



Stanford eCorner

No Dislike Button on Facebook

Justin Rosenstein, *Asana*

May 08, 2013

Video URL: <http://ecorner.stanford.edu/videos/3149/No-Dislike-Button-on-Facebook>

Entrepreneur Justin Rosenstein answers the popular question of why Facebook does not have a "dislike" button. While working at Facebook, Rosenstein led development of the "like" button feature, as a way for users to share affirmation in the social graph.



Transcript

After that I went to Facebook, where I went from product management, to engineering management, and tech leading, did a bunch of things that were really exciting to me, including Facebook Pages, which was a really cool way to allow non-human entities to also participate in the social graph. And then my Hackathon project was the "Like" button which I helped lead the development of as well. And that came out of this observation that people were using things like Wall Posts and Comments to express affirmation and positivity and it dawned on me, I was like, well what if we could make it easier, what if we could make it so that the effort required was so low, and eventually realized the lowest effort possible would be one click. What if we could make it super easy for people to share that kind of positivity with each other, and that led to the design of the "Like" button. 20 00:00:58,660 --> 00:01:01,179 To this day the number one most requested feature that Facebook gets is the "Dislike" button, which is funny to me because it really misses the point of the exercise. We are trying to encourage and actually design the infrastructure and the social graph in a way that is opinionated, in a way that prefers a world in which we help each other, help affirm each other rather than a world in which we tear each other down. So, that's why there is a "Like" and not a "Dislike" button.