Facebook to ask 2 billion users to rank ‘trust in news sources’

Effort to combat spread of misinformation on the social network

SAN FRANCISCO: Facebook announced on Friday it will ask all 2 billion users to rank their trust in news sources, a move the online giant says will help it address the challenge of combating the spread of misinformation on the social network.

The change comes in the wake of media reports that Facebook has failed to prevent the spread of false news, most noticeably ahead of the 2016 US presidential election. A Facebook post, cordially and straightforwardly asking Facebook users to rank their trust in news will work, he said, because “the news you see is too complex to be handled by humans, or even by AI”.

But the change also comes amid mounting concern that 2016 was a gathering storm for misinformation. In December, Facebook CEO Mark Zuckerberg said he “should not have allowed” the spread of false news on the social network during the election period.

To do so, he said Facebook decided to rely on member surveys to help member users rank trust in news sources, that is, that’s something we’re comfortable with, we’re confident in, this is something which will take the decision out of our hands and we’re likely to reduce the objectivity problem.

The ranking system, he said, would hopefully separate news organizations that are truly trusted by readers or watchers from ones that are largely trusted by users. “The update will not change the amount of readers or watchers, from ones that are broadly trusted to ones that are not,” he said. “It will only shift the balance of trust in news sources.”

The latest move comes after Facebook announced a major update to its news feed that highlights what friends and family share, but also shows more diverse perspectives, celebrities and media outlets. The company said the changes are part of an effort to fight against the spread of misinformation and in some parts of the world, including the United States, it is already allowing people to rank news sources.

“We have some agreement, we should give priority to news from ‘trusted sources’,” David Chavern, president of the News Media Alliance, said in a statement. “This update will be positive for consumers, as well as positive for law enforcement and other interested parties.”

The group will watch how the Facebook Pride update will change things and see if meaningful interactions will help make the Facebook news feed more live.

Sofia. The leaders of EU states last year urged the EU to take action in the face of hate speech.

“Working together on agreements such as this, the tech companies need to be doing better products and services for their users,” Google’s head of policy, Mike Leavitt, said.

But any cooperation between the US search giant and China’s biggest social network comes with risks. Google, Tencent eye of data from users.

The new fee will be $12.99 a month, up from its current $9.99.

Twitter said it was working “on something significant for this year” and would announce it later this year.

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