

Title: INSIDE THE PLAN TO COMBAT FAKE NEWS. By: SLOANE, GARETT, Advertising Age, 00018899, 12/19/2016, Vol. 87, Issue 24

Database: Communication & Mass Media Complete

INSIDE THE PLAN TO COMBAT FAKE NEWS



MENTING measures to combat the so-called **fake news** spreading via its platform.

The social media giant has been under intense scrutiny ever since Donald Trump's victory in the presidential election, an upset that some say was at least partly fueled by a mess of misinformation on social media services including **Facebook**, Reddit and Twitter. Fraudulent "**news**" sites used **Facebook** for circulation by posting headlines that were shared widely, driving web traffic and generating ad dollars.

Now **Facebook** has a plan to cut off phony sites masquerading as **news** sources and to clearly label **fake news**. In the process, it might help restore programmatic ad revenue to legitimate publishers that have seen bogus sites siphon off marketing dollars.

Facebook is testing a process that starts with everyday users, who will be able to report any posts they consider suspicious. Third-party fact-checkers will determine whether the posts deserve a "disputed" label, a warning to appear prominently in the **Facebook** feed and pop up when someone tries to share the tagged posts. The fact-checkers include Snopes, FactCheck.org and Politifact, which are part of Poynter's International Fact Checking Network.

"We believe providing more context can help people decide for themselves what to trust and what to share," Adam Mosseri, **Facebook's** VP-product for **news** feed, said in a blog post. "It will still be possible to share these stories, but you will see a warning that the story has been disputed as you share."

Facebook also is going after the ad money that funds the **fake news**. During the election, BuzzFeed uncovered overseas schemes with people making money by hosting websites filled with outrageous stories and driving traffic to them through **Facebook**.

Facebook said it will now shut down links to spam websites, which often use spoof domain names that sound like reputable **news** sources. When people click on the spoof domains they mistakenly go to sites that are covered in ads and **fake news**.

"We've found that a lot of **fake news** is financially motivated," Mr. Mosseri said. "Spammers make money by masquerading as well-known **news** organizations, and posting hoaxes that get people visit to their sites, which are often mostly ads."

"The most important thing is to give users the information at the time they are deciding whether to click, whether to share," said Jeff Jarvis, director of the Tow-Knight Center for Entrepreneurial Journalism at CUNY Graduate School of Journalism.

~~~~~

By GARETT SLOANE

