

## MEETING WITH FACEBOOK ON FAKE-NEWS AND MEDIA LITERACY

APRIL, 24<sup>TH</sup>, 2017

1) Introduction of both parties – Facebook and unit I4 presented themselves

2) Facebook Initiatives in the area of media literacy and Fake-News

The unit asked questions about Facebook's recent initiatives concerning Fake-news and media literacy to get a better and more practical understanding on initiatives previously announced by Facebook.

Facebook [REDACTED], reassessed Facebook's position as a social media and its will to not interfere with individual choices to publish content on their platform. However, he admitted the uprising of "important forces at the moment" against which Facebook can act without interfering with the freedom of speech of its users.

Protection of  
personal data  
Art 4(1)(b)

Ongoing initiatives mentioned by Facebook:

- Facebook Journalism project includes :

**Building European Media team:** hiring related people, including broadcasters and newspapers, to help create curated content. There was also a mention of working on "paywalls"

**Building relationships with fact-checkers:** flagged content can be sent to these platforms + cooperation with fact-checkers to anticipate areas on the web where Fake-News can be found

- Initiative [REDACTED] to counter misinformation and Fake-News:

Out of scope

**Learning process or "watch and brief"** (as used by [REDACTED]) **for the anticipation of emerging Fake News:** experimenting and monitor the tractions of fake-news in areas where Fake-News are more likely to pop-up (mention of France and the Netherlands) ⇒ study, test, learn, then try to find a balance and the right way to go around it

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**Tracking flagged signal:** briefly – very briefly – mentioned the possibility of Facebook to track and see the web itinerary of flagged/ signalled content

Interest in "**orchestrated propaganda**" and the use of Facebook by institutional parties as a surveillance tool : Facebook expressed the will to limit and prevent it

Concerning media literacy:

Facebook built **tools to help media companies to post news on Facebook but also to read and interpret news on Facebook** (and how to monetize their news better: Facebook provide news companies with: which news users engaged with, and which are not working, whom it was shared with, the gender and location of users who engaged with it, the other content they linked it to) ⇒ to make "real" news more competitive

#### News integrity project:

A multi-partner collaboration on research to create a common source on: measuring the impacts of social media in the news ecosystem, how news are circulating in 2017 (including researchers in the field of social sciences), and how users consume news and Fake-News and why.

Also aims at bridging projects and research via a EU-US dialogue.

#### Conclusion on Facebook's initiatives:

a) relatively long-term initiative: research to counter the spread of fake-news through Facebook, and increase social media literacy;

b) short-term initiative: flexible 'try and learn' process via experimenting on the platform

Facebook resumed its intentions as such "Facebook's service should contribute to a more informed community".

3) Presentation of the EU initiatives and upcoming projects concerning Media literacy and Social Media (in traditional areas). The unit highlighted the importance for the EC to emphasize Media Literacy in terms of critical thinking, the role of Civil society, the importance of a comprehensive picture of the online media use (transparency of algorithms for examples), and the expansion of Media Literacy target groups.

Mention of the possibility of a future cooperation between EC and Facebook:

- to foresee and expand the notion of Fake-News and Media Literacy to the future development of social media, especially in the context of virtual reality platforms.

- in the workings of algorithms and how to make it transparent to the public as part of the Media Literacy program.

#### 4) informal agreements:

Organising panel workshops and/or 'best-practice' forums : bring experts to talk about Social Media, algorithms and engage everyone to the related-topics efficiently : veracity, future of social media and joint reflections on ethical issues (VR)

From Facebook: consider organizing an event in Brussels in the scope of News Integrity Initiative

From EC: invite Facebook to events that will allow Facebook to network with European fact-checking institutions and other related stakeholders

#### 5) Formal invitation

Facebook has been invited to the Sarajevo event.

The unit needs to send details about the program, the format and the objectives of the event.

