



established, and what the language coverage was.

Facebook suggested that the signals revealed by the tool tended to be the key ones, but there were others and it was hard to quantify how representative they were. Regarding misinformation, this is a difficult issue, but they will exercise certain control – they will not allow users to select to be served content which is “harmful to society”. They are researching for filter bubbles and the diversity of people’s newsfeeds. Facebook is working with fact checkers (e.g. the WHO for the vaccine disinformation), including some who are affiliated with the media. Facebook intends to make its service available in all languages, and works with fact checkers in 23 languages. Regarding quality – once something is assessed as disinformation, it receives an 80% penalty to its ranking score.


CAB expressed that COM is concerned that Facebook and similar services act as channels and multipliers for disinformation, and value the steps that Facebook are taking to improve a media environment that they are chiefly responsible for having damaged in the first place.

JUST asked about the extent of testing and whether abuse of these tools had been observed, the possibility for information and reporting to be provided, e.g. to authorities, on the trends in user’s interaction with this tool, as well as with their newsfeeds, and about the criteria Facebook applies to assess what is “harmful to society”, beyond what is illegal, and how rights are safeguarded.

Facebook explained that the tools had only just been rolled out to a few percent of users, and suggested that reporting on trends in use might be possible. Facebook want to work with external groups to understand the difficult question of what is harmful, and referring to Zuckerberg’s recent op-ed, asked to work with governments to establish standards. They are already working with the high level expert group, which has also participated in the preparation of the COM’s communication on trustworthy content.

CAB noted that it will issue this communication, which sets out a continuum on the issue of controlled speech, from the regulatory floor of illegal speech (such as incitement to violence), through to the voluntary frameworks, with recommendations for further steps to solidify some of this, for instance through the establishment of publisher liability, potentially by regulation.

Facebook is very willing to participate, and interested in these ideas, while bearing in mind important values such as free speech.

  
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