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FACEBOOK TO DELIVER MORE LOCAL NEWS TO US USERS

SAN FRANCISCO—Facebook said on Monday that it had decided to deliver more local news to US users in its latest effort to manage the flow of information on the enormously influential social network.

Earlier this month, Facebook announced it would ask its 2 billion users to rank their trust in news sources as part of an effort to combat the spread of misinformation.

The changes come as the online giant seeks to address charges that it has failed, along with Google and Twitter, to prevent the spread of false news, especially ahead of the 2016 US presidential election.

Building communities

"Local news helps build community both on- and off-line," Facebook cofounder and chief executive Mark Zuckerberg said in a post on the social



A Facebook logo is seen at the Facebook conference in Brussels, Belgium.—REUTERS

network.

"It's an important part of making sure the time we all spend on Facebook is valuable," he added.

Zuckerberg traveled around the United States last year, visiting with Facebook users.

"One theme people kept telling me is how much we all have in common if we can get past some of the most divisive national issues," Zuckerberg said in the post.

"Many people told me they thought that if we could turn down the temperature on the more divisive issues and instead focus on concrete local issues, then we'd all make more progress together."

'Trusted sources' ranking

He also cited research suggesting that reading local news prompted people to be more engaged in their communities.

Facebook is showing US members more stories from news sources in their cities or towns, and plans to begin doing the same in more countries later this year.

Recent changes at Facebook include a new "trusted sources" ranking intended to "make sure the news you see is high-quality" and to foster "a sense of common ground" rather than sow division, Zuckerberg said in a previous post.—AFP

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