MediaWell

News Item

How users see Facebook’s labels will determine their effectiveness | Poynter

By Harrison Mantas and Susan Benkelman
July 24, 2020

> What does a label really mean?
> This week, Facebook attached “Get Voting Information” links to posts by both President Donald Trump and former Vice President Joe Biden as part of its larger push to promote accurate election information on the platform. These additions come two months after Twitter attached a similar label to one of Trump’s tweets, which some at the time characterized as an attempt to fact-check the president.
>
> In June, CEO Mark Zuckerberg announced politicians would not be exempt from this new labeling policy, and that the company was committed to fighting voter suppression on its platform. However, this latest attempt has raised questions about the effects of the labels and how users will perceive them. Here are three to consider:
>
> […]

Source: How users see Facebook’s labels will determine their effectiveness – Poynter