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News Item

Searching for the misinformation ‘twilight zone’ | First Draft

By Tommy Shane
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> There’s been a lot of debate recently about “Facebook’s Top 10,” a Twitter account that lists “the top-performing link posts by U.S. Facebook pages in the last 24 hours,” managed by The New York Times’ Kevin Roose.
>
> Given that conservative pages tend to dominate the results, the lists have been used to argue that Facebook is biased in favor of conservatives. Facebook, in turn, has pushed back, arguing that engagement doesn’t equal reach.
>
> Irrespective of this argument, “Facebook’s Top 10” points to wider issues about what we see and don’t see in misinformation research. And they go beyond what data we can access, and which metrics we look at.
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