

Fake News Gets More Engagement on Facebook—But Only If It's Right-Wing | WIRED

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It's not exactly a secret that extreme, less-than-accurate content finds a big audience on Facebook. In the months before [last year's election](#), the list of most-engaged-with pages on the site was almost always dominated by far-right figures like Dan Bongino and Dinesh D'Souza, who are not known for their fealty to fact-based journalism. An anonymous Facebook executive [told](#) Politico last September, "Right-wing populism is always more engaging." New research released today, however, appears to be the first to show empirically that the relationship between accuracy and engagement varies dramatically based on where the source aligns on the partisan spectrum.

According to researchers at the Cybersecurity for Democracy project at New York University, far-right purveyors of misinformation have by far the highest levels of engagement per follower compared to any other category of news source. Indeed, the researchers found that while left-leaning and centrist publications get much less engagement if they publish misinformation, the relationship is reversed on the far right, where news organizations that regularly publish false material get up to 65 percent more engagement than ones that don't.

[...]

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