News Item

How Facebook Fought Fake News About Facebook | Bloomberg

By Mark Bergen & Kurt Wagner
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> A month before the 2016 U.S. presidential election, a rumor spread on Facebook. People were sharing a viral gimmick familiar to email spammers: Copy and paste this message to all your friends, or Facebook will share your private information. The hoax took off, particularly in pockets of the U.S. and the Philippines.
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> Inside Facebook Inc.'s Menlo Park, California, headquarters, a small group of staffers watched this rumor gain traction using a special software program they called Stormchaser. The tool was designed to track hoaxes and "memes" – silly, often untrue internet missives – about Facebook on the social network and other company-owned services including WhatsApp.
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