

# Mark Zuckerberg Doesn't Understand Journalism | The Atlantic

By Adrienne LaFrance

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Zuckerberg runs a media company that distributes news, but doesn't have a proper newsroom. He runs a media company that has—with Google's help—dominated the vast majority of digital ad dollars and eviscerated the journalism industry's business model, all while preaching about the importance of journalism. He runs a media company that, he says, believes deeply in the need to sustain independent journalism, but won't pay publishers to license journalistic content. And he runs a media company that has decided to show its users less news from professional outlets—it's really not what people want to see, he says—in favor of more individual opinions.

[...]

Deciding what to believe based on other people's opinions is not only not journalistic, it's arguably hostile to the press as a democratic institution. The truth may be nuanced, but reportable facts are often quite straightforward. As any journalist can tell you, the best answer to the question "what happened?" is not *why don't you ask a bunch of your friends what they think, organize their views along a spectrum, and then decide where to plant yourself.*

Source: [Mark Zuckerberg Doesn't Understand Journalism | The Atlantic](#)