News Item

Twitter Bags Deep Learning Talent Behind London Startup, Fabula AI | TechCrunch

By Natasha Lomas

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> Twitter has just [announced](#) it has picked up London-based [Fabula AI](#). The deep learning startup has been developing technology to try to identify online disinformation by looking at patterns in how fake stuff vs genuine news spreads online — making it an obvious fit for the rumor-riled social network.
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> Social media giants remain under increasing political pressure to get a handle on online disinformation to ensure that manipulative messages don't, for example, get a free pass to fiddle with democratic processes.
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> Twitter says the acquisition of Fabula will help it build out its internal machine learning capabilities — writing that the UK startup's "world-class team of machine learning researchers" will feed an internal research group it's building out, led by [Sandeep Pandey](#), its head of ML/AI engineering.
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Source: [Twitter bags deep learning talent behind London startup, Fabula AI | TechCrunch](#)