



How to Fix Fakebook Fast

After battling disinformation campaigns worldwide, Avaaz has consulted in depth with regulators, experts and social media executives on reform options while also polling its 46 million members.

Here are the 4 solutions which we believe are legitimate, doable, and can be executed on a short timeline, as crucial elections worldwide approach in the fall.

1 BAN THE BOTS – delete “Fakebook” by banning **ALL** fake or imposter user accounts.

These accounts massively amplify disinformation campaigns, and they violate Facebook’s own user policy. Facebook has disclosed that 270 million of its users are fake or duplicate accounts. They banned tens of thousands of fake accounts to protect French and German democracies before elections. They need to turn these one-off actions into ongoing and global policy.

2 ALERT THE PUBLIC – notify all users **EACH** time they are exposed to fake or malicious content, and correct the record.

To mitigate the public deception of disinformation campaigns, Facebook and other social networks need to alert individual users every time they view such content (not just share it, but view it), in posts that have at least equal prominence to the malicious content seen. False content needs to be clearly corrected with corrections endorsed by media that the user is most likely to trust.

3 FUND THE FACT-CHECKERS – stand up an independent army big enough and fast enough to stem the spread of lies.

While artificial intelligence is crucial, any system of correction must rely on a new industry of skilled, independent and trustworthy fact checkers. Funding models must protect the independence of this industry, which must rapidly expand beyond the current 6 nations to serve the public in all languages and countries.

4 TELL THE TRUTH about fake users and disinformation campaigns, including through independent audits.

We need to know just how bad things are, and be able to track progress. Facebook, Google, Twitter and social media must tell the whole truth about all the fake users, fake activity and disinformation campaigns on their platforms, through required full disclosures and independent audits the public can trust.