

# Facebook 'news tab' seeks to reboot its role with media

26 October 2019, by Rob Lever



Facebook's news tab will be a separate feed including professionally produced stories from partner media organizations

Facebook on Friday began rolling out its dedicated "news tab" with professionally produced content—the latest move by the social network to promote journalism and shed its reputation as a platform for misinformation.

The tab, being tested with some US users, will be separate from a user's normal feed and include articles from partner [news organizations](#)—making a clear distinction between journalism and stories shared by users from a wide range of sources.

"This is going to be the first time ever there will be a dedicated space on the (Facebook) app that is focused on high-quality journalism," chief executive Mark Zuckerberg told an audience in New York in a joint appearance with CEO Robert Thomson of News Corp, one of the partners in the project.

The mix of stories in Facebook News will be determined by algorithmic "personalization" based on a user's preferences and data, with journalists choosing some of the stories.

The company said users would have "more control over the stories they see, and the ability to explore a wider range of their news interests, directly within the Facebook app."

Facebook is expected to pay some of the news organizations—reportedly millions of dollars in some cases—but has yet to disclose full details.

Zuckerberg said Facebook would not seek to limit coverage of the company or himself.

## Going global?

Zuckerberg said he sees the effort as important even if it is used by only a small percentage of Facebook users. And he said the company is in discussions to bring the feature to other countries.

"We want to do something like this across the world as well," he said.

The social network has partnered with some 200 news organizations including The Wall Street Journal, USA Today, The Washington Post, CBS News, BuzzFeed, Fox News, the Boston Globe, Bloomberg and Vanity Fair.

Zuckerberg defended the inclusion of partners some criticize as politically partisan such as the right-wing outlet Breitbart, saying the news tab "needs to have a diversity of views."

Facebook said it would begin an initial test rollout which would "showcase local original reporting" from publications in major cities including New York, Los Angeles, Chicago, Dallas, Philadelphia, Houston, Washington, Miami, Atlanta and Boston.

Topic sections will include business, entertainment, health, science and technology, and sports.

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