

WhatsApp has a new strategy to prevent the spread of fake news

Fake news has a negative impact on people's mentality, making it difficult for governments to prevent epidemics.

The outbreak of the COVID-19 pandemic has many consequences. Besides threats related to health and economy, there is another great danger to society, which is the problem of fake news. The spread of fake news on the internet through social networks as well as interactive application platforms has been negatively affecting people's psychology, making it difficult for epidemic prevention of government.

Many platforms and online interactive services have made necessary policies to prevent fake news, and WhatsApp is no exception. In fact, tracking sources of fake news on social networks like Facebook and Twitter is often a lot easier than on end-to-end encrypted chat platforms like WhatsApp. To minimize the distribution of fake messages, WhatsApp will apply a 'tactic' to limit the number of messages that are forwarded. Now WhatsApp users will only be able to forward messages to 1 person at a time, up to 5 times for a similar message, instead of being able to forward messages to multiple people at the same time with unlimited times like before.

At this point, many people will wonder how WhatsApp censored the content of the message. In fact, WhatsApp can read your message content, but through metadata, so the algorithm can count the number of times a specific message has been forwarded, while still ensuring privacy. private to the user. The managers of the world's largest online chat platform believe that this approach can help to slow down the spread of fake news in their user community.

In addition to the message restriction policy, WhatsApp is also experimenting with reverse image search and text search algorithms to limit fake news on the platform. In addition, the company is also promoting cooperation with the World Health Organization (WHO) and 20 governments around the world to provide accurate information about COVID-19 to more than 2 billion users on the platform of yourself.

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