

Will Facebook pay for the posts included in the dedicated news tab of this social network?

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Facebook may soon launch a new section dedicated to new articles and news that is integrated right on the social networking platform, especially emphasizing the criteria that CEO Mark Zuckerberg offers as "quality." High quality, reliable content".

The information is given in a video posted by 34-year-old CEO, about a conversation between him and the famous journalist Mathias Döpfner, CEO of Axel Springer publishing company (Axel Springer owns Insider Inc.) and famous newspaper Business Insider). The content of the conversation revolved around the relationship between Facebook and social media, mass media, and especially the press.



1. Facebook added a new feature that revealed the reason "strange" posts appeared on users' Facebook

To ensure that such a dedicated "tab" on Facebook will own the highest quality content, CEO Mark Zuckerberg came up with an idea that is not too new but particularly effective, that is to pay money for publishers to allow Facebook to introduce articles and publications from these publishers on their new news tab.

This move by the world's largest social networking site leader was launched in less than a week from the day the EU EU officially adopted a series of new laws relating to copyright management. number. The new policies set out in the EU digital copyright law give news publishers the right to negotiate the sharing of licenses for their publications with many other news aggregators. , such as Facebook.

"YouTube, Facebook and Google News are some news sharing platforms that will be most directly affected by this new law," the EU representative said.



1. Many of Mark Zuckerberg's old posts disappeared 'leaving no trace', Facebook said they had . mistakenly deleted

In a conversation with journalist Mathias Döpfner, CEO Mark Zuckerberg said that the EU's new regulations on copyright reform are "something that Facebook needs to think about and consider."

The 34-year-old CEO didn't go into details about how the royalty payment mechanism works for every publication posted on Facebook's new news tab, but he says building a "relationship". The direct system "between Facebook's management team and publishers will be one of the top priority tasks to ensure the content is constantly updated and highly reliable.

'That's exactly what I and Facebook's management team are most concerned about right now. Building a close relationship between Facebook and publishers must be really boosted, not only to make clear financial unity, but more importantly to keep high quality, reliable content. can easily reach the readers easily and quickly ', Mark Zuckerberg shared.

It is known that this particular news site will be available to all Facebook users for free.



1. New settings help hackers test security for Facebook and Instagram applications more easily

Besides, Zuckerberg also emphasized in the conversation with Döpfner that he still considers Facebook's News Feed as a place for people to mainly connect with friends and family, not the best place to reach. with news. The separate news tab will exist for "people who want to access more quickly with high quality news sources".

Zuckerberg and Döpfner discussed how to build and operate a business and ecosystem model that would support such a news tab, including whether Facebook hired a group of editors and journalists. Whether professional to run and manage news content or not.

In a related move, the head of the team is tasked with building a relationship with Facebook's news publishing partners, Campbell Brown, considering Mark Zuckerberg's comments on his own Facebook page. , saying that she "is looking forward to immediately starting work." And that Facebook will actively promote cooperation with all major, small, domestic and international publishers to bring those High quality news to users.



1. Facebook admits storing millions of user passwords in plain text

So it can be seen that the opinion that CEO Mark Zuckerberg shared in the conversation with veteran journalist Mathias Döpfner turned 180 degrees compared to what the CEO said earlier last year. Specifically, in January 2018, he said that having little "public content" from social media and mass media on Facebook will help users of this social site "own more for other social interactions that are more meaningful, for example, content from friends and family '.

In the past, Facebook has also experimented with operating separate categories on platforms dedicated to news content and publishers. Accordingly, this social network tested the "Explore Feed" feature in 6 countries around the world, but eventually had to abandon this test in March 2018 due to not gaining success.

You can see the whole conversation between Mark Zuckerberg and Mathias Döpfner in the link below:

<https://www.facebook.com/zuck/videos/10107028374517921/>

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