

Facebook stumbles with early effort to stamp out fake news

SARAH FRIER

30 October

Facebook outsources the process to third-party fact checkers who can only tackle a small fraction of the bogus news that floods the social network, according to interviews with people involved in the process. And screenshots obtained by Bloomberg reveal a process that some partners say is too cumbersome and inefficient to stop misinformation duplicating and spreading.

"There is no silver bullet," Facebook said in a statement. "This is part of a multi-pronged approach to combating false news. We have seen real progress in our efforts so far, but are not nearly done yet."

The flaws highlight a fundamental question that will be asked this week when internet companies testify in front of Congressional committees: How responsible should Facebook, Google and Twitter be for information others distribute through their systems?

Facebook started noticing fake stories trending on its network as early as the summer of 2016, and it took a long-time for the company to take any responsibility. A few days after President Donald Trump's November election win, Facebook Chief Executive Officer Mark Zuckerberg said it was "crazy" to think fake news had swayed voters. But as it became clear that some fake political stories garnered more traffic on Facebook than work from traditional outlets, criti-



FIGHTING FAKE NEWS

▪ Slow, cumbersome process hits only a fraction of hoax stories

▪ Social network outsources decisions to avoid bias criticism

cism of Zuckerberg's stance mounted. After reflecting on the problem he said he would prioritise fixing it. His main solution has been the fact-checking effort. In early 2017, Facebook contracted for one year with *PolitiFact*, *Snopes*, *ABC News*, *factcheck.org* and the *Associated Press* to sniff out fake news on its social network. The company argued that paying outside firms helped address the problem without making Facebook the arbiter of what is true or untrue. Some critics say the company wants to avoid this responsibility because that could make it subject to more regulation and potentially less profitable, like media firms.

A previous Facebook effort

Facebook's signature dark blue font, accessible only after the organisations' journalists log into their personal social-media accounts. "LeBron James Will Never Play Again," according to *Channel 23 News*. "BOMB-SHELL: Trey Gowdy Just Got What He Needed To Put OBAMA IN JAIL," said *dailyworld-information.com*. "Four Vegas Witnesses Now Dead or Disappeared," claimed *puppet-stringnews.com*.

A column to the right of the articles shows how popular they were among Facebook's 2 billion users, according to the screenshots. In the next column over, fact checkers can mark it "true," "false" or "not disputed" providing a link to a story on their own websites that explains the reasoning behind the decision. The fact-checking sites sometimes have to debunk the same story multiple times. There's no room for nuance and it's unclear how effectively they're addressing the overall problem, workers for the fact-checking groups said in interviews. They only have time to tackle a small fraction of the articles in their Facebook lists, the people added. They asked not to be identified discussing private activity. Once two of the fact-checking organisations mark an article as false, a "disputed" tag is added to the story in Facebook's News Feed. That typically cuts the number of people seeing the piece by 80 per cent, Facebook said recently. But the process typically takes more than three days, the firm said. "It might be even

longer, honestly," said Aaron Sharrock, executive director of *PolitiFact*. "Everyone wishes for more transparency as to the impact of this tool." The group has marked about 2,000 links on Facebook as false so far, but he said he's never personally seen a "disputed" tag from this work on the social network.

PolitiFact, known for fact-checking politicians based on what they say in speeches, ranks their comments on a scale of "true" to "pants on fire" — as in "liar, liar." Before the election, the organisation mostly steered away from obviously false news or hoaxes, assuming reasonable people would see a story about, say, the Pope endorsing Donald Trump and understand that it was clickbait. But when it became clear that fake stories were going viral and gaining traction with people who may have been predisposed to believe them, *PolitiFact* expanded its focus. There are non-political examples that illustrate this new world of bogus news on Facebook that *PolitiFact* is dealing with. In recent weeks, there's been a surge of stories about celebrities moving to small towns. Bill Murray's car breaks down in Marion, Ohio, he's charmed by the locals and resolves to retire there. That story was repeated for many other towns and there are similar stories about Tom Hanks and Harrison Ford. *PolitiFact* wrote one article entitled "No, a celebrity's car didn't break down in your hometown," then rated all those pieces "pants on fire."

BLOOMBERG

Cook, Zuckerberg meet President Xi in Beijing

ADAM JOURDAN
Shanghai, 30 October

Sachs chief executive Lloyd Blankfein.

Facebook's Zuckerberg has also been very active in China, eager to get his popular social network unblocked in the world's most populous nation, where it has been banned since 2009 and held behind the country's so-called Great Firewall.

An Apple spokeswoman said the firm couldn't "comment on Tim's schedule and or meetings." Facebook confirmed Zuckerberg was in Beijing, but declined to comment on details of his visit.

In a post on his Facebook page on Saturday, Zuckerberg wrote he was in Beijing for the annual meeting. "Every year this trip is a great way to keep up with the pace of innovation and entrepreneurship in China," he said. **REUTERS**

The meeting comes at a time when Apple is preparing to launch its much-anticipated iPhone X on Friday. **PHOTO: REUTERS**

revive the firm's sales in the world's number two economy.

Tsinghua's business school, founded in 1984, has seen scores of top Chinese and foreign industry leaders sit on its board, including Chinese central banker Zhou Xiaochuan and Goldman

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Technology firms must do more on extremism: World Economic Forum

DAVID INGRAM
Washington, 30 October

US technology firms such as Facebook and Twitter should be more aggressive in tackling extremism and political misinformation if they want to avoid government action, a report from the World Economic Forum said on Monday.

The study from the Swiss nonprofit organisation adds to a chorus of calls for Silicon Valley to stem the spread of violent material from Islamic State militants and the use of their services by alleged Russian propagandists. Facebook, Twitter and Alphabet's Google will go under the microscope of US lawmakers on Tuesday and Wednesday when their general counsels will testi-

y before three US congressional committees on alleged Russian interference in the 2016 US presidential election. The report from the World Economic Forum's human rights council warns that technology firms risk government regulation that would limit freedom of speech unless they "assume a more active self-governance role." It recommends that the firms conduct more thorough internal reviews of how their services can be misused and that they put in place more human oversight of content. The German parliament in June approved a plan to fine social media networks up to €50 million if they fail to remove hateful postings promptly, a law that Monday's study said could potentially lead to the takedown of massive amounts of content. **REUTERS**

FORTIS MALAR HOSPITALS LIMITED

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NOTICE

Pursuant to Regulation 47 read with Regulation 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, Notice is hereby given that a meeting of the Board of Directors of the Company will be held on Monday, November 6, 2017, to inter alia, consider and approve the Un-Audited Financial Results for the Quarter and Half Year ended on September 30, 2017. The same is also available on the website of the Company - www.fortismalar.com and that of BSE Limited- www.bseindia.com.
For Fortis Malar Hospitals Limited
Sd/- Date: October 30, 2017 Dajit Singh Director
Place: Gurgaon DIN: 00135414

VARDHMAN TEXTILES LIMITED

Regd. & Corporate Office: Chandigarh Road, Ludhiana-161016, Punjab (India)
PAN No.: AMCM4493E
CIN: L17111PB1973PLC00345
Email: secretarial@vardhman.com; Website: www.vardhman.com

COMPANY NOTICE

Notice is hereby given pursuant to Regulation 28, read with Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, that a meeting of the Board of Directors of the Company is scheduled to be held on Wednesday, 8th November, 2017, inter-alia, to consider and approve the Un-Audited Financial Results for the Quarter/Half year ended 30th September, 2017. This notice is also available on the websites of:-
a) Company (www.vardhman.com)
b) BSE Ltd. (www.bseindia.com)
c) NSE Ltd. (www.nseindia.com)

For VARDHMAN TEXTILES LIMITED
Sd/- Date: 30.10.2017 [Sanjay Gupta]
Place: Ludhiana Company Secretary
DIN: 00135414

MERCK LIMITED

CIN: L99999MH1967PLC013726
Registered Office: Godrej One, 8th Floor, Pirojshahnagar, Eastern Express Highway, Vikhroli East Mumbai - 400079.
Fax: 91 22 62109991 Tel: 91 22 62109000
Website: www.merck.co.in; Email ID: CorpSec@merckgroup.com

NOTICE

Notice is hereby given pursuant to Regulation 47 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that a Meeting of the Board of Directors of the Company will be held on Tuesday, November 14, 2017 inter-alia to consider and approve the Un-Audited Financial Results of the Company for the quarter ended September 30, 2017.

For Merck Limited
Sd/-
Vikas R. Gupta
General Counsel & Company Secretary

MUTHOOT CAPITAL SERVICES LIMITED

CIN: L6730KLM94PLC007726
Regd. Office: Muthoot Towers, MG. Road, Kochi - 682 055, Tel: +91 - 484 - 6679600 / 6676450, Fax: +91 - 484 - 2381261 Web: www.muthootcap.com Email: mail@muthootcap.com

NOTICE

Notice is hereby given in compliance with Reg. 47 read with Reg. 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 that a Meeting of Board of Directors of the Company will be held on Friday, 10th November, 2017 at the registered office of the Company at Muthoot Towers, MG. Road, Kochi - 35 to inter-alia, consider and take on record the unaudited financial results for the quarter and half year ended 30th September, 2017.

This information is also available on the website of BSE Ltd. (www.bseindia.com) and National Stock Exchange of India Ltd. (www.nseindia.com) where the Company's shares are listed and shall also be available on the website of the Company viz. www.muthootcap.com

For Muthoot Capital Services Limited
Sd/-
Syam Kumar R.
Company Secretary & Head - Governance
Kochi 30.10.2017

PUBLIC NOTICE

NOTICE is hereby given that our clients Mr. Sadiq Sunder Shetty & Mrs. Sujata Sadiq Shetty residing at D/10, Flat No. 5, Jeevan Shanti Colony, S.V. Road, Santacruz (West), Mumbai - 400054 intends to purchase the Flat No. D-304, 3rd Flr, Gokul Village (One) CHSL Gokul Village, Shanti Park, Mira Road (E)401107 [and Property] from Mr. Kishore Tarse.

If any person claim any right over the said Property should put up their claim with the undersigned within 8 days from the date of this notice, failing which any such claim in, to or upon the said Property or any part thereof shall be deemed to have been waived without any reference to such claim.

Dated this 31st day of October 2017.

Sd/-

SHUKLA & SHUKLA
Advocate, Solicitor & Notary
Shree Hanuman Building, 3rd Floor, Chamber No. 12,
2, R. S. Supre Marg, Mumbai 400 002

NESCO LIMITED

CIN: L71099MH194PLC004444
Regd. Office: Nesco Western Express Highway, Goregaon (East), Mumbai - 400 063, Tel: 022 66451213, Fax: 022 66451201
Website: www.nesco.in Email: companysecretary@nesco.in

Notice is hereby given pursuant to Regulation 29 read with Regulation 47 and other applicable Regulations, if any, of BSE (Listing Obligations and Disclosure Requirements) Regulations, 2015 that meeting of the Board of Directors of the Company is scheduled to be held on Thursday, 09 November 2017, inter-alia, to consider and approve the Standalone Unaudited Financial Results of the Company for the quarter and half year ended 30 September 2017.

The above information is also available on the Company's website at <http://www.nesco.in> and also on the website of BSE Limited at <http://www.bseindia.com> and on the website of National Stock Exchange of India Limited at <http://www.nseindia.com>

For Nesco Limited
Sd/-
Jinal J. Shah
Company Secretary and Compliance Officer
Place : Mumbai
Date : 30 October 2017

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Bank of Baroda
India's International Bank

(H.O. Mandvi, Baroda)
Corporate Office: Baroda Corporate Centre, C-26, "G" Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

NOTICE

Notice is hereby given pursuant to Regulation 29(1) & Regulation 33 read with Regulation 47(1) of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 that a meeting of the Board of Directors of Bank of Baroda will be held on Tuesday, 14th November 2017, at Mumbai, inter-alia:

* To consider & approve the Un-audited (Reviewed) Standalone Financial Results of the Bank together with relevant Segment Reporting, for the Quarter/Half Year ended 30th September 2017.

We also advise that further details will be available on the website of the Bank i.e. at www.bankofbaroda.co.in and also on the website of BSE Limited (www.bseindia.com) and National Stock Exchange of India Limited (www.nseindia.com) where the Bank's shares are listed.

For Bank of Baroda
M. L. Jain
General Manager

Place: Mumbai
Date: 30-10-2017 Secretary to Board & Company Secretary

DYNAMIC ARCHITECTURES LIMITED

(CIN-L45201WB1996PLC077451)
Regd. Office : 406, Sesa Centre, 44, Pollock Street, Kolkata (WB) 700 001, Ph: 033-22462673
Website: www.dynamicarchitectures.com, Email: Info@dynamicarchitectures.com

UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED ON 30TH SEPTEMBER 2017

(In Rupees Cr. Except EPS)
Particulars Quarter ending(Current Year) Ending 30.09.17 Corresponding 3 months ended in the previous year 30.09.16

Particulars	Quarter ending (Current Year) Ending 30.09.17	Corresponding 3 months ended in the previous year 30.09.16
1. Total income from operations	6.08	6.67
2. Net Profit / (Loss) for the period (before tax, except Exceptional and Extraordinary items)	-	0.44
3. Net Profit / (Loss) for the period before tax (after Exceptional and Extraordinary items)	-	0.44
4. Net Profit / (Loss) for the period after tax (after Exceptional and Extraordinary items)	-	0.44
5. Total Comprehensive Income for the period (Comprising Profit for the period (after tax) and Other Comprehensive Income (after tax))	-	0.44
6. Equity share Capital (Face Value - Rs. 10/- each)	-	5.01
7. Reserves (including Revaluation Reserves) as shown in the Audited Balance Sheet of the previous year	14.00	14.00
8. Earnings Per Share (in Rs. 10/- each) (per continuing and discontinued operations)	-	1.00
9. Dividend Paid	-	0.88
Notes:		
a. The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly Financial Results are available on Stock Exchange website, www.bseindia.com & on the company website, www.dynamicarchitectures.com .		
b. # - Exceptional and/or Extraordinary items adjusted in the Statement of Profit and Loss in accordance with IAS/AS Rules whichever is applicable.		
Dynamic Architectures Limited Dinesh Powar Chairman Cum Managing Director Date: 30-10-17		

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