

Meta platforms will start testing Community Notes based on X's algorithms

Article



The news: Around 200,000 **Facebook**, **Instagram**, and **Threads** users will begin testing **Meta's** Community Notes writing and rating system Tuesday. The program is part of the company's efforts to reduce political bias and "overenforcement" in [content moderation](#).

- **Community Notes authors need to be over 18 years old** and have an account that's at least six months old. The test won't publish author names or allow notes on advertisements.
- **Notes on a post also won't penalize users the way fact checks did**, downgrade how widely a post is shared, or restrict who can see the content.

Meta will continue to use its third-party fact-checking system outside of the US until Community Notes are rolled out in other countries.

The challenge: The company is using X's open-source algorithm for its rating system and said notes will only be published if contributors with a "broad range of viewpoints" agree on them.

Meta's Safety Advisory Council said studies on X's Community Notes program found that polarizing issues often can't gain a consensus, leaving misinformation unchecked.

- The requirement for a variety of people to agree on a Note, Meta said, is a safeguard against groups that may try to "game the system" and influence what Community Notes get published.
- **Meta said it plans to build off of X's rating system and develop a version primed for its own platforms.**

Do users care? Despite some outcry, the change may not affect consumer trust.

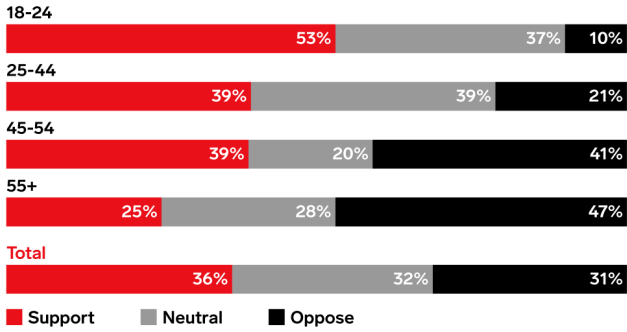
- That's especially true among **right-leaning influencers**, who make up the majority of content creators on Facebook and Instagram. **Only 9% of Republicans are less likely to use Meta platforms following the content moderation change**, per a CivicScience survey, compared with 33% of Democrats.
- **53% of Meta users between the ages of 18 and 24 support its decision to replace fact-checking** with Community Notes and 37% are neutral. Nearly half (47%) of users over 55 oppose the change.

Our take: Even if some users are okay with Meta's decision, they are still at risk of seeing misinformation. Waiting for a broad range of people to come to an agreement on controversial issues could delay Community Notes postings, which may be a crucial matter for Meta to tackle as it tailors X's algorithm.

53% of Adults Ages 18-24 Support Meta's Switch From Fact-Checking to Community Notes

% of US adults who use Meta platforms, by age, Jan 2025

Q: To what extent do you support or oppose Meta's decision to replace its fact-checking program with a community-driven "Community Notes" system across its social media platforms?



Note: among those aware of the change; numbers may not add up to 100% due to rounding
Source: CivicScience as cited in company blog, Jan 14, 2025

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