We live in a world of set-tled nations, there are no longer colonial countries, and the West is richer than it has ever been.

AFL – Last week, Google and Facebook made significant announcements about tackling fake news. But media watchers say more is needed to stamp out a powerful phenomenon seen by some people as too easily tolerable.

For Gabriel Kahn, a former journalist who teaches at the University of Southern California “It’s the same business as purely a media business, which is generating audience and using that to sell advertising...”

And Kahn believes that Facebook, by considering itself “a neutral” platform, “allows the media ecosystem to be polluted” with bogus news.

Another problem is that Facebook’s verification status with millions of users is an added additional insight on plans to curb online misinformation.