



Social Media Platforms Proactively Curtailing Spread of Misinformation: IAMAI

New Delhi, 07th April 2020: The Internet and Mobile Association of India (IAMAI) has said that the social media platform members of the association have taken proactive steps to prevent and curtail the spread of misinformation and fake news. According to IAMAI, the platforms have taken the following steps to prevent the menace of fake news. Some of the initiatives are:

- 1) Tie-up with official sources of information like WHO, MOHFW or local Administrative officer and actively promoting information shared by such sources. This takes the form of in-app icons, pop-ups, dedicated channels/ special search categories depending on the platform.
- 2) Deployment of fact checking mechanisms for verifying authentic news and also allowing and encouraging users to report news which are suspected of being dubious. The platforms are also running campaigns amongst their users against unverified news and misinformation to raise awareness against fake news on their platforms.
- 3) Most platforms are also monitoring advertisements and organic post-based promotions to safeguard users from dubious products/ claims of cure or relief during this crisis.

Social media as User Generated Platforms are digital intermediaries open to any third-party generating content on their platforms. IAMAI highlighted that since content on these platforms are not created by the platforms, the liability of creating/generating misinformation lies with social media users and not the platform themselves. While the platforms have taken positive steps to restrict the spread of fake news, any form of takedown of content will still have to come via proper legal notices as determined by existing legal provisions. The platforms on their part are often actively engaging with such relevant authorities to facilitate a more co-operative mechanism in this regard.

IAMAI has stated that its member social media platforms have undertaken numerous initiatives at times of the crisis which needs to be acknowledged. The association has communicated to the Ministry of Information and Technology and Ministry of Home Affairs with details of measures taken by its member social media platforms over misinformation during present times of crisis.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 16 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.

Sixteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital industry in India.

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