

I feel for Facebook fake news. Here's why millions of you did, too.

The Facebook video is nuts, but I can't **tear** my eyes **away**. A plane, struggling in a huge storm, does a 360-degree flip before safely landing and letting out terrified passengers.

tear away 强迫离开; 强行拉走

It turns out the video is totally bunk, **spliced** together from a computer-generated clip and unrelated real news footage. But that didn't stop the Facebook post from arriving in my News Feed via a friend last month. I watched it. Maybe you did, too: It has nearly 14 million views.

bunk 扯淡 (俚)

splice 拼接; 合成

If you think you're immune to this **stuff**, you're wrong. Detecting what's fake in images and video is only getting harder. Misinformation is part of an online economy that weaponizes social media to profit from our clicks and attention. And with the right tools to stop it still a long ways off, we all need to get smarter about it.

stuff 东西; 材料

still a long way off 遥不可及

Fake news producers also use our friends to add to their **credibility**. When I saw the plane video, my **suspicious** weren't on high alert because it came from my friend, who I trust as a smart guy. He told me he realized later the video was a fake, but thought comments on his post would alert his friends. "It's just funny thinking about the steps by which we **get duped**," he said.

credibility 可信度

suspicion 怀疑; 疑心

on alert 警惕状态

get duped 被骗了

Maybe we'll eventually learn to be less trusting of our friends --- at least the online ones. The people we count on for important information in the real world aren't always the people who fill our social media feeds.

Or if you want to avoid being that friend: Before you spread the latest outrage online, stop and consider the source.

The nature of a promise is that it stays immune to changes.