
Search and Fake News

Everything you need to know about how Google helps users find quality information



Our Mission:

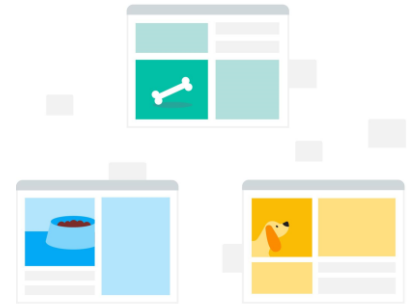
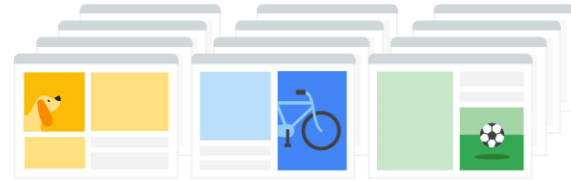
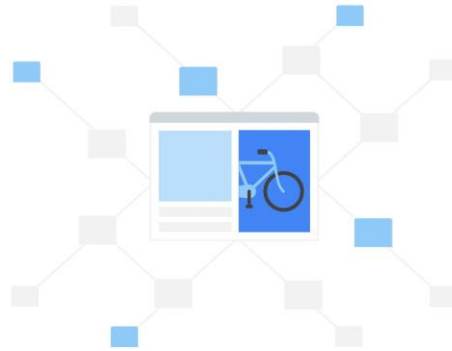
Organize the world's
information and make it
universally accessible
and useful.

Contents

1. How Search Works
2. Tackling Fake News
3. Tools to Increase Plurality

Basics of Search

From crawling the web, building an index and algorithms that answer queries.

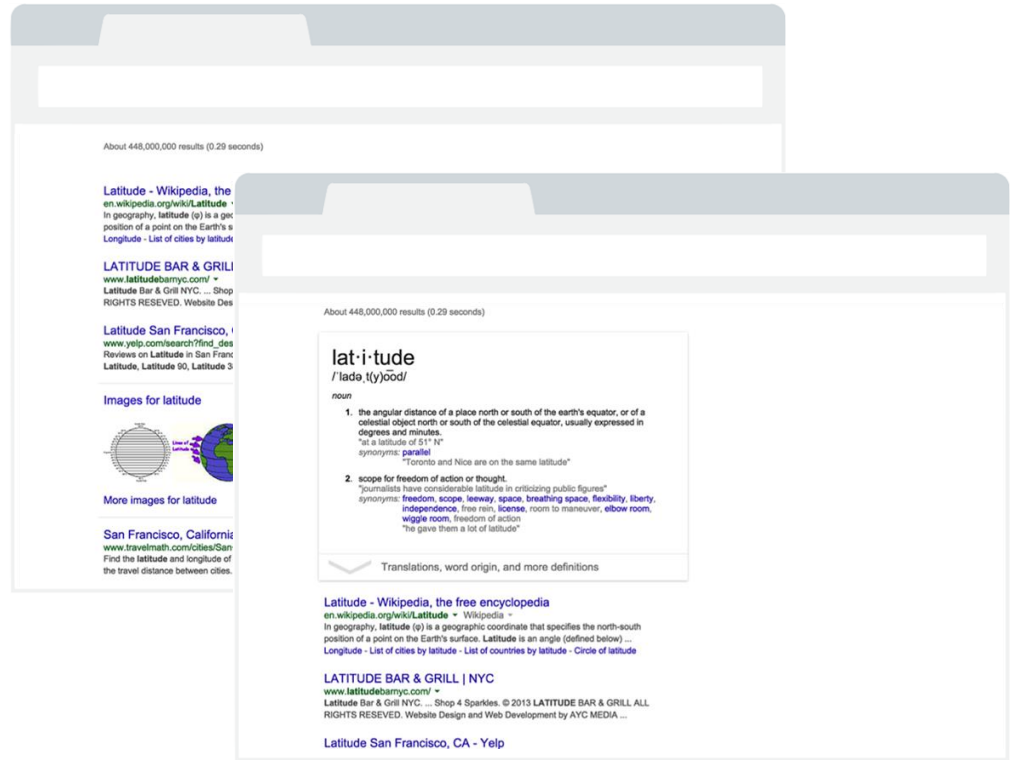


Our Approach to Search

Focus on the user

Any changes we make to Search are always to improve the usefulness of results you see.

We test changes to make sure they give users better results



Contents

1. How Search Works
2. Tackling Fake News
3. Tools to Increase Plurality

Tackling the Challenge of Fake News

1. Promoting quality journalism

Supporting newsrooms and publishers to make quality journalism available and accessible

2. Helping people find quality news

We help publishers through Google News

3. Follow the money for misleading content

Cutting off funds to fake news sites

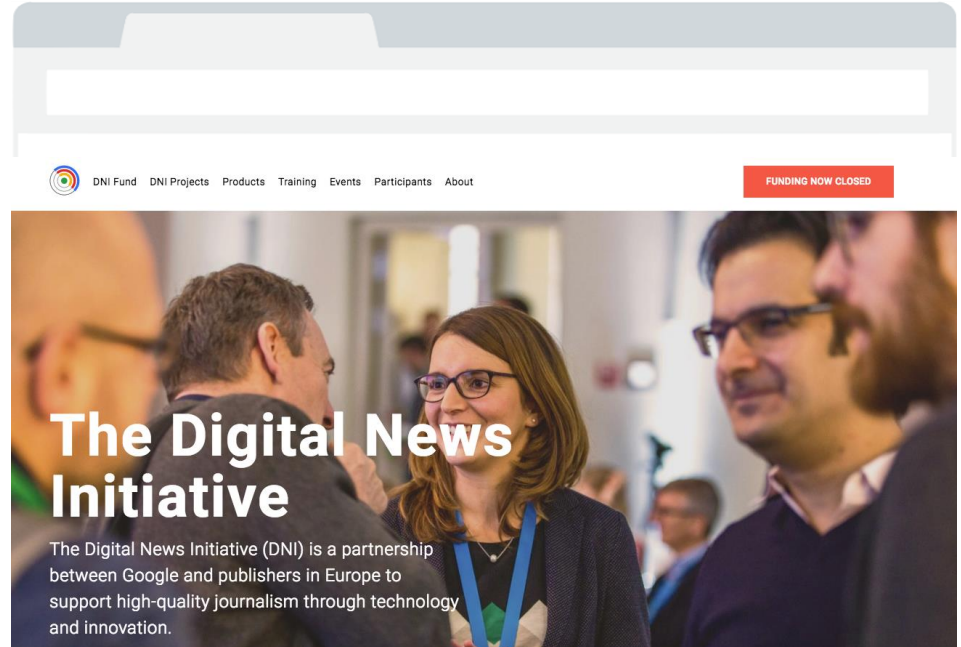
4. Improving our products

Improving our products to tackle fake news concerns

1. Helping people find quality news content

1. 80,000 Sources from 71 Countries in 40 Languages
2. News publishers get valuable traffic - €746m in Germany, Spain and UK alone
3. New Factcheck labels promote quality content

2. Promoting quality journalism in Europe



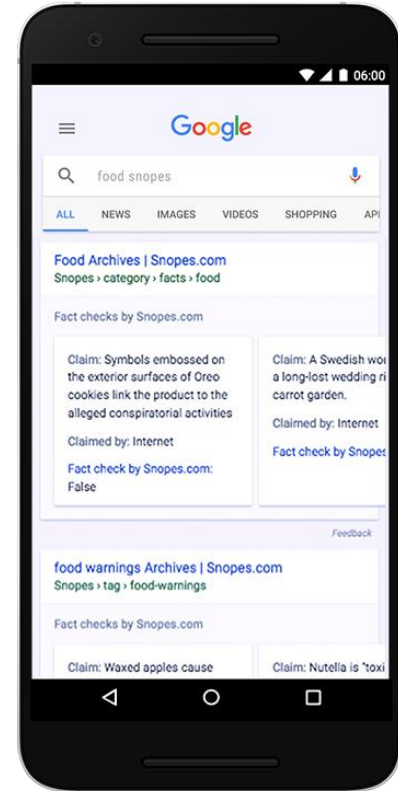
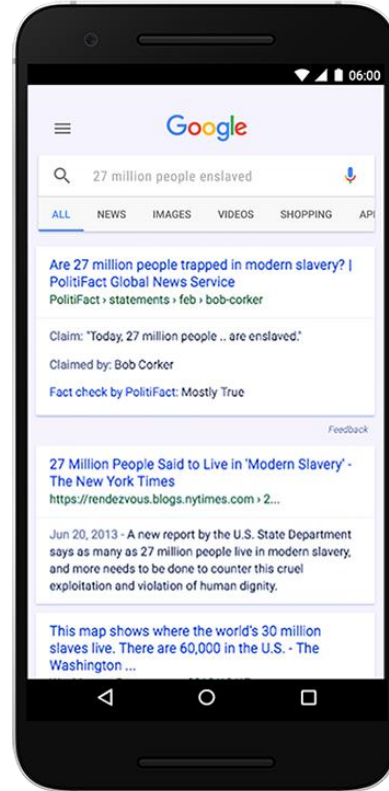
2. Promoting quality journalism through digital tools and training



The News Lab collaborates with journalists and entrepreneurs to build the future of media.



2. Helping people find quality news content



3. Follow the money for misleading content

Misrepresentative content

What's the policy?

Users don't want to be misled by the content they engage with online. For this reason, Google ads may not be placed on pages that misrepresent, misstate or conceal information about you, your content or the primary purpose of your web property.

Examples:

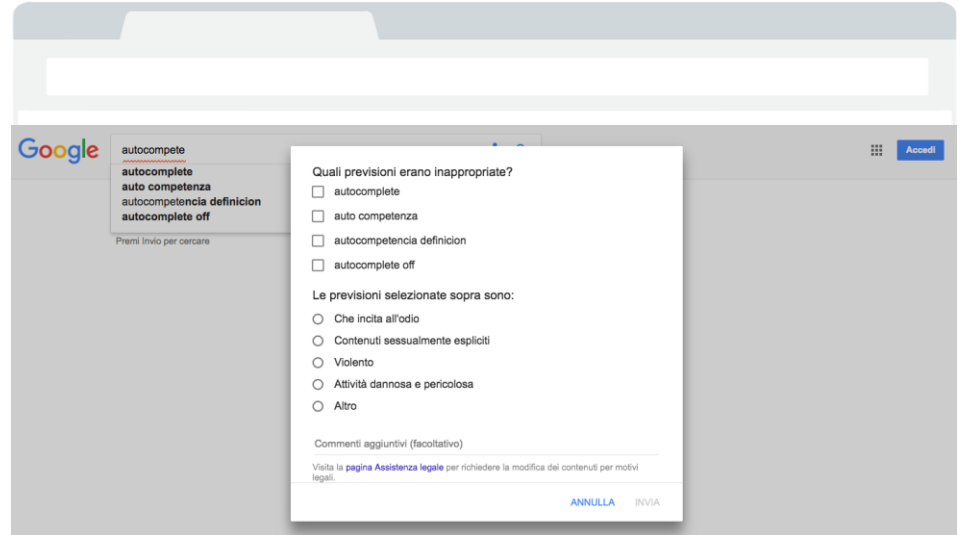
Examples:*

Not acceptable

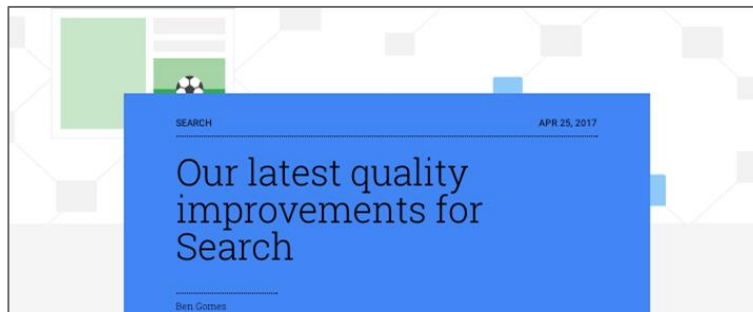
- Enticing users to engage with content under false or unclear pretences
- "Phishing" for users' information
- Promotion of content, products, or services using false, dishonest or deceptive claims (e.g. "Get Rich Quick" schemes)
- Impersonating Google products
- Falsely implying having an affiliation with, or endorsement by, another individual, organisation, product or service

* Please note that these are examples and not intended to be complete or comprehensive.

4. Improving our products



4. Improving our products



“A small set of queries in our daily traffic (around 0.25 percent), have been returning offensive or clearly misleading content....To help prevent the spread of such content, **we’ve improved our evaluation methods and made algorithmic updates to surface more authoritative content.**

- Ben Gomes

minute of every day, there are new ways that people try to game the system. The most high profile of these issues is the phenomenon of “fake news,” where content on the web has contributed to the spread of blatantly misleading, low quality, offensive or downright false information. [Read this](#)

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The Feed


The image shows a screenshot of a Google search results page. At the top is the Google logo. Below it is a search bar with a magnifying glass icon on the left and a microphone icon on the right. Under the search bar are four navigation icons: a sun for weather (Oakland 68°), a fork and knife for Dining, a clapperboard for Entertainment, and a trophy for Sports. The main content area features a news article by Barry Jenkins. The article has a large photo of Barry Jenkins smiling and wearing glasses. The headline reads: "'Moonlight' Director Barry Jenkins to Adapt James Baldwin Novel for Next Movie". Below the headline, it says: "Annapurna, Jenkins' Pastel and Plan B will produce the adaptation of 'If Beale Street Could Talk.'" The source is cited as "The Hollywood Reporter - 1 hour ago". Below the main article are two "RELATED" sections. The first, "RELATE STORY", shows a snippet from IndieWire: "Barry Jenkins Sets James Baldwin Adaptation 'If Beale Street Could Talk' As First ..." with a small photo of Barry Jenkins. The second, "RELATED AF", shows a snippet from Deadli: "Barry Jen Set: 'If Beal Talk'". At the bottom of the feed, there is a partial entry for "Oakland Athletics".

Google

Search

Oakland 68° Dining Entertainment Sports

Barry Jenkins




'Moonlight' Director Barry Jenkins to Adapt James Baldwin Novel for Next Movie

Annapurna, Jenkins' Pastel and Plan B will produce the adaptation of 'If Beale Street Could Talk.'

THR The Hollywood Reporter - 1 hour ago

RELATE STORY

Barry Jenkins Sets James Baldwin Adaptation 'If Beale Street Could Talk' As First ...



IW IndieWire - 1 hour ago

RELATED AF

Barry Jen Set: 'If Beal Talk'

D Deadli

Oakland Athletics

Broader Context

 Health Care 



Senate G.O.P. Leaders Unveil Health Care Bill to Try Winning Over Skeptics

Majority Leader Mitch McConnell on Tuesday after a meeting of Republican senators. Credit Gabriella Demcz...

 New York Times · 30 mins ago

FACT CHECK

McConnell's claim that Senate GOP health bill would not 'cause anyone...



 Washington... · 22 hours ago

RELATED STORY

Senate Republicans unveil revised healthcare bill



 The Hill · 3 hours ago

RELATED STORY

New GOP Health Care Bill Keeps Medicaid Cuts, Allows Cheaper Plans

 NBCNews.com · 1 hour ago



Thank you

