
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

Tackling Fake News

1. Helping people find quality news content

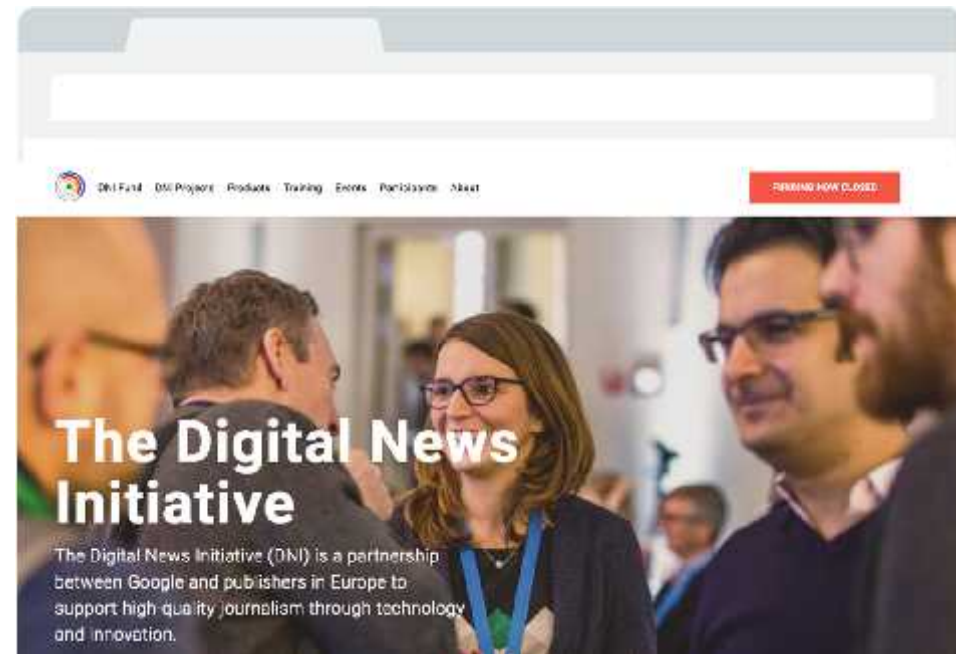
1. 80,000 Sources from 71 Countries in 40 Languages

2. News publishers get valuable traffic - €746m in Germany, Spain and UK alone

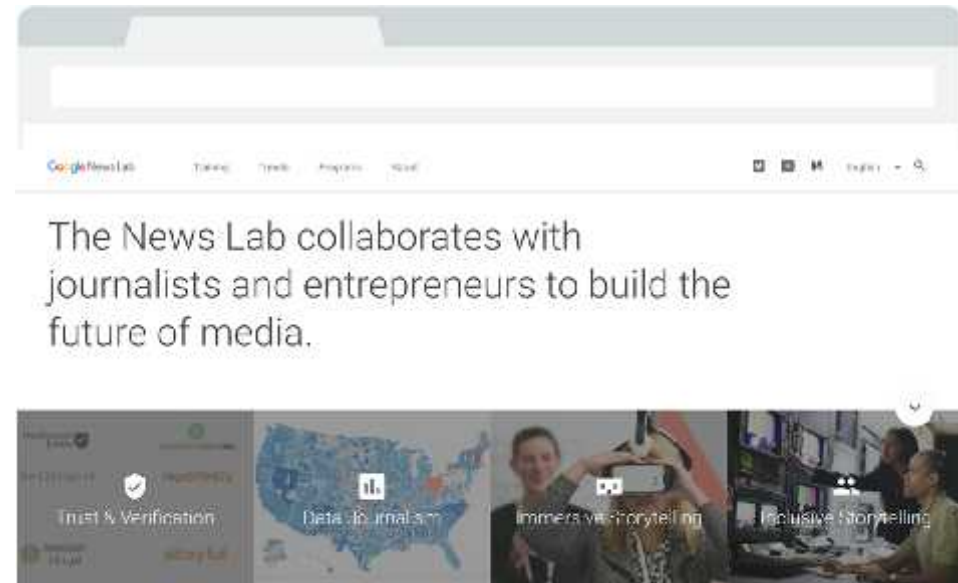
3. New Factcheck labels promote quality content

Tackling Fake News

2. Promoting quality journalism in Europe

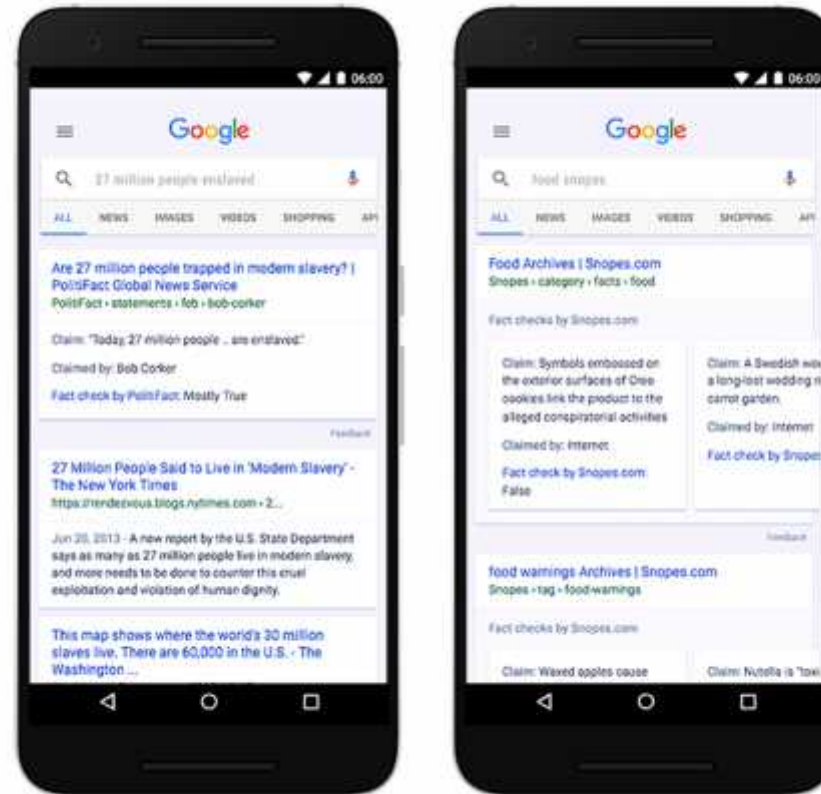


2. Promoting quality journalism through digital tools and training

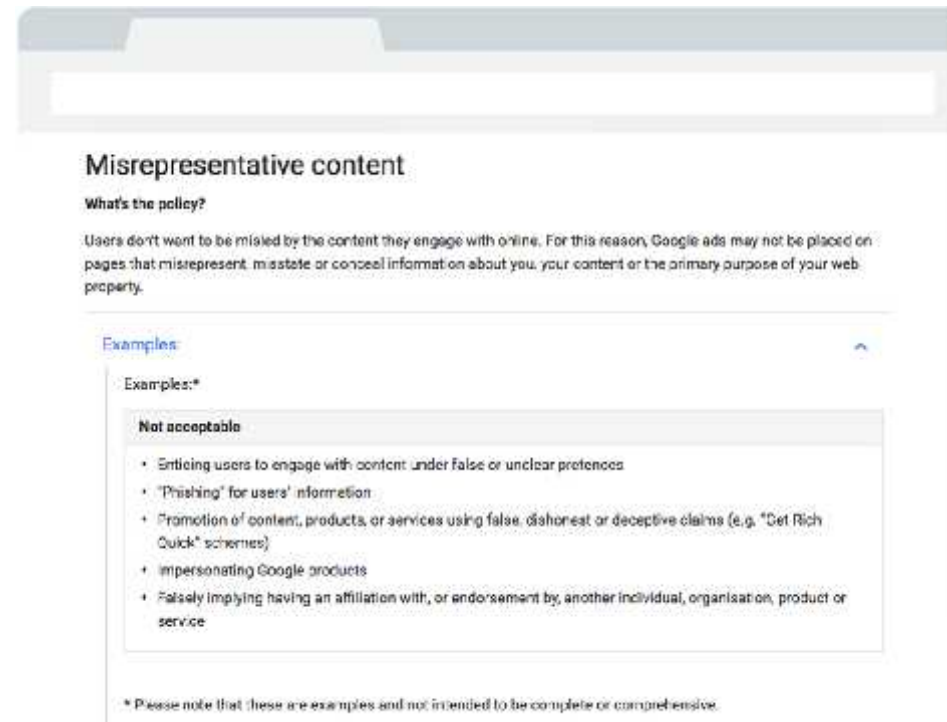


Tackling Fake News

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](#)

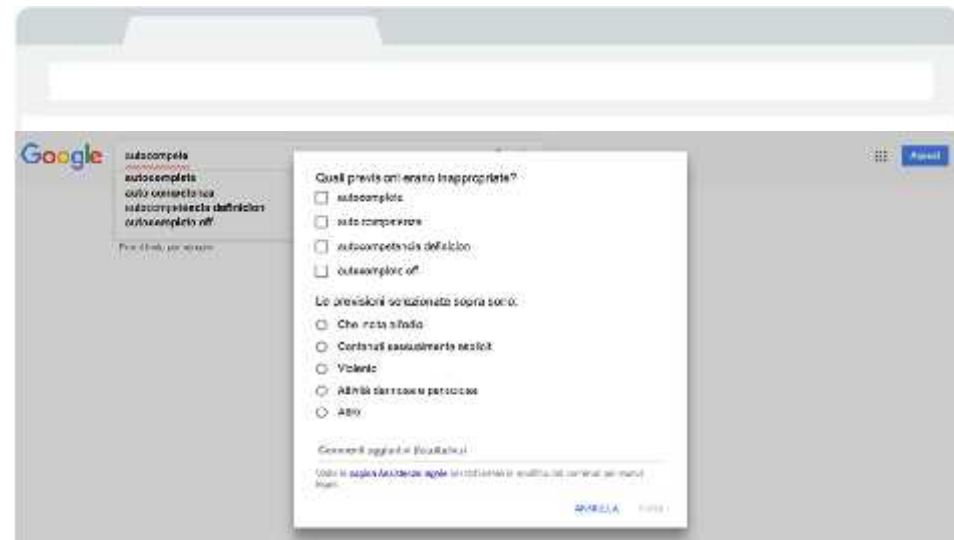
Examples:*

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.**”

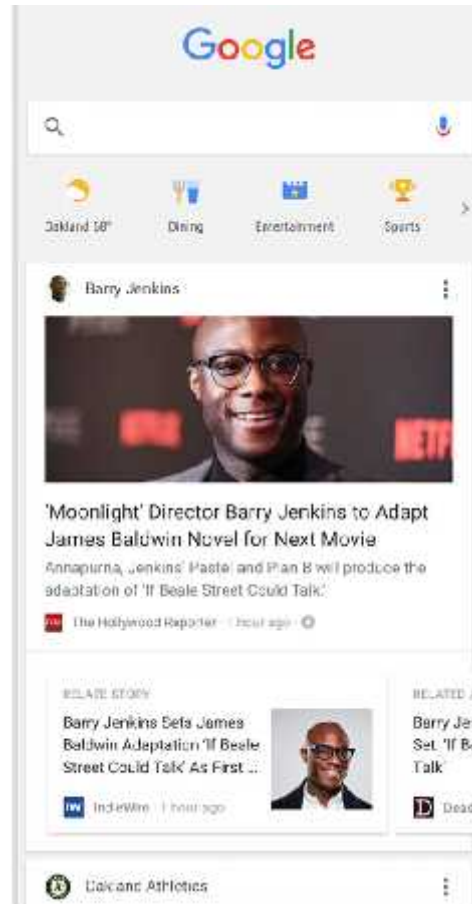
- Ben Gomes

...of every day, there are some people who try to game the system. The best way to do this is to use the algorithmic updates of 'like cases' where content for the web can contribute to the spread of harmful information. This is why we've updated our algorithmic updates.

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The Feed



Google

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



OPINION
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make...
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Thank you

