

## Google efforts to address Fake News

What Google is doing to address the problem go/FakeNews

### **Global Partnerships**

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## Users have access to a large variety of news sources



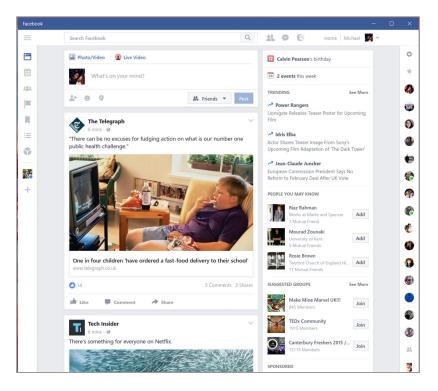
The web offers a large variety of options.

From reputable, traditional news sites to newer, relatively unknown news outlets.

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### Many users access news sites via FB News Feed



Google





## but some bad actors came into play

on your minu:	TRE	NDING	Ø	盦	8	۲	<b>&gt;&gt;&gt;</b>
BREAKING: Fox News Exposes Traitor Megyn	~	Megyn Kelly 61K people talking abo	out this	5			×
Kelly, Kicks Her Out For Backing Hillary Megyn Kelly has brought a lot of heat on her many endeavors to blemish	~	Anthony Weiner 13K people talking abo	out this	S			
GOP presidential candidate Donald Trump, and the Fox News viewers are not satisfied. The Klelly File's ratings have even fallen behind Maddow Show on MSNB, which is disgraceful. VIA National Insider Politics Via: Conservati		Beyonce 41K people talking abo	out this	5			
		Governor of North Da 4.7K people talking abo		s			
endingthefed.com	~	Don Cheadle 11K people talking abo	ut this	6			
Posts by Gregory M. Lee, Chris Conard and 13 hours ago others	~	Mylan 250K people talking ab	out th	nis			

In the context of the US elections, a number of bad actors used the Facebook News Feed to promote <u>fake news sites</u>







## And the issue gained notoriety

Tech 💼 Chart	of the Day					
<b>Fake News Is A Real Problem</b> Facebook engagement of the top five fake election stories <sup>*</sup>						
Headline Publisher	Engagements					
"Pope Francis Shocks World, Endorses Donal Trump for President, Releases Statement Ending the Fe	"	960,000				
"Wikileaks CONFIRMS Hillary Sold Weapons to ISISThen Drops Another BOMBSHELLI Breaking News The Political Inside	78	39,000				
"IT'S OVER: Hillary's ISIS Email Just Leaked & lt' Worse Than Anyone Could Have imagined Ending the Fe	" 754	754,000				
"Just Read The Law: Hillary Is Disqualified Fron Holding Any Federal Office Ending the Fe	701,0	00				
"FBI Agent Suspected in Hillary Email Leaks Foun Dead in Appartment Murder-Suicide <sub>Denver Guardia</sub>	" 567,000					
Total Facebook engagement for top 20 election	stories (August-election day)					
Fake news		8.7 m				
Mainstream news	7.3	m				
aggement is measured as total number of shares, reactions and comments						
JSINESS INSIDER	Source: Buzzsumo via Buzzfeed	🖲 🗉 statista				

Google



## We discovered that some of these sites were using AdSense to monetize their traffic



and we took quick action, updating our AdSense policies to address 'Misrepresentative content'





## With this update we disallow sites that mislead users

**Approved Public Statement:** We've updated our <u>publisher policies</u> and will start prohibiting Google ads from being placed on misrepresentative content, just as we disallow misrepresentation in our <u>ads policies</u>. Moving forward, we will restrict ad serving on pages that misrepresent, misstate, or conceal information about the publisher, the publisher's content, or the primary purpose of the web property.

This update solved the problem of fake news sites monetizing with AdSense. We're working on a similar update for AdX to cover all our bases. Additionally there is a working group established to assess whether changes are needed for our platform products (DBM, DFP)







## But then another problem surfaced: Ads

Ellen's Goodbye SHOCKS Fans! BREAKING NEWS



Her fans left STUNNED when they found out her secret !

SHOCKING! OPRAH SECRET REVEALED!



Oprah Announces She Is Finally Getting Married!! You won't BELIEVE who she is marrying.

Google

#### There's No Joy For The View



Joy Baher shocks her fans and you wont believe why!

Ellen's Secret Leaves Fans Stunned!



They couldn't believe what she revealed ...

We received escalations from publishers about ads promoting misleading information/sites.





## How are we addressing this?

(i) Reviewing suspect ads and taking action in cases where there is a violation of our ads policies.

(ii) Assessing what improvements can be done in automation support and/or review procedures

(iii) Preparing guidance for publishers on what steps can they take on AdX to block ads that they consider undesirable





## **Resources for external communications**

"Misrepresentative Content" update on AdSense Policy - Comms Doc

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#### AdSense Program Policies - Prohibited 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





## Additional resources (internal)

**Internal FAQ** for AdSense Misrepresentative Content Policy

#### FAQ on "Fake News"

#### Q: What is Google's policy on "fake news"?

A: Google does not have a specific policy related to "fake news". "Fake news" is not a clearly defined concept and any policy related to it would require Google to make the assessment as to what is the truth around the world. Google does have key policies that protect users from misrepresentative content and hate speech which are addressing the badness being seen on the network.





## Summary

Two key areas of concern:

#### 1. Monetization

What is Google doing:

We have updated our AdSense policies to restrict ads on sites that misrepresent, misstate, or conceal information about the publisher. To cover all bases we will make a similar update to AdX policies.

#### 2. **Ads**

What is Google doing:

> We are reviewing suspect ads and taking action in cases where there is a violation of our ads policies.

> We are assessing what improvements can be done in automation support and/or review procedures

> We are preparing guidance for publishers on what steps can they take on AdX to block ads they consider undesirable





## Thanks!







# Appendix

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