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Google efforts to address Fake News

What Google is doing to address the problem

go/FakeNews

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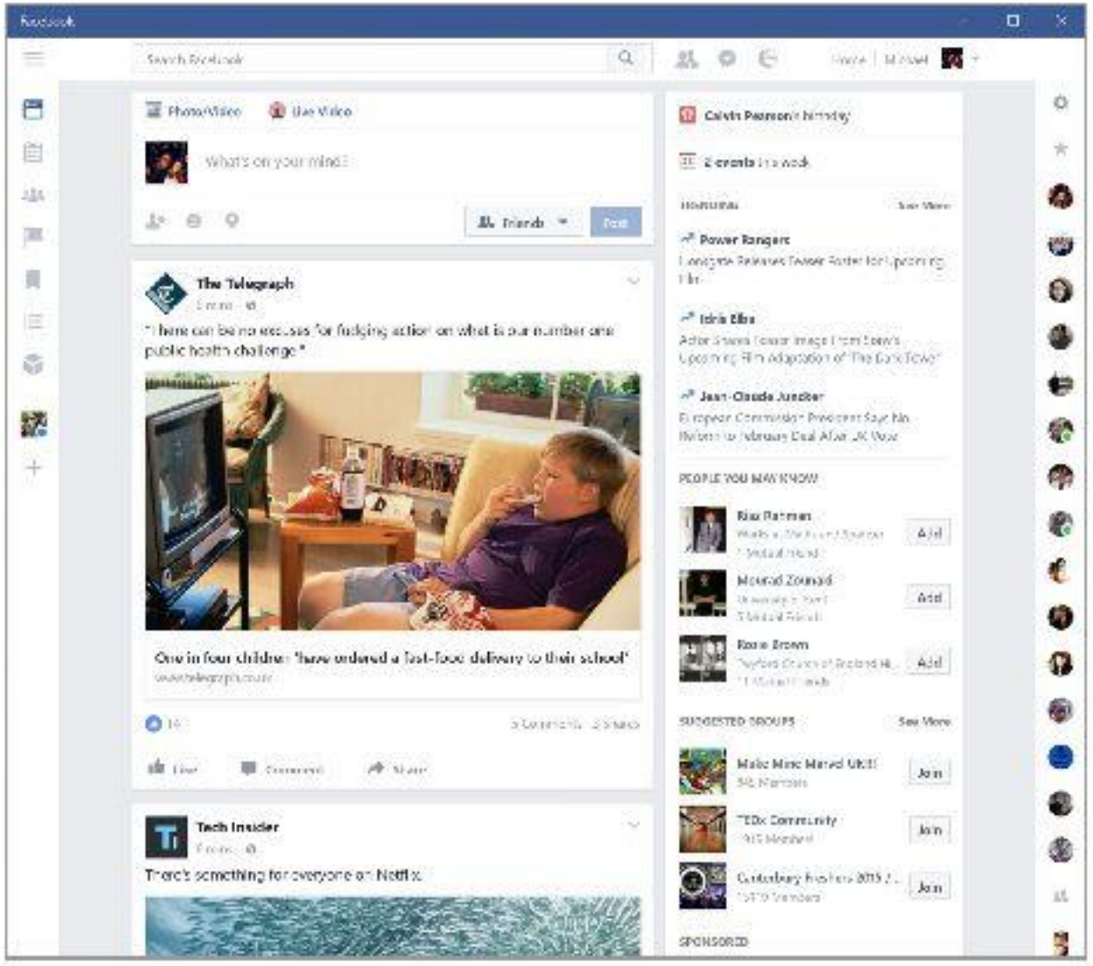
Users have access to a large variety of news sources



The web offers a large variety of options.

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

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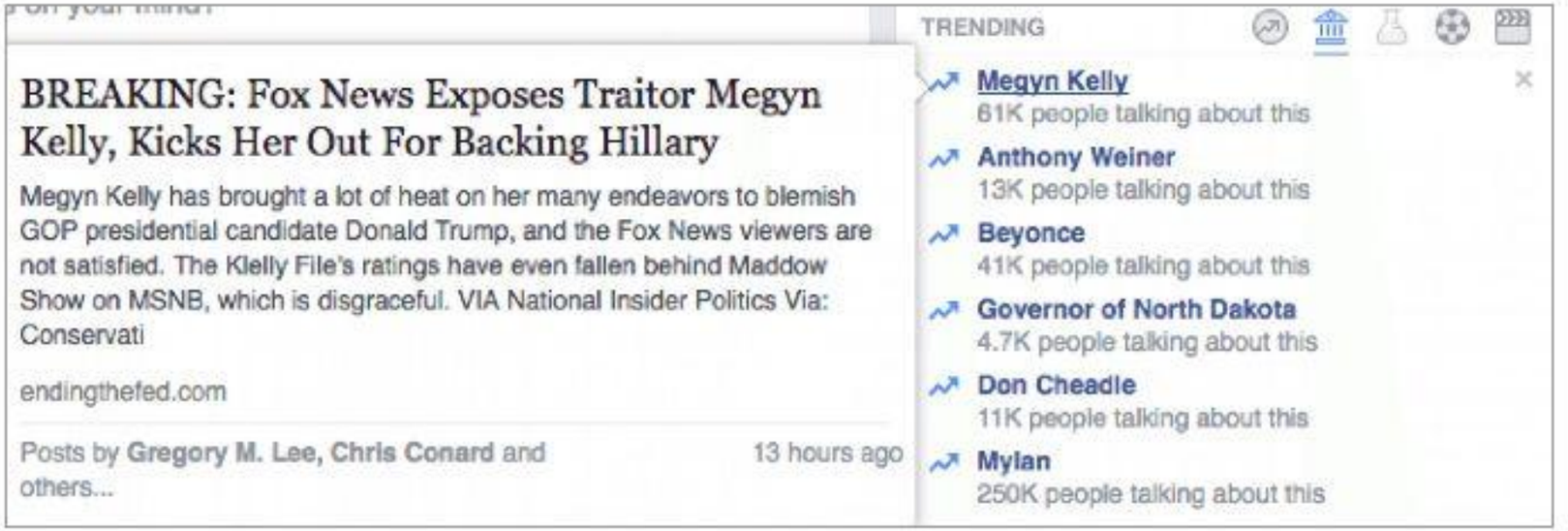


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Many users access news sites via FB News Feed

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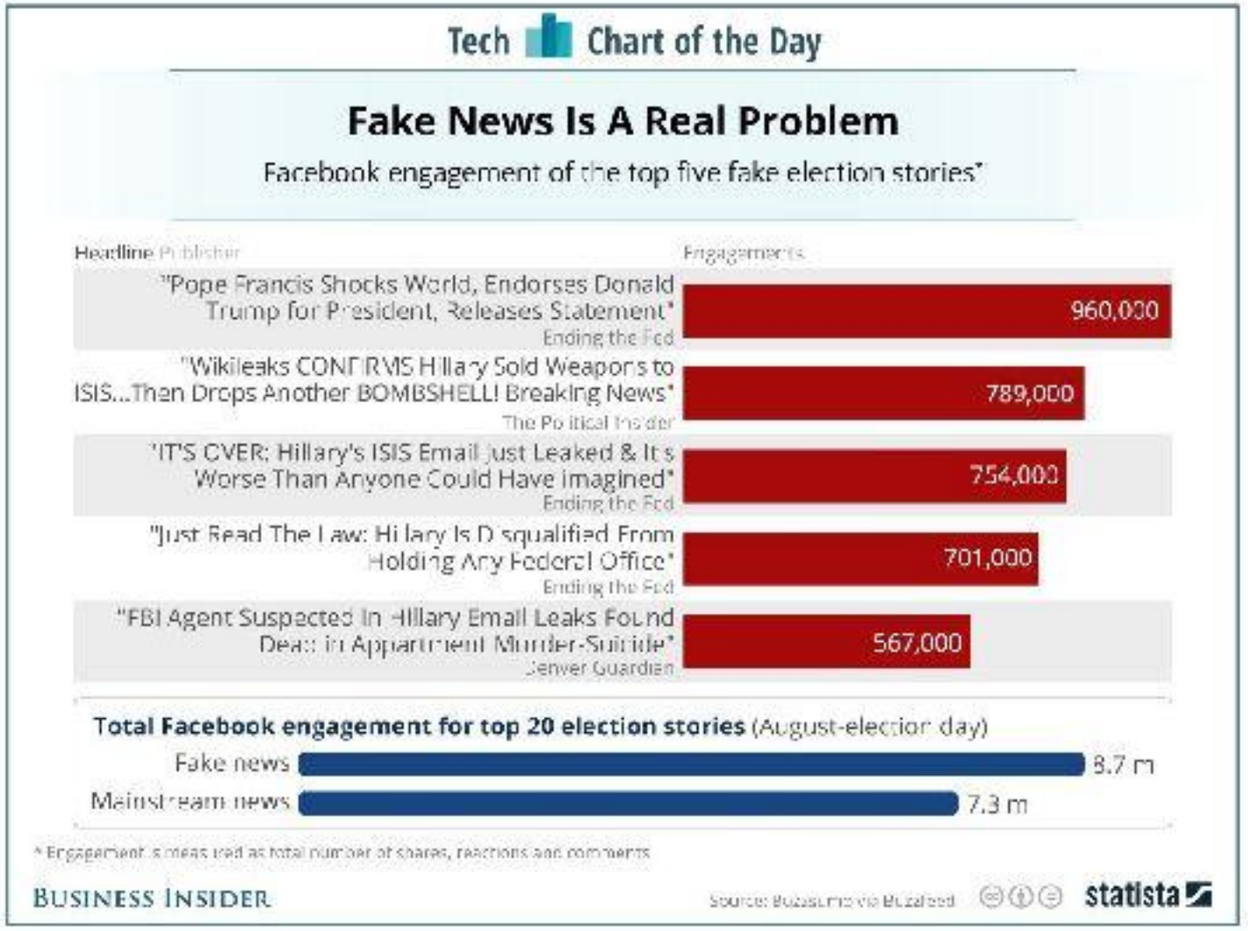
but some bad actors came into play



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

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And the issue gained notoriety



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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'

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With this update we disallow sites that mislead users

Approved Public Statement: *We've updated our publisher policies and will start prohibiting Google ads from being placed on misrepresentative content, just as we disallow misrepresentation in our ads policies. 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)

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But then another problem surfaced: Ads









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

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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

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Resources for external communications

"Misrepresentative Content" update on AdSense Policy - Comms Doc

> **Approved Public Statement:** *We've updated our publisher policies and will start prohibiting Google ads from being placed on misrepresentative content, just as we disallow misrepresentation in our ads policies. 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.*

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

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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.

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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

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Thanks!

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