More on misinformation and our role within it.

---------- Forwarded message ----------
From: **Valerie Streit** <valstreit@google.com>
Date: Tue, Nov 28, 2017 at 12:27 AM
Subject: Fake News-letter 11/27: Efforts to combat spread of (mis/dis)information
To: news-quality-working-group <news-quality-working-group@google.com>, Fake News XPA <fakenews-xpa@google.com>, gtech-partners-search <gtech-partners-search@google.com>, gTech Partners Search - Content <gtps-content@google.com>

Fake News-letter

BY gTech Search + Content
POC: valstreit@

NOVEMBER 27, 2017 | INTERNAL ONLY

SOURCE QUALITY

Revamping News Corpus

Goal: Establish "single point of truth" for definition of "news" across Google products. Mitigate risk of low-quality sources and misinformation in Google News corpus.
Status: Define new Google News corpus utilizing existing infrastructure and tools while integrating different quality tiers and labels, algo-human content review, new cross-product review/exclusion pipeline and updated inclusion UI.

CONTACTS: susannahc@ jacobhelberg@
MORE INFO: Proposal, Updated rater template (WIP) / Stress Test publisher list
NEXT STEPS: Research and gather info about possible signals to leverage for product teams to make source quality decisions. Finalize and test new rater inclusion guidelines with standards to combat misinformation.

Trust Project & Nutrition Labels

Goal: Develop transparency standards that help people easily assess quality and credibility of journalism. Work across News, Nutrition Labels, and Search Console / 3P structured data teams to incorporate Trust Project data into future product plans.
Status: Launched eight trust indicators with a dozen publishers going live with schema implementations. Launched publisher Knowledge Panels in Search.

CONTACTS: jeffreyc@ ericakanderson@ valstreit@
MORE INFO: Publisher KP launch, Announcement, The Trust Project
NEXT STEPS: Complete PRD Addendum and SD Playbook for markup support in Search Console.

Reviewing Rater Quality

Goal: Evaluate general performance of Ewok rater evaluations in select countries for News corpus inclusion to uncover potential red flags or unusual patterns.

Status: Analyze low-quality and high-quality rater comments, examine inconsistencies and rater inclusion history.

CONTACTS: valstreit@ jeffreyc@
MORE INFO: A/C Privileged and Confidential

PRODUCT OPERATIONS

Project Purple Rain: Crisis Response & Escalation

Goal: Establish and streamline news escalation processes to detect and handle misinformation across products during crises. Install 24/7 team of trained analysts ready to make policy calls and take actions across news surfaces including News, News 360 and Feed.
Status: SOS Alerts, Crisis Response, HotEvent, and T&S Incident Management teams are collaborating to identify a narrow set of queries that would be used to manually trigger flight-to-quality in Search. T&S Incident Management team is currently looking to expand and share resources with teams that currently handle Suggest and WebAnswers escalations.

CONTACTS: jeffreyc@ mknouse@ dnelms@
MORE INFO: Slide deck, Meeting notes, Mailing list

Policy Development & Enforcement

Goal: Develop and proactively enforce misformation policy that scales across News products. Explore cross-product toolset for removal enforcement.
Status: Drafted policy for Coordinated Inauthentic Cross-Border Information Operations (CICBIO). Reviewed proposed policy with Search & News leadership.

CONTACTS: jeffreyc@ jacobhelberg@ fatiho@ dnelms@
MORE INFO: T&S proposal to expand policy enforcement
NEXT STEPS: Set up workflows and tools with TAG team and other stakeholders. jeffreyc@ and @jacobhelberg@ to scope "badness baseline rating" and other tools for top of P0 escalation funnel.

ESCALATIONS

Italian sites spread misinformation: PR escalation following Buzzfeed article. 3 sites rejected following ewok and manual evaluations.

Hoax science stories in News: Junk science articles flagged by internal Googlers and written up in blog. Status pending: 5 sites submitted for ewok re-evaluation, 3 rejected.

Dylann Roof sentencing resurfaces in News: Danny Sullivan's sleuthing uncovered cause as publisher error that spawned copycats. (Resolved on Twitter)

CA shooting rampage: No major issues across products. PR post mortem with open questions and follow-up here.

TX church shooting: We surfaced some misleading tweets in Search and some low-quality videos in YouTube which resulted in a negative press cycle. Danny Sullivan responded with a series of tweets. (PR summary)

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