EC EU Code of Practice on Disinformation

GOOGLE ANNUAL REPORT

On April 26th 2018, the European Commission published a Communication outlining that “The exposure of citizens to large scale disinformation, including misleading or outright false information, is a major challenge for Europe”. In response to this threat, the Communication laid out an Action Plan against disinformation, part of which involved the development of a self-regulatory Code of Practice on Disinformation (hereinafter: the Code of Practice, or the Code) for online platforms and the advertising industry, in order to increase transparency and to better protect European citizens.

In May 2018, the Commission convened a Multistakeholder Forum on Disinformation to draft this self-regulatory Code of Practice. Within the Forum, a Working Group comprising Google, other online services, and representatives of the advertising industry and major advertisers, was tasked with drafting the Code.

The Code was published on September 26th 2018, along with the opinion of a Sounding Board composed of representatives of the media, academia and civil society. On October 16th, signatories (including Google) provided their formal subscriptions to the Code, including a list of the commitments to which they adhere, a table listing company best practices, and future milestones for the overall implementation of the Code in the European Union.

As part of the Code, signatories committed to “[writing] an annual account of their work to counter Disinformation in the form of a publicly available report reviewable by a third party”. This report “may include details of any measures taken and the progress made by the Signatories to improve transparency regarding Disinformation”.

This document constitutes the first of Google’s annual accounts, in compliance with this commitment. It is however not the first report Google provided on compliance with the Code since October 2018, because the EU Commission outlined additional reporting requirements in December 2018:

- A baseline report, by January 2019, providing “up-to-date information about measures taken towards the implementation of the Code by the end of 2018”;
- Targeted monthly reports, between January 2019 and May 2019, “to verify that effective policies with particular pertinence to the integrity of the electoral processes are in place before the European elections”. These monthly reports outlined most launches and changes relevant to the commitments made as part of the Code, as each of the Code’s commitments has some degree of pertinence with regards to the integrity of electoral processes in Europe.

As such, Google has already reported on numerous actions taken to comply with the Code until end of May 2019. For that reason, our annual report aggregates relevant content from reports leading up to May 2019 and adds changes rolled out from May to August 31st, 2019.

Commitment #16 of the EU Code of Practice on Disinformation
Similarly to our 2018 baseline report, it is organized across five sections which mirror the sections of the Code of Practice. Each section comprises a reminder of the commitments we made as part of the Code, and outlines actions we undertook to further those goals.

We look forward to continuing to work together with the European Commission to address the challenge of disinformation in Europe.
Introduction: evaluating the effectiveness of our work to tackle disinformation in Europe

As we file our annual self-assessment on the Code of Practice, the Commission has noted that it would be helpful for us to provide an overall qualitative assessment of the effectiveness of our policies in curbing the phenomenon of disinformation.

We have taken numerous steps to help with the daily fight against disinformation - both in the European Union and globally. These include expanding our policies, products and resources dedicated to thwarting disinformation and other forms of attacks on the integrity of our systems. The five sections of the following report outline how we have approached this challenge in a comprehensive way across our products and services over the past year, and we are determined to continue along the lines of these efforts.

However, measuring how our work affects the broader phenomenon of disinformation continues to be a complex challenge.

That is in large part because of the adversarial nature of the disinformation landscape. Where disinformation exists, per the definition laid out by the Code, it is because malicious actors are actively working to disseminate false or deceptive content. Those malicious actors go to great lengths to obfuscate the nature of their efforts. They constantly explore new ways of exploiting our products and services, while we continue to improve our systems to stay ahead of their attacks.

Furthermore, the phenomenon of disinformation affects individuals and societies through multiple vectors, including but not limited to open platforms and social media, mass media, messaging apps, or offline rumors and conversations.

For these reasons, we can never be certain that the malicious behaviors that we detect and thwart constitute the totality of the attempts to game our platforms. That is why we work with others in law enforcement, industry, and with third party experts around the world so they can notify us when they see something they believe we need to be aware of—but there may still be collective blind spots.

Disinformation is a persistent threat and Google remains committed to fighting it across our services. It is clear to us that our job will never be over, and that combating disinformation is a shared responsibility. Because there is no straightforward way to measure or quantify the impact of our efforts on the broader phenomenon of disinformation, we continue to be guided by the following goals and factors—which inform the metrics we have provided as part of this and prior reports of compliance with the EU Code of Practice on Disinformation:

- **Scale of our policy enforcement**: the scale of our policy enforcement—especially when it comes to taking action on content before it is ever seen by a user—is an indication of our ability to create friction for malicious actors and to have an impact on online disinformation and abuse more broadly. In that regard, it is encouraging to note that out of more than 9 million videos removed from YouTube between April and June 2019 across all of our Community Guidelines, more than 7.8m were flagged by automated systems, and that more than 80% of those were then removed before receiving any views².

  ² Source: [https://transparencyreport.google.com/youtube-policy/removals](https://transparencyreport.google.com/youtube-policy/removals)
• **Seeing around corners:** another indicator of impact is our ability to anticipate new vectors of attack and have defenses at the ready. For instance, we invest in research on the detection of synthetic media (often referred to as ‘deep fakes’), and have released datasets to help researchers around the world improve the state of the art of audio and video detection.

• **Presenting users with authoritative information:** some of the most effective work we can do to combat disinformation is to ensure that our products and ranking systems elevate authoritative information in our search results, in our recommendations, or as context provided to users as part of their journey using our products. We measure that on a daily basis via a combination of user testing and relying upon Search Quality Raters, and we continuously improve our ranking systems across all of our products to that end.

• **Media literacy:** We understand that enhancing the media literacy of all citizens is crucial to tackle the phenomenon of disinformation. That is why we are working closely with experts from the public, private and the non-profit sectors to address this issue in a truly multi-disciplinary way. We work closely with the researchers to assess the efficiency of our efforts. Every time we support a media literacy program, we are making sure that it addresses the right target groups. We are convening gatherings of experts to evaluate the efficiency of our experts - for instance, on September 5th 2019 the Google News Initiative and Google.org hosted our first Global Media Literacy Summit with over 180 delegates from 32 countries in London.

Our progress along these factors over the past year encourages us. We believe that the approaches we detail in this report are useful, and contribute to addressing the broader fight against disinformation.

However, we remain cognizant that there is more work for us to do, and look forward to continuing to work with the European Commission to chart a path forward.

**CONTENT OF THE REPORT:**

1. Scrutiny of Ad Placements
2. Political Advertising and Issues-Based Advertising
3. Integrity of Services
4. Empowering consumer
5. Empowering the Research community
1. SCRUTINY OF ADS PLACEMENTS

Signatories to the Code of Practice agreed to the following Commitment:

1. Relevant Signatories commit to deploy policies and processes to disrupt advertising and monetization incentives for relevant behaviours, such as misrepresenting material information about oneself or the purpose of one’s properties. These policies and processes can include, for example, the restriction of advertising services or limiting paid placements, and could potentially take place in partnership with fact-checking organizations. Such policies and processes may, as appropriate:
   - (a) Promote and/or include the use of brand safety and verification tools;
   - (b) Enable engagement with third party verification companies;
   - (c) Assist and/or allow advertisers to assess media buying strategies and online reputational risks;
   - (d) Provide advertisers with necessary access to client-specific accounts to help enable them to monitor the placement of ads and make choices regarding where ads are placed.

Our policies

In order to protect our users and advertisers who trust our services with the distribution of their ads, we have rolled out a number of policies and processes geared towards disrupting the monetization incentives of malicious and misrepresentative actors.

Publishers and advertisers who wish to use our ad networks are obligated to comply with our policies against misrepresentation that apply globally. The Google Ads Misrepresentation policy, which applies globally to advertisers, prohibits ads that intend to deceive users by excluding relevant information or giving misleading information about products, services, or businesses. This includes making false statements about their identity or qualifications, or making false claims that entice a user with an improbable result. Similarly, publishers who are members of our AdSense network are prohibited via our Misrepresentative Content policy from misrepresenting, misstating, or concealing information about themselves, their content or the primary purpose of their web property.

Google Ads Misrepresentation policy (available [here](https://ads.google.com/home/)):

We don't want users to feel misled by ads, so we strive to ensure ads are clear and honest, and provide the information that users need to make informed decisions. We don’t allow ads or destinations that intend to deceive users by excluding relevant information or giving misleading information about products, services, or businesses.

This policy applies globally to all Google Ads.

AdSense Misrepresentative content policy (available [here](https://ads.google.com/home/)):

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.

This policy applies globally for all publishers using AdSense to monetize their websites.

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3 [https://ads.google.com/home/](https://ads.google.com/home/)
In addition to specific policies against misrepresentation, we have a number of other policies that protect our users from different types of abusive content -- including content that could be considered disinformation. Sometimes, these policies lead us to take action against content that is described as “fake news” in public debate. These policies include our insufficient original content policy, our valuable inventory policy, and our inappropriate content policy, all of which apply globally:

**Google Ads Insufficient original content policy** (available [here](#)):
We want consumers to have a good experience when they click on an ad, so ad destinations must offer unique value to users and be functional, useful, and easy to navigate. To that end, we prohibit the following kinds of content:
- Destination content that is designed for the primary purpose of showing ads
- Destination content that is replicated from another source without adding value in the form of original content or additional functionality
- Destinations that are solely designed to send users elsewhere
- Using a parked domain as an ad destination
- Destinations that are incomprehensible or don’t make sense

This policy applies globally to all Google Ads.

**AdSense Valuable inventory policy** (available [here](#)):
Examples of unacceptable pages include but are not limited to:
- Mirroring, framing, scraping or rewriting of content from other sources without adding value;
- Pages with more advertising than publisher-provided content;
- Automatically generated content without manual review or curation;
- Hosted ad pages or pages without content;
- Pages that don’t follow our Webmaster Quality Guidelines.

This policy applies globally to all publishers using Google AdSense to monetize their content.

**Google Ads Inappropriate content policy** (available [here](#))
We value diversity and respect for others, and we strive to avoid offending users, so we don’t allow ads or destinations that display shocking content or promote hatred, intolerance, discrimination or violence. To that end, we prohibit the following kinds of content:
- Dangerous or derogatory content
- Shocking content
- Sensitive events, content that may be deemed as capitalising on or lacking reasonable sensitivity towards a natural disaster, conflict, death or other tragic event
- Animal cruelty

This policy applies globally to all Google Ads.

We also take steps to make sure that our customers are aware of all the content policies that apply to them and how they are enforced. Our Google Ads and AdSense content policies are publicly available in those products’ respective help centers, including translations into many of the languages spoken in EU member states. Those same help centers also provide information about how we enforce our policies for Google Ads and AdSense and what customers should do if they
want to fix a policy violation for Google Ads and AdSense. Additionally, we maintain change logs for Google Ads and AdSense that keeps track of any updates to our policies.

On YouTube, creators who meet our eligibility criteria can apply to join the YouTube Partner Program, which makes their videos eligible to run advertising and earn money through other sources on the platform. Not only does a channel have to apply, but just because creators are eligible to monetize does not mean that all of their content is necessarily eligible to serve ads and earn money. We have a set of Advertiser-friendly content guidelines and disable advertising from running on videos that violate these policies. Our advertisers are understandably sensitive to what content their ads are placed against. These policies ensure that we strike a balance where advertisers and creators are both able to thrive.

Over the last few years, we’ve taken steps to strengthen our requirements for monetization so spammers, impersonators, and other bad actors can’t hurt our ecosystem or take advantage of good creators. To apply for membership in the YouTube Partner Program, we increased the thresholds needed for channels to be deemed eligible: channels must have generated 4,000 watch hours in the previous 12 months and have more than 1,000 subscribers. After they apply, our review team will ensure their channel has not run afoul of our monetization, content, and copyright policies prior to admitting them to the program. As a part of this process, we believe that only creators with sufficient history and demonstrated advertiser safety will receive access to ads and our other monetization products. In changing these thresholds, we have significantly improved the protections we had in place against impersonating creators.

In addition to these policies, we provide advertisers with additional controls and help them exclude types of content that, while in compliance with our policies, may not fit their brand or business. These controls let advertisers apply content filters or exclude certain types of content or terms from their video, display, and search ad campaigns. Advertisers can exclude content such as politics, news, sports, beauty, fashion and many other categories. These categories are listed in our Google Ads Help Center.

**Enforcing our policies**

To make sure that advertisers and publishers on our networks comply with our policies, we continuously monitor our advertising networks for compliance with these policies around the world, using a combination of algorithmic and human reviews. The table below this paragraph summarizes the enforcement of relevant policies in Europe, aggregated at the Member-State level, from September 1, 2018 to August 31, 2019. If an advertiser violates our policies, we will take appropriate action up to and including suspension of their account.

**Google Ads accounts with Misrepresentation policy violations (by billing country):**

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<tr>
<th>EU member countries</th>
<th>Google Ads accounts with Misrepresentation policy violations (by billing country)</th>
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<tr>
<td>EU member countries</td>
<td>Google Ads accounts with Insufficient Original Content policy violations (by billing country)</td>
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Google Ads accounts with Insufficient Original Content policy violations (by billing country):
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<tr>
<th>EU Member countries</th>
<th>Adsense accounts with misrepresentation policy violations (by payment country)</th>
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**Total**: 55,876

Adsense accounts with Misrepresentation policy violations(by payment country)
Adsense accounts with Valuable Inventory policy violations (by payment country)

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<td>Total</td>
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2. POLITICAL ADVERTISING AND ISSUES-BASED ADVERTISING

Signatories to the Code of Practice agreed to the following Commitments:

2. Signatories commit to keep complying with the requirement set by EU and national laws, and outlined in self-regulatory Codes, that all advertisements should be clearly distinguishable from editorial content, including news, whatever their form and whatever the medium used. When an advertisement appears in a medium containing news or editorial matter, it should be presented in such a way as to be readily recognisable as a paid-for communication or labelled as such.

3. Relevant Signatories commit to enable public disclosure of political advertising (defined as advertisements advocating for or against the election of a candidate or passage of referenda in national and European elections), which could include actual sponsor identity and amounts spent.

4. Relevant Signatories commit to use reasonable efforts towards devising approaches to publicly disclose “issue-based advertising”. Such efforts will include the development of a working definition of “issue-based advertising” which does not limit reporting on political discussion and the publishing of political opinion and excludes commercial advertising. Given the implications related to freedom of expression, Signatories encourage engagement with expert stakeholders to explore approaches that both achieve transparency but also uphold fundamental rights. The work to develop this definition shall not interfere with the areas covered by advertising self-regulatory organisations.

→ Commitment #2 - ads clearly distinguishable from editorial content: Across all of our products and surfaces and in all European Union Member States, advertisements are clearly labeled as such. This clarity is paramount to the trust of our users.

→ Commitment #3 - public disclosure of political advertising:

Policies:

In November 2017 Google committed to bring greater transparency to political advertising and continue our focus on election integrity. In May 2018 we announced the launch of new policies for U.S. election ads across our platforms, and followed through to launch additional identity
verification requirements for anyone who wants to purchase an election ad on Google, in-ad “paid for by” disclosures, as well as our Transparency Report and searchable ads library specifically focused on election ads. In January 2019, in time for the elections of the EU Parliament, we published our European Union political content ads policy, which requires verification and in-ad “paid for by” disclosures for all EU election ads. At the time of launch, the election ads policy focused on European Parliamentary elections, and applied to ads featuring a political party, a current elected officeholder, or a candidate for the EU Parliament.

On March 14 2019, we added more details as to the specific verification requirements we deployed to check for the identity and citizenship of all advertisers running election ads; and the process by which advertisers who wished to run election ads in the European Union could get verified.

Verification process:
Prospective advertisers - falling under the categories as outlined below - who desire to run election ads in the European Union are required to go through a verification process which takes place as follows:

Advertisers are required to provide the following information to verify their eligibility to run election ads:

- Google Ads Customer ID
- Email address
- Country the organization is registered in
- Name of the organization
- Document confirming organization name
- Official address
- Document showing proof of address
- Attestation that the authorized representative is a citizen of an EU member state
- Attestation that the organization applying for verification is based in an EU member state
- Agreement to the Google Election Ads terms

Advertisers are required to provide the following information to verify their identity:

- Organization name
- Organization address
- Document showing proof of address
- Registration document or number for the organization
- Authorized representative name
- Authorized representative address
- A copy of the authorized representative’s government issued photo ID
- Attestation that the authorized representative is a citizen of an EU member state
- Attestation that the organization applying for verification is based in an EU member state
- Agreement to the Google Election Ads terms

We made sure our teams were trained to handle this process at scale across the European Union, and that they were equipped to respond to related questions from the political parties and candidates participating in, and institutions responsible for, the elections. We also reached out to political parties and candidates to explain this process over the course of elections trainings provided in the run up to the EU Parliamentary elections.
Applications for verification ahead of the European Parliamentary Elections opened on March 14, 2019, and we started enforcing our policy for election ads in the EU on March 21, 2019. In-ad disclosures stating who paid for each election ad began to show the same day.

In addition to launching our election ads verification policies in the European Union, we launched our transparency report on EU Political Advertising on Google on May 2, 2019. The report makes it easy for voters, researchers, and journalists to see - among other things – who is purchasing election ads on Google, YouTube, and Partner properties in Europe and how much money is being spent on those ads.

This report includes a searchable ad library that provides important information such as how many impressions election ads have, when they were shown, and how they were targeted in terms of age, gender, and location.

Anyone can access and use this information, and we have aimed to ensure that it is easy for third parties to analyze it more effectively: the report is searchable and downloadable, and can be filtered by spend, number of impressions, and type of ad format. It is generally updated on a weekly basis and displays verified election ads that have one or more impressions.

The data from the EU election advertising Transparency Report and Ad Library is also available on Google Cloud’s BigQuery. Using BigQuery’s API, any interested third party can write code and run their own unique queries on this data set to develop charts, graphs, tables, or other visualizations of election ads on Google platforms.

From the day we opened verification, March 14, 2019 until August 31, 2019, we received 1,541 verification applications and successfully verified 376 advertisers to run election ads in the EU Parliamentary elections. We are actively working with many advertisers whose applications have been rejected to ensure they are submitting the appropriate verification documents. We have also identified and labelled more than 185,000 election ad creatives in our system from verified advertisers (note that advertisers do not run every ad they create). Of those ads labelled, more than 74,000 were shown to users in the monitored time period. These ads featured the required in-ad disclosure and are included in Google’s Transparency Report. Additionally, we have disapproved more than 151,000 election ads where there was not proper verification of the advertiser.

As of August 20 2019, we expanded our election ads policy to cover national elections within the European Union. The election ads policy thus expanded its scope to include ads that feature a political party, a current officeholder, or a candidate for an elected national office within an EU member state (e.g., members of a national parliament and presidents that are directly elected).

On September 3 2019, we announced the expansion of our EU election advertising policy to cover referenda, including all national level referenda and state or jurisdiction level official referenda that concern sovereignty. We will begin enforcing this expansion to our policy and updating our transparency report accordingly as of October 2019.

Over the course of the past year, we have engaged with numerous stakeholders in order to explain, collect feedback, and improve our policies. We have attended meetings with the European Regulators Group for Audiovisual Media Services (ERGA), during which we presented our transparency tools for political ads. We have also exchanged views with experts at numerous policy roundtables, conferences, and workshops - both in Brussels and in the EU capitals.
Political advertising in the European Union

Our goal is to provide greater transparency in political advertising on Google, YouTube, and partner properties. This report includes ads that feature a political party, a current elected officeholder, or a candidate for the EU Parliament or an elected national office within an EU member state.

The homepage of the EU Political Advertising on Google Transparency Report, as seen on September 16, 2019

A snapshot of ad spend by geography in the EU Political Advertising on Google Transparency Report, as seen on September 16, 2019

→ Commitment #4 - public disclosure of issue-based advertising:
As previously shared with the Commission, in the EU, Google’s Transparency Report currently covers ads that feature a political party, a current elected officeholder, or a candidate for the EU Parliament or for an elected national office within a member state. As well as a national level referenda and state or jurisdiction level referenda where they concern sovereignty starting in October. If an ad on an issue (such as immigration) mentions a candidate, party or officeholder or referendum as described above, it is in scope of our policy and will be logged in our report. In more concrete terms this means that, e.g., the following ads are in scope (not exhaustive list): an ad promoting a viewpoint on climate change that has a party logo on it; a video ad promoting a viewpoint on European integration that features a picture of an EU member state’s elected leader; an ad promoting the benefits of independence in an EU country where a sovereignty referendum is taking place; a pro-abortion ad that includes the face/name of an elected representative.

“Issue ads” as a stand-alone category however are highly contextual and notoriously difficult to identify reliably, especially as the definition is fluid and will change and evolve during a campaign. Without a direct connection to a voting issue, issue ads can be difficult to define and “solve”.

In addition to our efforts to increase the scope of political ads transparency as outlined above, we are therefore currently working on a more holistic solution to bring additional transparency to a wide range of advertisements that run on our platforms. This includes continued investment in research including the analysis of industry literature and legal definitions as well as extensive internal and external engagement, in order to come to a more comprehensive solution. We will continue to keep the Commission informed of our progress.

3. INTEGRITY OF SERVICES

Signatories to the Code of Practice agreed to the following Commitments:

5. Relevant Signatories commit to put in place clear policies regarding identity and the misuse of automated bots on their services and to enforce these policies within the EU. Such measures could include some of the measures in the Annex 2 to this Code.

6. Relevant Signatories commit to put in place policies on what constitutes impermissible use of automated systems and to make this policy publicly available on the platform and accessible to EU users.

→ For both commitments #5 (policies on identity and misuse of automated bots) and #6 (impermissible uses of automated systems):

Our policies apply evenly across all types of actors and accounts, regardless of whether they are automated or human. They prohibit the following behaviors:

- Impersonation: Across our monetized and consumer products (notably including YouTube), we do not allow accounts that attempt to mislead or deceive users by pretending to be someone they are not, or falsely implying an affiliation with a business or individual. We will take action when we find this kind of activity.
**Misrepresentation in Google News and in our advertising products:** Google News requires that publications be accountable and transparent about their identity, to aid users in determining the credibility of articles and publishers. Publications which falsify, misrepresent, or omit basic information about who they are or where they are based may be removed from News products. Misrepresentation is similarly prohibited for advertisers and publishers using our advertising network, as outlined in section 1 (above).

**Abusive account creation:** Our systems rely on a host of inputs about historical use and pattern recognition across various services in an effort to detect if an account creation or login is likely to be abusive and to detect and prevent other types of suspicious conduct. As examples, our systems operate to block “bad” account creation or to close groups of such accounts. We prevent users from creating a large number of Google Accounts in a short time period. If we detect suspicious conduct, we require verification aimed at detecting whether a bot is attempting to access or create an account. There is no panacea, however, for this challenge. We continue to work collaboratively with others to identify inauthentic accounts that are used for improper purposes and deactivate them as soon as possible.

**Engagement Abuse:** We take any abuse of our systems, on any of our products and services, very seriously. This includes, for instance, attempts to artificially manipulate engagement such as video dislikes or view counts on YouTube, or attempts to game Search ranking algorithms by manufacturing inbound links to one’s web property. We have strict policies, including our Webmaster Guidelines for Search and Community Guidelines for YouTube, that govern the rules of the road for what content and behavior is allowed on the platform. Artificial manipulation of engagement such as video dislikes and views violates our policies and is prohibited. Furthermore, for well over a decade, YouTube and Search have invested in, built, and deployed proprietary technology to address such efforts to abuse our systems. While no anti-spam system will ever be perfect, we have extensive safeguards in place to detect and neutralize the impact of these types of abuse on our systems.

**Influence operations:** We undertake a broad range of approaches to combat political influence operations, which we have regularly reported on over the course of the past two years. For example, we provided an update in August 2018 about our ongoing efforts to combat political influence campaigns from the Internet Research Agency (IRA) in Russia, as well as our identification of an influence campaign linked to the Iranian government. Our efforts included removing 42 YouTube channels and 1 blog on Blogger associated with the IRA, and removing 39 YouTube accounts and 6 blogs linked to the Islamic Republic of Iran Broadcasting. We provided another update on our efforts to combat political influence operations in November 2018 (same blogpost), noting that we had found limited additional activity linked to the IRA and Iranian operations. Specifically, we removed 1 YouTube channel linked to IRA, as well as 34 YouTube channels, 6 G+ pages, and 1 blog linked to Iranian operations. We continue our work to detect and respond to influence operations, and regularly report on our efforts. Most recently, in September 2019, we provided an update about disabling 210 channels on YouTube when we discovered channels in this network behaved in a coordinated manner while uploading videos related to the then-ongoing protests in Hong Kong.

- We did not identify on our platforms any foreign coordinated influence operations linked to the 2019 EU Parliamentary elections.
• **Enforcing YouTube’s policies around misleading information and impersonation**: During the time period from September 1, 2018 through August 31, 2019, YouTube removed over 10,842,500 channels for violation of its spam, misleading, and scams policy, and more than 56,500 channels for violation of its impersonation policy. These statistics reflect channel removal enforcement actions under these policies on a global basis and across any type of content. [https://transparencyreport.google.com/youtube-policy/removals](https://transparencyreport.google.com/youtube-policy/removals) on YouTube. As described on YouTube’s policies page, YouTube’s impersonation policy applies to impersonation of channels, individuals, and organizations. We issue quarterly reports on the Community Guidelines enforcement efforts in our YouTube Community Guidelines enforcement Transparency Report.

• **Working with the European External Action Service (EEAS) and EU governments**: We attended the Rapid Alert System inaugural meeting in Brussels, organized by EEAS on Monday, March 18. As a part of this session, attended by Member States’ representatives, we highlighted our work to protect the elections and presented how Member States’ authorities can reach out to our dedicated team. We provided a means for EEAS and authorities in the Member States to report incidents and leads to our security team for quick review and action. In many Member States we personally met with ministries and agencies responsible for the elections and online security. In these meetings we described our efforts and discussed potential support from the state authorities.

### 4. EMPOWERING CONSUMERS

<table>
<thead>
<tr>
<th>Signatories to the Code of Practice agreed to the following Commitments:</th>
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<tbody>
<tr>
<td>7. Relevant Signatories commit to invest in products, technologies and programs such as those referred to in Annex 2 to help people make informed decisions when they encounter online news that may be false, including by supporting efforts to develop and implement effective indicators of trustworthiness in collaboration with the news ecosystem.</td>
</tr>
<tr>
<td>8. Relevant Signatories commit to invest in technological means to prioritize relevant, authentic and authoritative information where appropriate in search, feeds, or other automatically ranked distribution channels.</td>
</tr>
<tr>
<td>9. Relevant Signatories commit to invest in features and tools that make it easier for people to find diverse perspectives about topics of public interest.</td>
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<tr>
<td>10. Signatories commit to partner with civil society, governments, educational institutions, and other stakeholders to support efforts aimed at improving critical thinking and digital media literacy.</td>
</tr>
<tr>
<td>11. Signatories commit to encourage market uptake of tools that help consumers understand why they are seeing particular advertisements.</td>
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→ Commitment #7 - products, technologies, and programs to help people make informed decisions when they encounter online news that may be false:
Part of our approach to this goal lies in the very nature of Google Search, which by design presents users with a wide array of webpages and information. This gives users access to a plurality of perspectives, helping them get the full picture on news stories of interest to them. In addition, we strive to elevate context and information that help users make judgments about the quality of information they encounter online. We are investing in many efforts to that end, including:

- **Surfacing Fact-Checks on Google:** In 2016, we launched the Fact Check label in Google News and Search to make it easier for people to find articles that fact check public information, ranging from claims to public statements to statistics. Initially available in the US only, this feature was expanded globally in April 2017 and is used today by fact-checkers in France, Germany, the UK, Italy, Spain, Poland, Austria, Sweden, Croatia, Netherlands, Denmark, and more. To discover Fact-Checks on Google, users merely have to browse Google Search or News and look for links that show a “fact-check” tag or snippet. This feature is open to all publishers who signal their use of fact-checking by using a dedicated html mark-up and comply with our policies on fact-checking. Over time, we have made it even easier for fact-checkers to help Google find and distribute fact-checking content across Google, as Alphabet’s Think/Do tank Jigsaw and the Duke University Reporters’ Lab created a “Share the Facts” widget, which provides an easier alternative for publishers of fact-checks than adding HTML mark-ups.

- **Collaborating with the Fact-checking community:** In collaboration with the International Fact Checking Network, Google News Lab launched FactCheck EU in March 2019 to provide fact checks from 19 organizations from 10 countries in 11 languages. We also worked with First Draft to provide training boot camps for journalists in Frankfurt, Brussels, Milan, and Madrid. Moreover, we have introduced new tools for researchers and the fact checking community: a ‘Fact Check Explorer’, which allows for exploration of Fact Checking journalism, and the ‘Fact Check Markup Tool’, which allows fact checkers to easily mark their own articles as fact-checks in a way that is machine-readable via the ‘ClaimReview’ mark-up.

- **Working with the Trust Project to help surface indicators of credibility:** Google is participating in and providing financial support to the Trust Project, which explores how journalism can signal its trustworthiness in an increasingly chaotic media landscape. The Trust project has developed eight indicators of trust publishers can use to better convey why their content should be seen as credible, with promising results for the publishers who have adopted them on an early trial basis. For example, after the Trinity Mirror in the UK implemented the Trust Project, consumer trust in the newspaper increased by 8 percent. Trust Project participants in Europe include Die Zeit, The Economist, La Repubblica, La Stampa, El Mundo, El País, Corriere Della Sera, Deutsche Presse-Agentur (DPA), BBC, FourFourTwo, and more.

- **Working with the Credibility Coalition and the World Wide Web Consortium on markers of information credibility online:** With funding from Google News Initiative, the Credibility Coalition set out more than a year ago to build a project that would develop, test, research, and generate data to support the creation and use of third party credibility signals. CredCo has since built an interdisciplinary community that has worked to define and validate qualitative and quantitative hypotheses about the most meaningful signals of content and source credibility.
Digital tools trainings for journalists: In the lead up to the elections, Google News Lab provided 5,730 journalists across Europe with in-person training on a range of digital tools, including tactics to combat disinformation. In total, 4,077 journalists were trained on specific digital verification skills in 27 EU countries.

Google participated in 3 workshops organized by Reporters Without Borders (RWB)’s “Journalism Trust Initiative”: after attending the initiative’s kick-off meeting in May 2018, Google participated in-person in its 2nd workshop in Paris on February 4-5 2019, an Intermediary workshop held in Berlin on March 14-15 2019, and a 3rd workshop in Geneva in June 6-7 2019. Google actively contributed to the conversation about creating an international standard for quality journalism and provided technological feedback to proposals made by participants. In addition to the EU election project FactCheck EU (see above), the Google News Lab supported IFCN Global Fact 6 conference in Cape Town which aimed at supporting the fact-checking community globally and was attended by 44 fact-checkers from 14 EU countries.

Working with First Draft we’re supporting CrossCheck tools, training, and ‘crisis simulation’ events to bring journalists and industry experts together to strengthen their practices ahead of elections in both the UK and Ireland.

→ Commitment #8 - technological means to prioritize relevant, authentic, and authoritative information:

Google Search, News, and YouTube’s businesses rely upon continuously meeting our users’ expectations that we provide them with the best results for their queries, and as such, we continuously invest in the testing and improving of our ranking algorithms -- rolling out thousands of updates every year (e.g. more than 2,400 updates to Google Search algorithms in 2017 alone).

Every time a user searches for something on Google, our algorithms work to understand the meaning of their query and to rank the pages in our index according to signals including their relevance to the user’s expectation (does the webpage content cover the subject matter the user is asking about? Are the user’s keywords present in this webpage?) and their authoritativeness (Google’s estimate of the expertise, authority, and trustworthiness of a web page, based on factors like whether users and other sites on the web seem to trust this web page)⁴. YouTube similarly requires that the Breaking News and Top News shelves only include videos from news sources that satisfy the Google News standard (more information on those shelves below). YouTube also elevates important contextual information via multiple types information panels, detailed below. Around the world, we have delivered more than 2.5 billion impressions across all of our information panels since June 2018. For subject matters related to news and civic issues, we realize that our users have high expectations when it comes to the trustworthiness of the results we present them. We give more importance to factors related to authoritativeness in response to such queries. This, as well as all other goals and principles of Google Search, is outlined in our Search Quality Raters Guidelines.

In addition, we have implemented a number of other measures towards the same goal of prioritizing authoritative information:

⁴ For more information on Search ranking, see: www.google.com/search/howsearchworks
**Additional ranking safeguards during breaking news events:** During breaking news or crisis situations, stemming the tide of misinformation can be challenging. Speculation can outrun facts as legitimate news outlets on the ground are still investigating. At the same time, malicious actors are publishing content on forums and social media with the intent to mislead and capture people’s attention as they rush to find early information online. To reduce the visibility of this type of content during crisis or breaking news events, we are improving our systems across Google and YouTube in Europe to put even more emphasis on authoritative results over factors like freshness or relevancy.

**Breaking News and Top News Shelves on YouTube:** On YouTube, we have worked to launch several product features that prominently surface news content from only authoritative sources. Two such cornerstone products have been the Top News shelf in YouTube search results and the Breaking News shelf on the YouTube homepage. The Top News shelf triggers in response to certain search queries that have news-seeking intent. Our systems rely on a variety of signals that we derive from Google News and from our own systems when a user might be seeking information on news-related topics. Given the user’s intent is to find out more information in this domain where the authority of content and source is particularly important, we display a clearly delineated shelf in the product where we only surface content from authoritative, verified news channels. The Breaking News shelf triggers when there is a significant news event happening in a specific country. This shelf triggers automatically and is shown prominently on the YouTube homepage to all users in the country. Similar to the Top News shelf, only content from authoritative sources is eligible to be surfaced in the Breaking News shelf. Our Breaking and Top News shelves are now available in 40 countries, including Austria, Belgium, the Czech Republic, France, Germany, Greece, Ireland, Italy, Lithuania, the Netherlands, Poland, Portugal, Romania, Slovakia, Spain, Sweden, and the UK, and we’re continuing to expand that number.

**Breaking News Shelf on YouTube Homepage**
In-person security trainings from Google experts: Google has organized in-person and online security trainings for those most at risk around the upcoming elections. For example, we offered courses on how to leverage Google’s strongest security features through our Advanced Protection Program and Project Shield, a Jigsaw program we offered to political organizations within the EU to provide free protection against DDoS attacks. In preparation for the EU elections, 2,528 campaign and election officials, journalists, and people from election-related NGOs received in-person trainings. Following the May 2019 election, we continue with these trainings also in the national elections in the EU Member States.

Candidates Information Panels: YouTube’s work to provide authoritative and useful information to users is especially important around elections. In May 2019, we launched Information Panels in YouTube search results for official candidates running to represent the EU countries in the European Parliament in order to help users find authoritative information. These complement the longstanding Knowledge Panels in Search, which also provide a concise overview of basic information about politicians and other entities. For candidates with YouTube channels, we also ensured that their channel appeared alongside the information panel.

Reducing the Spread of Misinformation on YouTube: YouTube removes content that violates its policies as quickly as possible. In cases where content brushes right up against its policy line but does not violate it, including attempts to spread harmful misinformation, YouTube reduces recommendations of that content. Thanks to this change, the consumption that this type of content gets from recommendations has dropped by over 50% in the U.S. YouTube has begun experimenting with this change in the UK, Ireland, and other European markets and will continue to bring it to more countries over time. Our systems are also getting smarter about what types of videos should get this treatment, and we’ll be able to apply it to even more borderline videos moving forward. As we do this, we’ll also continue raising up more authoritative content in recommendations, building on the changes we first
made to news. For example, if a user is watching a video that comes close to violating our policies, our systems may include more videos from authoritative sources (like top news channels) in the “watch next” panel.

- **Publisher Transparency:** As part of YouTube’s effort to provide useful context to users, it has a feature to label publishers that are government or publically funded on the watch pages of their videos. This information panel providing publisher context is meant to provide users with additional information to help them better understand the sources of news content that they watch on YouTube. During this period we expanded Information Panels providing publisher context to more countries in Europe. In the EU, this product is now launched in France, Germany, Ireland, Italy, Poland, Spain, and the UK, and we will continue to bring it to more countries.

- **Information Panels Providing Topical Context:** YouTube also aims to provide context to users when they are searching for or watching videos on certain topics. Users may see an information panel from third parties, including Wikipedia, alongside videos on a small number of well-established historical and scientific topics that have often been subject to misinformation online, like the moon landing, the holocaust, HIV/AIDS. An information panel providing context may appear in the search results on YouTube when a user is searching for content, or on the Watch page when a user is watching a video. These information panels launched in the UK, Germany and Spain at the end of September 2019, and YouTube will continue to explore bringing them to more markets in the EU in the coming months.

- **Tools for voters:** As voters prepare for election day, they need useful and relevant information to navigate the electoral process. For the EU Parliamentary elections in 2019, we surfaced information from the European Parliament in an easy to find onebox to make authoritative voter information available to users. Those are outlined as follows:
  - **How to Vote** – A Search feature that launched in the beginning of May across all 28 countries (in their respective languages) allowed users to easily find information about how to vote (for instance: date of election, registration deadlines, documents to bring, absentee voting etc.), provided by and attributed to the European Parliament’s website.
○ **Candidate Statements** – Supporting the electoral process also means helping voters learn more about their choices in the elections by providing accurate information about candidates, political parties, and their key priorities. This information appears within Knowledge Panels—dedicated spaces with key information about those parties and politicians when you search for their names.

○ **Posts for Parties** – Over the course of the EU Parliamentary Elections, candidates have been able to submit a brief statement outlining their electoral platform, a set of top three policy priorities, and links to relevant social media profiles. All is visible right inside the Knowledge Panel in the local language of the candidate. Political parties running in the EU elections can also use Posts on Google to provide updates in the form of videos, text, or event listings, again available right on Search.

○ **Posts for EU Parliament** – The same functionality that has been enabled for parties has also been enabled for the EU Parliament itself.
Candidate Statements or post for parties

Posts on Google – EU Parliament

- **Elections results, per country and across the European Union** – We displayed the European Parliament election results on a country by country basis, as well as on the pan-European level, to help users get prompt and authoritative voting results. The underlying data was provided by the EU Parliament through their official portal for election results (https://www.election-results.eu/)
Committment #9 - features and tools that make it easier for people to find diverse perspectives about topics of public interest: as mentioned above, the very nature of our products means that users searching for a topic see a plethora of results from various perspectives, whether they’re looking on Google Search, News, or YouTube. That said, we acknowledging the importance of ensuring that users are not locked into a single set of perspectives, and have launched a number of additional efforts to that end:

- **Full Coverage in Google News**: to help users access context and diverse perspectives about the news stories they read, the “Full Coverage” feature in Google News lets users explore articles and videos from a variety of publishers related to an article or news story of their choice. The “Full Coverage” feature is not personalized, and accessible in one click or tap from most articles in Google News’ “For You” and “Headlines” tabs. It is live in all EU Member States where Google News is launched.

- **Breaking News and Top News Shelves on YouTube**: The news shelves outlined above always provide a set of news videos from a wide array of authoritative sources on a particular news topic. Providing multiple videos from a range of channels with varying perspectives provides users with easy access to engage with diverse news content on topics of public interest.
Full Coverage in Google News

- **Elevating original reporting in Google Search**: In September 2019, we announced ranking updates and published changes to our search rater guidelines to help us better recognize original reporting, surface it more prominently in Search, and ensure it stays there longer. This means readers interested in the latest news can find the story that started it all, which can provide them with important context to understand the news—and means news publishers can benefit from having their original reporting more widely seen.

→ **Commitment #10** - Signatories commit to partner with civil society, governments, educational institutions, and other stakeholders to support efforts aimed at improving critical thinking and digital media literacy.

Media literacy continues to be one of the most important issues of our digital age: a study from the Stanford History Education Group found that 93 percent of college students couldn’t flag a lobbyist’s website as biased, and 82 percent of middle schoolers couldn’t distinguish sponsored content from real news. Google is committed to helping tackle this challenge.

Our ‘Be internet awesome’ campaign aims at empowering children to be safe and confident digital citizens is critical – but isn’t something any one group can solve alone. We worked with the Family Online Safety Institute, ConnectSafely and iKeepSafe to build a solution that aims to engage with parents, educators and kids.

Be Internet Citizens has been designed to teach teenagers about media literacy, critical thinking, and digital citizenship, with the aim of encouraging young people to have a positive voice online. Be Internet Awesome is a program from Google that aims to help kids be safe, confident explorers of the online world. In the subsequent monthly reports we will be posting actual numbers related to these activities

5 [beinternetawesome.withgoogle.com](https://beinternetawesome.withgoogle.com)
As of September 2019, we have trained over 1 million people in person through our Be Internet Citizens and Be Internet Awesome across the European Union.

We also hope to work with media platforms and cultural influencers to help change the narrative and elevate the voices that are most credible in speaking out against hate and xenophobia. YouTube’s Creators for Change program highlights online stars taking a stand against xenophobia and extremism. The 2018 cohort had 61 creators from over 20 countries (including France, Germany, and the UK) representing a combined audience of over 40 million fans.

In 2018, we announced a $10 million global Google.org commitment to media literacy projects. We have already supported media literacy projects in the U.K. and in Finland. In 2019, we announced new Google.org media literacy grants in Spain, the Czech Republic, Finland, and the U.K—with more to come.

Finally, On September 5th 2019 the Google News Initiative and Google.org hosted our first Global Media Literacy Summit, a full day event with over 180 delegates from 32 countries in London to spark conversation and debate and to help build a connected community of leading media literacy practitioners from around the world.

→ Commitment #11- Signatories commit to encourage market uptake of tools that help consumers understand why they are seeing particular advertisements:

We provide tools to our users to help them better understand why they are seeing an ad in Google’s network. On Google Services like Search or YouTube, users can click on Why This Ad. On non–Google websites and apps that partner with Google to show ads, users can click on the Ad Choices icon. Users can also edit their preferences to control the kinds of ads they see, block certain ads, and give us feedback on ads that they think are inappropriate. We are also giving control to our users on their ads settings and preferences via their Google Accounts (1.6 billion unique visits in 2016, just under 2 billion in 2017, and 2.5 billion in 2018). Every hour, 30,000 persons visit their Ad Settings control and there are roughly 14 million ‘mutes’ a day.

How to access tools that help users understand why they are seeing an ad:

On Google services, like Google Search, Youtube, or Gmail: Click , then “Why This Ad”.

On Non–Google websites and apps that partner with Google to show ads: Click AdChoices .

We also help users understand how advertising works on Google by providing details and examples in our “How We Make Money With Advertising” website, available at https://howwemakemoney.withgoogle.com/.

6 In Spain, alongside FAD foundation and with the collaboration of all the main media groups in the country, we launched (In)formate, a Google.org funded program in media literacy.

7 In March 2019, we have publicly announced the $250,000 grant to “One World at Schools” in CZ, which the grantee will use to develop an educational package to help vocational schools in disadvantaged regions of Czechia train their pupils in skills needed to approach media content critically.

8 In Finland we have supported The Mannerheim League for Child Welfare and Save the Children; in the U.K. we have supported The Student View to promote media literacy

9 By which we mean: user clicks on the ‘mute this ad’ button (more here: https://www.blog.google/technology/safety-security/greater-control-new-features-your-ads-settings/)
5. EMPOWERING THE RESEARCH COMMUNITY

Signatories to the Code of Practice agreed to the following Commitments:

12. Relevant Signatories commit to support good faith independent efforts to track Disinformation and understand its impact, including the independent network of factcheckers facilitated by the European Commission upon its establishment. This will include sharing privacy protected datasets, undertaking joint research, or otherwise partnering with academics and civil society organizations if relevant and possible.

13. Relevant Signatories commit not to prohibit or discourage good faith research into Disinformation and political advertising on their platforms.

14. Relevant Signatories commit to encourage research into Disinformation and political advertising.

15. Relevant Signatories commit to convene an annual event to foster discussions within academia, the fact-checking community and members of the value chain.

Commitment #12 - Supporting good faith independent efforts to track Disinformation and understand its impact. In addition to the work outlined as part of the reporting on commitment #7 to collaborate with fact-checkers, we run a number of ongoing projects to collaborate with fact-checkers and researchers who explore the propagation of Disinformation in the European Union and beyond:

- **Collaboration with the International Fact-Checking Network**: we have partnered with Poynter’s International Fact-Checking Network (IFCN), a nonpartisan organization whose Code of Principles for fact check organizations gathers signatories from multiple EU Member States. Our partnership with IFCN focuses on three key areas with a global point of view: helping train more fact-checkers around the world, translating the IFCN’s Code of Principles in ten languages, and providing tools and training for free to the fact-checking community. We look forward to exploring how we can collaborate with the European Network of Fact-Checkers.

- **Making it easier for researchers to explore the corpus of fact-checks around the world**: with the DataCommons project, we have begun to work on a “fact-check explorer” which will ultimately let researchers and fact-checkers explore the body of fact-check content that our systems have observed around the world. The project is currently in a test phase, and we hope to have more to announce in 2019.

- **Funding research**: We support the work of researchers who explore the issues of disinformation and trust in journalism, by supporting research at organizations like First Draft, the Oxford University’s Reuters Institute for the Study of Journalism (including their annual Digital News Report which with our support now covers 24 European countries as well as specific themed reports plus sponsorship of Digital News Journalist Fellowships), Michigan State University’s Quello Center, and more. Furthermore, our own research teams work closely with academics around the world on emerging issues related to disinformation, such as the potential threats raised by synthetic media (also known as “deep fakes”).
• Engaging with researchers who explore the propagation and impact of disinformation: We receive frequent inquiries from academic researchers who investigate these issues as they seek to better understand our products and policies or have questions with regards to data they’ve collected as part of their independent research efforts. We respond to these requests as frequently as the availability of our teams permit, and aim to inform the work of these researchers to the best of our ability. Where possible, we make it easier for researchers to access the information that they’d otherwise ask of us, by publicizing important information like the functioning of our Search ranking algorithms (see [www.google.com/search/howsearchworks](http://www.google.com/search/howsearchworks)) or the Search Quality Rater Guidelines, which outline in great details the goals of Search as well as the means by which we ask evaluators to assess the quality of our search results.

• Google News Lab, a team within the Google News Initiative whose mission is to collaborate with journalists and entrepreneurs to drive innovation in news, will host verification training workshops in the EU member states - we have recently organized one in Denmark and there are more being scheduled.

• Developing a Political Ads Transparency Report that works for researchers: as mentioned in part 2 of this report, our political ads Transparency Report data is fully available to the public. Data provided in the Transparency Report and Ad Library is available to be downloaded as a CSV from the Political Advertising on Google Transparency website and published as a public data set on Google Cloud BigQuery. Researchers can also export a subset of the ads or access them programmatically. The product development roadmap leading to this report is informed by user feedback.
  ○ Within our political advertising transparency team, a User Experience team has been devoted to understanding user needs and working with Product Managers, Engineers, and others to develop new features and improve upon existing ones. As part of this process, the team has engaged in User Experience Research—a systematic approach, using qualitative and quantitative research methods to find out target users’ goals, needs, and pain points in order to inform product development.
  ○ To develop the Political Ads Transparency Report, we’ve conducted over 80 global user and expert interviews to understand what type of data was going to be most useful for users of this Transparency Report, including for academic researchers. To continuously learn even now that the Report is live, we also provide opportunities for in-the-moment user feedback via the “send feedback” form and a pop-up satisfaction survey on the Transparency Report website, which we review quarterly.
  ○ The feedback we receive from user interviews and our other feedback channels has been used to guide the development of this report. Our approach to product development is iterative and ongoing; we have more user research initiatives scheduled throughout the year to continually learn from our users and improve our products.

Commitment #13. Relevant Signatories commit not to prohibit or discourage good faith research into Disinformation and political advertising on their platforms. Google and YouTube do not prohibit or discourage such good faith research. Indeed, Google facilitates such research. As mentioned above, the data from the EU election advertising Transparency Report and Ad Library is also available on Google Cloud’s BigQuery. Using BigQuery’s API, any interested third party can
write code and run their own unique queries on this data set to develop charts, graphs, tables, or other visualizations of election ads on Google platforms.

We have observed a lot of interest and uptake from users of the Google Cloud Public Dataset program when it comes to our political ads dataset

- The rate of ‘JOINS’ with data outside the BigQuery Public Datasets Program is 82% higher than average. This indicates that users are combining Google’s google_political_ads with other datasets from other sources, and that user community needs are being well met by this implementation.
- The distinct daily user metrics for Google’s political ads dataset are among the top 25% of all BigQuery public datasets.
- The amount of the data queried is 7.600 times greater than the size of the dataset, suggesting that the users of this dataset make full use of its scale.
- September 2019 saw the dataset’s largest ever number of users, meaning that interest continues to remain strong over time.

Commitment #14. Relevant Signatories commit to encourage research into Disinformation and political advertising. As mentioned in commitment #12, we support the work of researchers who explore the issues of disinformation and trust in journalism, and we continue to explore additional opportunities to expand our efforts.

Commitment #15. Relevant Signatories commit to convene an annual event to foster discussions within academia, the fact-checking community and members of the value chain. Google and YouTube have organized events with all of these communities in 2018 and 2019, notably including convenings led by the Google News Initiative to hear from these groups which products and policy changes they believe would be most helpful coming from our services.

We also organize small and larger-scale convenings of academic researchers and civil society experts with Google and YouTube product, engineering, trust/safety, or policy teams.

On Friday November 15, 2019, the News Impact Summit will take place in Lyon. During this summit, experts will present how to make the most of digital tools to cover elections, by sharing experiences that range from creating new apps to delivering election results in real time to smartphones, to experimenting with platforms that flag and debunk misinformation during elections. The event is organised by the European Journalism Centre and powered by the Google News Initiative.