



NewsGuard

2020 Social Impact Report

INTRODUCTION

In 2020, the fight against misinformation was more important than ever.

For purveyors of online misinformation, 2020 has been a landmark year.

As the COVID-19 pandemic spread worldwide, harmful misinformation about the disease—from conspiracy theories about its origin to dangerous false cures—spread wildly on websites and social media.

As public interest and anxiety about the U.S. elections grew, so did hoaxes and conspiracy theories about voting and alleged fraud. And even before the first dose has been delivered to patients, myths about upcoming COVID-19 vaccines were being delivered to users' social media feeds.

This steady stream of falsehoods has had a real-world impact. A Pew Research study found that 25% of Americans believe that COVID-19 was planned, a number similar to the 27% of people who would not take a COVID-19 vaccine if it were available, according to a World Economic Forum survey this August. What's more, a study by the London School of Hygiene and Tropical Medicine found that exposure to online misinformation directly impacts these numbers: In the study, people exposed to misinformation were subsequently less likely to say that they would take a vaccine.

In a year that will be remembered for the success or failure of the world's COVID-19 recovery, limiting the impact of online misinformation could not be more important.

We launched NewsGuard in 2018 because we believed that the problem of misinformation was not only a technology problem, but also a journalistic problem. On the internet, from webpages to search results to social media news feeds, users often lack the context to

understand which sources of information they can trust—and which sources they should read with a grain of salt.

We believed that a problem that is both journalistic and technical required a solution that would match it—and so we set to work rating and reviewing thousands of online news and information websites on basic criteria for credibility and transparency—and delivering those ratings to users as “Nutrition Labels” next to links they encounter online.

We launched a browser extension and mobile apps to reach users directly and began partnering with technology companies, advertisers, libraries, researchers, nonprofits, and other institutions to find ways for our ratings to achieve impact at a larger scale.

More than two years later, we've rated thousands of information sources that account for 95% of engagement in the U.S., France, Germany, Italy, and the U.K., and our ratings are available to millions of users worldwide through partnerships, licensing deals, and our news-literacy work with libraries and schools worldwide. Advertisers are using our data to advertise safely on credible news sites and avoid funding misinformation sites. And institutions from the WHO to the State Department and the Pentagon are using our data to combat COVID-19 misinformation and state-sponsored influence campaigns.

The events of 2020 have reminded us that this work is more important than ever before. In this report, we are proud to share data, highlights, and examples of that work.

— Steven Brill & Gordon Crovitz
Co-CEOs of NewsGuard

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In 2020, we launched or expanded major partnerships, enabling NewsGuard’s work to impact users around the world.

2.1B+

Users reached to mitigate COVID-19 misinformation

An advertiser consortium partnering with the WHO used NewsGuard data to identify over 2 billion people globally who had accessed COVID-19 hoaxes online and delivered them accurate information, mitigating the harm.



130M+

Edge users with NewsGuard access

Through an expanded partnership with Microsoft announced this spring, NewsGuard’s browser extension became free to 130 million users of the Microsoft Edge browser worldwide



30M+

BT Customers with NewsGuard Access

Through a new partnership with BT, we made NewsGuard available for free to BT’s 30 million internet and mobile customers in the U.K. as part of an effort to combat COVID-19 hoaxes.



30M+

Students & educators with NewsGuard access

Through our partnership with Turnitin, we made NewsGuard available to 30 million students in thousands of schools around the world as a free, simple-to-use news-literacy education tool.



7M+

Library Patrons with NewsGuard Access

Through our news-literacy program, sponsored by Microsoft and Oscar Health, we made NewsGuard available at 750+ libraries with over 7 million patrons.



700K

Doctors and patients with HealthGuard access

A new partnership with Mount Sinai Health System in New York made HealthGuard—a version of NewsGuard focused on health misinformation—available to thousands of patients and doctors.



We expanded our trust ratings to cover thousands of new websites—and flagged websites publishing dangerous misinformation about COVID-19.

6,112

Total Websites Rated

In 2020, our ratings covered 6,112 news and information websites in the U.S. and Europe, from national sources to local newspapers to niche blogs and websites.

2,144

New Websites Rated

Our team of analysts rated 2,144 new news and information sites this year, while constantly updating our ratings of thousands of sites we had rated previously.

95%

Coverage of Online Engagement with News

Our ratings covered websites accounting for 95% of online engagement with news across the U.S., U.K., France, Germany, and Italy, ensuring our rating icons appear on all relevant news links on users' social feeds.

2,532

Misinformation Sites with Red Ratings

We've flagged 2,532 sites with Red ratings, meaning the sites fail to adhere to basic standards of credibility and transparency. Each site has a 0-100 trust score so users can make informed choices about which sites to trust.

371

COVID-19 hoax sites flagged

In our COVID-19 Misinformation Tracking Center, we tracked and identified 371 websites publishing false and dangerous information about the COVID-19 pandemic—so far.

51M+

Likes on misinformation "Super-Spreader" pages we identified

Our reports about COVID-19 misinformation 'Super-Spreaders' identified 111 pages and accounts on Facebook and Twitter publishing COVID-19 hoaxes. They had over 51 million followers or page "likes," and in most cases, the platforms provided no warnings on the false content.

EXPANDING NEWSGUARD'S RATINGS

Throughout 2020, our team of analysts rated thousands of news and information websites for credibility and transparency.

- In 2020, we grew our database of ratings **54%**, adding ratings for **2,144** news and information websites. Our ratings covered **95% of engagement with news** in the U.S., U.K., France, Germany and Italy.
- **768** of the sites we added were rated Green, meaning they are generally trustworthy. **1,368** of the sites were Red, meaning they generally fail to uphold basic journalistic standards.
- Sites we added to NewsGuard's ratings included new national brands, local newspapers, television and radio stations, niche blogs and websites—as well as health misinformation sites, political propaganda posing as local news, and large networks of hoax websites pushing made-up stories for clicks and advertising revenue.
- NewsGuard's rapid-response team rated new websites in real-time as they began to trend—in some cases because the sites had just been launched to push a one-off hoax or to expand an existing network of misinformation sites.
- This fast labeling of misinformation helped users of NewsGuard's browser extension avoid falling for hoaxes; research by Gallup found that **63% of NewsGuard users are less likely to share news from Red-rated sites** and **59% are more likely to share information from Green-rated sites**.
- NewsGuard's work tracking myths about particular topics, such as COVID-19, demonstrated the effectiveness of NewsGuard's rating approach overall. Of the more than 300 sites NewsGuard identified publishing COVID-19 falsehoods during the pandemic, **more than 80% had already been rated Red for publishing falsehoods about other topics** in the past.
- Similarly, the vast majority of sites publishing 2020 Election misinformation were already rated Red by NewsGuard.
- That means that when NewsGuard users encountered misinformation from these websites, **the falsehoods would be effectively "pre-bunked" with red NewsGuard icons and warning labels** next to the story.
- In other words, NewsGuard users didn't have to wait for a fact-checker to review each new claim about COVID-19, the 2020 Election, or other topics published by those sites—because NewsGuard's team had already identified and flagged the sites as untrustworthy sources.
- As the new year begins and misinformation publishers begin to focus on new topics—from the COVID-19 vaccine to new political conspiracy theories—the new website ratings we issued in 2020 will similarly "pre-bunk" those falsehoods on thousands of sites.

FIGHTING COVID-19 MISINFORMATION

As the COVID-19 pandemic spread, NewsGuard’s team identified and tracked misinformation about the virus.

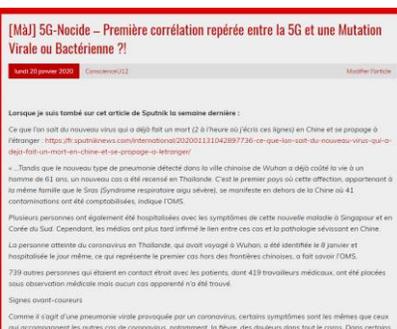
NewsGuard’s analysts began noticing misinformation about COVID-19 in mid-January, weeks before its scope and impact would become clear. Since then, our team has worked to combat COVID-19 misinformation with high-impact editorial projects and public-interest partnerships.

REPORTS TO THE WORLD HEALTH ORGANIZATION

In August, NewsGuard announced a partnership with the World Health Organization to combat online misinformation about COVID-19 and vaccines. At the request of the WHO, NewsGuard provided reports and data about trending health hoaxes and conspiracies across Facebook, Instagram, and YouTube, which the WHO used to alert the digital platforms and urge them to take action.



World Health Organization



TOP COVID-19 MYTHS

As myths about the virus spread, NewsGuard’s team kept an ongoing list of the most common falsehoods about the virus spreading online—and how they emerged. NewsGuard traced how the myth that 5G cell phone technology causes COVID-19 spread from an obscure French website whose name translates to “The Enraged Sheep” to more mainstream sources.

COVID-19 MISINFORMATION TRACKING CENTER

NewsGuard’s team catalogued a growing list of sites that had published misinformation about COVID-19—from false cures to phony science to conspiracy theories about the virus’s origin. The COVID-19 Misinformation Tracking Center has flagged 371 websites so far, and is used by researchers, businesses, and others to combat COVID-19 hoaxes in a variety of ways.

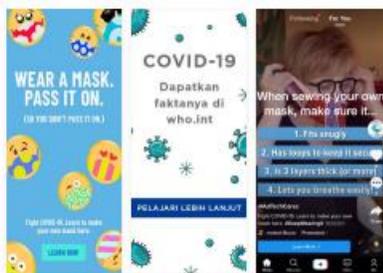


FREE NEWSGUARD ACCESS TO FIGHT COVID-19

When COVID-19 began spreading and we saw the early impact of misinformation on efforts to contain the virus, we decided we had to do our part to help—so we partnered with a range of companies and institutions to make the NewsGuard browser extension free for all users through July 1 to help counter COVID-19 misinformation.



ADTECH CARES COVID-19 CAMPAIGN



A high percentage of misinformation, including COVID-19 misinformation, is funded by online ads. So NewsGuard partnered with the WHO, Amobee, and 38 advertising partners to combat COVID-19 misinformation. The campaign, which reached 2.1B users, used NewsGuard’s data to target accurate information to users who had seen COVID-19 hoaxes.

COVID-19 MISINFORMATION ‘SUPER-SPREADERS’

NewsGuard’s team reported on over 100 COVID-19 misinformation “Super-Spreader” accounts on Facebook and Twitter. Our reporting found large accounts with tens of millions of followers worldwide publishing false information about the virus—and found that, in most cases, the platforms had failed to provide users with warnings or fact-checks on the false posts.

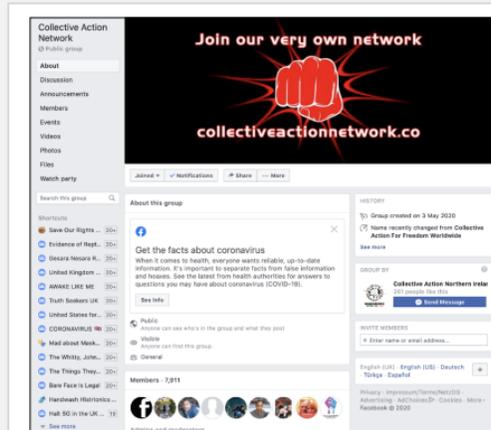


TOP COVID-19 VACCINE MYTHS

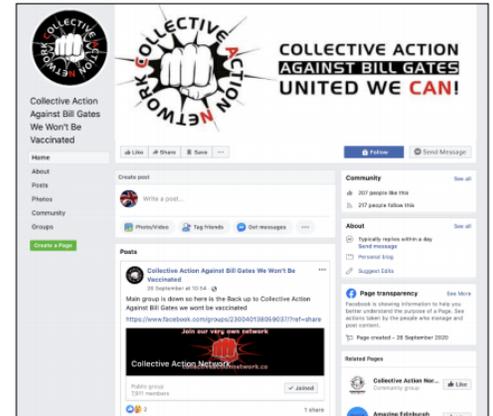


Even before a COVID-19 vaccine was announced and the first doses delivered, misinformation about the vaccine—including false reports of dangerous side-effects, a microchip-tracking system, and other myths, were spreading online. NewsGuard’s team tracked these myths to help users avoid falling for them.

Excerpts from NewsGuard COVID-19 Misinformation Tracking Reports to the World Health Organization



<https://www.facebook.com/groups/230040138059037/>



<https://www.facebook.com/Collective-Action-Against-Bill-Gates-We-Wont-Be-Vaccinated-103691828166712/>

Collective Action Network, a public group with almost 8k members, is the new version of the old 'Collective Action Against Bill Gates - We Will not be vaccinated' group that had 200k members. You can see here that it is run by a smaller account with the same name.

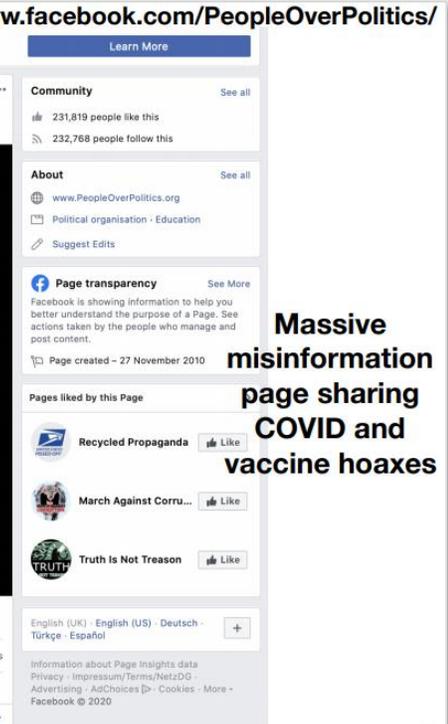
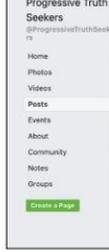
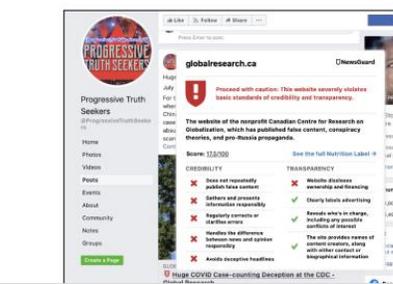
<https://www.facebook.com/ProgressiveTruthSeekers/>



Facebook page with 50k+ followers sharing articles about COVID-19 from websites that publish false information about the virus and vaccines. The post on the left begins "Masks and respirators do NOT prevent the transmission of viruses."



<https://www.facebook.com/PeopleOverPolitics/>



Recognition for NewsGuard's Work Fighting COVID-19 Hoaxes



World Health Organization

"WHO has been fighting an infodemic of misinformation on multiple fronts, working hand in hand with governments, the private sector and civil society. It is vital that people everywhere get the right information at the right time to protect themselves and their loved ones. That's why we are looking forward to working with NewsGuard and other platforms to fight misinformation and disinformation."

—*Dr. Sylvie Briand*

WHO Director of Infectious Hazards Management



Department for
Digital, Culture
Media & Sport

"We need people to follow the advice of our medical experts so we can protect the NHS and save lives. But false or misleading information about coronavirus shared online could undermine our efforts. This very welcome move by NewsGuard will give people a free and effective tool helping them access trustworthy news sources during these challenging times."

—*Oliver Dowden*

UK Digital Secretary

NewsGuard's COVID-19 Misinformation Tracker Archived by U.S. Library of Congress



"I selected this content for the Coronavirus Web Archive to fill a unique place in the collection. Misinformation is a hallmark of this pandemic, and this is the only site selected that presents that perspective. In this case, it's done safely and contextually with analysis, rather than the Library of Congress archiving actual websites of misinformation. The page and PDFs have high informational value for the historical record of the pandemic."

—Melissa E. Wertheimer
Reference Specialist, U.S. Library of Congress

NewsGuard's COVID-19 Misinformation Work Recognized by Microsoft's Defending Democracy Program



"Defending against disinformation campaigns is a key focus of our Defending Democracy Program. NewsGuard's work has become especially relevant because of its trailblazing efforts to root out online hoaxes related to health and healthcare issues, including those concerning Covid-19. We're proud of our role in making it available."

—Tom Burt
Corporate VP of Customer Security and Trust, Microsoft

Press Coverage of NewsGuard's Work Fighting COVID-19 Hoaxes

Forbes Tracking Center Reveals Coronavirus Lies



Emma Woollacott Senior Contributor
Cybersecurity



NEW YORK POST NewsGuard busts websites sharing fake coronavirus information

By Keith J. Kelly March 24, 2020 | 10:13pm



Online filtering service backed in fight against Covid-19 'fake news'

By PRESS ASSOCIATION

PUBLISHED: 08:58 EST, 29 March 2020 | UPDATED: 08:58 EST, 29 March 2020



Daily Mail tv ON PIX

The Government has endorsed an online tool which helps fight efforts to tackle coronavirus-related misinformation.

An app by NewsGuard helps users identify trustworthy web internet, and flags any that are hosting "dangerous information" pandemic.

The service says it has identified more than 140 websites pushing the Covid-19 pandemic, with some getting more engagement than some NHS websites have received in a month.

NewsGuard said libraries across the UK were using its service to navigate information sources before the outbreak.

But now libraries have closed in response to lockdown measures. Government, the company has removed all of its paywalls to be available nationwide.

TECH TIMES TECH SCIENCE BUSINESS HEALTH CULTURE

HOME / HEALTH / PUBLIC HEALTH

Government Approved App Named NewsGuard to Help Deter Spread of Fake News Amidst Coronavirus Pandemic

31 March 2020, 2:43 am EDT By Peter G. Tech Times

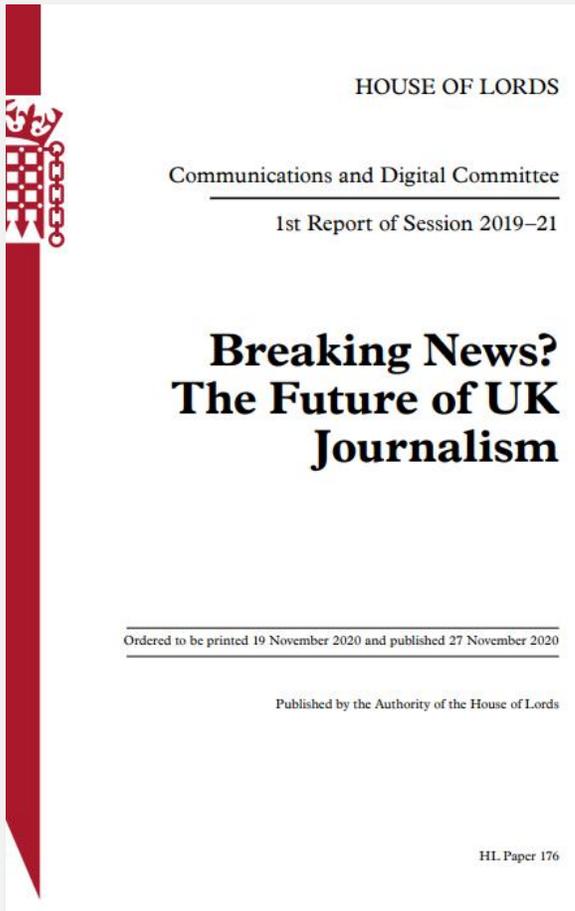
As fake news about the coronavirus tends to spread faster than the legitimate sources can even get one hit. There is now an app that can counter this that is approved by the government to help fight misinformation about the coronavirus pandemic that is plaguing our world right now.



(Photo : Screenshot from Twitter of @voiceoftimes)

Read More: [FDA-Approved! Americans Can Now Benefit From Abbott's Five-Minute Lab-In-A-Box COVID-19 Test](#)

NewsGuard was cited as a potential solution to the ‘Infodemic’ by both the U.K. House of Lords and U.S. Senate.



UK House of Lords Report: "Organisations which provide online credibility ratings can help to provide greater transparency. Online credibility ratings are installed as a browser extension or 'plugin' which then provides the user with information on the news source being viewed. The source is rated by journalists employed by the organisation, who judge the site against different criteria. However, only a small number of credibility rating organisations exist, with the main organisations being NewsGuard, the Trust Project and the Journalism Trust Initiative. NewsGuard claim that as a result of their feedback more than 800 websites have improved one or more of their journalistic practices. ... In April 2020, NewsGuard received an endorsement from the Secretary of State for Digital, Culture, Media and Sport"

"...We welcome credibility ratings and nutrition labels in browsers initiatives which seek to provide transparency, in particular those which note: whether publishers have disclosed how they are funded and who is in charge, including any possible conflicts of interests; whether they clearly label advertising; whether they provide the names, biographical or contact information of content creators; and by what process they respond to complaints and correct errors. We encourage the news industry and platforms to work together to build on these initiatives and make them widely available."

Letter from three U.S. Senators to Facebook:

"The COVID-19 pandemic has exacerbated the already dire problem of online misinformation, especially at Facebook. Despite highly publicized efforts to police its platform, millions of Facebook users have received posts regarding bogus COVID-19 cures and conspiracy theories about the origins of the coronavirus, according to the independent watchdog organization NewsGuard. NewsGuard said that in a majority of the false posts it reviewed, "Facebook did not provide any warning, fact-checking language, or links to more credible sources — despite the platform's recent promises to do so." A separate investigation by the advocacy organization Avaaz found that pieces of misinformation content it sampled--representing "the tip of the misinformation iceberg"--were shared over 1.7 million times on Facebook and viewed an estimated 117 million times. Avaaz added that it can take up to 22 days for Facebook to downgrade and issue warning labels on misinformation, "giving ample time for it to go viral."

MENENDEZ, HARRIS, BLUMENTHAL BLAST FACEBOOK'S CONTINUED FAILURE TO PROTECT USERS FROM HATE SPEECH AND MISINFORMATION

"[W]e are deeply troubled by the inability or unwillingness of your senior management and the company's Board of Directors to address a number of fundamental civil and human rights issues"

WASHINGTON, D.C. — U.S. Senator Bob Menendez (D-N.J.) was joined by Senators Kamala Harris (D-Calif.) and Richard Blumenthal (D-Conn.) in blasting Facebook for its continued failure to protect users from the proliferation of hate speech and misinformation on its platform as the country grapples with the COVID-19 pandemic and prepares for the 2020 presidential election. In a letter sent to the social media giant, the senators also questioned the company's policy of not fact-checking advertisements by politicians and recent reports of the departure of independent board directors.

"The convergence of the COVID-19 crisis with the upcoming election shines a spotlight on the pivotal role that Facebook's management and Board will play in helping to protect the health and civil rights of its users. While we are aware of recent steps your company has taken to increase public awareness of COVID-19's health impact, we are deeply troubled by the inability or unwillingness of your senior management and the company's Board of Directors to address a number of fundamental civil and human rights issues," [Sen. Menendez, Harris and Blumenthal wrote in a letter to Facebook CEO Mark Zuckerberg](#). "These include the company's continued failure to protect users from hate speech and misinformation on the platform, and its ineffectual policies controlling discriminatory targeted advertising. These failings present real danger to people of color, especially with regard to protecting voting rights in the upcoming 2020 elections."

Despite the highly publicized efforts by the social media to police its platform, an independent watchdog group "[identified 21 Facebook Pages that are 'super-spreaders' of COVID-19 misinformation, meaning they have large Facebook audiences. Combined, these accounts reach 21,252,498 followers.](#)"

"Meanwhile, Facebook maintains an unprecedented and controversial policy of not fact-checking political candidates' statements or ads, allowing them to run false and misleading advertisements on your platform, a policy that is at odds with those of other tech giants. This policy has prompted widespread criticism in many quarters including, apparently, Facebook's own Board of Directors," [the three senators added before questioning the departure of independent board directors recently reported by media.](#)

The senators proceeded to ask a series of questions, including if Facebook would reconsider, prior to the 2020 elections, its policy of not fact-checking the statements and ads of politicians.

Last year, [Sen. Menendez urged Mr. Zuckerberg to reconsider its political speech policy, and called out the platform for their continued complacency regarding the spread of dangerous health misinformation about HIV prevention drugs.](#)

EXPANDING ACCESS TO NEWSGUARD

Microsoft expanded its partnership with NewsGuard to include free access to NewsGuard for the 130+ million users of the Microsoft Edge browser worldwide.

NewsGuard is free on Edge browser—courtesy of Microsoft.

NewsGuard shows you trust ratings for 6,000+ news and information sites—written by trained journalists based on nine journalistic criteria. We tell you who's behind each site, how it's funded, and whether you can trust it.

With our browser extension, you'll see NewsGuard ratings right next to links on search engines and social media feeds across all major platforms. Know who's feeding you the news. [Learn More.](#)

NewsGuard requires a monthly membership fee for access on most internet browsers—but it's free for all users of the Edge browser thanks to Microsoft, which has sponsored NewsGuard as a tool to fight misinformation and disinformation online.

[Get NewsGuard for Edge](#)

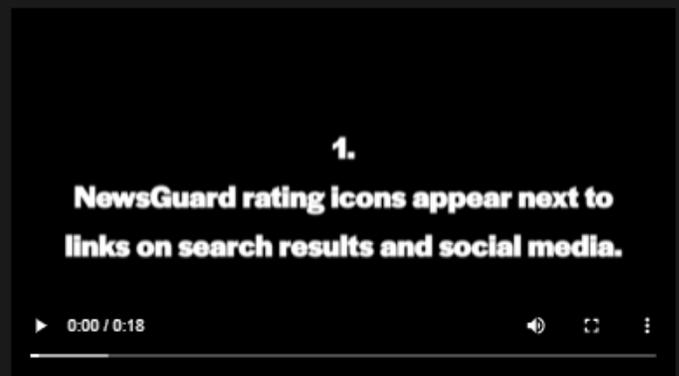
For access on mobile devices, download Microsoft Edge for iOS or Android, then enable "News Ratings" in the app settings.



Trust ratings for over 6,000 news sites. Written by journalists—not algorithms.

NewsGuard: What You'll Get

- Ratings of more than 6,000 websites that account for 95% of engagement with news in the U.S., U.K., France, Germany and Italy.
- Ratings icons next to links in your links on all of the top search engines, social media platforms, and news aggregation sites.
- Summaries showing who owns each site, its political leaning if any, and how it performs on nine journalistic criteria.
- Detailed written descriptions of each site and why they passed or failed the nine criteria.
- Warnings on hoax healthcare sites peddling unreliable advice and miracle cures.
- Warnings on political propaganda news sites funded by campaigns or PACs.
- Warnings on from hoaxes, conspiracy theories, advertising posing as news, and other unreliable sites.
- A reliability score of 0-100 for each site based on its performance on our nine criteria.
- Access to each edition of the Misinformation Monitor, our newsletter about online misinformation in the U.S. and Europe.



EXPANDING ACCESS TO NEWSGUARD

BT offered NewsGuard free to its 30M+ subscribers as part of a joint partnership to combat COVID-19 misinformation.



Stay safe online with NewsGuard



Download NewsGuard's browser extension

To help fight COVID-19 hoaxes and misinformation online, NewsGuard has partnered with BT to provide NewsGuard's browser extension and mobile apps free on all major internet browsers and mobile platforms until September 30th.

Users can [download NewsGuard](#) free to see detailed trust ratings for thousands of news and information websites. NewsGuard's red and green rating icons display next to links on search engines, social media pages, and other platforms, indicating whether a site is trustworthy or not. Hover over the NewsGuard icon to see a summary of each site's rating or click through to see a more detailed analysis. The ratings flag sites publishing COVID-19 myths and other misinformation and show a green check mark icon next to trustworthy sites.

Real-time warnings on COVID-19 misinformation

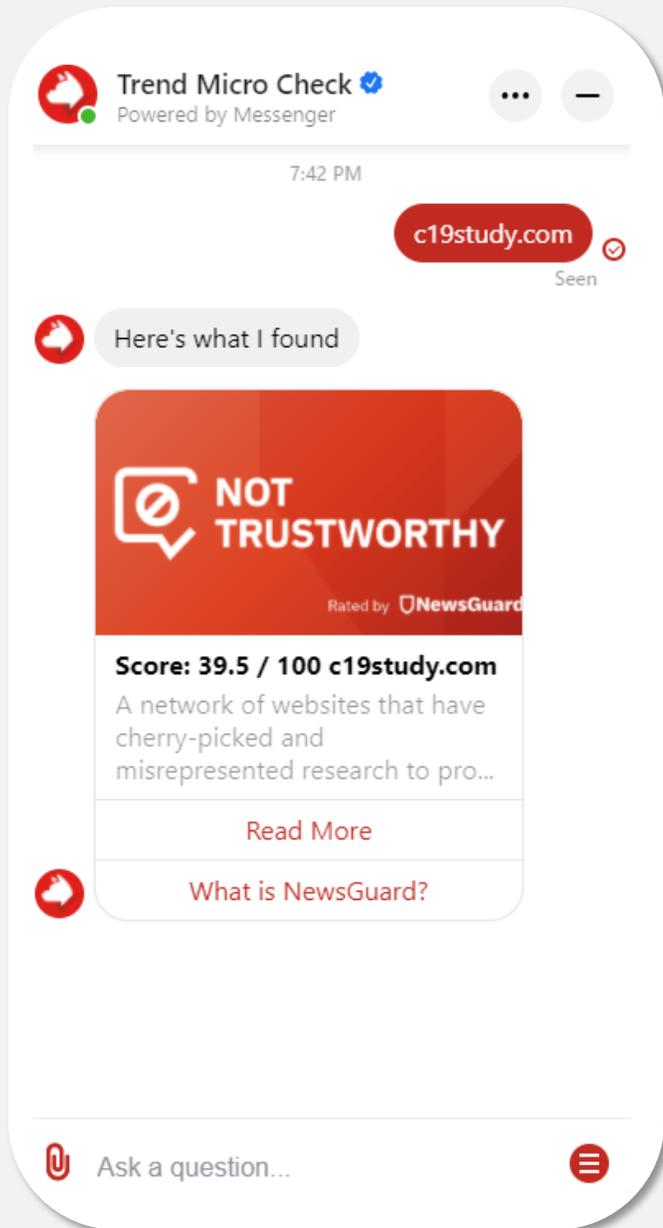
As COVID-19 spreads across the globe, misinformation about the illness is spreading across the internet. NewsGuard's team is reporting on the many falsehoods about the virus that are gaining traction online—and the sources that are publishing and spreading those myths. Since NewsGuard's launch, its team has made coverage of health and medical misinformation a special focus, and its reporting on COVID-19 builds on that past reporting.



This extension is available via desktop browsers. NewsGuard is also available on mobile devices through Microsoft Edge mobile apps for iOS and Android.

Get NewsGuard

EXPANDING ACCESS TO NEWSGUARD



Example: NewsGuard partnered with Trend Micro, a leading internet security company, to provide users of the Trend Micro Check app with access to NewsGuard’s ratings. Users can submit a link or URL and get information about the source from NewsGuard.

Example: NewsGuard partnered with Microsoft to build and launch KnowMyNews.com, an interactive news-literacy quiz that helps users learn how to identify trustworthy sources. The quiz reached millions of users through promotions on Bing and MSN.

The illustration shows a stylized blue head with a thought bubble. Inside the bubble is a quote: "The trouble with quotes on the internet is that you never know if they are genuine." attributed to Abraham Lincoln. Below the head are floating icons of books and papers. Below the illustration is a text block:

Do you know your news?

Do you have the chops to tell fake from fact, news from nonsense? Do you have the skills that journalists at NewsGuard, a company that rates the credibility of news sources, use to evaluate whether news and information sites are reliable?

Click below to find out.

Below the text is a banner with a blue 'START NOW' button, a 'Learn More' link, and logos for Microsoft and NewsGuard.

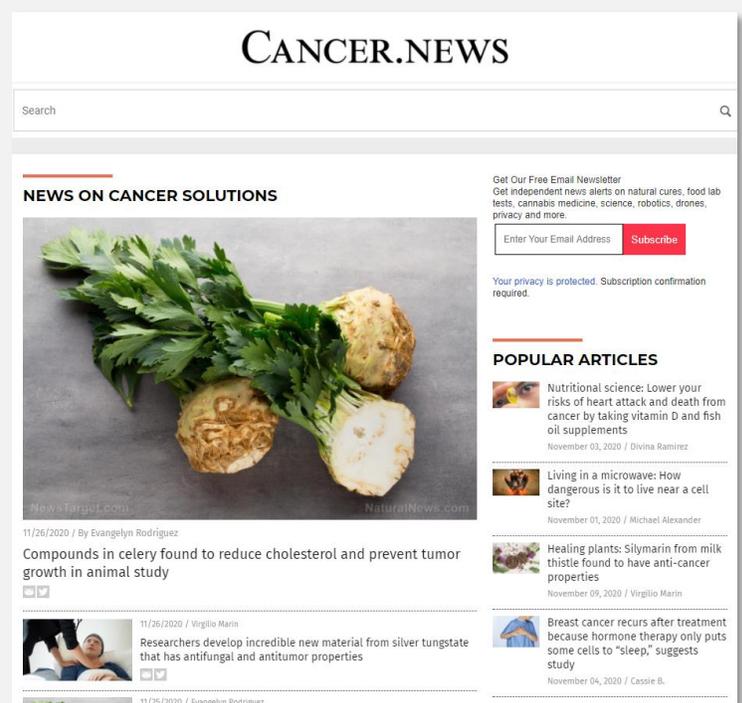
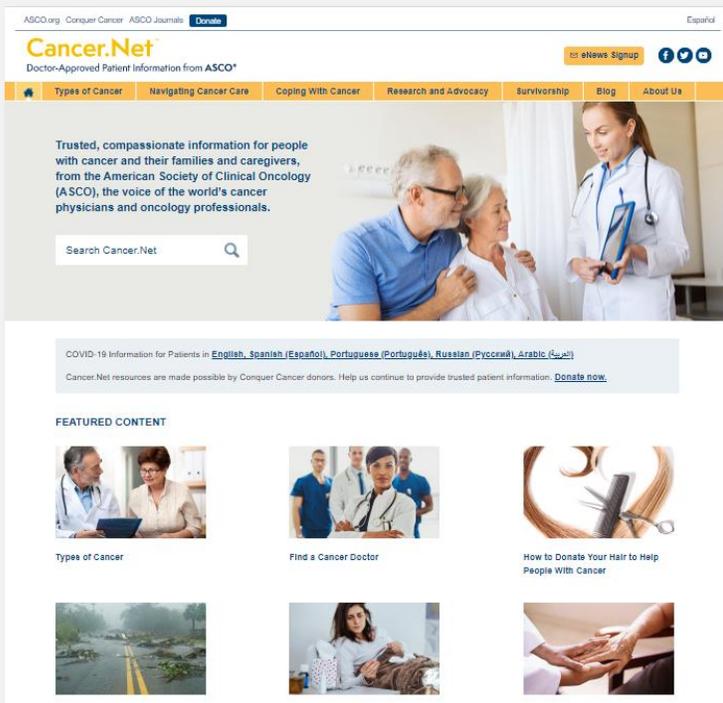
INTRODUCING: HEALTHGUARD

In response to the ‘Infodemic’ of health misinformation, we launched HealthGuard—a service designed to help users find trustworthy sources of health information while avoiding hoaxes.

The internet is not your doctor. But even before COVID-19, our data showed that 1 in 10 websites relied on by Americans for news and information each month publishes health misinformation, including dangerous, false cures or unreliable, out-of-context studies questioning legitimate treatments.

We launched HealthGuard, a version of NewsGuard focused specifically on health and medical misinformation, to arm patients, health care providers, insurers, and other health care institutions with a simple, practical tool to avoid unreliable sources of health information online.

**Which should I trust: Cancer.net or Cancer.news?
HealthGuard has the answer.**



A cancer information website owned by a nonprofit group that represents oncologists and other health and medical professionals.



Part of a network of sites promoting medical conspiracy theories and myths, including false cancer cures and falsehoods about vaccines and the COVID-19 pandemic.

HEALTHGUARD PARTNERSHIP

We partnered with Mount Sinai to offer HealthGuard to thousands of doctors and nurses, patients, and medical students.

In September, we launched our first major hospital system partnership, collaborating with Mount Sinai Health System in New York to offer HealthGuard to its employees, staff, students, and patients as a practical tool to avoid health and medical misinformation online.

Throughout the partnership, over 700,000 health workers, students, and patients will have free access to HealthGuard.



Protect yourself from health hoaxes
with HealthGuard



Download the HealthGuard browser extension—totally free

To help fight COVID-19 hoaxes and misinformation online, Mount Sinai has entered a licensing agreement with NewsGuard to provide its new HealthGuard desktop browser extension to patients, students, employees, and affiliates for free on the most recent versions of Chrome, Safari, Firefox, and Edge browsers through August 2021.

Users can download HealthGuard free to see detailed trust ratings for hundreds of health news and information websites. HealthGuard's red and green rating icons display next to links on search engines, social media pages, and other platforms, indicating whether a site is a trustworthy source of health information or not. Hover over the HealthGuard icon to see a summary of each site's rating or click through to see a more detailed analysis. The ratings system will show a red flag next to websites publishing COVID-19 myths and other misinformation and show a green check mark next to trustworthy sites.

“We know that patients inevitably turn to Google for questions related to their health and are directed to many sources for health information. The HealthGuard tool is a novel platform that helps our patients evaluate if a website is trusted and reliable.”

—Karen Wish
Chief Marketing Officer, Mount Sinai Health System

BRANDGUARD

NewsGuard helped advertisers, ad agencies, and ad-tech companies fund quality journalism—while avoiding ads on misinformation sources.

BrandGuard

Most online misinformation is funded by programmatic advertisements. The world's largest and most trusted brands end up sending advertising dollars to state-sponsored propaganda sites, health misinformation sites, conspiracy theorists, and hoax publishers looking to fool readers to generate clicks.

At the same time, many legitimate news publishers are left off advertisers' campaigns due to automated keyword "blocklists" that avoid all ad placements on pages that mention common news topics—like "COVID-19" or "Trump"—and, in some cases, even pages that mention terms like LGBT, Black, or Hispanic.

In 2020, we helped brands send ad dollars back to trustworthy news while keeping ads off of misinformation sites by expanding BrandGuard, a product for the advertising industry that uses NewsGuard's ratings of news sites to curate "Greenlists" of credible publishers while letting advertisers choose whether to allow ads on Red-rated misinformation sites.

"We are excited to be able to offer our clients high-quality news inventory with engaged audiences with the confidence that the news sites they advertise on are trustworthy and professional. Our partnership with NewsGuard has already helped expand the scope of quality inventory available while ensuring ads remain in brand-safe and brand-suitable environments."

—Joshua Lowcock
Chief Digital Officer, UM



BRANDGUARD PARTNERSHIPS

IPG MediaBrands Partnership

NewsGuard partnered with IPG MediaBrands to use NewsGuard’s data to help IPG’s clients curate their allowed lists of news and information sites—ensuring no unreliable sources appear while identifying new, credible publications that can be added to expand inventory.

MediaDailyNews

This Just In... IPG Mediabrands Brings NewsGuard To U.S. Media Buys

by Joe Mandese @mp_joemandese, November 18, 2020

At a time when media agencies are creating protocols to ensure their clients’ ads don’t show up in unsafe and/or unsavory content, IPG Mediabrands has agreed to begin using NewsGuard’s journalist-powered content ratings system for its digital news media buys in the United States, and other key markets.

NewsGuard -- which was founded by news media pioneer Steven Brill as a solution to the deluge of disinformation being promulgated by questionable publishers and sources -- relies on human intelligence as opposed to machine-learning algorithms to detect, organize and rate the veracity of news and information publishers.

A POWERFUL PARTNERSHIP



Reduce the threat of fake news, misinformation with Peer39 and NewsGuard
 Blog / By Alex White

Peer39 and NewsGuard have teamed up to help.

The internet has democratized publishing to the point where anyone can purchase a domain and spin up a website with no real oversight to what they're publishing - and that ease extends to social media. In March 2018, MIT released the results of the largest ever study on fake news. The findings showed that on Twitter, the falsehoods made the rounds faster than authentic news stories.

Concerns about fake news have been growing in recent years, but misinformation can spread just as quickly with unintended consequences. We're seeing this challenge in real time with the spread of health misinformation regarding the novel coronavirus (Covid-19) pandemic.

Peer39 and DSP Partnerships

Through our partnership with Peer39, NewsGuard’s ratings data are available to advertisers in a range of Demand-Side Platforms (DSPs), enabling advertisers to target Green-rated publishers or avoid misinformation sites with the click of a button when launching a campaign.

DSPs with NewsGuard Data



Meetrics Partnership

We announced a partnership with Meetrics in November, which will expand the impact of NewsGuard’s ratings in programmatic advertising to a greater number of advertisers in Europe.



BRANDGUARD IMPACT: SUPPORTING QUALITY NEWS

Case Study: Helping a major advertiser expand its advertising on credible news websites

We worked with a top professional-services company that spends hundreds of millions each year on programmatic advertising. The advertiser had worked with its agency to identify a list of credible news sites it would advertise on—while avoiding any sites that might be controversial.

But the list was mainly centered on a small number of national and international media brands—missing many mid-sized and local publishers. NewsGuard’s team worked with the advertiser to find more credible sites to advertise on.

Our review found **1,259 trustworthy news and information sites** with high NewsGuard scores of 85 out of 100 or higher that were not on the advertiser’s target list. That included **589 sites with perfect, 100-point trust scores from NewsGuard.**

Using these data, the advertiser can expand its target list of news sites, finding new inventory and opening up new advertising outlets with lower costs per ad impression.

BRANDGUARD IMPACT: AVOIDING ADS ON MISINFORMATION SITES

Case Study: Helping a large brand avoid millions of ad placements on misinformation websites.

We worked with a major advertiser with a longstanding, trusted brand that places programmatic ads targeted to users worldwide.

The advertiser wanted to ensure that none of its ads were appearing on health hoax sites, foreign propaganda, or other forms of mis- and disinformation.

After applying NewsGuard’s list of red-rated sites, the advertiser found that it had **avoided 7 million impressions on mis- and disinformation sites over a period of just a few months.**

These pages had made it through the filters applied by the company’s existing brand-safety and brand-suitability providers—but NewsGuard’s human-powered journalism had helped identify them. As a result, the advertiser avoided sending thousands of dollars in revenue to purveyors of hoaxes, myths, and dangerous falsehoods.

Recognition of NewsGuard's Work with Advertisers

"Advertisers who flee from news content in this time are not only damaging the journalism industry, they're endangering public health and safety. We applaud Peer39 and NewsGuard for offering brands a way to continue advertising on trusted news sources while avoiding misinformation sites."

—David Chavern
CEO, News Media Alliance



The logo for Amobee, consisting of the word "AMOBEE" in a bold, white, sans-serif font centered within a solid teal square.

"As COVID-19 continues to spread, the advertising industry has an inherent duty to support the fact-based journalism that the world depends on to ensure continued public access to accurate and timely information. ... To help our advertiser clients navigate this challenge, we are teaming up with NewsGuard."

—Amobee
Company Blog

"Our core competency is building ad products, so at some point our decisions become subjective. NewsGuard gives us the ability to use a respected third-party system, managed by experts."

—Max Dowaliby
Director of Product Management at TripleLift

The logo for TripleLift, with the word "triple" in a dark grey, lowercase, sans-serif font and "lift" in a bright orange, lowercase, sans-serif font.

The logo for Press Gazette, featuring the words "Press Gazette" in a large, bold, black, serif font. Below it, the tagline "FIGHTING FOR JOURNALISM" is written in a smaller, white, sans-serif font inside a red rectangular box.

"Press Gazette understands brand safety-conscious clients will add NewsGuard's green websites – which included all UK national newspaper websites – to their advertising whitelist, expanding their reach. NewsGuard has ranked more than 200 news websites in the UK, including a couple of dozen belonging to local newsbrands. "

— Press Gazette

NEWS LITERACY

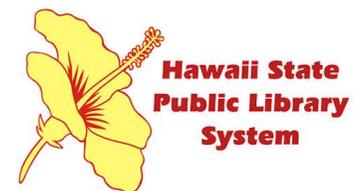
NewsGuard launched partnerships to provide its news-literacy browser extension and mobile apps to millions of students, educators, and library patrons worldwide.

Since our launch in 2018, NewsGuard has partnered with media-literacy advocates such as the National Association for Media Literacy Education and Public Libraries 2030—and with more than 750 public libraries, to advance news-literacy education.

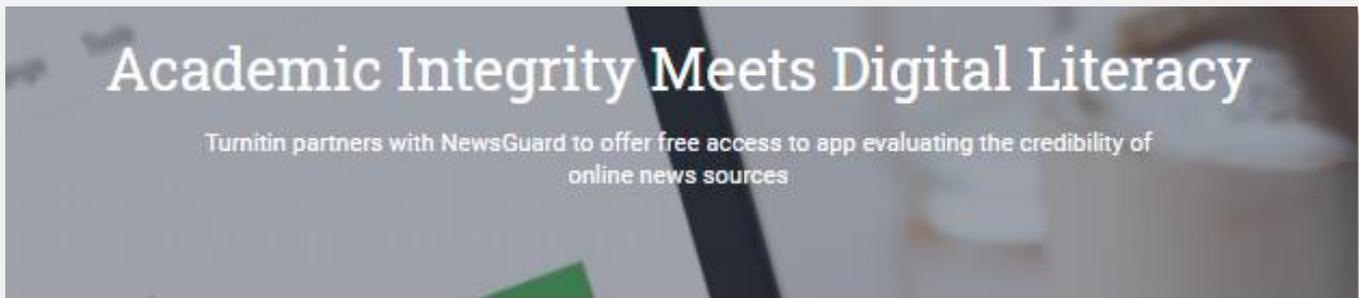
In 2020 we continued to expand this program by continuing to forge partnerships with libraries across the world—from Kansas City to London to Milan—in libraries reaching more than 7 million patrons per year.

We also launched a major partnership with Turnitin, bringing NewsGuard to students and educators in their thousands of partner schools reaching tens of millions of students worldwide.

Examples: News Literacy Partners



Our partnership with Turnitin added news and media literacy to Turnitin’s arsenal of tools for academic integrity and research.



Academic Integrity Meets Digital Literacy

Turnitin partners with NewsGuard to offer free access to app evaluating the credibility of online news sources

Exceptional solutions for exceptional times

Think critically about source credibility with the best tools at your fingertips

The ability to evaluate the reliability of a news source ensures the integrity of research and academic writing. Turnitin has partnered with NewsGuard to equip students and educators with the right tools to analyze online journalistic sources with ease and confidence, absolutely free.

Navigate 21st-century news with 21st-century skills

Imbue your work with integrity right from the source

In the wake of fake news and websites, everyone deserves to understand the legitimacy of journalistic sources. And as we transition to more remote learning, it's especially crucial to have the media literacy skills and tools to determine the reliability of sources. Turnitin's partnership with NewsGuard enables everyone to assess information critically.



Blog

Evaluating the Credibility of Sources in the Age of COVID-19

How Turnitin's partnership with NewsGuard helps to develop digital citizens who produce research and writing with...



Source Credibility Pack

Source Credibility Pack

An essential 21st-century skill is the ability to sort through and evaluate information critically in order to...



Video

What Is Real? Teaching Students How to Evaluate the...

Educators, librarians, and students find NewsGuard to be a valuable news-literacy resource.

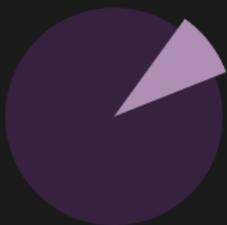
“In a post-truth era, NewsGuard is one of a few essential and pivotal tools to help the confused and bewildered make some sense of the blizzard of online misinformation, disinformation and malinformation. NewsGuard is like a virus protection for the truth—a key pillar of democracy.

—Grammar School teacher in Kent, U.K.

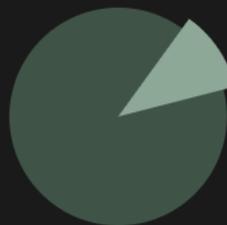
“As educators, we continue to try to communicate that all sources have bias, and assign tasks such as annotated bibliographies. However, students often choose the path of least resistance, and want to quickly Google information. ... The idea of quick “Nutrition Labels” is so valuable, as it speaks to students’ desire for efficiency, but teaches them to look at sources critically. I can tell them this until I am blue in the face, but NewsGuard SHOWS it to them.”

—Educator, Dougherty Valley High School, CA

Survey of Libraries Using NewsGuard:



91% strongly agreed or agreed that NewsGuard helps them personally better understand news and information websites.



89% strongly agreed or agreed that NewsGuard helps their patrons or students better understand news and information websites.



80% said they would like social media and search engines to include NewsGuard ratings and write-ups in their news feeds and search results.

NewsGuard surveyed 46 members of library staff at the Los Angeles Public Library and Hawaii State Public Libraries in Spring 2019, a few months after the libraries had deployed the browser extension, to hear about staff and patron experiences.

Praise for NewsGuard's News-Literacy Tools

"NewsGuard is far and away the best resource we have found that lets people evaluate just what the internet is bringing to their screens. That NewsGuard uses upfront criteria and highly qualified professionals in evaluating websites—and makes these recommendations without hindering access in any way—is just a real benefit to anyone using the internet today."

—Sean Farrell

Director of The Library of Hattiesburg Petal & Forrest County (MS)

"Adding this service on computers used by our library patrons continues the long tradition of librarians arming readers with more information about what they are reading."

— Stacey Aldrich

Hawaii State Librarian

"Our paper quality went up a lot once we started using NewsGuard [...] It's an excellent tool as a teacher when the students are able to figure something out without us having to add another lecture or add another mini lesson. We just have the tools. We put the tools in their hands and the wonderful thing about NewsGuard is that it's a tool they can use well past having us as a teacher."

—Teacher

Cienega High School, Arizona

"With the NewsGuard extension installed, it's easy to scroll over the icon and see if a source meets the criteria of transparency and credibility. If we want to, we can click to see how the determination was made. Otherwise, it's automatic and instant. Suddenly, we're more informed than we were. Why wouldn't we go for that?"

—Joel Shoemaker

Director, Illinois Prairie District Public Library

REPORTING ON POLITICAL PROPAGANDA

NewsGuard’s analysts rated and tracked dozens of sites posing as regular local news—but secretly funded by partisan interests.

NewsGuard’s team rated, tracked, and reported on a growing trend in political news: websites with names that sound like legitimate local news publishers—but that are secretly funded by partisan interests such as campaigns, PACs, or other political groups across the political spectrum. These sites at once exploit and undermine Americans’ trust in local news, mixing biased, sensational, and sometimes outright false reports into local news stories, particularly in states and districts with competitive elections.

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2020/02/07/conservative-outsider-tennessee-senate-candidate-manny-sethi-explains-why-hes-running-and-top-priorities/

tennesseestar.com

Proceed with caution: This website fails to meet several basic standards of credibility and transparency.

A conservative news and commentary site focused on U.S. and Tennessee politics that does not disclose staff members' connections to political figures and organizations that the site covers.

Score: 57/100

CREDIBILITY	TRANSPARENCY
✓ Does not repeatedly publish false content	✓ Website discloses ownership and financing
✗ Gathers and presents information responsibly	✓ Clearly labels advertising
✗ Regularly corrects or clarifies errors	✓ Reveals who's in charge, including any possible conflicts of interest
✗ Handles the difference between news and opinion responsibly	✓ The site provides names of content creators, along with

room.com

couriernewsroom.com

Proceed with caution: This website fails to meet several basic standards of credibility and transparency.

A political news site launched in late 2019 that mainly produces positive news coverage of moderate congressional Democrats in competitive districts, without disclosing its partisan agenda.

Score: 57/100

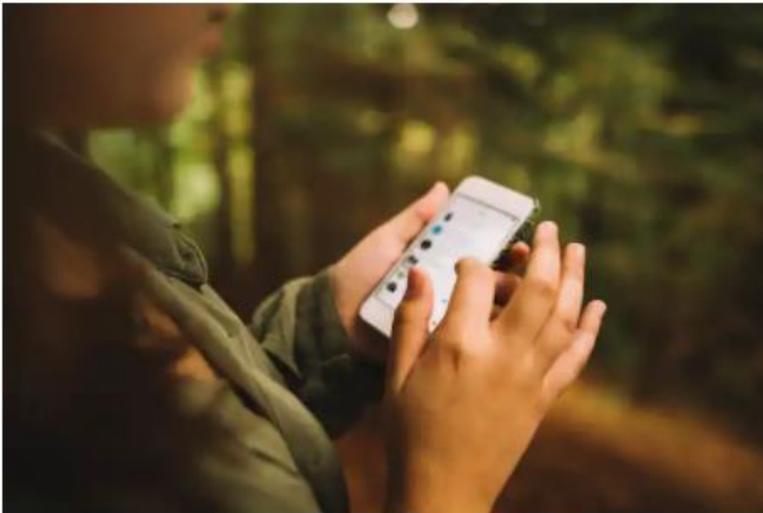
CREDIBILITY	TRANSPARENCY
✓ Does not repeatedly publish false content	✗ Website discloses ownership and financing
✗ Gathers and presents information responsibly	N/A Clearly labels advertising
✓ Regularly corrects or clarifies errors	✗ Reveals who's in charge, including any possible conflicts of interest
✗ Handles the difference between news and opinion responsibly	✓ The site provides names of content creators, along with either contact or biographical information
✓ Avoids deceptive headlines	

REPORTING ON POLITICAL PROPAGANDA

The Washington Post

Opinions

Is it local news, or just local propaganda?



(iStock)

Opinion by Gabby Deutch

Feb. 6, 2020 at 8:03 a.m. EST

Gabby Deutch is the Washington correspondent for NewsGuard, a New York-based nonpartisan organization that reviews news sites to combat misinformation.

Amid rising medical costs and proclamations by Democratic presidential candidates that America's health-care system needs an overhaul, a website called Courier Newsroom published a story last month with a rare positive spin on the problem. The [article](#) suggested that Rep. Abby Finkenauer, an Iowa Democrat who unseated a Republican incumbent in 2018, had succeeded in bringing federal dollars to a community health clinic in her district.

Courier Newsroom was created in November with the goal, its founders said, of restoring trust in the media by building "local reporting infrastructure in states across the U.S." Courier Newsroom Editor in Chief Lindsay Schrupp [wrote in a column](#) that the news organization wants to unite Americans over shared truths: "If local news disappears, so does our democracy."

A news organization investing in local journalism seems like a welcome development, right?

Maybe not. In reality, Courier Newsroom is a clandestine political operation, publishing, among other things, positive stories about moderate Democrats who face difficult reelections in November. Courier's [main backer](#) is Acronym, a liberal dark-money group that has invested heavily in Democratic digital advertising and campaign technology — including Shadow Inc., the tech company behind the app that was supposed to report the results of Monday's Iowa caucuses. Its failed app aside, Acronym has already laid the groundwork to have an outsize impact on the 2020 elections.

Through a \$25 million [investment](#) in Courier and affiliated [sites](#) in six battleground states, Acronym aims to reshape the digital media ecosystem by taking advantage of Americans' trust in local

"Courier Newsroom was created in November with the goal, its founders said, of restoring trust in the media by building "local reporting infrastructure in states across the U.S." ...

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Through a \$25 million investment in Courier and affiliated sites in six battleground states, Acronym aims to reshape the digital media ecosystem by taking advantage of Americans' trust in local journalism."

— Reporting by Gabby Deutch,
NewsGuard Washington Political
Correspondent

TRACKING 2020 ELECTION MISINFORMATION

Our political team catalogued voting and election hoaxes—and the websites and accounts spreading them—leading up to and following the 2020 U.S. elections.

In one of the most partisan and polarized election seasons ever, misinformation about voting, election integrity, and alleged voter fraud spread rampantly online. NewsGuard’s team of analysts tracked the top election myths and the accounts spreading them in our 2020 Election Misinformation Tracking Center.

Our election coverage has turned up **18 major election and voting myths** spreading across **143 Red-rated websites**. Our team is continuing to track as myths and falsehoods continue to spread widely online.

Example: NewsGuard Ratings on Election Misinformation

The screenshot shows a NewsGuard rating overlay on a website article. The article is from 'GREATGAMEINDIA' and is titled 'INTEL: US Military Raided Scytl Servers In Germany For Evidence After Vote Switching Scandal'. The NewsGuard overlay shows a 'Proceed with caution' warning, a score of 12.5/100, and a list of credibility and transparency issues.

Proceed with caution: This website severely violates basic journalistic standards.

An India-based news and politics site that has promoted false and unsubstantiated health care conspiracy theories.

Score: 12.5/100 [See the full Nutrition Label →](#)

CREDIBILITY	TRANSPARENCY
✗ Does not repeatedly publish false content	✗ Website discloses ownership and financing
✗ Gathers and presents information responsibly	✓ Clearly labels advertising
✗ Regularly corrects or clarifies errors	✓ Reveals who's in charge, including any possible conflicts of interest
✗ Handles the difference between news and opinion responsibly	✗ The site provides names of content creators, along with either contact or biographical information
✗ Avoids deceptive headlines	

SPOTLIGHT: NEWSGUARD REPORTS ON QANON'S SPREAD TO EUROPE

Special Report: QAnon in Europe

QAnon's Deep State conspiracies spread to Europe

By *Chine Labbe, Virginia Padovese, Marie Richter and Anna-Sophie Harling*

QAnon started in the US in **October 2017** with posts by an **anonymous 4Chan user known as Q**. Q — who soon amassed thousands of followers— claimed to be a **White House insider with “Q-level” security clearance** and access to classified information.

According to QAnon followers, US President Donald Trump is on a secret mission to rid the world of a cabal of elites, including Hillary Clinton, Bill Gates, and George Soros. These elites control a **Deep State that hides a sprawling network of “pedocriminals.”**

The theory has **now been espoused by at least a dozen US congressional candidates**. Q followers have been instrumental in fueling the popularity of **Pizzagate**, a conspiracy theory that emerged in 2016 and claims that former US presidential candidate Hillary Clinton and other top Democrats were involved in a child sex ring run out of a pizza restaurant in Washington, D.C.

On July 21, 2020, **Twitter announced that it had removed over 7,000 QAnon accounts** from the platform. “We’ve been clear that we will take strong enforcement action on behavior that has the potential to lead to offline harm,” **Twitter’s safety team wrote on Twitter**. “In line with this approach, this week we are taking further action on so-called ‘QAnon’ activity across the service,” it added, saying it would “permanently suspend accounts Tweeting about these topics.” A year earlier, **Yahoo News revealed** that the FBI had listed QAnon as a **potential domestic terrorism threat**.

But while the conspiracy’s growth in the US has been an outward and visible process, what has gone less noticed is **QAnon’s extensive root growth and spread in Europe**. There, QAnon narratives are feeding on local context, and slowly but surely attracting more followers — both through popular local misinformation websites, and even celebrities and politicians who are spreading the Q gospel.

While global QAnon conspiracies are still typically US-centric in nature and spread by pro-Trump social media accounts, **we are witnessing the adaptation of these theories into EU-centered — or even local — narratives**, where they merge with pre-existing conspiracies and groups. In

In July, NewsGuard’s team reported on a new trend: the spread of the QAnon conspiracy theory from the U.S. to European countries.

NewsGuard’s reporting identified dozens of website and social media accounts devoted to the conspiracy theory in Europe with 448,760 followers or members across four European countries.

The groups created local variations of the U.S.-based falsehoods typically cited by believers in Qanon, adapting the conspiracy theory to meet the specific political and cultural landscapes of each European country.

NewsGuard’s reporting on Qanon in Europe was cited by CNN, Politico, France24, and other global media outlets.

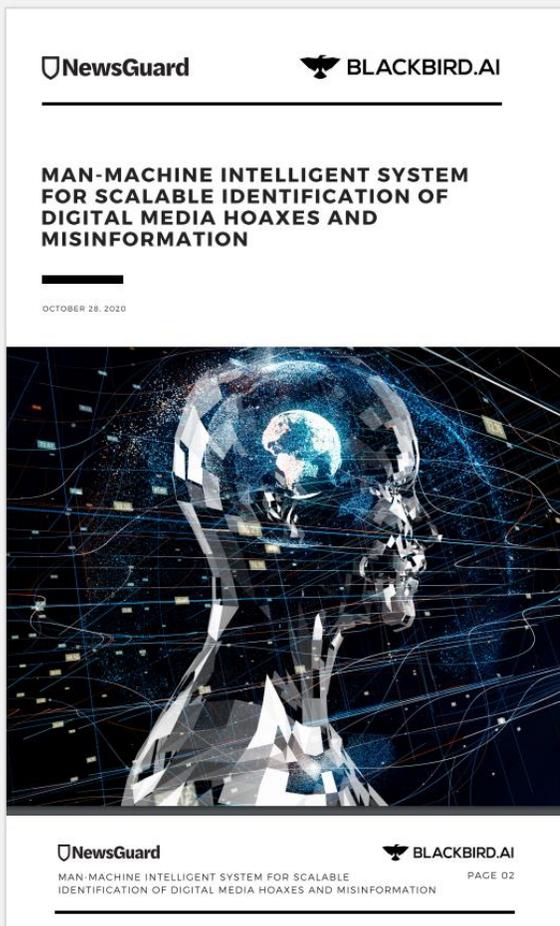
INTRODUCING: MISINFORMATION FINGERPRINTS™

Leveraging our unique, bird’s eye view of online misinformation, we launched a new product—Misinformation Fingerprints™ — designed to work with AI and social listening tools at scale.

Building on the work of NewsGuard’s ratings of thousands of news and information sources worldwide, we built a catalogue of known hoaxes and misinformation narratives purpose-built to be used by AI and social listening tools to find content that matches a particular false claim or narrative.

This dataset, which we call our Misinformation Fingerprints™, is designed to be a set of unique identifiers for particular hoaxes—with all the data seeds an algorithm needs to search for that hoax across platforms, social media sites, and the open web. Using our Fingerprints™, partners can track the provenance of a false claim and identify new instances of it in real time.

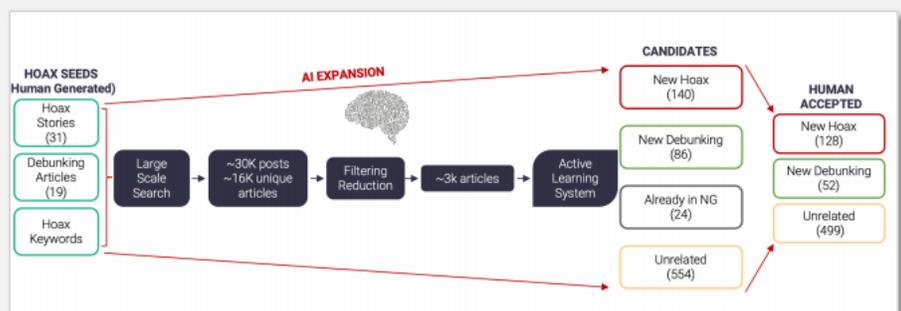
Tests with AI partners show promising results



We partnered with Blackbird.AI, an artificial intelligence company focused on social media and open web monitoring, to test the application of our Fingerprints™ at scale.

We published the results in a joint white paper.

The test “surfaced a wide range of instances of both hoaxes on Twitter, YouTube, and the open web,” including large pages and accounts that had not been flagged by social media company fact-checkers.



MISINFORMATION FINGERPRINTS: PARTNERS

We're working with the U.S. State Department and Pentagon to test the potential of our Misinformation Fingerprints™ to track state-sponsored disinformation at scale.



U.S. DEPARTMENT *of* STATE U.S. DEPARTMENT OF DEFENSE

In September, NewsGuard won a contest from the National Security Innovation Network (NSIN), a joint program run by the State Department and Department of Defense seeking solutions that would help the agencies “evaluate disinformation narrative themes in near real time.”

Through the grant, our Misinformation Fingerprints™ are being used with AI/ML social-listening tools to monitor content containing state-sponsored mis- and disinformation and to identify the main sources publishing known false narratives.

With the cybersecurity industry populated largely by AI and machine-learning tools, NewsGuard’s human intelligence approach proved a unique and valuable offering. “We were surprised to see that a solution like NewsGuard’s using human intelligence could work so well,” said Dan Madden, Director for the Mid-Atlantic Region of NSIN.

GIPHY uses our Misinformation Fingerprints™ to improve content moderation across its platform

GIPHY, a large .GIF-based video and image platform licensed NewsGuard’s Misinformation Fingerprints™ to equip its team of content moderators and make them more efficient at identifying problematic content for review.



If a post contains keywords, hashtags, phrases, or images that match a fingerprint in the NewsGuard database, moderators know the content may violate the platform’s policies and can take action or escalate the content to a more senior member of the content moderation team.

RESEARCH PARTNERSHIPS

NewsGuard's data was cited in reports from a range of research and academic partners.

In order to fight misinformation, we need to understand misinformation—where it comes from, how it spreads, and the scale of the problem worldwide and for specific platforms and topic areas.

To advance that goal, NewsGuard partners with researchers and academic institutions that study mis- and disinformation online. Below are some of the key findings using NewsGuard's data from 2020:

The German Marshall Fund cites NewsGuard's data in its reporting on misinformation. In its report, "The Rise of the Parapolitical Sites as the Leading False-Content Producers," GMF used NewsGuard's data to identify a shift in misinformation from overtly political sites toward lifestyle sites pushing health hoaxes and other misinformation.

G | M | F

The German Marshall Fund
of the United States

STRENGTHENING TRANSATLANTIC COOPERATION



Avaaz used NewsGuard's data to report on the spread of health misinformation on Facebook. Avaaz's research identified "health misinformation spreading on networks with an estimated 3.8 billion views in the last year," and noted that only 16% of the false posts it identified had warning labels from Facebook.

The University of Michigan uses NewsGuard's data for its "Iffy Quotient," an ongoing metric tracking the amount of consumption of misinformation sources on social media each month. UM uses NewsGuard to determine which sources are "Iffy."

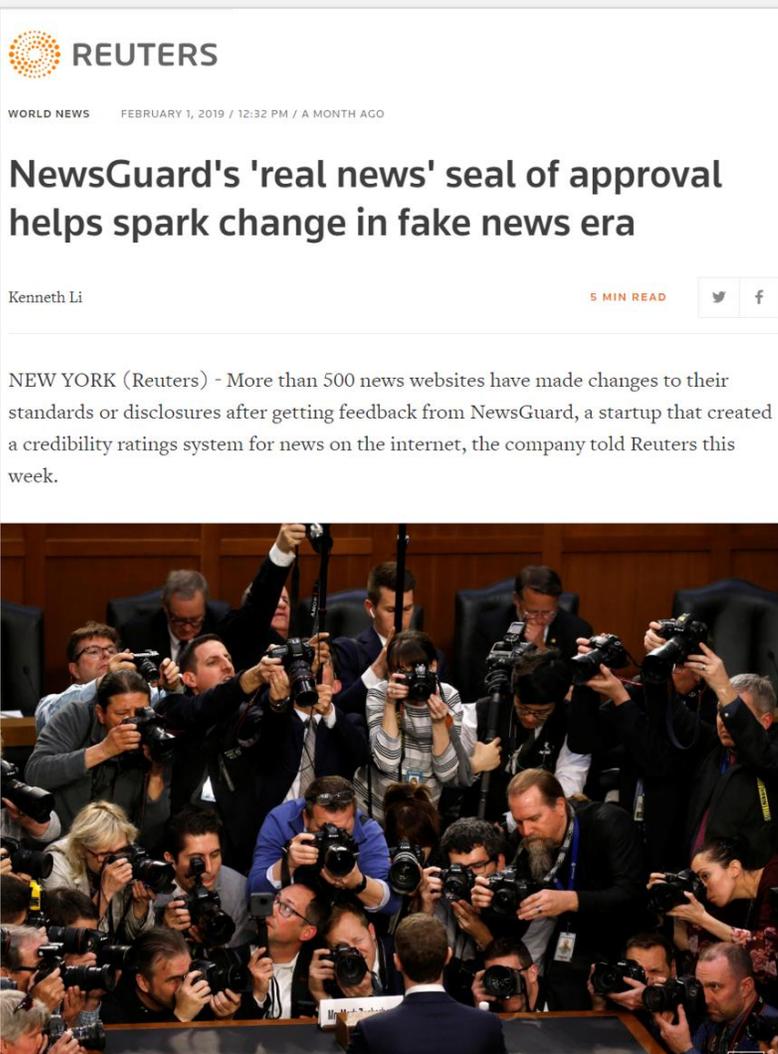


SUPPORTING QUALITY JOURNALISM

NewsGuard's reporting has led hundreds of publishers to improve their credibility or transparency practices.

When NewsGuard's analysts determine a site may fail even one of our nine criteria for credibility and transparency, we don't just publish our findings: First, we contact the site for comment with multiple emails or calls. By engaging publishers, we give them an opportunity to resolve any issues or point us to information we might have missed in our initial review. This practice is a basic element of fairness and is why our ratings have stayed completely apolitical—focused entirely on the nine criteria and nothing more.

When we contact publishers, we find that many are eager to improve their practices to help build more trust with readers. In fact, over 1,000 publishers have improved their journalistic practices in some way—from adding clearer disclosure of ownership to adding a corrections policy to adding fact-checking processes—due to NewsGuard's work.



REUTERS

WORLD NEWS FEBRUARY 1, 2019 / 12:32 PM / A MONTH AGO

NewsGuard's 'real news' seal of approval helps spark change in fake news era

Kenneth Li 5 MIN READ [Twitter](#) [Facebook](#)

NEW YORK (Reuters) - More than 500 news websites have made changes to their standards or disclosures after getting feedback from NewsGuard, a startup that created a credibility ratings system for news on the internet, the company told Reuters this week.



Examples:

- Newsweek and Yahoo improved their corrections policies
- Reuters, Fortune, Times of London, the Sun (London), and MailOnline added information about their journalists
- Forbes, Providence Journal and Sacramento Bee labeled advertising more clearly
- Al Jazeera for the first time disclosed its Qatar government ownership.

SUPPORTING QUALITY JOURNALISM

Publishers cite their Green NewsGuard ratings to help build trust with readers, generate traffic, or sell subscriptions.



INDEPENDENT

The Independent is awarded 100% trust rating by media watchdog NewsGuard

Media standards organisation assesses thousands of news outlets around the world for trustworthiness

*The Independent employs over 100 journalists around the world to bring you news you can trust. To support truly independent journalism, please consider making a **contribution** or taking a **subscription**.*

The *Independent* has been awarded a 100 per cent trust rating by NewsGuard, a leading international watchdog for online news media.

The group calculates independent ratings for thousands of news organisations around the world, assessing credibility by checking for false content, deceptive headlines, blurring between news and opinion and the distortion of information.

NewsGuard also analyses how outlets handle errors and their own transparency, including ownership, financing and advertising.

The *Independent* joins news organisations such as the *Washington Post*, *New York Times* and *The Guardian* in having achieved a 100 per cent rating from NewsGuard.

The former editor of *The Independent*, Christian Broughton, who became managing director last week, said: "Honest, independent reporting has always been our absolute priority."

The Economist

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- ✓ We **filter out the noise** of the daily news cycle and analyse the trends that matter
- ✓ We give you rigorous, deeply researched and fact-checked journalism. That's why Americans named us their **most trusted news source** in 2017
- ✓ **Available wherever you are**—in print, digital and, uniquely, in audio, fully narrated by professional broadcasters



This website adheres to all nine of NewsGuard's standards of credibility and transparency.

Hays Post's journalism receives a 'green' rating from NewsGuard

Posted Nov 24, 2019 5:55 AM



[LEARN MORE](#)

In November 2019, Hays Post was rated by NewsGuard, an international organization that employs trained journalists to rate and review thousands of news websites for credibility and transparency.

Hays Post received a green rating for its high journalistic standards.

NewsGuard uses nine journalistic criteria to rate each website. To learn more about



THE CENTER FOR PUBLIC INTEGRITY

Center for Public Integrity earns perfect score as trusted news site

Once upon a time — about five years ago — “fake news” was just that: partisan propaganda or deliberate misinformation masquerading as legitimate journalism.

Of late, “fake news” is frequently whatever President Donald Trump dislikes, regardless of an offending news report's accuracy or merit.

Perhaps unsurprisingly, surveys indicate public trust in mass media, particularly among Republicans, now sits near a modern nadir.

So here's some good news — and real news, at that: Journalism reliability project NewsGuard has given our nonprofit investigative news organization a perfect score for credibility and transparency.

Only about one in five of the more than 4,000 websites that NewsGuard reviews has received a perfect 100-for-100 score, said Steven Brill, the company's co-CEO.

NewsGuard

Thank You to Our Partners

