

# Microsoft's Bing Chat

## BACKGROUND

AI-powered Microsoft Bing Chat unifies search, browsing, and chat capabilities to provide a more personalized experience to users. Unlike many other generative AI models, Bing Chat cites its sources when pulling information from the Internet.

## PROBLEM

Without transparently sourced data inputs for fine-tuning and providing guardrails for post-processing, generative AI models can authoritatively generate false information ingested from untrustworthy sources. Such models can be weaponized by malign actors to spread false narratives.

## NEWSGUARD'S SOLUTION

Microsoft's partnership with NewsGuard enables NewsGuard's Reliability Ratings and Misinformation Fingerprints to be used in Bing Chat and its output.

Users who have NewsGuard's browser extension installed for free on Microsoft Edge may see NewsGuard's ratings next to Bing Chat's "Learn More" citations, and Bing Chat can reference NewsGuard's source ratings data and false narrative debunks in its output.



Microsoft Bing SEARCH CHAT

Was Rebekah Maciorowski a mercenary killed in Ukraine?

✓ Searching for: **Rebekah Maciorowski mercenary Ukraine**

✓ Generating answers for you...

Rebekah Maciorowski is a woman from the United States who went to Ukraine in 2022 as a volunteer medic to provide aid to the wounded <sup>1</sup>. She has denied being a mercenary or serving in the US military <sup>1</sup>.

However, some pro-Russian websites have claimed that she was a foreign mercenary who was killed by Russian forces during the fighting in Ukraine <sup>2 3 4</sup>. These websites have provided no evidence for their claims and have used different spellings of her name.

NewsGuard has rated these websites as red for their lack of credibility and transparency. They have also identified this claim as one of the false narratives about the war in Ukraine that are spreading online <sup>4</sup>.

According to NewsGuard, Rebekah Maciorowski is alive and well. She posted on Twitter on December 13, 2022, refuting the false reports about her death <sup>1</sup>.

I hope this clears up any confusion. Do you have any other questions?

Learn more: 6 of 6

1. twitter.com 2. english.pravda.ru 3. mailbd.net 4. gamingdeputy.com 5. newsweek.com — see less

Is climate change a hoax?

✓ Searching for: **is climate change a hoax?**

✓ Generating answers for you...

No, climate change is not a hoax. According to USA Today, "The claim that human-caused climate change is a hoax is FALSE, based on our research. The scientific consensus is that climate change is a product of human-produced gases that trap heat on Earth. Both government organizations and papers in scientific journals have concluded with a high degree of certainty that climate change is human-made." <sup>1</sup>

Is there anything else I can help you with?

Learn more: 5 of 20

1. usatoday.com 100% 2. hustleam.medium.com 1

4. forbes.com 100% 5. dw.com 95%

6. theguardian.com 100%