



Googling the News Source: What Users Want to Know When Assessing Credibility

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Search Engine Results Pages (SERP)

The image shows a Google search for "boston globe". The search bar contains "boston globe" and the search button is a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Shopping", "Maps", "News", "More", "Settings", and "Tools". The search results show "About 202,000,000 results (0.73 seconds)".

The first search result is for "Boston Globe® Digital Access | Only 99¢/Week for 8 Weeks" with a link to [subscribe.bostonglobe.com/Official](https://www.bostonglobe.com/Official). Below this is a red circle highlighting the link to "The Boston Globe" at <https://www.bostonglobe.com/>.

Below the search results are sections for "Sports" and "Business". Under "Sports" is a red circle highlighting the link "Latest from bostonglobe.com".

The "Business" section contains three article cards:

- Harvard, MIT share \$9 million gift to study marijuana's health effects** - The Boston Globe, 11 hours ago
- Boston's dorm requirements only make things worse for college students like...** - The Boston Globe, 11 hours ago
- 'It's go time.' How Kyrie Irving has prepared the Celtics for their close-up** - The Boston Globe, 1 day ago

On the right side of the page is a knowledge panel for "The Boston Globe". The panel includes the following information:

- The Boston Globe** - Newspaper
- [bostonglobe.com](https://www.bostonglobe.com)
- The Boston Globe is an American daily newspaper founded and based in Boston, Massachusetts, since its creation by Charles H. Taylor in 1872. [Wikipedia](#)
- Editor:** Brian McGroary
- Headquarters:** Exchange Place; Boston, Massachusetts, U.S
- First issue date:** 1872
- Format:** Broadsheet
- Owner:** John W. Henry
- Awards:** Pulitzer Prize for Public Service, MORE
- Nominations:** Pulitzer Prize for Investigative Reporting, MORE

Below the knowledge panel are sections for "AWARDS" and "WRITES ABOUT".

- Pulitzer Prize for National Reporting**: This Pulitzer Prize has been awarded since 1942 for a distinguished example of reporting on national affairs. In its first six years, it was called the Pulitzer Prize for Telegraphic Reporting ...
- Pulitzer Prize for Public Service**: The Pulitzer Prize for Public Service is one of the fourteen American Pulitzer Prizes annually awarded for journalism. It recognizes a distinguished example of meritorious public...

The "AWARDS" section also includes "Awarded: Year: 1901" and "Awarded: Years: 2003, 1976, 1966".

Emma Lurie '19 ACM Web Sci Paper

Session: Flow, Information and News

WebSci'18, May 27-30, 2018, Amsterdam, Netherlands

Investigating the Effects of Google's Search Engine Result Page in Evaluating the Credibility of Online News Sources

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ABSTRACT

Recent research has suggested that young users are not particularly skilled in assessing the credibility of online content. A follow-up study comparing students to fact checkers noticed that students spend too much time on the page itself, while fact checkers performed "lateral reading", searching other sources. We have taken this line of research one step further and designed a study in which participants were instructed to do lateral reading for credibility assessment by inspecting Google's search engine result page (SERP) of unfamiliar news sources. In this paper, we summarize findings



What are Knowledge Panels?

The Wellesley Townsman 

Newspaper


The Wellesley Townsman is a paid weekly, local newspaper in Wellesley, Massachusetts. It is currently owned by GateHouse Media. [Wikipedia](#)

Circulation: 6,500


Founded: April 1906

Editor: Cathy Brauner

People also search for: [The Westwood Press](#), [The Medfield Press](#), [MORE](#)

The New York Times 

Newspaper

 nytimes.com

Related event

2019 James Beard Media Awards

Award ceremony · Apr 26

Winner: [Publication of the Year](#)

The New York Times is an American newspaper based in New York City with worldwide influence and readership. Founded in 1851, the paper has won 127 Pulitzer Prizes, more than any other newspaper. The Times is ranked 17th in the world by circulation and 2nd in the U.S. [Wikipedia](#)

Publisher: [A.G. Sulzberger](#)

First issue date: September 18, 1851

Headquarters: [The New York Times Building](#); 620 Eighth Avenue; New York City, New York 10018

Owner: [The New York Times Company](#)

Columnists: [Paul Krugman](#), [David Brooks](#), [Thomas Friedman](#), [MORE](#)

Did you know: The New York Times is the second-most-circulated newspaper in the US (2,101,611 average circulation). [wikipedia.org](#)

[AWARDS](#) [WRITES ABOUT](#)

Pulitzer Prize for Explanatory Reporting

The Pulitzer Prize for Explanatory Reporting has been presented since 1998, for a distinguished example of explanatory reporting that illuminates a significant and complex subject.

Awarded:


Pulitzer Prize for Public Service

The Pulitzer Prize for Public Service is one of the fourteen American Pulitzer Prizes annually awarded for journalism. It recognizes a distinguished example of meritorious public

Awarded:



Research Goals

- Analyze Search Engine Result Pages and the contents within Knowledge Panels
 - Identify the factors that users consider when evaluating the credibility of news sources
 - Address the differences in the quality of content displayed within Knowledge Panels
- 

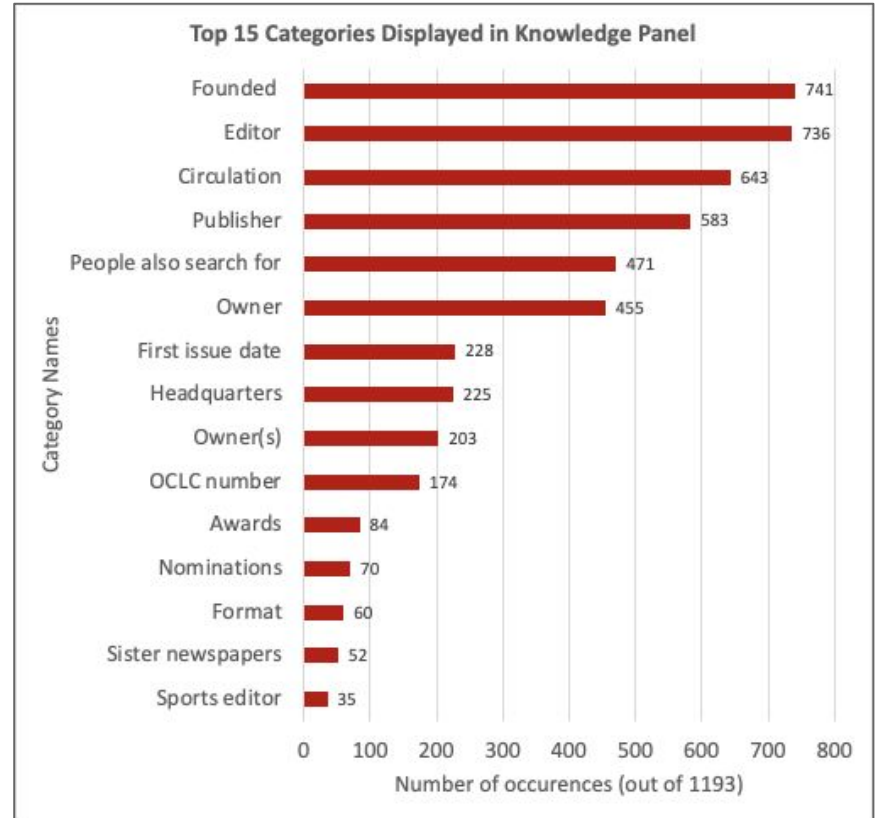
Analysis of Google Knowledge Panels

5026 newspapers in the USNPL dataset

24% of the newspapers had Knowledge Panels

48 unique category fields within the Knowledge Panels

62% of the Knowledge Panels contained the categories “Founded” and “Editor”



Study of Credibility Signals



Please list at least three criteria that you consider when evaluating the credibility of a **news source**. (e.g. "undergraduate enrollment" would be a possible criteria for evaluating a college or university.)

1.
2.
3.
4.
5.



A list of all previously chosen categories is listed below. Select **up to seven categories** that would be helpful in evaluating the credibility of a news source.

Owner(s) (e.g. Edward Todd)

Company (e.g. Newsday Media)

Business status (e.g. Non-profit)

Founded (e.g. 1961)

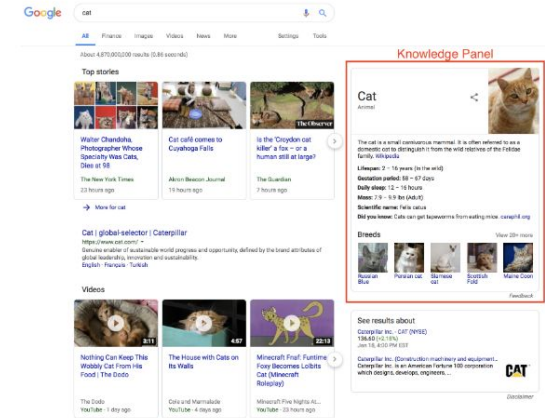
Topic(s) (e.g. economics, politics, entertainment)

Political alignment (e.g. Independent)

Religious affiliation (e.g. Christian)

Identity affiliation (e.g. African American)

Below is a picture of a **Google Search Engine Results Page** containing a **knowledge panel**.

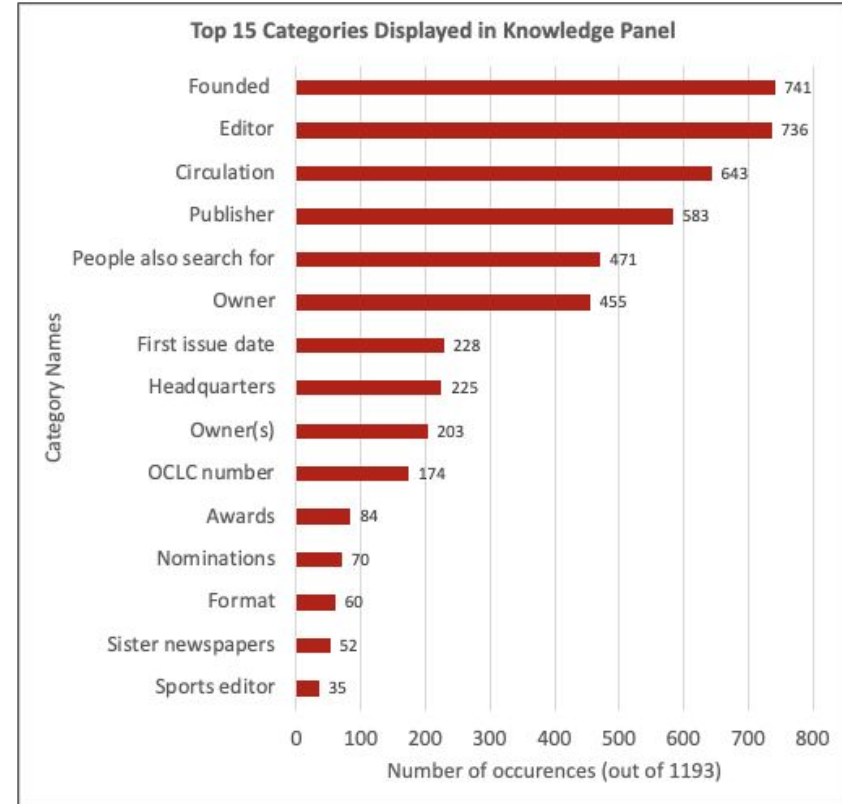
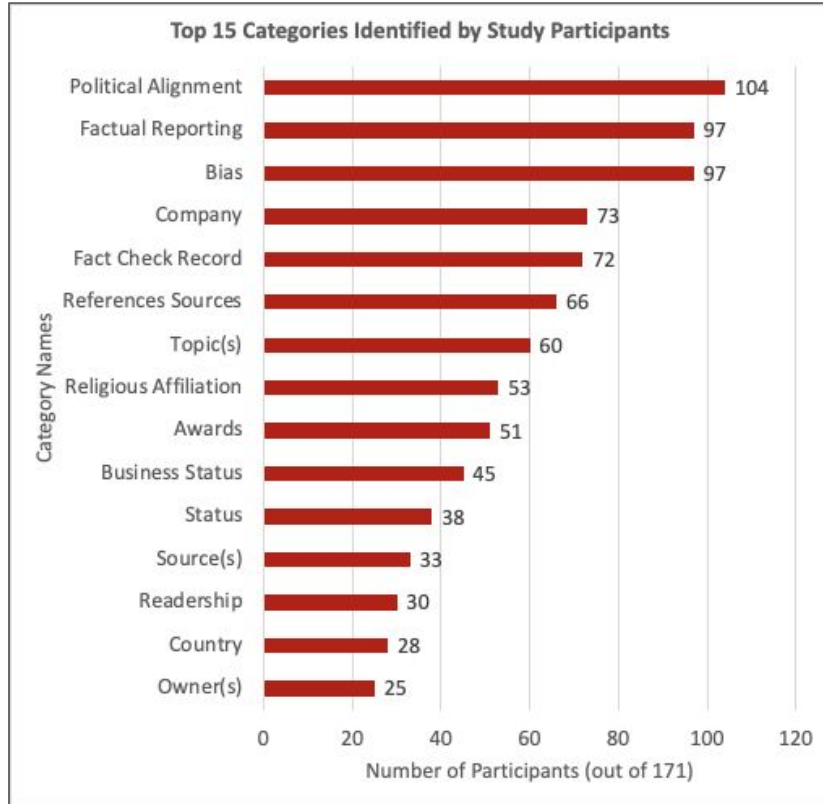


Have you ever noticed a knowledge panel (like the one pictured above in the red rectangle) on the Google results page?

Yes

No

Wellesley Survey Results



Wellesley Survey Results

Code	Example(s)
Author	“Reputability of Author” “Author Expertise”
Bias	“Unbiased stance”
Reputation	“How reputable the source has been in the past”
Sources	“How (and what) sources were used”
Staff Experience	“Expertise in the area of reporting”
Political Affiliation	“Does it seem biased towards one political party?”
History	“Previous History”
Consistency	“Information corroborated by other sources” “Consistency with well accepted and proven claims”
Website	“Website appearance”
Evidence	“Does it back up its claims with evidence?” “First-hand accounts/ witnesses”
Objective/ Neutral	“Balanced, objective rhetoric”
Familiarity	“Name recognition”

Infoboxes & Knowledge Panels

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Circulation: 6,500

Founded: April 1906

Editor: Cathy Brauner

People also search for: [The Westwood Press](#), [The Medfield Press](#), [MORE](#)

The New York Times

Newspaper

[nytimes.com](#)

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Awarded:

Wikipedia's Infobox - Wellesley Townsman

The Wellesley Townsman

From Wikipedia,

The [Wellesley Media](#).

History [e]

Debuting in Apr many New Engl [MetroWest Daily](#) network.^[3]

The Townsman teens,^[4] and the suicide, the pap

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- ↑ Fetters,

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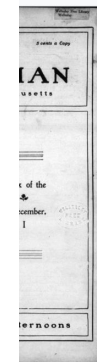
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[MORE](#)

wnsman



man, from 1906

paper

lishing Company, edia.

r

ssachusetts,

United States


Circulation 6,500

Wikipedia's Infobox - The New York Times

Type	Daily newspaper
Format	Broadsheet
Owner(s)	The New York Times Company (Carlos Slim (17%)) ^[1]
Founder(s)	Henry Jarvis Raymond George Jones
Publisher	A.G. Sulzberger
Opinion editor	James Bennet
Sports editor	Jason Stallman ^[2]
Photo editor	Michele McNally
Staff writers	1,300 news staff (2016) ^[3]
Founded	September 18, 1851; 167 years ago (as New-York Daily Times)
Headquarters	The New York Times Building 620 Eighth Avenue New York City, New York 10018
Country	United States
Circulation	571,500 Daily ^[4] 1,087,500 Sunday ^[4] 2,900,000 Digital-only ^[5] (as of May (Sunday) / November (daily) 2016 / (Digital-only) Aug 2018)
ISSN	0362-4331  (print) 1553-8095  (web)
OCLC number	1645522 
Website	www.nytimes.com 
Media of the United States List of newspapers	

The New York Times

Newspaper

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Wellesley's Wikipedia Edit-a-Thon Engages Students in Information Literacy Efforts

December 7, 2018



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