

News Item

Google enables Covid-19 disinformation sites to make money, report finds | Press Gazette

By William Turvill August 7, 2020

A new University of Oxford report has exposed how Covid-19 disinformation websites are able to use Google's search engine and advertising platform to achieve "financial viability and success".

The <u>Oxford Internet Institute study</u> found that some of the websites are equal in search rank to established newsbrands.

It also found that more than 60% of the largest "junk news" websites surveyed use Google Ads to generate money from disinformation.

[...]

Source: Google enables Covid-19 disinformation sites to make money, report finds - Press Gazette