

Google is changing its search algorithm to prioritize original news reporting | The Verge

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Google is changing its news search algorithms again, in a move that's sure to annoy everybody. [Today's announcement](#) is that the company is going to try to emphasize "original reporting," which it will "elevate" in its search results. To do so, it has distributed new instructions to its cadre of 10,000+ human reviewers, whose feedback helps train the Google algorithm that actually delivers search rankings.

It will annoy everybody because fundamentally nobody outside Google really knows exactly what the repercussions of this change will be (and maybe people *inside* Google don't know either). Sometimes these search changes are minor, other times these announcements fundamentally change the business models of hundreds of websites. Plus, anytime a big tech company gets anywhere near the idea of ranking news these days, [all hell breaks loose](#).

[...]

Source: [Google is changing its search algorithm to prioritize original news reporting - The Verge](#)