FOLLOW-UP QUESTIONS FOR GOOGLE (5/11/22)

**MIS/DISINFORMATION AND THE OVERALL INFORMATION ENVIRONMENT**

- We also understand that USAID is not the only agency within the U.S. Government raising concerns related to MDM.
    - From Google's perspective, what would be the **best way to streamline feedback** from across U.S. departments / agencies, particularly on issues of concern?
    - There are a variety of **mechanisms** that we could use, including working through G7's Rapid Response Mechanism, Global Network Initiative's Roundtables and State/GEC's Silicon Valley Rep? What would be the most useful?

- We've had a couple of **questions about content moderation in and around Ukraine** that have come up since our call together -
    - One partner said that ads for the region are still being reviewed by a YouTube team located in Russia and they are unwilling to approve more political ads (despite them supposedly being otherwise compliant with Terms of Service).
        - Can you help us understand where content moderators are based in the region? How do you screen for political bias when reviewing content?
    - Another partner noted they had a problem with Russian-aligned bots and trolls aggressively downvoting their videos as soon as they went up, which they said meant the algorithm would be less likely to suggest them to new viewers.
        - What is YouTube doing to help combat the use of bots and trolls in the region? What could be done by Google / YouTube to help in this case?

**SERVICE AND PRODUCT AVAILABILITY**

- Are you **noticing any changes in user behavior, such as platform hopping or VPN use**, and how can we **share those insights with our partners** to pivot where they are placing content?

- Who is the **best point of contact** at Google to:
    - (1) Respond to our questions on Google services and products as they evolve;
    - (2) Escalate the review of content that undermines human rights and safety; and
    - (3) Address concerns from our partners about the status of their accounts?

**IN-KIND TECHNICAL ASSISTANCE**

- We were able to partially cover some of the following questions during the call and we understand some of these are open and others are closed. As discussed, we are sharing these again here since there was a lot to cover. Here are some of the questions that we hear from the Field:
    - How might our partners **get more granular information on local search trends** to target their content on Google Display Network?
    - How might our partners receive **mentoring on how to test their content** through Google and YouTube Analytics?
    - How might our partners tap into **pro-bono web development** like the program just announced with IRC?
    - How might new countries get added to the **Google for Nonprofits** support program? Like Moldova, Belarus, etc.?
        - Can you please **confirm if there are any geographic restrictions on how the ad credits are used** as long as the NGO is registered in an eligible country?

**ECONOMIC GROWTH**

- One of our teams is focusing on economic growth and development in Ukraine. They were interested in the $5 million Google for Startups Ukraine Support Fund to allocate equity-free cash

awards throughout 2022. Would you be able to share more about this and how USAID might be able to connect our partners with this opportunity? If Google is interested, USAID would be open to a broader conversation on supporting the startup ecosystem in Ukraine, overall workforce development, and Ukraine's economic future.

**GOOGLE/YOUTUBE QUESTIONS OR TOPICS YOU MIGHT LIKE TO HEAR ABOUT FROM USAID**

- Please feel free to note any questions you have of us coming out of the meeting or other topics you would like to address further down the line, especially on Ukraine and the region. The intent here is not to start a long conversation on paper. Rather, it is to make note of it and consider in the future.