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? State/ GEC does standing monthly calls with the Google/ YouTube team. Might be most useful to streamline information and feedback via that channel.
    - 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?
- ⇒ No matter our preferred mechanism we are keen to see / hear any concern they may have; but on the flip side we will only assess and/or take action on concerns they raise based on our existing policies and procedures.

- 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). YT no longer has staff in Russia; unclear where this information came from. All ads have been paused in Russia
        - Can you help us understand where content moderators are based in the region? For YT, content moderators are located globally.
        - How do you screen for political bias when reviewing content? Our content policy teams review and, where necessary, take action on content solely on the basis of our policies / community guidelines, which are publicly outlined in relevant help centers.
    - 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. That's not quite how our system works at YT, best to schedule a briefing on this question.
        - 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?
        - Our community guidelines prohibit fake engagement and harassment; and we work hard to enforce those guidelines around the world. If you have concerns about specific videos being targeted by such attacks, feel free to share with us [by means agreed upon above]

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?
    - Google doesn't have a VPN product. Unrelated, YT is one of the few platforms still available in Russia.

- Who is the **best point of contact** at Google to: Ria Strasser-Galvis
    - (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

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

- 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? Great question, we will circle back asap on the training on YT analytics question.
    - How might our partners tap into **pro-bono web development** like the program just announced with IRC? .org is about to have an open call for non-profits using AI to advance their goals. We would like to set up a briefing on this and our crisis work
    - How might new countries get added to the **Google for Nonprofits** support program? Like Moldova, Belarus, etc.? Google.org is investigating.
        - 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. Open call for applications here that USAID can share with startups

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.