

Google now will be ‘prebunking’ online misinformation

After seeing promising results in Eastern Europe, Google will initiate a new campaign in Germany that aims to make people more resilient to the corrosive effects of online misinformation.

The tech giant plans to release a series of short videos highlighting the techniques common to many misleading claims. The videos will appear as advertisements on platforms like Facebook, YouTube or TikTok in Germany. A similar campaign in India is also in the works.

It’s an approach called prebunking, which involves teaching people how to spot false claims before they encounter them. The strategy is gaining support among researchers and tech companies.

“There’s a real appetite for solutions,” said Beth Goldberg, head of research and development at Jigsaw, an incubator division of Google that studies emerging social challenges. “Using ads as a vehicle to counter a disinformation technique is pretty novel. And we’re excited about the results.”

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