# A Report for Governments and the World Health Organisation

# Qwant / Google / Bing / DuckDuckGo

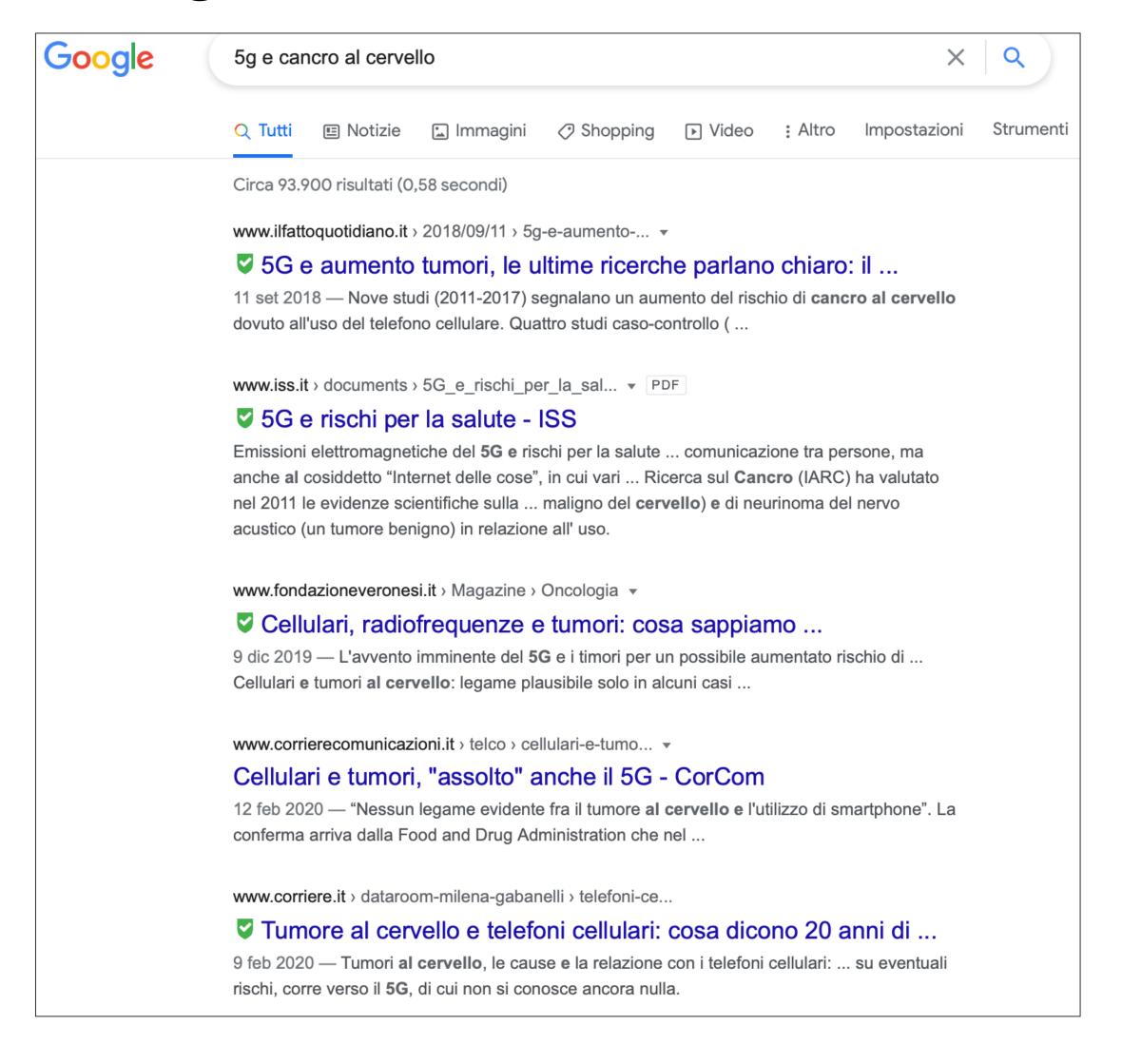
March 12, 2021

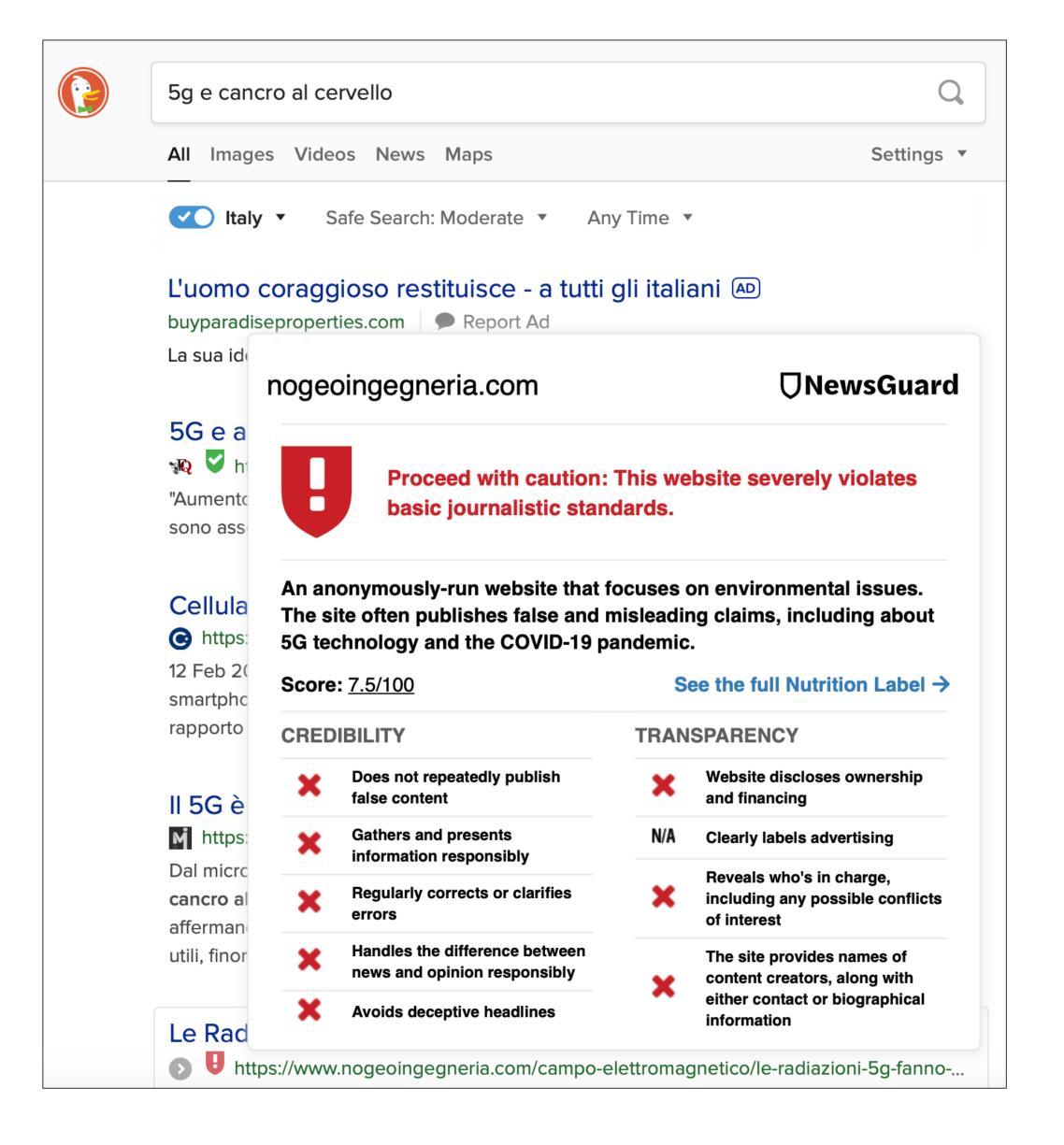
This report compares Italian-language search results from Google, Bing, Qwant, and DuckDuckGo.
The Google results promote more trustworthy sites whereas the Bing and Bing-licensed search results on Bing, Qwant and DuckDuckGo often feature non-trustworthy sources.



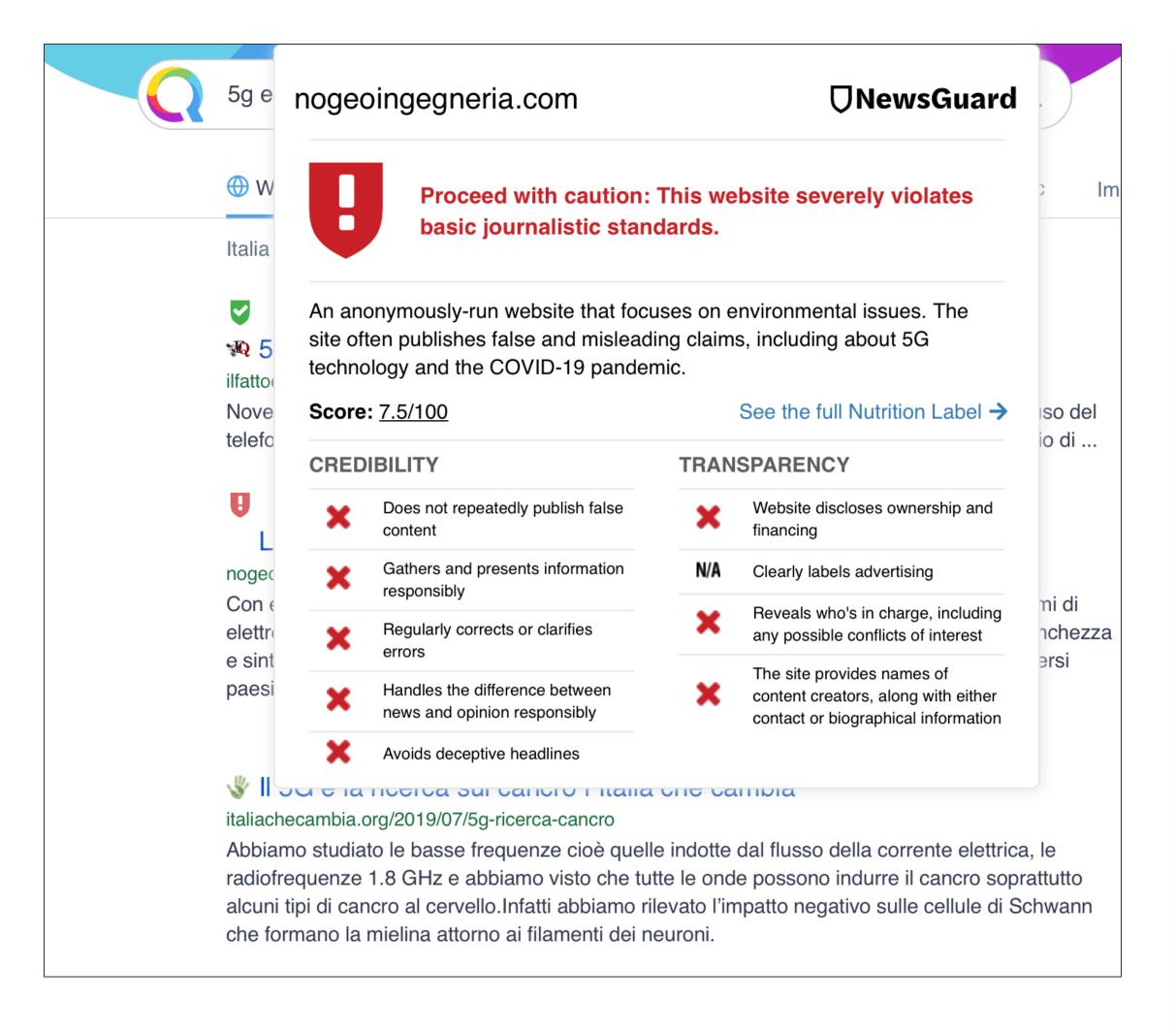
# "5G e cancro al cervello"

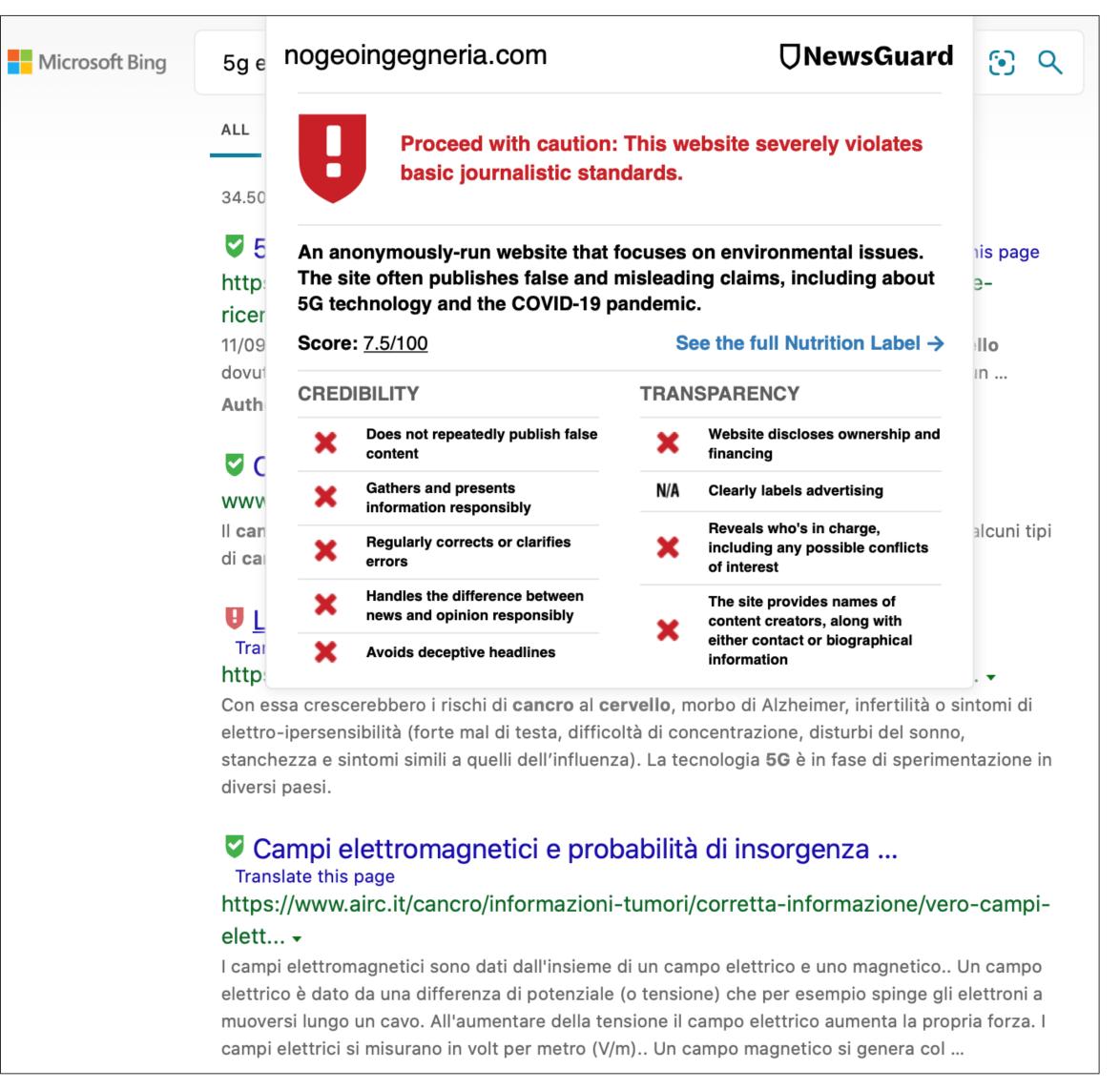








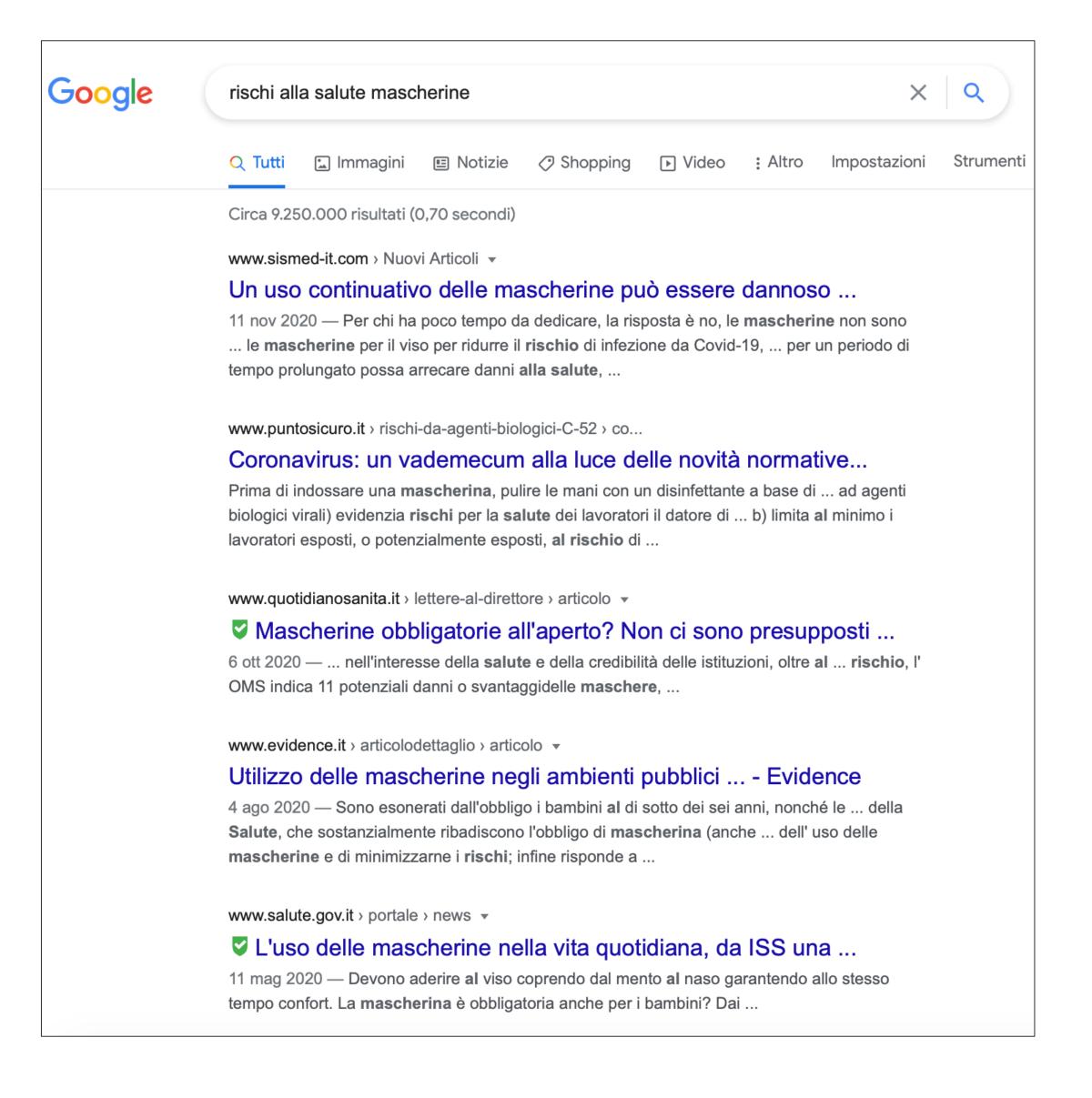


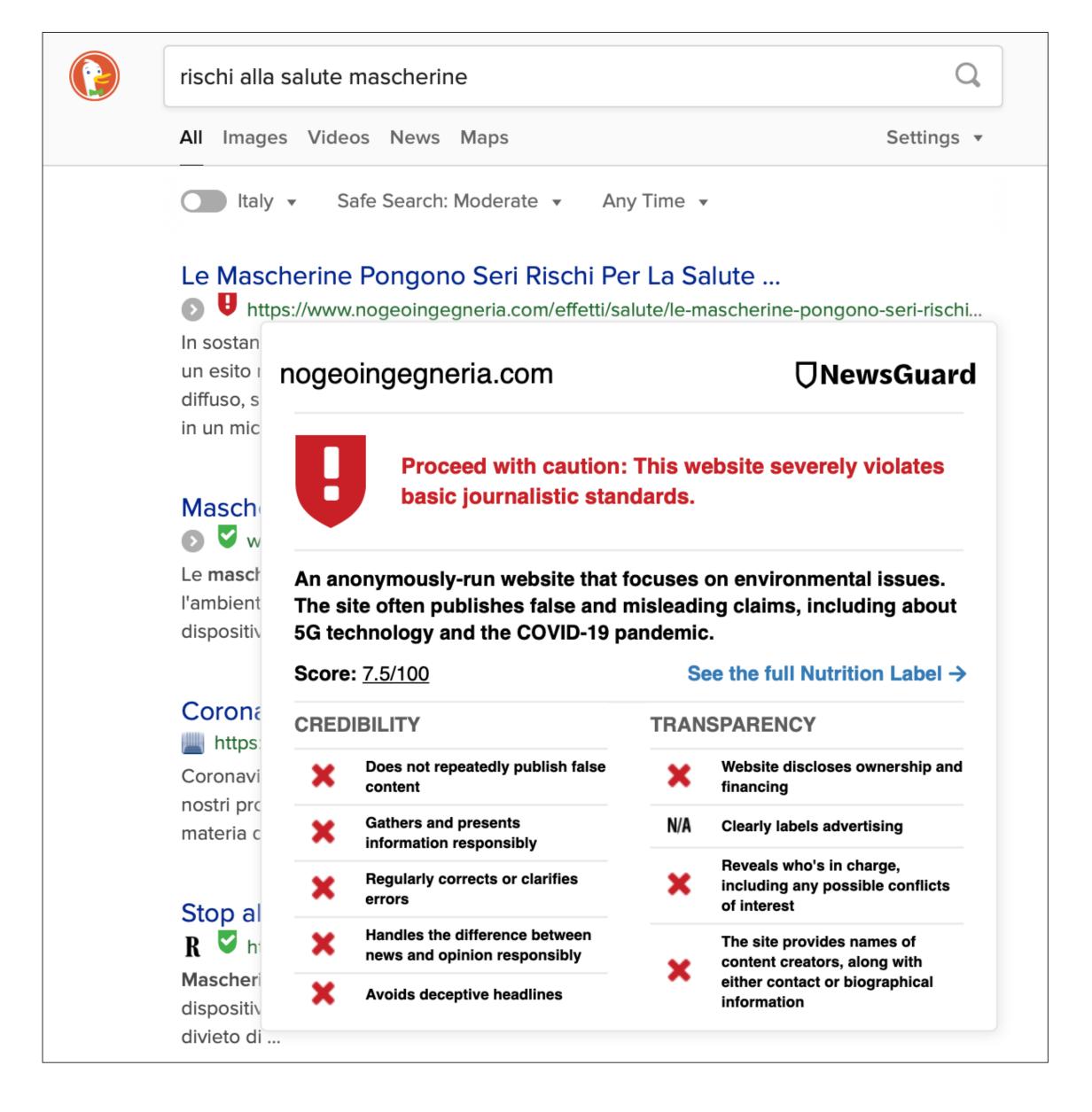




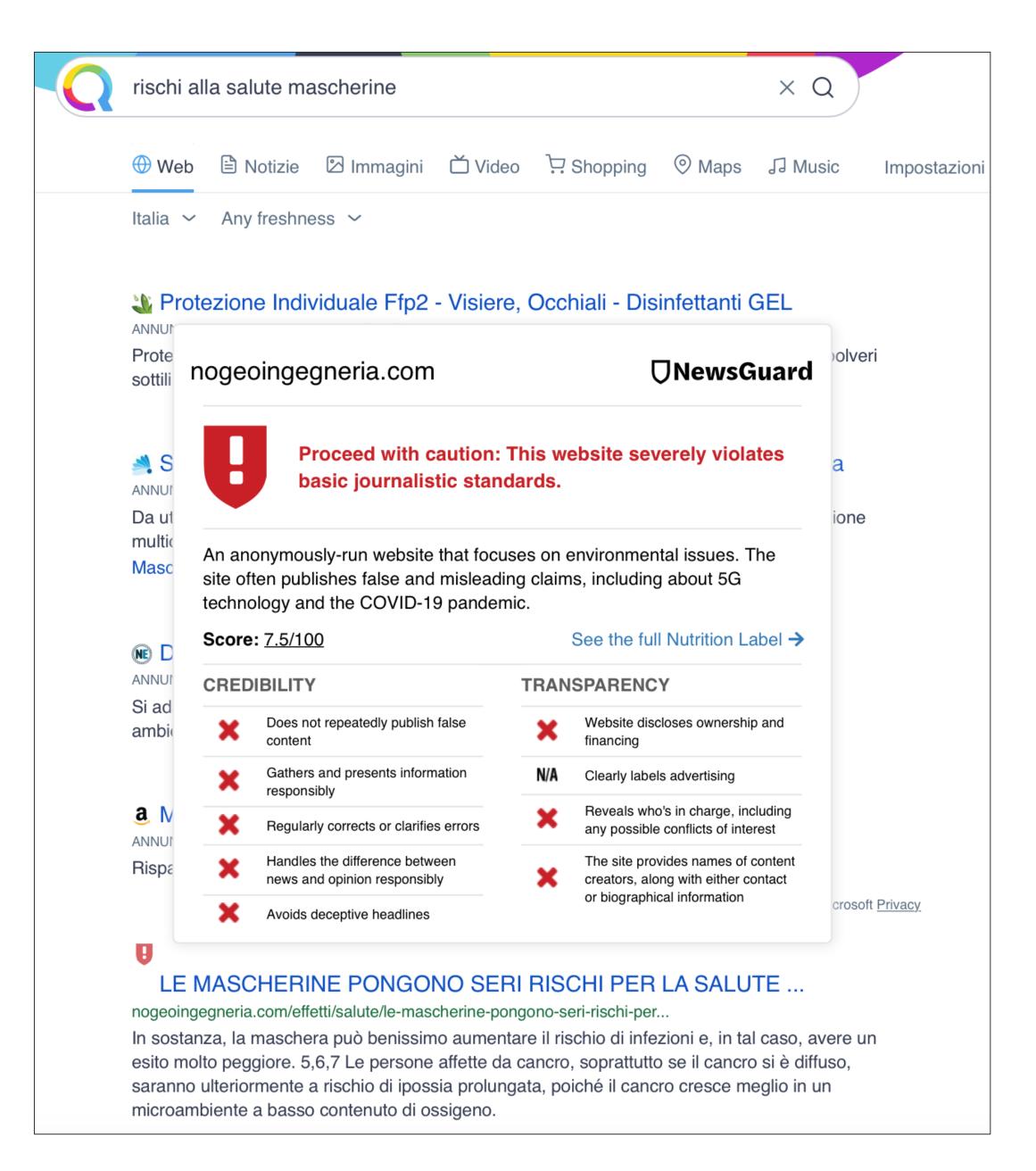
# "rischi alla salute mascherine"

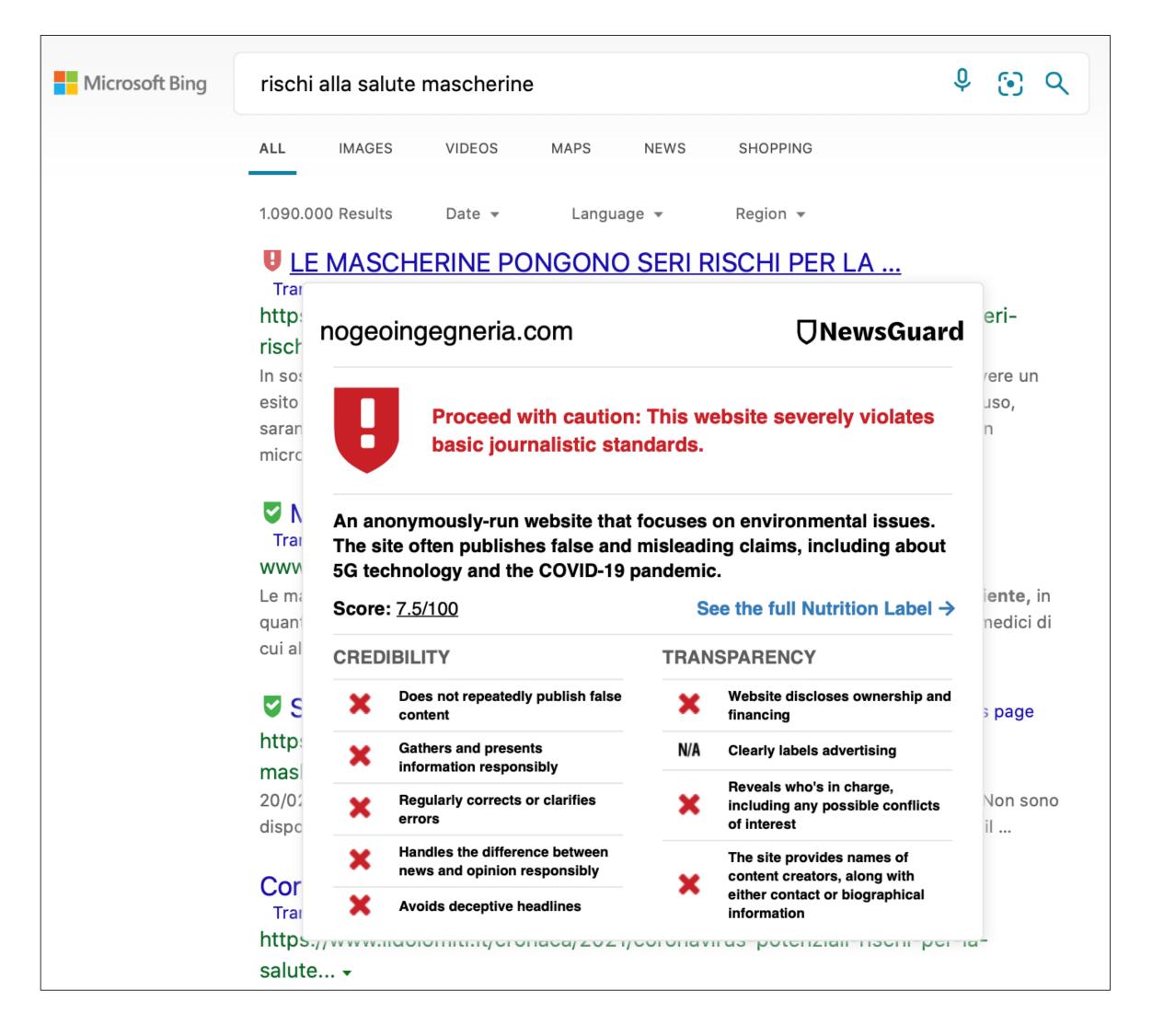






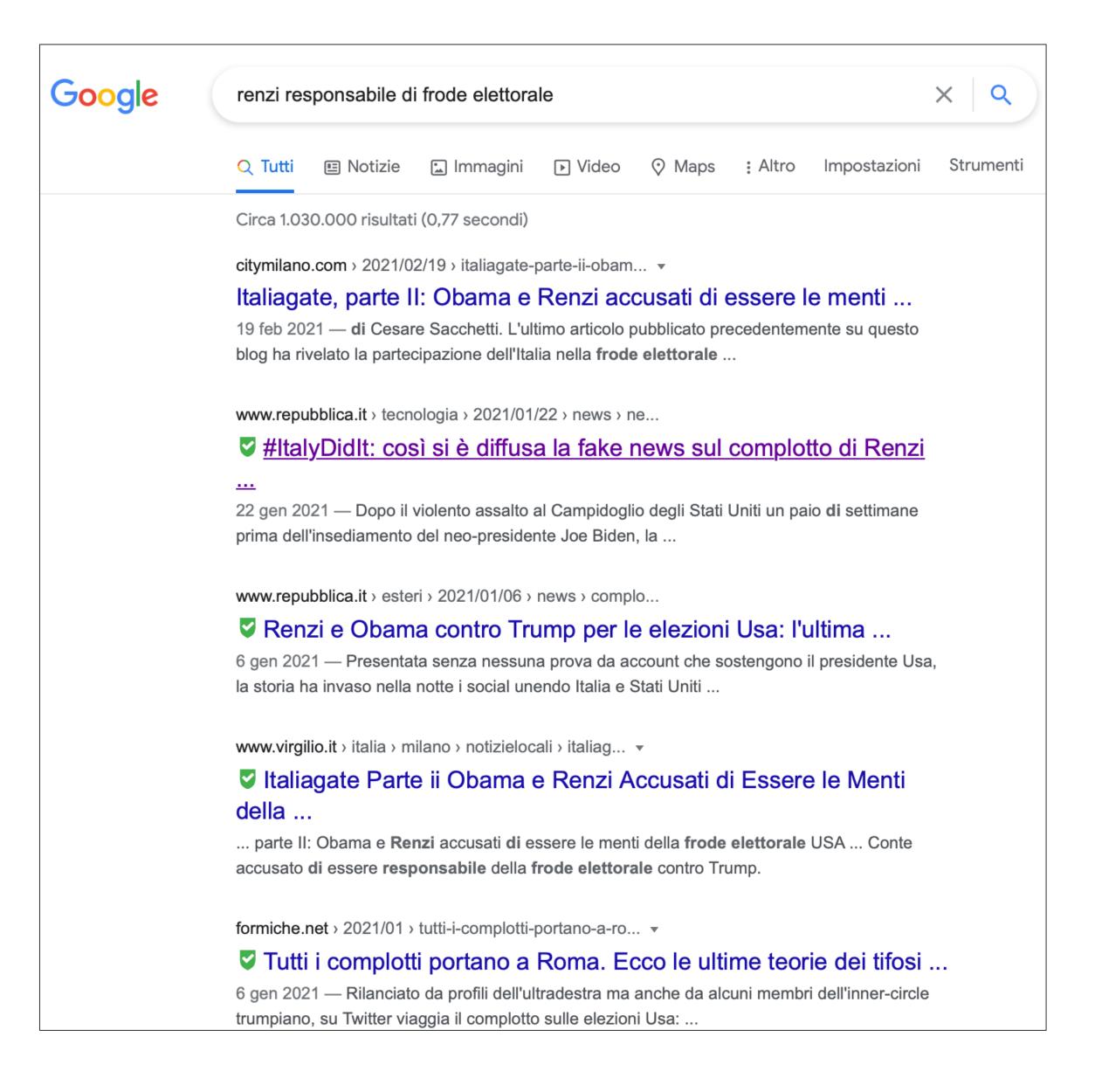


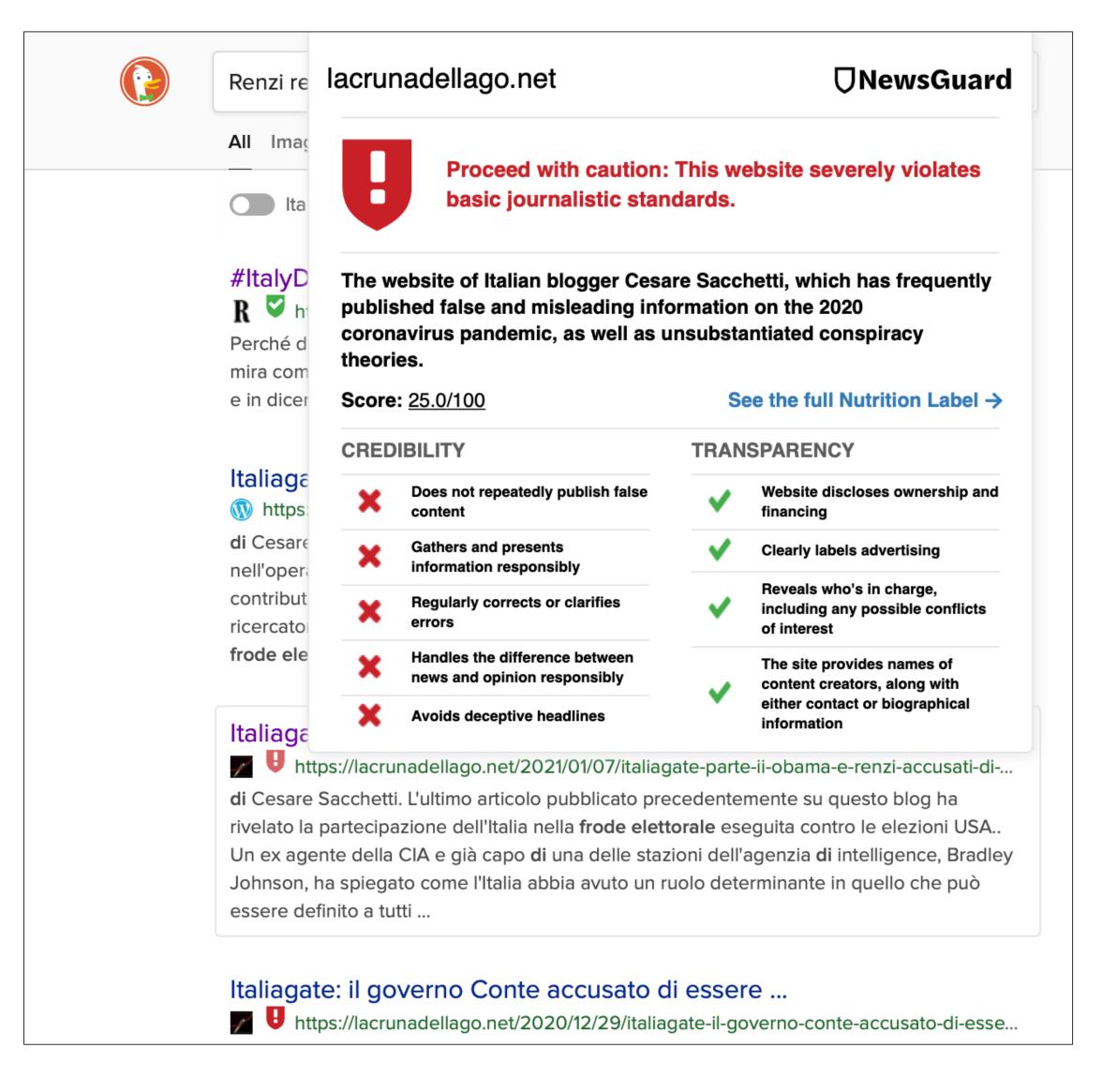






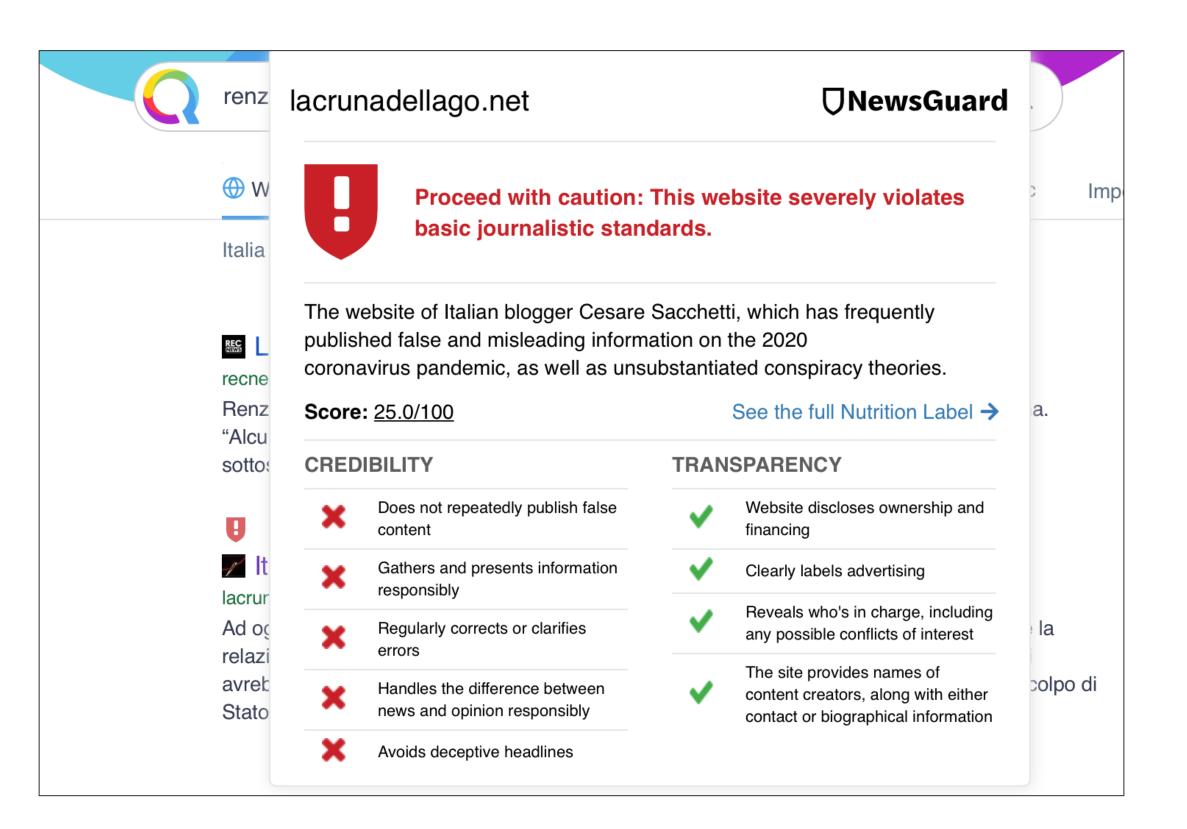
# "Renzi responsabile di frode elettorale"

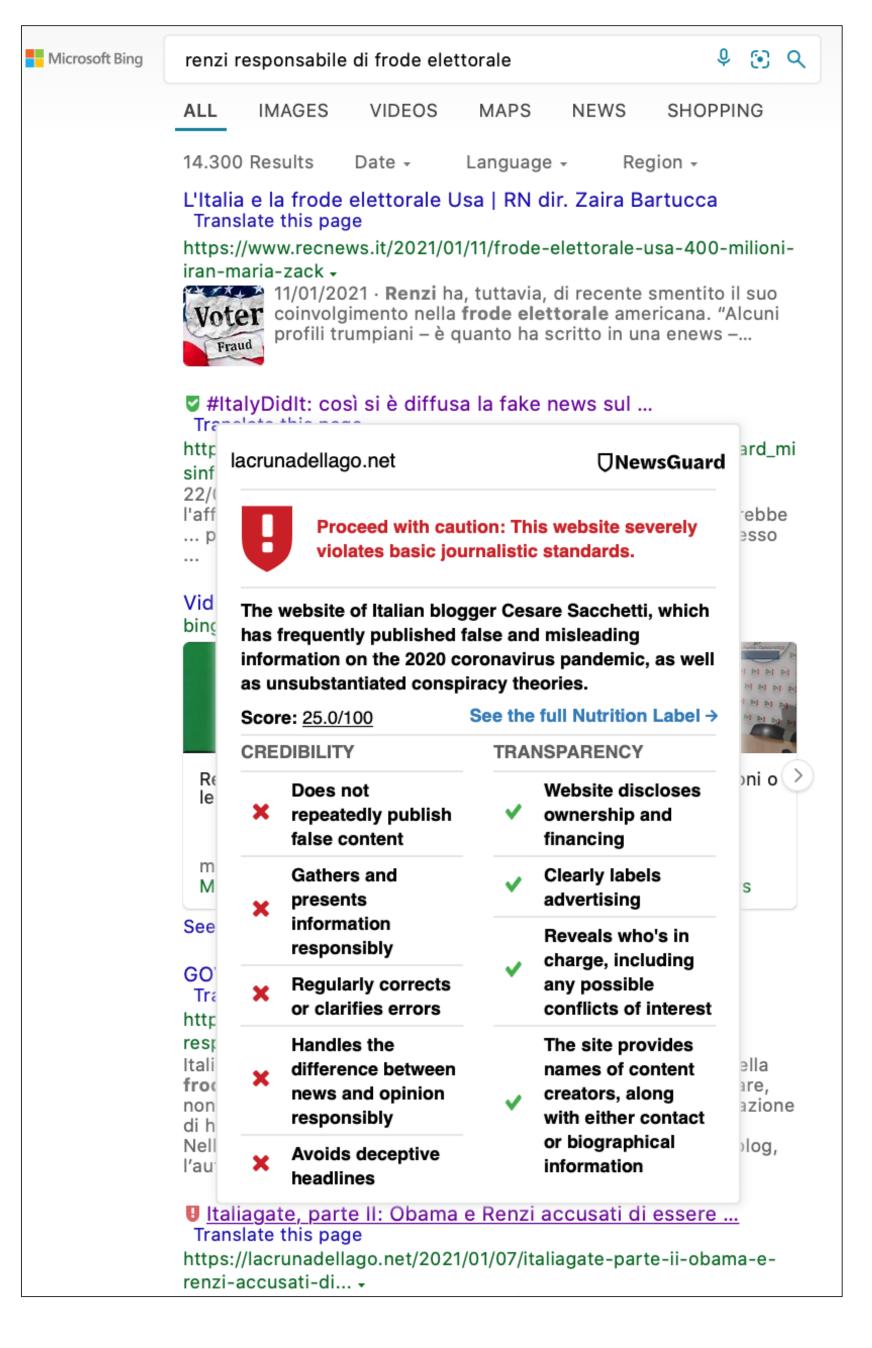






**Qwant** Bing

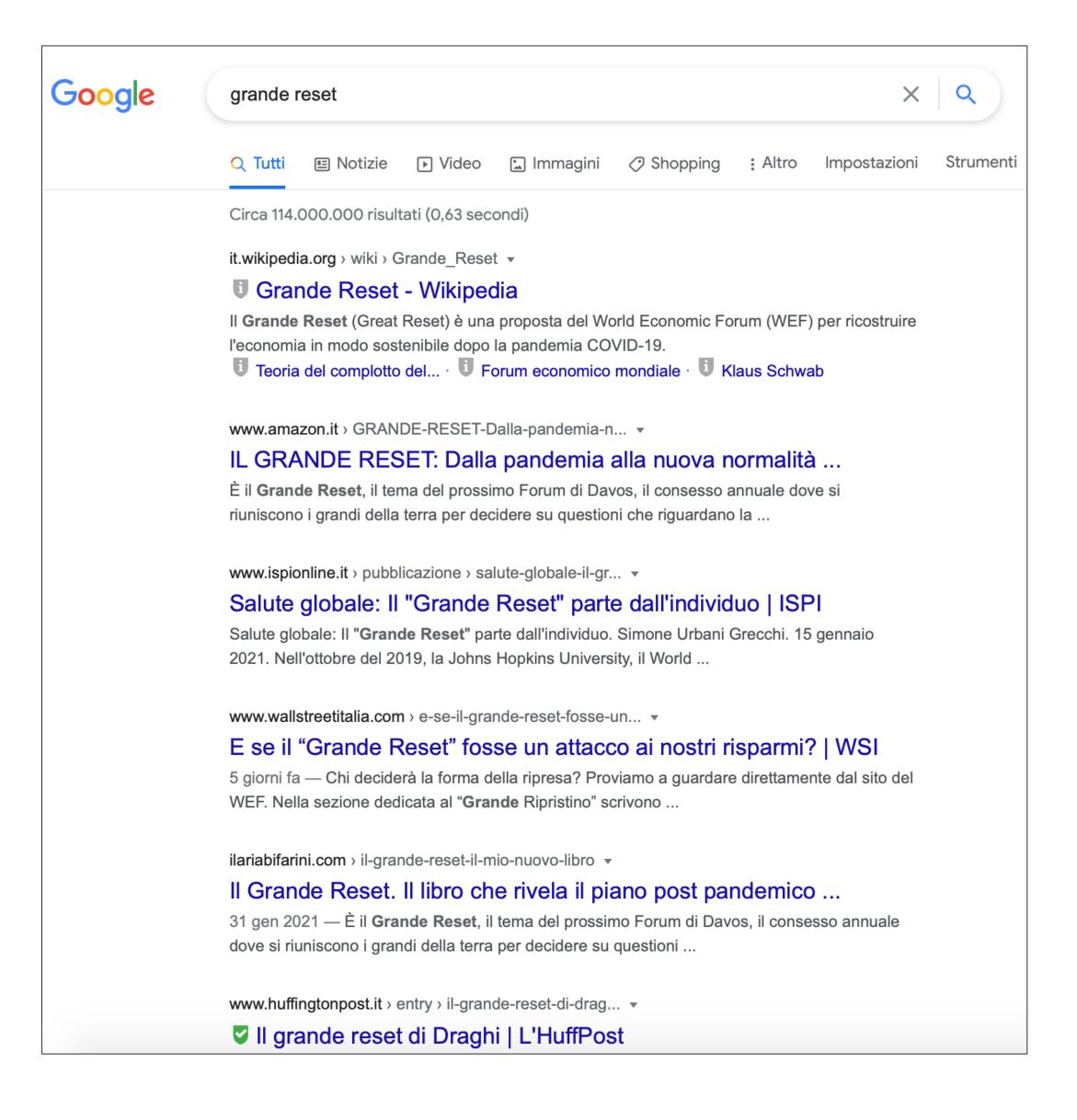


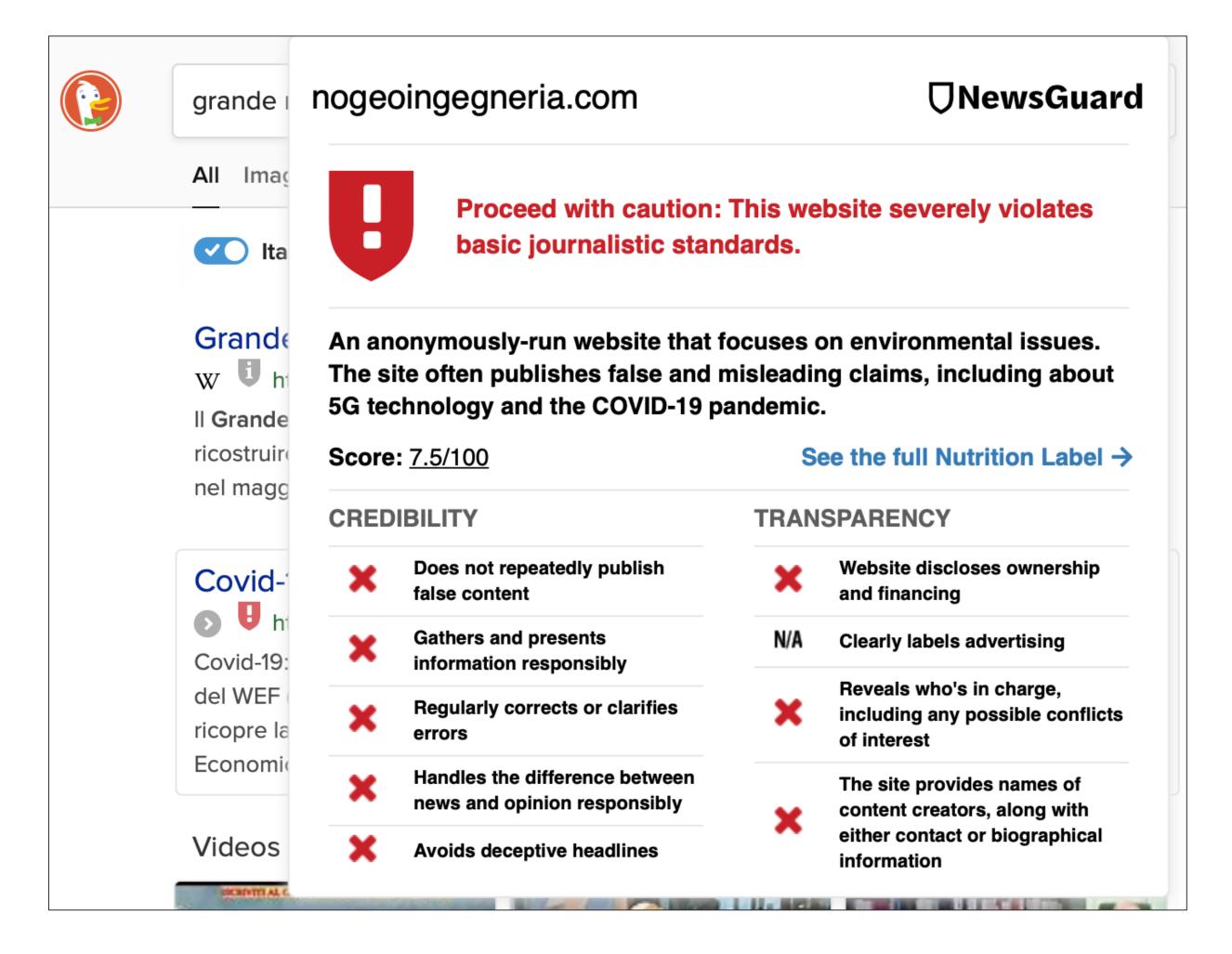




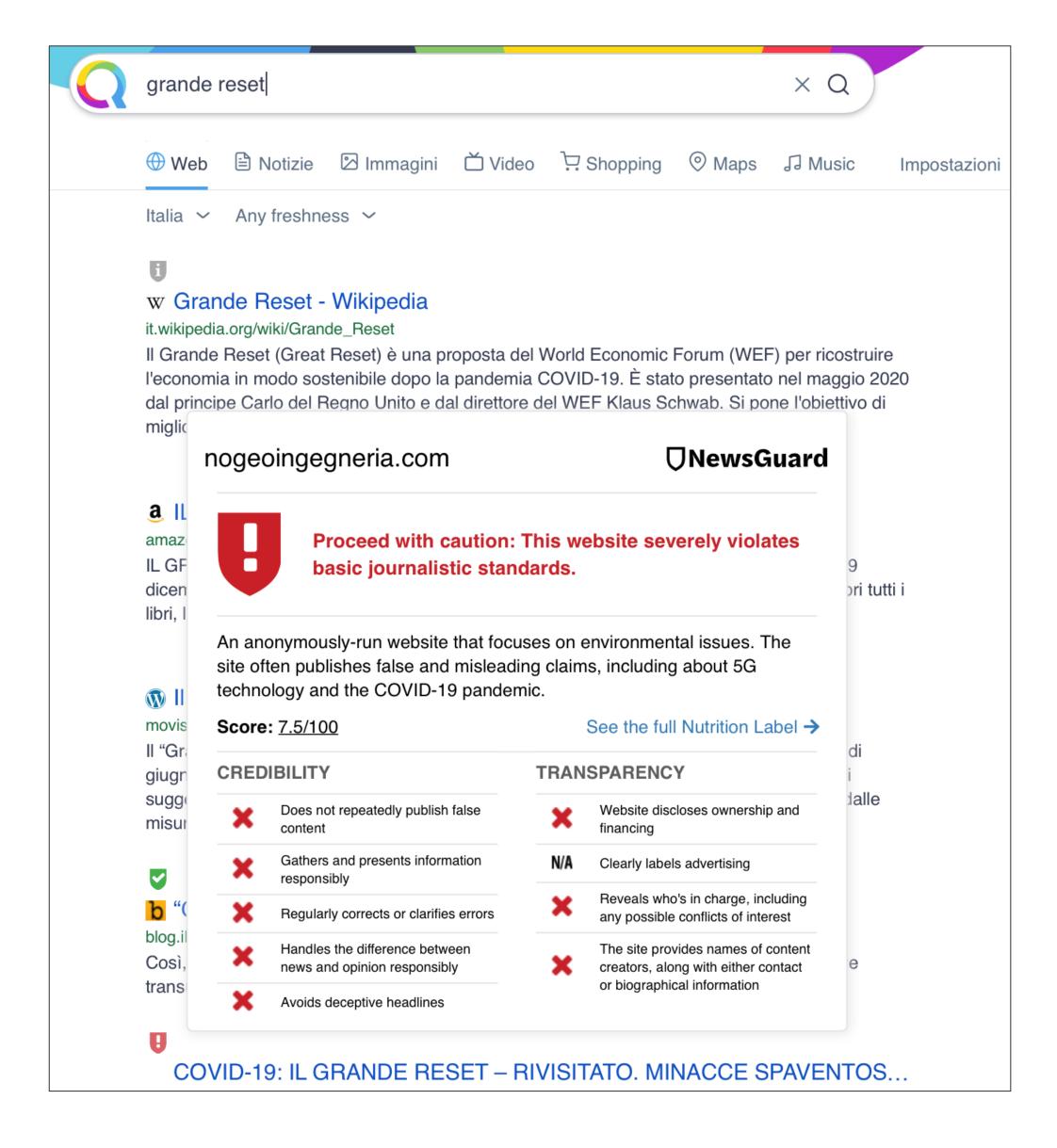
# "grande reset"

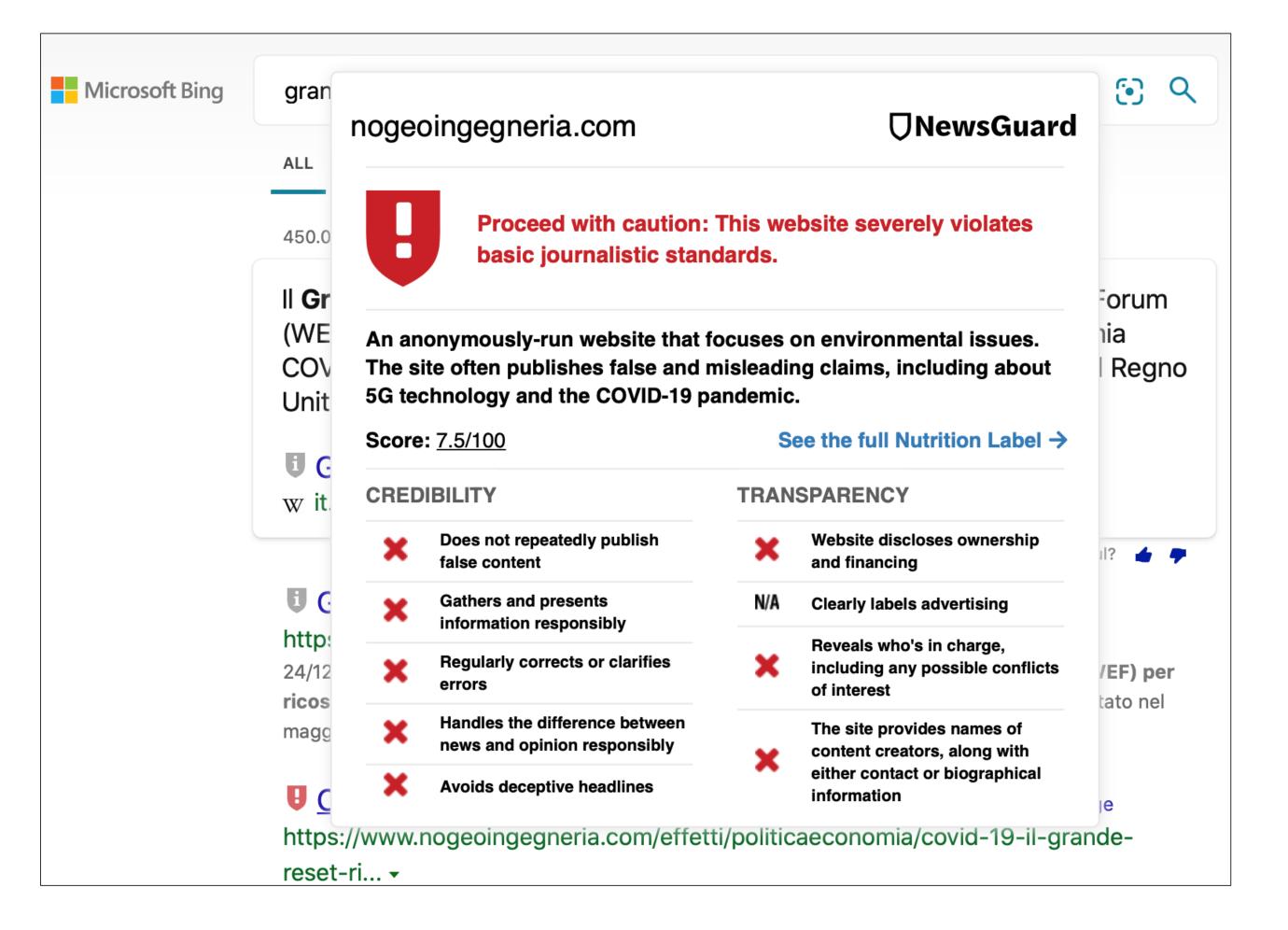






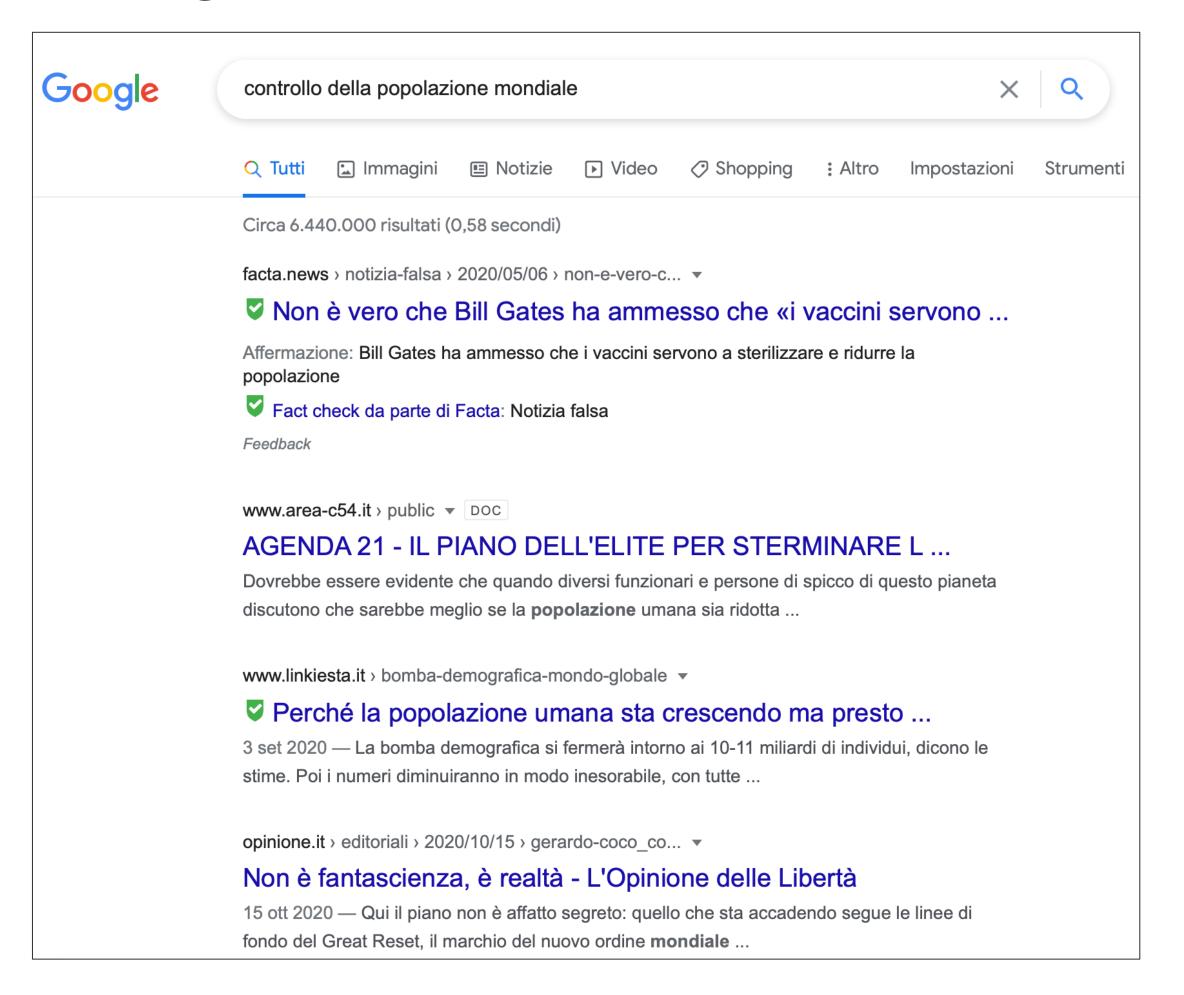


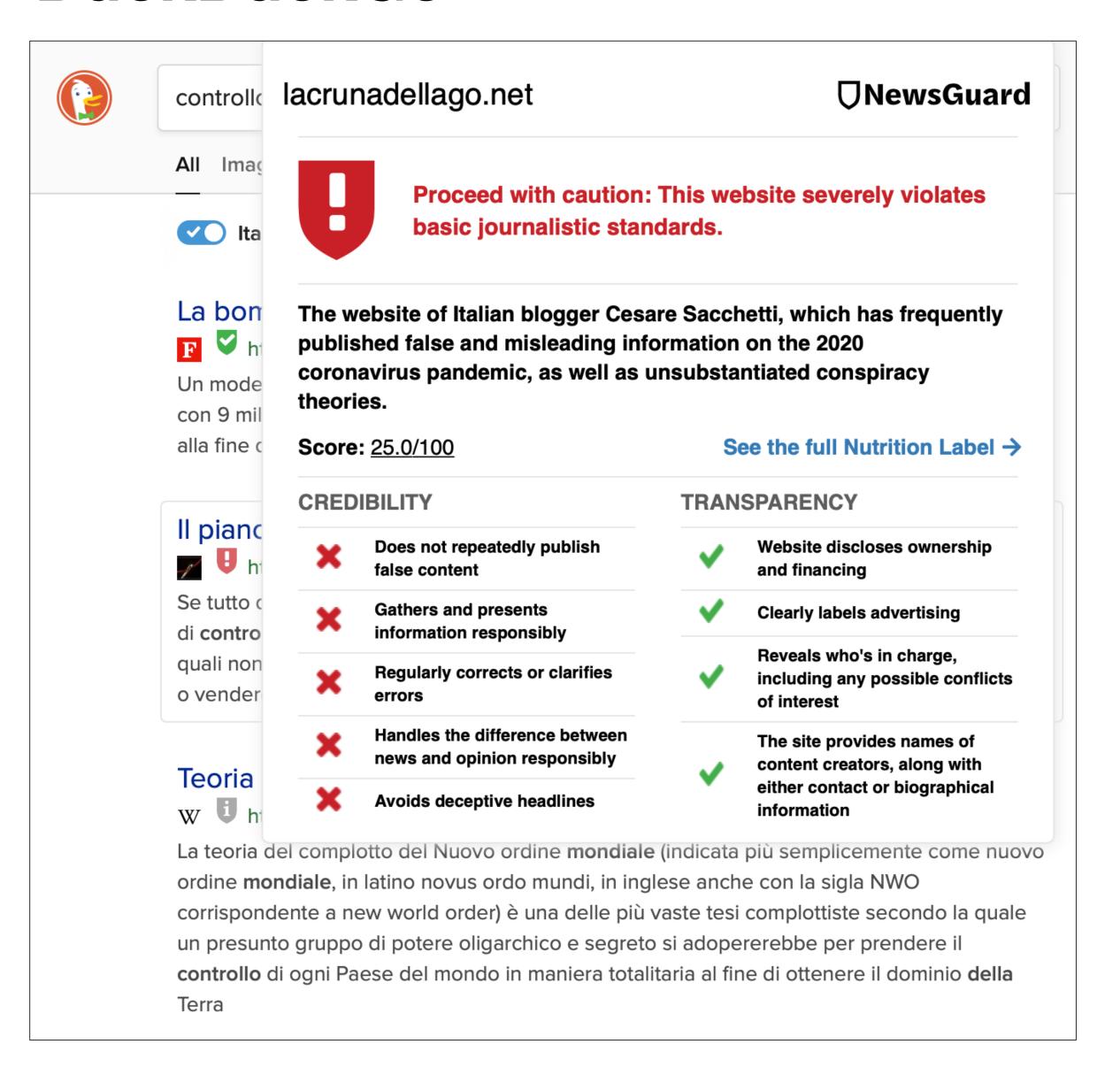




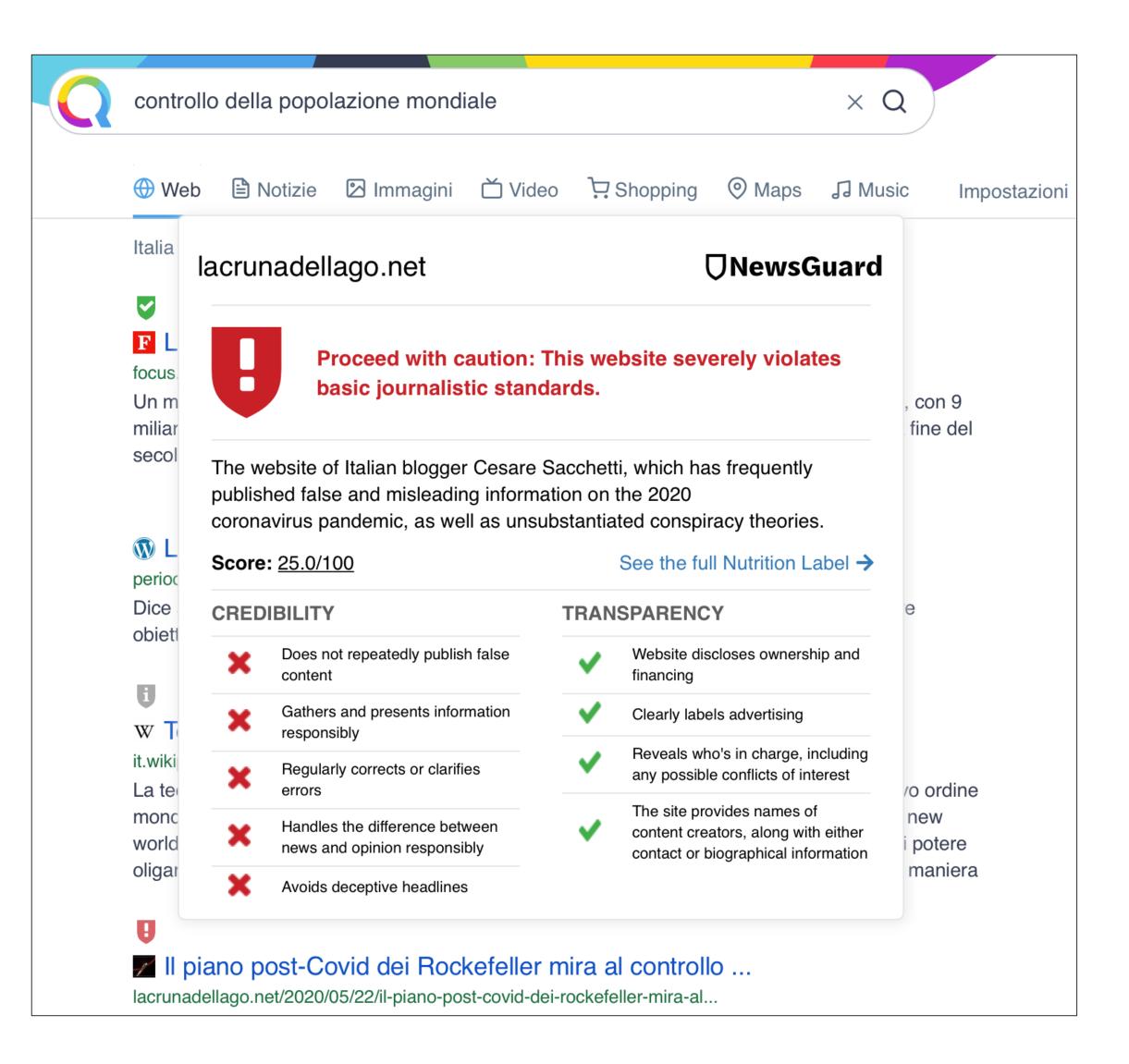


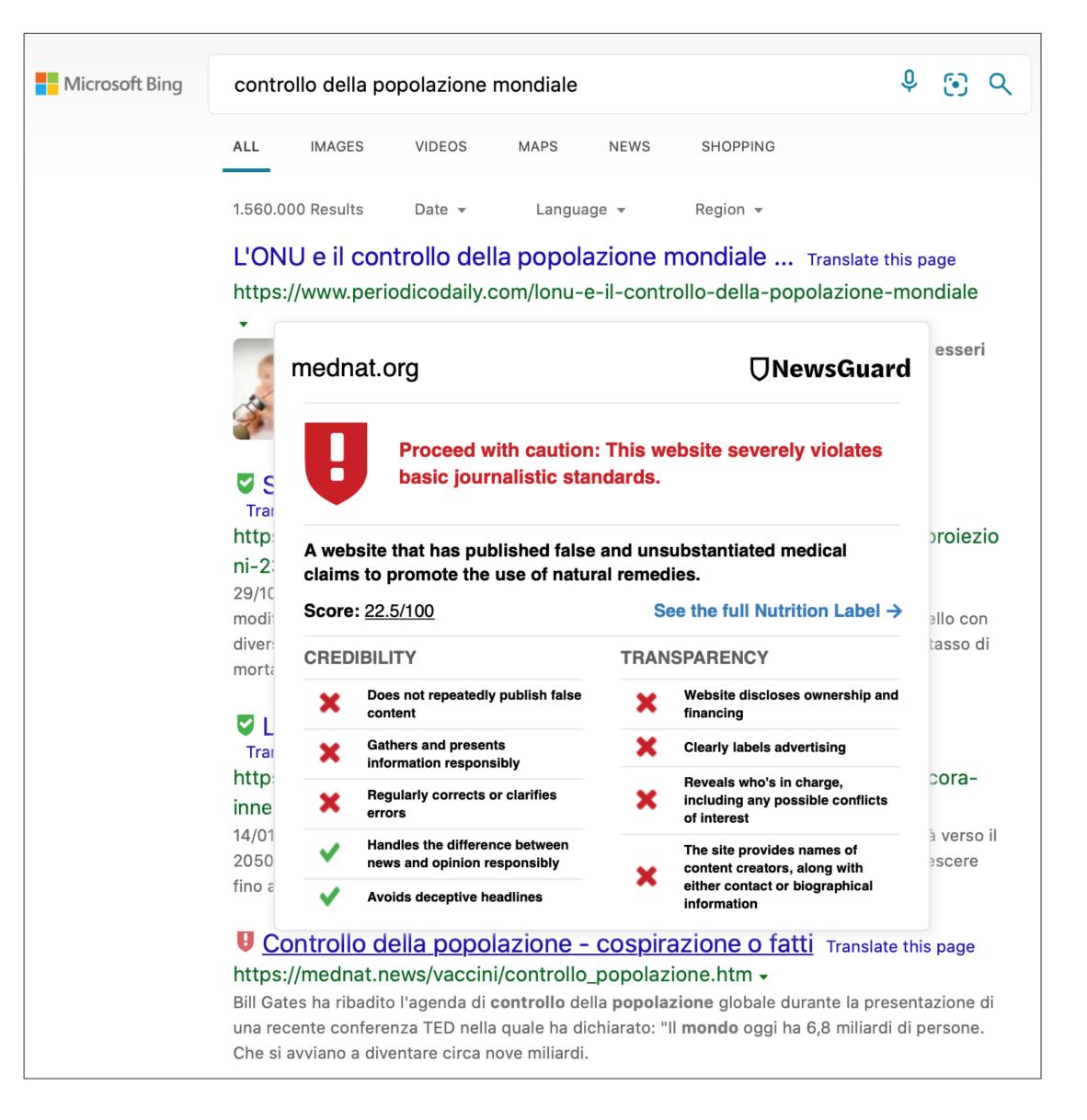
# "controllo della poplazione mondiale"







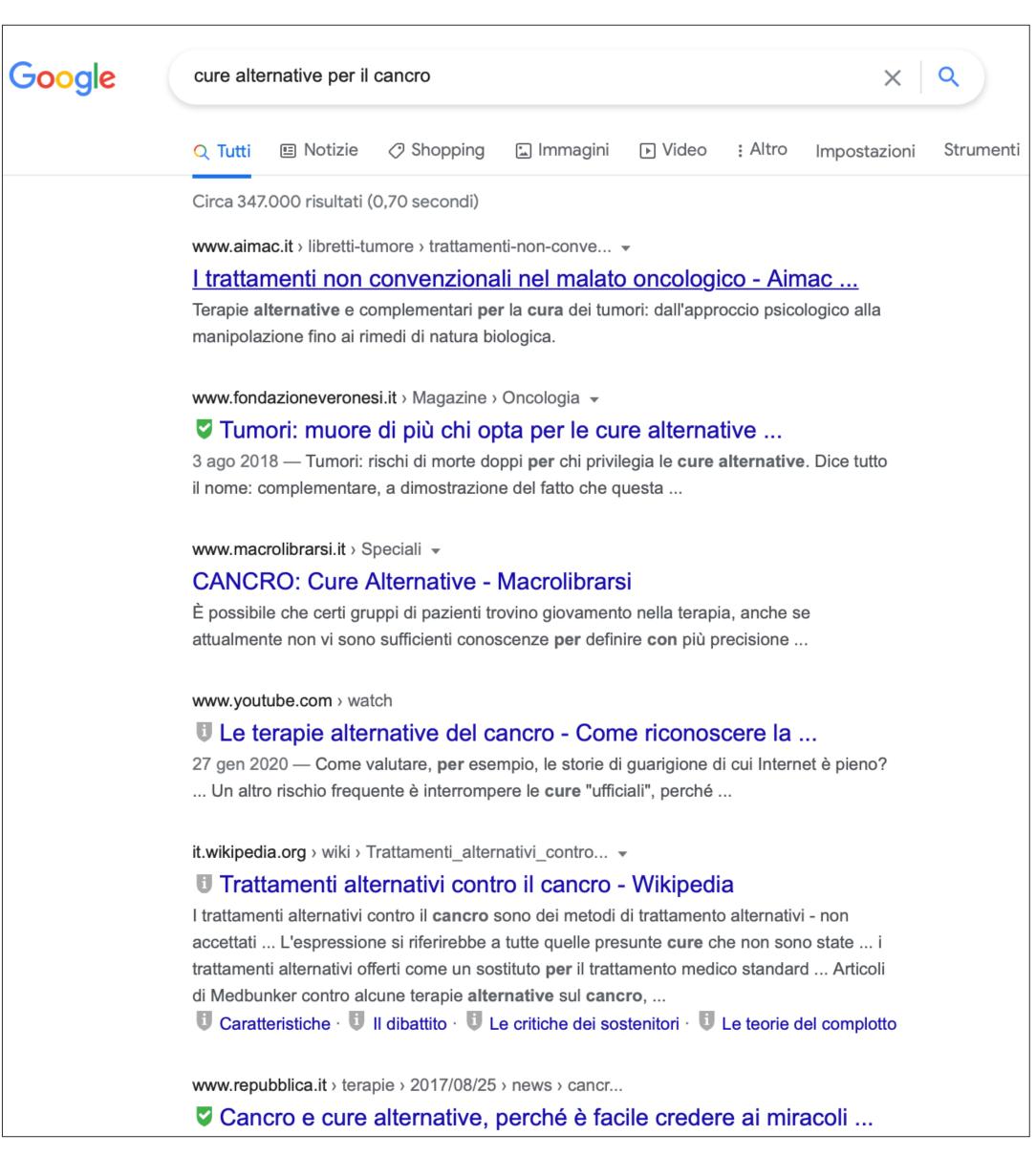


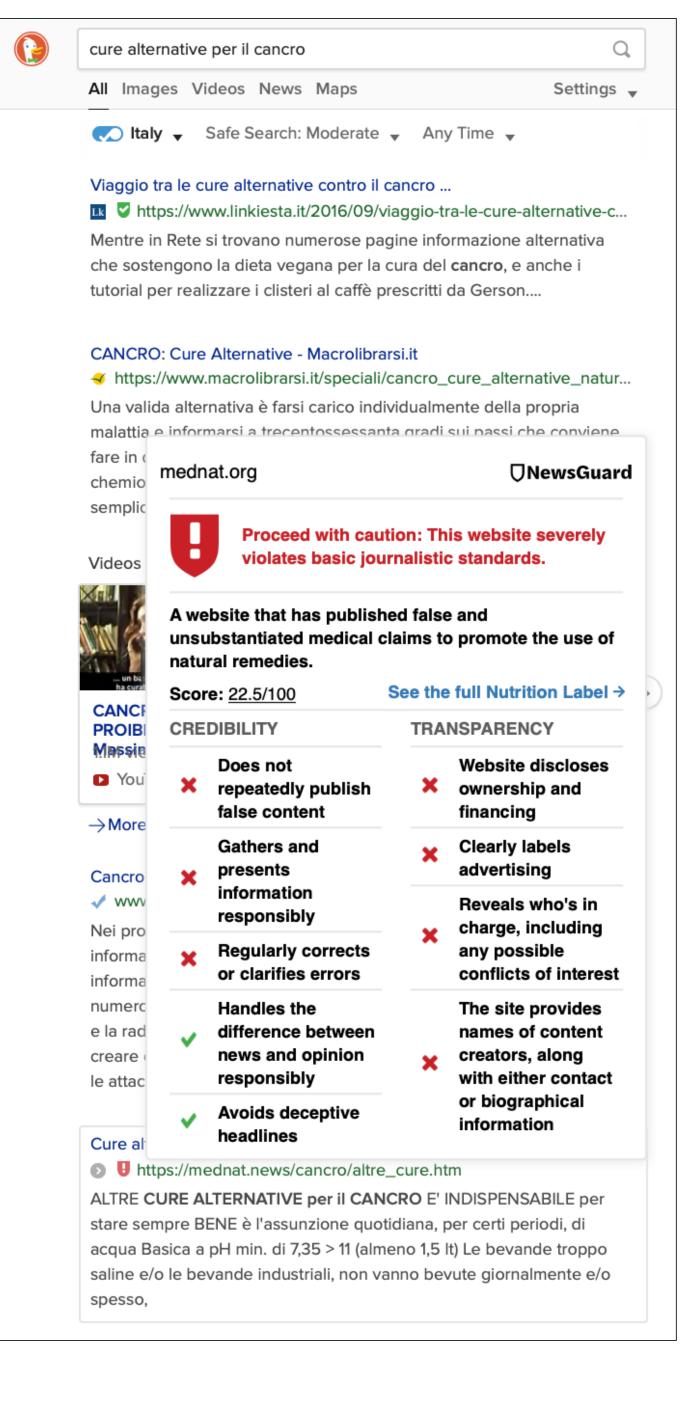




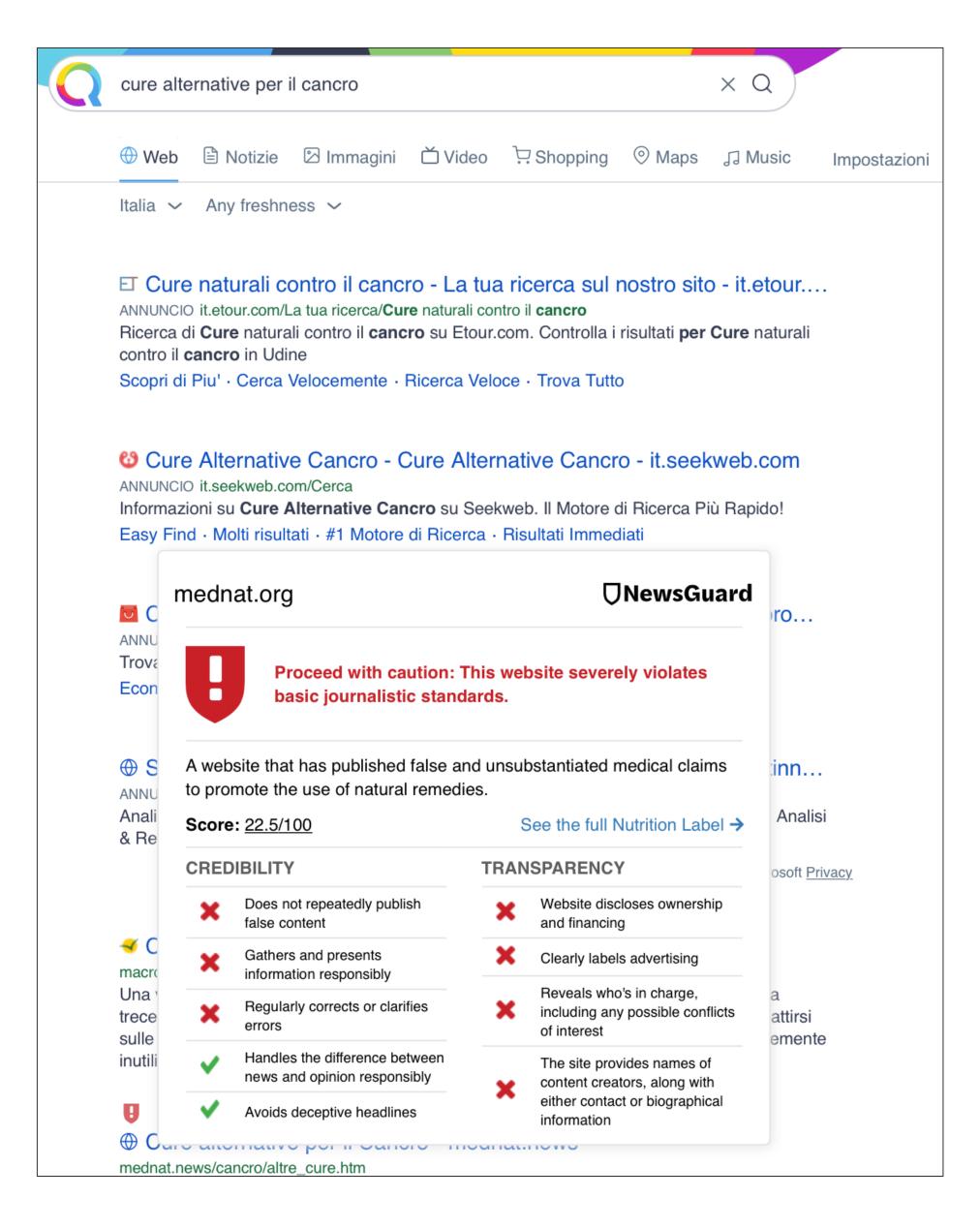
# "cure alternative per il cancro"

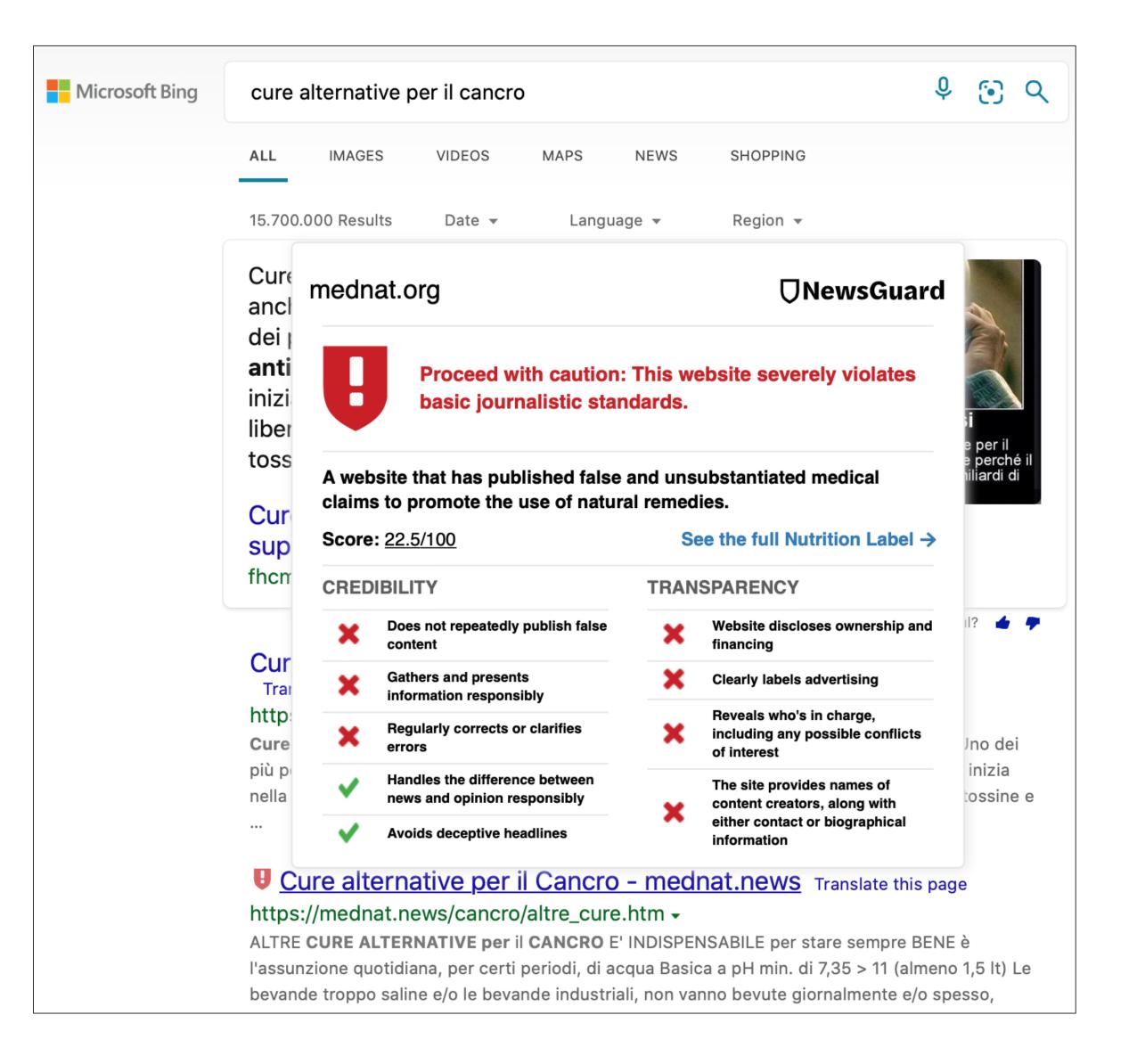














#### Methodology

This report was produced using two proprietary datasets from NewsGuard.

The *Misinformation Fingerprints* dataset, a catalogue of data about top misinformation narratives, contains related keywords and search terms for all of the top misinformation and disinformation narratives spreading online - produced using human intelligence but designed for use with AI/ML/NLP tools to identify content matching specific false claims. NewsGuard analysts used the Misinformation Fingerprints dataset to identify relevant searches related to misinformation narratives about COVID-19 and other topics.

The second dataset used was the *News Website Reliability Ratings*, which consists of credibility ratings for over 6,000 news and information website that account for 95% of online engagement with news in the U.S., U.K., France, Germany, and Italy. Each site's rating is based on nine basic, apolitical journalistic criteria. Based on the criteria, each site receives an overall designation of green (generally trustworthy) or red (generally not trustworthy) and a trust score of 0-100. NewsGuard's analyst used the News Website Reliability Ratings dataset to identify misinformation sources that appeared in the results for searches conducted as part of the analysis.

For the purposes of this analysis, we focused on searches for which the searcher's intent could reasonably have been to search for accurate information about a topic. The analysis used the same searches across all search engines analyzed to ensure parity. Examples selected for the report represent an illustrative, but by no means exhaustive, list of search results that contain misinformation sources.