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The Honorable Adam Schiff  
2269 Rayburn House Office Building  
Washington, D.C. 20515

Dear Chairman Schiff:

Thank you for your letter expressing concern about vaccination information on YouTube. I appreciate your long-term advocacy for science- and data-based vaccinations. I agree with you that anything discouraging parents from vaccinating their children against vaccine-preventable diseases is concerning.

As you know, providing our users with trustworthy information is core to our mission. We have put a lot of effort into curbing misinformation in our products—from better Search ranking algorithms, to improving our ability to surface authoritative content, to tougher policies against monetization of harmful or dangerous content. Under YouTube's [Advertiser-Friendly Content Guidelines](#), we are and have been demonetizing anti-vaccination content under our longstanding harmful or dangerous advertising policy.

To that end, we work hard to make authoritative sources readily available for people coming to YouTube for news and information. We understand that authoritativeness is essential to viewers, so we've been investing in new product features to prominently surface authoritative sources at the top of YouTube search results and recommendations. For example, with features such as our Breaking News and Top News shelves, we highlight videos from verified news sources from the Google News corpus. Similarly, we've improved how we connect users to content, including how we suggest videos in our search results and through our "Up Next" recommendation feature so that when viewers watch content from authoritative sources, they'll receive recommendations to watch other videos from additional authoritative sources. We're extending this treatment in our search and recommendation systems to vaccination videos.

Most recently, on January 25, we provided an update (available [here](#)) on our continued efforts to improve YouTube's recommendation systems. With this update, we'll begin reducing recommendations of borderline content or content that can misinform users in harmful ways—such as videos promoting a phony miracle cure for a serious illness, claiming that the earth is flat, or making blatantly false claims about historic events like 9/11. This update includes reducing recommendations of certain types of anti-vaccination videos. Over time, as our systems become more accurate, we'll roll this change out more expansively, including to more countries.

We also highlight information on medical topics across surfaces like Knowledge Panels on Google web search or Context Panels on YouTube, where we strive to reflect broad scientific consensus on issues where such consensus exists. For hundreds of medical conditions (including measles and other vaccine-preventable diseases), we have [dedicated Knowledge Panels](#) that include information from authoritative sources like Mayo Clinic and have been evaluated by medical professionals. YouTube also works to empower users by giving them additional contextual information on both search results and watch pages so consumers can inform themselves about the content with

which they engage on the platform. We've expanded this feature to more topics, including the MMR vaccine and a new category of information panel for vaccines in general.

Although we invest heavily to address misinformation, we also welcome the efforts of others seeking to create solutions. We will continue to evaluate our efforts, and the efforts of other organizations, to help improve our products.

I hope this letter gives you an indication of the importance with which we view this issue. Please reach out to my team if you have any follow-up questions or comments. Thank you again for your long-standing work around these issues.

Sincerely,

A handwritten signature in black ink, appearing to read "Karan Bhatia". The signature is fluid and cursive, with the first name "Karan" being more prominent than the last name "Bhatia".

Karan Bhatia