

# VERP Baseline Study

Katie Elfering  
September 2018



# RESEARCH METHODOLOGY

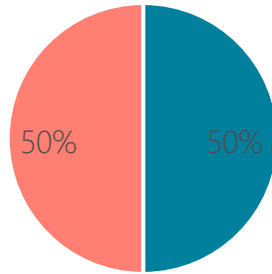
- 40 people were recruited to complete this baseline comparison of Google News and Bing News on desktop and mobile.
  - Half of the participants experienced the desktop version of each news vertical, and half experienced the mobile app version.
  - Participants were recruited to be ½ Bing users and ½ Google users.
    - Due to a screener issue from the vendor, the desktop study included 9 Bing users and 11 Google users, and the mobile app study included 8 Bing users and 12 Google users.
- On each platform, participants were provided a series of tasks and questions to evaluate the news experiences.



# Key Findings

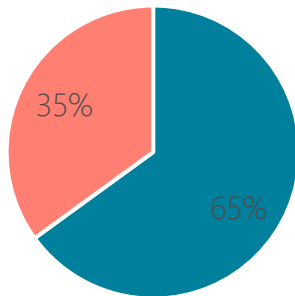


Which news desktop experience did you prefer overall?



■ Bing ■ Google

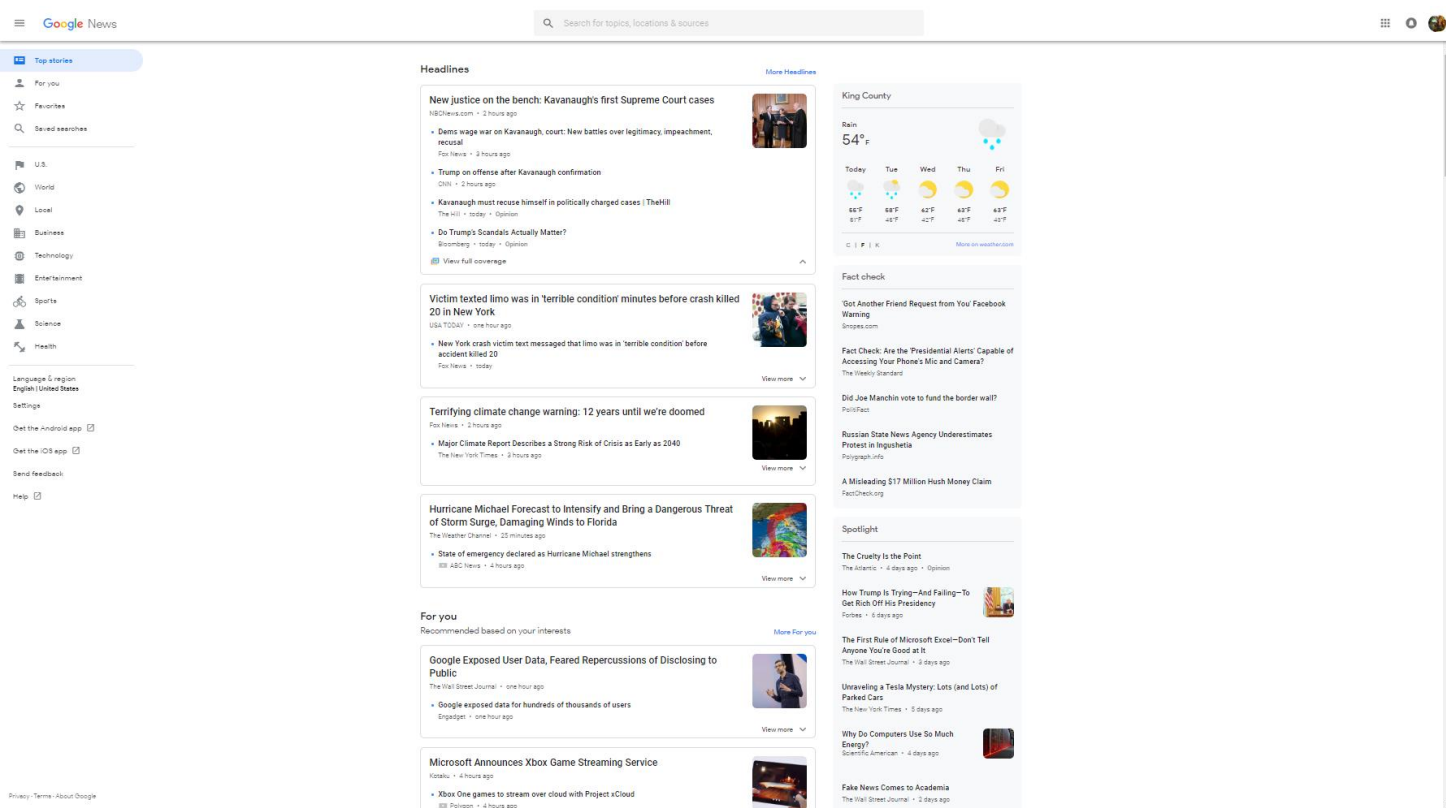
Which desktop in-depth news experience did you prefer?



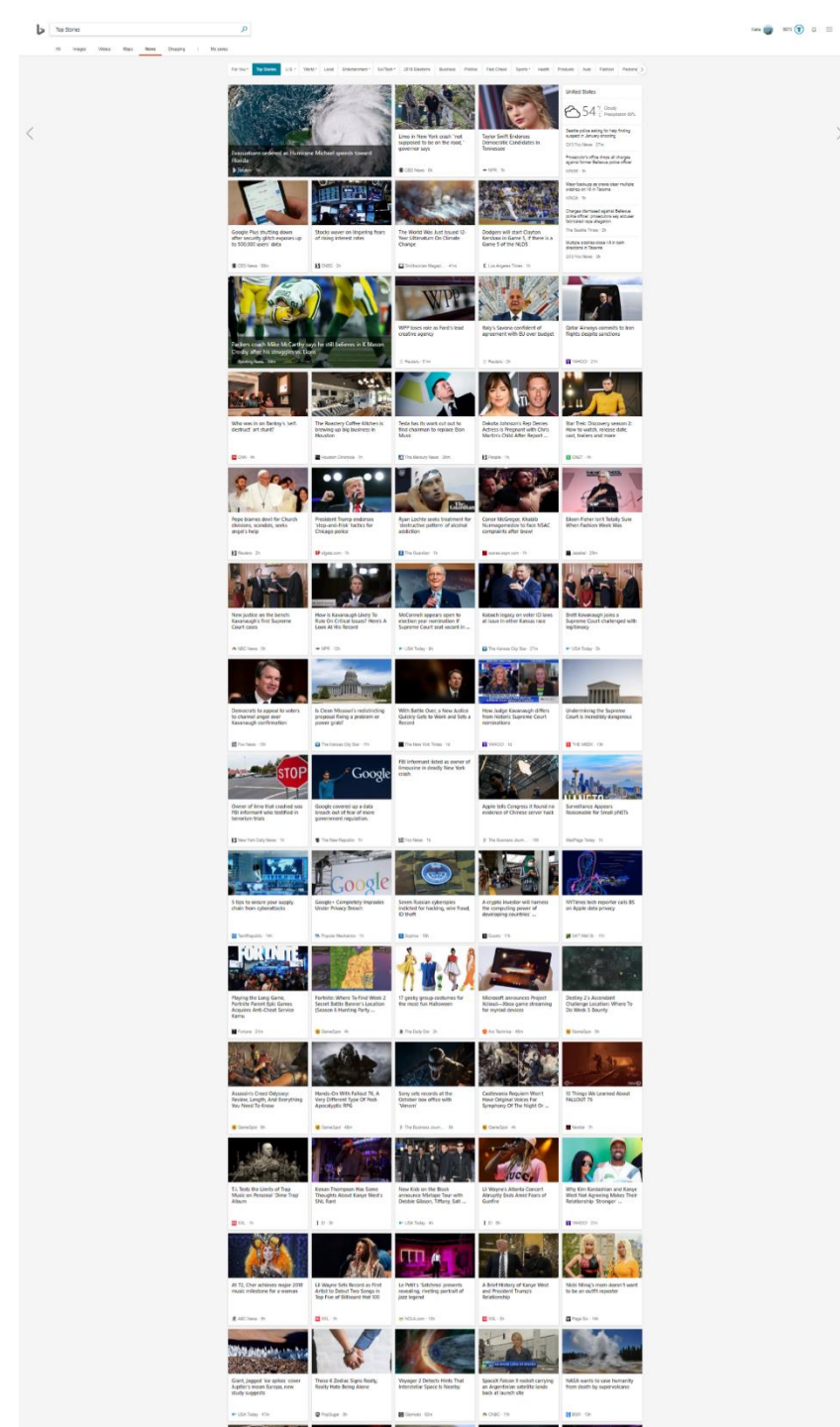
■ Bing Topic Page ■ Google Full Coverage

- On desktop, people were split on their overall news experience preference, but preferred the in-depth experience on Google.
- People found the Bing News landing page cluttered and confusing, but liked the Topic Pages.
- People preferred the organization on Google News and liked the variety of content/media types shown in their in-depth experience.





- On the desktop VERP experience, people felt that Google was better organized and had higher quality content.
- They did like the images on Bing, but felt that the page was cluttered and clickbait-y.



**Full coverage**  
**Kavanaugh confirmed to Supreme Court**

**Top coverage**

- New justice on the bench: Kavanaugh's first Supreme Court cases
- Trump on offense after Kavanaugh confirmation
- McCormack opens to Supreme Court nomination in 2020

**Videos**

- How John Roberts will manage the Supreme Court's conservative majority
- The Kavanaugh fight was historically only. Blame a Congress that was pleased to bring it
- Judge Brett Kavanaugh confirmed, but tensions far from over ahead of November midterms
- Key Republican Susan Collins defends decision to approve Donald Trump's Supreme Court pick
- Trump: US has a truly great new Supreme Court judge in Kavanaugh

**Timeline**

- Former Justice Thomas charges filed on Kavanaugh
- A Sexual Misconduct Allegation Against the Supreme Court Justice
- President Trump's Supreme Court nominees react to Kavanaugh's confirmation
- Senate Democrats' Supreme Court nominees react to Kavanaugh's confirmation

**Opinion**

- Trump's ally attacks on Blasey Ford could save the Senate for Republicans, Really
- Conservatives: This Is No Time to Panic
- Opinion: Conservatives Are Wrong to Cheer About Kavanaugh

**Analysis**

- The Finance 202: Republicans believe U.S. economic system is fair to most Americans
- ANALYSIS: Kavanaugh confirmation marks triumph of conservatism

**From Twitter**

- Donald J. Trump: I looked and congratulated the U.S. Senate for confirming our GREAT NOMINEE, Judge Brett Kavanaugh to the United States Supreme Court. Later today, I will sign the Commission of Appointment, and he will be officially sworn in. Very exciting!
- Donald J. Trump: You don't want to match me in an election, and you don't give me an edge in anything. But, Democrats have become too EXTREME and TOO DANGEROUS to ignore. Republicans believe in the rule of law - not the rule of the mob. VOTE REPUBLICAN!
- Donald J. Trump: The crowd in front of the U.S. Supreme Court is truly, look like about 200 people. It must be ridiculous - that would've been the first couple of lines of our famous rally, and I'd be out there for that matter. That's how Republicans have been treated.
- Eric Swalley: On the confirmation of Kavanaugh and the process which led to it, (and the treatment of Blasey Ford), the reputation of the Supreme Court has certainly be questioned. The Court must now prove through its work that it is worthy of the taxpayer's trust.

**All coverage**

- Left Dismayed to Find Women Think For Themselves About Politics
- McCormack changes course after opposing SCOTUS nominees in presidential election year
- Another big Democratic loss. And yet more complaints about a 'rigged' system.
- The Senators Not Broken: McConnell Blames Dems For Division
- Republicans Want to Turn November into a Referendum on Victims
- Brett Kavanaugh appointment will let us right wing unprecedented power over Supreme Court
- Christine Blasey Ford can't return home due to unsettling threats
- About Merrick Garland's 'stolen' Seat... | Trending
- Christie Blasey Ford can't return home due to unsettling threats
- Your US mid-term elections daily digest

- People liked the organization of Google's Full Coverage page, especially the variety of content/media types grouped together.
- People liked that Bing's Topic Page was comprehensive and had a large quantity of content.

**Full coverage**  
**Kavanaugh confirmed to Supreme Court**

**Top stories**

- Late Show writer apologizes for tweeting, 'I'm just glad we ruined Brett Kavanaugh's life'
- Live! Show writer apologizes for tweeting, 'I'm just glad we ruined Brett Kavanaugh's life'
- Live! Show writer apologizes for tweeting, 'I'm just glad we ruined Brett Kavanaugh's life'

**News**

- President Trump calls the allegations against Brett Kavanaugh a "hoax"
- Brett Kavanaugh's first Supreme Court cases: New Justice will hear arguments on guns and immigrant detention
- Justice Brett Kavanaugh will sit for his first Supreme Court arguments this week
- Political opponents: Brett Kavanaugh confirmed to U.S. Supreme Court after a bitter confirmation battle
- President Donald Trump calls sexual misconduct allegations raised against Brett Kavanaugh "fabricated," a move by Democrats
- People Rally Against Brett Kavanaugh Becoming Supreme Court Justice in Cleveland, La. Protest
- Lyons: Supreme Court after the Brett Kavanaugh confirmation battle, should American men be afraid?
- Brett Kavanaugh Sworn In as 11th Supreme Court Justice
- Read Susan Collins's Speech Denying Support for Brett Kavanaugh
- Brett Kavanaugh Confirms Victory for Trump in Supreme Court battle
- Senators Offer Closing Remarks on Judge Brett Kavanaugh
- Brett Kavanaugh votes: Sens. Collins, Menendez will vote to confirm
- Senate confirms Judge Brett Kavanaugh to Supreme Court
- Brett Kavanaugh: Senate set for final vote on Supreme Court nominee
- Brett Kavanaugh sworn in as US Supreme Court justice

**Opinion**

- Constitutional scholars: Kavanaugh's confirmation is a triumph for conservatism
- Constitutional scholars: Kavanaugh's confirmation is a triumph for conservatism

**Analysis**

- How the Supreme Court will manage the Supreme Court's conservative majority
- How the Supreme Court will manage the Supreme Court's conservative majority

**Timeline**

- Former Justice Thomas charges filed on Kavanaugh
- A Sexual Misconduct Allegation Against the Supreme Court Justice
- President Trump's Supreme Court nominees react to Kavanaugh's confirmation
- Senate Democrats' Supreme Court nominees react to Kavanaugh's confirmation

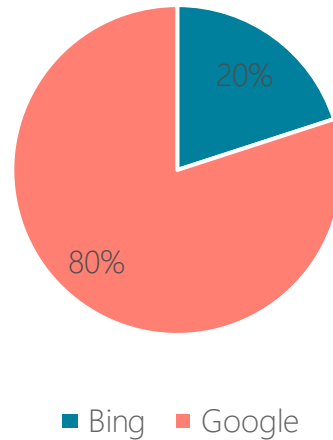
**From Twitter**

- Donald J. Trump: I looked and congratulated the U.S. Senate for confirming our GREAT NOMINEE, Judge Brett Kavanaugh to the United States Supreme Court. Later today, I will sign the Commission of Appointment, and he will be officially sworn in. Very exciting!
- Donald J. Trump: You don't want to match me in an election, and you don't give me an edge in anything. But, Democrats have become too EXTREME and TOO DANGEROUS to ignore. Republicans believe in the rule of law - not the rule of the mob. VOTE REPUBLICAN!
- Donald J. Trump: The crowd in front of the U.S. Supreme Court is truly, look like about 200 people. It must be ridiculous - that would've been the first couple of lines of our famous rally, and I'd be out there for that matter. That's how Republicans have been treated.
- Eric Swalley: On the confirmation of Kavanaugh and the process which led to it, (and the treatment of Blasey Ford), the reputation of the Supreme Court has certainly be questioned. The Court must now prove through its work that it is worthy of the taxpayer's trust.

**All coverage**

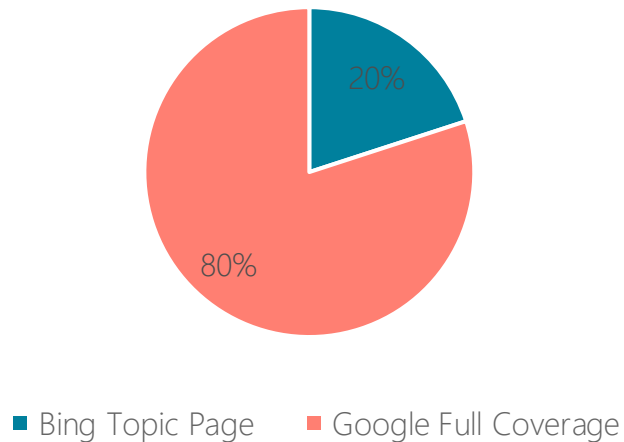
- Left Dismayed to Find Women Think For Themselves About Politics
- McCormack changes course after opposing SCOTUS nominees in presidential election year
- Another big Democratic loss. And yet more complaints about a 'rigged' system.
- The Senators Not Broken: McConnell Blames Dems For Division
- Republicans Want to Turn November into a Referendum on Victims
- Brett Kavanaugh appointment will let us right wing unprecedented power over Supreme Court
- Christine Blasey Ford can't return home due to unsettling threats
- About Merrick Garland's 'stolen' Seat... | Trending
- Christie Blasey Ford can't return home due to unsettling threats
- Your US mid-term elections daily digest

Which news app experience did you prefer overall?



- On mobile, people overwhelmingly preferred the Google News experience.
- People found the Bing News experience in the Bing app to be confusing and disorganized.

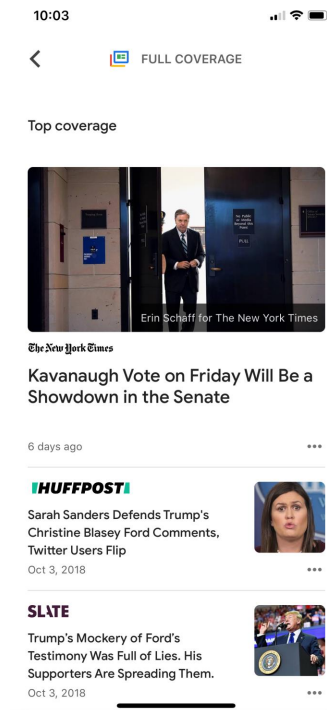
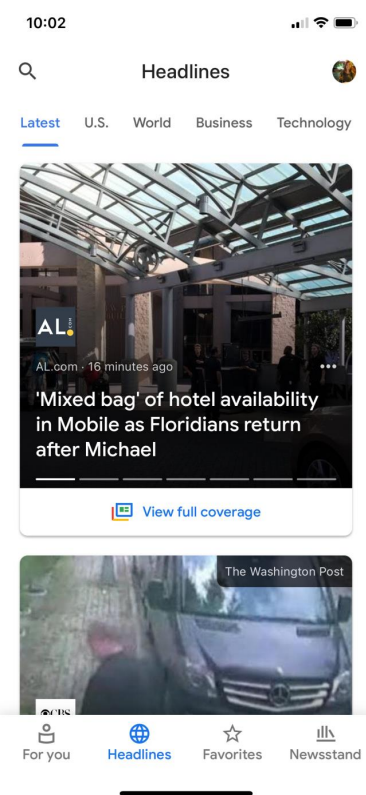
Which app in-depth news experience did you prefer?



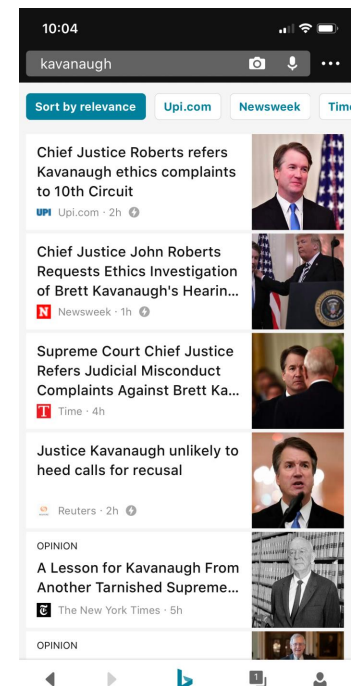
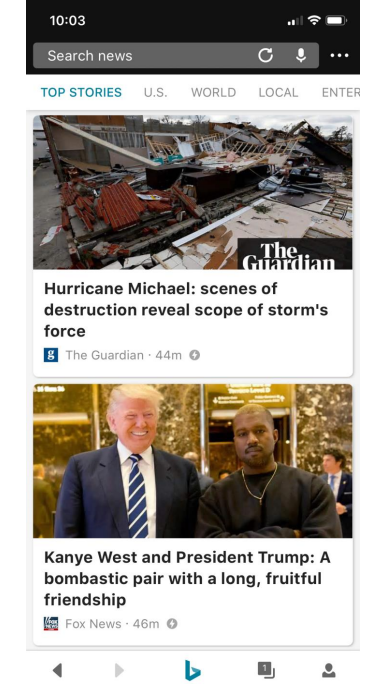
- People preferred Google because it felt easier to use, better designed, and more relevant.







- People preferred the Google News mobile app because it felt better designed and easier to use.
- They felt that Bing was limited in the content it showed and harder to navigate.
- They also felt it was harder to find the content in the Bing app.





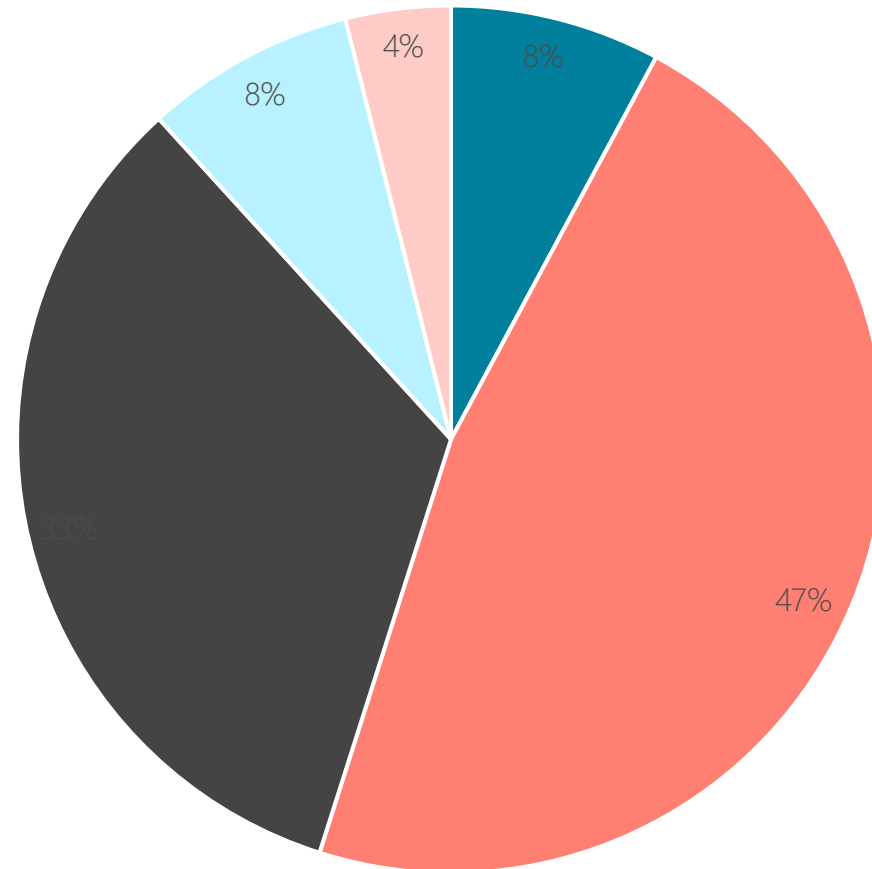
# Detailed Findings



# General News Consumption Habits



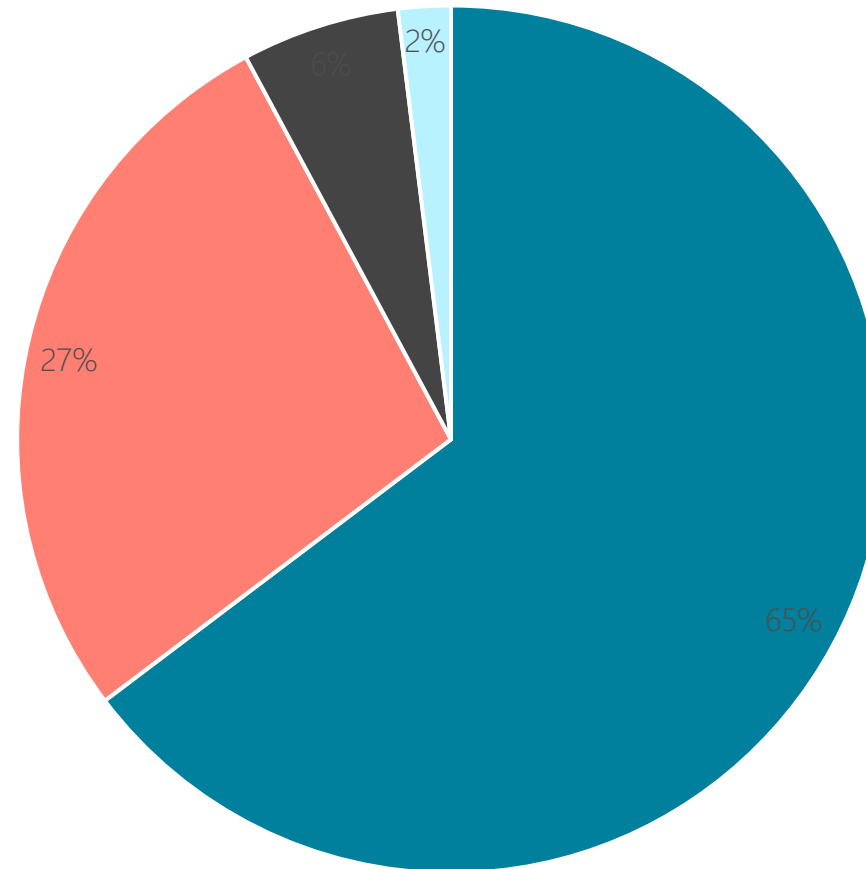
# How would you describe your news consumption habits?



■ News Addict ■ News Tracker ■ News Scanner ■ News Investor ■ News Ignorer



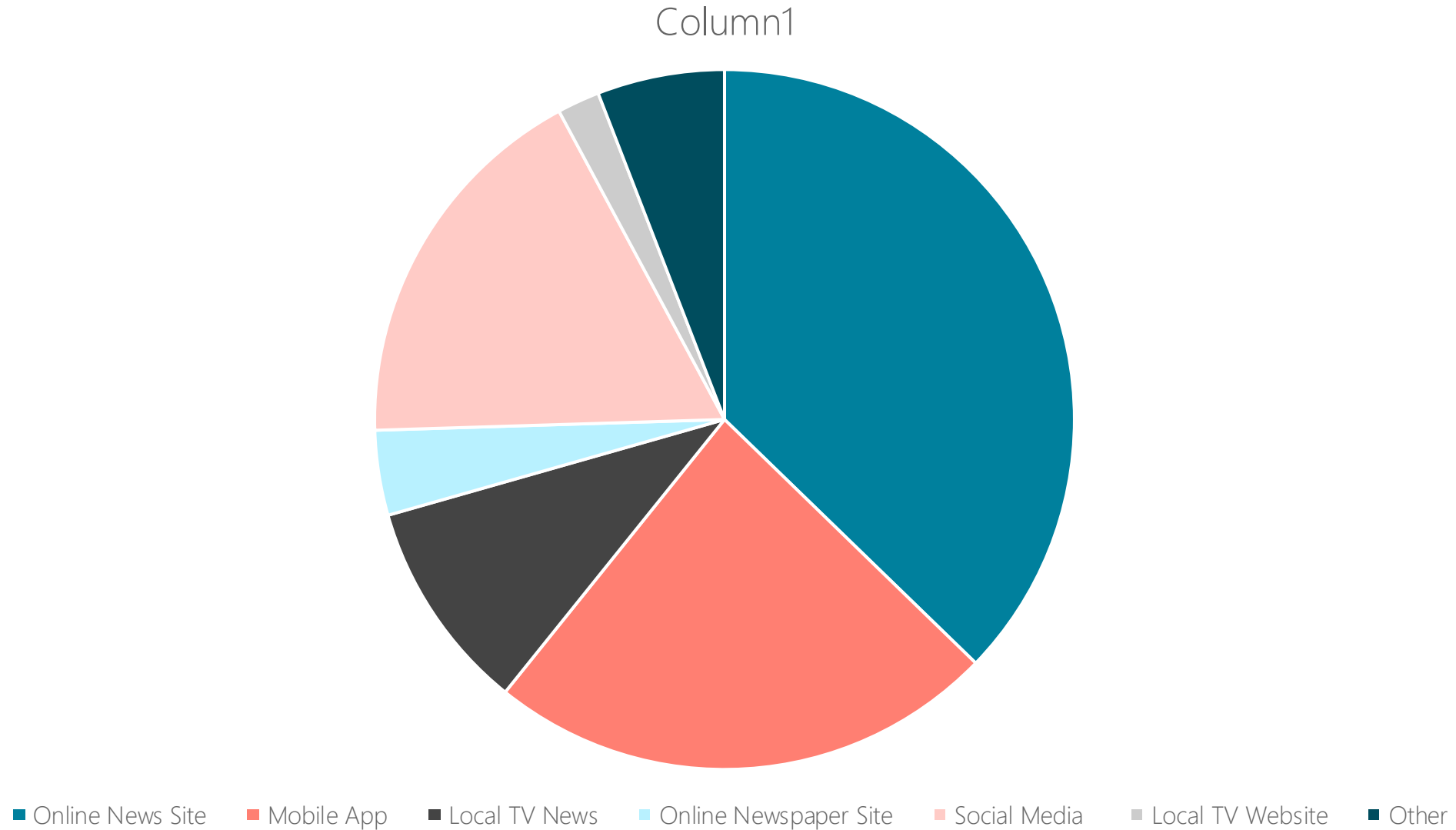
# What device do you use primarily to consume news?



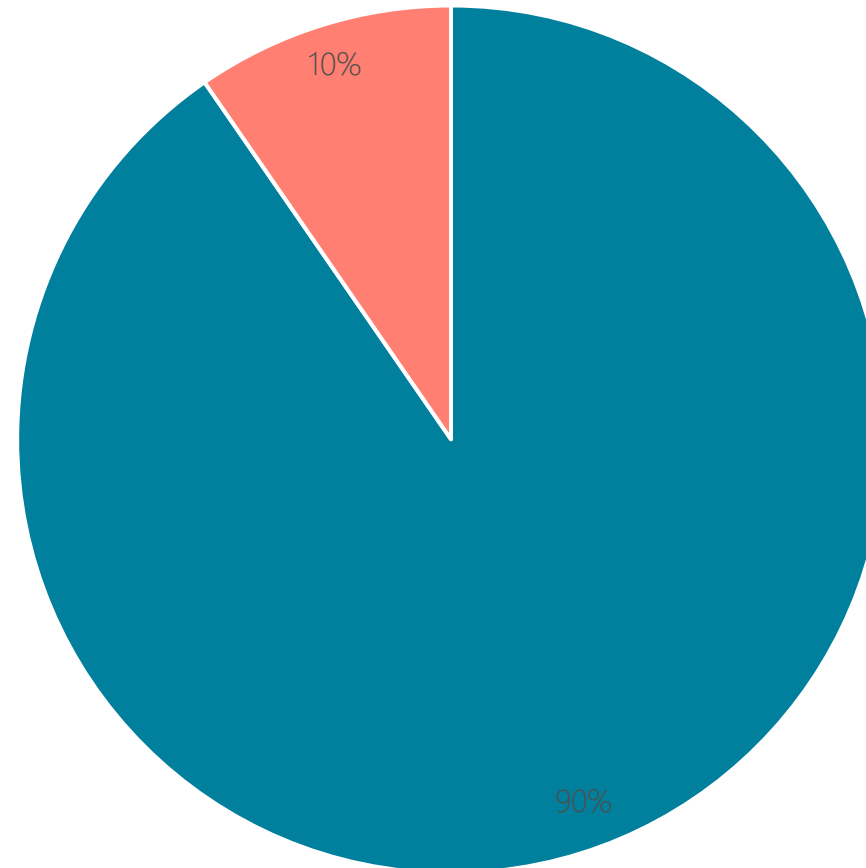
■ Smartphone ■ Computer ■ TV ■ Tablet



# What media type do you use most often to consume news?



# Do you use search engines as part of your regular news consumption?



■ Yes ■ No

Most participants said they use search engines to get more information about news they heard about elsewhere.

Only 3 participants said they go to search engines to see the latest news or top headlines.



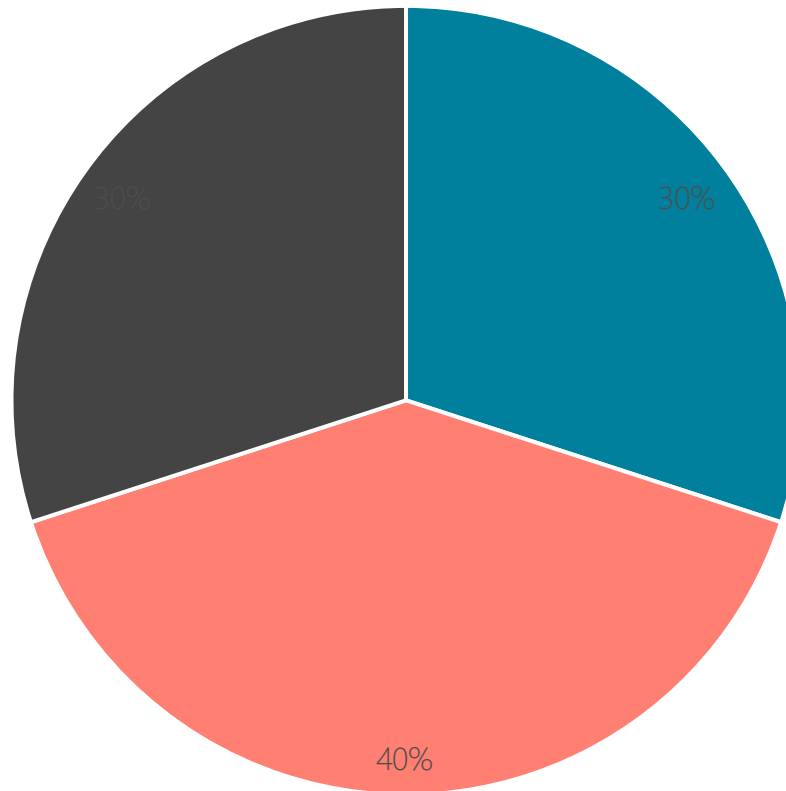


# Google News Review: Desktop



# Most people haven't used Google News on desktop

Have you ever used Google News on desktop?



■ Yes ■ No ■ Not Sure



Headlines

More Headlines

New justice on the bench: Kavanaugh's first Supreme Court cases

NBCNews.com · 2 hours ago

Dems wage war on Kavanaugh, court: New battles over legitimacy, impeachment, refusal

Fox News · 3 hours ago

Trump on offense after Kavanaugh confirmation

CNN · 2 hours ago

Kavanaugh must recuse himself in politically charged cases | TheHill

The Hill · today · Opinion

Do Trump's Scandals Actually Matter?

Bloomberg · today · Opinion

View full coverage

Victim texted limo was in 'terrible condition' minutes before crash killed 20 in New York

USA TODAY · one hour ago

New York crash victim text messaged that limo was in 'terrible condition' before accident killed 20

Fox News · today

View more

Terrifying climate change warning: 12 years until we're doomed

Fox News · 2 hours ago

Major Climate Report Describes a Strong Risk of Crisis as Early as 2040

The New York Times · 2 hours ago

View more

Hurricane Michael Forecast to Intensify and Bring a Dangerous Threat of Storm Surge, Damaging Winds to Florida

The Weather Channel · 25 minutes ago

State of emergency declared as Hurricane Michael strengthens

ABC News · 4 hours ago

View more

For you

Recommended based on your interests

More For you

Google Exposed User Data, Feared Repercussions of Disclosing to Public

The Wall Street Journal · one hour ago

Google exposed data for hundreds of thousands of users

Engadget · one hour ago

View more

Microsoft Announces Xbox Game Streaming Service

Kotaku · 4 hours ago

Xbox One games to stream over cloud with Project xCloud

Polygon · 4 hours ago

View more

King County

Rain

54° F

Today

Tue

Wed

Thu

Fri

65°F  
61°F

68°F  
46°F

62°F  
42°F

63°F  
46°F

63°F  
43°F

C | F | K

More on weather.com

Fact check

'Got Another Friend Request from You' Facebook Warning

Snoopes.com

Fact Check: Are the 'Presidential Alerts' Capable of Accessing Your Phone's Mic and Camera?

The Weekly Standard

Did Joe Manchin vote to fund the border wall?

PolitiFact

Russian State News Agency Underestimates Protest in Ingushetia

Polygraph.info

A Misleading \$17 Million Hush Money Claim

FactCheck.org

Spotlight

The Cruelty Is the Point

The Atlantic · 4 days ago · Opinion

How Trump Is Trying—And Failing—To Get Rich Off His Presidency

Forbes · 6 days ago

The First Rule of Microsoft Excel—Don't Tell Anyone You're Good at It

The Wall Street Journal · 3 days ago

Unraveling a Tesla Mystery: Lots (and Lots) of Parked Cars

The New York Times · 5 days ago

Why Do Computers Use So Much Energy?

Scientific American · 4 days ago

Fake News Comes to Academia

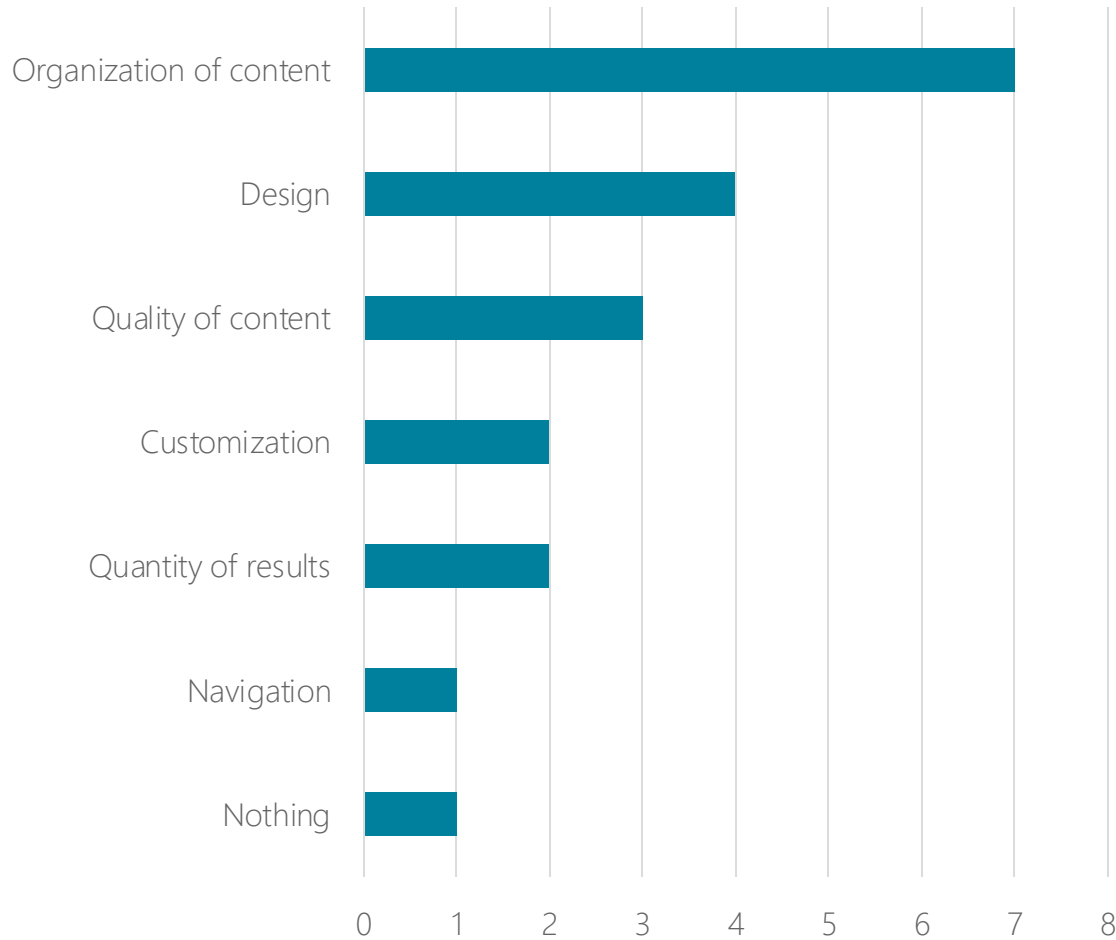
The Wall Street Journal · 2 days ago

# People liked Google's content, organization, and design

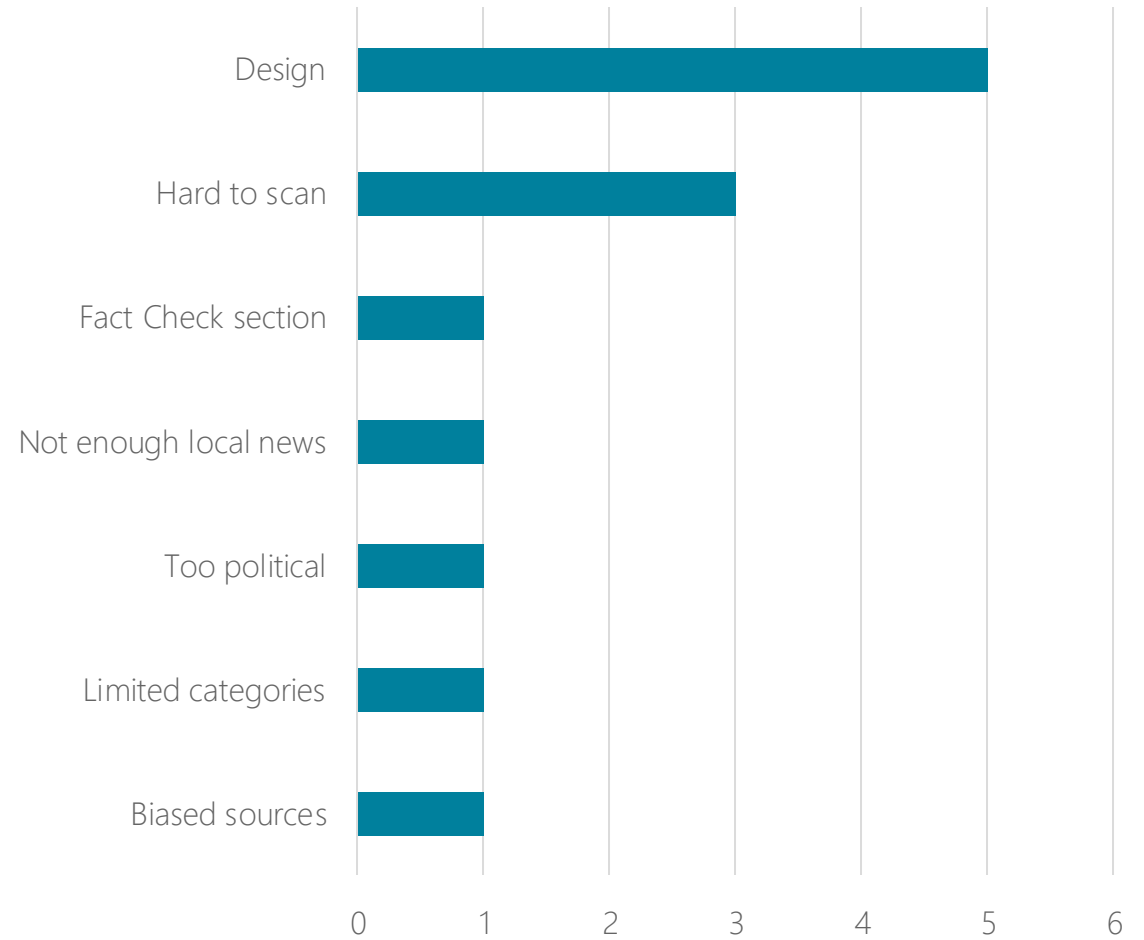
- People had mostly positive reactions to Google News after reviewing the site.
  - People found the page easy to navigate, thanks to the clear organization and navigation on the left side.
  - The navigation especially proved useful for people, who liked seeing all of the categories in one place without having to scroll.
    - As one person said, "It's informative without being overwhelming."
  - People also liked that the top stories included multiple results instead of just one link/article.
  - Participants also felt that the top stories were accurate in terms of their relevance and importance, and that the main page featured "real news without clickbait or gossip."
- Some participants were more critical of the Google News experience.
  - They felt like there was too much text on the page, making it harder to scan quickly.
  - They also felt that the design was a bit sparse and empty.
  - A few participants also expressed confusion about features like Fact Check and Spotlight, as it was not immediately clear what these sections were for.



## What did you like about Google News on desktop?

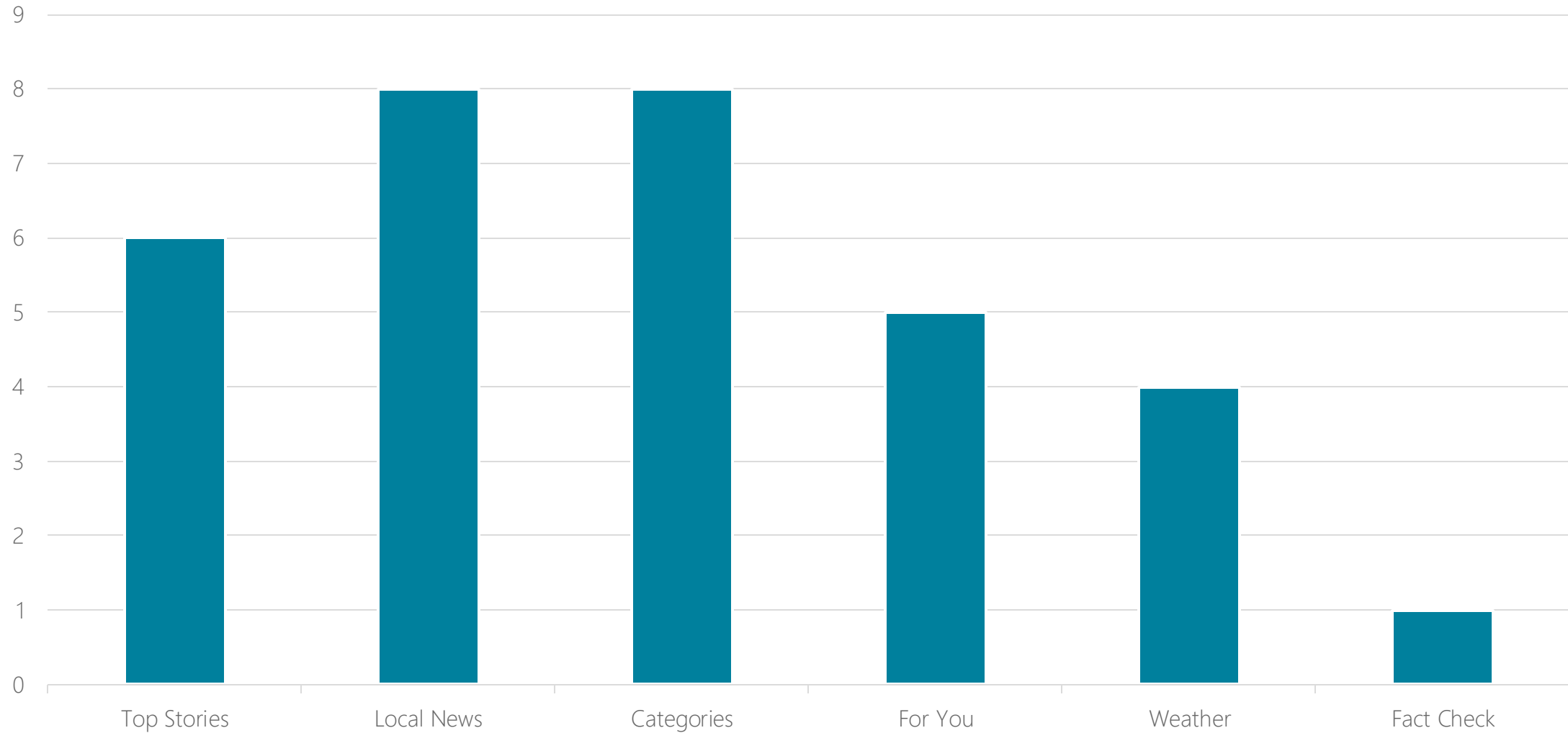


## What did you dislike about Google News on desktop?



# People would use news categories, local news most often

What content would you use most often?





# Google's design is functional, simple, well-organized

- People found Google's design to be simple and easy to use, although not necessarily beautiful.
  - Most people felt that Google's design as easy to read and was very simple and clean.
    - They liked that the articles/topics were clearly defined and that there was plenty of white space
    - One person called it "airy."
  - But while people felt that the design was functional and effective, they also felt it was a bit too sparse and boring.
    - A few people called it "plain."
  - For most people, the functionality was more important than the aesthetic aspect, especially compared to Bing.
- While the design was a bit simplistic, people felt that amplified how well organized the page was.
  - People overwhelmingly felt that the organization of the page was excellent, specifically how the topics had multiple results and were easy to scan through.
  - The grouping of topics was seen as the best aspect of the organization, followed by the left-side navigation.
    - As one person said, "Google organized the page so I don't have to search very hard to find the top news or topics that interest me."



# People found the Headlines section useful, relevant

- People found the Headlines section to be very useful, especially the curation of top stories.
  - People liked that Google chose the top stories for them based on what was most important in the world/country today.
  - They liked that these stories were set apart and easy to see, allowing them to quickly catch up on the latest news.
    - As one person said, “I like that I don’t have to wade through a whole page of content or irrelevant things and can just see what is most important at the top.”
  - People also liked seeing multiple sources for each story. While they liked the curation of the topics, they preferred to be able to choose their own source to engage with on each topic.
  - A few people commented that these stories were too politically-focused, but also acknowledged that they were the most relevant top stories at the moment. This was more of a personal preference than a comment on the Headlines section.
- A few people had critiques of the Headlines section.
  - They wanted to know more about what qualified a story to be featured here, compared to other important stories.
  - They also worried about redundancies, as some of these headlines could be found in the various categories.



Top stories  
For you  
Favorites  
Saved searches

U.S.  
World  
Local  
Business  
Technology  
Entertainment  
Sports  
Science  
Health

Language & region  
English (United States)  
Settings

Get the Android app

Get the iOS app

Send feedback

Help

Privacy Terms About Google

Favorites  
Saved searches

U.S.  
World  
Local  
Business  
Technology  
Entertainment  
Sports  
Science  
Health

Language & region  
English (United States)  
Settings

Get the Android app

Get the iOS app

Send feedback

Help

Favorites  
Saved searches

U.S.  
World  
Local  
Business  
Technology  
Entertainment  
Sports  
Science  
Health

Language & region  
English (United States)  
Settings

Get the Android app

Get the iOS app

Send feedback

Help

U.S.  
World  
Local  
Business  
Technology  
Entertainment  
Sports  
Science  
Health

Language & region  
English (United States)  
Settings

Get the Android app

Get the iOS app

Send feedback

Help

Full coverage

## Kavanaugh confirmed to Supreme Court

Top coverage

**WCHV.com**  
New justice on the bench: Kavanaugh's first Supreme Court case  
2 hours ago

**ON**  
Trump on offense after Kavanaugh confirmation  
2 hours ago

**WCHV.com**  
Dennis' wage war on Kavanaugh, court. New battles over legitimacy, impeachment, recall  
2 hours ago

**The Hill**  
McConnell open to Supreme Court nomination in 2020  
1 hour ago

Videos



**ON**  
How John Roberts will manage the Supreme Court's conservative majority  
1 hour ago



**WCHV.com**  
The Kavanaugh fight was historically ugly. blame a Congress that was primed to bungle it.  
1 hour ago



**WCHV.com**  
Judge Brett Kavanaugh confirmed, but tensions far from over ahead of November midterms  
1 hour ago



**The Independent**  
Key Republican Susan Collins defends decision to approve Donald Trump's Supreme Court pick  
1 hour ago



**The Telegraph**  
Trump: US has a truly great new Supreme Court judge in Kavanaugh  
1 hour ago

Timeline



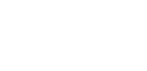
**ON**  
Former Justice Stevens charges rift on Kavanaugh  
2 days ago



**THE NEW YORKER**  
A Social Media Post Allegedly Against the Supreme Court Nominee Brett Kavanaugh First Tweeted Among Democrats in Congress  
16 hours ago



**WCHV.com**  
Kavanaugh's nomination reflects at Kavanaugh hearings  
23 days ago



**WCHV.com**  
Brett Kavanaugh: Supreme Court nominee wants to show independence  
162 months

Opinion

**WCHV.com**  
Trump's up attacks on Blasey Ford could save the Senate for Republicans. Really  
2 hours ago



**The Hill**  
Kavanaugh must recuse himself in politically charged cases | TheHill  
1 hour ago



**WCHV.com**  
Democrats, This is No Time to Panic  
1 hour ago



**WCHV.com**  
Opinion: Conservatives Are Wrong to Gloat About Kavanaugh  
2 hours ago



Analysis

**WCHV.com**  
Analysis: The Finer 2020: Republicans believe U.S. economic system is fair to most Americans  
1 hour ago

**WCHV.com**  
ANALYSIS: Kavanaugh confirmation marks triumph of liberalism  
1 hour ago



From Twitter

**Donald J. Trump**  
@realDonaldTrump  
I applaud and congratulate the U.S. Senate for confirming our GREAT NOMINEE, Judge Brett Kavanaugh, to the United States Supreme Court. Later today, I will sign the Commission of Appointment, and he will be officially sworn in. Very exciting!  
Twitter · 217k retweets · 150k/18.1k/18k

**Donald J. Trump**  
@realDonaldTrump  
The crowd in front of the U.S. Supreme Court is truly iconic like about 200 people (I must be confused—that would be the first couple of rows of rows of our Justice Hall, it is a very old building for the nation). The First Amendment is being tested. It is a test. It is a test. It is a test.  
Twitter · 127k retweets · 15k/18.1k/18k

**Donald J. Trump**  
@realDonaldTrump  
You don't need matches to be a socialist and you don't give power to an angry whining mob. Democrats have business to do. They are not the only ones who are angry. Republicans believe in the rule of law—not the rule of the mob. VOTE REPUBLICAN!  
Twitter · 100k retweets · 15k/18.1k/18k

**Eric Holder**  
@EricHolder  
With the confirmation of Kavanaugh and the process which led to it, send the treatment of dissent. Indeed, the integrity of the Supreme Court can only be sustained. The Court must now prove through its work that it is worthy of the nation's trust.  
Twitter · 100k retweets · 15k/18.1k/18k

View on Twitter

All coverage

**The Washington Post**  
Left Dumbfounded To Find Women Think For Themselves About Politics  
1 hour ago



**WCHV.com**  
We're less than a month away until the midterms. Here are five essential questions.  
2 hours ago



**ON**  
McConnell changes course after opposing SCOTUS nominee's presidential election year  
2 hours ago



**The Washington Post**  
Trump bulls Supreme Court confirmation, denounces Democrats as angry mob  
2 hours ago



**WCHV.com**  
Another big Democratic loss. And yet more constants about a 'rigged' system.  
2 hours ago



**WCHV.com**  
Trump is winning — but are voters tired of it?  
1 hour ago



**WCHV.com**  
The Senate's Not Broken: McConnell Blames Dems For Division  
1 hour ago



**WCHV.com**  
Morning Docket: 10.08.18  
2 hours ago



**WCHV.com**  
Republicans Want to Turn November Into a Referendum on Victims  
2 hours ago



**WCHV.com**  
Christine Blasey Ford can't return home due to 'unending' threats  
1 hour ago



**The Times**  
Brett Kavanaugh appointment will let US right wing unprecedented power over Supreme Court  
1 hour ago



**WCHV.com**  
About Merrick Garland's 'Stolen Seat...' Trending  
2 hours ago



**WCHV.com**  
McConnell says he's open to Supreme Court  
1 hour ago



**WCHV.com**  
Your US mid-term elections daily digest  
2 hours ago



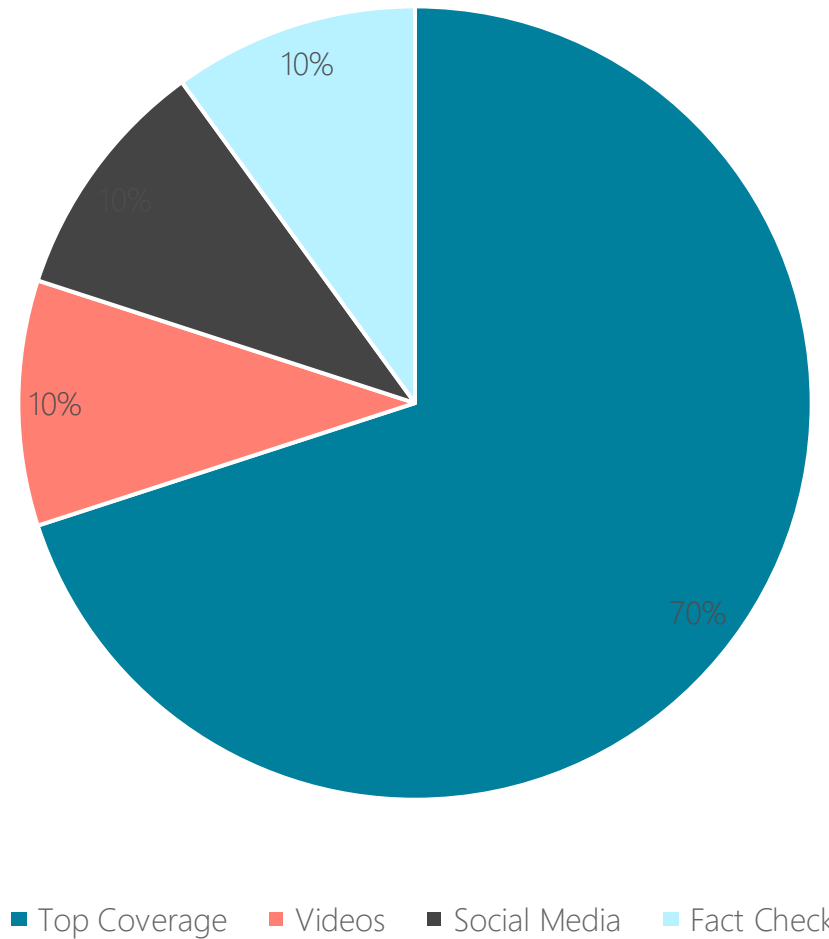
# Full Coverage received positive reviews

- After clicking through to the Full Coverage section, people expressed positive reviews about the design and the content.
- Most people found the Full Coverage section easy to read and well-organized, especially the sections for various media and content types.
  - A few people mentioned that this page was even easier to navigate than the main Google News page.
- The multiple media and content types were the most positive aspect for most people, who liked seeing all the different ways they could engage with this topic.
- People felt that there was an “impressive” amount of content on the page, and liked how they were in control to choose what to engage with.
- A few people were surprised to see another page of results instead of an article.
  - While this was a positive for some and a negative for others, it was clear that not everyone knew what to expect when clicking on “View Full Coverage.”
  - A few people also felt this page was overwhelming.



# People found the Top Coverage section most useful

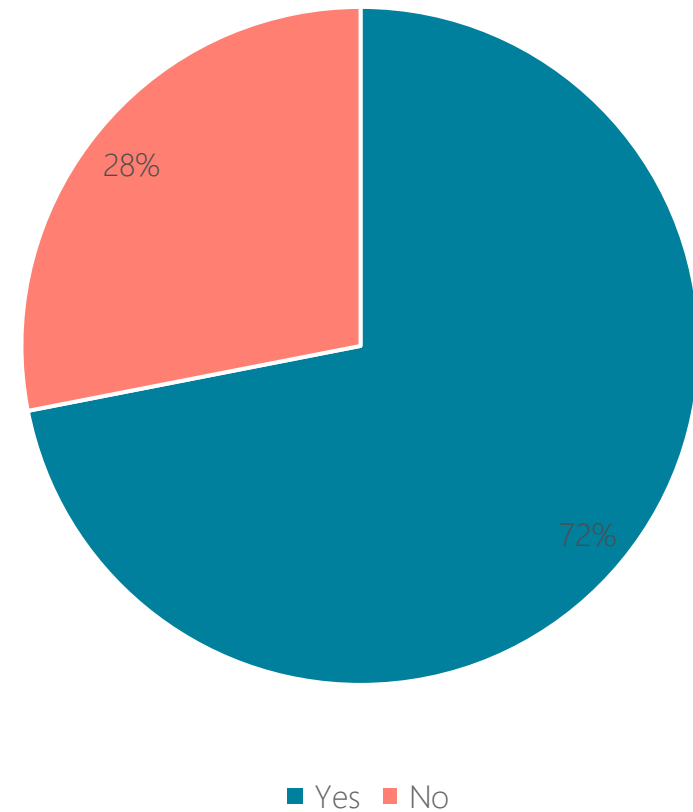
Which section within Full Coverage is most useful to you?



# Overall people liked Google News for quality, quantity, organization

- After exploring Google News and the Full Coverage experience, most people had positive reviews.
  - They liked the organization and categorization of content, especially how stories/topics were grouped with multiple sources and ways to engage.
  - While the design was sparse for some, most people said it was functional and easy to read.
  - As one person said, "It is one of my favorite news sites, mainly because it is so easy to navigate. It is so visually clean and the organization makes it incredibly useful."
  - People also liked the Full Coverage experience, both for the quality and quantity of content provided.
- Most people said that Google News made them feel more informed.
  - They felt that the mix to topics, media types, and sources helped them feel informed about the most relevant news stories and the things that mattered to them personally.
  - A few people said it did not help them feel more informed, due to the design and the fact that the content was not unique to this news site.

Did Google News make you feel more informed?





# People suggested ways to improve Google News on desktop

- Make the headline topics clearer on the main page.
- Make it easier to view more content quickly.
- Let me select news to be pushed to a curated news page.
- Indicate things I've already read by fading them or shading them differently.
- Show more balanced news sources.
- Put category or topic names around the stories.
- Let me see local news from different areas.
- Explain what the For You section is and how to use it.
- Make it more customizable.
- Remove some of the white space on the page.
- Make For You the top section above Headlines.
- Minimize the amount of scrolling and clicks needed to see more content.
- Implement a save for later feature for stories I want to come back and read.
- Customize the order of the sections on the page.

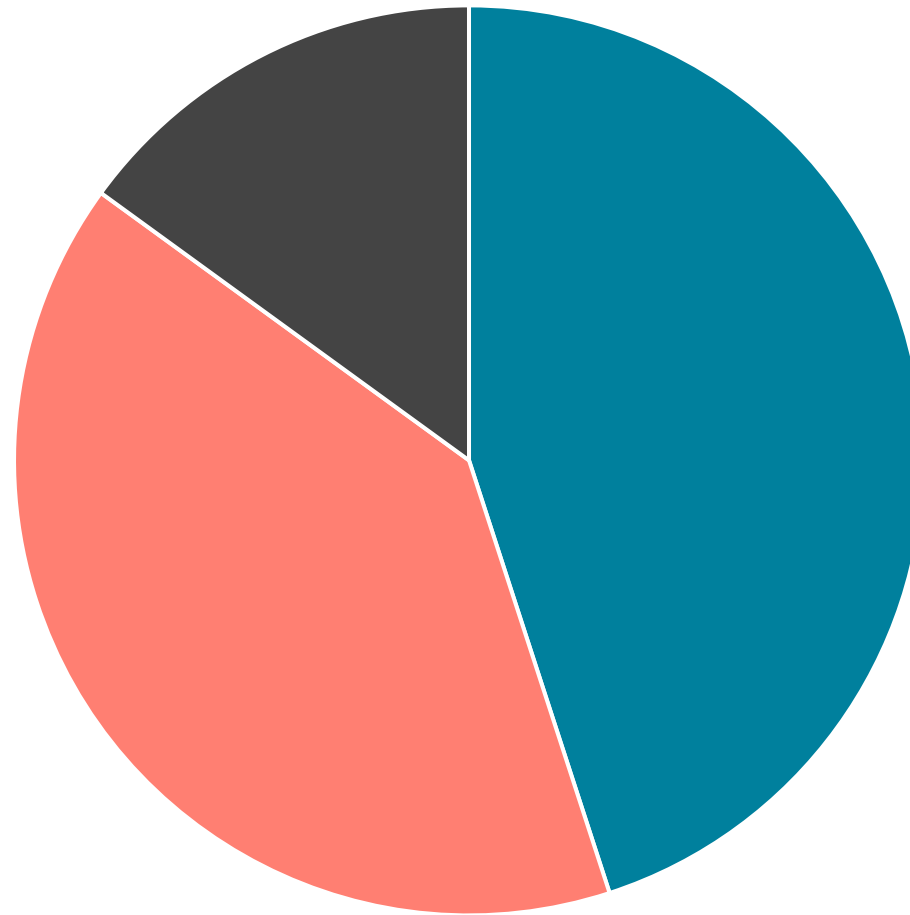


# Google News Review: App



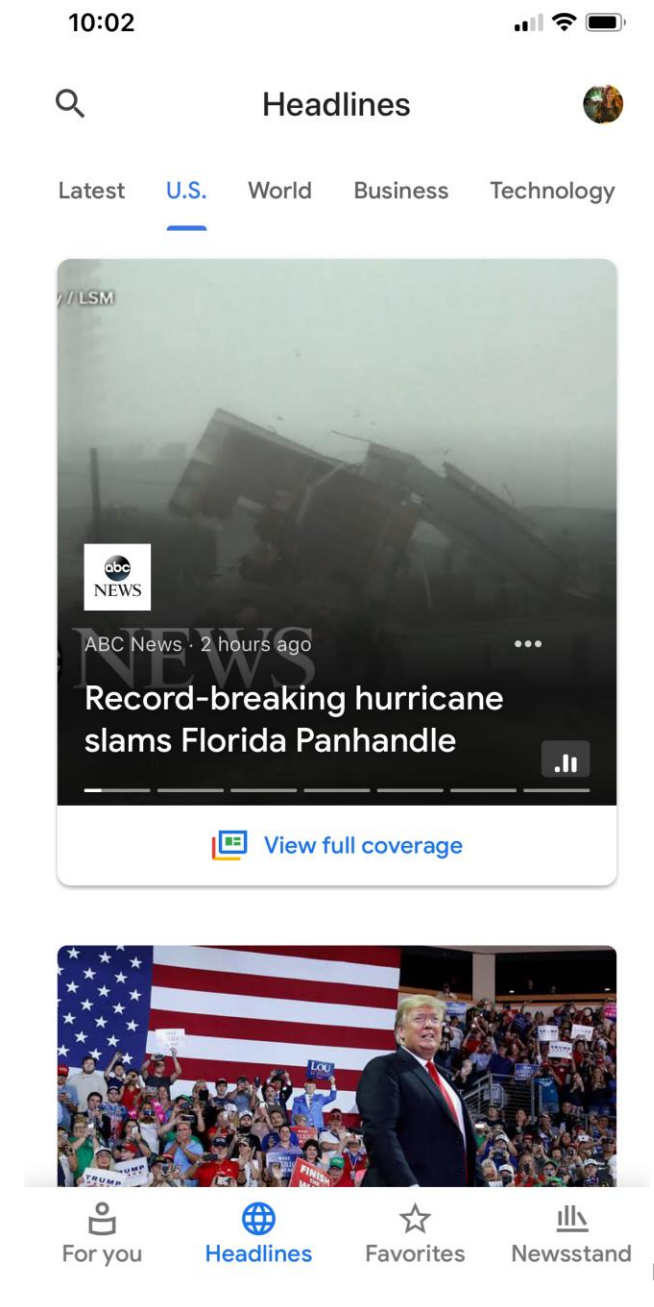
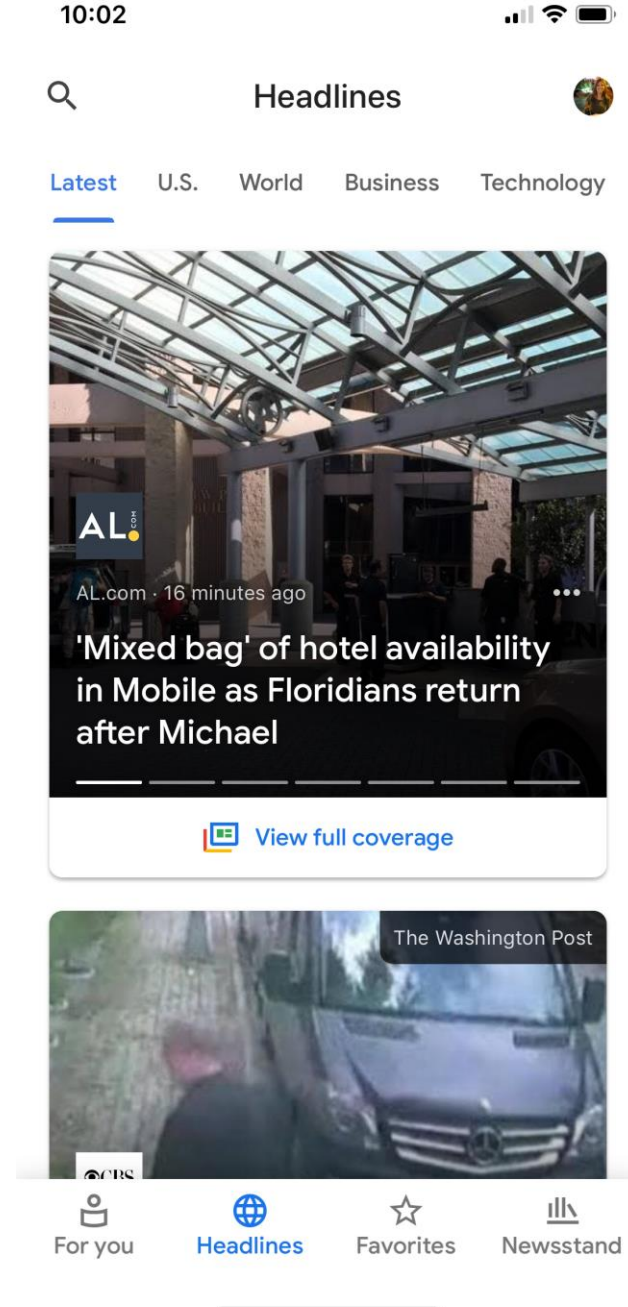
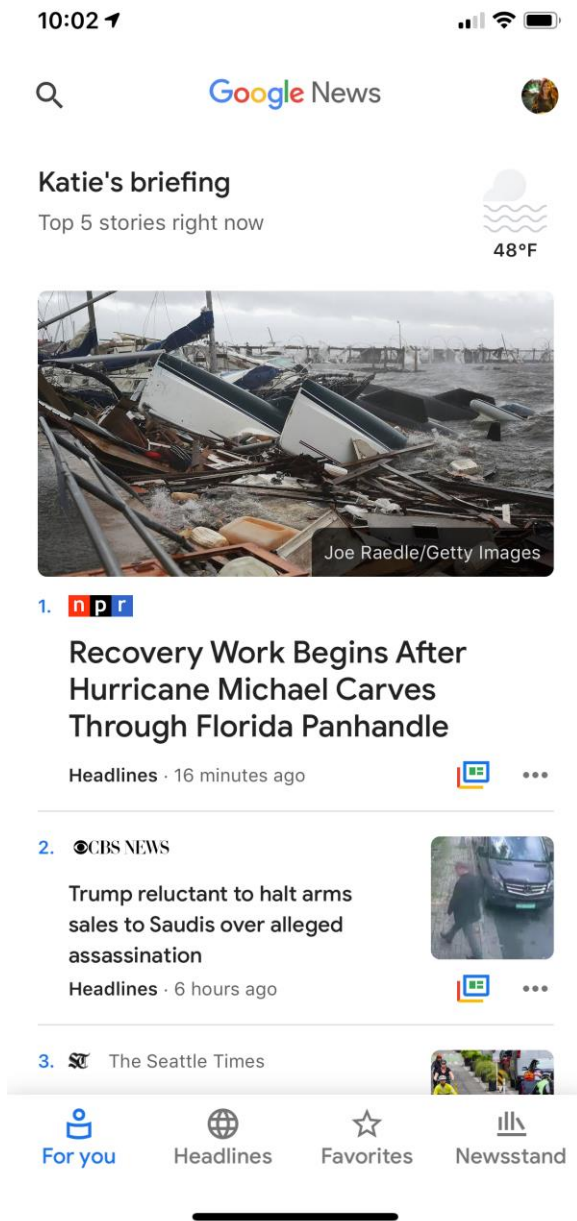
# Half of people had used the Google News app

Have you ever used the Google News app?



■ Yes ■ No ■ Not sure



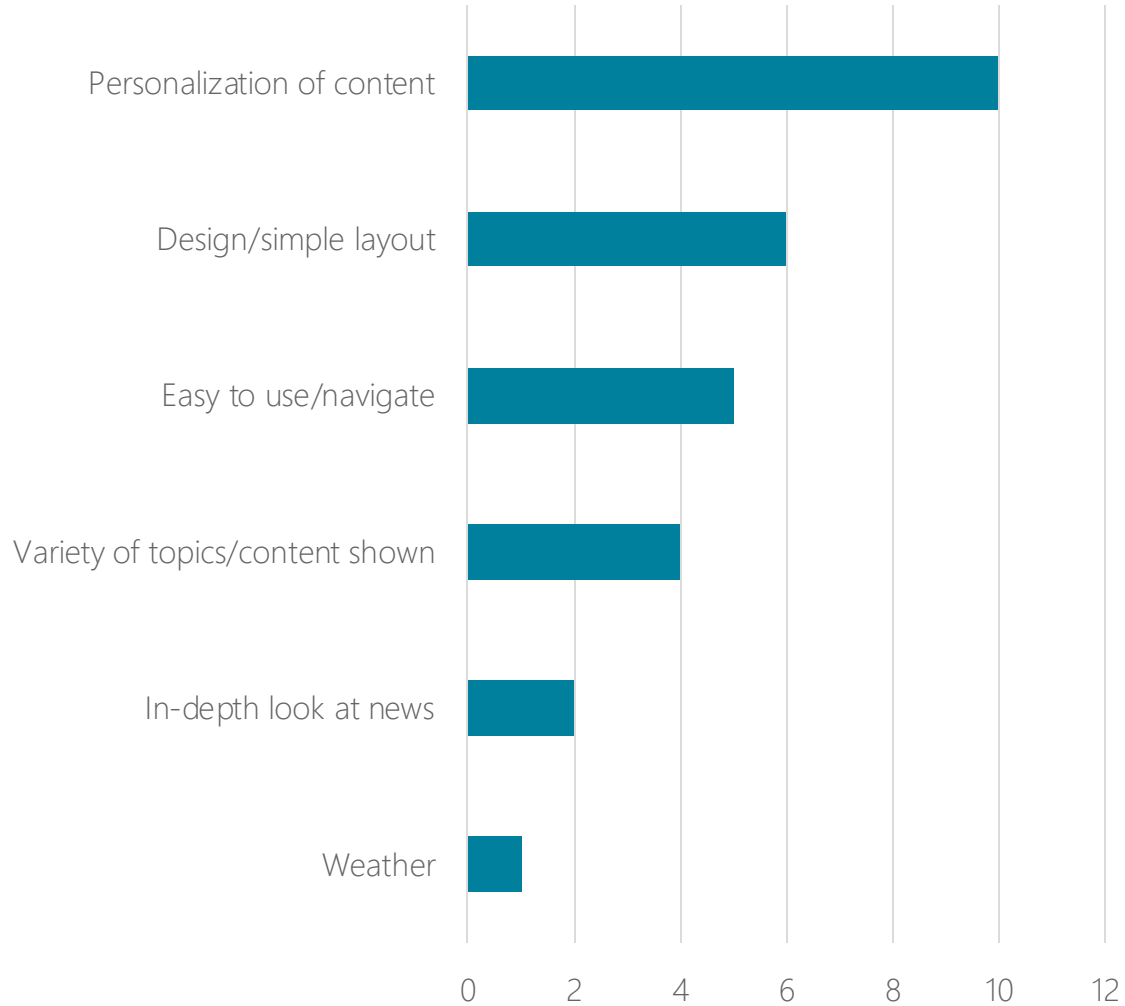


# People found the Google News app easy to use, organized

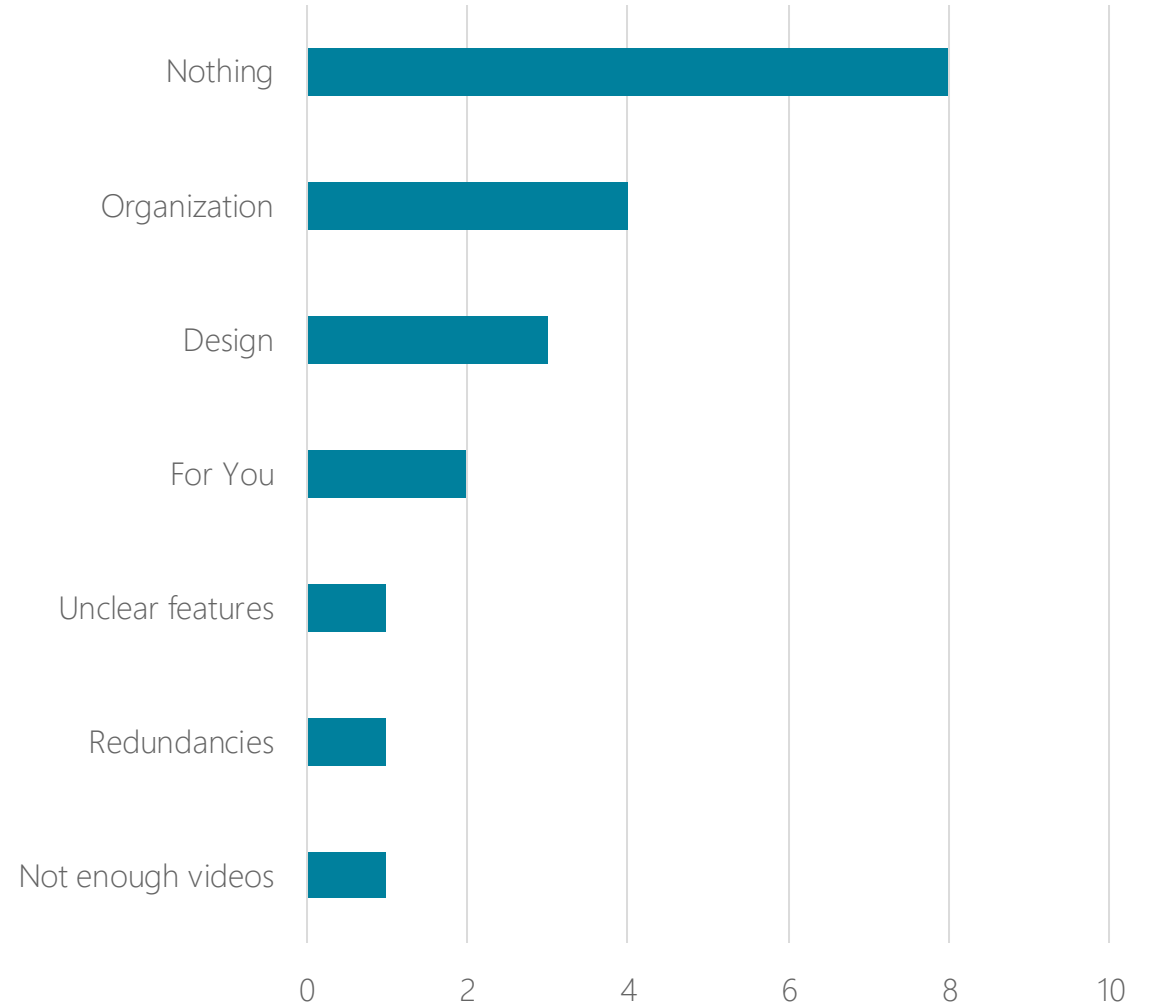
- People had mostly positive reviews after their initial review of the Google News app.
  - Most people immediately commented that it was easy to use and well-organized.
  - People felt that the design was easy to follow, simple, and modern. They liked that it was crisp, clean, and easy to read.
  - They felt that the stories highlighted in the app were relevant and timely, and that it was very easy to identify the most important/most relevant stories.
  - As one person said, "I like that this app is really interactive. It's focused on making it easy for you to learn the whole story and it feels really easy to customize."
- People had positive reactions to the For You section as well.
  - They liked that they saw stories that were catered to their interests beyond the top headlines.
  - As one person said, "I like that it has more layers like curated content based on my interests and the ability to flag favorites and have more control over the content that I'm seeing."
- A few people offered critiques of the app.
  - They felt that it lacked chronological sorting, which they preferred for the top stories.
  - They also wanted more opportunities to customize the app before seeing content.



## What did you like about the Google News app?



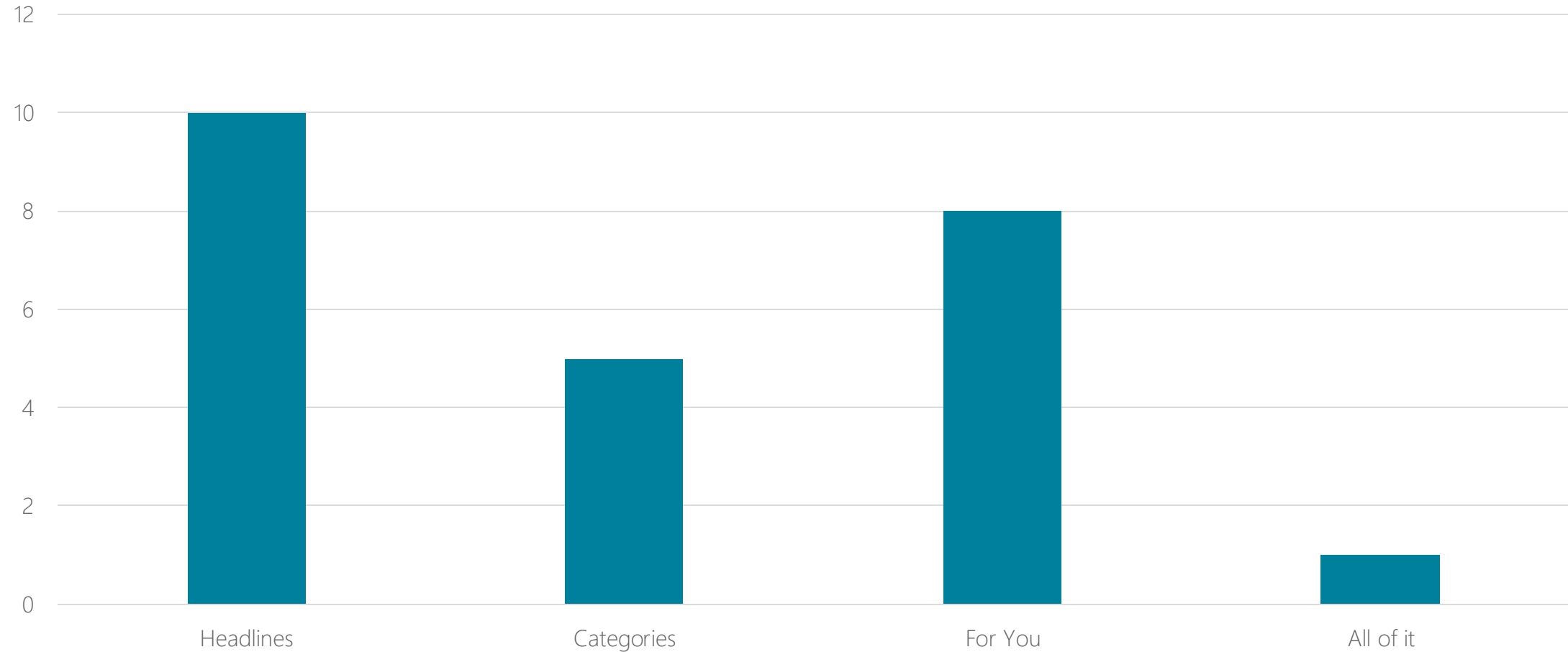
## What did you dislike about the Google News app?





# People would use headlines and For You most often

What content would you use most often?



# People liked the app design, organization

- Most people had positive feedback about the Google News app's design.
  - They liked that it had a simple layout that was easy to navigate.
  - They felt that the white background and simple layout made it incredibly user-friendly.
  - As one person said, "This app feels familiar and like I could just start using it without having to think about it. That's good design."
- People also had positive feedback about the app's organization.
  - Most people felt that the organization was logical and easy to follow.
  - They liked that there were multiple filtering options to help them find what they were looking for. Many people commented that it made them feel "in control" of their experience.
  - They also liked the topic grouping, which people felt made it easier to navigate the app. They liked that multiple sources were shown for each story as well.
  - A few people said they would have preferred to see the content organized in a more chronological fashion.



# People had mostly positive reaction to Headlines in the app

- Most participants expressed positive feedback about the Headlines section of the Google News app.
  - They liked that it showed the top stories in an easy to understand and use format. The fact that these stories were highlighted as the most important/relevant/timely was a big plus for most people.
  - They also like that they could see multiple sources for each story to choose the source they preferred.
  - A few people said they liked this section because it showed them stories they wouldn't have seen otherwise.
- Some people had critical feedback of this section.
  - They felt that the stories skewed too U.S.-centric.
  - They also felt that the topics/stories shown were redundant with other categories.





FULL COVERAGE

## Top coverage



The New York Times

## Kavanaugh Vote on Friday Will Be a Showdown in the Senate

6 days ago



HUFFPOST

Sarah Sanders Defends Trump's Christine Blasey Ford Comments, Twitter Users Flip

Oct 3, 2018



SLATE

Trump's Mockery of Ford's Testimony Was Full of Lies. His Supporters Are Spreading Them.

Oct 3, 2018



## Videos



The Washington Post

Kavanaugh moves closer to Senate confirmation as GOP argues FBI report exonerates the judge

6 days ago



## Opinion



The Hill

Trump mocking Ford proves his indecency knows no bounds | TheHill

Oct 4, 2018



FOX NEWS

Tammy Bruce: Kavanaugh chaos: Vote in the midterms as though your kids' futures depend on it

Oct 4, 2018



The Washington Post

## From Twitter



Donald J. Trump  
@realDonaldTrump

The harsh and unfair treatment of Judge Brett Kavanaugh is having an incredible upward impact on voters. The PEOPLE get it far better than the politicians. Most importantly, this great life cannot be ruined by mean & despicable Democrats and totally uncorroborated allegations!



Twitter · Oct 4, 2018 · 1,267 Retweets



T  
r  
i  
s  
  
6

## All coverage



News 10 JAX

Sanders claims Trump's mockery was just 'stating facts'

Oct 3, 2018



WRAL.com

'Do you believe survivors?' Activists descend on Washington to protest Kavanaugh

Oct 4, 2018



Brinkwire

INTERNATIONAL

What Happens If The Cloture Vote On Kavanaugh Fails? The Timeline Could Change Dramatically

Oct 4, 2018



RAW STORY

FBI's Kavanaugh investigation denounced as 'sham' and 'charade'

Oct 4, 2018



TIME

White House Says Trump Was



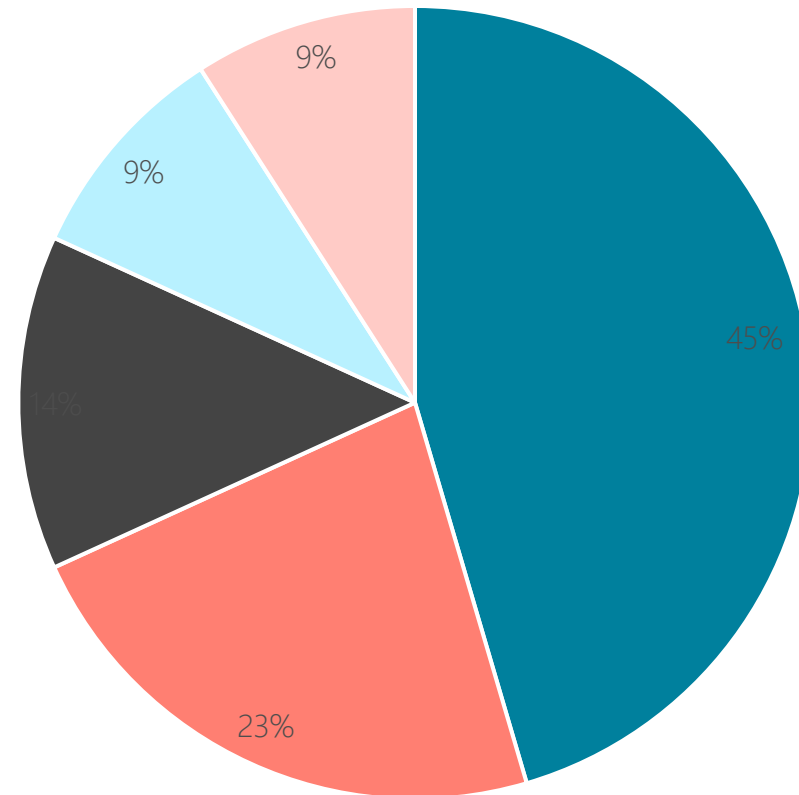
# Most people felt Full Coverage was comprehensive, clean

- After clicking through to Full Coverage, most people felt that it offered a comprehensive view of the topic in an easy to use format.
  - They liked the amount of content and the variety of content shown.
  - People liked specific features, like the timeline, as a way to get different aspects of the story.
  - They also liked the way the content was grouped/organized, which felt easy to navigate and follow.
  - Many people commented that this page and its design/organization “put the user in control.”
  - Another person said, “I wish more news outlets allowed you to dive into a specific topic this way and see all the different media and social media and stats about it.”
- A few people felt that this page was “too much.”
  - They felt that it was too many steps to get to the information they were looking for and would have rather just gone directly to an article.
  - They also felt that the page required too much scrolling to see all of the content.
  - They also felt that social media content (like Tweets) and opinions should be much lower on the page.



# People found the Top Coverage section most useful

Which section within Full Coverage did you find most useful?



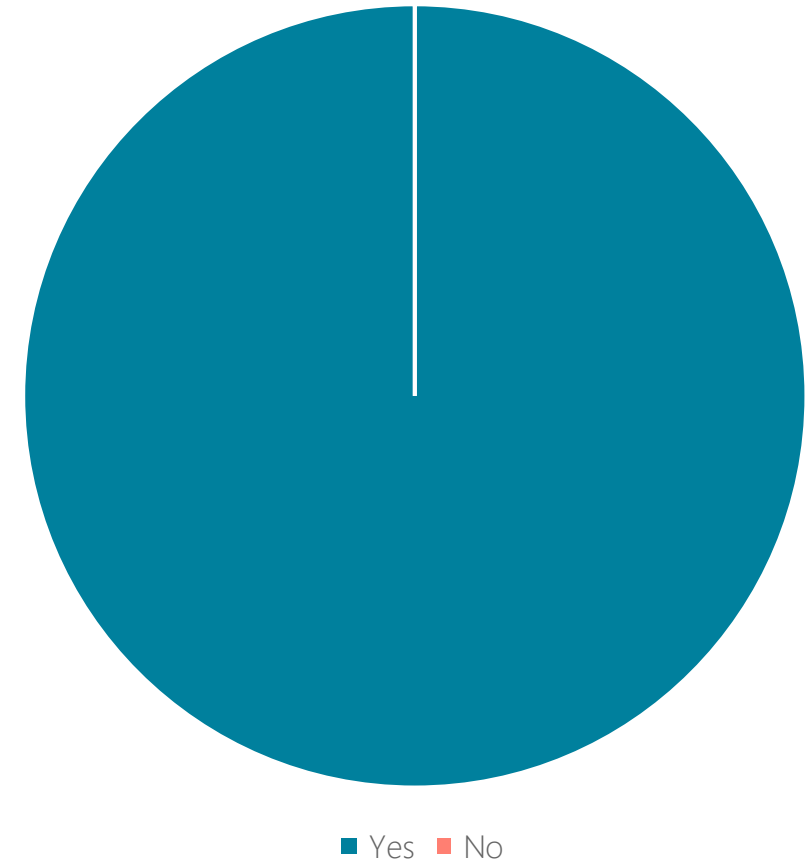
■ Top Coverage ■ Timeline ■ Videos ■ FAQ ■ All of it



# Overall people had positive reaction to the Google News app

- People had almost only positive feedback about the overall experience of using the Google News app.
  - They liked that the design felt clean and easy to use.
    - As one person said, "The easy to use design of this app leaves me feeling like I could trust this source to get me the news I need."
  - They also liked that the content was well-organized and grouped in a way that felt relevant and gave the user control.
  - They felt that the content was incredibly comprehensive, especially when shown multiple sources per Headline and in the Full Coverage section.
    - "One person said they wanted "a whole section of these deep dives," when talking about the Full Coverage section."
  - The personalization of the For You section was also a major plus for users.
- Only a few people offered negative feedback about the app.
  - They felt like the design was too sparse.
  - No one offered negative feedback about the organization or the content.

Did the Google News app make you feel more informed?



# People offered suggestions to improve the Google News app

- Nothing– it's great the way it is.
- Show more local news.
- Show a better balance of news headlines that include more world news.
- Have more “View Full Coverage” deep dives.
- Add more videos.
- Reduce duplication across other Google apps.
- Have a rating system to learn what I like better, and then show more content like that.
- Give me more ways to see content in chronological order.
- Add a “Show more stories like this” or “Related stories” section.
- Have a selection of popular topics in Favorites to make it easier to personalize.
- Answer the FAQs with more comprehensive answers.



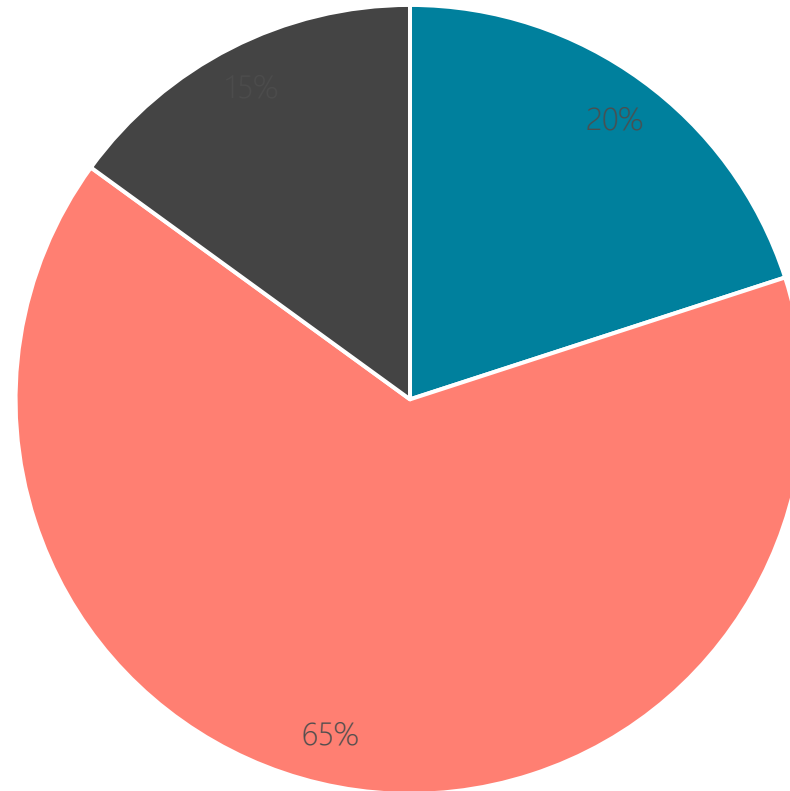


# Bing News Review: Desktop



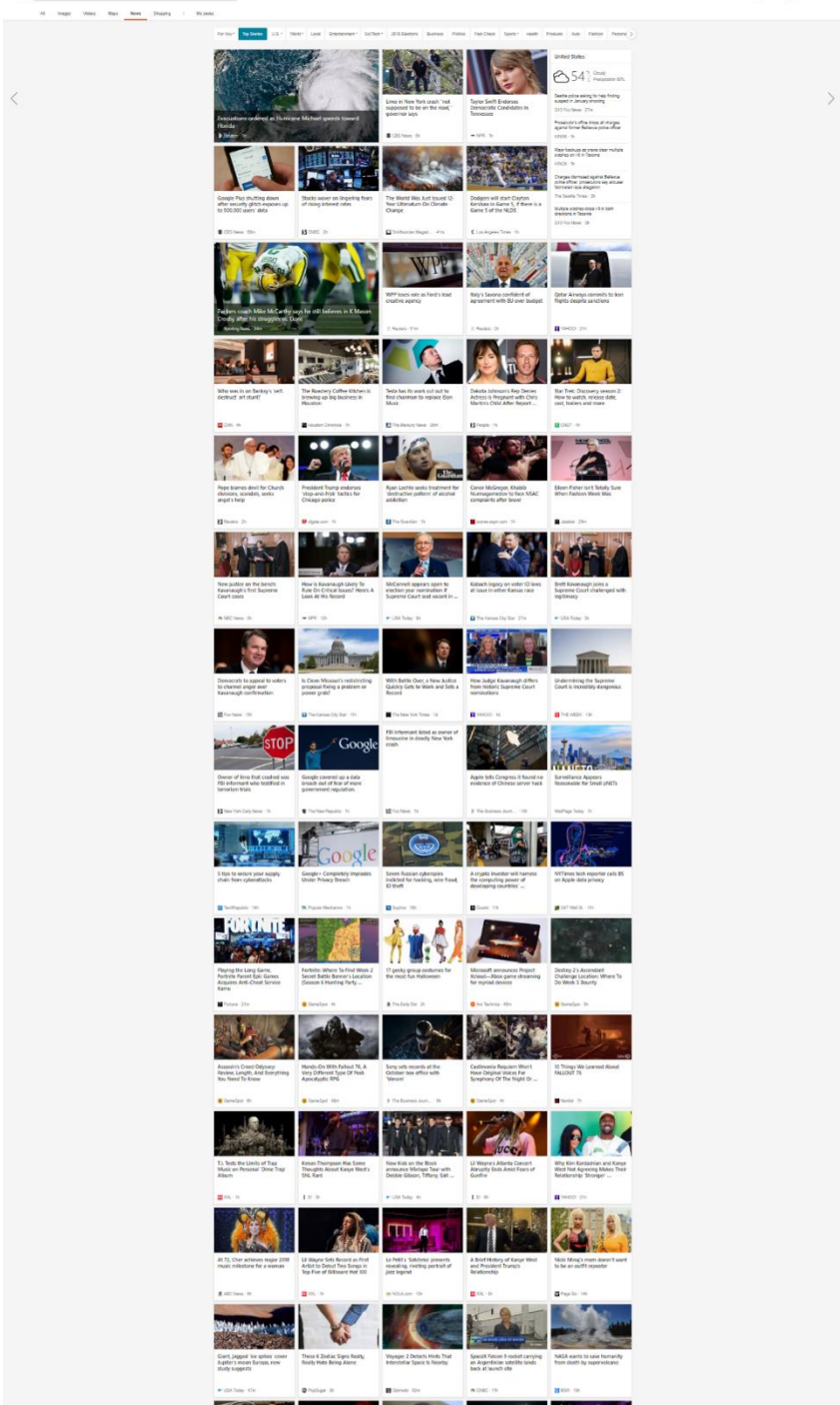
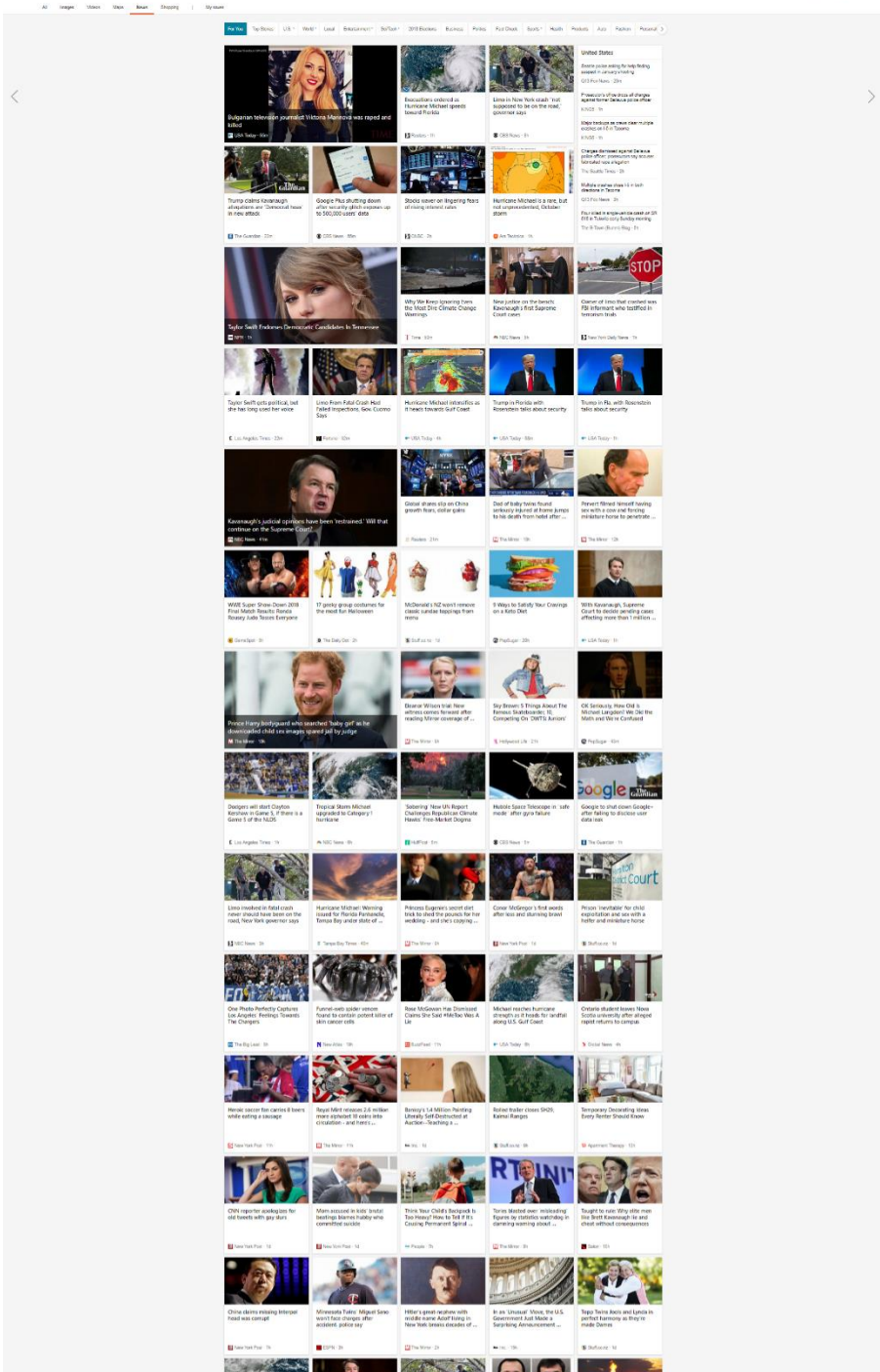
# Most people had never used Bing News on desktop

Have you ever used Bing News on desktop?



■ Yes ■ No ■ Not sure



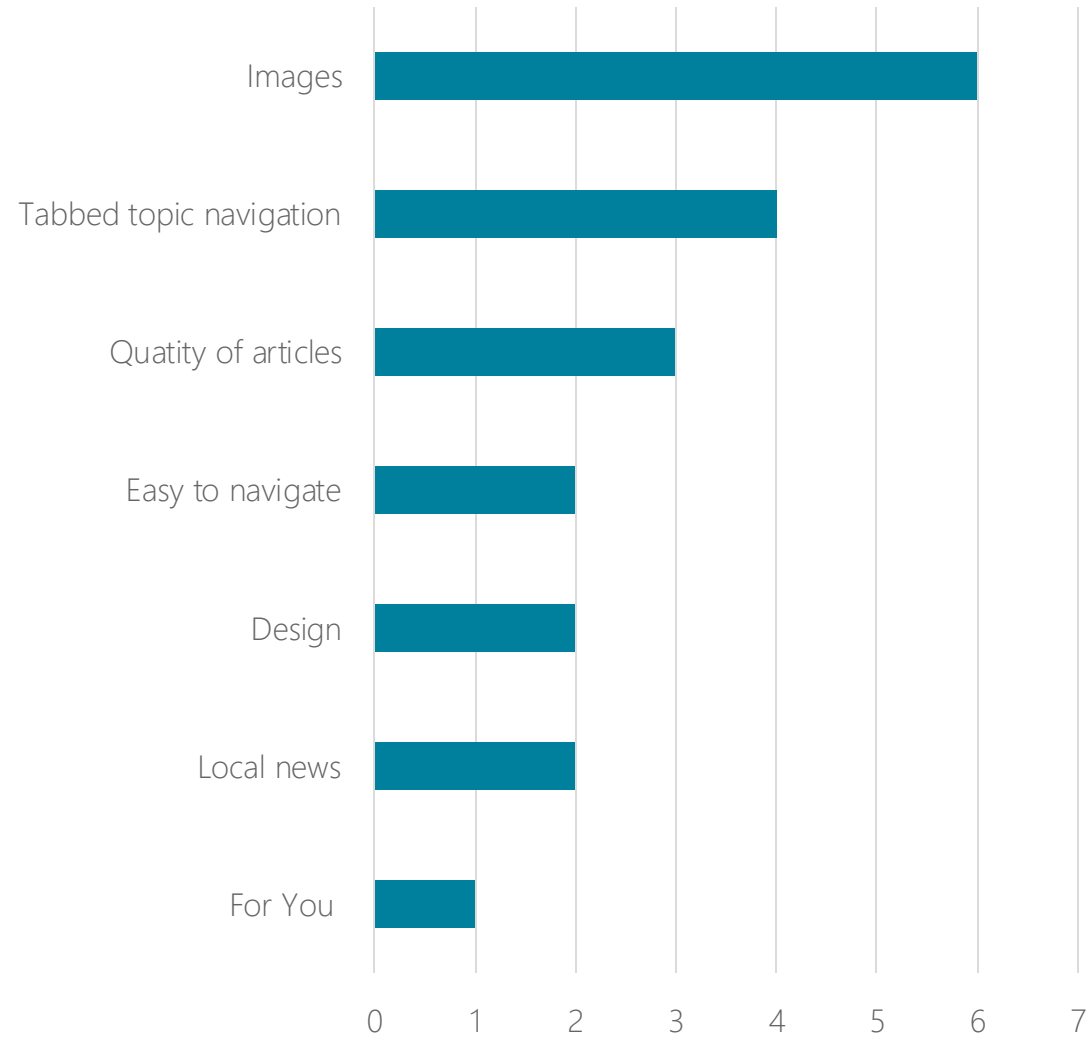


# People liked the amount of content, not the organization

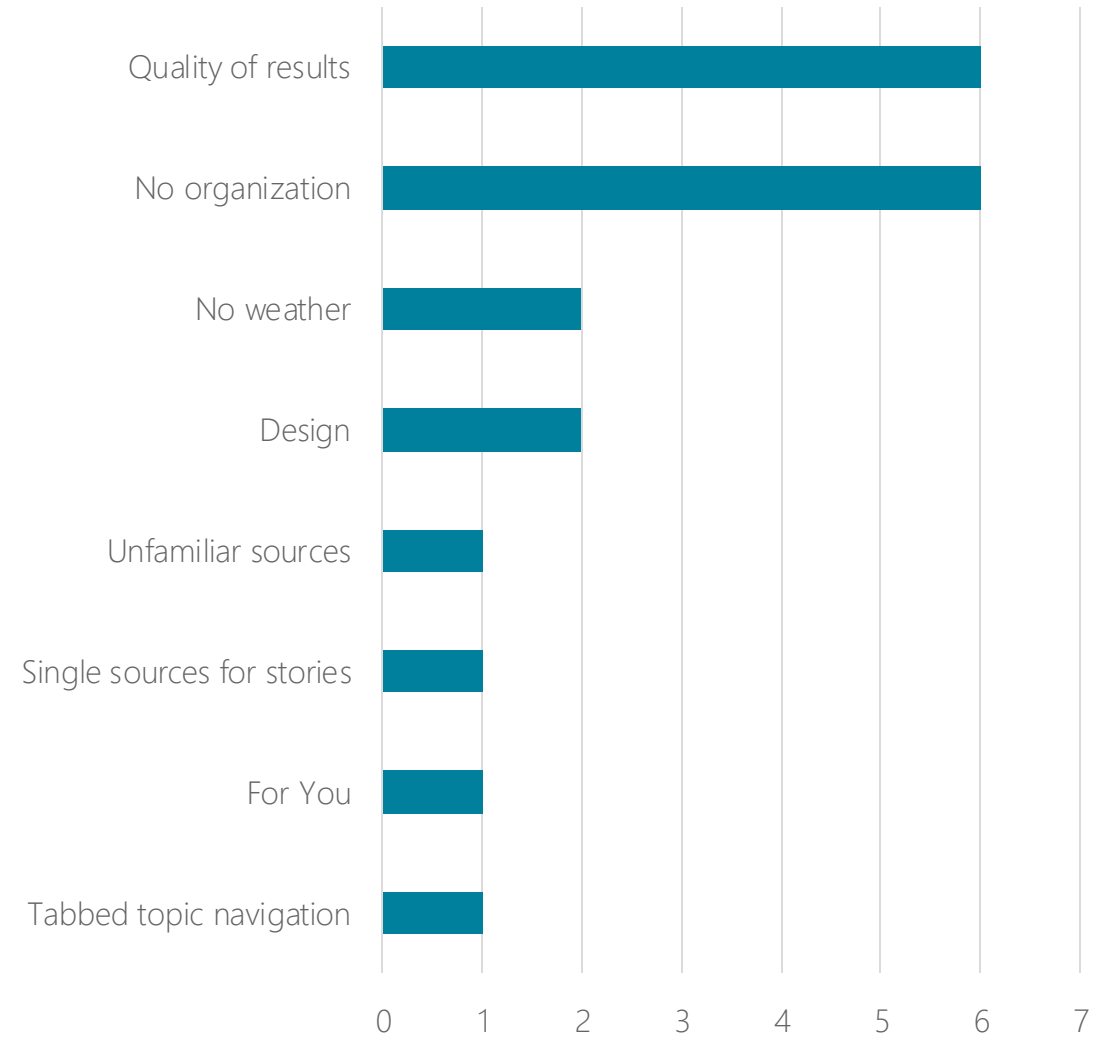
- While people liked the amount and diversity of the content that Bing surfaced on the Bing News homepage, they had less positive reviews of the way it was designed/organized.
- People liked that there were a lot of news stories on the Bing News page.
  - They felt it was comprehensive and showed a lot of variety.
  - People also liked that the images were easy to see for each story.
  - The topic navigation at the top was clear for most people, who liked that they could filter that way.
- However, people felt like there was no organization to the page, which made it very difficult to use.
  - They felt like the stories were very random and there was no way to tell which stories were more important or relevant.
  - They also felt that the page felt incredibly messy, overwhelming, and hard to use.
  - Many people said it felt like a clickbait site. They couldn't tell which stories were "real news" and which weren't.
  - Despite liking the concept of the tabbed topic navigation, many people felt that it required too much scrolling and said they would have preferred to be vertical or to have all topics visible on the page.



## What did you like about Bing News on desktop?

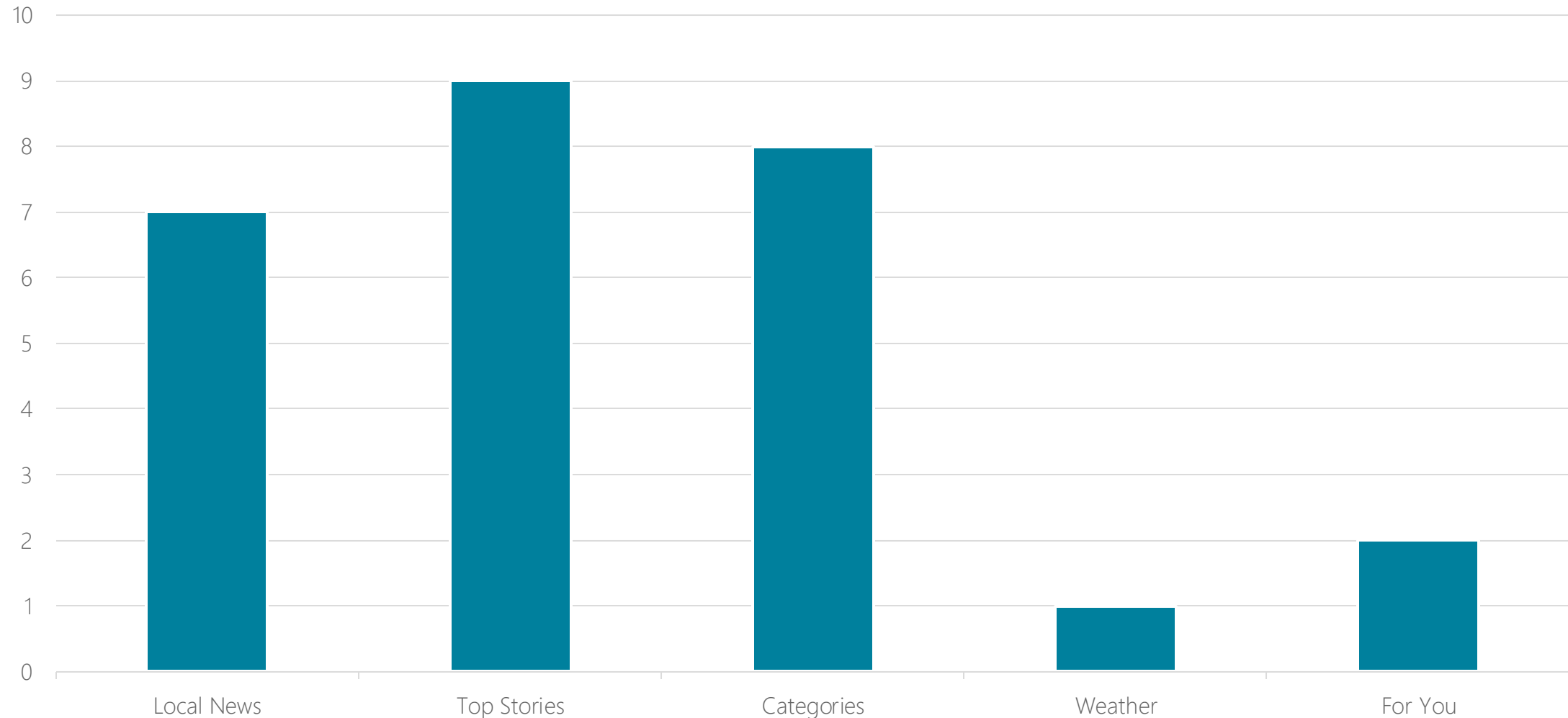


## What did you dislike about Bing News on desktop?



# People would use Top Stories, Local and Categories

What content would you use most often?



# People liked images, disliked lack of organization

- People felt that Bing News was visually appealing because of the large images, but also felt it was cluttered.
  - People liked the story tiles and that each story included a large image.
  - However, people also felt that many of the images were not clear/didn't help them understand the story, and that the quantity of images made the page feel jumbled and cluttered.
  - People felt it was easy to scroll up and down the page, but felt that they were overwhelmed by the quantity of content.
- People could not figure out how the Bing News page was organized.
  - Most people said they didn't see any type of organization on the Bing News page.
  - They felt overwhelmed trying to figure out which stories were news and which weren't. People felt that many of these stories were clickbait or not newsworthy.
  - Many people used words like "messy," "confusing," or "frustrating" when trying to discern how this page was organized.



# People found Top Stories overwhelming, hard to use

- People had mixed reviews of the Top Stories section with many finding it confusing and hard to use.
  - People questioned how the content was chosen for this section, as many of the stories did not feel like top stories or “real news.”
  - People also felt that many of the sources shown were not credible or high quality, which made them not want to click on the content. They also didn’t like that only a single source was shown for each story.
  - The word “Clickbait” was used a lot to describe the content in this section.
  - People also found the design of this section difficult to use, as it felt cluttered and disorganized.
- A few people had positive reaction to the Top Stories section.
  - They liked the quantity of stories shown.
  - These people said it would be easy to scan this section to get top headlines.







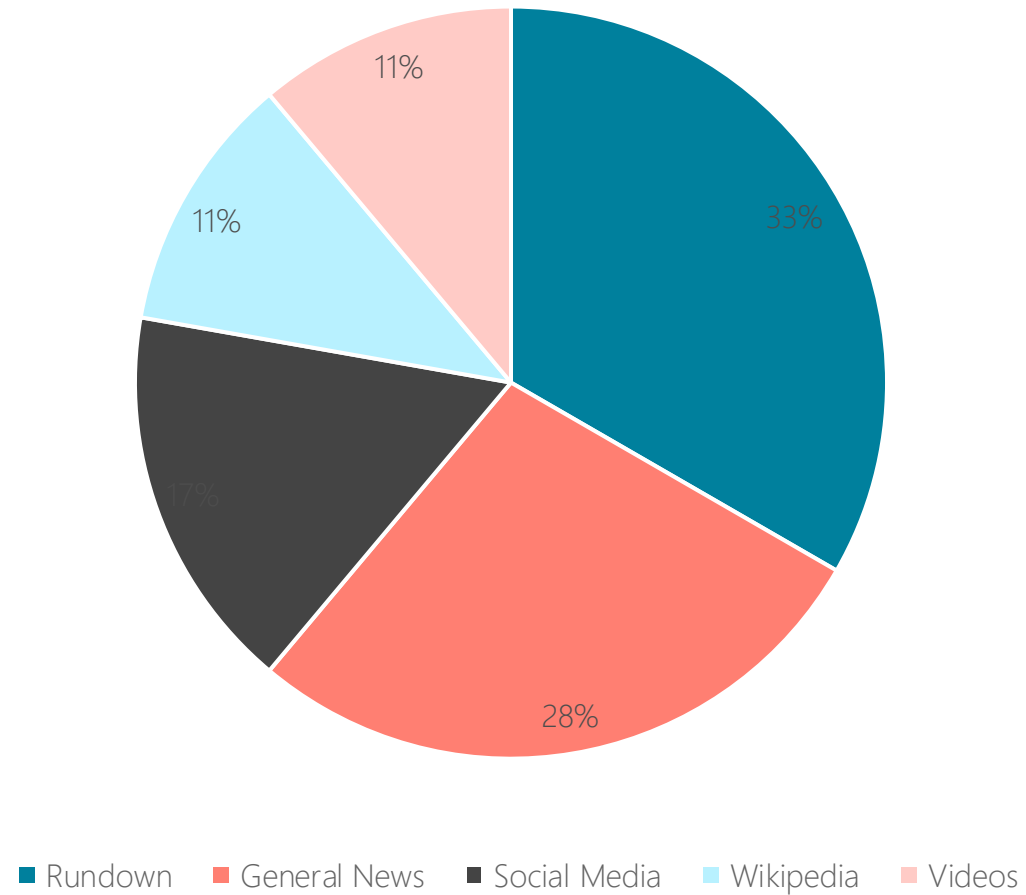
# People liked the Topic Page, but were concerned about how to find it

- Participants were directed to enter a specific search term to get to the Topic Page.
- Most people were pleasantly surprised by the Topic Page, and liked the layout and content shown.
  - People felt that the Topic Page was a major improvement from the main Bing News page and from the Top Stories page.
  - They liked that it showed a deep dive on a topic with multiple sources and content types.
  - People liked the source filters at the top of the page as well.
- Despite liking the Topic page, many people said they never would have found it.
  - Discoverability was a major concern for many people, who said it would be frustrating to have to search for a topic to get to this page. They questioned why this format wasn't more widely used throughout Bing News, even going so far as to say that this is how the main News page and Top Stories should be laid out.
- People also offered a few critiques of the Topic Page
  - A few people said it felt overwhelming and said that there was too much content.
  - People also didn't like that news and opinion content were mixed together, and wanted to see better organization on the page between content/media types.
  - People also suggested removing the social media content.



# People found the Rundown most useful

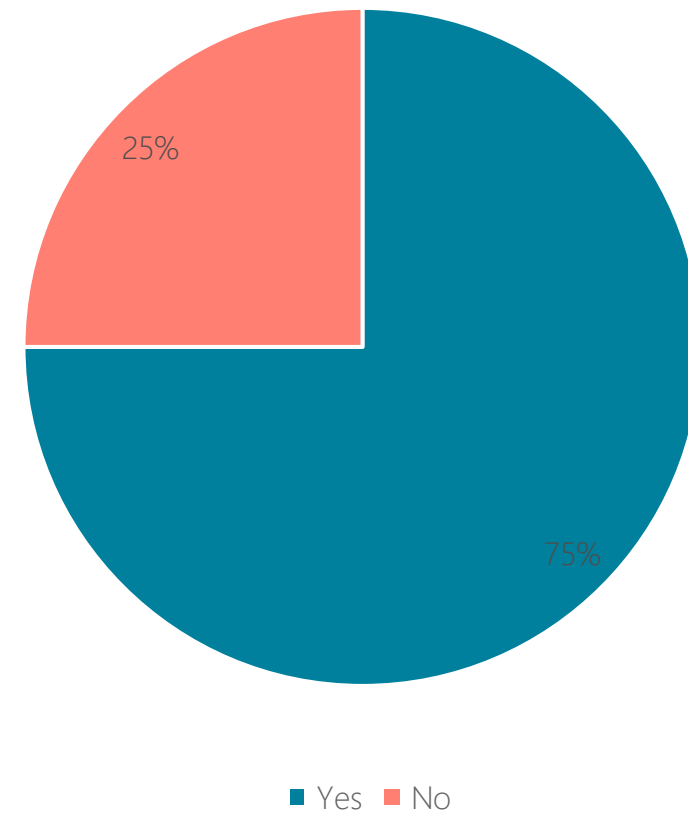
Which section of the Topic Page do you find most useful?



# People liked Bing News visually, questioned content/organization

- People had mixed reviews to the overall Bing News experience on desktop, but liked the Topic Page.
- People found the main Bing News page and the Top Stories section to be visually appealing but hard to use.
  - They liked the large images that accompanied the stories and felt that the design was appealing.
  - However, people struggled to understand how the content on these pages was organized and found them hard to use to see the most relevant stories.
  - People also questioned the quality of the content, with many people associating it with clickbait.
- People had mostly positive reviews for the Topic Page.
  - They liked the “deep dive” approach to a story and that they could see multiple sources/content types for the story.
  - Some people felt that the page could be better organized to make it more useful, and wanted to see better separation among the content types shown, especially news and opinion content.

Did Bing News on desktop make you feel more informed?



# People offered suggestions to improve Bing News on desktop

- Explain what “For You” is and why top stories are put in “Top Stories.”
- Allow source filtering at top level.
- Have a filter for opinion pieces.
- Prioritize news: deprioritize opinions, social media, and clickbait.
- Employ any kind of organization to the stories on the main page.
- Declutter the design.
- Separate opinions from real news.
- If you won't organize the content on the page, give me a way to do it.
- Put weather on the homepage.
- Turn off auto-play on videos.
- Let me preview an article without opening a new page.
- Limit the amount of content shown to make it less overwhelming.
- Don't show clickbait with real news.

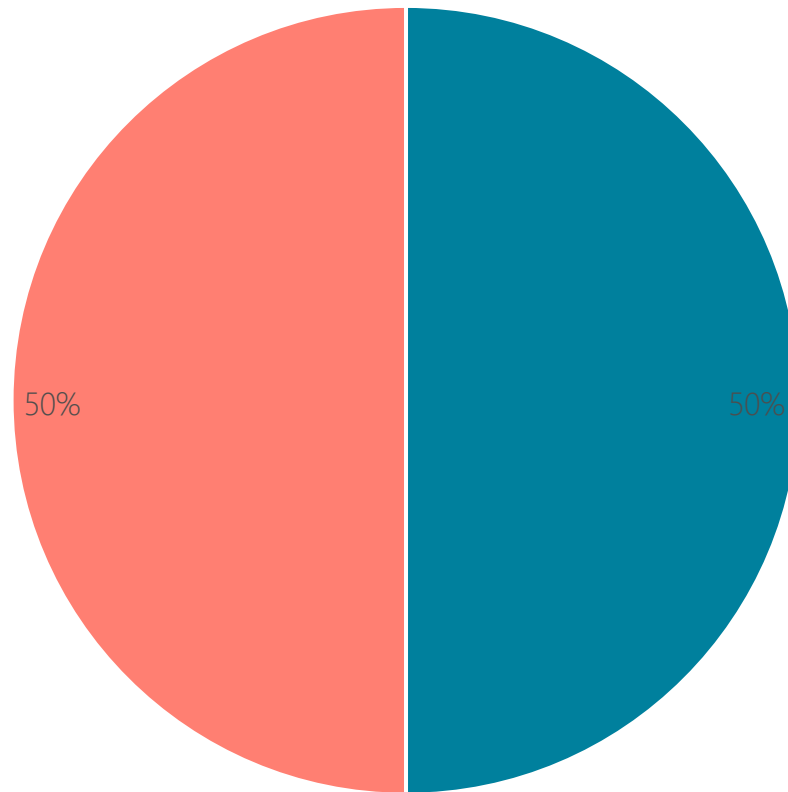


# Bing News Review: App



# Half of people (mostly Bing users) have used Bing News in the Bing app

Have you ever used Bing News in the Bing app?




■ Yes ■ No



10:03


Search news

TOP STORIESU.S.WORLDLOCALENTER



**Hurricane Michael: scenes of destruction reveal scope of storm's force**

The Guardian · 44m



**Kanye West and President Trump: A bombastic pair with a long, fruitful friendship**

Fox News · 46m

10:03

Search news

TOP STORIESU.S.WORLDLOCALENTER



**Panama City residents learn harsh lesson after Hurricane Michael: 'I never would have stayed'**

NBC News · 41m



**Harvey Weinstein gets a win: Part of criminal case against him is dropped**

Los Angeles Times · 2h

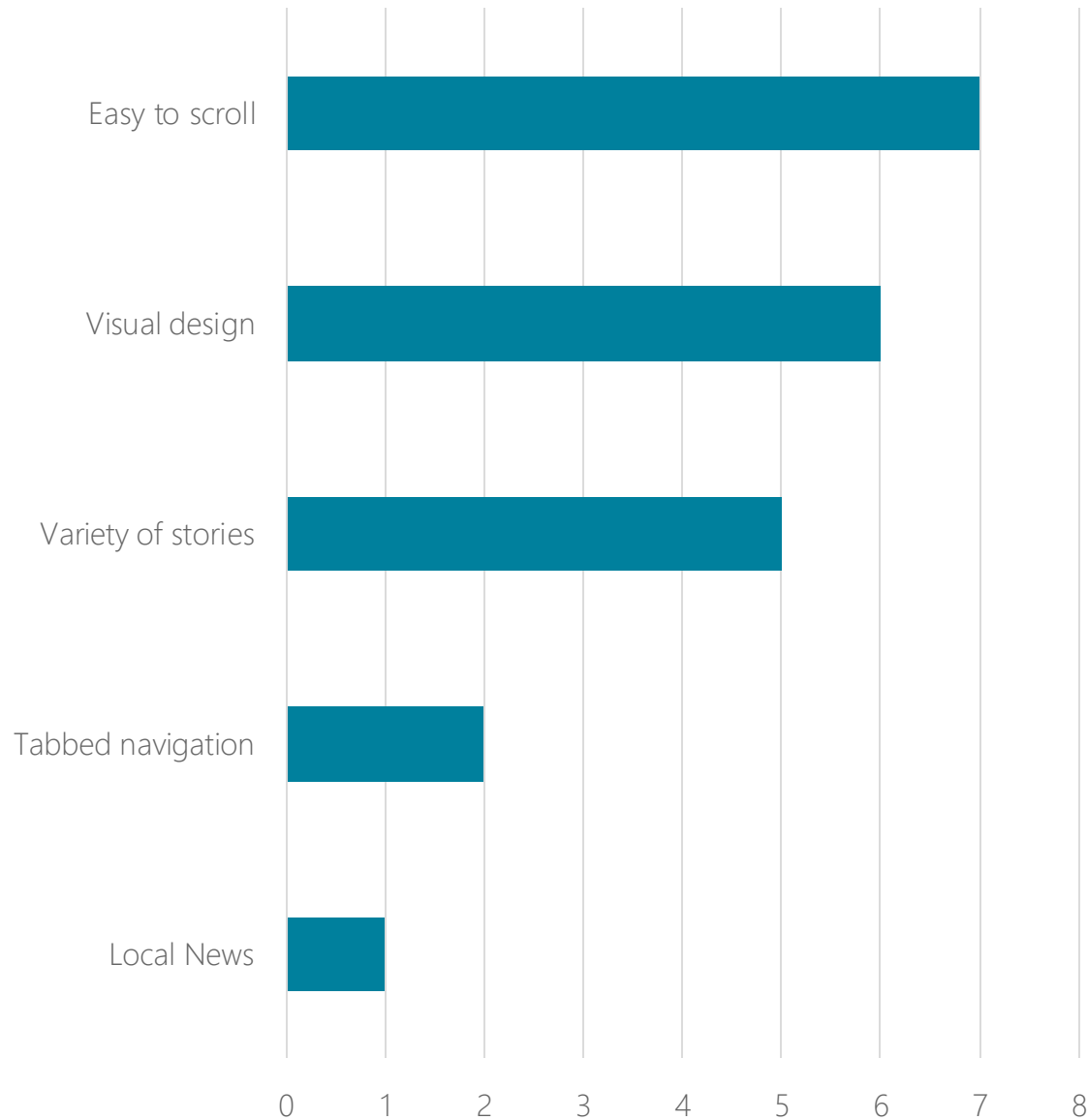


# People had mixed reactions to seeing Bing News in the app

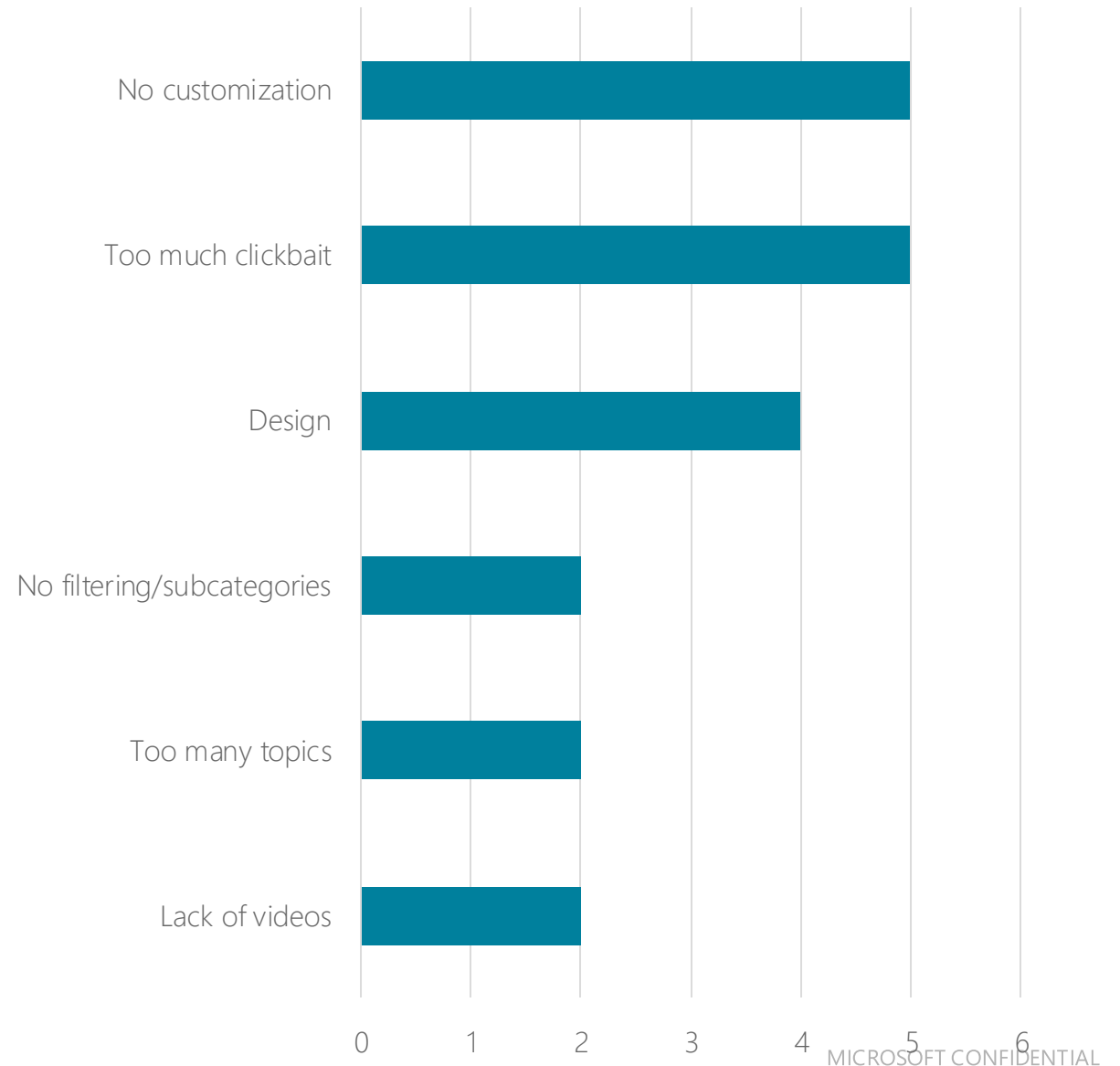
- People liked the images in the Bing News app experience, but felt that the navigation and organization were harder to follow.
- People felt like Bing News in the Bing app was disorganized and hard to follow.
  - They used words like “busy,” “overwhelming,” “unfocused,” and “cluttered” to describe the app experience.
  - They found it hard to navigate through the content due to a lack of organization and due to the quantity of topics and stories shown.
  - People also questioned how the content was curated and said that many stories felt like clickbait instead of news.
- People did like the variety of stories shown and the design of the app that included images.
  - They liked the balance of graphics and text, although some people said the images were too big and forced them to scroll too much.



## What did you like about Bing News in the Bing app?

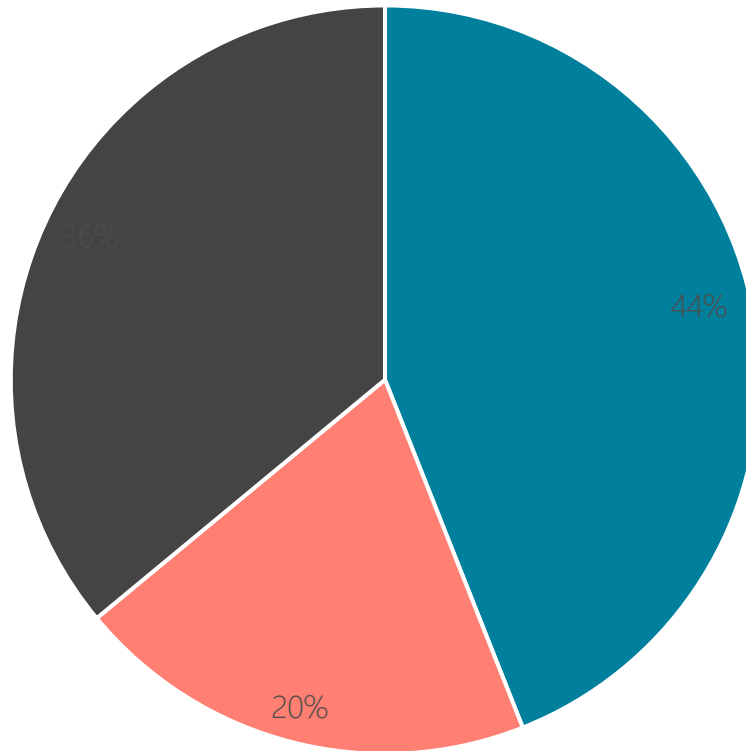


## What did you dislike about Bing News in the Bing app?



# People would use Top Stories most often

Which content would you use most often?



■ Top Stories ■ Local News ■ Categories



# People liked the images, struggled with the organization

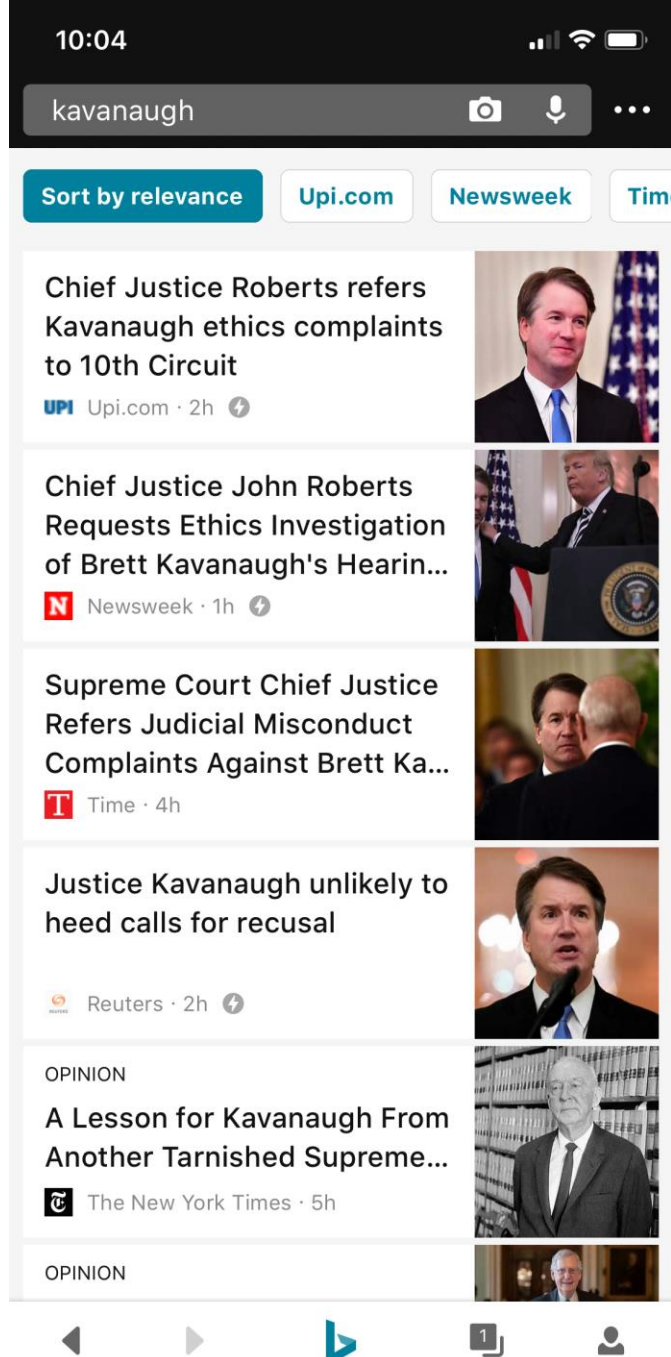
- People liked that the app experience featured large images and a card design.
  - They felt that it was easy to scroll through the content, although the large images meant more scrolling to see everything.
  - People felt it was easy to use the app in general, but found it harder to engage with the content.
- People felt that the content in the app wasn't well-organized.
  - They couldn't figure out the order of the stories, especially under Top Stories.
  - As one person said, "Is this organized? I can't tell at all."
  - People felt like it was overwhelming and hard to discern which stories were most important.
  - People did like that there were tabs for the categories at the top, but felt that it was hard to scroll to see them all and would be better to see them in a different design or layout.



# Top Stories felt useful, disorganized

- People liked the concept of the Top Stories section, but found it challenging to use.
  - People liked the idea that there was a section they could go to for the latest news stories.
  - However, as people evaluated the content in this section, they found it less useful. They couldn't figure out why stories were included in this section or what qualified something as a "top story."
  - They also felt that the stories included were too random and that many of them weren't relevant or high-quality.
  - People were also surprised not to see multiple sources for each story.
- While some people found the variety in content overwhelming, others found that to be a positive aspect of this section.
  - They liked that there were many types of news stories shown.





# People liked the idea of the Topic Page, wanted more organization

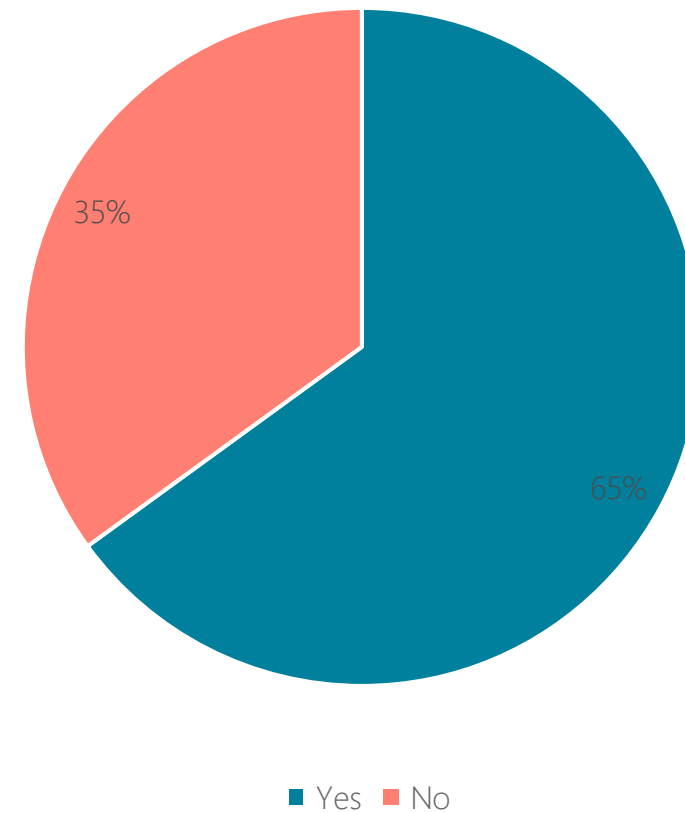
- Participants were directed to search for a news topic and review the Topic Page in the app.
- Most people had positive reactions to the concept of the Topic Page.
  - They liked the deep dive that this page provided, and the variety of sources shown.
  - They also liked seeing different media types.
- However, people wanted to see more separation of content/media types and better organization on the page.
  - They wanted to see more section to better separate the content and media types to make it easier to navigate the page.
  - They also wanted to better understand how the stories were organized.
  - A few people also felt that this page was overwhelming.



# Overall people liked Bing app visuals, disliked organization

- Overall people liked that the Bing News experience in the Bing app included more visual design, but felt that it lacked clear organization and quality content.
- People liked the images that accompanied the stories in the Bing News app experience.
  - They felt that these images broke up the design and made it easy to scroll through the content.
- However, people felt the content was poorly organized throughout the app
  - They felt that it was hard to determine how the content was organized, which made it hard to use the app in general.
  - They also felt that there was too much content and that it ranged wildly in terms of quality, which also made it hard to use the News experience in the app.
  - People also felt that there weren't enough opportunities to see personalized or curated news.

Did the Bing News experience in the Bing app make you feel more informed?





# People offered ways to improve the Bing News app experience

- Include more subgroups of news and make them easier to scroll through.
- Give the ability to favorite certain topics or edit the content to display personal preferences.
- Add more media formats to the topic page.
- Add a personalized/recommended section.
- Add videos.
- Provide links to other information sources and types of content (basically copy Google's full coverage).
- Make the layout more consistent to make it easier to read.
- Add more filters so it feels less overwhelming.
- Enable chronological sorting.
- Emulate the focused topic/story concept like Google.
- Let users share, save, and personalize content.
- Make it easier to use the tabbed navigation by changing the format so you can see all the topics at once.
- Organize the content.

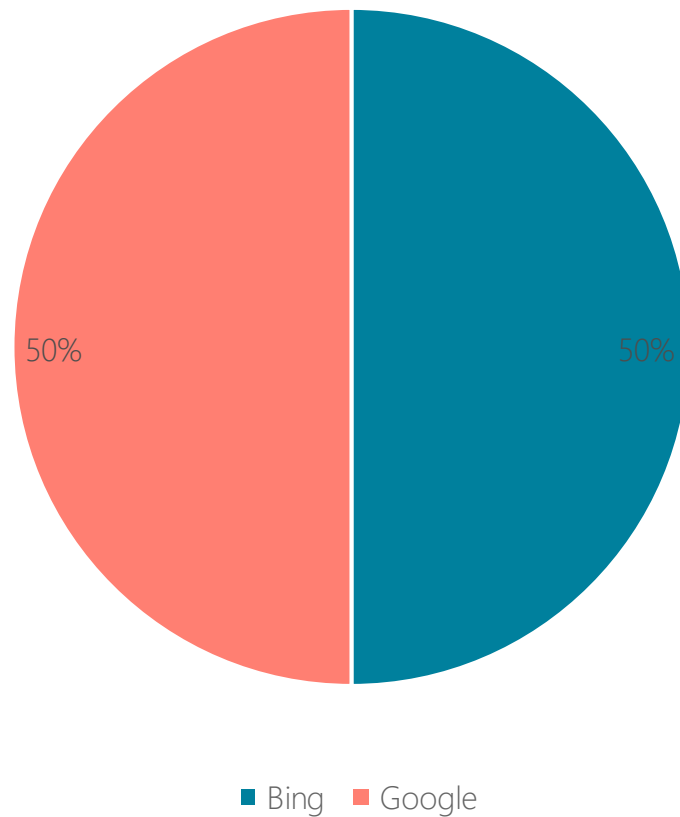


# Comparison/Preference



# People were split on the overall desktop news experiences

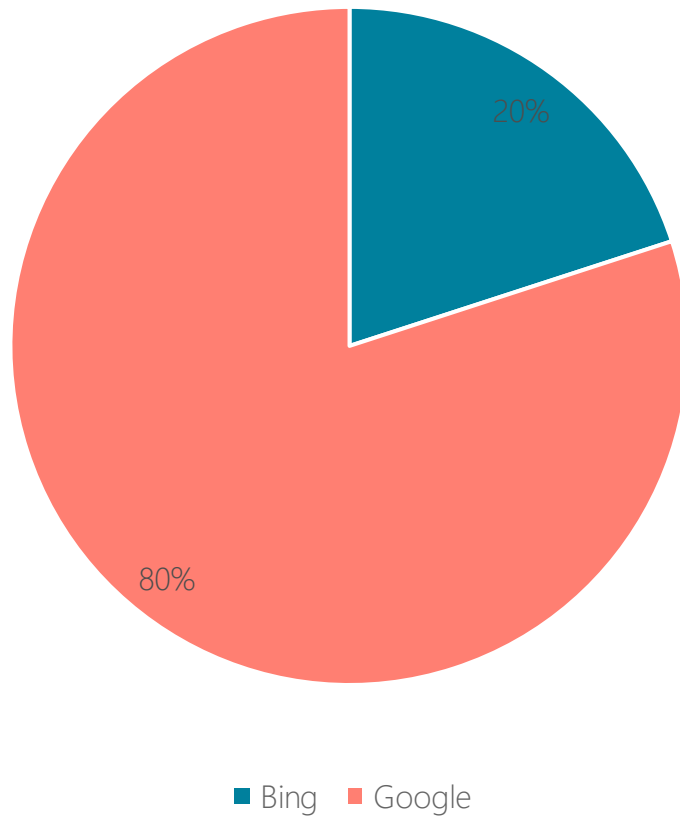
Which news desktop experience did you prefer overall?



- Participants were split on which desktop experience they preferred.
- People who preferred Bing like the variety of content shown, the photos/visual appeal, and the Topic Page.
- People who preferred Google liked the overall layout/navigation, the quality of content, and the organization of content.

# People preferred Google on mobile app overall

Which news app experience did you prefer overall?

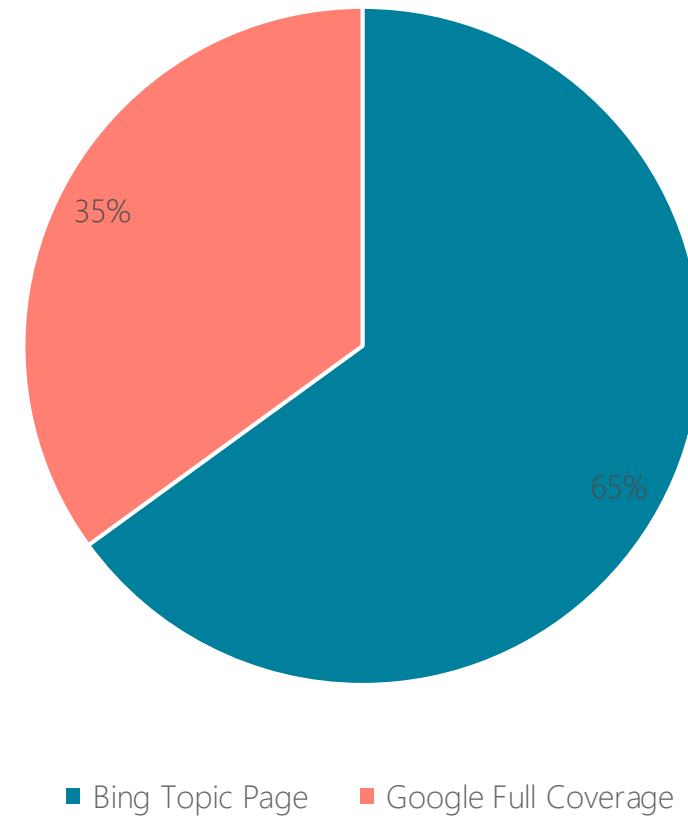


- People overwhelmingly preferred the Google News app experience to the Bing News experience in the Bing app.
- People felt that Google was better organized, offered better full coverage, and had better personalization.
- The people who preferred Bing liked the variety of topics and the images that accompanied the stories.

# People preferred Bing's Topic Page on desktop

- People preferred Bing's in-depth Topic Page in the desktop news experience.
- People liked that the Topic Page included more images to break up the content and found it easy to use. They also liked the quantity of information presented.
- People who preferred Google felt it was easier to get to and that there was more curation and better organization in Full Coverage.

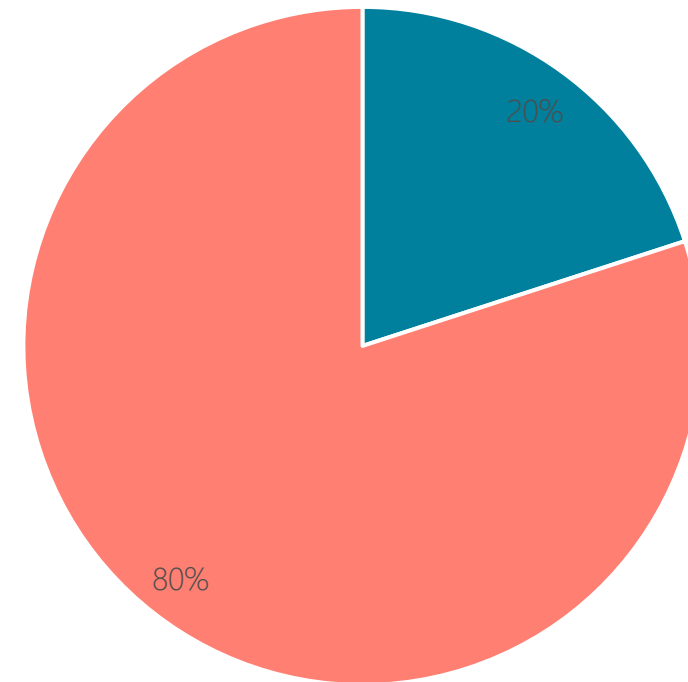
Which desktop in-depth news experience did you prefer?



# People preferred Google's Full Coverage on mobile

- People preferred Google's Full Coverage experience in the Google News app.
- People found that Google offered better quality content and better curated content. They also felt that Full Coverage was better organized and designed.
- The people who preferred Bing liked that it felt more like standard search results.

Which app in-depth news experience did you prefer?



■ Bing Topic Page ■ Google Full Coverage





© 2018 Microsoft Corporation. All rights reserved. Microsoft, Windows, and other product names are or may be registered trademarks and/or trademarks in the U.S. and/or other countries. The information herein is for informational purposes only and represents the current view of Microsoft Corporation as of the date of this presentation. Because Microsoft must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Microsoft, and Microsoft cannot guarantee the accuracy of any information provided after the date of this presentation. MICROSOFT MAKES NO WARRANTIES, EXPRESS, IMPLIED OR STATUTORY, AS TO THE INFORMATION IN THIS PRESENTATION.



MICROSOFT CONFIDENTIAL