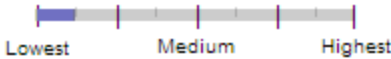


### 9.3 Ratings for Forums and Q&A Pages

Ratings for forum and Q&A pages can be challenging. Here is some guidance on how to approach these pages:

- **The Main Content includes the question, the answers/responses, and the resulting discussions.**
- **Rate from the point of view of a user who visits the page**, rather than a participant involved in the discussion.
- **Users who post answers/responses or comments are often identified only by a username or alias.** A page can be **High** or **Highest** quality with just usernames or aliases depending on other criteria.
- **The E-E-A-T of a discussion among users can often be judged by the posts or comments themselves.**
  - For some topics, Experience is the most important dimension of Trust. For other topics, assessing Expertise through the posts may be important. In some cases, the posters themselves will highlight either their own Experience or Expertise, or other people will comment on it.
  - Pages on YMYL topics require more attention to Trust and more care in the assessment of E-E-A-T.
- **High and Highest quality forum/Q&A pages** have satisfying conversations that involve many participants, some of whom put a great deal of effort into their posts and have a wealth of Experience and/or Expertise on the topic. Such conversations can be very satisfying because of the depth of discussion, the unique insights, or the sharing of experiences that many would not have access to in their real-world community.
- **Low quality forum/Q&A pages** often lack effort (few responses, surface-level rather than in-depth discussion), lack Experience or Expertise, contain mild inaccuracies, or show a significant lack of respect or decorum among the participants that might deter others from joining the discussion.
- **Lowest quality forum/Q&A pages** may contain information or advice that is harmfully misleading, contradicts well-established expert consensus, encourages harm towards self or other individuals/participants, etc.

Here are some examples:

Webpage/Type of Content	Characteristics of the Page	PQ Rating and Explanation
<a href="#">Lowest: Q&amp;A page about chest pains and smoking</a>	<ul style="list-style-type: none"> <li>• <b>Harmfully Misleading Information:</b> Contains inaccurate and potentially dangerous medical advice about a YMYL topic</li> </ul>	 <p>Information about chest pain and smoking could significantly impact people's decisions to seek medical treatment. This page is on a YMYL topic.</p> <p>This page must be evaluated from the point of view of a user visiting this page from a search engine, rather than a participant. The question is poorly worded and difficult to understand. There aren't many responses. One response correctly warns about the danger of smoking cigarettes but suggests smoking marijuana instead. Another response suggests that it's fine to keep smoking and that aspirin can be used to address pain. The last response lacks respect: it asks if the person who asked the original question is stupid.</p> <p>The answers have incorrect and potentially dangerous medical advice, making it lowest quality MC.</p>