

# Iffy Quotient



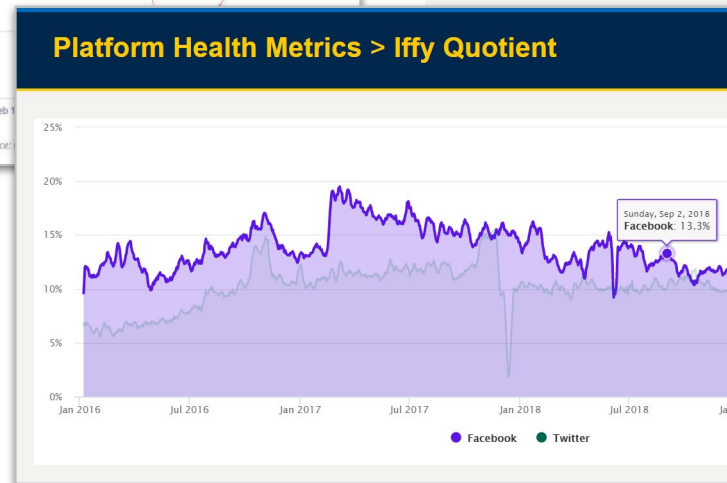
## BACKGROUND

The University of Michigan’s School of Information Center for Social Media Responsibility created a metric called the “Iffy Quotient,” which measures the percentage of the most popular news URLs on Facebook and Twitter that are from “iffy” sites—ones that frequently publish unreliable information.

## NEWSGUARD’S SOLUTION

In 2019, the Center began using NewsGuard data as its primary source for categorizing sites as “iffy,” making the metric more transparent and rigorous in its classification process. In a white paper describing the methodology behind the Iffy Quotient, the researchers explained that they had selected to use NewsGuard data “because it is run by career journalists and is more transparent about its criteria and judgments of individual sites.”

Using NewsGuard data, the Iffy Quotient team issues quarterly reports summarizing trends in the diffusion of misinformation on Twitter and Facebook, highlighting the successes and failures of the technology companies in their efforts to police false news on their platforms.



Source: <https://csmr.umich.edu/platform-health-metrics/>