

Google Degenerates into Ministry of Truth; All Knowledge Must Now Be Pre-approved by Search Algorithm

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Theme: [Media Disinformation](#)

Gone are the days when you could search Google and pull up neutral, relevant content appropriate to your search query. The search engine giant is reportedly pioneering a new search algorithm that will tailor search results not based on popularity or accuracy, but rather on what Google itself deems to be truthful or untruthful.

The world's new "Ministry of Truth", Google believes that screening and censoring information requested by its users will help avoid "websites full of misinformation" from showing up at the top of the search list. Known as the "Knowledge Vault," the novel algorithm is described by *The New American* as "an automated and super-charged version of Google's manually compiled fact database called Knowledge Graph."

Google's Knowledge Graph, in case you didn't know, was the search engine's first attempt at becoming a purveyor of *knowledge* rather than just *information* — a "smart" search tool, if you will, designed to enhance the relevancy of search results by analyzing various facts, figures, and other data appropriate to a user's intended query.

The Knowledge Vault builds upon this concept, but takes it another step further. By sorting through the actual content of websites to determine whether or not they fit the official narrative for the particular idea or concept presented, the Knowledge Vault will act as a type of knowledge gatekeeper in censoring out information and content deemed to be "false."

"[The Knowledge Vault] promises to let [Google](#) answer questions like an oracle rather than a search engine, and even to turn a new lens on human history," wrote Hal Hodson for *NewScientist* about the project.

What you're actually searching for is irrelevant: Google will tell you what it wants you to know

It is this latter statement that's deeply concerning, as Google now has the power to literally *rewrite* history by snubbing search content of which the powers that be disapprove, while approving only propaganda and other misinformation dubbed "accurate." This evolution from information provider to [knowledge](#) developer changes the entire nature of Google's purpose as a company.

Concerning natural health and alternative medicine, Google has already written code into its search algorithm that censors out "anti-vaccine" websites, for instance, as well as other

resources categorized as purveying “misinformation. Using the new Knowledge Vault protocol, Google is likely to begin censoring other topics as well.”

“That eerily disconcerting statement becomes ominous when you consider that Google has already implemented its new [truth](#) algorithm for medical searches, with disturbing consequences,” writes Rebecca Terrell for *The New American*.

“Truth-according-to-Google means that anti-vaccination websites no longer make the cut, despite the fact that recently released federal statistics reveal the risk to children’s health posed by vaccines is overwhelmingly greater than that posed by the diseases these medications are formulated to combat.”

Censorship brings scientific progress to a grinding halt

What this all means for sites like *NaturalNews*, *InfoWars*, and the many other independent news outlets that regularly challenge the status quo is that our content may soon be declared “inaccurate” by Google and forced down to a lower ranking as a result. Even though our collective readership is exploding because people are tired of the lies from the mainstream media, Google’s new algorithm threatens to stifle this growth by hiding the truth from search results.

“It could make it more difficult for bright young people to bring about the next revolution in science,” says University of Maryland professor Jim Purtillo about the plan. “After all, most of today’s established science came about because someone challenged the herd mentality of yesterday.”

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