

Geo UGC Overview

[go/geo-ugc-overview](#)

July 9, 2020

Welcome Prabhakar! We are thrilled to have you onboard and look forward to working with you. To help you ramp up on Geo UGC, we've pulled together materials that will help you get a lay of the land as well as go a little deeper into some of our key initiatives and focus areas. Please pass along any questions and we'll be happy to follow up with additional materials.

- Henry, Julie, Kevin, Shankar, Yatin (UGC Mission Leads)

Ramp up material for Prabhakar

We are sharing 3 docs with you and recommend that you start with this one.

1. UGC Overview (this doc)
2. [UGC 3 year strategy](#)
3. [UGC 3 year strategy addendum: H2 2020](#)

UGC Contribution at a Glance

UGC is core to Geo's strategy for maintaining a rich, accurate, up-to-date model of the world and assisting users with local decision making. In 2019, users added approximately half of all new places added to Maps and more than 1.5B photos and reviews.

Here are some additional details to give you an idea of the scale of UGC and a sense for some of the key contribution types.

Key Stats

- 1B photos contributed in 2019
- 590M reviews contributed in 2019
- 20M new business added in 2019 (todo: add closure stats)
- 3B total photos in corpus
- 1.6B total reviews in corpus (compared to 211M from Yelp* and 435M from Tripadvisor*)
- 360M unique Google Maps contributors in 2019
- 135M Local Guides (all-time opt-ins), who contribute 75% of all UGC

* Source: <https://www.yelp-press.com/company/fast-facts/default.aspx>

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- Local Guides contribute 75% of public UGC to Google Maps today.
- This program rewards and recognizes our top contributors for the local insights they bring to their city/town
- Local Guides are motivated by a number of factors, including: altruism, gamification, material rewards, connection and personal utility

To give you a sense for how our top Local Guides are contributing to our mission - we wanted to highlight for you Priyanka, a Level 9 Local Guide from India who is passionate about putting women-run businesses on the Map. Priyanka runs "Empowered Women Meet-ups" in India, organizes groups of women (many are Local Guides), and motivates others to add women-owned businesses to the Map.

xGoogle Collaborations

We have several key partner teams across Google:

- Counter Abuse Technology (CAT) – We build on the Google-wide abuse-fighting frameworks and technology such as ARES created by the CAT team. We are also actively participating in the x-Google Repeat Offenders initiative, which is focused on identifying and preventing the small fraction of actors who use multiple GAIA's and other means to repeatedly abuse our systems.
- TrustGraph – We are partnering with Ads to share abuse signals via TrustGraph. We expect other PAs will likely participate as well.
- Contrib Service – The Core PA is building a Google-wide contribution store. The design of this store was influenced by Geo UGC's work on expanding beyond systems such as Zipit to support Geo's richer UGC storage and querying needs. We are partnering with Core to centralize Geo's UGC contribution storage in this shared infrastructure.
- Search UGC – The Search UGC org works on book and movie reviews, Q&A, and other efforts to bring users' opinions and content into Search. We're actively partnering with them on common areas, including contributor profiles, recognition and modeling, quality and abuse, and a seed effort around hyperlocal Q&A.
- Knowledge Engine – Much of our UGC content that represents facts about businesses (e.g. business names, location, hours, phone numbers, or even richer data such as restaurant menus) ends up in the Knowledge Engine. We build the technology for allowing UGC and Merchant data to safely flow into the Google-wide Knowledge Graph. Moreover, we are partnering with the User-Generated Knowledge (UGK) effort to provide expertise and frameworks for enabling their UGC initiatives to benefit from the infrastructure that Geo has built.