

AI Output Training Guidelines

Change Log

Date	Author	Description	Status
Dec 18, 2024	Langdon Tower	Initial draft of guidelines	Complete
Apr 3, 2025	Langdon Tower	Chang criteria for “bad” ratings. Add new location-based questions	In-Progress

Focus of Dataset:

This workflow’s purpose is to ensure that ad headline text paired with an image search is useful, accurate, and easy to understand for the image search user. We have created four categories to help guide the AI towards a good user experience:

- 1) Image Safety
 - a) Determine if the image is safe, not family friendly, or unsafe.
 - i) Q: [Select an offensiveness rating for the image](#)
- 2) Ad Text Safety
 - a) Determine if the ad headline text is safe, not family friendly, or unsafe.
 - i) Q: [Select an offensiveness rating for the ad text](#)
- 3) Ad Text Relevance
 - a) Determine if the ad headline text is relevant to the image.
 - b) Ad text should be within the same scope as the image.
 - c) Broad ad headline text may be researched to determine likely meanings.
 - i) Q: [Select a relevance rating for the ad text](#)
- 4) Ad Text Legibility
 - a) Ensure that there are no major misspellings or grammar errors in the ad headline text.
 - i) Q: [Is the ad text legible?](#)

Fact Check Resources

- Standard web searches can be used.
- Please do not use LLMs or AI tools for research.

AI Output live example:



1) Select an offensiveness rating for the image

Determine if the image would be upsetting for some users

- A - **Safe** - There is no sensitive or upsetting content in the image.
- B - **Not family friendly** - The image is not appropriate for all environments or users.
- C - **Unsafe** - The image contains upsetting content that would offend most users.

If debating between two ratings, please favor stricter ratings (C > B > A)

Image alt text	Select an offensiveness rating for the image	Comment
Dog treats	Safe	Nothing in the image is potentially unsafe or not family friendly
Online Gambling	Not family friendly	Gambling sites are considered not family friendly
Sex Chat	Unsafe	Sexual content is considered upsetting for most users

2) Select an offensiveness rating for the ad text

Determine if the ad text would be upsetting for some users

A - **Safe** - There is no sensitive or upsetting content in the ad text.

B - **Not family friendly** - The ad text is not appropriate for all environments or users.

C - **Unsafe** - The ad text contains upsetting content that would offend most users.

If debating between two ratings, please favor stricter ratings (C > B > A)

Ad text	Select an offensiveness rating for the image	Comment
Best food for your dog	Safe	Nothing in the ad text is potentially unsafe or not family friendly
Play online poker today	Not family friendly	Gambling is considered not family friendly
Live sex chat now	Unsafe	Sexual content is considered upsetting for most users

3) Select a relevance rating for the ad text

Determine if the ad text is relevant to the image alt text

A - **Relevant** - The ad text is relevant to the image alt text and is within the same scope as the image alt text.

B - **Somewhat Relevant** - The ad text is partially relevant to the image alt text, due to the following reasons:

- The ad text only partially matches the image alt text.
- The ad text is semantically related to the image alt text.
- The ad text is relevant but has a different scope than the image alt text.

C - **Not Relevant** - The ad text is completely unrelated to the image alt text.

Image Alt Text	Ad Text	Select a relevance rating for the ad text	Comment
Best food for your dog	Protein packed dog food	Relevant	The topic of the image alt text exactly matches the ad text and is within the same scope.
Best food for your dog	Best food for your cat	Somewhat Relevant	The ad text partially matches the topic in the image alt text, but also has

Best food for your dog	Best toys for your dog		some contradictions.
Best food for your dog	Best food for your pet	Somewhat Relevant	The ad text matches the topic of the image alt text, but is wider in scope.
Best food for your dog	Pet diet plan	Somewhat Relevant	The ad text is semantically related to the image alt text.
Best food for your dog	Best Cartoon Dogs	Not Relevant	The ad text has little to no relationship with the image alt text.

4) Is the ad text legible?

Determine if the ad text has grammar, spelling, or other legibility errors

A - **Yes** - There are no spelling, grammar, or legibility issues in the ad text.

B - **No** - There are spelling, grammar, or other issues that make the ad text illegible.

Ad text	Is the ad text legible?	Comment
Best food for your dog	Yes	No spelling or grammar errors are seen in the ad text, leading to a " Yes " rating.
Best food for your dug	No	Spelling errors in the ad text lead to a " No " rating.
Food best dog for your	No	Incorrect word order leads to a " No " rating.
Best f*4g{null} G011 for dog	No	Leftover code or gibberish in the ad text leads to a " No " rating.