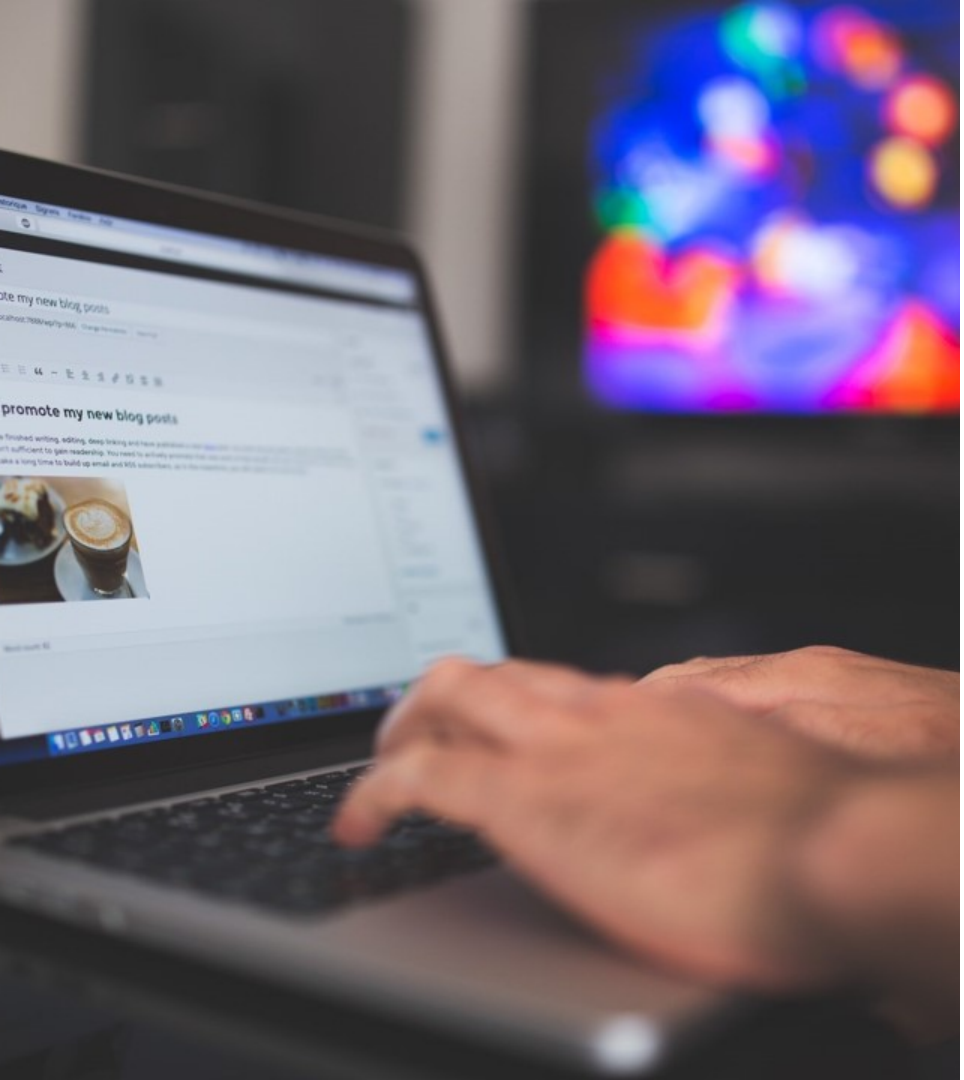

Ipsos Public Affairs

Centre for International Governance Innovation

CIGI-IPSOS GLOBAL SURVEY

INTERNET SECURITY & TRUST

2019 PART 3:

SOCIAL MEDIA, FAKE NEWS & ALGORITHMS

UNITED NATIONS UNCTAD

Internet Society

GAME CHANGERS Ipsos

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METHODOLOGY & TAKE-AWAYS

METHODOLOGY

- This survey was conducted by Ipsos on behalf of the Centre for International Governance Innovation ("CIGI") between December 21st, 2018 & February 10th, 2019.
  - All online economies were fielded between December 21st, 2018 & January 4th, 2019.
  - Below are the field dates, for the offline economies:
    - Pakistan: Jan 14th – Feb 10th
    - Tunisia: Jan 24th – 31st
    - Kenya: Jan 28th – Feb 7th
    - Nigeria: Jan 25th – Feb 7th
- The survey was conducted in 25 economies—Australia, Brazil, Canada, China, Egypt, France, Germany, Great Britain, Hong Kong (China), India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, Russia, South Africa, Republic of Korea, Sweden, Tunisia, Turkey and the United States—and involved 25,229 Internet users. Twenty-one of the economies utilized the Ipsos Internet panel system while four (Kenya, Nigeria, Pakistan & Tunisia) utilized face-to-face interviewing, given online constraints in these economies and the length of the poll.
- The average LOI (length of interview) of the online survey was ~10 minutes. The average LOI for the face-to-face interviews was around 20 minutes, or more.
- In the US and Canada respondents were aged 18-64, and 16-64 in all other economies.
- Since 2018, the economies of Russia and South Africa have been included in the BRICS definition, which previously only included Brazil, India, and China (BIC). For analytical purposes, the BRICS data is tracked against the BIC data from previous surveys, though the comparison is not direct.
- Approximately 1,000+ individuals were surveyed in each economy and are weighted to match the population in each economy surveyed. The precision of Ipsos online polls is calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points. For the face-to-face interviews, the margin of error is +/-3.1, 19 times out of 20.

BRICS = Brazil, Russia, India, China, South Africa
APAC = Asia Pacific
LATAM = Latin America

ECONOMY ABBREVIATIONS

Total	**TL**
Australia	**AU**
Brazil	**BR**
Canada	**CA**
China	**CN**
Egypt	**EG**
France	**FR**
Germany	**DE**
Great Britain	**GB**
Hong Kong (China)	**HK**
India	**IN**
Indonesia	**ID**
Italy	**IT**

Japan	**JP**
Kenya	**KE**
Mexico	**MX**
Nigeria	**NG**
Pakistan	**PK**
Poland	**PL**
Republic of Korea	**KR**
Russia	**RU**
South Africa	**ZA**
Sweden	**SE**
Tunisia	**TN**
Turkey	**TR**
United States	**US**

FIVE KEY TAKE-AWAYS

1. Majorities around the globe say that social media has *increased* their ease of communications & access to information, but are mixed on its impact on civility. On balance, it is seen as a positive, but not without its problems. (slides 8-34)

2. Four in ten (44%) admit to being duped by fake news at least sometimes. Fake news is seen as most prevalent on social media & the Internet, less prevalent in mainstream media. Online trolls & social media platforms are most commonly cited as the actors responsible for spreading fake news, but governments and regular users play a part. Few can agree who should police and determine what is fake. Strong majorities support all forms of actions to resist fake news, save for government censorship. (slides 35-61; 83-147)

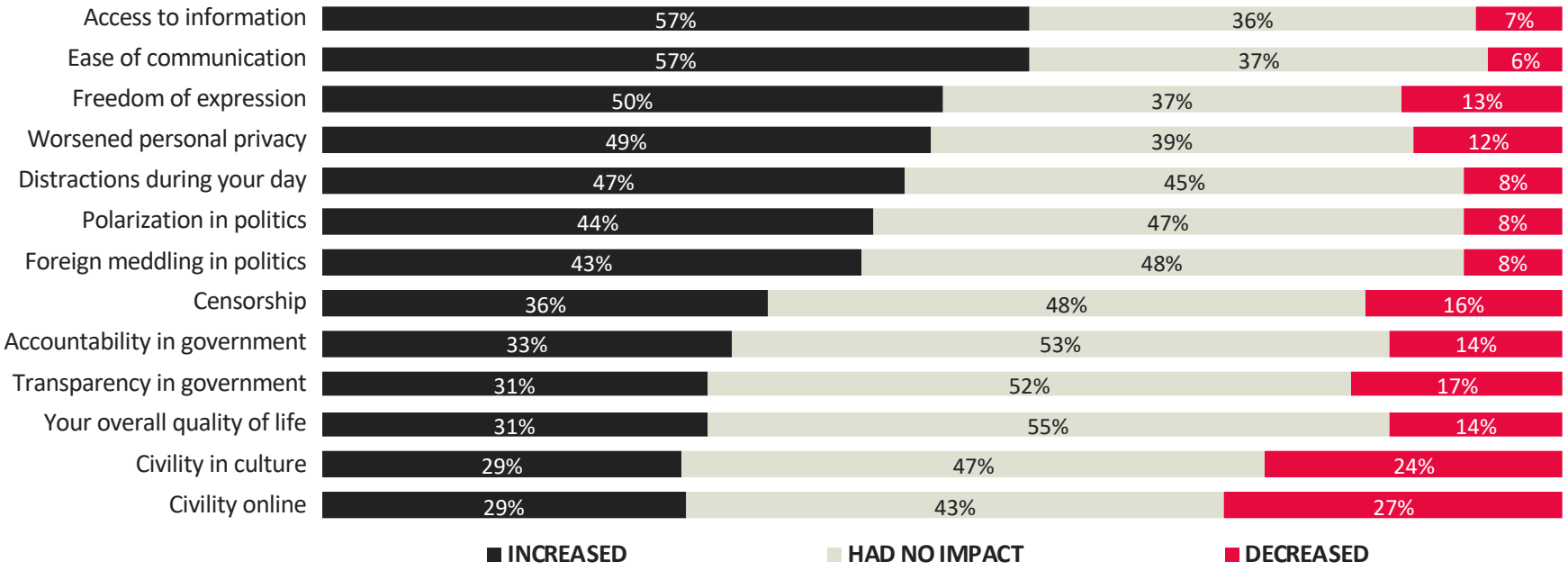
3. The vast majority think that fake news is made worse by the internet & that it has negatively impacted their economy, and political discourse. The United States takes the lion's share of the blame for spreading fake news, even among its own citizens. As many as two in five now trust the media less, as a result of fake news. (slides 62-82; 148-176)

4. Fewer than half express at least some degree of confidence that algorithms used in daily life are unbiased, in any context. Citizens living in more developed economies tend to be less confident in the unbiasedness of algorithms. (slides 177-195)

5. The most common reasons for a lack of confidence in the unbiasedness of algorithms include: a lack of transparency, a perception that they are exploitative by design & the absence of a human element from decision-making. By contrast, objectivity, a lack of human emotion to cloud decision-making & the absence of human influence are most frequently mentioned by those who express confidence in the unbiasedness of algorithms. (slides 196-210)

ONLINE INFLUENCERS

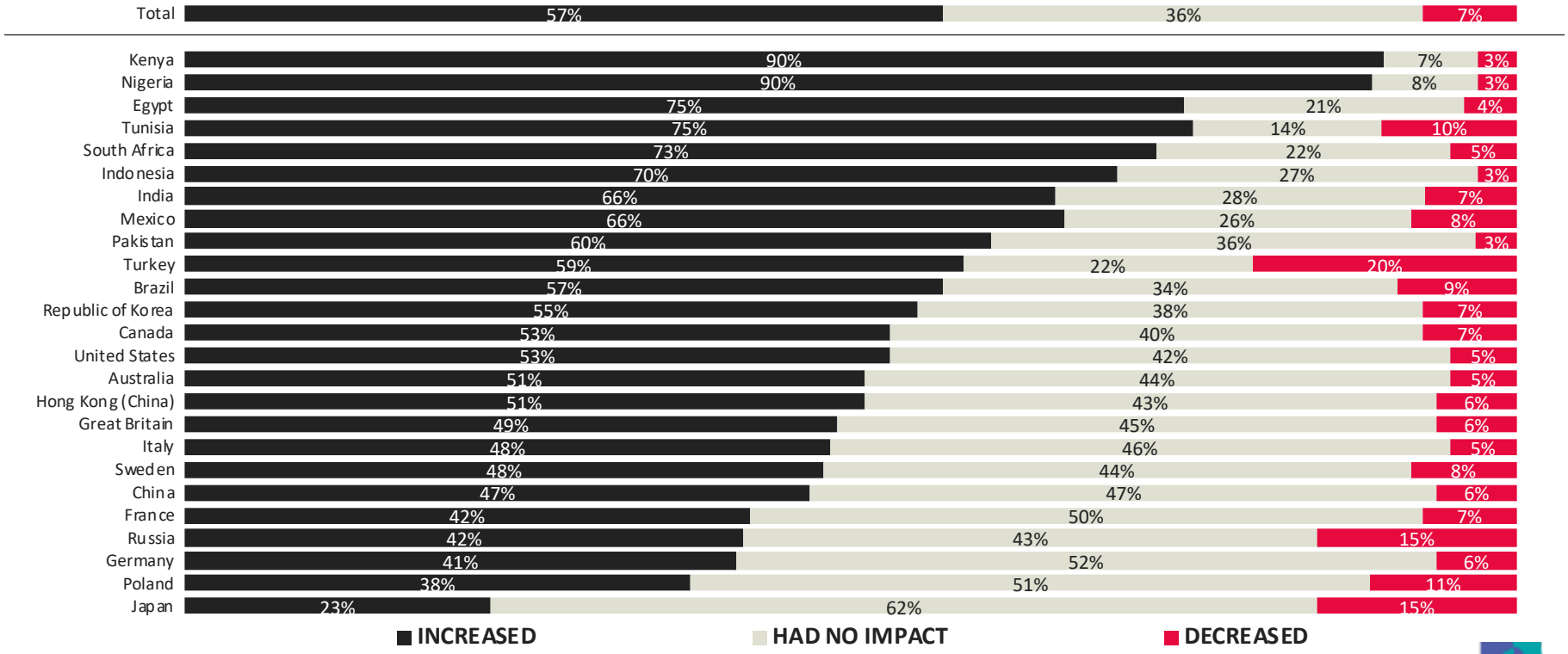
A majority of global citizens believe that social media platforms have increased their access to information (57%) and ease of communication (57%). However, the impact of social media has been more mixed on civility.



Q25. Social media platforms allow users to view material posted by others and to post content for others to see. Do you believe that these technologies have increased, decreased, or had no impact on the following: Base: 2019 (n=25,229)

ACCESS TO INFORMATION

With the exception of France, Germany, Poland & Japan, majorities in all nations think that social media has impacted their access to information, most of which, including as many as nine in ten (90%) in Kenya & Nigeria, think that it has *increased*, as a result of this technology.



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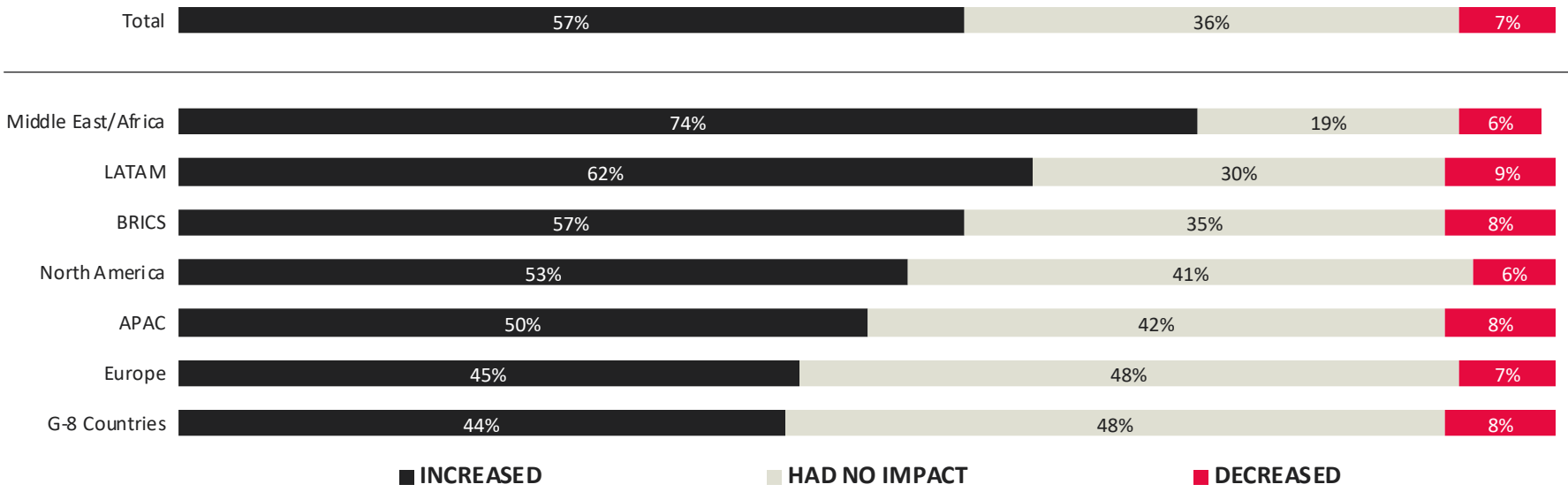
ACCESS TO INFORMATION

Majorities in all economies say that social media has impacted their access to information, most of which would rate it as having *increased*.



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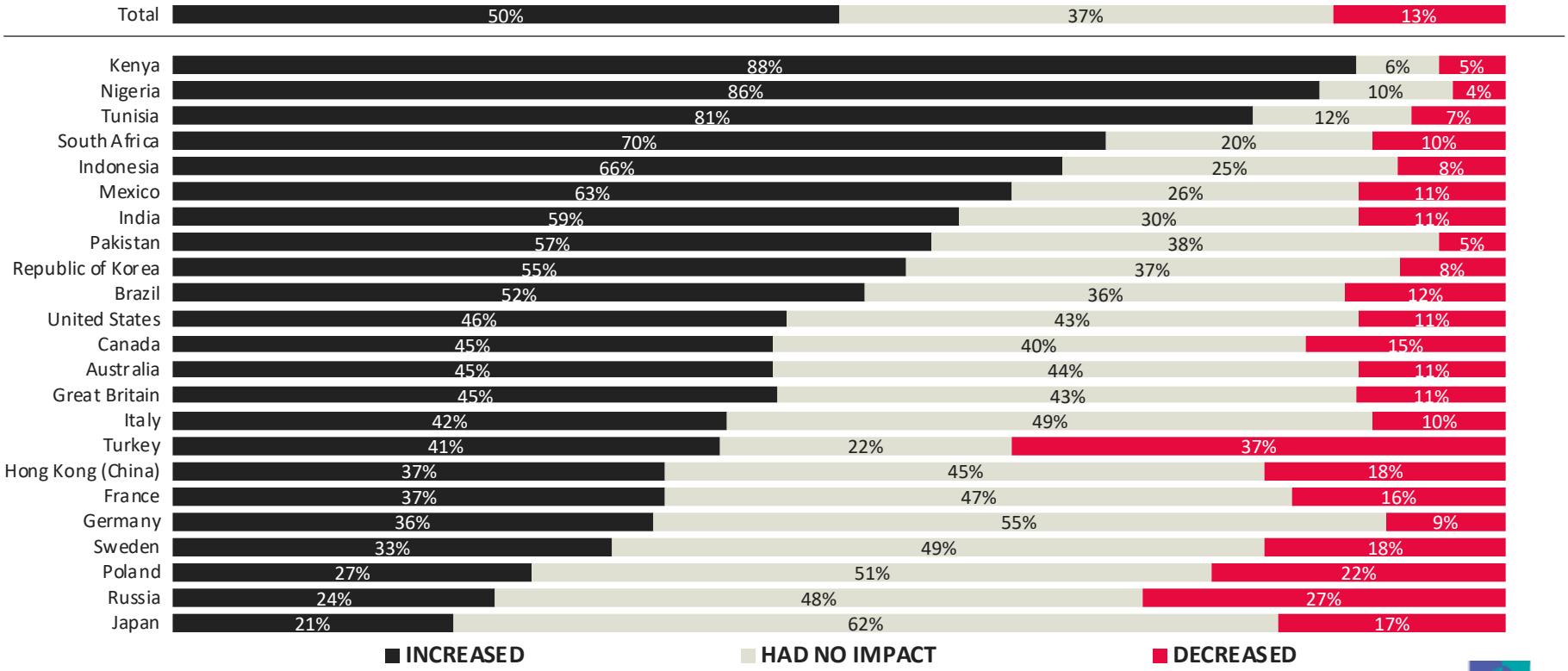
FREEDOM OF EXPRESSION

Overall, nearly two-thirds (63%) think that social media has increased their freedom of expression. However, in Russia, a plurality say it has decreased it.



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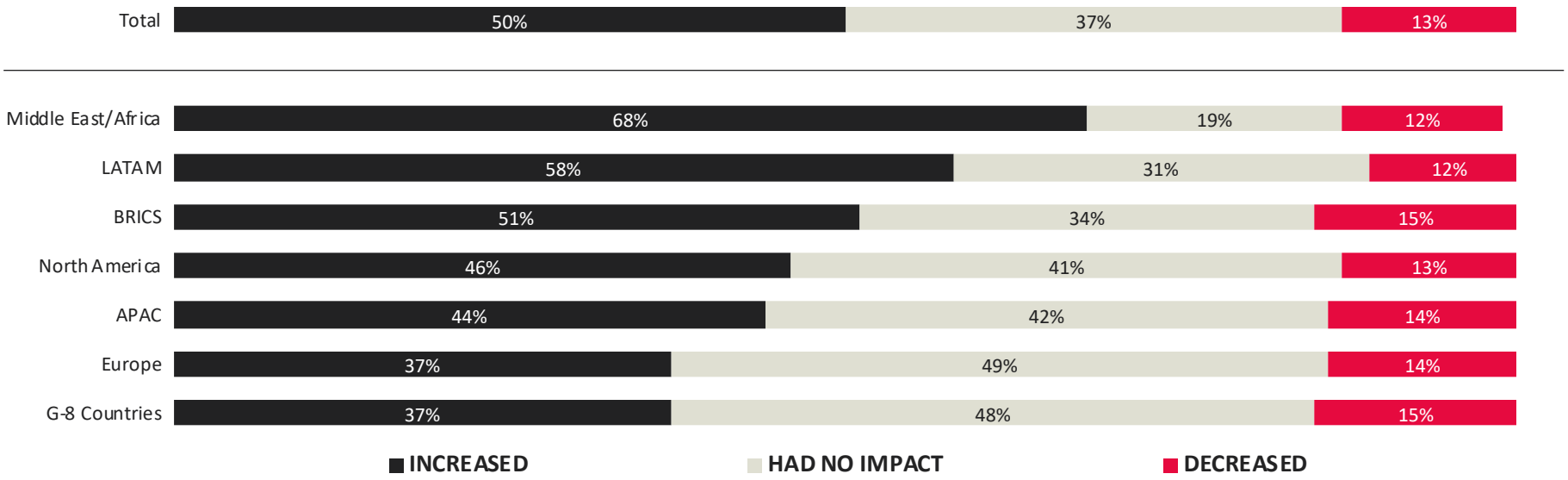
FREEDOM OF EXPRESSION

Most would say that social media has impacted their freedom of expression in all economies, with strong majorities in LATAM (58%), the Middle East & Africa (68%) indicating that they feel as though their freedom of expression has *increased*, as a result of social media.



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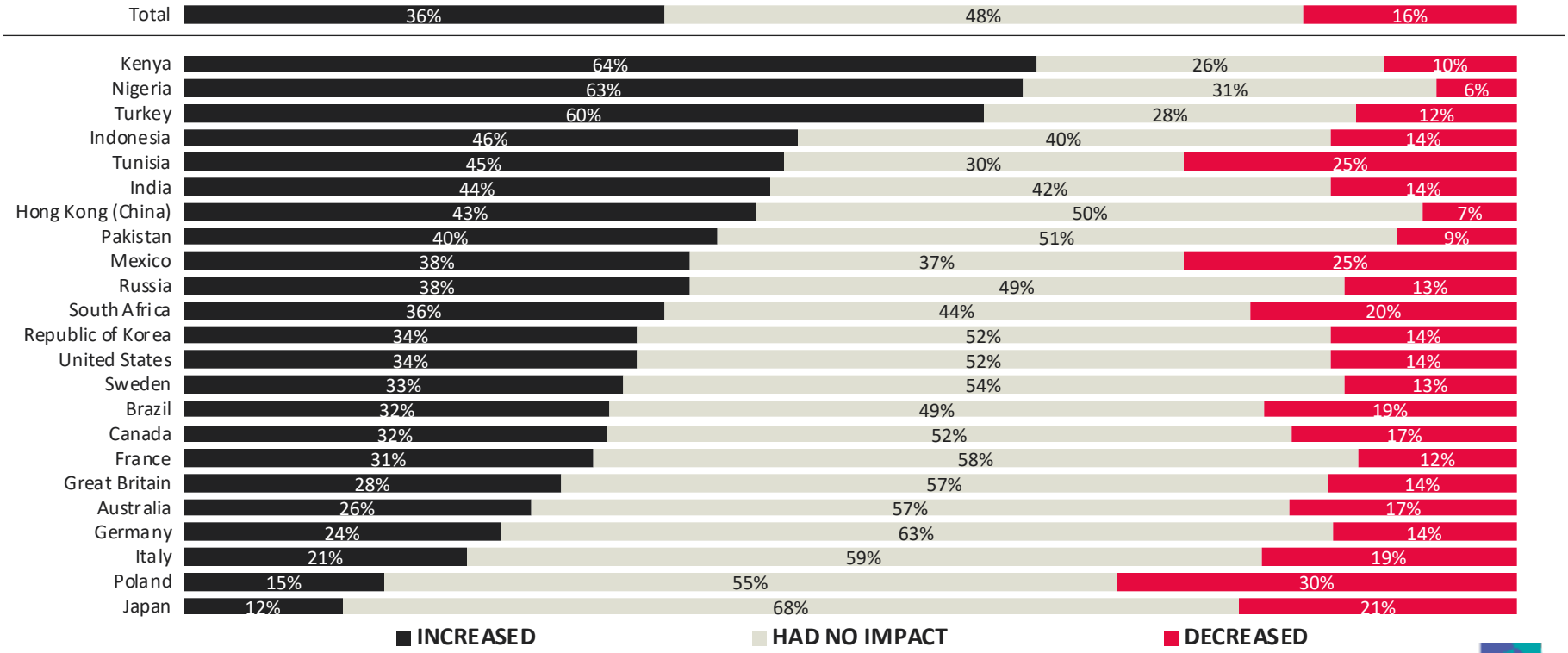
CENSORSHIP

A majority of citizens in Kenya, Nigeria and Turkey believe that social media has increased censorship. Those in more developed economies are more mixed on its impact in this way.



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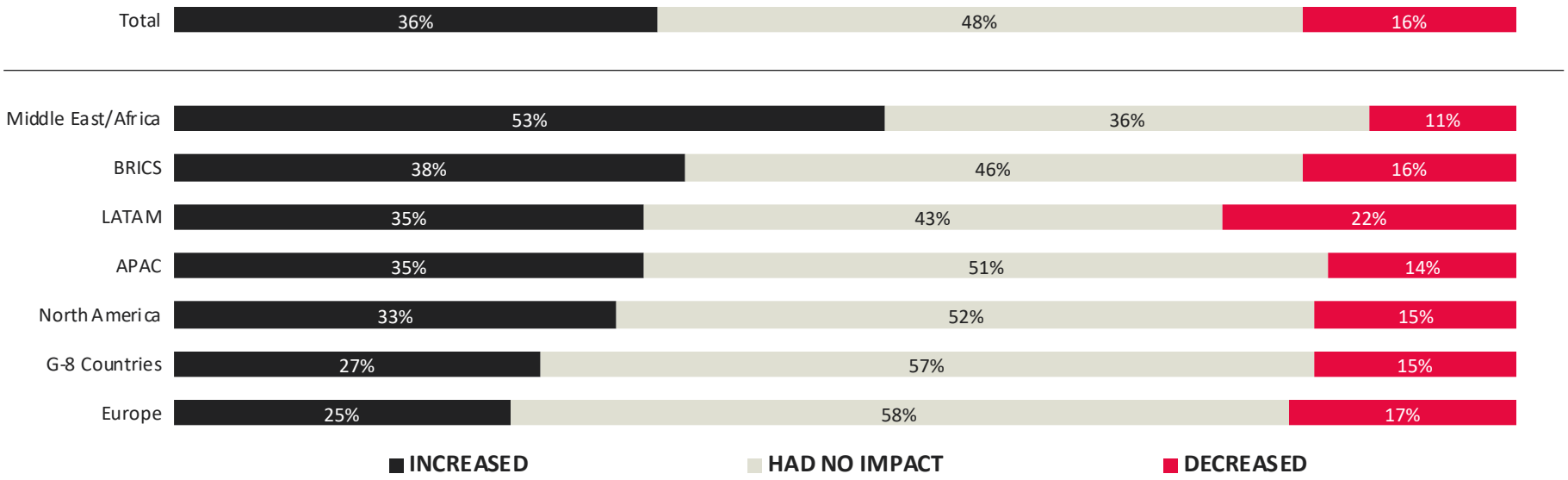
CENSORSHIP

Citizens living in more developed economies tend to perceive social media as being less disruptive, when it comes to censorship.



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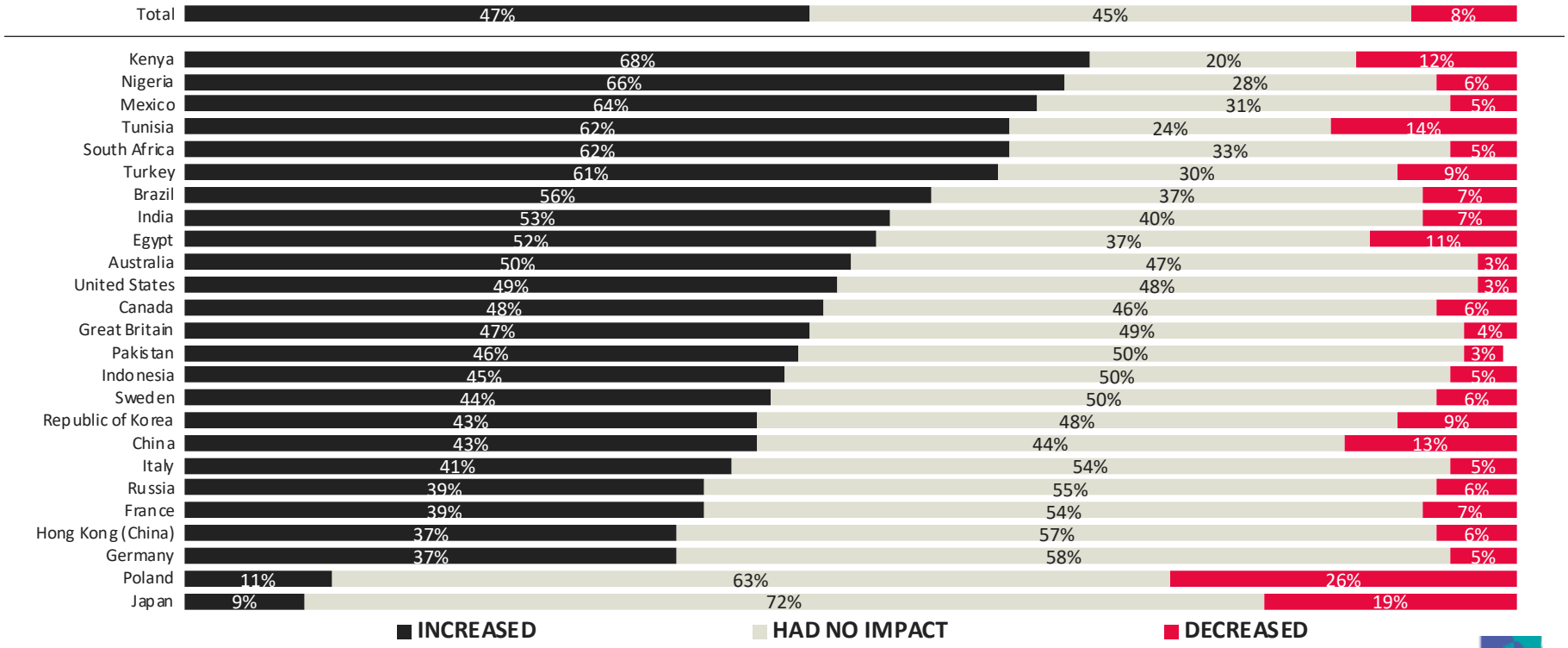
DISTRACTIONS DURING YOUR DAY

A majority (55%) of global citizens perceive social media as having been impactful on this metric. In fact, nearly half would say that their daily distractions have *increased*, as a result of social media.



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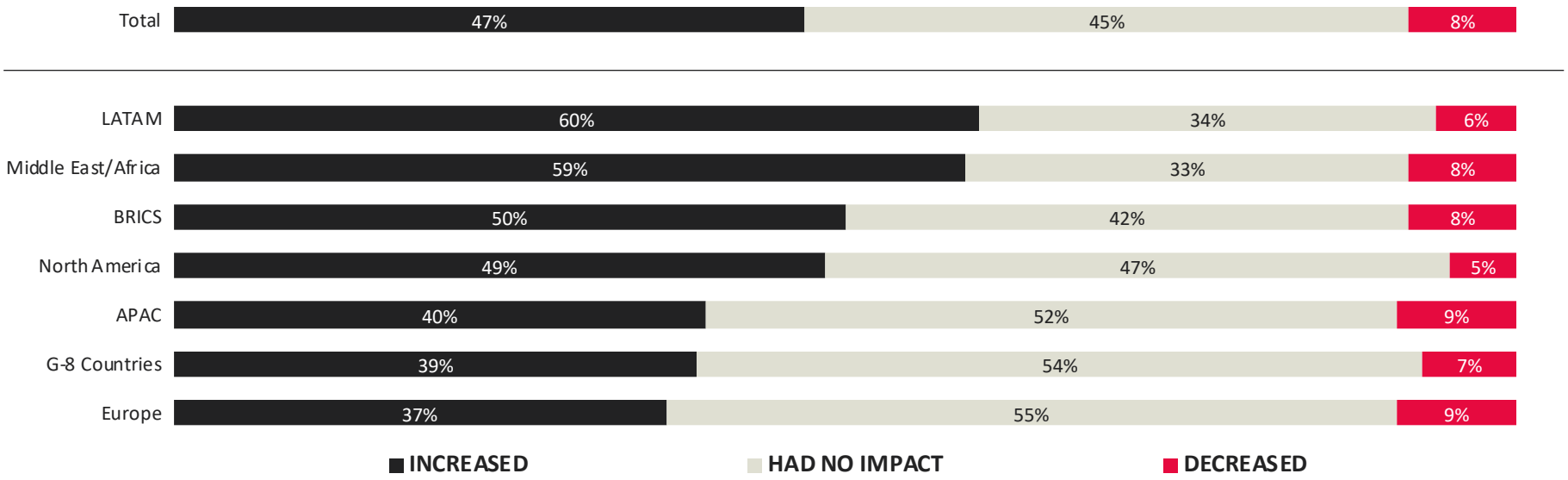
DISTRACTIONS DURING YOUR DAY

Solid majorities in the LATAM (60%), Middle Eastern & African economies (59%) feel like social media has *increased* the number of distractions they experience, on a daily basis.



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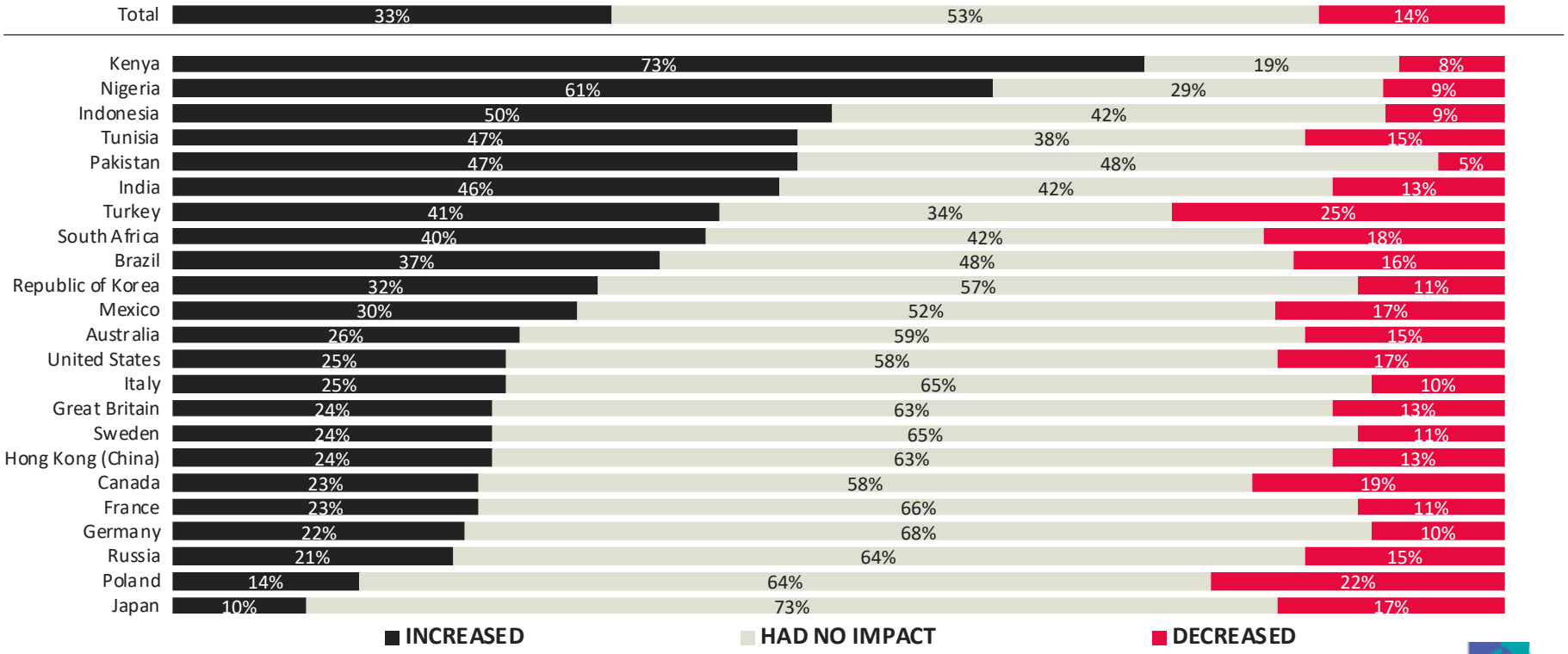
ACCOUNTABILITY IN GOVERNMENT

Less than half (47%), globally, think that social media has had any sort of meaningful impact on government accountability. It is somewhat interesting, however, that among those who feel it has had an impact, greater proportions in Poland & Japan think that it has *decreased* government accountability, in their economy.



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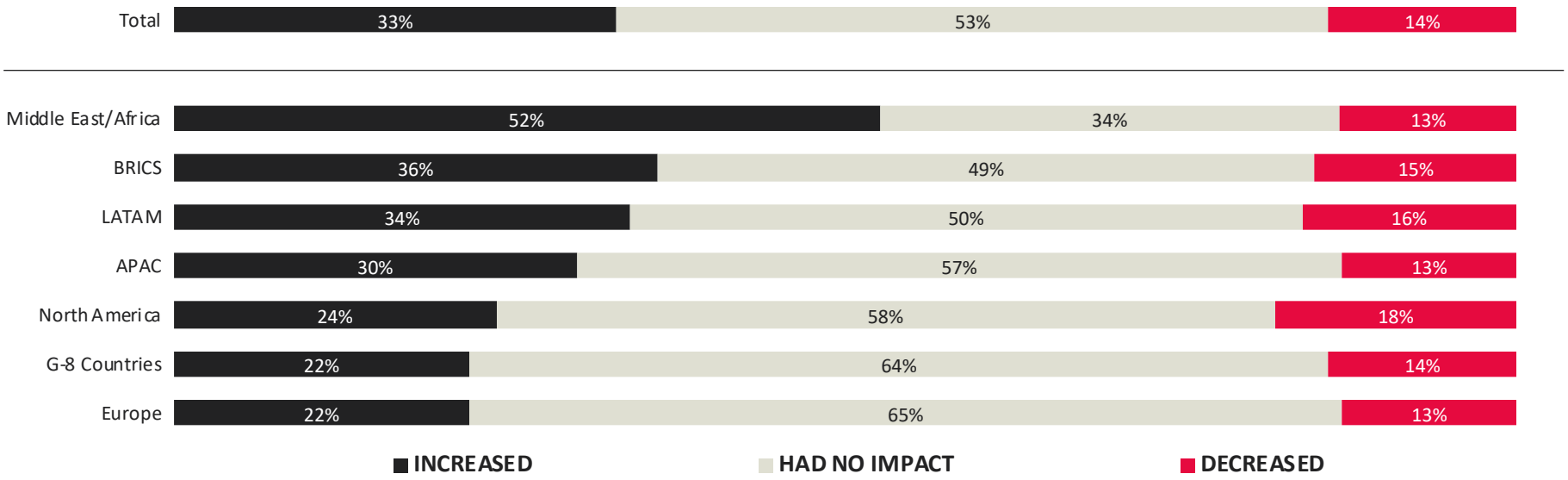
ACCOUNTABILITY IN GOVERNMENT

Strong majorities in the developed economies do not perceive social media as having been impactful when it comes to accountability in government. But it does appear to have had a positive impact (increased accountability) in the Middle East and Africa.



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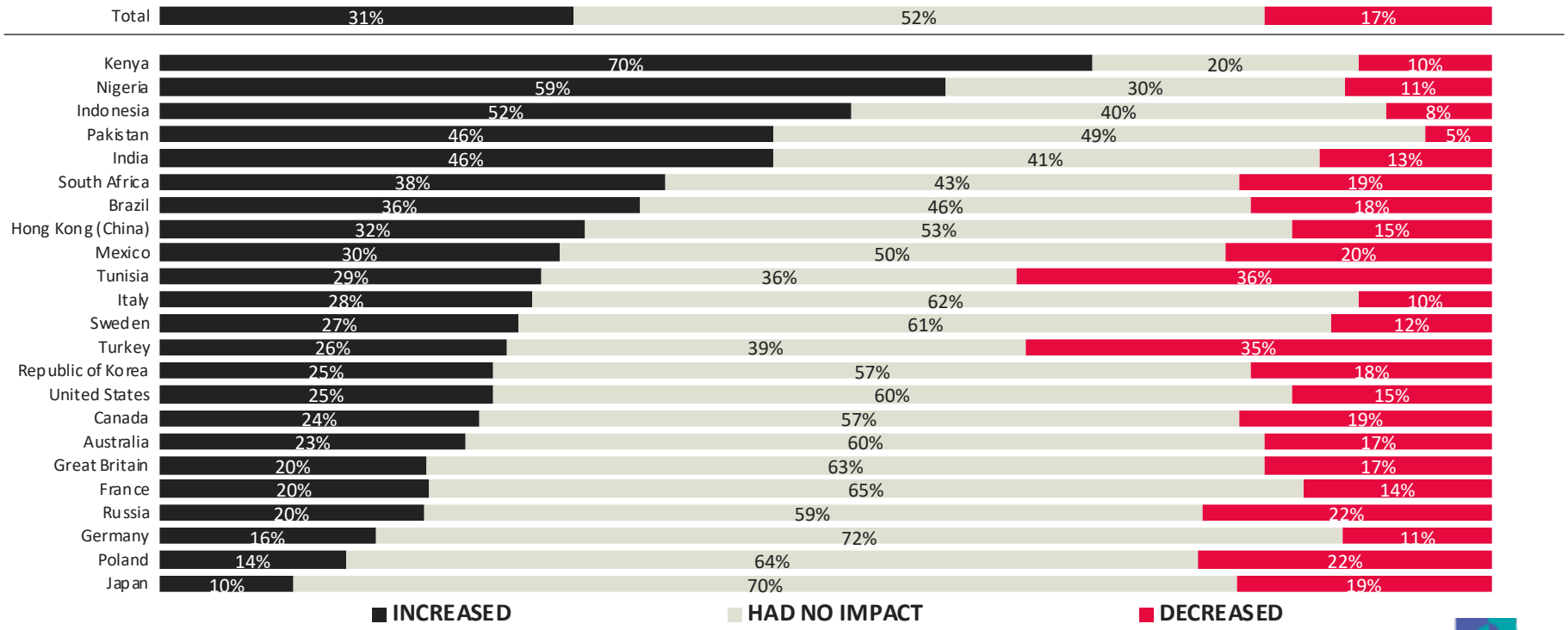
TRANSPARENCY IN GOVERNMENT

Fewer than half (48%) think that social media has impacted transparency in government. Of those who say that it has, a greater proportion perceive transparency as having *increased*, as opposed to *decreased,* in all economies save for Tunisia, Turkey, Japan, Poland & Russia.



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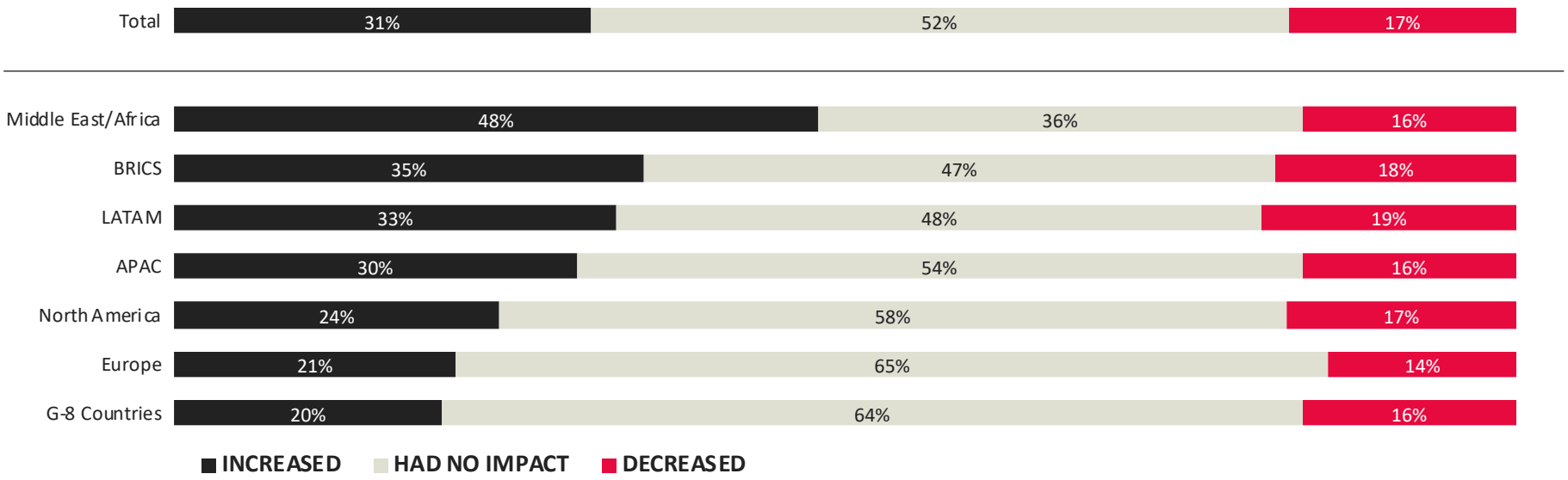
TRANSPARENCY IN GOVERNMENT

Majorities living in the developing economies of the world indicate that social media has impacted transparency in government. The opposite is true in more developed economies, such as Europe, North America & the G-8, where a majority believes there hasn't been an impact either way on government transparency.



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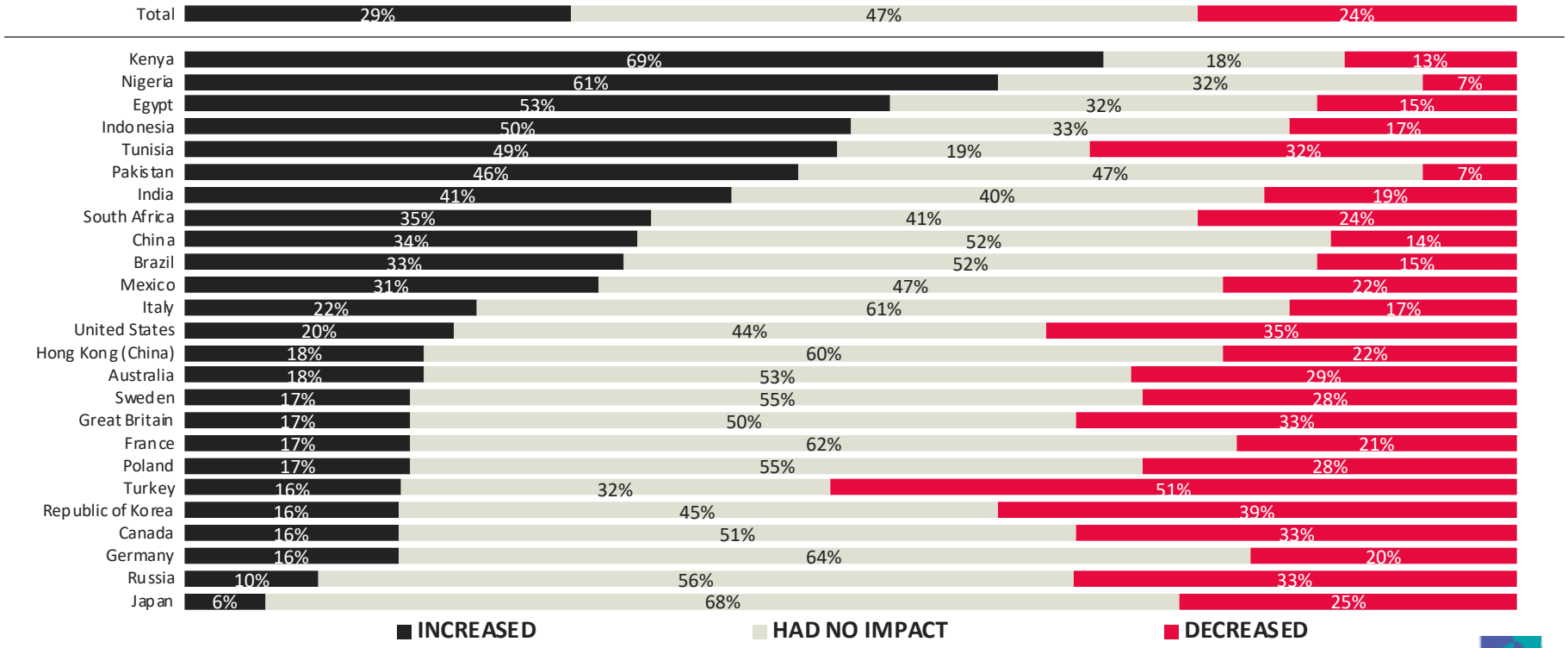
When it comes to civility, the planet is split, just over half (53%) would say that social media has been impactful in this area, though nearly as many think civility has actually *decreased* (24%), as opposed to *increased* (29%), thanks to social media.



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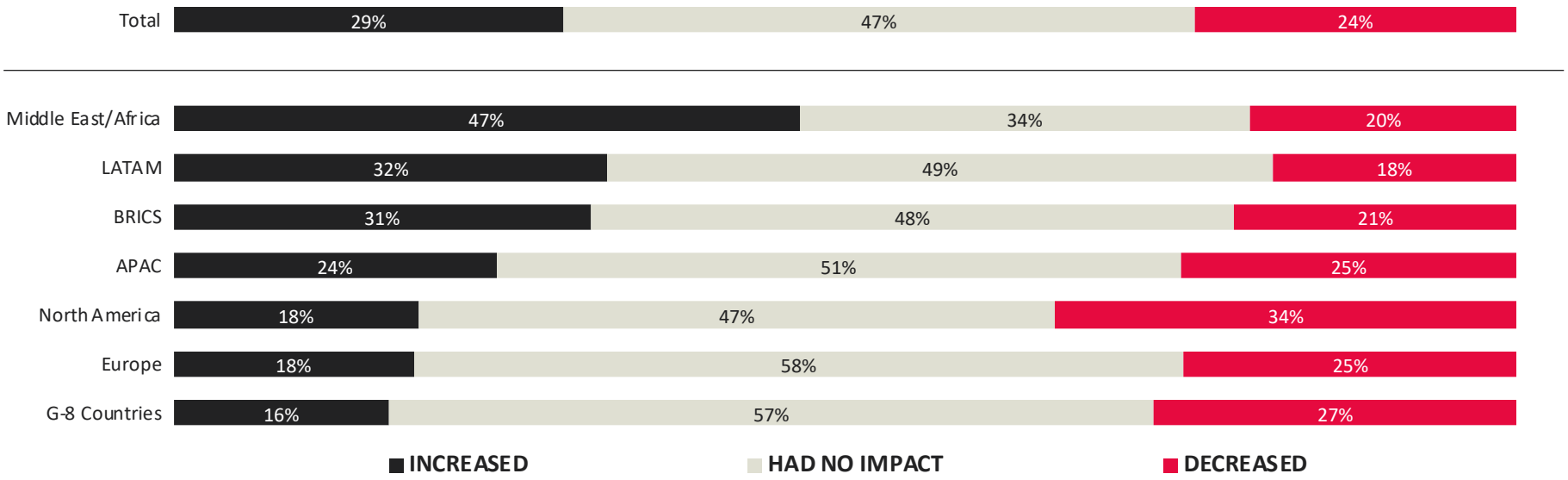
There is considerable variation in opinions regarding social media & civility, with those living in the developed world generally viewing social media as detrimental to civility whereas the opposite holds true in the developing world.



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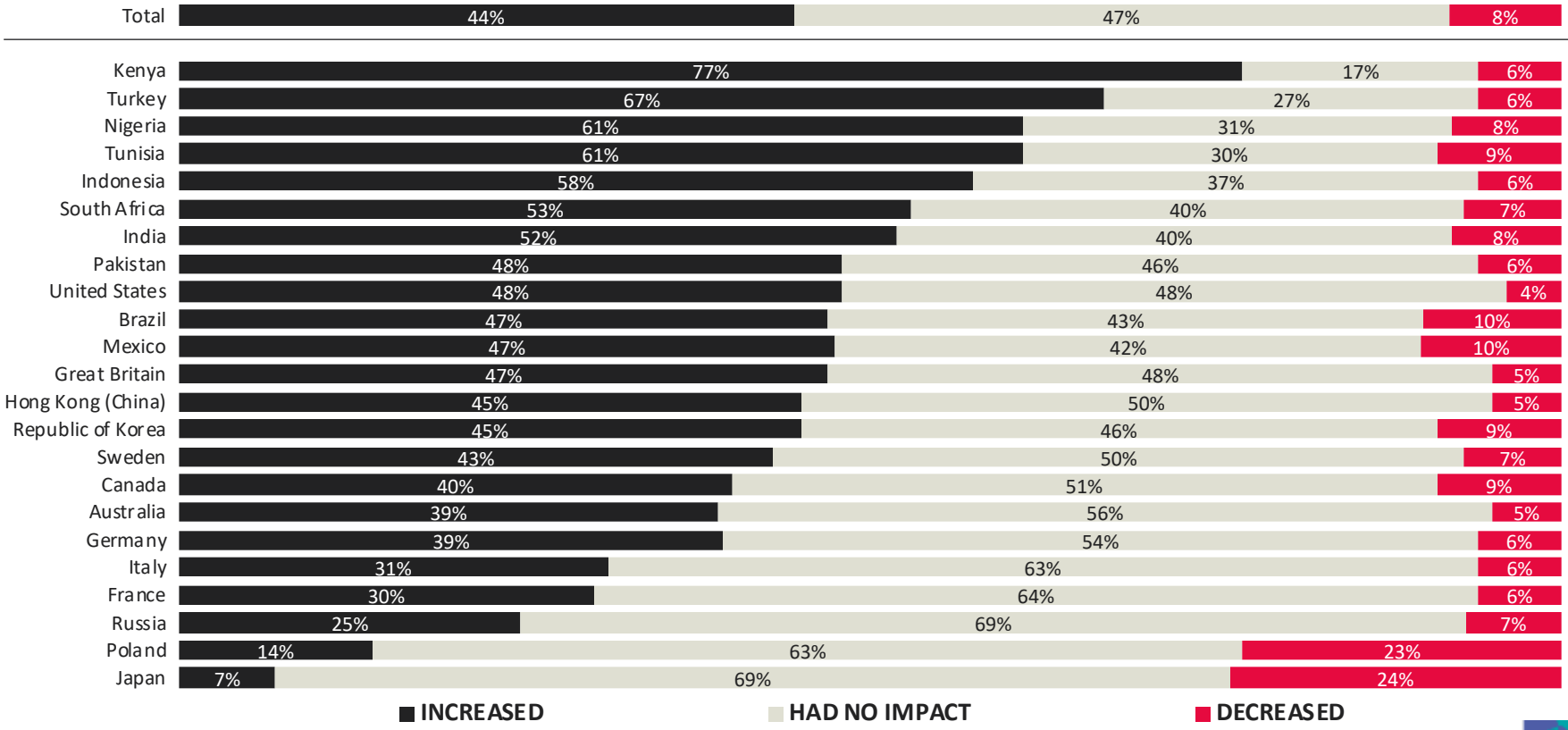
POLARIZATION IN POLITICS

On balance, with the exception of Poland and Japan, more would say that social media has increased the polarization in politics.



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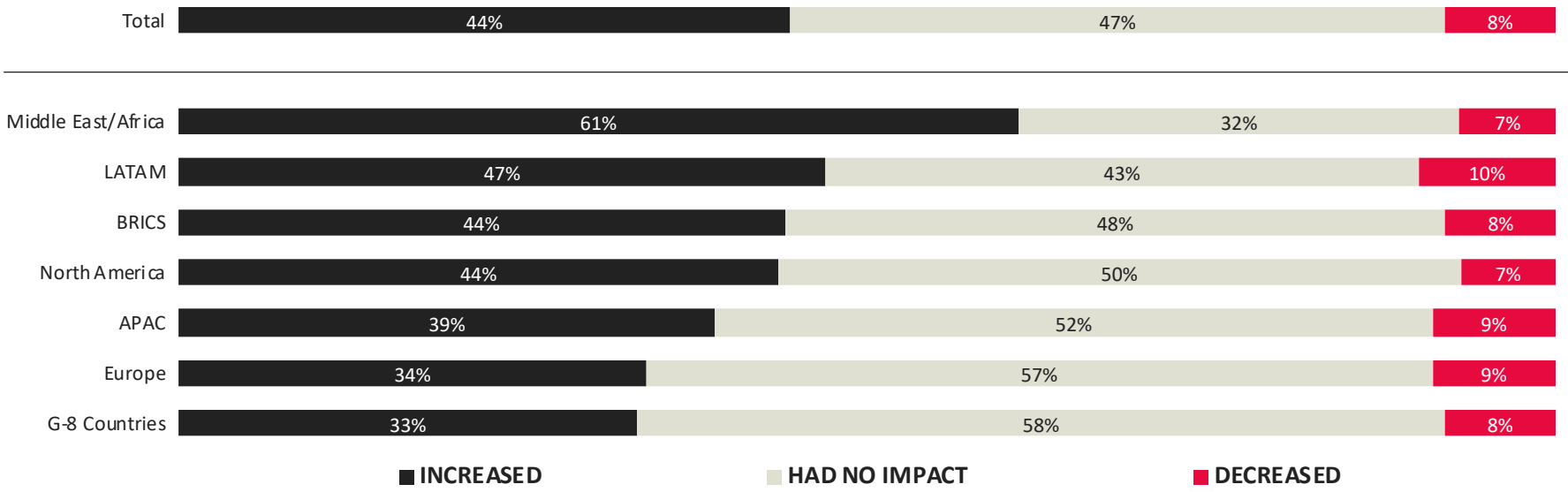
POLARIZATION IN POLITICS

It is of notable interest that three in five (61%) in the Middle East & Africa think that social media has *increased* polarization in politics, far more than any other segment.



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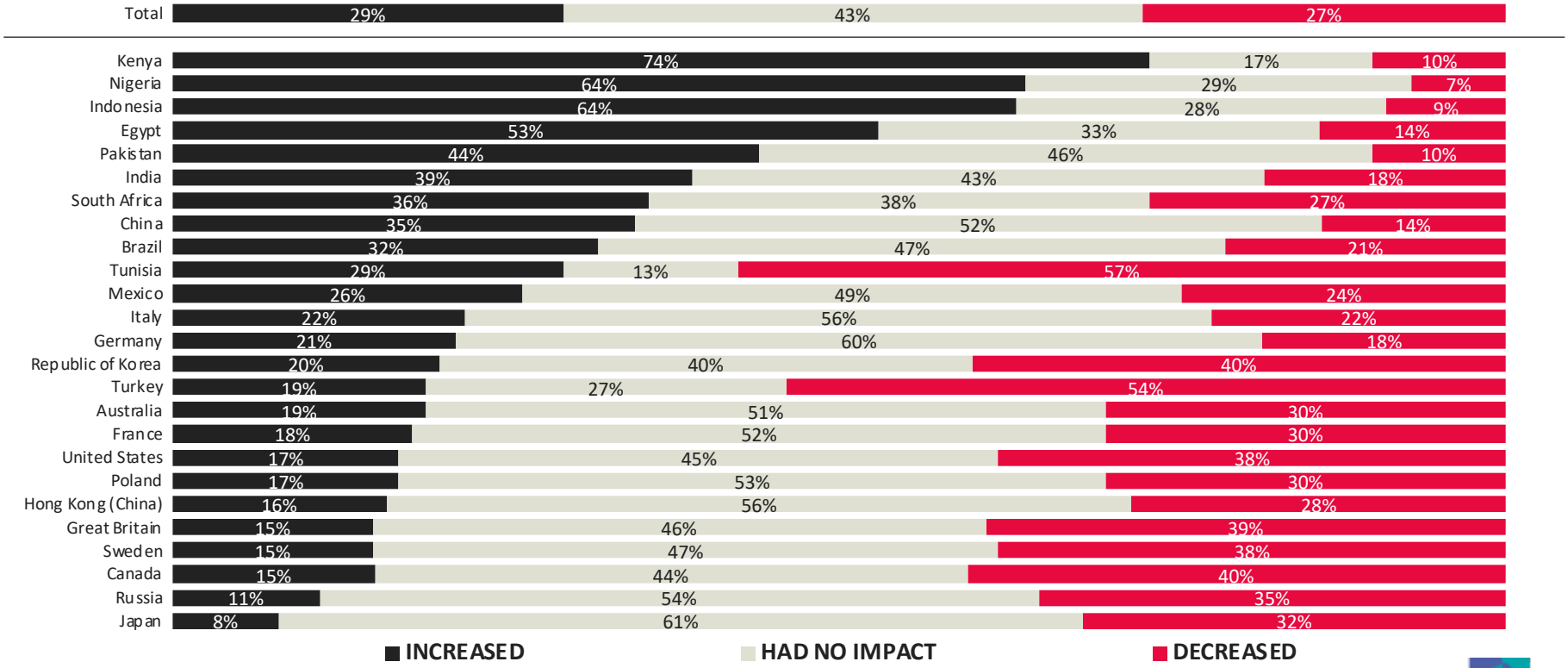
Most (57%) think social media has impacted online civility, though the way in which the impact has been felt varies considerably. Strong majorities in Kenya, Nigeria & Indonesia think online civility has *increased*. Conversely, clear majorities in Turkey & Tunisia think it has *decreased*.



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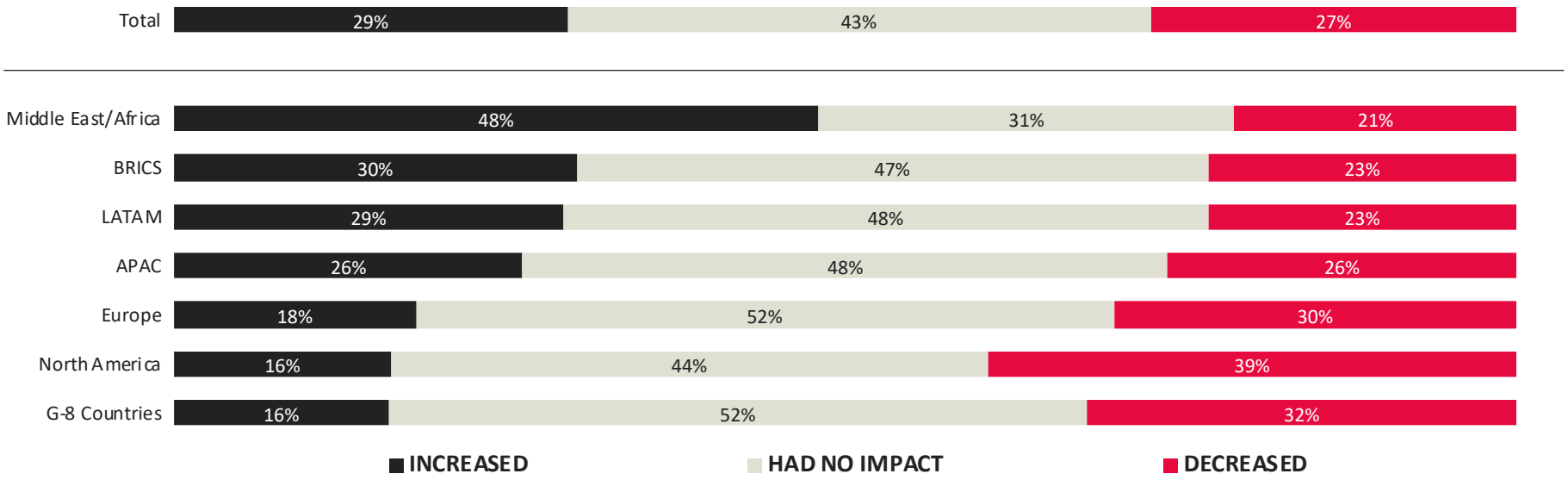
Citizens in less developed economies tend to think that online civility has *increased* as a result of social media, while the opposite is true in more developed economies.



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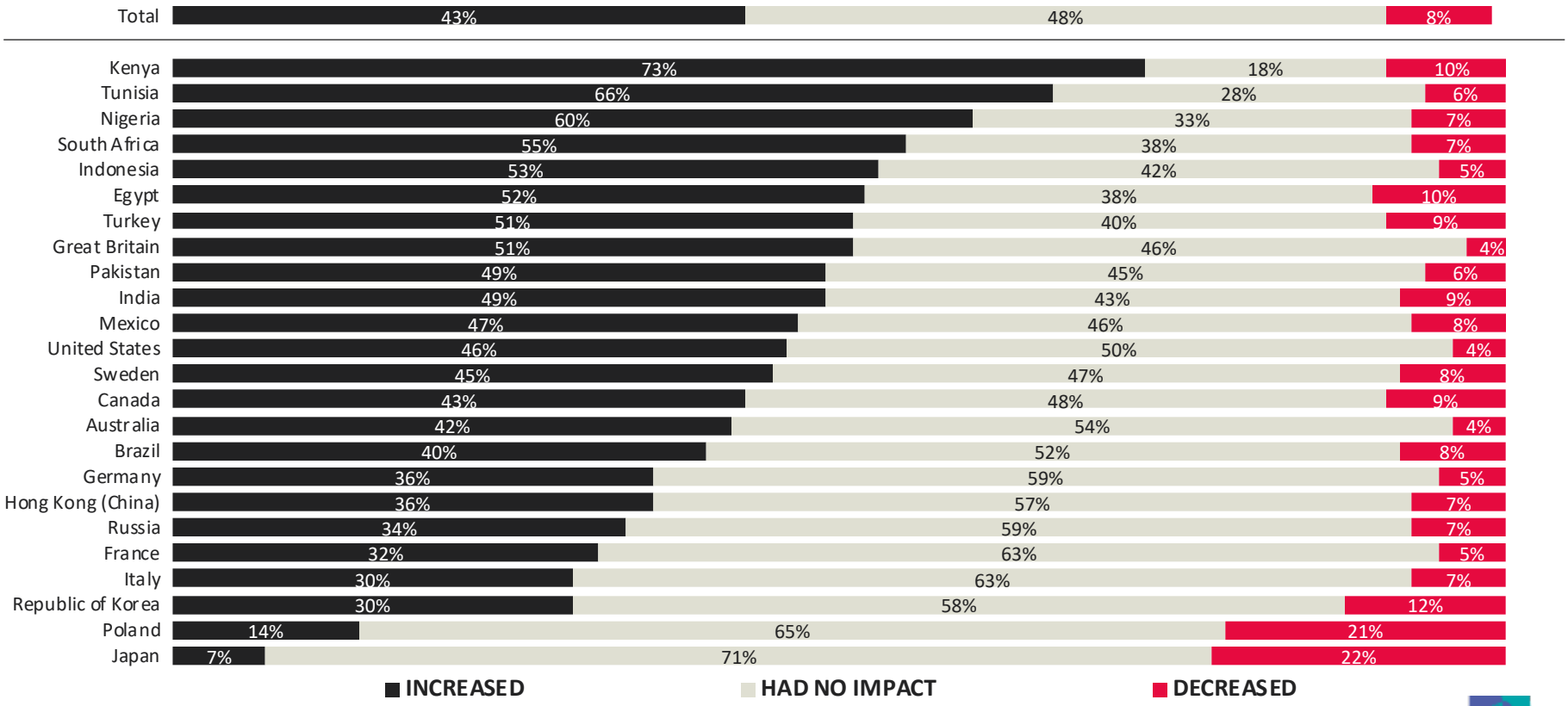
FOREIGN MEDDLING IN POLITICS

Globally, just over half (52%) say that social media has impacted foreign meddling in politics. Of those who feel that it has, a greater proportion think it has *increased* in all economies, save for Japan & Poland.



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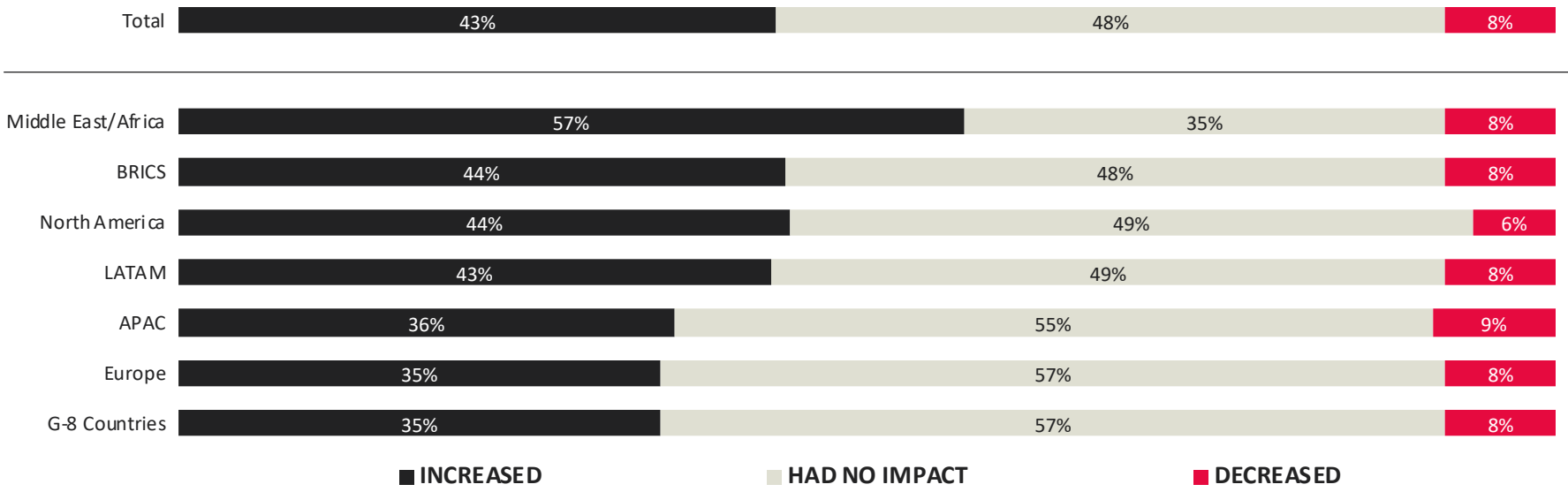
FOREIGN MEDDLING IN POLITICS

In each regional economy, more think that social media has *increased*, as opposed to *decreased*, foreign meddling in politics.



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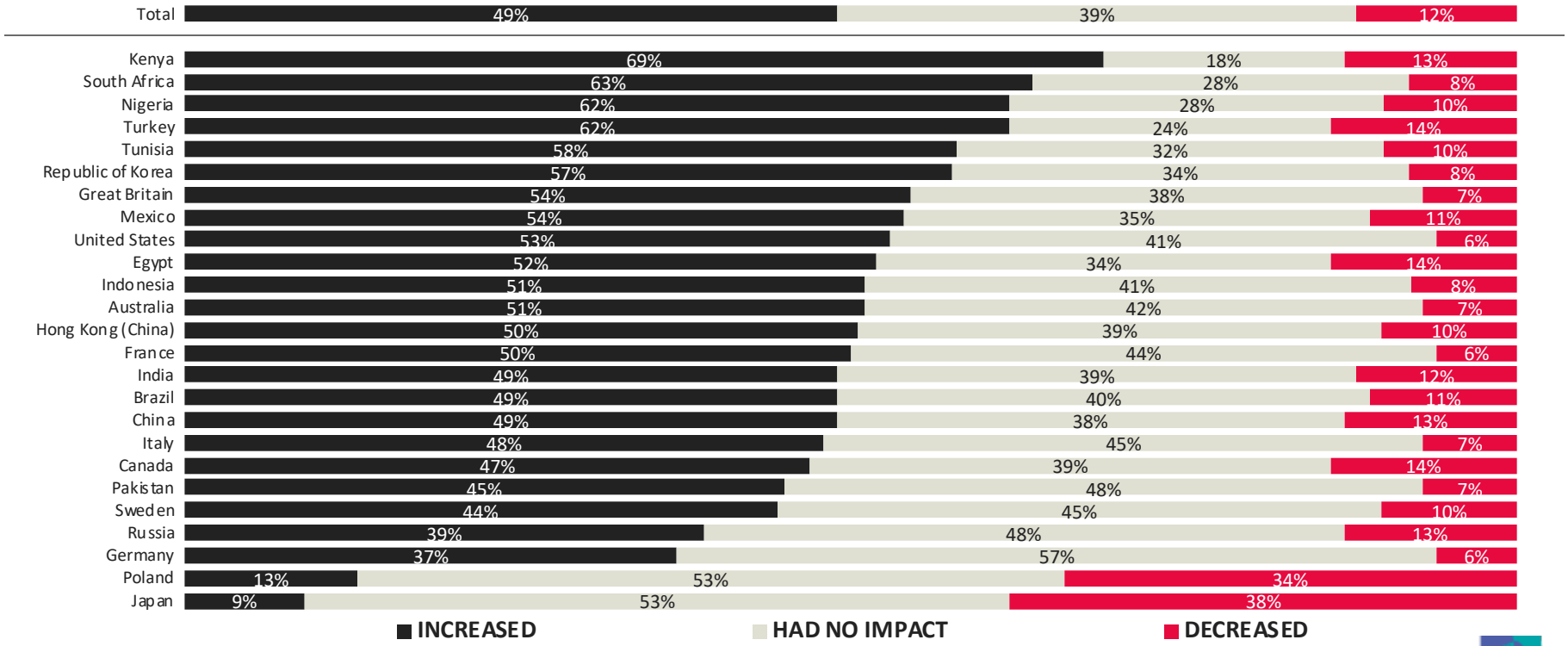
WORSENED PERSONAL PRIVACY

Three in five (61%) globally say that social media has impacted their personal privacy, the vast majority of which think it has been for the worse. Somewhat interestingly, those in Japan & Poland say that social media has actually improved their personal privacy.



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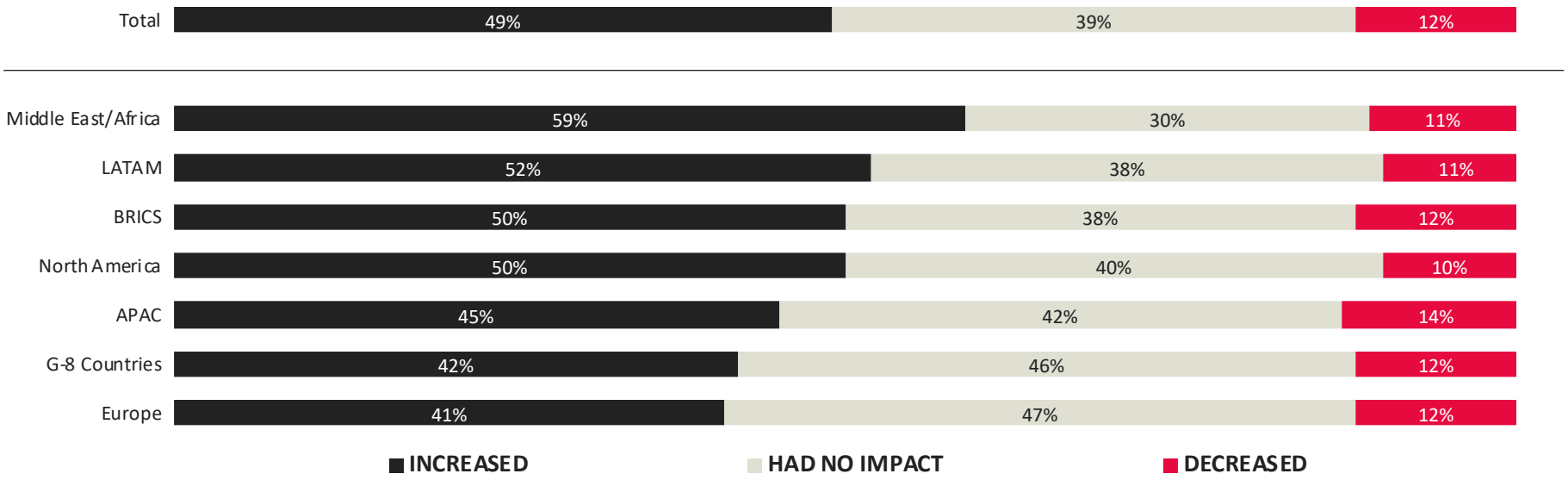
WORSENED PERSONAL PRIVACY

In each of the regional economies, most think that their personal privacy has been impacted, as a result of social media, and for the most part, feel like it has been for the worse.



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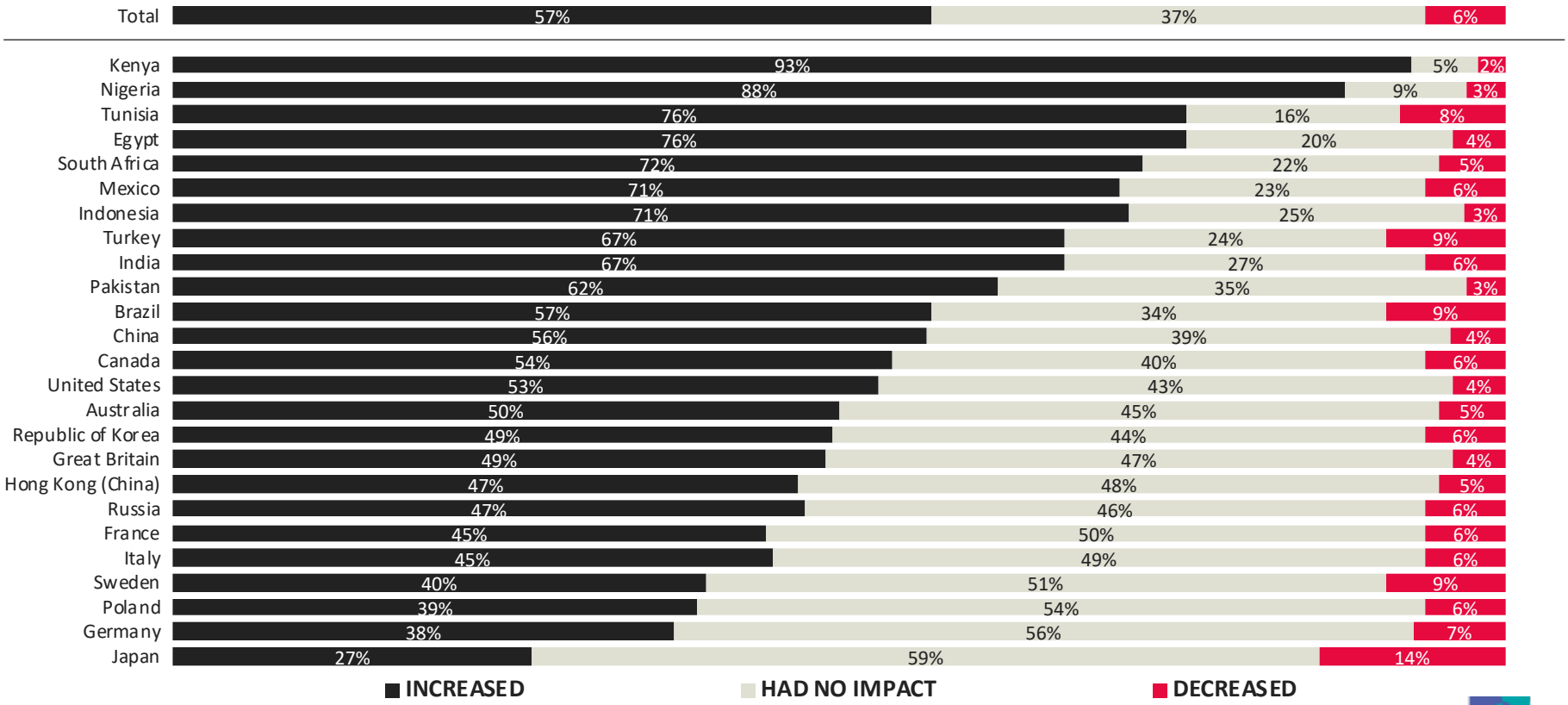
EASE OF COMMUNICATION

Two in three (63%) globally think that social media has impacted communications, the vast majority of which say that it has been for the better.



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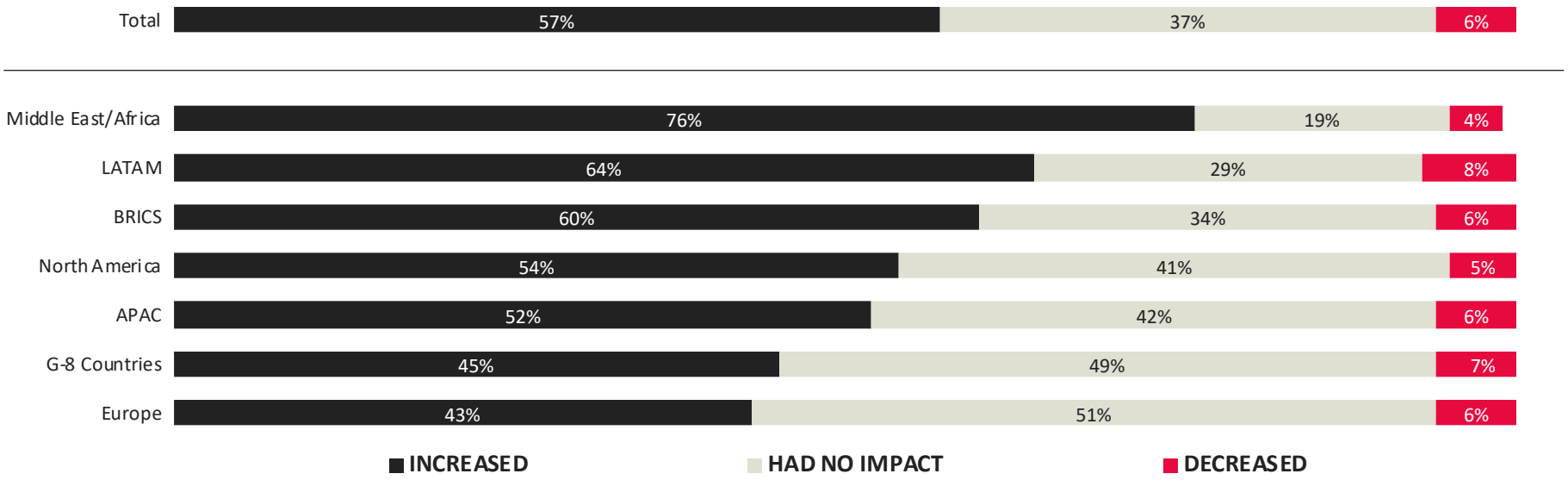
EASE OF COMMUNICATION

In all economies, save for Europe & the G-8, majorities think that social media has *increased* the ease of communications. Regardless of economy, few perceive it as having *decreased* their ease of communications.



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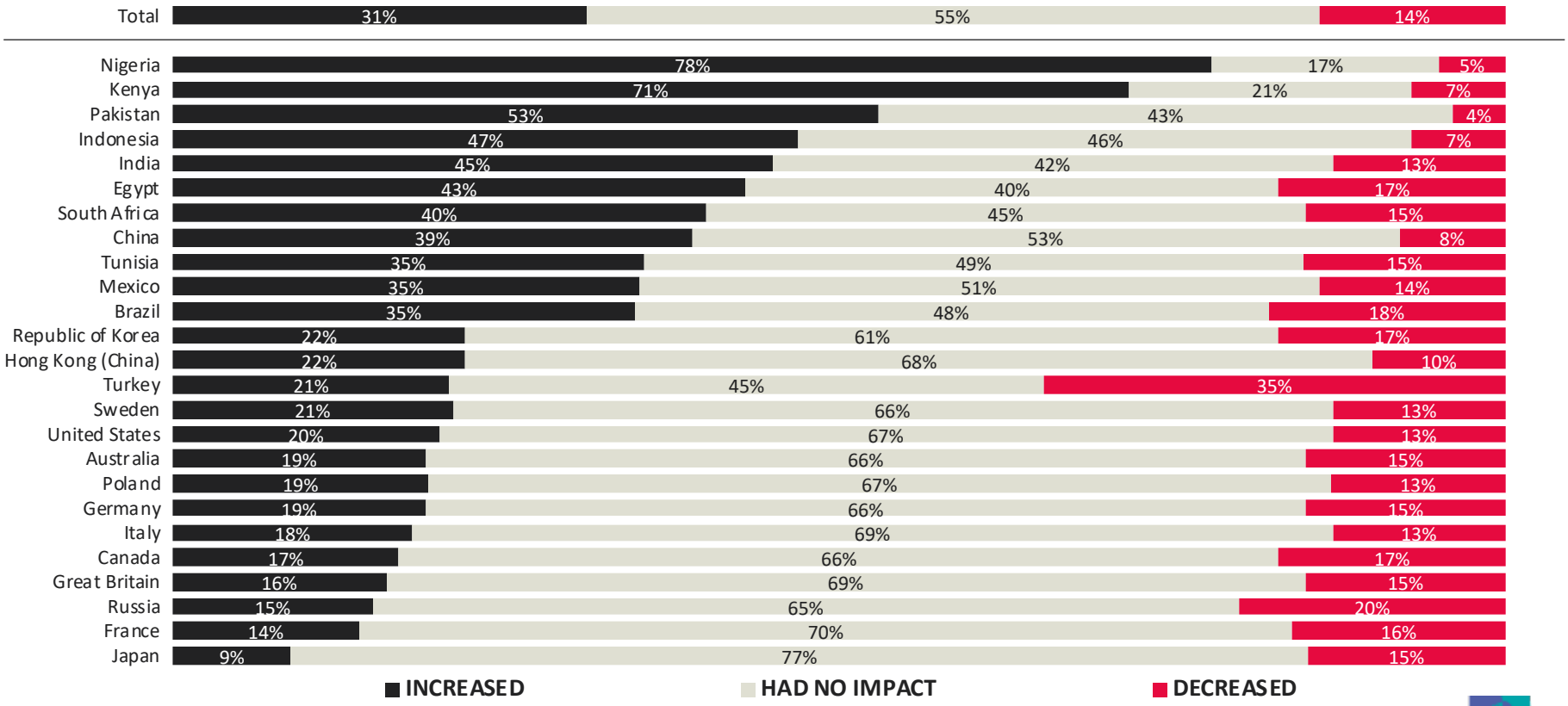
YOUR OVERALL QUALITY OF LIFE

A majority (55%) do not feel as though social media has impacted their overall quality of life. Of those who say it did, however, most think it has been for the better, save for citizens of Turkey, Russia, France & Japan.



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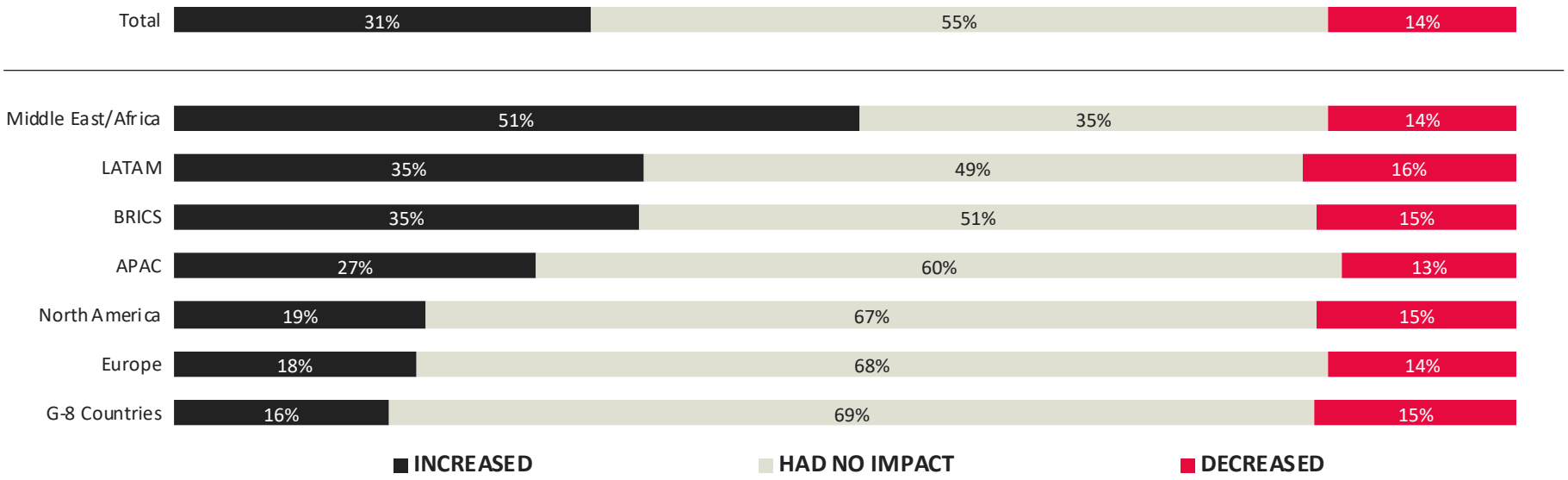
YOUR OVERALL QUALITY OF LIFE

Majorities in LATAM, the Middle East & Africa think social media has impacted their overall quality of life, making them the only economies in which this is the case. There is a general consensus in most economies, among those who say there has been an impact, that it has been for the better, though G-8 citizens are more split.

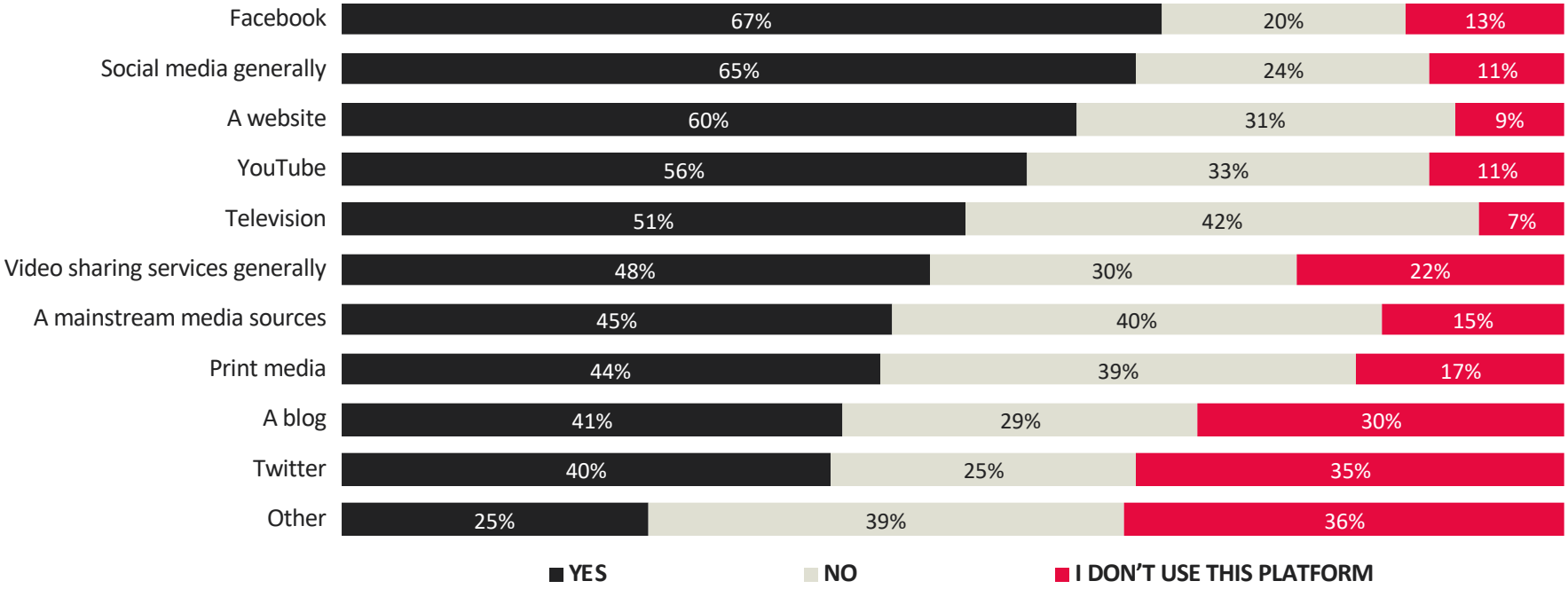


Q25. Social media platforms allow users to view material posted by others and to post content for others to see. Do you believe that these technologies have increased, decreased, or had no impact on the following: Base: 2019 (n=25,229)


FAKE NEWS
ECONOMY OF THE EUROPEAN UNION
WORLD BANK'S STOCK AT ALL-TIME HIGH
THE WORLD IS MESSED UP

FAKE NEWS

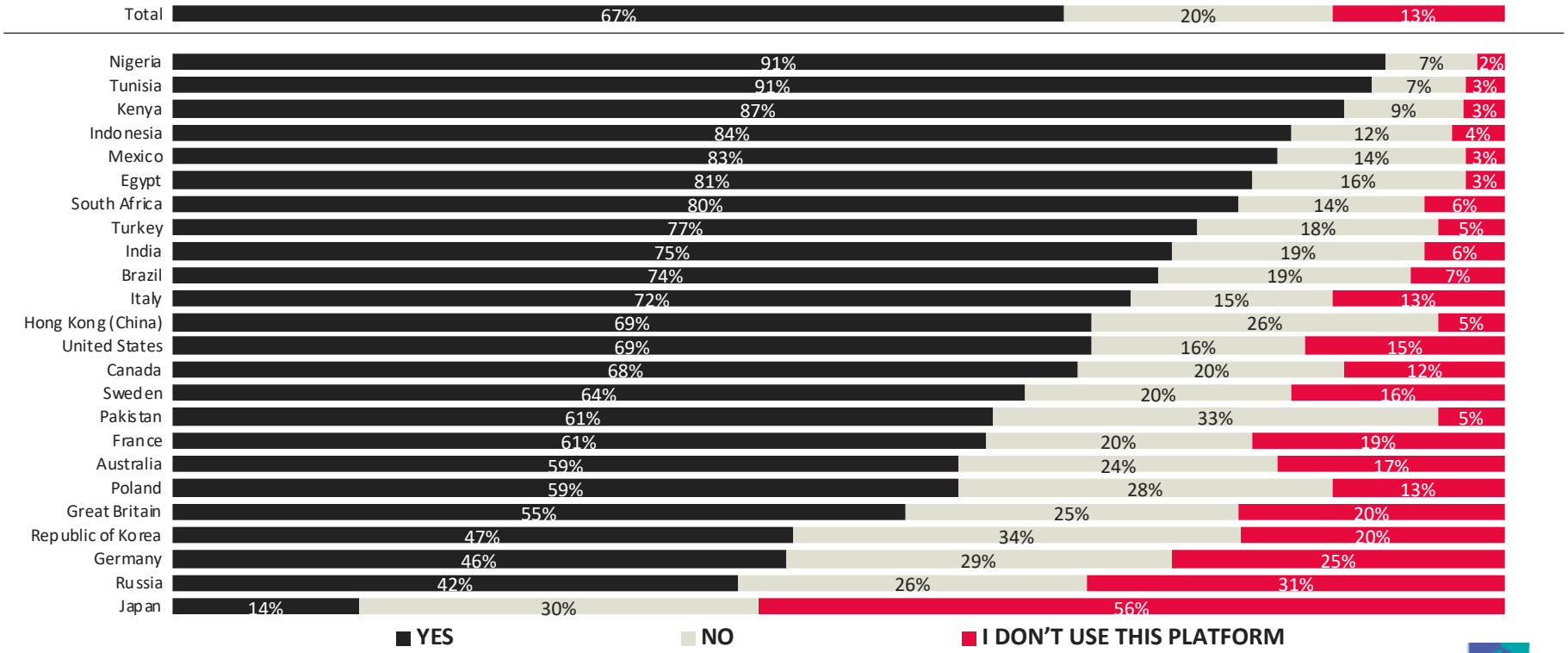
The incidence of fake news recall appears to be most prevalent on Facebook (67%), social media (65%) & the Internet in general (60%). Fake news is perceived as being much less prevalent on traditional media sources, as fewer claim to have never encountered fake news in print media, on television, or in a mainstream media source, more generally.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

FACEBOOK

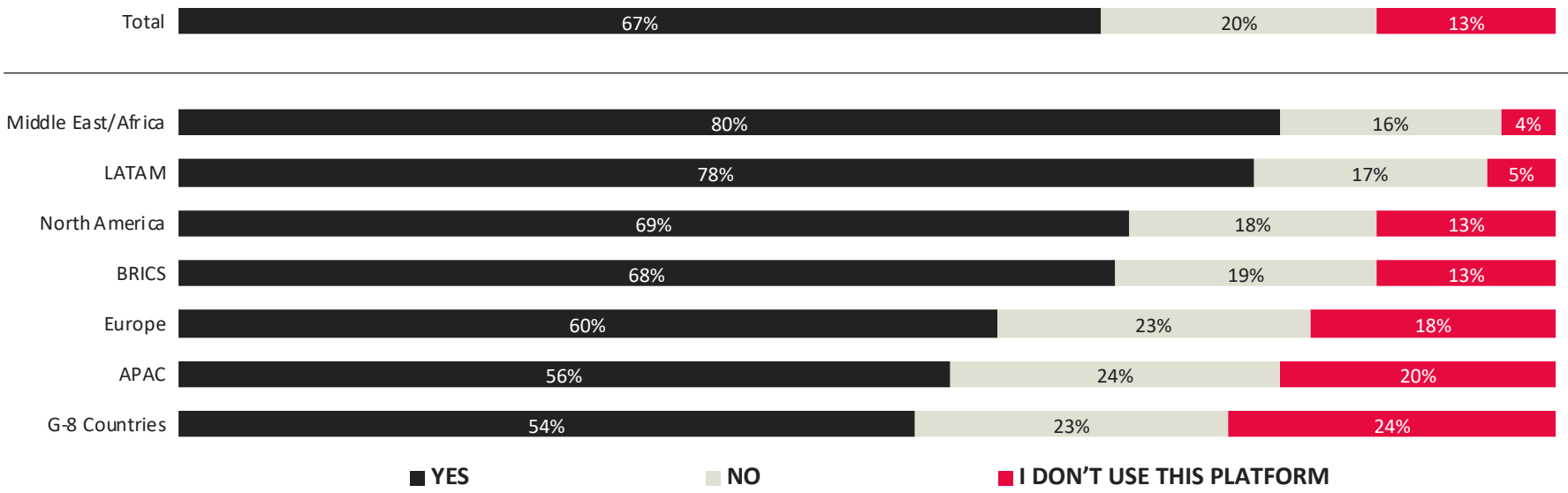
Two in three (67%) globally claim to have witnessed fake news while on Facebook, including majorities in all economies surveyed save for Germany, the Republic of Korea, Russia & Japan. Nearly six in ten (56%) Japanese citizens say they do not use Facebook.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=24,228) NOT ASKED IN CHINA

FACEBOOK

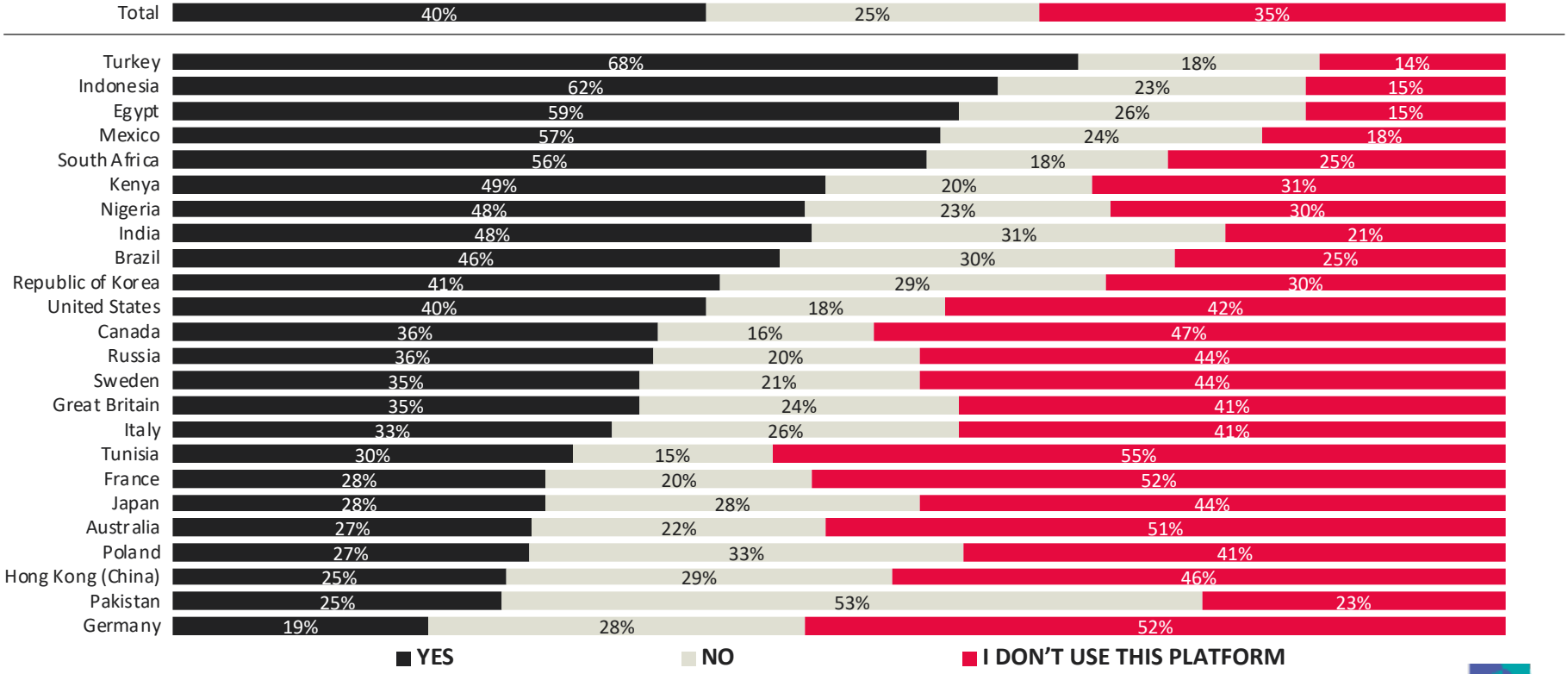
Regardless of regional economy, most have come across fake news, at one point or another, while using Facebook, including as many as four in five in LATAM (78%), the Middle East & Africa (80%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=24,228) NOT ASKED IN CHINA

TWITTER

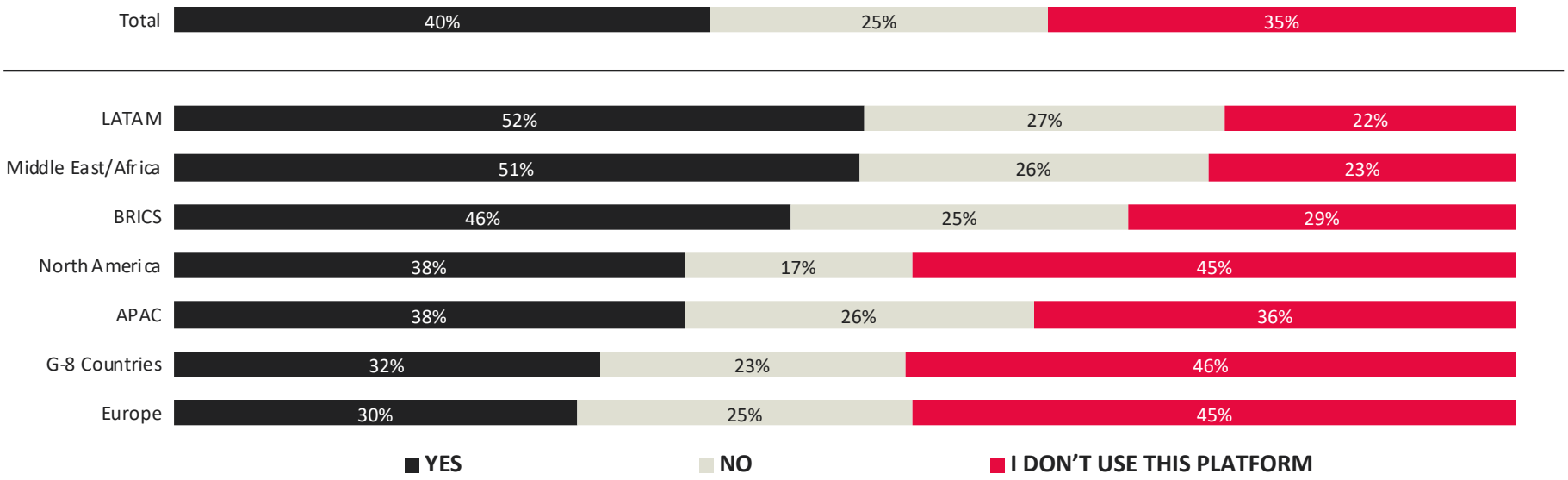
Globally, Twitter is less commonly recognized as a source for fake news (more don't use it), as just two in five (40%) have encountered it on this platform. As many as one in three (35%) do not even use Twitter, including majorities in Tunisia (55%), France (52%), Germany (52%) & Australia (51%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=24,228) NOT ASKED IN CHINA

TWITTER

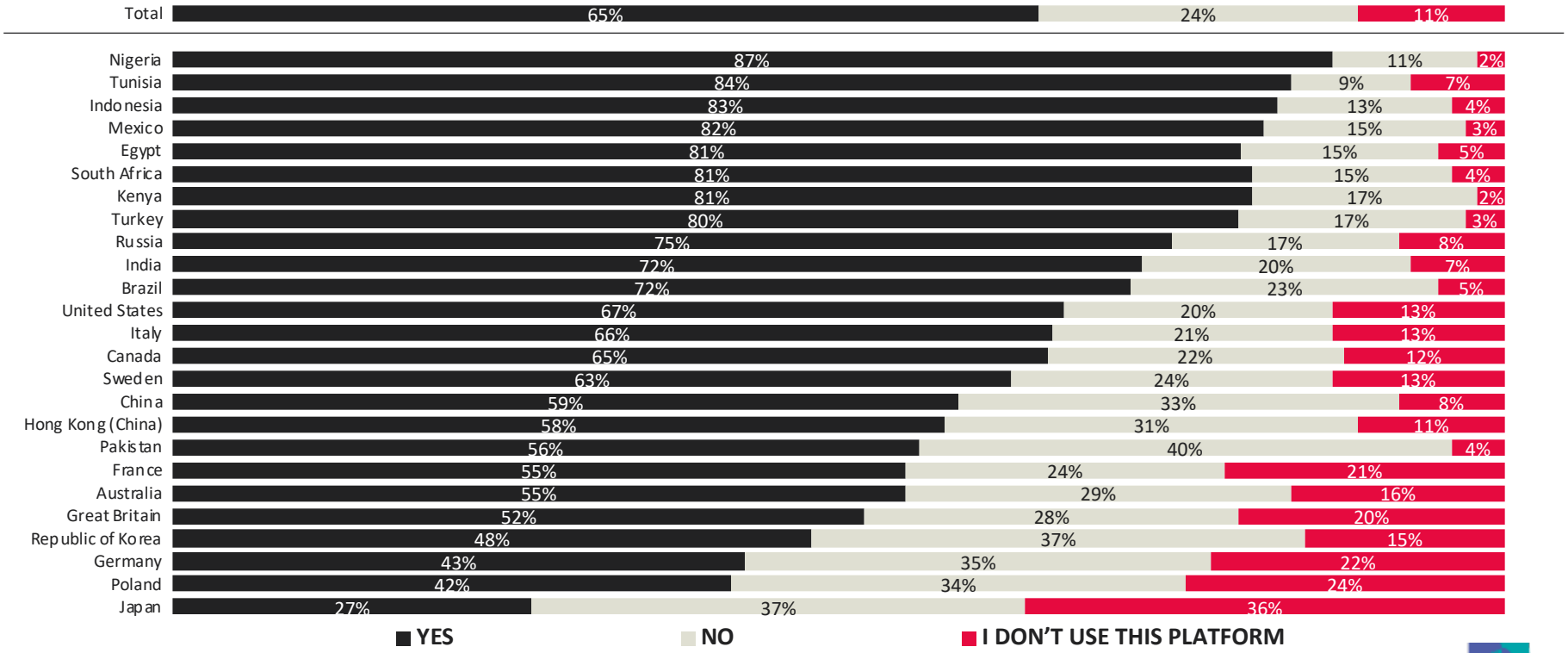
The incidence of fake news on Twitter is higher in the developing economies of the world.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=24,228) NOT ASKED IN CHINA

SOCIAL MEDIA GENERALLY

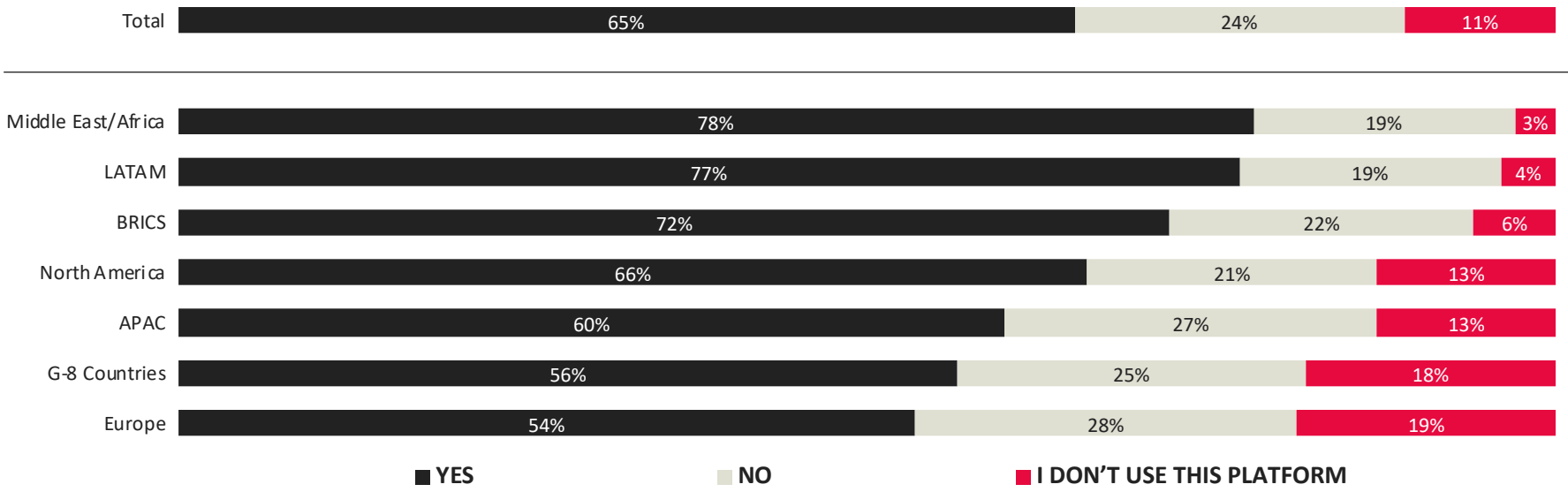
Two-thirds (65%) mention having seen fake news on social media, in general. Fake news appears to be most prevalent on social media sites in Nigeria (87%), Tunisia (84%), Indonesia (83%), Mexico (82%), Egypt (81%), South Africa (81%), Kenya (81%) & Turkey (80%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

SOCIAL MEDIA GENERALLY

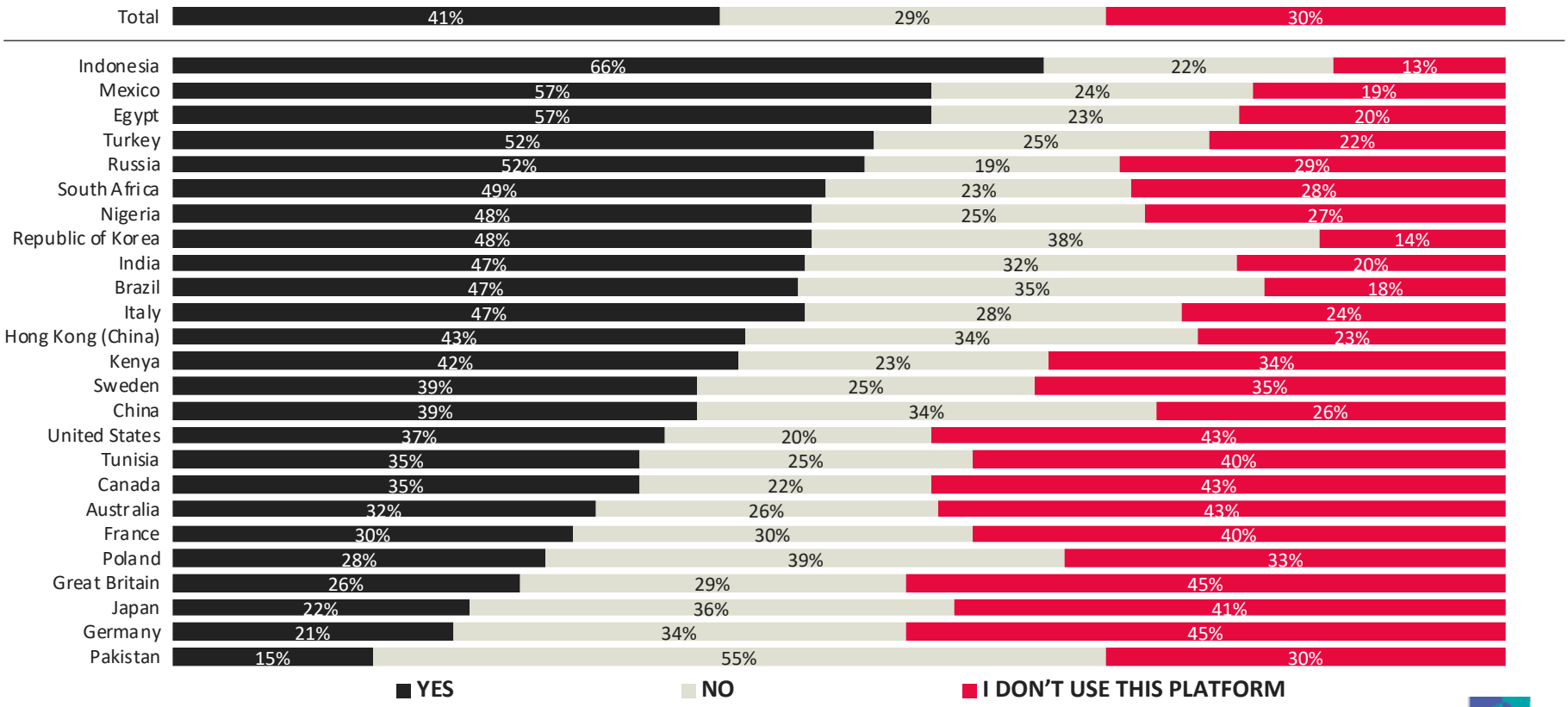
Majorities in each of the regional economies surveyed report having experienced fake news on social media, in general.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

A BLOG

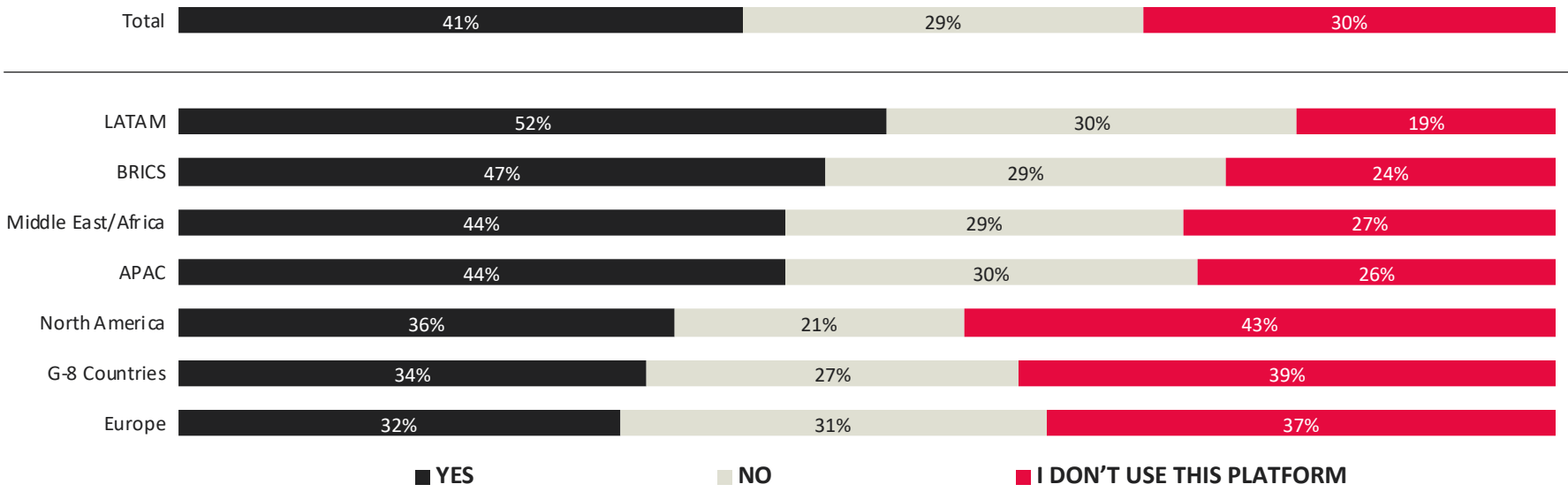
Only about four in ten (41%) citizens globally have ever come across fake news on a blog.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

A BLOG

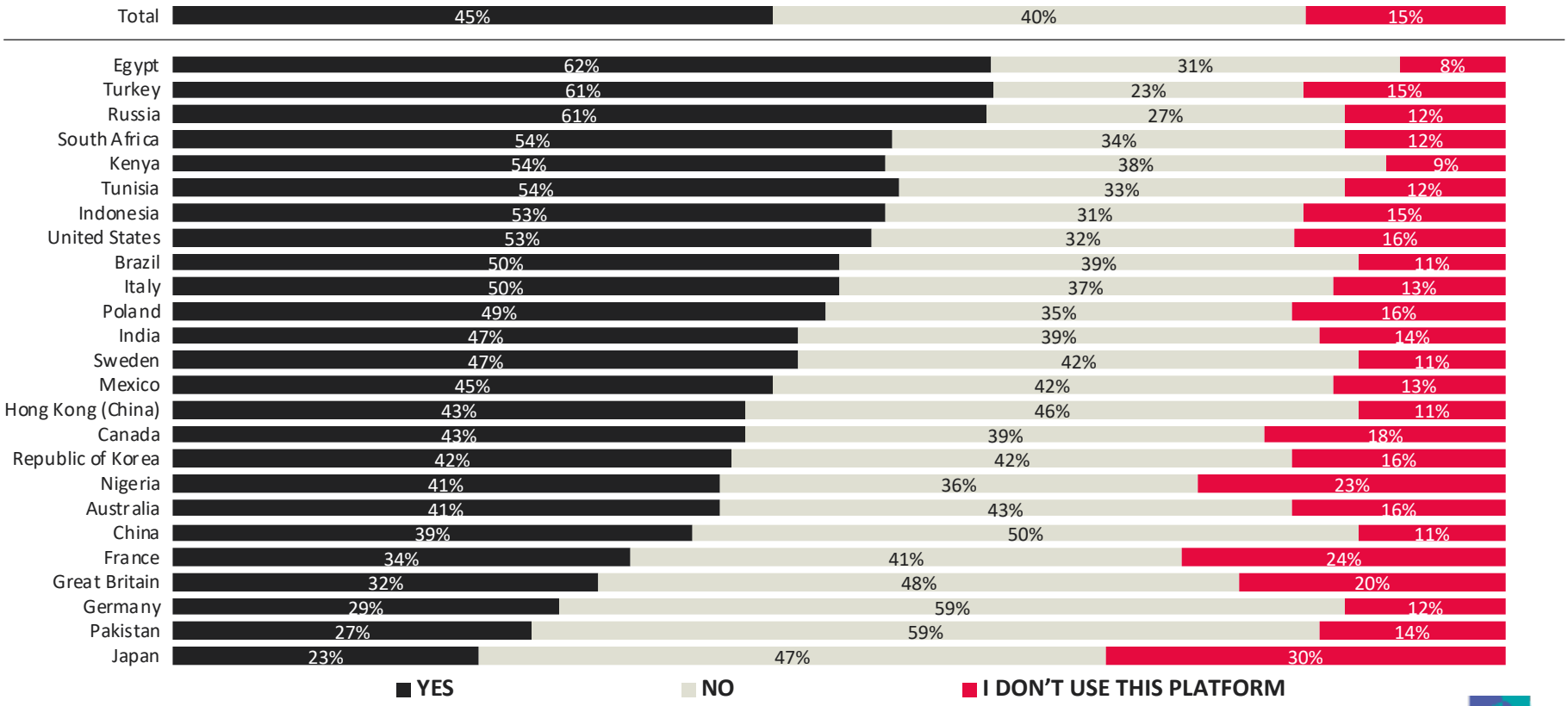
Blogs are most frequently cited as sources of fake news by citizens living in the LATAM economies (52%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

A MAINSTREAM MEDIA SOURCES

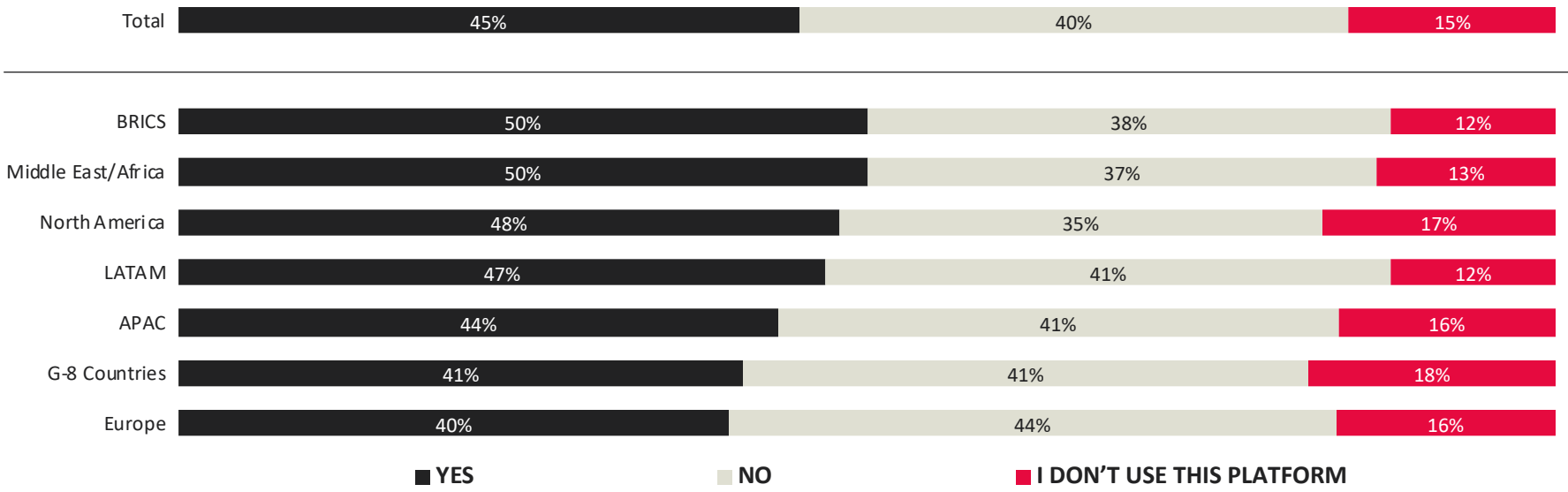
Nearly half (45%) report having come across fake news via mainstream media sources, including as many as six in ten in Egypt (62%), Turkey (61%) & Russia (61%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

A MAINSTREAM MEDIA SOURCES

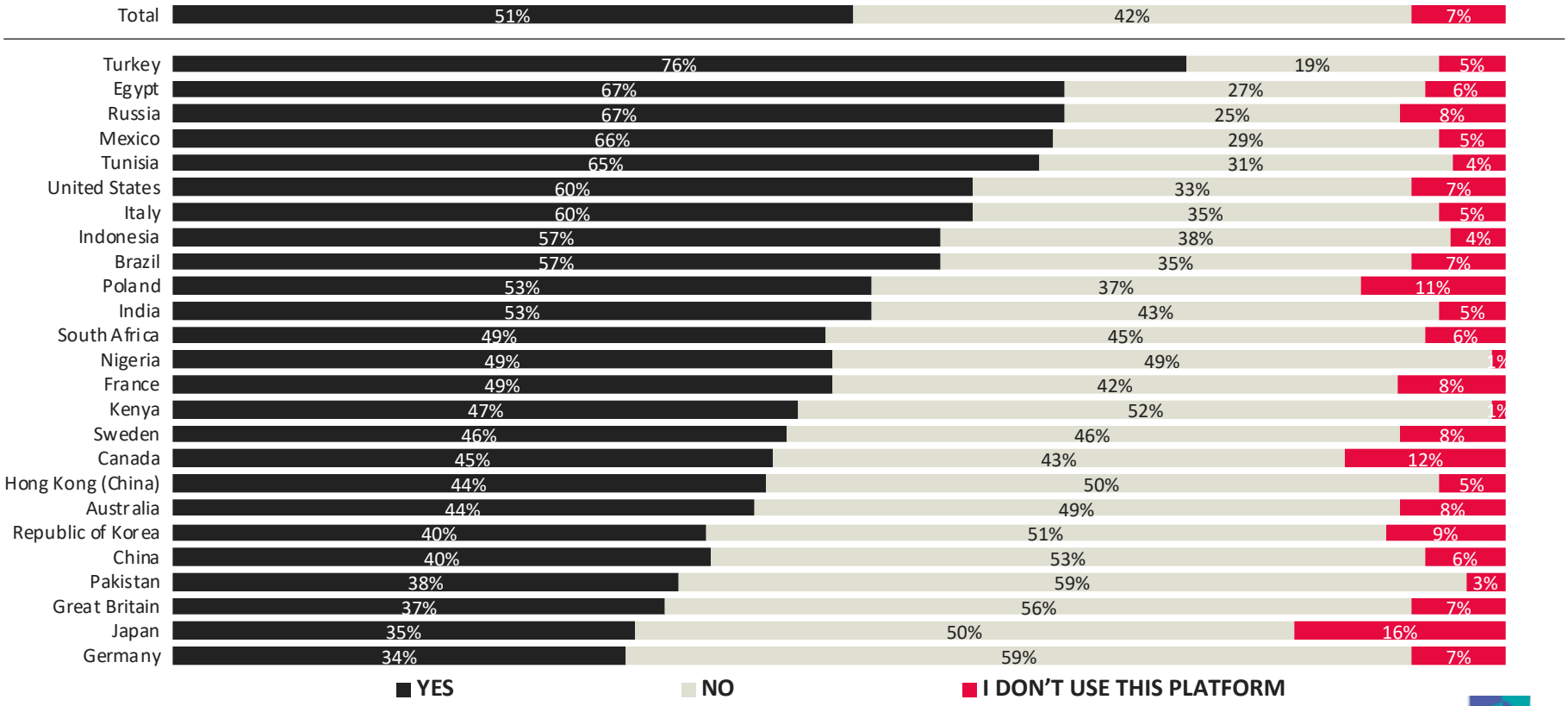
In each of the regional economies, half or fewer indicate having seen fake news in mainstream media sources.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

TELEVISION

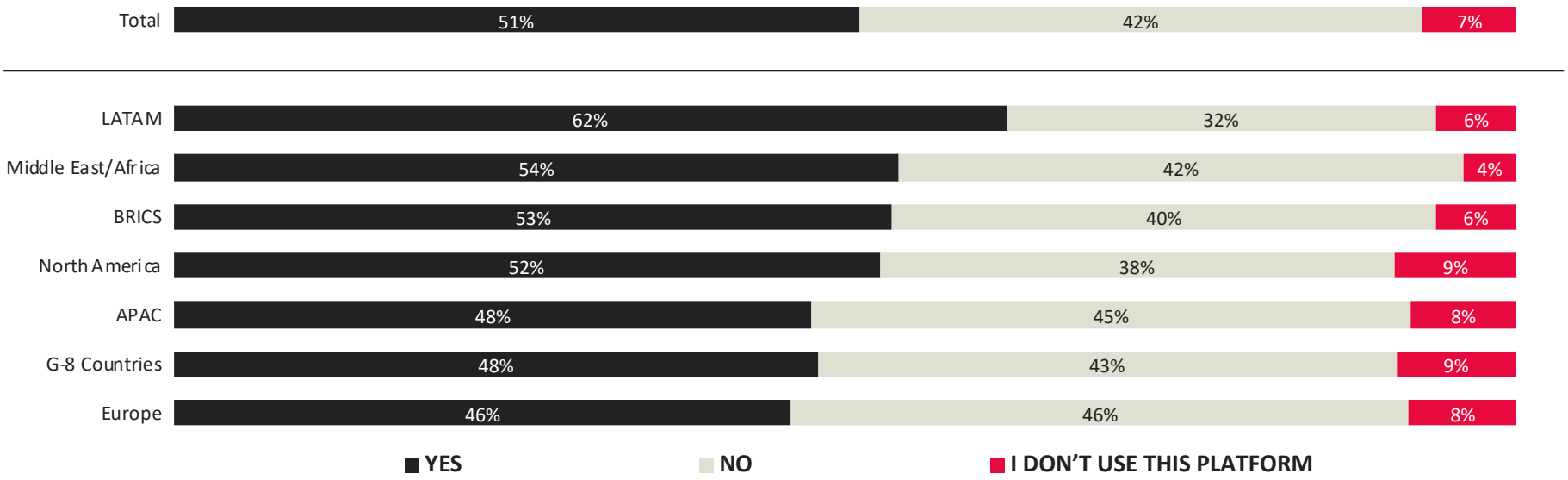
A slim majority (51%) report having seen fake news on television, including as many as three quarters (76%) in Turkey & as few as one-third in Germany (34%) & Japan (35%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

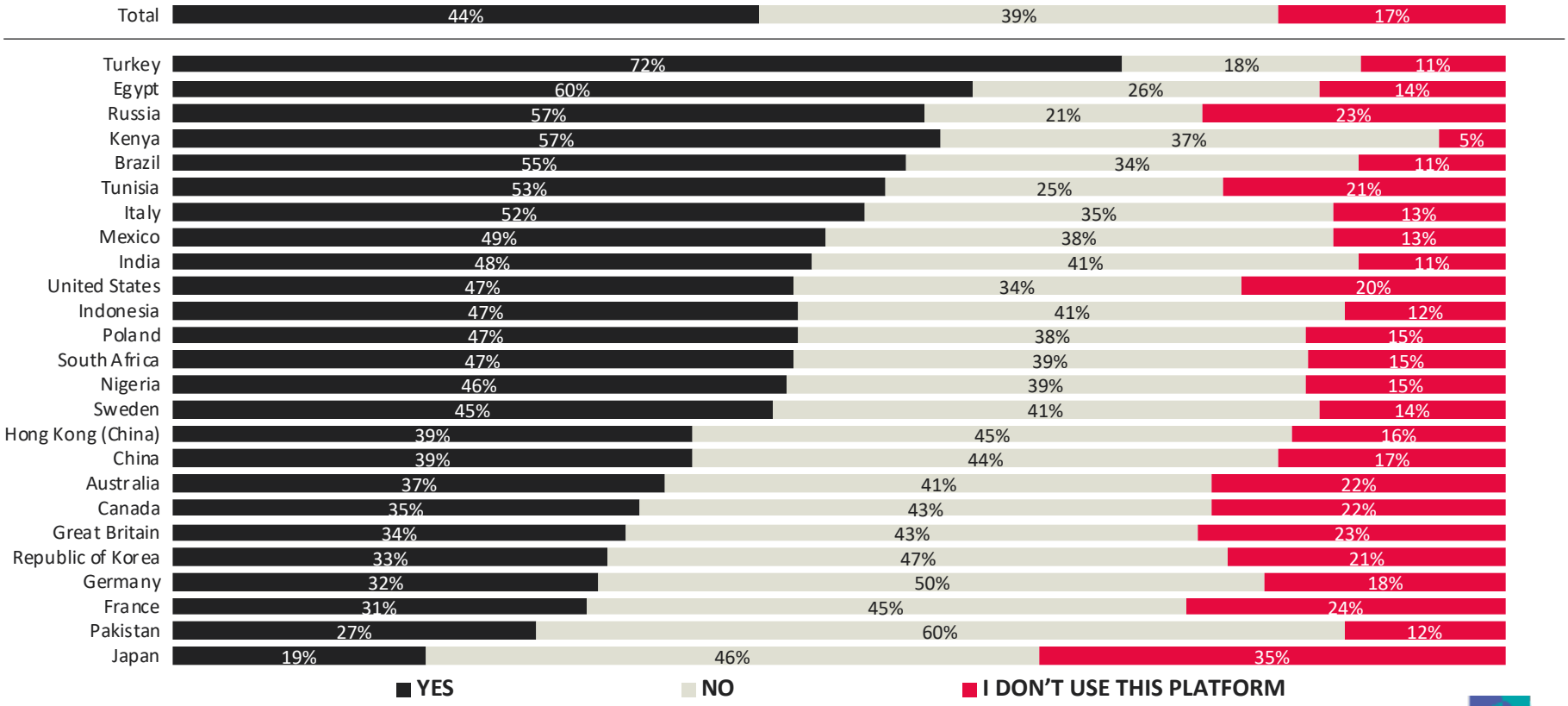
TELEVISION

The incidence of fake news on television is statistically the highest in the LATAM economies (at 62%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

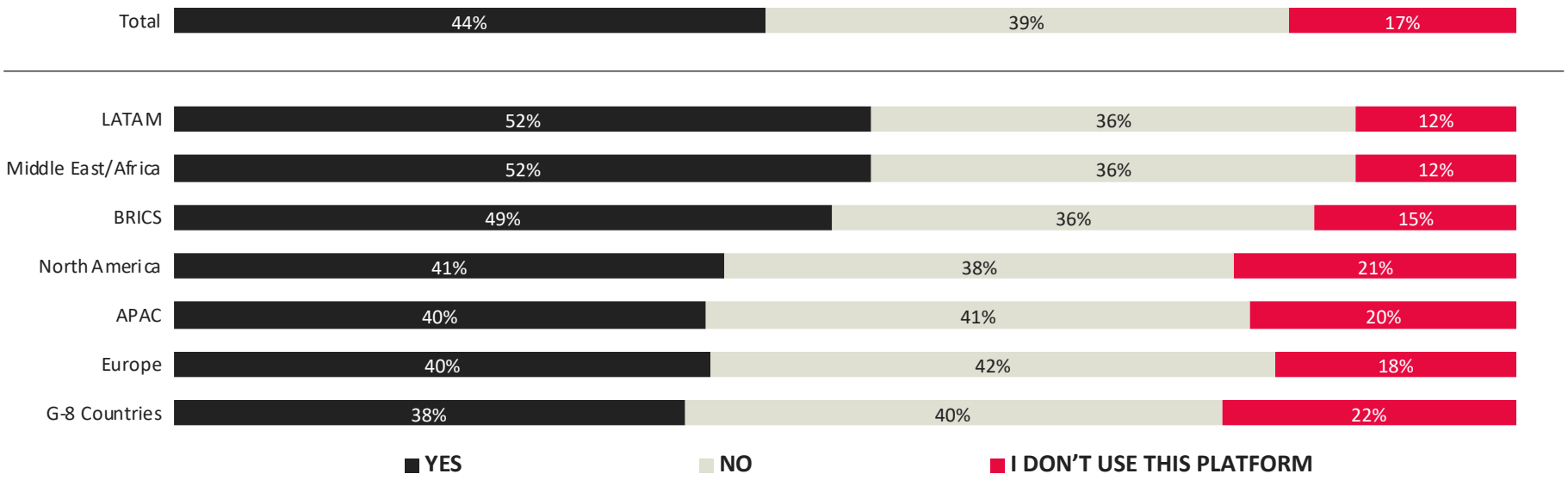
Globally, just under half (44%) report having witnessed fake news in print media, ranging from a high of seven in ten (72%) in Turkey to a low of just one in five (19%) in Japan.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

PRINT MEDIA

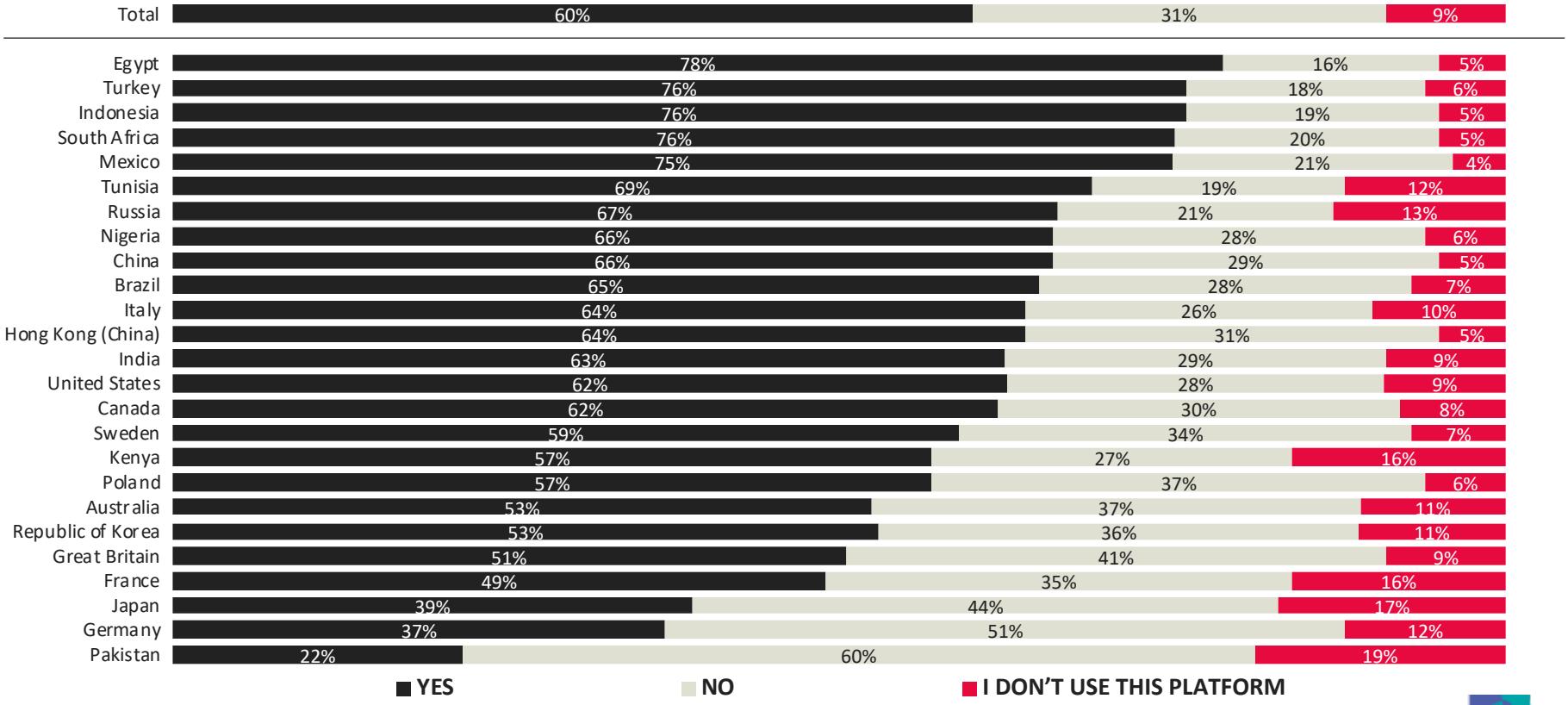
LATAM (52%), the Middle East & Africa (52%) are the only economies in which majorities claim to have seen fake news in print media.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

A WEBSITE

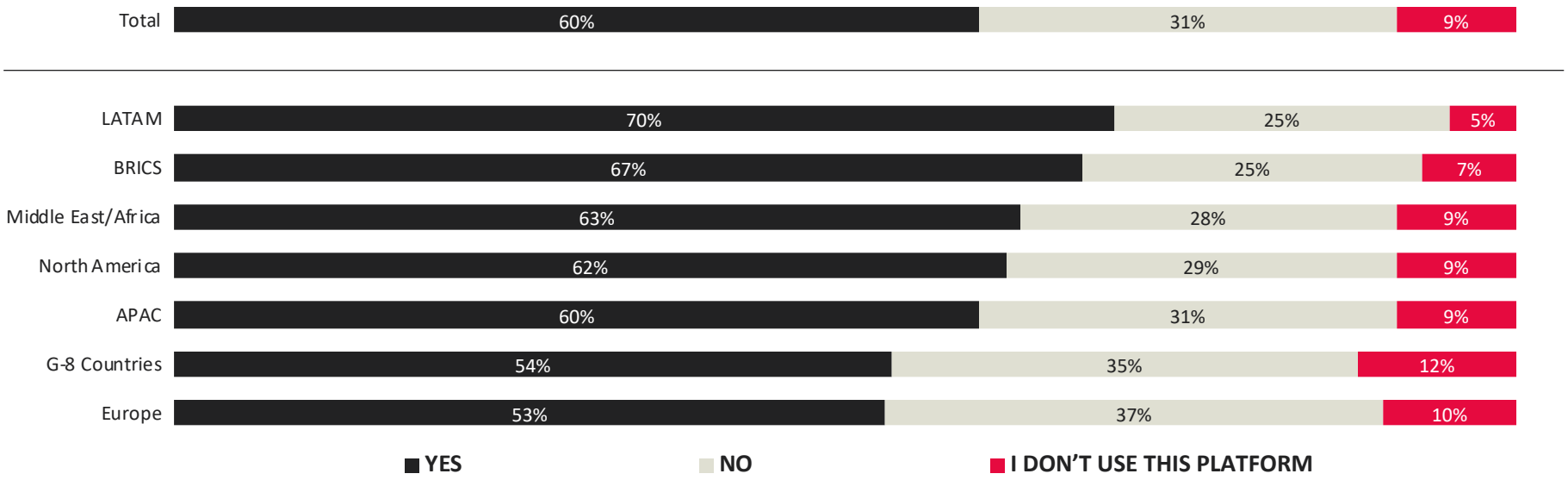
Three in five (60%) globally report encountering fake news on the Internet, with majorities in all economies, save for Germany, Japan, Pakistan & France having experienced this.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

A WEBSITE

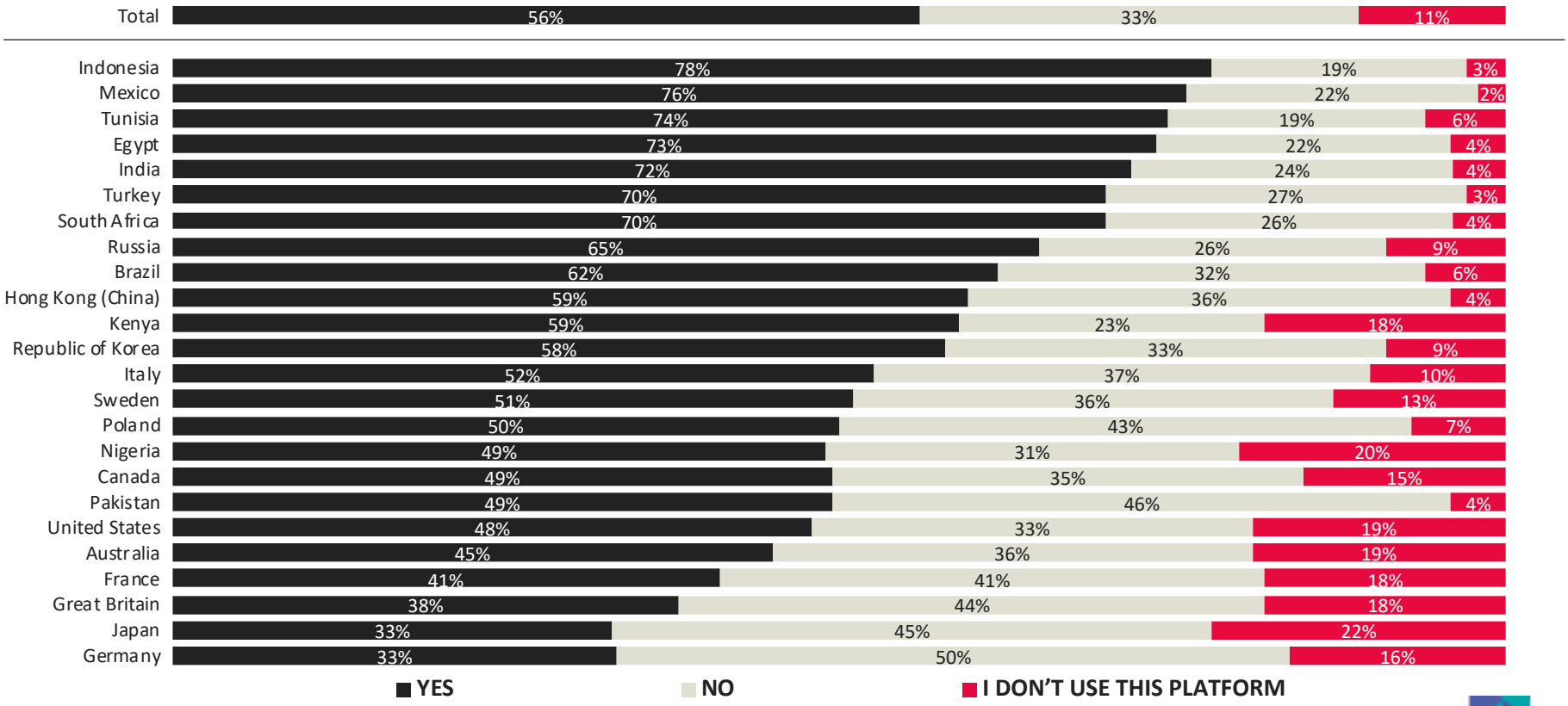
Across all regions, a majority claim to have seen fake news on the Internet, ranging from seven in ten (70%) in the Middle East & Africa to just over half in Europe (53%) & the G-8 (54%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

YOUTUBE

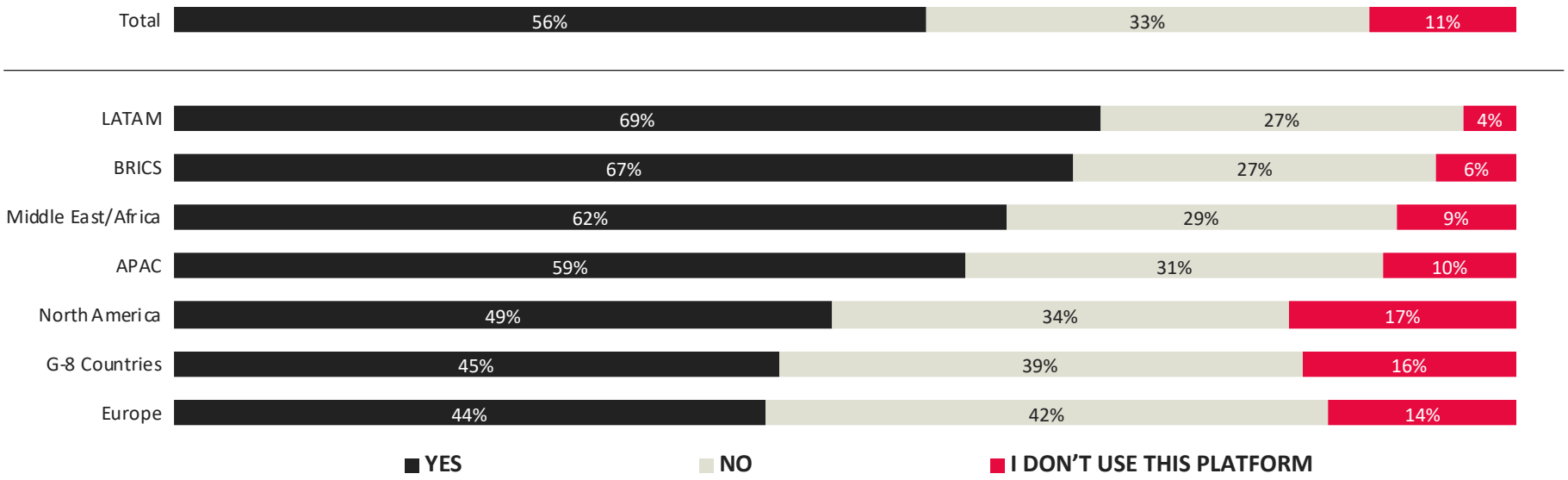
Over half (56%) of global citizens report seeing fake news content on YouTube. The incidence of this varies considerably, however, ranging from a high of 78% to lows of 33% in both Germany & Japan.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=24,228) NOT ASKED IN CHINA

YOUTUBE

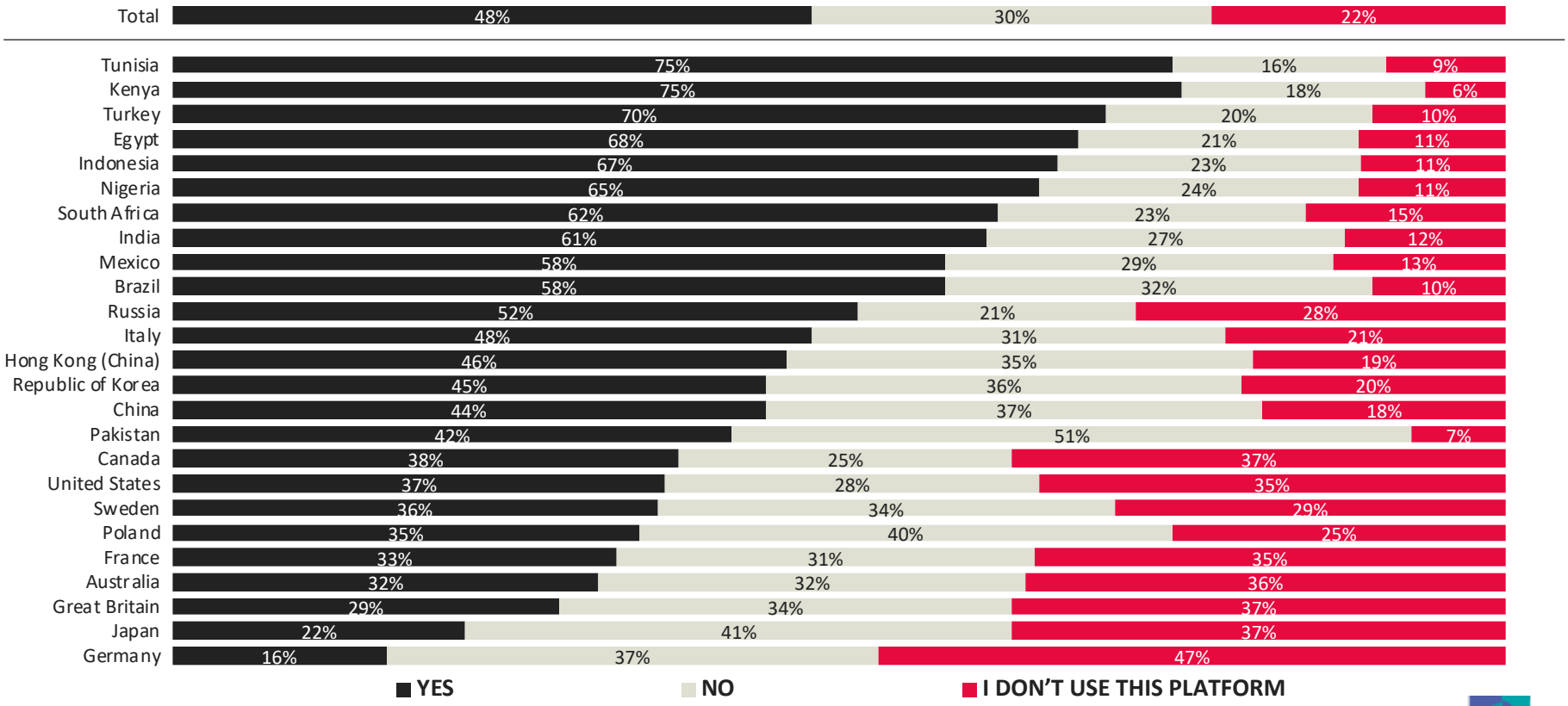
The incidence of reported fake news content on YouTube tends to be higher in the developing economies, most notably, in LATAM (69%) & BRICS (67%).



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=24,228) NOT ASKED IN CHINA

VIDEO SHARING SERVICES GENERALLY

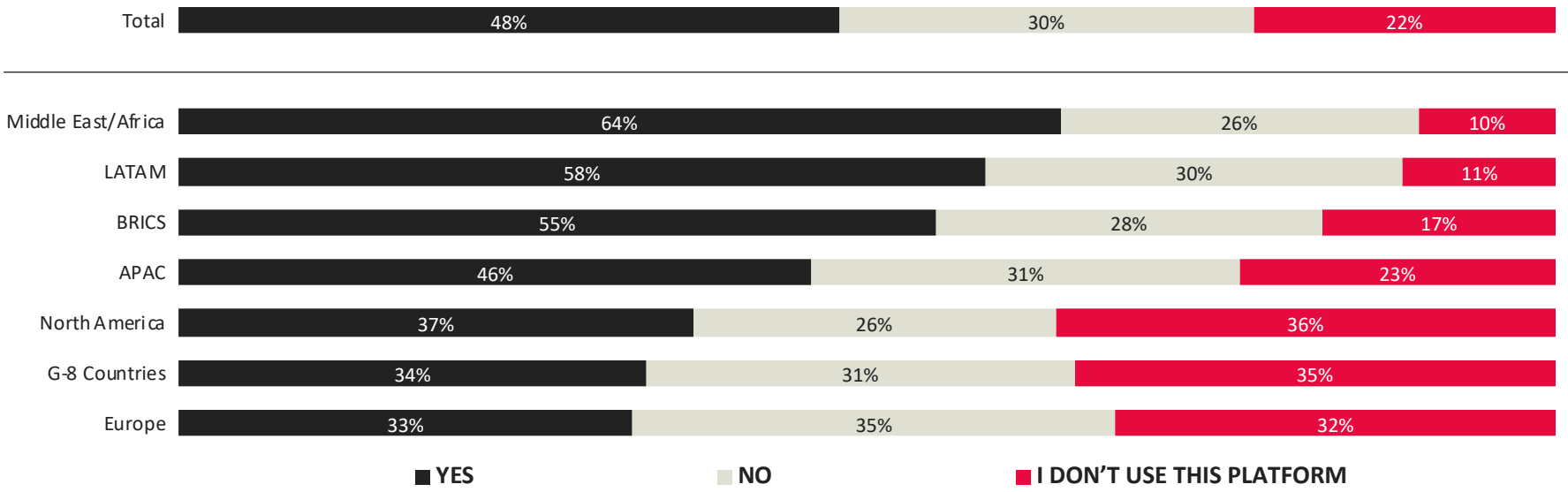
Nearly half (48%) report witnessing fake news on video sharing services, ranging from three quarters (75%) in Kenya & Tunisia to one in six (16%) in Germany.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

VIDEO SHARING SERVICES GENERALLY

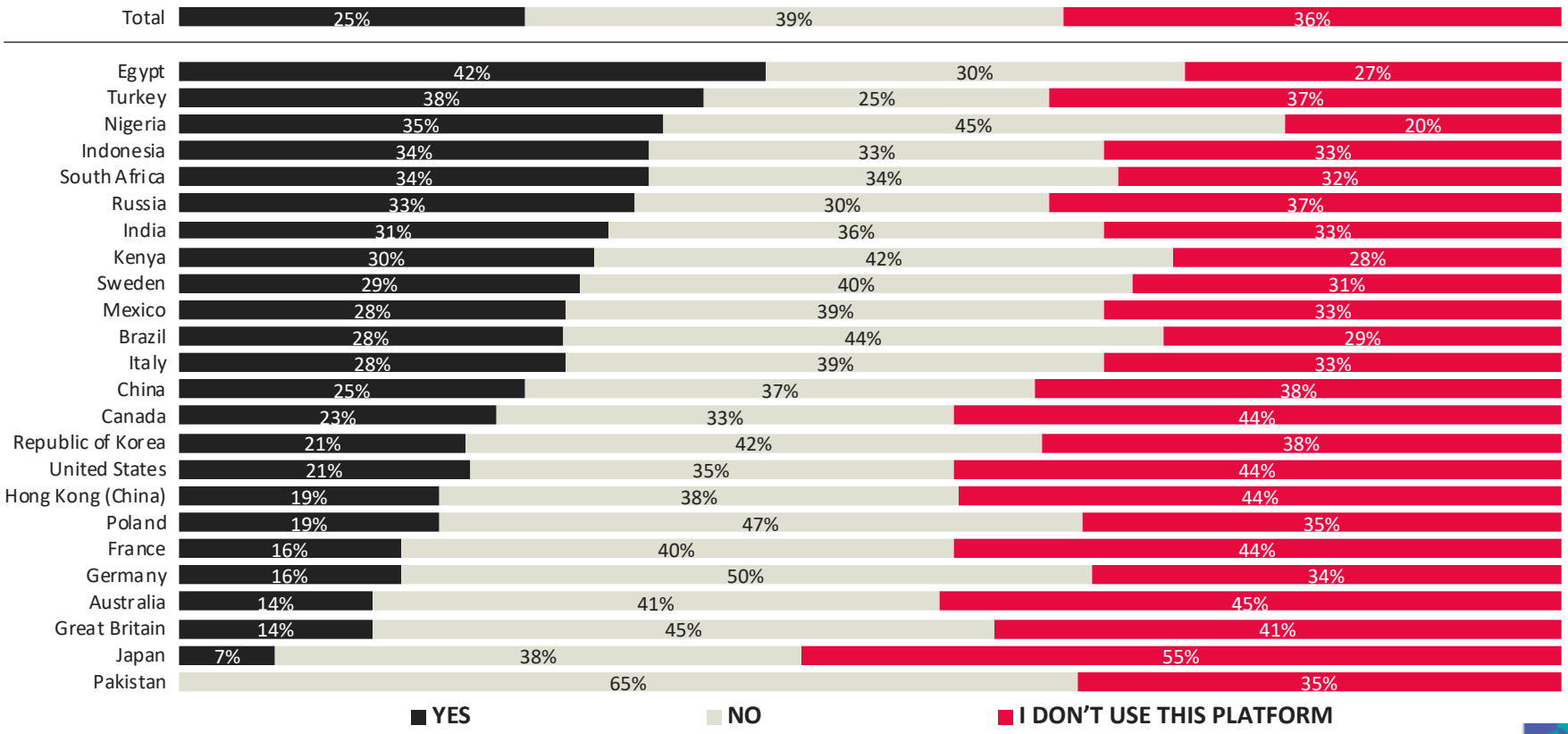
Majorities in developing economies such as the Middle East & Africa (64%), LATAM (58%), & BRICS (55%) indicate that they have been exposed to fake news from video sharing services, more generally.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=25,229)

OTHER

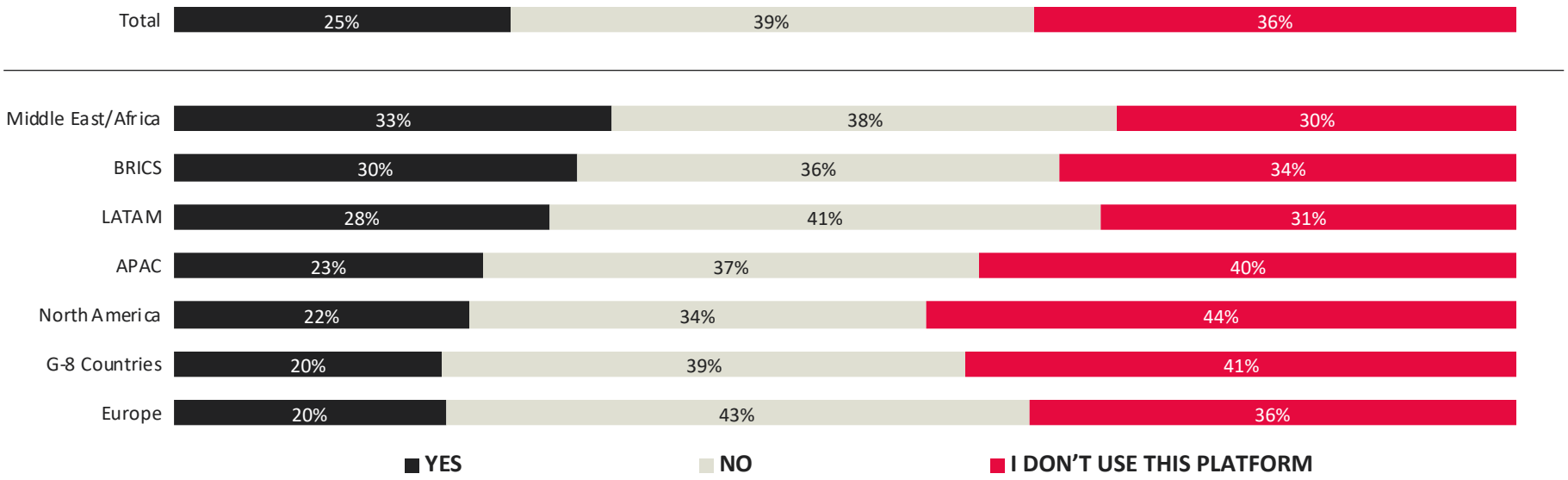
Just one in four (25%) claim to have encountered fake news through other, non-traditional information sources.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=23,699) NOT ASKED IN Tunisia

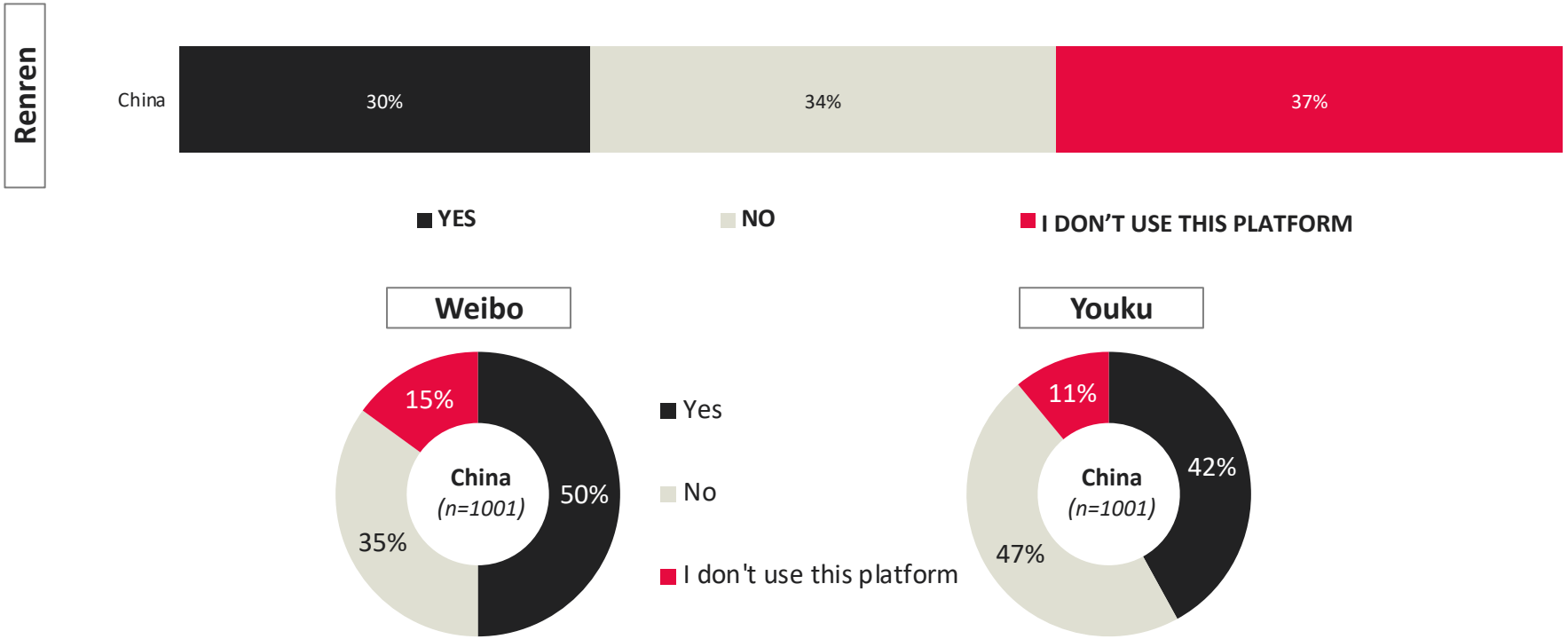
OTHER

Once again, citizens in developing economies, most notably the Middle East & Africa, are more likely to have been exposed to fake news.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=23,699) NOT ASKED IN Tunisia

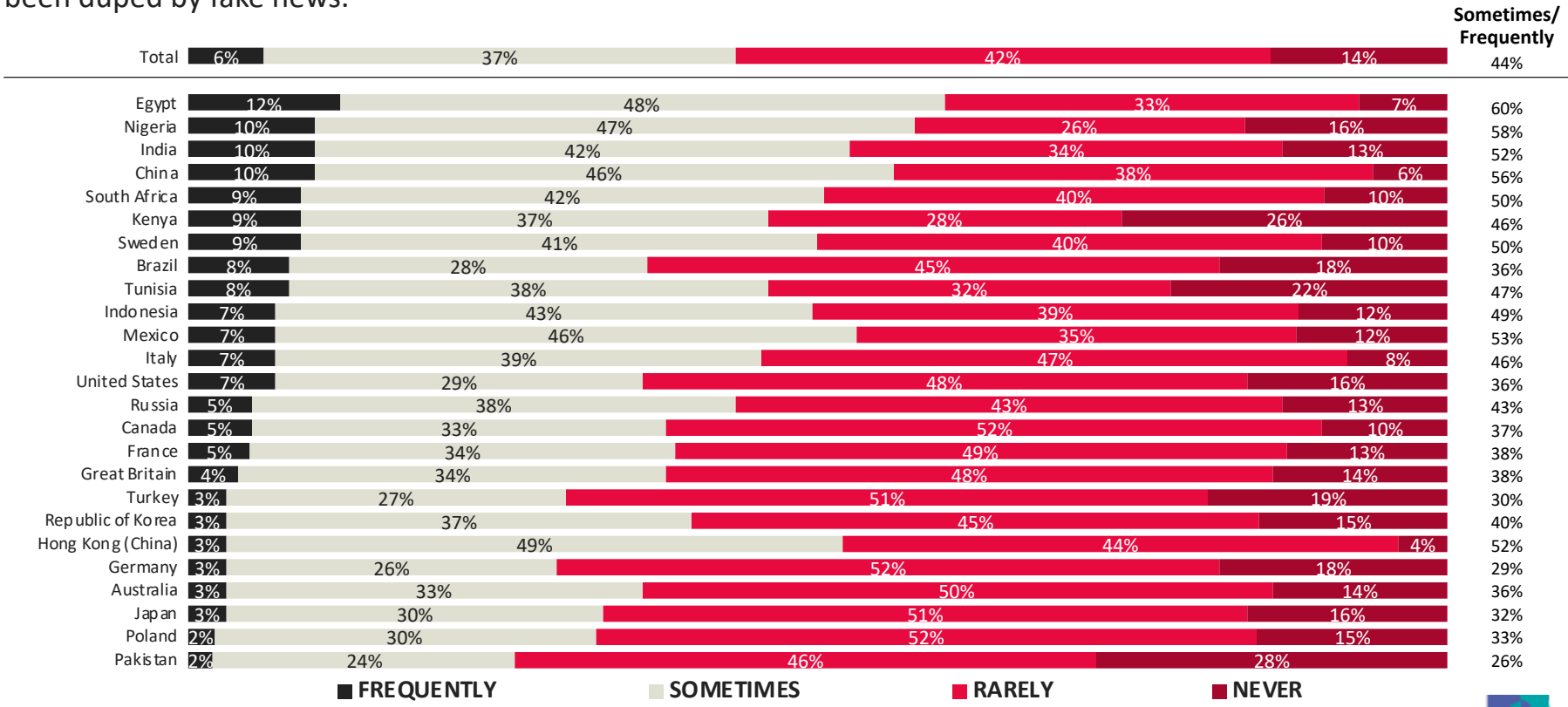
Half of Chinese citizens report encountering fake news on Weibo, while less than half report encountering it on Youku or Renren.



Q26. Fake news depicts information that is wholly or in part false. To the best of your recollection, have you ever seen fake news when using the following: Base: 2019 (n=2016)

FAKE NEWS BELIEVABILITY

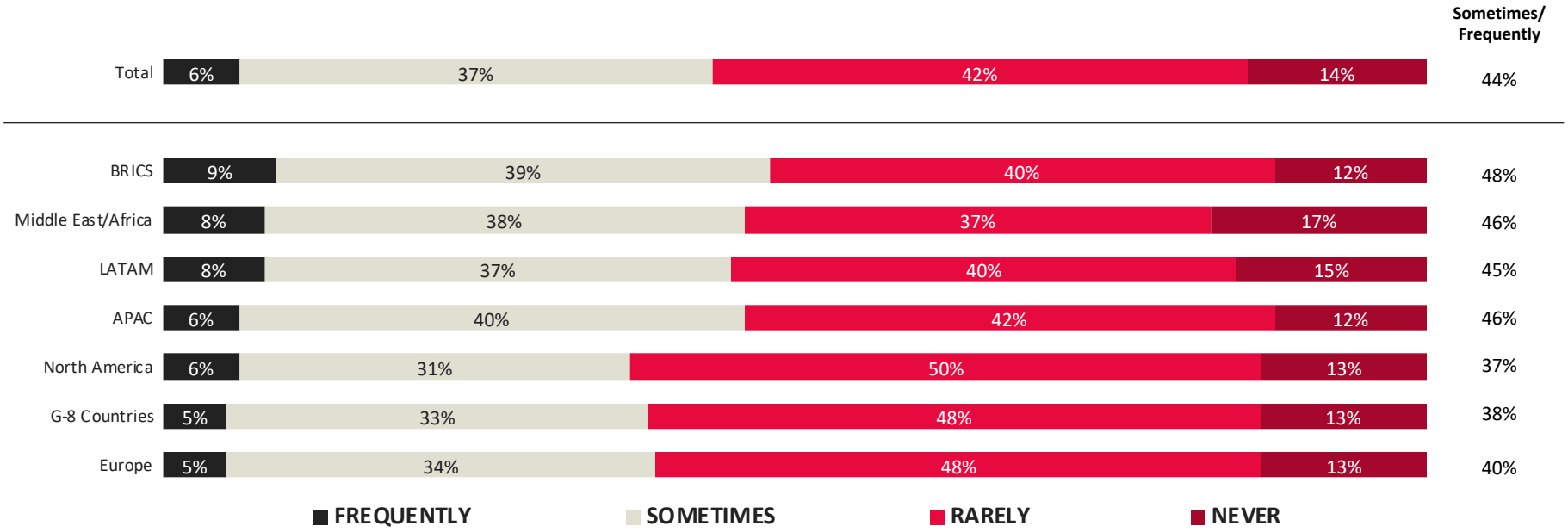
More than two in five (44%) who have seen fake news claim to have initially believed it, at least sometimes, ranging from as many as three in five in Egypt (60%) to just one in four (26%) in Pakistan. Few (14%) say they have “never” been duped by fake news.



Q27. How often did you initially believe the fake news that you saw?
Base: 2019 (n=21,599)

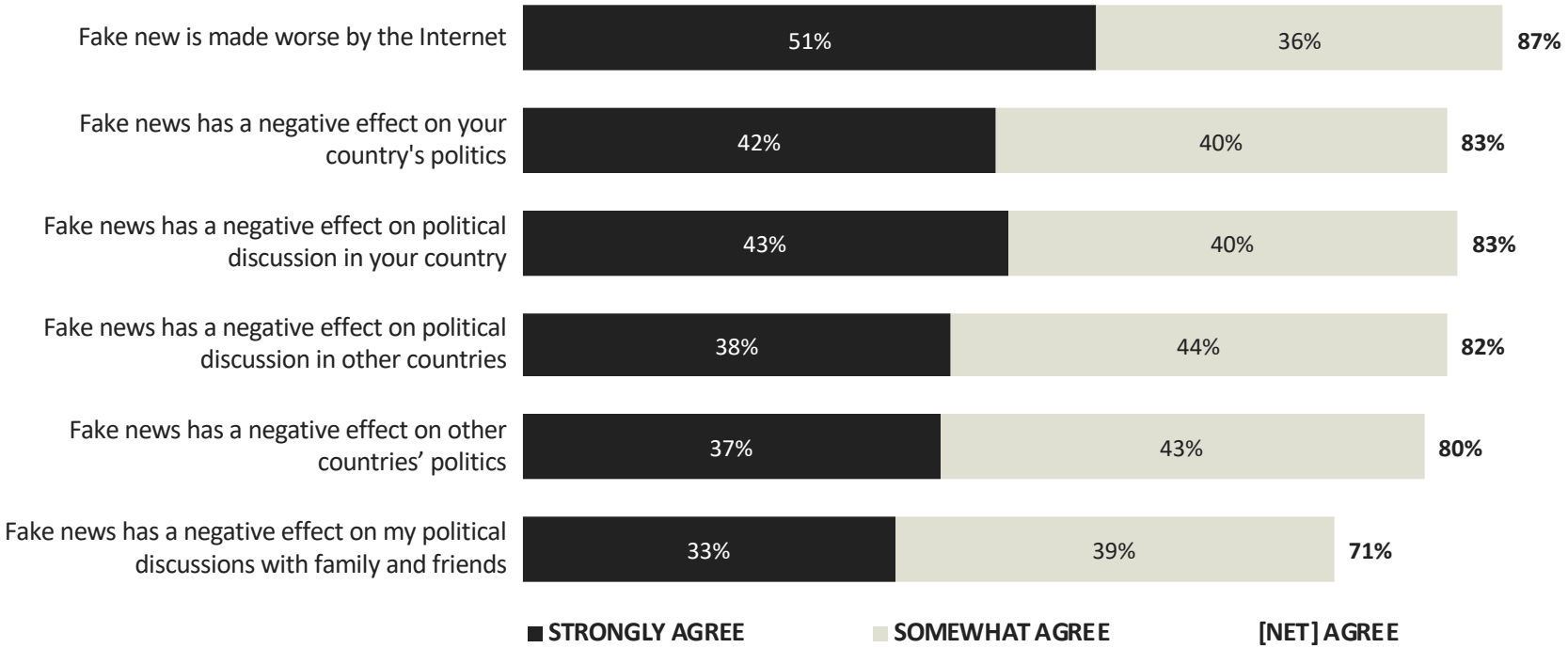
FAKE NEWS BELIEVABILITY

Across all regional economies, fewer than half indicate that they were initially fooled by the fake news they saw, but it is clearly happening at least sometimes. Very few say they've "never" been duped by fake news.



Q27. How often did you initially believe the fake news that you saw?
Base: 2019 (n=21,599)

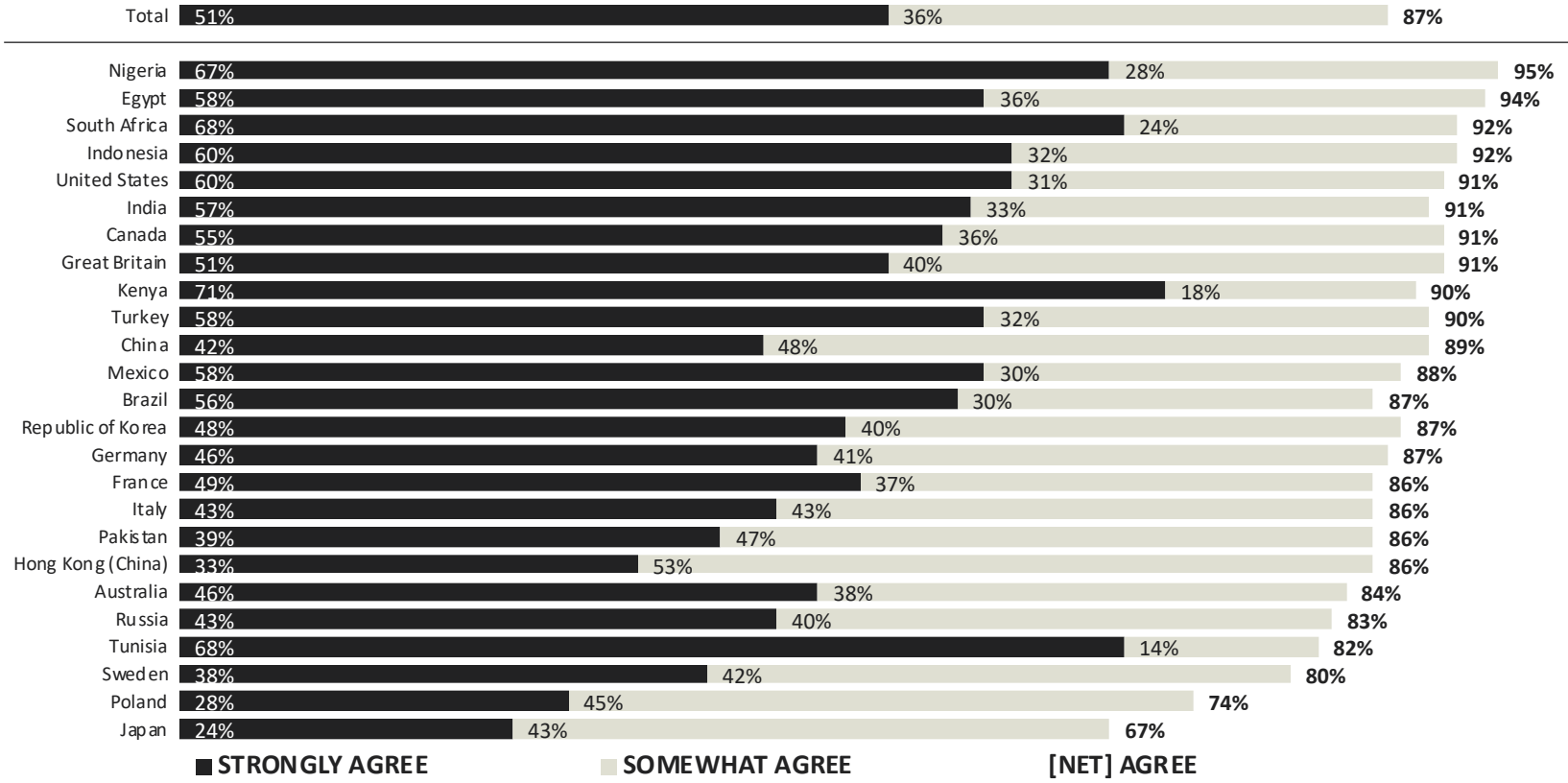
A majority believe that fake news has a negative impact on the internet, politics, and political discourse.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=25,229)

FAKE NEWS IS MADE WORSE BY THE INTERNET

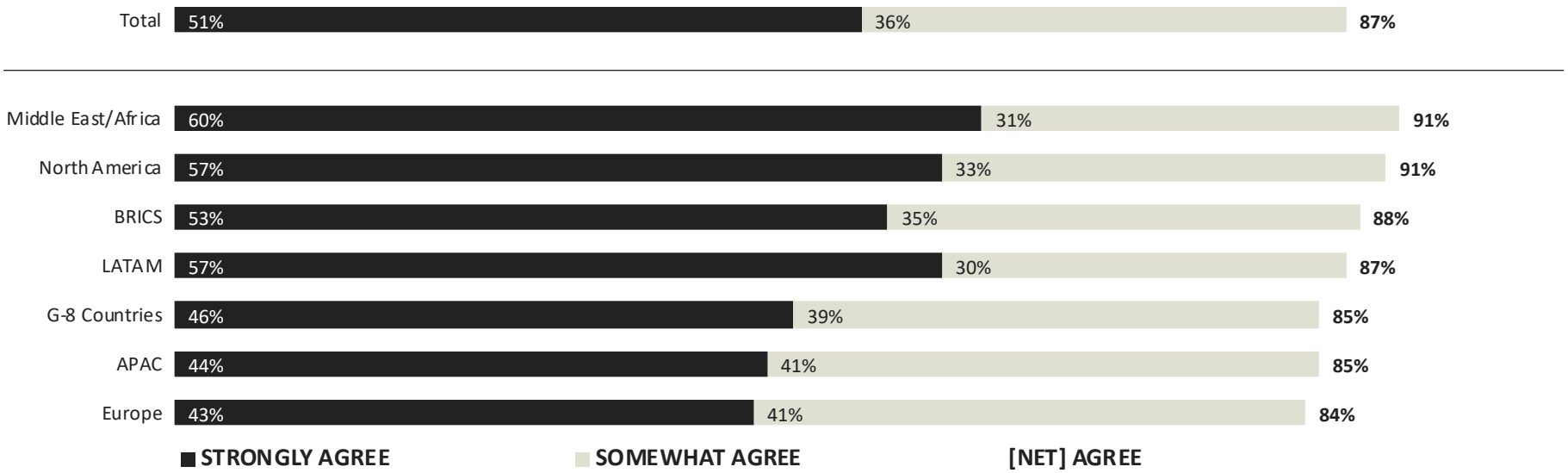
The vast majority (87%) of global citizens *agree* that fake news is made worse by the Internet, including virtually all in Nigeria (95%) & Egypt (94%).



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=25,229)

FAKE NEWS IS MADE WORSE BY THE INTERNET

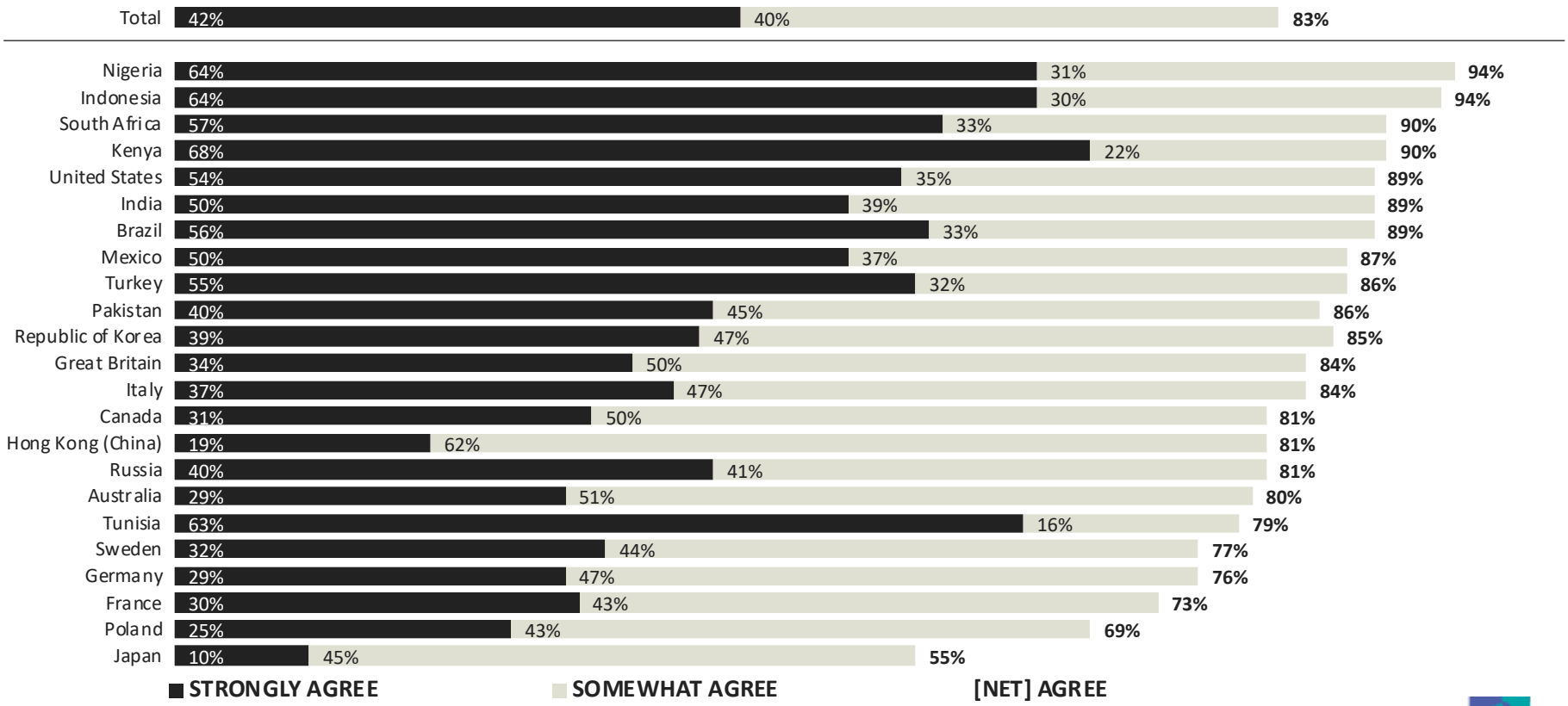
Regardless of economy, the vast majority *agree* that fake news is made worse by the Internet. At nine in ten (91%), this sentiment is strongest in North America, the Middle East & Africa.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=25,229)

FAKE NEWS HAS A NEGATIVE EFFECT ON YOUR ECONOMY'S POLITICS

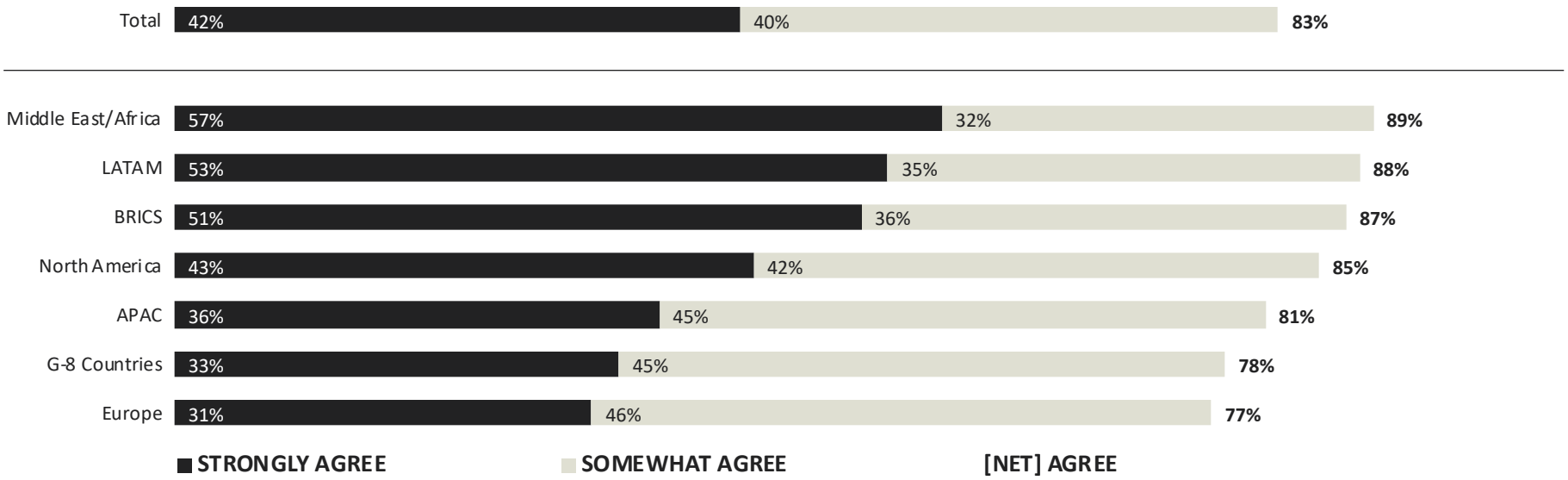
Globally, more than four in five (83%) *agree* that fake news negatively impacts their economy's politics.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

FAKE NEWS HAS A NEGATIVE EFFECT ON YOUR ECONOMY'S POLITICS

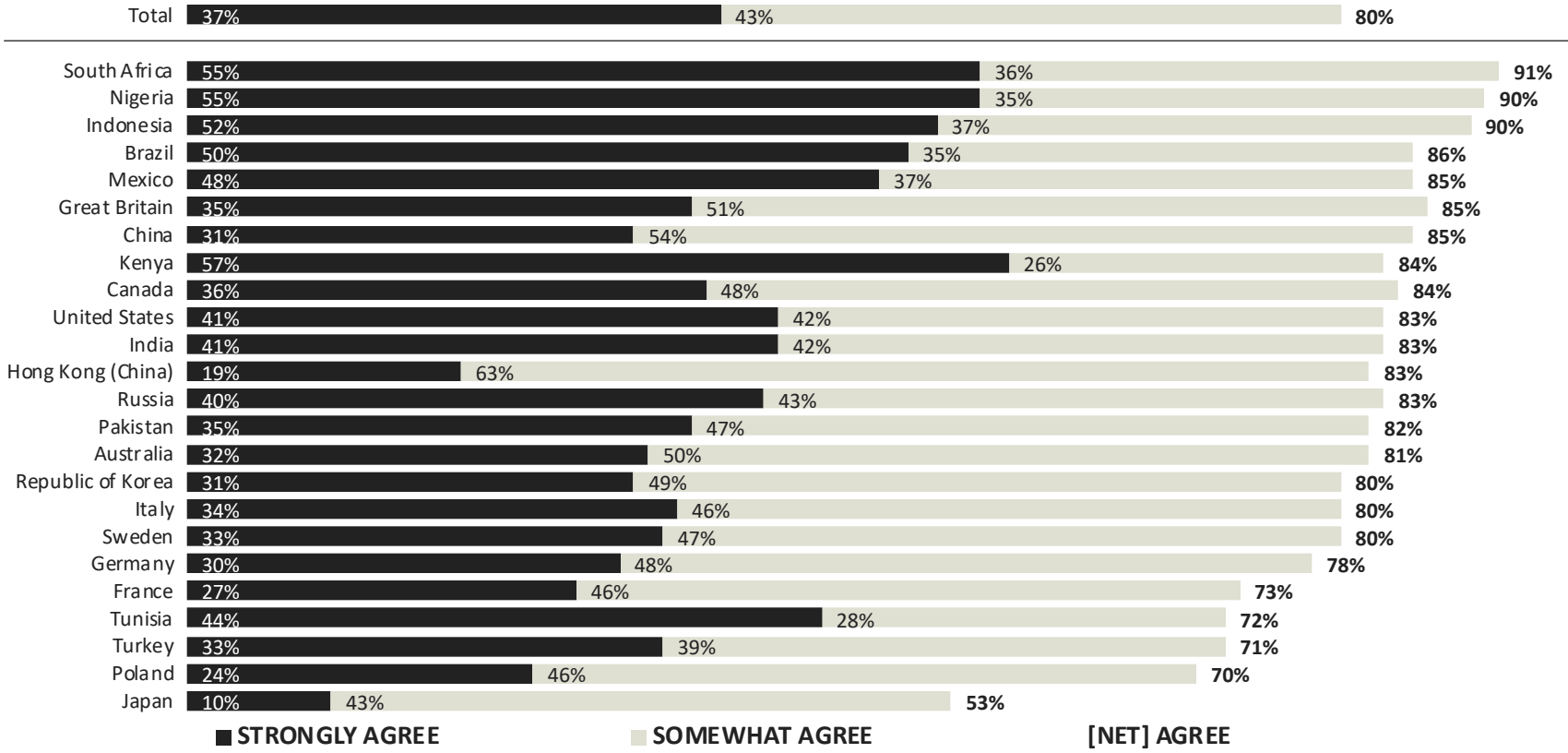
Strong majorities in each of the regional economies *agree* that fake news negatively impacts their economy's politics.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

FAKE NEWS HAS A NEGATIVE EFFECT ON OTHER ECONOMIES' POLITICS

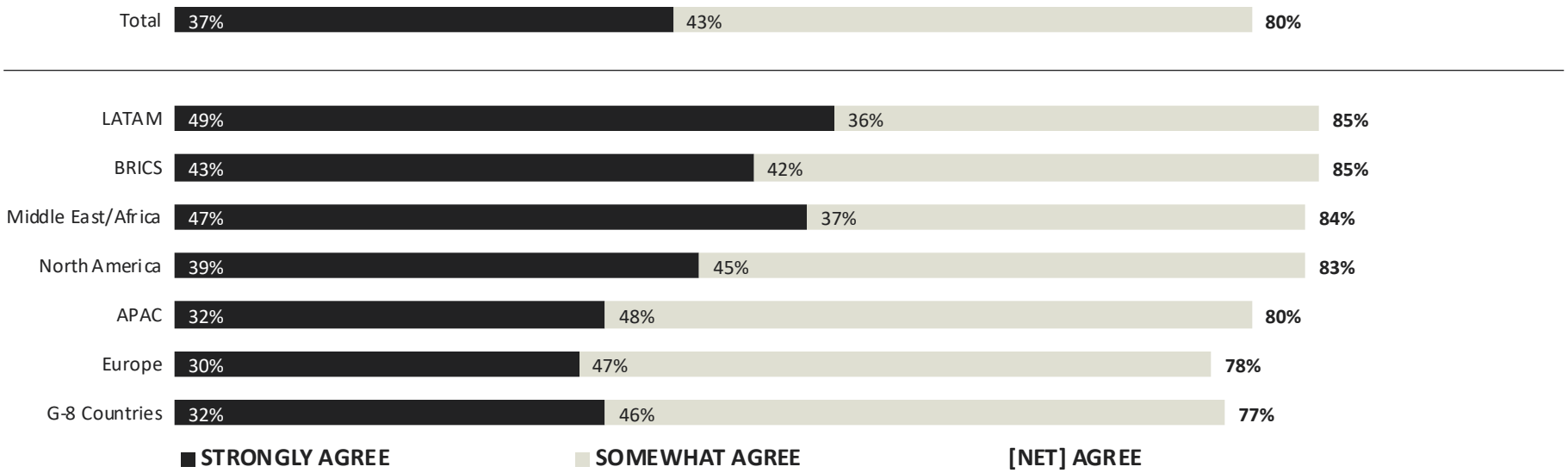
Overall, eight in ten (80%) *agree* that fake news negatively impacts other economies' politics, ranging from as many as nine in ten in South Africa (91%), Nigeria (90%) & Indonesia (90%) to as few as 53% in Japan.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=24,228) NOT ASKED IN EGYPT

FAKE NEWS HAS A NEGATIVE EFFECT ON OTHER ECONOMIES' POLITICS

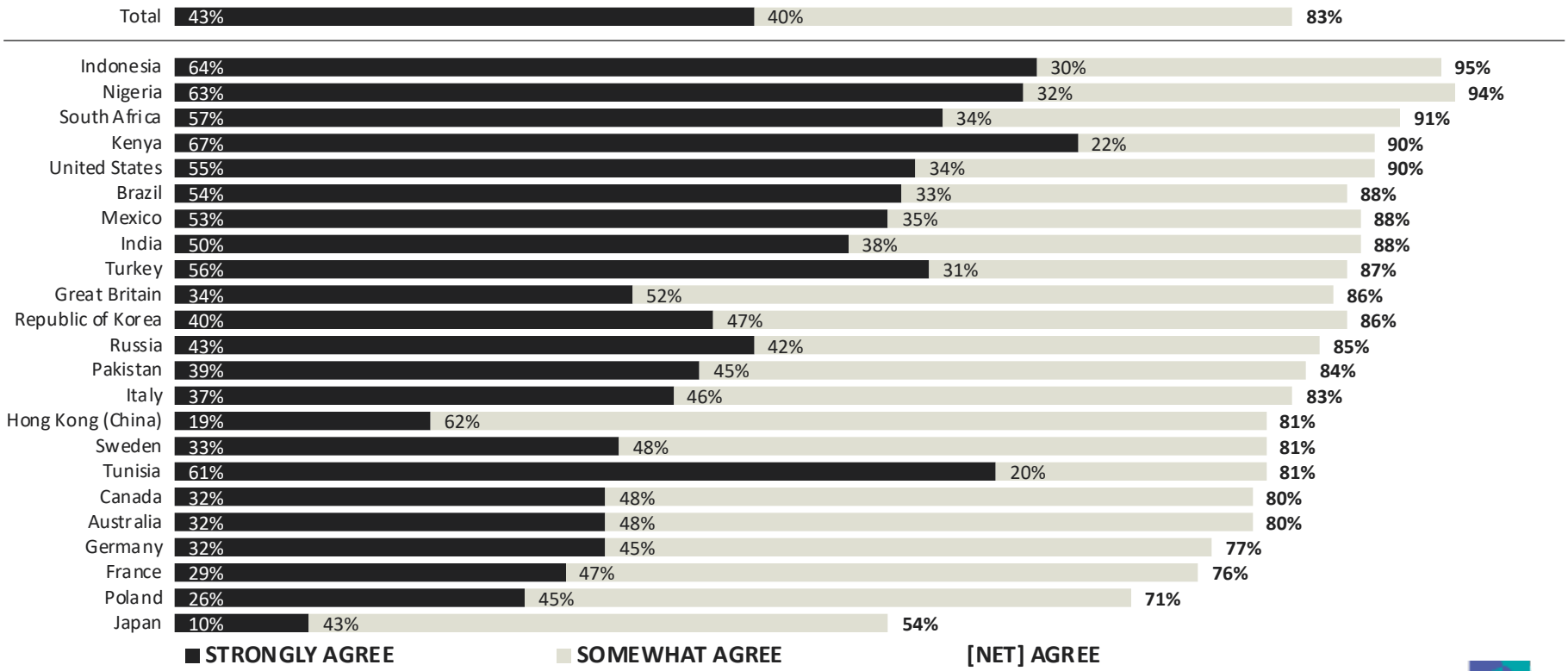
Opinions vary little, as a strong majority in each of the regional economies *agree* that fake news has a negative effect on other economies' politics.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=24,228) NOT ASKED IN EGYPT

FAKE NEWS HAS A NEGATIVE EFFECT ON POLITICAL DISCUSSION IN YOUR ECONOMY

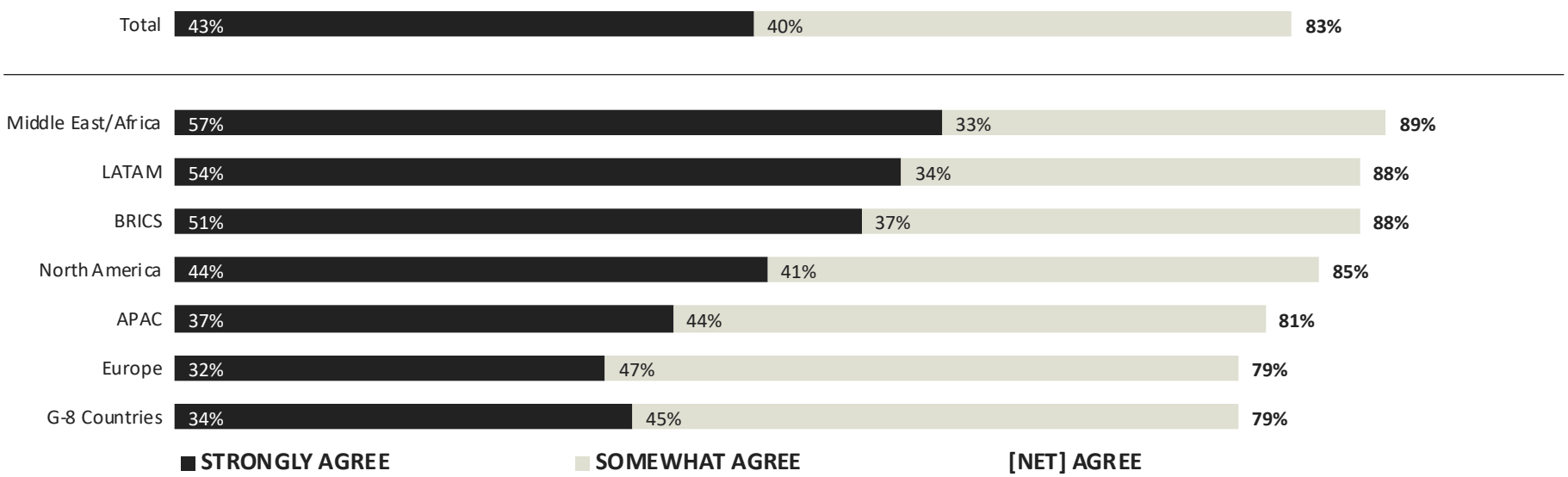
The vast majority (83%) think that fake news negatively impacts political discourse in their economy, including virtually all in Nigeria (94%) & Indonesia (95%), specifically.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

FAKE NEWS HAS A NEGATIVE EFFECT ON POLITICAL DISCUSSION IN YOUR ECONOMY

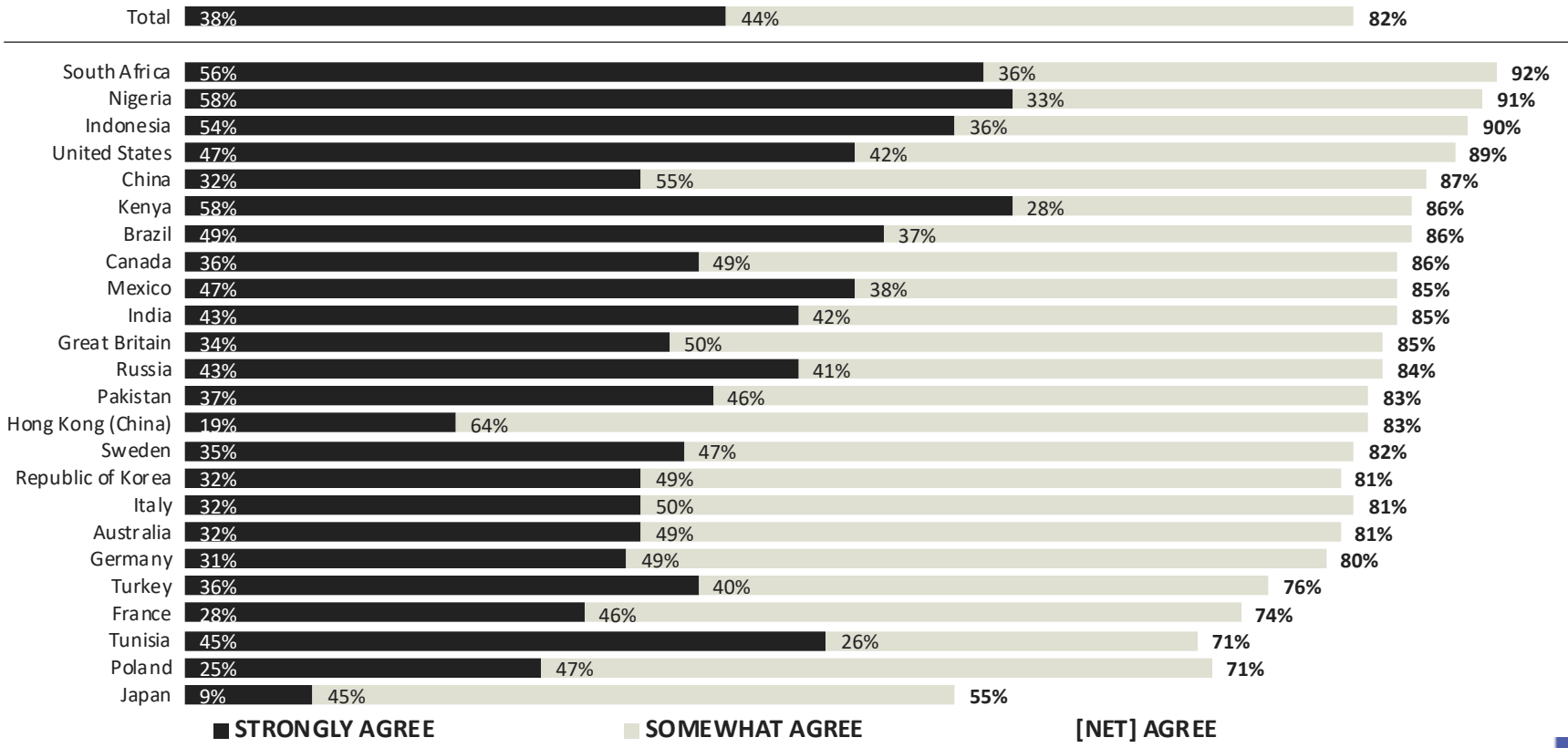
Across all regional economies, between eight in ten & nine in ten *agree* that fake news has a negative effect on political discourse in their economy.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

FAKE NEWS HAS A NEGATIVE EFFECT ON POLITICAL DISCUSSION IN OTHER ECONOMIES

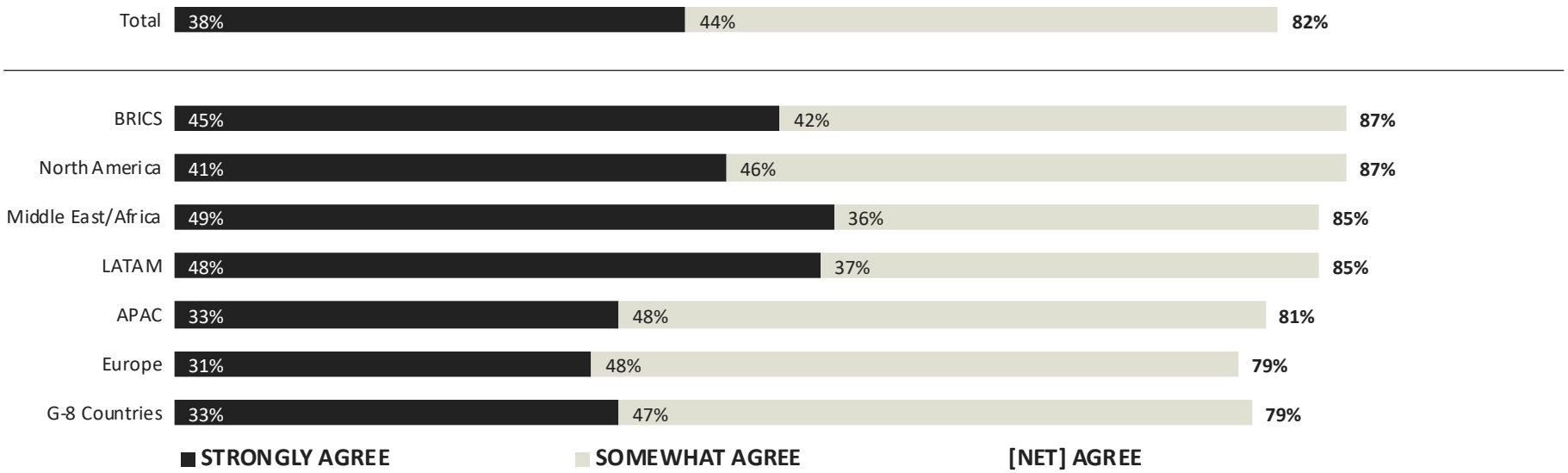
Consistent with opinions regarding political discourse in their own economy, four in five (82%) think that fake news has a negative effect on political discussion in other economies.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=24,228) NOT ASKED IN EGYPT

FAKE NEWS HAS A NEGATIVE EFFECT ON POLITICAL DISCUSSION IN OTHER ECONOMIES

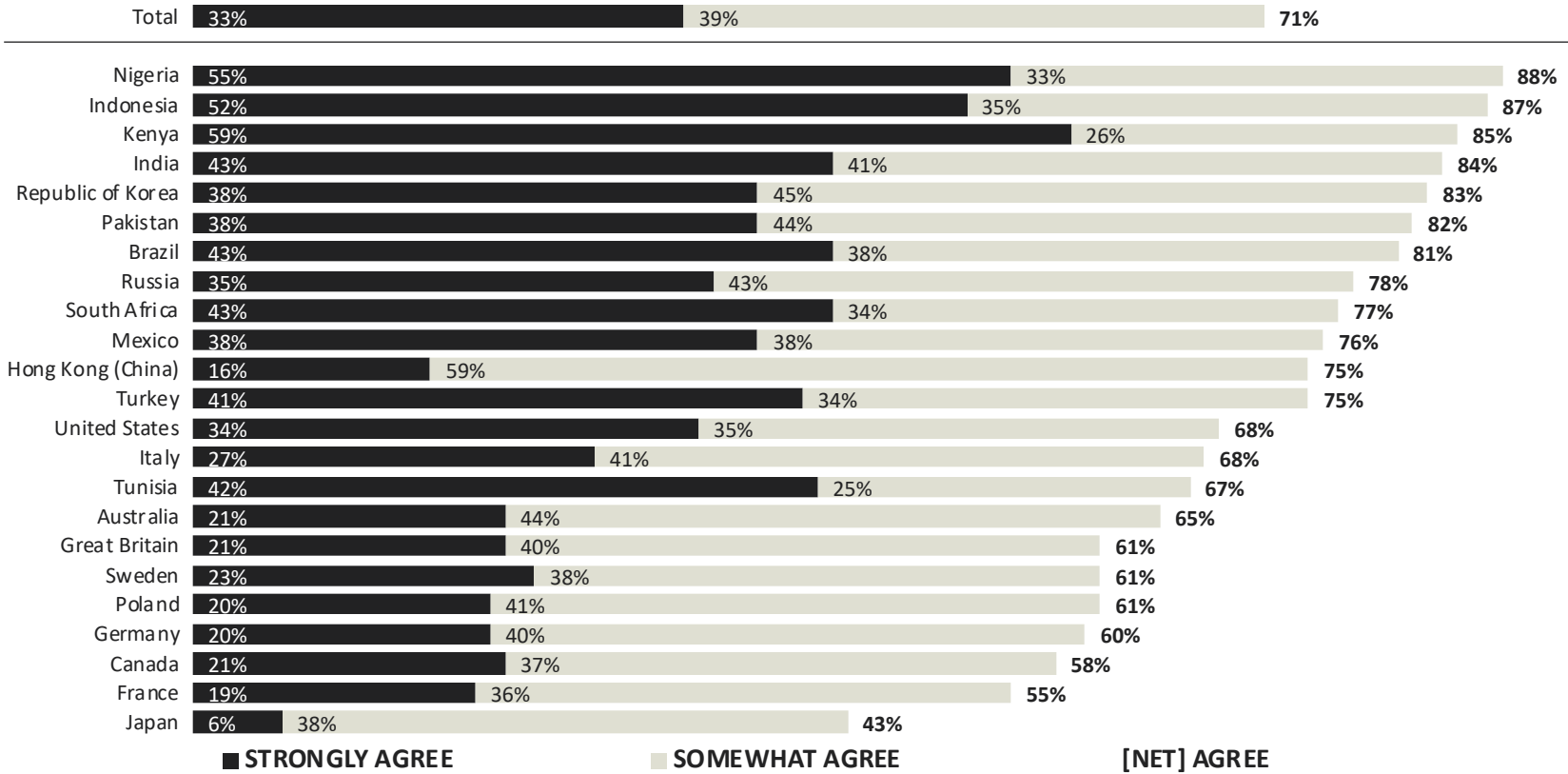
In each of the regional economies, four in five, or more *agree* that fake news has a negative impact on political discussions in other economies.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=24,228) NOT ASKED IN EGYPT

FAKE NEWS HAS A NEGATIVE EFFECT ON MY POLITICAL DISCUSSIONS WITH FAMILY AND FRIENDS

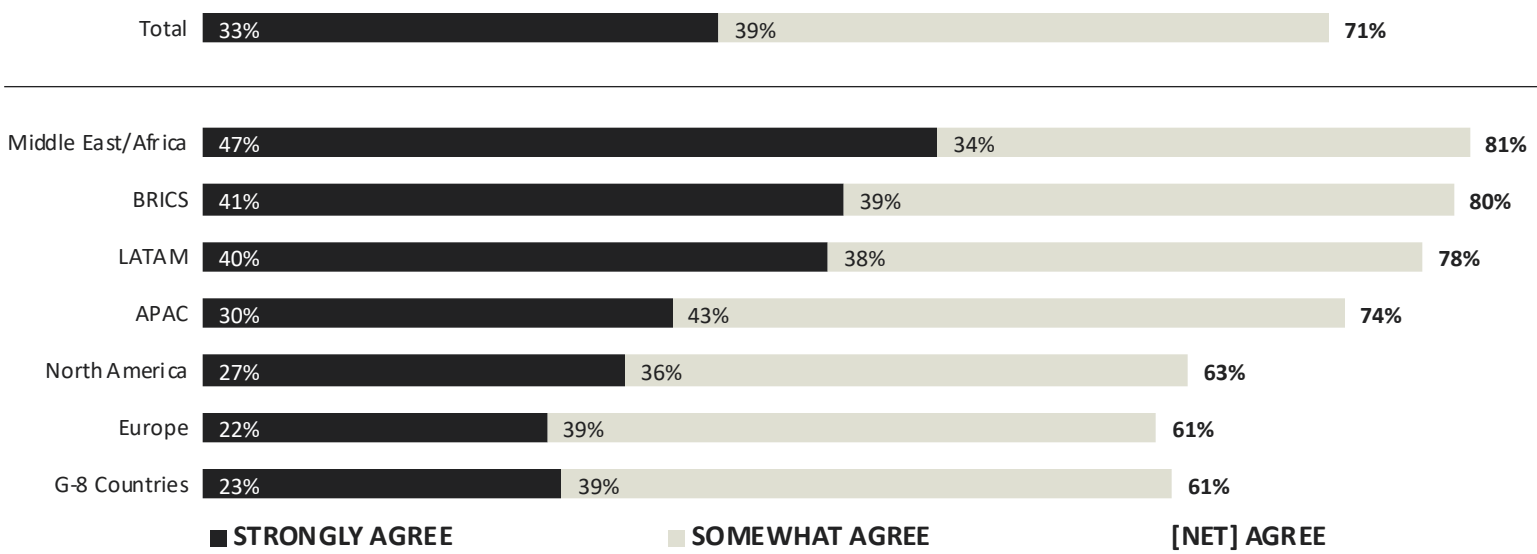
At seven in ten (71%), a strong majority *agree* that fake news has a negative effect on their political discussions with family & friends. In fact, with the exception of Japan, majorities in all economies agree with this statement.



Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

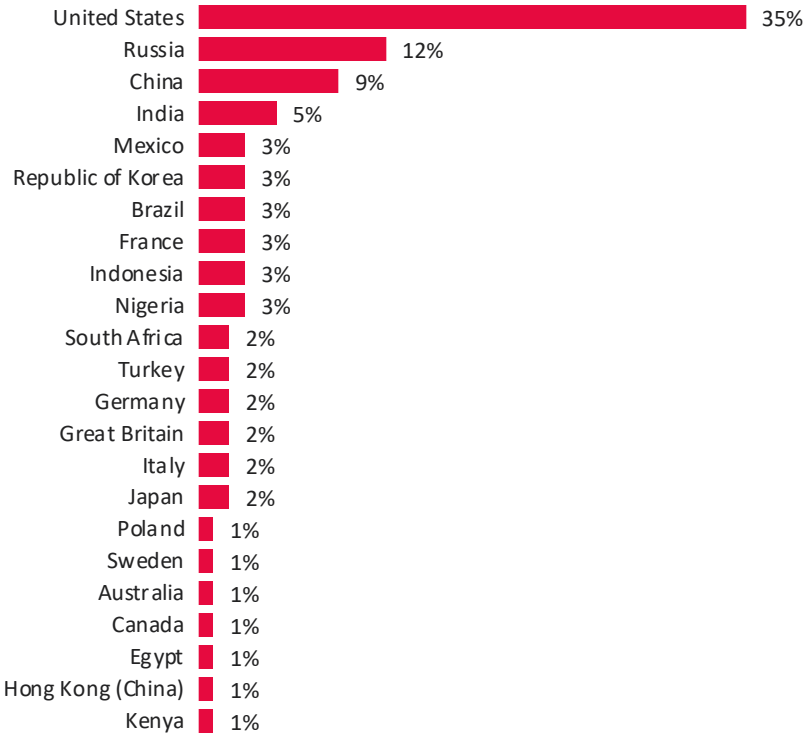
FAKE NEWS HAS A NEGATIVE EFFECT ON MY POLITICAL DISCUSSIONS WITH FAMILY AND FRIENDS

There is a greater belief that fake news negatively impacts political discussions with family & friends among citizens living in the developing economies of the world.



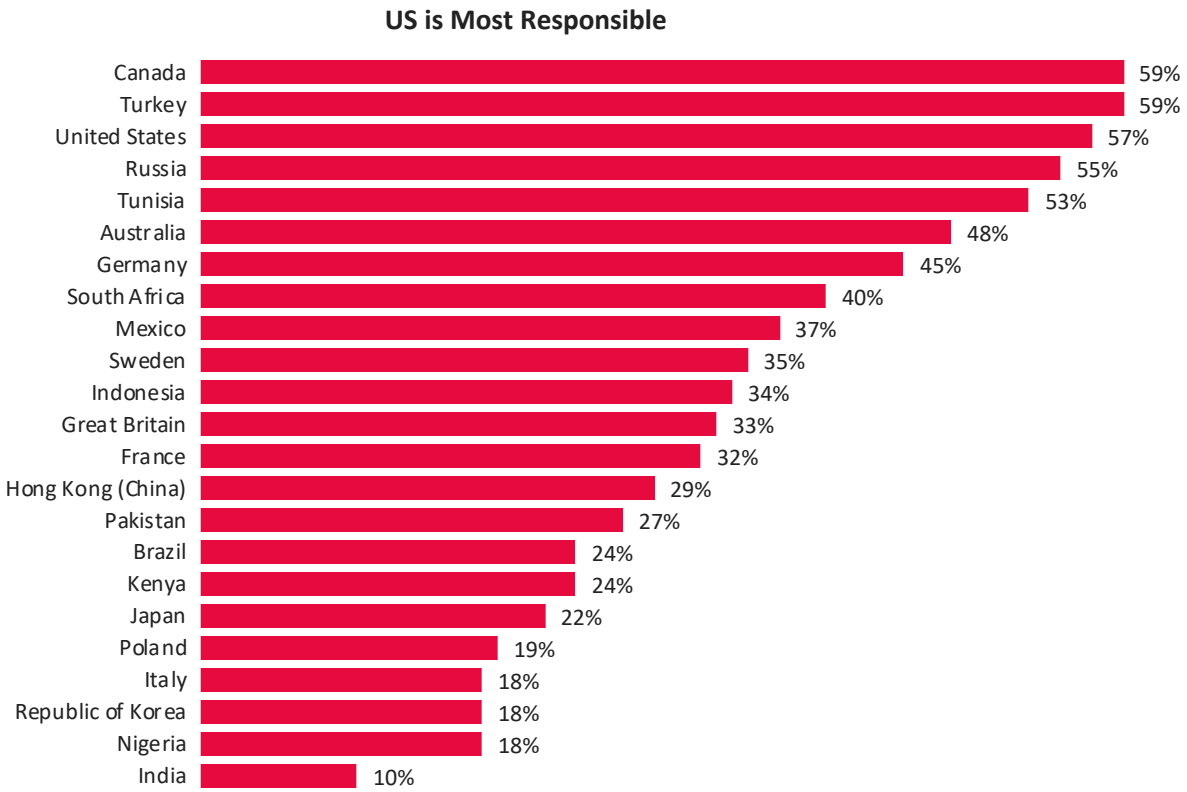
Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

As many as one-third (35%) point to the United States, followed at a great distance by Russia (12%) & China (9%), as the economies most responsible for the disruptive effect of fake news in their economy.



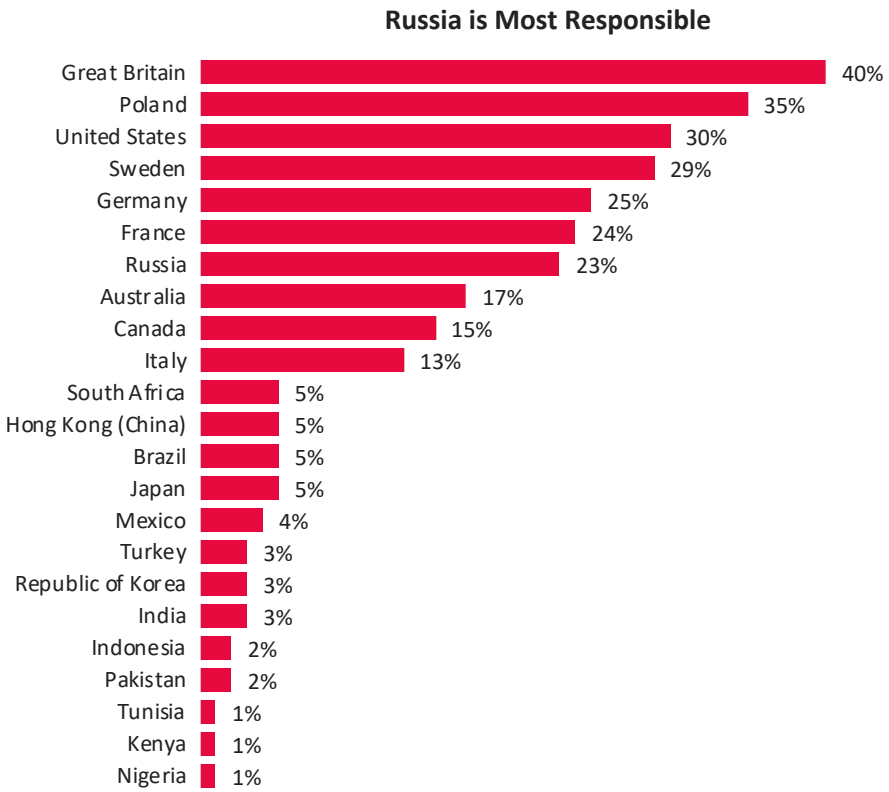
Q29. Please select the economy that you think is most responsible for the disruptive effect of fake news in your economy:
Base: 2019 (n=19,100)

Those in Canada (59%), Turkey (59%) and the US itself (57%) are most likely to say that the US is most responsible for the disruptive effect of fake news in their own economy.



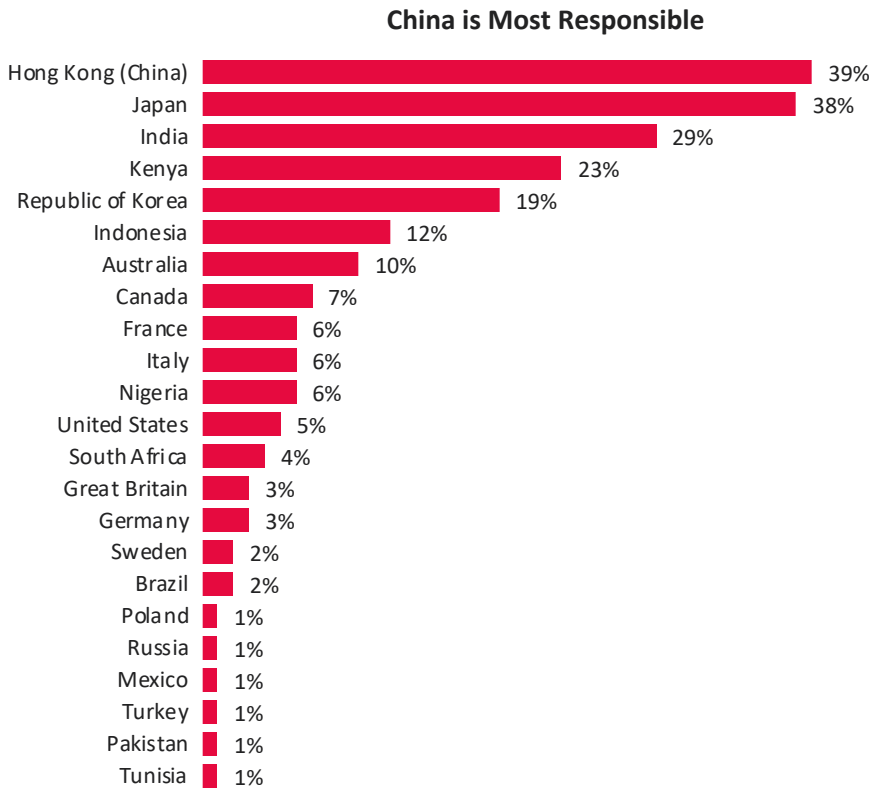
Q29. Please select the economy that you think is most responsible for the disruptive effect of fake news in your economy:
Base: 2019 (n=19,100) NOT ASKED IN EGYPT & CHINA

Those in Great Britain (40%) and Poland (35%) are most likely to say that Russia is most responsible for the disruptive effect of fake news in their economy.



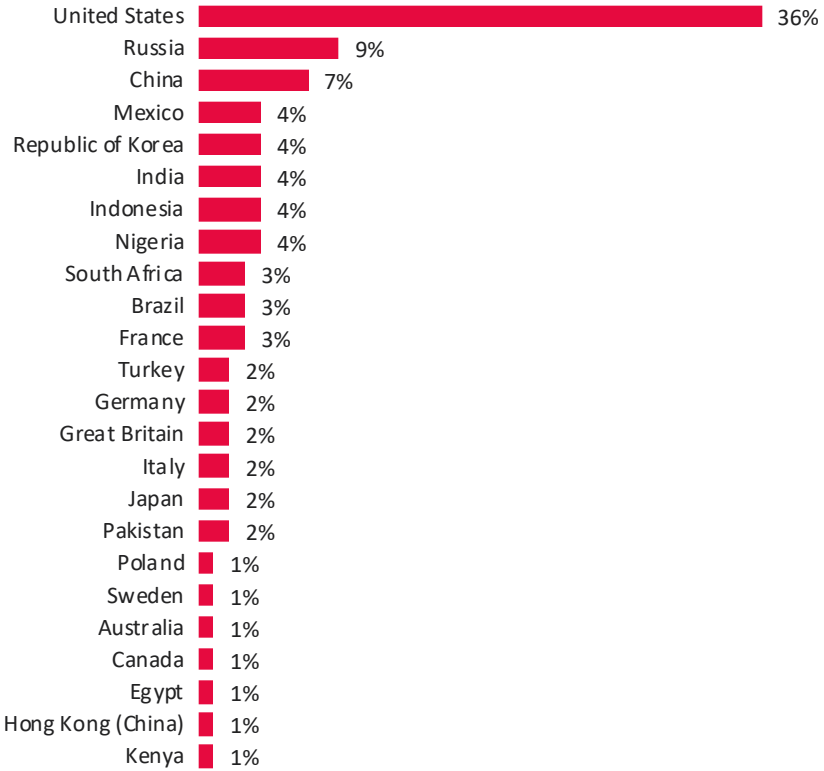
Q29. Please select the economy that you think is most responsible for the disruptive effect of fake news in your economy:
Base: 2019 (n=19,100) NOT ASKED IN EGYPT & CHINA

Those living in Hong Kong (China) (39%), Japan (38%) and India (29%) are most likely to say that China is most responsible for the disruptive effects of fake news in their economy.



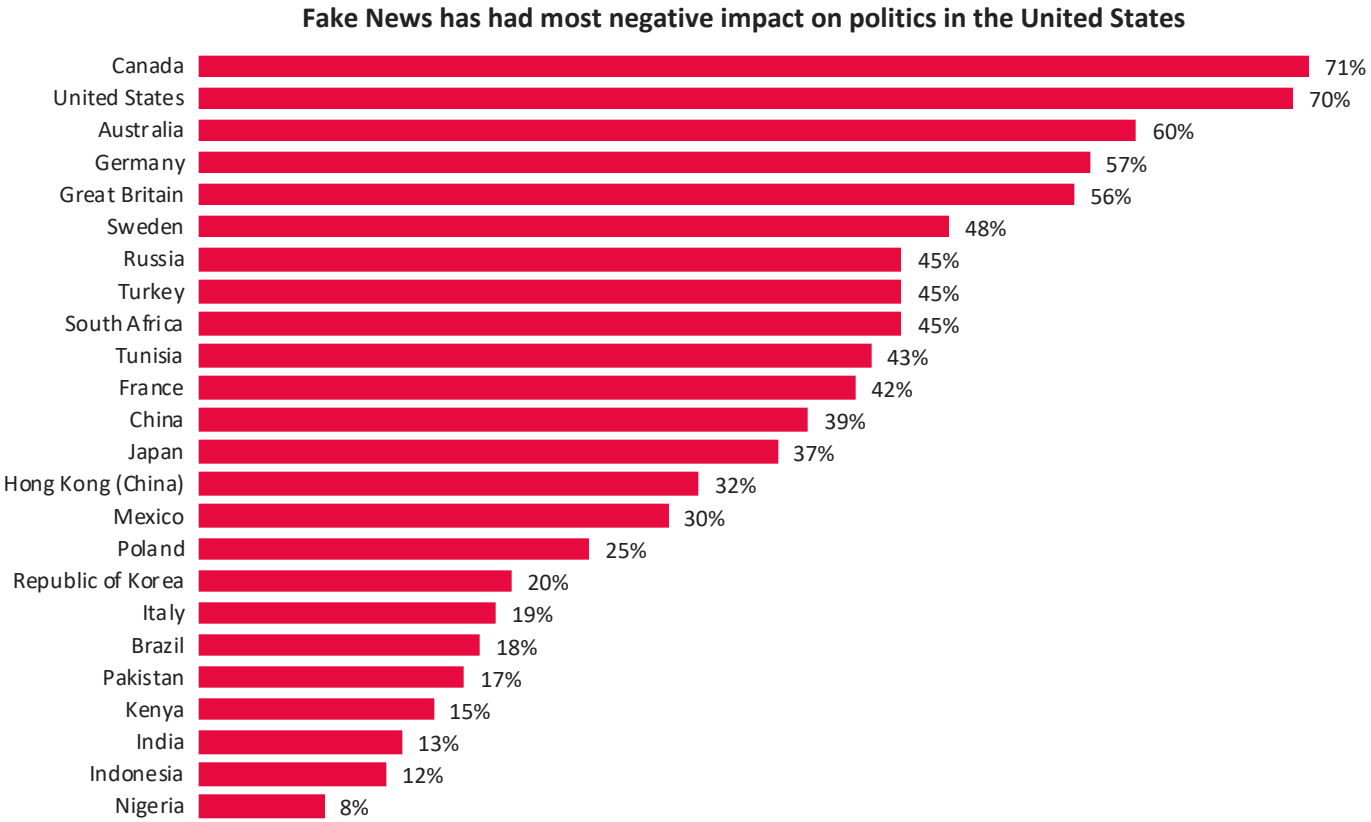
Q29. Please select the economy that you think is most responsible for the disruptive effect of fake news in your economy:
Base: 2019 (n=19,100) NOT ASKED IN EGYPT & CHINA

Just over one-third (36%) of those who *agree* that fake news has negatively impacted politics point to the United States, followed at a great distance by Russia (9%) & China (7%), as the economies within which fake news has had the largest negative effect on politics.



Q30. Please select the economy within which you think fake news has the largest negative effect on politics.
Base: 2019 (n=19,515) NOT ASKED IN EGYPT & CHINA

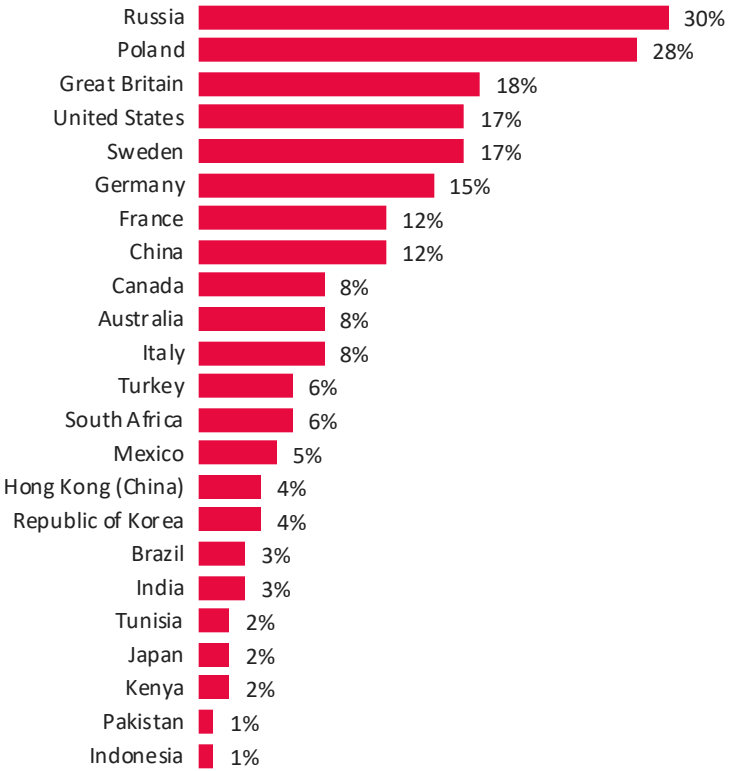
Canadians (71%) and Americans (70%) are most likely to believe that fake news has had the most negative impact on politics in the United States.



Q30. Please select the economy within which you think fake news has the largest negative effect on politics.
Base: 2019 (n=19,515) NOT ASKED IN EGYPT

Russian (30%) and Polish (28%) respondents are most likely to believe that fake news has had the largest negative effect on politics in Russia.

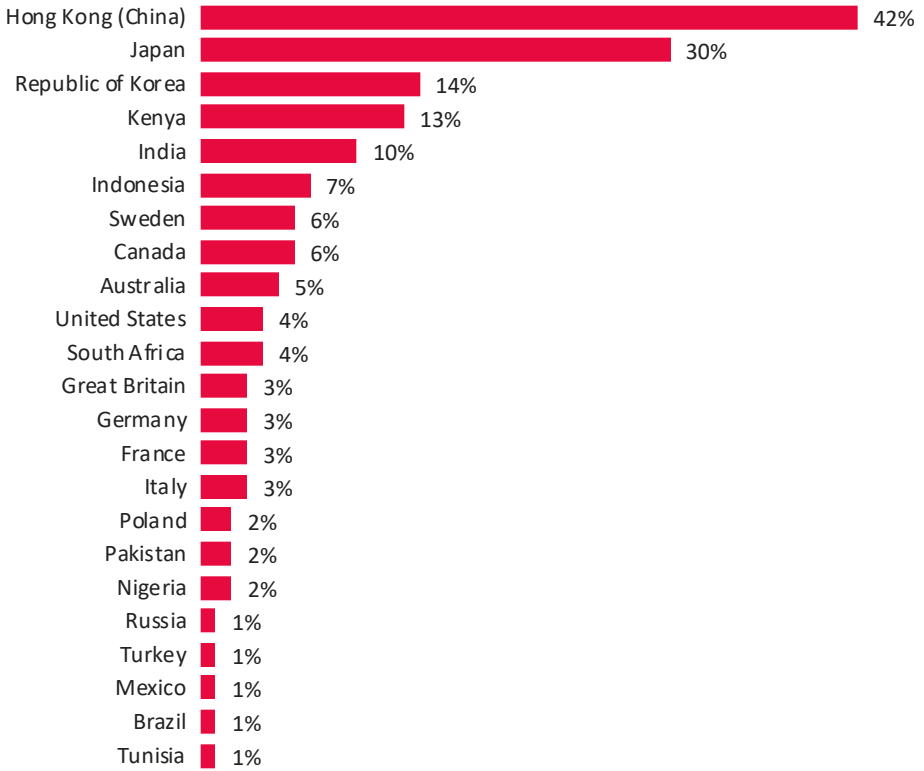
Fake News has had most negative impact on politics in Russia



Q30. Please select the economy within which you think fake news has the largest negative effect on politics.
Base: 2019 (n=19,515) NOT ASKED IN EGYPT & NIGERIA

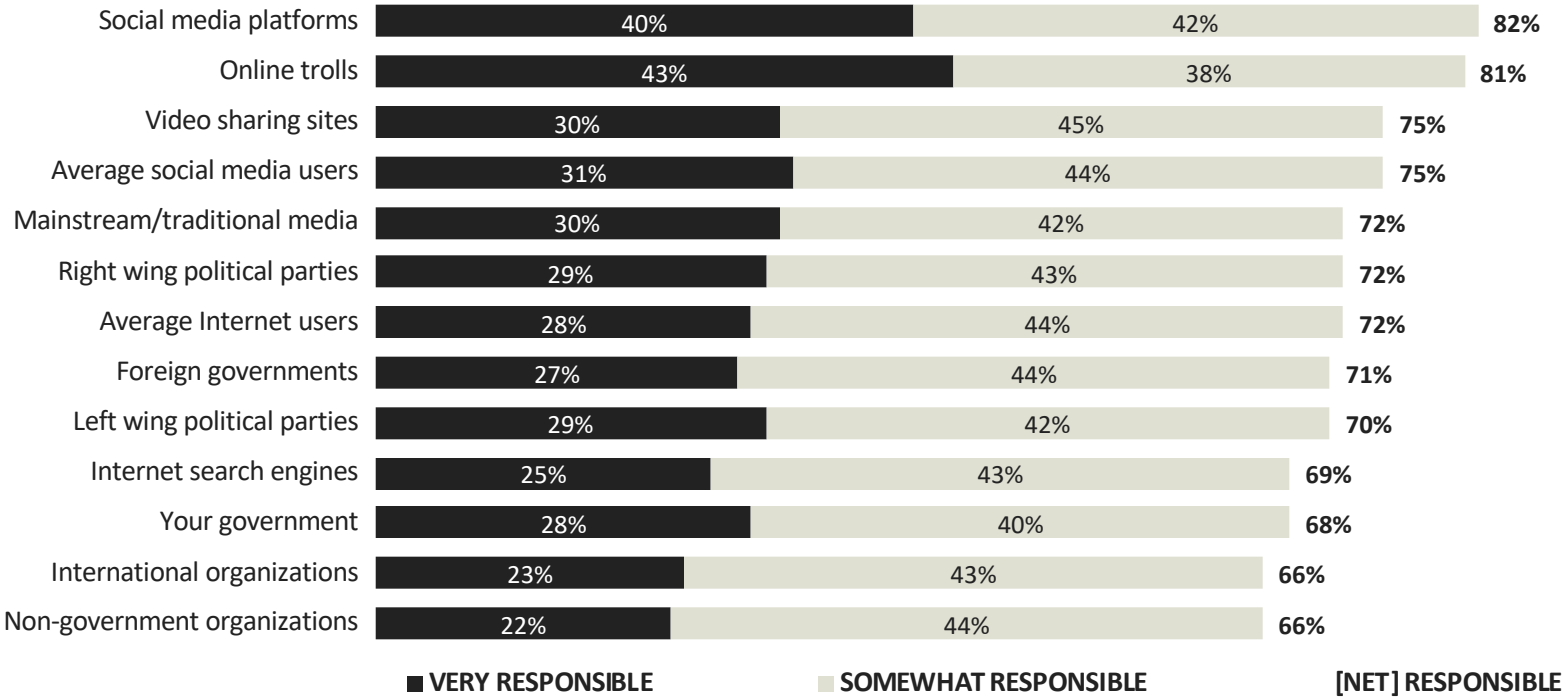
Those in Hong Kong (China) (42%) and Japan (30%) are most likely to believe that fake news has had the most negative impact on politics in China.

Fake News has had most negative impact on politics in China



Q30. Please select the economy within which you think fake news has the largest negative effect on politics.
Base: 2019 (n=19,515) NOT ASKED IN EGYPT & CHINA

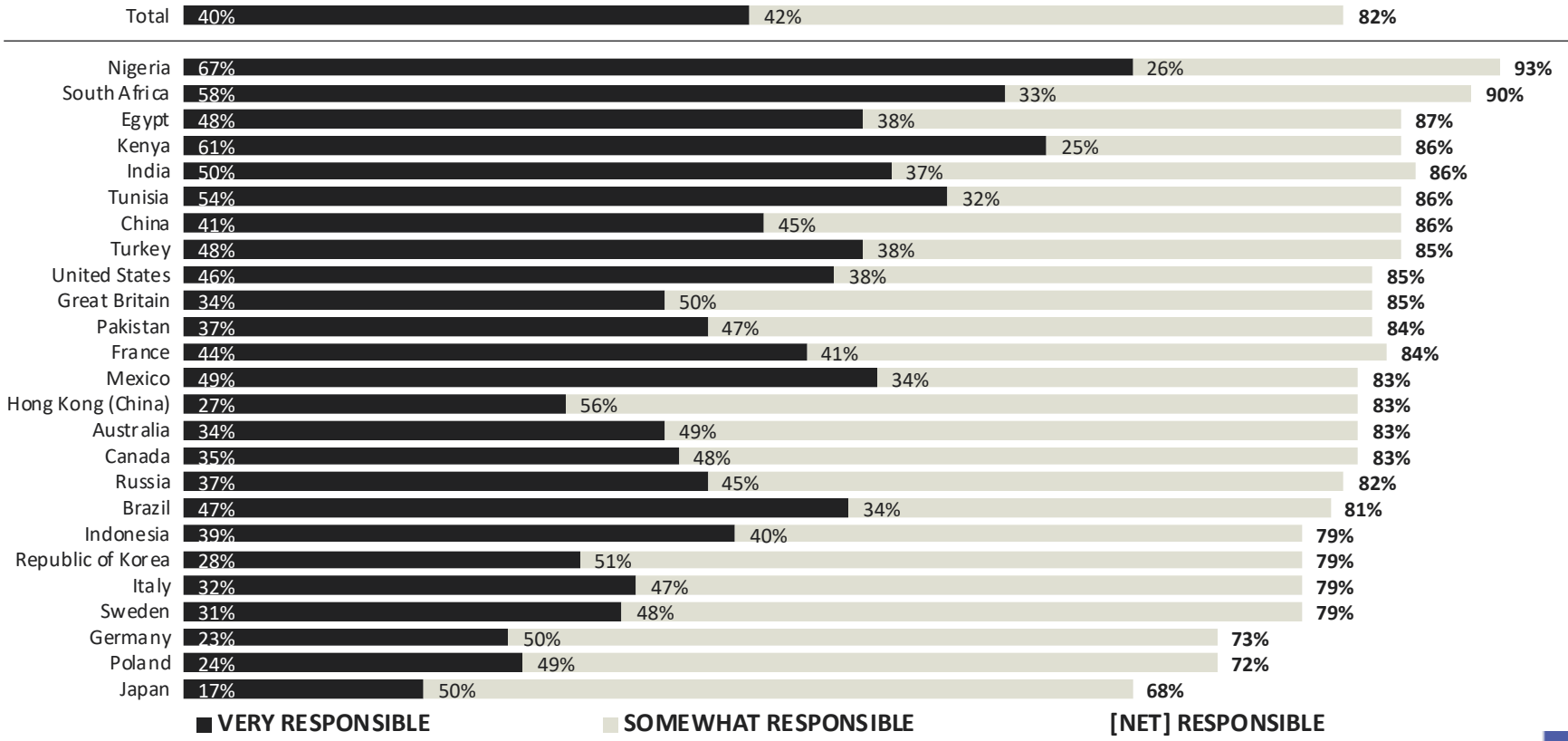
Overall, strong majorities would describe all actors as being at least *somewhat responsible* for the spread of fake news, with social media platforms (82%) & online trolls (81%) topping the list.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

SOCIAL MEDIA PLATFORMS

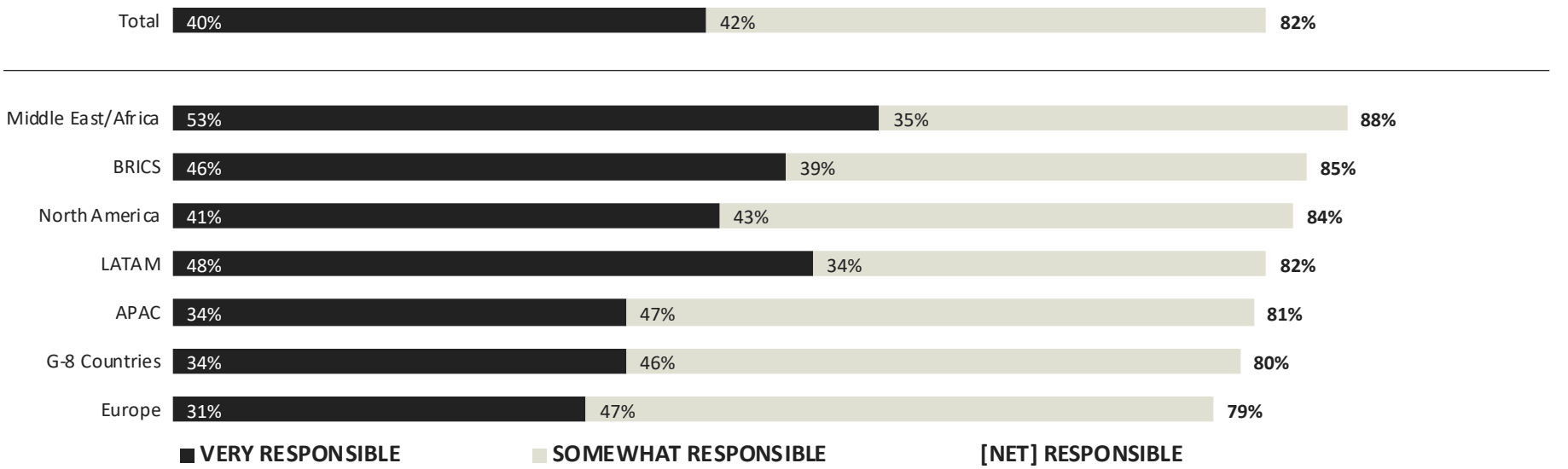
Four in five (82%) global citizens would pin at least some of the blame on social media platforms. In fact, strong majorities in all economies feel this way, regarding social media & the spread of fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

SOCIAL MEDIA PLATFORMS

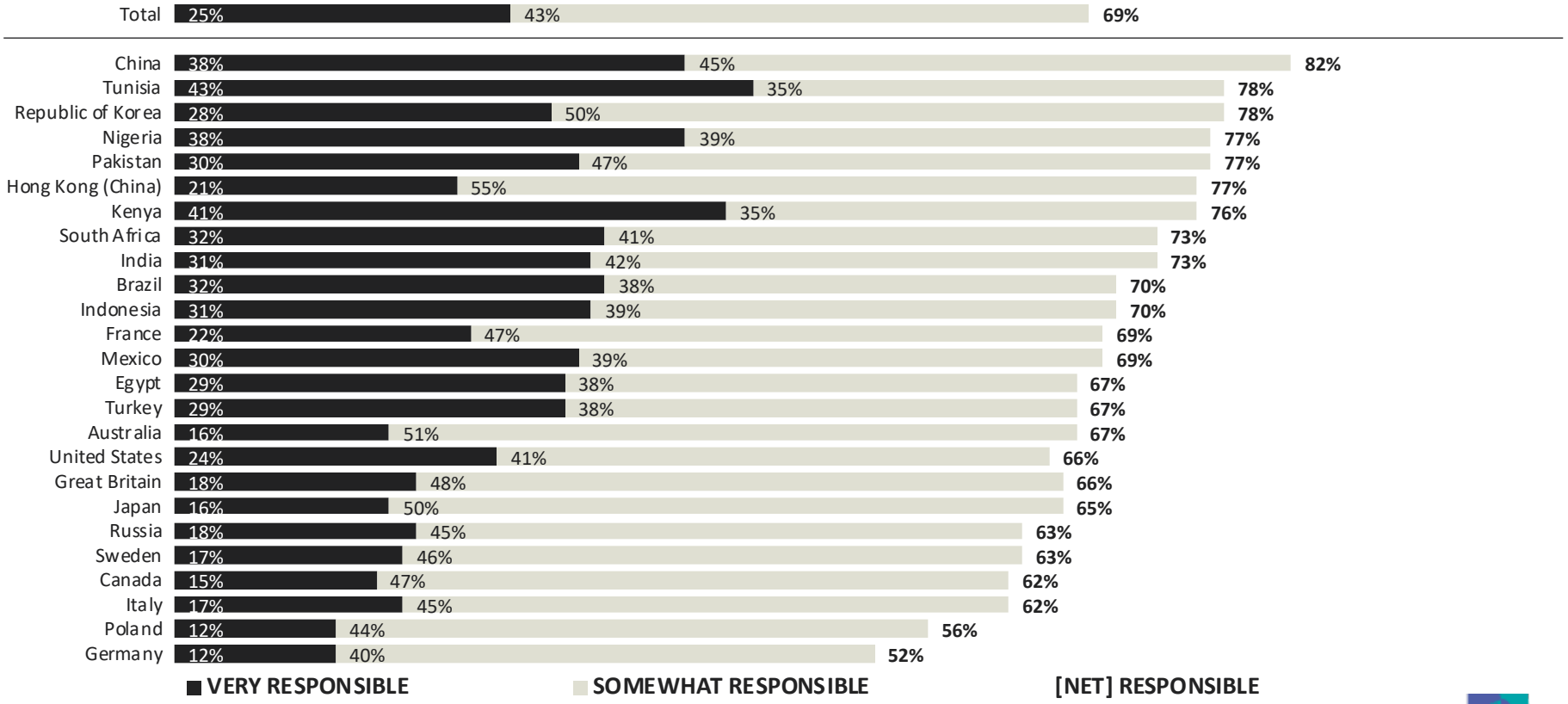
The vast majority across all economies would assign at least some responsibility, when it comes to the transmission of fake news, to social media platforms.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

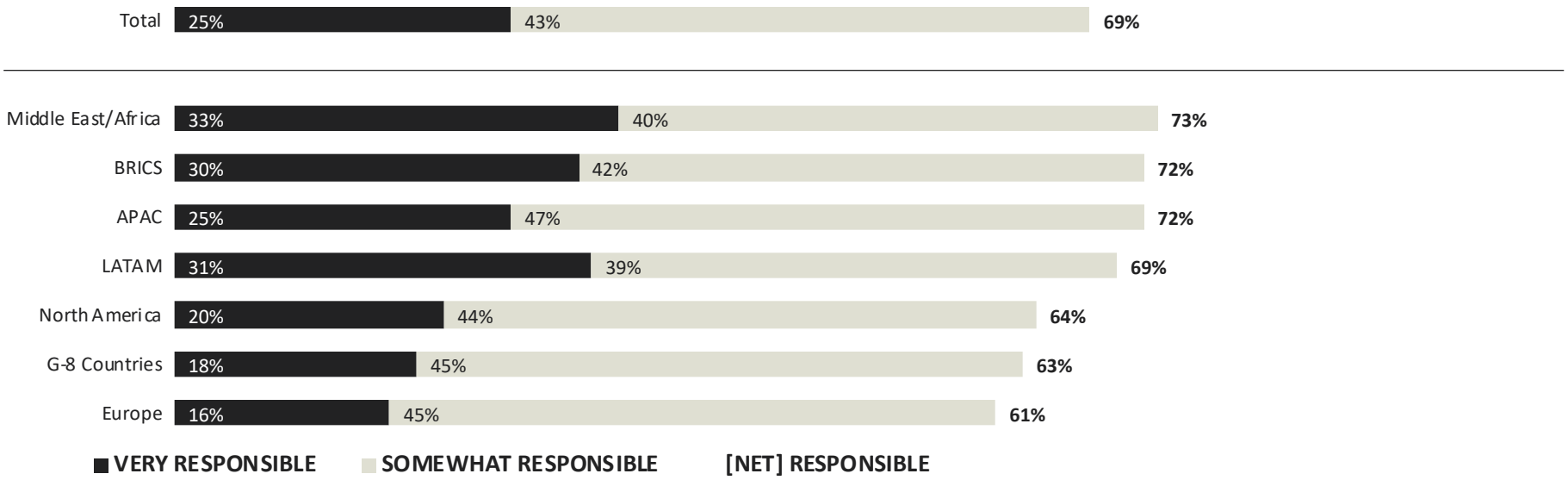
INTERNET SEARCH ENGINES

Most (69%) global citizens place at least some blame on Internet search engines for the spread of fake news. Once again, majorities in each economy view Internet search engines as being at least *somewhat responsible*.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

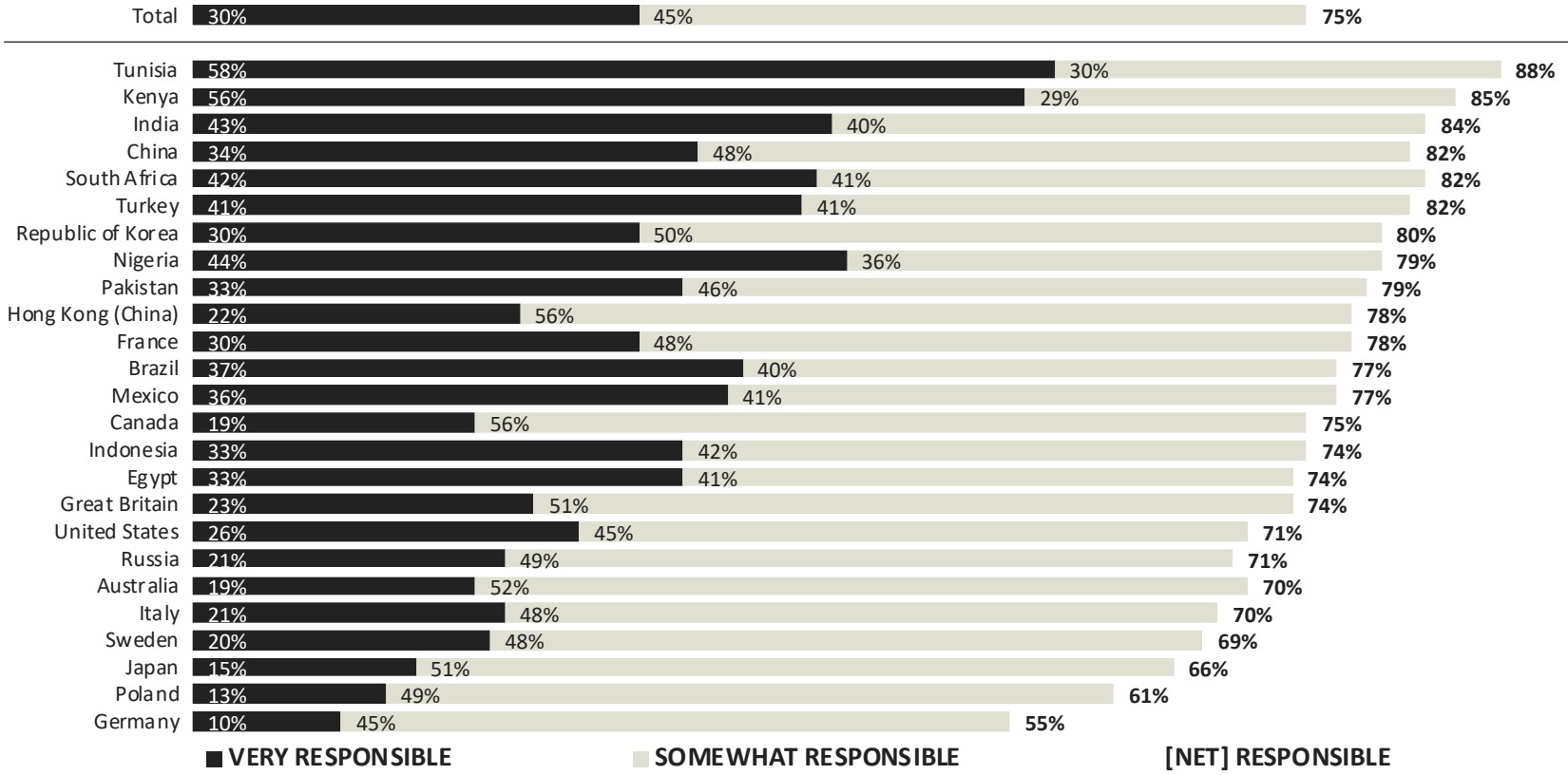
Across all regions, between six & seven in ten assign at least some blame to Internet search engines, for the spread of fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

VIDEO SHARING SITES

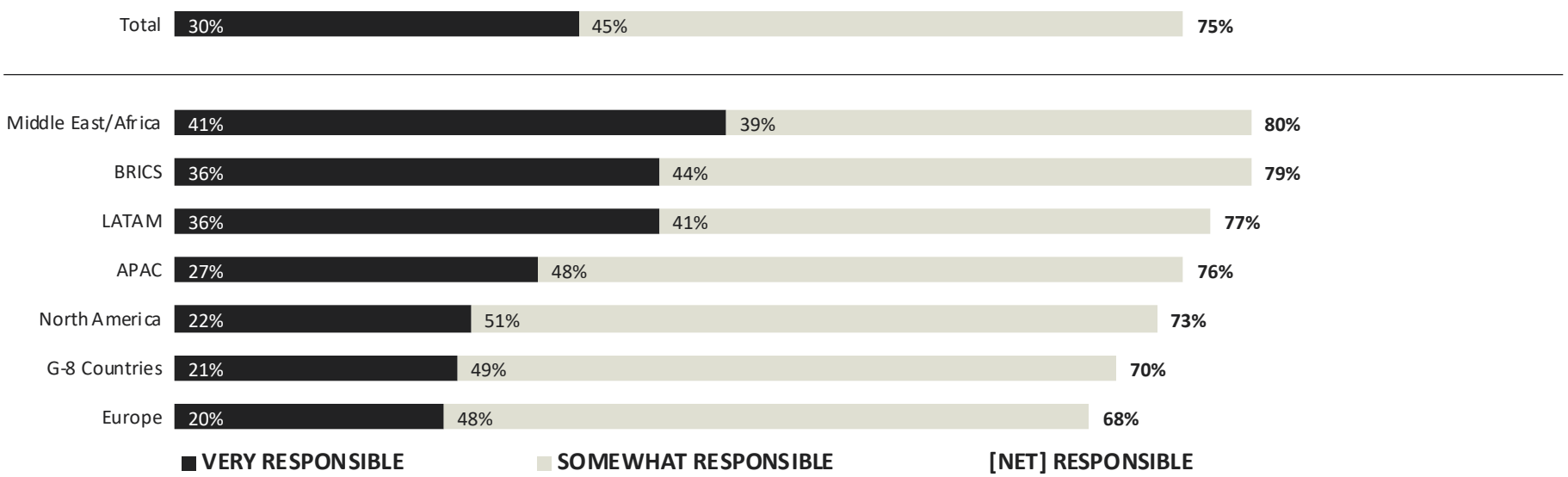
Overall, three quarters (75%) rate video sharing sites as being at least *somewhat responsible*, for the spread of fake news, including majorities in all economies.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

VIDEO SHARING SITES

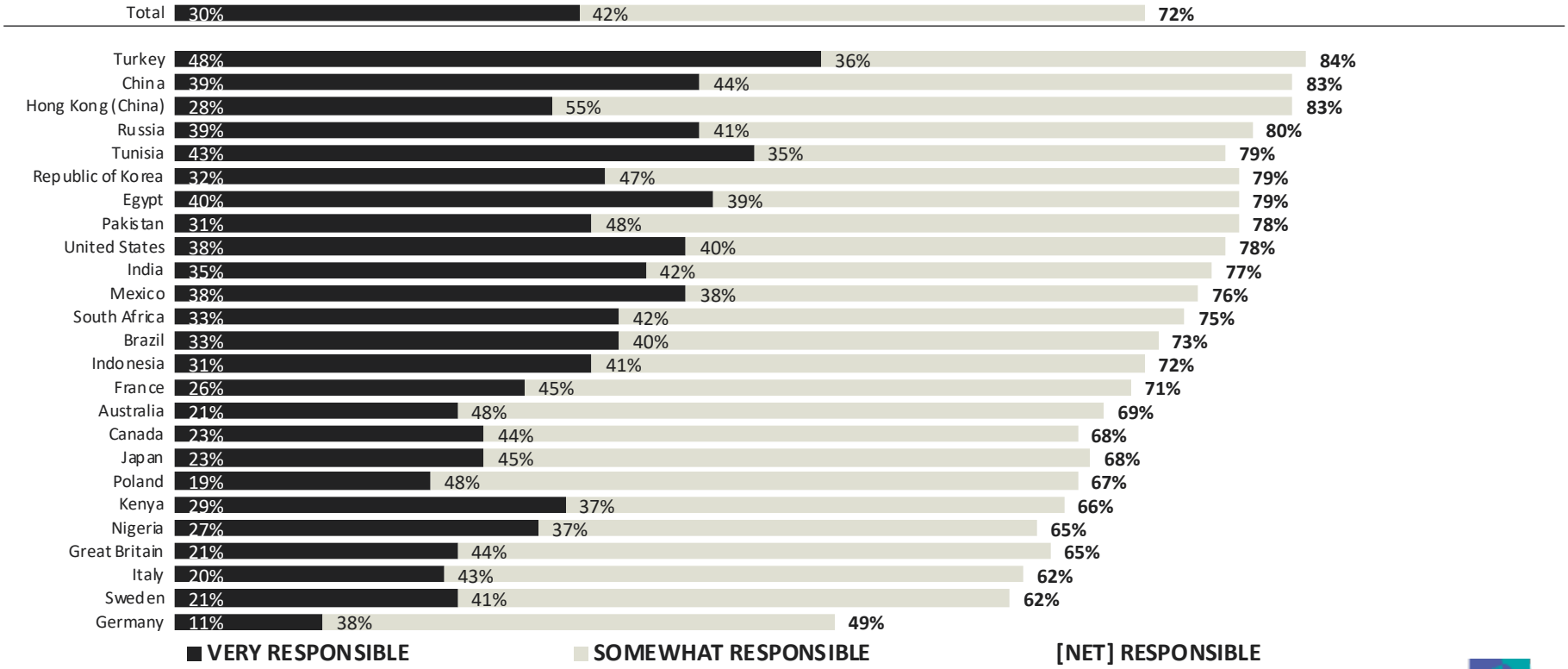
There is limited regional variation when it comes to the perceived role of video sharing sites in the transmission of fake news, although developed economies skew slightly lower down the list in their accusation of video sharing sites.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

MAINSTREAM/TRADITIONAL MEDIA

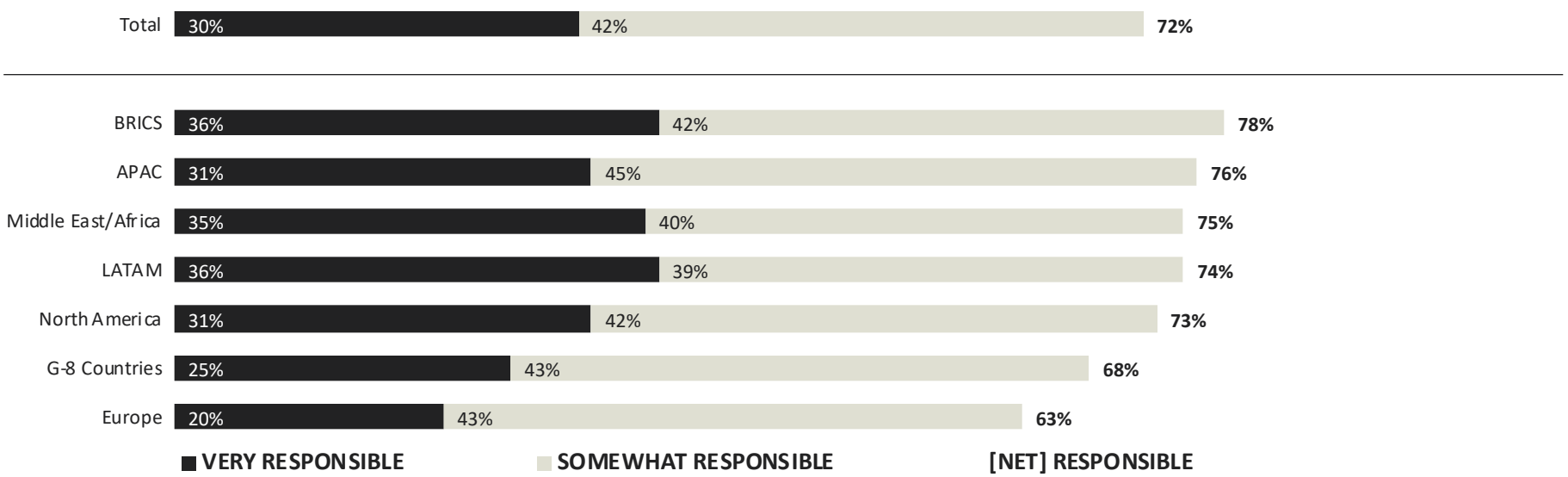
Seven in ten (72%) global citizens think that mainstream media is at least *somewhat responsible* for the spread of fake news, including majorities in all economies save for Germany (49%).



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

MAINSTREAM/TRADITIONAL MEDIA

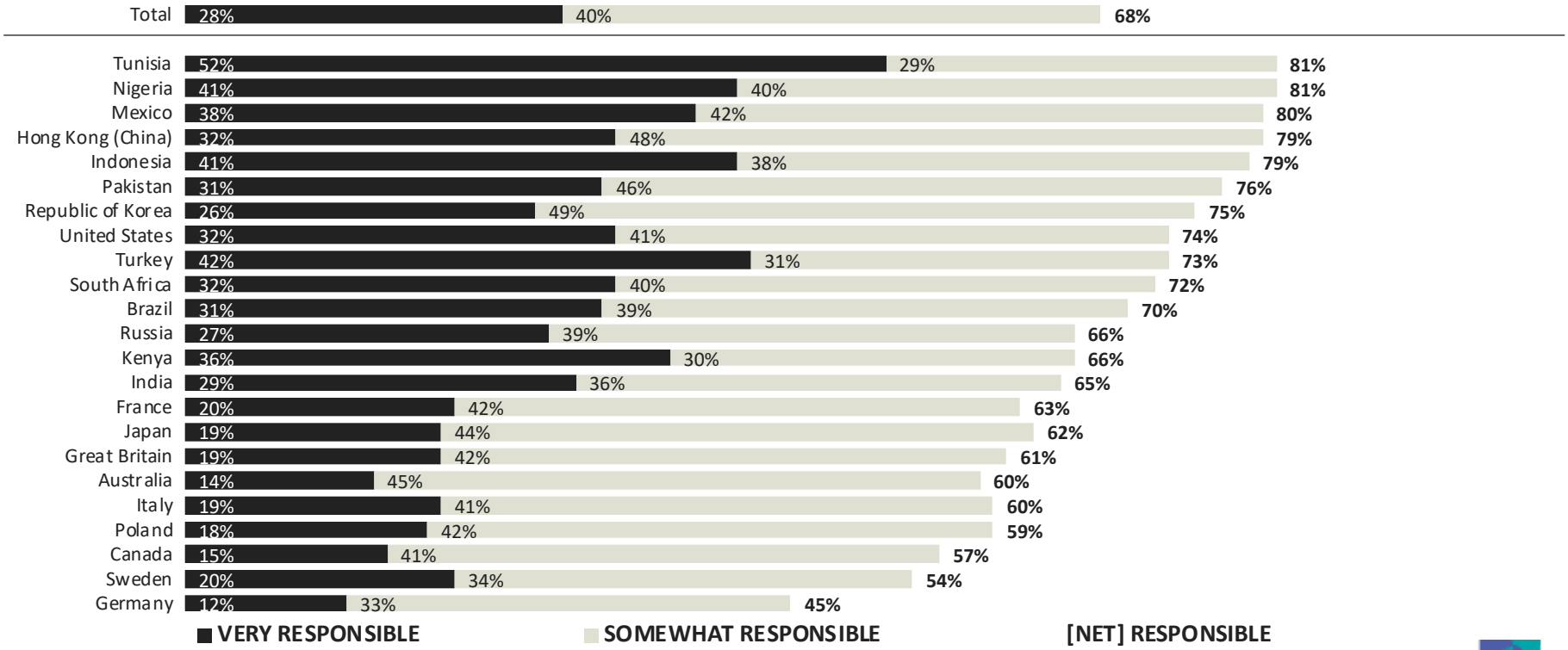
Citizens in developing economies tend to be more likely to think that mainstream media is at least *somewhat responsible* for the spread of fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

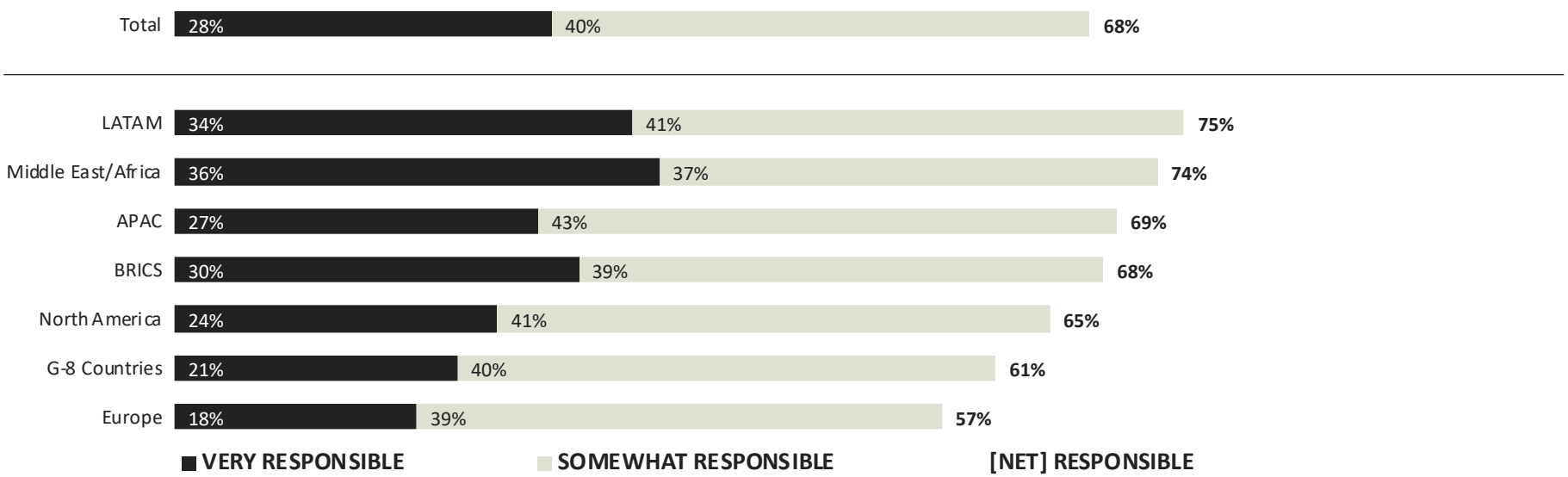
YOUR GOVERNMENT

Two in three (68%) global citizens view their own government as being at least *somewhat responsible* for the spread of fake news. In fact, majorities in all economies, save for Germany (45%), rate their government as being at least *somewhat responsible*.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

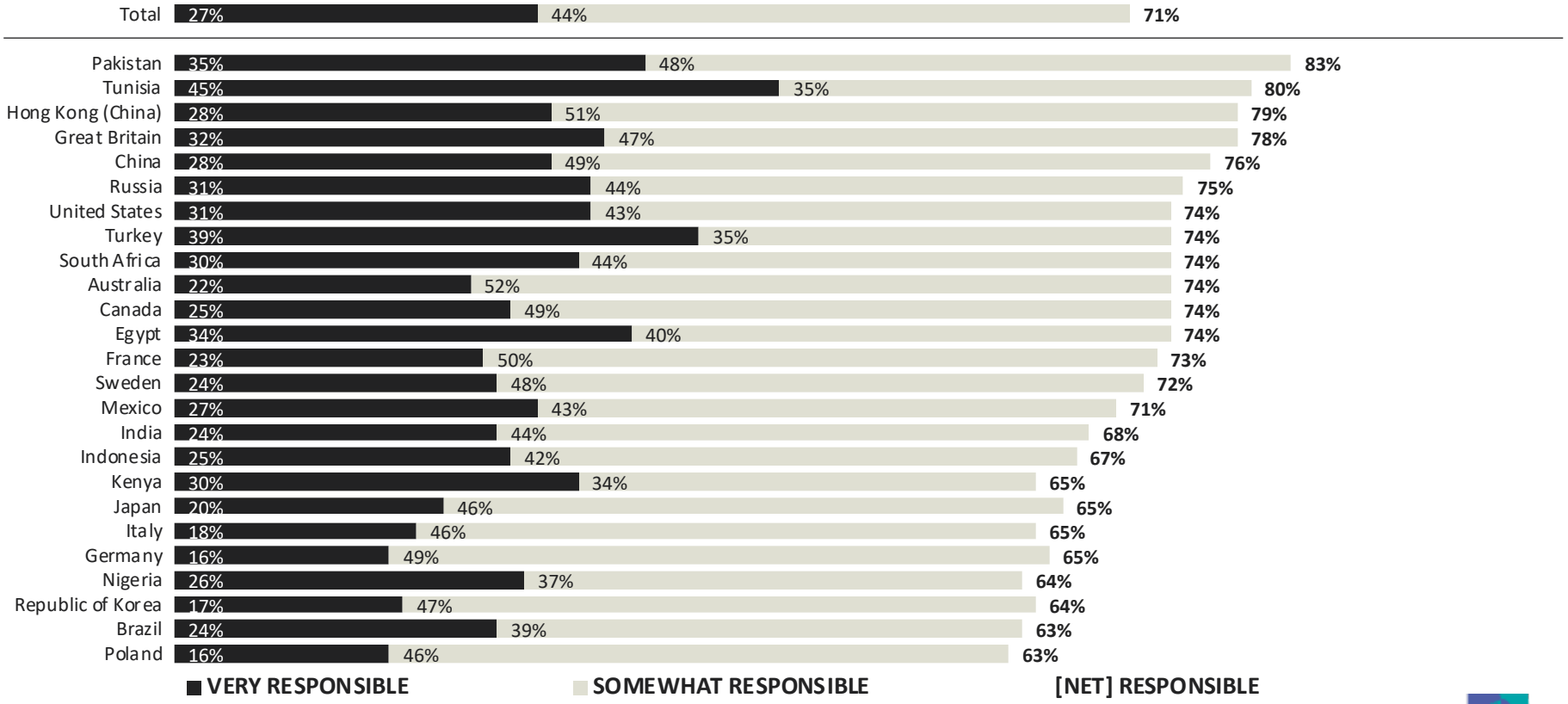
Regardless of regional economy, most think that their government is at least *somewhat responsible* for the transmission of fake news. However, smaller proportions in the more developed economies tend to feel this way.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

FOREIGN GOVERNMENTS

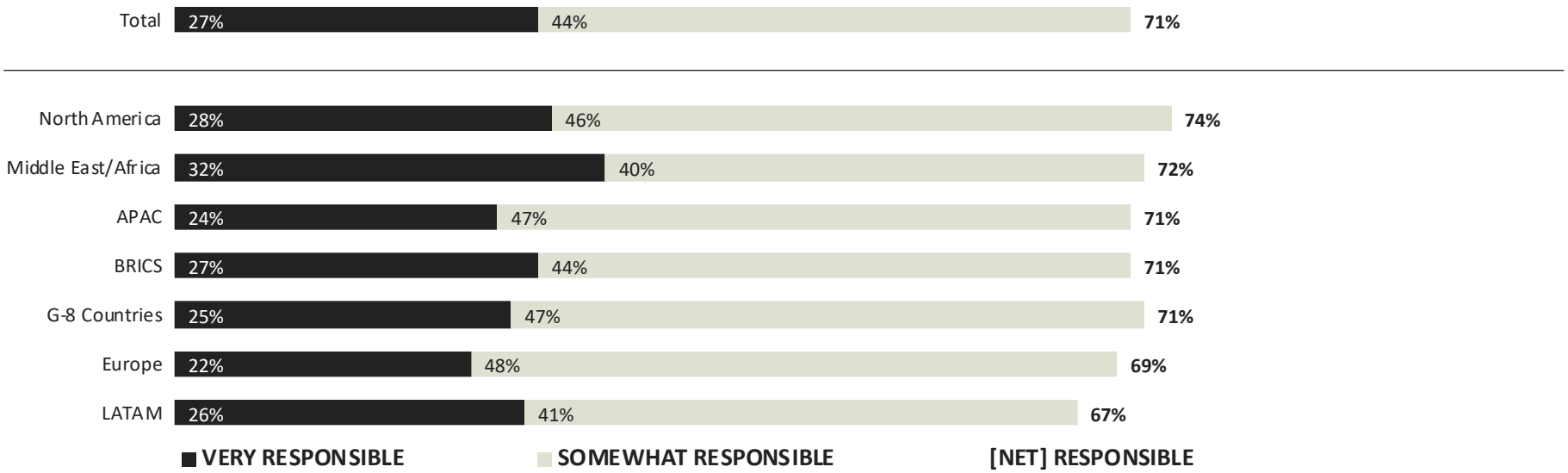
Seven in ten (71%) global citizens place at least some blame on foreign governments for spreading fake news. There is limited variation by economy.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

FOREIGN GOVERNMENTS

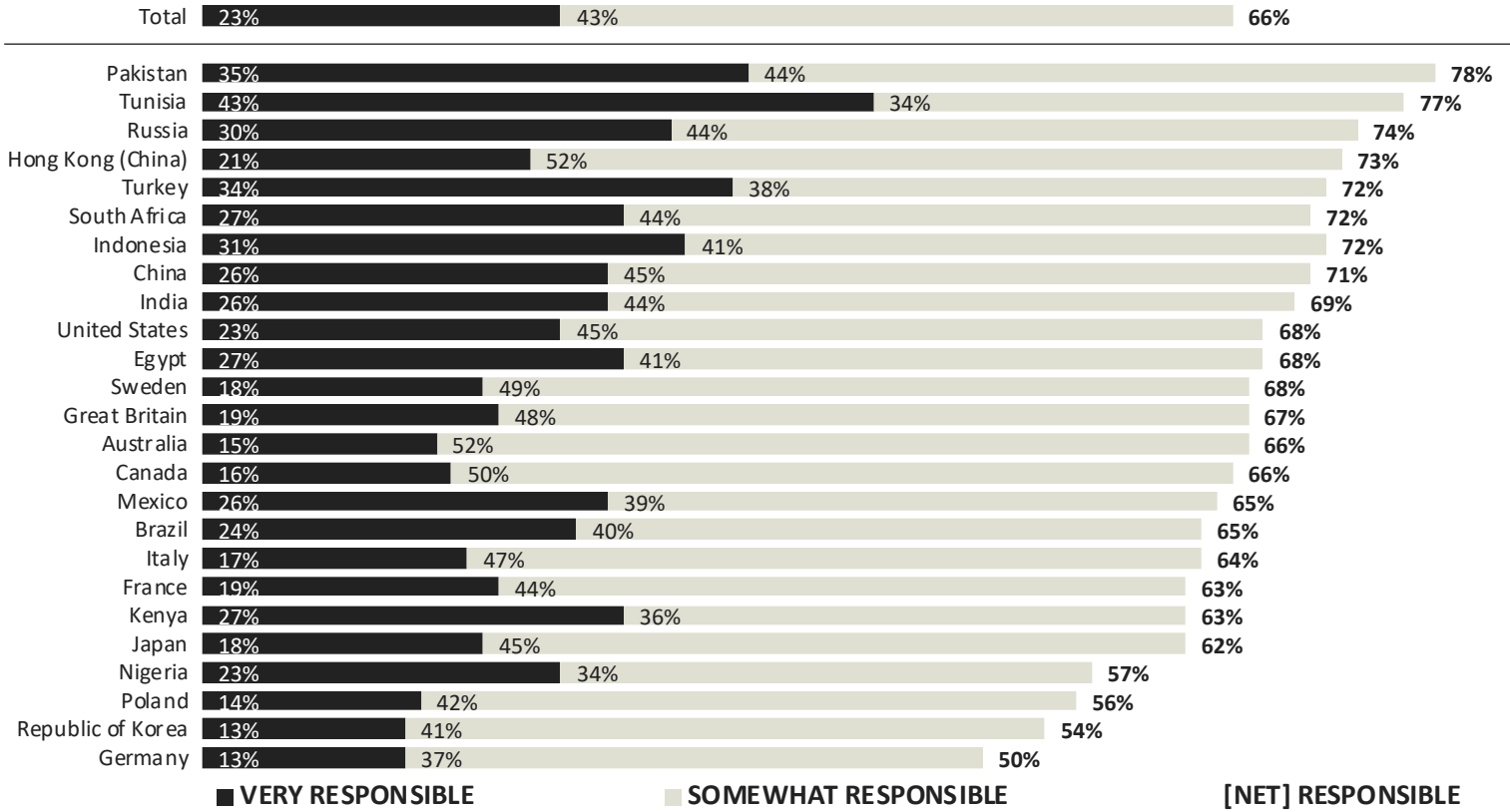
Across the regional economies, between two in three & three in four think that foreign governments are at least *somewhat responsible* for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

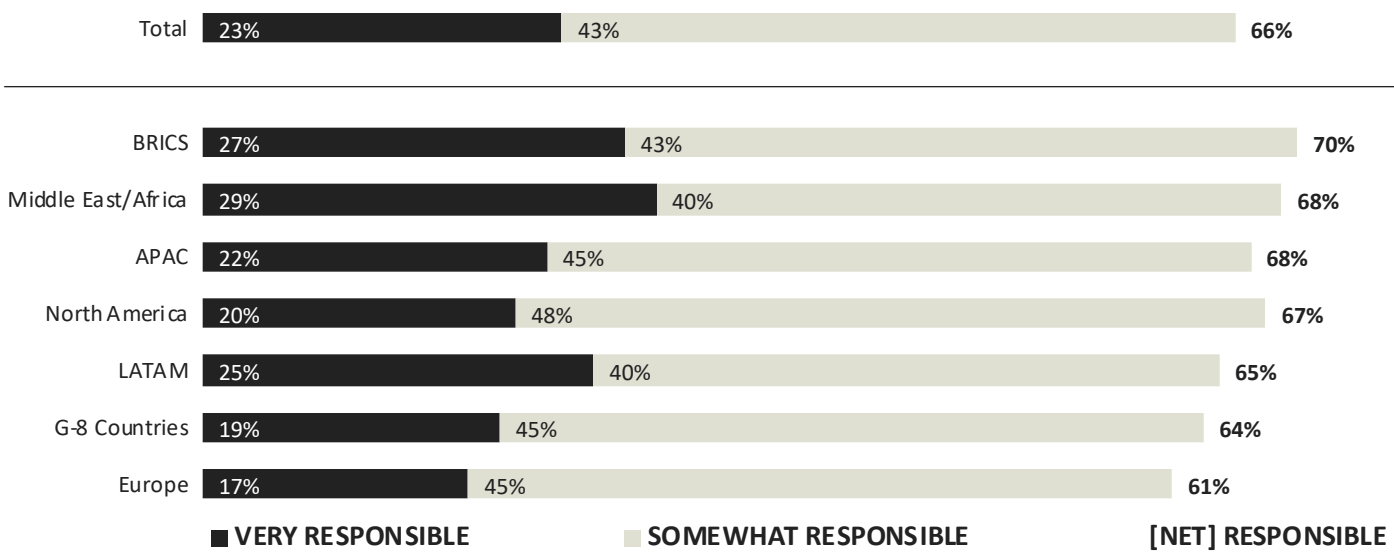
INTERNATIONAL ORGANIZATIONS

Two in three (66%) global citizens perceive international organizations as being at least *somewhat responsible* for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

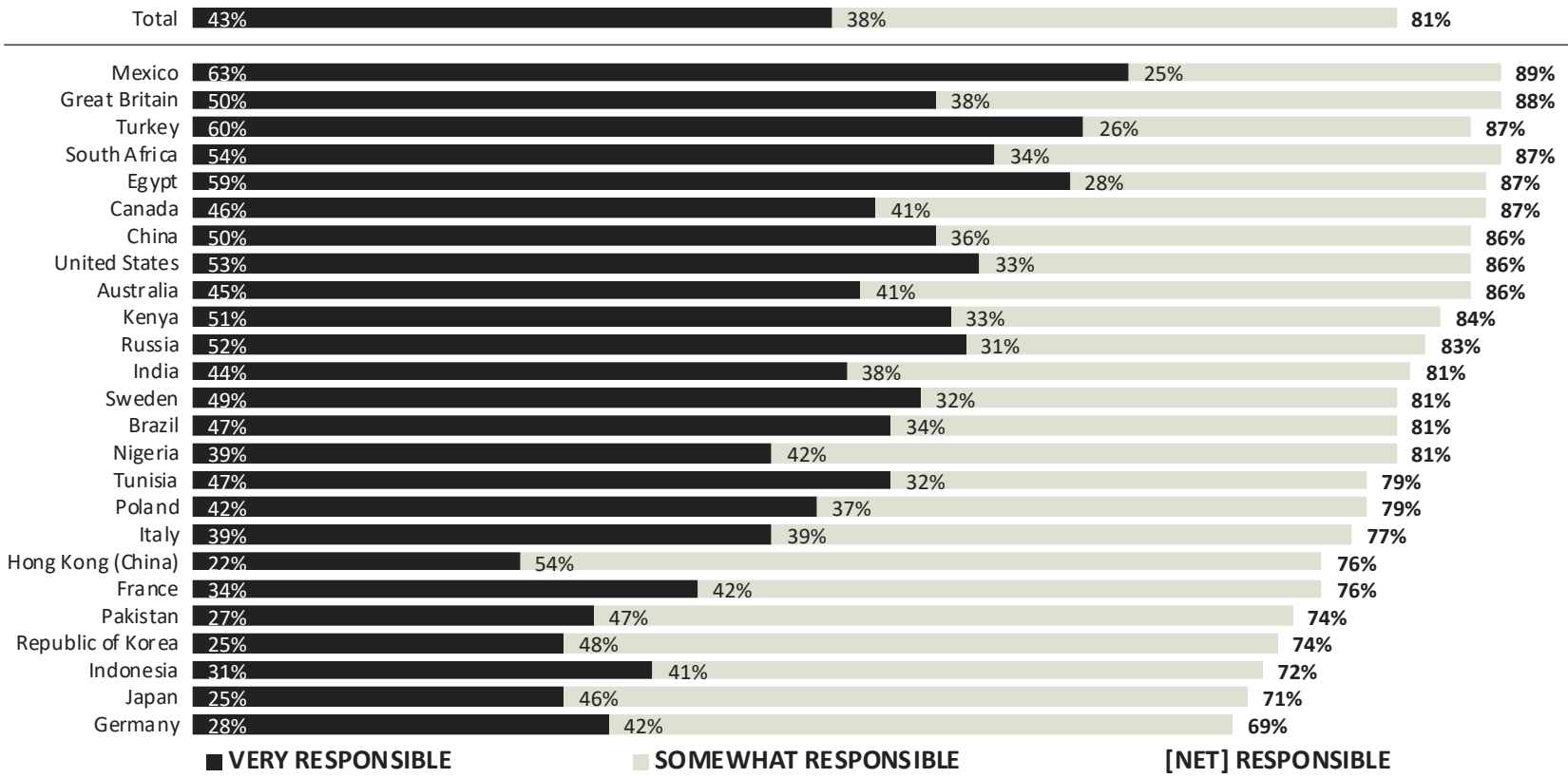
Once again, there is limited regional variation regarding the perceived responsibility of international organizations.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

ONLINE TROLLS

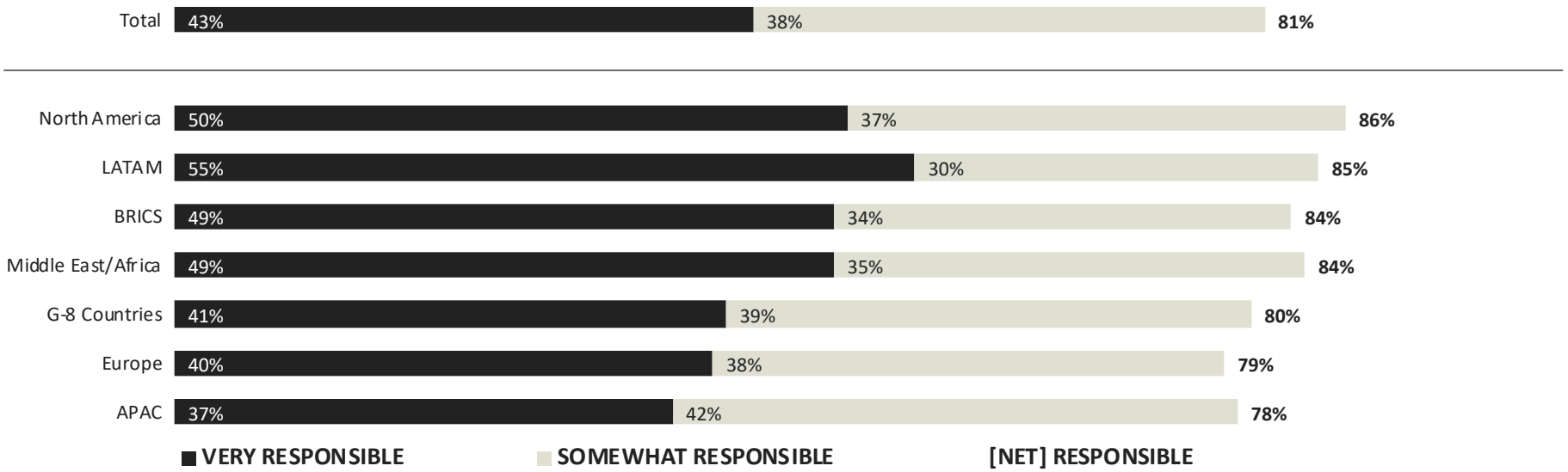
Globally, four in five (81%) assign at least some responsibility to online trolls, for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

ONLINE TROLLS

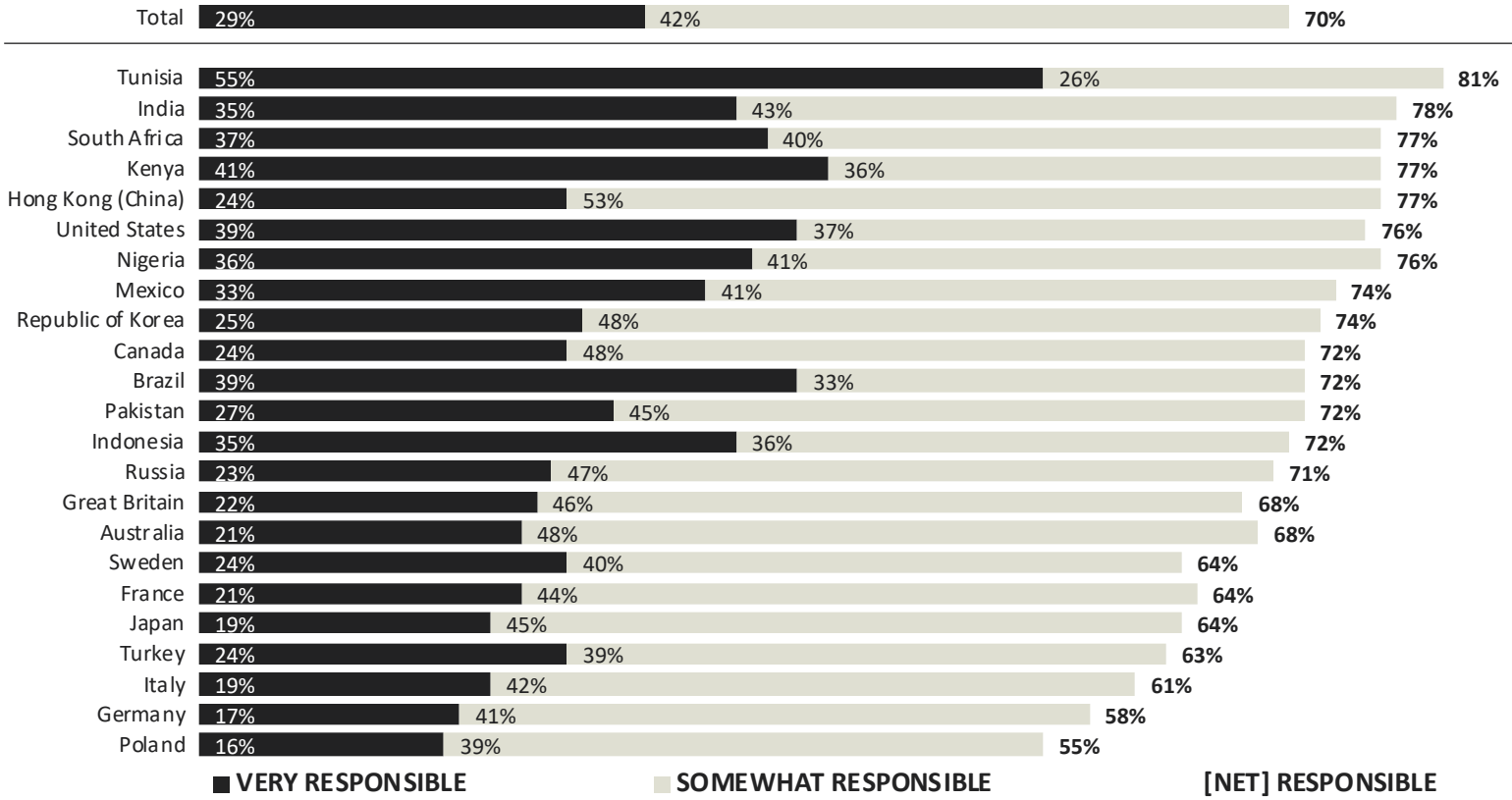
Strong majorities in all economies rate online trolls as being at least *somewhat responsible* for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

LEFT WING POLITICAL PARTIES

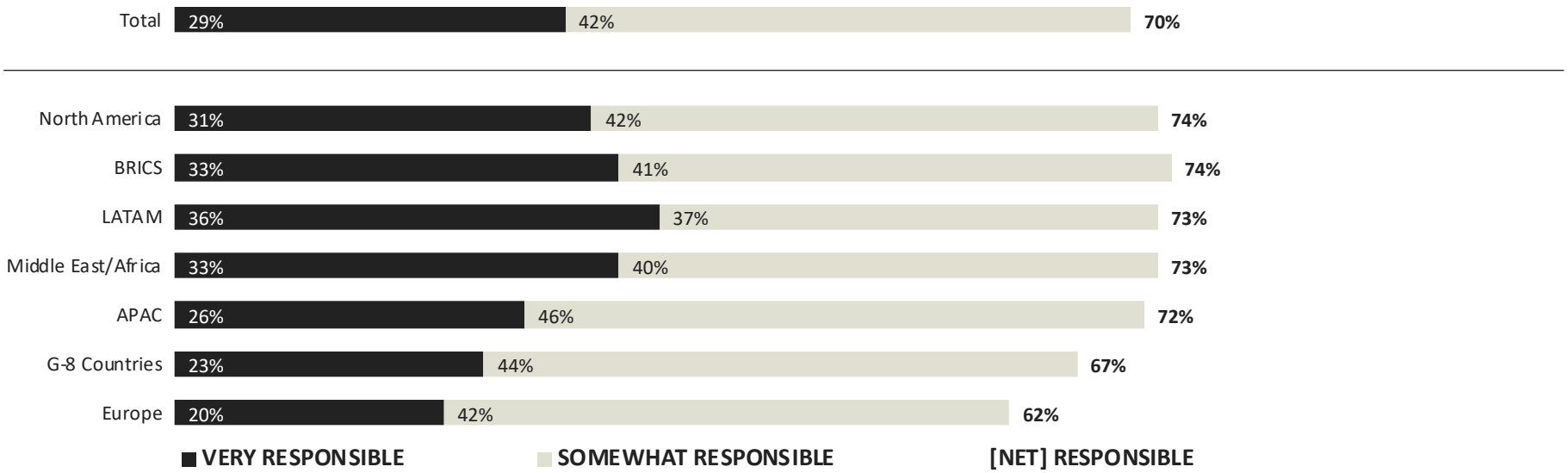
At seven in ten (70%), most feel as though left wing political parties are at least *somewhat responsible* for spreading fake news, ranging from a high of 81% in Tunisia to a low of 55% in Poland.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

LEFT WING POLITICAL PARTIES

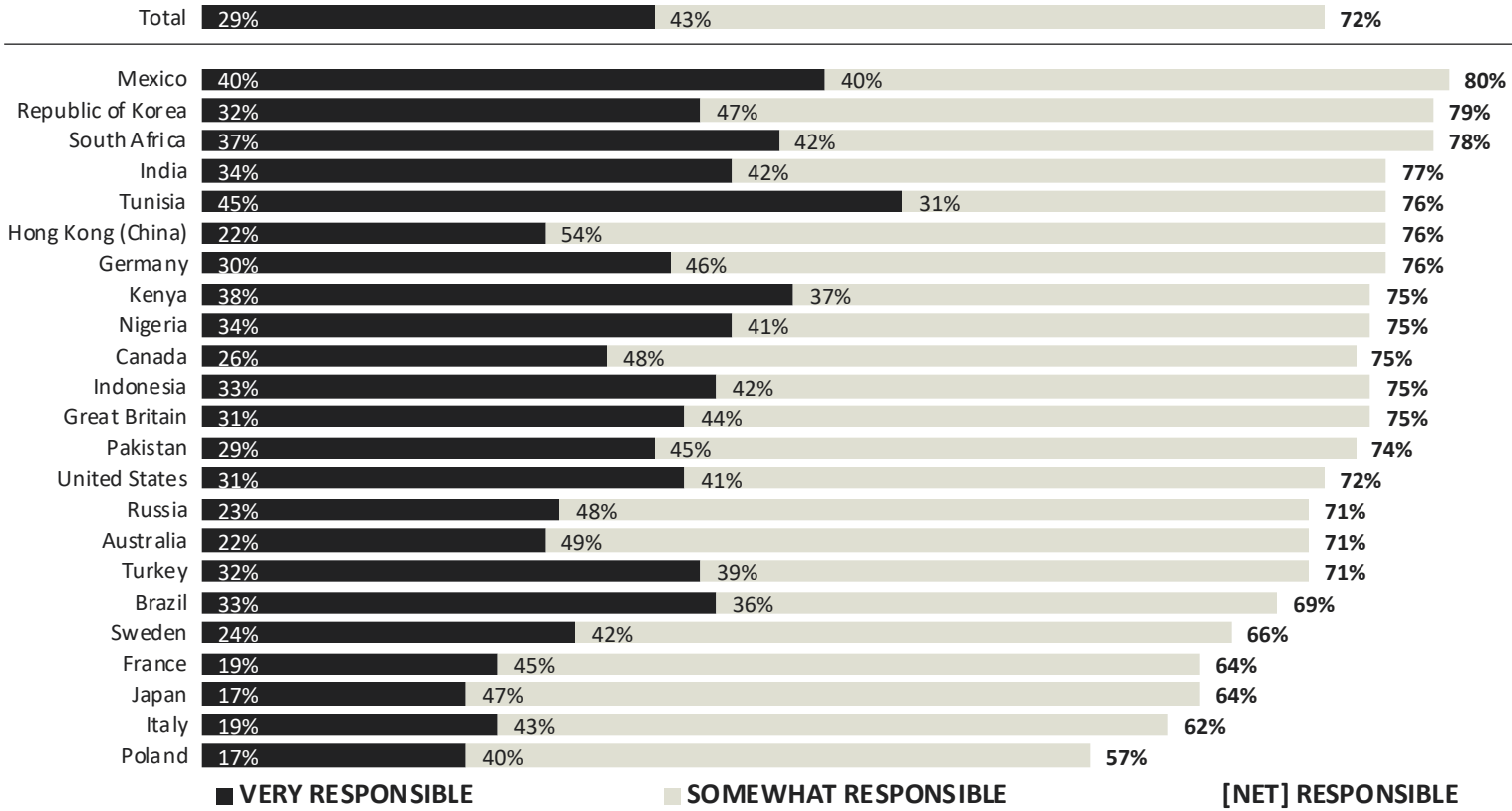
At just over six in ten (62%), Europeans are considerably less likely, relative to the global average, to rate left wing political parties as being at least *somewhat responsible* for the spread of fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

RIGHT WING POLITICAL PARTIES

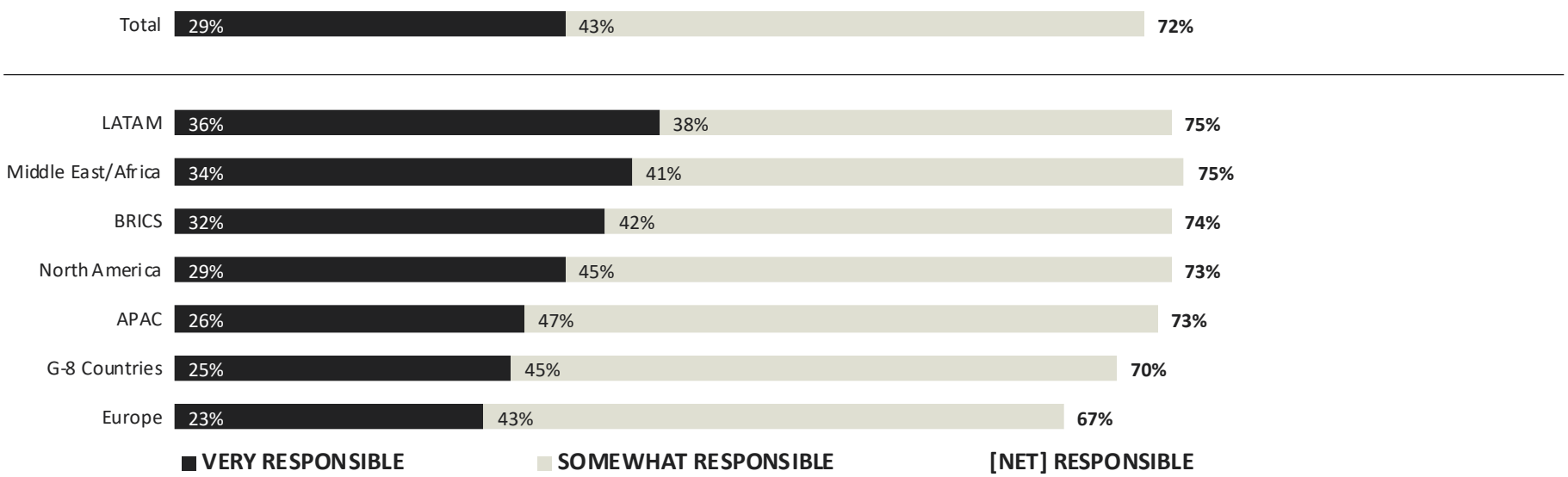
At seven in ten (72%), around the same proportion think that right wing political parties are at least partially to blame for the spread of fake news, ranging from a high of 80% in Mexico to a low of 57% in Poland.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

RIGHT WING POLITICAL PARTIES

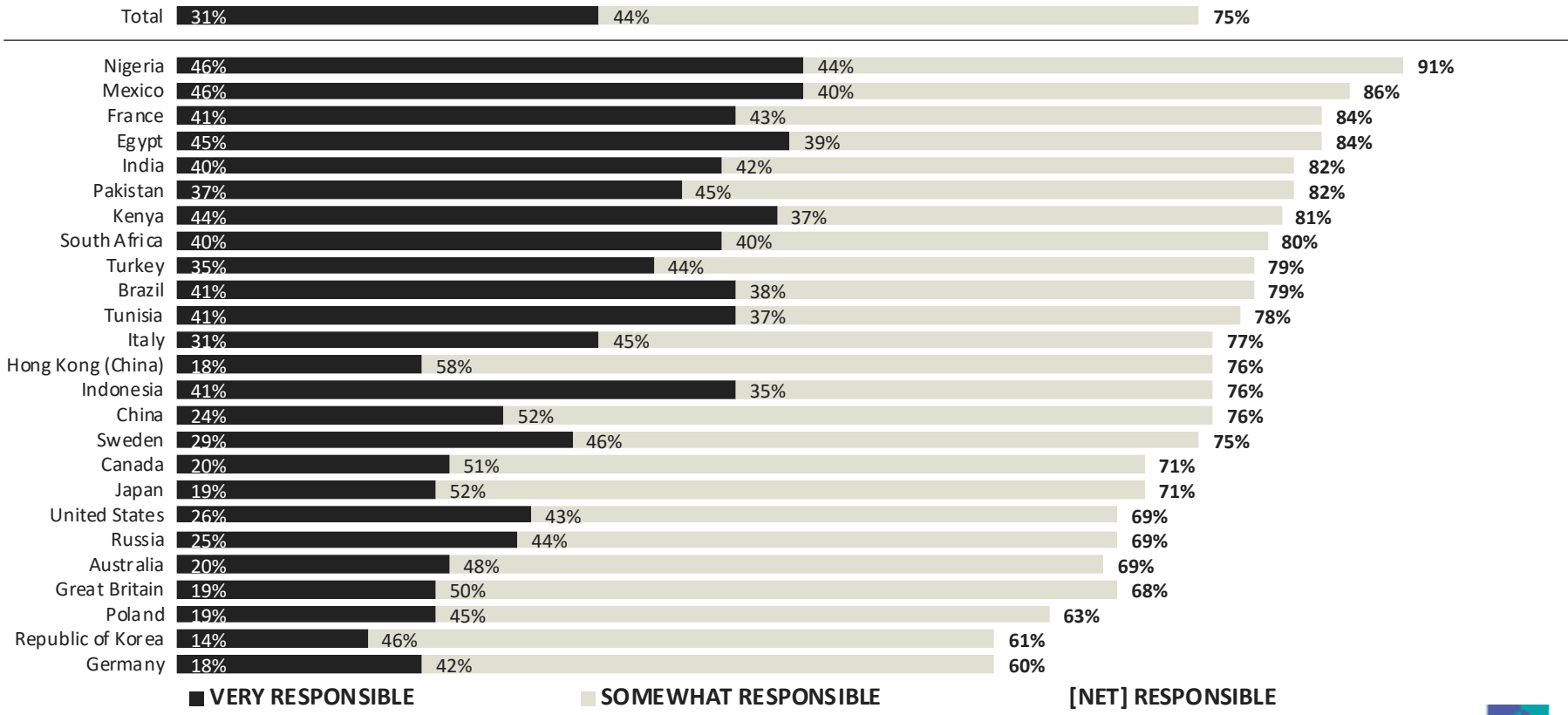
Opinions vary little across the regional economies, with between two-thirds and three-quarters willing to assign at least some of the blame to right wing political parties, for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA

AVERAGE SOCIAL MEDIA USERS

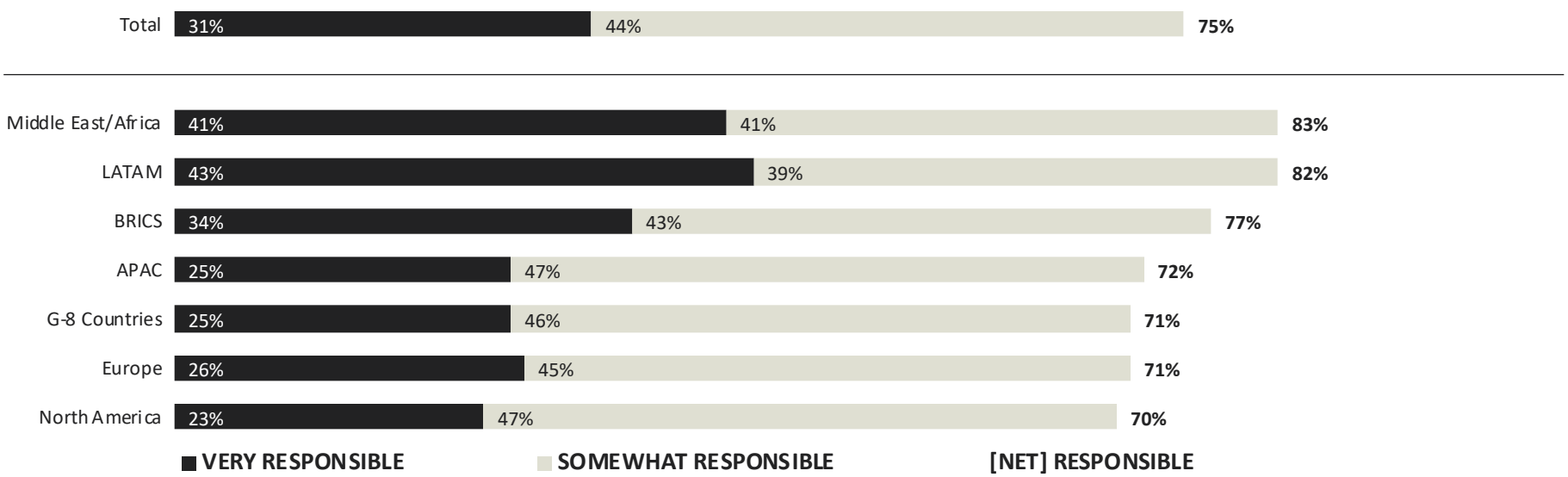
Three in four (75%) global citizens place at least some blame on the average social media user, for spreading fake news. This sentiment is strongest in Nigeria (91%), weakest in Germany (60%) & the Republic of Korea (61%).



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

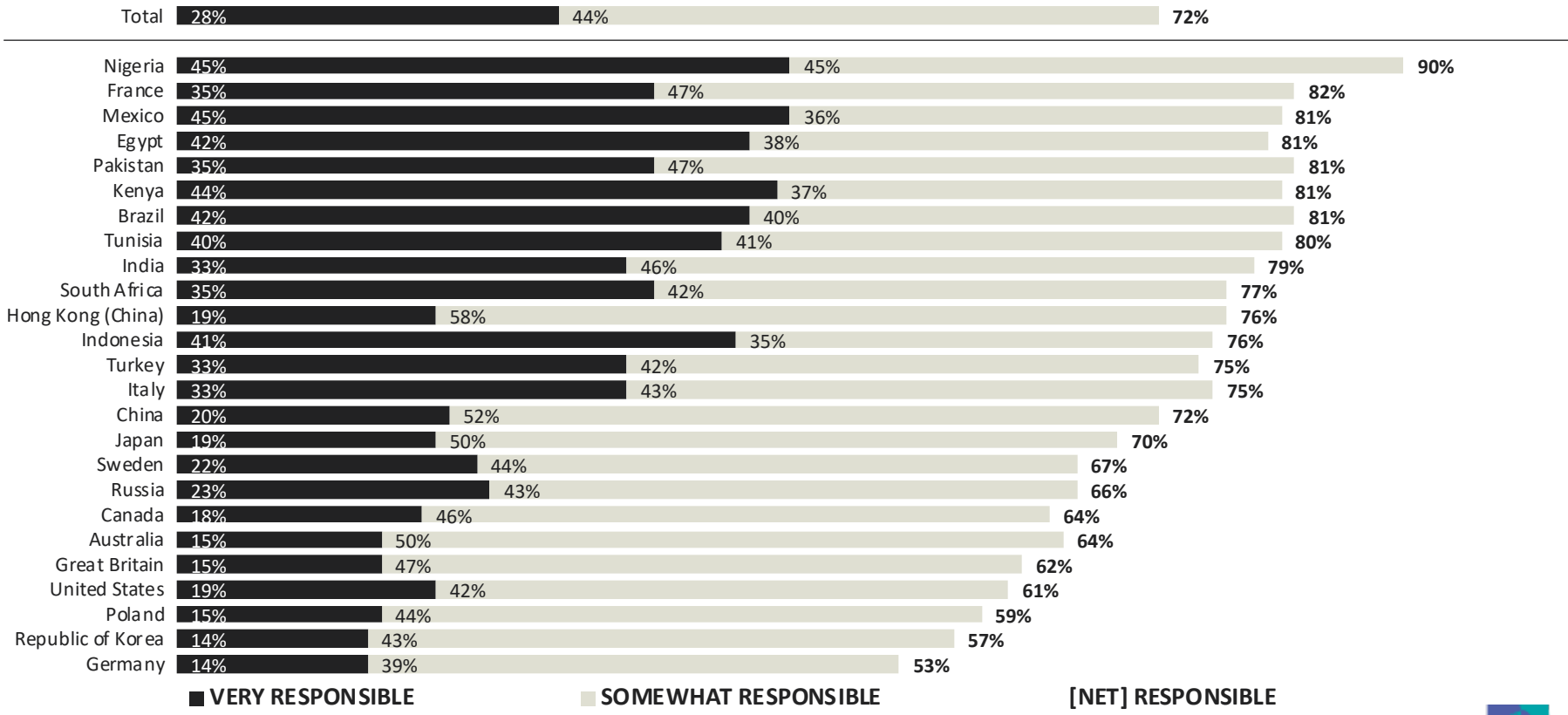
AVERAGE SOCIAL MEDIA USERS

Citizens living in more developed economies tend to be less likely to think that the average social media user is responsible for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

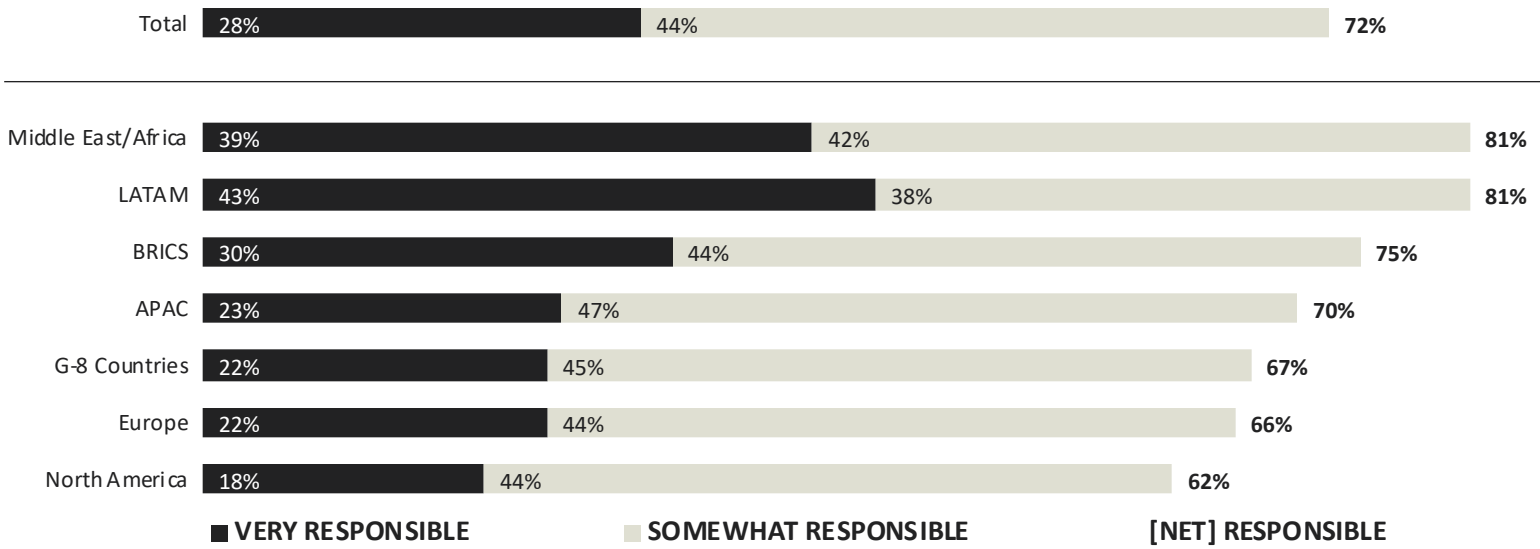
Majorities in all economies, and as many as nine in ten (90%) in Nigeria, think that the average Internet user is at least *somewhat responsible*, for the spread of fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

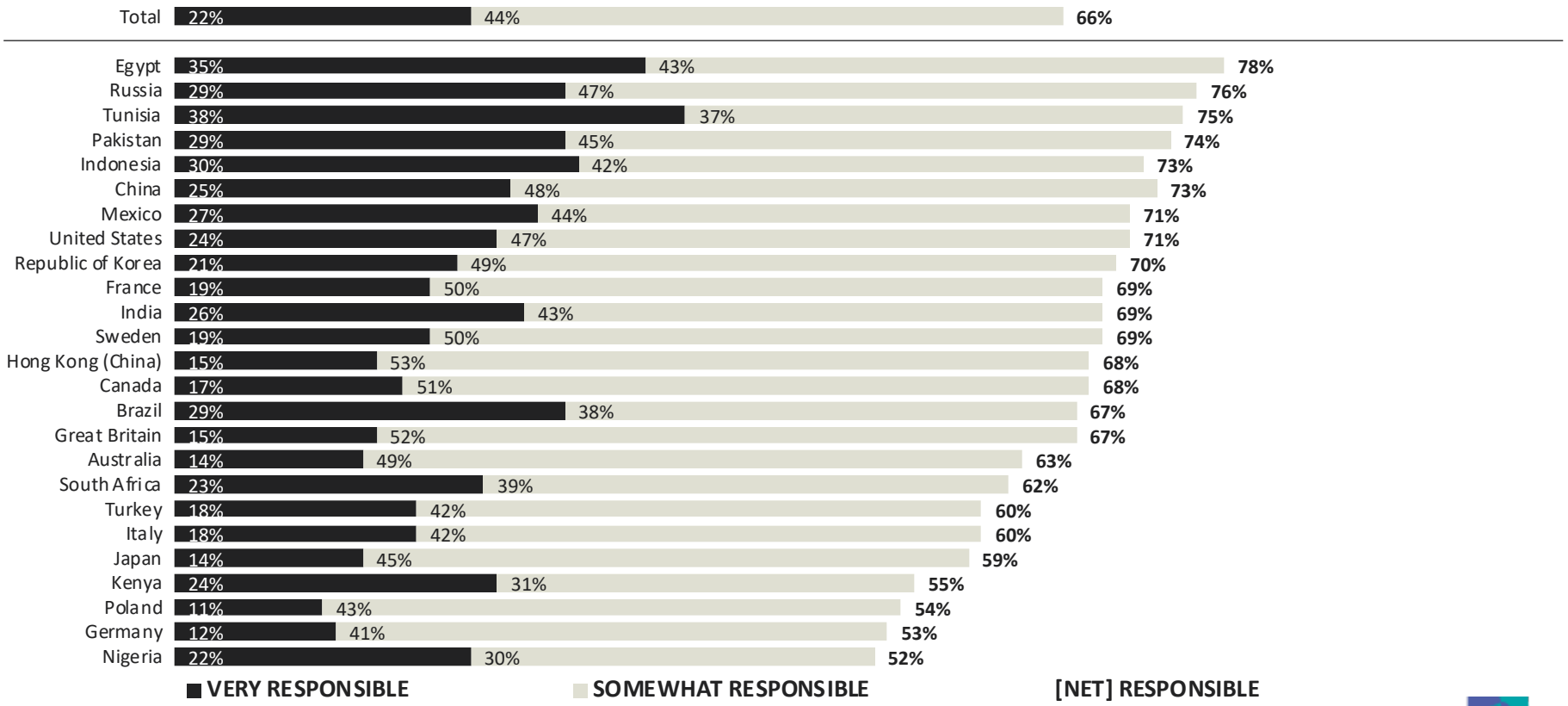
AVERAGE INTERNET USERS

As is the case with social media users, citizens living in the more developed economies tend to be less inclined to think that the average Internet user can be blamed for the spread of fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

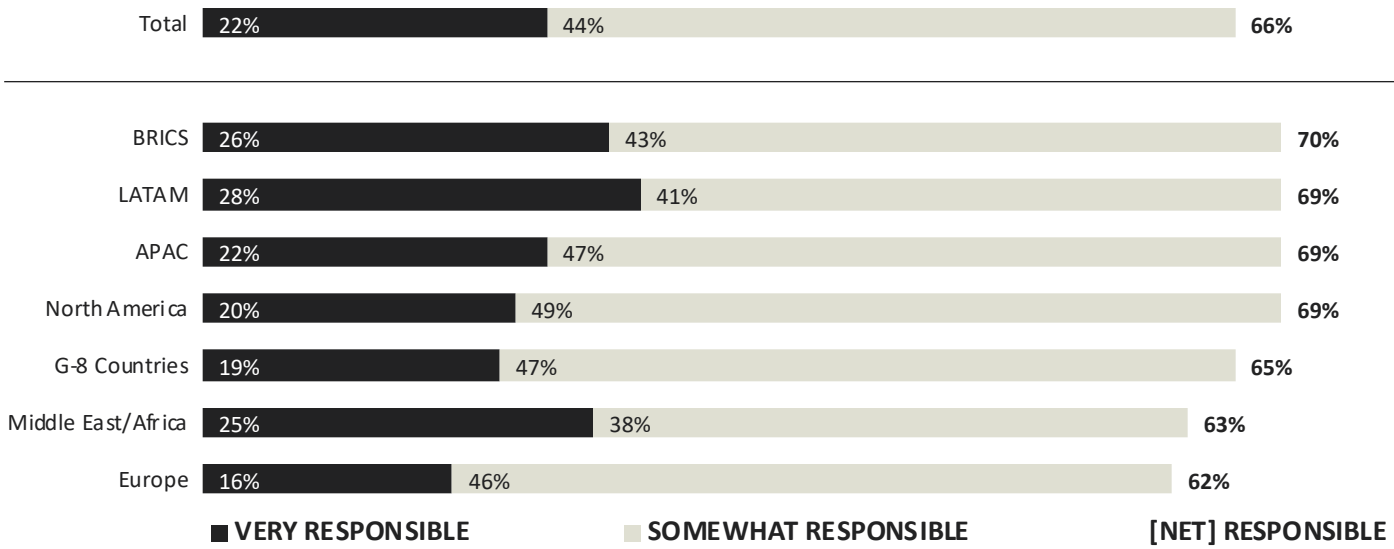
Two-thirds (66%) of global citizens think that NGOs are at least *somewhat responsible*, for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

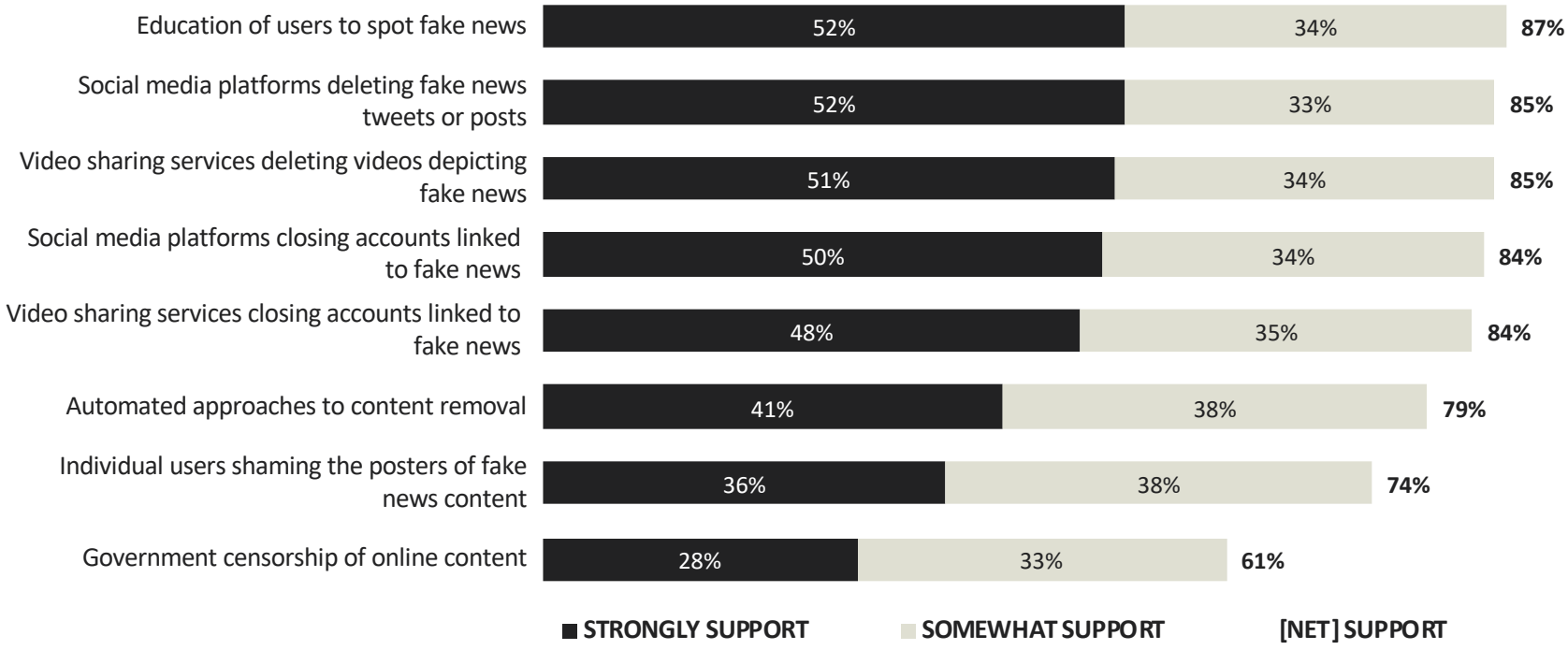
NON-GOVERNMENTAL ORGANIZATIONS

There is limited regional variation, with between six & seven in ten in each of the regional economies placing at least some blame on NGOs for spreading fake news.



Q31. To what extent do you think the following actors are responsible for the spread of fake news:
Base: 2019 (n=25,229)

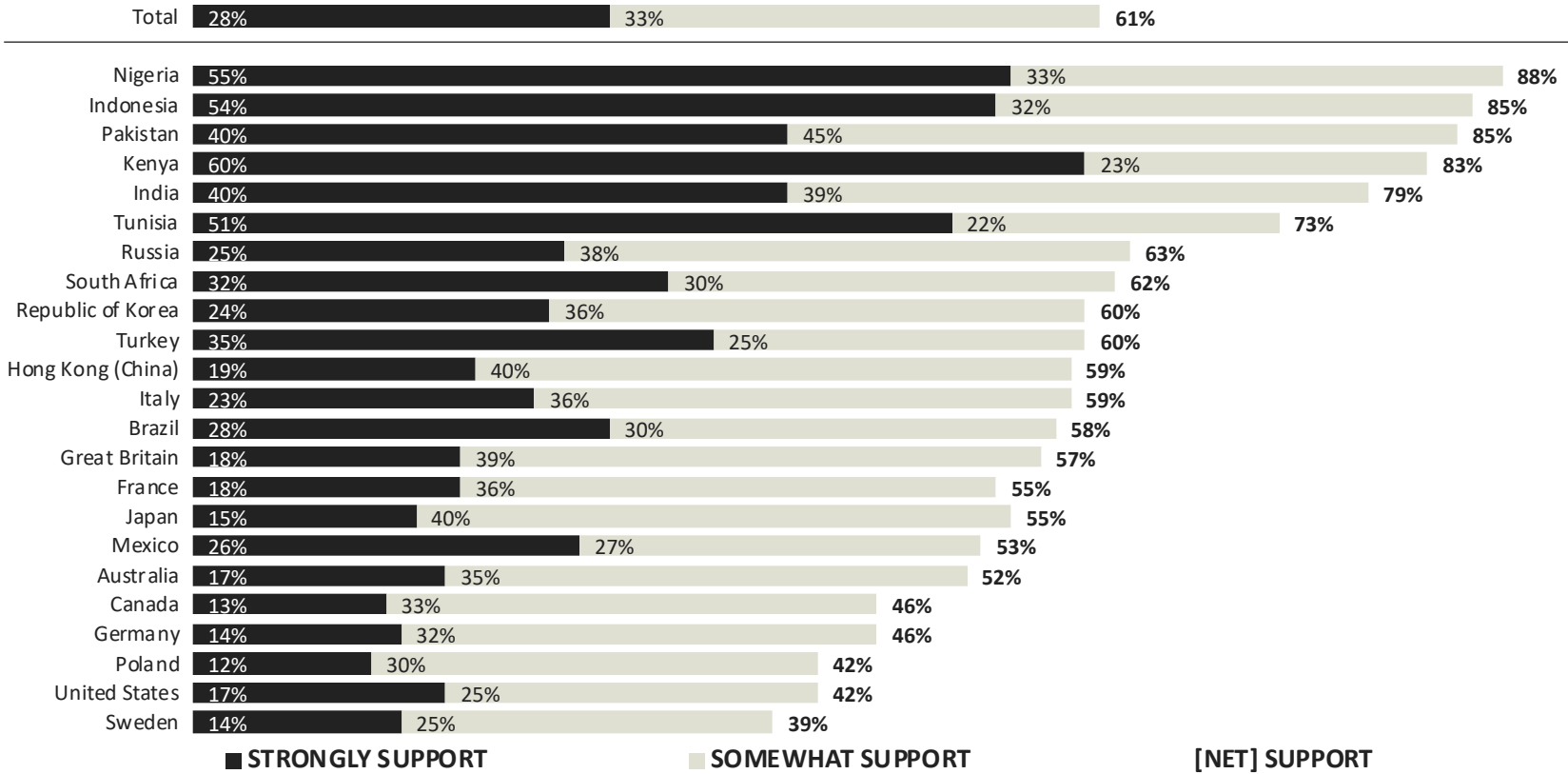
Most *support* all efforts aimed at combating fake news. In fact, with the exception of government censorship, very strong majorities indicate support for all other potential forms of action that can be taken which are geared towards resisting the spread of fake news leading with education and the deletion of fake news by social media platforms.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

GOVERNMENT CENSORSHIP OF ONLINE CONTENT

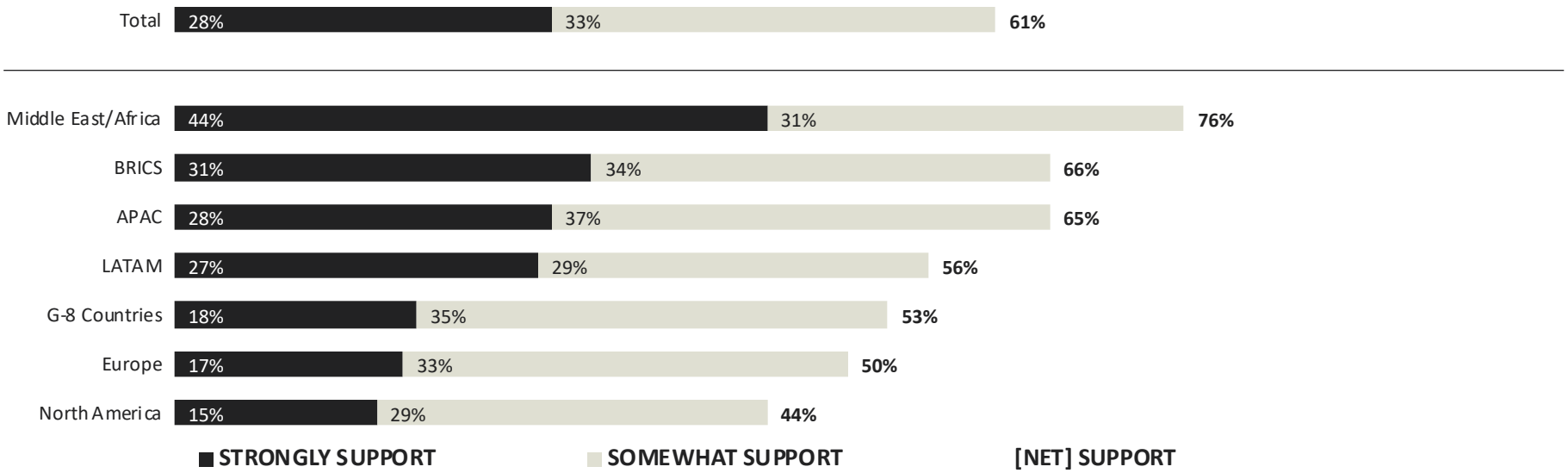
Three in five (61%) globally support government censorship of online content, as a means of restricting the spread of fake news. Support for this measure is strongest in Nigeria (88%) & weakest in Sweden (39%).



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=23,227) NOT ASKED IN CHINA & EGYPT

GOVERNMENT CENSORSHIP OF ONLINE CONTENT

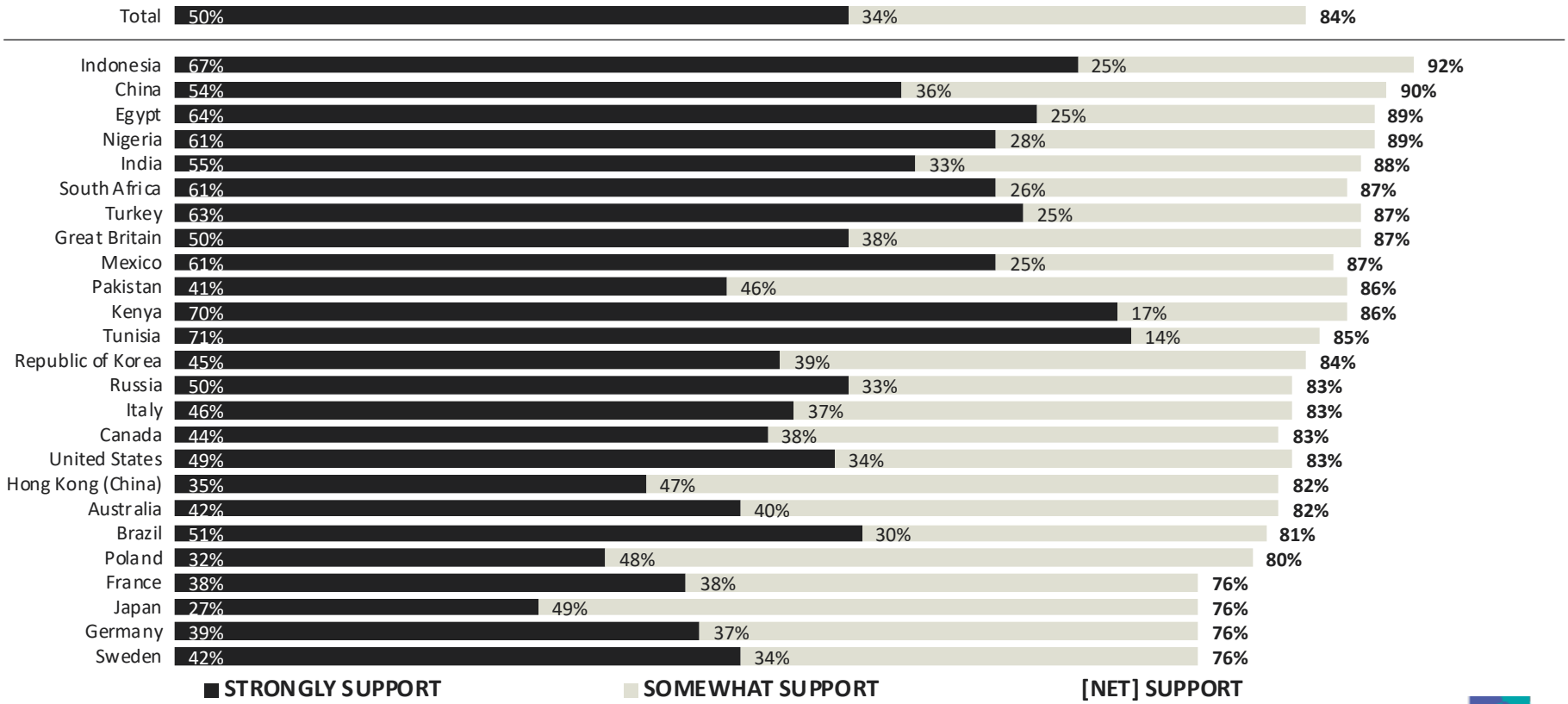
Support tends to be higher in developing economies & lower in developed economies. In fact, half or more support government censorship in all regions of the world, save for North America.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=23,227) NOT ASKED IN CHINA & EGYPT

SOCIAL MEDIA PLATFORMS CLOSING ACCOUNTS LINKED TO FAKE NEWS

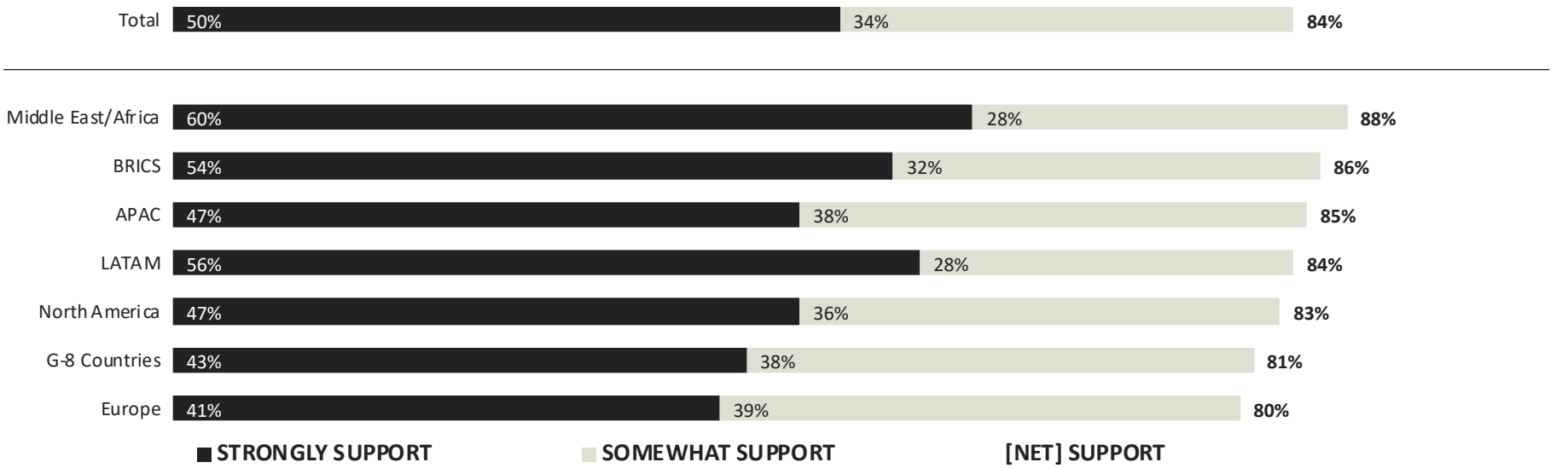
Well over four in five (84%) would like to see social media platforms terminate accounts that are linked to fake news, including strong majorities in all economies surveyed.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

SOCIAL MEDIA PLATFORMS CLOSING ACCOUNTS LINKED TO FAKE NEWS

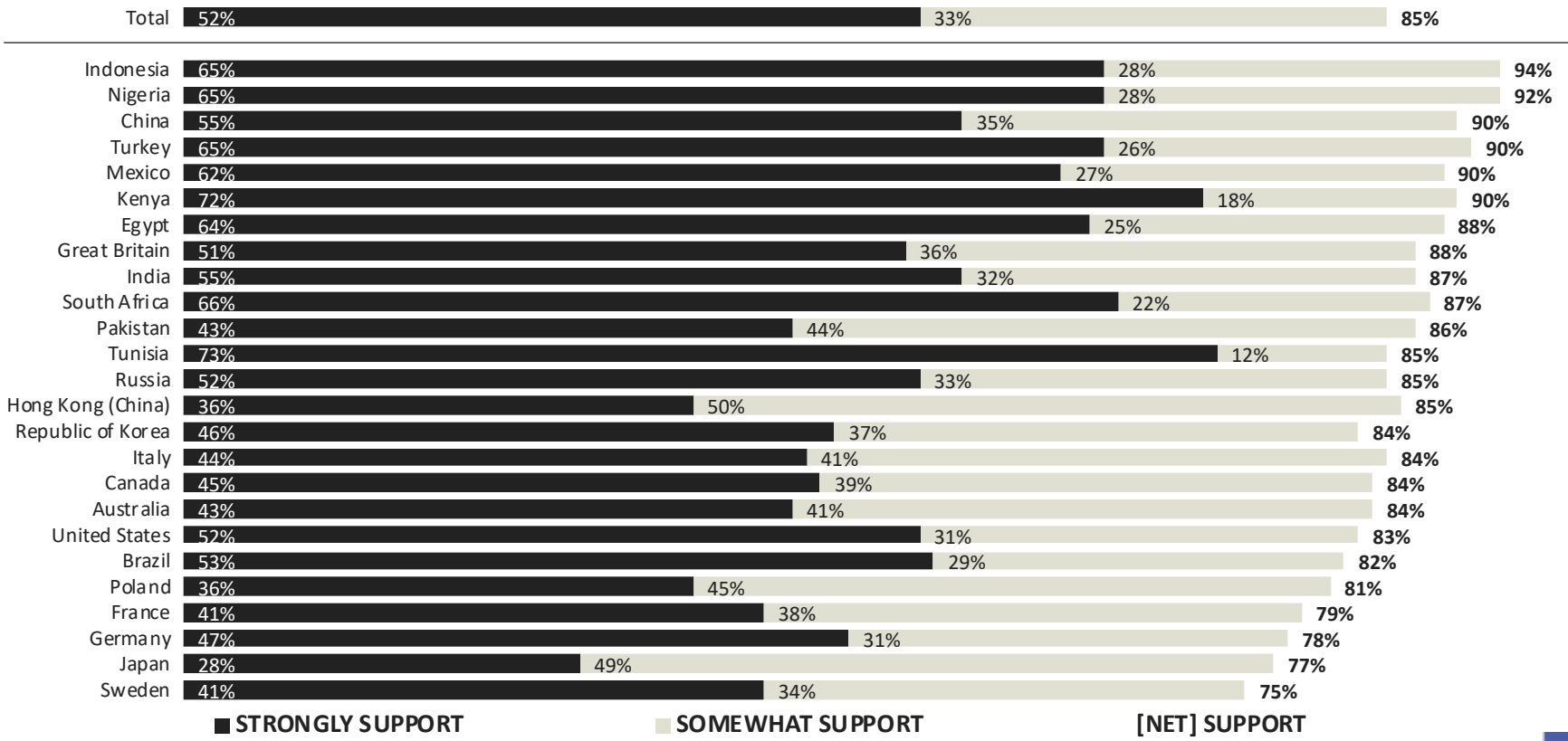
Support varies little by economy, with between eight & nine in ten indicating at least some *support* for pursuing this particular course of action.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

SOCIAL MEDIA PLATFORMS DELETING FAKE NEWS TWEETS OR POSTS

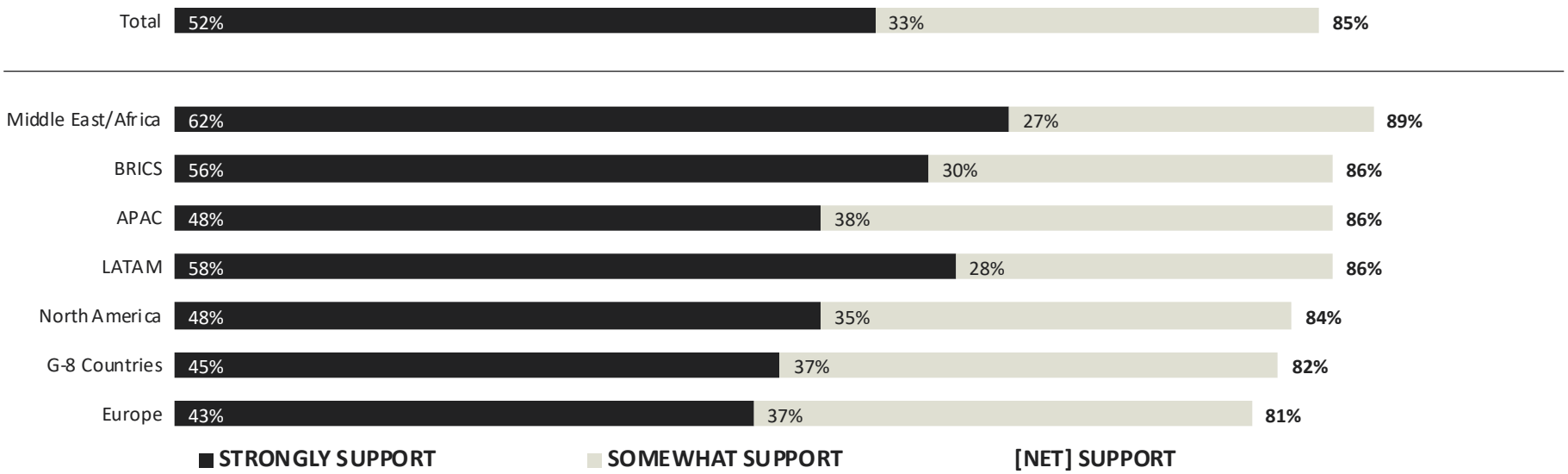
The vast majority (85%) *support* the removal of fake news tweets or posts by social media platforms.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

SOCIAL MEDIA PLATFORMS DELETING FAKE NEWS TWEETS OR POSTS

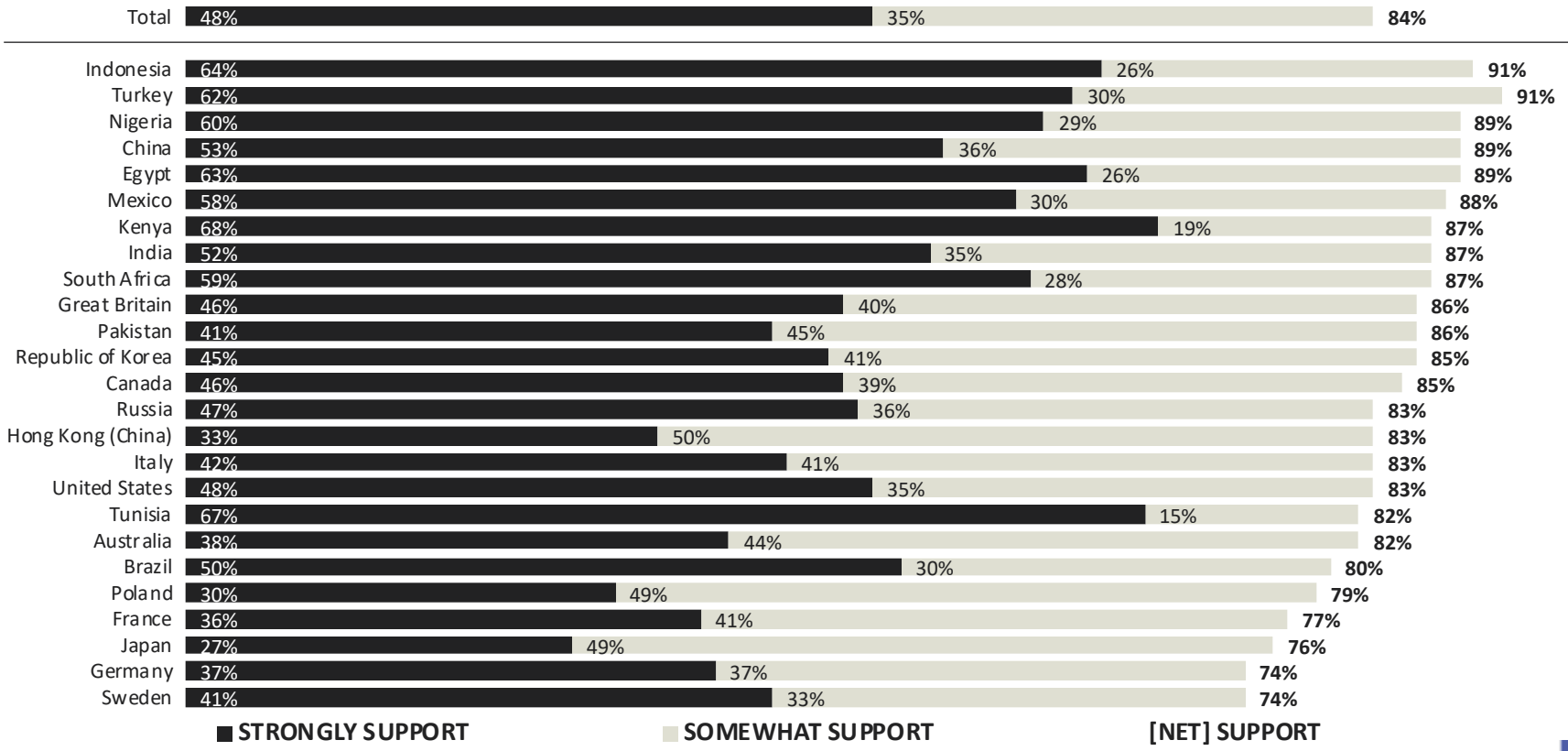
There is once again limited variation by economy, as between eight & nine in ten say that they *support*, at least somewhat, the removal of fake news tweets or posts, by social media platforms.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

VIDEO SHARING SERVICES CLOSING ACCOUNTS LINKED TO FAKE NEWS

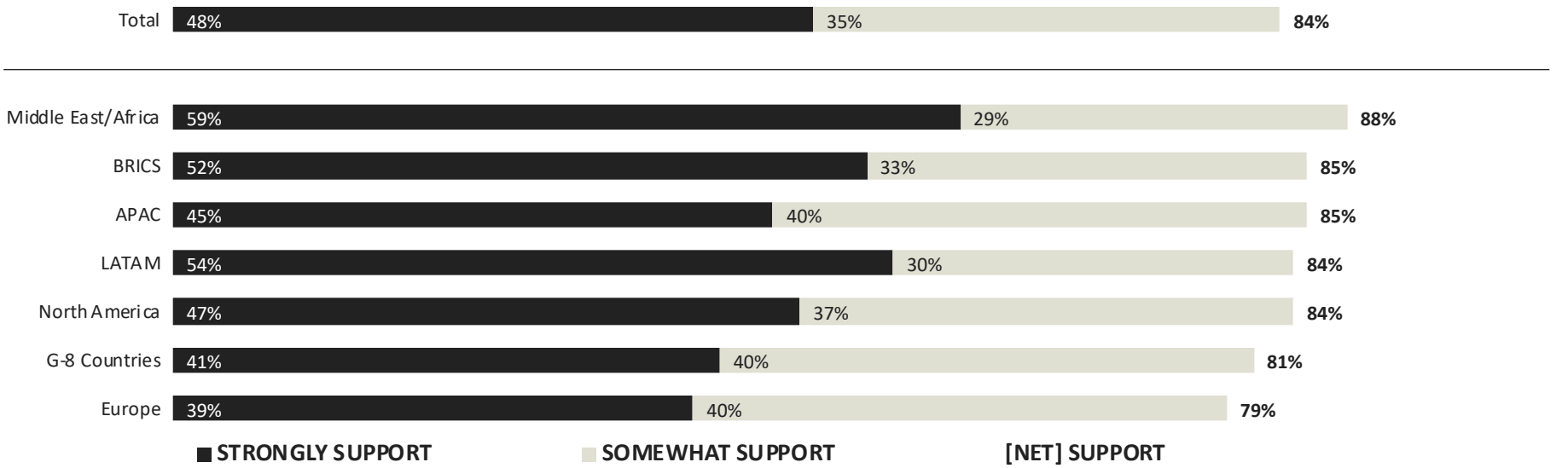
More than eight in ten (84%) *support* video sharing services closing accounts that are linked to fake news, ranging from highs of 91% in Turkey & Indonesia to lows of 74% in Germany & Sweden.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

VIDEO SHARING SERVICES CLOSING ACCOUNTS LINKED TO FAKE NEWS

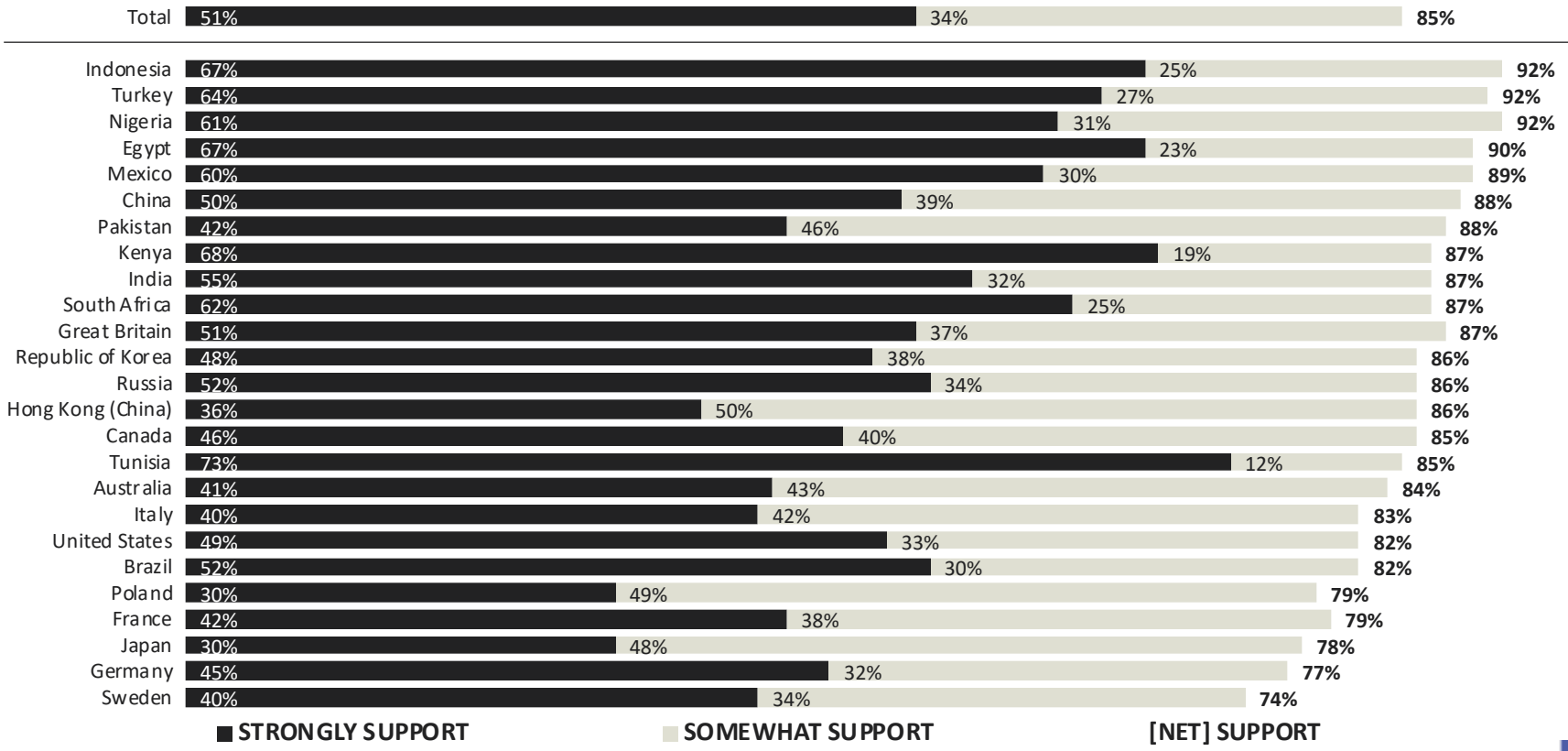
Opinions vary little by economy with between eight & nine in ten indicating *support* in each of the economies surveyed.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

VIDEO SHARING SERVICES DELETING VIDEOS DEPICTING FAKE NEWS

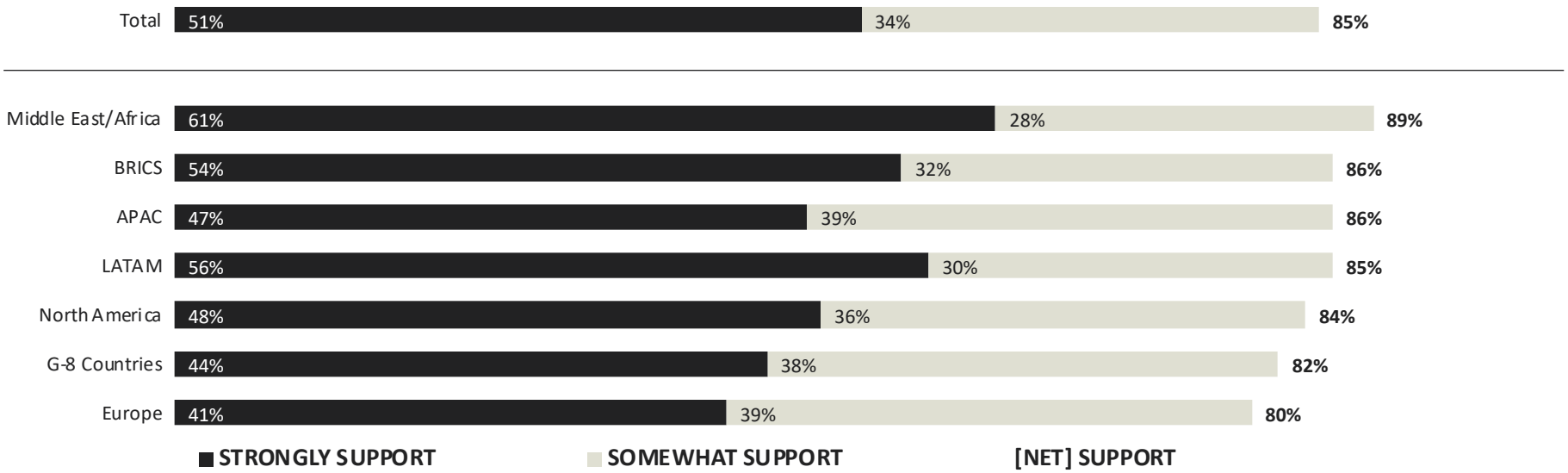
Over four in five (85%) would *support* video sharing services deleting videos depicting fake news, ranging from highs of 92% in Turkey, Indonesia & Nigeria to a low of 74% in Sweden.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

VIDEO SHARING SERVICES DELETING VIDEOS DEPICTING FAKE NEWS

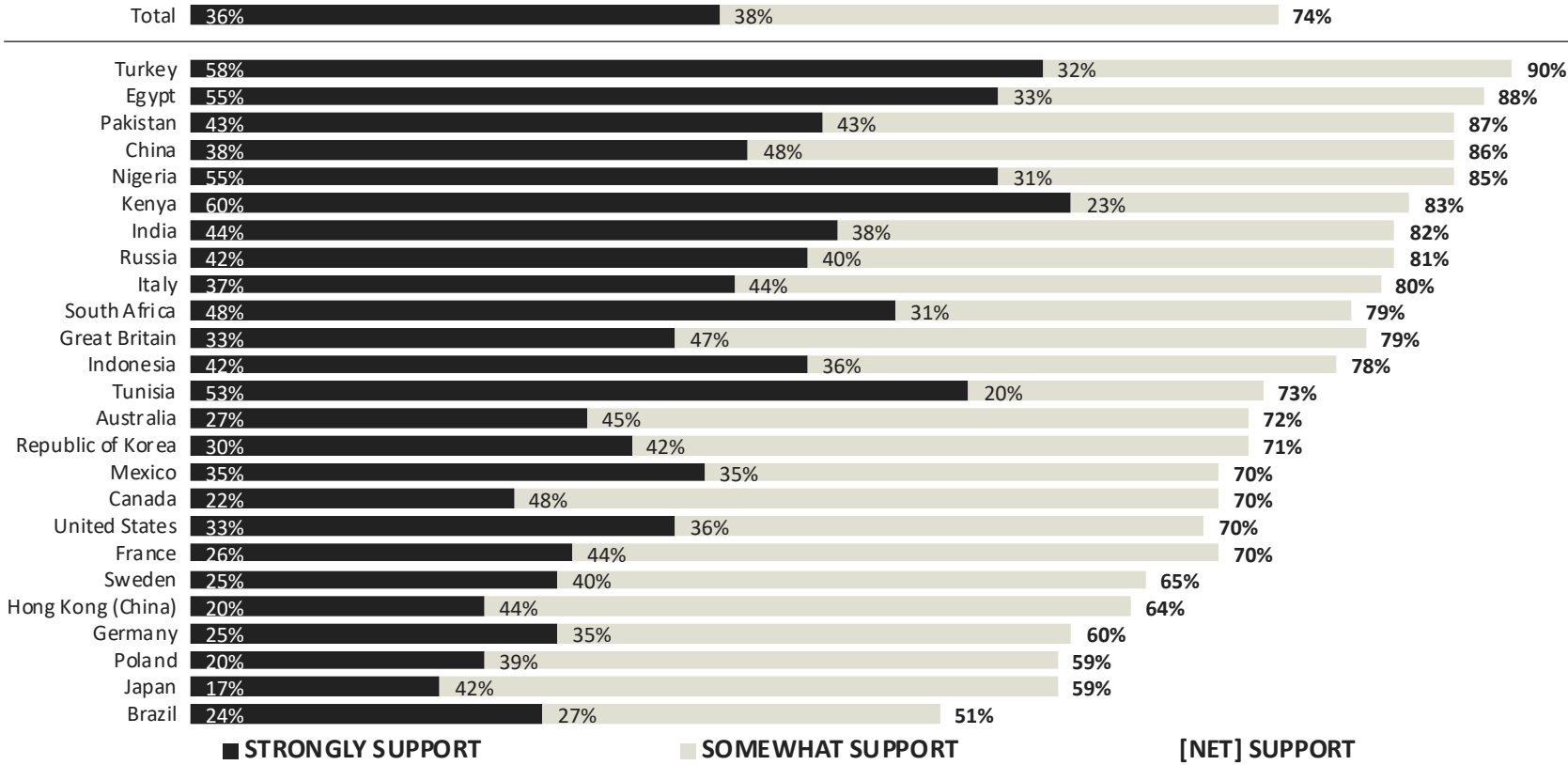
Similarly, there is limited variation by economy as between eight & nine in ten across all regions *support* video sharing services deleting videos depicting fake news.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

INDIVIDUAL USERS SHAMING THE POSTERS OF FAKE NEWS CONTENT

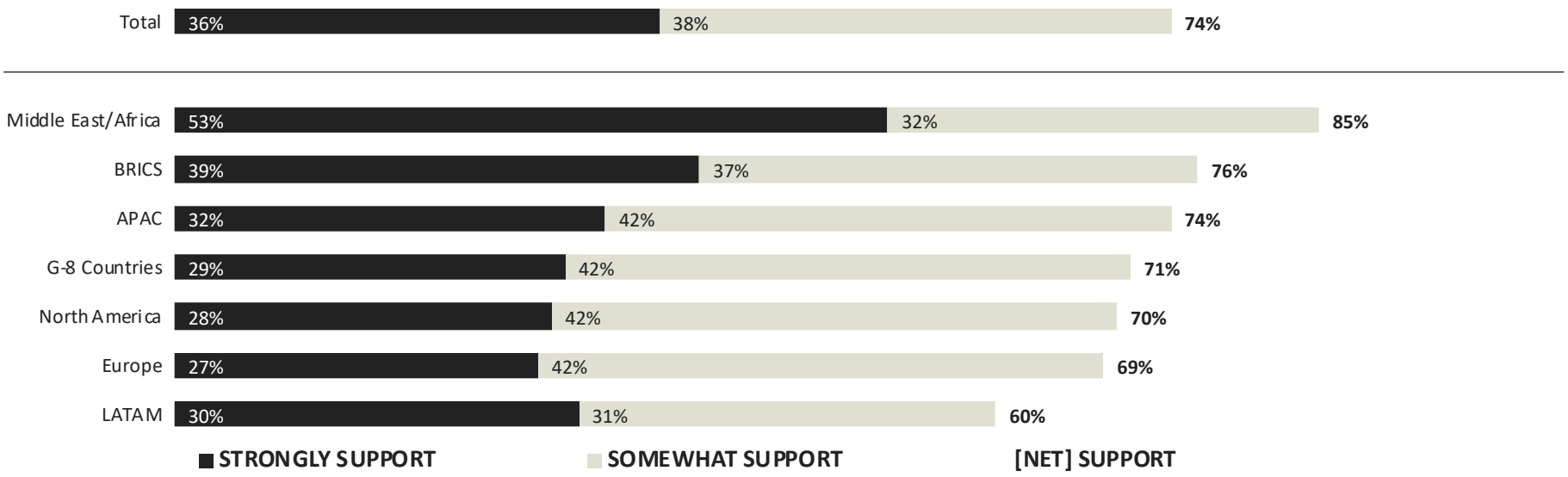
Overall, three in four (74%) would like to see individual users shaming fake news posters, ranging from a high of 90% in Turkey to a low of 51% in Brazil.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

INDIVIDUAL USERS SHAMING THE POSTERS OF FAKE NEWS CONTENT

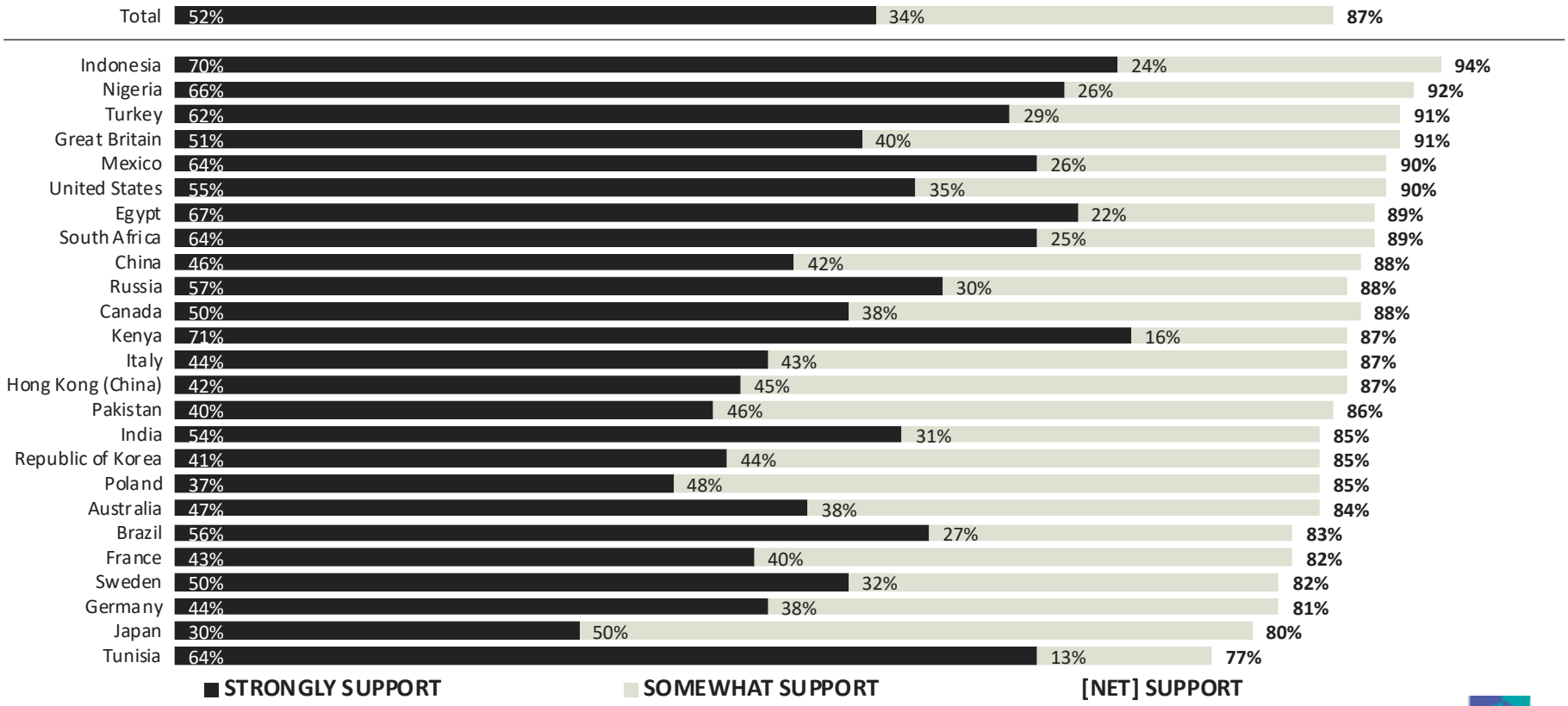
Citizens in the Middle Eastern & African economies are by far the most likely to *support* shaming the posters of fake news content whereas those in the LATAM economies are less supportive.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

EDUCATION OF USERS TO SPOT FAKE NEWS

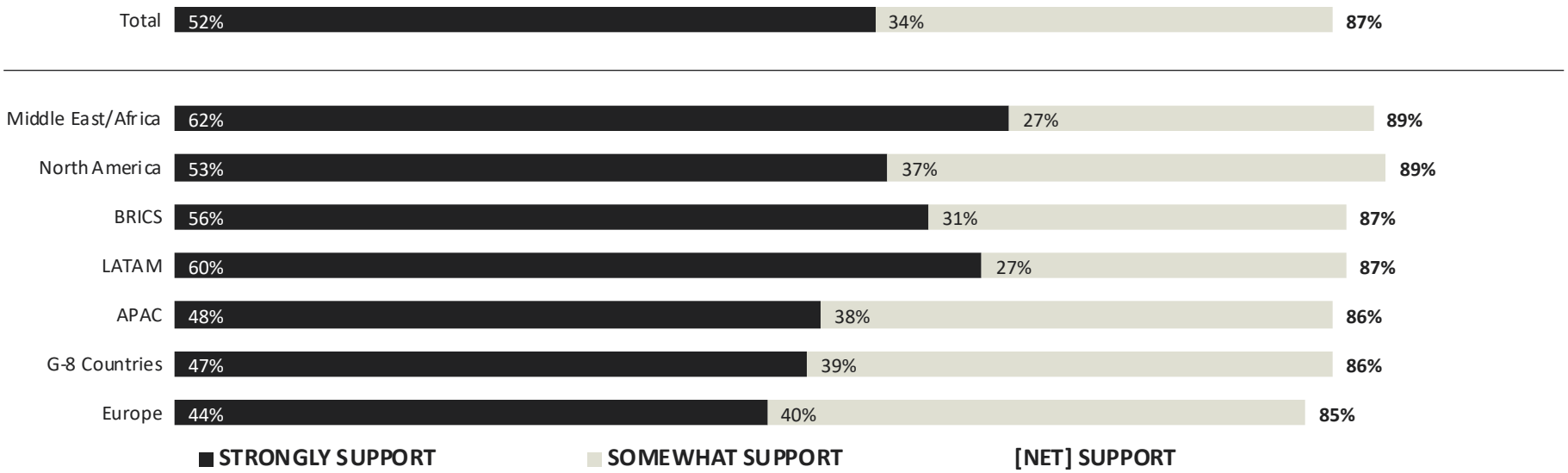
Overall, the vast majority (87%) *support* educating Internet users on how to spot fake news, ranging from virtually all (94%) in Indonesia to around three quarters (77%) in Tunisia.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=25,229)

EDUCATION OF USERS TO SPOT FAKE NEWS

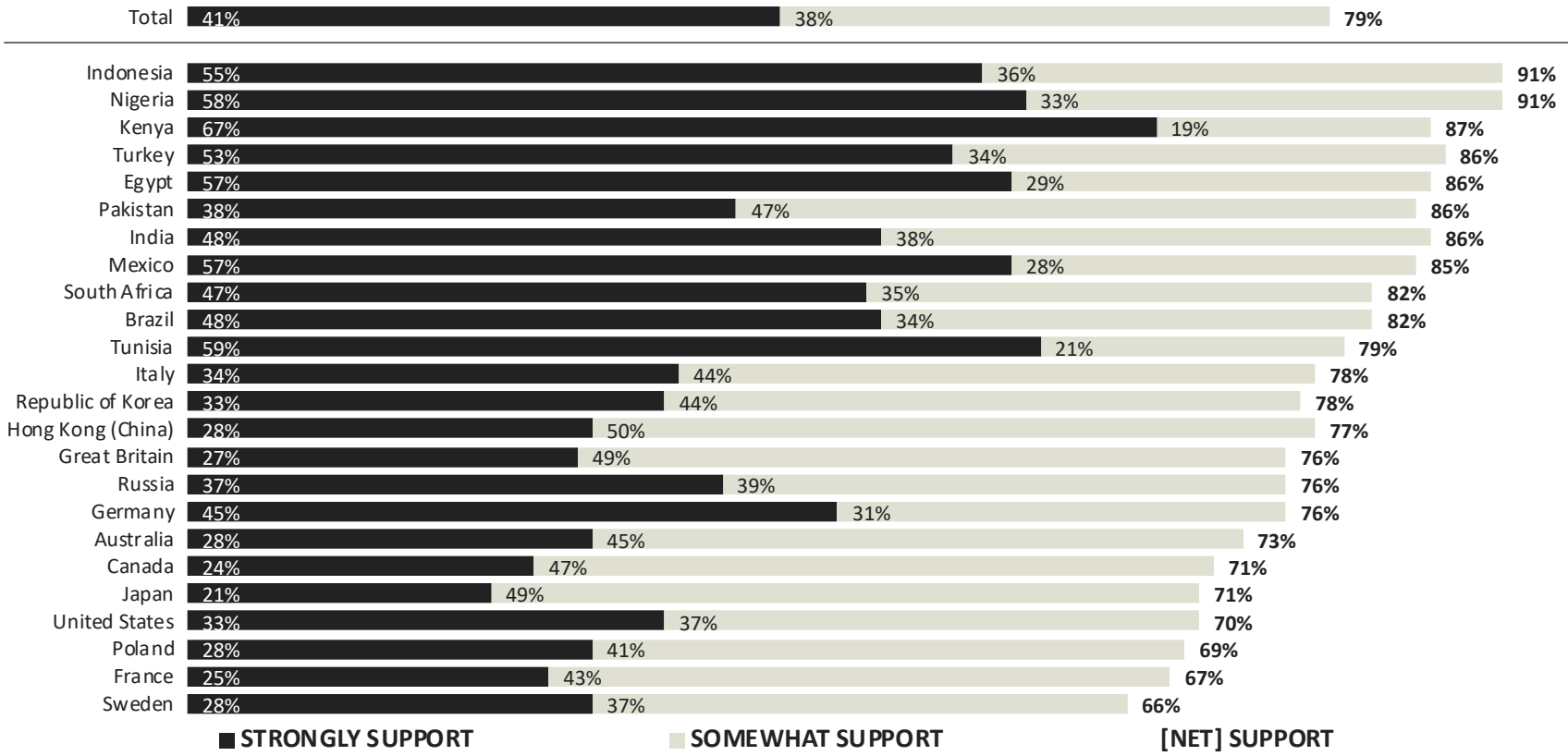
There is very limited variation in the level of *support* for education, by regional economy.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=24,228)

AUTOMATED APPROACHES TO CONTENT REMOVAL

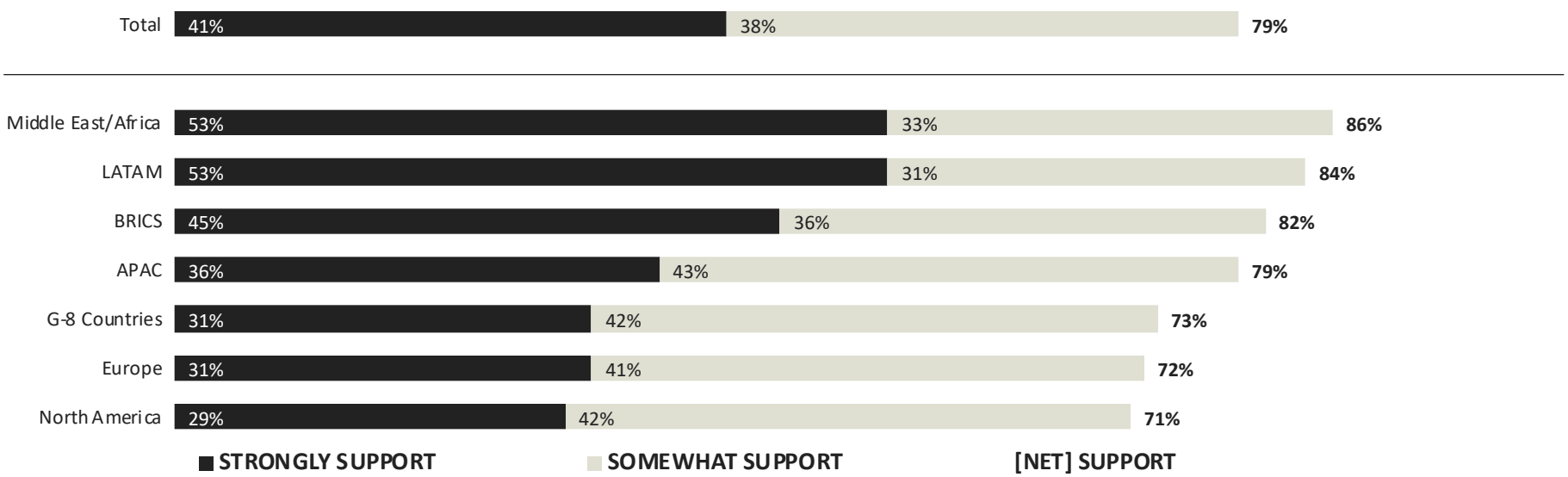
Citizens living in developing economies tend to be more likely to *support* automated solutions to fake news content removal.



Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=24,228) NOT ASKED IN CHINA

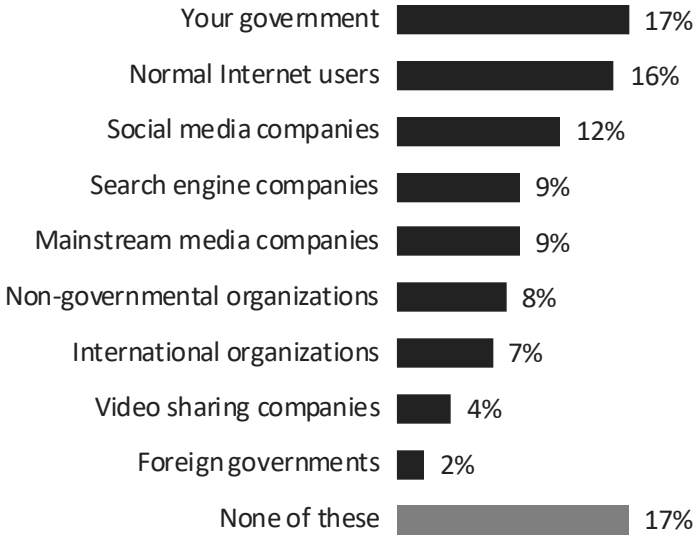
AUTOMATED APPROACHES TO CONTENT REMOVAL

Strong majorities in all economies surveyed *support* an automated approach to combating fake news content.



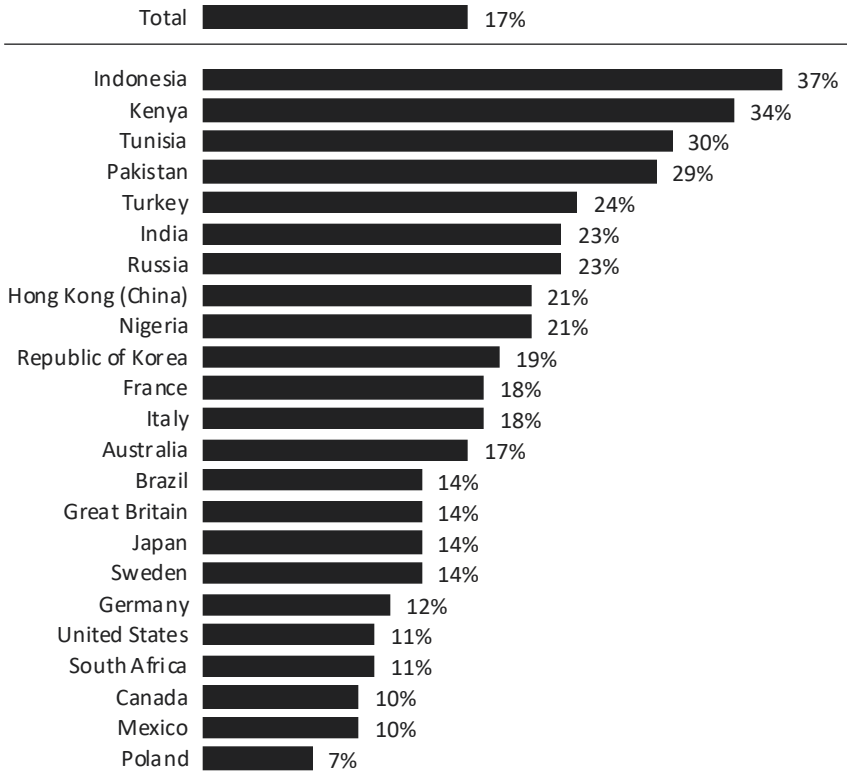
Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=24,228) NOT ASKED IN CHINA

When asked who should determine what constitutes fake news, there is not consensus. The highest proportion feel like this should fall under government jurisdiction (at 17%). It is of some interest, however, that equally as many (17%) do not view any of the actors listed in our survey as appropriate adjudicators. One in six (16%) think this should be the responsibility of normal Internet users.



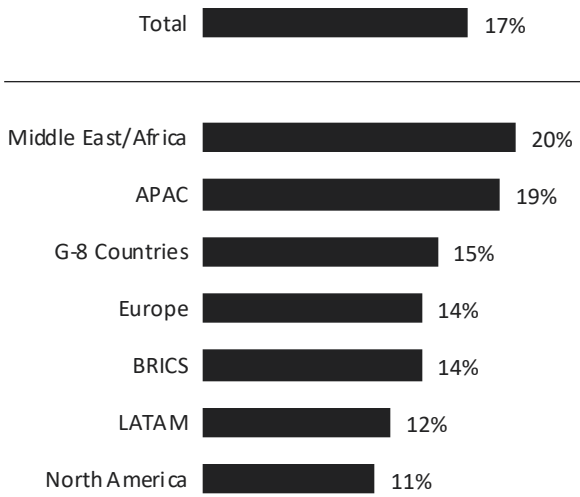
Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

Overall, seventeen percent (17%) think that their government should be responsible for deciding what constitutes fake news, ranging from a high of 37% in Indonesia to a low of 7% in Poland.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229) NOT ASKED IN CHINA & EGYPT

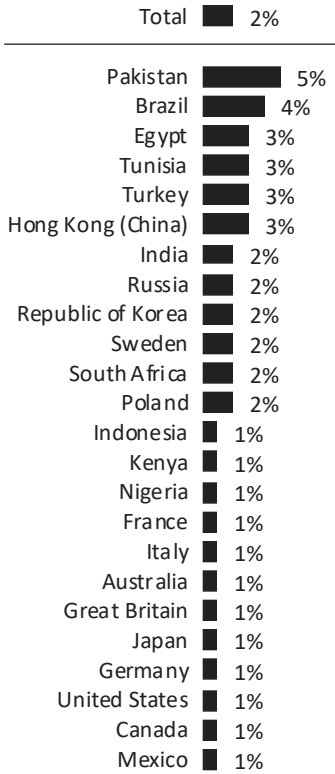
There is limited regional variation, as between one & two in ten across all economies feel as though their government should be charged with deciding what constitutes a piece of fake news.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229) NOT ASKED IN CHINA & EGYPT

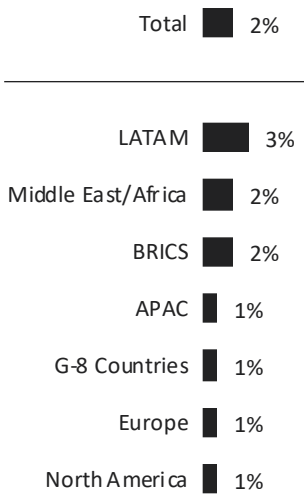
FOREIGN GOVERNMENTS

Just two percent (2%) would like to see foreign governments decide what constitutes a piece of fake news.



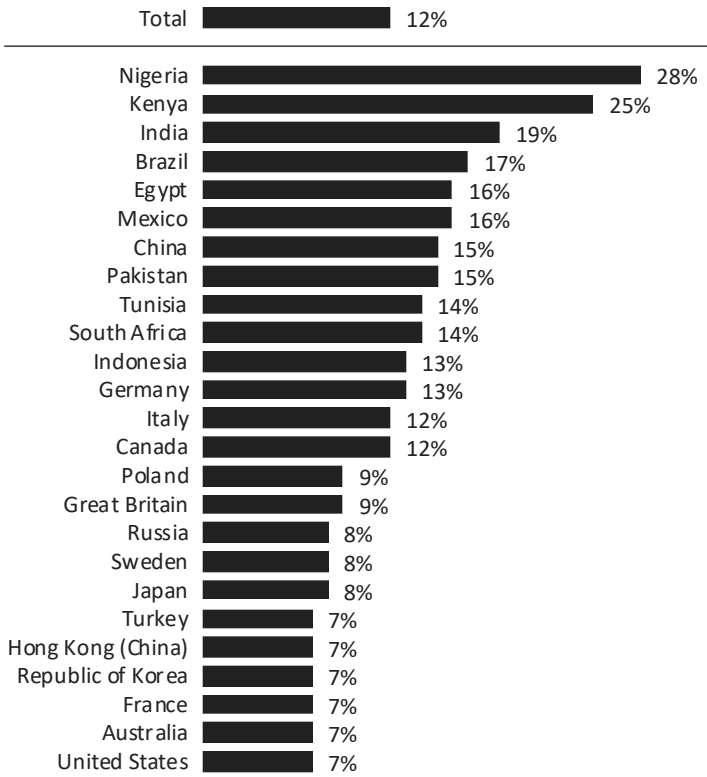
Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229) NOT ASKED IN CHINA

In each region, very few think that foreign governments should hold responsibility for deciding what constitutes a piece of fake news.



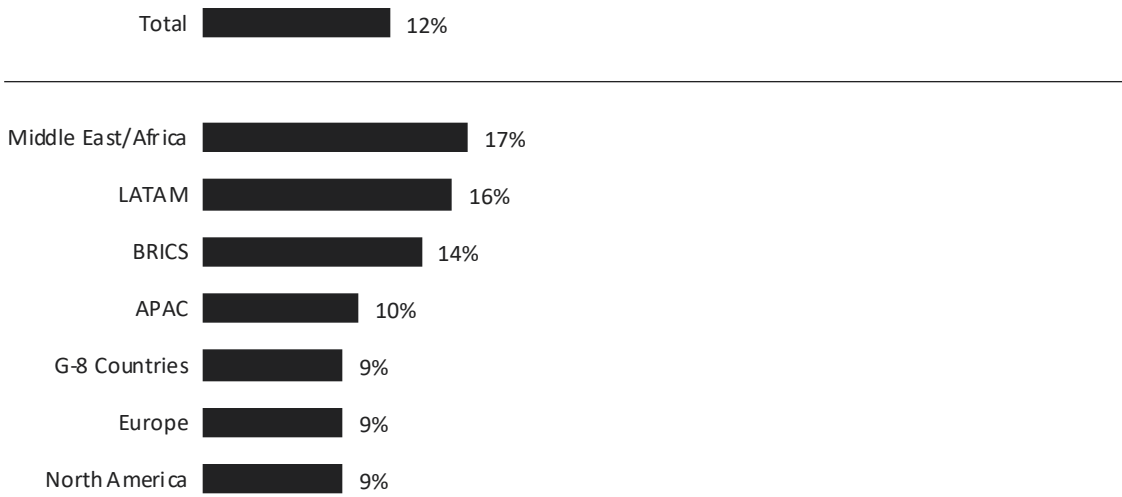
Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229) NOT ASKED IN CHINA

Twelve percent (12%) think that social media companies should decide what a piece of fake news is.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

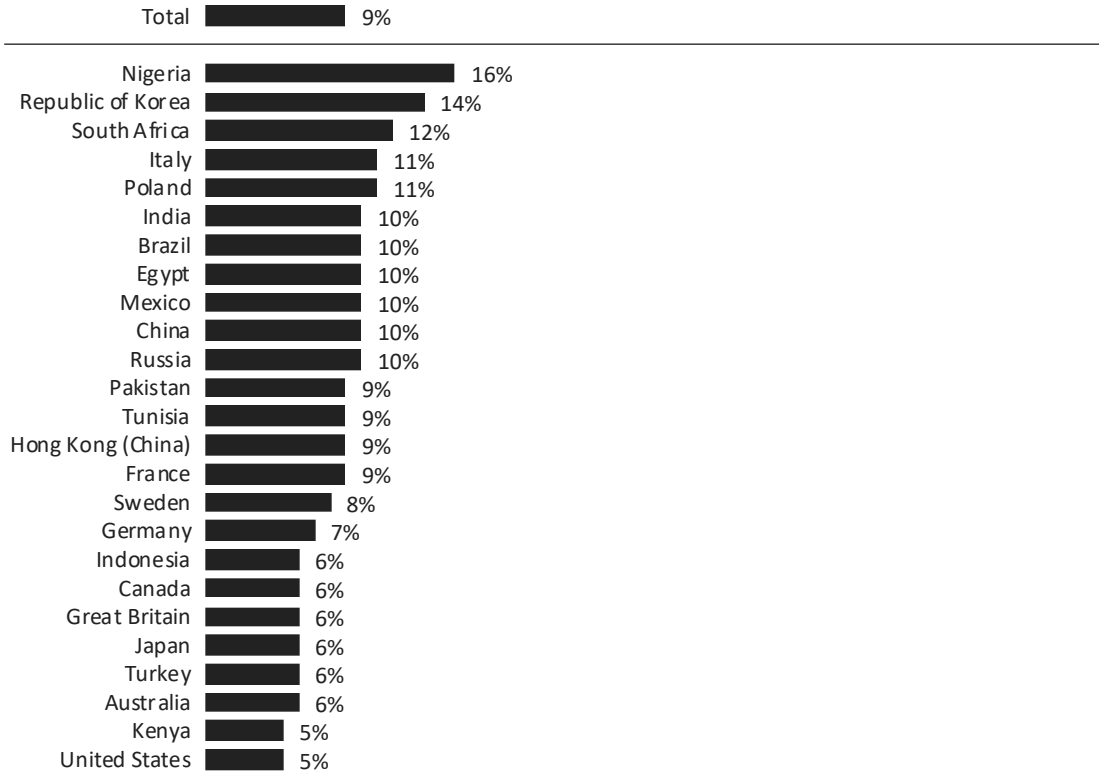
Generally speaking, citizens living in developing economies are more likely to feel as though social media companies should decide what constitutes a piece of fake news.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

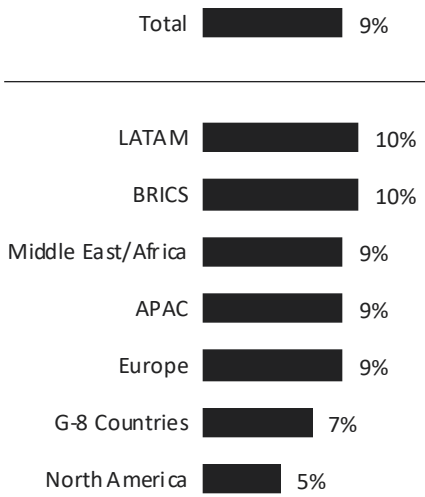
SEARCH ENGINE COMPANIES

Globally, one in ten (9%) think that search engine companies should be assigned responsibility for defining what constitutes a piece of fake news, ranging from one in six (16%) in Nigeria to just 5% in Kenya & the United States.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

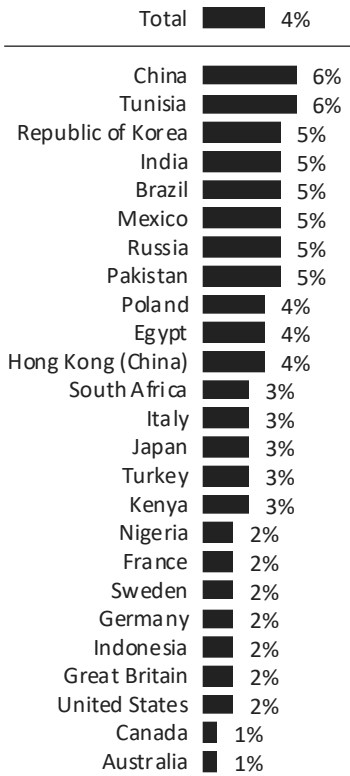
With the exception of North America, all other economies are in the range of the global average.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

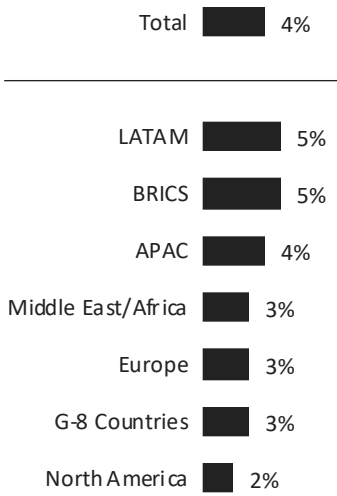
VIDEO SHARING COMPANIES

Overall, few (4%) feel as though video sharing companies should have ownership over defining fake news content.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

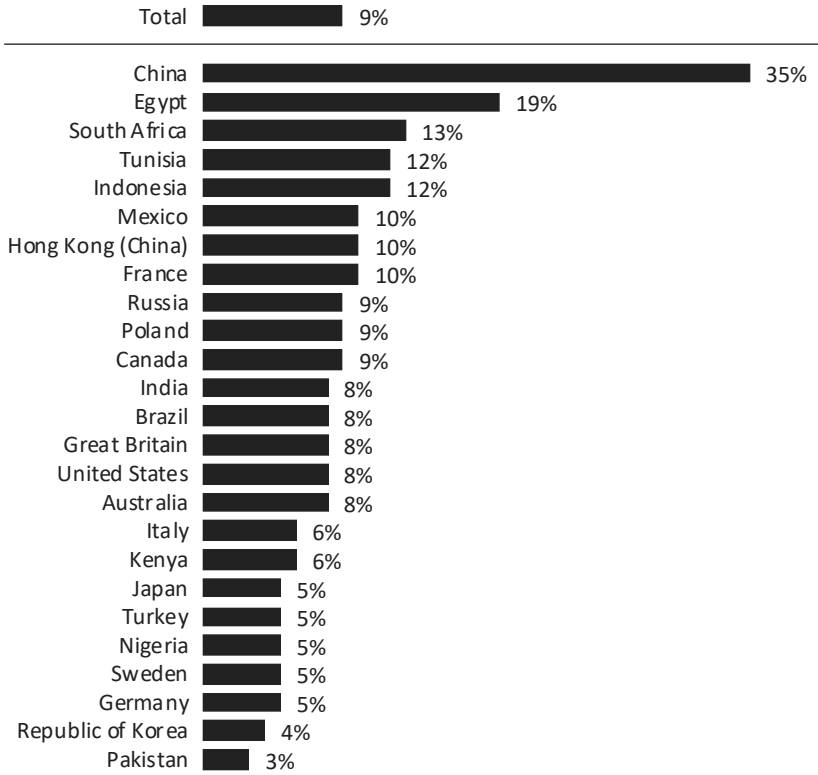
There is limited variation across the regional economies, on this metric.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

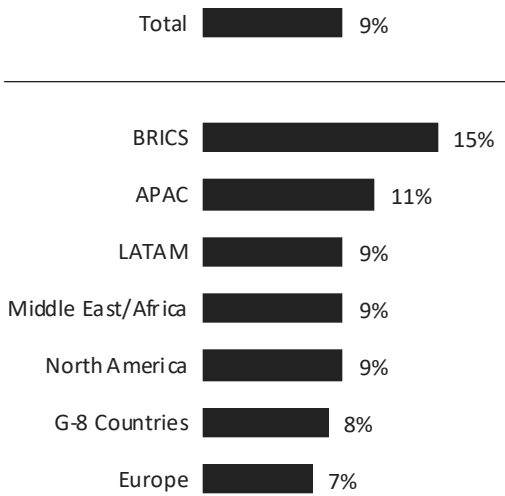
MAINSTREAM MEDIA COMPANIES

One in ten (9%) globally think that the mainstream media should determine fake news content, with Chinese citizens being far & away the most likely to indicate a preference for this approach.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

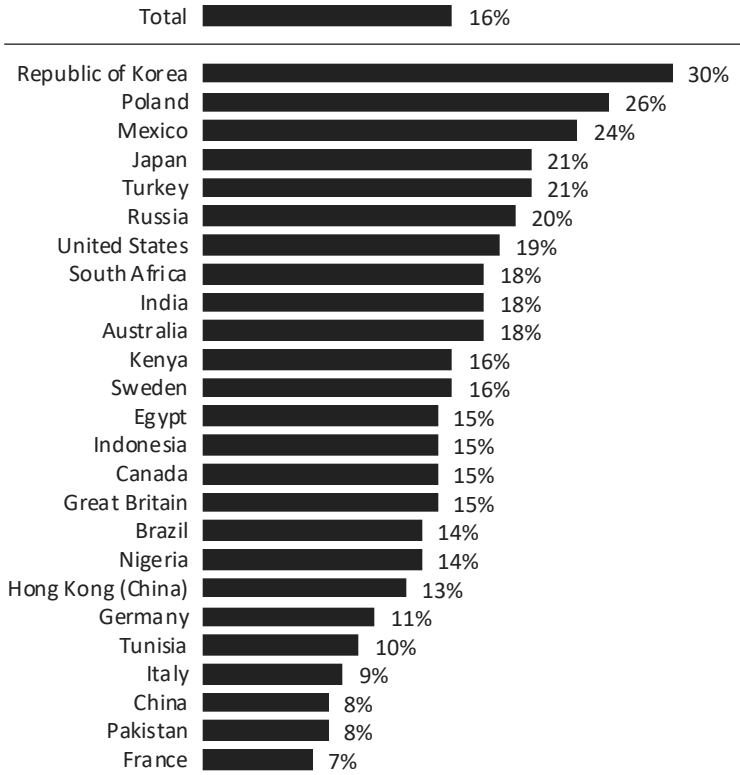
At fifteen percent (15%), the BRICS economies track well ahead of the global average, on this metric.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

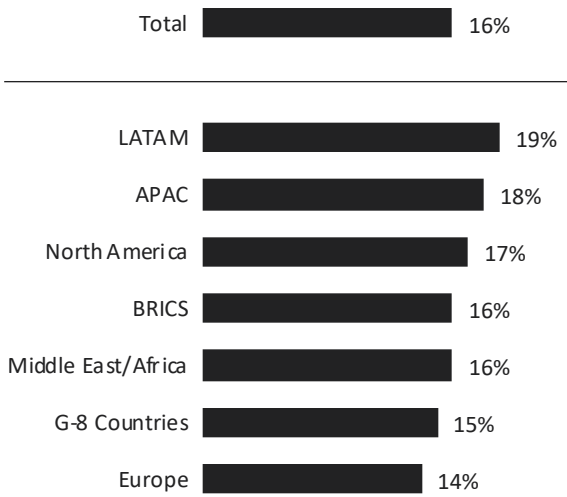
NORMAL INTERNET USERS

One in six (16%) cite normal Internet users as their preferred adjudicators, when it comes to fake news content, ranging from three in ten (30%) in the Republic of Korea to just seven percent (7%) in France.



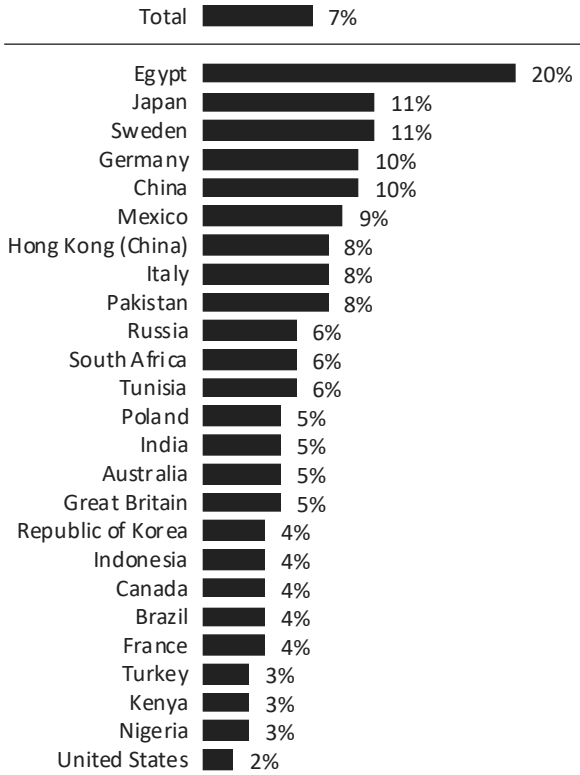
Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

Opinions vary little on this metric across the regional economies.



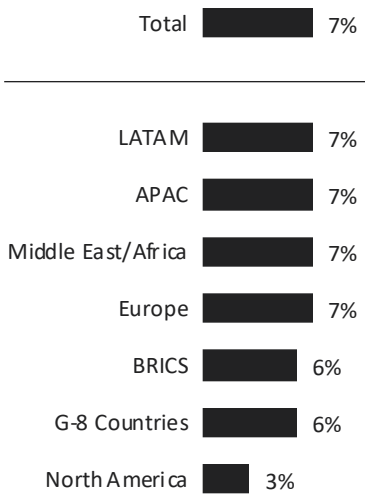
Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

Just seven percent (7%) think it is appropriate for international organizations to decide how fake news content is defined.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

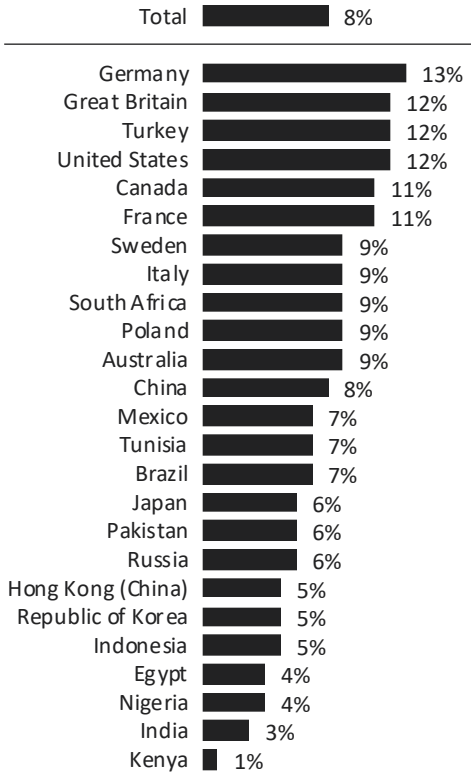
At just three percent (3%), North Americans track well below the global average, on this metric.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

NON-GOVERNMENTAL ORGANIZATIONS

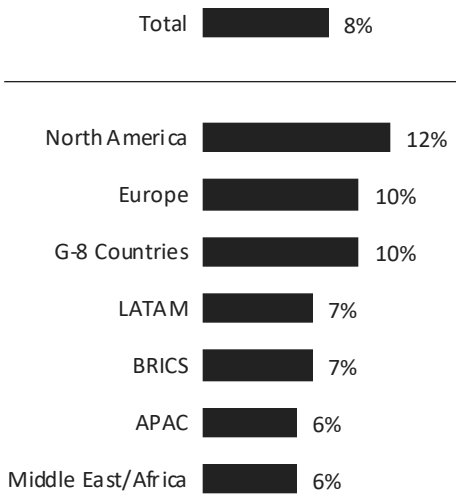
Just under one in ten (8%) think that non-governmental organizations should be responsible for defining fake news content.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

NON-GOVERNMENTAL ORGANIZATIONS

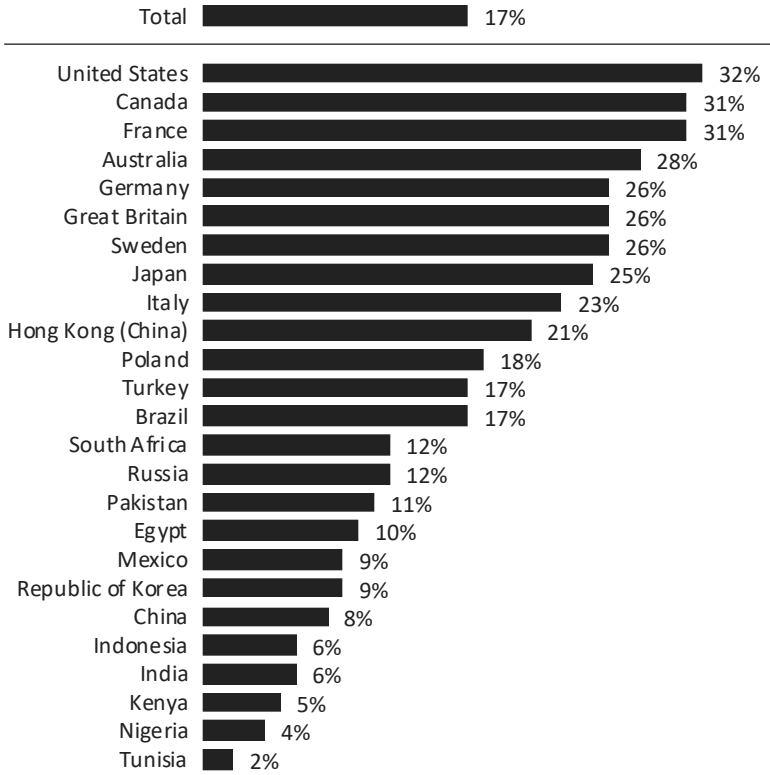
Between six (6%) & twelve percent (12%) across all economies surveyed think that non-governmental organizations should decide what constitutes fake news, favoured more by developed economies.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

NONE OF THESE

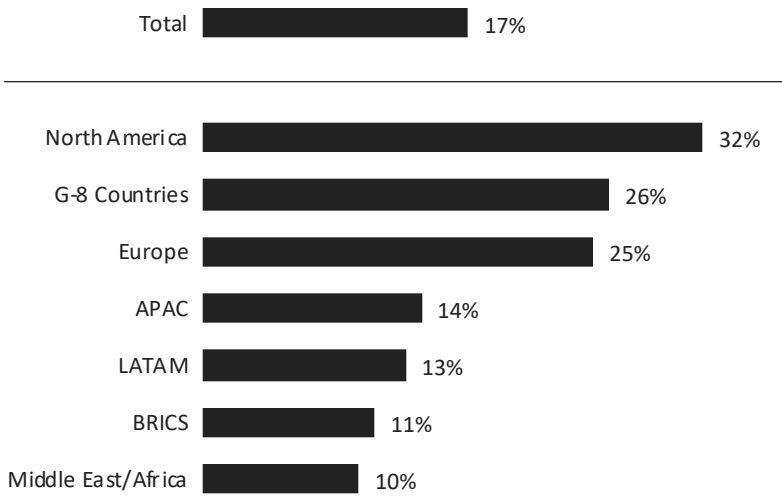
As many as seventeen percent (17%) do not perceive any of the actors listed in the survey as being suitable choices when it comes to deciding what constitutes a piece of fake news.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

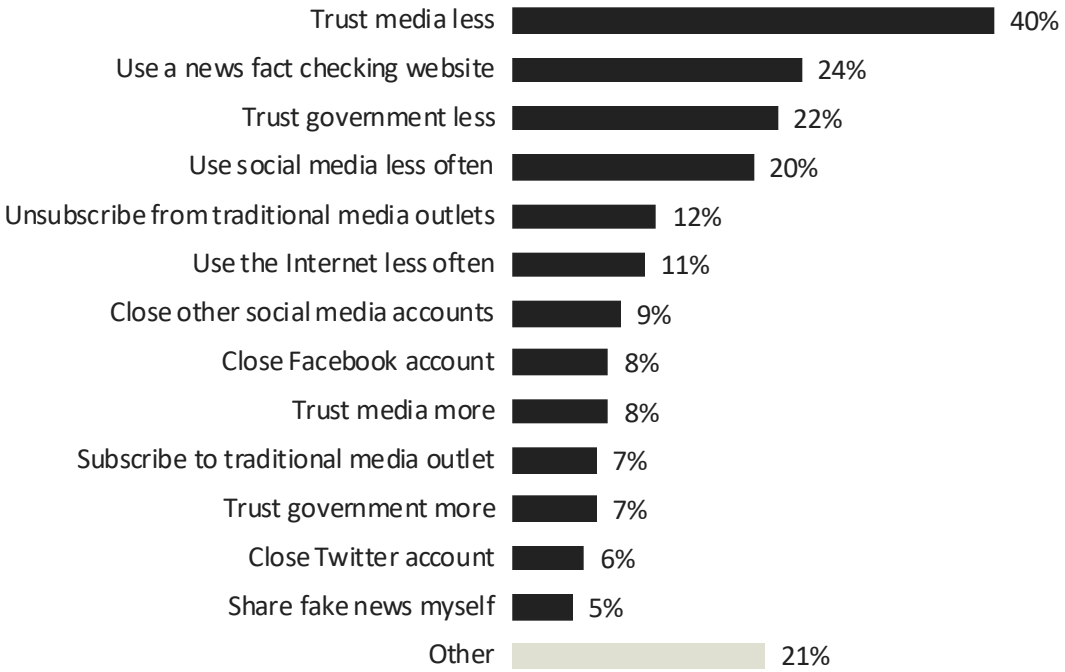
NONE OF THESE

Citizens living in more developed economies, such as North America, Europe & the G-8, are among the most likely to feel as though none of the actors listed in the survey should be charged with this decision.



Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)

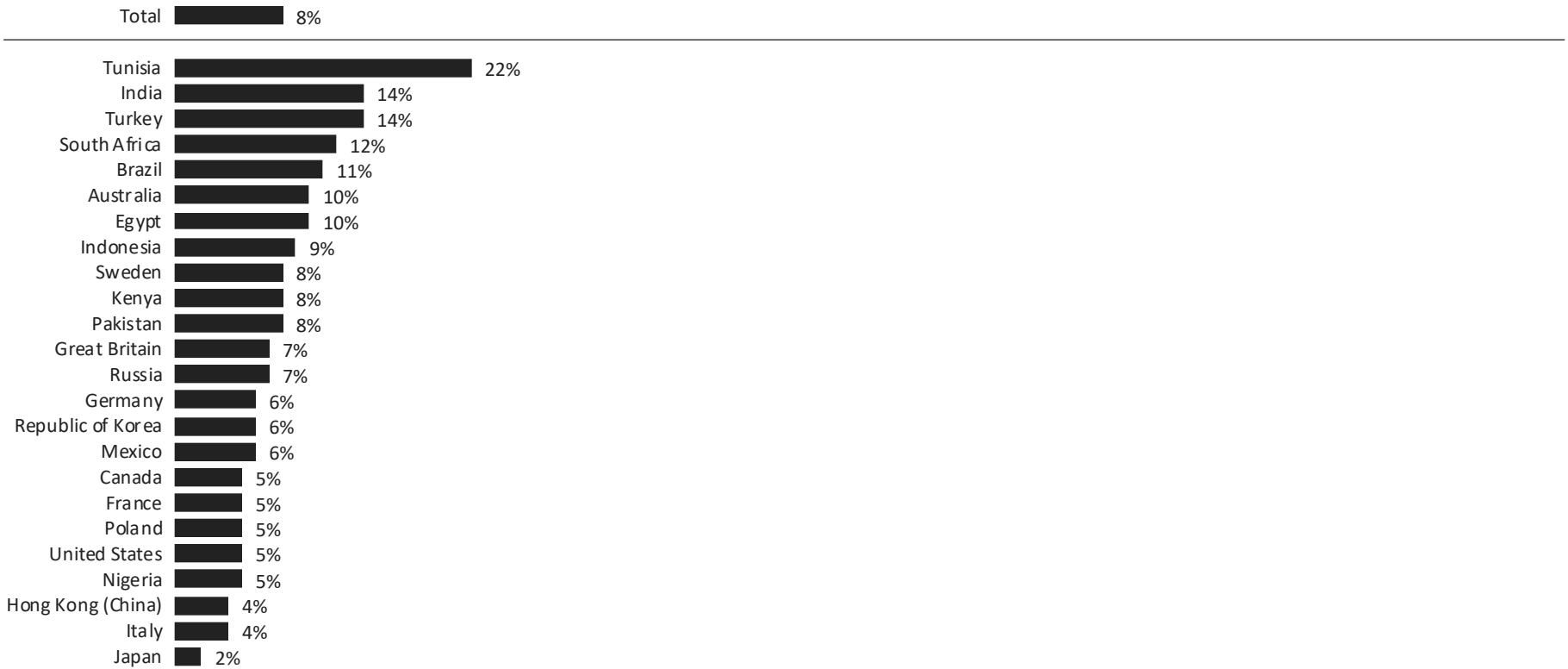
A plurality (40%) of global citizens now trust media less, compared to a year ago, thanks to fake news. Sizeable proportions also now use fact checking websites (24%), trust government less (22%) or use social media less often (20%) than they did previously.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

CLOSE FACEBOOK ACCOUNT

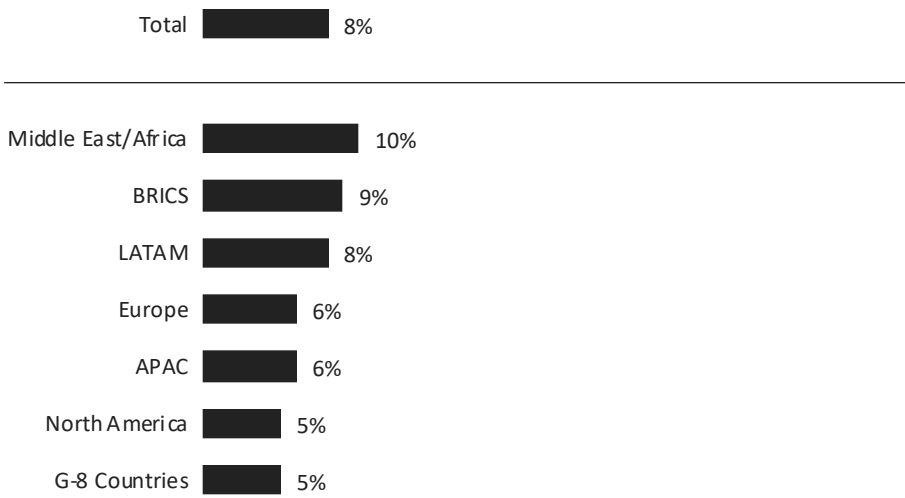
Eight percent (8%) globally have closed their Facebook account in the past year, as a result of fake news.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA

CLOSE FACEBOOK ACCOUNT

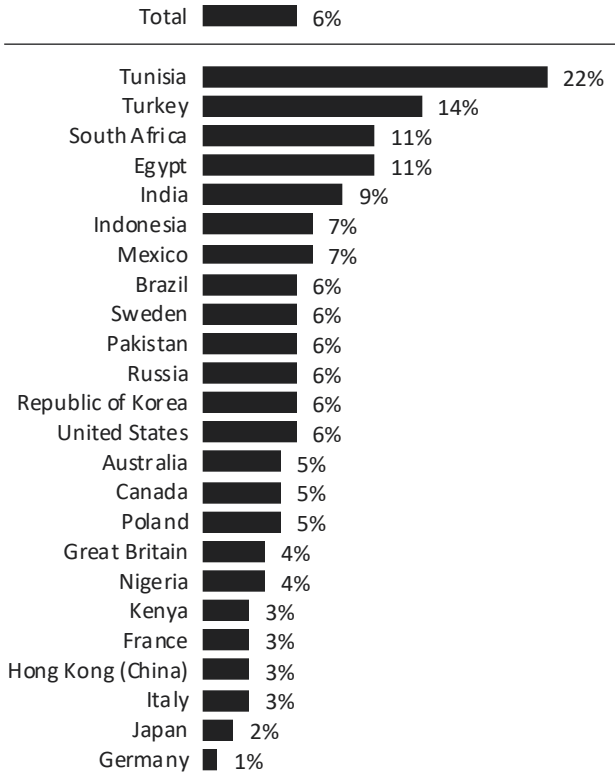
Citizens living in developing economies tend to be more likely to have closed their Facebook account in the past year, as a result of fake news.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA

CLOSE TWITTER ACCOUNT

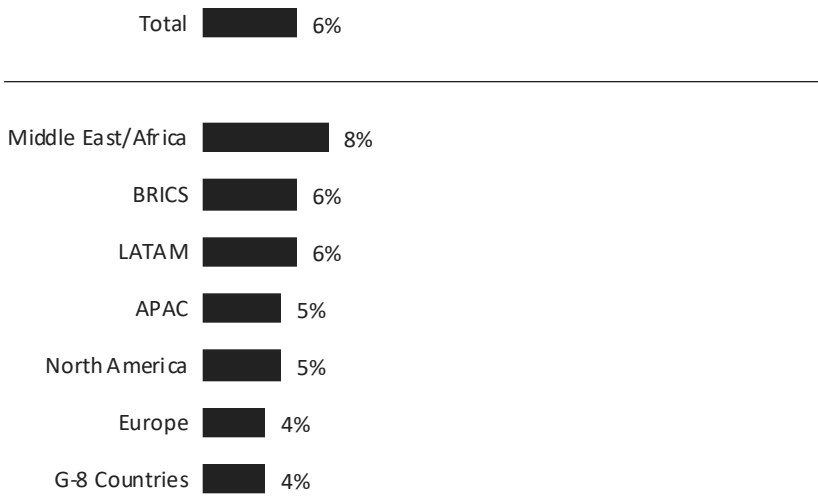
Six percent (6%) closed their Twitter account, as a result of fake news, in the past year, ranging from a high of 22% in Tunisia to a low of just 1% in Germany.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

CLOSE TWITTER ACCOUNT

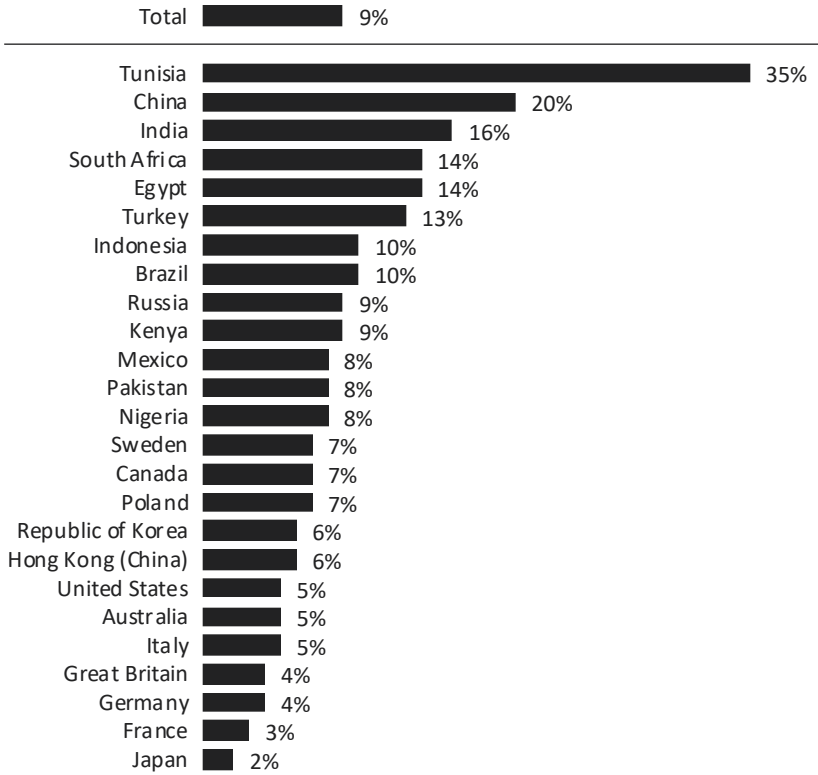
There is limited regional variation as less than one in ten across all economies indicate that they have closed their Twitter account, in the past year, as a result of fake news.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

CLOSE OTHER SOCIAL MEDIA ACCOUNTS

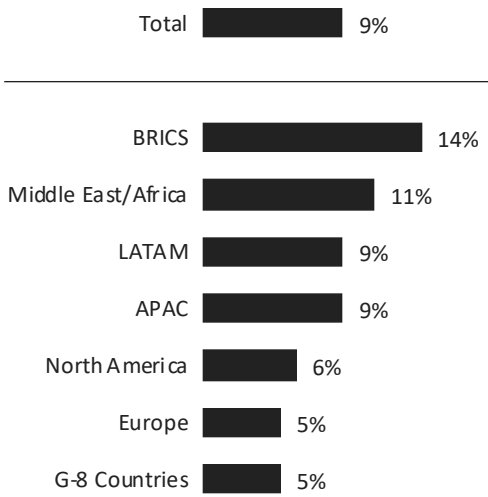
As many as one in ten (9%) global citizens have closed social media accounts more generally, in response to fake news, over the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

CLOSE OTHER SOCIAL MEDIA ACCOUNTS

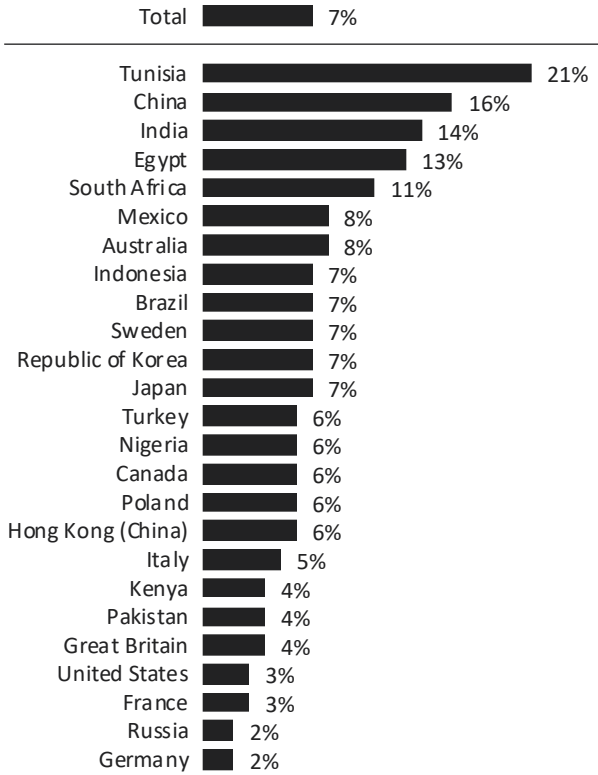
At fourteen percent (14%), citizens in the BRICS economies are the most likely to have closed social media accounts, more generally, as a result of fake news in the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

SUBSCRIBE TO TRADITIONAL MEDIA OUTLET

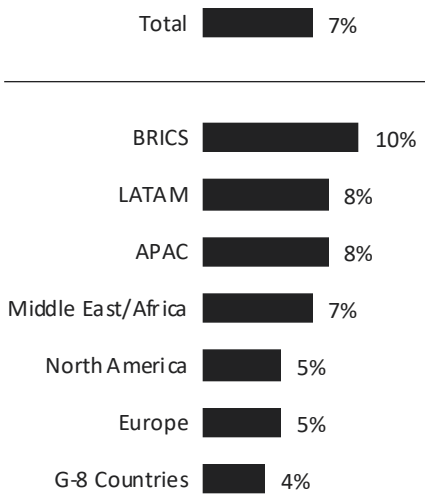
Seven percent (7%) of global citizens have subscribed to traditional media outlets in response to fake news, over the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

SUBSCRIBE TO TRADITIONAL MEDIA OUTLET

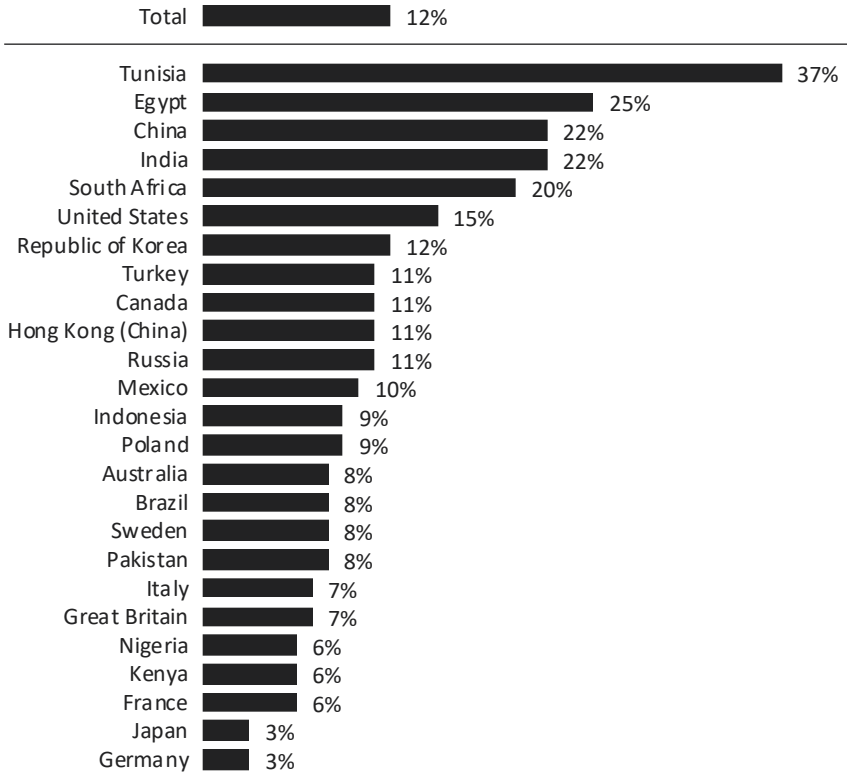
Citizens living in developing economies tend to be more likely to have taken this particular course of action, in response to fake news, in the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

UNSUBSCRIBE FROM TRADITIONAL MEDIA OUTLETS

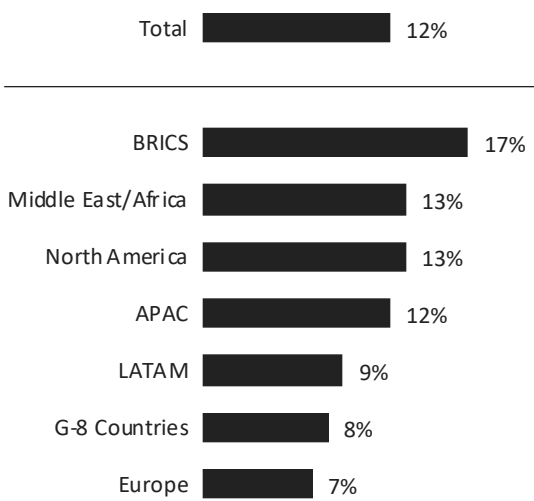
Nearly two in five (37%) Tunisians have unsubscribed from traditional media outlets in the past year, as a result of fake news. Conversely, just three percent (3%) in Japan & Germany claim to have taken this action.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

UNSUBSCRIBE FROM TRADITIONAL MEDIA OUTLETS

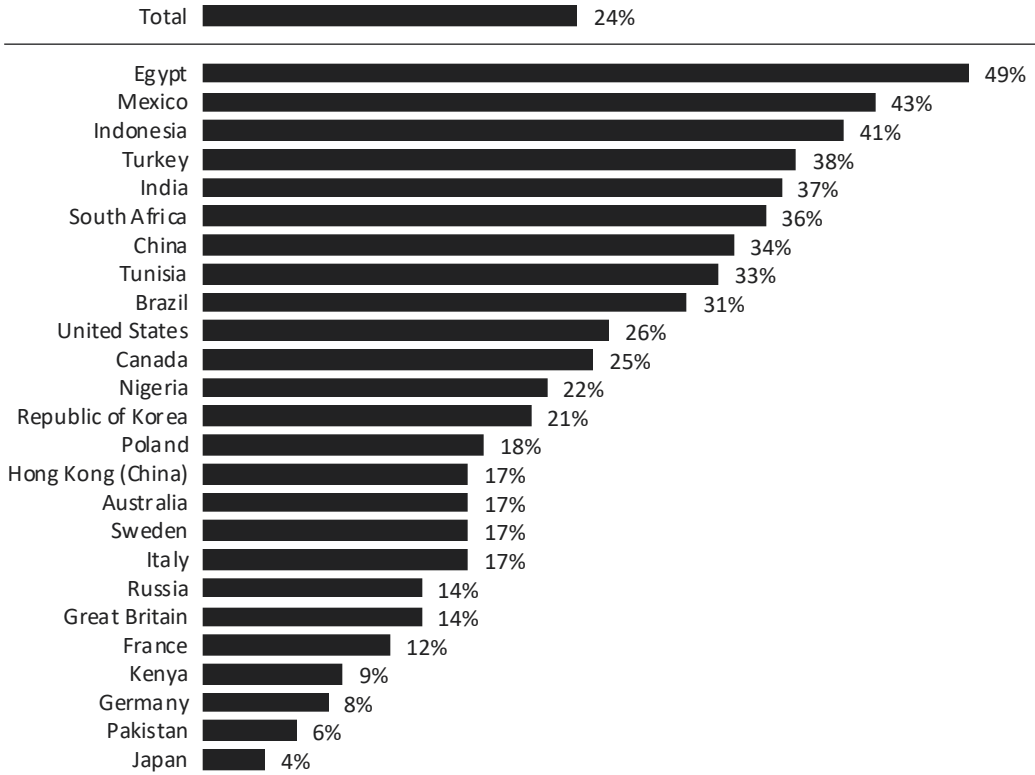
There is mild regional variation on this metric, with a high of 17% in the BRICS economies & a low of 7% in Europe.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

USE A NEWS FACT CHECKING WEBSITE

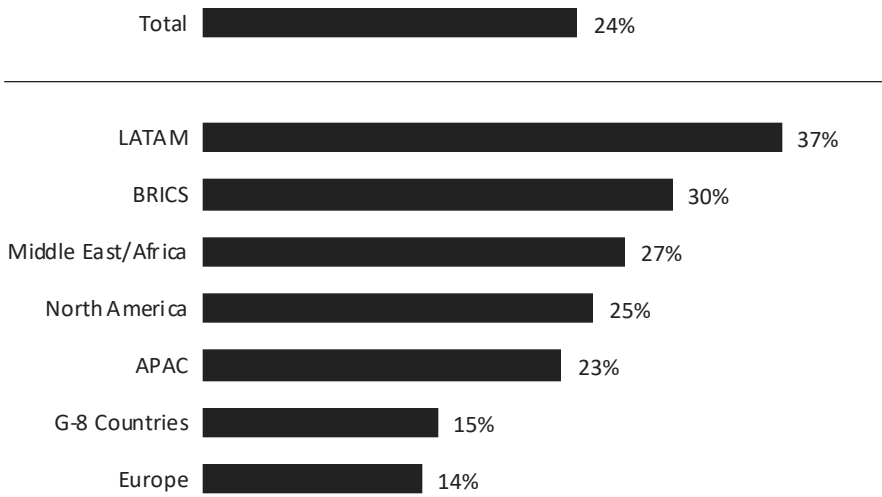
Over the past year, one in four (24%) global citizens have used a news fact-checking website in response to fake news, ranging from half (49%) in Egypt to just four percent (4%) in Japan.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

USE A NEWS FACT CHECKING WEBSITE

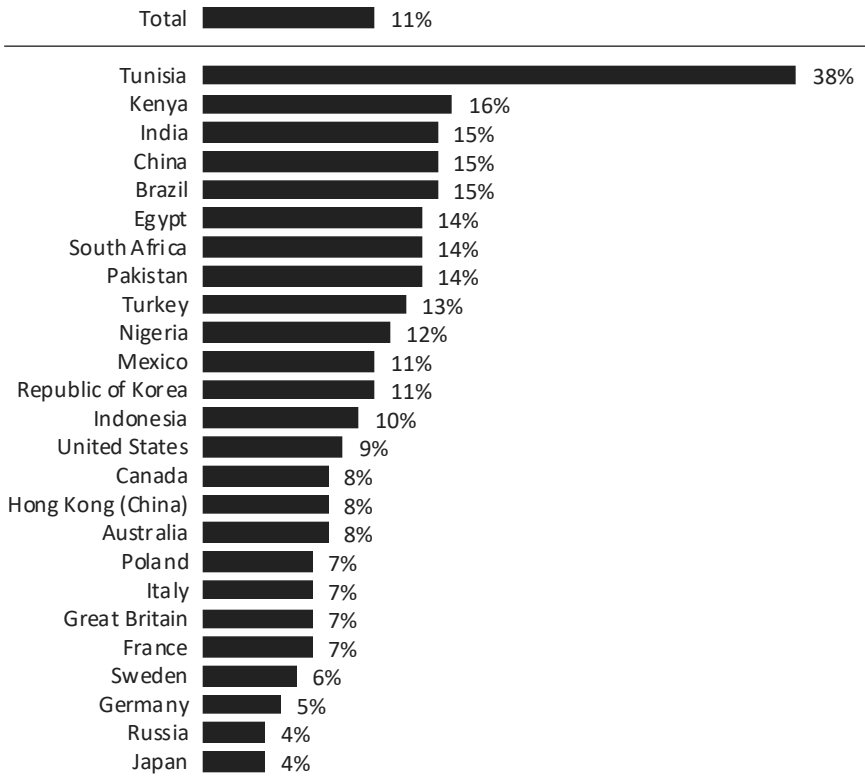
There is considerable variance in opinion on this metric, ranging from a high of 37% in the LATAM economies to a low of 14% in Europe.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

USE THE INTERNET LESS OFTEN

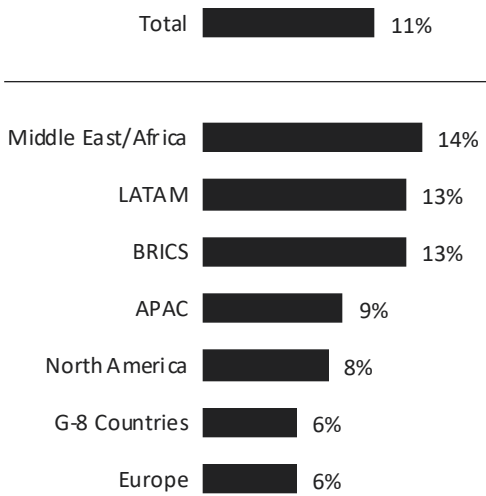
One in ten (11%) citizens globally are using the Internet less often, compared to a year ago, as a result of fake news.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

USE THE INTERNET LESS OFTEN

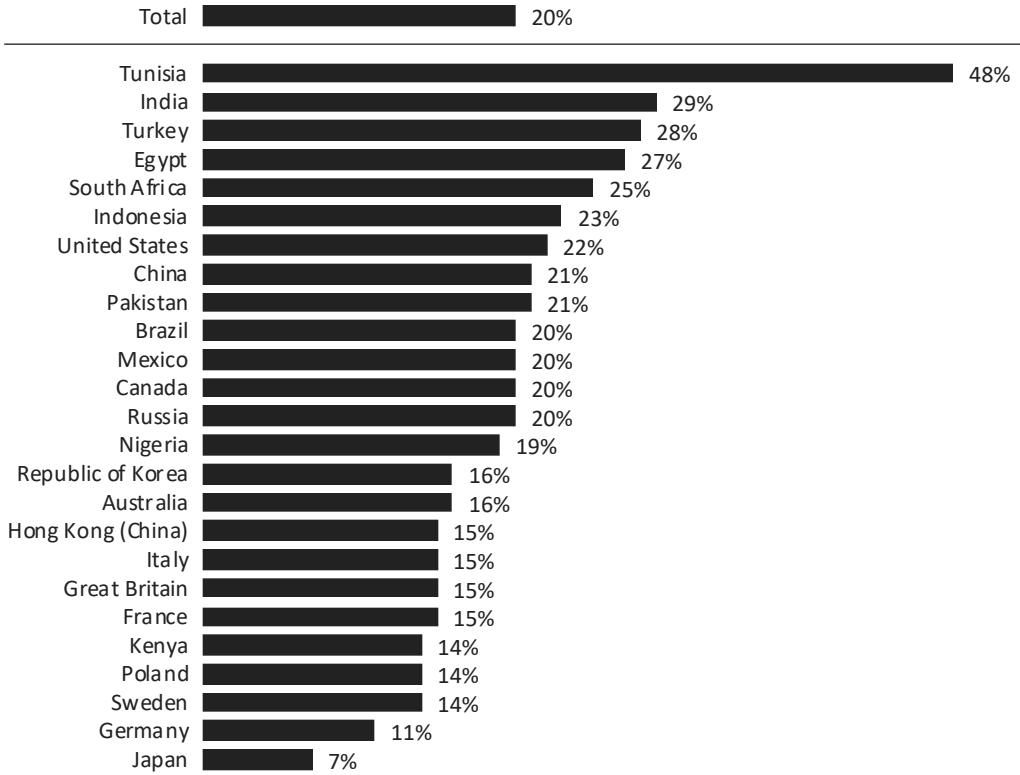
Citizens living in developing economies tend to be somewhat more likely to have reduced their Internet usage, in response to fake news, over the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

USE SOCIAL MEDIA LESS OFTEN

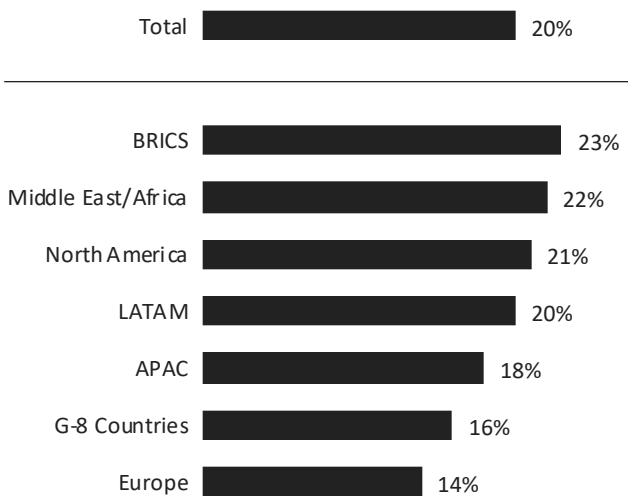
Overall, one in five (20%) claim to be using social media less often, in response to fake news, including nearly half (48%) in Tunisia.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

USE SOCIAL MEDIA LESS OFTEN

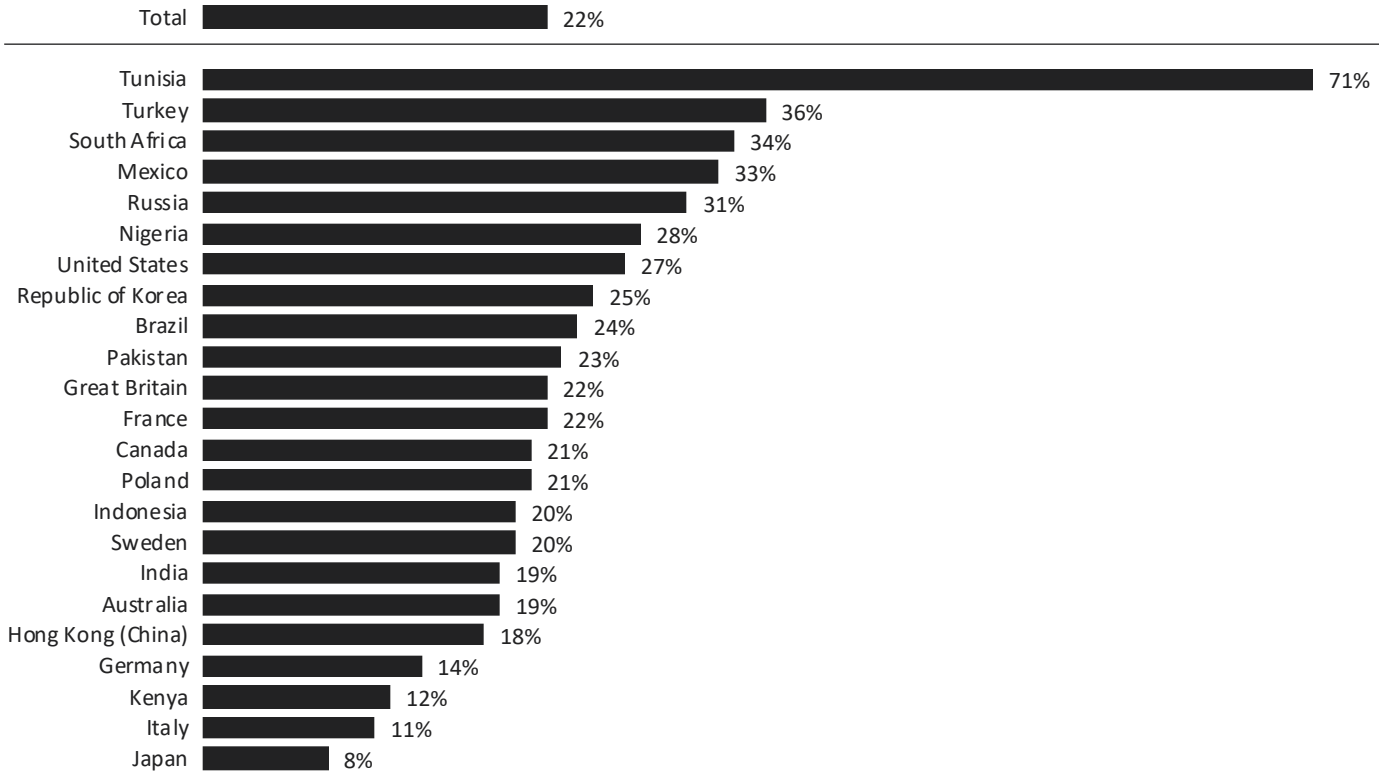
There is limited regional variation in terms of reducing social media usage in response to fake news, in the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

TRUST GOVERNMENT LESS

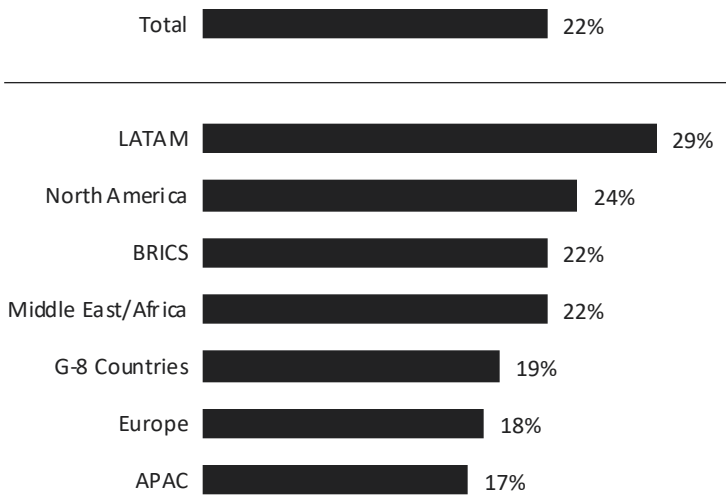
Similarly, about two in ten (22%) now trust government less, as a result of fake news, including a whopping seven in ten (71%) Tunisians.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA & EGYPT

TRUST GOVERNMENT LESS

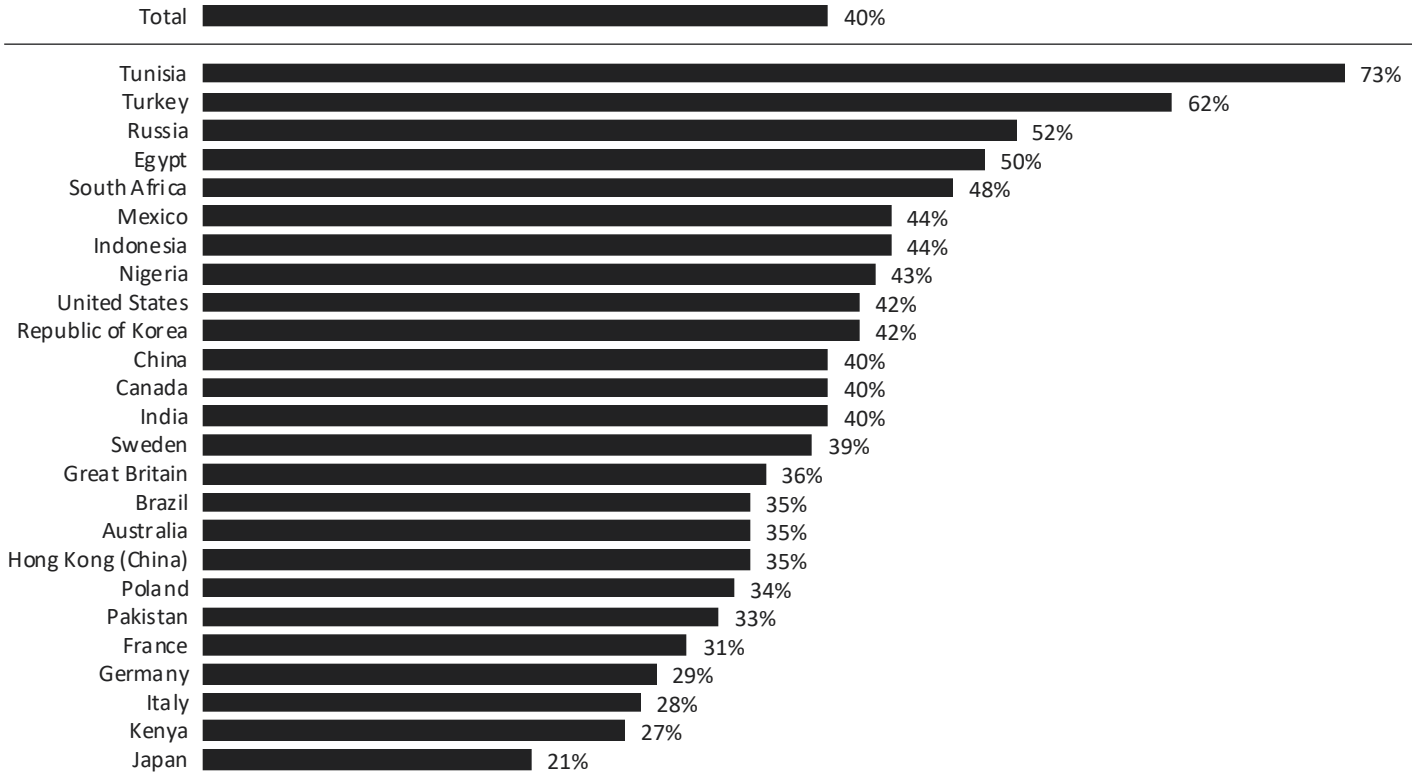
There is mild regional variation on this metric, with a high of 29% in LATAM & a low of 17% in APAC.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA & EGYPT

TRUST MEDIA LESS

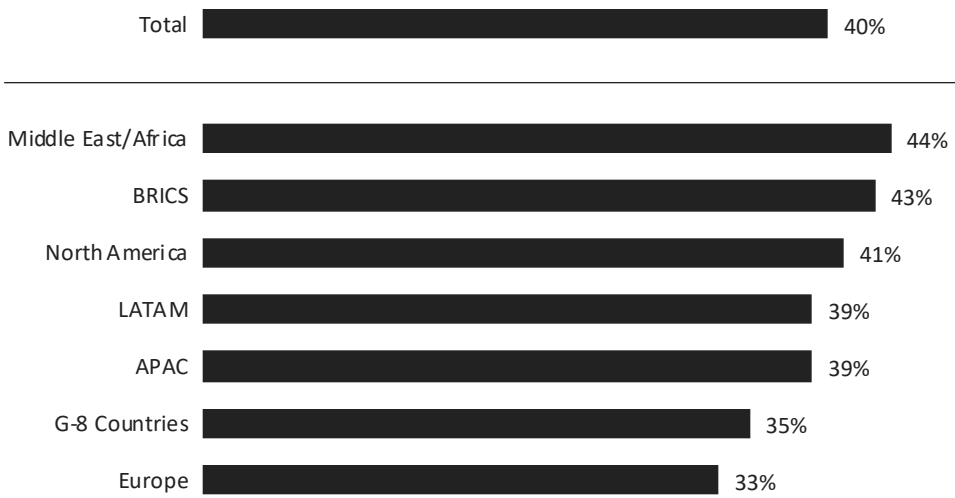
At four in ten (40%), a plurality of global citizens now trust the media less than they did a year ago, thanks to fake news, including majorities in Tunisia (73%), Turkey (62%) & Russia (52%).



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

TRUST MEDIA LESS

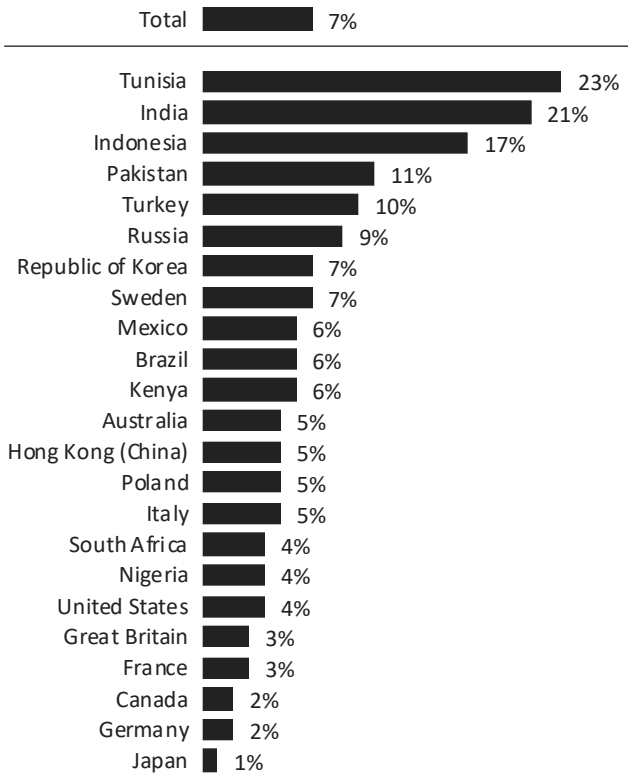
At one in three, Europeans (33%) & G-8 citizens (35%) lag somewhat behind the global average, on this metric.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

TRUST GOVERNMENT MORE

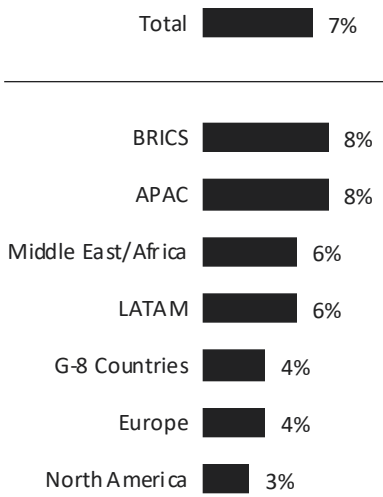
Just seven percent (7%) globally now trust government more than they did a year ago, as a result of fake news.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA & EGYPT

TRUST GOVERNMENT MORE

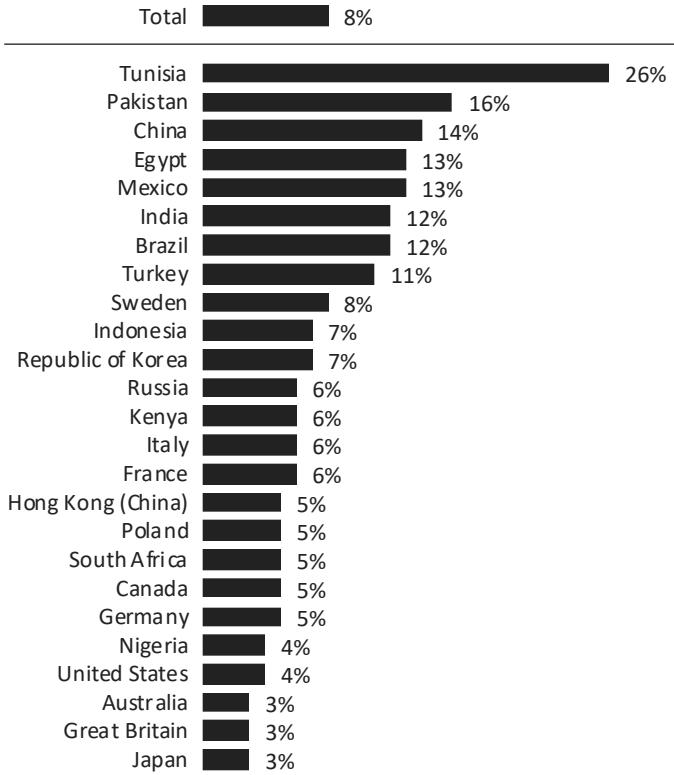
There is limited variation in opinion on this metric, by economy.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA & EGYPT

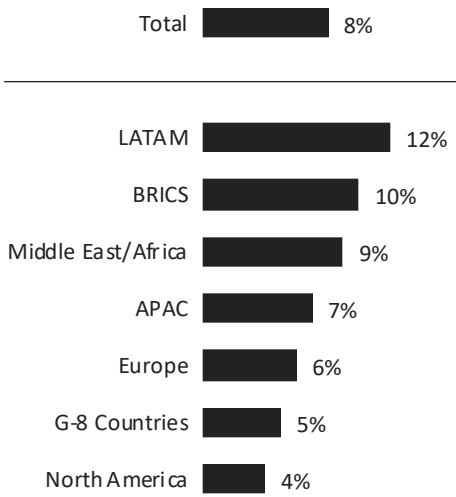
TRUST MEDIA MORE

Just eight percent (8%) trust media more than they did a year ago, as a result of fake news.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

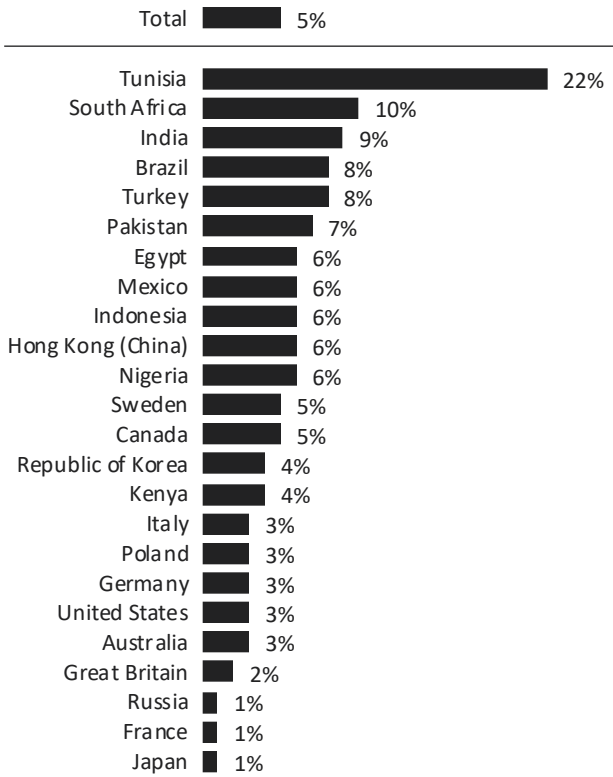
Citizens living in more developed economies tend to be less likely to say that they would trust government more, compared to a year ago, as a result of fake news.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

SHARE FAKE NEWS MYSELF

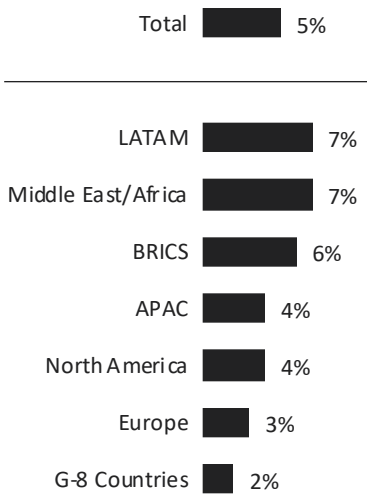
Somewhat interestingly, as many as five percent (5%) have shared fake news themselves, in the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA

SHARE FAKE NEWS MYSELF

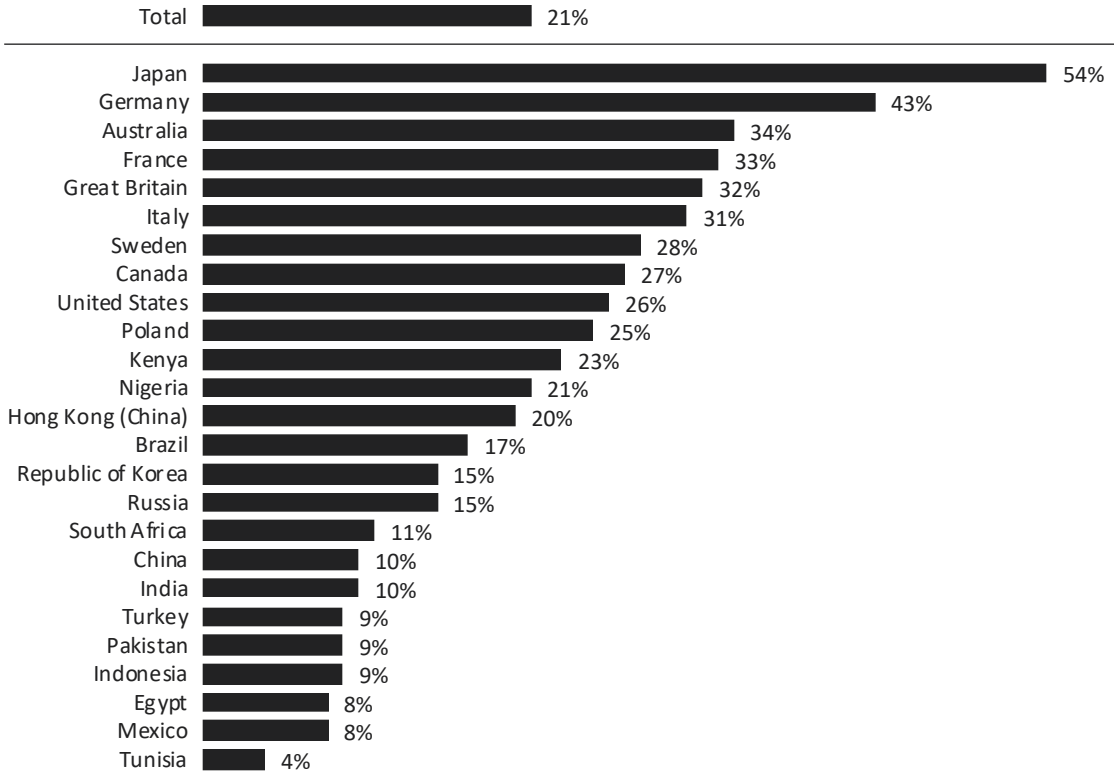
Regionally, citizens living in the developing economies tend to be a little more likely to have shared fake news themselves, in the past year.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229) NOT ASKED IN CHINA

OTHER

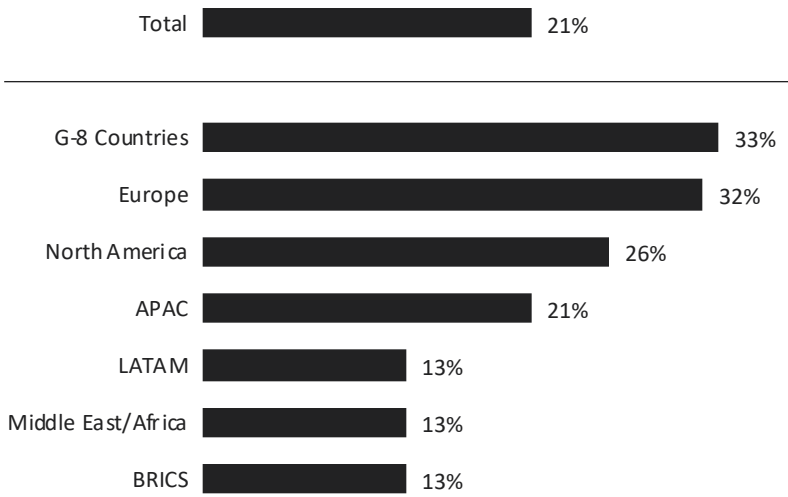
Two in ten (21%) have undertaken some other action in the past year, in response to fake news, including a clear majority (54%) in Japan.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

OTHER

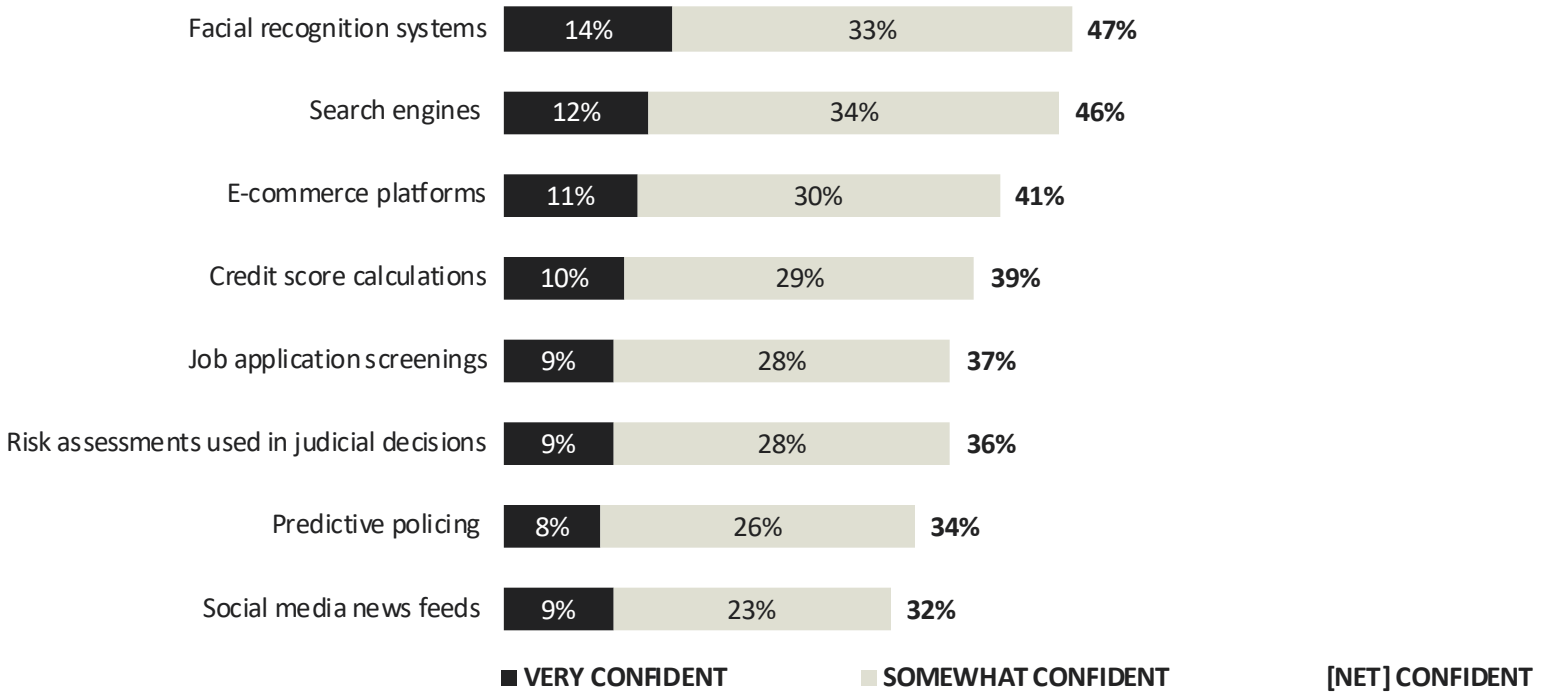
The incidence of other responses tracks much higher in the developed economies of the world.



Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)

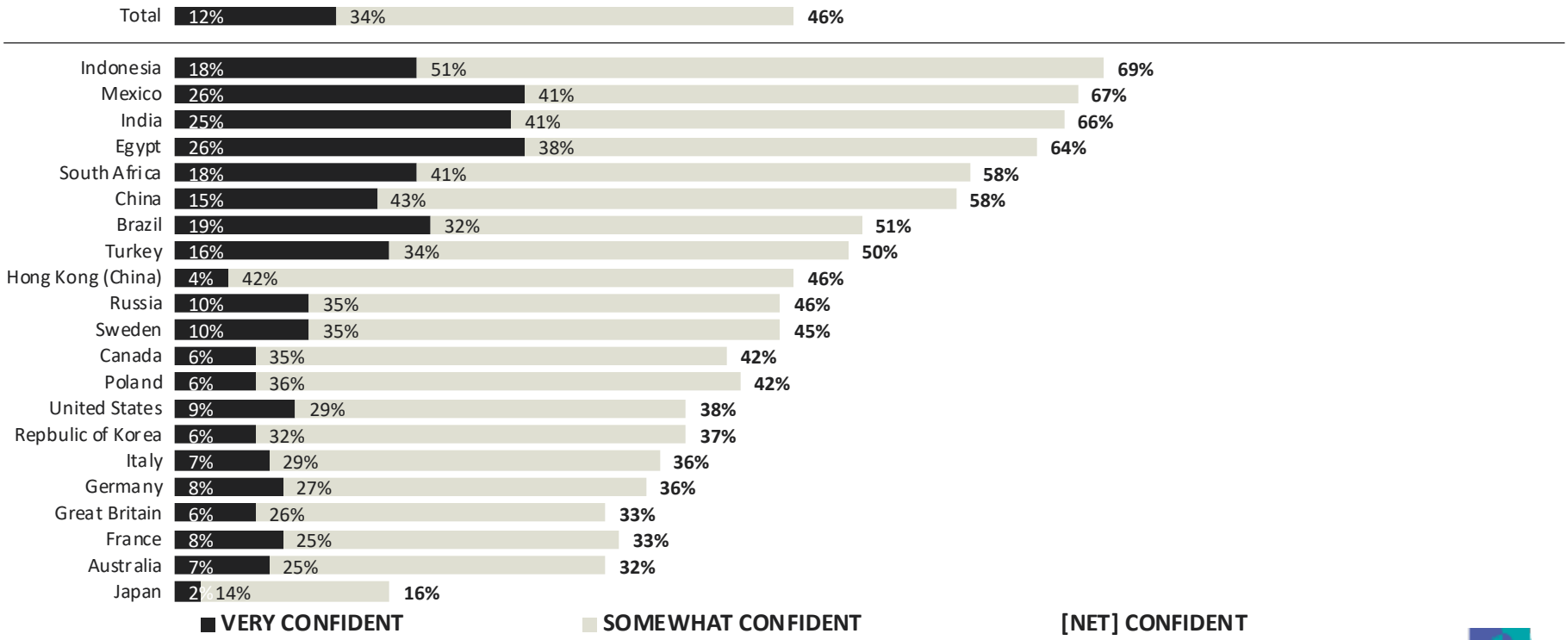
ALGORITHMS

Fewer than half of global citizens express at least some degree of confidence that any of the algorithms they are using are unbiased, in any context. At nearly half, confidence is highest when it comes to facial recognition systems (47%) & search engines (46%).



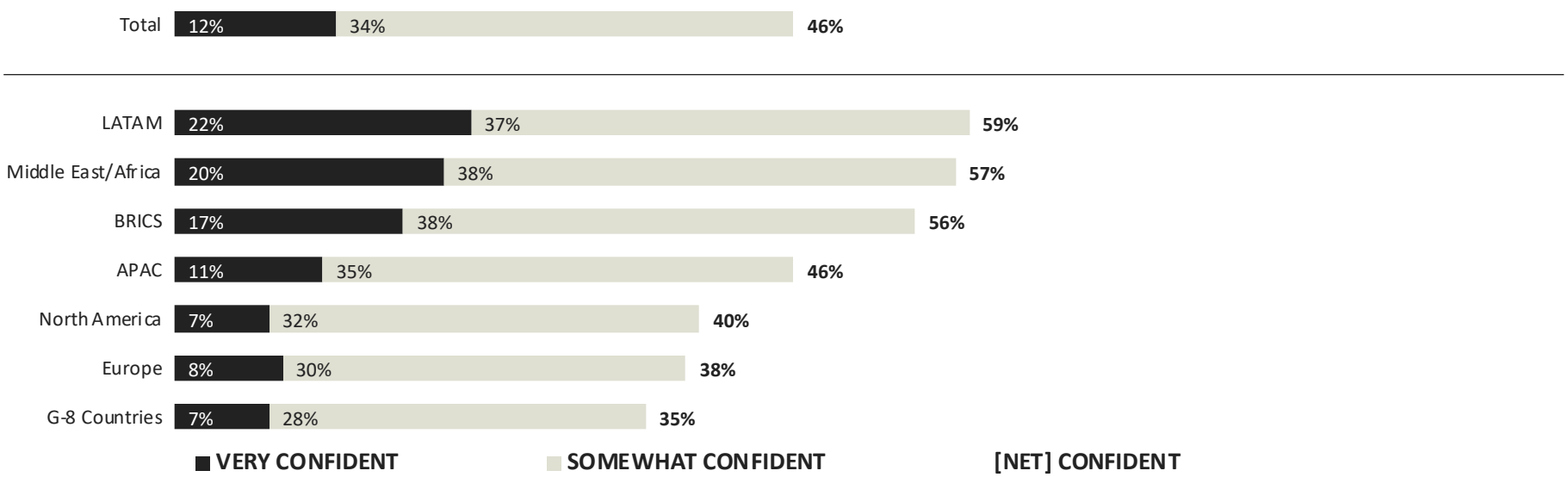
Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=25,229)

Overall, just under half (46%) are confident that search engine algorithms are unbiased. Confidence varies considerably, ranging from a high of seven in ten (69%) in Indonesia to a low of just sixteen percent (16%) in Japan.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

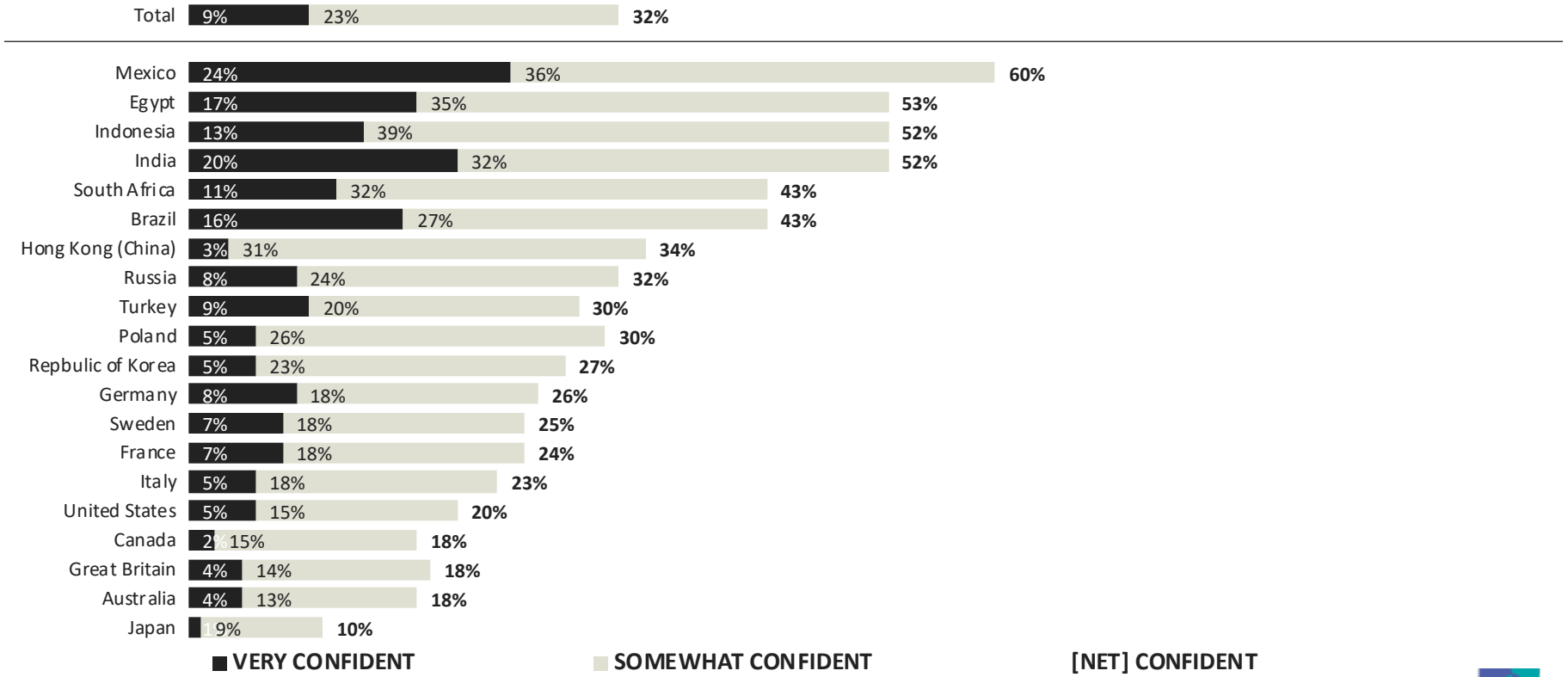
Majorities in the developing economies (LATAM, BRICS, the Middle East & Africa) express at least some degree of confidence in the unbiasedness of search engine algorithms.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

SOCIAL MEDIA NEWS FEEDS

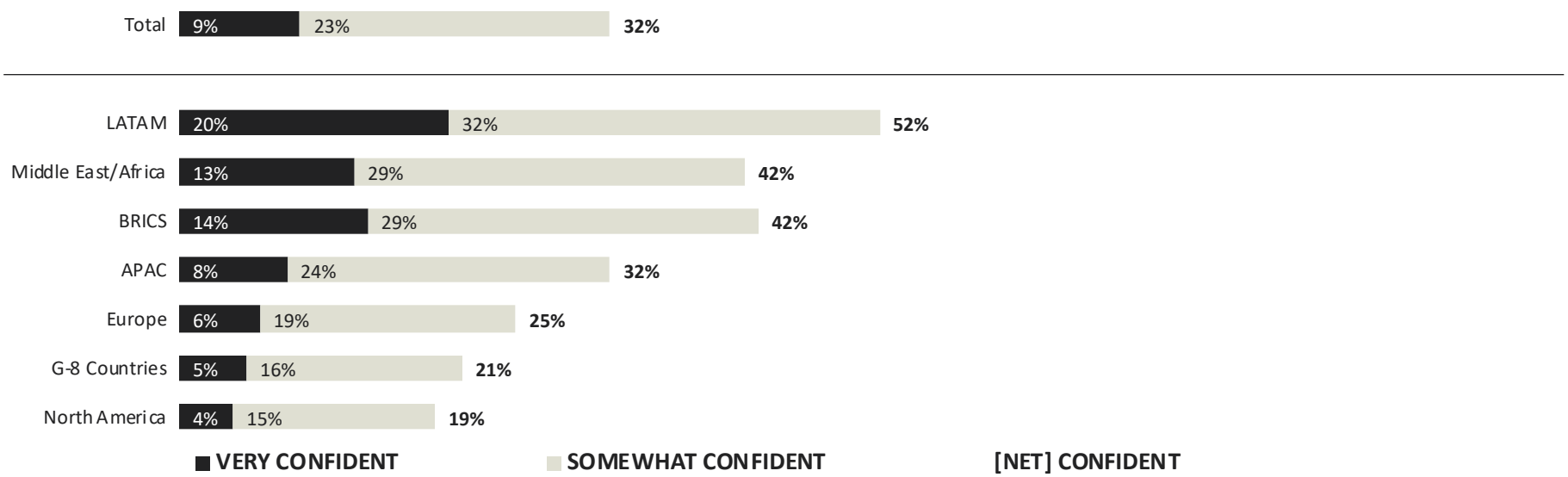
One in three (32%) global citizens are at least *somewhat confident* when it comes to the unbiasedness of social media news feeds. In fact, less than half in all economies, save for Mexico, Egypt, Indonesia & India, indicate confidence.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

SOCIAL MEDIA NEWS FEEDS

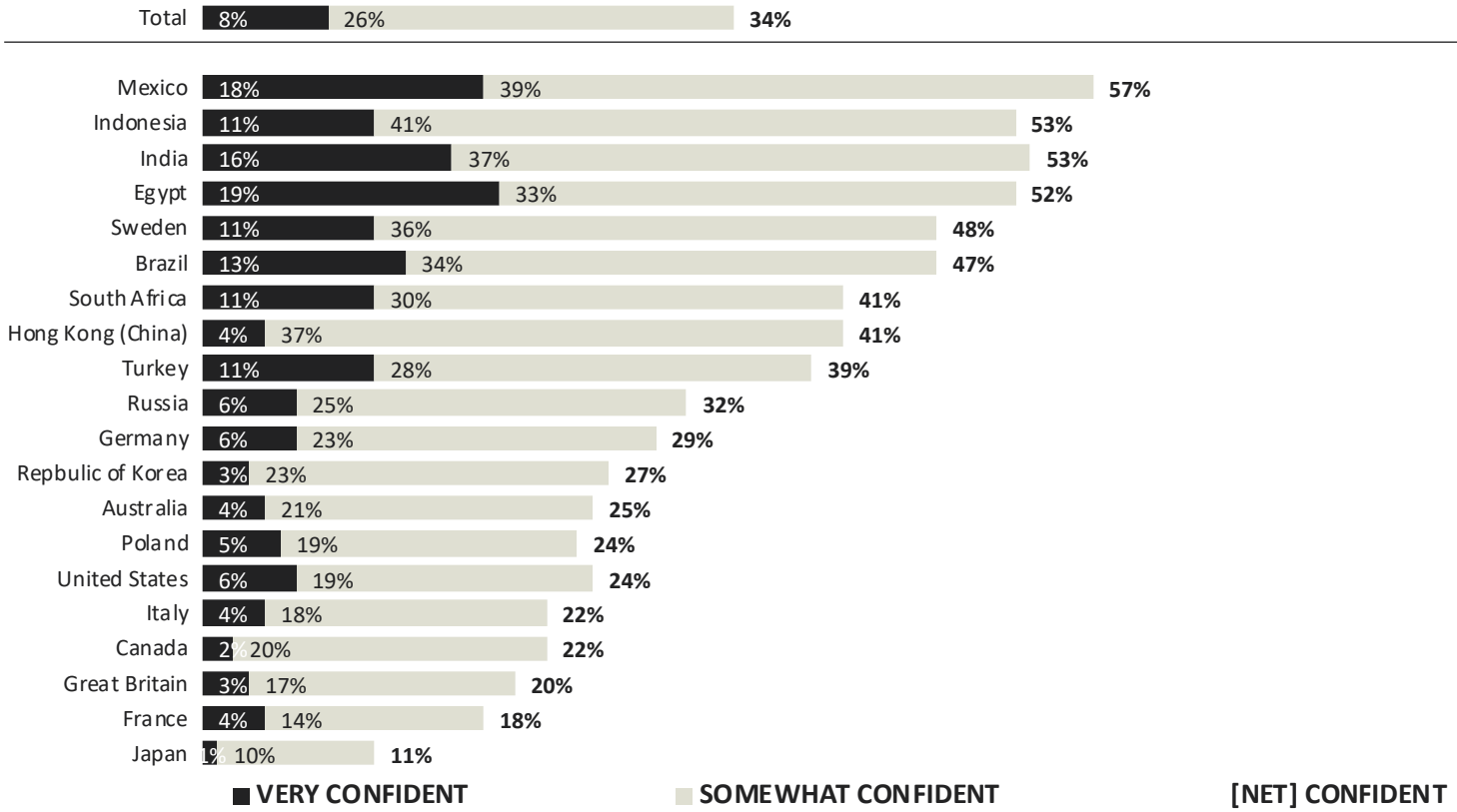
A slim majority (52%) living in the LATAM economies are confident that social media news feed algorithms are unbiased, the only region of the world in which this is the case.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

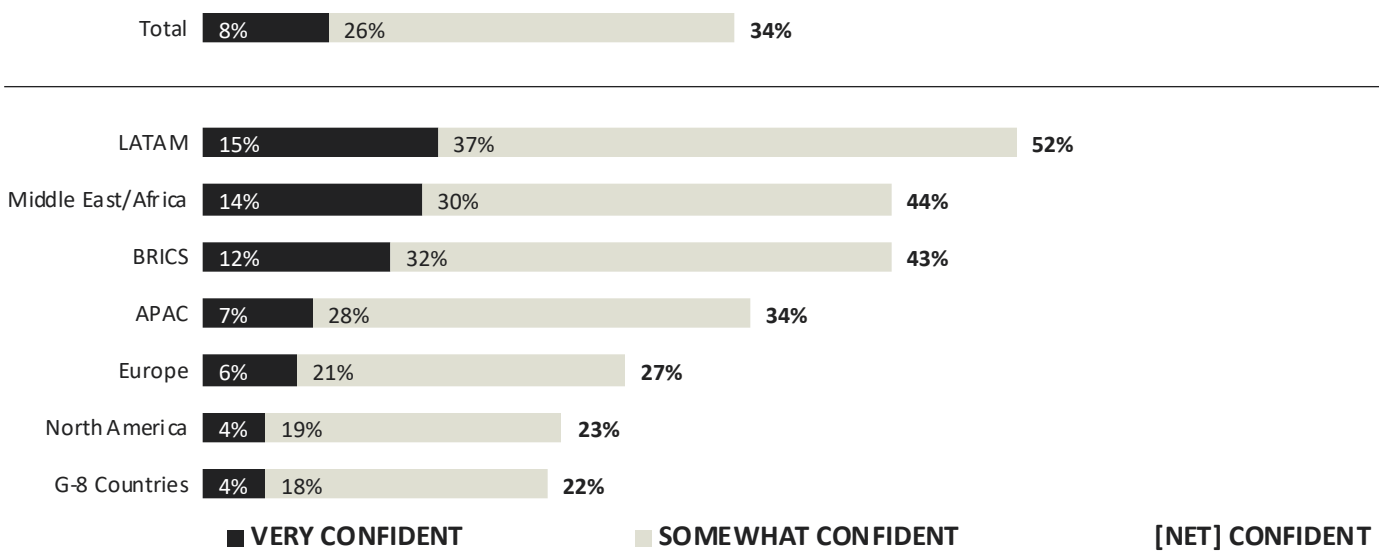
PREDICTIVE POLICING

Globally, just one in three (34%) are confident that predictive policing algorithms are accurate, ranging from a high of nearly six in ten (57%) in Mexico to a low of just 11% in Japan.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=20,202) NOT ASKED IN CHINA,KENYA,NIGERIA,PAKISTAN & TUNISIA

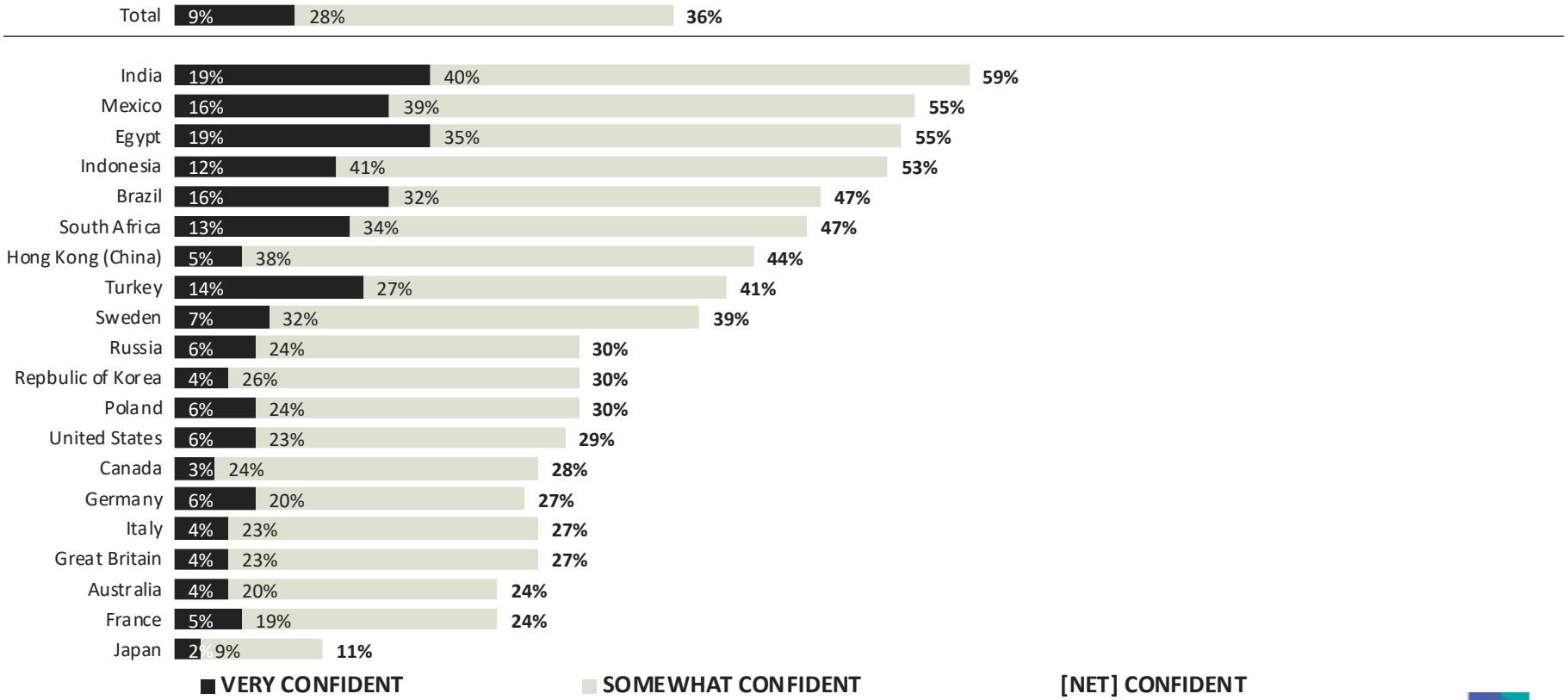
The LATAM economies are the only ones in which a majority expresses at least some degree of confidence in the unbiasedness of this particular algorithm.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=20,202) NOT ASKED IN CHINA,KENYA,NIGERIA,PAKISTAN & TUNISIA

RISK ASSESSMENTS USED IN JUDICIAL DECISIONS

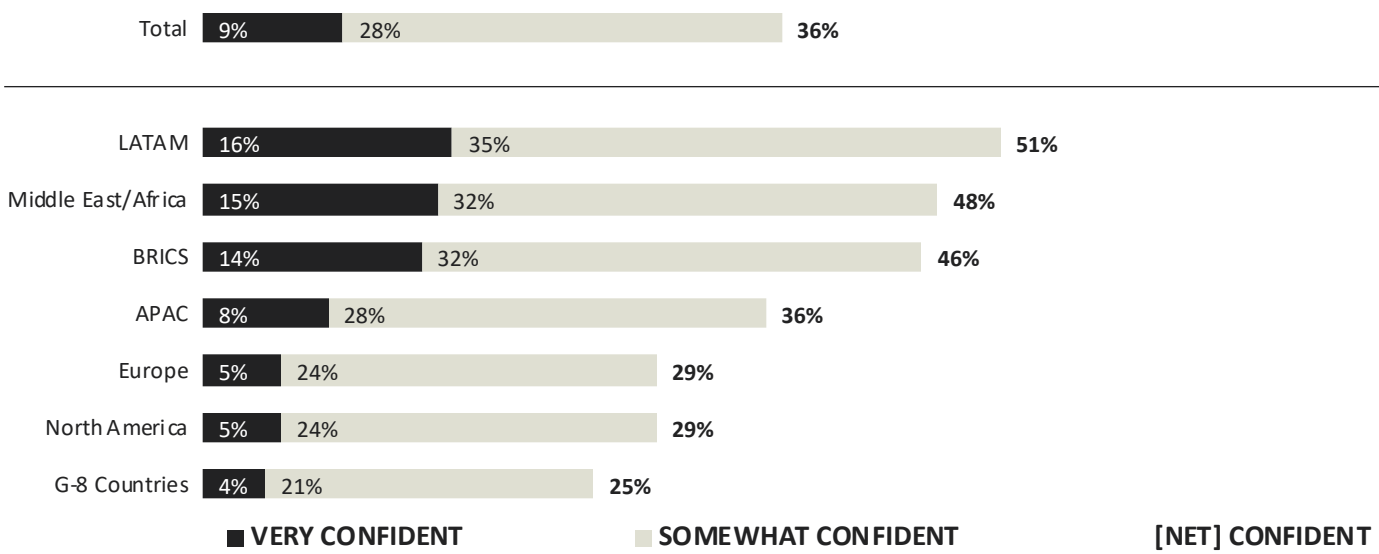
Well under half (36%) of global citizens are confident in the unbiasedness of judicial risk assessment algorithms, including just 11% in Japan.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=20,202) NOT ASKED IN CHINA,KENYA,NIGERIA,PAKISTAN & TUNISIA

RISK ASSESSMENTS USED IN JUDICIAL DECISIONS

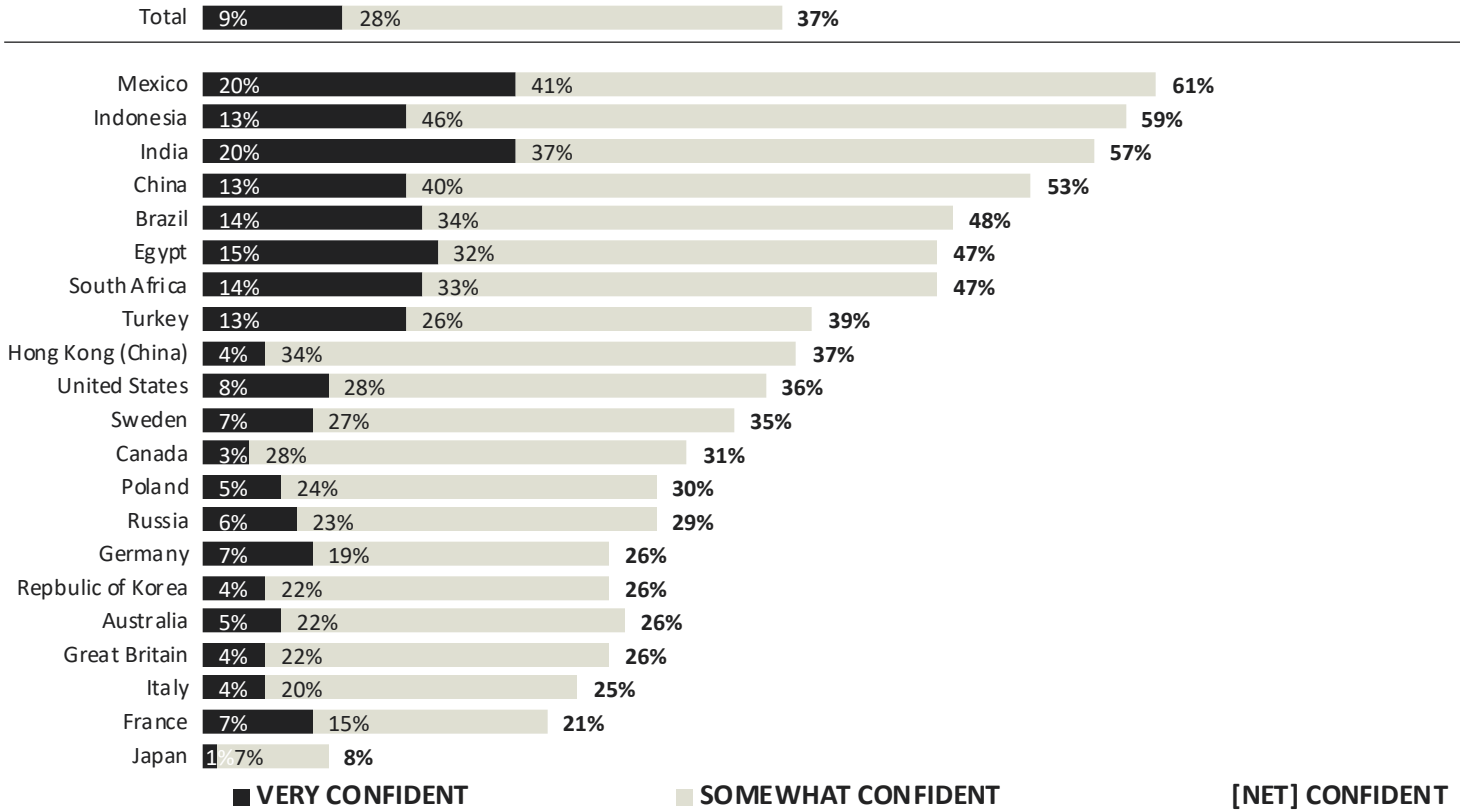
The LATAM economies are the only ones in which a majority expresses at least some degree of confidence in the unbiasedness of this particular algorithm.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=20,202) NOT ASKED IN CHINA,KENYA,NIGERIA,PAKISTAN & TUNISIA

JOB APPLICATION SCREENINGS

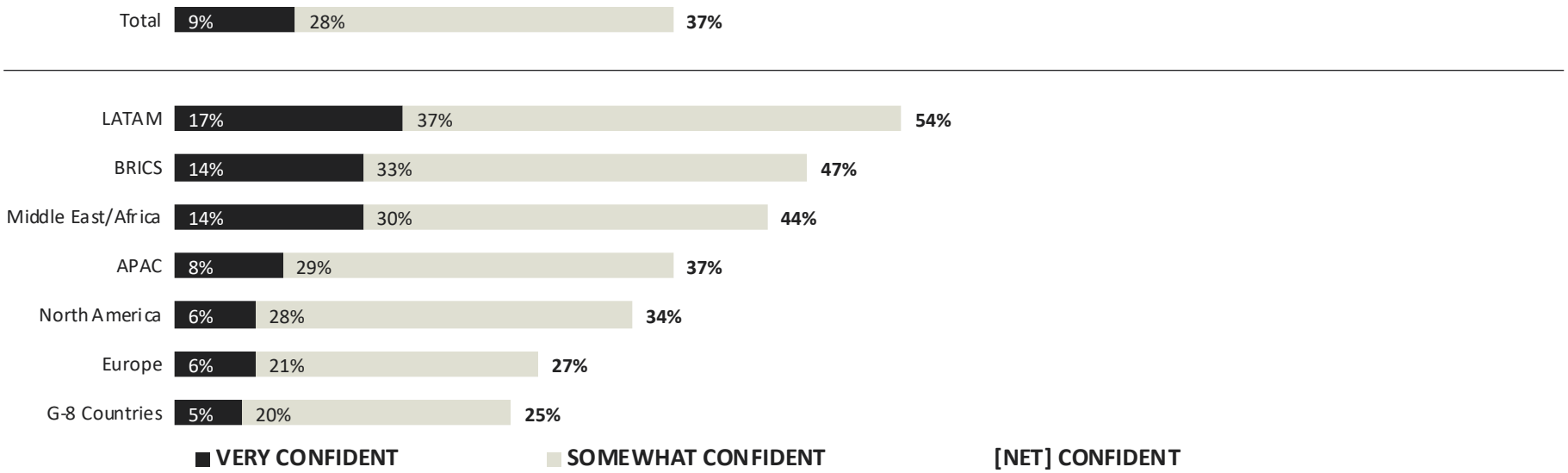
Nearly four in ten (37%) are confident that job application screenings are unbiased, including majorities in Mexico (61%), Indonesia (59%), India (57%) & China (53%).



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

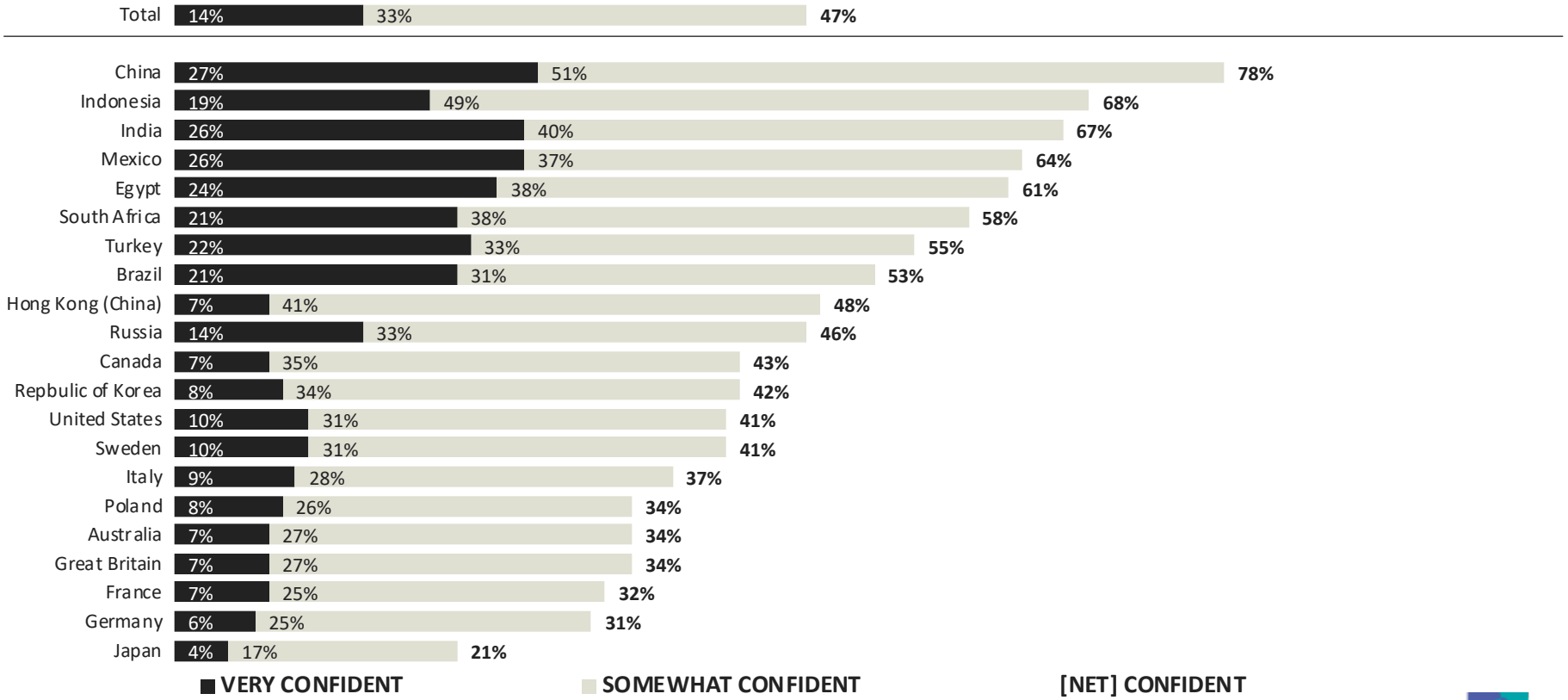
JOB APPLICATION SCREENINGS

Once again, the LATAM region is the only one in which a majority (54%) expresses confidence in the unbiasedness of the algorithm.



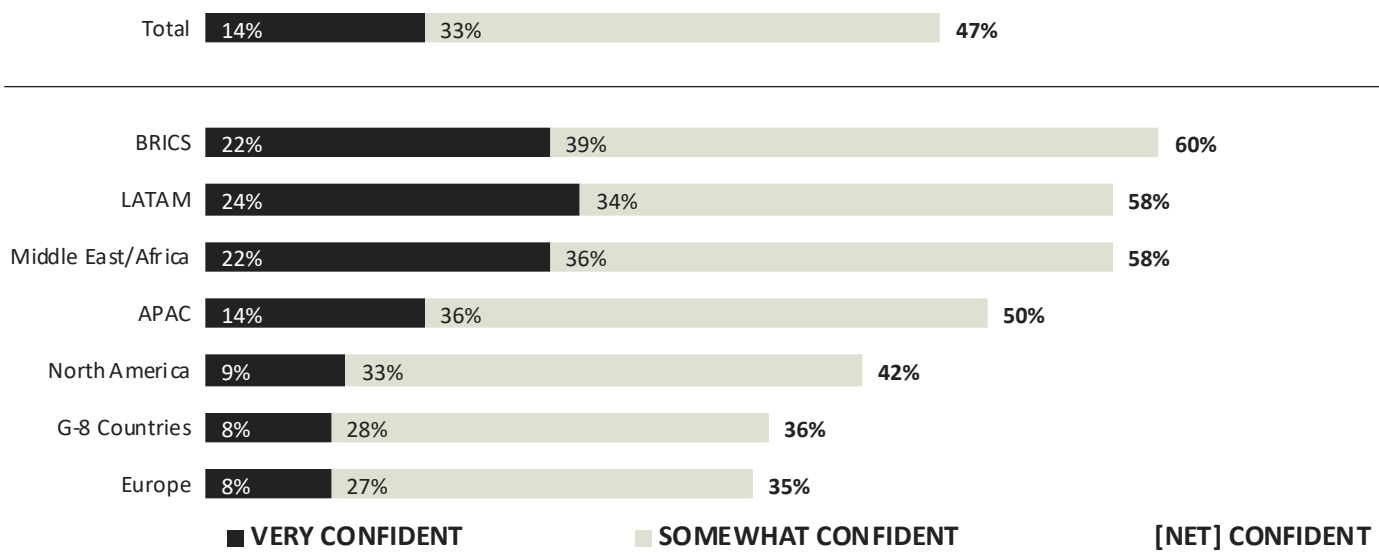
Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

When it comes to algorithms, a plurality (47%) express confidence in facial recognition systems, including a global-leading three in four (78%) in China.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

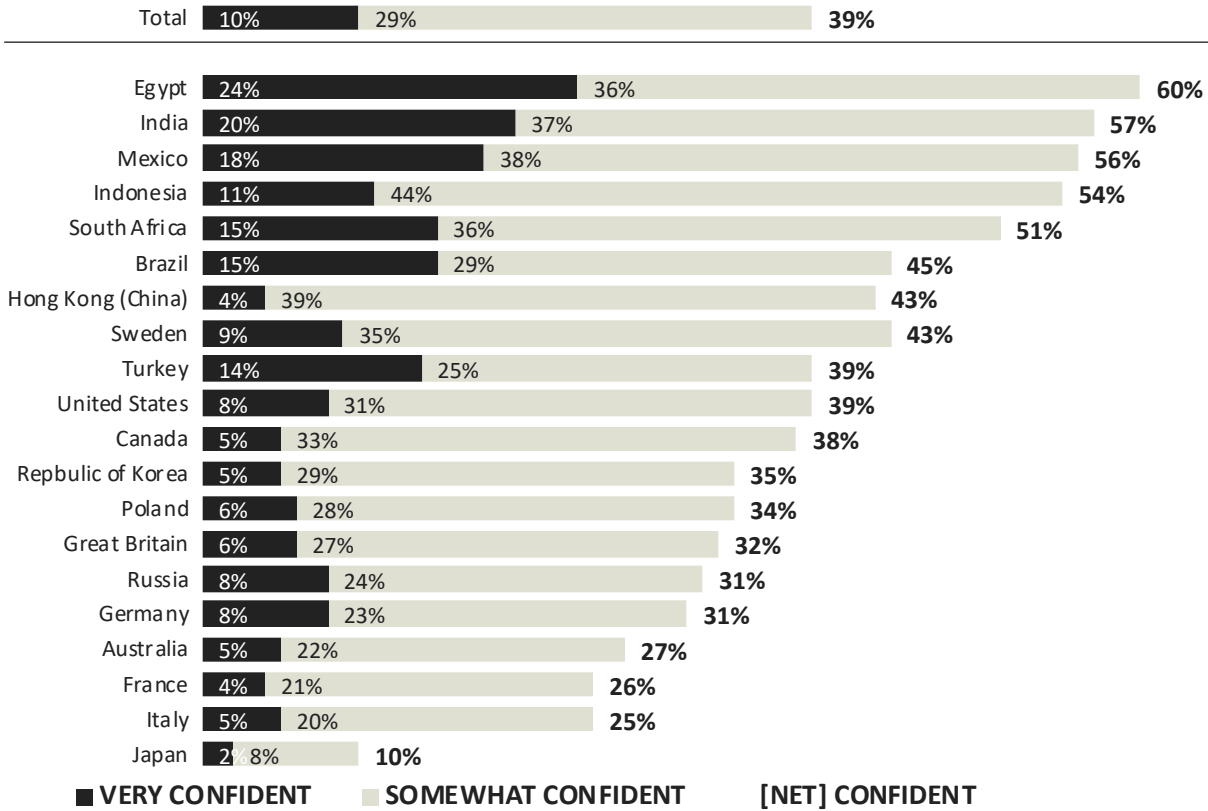
Majorities in the developing economies (BRICS, LATAM, the Middle East & Africa) express confidence in the unbiasedness of facial recognition systems. By contrast, less than half in the developed world feel this way, including as few as one in three (35%) Europeans.



Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

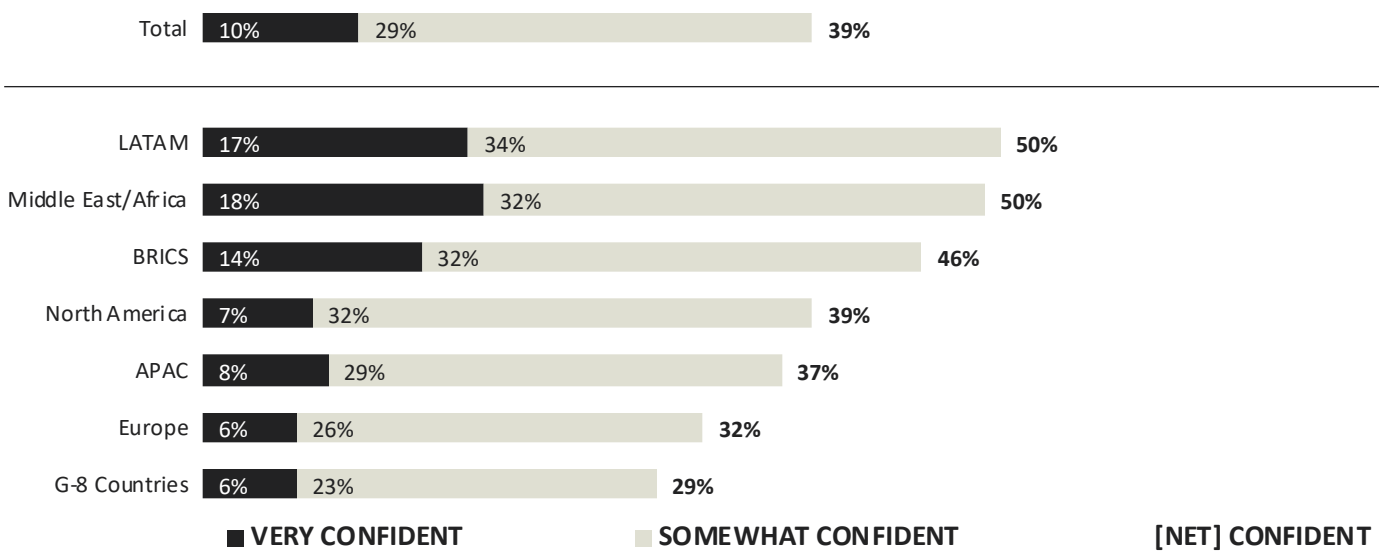
CREDIT SCORE CALCULATIONS

Overall, four in ten (39%) global citizens have at least some confidence in the unbiasedness of credit score calculation algorithms.



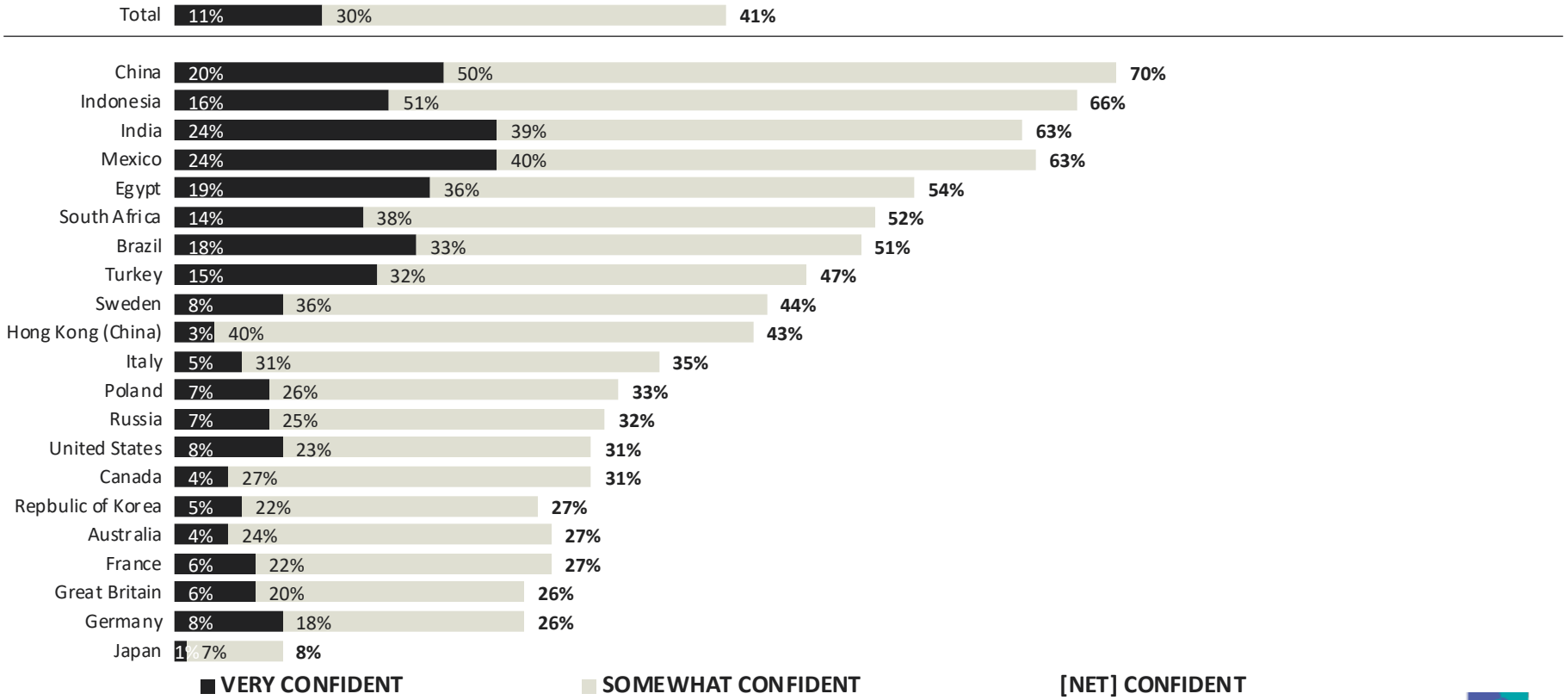
Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=20,202) NOT ASKED IN CHINA,KENYA,NIGERIA,PAKISTAN & TUNISIA

The developing economies tend to score higher on confidence, as it pertains to this particular algorithm.



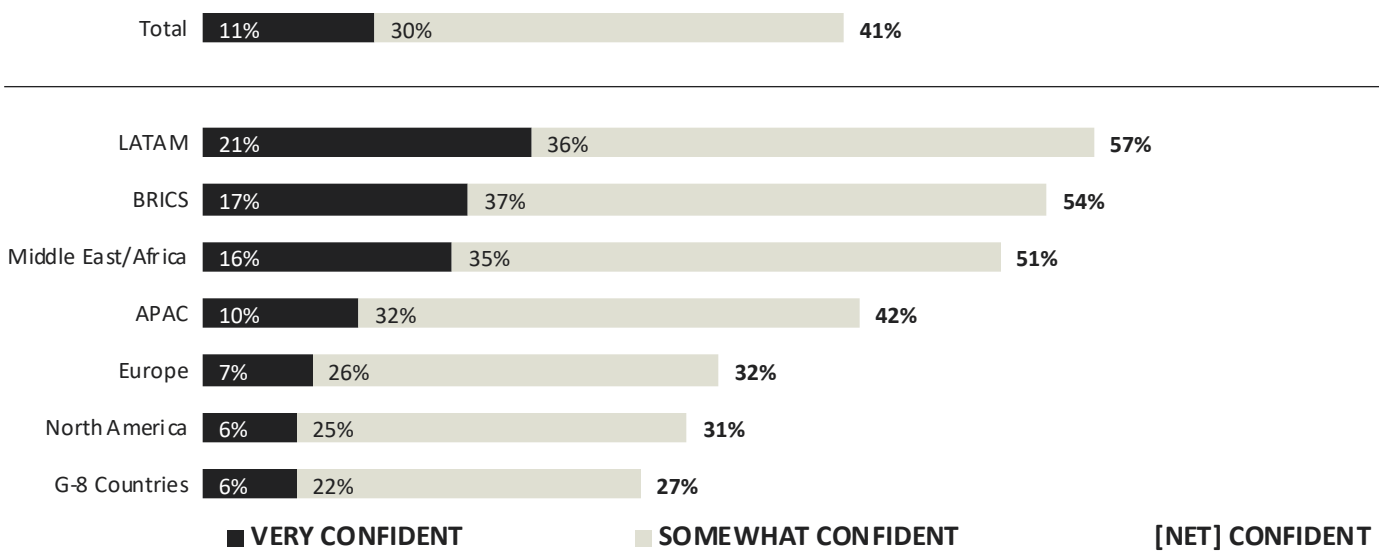
Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=20,202) NOT ASKED IN CHINA,KENYA,NIGERIA,PAKISTAN & TUNISIA

Two in five (41%) are at least *somewhat confident* that e-commerce algorithms are unbiased, with a high of 70% in China & a low of 8% in Japan.



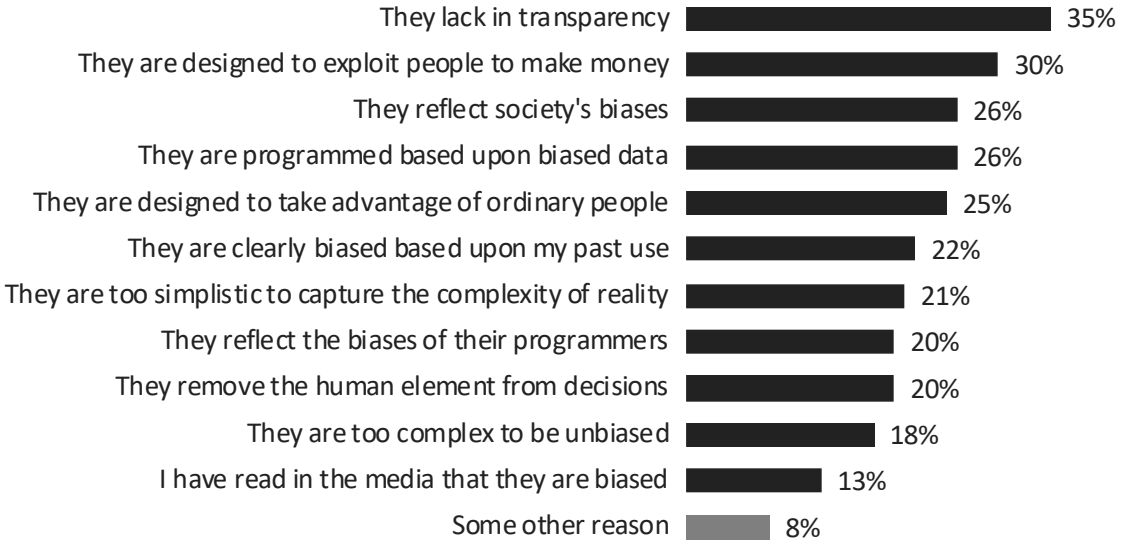
Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

Consistent with other platforms, majorities in the developing economies express confidence in the unbiasedness of e-commerce algorithms.



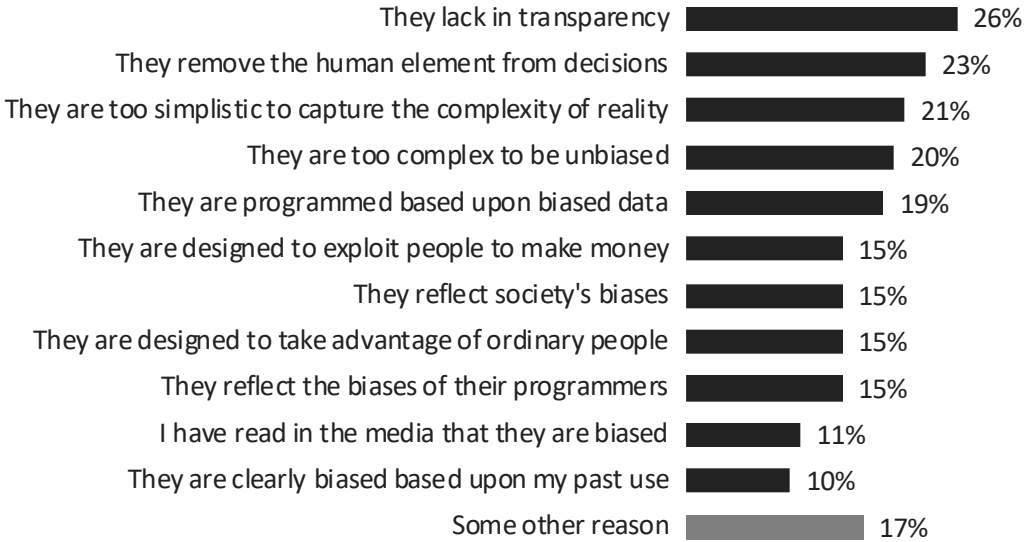
Q34. How confident are you that the algorithms used in the following contexts are unbiased:
Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

Among those who **lack confidence** in the unbiasedness of **social media news feed algorithms**, one-third (35%) indicate that it is because the algorithms lack transparency. Three in ten (30%) perceive the algorithms as being exploitative, by design. Between one in five & one in four cite most other response options while just thirteen percent (13%) have been influenced by something they read in the media.



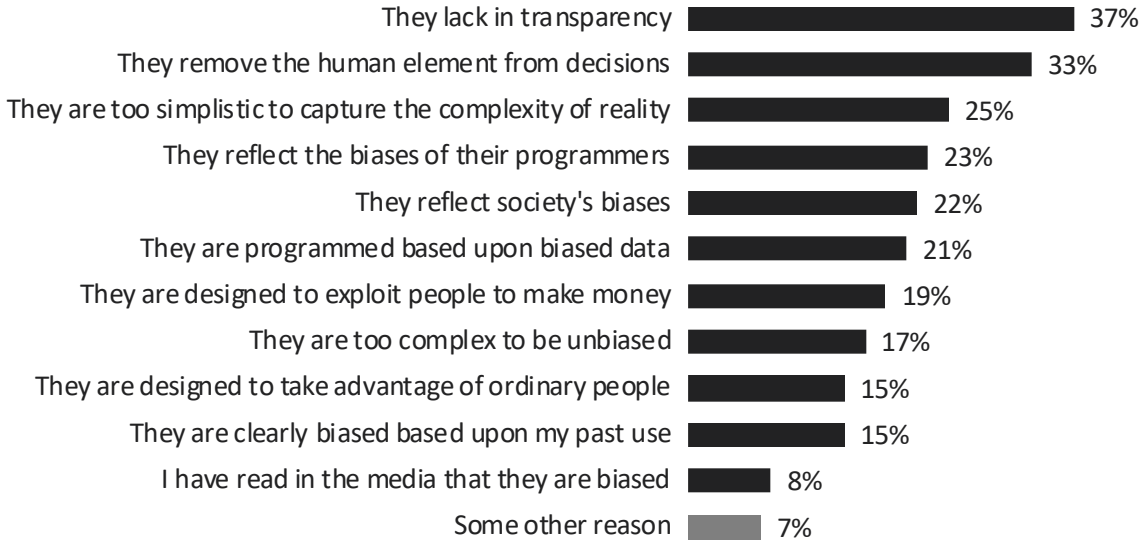
Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=2112)

Of those who **lack confidence** in the unbiasedness of **facial recognition algorithms**, a perceived lack of transparency is most frequently cited as the reason (at 26%). Other common mentions include: the absence of a human element from decisions (23%), over-simplicity (21%), over-complexity (20%) & being programmed based upon biased data (19%).



Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1871)

The perceived absence of transparency (37%) & human decision-making elements (33%) are, by a significant margin, the most common reasons why some people **lack confidence** in the unbiasedness of **job application screening algorithms.**

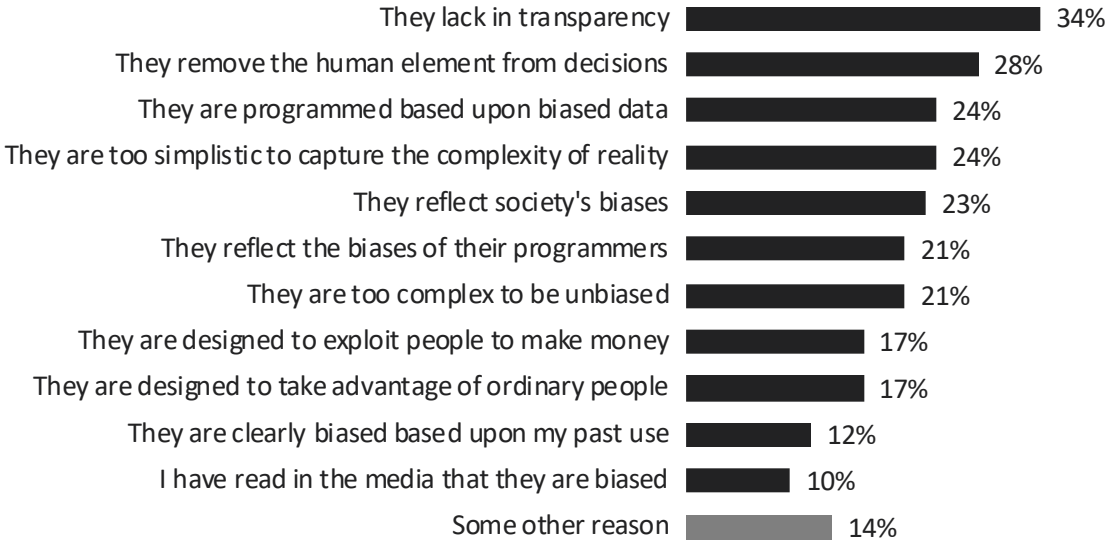


Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=2026)

At three in ten, a lack of transparency (30%) & perceptions that they are exploitative by their very design (29%) are the most common reasons why people **lack confidence** that **search engine algorithms** are unbiased.

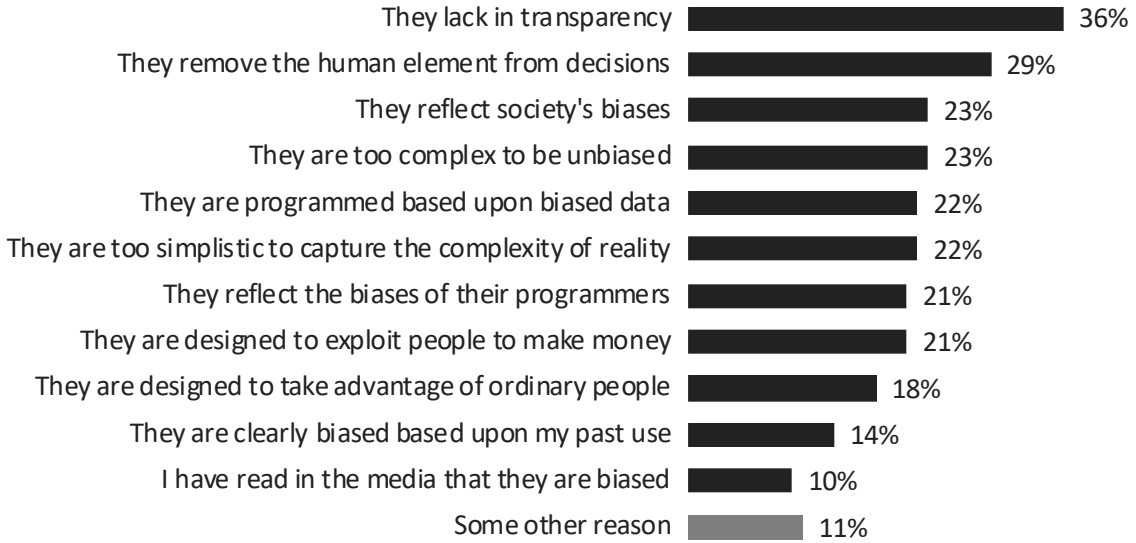
Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1909)

As is the case with other algorithms, there is a general belief, among those who **lack confidence** in the unbiasedness of **predictive policing algorithms**, that they lack transparency (34%). Other common mentions include: the absence of a human element from decisions (28%), being programmed based upon biased data (24%), over-simplicity (24%), over-complexity (21%) & a belief that they are a reflection of society's (23%) or their programmers' biases (21%).



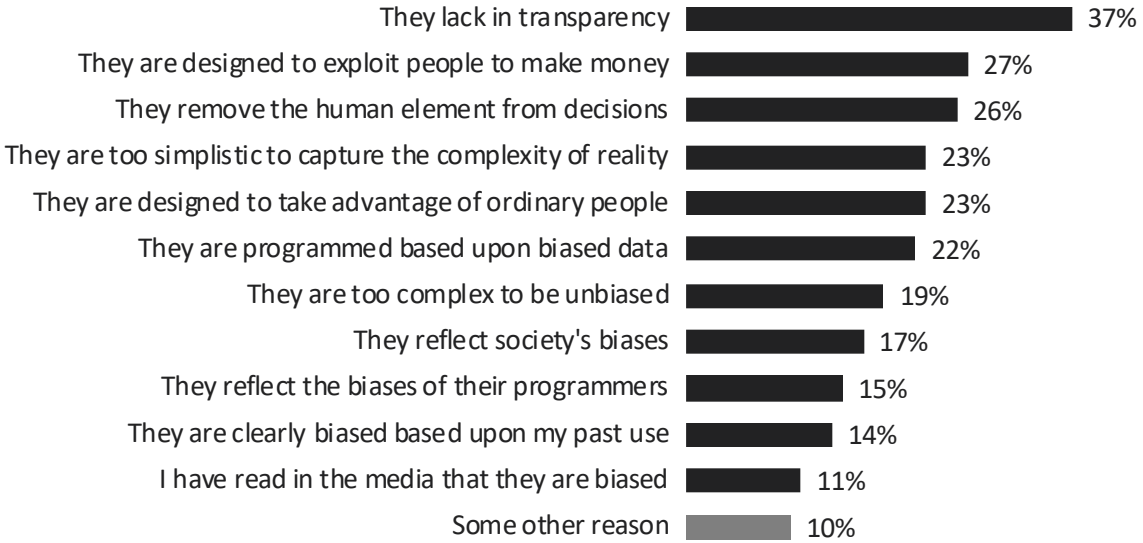
Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1849)

Similarly, those who **lack confidence** in the unbiasedness of **judicial risk assessment algorithms** most commonly cite a perceived lack of transparency (36%) & the removal of a human element from the decision-making process as reasons why they feel this way.



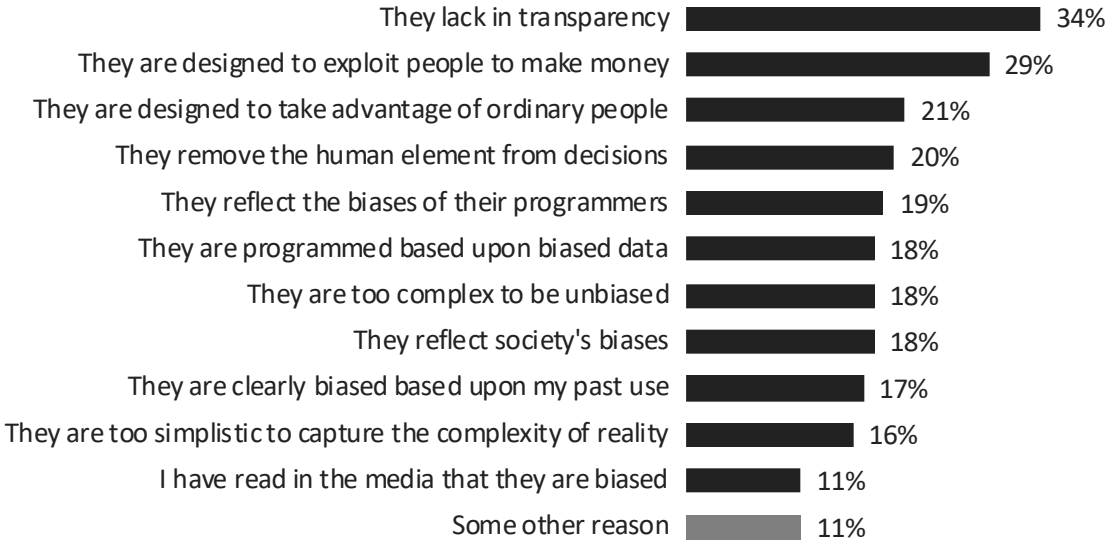
Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1846)

A plurality (37%) who **lack confidence** in the unbiasedness of **credit score calculation algorithms** cite a lack of transparency. More than one in four feel like the algorithms remove the human element from the decision-making process (26%) or are exploitative by design (27%).



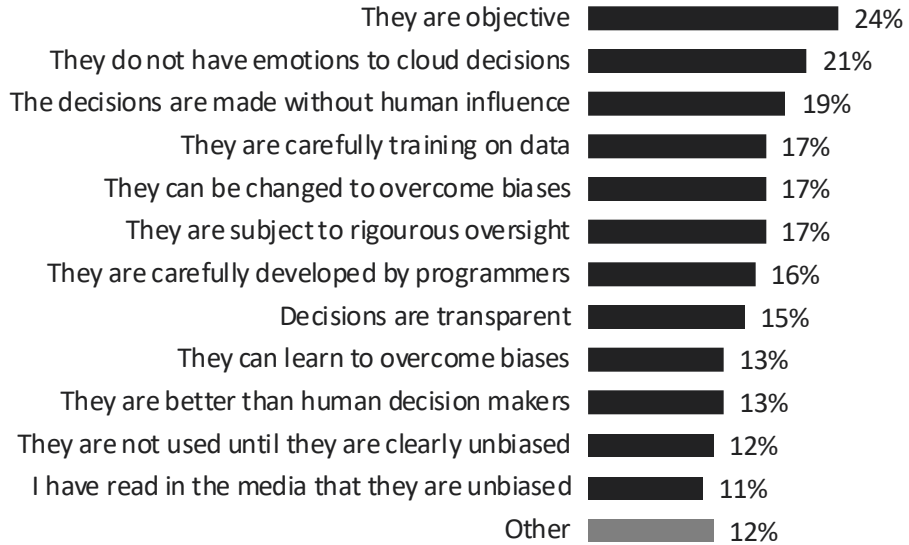
Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1865)

Those who **lack confidence** in the unbiasedness of **e-commerce platform algorithms** most frequently cite a lack of transparency (34%) or a perception that they are exploitative by design (29%) as reasons why they feel this way.



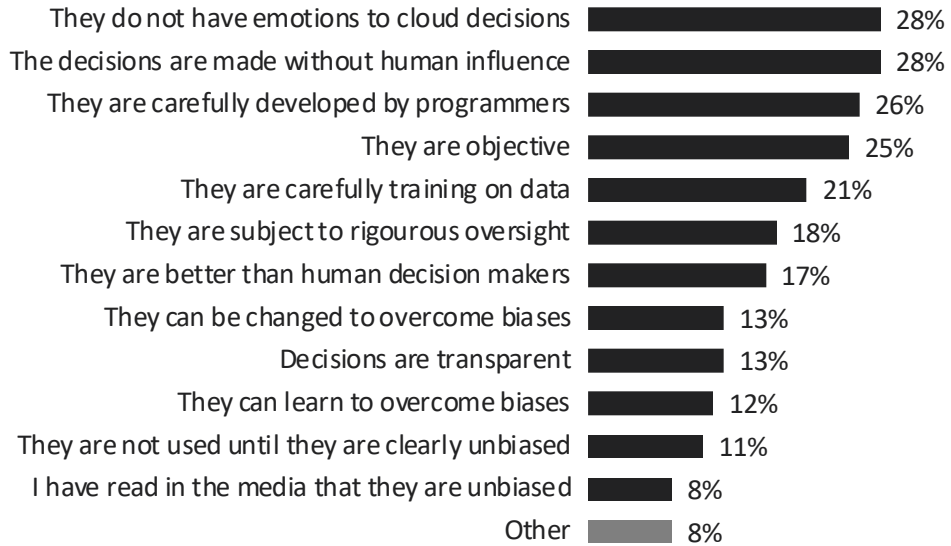
Q34a. Please indicate why you **lack confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1858)

The most commonly cited reasons for a perceived unbiasedness in **social media algorithms** include: objectivity (24%), a lack of emotional interference (21%), and the absence of human influence (19%).



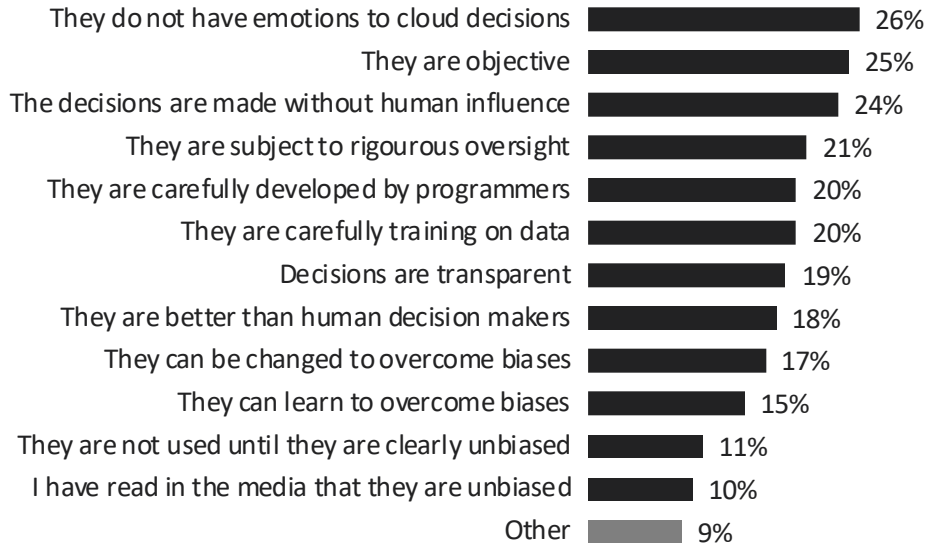
Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1735)

Around one in four of those who indicate confidence in the **unbiasedness of facial recognition algorithms** say that they feel this way because there are no emotions to cloud decisions (28%), decisions are made without human influence (28%), they have been carefully developed by programmers (26%) or are objective (25%).



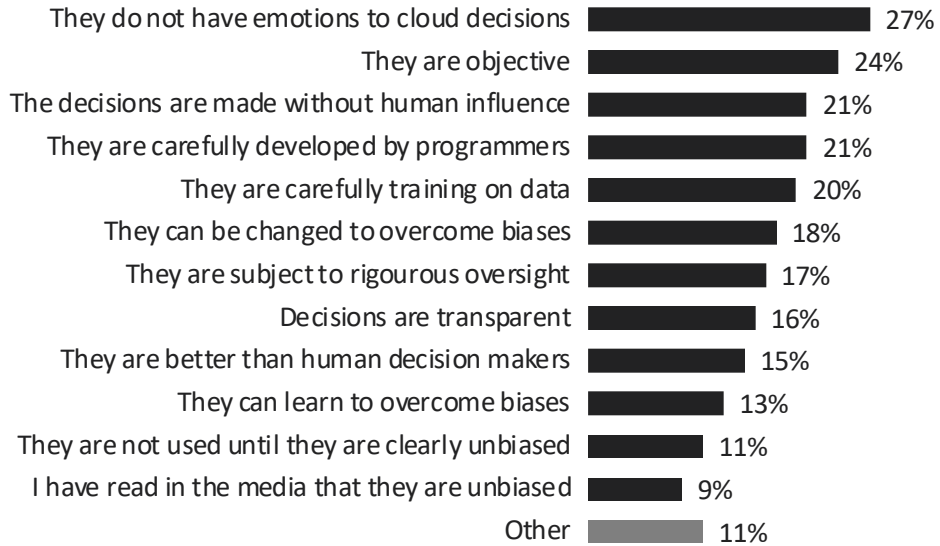
Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=2270)

Similarly, of those who express confidence in the **unbiasedness of job application screening algorithms** the most commonly cited reasons for feeling this way include: a lack of emotions to hinder decisions (26%), objectivity (25%), and the absence of any human influence (24%).



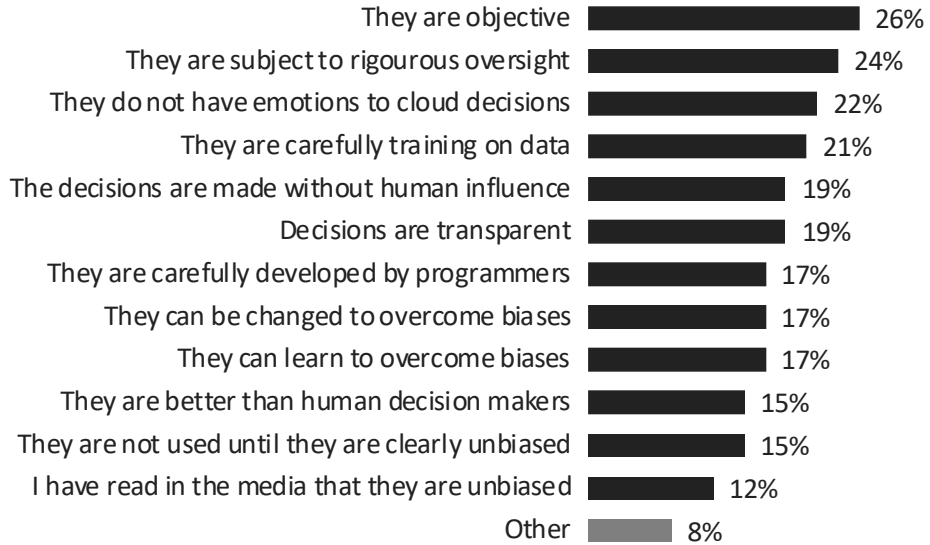
Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1748)

At one in four, objectivity (24%) & the absence of emotions (28%) are the most commonly cited reasons why people say they have confidence in the **unbiasedness of search engine algorithms**.



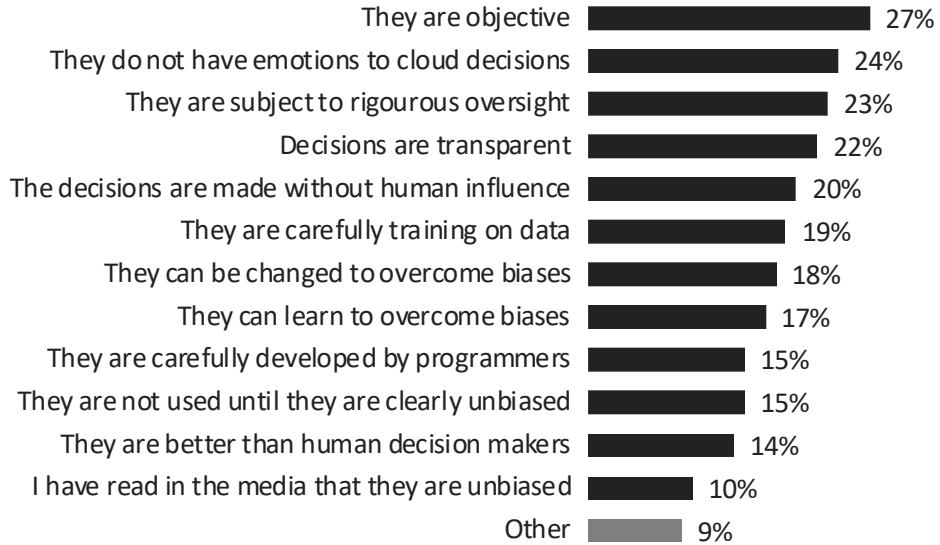
Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=2079)

When asked why they are confident in the **unbiasedness of predictive policing algorithms**, objectivity (26%) & rigorous oversight (24%) emerge as the most common mentions.



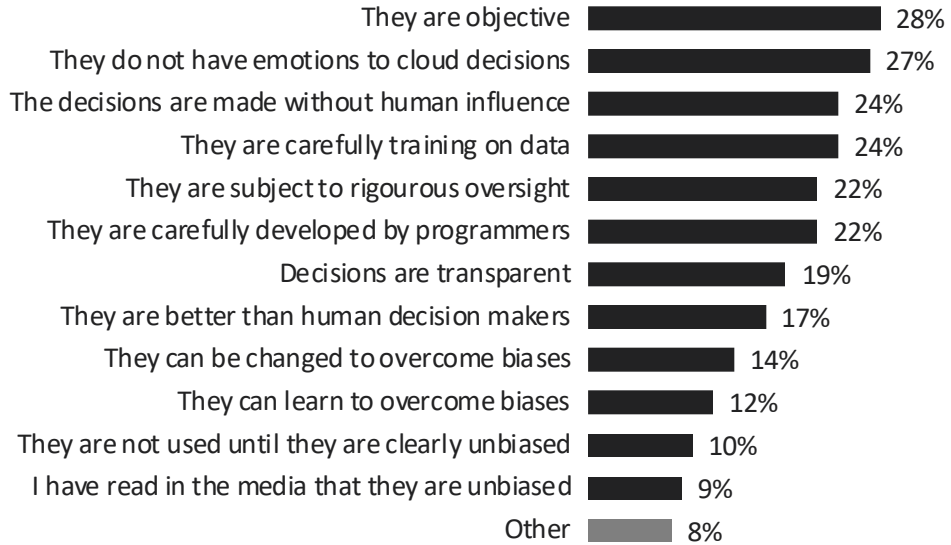
Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1723)

Those who indicate confidence in the **unbiasedness of judicial risk assessment algorithms** most frequently point to their objectivity (27%), lack of emotions (24%), rigorous oversight (23%), and transparency (22%) as reasons why they feel this way.



Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1747)

At nearly three in ten, objectivity (28%) & a lack of emotions (27%) are cited most frequently as reasons for confidence in the **unbiasedness of credit score calculation algorithms**.



Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1808)

When asked why they are confident in the **unbiasedness of e-commerce algorithms**, many different reasons are provided, with objectivity (24%), carefully training on data (23%) & rigorous oversight (23%) emerging as the top mentions.

Q34b. Please indicate why you **are confidence** that the algorithms behind **[insert least filled from Q34 list considered either not very confident or not confident at all]** are unbiased: Base: 2019 (n=1807)

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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.

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ABOUT CIGI

We are the Centre for International Governance Innovation (CIGI): an independent, non-partisan think tank with an objective and uniquely global perspective. Our research, opinions and public voice make a difference in today's world by bringing clarity and innovative thinking to global policy making. By working across disciplines and in partnership with the best peers and experts, we are the benchmark for influential research and trusted analysis.

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