Ipsos Public Affairs

Centre for International
Governance Innovation

CIGI-IPSOS GLOBAL SURVEY
INTERNET SECURITY & TRUST

2019 Part 3:

ONLINE INFLUENCERS: SOCIAL MEDIA, FAKE NEWS AND ALGORITHMS

UNITED NATIONS
UNCTAD

Internet
Society

GAME CHANGERS   Ipsos

CONTENTS

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 countries were fielded between December 21st, 2018 & January 4th, 2019.

  - Below are the field dates, for the offline countries:
    - 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, 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 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**

Country Abbreviations

Total	**TL**		Japan	**JP**
Australia	**AU**		Kenya	**KE**
Brazil	**BR**		Mexico	**MX**
Canada	**CA**		Nigeria	**NG**
China	**CN**		Pakistan	**PK**
Egypt	**EG**		Poland	**PL**
France	**FR**		Republic of Korea	**KR**
Germany	**DE**		Russia	**RU**
Great Britain	**GB**		South Africa	**ZA**
Hong Kong	**HK**		Sweden	**SE**
India	**IN**		Tunisia	**TN**
Indonesia	**ID**		Turkey	**TR**
Italy	**IT**		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. 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 country, and political discourse. The United States takes the lion's share of the blame for spreading fake news & think that it has had the largest negative effect on politics in the USA. 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.

	INCREASED	HAD NO IMPACT	DECREASED
Access to information	57%	36%	7%
Ease of communication	57%	37%	6%
Freedom of expression	50%	37%	13%
Worsened personal privacy	49%	39%	12%
Distractions during your day	47%	45%	8%
Polarization in politics	44%	47%	8%
Foreign meddling in politics	43%	48%	8%
Censorship	36%	48%	16%
Accountability in government	33%	53%	14%
Transparency in government	31%	52%	17%
Your overall quality of life	31%	55%	14%
Civility in culture	29%	47%	24%
Civility online	29%	43%	27%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED

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.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	57%	36%	7%
Kenya	90%	7%	3%
Nigeria	90%	8%	3%
Egypt	75%	21%	4%
Tunisia	75%	14%	10%
South Africa	73%	22%	5%
Indonesia	70%	27%	3%
India	66%	28%	7%
Mexico	66%	26%	8%
Pakistan	60%	36%	3%
Turkey	59%	22%	20%
Brazil	57%	34%	9%
Republic of Korea	55%	38%	7%
Canada	53%	40%	7%
United States	53%	42%	5%
Australia	51%	44%	5%
Hong Kong	51%	43%	6%
Great Britain	49%	45%	6%
Italy	48%	46%	5%
Sweden	48%	44%	8%
China	47%	47%	6%
France	42%	50%	7%
Russia	42%	43%	15%
Germany	41%	52%	6%
Poland	38%	51%	11%
Japan	23%	62%	15%

■ **INCREASED** ■ **HAD NO IMPACT** ■ **DECREASED**

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*.

	INCREASED	HAD NO IMPACT	DECREASED
Total	57%	36%	7%
Middle East/Africa	74%	19%	6%
LATAM	62%	30%	9%
BRICS	57%	35%	8%
North America	53%	41%	6%
APAC	50%	42%	8%
Europe	45%	48%	7%
G-8 Countries	44%	48%	8%

■ **INCREASED**   ■ **HAD NO IMPACT**   ■ **DECREASED**
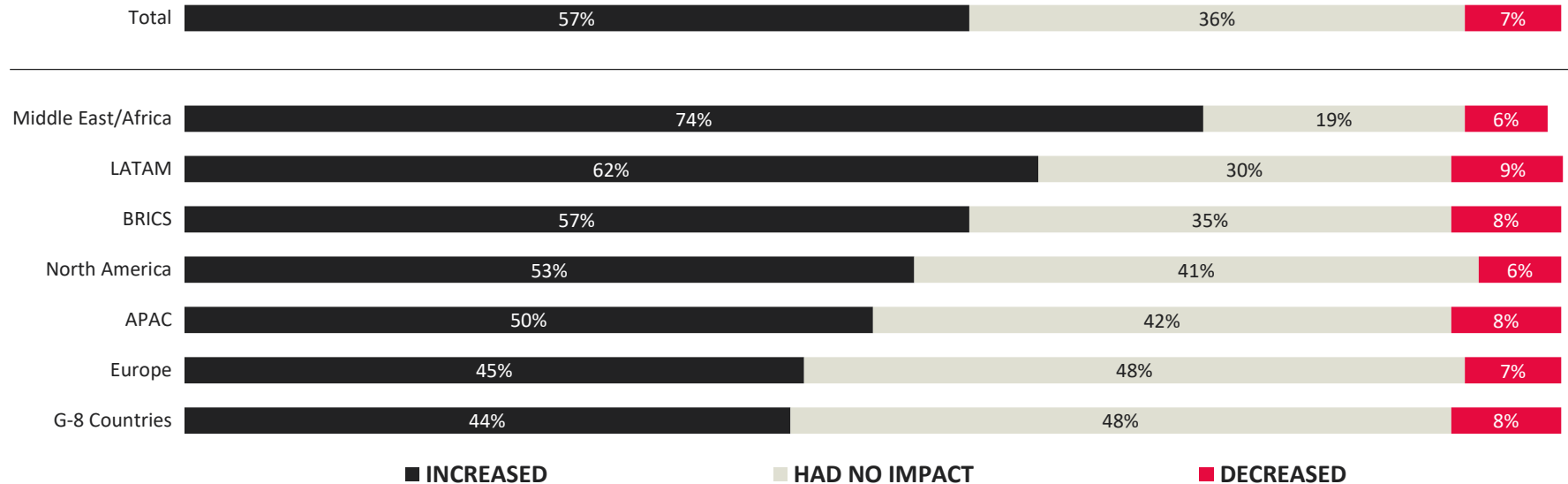
FREEDOM OF EXPRESSION

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	50%	37%	13%
Kenya	88%	6%	5%
Nigeria	86%	10%	4%
Tunisia	81%	12%	7%
South Africa	70%	20%	10%
Indonesia	66%	25%	8%
Mexico	63%	26%	11%
India	59%	30%	11%
Pakistan	57%	38%	5%
Republic of Korea	55%	37%	8%
Brazil	52%	36%	12%
United States	46%	43%	11%
Canada	45%	40%	15%
Australia	45%	44%	11%
Great Britain	45%	43%	11%
Italy	42%	49%	10%
Turkey	41%	22%	37%
Hong Kong	37%	45%	18%
France	37%	47%	16%
Germany	36%	55%	9%
Sweden	33%	49%	18%
Poland	27%	51%	22%
Russia	24%	48%	27%
Japan	21%	62%	17%

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	50%	37%	13%
Middle East/Africa	68%	19%	12%
LATAM	58%	31%	12%
BRICS	51%	34%	15%
North America	46%	41%	13%
APAC	44%	42%	14%
Europe	37%	49%	14%
G-8 Countries	37%	48%	15%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED
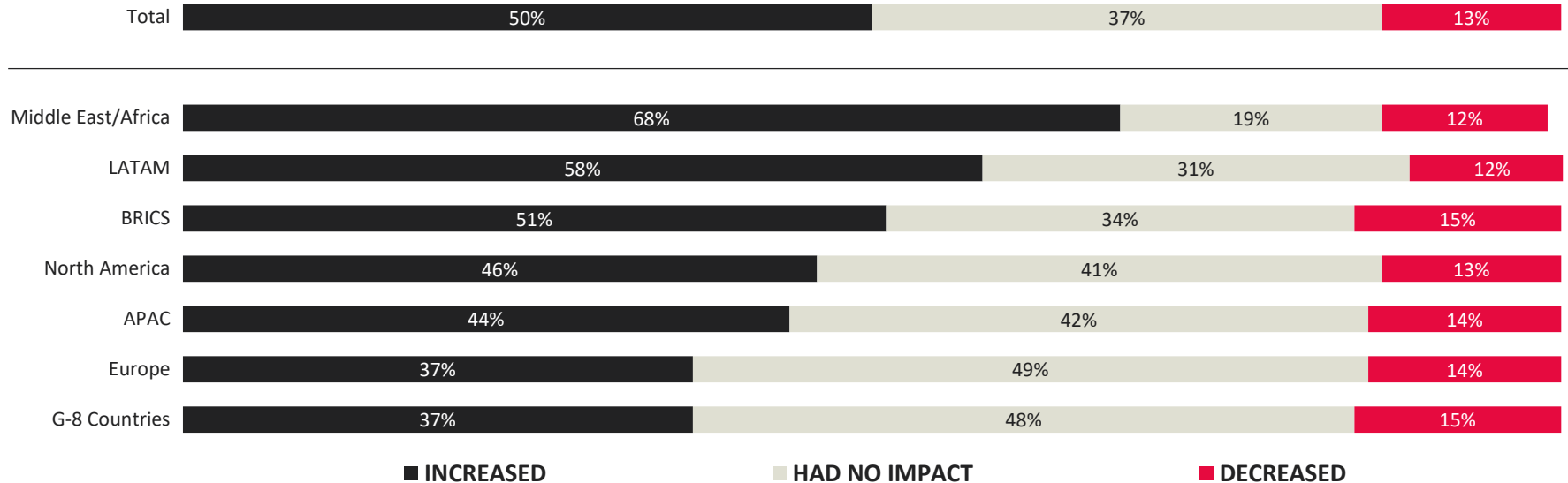
CENSORSHIP

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

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	36%	48%	16%
Kenya	64%	26%	10%
Nigeria	63%	31%	6%
Turkey	60%	28%	12%
Indonesia	46%	40%	14%
Tunisia	45%	30%	25%
India	44%	42%	14%
Hong Kong	43%	50%	7%
Pakistan	40%	51%	9%
Mexico	38%	37%	25%
Russia	38%	49%	13%
South Africa	36%	44%	20%
Republic of Korea	34%	52%	14%
United States	34%	52%	14%
Sweden	33%	54%	13%
Brazil	32%	49%	19%
Canada	32%	52%	17%
France	31%	58%	12%
Great Britain	28%	57%	14%
Australia	26%	57%	17%
Germany	24%	63%	14%
Italy	21%	59%	19%
Poland	15%	55%	30%
Japan	12%	68%	21%

■ INCREASED **■ HAD NO IMPACT** **■ DECREASED**

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=23,227) NOT ASKED IN EGYPT & CHINA

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

	INCREASED	HAD NO IMPACT	DECREASED
Total	36%	48%	16%
Middle East/Africa	53%	36%	11%
BRICS	38%	46%	16%
LATAM	35%	43%	22%
APAC	35%	51%	14%
North America	33%	52%	15%
G-8 Countries	27%	57%	15%
Europe	25%	58%	17%

■ **INCREASED**   ■ **HAD NO IMPACT**   ■ **DECREASED**
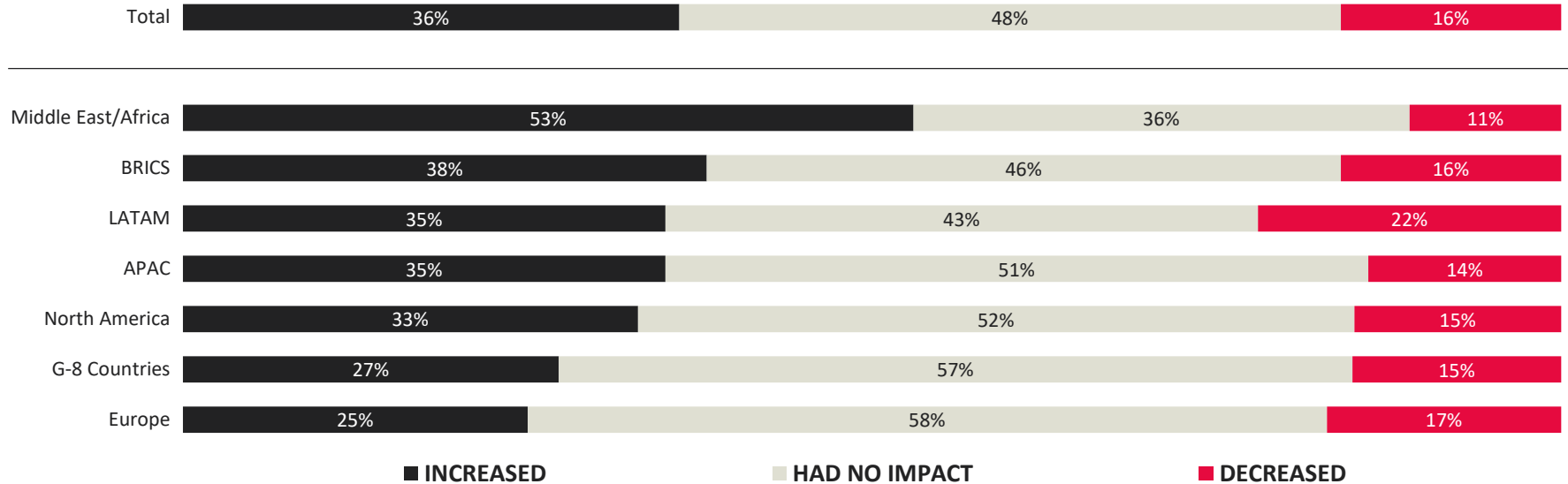
DISTRACTIONS DURING YOUR DAY

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	47%	45%	8%
Kenya	68%	20%	12%
Nigeria	66%	28%	6%
Mexico	64%	31%	5%
Tunisia	62%	24%	14%
South Africa	62%	33%	5%
Turkey	61%	30%	9%
Brazil	56%	37%	7%
India	53%	40%	7%
Egypt	52%	37%	11%
Australia	50%	47%	3%
United States	49%	48%	3%
Canada	48%	46%	6%
Great Britain	47%	49%	4%
Pakistan	46%	50%	3%
Indonesia	45%	50%	5%
Sweden	44%	50%	6%
Republic of Korea	43%	48%	9%
China	43%	44%	13%
Italy	41%	54%	5%
Russia	39%	55%	6%
France	39%	54%	7%
Hong Kong	37%	57%	6%
Germany	37%	58%	5%
Poland	11%	63%	26%
Japan	9%	72%	19%

INCREASED   **HAD NO IMPACT**   **DECREASED**

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	47%	45%	8%
LATAM	60%	34%	6%
Middle East/Africa	59%	33%	8%
BRICS	50%	42%	8%
North America	49%	47%	5%
APAC	40%	52%	9%
G-8 Countries	39%	54%	7%
Europe	37%	55%	9%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED
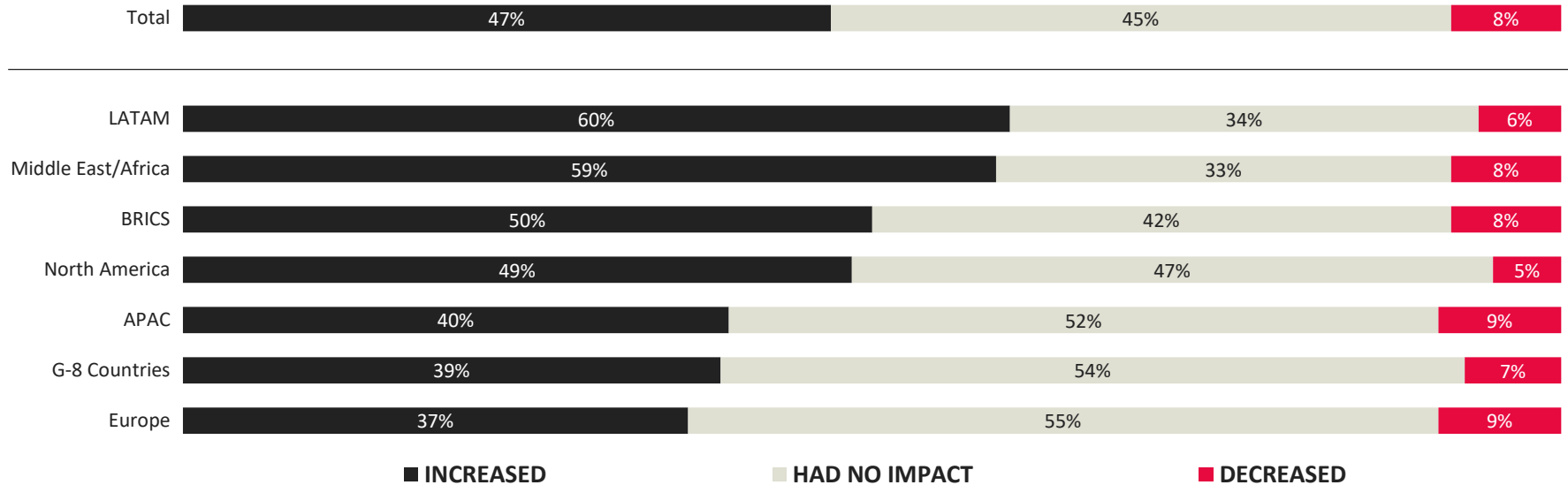
ACCOUNTABILITY IN GOVERNMENT

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 country.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	33%	53%	14%
Kenya	73%	19%	8%
Nigeria	61%	29%	9%
Indonesia	50%	42%	9%
Tunisia	47%	38%	15%
Pakistan	47%	48%	5%
India	46%	42%	13%
Turkey	41%	34%	25%
South Africa	40%	42%	18%
Brazil	37%	48%	16%
Republic of Korea	32%	57%	11%
Mexico	30%	52%	17%
Australia	26%	59%	15%
United States	25%	58%	17%
Italy	25%	65%	10%
Great Britain	24%	63%	13%
Sweden	24%	65%	11%
Hong Kong	24%	63%	13%
Canada	23%	58%	19%
France	23%	66%	11%
Germany	22%	68%	10%
Russia	21%	64%	15%
Poland	14%	64%	22%
Japan	10%	73%	17%
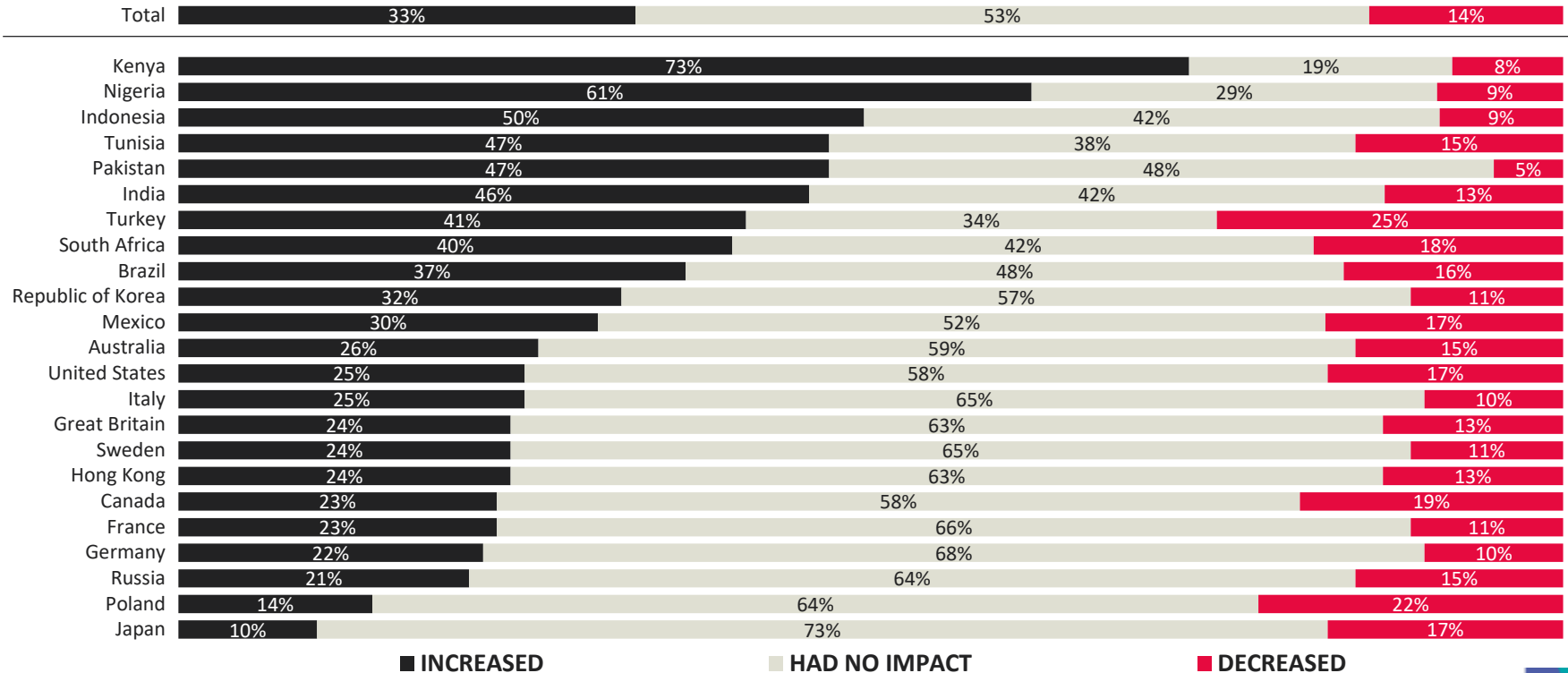
INCREASED   **HAD NO IMPACT**   **DECREASED**

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	33%	53%	14%
Middle East/Africa	52%	34%	13%
BRICS	36%	49%	15%
LATAM	34%	50%	16%
APAC	30%	57%	13%
North America	24%	58%	18%
G-8 Countries	22%	64%	14%
Europe	22%	65%	13%

■ **INCREASED**   ■ **HAD NO IMPACT**   ■ **DECREASED**
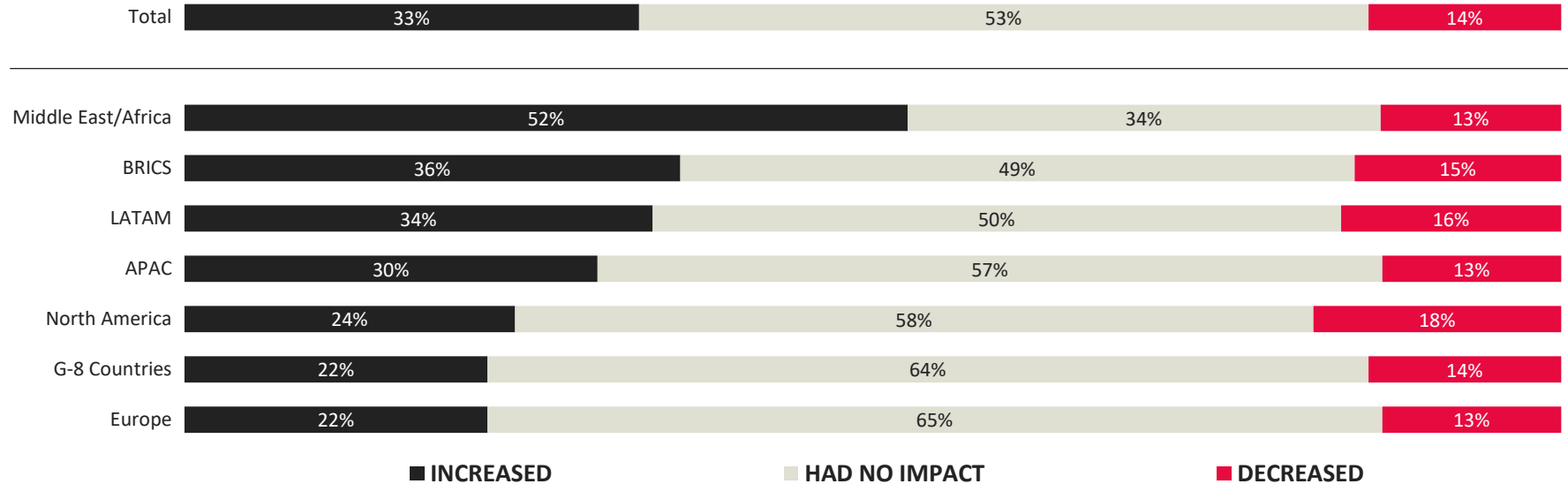
TRANSPARENCY IN GOVERNMENT

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 countries save for Tunisia, Turkey, Japan, Poland & Russia.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	31%	52%	17%
Kenya	70%	20%	10%
Nigeria	59%	30%	11%
Indonesia	52%	40%	8%
Pakistan	46%	49%	5%
India	46%	41%	13%
South Africa	38%	43%	19%
Brazil	36%	46%	18%
Hong Kong	32%	53%	15%
Mexico	30%	50%	20%
Tunisia	29%	36%	36%
Italy	28%	62%	10%
Sweden	27%	61%	12%
Turkey	26%	39%	35%
Republic of Korea	25%	57%	18%
United States	25%	60%	15%
Canada	24%	57%	19%
Australia	23%	60%	17%
Great Britain	20%	63%	17%
France	20%	65%	14%
Russia	20%	59%	22%
Germany	16%	72%	11%
Poland	14%	64%	22%
Japan	10%	70%	19%

■ **INCREASED**   ■ **HAD NO IMPACT**   ■ **DECREASED**

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	31%	52%	17%
Middle East/Africa	48%	36%	16%
BRICS	35%	47%	18%
LATAM	33%	48%	19%
APAC	30%	54%	16%
North America	24%	58%	17%
Europe	21%	65%	14%
G-8 Countries	20%	64%	16%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED

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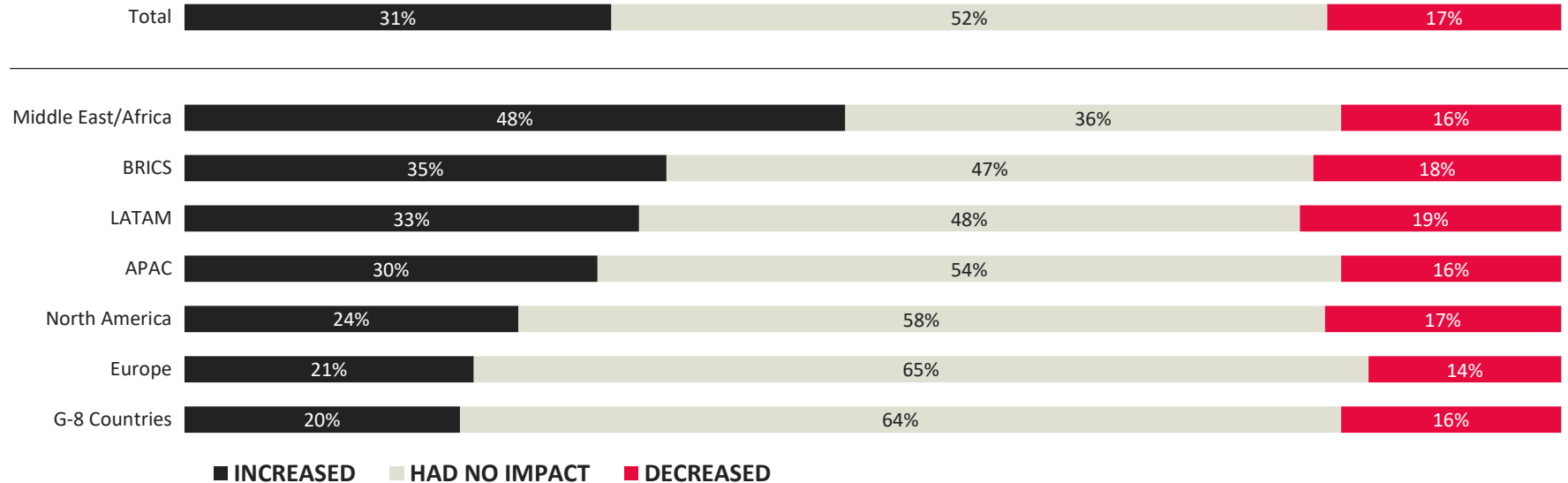
When it comes to civility, the planet is split, just over half (53%) would say that social media has been impactful in this area, though nearly as many think civility has actually *decreased* (24%), as opposed to *increased* (29%), thanks to social media.

	INCREASED	HAD NO IMPACT	DECREASED
Total	29%	47%	24%
Kenya	69%	18%	13%
Nigeria	61%	32%	7%
Egypt	53%	32%	15%
Indonesia	50%	33%	17%
Tunisia	49%	19%	32%
Pakistan	46%	47%	7%
India	41%	40%	19%
South Africa	35%	41%	24%
China	34%	52%	14%
Brazil	33%	52%	15%
Mexico	31%	47%	22%
Italy	22%	61%	17%
United States	20%	44%	35%
Hong Kong	18%	60%	22%
Australia	18%	53%	29%
Sweden	17%	55%	28%
Great Britain	17%	50%	33%
France	17%	62%	21%
Poland	17%	55%	28%
Turkey	16%	32%	51%
Republic of Korea	16%	45%	39%
Canada	16%	51%	33%
Germany	16%	64%	20%
Russia	10%	56%	33%
Japan	6%	68%	25%
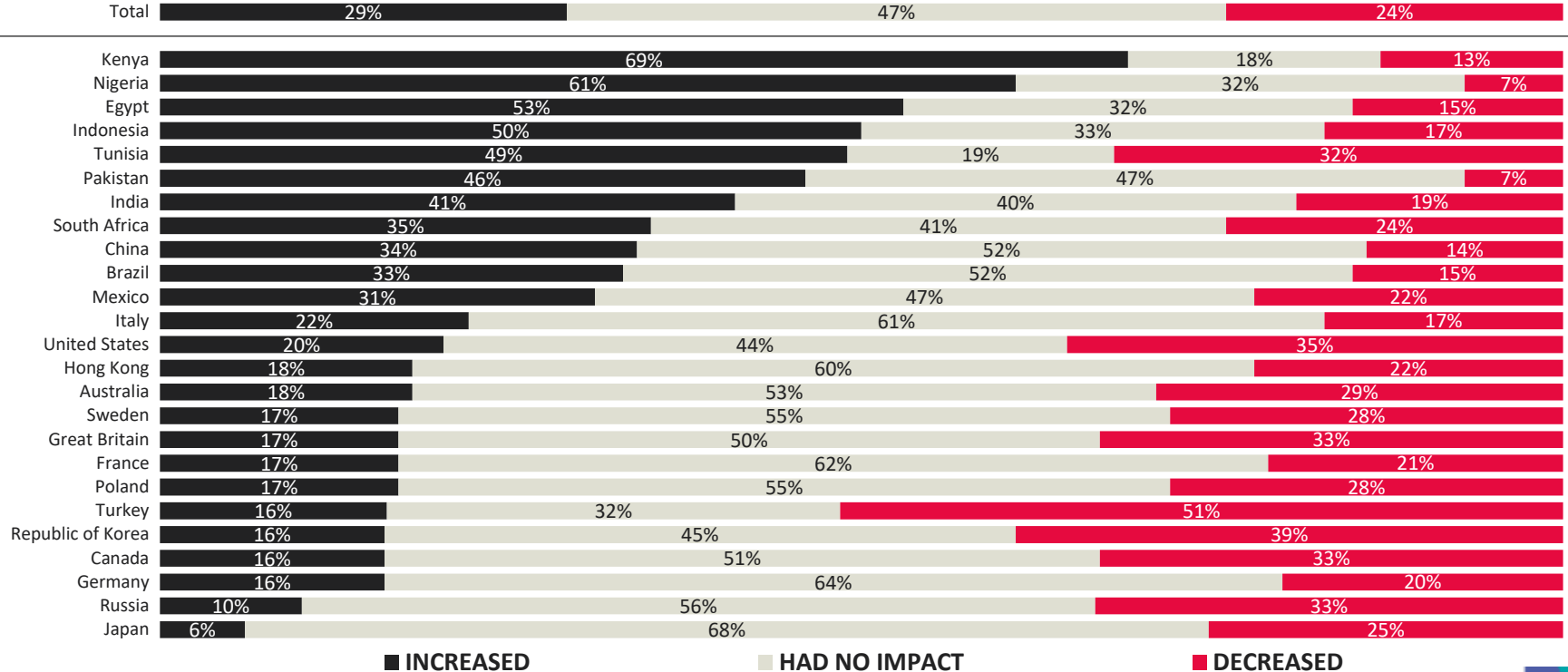
There is considerable variation in opinions regarding social media & civility, with those living in the developed world generally viewing social media as detrimental to civility whereas the opposite holds true in the developing world.

	INCREASED	HAD NO IMPACT	DECREASED
Total	29%	47%	24%
Middle East/Africa	47%	34%	20%
LATAM	32%	49%	18%
BRICS	31%	48%	21%
APAC	24%	51%	25%
North America	18%	47%	34%
Europe	18%	58%	25%
G-8 Countries	16%	57%	27%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED
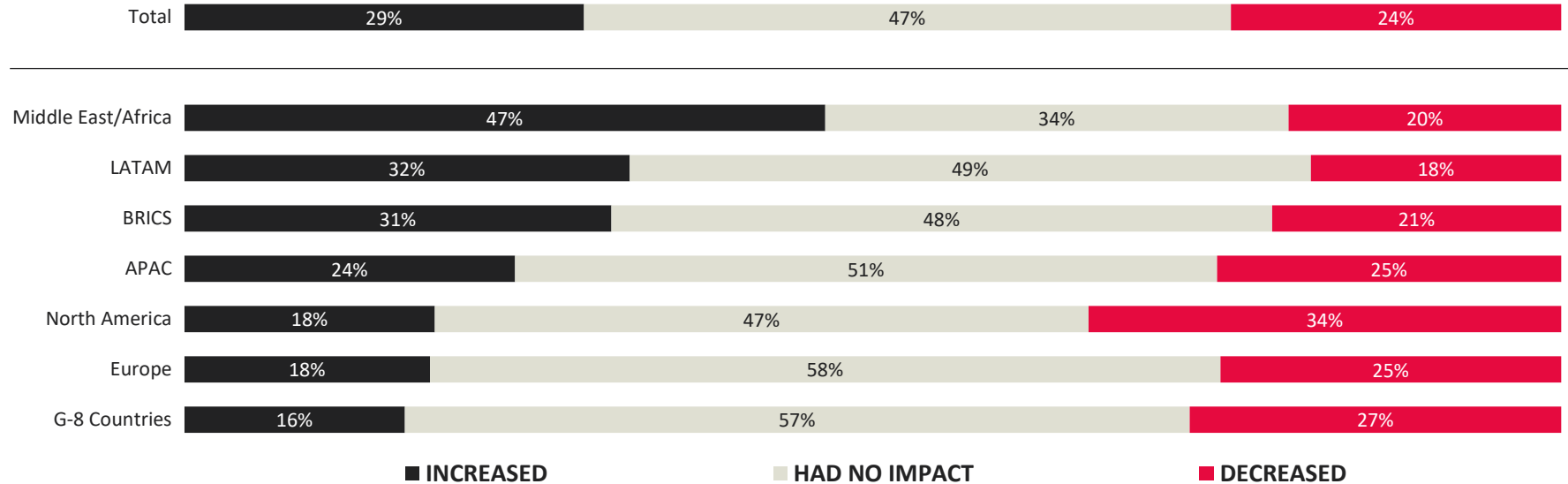
POLARIZATION IN POLITICS

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

	INCREASED	HAD NO IMPACT	DECREASED
Total	44%	47%	8%
Kenya	77%	17%	6%
Turkey	67%	27%	6%
Nigeria	61%	31%	8%
Tunisia	61%	30%	9%
Indonesia	58%	37%	6%
South Africa	53%	40%	7%
India	52%	40%	8%
Pakistan	48%	46%	6%
United States	48%	48%	4%
Brazil	47%	43%	10%
Mexico	47%	42%	10%
Great Britain	47%	48%	5%
Hong Kong	45%	50%	5%
Republic of Korea	45%	46%	9%
Sweden	43%	50%	7%
Canada	40%	51%	9%
Australia	39%	56%	5%
Germany	39%	54%	6%
Italy	31%	63%	6%
France	30%	64%	6%
Russia	25%	69%	7%
Poland	14%	63%	23%
Japan	7%	69%	24%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	44%	47%	8%
Middle East/Africa	61%	32%	7%
LATAM	47%	43%	10%
BRICS	44%	48%	8%
North America	44%	50%	7%
APAC	39%	52%	9%
Europe	34%	57%	9%
G-8 Countries	33%	58%	8%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED

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=23,227) NOT ASKED IN EGYPT & CHINA

CIVILITY ONLINE

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*.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	29%	43%	27%
Kenya	74%	17%	10%
Nigeria	64%	29%	7%
Indonesia	64%	28%	9%
Egypt	53%	33%	14%
Pakistan	44%	46%	10%
India	39%	43%	18%
South Africa	36%	38%	27%
China	35%	52%	14%
Brazil	32%	47%	21%
Tunisia	29%	13%	57%
Mexico	26%	49%	24%
Italy	22%	56%	22%
Germany	21%	60%	18%
Republic of Korea	20%	40%	40%
Turkey	19%	27%	54%
Australia	19%	51%	30%
France	18%	52%	30%
United States	17%	45%	38%
Poland	17%	53%	30%
Hong Kong	16%	56%	28%
Great Britain	15%	46%	39%
Sweden	15%	47%	38%
Canada	15%	44%	40%
Russia	11%	54%	35%
Japan	8%	61%	32%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	29%	43%	27%
Middle East/Africa	48%	31%	21%
BRICS	30%	47%	23%
LATAM	29%	48%	23%
APAC	26%	48%	26%
Europe	18%	52%	30%
North America	16%	44%	39%
G-8 Countries	16%	52%	32%

■ **INCREASED**   ■ **HAD NO IMPACT**   ■ **DECREASED**
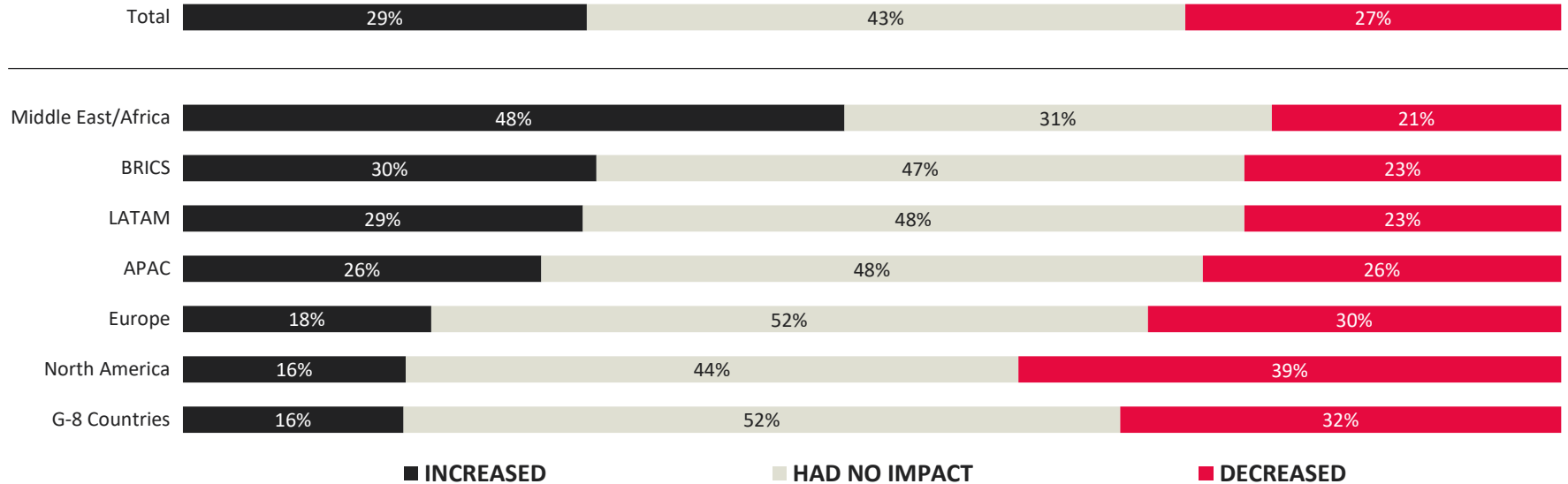
FOREIGN MEDDLING IN POLITICS

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 countries, save for Japan & Poland.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	43%	48%	8%
Kenya	73%	18%	10%
Tunisia	66%	28%	6%
Nigeria	60%	33%	7%
South Africa	55%	38%	7%
Indonesia	53%	42%	5%
Egypt	52%	38%	10%
Turkey	51%	40%	9%
Great Britain	51%	46%	4%
Pakistan	49%	45%	6%
India	49%	43%	9%
Mexico	47%	46%	8%
United States	46%	50%	4%
Sweden	45%	47%	8%
Canada	43%	48%	9%
Australia	42%	54%	4%
Brazil	40%	52%	8%
Germany	36%	59%	5%
Hong Kong	36%	57%	7%
Russia	34%	59%	7%
France	32%	63%	5%
Italy	30%	63%	7%
Republic of Korea	30%	58%	12%
Poland	14%	65%	21%
Japan	7%	71%	22%

■ **INCREASED** ■ **HAD NO IMPACT** ■ **DECREASED**

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

Region	INCREASED	HAD NO IMPACT	DECREASED
Total	43%	48%	8%
Middle East/Africa	57%	35%	8%
BRICS	44%	48%	8%
North America	44%	49%	6%
LATAM	43%	49%	8%
APAC	36%	55%	9%
Europe	35%	57%	8%
G-8 Countries	35%	57%	8%

■ **INCREASED**　　■ **HAD NO IMPACT**　　■ **DECREASED**
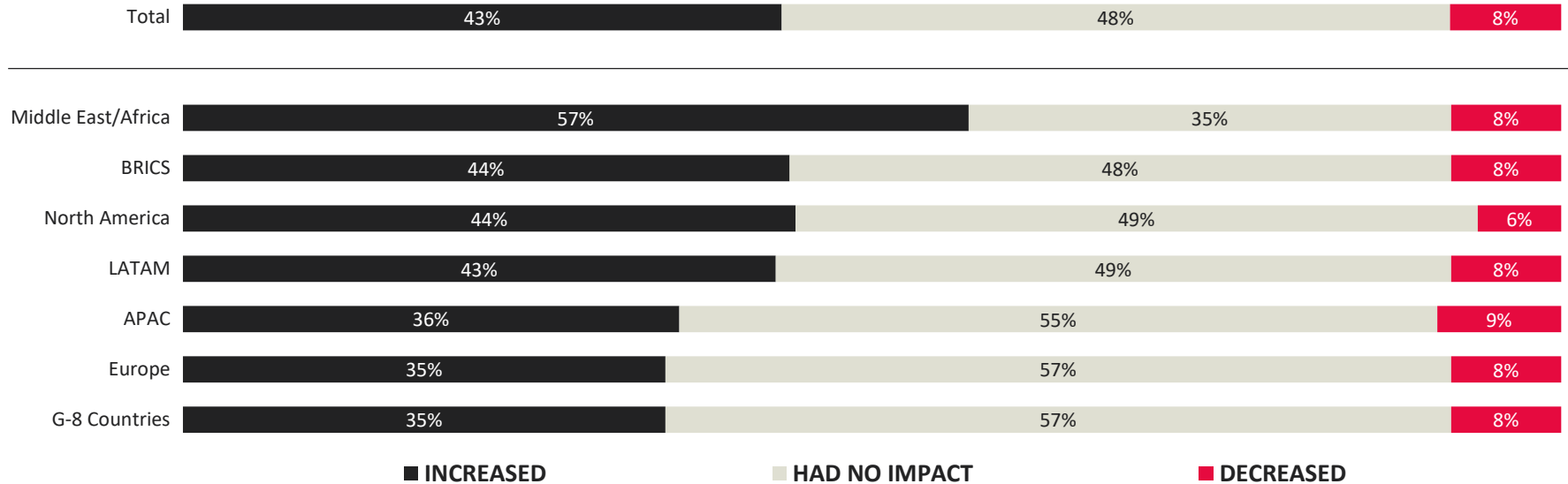
WORSENED PERSONAL PRIVACY

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.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	49%	39%	12%
Kenya	69%	18%	13%
South Africa	63%	28%	8%
Nigeria	62%	28%	10%
Turkey	62%	24%	14%
Tunisia	58%	32%	10%
Republic of Korea	57%	34%	8%
Great Britain	54%	38%	7%
Mexico	54%	35%	11%
United States	53%	41%	6%
Egypt	52%	34%	14%
Indonesia	51%	41%	8%
Australia	51%	42%	7%
Hong Kong	50%	39%	10%
France	50%	44%	6%
India	49%	39%	12%
Brazil	49%	40%	11%
China	49%	38%	13%
Italy	48%	45%	7%
Canada	47%	39%	14%
Pakistan	45%	48%	7%
Sweden	44%	45%	10%
Russia	39%	48%	13%
Germany	37%	57%	6%
Poland	13%	53%	34%
Japan	9%	53%	38%

■ INCREASED ■ HAD NO IMPACT ■ DECREASED

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	49%	39%	12%
Middle East/Africa	59%	30%	11%
LATAM	52%	38%	11%
BRICS	50%	38%	12%
North America	50%	40%	10%
APAC	45%	42%	14%
G-8 Countries	42%	46%	12%
Europe	41%	47%	12%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED
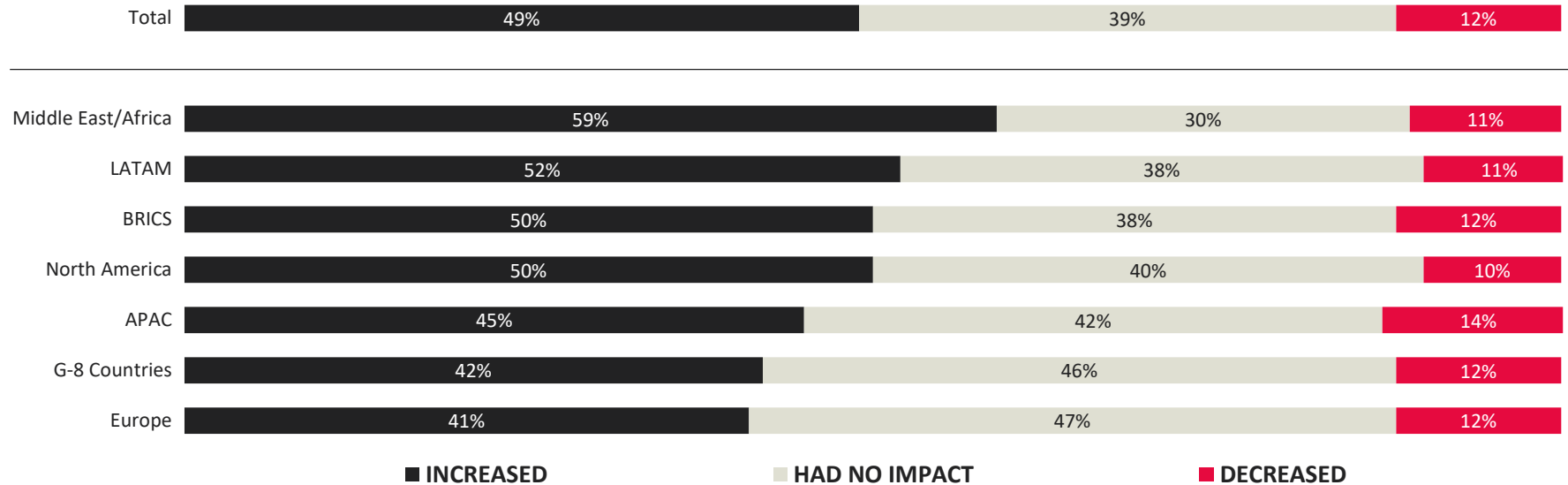
EASE OF COMMUNICATION

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.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	57%	37%	6%
Kenya	93%	5%	2%
Nigeria	88%	9%	3%
Tunisia	76%	16%	8%
Egypt	76%	20%	4%
South Africa	72%	22%	5%
Mexico	71%	23%	6%
Indonesia	71%	25%	3%
Turkey	67%	24%	9%
India	67%	27%	6%
Pakistan	62%	35%	3%
Brazil	57%	34%	9%
China	56%	39%	4%
Canada	54%	40%	6%
United States	53%	43%	4%
Australia	50%	45%	5%
Republic of Korea	49%	44%	6%
Great Britain	49%	47%	4%
Hong Kong	47%	48%	5%
Russia	47%	46%	6%
France	45%	50%	6%
Italy	45%	49%	6%
Sweden	40%	51%	9%
Poland	39%	54%	6%
Germany	38%	56%	7%
Japan	27%	59%	14%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	57%	37%	6%
Middle East/Africa	76%	19%	4%
LATAM	64%	29%	8%
BRICS	60%	34%	6%
North America	54%	41%	5%
APAC	52%	42%	6%
G-8 Countries	45%	49%	7%
Europe	43%	51%	6%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED
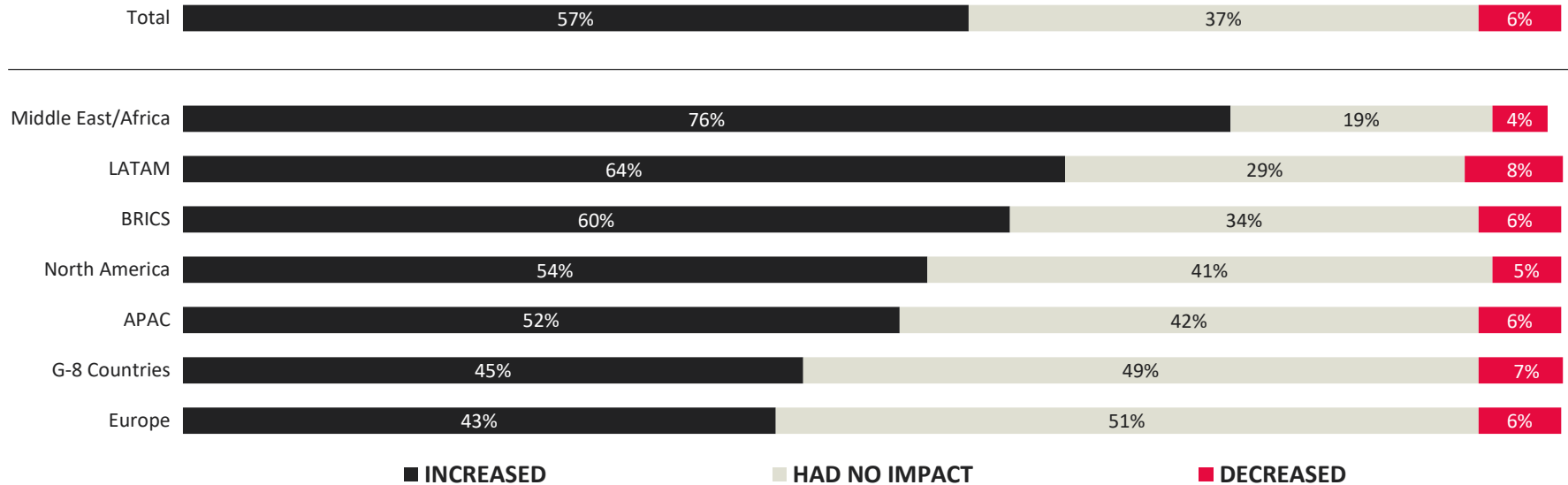
YOUR OVERALL QUALITY OF LIFE

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.

Country	INCREASED	HAD NO IMPACT	DECREASED
Total	31%	55%	14%
Nigeria	78%	17%	5%
Kenya	71%	21%	7%
Pakistan	53%	43%	4%
Indonesia	47%	46%	7%
India	45%	42%	13%
Egypt	43%	40%	17%
South Africa	40%	45%	15%
China	39%	53%	8%
Tunisia	35%	49%	15%
Mexico	35%	51%	14%
Brazil	35%	48%	18%
Republic of Korea	22%	61%	17%
Hong Kong	22%	68%	10%
Turkey	21%	45%	35%
Sweden	21%	66%	13%
United States	20%	67%	13%
Australia	19%	66%	15%
Poland	19%	67%	13%
Germany	19%	66%	15%
Italy	18%	69%	13%
Canada	17%	66%	17%
Great Britain	16%	69%	15%
Russia	15%	65%	20%
France	14%	70%	16%
Japan	9%	77%	15%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED

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.

	INCREASED	HAD NO IMPACT	DECREASED
Total	31%	55%	14%
Middle East/Africa	51%	35%	14%
LATAM	35%	49%	16%
BRICS	35%	51%	15%
APAC	27%	60%	13%
North America	19%	67%	15%
Europe	18%	68%	14%
G-8 Countries	16%	69%	15%

■ INCREASED   ■ HAD NO IMPACT   ■ DECREASED
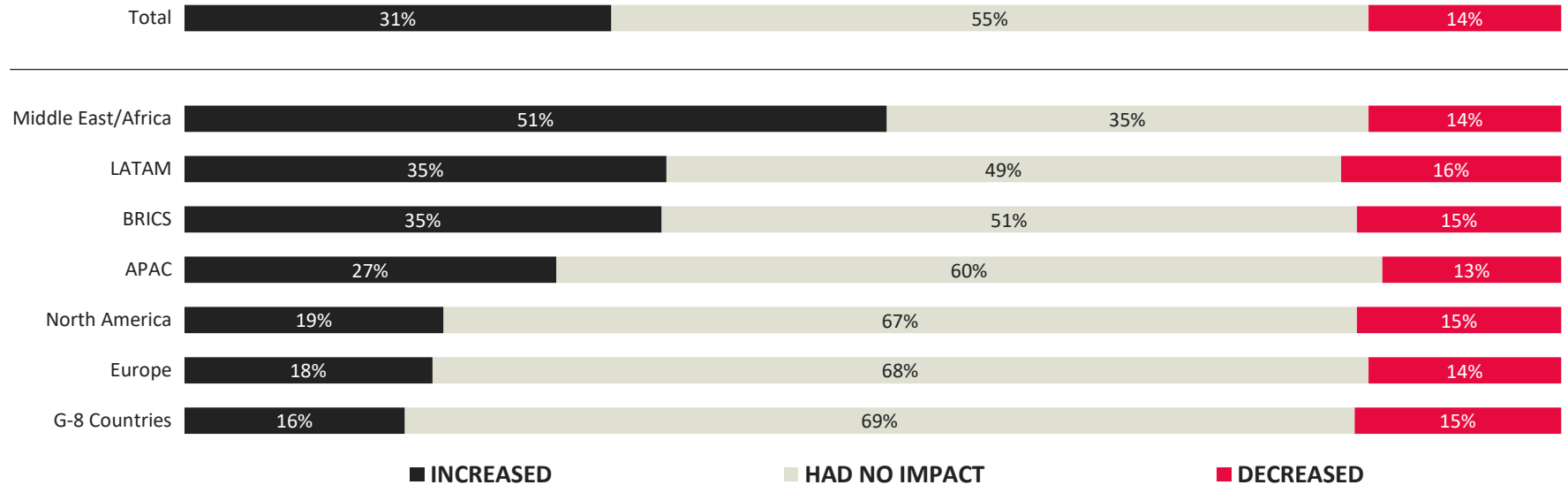
FAKE NEWS

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.

	YES	NO	I DON'T USE THIS PLATFORM
Facebook	67%	20%	13%
Social media generally	65%	24%	11%
A website	60%	31%	9%
YouTube	56%	33%	11%
Television	51%	42%	7%
Video sharing services generally	48%	30%	22%
A mainstream media sources	45%	40%	15%
Print media	44%	39%	17%
A blog	41%	29%	30%
Twitter	40%	25%	35%
Other	25%	39%	36%
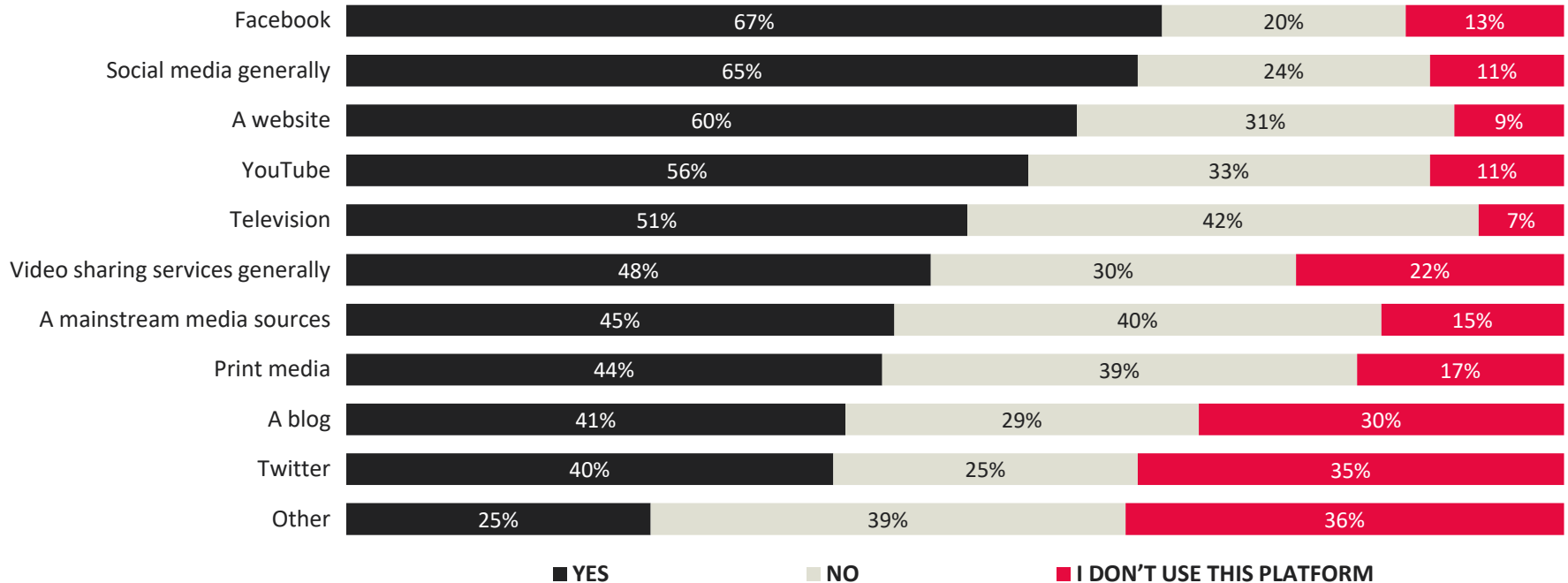
FACEBOOK

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

	YES	NO	I DON'T USE THIS PLATFORM
Total	67%	20%	13%
Nigeria	91%	7%	2%
Tunisia	91%	7%	3%
Kenya	87%	9%	3%
Indonesia	84%	12%	4%
Mexico	83%	14%	3%
Egypt	81%	16%	3%
South Africa	80%	14%	6%
Turkey	77%	18%	5%
India	75%	19%	6%
Brazil	74%	19%	7%
Italy	72%	15%	13%
Hong Kong	69%	26%	5%
United States	69%	16%	15%
Canada	68%	20%	12%
Sweden	64%	20%	16%
Pakistan	61%	33%	5%
France	61%	20%	19%
Australia	59%	24%	17%
Poland	59%	28%	13%
Great Britain	55%	25%	20%
Republic of Korea	47%	34%	20%
Germany	46%	29%	25%
Russia	42%	26%	31%
Japan	14%	30%	56%

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

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%).

	YES	NO	I DON'T USE THIS PLATFORM
Total	67%	20%	13%
Middle East/Africa	80%	16%	4%
LATAM	78%	17%	5%
North America	69%	18%	13%
BRICS	68%	19%	13%
Europe	60%	23%	18%
APAC	56%	24%	20%
G-8 Countries	54%	23%	24%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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%).

Country	YES	NO	I DON'T USE THIS PLATFORM
Total	40%	25%	35%
Turkey	68%	18%	14%
Indonesia	62%	23%	15%
Egypt	59%	26%	15%
Mexico	57%	24%	18%
South Africa	56%	18%	25%
Kenya	49%	20%	31%
Nigeria	48%	23%	30%
India	48%	31%	21%
Brazil	46%	30%	25%
Republic of Korea	41%	29%	30%
United States	40%	18%	42%
Canada	36%	16%	47%
Russia	36%	20%	44%
Sweden	35%	21%	44%
Great Britain	35%	24%	41%
Italy	33%	26%	41%
Tunisia	30%	15%	55%
France	28%	20%	52%
Japan	28%	28%	44%
Australia	27%	22%	51%
Poland	27%	33%	41%
Hong Kong	25%	29%	46%
Pakistan	25%	53%	23%
Germany	19%	28%	52%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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

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

	YES	NO	I DON'T USE THIS PLATFORM
Total	40%	25%	35%
LATAM	52%	27%	22%
Middle East/Africa	51%	26%	23%
BRICS	46%	25%	29%
North America	38%	17%	45%
APAC	38%	26%	36%
G-8 Countries	32%	23%	46%
Europe	30%	25%	45%

■ **YES**　　■ **NO**　　■ **I DON'T USE THIS PLATFORM**
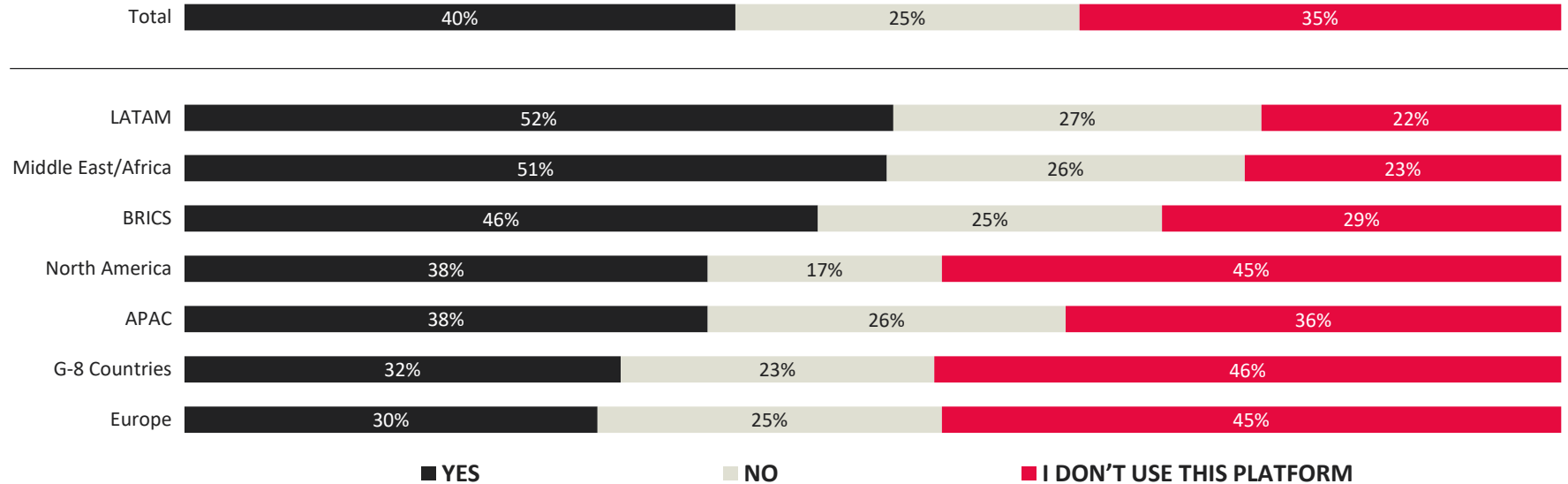
SOCIAL MEDIA GENERALLY

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%).

	YES	NO	I DON'T USE THIS PLATFORM
Total	65%	24%	11%
Nigeria	87%	11%	2%
Tunisia	84%	9%	7%
Indonesia	83%	13%	4%
Mexico	82%	15%	3%
Egypt	81%	15%	5%
South Africa	81%	15%	4%
Kenya	81%	17%	2%
Turkey	80%	17%	3%
Russia	75%	17%	8%
India	72%	20%	7%
Brazil	72%	23%	5%
United States	67%	20%	13%
Italy	66%	21%	13%
Canada	65%	22%	12%
Sweden	63%	24%	13%
China	59%	33%	8%
Hong Kong	58%	31%	11%
Pakistan	56%	40%	4%
France	55%	24%	21%
Australia	55%	29%	16%
Great Britain	52%	28%	20%
Republic of Korea	48%	37%	15%
Germany	43%	35%	22%
Poland	42%	34%	24%
Japan	27%	37%	36%
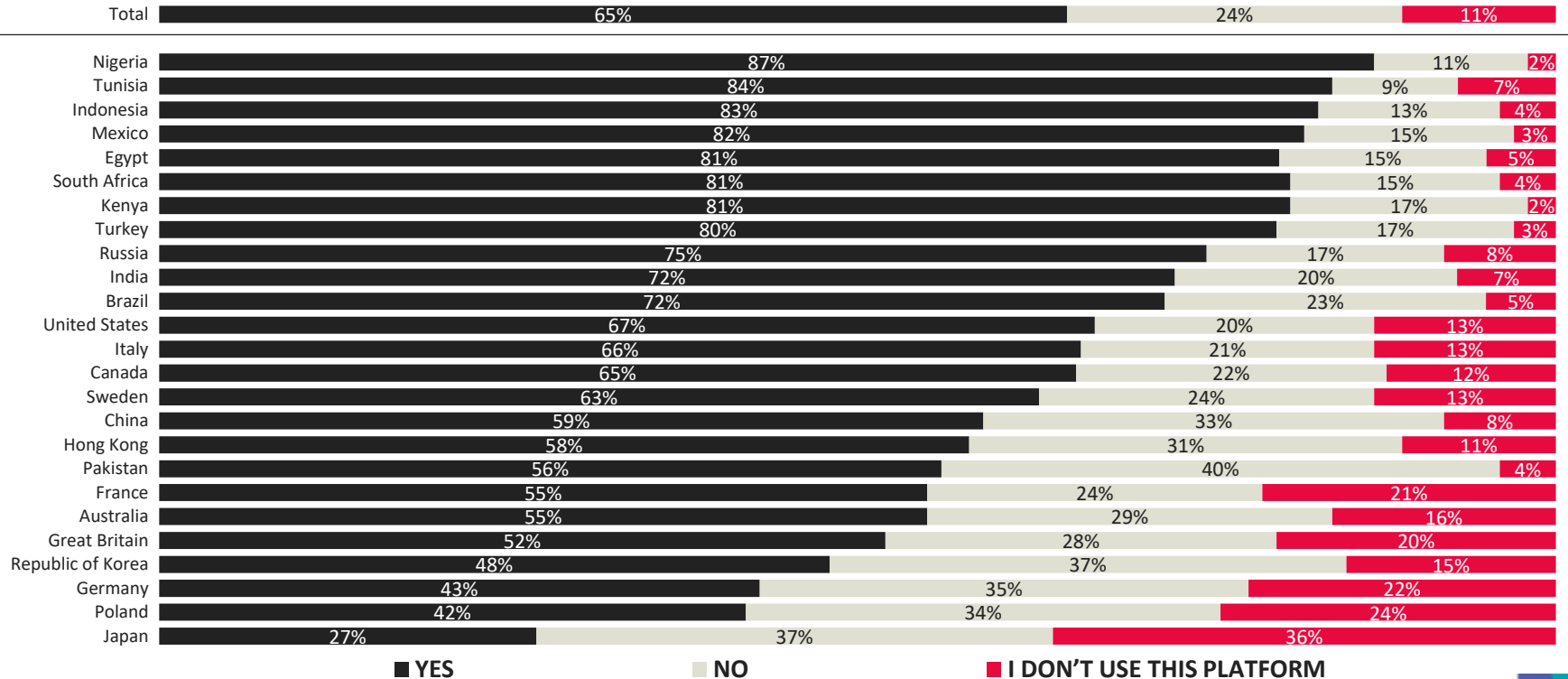
Majorities in each of the regional economies surveyed report having experienced fake news on social media, in general.

Region	YES	NO	I DON'T USE THIS PLATFORM
Total	65%	24%	11%
Middle East/Africa	78%	19%	3%
LATAM	77%	19%	4%
BRICS	72%	22%	6%
North America	66%	21%	13%
APAC	60%	27%	13%
G-8 Countries	56%	25%	18%
Europe	54%	28%	19%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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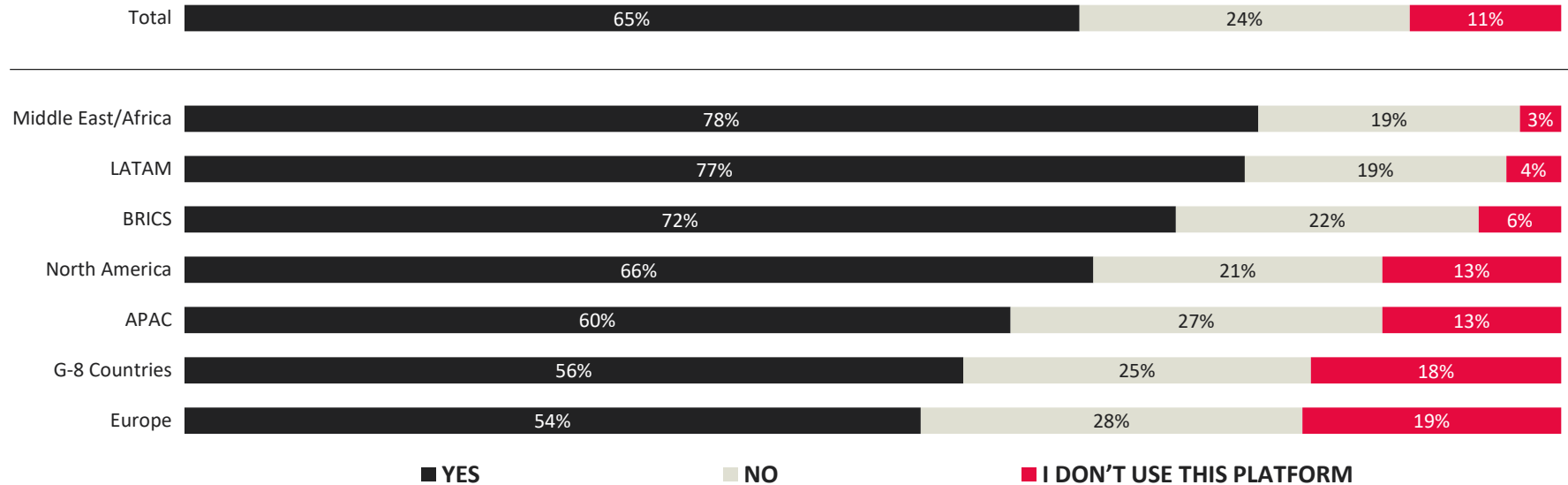
Only about four in ten (41%) citizens globally have ever come across fake news, on a blog.

	YES	NO	I DON'T USE THIS PLATFORM
Total	41%	29%	30%
Indonesia	66%	22%	13%
Mexico	57%	24%	19%
Egypt	57%	23%	20%
Turkey	52%	25%	22%
Russia	52%	19%	29%
South Africa	49%	23%	28%
Nigeria	48%	25%	27%
Republic of Korea	48%	38%	14%
India	47%	32%	20%
Brazil	47%	35%	18%
Italy	47%	28%	24%
Hong Kong	43%	34%	23%
Kenya	42%	23%	34%
Sweden	39%	25%	35%
China	39%	34%	26%
United States	37%	20%	43%
Tunisia	35%	25%	40%
Canada	35%	22%	43%
Australia	32%	26%	43%
France	30%	30%	40%
Poland	28%	39%	33%
Great Britain	26%	29%	45%
Japan	22%	36%	41%
Germany	21%	34%	45%
Pakistan	15%	55%	30%

■ YES　　**NO**　　**■ I DON'T USE THIS PLATFORM**

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

	YES	NO	I DON'T USE THIS PLATFORM
Total	41%	29%	30%
LATAM	52%	30%	19%
BRICS	47%	29%	24%
Middle East/Africa	44%	29%	27%
APAC	44%	30%	26%
North America	36%	21%	43%
G-8 Countries	34%	27%	39%
Europe	32%	31%	37%

■ **YES**　　■ **NO**　　■ **I DON'T USE THIS PLATFORM**
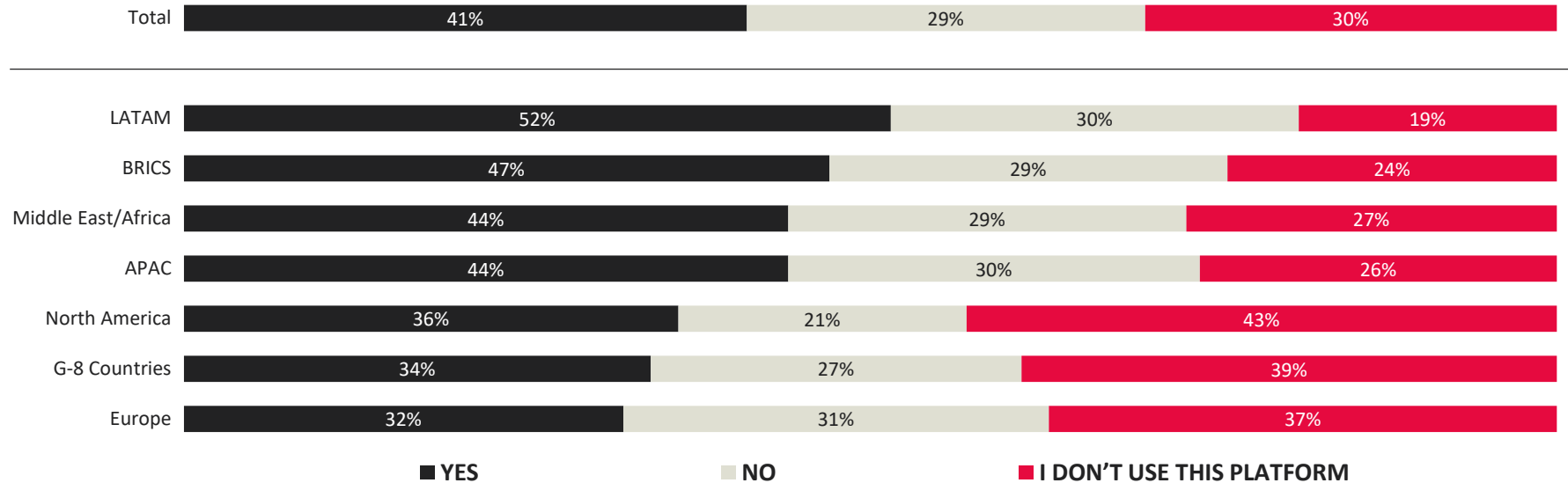
Nearly half (45%) report having come across fake news via mainstream media sources, including as many as six in ten in Egypt (62%), Turkey (61%) & Russia (61%).

	YES	NO	I DON'T USE THIS PLATFORM
Total	45%	40%	15%
Egypt	62%	31%	8%
Turkey	61%	23%	15%
Russia	61%	27%	12%
South Africa	54%	34%	12%
Kenya	54%	38%	9%
Tunisia	54%	33%	12%
Indonesia	53%	31%	15%
United States	53%	32%	16%
Brazil	50%	39%	11%
Italy	50%	37%	13%
Poland	49%	35%	16%
India	47%	39%	14%
Sweden	47%	42%	11%
Mexico	45%	42%	13%
Hong Kong	43%	46%	11%
Canada	43%	39%	18%
Republic of Korea	42%	42%	16%
Nigeria	41%	36%	23%
Australia	41%	43%	16%
China	39%	50%	11%
France	34%	41%	24%
Great Britain	32%	48%	20%
Germany	29%	59%	12%
Pakistan	27%	59%	14%
Japan	23%	47%	30%

■ YES   **NO**   **■ I DON'T USE THIS PLATFORM**

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.

	YES	NO	I DON'T USE THIS PLATFORM
Total	45%	40%	15%
BRICS	50%	38%	12%
Middle East/Africa	50%	37%	13%
North America	48%	35%	17%
LATAM	47%	41%	12%
APAC	44%	41%	16%
G-8 Countries	41%	41%	18%
Europe	40%	44%	16%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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)
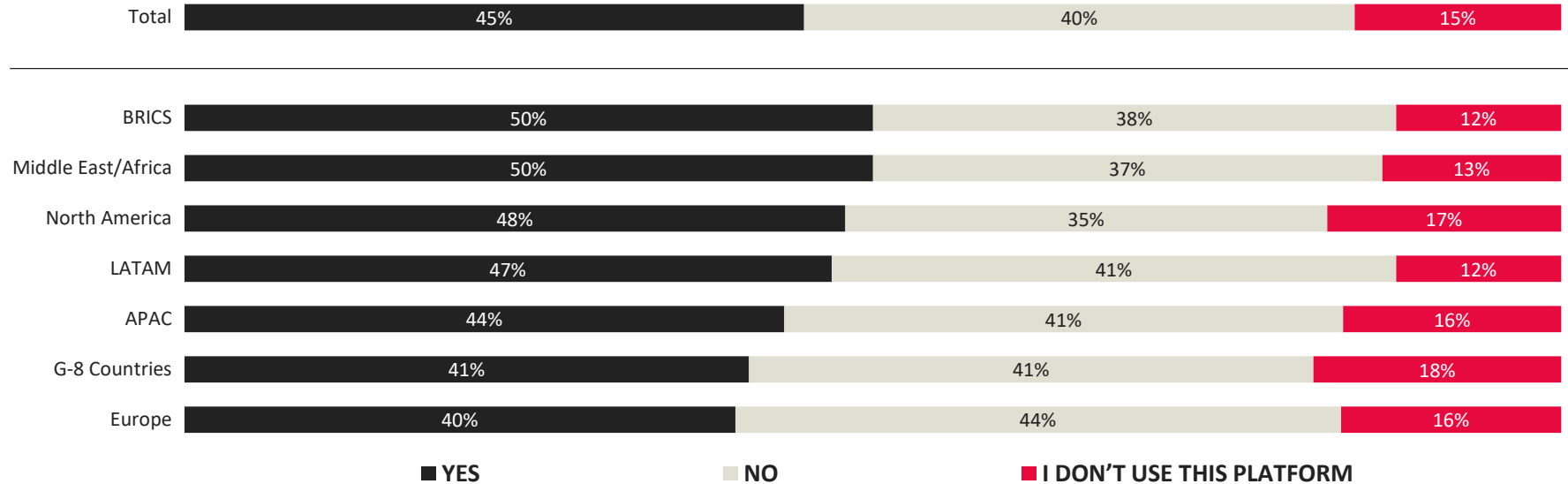
TELEVISION

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%).

Country	YES	NO	I DON'T USE THIS PLATFORM
Total	51%	42%	7%
Turkey	76%	19%	5%
Egypt	67%	27%	6%
Russia	67%	25%	8%
Mexico	66%	29%	5%
Tunisia	65%	31%	4%
United States	60%	33%	7%
Italy	60%	35%	5%
Indonesia	57%	38%	4%
Brazil	57%	35%	7%
Poland	53%	37%	11%
India	53%	43%	5%
South Africa	49%	45%	6%
Nigeria	49%	49%	1%
France	49%	42%	8%
Kenya	47%	52%	1%
Sweden	46%	46%	8%
Canada	45%	43%	12%
Hong Kong	44%	50%	5%
Australia	44%	49%	8%
Republic of Korea	40%	51%	9%
China	40%	53%	6%
Pakistan	38%	59%	3%
Great Britain	37%	56%	7%
Japan	35%	50%	16%
Germany	34%	59%	7%

■ **YES**　　■ **NO**　　■ **I DON'T USE THIS PLATFORM**

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)

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

	YES	NO	I DON'T USE THIS PLATFORM
Total	51%	42%	7%
LATAM	62%	32%	6%
Middle East/Africa	54%	42%	4%
BRICS	53%	40%	6%
North America	52%	38%	9%
APAC	48%	45%	8%
G-8 Countries	48%	43%	9%
Europe	46%	46%	8%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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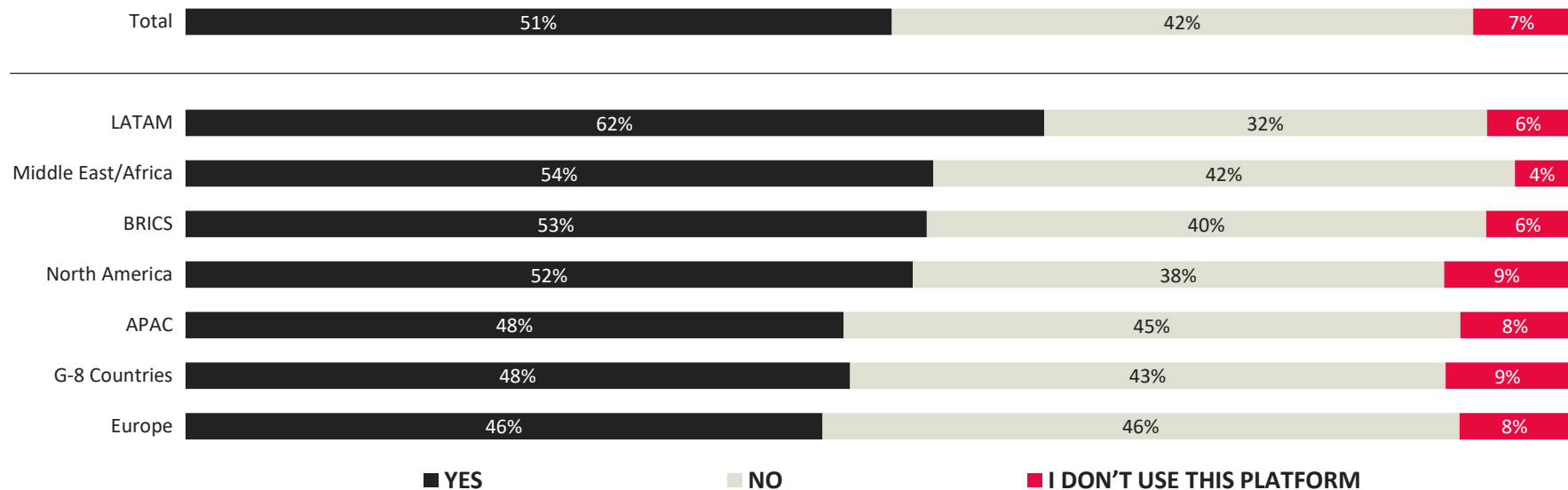
Globally, just under half (44%) report having witnessed fake news in print media, ranging from a high of seven in ten (72%) in Turkey to a low of just one in five (19%) in Japan.

	YES	NO	I DON'T USE THIS PLATFORM
Total	44%	39%	17%
Turkey	72%	18%	11%
Egypt	60%	26%	14%
Russia	57%	21%	23%
Kenya	57%	37%	5%
Brazil	55%	34%	11%
Tunisia	53%	25%	21%
Italy	52%	35%	13%
Mexico	49%	38%	13%
India	48%	41%	11%
United States	47%	34%	20%
Indonesia	47%	41%	12%
Poland	47%	38%	15%
South Africa	47%	39%	15%
Nigeria	46%	39%	15%
Sweden	45%	41%	14%
Hong Kong	39%	45%	16%
China	39%	44%	17%
Australia	37%	41%	22%
Canada	35%	43%	22%
Great Britain	34%	43%	23%
Republic of Korea	33%	47%	21%
Germany	32%	50%	18%
France	31%	45%	24%
Pakistan	27%	60%	12%
Japan	19%	46%	35%

■ YES   **NO**   **■ I DON'T USE THIS PLATFORM**

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

	YES	NO	I DON'T USE THIS PLATFORM
Total	44%	39%	17%
LATAM	52%	36%	12%
Middle East/Africa	52%	36%	12%
BRICS	49%	36%	15%
North America	41%	38%	21%
APAC	40%	41%	20%
Europe	40%	42%	18%
G-8 Countries	38%	40%	22%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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)
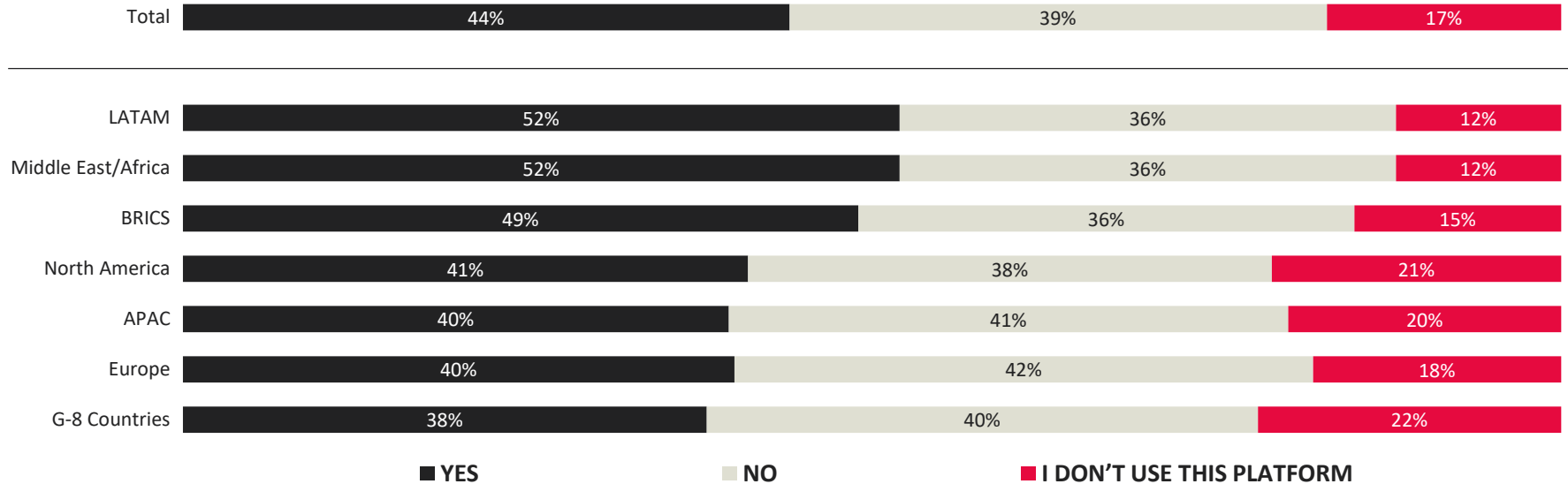
A WEBSITE

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

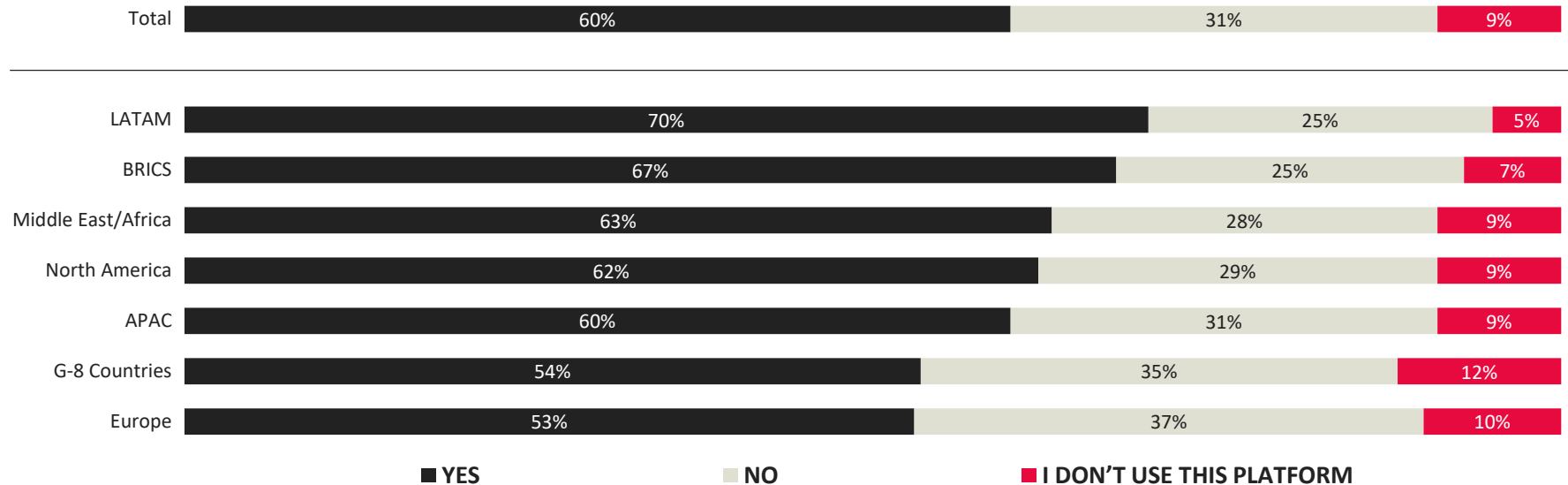| Country	YES	NO	I DON'T USE THIS PLATFORM
Total	60%	31%	9%
Egypt	78%	16%	5%
Turkey	76%	18%	6%
Indonesia	76%	19%	5%
South Africa	76%	20%	5%
Mexico	75%	21%	4%
Tunisia	69%	19%	12%
Russia	67%	21%	13%
Nigeria	66%	28%	6%
China	66%	29%	5%
Brazil	65%	28%	7%
Italy	64%	26%	10%
Hong Kong	64%	31%	5%
India	63%	29%	9%
United States	62%	28%	9%
Canada	62%	30%	8%
Sweden	59%	34%	7%
Kenya	57%	27%	16%
Poland	57%	37%	6%
Australia	53%	37%	11%
Republic of Korea	53%	36%	11%
Great Britain	51%	41%	9%
France	49%	35%	16%
Japan	39%	44%	17%
Germany	37%	51%	12%
Pakistan	22%	60%	19%

■ YES **■ NO** **■ I DON'T USE THIS PLATFORM**

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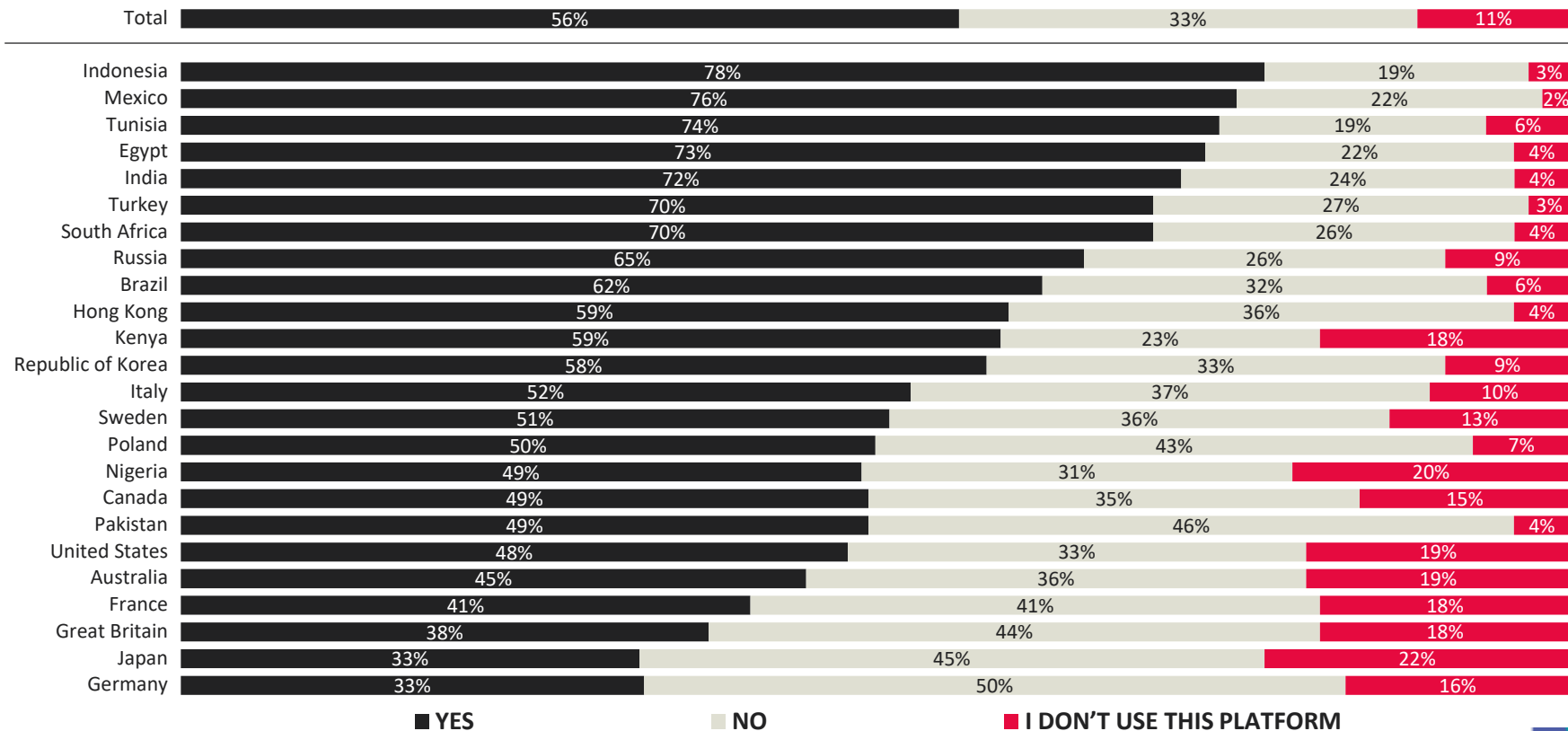
Across all regions, a majority claim to have seen fake news on the Internet, ranging from seven in ten (70%) in the Middle East & Africa to just over half in Europe (53%) & the G-8 (54%).

	YES	NO	I DON'T USE THIS PLATFORM
Total	60%	31%	9%
LATAM	70%	25%	5%
BRICS	67%	25%	7%
Middle East/Africa	63%	28%	9%
North America	62%	29%	9%
APAC	60%	31%	9%
G-8 Countries	54%	35%	12%
Europe	53%	37%	10%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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)
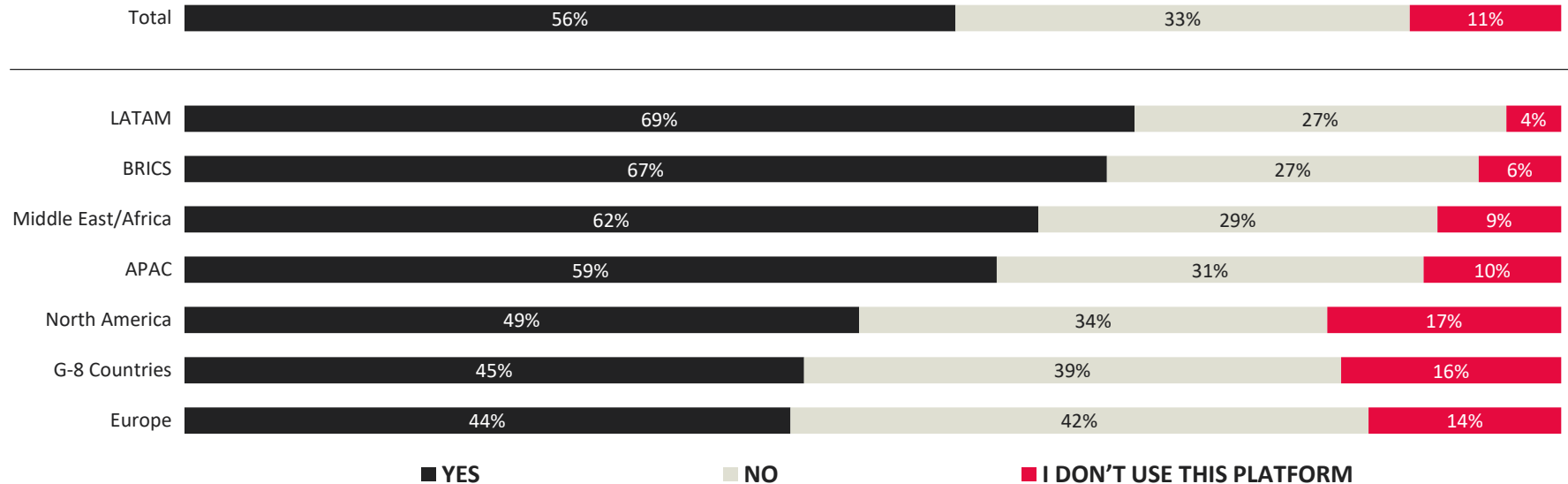
YOUTUBE

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.
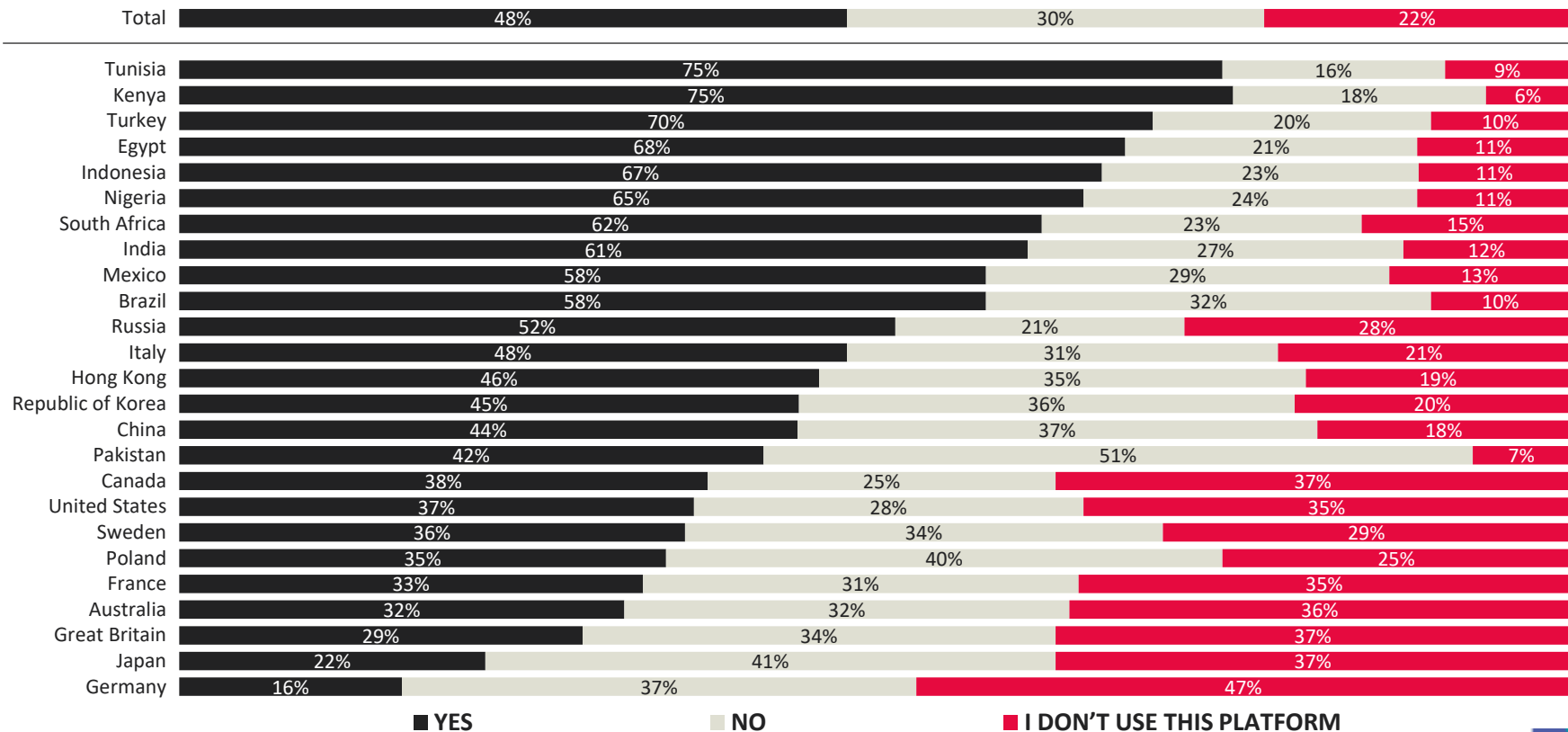
Country	YES	NO	I DON'T USE THIS PLATFORM
Total	56%	33%	11%
Indonesia	78%	19%	3%
Mexico	76%	22%	2%
Tunisia	74%	19%	6%
Egypt	73%	22%	4%
India	72%	24%	4%
Turkey	70%	27%	3%
South Africa	70%	26%	4%
Russia	65%	26%	9%
Brazil	62%	32%	6%
Hong Kong	59%	36%	4%
Kenya	59%	23%	18%
Republic of Korea	58%	33%	9%
Italy	52%	37%	10%
Sweden	51%	36%	13%
Poland	50%	43%	7%
Nigeria	49%	31%	20%
Canada	49%	35%	15%
Pakistan	49%	46%	4%
United States	48%	33%	19%
Australia	45%	36%	19%
France	41%	41%	18%
Great Britain	38%	44%	18%
Japan	33%	45%	22%
Germany	33%	50%	16%

■ **YES**   ■ **NO**   ■ **I DON'T USE THIS PLATFORM**

53

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

The incidence of reported fake news content on YouTube tends to be higher in the developing economies, most notably, in LATAM (69%) & BRICS (67%).
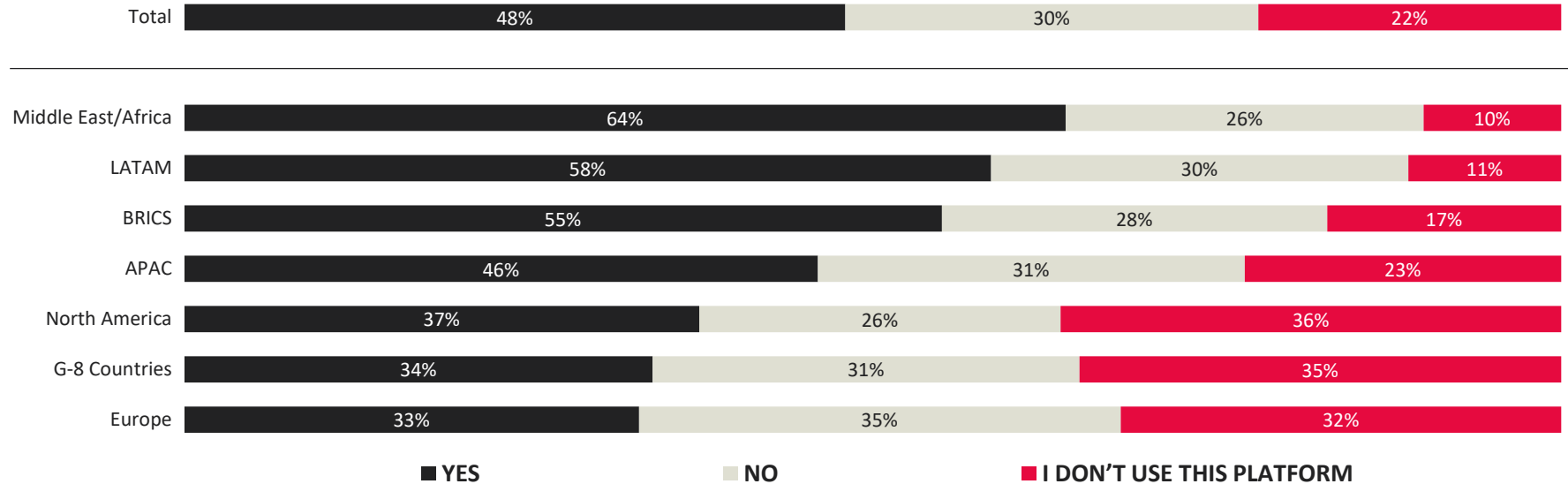
	YES	NO	I DON'T USE THIS PLATFORM
Total	56%	33%	11%
LATAM	69%	27%	4%
BRICS	67%	27%	6%
Middle East/Africa	62%	29%	9%
APAC	59%	31%	10%
North America	49%	34%	17%
G-8 Countries	45%	39%	16%
Europe	44%	42%	14%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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.

Country	YES	NO	I DON'T USE THIS PLATFORM
Total	48%	30%	22%
Tunisia	75%	16%	9%
Kenya	75%	18%	6%
Turkey	70%	20%	10%
Egypt	68%	21%	11%
Indonesia	67%	23%	11%
Nigeria	65%	24%	11%
South Africa	62%	23%	15%
India	61%	27%	12%
Mexico	58%	29%	13%
Brazil	58%	32%	10%
Russia	52%	21%	28%
Italy	48%	31%	21%
Hong Kong	46%	35%	19%
Republic of Korea	45%	36%	20%
China	44%	37%	18%
Pakistan	42%	51%	7%
Canada	38%	25%	37%
United States	37%	28%	35%
Sweden	36%	34%	29%
Poland	35%	40%	25%
France	33%	31%	35%
Australia	32%	32%	36%
Great Britain	29%	34%	37%
Japan	22%	41%	37%
Germany	16%	37%	47%

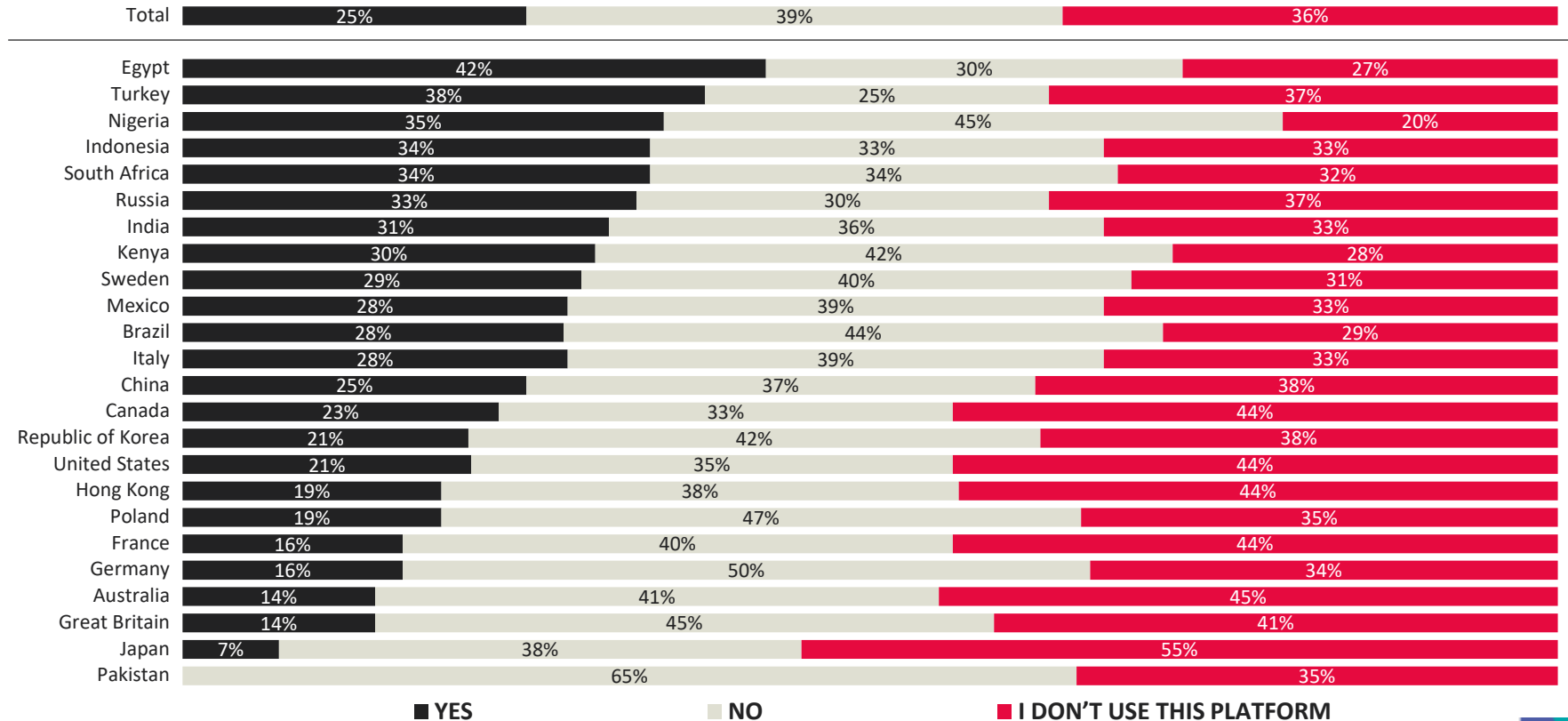**■ YES**　**■ NO**　**■ I DON'T USE THIS PLATFORM**

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.
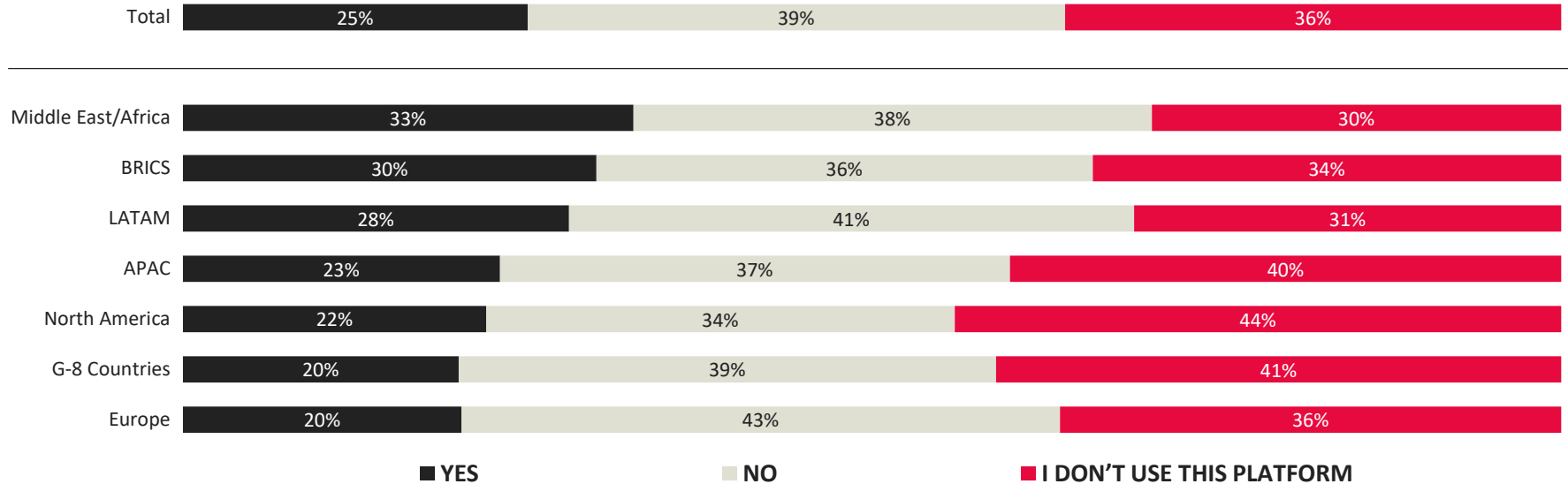
	YES	NO	I DON'T USE THIS PLATFORM
Total	48%	30%	22%
Middle East/Africa	64%	26%	10%
LATAM	58%	30%	11%
BRICS	55%	28%	17%
APAC	46%	31%	23%
North America	37%	26%	36%
G-8 Countries	34%	31%	35%
Europe	33%	35%	32%

■ **YES**　　■ **NO**　　■ **I DON'T USE THIS PLATFORM**

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.

	YES	NO	I DON'T USE THIS PLATFORM
Total	25%	39%	36%
Egypt	42%	30%	27%
Turkey	38%	25%	37%
Nigeria	35%	45%	20%
Indonesia	34%	33%	33%
South Africa	34%	34%	32%
Russia	33%	30%	37%
India	31%	36%	33%
Kenya	30%	42%	28%
Sweden	29%	40%	31%
Mexico	28%	39%	33%
Brazil	28%	44%	29%
Italy	28%	39%	33%
China	25%	37%	38%
Canada	23%	33%	44%
Republic of Korea	21%	42%	38%
United States	21%	35%	44%
Hong Kong	19%	38%	44%
Poland	19%	47%	35%
France	16%	40%	44%
Germany	16%	50%	34%
Australia	14%	41%	45%
Great Britain	14%	45%	41%
Japan	7%	38%	55%
Pakistan		65%	35%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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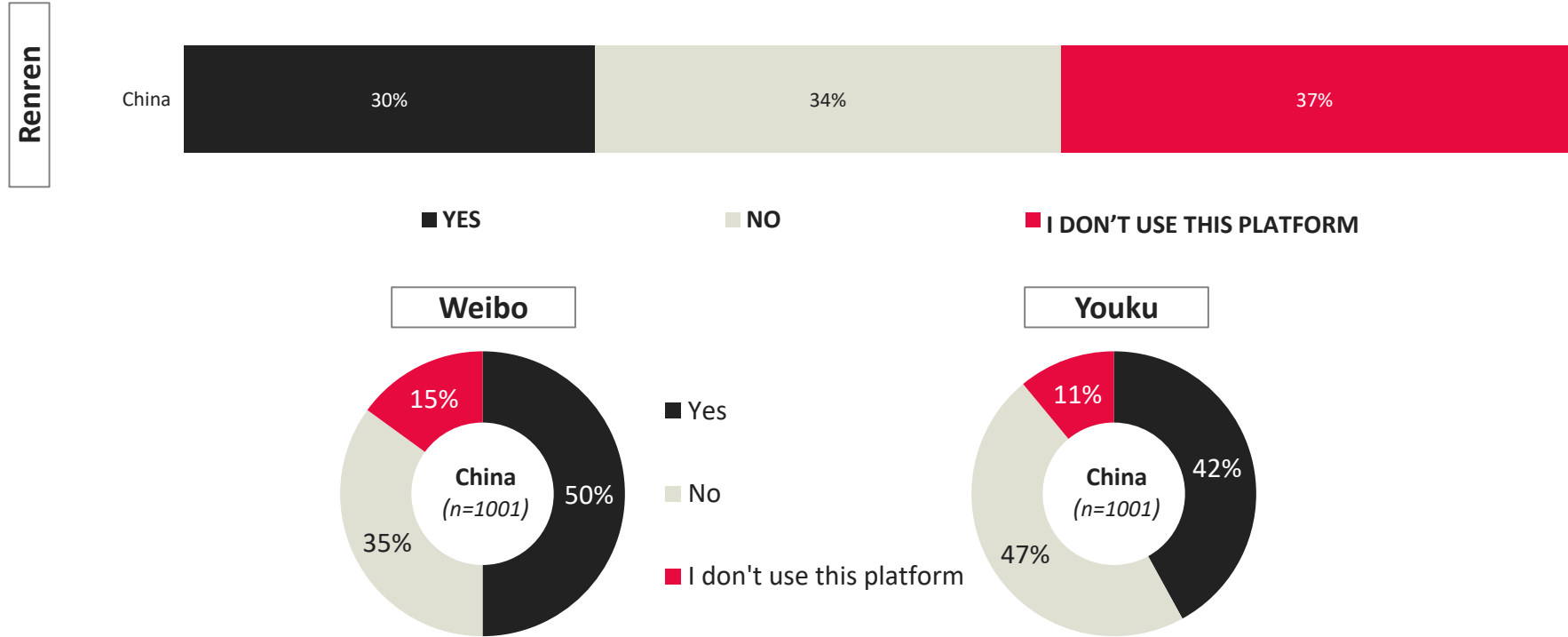
Once again, citizens in developing economies, most notably the Middle East & Africa, are more likely to have been exposed to fake news.

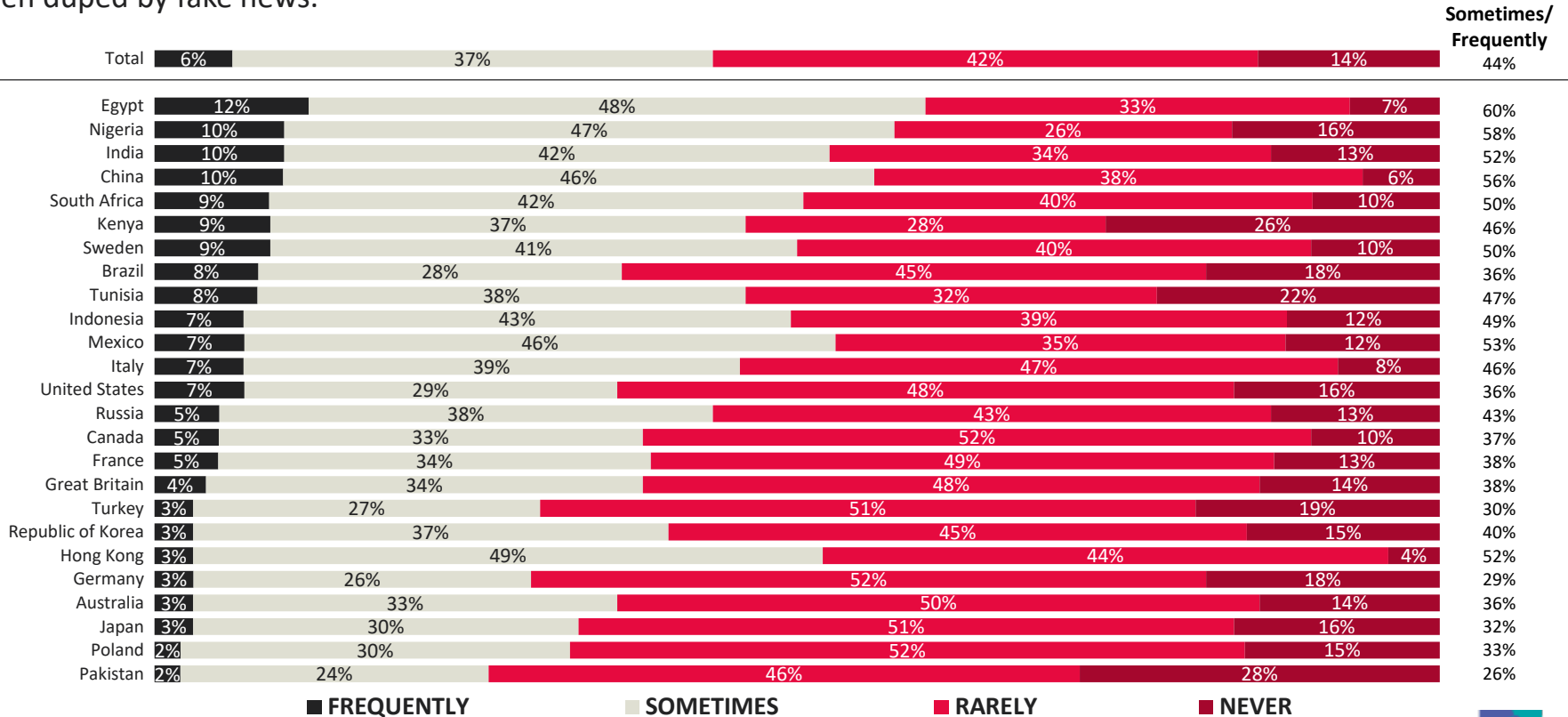|	YES	NO	I DON'T USE THIS PLATFORM
Total	25%	39%	36%
Middle East/Africa	33%	38%	30%
BRICS	30%	36%	34%
LATAM	28%	41%	31%
APAC	23%	37%	40%
North America	22%	34%	44%
G-8 Countries	20%	39%	41%
Europe	20%	43%	36%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

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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

58

Half, or fewer Chinese citizens report encountering fake news on Renren, Weibo or Youku.

Renren

China | 30% | 34% | 37%

■ YES   ■ NO   ■ I DON'T USE THIS PLATFORM

Weibo

China (n=1001)

15%
50%
35%

■ Yes
■ No
■ I don't use this platform

Youku

China (n=1001)

11%
42%
47%

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.
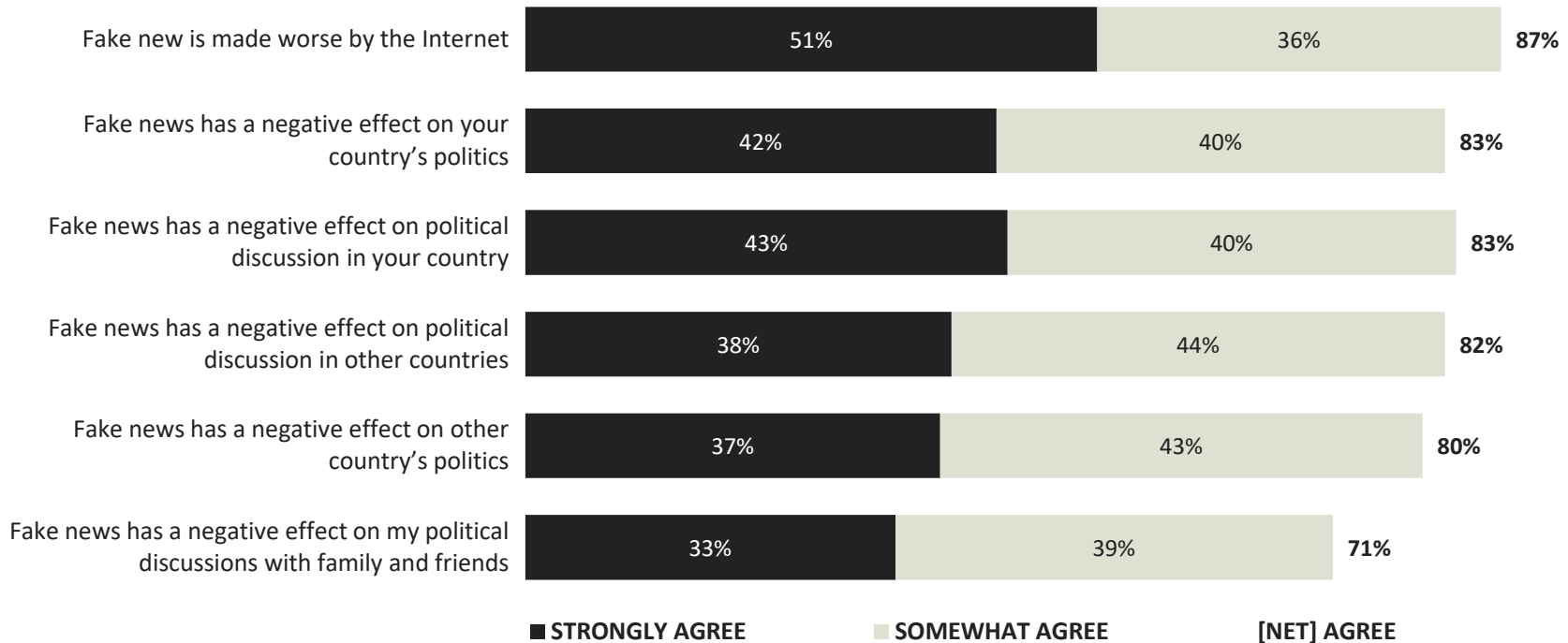
Sometimes/Frequently

Country	Frequently	Sometimes	Rarely	Never	Sometimes/Frequently
Total	6%	37%	42%	14%	44%
Egypt	12%	48%	33%	7%	60%
Nigeria	10%	47%	26%	16%	58%
India	10%	42%	34%	13%	52%
China	10%	46%	38%	6%	56%
South Africa	9%	42%	40%	10%	50%
Kenya	9%	37%	28%	26%	46%
Sweden	9%	41%	40%	10%	50%
Brazil	8%	28%	45%	18%	36%
Tunisia	8%	38%	32%	22%	47%
Indonesia	7%	43%	39%	12%	49%
Mexico	7%	46%	35%	12%	53%
Italy	7%	39%	47%	8%	46%
United States	7%	29%	48%	16%	36%
Russia	5%	38%	43%	13%	43%
Canada	5%	33%	52%	10%	37%
France	5%	34%	49%	13%	38%
Great Britain	4%	34%	48%	14%	38%
Turkey	3%	27%	51%	19%	30%
Republic of Korea	3%	37%	45%	15%	40%
Hong Kong	3%	49%	44%	4%	52%
Germany	3%	26%	52%	18%	29%
Australia	3%	33%	50%	14%	36%
Japan	3%	30%	51%	16%	32%
Poland	2%	30%	52%	15%	33%
Pakistan	2%	24%	46%	28%	26%

■ FREQUENTLY ■ SOMETIMES ■ RARELY ■ NEVER

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.
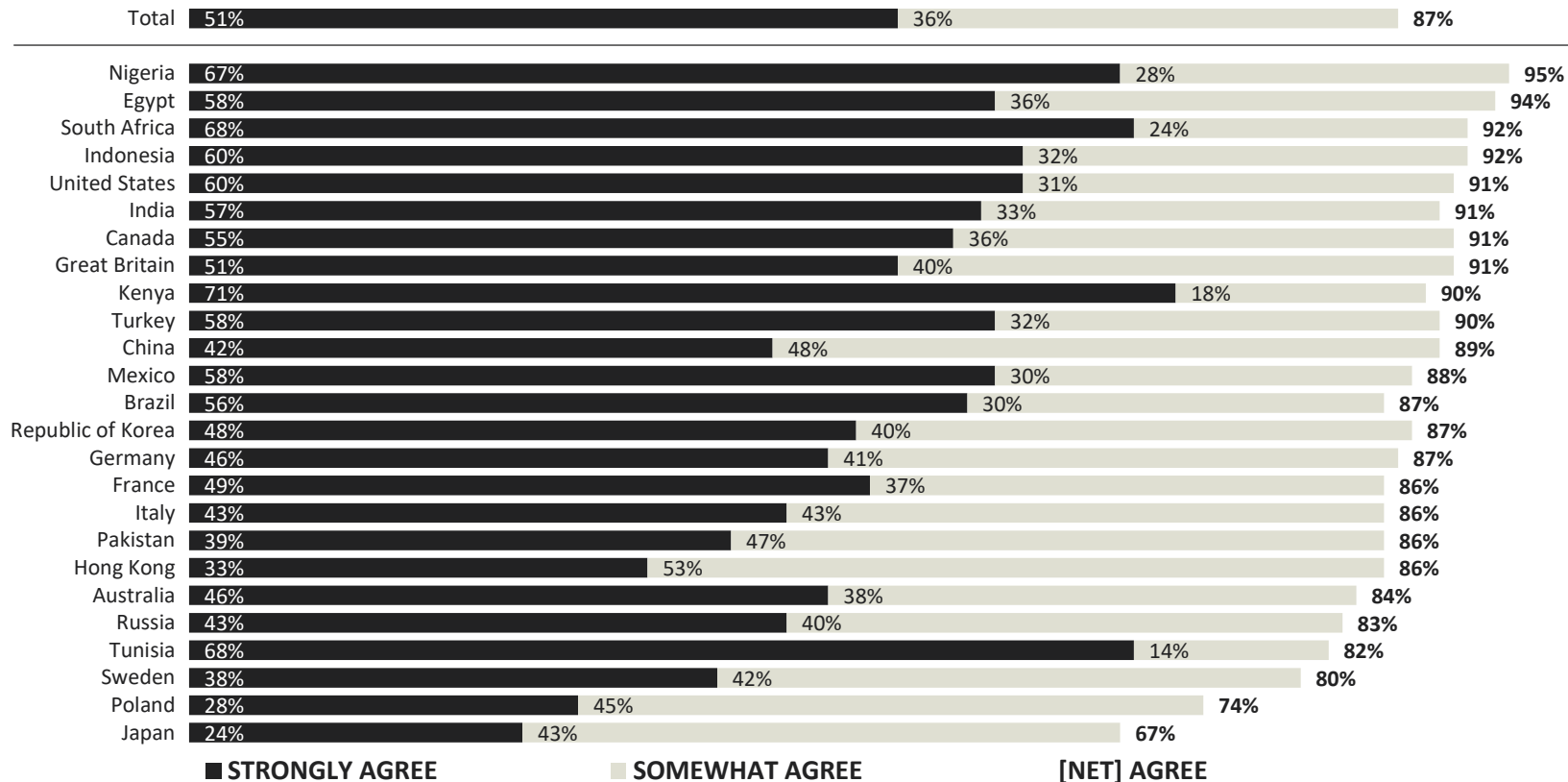

Sometimes/Frequently

Region	Frequently	Sometimes	Rarely	Never	Sometimes/Frequently
Total	6%	37%	42%	14%	44%
BRICS	9%	39%	40%	12%	48%
Middle East/Africa	8%	38%	37%	17%	46%
LATAM	8%	37%	40%	15%	45%
APAC	6%	40%	42%	12%	46%
North America	6%	31%	50%	13%	37%
G-8 Countries	5%	33%	48%	13%	38%
Europe	5%	34%	48%	13%	40%

■ FREQUENTLY   ■ SOMETIMES   ■ RARELY   ■ NEVER
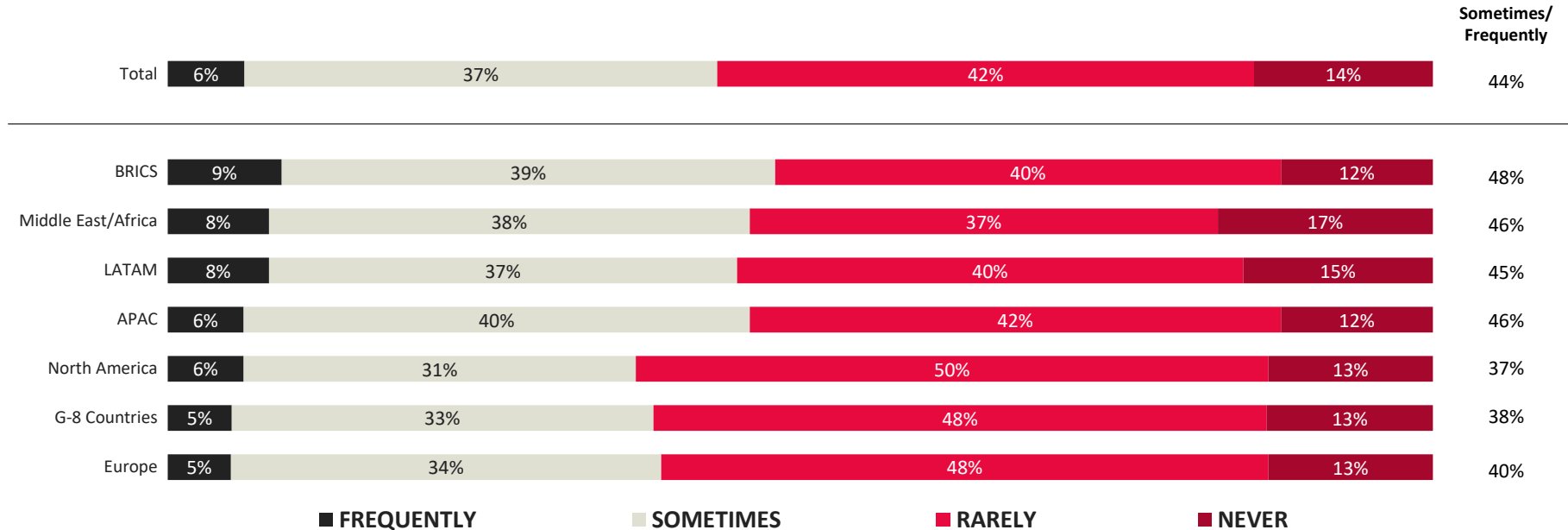
A majority believe that fake news has a negative impact on the internet, politics, and political discourse.

	STRONGLY AGREE	SOMEWHAT AGREE	[NET] AGREE
Fake new is made worse by the Internet	51%	36%	**87%**
Fake news has a negative effect on your country's politics	42%	40%	**83%**
Fake news has a negative effect on political discussion in your country	43%	40%	**83%**
Fake news has a negative effect on political discussion in other countries	38%	44%	**82%**
Fake news has a negative effect on other country's politics	37%	43%	**80%**
Fake news has a negative effect on my political discussions with family and friends	33%	39%	**71%**

■ **STRONGLY AGREE**　　　■ **SOMEWHAT AGREE**　　　**[NET] AGREE**

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%).

Country	Strongly Agree	Somewhat Agree	[NET] Agree
Total	51%	36%	87%
Nigeria	67%	28%	95%
Egypt	58%	36%	94%
South Africa	68%	24%	92%
Indonesia	60%	32%	92%
United States	60%	31%	91%
India	57%	33%	91%
Canada	55%	36%	91%
Great Britain	51%	40%	91%
Kenya	71%	18%	90%
Turkey	58%	32%	90%
China	42%	48%	89%
Mexico	58%	30%	88%
Brazil	56%	30%	87%
Republic of Korea	48%	40%	87%
Germany	46%	41%	87%
France	49%	37%	86%
Italy	43%	43%	86%
Pakistan	39%	47%	86%
Hong Kong	33%	53%	86%
Australia	46%	38%	84%
Russia	43%	40%	83%
Tunisia	68%	14%	82%
Sweden	38%	42%	80%
Poland	28%	45%	74%
Japan	24%	43%	67%

■ STRONGLY AGREE   ■ SOMEWHAT AGREE   [NET] AGREE

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.

	STRONGLY AGREE	SOMEWHAT AGREE	[NET] AGREE
Total	51%	36%	87%
Middle East/Africa	60%	31%	91%
North America	57%	33%	91%
BRICS	53%	35%	88%
LATAM	57%	30%	87%
G-8 Countries	46%	39%	85%
APAC	44%	41%	85%
Europe	43%	41%	84%

■ **STRONGLY AGREE**　　■ **SOMEWHAT AGREE**　　**[NET] AGREE**
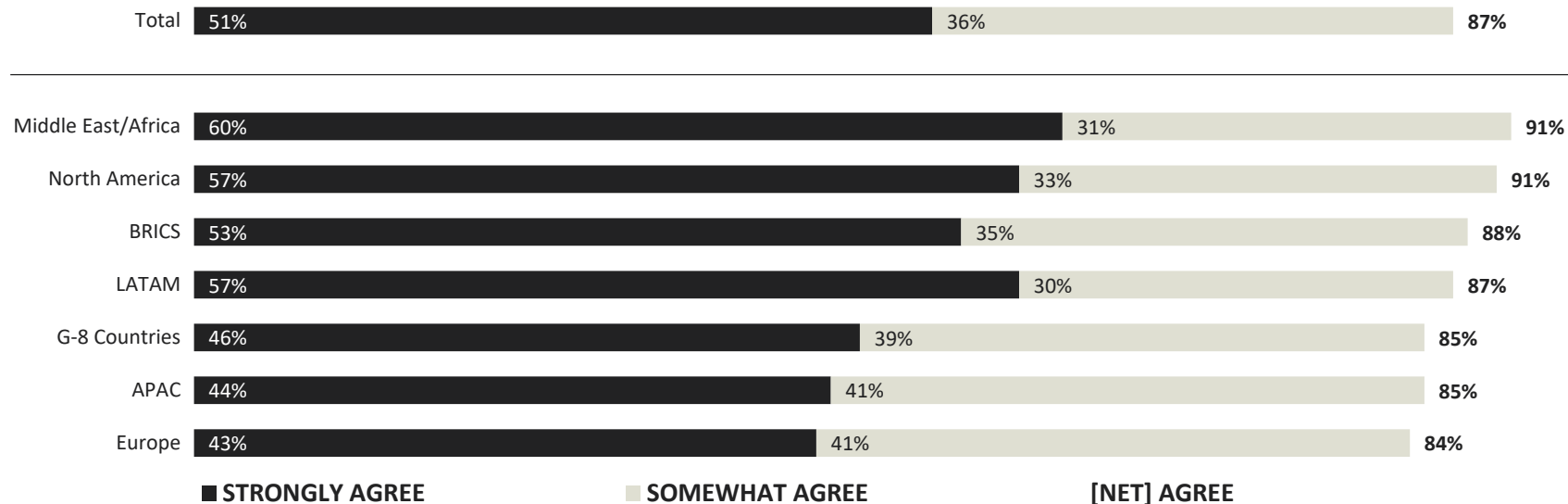
FAKE NEWS HAS A NEGATIVE EFFECT ON YOUR COUNTRY'S POLITICS

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

Country	Strongly Agree	Somewhat Agree	[NET] Agree
Total	42%	40%	83%
Nigeria	64%	31%	94%
Indonesia	64%	30%	94%
South Africa	57%	33%	90%
Kenya	68%	22%	90%
United States	54%	35%	89%
India	50%	39%	89%
Brazil	56%	33%	89%
Mexico	50%	37%	87%
Turkey	55%	32%	86%
Pakistan	40%	45%	86%
Republic of Korea	39%	47%	85%
Great Britain	34%	50%	84%
Italy	37%	47%	84%
Canada	31%	50%	81%
Hong Kong	19%	62%	81%
Russia	40%	41%	81%
Australia	29%	51%	80%
Tunisia	63%	16%	79%
Sweden	32%	44%	77%
Germany	29%	47%	76%
France	30%	43%	73%
Poland	25%	43%	69%
Japan	10%	45%	55%

■ **STRONGLY AGREE**   ■ **SOMEWHAT AGREE**   **[NET] AGREE**

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

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

Region	Strongly Agree	Somewhat Agree	[NET] Agree
Total	42%	40%	83%
Middle East/Africa	57%	32%	89%
LATAM	53%	35%	88%
BRICS	51%	36%	87%
North America	43%	42%	85%
APAC	36%	45%	81%
G-8 Countries	33%	45%	78%
Europe	31%	46%	77%

■ **STRONGLY AGREE**   ■ **SOMEWHAT AGREE**   **[NET] AGREE**

Q28. To what extent do you agree or disagree with the following statements:
Base: 2019 (n=23,227) NOT ASKED IN EGYPT & CHINA
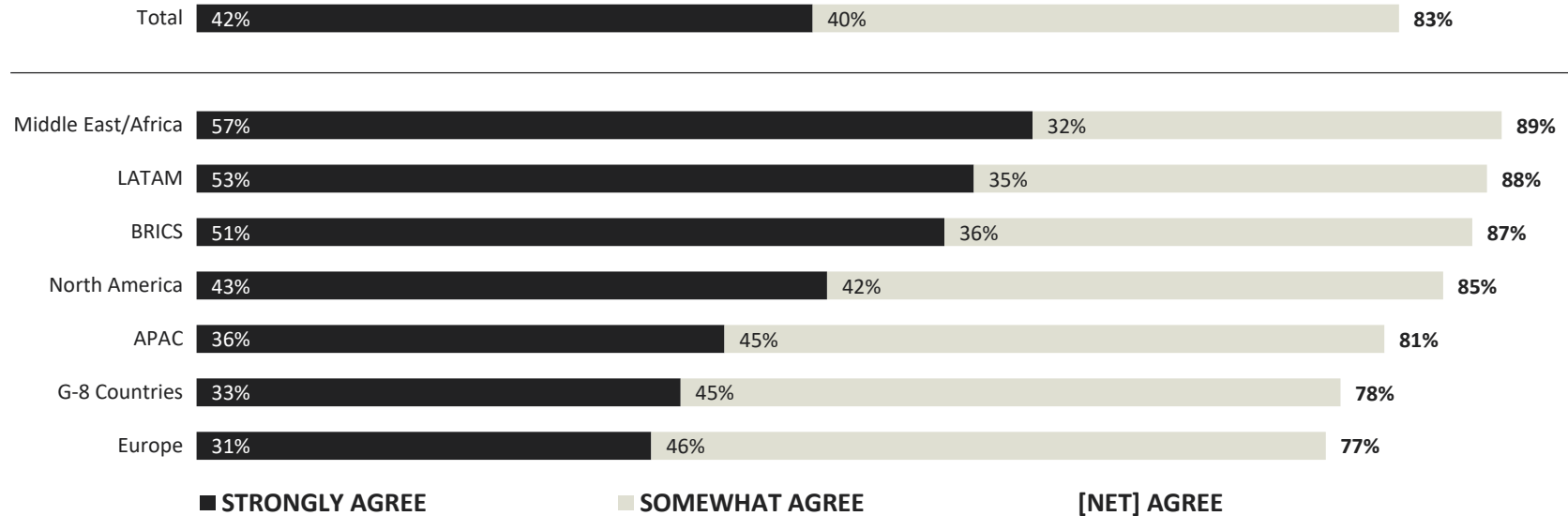
FAKE NEWS HAS A NEGATIVE EFFECT ON OTHER COUNTRY'S POLITICS

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

Country	Strongly Agree	Somewhat Agree	[NET] Agree
Total	37%	43%	80%
South Africa	55%	36%	91%
Nigeria	55%	35%	90%
Indonesia	52%	37%	90%
Brazil	50%	35%	86%
Mexico	48%	37%	85%
Great Britain	35%	51%	85%
China	31%	54%	85%
Kenya	57%	26%	84%
Canada	36%	48%	84%
United States	41%	42%	83%
India	41%	42%	83%
Hong Kong	19%	63%	83%
Russia	40%	43%	83%
Pakistan	35%	47%	82%
Australia	32%	50%	81%
Republic of Korea	31%	49%	80%
Italy	34%	46%	80%
Sweden	33%	47%	80%
Germany	30%	48%	78%
France	27%	46%	73%
Tunisia	44%	28%	72%
Turkey	33%	39%	71%
Poland	24%	46%	70%
Japan	10%	43%	53%

■ **STRONGLY AGREE**　■ **SOMEWHAT AGREE**　**[NET] AGREE**

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

	STRONGLY AGREE	SOMEWHAT AGREE	[NET] AGREE
Total	37%	43%	80%
LATAM	49%	36%	85%
BRICS	43%	42%	85%
Middle East/Africa	47%	37%	84%
North America	39%	45%	83%
APAC	32%	48%	80%
Europe	30%	47%	78%
G-8 Countries	32%	46%	77%

STRONGLY AGREE   **SOMEWHAT AGREE**   **[NET] AGREE**
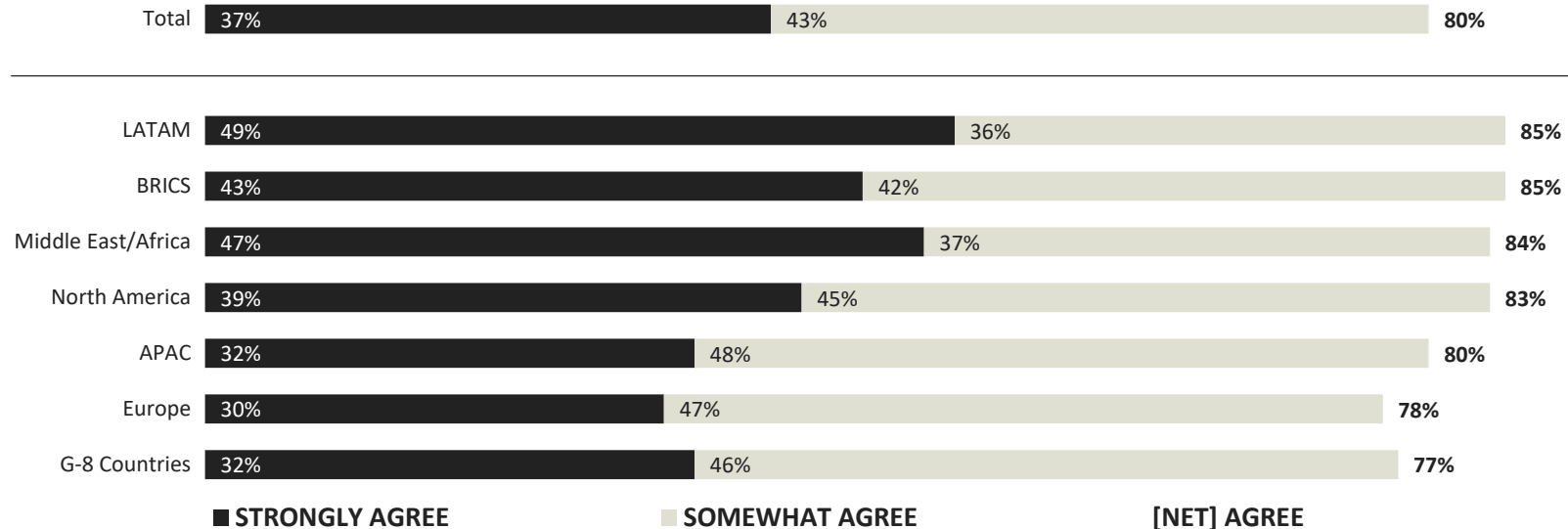
FAKE NEWS HAS A NEGATIVE EFFECT ON POLITICAL DISCUSSION IN YOUR COUNTRY

The vast majority (83%) think that fake news negatively impacts political discourse in their country, including virtually all in Nigeria (94%) & Indonesia (95%), specifically.
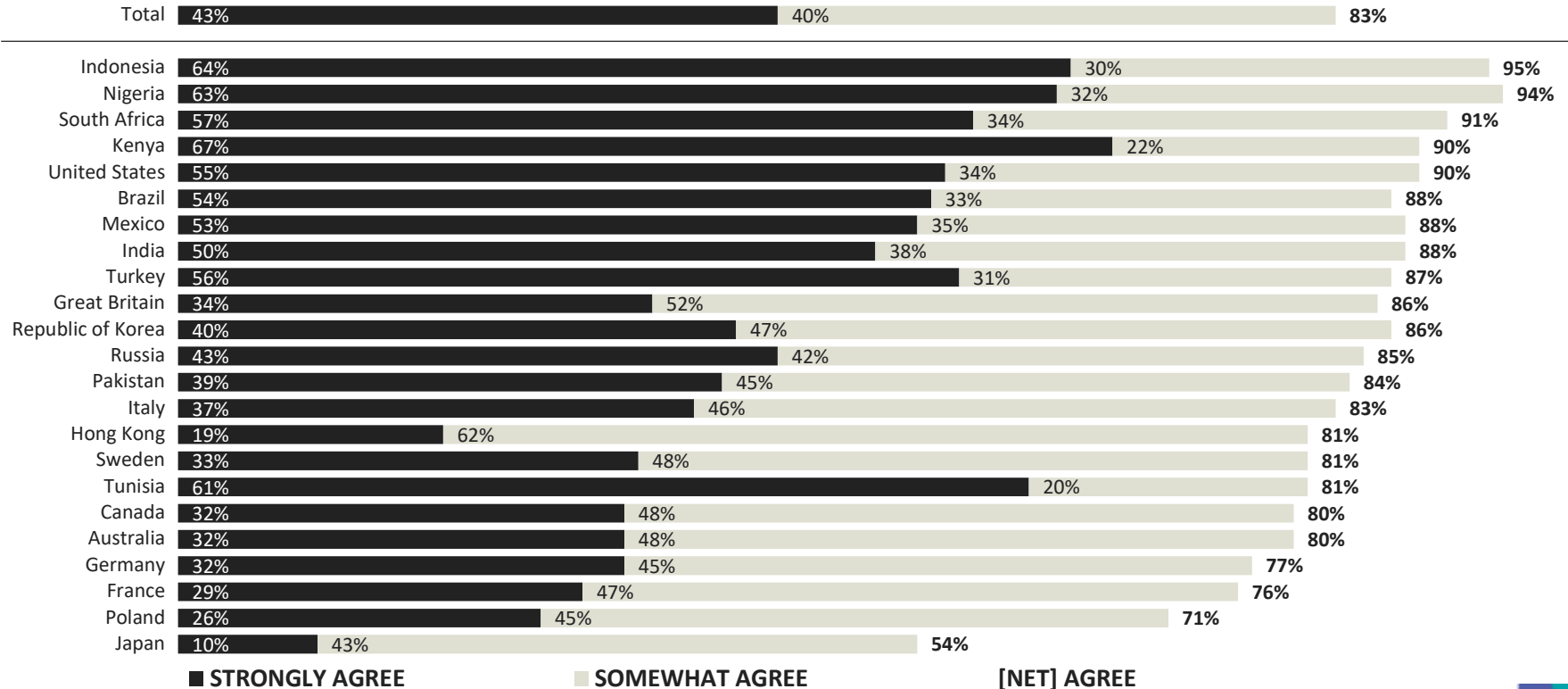
Country	Strongly Agree	Somewhat Agree	[NET] Agree
Total	43%	40%	83%
Indonesia	64%	30%	95%
Nigeria	63%	32%	94%
South Africa	57%	34%	91%
Kenya	67%	22%	90%
United States	55%	34%	90%
Brazil	54%	33%	88%
Mexico	53%	35%	88%
India	50%	38%	88%
Turkey	56%	31%	87%
Great Britain	34%	52%	86%
Republic of Korea	40%	47%	86%
Russia	43%	42%	85%
Pakistan	39%	45%	84%
Italy	37%	46%	83%
Hong Kong	19%	62%	81%
Sweden	33%	48%	81%
Tunisia	61%	20%	81%
Canada	32%	48%	80%
Australia	32%	48%	80%
Germany	32%	45%	77%
France	29%	47%	76%
Poland	26%	45%	71%
Japan	10%	43%	54%

■ **STRONGLY AGREE**   ■ **SOMEWHAT AGREE**   **[NET] AGREE**

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

	STRONGLY AGREE	SOMEWHAT AGREE	[NET] AGREE
Total	43%	40%	83%
Middle East/Africa	57%	33%	89%
LATAM	54%	34%	88%
BRICS	51%	37%	88%
North America	44%	41%	85%
APAC	37%	44%	81%
Europe	32%	47%	79%
G-8 Countries	34%	45%	79%

■ **STRONGLY AGREE**   **SOMEWHAT AGREE**   **[NET] AGREE**
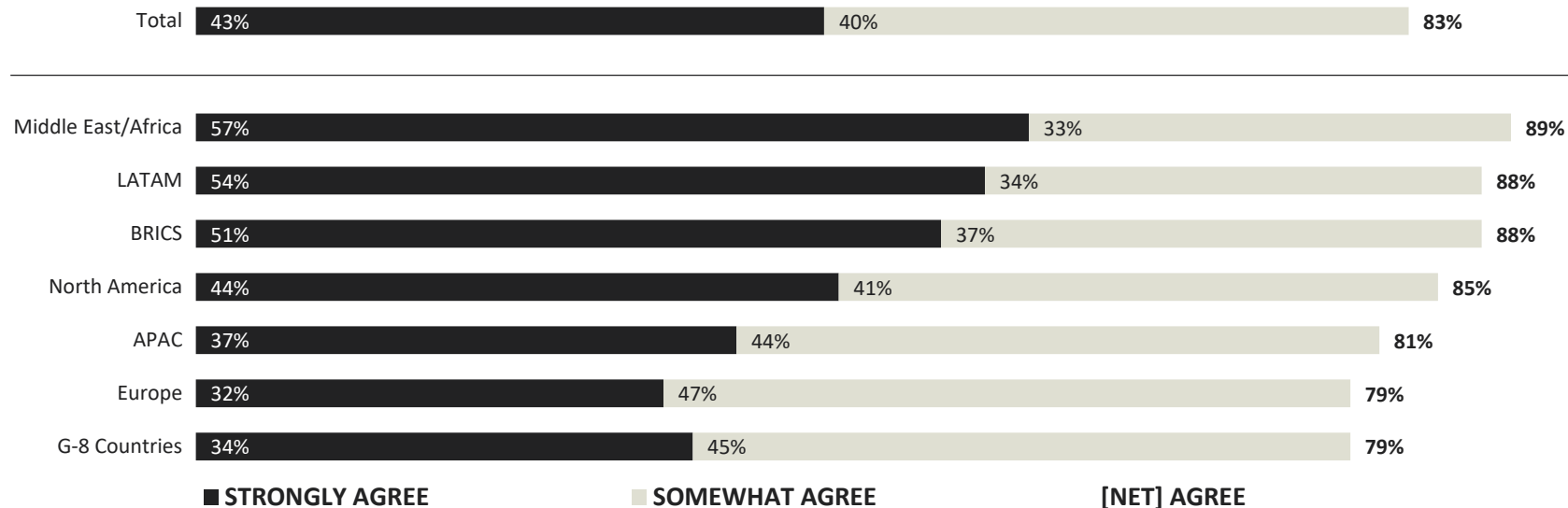
FAKE NEWS HAS A NEGATIVE EFFECT ON POLITICAL DISCUSSION IN OTHER COUNTRIES

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

Country	Strongly Agree	Somewhat Agree	[NET] Agree
Total	38%	44%	82%
South Africa	56%	36%	92%
Nigeria	58%	33%	91%
Indonesia	54%	36%	90%
United States	47%	42%	89%
China	32%	55%	87%
Kenya	58%	28%	86%
Brazil	49%	37%	86%
Canada	36%	49%	86%
Mexico	47%	38%	85%
India	43%	42%	85%
Great Britain	34%	50%	85%
Russia	43%	41%	84%
Pakistan	37%	46%	83%
Hong Kong	19%	64%	83%
Sweden	35%	47%	82%
Republic of Korea	32%	49%	81%
Italy	32%	50%	81%
Australia	32%	49%	81%
Germany	31%	49%	80%
Turkey	36%	40%	76%
France	28%	46%	74%
Tunisia	45%	26%	71%
Poland	25%	47%	71%
Japan	9%	45%	55%

■ **STRONGLY AGREE**   ■ **SOMEWHAT AGREE**   **[NET] AGREE**

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

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

Region	Strongly Agree	Somewhat Agree	[Net] Agree
Total	38%	44%	82%
BRICS	45%	42%	87%
North America	41%	46%	87%
Middle East/Africa	49%	36%	85%
LATAM	48%	37%	85%
APAC	33%	48%	81%
Europe	31%	48%	79%
G-8 Countries	33%	47%	79%

■ **STRONGLY AGREE**   **SOMEWHAT AGREE**   **[NET] AGREE**
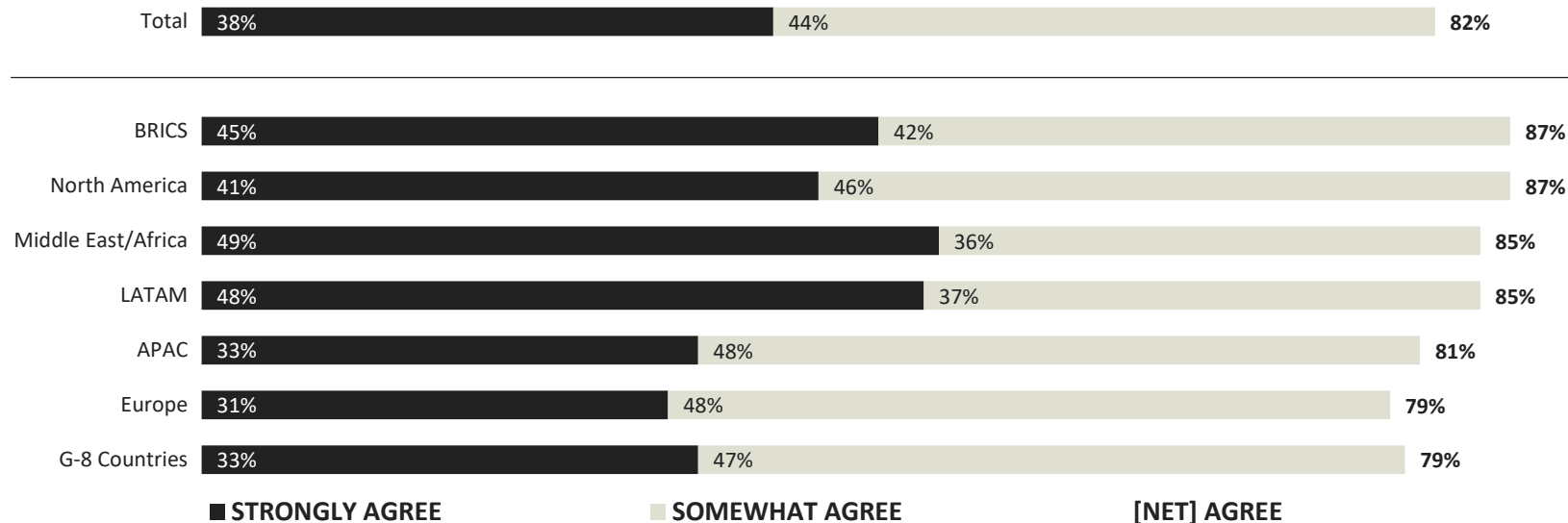
FAKE NEWS HAS A NEGATIVE EFFECT ON MY POLITICAL DISCUSSIONS WITH FAMILY AND FRIENDS

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 countries agree with this statement.

Country	Strongly Agree	Somewhat Agree	[NET] Agree
Total	33%	39%	**71%**
Nigeria	55%	33%	**88%**
Indonesia	52%	35%	**87%**
Kenya	59%	26%	**85%**
India	43%	41%	**84%**
Republic of Korea	38%	45%	**83%**
Pakistan	38%	44%	**82%**
Brazil	43%	38%	**81%**
Russia	35%	43%	**78%**
South Africa	43%	34%	**77%**
Mexico	38%	38%	**76%**
Hong Kong	16%	59%	**75%**
Turkey	41%	34%	**75%**
United States	34%	35%	**68%**
Italy	27%	41%	**68%**
Tunisia	42%	25%	**67%**
Australia	21%	44%	**65%**
Great Britain	21%	40%	**61%**
Sweden	23%	38%	**61%**
Poland	20%	41%	**61%**
Germany	20%	40%	**60%**
Canada	21%	37%	**58%**
France	19%	36%	**55%**
Japan	6%	38%	**43%**

■ **STRONGLY AGREE** ▪ **SOMEWHAT AGREE** **[NET] AGREE**

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.

Total	33%	39%	**71%**

Middle East/Africa	47%	34%	**81%**
BRICS	41%	39%	**80%**
LATAM	40%	38%	**78%**
APAC	30%	43%	**74%**
North America	27%	36%	**63%**
Europe	22%	39%	**61%**
G-8 Countries	23%	39%	**61%**

■ **STRONGLY AGREE**   **SOMEWHAT AGREE**   **[NET] AGREE**
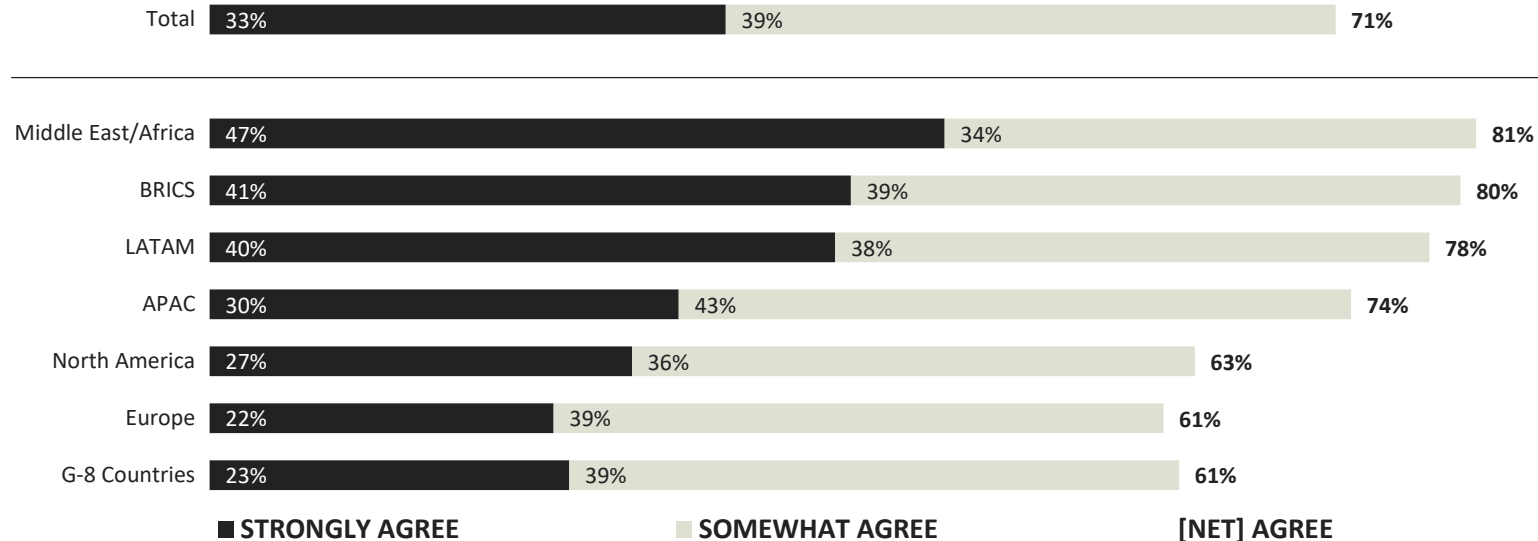
As many as one-third (35%) point to the United States, followed at a great distance by Russia (12%) & China (9%), as the countries most responsible for the disruptive effect of fake news in their country.

Country	Percentage
United States	35%
Russia	12%
China	9%
India	5%
Mexico	3%
Republic of Korea	3%
Brazil	3%
France	3%
Indonesia	3%
Nigeria	3%
South Africa	2%
Turkey	2%
Germany	2%
Great Britain	2%
Italy	2%
Japan	2%
Poland	1%
Sweden	1%
Australia	1%
Canada	1%
Egypt	1%
Hong Kong	1%
Kenya	1%
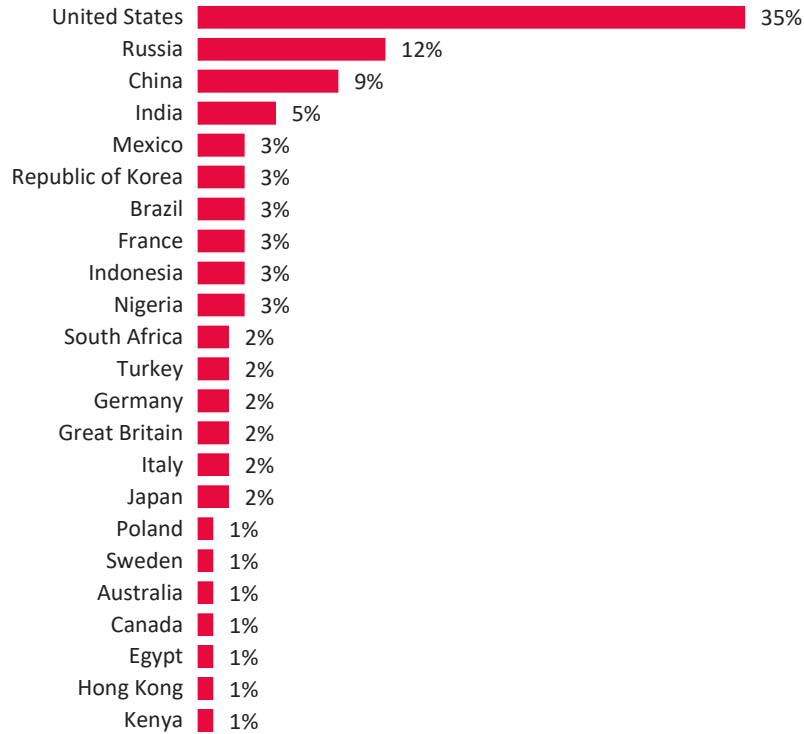
Those in Canada (59%), Turkey (59%) and the US itself (57%) are most likely to say that the US most responsible for the disruptive effect of fake news in their own country.

US is Most Responsible

Country	%
Canada	59%
Turkey	59%
United States	57%
Russia	55%
Tunisia	53%
Australia	48%
Germany	45%
South Africa	40%
Mexico	37%
Sweden	35%
Indonesia	34%
Great Britain	33%
France	32%
Hong Kong	29%
Pakistan	27%
Brazil	24%
Kenya	24%
Japan	22%
Poland	19%
Italy	18%
Republic of Korea	18%
Nigeria	18%
India	10%
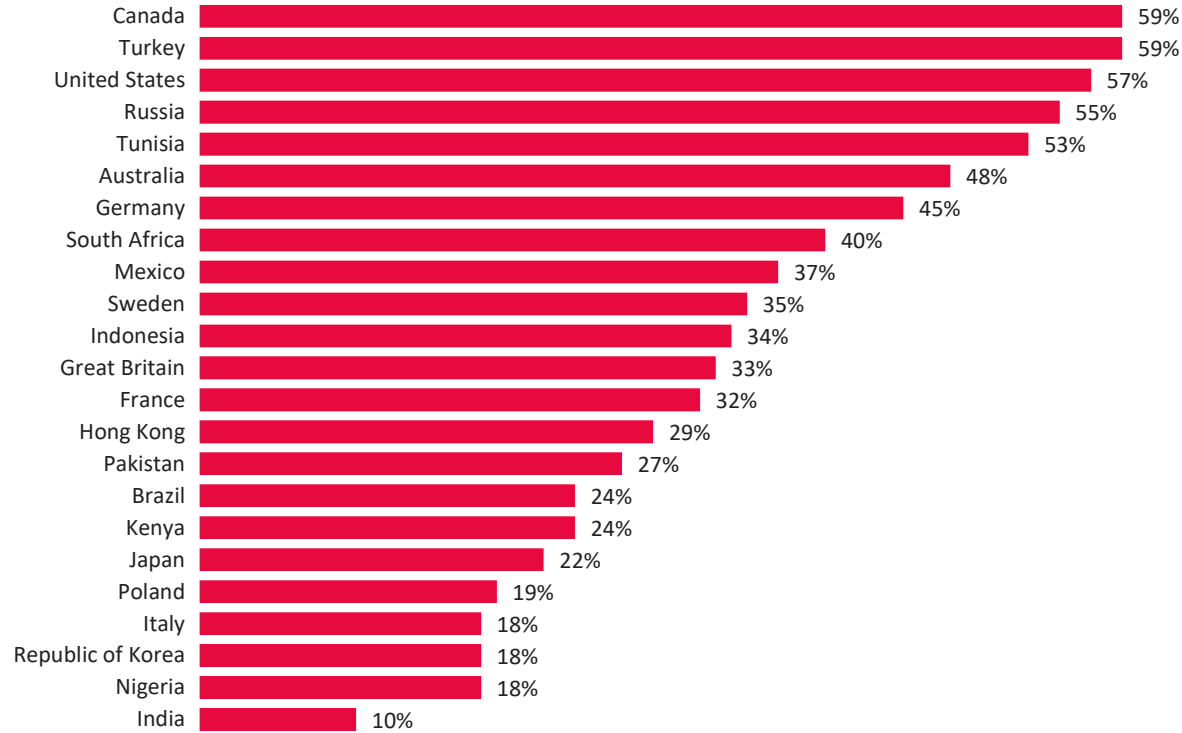
Those in Great Britain (40%) and Poland (35%) are most likely to say that Russia is most responsible for the disruptive effect of fake news in their country.

Russia is Most Responsible

Country	Percentage
Great Britain	40%
Poland	35%
United States	30%
Sweden	29%
Germany	25%
France	24%
Russia	23%
Australia	17%
Canada	15%
Italy	13%
South Africa	5%
Hong Kong	5%
Brazil	5%
Japan	5%
Mexico	4%
Turkey	3%
Republic of Korea	3%
India	3%
Indonesia	2%
Pakistan	2%
Tunisia	1%
Kenya	1%
Nigeria	1%
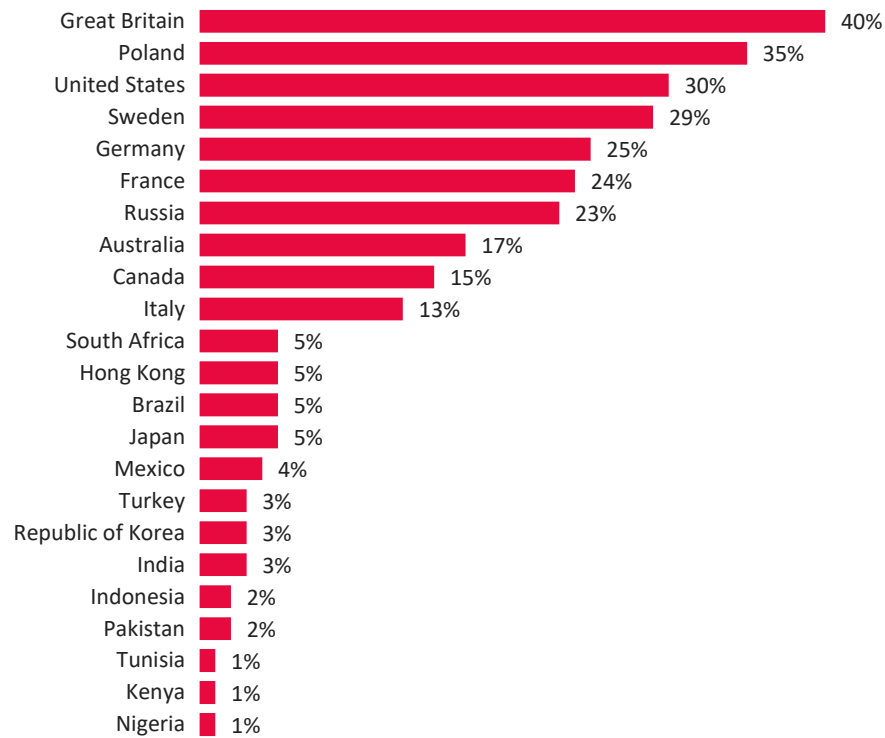
Those living in Hong Kong (39%), Japan (38%) and India (29%) are most likely to say that China is most responsible for the disruptive effects of fake news in their country.

China is Most Responsible

Country	%
Hong Kong	39%
Japan	38%
India	29%
Kenya	23%
Republic of Korea	19%
Indonesia	12%
Australia	10%
Canada	7%
France	6%
Italy	6%
Nigeria	6%
United States	5%
South Africa	4%
Great Britain	3%
Germany	3%
Sweden	2%
Brazil	2%
Poland	1%
Russia	1%
Mexico	1%
Turkey	1%
Pakistan	1%
Tunisia	1%
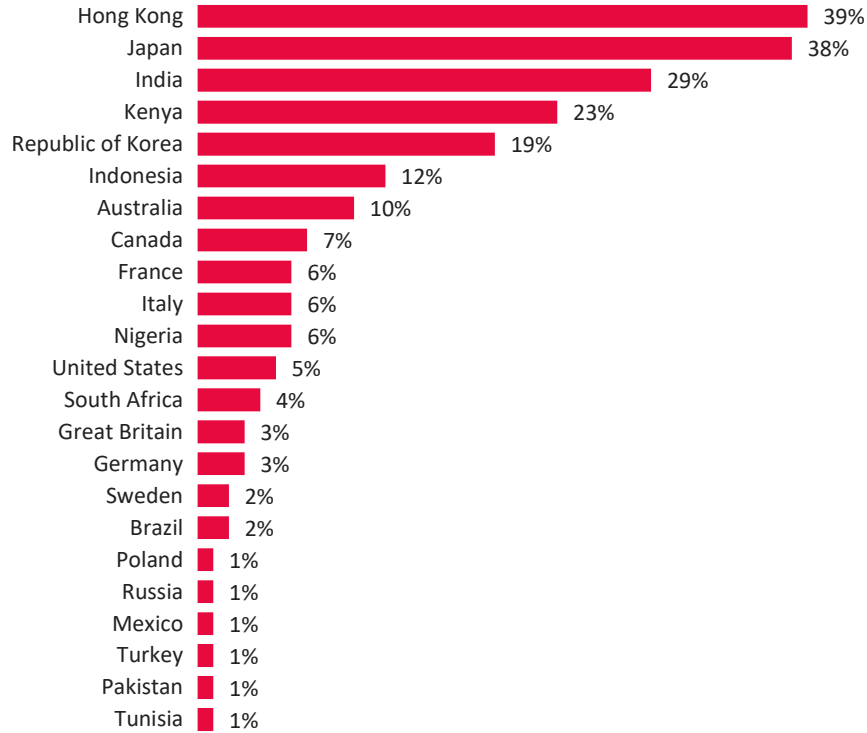
Just over one-third (36%) of those who *agree* that fake news has negatively impacted politics point to the United States, followed at a great distance by Russia (9%) & China (7%), as the countries within which fake news has had the largest negative effect on politics.

Country	%
United States	36%
Russia	9%
China	7%
Mexico	4%
Republic of Korea	4%
India	4%
Indonesia	4%
Nigeria	4%
South Africa	3%
Brazil	3%
France	3%
Turkey	2%
Germany	2%
Great Britain	2%
Italy	2%
Japan	2%
Pakistan	2%
Poland	1%
Sweden	1%
Australia	1%
Canada	1%
Egypt	1%
Hong Kong	1%
Kenya	1%
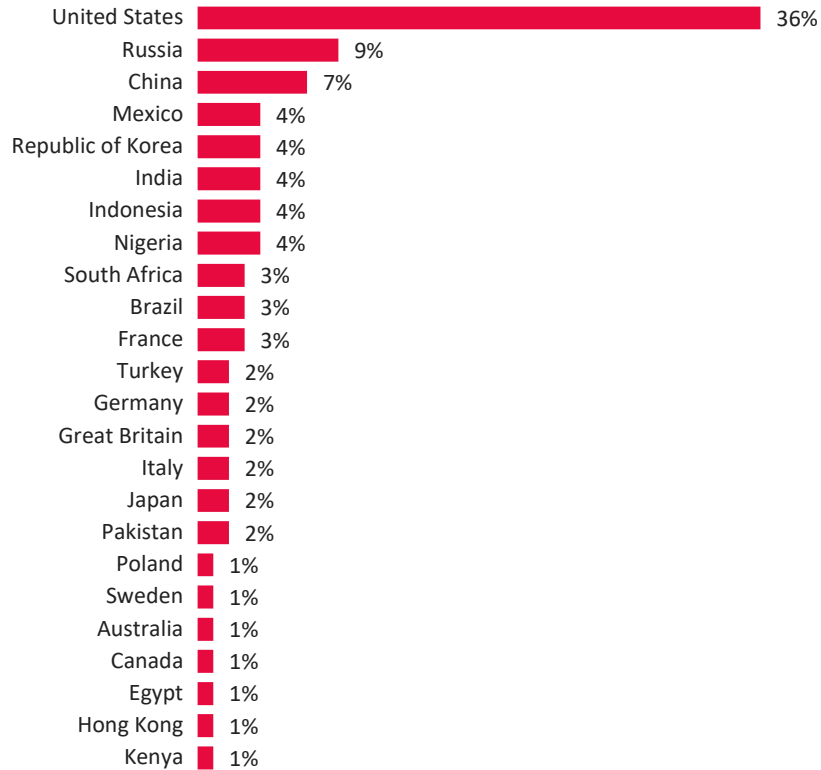
Canadians (71%) and Americans (70%) are most likely to believe that fake news has had the most negative impact on politics in the United States.
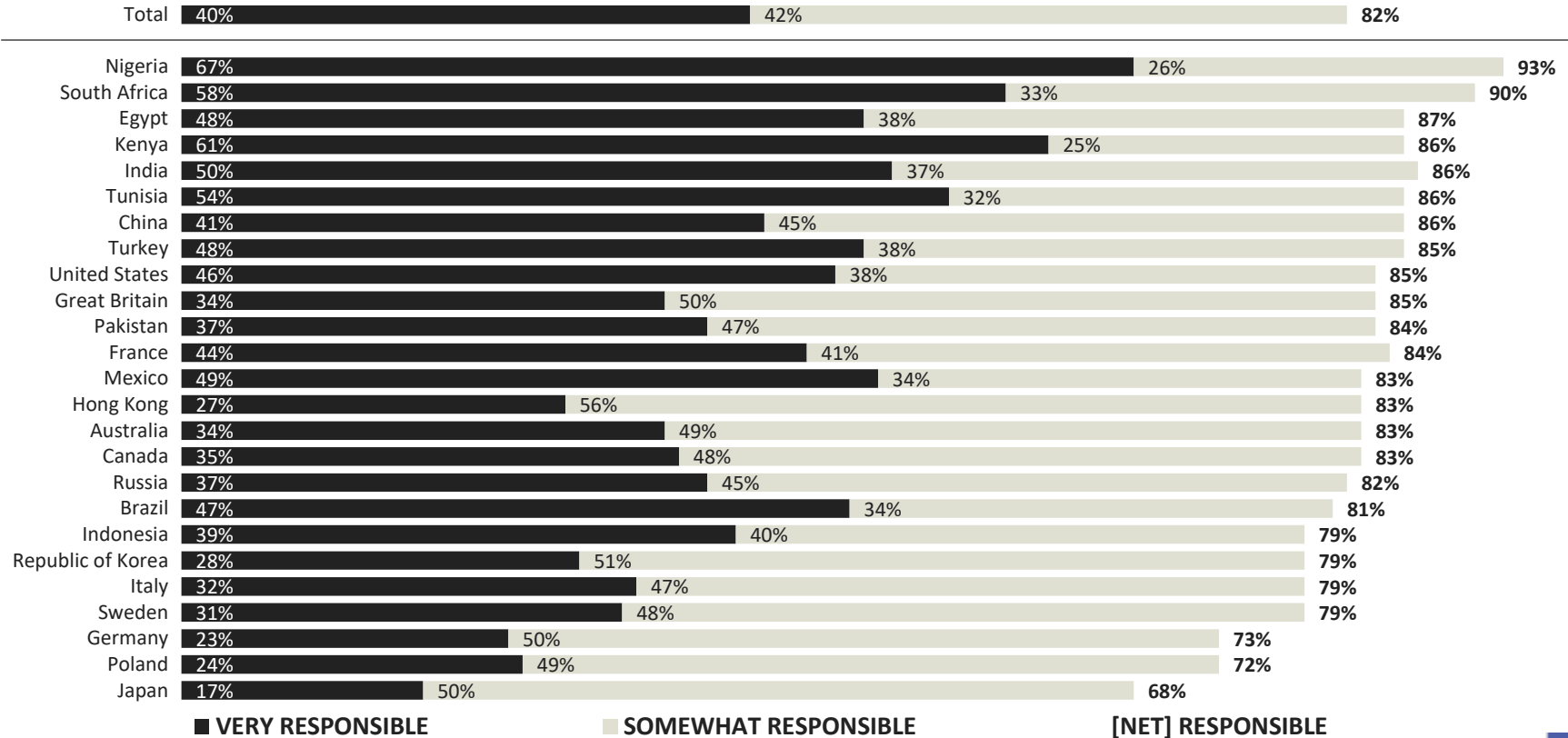
Fake News has had most negative impact on politics in the United States

Country	Percentage
Canada	71%
United States	70%
Australia	60%
Germany	57%
Great Britain	56%
Sweden	48%
Russia	45%
Turkey	45%
South Africa	45%
Tunisia	43%
France	42%
China	39%
Japan	37%
Hong Kong	32%
Mexico	30%
Poland	25%
Republic of Korea	20%
Italy	19%
Brazil	18%
Pakistan	17%
Kenya	15%
India	13%
Indonesia	12%
Nigeria	8%
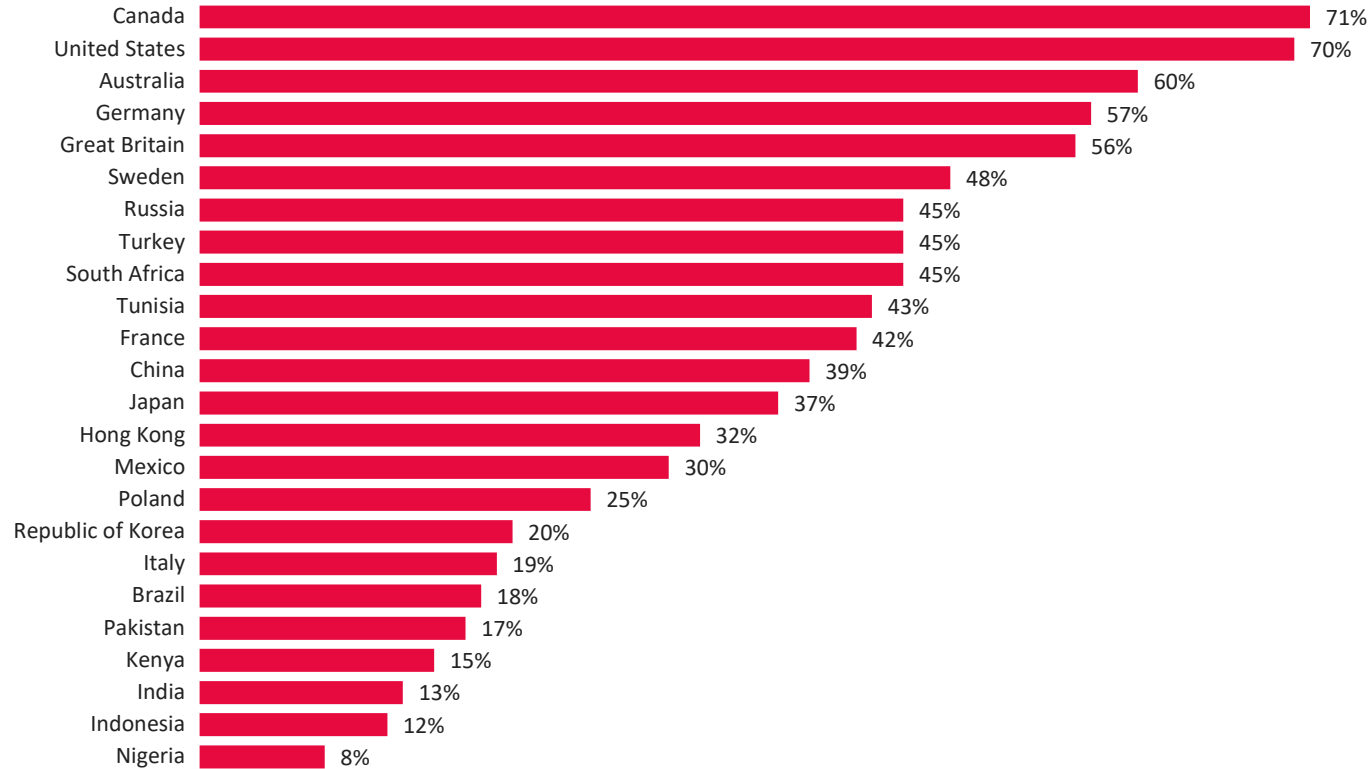
Russians (30%) and Polish (28%) respondents are most likely to believe that fake news has had the largest negative effect on politics in Rusia.

Fake News has had most negative impact on politics in Russia

Country	%
Russia	30%
Poland	28%
Great Britain	18%
United States	17%
Sweden	17%
Germany	15%
France	12%
China	12%
Canada	8%
Australia	8%
Italy	8%
Turkey	6%
South Africa	6%
Mexico	5%
Hong Kong	4%
Republic of Korea	4%
Brazil	3%
India	3%
Tunisia	2%
Japan	2%
Kenya	2%
Pakistan	1%
Indonesia	1%
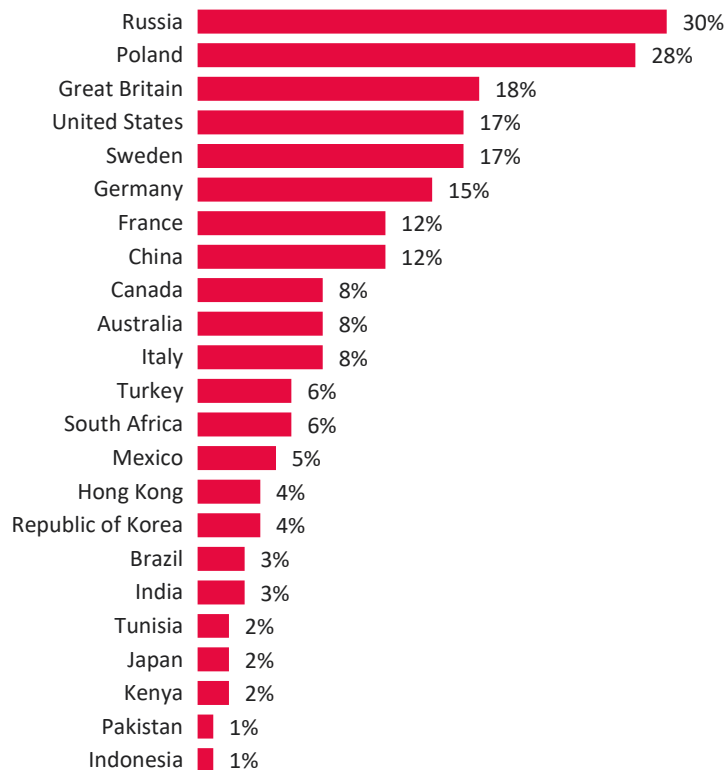
Those in Hong Kong (42%) and Japan (30%) are most likely to believe that fake news has had the most negative impact on politics in China.

Fake News has had most negative impact on politics in China

Country	%
Hong Kong	42%
Japan	30%
Republic of Korea	14%
Kenya	13%
India	10%
Indonesia	7%
Sweden	6%
Canada	6%
Australia	5%
United States	4%
South Africa	4%
Great Britain	3%
Germany	3%
France	3%
Italy	3%
Poland	2%
Pakistan	2%
Nigeria	2%
Russia	1%
Turkey	1%
Mexico	1%
Brazil	1%
Tunisia	1%
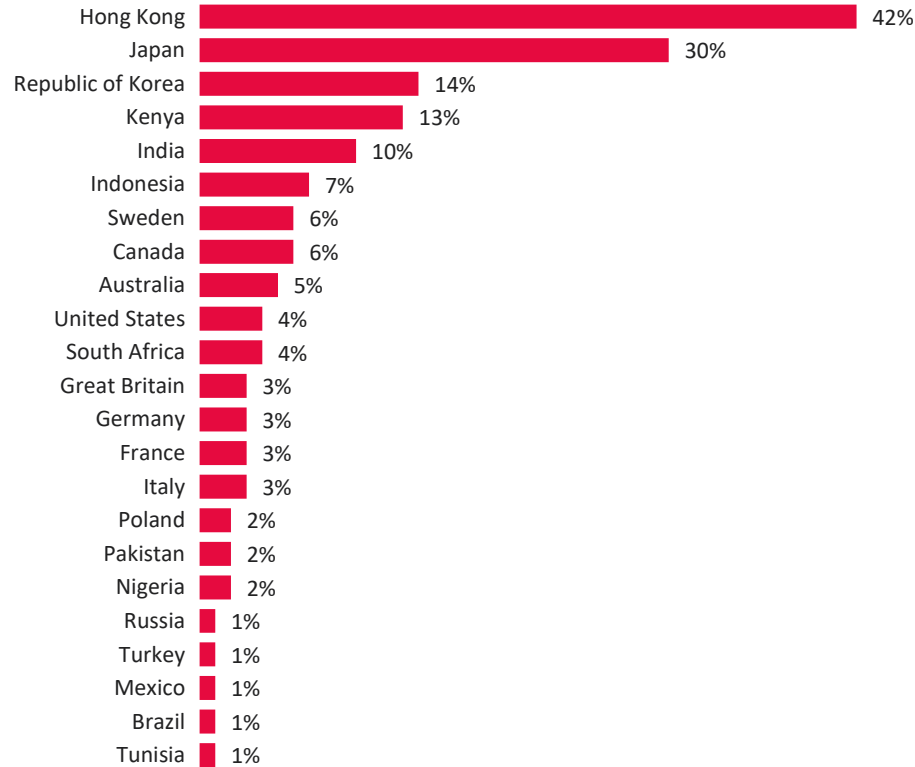
Overall, strong majorities would describe all actors as being at least *somewhat responsible*, for the spread of fake news, with social media platforms (82%) & online trolls (81%) topping the list.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Social media platforms	40%	42%	**82%**
Online trolls	43%	38%	**81%**
Video sharing sites	30%	45%	**75%**
Average social media users	31%	44%	**75%**
Mainstream/traditional media	30%	42%	**72%**
Right wing political parties	29%	43%	**72%**
Average Internet users	28%	44%	**72%**
Foreign governments	27%	44%	**71%**
Left wing political parties	29%	42%	**70%**
Internet search engines	25%	43%	**69%**
Your government	28%	40%	**68%**
International organizations	23%	43%	**66%**
Non-government organizations	22%	44%	**66%**

■ VERY RESPONSIBLE   ■ SOMEWHAT RESPONSIBLE   [NET] RESPONSIBLE

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 countries feel this way, regarding social media & the spread of fake news.

Country	Very Responsible	Somewhat Responsible	[NET] Responsible
Total	40%	42%	**82%**
Nigeria	67%	26%	**93%**
South Africa	58%	33%	**90%**
Egypt	48%	38%	**87%**
Kenya	61%	25%	**86%**
India	50%	37%	**86%**
Tunisia	54%	32%	**86%**
China	41%	45%	**86%**
Turkey	48%	38%	**85%**
United States	46%	38%	**85%**
Great Britain	34%	50%	**85%**
Pakistan	37%	47%	**84%**
France	44%	41%	**84%**
Mexico	49%	34%	**83%**
Hong Kong	27%	56%	**83%**
Australia	34%	49%	**83%**
Canada	35%	48%	**83%**
Russia	37%	45%	**82%**
Brazil	47%	34%	**81%**
Indonesia	39%	40%	**79%**
Republic of Korea	28%	51%	**79%**
Italy	32%	47%	**79%**
Sweden	31%	48%	**79%**
Germany	23%	50%	**73%**
Poland	24%	49%	**72%**
Japan	17%	50%	**68%**

■ VERY RESPONSIBLE ■ SOMEWHAT RESPONSIBLE [NET] RESPONSIBLE

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	40%	42%	82%
Middle East/Africa	53%	35%	88%
BRICS	46%	39%	85%
North America	41%	43%	84%
LATAM	48%	34%	82%
APAC	34%	47%	81%
G-8 Countries	34%	46%	80%
Europe	31%	47%	79%
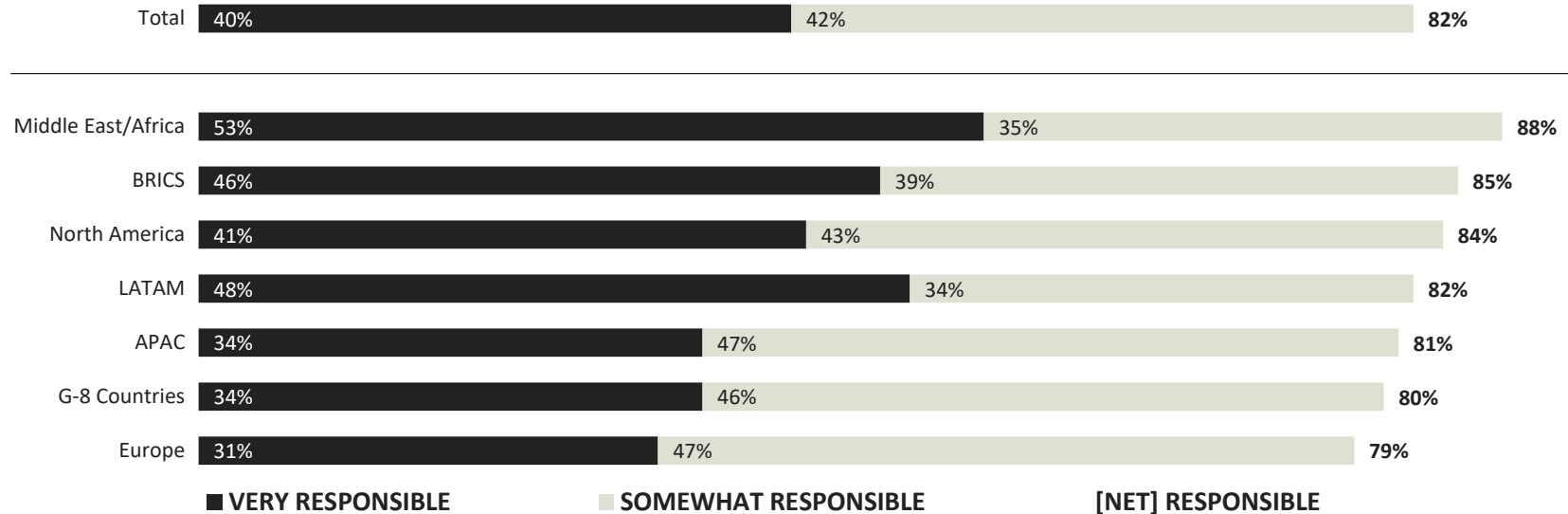
Most (69%) global citizens place at least some blame on Internet search engines for the spread of fake news. Once again, majorities in each country view Internet search engines as being at least *somewhat responsible*.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	25%	43%	69%
China	38%	45%	82%
Tunisia	43%	35%	78%
Republic of Korea	28%	50%	78%
Nigeria	38%	39%	77%
Pakistan	30%	47%	77%
Hong Kong	21%	55%	77%
Kenya	41%	35%	76%
South Africa	32%	41%	73%
India	31%	42%	73%
Brazil	32%	38%	70%
Indonesia	31%	39%	70%
France	22%	47%	69%
Mexico	30%	39%	69%
Egypt	29%	38%	67%
Turkey	29%	38%	67%
Australia	16%	51%	67%
United States	24%	41%	66%
Great Britain	18%	48%	66%
Japan	16%	50%	65%
Russia	18%	45%	63%
Sweden	17%	46%	63%
Canada	15%	47%	62%
Italy	17%	45%	62%
Poland	12%	44%	56%
Germany	12%	40%	52%

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

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	25%	43%	69%
Middle East/Africa	33%	40%	73%
BRICS	30%	42%	72%
APAC	25%	47%	72%
LATAM	31%	39%	69%
North America	20%	44%	64%
G-8 Countries	18%	45%	63%
Europe	16%	45%	61%

■ VERY RESPONSIBLE   ▪ SOMEWHAT RESPONSIBLE   [NET] RESPONSIBLE
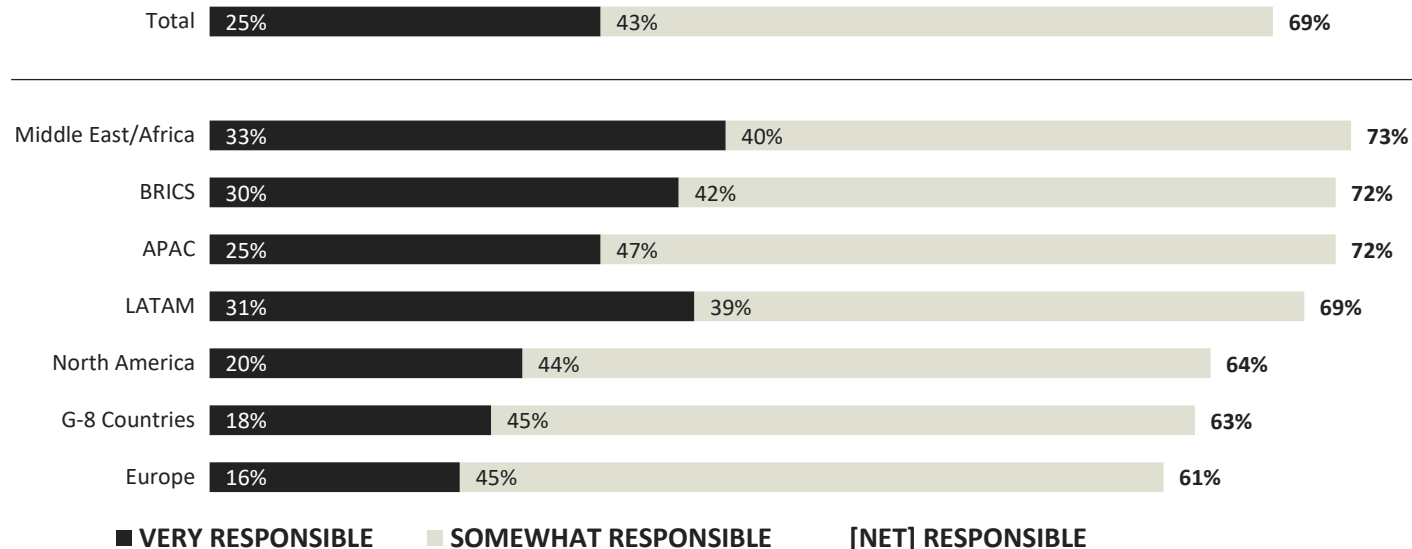
VIDEO SHARING SITES

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

Country	Very Responsible	Somewhat Responsible	[NET] Responsible
Total	30%	45%	**75%**
Tunisia	58%	30%	**88%**
Kenya	56%	29%	**85%**
India	43%	40%	**84%**
China	34%	48%	**82%**
South Africa	42%	41%	**82%**
Turkey	41%	41%	**82%**
Republic of Korea	30%	50%	**80%**
Nigeria	44%	36%	**79%**
Pakistan	33%	46%	**79%**
Hong Kong	22%	56%	**78%**
France	30%	48%	**78%**
Brazil	37%	40%	**77%**
Mexico	36%	41%	**77%**
Canada	19%	56%	**75%**
Indonesia	33%	42%	**74%**
Egypt	33%	41%	**74%**
Great Britain	23%	51%	**74%**
United States	26%	45%	**71%**
Russia	21%	49%	**71%**
Australia	19%	52%	**70%**
Italy	21%	48%	**70%**
Sweden	20%	48%	**69%**
Japan	15%	51%	**66%**
Poland	13%	49%	**61%**
Germany	10%	45%	**55%**

■ **VERY RESPONSIBLE**   ■ **SOMEWHAT RESPONSIBLE**   **[NET] RESPONSIBLE**

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	30%	45%	75%
Middle East/Africa	41%	39%	80%
BRICS	36%	44%	79%
LATAM	36%	41%	77%
APAC	27%	48%	76%
North America	22%	51%	73%
G-8 Countries	21%	49%	70%
Europe	20%	48%	68%
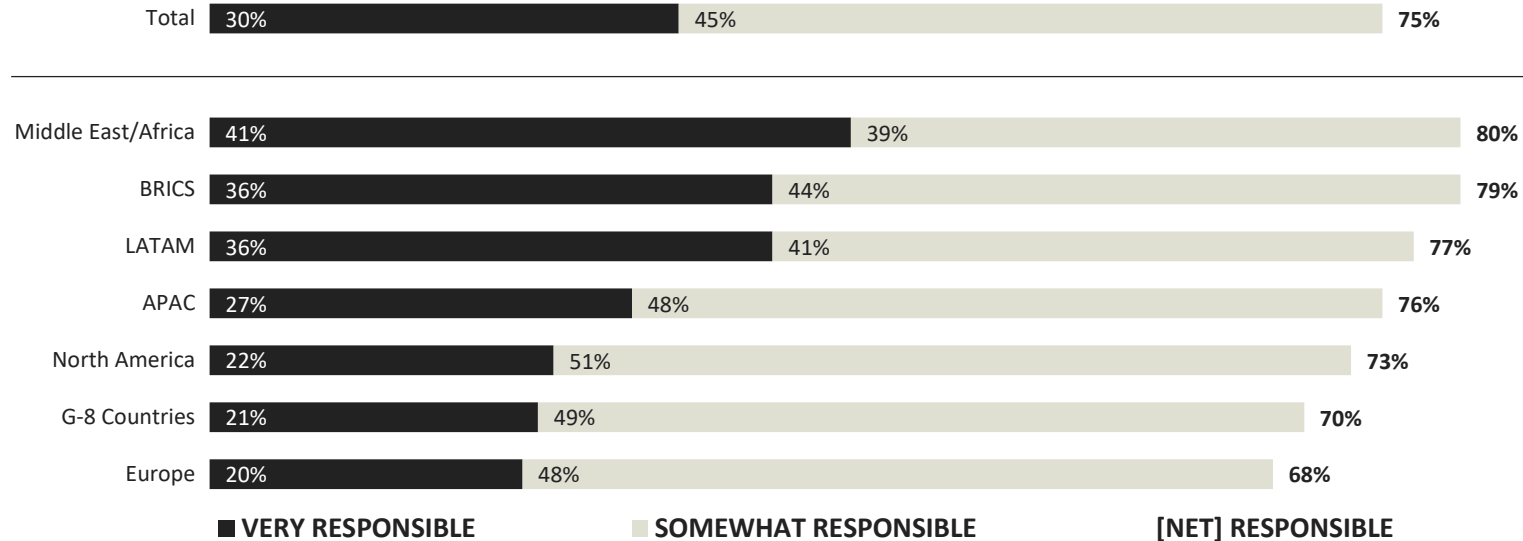
MAINSTREAM/TRADITIONAL MEDIA

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 countries save for Germany (49%).

Country	Very Responsible	Somewhat Responsible	[NET] Responsible
Total	30%	42%	72%
Turkey	48%	36%	84%
China	39%	44%	83%
Hong Kong	28%	55%	83%
Russia	39%	41%	80%
Tunisia	43%	35%	79%
Republic of Korea	32%	47%	79%
Egypt	40%	39%	79%
Pakistan	31%	48%	78%
United States	38%	40%	78%
India	35%	42%	77%
Mexico	38%	38%	76%
South Africa	33%	42%	75%
Brazil	33%	40%	73%
Indonesia	31%	41%	72%
France	26%	45%	71%
Australia	21%	48%	69%
Canada	23%	44%	68%
Japan	23%	45%	68%
Poland	19%	48%	67%
Kenya	29%	37%	66%
Nigeria	27%	37%	65%
Great Britain	21%	44%	65%
Italy	20%	43%	62%
Sweden	21%	41%	62%
Germany	11%	38%	49%

■ **VERY RESPONSIBLE**　■ **SOMEWHAT RESPONSIBLE**　**[NET] RESPONSIBLE**

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	30%	42%	72%
BRICS	36%	42%	78%
APAC	31%	45%	76%
Middle East/Africa	35%	40%	75%
LATAM	36%	39%	74%
North America	31%	42%	73%
G-8 Countries	25%	43%	68%
Europe	20%	43%	63%
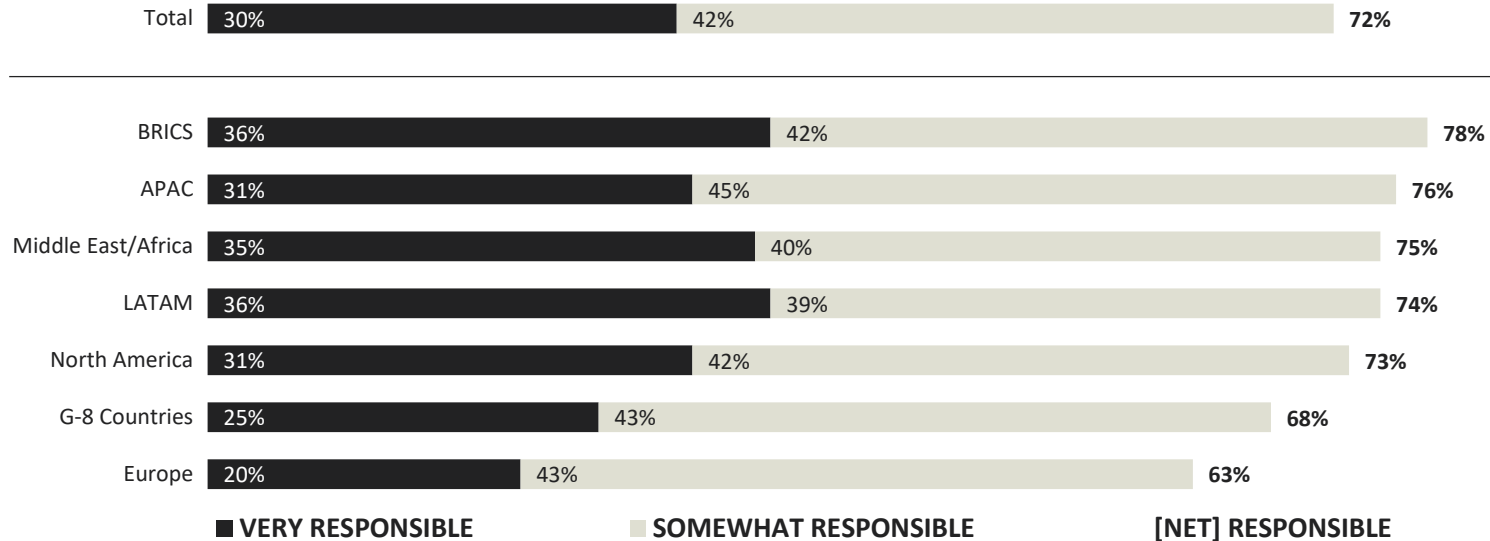
YOUR GOVERNMENT

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 countries, save for Germany (45%) rate their government as being at least *somewhat responsible*.

Country	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	28%	40%	68%
Tunisia	52%	29%	81%
Nigeria	41%	40%	81%
Mexico	38%	42%	80%
Hong Kong	32%	48%	79%
Indonesia	41%	38%	79%
Pakistan	31%	46%	76%
Republic of Korea	26%	49%	75%
United States	32%	41%	74%
Turkey	42%	31%	73%
South Africa	32%	40%	72%
Brazil	31%	39%	70%
Russia	27%	39%	66%
Kenya	36%	30%	66%
India	29%	36%	65%
France	20%	42%	63%
Japan	19%	44%	62%
Great Britain	19%	42%	61%
Australia	14%	45%	60%
Italy	19%	41%	60%
Poland	18%	42%	59%
Canada	15%	41%	57%
Sweden	20%	34%	54%
Germany	12%	33%	45%

VERY RESPONSIBLE   **SOMEWHAT RESPONSIBLE**   **[NET] RESPONSIBLE**

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	28%	40%	**68%**
LATAM	34%	41%	**75%**
Middle East/Africa	36%	37%	**74%**
APAC	27%	43%	**69%**
BRICS	30%	39%	**68%**
North America	24%	41%	**65%**
G-8 Countries	21%	40%	**61%**
Europe	18%	39%	**57%**
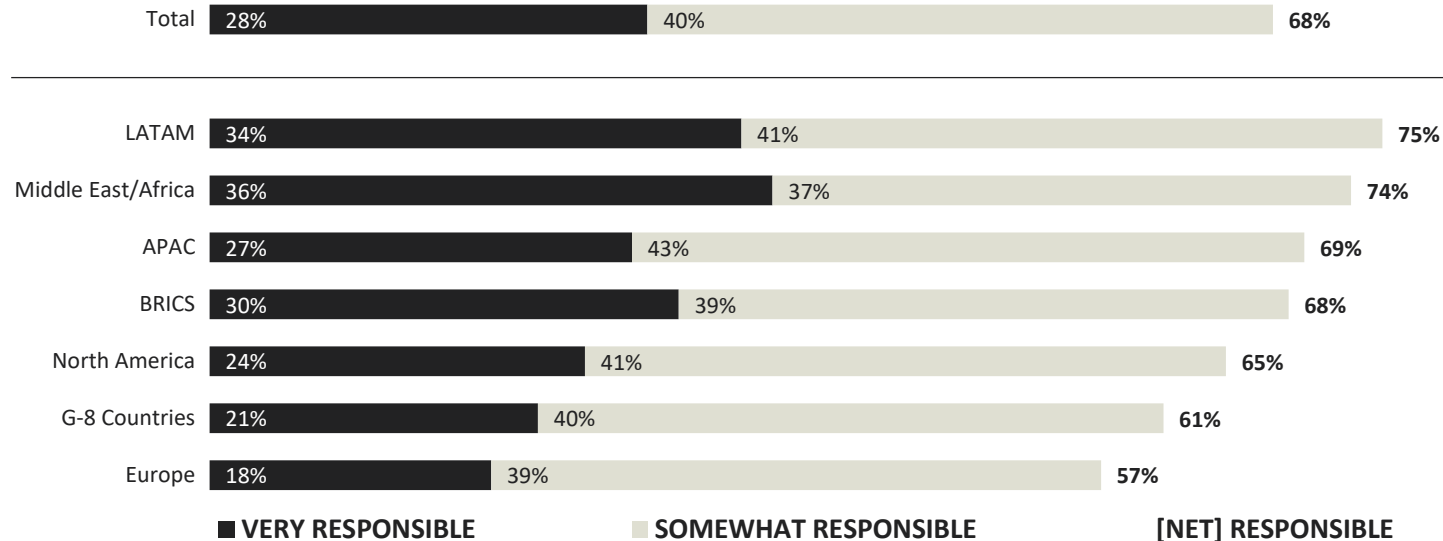
Seven in ten (71%) global citizens place at least some blame on foreign governments for spreading fake news. There is limited variation, by country.

Country	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	27%	44%	71%
Pakistan	35%	48%	83%
Tunisia	45%	35%	80%
Hong Kong	28%	51%	79%
Great Britain	32%	47%	78%
China	28%	49%	76%
Russia	31%	44%	75%
United States	31%	43%	74%
Turkey	39%	35%	74%
South Africa	30%	44%	74%
Australia	22%	52%	74%
Canada	25%	49%	74%
Egypt	34%	40%	74%
France	23%	50%	73%
Sweden	24%	48%	72%
Mexico	27%	43%	71%
India	24%	44%	68%
Indonesia	25%	42%	67%
Kenya	30%	34%	65%
Japan	20%	46%	65%
Italy	18%	46%	65%
Germany	16%	49%	65%
Nigeria	26%	37%	64%
Republic of Korea	17%	47%	64%
Brazil	24%	39%	63%
Poland	16%	46%	63%

VERY RESPONSIBLE   **SOMEWHAT RESPONSIBLE**   **[NET] RESPONSIBLE**

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

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	27%	44%	**71%**
North America	28%	46%	**74%**
Middle East/Africa	32%	40%	**72%**
APAC	24%	47%	**71%**
BRICS	27%	44%	**71%**
G-8 Countries	25%	47%	**71%**
Europe	22%	48%	**69%**
LATAM	26%	41%	**67%**
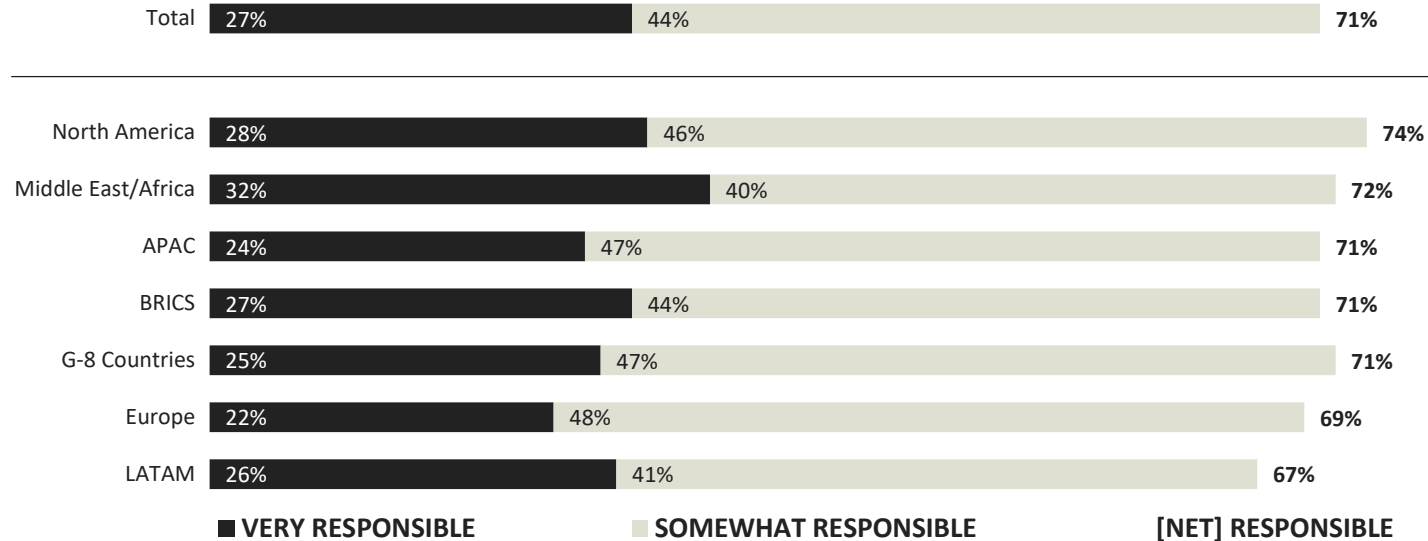
INTERNATIONAL ORGANIZATIONS

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

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	23%	43%	66%
Pakistan	35%	44%	78%
Tunisia	43%	34%	77%
Russia	30%	44%	74%
Hong Kong	21%	52%	73%
Turkey	34%	38%	72%
South Africa	27%	44%	72%
Indonesia	31%	41%	72%
China	26%	45%	71%
India	26%	44%	69%
United States	23%	45%	68%
Egypt	27%	41%	68%
Sweden	18%	49%	68%
Great Britain	19%	48%	67%
Australia	15%	52%	66%
Canada	16%	50%	66%
Mexico	26%	39%	65%
Brazil	24%	40%	65%
Italy	17%	47%	64%
France	19%	44%	63%
Kenya	27%	36%	63%
Japan	18%	45%	62%
Nigeria	23%	34%	57%
Poland	14%	42%	56%
Republic of Korea	13%	41%	54%
Germany	13%	37%	50%

■ VERY RESPONSIBLE   ■ SOMEWHAT RESPONSIBLE   [NET] RESPONSIBLE

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

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	23%	43%	66%
BRICS	27%	43%	70%
Middle East/Africa	29%	40%	68%
APAC	22%	45%	68%
North America	20%	48%	67%
LATAM	25%	40%	65%
G-8 Countries	19%	45%	64%
Europe	17%	45%	61%
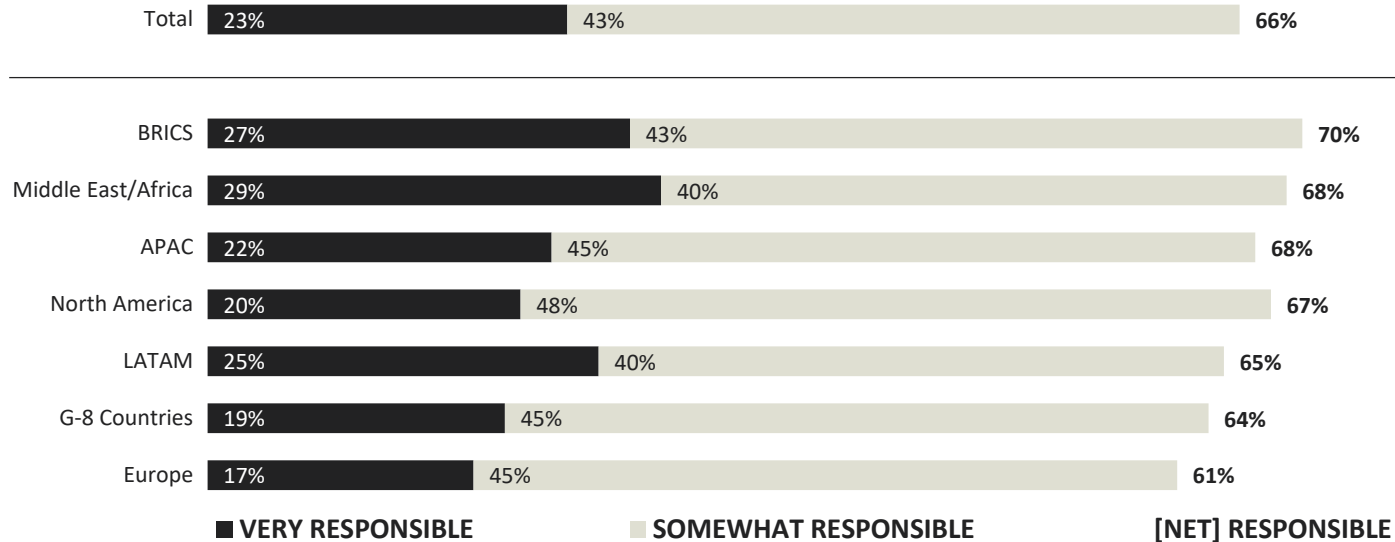
Globally, four in five (81%) assign at least some responsibility to online trolls, for spreading fake news.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	43%	38%	81%
Mexico	63%	25%	89%
Great Britain	50%	38%	88%
Turkey	60%	26%	87%
South Africa	54%	34%	87%
Egypt	59%	28%	87%
Canada	46%	41%	87%
China	50%	36%	86%
United States	53%	33%	86%
Australia	45%	41%	86%
Kenya	51%	33%	84%
Russia	52%	31%	83%
India	44%	38%	81%
Sweden	49%	32%	81%
Brazil	47%	34%	81%
Nigeria	39%	42%	81%
Tunisia	47%	32%	79%
Poland	42%	37%	79%
Italy	39%	39%	77%
Hong Kong	22%	54%	76%
France	34%	42%	76%
Pakistan	27%	47%	74%
Republic of Korea	25%	48%	74%
Indonesia	31%	41%	72%
Japan	25%	46%	71%
Germany	28%	42%	69%

VERY RESPONSIBLE   SOMEWHAT RESPONSIBLE   [NET] RESPONSIBLE

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

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	43%	38%	81%
North America	50%	37%	86%
LATAM	55%	30%	85%
BRICS	49%	34%	84%
Middle East/Africa	49%	35%	84%
G-8 Countries	41%	39%	80%
Europe	40%	38%	79%
APAC	37%	42%	78%
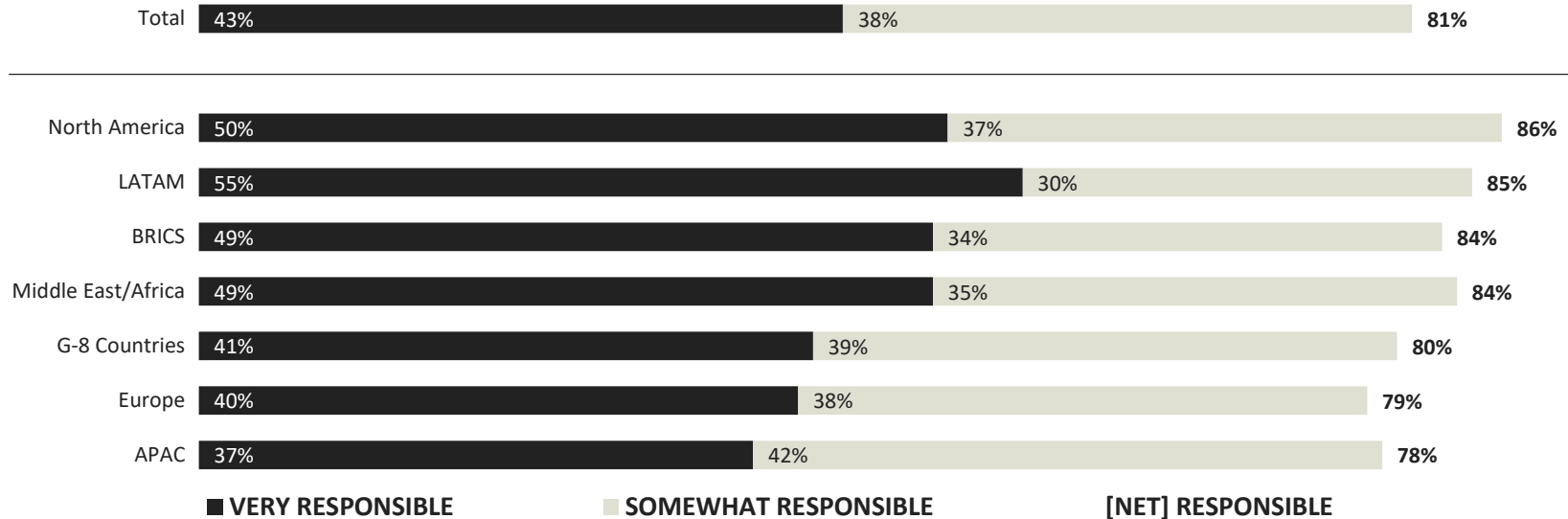
LEFT WING POLITICAL PARTIES

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.

Country	Very Responsible	Somewhat Responsible	[NET] Responsible
Total	29%	42%	**70%**
Tunisia	55%	26%	**81%**
India	35%	43%	**78%**
South Africa	37%	40%	**77%**
Kenya	41%	36%	**77%**
Hong Kong	24%	53%	**77%**
United States	39%	37%	**76%**
Nigeria	36%	41%	**76%**
Mexico	33%	41%	**74%**
Republic of Korea	25%	48%	**74%**
Canada	24%	48%	**72%**
Brazil	39%	33%	**72%**
Pakistan	27%	45%	**72%**
Indonesia	35%	36%	**72%**
Russia	23%	47%	**71%**
Great Britain	22%	46%	**68%**
Australia	21%	48%	**68%**
Sweden	24%	40%	**64%**
France	21%	44%	**64%**
Japan	19%	45%	**64%**
Turkey	24%	39%	**63%**
Italy	19%	42%	**61%**
Germany	17%	41%	**58%**
Poland	16%	39%	**55%**

■ **VERY RESPONSIBLE** ■ **SOMEWHAT RESPONSIBLE** **[NET] RESPONSIBLE**

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	29%	42%	**70%**
North America	31%	42%	**74%**
BRICS	33%	41%	**74%**
LATAM	36%	37%	**73%**
Middle East/Africa	33%	40%	**73%**
APAC	26%	46%	**72%**
G-8 Countries	23%	44%	**67%**
Europe	20%	42%	**62%**

■ **VERY RESPONSIBLE**   ■ **SOMEWHAT RESPONSIBLE**   **[NET] RESPONSIBLE**
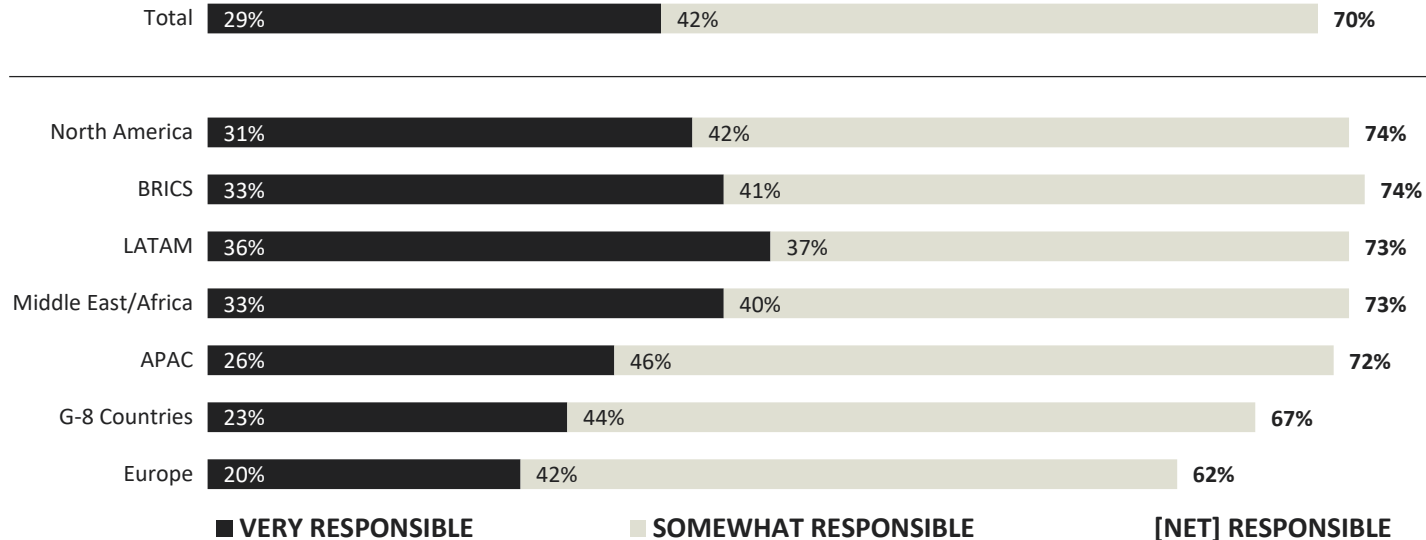
RIGHT WING POLITICAL PARTIES

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	29%	43%	**72%**
Mexico	40%	40%	**80%**
Republic of Korea	32%	47%	**79%**
South Africa	37%	42%	**78%**
India	34%	42%	**77%**
Tunisia	45%	31%	**76%**
Hong Kong	22%	54%	**76%**
Germany	30%	46%	**76%**
Kenya	38%	37%	**75%**
Nigeria	34%	41%	**75%**
Canada	26%	48%	**75%**
Indonesia	33%	42%	**75%**
Great Britain	31%	44%	**75%**
Pakistan	29%	45%	**74%**
United States	31%	41%	**72%**
Russia	23%	48%	**71%**
Australia	22%	49%	**71%**
Turkey	32%	39%	**71%**
Brazil	33%	36%	**69%**
Sweden	24%	42%	**66%**
France	19%	45%	**64%**
Japan	17%	47%	**64%**
Italy	19%	43%	**62%**
Poland	17%	40%	**57%**

■ VERY RESPONSIBLE   **■ SOMEWHAT RESPONSIBLE**   **[NET] RESPONSIBLE**

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	29%	43%	72%
LATAM	36%	38%	75%
Middle East/Africa	34%	41%	75%
BRICS	32%	42%	74%
North America	29%	45%	73%
APAC	26%	47%	73%
G-8 Countries	25%	45%	70%
Europe	23%	43%	67%
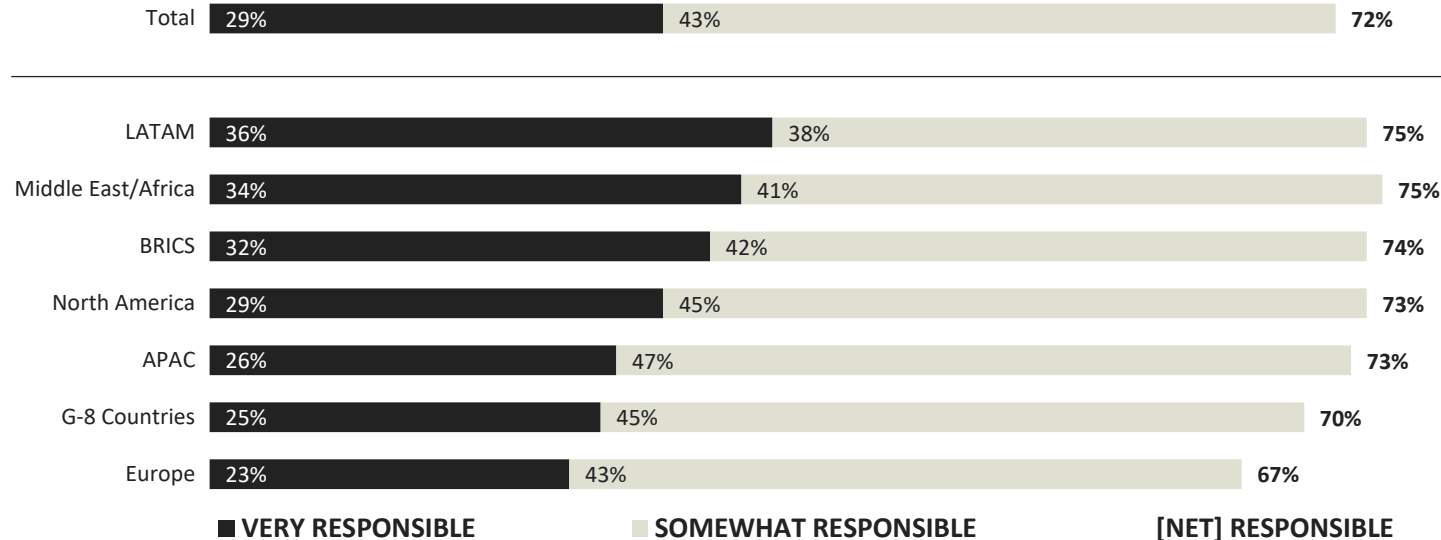
AVERAGE SOCIAL MEDIA USERS

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%).

Country	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	31%	44%	**75%**
Nigeria	46%	44%	**91%**
Mexico	46%	40%	**86%**
France	41%	43%	**84%**
Egypt	45%	39%	**84%**
India	40%	42%	**82%**
Pakistan	37%	45%	**82%**
Kenya	44%	37%	**81%**
South Africa	40%	40%	**80%**
Turkey	35%	44%	**79%**
Brazil	41%	38%	**79%**
Tunisia	41%	37%	**78%**
Italy	31%	45%	**77%**
Hong Kong	18%	58%	**76%**
Indonesia	41%	35%	**76%**
China	24%	52%	**76%**
Sweden	29%	46%	**75%**
Canada	20%	51%	**71%**
Japan	19%	52%	**71%**
United States	26%	43%	**69%**
Russia	25%	44%	**69%**
Australia	20%	48%	**69%**
Great Britain	19%	50%	**68%**
Poland	19%	45%	**63%**
Republic of Korea	14%	46%	**61%**
Germany	18%	42%	**60%**

■ **VERY RESPONSIBLE**   ■ **SOMEWHAT RESPONSIBLE**   **[NET] RESPONSIBLE**

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	31%	44%	75%
Middle East/Africa	41%	41%	83%
LATAM	43%	39%	82%
BRICS	34%	43%	77%
APAC	25%	47%	72%
G-8 Countries	25%	46%	71%
Europe	26%	45%	71%
North America	23%	47%	70%
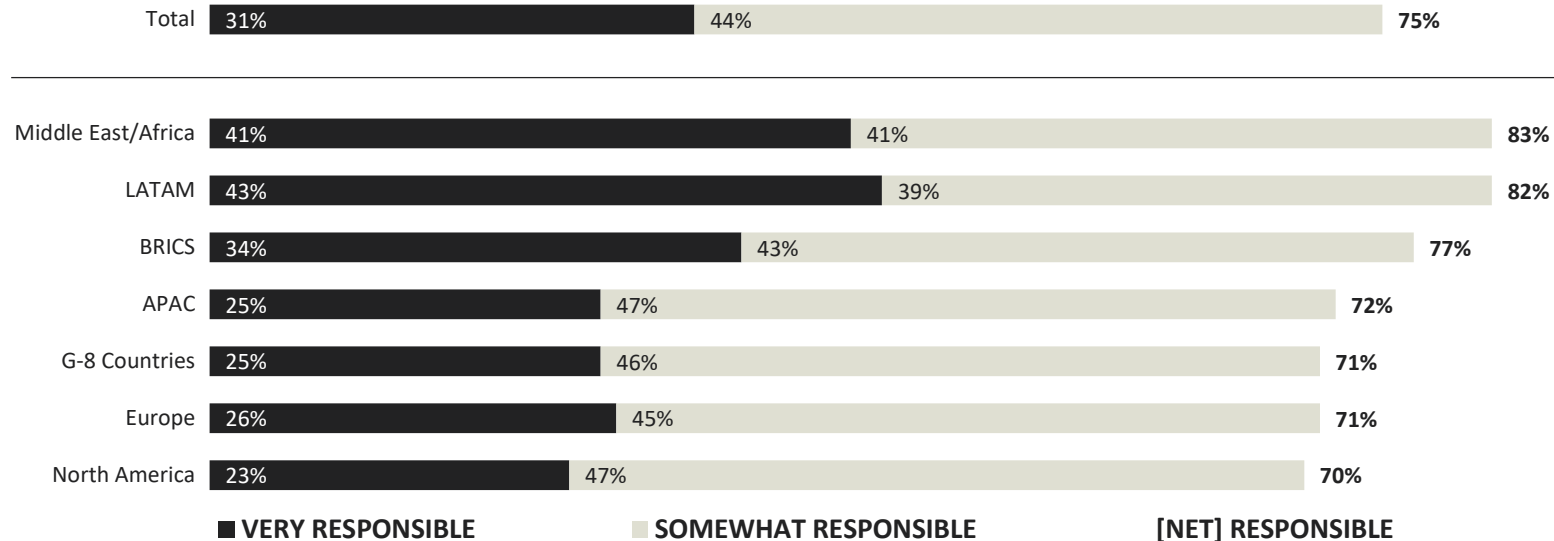
Majorities in all countries, and as many as nine in ten (90%) in Nigeria, think that the average Internet user is at least *somewhat responsible*, for the spread of fake news.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	28%	44%	72%
Nigeria	45%	45%	90%
France	35%	47%	82%
Mexico	45%	36%	81%
Egypt	42%	38%	81%
Pakistan	35%	47%	81%
Kenya	44%	37%	81%
Brazil	42%	40%	81%
Tunisia	40%	41%	80%
India	33%	46%	79%
South Africa	35%	42%	77%
Hong Kong	19%	58%	76%
Indonesia	41%	35%	76%
Turkey	33%	42%	75%
Italy	33%	43%	75%
China	20%	52%	72%
Japan	19%	50%	70%
Sweden	22%	44%	67%
Russia	23%	43%	66%
Canada	18%	46%	64%
Australia	15%	50%	64%
Great Britain	15%	47%	62%
United States	19%	42%	61%
Poland	15%	44%	59%
Republic of Korea	14%	43%	57%
Germany	14%	39%	53%

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.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	28%	44%	72%
Middle East/Africa	39%	42%	81%
LATAM	43%	38%	81%
BRICS	30%	44%	75%
APAC	23%	47%	70%
G-8 Countries	22%	45%	67%
Europe	22%	44%	66%
North America	18%	44%	62%
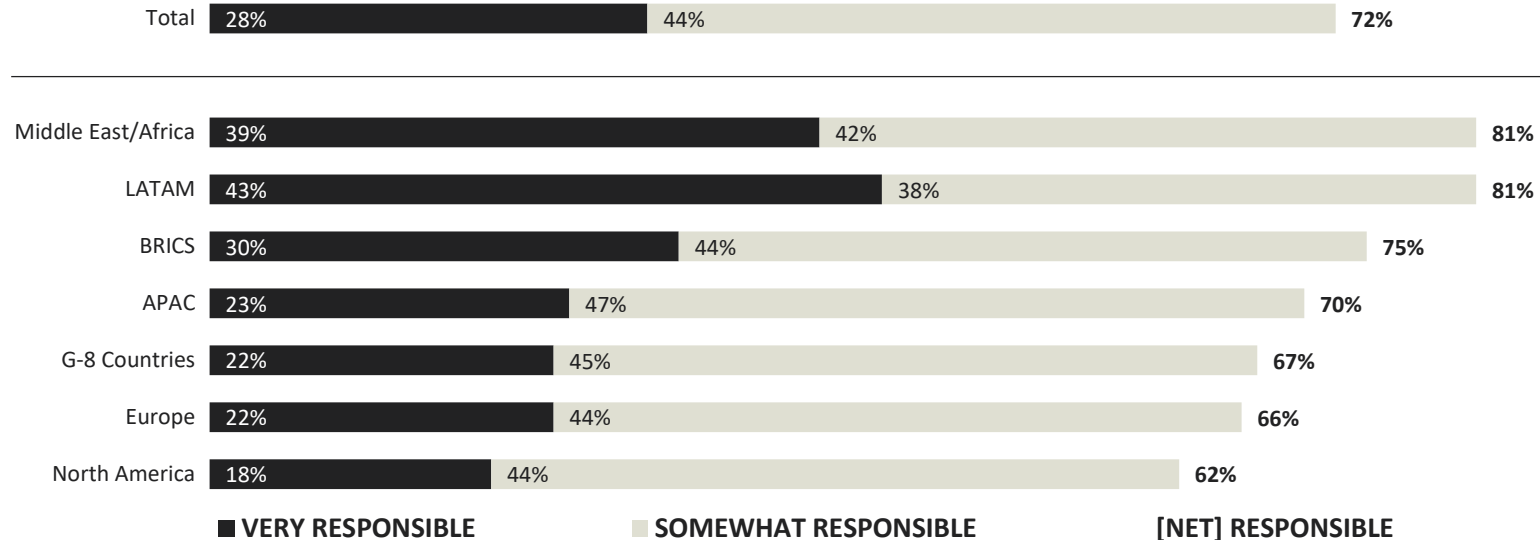
Two-thirds (66%) of global citizens think that NGOs are at least *somewhat responsible*, for spreading fake news.

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	22%	44%	66%
Egypt	35%	43%	78%
Russia	29%	47%	76%
Tunisia	38%	37%	75%
Pakistan	29%	45%	74%
Indonesia	30%	42%	73%
China	25%	48%	73%
Mexico	27%	44%	71%
United States	24%	47%	71%
Republic of Korea	21%	49%	70%
France	19%	50%	69%
India	26%	43%	69%
Sweden	19%	50%	69%
Hong Kong	15%	53%	68%
Canada	17%	51%	68%
Brazil	29%	38%	67%
Great Britain	15%	52%	67%
Australia	14%	49%	63%
South Africa	23%	39%	62%
Turkey	18%	42%	60%
Italy	18%	42%	60%
Japan	14%	45%	59%
Kenya	24%	31%	55%
Poland	11%	43%	54%
Germany	12%	41%	53%
Nigeria	22%	30%	52%

VERY RESPONSIBLE **SOMEWHAT RESPONSIBLE** **[NET] RESPONSIBLE**

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

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

	VERY RESPONSIBLE	SOMEWHAT RESPONSIBLE	[NET] RESPONSIBLE
Total	22%	44%	**66%**
BRICS	26%	43%	**70%**
LATAM	28%	41%	**69%**
APAC	22%	47%	**69%**
North America	20%	49%	**69%**
G-8 Countries	19%	47%	**65%**
Middle East/Africa	25%	38%	**63%**
Europe	16%	46%	**62%**

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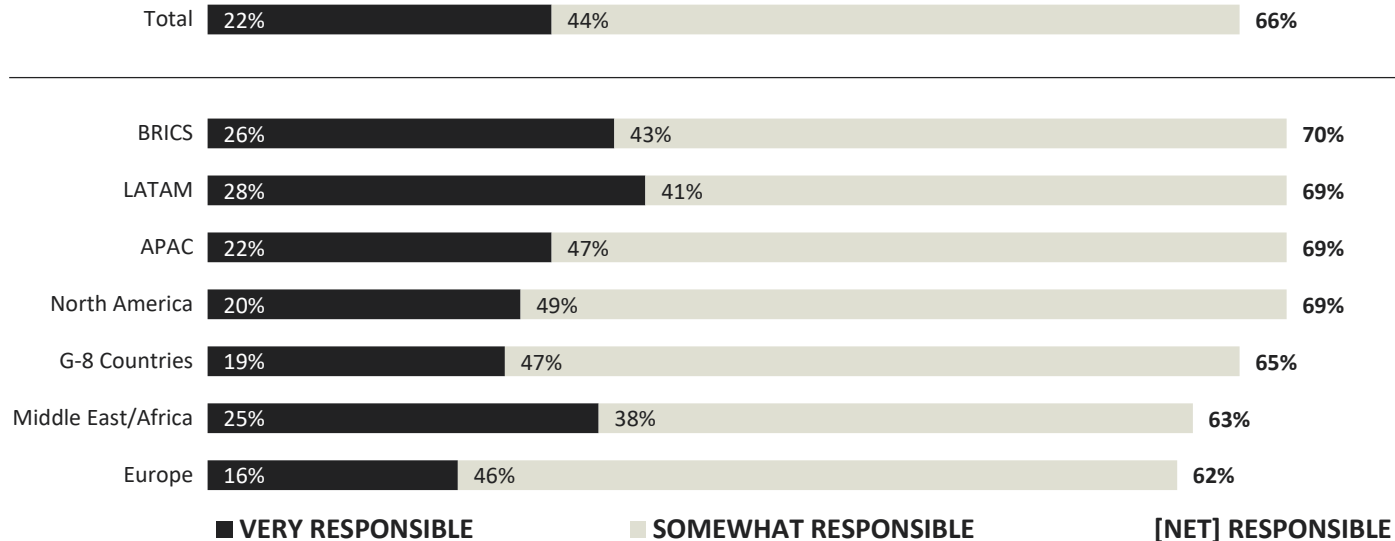
Most *support* all efforts aimed at combating fake news. In fact, with the exception of government censorship, very strong majorities indicate support for all other potential forms of action that can be taken which are geared towards resisting the spread of fake news., leading with education and the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

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Education of users to spot fake news	52%	34%	**87%**
Social media platforms deleting fake news tweets or posts	52%	33%	**85%**
Video sharing services deleting videos depicting fake news	51%	34%	**85%**
Social media platforms closing accounts linked to fake news	50%	34%	**84%**
Video sharing services closing accounts linked to fake news	48%	35%	**84%**
Automated approaches to content removal	41%	38%	**79%**
Individual users shaming the posters of fake news content	36%	38%	**74%**
Government censorship of online content	28%	33%	**61%**

■ **STRONGLY SUPPORT**   ■ **SOMEWHAT SUPPORT**   **[NET] SUPPORT**

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%).

Country	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	28%	33%	**61%**
Nigeria	55%	33%	**88%**
Indonesia	54%	32%	**85%**
Pakistan	40%	45%	**85%**
Kenya	60%	23%	**83%**
India	40%	39%	**79%**
Tunisia	51%	22%	**73%**
Russia	25%	38%	**63%**
South Africa	32%	30%	**62%**
Republic of Korea	24%	36%	**60%**
Turkey	35%	25%	**60%**
Hong Kong	19%	40%	**59%**
Italy	23%	36%	**59%**
Brazil	28%	30%	**58%**
Great Britain	18%	39%	**57%**
France	18%	36%	**55%**
Japan	15%	40%	**55%**
Mexico	26%	27%	**53%**
Australia	17%	35%	**52%**
Canada	13%	33%	**46%**
Germany	14%	32%	**46%**
Poland	12%	30%	**42%**
United States	17%	25%	**42%**
Sweden	14%	25%	**39%**

■ **STRONGLY SUPPORT**　■ **SOMEWHAT SUPPORT**　**[NET] SUPPORT**

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.

Region	Strongly Support	Somewhat Support	[NET] Support
Total	28%	33%	61%
Middle East/Africa	44%	31%	76%
BRICS	31%	34%	66%
APAC	28%	37%	65%
LATAM	27%	29%	56%
G-8 Countries	18%	35%	53%
Europe	17%	33%	50%
North America	15%	29%	44%

■ STRONGLY SUPPORT   ■ SOMEWHAT SUPPORT   [NET] SUPPORT
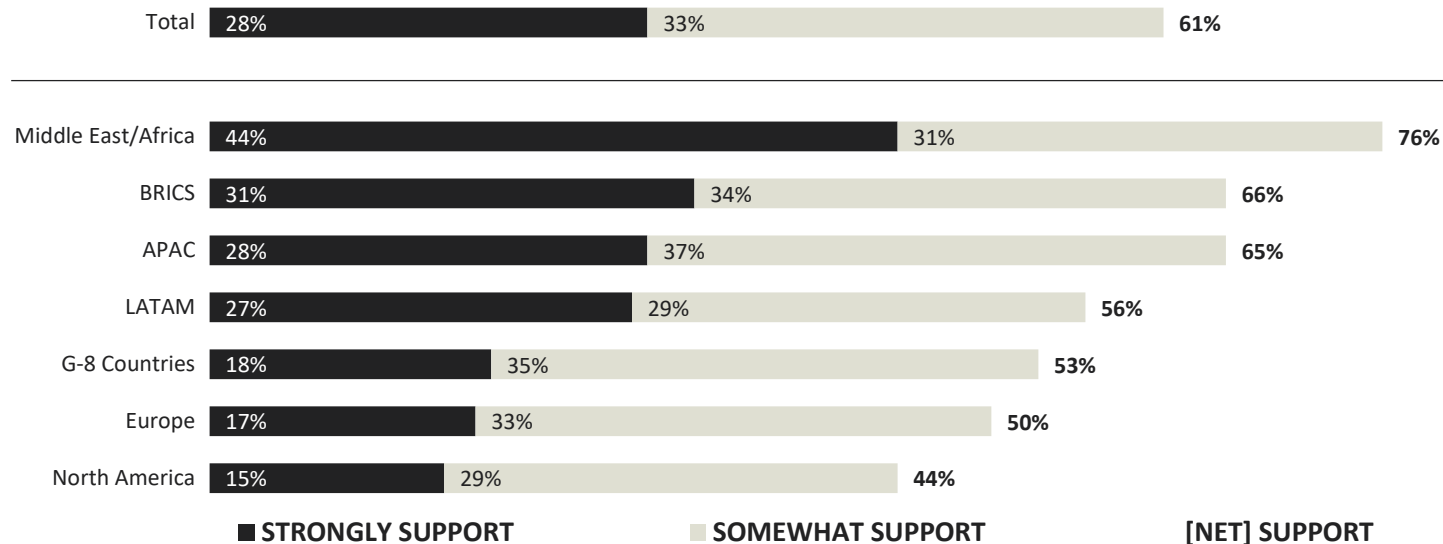
SOCIAL MEDIA PLATFORMS CLOSING ACCOUNTS LINKED TO FAKE NEWS

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 countries surveyed.

Country	Strongly Support	Somewhat Support	[NET] Support
Total	50%	34%	**84%**
Indonesia	67%	25%	**92%**
China	54%	36%	**90%**
Egypt	64%	25%	**89%**
Nigeria	61%	28%	**89%**
India	55%	33%	**88%**
South Africa	61%	26%	**87%**
Turkey	63%	25%	**87%**
Great Britain	50%	38%	**87%**
Mexico	61%	25%	**87%**
Pakistan	41%	46%	**86%**
Kenya	70%	17%	**86%**
Tunisia	71%	14%	**85%**
Republic of Korea	45%	39%	**84%**
Russia	50%	33%	**83%**
Italy	46%	37%	**83%**
Canada	44%	38%	**83%**
United States	49%	34%	**83%**
Hong Kong	35%	47%	**82%**
Australia	42%	40%	**82%**
Brazil	51%	30%	**81%**
Poland	32%	48%	**80%**
France	38%	38%	**76%**
Japan	27%	49%	**76%**
Germany	39%	37%	**76%**
Sweden	42%	34%	**76%**

■ **STRONGLY SUPPORT** ■ **SOMEWHAT SUPPORT** **[NET] SUPPORT**

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.

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	50%	34%	84%
Middle East/Africa	60%	28%	88%
BRICS	54%	32%	86%
APAC	47%	38%	85%
LATAM	56%	28%	84%
North America	47%	36%	83%
G-8 Countries	43%	38%	81%
Europe	41%	39%	80%

■ STRONGLY SUPPORT   ■ SOMEWHAT SUPPORT   [NET] SUPPORT
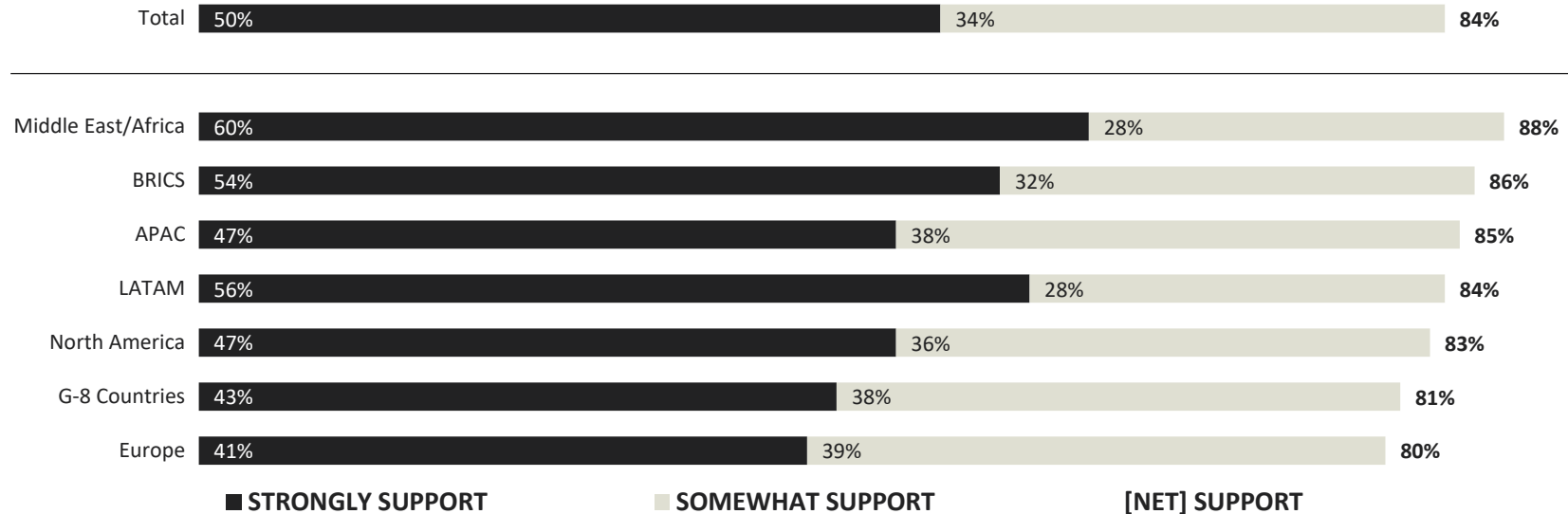
SOCIAL MEDIA PLATFORMS DELETING FAKE NEWS TWEETS OR POSTS

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

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	52%	33%	85%
Indonesia	65%	28%	94%
Nigeria	65%	28%	92%
China	55%	35%	90%
Turkey	65%	26%	90%
Mexico	62%	27%	90%
Kenya	72%	18%	90%
Egypt	64%	25%	88%
Great Britain	51%	36%	88%
India	55%	32%	87%
South Africa	66%	22%	87%
Pakistan	43%	44%	86%
Tunisia	73%	12%	85%
Russia	52%	33%	85%
Hong Kong	36%	50%	85%
Republic of Korea	46%	37%	84%
Italy	44%	41%	84%
Canada	45%	39%	84%
Australia	43%	41%	84%
United States	52%	31%	83%
Brazil	53%	29%	82%
Poland	36%	45%	81%
France	41%	38%	79%
Germany	47%	31%	78%
Japan	28%	49%	77%
Sweden	41%	34%	75%

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.

Region	Strongly Support	Somewhat Support	[NET] Support
Total	52%	33%	**85%**
Middle East/Africa	62%	27%	**89%**
BRICS	56%	30%	**86%**
APAC	48%	38%	**86%**
LATAM	58%	28%	**86%**
North America	48%	35%	**84%**
G-8 Countries	45%	37%	**82%**
Europe	43%	37%	**81%**

■ **STRONGLY SUPPORT**   ■ **SOMEWHAT SUPPORT**   **[NET] SUPPORT**
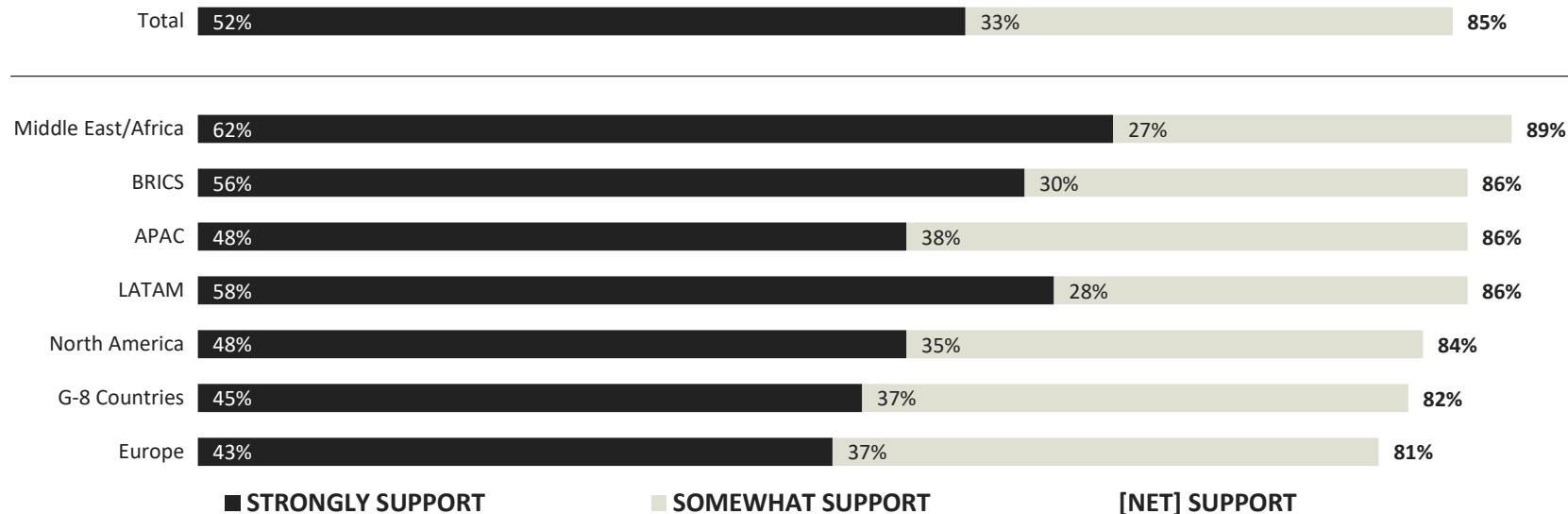
VIDEO SHARING SERVICES CLOSING ACCOUNTS LINKED TO FAKE NEWS

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 a low of 74% in Germany & Sweden.

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	48%	35%	84%
Indonesia	64%	26%	91%
Turkey	62%	30%	91%
Nigeria	60%	29%	89%
China	53%	36%	89%
Egypt	63%	26%	89%
Mexico	58%	30%	88%
Kenya	68%	19%	87%
India	52%	35%	87%
South Africa	59%	28%	87%
Great Britain	46%	40%	86%
Pakistan	41%	45%	86%
Republic of Korea	45%	41%	85%
Canada	46%	39%	85%
Russia	47%	36%	83%
Hong Kong	33%	50%	83%
Italy	42%	41%	83%
United States	48%	35%	83%
Tunisia	67%	15%	82%
Australia	38%	44%	82%
Brazil	50%	30%	80%
Poland	30%	49%	79%
France	36%	41%	77%
Japan	27%	49%	76%
Germany	37%	37%	74%
Sweden	41%	33%	74%

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.

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	48%	35%	84%
Middle East/Africa	59%	29%	88%
BRICS	52%	33%	85%
APAC	45%	40%	85%
LATAM	54%	30%	84%
North America	47%	37%	84%
G-8 Countries	41%	40%	81%
Europe	39%	40%	79%

■ STRONGLY SUPPORT   ■ SOMEWHAT SUPPORT   [NET] SUPPORT
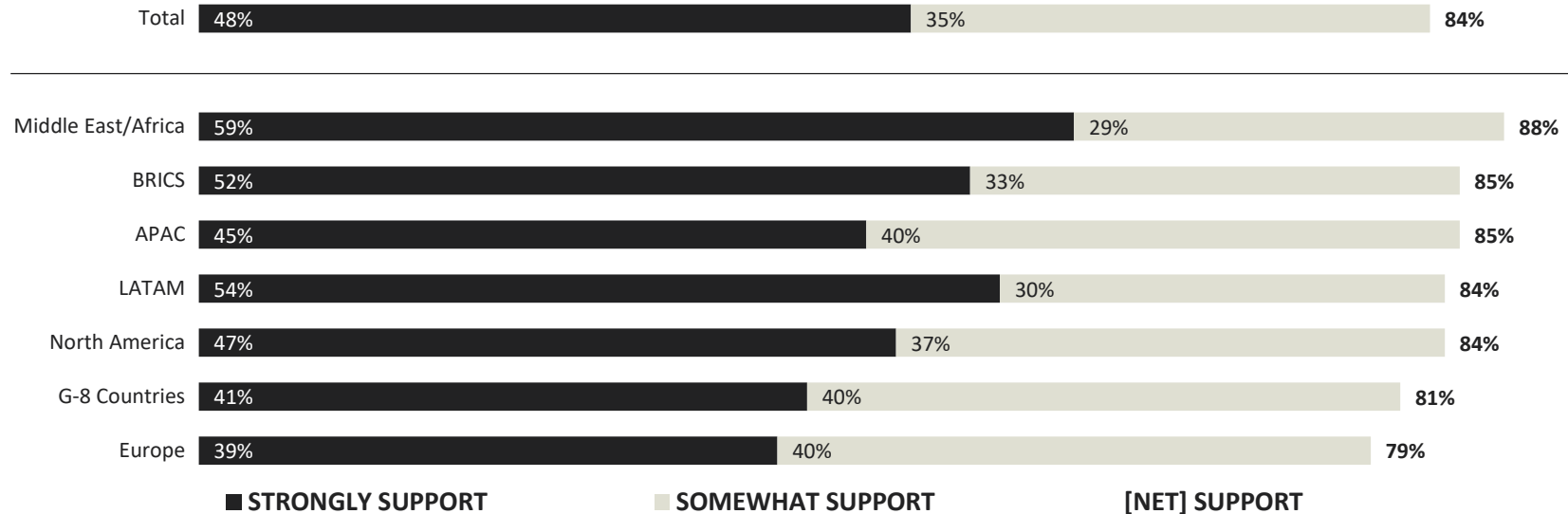
VIDEO SHARING SERVICES DELETING VIDEOS DEPICTING FAKE NEWS

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.

Country	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	51%	34%	85%
Indonesia	67%	25%	92%
Turkey	64%	27%	92%
Nigeria	61%	31%	92%
Egypt	67%	23%	90%
Mexico	60%	30%	89%
China	50%	39%	88%
Pakistan	42%	46%	88%
Kenya	68%	19%	87%
India	55%	32%	87%
South Africa	62%	25%	87%
Great Britain	51%	37%	87%
Republic of Korea	48%	38%	86%
Russia	52%	34%	86%
Hong Kong	36%	50%	86%
Canada	46%	40%	85%
Tunisia	73%	12%	85%
Australia	41%	43%	84%
Italy	40%	42%	83%
United States	49%	33%	82%
Brazil	52%	30%	82%
Poland	30%	49%	79%
France	42%	38%	79%
Japan	30%	48%	78%
Germany	45%	32%	77%
Sweden	40%	34%	74%

■ STRONGLY SUPPORT　　■ SOMEWHAT SUPPORT　　[NET] SUPPORT

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.

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	51%	34%	**85%**
Middle East/Africa	61%	28%	**89%**
BRICS	54%	32%	**86%**
APAC	47%	39%	**86%**
LATAM	56%	30%	**85%**
North America	48%	36%	**84%**
G-8 Countries	44%	38%	**82%**
Europe	41%	39%	**80%**

■ STRONGLY SUPPORT   ■ SOMEWHAT SUPPORT   [NET] SUPPORT
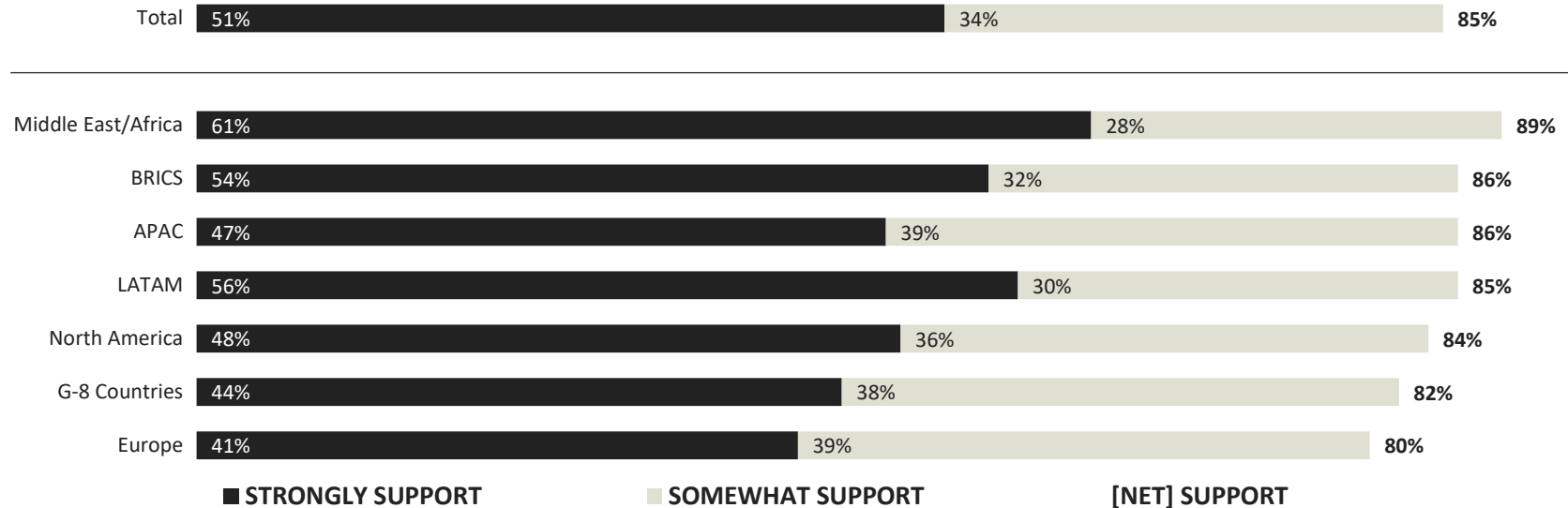
INDIVIDUAL USERS SHAMING THE POSTERS OF FAKE NEWS CONTENT

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.

Country	Strongly Support	Somewhat Support	[NET] Support
Total	36%	38%	74%
Turkey	58%	32%	90%
Egypt	55%	33%	88%
Pakistan	43%	43%	87%
China	38%	48%	86%
Nigeria	55%	31%	85%
Kenya	60%	23%	83%
India	44%	38%	82%
Russia	42%	40%	81%
Italy	37%	44%	80%
South Africa	48%	31%	79%
Great Britain	33%	47%	79%
Indonesia	42%	36%	78%
Tunisia	53%	20%	73%
Australia	27%	45%	72%
Republic of Korea	30%	42%	71%
Mexico	35%	35%	70%
Canada	22%	48%	70%
United States	33%	36%	70%
France	26%	44%	70%
Sweden	25%	40%	65%
Hong Kong	20%	44%	64%
Germany	25%	35%	60%
Poland	20%	39%	59%
Japan	17%	42%	59%
Brazil	24%	27%	51%

■ STRONGLY SUPPORT   ▨ SOMEWHAT SUPPORT   [NET] SUPPORT

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.

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	36%	38%	74%
Middle East/Africa	53%	32%	85%
BRICS	39%	37%	76%
APAC	32%	42%	74%
G-8 Countries	29%	42%	71%
North America	28%	42%	70%
Europe	27%	42%	69%
LATAM	30%	31%	60%
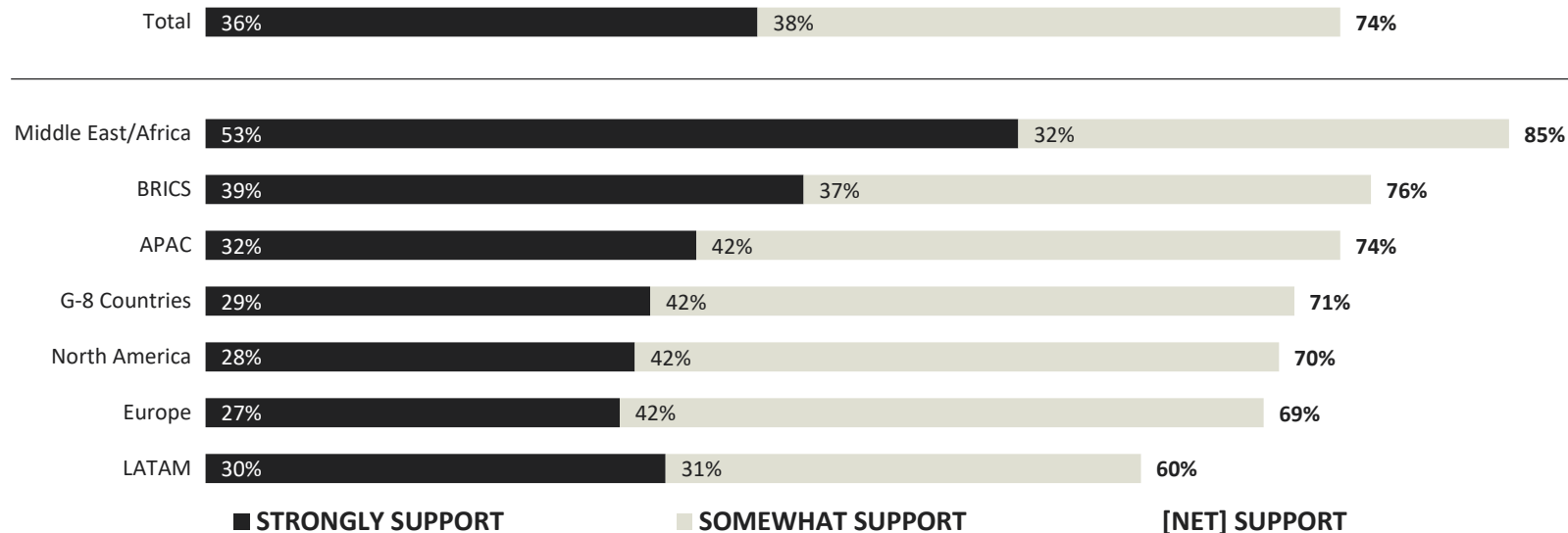
EDUCATION OF USERS TO SPOT FAKE NEWS

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.

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	52%	34%	87%
Indonesia	70%	24%	94%
Nigeria	66%	26%	92%
Turkey	62%	29%	91%
Great Britain	51%	40%	91%
Mexico	64%	26%	90%
United States	55%	35%	90%
Egypt	67%	22%	89%
South Africa	64%	25%	89%
China	46%	42%	88%
Russia	57%	30%	88%
Canada	50%	38%	88%
Kenya	71%	16%	87%
Italy	44%	43%	87%
Hong Kong	42%	45%	87%
Pakistan	40%	46%	86%
India	54%	31%	85%
Republic of Korea	41%	44%	85%
Poland	37%	48%	85%
Australia	47%	38%	84%
Brazil	56%	27%	83%
France	43%	40%	82%
Sweden	50%	32%	82%
Germany	44%	38%	81%
Japan	30%	50%	80%
Tunisia	64%	13%	77%

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

Region	Strongly Support	Somewhat Support	[NET] Support
Total	52%	34%	87%
Middle East/Africa	62%	27%	89%
North America	53%	37%	89%
BRICS	56%	31%	87%
LATAM	60%	27%	87%
APAC	48%	38%	86%
G-8 Countries	47%	39%	86%
Europe	44%	40%	85%

■ STRONGLY SUPPORT ■ SOMEWHAT SUPPORT [NET] SUPPORT
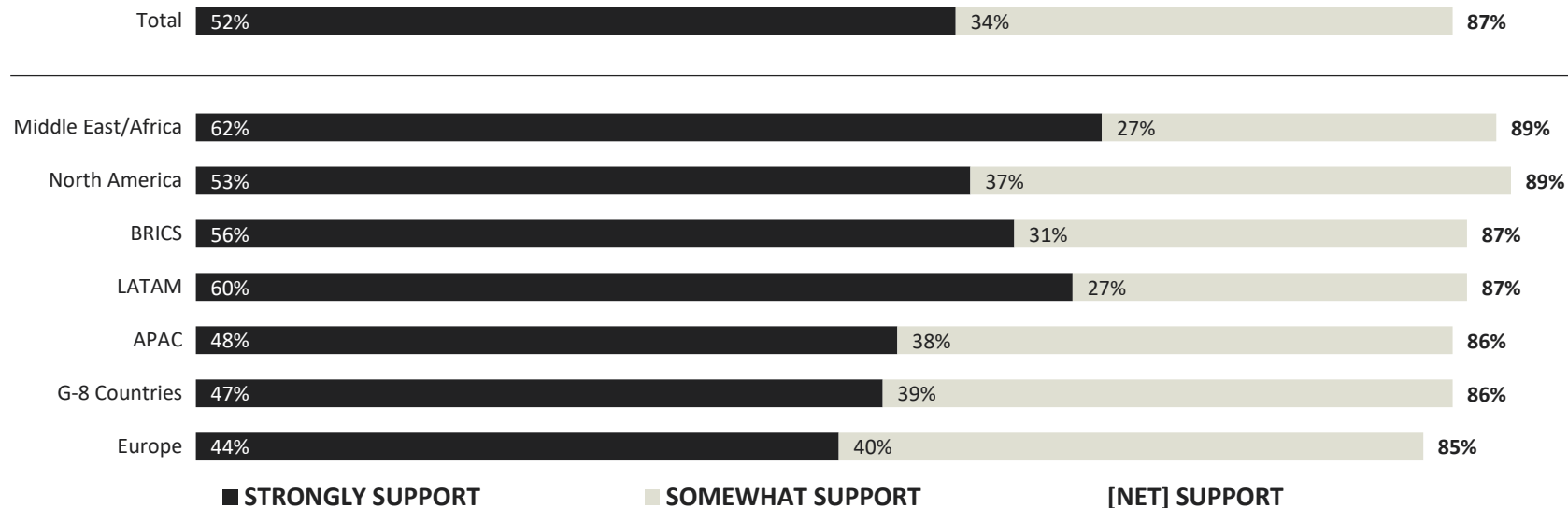
AUTOMATED APPROACHES TO CONTENT REMOVAL

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

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	41%	38%	79%
Indonesia	55%	36%	91%
Nigeria	58%	33%	91%
Kenya	67%	19%	87%
Turkey	53%	34%	86%
Egypt	57%	29%	86%
Pakistan	38%	47%	86%
India	48%	38%	86%
Mexico	57%	28%	85%
South Africa	47%	35%	82%
Brazil	48%	34%	82%
Tunisia	59%	21%	79%
Italy	34%	44%	78%
Republic of Korea	33%	44%	78%
Hong Kong	28%	50%	77%
Great Britain	27%	49%	76%
Russia	37%	39%	76%
Germany	45%	31%	76%
Australia	28%	45%	73%
Canada	24%	47%	71%
Japan	21%	49%	71%
United States	33%	37%	70%
Poland	28%	41%	69%
France	25%	43%	67%
Sweden	28%	37%	66%

■ **STRONGLY SUPPORT**　■ **SOMEWHAT SUPPORT**　**[NET] SUPPORT**

AUTOMATED APPROACHES TO CONTENT REMOVAL

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

	STRONGLY SUPPORT	SOMEWHAT SUPPORT	[NET] SUPPORT
Total	41%	38%	79%
Middle East/Africa	53%	33%	86%
LATAM	53%	31%	84%
BRICS	45%	36%	82%
APAC	36%	43%	79%
G-8 Countries	31%	42%	73%
Europe	31%	41%	72%
North America	29%	42%	71%

Q32. To what extent do you support the following efforts to deal with fake news:
Base: 2019 (n=24,228) NOT ASKED IN CHINA
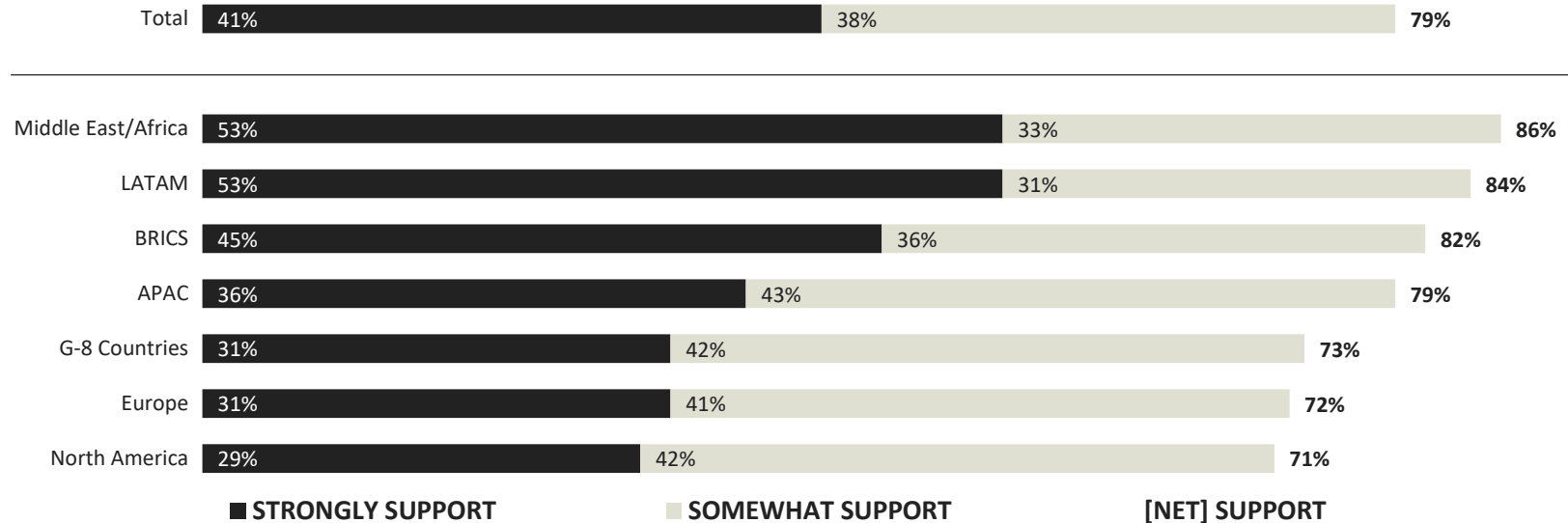
When asked who should determine what constitutes fake news, there is not consensus. The highest proportion feel like this should fall under government jurisdiction (at 17%). It is of some interest, however, that an equally as many (17%) do not view any of the actors listed in our survey as appropriate adjudicators. One in six (16%) think this should be the responsibility of normal Internet users.

Category	Percentage
Your government	17%
Normal Internet users	16%
Social media companies	12%
Search engines companies	9%
Mainstream media companies	9%
Non-governmental organizations	8%
International organizations	7%
Video sharing companies	4%
Foreign governments	2%
None of these	17%
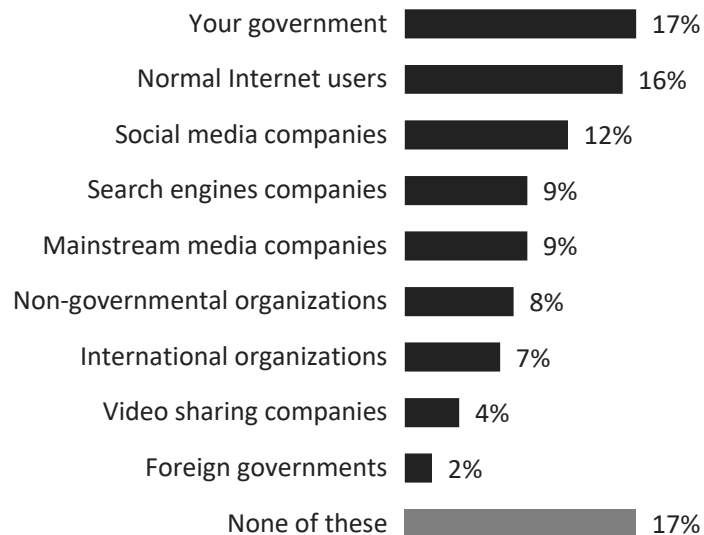
Overall, seventeen percent (17%) think that their government should be responsible for deciding what constitutes fake news, ranging from a high of 37% in Indonesia to a low of 7% in Poland.

Total	17%
Indonesia	37%
Kenya	34%
Tunisia	30%
Pakistan	29%
Turkey	24%
India	23%
Russia	23%
Hong Kong	21%
Nigeria	21%
Republic of Korea	19%
France	18%
Italy	18%
Australia	17%
Brazil	14%
Great Britain	14%
Japan	14%
Sweden	14%
Germany	12%
United States	11%
South Africa	11%
Canada	10%
Mexico	10%
Poland	7%
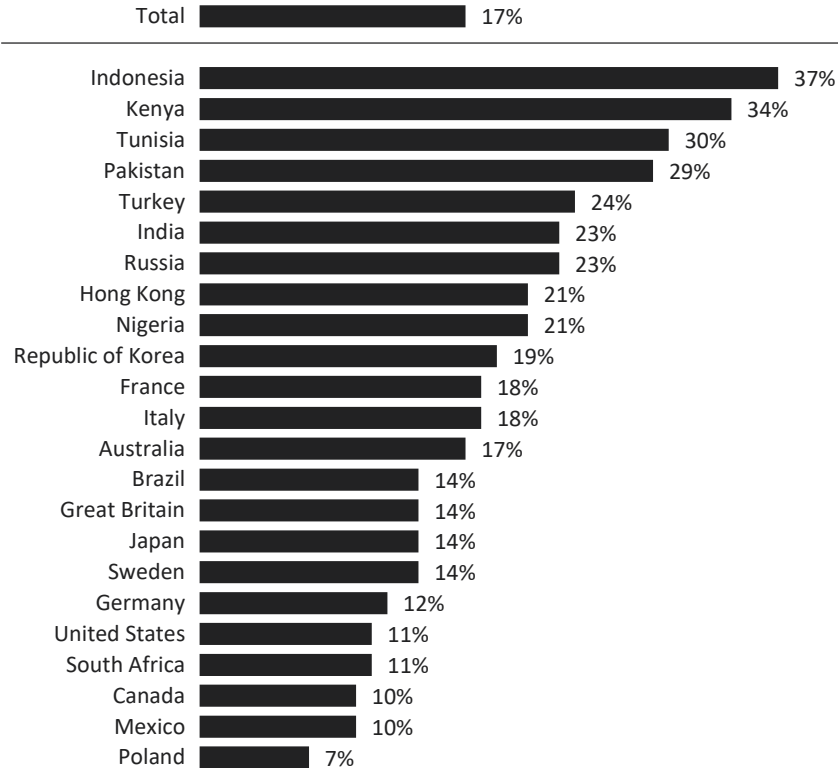
There is limited regional variation, as between one & two in ten across all economies feel as though their government should be charged with deciding what constitutes a piece of fake news.

Total	17%

Middle East/Africa	20%
APAC	19%
G-8 Countries	15%
Europe	14%
BRICS	14%
LATAM	12%
North America	11%
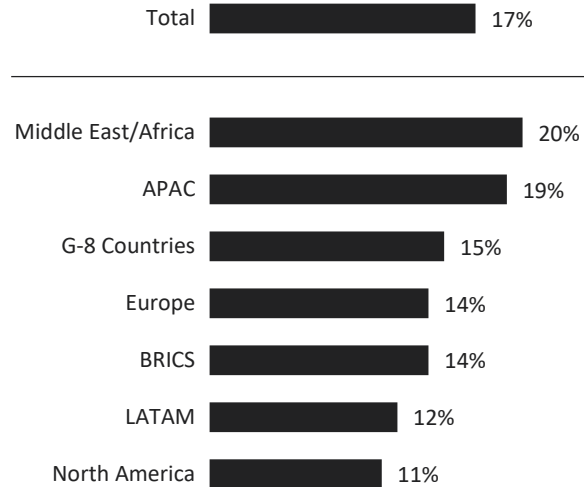
Just two percent (2%) would like to see foreign governments decide what constitutes a piece of fake news.

Total	2%
Pakistan	5%
Brazil	4%
Egypt	3%
Tunisia	3%
Turkey	3%
Hong Kong	3%
India	2%
Russia	2%
Republic of Korea	2%
Sweden	2%
South Africa	2%
Poland	2%
Indonesia	1%
Kenya	1%
Nigeria	1%
France	1%
Italy	1%
Australia	1%
Great Britain	1%
Japan	1%
Germany	1%
United States	1%
Canada	1%
Mexico	1%
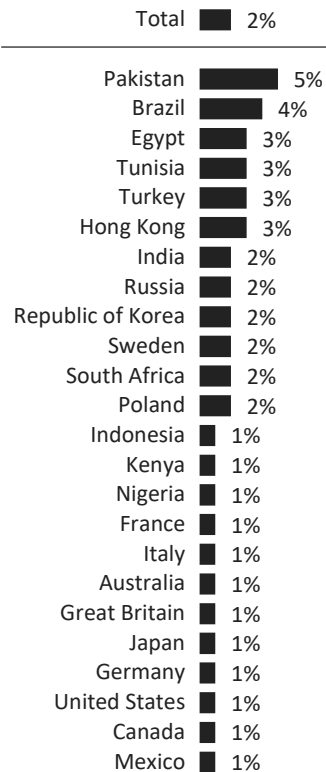
In each region, very few think that foreign governments should hold responsibility for deciding what constitutes a piece of fake news.

Total	2%

LATAM	3%
Middle East/Africa	2%
BRICS	2%
APAC	1%
G-8 Countries	1%
Europe	1%
North America	1%
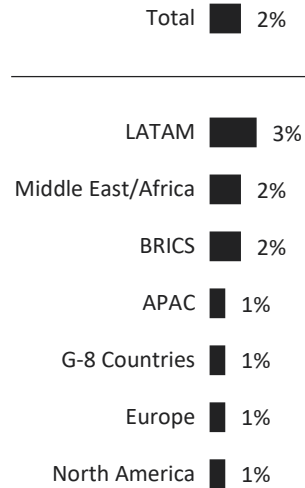
SOCIAL MEDIA COMPANIES

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

Total	12%

Country	Percent
Nigeria	28%
Kenya	25%
India	19%
Brazil	17%
Egypt	16%
Mexico	16%
China	15%
Pakistan	15%
Tunisia	14%
South Africa	14%
Indonesia	13%
Germany	13%
Italy	12%
Canada	12%
Poland	9%
Great Britain	9%
Russia	8%
Sweden	8%
Japan	8%
Turkey	7%
Hong Kong	7%
Republic of Korea	7%
France	7%
Australia	7%
United States	7%
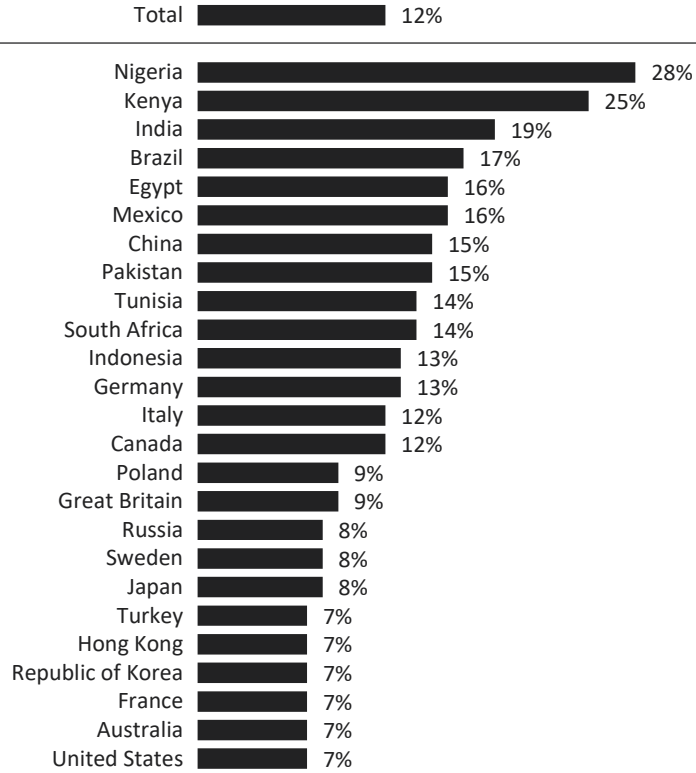
Generally speaking, citizens living in developing economies are more likely to feel as though social media companies should decide what constitutes a piece of fake news.

Total	12%
Middle East/Africa	17%
LATAM	16%
BRICS	14%
APAC	10%
G-8 Countries	9%
Europe	9%
North America	9%
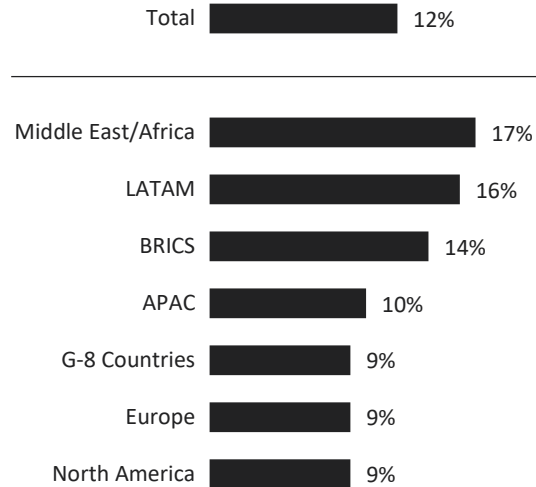
Globally, one in ten (9%) think that search engine companies should be assigned responsibility for defining what constitutes a piece of fake news, ranging from one in six (16%) in Nigeria to just 5% in Kenya & the United States.

Total	9%

Country	Percentage
Nigeria	16%
Republic of Korea	14%
South Africa	12%
Italy	11%
Poland	11%
India	10%
Brazil	10%
Egypt	10%
Mexico	10%
China	10%
Russia	10%
Pakistan	9%
Tunisia	9%
Hong Kong	9%
France	9%
Sweden	8%
Germany	7%
Indonesia	6%
Canada	6%
Great Britain	6%
Japan	6%
Turkey	6%
Australia	6%
Kenya	5%
United States	5%
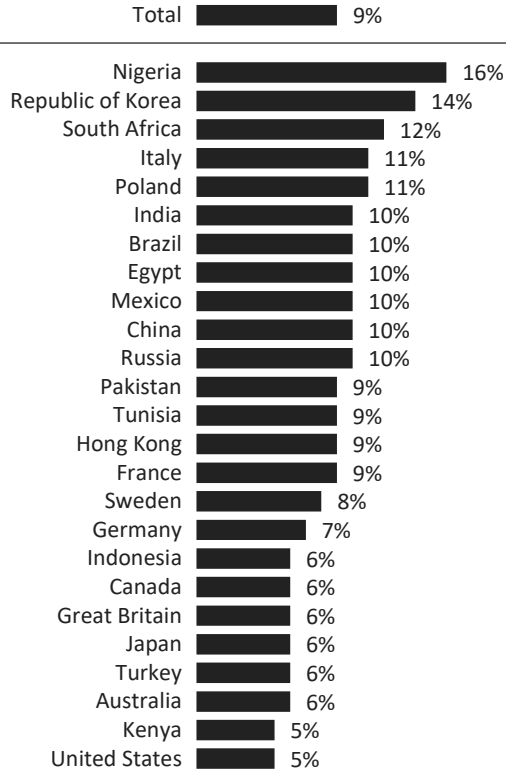
With the exception of North America, all other economies are in the range of the global average.

Total � **9%**

LATAM **10%**

BRICS **10%**

Middle East/Africa **9%**

APAC **9%**

Europe **9%**

G-8 Countries **7%**

North America **5%**
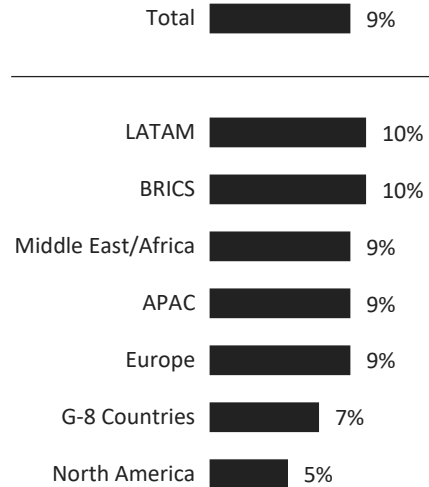
Overall, few (4%) feel as though video sharing companies should have ownership over defining fake news content.

Total	4%
China	6%
Tunisia	6%
Republic of Korea	5%
India	5%
Brazil	5%
Mexico	5%
Russia	5%
Pakistan	5%
Poland	4%
Egypt	4%
Hong Kong	4%
South Africa	3%
Italy	3%
Japan	3%
Turkey	3%
Kenya	3%
Nigeria	2%
France	2%
Sweden	2%
Germany	2%
Indonesia	2%
Great Britain	2%
United States	2%
Canada	1%
Australia	1%
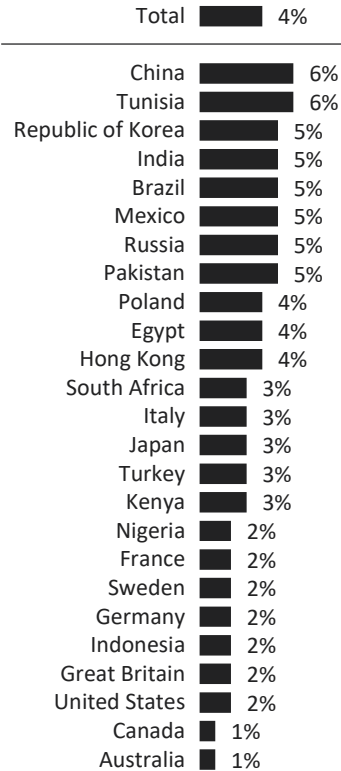
There is limited variation across the regional economies, on this metric.

Total	4%

LATAM	5%
BRICS	5%
APAC	4%
Middle East/Africa	3%
Europe	3%
G-8 Countries	3%
North America	2%
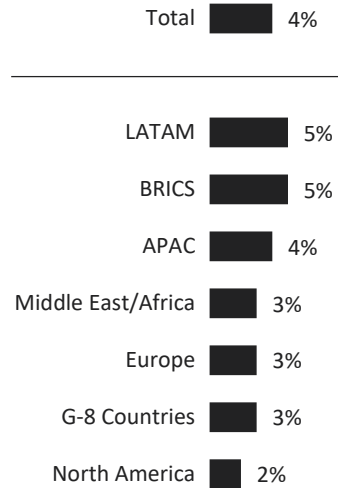
MAINSTREAM MEDIA COMPANIES

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.

Total	9%

Country	Value
China	35%
Egypt	19%
South Africa	13%
Tunisia	12%
Indonesia	12%
Mexico	10%
Hong Kong	10%
France	10%
Russia	9%
Poland	9%
Canada	9%
India	8%
Brazil	8%
Great Britain	8%
United States	8%
Australia	8%
Italy	6%
Kenya	6%
Japan	5%
Turkey	5%
Nigeria	5%
Sweden	5%
Germany	5%
Republic of Korea	4%
Pakistan	3%

Q33. Who should decide what is a piece of fake news (pick one)
Base: 2019 (n=25,229)
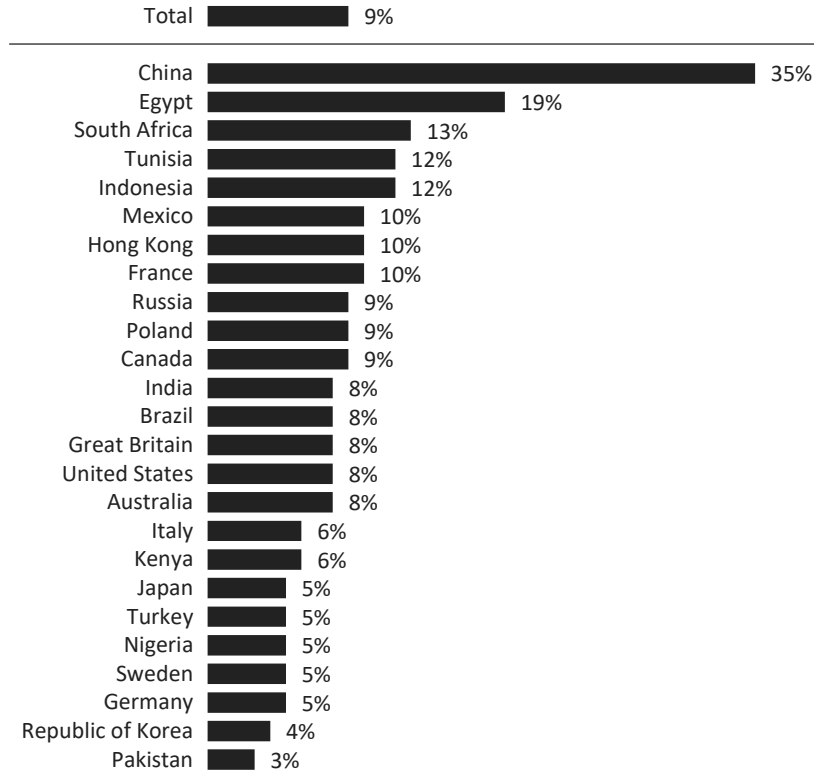
At fifteen percent (15%), the BRICS economies track well ahead of the global average, on this metric.

Total	9%

BRICS	15%
APAC	11%
LATAM	9%
Middle East/Africa	9%
North America	9%
G-8 Countries	8%
Europe	7%
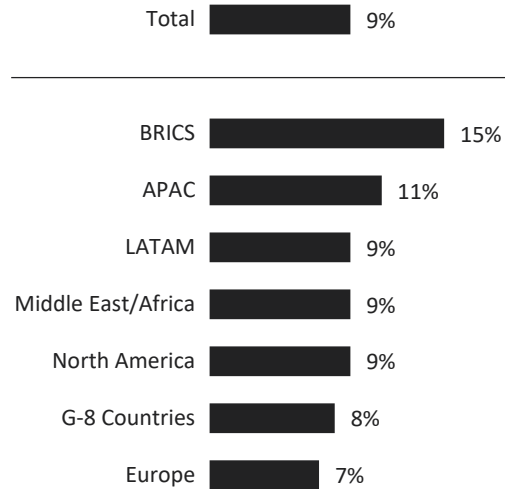
One in six (16%) cite normal Internet users as their preferred adjudicators, when it comes to fake news content, ranging from three in ten (30%) in the Republic of Korea to just seven percent (7%) in France.

Total	16%

Republic of Korea	30%
Poland	26%
Mexico	24%
Japan	21%
Turkey	21%
Russia	20%
United States	19%
South Africa	18%
India	18%
Australia	18%
Kenya	16%
Sweden	16%
Egypt	15%
Indonesia	15%
Canada	15%
Great Britain	15%
Brazil	14%
Nigeria	14%
Hong Kong	13%
Germany	11%
Tunisia	10%
Italy	9%
China	8%
Pakistan	8%
France	7%
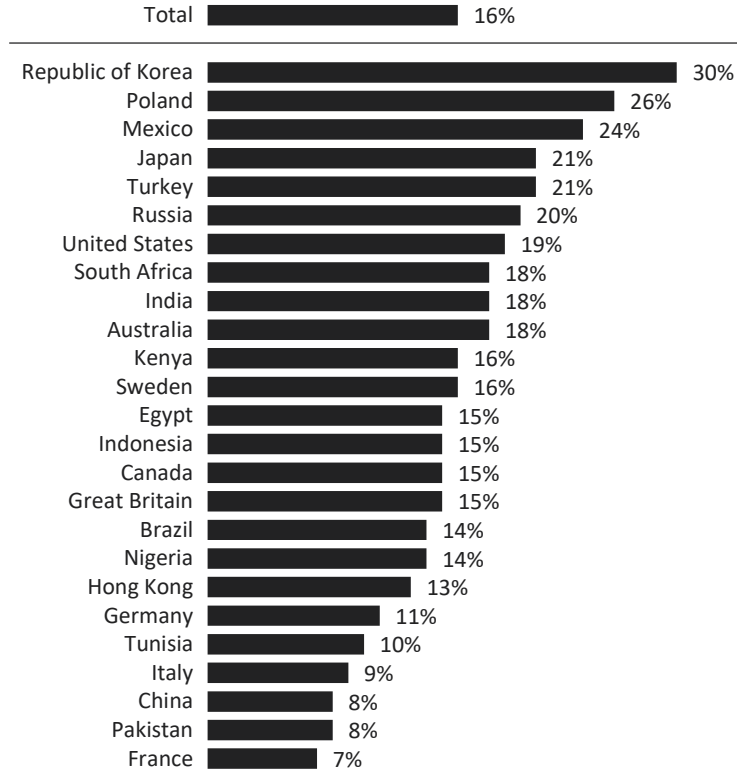
Opinions vary little on this metric across the regional economies.

Total ▬▬▬▬▬ 16%

LATAM ▬▬▬▬▬▬ 19%

APAC ▬▬▬▬▬ 18%

North America ▬▬▬▬▬ 17%

BRICS ▬▬▬▬▬ 16%

Middle East/Africa ▬▬▬▬▬ 16%

G-8 Countries ▬▬▬▬▬ 15%

Europe ▬▬▬▬ 14%
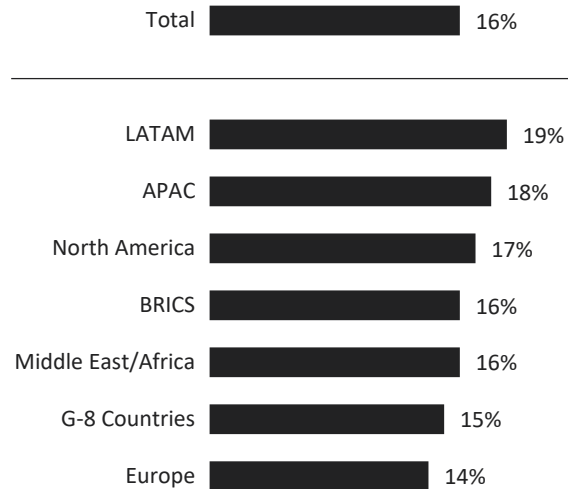
Just seven percent (7%) think it is appropriate for International organizations to decide how fake news content is defined.

Total	7%

Egypt	20%
Japan	11%
Sweden	11%
Germany	10%
China	10%
Mexico	9%
Hong Kong	8%
Italy	8%
Pakistan	8%
Russia	6%
South Africa	6%
Tunisia	6%
Poland	5%
India	5%
Australia	5%
Great Britain	5%
Republic of Korea	4%
Indonesia	4%
Canada	4%
Brazil	4%
France	4%
Turkey	3%
Kenya	3%
Nigeria	3%
United States	2%
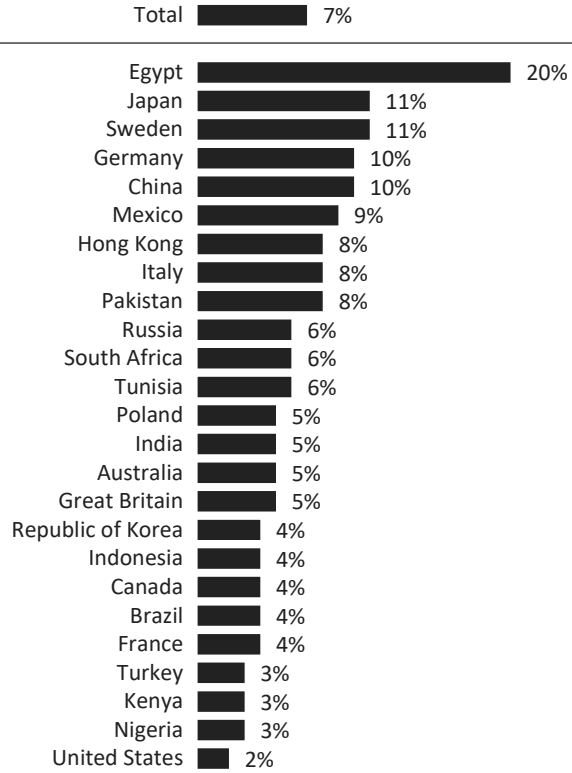
At just three percent (3%), North Americans track well below the global average, on this metric.

Total	7%

LATAM	7%
APAC	7%
Middle East/Africa	7%
Europe	7%
BRICS	6%
G-8 Countries	6%
North America	3%
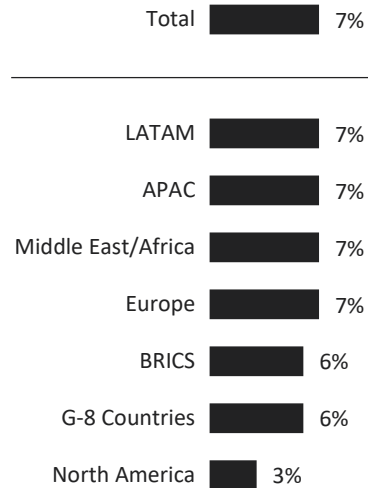
NON-GOVERNMENTAL ORGANIZATIONS

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

Total	8%

Country	Percentage
Germany	13%
Great Britain	12%
Turkey	12%
United States	12%
Canada	11%
France	11%
Sweden	9%
Italy	9%
South Africa	9%
Poland	9%
Australia	9%
China	8%
Mexico	7%
Tunisia	7%
Brazil	7%
Japan	6%
Pakistan	6%
Russia	6%
Hong Kong	5%
Republic of Korea	5%
Indonesia	5%
Egypt	4%
Nigeria	4%
India	3%
Kenya	1%
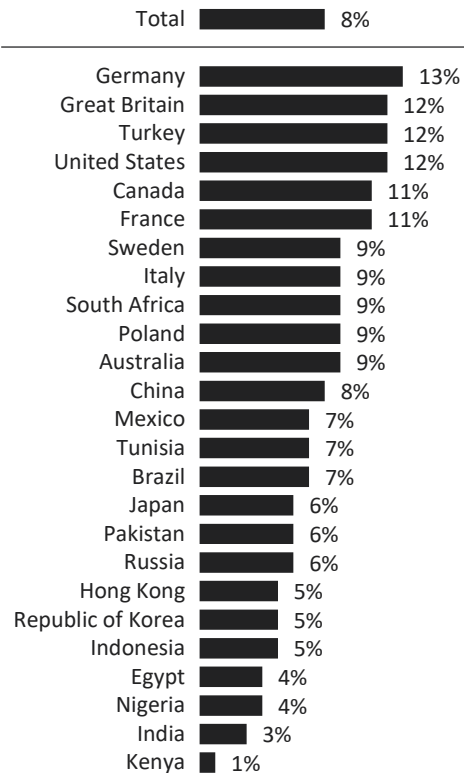
Between six (6%) & twelve percent (12%) across all economies surveyed think that non-governmental organizations should decide what constitutes fake news, favoured more by developed economies.

Total	8%
North America	12%
Europe	10%
G-8 Countries	10%
LATAM	7%
BRICS	7%
APAC	6%
Middle East/Africa	6%
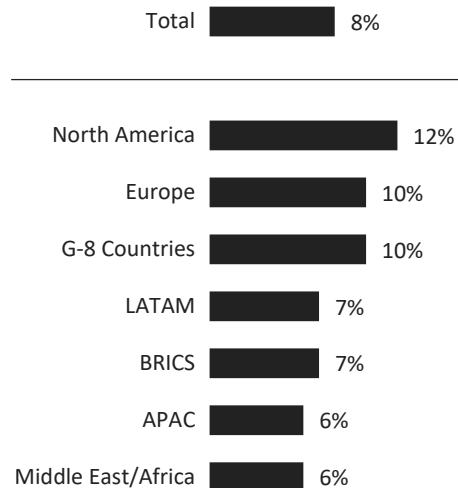
NONE OF THESE

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.

Total	17%

United States	32%
Canada	31%
France	31%
Australia	28%
Germany	26%
Great Britain	26%
Sweden	26%
Japan	25%
Italy	23%
Hong Kong	21%
Poland	18%
Turkey	17%
Brazil	17%
South Africa	12%
Russia	12%
Pakistan	11%
Egypt	10%
Mexico	9%
Republic of Korea	9%
China	8%
Indonesia	6%
India	6%
Kenya	5%
Nigeria	4%
Tunisia	2%
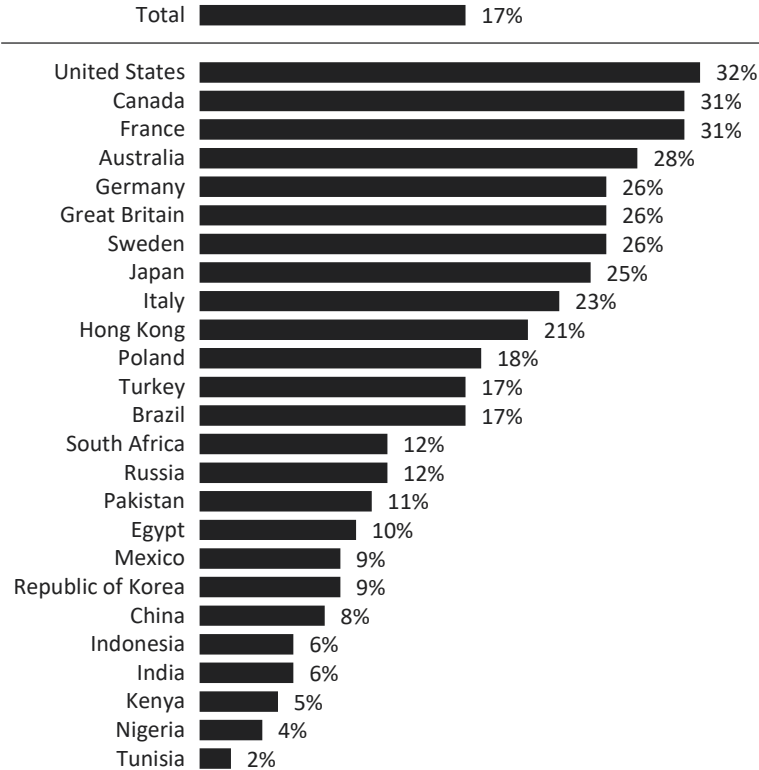
Citizens living in more developed economies, such as North America, Europe & the G-8, are among the most likely to feel as though none of the actors listed in the survey should be charged with this decision.

Total	17%

North America	32%
G-8 Countries	26%
Europe	25%
APAC	14%
LATAM	13%
BRICS	11%
Middle East/Africa	10%
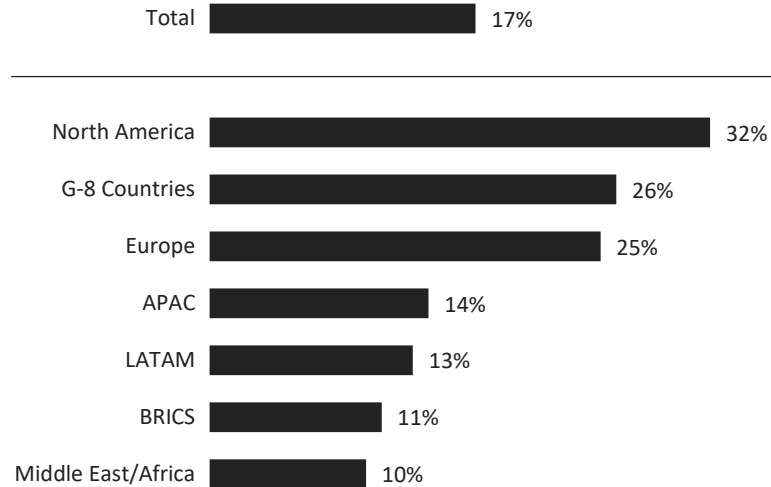
As a result of take news, a plurality (40%) of global citizens now trust media less, compared to a year ago, thanks to fake news. Sizeable proportions also now use fact checking websites (24%), trust government less (22%) or use social media less often (20%) than they did previously.

Trust media less	40%
Use a news fact checking website	24%
Trust government less	22%
Use social media less often	20%
Unsubscribe from traditional media outlets	12%
Use the Internet less often	11%
Close other social media accounts	9%
Close Facebook account	8%
Trust media more	8%
Subscribe to traditional media outlet	7%
Trust government more	7%
Close Twitter account	6%
Share fake news myself	5%
Other	21%
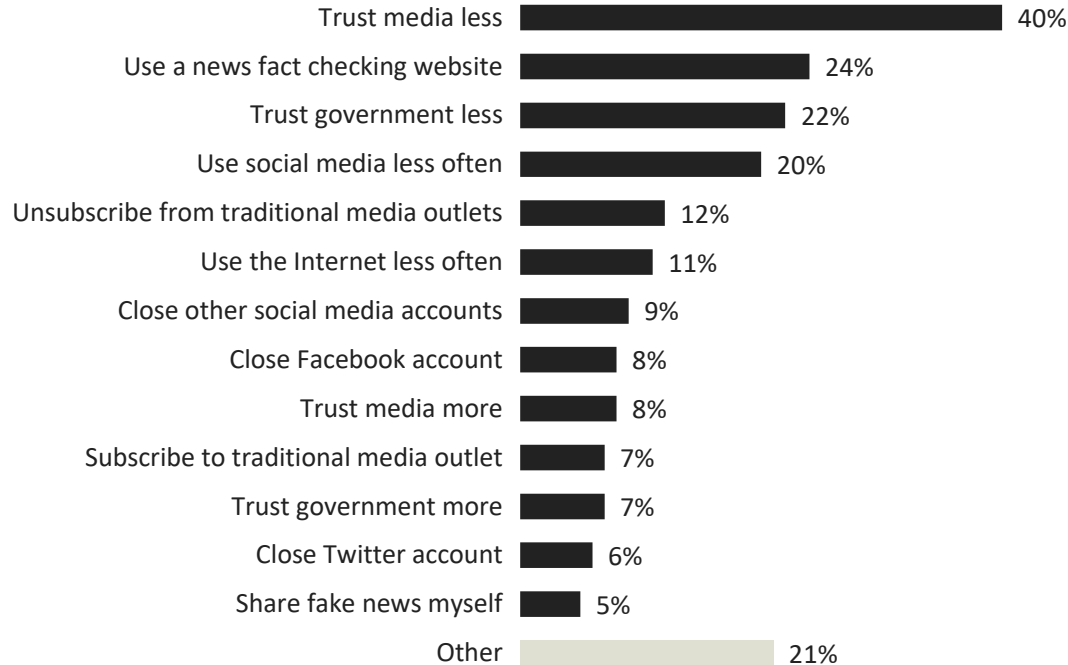
Eight percent (8%) globally have closed their Facebook account in the past year, as a result of fake news.
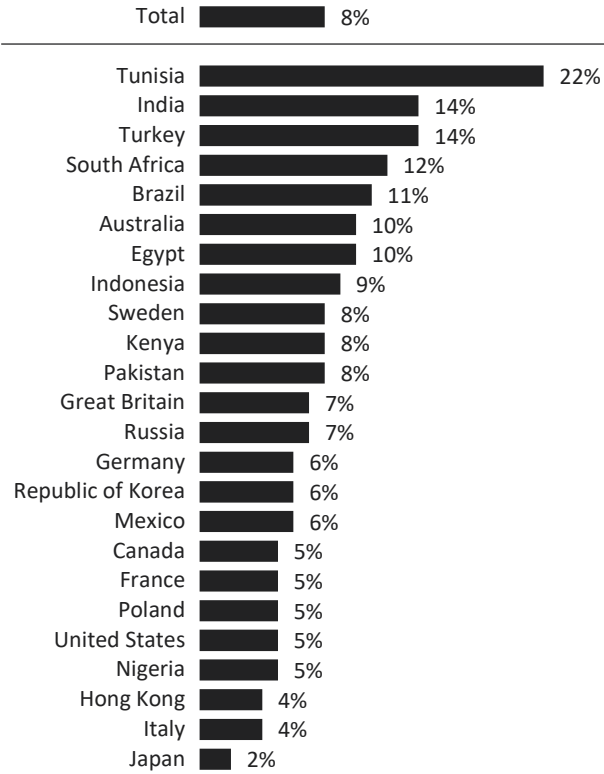
Country	%
Total	8%
Tunisia	22%
India	14%
Turkey	14%
South Africa	12%
Brazil	11%
Australia	10%
Egypt	10%
Indonesia	9%
Sweden	8%
Kenya	8%
Pakistan	8%
Great Britain	7%
Russia	7%
Germany	6%
Republic of Korea	6%
Mexico	6%
Canada	5%
France	5%
Poland	5%
United States	5%
Nigeria	5%
Hong Kong	4%
Italy	4%
Japan	2%

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.

Total	8%

Middle East/Africa	10%
BRICS	9%
LATAM	8%
Europe	6%
APAC	6%
North America	5%
G-8 Countries	5%
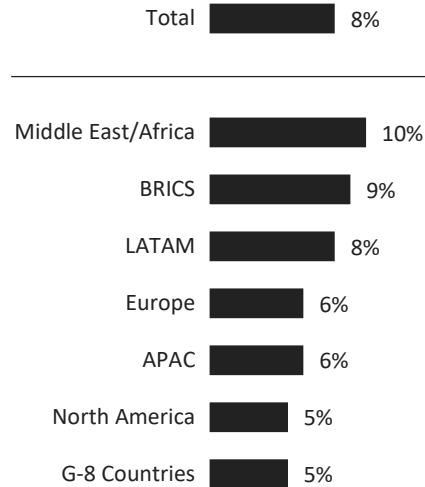
Six percent (6%) closed their Twitter account, as a result of fake news, in the past year, ranging from a high of 22% in Tunisia to a low of just 1% in Germany.

Total	6%

Tunisia	22%
Turkey	14%
South Africa	11%
Egypt	11%
India	9%
Indonesia	7%
Mexico	7%
Brazil	6%
Sweden	6%
Pakistan	6%
Russia	6%
Republic of Korea	6%
United States	6%
Australia	5%
Canada	5%
Poland	5%
Great Britain	4%
Nigeria	4%
Kenya	3%
France	3%
Hong Kong	3%
Italy	3%
Japan	2%
Germany	1%
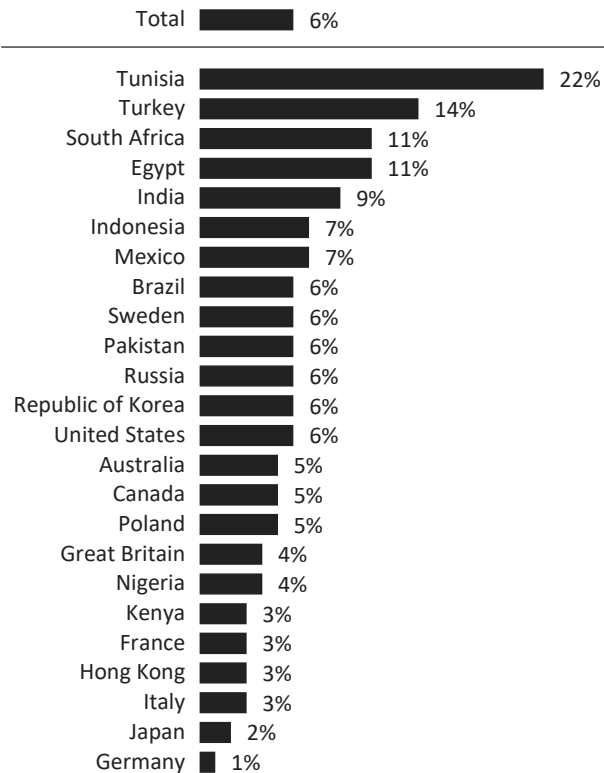
There is limited regional variation as less than one in ten across all economies indicate that they have closed their Twitter account, in the past year, as a result of fake news.

Total	6%

Middle East/Africa	8%
BRICS	6%
LATAM	6%
APAC	5%
North America	5%
Europe	4%
G-8 Countries	4%

Q33.a Please list all the actions that you have undertaken during the last year due to fake news:
Base: 2019 (n=25,229)   152
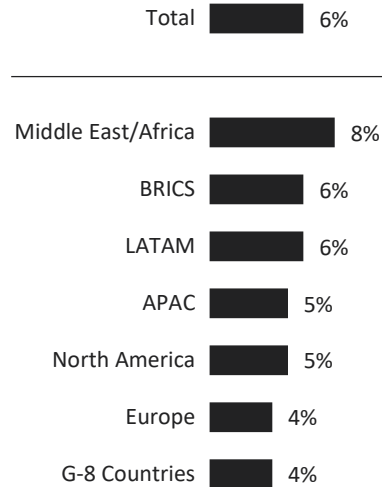
CLOSE OTHER SOCIAL MEDIA ACCOUNTS

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.

Total	9%

Tunisia	35%
China	20%
India	16%
South Africa	14%
Egypt	14%
Turkey	13%
Indonesia	10%
Brazil	10%
Russia	9%
Kenya	9%
Mexico	8%
Pakistan	8%
Nigeria	8%
Sweden	7%
Canada	7%
Poland	7%
Republic of Korea	6%
Hong Kong	6%
United States	5%
Australia	5%
Italy	5%
Great Britain	4%
Germany	4%
France	3%
Japan	2%
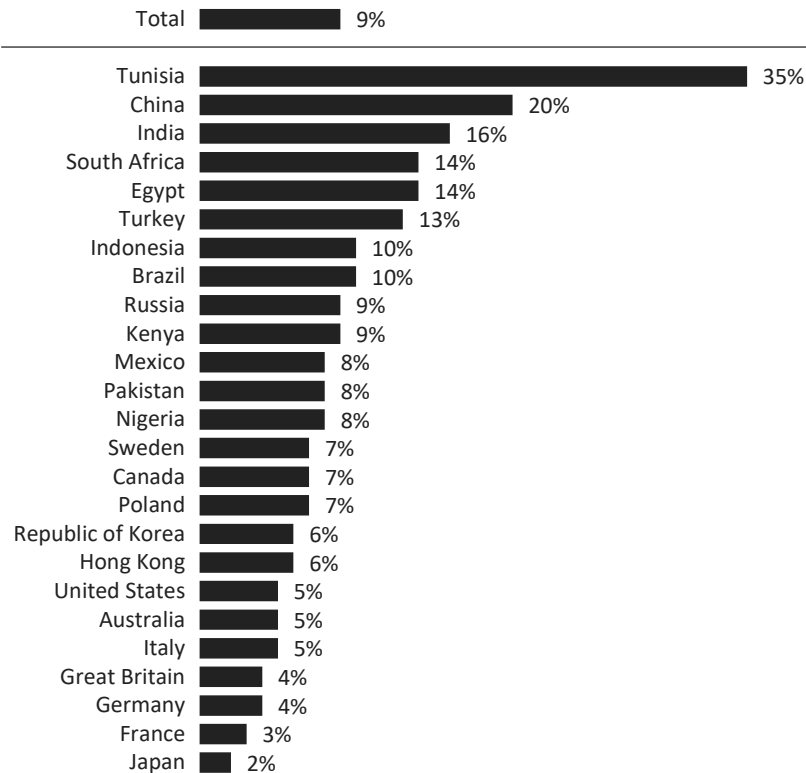
CLOSE OTHER SOCIAL MEDIA ACCOUNTS

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.

Category	Value
Total	9%
BRICS	14%
Middle East/Africa	11%
LATAM	9%
APAC	9%
North America	6%
Europe	5%
G-8 Countries	5%
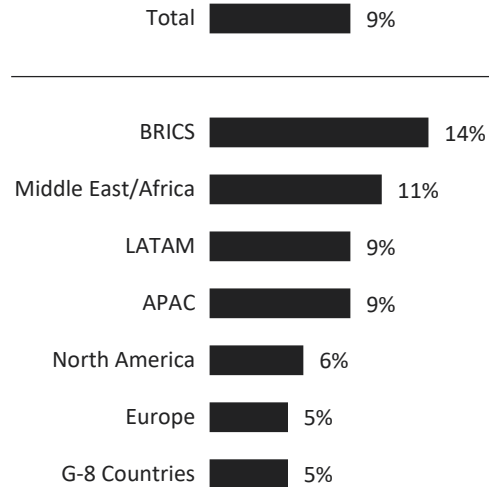
Seven percent (7%) of global citizens have subscribed to traditional media outlets in response to fake news, over the past year.

Total	7%

Tunisia	21%
China	16%
India	14%
Egypt	13%
South Africa	11%
Mexico	8%
Australia	8%
Indonesia	7%
Brazil	7%
Sweden	7%
Republic of Korea	7%
Japan	7%
Turkey	6%
Nigeria	6%
Canada	6%
Poland	6%
Hong Kong	6%
Italy	5%
Kenya	4%
Pakistan	4%
Great Britain	4%
United States	3%
France	3%
Russia	2%
Germany	2%
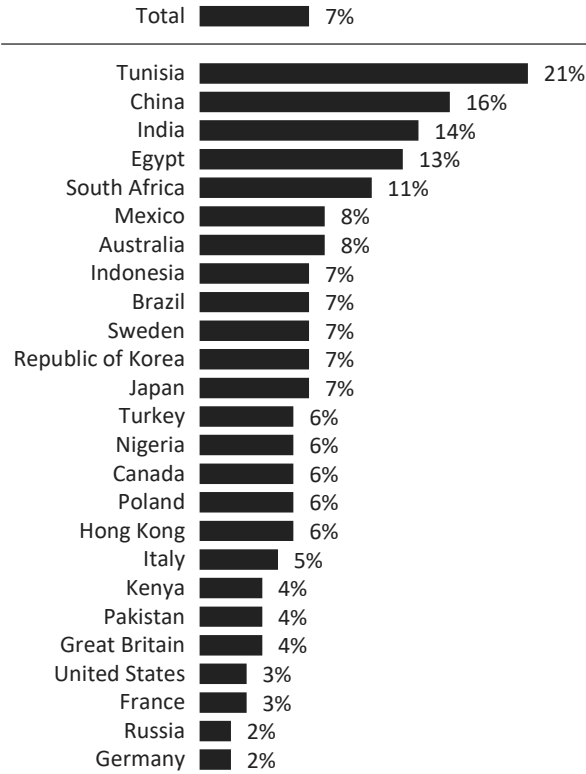
SUBSCRIBE TO TRADITIONAL MEDIA OUTLET

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.

Total	7%
BRICS	10%
LATAM	8%
APAC	8%
Middle East/Africa	7%
North America	5%
Europe	5%
G-8 Countries	4%
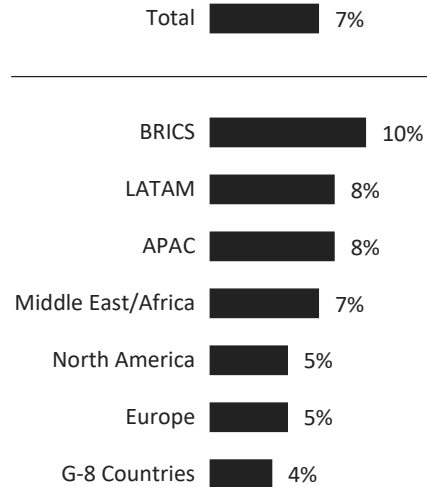
UNSUBSCRIBE FROM TRADITIONAL MEDIA OUTLETS

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.

Total	12%
Tunisia	37%
Egypt	25%
China	22%
India	22%
South Africa	20%
United States	15%
Republic of Korea	12%
Turkey	11%
Canada	11%
Hong Kong	11%
Russia	11%
Mexico	10%
Indonesia	9%
Poland	9%
Australia	8%
Brazil	8%
Sweden	8%
Pakistan	8%
Italy	7%
Great Britain	7%
Nigeria	6%
Kenya	6%
France	6%
Japan	3%
Germany	3%
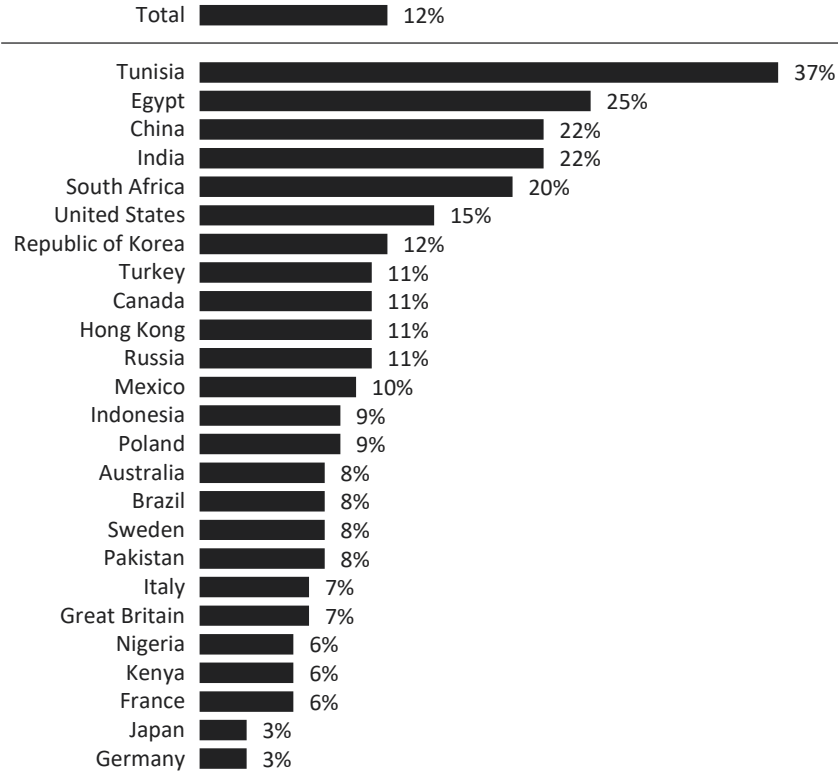
UNSUBSCRIBE FROM TRADITIONAL MEDIA OUTLETS

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

Total	12%

BRICS	17%
Middle East/Africa	13%
North America	13%
APAC	12%
LATAM	9%
G-8 Countries	8%
Europe	7%
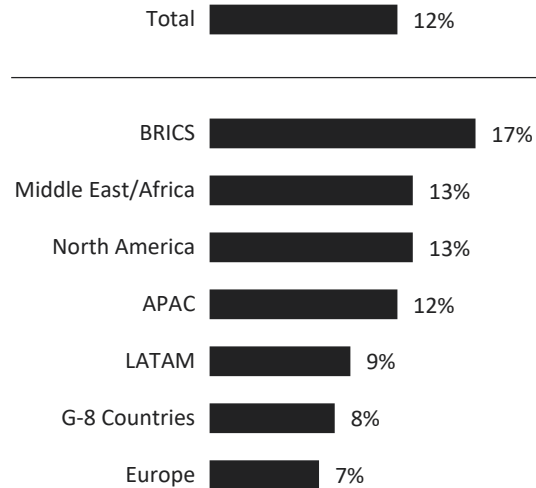
USE A NEWS FACT CHECKING WEBSITE

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.

Total	24%

Country	Percentage
Egypt	49%
Mexico	43%
Indonesia	41%
Turkey	38%
India	37%
South Africa	36%
China	34%
Tunisia	33%
Brazil	31%
United States	26%
Canada	25%
Nigeria	22%
Republic of Korea	21%
Poland	18%
Hong Kong	17%
Australia	17%
Sweden	17%
Italy	17%
Russia	14%
Great Britain	14%
France	12%
Kenya	9%
Germany	8%
Pakistan	6%
Japan	4%
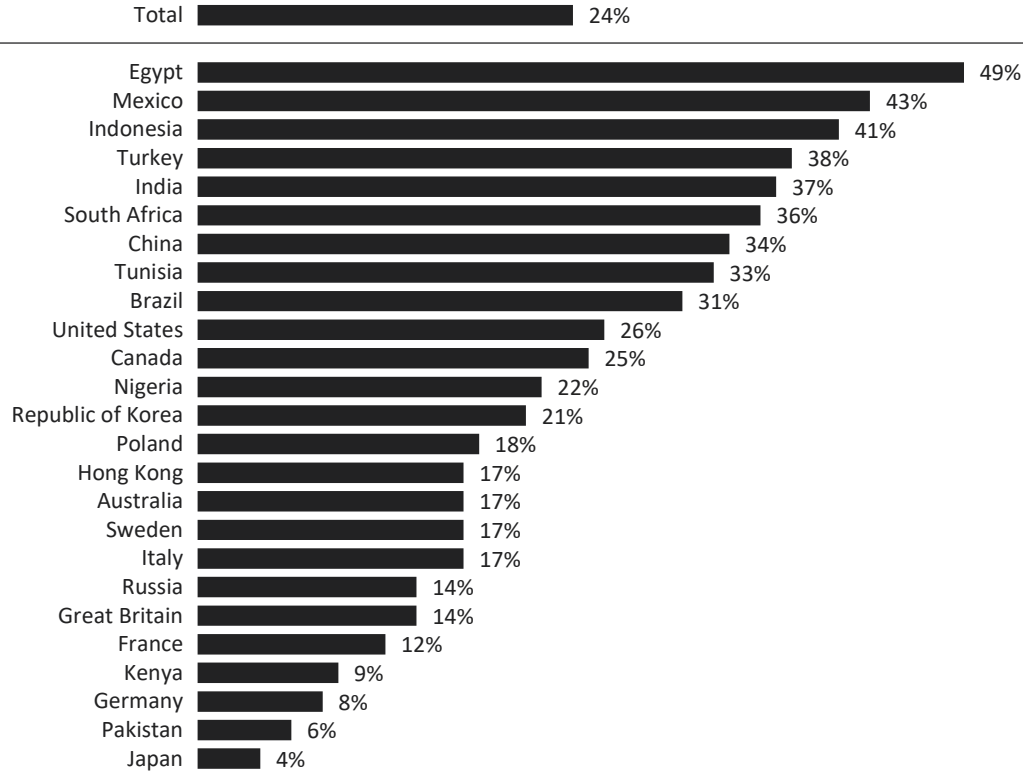
There is considerable variance in opinion on this metric, ranging from a high of 37% in the LATAM economies to a low of 14% in Europe.

Total	24%

LATAM	37%
BRICS	30%
Middle East/Africa	27%
North America	25%
APAC	23%
G-8 Countries	15%
Europe	14%
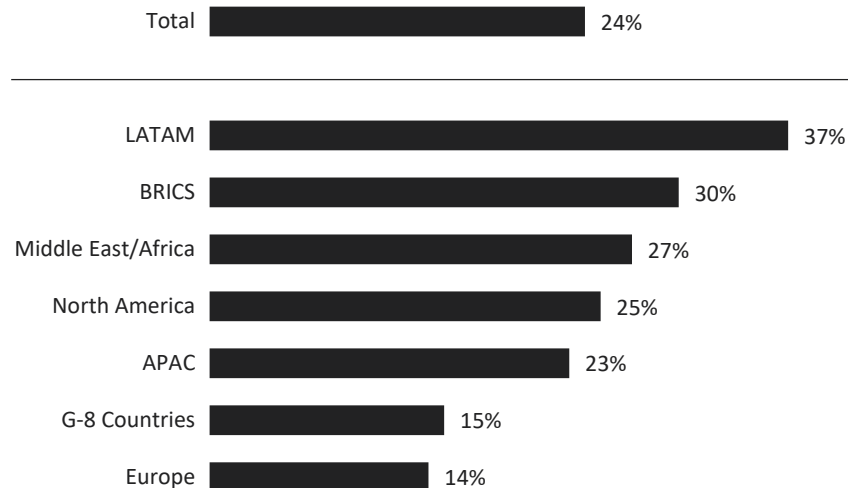
One in ten (11%) citizens globally are using the Internet less often, compared to a year ago, as a result of fake news.

Total	11%
Tunisia	38%
Kenya	16%
India	15%
China	15%
Brazil	15%
Egypt	14%
South Africa	14%
Pakistan	14%
Turkey	13%
Nigeria	12%
Mexico	11%
Republic of Korea	11%
Indonesia	10%
United States	9%
Canada	8%
Hong Kong	8%
Australia	8%
Poland	7%
Italy	7%
Great Britain	7%
France	7%
Sweden	6%
Germany	5%
Russia	4%
Japan	4%
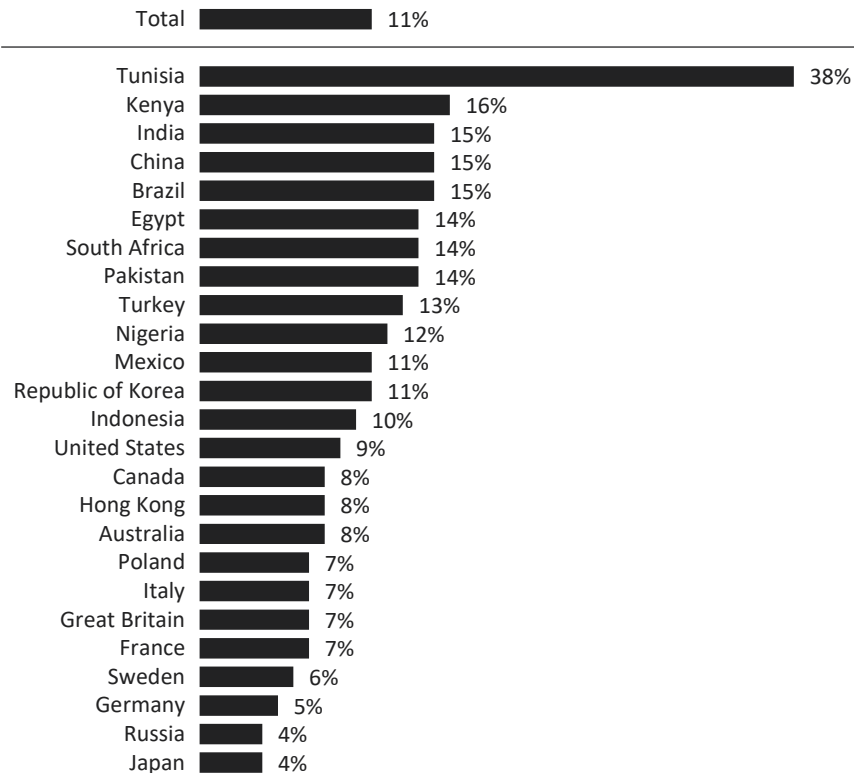
Citizens living in developing economies tend to be somewhat more likely to have reduced their Internet usage, in response to fake news, over the past year.

Total — 11%

Middle East/Africa — 14%
LATAM — 13%
BRICS — 13%
APAC — 9%
North America — 8%
G-8 Countries — 6%
Europe — 6%
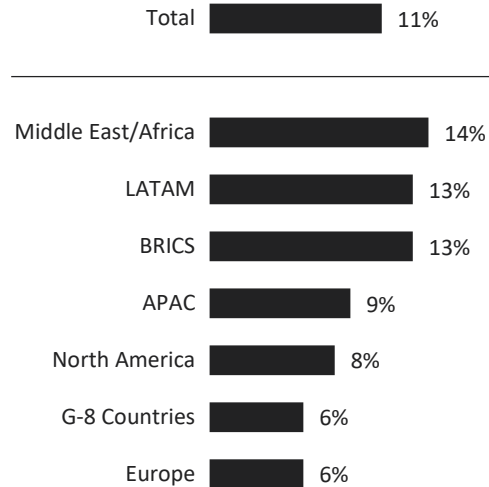
Overall, one in five (20%) claim to be using social media less often, in response to fake news, including nearly half (48%) in Tunisia.

Total	20%

Country	Percentage
Tunisia	48%
India	29%
Turkey	28%
Egypt	27%
South Africa	25%
Indonesia	23%
United States	22%
China	21%
Pakistan	21%
Brazil	20%
Mexico	20%
Canada	20%
Russia	20%
Nigeria	19%
Republic of Korea	16%
Australia	16%
Hong Kong	15%
Italy	15%
Great Britain	15%
France	15%
Kenya	14%
Poland	14%
Sweden	14%
Germany	11%
Japan	7%
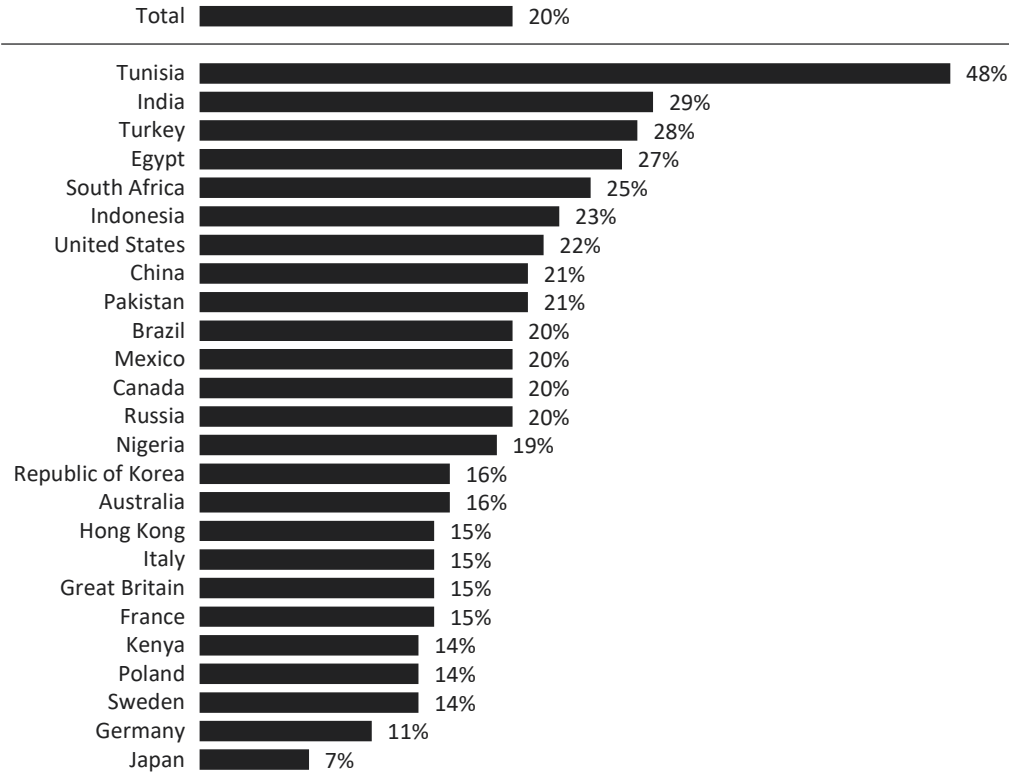
There is limited regional variation in terms of reducing social media usage in response to fake news, in the past year.

Total	20%

BRICS	23%
Middle East/Africa	22%
North America	21%
LATAM	20%
APAC	18%
G-8 Countries	16%
Europe	14%
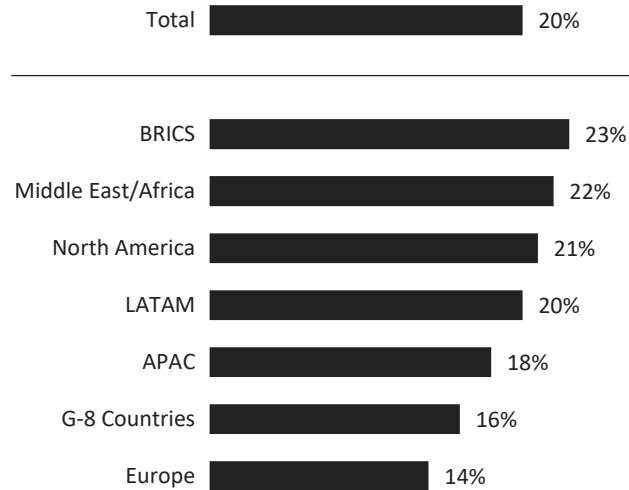
Similarly, about two in ten (22%) now trust government less, as a result of fake news, including a whopping seven in ten (71%) Tunisians.
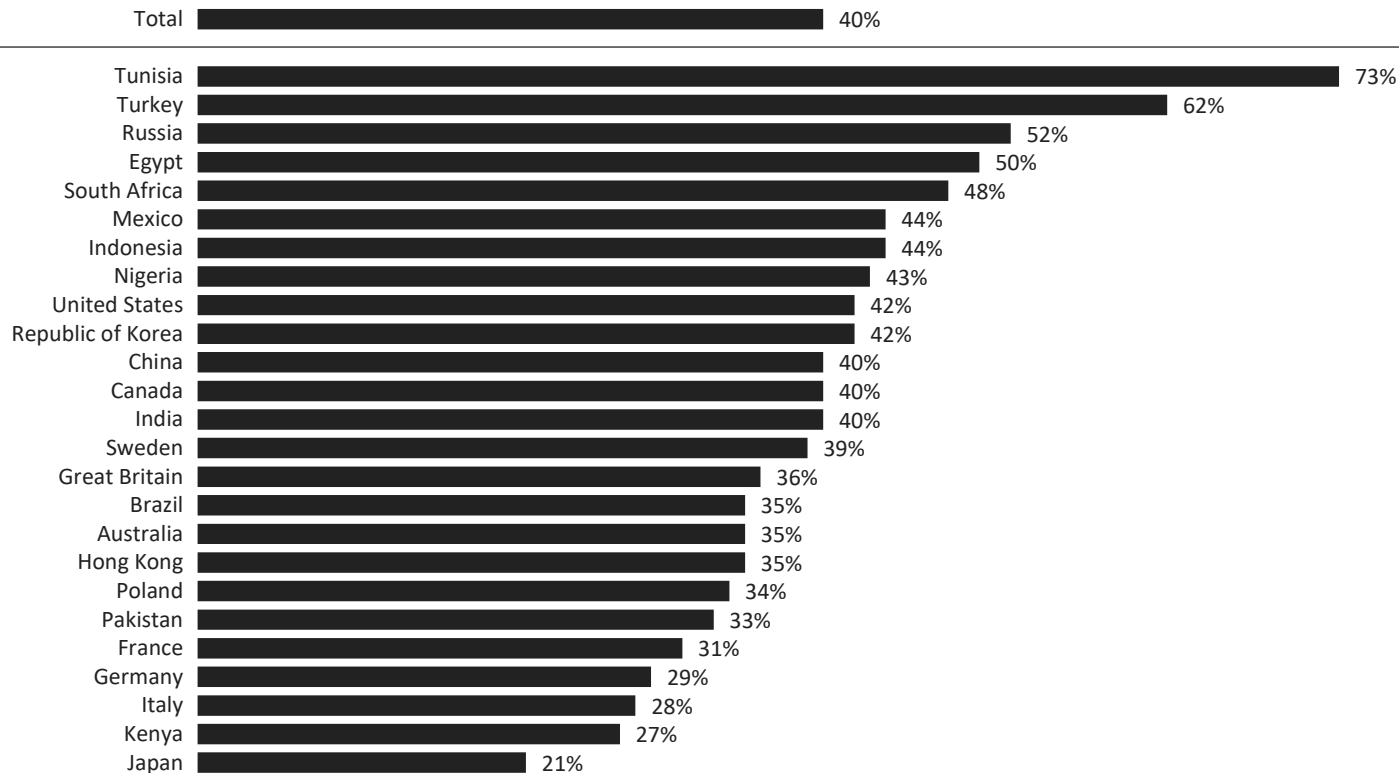
Total	22%

Tunisia	71%
Turkey	36%
South Africa	34%
Mexico	33%
Russia	31%
Nigeria	28%
United States	27%
Republic of Korea	25%
Brazil	24%
Pakistan	23%
Great Britain	22%
France	22%
Canada	21%
Poland	21%
Indonesia	20%
Sweden	20%
India	19%
Australia	19%
Hong Kong	18%
Germany	14%
Kenya	12%
Italy	11%
Japan	8%
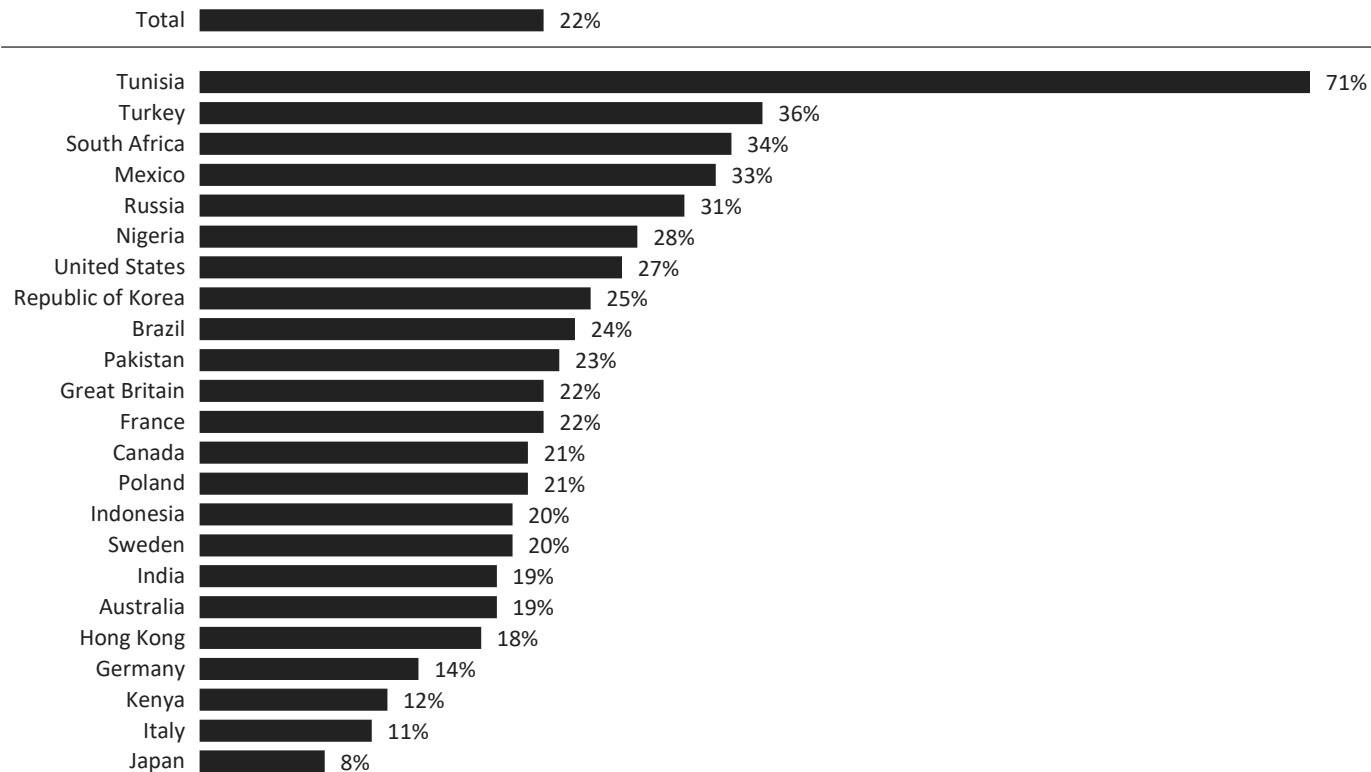
TRUST GOVERNMENT LESS

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

Region	%
Total	22%
LATAM	29%
North America	24%
BRICS	22%
Middle East/Africa	22%
G-8 Countries	19%
Europe	18%
APAC	17%
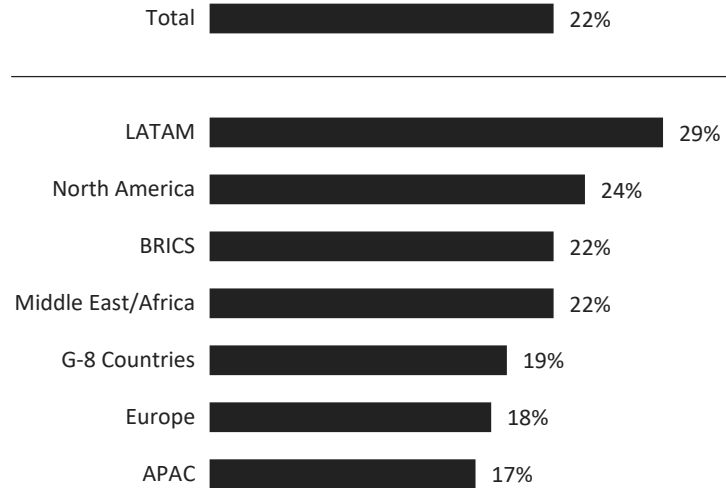
At four in ten (40%) a plurality of global citizens now trust the media less than they did a year ago, thanks to fake news, including majorities in Tunisia (73%), Turkey (62%) & Russia (52%).

Total	40%

Tunisia	73%
Turkey	62%
Russia	52%
Egypt	50%
South Africa	48%
Mexico	44%
Indonesia	44%
Nigeria	43%
United States	42%
Republic of Korea	42%
China	40%
Canada	40%
India	40%
Sweden	39%
Great Britain	36%
Brazil	35%
Australia	35%
Hong Kong	35%
Poland	34%
Pakistan	33%
France	31%
Germany	29%
Italy	28%
Kenya	27%
Japan	21%

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

Total	40%

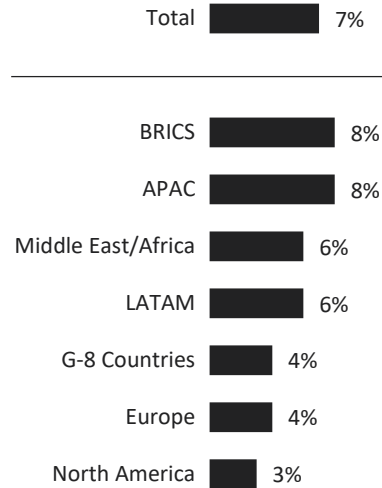|	
Middle East/Africa	44%
BRICS	43%
North America	41%
LATAM	39%
APAC	39%
G-8 Countries	35%
Europe	33%
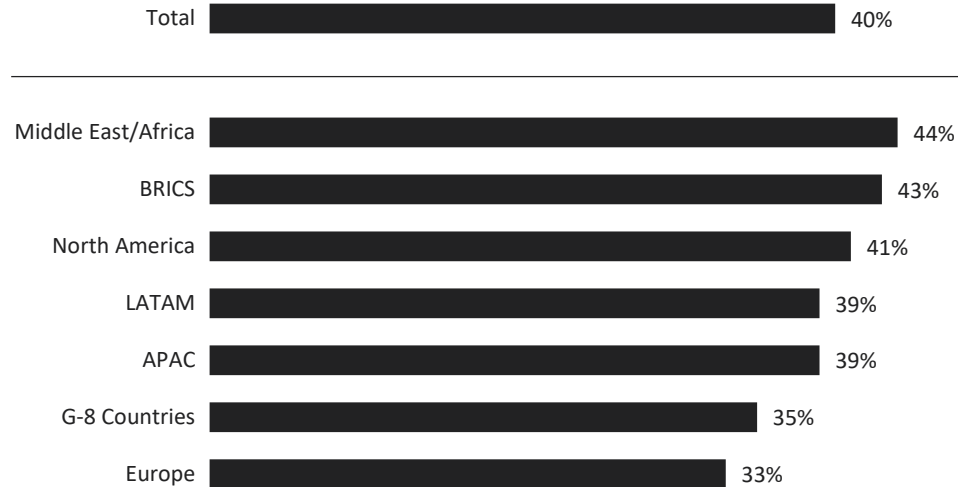
Just seven percent (7%) globally now trust government more than they did a year ago, as a result of fake news.

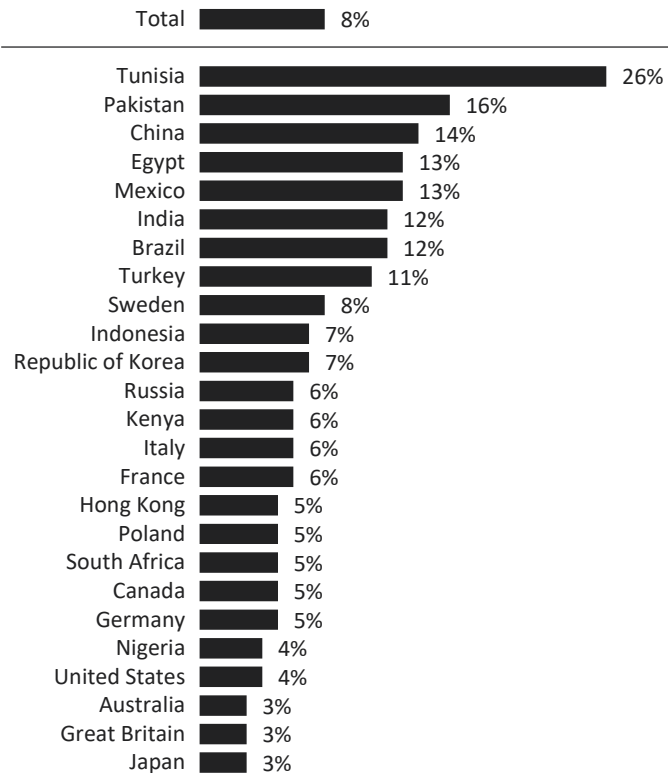|	
Total	7%
Tunisia	23%
India	21%
Indonesia	17%
Pakistan	11%
Turkey	10%
Russia	9%
Republic of Korea	7%
Sweden	7%
Mexico	6%
Brazil	6%
Kenya	6%
Australia	5%
Hong Kong	5%
Poland	5%
Italy	5%
South Africa	4%
Nigeria	4%
United States	4%
Great Britain	3%
France	3%
Canada	2%
Germany	2%
Japan	1%
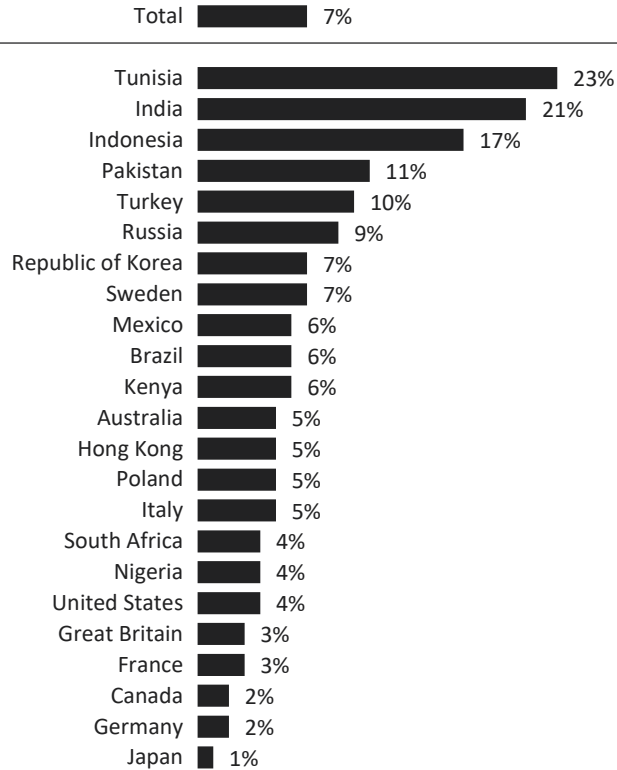
There is limited variation in opinion on this metric, by economy.

Total	7%
BRICS	8%
APAC	8%
Middle East/Africa	6%
LATAM	6%
G-8 Countries	4%
Europe	4%
North America	3%

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

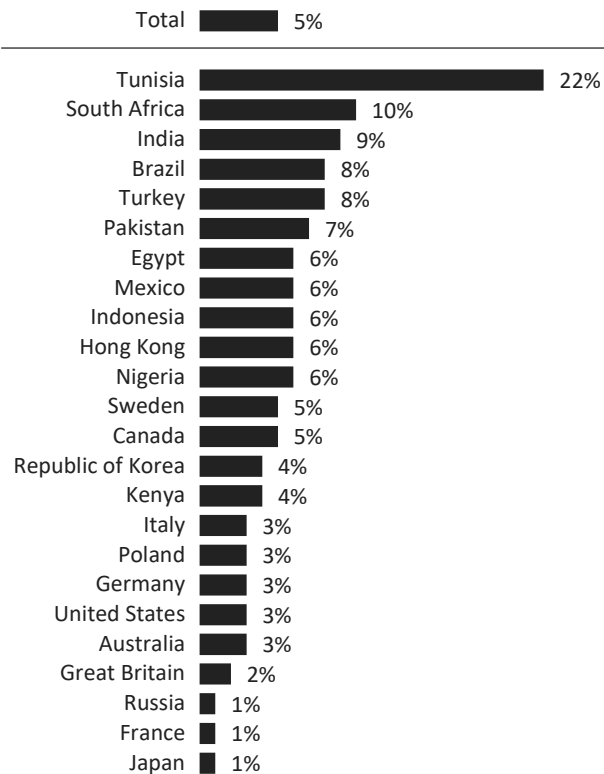|	
Total	8%
Tunisia	26%
Pakistan	16%
China	14%
Egypt	13%
Mexico	13%
India	12%
Brazil	12%
Turkey	11%
Sweden	8%
Indonesia	7%
Republic of Korea	7%
Russia	6%
Kenya	6%
Italy	6%
France	6%
Hong Kong	5%
Poland	5%
South Africa	5%
Canada	5%
Germany	5%
Nigeria	4%
United States	4%
Australia	3%
Great Britain	3%
Japan	3%

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.
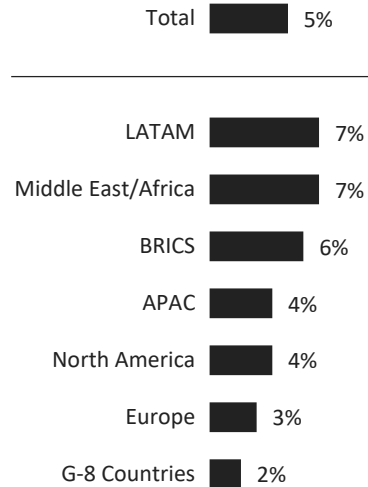
Total	8%
LATAM	12%
BRICS	10%
Middle East/Africa	9%
APAC	7%
Europe	6%
G-8 Countries	5%
North America	4%
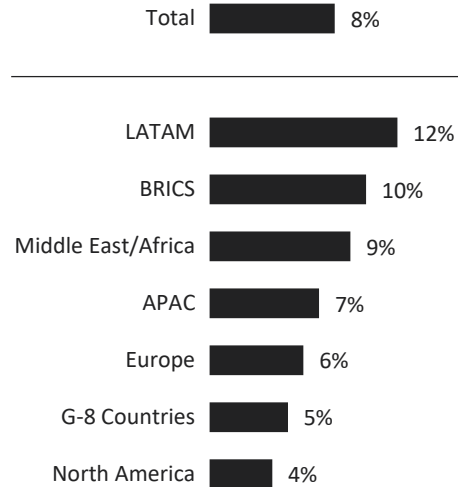
SHARE FAKE NEWS MYSELF

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

Total	5%

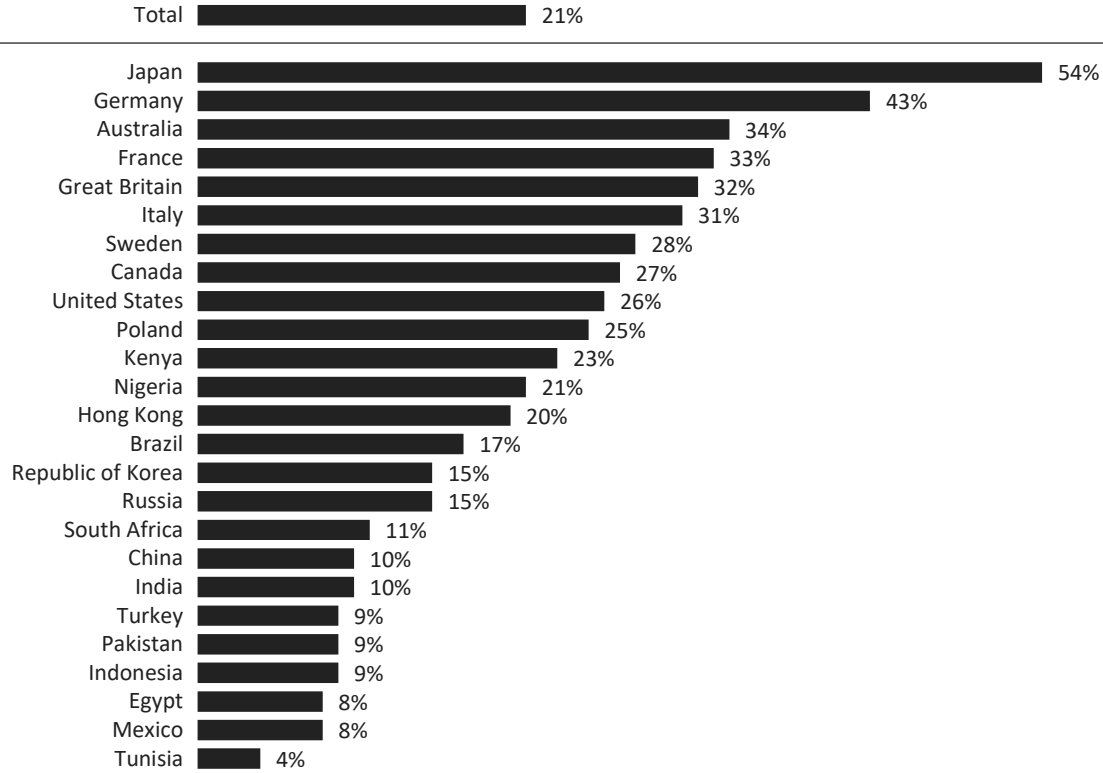| Country	Percentage
Tunisia	22%
South Africa	10%
India	9%
Brazil	8%
Turkey	8%
Pakistan	7%
Egypt	6%
Mexico	6%
Indonesia	6%
Hong Kong	6%
Nigeria	6%
Sweden	5%
Canada	5%
Republic of Korea	4%
Kenya	4%
Italy	3%
Poland	3%
Germany	3%
United States	3%
Australia	3%
Great Britain	2%
Russia	1%
France	1%
Japan	1%

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.
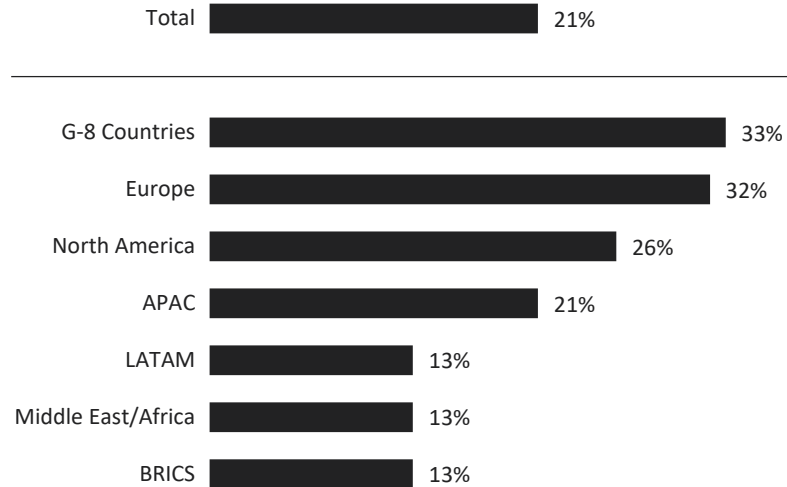
Total	5%
LATAM	7%
Middle East/Africa	7%
BRICS	6%
APAC	4%
North America	4%
Europe	3%
G-8 Countries	2%

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.

Total	21%

Japan	54%
Germany	43%
Australia	34%
France	33%
Great Britain	32%
Italy	31%
Sweden	28%
Canada	27%
United States	26%
Poland	25%
Kenya	23%
Nigeria	21%
Hong Kong	20%
Brazil	17%
Republic of Korea	15%
Russia	15%
South Africa	11%
China	10%
India	10%
Turkey	9%
Pakistan	9%
Indonesia	9%
Egypt	8%
Mexico	8%
Tunisia	4%

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

Total	21%

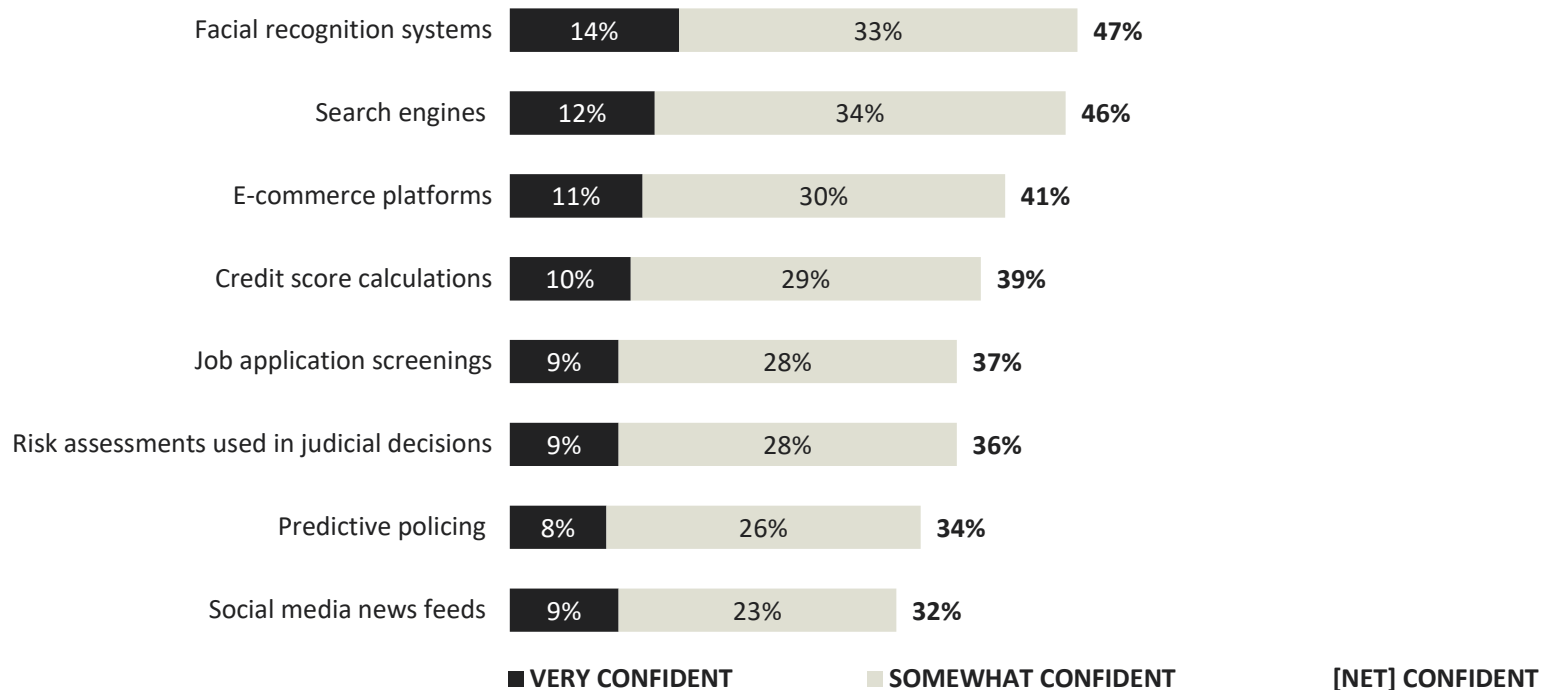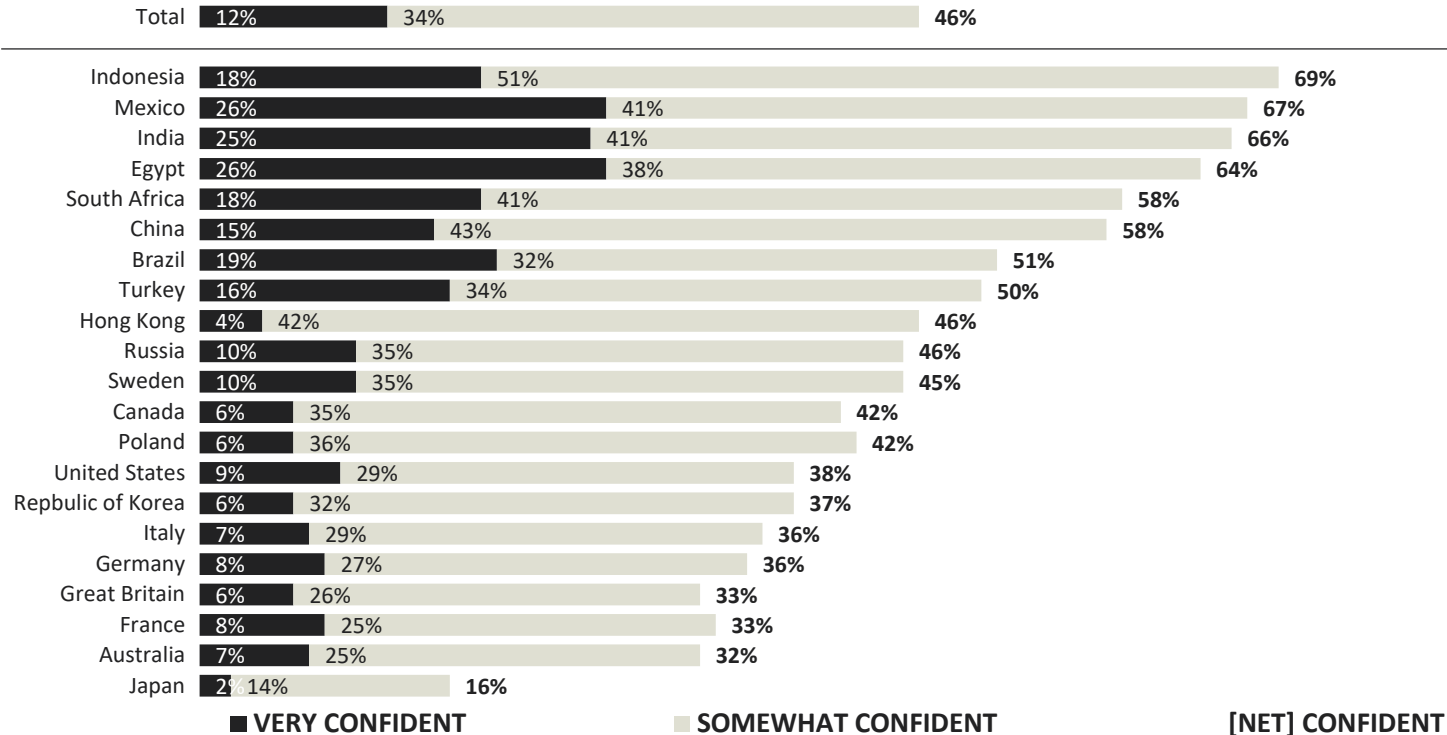|	
G-8 Countries	33%
Europe	32%
North America	26%
APAC	21%
LATAM	13%
Middle East/Africa	13%
BRICS	13%

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%).

	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Facial recognition systems	14%	33%	**47%**
Search engines	12%	34%	**46%**
E-commerce platforms	11%	30%	**41%**
Credit score calculations	10%	29%	**39%**
Job application screenings	9%	28%	**37%**
Risk assessments used in judicial decisions	9%	28%	**36%**
Predictive policing	8%	26%	**34%**
Social media news feeds	9%	23%	**32%**

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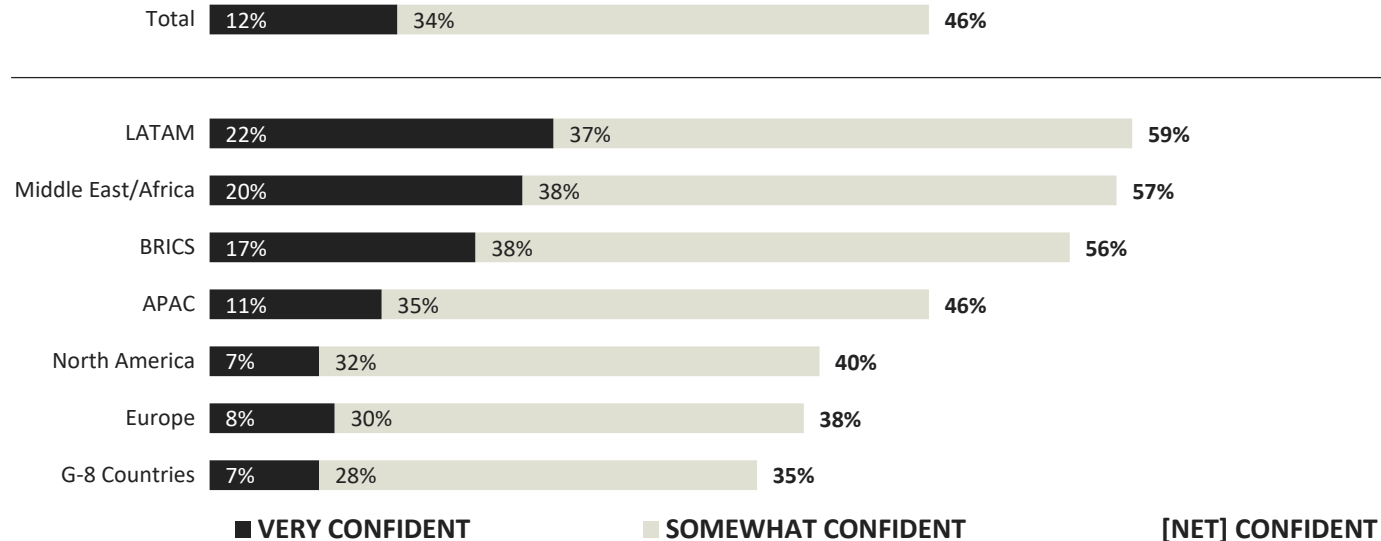
Overall, just under half (46%) are confident that search engine algorithms are unbiased. Confidence varies considerably, ranging from a high of seven in ten (69%) in Indonesia to a low of just sixteen percent (16%) in Japan.

	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	12%	34%	46%
Indonesia	18%	51%	69%
Mexico	26%	41%	67%
India	25%	41%	66%
Egypt	26%	38%	64%
South Africa	18%	41%	58%
China	15%	43%	58%
Brazil	19%	32%	51%
Turkey	16%	34%	50%
Hong Kong	4%	42%	46%
Russia	10%	35%	46%
Sweden	10%	35%	45%
Canada	6%	35%	42%
Poland	6%	36%	42%
United States	9%	29%	38%
Republic of Korea	6%	32%	37%
Italy	7%	29%	36%
Germany	8%	27%	36%
Great Britain	6%	26%	33%
France	8%	25%	33%
Australia	7%	25%	32%
Japan	2%	14%	16%

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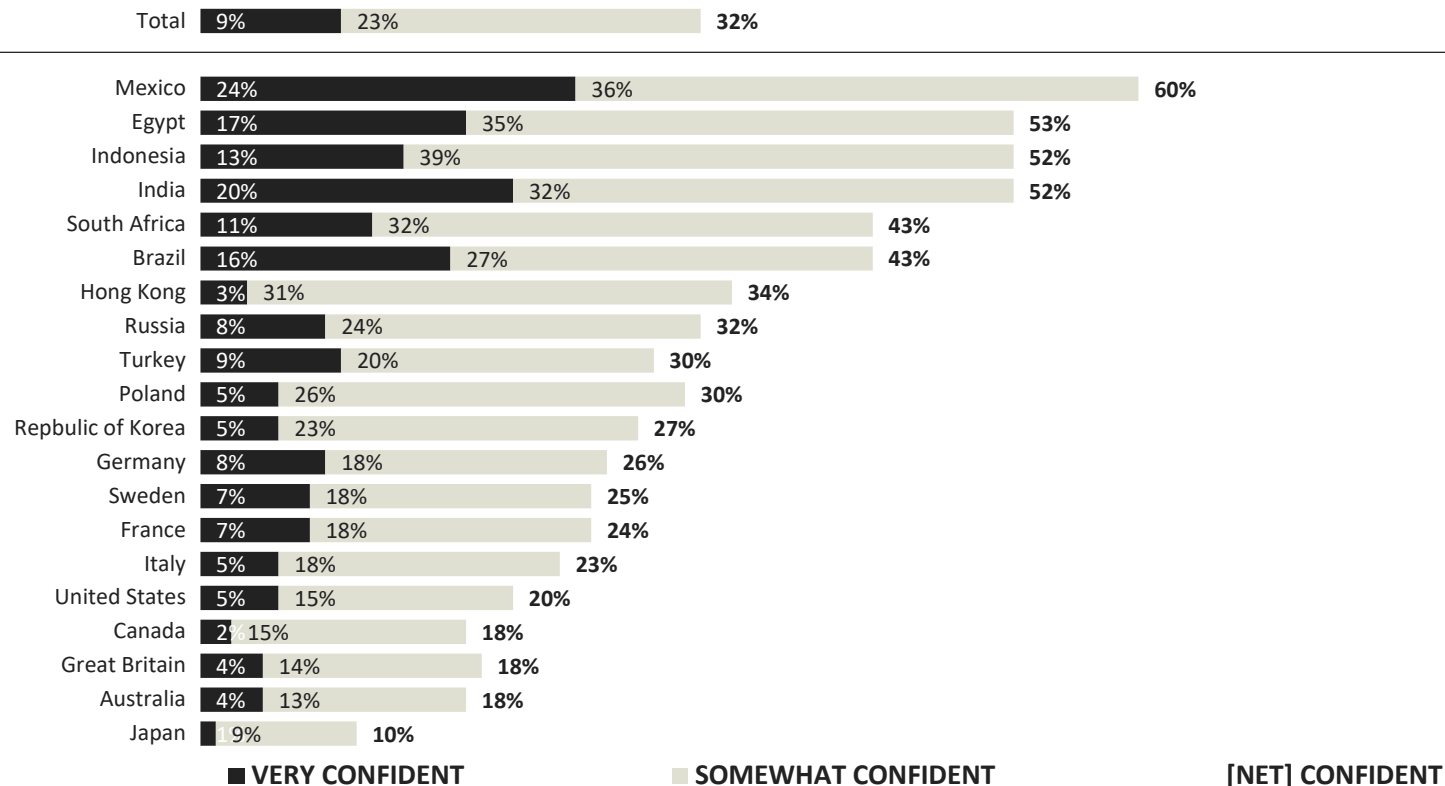Base: 2019 (n=21,203) NOT ASKED IN KENYA,NIGERIA,PAKISTAN & TUNISIA

SEARCH ENGINES

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.

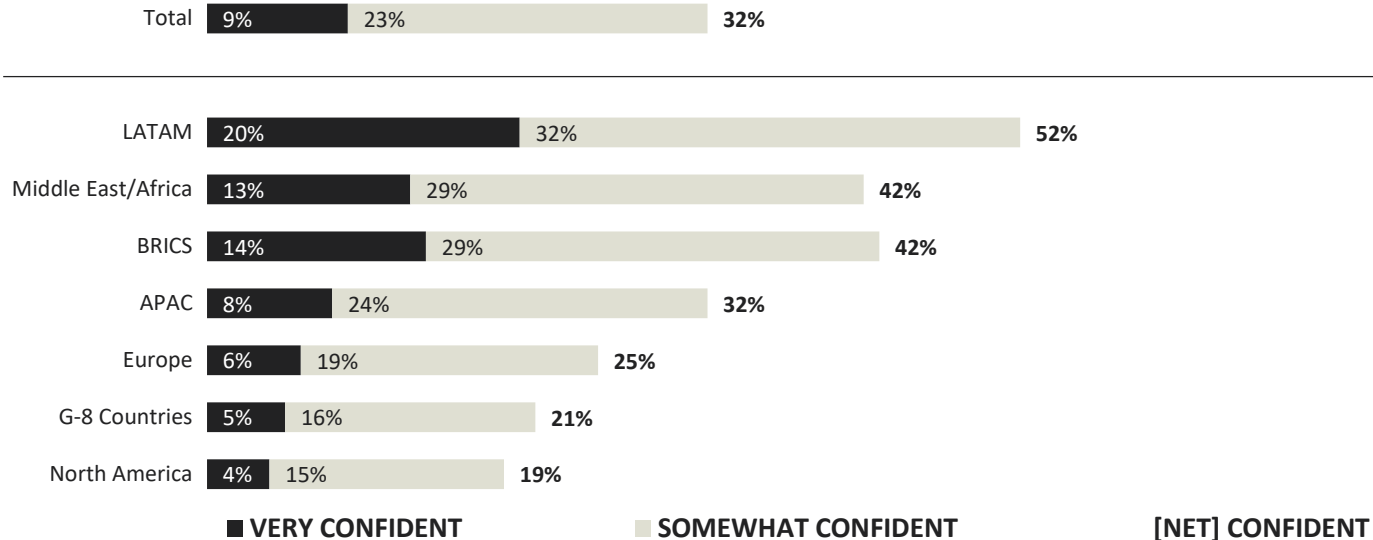|	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	12%	34%	46%
LATAM	22%	37%	59%
Middle East/Africa	20%	38%	57%
BRICS	17%	38%	56%
APAC	11%	35%	46%
North America	7%	32%	40%
Europe	8%	30%	38%
G-8 Countries	7%	28%	35%

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 countries, save for Mexico, Egypt, Indonesia & India indicate confidence.
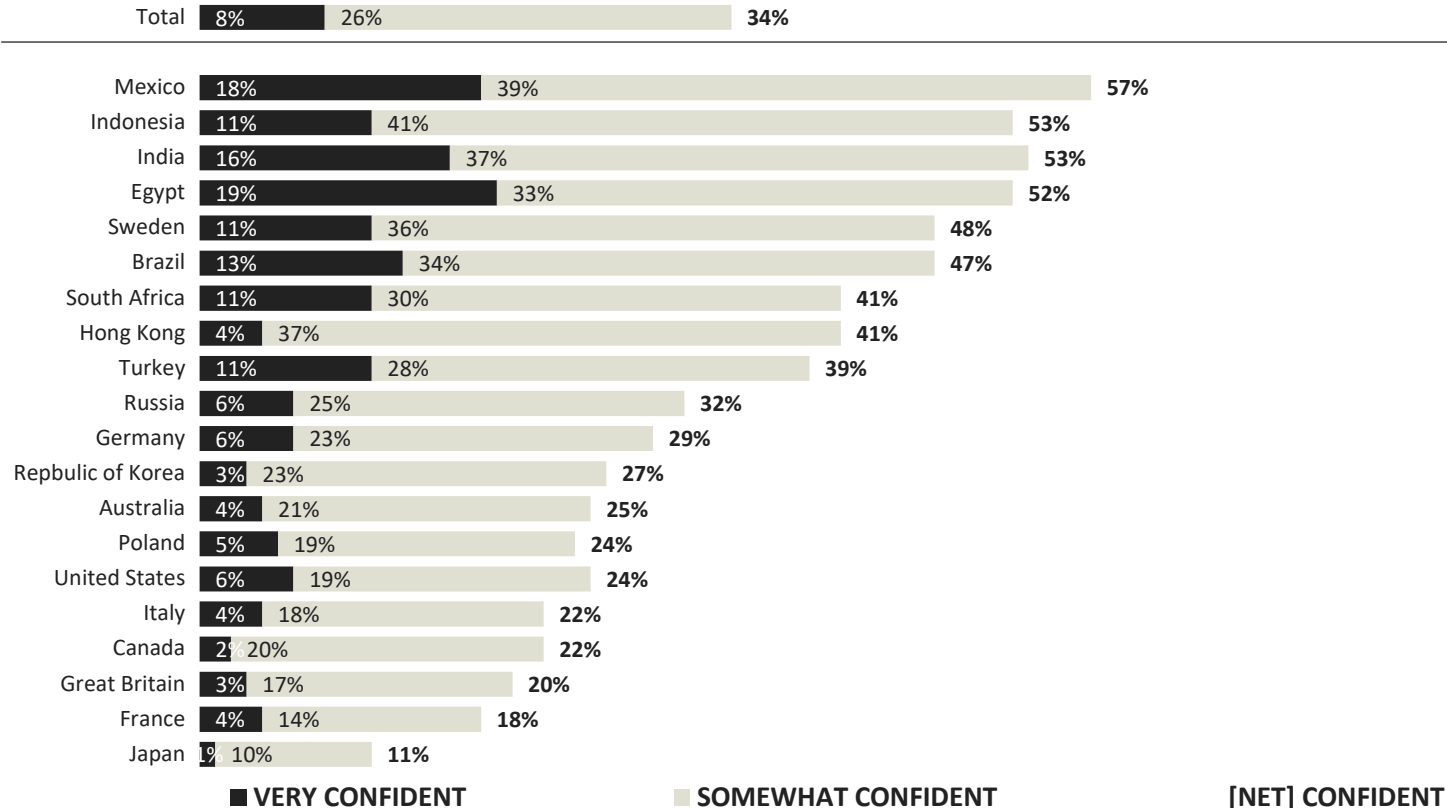
	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	9%	23%	**32%**
Mexico	24%	36%	**60%**
Egypt	17%	35%	**53%**
Indonesia	13%	39%	**52%**
India	20%	32%	**52%**
South Africa	11%	32%	**43%**
Brazil	16%	27%	**43%**
Hong Kong	3%	31%	**34%**
Russia	8%	24%	**32%**
Turkey	9%	20%	**30%**
Poland	5%	26%	**30%**
Repbulic of Korea	5%	23%	**27%**
Germany	8%	18%	**26%**
Sweden	7%	18%	**25%**
France	7%	18%	**24%**
Italy	5%	18%	**23%**
United States	5%	15%	**20%**
Canada	2%	15%	**18%**
Great Britain	4%	14%	**18%**
Australia	4%	13%	**18%**
Japan	1%	9%	**10%**

■ **VERY CONFIDENT**   ■ **SOMEWHAT CONFIDENT**   **[NET] CONFIDENT**

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.

	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	9%	23%	**32%**
LATAM	20%	32%	**52%**
Middle East/Africa	13%	29%	**42%**
BRICS	14%	29%	**42%**
APAC	8%	24%	**32%**
Europe	6%	19%	**25%**
G-8 Countries	5%	16%	**21%**
North America	4%	15%	**19%**

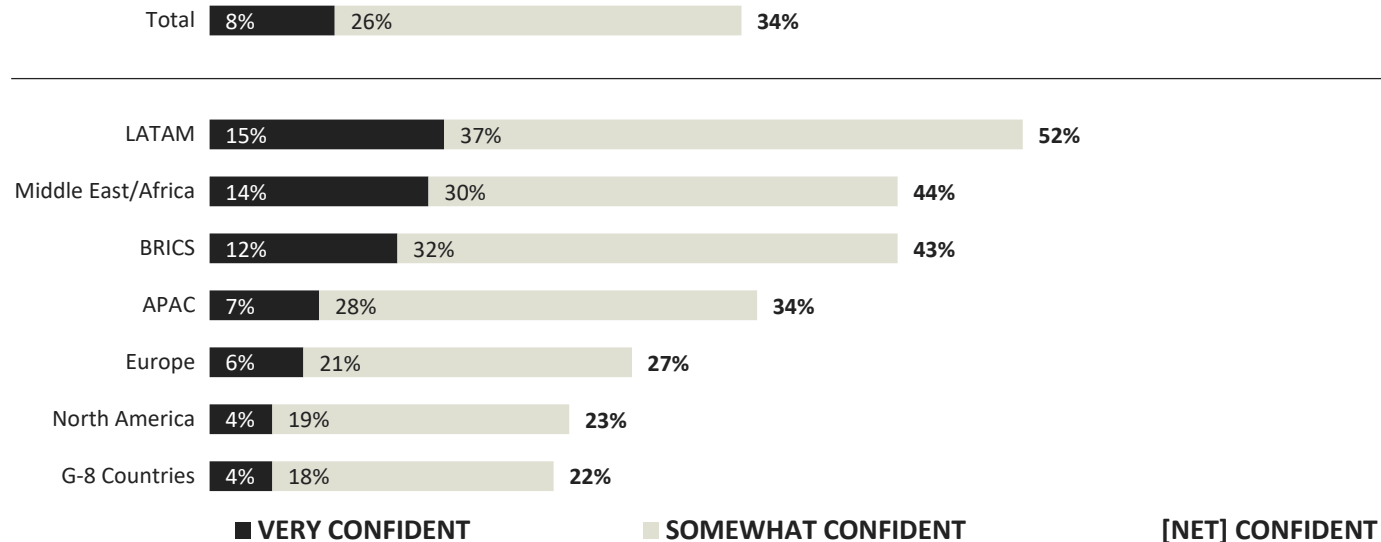■ **VERY CONFIDENT**   ■ **SOMEWHAT CONFIDENT**   **[NET] CONFIDENT**

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.

Country	Very Confident	Somewhat Confident	[NET] Confident
Total	8%	26%	34%
Mexico	18%	39%	57%
Indonesia	11%	41%	53%
India	16%	37%	53%
Egypt	19%	33%	52%
Sweden	11%	36%	48%
Brazil	13%	34%	47%
South Africa	11%	30%	41%
Hong Kong	4%	37%	41%
Turkey	11%	28%	39%
Russia	6%	25%	32%
Germany	6%	23%	29%
Repbulic of Korea	3%	23%	27%
Australia	4%	21%	25%
Poland	5%	19%	24%
United States	6%	19%	24%
Italy	4%	18%	22%
Canada	2%	20%	22%
Great Britain	3%	17%	20%
France	4%	14%	18%
Japan	1%	10%	11%

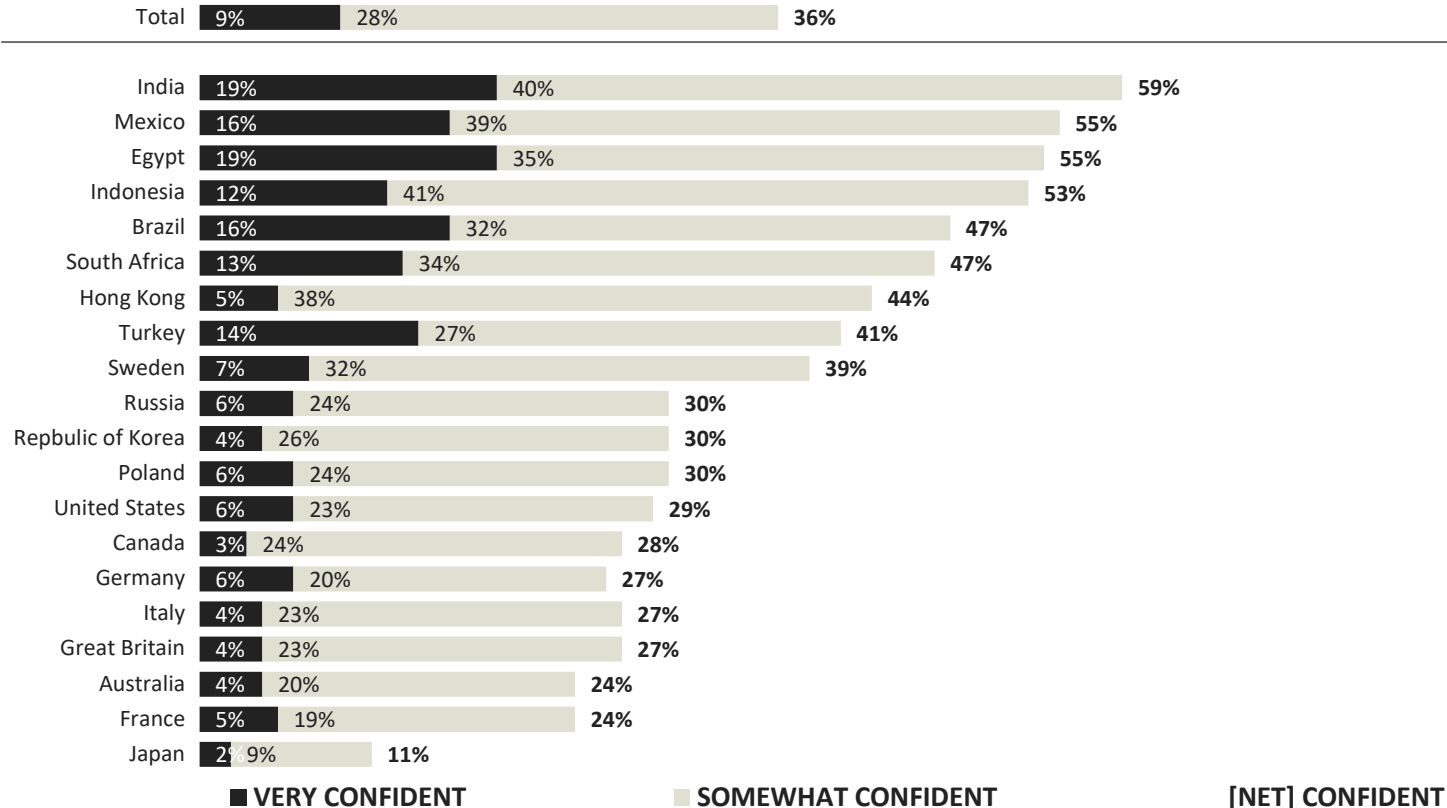■ VERY CONFIDENT   ■ SOMEWHAT CONFIDENT   [NET] CONFIDENT

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.

	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	8%	26%	34%
LATAM	15%	37%	52%
Middle East/Africa	14%	30%	44%
BRICS	12%	32%	43%
APAC	7%	28%	34%
Europe	6%	21%	27%
North America	4%	19%	23%
G-8 Countries	4%	18%	22%

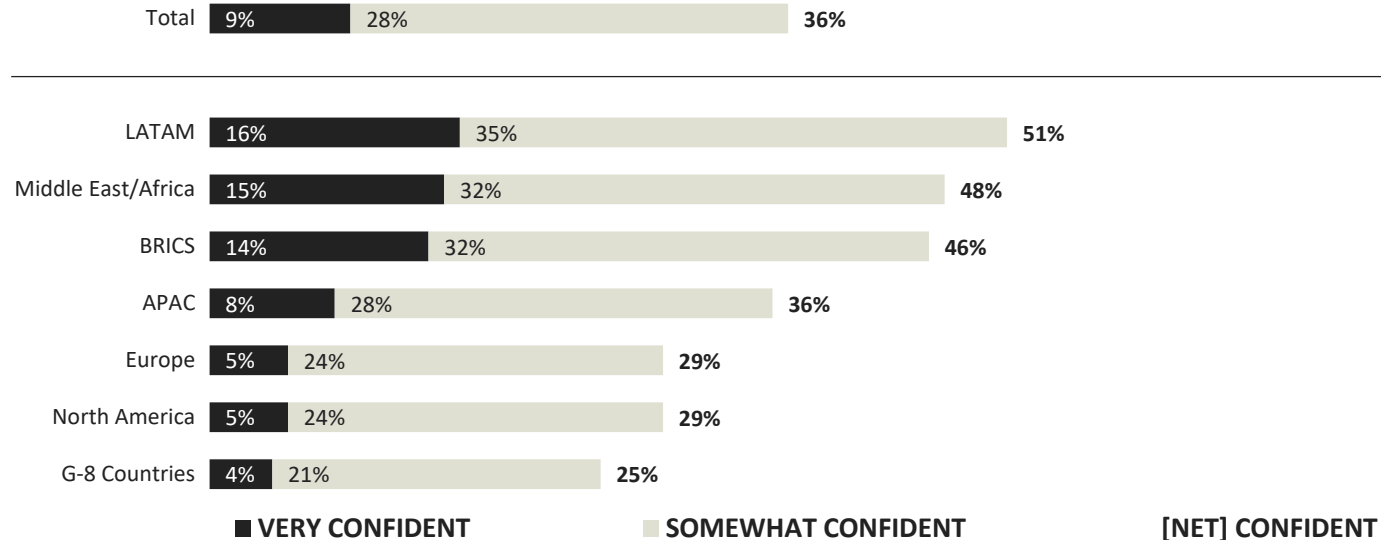■ **VERY CONFIDENT**   ▦ **SOMEWHAT CONFIDENT**   **[NET] CONFIDENT**

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.
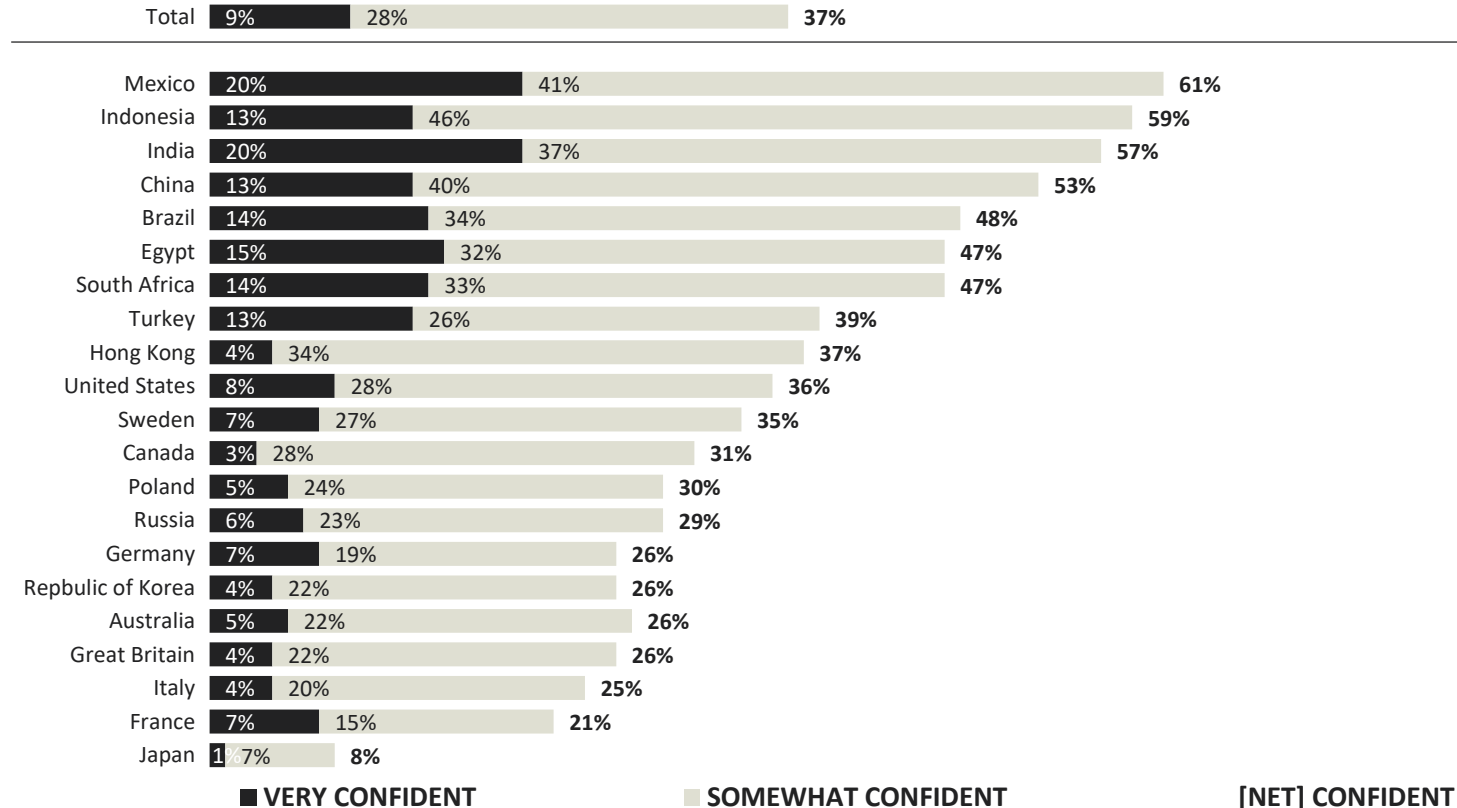
Country	Very Confident	Somewhat Confident	[NET] Confident
Total	9%	28%	**36%**
India	19%	40%	**59%**
Mexico	16%	39%	**55%**
Egypt	19%	35%	**55%**
Indonesia	12%	41%	**53%**
Brazil	16%	32%	**47%**
South Africa	13%	34%	**47%**
Hong Kong	5%	38%	**44%**
Turkey	14%	27%	**41%**
Sweden	7%	32%	**39%**
Russia	6%	24%	**30%**
Repbulic of Korea	4%	26%	**30%**
Poland	6%	24%	**30%**
United States	6%	23%	**29%**
Canada	3%	24%	**28%**
Germany	6%	20%	**27%**
Italy	4%	23%	**27%**
Great Britain	4%	23%	**27%**
Australia	4%	20%	**24%**
France	5%	19%	**24%**
Japan	2%	9%	**11%**

■ **VERY CONFIDENT** ■ **SOMEWHAT CONFIDENT** **[NET] CONFIDENT**

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.
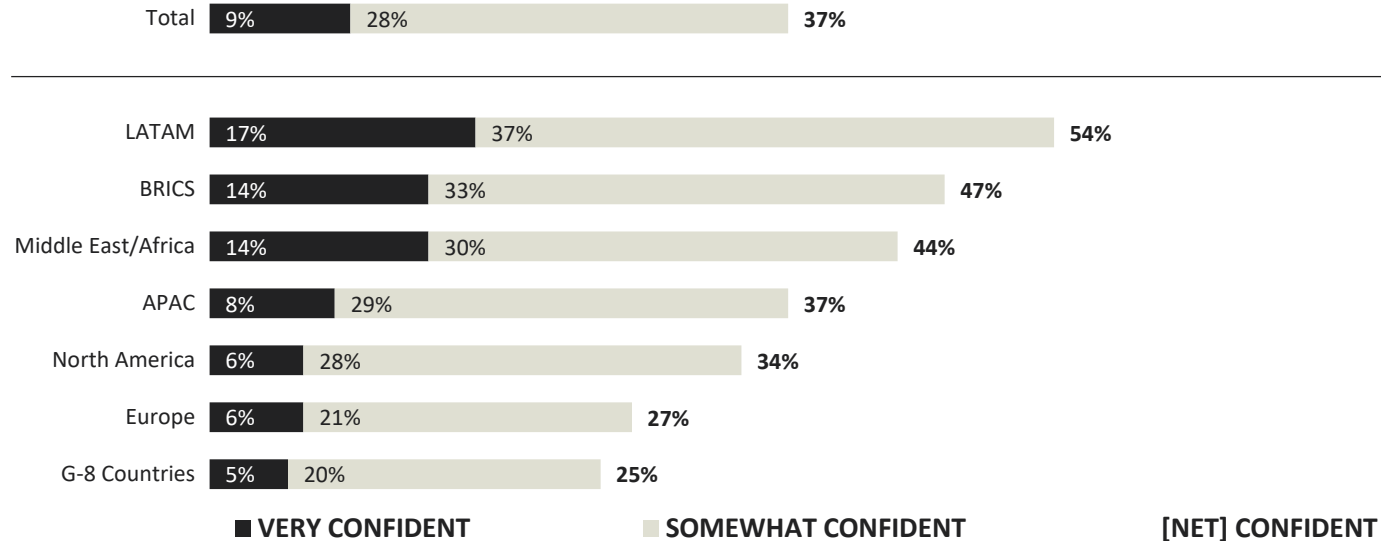
	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	9%	28%	**36%**

	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
LATAM	16%	35%	**51%**
Middle East/Africa	15%	32%	**48%**
BRICS	14%	32%	**46%**
APAC	8%	28%	**36%**
Europe	5%	24%	**29%**
North America	5%	24%	**29%**
G-8 Countries	4%	21%	**25%**

■ **VERY CONFIDENT**　　■ **SOMEWHAT CONFIDENT**　　**[NET] CONFIDENT**

Nearly four in ten (37%) are confident that job application screenings are unbiased, including majorities in Mexico (61%), Indonesia (59%), India (57%) & China (53%).
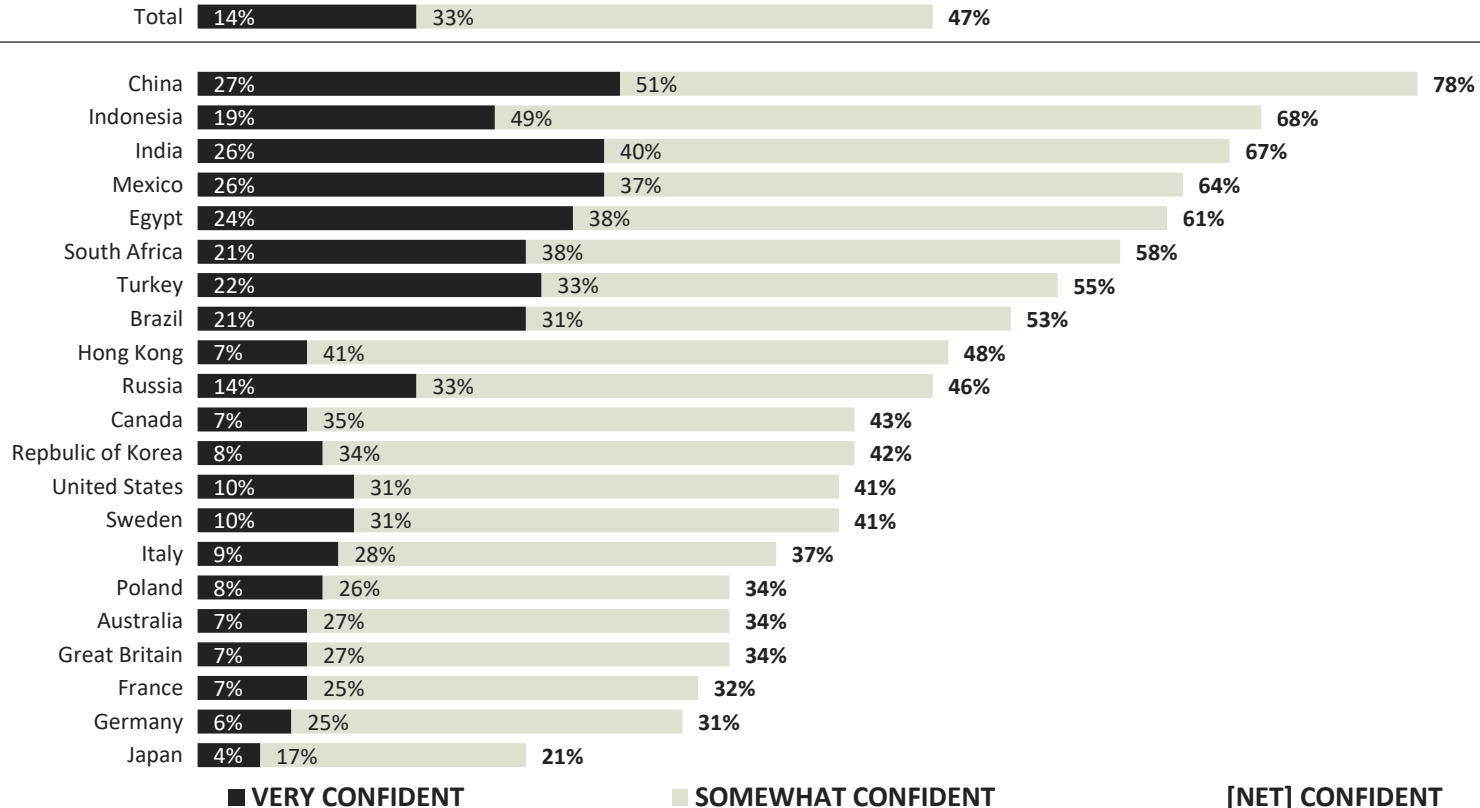
	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	9%	28%	37%
Mexico	20%	41%	61%
Indonesia	13%	46%	59%
India	20%	37%	57%
China	13%	40%	53%
Brazil	14%	34%	48%
Egypt	15%	32%	47%
South Africa	14%	33%	47%
Turkey	13%	26%	39%
Hong Kong	4%	34%	37%
United States	8%	28%	36%
Sweden	7%	27%	35%
Canada	3%	28%	31%
Poland	5%	24%	30%
Russia	6%	23%	29%
Germany	7%	19%	26%
Republic of Korea	4%	22%	26%
Australia	5%	22%	26%
Great Britain	4%	22%	26%
Italy	4%	20%	25%
France	7%	15%	21%
Japan	1%	7%	8%

■ **VERY CONFIDENT**   ■ **SOMEWHAT CONFIDENT**   **[NET] CONFIDENT**

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

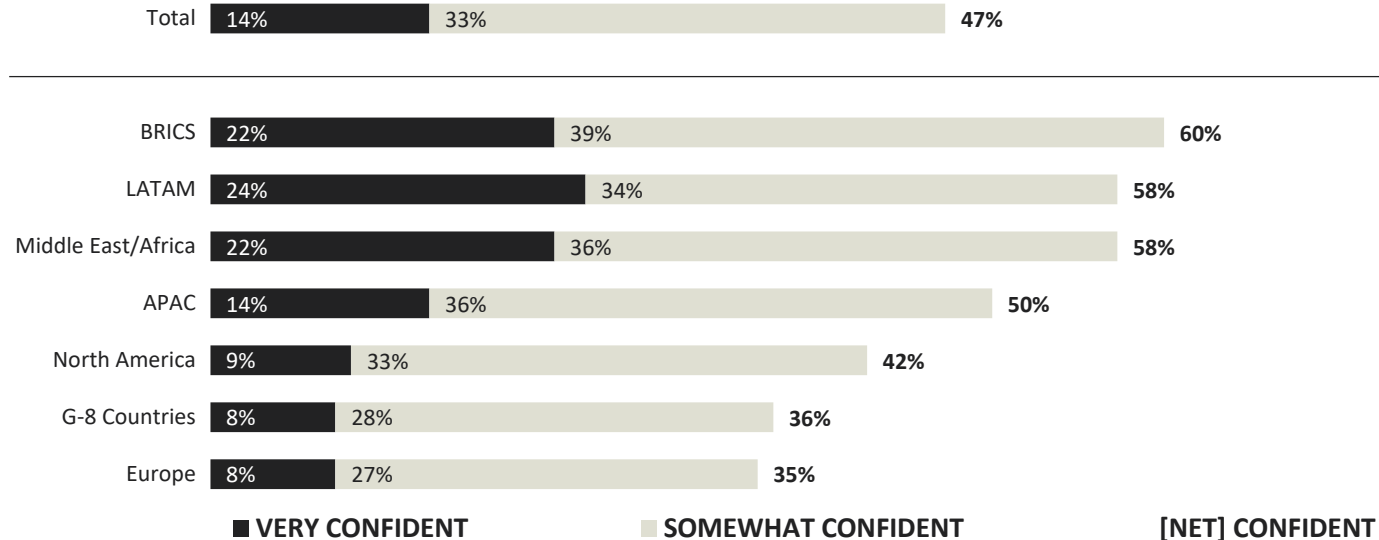|	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	9%	28%	**37%**
LATAM	17%	37%	**54%**
BRICS	14%	33%	**47%**
Middle East/Africa	14%	30%	**44%**
APAC	8%	29%	**37%**
North America	6%	28%	**34%**
Europe	6%	21%	**27%**
G-8 Countries	5%	20%	**25%**

■ **VERY CONFIDENT**   **SOMEWHAT CONFIDENT**   **[NET] CONFIDENT**

When it comes to algorithms, a plurality (47%) express confidence in facial recognition systems, including a global-leading three in four (78%) in China.
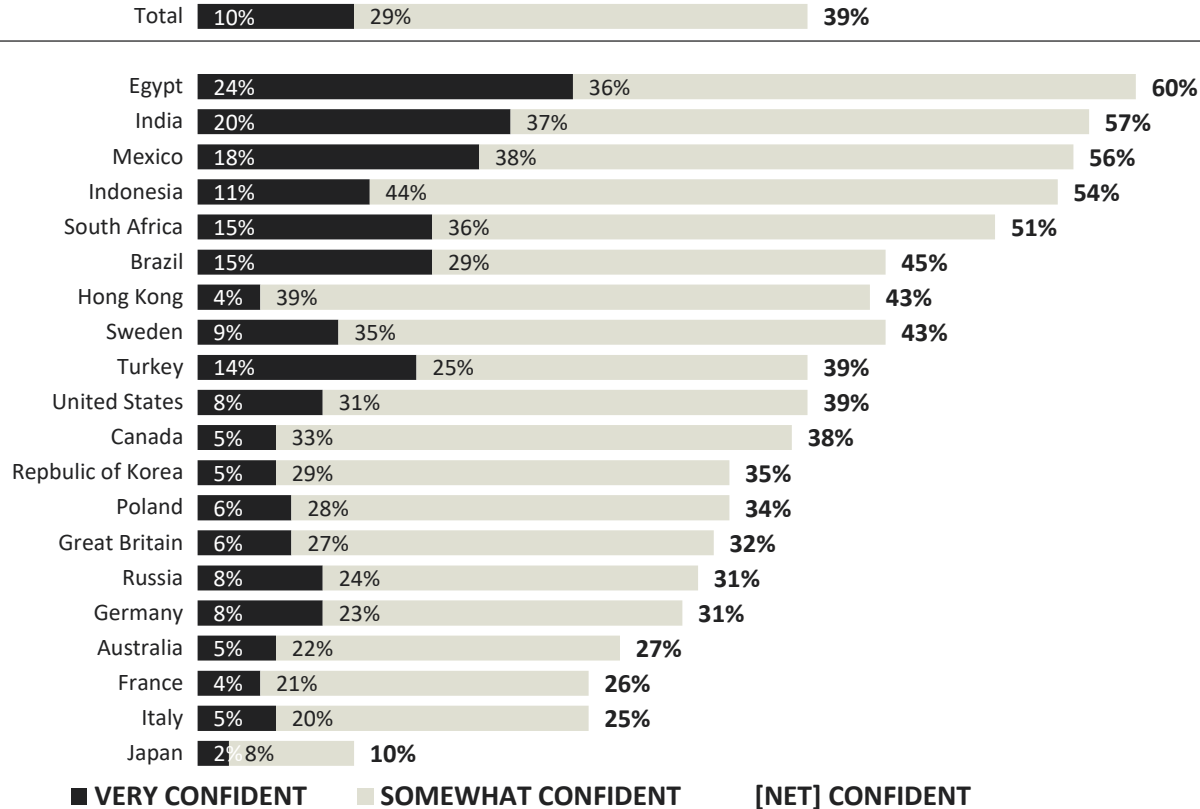
	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	14%	33%	47%
China	27%	51%	78%
Indonesia	19%	49%	68%
India	26%	40%	67%
Mexico	26%	37%	64%
Egypt	24%	38%	61%
South Africa	21%	38%	58%
Turkey	22%	33%	55%
Brazil	21%	31%	53%
Hong Kong	7%	41%	48%
Russia	14%	33%	46%
Canada	7%	35%	43%
Repbulic of Korea	8%	34%	42%
United States	10%	31%	41%
Sweden	10%	31%	41%
Italy	9%	28%	37%
Poland	8%	26%	34%
Australia	7%	27%	34%
Great Britain	7%	27%	34%
France	7%	25%	32%
Germany	6%	25%	31%
Japan	4%	17%	21%

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.
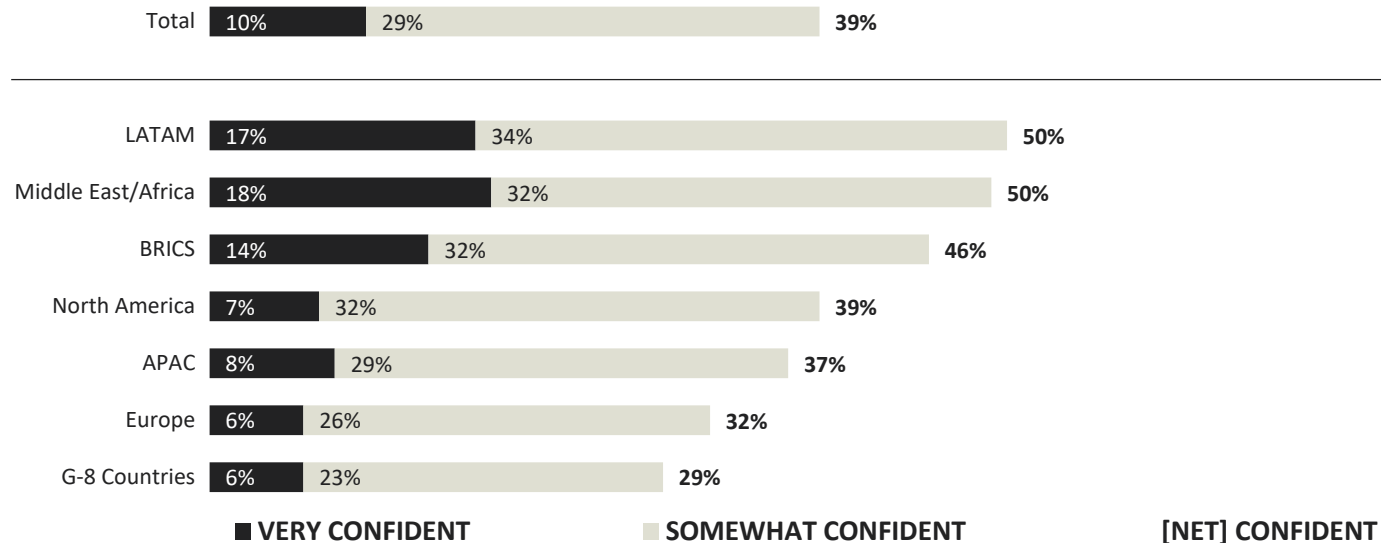
	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	14%	33%	47%
BRICS	22%	39%	60%
LATAM	24%	34%	58%
Middle East/Africa	22%	36%	58%
APAC	14%	36%	50%
North America	9%	33%	42%
G-8 Countries	8%	28%	36%
Europe	8%	27%	35%

■ VERY CONFIDENT   SOMEWHAT CONFIDENT   [NET] CONFIDENT

CREDIT SCORE CALCULATIONS

Overall, four in ten (39%) global citizens have at least some confidence in the unbiasedness of credit score calculation algorithms.
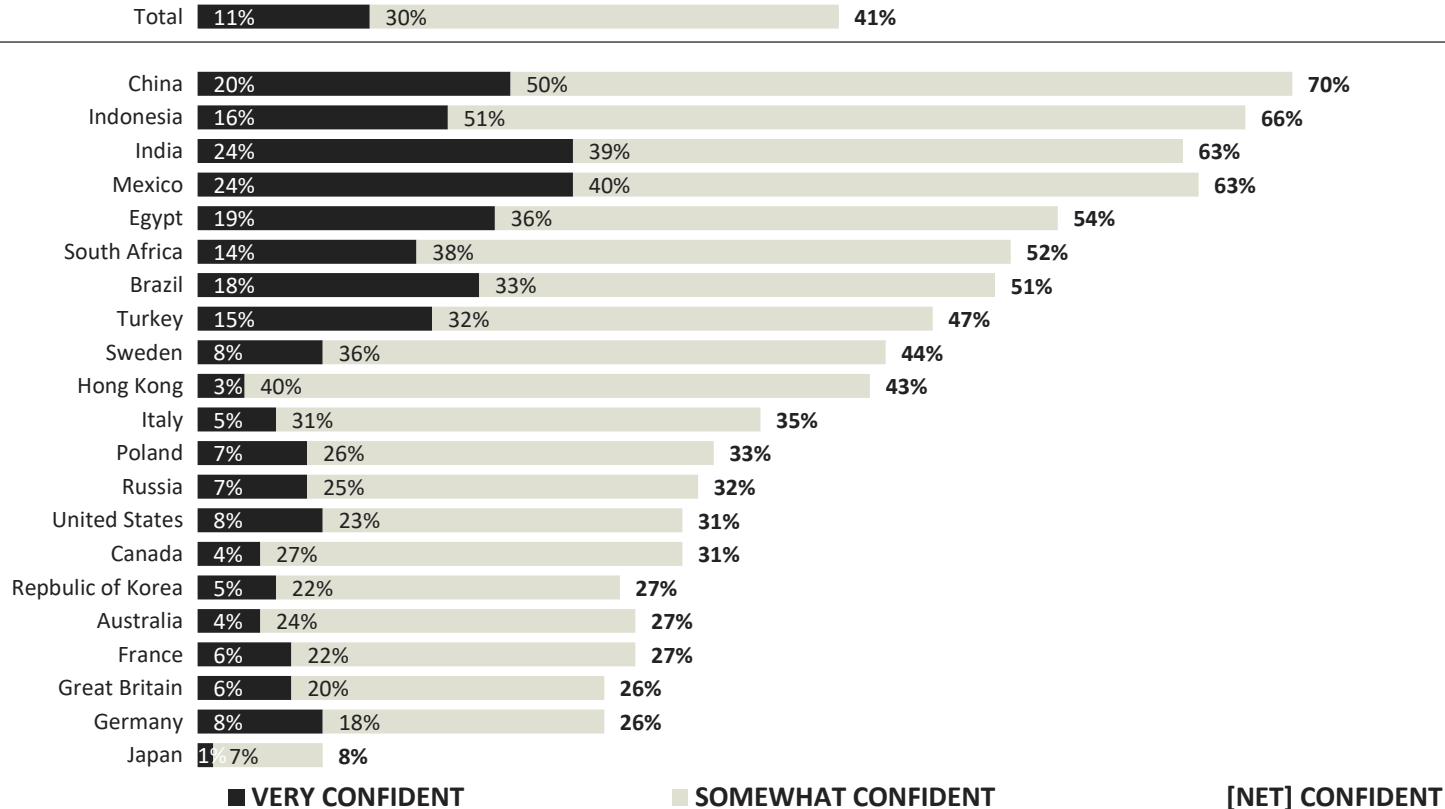
	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	10%	29%	**39%**
Egypt	24%	36%	**60%**
India	20%	37%	**57%**
Mexico	18%	38%	**56%**
Indonesia	11%	44%	**54%**
South Africa	15%	36%	**51%**
Brazil	15%	29%	**45%**
Hong Kong	4%	39%	**43%**
Sweden	9%	35%	**43%**
Turkey	14%	25%	**39%**
United States	8%	31%	**39%**
Canada	5%	33%	**38%**
Repbulic of Korea	5%	29%	**35%**
Poland	6%	28%	**34%**
Great Britain	6%	27%	**32%**
Russia	8%	24%	**31%**
Germany	8%	23%	**31%**
Australia	5%	22%	**27%**
France	4%	21%	**26%**
Italy	5%	20%	**25%**
Japan	2%	8%	**10%**

■ VERY CONFIDENT   ■ SOMEWHAT CONFIDENT   [NET] CONFIDENT

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

	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	10%	29%	**39%**
LATAM	17%	34%	**50%**
Middle East/Africa	18%	32%	**50%**
BRICS	14%	32%	**46%**
North America	7%	32%	**39%**
APAC	8%	29%	**37%**
Europe	6%	26%	**32%**
G-8 Countries	6%	23%	**29%**

■ **VERY CONFIDENT** **SOMEWHAT CONFIDENT** **[NET] CONFIDENT**

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.
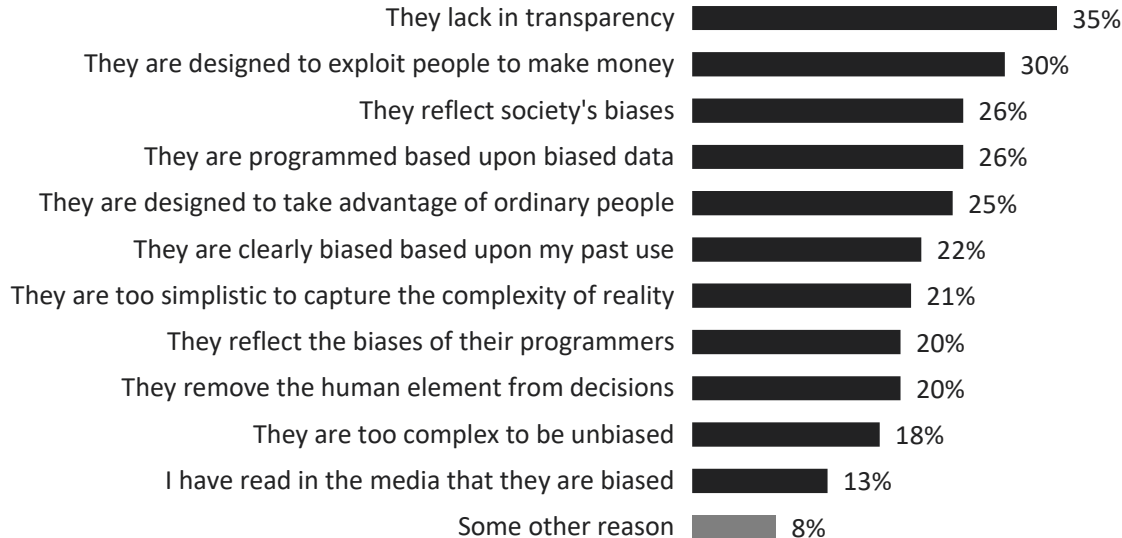
	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	11%	30%	41%
China	20%	50%	70%
Indonesia	16%	51%	66%
India	24%	39%	63%
Mexico	24%	40%	63%
Egypt	19%	36%	54%
South Africa	14%	38%	52%
Brazil	18%	33%	51%
Turkey	15%	32%	47%
Sweden	8%	36%	44%
Hong Kong	3%	40%	43%
Italy	5%	31%	35%
Poland	7%	26%	33%
Russia	7%	25%	32%
United States	8%	23%	31%
Canada	4%	27%	31%
Repbulic of Korea	5%	22%	27%
Australia	4%	24%	27%
France	6%	22%	27%
Great Britain	6%	20%	26%
Germany	8%	18%	26%
Japan	1%	7%	8%

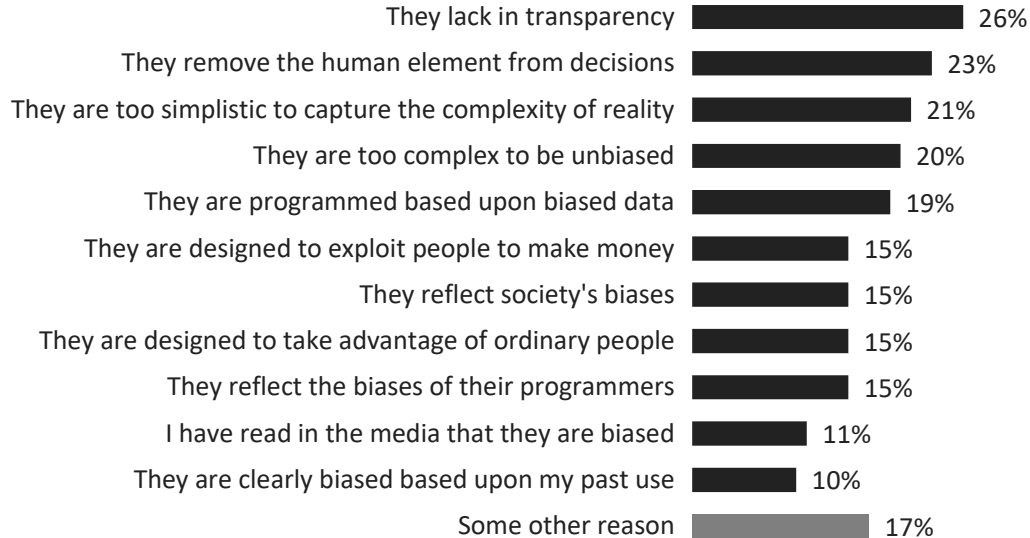■ **VERY CONFIDENT**   ■ **SOMEWHAT CONFIDENT**   **[NET] CONFIDENT**

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

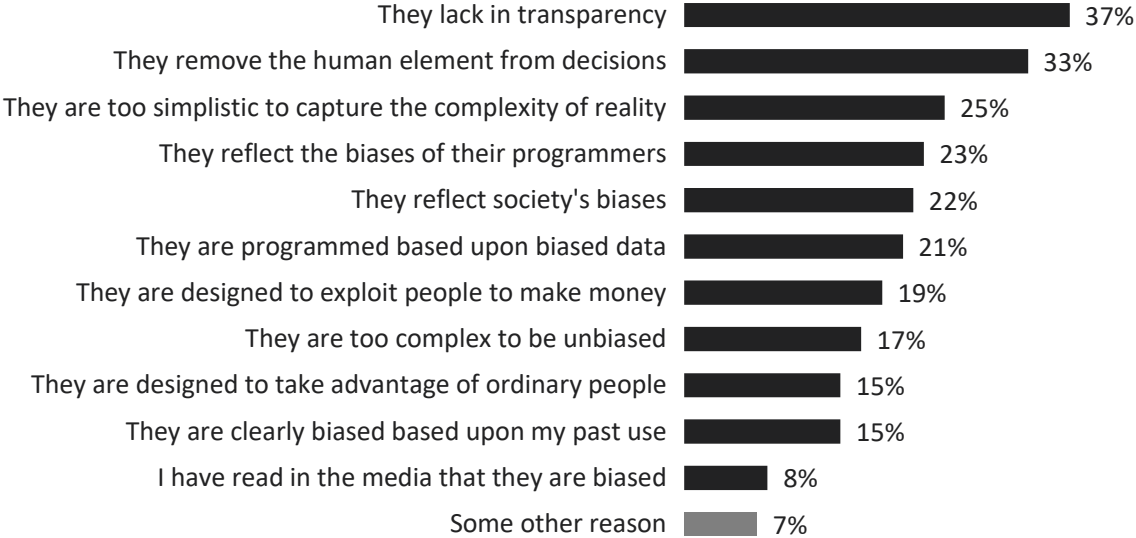|	VERY CONFIDENT	SOMEWHAT CONFIDENT	[NET] CONFIDENT
Total	11%	30%	41%
LATAM	21%	36%	57%
BRICS	17%	37%	54%
Middle East/Africa	16%	35%	51%
APAC	10%	32%	42%
Europe	7%	26%	32%
North America	6%	25%	31%
G-8 Countries	6%	22%	27%

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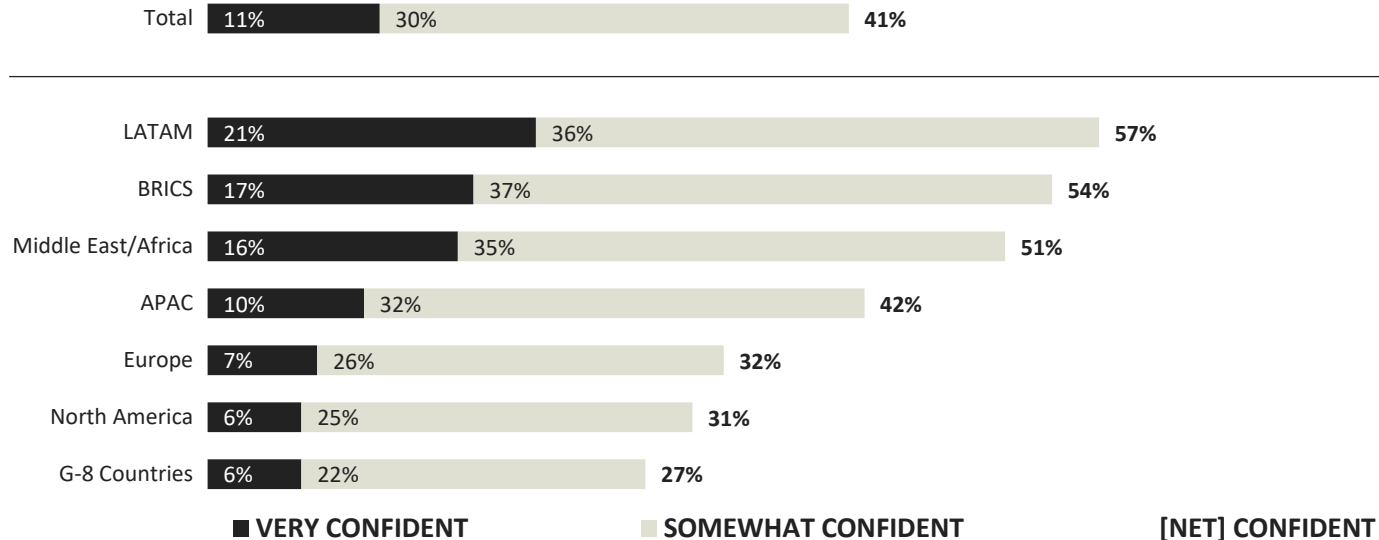
Among those who **lack confidence** in the unbiasedness of **social media news feed algorithms**, one-third (35%) indicate that it is because the algorithms lack transparency. Three in ten (30%) perceive the algorithms as being exploitative, by design. Between one in five & one in four cite most other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

Reason	%
They lack in transparency	35%
They are designed to exploit people to make money	30%
They reflect society's biases	26%
They are programmed based upon biased data	26%
They are designed to take advantage of ordinary people	25%
They are clearly biased based upon my past use	22%
They are too simplistic to capture the complexity of reality	21%
They reflect the biases of their programmers	20%
They remove the human element from decisions	20%
They are too complex to be unbiased	18%
I have read in the media that they are biased	13%
Some other reason	8%

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%).

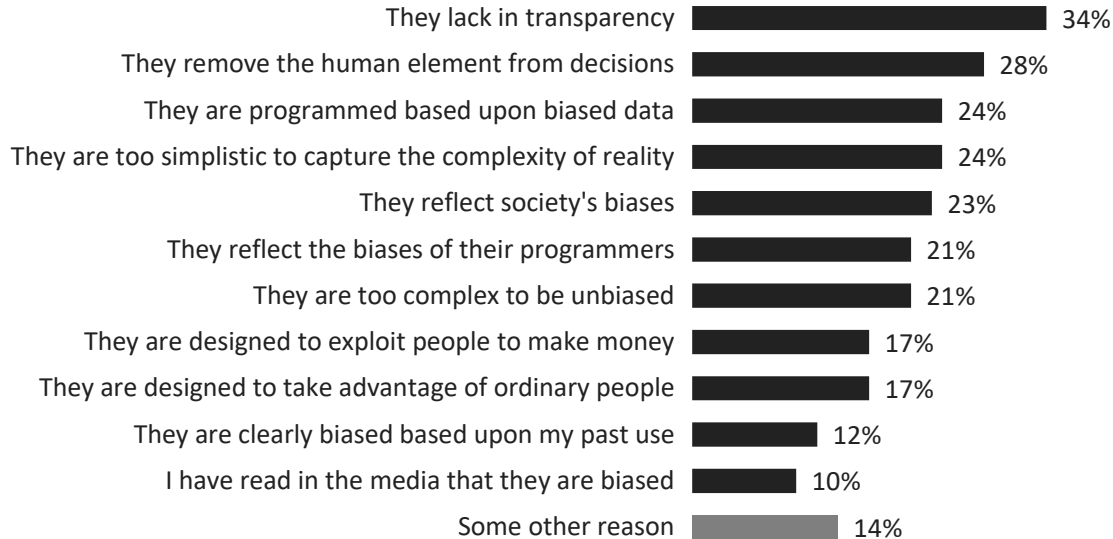|	
They lack in transparency	26%
They remove the human element from decisions	23%
They are too simplistic to capture the complexity of reality	21%
They are too complex to be unbiased	20%
They are programmed based upon biased data	19%
They are designed to exploit people to make money	15%
They reflect society's biases	15%
They are designed to take advantage of ordinary people	15%
They reflect the biases of their programmers	15%
I have read in the media that they are biased	11%
They are clearly biased based upon my past use	10%
Some other reason	17%

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.**
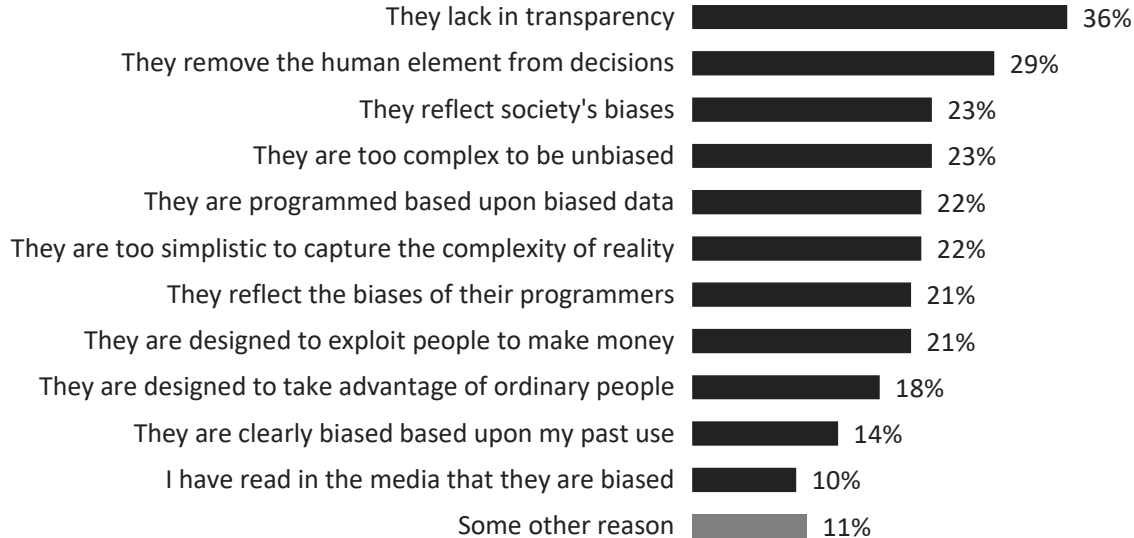
They lack in transparency	37%
They remove the human element from decisions	33%
They are too simplistic to capture the complexity of reality	25%
They reflect the biases of their programmers	23%
They reflect society's biases	22%
They are programmed based upon biased data	21%
They are designed to exploit people to make money	19%
They are too complex to be unbiased	17%
They are designed to take advantage of ordinary people	15%
They are clearly biased based upon my past use	15%
I have read in the media that they are biased	8%
Some other reason	7%

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.

They lack in transparency	30%
They are designed to exploit people to make money	29%
They are clearly biased based upon my past use	24%
They are programmed based upon biased data	23%
They reflect the biases of their programmers	20%
They are designed to take advantage of ordinary people	20%
They remove the human element from decisions	19%
They are too complex to be unbiased	19%
They are too simplistic to capture the complexity of reality	18%
They reflect society's biases	18%
I have read in the media that they are biased	12%
Some other reason	11%

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%).
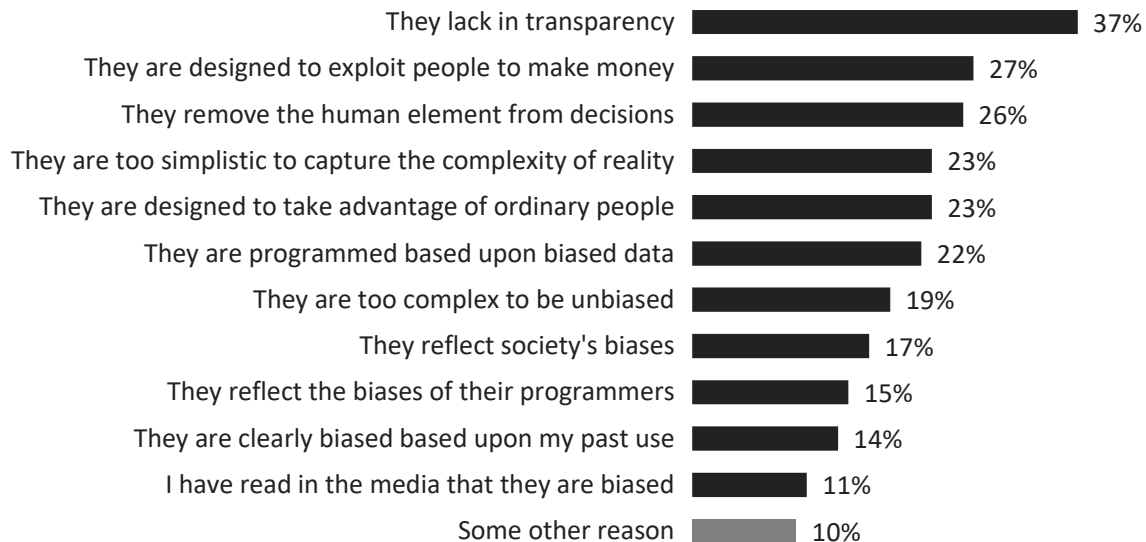
They lack in transparency	34%
They remove the human element from decisions	28%
They are programmed based upon biased data	24%
They are too simplistic to capture the complexity of reality	24%
They reflect society's biases	23%
They reflect the biases of their programmers	21%
They are too complex to be unbiased	21%
They are designed to exploit people to make money	17%
They are designed to take advantage of ordinary people	17%
They are clearly biased based upon my past use	12%
I have read in the media that they are biased	10%
Some other reason	14%

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.
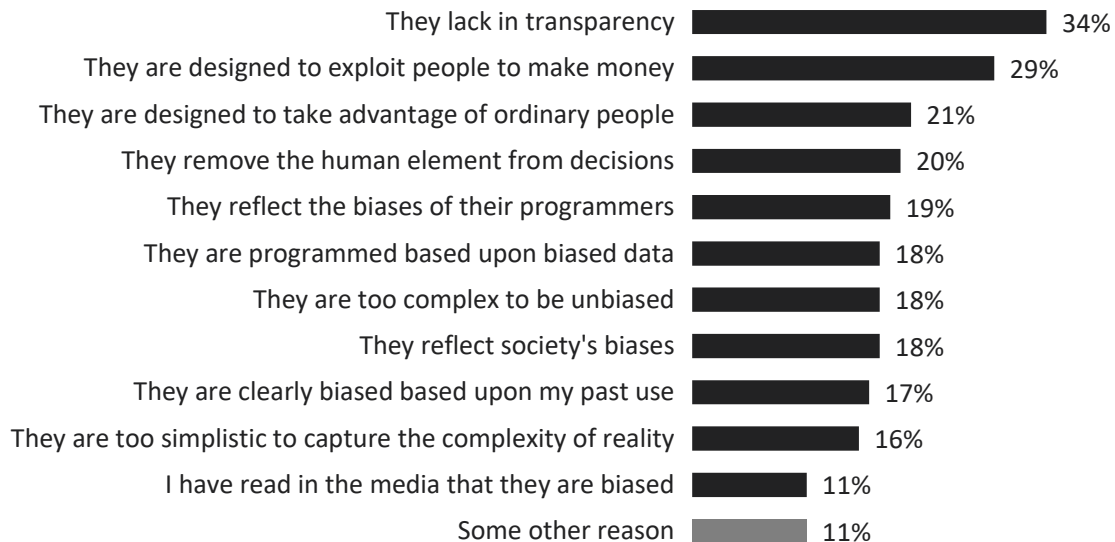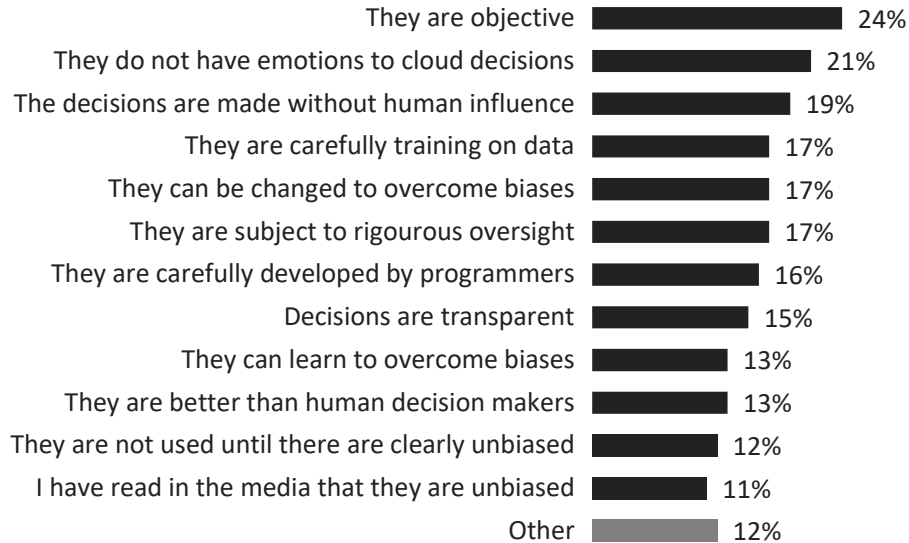

They lack in transparency — 36%
They remove the human element from decisions — 29%
They reflect society's biases — 23%
They are too complex to be unbiased — 23%
They are programmed based upon biased data — 22%
They are too simplistic to capture the complexity of reality — 22%
They reflect the biases of their programmers — 21%
They are designed to exploit people to make money — 21%
They are designed to take advantage of ordinary people — 18%
They are clearly biased based upon my past use — 14%
I have read in the media that they are biased — 10%
Some other reason — 11%

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%).
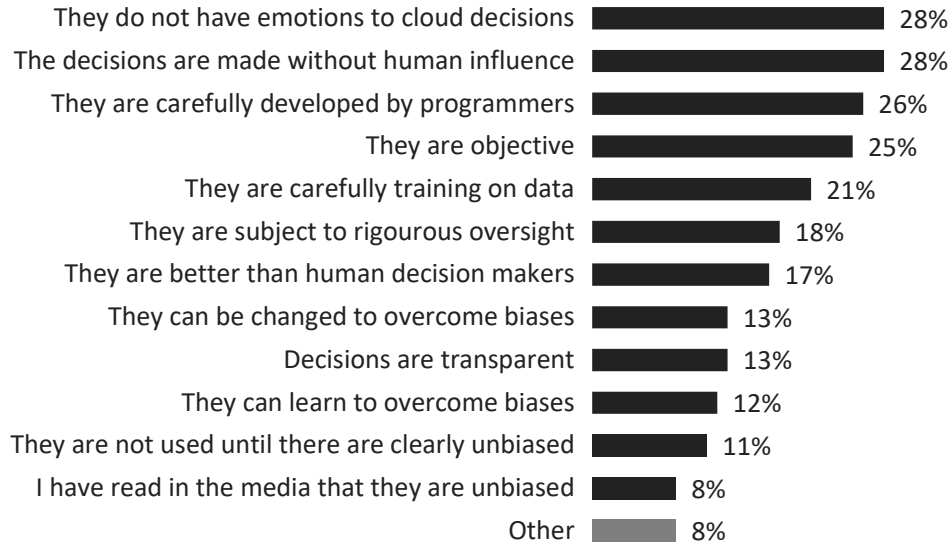
Reason	Percentage
They lack in transparency	37%
They are designed to exploit people to make money	27%
They remove the human element from decisions	26%
They are too simplistic to capture the complexity of reality	23%
They are designed to take advantage of ordinary people	23%
They are programmed based upon biased data	22%
They are too complex to be unbiased	19%
They reflect society's biases	17%
They reflect the biases of their programmers	15%
They are clearly biased based upon my past use	14%
I have read in the media that they are biased	11%
Some other reason	10%

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.
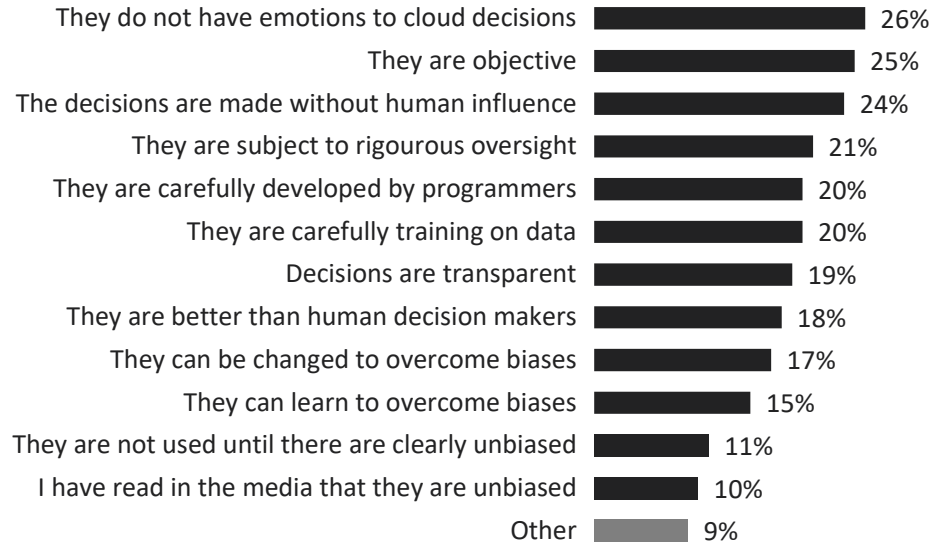
Reason	Percentage
They lack in transparency	34%
They are designed to exploit people to make money	29%
They are designed to take advantage of ordinary people	21%
They remove the human element from decisions	20%
They reflect the biases of their programmers	19%
They are programmed based upon biased data	18%
They are too complex to be unbiased	18%
They reflect society's biases	18%
They are clearly biased based upon my past use	17%
They are too simplistic to capture the complexity of reality	16%
I have read in the media that they are biased	11%
Some other reason	11%

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%).
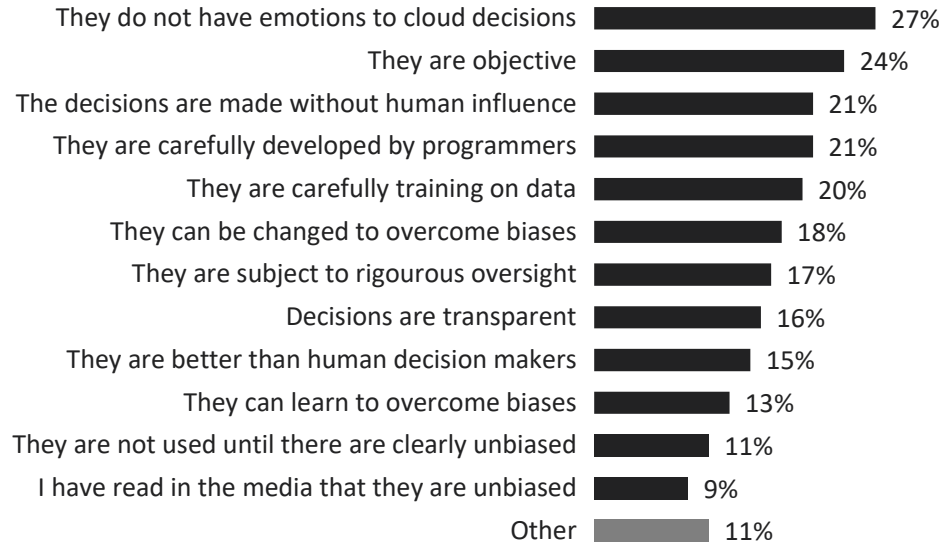
They are objective	24%
They do not have emotions to cloud decisions	21%
The decisions are made without human influence	19%
They are carefully training on data	17%
They can be changed to overcome biases	17%
They are subject to rigourous oversight	17%
They are carefully developed by programmers	16%
Decisions are transparent	15%
They can learn to overcome biases	13%
They are better than human decision makers	13%
They are not used until there are clearly unbiased	12%
I have read in the media that they are unbiased	11%
Other	12%

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%).
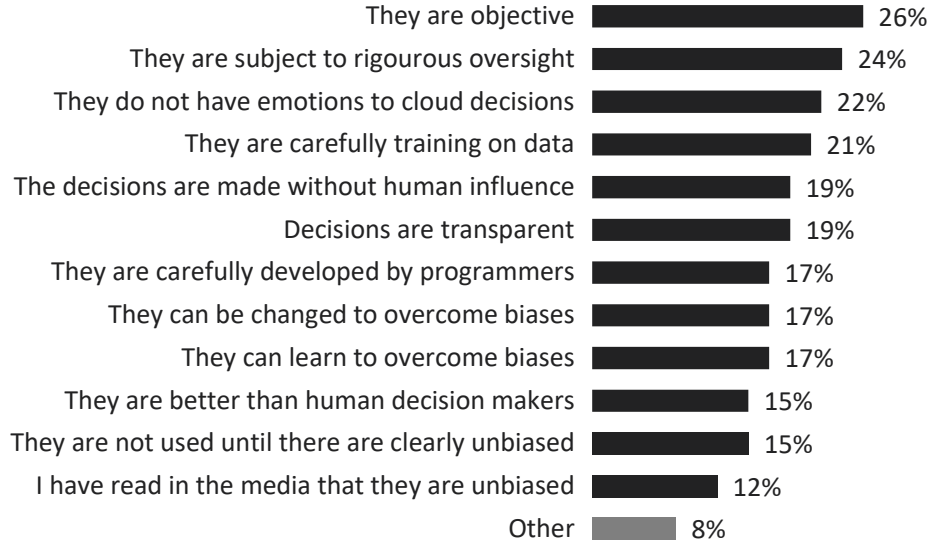
They do not have emotions to cloud decisions	28%
The decisions are made without human influence	28%
They are carefully developed by programmers	26%
They are objective	25%
They are carefully training on data	21%
They are subject to rigourous oversight	18%
They are better than human decision makers	17%
They can be changed to overcome biases	13%
Decisions are transparent	13%
They can learn to overcome biases	12%
They are not used until there are clearly unbiased	11%
I have read in the media that they are unbiased	8%
Other	8%

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%).
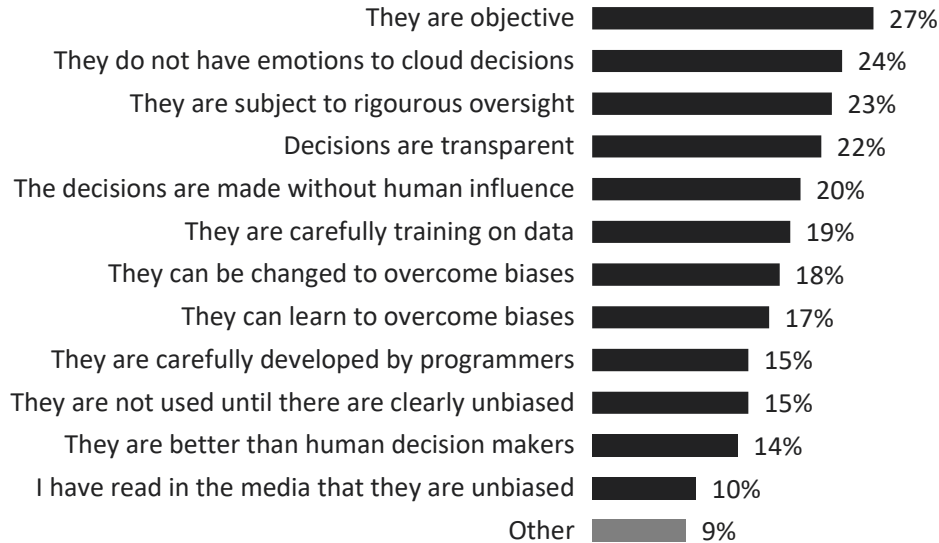
Reason	Percentage
They do not have emotions to cloud decisions	26%
They are objective	25%
The decisions are made without human influence	24%
They are subject to rigourous oversight	21%
They are carefully developed by programmers	20%
They are carefully training on data	20%
Decisions are transparent	19%
They are better than human decision makers	18%
They can be changed to overcome biases	17%
They can learn to overcome biases	15%
They are not used until there are clearly unbiased	11%
I have read in the media that they are unbiased	10%
Other	9%

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**.

They do not have emotions to cloud decisions	27%
They are objective	24%
The decisions are made without human influence	21%
They are carefully developed by programmers	21%
They are carefully training on data	20%
They can be changed to overcome biases	18%
They are subject to rigourous oversight	17%
Decisions are transparent	16%
They are better than human decision makers	15%
They can learn to overcome biases	13%
They are not used until there are clearly unbiased	11%
I have read in the media that they are unbiased	9%
Other	11%

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

Response	Percentage
They are objective	26%
They are subject to rigourous oversight	24%
They do not have emotions to cloud decisions	22%
They are carefully training on data	21%
The decisions are made without human influence	19%
Decisions are transparent	19%
They are carefully developed by programmers	17%
They can be changed to overcome biases	17%
They can learn to overcome biases	17%
They are better than human decision makers	15%
They are not used until there are clearly unbiased	15%
I have read in the media that they are unbiased	12%
Other	8%

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.

Reason	%
They are objective	27%
They do not have emotions to cloud decisions	24%
They are subject to rigourous oversight	23%
Decisions are transparent	22%
The decisions are made without human influence	20%
They are carefully training on data	19%
They can be changed to overcome biases	18%
They can learn to overcome biases	17%
They are carefully developed by programmers	15%
They are not used until there are clearly unbiased	15%
They are better than human decision makers	14%
I have read in the media that they are unbiased	10%
Other	9%

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**.

Reason	Percentage
They are objective	28%
They do not have emotions to cloud decisions	27%
The decisions are made without human influence	24%
They are carefully training on data	24%
They are subject to rigourous oversight	22%
They are carefully developed by programmers	22%
Decisions are transparent	19%
They are better than human decision makers	17%
They can be changed to overcome biases	14%
They can learn to overcome biases	12%
They are not used until there are clearly unbiased	10%
I have read in the media that they are unbiased	9%
Other	8%

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.

Reason	Percentage
They are objective	24%
They are carefully training on data	23%
They are subject to rigourous oversight	23%
They do not have emotions to cloud decisions	21%
They are carefully developed by programmers	21%
Decisions are transparent	20%
The decisions are made without human influence	19%
They can be changed to overcome biases	18%
They can learn to overcome biases	15%
They are better than human decision makers	14%
They are not used until there are clearly unbiased	13%
I have read in the media that they are unbiased	10%
Other	10%

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GAME CHANGERS

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