Ipsos Public Affairs

Fake news, filter bubbles, post-truth and trust

A study across 27 countries

GAME CHANGERS

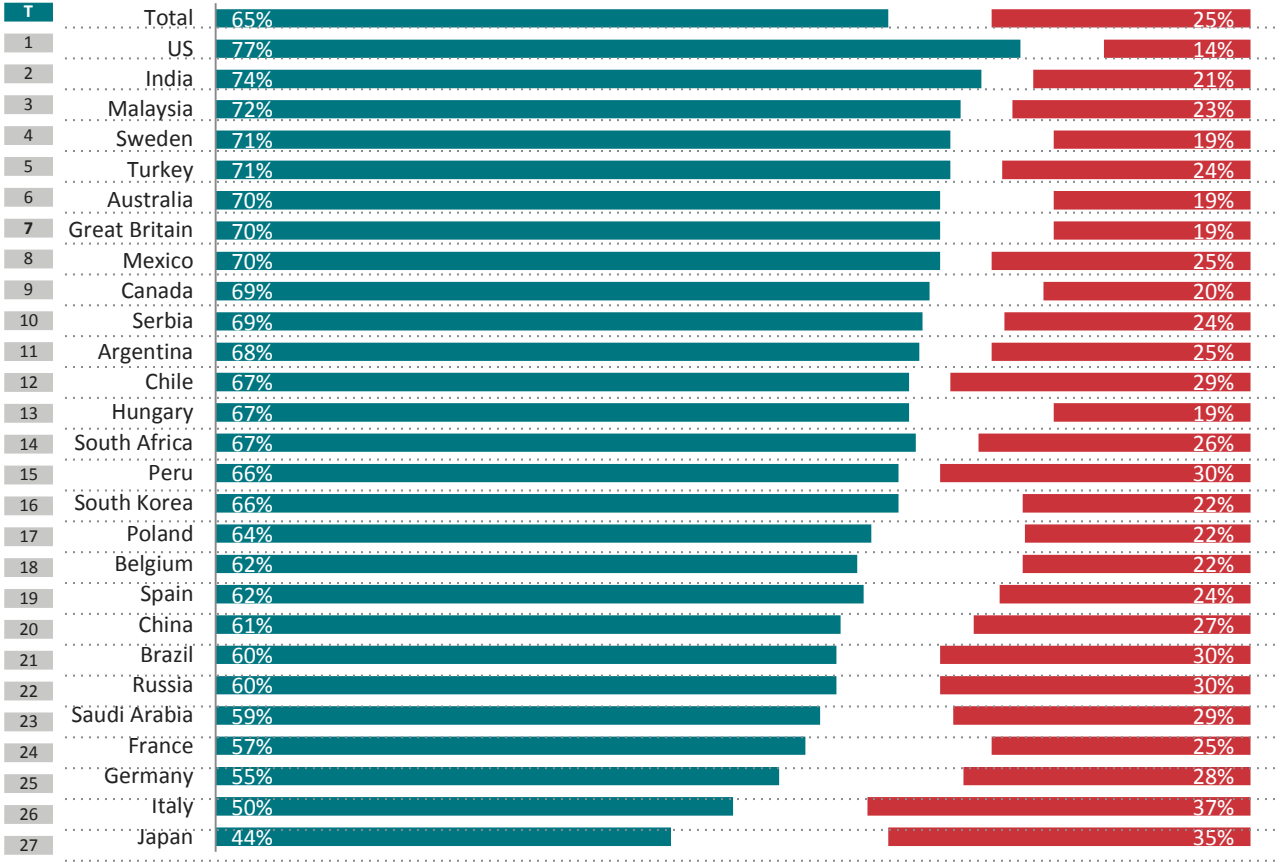
FAKE NEWS, POST-TRUTH AND FILTER BUBBLES

Fake news, post-truth and filter bubbles are other people's problems, not ours…

- 65% think that other people live in a bubble on the internet, mostly looking for opinions they already agree with – BUT only 34% say *they* live in their own bubble
- 63% are confident they can identify fake news - BUT only 41% think average person can
- 58% think they're better than average at spotting fake news, only 28% think they're not
- 60% think other people don't care about facts any more, they just believe what they want
- 59% think they have a better understanding of social realities like crime rates than the average person, only 29% think they don't

Ipsos MORI
Social Research Institute

The average person in [COUNTRY] lives in their own ‘bubble’ on the internet, mostly connecting with people like themselves and looking for opinions they already agree with.



KEY:
Agree
Disagree

Base: 13,500 adults across 27 countries (500 GB)

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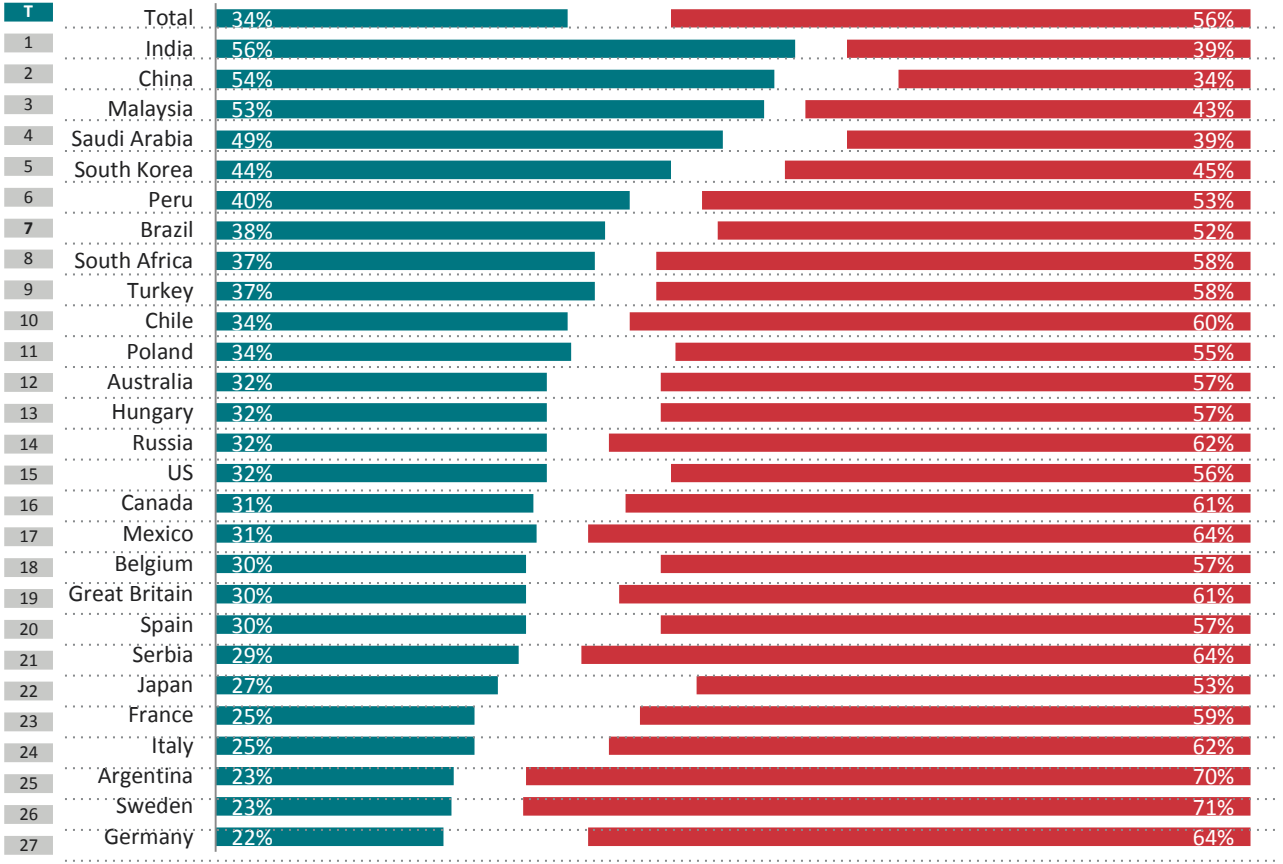
I live in my own bubble on the internet, mostly connecting with people like myself and looking for opinions I already agree with.



KEY:
Agree
Disagree

Base: 13,500 adults across 27 countries (500 GB)

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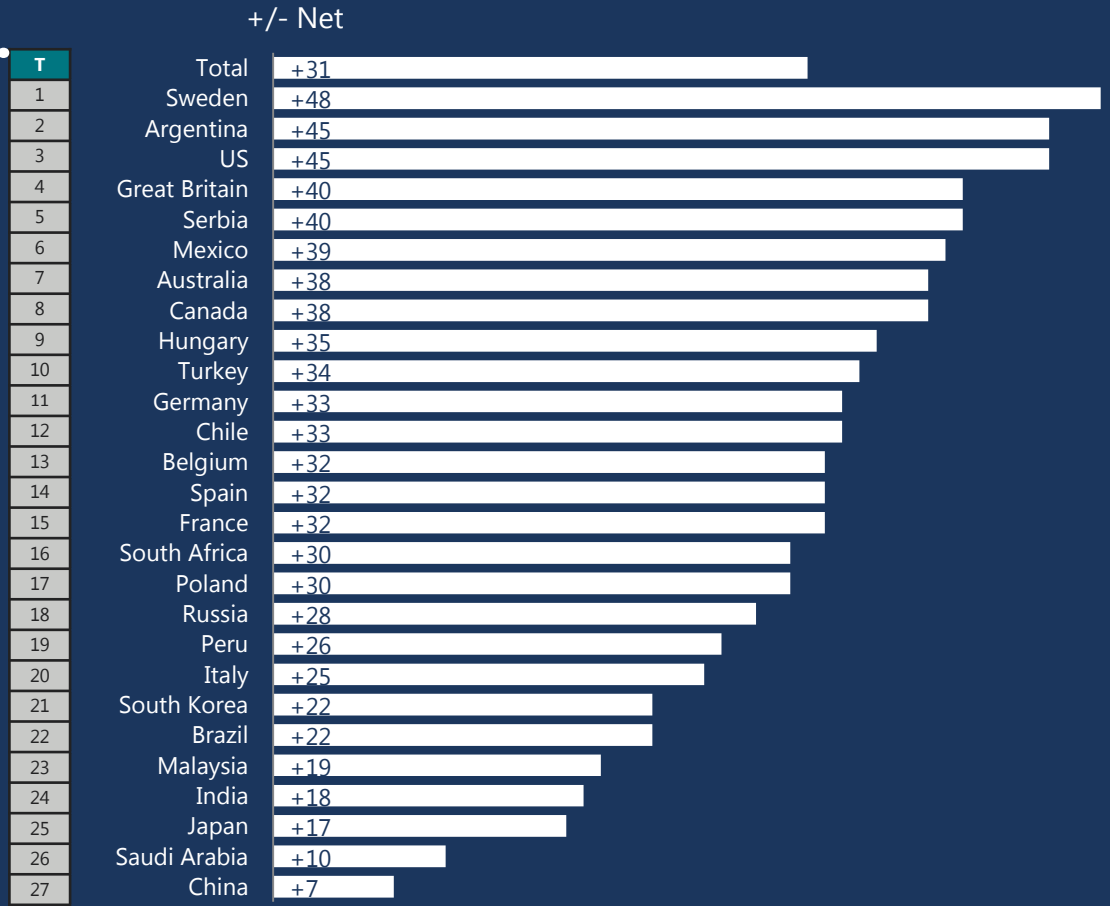
We're much more likely to think others live in filter bubble than admit we do…

This chart compares what people say for others and what they say for themselves on how much they live in a bubble, from previous two slides…

…and shows how many more people think that others live in an internet bubble than admit that for themselves



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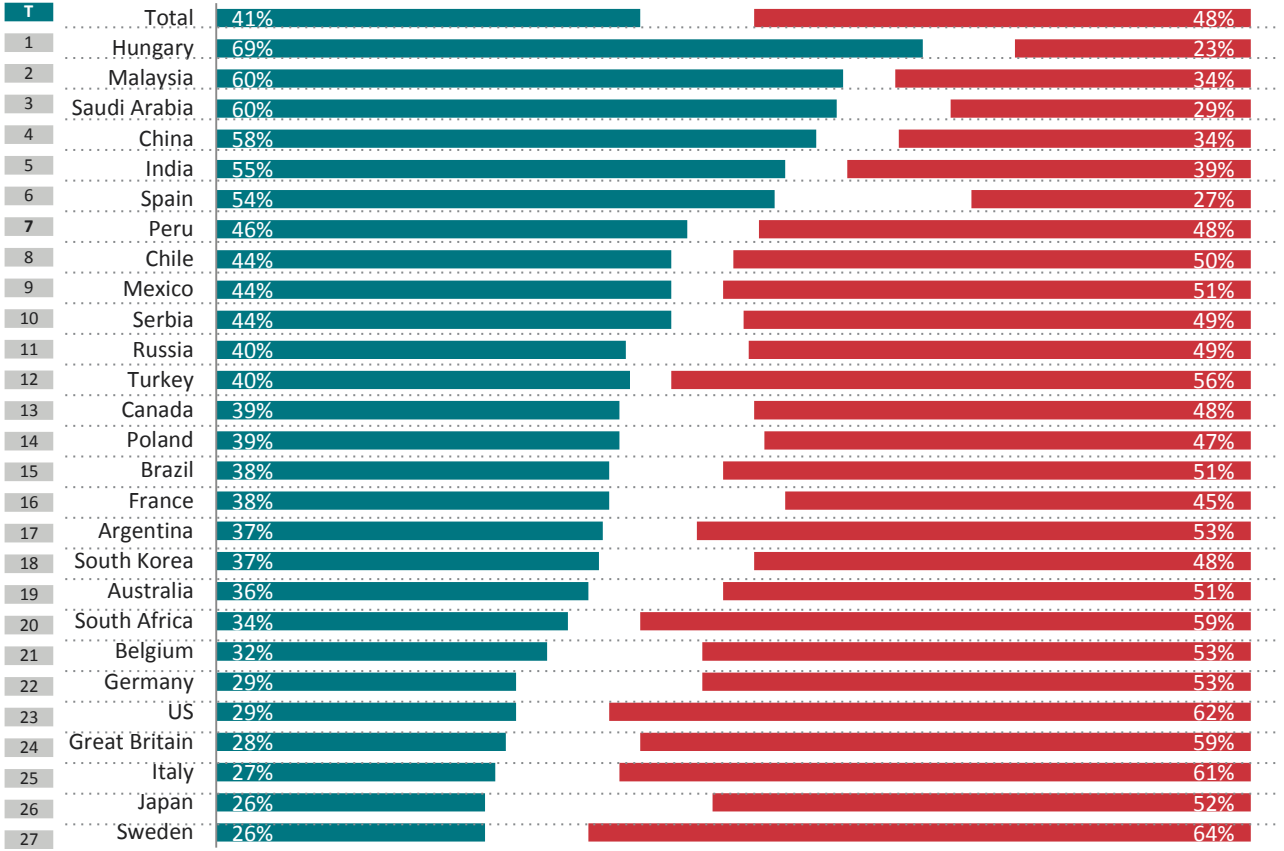
I am confident that the average person in [COUNTRY] can tell real news from ‘fake news’.



KEY:
Agree
Disagree

Base: 13,500 adults across 27 countries (500 GB)

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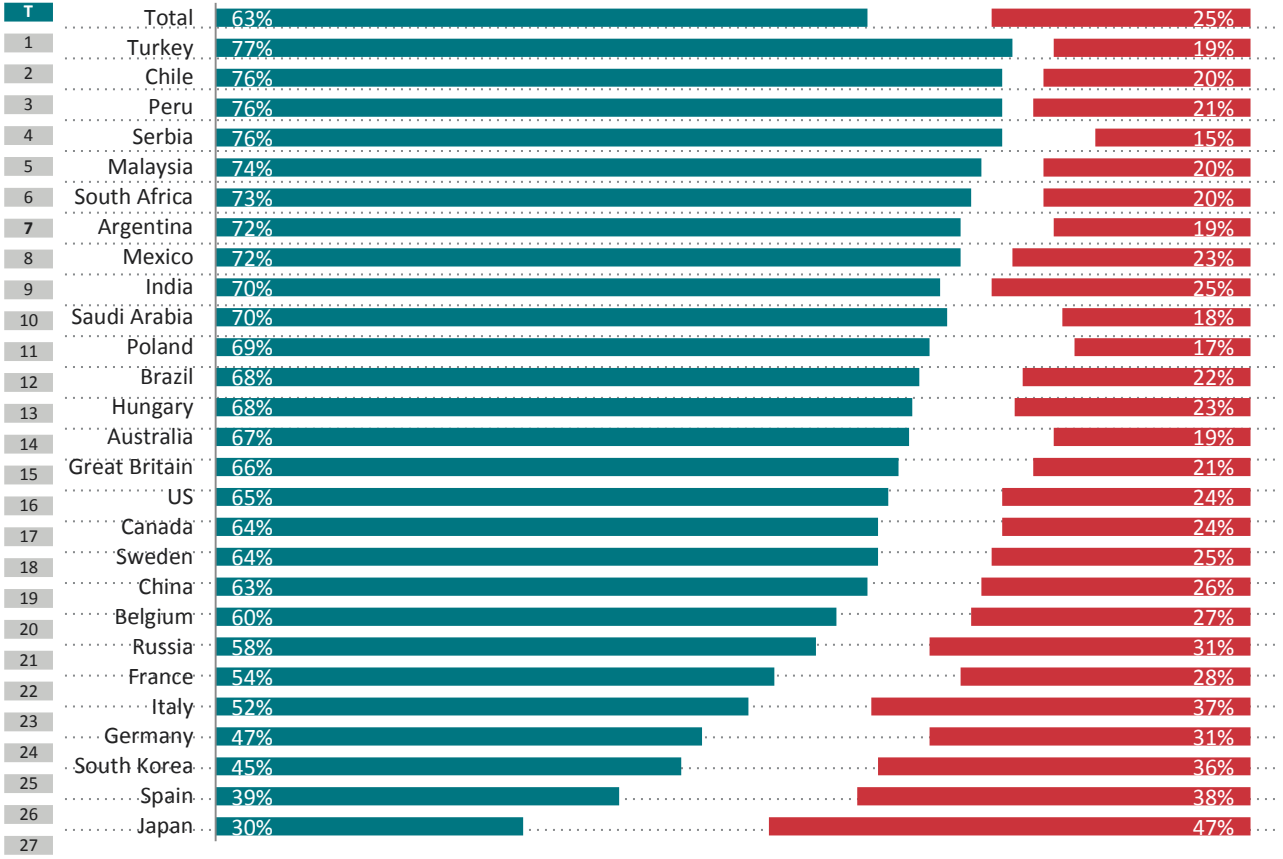
I am confident that I can tell real news from ‘fake news’ (entirely made up stories or facts).



KEY:

Agree

Disagree

Base: 13,500 adults across 27 countries (500 GB)

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GAME CHANGERS

I can identify fake news but the rest of my country can't...

This chart compares what people say for others and what they say for themselves on being able to identify fake news from previous two slides...

...and shows how many more people think the average person can't identify fake news compared with them (except in Spain and Hungary)

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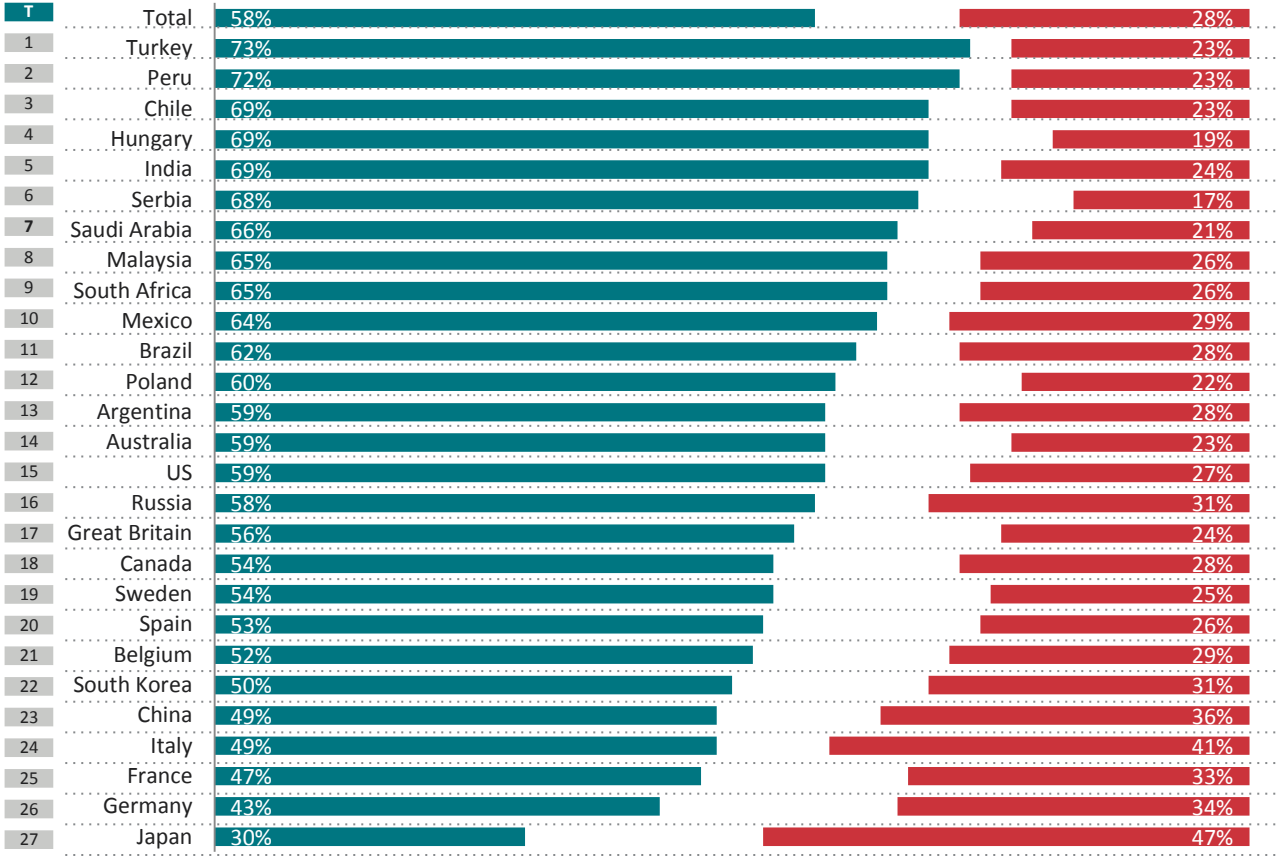
I think I'm better at spotting 'fake news' than the average person in [COUNTRY].



KEY:
Agree
Disagree

Base: 13,500 adults across 27 countries (500 GB)

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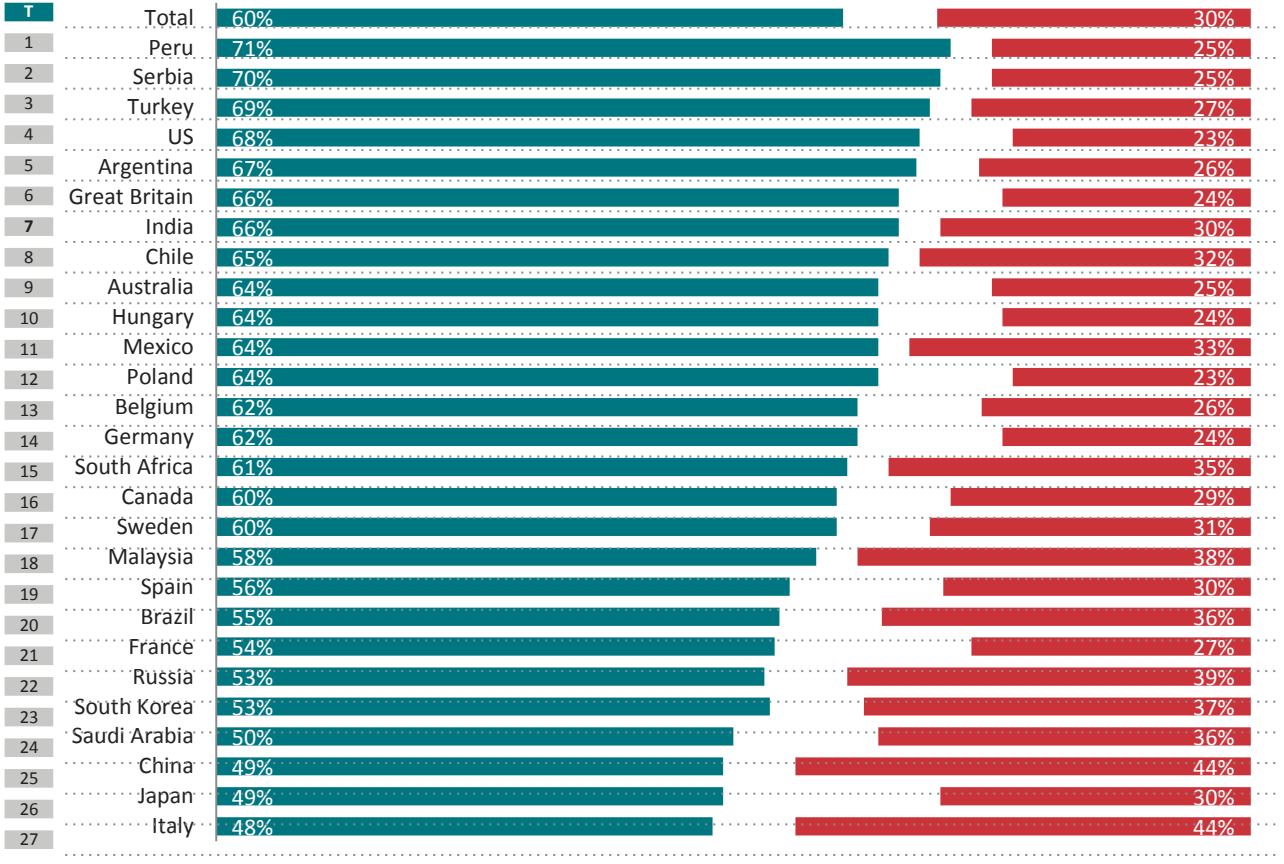
The average person in [COUNTRY] doesn't care about facts about politics and society anymore, they just believe what they want.



KEY:
Agree
Disagree

Base: 13,000 adults across 26 countries (500 GB)

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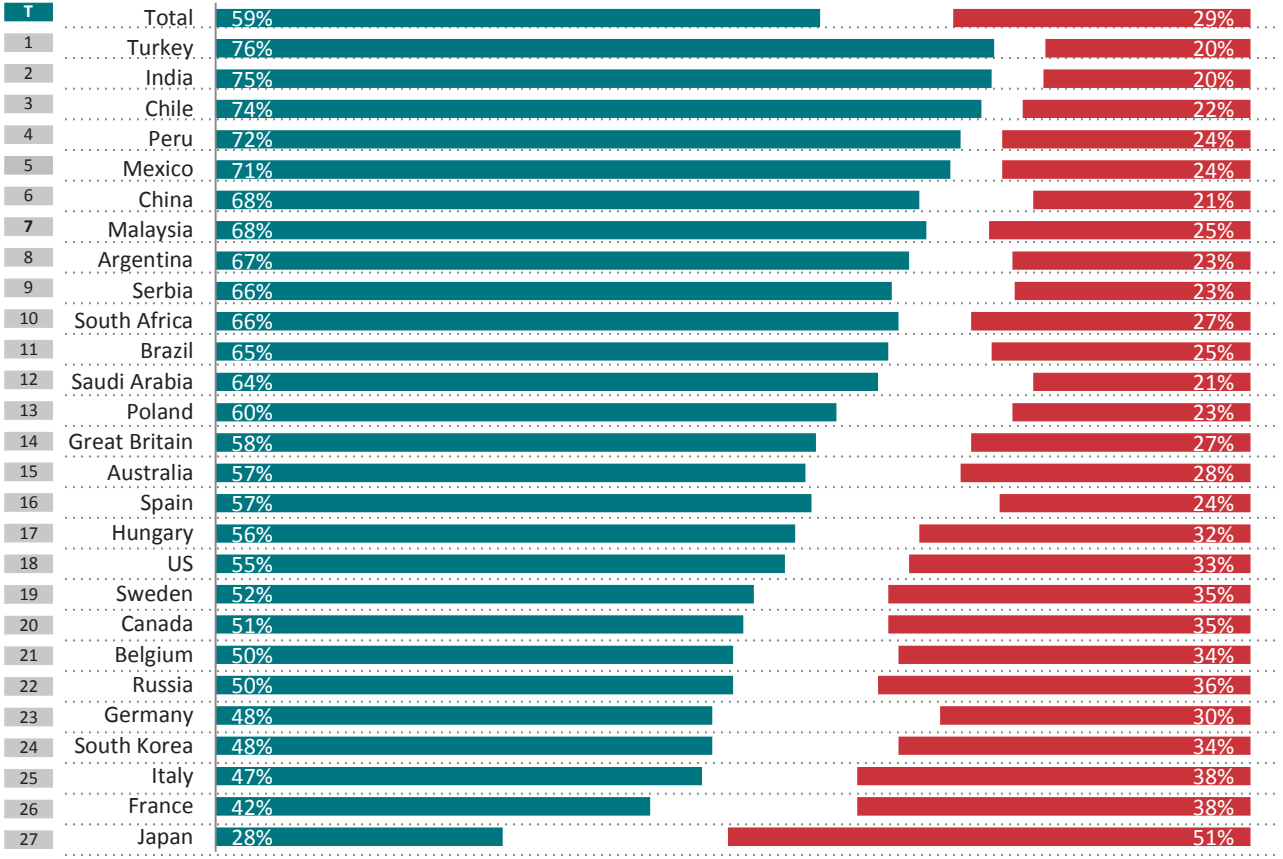
I am confident I have a better understanding of social realities like immigration levels and crime rates than the average person in [COUNTRY].



KEY:
Agree
Disagree

Base: 13,500 adults across 27 countries (500 GB)

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FAKE NEWS EXPOSURE AND MEANING

Fake news and media lies…

- 60% say they very or fairly often see stories where news organisations have deliberately lied – BUT there's a very wide range from 82% in Argentina to 30% in Germany

- 48% say they've believed a story they then found out was fake

- people define 'fake news' mostly as stories where the facts are wrong, but 36% see it as a term politicians use to discredit stories they don't like – up to 51% in the US

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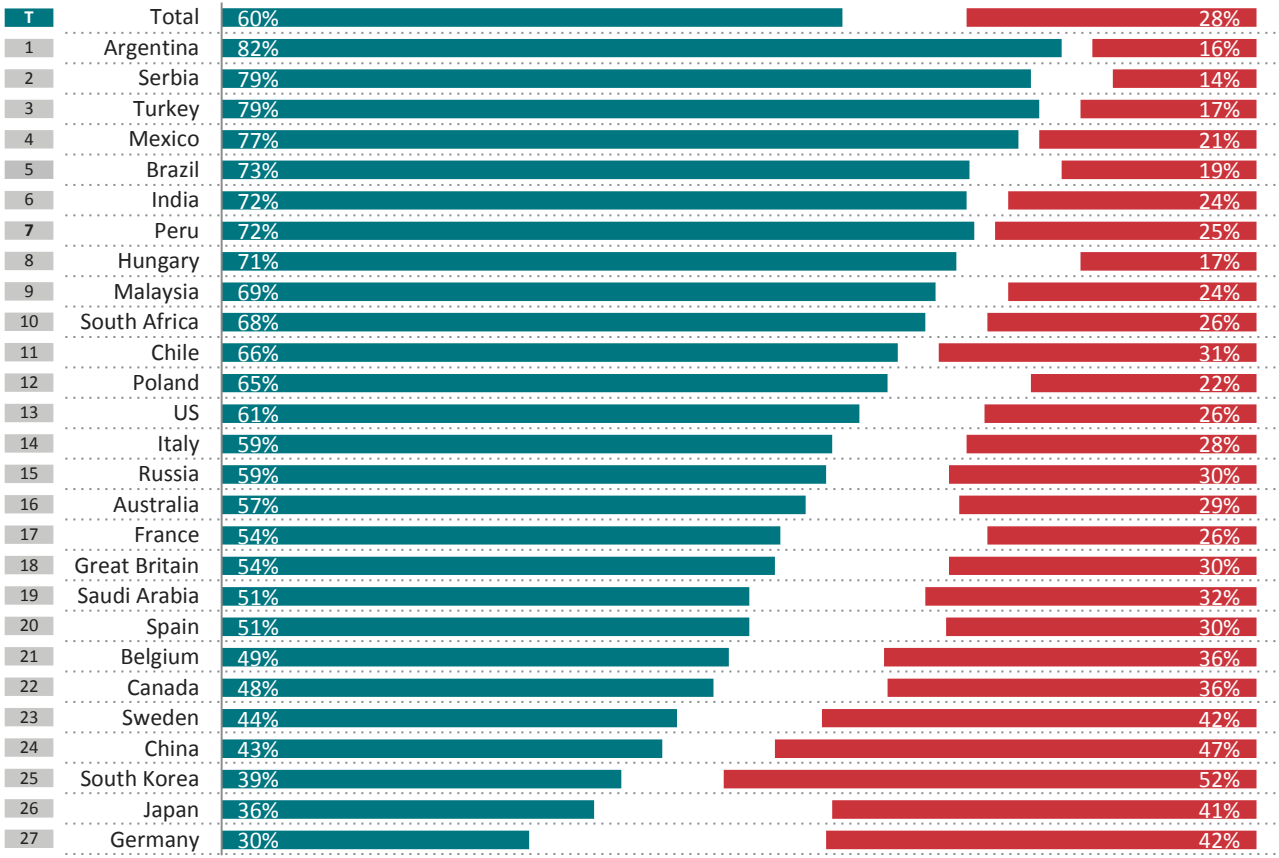
How often, if at all, do you think you see stories where news organisations have deliberately said something that isn't true?



KEY:

Very/Fairly often

Not very often/Never

Base: 13,500 adults across 27 countries (500 GB)

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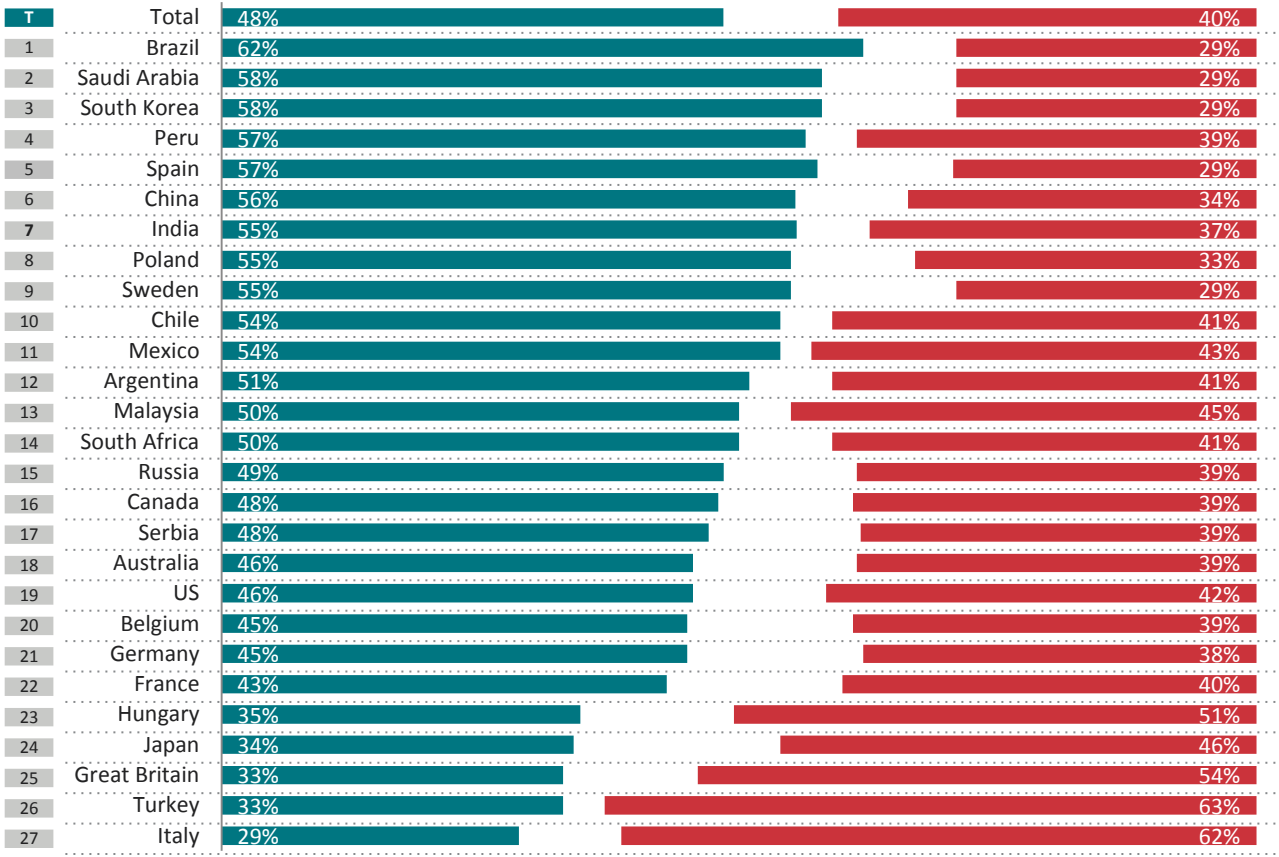
I have falsely believed a news story was real until I found out it was fake.



KEY:

Agree

Disagree

Base: 13,500 adults across 27 countries (500 GB)

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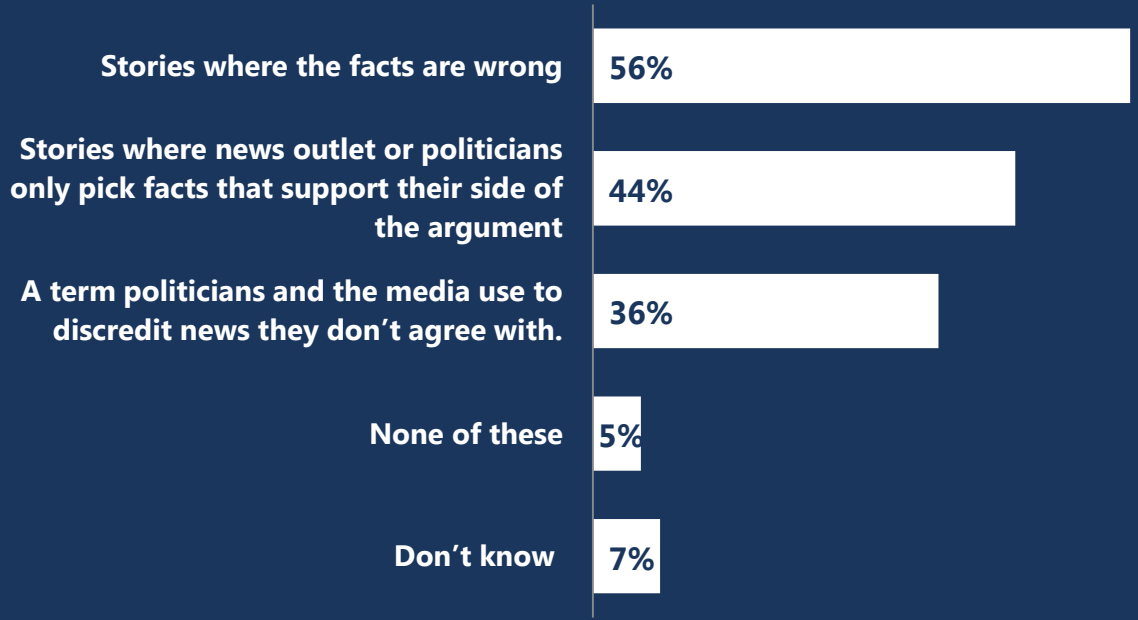
GAME CHANGERS

When you hear the term “fake news”, what are you personally thinking of?



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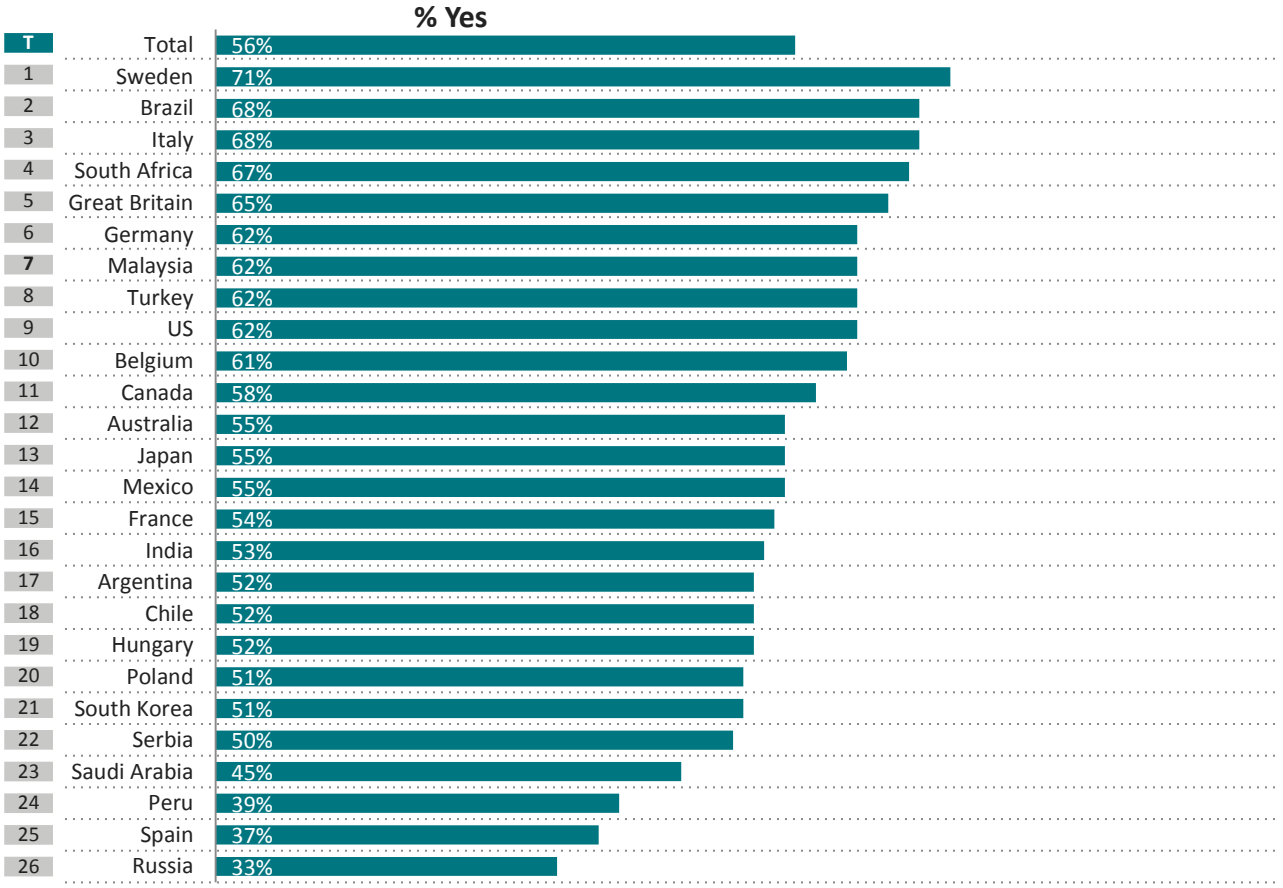
When you hear the term “fake news”, what are you personally thinking of?

Stories where the facts are wrong.

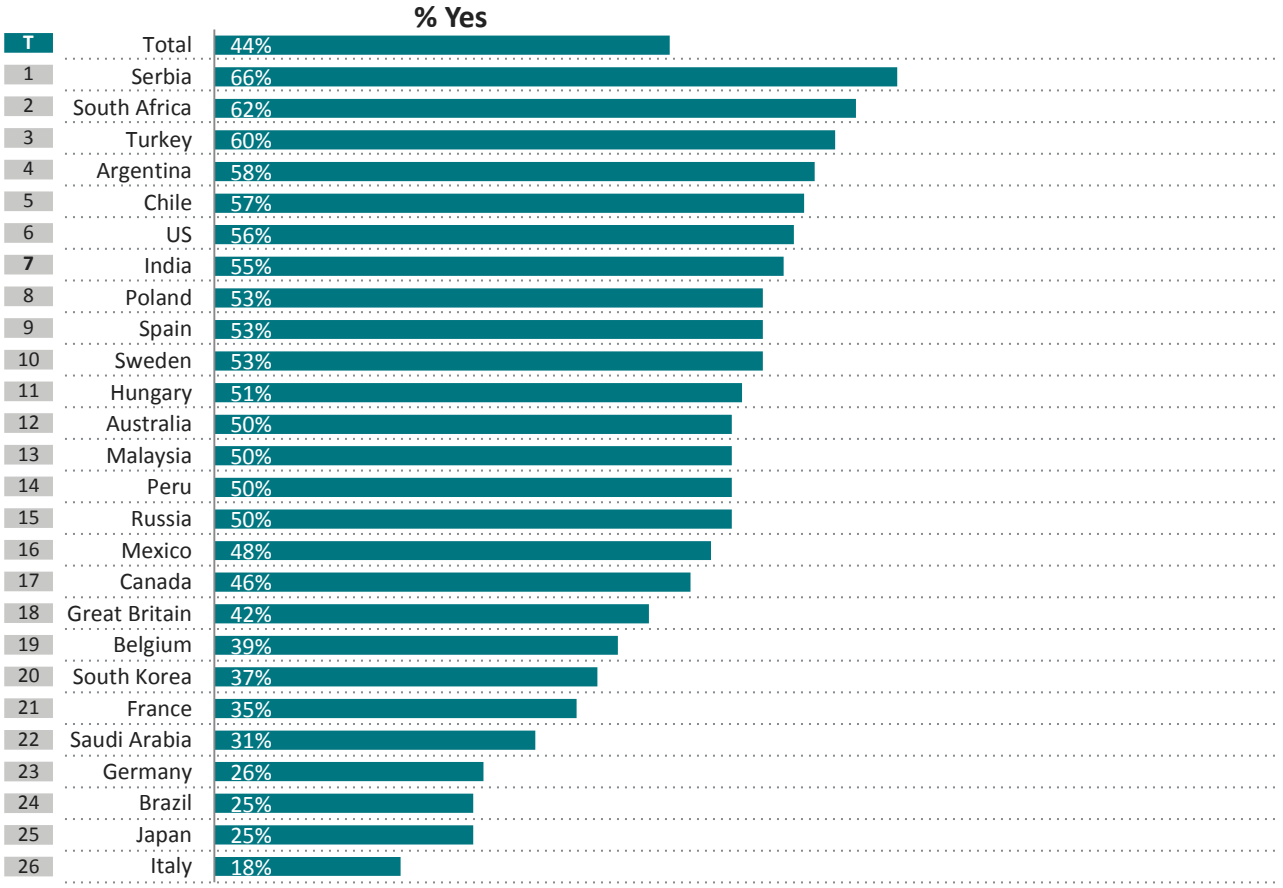


Base: 13,000 adults across 26 countries (500 GB)

© Ipsos.

When you hear the term “fake news”, what are you personally thinking of?

Stories where the news outlets or politicians only pick facts that support their side of the argument.



Base: 13,000 adults across 26 countries (500 GB)

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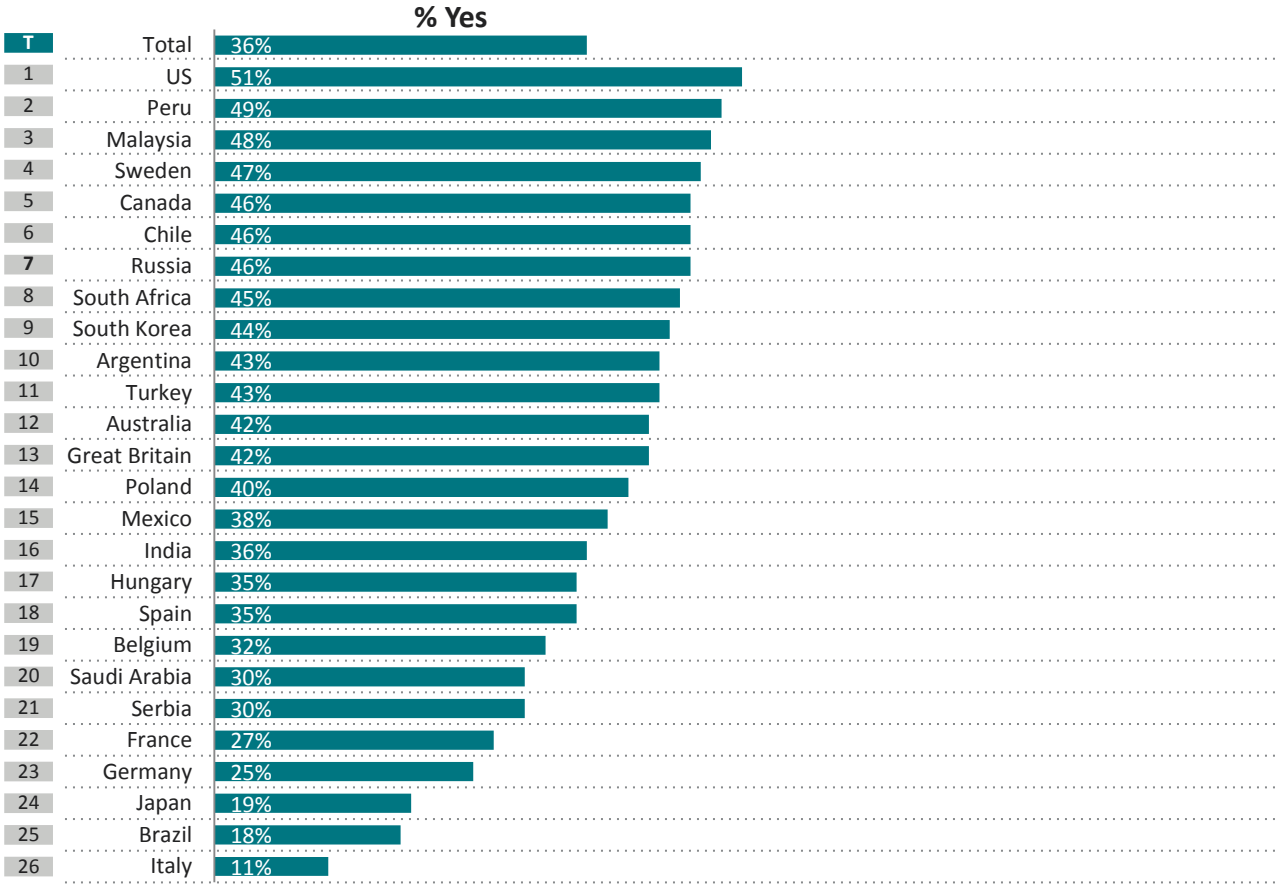
When you hear the term “fake news”, what are you personally thinking of?

A term politicians and the media use to discredit news they don’t agree with.



Base: 13,000 adults across 26 countries (500 GB)

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WHY DO WE GET SO MUCH WRONG?

Why do people think we're wrong?

- the majority of people globally put the blame for our misperceptions of things like immigration levels or crime rates down to politicians misleading us, closely followed by the media misleading us

- but 43% also see it as partly about our own biases, like our focus on negative information, misleading us – and this is highest in the US at 57%

- few people think it's because the figures or wrong or our math skills letting us down

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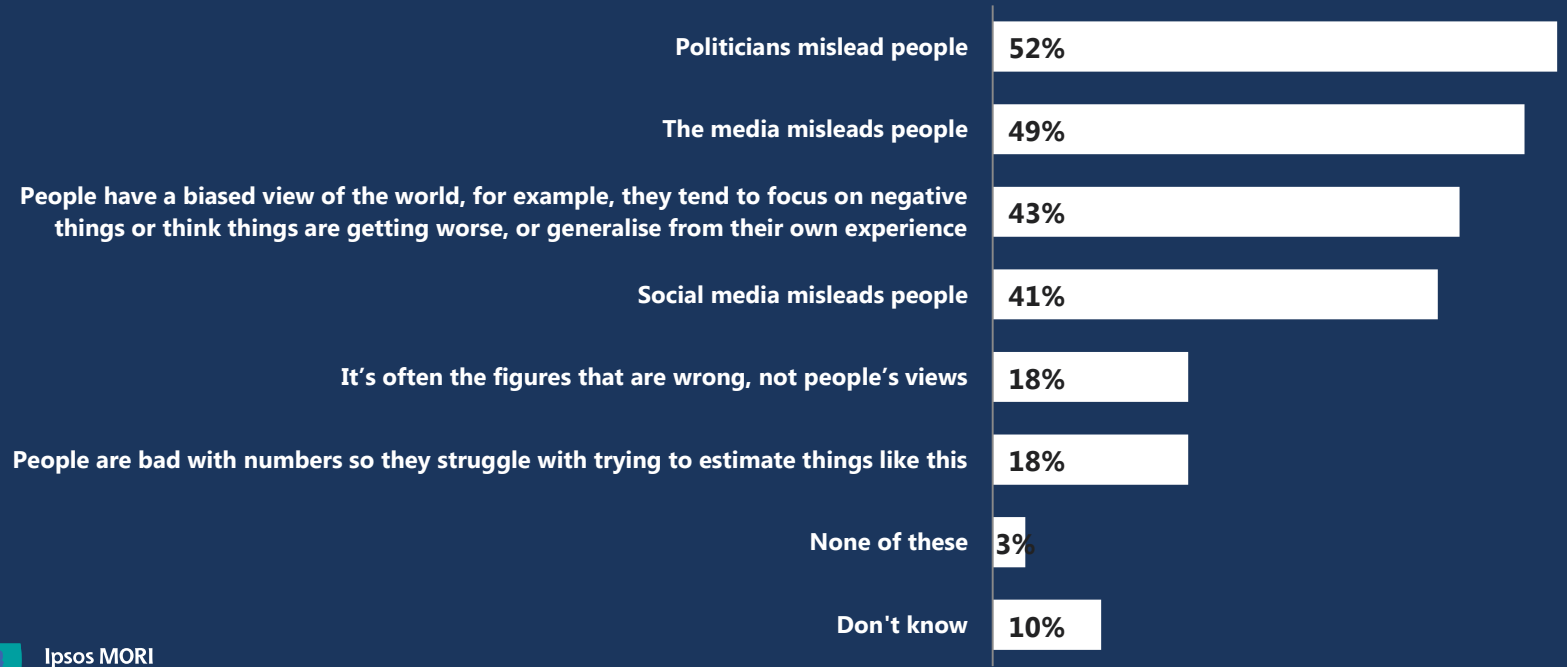
People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this?



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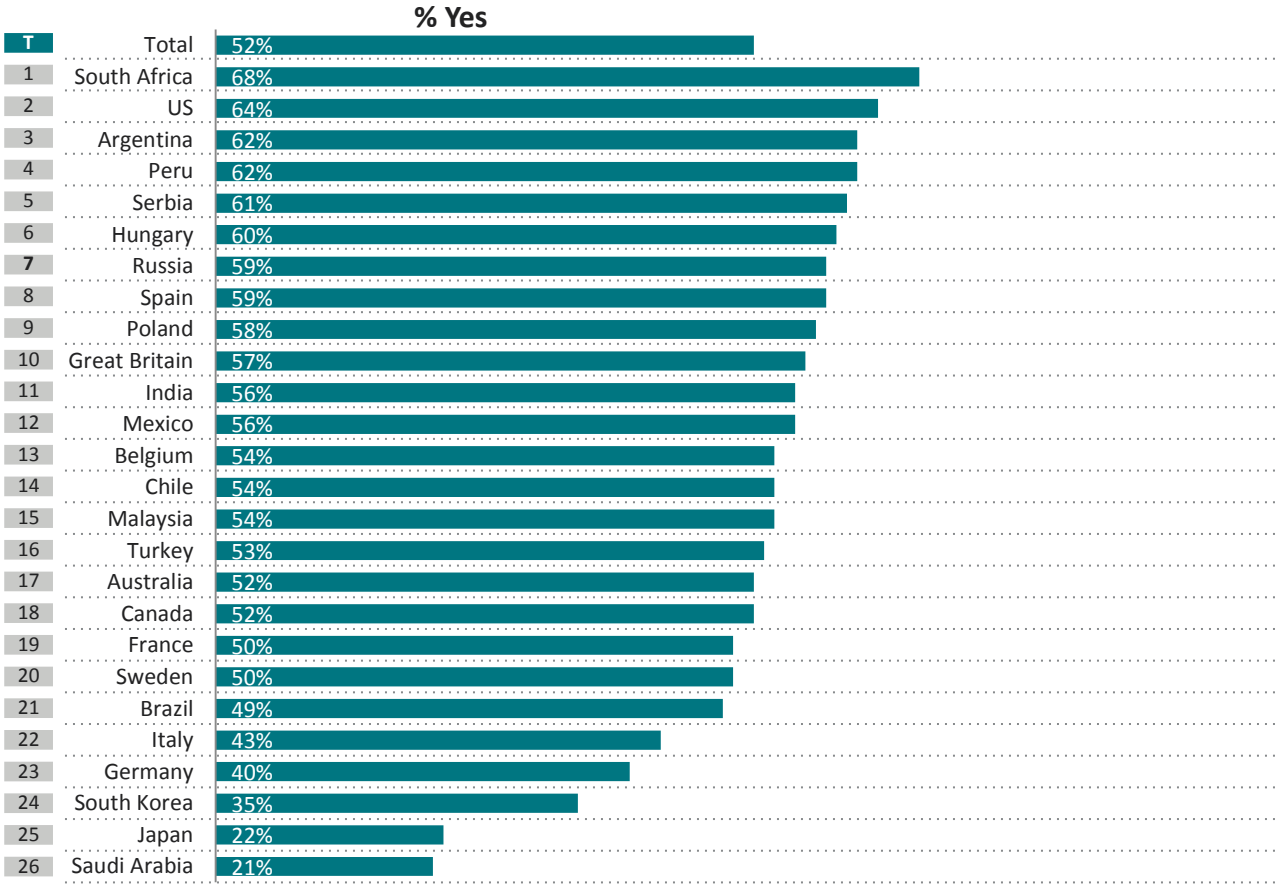
People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this?

Politicians mislead people



Base: 13,000 adults across 26 countries (500 GB)

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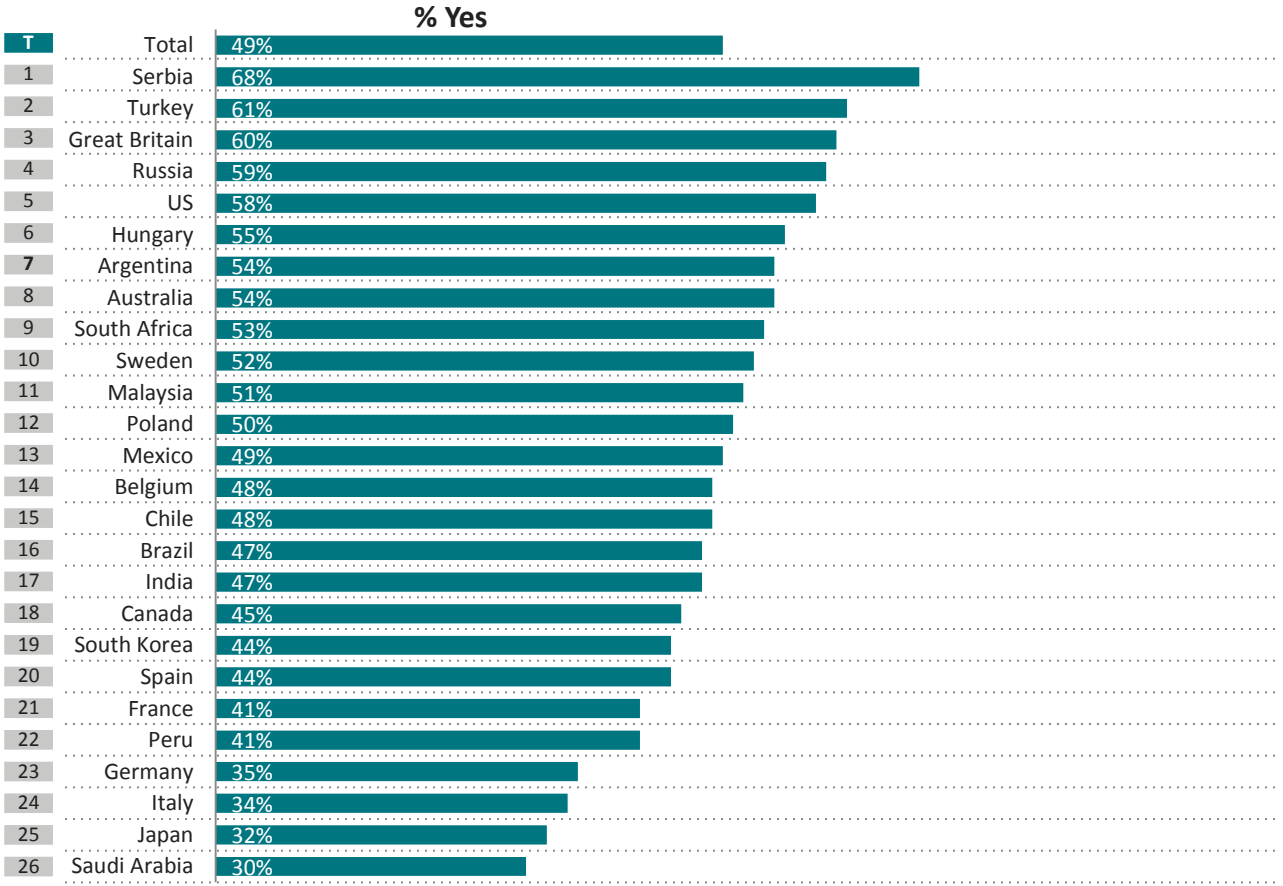
People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this?

The media misleads people



Base: 13,000 adults across 26 countries (500 GB)

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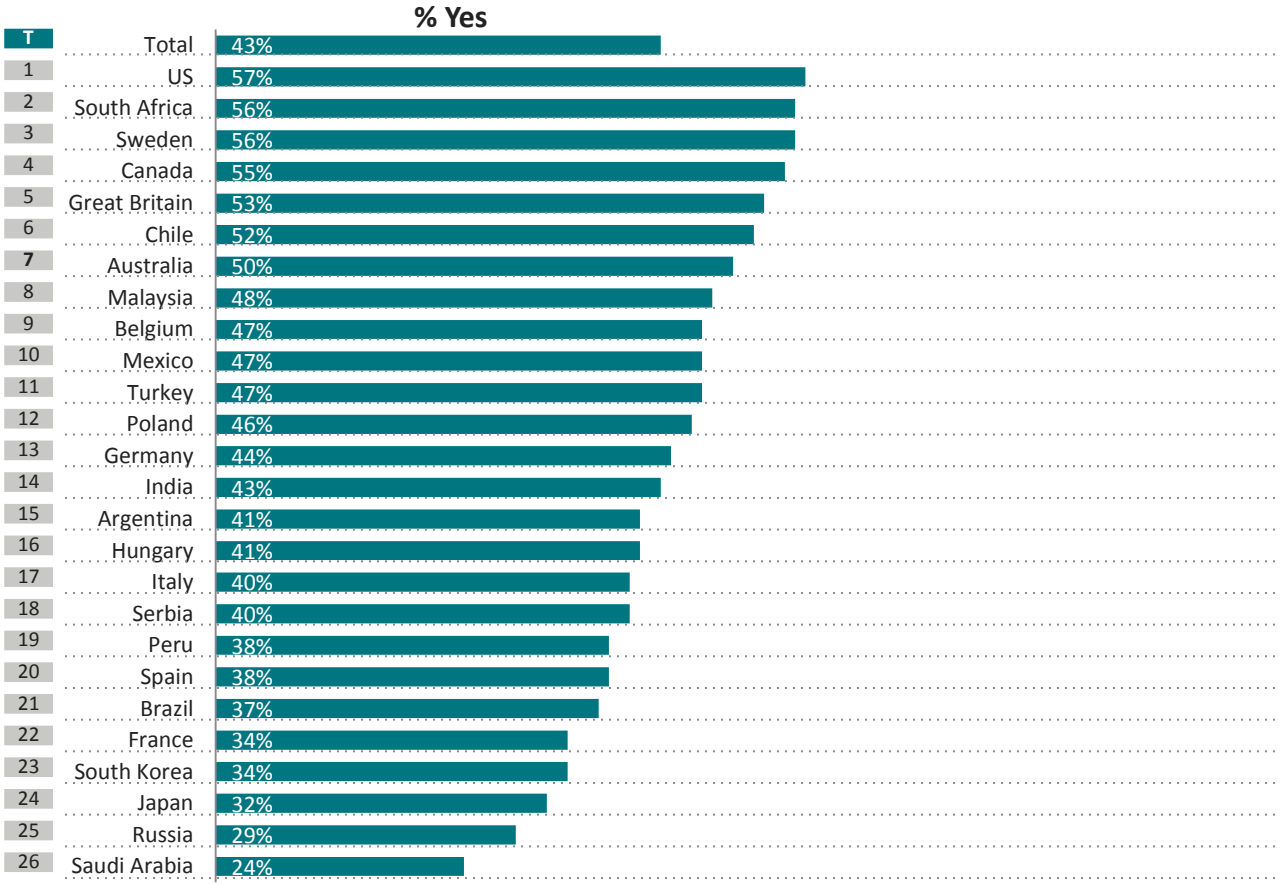
People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this?

People have a biased view of the world, for example, they tend to focus on negative things or think things are getting worse, or generalise from their own experience



Base: 13,000 adults across 26 countries (500 GB)

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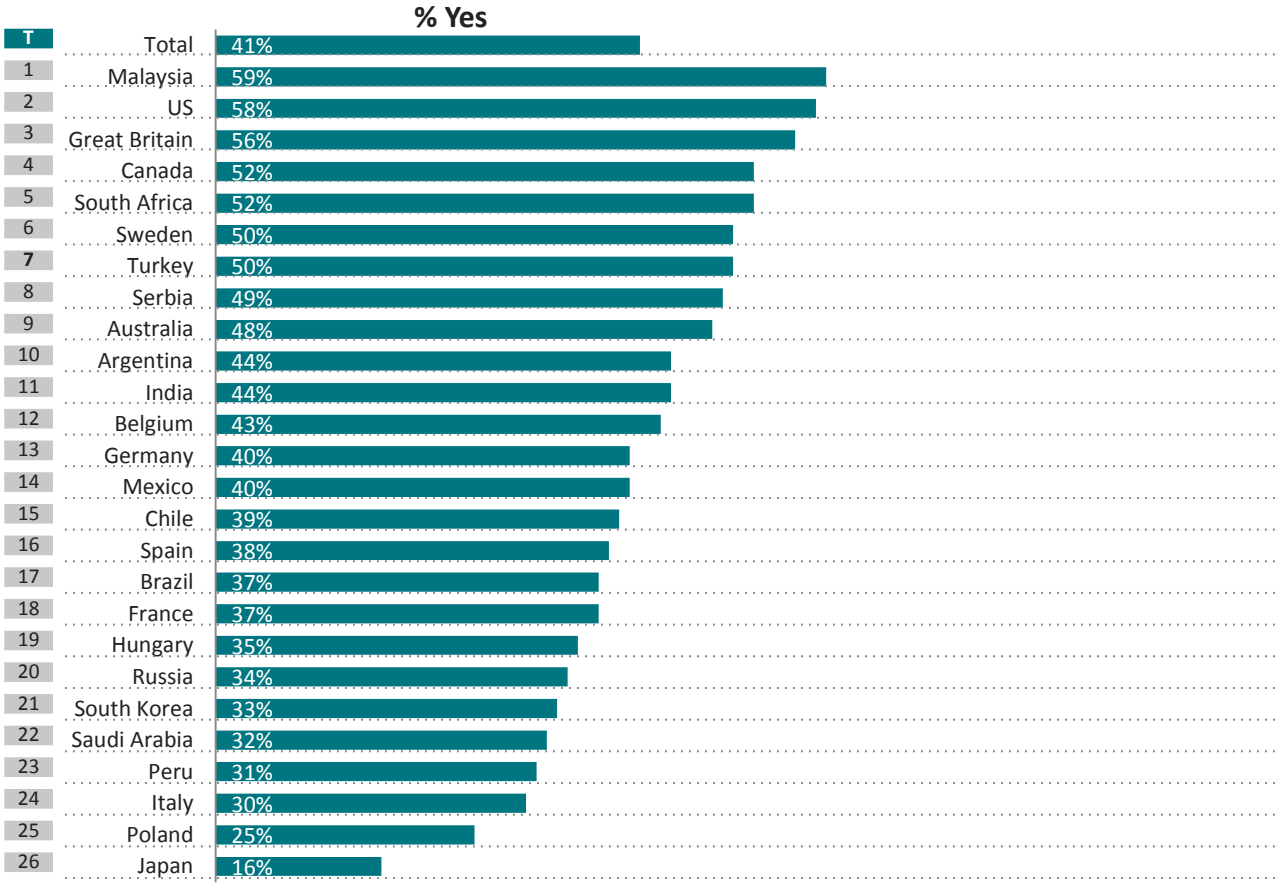
People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this?

Social media misleads people



Base: 13,000 adults across 26 countries (500 GB)

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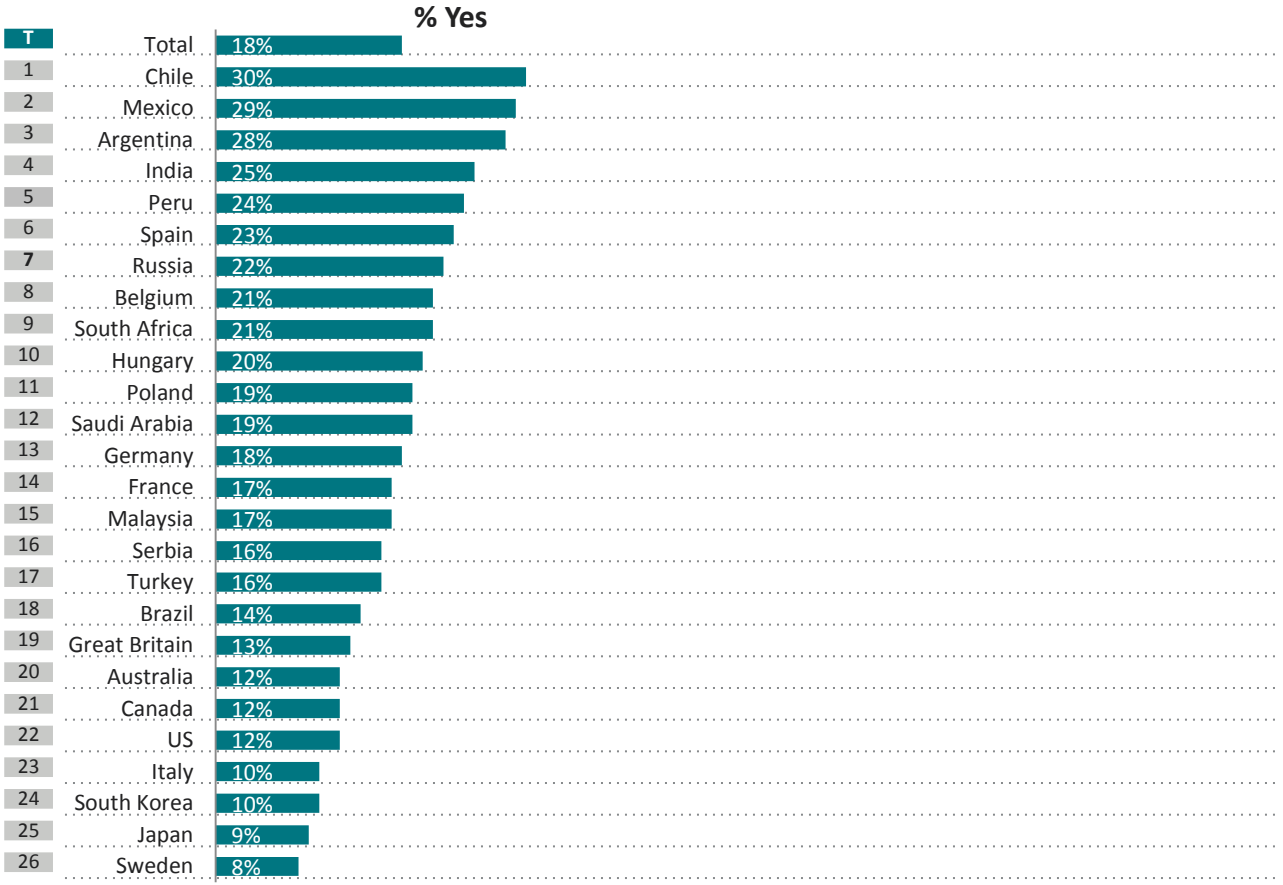
People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this?

It's often the figures that are wrong, not people's views.



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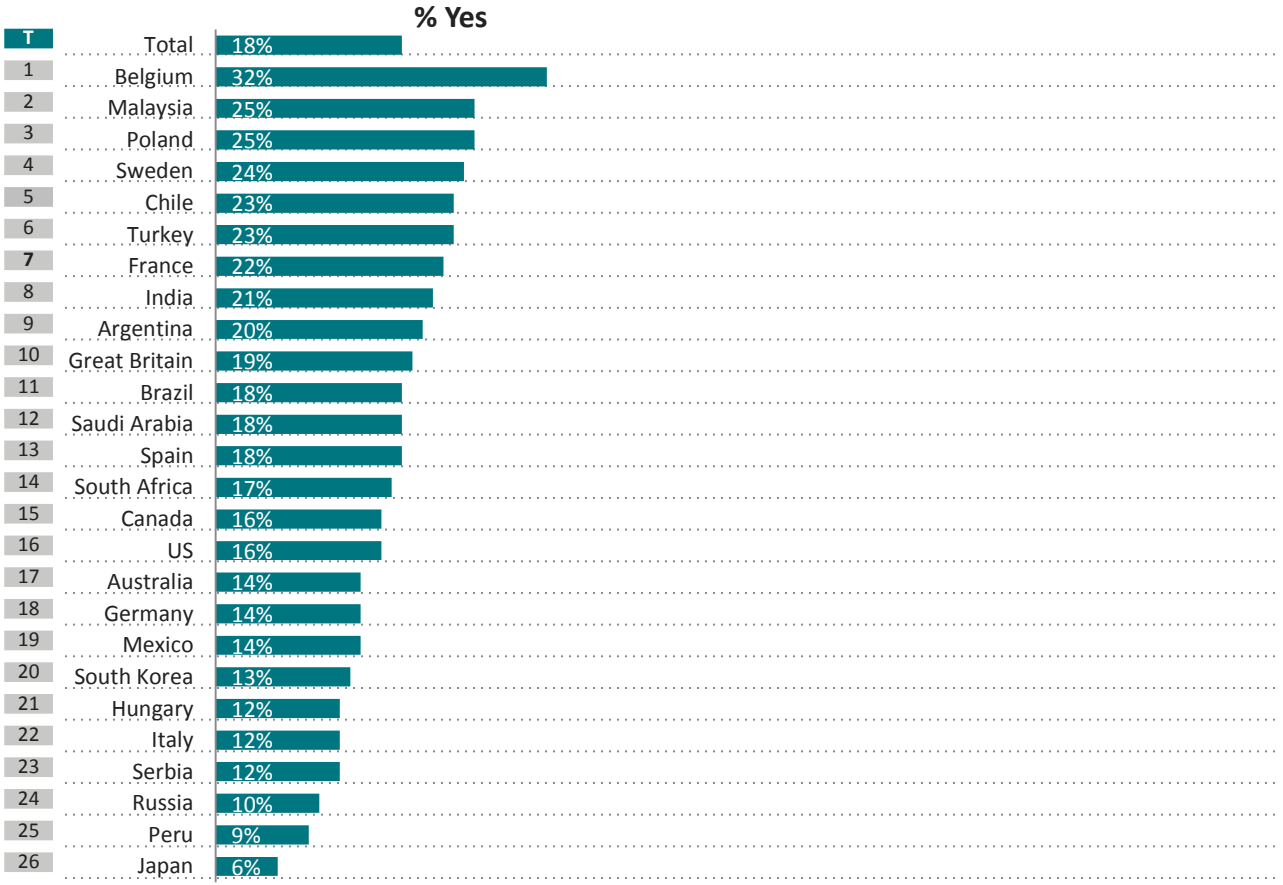
People often get lots of things wrong about their countries and how they're changing, for example, what proportion of the population are immigrants, or whether crime is going up or down. Which of these, if any, do you think are the biggest reasons for this?

People are bad with numbers so they struggle with trying to estimate things like this.



Base: 13,000 adults across 26 countries (500 GB)

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TRUST, LIES AND KNOWLEDGE

We think trust in politicians is falling and misuse of facts is rising – but also that our political knowledge is holding up…

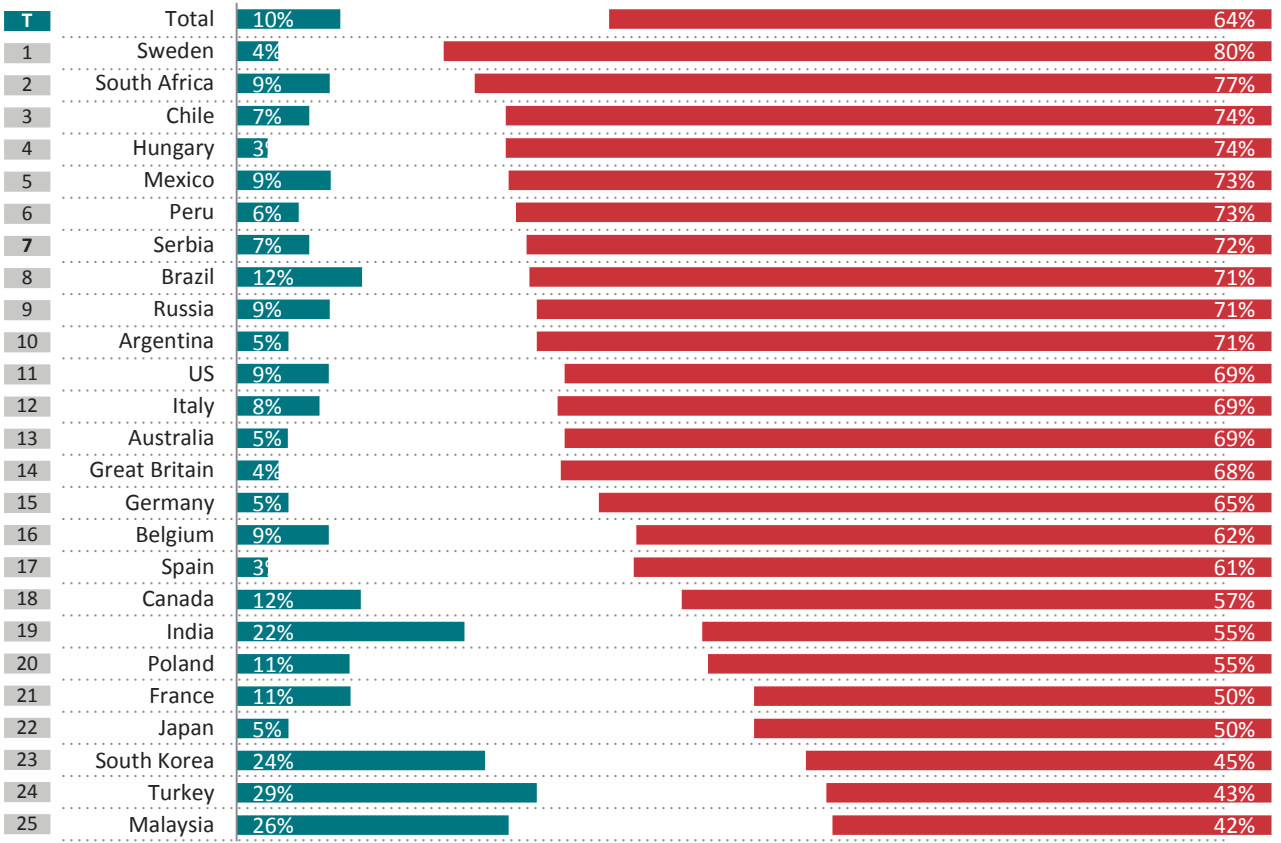
- Majority in every country and 64% globally think people trust politicians less than 30 years ago, including 80% in Sweden

- …and 57% think there is more misuse of facts in the media/politics than 30 years ago, with South Africa and the US most likely to agree

- BUT we're more evenly split on whether average person in our countries knows more or less about politics and society than 30 years ago: 30% think we know less, but 39% say more. And there is wide variation across countries: 66% of South Koreans say they know more, only 21% in France

Ipsos MORI
Social Research Institute

Do you think the average person in [COUNTRY] trusts politicians to tell the truth more, less or about the same amount as they did 30 years ago?



Base: 12,500 adults across 25 countries (500 GB)

KEY:
More
Less

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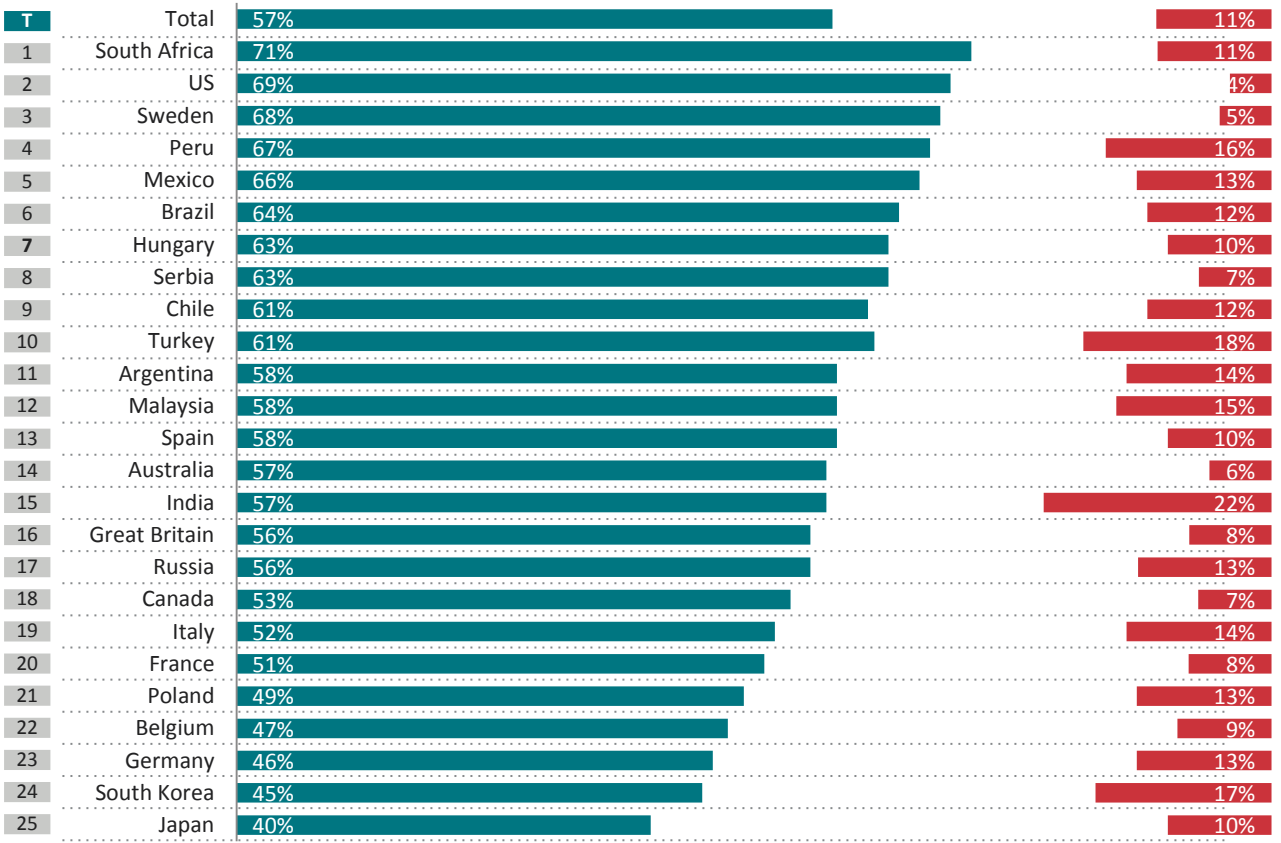
Do you think there is more, less or about the same amount of lying and misuse of facts in politics and media in [COUNTRY] than there was 30 years ago?



Base: 12,500 adults across 25 countries (500 GB)

KEY:
More
Less

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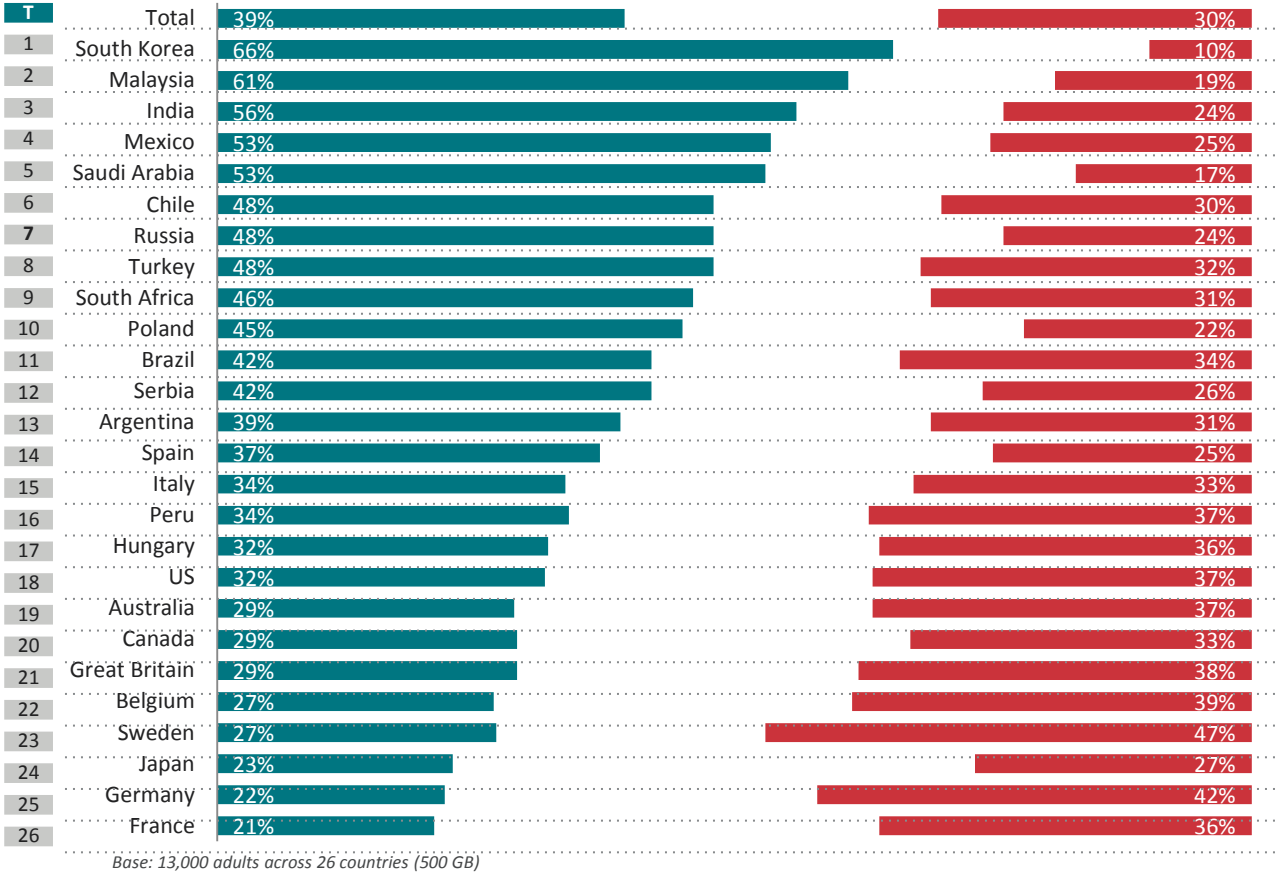
Do you think the average person in [COUNTRY] knows more, less or about the same amount about politics and society as they did 30 years ago?



Base: 13,000 adults across 26 countries (500 GB)

KEY:
More
Less

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Methodology

- These are the findings of a Global Advisor survey into the political mood around the world. In total 19,243 interviews were conducted online between June 22 – July 6 2018 among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 27 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, Chile, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Saudi Arabia, Serbia, South Africa, South Korea, Russia, Spain, Sweden, Turkey and the United States of America.
- Between 500 and 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The sample was 1000+ in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, Spain and the United Stated of America. In all other countries the sample was 500+. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output generally reflects the overall population. Of the 27 countries surveyed online, 16 yield results that are balanced to reflect the general population: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain and the United States. The 11 remaining countries surveyed – Brazil, China, Chile, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey - have lower levels of internet connectivity and reflect online populations that tend to be more urban and have higher education/income than the general population.
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses.
- Data are weighted to match the profile of the population.

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GAME CHANGERS

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

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

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

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

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