



Social Media Ban

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GAME CHANGERS



Background and Questionnaire Preamble

After terrorists killed more than 300 people in coordinated attacks on Easter Sunday in Sri Lanka in April, the government immediately shut down all social media in an attempt to halt the spread of false information and prevent further inflaming an already tense situation.



Should Governments be Allowed to Shut Down Social Media Platforms?

- It depends on the argument you make. Six in ten global citizens say that it is acceptable to temporarily cut off access to social media platforms during times of crisis to prevent the spread of misinformation. But, the exact same proportion also agree that temporarily cutting off social media platforms at times of crisis is unacceptable because social media is the primary source of news and information for many people.
- While the survey shows the differences between countries where people are more supportive of temporary social media bans, most people consider it an ineffective policy option. The majority of global citizens (71%) do not believe that a temporary ban would be effective because there are so many ways to work around social media bans.



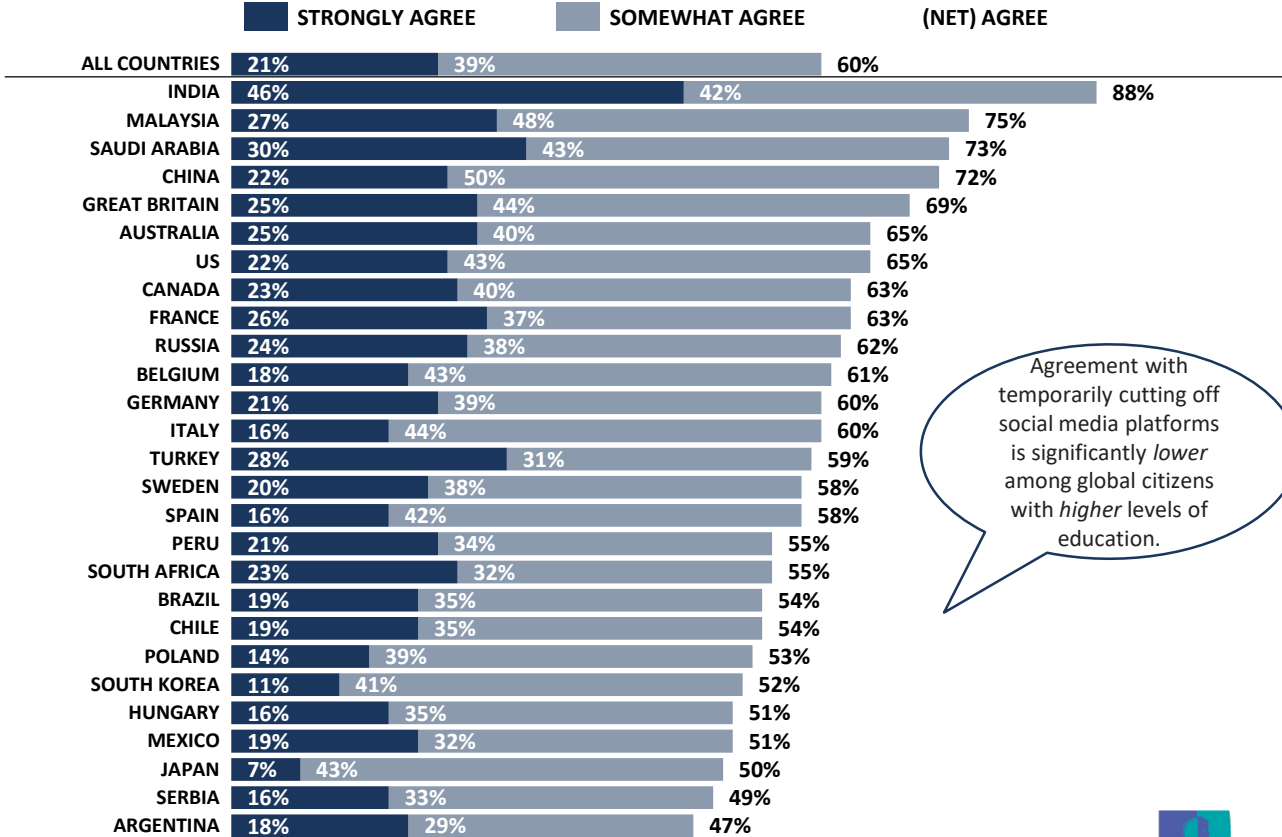
Support for Banning Social Media

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- **Six in ten** global citizens agree that it is acceptable to temporarily cut off social media platforms in times of crisis to stop the spread of false information. The same proportion say it would be acceptable if there was a terrorist attack.
 - Countries most supportive of a social media ban during a crisis include: India (88%), Malaysia (75%), Saudi Arabia (73%), China(72%) and Great Britain (69%).
- While some support exists for a temporary shut down of social media, only **half** of global citizens surveyed say that they trust their national government to decide when and if it's appropriate to shut down social media platforms. The same proportion say that they trust social media companies to ensure that the content on their platforms is factual during times of crisis.

More than half of global citizens agree it is acceptable to temporarily cut off social media platforms during a time of crisis.

For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:
 Temporarily cutting off social media platforms is acceptable at times of crisis to stop the spread of false information.

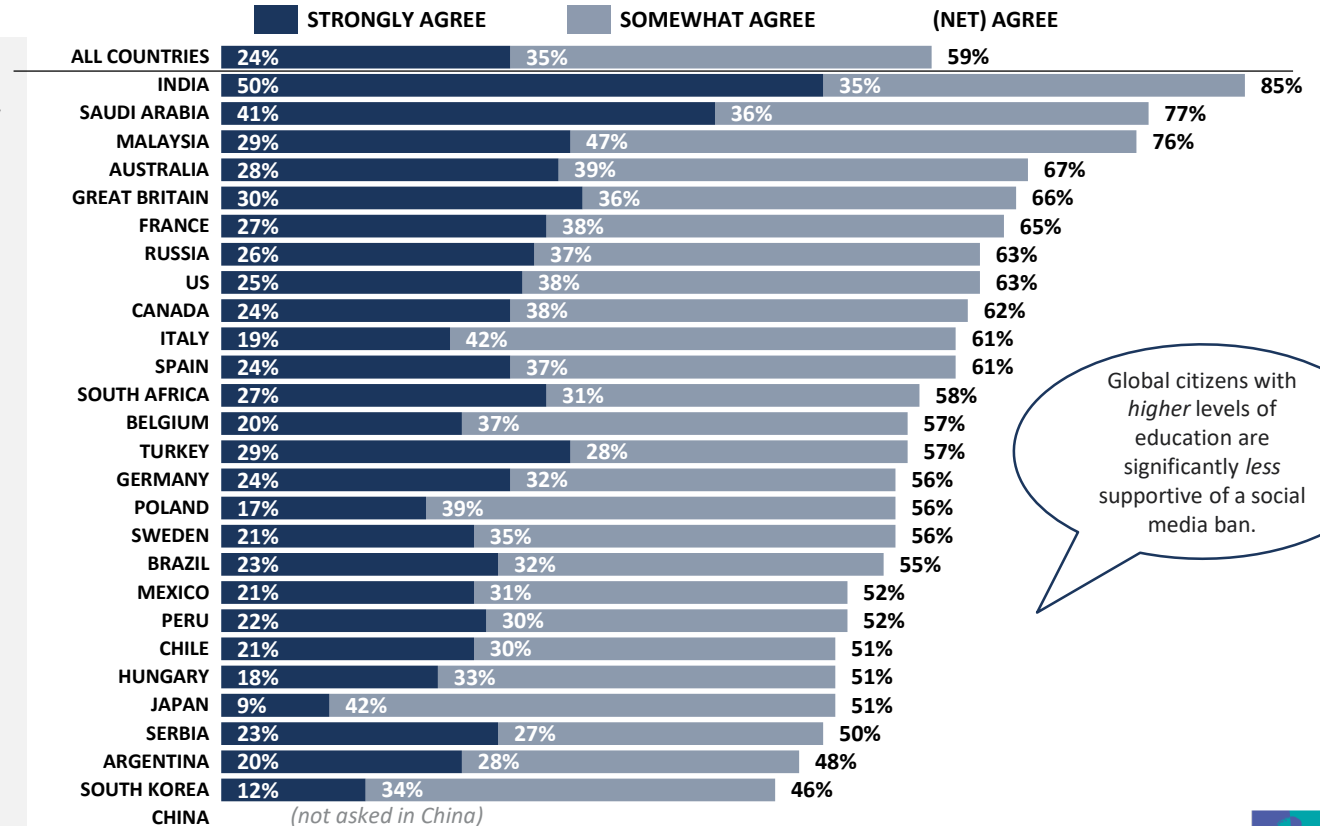


Agreement with temporarily cutting off social media platforms is significantly lower among global citizens with higher levels of education.

Base: 19,823 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Most would also support a temporary social media ban to stop the flow of fake news, in the event of a massive terrorist attack.

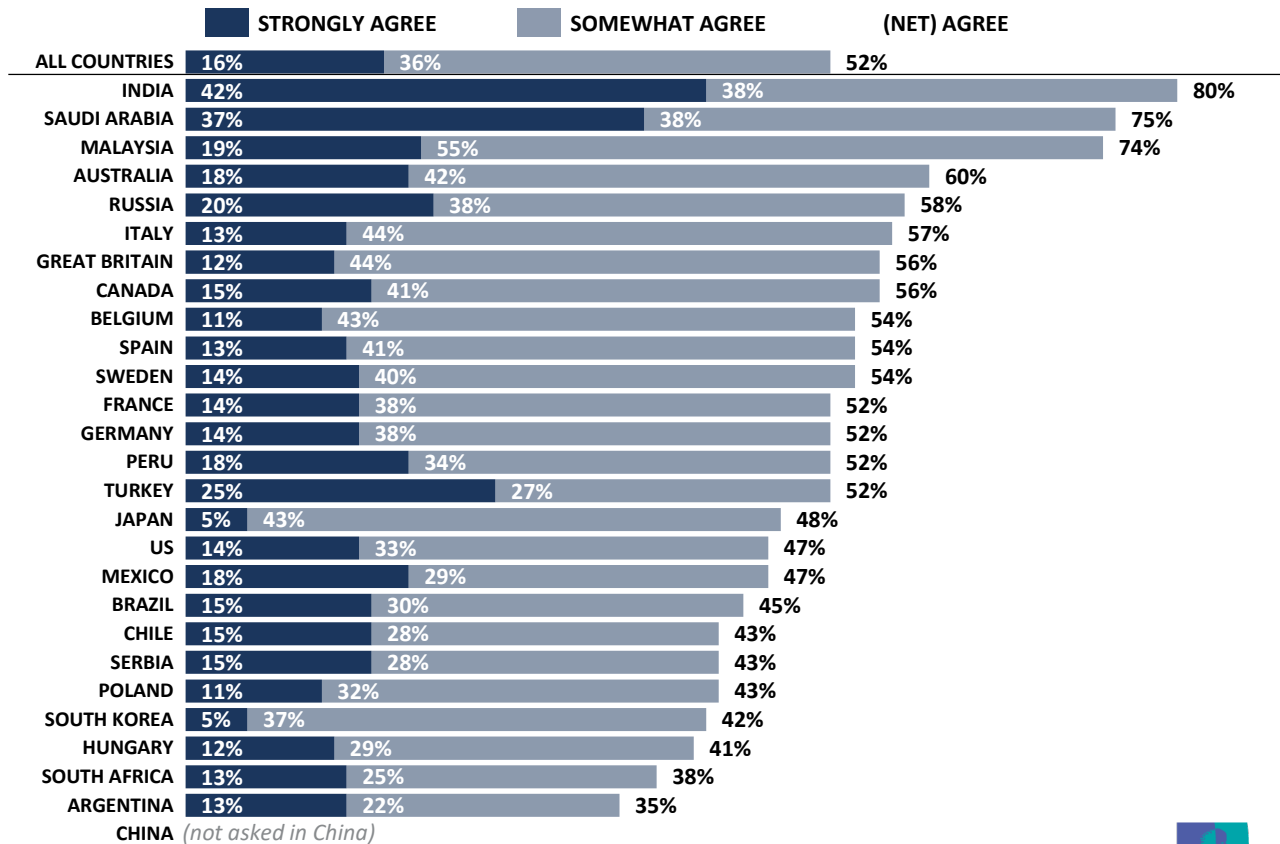
For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:
 If there was a massive terrorist attack in my country I would support a temporary social media ban to stop the flow of fake news.



Global citizens with *higher* levels of education are significantly *less* supportive of a social media ban.

Global citizens are divided in terms of their trust in government to decide the appropriate time to shut down social media platforms

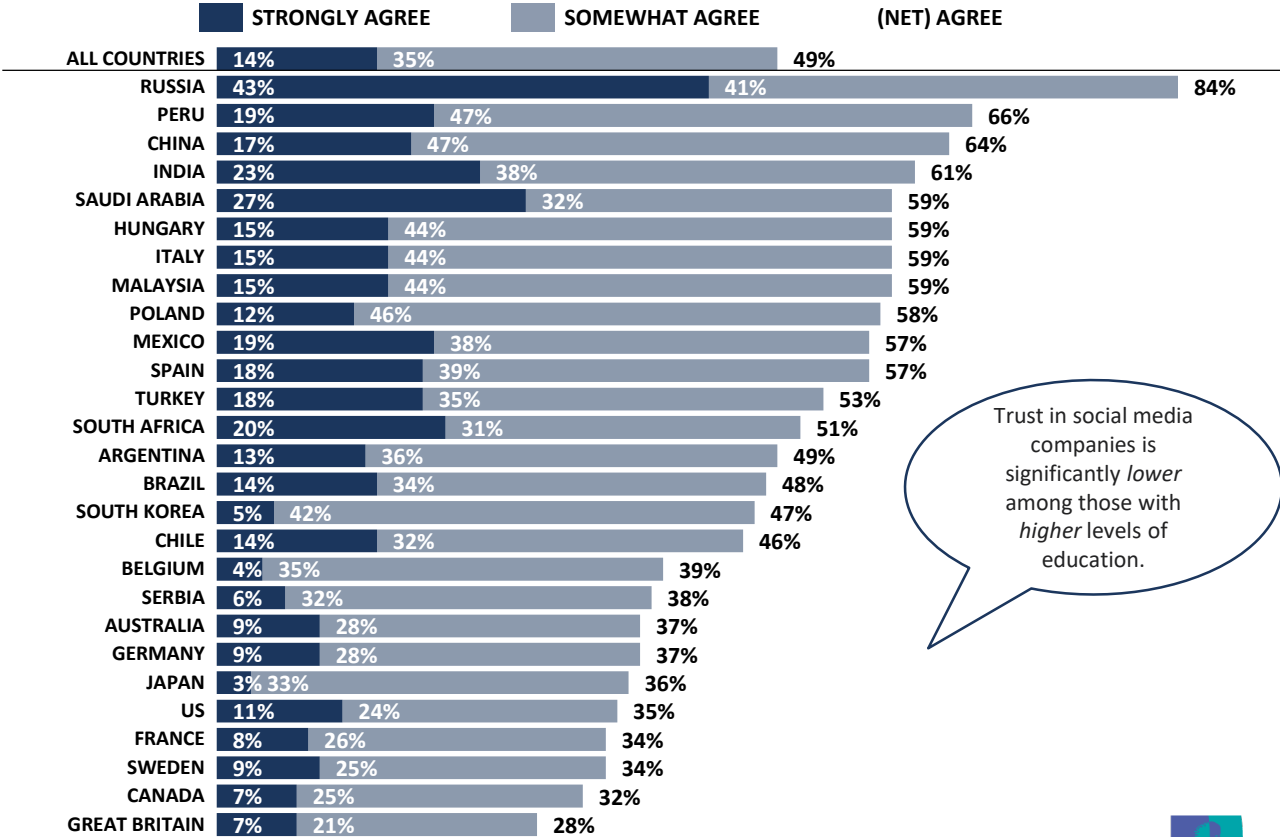
For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:
I trust my national government to decide when and if it's appropriate to shut down social media platforms in times of crisis.



Most indicate that they *do not* trust social media companies to ensure the factuality of the content on their platforms.

For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:

I trust the social media companies to ensure that the content that is shared on their platforms during times of crisis is factual.



Trust in social media companies is significantly lower among those with higher levels of education.

Base: 19,823 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.



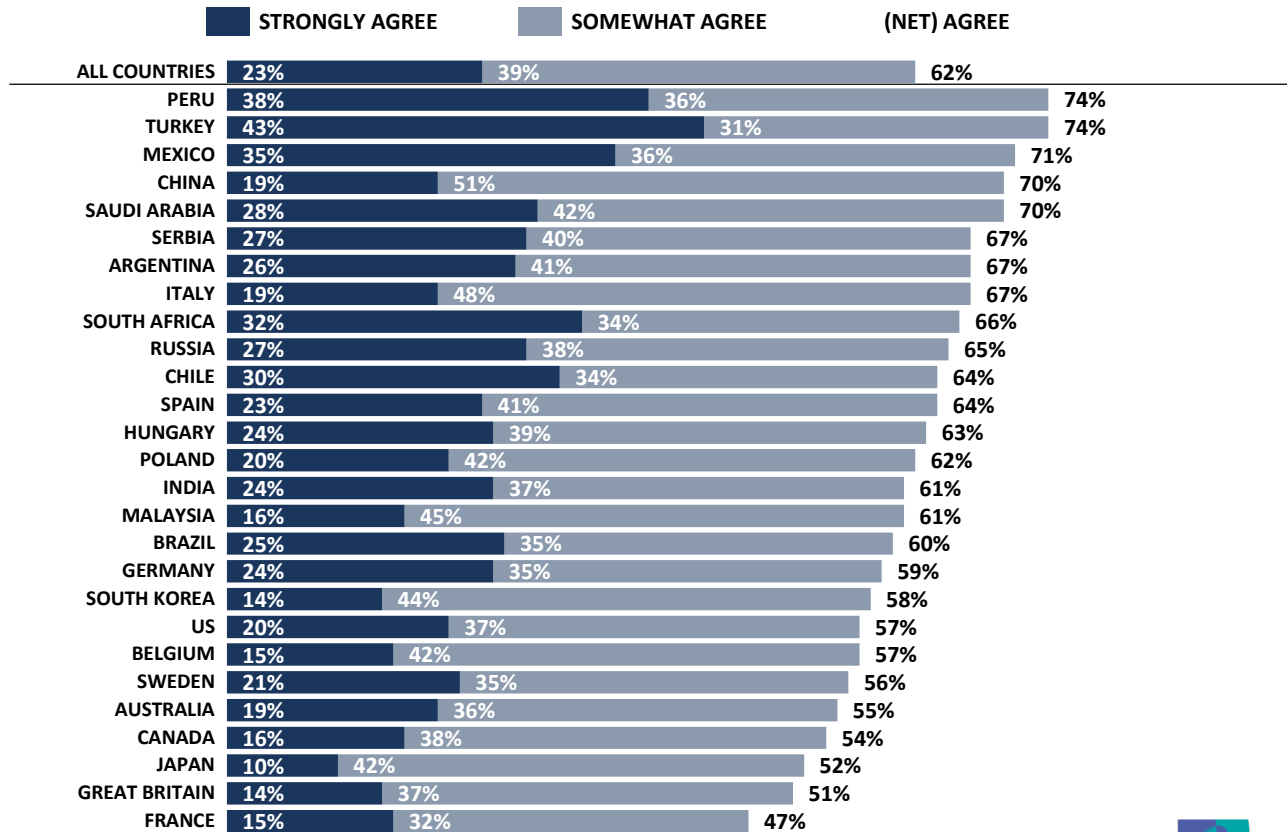
Bans Are Not Acceptable

Social Media Bans are Not Acceptable and Will Not Work

- Comparable to the proportion who support social media bans, **six in ten** global citizens also agree that it is unacceptable to temporarily cut off social media during times of crisis, given the reliance on these platforms for news and information. The majority agrees that social media is not the best or most accurate source of information, but people are capable of separating fact from fiction on these platforms.
 - Countries *least* supportive of temporarily cutting off social media during a crisis include: Peru (74%), Turkey (74%), Mexico (71%), China (70%) and Saudi Arabia (70%).
- In fact, the largest proportion indicates that there are ways around social media bans, and therefore they would not work effectively.

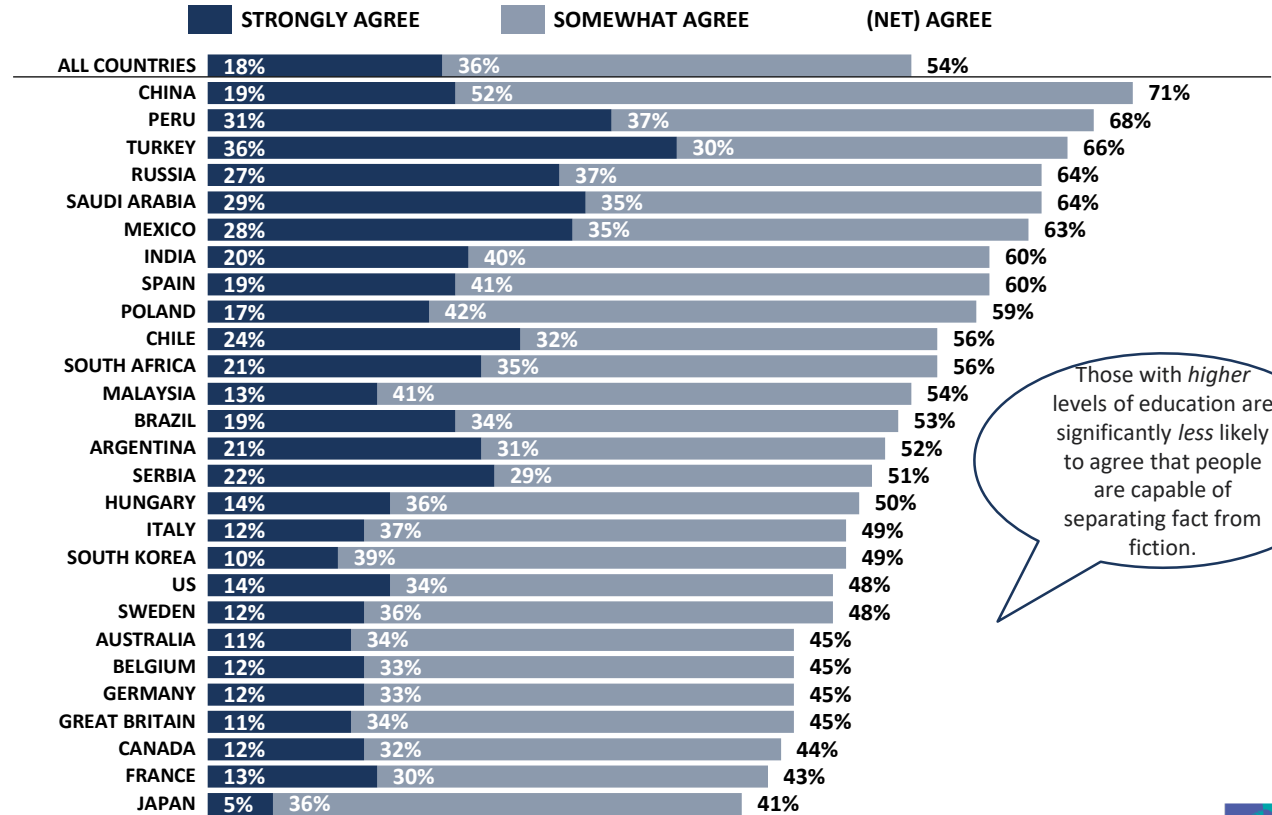
Given the reliance on social media for news and information, six in ten agree it is *unacceptable* for these platforms to be temporarily shut off during times of crisis.

For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:
Temporarily cutting off social media platforms at times of crisis is unacceptable because they are the primary source of news and information for many people.



Over half agree that people are capable of separating fact from fiction, and would *not* support a temporary social media ban.

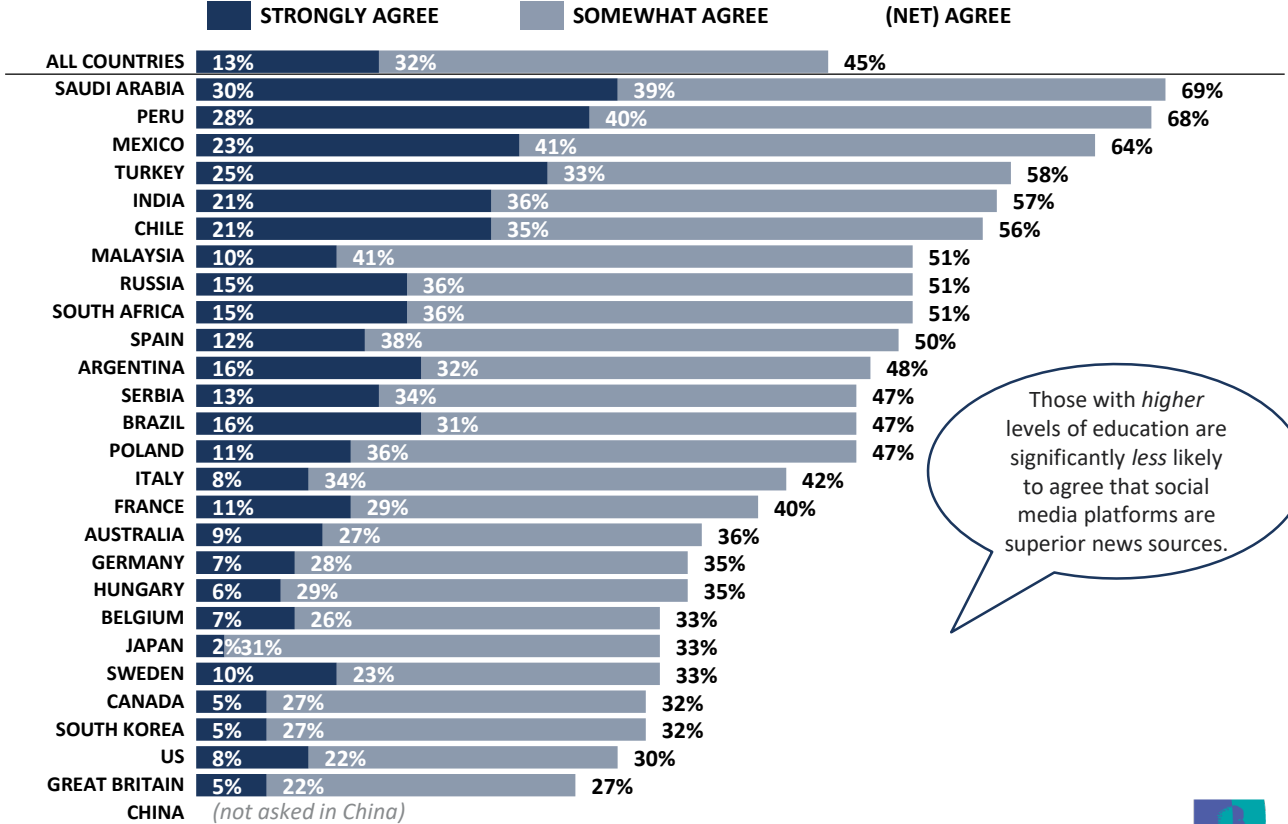
For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:
I think that most people are capable of separating fact from fiction, so I would not support a temporary social media ban to stop the flow of fake news.



Those with *higher* levels of education are significantly *less* likely to agree that people are capable of separating fact from fiction.

Fewer are in agreement that social media platforms provide the best and most accurate news or information.

For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:
 In my country social media platforms are the best, most accurate sources of news and information.

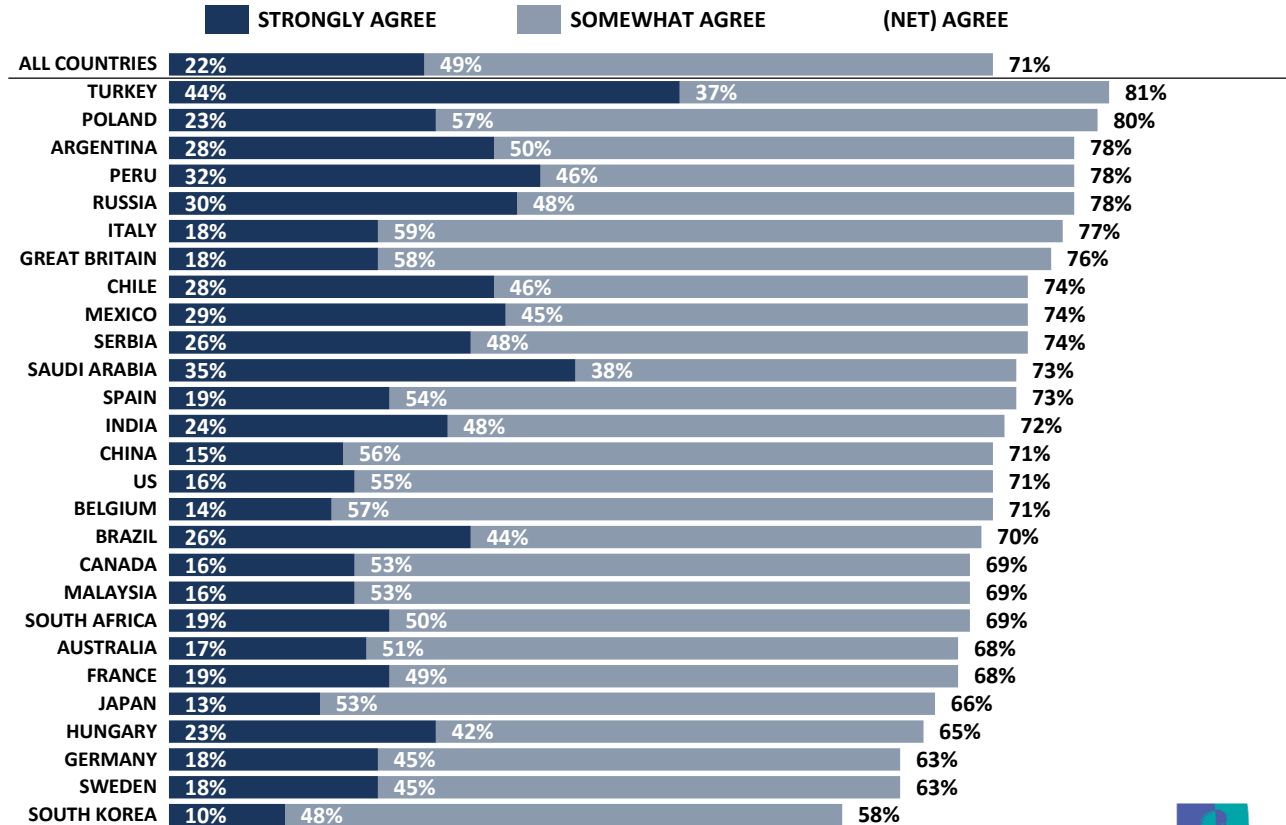


Those with *higher* levels of education are significantly *less* likely to agree that social media platforms are superior news sources.

Base: 19,823 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, Chile, China, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States.

Global citizens are in strongest agreement that there are many ways around social media bans, and therefore question their effectiveness.

For each of the following please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree:
 There are many ways around social media bans, so they will never be effective.



Methodology

- These are the findings of the Global Advisor Wave 128, an Ipsos survey conducted between May 24th and June 7th, 2019.
- The survey instrument is conducted monthly in 27 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, France, Great Britain, Germany, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America.
- For the results of the survey presented herein, an international sample of 19,823 adults aged 18-74 in the US, South Africa, Turkey and Canada, and age 16-74 in all other countries, were interviewed.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel. The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.
- 15 of the 27 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States).
- Brazil, Chile, India, Malaysia, Mexico, Peru, Russia,, Serbia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.
- 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.

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