

28-Aug-20

Table 1
Q.1 Where, if anywhere, do you typically get your information about news and current affairs from?
Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Printed newspapers	6268	325	528	350	1339	788	498
	28	15	25	16	62	34	25
	bcdg		bd		abcdfg	abcdg	bd
Online newspapers or news websites or apps	13918	1289	1185	1456	1503	1427	1034
	63	60	57	66	69	62	51
	bcg	cg	g	abcfg	abcdfg	cg	
Social media	12166	1282	1227	1547	1771	1785	1087
	55	59	59	71	82	78	54
		ag	ag	abcg	abcdfg	abcdg	
Video sharing websites online	3370	564	285	681	894	518	286
	15	26	14	31	41	23	14
		acfg		abcfg	abcdfg	acg	
Online blogs or forums	2766	275	208	328	762	889	252
	13	13	10	15	35	39	13
	c	c		abcg	abcdg	abcdeg	c
The radio	11400	885	1012	776	481	1231	766
	52	41	48	35	22	54	38
	bcdeg	de	bdeg	e		bcdeg	e
Magazines	3300	166	181	309	713	497	293

	15	8	9	14	33	22	15
	bc		bc	bcdfg	abcdg	bc	
Television	17398	1724	1608	1740	1722	1674	1381
	79	80	77	79	79	73	69
	fg	cfg	fg	fg	g		
Colleagues, friends or family face-to-face	8079	743	744	950	996	866	729
	37	34	36	43	46	38	36
			abcfg	abcfg	b		
Colleagues, friends or family via private messages e.g. SMS, WhatsApp, Facebook Messenger	6396	918	571	1037	1294	1170	397
	29	43	27	47	60	51	20
	g	acg	g	abcg	bcdfg	abcdg	
Other, please specify	212	29	37	23	23	13	40
	1	1	2	1	1	1	2
	f	af				adef	
I don't get any information about news and current affairs	161	15	13	12	14	17	50
	1	1	1	1	1	1	2
						abcdef	
Don't know	132	11	9	12	21	11	27
	1	0	0	1	1	0	1
				a		abcdf	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 2

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements

Base: All respondents

	Total	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net Agree	Mean
You tend to believe the news and current affairs information that you see	35030	2857	14090	10117	5990	1653	322	16948	7643	9305	0.3
		8	40	29	17	5	1	48	22	27	

You are sceptical towards the news and current affairs information you see	35030	4433	13034	10234	5650	1236	443	17467	6886	10581	0.4
		13	37	29	16	4	1	50	20	30	
You always do further research on news and current affairs information before you believe it	35030	10442	13665	6296	3253	1068	306	24106	4321	19785	0.84
		30	39	18	9	3	1	69	12	56	

#page
19-093934-01 - Google Media Literacy

28-Aug-20

Table 3

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements:

You tend to believe the news and current affairs information that you see

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	1034	179	131	158	608	617	130
	5	8	6	7	28	27	6
		acg	a	a	abcdg	abcdg	a
Tend to agree (+1)	8886	579	917	1230	876	936	668
	40	27	44	56	40	41	33
	bg		abeg	abcefg	bg	bg	b
Neither agree or disagree (0)	7028	743	614	206	416	472	640
	32	34	29	9	19	21	32
	cdef	acdef	def		d	d	def

Tend to disagree (-1)	3949	500	337	472	168	168	396
	18	23	16	22	8	7	20
	ef	acefg	ef	acef		cef	
Strongly disagree (-2)	1061	105	87	112	69	60	157
	5	5	4	5	3	3	8
	ef	ef	f	ef		abcdef	
Don't know/not sure	157	52	10	16	33	35	18
	1	2	0	1	2	2	1
		acdefg		acd	acd		
Agree	9920	757	1048	1388	1484	1553	798
	45	35	50	63	68	68	40
	bg		abg	abcg	abcdg	abcdg	b
Disagree	5010	605	424	584	238	229	553
	23	28	20	27	11	10	28
	cef	acef	ef	acef		acef	
Net Agree	4910	152	624	804	1246	1325	244
	22	7	30	37	57	58	12
	bg		abg	abcg	abcdg	abcdg	b
Mean	0.22	0.11	0.32	0.39	0.84	0.83	0.11
	bg		abg	abcg	abcdg	abcdg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 4

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements:

You are sceptical towards the news and current affairs information you see

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	2030	298	216	299	670	608	310
	9	14	10	14	31	27	15
		ac		ac	abcdfg	abcdg	ac
Tend to agree (+1)	8021	606	832	1039	847	884	806
	36	28	40	47	39	39	40
	b		ab	abcefg	ab	ab	ab
Neither agree or disagree (0)	7063	790	617	339	467	419	540
	32	37	29	15	22	18	27
	cdefg	acdefg	def		df	d	def
Tend to disagree (-1)	4009	331	348	357	109	230	267
	18	15	17	16	5	10	13
	bdefg	ef	efg	efg		e	ef
Strongly disagree (-2)	810	59	63	107	36	98	63
	4	3	3	5	2	4	3
	be	e	e	abcefg		bce	e
Don't know/not sure	182	74	18	54	41	51	23
	1	3	1	2	2	2	1
		acefg		acg	ac	acg	
Agree	10050	904	1049	1338	1518	1492	1117
	45	42	50	61	70	65	56
	b		ab	abcg	abcdfg	abcdg	abc
Disagree	4819	390	411	464	144	327	330
	22	18	20	21	7	14	16
	bcefg	ef	efg	befg		e	e
Net Agree	5231	514	638	873	1373	1165	787
	24	24	30	40	63	51	39
			ab	abc	abcdfg	abcdg	abc
Mean	0.29	0.36	0.38	0.5	0.94	0.75	0.52
		a	a	abc	abcdfg	abcdg	abc

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 5

Q.2 Below is a list of statements about how you usually think about news and current affairs. Please indicate to what extent you agree or disagree with each of the following statements:

You always do further research on news and current affairs information before you believe it

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	4834	975	378	1314	1104	1406	430
	22	45	18	60	51	61	21
Tend to agree (+1)	c	acg		abceg	abcg	abceg	c
	9398	606	884	646	689	549	893
	42	28	42	29	32	24	44
Neither agree or disagree (0)	bdef	f	bdef	f	bf		bdef
	4576	359	442	117	227	185	391
	21	17	21	5	10	8	19
Tend to disagree (-1)	bdef	def	bdef		df	d	bdef
	2366	129	300	88	90	90	191
	11	6	14	4	4	4	9
Strongly disagree (-2)	bdef	def	abdefg				bdef
	799	43	74	14	33	30	76
	4	2	4	1	2	1	4
Don't know/not sure	bdef	d	bdef		d	d	bdef
	142	47	18	15	27	30	29
	1	2	1	1	1	1	1
Agree		acdef			a	ad	ad
	14232	1581	1261	1960	1793	1955	1323

		64	73	60	89	83	85	66
	c	acg		abcefg	abcg	abceg	c	
Disagree		3165	171	374	102	122	120	266
		14	8	18	5	6	5	13
	bdef	def	abdefg				bdef	
Net Agree		11067	1410	888	1857	1671	1835	1057
		50	65	42	85	77	80	53
	c	acg		abcefg	abcg	abceg	ac	
Mean		0.69	1.11	0.57	1.45	1.28	1.42	0.71
	c	acg		abceg	abcg	abceg	c	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 6

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between

Base: All respondents

	Total	Very easy (Somewhat	Neither ea:	Somewhat	Very difficu	Don't know	Easy	Difficult	Net Easy	Mean
What information is true and what is false	35030	2218	10136	11980	8836	1290	569	12354	10127	2228	0.09
		6	29	34	25	4	2	35	29	6	
What information is fact and what is opinion	35030	4066	13925	9050	6410	1081	498	17991	7491	10500	0.39
		12	40	26	18	3	1	51	21	30	
What content is intended to be taken literally and what is satire (humour used to criticize or make fun of something or someone)	35030	6361	15075	8513	3672	692	717	21436	4364	17072	0.66
		18	43	24	10	2	2	61	12	49	
What content is independent and what is advertising	35030	5855	13209	8670	5245	1318	733	19064	6563	12501	0.5
		17	38	25	15	4	2	54	19	36	
What content is independent and what has a political motive or agenda	35030	5262	11656	9134	6397	1789	791	16919	8186	8733	0.36
		15	33	26	18	5	2	48	23	25	

#page

Table 7

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between what information is true and what is false
 Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

	Total EMEA a	Argentina b	Australia c	Brazil d	India e	Nigeria f	US g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	753 3	166 8	107 5	200 9	399 18	455 20	136 7
		ac	a	acg	abcdg	abcdg	ac
Somewhat easy (+1)	5619 25	666 31	676 32	862 39	803 37	862 38	648 32
		a	a	abcg	abcg	abcg	a
Neither easy or difficult (0)	8722 39	787 36	626 30	312 14	473 22	497 22	563 28
		bcdefg	cdefg	def	d	d	def
Somewhat difficult (-1)	5941 27	414 19	568 27	613 28	381 18	390 17	530 26
		bef	bef	bef			bef
Very difficult (-2)	763 3	55 3	83 4	138 6	97 4	58 3	97 5
		bf	bf	abcefg	abf		abf
Don't know/not sure	318 1	70 3	34 2	69 3	17 1	27 1	35 2

Easy	e	acefg	e	acefg			e
	6372	832	783	1062	1202	1318	784
	29	39	37	48	55	58	39
	a	a	abcg	abcdg	abcdg	abcdg	a
Difficult	6703	469	651	751	478	448	627
	30	22	31	34	22	20	31
	bef	bef	abcefg				bef
Net Easy	-331	363	132	311	725	870	158
	-1	17	6	14	33	38	8
	acdg		cg	abcdg	abcdeg		
Mean	-0.02	0.23	0.08	0.18	0.48	0.56	0.1
	acg	a	acg	abcdg	abcdeg	abcdg	a

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 8

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between what information is fact and what is opinion
Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	1702	404	233	313	476	644	292
	8	19	11	14	22	28	15
	acdg	a	ac	abcdg	abcdeg	ac	
Somewhat easy (+1)	8671	994	779	980	854	890	757

	39	46	37	45	39	39	38
	acefg		acefg				
Neither easy or difficult (0)	6521	489	448	333	432	429	397
	29	23	21	15	20	19	20
	bcdefg	defg	df		d	d	d
Somewhat difficult (-1)	4325	178	516	423	309	249	411
	20	8	25	19	14	11	20
	bef		abdefg	bef	bf	b	bef
Very difficult (-2)	596	50	87	93	82	58	115
	3	2	4	4	4	3	6
			abf	abf	abf		abcdef
Don't know/not sure	300	42	31	51	17	19	37
	1	2	1	2	1	1	2
	ef	aef	ef	aef			ef
Easy	10373	1399	1012	1293	1330	1535	1050
	47	65	48	59	61	67	52
		acdeg		acg	acg	acdeg	ac
Difficult	4921	228	604	516	391	307	525
	22	11	29	23	18	13	26
	bef		abdef	bef	bf	b	abef
Net Easy	5452	1171	408	778	939	1228	524
	25	54	19	35	43	54	26
	c	acdeg		acg	acdg	acdeg	c
Mean	0.3	0.72	0.27	0.47	0.62	0.8	0.36
		acdeg		acg	acdg	abcdeg	ac

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 9

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between

What content is intended to be taken literally and what is satire (humour used to criticize or make fun of something or someone)
Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	3173	528	394	559	555	763	388
	14	24	19	26	26	33	19
		acg	a	acg	acg	abcdeg	a
Somewhat easy (+1)	9780	925	928	985	795	818	844
	44	43	44	45	37	36	42
	ef	ef	ef	ef			ef
Neither easy or difficult (0)	5908	461	452	358	493	400	443
	27	21	22	16	23	17	22
	bcdefg	df	df		df		df
Somewhat difficult (-1)	2405	141	236	198	230	225	236
	11	7	11	9	11	10	12
	bd		bd	b	b	b	bd
Very difficult (-2)	403	34	45	51	60	48	51
	2	2	2	2	3	2	3
					ab		ab
Don't know/not sure	447	70	40	43	37	34	47
	2	3	2	2	2	1	2
		acdef					
Easy	12952	1453	1322	1544	1351	1581	1232
	59	67	63	70	62	69	61
		aceg	a	abceg	a	aceg	a
Difficult	2808	175	281	249	290	274	287
	13	8	13	11	13	12	14
	b		b	b	b	b	bdf
Net Easy	10144	1278	1041	1295	1061	1308	945
	46	59	50	59	49	57	47
		aceg	a	aceg	a	aceg	
Mean	0.6	0.85	0.68	0.84	0.73	0.9	0.65

aceg a aceg ag aceg a

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 10

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between What content is independent and what is advertising
Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	2745	536	283	457	576	975	282
	12	25	14	21	27	43	14
		acd		acg	acd	abcdeg	
Somewhat easy (+1)	8494	858	782	796	754	771	755
	38	40	37	36	35	34	38
	ef	def	f				f
Neither easy or difficult (0)	6083	469	491	419	416	326	467
	28	22	23	19	19	14	23
	bcdefg	def	def	f	f		def
Somewhat difficult (-1)	3535	178	389	366	293	135	349
	16	8	19	17	13	6	17
	bef	f	abef	bef	bf		bef
Very difficult (-2)	809	57	108	99	92	56	98
	4	3	5	5	4	2	5
	bf		abf	abf	bf		abf

Don't know/not sure	449	61	43	57	39	26	58
	2	3	2	3	2	1	3
	f	aef	f	f		aef	
Easy	11239	1394	1065	1253	1330	1746	1037
	51	65	51	57	61	76	52
		acdeg		acg	acdg	abcdeg	
Difficult	4344	235	496	466	385	190	447
	20	11	24	21	18	8	22
	bef	f	abef	bef	bf		abef
Net Easy	6895	1159	569	787	946	1556	590
	31	54	27	36	44	68	29
	c	acdeg		acg	acdg	abcdeg	
Mean	0.41	0.78	0.36	0.54	0.67	1.09	0.4
		acdeg		acg	acdg	abcdeg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 11

Q.4 Thinking about all the different types of information about news and current affairs that you see online, how easy or difficult do you find it to tell the difference between

What content is independent and what has a political motive or agenda

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	2245	625	235	453	554	821	330

	10	29	11	21	26	36	16
	acdeg		acg		acdeg		ac
Somewhat easy (+1)	7236	749	720	837	711	744	660
	33	35	34	38	33	32	33
	abcefg						
Neither easy or difficult (0)	6596	432	480	354	429	407	437
	30	20	23	16	20	18	22
	bcdefg	d	bdef	d		df	
Somewhat difficult (-1)	4484	208	440	357	284	231	392
	20	10	21	16	13	10	20
	bdef		bdef	bef	bf		bdef
Very difficult (-2)	1085	76	153	118	160	61	136
	5	4	7	5	7	3	7
	bf		abdf	bf	abdf		abf
Don't know/not sure	469	68	68	75	32	25	54
	2	3	3	3	1	1	3
	f	aef	aef	aef			ef
Easy	9481	1373	954	1291	1265	1565	990
	43	64	46	59	58	68	49
	acdeg		a	acg	acg	abcdeg	ac
Difficult	5569	285	593	475	444	292	528
	25	13	28	22	20	13	26
	bdef		abdef	bf	bf		bdef
Net Easy	3911	1089	362	815	821	1273	462
	18	50	17	37	38	56	23
	acdeg		acg	acg	abcdeg	ac	
Mean	0.23	0.78	0.22	0.54	0.57	0.9	0.34
	acdeg		acg	acg	abcdeg	ac	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 12

Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in

<country> to tell the difference between:

Base: All respondents

	Total	Very easy (Somewhat	Neither ea	Somewhat	Very difficu	Don't know	Easy	Difficult	Net easy	Mean
What information is true and What is false	35030	2288	7820	10405	10992	2931	595	10107	13923	-3816	-0.13
		7	22	30	31	8	2	29	40	-11	
What information is fact and what is opinion	35030	2548	9355	9696	10029	2795	606	11902	12825	-922	-0.03
		7	27	28	29	8	2	34	37	-3	
What content is intended to be taken literally and what is satire (humour used to criticize or make fun of something or someone)	35030	3727	10784	10183	7549	2045	742	14511	9594	4917	0.19
		11	31	29	22	6	2	41	27	14	
What content is independent and what is advertising	35030	3280	9518	9655	8675	3043	859	12798	11718	1080	0.04
		9	27	28	25	9	2	37	33	3	
What content is independent and what has a political motive or agenda	35030	3479	8529	8825	9110	4240	847	12008	13350	-1342	-0.06
		10	24	25	26	12	2	34	38	-4	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 13

Q.5 Still thinking about all the different types of information about news and current affairs that are seen online, how easy or difficult do you think it is for the average person in <country> to tell the difference between:
What information is true and what is false

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
a	b	c	d	e	f	g

Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	784	197	90	212	441	429	133
	4	9	4	10	20	19	7
	acg		acg	abcdg	abcdg	ac	
Somewhat easy (+1)	4520	482	487	605	678	603	445
	20	22	23	28	31	26	22
	a	a	abcg	abcdfg	abcg		
Neither easy or difficult (0)	7600	625	542	273	441	460	463
	34	29	26	12	20	20	23
	bcdefg	cdefg	def	d	d	def	
Somewhat difficult (-1)	7288	582	737	708	416	571	690
	33	27	35	32	19	25	34
	bef	e	bef	bef	e	bef	
Very difficult (-2)	1562	208	202	353	178	196	232
	7	10	10	16	8	9	12
	a	a	abcefg		a	aef	
Don't know/not sure	361	63	37	42	16	29	46
	2	3	2	2	1	1	2
	e	acdef	e	e		ef	
Easy	5304	680	577	817	1119	1032	579
	24	31	28	37	52	45	29
	ac	a	abcg	abcdfg	abcdg	a	
Difficult	8849	790	938	1061	594	767	922
	40	37	45	48	27	34	46
	bef	ef	abef	abcef	e	abef	
Net easy	-3545	-111	-361	-244	524	265	-343
	-16	-5	-17	-11	24	12	-17
					bcdfg	bd	
Mean	-0.2	-0.06	-0.23	-0.18	0.37	0.22	-0.22
	acdg				abcdfg	abcdg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 14

Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in
 <country> to tell the difference between:
 What information is fact and what is opinion
 Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	1007	231	106	214	373	446	171
	5	11	5	10	17	19	9
		acg		ac	abcdg	abcdg	ac
Somewhat easy (+1)	5672	664	519	633	757	632	478
	26	31	25	29	35	28	24
		acfg		acg	abcdfg	cg	
Neither easy or difficult (0)	6945	577	464	356	446	495	413
	31	27	22	16	21	22	21
	bcdefg	cdefg	d		d	d	d
Somewhat difficult (-1)	6584	480	727	669	392	528	650
	30	22	35	30	18	23	32
	bef	e	abdef	bef		e	abef
Very difficult (-2)	1532	152	236	282	185	155	253
	7	7	11	13	9	7	13
			abef	abef	af		abef
Don't know/not sure	375	54	43	40	18	33	44
	2	3	2	2	1	1	2
	e	aef	e	e			e
Easy	6679	895	625	847	1130	1077	649
	30	41	30	39	52	47	32
		acg		acg	abcdfg	abcdg	
Difficult	8116	632	963	951	577	683	903

	37	29	46	43	27	30	45
Net easy	bef	abef	abef	e	abef		
	-1438	263	-337	-104	553	394	-253
	-7	12	-16	-5	25	17	-13
Mean	dg			bcdfg	bcdg		
	-0.09	0.16	-0.23	-0.08	0.34	0.3	-0.17
#page	cg	acd	cg	abcdg	abcdg		

19-093934-01 - Google Media Literacy

28-Aug-20

Table 15

Q.5 Still thinking about all the different types of information about news and current affairs that are seen online, how easy or difficult do you think it is for the average person in <country> to tell the difference between:

What content is intended to be taken literally and what is satire (humour used to criticize or make fun of something or someone)

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	1699	310	185	299	508	524	202
	8	14	9	14	23	23	10
	acg		acg	abcdg	abcdg	a	
Somewhat easy (+1)	6825	676	647	747	681	652	556
	31	31	31	34	31	28	28
	fg	fg	g	acfg	fg		

Neither easy or difficult (0)	7233	576	549	385	470	492	478
	33	27	26	18	22	21	24
	bcdefg	defg	def		d	d	d
Somewhat difficult (-1)	4779	400	538	511	350	453	518
	22	19	26	23	16	20	26
	be	e	abef	bef		e	abef
Very difficult (-2)	1119	132	125	200	133	134	202
	5	6	6	9	6	6	10
		a		abcef	a		abcef
Don't know/not sure	459	63	51	52	28	35	53
	2	3	2	2	1	2	3
	e	aef	ef	ef			ef
Easy	8525	987	832	1046	1189	1176	757
	39	46	40	48	55	51	38
		acg		acg	abcdfg	abcdg	
Difficult	5898	532	663	711	483	586	720
	27	25	32	32	22	26	36
	be		abef	abef		e	abcdef
Net easy	2627	455	169	334	706	590	37
	12	21	8	15	33	26	2
	cg	acdg	g	acg	abcdfg	abcdg	
Mean	0.15	0.3	0.11	0.2	0.5	0.43	0.02
	g	acdg	g	acg	abcdg	abcdg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 16

Q.5 Still thinking about all the different types of information about news and current affairs that are seen online,

how easy or difficult do you think it is for the average person in <country> to tell the difference between:

What content is independent and what is advertising

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	1404	297	132	265	424	588	170
	6	14	6	12	20	26	8
		acg		acg	abcdg	abcdeg	ac
Somewhat easy (+1)	5835	614	512	653	633	760	511
	26	28	24	30	29	33	25
		acg		acg	acg	abcdeg	
Neither easy or difficult (0)	6839	547	519	384	474	430	462
	31	25	25	17	22	19	23
	bcdefg	def	def		df		df
Somewhat difficult (-1)	5728	442	620	563	398	360	562
	26	20	30	26	18	16	28
	bef	f	abdef	bef	f		bef
Very difficult (-2)	1783	184	258	267	206	106	239
	8	9	12	12	9	5	12
	f	f	abef	abef	af		abef
Don't know/not sure	526	72	55	62	35	45	63
	2	3	3	3	2	2	3
	e	aef	e	e			ef
Easy	7239	912	644	917	1057	1348	681
	33	42	31	42	49	59	34
		acg		acg	abcdg	abcdeg	c
Difficult	7511	626	878	831	604	466	802
	34	29	42	38	28	20	40
	bef	f	abdef	abef	f		abef
Net easy	-272	285	-233	86	452	882	-121
	-1	13	-11	4	21	39	-6
		acd			abcdg	abcdeg	
Mean	-0.03	0.19	-0.18	0.04	0.31	0.61	-0.1
	cg	acd		acg	abcdg	abcdeg	

#page

28-Aug-20

Table 17

Q.5 Still thinking about all the different types of information about news and current affairs that are seen online, how easy or difficult do you think it is for the average person in <country> to tell the difference between: What content is independent and what has a political motive or agenda
Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Very easy (+2)	1422	369	124	308	447	612	197
	6	17	6	14	21	27	10
		acd		acg	abcdg	abcdeg	ac
Somewhat easy (+1)	5046	578	478	619	689	657	461
	23	27	23	28	32	29	23
		acg		acg	abcdfg	acg	
Neither easy or difficult (0)	6313	458	471	331	406	426	421
	29	21	22	15	19	19	21
	bcdefg	def	def		d	d	d
Somewhat difficult (-1)	6274	412	638	515	321	386	563
	28	19	30	23	15	17	28
	bdef	e	bdef	bef			bdef
Very difficult (-2)	2544	281	318	349	273	168	307
	12	13	15	16	13	7	15
	f	af	aef	abef	f		aef
Don't know/not sure	516	60	67	72	33	40	60

		2	3	3	3	2	2	3
	e	ef	aef	aef			ef	
Easy		6469	947	601	927	1136	1269	657
		29	44	29	42	52	55	33
		acg		acg	abcdg	abcdeg	ac	
Difficult		8818	693	956	864	594	555	871
		40	32	46	39	27	24	43
	bef	ef	abdef	bef	f		abdef	
Net easy		-2349	254	-355	64	542	715	-213
		-11	12	-17	3	25	31	-11
		dg			bcdg	bcdeg		
Mean		-0.16	0.16	-0.27	0.01	0.34	0.52	-0.17
	c	acdg		acg	abcdg	abcdeg	c	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 18

Q.6 Thinking about the different types of news and current affairs information available online compared to five years ago, do you think it is easier or more difficult today to tell the difference between what is true and what is false?

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Much easier (+2)	1641	406	181	531	564	792	147
	7	19	9	24	26	35	7
		acg		abcg	abcg	abcdeg	

Somewhat easier (+1)	4089	634	381	604	680	605	299
	18	29	18	28	31	26	15
	g	acfg	g	acg	acdfg	acg	
The same (0)	5032	385	507	235	269	172	417
	23	18	24	11	12	8	21
	bdef	def	bdefg	f	f		bdef
Somewhat more difficult (-1)	7560	527	638	491	432	471	665
	34	24	30	22	20	21	33
	bcdef	ef	bdef	e			bdef
Much more difficult (-2)	3223	164	327	302	183	223	416
	15	8	16	14	8	10	21
	bef		bef	bef		b	abcdef
Don't know/not sure	570	42	61	32	43	25	65
	3	2	3	1	2	1	3
	df	f	df		f		bdef
Easier	5729	1040	562	1135	1244	1398	446
	26	48	27	52	57	61	22
	g	acg	g	abcg	abcdg	abcdeg	
More difficult	10783	691	966	793	615	694	1082
	49	32	46	36	28	30	54
	bcdef	e	bdef	bef			abcdef
Net easier	-5054	349	-404	341	629	704	-636
	-23	16	-19	16	29	31	-32
					bcd	bcdg	
Mean	-0.31	0.28	-0.27	0.26	0.47	0.56	-0.47
	g	acg	g	acg	abcdg	abcdeg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 19

Q.7 To what extent are you worried about the spreading of false or misleading information online around news and current affairs?

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely worried (+2)	5604	629	474	1114	1109	1497	508
	25	29	23	51	51	65	25
	c	acg		abcg	abcg	abcdeg	
Somewhat worried (+1)	10947	1142	1087	820	809	546	923
	50	53	52	37	37	24	46
	defg	adefg	defg	f	f		def
Not very worried (-1)	4372	268	404	178	167	187	392
	20	12	19	8	8	8	20
	bdef	def	bdef				bdef
Not at all worried (-2)	673	77	75	56	43	42	100
	3	4	4	3	2	2	5
	ef	ef	ef				abcdef
Don't know/not sure	519	42	55	25	41	18	85
	2	2	3	1	2	1	4
	df	df	df		df		abcdef
Extremely worried / Somewhat worried	16551	1772	1561	1935	1918	2043	1431
	75	82	75	88	88	89	71
	g	acg	g	abcg	abcg	abcg	
Not very/Not at all worried	5045	345	479	234	211	228	493
	23	16	23	11	10	10	25
	bdef	def	bdef				bdef
Net worried	11506	1427	1082	1701	1707	1815	939
	52	66	52	78	79	79	47
	g	acg	g	abcg	abcg	abcg	
Mean	0.76	0.94	0.73	1.27	1.3	1.44	0.7
	g	acg		abcg	abcg	abcdeg	

#page
19-093934-01 - Google Media Literacy

28-Aug-20

Table 20

Q.8 And what do you think the main consequences of the spreading of false or misleading information around news and current affairs online are, if any?

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Don't know	6003	438	458	393	446	468	508
	27	20	22	18	21	20	25
	bcdef	d	d		d	d	bcdef

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 21

Q.9 Please indicate to what extent you agree or disagree with each of the following statements

Base: All respondents

	Total	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Agree	Disagree	Net agree	Mean
You pay more attention to the news that fits with your beliefs than news that doesn't	35030	3799	11895	11653	4927	2102	654	15695	7028	8667	0.3
		11	34	33	14	6	2	45	20	25	
False information online has a negative effect on your country's politics	35030	12323	13061	6140	1874	728	904	25383	2603	22781	1.01
		35	37	18	5	2	3	72	7	65	

False information online has a negative effect on your discussions with your family and friends	35030	6959 20	12337 35	9285 27	3890 11	1697 5	862 2	19295 55	5587 16	13708 39	0.56
You pay more attention to news stories that you find entertaining	35030	4483 13	12648 36	10931 31	4631 13	1788 5	548 2	17131 49	6419 18	10712 31	0.39
You pay more attention to news stories that have been shared by friends	35030	2631 8	10590 30	12980 37	5784 17	2427 7	617 2	13221 38	8212 23	5009 14	0.15
People are entitled to express their opinions, even if these are based on false or misleading information	35030	4201 12	9411 27	8124 23	7340 21	5294 15	660 2	13612 39	12634 36	978 3	0

#page
19-093934-01 - Google Media Literacy

28-Aug-20

Table 22

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

You pay more attention to the news that fits with your beliefs than news that doesn't

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	1535	315	178	294	566	727	184
	7	15	9	13	26	32	9
	acg	a	acg	abcdg	abcdeg	a	
Tend to agree (+1)	7719	652	746	714	762	635	667
	35	30	36	33	35	28	33

Neither agree or disagree (0)	bdf		bdf	f	bf		f	
	7998	774	682	560	508	442	687	
	36	36	33	26	23	19	34	
Tend to disagree (-1)	cdef	cdef	def	f	f		def	
	3222	254	348	307	211	273	312	
	15	12	17	14	10	12	16	
Strongly disagree (-2)	bef	e	abdef	bef		e	bef	
	1197	118	96	287	96	192	115	
	5	5	5	13	4	8	6	
Don't know/not sure				abcefg		abceg		
	443	45	44	32	26	20	43	
	2	2	2	1	1	1	2	
Agree	ef	ef	ef				ef	
	9254	967	924	1008	1328	1362	852	
	42	45	44	46	61	60	42	
Disagree		a		ag	abcdg	abcdg		
	4419	372	444	594	308	465	427	
	20	17	21	27	14	20	21	
Net agree	be	e	be	abcefg		be	be	
	4835	595	480	414	1021	897	425	
	22	28	23	19	47	39	21	
Mean	d	acdg	d		abcdfg	abcdg		
	0.24	0.37	0.27	0.19	0.7	0.63	0.25	
		acdg	d		abcdg	abcdg		

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 23

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

False information online has a negative effect on your country's politics

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	6005	980	551	1380	1055	1454	897
	27	45	26	63	49	64	45
		ac		abceg	abcg	abceg	ac
Tend to agree (+1)	9086	625	955	490	700	503	702
	41	29	46	22	32	22	35
	bdefg	df	abdefg		bdf		bdf
Neither agree or disagree (0)	4517	330	386	174	274	192	268
	20	15	18	8	13	8	13
	bcdefg	def	bdefg		df		df
Tend to disagree (-1)	1406	106	95	84	61	58	64
	6	5	5	4	3	3	3
	bcdefg	efg	efg	f			
Strongly disagree (-2)	453	59	42	36	45	58	36
	2	3	2	2	2	3	2
		ad				d	
Don't know/not sure	648	59	66	29	35	24	42
	3	3	3	1	2	1	2
	def	def	def				f
Agree	15091	1605	1507	1870	1754	1957	1599
	68	74	72	85	81	85	80
		a	a	abceg	abc	abceg	abc
Disagree	1858	165	136	120	106	117	100
	8	8	7	5	5	5	5
	cdefg	defg	e				
Net agree	13233	1440	1370	1750	1648	1840	1500
	60	67	65	80	76	80	75
		a	a	abceg	abc	abceg	abc
Mean	0.88	1.13	0.93	1.43	1.25	1.43	1.2
		ac	a	abceg	abc	abceg	abc

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 24

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

False information online has a negative effect on your discussions with your family and friends

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	2773	683	282	1124	829	951	316
	13	32	13	51	38	42	16
		acg		abcefg	abcg	abceg	a
Tend to agree (+1)	7746	781	852	691	805	713	749
	35	36	41	31	37	31	37
	df	df	abdefg		df		df
Neither agree or disagree (0)	6780	449	612	219	348	316	560
	31	21	29	10	16	14	28
	bdefg	def	bdef		df	d	bdef
Tend to disagree (-1)	2955	144	220	91	100	164	216
	13	7	10	4	5	7	11
	bcdefg	de	bdef			de	bdef
Strongly disagree (-2)	1239	53	65	45	62	126	108
	6	2	3	2	3	5	5
	bcde		d			bcde	bcde
Don't know/not sure	622	49	64	24	26	19	59
	3	2	3	1	1	1	3
	def	def	def				def
Agree	10519	1464	1134	1815	1634	1664	1065
	48	68	54	83	75	73	53

		acg	a	abcefg	abcg	abcg	a	
Disagree	4194	196	285	136	162	290	324	
	19	9	14	6	7	13	16	
	bcdefg	d	bde			bde	bcdef	
Net agree	6325	1268	849	1679	1472	1374	741	
	29	59	41	77	68	60	37	
	acg	ag	abcefg	abcfg	acg	a		
Mean	0.37	0.9	0.52	1.27	1.04	0.97	0.49	
	acg	a	abcefg	abcfg	abcg	a		

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 25

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

You pay more attention to news stories that you find entertaining

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	1794	414	222	298	579	951	227
	8	19	11	14	27	42	11
	acdg	a	acg	abcdg	abcdeg	a	
Tend to agree (+1)	7860	795	846	790	843	734	781
	36	37	40	36	39	32	39
	f	f	abdf	f	af	af	
Neither agree or disagree (0)	7667	627	645	579	472	328	614
	35	29	31	26	22	14	31

	bcdefg	ef	def	ef	f		def	
Tend to disagree (-1)	3269	172	257	319	178	181	255	
	15	8	12	15	8	8	13	
Strongly disagree (-2)	1167	94	100	180	70	82	95	
	5	4	5	8	3	4	5	
Don't know/not sure	358	57	25	28	28	14	38	
	2	3	1	1	1	1	2	
Agree	9653	1208	1067	1088	1422	1685	1007	
	44	56	51	50	66	74	50	
Disagree	4437	266	358	499	248	263	350	
	20	12	17	23	11	11	17	
Net agree	5217	943	710	589	1174	1422	657	
	24	44	34	27	54	62	33	
Mean	0.27	0.6	0.4	0.33	0.79	1.01	0.4	
	acd	g	ad	a	abcdg	abcdeg	ad	
	acd	g	ad	a	abcdg	abcdeg	ad	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 26

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

You pay more attention to news stories that have been shared by friends

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

Total EMEA Argentina Australia Brazil India Nigeria US

	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	943	231	114	264	524	422	134
	4	11	5	12	24	18	7
		acg	a	acg	abcdfg	abcdg	a
Tend to agree (+1)	6350	625	649	784	804	703	674
	29	29	31	36	37	31	34
			a	abcf	abcfg		ab
Neither agree or disagree (0)	8792	902	801	595	560	604	725
	40	42	38	27	26	26	36
	defg	cdefg	def				def
Tend to disagree (-1)	4008	235	372	341	187	328	313
	18	11	18	16	9	14	16
	bdefg	e	bef	be		be	be
Strongly disagree (-2)	1628	109	123	175	65	214	116
	7	5	6	8	3	9	6
	bceg	e	e	bceg		abceg	e
Don't know/not sure	395	55	36	35	31	18	48
	2	3	2	2	1	1	2
	f	adef	f	f	f		ef
Agree	7293	856	763	1048	1328	1125	808
	33	40	36	48	61	49	40
		ac	a	abcg	abcdfg	abcg	ac
Disagree	5636	344	495	516	252	542	428
	25	16	24	24	12	24	21
	bdeg	e	be	be		be	be
Net agree	1657	512	268	533	1076	584	380
	7	24	13	24	50	25	19
		acg	a	acg	abcdfg	acg	ac
Mean	0.04	0.3	0.13	0.29	0.72	0.35	0.2
		acg	a	acg	abcdfg	acg	ac

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 27

Q.9 Please indicate to what extent you agree or disagree with each of the following statements:

People are entitled to express their opinions, even if these are based on false or misleading information

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Strongly agree (+2)	1802	406	174	293	634	668	224
	8	19	8	13	29	29	11
	acdg		acg		abcdg	abcdg	ac
Tend to agree (+1)	5850	448	637	500	755	570	652
	26	21	30	23	35	25	32
	bd	abdf		abcdf		b	abdf
Neither agree or disagree (0)	5751	485	540	199	348	296	505
	26	22	26	9	16	13	25
	bdef	def	bdef	df		d	def
Tend to disagree (-1)	5055	512	457	420	209	309	377
	23	24	22	19	10	13	19
	defg	defg	defg	ef	e		ef
Strongly disagree (-2)	3219	267	238	754	178	430	209
	15	12	11	34	8	19	10
	bceg	e	e	abcefg	abceg		e
Don't know/not sure	437	41	49	28	46	16	43
	2	2	2	1	2	1	2
	df	f	df	df		df	
Agree	7652	854	811	792	1389	1238	876
	35	40	39	36	64	54	44
	ad		a	abcdfg		abcdg	abcd
Disagree	8275	779	695	1174	387	739	586
	37	36	33	54	18	32	29

	cefg	efg	eg	abcefg	eg	e	
Net agree	-623	76	117	-382	1002	499	290
	-3	4	6	-17	46	22	14
		b		abcdfg	bcdg	bc	
Mean	-0.09	0.1	0.03	-0.39	0.69	0.32	0.16
	d	ad	ad	abcdfg	abcdg	acd	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 28

Q.10 To what extent do you feel familiar or unfamiliar with the following terms?

Base: All respondents

	Total	Extremely familiar	Somewhat familiar	Not very familiar	Never heard of	Don't know	Familiar	Unfamiliar	Net familiarity	Mean
Deepfake	35030	4392	8450	9902	10248	2037	12842	20150	-7308	-0.4
		13	24	28	29	6	37	58	-21	
Misinformation	35030	12122	14937	5648	1421	902	27059	7069	19990	0.9
		35	43	16	4	3	77	20	57	
Fake news	35030	16425	13184	3939	742	740	29609	4680	24929	1.18
		47	38	11	2	2	85	13	71	
Political bias	35030	10763	14620	6685	1857	1105	25383	8542	16840	0.76
		31	42	19	5	3	72	24	48	
Disinformation	35030	12340	13725	6187	1804	973	26065	7991	18074	0.84
		35	39	18	5	3	74	23	52	
Hate speech	35030	12515	12677	6315	2578	945	25192	8893	16300	0.77
		36	36	18	7	3	72	25	47	
Confirmation bias	35030	4766	11314	11021	6265	1664	16080	17286	-1207	-0.08
		14	32	31	18	5	46	49	-3	
Post truth	35030	4189	9920	11072	8031	1819	14109	19102	-4994	-0.27
		12	28	32	23	5	40	55	-14	
Media literacy	35030	6781	13204	9848	3984	1213	19985	13832	6153	0.26
		19	38	28	11	3	57	39	18	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 29

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Deepfake

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	2352	260	201	264	525	535	255
	11	12	10	12	24	23	13
		ac		c	abcdg	abcdg	ac
Somewhat familiar (+1)	5211	450	412	526	705	675	471
	24	21	20	24	32	29	23
	bc			bc	abcdfg	abcdg	c
Not very familiar (-1)	6255	523	571	737	584	734	497
	28	24	27	34	27	32	25
	bg		b	abceg	b	abceg	
Never heard of (-2)	6900	767	805	545	265	307	660
	31	36	38	25	12	13	33
	def	adef	adefg	ef			def
Don't know/not sure	1397	158	106	123	91	38	125
	6	7	5	6	4	2	6
	cef	cdef	f	ef	f		ef
Familiar	7563	710	613	789	1230	1210	726
	34	33	29	36	57	53	36
	c	c		bc	abcdfg	abcdg	bc
Unfamiliar	13155	1290	1376	1282	849	1041	1157
	59	60	66	58	39	45	58
	ef	ef	abdefg	ef		e	ef

Net familiar	-5592	-580	-763	-492	381	169	-431
	-25	-27	-36	-22	18	7	-21
				f			
Mean	-0.49	-0.54	-0.69	-0.37	0.31	0.18	-0.44
	c	c	abc	abcdfg	abcdg	c	

#page
19-093934-01 - Google Media Literacy

28-Aug-20

Table 30
Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Misinformation
Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EME/	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	6203	1201	827	746	912	1390	844
	28	56	39	34	42	61	42
		acdeg	ad	a	ad	abcdeg	ad
Somewhat familiar (+1)	10111	729	959	861	809	601	866
	46	34	46	39	37	26	43
	bdefg	f	bdef	bf	bf		bdef
Not very familiar (-1)	4087	148	209	447	336	241	180
	18	7	10	20	15	11	9
	bcefg		b	abcefg	bcfg	b	b
Never heard of (-2)	1084	45	49	84	70	34	55
	5	2	2	4	3	1	3
	bcdefg			bcf	bf		f
Don't know/not sure	631	35	51	57	43	23	63
	3	2	2	3	2	1	3

	bef	f	bf	f		bef	
Familiar	16314	1930	1786	1606	1721	1991	1710
	74	89	85	73	79	87	85
	acdefg	ade		ad	ade	ade	
Unfamiliar	5170	193	258	531	406	275	235
	23	9	12	24	19	12	12
	bcefg	b	bcefg	bcfg	b	b	
Net familiar	11144	1737	1528	1075	1315	1716	1475
	50	81	73	49	61	75	73
	acdefg	ade		ad	ade	ade	
Mean	0.76	1.36	1.13	0.81	1.01	1.36	1.16
	acdeg	ade	a	ad	acdeg	ade	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 31

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Fake news

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	9137	1419	939	1195	1121	1560	1053
	41	66	45	54	52	68	52
	acdeg	a	ac	ac	acdeg	ac	
Somewhat familiar (+1)	9245	580	875	619	642	488	734
	42	27	42	28	30	21	37
	bdefg	f	bdefg	f	f	bdef	
Not very familiar (-1)	2734	90	197	308	271	184	154

	12	4	9	14	12	8	8
	bcfg	b	abcfg	bcfg	b	b	
Never heard of (-2)	478	45	40	34	97	36	13
	2	2	2	2	4	2	1
	g	g	g	g	abcdfg	g	
Don't know/not sure	521	24	44	37	39	21	55
	2	1	2	2	2	1	3
	bf	bf	f	f		bdf	
Familiar	18382	1999	1814	1815	1763	2048	1787
	83	93	87	83	81	89	89
	e	acdefg	ade		acde	acde	
Unfamiliar	3212	135	237	342	368	220	167
	15	6	11	16	17	10	8
	bcfg	bg	bcfg	abcfg	b	b	
Net familiar	15170	1865	1577	1472	1395	1828	1621
	69	86	75	67	64	80	81
	e	acdefg	ade		acde	acde	
Mean	1.1	1.52	1.21	1.22	1.14	1.48	1.36
		acdeg	ae	ae		acdeg	acde

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 32

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Political bias

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009

Extremely familiar (+2)	5885	546	728	635	871	1247	851
	27	25	35	29	40	54	42
		abd	ab	abcd	abcdeg	abcd	
Somewhat familiar (+1)	9816	764	945	728	846	702	819
	44	35	45	33	39	31	41
	bdefg	f	bdefg	bdf		bdf	
Not very familiar (-1)	4560	451	281	567	341	276	210
	21	21	13	26	16	12	10
	cefg	cefg	g	abcefg	cfg		
Never heard of (-2)	1109	312	84	182	71	36	63
	5	14	4	8	3	2	3
	efg	acdefg	f	acefg	f		f
Don't know/not sure	745	86	57	83	41	28	66
	3	4	3	4	2	1	3
	ef	cef	f	ef			ef
Familiar	15701	1309	1673	1363	1717	1949	1670
	71	61	80	62	79	85	83
	bd		abd		abd	abcde	abcde
Unfamiliar	5669	762	365	748	412	312	273
	26	35	17	34	19	14	14
	cefg	acefg	fg	acefg	fg		
Net familiar	10032	547	1307	614	1306	1637	1397
	45	25	62	28	60	72	70
	bd		abd		abd	abcde	abcde
Mean	0.69	0.38	0.96	0.51	0.99	1.26	1.12
	bd		abd	b	abd	abcdeg	abcde

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 33

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Disinformation

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	7384	1366	484	928	666	946	566
	33	63	23	42	31	41	28
	ceg	acdefg		aceg	c	aceg	c
Somewhat familiar (+1)	9124	605	815	757	839	783	801
	41	28	39	34	39	34	40
	bdef		bdf	b	bdf	b	bdf
Not very familiar (-1)	3912	120	479	410	467	430	368
	18	6	23	19	22	19	18
	b		abdfg	b	abdfg	b	b
Never heard of (-2)	1066	36	243	51	134	98	175
	5	2	12	2	6	4	9
	bd		abdefg		abdf	bd	abdef
Don't know/not sure	628	29	74	47	64	32	99
	3	1	4	2	3	1	5
	bf		bdf		bf		abcdef
Familiar	16508	1972	1299	1685	1505	1729	1367
	75	91	62	77	69	76	68
	ceg	acdefg		aceg	c	ceg	c
Unfamiliar	4979	157	722	462	601	528	543
	23	7	34	21	28	23	27
	b		abdefg	b	abdf	b	abdf
Net familiar	11529	1815	576	1223	905	1202	824
	52	84	28	56	42	52	41
	ceg	acdefg		acefg	c	ceg	c
Mean	0.83	1.48	0.4	0.98	0.68	0.91	0.64
	ceg	acdefg		aceg	c	aceg	c

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 34

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Hate speech

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	6512	1218	708	866	924	1402	886
	29	56	34	39	43	61	44
		acdeg	a	ac	acd	abcdeg	acd
Somewhat familiar (+1)	8336	693	885	700	753	563	747
	38	32	42	32	35	25	37
	bdef	f	abdefg	f	f		bdf
Not very familiar (-1)	4543	148	317	489	331	262	225
	21	7	15	22	15	11	11
	bcefg		bfg	bcefg	bfg	b	b
Never heard of (-2)	2071	62	127	73	113	45	85
	9	3	6	3	5	2	4
	bcdefg		bdfg	f	bdf		bf
Don't know/not sure	652	37	58	66	49	18	65
	3	2	3	3	2	1	3
	bf	f	bf	bf	f		bf
Familiar	14848	1910	1593	1566	1677	1964	1633
	67	89	76	71	77	86	81
		acdefg	ad	a	ad	acdeg	acde
Unfamiliar	6615	210	445	562	444	307	311
	30	10	21	26	20	13	15
	bcdefg		bfg	bcefg	bfg	b	b
Net familiar	8234	1700	1148	1004	1233	1657	1323
	37	79	55	46	57	72	66
		acdefg	ad	a	ad	acdeg	acde
Mean	0.59	1.35	0.85	0.84	0.96	1.33	1.09

acdeg a a acd acdeg acde

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 35

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Confirmation bias

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	2262	283	318	371	574	614	345
	10	13	15	17	26	27	17
		a	a	ab	abcdg	abcdg	ab
Somewhat familiar (+1)	6726	659	679	807	886	911	646
	30	31	32	37	41	40	32
			abcg	abcdg	abcdg		
Not very familiar (-1)	7432	629	619	679	520	579	563
	34	29	30	31	24	25	28
	bcdefg	ef	ef	ef			e
Never heard of (-2)	4507	477	384	253	134	161	349
	20	22	18	12	6	7	17
	cdefg	cdefg	def	ef			def
Don't know/not sure	1188	110	95	85	55	25	106
	5	5	5	4	3	1	5
	def	ef	ef	ef	f		def
Familiar	8988	942	997	1178	1460	1525	991
	41	44	48	54	67	67	49
		a	ab	abcg	abcdg	abcdg	ab

Unfamiliar	11939	1106	1003	931	655	740	912
	54	51	48	42	30	32	45
	bcdefg	cdefg	def	ef		ef	
Net familiar	-2951	-164	-6	246	805	785	79
	-13	-8	0	11	37	34	4
			bcg	bcdg	bcdg	c	
Mean	-0.25	-0.17	-0.04	0.17	0.59	0.55	0.04
	a	ab	abcg	abcdg	abcdg	ab	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 36

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Post truth

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	1714	400	202	394	649	635	195
	8	19	10	18	30	28	10
		acg	a	acg	abcdg	abcdg	a
Somewhat familiar (+1)	5614	734	570	800	873	848	480
	25	34	27	36	40	37	24
		acg	g	acg	abcdfg	abcg	
Not very familiar (-1)	7386	581	706	720	451	612	616
	33	27	34	33	21	27	31
	befg	e	bef	bef		e	bef
Never heard of (-2)	6087	341	515	206	141	165	576
	28	16	25	9	6	7	29

Don't know/not sure	bcdef	def	bdef	ef			bcdef
	1314	102	102	74	56	29	141
	6	5	5	3	3	1	7
Familiar	bdef	def	def	f	f		bcdef
	7328	1134	772	1194	1522	1483	675
	33	53	37	54	70	65	34
Unfamiliar		acg	a	acg	abcdfg	abcdg	
	13472	922	1221	927	592	777	1192
	61	43	58	42	27	34	59
Net familiar	bcdef	ef	bdef	ef		e	bdef
	-6144	213	-449	267	930	707	-517
	-28	10	-21	12	43	31	-26
Mean			b	bcdfg	bcdg		
	-0.51	0.13	-0.38	0.21	0.68	0.52	-0.48
		acg	ag	acg	abcdfg	abcdg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 37

Q.10 To what extent do you feel familiar or unfamiliar with the following terms? Media literacy

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely familiar (+2)	3323	622	314	430	713	1087	292
	15	29	15	20	33	48	15
Somewhat familiar (+1)		acdg		acg	abcdg	abcdeg	
	8172	867	800	790	953	832	789

	37	40	38	36	44	36	39
	adf			abcdfg		d	
Not very familiar (-1)	6993	408	604	611	357	301	574
	32	19	29	28	16	13	29
	bcdefg	ef	bef	bef	f		bef
Never heard of (-2)	2799	197	302	289	100	47	250
	13	9	14	13	5	2	12
	bef	ef	abef	bef	f		bef
Don't know/not sure	827	64	74	74	47	22	104
	4	3	4	3	2	1	5
	ef	f	ef	ef	f		abcdef
Familiar	11495	1489	1115	1220	1666	1920	1081
	52	69	53	56	77	84	54
		acd		a	abcdg	abcdeg	
Unfamiliar	9792	605	906	900	457	348	823
	44	28	43	41	21	15	41
	bdefg	ef	bef	bef	f		bef
Net familiar	1703	883	208	320	1209	1572	258
	8	41	10	15	56	69	13
		acd		a	abcdg	abcdeg	ac
Mean	0.1	0.62	0.11	0.22	0.86	1.15	0.16
		acd		ac	abcdg	abcdeg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 38

Q.11 Which, if any, of the following things have you personally felt concerned about when accessing news or current affairs information online?

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

Total EMEA Argentina Australia Brazil India Nigeria US

	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Seeing a story where the headline did not reflect the content of the article	9384	955	1223	1100	1125	1321	1034
	42	44	58	50	52	58	51
			abdeg	ab	ab	abdeg	ab
Seeing a story, video or photo where real events were shown in a misleading context	10873	1247	1253	1299	1328	1349	1224
	49	58	60	59	61	59	61
		a	a	a	ab	a	a
Reading a news story that was completely fake	10798	1345	1092	1310	1250	1493	1097
	49	62	52	60	58	65	55
		aceg	a	acg	ac	acdeg	a
Seeing a video or photo that had been altered to show something that didn't in fact occur	10549	1210	1037	1231	1328	1380	1115
	48	56	50	56	61	60	55
		ac		ac	abcdg	abcdg	ac
Sharing content that was false with colleagues, friends or family	6246	788	649	972	1046	1087	654
	28	37	31	44	48	47	33
		acg	a	abcg	abcdg	abcdg	a
None of the above	3540	154	301	136	127	92	300
	16	7	14	6	6	4	15
	bdef	f	bdef	f	f		bdef

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 39

Q.12 Thinking about the news and current affairs information you get online, which of the following factors, if any, are the most important in making you trust information is true?

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Being familiar with the website or app on which it appears	8613	1096	909	1051	995	979	925
	39	51	43	48	46	43	46
		acefg	a	acf	af	a	af
Knowing the website or app on which it appears is independent and unbiased	10160	941	958	980	1052	1313	968
	46	44	46	45	48	57	48
	b				abd	abcdeg	bd
Recognising the person or organization that wrote or created it	9526	1186	985	1041	957	1039	935
	43	55	47	47	44	45	47
		acdefg	a	ae		a	a
Seeing it has been shared by a friend or someone you know	2122	257	242	357	624	363	234
	10	12	12	16	29	16	12
		a	a	abcg	abcdfg	abcg	a
Seeing it has a lot of shares, likes or comments next to it	1995	247	185	315	660	423	174
	9	11	9	14	30	18	9
		acg		abcg	abcdfg	abcdg	
If it fits with your understanding of the issues reported	5349	425	725	661	826	812	567
	24	20	35	30	38	35	28
	b		abdg	ab	abcdg	abdg	ab
Knowing the website or app on which it appears is based in <country>	3480	430	616	491	769	440	461
	16	20	29	22	35	19	23
		a	abdfg	af	abcdfg	a	abf
The website or app on which it appears is near the top of internet search results	2580	375	248	503	774	567	253
	12	17	12	23	36	25	13
		acg		abcg	abcdfg	abcg	

If you search for it, a lot of other websites give the same information

9457	1015	911	1208	1082	1315	895
43	47	43	55	50	57	45

It has accurate spelling and grammar

	ac		abceg	acg	abceg	
7640	693	760	829	582	365	659
35	32	36	38	27	16	33

Other, please specify

bef	ef	befg	abefg	f		ef
430	69	70	37	15	41	56
2	3	3	2	1	2	3

Don't know

e	edef	edef	e		e	edef
2214	123	182	106	78	64	220
10	6	9	5	4	3	11
bdef	ef	bdef	ef			bcdef

#page
19-093934-01 - Google Media Literacy

28-Aug-20

Table 40

Q.13 When you're unsure about whether a piece of news or information online is true or false, which of these, if any, are you most likely to do?

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)
Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Check whether the headline accurately reflects the rest of the story	5868	756	752	672	832	884	696
	27	35	36	31	38	39	35
		ad	ad	a	abdg	abdg	ad
Look at the quality of the	5538	248	579	640	565	332	495

		25	12	28	29	26	15	25
	bf		abfg	abefg	bf	b	bf	
Search online for key words to see if the story ranks among top searches		4845	496	424	788	858	642	373
		22	23	20	36	40	28	19
	g	cg		abcfg	abcdfg	abcg		
Read how other media organizations have reported the story		9460	815	921	1071	975	1191	845
		43	38	44	49	45	52	42
	b		b	abceg	b	abcdeg	b	
Go back to the original source of the information		8610	1002	802	1138	1016	1050	818
		39	46	38	52	47	46	41
		acg		abcefg	acg	acg		
Use a fact-checking website		5917	215	529	850	839	814	694
		27	10	25	39	39	36	35
	b		b	abcfg	abcfg	abc	abc	
Talk to friends or family to check whether they have heard of the story		4603	735	543	619	856	841	476
		21	34	26	28	39	37	24
		acdg	a	ag	abcdg	acdg	a	
Do some research on the media organization that has reported the story		7144	978	578	805	941	1029	632
		32	45	28	37	43	45	31
	c	acdg		acg	acdg	acdg	c	
Check the publication date		6352	939	617	861	753	765	555
		29	43	29	39	35	33	28
		acdefg		acefg	acg	acg		
Read the comments		6016	844	608	743	817	889	450
		27	39	29	34	38	39	22
	g	acdg	g	acg	acdg	acdg		
If on social media, check the profile of the person who shared the story		3613	624	353	659	797	675	341
		16	29	17	30	37	30	17
		acg		acg	abcdfg	acg		
If on social media, check how many people have shared or liked the story		1501	255	164	296	622	400	163
		7	12	8	13	29	17	8
		acg		acg	abcdfg	abcdg	a	
Other, please specify		242	32	53	20	13	22	28

	1	1	3	1	1	1	1
	e	e	abdefg			e	
I would not do anything to verify the piece of information	924	47	127	35	28	25	125
	4	2	6	2	1	1	6
	bdef	ef	abdef			abdef	
Don't know	1484	97	137	59	75	58	148
	7	4	7	3	3	3	7
	bdef	df	bdef			bdef	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 41

Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?

Base: All respondents

	Total	Extremely i	Somewhat	Neither ap	Somewhat	Extremely i	Don't know	Appropriat	Inappropri	Net approp	Mean
Display fact checking alongside advertising, news links, or user posts	35030	11779	13450	6287	1519	555	1440	25229	2074	23155	1.02
		34	38	18	4	2	4	72	6	66	
Work with the news industry to boost quality journalism	35030	12804	13222	5842	1382	619	1162	26026	2001	24025	1.07
		37	38	17	4	2	3	74	6	69	
Display the source of information shown	35030	17129	11471	3960	1172	409	889	28600	1581	27018	1.28
		49	33	11	3	1	3	82	5	77	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 42

Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?

Display fact checking alongside advertising, news links, or user posts

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)
 Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely appropriate (+2)	6076	772	743	1099	1000	1340	750
	27	36	35	50	46	59	37
		a	a	abceg	abcg	abcdeg	a
Somewhat appropriate (+1)	8903	834	852	682	755	682	742
	40	39	41	31	35	30	37
	defg	def	defg		df		df
Neither appropriate or inappropriate (0)	4604	346	335	244	267	159	332
	21	16	16	11	12	7	17
	bcdefg	def	def	f	f		def
Somewhat inappropriate (-1)	1066	102	70	81	80	64	56
	5	5	3	4	4	3	3
	cdefg	cfg					
Extremely inappropriate (-2)	360	34	28	32	35	22	44
	2	2	1	1	2	1	2
	f						f
Don't know/not sure	1105	70	68	56	33	22	86
	5	3	3	3	2	1	4
	bcdef	ef	ef	ef			def
Appropriate	14979	1606	1595	1782	1754	2022	1492
	68	74	76	81	81	88	74
	a	a	abcg	abcg	abcdeg	a	
Inappropriate	1427	136	98	113	115	86	99
	6	6	5	5	5	4	5
	cdefg	cf		f	f		
Net appropriate	13552	1470	1497	1669	1639	1936	1393
	61	68	71	76	76	85	69

	a	ab	abcg	abcg	abcdeg	a	
Mean	0.92	1.06	1.09	1.28	1.22	1.44	1.09
	a	a	abceg	abcg	abcdeg	a	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 43

Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?

Work with the news industry to boost quality journalism

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely appropriate (+2)	7271	881	657	1136	860	1401	600
	33	41	31	52	40	61	30
	g	acg		abceg	acg	abcdeg	
Somewhat appropriate (+1)	8755	777	882	663	786	588	772
	40	36	42	30	36	26	38
	bdef	df	abdefg	f	df		df
Neither appropriate or inappropriate (0)	3948	331	360	263	347	209	384
	18	15	17	12	16	9	19
	bdef	df	df	f	df		bdef
Somewhat inappropriate (-1)	942	62	87	50	95	45	101
	4	3	4	2	4	2	5
	bdf		bdf		bdf		bdf
Extremely inappropriate (-2)	387	42	36	39	37	23	55
	2	2	2	2	2	1	3

Don't know/not sure	f	f		f			acdef	
	812	66	74	43	46	23	97	
	4	3	4	2	2	1	5	
Appropriate	def	df	def	f	f		abdef	
	16026	1657	1539	1798	1646	1989	1371	
	72	77	73	82	76	87	68	
Inappropriate	g	acg	g	abceg	ag	abcdeg		
	1329	104	122	89	132	68	156	
	6	5	6	4	6	3	8	
Net appropriate	bdf	f	df		df		abcdef	
	14697	1554	1416	1709	1514	1920	1215	
	66	72	68	78	70	84	60	
Mean	g	acg	g	abceg	ag	abcdeg		
	1.01	1.14	1.01	1.3	1.1	1.46	0.92	
	g	acg	g	abceg	acg	abcdeg		

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 44

Q.18 To what extent do you believe it would be appropriate or inappropriate for an internet and technology company to do the following things?

Display the source of information shown

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Extremely appropriate (+2)	10229	1149	983	1385	1032	1417	932
	46	53	47	63	48	62	46

Somewhat appropriate (+1)	7539	698	748	500	722	575	689
	34	32	36	23	33	25	34
	df	df	bdf		df		df
Neither appropriate or inappropriate (0)	2717	182	218	162	267	170	243
	12	8	10	7	12	7	12
	bcdf		bdf		bdf		bdf
Somewhat inappropriate (-1)	765	53	62	73	94	72	53
	3	2	3	3	4	3	3
	b				abcfg		
Extremely inappropriate (-2)	253	28	24	29	20	30	25
	1	1	1	1	1	1	1
Don't know/not sure	612	49	59	45	35	24	65
	3	2	3	2	2	1	3
	def	f	ef	f			def
Appropriate	17768	1847	1732	1885	1754	1992	1622
	80	86	83	86	81	87	81
		aceg	a	aceg		aceg	
Inappropriate	1018	80	86	103	114	102	79
	5	4	4	5	5	4	4
				b			
Net appropriate	16751	1767	1645	1782	1640	1890	1543
	76	82	79	81	76	83	77
		aceg	ae	aceg		aceg	
Mean	1.24	1.37	1.28	1.46	1.24	1.45	1.26
		aceg		abceg		abceg	

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 45

Q.19 Have you participated in any sort of learning programs about how to use online tools to distinguish between true and false information online?

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA a	Argentina b	Australia c	Brazil d	India e	Nigeria f	US g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Yes	1944	301	225	255	683	681	178
	9	14	11	12	31	30	9
		acdg	a	ag	abcdg	abcdg	
No	19372	1759	1782	1873	1380	1543	1758
	88	82	85	85	64	67	88
	bcdef	ef	bef	bef		e	bcef
Don't know	799	98	88	65	107	65	72
	4	5	4	3	5	3	4
		adf	df		adf		

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 46

Q.21 How interested would you be to participate in any sort of learning about how to use tools to distinguish between true and false information online in the future?

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA a	Argentina b	Australia c	Brazil d	India e	Nigeria f	US g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009

Very interested (+2)	4646	731	401	982	1196	1629	392
	21	34	19	45	55	71	20
	acg		abcg		abcdg		abcdeg
Somewhat interested (+1)	8129	811	819	727	649	431	765
	37	38	39	33	30	19	38
	def	def	def	ef	f		def
Neither interested or uninterested (0)	4700	338	406	262	186	116	402
	21	16	19	12	9	5	20
	bdef	def	bdef	ef	f		bdef
Somewhat uninterested (-1)	2054	99	186	91	53	41	171
	9	5	9	4	2	2	9
	bdef	ef	bdef	ef			bdef
Very uninterested (-2)	1667	106	190	72	31	29	206
	8	5	9	3	1	1	10
	bdef	def	abdef	ef			abdef
Don't know	920	72	92	60	54	44	72
	4	3	4	3	3	2	4
	def	f	def				f
Interested	12775	1543	1220	1709	1845	2059	1158
	58	71	58	78	85	90	58
	acg		abcg		abcdg		abcdeg
Uninterested	3720	205	377	163	84	70	377
	17	9	18	7	4	3	19
	bdef	def	bdef	ef			abdef
Net interested	9055	1338	844	1546	1761	1990	781
	41	62	40	70	81	87	39
	acg		abcg		abcdg		abcdeg

#page

19-093934-01 - Google Media Literacy

28-Aug-20

Table 47

Q.22a Below is a list of places where people could access free learning to help them distinguish between accurate and inaccurate information online.

Which, if any, of these places would you most consider attending?

Base: All respondents

Proportions/Mean: All Columns Tested (5% risk level)
 Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Online	13514	1393	1394	1591	1632	1747	1190
	61	65	67	73	75	76	59
		ag	ag	abcg	abcdg	abcdg	
After work or after school at a school in your community	4554	487	418	504	777	523	399
	21	23	20	23	36	23	20
		acg		acg	abcdfg	acg	
At a university	5010	775	414	661	759	778	460
	23	36	20	30	35	34	23
	c	acd		acg	acd	acd	c
At an event hosted by a tech company	4159	706	339	827	798	1026	346
	19	33	16	38	37	45	17
	c	acg		abcg	abcg	abcdeg	
At an event hosted by a newspaper or magazine publisher	3505	539	276	501	830	824	325
	16	25	13	23	38	36	16
	c	acg		acg	abcdg	abcdg	c
At a library	5775	469	615	499	655	602	712
	26	22	29	23	30	26	35
	bd		abdf		abdf	bd	abcdef
None of the above	1711	79	186	61	33	15	227
	8	4	9	3	2	1	11
	bdef	ef	bdef	ef	f		abcdef
Don't know	1982	112	166	99	44	46	174
	9	5	8	5	2	2	9
	bdef	ef	bdef	ef			bdef

#page
 19-093934-01 - Google Media Literacy

28-Aug-20

Table 48

Q.22b Below is a list of channels through which people could learn more about how to distinguish between accurate and inaccurate information online.

Which, if any, of these would you most consider accessing?

Base: All respondents

Proportions/Means: All Columns Tested (5% risk level)

Overlap formulae used.

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	US
	a	b	c	d	e	f	g
Weighted Base	22115	2158	2095	2194	2170	2289	2009
Unweighted sample	22115	2158	2095	2194	2170	2289	2009
Watch an online video	10684	1271	1193	1455	1497	1503	1068
	48	59	57	66	69	66	53
		ag	ag	abcg	abcfg	abcg	a
Look at a poster	2991	232	284	350	652	475	245
	14	11	14	16	30	21	12
	b		b	abcg	abcdfg	abcdg	
Attend a half hour workshop	6421	721	539	769	968	841	525
	29	33	26	35	45	37	26
	cg	acg		acg	abcdfg	abcg	
Take an online quiz or game	7088	536	830	803	1071	1044	711
	32	25	40	37	49	46	35
	b		abg	ab	abcdfg	abcdg	ab
Take an online short-course	10432	1273	1082	1244	1243	1474	932
	47	59	52	57	57	64	46
		acg	ag	acg	acg	abcdeg	
Listen to a podcast	4923	451	679	723	802	798	608
	22	21	32	33	37	35	30
			ab	ab	abcdg	abg	ab
None of the above	2016	104	198	83	49	39	244
	9	5	9	4	2	2	12

Don't know

bdef	ef	bdef	ef			abcdef	
	2240	117	153	106	66	64	188
	10	5	7	5	3	3	9
bcdef	ef	bdef	ef			bcdef	