

Barometer of Disinformation Part 1/3

Information on habits and how we relate to
disinformation, hoaxes and social media



TO UNDERSTAND THE SOCIAL PHENOMENON OF MISINFORMATION IN SPAIN, WE USED FOUR INTERCONNECTED PERSPECTIVES

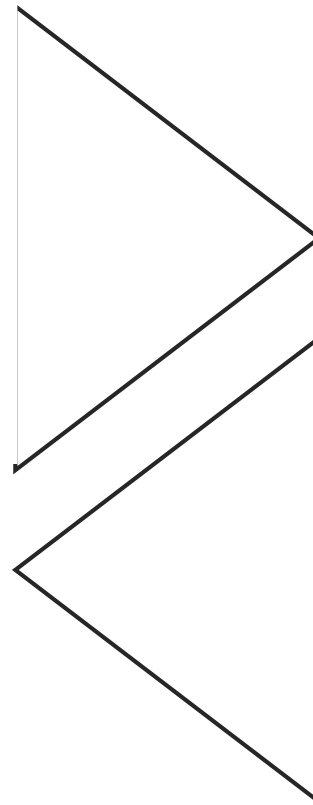
Each allows us to identify **a group's emotional state regarding misinformation**

1 Frequency of consultation of social and political information by information source

2 The ways information is handled: Attention, verification and sharing

3 Risk perception of hoaxes and misinformation

4 Positioning with regard to social media and how they currently function



CONCERN in a situation of information poverty

DISTRUST of entities disseminating information due to suspected manipulation

RESPONSIBILITY from loyalty to group think

DESIRE FOR CHANGE in a reality in which they do not feel represented

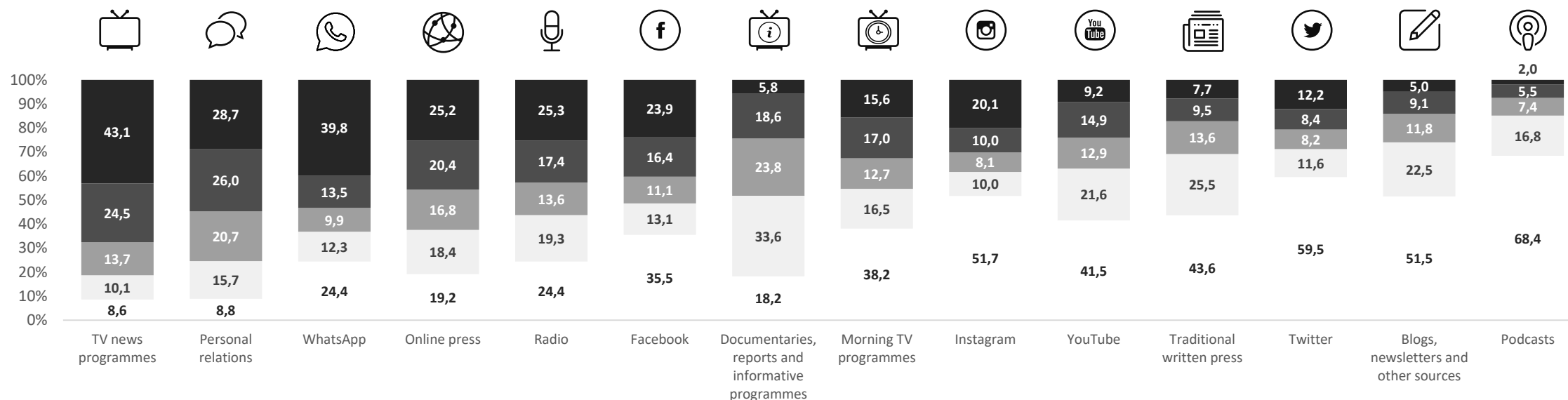


1

**FREQUENCY OF CONSULTATION OF
POLITICAL AND SOCIAL
INFORMATION BY SOURCE**

TRADITIONAL MEDIA TODAY REMAIN THE MAIN SOURCE OF POLITICAL AND SOCIAL INFORMATION

Among new sources, WhatsApp outperforms the online press in frequency of use



Percentage of the population that uses each of the following sources, with different frequencies of use, to get political and social news. (n=2.026)

Every day
 Several times a week
 Weekly
 Less than once a week
 Never

ONE-FIFTH OF THE POPULATION SUFFERS FROM INFORMATION POVERTY

We have divided people into five groups based on their level of information



#1 Users of traditional and major social media

20%



#2 Users of all media

16%



#3 Users of social media and personal relations

20%



#4 Users in information poverty

21%

















#5 Users of traditional media

23%

THE AVERAGE FREQUENCY OF USE OF EACH SOURCE FOR EACH OF THE FIVE GROUPS

Scale from 1 – Never- to 5 – Daily

	 TV news programmes	 Personal relations	 WhatsApp	 Online press	 Radio	 Facebook	 Educational programmes	 Morning TV programmes	 Instagram	 YouTube	 Written press	 Twitter	 Newsletters, blogs etc.	 Podcasts
Users of all media	4.46	4.19	4.42	3.91	3.76	4.05	3.39	3.41	4.13	3.51	2.83	3.62	3.20	2.43
Users of traditional and major social media	4.62	4.00	4.38	3.84	3.67	3.61	3.08	3.51	1.41	2.42	2.67	1.41	1.78	1.37
Users in information poverty	2.65	2.34	1.73	1.88	1.60	1.82	1.76	1.78	1.39	1.49	1.38	1.58	1.40	1.19
Users of traditional media	4.21	3.28	2.11	3.58	3.76	1.67	2.75	2.33	1.31	1.49	2.32	1.49	1.57	1.45
Users of social media and personal relations	3.38	3.90	4.37	2.65	2.34	3.26	2.21	1.97	4.07	2.87	1.57	2.38	2.03	1.56

The average frequency of each source by user group. Scale from 1 - Never to 5 - Daily (n=2.026)

MISFORMATION HAS A NEGATIVE EFFECT ON OUR DAILY LIVES, CONTAMINATING THE WAY WE RELATE TO EACH OTHER

Hoaxes and fake news affect our willingness to communicate and listen

67%

I am concerned about the impact of misinformation on real life, it is more than an uncomfortable issue

CONCERN

54%

There is so much misinformation in society that I no longer believe anything

CYNICISM

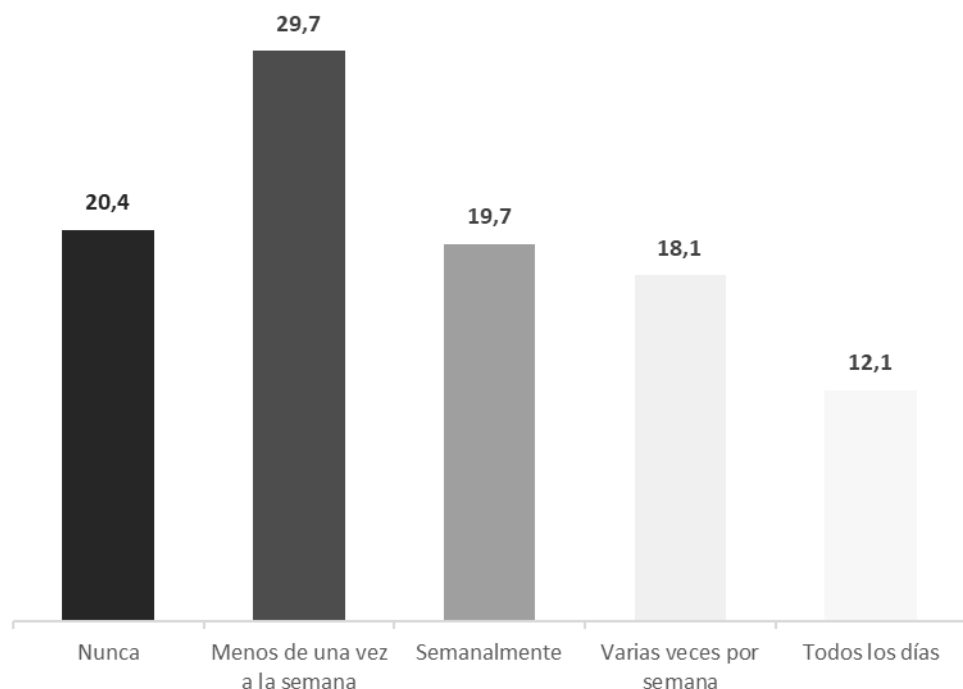


2

**THE WAYS INFORMATION IS
HANDLED: ATTENTION,
VERIFICATION AND SHARING**

HALF OF THE POPULATION CHOOSES TO AVOID NARRATIVES AND OPINIONS CONTRARY TO THEIR OWN

Frequency of information through means with which, a priori, you disagree



Frequency of access to news from the media, organisations or people with differing opinions. Overall total and by media user segment (n=2.026)



44%



45%



22%



14%



31%

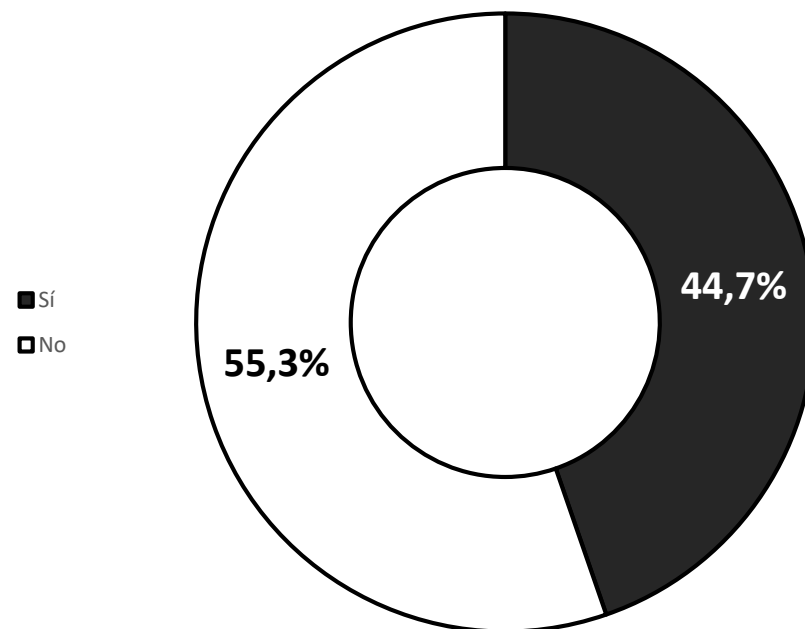
People who combine traditional and social media most frequently (sum of 4 – Several times a week and 5 – Daily) access information from the media and unrelated people

WE TEND TO THINK AS A GROUP AND WE SAY WE ARE IMPERVIOUS TO NEW INFORMATION AND OPINIONS

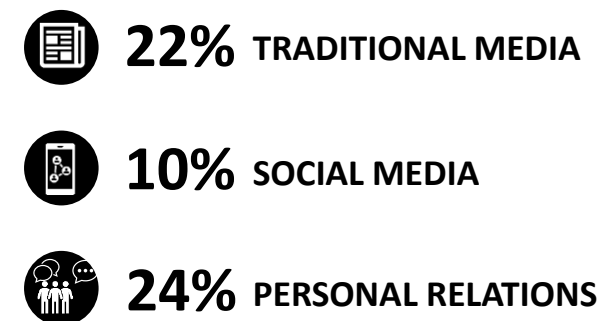
55% of the population do not believe that they will change their minds regarding political and social issues. For the 44.7% most open to change, their immediate entourage is a means of greater influence

“Whether true or not, arguing about it won’t achieve anything”

Citizen, Barcelona, age 34



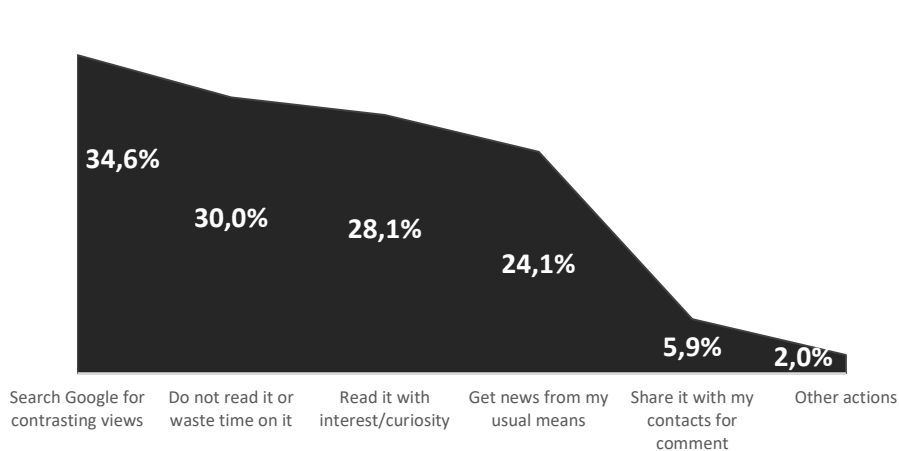
Percentage who think the information they receive daily may or may not change their opinion on political or social issues (n=2.026)



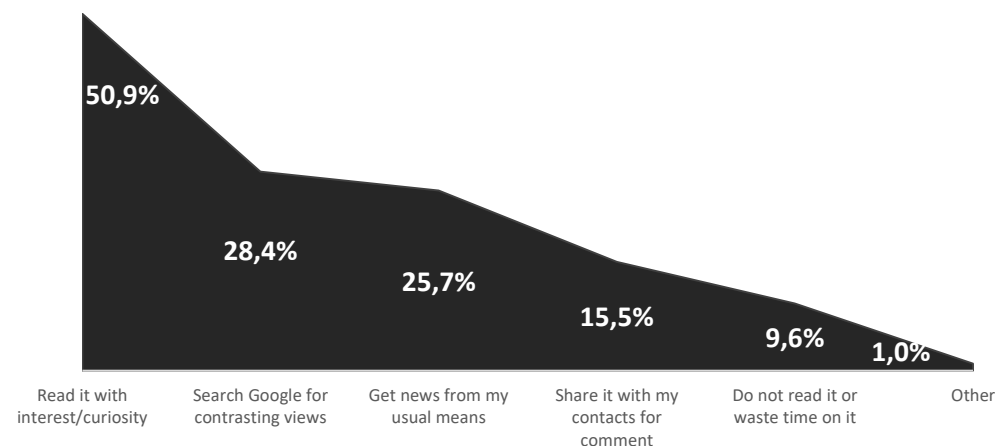
Percentage who think someone can change their mind, depending on the source of influence (n=2.026)

WE VERIFY NEWS THAT SUPPORTS OUR OPINIONS AND VALUES LESS OFTEN

The level of affinity with the disseminating source determines the behaviour regarding the information: the greater our affinity, the greater our interest, the more we share and the less we verify



Reactions to receiving news you disagree with. Overall total and by media user segment (n=2.026)



Reactions to receiving news related to citizens' beliefs and opinions. Overall total and by media user segment (n=2.026)

Q14. Typically, when someone sends you news that supports a fact or opinion you don't share, which of the following do you do?

Q17. Typically, when someone you know sends you news that supports an opinion or fact in line with your beliefs and opinions, which of the following do you do?



FOR EVERY TWO PEOPLE WHO FREQUENTLY VERIFY THE NEWS, THERE IS ONE WHO NEVER OR ALMOST NEVER DOES

The majority of the population (three out of four) say they do not send news or content without having previously verified it. Only 8.9% admits to always or almost always sending it, without confirming whether it is true

*“You can’t say **YOU’RE ACTING PASSIVELY** – if someone sends you the news, saying ‘it’s posted online’ is no kind of guarantee”*

Citizen, Álava, age 47

*“It depends how **SIGNIFICANT** the news is, there are times when it is something important and it really leads you to check and see if it is indeed true”*

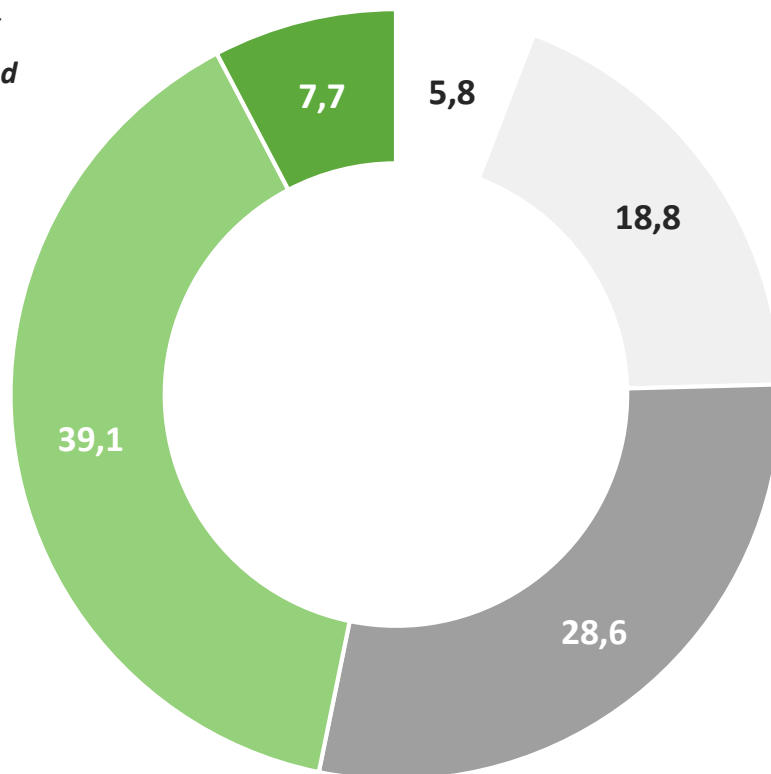
Citizen, Seville, age 26

*“If it is **something THAT HAS BEEN SENT TO ME MANY TIMES**, I think that maybe I should share it with those who don’t know it yet”*

Citizen, Madrid, age 55

*“I send it when **I FIND IT VERY FUNNY**, even if I think differently ideologically, I don’t doubt it if it is good”*

Citizen, Valencia, age 22



Never, I don't think it is necessary

Infrequently

Neither frequent, nor infrequently

Frequently

Always

EACH PERSON ROUTINELY ACTS AS A BARRIER TO THE SPREAD OF FAKE NEWS IN THEIR COMMUNITIES

People say they have a high level of awareness when verifying a news item before sharing it

74%

Never or infrequently pass news or content (audio, memes, images) to other people **without confirming** that they are true

CAUTION

72%

Verifying the information is my job, I must check what I see on social media

RESPONSIBILITY

15%

When I receive something that catches my attention, I **share it in my circles to generate debate**, even if I do not know if it is true

CONSISTENCY



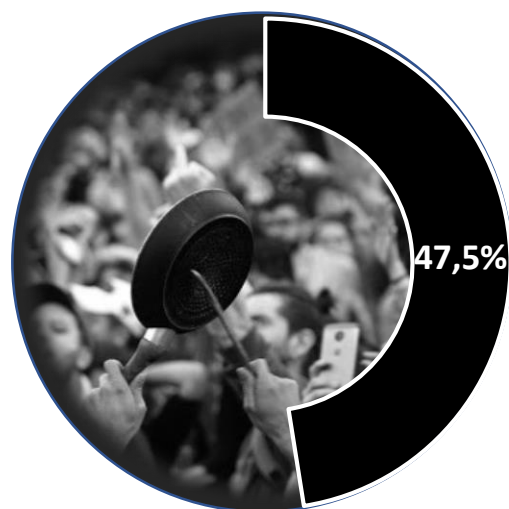
3

RISK PERCEPTION OF HOAXES AND MISINFORMATION

SABEMOS
LA VERDAD
BASTA YA
CON EL CIRCOVID

THREE FACTORS DETERMINE THE WAY MISINFORMATION IS HANDLED: AWARENESS, TRUST AND RESPONSIBILITY

Our behaviours and attitudes depend on our relationships to each of them



RESPONSIBLE, DISTRUSTFUL AND CONSCIENTIOUS

Distrustful of the information and verifiers of it



CONFIDENT AND EMPOWERED

Confident with the information and sure of themselves in managing it

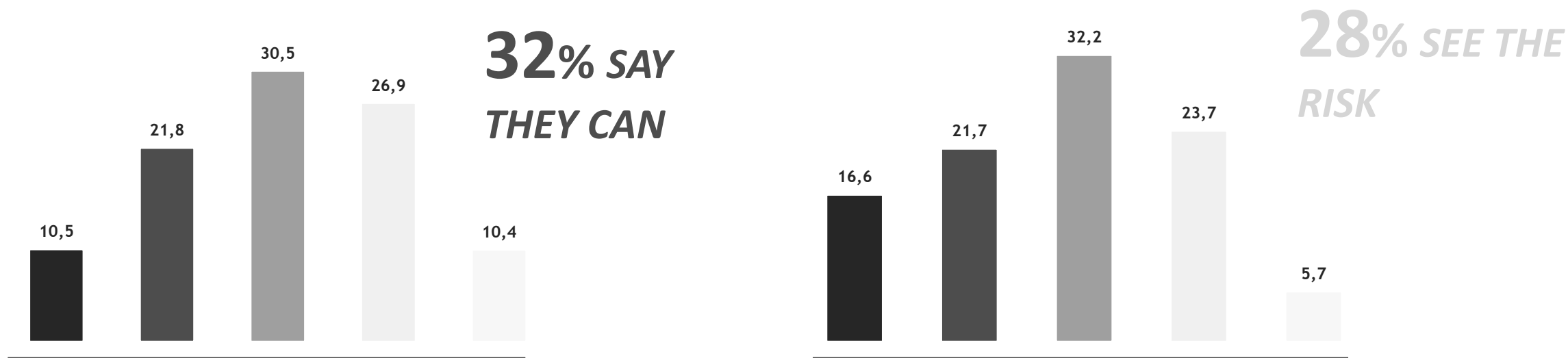


DISTRUSTFUL BUT NOT CONSCIENTIOUS

Distrustful of the information but unconcerned

MOST PEOPLE FIND IT DIFFICULT TO DIFFERENTIATE WHAT IS TRUE IN TRADITIONAL AND SOCIAL MEDIA

Responsibility and ethics are not sufficient to address new misinformation strategies



“Misinformation and hoaxes in traditional and social media are a problem for other people; **I can differentiate what is real.**”

“When it comes to relying on the information I see on social media, **a picture (or video) is worth a thousand words.**”

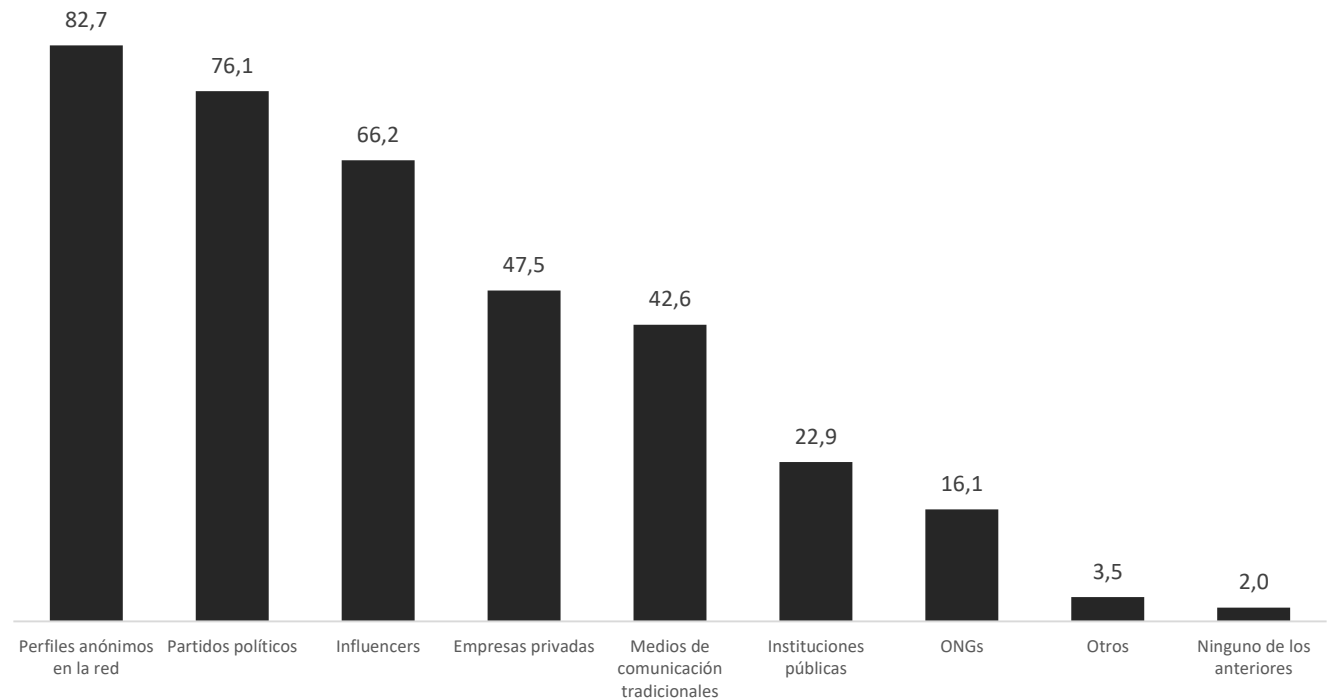
● Strongly agree ● Somewhat agree ● Neither agree, nor disagree ● Somewhat disagree ○ Strongly disagree

POLITICAL PARTIES AND DISSEMINATION OF HOAXES AND FAKE NEWS

Mistrust is widespread and affects both organisations and individuals

76%

... believe that political parties disseminate hoaxes in the traditional and social media



Percentage of the population that perceives each of the following groups as a diffuser or generator of hoaxes and fake news in the traditional and social media (n=2.026)

MANIPULATION, MISINFORMATION AND **POLARISATION** IS SOCIAL MEDIA REPRESENTATIVE OF SOCIETY?

People believe...

85%

... that there is a deliberate
intention to manipulate them
through social media

**THEY SUSPECT INSTITUTIONS
AND COMPANIES**



68%

... that fake profiles and
manipulation are more frequent
than truthful information

**THEY DISTRUST WHAT THEY
SEE**



8%

... feel represented by the
polarised opinions of social media

**THEY FEEL DISCONNECTED
FROM THE REALITY THAT IS
REPRESENTED**



4

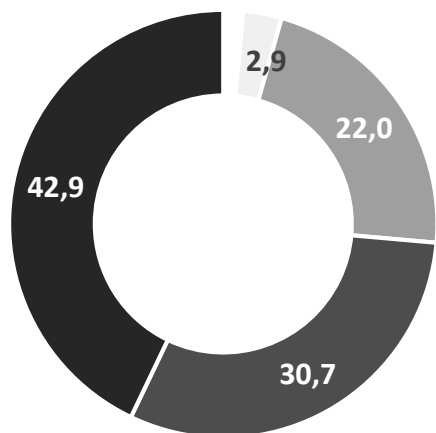
SOCIAL MEDIA POSITIONING

Mr. Mark Zuckerberg

ON SOCIAL MEDIA, THE BOUNDARIES BETWEEN FREEDOM OF EXPRESSION AND CENSORSHIP DIVIDE US

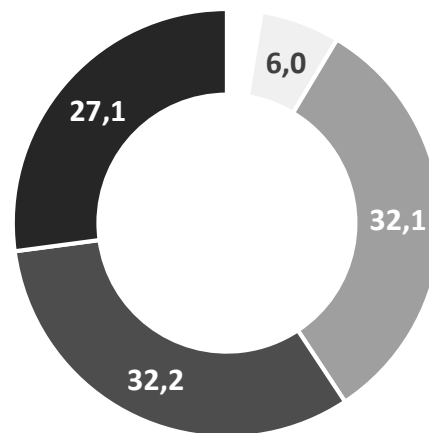
There is a perception that technology platforms have their own agendas

Technology platforms prioritise their interests over those of their users



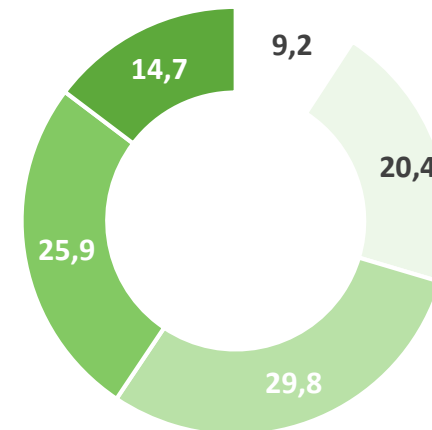
73% agree

Lack of transparency in data algorithms and management is a form of censorship



59% agree

Freedom of expression must take precedence

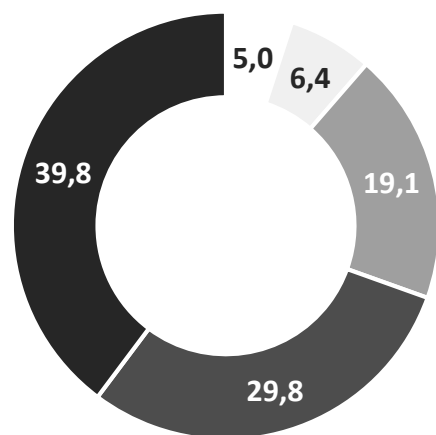


41% agree

... HOWEVER, THE DESIRE FOR A MORE REGULATED AND TRANSPARENT ECOSYSTEM UNITES US

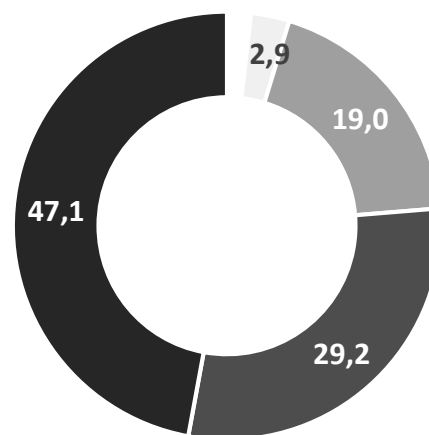
Social media should...

Be more regulated by the state



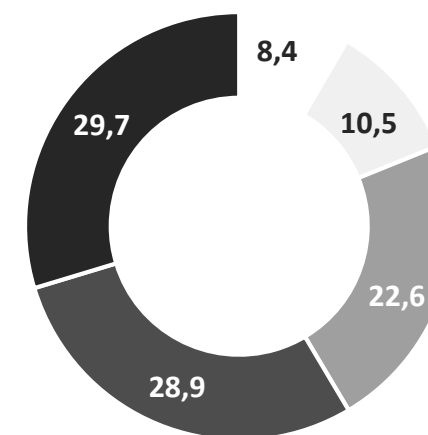
70% agree

Be held to the same fact-checking obligations as traditional media



76% agree

Keep fake or misleading news, but always label them as such

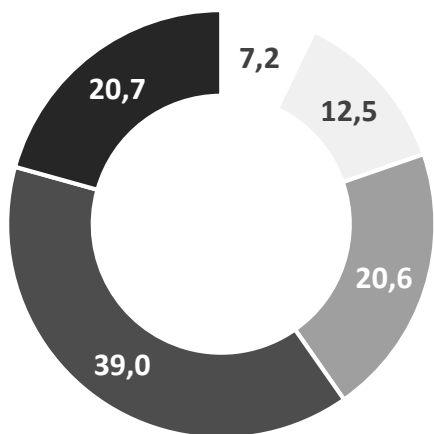


59% agree

USERS ARE SEEKING HELP FROM INSTITUTIONS AND COMMUNICATION PROFESSIONALS

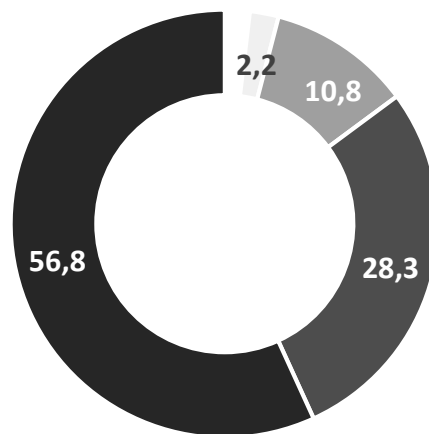
Citizen education is as relevant as having fact-checking services

Self-perceived level of preparation to deal with misinformation and hoaxes



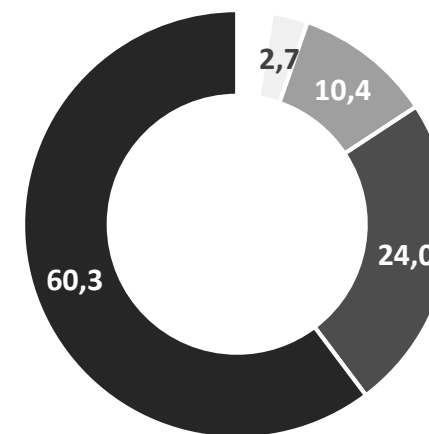
60% “I am missing tools”

Need for citizen training to deal with misinformation



85% “There should be more training”

Importance of fact-checking in journalism



84% “There should be more fact-checking in journalism”

ATREVIA™

PORQUE HOY LA COMUNICACIÓN TIENE NUEVOS DESAFÍOS



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