

BRIEF:

2019 IPR DISINFORMATION AND SOCIAL MEDIA PLATFORMS

AMERICAN ATTITUDES TOWARD SOCIAL MEDIA PLATFORMS AND THEIR ROLE IN DISINFORMATION

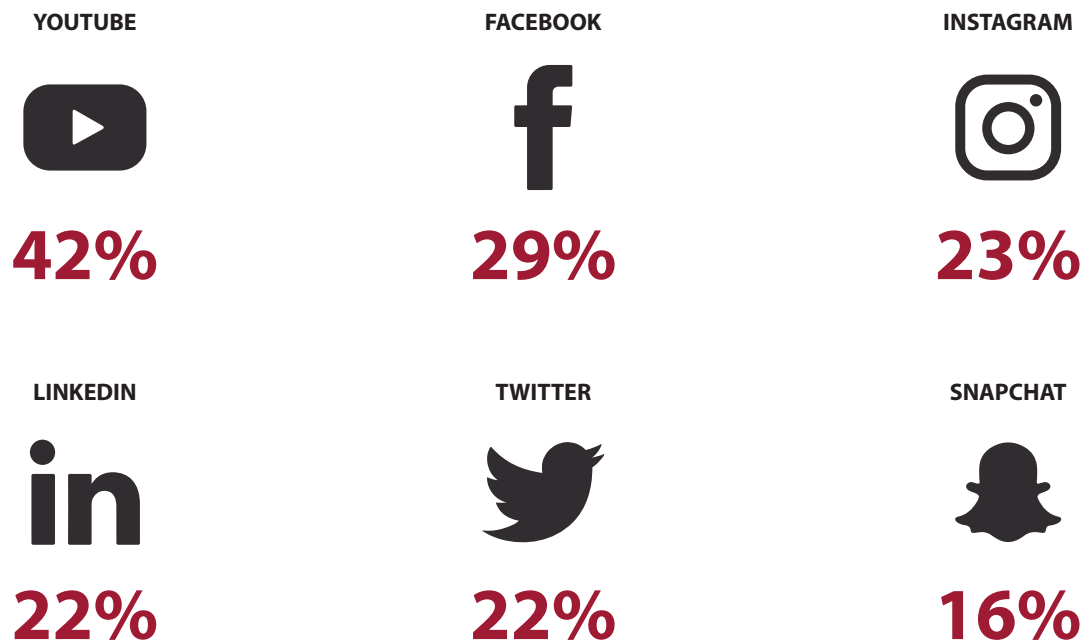
This brief examines American attitudes toward specific social media platforms and their role in sharing and combatting disinformation, or deliberately misleading or biased news or information. While some may call this “fake news,” “false news” or even use it interchangeably with “misinformation,” this report uses the term “disinformation” for consistency and clarity in terminology.

Results are based on a nationally represented survey of 2,200 Americans conducted by Morning Consult from March 19-24, 2019.

WHAT ARE THE MOST TRUSTWORTHY SOCIAL MEDIA PLATFORMS FOR PROVIDING AMERICANS WITH ACCURATE NEWS AND INFORMATION?

Of the six primary social media platforms, more Americans said they had at least "some" trust in YouTube (42%) in providing accurate news and information than any other social media platform. Conversely, respondents noted some platforms were "not at all" trustworthy: Snapchat (41%), Twitter (34%), Instagram (33%), and Facebook (31%). Only one in five respondents said YouTube (21%) and LinkedIn (23%) were not trustworthy sources for accurate information.

Social Media Platforms Trusted by the Most People

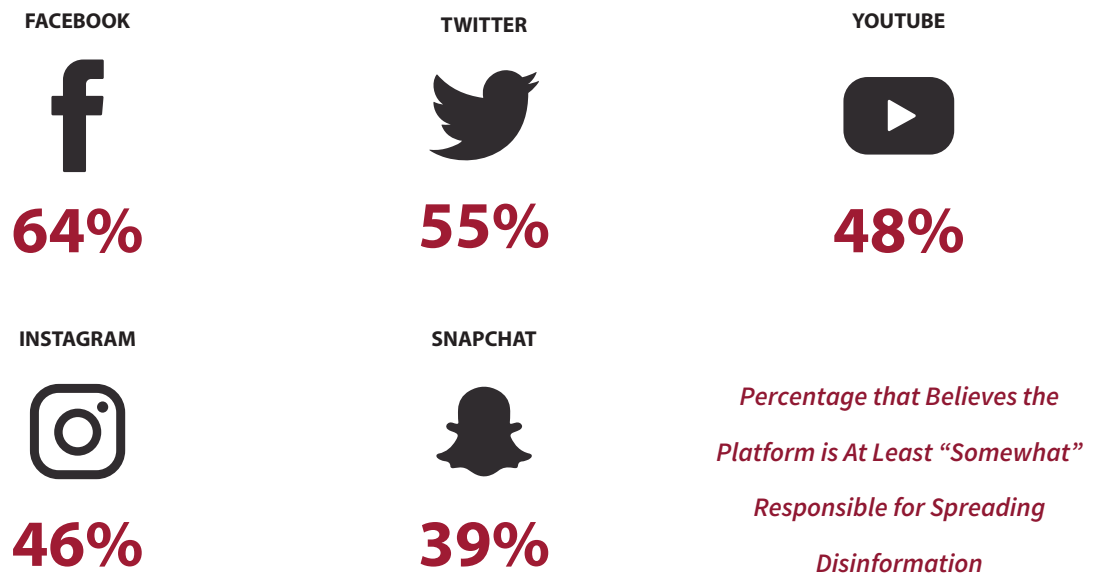


Percentages Show at Least "Some" Trust in Source

WHICH SOCIAL MEDIA PLATFORMS ARE MOST RESPONSIBLE FOR SPREADING DISINFORMATION?

Among social media platforms, Facebook has the highest percentage of respondents who think it is at least “somewhat” responsible for the spread of disinformation (64%), followed by Twitter (55%), YouTube (48%), Instagram (46%), and Snapchat (39%). LinkedIn is considered least to blame (28%).

Social Media Platforms Responsible for Spreading Disinformation



HOW RESPONSIBLE SHOULD SOCIAL MEDIA PLATFORMS BE IN COMBATTING DISINFORMATION?

A majority of respondents reported that social media sites should be at least “somewhat” responsible for combatting disinformation in the media (75%).

HOW WELL DO SOCIAL MEDIA PLATFORMS COMBAT DISINFORMATION?

Most people (60%) said social media platforms are not doing well in trying to combat disinformation that appears in the media.

SOCIAL MEDIA USAGE

A small number of respondents reported social media was their primary source of news in the past week (15%). Half of the respondents reported that they “rarely or never” share news and other public information with others on their social networks (50%), while the remaining participants reported doing so “at least once a month” (10%), “at least once a week” (17%), or “every day or almost every day” (16%).

Frequency of Sharing on Social Networks

Frequency	Percentage of Respondents Sharing News and Information on Social
Rarely or Never	50%
At Least Once a Week	17%
Every Day or Almost Every Day	16%
At Least Once a Month	10%



METHODOLOGY:

This poll was conducted between March 19-24, 2019 by Morning Consult among a national sample of 2,200 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, educational attainment, gender, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

For the full report and charts, please visit the Institute for Public Relations website at instituteforpr.org/ipr-disinformation-study. If you are an academic researcher who would like access to the data, please contact Tina McCorkindale at tina@instituteforpr.org.



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