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THIRD ANNUAL DISINFORMATION IN SOCIETY REPORT

*How Americans Perceive Intentionally
Misleading News or Information*

By the Institute for Public Relations
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March 2022



INTRODUCTION

The third annual Institute for Public Relations (IPR) “Disinformation in Society” study examines and tracks how disinformation — defined as deliberately misleading or biased information — is spread in U.S. society. The poll of 2,200 Americans conducted November 10-14, 2021, by Morning Consult explores the prevalence of disinformation in the U.S., the parties most responsible for sharing disinformation, the level of trust the American public has in different information sources, and whose job it is to combat disinformation. Additionally, the report focuses on major issues facing society. New items added to this year’s report included added sources of information, how people perceive the impact of disinformation on themselves and society, and how disinformation affects COVID-19 and vaccination uptake.

IPR differentiates between disinformation and misinformation: Disinformation is the deliberate spread of misleading or biased information, while misinformation may be spread without the sender having harmful intentions. For consistency and clarity in terminology, the report specifically uses disinformation as opposed to “fake news” that may have multiple meanings.

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16 KEY FINDINGS

1

More than two-thirds of Americans on both sides of the political aisle believe disinformation and misinformation are “major problems” in society, a significant jump from last year.

An equal number of respondents (69%) deem misinformation (up from 61% in 2020) and disinformation (up from 63% in 2020) to be major problems in society, more so than infectious disease outbreaks (63%), international (58%) or domestic (56%) terrorism, and climate change (55%). Nearly 9-out-of-10 believe false news or information is a problem in the U.S. The two most significant problems facing Americans are health care costs (76%) and the economy (73%).

2

Nearly three-quarters of respondents believe disinformation will prolong the COVID-19 pandemic.

Seventy-two percent of respondents agreed that disinformation will prolong the COVID-19 pandemic and nearly that same percentage (73%) said that much disinformation exists about the COVID-19 vaccination.

3

More than two-thirds of respondents say disinformation is a threat to democracy and undermines the election process.

Seventy-five percent believe disinformation is a threat to democracy while 73% say it undermines the election process, up from 69% last year. Only 6% or fewer disagree with these statements.

4

Seven-out-of-10 Americans said disinformation has a negative impact on society and well-being.

Seventy-one percent of respondents said disinformation increases the polarization of political parties while 63% said it infringes on human rights. Also, more than half (52%) said encountering disinformation makes people feel "anxious or stressed," impacting mental health.

5

For the third year in a row, Americans view their family and friends as the most trustworthy sources for accurate news or information and the least likely to spread disinformation.

Nearly 8-in-10 (79%) respondents said they had at least “some” trust in their family as a source for accurate news and information, closely followed by friends (74%) and people like me (73%). Only a small percentage said their family (12%) and friends (11%) were “very” responsible for spreading disinformation.

6

The divide between Republicans and Democrats and their perceptions of trust in mainstream sources continues to grow.

Political party affiliation was the most significant difference affecting the perceived trustworthiness of sources and that gap widens year over year. Democrats were more likely than Republicans to trust mainstream media sources such as *MSNBC* (+43 percentage points), *The New York Times* (+40 percentage points), *The Washington Post* (+35 percentage points), while Republicans were more likely than Democrats to trust *Fox News* (+31 percentage points). Democrats were also more likely to trust journalists overall by 37 percentage points over Republicans.

7

Republicans and Democrats find common ground in local news sources, but still differ in other areas.

More than half of both parties had at least “some” trust in local broadcast news (64%) and local newspapers (63%). Political affiliation also affected the level of trust in business sources. Coinciding with the new presidential administration, trust of Democrats in business sources, such as CEOs and major companies, rose this year, while Republican trust stayed fairly consistent. Republican trust in the government fell significantly, while the opposite happened with Democrats.

8

Facebook, politicians, and the U.S. government were the top three sources responsible for spreading disinformation to the public.

Again, Facebook was perceived to be one of the biggest offenders for spreading disinformation along with politicians. Seventy-two percent believed Facebook and 77% believed politicians were at least “somewhat” responsible for spreading disinformation to the public, more so than the US government (67%), Chinese government (64%), or Russian government (63%)

Twitter (60%) and YouTube (53%) were the other social media platforms deemed at least “somewhat” responsible by more than half of the respondents for spreading disinformation.

9

Most said President Biden and other government entities should be most responsible for combatting disinformation. Sixty-seven percent of respondents said President Biden is most responsible for combatting disinformation followed by the U.S. government (66%) and Congress (63%).

10

Nearly one-quarter of Americans deemed nearly every information source to be “very responsible” for combatting disinformation

Of the 34 sources respondents evaluated, 33 of them were identified as being “very responsible” for combatting disinformation by at least 25% of respondents. The source considered least responsible for spreading disinformation is “my employer” (24%).

11

The most trusted sources were also the ones doing the best at combatting disinformation

Sources who were the best at combatting disinformation, such as “people like me” and local broadcast news (58% and 51% said they combat it at least “somewhat well,” respectively) were also the most trusted sources.

12

Significant gaps exist between those who should be most responsible for combatting disinformation and how well they are actually doing it.

Sixty-seven percent said President Biden should be “very responsible” for combatting disinformation, but only 21% said he was actually doing so “very well.” Similar gaps were found with those entities who scored the highest in responsibility for combatting disinformation, including the U.S. government (66% vs. 14%), Congress (63% vs. 9%), journalists (58% vs. 9%), and federal agencies such as the Centers for Disease Control and Prevention (CDC) (60% vs. 12%). Fifty-five percent continue to find former President Donald Trump to be “very responsible” for combatting disinformation, but only 22% said he was doing “very well” in combatting it.

13

A growing number of people are not going to additional sources to fact check

The number of Americans who said they “often” or “always” go to other websites or media sources to check whether the news or information they are reading is true and accurate fell from 47% in 2019 to 38% in 2021. Thirty-seven percent “sometimes” go to other sources, while 19% “rarely” or “never” check alternative sources.

14

Americans are still confident in their ability to recognize disinformation

Nearly 4-in-5 Americans (78%) feel at least “somewhat” confident in their ability to recognize news or information that misrepresents reality or is false, while 12% remain “not very confident.”

15

Disinformation continues to be pervasive, but some said they are seeing it slightly less frequently.

More than two-thirds (69%) of respondents report seeing news or information that misrepresents reality at least once a week. Over one-third (38%) see it every day or almost every day. This is down from 74% and 49% respectively.

16

Four-in-10 Americans said they avoid the news because of the amount of disinformation

Forty percent said they avoid watching or listening to the news because of the amount of disinformation, up from 31% in 2020. Additionally, 30% said they are more likely to read sources outside the U.S. (up from 24% last year) because of the amount of disinformation in the U.S.

FULL FINDINGS

U.S. ISSUES AND PROBLEMS

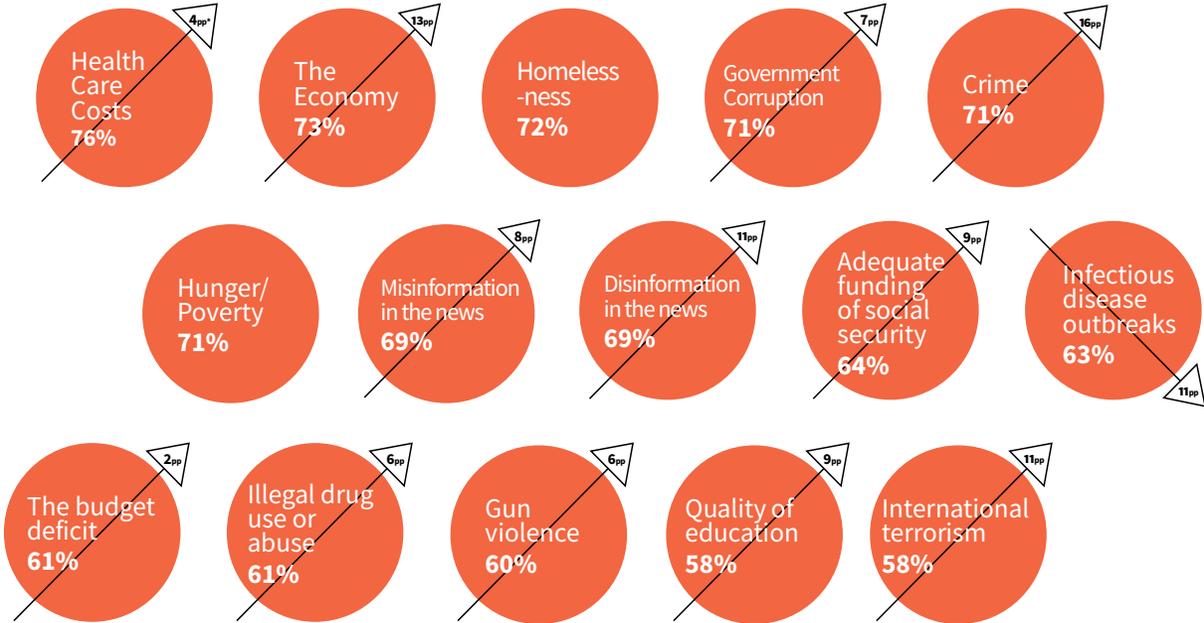
Americans are more concerned about disinformation and misinformation than ever before, with respondents ranking misleading information as a major problem more often than infectious disease outbreaks, climate change, and domestic or international terrorism.

Respondents evaluated the severity of 35 issues facing Americans. Health care costs (76%) and the economy (73%) were the top two that were identified as “major problems” by nearly three-quarters of respondents.

Both misinformation (69%)* and disinformation (69%)** saw increases in the number of people who said these were major problems compared to 2019 and 2020. Misinformation was up eight percentage points (from 61% in 2020), and disinformation increased by 11 percentage points (from 58% in 2020.)

**Misinformation was defined as “false information that is spread, regardless of whether there is an intent to mislead,” while **disinformation was defined as “deliberately misleading or biased information.”*

Top 15 Issues Viewed as “Major Problems” in 2021



*PP means "percentage point". Arrows represent a decrease/increase from 2020. No arrow indicates new in 2021.

NOTE: For a full summary of each survey question, please download the full report.

Misinformation was defined as "false information that is spread, regardless of whether there is an intent to mislead," while disinformation was defined as "deliberately misleading or biased information."

In 2021, domestic issues continued to be a primary focus for respondents. Seven-out-of-10 respondents said homelessness (72%), government corruption (71%), crime (71%), and hunger/poverty (71%) were all major problems.

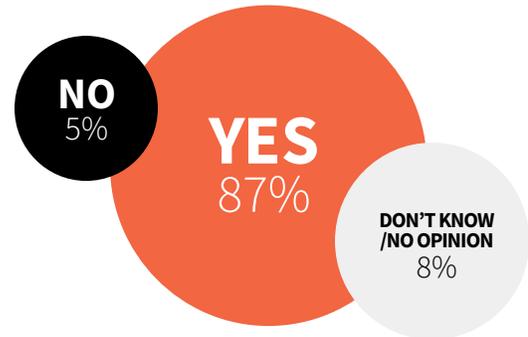
Several issues were noted to be major problems more often compared to the previous year, including domestic terrorism (47% in 2020 to 56% in 2021 – previously defined as just “terrorism”), racial discrimination (43% in 2020 to 52% in 2021), and quality of education (49% in 2020 to 58% in 2021). Data security surged from 51% in 2020 to 64% in 2021 – an increase of 13 percentage points.

Least important problems

While 63% of respondents agreed infectious disease outbreaks were major problems, 44% said COVID-19 vaccine refusal was a “minor” problem or “not a problem at all.” Discrimination-related issues were more likely to be seen as “minor” or “not a problem at all” as well. These discriminations included: LGBTQ+ (53%), gender (52%), gender identity discrimination (52%), religion (52%), and racial discrimination (44%).

Do Americans believe false news or disinformation is a problem in the U.S.?

Eighty-seven percent of Americans, up from 84% last year, agreed that news or information that misrepresents reality or is false is a problem in the U.S.



** Due to rounding, percentages may not always add up to 100%.*

FULL FINDINGS

IMPACT OF DISINFORMATION ON SOCIETY

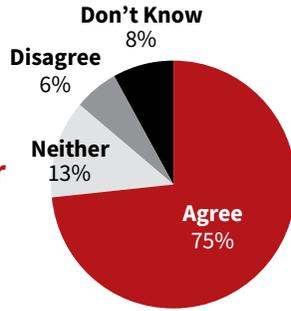
Disinformation is still a complex issue for Americans, but it's clear that most respondents, regardless of their political affiliation, believe it has a negative impact on society. Seventy-five percent said that disinformation is a threat to democracy, 73% said it undermines the election process, and 63% said it infringes on human rights. Fewer than 6% disagreed with each of these statements.

Seven-out-of-10 respondents also believed that disinformation increases the polarization of political parties.*

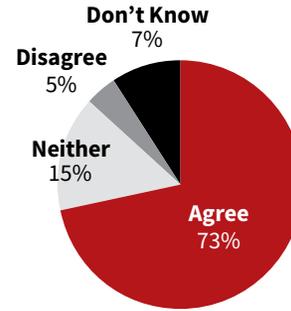
One-quarter (25%) of respondents believed that concerns about disinformation are exaggerated while most (48%) did not. Disinformation also has an impact on the mental health for the majority of respondents. Over half (52%) said encountering disinformation makes them feel anxious or stressed.

**Political polarization was deemed as a major problem by 52% of respondents (but did not make the top 15 list of issues).*

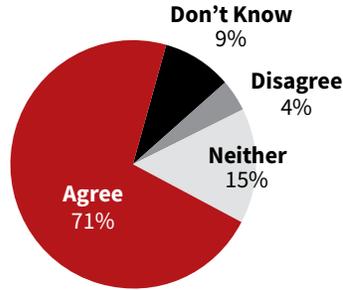
Disinformation is a threat to our democracy.



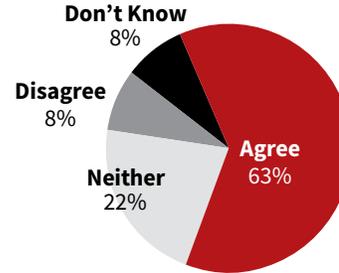
Disinformation undermines our election process.



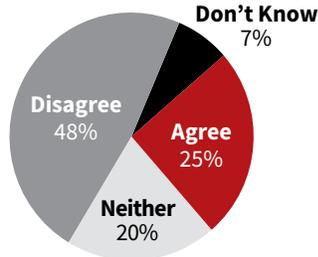
Disinformation increases the polarization of political parties.



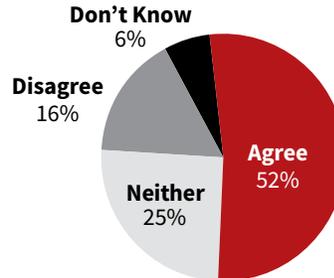
Disinformation infringes on human rights.



Concerns about disinformation are exaggerated.



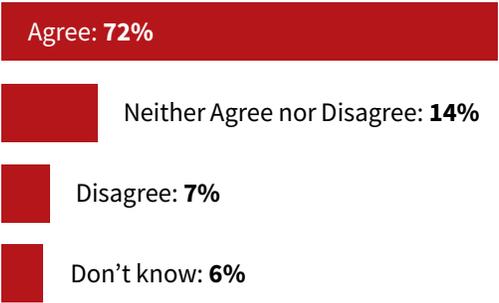
Encountering disinformation makes me feel anxious or stressed.



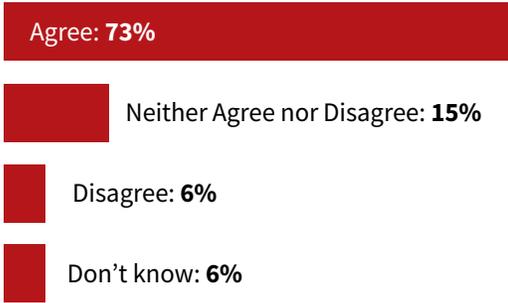
Impact of disinformation on the COVID-19 pandemic

Nearly three-quarters (72%) of Americans believed that disinformation will prolong the COVID-19 pandemic; only 7% disagreed. Also, a similar percentage said much disinformation exists about the COVID-19 vaccination (73%), with only 6% disagreeing.

Disinformation will prolong the COVID-19 pandemic.



Much disinformation exists about the COVID-19 vaccination.



FULL FINDINGS

MOST TRUSTWORTHY SOURCES FOR ACCURATE NEWS AND INFORMATION

Americans placed “a lot” of trust in their families, friends, and like-minded people.

Of the information sources that Americans said they trust “a lot,” the highest-ranking source was families (35%), followed by Dr. Anthony Fauci (29%), “people like me” (27%), and friends (22%). Politically, 22% have “a lot” of trust in President Joe Biden and Vice President Kamala Harris, while 19% have “a lot” of trust in former President Donald Trump. Overall, respondents were more likely to have “some” trust rather than “a lot” of trust in each information source.

The least-trusted sources of information that respondents said they did “not trust at all” included the Russian government (61%), the Chinese government (60%), former President Donald Trump (45%), Qanon (43%), and Speaker of the House Nancy Pelosi (41%).

Information Sources with the Highest Trust Scores



Family
(79%)



Friends
(74%)



People Like Me
(73%)



Internet Search Engines
(e.g., Google, Bing) (72%)



Local Broadcast News
(64%)



Local Newspapers
(63%)



My Local Government
(54%)



ABC (TV)
(54%)



My State Government
(52%)



NBC (TV)
(52%)



CBS (TV)
(52%)



YouTube
(51%)

Mainstream media sources were considered more trustworthy than most social media sites for providing accurate news or information. Social media platforms that many Americans said were “not at all” trustworthy included TikTok (38%), Snapchat (35%), Twitter (35%), Facebook (33%), and Instagram (28%). However, 51% said they had at least “some” trust in YouTube, which was the most trusted social media site.

Differences Between Political Parties and Trust

Political parties were the greatest predictor of differences among Americans and their level of trust in information sources. The largest gap was between the perceived trustworthiness of the current U.S. president and the former president. Only 12% of Republicans said they had at least “some trust” in President Biden to provide accurate news and information, compared to 81% of Democrats. Conversely, only 13% of Democrats had at least “some trust” in former President Trump, compared to 81% of Republicans.

As expected, sources considered more liberal were rated more trustworthy by Democrats, and more conservative sources were rated higher by Republicans. Democrats were more likely than Republicans to trust mainstream media sources, showcasing a wide gap between the two parties. Democrats were more likely to trust *MSNBC* (+43 percentage points), *The New York Times* (+40 percentage points), and *The Washington Post* (+35 percentage points). Republicans were more likely than Democrats to trust *Fox News* (+31 percentage points). On the other hand, some publications received low levels of trust from either political party, including Qanon and Breitbart. Overall, Democrats were also more likely than Republicans to trust journalists (+37 percentage points).

Regarding the media, one area of agreement between Democrats and Republicans concerned the trustworthiness of local newspapers and broadcast TV news. More than half of both parties said they had “some” trust in local newspapers and local broadcast news. These were the most trusted media sources, making local media important sources of information for aligning two political parties with significant trust differences.

In some areas, a new presidential administration affected trust levels, depending on the political affiliation of respondents. Republicans trusted the U.S. government significantly less in 2021 with 29% having “some trust,” compared to 68% the previous year. Conversely, trust that Democrats have in the U.S. government increased by 18 percentage points to 61%. Both Republicans and Democrats experienced slight declines in trust in their local government, 63% and 47%, respectively, in compared to 66% vs. 56% in 2020.

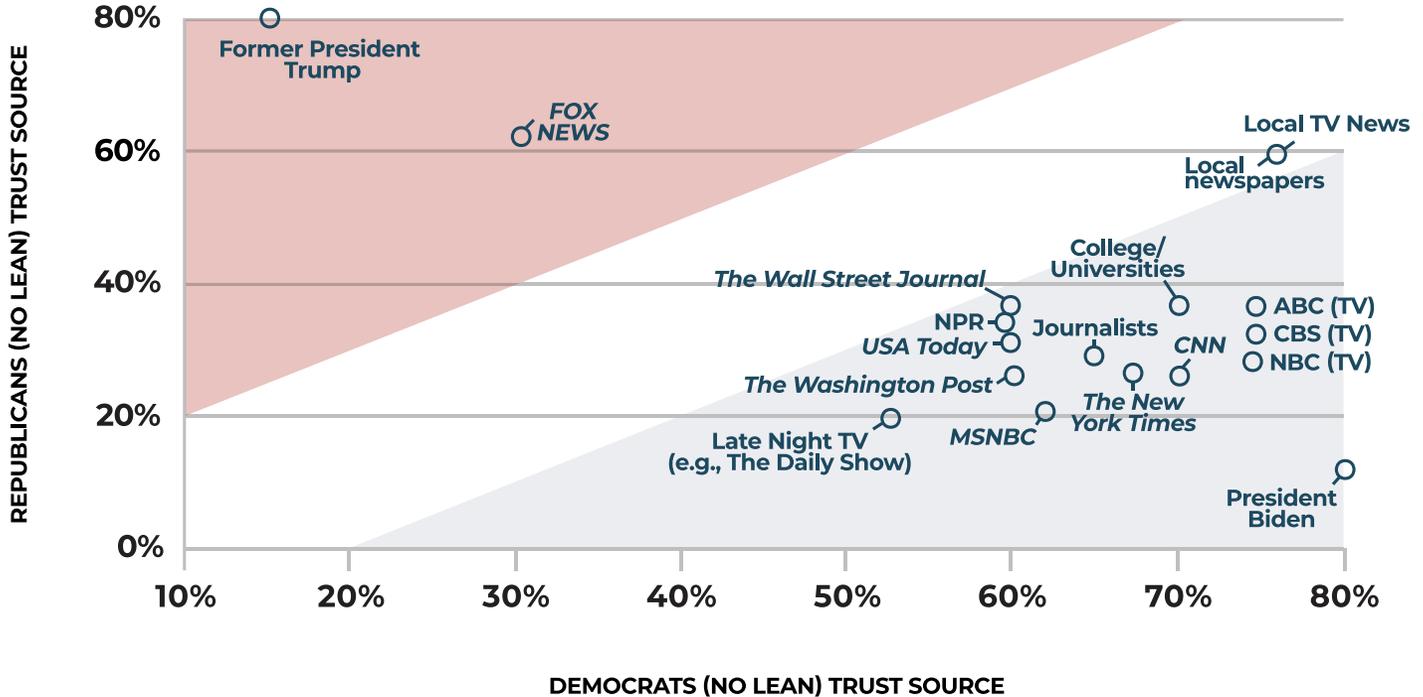
Political affiliation also affected the level of trust in business sources. Coinciding with a new presidential administration, Democrats were more likely to trust CEOs and major companies/corporations than in 2020. Forty-two percent had “some” trust in major companies/corporations, compared to 24% the previous year. Similarly, 33% of Democrats had some trust in CEOs, compared to 15% the previous year. Regarding Republicans, they saw minimal shift in their trust of these two sources (major companies: 36% in 2021 to 37% in 2020; CEOs: 28% in 2021 to 30% in 2020).

Political affiliation also determined the level of trust respondents have in colleges and universities, with Democrats determining higher education institutions were more trustworthy than Republicans by 32 percentage points. Added to 2021’s analysis was the level of trust people have in their employer. Overall, 38% of respondents had “some” trust in their employer with Republicans more likely to say this than Democrats (49% vs. 36%).



The Impact of Political Affiliation on Trust

% WHO SAY ____ IS AN AT LEAST "SOMEWHAT" TRUSTWORTHY SOURCE OF INFORMATION



FULL FINDINGS

*SOURCES RESPONSIBLE FOR SPREADING DISINFORMATION**

Politicians, Facebook, and the U.S. Government were considered most responsible for spreading disinformation again this year.

Politicians (77%), Facebook (72%), and the U.S. government (67%) were the top three sources respondents charged as being at least “somewhat” responsible for spreading disinformation to the public.

Political party lines divided the list of culpable sources. Seventy-four percent of Democrats said Republican senators and representatives were at least “somewhat” responsible for spreading disinformation, while 80% of Republicans said the same of Democratic senators and representatives. However, nearly half the respondents said their own party’s members of Congress are at least “somewhat” responsible for spreading disinformation (44% of Democrats and 49% of Republicans).

Only 17% of Republicans said former President Trump was “very responsible” for spreading disinformation, compared to 68% of Democrats. On the other hand, 66% of Republicans said President Joe Biden was “very responsible” for spreading disinformation, compared to 20% of Democrats. Republicans were also more likely than Democrats to say that journalists were “very responsible” for spreading disinformation (51% vs. 23%, respectively).

TOP 20 SOURCES RESPONSIBLE FOR SPREADING DISINFORMATION TO THE PUBLIC

INFORMATION SOURCE		INFORMATION SOURCE	
Politicians	77%	Republican senators & representatives	60%
Facebook	72%	Twitter	60%
U.S. government	67%	Former President Donald Trump	59%
Political activist groups	66%	Internet search engines	59%
Journalists	64%	Democratic senators & representatives	58%
Chinese government	64%	Federal agencies	58%
Celebrities	63%	Public relations professionals	58%
Russian government	63%	CNN	57%
Marketers & advertisers	61%	State government	57%
Fox News (TV)	61%	Major companies/corporations	57%

PERCENTAGE SAYING SOURCE IS AT LEAST “SOMEWHAT” RESPONSIBLE FOR SPREADING DISINFORMATION

Among the business sources listed, marketers and advertisers (61%), public relations professionals (58%), and companies/corporations (57%) were considered culpable for spreading disinformation. Along with Facebook (72%), the other two social platforms deemed at least “somewhat” responsible for spreading disinformation by at least half of the respondents were Twitter (60%) and YouTube (53%). In the media, journalists (64%), Fox News (TV) (61%), and CNN (57%) were all reported by at least half of the respondents to be at least “somewhat responsible” for spreading disinformation.

Least responsible for spreading disinformation

Personal networks are the least responsible for spreading disinformation.

Personal connections and networks were identified as being some of the least responsible sources for spreading disinformation. In terms of the networks that are “very responsible” for spreading disinformation, only 12% of respondents said their family, 11% said friends, and 9% blamed their employer. Similarly, Americans said “people like me” (14%, up from 10% last year) and “people NOT like me” (17%, up from 10% in 2020) are “very responsible” for spreading disinformation.



FULL FINDINGS

RESPONSIBILITY FOR COMBATTING DISINFORMATION

Americans said President Biden should be most responsible for combatting disinformation.

More than half of respondents pointed to 16 groups and individuals they consider to be “very responsible” for combatting disinformation. President Biden (67%) was deemed most often to be the source is “very responsible” for combatting disinformation, followed by the U.S. government (66%), Congress (63%), federal agencies (60%), and cable news (60%).

Of the 34 sources available for respondents to evaluate, 33 were identified as being “very responsible” for combatting disinformation by at least 25% of respondents. “My employer” was named by only 24% of respondents to be “very responsible” for combatting disinformation. Differences among political demographics were not significant regarding this responsibility.

**Political polarization was deemed as a major problem by 52% of respondents (but did not make the aforementioned top 15 list of issues).*

WHO SHOULD COMBAT DISINFORMATION?

INFORMATION SOURCE

INFORMATION SOURCE

President Joe Biden	67%	The Supreme Court	58%
U.S. government	66%	Local newspapers	56%
Congress	63%	Former President Donald Trump	55%
Network TV news stations (e.g., ABC, CBS)	61%	Local broadcast TV news	54%
Federal agencies (e.g., CDC, FDA)	60%	Radio news (e.g., NPR)	54%
Cable news (e.g., Fox News, MSNBC)	60%	Fact-checking websites	54%
Newspapers (e.g., WSJ, NYT)	59%	Social media	52%
Journalists	58%	Public relations professionals	51%

PERCENTAGE SAYING SOURCE SHOULD BE “VERY” RESPONSIBLE FOR COMBATTING DISINFORMATION

HOW WELL SOURCES ARE COMBATTING DISINFORMATION IN THE MEDIA

“People like me,” federal agencies, and local broadcast news did the best job at trying to combat disinformation.

For the third year in a row, more than half of Americans said, “people like me” (58%, up from 51% in 2020) are doing at least “somewhat well” in combatting disinformation. Local broadcast news (51%), local newspapers (48%) and fact-checking websites such as *Snopes* and *PolitiFact* (47%) were credited with helping as well.

WHO IS DOING A GOOD JOB AT COMBATTING DISINFORMATION?

Group or Individual	Percentage Saying Group/ Individual Combats Disinformation at Least “Somewhat Well”
People like me	58%
Local broadcast TV news	51%
Local newspapers	48%
Fact-checking websites (e.g., <i>Snopes</i> , <i>PolitiFact</i>)	47%
The Supreme Court	46%
Network TV news stations (e.g., ABC, CBS)	45%
Radio news (e.g., NPR)	42%
Newspapers (e.g., WSJ, NYT)	42%
Internet search engines (e.g., Google, Bing)	42%
Journalists	41%

More than half of the respondents said the following were doing “not too well” or “not at all well” in combatting disinformation that appears in the media: social media sites (56%), celebrities (56%), Congress (56%), marketers and advertisers (52%), and political activist groups (52%). Concerning businesses, 49% said CEOs were doing “not too well”; 30% said the same about their employer.

Political affiliation played a role as Democrats were more likely than Republicans to say President Joe Biden was doing at least “somewhat well” in combatting disinformation (65% vs. 19%, respectively). On the other hand, 66% of Republicans thought former President Trump was doing at least “somewhat well” compared to only 23% of Democrats who gave Trump a high score.

FULL FINDINGS

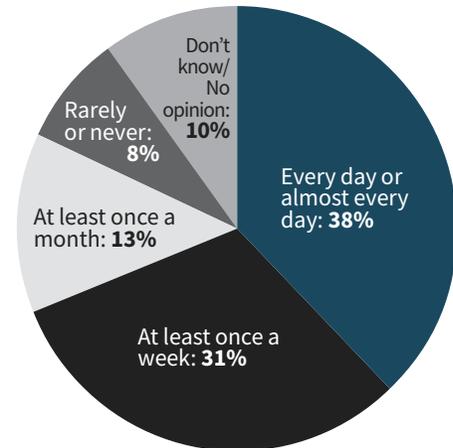
EXPOSURE TO DISINFORMATION, NEWS, AND MEDIA

Frequency of disinformation

At least one-third of Americans (38%) said they come across false news or information almost every day, and over two-thirds (69%) reported contact with it at least once a week.

Confidence in ability to recognize disinformation

Overall, Americans continued to be confident in their ability to recognize news or information that misrepresents reality or is false. Again, this year, four-in-five Americans said they are confident in their ability; 29% are “very confident,” and 49% are “somewhat confident.” Twelve percent said they are “not very confident,” while only 2% said they are “not at all confident.” These are similar findings to the past two years.

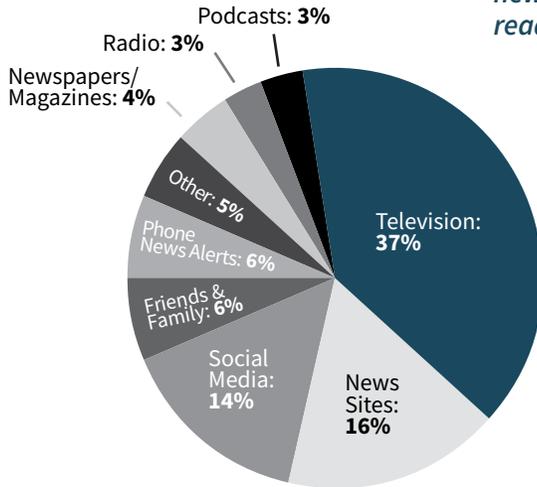
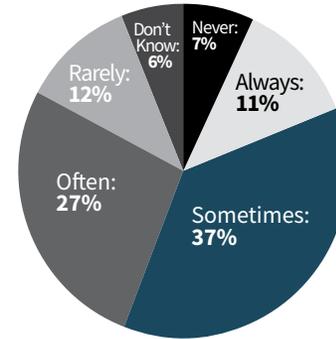


* Due to rounding, percentages may not always appear to add up to 100%.

Verifying sources

The number of Americans who go to other websites to check whether the information they are reading is true and accurate continues to fall. In 2021, 38% said they “often” or “always” check, a drop from 47% in 2019. Thirty-seven percent “sometimes” go to other sources, while 19% “rarely” or “never” check alternative sources.

How often, if ever, do you go to other websites or media sources to check whether the news or information you are reading is true and accurate?



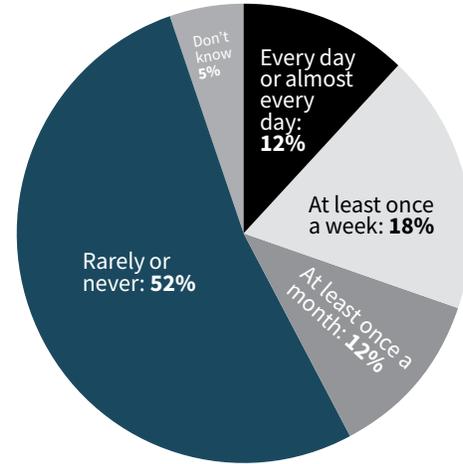
Primary source of news

Television (37%), news websites (16%), and social media (14%) continue to be the top three sources where respondents primarily get their news.

Sharing news on social media

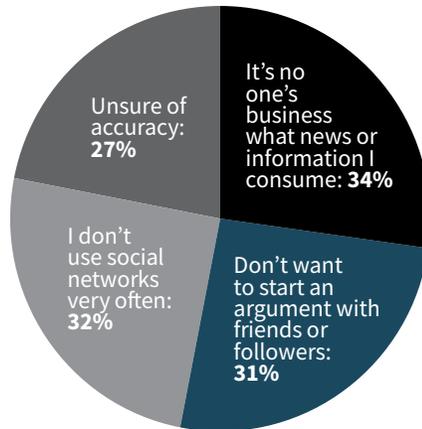
Fewer respondents shared news or public information with others on their social networks. Over half (52%) of Americans said they rarely or never share news on social media compared to 47% in 2020. Only 12% said they share news and public information every day or almost every day on their social channels.

Those who said they rarely or never share information on their social networks said it was primarily because it's no one's business what news they consume (34%). Other reasons noted included that they don't use social networks very often (32%), they don't want to start an argument with friends/followers (31%), and they are unsure of the accuracy (27%).



Reasons why respondents “rarely or never” share news on social media

This chart adds up to more than 100% because respondents could select one or more options.

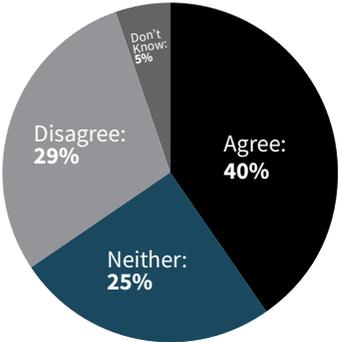


Impact of Disinformation on News Consumption

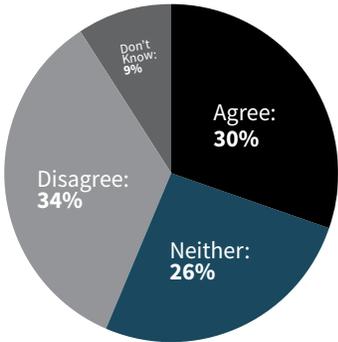
Disinformation also has an impact on behaviors of Americans and how they consume news. Four-out-of-ten said they avoid watching or listening to the news because of the amount of disinformation. Additionally, 30% said they are more likely to read sources outside the U.S. because of the amount of disinformation in the U.S. because of the amount of disinformation in the U.S.

Respondents were asked the extent to which they agreed or disagreed with the following statements*:

I avoid watching, reading, or listening to the news because of the amount of disinformation.



I'm more likely to read sources outside of the U.S. because of the amount of disinformation in the U.S. media.



CONCLUSION

Disinformation continues to be a significant societal problem, yet most information sources do an inadequate job at combatting it, according to most Americans. People are more likely to trust sources that are closest to them, such as friends and family. Trust in sources is also strongly correlated with who is doing well at combatting disinformation.

Disinformation has significant consequences on society. People believe disinformation will prolong the COVID-19 pandemic and affect COVID-19 vaccine uptake. Americans also noted disinformation has an impact on the fundamentals of society, threatening democracy, election processes, and human rights.

While political party affiliation continues to highlight the gap between what and who Republicans and Democrats perceive as trustworthy sources, the new presidential administration has shifted trust in institutions. For some key sources, trust among Democrats increased, especially in government and business, while Republicans saw a decrease.

The gulf is also widening between political parties and how well they trust mainstream information sources. Overall, Democrats trusted journalists significantly more than Republicans. Where the two parties come together is with local news, even though the pool and quality of newspapers has shrunk significantly over the past 15 years, according to a 2020 report from Dr. Penelope Muse Abernathy. At least 1,800 communities that had a local news outlet in 2004 are without one in 2020, leaving a news desert.

While the past couple of years have seen many organizations paying more attention in the workplace to social issues, mental health, and diversity, equity, and inclusion, few focus on media literacy to help people better combat disinformation. Additionally, companies can invest in local news, which saw little differentiation of trustworthiness based on political lines, one of the few sources that can make that claim. This may help alleviate political polarization that respondents said disinformation helps to increase.

Overall, respondents believe disinformation is a significant issue and all sources noted in this report were responsible for helping to combat it, even friends and family. With more sophisticated technologies – the impact of disinformation will continue to be felt around the world. Institutions and individuals must actively work to combat it to help stop its spread.

Methodology:

This poll was conducted between November 10-14, 2021, by Morning Consult among a national sample of 2,200 adults. The interviews were conducted online, and the data was 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 two percentage points.

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For the full report and charts, please visit the IPR website at <https://instituteforpr.org/2020-disinformation-report/>.

If you are an academic researcher who would like access to the data, please contact **Tina McCorkindale** at tina@instituteforpr.org.