Global Fact 10

Research Report

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LOGICALLY
FACTS

Logically Facts Research

INTRODUCTION

The spread of misinformation presents a unique and growing challenge to our society. Fact-checking allows users to sift truth from falsehoods, empowering them with reliable information to make informed decisions. It counters the weaponization of misinformation, restoring trust in institutions and strengthening democracies.

Fact-checking is in the process of evolving to mitigate challenges, from deepfake technologies to disinformation campaigns. Its importance cannot be overstated—it acts as the immune system of our collective discourse, preventing the destabilizing effects of misinformation.

We are in a battle for a more informed, rational, and democratic society. By using technology, combined with human expertise, we at Logically Facts seek to detect, assess and address mis- and disinformation head on.

VP & Managing Director
Logically Facts

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Summary

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In the spring of 2023, Logically Facts commissioned consumer research in India, the UK and the US to better understand the public's attitude towards fact-checking, media and social platforms, and technology. Surveying over 6,000 people in three countries, our research reveals that the public are supportive of fact-checking in all geographies and across both genders and all age groups. Additionally, people are comfortable with advanced technologies being applied to fact checking, especially when paired with human expertise.

Whilst fact-checking is important, it was revealed that a significant portion of the public have lost trust in all media. Traditional mainstream media remains the most trusted source of information, but only narrowly, and is surpassed when combining various social media platforms. **Now more than ever, facts matter.**
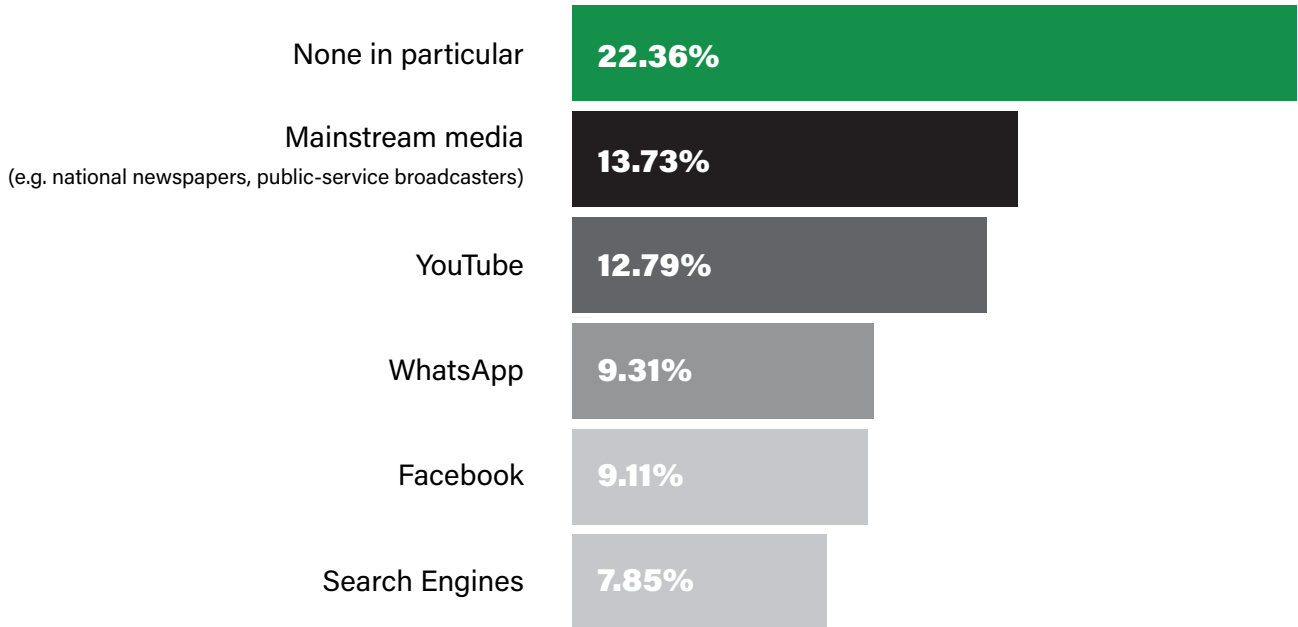
Survey Highlights by Theme

Trust & Skepticism

A sizable portion of the public (22%) have lost trust in all media, and those that do trust are more likely to trust some combination of social media platforms over traditional "mainstream" media. More than half are more likely to trust platforms that employ fact-checking, whilst 8% do not believe fact-checking should occur on any platform. Finally, 84% of those surveyed had confidence in their ability to sort fact from fiction.

[Q1]

What platform do you think is the most trustworthy?

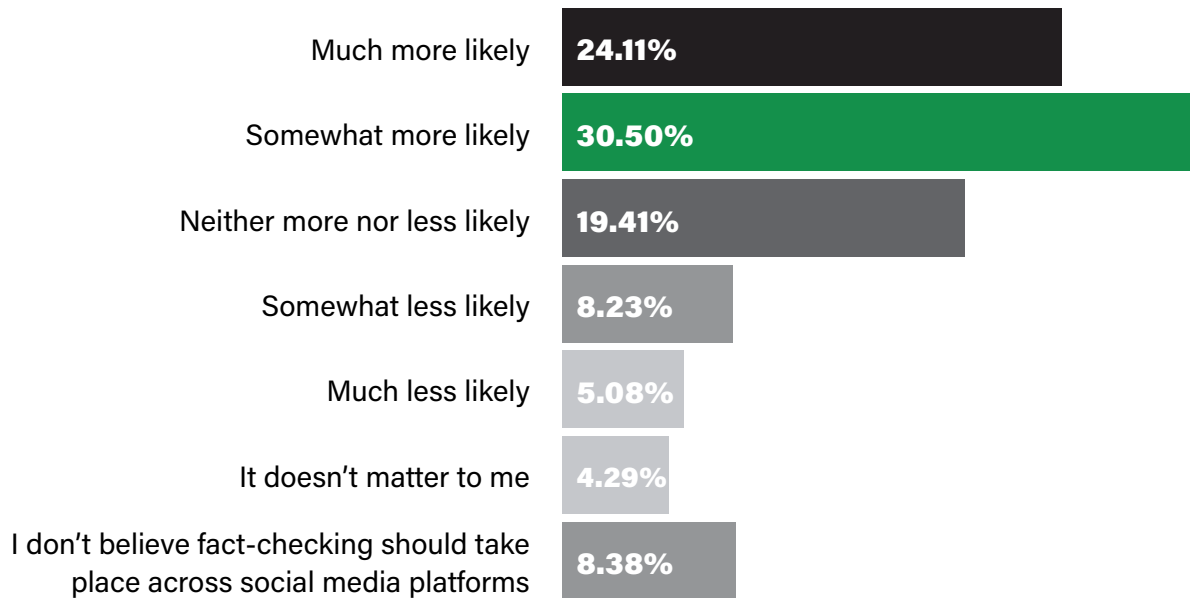| Platform	
None in particular	22.36%
Mainstream media (e.g. national newspapers, public-service broadcasters)	13.73%
YouTube	12.79%
WhatsApp	9.31%
Facebook	9.11%
Search Engines	7.85%

Additional Insights:

- Women were 8% more likely to distrust all sources.
- Nearly 40% of everyone 55+ trusted no sources.

Trusted Sources may surprise you

- 16.39% of women trusted MSM vs only 11% of men.
- Men were more likely to trust YouTube over MSM, and more likely to trust Facebook by 3% than women.
- In India, people trust YouTube and Whatsapp over the mainstream med.
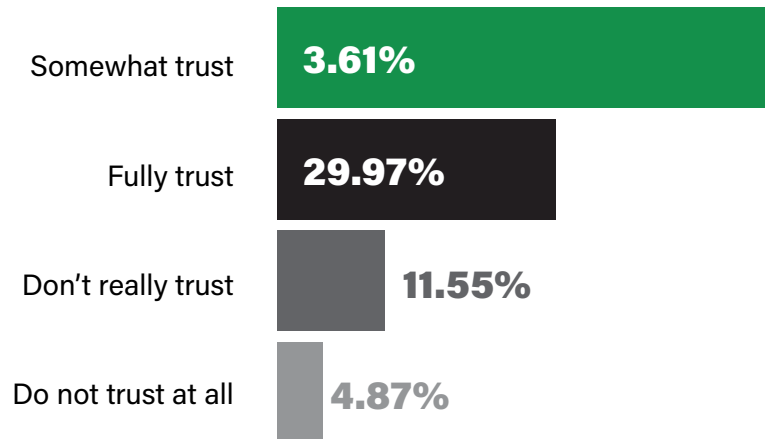
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[Q2]

To what extent are you more or less likely to trust a social media platform that uses fact-checking?

Category	Percentage
Much more likely	24.11%
Somewhat more likely	30.50%
Neither more nor less likely	19.41%
Somewhat less likely	8.23%
Much less likely	5.08%
It doesn't matter to me	4.29%
I don't believe fact-checking should take place across social media platforms	8.38%

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[Q3]

How much, if at all, do you trust in your ability to sort fact from fiction on the internet?

Somewhat trust	**3.61%**
Fully trust	**29.97%**
Don't really trust	**11.55%**
Do not trust at all	**4.87%**

Additional Insights:

▪ Nearly 30% of all respondents fully trust their ability to sort fact from fiction, with more than 53% of respondents "somewhat" trusting themselves.

▪ Full trust peaks between 35-44 years of age at a full 40%, then drops lower than other cohorts at 45+. From 25 - 44, people are the most confident in their abilities with a full 86-88% being fully or somewhat confident.

▪ India was the most confident region, with a full 92+% reporting being somewhat or fully trusting of their own abilities, followed by the US at 83+% and the UK at 74%. In all cases, "somewhat trust" was chosen more than "fully".

▪ Men were 5% more likely to rate themselves as confident than women.

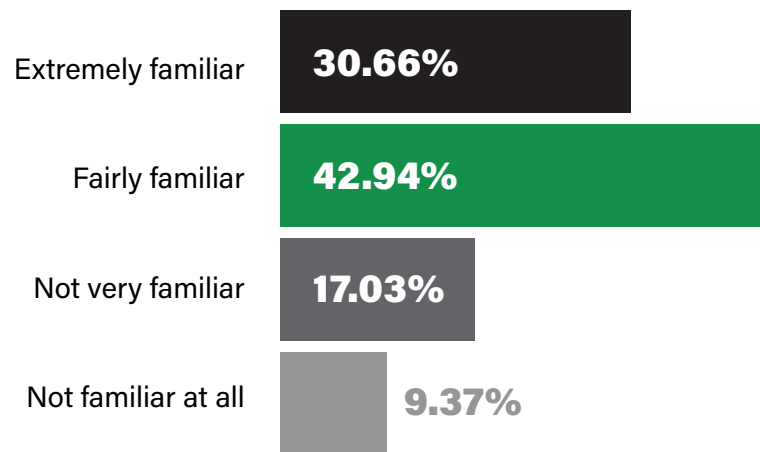# The public is aware of the growing problem of mis- and disinformation

Nearly 74% of respondents are familiar with fact-checking, and 72% feel that "society and politics are undermined by inaccurate and false information circulating in the media and across social channels." All genders, ages, and regions considered offline harms to be the most common negative impact, followed by encouraging social unrest and protests. Finally, elections and politics are the number one area where people want fact-checking applied.

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[Q4]

Fact-checking is a journalistic practice that involves verifying the accuracy of stories through original reporting, which may include interviewing primary sources, consulting public data and conducting media analysis, including photos and video.

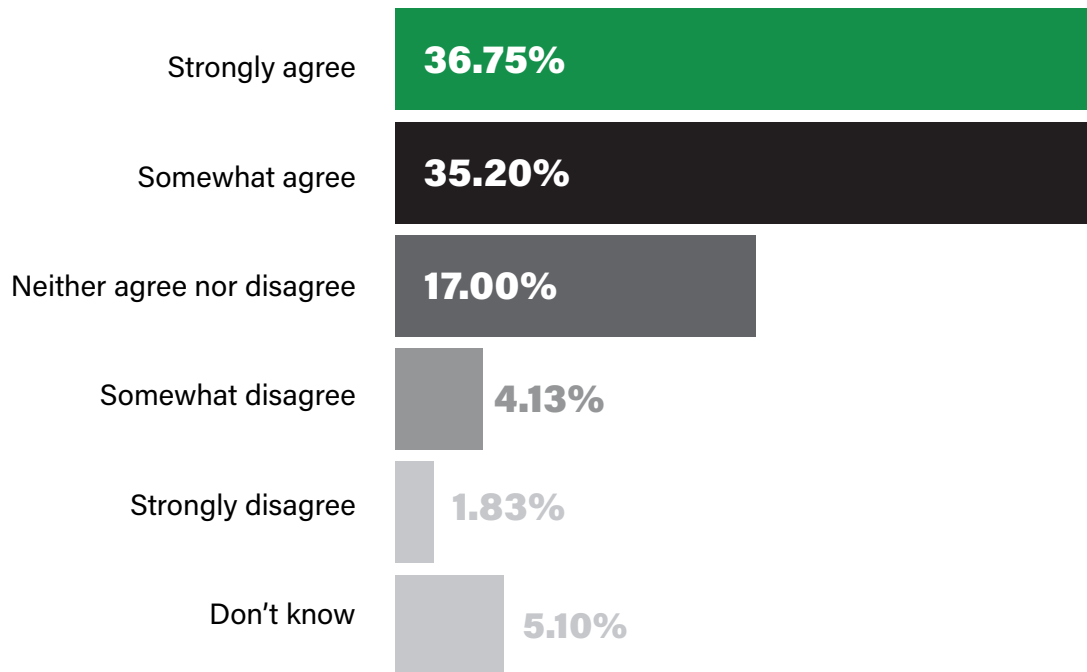**After reading the above, how familiar are you with fact-checking, if at all?**

Extremely familiar	**30.66%**
Fairly familiar	**42.94%**
Not very familiar	**17.03%**
Not familiar at all	9.37%

Additional Insights:

74% of those surveyed said they were familiar with fact-checking:

- Familiarity changes by region: UK 57%, US 74%, and India nearly 89%.

- Gender breakdowns suggest that men are more familiar than women with fact-checking, with 79.53% male and 67.63% female.

- Awareness decreases with age after 45, with more than 80% of those 16-44 being familiar, versus just less than 64% of those 45+.

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[Q5]

To what extent do you agree or disagree with the following statement: "Society and politics are undermined by inaccurate and false information circulating in the media and across social channels."

Response	Percentage
Strongly agree	36.75%
Somewhat agree	35.20%
Neither agree nor disagree	17.00%
Somewhat disagree	4.13%
Strongly disagree	1.83%
Don't know	5.10%

Additional Insights:

72% agree or strongly agree that "society and politics are undermined by inaccurate and false information circulating in the media and across social channels."
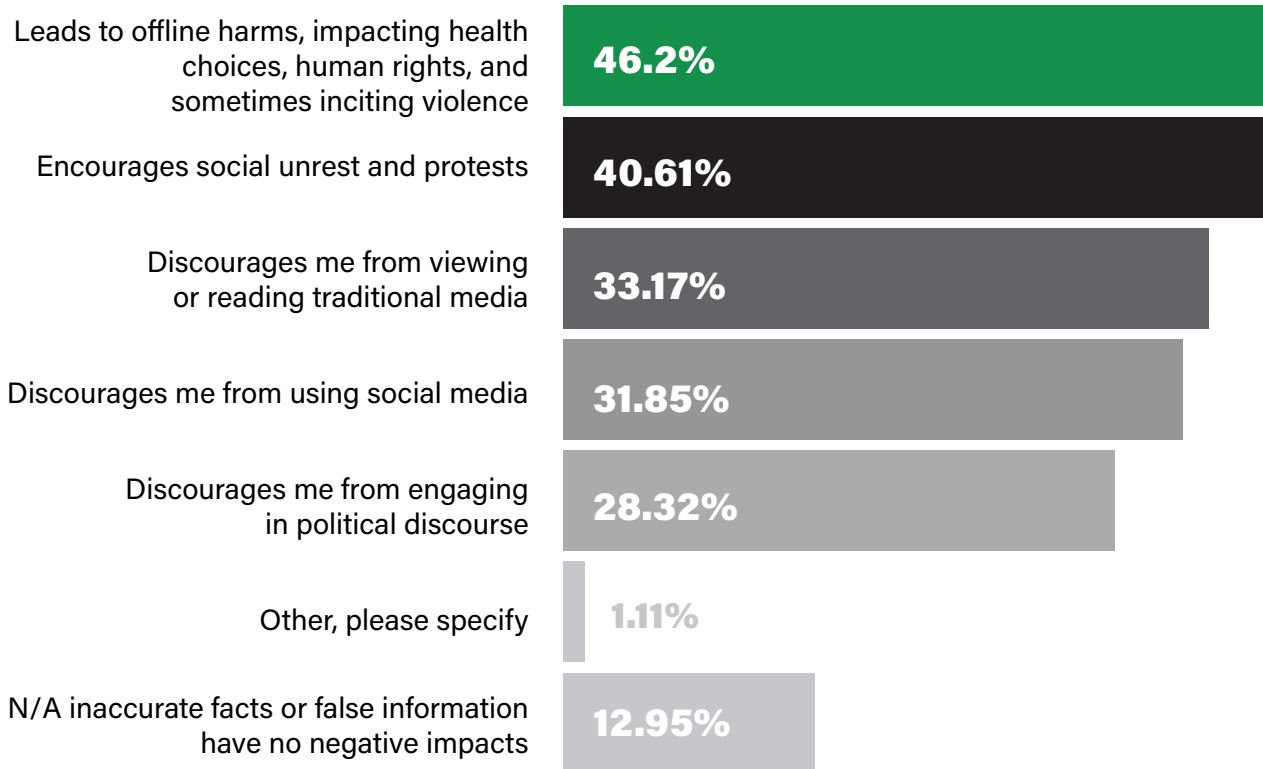
Breakdown by age

- 16-24 = 64.21%
- 25-34 = 74.96%
- 35 - 44= 75%
- 45-54 = 69.15%
- 55+ = 74%

Breakdown by region

- UK = 56.99%,
- US = 76.17%
- India = 82.39%

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[Q6]

What negative impacts, if any, do inaccurate facts or false information have? Select all that apply:

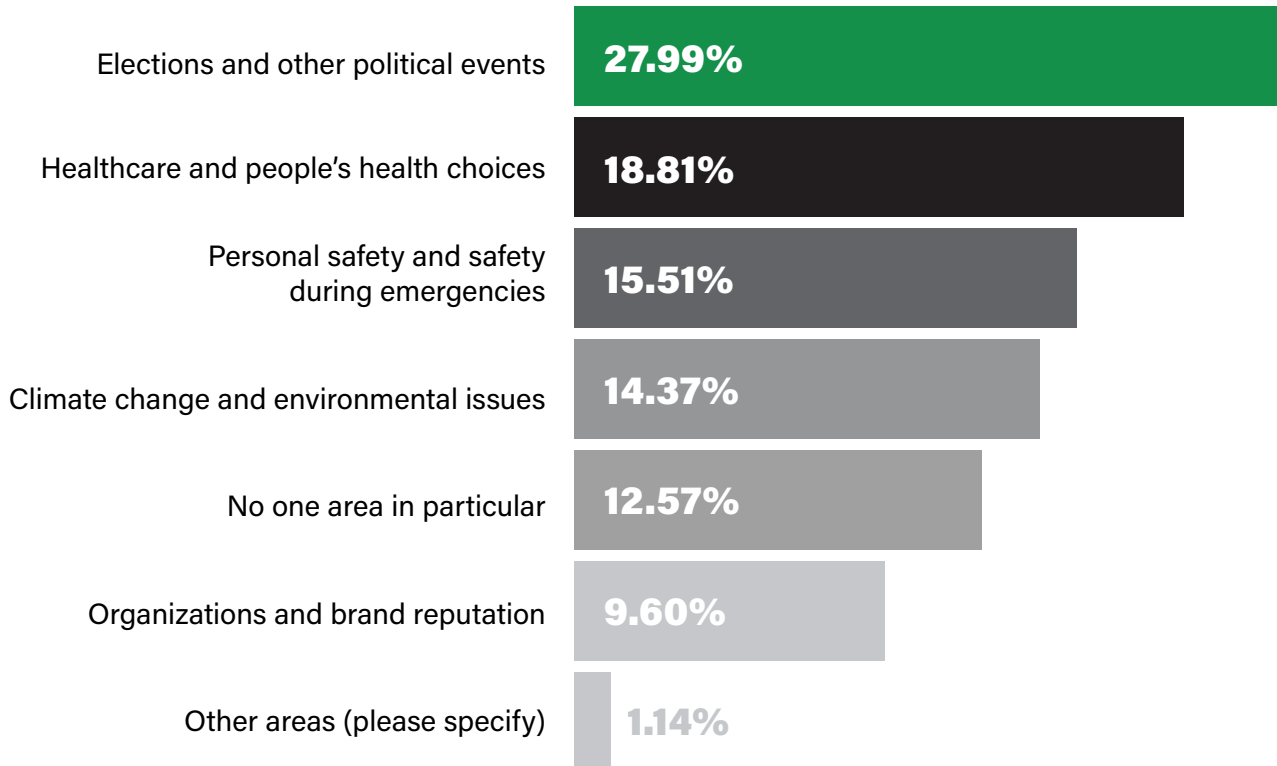| Impact	Percentage
Leads to offline harms, impacting health choices, human rights, and sometimes inciting violence	46.2%
Encourages social unrest and protests	40.61%
Discourages me from viewing or reading traditional media	33.17%
Discourages me from using social media	31.85%
Discourages me from engaging in political discourse	28.32%
Other, please specify	1.11%
N/A inaccurate facts or false information have no negative impacts	12.95%

Additional Insights:

- All genders, ages, and regions considered offline harms to be the most common negative impact, followed by encouraging social unrest and protests.

- 23% of the UK respondents selected "no impact", although this was a "check all that apply" question.

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[Q7]

What areas, if any, do you think fact-checking is needed most right now? (Select the option where you think fact-checking is needed most)

Elections and other political events	**27.99%**
Healthcare and people's health choices	**18.81%**
Personal safety and safety during emergencies	**15.51%**
Climate change and environmental issues	**14.37%**
No one area in particular	**12.57%**
Organizations and brand reputation	**9.60%**
Other areas (please specify)	**1.14%**

Additional Insights:

- As respondents grow older, they are more likely to find the biggest need for fact-checking to be elections, with a full 15% increase between the youngest cohort and the oldest, progressing with each segment from 16 - 55+.

- The US was the most concerned about elections, with 37.81% of respondents being concerned as opposed to 23.67% of UK respondents and 22.62% in India.

- In India, "Healthcare and people's health choices" edged out "Elections" as the number one concern at 23.54% (vs 22.62% concerned on elections).
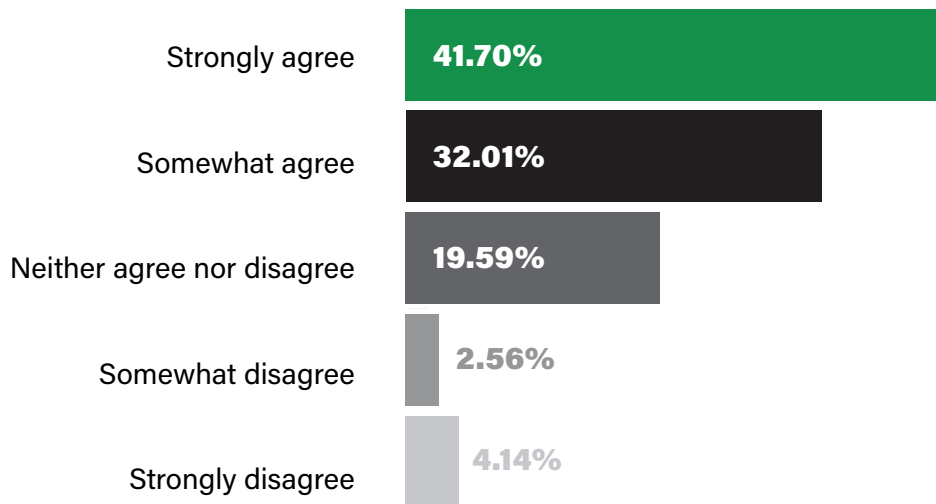
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More should be done

A large majority of those surveyed (74%) want content flagged as "misleading" or "out of context", with roughly 61% stating that media organizations and platforms can do more to verify claims. Additionally, 66% expressed a desire to be better educated in how to spot false claims.

[Q8]

To what extent do you agree or disagree with the following statement? "I would like to see social and media content flagged with labels such as misleading or out of context to ensure more accuracy."
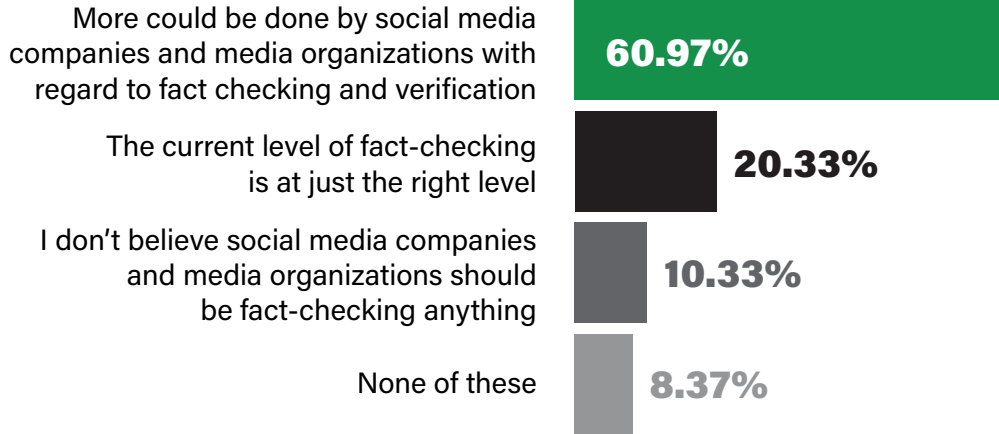
Response	Percentage
Strongly agree	41.70%
Somewhat agree	32.01%
Neither agree nor disagree	19.59%
Somewhat disagree	2.56%
Strongly disagree	4.14%

Additional Insights:

74% of all respondents want to see content flagged as misleading or being out of context:

- UK 66.97%
- US 70.28%
- India 83.66%

[Q9]
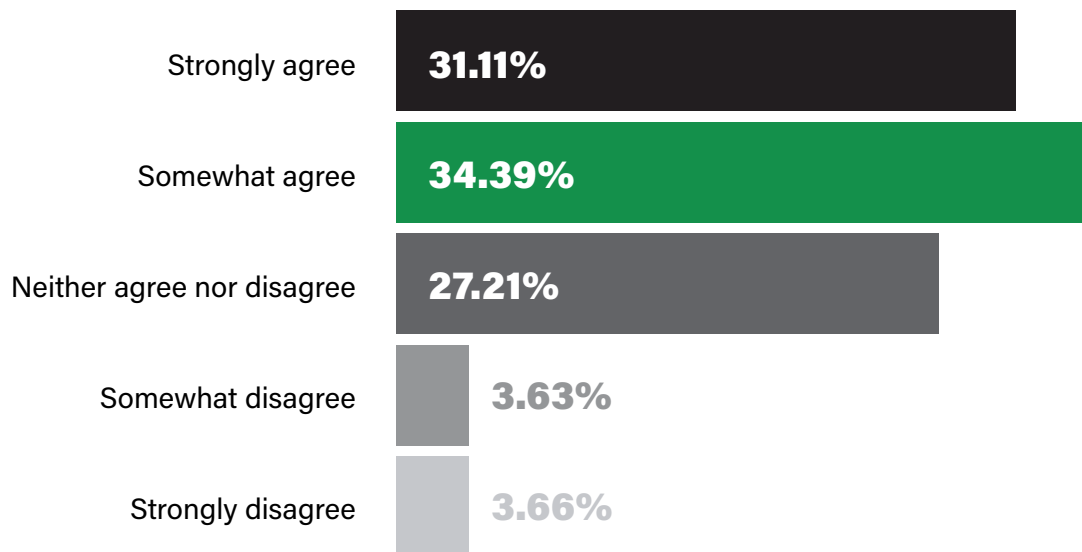## Which of the following statements best describes your views?

More could be done by social media companies and media organizations with regard to fact checking and verification — **60.97%**

The current level of fact-checking is at just the right level — **20.33%**

I don't believe social media companies and media organizations should be fact-checking anything — **10.33%**

None of these — **8.37%**

Additional Insights:

On average, 61% of those surveyed thought more could be done:

- UK 55.29%
  US 67.93%
  India 58.73%

- 57% of people ages 16-54 believed there should be more fact-checking, jumping to nearly 69% for ages 55+.

- More than 63% of women and more than 58% of men want more fact-checking.

[Q10]

To what extent do you agree or disagree with the following statement?

"I would you be open to learning how to pre-bunk false information" *(spotting false claims before encountering them).*
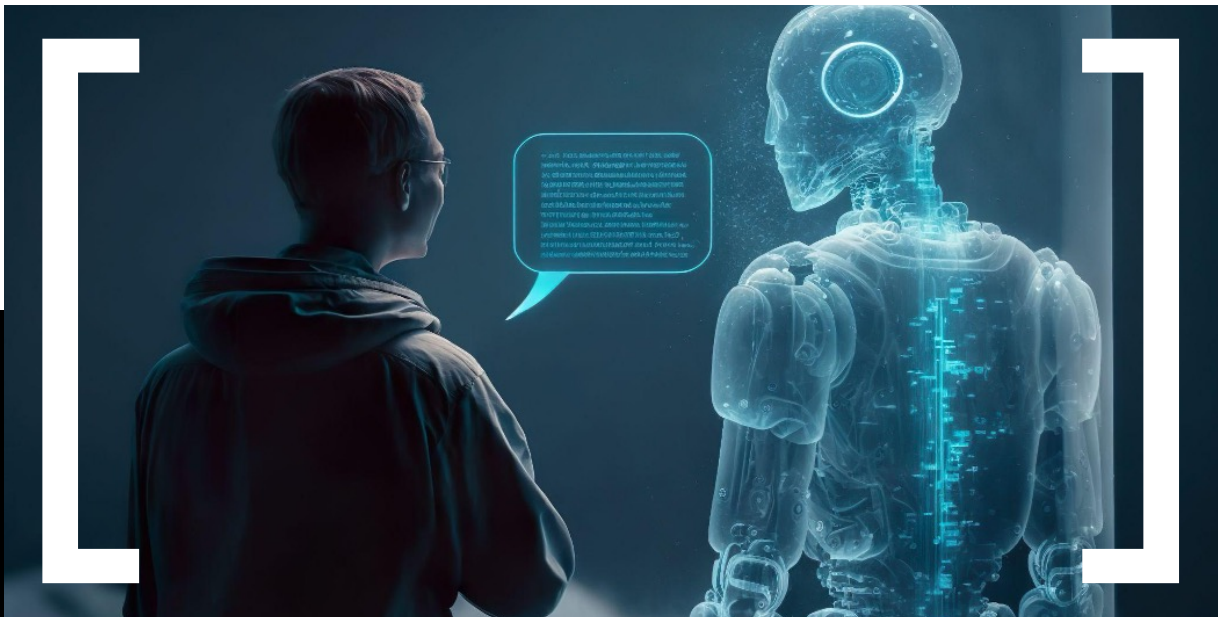
Strongly agree	**31.11%**
Somewhat agree	**34.39%**
Neither agree nor disagree	**27.21%**
Somewhat disagree	**3.63%**
Strongly disagree	**3.66%**

Additional Insights:

66% of all respondents want to see content flagged as misleading or being out of context:
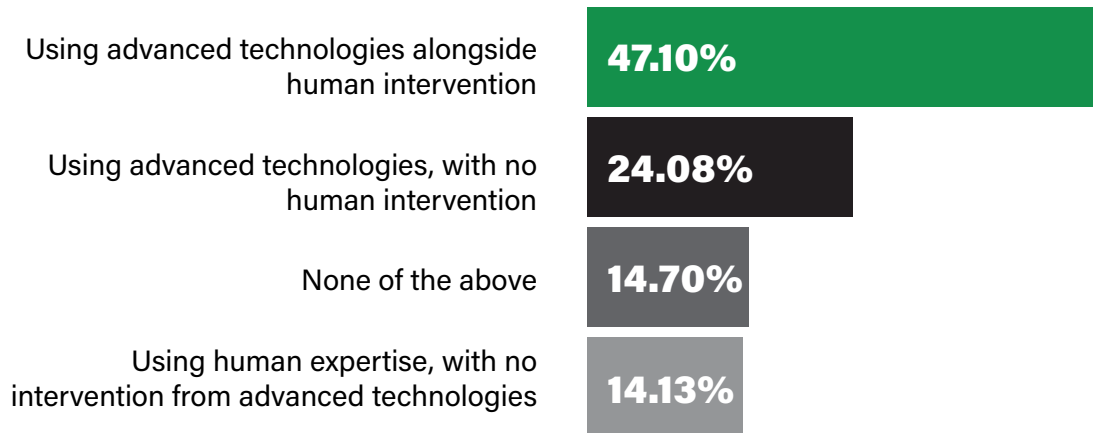
- UK 51.45%
- US 65.13%
- India 79.52%

Comfort with technology

A majority of consumers expressed comfort with tech-aided fact-checking, including 25% who were happy to have no human intervention and another 47% who were happy for a combination of human intervention and technology to be applied. This majority level of comfort (71%) fades however when shifting to AI tools such as ChatGPT, where 36% trusted, 25% did not trust, and 39% have not had enough experience to decide whether or not they trust such AI tools.

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[Q11]

Which of the following approaches to fact-checking, if any, do you think is the most trustworthy?

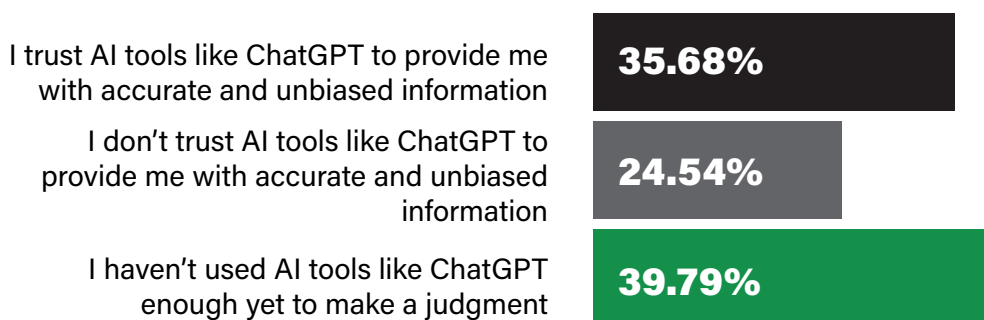| Approach	Percentage
Using advanced technologies alongside human intervention	47.10%
Using advanced technologies, with no human intervention	24.08%
None of the above	14.70%
Using human expertise, with no intervention from advanced technologies	14.13%

Additional Insights:

Technology is embraced by more than 71% of respondents, with just under half (47%) believing a combination of tech + human intervention is best:

- 87% India, 70% US and 56% of UK respondents supported some type of technical intervention.

- 30% India, 19% US and 23% UK respondents support fully automated fact-checking.

[Q12]

## Which of the following statements describes your views?

Statement	Percentage
I trust AI tools like ChatGPT to provide me with accurate and unbiased information	35.68%
I don't trust AI tools like ChatGPT to provide me with accurate and unbiased information	24.54%
I haven't used AI tools like ChatGPT enough yet to make a judgment	39.79%

Additional Insights:

Men and women differ significantly:

- Men: 41.95% trust, 26.42% do not trust, and 31.62% admit to not being familiar enough.

- Women: 29.36% trust, 22.64% do not trust, and 48% admit to not being familiar enough.

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Conclusion

Fact-checking is needed now more than ever. 22% of the public have lost trust in all media, and social media platforms as a whole are trusted over mainstream media. 74% of the public expect all media to maintain and improve verification and contextualisation efforts, and 71% trust technology to be part of the solution.
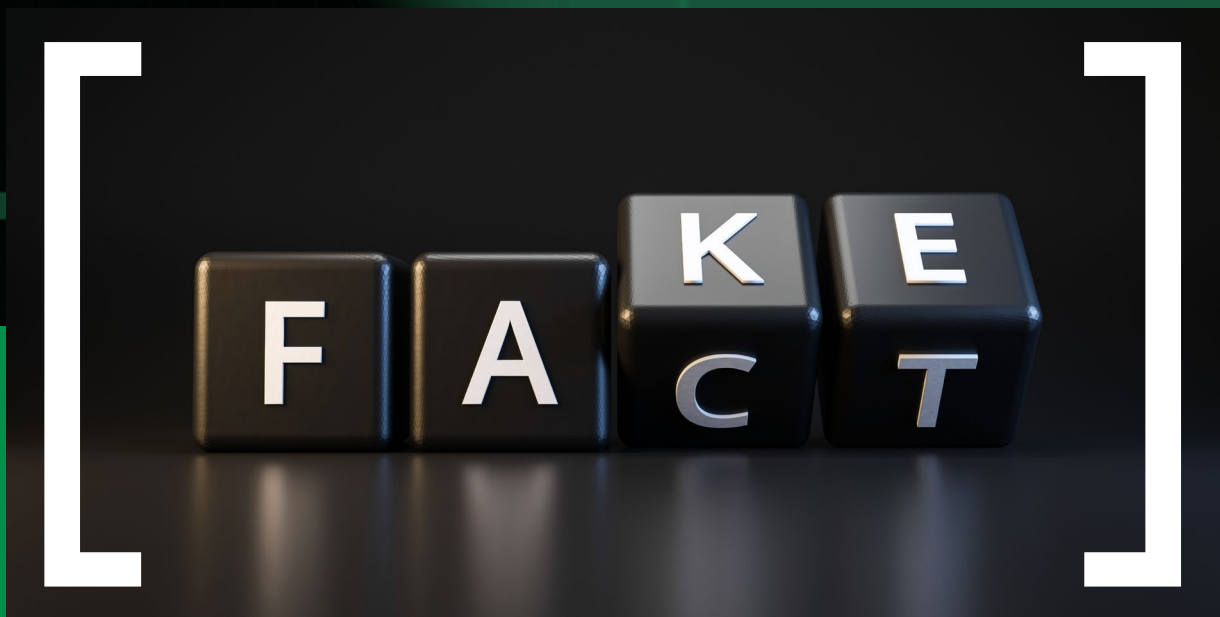
Methodology

Censuswide surveyed a total of 6,060 consumers online on behalf of Logically Facts: 2,002 in the UK, 2,002 in the United States, and 2,056 in India, using samples which are representative of the respective country's population by gender and age in each country. Fieldwork was carried out between 31 March 2023 and 03 April 2023.

For a more detailed discussion of the data, contact us at info@LogicallyFacts.com, or visit our website at LogicallyFacts.com/en/contact-us.

About Logically Facts

Logically Facts is an Ireland registered company and an independent subsidiary of the UK based TheLogically.

Our mission is to reduce the individual, institutional, and societal damage caused by misleading and deceptive online discourse through our fact-checking efforts.

Logically Facts helps mitigate the risks posed by mis/disinformation to public health, public safety, election integrity, and national security by enabling platforms to operate in markets safely, responsibly and compliantly.

Logically Facts is part of Meta's Third Party Fact-Checking Program as well as TikTok and we are verified signatories of the International Fact-Checking Network since 2020.

Visit logicallyfacts.com to see more information.