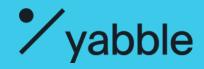
Mis/disinformation in New Zealand

Insights Report



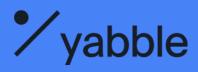
March 2023



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This Presentation

- Shares the results of the mis/disinformation survey
- Designed to:
 - Understand behaviours and experience around dis / mis information in New Zealand
- Data collected via online survey
 - > Survey live 23 Dec 2022 to 12 Feb 2023
 - > Total sample (Weighted and Unweighted) N=2,089



Presentation Outline











Summary



91%

of New Zealanders are experiencing any type of misinformation at least

MONTHLY

of New Zealanders are experiencing any type of misinformation at least

79%

WEEKLY

47%

of New Zealanders are experiencing any type of misinformation at least

The leading types of misinformation are Covid-19 and vaccine based, misleading news, misleading information about high profile people, and misleading information around politics. However, New Zealanders are experiencing a wide range of misinformation, related to topics from racial intolerance, to climate change, to even misinformation about themselves or people they know personally.

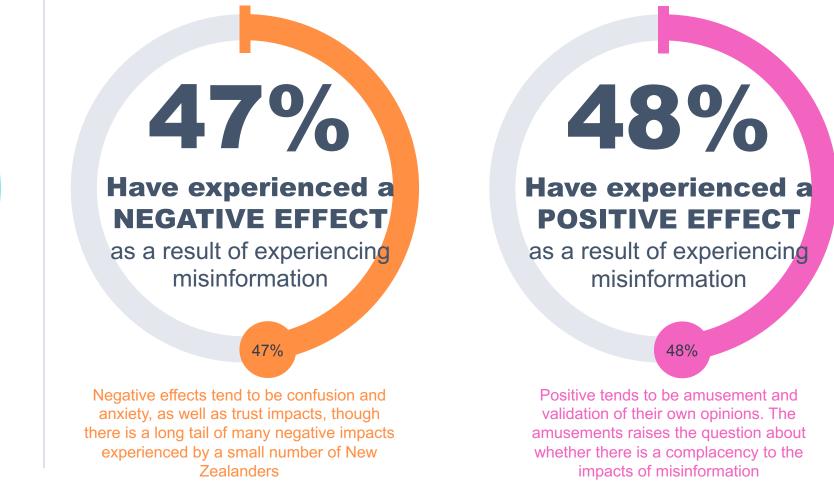
What's clear is that it is widespread, and simply a feature of modern life right now

/yabble

At least seven in ten New Zealanders are very concerned about at least one type of misinformation

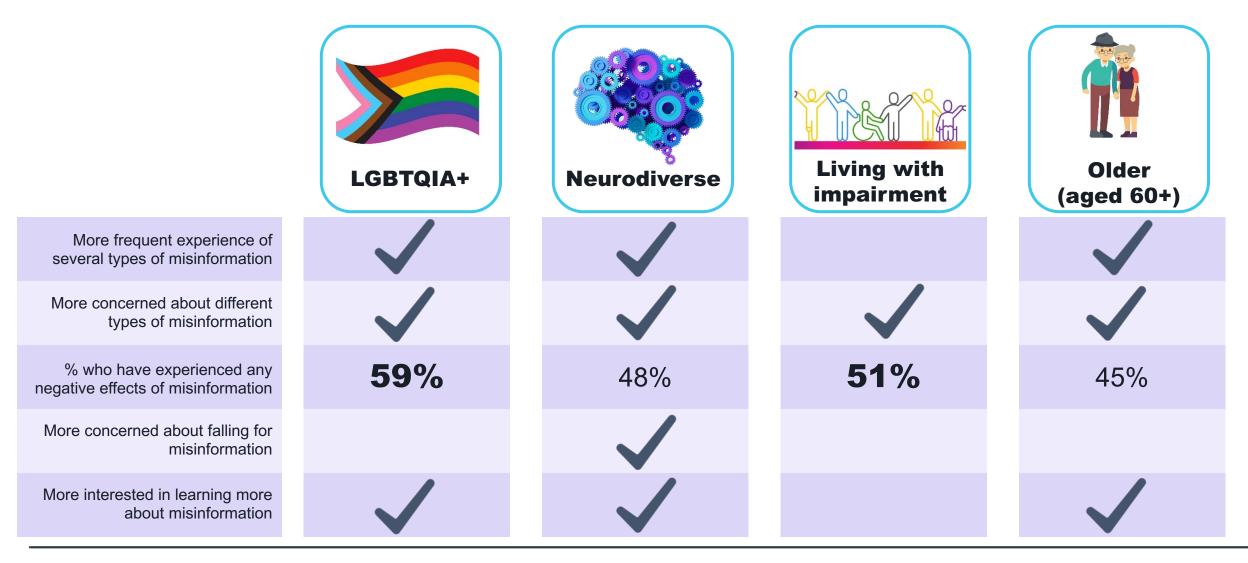
71% **VERY CONCERNED** About at least one type 71% of misinformation

However, the impacts of misinformation are equally likely to have been positive as they are to have been negative



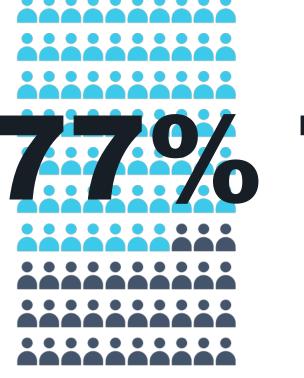


Misinformation is not affecting all New Zealanders equally, our most vulnerable to, concerned by, and impacted from misinformation include:

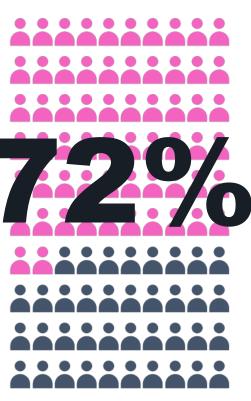




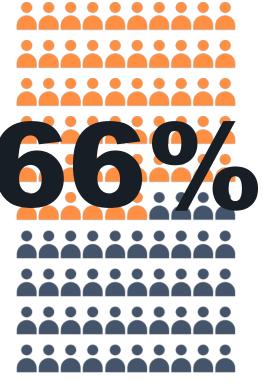
Beyond personal impacts, misinformation is agreed to have wider societal impacts



agree that misinformation Damages trust in government and authorities



agree that misinformation Had a negative effect on NZ's Covid19 response



agree that misinformation

Is likely to have a significant effect on the 2023 NZ election Misinformation is seen as having very real societal impacts, but when we ask whether people think it is possible to disrupt the spread of misinformation just 44% agree that it might be possible, and more crucially:

Just 12% strongly agree that it is possible to disrupt the spread of misinformation online





of New Zealanders agree with the statement: **Most of the time I trust that the news I see from reputable media outlets is true** There's a base level of trust in what we see from (what we perceive to be) reputable media outlets, and yet:



online news sites from

NZ



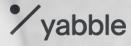
68%

Have experienced misinformation from online news sites from overseas

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52%

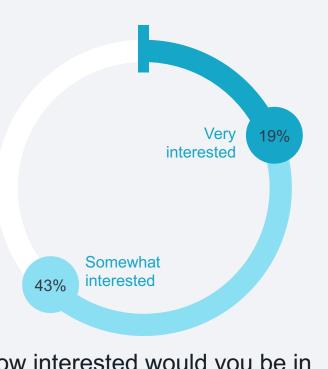
Have experienced misinformation from television news



Fewer than three in ten New Zealanders feel **fully confident** identifying misinformation



And yet, only two in ten would be **very interested** in learning more about misinformation



How interested would you be in learning more about how to identify mis/disinformation? This may be linked to just 12% who are highly concerned about falling for misinformation – even without confidence, we don't think it'll happen to us





Yet the key solutions to the problem are seen as lying with education – even though just 19% were interested in learning more about misinformation. Looking at what people believe would be the most (very) effective, the core solutions could be:

Make it easier for users to report misinformation and have it removed

PLATFORM SOLUTION

Education to improve critical thinking skills

EDUCATION SOLUTION

Education about mis/disinformation

EDUCATION SOLUTION

Online content hosts improve their ability to identify and remove bots

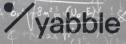
PLATFORM SOLUTION

#5

Education about topics or issues that are the subject of misinformation

EDUCATION SOLUTION

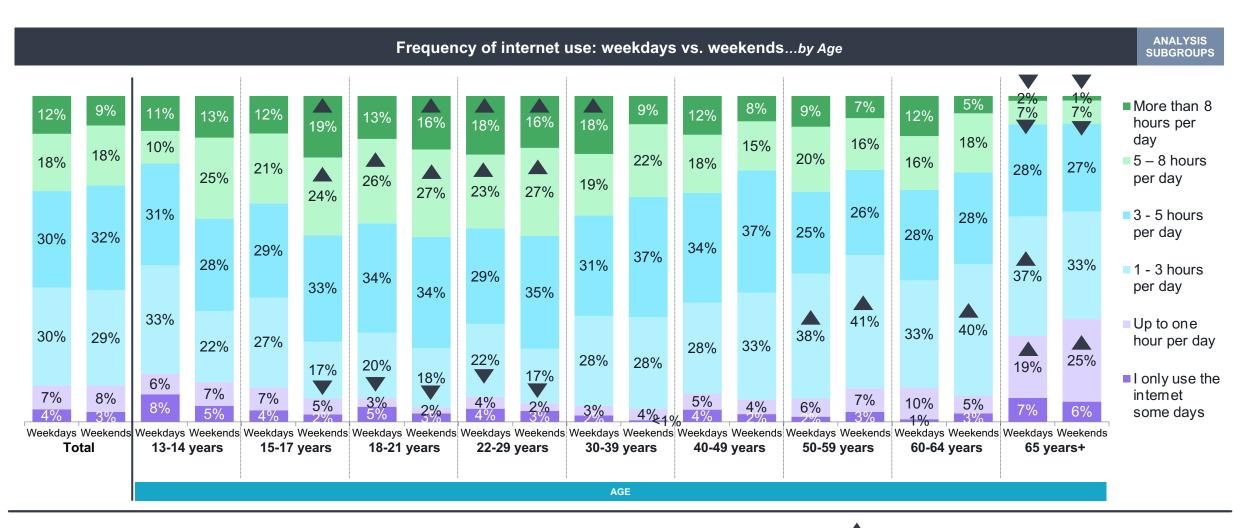
 $\begin{array}{c} (1-x) \\ (1-x)$



Top-level analysis



Internet use: Time on the internet per day is highest between ages 18 and 39, tapering off from there



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. Now some guestions about your use of the internet and social media use.

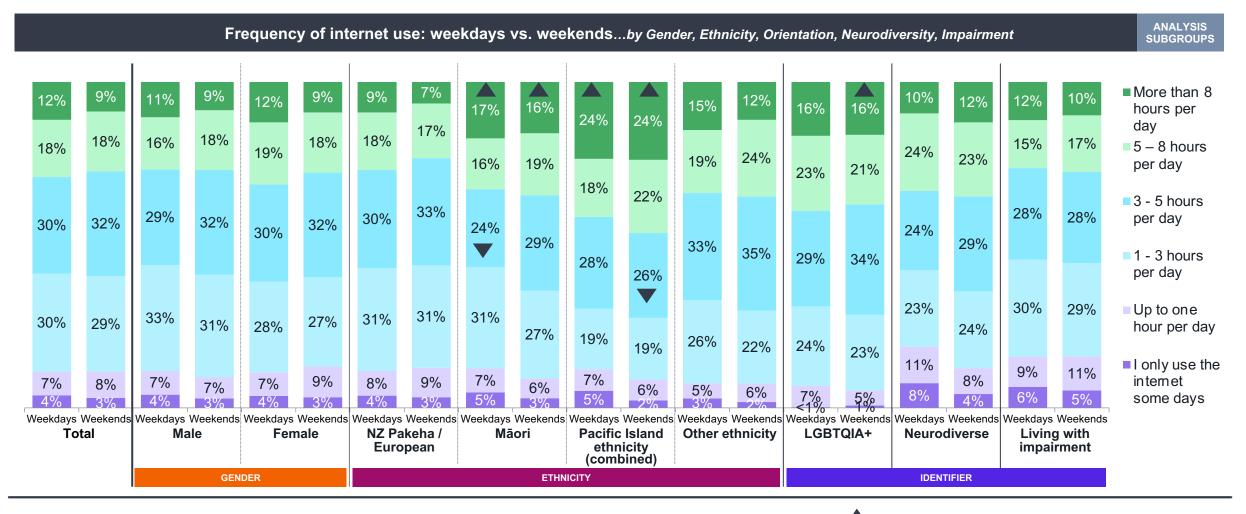
Significantly higher / lower than for total weighted population sample



On average, how often or how long do you use the internet per day on weekdays and weekends? Include time on the internet at school, work and at home, and across all devices.

16

Internet use: Māori and Pacific Island ethnic groups are significantly more likely than general population to be using the internet more than 8 hours each day, with LGBTQIA+ significantly more likely to be using 8+ hours on weekends



Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. Now some questions about your use of the internet and social media use.

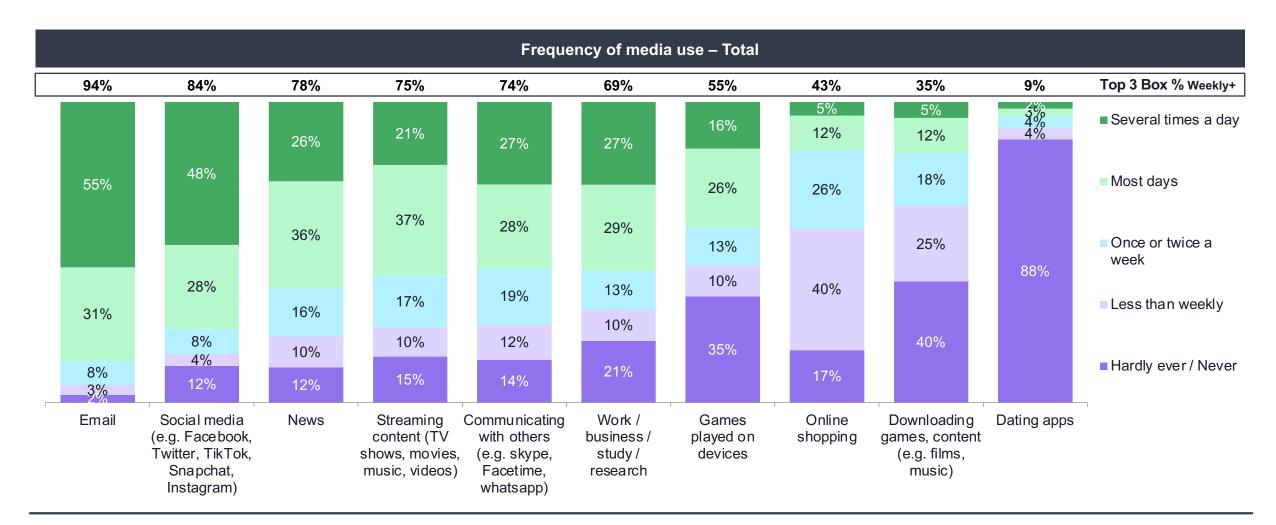
17

Significantly higher / lower than for total weighted population sample



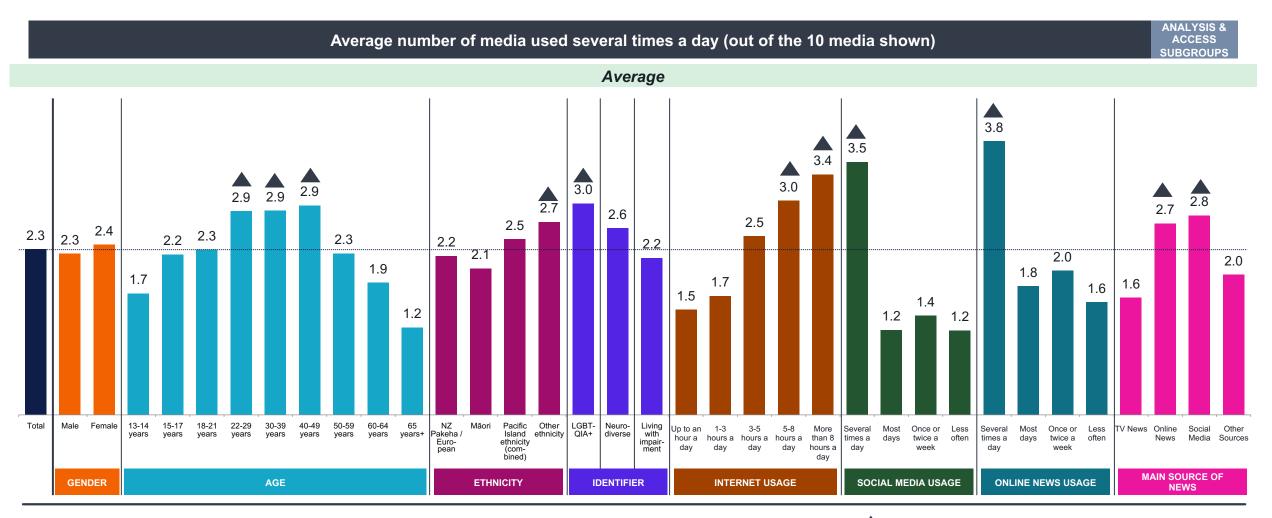
On average, how often or how long do you use the internet per day on weekdays and weekends? Include time on the internet at school, work and at home, and across all devices.

Frequency of media use: On average people are using 2.3 of the 10 media sources several times a day (further, 26% are using four or more media several times a day)



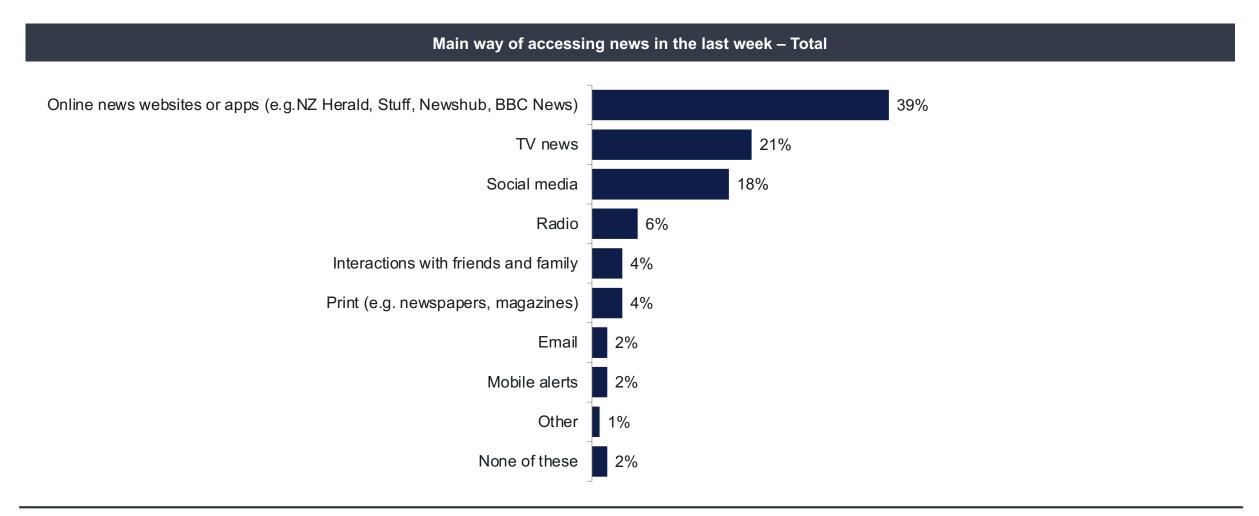


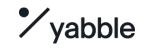
When we look specifically at the number of media used several times a day, Ages 22-49 are significantly more likely to be using more media daily, as are LGBTQIA+ and those in other ethnicity groups



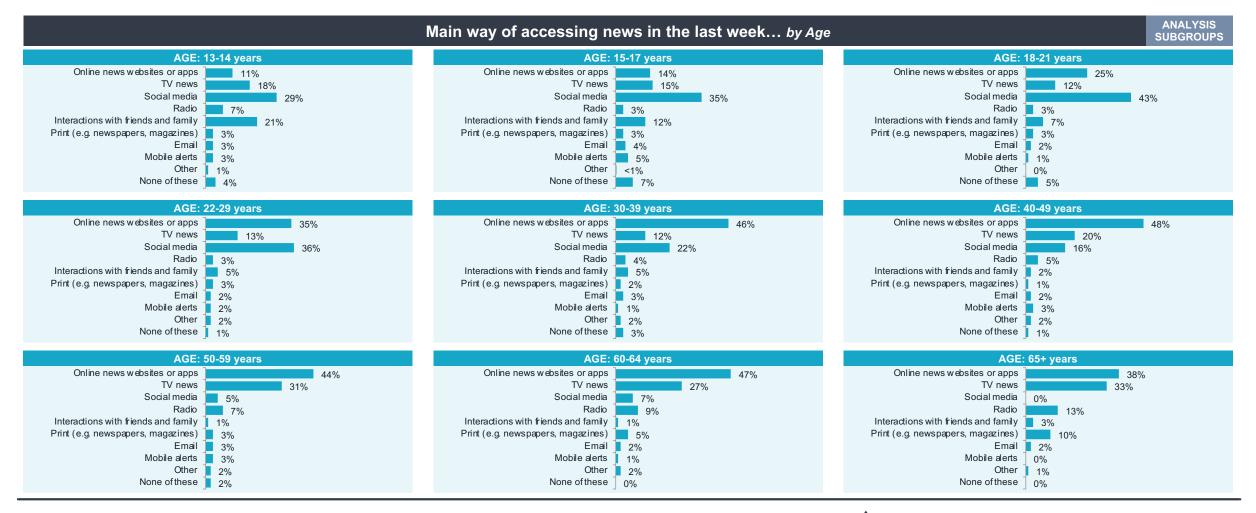


Online news sites are by far the most common source of news across the general population, almost double that of the next most common – TV news





The picture is very different when we look at it by age group. Younger NZers (13-17 years) are significantly more likely to rely on friends and family or social media, while older NZers (60+) place more reliance on TV, print, and radio alongside online news

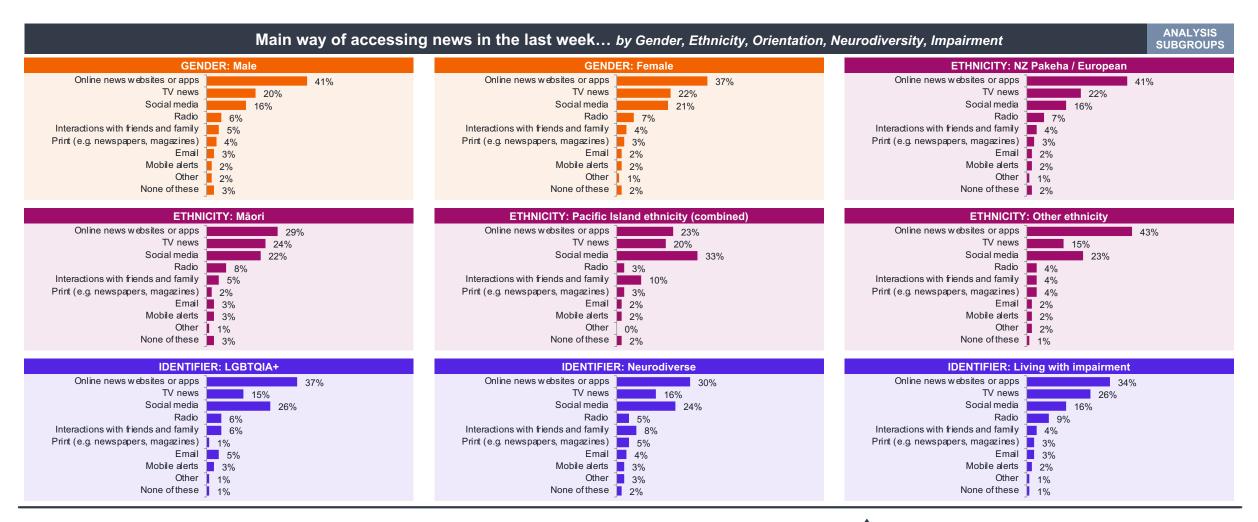


Significantly higher / lower than for

vabble

Base: Total (Weighted and Unweighted) N=2.089: Refer Appendix table for subgroup sample sizes

2 Q. If we consider "news" to be information about recent events or happenings; or information that was previously unknown. Which of these was the MAIN way in which weighted we Social media as a news source is more important to non-European ethnic groups, particularly those from Pacific Island ethnic groups, where it is the main source



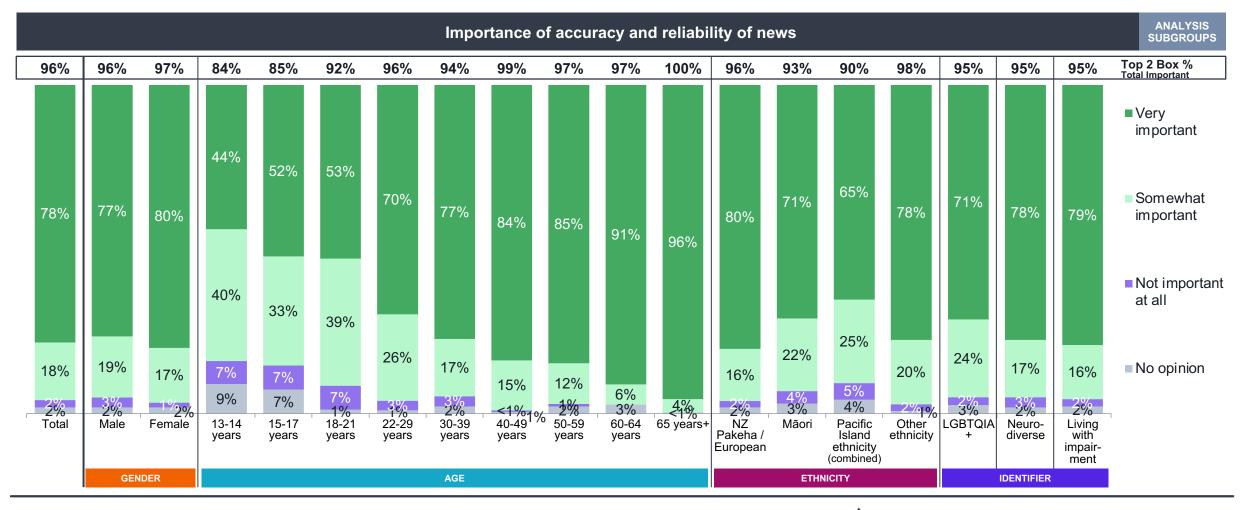
Significantly higher / lower than for I way in which with the weighted population sample

vabble

Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes

2 Q. If we consider "news" to be information about recent events or happenings; or information that was previously unknown. Which of these was the MAIN way in which weighted weighted

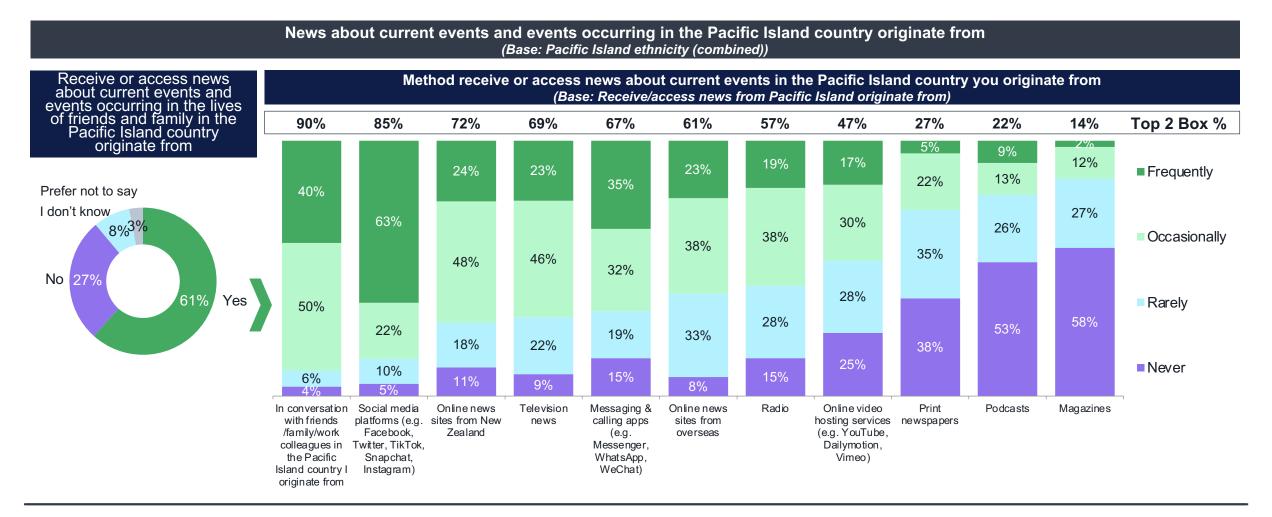
Certainly we expect our news to be accurate, but the bar for accuracy is lower for those aged under 30 years. In addition, those from Pacific Island ethnic groups and LGBTQIA+ are significantly less likely to rate accuracy as very important



Significantly higher / lower than for total weighted population sample



Looking specifically at those from Pacific Island ethnic groups, three in five access news from their country of origin/heritage. This is where social media plays a strong role, with 63% of those accessing news doing so via social media

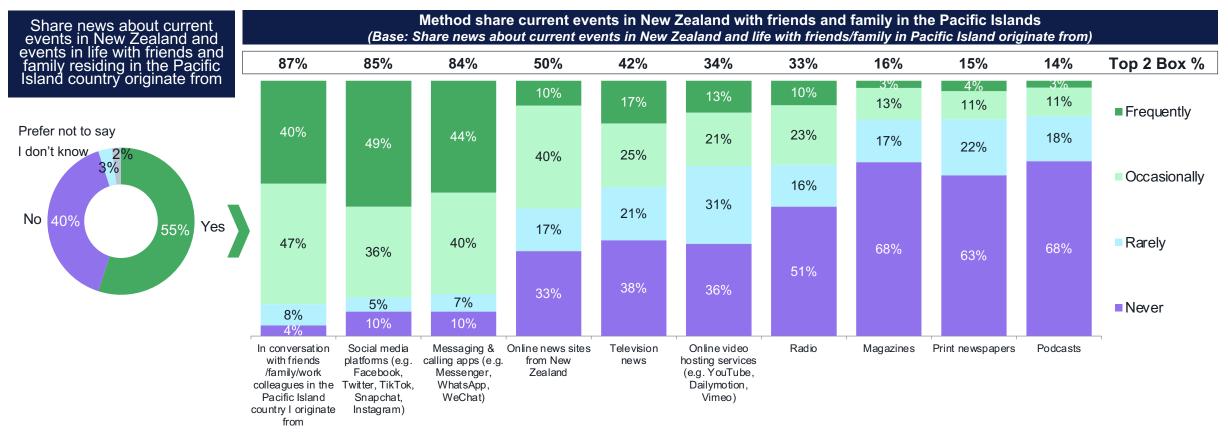


24 Base – Pacific Island ethnicity (combined): Total: Weighted N=132, Unweighted N=216; Receive/access news from Pacific Island originate from: Weighted N=81, Unweighted N=126 Q. Do you receive or access news about current events and events occurring in the lives of friends and family in the Pacific Island country you originate from? Q. How do you receive or access news about current events in the Pacific Island country you originate from?



In addition, more than half are sharing NZ news with friends and family back in their country of origin/heritage. Again, social media is key for this, but it is supported by online messaging and conversation





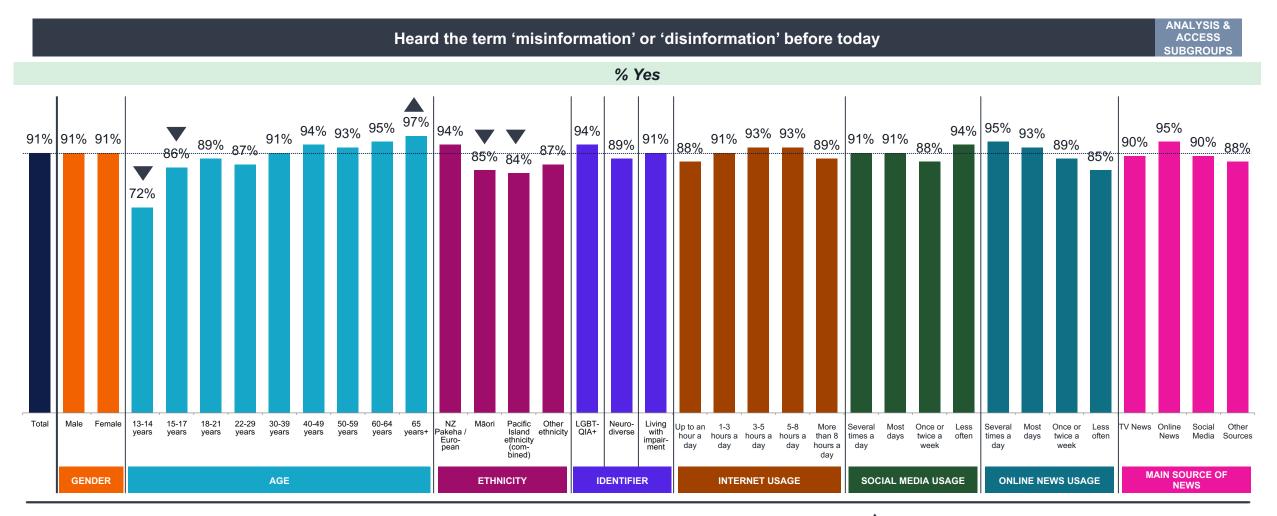
Base – Pacific Island ethnicity (combined): Total: Weighted N=132, Unweighted N=216; Share news about current events in New Zealand and life with friends/family in Pacific Island originate from: Weighted N=72, Unweighted N=115



Q. Do you share news about current events in New Zealand and events in your life with friends and family residing in the Pacific Island country you originate from? Q. How do you share current events in New Zealand with your friends and family in the Pacific Islands?

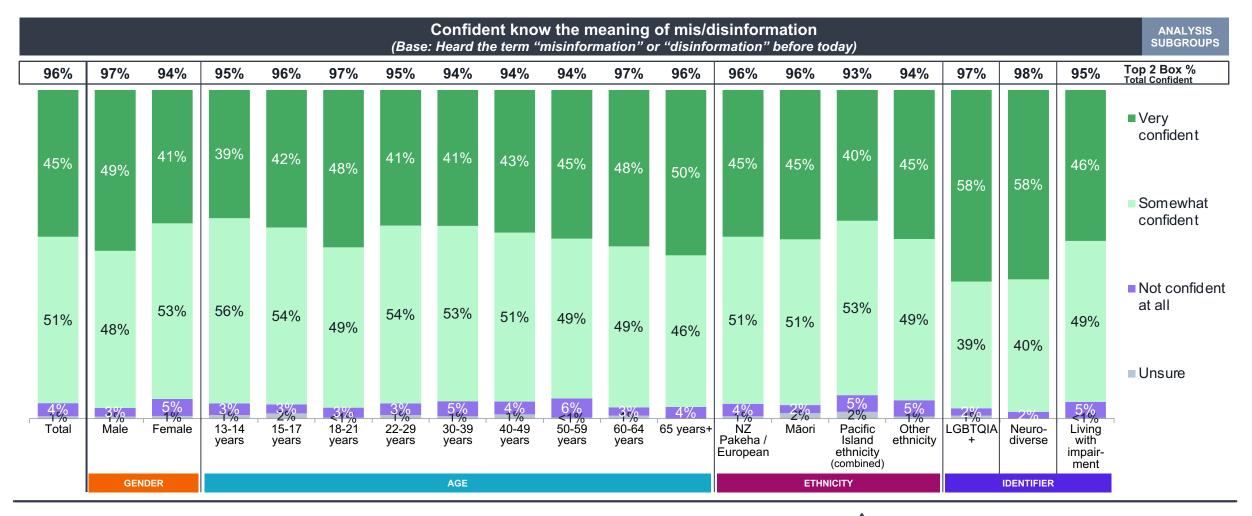
25

At an overall level, nine in ten have heard of mis/ disinformation before. Our youngest NZers (13-17 years) and Māori and Pacific ethnic groups are significantly less likely do have heard of dis / mis information prior to being surveyed





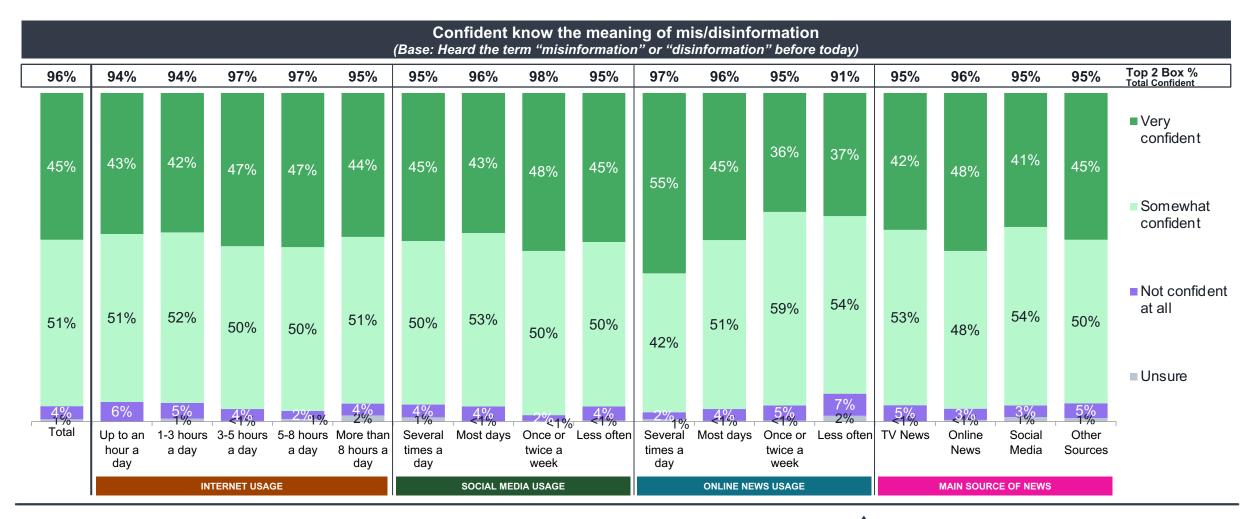
Among those who have heard of mis/disinformation, only 45% feel very confident they know the meaning of the term. Just 5% say they are not at all confident or unsure about the meaning of the term



Significantly higher / lower than for total weighted population sample

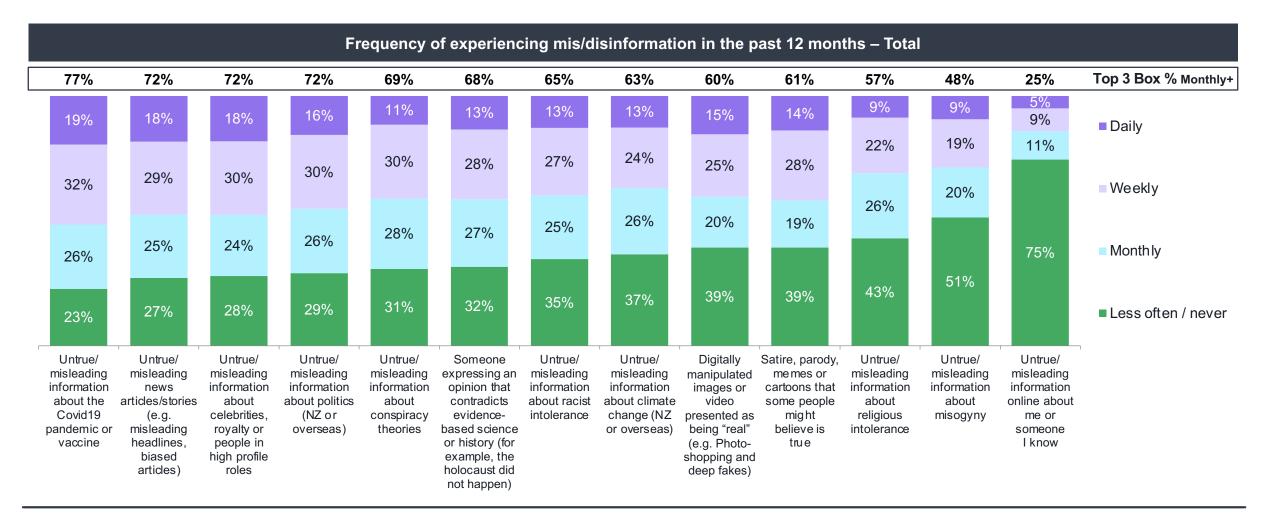


The picture is very similar when we look at it by usage, though those with higher online news usage are more confident in their knowledge of what mis/disinformation means





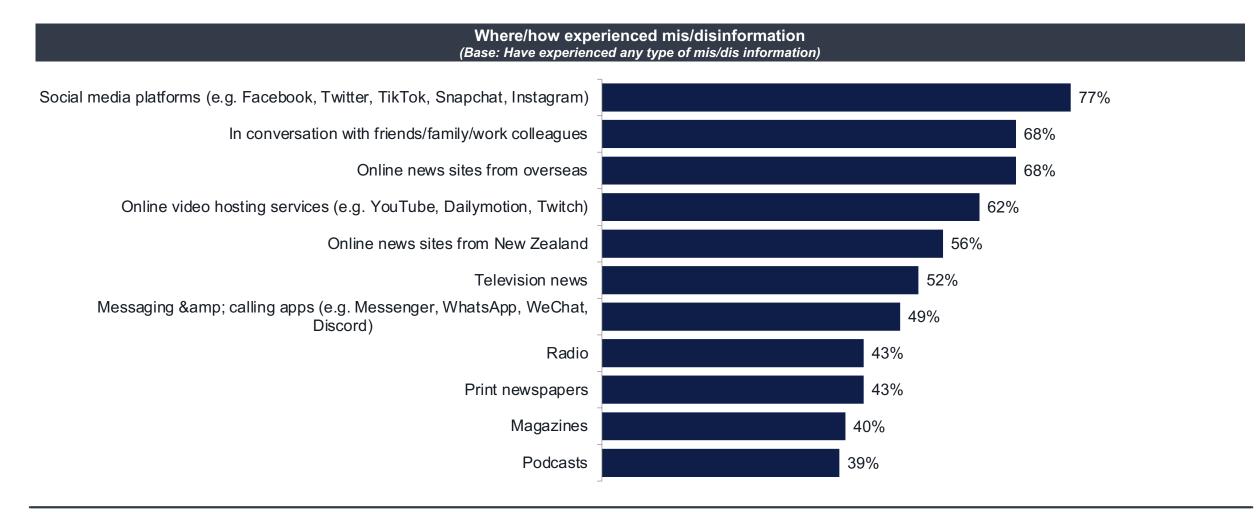
The experience of mis/disinformation is widespread – with around three quarters experiencing each of COVID misinformation, or misleading news stories, celebrity stories, and information about politics



Significantly higher / lower than for
 total weighted population sample

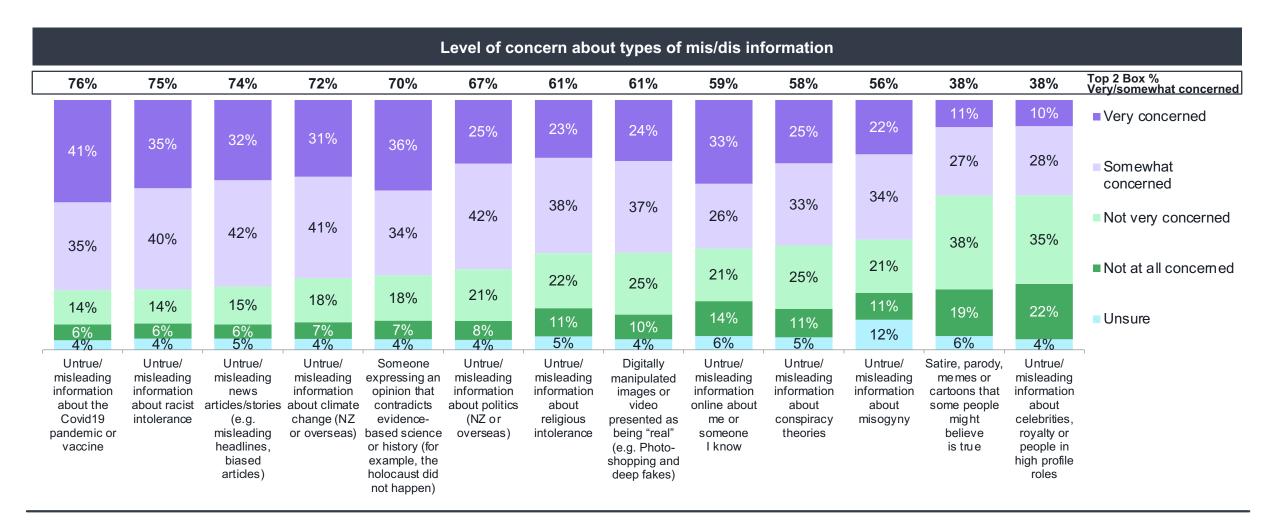


Social media platforms tend to be the most likely channel for misinformation, but two thirds are also finding it through conversations with others, and overseas news sites



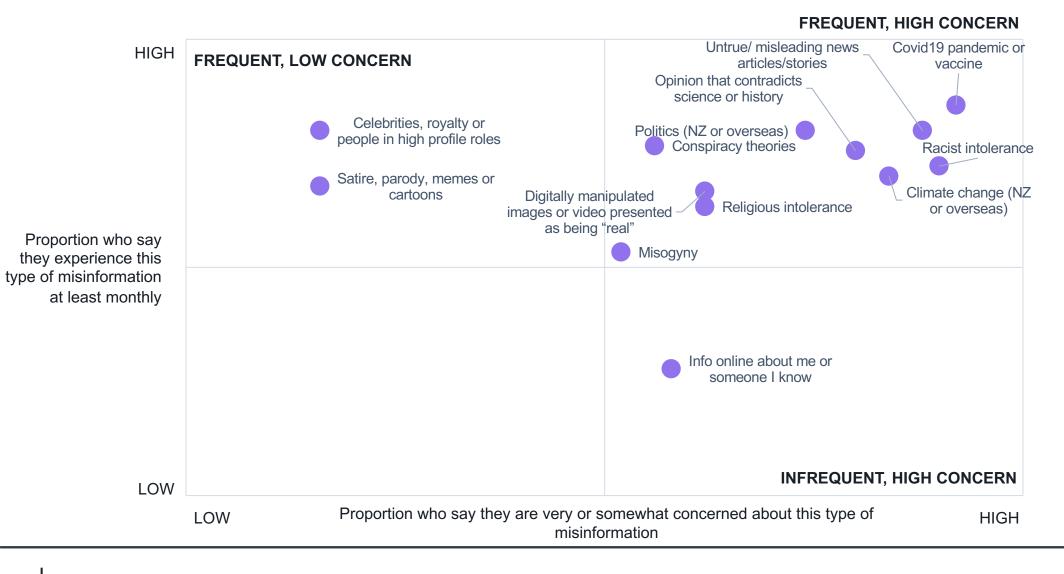


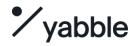
At least seven in ten NZers are concerned about misinformation about Covid19, racist intolerance, fake news, climate change, and opinions that contradict evidence



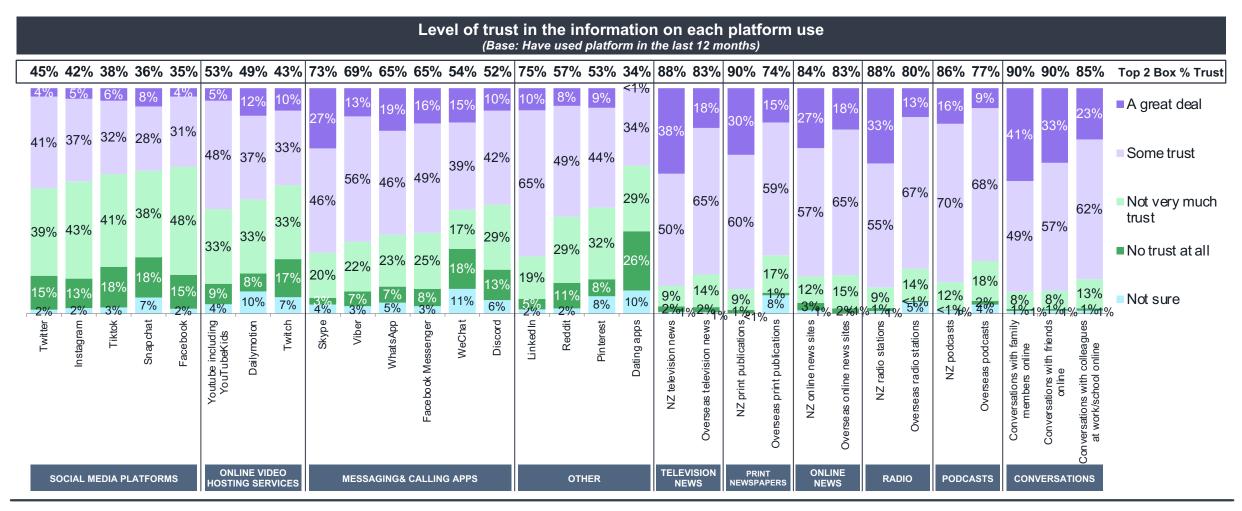


When we put together frequency and concern levels around types of misinformation, it's clear that there is a lot we need to be working around misinformation in NZ

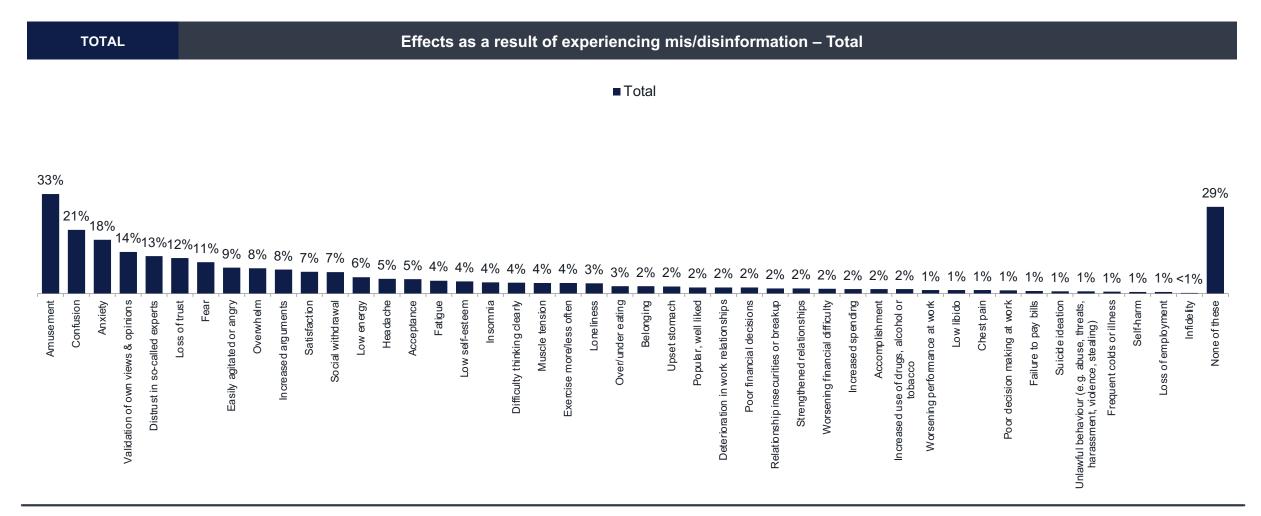




Traditional offline media (particularly those from NZ) and conversations with friends and family tend to be the most trusted sources of information, each achieving over three quarters with at least some trust. By contrast, social media platforms are far less trusted – with fewer than half of all Nzers saying they have at least some trust in each one

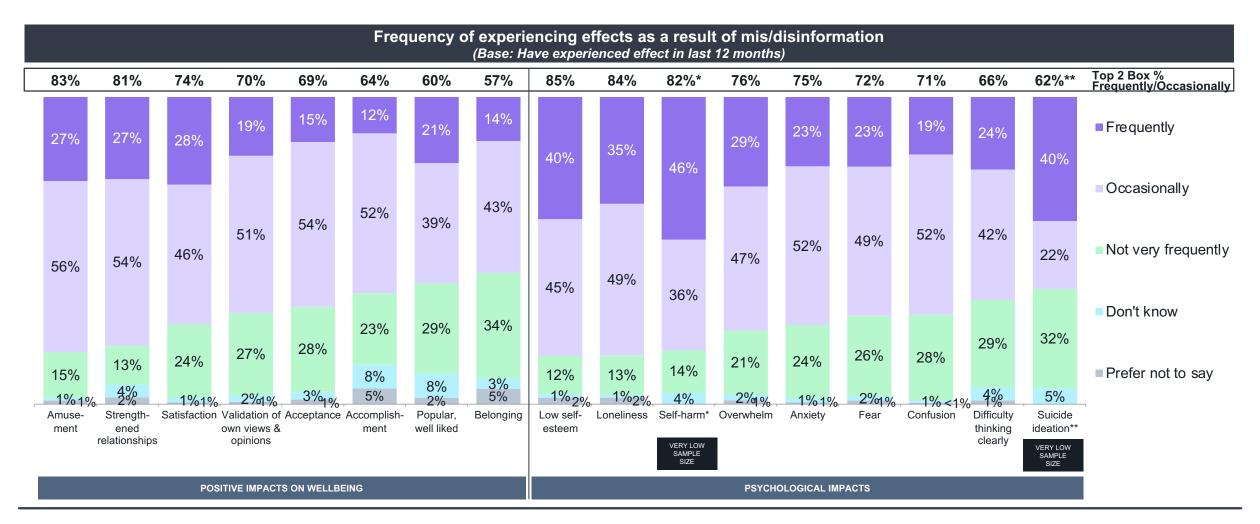


Seven in ten NZers have experienced impacts of misinformation. The most common effects are a mix of positive (amusement, validation) and negative (confusion, anxiety, distrust). Interestingly, the most often experienced tends to be amusement



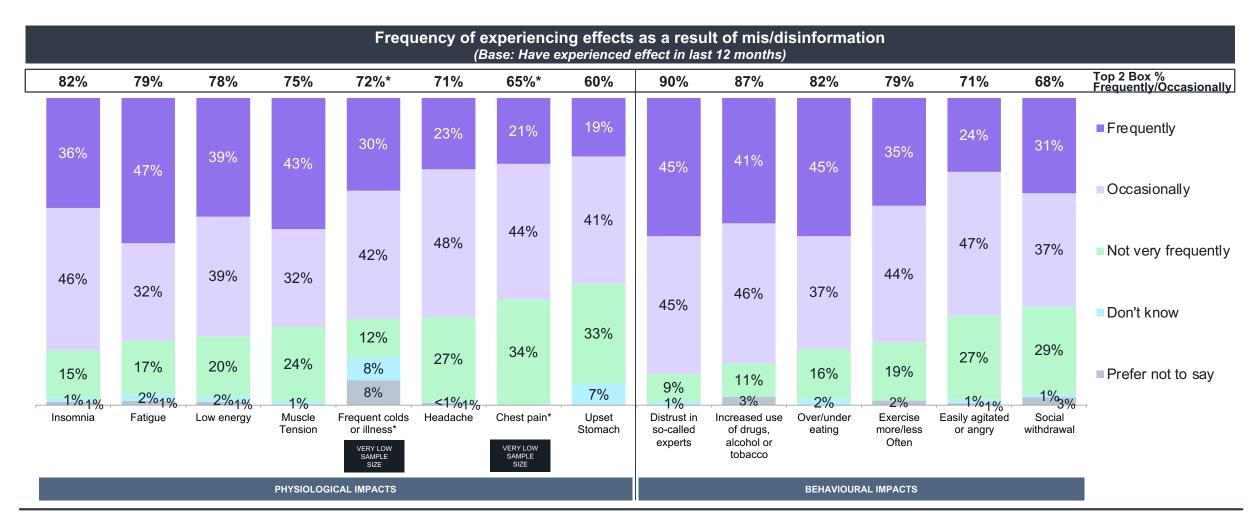


Looking at how frequently each of those effects is experienced: amusement, strengthened relationships, low self esteem, and loneliness are the most frequent among those who have experienced them



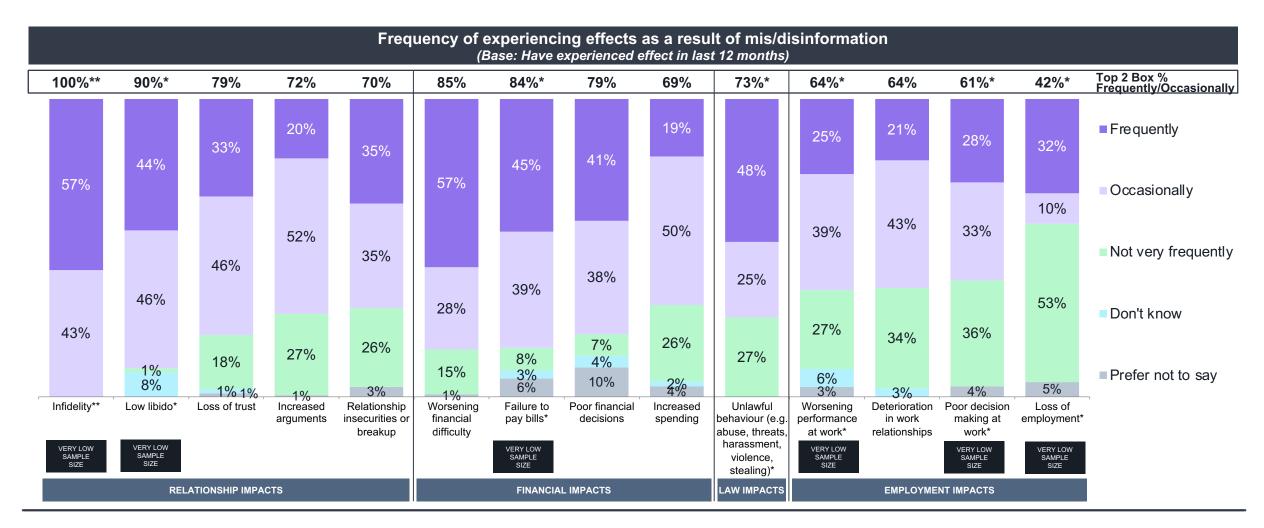


Fatigue and muscle tension are the most frequent of the physiological impacts, while distrust in expertise and eating issues are the most frequent of behavioural impacts





Many of the remaining effects have a low sample size of the proportion who have experienced them. This makes the frequency of experience data indicative only

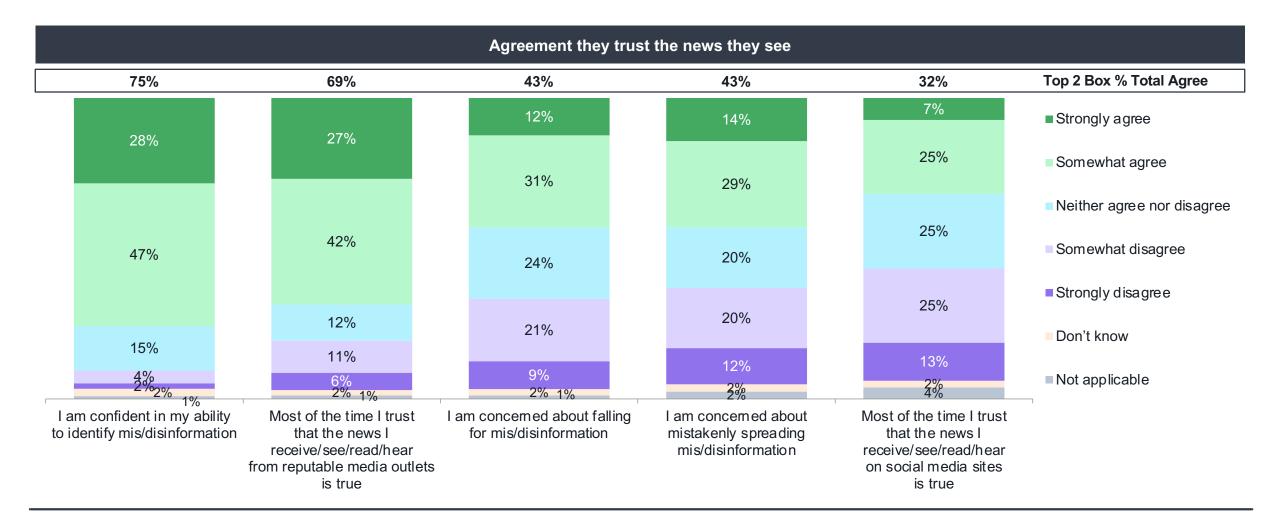


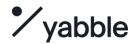
37 Base: Have experienced effect in last 12 months (Refer Appendix table for effect sample sizes)

Q. For each how often have you experienced each of those effects as a direct result of mis/disinformation you have experienced?

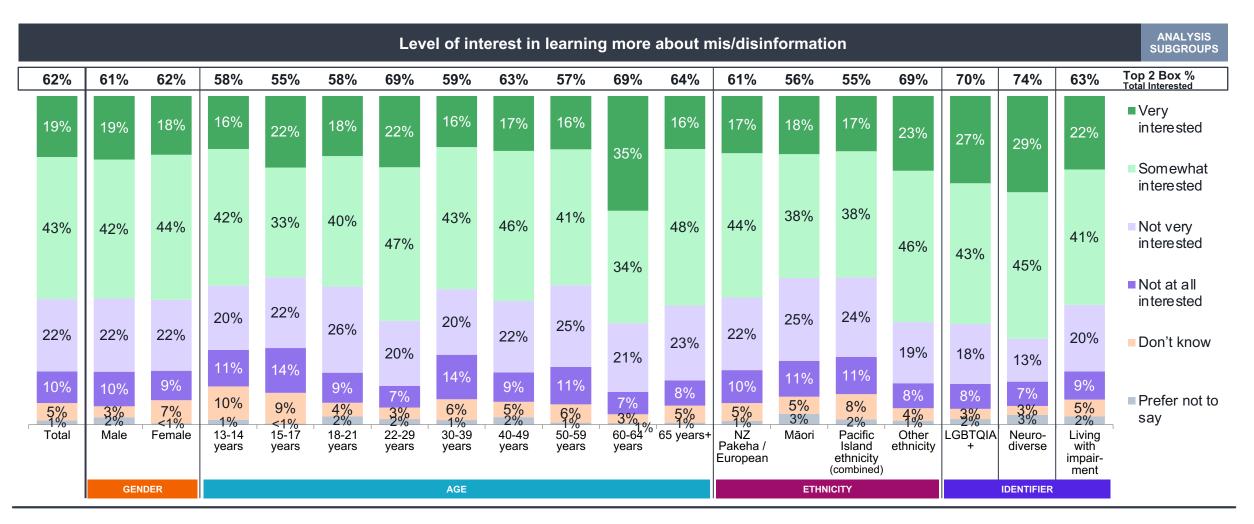


Fewer than three in ten NZers feel strongly confident in their ability to identify misinformation, but even fewer are strongly concerned about falling for misinformation. These two findings together suggest that there's some complacency around misinformation



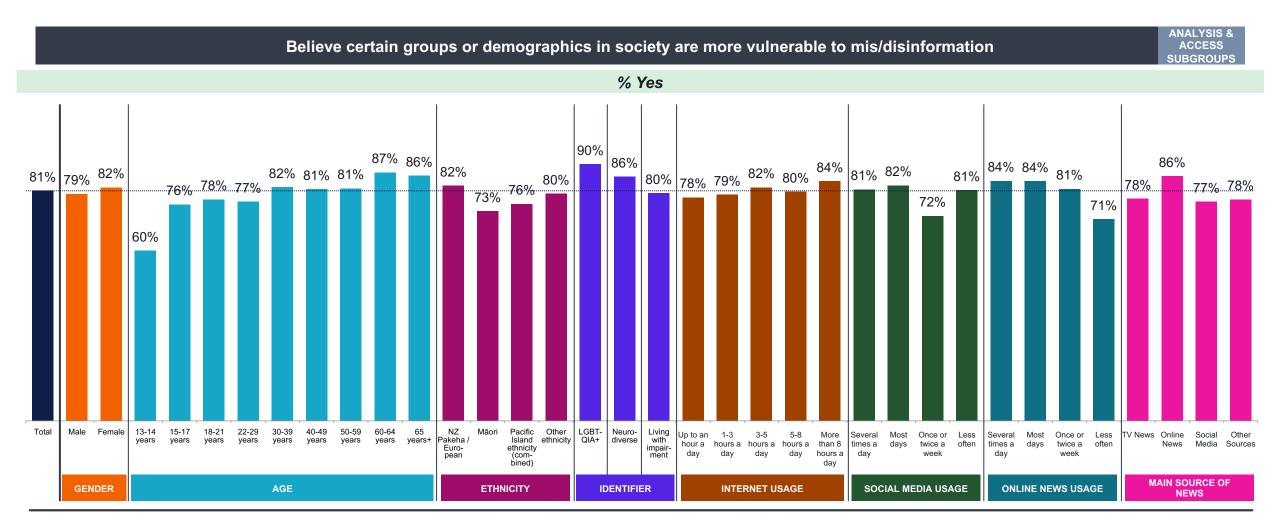


Yet, just one in five would be **very interested** in learning more about misinformation, rising to three in five when we include somewhat interested

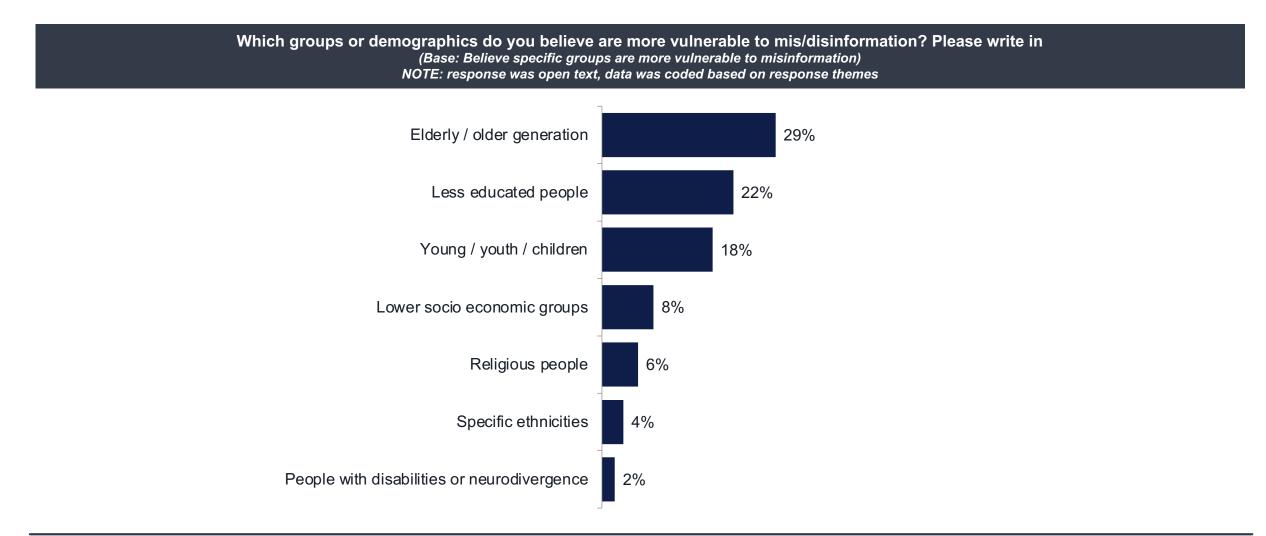


vabble

Four in five NZers believe that certain groups are more vulnerable to misinformation, this is significantly higher for those aged 65+, LGBTQIA+, and neurodiverse NZers



When asked who they believe is more vulnerable, elderly and less educated people top the list

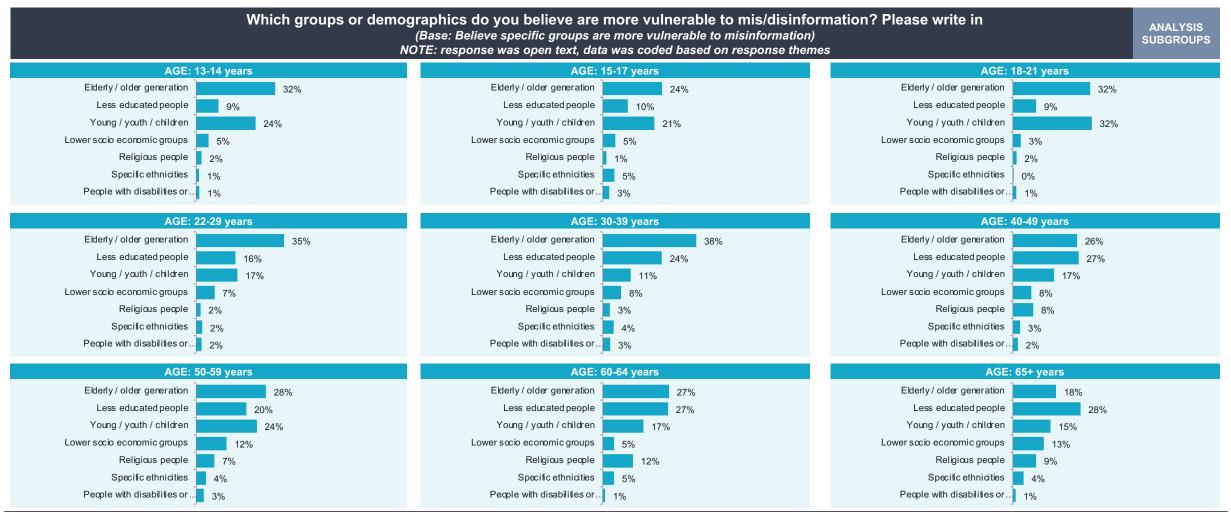


Base: Believe specific groups are more vulnerable to misinformation; Refer Appendix table for subgroup sample sizes Q. Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in

41



Interestingly, younger people are more likely to say that young people are more vulnerable to misinformation. Lack of education is more of a concern for those aged 30 or older

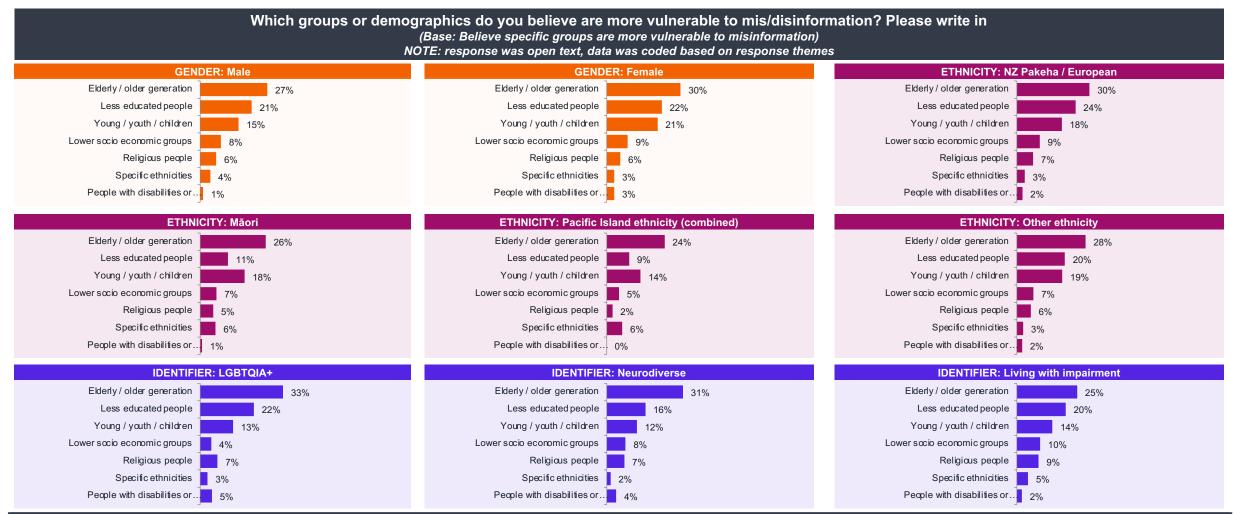




Base: Believe specific groups are more vulnerable to misinformation; Refer Appendix table for subgroup sample sizes Q. Which groups or demographics do you believe are more vulnerable to mis/disinformation? Please write in

42

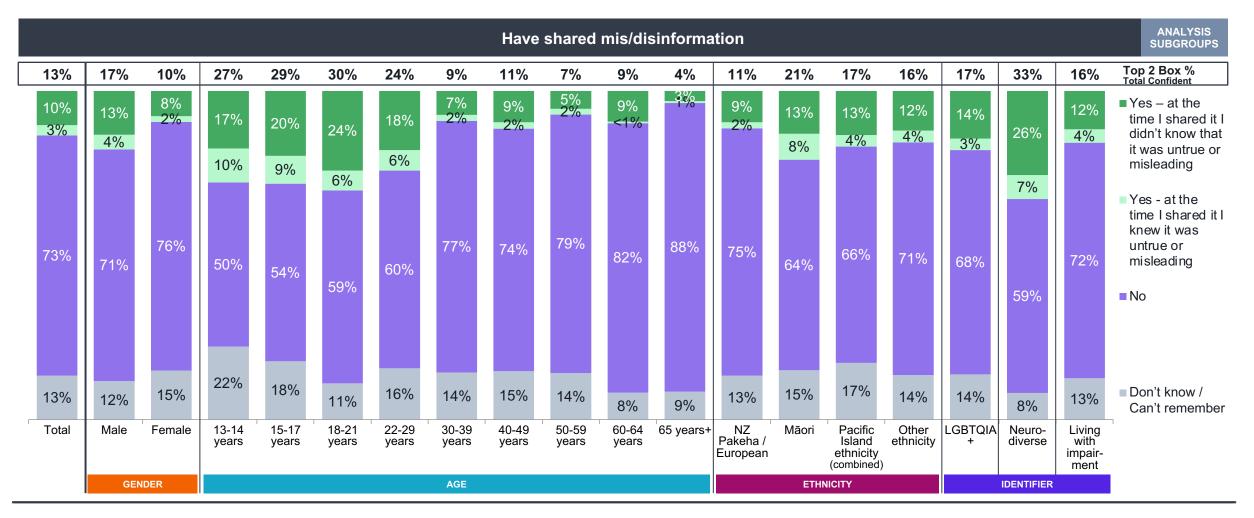
Māori and Pacific Island ethnic groups are less likely to believe that less educated people are vulnerable, and slightly more likely to believe that specific ethic groups are vulnerable to misinformation



/yabble

43

One in eight people (13%) have shared misinformation, though only 3% knew it was misleading or untrue at the time they shared it. Both of these figures rise significantly for those aged 13-29 years and for neurodiverse



44 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes

Q. In the past 12 months, have you shared information online that you subsequently found was untrue or misleading? If there have been multiple instances, think of the one that was the most memorable.

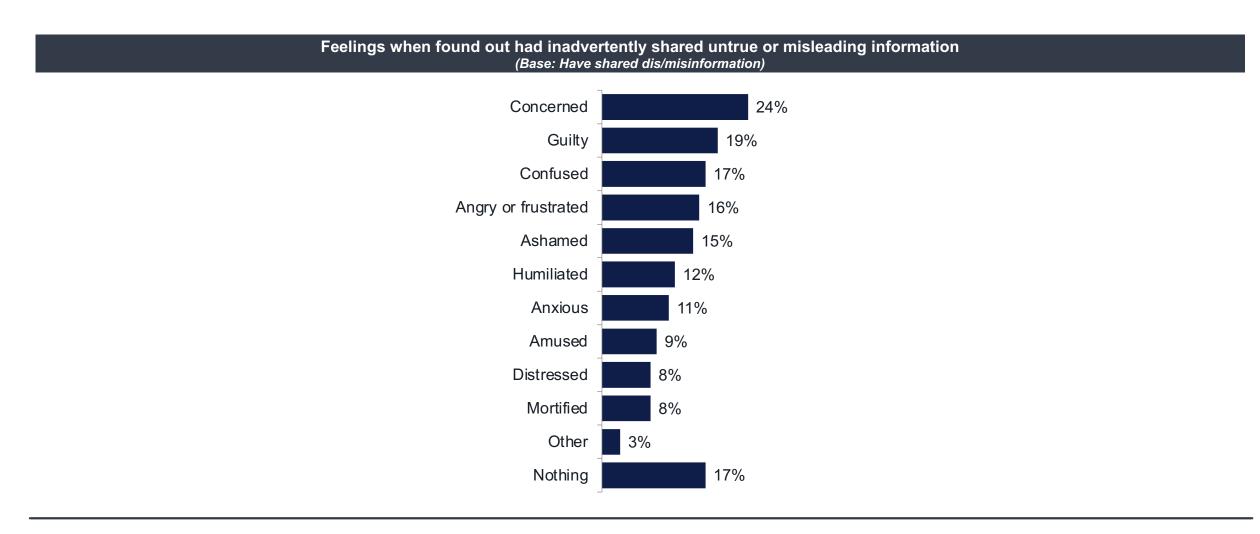


Sharing misinformation is often about genuinely being useful, improving knowledge, or amusing others



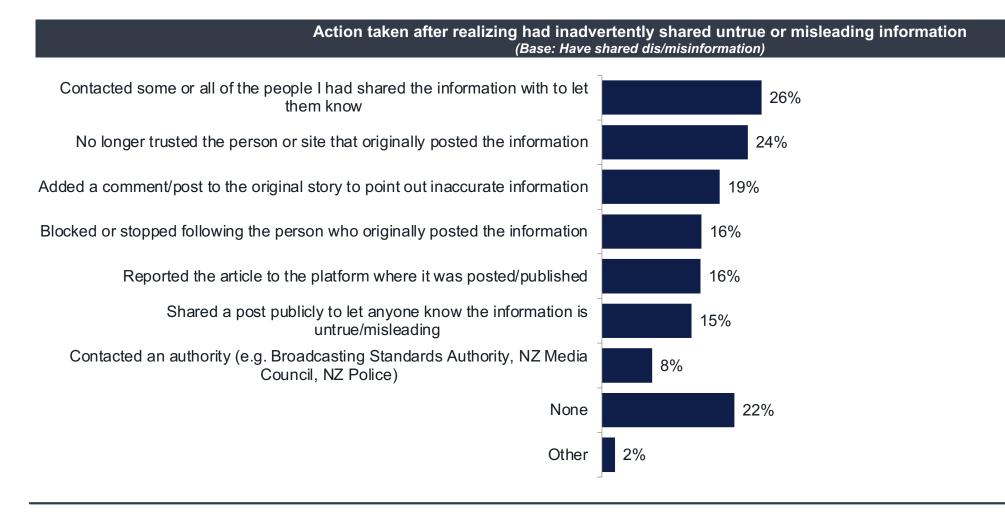


And once they find out it is untrue or misleading, the feelings tend to be concern, guilt, confusion, or anger, with only 9% saying they felt amused





Just over one in five didn't do anything once they realised the information was untrue or misleading. A quarter did contact people to let them know, and 19% added a comment to correct the information

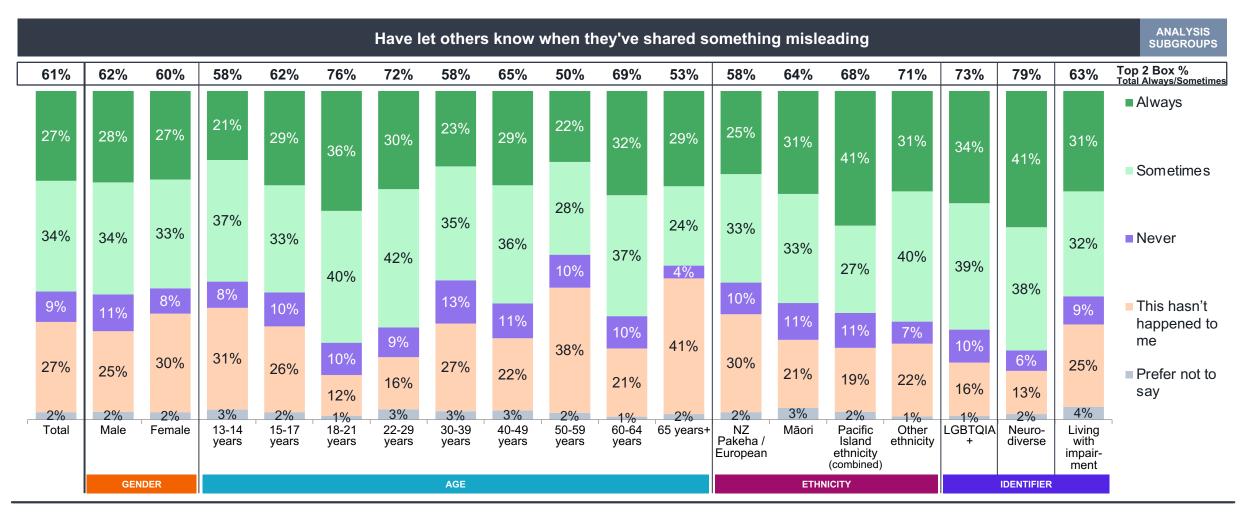


yabble

7 Base: Have shared dis/mis information: Weighted N=218, Unweighted N=333

Q. What action did you take once you realized you had inadvertently shared untrue or misleading information? If there have been multiple instances, consider the one that was the most memorable.

Over a quarter of NZers say they will **always** let someone know when they've shared something misleading. This is significantly higher for Pacific Island ethnicities, neurodiverse, and those aged 18-21 years

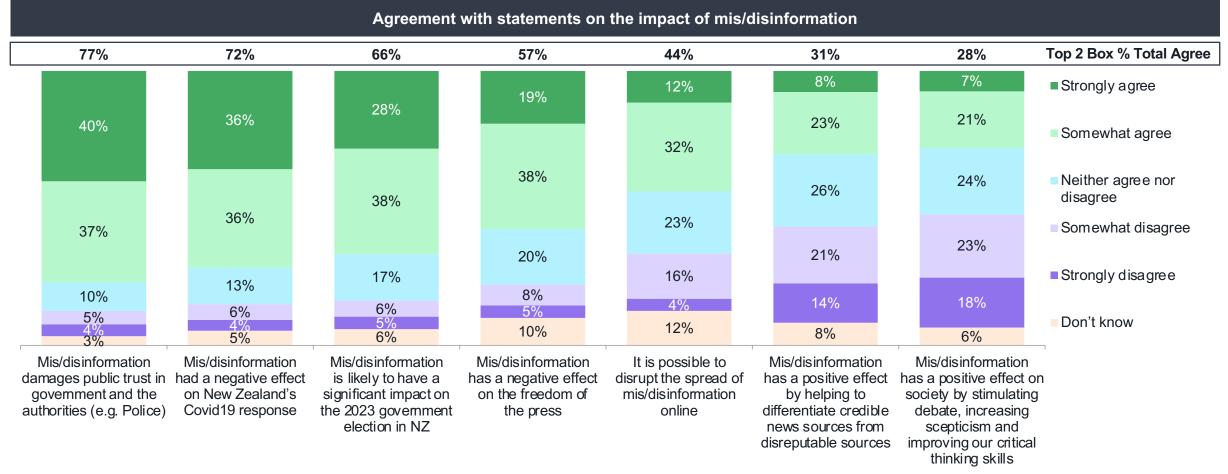


48 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes

Q. When a friend or family member has shared something with you online that you knew was mis/disinformation, did you let them know it was untrue or misleading? If there have been multiple instances, consider the one that was the most memorable.

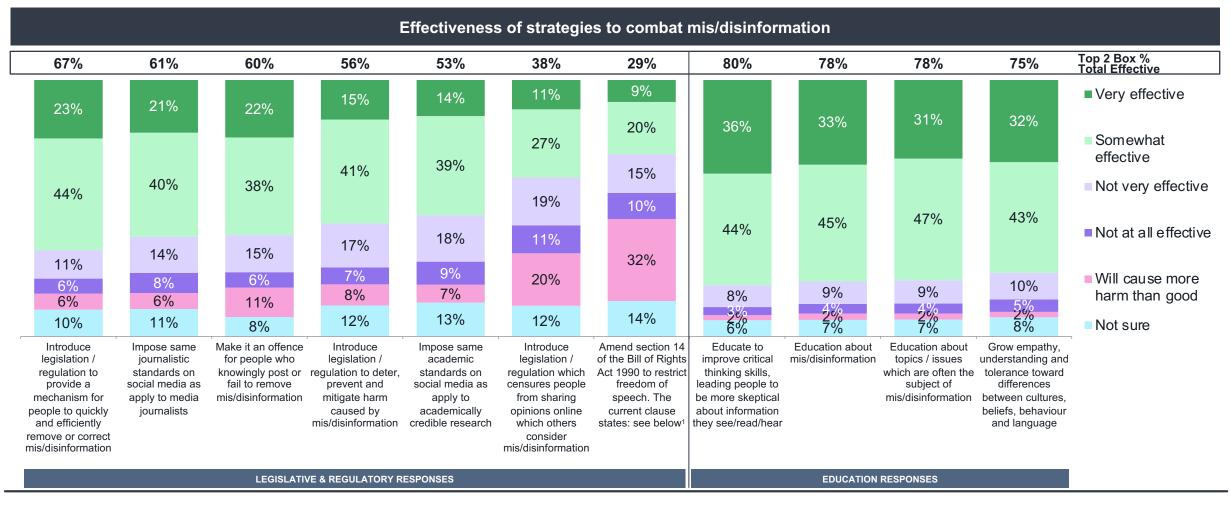


When asked about the impacts of misinformation, over seven in ten agree that it has damaged public trust in government, and that it has had a negative effect on Covid 19 response. In addition, two-thirds agree that misinformation will likely have a significant impact on the 2023 election



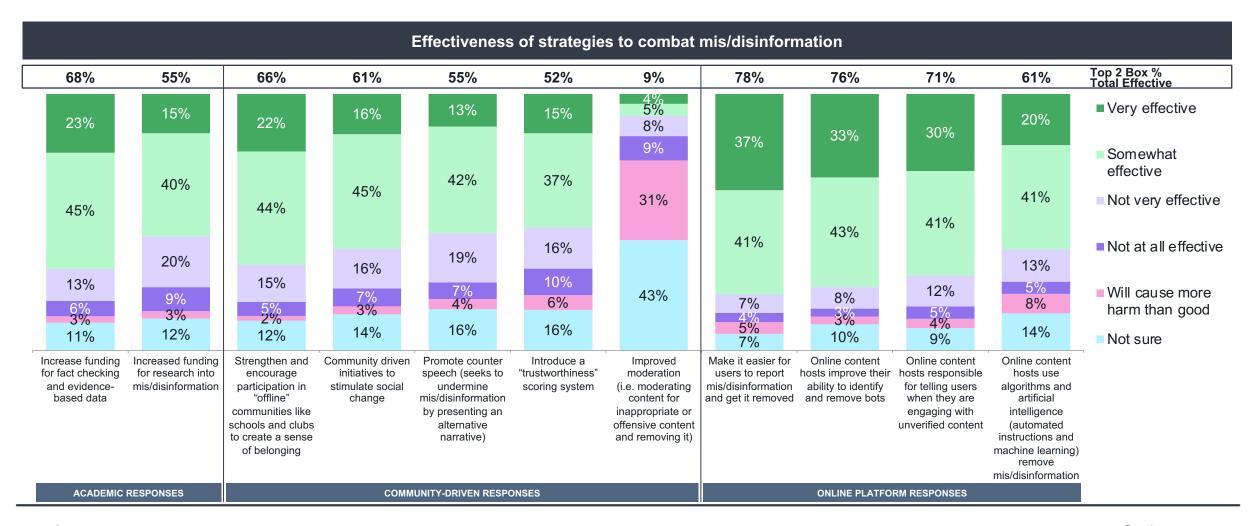


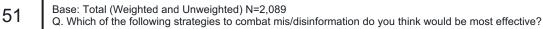
Looking at strategies that could be employed to combat misinformation, education responses are thought to be more effective than legislative responses. In particular, four in five NZers believe increasing critical thinking skills could be effective against misinformation



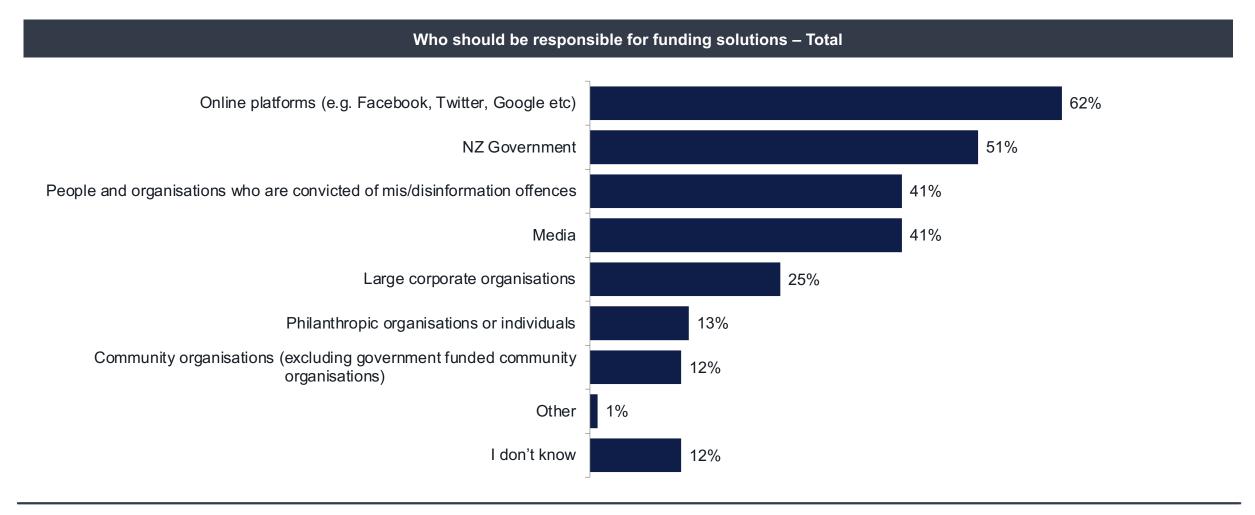


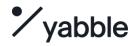
Online platform responses are also viewed as more likely to be effective – particularly making it easier for people to report misinformation and have it removed





When it comes to funding solutions, three in five NZers believe that online platforms should take responsibility, with NZ government not far behind. It certainly looks to be a combined response, possibly also with media and perpetrators in the mix

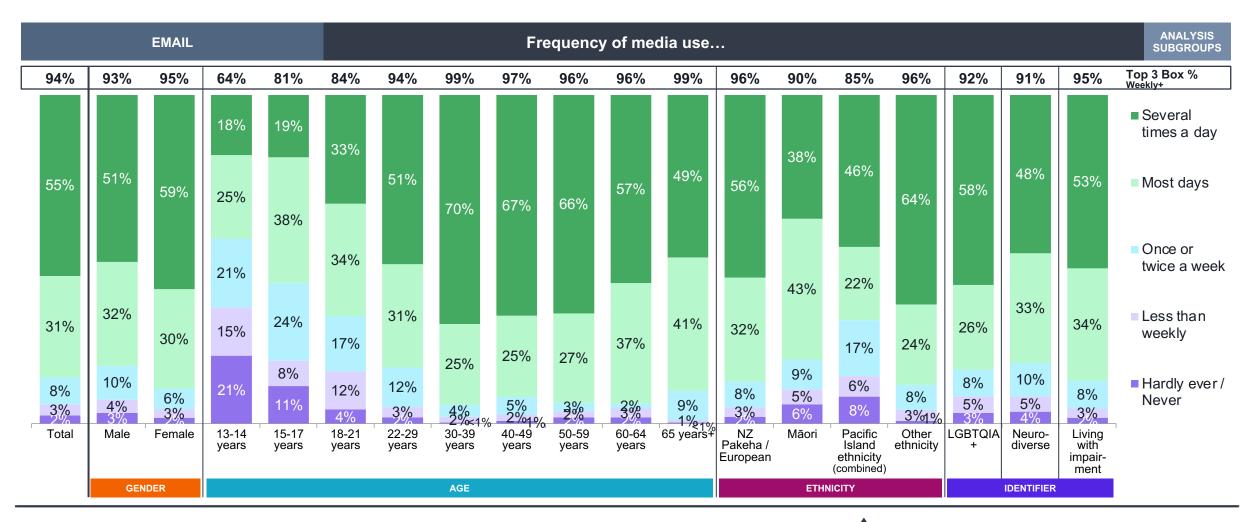




Usage: Sub-group analysis

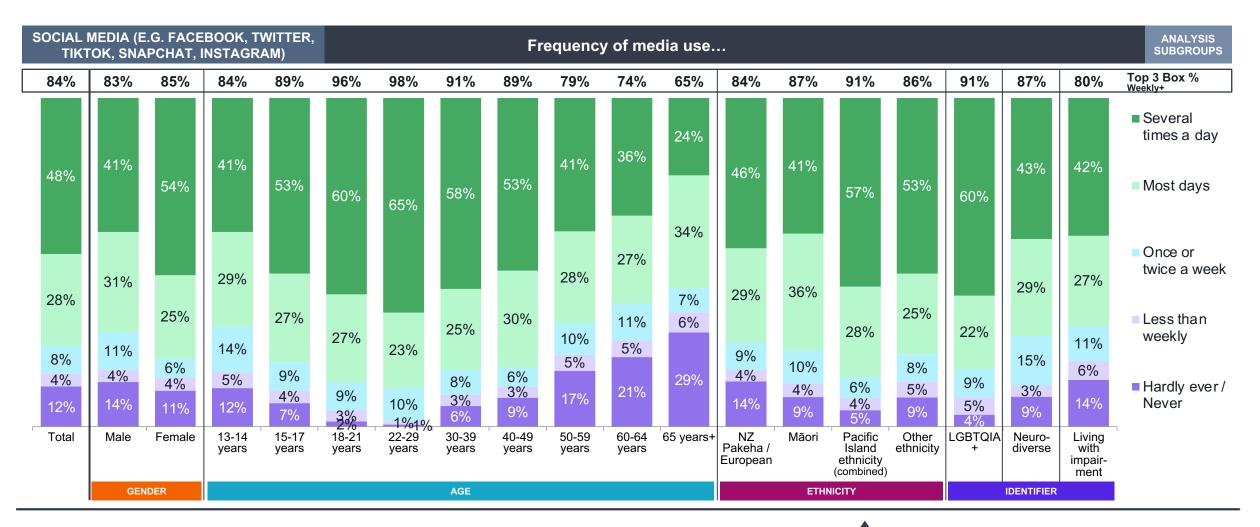


Email peaks in the core working ages 30-64, and is less frequently used by young people and Māori and pacific ethnic groups



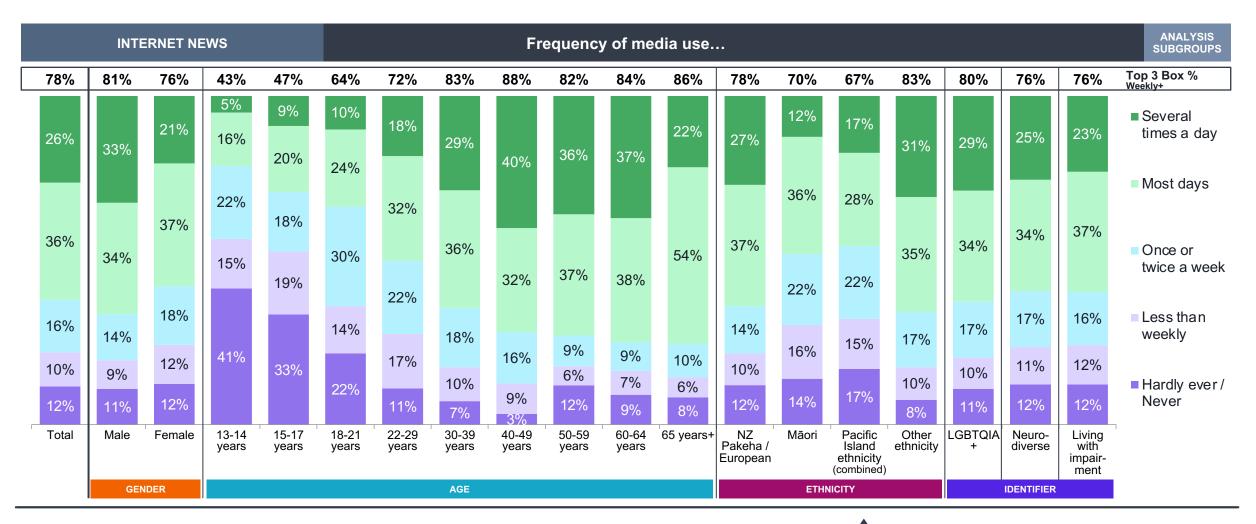


Interestingly 13-17 year olds use social media a little less than those aged 18-29 years, though seven in ten 13-14 year olds are still using social media most days





Three in ten of those aged 21 years or younger say they hardly ever or never use internet News sites, as we will see – social media tends to be the major news source for this age group





Mis/Dis-information: Frequency of experience by subgroup

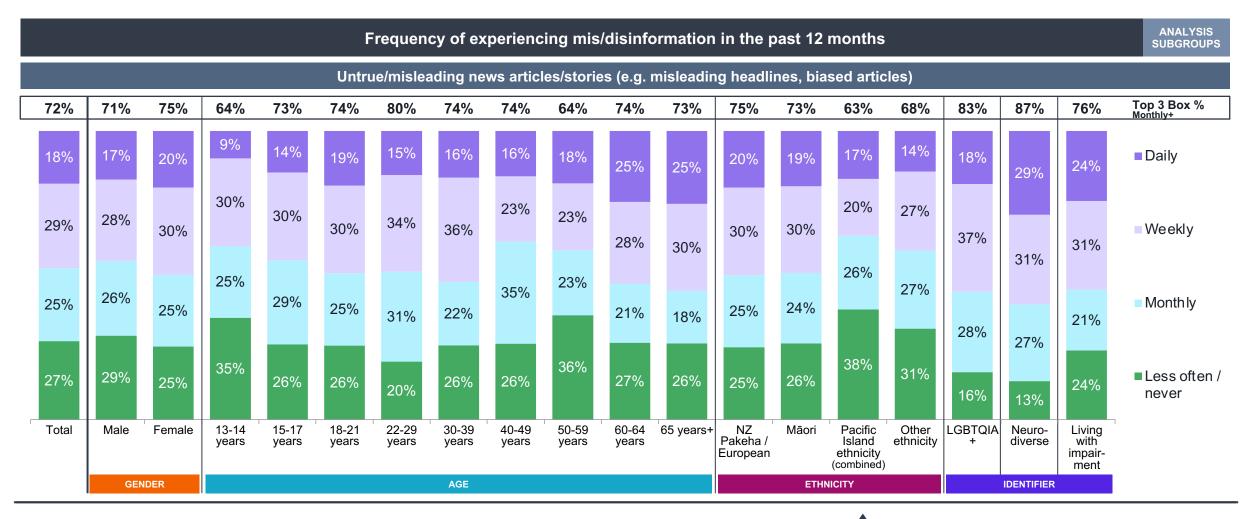


Those aged 60+ are more likely to have experienced daily mis/disinformation about Covid19 or the vaccine

Frequency of experiencing mis/disinformation in the past 12 months															ANALYSIS SUBGROUPS				
Untrue/misleading information about the Covid19 pandemic or vaccine																			
77%	76%	78%	71%	72%	83%	78%	78%	78%	73%	74%	80%	80%	77%	72%	72%	83%	88%	82%	Top 3 Box % Monthly+
19%	18%	21%	17%	20%	17%	19%	16%	20%	16%	▲ 31%	23%	20%	22%	20%	16%	21%	25%	26%	Daily
32%	31%	33%	30%	28%	32%	32%	37%	29%	31%	26%	35%	34%	34%	27%	29%	37%	40%	33%	Weekly
26%	27%	24%	24%	24%	34%	27%	25%	29%	26%	17%	22%	26%	21%	25%	27%	25%	2201	23%	Monthly
23%	24%	22%	30%	29%	17%	22%	22%	23%	27%	25%	19%	20%	24%	28%	29%	17%	23% 12%	18%	Less often / never
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	
	GEN	IDER	AGE								ETHNICITY IDENTIFIER								

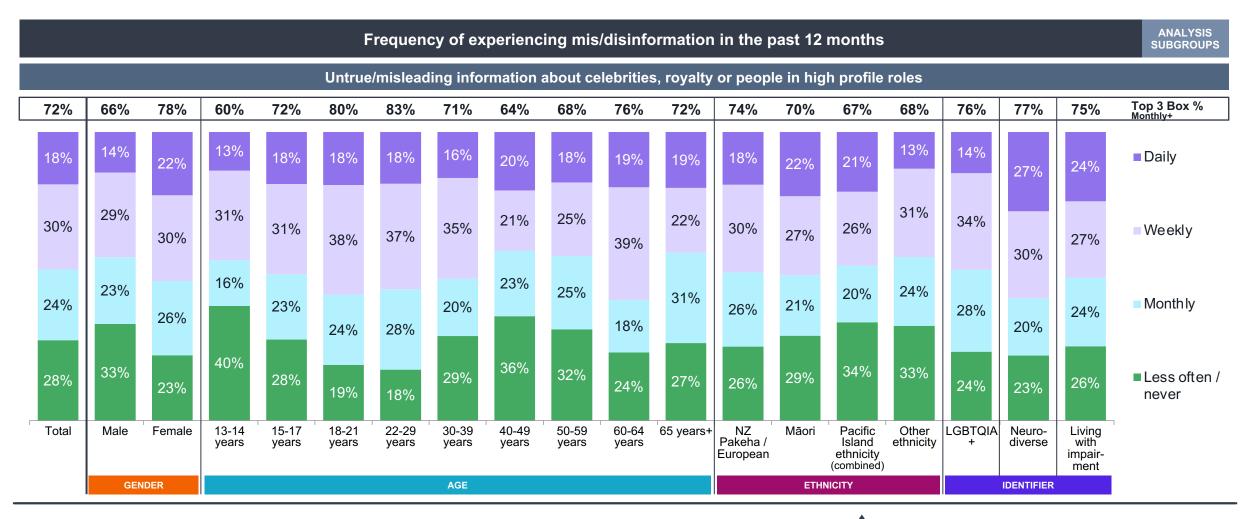


Pacific Island ethnic groups are the least likely to have experienced misleading news stories in an average month, yet this is the group who more strongly relies on social media for news over traditional news channels



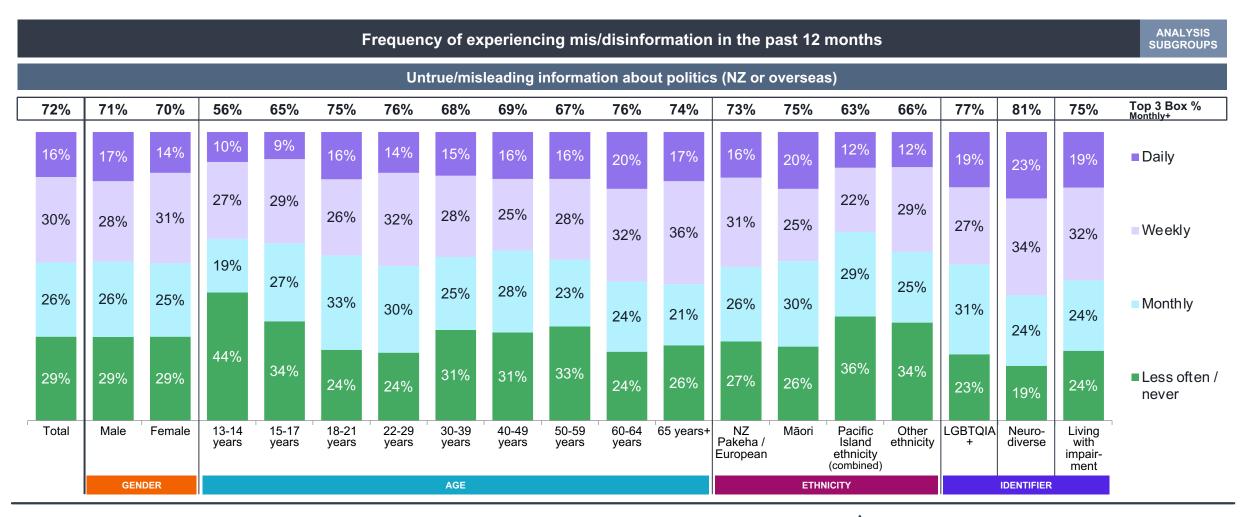


Female NZers are more likely than males to have experienced misleading information about celebrities, with one in five experiencing this daily



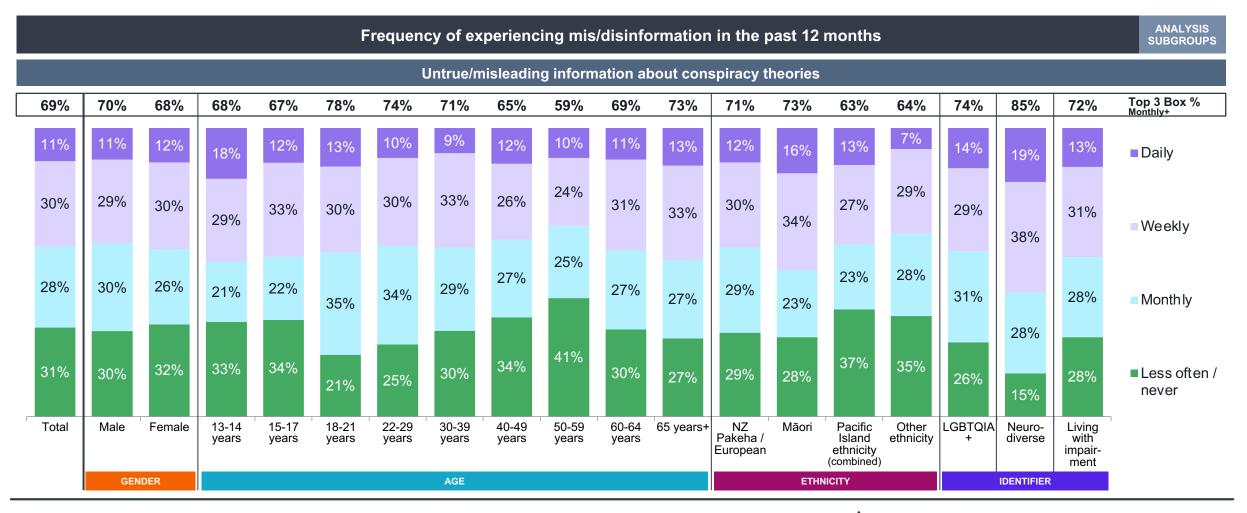


Younger NZers (aged 13-17 years) are significantly less likely to experience misleading information about politics, as are pacific island and other ethnic groups



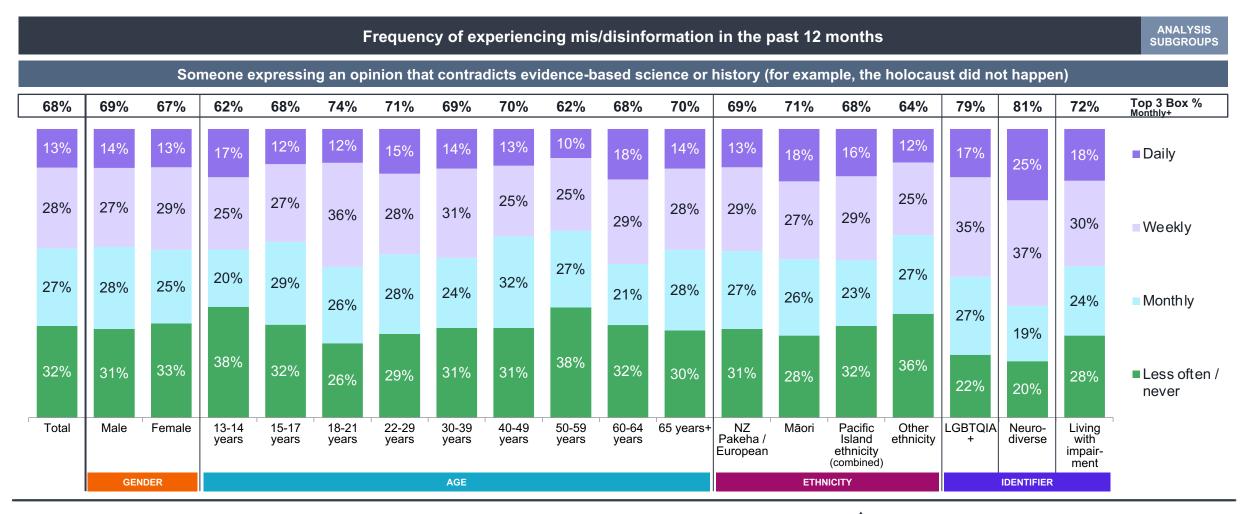


18-29 year olds have a higher frequency of experiencing information about conspiracy theories. In addition, over four in five neurodiverse people say they experience misleading conspiracy theories at least monthly



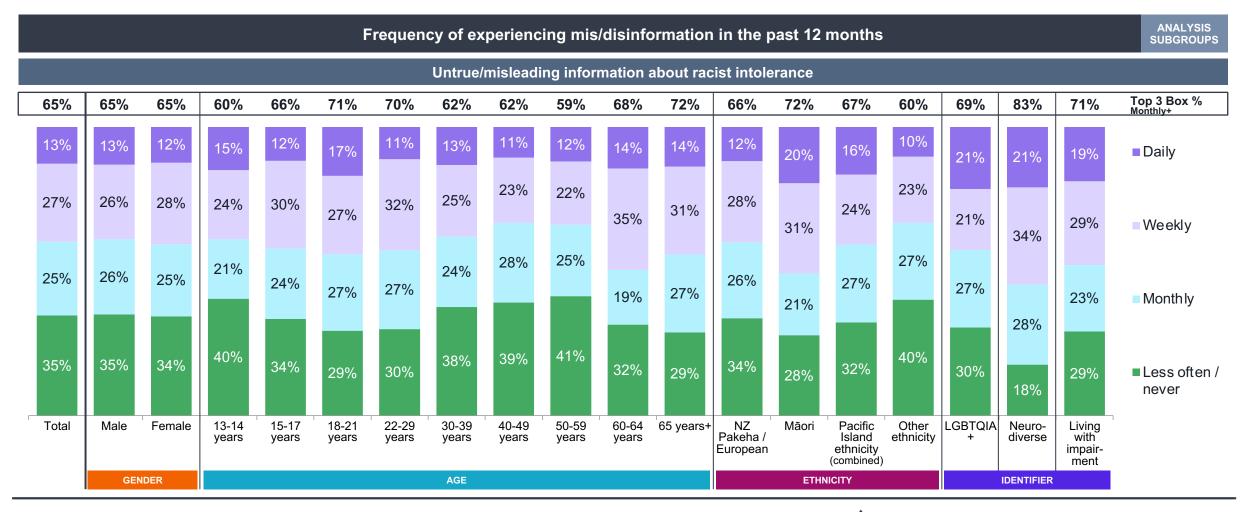


LGBTQIA+ and neurodiverse people are significantly more likely to experience others expressing opinions that contradict science or history. Around four in five are experiencing this at least monthly if not more often



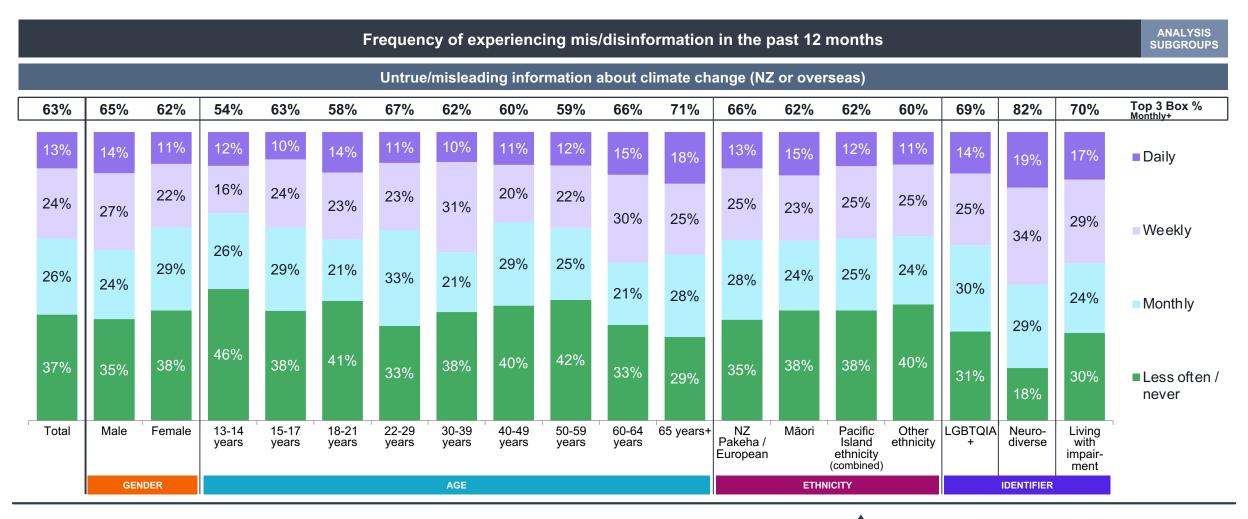


Māori are significantly more to experience misleading information about racist intolerance daily, and 72% experience it at least monthly. LGBTQIA+ and neurodiverse are also significantly more likely to experience this type of misinformation



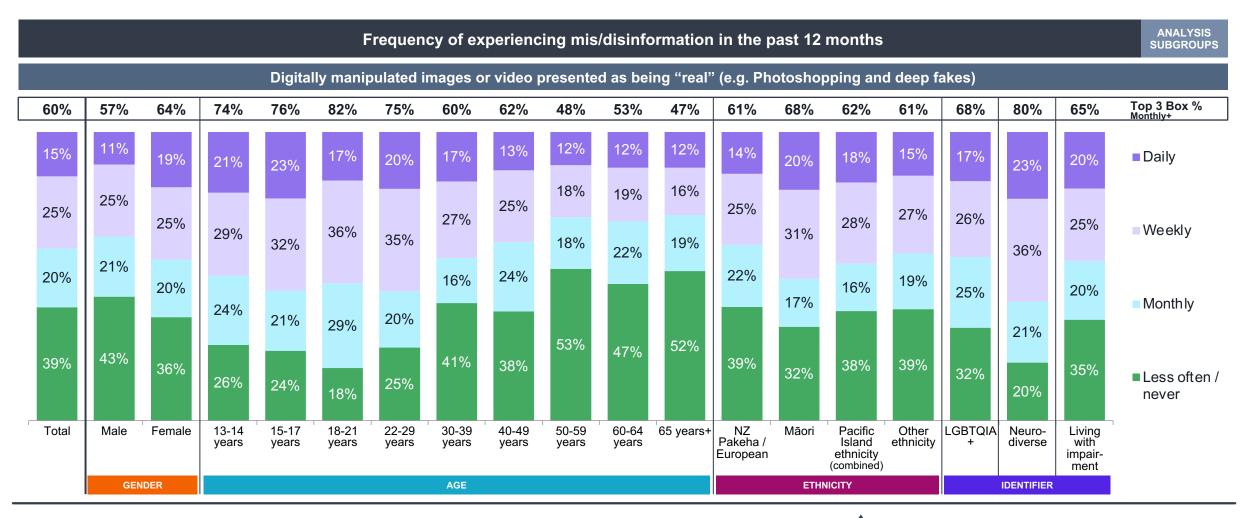


Those aged 65 and older and neurodiverse people are significantly more likely to experience misleading information about climate change, and to do so daily



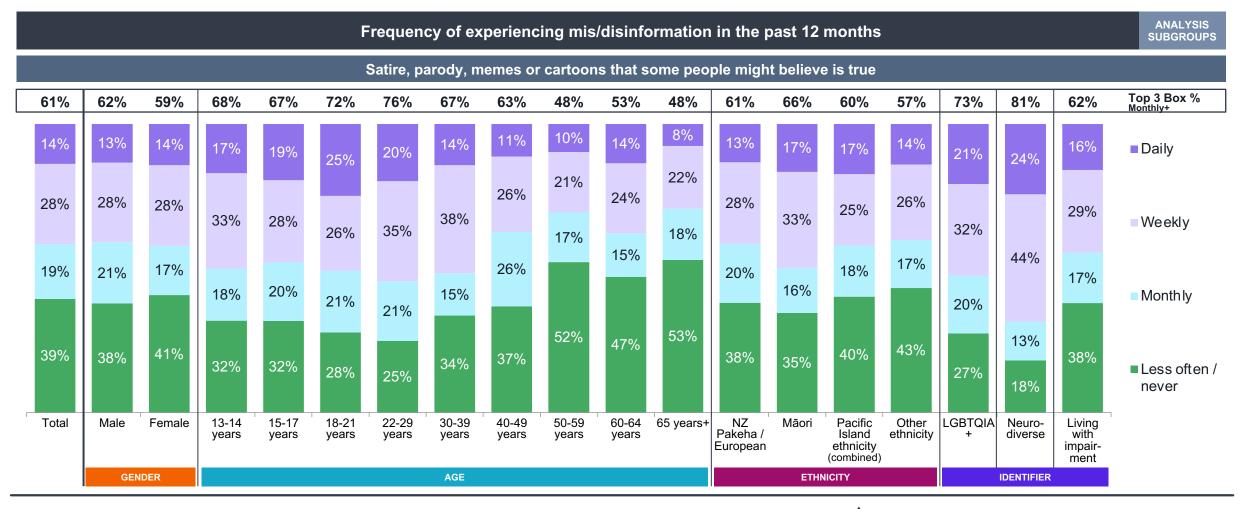


Younger people (aged under 30 years) are more likely to see digitally manipulated images or video presented as real – this age group has higher use of social media, and those with higher social media use also say they're more exposed to this type of misinformation



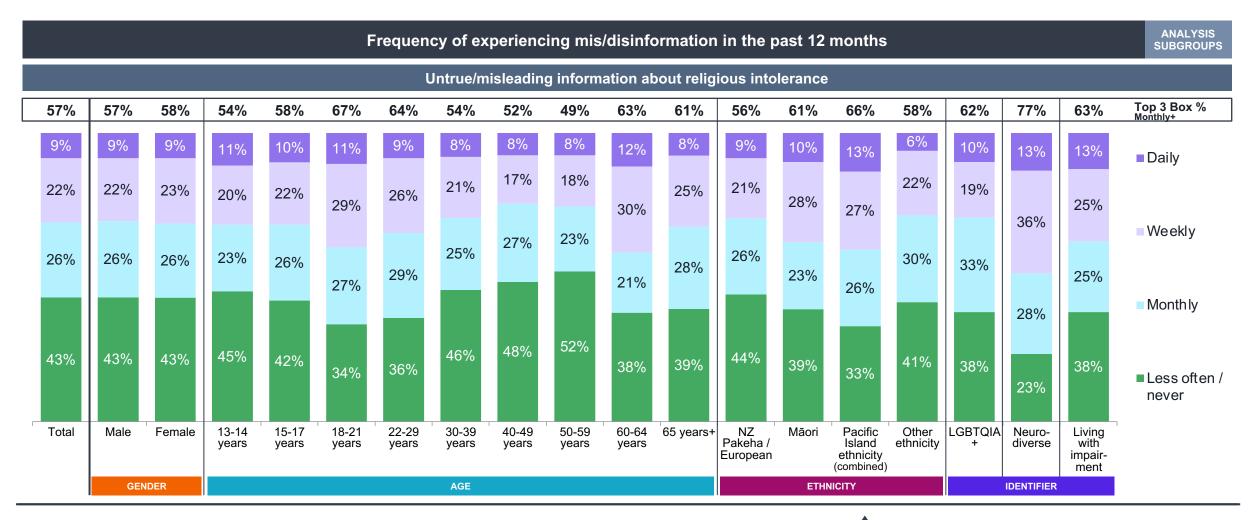


People aged under 30 years are also significantly more likely to experience on a monthly basis - memes or satire that count be mistaken as real. This is strongest among 18-29 year olds, as well as among neurodiverse and LGBTQIA+ NZers



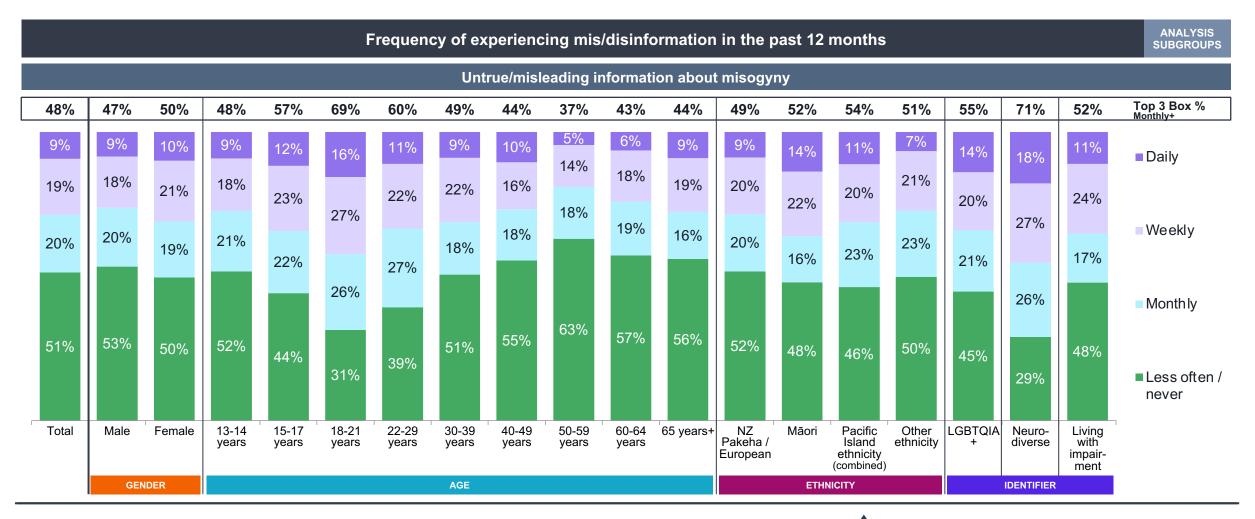


Pacific Island ethnic groups, those aged 18-29, and neurodiverse are significantly more likely to experience misleading information about religious intolerance at least monthly



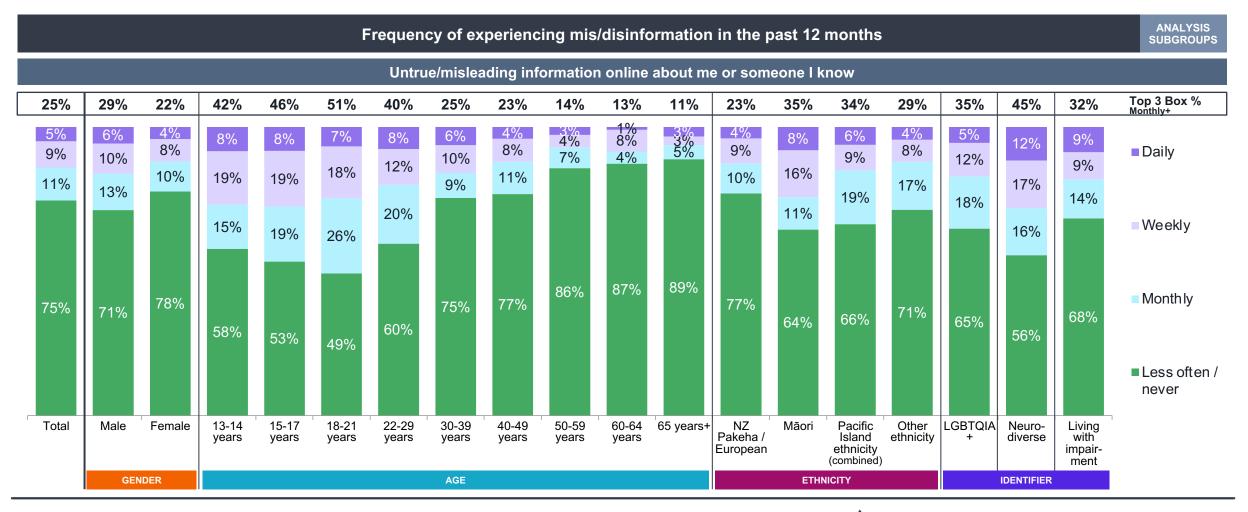


Those aged 15-29 years and neurodiverse are significantly more likely to experience misinformation about misogyny daily, while older NZers (aged 50% are significantly less likely to experience it





Our youngest NZers, LGBTQIA+, neurodiverse, Māori, and pacific island ethnic groups are all more likely to say they experience misinformation online about themselves or someone they know at least monthly

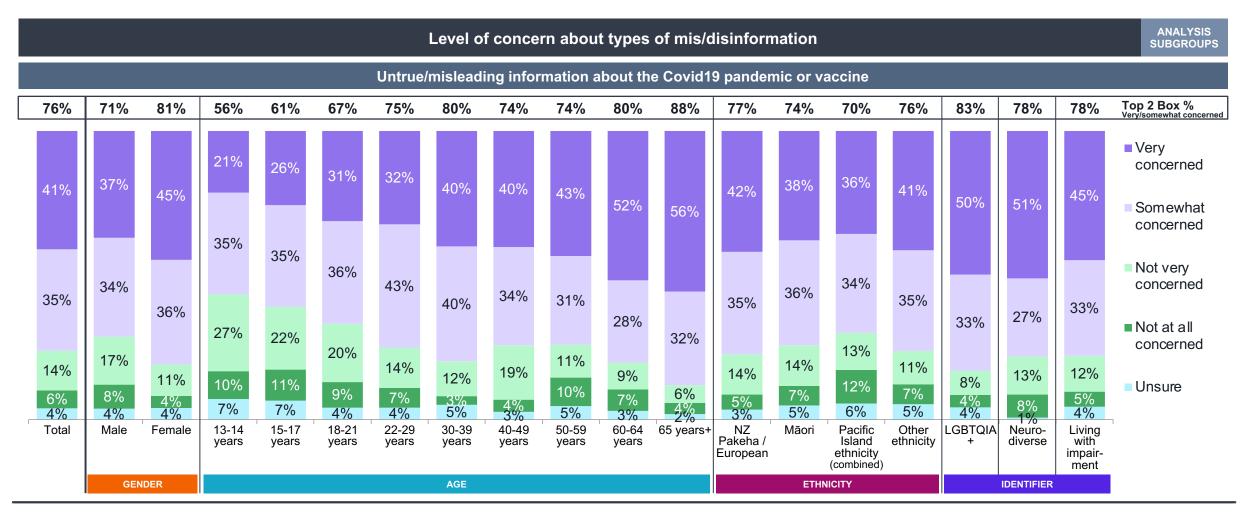




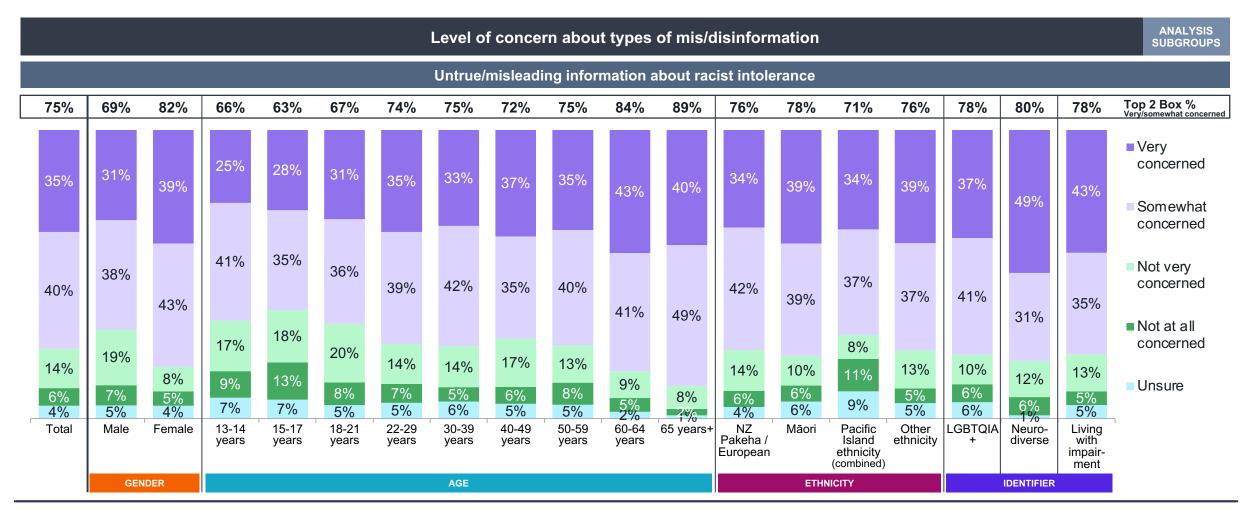
Mis/Dis-information: Level of concern by subgroup



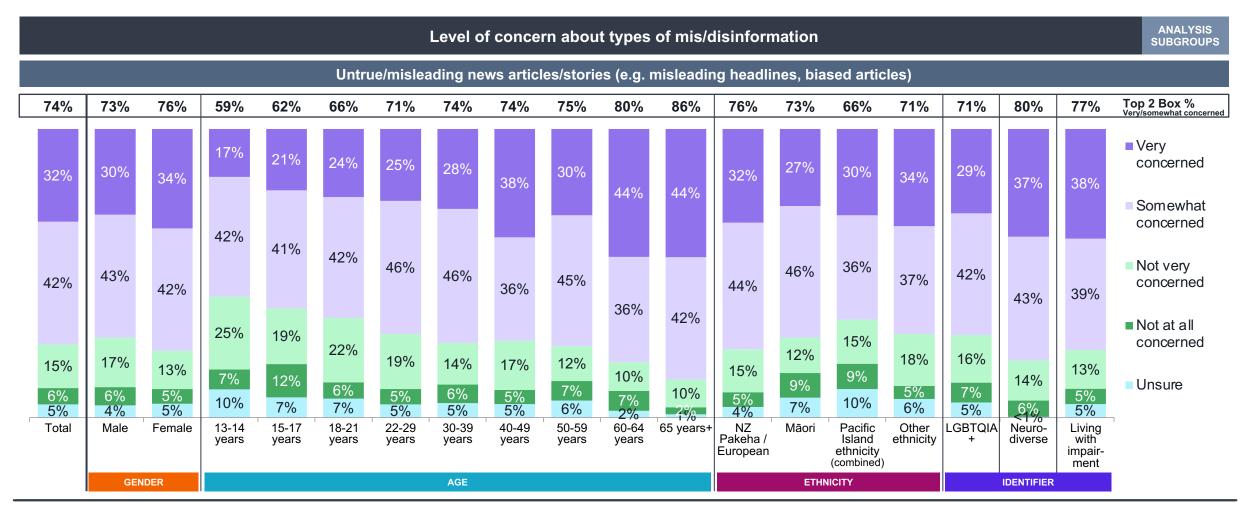
There's a strong age trend in concern around misinformation around Covid 19, levels of concern are significantly higher for those aged 60+, and lower for those aged under 30 years

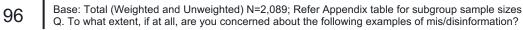


Māori are significantly more likely than Pacific Island ethnicities to feel concerned about misinformation around racial intolerance, In addition, females are more likely than males to be concerned with this type of misinformation

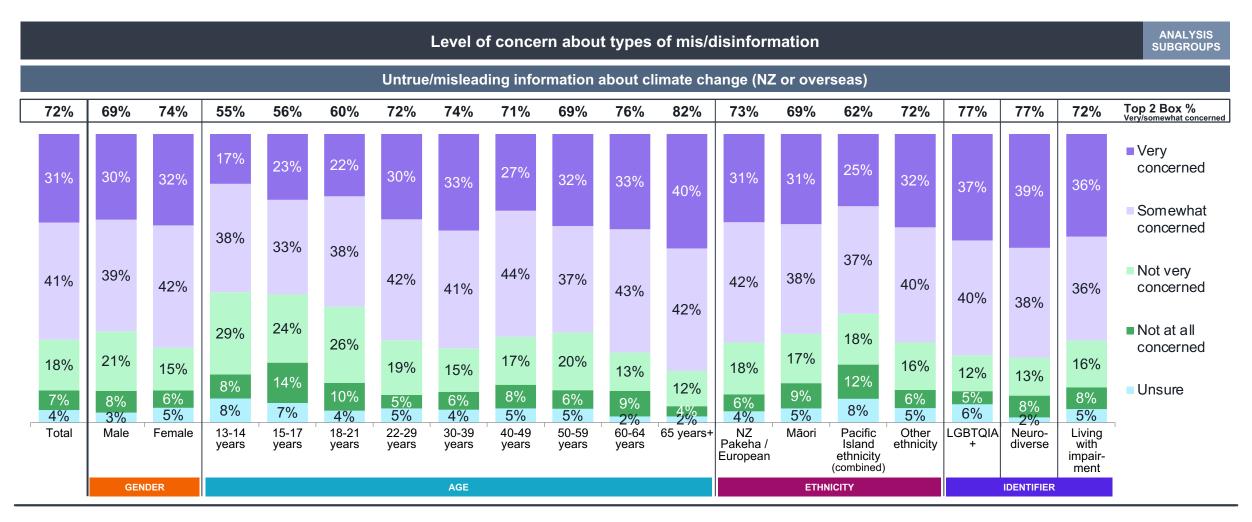


There is a strong age trend in the concern around misleading news articles, with over four in ten of those aged 60+ very concerned, but only around a quarter of those aged 18-39 years say they are very concerned

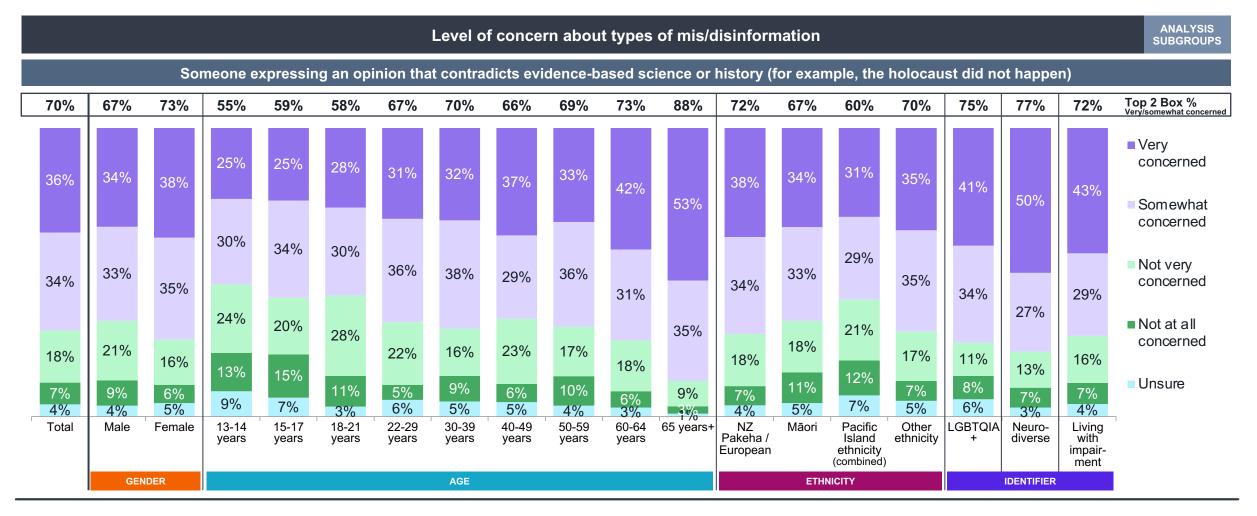




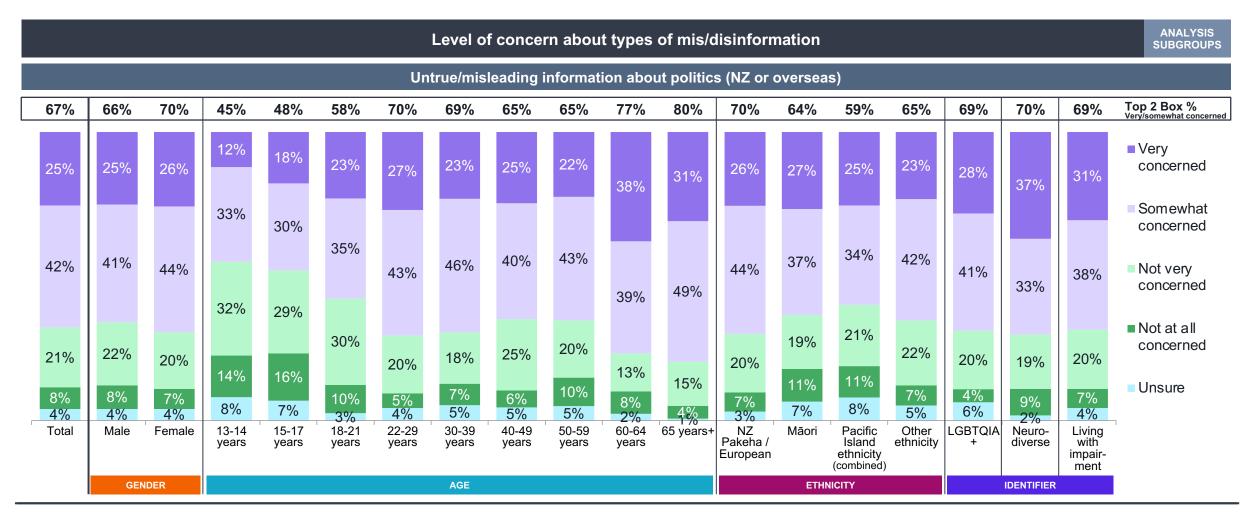
Three in ten are very concerned about climate change misinformation, this rises to four in ten among those aged 65+, and a similar level for neurodiverse



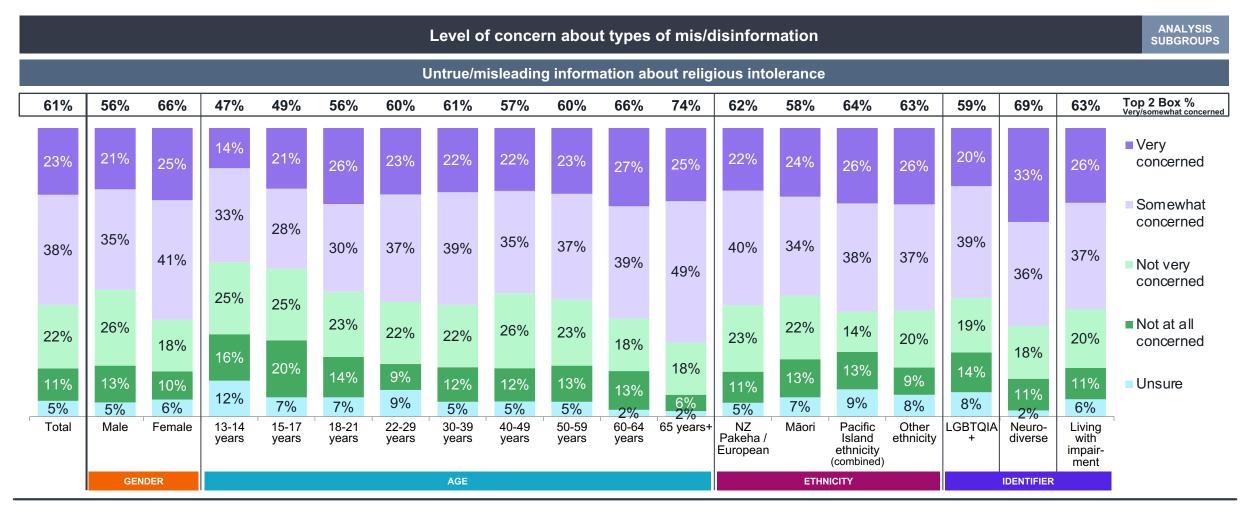
Those living with impairment, neurodiverse, LGBTQIA+, and aged 65+ are all significantly more likely to be very concerned about misinformation in terms of opinions that contradict evidence-based science or history

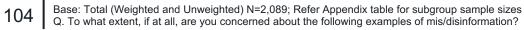


Again, older NZers, those living with impairment, and neurodiverse are all significantly more likely to be very concerned about misleading information in relation to politics

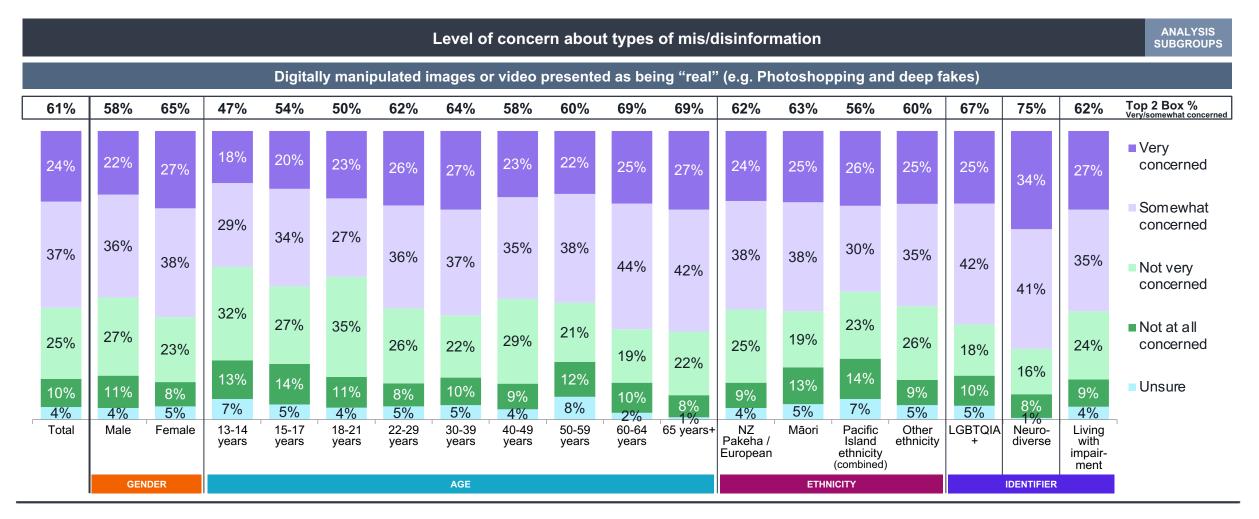


The proportion very or somewhat concerned about misinformation relating to religious intolerance rises significantly with age. Neurodiverse are also significantly more likely to be very concerned about this type of misinformation

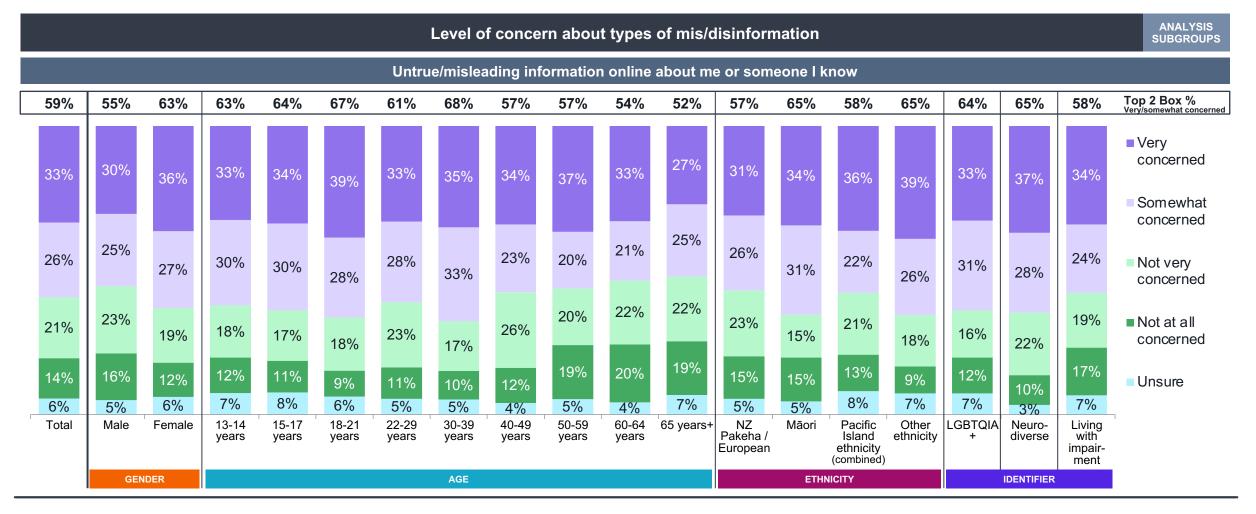




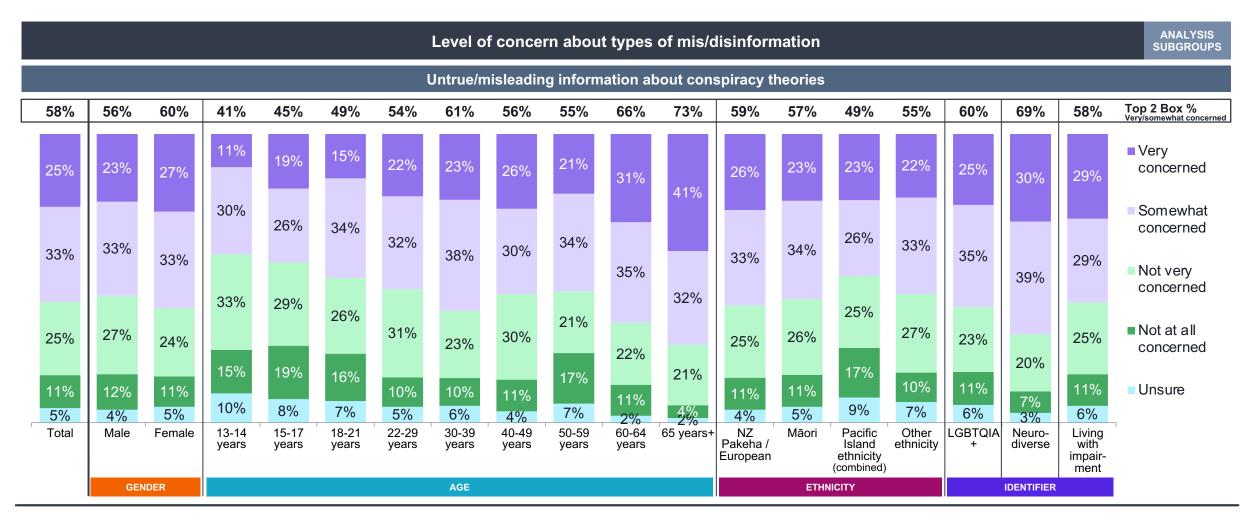
Women are significantly more likely than men to be very concerned about digitally manipulated images or videos. In addition, neurodiverse are significantly more likely than average to be very concerned about this type of misinformation



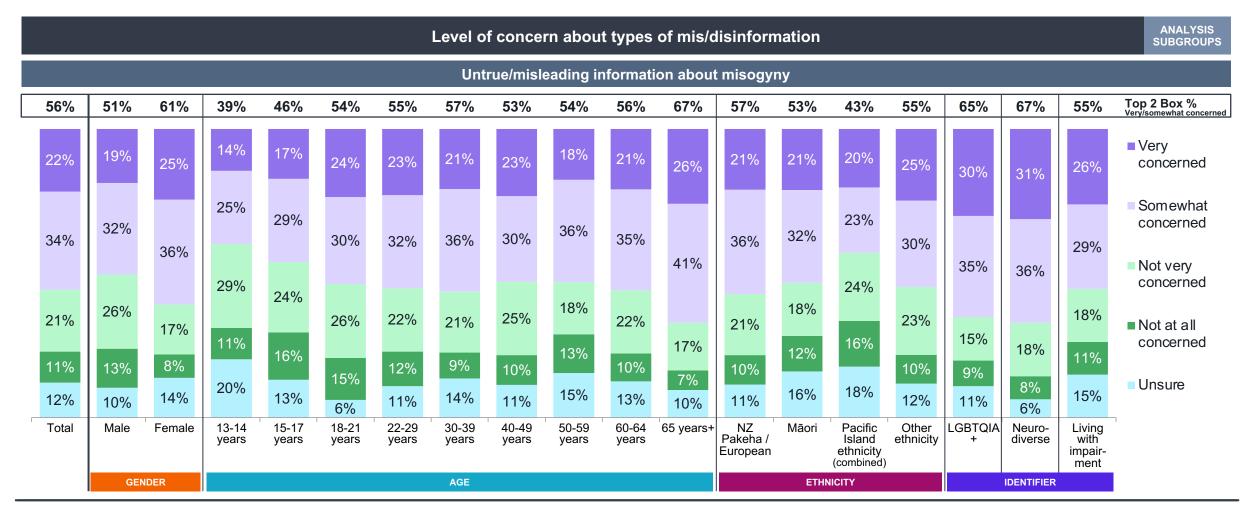
This is the type of mis-disinformation that people aged 13-21 are **most** concerned about of the types of misinformation tested. The 67% of those aged 18-21 who are very or somewhat concerned is significantly higher than average



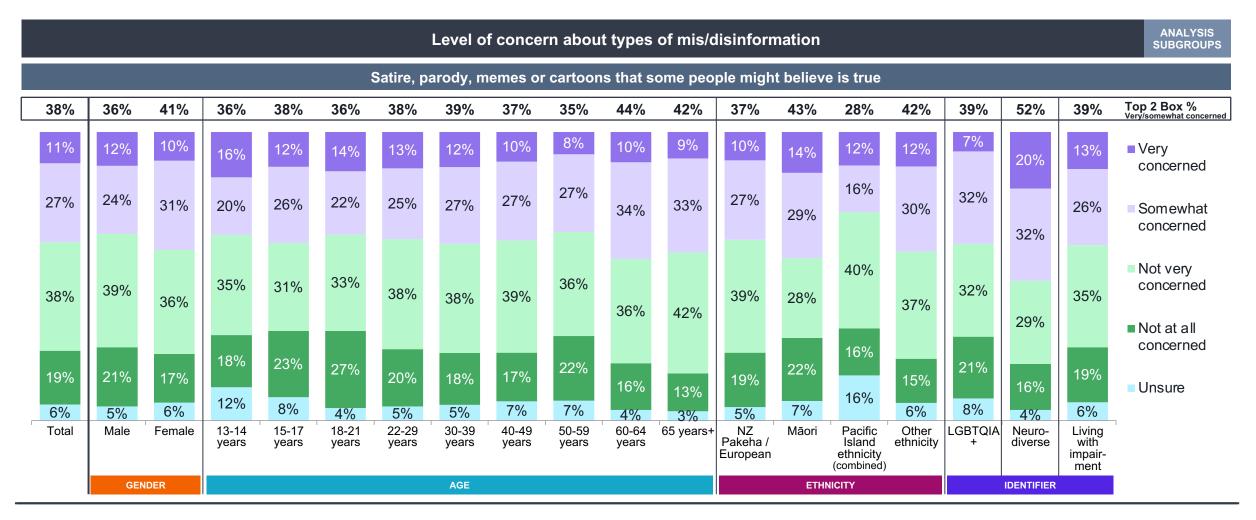
Neurodiverse and those aged 65+ are significantly more likely to be at very concerned about misinformation with regards to conspiracy theories



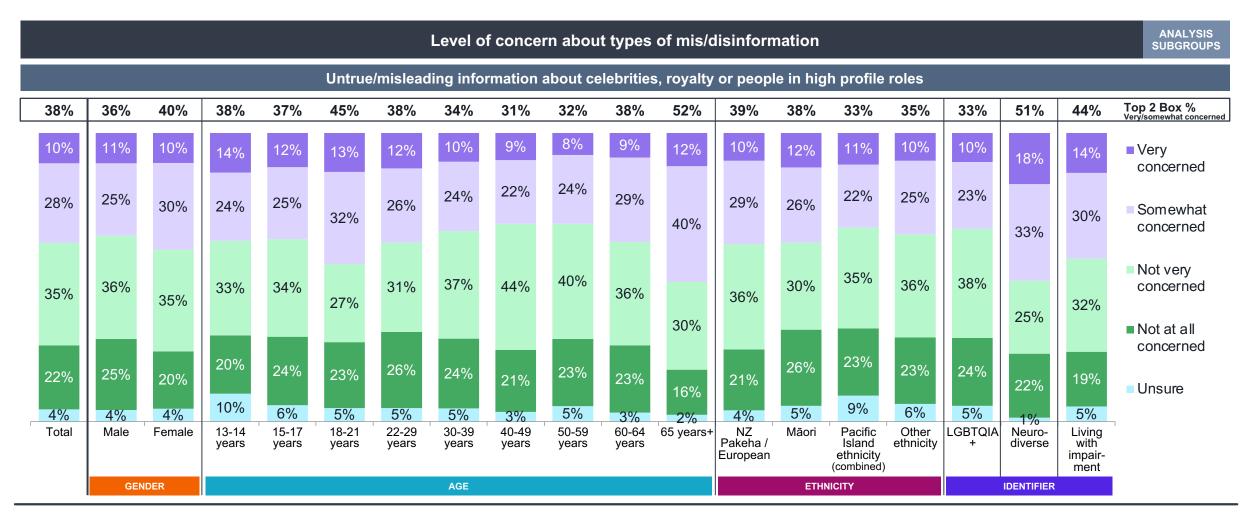
LGBTQIA+ and Neurodiverse are significantly more likely than average to be very concerned about misinformation related to misogyny. In addition females and more likely then males to be very concerned about this type of misinformation



Neurodiverse NZers are significantly more likely than average to be very concerned about misinformation involving satire, parody, or memes that some people might believe are true



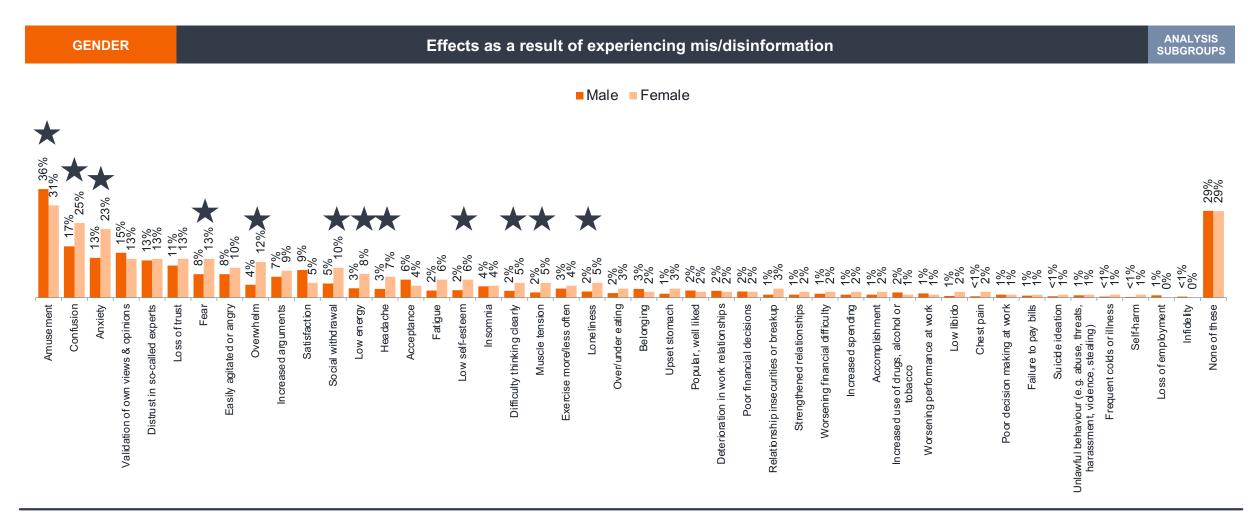
Neurodiverse NZers are significantly more likely than average to be very concerned about misinformation regarding celebrities and people in high profile roles



Mis/Dis-information effects experienced by subgroup



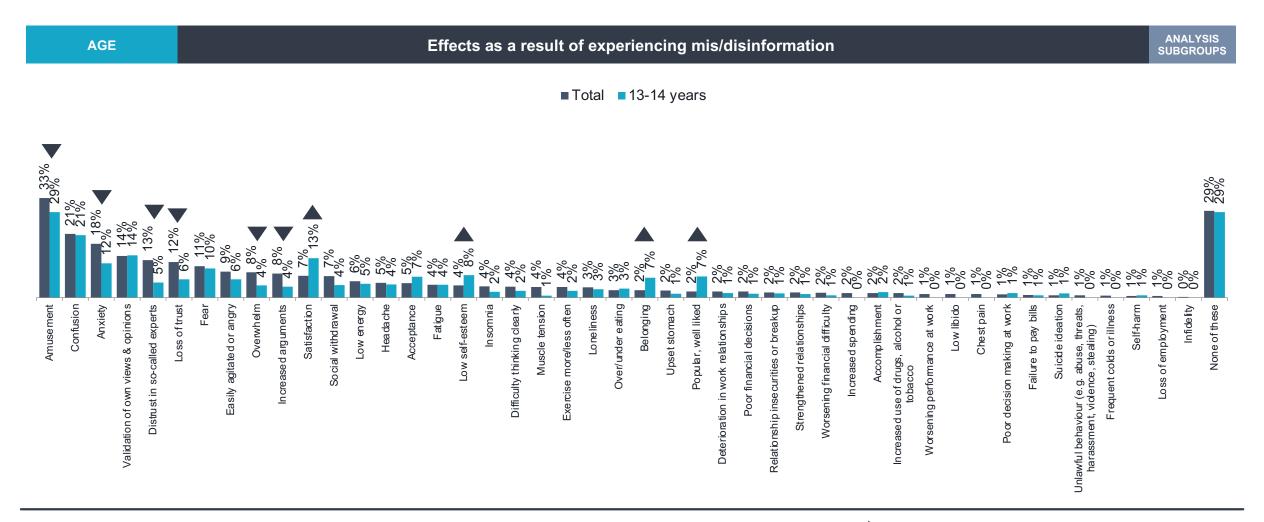
Females are more likely than males to experience negative impacts of misinformation, notably confusion, anxiety, fear, and overwhelm. By contrast, males are more likely to experience positive impacts – amusement and satisfaction



Significant difference between male and female

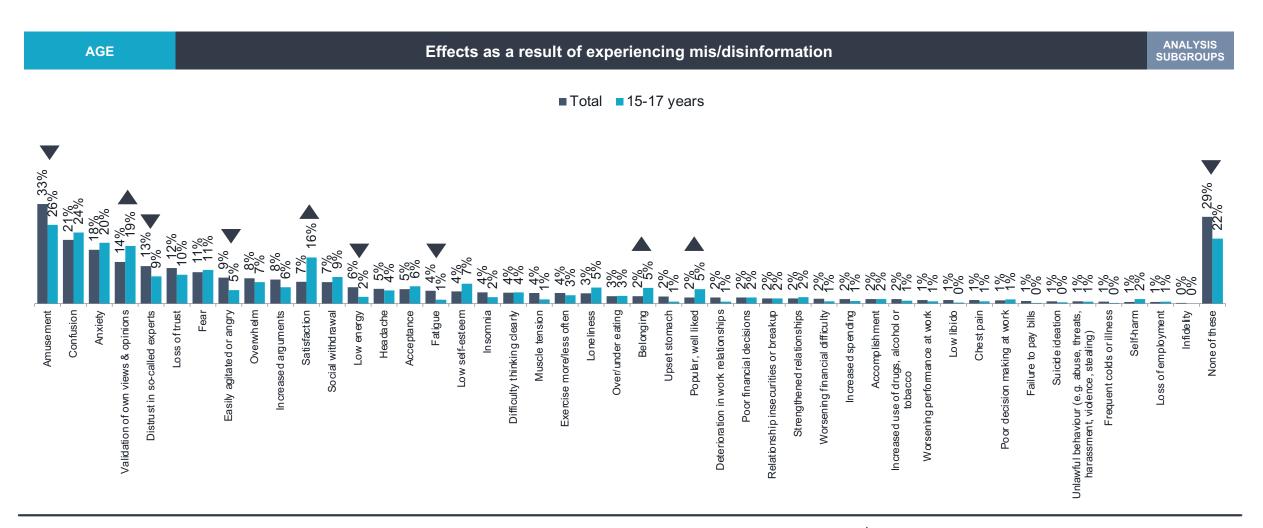


For 13-14 year olds, misinformation largely brings amusement and confusion, but they're higher than average on satisfaction, belonging and popularity one one side, and low self esteem on the more negative side



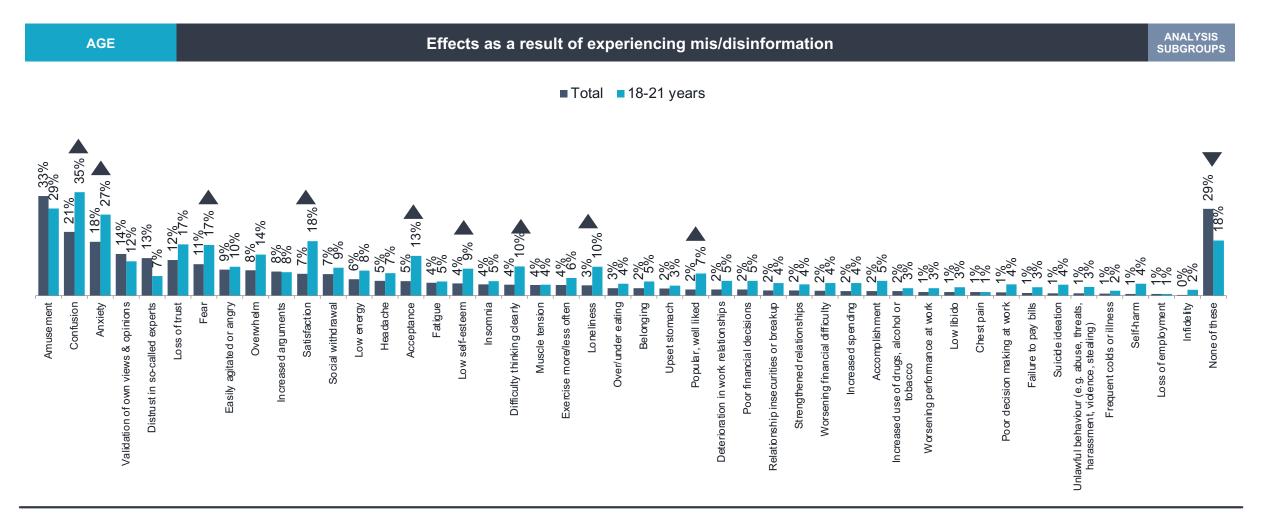


Those aged 15-17 years are more likely than average to feel validated, satisfaction, belonging, and popularity as an effect of experiencing misinformation



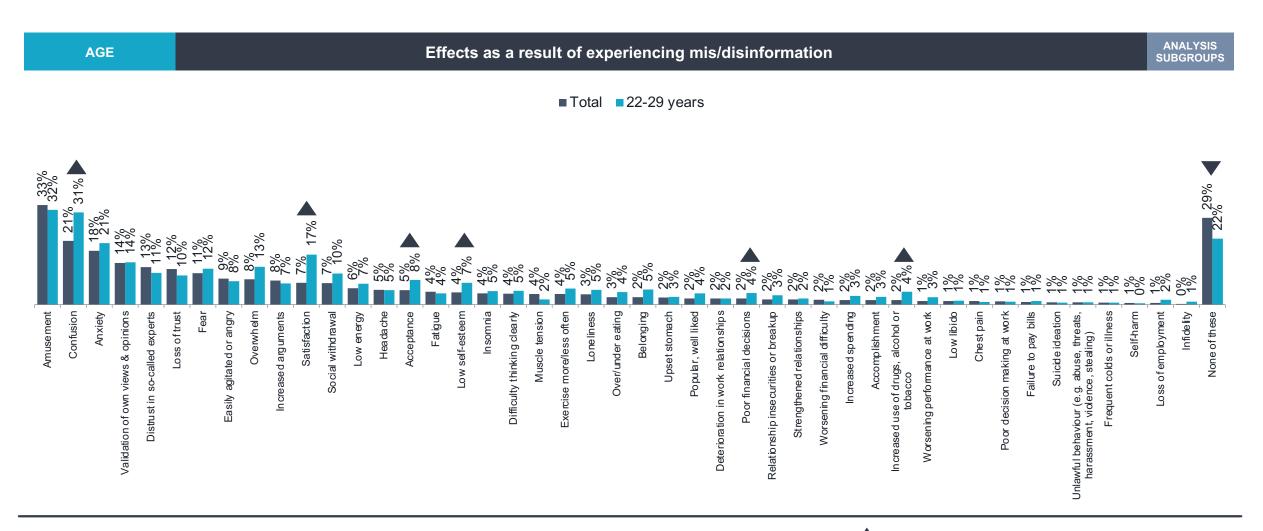


18-21 year olds are significantly more likely to feel confusion, anxiety, and fear as a result of experiencing misinformation, but also they're higher on feeling satisfaction, acceptance, and popularity as a result of misinformation



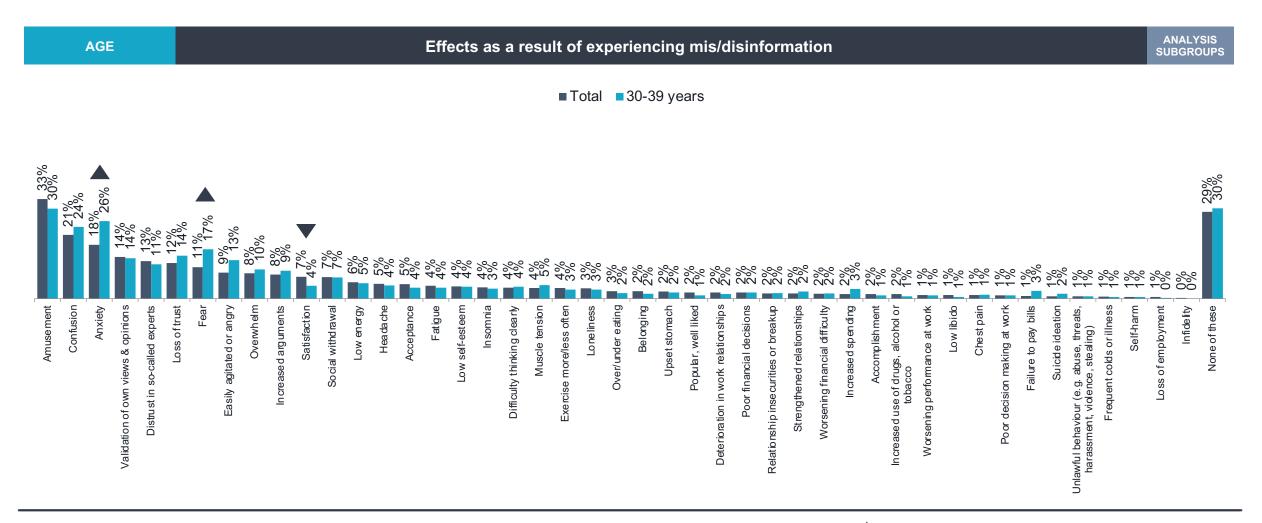


People aged 20-29 are significantly more likely to experience confusion as well as satisfaction and acceptance as a result of experience with misinformation



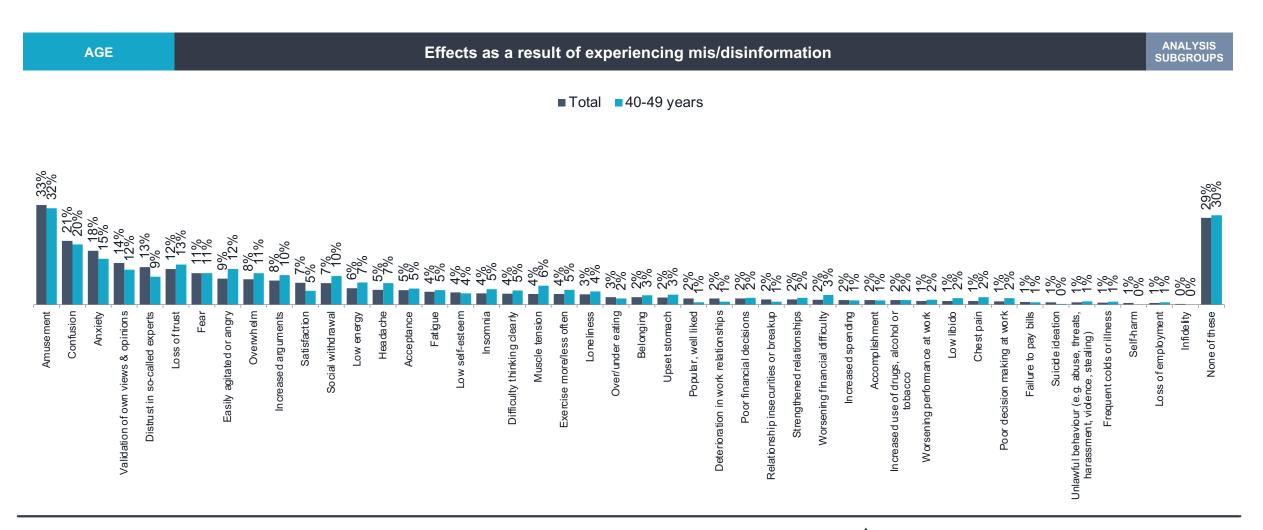


Into the 30s, the positive effects of misinformation come back towards average, and this age group is significantly more likely to feel anxiety and fear as an effect of experiencing misinformation



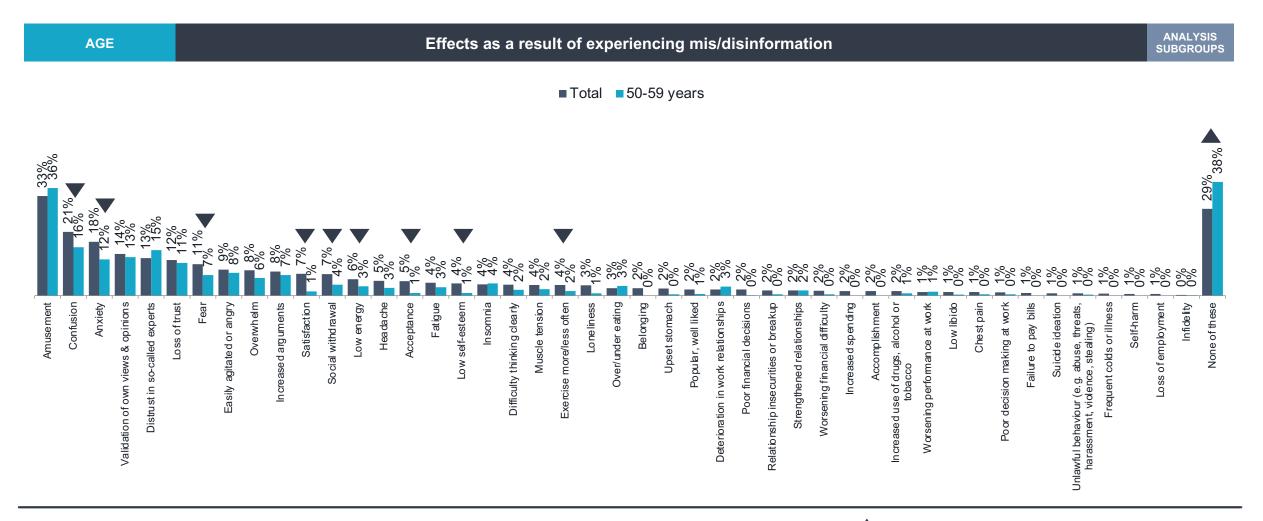


Those aged 40-49 are close to the average in terms of effects of experiencing misinformation, the main effects being amusement, confusion, and anxiety



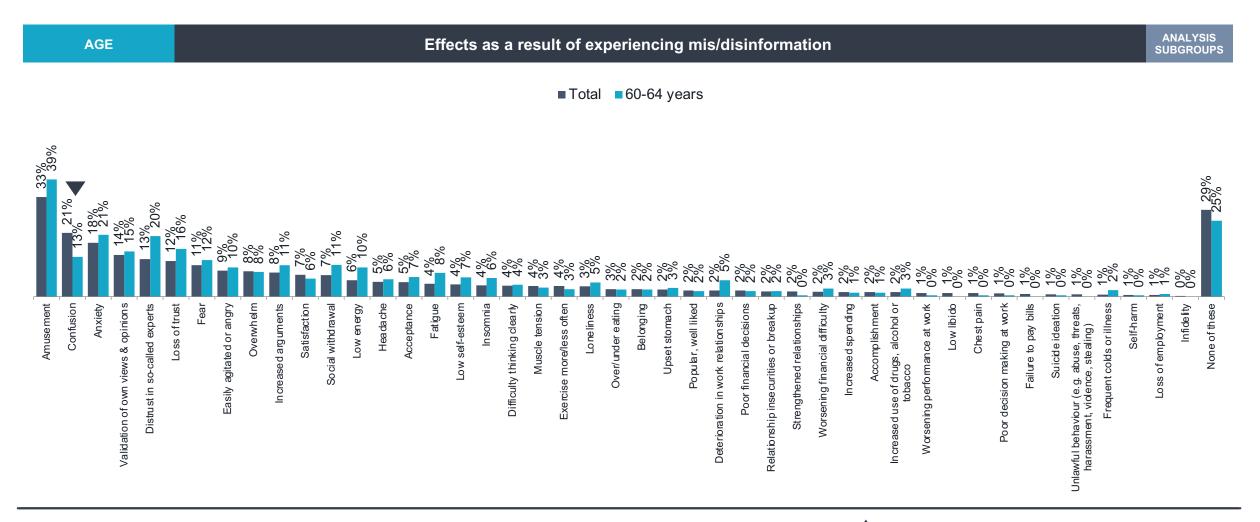


In general, those aged 50-59 are less likely to feel any effects of experiencing misinformation (38% say they have not experienced any effects). In particular they are significantly lower for confusion, anxiety, fear, and satisfaction



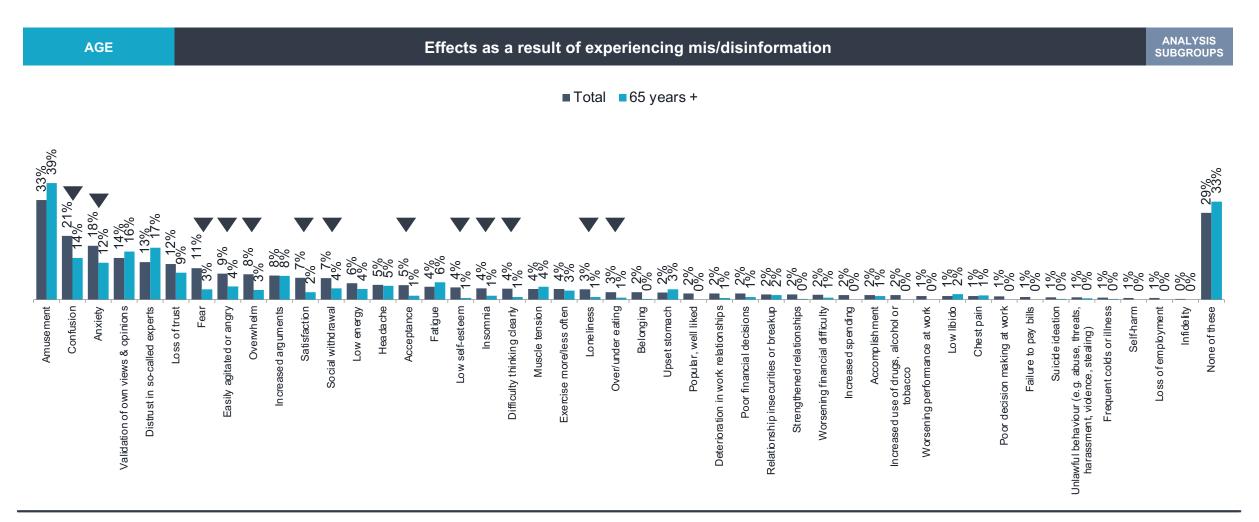


Those aged 60-64 are a little less likely to experience effects of misinformation (not significantly though), with the only significant departure from average being lower experience of confusion as an effect of experiencing misinformation



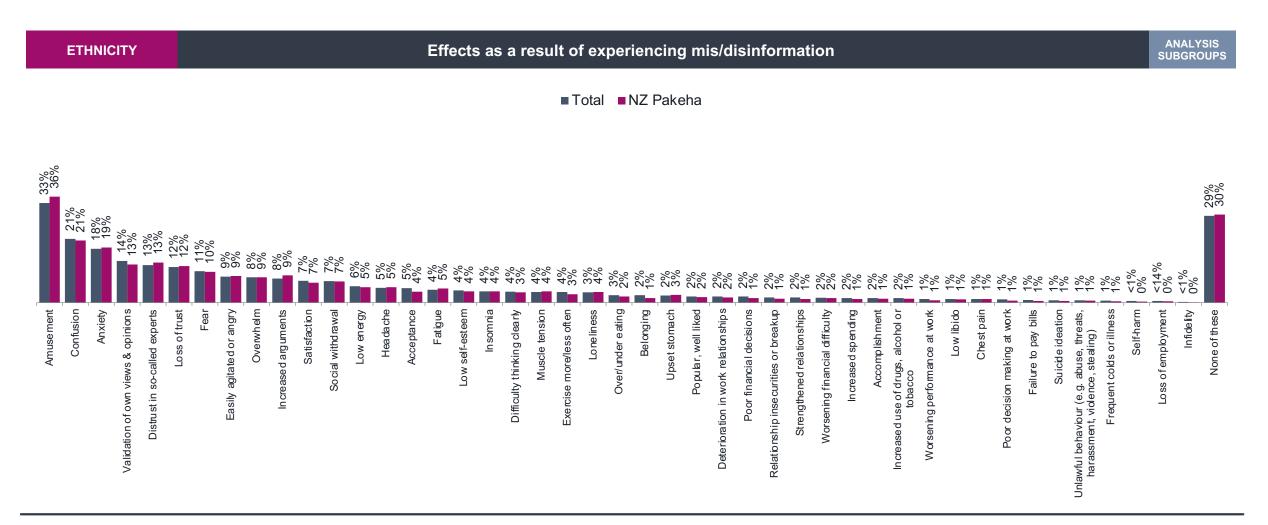


Those aged 65+ are significantly less likely to experience confusion, anxiety, fear, and overwhelm, plus a host of other impacts as a result of experiencing misinformation





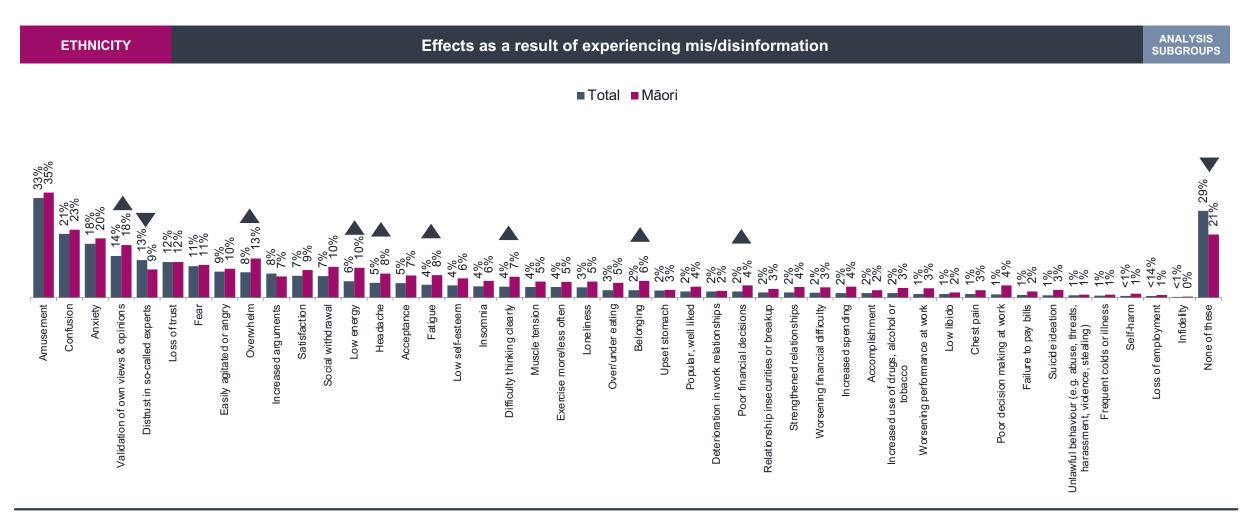
New Zealand European / Pakeha stay close to the average in terms of effects from experiencing misinformation



129 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

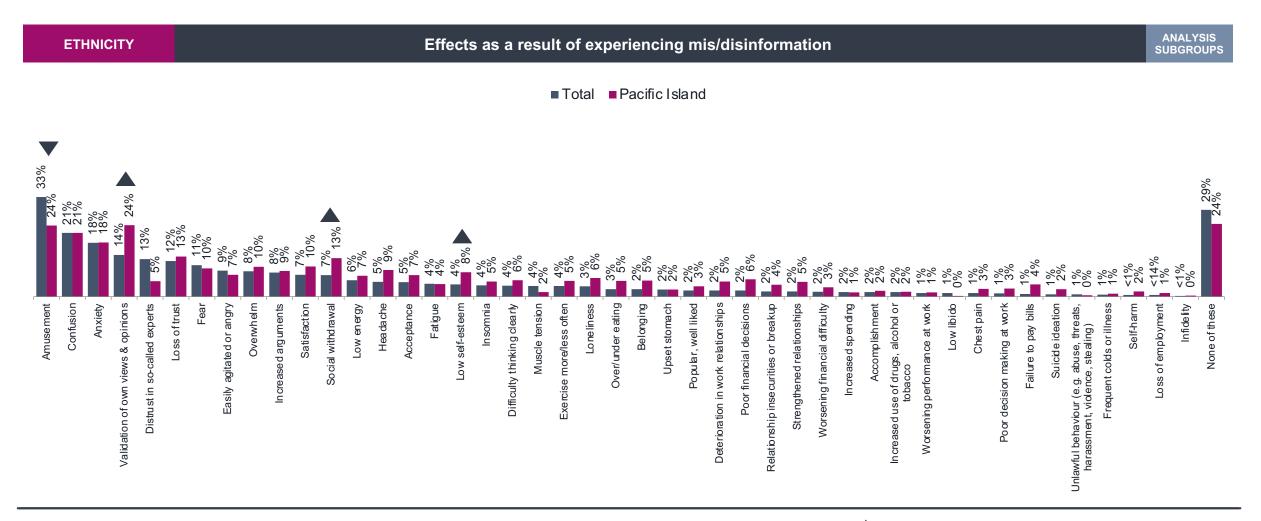


Māori are more likely to experience effects from misinformation. While they are significantly higher on validation, they are also higher on overwhelm, low energy, headache, and fatigue



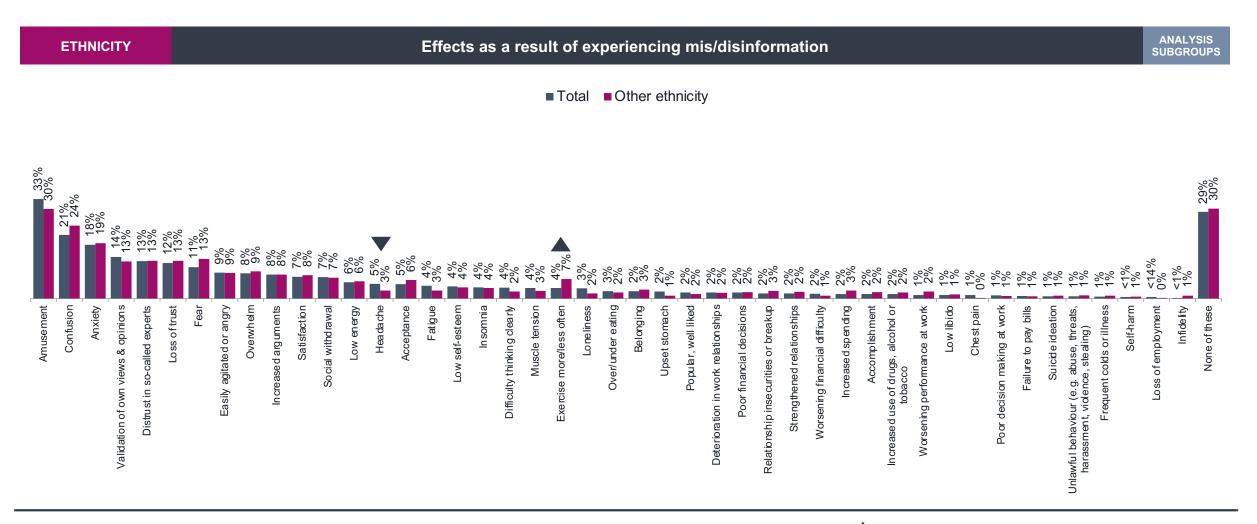


Those in Pacific Island ethnic groups are significantly less likely to experience amusement as a result of misinformation, but more likely to feel validation (in fact this is the highest effect alongside amusement for this group)





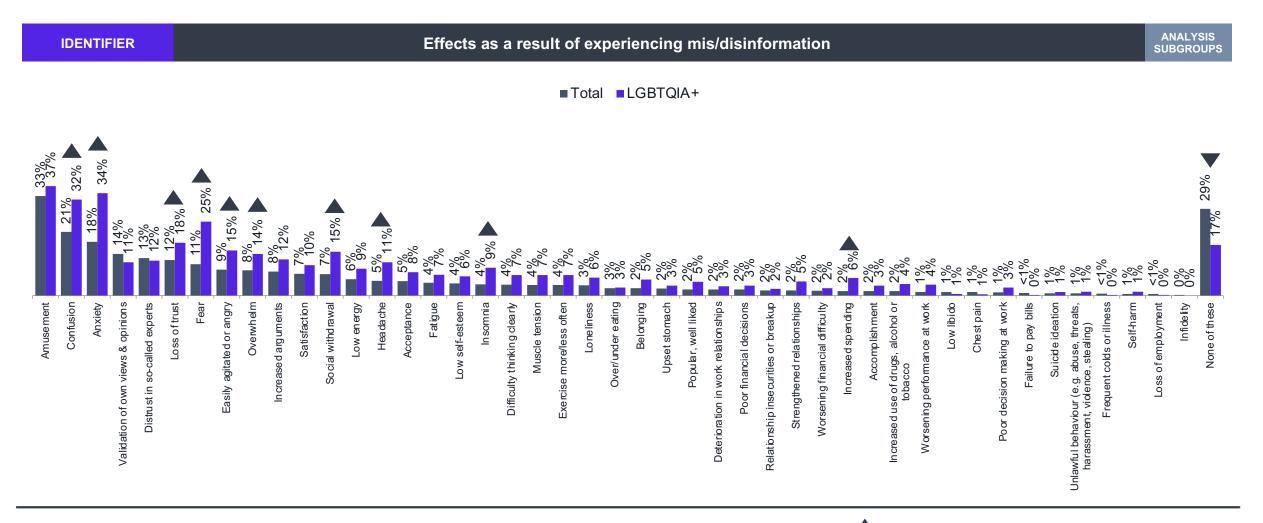
Those in other ethnic groups are close to the average in terms of effects as a result of experiencing misinformation. The only significant differences are in smaller effects – lower for headache, higher for change in exercise habits



132 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. In the past 12 months, which, if any, of the following effects have you experienced as a **direct** result of mis/disinformation you have experienced?

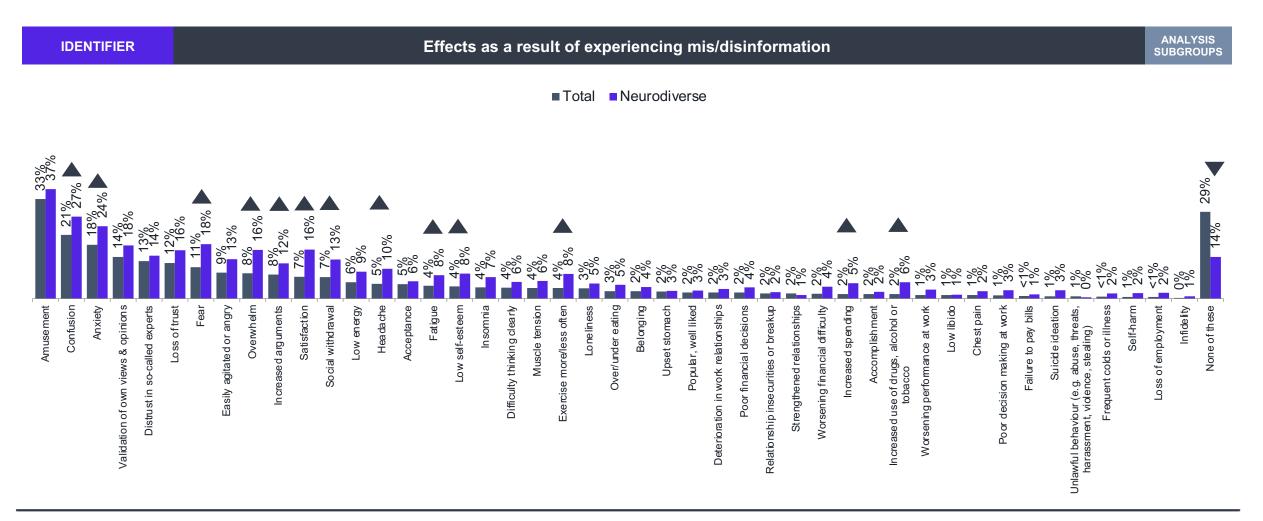


LGBTIQA+ are significantly more likely to experience effects as a result of misinformation. In particular, they're more likely than average to experience confusion, anxiety, loss of trust, fear, and social withdrawal



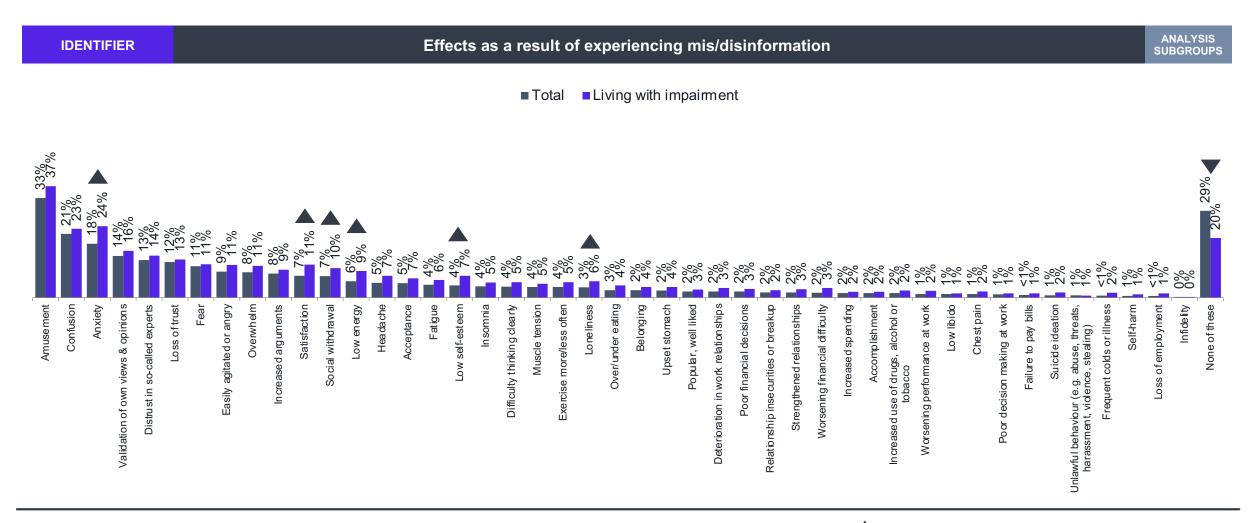


Neurodiverse are significantly more likely to experience effects from experiencing misinformation. In particular they are significantly higher in experiencing confusion, anxiety, fear, and overwhelm





Those living with impairment are significantly more likely to experience effects from misinformation, in particular they are higher for experiencing anxiety, social withdrawal, and low energy

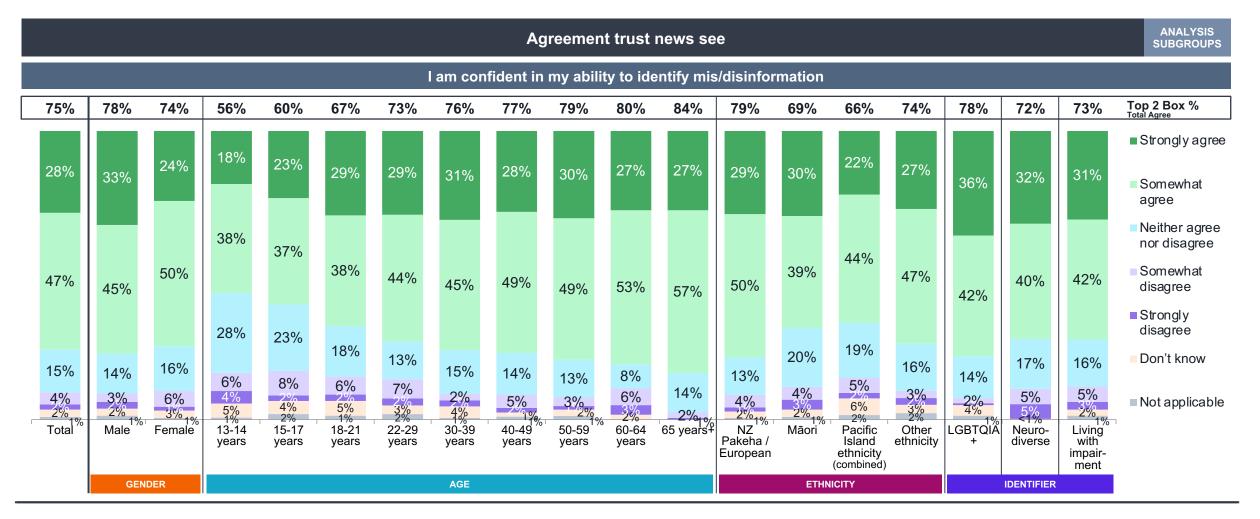




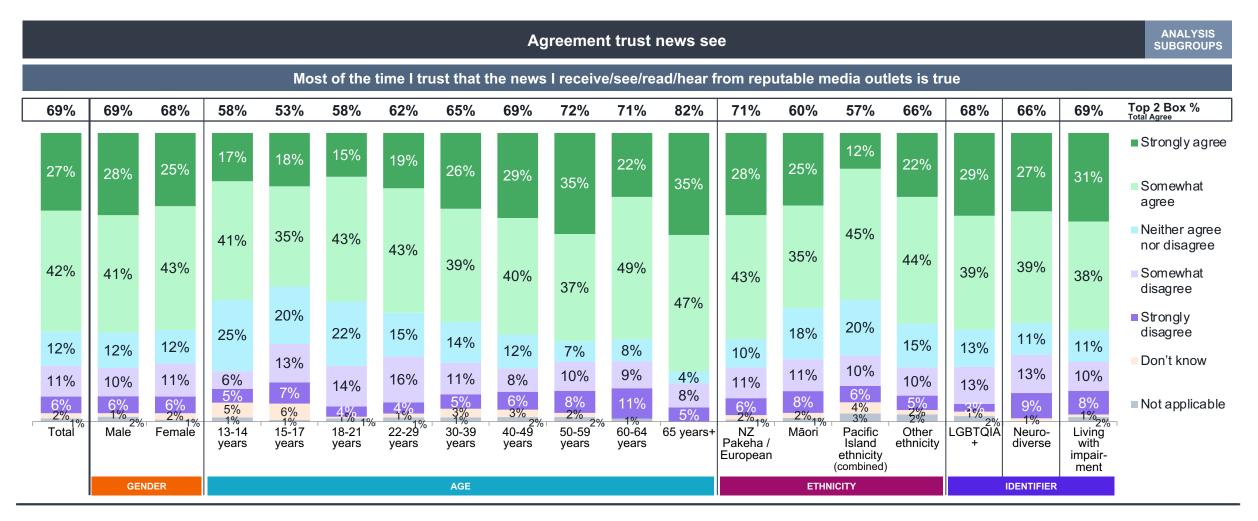
Attitudes towards misinformation by subgroup



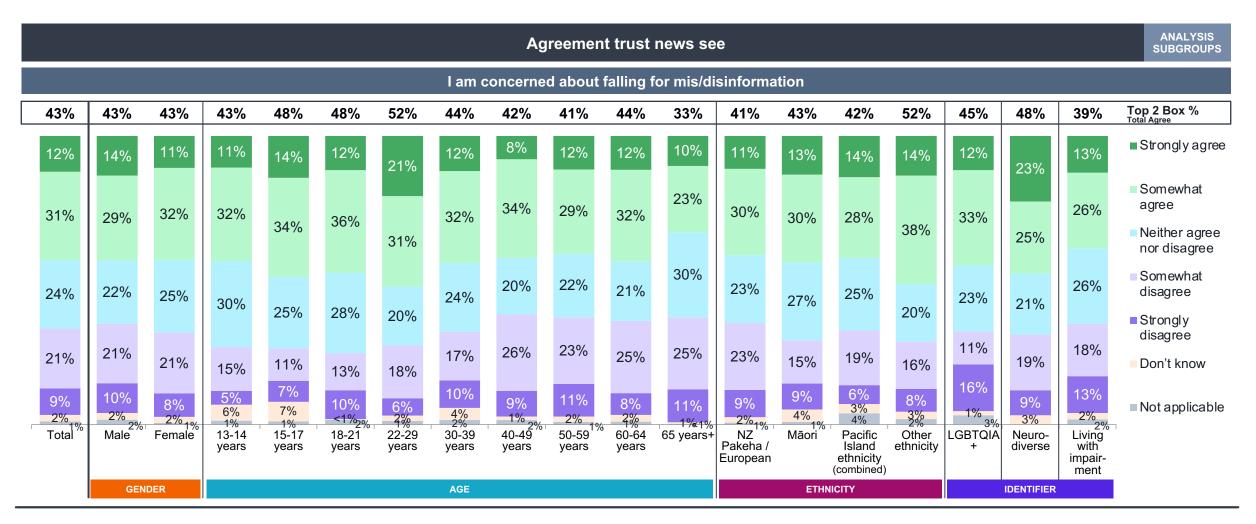
Males are significantly more likely than females to feel strongly confident they can identify misinformation. In addition, LGBTQIA+ are significantly more likely than average to feel strongly confident they could identify misinformation



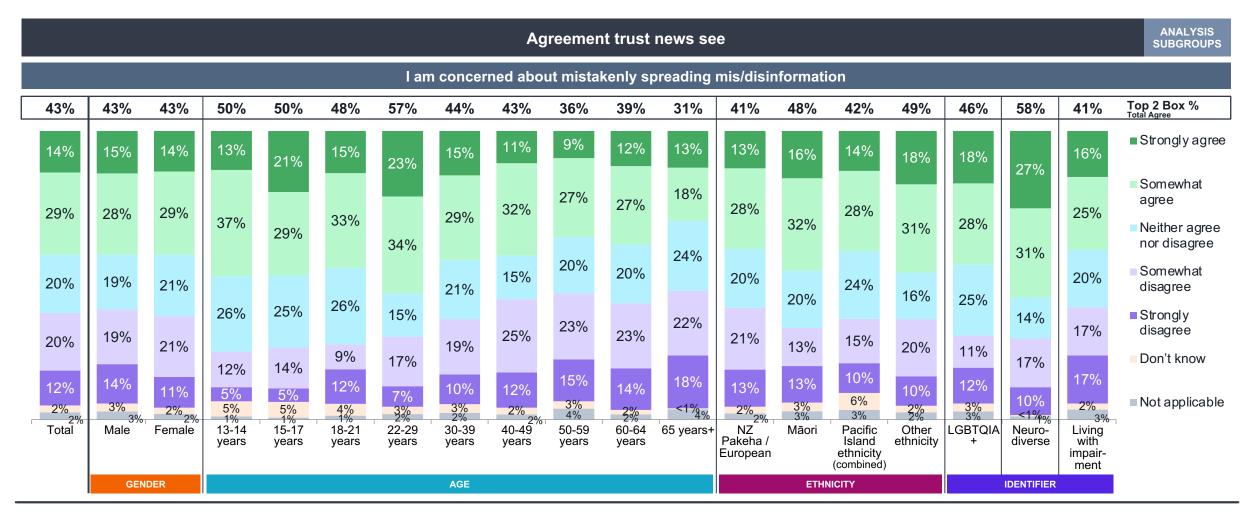
Older NZers have more trust in reputable media outlets, significantly more for those aged 65+. Pacific Island ethnic groups are significantly less likely to say they strongly agree that they trust reputable media outlets

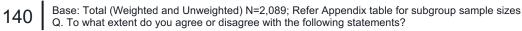


Those aged 22-29 years and neurodiverse are significantly more likely than average to strongly agree that they are concerned about falling for misinformation

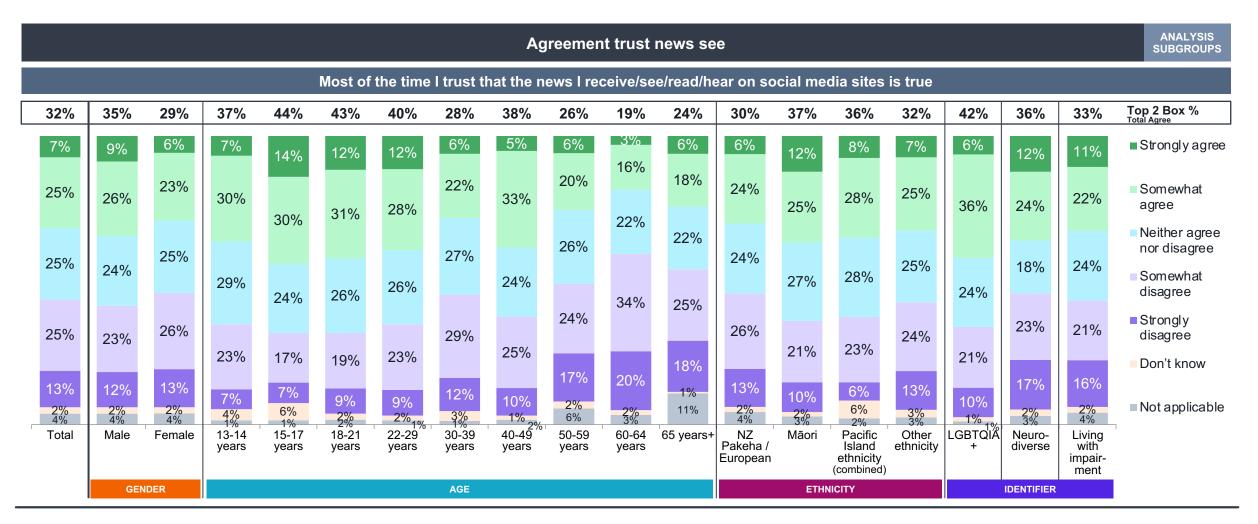


We see a similar profile for concern about spreading misinformation, with those aged 22-29 years and neurodiverse significantly more likely to strongly agree they are concerned about spreading misinformation

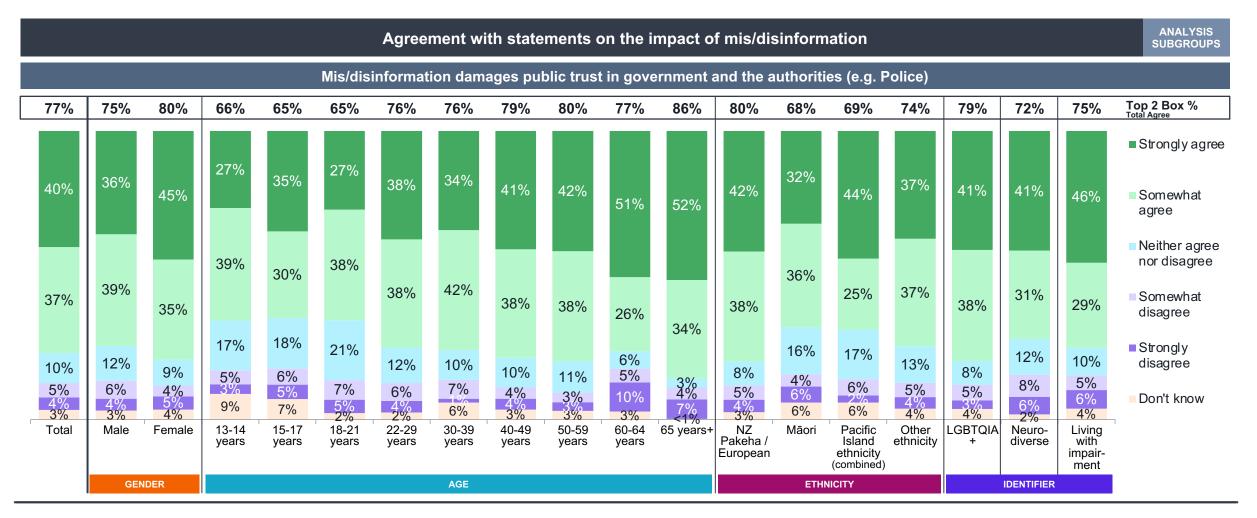


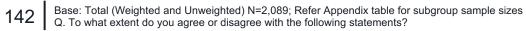


Trust in the news on social media is highest among 15-29 year olds and Māori, with the proportion strongly agreeing with this statement significantly higher than average



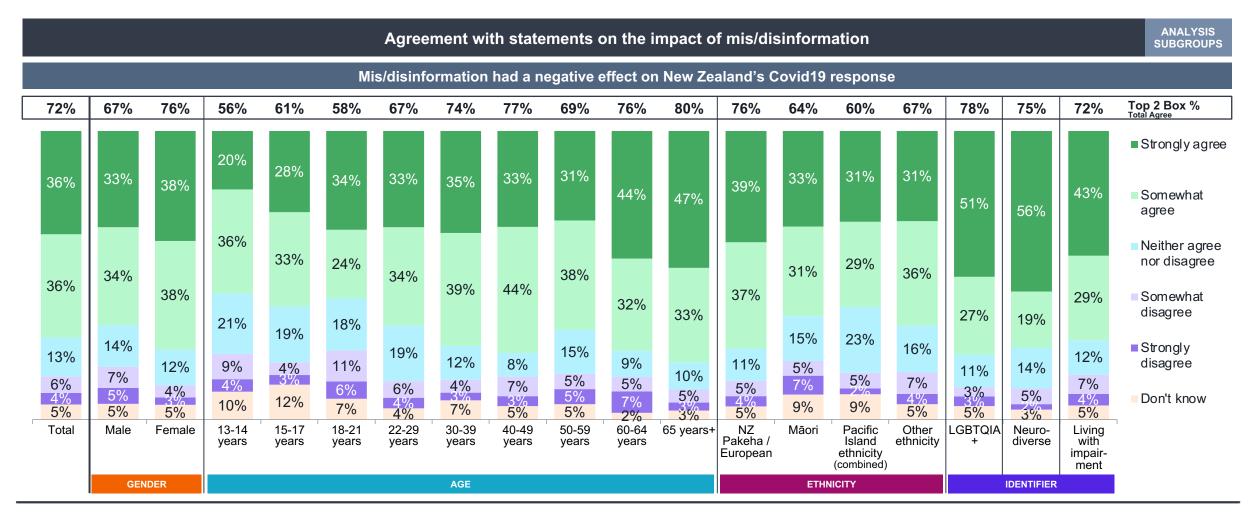
Older NZers 60 years and older are significantly more likely than average to agree that misinformation damages trust in government. New Zealanders aged under 22 years and Māori are significantly more likely to say they sit on the fence with this statement

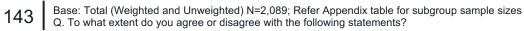






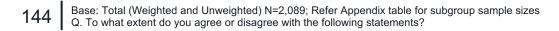
Again, NZers aged 60+, as well as LGBTQIA+ and neurodiverse are significantly more likely thank average to strongly agree that misinformation has had a negative effect on NZ's Covid 19 response

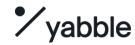




Females are significantly more likely than males to strongly agree that misinformation is likely to have a significant impact on the 2023 election in New Zealand

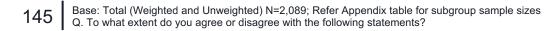
Agreement with statements on the impact of mis/disinformation															ANALYSIS SUBGROUPS				
	Mis/disinformation is likely to have a significant impact on the 2023 government election in NZ																		
66%	63%	71%	52%	54%	57%	70%	67%	69%	64%	71%	72%	68%	62%	60%	67%	76%	70%	68%	Top 2 Box %
28%	25%	32%	23%	23% 24%	24%	32%	26%	27%	23%	35%	34%	28%	29%	34%	29%	37%	34%		■ Strongly agree
																		35%	Somewhat agree
38%	38%	39%	29%	30%	33%	38%	41%	42%	41%			40%	33%	26%	38%		0.004	220/	Neither agree nor disagree
		39%	25%	22%		30 /0				36%	38%					39%	36%	33%	Somewhat disagree
17%	19%	15%	5%	9%	26%	17%	14%	15%	19%	15%	15%	16%	20%	25%	16%	10%	12%	16%	Strongly disagree
6% 5% 6%	7% 5% 6%	5% 4% 6%	6% 13%	5% 11%	7% 5% 5%	4% 4% 4%	6% 3% 9%	7% 4% 5%	6% 5% 6%	4% 6% 3%	5% 5% 3%	5% 5% 6%	6% 5% 7%	6% 2% 7%	6% 4% 6%	4% 4% 5%	7% 6% 5%	3% 5% 6%	Don't know
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	► NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +		Living with impair- ment	
	GEN	IDER	AGE								ETHNICITY				IDENTIFIER				





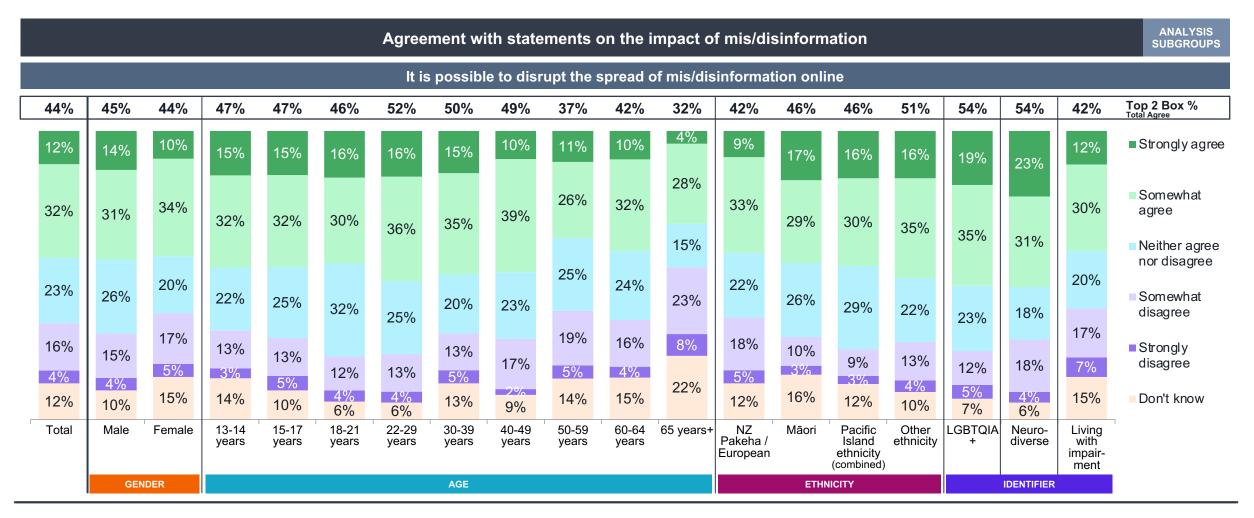
LGBTQIA+ are significantly more likely than average to strongly agree that misinformation has a negative effect on the freedom of the press

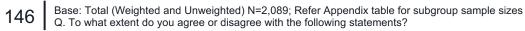
						Agree	ment wi	th state	ements o	on the i	impact o	of mis/dis	sinform	nation					ANALYSIS SUBGROUPS
						Mis/di	sinforma	ation has	s a negat	ive effe	ct on the	e freedom	of the	press					
57%	59%	56%	44%	53%	52%	62%	58%	57%	58%	63%	57%	59%	50%	52%	62%	66%	62%	57%	Top 2 Box % Total Agree
19%	21%	17%	16%	21%	16%	20%	19%	20%	22%	22%	15%	18%	19%	23%	24%	29%	25%	22%	■ Strongly agree
			28%		36%						400/		31%						Somewhat agree
38%	38%	39%		32%	0070	42%	39%	37%	36%	41%	42%	41%	5170	29%	38%	37%	37%	35%	Neither agree nor disagree
20%	19%	21%	26%	23%	25%	000/	20%	19%	21%	19%	17%	19%	24%	31%	20%		19%	21%	Somewhat disagree
8% 5%	8% 5%	7% 4%	8% 5%	6% 4%	11%	22% 6%	5% 4%	12%	5% 4%	6%	8% 6%	8% 5%	8% 5%	6%	6%	16% 5%	9%	8% 6%	Strongly disagree
10%	8%	12%	17%	13%	7% 5%	4% 6%	12%	3% 8%	12%	5% 6%	12%	10%	12%	2% 9%	4% 8%	5% 7%	4% 6%	9%	Don't know
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	► NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	
	GEN	DER					AGE						ETH	NICITY			IDENTIFIER	1	



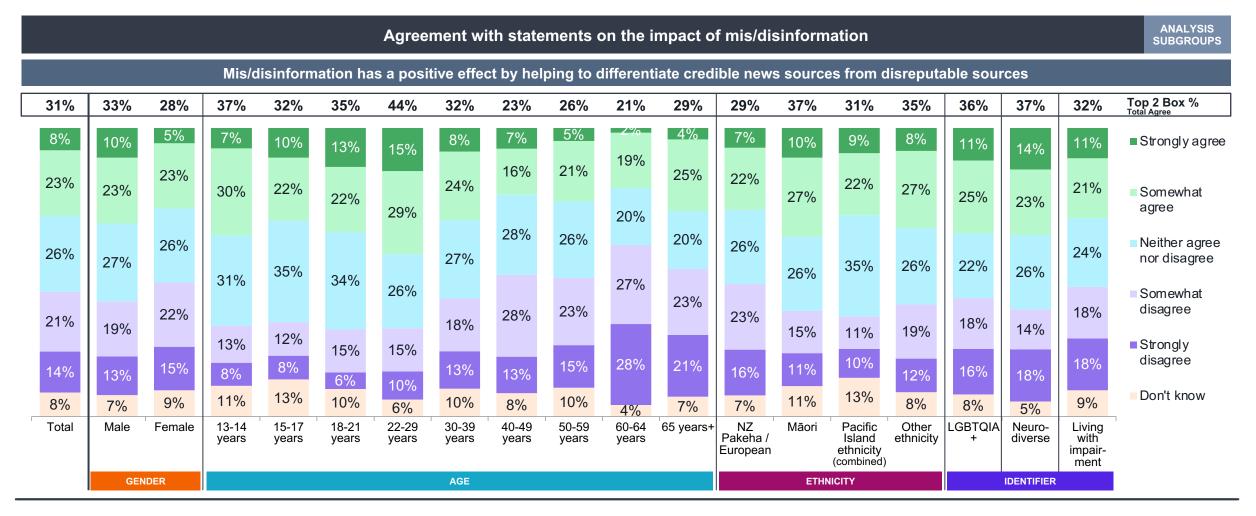


People who identify with ethnicities other than NZ European are significantly more likely than NZ European to strongly agree that it is possible to stop the spread of misinformation online

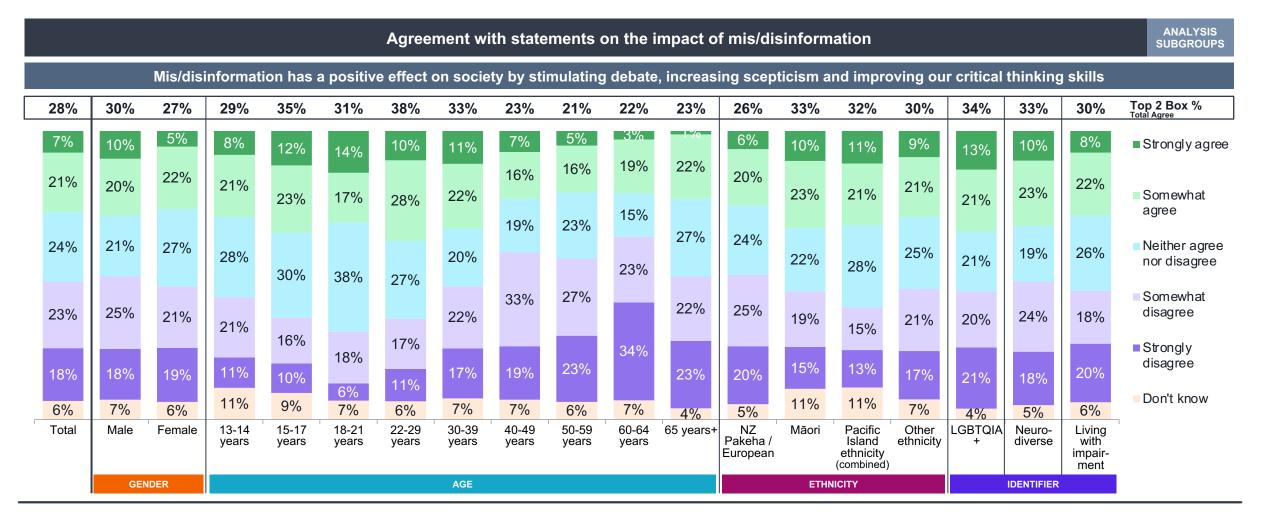


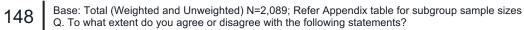


Those aged 22-29 years and neurodiverse are both significantly more likely than average to strongly agree that misinformation has a positive effect in helping to differentiate credible vs. disreputable news sources



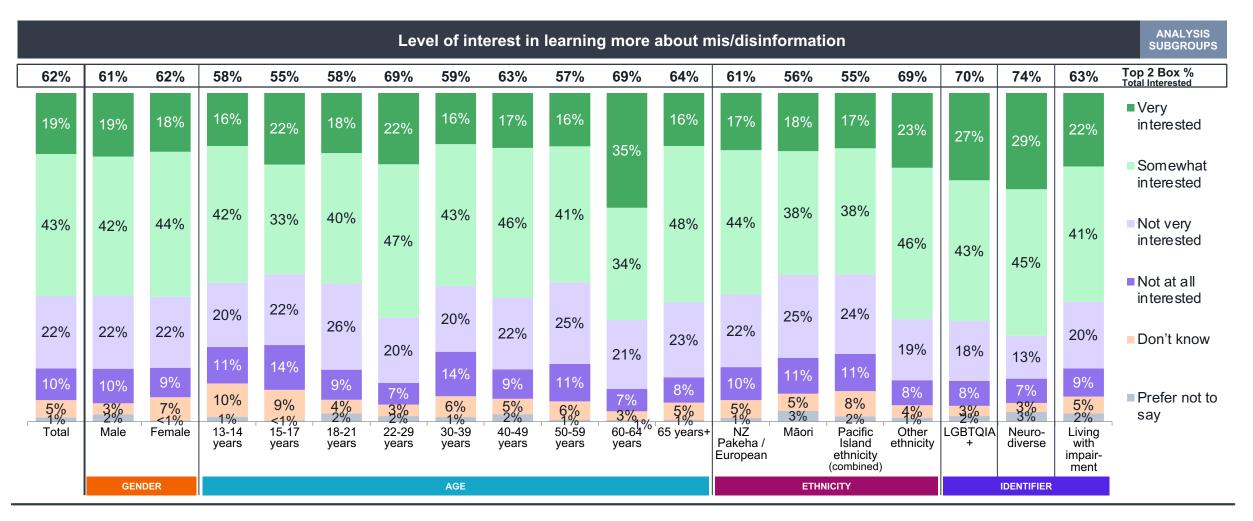
More people disagreed than agreed with the statement that misinformation has a positive effect by stimulating debate – this disagreement was more evident among those aged 60-64 years, who were significantly more likely than average to strongly disagree with this







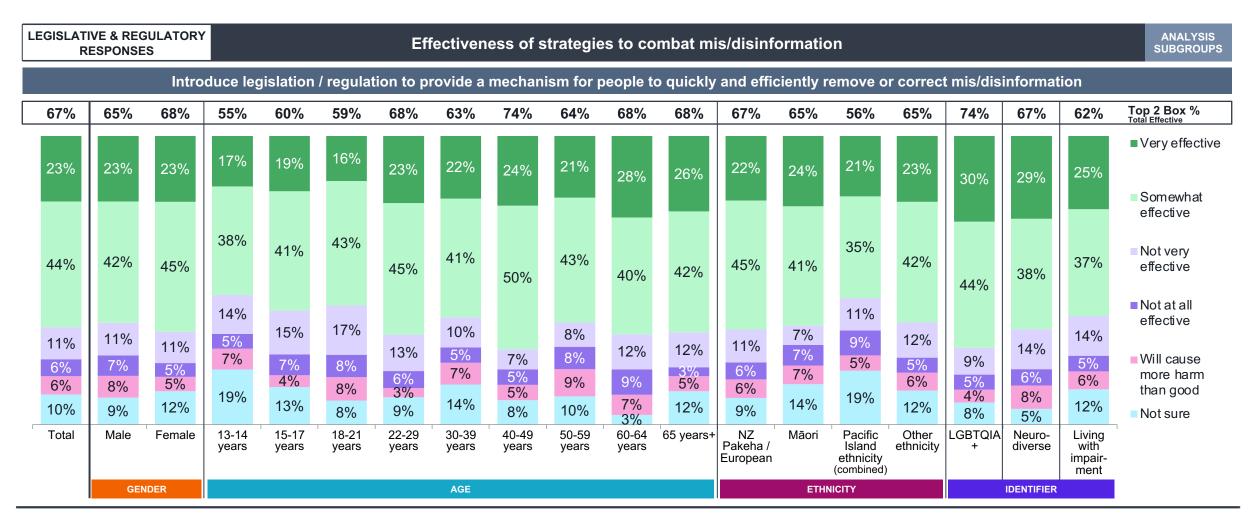
While three in five are at least somewhat interested in learning more about misinformation, just one in five say they are very interested. Concerning given the low level of confidence that they could recognise misinformation



Strategies and funding to combat misinformation by subgroup

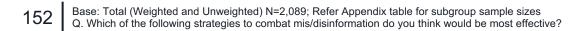


Legislative responses: Introduce legislation / regulation to provide a mechanism for people to quickly and efficiently remove or correct mis/disinformation



Legislative responses: Impose same journalistic standards on social media as apply to media journalists

	IVE & REC ESPONSE	GULATORY	'			Eff	fectiven	ess of s	strategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
					Impo	ose same	e journal	listic sta	ndards o	on socia	al media a	as apply t	o media	a journal	ists				
61%	57%	65%	50%	51%	55%	67%	58%	61%	60%	59%	68%	63%	60%	59%	59%	65%	62%	64%	Top 2 Box % Total Effective
21%	19%	22%	17%	15%	19%	22%	19%	18%	19%	28%	25%	21%	20%	22%	21%	22%	23%	24%	■ Very effective
			33%	36%															Somewhat effective
40%	38%	43%	0070	0070	36%	45%	39%	43%	41%	31%	43%	42%	40%	37%	38%	43%	39%	40%	Not very effective
			17%	15%															Not at all
14%	16%	12%	7%	10%	20%	11%	13%	14%	14%	18%		14%	13%	13%	14%	14%	16%	13%	effective
8%	10%	5%	4%	6%	11%	8%	6% 9%	5%	11%	4.4.07	13%	7%	9%	7% 5%	9%		7%	6%	Will cause more harm
6%	8%	5%	21%	17%	4%	6%		7%	6%	11%	6% 4%	6%	5%	17%	7%	6% 3%	8%	6%	than good
11%	9%	12%		17.70	11%	9%	14%	12%	10%	7% 4%	8%	10%	12%	17 70	11%	11%	6%	11%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	1
	GE	NDER					AGE						ETH	NICITY			IDENTIFIER		



Legislative responses: Make it an offence for people who knowingly post or fail to remove mis/disinformation

	IVE & REG	SULATORY S				Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUP
					Make i	t an offe	nce for p	people w	ho know	vingly p	ost or fai	l to remov	ve mis/o	disinform	nation				
60%	60%	61%	50%	55%	51%	55%	58%	67%	63%	65%	65%	60%	59%	53%	62%	57%	65%	66%	Top 2 Box %
22%	23%	22%	18%	20%	19%	19%	22%	21%	23%	38%	24%	22%	23%	26%	24%	25%	30%	28%	■ Very effective
38%	37%	39%	32%	35%	32%	36%	36%	46%	40%	30 /0	41%	38%	36%	27%	38%	32%	35%	38%	 Somewhat effective Not very effective
			13%	15%	19%	20%	13%			27%			13%	15%					■ Not at all effective
15%	15%	14%	8% 12%	6%	7%		6%	9%	13%	15%	16%	15%	5%	7%	14%	21%	15%	13%	
6% 11%	6% 13%	6% 10%		10%	12%	7% 11%	15%	4% 12%	6% 11%	5%	6%	6% 12%	12%	9%	5% 8%	4% 12%	7%	<mark>6%</mark> 8%	Will cause more harm than good
8%	6%	9%	18%	14%	10%	7%	8%	8%	7%	12% 4%	9% 4%	6%	10%	16%	11%	5%	9% 5%	7%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	· NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER	I	

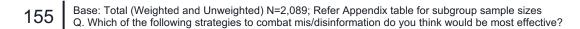
Legislative responses: Introduce legislation / regulation to deter, prevent and mitigate harm caused by mis/disinformation

LEGISLAT R	IVE & REG ESPONSE		,			Eff	ectiven	ess of s	trategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
				Intro	duce leg	islation	/ regulat	tion to de	eter, pre	vent and	d mitigate	e harm ca	used b	y mis/dis	sinforma	tion			
56%	54%	58%	44%	58%	55%	59%	56%	62%	55%	61%	49%	55%	56%	52%	58%	61%	58%	54%	Top 2 Box % Total Effective
15%	17%	14%	9%	17%	15%	19%	15%	16%	13%	22%	13%	14%	16%	19%	19%	22%	19%	16%	■ Very effective
41%	37%	44%	35%	41%	40%	40%	41%	46%	42%	39%	36%	41%	40%	33%	39%	39%	39%	38%	 Somewhat effective Not very effective
17%	18%	16%	15% 9%	11%	14%	20%	16%	14%	15%	15%	25%	19%	16%	13%	13%	17%	19%	20%	Not at all effective
7% 8%	8% 10%	5% 6% 14%	6% 26%	7% 7% 17%	12% 9%	6% 4%	6% 7% 15%	3% 9%	8% 11%	9% 9%	7% 10%	6% 9%	7% 7% 14%	11% 5% 18%	8% 7% 14%	4% 5%	9% 8%	8% 7%	Will cause more harm than good
12% Total	10% Male	Female	13-14 years	15-17 years	11% 18-21 years	11% 22-29 years	30-39 years	12% 40-49 years	12% 50-59 years	6% 60-64 years	10% 65 years+	11% NZ Pakeha / European	14% Māori	Pacific Island ethnicity	Other ethnicity	13% LGBTQIA	6%	10% Living with impair-	Not sure
	GEN	IDER					AGE						ETH)		IDENTIFIER	ment	



Legislative responses: Impose same academic standards on social media as apply to academically credible research

	IVE & REC ESPONSE	BULATORY	,			Eff	fectiven	ess of s	strategie	es to co	ombat m	is/disinf	ormatio	on					ANALYSIS SUBGROUP
				Im	ipose sai	me acad	emic sta	andards	on socia	l media	as apply	v to acade	mically	credible	e researc	h			
53%	48%	57%	47%	52%	52%	55%	53%	53%	48%	55%	55%	51%	57%	50%	57%	57%	64%	53%	Top 2 Box % Total Effective
14%	14%	14%	17%	14%	15%	17%	13%	12%	11%	21%	14%	13%	15%	15%	19%	16%	22%	16%	■ Very effective
39%	34%	43%	30%	38%	37%	38%	40%	41%	37%	0.40/	41%	38%	42%	35%	0.001/	41%		37%	Somewhat effective
		4070				0070				34%			,.		38%	4170	42%		Not very effective
18%	20%	16%	14% 10%	16%	19%	19%	13%	20%	20%	19%	20%	20%	15%	17%	14%	19%		20%	■ Not at all effective
9%	12%	6%	7%	7% 6%	14%	9%	9% 8%	7%	10%	12%	7%	9%	9%	5% 7%	10%	6%	13%	8%	Will cause
7%	8%	6%	23%	18%	4%	7%		6%	9%	7%	6%	7%	5%	21%	6%	4%	9% 6%	6%	more harm than good
13%	13%	14%		1070	11%	10%	16%	14%	13%	7%	12%	12%	14%		14%	13%	8%	12%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	7
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		



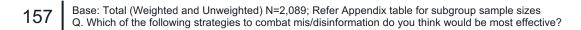
Legislative responses: Introduce legislation / regulation which censures people from sharing opinions online which others consider mis/disinformation

	IVE & REG	SULATORY S				Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinfo	ormatio	on					
		Inti	oduce l	egislatio	n / regula	ation wh	ich cens	sures pe	ople fror	n sharir	ng opinio	ns online	which	others c	onsider ı	mis/disir	nformatio	on	
38%	38%	38%	39%	42%	40%	46%	38%	39%	36%	41%	30%	37%	41%	42%	36%	41%	48%	37%	Top 2 Box %
11%	14%	9%	14%	15%	14%	18%	10%	9%	9%	11%	10%	10%	14%	14%	14%	16%	21%	14%	Very effective
27%	24%	29%	25%	27%	26%	28%	28%	30%	27%	30%	20%	27%	27%	28%	22%	25%	27%	23%	Somewhat effective
19%	18%	20%	19%	17%	25%	16%	15%	17%	19%	18%	24%	19%	18%	17%	20%	18%		19%	Not very effective
11%	13%	9%	10%	9%	10%	11%	11%	9%	12%	10%	13%	12%	11%	6%	11%	9%	16% 11%	13%	Not at all effective
20%	21%	20%	9%	14%	13%	18%	23%	21%	22%	23%	25%	22%	18%	17%	20%	21%	19%	19%	Will cause more harm
12%	10%	13%	23%	19%	12%	9%	13%	15%	11%	7%	8%	11%	12%	18%	13%	11%	6%	12%	than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	· NZ Pakeha / European	Māori	Pacific Island ethnicity	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair-	7
	GEN	IDER					AGE						ETH	(combined))		IDENTIFIER	ment	

156 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

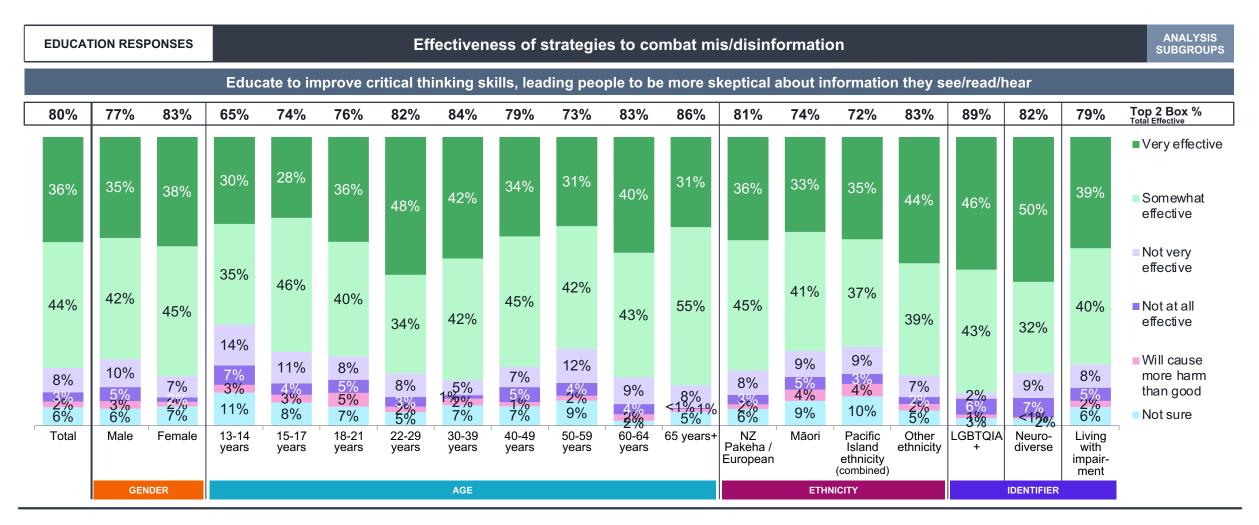
Legislative responses: Amend section 14 of the Bill of Rights Act 1990 to restrict freedom of speech

	IVE & REC	SULATORY				Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUP
Amen	d sectio	n 14 of th	e Bill of	Rights <i>i</i>								states: E sinions of				o freedor	n of expi	ression,	including the
29%	31%	27%	32%	40%	42%	34%	30%	31%	25%	27%	17%	26%	38%	39%	33%	33%	39%	31%	Top 2 Box % Total Effective
9%	11%	6%	11%	12%	13%	12%	11%	6%	8%	7%	4% 13%	7%	16%	17%	8%	12%	18%	12%	■ Very effective
20%	20%	21%	21%	28%	29%	22%	19%	25%	17%	20%	16%	19%	22%	22%	25%	21%	21%	19%	Somewhat effective
15%	17%	13% 9%	14%	15%		17%	14% 8%	14%	14% 10%	16%	14%	16% 11%	12%	12%	14%	17%	15%	15%	Not very effective
10%	11%		10%	5%	17%	12%	0 70	9%		10%			9%	7%	9%	6%	11%	11%	■ Not at all
32%	30%	34%	20%	23%	10% 17%	26%	33%	32%	40%	36%	38%	35%	27%	20%	28%	33%	29%	30%	effective
14%	11%	17%	24%	18%	14%	12%	16%	15%	11%	11%	13%	13%	13%	23%	17%	12%	7%	12%	more harm than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair-	
	GEN	IDER					AGE						ETH	(combined))		IDENTIFIER	ment	



vabble

Education responses: Educate to improve critical thinking skills, leading people to be more skeptical about information they see/read/hear



158 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

Education responses: Education about mis/disinformation

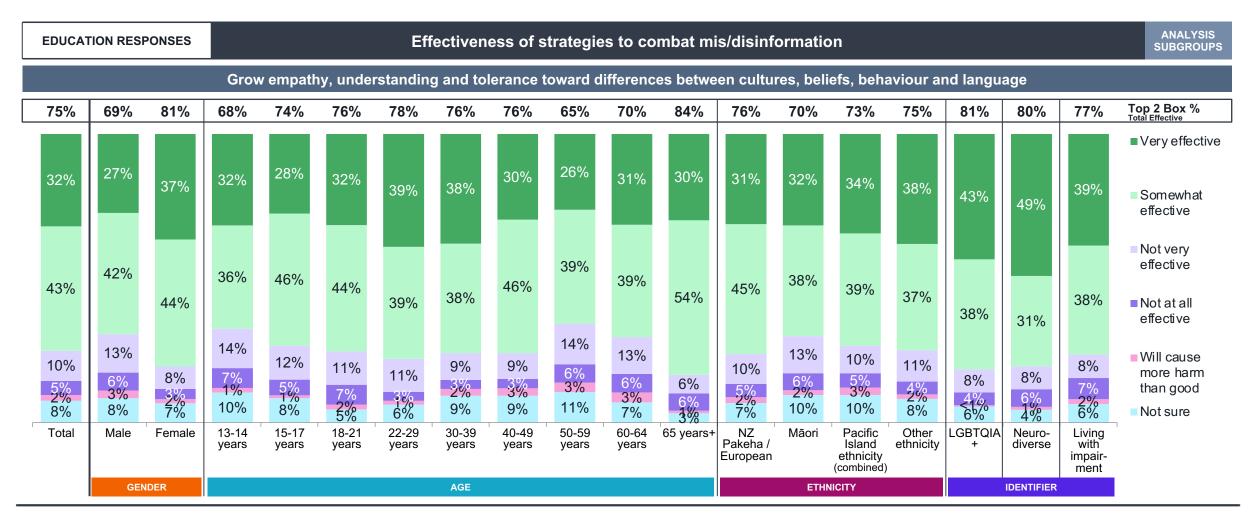
EDUCA	TION RESP	PONSES				Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinf	ormatio	on					ANALYSIS SUBGROUPS
								Educa	ition abo	out mis/o	disinform	nation							
78%	74%	83%	67%	73%	70%	79%	75%	82%	79%	79%	85%	81%	72%	68%	78%	85%	79%	78%	Top 2 Box % Total Effective
0.001	31%		30%	000/			31%	29%	31%		28%	200/	28%						Very effective
33%	31%	35%	0070	32%	36%	44%	5170	2070	31%	41%		32%	2070	40%	41%	39%	48%	36%	Somewhat effective
	43%		37%	41%	34%		44%		400/				44%	28%					Not very effective
45%	10,0	48%		,0		35%		53%	48%	38%	57%	49%		20 /0	37%	46%	31%	42%	Not at all effective
	11%		11%	11%	13%		10%						11%	11%					Will cause
9% 4%	5% 3%	6%	10% 4%	5% 2%	6%	10%	3%	7%	8% 7%	10%	6%	8%	6% 3%	7% 3%	10%	8%	13%	9% 4%	more harm than good
2% 7%	3% 6%	2% 7%	10%	2% 7%	6% 5%	4% 5%	9%	2% 8%	7% 2% 5%	4% 5%	2% 6%	<u>3</u> % 6%	3% 8%	11%	3% 4% 6%	4%	2% 5%	2% 7%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	· NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	1
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER	1	

159 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

Education responses: Education about topics / issues which are often the subject of mis/disinformation

EDUCAT	TION RESP	PONSES				Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
					Edu	cation al	oout top	ics / issu	ies whic	h are of	ten the s	ubject of	mis/dis	sinformat	tion				
78%	75%	81%	66%	68%	77%	79%	79%	80%	74%	78%	83%	78%	73%	74%	81%	86%	86%	77%	Top 2 Box %
31%	29%	33%	27%	26%	27%	42%	31%	28%	30%	32%	26%	29%	27%	33%	39%	39%	46%	33%	 Very effective Somewhat effective
47%	46%	48%	39%	42%	50%	37%	48%	52%	44%	46%	57%	49%	46%	41%	42%	47%	40%	44%	Not very effectiveNot at all effective
9% 4% 7%	11% 5% 3% 6%	8% 2% 7%	17% 5% 4% 9%	13% 5% 4% 10%	11% 5% 3%	12% 4% 4%	6% 2% 11%	9% 4% 5%	10% 7% 2% 6%	8% 4% 5% 5%	7% 2% 6%	9% 2% 6%	10% 5% 3% 9%	10% 6% 1% 9%	8% 2% 6%	7% 2%	8%	10% 4% 7%	 Will cause more harm than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +		Living with impair- ment	1
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		

Education responses: Grow empathy, understanding and tolerance toward differences between cultures, beliefs, behaviour and language

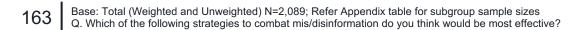


Academic responses: Increase funding for fact checking and evidence-based data

ACADE	MIC RESP	ONSES				Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
						In	crease f	unding f	or fact c	hecking	and evi	dence-ba	sed dat	a					
68%	66%	69%	56%	61%	66%	69%	70%	71%	60%	66%	77%	70%	61%	67%	66%	79%	75%	71%	Top 2 Box % Total Effective
23%	24%	21%	19%	22%	26%	30%	22%	22%	17%	23%	24%	22%	22%	21%	26%	35%	35%	32%	 Very effective Somewhat effective
45%	42%	48%	37%	39%	40%	39%	48%	49%	43%	43%	53%	48%	39%	46%	40%	44%	40%	39%	Not very effective
13% 6% 3% 11%	14% 8% 4% 9%	11% 4% 13%	16% 6% 2% 20%	14% 9% 4% 13%	19% 4% 8%	12% 7% 2% 9%	10% 4% 4% 13%	13% 2% 10%	13% 11% 3% 13%	10% 8% 4% 12%	11% 4% 8%	12% 5% 2% 11%	13% 8% 3% 14%	12% 8% 2% 11%	14% 6% 3% 10%	9% 3% 7%	14% 3% 5%	12% 6% 3% 9%	effective Will cause more harm than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	· NZ Pakeha / European	Māori ETH	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	

Academic responses: Increased funding for research into mis/disinformation

ACADE	MIC RESP	ONSES				Eff	ectiven	ess of s	trategie	es to co	mbat m	is/disinf	ormatio	on					ANALYSIS SUBGROUPS
							Increas	ed fundi	ng for re	search	into mis/	/disinforn	nation						
55%	56%	56%	48%	52%	50%	64%	57%	55%	50%	52%	58%	55%	54%	57%	58%	65%	64%	55%	Top 2 Box % Total Effective
15%	16%	15%	18%	15%	15%	20%	16%	13%	11%	21%	14%	14%	16%	17%	18%	19%	25%	20%	■ Very effective
40%	40%	41%	30%	37%	35%	44%	41%	42%	39%	31%	44%	41%	38%	40%	40%	46%	39%	35%	 Somewhat effective Not very effective
20%	20%	19%	17% 8%	20%	22%	16%	18%	23%	19%	21%	21%	20%	21%	16%	19%			21%	■ Not at all effective
9% 3% 12%	11% 4% 10%	8% 2% 15%	<mark>3%</mark> 24%	9% 3% 16%	11% 3% 14%	8% 1% 11%	8% 5% 11%	7% 3% 12%	15% 4% 12%	12% 3% 12%	8% 1% 12%	9% 3% 12%	10% 2% 13%	11% 4% 13%	7% 4% 12%	18% 2% 11%	23% 5% 1% 6%	10% 2% 12%	 Will cause more harm than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	- NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		



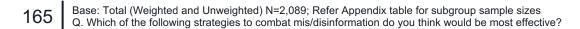
vabble

Community responses: Strengthen and encourage participation in "offline" communities like schools and clubs to create a sense of belonging

	MUNITY-DI ESPONSE					Eff	ectiven	ess of s	trategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
			Streng	then an	d encour	age part	icipatior	n in "offli	ne" com	munitie	es like sc	hools an	d clubs	to create	e a sense	e of belo	nging		
66%	62%	70%	57%	57%	60%	68%	67%	78%	60%	60%	70%	66%	67%	66%	65%	66%	70%	66%	Top 2 Box % Total Effective
22%	20%	24%	20%	23%	21%	26%	25%	26%	18%	20%	20%	21%	26%	28%	24%	27%	33%	25%	 Very effective Somewhat effective
44%	42%	46%	37%	34%	39%	42%	42%	52%	42%	40%	50%	45%	41%	38%	41%	39%	37%	41%	 Not very effective Not at all
15% 5% 12%	17% 7% 3% 11%	12% 4% 12%	18% 11% 2% 11%	16% 9% 2% 16%	16% 10% 1% 13%	18% 3% 10%	12% 5% 3% 13%	11% 3% 9%	15% 7% 3% 14%	18% 9% 2% 11%	14% 2% 10%	15% 2% 11%	11% 6% 2% 13%	12% 7% 1% 13%	15% 6% 2% 11%	16% 4% 13%	16% 6% 1% 8%	15% 5% 11%	effective Will cause more harm than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years AGE	40-49 years	50-59 years	60-64 years	65 years+	· NZ Pakeha / European	Māori Ethi	Pacific Island ethnicity (combined) NICITY	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	1

Community responses: Community driven initiatives to stimulate social change

	IUNITY-DF ESPONSE					Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinf	ormatio	on					ANALYSIS SUBGROUPS
							Commu	nity driv	en initia	tives to	stimulate	e social c	hange						
61%	56%	64%	55%	51%	57%	65%	59%	68%	55%	57%	62%	59%	66%	61%	62%	70%	70%	63%	Top 2 Box % Total Effective
16%	15%	16%	20%	16%	13%	20%	15%	14%	12%	16%	17%	14%	18%	23%	21%	16%	24%	21%	■ Very effective
45%	41%	48%	35%	35%	44%	45%	44%	54%	43%	41%	45%	45%	48%	38%	41%	54%	46%	42%	Somewhat effectiveNot very effective
16%	19%	12%	23%	19%	16%	470(15%		16%	20%	14%	16%	11%	9%	14%			12%	Not at all effective
7% 3% 14%	8% 4% 13%	6% 2% 15%	7% 1% 14%	8% 5% 18%	10% 4% 13%	17% 6% 1% 11%	5% 5% 16%	11% 1% 16%	12% 4% 14%	9% 6% 9%	7% 3% 14%	7% 3% 14%	6% 2% 14%	10% 2% 18%	6% 3% 14%	10% 6% 2% 12%	14% 6% 2% 8%	8% 3% 15%	 Will cause more harm than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +		Living with impair- ment	- NOT SUIC
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		





Community responses: Promote counter speech (seeks to undermine mis/disinformation by presenting an alternative narrative)

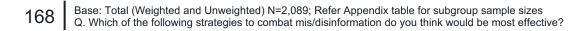
	IUNITY-DI ESPONSE					Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinf	ormatio	on					ANALYSIS SUBGROUPS
				Promot	te counte	er speecl	h (seeks	to unde	rmine m	is/disin ⁻	formatior	n by pres	enting a	n altern	ative nar	rative)			
55%	56%	53%	44%	48%	55%	57%	55%	60%	49%	54%	56%	53%	58%	53%	57%	59%	64%	57%	Top 2 Box % Total Effective
13%	14%	12%	17%	14%	14%	15%	14%	10%	11%	14%	13%	11%	15%	12%	15%	14%	23%	17%	■ Very effective
42%	42%	41%	27%	34%	41%	42%	41%	50%	38%	40%	43%	42%	43%	41%	42%	45%	41%	40%	 Somewhat effective Not very effective
19%	20%	18%	24% 10%	18% 6%	20%	20%	14%	17%	20% 6%	19%	23%	20%	14%	20%	17%	20%	15%	15%	Not at all effective
7% 4% 16%	8% 5% 12%	5% 3% 20%	3% 20%	6% 22%	11% 4% 10%	5% 4% 13%	9% 4% 17%	4% 3% 16%	6% 20%	8% 2% 17%	5% 2% 13%	7% 4% 16%	6% 3% 18%	5% 3% 20%	6% 4% 16%	5% 2% 15%	8% 2% 11%	8% 3% 17%	 Will cause more harm than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	· NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	1
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		

Community responses: Introduce a "trustworthiness" scoring system

	MUNITY-DI ESPONSE					Eff	ectiven	ess of s	trategie	es to co	ombat m	is/disinf	ormatio	on					ANALYSIS SUBGROUPS
							Inti	roduce a	"trustw	orthines	ss" scori	ng systei	m						
52%	53%	52%	49%	48%	54%	58%	53%	56%	44%	53%	51%	50%	56%	53%	58%	55%	60%	52%	Top 2 Box % Total Effective
15%	18%	13%	18%	16%	17%	23%	16%	17%	11%	19%	8%	14%	20%	16%	17%	18%	28%	20%	■ Very effective
37%	35%	39%	31%	32%	37%	35%	37%	39%	33%	34%	43%	36%	36%	37%	41%	37%	32%	32%	 Somewhat effective Not very effective
16%	16%	16%	17%	21%	13%	18%	16%	16%	16% 13%	17%	14%	17%	13%	14%	12%	17%	400/	17%	Not at all effective
10% 6%	12% 7%	8% 5%	11% 6%	8% 5%	13% 7%	8%	9% 9%	6% 3%	8%	12% 2%	14% 5%	11% 5%	9% 7%	10% 4%	11% 5%	6% 3%	19% 9%	9% 4%	Will cause more harm
16%	12%	19%	17%	18%	14%	4% 12%	13%	18%	19%	16%	17%	16%	15%	20%	14%	20%	4% 9%	19%	than good Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	· NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	1
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER	I	

Platform responses: Improved moderation (i.e. moderating content for inappropriate or offensive content and removing it)

	INE PLATE					Eff	ectiven	less of s	strategie	es to co	ombat m	is/disinf	ormatio	on					ANALYSIS SUBGROUPS
				Impro	ved mod	leration	(i.e. moo	derating	content	for inap	propriate	or offen	sive co	ntent and	d removi	ng it)			
9%	11%	6%	11%	12%	11%	7%	8%	8%	13%	10%	5%	7%	11%	11%	10%	7%	9%	9%	Top 2 Box % Total Effective
4% 5% 8% 9%	5% 6% 6% 11%	3% 10% 8%	5% 6% 11%	8% 4% 12%	6% 5% 8%	4% 3% 6% 10%	2% 6% 9% 9%	5% 3% 7% 7%	5% 8% 6% 8%	4% 6% 5% 8%	3 % 10% 10%	3% 4% 7% 9%	6% 5% 8%	5% 6% 12%	5% 5% 7% 10%	3% 4% 4% 6%	5% 4% 6% 13%	5% 4% 10%	 Very effective Somewhat
31%	29%	33%	17%	10% 26%	14% 28%	35%	27%	31%	26%	41%	36%	32%	11% 31%	9% 31%	28%	36%	35%	36%	effective ■ Not very effective
			27%																■ Not at all effective
43%	42%	44%	34%	41%	39%	43%	47%	48%	46%	36%	39%	44%	39%	36%	44%	47%	38%	36%	Will cause more harm than good
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	Not sure
	GEI	NDER					AGE						ETH	NICITY			IDENTIFIER		



Platform responses: Make it easier for users to report mis/disinformation and get it removed

-	NE PLATF ESPONSE					Eff	ectiven	ess of s	trategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
						Make it	easier fo	or users	to repor	t mis/dis	sinforma	tion and	get it re	moved					
78%	74%	82%	63%	66%	68%	76%	74%	84%	77%	84%	86%	81%	74%	66%	76%	83%	74%	77%	Top 2 Box % Total Effective
37%	35%	40%	29%	28%	33%	38%	31%	400/	35%		41%	39%	37%	35%	36%	40%	42%	40%	 Very effective Somewhat
								43%		49%	- 1 /0					1070	4270	1070	effective
			34%	38%	35%		43%							31%					Not very effective
41%	39%	42%	4.40/			38%	+070	41%	42%	35%	45%	42%	37%	8%	40%	43%	32%	37%	■ Not at all effective
7% 4% 5%	8% 5% 6%	6% 3%	14% 8% 3%	10% 7% 6%	12% 9% 2%	8% 5% 4%	6% 1% 9%	4% 3% 6%	7% 4% 6%	4% 3% 4%	6%	7% 3% 4%	8% 5% 5%	7% 5%	7% 5% 5%	4% 4% 5%	10% 6% 4%	7% 5% 3%	Will cause more harm than good
7%	6%	7%	12%	11%	7%	7%	9%		7%		3%	6%	7%	14%	7%		7%	7%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		

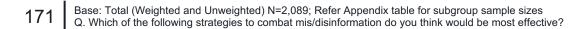
Platform responses: Online content hosts improve their ability to identify and remove bots

	NE PLATF ESPONSE					Eff	ectiven	ess of s	trategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
						Online	content	hosts in	nprove t	heir abi	lity to ide	entify and	remov	e bots					
76%	73%	78%	67%	65%	68%	77%	78%	80%	70%	81%	78%	77%	70%	66%	73%	84%	77%	75%	Top 2 Box % Total Effective
	0.4.9/		27%	26%	26%				28%				29%	29%	0.00/				■ Very effective
33%	31%	34%				36%	35%	35%	2070	40%	33%	33%	29%	2370	32%	36%	38%	36%	Somewhat effective
43%	42%	4.40/	40%	39%	42%	440/	400/		42%		450/	440/	41%	37%	41%			39%	Not very effective
10,0		44%		13%		41%	43%	45%		41%	45%	44%		7%		48%	39%	39%	Not at all effective
8%	10%	7%	12%	5%	13%	9%	5%		8% 4%			0.0/	8% 5%	6% 2%	9%		00/	8%	Will cause
3%	4% 4%	2%	8% 1%	5%	8% 4%	3%	5%	8%	4% 4%	4% 4%	9% <1%	8% <u>3</u> %	5%		4% 4%	6%	9% 5%	4%	more harm than good
10%	9%	12%	12%	13%	4% 7%	8%	9%	7% 8%	14%	4% 8%	12%	9%	11%	18%	10%	6%	5% 3% 6%	11%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	1
	GEI	NDER					AGE						ETH	NICITY			IDENTIFIER		

170 Base: Total (Weighted and Unweighted) N=2,089; Refer Appendix table for subgroup sample sizes Q. Which of the following strategies to combat mis/disinformation do you think would be most effective?

Platform responses: Online content hosts responsible for telling users when they are engaging with unverified content

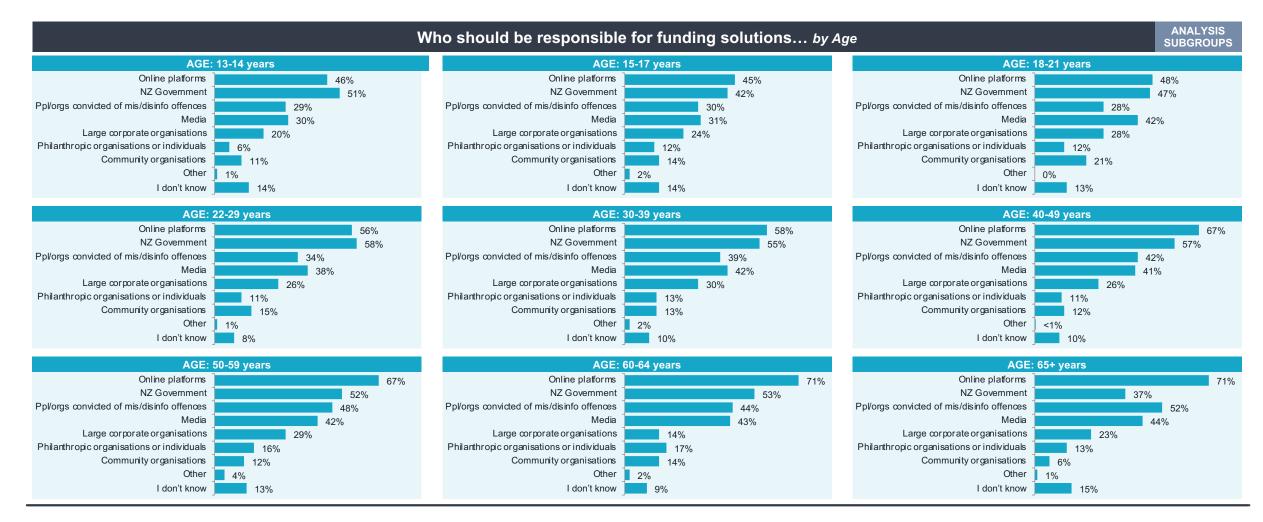
	NE PLATF ESPONSE					Eff	ectiven	ess of s	strategie	es to co	ombat m	is/disinfo	ormatio	on					ANALYSIS SUBGROUPS
				Onli	ne conte	nt hosts	respons	sible for	telling u	sers wh	nen they a	are engaç	ging wit	h unveri	fied cont	tent			
71%	68%	73%	57%	62%	58%	68%	67%	76%	72%	80%	78%	72%	67%	65%	69%	70%	67%	69%	Top 2 Box % Total Effective
30%	27%	0.00/	22%	22%	22%	30%	29%	29%	30%			30%	31%	0.001/	30%	27%			■ Very effective
3078		33%				30 %	2070	2070	30 78	34%	38%	30 %	3170	32%	30 /8		38%	35%	Somewhat effective
	41%		35%	40%	36%		38%						/						Not very effective
41%	4170	40%				38%	30%	47%	42%	46%	40%	42%	36%	33%	39%	43%	29%	34%	■Not at all
			15%	13%	17%		1001						4.004	10%					effective
12%	13%	11%	10%	7%	10%	16%	12%	10%	8%			13%	12%	6%	11%	10%	11%	11%	Will cause
5% 4%	6% 5%	4%	4%	5%	2%	5% 3%	5% 6%	4%	6% 5%	6% 4%	13%	5% 3%	7% 5%	4%	6% 4%	6% 3%	6% 5%	6% 3%	more harm than good
9%	8%	2%	14%	13%	12%	3% 8%	11%	2% 9%	8%	4% 7%	2%	3% 8%	9%	14%	10%	10%	11%	12%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	T
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		



Platform responses: Online content hosts use algorithms and artificial intelligence (automated instructions and machine learning) remove mis/disinformation

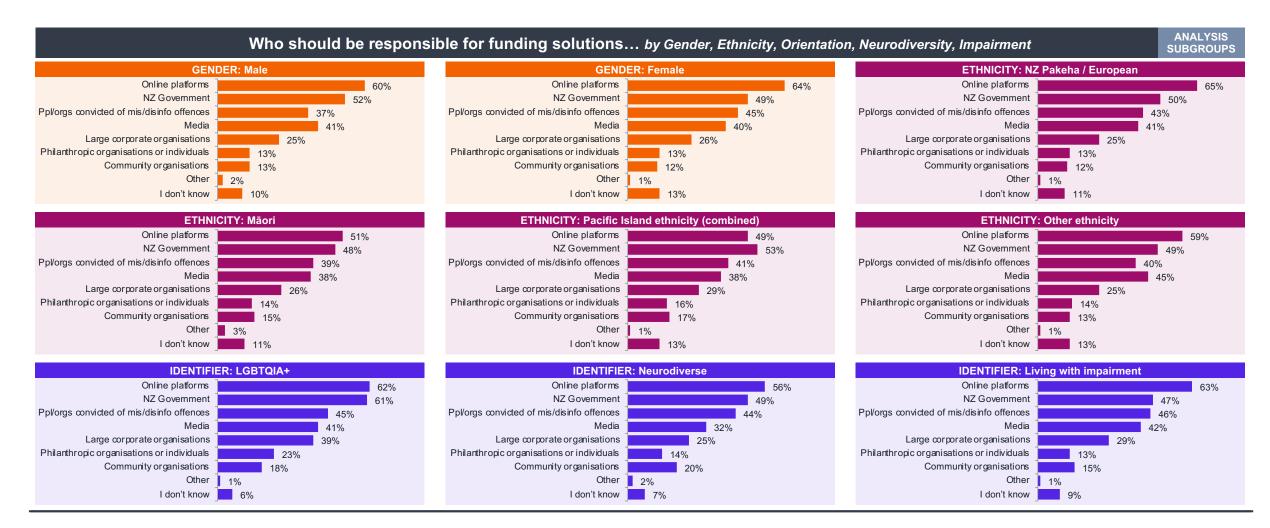
	NE PLATF ESPONSE					Eff	ectiven	ess of s	trategie	es to co	ombat m	is/disinfe	ormatio	on					ANALYSIS SUBGROUPS
		Online	content	hosts us	se algorit	thms and	d artificia	al intellig	ence (au	utomate	ed instruc	tions and	d machi	ine learni	ing) rem	ove mis/	disinforn	nation	
61%	59%	62%	52%	57%	59%	63%	63%	67%	56%	63%	56%	61%	56%	57%	63%	65%	59%	59%	Top 2 Box % Total Effective
20%	18%	21%	25%	20%	19%	22%	19%	18%	18%	22%	20%	19%	18%	26%	20%	22%	27%	23%	■ Very effective
																			Somewhat effective
41%	41%	41%	27%	37%	40%	41%	44%	49%	38%	41%	36%	42%	38%	31%	43%	43%	32%	36%	Not very effective
			19%	11%					14%		14%			13%					■ Not at all
13%	15%	11%		8%	17%	15%	10%	8%	14 %	13%	4%	12%	16%		10%	14%	14%	13%	effective
5% 8%	6% 9%	4% 6%	9% 3%	8%	5% 8%	<mark>4%</mark> 7%	3% 12%	5% 6%	7%	5% 7%	7%	5% 8%	4% 9%	4% 5%	5% 8%	4% 7%	6% 10%	6% 6%	Will cause more harm than good
14%	11%	17%	18%	16%	11%	11%	12%	14%	17%	12%	18%	14%	14%	21%	14%	11%	11%	16%	Not sure
Total	Male	Female	13-14 years	15-17 years	18-21 years	22-29 years	30-39 years	40-49 years	50-59 years	60-64 years	65 years+	NZ Pakeha / European	Māori	Pacific Island ethnicity (combined)	Other ethnicity	LGBTQIA +	Neuro- diverse	Living with impair- ment	1
	GEN	IDER					AGE						ETH	NICITY			IDENTIFIER		

The proportion who believe the platforms should fund solutions increases with age, with 71% of those aged 65+ saying they should take responsibility, compared to just 46% of those aged 13-14 years





Females are more likely than males to say that perpetrators should fund solutions







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Appendix



Sample Sizes – Total

	Analysis Subgrou	ips		
		Weighted Base	Unweighted Base	%
TOTAL SAMPLE		2,089	2,089	100%
GENDER	Male	1,019	854	49%
GLINDEN	Female	1,070	1,235	51%
	13-14 years	72	151	3%
	15-17 years	107	285	5%
	18-21 years	142	149	7%
	22-29 years	299	390	14%
AGE	30-39 years	331	277	16%
	40-49 years	326	211	16%
	50-59 years	318	253	15%
	60-64 years	134	124	6%
	65 years +	360	249	17%
	NZ Pakeha / European	1,515	1,379	73%
	Māori	287	413	14%
ETHNICITY	Pacific Island ethnicity (combined) Including (Samoan, Cook Island, Niuean, Fijian, Tokelau, other)	132	216	6%
	Other ethnicity	360	374	17%
LGBTQIA+ (INCLUDES OTHER, NOT LISTED)	LGBTQIA+	168	197	8%
NEURODIVERSE	Neurodiverse	204	239	10%
DISABILITY (POPULATION WITH AT LEAST ONE IMPAIRMENT)	Living with impairment	544	477	26%

Access Subgroups

		Weighted Base	Unweighted Base	%
TOTAL SAMPLE		2,089	2,089	100%
	Up to an hour a day	232	204	11%
HOW FREQUENTLY	1-3 hours a day	629	596	30%
DO YOU USE THE	3-5 hours a day	619	611	30%
INTERNET	5-8 hours a day	367	398	18%
	More than 8 hours a day	242	280	12%
	Several times a day	992	1,066	48%
HOW FREQUENTLY DO YOU USE SOCIAL	Most days	583	562	28%
MEDIA	Once or twice a week	177	175	8%
	Less often	337	286	16%
	Several times a day	551	457	26%
HOW FREQUENTLY DO YOU USE ONLINE	Most days	745	656	36%
NEWS	Once or twice a week	334	379	16%
	Less often	459	597	22%
	TV News	439	417	21%
MAIN SOURCE OF	Online News	809	696	39%
NEWS	Social Media	380	497	18%
	Other Sources	460	479	22%



Sample Sizes – Heard the term 'misinformation' or 'disinformation' before today

	Analysis Subgroups		
		Weighted Base	Unweighted Base
TOTAL SAMPLE		1,908	1,865
GENDER	Male	931	760
GENDER	Female	977	1,105
	13-14 years	51	108
	15-17 years	92	245
	18-21 years	126	131
	22-29 years	260	344
AGE	30-39 years	301	251
	40-49 years	305	195
	50-59 years	295	232
	60-64 years	128	117
	65 years +	348	242
	NZ Pakeha / European	1,428	1,272
	Māori	243	351
ETHNICITY	Pacific Island ethnicity (combined) Including (Samoan, Cook Island, Niuean, Fijian, Tokelau, other)	111	178
	Other ethnicity	313	328
LGBTQIA+ (INCLUDES OTHER, NOT LISTED)	LGBTQIA+	158	183
NEURODIVERSE	Neurodiverse	182	217
DISABILITY (POPULATION WITH AT LEAST ONE IMPAIRMENT)	Living with impairment	492	432

Access Subgroups Weighted Unweighted Base Base TOTAL SAMPLE 1,865 1,908 Up to an hour a day 203 166 1-3 hours a day 572 529 HOW FREQUENTLY DO YOU USE THE 3-5 hours a day 578 561 INTERNET 5-8 hours a day 362 340 More than 8 hours a day 215 247 Several times a day 907 963 HOW FREQUENTLY Most days 529 500 DO YOU USE SOCIAL Once or twice a week 156 145 MEDIA Less often 317 257 Several times a day 524 425 HOW FREQUENTLY Most days 696 610 DO YOU USE ONLINE Once or twice a week 299 335 NEWS Less often 389 495 TV News 396 365 765 Online News 648 MAIN SOURCE OF NEWS Social Media 342 449 Other Sources 405 403



Sample Sizes – Have used platform in the last 12 months

			٦	Total			
		Weighted Base	Unweighted Base			Weighted Base	Unweighte Base
	Facebook	1,646	1,656	Television news	NZ television news	1,145	1,003
	Twitter	442	429	relevision news	Overseas television news	483	387
Social media platforms	Tiktok	575	778	Print newspapers	NZ print publications	546	463
provenue.	Snapchat	543	700	Print newspapers	Overseas print publications	138	113
	Instagram	1,047	1,158	Online news	NZ online news sites	1,174	1,043
	Youtube including YouTubeKids	953	964	Online news	Overseas online news sites	601	495
Online video hosting services	Dailymotion	62	64	Radio	NZ radio stations	972	845
	Twitch	143	155	Kaulo	Overseas radio stations	94	68
	Facebook Messenger	1,346	1,346	Podcasts	NZ podcasts	260	261
	WhatsApp	859	812	Foucasis	Overseas podcasts	343	316
Messaging &	Skype	235	202		Conversations with family members online	876	881
calling apps	Viber	128	124	Conversations	Conversations with friends online	866	895
	WeChat	90	84	Conversations	Conversations with colleagues at	000	090
	Discord	218	240		work/school online	598	621
	LinkedIn	521	434				
Other	Reddit	302	293				
	Pinterest	402	449				
	Dating apps	103	104				



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Sample Sizes – Have experienced effect in last 12 months

Effect	Weighted Base	Un- weighted Base	
Positive impacts on wellbeing			
Satisfaction	154	192	
Validation of own views & opinions	292	328	
Amusement	699	662	
Belonging	52	71	
Acceptance	101	116	
Popular, well liked	44	61	
Accomplishment	32	39	
Strengthened relationships	38	52	
Psychological impacts			
Anxiety	378	403	
Loneliness	73	97	
Low self-esteem	86	123	
Fear	219	241	
Overwhelm	177	212	
Confusion	448	492	
Difficulty thinking clearly	77	94	
Self-harm	12*	21	
Suicide ideation	16*	25	

Total

Effect	Weighted Base	Un- weighted Base	
Physiological impacts			
Upset stomach	50	51	
Headache	104	119	
Muscle tension	75	66	
Chest pain	25*	27	
Fatigue	91	92	
Low energy	116	135	
Insomnia	79	86	
Frequent colds or illness	14*	17	
Behavioural impacts			
Over/under eating	52	71	
Easily agitated or angry	182	178	
Increased use of drugs, alcohol or tobacco	32	36	
Social withdrawal	152	186	
Exercise more/less often	75	89	
Distrust in so-called experts	262	245	

Effect	Weighted Base	Un- weighted Base
Relationship impacts		
Increased arguments	170	168
Relationship insecurities or breakup	37	53
Low libido	25*	26
Loss of trust	250	247
Infidelity	6**	7
Financial impacts		
Increased spending	33	43
Failure to pay bills	20*	30
Worsening financial difficulty	34	42
Poor financial decisions	42	57
Law impacts		
Unlawful behaviour (e.g. abuse, threats, harassment, violence, stealing)	16*	17
Employment impacts		
Worsening performance at work	26*	25
Poor decision making at work	24*	30
Deterioration in work relationships	42	41
Loss of employment	11*	13