

Mis and Disinformation

Ofcom

Project Mis and Disinformation

Fieldwork 4000 completes plus ethnicity booster

Methodology Online

Survey length 15 minutes

Sample composition 16+ year olds politically representative of UK internet users
based on age, gender, region, SEG.

YouGov Intro:

This survey is on the topic of how you get news and information and what you think about it, and the results will be used to inform our client.

Your YouGov Account will be credited with XX points for completing the survey. We have tested the survey and found that, on average it takes around 15 minutes to complete. This time may vary depending on factors such as your Internet connection speed and the answers you give.

Please click the forward button below to continue.

[*\[next page\]*](#)

Thank you for taking part in this research. Our client is Ofcom who is the UK's communications regulator who are responsible for regulating TV, radio, telecoms, postal services, video on demand services and video sharing platforms, and is also the regulator for online safety in the UK.

The information we collect within this survey, as well as other personal information you have already given us through your YouGov membership will help Ofcom to gain a better understanding of different users' attitudes and experiences online. Please be aware that some information collected from you may be 'sensitive' in nature, for example information about your sexual orientation, ethnicity, or religion. There is no obligation to answer these questions, you will have the option to 'skip' if you'd prefer not to respond.

Unless we specifically ask for your permission to do otherwise, YouGov will only share anonymous data with our client. This means that they will not be able to identify you from the information they receive. All personal data you have given us will strictly be used for research and analysis purposes only.

You have the right to withdraw your consent to process the information you have provided at any time during or after the research. You may exit the survey at any time and your data will not be included in the results shared with our client. If you would like to withdraw your consent after completing the survey, please contact YouGov at ORPwithdrawal@yougov.com

If you are happy to continue on the basis described above, please give your consent by ticking the box below

[SCREEN OUT IF CONSENT BOX NOT TICKED]

SECTION 1: DEMOGRAPHICS

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[gender_how_identify_feb19] Which of the following describes how you think of yourself?

- <2> Male
- <1> Female
- <3 if 0> Intersex
- <4 if 0> Agender
- <5 if 0> Genderfluid
- <6 if 0> Non-binary/ Non-conforming
- <7 if 0> Unsure
- <8> In another way [gender_how_identify_feb19_open] {open}
- <991> Prefer not to say

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[gender_same_assigned_feb19] Is your gender identity the same gender identity you were assigned at birth?

- <1> Yes, it is
- <2> No, it is not
- <3> Unsure
- <991> Prefer not to say

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[SINGLE]

[sexuality] {single varlabel = 'Sexuality' spd_category="sex"} Which of the following best describes your sexuality?

- <1> Heterosexual
- <2> Gay or lesbian
- <3> Bisexual
- <4> Other
- <5> Prefer not to say

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[age] {open-int varlabel="Age"} What is your age?

[ASK ALL][THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Multiple]

[Omnibus_Parents] {multiple varlabel = 'Parents Omni One'} Are you the parent/ guardian of children of any of the following ages? (Please select all that apply. If you do not have any children, please select the "Not applicable" option)]

- <1> Under 6 months old
- <2> Between 6 and 12 months old
- <3> 1 year old
- <4> 2 years old
- <5> 3 years old
- <6> 4 years old
- <7> 5 years old
- <8> 6 years old
- <9> 7 years old
- <10> 8 years old
- <11> 9 years old
- <12> 10 years old
- <13> 11 years old
- <14> 12 years old
- <15> 13 years old
- <16> 14 years old
- <17> 15 years old
- <18> 16 years old
- <19> 17 years old
- <20> 18 years old
- <21> Older than 18 years old
- <99 fixed xor> Not applicable - I do not have any children

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

{Single}

[profile_GOR] {single varlabel="Region lived"} UK regions and countries lived in [calculated from postcode]

- <1> North East
- <2> North West
- <3> Yorkshire and the Humber
- <4> East Midlands
- <5> West Midlands
- <6> East of England
- <7> London
- <8> South East
- <9> South West
- <10> Wales
- <11> Scotland
- <12> Northern Ireland

<13 if 0> Non UK & Invalid

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[ONS_urban_uk] {single varlabel="Living in Urban / Rural / Town and Fringe"} Grouped Urban for England, Scotland, Wales and Northern Ireland

<1> Urban

<2> Town and Fringe

<3> Rural

<4> NI

<10> Uncoded

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[Single]

[empstat_cie] {single varlabel="Employment status – Household CIE"} Which of the following best describes the employment status of the Chief Income Earner in your household? If they are self-employed please classify this as working full or part time depending on the amount of hours worked on average.

<1> Working full time (30 or more hours per week)

<2> Working part time (8 - 29 hours per week)

<3> Working part time (Less than 8 hours a week)

<4> Full time student

<5> Retired

<6> Unemployed

<7> Not working

<8> Looking after the home and/ or family

<9> Full time carer

<10> Receiving sickness benefit

<11> Other

<99 if 0> Not applicable

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST THREE MONTH]

[Single]

[profile_household_size] {single varlabel="Household size"} How many people, including yourself, are there in your household? Please include both adults and children.

<1> 1

<2> 2

<3> 3

<4> 4

<5> 5

<6> 6

<7> 7

<8> 8 or more

- <9> Don't know
- <10> Prefer not to say

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST THREE MONTH]

[Single]

[profile_household_children] {single varlabel="Household size - number of children"} How many of the people in your household are under 18?

- <1> 0
- <2> 1
- <3> 2
- <4> 3
- <5> 4
- <6> 5 or more
- <7 if 0> 6 or more
- <8> Don't know
- <9> Prefer not to say

[ASK ALL]

[Multiple]

D7. Which of these – if any – impact or limit your daily activities (including your use of online platforms) or the work you can do? Please select all that apply.

1. Hearing? Poor hearing, partial hearing, or are deaf
2. Eyesight? Poor vision, colour blindness, partial sight, or are blind
3. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.
5. Breathing? Breathlessness or chest pains
6. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Difficulty with speech? e.g. due to stroke, stutter or stammer
8. Social behaviour? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.
9. Your mental health? Anxiety, depression, or trauma-related conditions, for example
10. Other illnesses/ conditions which impact or limit your daily activities or the work you can do (please state – optional)
11. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do [Exclusive]
12. Prefer not to say [Exclusive]
13. Don't know [Exclusive]

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Single]

[ethnicity_new] What ethnic group best describes you? Please select one option only. (We ask the question in this way so that it is consistent with Census definitions.)

- <1> English / Welsh / Scottish / Northern Irish / British
- <2> Irish
- <3> Gypsy or Irish Traveller
- <4> Any other White background
- <5> White and Black Caribbean
- <6> White and Black African
- <7> White and Asian
- <8> Any other Mixed / Multiple ethnic background
- <9> Indian
- <10> Pakistani
- <11> Bangladeshi
- <12> Chinese
- <13> Any other Asian background
- <14> African
- <15> Caribbean
- <16> Any other Black / African / Caribbean background
- <17> Arab
- <18 fixed> Any other ethnic group
- <19 fixed> Prefer not to say

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[Multiple]

[foreign_languages_spoken]{multiple columns=2 varlabel = "Languages spoken"} Which, if any, of the following languages can you speak? Please select all that apply. As a guide, think about the languages you know well enough to read a newspaper or listen to the radio news.

- <6> Arabic
- <4> Bengali
- <7> French
- <15> German
- <5> Gujarati
- <22> Hindi
- <12> Italian
- <14> Lithuanian
- <21> Chinese (Mandarin/Cantonese)
- <20> Nepalese
- <2> Panjabi
- <16> Persian/Farsi
- <1> Polish
- <8> Portuguese
- <23> Punjabi
- <18> Romanian
- <19> Russian
- <13> Somali
- <9> Spanish
- <17> Tagalog/Filipino
- <10> Tamil
- <24> Thai

<11> Turkish
<3> Urdu
<95 fixed> Other
<96 fixed xor> Don't know
<97 fixed xor> Not applicable – I don't speak any other languages
<99 fixed xor> None of these

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]
[SINGLE]

[First_Language_2020] {single varlabel = "First language spoken" columns=2} Which, if any, of the following languages is your native language? By native language, we meant the language that you were exposed to from birth or within the critical period in childhood learning and you are using the most.

<1> English
<2> Arabic
<3> Bengali
<4> Cebuano
<5> Cantonese
<6> Cayman Creole
<7> Cornish
<8> French
<9> German
<10> Gujarati
<11> Gaelic
<12> Greek
<13> Hindi
<14> Italian
<15> Irish
<16> Lithuanian
<17> Llanito
<18> Malay
<19> Mandarin
<20> Nepalese
<21> Persian/Farsi
<22> Pitkern
<23> Polish
<24> Portuguese
<25> Punjabi
<26> Romanian
<27> Russian
<28> Scots
<29> Scottish Gaelic
<30> Shelta
<31> Somali
<32> Spanish
<33> Tagalog/Filipino

<34> Tamil
<35> Thai
<36> Turkish
<37> Turks-Caicos Creole
<38> Urdu
<39> Ulster-Scots
<40> Welsh
<97 fixed> Other
<98 fixed xor> Don't know

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]
[SINGLE]

[Profile_religion] Do you regard yourself as belonging to any particular religion, and if so, to which of these do you belong?

<1> No, I do not regard myself as belonging to any particular religion.
<2> Yes - Church of England/Anglican/Episcopal
<3> Yes - Roman Catholic
<4> Yes - Presbyterian/Church of Scotland
<5> Yes - Methodist
<6> Yes - Baptist
<17> Yes – Orthodox Christian
<18> Yes - Pentecostal (e.g. Assemblies of God, Elim Pentecostal Church, New Testament Church of God, Redeemed Christian Church of God)
<19> Yes - Evangelical – independent/non-denominational (e.g. FIEC, Pioneer, Vineyard, Newfrontiers)
<7> Yes - United Reformed Church
<8> Yes - Free Presbyterian
<9> Yes - Brethren
<10> Yes - Judaism
<11> Yes - Hinduism
<12> Yes - Islam
<13> Yes - Sikhism
<14> Yes - Buddhism
<15> Yes - Other
<16> Prefer not to say

[ASK ALL
[SINGLECODE]

D11a. What is the combined annual income of your household, prior to tax being deducted per week?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

1. Up to £199
2. From £200 to £299
3. From £300 to £499

4. From £500 to £699
5. From £700 to £999
6. From £1,000 to £1,499
7. £1,500 or above
8. Don't know
9. Prefer not to say

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[SINGLE]

[profile_gross_household] {single varlabel="Income - gross household"} Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?

- <1> under £5,000 per year
- <2> £5,000 to £9,999 per year
- <3> £10,000 to £14,999 per year
- <4> £15,000 to £19,999 per year
- <5> £20,000 to £24,999 per year
- <6> £25,000 to £29,999 per year
- <7> £30,000 to £34,999 per year
- <8> £35,000 to £39,999 per year
- <9> £40,000 to £44,999 per year
- <10> £45,000 to £49,999 per year
- <11> £50,000 to £59,999 per year
- <12> £60,000 to £69,999 per year
- <13> £70,000 to £99,999 per year
- <14> £100,000 to £149,999 per year
- <15> £150,000 and over
- <16> Don't know
- <17> Prefer not to answer

[ASK ALL] [THIS IS A PDL, ONLY ASK THOSE WHO HAVE NEVER ANSWERED IT OR HAVEN'T ANSWERED IT IN THE PAST SIX MONTH]

[SINGLE]

[profile_education_level] {single varlabel="Education qualification (highest attained)"} What is the highest educational or work-related qualification you have?

- <1> No formal qualifications
- <2> Youth training certificate/skillseekers
- <3> Recognised trade apprenticeship completed
- <4> Clerical and commercial
- <5> City & Guilds certificate
- <6> City & Guilds certificate - advanced
- <7> ONC
- <8> CSE grades 2-5
- <9> CSE grade 1, GCE O level, GCSE, School Certificate
- <10> Scottish Ordinary/ Lower Certificate
- <11> GCE A level or Higher Certificate
- <12> Scottish Higher Certificate

- <13> Nursing qualification (e.g. SEN, SRN, SCM, RGN)
- <14> Teaching qualification (not degree)
- <15> University diploma
- <16> University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
- <17> University or CNAA higher degree (e.g. M.Sc, Ph.D)
- <18> Other technical, professional or higher qualification
- <19> Don't know
- <20> Prefer not to say

SECTION 2: PLATFORM USAGE AND INFORMATION ENVIRONMENT

ASK ALL

[Multiple]

[RANDOMISE]

Q1. We'd like you to think about where you get your news and information. In the last 4 weeks, have you seen, heard or read information about news and information from any of the following sources? Please select all that apply.

- <1> A printed copy of a newspaper
- <2> A newspaper's website
- <3> A news website not associated with a newspaper
- <4> A news app on a mobile or tablet device
- <5> Email newsletters or RSS feeds
- <6> Social network websites or apps
- <7> Blogs not associated with major media organisations
- <8> TV
- <9> Radio
- <10> Word of mouth
- <11> Podcasts
- <12> Search engines
- <13> Other
- <97 fixed xor> In the past 4 weeks, I haven't seen, heard, or read information from any sources
- <96 fixed xor> Don't know

IF CODE 6 SELECTED AT Q1

ASK IF SOCIAL MEDIA SELECTED AT SOURCES QUESTION ABOVE

[Multiple]

[RANDOMISE]

Q2. Which social network websites and apps have you used in the past 4 weeks for news and information? Please select all that apply.

1. Facebook
2. Instagram
3. LinkedIn
4. Reddit

5. Snapchat
6. Threads
7. TikTok
8. Tumblr
9. Twitch
10. Viber
11. WhatsApp
12. X (formerly known as
Twitter)
13. YouTube
14. Other social media
platforms (Please specify)
98. Don't know[EXCLUSIVE]

ASK IF CODE 2, 3 OR 4 SELECTED AT Q1

NOTE TO THE SCRIPTER GROUP AND RANDOMIZE WITHIN THE SET TOGETHER ASK IF ONLINE NEWS WEBSITES SELECTED AT SOURCES QUESTION ABOVE

[Multiple]

Q3a. Which online news websites and apps have you used in the past 4 weeks? Please select all that apply.

Online news from broadcasters

1. BBC News online
2. ITV or ITN News online
3. Channel 4 News online
4. Sky News online
5. CNN Online
6. NBC News online
7. CBS News online
8. GB News online
9. LBC online
10. TalkTV online
38. Other – Please specify [OPEN] [FIXED]

Online newspapers

11. The Sun online
12. The Daily Mail online
13. The Daily Star online
14. The Daily Express online
15. The Daily Mirror online
16. The Guardian/Observer online
17. The Independent online
18. The i online
19. The Times/Sunday Times online
20. The Telegraph online

21. The Financial Times online
22. The Metro online
23. The Evening Standard online
24. The New York Times online
25. The Washington Post online
26. Any local newspaper websites
39. Other – Please specify [OPEN] [FIXED]

Other sources of online news

27. Time.com online
28. The Week online
29. Private Eye website
30. The Economist online
31. HuffPost online
32. BuzzFeed website
33. Vice online
34. The LAD Bible online
35. Joe.co.uk online
36. Personal blog
37. The Spectator online
40. Other – Please specify [OPEN] [FIXED]
- 98 Don't know [EXCLUSIVE]

ASK IF CODE 8 SELECTED AT Q1:

[Multiple]

[RANDOMISE]

Q3b. Which TV sources have you used in the last 4 weeks for news and information? Please select all that apply.

- <1> The BBC
- <2> ITV/STV/UTV
- <3> Channel 4
- <4> Channel 5
- <5> S4C
- <6> Sky
- <7> GB News
- <8> Other UK news channels [FIXED]
- <9> International news channels, for example Al Jazeera or CNN [FIXED]
98. Other – please state [EXCLUSIVE]
99. Don't know [EXCLUSIVE]

IF CODE 9 SELECTED AT Q1:

[Multiple]

[RANDOMISE]

Q3c. Which radio sources have you used in the last 4 weeks for news and information? Please select all that apply.

- <1> Commercial radio (e.g. Heart, Capital etc)

<2> Non-commercial radio (e.g. BBC Radio 1, Radio Scotland etc)

98. Other – please state [EXCLUSIVE]

99. Don't know [EXCLUSIVE]

ASK WHO CODED ANY SOURCE CODE 1-13 AT Q1

[Multiple]

[RANDOMISE]

Q4 In the past 4 weeks, have you seen, heard of or read any news or information relating to any of the following topics? Please select all that apply.

1. Health or medical information
2. UK politics including the general election
3. International politics and current affairs
97. Other - please specify [FIXED]
98. Not Applicable - I haven't seen, heard of, or read any news or information about any topic [EXCLUSIVE]
99. Don't know [EXCLUSIVE]

SECTION 3: ONLINE BEHAVIOUR, EXPERIENCES AND IMPACTS

ASK ALL SELECTED CODE 1-97 AT Q4

Q5. In the past 4 weeks, have you seen, heard, or read anything about the following topics that you consider to be...

TOP OF THE GRID (RANDOMISE)

SHOW ALL SELECTED TOPIC CODE 1-3 AT Q4

1. Health or medical information [IF CODE 1 SELECTED AT Q4]
2. UK politics including the general election [IF CODE 2 SELECTED AT Q4]
3. International politics and current affairs [IF CODE 3 SELECTED AT Q4]
97. Other [pipe in the text from code 97 at Q4] [FIXED][NOTE TO THE SCRIPTER IF ONLY CODE 97 SELECTED SKIP TO Q10]

SIDE OF THE GRID (RANDOMISE)

1. ...written misinformation or disinformation, i.e. **false or misleading stories, claims or assertions, e.g. "fake news"**
2. ...fake or deceptive images/videos **e.g. deep fakes**
98. None of these [EXCLUSIVE]
99. Don't know [EXCLUSIVE]

IF CODE 1 OR 2 SELECTED FOR HEALTH OR MEDICAL INFORMATION AT Q5

Q6a. You mentioned that you had encountered misinformation or fake, deceptive images about **health or medical information** [BOLD] in the last 4 weeks. Please describe what you saw, heard, or read, providing as much detail as possible in the box below.

OPEN TEXT BOX

Q6b. IF CODE 1 OR 2 SELECTED FOR UK POLITICS INCLUDING GENERAL ELECTIONS AT Q5

You mentioned that you had encountered misinformation or fake, deceptive images about **UK politics including the general election** [BOLD] in the last 4 weeks. Please describe what you saw, heard, or read, providing as much detail as possible in the box below.

OPEN TEXT BOX

Q6c. IF CODE 1 OR 2 INTERNATIONAL POLITICS AND CURRENT AFFAIRS AT Q5

You mentioned that you had encountered misinformation or fake, deceptive images about **international politics and current affairs** [BOLD] in the last 4 weeks. Please describe what you saw, heard, or read, providing as much detail as possible in the box below.

OPEN TEXT BOX

ASK IF CODE 1 OR 2 SELECTED FOR ANY OF THE THREE TOPIC [CODE 1-3 AT Q4] AT Q5
SIDE OF THE GRID (RANDOMISE SAME ORDER AS Q4)
SHOW TOPICS IF CODE 1-2 SELECTED AT Q5

1. Health or medical information
2. UK politics including the general election
3. International politics and current affairs

TOP OF THE GRID

[SINGLE]

Q7. On a scale of 1-5, where 1 is “Made me think twice” and 5 is “Did not make me think twice,” to what extent did any of the information that you considered to be false or misleading about the following topics make you think twice about the issue?

1. Made me think twice
- 2.
- 3.
- 4.
5. Did not make me think twice
6. Don't Know

IF CODE 1 OR 2 SELECTED FOR ANY OF THE THREE TOPIC [CODE 1-3 AT Q4] AT Q5

Q8. How concerned are you about the impact on yourself of false or misleading information relating to the following topics?

SIDE OF THE GRID (RANDOMISE SAME ORDER AS Q4)

SHOW TOPICS IF CODE 1-2 SELECTED AT Q5

1. Health or medical information
2. UK politics including the general election
3. International politics and current affairs

TOP OF THE GRID

[SINGLE]

1. Very concerned
2. Slightly concerned

3. Neither concerned nor unconcerned
4. Slightly unconcerned
5. Not at all concerned
99. Don't know

ASK IF CODE 1 OR 2 SELECTED FOR ANY OF THE THREE TOPIC [CODE 1-3 AT Q4] AT Q5

Q9. How concerned are you about the impact on society of false or misleading information relating to the following topics?

**ASK IF CODE 1 OR 2 SELECTED FOR ANY OF THE TOPIC AT Q5
SIDE OF THE GRID (RANDOMISE SAME ORDER AS Q4)**

SHOW TOPICS IF CODE 1-2 SELECTED AT Q5

1. Health or medical information
2. UK politics including the general election
3. International politics and current affairs

TOP OF THE GRID

[SINGLE]

1. Very concerned
2. Slightly concerned
3. Neither concerned nor unconcerned
4. Slightly unconcerned
5. Not at all concerned
99. Don't know

ASK IF CODE 1 OR 2 SELECTED FOR ANY CODE 1-97 AT Q5

[Multiple]

[RANDOMISE]

IF SEEN MISINFORMATION OR DEEP FAKES IN PAST 4 WEEKS

Q10. Please indicate where you have seen, heard or read the information that you considered to be false or misleading in the past 4 weeks. Please select all that apply.

1. Television channels and/or associated websites/apps
2. Printed newspapers and/or associated websites/apps
3. Radio
4. Online (other types of website/app including social media)
5. In person
98. Other **[FIXED]**
99. Don't know **[EXCLUSIVE]**

IF CODE 1 SELECTED AT Q10

MULTIPLE

[RANDOMISE SAME ORDER AS Q3B]

Q11. Please state the television channel or channels and/or associated websites/apps on which you came across the information that you considered to be false or misleading information. Please select all that apply.

<1> The BBC

- <2> ITV/STV/UTV
- <3> Channel 4
- <4> Channel 5
- <5> S4C
- <6> Sky
- <7> GB News
- <8> Other UK news channels [FIXED]
- <9> International news channels, for example Al Jazeera or CNN [FIXED]
- 98. Other – please state [EXCLUSIVE]
- 99. Don't know [EXCLUSIVE]

IF CODE 2 SELECTED AT Q10

MULTIPLE
[RANDOMISE]

Q12. Please state the newspaper or newspapers and/or associated websites/apps where you came across the information that you considered to be false or misleading information. Please select all that apply.

1. The Sun
 2. The Daily Mail
 3. The Daily Star
 4. The Daily Express
 5. The Daily Mirror
 6. The Guardian/Observer
 7. The Independent
 8. The i
 9. The Times/Sunday Times
 10. The Telegraph
 11. The Financial Times
 12. The Metro
 13. The Evening Standard
 14. The New York Times
 15. The Washington Post
 16. Any local newspaper websites
98. Other – please specify
99. Don't know [EXCLUSIVE]

IF CODE 3 SELECTED AT Q10

MULTIPLE
[RANDOMISE SAME ORDER AS Q3C]

Q13. Please state the radio station or stations on which you came across the information that you considered to be false or misleading information. Please select all that apply.

- <1> Commercial radio (e.g. Heart, Capital etc)
- <2> Non-commercial radio (e.g. BBC Radio 1, Radio Scotland etc)
- 98. Other – please state [EXCLUSIVE]
- 99. Don't know [EXCLUSIVE]

IF CODE 4 SELECTED AT Q10

MULTIPLE

[RANDOMISE SAME ORDER AS Q2]

Q14. Please state the online sources, websites, or apps, including social media platforms, where you came across the information that you considered to be false or misleading. Please select all that apply.

1. Facebook
 2. Instagram

 3. LinkedIn
 4. Reddit
 5. Snapchat
 6. Threads
 7. TikTok
 8. Tumblr
 9. Twitch
 10. Viber
 11. WhatsApp
 12. X (formerly known as
Twitter)
 13. YouTube
98. Other – Please specify
99. Don't know **[EXCLUSIVE]**

ASK ALL WHO HAVE SEEN ANY MIS/DIS OR DEEPPAKES

IF CODE 1 OR 2 SELECTED FOR ANY TOPIC OR OTHER AT Q5

MULTIPLE

[RANDOMISE]

Q15. Thinking about the most recent piece of false or misleading information that you have come across, why do you consider this information to be false or misleading? Please select all that apply

1. The look and feel of the information made me think it was untrustworthy
 2. The person or organisation that posted or created the information has previously shared false or misleading information
 3. I checked the information against trustworthy sources
 4. I know the facts about this topic, which are different from this view
 5. It was flagged or reported as false by others
98. Other **[FIXED]**
99. Don't know **[EXCLUSIVE]**

ASK ALL WHO HAVE SEEN ANY MIS/DIS OR DEEPPAKES

IF CODE 1 OR 2 SELECTED FOR ANY TOPIC OR OTHER AT Q5

Q16. As a result of coming across this type of misleading information or fake deceptive images how has your trust in the following news and information services changed? Please indicate whether you are more likely to trust them, less likely to trust them, or if your trust remains about the same.?

SIDE OF THE GRID

[RANDOMISE]

1. The BBC and its online services
2. Other UK public service broadcasters (ITV, STV, UTV as well as Channel 4, Channel 5 and S4C) and their online services [ALWAYS SHOW AFTER CODE 1]
3. Local news sources (such as local radio, television or newspapers)
4. National newspapers
5. Social media
6. Friends and family (word of mouth)

TOP OF THE GRID

SINGLE

1. More likely to trust
2. About the same
3. Less likely to trust
99. Don't know

ASK ALL

[Multiple]

Q17. Please indicate whether you have heard of or use any of the fact-checker websites or tools listed below.

TOP OF THE GRID

SINGLE

1. Use regularly
2. Use occasionally
3. Used once or twice
4. Heard of but do not use
5. Never heard of
99. Don't know

SIDE OF THE GRID

RANDOMISE ORDER:

1. BBC Verify
2. Channel 4 News FactCheck
3. Full Fact
4. Fact Check NI
5. NewsGuard
6. The Ferret

ASK ALL

[Multiple]

[RANDOMISE]

Q18. If you come across an article or piece of content online that you think might be untrue, what do you typically do? Please select all that apply.

1. Ask family or friends their opinion in person
2. Share online or via messaging to ask family or friends for their opinion
3. Check the comments section to see what others are saying about it
4. Look for information on an established news website (e.g. BBC website, Sky website)

5. Use a search engine to find information on authoritative sources (e.g. scientific journals or official sources related to the topic)
6. Use a fact checking tool or website (e.g. Full Fact or NewsGuard)
7. Comment on the post to let people know that the content might be untrue
8. Ignore the content and move on [FIXED]
9. Something else (please state) [Open]
99. Don't know [EXCLUSIVE]

SECTION 4: ATTITUDES AND EXPERIENCES

ASK ALL

[RANDOMISE]

SIDE OF THE GRID

Q19. When considering information online, how confident are you in judging the following?

1. Whether an image, audio or video has been created by Artificial Intelligence (AI)
2. Whether statistics to support claims are being used accurately
3. Whether sources of information are likely to be truthful or not, and the reasons for this

TOP OF THE GRID

SINGLE

1. Very confident
2. Fairly confident
3. Neither confident nor not confident
4. Not very confident
5. Not at all confident
6. Don't know

ASK ALL

Q20. Below are a range of statements that people have said in relation to information and news. To what extent do you agree or disagree with the following statements regarding information and news? Please indicate your level of agreement or disagreement below, if applicable.

TOP OF THE GRID

SINGLE

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
99. Don't know

SIDE OF THE GRID

RANDOMISE ORDER:

SPLIT IN 2 PAGES AND DISPLAY MAX 5 PER PAGE

1. I trust eyewitness video footage more than photos or written articles
2. The more a news story is edited, the less it's likely to be true
3. Important stories are deliberately covered up by traditional news sources

4. Journalists usually follow codes of practice to encourage accurate and ethical content
5. It is important to check different sources if you are unsure whether a news story is true
6. Online information will always include a mix of reliable and unreliable information
7. I rarely consider whether the information I see online is true or false
8. I am interested in learning how to check the accuracy of online information
9. I am interested in learning how to determine if an image or video is a “deep fake” (created using Artificial Intelligence)
10. I find it hard to know which information to trust online

**ASK ALL
SINGLE**

Q21. How strongly do you agree or disagree that the following can be trusted to report information objectively and factually? Please indicate your level of agreement or disagreement below, if applicable.

**TOP OF THE GRID
SINGLE**

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree
99. Don't know

**SIDE OF THE GRID
RANDOMISE ORDER**

1. UK Newspapers and their associated websites
2. The BBC
3. Other UK public service broadcasters (ITV, STV, UTV, Channel 4, Channel 5 and S4C) and their associated websites [SHOW ALWAYS AFTER CODE 2]
4. Other established UK TV channels (e.g. Sky News) [SHOW ALWAYS AFTER CODE 3]
5. Newer UK TV news channels (e.g. GB News) [SHOW ALWAYS AFTER CODE 4]
6. Fact-checking organisations (e.g. Full Fact or Newsguard)
7. UK government organisations
8. Scientists
9. The NHS

SECTION 5: IDENTIFYING REAL AND FAKE INFORMATION

ASK ALL

Q22. Here are some statements on current affairs topics that we have adapted from a range of online sources. We will show you a range of true and false statements and we want to know whether you think each is true or false.

Please indicate whether you think the following statements are:

**TOP OF THE GRID
SINGLE**

1. Definitely true
2. Probably true
3. Probably false
4. Definitely false
99. Don't know

SIDE OF THE GRID RANDOMISE ORDER

1. The Covid-19 vaccinations contain microchips to control people
2. The Covid-19 virus spread from the city of Wuhan in China
3. There is significant evidence of large-scale electoral fraud in the UK
4. In the UK, it is possible for a political party with less than 50% of the overall votes to win a general election and form a government
5. Regardless of who is officially in charge of governments and other organisations, there is a single group of people who secretly control the world together
6. Ukraine is a sovereign state which is being invaded by Russia

END OF THE SURVEY

Separate page:

Thank you for taking part in this research. Our client is Ofcom who is the UK's communications regulator who are responsible for regulating TV, radio, telecoms, postal services and online video sharing platforms and is also the regulator for online safety in the UK. The research findings will help Ofcom to gain a better understanding of different users' attitudes and experiences online.

The following websites are useful resources to check the reliability of information:

- [FactCheck – Channel 4 News](#)
- https://www.bbc.com/news/reality_check
- [Full Fact](#)
- [Home - FactCheckNI](#)
- [NewsGuard - Transparent Reliability Ratings for News and Information Sources \(newsguardtech.com\)](#)
- [The Ferret | Good journalism changes things](#)

If you would like to withdraw your consent after completing the survey, please contact YouGov at ORPwithdrawal@yougov.com

Please note that once your data has been anonymised and shared with Ofcom, you will not be able to withdraw your data from the anonymous dataset.

You can find out more about our privacy policy here: <https://account.yougov.com/gb-en/account/privacy-policy>