

Report for Mozilla survey on misinformation

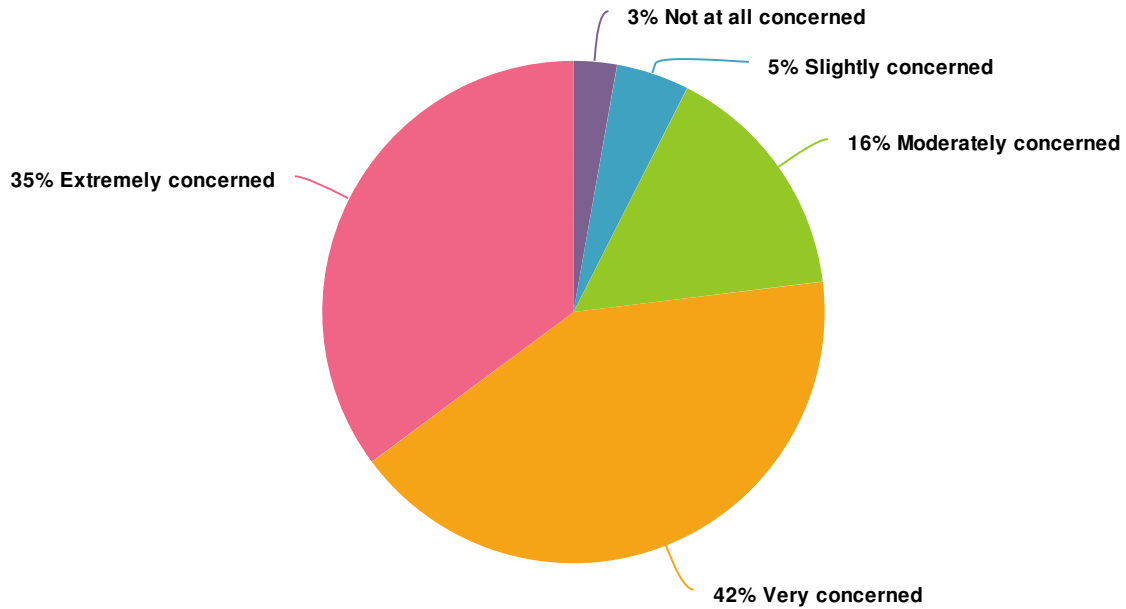
Response Counts



Totals: 58,468

1. How concerned are you with online *misinformation and **disinformation?

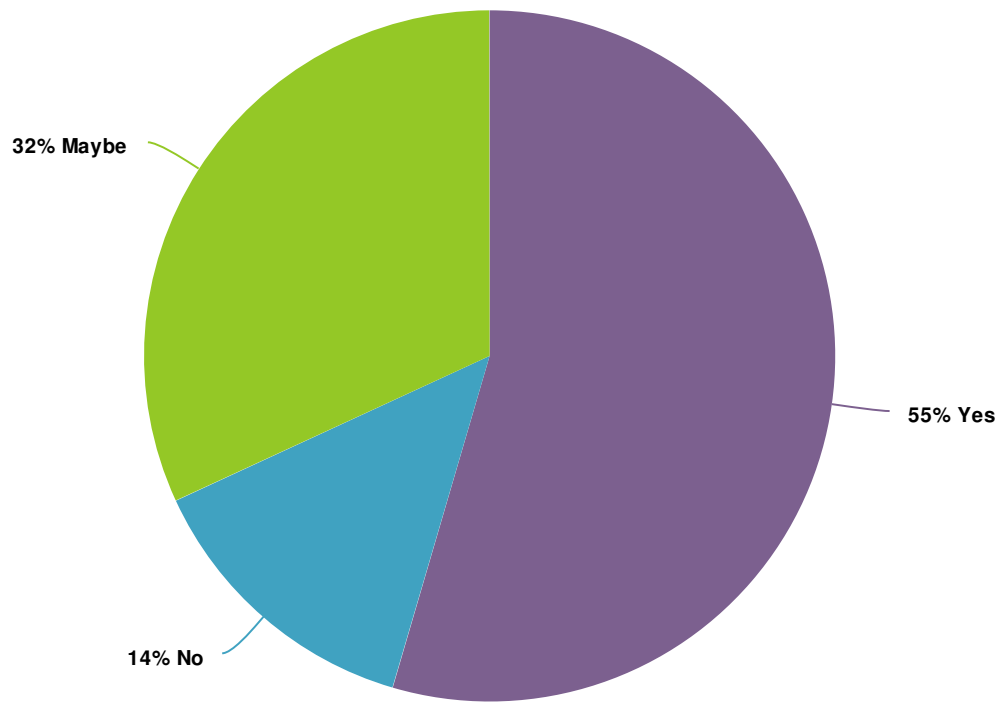
*Misinformation refers to false or misleading information presented as truth that’s shared mistakenly by people who are unaware that it’s false. **Disinformation refers to false, inaccurate, or misleading information designed, presented, and promoted to intentionally cause public harm or for profit.


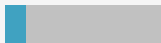



Value	Percent	Responses
Not at all concerned	2.8%	1,611
Slightly concerned	4.7%	2,736
Moderately concerned	15.6%	9,089
Very concerned	41.8%	24,459
Extremely concerned	35.2%	20,554

Totals: 58,449

2. Do you think you have seen misinformation while using the internet in the last week?



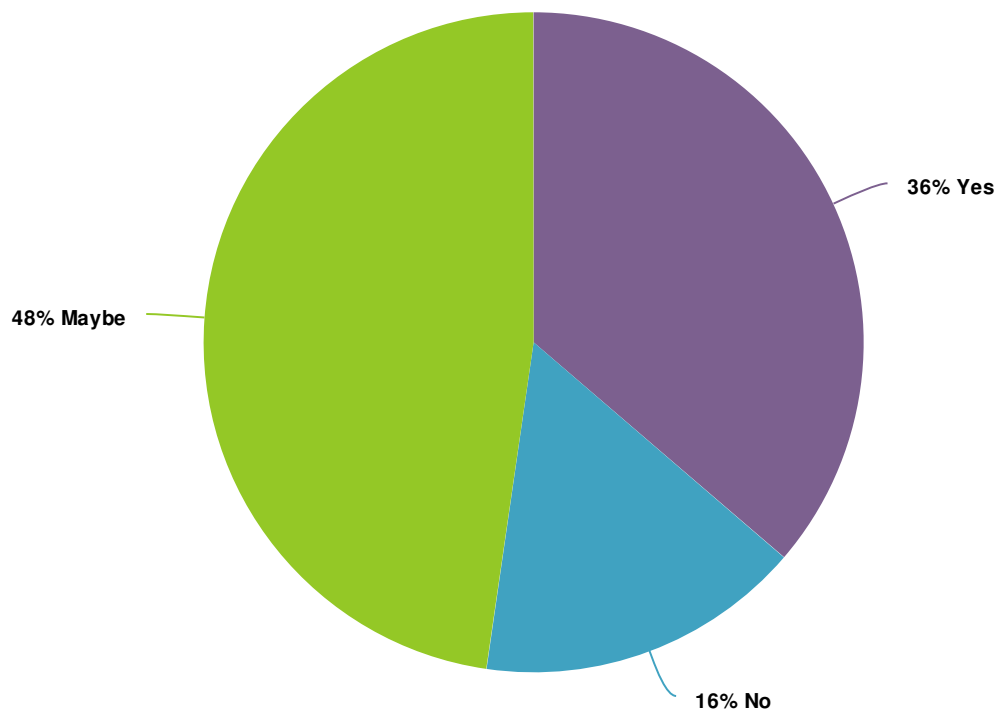
Value		Percent	Responses
Yes		54.6%	30,905
No		13.6%	7,680
Maybe		31.9%	18,060




Totals: 56,645

3. How familiar are you with these terms? 1 = not at all familiar, 5 = very familiar

	1	2	3	4	5	Responses
Filter bubble						
Count	32,462	5,755	6,169	4,593	6,421	55,400
Row %	58.6%	10.4%	11.1%	8.3%	11.6%	
Misinformation						
Count	2,131	2,746	7,920	14,323	28,966	56,086
Row %	3.8%	4.9%	14.1%	25.5%	51.6%	
Disinformation						
Count	3,548	3,351	8,152	13,506	27,033	55,590
Row %	6.4%	6.0%	14.7%	24.3%	48.6%	
Algorithmic curation						
Count	26,777	7,115	7,983	6,191	6,935	55,001
Row %	48.7%	12.9%	14.5%	11.3%	12.6%	
Fake News						
Count	1,893	1,668	4,904	11,267	36,294	56,026
Row %	3.4%	3.0%	8.8%	20.1%	64.8%	
Targeted Advertising						
Count	2,071	1,635	4,574	11,492	35,945	55,717
Row %	3.7%	2.9%	8.2%	20.6%	64.5%	
Clickbait						
Count	14,935	4,771	6,266	7,463	21,634	55,069
Row %	27.1%	8.7%	11.4%	13.6%	39.3%	
Totals						
Total Responses						56086


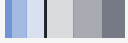




4. Do you think thwarting the spread of misinformation online is possible?




Value		Percent	Responses
Yes		36.3%	20,576
No		16.0%	9,068
Maybe		47.7%	26,994

Totals: 56,638

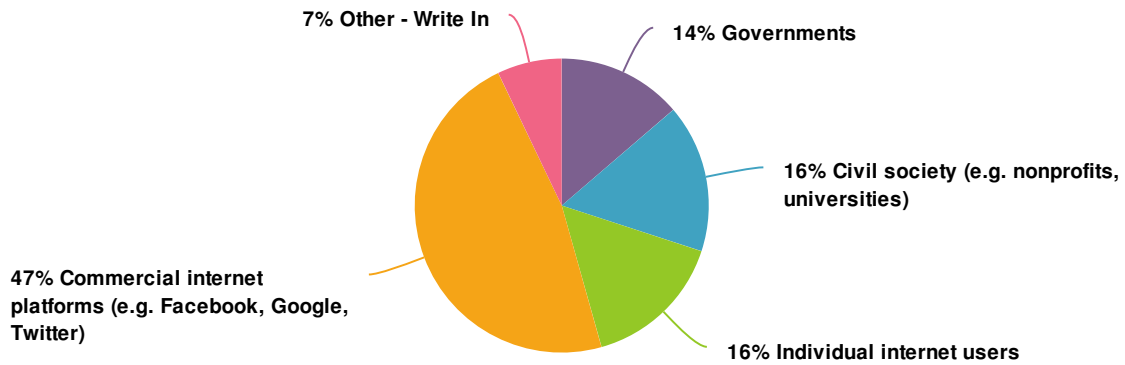
5. Whose job do you think it is to tackle misinformation? Rank these in order of responsibility (1 = most responsible, 6 = least responsible):

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Commercial internet platforms (e.g. Facebook, Google, Twitter)	1		191,462	44,831
Press/journalists	2		184,870	46,300
Individual internet users	3		163,667	43,546
Governments	4		160,058	41,903
Civil society (e.g. nonprofits, universities)	5		146,539	41,004
Other (write in "Comments" section below)	6		48,275	18,667



 Lowest Rank Highest Rank

6. Who do you think is best equipped to solve the misinformation problem?

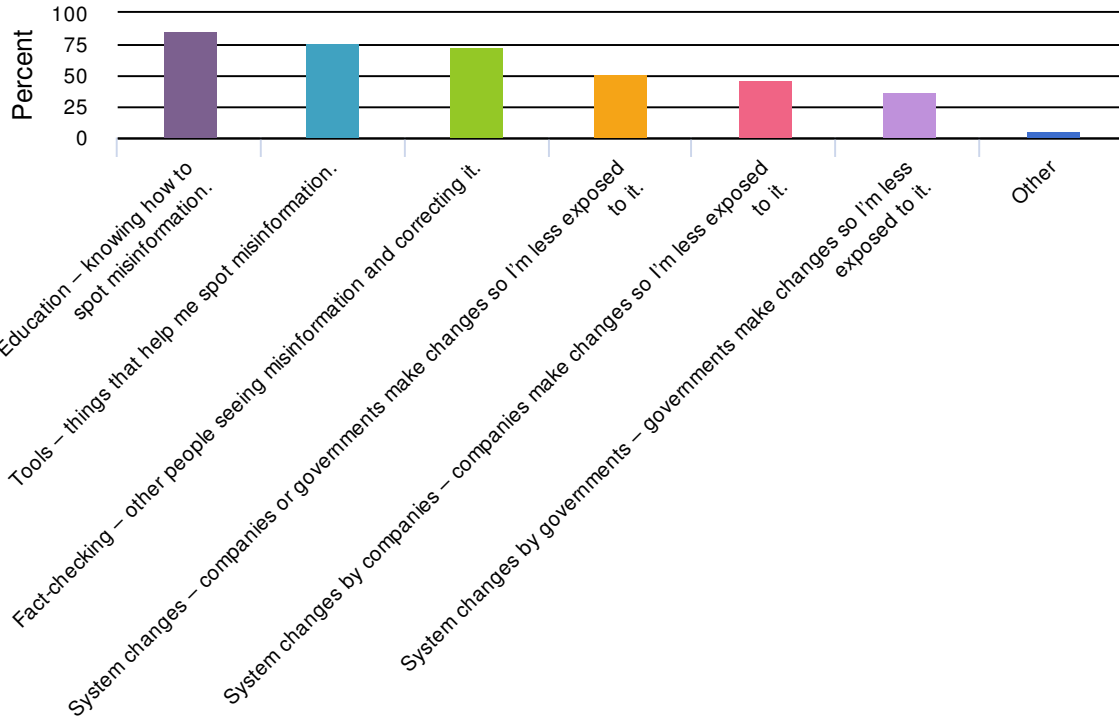


Value	Percent	Responses
Governments	13.7%	7,664
Civil society (e.g. nonprofits, universities)	16.3%	9,074
Individual internet users	15.6%	8,728
Commercial internet platforms (e.g. Facebook, Google, Twitter)	47.2%	26,329
Other - Write In	7.1%	3,980
		Totals: 55,775

7. Do you agree or disagree with the following statements:

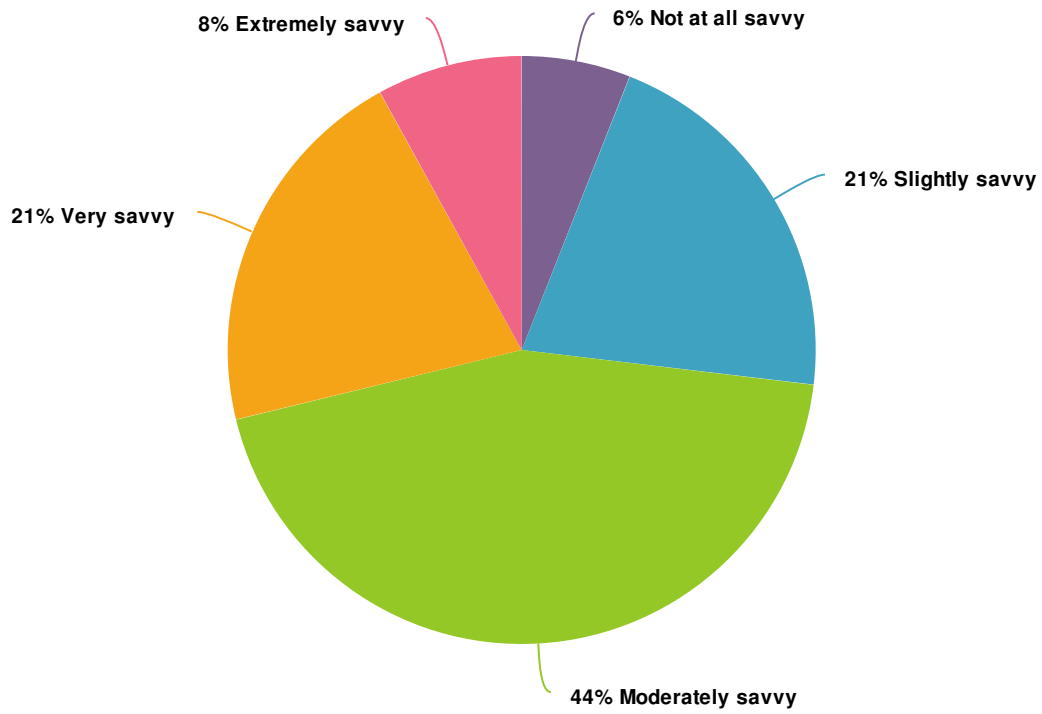
	Agree	Disagree	Responses
Data collected about me online benefits me. Count Row %	7,996 14.5%	47,153 85.5%	55,149
Data collected about my browsing habits can be used to target me with disinformation. Count Row %	51,066 91.9%	4,494 8.1%	55,560
I feel like my online activity is being watched. Count Row %	43,973 79.4%	11,425 20.6%	55,398
Having my data collected provides a benefit to society as a whole. Count Row %	8,017 14.6%	46,975 85.4%	54,992
I am always asked for my consent before data is collected about me online. Count Row %	9,966 18.0%	45,332 82.0%	55,298
I feel that I understand what data is being collected about me and who has access to it. Count Row %	11,695 21.2%	43,503 78.8%	55,198
It's OK for companies to buy or sell information about me or my interests. Count Row %	5,940 10.8%	49,240 89.2%	55,180
My trust in news and political information has decreased. Count Row %	45,660 82.7%	9,584 17.3%	55,244
Totals Total Responses			55560

8. What do you think would be useful to you to help tackle misinformation (select all that apply)?



Value	Percent	Responses
Education – knowing how to spot misinformation.	85.5%	47,809
Tools – things that help me spot misinformation.	76.3%	42,662
Fact-checking – other people seeing misinformation and correcting it.	74.1%	41,435
System changes – companies or governments make changes so I'm less exposed to it.	52.0%	29,076
System changes by companies – companies make changes so I'm less exposed to it.	47.2%	26,381
System changes by governments – governments make changes so I'm less exposed to it.	37.2%	20,799
Other	5.5%	3,092

9. How tech savvy would you say you are?



Value	Percent	Responses
Not at all savvy	6.0%	3,338
Slightly savvy	20.9%	11,684
Moderately savvy	44.3%	24,768
Very savvy	20.8%	11,662
Extremely savvy	8.0%	4,499

Totals: 55,951