

GLOBAL VIEWS ON A.I. AND DISINFORMATION

Perception of Disinformation Risks
in the Age of Generative A.I.

A 29-country global survey

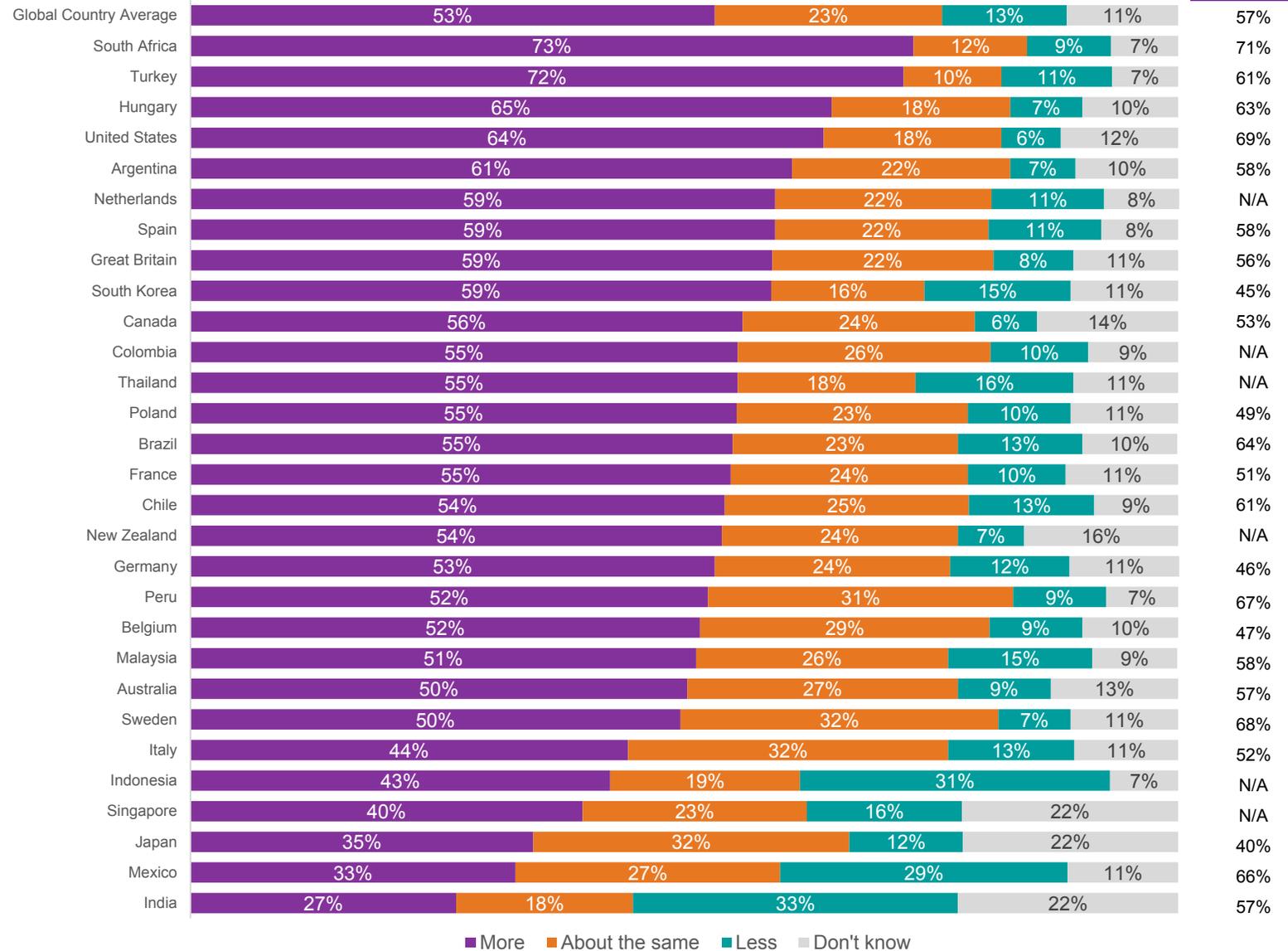
October 2023

GAME CHANGERS



A majority think there is more lying and misuse of facts in politics and media than there was 30 years ago... But without any dramatic overall change in the past few years

Q. Do you think there is more, less or about the same amount of lying and misuse of facts in politics and media in ... than there was 30 years ago?



These are the results of a 29-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, April 21 and Friday, May 5, 2023. For this survey, Ipsos interviewed a total of 21,816 adults aged 18 years and older in India, 18-74 in Canada, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

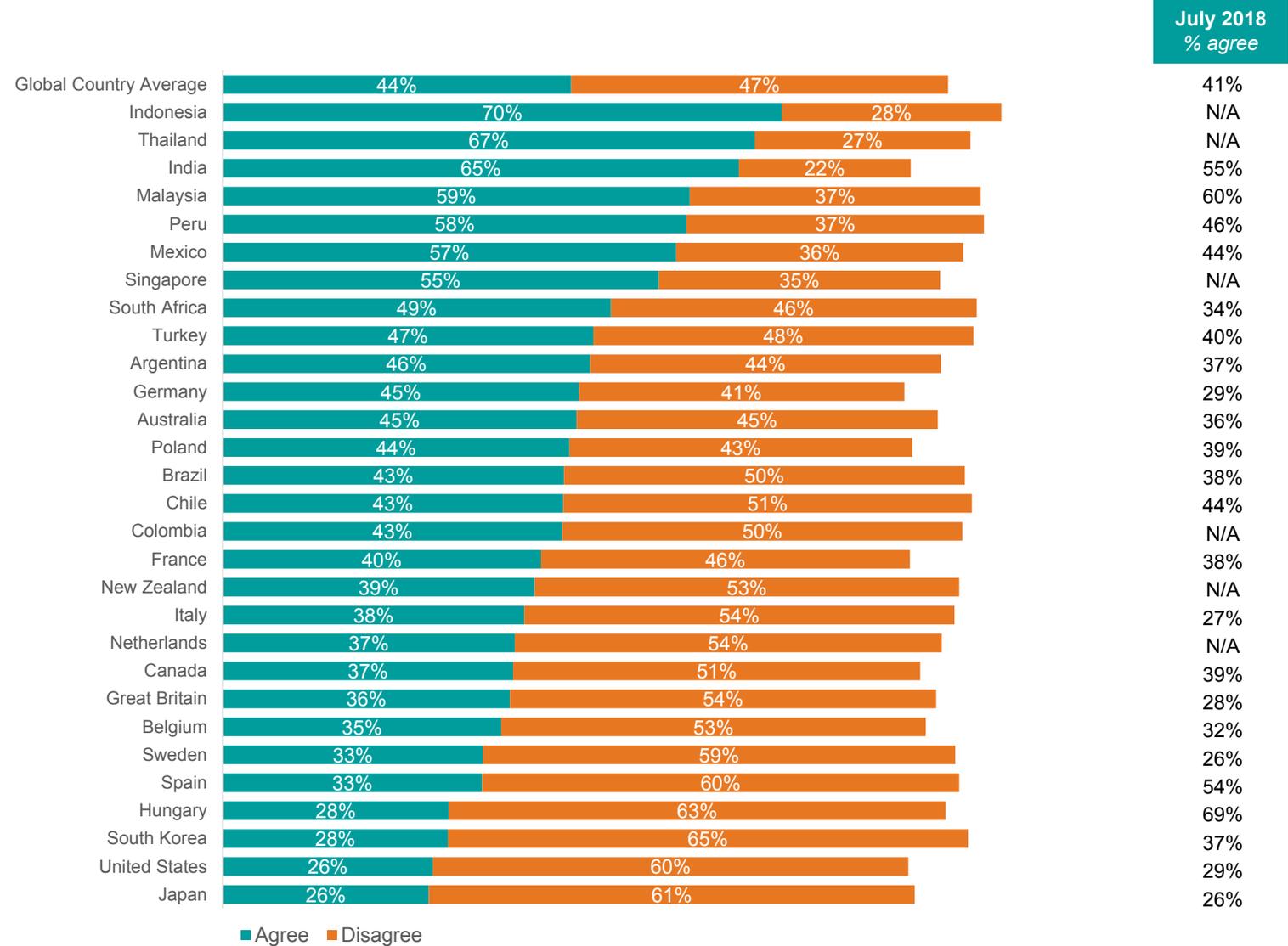


Unequal confidence across geographies in the ability of the average citizen to tell real news from fake

Q. To what extent, if at all, do you agree or disagree with the following statements?

I am confident that the average person in ... can tell real news from 'fake news'

% Agree / Disagree



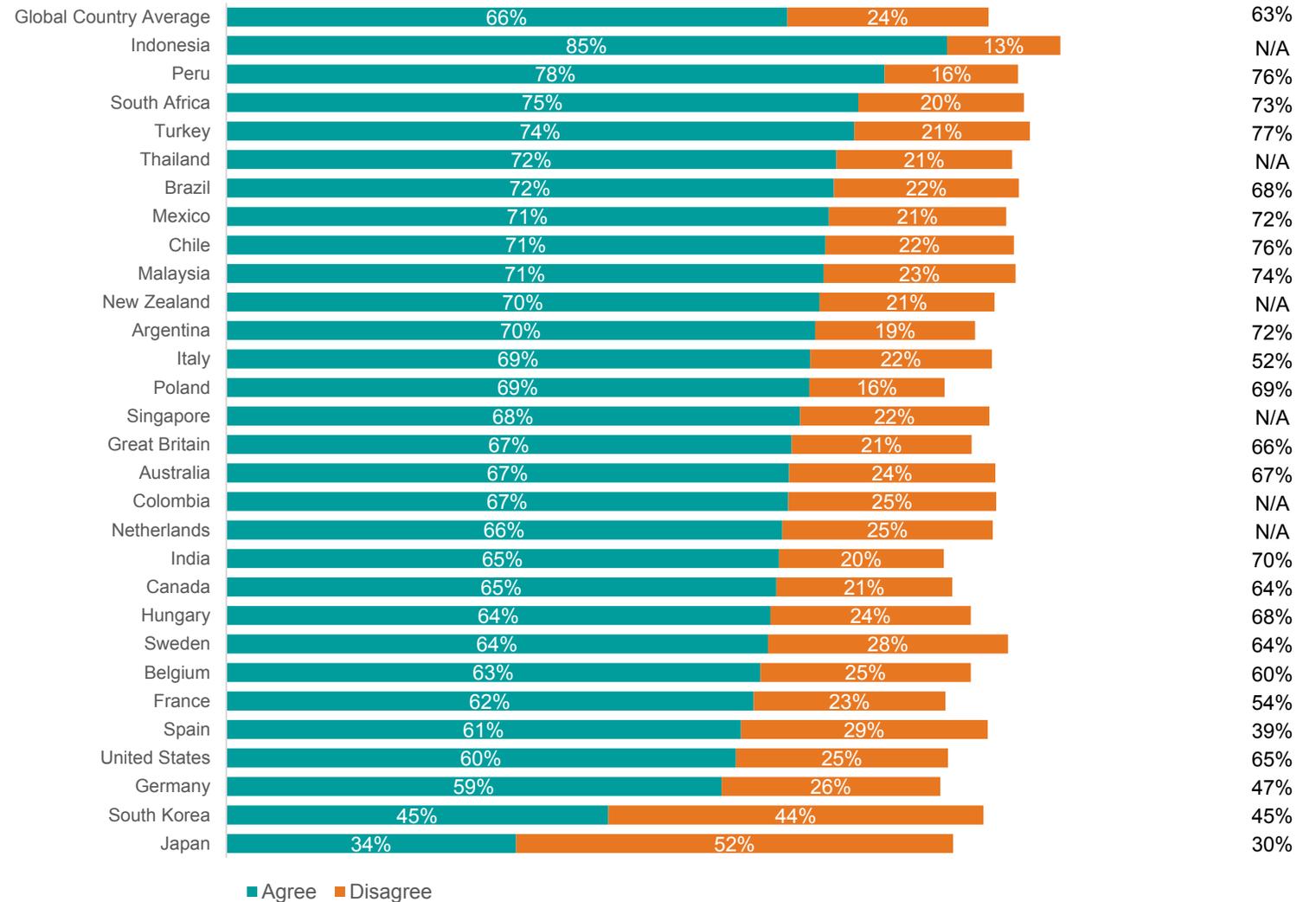
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Majority across most geographies still confident in their ability to tell real news from fake

Q. To what extent, if at all, do you agree or disagree with the following statements?

I am confident that I can tell real news from 'fake news' (entirely made up stories or facts)

% Agree / Disagree



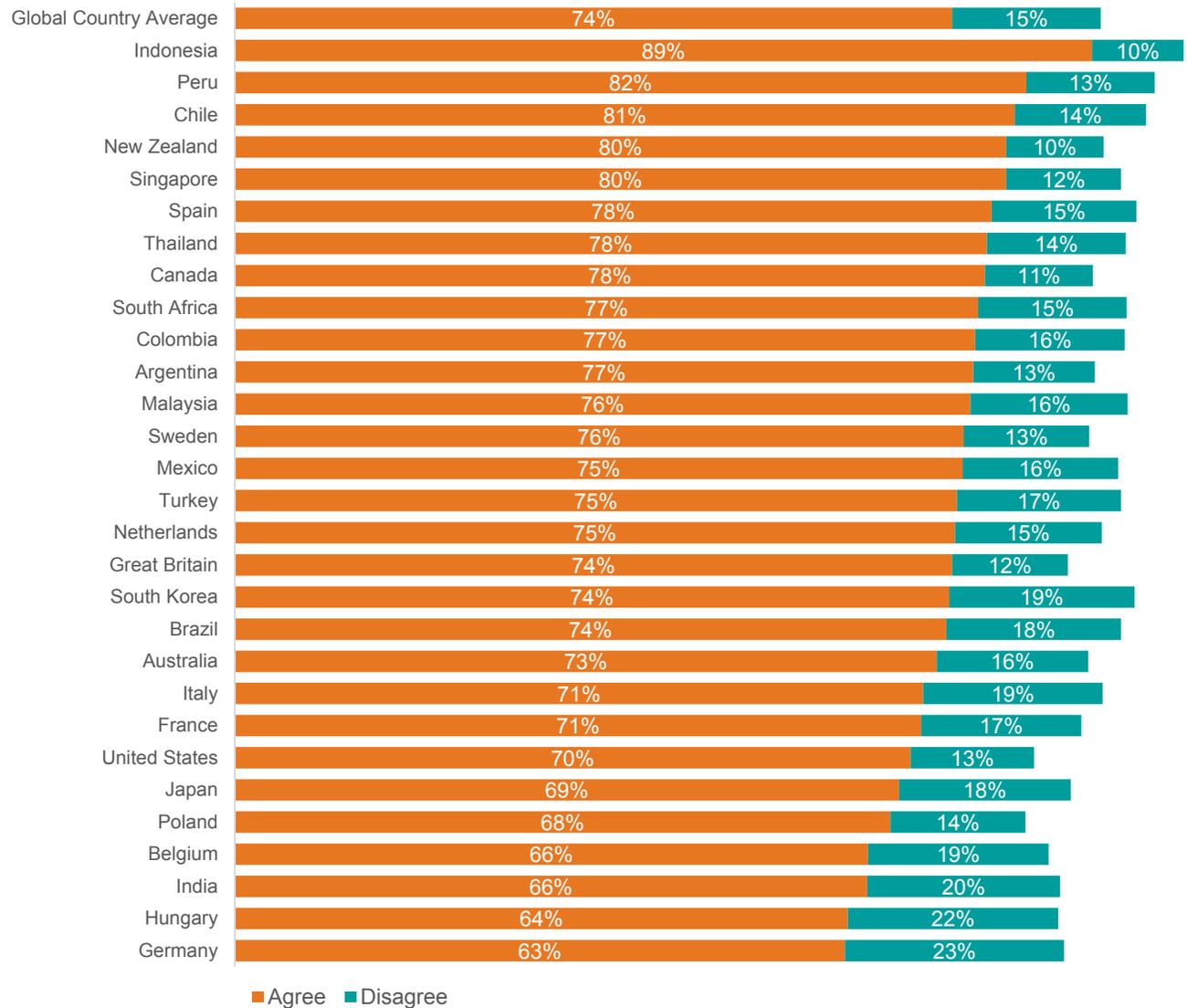
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High level of awareness of the possibility of using A.I. to generate very realistic fake news

Q. To what extent, if at all, do you agree or disagree with the following statements?

Artificial intelligence is making it easier to generate very realistic fake news stories and images

% Agree / Disagree



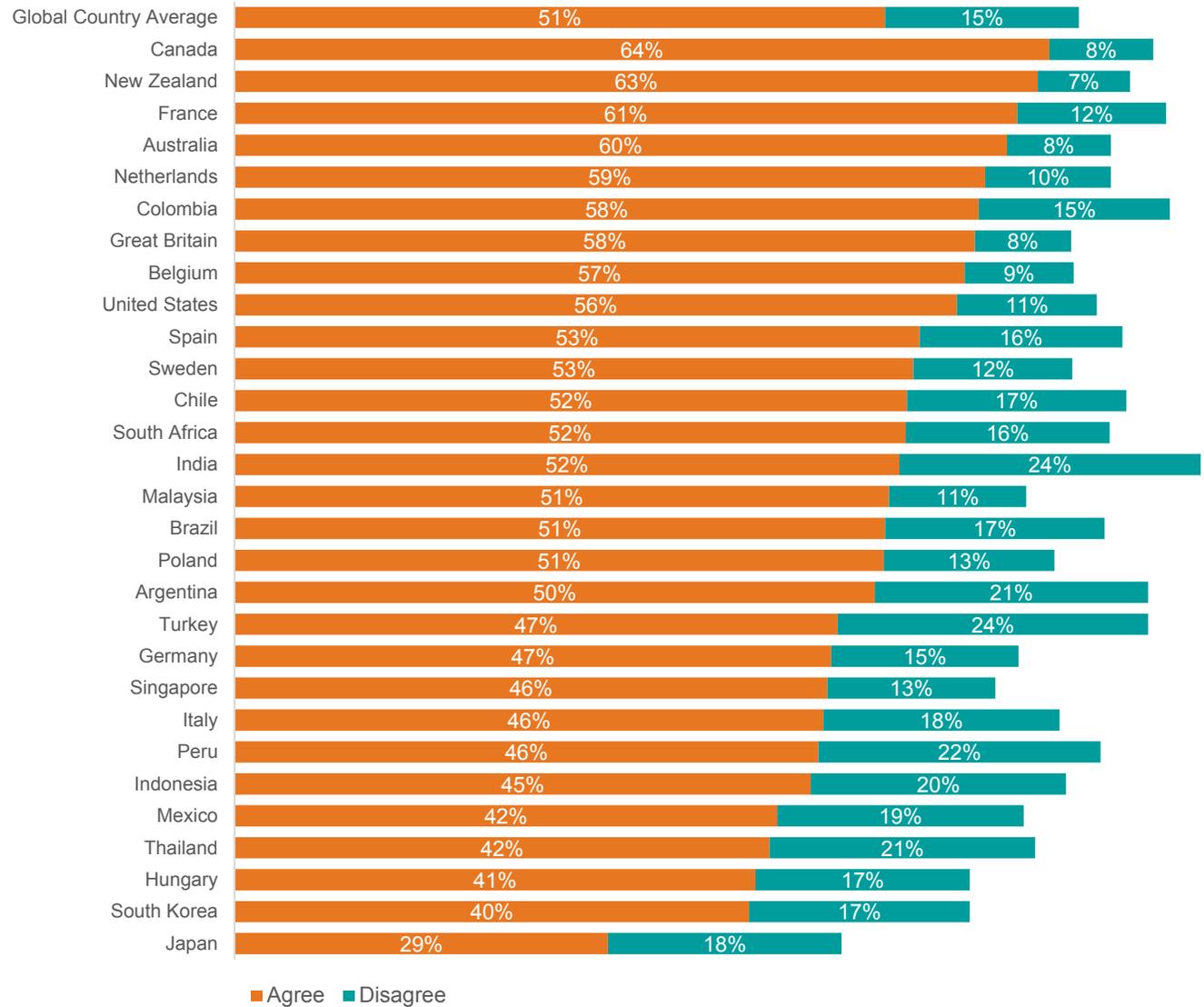
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For a majority, this entails that A.I. is going to make misinformation and disinformation worse

Q. To what extent, if at all, do you agree or disagree with the following statements?

Artificial intelligence will make misinformation and disinformation worse

% Agree / Disagree



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Methodology

These are the findings of a 29-country Ipsos survey conducted on Ipsos's Global Advisor online survey platform and, in India, on its hybrid IndiaBus, April 21 – May 5, 2023, among 21,816 adults aged 18 and older in India, 18-74 in Canada, the Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in 20 other countries.

Each country's sample consists of ca. 1,000 individuals in each of Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the U.S.; and ca. 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey. The sample in India consists of approximately 2,200 individuals, of whom ca. 1,800 were interviewed face-to-face and 400 were interviewed online.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, Colombia, Indonesia, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.

India's sample represents a large subset of its urban population – socio-economic classes A, B, and C, in metros and tier 1-3 town classes across all the country's four zones.

The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The "global country average" or "29-country average" reflects the average result of all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

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GAME CHANGERS

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, countries and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

“**Game Changers**” – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.