

Disinformation: Social Perceptions and Values Study

* Required

Introduction

Thank you for participating in our research survey. Please answer all questions honestly and to the best of your ability. It should take 2-3 minutes to complete. Your anonymous responses will inform future strategies for combating disinformation and fake news. All of your data will be anonymous, and will be kept strictly confidential and used solely for research purposes.

1. What is your age? *

- ☐ 10-14
- ☐ 15-19
- ☐ 20-24
- ☐ 25-29
- ☐ 30-34
- ☐ 35-39
- ☐ 40-44
- ☐ 45-49
- ☐ 50-54
- ☐ 54-59
- ☐ 60+

2. What is your gender? *

- ☐ Male
- ☐ Female

3. What social media platforms do you use at least once a week? *

- ☐ Instagram
- ☐ Snapchat
- ☐ TikTok
- ☐ Reddit
- ☐ X / Twitter
- ☐ Facebook
- ☐ LinkedIn
- ☐ YouTube
- ☐ Other

4. How many followers do you have across all social media accounts and across all platforms?

*

- ☐ Not Applicable
- ☐ 0-100
- ☐ 100-200
- ☐ 200-300
- ☐ 400-500
- ☐ 300-400
- ☐ 500-600
- ☐ 600-1000
- ☐ 1000+

Online Habits

5. When I see a news story that surprises or angers me, my first instinct is to share it. *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

6. I frequently share articles, repost content and send messages with my friends and followers online. *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

7. If I see a piece of information I am not sure is true, I make an effort to verify information from multiple sources before I believe it. *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Views on Disinformation

Instructions: Please rate how much you agree or disagree with the following statements about "fake news" or disinformation.

8. Disinformation significantly undermines the public's ability to address major global challenges like climate change, public health crises, and political polarisation (Republican's v Democrats in the USA.) *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

9. It is easy to be influenced by disinformation and deep fakes (fake images) due to them being designed to appeal to emotions and to be easy to spread quickly. *

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

10. I find it relatively easy to verify the accuracy of most information I see online, even when the topic is new or complex. *

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

11. I believe actions like reporting false posts and fact checking (e.g., a reliable source posting in the comments that the content is fake) are effective ways to combat disinformation. *

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Value Statements

A number of questions about your personal values. They range from 1 (not at all important) to 10 (extremely important).

12. How important is it for you to enjoy life? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

13. How important is it to you to think differently, even if others disagree? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

14. How important is it for you to be successful and be recognised for your achievements? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

15. How important is it for you to follow the customs and traditions of your culture, family or religion? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

16. How important is it for you to be loyal and helpful to the people you are close to, like friends and family? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

17. How important is trying new things in your life? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

18. How important is it for you to have influence over others and be in a position of authority? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

19. How important is it for you to follow rules and not do anything that would upset others? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

20. How important is it for you to care for all people and for nature, even those you don't know? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

21. How important is it for you to have a safe and stable life, free from threats and unexpected events? *

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Personality Traits

22. I am a person who is quick to understand new ideas and is interested in a wide variety of activities. *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

23. I see myself as someone who is organised and does a job to the best of my ability . *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

24. I see myself as someone who is generally trusting and compassionate *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

25. I see myself as someone who is outgoing and sociable *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

26. I see myself as someone who gets nervous easily *

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

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