

INDUSTRIES & MARKETS

Fake news in Europe

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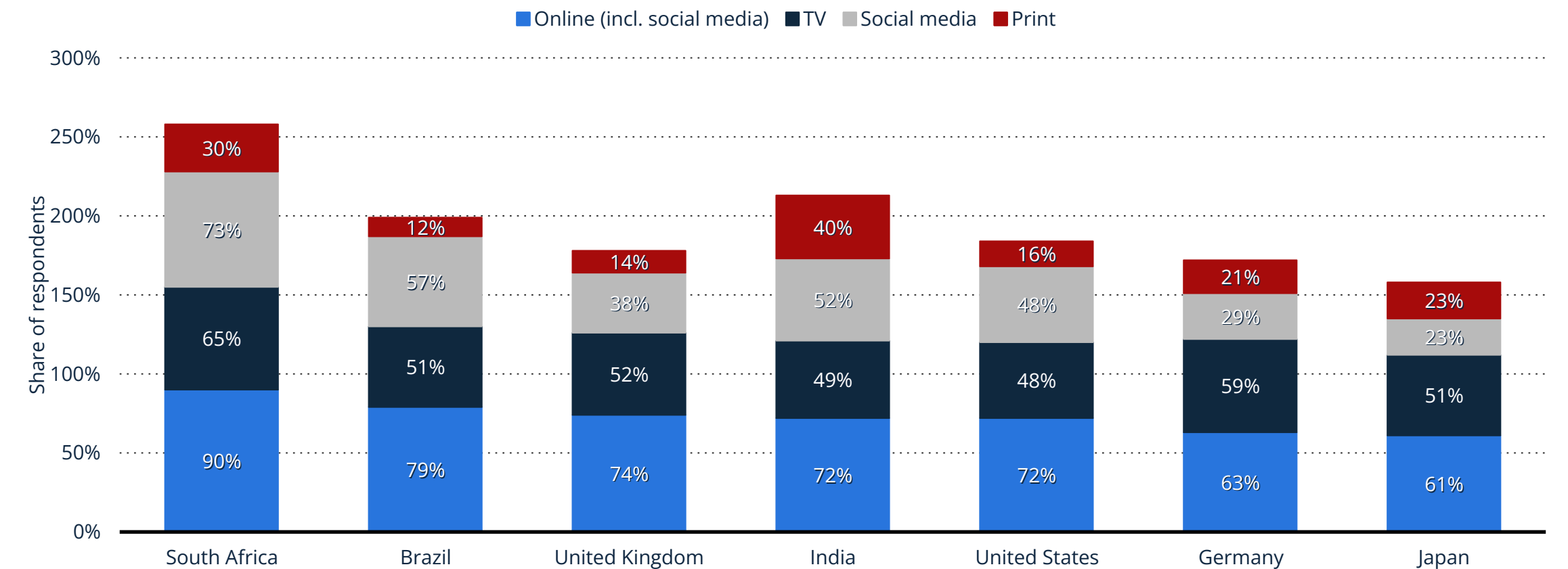
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CHAPTER 01

News consumption overview

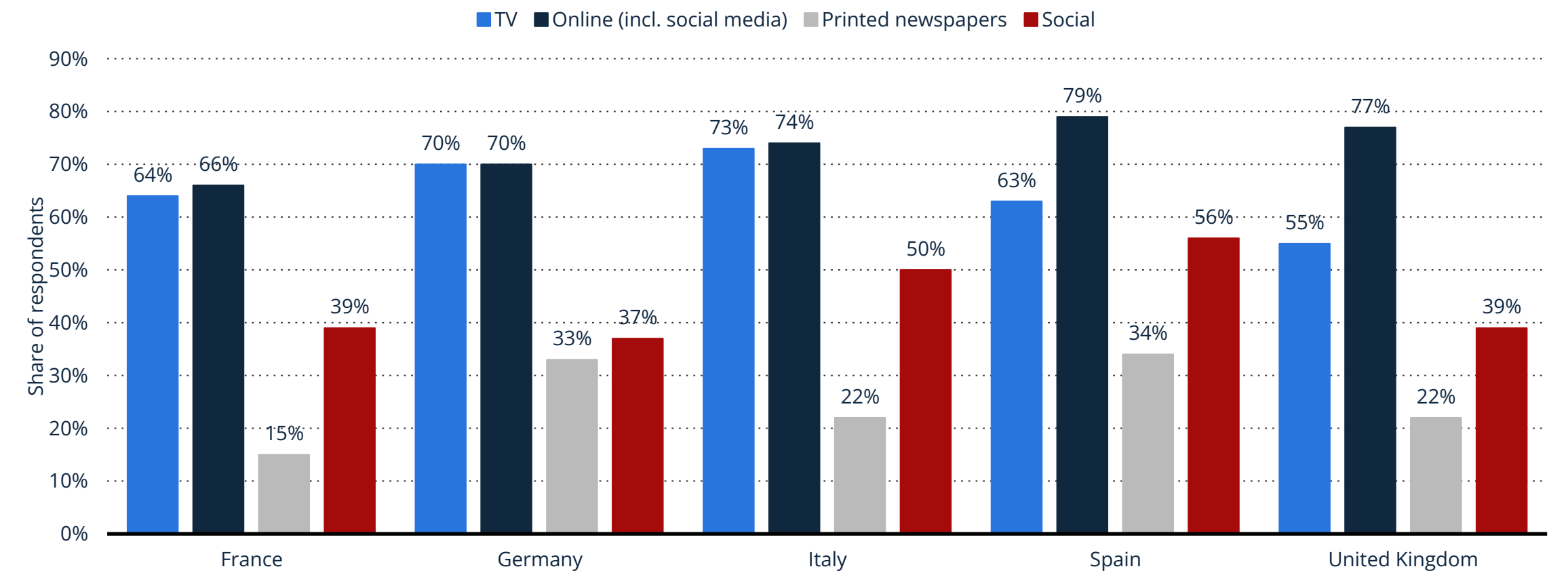
Sources for news consumption in selected major media markets worldwide as of February 2023, by type

News access in selected countries worldwide 2023, by type



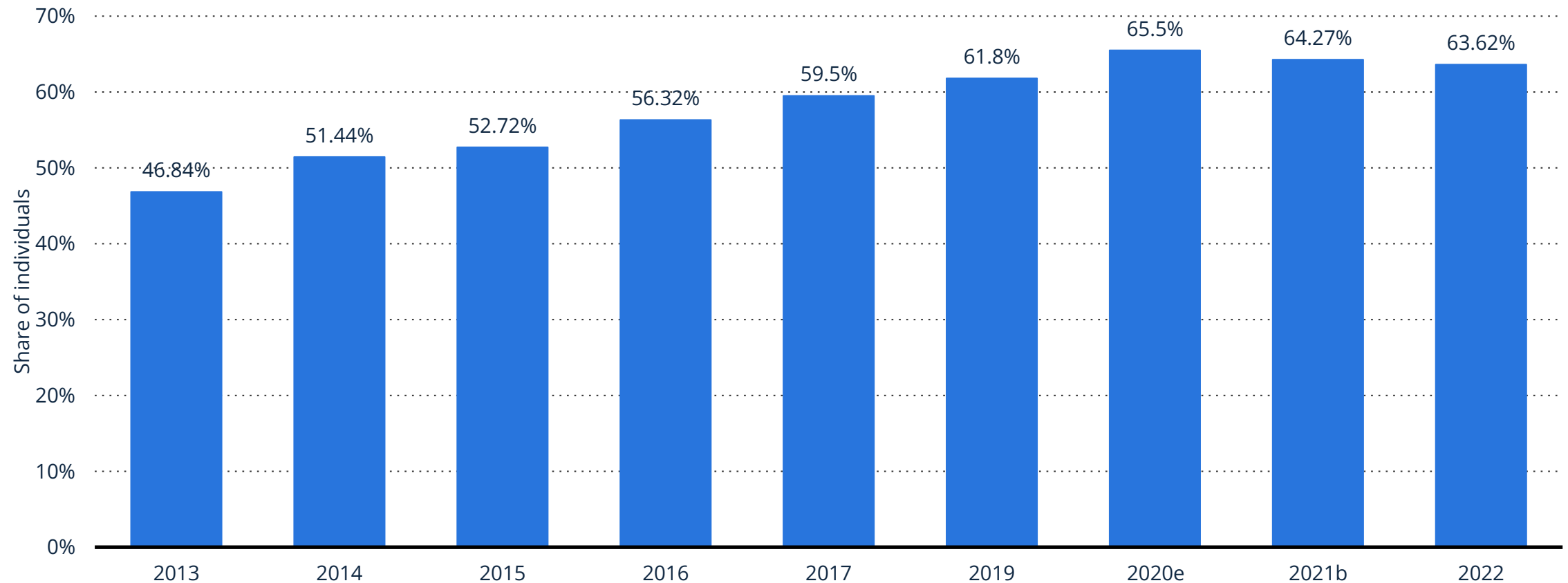
News sources used in European countries in 2020

Sources used to access news in selected EU countries 2020



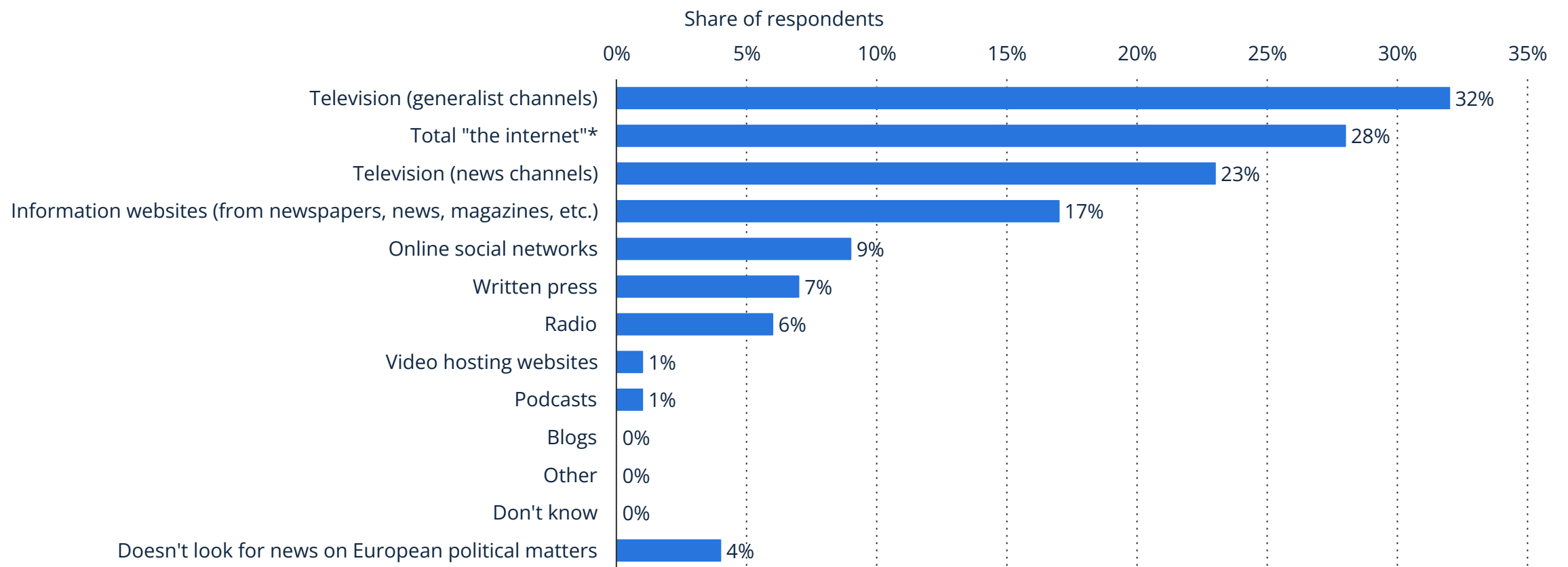
Share of individuals in the European Union (EU-27) reading news online from 2013 to 2022

Internet users reading news online in the European Union 2013-2022



First source of European political news among EU citizens in 2022

First source of information on European political matters in Europe 2022

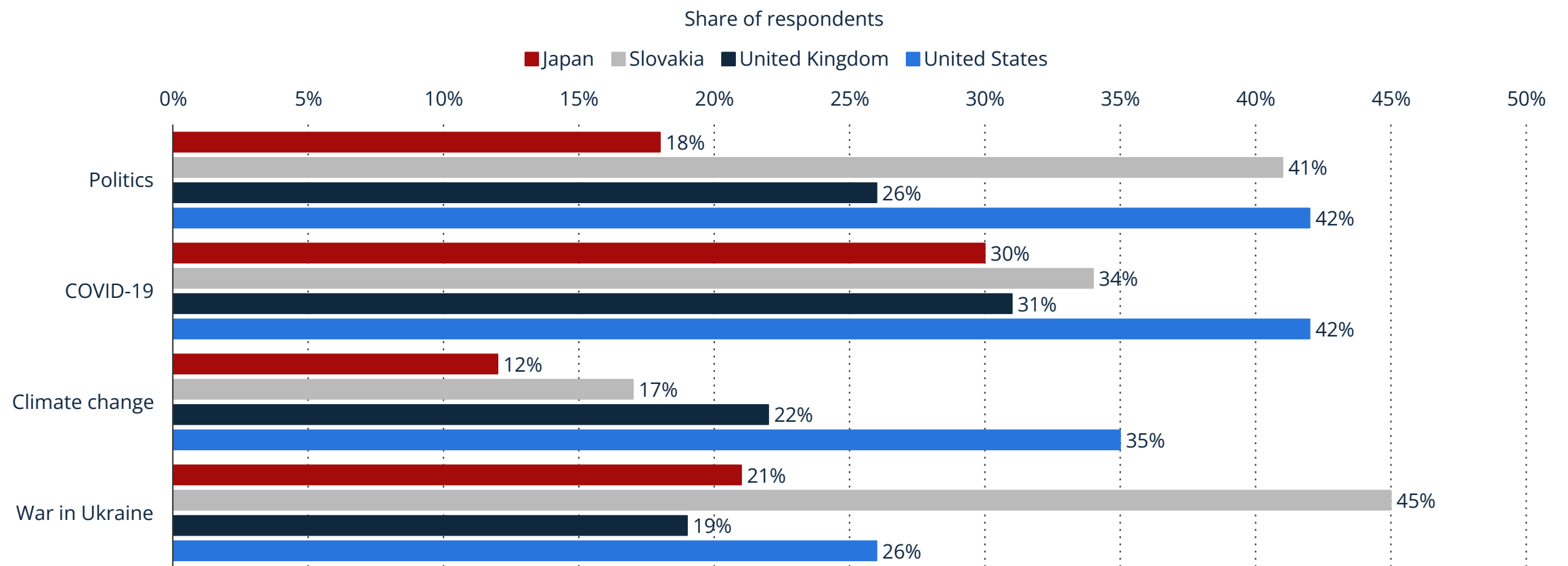


CHAPTER 02

Fake news consumption

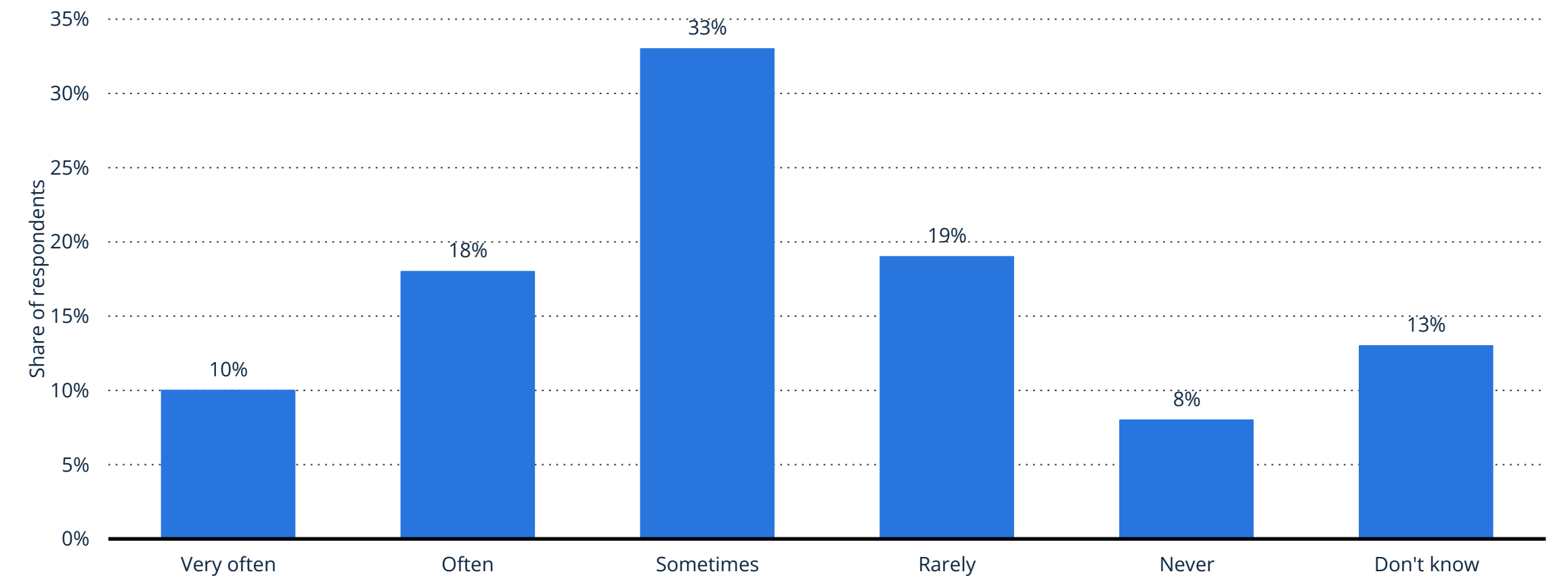
News consumers who saw false or misleading information about key topics in the last week in selected countries worldwide as of February 2023

Consumers witnessing false information on certain topics worldwide 2023



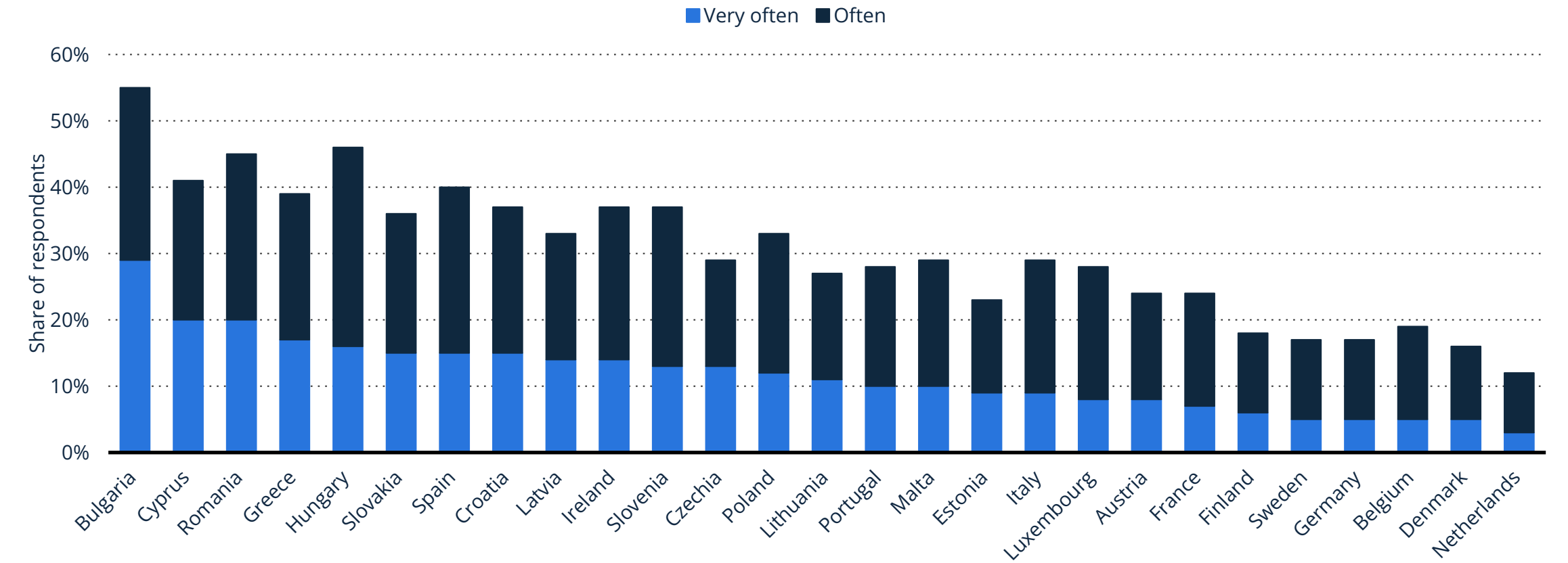
Frequency of encountering disinformation in EU member states as of May 2022

Frequency of seeing disinformation in the EU 2022



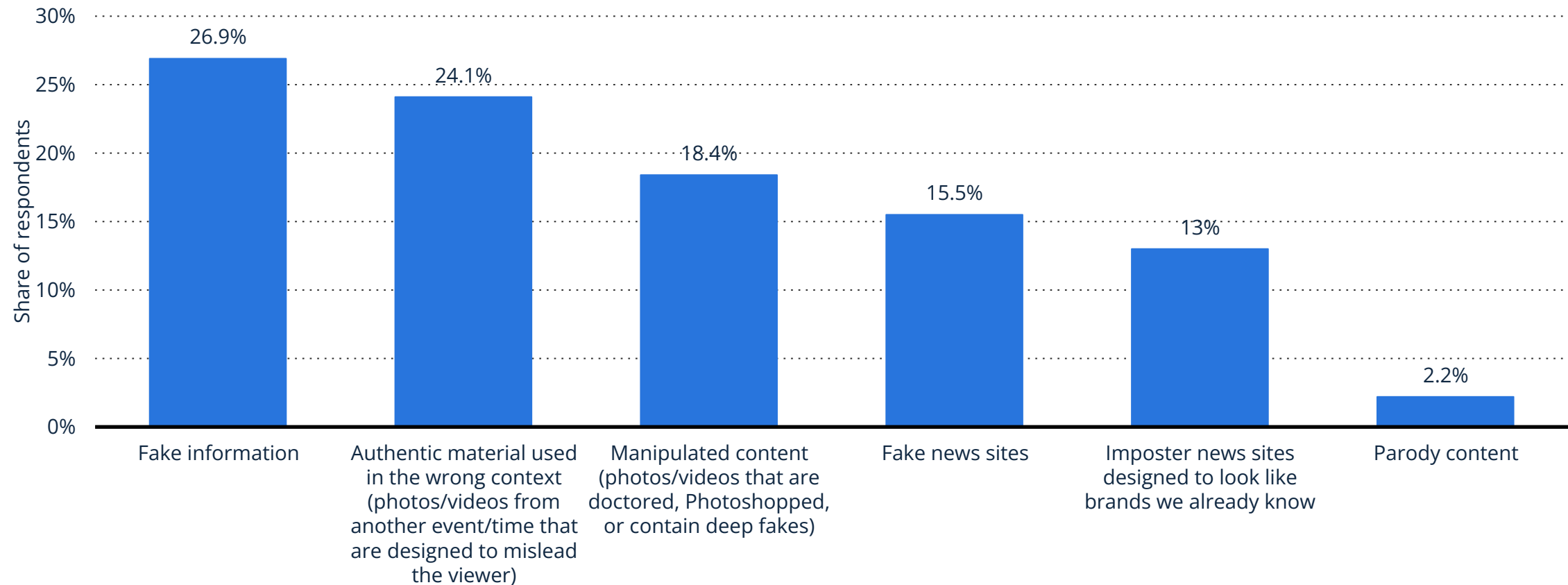
Share of people who often came across disinformation in the last week in EU member states as of May 2022, by country

Consumers often seeing disinformation in the EU 2022, by country



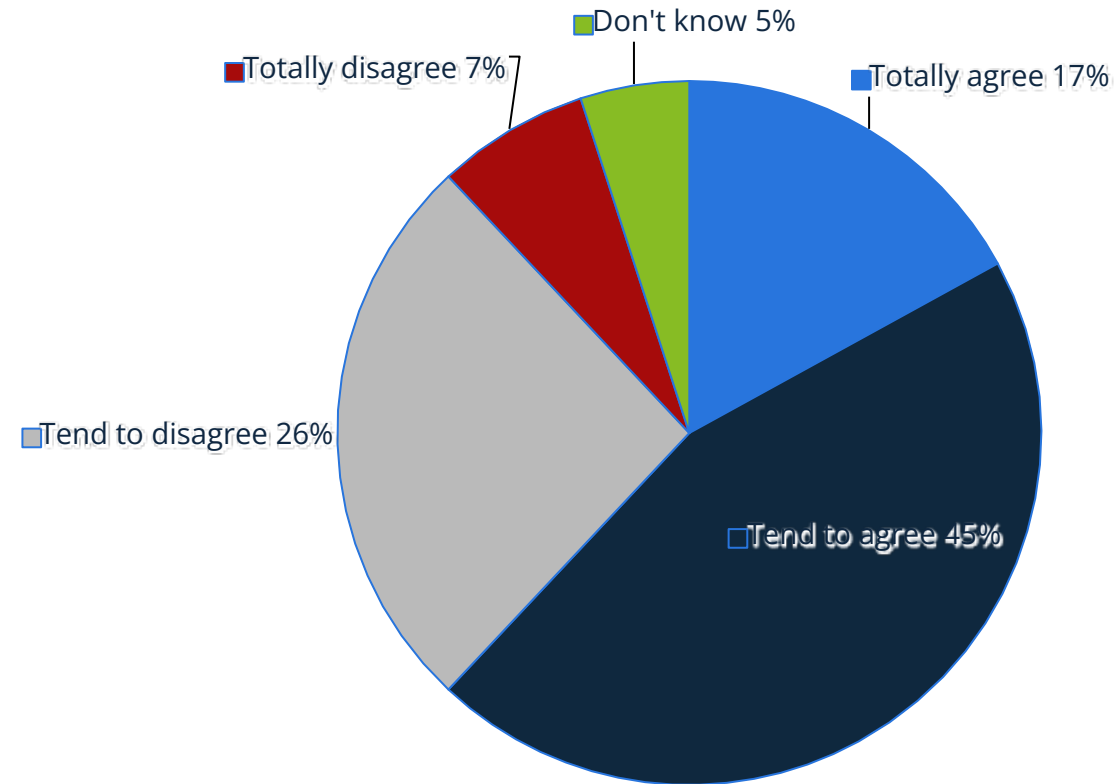
Types of fake news encountered online in Europe as of December 2020

Encountering fake news online in Europe 2020, by type



Attitudes to whether it is easy to identify news or information that misrepresents reality or is false in EU member states as of February 2022

Ease of identifying false news in the EU 2022

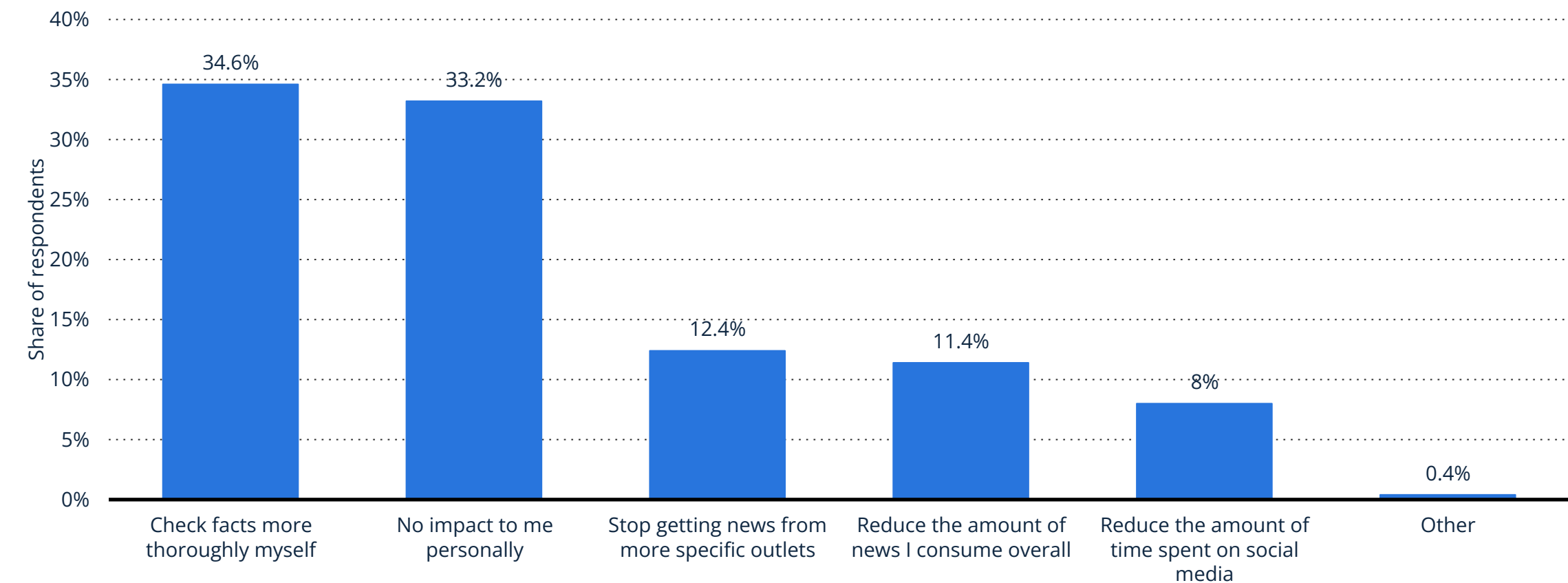


CHAPTER 03

Impact of fake news

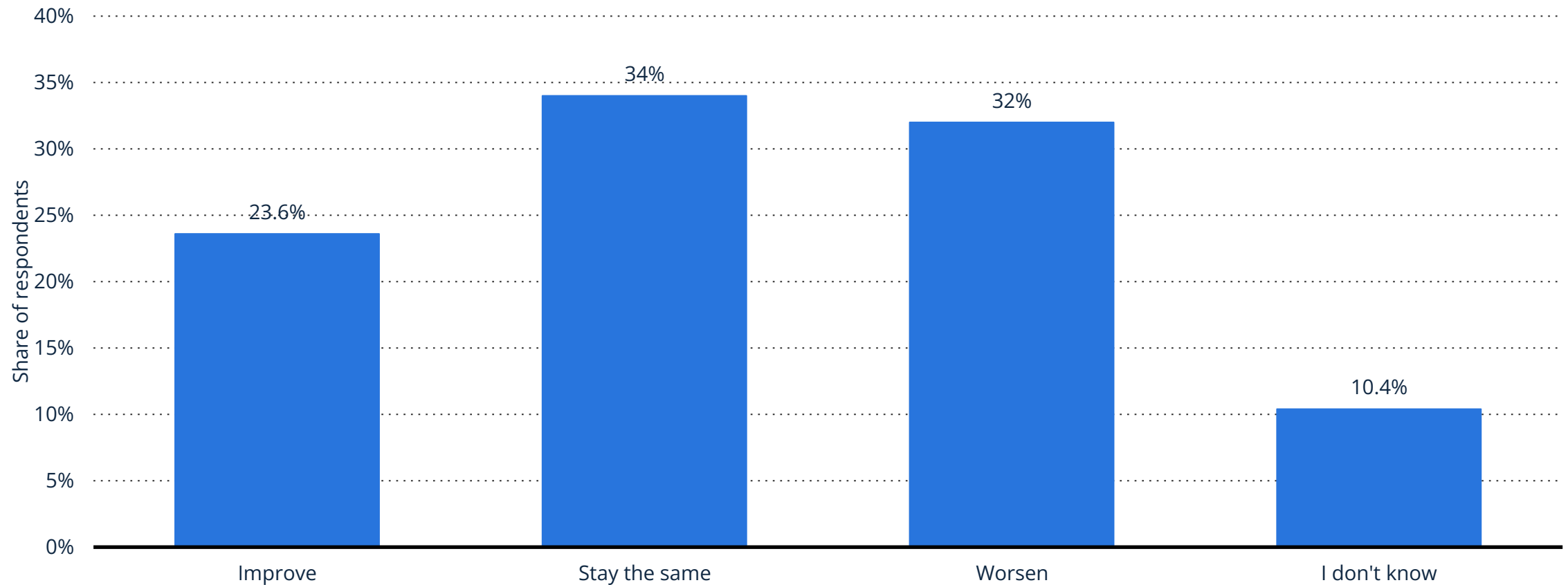
Impact of fake news in Europe as of December 2020

Effect of fake news in Europe 2020



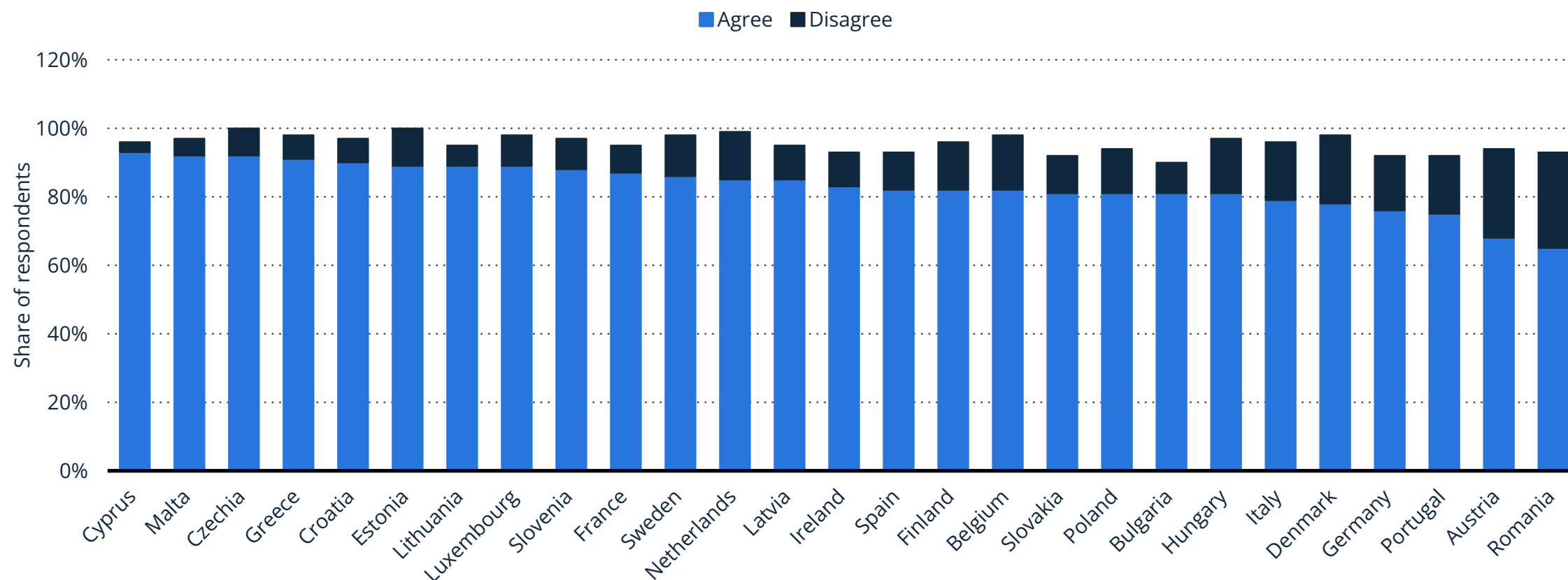
Share of people who believe the problem of fake news will get worse in the next five years in Europe as of December 2020

Opinions on how fake news will change in Europe



Attitudes to whether news or information that misrepresents reality or is false is a problem for democracy in EU member states as of February 2022, by country

False news and democracy: opinions in EU countries 2022

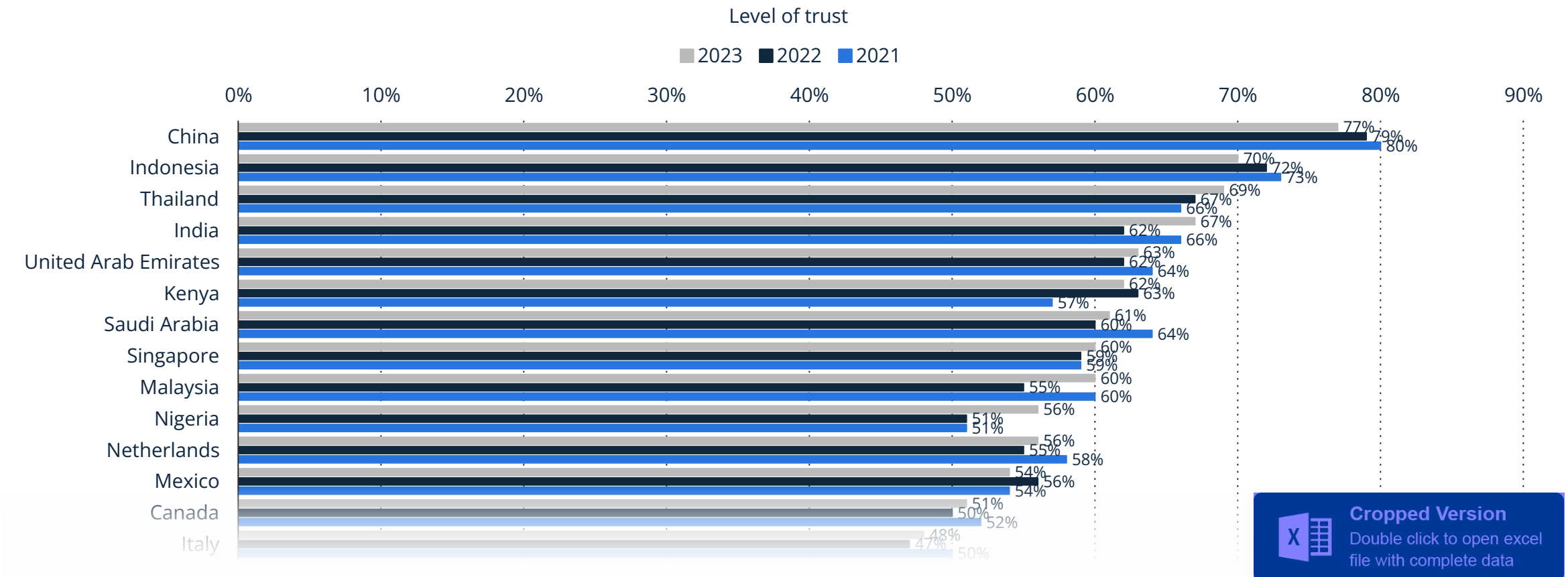


CHAPTER 04

Trust

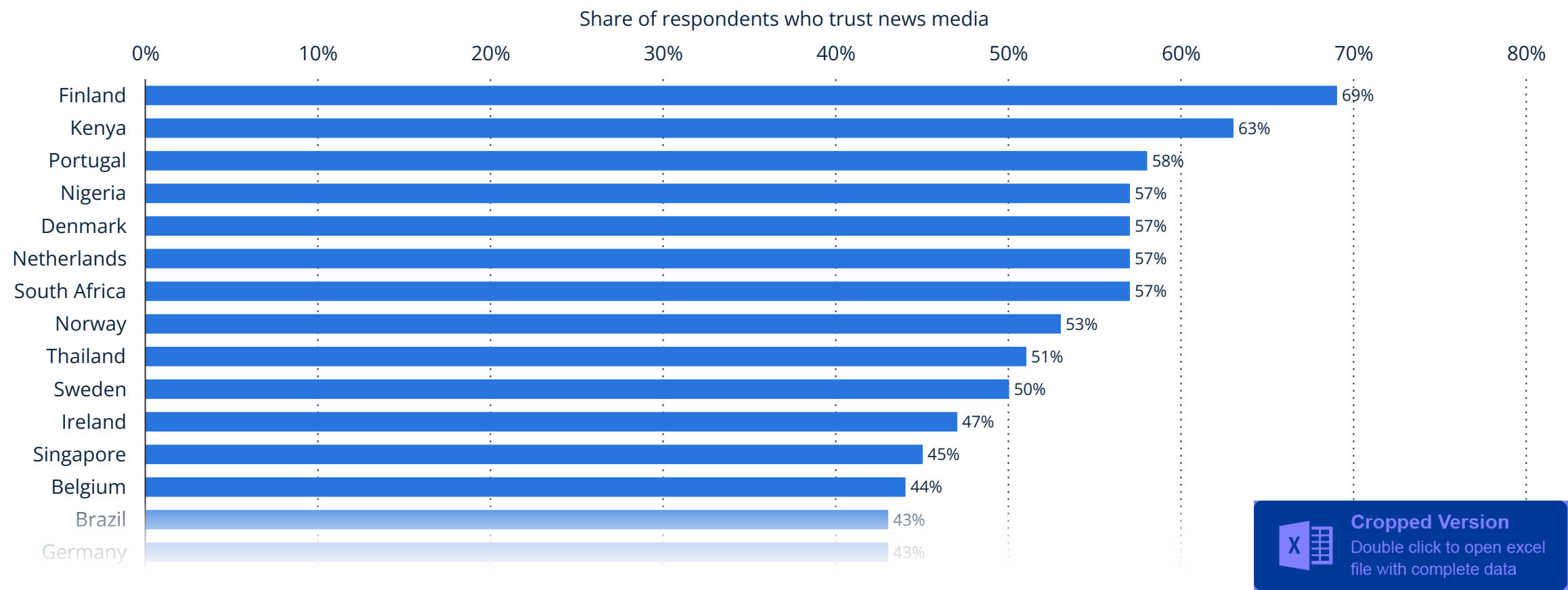
Trust in media in selected countries worldwide from 2021 to 2023

Trust in media worldwide 2021-2023



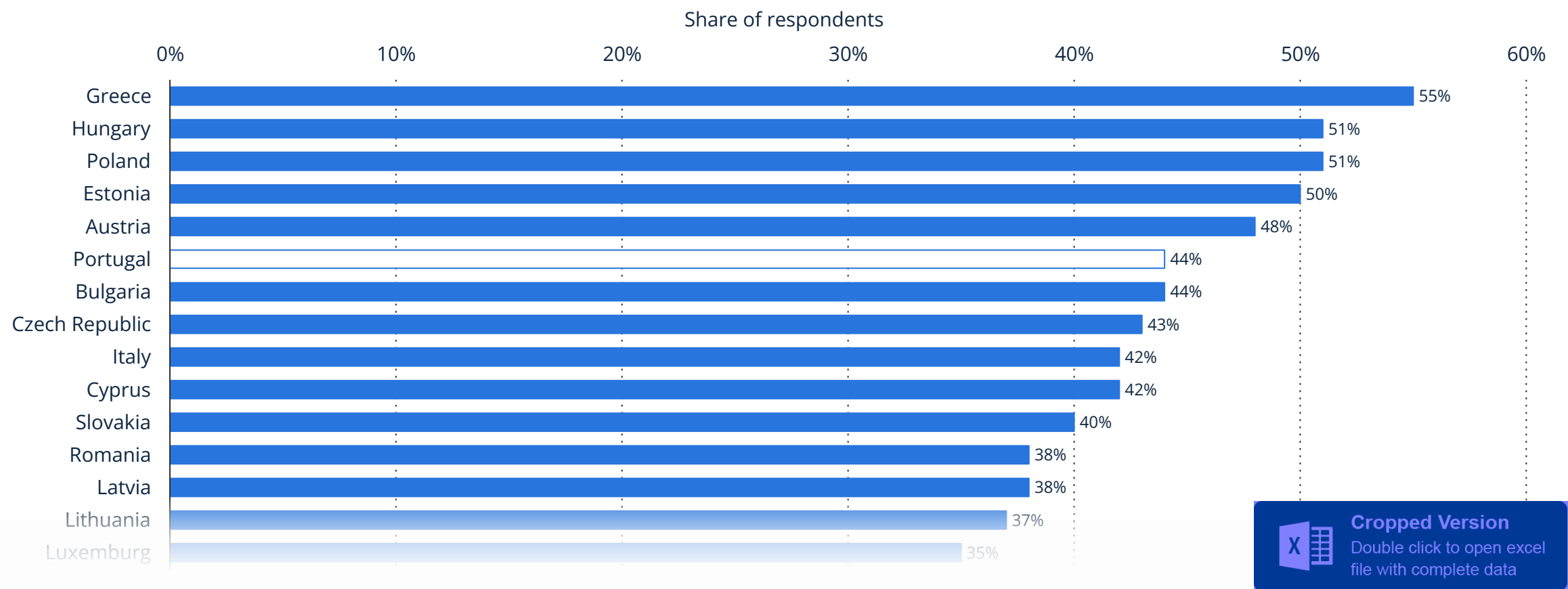
Share of adults who trust news media most of the time in selected countries worldwide as of February 2023

Trustworthiness of news media worldwide 2023



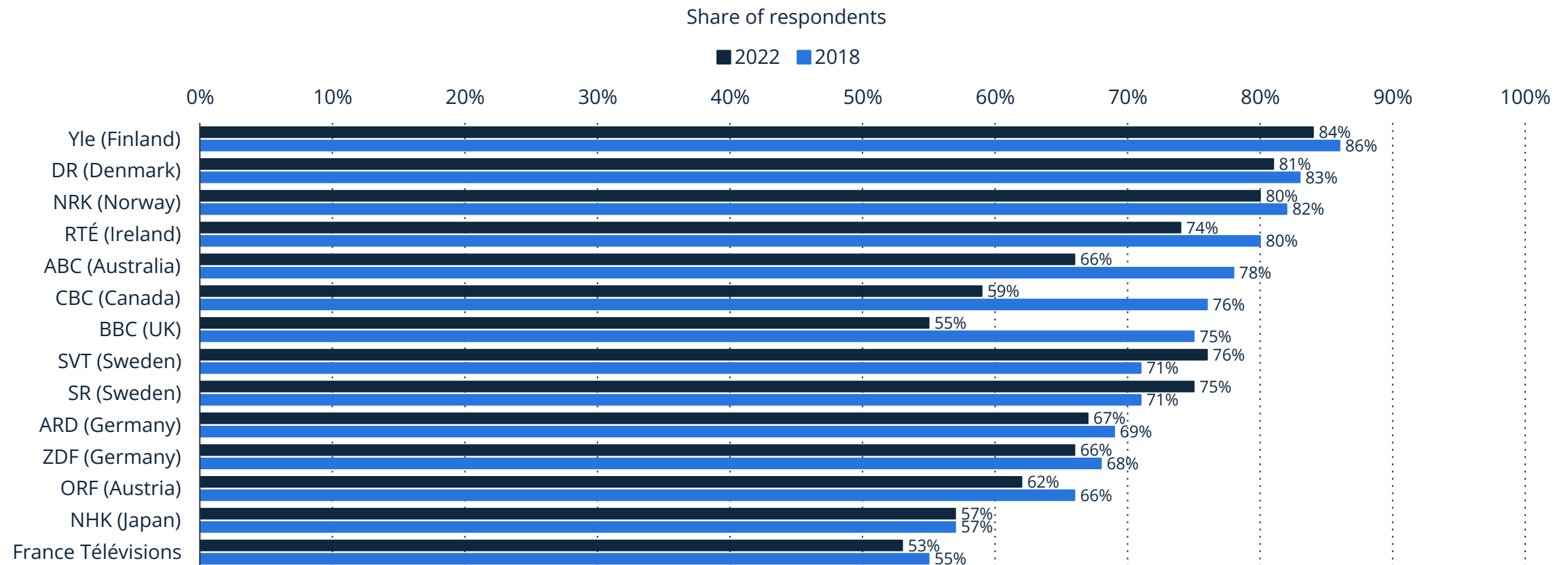
Share of respondents who tended to trust the internet in the European Union (EU 27) countries as of 2022

Trust in the internet in Europe 2021, by country



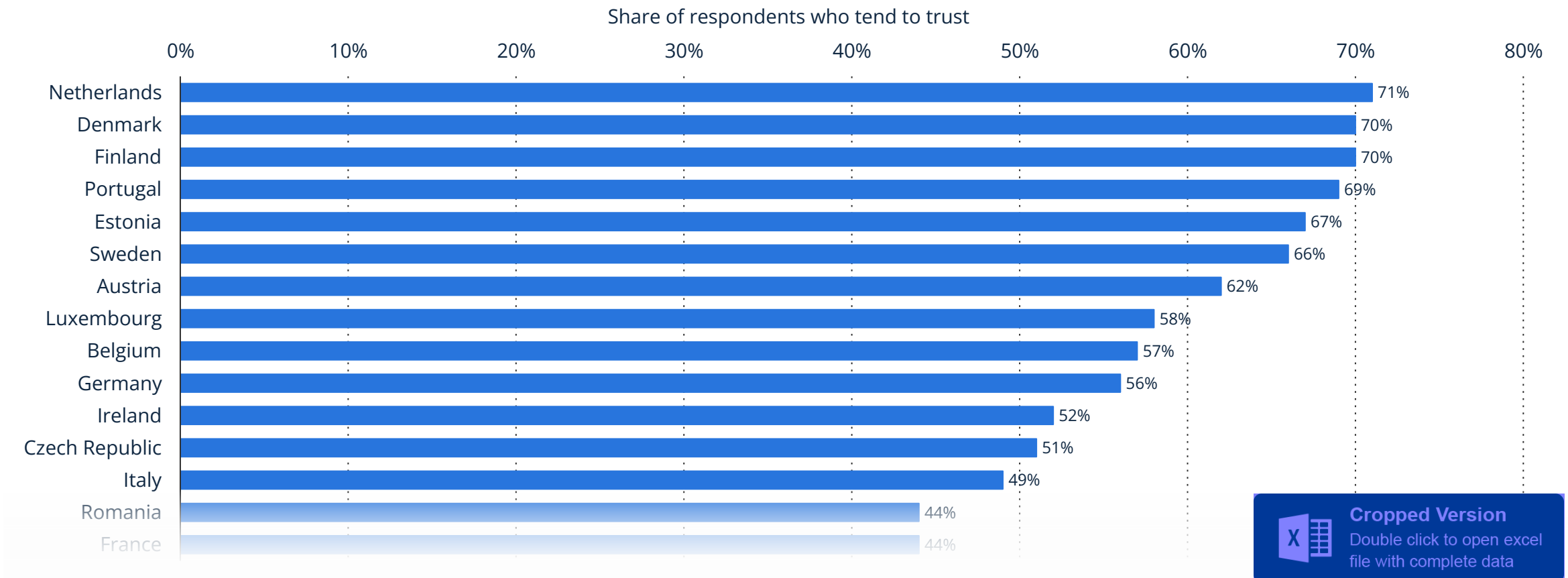
Trust in public service news media brands in selected markets worldwide in 2018 and 2022

Global trust in public service news media 2018-2022



Share of respondents who tended to trust the written press in countries in the European Union as of February 2022


Trust in the written press in Europe 2022, by country



Most important factors in helping consumers trust that online news and information is true in selected countries worldwide as of June 2020

Factors that increase trust in online news worldwide 2020

	Total EMEA	Argentina	Australia	Brazil	India	Nigeria	U.S.
Being familiar with the website or app on which it appears	39%	51%	43%	48%	46%	43%	46%
Knowing the website or app on which it appears is independent and unbiased	46%	44%	46%	45%	48%	57%	48%
Recognising the person or organization that wrote or created it	43%	55%	47%	47%	44%	45%	47%
Seeing it has been shared by a friend or someone you know	10%	12%	12%	16%	29%	16%	12%
Seeing it has a lot of shares, likes or comments next to it	9%	11%	9%	14%	30%	18%	9%
If it fits with your understanding of the issues reported	24%	20%	35%	30%	38%	35%	28%
Knowing the website or app on which it appears is based in	16%	20%	29%	22%	35%	19%	23%
The website or app on which it appears is near the top of internet search results	12%	17%	12%	23%	36%	25%	13%



Cropped Version

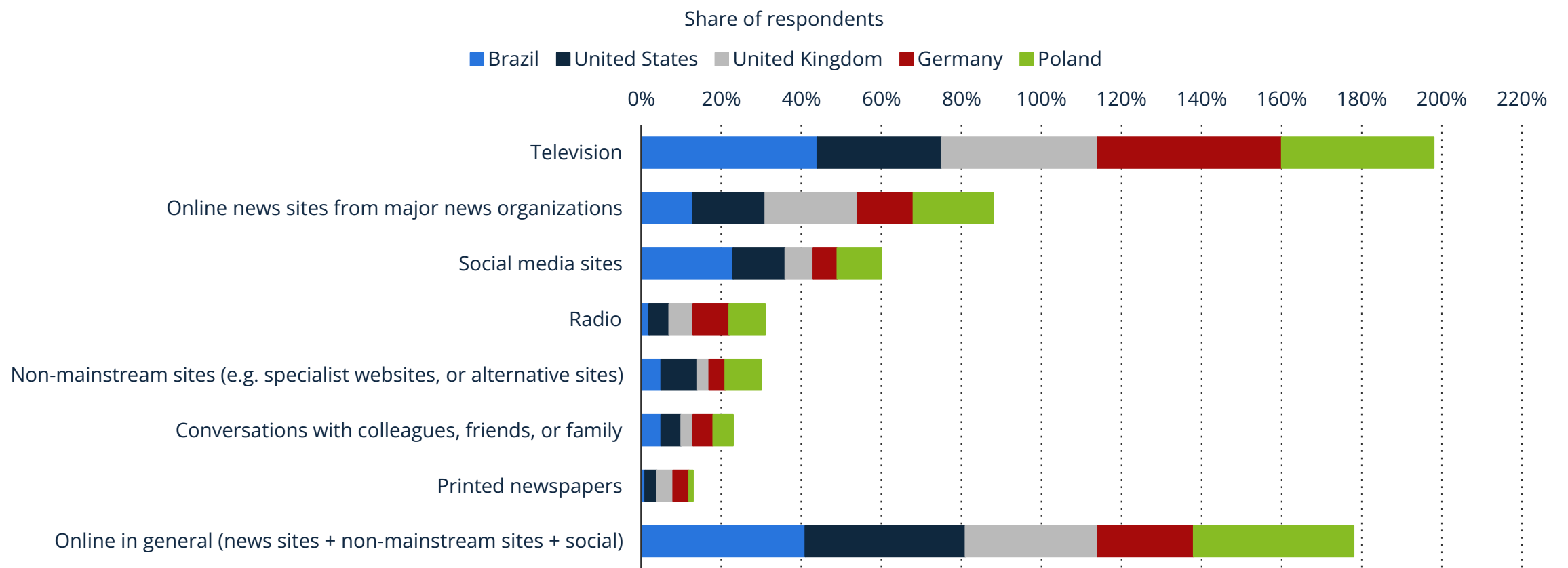
Double click to open excel file with complete data

CHAPTER 05

Spotlight: Russia-Ukraine war news

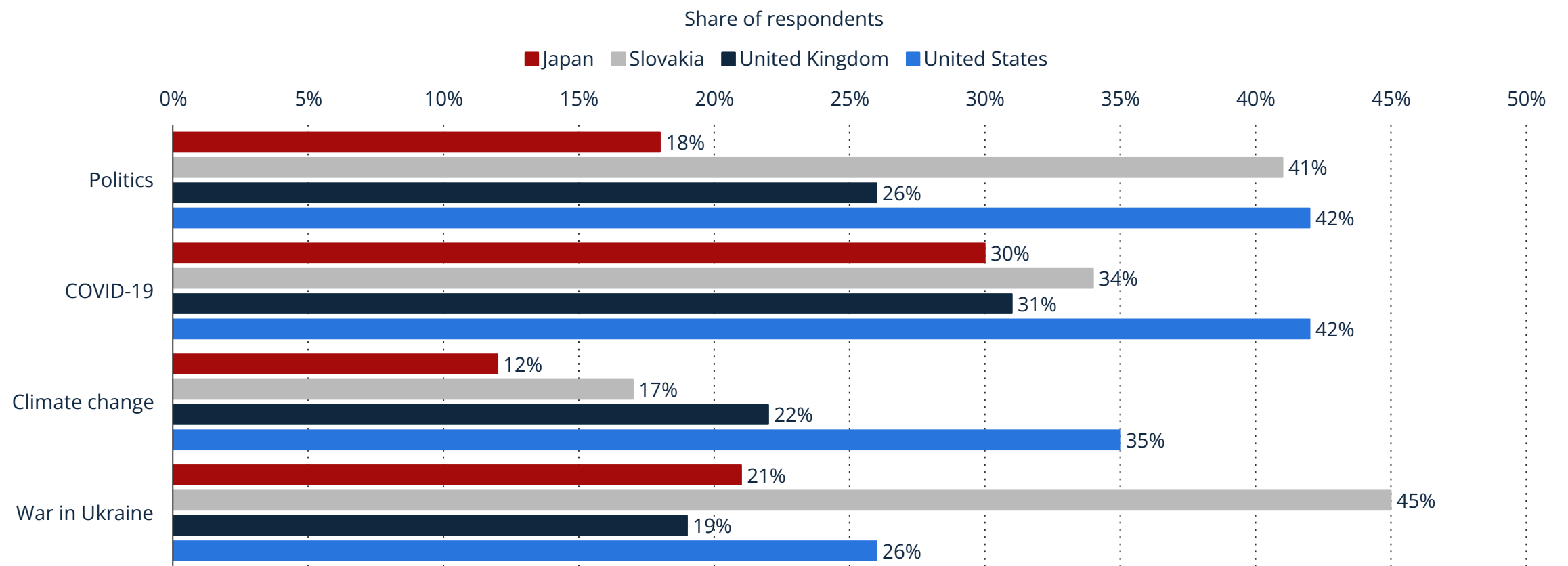
News sources paid most attention to for news on the Russia-Ukraine war in selected markets worldwide as of February 2022

Sources most used for Russia-Ukraine war news worldwide 2022



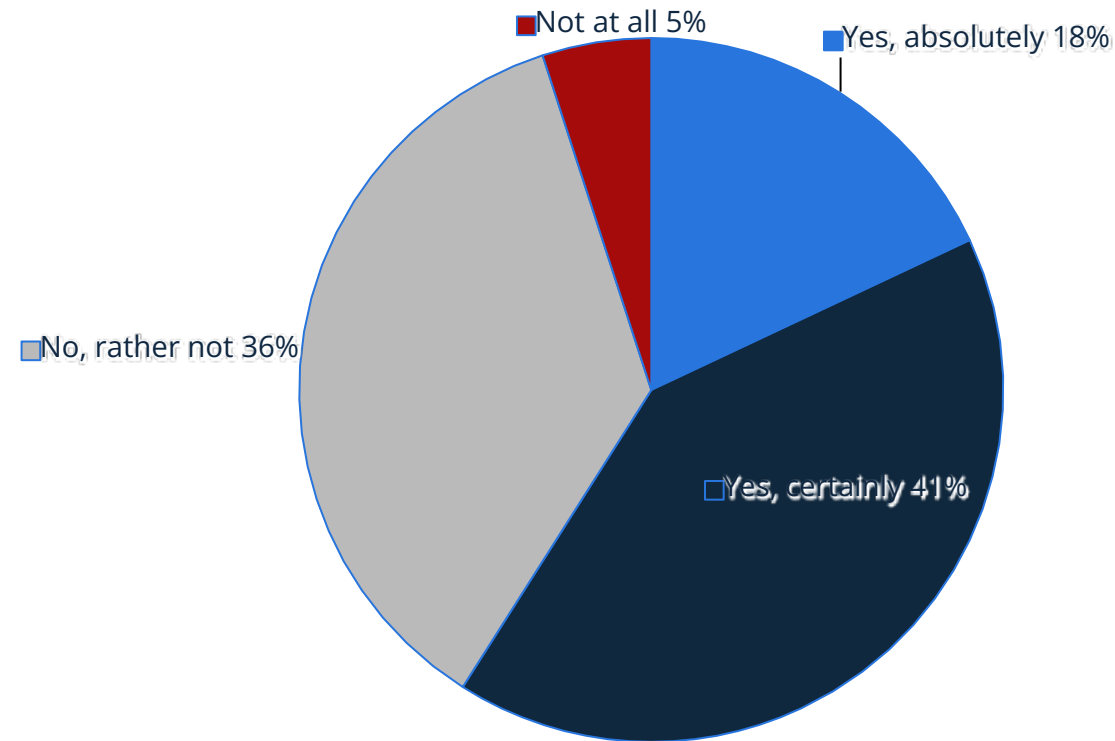
News consumers who saw false or misleading information about key topics in the last week in selected countries worldwide as of February 2023

Consumers witnessing false information on certain topics worldwide 2023



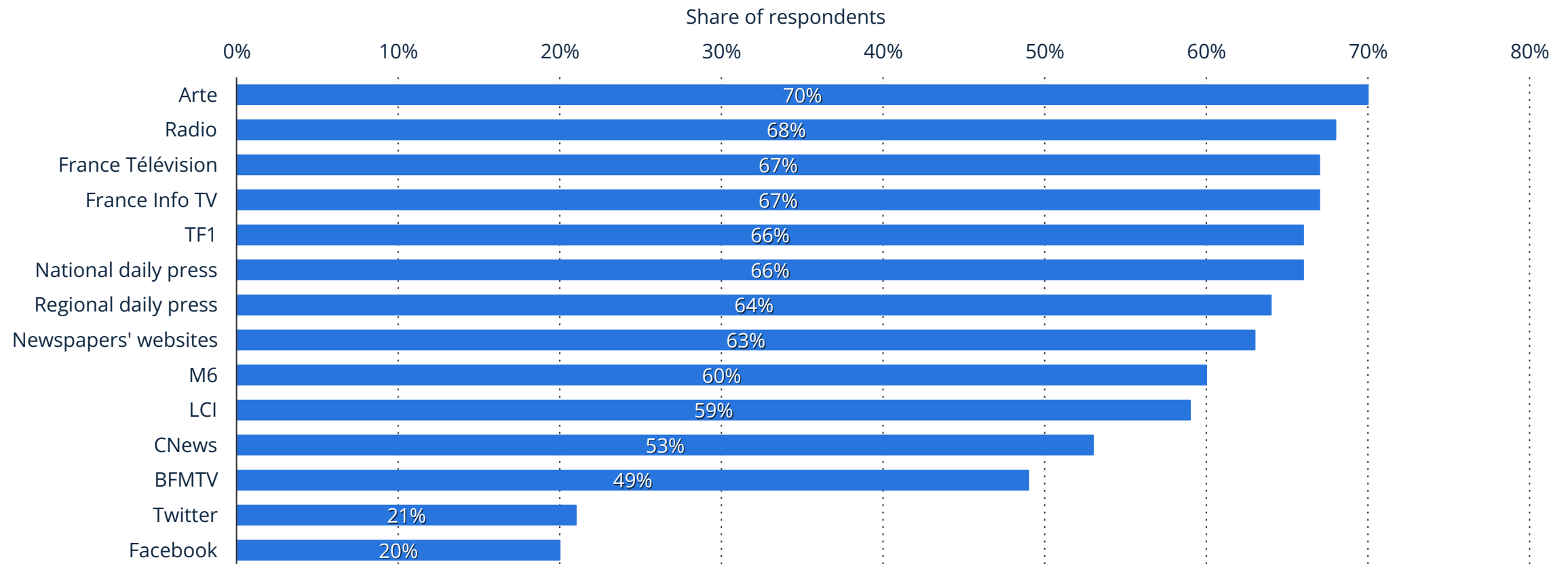
Share of respondents who think the Russia-Ukraine war is subject to fake news in France in 2022

Opinion on fake news and the Russia-Ukraine war in France 2022



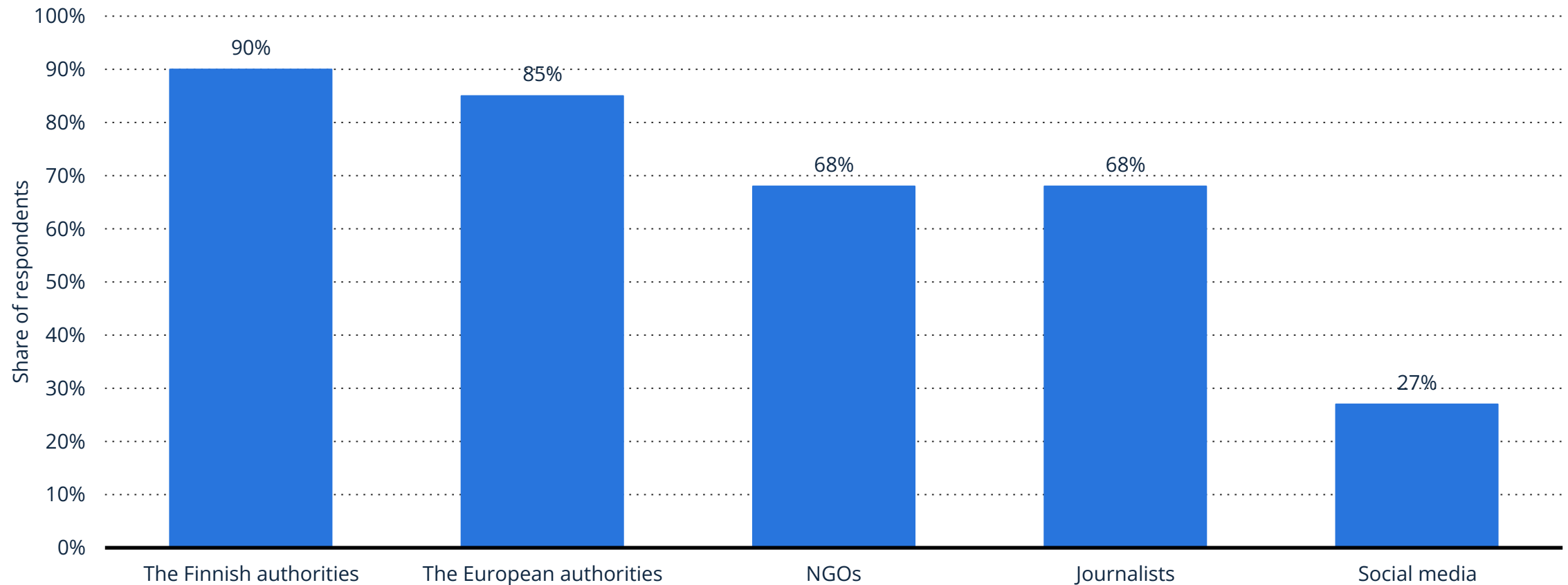
Trust in the information provided by different media on the Russia-Ukraine war in France in 2022, by media

Most trusted information sources on the Russia-Ukraine war in France 2022



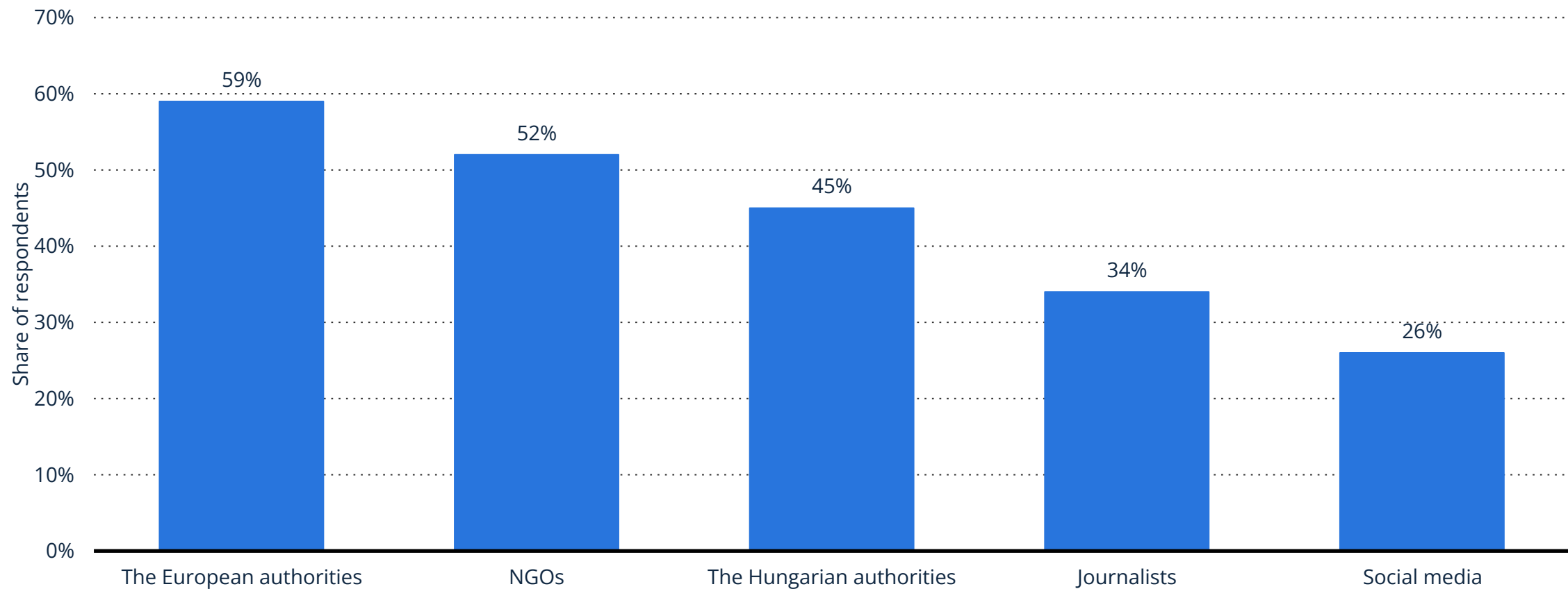
Generally speaking, how much do you trust the following sources of information regarding the war in Ukraine?

Finns on trusted news sources about the war in Ukraine 2022



Generally speaking, how much do you trust the following sources of information regarding the war in Ukraine?

Hungarians on trusted news sources about the war in Ukraine 2022



Sources

Edelman
European Commission
Eurostat
IFOP
Ipsos
Ipsos (European Public Affairs)
Kantar
LaFrenchCom
Reuters Institute for the Study of Journalism
TNS
Trusted Web Foundation
Various sources (among others TNS, MISCO, Gallup, RM PLUS)
YouGov