Canadian Heritage   Patrimoine canadien

Diversity of Content Online: Public Perceptions and Awareness in Canada and Abroad

Canadian and International Findings

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Ce rapport est aussi disponible en français

Canada

This public opinion research report presents the results of four online focus groups and two online surveys conducted by Ipsos Public Affairs on behalf of the Department of Canadian Heritage.

Four 90-minute online focus groups were carried out members of the Canadian public aged 18+ years who used digital platforms (social media and digital content) in order to consume news and cultural content. A total of 32 participants took part. Three online focus groups were conducted in English and one session was conducted in French. All qualitative fieldwork was conducted between December 16-21, 2020.

The first survey was conducted with 2,006 Canadians aged 18+ years between February 5-11, 2021.

The second survey was conducted between February 23 and March 9, 2021 among 3,201 respondents aged 18+ years living in Australia (n=800), Finland (n=800), France (n=800), and Germany (n=801).

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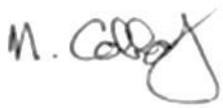
POLITICAL NEUTRALITY STATEMENT

I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.



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Executive Summary

The results of the focus groups in **Phase 1 (qualitative research)** were used to form the basis for the research instruments to be used in Phases 2 and 3. Participants suggested that when it comes to deciding what types of online content to access, they take into account a number of considerations: ease of use/access, predetermined preferences, information provided through trusted sources, information that is trending or topical, and information provided proactively by the various platforms they access. Participants expressed mixed views on algorithms, recognizing both the benefits and limitations offered. Most are confident in their ability to make informed decisions with regards to content consumed online. Access to diverse content online is typically seen as a shared responsibility between users, ISPs, platforms and government.

Phase 2 (Canadian research) took many of these qualitative findings and viewed them through a public opinion lens. More specifically, Canadians place a high priority on their online content being truthful and from a trustworthy source. However, they are not overwhelmingly satisfied with their online experience. While a majority are satisfied that online content matches their interests, fewer feel satisfied when considering the availability of content that offers different points of view. Further, only half of Canadians are satisfied with the accuracy of information they find online, with even fewer being satisfied with the accuracy of suggested content. While Canadians say they are mostly going online to be informed, there seems to be a blurring of where to find "information" and where to find "entertainment" as Canadians cite similar sources as their most frequented sources for both informational and entertainment purposes.

Regarding algorithms, half of Canadians surveyed indicate that they have heard of the term "online algorithm" when presented with just the term and no definition. However, far fewer could provide a description of what one is or how one works when asked. Even when presented with a definition of an algorithm, less than 4 in 10 say they are knowledgeable in some way about online algorithms, and even those who say they have heard of the term "online algorithm" do not know that much about them. When thinking about who should be responsible for supporting journalists and news publishers whose content is reproduced on social media, Canadians have mixed views. They do not attribute responsibility to any specific body or industry, but rather believe that responsibility for compensating journalists and news publishers should be divided among online platforms, social media platforms, and the government in some way.

Phase 3 (international research) took the findings of the Canadian research and posed the same questions to respondents living in Australia, Finland, France, and Germany. Putting the Canadian data into perspective, the results show that trustworthiness of the source is a priority for respondents in all countries. Factuality and truthfulness of online content ranked as important for most, but not all respondents from all countries. Furthermore, respondents are not overwhelmingly satisfied with any aspect of the discoverability and availability of online content.

There are also global parallels between the sources that respondents are using for their information and entertainment in all countries. Except for respondents in Finland, no more than four in ten respondents in the countries surveyed say they are knowledgeable about algorithms. Finnish respondents are the most confident in their knowledge. All polled countries consider the task of financially supporting journalists and news publishers a shared responsibility. No country attributes this duty to a specific body or industry but indicate that this should be a task shared across governments, and internet and social media platforms.

Phase 1:
Qualitative Findings

Introduction to Phase 1 Summary (Qualitative Research)

1.1 Background and Objectives

Qualitative research was primarily intended to further inform the development of quantitative research instruments to be fielded subsequently (phases 2 and 3 of the research).

The stated overarching research objectives for this project are as follows:

- To gain an understanding of citizens' perceptions of the impact of algorithms on their exposure to a diversity of content, including local content (cultural);
- To understand citizens' perceptions of the impact of algorithms on their exposure to news and information, with an emphasis on the diversity of points of view offered through online content;
- To explore citizens' perceptions of the impact of online content on their democratic rights (i.e., freedom of expression, freedom of opinion, right to participate in cultural life of the community, right to participate in government); and,
- To explore citizens' interactions with content (i.e., algorithm-driven content consumption (programmed) vs. user-driven consumption (i.e. organic, or active searches), use of networks (social media)).

Given the aforementioned, and in close consultation and collaboration with the project authority, Ipsos designed a moderators' guide structured according to three broad themes:

1) Online user content experience;
2) Views related to the use of algorithms on social media platforms; and,
3) Views related to the need for algorithm controls going forward.

1.2 Methodology

Ipsos conducted a series of four, ninety-minute online focus groups with members of the Canadian public (aged 18+) who used digital platforms (social media and digital content) in order to consume news and cultural content. Special screener questions were used to ensure a range of gender, ages, ethnicity, academic and socio-economic attainment in each session.

Due to limited budget, a desire to include as many regional perspectives as possible as well as views from those residing in urban, suburban and rural locales, Ipsos purposefully recruited participants from broad geographic regions as per the table below. In each session, Ipsos recruited 10 participants in order to ensure 8 attended; a total of 32 participants took part in the qualitative research. Three online focus groups were conducted in English and one session (December 21st) was conducted in French. All qualitative fieldwork was conducted between December 16th and December 21st.

Group #	Audience	Time	Date/Time
Group 1	BC/AB/SASK	MOUNTAIN	December 17th
Group 2	MAN/ONT	EASTERN STANDARD	December 16th
Group 3	QC/ONT/NB [FRENCH]	EASTERN STANDARD	December 21st
Group 4	ATLANTIC	ATLANTIC	December 16th

Note to Reader:

Findings herein are qualitative in nature and do not result from a representative quantitative research methodology. As such, these findings are not to be extrapolated to the broader Canadian population. Rather, they should be considered directional in nature and are intended to provide broad thematic and insight-driven outcomes. Any conclusions drawn and opinions expressed are those of the researchers.

1.3 Current Online Content – User Experience

Relatively consistent views on how to define online content, cultural content and diverse content. Those in the French focus group were more likely to associate cultural content with the 'cultural sector'. Diverse content tends to equate with a variety or range of content. Those more literal implicitly associate the word with 'diversity' and consequently speak of racialized or ethnically focused content.

- When asked to define 'online content' participants' feedback typically focusses on:

1) the nature of the information available; news based, cultural, entertainment, online advertising, general information etc., as well as,
2) the channels used to disseminate or access online content; social media sites (YouTube, Facebook, Instagram) media websites, general websites, pod casts and blogs.

- As was the case for online content, participants associate 'cultural content' with a range of things. For some, cultural content is defined as content that is specifically oriented towards certain ethnic or cultural groups, while for others cultural content is associated with arts, performance, music, history and traditions. It should be noted that participants in the French-speaking group were more likely than their English-speaking counterparts to see cultural content as related to content associated with the 'cultural sector' i.e. such things as those related to the arts and culture, performances, music, history and traditions.
- For some, diversity of content is defined as content that provides for a 'range of perspectives' or content that allows for a variety of information, views and differing opinions. A few others, more literal, associate diversity of content with content specific to a racialized audience.
- Participants suggest that when it comes to deciding what types of online content to access, a number of factors are typically considered: Ease of use or access (level of effort/disclosure levels required to access the content); pre-determined preferences; information provided through trusted sources (information that has been vetted/deemed to be trustworthy); information that is trending or topical; and, information provided proactively by the various platforms they access. To this last point, a number of participants across all groups acknowledged having experienced instances where online content had been pushed out to them without it having been explicitly requested or sought – specific references to social media content (YouTube suggested viewing and Facebook content abound here).
- When pressed to discuss the pros and cons of having access to a range of online content participants typically understand that this affords them the ability to consider different perspectives and points of view, to gain a better understanding of their community, their country and the world. Conversely, there are those, particularly those less likely to recognize the importance of having access to a diversity of content who note that at times this can also result in information overload, can be somewhat overwhelming and ultimately the need to sift through large volumes of information which can be quite time consuming.
- Traditional media sources tend to be doing a relatively good job of providing a range of perspectives on their online interfaces. That said, there were several participants who noted that traditional media outlets also have biases that are likely reflected in the online content they provide or promote. When asked to discuss social media platforms in this same context participants views tended to be more mixed. It appeared that those more likely to rely more heavily on social media as their primary interface for news and information

were also more likely to state that these platforms did a relatively good job of presenting a balanced perspective.

- Those less likely to rely on more heavily on social media as their primary source of news and information, on the other hand, were quick to discuss the influence search algorithms could have on exposure to a range of perspectives. There was general agreement among participants that there would be no harm in encouraging online platforms (hosted by either traditional media or social media) to ensure users are exposed to more local cultural content.
- Concerns related to the collection, storage and usage of search information in order to provide more 'targeted' content as a result of the existence of algorithms whether they explicitly referenced them by name or not were mixed. Those less concerned spoke of the convenience afforded to them and how they could passively receive information without having to make the effort to seek it out. These individuals trusted that they could decide on their own as to the validity/legitimacy and accuracy of the information provided. It should be noted that for those with reservations, their concerns were typically framed in the context of personal privacy. That said, these individuals also acknowledged that information /content that is being recommended could not, and should not, necessarily be considered accurate and should be validated through other sources in order to determine if it was legitimate or not.

1.4 Algorithm Controls and Use on Social Media Platforms

Participants express mixed views on algorithms, and they recognize benefits and limitations offered. Most are confident in their ability to make informed decisions with regards to content consumed online. Access to diverse content online is typically seen as a shared responsibility between users, ISPs, platforms and government.

- Awareness and familiarity with search algorithms and their purpose can best be described as mixed. There were unprompted references to algorithms or search algorithms in each session and, equally, there were participants in each session who professed to being unfamiliar with this terminology. Those familiar with the term were generally able to coherently express what algorithms were and how they impacted information presented/available to users.
- Upon having been presented with a more detailed definition of what algorithms were, most instinctively understood the impact they could potentially have on the types of information end users were presented with. Interestingly, participants' views on algorithms were mixed. Some expressed concerns primarily related to potential exposure and unauthorized use of personal or private information (i.e. banking data), constantly varying and inconsistent pricing for online shoppers presumably based on previous online searches, while others worried about how the hyper-personalization of online content proactively offered to them as a result of algorithms could 'create huge blind spots in our knowledge', further fueling existing echo chambers and potentially having a negative impact on social cohesion (specifically in the context of social media usage). While others yet expressed concerns related to the privacy of their personal information and in some cases how their information was being commoditized. Some participants also spoke of the apparent loss of control for end users, one participant offered a personal account of how an online purchase made via a popular online vendor site lead to advertising for the product purchased subsequently appearing throughout their social media page. On the other hand, there were those who were quick to underscore how algorithms could improve search functionality by speeding up the process, and some who acknowledged that they appreciated the pre-emptive provision of information – less work for them.
- Most participants were confident in their abilities to consider various sources and ensure they are being presented with 'the full picture'. When specifically prompted as to who should be primarily responsible for ensuring that Canadian internet users have access to diverse content, responses included individual users, internet service providers, online platforms as well as government. It is interesting to note that, interest in

having a role for government in specifically regulating access to diversity of content varied somewhat by region with those in eastern Canada being more likely to feel there was a role for government than their counterparts in Western Canada who were more likely to feel this was an individuals' responsibility.

2.1 Moderators Guide for Qualitative Focus Groups

INTRODUCTION (5 MINUTES)

- Explain to participants:
- the length of session (Approximately 90 minutes)
- taping of the discussion
- online focus groups (dual input streams – verbal and typed)
- client observers online as well
- results are confidential and reported in aggregate/individuals are not identified/participation is voluntary
- the role of moderator is to ask questions, timekeeper, objective/no vested interest
- role of participants: not expected to be experts, no need to reach consensus, speak openly and frankly about opinions, no wrong answers
- Sessions being conducted on behalf of the Government of Canada - Department of Canadian Heritage

CONTENT EXPERIENCE [35 MINUTES]:

Thinking specifically about the internet, when I say the words 'online content' what kinds of things come to mind? How do you define 'online content'? What if I said 'cultural content' what do you think of then? And how about diversity of content – what do you think is meant by that?

Let's generate a list of various types of 'online content' that you can or have accessed on a regular basis. [MODERATOR LISTEN FOR RANGE OF CONTENT.]

How do you go about deciding what online content you access? What factors do you consider? Has anyone ever experienced an instance where online content is chosen for you without you having searched for it? [MODERATOR PROMPT AS NEEDED – for instance you could be watching a video on YouTube and then once done another video is 'recommended' to you]

What do you see as the benefits to having access to a range of different types of content? Can you think of any drawbacks?

Some people say that having access to a range of diverse online content allows them to better understand the community they live in, their region as well as issues affecting the country as a whole while others sometimes say that they appreciate access to news and content on topics and points of view that they are most interested in - Where do you stand on this? What are your thoughts on this?

OK, now let's focus specifically on online content made available to you through traditional media sources like the CBC, CTV, the National Post, your regional or community-based news media etc. How good of a job are these types of sources doing at providing you with diverse perspectives on the goings-on in your community/region/the country?

PROBE AS NEEDED:

- Are they trustworthy?
- Do they present a balanced perspective? Or do you feel some traditional media sources are biased?

What about social media platforms (YouTube, Facebook, Twitter, Instagram), to what extent would you say that these platforms do a good job of providing you with a variety of perspectives to be able to understand various angles and perspective on local, national and international events? [MODERATOR PROBE ON TRUSTWORTHINESS OF INFORMATION PRESENTED ON SOCIAL MEDIA PLATFORMS]

PROBE AS NEEDED:

- Are they trustworthy?
- Do they present a balanced perspective? Or do you feel some social media sources are biased?

How likely are you to rely on these platforms for this type of information? What makes you say that? [MODERATOR PROBE SPECIFICALLY ON ANY CONCERNS RELATED TO ACCURACY AND DIVERSITY OF NEWS CONTENT PRESENTED ON THESE PLATFORMS]

To what extent do you feel your social media platforms should be recommending more local cultural content (i.e. Canadian content, local cultural events and artists)? What makes you say that?

When you seek out these types of content are you confident that you are getting the full picture, that you are being presented with all the information? Do you have any concerns about your ability to seek out specific types of content online?

[MODERATOR LISTEN FOR REFERENCES TO CHANGE IN 'TONE' OF CONTENT OF CONTENT DISPLAYED/RECOMMENDED ON HOMEPAGE/USER FEED]

[MODERATOR LISTEN FOR AND PROMPT AS NEEDED] Disturbing, hateful, sensationalizing, factually incorrect, conspiracy theories, extreme, calls to incite hatred, calls to incite violence, racist content.

[MODERATOR READ] Are you aware that some sites and social media platforms may store your information – such as articles you clicked on or posts you have viewed.

What do you think of this? Some sites and platforms then use the information stored to present online content they think you'd be interested in – such as news personalization. What impact could this have in real life?

[MODERATOR PROBE ON POTENTIAL FOR USERS TO BE PRESENTED WITH BIASED ONLINE CONTENT AS A RESULT – NOT SEE OR HAVE THE BENEFIT OF THE FULL PICTURE ON ANY GIVEN ISSUE]

Do you have any concerns about how companies and social media platforms use information you access online?

To what extent do you feel that the online content you are viewing/reading/listening to (content provided from all the previously discussed sources) matches your news and cultural content preferences?

Are you ever concerned about the accuracy of the information you come across online? Why/Why not? [MODERATOR PROBE ON METHODS USED TO VALIDATE ACCURACY OF INFORMATION PRESENTED]

ALGORITHM CONTROLS [25 MINUTES]

How important is it for you to have access to a wide range of perspectives and information when conducting online searches? Are you ever concerned that this may not be happening?

Has anyone ever heard of 'search algorithms'? Can you describe what they are in a few words? What are they meant to do? Can anyone explain to me what impact they have on internet users?

[MODERATOR READ AND PRESENT ON SCREEN]

Basically, algorithms are mathematical equations that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more. They act as electronic gatekeepers to your/our digital world.

Based on the definition I just presented does anyone have any concerns?

How do algorithms benefit you as a consumer of online content? What advantages, if any, do they provide?

PROBE ON:

- Time savings – more targeted search results,
- Pre-emptive provision of information,
- Less guess work, less of a need to search – kind of like having a virtual valet….
- Ability to zero in on like-minded views

OK – Now, does anyone see any drawbacks to having algorithms predetermine the types of information that might be of interest to you?

PROBE ON:

- Lack of perspective, Probe exposure to different perspectives, different points of view.
- Limited exposure to range of content – i.e. missing out on stuff
- Lack of auto-determination – less active seeker of info and more passive receiver of information.
- Potential to negatively impact social cohesion – lead to virtual tribalism and lack of perspective – do not allow for a wholistic view of the world.
- Loss of control

How if at all can/could algorithms affect your ability to share your views with others or impact your ability to form informed opinions about issues you care about? (e.g. freedom of expression or freedom of opinion)? What makes you say that?

ALGORITHMS USE ON SOCIAL MEDIA PLATFORMS [15 minutes]

[MODERATOR READ] Let’s spend the next few minutes focusing specifically on social media. Some social media platforms use algorithms to promote certain posts in your feed or limit posts from others - Features such as Facebook’s “Top Stories” and YouTube’s “watch next” algorithm. What was your experience with these features?

In short algorithms can affect the types of information and content, you are presented with online. What are your thoughts? Anyone surprised? Concerned?

- [MODERATOR LISTEN FOR REFERENCES TO IMPACT OF ALGORITHMS ON SOCIAL MEDIA AND ONLINE CONTENT AND PROBE AS NEEDED]
- PROBE AS NEEDED: Have you been personally affected by algorithms in your day-to-day decision-making? Can you give me some specific examples? (algorithms-based advertising)

What steps have you taken, or can you take to ensure you get the full picture when you are conducting online searches?

Who do you think should be primarily responsible for ensuring that Canadian internet users have access to diverse content online? [MODERATOR LISTEN FOR REFERENCES TO ISPs, PLATFORM HOSTS, GOVERNMENTS, OTHERS]

[MODERATOR LISTEN AND NOTE REFERENCES TO ACCESSING INFO PROACTIVELY PROVIDED ON SOCIAL MEDIA FEEDS – PROMPT ON STEPS TAKEN TO VALIDATE ACCURACY AND LEGITIMACY OF INFORMATION PROVIDED.]

ROLE OF GOVERNMENT [5 MINUTES TIME PERMITTING]

How about the Government of Canada, do you feel it has a role to play in ensuring you have access to diverse content online? How can it /should it go about doing this?

What kinds of actions specifically should be taking – [MODERATOR LISTEN FOR REFERENCES TO REGULATORY CHANGES AND CHALLENGE AS NEEDED – "Are there other ways to achieve this aside from creating more regulations?"

CONCLUSION [5 MINUTES]

Were there any final comments you would like to share before we wrap things up?

Thank you for your participation.

Phase 2:
Canadian Findings

Introduction to Phase 2 Report (Canadian Results)

1.1 Background

The Government of Canada is leading an international initiative on diversity of content online as a means of building a diverse online ecosystem. The notion is, citizens that are exposed to diverse sources and types of content, should be better equipped to fully participate in public debates. As citizens increasingly consume their news and cultural content through digital platforms, this new ecosystem brings different challenges such as the phenomenon of filter bubbles whereby citizens are only exposed to a limited range of information and points of view. A potential consequence of this reduced diversity is to negatively impact the quality of democratic participation in public debates.

The first goal of the initiative is to adopt guiding principles on diversity of content that will in turn provide a normative foundation for identifying concrete actions to be taken by relevant stakeholders, from civil society, private, and public sectors. A multi-stakeholder working group has been created to draft the guiding principles. These guiding principles will set high-level expectations and frame policy development initiatives around the following four themes:

- Access and discoverability of local and national content;
- Remuneration and economic sustainability of content creators;
- Access to diverse and reliable sources of information, including local news;
- Transparency relative to the impact of algorithms on access and exposure to diverse content.

Like-minded countries are involved in collaborative policy development initiatives aimed at better understanding the issues at play and identifying potential interventions in this space. At the moment, Australia, Canada, Finland, France and Germany are pursuing a collaborative research agenda on multiple fronts, one of which is the need to develop a performance measurement framework that is uniquely tailored to the multiple aspects of the diversity of content file, using existing indicators and measurements as appropriate, and identify gaps that will need to be addressed.

To complement this research agenda, the Department of Canadian Heritage undertook public opinion research to inform the development and tracking of indicators for measuring Canadian citizens' perceptions regarding the diversity of content they consume and are exposed to online, primarily through online intermediaries (i.e. Facebook, YouTube, Twitter).

Many elements of the diversity of content policy issue are not yet clearly supported by evidence and data. Among the data gaps, there is very little data relative to perceptions and awareness of citizens on the impact of algorithms over their access and exposure to diverse content, as well as their satisfaction with respect to the diversity of content recommended to them through digital platforms' algorithms. In the context of COVID-19, citizens have been increasingly exposed to (mis)information in part due to these AI systems. Times of uncertainty and crisis result in environments in which conspiracy theories can flourish on online platforms, eroding trust in governmental and scientific institutions that are essential in combating COVID-19. This further reinforces our need to understand these gaps in knowledge.

There is also a need to better assess citizens' awareness and perceptions with respect to the diversity of sources, and the diversity of types and genres of content.

To support general policy development, including the potential development of indicators in relation to this priority, PCH has conducted a national survey to explore Canadians' perceptions of issues related to diversity of content online.

The data generated from this survey will contribute to building an evidence base that will inform policy development in that field. An issue common to many normative instruments is the lack of enforcement mechanisms and indicators that could be used to measure progress against the normative values outlines in the guiding principles. Therefore, it is critical to build an evidence base, including data on perceptions and awareness of citizens, to allow the development of indicators.

1.2 Research Objectives

The main research objectives of the public opinion research include, but are not necessarily limited to, the following:

- Citizens' perceptions and awareness of the impact of algorithms on their access and exposure to a diversity of content, including local content.
- Citizens' perceptions of the impact of algorithms on their exposure to news and information, with an emphasis on the diversity of points of view offered through online content.
- Citizens' perceptions of the impact of online content on their democratic rights (i.e., freedom of expression, freedom of opinion, right to participate in cultural life of the community, right to participate in government).
- Citizens' satisfaction with respect to the diversity of content recommended to them through digital platforms' algorithms.
- Citizens' interactions with content (i.e., algorithm-driven content consumption (programmed) vs. user-driven consumption (i.e. organic, or active searches), use of networks (social media)).
- Comparisons with awareness, perceptions, and satisfaction across the populations in Australia, Finland, France and Germany with respect to the diversity of content recommended to them through digital platforms' algorithms, for comparison purposes.

1.3 Methodology

This report focuses on the results of Phase 2 of the research, which consisted of a web panel survey among Canadian adults. The other two phases of the research are as follows:

- Phase 1: Online focus groups among Canadian adults who use digital platforms (social media and digital content) to consume news and cultural content. This qualitative component informed the design of research instruments for phases 2 and 3. A summary of the findings of this component can be found here.
- Phase 3: An international web panel survey among adults in Australia, Finland, France, and Germany who use digital platforms (social media and digital content) to consume news and cultural content.

The survey instrument for Phase 2 consisted of a series of closed- and open-ended questions designed in consultation with the Department of Canadian Heritage. In Canada, the survey was offered in both official languages and 2,006 responses from adults aged 18+ years were collected from February 5-11, 2021. The average length of interview was 13 minutes. Respondents to the survey were drawn from Ipsos' online panel sample sources making it a non-probability sample. For more information on the sample, please see the appendix.

Due to the non-probabilistic nature of the research, one limitation to the sampling method is that the results cannot be extrapolated to the rest of the Canadian population. However, online panel surveys like the one conducted, are commonly used in the public opinion and market research industry and provide useful insights on the knowledge and opinion of the Canadian population, as the samples are designed to be representative of the population, regionally, demographically and socio-economically. Moreover, the large sample size on which the current survey is based (greater than n=2,000) ensures the insights are highly reliable.

Quotas and weighting were employed to ensure that each sample's composition reflects the characteristics of the latest (2016) Census data. For more information on the weighting scheme, please see Section 4.4. The general population sample group was weighted by:

- Age
- Gender
- Region (Province)
- Level of formal education

2 Key Findings

Access and Discoverability of Content Online

- Social media is accessed by Canadians more than any other type of media. Half (48%) of Canadians use social media several times a day and nearly nine in ten (85%) use social media at least once a week. Women (77% vs. 66% men) and young adult Canadians (83% 18-34 vs. 77% 35-54, 59% 55+) drive social media usage.
- Canadians seek out local (86%) and national news (82%) in nearly equal proportions, with eight in ten seeking these types of information at least once a week.
- Canadians place a priority on their online content being truthful (83%) and from a trustworthy source (84%). They also value the discoverability of local (78%) and Canadian content (77%).
- However, they are not overwhelmingly satisfied with their online experience. While a majority are satisfied online content that matches their interests (63%), fewer feel satisfied when considering the availability of content that offers different points of view (56%). Further, only half of Canadians are satisfied with the accuracy of information they find online (51%), with even fewer being satisfied with the accuracy of suggested content (41%). There is little significant variance by age, gender, or region on these attributes demonstrating that discoverability and availability of online content that matches Canadians' interests are pain points across Canada and across gender and age boundaries.
- Canadians aged 18-34 are significantly more likely to agree they consume online content that covers underrepresented groups or communities (65% vs. 55% among 35-54, 51% among 55+). They are simultaneously more likely to agree that they consume online content 'pushed' or 'suggested' to them based on their preferences (70% vs. 62% 35-54, 47% 55+) and that they consume online content they agree with (72% vs. 63% 35-54, 55% 55+).

Building Resilience to Disinformation and Promoting Reliable Content

- There is a generational divide present in platform preference for information and entertainment whereby older Canadians (aged 55+) are more likely to seek traditional information and entertainment sources (i.e. television- 78% 55+ daily vs. 64% 35-54, 49% 18-34) whereas young adult Canadians (18-34) tend towards consulting social media sources (including Twitter (43% 18-34 daily vs. 33% 35-54, 18% 55+), Instagram (68% 18-34 daily vs. 43% 35-54, 25% 55+), or YouTube (56% 18-34 daily vs. 48% 35-54, 27% 55+)) for both their entertainment and information needs. This suggests the creation of potential generational information silos based on the platform preferences of each age range.
- While Canadians say they are mostly going online to be informed (92% go online for general information at least once a day), there seems to be a blurring of where to find "information" and where to find "entertainment" as Canadians cite similar sources (namely Facebook (77% at least once a week information/80% at least once a week entertainment), online search (89% at least once a week information/76% at least once a week entertainment), and YouTube (67% at least once a week information/74% at least once a week entertainment)) as their most frequented sources for both informational and entertainment purposes. This may point to an obfuscation of what constitutes information and what is strictly entertainment for Canadians online.

- There is a trust vs. usage gap in the online platforms Canadians use. The sources that Canadians are turning to most frequently for entertainment (Facebook 77% weekly or more, YouTube 67% weekly or more) and information (Facebook 80% weekly or more, YouTube 74% weekly or more), are often those which see some of the lowest trust scores (Facebook 26% trusted, YouTube 39% trusted), whereas the lesser-frequented broadcast television (64% entertainment weekly or more) retains higher confidence metrics (64% trusted). This indicates that to some extent, Canadians most often consume online information that they do not trust.
- Younger Canadians show greater confidence in their ability to determine whether online content is fair and balanced. However, there is a generational trust gap present whereby young adult Canadians show greater skepticism towards the ability of traditional media sources to present different points of view, while older respondents place firm trust in traditional media (broadcast TV news: 72% trusted 55+ vs. 62% 35-54, 55% 18-34; print newspapers: 68% trusted 55+ vs. 59% 35-54, 58% 18-34).

Impact of Algorithms and Exposure to Diverse Content

- Awareness and knowledge of online algorithms is relatively low given how much online content Canadians consume.
- Among those who consume online content, one third (34%) say they have knowingly engaged with content that has been ‘suggested’ or ‘pushed’ to them at least once a day.
- While younger adults are more likely to say they’ve engaged with this content (45% 18-34 at least once a day vs. 35% 35-54, 24% 55+), older Canadians are more likely to state they have never engaged with pushed content (24% 55+ vs. 14% 35-54, 7% 18-34), an assertion that could be unlikely given their social media consumption habits.
- About half of Canadians say they are knowledgeable to some degree about how online platforms collect information from users (51%) or how online platforms prioritize which content to show (47%), with men (54% vs. 48% women) and young adult Canadians (64% 18-34 vs. 57% 35-54, 37% 55+) being more likely to say so.
- Half (51%) of Canadians surveyed indicate that they have heard of the term “online algorithm” when presented with just the term and no definition. However, three in ten (30%) of those who say they’ve heard of the term could not provide a description of what one is or how one works when asked.
- Even when presented with a definition of an algorithm, less than 4 in 10 (37%) say they are knowledgeable in some way about online algorithms, and even those who say they have heard of the term “online algorithm” do not actually not know that much about them (30% of those who report having heard of the term say they can’t provide a definition).
- At least six in ten Canadians (61%) say they’re interested in learning about how online algorithms work. However, those most interested tend to be younger (72% 18-34 vs. 61% 35-54, 53% 55+), with higher levels of formal education (74% university graduate) and have higher household income (65% $60L-$100K, 69% $100K+). While older Canadians may be most in need of education about algorithms, they have thus far not shown to be self motivated to learn more about AI and pushed content.
- Canadians believe that algorithms do not do enough to suggest content from their own local community or region. Even though over three quarters (78%) say that it is important to them that the online content they consume includes local community news and information, only four in ten (37%) say that they are often suggested or recommended content from their local community or region.
- While Canadians aged 55+ are significantly more likely to say that they are “never” consuming content suggested to them by algorithms, they may be doing so but not realizing it.

Era of Democratized Information and Navigating Disinformation

- Canadians largely believe that having access to different sources of information with different points of view is important for people to participate in democracy (71% agree). However, just under half of those surveyed agree that online content has become more polarized or negative over the past two years (45%). Perhaps more concerning is the fact that a similar proportion also agree that they often don't have the time to fact check the information that they find online (44%).

Remuneration and Economic Viability of Content Creators

- When thinking about who should responsible for supporting journalists and news publishers, Canadians have mixed views. Canadians do not attribute responsibility to any specific body or industry; they believe that responsibility for supporting journalists and news publishers should be divided among online platforms (47%), social media platforms (46%), and the government (44%) in some way.
- Those who say they are knowledgeable about algorithms are more likely than those who are not to say that both social media organizations (51% v. 43%) and online platforms (52% v. 44%) bear a lot of responsibility in financially supporting journalists and news publishers to make sure they receive fair compensation.

Navigating COVID-19-Related Information Online

- Canadians report that they mostly get their news and information about COVID-19 from broadcast TV news (73%) or traditional news websites or apps (70%). While Facebook is a popular means of finding information (61%), and to a lesser degree other social media platforms are also used as a source of information about COVID-19 (Twitter- 54%, TikTok- 40%, Instagram- 45%).
- For the most part, Canadians are vigilant when it comes to checking the COVID-19-related information they encounter online (67% agree). However, just over one in ten (13%) say they never check this information by fact-checking across multiple sources. Those aged 55+ (17% vs. 11% 35-54, 8% 18-34) are more likely to say they never check the accuracy and reliability of the information they find online about COVID-19.

3 Detailed Results

This section will discuss in greater detail the findings from the public opinion study, with emphasis on pointing out demographic subgroup differences (gender, age, region, education, etc.) where relevant and appropriate. In particular, this section will be organized according to the main objectives of the research, which include:

1. Accessibility and Discoverability of Content Online (Section 3.1)

- This section aims to give an overview of Canadians' overall consumption habits regarding online content. This section explores what is most important to Canadians when it comes to online content and general consumption habits.
- This section also seeks to uncover Canadians' overall satisfaction with respect to the diversity of content recommended to them on digital platforms.

2. Building Resilience to Disinformation and Promoting Reliable Content (Section 3.2)

- This section explores to what extent Canadians consult different sources for entertainment and information and to what extent is the line between entertainment and information becoming blurred?
- The degree to which Canadians are confident that various types of content is fair, balanced, and representative is also considered.

3. Impact of Algorithms and Exposure to Diverse Content (Section 3.3)

- This section takes a deeper look at Canadians' awareness, knowledge, and perceptions of the impact of algorithms on access and exposure to a diversity of content, including local content.
- Citizens' perceptions of the impact of algorithms on their exposure to news and information are also explored, with an emphasis on the diversity of points of view offered through online content.

4. Era of Democratized Information and Navigating Disinformation: Focus on COVID-19 Information (Section 3.4)

- This section explores perceptions of how diverse viewpoints can reinforce democratic participation.
- Information surrounding COVID-19 is used as a case study to examine the potential for Canadians to be misled. How often do Canadians take what they see online at face value and to what extent do they fact check?

3.1 Access and Discoverability of Content Online

3.1.1 Content Consumption

In order to obtain a baseline understanding of what sort of content Canadians are viewing online, the survey first asked how frequently Canadians consumed various types of online content, such as news, social media, and entertainment. Canadians indicate that more than anything else, they are online to be informed, with 92% saying they go online to look for general information, at least once a week. Meaning that almost all Canadians are frequently consuming some form of information online. Following general trends related to internet usage in the Canadian population, the following groups are more likely to turn to the internet 'several times a day' to find information online:

- Men (35% vs. 28% women),
- Canadians under 55 years (34% 18-34, 36% 35-54 v. 26% 55+),
- Those self-identifying as ethnic Canadians (36% vs. 30% who do not),

- Those with a university degree or higher (38% vs. 30% post-secondary, 30% high school graduate, and 24% less than high school).

In addition, social media is the type of content that Canadians say they consume most frequently on a daily basis, with nearly three-quarters (72%) saying they use social media daily and nearly half (48%) saying they are use social media several times a day. The following sub-groups are more likely to turn to social media several times a day:

- Canadians 18-34 (68% several times a day, 83% use at least once a day)
- Women (54% several times a day, 77% use at least once a day)
- Those living in Atlantic Canada (62% use several times a day, 79% use at least once a day)
- Those self-identifying as ethnic Canadians (58% use several times a day, 79% use at least once a day)

Canadians seek out local (86%) or national (82%) news in nearly equal proportions, with eight in ten respectively seeking this information at least once a week.

Table 1: Frequency of Consuming Different Types of Online Content

	Several times a day	At least once a day	2-3 times a week	At least once a week	A few times a month	A few times a year or less often	Never	T4B (%)
General information	31%	38%	14%	9%	5%	2%	1%	92%
Local news	21%	43%	14%	9%	7%	3%	4%	86%
Social media	48%	24%	8%	6%	4%	3%	7%	85%
National news	18%	40%	14%	10%	8%	5%	6%	82%
International news	14%	35%	16%	12%	10%	5%	7%	78%
Entertainment	23%	28%	16%	11%	10%	6%	6%	77%
Shopping	7%	15%	22%	21%	20%	10%	6%	65%

Q5. How often do you consume the following types of online content? Base: Respondents who consume online content (n=1976).

From the perspective of consumption at least once a week:

- Men are more likely to be consuming local (89% vs. 84% women), national (87% vs. 77% women), or international news (84% vs. 71% women),
- Women are slightly more likely to be using social media (88% vs. 83% men).

And further zooming in on consumption at least once a day or several times a day, two other findings stand out:

- Canadians 18-34 are far more likely to be using social media (95% vs. 88% 35-54, 76% 55+)
- Canadians aged 35-54 are more likely to be reading local news (70% vs. 64% 55+, 54% 18-34)

Regionally, Ontarians appear to be some of the country's most avid consumers of news, as they seek out local (89% consume weekly vs. 80% in Alberta/Territories), national (85% consume weekly vs. 79% in Alberta/Territories, 76% in Atlantic Canada), and international (81% weekly vs. 72% Saskatchewan/Manitoba, 67% in Atlantic Canada) news in greater frequency than other regions.

3.1.2 Priorities when Consuming Online Content

Canadians' exposure to different types of online content is not solely driven by consumption habits, but also their priorities and preferences. When asked to indicate how important various qualities of online content are to them, Canadians were most likely to prioritize the trustworthiness of a source (84%) and truthfulness (83%). Although there is no statistically significant difference concerning gender, older Canadians are more likely to say they believe trust in the source is important (88% 55+ v. 41% 18-34, 43% 35-54).

Regionally speaking, those living in Quebec are the least likely to say that trust in the source of information is 'very' important (34% v. 53% BC, 44% Alberta/Territories, 51% Saskatchewan/Manitoba, 50% Ontario, 47% Atlantic). However, this is made up for with a higher proportion of Quebecers saying that it is 'somewhat' important, meaning that those living in Quebec do not necessarily think the trustworthiness of a source is significantly less important than those living in other regions.

While eight in ten (78%) Canadians agree that the discoverability of local and community news or Canadian content (77%) is important to them, half highlight the importance of seeing content they agree with (55%) or is suggested to them based on their personal preferences (50%).

Table 2: Important Attributes When Consuming Online Content

	Very important	Somewhat important	Not very important	Not at all important	Don't know	T2B (%)
Comes from a source I trust	45%	38%	9%	3%	5%	84%
Is factual and truthful	56%	28%	8%	3%	6%	83%
Includes local community news and information	28%	50%	12%	4%	6%	78%
Includes Canadian content	31%	46%	14%	4%	5%	77%
Is from different sources and a variety of perspectives	25%	48%	16%	5%	7%	73%
Reflects different points of view on community, regional and national issues	23%	49%	16%	6%	6%	72%
Includes investigation journalism	28%	43%	16%	5%	7%	72%
Matches my personal preferences	17%	46%	23%	7%	7%	63%
Covers underrepresented groups or communities	16%	41%	23%	11%	10%	56%
I agree with	14%	41%	30%	8%	8%	55%
Is suggested to me based on my preferences	11%	39%	29%	13%	8%	50%

Q10. How important are the following to you personally when consuming online content? Base: Respondents who consume online content (n=1976).

Another key consideration is access and discoverability of Canadian content (including national or local events or stories). While three quarters (77%) say that online content that includes Canadian content is important to them, this sentiment is more pronounced among the following subgroups:

- Those aged 55+ (81% vs. 75% 35-54, 73% 18-34),
- Those living in Ontario (81% vs. 73% SK/MB, 69% QC),
- Women (79% vs. 74% men).

From a regional perspective, Quebec residents hold slightly differing attitudes than the rest of the country about consuming specifically Canadian content or content that comes showcases local or underrepresented viewpoints. In general, they are more likely to state that it is:

- Not important their online content highlight Canadian content

- Not important their online content come from different sources and a variety of perspectives
- Not important their online content include community news and information
- Not important their online content cover underrepresented groups or communities

Understandably, Quebec residents may have slightly differing attitudes towards Canadian content as a result of language preferences and a different media landscape.

3.1.3 Content Consumption Patterns

While many Canadians believe it is important that they consume online content that is factual, that online content comes from a source they trust, and showcases Canadian/local content, how well are they following through with these intentions? It seems that Canadians believe they are consuming content that has the characteristics that they value the most;

- A majority believe the online content they consume is factual and truthful (80%)
- 80% agree they consume Canadian content and local and community news (78%)

While six in ten (58%) agree they consume online content that is suggested to them based on their preferences, over four in ten (44%) agree that their online content only matches their personal preferences. This is a significant proportion of Canadians who agree that what they see online is only what they want to see.

Table 3: Attitudes Towards the Following: "I Consume Online Content That Is…"

	Very important	Somewhat important	Not very important	Not at all important	Don't know	T2B (%)
Is factual and truthful	31%	49%	8%	3%	9%	80%
Includes Canadian content	28%	52%	11%	3%	7%	80%
Includes local community news and information	24%	55%	11%	4%	7%	78%
Reflects different points of view on community, regional and national issues	18%	57%	13%	4%	9%	75%
Is from different sources and a variety of perspectives	18%	56%	14%	4%	9%	74%
Comes from a source I trust	23%	49%	17%	3%	8%	72%
Includes investigation journalism	20%	51%	14%	5%	10%	71%
I agree with	12%	50%	24%	6%	9%	62%
Is suggested to me based on my preferences	11%	48%	23%	9%	10%	58%
Covers underrepresented groups or communities	11%	45%	24%	8%	12%	56%
Only matches my personal preferences	9%	35%	35%	14%	8%	44%

Q11. To what extent would you agree or disagree with the following? I consume online content that is…Base: Respondents who consume online content (n=1976).

Canadians aged 18-34 are significantly more likely to agree they consume online content that:

- covers underrepresented groups or communities (65% vs. 55+% 35-54, 51% 55+),
- is suggested to them based on their preferences (70% vs. 62% 35-54, 47% 55+),
- they agree with (72% vs. 63% 35-54, 55% 55+).

Part of this may be related to convenience; while on average 25% of Canadians agree they "prefer to consume online content that is suggested or recommended to [them] rather than seek out information online [themselves] because it is easier" this figure rises to four in ten for younger Canadians (38% vs. 26% 35-54, 15% 55+), indicating that convenience is a driving factor leading this demographic to consume content they agree with. However, it is important to note that the data does not provide any sense of directionality- we do not know whether Canadians aged 18-34 are consuming online content that they agree with because it has been suggested to them.

Self-reported consumption habits for those living in Quebec also reflect the trends mentioned earlier. When it comes to their actual consumption of online content, they are more likely to say that they:

- do not consume Canadian content online
- do not consume online content that includes local community news
- do not consume online content that covers underrepresented groups or communities
- are satisfied with the accuracy of information that is suggested or "pushed" to them online

3.1.4 Satisfaction with Online Content

When further probed on whether they are satisfied with the discoverability and availability of online content, Canadians are not overwhelmingly satisfied on any front. Six in ten (63%) state they are satisfied online content that matches their interests, but this declines to 56% who are satisfied when considering the availability of content that offers different points of view. Further, only half (51%) of Canadians are satisfied with the accuracy of information they find online, with even fewer being satisfied with the accuracy of suggested content (41%).

Table 4: Attitudes Towards Online Content and Information

	Very satisfied	**Somewhat satisfied**	**Neither satisfied nor dissatisfied**	**Somewhat Dissatisfied**	**Very Dissatisfied**	**Don't know**	**T2B (%)**
Discovering online content that matches my interests	13%	50%	27%	6%	1%	3%	63%
Availability of online content that offers different points of view	12%	44%	29%	9%	4%	2%	56%
Accuracy of information I find online	9%	42%	29%	13%	5%	2%	51%
Accuracy of information that is suggested, 'pushed', or recommended to me online	6%	34%	33%	17%	5%	4%	41%

Q13. Overall, how satisfied or dissatisfied are you with the following? Base: Respondents who consume online content (n=1463).

These attributes show little significant variance by age, gender, or region, demonstrating that discoverability and availability of online content is relatively low across Canada and across gender and age boundaries.

These findings may seem to be incongruous with data showing that what Canadians are consuming online largely maps onto what they feel is important:

- A majority believe the online content they consume is factual and truthful (80%), in line with factuality and truthfulness of content being one of the most important factors for Canadians (83%)
- 80% agree they consume Canadian content and local and community news, a factor that is important for 78% of Canadians

How do we square the figures that show Canadians are consuming what is important to them, but not show overwhelming satisfaction with that content? Given that only 63% of Canadians are satisfied that the content they consume matches their interests, it is possible that there is a divergence between what Canadians agree is important and what they enjoy. They may agree that their content is factual and has aspects of their community, but may also feel that it does not necessarily interest them. Furthermore, while Canadians agree that content that showcases a variety of views is both important (73%) and something they consume (75%), this does not necessarily lead to satisfaction in the availability of this kind of content.

3.2 Building Resilience to Disinformation and Promoting Reliable Content

3.2.1 Preferred Sources of Information and Entertainment

The data show that Canadians are largely frequenting the same sources for information and entertainment:

When presented with a variety of online options, Canadians indicate that they use the following social media for both information and entertainment purposes:

- Facebook (77% information/80% entertainment)
- Online search (89% information/76% entertainment)
- YouTube (67% information/74% entertainment)

Table 5: Most Utilized Platforms for Information and Entertainment

Top 5 Sources for Information *(Used at least once a week or more)*		Top 5 Sources for Entertainment *(Used at least once a week or more)*	
Online Search	89%	**Global movie/TV streaming services**	80%
Facebook	77%	**Facebook**	80%
YouTube	67%	**TV**	79%
Instagram	67%	**Online Search**	76%
Twitter	64%	**YouTube**	74%

Q7. How often do you use the following sources for information? Base: Respondents who consume online content (n=varies).
Q8. How often do you use the following sources for entertainment? Base: Respondents who consume online content (n=varies).

The significance of this finding is two-fold:

- It demonstrates that there is potential for conflation between information and entertainment. That Facebook, online, search, and YouTube are consulted for both purposes indicates a potential blurring of the lines of what constitutes information and what is considered strictly entertainment among many Canadians.
- All three of these platforms tailor a user's experience using algorithms, leading to the potential creation of so-called 'filter bubbles'.

In fact, the top five platforms that Canadians use most frequently (online search (89%), Facebook (77%), YouTube (67%), Instagram (67%), Twitter (64%)) for finding information are potentially influenced by algorithms. This means that Canadians are already encountering algorithms and filter bubbles in their search for both information and entertainment, which has implications for the diversity of content and viewpoints that Canadians are exposed to online.

Importantly, information platform preference varies greatly by age with a generational divide emerging between "traditional" media and "social" media.

- Canadians aged 55+ are significantly more likely to look for information from traditional media, including broadcast TV news (72% vs. 64% 35-54, 52% 18-34) or print newspapers (39% vs. 26% 35-54, 25% 18-34) on a weekly basis.
- Conversely, Twitter (72% vs. 62% 34-54, 54% 55+), Instagram (76% vs. 64% 34-54, 53% 55+), and YouTube (75% vs. 68% 34-54, 59% 55+) all see greater weekly usage among those Canadians aged 18-34.

While this generational divide may seem predictable, it underlines a more concerning phenomenon: younger generations are consuming more content via platforms that make use of algorithms.

This generational divide is present in the entertainment sphere as well. In line with the generational preferences observed for information consumption, Canadians aged 55+ are more likely to frequently consume traditional entertainment sources (specifically television- 86% vs. 80% 35-54, 69% 18-34) while younger generations are significantly more likely to seek entertainment via:

- Twitter (71% vs. 60% 35-54, 44% 55+),
- Instagram (89% vs. 69% 35-54, 51% 55+),
- Snapchat (80% vs. 57% 35-54, 32% 55+),
- YouTube (76% vs. 79% 35-54, 59% 55+),
- TikTok (78% vs. 64% 35-54, 41% 55+).

Acknowledging that entertainment is a crucial medium through which Canadians absorb information that shapes their thoughts, opinions, and worldview, we clearly see that younger generations largely prefer to consume media from platforms which use algorithms to tailor content.

3.2.2 Trust and Confidence Media Platforms

When asked how much trust and confidence Canadians place in a variety of sources, Canadians regardless of age place the greatest amount of trust in traditional sources, including:

- Broadcast TV news (64%),
- Print newspapers (62%),
- News radio (59%),
- Traditional news websites or apps (57%).

Table 6: Trust and Confidence in Media Sources

	A lot of trust	Some trust	A little trust	No trust at all	Don't know	T2B
Trust and Confidence in Traditional Media						
Broadcast TV news	24%	40%	18%	8%	11%	64%
Online search	16%	46%	24%	6%	8%	62%
Print newspapers	19%	43%	19%	6%	13%	62%
News radio	18%	41%	20%	6%	15%	59%
Traditional news websites or apps	16%	41%	22%	7%	15%	57%
Trust and Confidence in Social Media						
YouTube	9%	30%	32%	14%	16%	39%
Facebook	5%	21%	33%	31%	11%	26%
Social media (in general)	4%	20%	36%	27%	13%	24%
Instagram	4%	16%	23%	22%	35%	20%
Twitter	4%	13%	21%	26%	36%	17%
TikTok	3%	7%	12%	33%	45%	10%

Q9. In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? Base: Respondents who consume online content (n=1976).

This effectively points to a trust and usage gap as the platforms that Canadians place the most trust in, are not the platforms they are using for information or entertainment (except for online search, which sees high usage and high trust).

In fact, the sources that Canadians are turning to most frequently for entertainment and information, are often those which see some of the lowest trust scores including:

- YouTube (39%)
- Facebook (26%)
- Social media in general (24%).

With Facebook and social media seeing the least trust, but high usage for entertainment and social media, we see that Canadians are willing to use sources that they don't necessarily trust. This indicates that to some extent Canadians realize that what they are consuming might be open to misinformation or error, but they are not concerned enough to stop using these sources for either the purposes of information or entertainment. This phenomenon is especially prevalent among young Canadians, who show strong usage of online platforms, but do not necessarily show strong trust in them.

3.2.3 Determining Whether Content is Fair, Balanced, and Representative

While on average, two thirds (66%) of Canadians feel confident in their ability to tell if online content is fair and balanced, this proportion is significantly higher for younger respondents (aged 18-34 or 35-54) whereas those aged 55+ are significantly more likely state they are not confident in their ability to tell if online content is fair, balanced, and represents different points of view (36% 55+ vs. 23% 35-54, 21% 18-34).

Table 7: Percent of those Confident that their Online Content is Fair, Balanced, and Represents Different Points of View

Very/somewhat confident	66%
- **Very confident**	12%
- **Somewhat confident**	54%
Not very confident	22%
Not at all confident	6%
Don't know	7%

Q21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view? Base: Respondents who consume online content (n=1946).

While younger Canadians show greater confidence in their ability to determine whether online content is fair and balanced, they show greater skepticism towards the ability of traditional media sources to present different points of view, with more than a third of this demographic (aged 18-34) saying they are not very or not at all confident that content provided by traditional media is fair or balanced (35% vs. 28% 35-54, 24% 55+).

Collectively, these data point to a trend where Canadians aged 18-34, already significantly more likely to be consulting platforms that use AI and algorithms for their information and entertainment, place relatively low trust in these same platforms to be providing them fair and balanced content. This demographic feels confident in their ability to determine whether online content is balanced and represents different points of view, but they are skeptical that traditional media sources meet these same criteria (providing content that is fair, balanced, and represents different points of view).

3.2.4 Who is Responsible?

Regardless of whether Canadians feel adept at identifying whether online content is fair and balanced, they are nearly unanimous that maintaining an online environment where content is balanced and showcases different points of view is a shared responsibility.

Table 8: Responsibility Among the Following Organizations to Ensure Online Content is Balanced, Fair, and Providing Users with Various Points of View

	A lot of responsibility	**A little responsibility**	**No responsibility**	**Don't know**
Online platforms (e.g. Google, Apple)	61%	25%	6%	8%
Social media platforms (e.g. Facebook, Twitter)	60%	26%	7%	7%
Online content creator	56%	30%	6%	9%
Government	53%	29%	10%	8%
Citizens or people like me	43%	39%	8%	10%

Q20. How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? Base: Respondents who consume online content (n=2006).

Canadians place a nearly equal share of responsibility with the following groups to maintain a fair online environment.

- Online platforms (86%)
- Social media platforms (86%)
- Online content creators (86%)
- Government (82%)
- Citizens (82%)

3.3 Impact of Algorithms and Exposure to Diverse Content

3.3.1 Consumption of "Pushed" Content

Among those who consume online content, one third (34%) say they have knowingly engaged with content that has been suggested or "pushed" to them at least once a day. Those more likely to say they have knowingly clicked on media that has been suggested to them at least once a day include:

- Younger Canadians (45% 18-34 vs. 35% 35-54; 24% 55+)
- Those in Atlantic Canada (46%) and Quebec (41%)

Table 9: Frequency in the Past Year of Consuming Online Content that has been Suggested, 'Pushed', Or Recommended

At least once a day or more often	34%
- **Several times a day**	11%
- **At least once a day**	23%
2-3 times a week	16%
At least once a week	11%
A few times a month	11%
A few times a year or less	12%
Never	16%

Q12. In the past year, how often have you consumed (either clicked or been shown) online content such as news, information, or entertainment that has been suggested, 'pushed', or recommended to you by social media or online platforms? Base: Respondents who consume online content (n=1976).

Those more likely to say they have never engaged with pushed content include:

- Older Canadians (24% vs. 14%; 35-54; 7% 18-34),
- Residents of British Columbia (22%),
- Those with less formal education (23% among those with less than high school and 20% among those with high school only).

3.3.2 Satisfaction with and Knowledge About "Pushed" Content

Social media remains synonymous for many with the idea of algorithms and pushed content. However, determining whether the content being recommended on social media is fair, balanced, and represents different points of view remains up for debate among Canadians. Only 36% of Canadians agree that recommended social media content fulfills these criteria while 55% disagree, a figure that is significantly higher among older Canadians (63% 55+ vs. 51% 35-54, 50% 18-34). The data do show that Canadians feel less than confident in the veracity of the content provided to them on social media.

Furthermore, it seems that Canadians believe that algorithms do not do enough to suggest content from their own local community or region. Even though over three quarters (78%) say that it is important to them that the online content they consume includes local community news and information, only four in ten (37%) say that they are often suggested or recommended content from their local community or region. This points to an interesting disconnect between awareness of engaging with pushed content, priorities of online content, and satisfaction with what is being pushed. The data suggest that while a third of Canadians are aware that they are consuming pushed content, for those who have the awareness that some of their content is suggested, they are dissatisfied with the amount of local or community information being pushed to them by an algorithm, as they have identified this topic as a priority. Those in Atlantic Canada are more likely to say that they are often suggested local community or regional content online (46%), as are younger Canadians (51% 18-34 vs. 39% 35-54; 26% 55+).

Table 10: Are Canadians Seeing Local or Regional Suggested Content?

Strongly agree	6%
Somewhat agree	31%
Neither agree nor Disagree	31%
Somewhat Disagree	15%
Strongly Disagree	9%
Don't know	8%
T2B	37%

Q22. Indicate to what extent you agree or disagree with the following statements? I am suggested or recommended content from my local community or region. Base: Respondents who consume online content (n=1946).

When asked if they are satisfied with the accuracy of information that is suggested, "pushed", or recommended to them online, four in ten (41%) of those who do consume such content say they satisfied to some degree (though only 6% say they are "very satisfied").

Those more likely to be satisfied include:

- Canadians under 55 years (44% 18-34; 45% 35-54 vs. 31% 55+)
- Quebec residents (50%).

In addition, those who say they knowingly consume recommended online content at least once a day are more likely to say they are satisfied with the accuracy of this information (52%).

This finding is significant as it indicates that those who are aware they are consuming pushed content and who knowingly do so frequently (daily or more often), are more likely to be satisfied with the accuracy of the content being suggested to them.

Table 11: Satisfaction with Accuracy of Suggested Information Online

Very satisfied	6%
Somewhat satisfied	34%
Neither satisfied nor Dissatisfied	33%
Somewhat Dissatisfied	17%
Strongly Dissatisfied	5%
Don't know	4%
T2B	41%

Q13. Overall, how satisfied or dissatisfied are you with the following? Accuracy of information that is suggested, 'pushed', or recommended to me online. Base: Respondents who consume online content (n=1463).

Considering the third (33%) who say they are neither satisfied nor dissatisfied, it seems that most Canadians are lukewarm at best about the accuracy of the information pushed to them through algorithms. Just over two in ten (22%) say they are dissatisfied (17% "somewhat dissatisfied"; 5% "very dissatisfied"), while the remaining 3% say they don't know how they feel. Residents of British Columbia are more likely to say they are dissatisfied with the accuracy of information that is suggested to them (32%).

For those who are satisfied with the accuracy of the information pushed to them online, their satisfaction is driven by the content itself and the appeal of the suggestion. Respondents who were satisfied with the accuracy of their pushed content highlighted attributes including:

- the relevance of the content (16%)
- their belief that the content was factual and truthful (4%)
- or that it provided a different variety or selection of options than what they might have otherwise seen (3%).

Table 12: Reasons Satisfied with Recommended or "Pushed" Content

Content relevant to interests	25%
Good/ great/ I like it	18%
Suggested to me based on my preferences	9%
Informative and provides more detail	7%
Factual and truthful	6%
Selection and variety	5%
Easy and convenient	4%
Accuracy of information I find online	4%
Comes from a source I trust	3%
Interesting/ Intriguing	3%
Other positive mentions	3%
Other/Nothing	7%
Don't know	7%

Q14. Why would you say that you are satisfied with the online content that is suggested, pushed, or recommended to you? Base: Those who are satisfied with the accuracy of information that is suggested, pushed, or recommended to them (n=598)

For those who felt dissatisfied with the accuracy of pushed material, criticism of the content itself was highlighted by many including:

- content not being relevant to interests (15%)
- the prevalence of 'fake news' (10%)
- or the unreliability of a source (4%)

Concerns of the veracity of the material were further highlighted as 11% indicated that a lack of facts led them to feel dissatisfied, while 9% indicated that the material was biased.

Table 13: Reasons Dissatisfied with Recommended or "Pushed" Content

Content not relevant to interests	15%
Not reliable or untrustworthy	11%
Lack of facts or not truthful	11%
Lots of fake news	10%
Biased or not fair	9%
I don't like it/annoying	9%
Not accurate information I find online	7%
Comes from unreliable source	4%
Too many political agendas	4%
Suggested to me are not based on my preferences	4%
Poor quality content	4%
Other Negative mentions	4%
Too many advertisements	4%
Intrusive/invading	3%
Not enough selection/variety/more content/options	3%
Privacy/security issues	3%
Other/Nothing	8%
Don't know	6%

Q14. Why would you say that you are dissatisfied with the online content that is suggested, pushed, or recommended to you? Base: Those who are dissatisfied with the accuracy of information that is suggested, pushed, or recommended to them (n=323)

When asked about their knowledge of how online platforms specifically collect information from users or prioritize which content to show, about half of Canadians say they are either "very" or "somewhat" knowledgeable about these aspects. For instance, roughly half say they are knowledgeable about how online platforms suggest or recommend online content to them (53%), the type of information that online platforms collect from them when they use these networks (51%), and how online platforms prioritize what content a user sees (47%). Furthermore, only 4 in 10 (40%) say they are knowledgeable in some way about how to adjust their controls to access opposing views on a topic.

Table 14: Knowledgeable about Online Content and How Content it is Accessed and Prioritized

	Very knowledgeable	**Somewhat knowledgeable**	**Not very knowledgeable**	**Not at all knowledgeable**	**T2B**
How online platforms suggest or recommended online content to you	10%	44%	34%	13%	53%
The type of information that online platforms collect from you when you use these networks	9%	42%	36%	13%	51%
How online platforms prioritize what content a user sees	9%	38%	38%	15%	47%
How to adjust your controls to access opposing views on a topic	8%	33%	41%	19%	40%

Q15. How knowledgeable would you say that you are about the following? Base: Respondents who consume online content (n=1976).

Men and younger Canadians are more likely to say that they are either "very" or "somewhat" knowledgeable about various aspects of how online platforms collect data and make decisions about suggesting content to users. Those with higher levels of formal education and household income are also more confident in saying they are knowledgeable about this topic. Quebec residents are more likely to say they are “not very” or “not at all” knowledgeable about these aspects.

3.3.3 Knowledge About Algorithms

Half (51%) of Canadians indicate that they have heard of the term “online algorithm” when presented with the term (and no definition). Those more likely to say they have heard of the term include

- Men (54% vs. 48% women)
- Younger respondents (70% 18-34 vs. 52% 35-54; 35% 55+)
- Those with higher levels of formal education (70% among those with a university graduate degree).

Table 15: Frequency Among Those who have Heard the Term ‘Online Algorithm’

Yes	51%
No	41%
Don’t know	9%

Q16. Have you heard of the term online algorithm? Base: Respondents who consume online content (n=2006).

The remaining four in ten (41%) Canadians say they have not heard of the term and only one in ten (9%) say they don’t know. Those more likely to have not heard the term online algorithm include:

- Women (44% vs. 39% men)
- Older Canadians (56% 55+ vs. 39% 35-54; 24% 18-34).
- Those in Quebec (50%), as well as those in British Columbia (46%).
- Those with lower levels of formal education (64% less than high school education)

Those who say that they have heard of the term “online algorithm” were then asked to describe in their own words with an online algorithm is or how it works. The most common themes to emerge from this open-ended question was that an algorithms’ purpose is to show similar content relevant to one’s interests (18%) and to track/spy on online activity (18%). Canadians are also aware that these algorithms analyze one’s history (16%) and make suggestions based on previous online searches (15%). However, 30% of those who say they’ve heard of the term could not provide a description of what one is or how one works when asked.

Table 16: Respondent-Supplied Description of What an Online Algorithm Is or How It Works

Shows similar content relevant to your interests	18%
Tracking/spying online activity	18%
Analyzing data/usage history	16%
Generates suggestions based on past research	15%
Pattern/Internet habit	11%
Using mathematics/ formula to calculate user has consumed	7%
Target ads by search preference	6%
System logic/type of code	4%
How informative/post on social media	3%
Don't know	30%

Note: Responses below 3% not reported.
Q17. Why would you say that you are dissatisfied with the online content that is suggested, pushed, or recommended to you? Base: Those who say they have heard of the term "online algorithm" (n=1065)

Given that there is the possibility that some Canadians know the underlying concept, but may not be familiar with the actual technical term or that those saying they have heard of the term "online algorithm" may not actually know the definition, all respondents were then presented with a short definition. The definition presented to respondents was as follows:

"programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more."

On this more aided basis, respondents were asked how knowledgeable they are about online algorithms. Less than 4 in 10 (37%) say they are knowledgeable in some way about online algorithms, with only 6% saying that they are "very knowledgeable". This points to a large knowledge gap, whereby even those who say they have heard of the term "online algorithm" may not know that much about them.

Table 17: Knowledge of Algorithms Based on Whether Canadians have Heard the Term

	Very knowledgeable	**Somewhat knowledgeable**	**Not very knowledgeable**	**Not at all knowledgeable**	**T2B**
Heard of "online algorithm"	10%	48%	36%	7%	57%
Not heard of "online algorithm"	2%	13%	31%	55%	15%

Q18. We have some follow-up questions about online algorithms, which are defined as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more. How knowledgeable would you say that you are about online algorithms? Base: Total answering (n=2006)

Those who said they had heard the term "online algorithm" before are more likely to say that they are knowledgeable about them; nearly 6 in 10 (57%) are either "very" or "somewhat" knowledgeable. However, the fact remains that even among those who say they've heard of the term, only 1 in 10 (10%) say they are "very knowledgeable", further emphasizing the disparity in Canadians' knowledge of how these programs shape their online experiences.

3.3.4 Interest in Learning More About Algorithms

Although half (51%) of Canadians say they have heard of the term "online algorithm" and about one third (37%) say they are knowledgeable about algorithms, that does not mean that Canadians are not interested in learning more about the technology. In fact, at least six in ten Canadians say they're interested in learning about how online algorithms work, with more than half (58%) saying they are interested in learning more about when online content has been pushed or recommended to them. The most popular topic is learning about the type of information that online platforms collect from users; seven in ten (69%) say they are interested in learning more, with nearly three in ten (27%) saying that they are "very interested".

Table 18: Frequency of Those Interested in Learning More About Online Content

	Very interested	Somewhat interested	Not very interested	Not at all interested	Don't know	T2B
The type of information that online platforms collect from you	27%	42%	15%	9%	7%	69%
How online platforms recommend online content to you	18%	45%	20%	11%	7%	62%
How to adjust your controls to access opposing views on a topic	22%	41%	19%	11%	9%	62%
How online algorithms work	18%	42%	20%	11%	8%	61%
How online platform prioritize which content a user is exposed to	18%	43%	21%	11%	8%	61%
When online content has been pushed/recommended to you	17%	40%	21%	13%	8%	58%

Q19. How interested are you to learn more about the following? Base: Respondents who consume online content (n=2006).

In addition to being less knowledgeable than other age groups about algorithms, those over 55 years of age are more likely to say they are either "not very" or "not at all" confident in their ability to tell whether online content is fair, balanced, and represents different points of view. This age group also reports being more likely to say they "never" consume content that has been suggested to them based on algorithms, an unlikely assertion given that 59% of respondents aged 55+ are looking for information on Facebook at least once a day, while 57% of these same respondents are turning to this social network for entertainment at least once a day. While Canadians aged 55+ are significantly more likely to say that they are "never" consuming content suggested to them by algorithms, they may be doing so but not realizing it.

Yet at the same time, those who say they are interested in learning about various aspects of online algorithms and how online platforms make use of them tend to be:

- Younger
- With higher levels of formal education
- Have higher household income

A majority of Canadians believe that it is important to protect their information from algorithms as six in ten (59%) agree that it is important for them to use ad-blocking software and/or incognito mode to protect their privacy online. In fact, over a quarter (26%) say they "strongly agree" with this statement. Older Canadians are more likely to say that they agree to some extent with this statement (62% 55+ vs. 57% 35-54; 56% 18-34).

Table 19: Importance of Using Ad-Blockers to Protect Online Privacy

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
It is important for me to use ad-blockers and/or incognito mode to protect my privacy online	26%	33%	23%	8%	3%	8%	59%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (n=1946).

Another 23% say they neither agree nor disagree with this statement and one in ten (11%) say they disagree with the importance of using ad-blockers and/or incognito mode (8% "somewhat disagree"; 3% "strongly disagree"). Another 8% say they don't know.

3.4 Era of Democratized Information and Navigating Disinformation

3.4.1 Increasing Democratization of Information

Canadians largely believe that having access to different sources of information with different points of view is important for people to participate in democracy. Seven in ten (71%) of those surveyed either "strongly" or "somewhat agree" with this sentiment. Those more likely to agree include:

- Older Canadians (76% vs. 68% 35-54, 69% 18-34), as are
- Those with more formal education (76% among those with university graduate degrees).

Another two in ten (19%) are neutral, and only 5% disagree (3% "somewhat disagree"; 2% "strongly disagree"). The remaining 6% say they don't know how they feel on this question.

However, even though older Canadians are slightly more likely to agree that having access to different sources of information with different points of view is important to participate in a democracy, they are no more likely than other age groups to say that they consume online content that is from different sources and a variety of perspectives (74% 55+ v. 76% 35-54, 72% 18-34).

Table 20: Does Having Access to Different Information Sources Allow for Greater Democratic Participation?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
Having access to different sources of information with different points of view is important for people to participate in democracy	32%	38%	19%	3%	2%	6%	71%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (n=1946).

Although a large proportion of Canadians believe that access to these different sources of information is important for the functioning of democracy, slightly fewer believe that this information is actually easier to access, or at least that the landscape has shifted over the past two years. Compared to 71% who agree to some extent that access to different viewpoints is important for the democratic process, just over half (54%) agree that online platforms have made it easier to access different sources of information. Demographics more likely to agree include:

- Younger Canadians (65% 18-34 vs. 54% 35-54; 47% 55+), as are

- Those with higher formal education (59% among those with a university graduate degree).

While 32% said they "strongly agree" that different viewpoints are important, only 15% say the same about easily accessing these same viewpoints on online platforms. Another 39% say they "somewhat agree" and another 31% say they are neutral. Furthermore, 11% of Canadians surveyed say they disagree actively (7% "somewhat disagree"; 4% "strongly disagree") and 1 in 10 (9%) say they don't know.

Table 21: Ease of Accessing Different Sources of Information Online

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
Over the past two years, online platforms have made it easier to access different sources of information	15%	39%	26%	7%	4%	9%	54%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (n=1946).

There is a sizeable gap between Canadians' stated beliefs in having access to different sources of information and points of view and their opinions about how easy it is to find these viewpoints. Furthermore, at the same time that Canadians say they value online content from a variety of perspectives, the fact remains that over half (55%) of Canadians surveyed said that it was important that they agree with the online content they consume and that over four in ten (44%) agree that they only consume content that matches their preferences.

3.4.2 Navigating Disinformation

Just under half (45%) of those surveyed agree that online content has become more polarized or negative over the past two years, with 15% saying they "strongly agree" and 29% saying they "somewhat agree". In line with previous demographic callouts:

- Younger Canadians are more likely to say they agree (53% 18-34 vs. 46% 35-54, 37% 55+).
- Those with higher formal education (48% among those with post-secondary studies; 51% among those with university graduate degrees) are more likely to agree.

Table 22: Polarization of Recommended Online Content

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
During the past two years, the tone of online content recommended to me has grown more polarized or negative	15%	29%	31%	9%	4%	11%	45%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (n=1946).

Interestingly, only 13% actively disagree (9% "somewhat disagree"; 4% "strongly disagree") that online content has recently become more polarized or negative. No major demographic subgroup is more likely to disagree that content online has become more polarized recently, indicating that there is some sense of unanimity among Canadians on this front. The remaining three in ten (31%) say they are neutral, while another one in ten (11%) say they don't know. The proportion of those who say that they don't know if online content has become more polarized is higher among:

- Older Canadians (15% 55+ vs. 9% 35-54, 7% 18-34)
- Those with less formal education (18% less than high school vs. 12% high school graduate, 10% post-secondary, 8% university graduate).

A similar proportion (44%) also agree that they often don't have the time to fact check the information that they find online. One in ten (10%) say they "strongly agree", while another 34% say they "somewhat agree". Just over two in ten (22%) actively disagree with this statement (15% "somewhat disagree"; 7% "strongly disagree"). Three in ten (29%) say they are neutral and 5% say they don't know. All major demographic subgroups are equally likely to say they agree that they do not have time to fact-check information that they find online.

Table 23: Finding Time to Fact Check Online Information

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
I often do not have the time to fact check information that I find online	10%	34%	29%	15%	7%	5%	44%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (n=1946).

3.4.3 Navigating COVID-19 Information Online

Due to COVID-19 being a public health emergency, it is understandable that Canadians report getting information about COVID-19 from a variety of sources. For instance, in addition to traditional news sources, they could be exposed on social media to information through avenues such as targeted announcements from public health agencies, sharing of content from connections, or deliberate misinformation from malicious actors.

However, Canadians report that they mostly get their news and information about COVID-19 from:

- Broadcast TV news: 55% saying they consult at least once a day (23% several times a day; 32% at least once a day)
- Traditional news websites or apps: 43% say they consult at least once a day (14% several times a day; 29% at least once a day).

Older Canadians are more likely to say they get their information about COVID-19 from broadcast TV news at least once a day (71% vs. 51% 35-54, 36% 18-34), as are residents of Quebec (63%). When it comes to traditional news websites or apps, men are more likely to say they get information about COVID-19 through this medium at least once a day (45% vs. 40% women).

Other popular means of finding information include is Facebook, understandable given this social media platforms' popularity and reach. Those most likely to get news and information about COVID-19 from Facebook at least once a day include:

- Women (41% vs. 35% men),
- Those under 55 years of age (42% 18-34, 40% 35-54 vs. 33% 55+)
- residents of either Quebec (44%) or Atlantic Canada (56%).

Generally speaking, trends about getting information about COVID-19 via social media sites are roughly in line with overall usage habits; those subgroups more likely to use social media in general are also more likely to say they consult those same sites for information about COVID-19, hinting that these users may not be actively seeking out this information specifically, but rather happening upon it during their normal use.

Except for Facebook, social media platforms are less frequently used as a source of information about COVID-19. Nonetheless, approximately four in ten still say they turn to these platforms (such as Instagram (45%), Snapchat (43%), and YouTube (38%)) for such information at least once a week.

Table 24: Most Frequently Used Sources of COVID-19 Information

	Several times a day	At least once a day	At least once a week/ 2-3 times a week	T4B
Broadcast TV news	23%	32%	18%	73%
Traditional news websites or apps	14%	29%	28%	70%
Online search	14%	23%	29%	65%
Facebook	18%	21%	23%	61%
News radio	13%	22%	25%	59%
Signal	13%	15%	27%	56%
Government websites	9%	17%	29%	55%
Telegram	11%	21%	23%	55%
Online-only news providers	10%	20%	25%	55%
Twitter	14%	15%	25%	54%

Q24. How often do you get news and information about COVID-19 from the following sources? Base: Respondents who consume online content (n=varies).

For the most part, Canadians are vigilant when it comes to verifying the veracity of COVID-19-related information they encounter online; two thirds (67%) say they either "often" or "sometimes" check the accuracy of the COVID-19 information they find online. Younger adult Canadians are the most likely to say that they "often" fact check the COVID-19 information they find online (26% vs. 23% 35-54 and 20% 55+). This may in fact be tied to the data which show that younger adult Canadians are more confident in their ability to determine whether online content is fair and balanced.

In addition to young adult Canadians, those with more formal education are also more likely to say they fact-check when they come across information related to COVID-19 (24% among those with post-secondary studies; 26% among those with university graduate degree).

However, the fact remains that 13% say they "never" check this information by fact-checking across multiple sources.

Major socio-demographic groups who are more likely to say they "never" check the COVID-19 information they find include:

- Those aged 55+ (17% vs. 11% 35-54 and 8% 18-34).
- Those with less formal education (24% among those with less than high school level vs. 5% among those with university graduate degrees).

Table 25: Frequency of Checking Accuracy and Reliability of News Regarding COVID-19 and the Pandemic

Often	23%

Sometimes	44%
Rarely	21%
Never	13%
T2B (Often/Sometimes)	67%

Q25. How often do you check accuracy and reliability of information regarding COVID-19 and the pandemic by accessing multiple sources of information (for example, other websites)? Base: All respondents (n=2006).

3.5 Who Pays? Remuneration and Economic Viability of Content Creators

Some of the broader attitudes about online media consumption uncovered throughout this study are that Canadians believe:

- that having access to different sources of information of different points of view is important to participate in a democracy;
- that they believe they consume online content that reflects different points of view on community, regional, and national issues;
- and is from different sources and a variety of perspectives.

Given that Canadians are insistent on consuming this online content that is balanced and from a variety of perspectives, who do they think should be responsible for supporting journalists and news publishers?

The picture is diverse as Canadians do not attribute responsibility to any single body or industry; they believe that responsibility for supporting journalists and news publishers should be divided among online platforms, social media platforms, and the government in some way.

Table 26: Responsibility among the Following Organizations to Financially Support Journalists and News Publishers

	A lot of responsibility	A little responsibility	No responsibility	Don't know
Online platforms (e.g. Google, Apple)	47%	35%	7%	11%
Social media platforms (e.g. Facebook, Twitter)	46%	32%	9%	12%
Government	44%	32%	14%	10%

Q23. How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? Base: Respondents who consume online content (n=2006).

However, the demographic subgroups tell a different story:

- Those in Atlantic Canada (53%) and British Columbia (52%) think that government has "a lot of responsibility" in financially supporting journalists and news publishers
- Men (17%) and those in Alberta and the Territories (21%) are more likely to believe that government has "no responsibility".
- Older Canadians are more likely to say that social media platforms themselves have a lot of responsibility (50% 55+ vs. 45% 35-54; 42% 18-34).

Those who claim to be knowledgeable about algorithms are more likely to say that both social media and online platforms bear a lot of responsibility for financially supporting journalists and news publishers to ensure they receive fair compensation. For instance, when it comes to online platforms, half (52%) of those knowledgeable about algorithms believe they have a lot of responsibility (vs. 44% among those who are not knowledgeable). The proportions are similar for social media platforms; half (51%) of those knowledgeable about algorithms believe they have a lot of responsibility (vs. 43% among those who are not knowledgeable).

4 Sample Composition

4.1 Sampling and Participant Recruitment

A total of n=2,006 online surveys were completed between February 5-11, 2021. The Ipsos i-Say panel was the primary source for recruiting respondents and, where necessary, a supplemental sample from a third-party vendor, Dynata, was used for additional interviews. Ipsos lead the data collection process in conjunction with Dynata. Outgoing sample lists were coordinated between Ipsos and Dynata to ensure that an individual was not allowed to complete the same survey twice, in the event that respondents are members of both companies' panels. The Ipsos i-Say online panel is a diversely sourced and actively maintained panel of over 200,000 Canadian adults. Using this panel allowed us to confidently build an online sample based on known population characteristics.

Online panel participants were recruited and screened using rigorous double and triple opt-in checks to ensure that respondents want to receive contact, such as invitations to participate in research surveys. The Ipsos i-Say panel's Terms and Conditions of Membership details the respondents' rights to, at any time and for any reason, ask to be removed from the panel and stop receiving emails from Ipsos and its clients.

Panel recruitment consists of the following steps:

- Various "wide net" methodologies (e.g., email campaigns, affiliate networks, banner ads, text ads, search engine, co-registration, offline-to-online, specialized websites); and,
- Customized incentives and materials for recruiting special targeted groups such as mothers of babies, those aged 55+ years, etc.

However, it is important to note that any even the most well-recruited panel does not allow for random selection from the general population in the sense that not all members of the public have a known and non-zero probability to be selected for an interview via the online panel. This applies to panels recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing (RDD) in that the sampling naturally skews towards those who are amenable to answering a survey.

Rigorous panel maintenance procedures mean only those participants who actively participate in online surveys at least once every six months are included. Participants can choose whether to enter a survey or not. While participating in a survey, the respondent can simply exit the survey by closing the survey Internet browser window at any time without submitting their responses if they no longer want to participate.

4.2 On Non-Probability Sampling

Online surveys do not provide a random sample of the population because not everyone has internet access. Furthermore, survey respondents opt-in to the study and knowledge of the profiles of those who complete online surveys versus those who do not is limited.

The probability of being included in any given online survey sample is unknown, very difficult to ascertain, or simply zero (non-internet users). The nature of use of the internet within the population, so this limits one's ability to calculate the likelihood of reaching a person through an online poll. Therefore, a classical margin of error cannot be calculated.

Despite these challenges, online polling conducted in a scientific manner has proven to yield similar results to probability sampling conducted via telephone. As such, Ipsos considers the methodology valid and is using the Bayesian approach to frame the problem of margins of error for non-probability sampling in such a way to allow us to use the wealth of information available outside of the current survey to calibrate results and to provide a statistical foundation for inference, even when a probabilistic sample is unavailable.

Bayesian credibility intervals operate much in the same way as classical margin of error but acknowledge the uncertainty of an estimate (in our case, the probability of any given person to complete an online survey), and incorporate external factors, such as what we know about the world, opinions, expertise, context, history, and other data into its calculation to correct for the unknown.

For more detail, please refer to: https://www.ipsos.com/sites/default/files/2017-03/IpsosPA_CredibilityIntervals.pdf.

4.3 Incentives and Quality Control Measures

Respondents to Ipsos's online surveys are offered a number of innovative incentive programs in the forms of a points-based system where participants can redeem points for various items. We do not reward our panelists using cash payments.

Extensive quality-control procedures are in place within IIS (Ipsos Interactive Services, who manage our panel) to ensure that the survey inputs (sample and questionnaire design) allow for high-quality survey data. These processes span the life cycle of a panelist and are in place for all Ipsos online surveys. IIS experts are constantly monitoring and reviewing the performance of our quality measures and updating and integrating new ones as respondents' behaviors and the online landscape evolve.

In order to verify the identity of respondents, Ipsos has the following standards:

- Double opt-in approach to confirm identity
- Country validation via Geo-IP
- Mismatch between device settings and geolocation
- Anonymous proxy detection
- Detection of robots via Captcha code
- Detection of "5 minute" emails (temporary email addresses)
- Detection of data anomalies and patterns
- Maintenance of Ipsos blacklist
- RealAnswer™- detection of pasted and robot answers

Furthermore, Ipsos has the following measures in place to ensure that sample panel respondents are accurate:

- Strict panel usage rules to avoid interviewing the same people too often and prevent them from becoming too used to a type of survey or product category
- Duplicate device identification through digital Fingerprinting (RelevantID®) and web/Flash cookies
- Monitoring survey taking behavior: speeding, straight lining, open-ends quality evaluation
- Panelists' history monitored across surveys and used for panel purge removing "bad" or inactive respondents
- Identification of duplicate email addresses
- Identification of duplicate devices through digital fingerprinting (RelevantID®) and web/Flash cookies
- Identification of duplicate contact details

4.4 Sample Weighting

The table below compares the unweighted and weighted sample, as weighted by gender, age, region, and education. These are the variables against which the sample was weighted in order to be more representative of the adult Canadian population.

Overall, the sample is highly representative. The unweighted data skews slightly older, with the sample including a smaller proportion of young Canadians. However, this is traditionally a population that is difficult to encourage survey participation from. In addition, the unweighted data slightly over-represents those with higher levels of formal education.

	Unweighted Sample	Weighted Sample
GENDER		
Male	49%	49%
Female	51%	51%
AGE		
18-34 years	27%	30%
35-54 years	34%	37%
55+ years	39%	33%
REGION		
British Columbia	14%	12%
Alberta/Territories	11%	12%
Manitoba/Saskatchewan	7%	7%
Ontario	38%	40%
Quebec	24%	23%
Atlantic	7%	7%
EDUCATION		
Less than high school	9%	15%
High school diploma	29%	28%
Post-secondary education	35%	34%
University graduate degree	26%	24%

To adjust for these differences, iterative proportional fitting (IPF), also known in other fields by names such as raking or random iterative method (RIM) weighting, has been used. The weighting efficiency was 95.4%, occurring after 3 iterations, with the minimum weight 0 and the maximum weight 1.95. At the 95% confidence level, the margin of error for the overall sample is +/-2.5 percentage points. Margins of error will be wider among sample subgroups.

4.5 Non-Response in Online Panel Surveys

As with any sample collected via online panels, there exists the possibility of non-response bias. In particular, this survey has limitations in that it does not include members of the population who do not voluntarily take part in online survey panels. This means that this survey is not representative of those Canadians without Internet access or who are unable to respond to a survey in either official language, among other characteristics. While this survey cannot be seen as being representative of the Canadian adult population due to the sampling technique, we can correct for some of these gaps by weighting the sample to Statistics Canada census data on age, gender, and region.

5 Questionnaires

5.1 Questionnaire (English)

1. In what year were you born?

[Range: 1900 to 2010]

[If under the age of 18, thank and terminate]

2. What is your gender?

Male

Female

Other

3. What are the first three variables of your postal code?

[Record in format of X#X]

27. What is the highest certificate, diploma or degree that you have completed?

Less than high school diploma or its equivalent

High school diploma or a high school equivalency certificate

Trade certificate or diploma

CEGEP or other non-university certificate or diploma (other than trades certificates or diplomas)

University certificate or diploma below the bachelor's level

Bachelor's degree: e.g. B.A., B.A. (Hons), B.Sc., B.Ed., LL.B.

University certificate, diploma or degree above the bachelor's level

4. How often do you typically consume online content? Online content could be presented to you on social media, the internet, online news sources, podcasts, blogs, streaming services or otherwise.

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Skip if ‘Never’ in Q4]

[Carousel Question Setup]

5. How often do you consume the following types of online content?

[Row, Randomize]

General information

National news

International news

Local news

Entertainment

Social media

Shopping

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Skip if ‘Never’ in Q4]

[Carousel Question Setup]

6. How often do you use the following social media and digital media providers or platforms?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[For Q7, Q8, or Q9: Do not show “Online only news providers”, “Traditional news websites or apps”, “Google News”, “Apple News”, “Podcasts”, “Facebook”, “Twitter”, “Instagram”, “LinkedIn”, “Snapchat”, “WhatsApp”, “Reddit”, “YouTube”, “TikTok”, “Signal”, “Telegram”, “Online Search (such as Google)”, “Streaming services for movies, TV series (i.e. Netflix)”, and “Streaming music services (i.e. Spotify)” if ‘Never’ in Q4]

[Do not include platform in Q7 if listed at Q6 and ‘Never’]

[Carousel Question Setup]

7. How often do you use the following sources for information?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Do not include platform in Q8 if listed at Q6 and 'Never']

[Carousel Question Setup]

8. How often do you use the following sources for entertainment?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

[Insert if 'Streaming services for movies, etc.' mentioned in Q6] Global movie streaming services (i.e. Netflix, Amazon Prime, Disney +, Apple TV+, etc.)

[Insert if 'Streaming services for movies, etc.' mentioned in Q6] National movie streaming services (i.e. [in Canada insert CBC GEM, CRAVE, tou.tv, etc.])

Streaming music services (i.e. Spotify)

TV

Print (magazines, newspapers, books)

Radio

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Carousel Question Setup]

9. In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

Social media in general [anchor last, show even to those ‘never’ at Q4]

[Column]

A lot of trust

Some trust

A little trust

No trust at all

Don’t know

Content Experience

[Do not ask Q10 to Q15 if 'Never' in Q4]

[Carousel Question Setup]

10. How important are the following to you personally when consuming online content?

[Row, Randomize]

Online content that is from different sources and a variety of perspectives

Online content that is factual and truthful

Online content that matches my personal preferences

Online content that I agree with

Online content that includes Canadian content (such as national or local events or stories)

Online content that reflects different points of view on community, regional, and national issues

Online content that includes investigative journalism

Online content that includes local community news and information

Online content that covers underrepresented groups or communities

Online content that is suggested to me based on my preferences

Online content that comes from a source I trust

[Column]

Very important

Somewhat important

Not very important

Not at all important

Don't know

[Carousel Question Setup]

11. To what extent would you agree or disagree with the following?

[Row, Randomize]

I consume online content that is from different sources and a variety of perspectives

I consume online content that is factual and truthful

I consume online content that only matches my personal preferences

I consume online content that I agree with

I consume online content that includes Canadian content (such as national or local events or stories)

I consume online content that reflects different points of view on community, regional, and national issues

I consume online content that includes investigative journalism

I consume online content that includes local community news and information

I consume online content that covers underrepresented groups or communities

I consume online content suggested to me based on my preferences

I consume online content only from sources I trust

[Column]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know

12. In the past year, how often have you consumed (either clicked or been shown) online content such as news, information, or entertainment that has been suggested, 'pushed', or recommended to you by social media or online platforms?

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Do not ask if ‘never’ or ‘a few times a year’ at Q12]

[Carousel Question Setup]

13. Overall, how satisfied or dissatisfied are you with the following?

[Row, Randomize]

The accuracy of information I find online

The accuracy of information that is suggested, ‘pushed’, or recommended to me online

The availability of online content that offers different points of view

Discovering online content that matches my interests

[Column]

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

Don’t know

[Skip Q14 if ‘don’t know’ or ‘neither satisfied nor dissatisfied’ in ‘the accuracy of information that is suggested, ‘pushed’, or recommended to me online’ at Q13]

14. Why would you say that you are [very satisfied/somewhat satisfied/somewhat dissatisfied/very dissatisfied] with the online content that is suggested, pushed, or recommended to you?

[Record open response]

Algorithm Control

[Carousel Question Setup]

15. How knowledgeable would you say that you are about the following?

[Row, Randomize]

How online platforms suggest or recommend online content to you

The type of information that online platforms collect from you when you use these networks

How online platforms prioritize which content a user sees

How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience

[Column]

Very knowledgeable

Somewhat knowledgeable

Not very knowledgeable

Not at all knowledgeable

16. Have you heard of the term online algorithm?

Yes

No

Don’t know

[ASK ONLY IF ‘YES’ AT Q17]

17. In your own words, please describe what an online algorithm is or how it works. If you do not know please indicate so.

[Record open response]

Don’t know

18. We have some follow-up questions about online algorithms, which are defined as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more.

How knowledgeable would you say that you are about online algorithms?

Very knowledgeable

Somewhat knowledgeable

Not very knowledgeable

Not at all knowledgeable

[Carousel Question Setup]

19. How interested are you to learn more about the following?

[Row, Randomize]

How online platforms recommend online content for you

The type of information that online platforms collect from you

How online platforms prioritizes which content a user is exposed to

How online algorithms work

How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience

When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party

[Column]

Very interested

Somewhat interested

Not very interested

Not at all interested

Don’t know

[Carousel Question Setup]

20. How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

[Row, Randomize]

Government

Online platforms (e.g. Google, Apple)

Social Media platforms (e.g. Facebook, Twitter)

Citizens or people like me

Online content creators

[Column]

A lot of responsibility

A little responsibility

No responsibility

Don’t know

[Do not ask Q21, Q21b, Q21c, and Q22 if ‘never’ or ‘a few times a year’ in Q4]

21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

[Q21b and Q21c rotate order presented]

21b. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

21c. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

[Carousel Question Setup]

22. Indicate to what extent you agree or disagree with the following statements

[Row, Randomize]

Having access to different sources of information with different points of view is important for people to participate in democracy

I often do not have the time to fact check information that I find online

I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier

I am often suggested or recommended content from my local community or region

Over the past two years, online platforms have made it easier to access different sources of information

During the past two years, the tone of online content recommended to me has grown more polarized or negative

It is important for me to use ad-blockers and/or incognito mode to protect my privacy online

[Column]

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don’t know

[Carousel Question Setup]

23. How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?

[Row, Randomize]

Government

Online platforms (e.g. Google, Apple)

Social Media platforms (e.g. Facebook, Twitter)

[Column]

A lot of responsibility

A little responsibility

No responsibility

Don’t know

COVID-19

[Do not include platform if ‘never’ in Q6]

[Do not show ‘traditional news websites or apps’, ‘online only news providers’, ‘Google News’, ‘Apple News’, ‘podcasts’ and ‘government websites’ if ‘never’ at Q4]

[Carousel Question Setup]

24. How often do you get news and information about COVID-19 from the following sources?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Government websites

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

25. How often do you check accuracy and reliability of information regarding COVID-19 and the pandemic by accessing multiple sources of information (for example, other websites)?

Often

Sometimes

Rarely

Never

Demographics

26. In what language(s) do you consume online content? Select all that apply.

Arabic

Cantonese

Dutch

English [SHOW FIRST IN CANADIAN ENGLISH VERSION; SHOW SECOND IN CANADIAN FRENCH VERSION]

Estonian

Farsi

Finnish

French [SHOW SECOND IN CANADIAN ENGLISH VERSION; SHOW FIRST IN CANADIAN FRENCH VERSION]

German

Greek

Hindi

An Indigenous language

Italian

Korean

Kurdish

Mandarin

Persian

Polish

Portuguese

Punjabi

Russian

Somali

Spanish

Swedish

Tagalog (Filipino)

Tamil

Turkish

Urdu

Other

28. What was your annual household income before taxes in 2019? If you cannot remember, please use your best guess.

Less than $5,000

$5,000-$9,999

$10,000-$14,999

$15,000-$19,999

$20,000-$24,999

$25,000-$29,999

$30,000-$34,999

$35,000-$39,999

$40,000-$44,999

$45,000-$49,999

$50,000-$54,999

$55,000-$59,999

$60,000-$64,999

$65,000-$69,999

$70,000-$74,999

$75,000-$79,999

$80,000-$84,999

$85,000-$89,999

$90,000-$94,999

$95,000-$99,999

$100,000-$124,999

$125,000-$149,999

$150,000-$199,999

$200,000-$249,999

$250,000 or more

Prefer not to answer

29. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in the social, cultural, and economic life of Canada. Are you:

White

South Asian e.g. East Indian, Pakistani, Sri Lankan

Chinese

Black

Filipino

Arab

Latin American

Southeast Asian e.g. Vietnamese, Cambodian, Laotian, Thai

West Asian e.g. Iranian, Afghan

Korean

Japanese

Other (specify)

Prefer not to answer

30. Do you consider yourself an Indigenous person, this is First Nations, Metis or Inuk (Inuit)?

Yes

No

Prefer not to answer

31. Are you…

Born in Canada

Born outside Canada

Prefer not to answer

[If ‘born outside Canada’ at Q31, ask Q32]

32. What year did you immigrate to Canada?

[RANGE: From respondent’s stated birth year at Q1 to 2020]

Prefer not to answer

Pre-Test Questions

33. Did you have any difficulties understanding or answering any of the questions in this survey?

Yes

No

[If ‘YES at Q33’, ask Q34]

34. What difficulty did you have understanding or answering this survey? Please be specific as possible.

[Record open response]

5.2 Questionnaire (French)

1. En quelle année êtes-vous né(e)?

[Range: 1900 à 2010]

[SI MOINS DE 18 ANS, REMERCIER ET TERMINER]

2. Êtes-vous…?

Un homme

Une femme

Autre

3. Quels sont les trois premiers caractères de votre code postal?

[ENREGISTRER DANS LE FORMAT X#X]

27. Quel est le certificat, le diplôme ou le grade le plus élevé que vous avez obtenu?

Niveau moins élevé qu’un diplôme d’études secondaires ou l’équivalent

Diplôme d’études secondaires ou certificat d’équivalence

Certificat ou diplôme d’une école de métiers

Certificat ou diplôme d’études collégiales ou non universitaires (autre qu’un certificat ou un diplôme d’une école de métiers)

Certificat universitaire ou diplôme inférieur au baccalauréat

Baccalauréat, p. ex. en arts, en arts honorifiques, en sciences, en éducation ou en droit

Certificat, diplôme ou grade universitaire de niveau supérieur au baccalauréat

4. En général, à quelle fréquence consommez-vous du contenu en ligne? Ce contenu peut vous être présenté sur des médias sociaux, sur Internet, dans des sources de nouvelles en ligne, dans des baladodiffusions, dans des blogues, sur des services de diffusion en continu ou ailleurs.

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS POSER SI ‘JAMAIS’À Q4]

5. À quelle fréquence consommez-vous les types suivants de contenu en ligne?

[RANGÉE, ROTATION]

Renseignements généraux

Nouvelles nationales

Nouvelles internationales

Nouvelles locales

Divertissement

Médias sociaux

Magasinage

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS POSER SI ‘JAMAIS’ À Q4]

6. À quelle fréquence consultez-vous les fournisseurs ou les plateformes de médias sociaux et de médias numériques suivants?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[POUR Q7, Q8 ET Q9: NE PAS MONTRER “ FOURNISSEURS DE NOUVELLES EN LIGNE ”, “ SITES WEB OU APPLICATIONS DE NOUVELLES TRADITIONNELS”, “GOOGLE NEWS”, “APPLE NEWS”, “BALADOS”, “FACEBOOK”, “TWITTER”, “INSTAGRAM”, “LINKEDIN”, “SNAPCHAT”, “WHATSAPP”, “REDDIT”, “YOUTUBE”, “TIKTOK”, “SIGNAL”, “TELEGRAM”, “SITES DE RECHERCHE SUR INTERNET ”, “SERVICES DE DIFFUSION EN CONTINU DE FILMS, DE SÉRIES TÉLÉVISÉES OU DE VIDÉOS”, ET “SERVICES DE DIFFUSION DE MUSIQUE EN CONTINU” SI ‘JAMAIS’ À Q4]

[NE PAS INCLURE LA PLATEFORME À Q7 SI PRÉSENTÉE À Q6 ET LA RÉPONSE EST ‘JAMAIS’]

7. À quelle fréquence consultez-vous les sources suivantes pour obtenir des renseignements?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d'information

Sites Web ou applications de nouvelles traditionnels

Fournisseurs de nouvelles en ligne

Google Actualités

Apple News

Balados

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS INCLURE LA PLATEFORME À Q8 SI PRÉSENTÉE À Q6 ET LA RÉPONSE EST 'JAMAIS']

8. À quelle fréquence consultez-vous les sources suivantes pour du divertissement?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

[INSÉREZ SI ‘SERVICES DE DIFFUSION EN CONTINU DE FILMS’ MENTIONNÉ À Q6] Services de diffusion en continu de films internationaux (p. ex., Netflix, Amazon Prime, Disney +, Apple TV+, etc.)

[INSÉREZ SI ‘SERVICES DE DIFFUSION EN CONTINU DE FILMS’ MENTIONNÉ À Q6] Services de diffusion en continu de films nationaux (p. ex., [in Canada insert CBC GEM, CRAVE, tou.tv, etc.])

Services de diffusion de musique en continu (p. ex., Spotify)

Télévision

Publications imprimées (magazines, journaux, livres)

Radio

Google Actualités

Apple News

Balados

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

9. En général, à quel point faites-vous confiance aux sources d’information suivantes pour obtenir des renseignements exacts, justes et équilibrés?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d’information

Sites Web ou applications de nouvelles traditionnels

Fournisseurs de nouvelles en ligne

Google Actualités

Apple News

Balados

Médias sociaux en général [anchor last, show even to those ‘never’ at Q4]

[COLONNE]

Je leur fais beaucoup confiance

Je leur fais assez confiance

Je leur fais un peu confiance

Je ne leur fais pas du tout confiance

Je ne sais pas

Expérience liée au contenu

[Q10 À Q15: NE PAS POSER SI ‘JAMAIS’ À Q4]

10. À quel point les éléments suivants sont-ils importants pour vous lorsque vous consommez du contenu en ligne?

[RANGÉE, ROTATION]

Du contenu en ligne qui provient de différentes sources et qui présente divers points de vue

Du contenu en ligne factuel et véridique

Du contenu en ligne qui correspond à mes préférences personnelles

Du contenu en ligne avec lequel je suis d’accord

Du contenu en ligne qui comprend du contenu canadien (par exemple, des histoires ou des activités locales ou nationales)

Du contenu en ligne qui reflète différents points de vue sur des questions communautaires, régionales et nationales

Du contenu en ligne qui fait de la place à du journalisme d’enquête

Du contenu en ligne qui comprend des nouvelles et des informations communautaires locales

Du contenu en ligne qui traite de groupes ou de communautés sous-représentés

Du contenu en ligne qui m’est suggéré en fonction de mes préférences

Du contenu en ligne provenant d’une source en laquelle j’ai confiance

[COLONNE]

C’est très important

C’est plutôt important

Ce n’est pas très important

Ce n’est pas du tout important

Je ne sais pas

11. Dans quelle mesure diriez-vous que vous êtes d’accord ou en désaccord avec les énoncés suivants?

[RANGÉE, ROTATION]

Je consomme du contenu en ligne qui provient de différentes sources et qui présente divers points de vue

Je consomme du contenu en ligne qui est factuel et véridique

Je consomme uniquement du contenu en ligne qui correspond à mes préférences personnelles

Je consomme du contenu en ligne avec lequel je suis d’accord

Je consomme du contenu en ligne qui comprend du contenu canadien (par exemple, des histoires ou des activités locales ou nationales)

Je consomme du contenu en ligne qui reflète différents points de vue sur des questions communautaires, régionales et nationales

Je consomme du contenu en ligne qui fait de la place à du journalisme d’enquête

Je consomme du contenu en ligne qui comprend des nouvelles et des informations communautaires locales

Je consomme du contenu en ligne qui traite de groupes ou de communautés sous-représentés

Je consomme du contenu en ligne qui m’est suggéré en fonction de mes préférences

Je consomme uniquement du contenu en ligne qui provient de sources en lesquelles j’ai confiance

[COLONNE]

Je suis tout à fait d’accord

Je suis plutôt d’accord

Je suis plutôt en désaccord

Je suis tout à fait en désaccord

Je ne sais pas

12. Durant la dernière année, à quelle fréquence avez-vous consommé du contenu en ligne comme des nouvelles, des renseignements ou du divertissement qui vous a été suggéré, « poussé » ou recommandé par des médias sociaux ou des plateformes en ligne (soit parce que vous cliquiez dessus ou qu’on vous montrait ce contenu)?

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS POSER SI ‘JAMAIS’ OU ‘QUELQUE FOIS PAR ANNÉE’ À Q12]

13. Dans l'ensemble, dans quelle mesure êtes-vous satisfait(e) ou insatisfait(e) des éléments suivants?

[RANGÉE, ROTATION]

L'exactitude des renseignements que vous trouvez en ligne

L'exactitude des renseignements qui vous sont suggérés, « poussés » ou recommandés en ligne

La disponibilité de contenu en ligne qui vous présente différents points de vue

La possibilité de trouver du contenu en ligne qui correspond à vos intérêts

[COLONNE]

Je suis très satisfait(e)

Je suis plutôt satisfait(e)

Je ne suis ni satisfait(e) ni insatisfait(e)

Je suis plutôt insatisfait(e)

Je suis très insatisfait(e)

Je ne sais pas

[NE PAS POSER Q14 SI 'JE NE SAIS PAS' OU 'NI SATISFAIT(E) NI INSATISFAITE(E) AVEC L'EXACTITUDE DES RENSEIGNEMENTS À Q13]

14. Pourquoi diriez-vous que vous êtes [très satisfait(e)/plutôt satisfait(e)/plutôt insatisfait(e)/très insatisfait(e)] du contenu en ligne qui vous est suggéré, poussé ou recommandé?

[ENREGISTRER RÉPONSE OUVERTE]

Contrôle d'algorithme

15. Dans quelle mesure diriez-vous que vous connaissez les éléments suivants?

[RANGÉE, ROTATION]

La façon dont les plateformes en ligne vous suggèrent ou vous recommandent du contenu en ligne

Le type de renseignements que les plateformes en ligne amassent à votre sujet lorsque vous utilisez les réseaux

La façon dont les plateformes déterminent l'ordre de priorité du contenu qu'elles montrent à un utilisateur

La façon d'ajuster les paramètres de contrôle de vos plateformes en ligne pour que vous puissiez accéder à des points de vue contrastés sur un sujet dans le cadre de votre expérience de consommation d'information

[Column]

Je connais très bien

Je connais plutôt bien

Je ne connais pas très bien

Je ne connais pas du tout

16. Avez-vous entendu parler du terme algorithme en ligne?

Oui

Non

Je ne sais pas

[POSER SEULEMENT SI 'OUI' À Q17]

17. Décrivez dans vos propres mots ce qu'est un algorithme en ligne ou la façon dont cela fonctionne. Si vous ne le savez pas, veuillez l'indiquer.

[ENREGISTRER RÉPONSE OUVERTE]

Je ne sais pas

18. Nous avons quelques questions de suivi à vous poser sur les algorithmes en ligne, lesquels sont définis comme des programmes qui déterminent ce que vous voyez en ligne en fonction de ce que vous aimez ou n'aimez pas, de votre historique de recherche, de vos points de vue, de vos intérêts, des relations que vous pourriez avoir partagées sur différentes plateformes de médias sociaux, etc.

À quel point diriez-vous que vous connaissez les algorithmes en ligne?

Je connais très bien

Je connais plutôt bien

Je ne connais pas très bien

Je ne connais pas du tout

19. À quel point seriez-vous intéressé(e) à en savoir plus sur les éléments suivants?

[RANGÉE, ROTATION]

La façon dont les plateformes en ligne vous recommandent du contenu en ligne

Le type de renseignements que les plateformes en ligne amassent à votre sujet

La façon dont les plateformes déterminent l'ordre de priorité du contenu auquel est exposé un utilisateur

La façon dont les algorithmes en ligne fonctionnent

La façon d'ajuster les paramètres de contrôle de vos plateformes en ligne pour que vous puissiez accéder à des points de vue contrastés sur un sujet dans le cadre de votre expérience de consommation d'information

Les situations dans lesquelles du contenu en ligne vous a été suggéré, poussé ou recommandé en fonction de vos préférences ou parce qu'il était commandité par un tiers

[COLONNE]

Je serais très intéressé(e)

Je serais plutôt intéressé(e)

Je ne serais pas très intéressé(e)

Je ne serais pas du tout intéressé(e)

Je ne sais pas

20. Quelle responsabilité les personnes ou les organisations suivantes devraient-elles avoir pour s'assurer que le contenu en ligne est juste et équilibré et qu'il présente différents points de vue aux utilisateurs?

[RANGÉE, ROTATION]

Le gouvernement

Les plateformes en ligne (p. ex., Google ou Apple)

Les plateformes de médias sociaux (p. ex., Facebook ou Twitter)

Les citoyens ou les gens comme moi

Les créateurs de contenu en ligne

[COLONNE]

Une grande responsabilité

Une certaine responsabilité

Aucune responsabilité

Je ne sais pas

[NE POSER PAS Q21 ET Q22 SI 'JAMAIS' OU 'QUELQUE FOIS PAR ANNÉE À Q4]

21. Dans quelle mesure êtes-vous confiant(e) en votre capacité de déterminer si le contenu en ligne que vous lisez, voyez ou entendez est juste et équilibré et qu'il représente différents points de vue?

Tout à fait confiant(e)

Plutôt confiant(e)

Pas très confiant(e)

Pas du tout confiant(e)

Je ne sais pas

22. Indiquez dans quelle mesure vous êtes d’accord ou en désaccord avec les énoncés suivants.

[RANGÉE, ROTATION]

Avoir accès à différentes sources de renseignements présentant différents points de vue est important pour que les gens puissent participer à une démocratie

Je n’ai pas souvent le temps de valider les renseignements que je trouve en ligne

Je préfère consommer du contenu en ligne qui m’est suggéré ou recommandé plutôt que d’avoir à chercher les renseignements par moi-même parce que c’est plus facile

On me suggère ou recommande souvent du contenu de ma communauté locale ou de ma région

Ces deux dernières années, les plateformes en ligne ont facilité l’accès à différentes sources de renseignements

Ces deux dernières années, le ton du contenu en ligne qui m’a été recommandé est plus polarisant ou négatif

Il est important pour moi d’utiliser des logiciels qui bloquent les annonces ou d’être en mode incognito pour protéger ma vie privée en ligne

[COLONNE]

Je suis tout à fait d’accord

Je suis plutôt d’accord

Je ne suis ni d’accord ni en désaccord

Je suis plutôt en désaccord

Je suis tout à fait en désaccord

Je ne sais pas

23. Quelle responsabilité les organisations suivantes devraient-elles avoir pour soutenir financièrement les journalistes et les éditeurs de nouvelles afin de s’assurer qu’ils reçoivent une juste compensation lorsque leur travail est reproduit en ligne?

[RANGÉE, ROTATION]

Le gouvernement

Les plateformes en ligne (p. ex., Google ou Apple)

Les plateformes de médias sociaux (p. ex., Facebook ou Twitter)

[COLONNE]

Une grande responsabilité

Une certaine responsabilité

Aucune responsabilité

Je ne sais pas

COVID-19

[NE PAS INCLURE PLATEFORME SI ‘JAMAIS’ À Q6]

[NE PAS MONTRER ‘SITES WEB OU APPLICATIONS DE NOUVELLES TRADITIONNELS’, ‘FOURNISSEURS DE NOUVELLES EN LIGNE’, ‘GOOGLE NEWS’, ‘APPLE NEWS’, ‘BALADOS’ ET ‘SITES WEB DU GOUVERNEMENT’ SI ‘JAMAIS’ À Q4]

24. À quelle fréquence obtenez-vous des nouvelles et des renseignements sur la COVID-19 auprès des sources suivantes?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Sites Web du gouvernement

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d’information

Sites Web ou applications de nouvelles traditionnels

Fournisseurs de nouvelles en ligne

Google Actualités

Apple News

Balados

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

25. À quelle fréquence vérifiez-vous l’exactitude et la fiabilité des renseignements sur la COVID-19 et la pandémie en accédant à de multiples sources d’information (à d’autres sites Web, par exemple)?

Souvent

Parfois

Rarement

Jamais

Données démographiques

26. Dans quelle(s) langue(s) consommez-vous du contenu en ligne? Veuillez sélectionner toutes les réponses qui s’appliquent.

Arabe

Cantonais

Néerlandais

Anglais [PREMIER CHOIX DANS LA VERSION ANGLAISE, DEUXIÈME CHOIX DANS LA VERSION FRANÇAISE]

Estonien

Farsi

Finnois

Français [PREMIER CHOIX DANS LA VERSION FRANÇAISE, DEUXIÈME CHOIX DANS LA VERSION ANGLAISE]

Allemand

Grec

Hindi

Langue autochtone

Italien

Coréen

Kurde

Mandarin

Persan

Polonais

Portugais

Pendjabi

Russe

Somali

Espagnol

Suédois

Tagalog (filipino)

Tamoul

Turc

Urdu

Autre

28. Quel était le revenu annuel brut de votre foyer en 2019? Si vous ne vous en souvenez pas, merci de fournir la meilleure estimation possible.

Moins de 5 000 $

De 5 000 $ à 9 999 $

De 10 000 $ à 14 999 $

De 15 000 $ à 19 999 $

De 20 000 $ à 24 999 $

De 25 000 $ à 29 999 $

De 30 000 $ à 34 999 $

De 35 000 $ à 39 999 $

De 40 000 $ à 44 999 $

De 45 000 $ à 49 999 $

De 50 000 $ à 54 999 $

De 55 000 $ à 59 999 $

De 60 000 $ à 64 999 $

De 65 000 $ à 69 999 $

De 70 000 $ à 74 999 $

De 75 000 $ à 79 999 $

De 80 000 $ à 84 999 $

De 85 000 $ à 89 999 $

De 90 000 $ à 94 999 $

De 95 000 $ à 99 999 $

De 100 000 $ à 124 999 $

De 125 000 $ à 149 999 $

De 150 000 $ à 199 999 $

De 200 000 $ à 249 999 $

250 000 $ ou plus

Je préfère ne pas répondre

29. La question suivante vise à amasser des renseignements en conformité avec la Loi sur l'équité en matière d'emploi ainsi que ses règlements et lignes directrices connexes dans l'optique de soutenir des programmes qui offrent à tous des chances égales de participer à la vie sociale, culturelle et économique du Canada. Êtes-vous...

Blanc(he)

Asiatique du Sud (Indien[ne] d'Asie, Pakistanais[e], Sri Lankais[e], etc.)

Chinois(e)

Noir(e)

Philippin(e)

Arabe

Latino-Américain(e)

Asiatique du Sud-Est (Vietnamien[ne], Cambodgien[ne], Malaisien[ne], Laotien[ne], Thaïlandais(e), etc.)

Asiatique de l'Ouest (Iranien[ne], Afghan[e], etc.)

Coréen(ne)

Japonais(e)

Autre (veuillez préciser)

Je préfère ne pas répondre

30. Vous considérez-vous comme une personne autochtone, c'est-à-dire un membre des Premières Nations, un(e) Métis(se) ou un(e) Inuk?

Oui

Non

Je préfère ne pas répondre

31. Êtes-vous...

Né(e) au Canada

Né(e) à l'extérieur du Canada

Je préfère ne pas répondre

[SI 'NÉ(E) À L'EXTÉRIEUR DU CANADA' À Q31, POSER Q32]

32. En quelle année avez-vous immigré au Canada?

[RANGE: ANNÉE DE NAISSANCE À Q1 JUSQU'À 2020]

Je préfère ne pas répondre

Questions de prétest

33. Avez-vous eu de la difficulté à comprendre l'une des questions de ce sondage ou à y répondre?

Oui

Non

[SI 'OUI' À Q33, POSER Q34]

34. Quelle était cette difficulté? Veuillez donner une réponse aussi précise que possible.

[ENREGISTRER RÉPONSE OUVERTE]

Phase 3:
International Findings

1 Introduction to Phase 3 Report (International Findings)

1.1 Background

The Government of Canada is leading an international initiative on diversity of content online as a means of building a diverse online ecosystem. The notion is, citizens that are exposed to diverse sources and types of content, should be better equipped to fully participate in public debates. As citizens increasingly consume their news and cultural content through digital platforms, this new ecosystem brings different challenges such as the phenomenon of filter bubbles whereby citizens are only exposed to a limited range of information and points of view. A potential consequence of this reduced diversity is to negatively impact the quality of democratic participation in public debates.

The first goal of the initiative is to adopt guiding principles on diversity of content that will in turn provide a normative foundation for identifying concrete actions to be taken by relevant stakeholders, from civil society, private, and public sectors. A multi-stakeholder working group has been created to draft the guiding principles. These guiding principles will set high-level expectations and frame policy development initiatives around the following four themes:

- Access and discoverability of local and national content;
- Remuneration and economic sustainability of content creators;
- Access to diverse and reliable sources of information, including local news;
- Transparency relative to the impact of algorithms on access and exposure to diverse content.

Like-minded countries are involved in collaborative policy development initiatives aimed at better understanding the issues at play and identifying potential interventions in this space. At the moment, Australia, Canada, Finland, France and Germany are pursuing a collaborative research agenda on multiple fronts, one of which is the need to develop a performance measurement framework that is uniquely tailored to the multiple aspects of the diversity of content file, using existing indicators and measurements as appropriate, and identify gaps that will need to be addressed.

To complement this research agenda, the Department of Canadian Heritage commissioned Ipsos to conduct public opinion research to inform the development and tracking of indicators for measuring perceptions regarding the diversity of content they consume and are exposed to online, primarily through online intermediaries (i.e. Facebook, YouTube, Twitter) in Canada, Australia, Finland, France, and Germany.

The data generated from this survey will contribute to building an evidence base that will inform policy development. An issue common to many normative instruments is the lack of enforcement mechanisms and indicators that could be used to measure progress against the normative values outlines in the guiding principles in all participating countries. Therefore, it is critical to build an evidence base, including data on perceptions and awareness of citizens, to allow the development of indicators.

1.2 Research Objectives

The main research objectives of the public opinion research include, but are not necessarily limited to, the following:

Specifically, this research seeks to measure:

- Citizens' perceptions and awareness of the impact of algorithms on their access and exposure to a diversity of content, including local content.
- Citizens' perceptions of the impact of algorithms on their exposure to news and information, with an emphasis on the diversity of points of view offered through online content.

- Citizens’ perceptions of the impact of online content on their democratic rights (i.e., freedom of expression, freedom of opinion, right to participate in cultural life of the community, right to participate in government).
- Citizens’ satisfaction with respect to the diversity of content recommended to them through digital platforms’ algorithms.
- Citizens’ interactions with content (i.e., algorithm-driven content consumption (programmed) vs. user-driven consumption (i.e. organic, or active searches), use of networks (social media)).
- Comparisons with awareness, perceptions, and satisfaction across the populations in Canada, Australia, Finland, France and Germany with respect to the diversity of content recommended to them through digital platforms’ algorithms, for comparison purposes (Included in a separate Phase 3 report).

1.3 Methodology

This report focuses on the results of Phase 3 of the research, which consisted of a web panel survey among adults in Canada, Australia, Finland, France, and Germany. The other two phases of the research are as follows:

- Phase 1: Online focus groups among Canadian adults who use digital platforms (social media and digital content) to consume news and cultural content. This qualitative component informed the design of research instruments for phases 2 and 3.
- Phase 2: A web panel survey among 2,006 Canadian adults (aged 18+ years) who use digital platforms (social media and digital content) to consume news and cultural content. The survey was available in both English and French.

The survey instrument for Phase 3 consisted of a series of closed- and open-ended questions designed in consultation with the Department of Canadian Heritage. In total n=5,207 responses were collected from adults aged 18+ living in Australia (n=800), Finland (n=800), France (n=800), and Germany (n=801). The interviews took place between February 23 and March 9, 2021, with an average interview length of 13 minutes. Respondents to the survey were drawn from Ipsos’ online panel sample sources making it a non-probability sample. For more information on the sample, please see the appendix.

Weighting was used to ensure that each sample’s composition reflects the characteristics of the latest census data for each country. The general population sample group was weighted by age, gender, and region.

2 Key Findings

Access and Discoverability of Content Online

- A large majority of respondents from all countries consume online content (including social media, general content on the Internet, online news sources, podcasts, blogs, streaming services, and other online content) at least once a day.
- Respondents who consume online content, consume social media content most frequently (Canada 71%, Australia 71%, Finland 70%, France, 60%, Germany 59% consume social media content several times a day).
- Using an online search is the most common way to access online content among respondents from all countries (at least once a day), including a majority of respondents from Finland (79%), France and Australia (76% respectively), Canada (74%), and Germany (69%).
- Trustworthiness of the source is a priority for respondents in all countries, ranking as either the first or second most important attribute (87% Australia, 84% Canada, 80% Finland, 76% Germany, 75% France).
- Factuality and truthfulness of online content ranked as important for most, but not all among respondents from all countries. Consuming content that is factual and truthful ranked as either the first or second most important attribute for Australia (87%), Canada (84%), Finland (80%) and Germany (62%). In France however, factuality and truthfulness of content is the 7th most important aspect of online content with 62% considering this attribute important.
- At least half of all respondents agree they consume suggested online content, (58% in Canada, 57% in Australia, 54% in Finland, 51% in Germany, and 50% in France) while four in ten or more agree that they consume content that only matches their personal preference (64% in Finland, 49% in Australia, 49% in Germany, 48% in France, and 44% in Canada).
- Respondents are not overwhelmingly satisfied with any aspect of the discoverability and availability of online content. No attribute receives a satisfaction score greater than six out of ten (ex. the discoverability of online content that matches my interests: 63% in Canada, 62% in France, 61% in Australia, 61% in Finland, and 59% in Germany), while several score as low as four out of ten (ex. the accuracy of information that is suggested, “pushed” or recommended online: 47% in France, 44% in Finland, 41% in Canada, 40% in Germany, and 39% in Australia).

Building Resilience to Disinformation and Promoting Reliable Content

- There are parallels between the sources that respondents are using for their information and entertainment in all countries as platforms including Facebook, YouTube, or streaming services are being consulted for both information and entertainment in many countries (ex. Australia: Facebook-75% information, 76% entertainment; Germany: streaming services- 81% information, 82% entertainment) suggesting a potential blurring of the lines of what constitutes information and what is considered strictly entertainment.
- Furthermore, many of the main sources for information and entertainment (including Facebook, YouTube, and streaming services) use algorithms. That many sources utilized for information and entertainment in all five countries are influenced by AI algorithms suggests that online consumers are already encountering algorithms in their search for both information and entertainment.
- When it comes to trust and confidence, traditional sources of news, information, and entertainment see the highest scores when it comes to their ability to provide information that is fair, accurate, and balanced (ex. broadcast TV news: 83% in Finland, 82% in Canada, 61% in Germany, 60% in Australia, and 54% in France). Furthermore, traditional online platforms see higher trust and confidence scores than social media or entertainment sources (ex. traditional news websites or apps: 82% in Finland, 79% in Canada, 57% in Australia, 48% in Germany, and 43% in France).

- There is a fair amount of divergence between respondents from all countries in terms being knowledgeable to tell if online content is fair and balanced. Seven in ten (71%) Finns feel confident in their ability to determine fairness and balance in online content, whereas French respondents demonstrate the lowest confidence at only 53% feeling confident. Confidence in Canada (66%), Australia (64%) and Germany (59%) are generally more middling.
- Respondents in all countries show stronger confidence in the fairness and balance of traditional media (67% in Finland, 66% in Canada, 66% in Germany, 57% in Australia, and 54% in France) compared to social media (39% in Finland, 36% in Canada, 36% in Australia, 32% in Germany, and 32% in France). However, it is notable that even for traditional media, no country indicates that they are overwhelmingly confident that the content they receive from their traditional media sources is fair, balanced, and shows different points of view.
- When it comes to determining who bears responsibility for ensuring that online content is fair, balanced, and provides users with different points of view, respondents from all countries agree that this is a shared responsibility. No country favours one body for this duty more than any other. However, in all countries “citizens or people like me” bear the least amount of responsibility (46% in Australia, 43% in Canada, 40% in Germany, 38% in Finland, and only 25% in France).
- Impact of Algorithms and Exposure to Diverse Content
- Across all countries included in the research, approximately one in ten respondents who consume online content say they knowingly consume “pushed” online content several times a day (while 3 in 10 say they do so at least once a day). On the other end of the spectrum, roughly one in five respondents in Germany (17%), Australia (17%), and Canada (16%) say they have ‘never’ done so (or at least not knowingly). One in ten French (12%) and Finnish (8%) respondents would say the same.
- Satisfaction with the accuracy of suggested content and information that is “pushed” or recommended to respondents in all countries is mixed, with fewer than one in ten respondents in any country being ‘very satisfied’ (12% in Finland, 9% in France, 8% in Germany, 7% in Australia, and 6% in Canada), and most respondents being ‘somewhat satisfied’ (38% in France, 34% in Canada, 32% in Finland, 32% in Germany, and 32% in Australia).
- Relatively few respondents say they’ve actually heard of the term “online algorithm”. Those in Finland are most likely to say they’ve heard of the term (77%), while those in France are the least likely (45%). Those in Germany (53%), Australia (52%), and Canada (51%) fall in between.
- Except for Finland, no more than four in ten say they are knowledgeable about algorithms. Finnish respondents are the most confident in their knowledge (58%), while respondents in France are the least (30%). Those respondents in Germany (39%), Australia (39%), and Canada (37%) cluster in the middle.

Era of Democratized Information and Navigating Disinformation

- At least two thirds of respondents from all countries who consume online content agree that having access to different sources of information with different points of view is important for people to participate in democracy (75% in Australia,71% in Canada, 70% in Finland, 68% in Germany, and 67% in France).
- However, respondents are divided on whether online platforms have made it easier or not to access different sources of information (54% in Australia, 54% in Canada, 51% in France, 47% in Finland, and 39% in Germany).
- Respondents from all countries that consume content online are more likely to agree that the tone of online content recommended to them has grown more polarized or negative over the course of the past two years (45% in Canada, 42% in Australia, 41% in Germany, 39% in Finland, and 37% in France).

- Not having enough time to fact check online content is a task that slightly fewer than half of respondents agree they do not have the time for (47% in Australia, 45% in Germany, 45% in Finland, 44% in Canada, and 39% in France).

Remuneration and Economic Viability of Content Creators

- All polled countries consider the task of financially supporting journalists and news publishers a shared responsibility. No country attributes this duty to a specific body or industry, but indicate that this should be a task shared across governments, and internet and social media platforms.
- However, not all countries distribute this responsibility evenly: Australians place nearly equal responsibility in all three organizations (84% social media platforms, 83% online platforms, 82% government), whereas Canadians feel online platforms should bear slightly more responsibility than government 82% online platforms, 76% government. In Finland and France, slightly more responsibility is allocated to internet platforms than to national or international governments (France: 77% online platforms, 77% social media, 71% government, 67% European union; Finland: 80% online platforms, 80% social media platforms, 78% government, 78% European union) while German respondents placed the greatest responsibility on the shoulders of their government (78% government, 77% online platforms, 74% European union, 73% social media platforms.

Navigating COVID-19-Related Information Online

- Traditional sources of news and information, including broadcast TV news (86% in Finland, 86% in Germany, 82% in France, 78% in Australia, and 73% in Canada) and traditional news website or apps (90% in Finland, 75% in Germany, 70% in Canada, 67% in Australia, and 60% in France) are typically used most often for COVID-19 news and information.
- Facebook is the most often used social media platform by respondents in many countries (67% in Finland, 63% in Germany, 61% in Canada, 59% in France, and 57% in Australia), including in Canada, France, and Germany where Facebook is used more frequently than government websites for news and information about COVID-19.
- Although many respondents from all countries indicate that they do not have time to fact check information that they find online, when it comes to information about the COVID-19, more respondents say that they check the accuracy or reliability of information about COVID-19 that they find online either ‘frequently’ or ‘sometimes’ (71% in Finland, 69% in Germany, 67% in Canada, 63% in France, and 62% in Australia).

3 Detailed Results

This section will discuss in greater detail the findings from the public opinion study, with emphasis on pointing out demographic subgroup differences (gender, age, region, education, etc.) where relevant and appropriate. In particular, this section is organized according to the main objectives of the research, which include:

1. Accessibility and Discoverability of Content Online (Section 3.1)

    - This section aims to give an overview of Canadians' overall consumption habits regarding online content. This section explores what is most important to Canadians when it comes to online content and general consumption habits.
    - This section also seeks to uncover Canadians' overall satisfaction with respect to the diversity of content recommended to them on digital platforms.

2. Building Resilience to Disinformation and Promoting Reliable Content (Section 3.2)

    - This section explores to what extent Canadians consult different sources for entertainment and information and to what extent is the line between entertainment and information becoming blurred?
    - The degree to which Canadians are confident that various types of content is fair, balanced, and representative is also considered.

3. Impact of Algorithms and Exposure to Diverse Content (Section 3.3)

    - This section takes a deeper look at Canadians' awareness, knowledge, and perceptions of the impact of algorithms on access and exposure to a diversity of content, including local content.
    - Citizens' perceptions of the impact of algorithms on their exposure to news and information are also explored, with an emphasis on the diversity of points of view offered through online content.

4. Era of Democratized Information and Navigating Disinformation: Focus on COVID-19 Information (Section 3.4)

    - This section explores perceptions of how diverse viewpoints can reinforce democratic participation.
    - Information surrounding COVID-19 is used as a case study to examine the potential for Canadians to be misled. How often do Canadians take what they see online at face value and to what extent do they fact check?

3.1 Access and Discoverability of Content Online

3.1.1 Content Consumption

In order to obtain a baseline understanding of what sort of content respondents from all countries are viewing online, the survey first asked how frequently residents from Australia, Canada, Finland, France, and Germany consumed various types of online content, such as news, social media, and entertainment. A large majority of respondents from all countries consume online content (including social media, general content on the Internet, online news sources, podcasts, blogs, streaming services, and other online content) at least once a day. Respondents in Canada are most likely to consume online content at least once a day (66%), followed by respondents in Australia (63%), Finland (62%), Germany (57%), and France (54%). Fewer than one in ten respondents from all countries never consume any online content.

Among those who consume online content, respondents consume content on social media most frequently in many countries. This includes seven in ten respondents from Canada (71%), Australia (71%), and Finland (70%) who consume social media content several times a day, while slightly fewer respondents from France (60%) and Germany (59%) consume social media content on a very frequent basis (several times a day). Other types of content that are consumed frequently among respondents in all participating countries include:

- general information (consumed at least once a day: Australia 70%, Canada 69%, Finland 65%, Germany 64%, and to a lesser extent in France 46%)
- local news (consumed at least once a day: Finland 68%, Canada 64%, Germany 65%, Australia 60%, and France 59%)
- national news (consumed at least once a day: Finland 68%, Germany 67%, Australia 64%, France 64%, and Canada 58%.

Content related to international news and entertainment is accessed less often in all countries, while content related to shopping is accessed least often.

Table 27: Frequency of Consuming Different Types of Online Content

(At least once a day)	**Australia**	**Canada**	**Finland**	**France**	**Germany**
General information	71%	69%	65%	46%	65%
National news	65%	58%	69%	64%	67%
Local news	60%	64%	69%	59%	65%
Social media	71%	72%	70%	60%	59%
International news	54%	50%	66%	51%	60%
Entertainment	51%	51%	59%	51%	50%
Shopping	23%	22%	29%	23%	27%
European news	NA	NA	54%	42%	55%

Q5. How often do you consume the following types of online content? Base: Respondents who consume online content (Australia n=778, Canada n=1976, Finland n=774, France n=733, Germany n=778).

When accessing different kinds of online content, respondents from all countries are most likely to use an online search most frequently, this includes a majority of respondents from Finland (79%), France and Australia (76%), Canada (74%), and Germany (69%). Other sources of online content used most frequently in all countries included in the study include Facebook, You Tube, WhatsApp, and Movie/TV Streaming Services.

In many countries, Facebook is the most frequency used type of social media, including in where it is used at least once a day in Canada (63%), Australia (65%), France (61%), Finland (55%), and to a lesser extent in Germany (45%).

Table 28: Frequency of Consumption of Media Platforms

(At least once a day)	**Australia**	**Canada**	**Finland**	**France**	**Germany**
Online search	76%	73%	79%	76%	69%
Facebook	65%	65%	55%	61%	45%
Streaming services for movies/TV	42%	43%	39%	41%	34%
YouTube	39%	44%	48%	45%	42%
Instagram	32%	32%	41%	36%	35%
WhatsApp	21%	18%	60%	37%	70%

Q6. How often do you use the following social media and digital media providers or platforms? Base: Respondents who consume online content (Australia n=778, Canada n=1976, Finland n=774, France n=733, Germany n=778).

3.1.2 Priorities When Consuming Online Content

Creating an environment of diverse online content is driven not just by the sources of information, but the preferences of online content consumers. When asked about the priorities respondents seek for their online content, certain patterns arise in the data.

- Trustworthiness of a source is a priority for respondents in all countries ranking as either the first or second most important attribute (87% in Australia, 84% in Canada, 80% in Finland, 76% in Germany, and 75% in France)

Factuality and truthfulness of online content ranked as important for most, but not all countries included in the study.

- Consuming content that is factual and truthful ranked as either the first or second most important attribute for respondents in Australia (87%), Canada (84%), Finland (80%) and Germany (62%).

In France however, factuality and truthfulness of content is notably not the most important attribute. In fact, it ranks as the 7th most important aspect of online content behind: Coming from a trusted source (75%), including French content (71%), is from difference sources and a variety of perspectives (67%), reflects different points of view on community, regional, and national issues (67%), including investigative journalism (65%), including local community news and information, and then being factual and truthful (62%).

The significance of this figure is two-fold:

1) It indicates that among four in ten respondents in France, factuality and truthfulness of online content is not very or not at all important.
2) It suggests that French online consumers may be prioritizing content that is French (considered important by 71% and the #2 most important attribute) over that which is factual (considered important by 62% and the #7 most important attribute).

On the subject of prioritizing content that highlights national topics, this is an attribute that is especially prevalent for Australians (85%), Finns (77%), and Canadians (77%). Contrastingly, only 62% of German respondents feel it is very/somewhat important that they are able to find and consume German content online. While still a majority, this indicates that for four in ten Germans, seeing German content is not a priority in their online experience.

Table 29: Important Attributes When Consuming Online Content

	Is factual and truthful			Comes from a source I trust			Includes country-specific content		
	Very important	Somewhat important	Total important	Very important	Somewhat important	Total important	Very important	Somewhat important	Total important
Australia (n=778)	57%	30%	87%	46%	41%	87%	39%	46%	85%
Canada (n=1976)	56%	28%	84%	45%	38%	84%	31%	46%	77%
Finland (n=774)	49%	30%	80%	47%	34%	80%	34%	43%	77%
France (n=733)	23%	40%	62%	27%	48%	75%	22%	49%	71%
Germany (n=778)	45%	33%	78%	32%	44%	76%	18%	44%	62%

Q10. How important are the following to you personally when consuming online content? Base: Respondents who consume online content (Australia n=778, Canada n=1976, Finland n=774, France n=733, Germany n=778).

A key to building diversity of content online is generating and promoting content that reflects different points of views of community, regional, and national issues and having content that is from different sources and a variety of perspectives. In this regard, eight in ten Australian and Finnish respondents consider both attributes as important. However, these attributes are less important among respondents from France and Germany. Specifically, French respondents provided lower scores on the importance of diversity of online content when compared with other countries and comparatively higher scores on the importance of online content having a French lens (the #2 most important attribute for Francophones).

Table 30: Important Attributes When Consuming Online Content

	Reflects different points of view of community, regional, and national issues			Is from different sources and a variety of perspectives			Includes European content		
	Very important	Somewhat important	Total important	Very important	Somewhat important	Total important	Very important	Somewhat important	Total important
Australia (n=778)	30%	48%	78%	29%	30%	78%			
Canada (n=1976)	23%	49%	72%	25%	48%	73%			
Finland (n=774)	32%	47%	79%	34%	43%	77%	20%	48%	68%
France (n=733)	18%	49%	67%	21%	45%	67%	10%	42%	52%
Germany (n=778)	23%	49%	72%	21%	45%	67%	13%	49%	62%

Q10. How important are the following to you personally when consuming online content? Base: Respondents who consume online content (Australia n=778, Canada n=1976, Finland n=774, France n=733, Germany n=778).

3.1.3 Content Consumption Patterns

When looking at the actual consumption of online content that is truthful, trustworthy, and includes national content, Australians and Canadians are most likely to consume content that matches these attributes.

- Eight in ten respondents from these countries agree they consume content that is factual and truthful (82% Australia, 80% Canada)
- Seven in ten or more agree that they only consume online content from sources they trust (74% Australia, 72% Canada)
- Eight in ten or more agree that they consume online materials that include Canadian or Australian specific Content (86% Australia, 80% Canada)

Perhaps unsurprising given the data showing that French respondents prioritized content focused on France, when asked about their content consumption patterns 76% agree that they consume online materials that include French content, the highest of any metric for that country.

Table 31: Agreement with Select Content Consumption Patterns

	Is factual and truthful			Only from sources I trust			Includes country-specific content		
	Very important	**Somewhat important**	**Total important**	**Very important**	**Somewhat important**	**Total important**	**Very important**	**Somewhat important**	**Total important**
Australia (n=778)	30%	52%	82%	23%	51%	74%	35%	51%	86%
Canada (n=1976)	31%	49%	80%	23%	49%	72%	28%	52%	80%
Finland (n=774)	39%	38%	76%	23%	45%	67%	32%	44%	76%
France (n=733)	16%	49%	65%	19%	50%	69%	22%	54%	76%
Germany (n=778)	30%	46%	76%	17%	51%	68%	15%	49%	64%

Q11. To what extent would you agree or disagree with the following? Base: Respondents who consume online content (Australia n=778, Canada n=1976, Finland n=774, France n=733, Germany n=778).

While there are clearly patterns in the data pertaining to what residents of different countries consume in their online content, there are also consistencies in what they state they do not consume. Across all five polled countries, respondents are most likely to disagree that they consume content that only matches their personal preferences, or content that is suggested to them.

About half of respondents from all countries included in the study somewhat/strongly agree that they consume online content suggested to me based on my personal preferences (58% Canada, 57% Australia, 54% Finland, 51% Germany, and 50% France). Similarly, about half of respondents somewhat/strongly agree that they consume content that only matches my personal preferences (49% Australia, 49% Germany, 48% France, and 44% Canada). The exception is in Finland, where 64% somewhat/strongly agree with this statement.

3.1.4 Satisfaction with Online Content

Across all five countries, respondents don’t appear to be overwhelmingly satisfied with any aspect of the discoverability and availability of online content. In no instance does any attribute receive a satisfaction score greater than six out of ten, while several score as low as four out of ten respondents being satisfied.

Across the board, the comparatively greatest satisfaction is registered with the discoverability of online content that matches one’s interests (63% in Canada, 62% in France, 61% in Australia, 61% in Finland, 59% in Germany), whereas the lowest satisfaction scores in all instances are for the accuracy of information that is suggested, “pushed”, or recommended online: (47% in France, 44% in Finland, 41% in Canada, 40% in Germany, and 39% in Australia).

Table 32: Attitudes Towards Online Content and Information

	Discovering online content that matches my interests			The availability of online content that offers different points of view			The accuracy of information I find online			The accuracy of information that is suggested, 'pushed', or recommended to me online		
	Very satisfied	Somewhat satisfied	**Total satisfied**	Very satisfied	Somewhat satisfied	**Total satisfied**	Very satisfied	Somewhat satisfied	**Total satisfied**	Very satisfied	Somewhat satisfied	**Total satisfied**
Australia (n=537)	14%	47%	61%	15%	39%	54%	8%	44%	52%	7%	32%	39%
Canada (n=1463)	13%	50%	63%	12%	44%	56%	9%	42%	51%	6%	34%	41%
Finland (n=652)	15%	46%	61%	12%	42%	54%	12%	48%	60%	12%	32%	44%
France (n=562)	13%	49%	62%	9%	48%	57%	8%	42%	50%	9%	38%	47%
Germany (n=778)	12%	47%	59%	12%	41%	53%	10%	41%	51%	8%	32%	40%

Q13. Overall, how satisfied or dissatisfied are you with the following? Base: Respondents who consume online content (Australia n=537, Canada n=1463, Finland n=652, France n=562, Germany n=778).

3.2 Building Resilience to Disinformation and Promoting Reliable Content

3.2.1 Preferred Sources of Information and Entertainment

Respondents use a diverse mix of different types of sources for information, including online and other more traditional sources. Facebook continues to be the most frequent source for information on at least a weekly basis in France (79%), Canada (77%), and Australia (75%), while this social media platform is used less frequently for information in Finland and Germany. In Finland, respondents are most likely to use traditional news websites or apps (85%) and broadcast TV news (80%) at least once a week for information, while in Germany respondents are most likely to use broadcast TV news (85%), or WhatsApp (84%) for information.

Table 33: Most Utilized Platforms for Information

Australia		Canada		Finland		France		Germany	
Facebook	75%	Facebook	77%	Traditional news website or apps	86%	Facebook	79%	Broadcast TV news	85%
Broadcast TV news	69%	YouTube	67%	Broadcast TV news	80%	Broadcast TV news	79%	WhatsApp	84%
Instagram	65%	Instagram	67%	Online-only news providers	75%	Instagram	74%	Streaming services	81%

Q7. How often do you use the following sources for information? Base: Respondents who consume online content (Australia n=varies, Canada n= varies, Finland n= varies, France n= varies, Germany n= varies).

Notably, across all countries there are consistencies between the sources that respondents are turning to for both information and entertainment. In Australia, Canada, and France, Facebook is one of the top three sources respondents turn to for both information and entertainment

- Australia: 75% utilize Facebook for information at least once a week, 76% utilize Facebook for entertainment at least once a week
- Canada: 77% utilize Facebook for information at least once a week, 80% utilize Facebook for entertainment at least once a week
- France: 79% utilize Facebook for information at least once a week, 82% utilize Facebook for entertainment at least once a week

The use of both sources for information and entertainment is not limited to Facebook, but extends to other mediums as well. Traditional sources see some of this overlap as television is used for both information and entertainment in:

- Australia (75% utilize broadcast TV news for information at least once a week, 84% use television for entertainment at least once a week)
- Finland (80% utilize broadcast TV news for information at least once a week, 82% use television for entertainment at least once a week)
- France (79% utilize broadcast TV news for information at least once a week, 85% use television for entertainment at least once a week)

The significance of this overlap wherein a single source is being used for both information and entertainment is that it demonstrates potential for conflation between information and entertainment. That platforms including Facebook, YouTube, or streaming services are being consulted for both information and entertainment indicates a potential blurring of the lines of what constitutes information and what is considered strictly entertainment among respondents.

This overlap is most prevalent in Germany where the top three sources for information and entertainment are almost identical. For both information and entertainment Germany primarily consult:

- Television (85% broadcast TV news for information, 89% television for entertainment)
- WhatsApp (84% information, 84% entertainment)
- Streaming services (81% information, 82% entertainment)

Table 34: Most Utilized Sources for Entertainment

Australia		Canada		Finland		France		Germany	
TV	84%	Movie/TV Streaming services	80%	Online search	84%	TV	85%	TV	89%
Facebook	76%	Facebook	80%	TV	82%	Online search	84%	WhatsApp	84%
TikTok	76%	TV	79%	YouTube	80%	Facebook	82%	Streaming services	82%

Q8. How often do you use the following sources for entertainment? Base: Respondents who consume online content (Australia n=varies, Canada n= varies, Finland n= varies, France n= varies, Germany n= varies).

Further comparison between the main sources for information and entertainment demonstrates that sources that use algorithms are top choices for many. Facebook and streaming services are both mediums that tailor a user's experience using algorithms. Furthermore, YouTube, TikTok, and Instagram are selected variously as top sources for information or entertainment and are all platforms that utilize algorithms. The fact that many sources utilized for information and entertainment in all five countries are potentially influenced by AI algorithms suggests that online consumers are potentially encountering algorithms that could create filter bubbles in their search for both information and entertainment, leading to implications for the diversity of content and viewpoints that consumers are exposed to online.

3.2.2 Trust and Confidence Media Platforms

When it comes to the sources that respondents have the greatest amount of trust and confidence in, there is some consistency between the various countries included in the study. Namely, that traditional sources see the greatest amount of trust and confidence across the board when it comes to their ability to provide information that is fair, accurate, and balanced. Sources that consistently see some of the top trust and confidence metrics in all 5 countries include:

- Broadcast TV news (83% in Finland, 82% in Canada, 61% in Germany, 60% in Australia, and 54% in France)
- News radio (82% in Canada, 79% in Finland, 59% in Australia, 57% in Germany, and 55% in France)
- Print newspapers (82% in Finland, 73% in Canada, 55% in Australia, 54% in France, and 54% in Germany)

Respondents in Finland and Canada are more likely to have trust and confidence in these more traditional sources, compared to respondents in Australia, France, and Germany.

When considering online sources, traditional online platforms tend to see higher trust and confidence scores than social media or entertainment sources. Online sources that see some of the highest trust scores include

- Online search (83% in Canada, 73% in Finland, 60% in Australia, 58% in France, and 48% in Germany)
- Traditional news websites or apps (82% in Finland, 79% in Canada, 57% in Australia, 48% in Germany, and 43% in France)

Notably, France is an outlier as the country is the only region that has a platform that primary serves entertainment purposes as one of its most trusted sources.

- Streaming services for movies, TV series, or videos is the second most trusted source among French respondents (55%, only 3 points behind Online Search)

Not only do French respondents indicate they have some of the strongest trust and confidence in streaming services for movies, TV series, or videos, respondents are more likely to say they have “a lot of trust” in these kinds of platforms

- 21% of French respondents say they have a lot of trust in streaming services to provide information that is fair, accurate, and balanced

Table 35: Trust and Confidence in Media Sources

Australia		Canada		Finland		France		Germany	
Online search (such as Google)	60%	Online search (such as Google)	83%	Broadcast TV news	83%	Online search (such as Google)	58%	Broadcast TV news	61%
Broadcast TV news	60%	Broadcast TV news	82%	Print Newspapers	82%	Streaming services	55%	News radio	57%
News radio	59%	News radio	82%	Traditional news website or apps	82%	News radio	55%	Print Newspapers	54%
Traditional news website or apps	57%	Traditional news website or apps	79%	News radio	79%	Broadcast TV news	54%	Online search (such as Google)	48%
Print Newspapers	55%	Print Newspapers	73%	Online search (such as Google)	73%	Print Newspapers	54%	Traditional news website or apps	48%

Q9. In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? Base: Respondents who have ever consume online content from each platform (Australia n=varies, Canada n= varies, Finland n= varies, France n= varies, Germany n= varies).

It is worth noting here that while there are patterns between the five countries (all tend to show greater trust and confidence in traditional sources be they online or offline) there is variance in the strength of trust and confidence that they place in various sources. In many cases respondents from Finland and Canada are more trusting of both traditional and online sources.

Contrastingly, even for their most trusted sources, Australians, Germans, and respondents from France provide lower trust and confidence ratings.

3.2.3 Determining Whether Content is Fair, Balanced, and Representative

There is a fair amount of divergence among respondents from different countries in terms of the ability to decipher if online content id fair and balanced. Seven in ten (71%) Finns who consume online content feel confident in their ability to determine fairness and balance in online content, the highest of any region, whereas respondents from France demonstrate the lowest confidence with only half (53%) feeling confident in their abilities to sort fair and balanced content from that which is not.

These lower scores for French respondents may in fact be tied to the priorities that French internet users outlined. French respondents indicate that they are most interested in seeing content that highlights country specific material. Seeing content that is factual or truthful is considered important by only 62% of respondents in France, and only 65% agree that they consume content that is factual and truthful. Considering that one third of French respondents indicate that they neither consume factual or truthful content, nor that it is a priority for them in their internet experience, this may shed light on why fully half of French respondents don't feel confident in their ability to tell if online content is fair, balanced, and represents different points of view. Importantly, few respondents from all countries are 'very confident' that they can tell if online content is fair and balanced, as most respondents are only 'somewhat confident'.

Table 36: Percent of those Confident that their Online Content is Fair, Balanced, and Represents Different Points of View

	Very confident	Somewhat confident	Not very confident	Not at all confident	Don't know	T2B
Finland (n=767)	16%	55%	21%	5%	3%	71%
Canada (n=1946)	12%	54%	22%	6%	7%	66%
Australia (n=765)	14%	51%	22%	8%	5%	64%
Germany (n=771)	9%	50%	27%	7%	7%	59%
France (n=713)	9%	44%	31%	7%	9%	53%

Q21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view? Base: Respondents who consume online content at least once a month (Australia n=765, Canada n=1946, Finland n=767, France n=713, Germany n=771).

Despite these figures, there is some unanimity among respondents from all countries that there is stronger confidence in the fairness and balance of traditional media compared to social media. However, it is notable that even for traditional media (which sees much stronger scores), no country indicates that they are overwhelmingly confident that the content they receive from their traditional media sources is fair, balanced, and shows different points of view.

- For social media, levels of confidence among respondents who consume online content range from a third to four in ten feeling confidence that content is fair and balanced (39% in Finland, 36% in Canada, 36% in Australia, 32% in Germany, and 32% in France)
- For traditional media, between half and two thirds of respondents who consume online content feel confident that traditional sources are balanced and showcase different points of view (67% in Finland, 66% in Canada, 66% in Germany, 57% in Australia, and 54% in France)

However, even for countries that show the greatest confidence, no more than two thirds consider traditional media fair and balanced, and for the most skeptical (France) only half show any kind of confidence.

Table 37: Confidence in Balance of Social and Traditional Media

Confident social media is fair, balanced, and shows different points of view		Confident traditional media is fair, balanced, and shows different points of view	
Finland	39%	Finland	67%
Canada	36%	Canada	66%
Australia	36%	Germany	66%
Germany	32%	Australia	57%
France	32%	France	54%

Q21B. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view? / Q21C. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view? Base: Respondents who consume online content at least once a month (Australia n=765, Canada n=1946, Finland n=767, France n=713, Germany n=771).

The skepticism of French respondents appears to be a continuing theme within the data. Not only do they consider themselves to be less adept at determining whether online content is fair and balanced, but they show the least amount of confidence in both traditional and social media to represent balanced content.

3.2.4 Who is Responsible?

When it comes to determining who bears responsibility for ensuring that online content is fair, balanced, and provides users with different points of view, respondents who consume online content in all countries agree that this is a shared responsibility among many different entities. In no instance does one country favour one body for this duty significantly more than any other.

However, who should bear the most responsibility does vary by region. Canadians and Germans, place the greatest responsibility with online platforms.

- A majority of respondents in both Canada (61%) and Germany (54%) place a lot of responsibility with online platforms

While, in France and Australia equal responsibility is placed with online platforms (65% Australia, 46% France a lot of responsibility) and social media platforms (66% Australia, 46% France a lot of responsibility). Notable however, is that while in both countries responsibility is equally divided between the two online mediums, in Australia the sense of responsibility is much stronger (with two thirds of Australians placing a lot of responsibility on each platform, compared to the less than half of respondents in France).

Finland appears to be an outlier in some sense- whereas for the other four countries internet mediums were ranked as the most responsible for ensuring online content is fair, balanced, and provides users with different points of view, Finns divide most responsibility between online content creators (61% a lot of responsibility) and online platforms (60% a lot of responsibility).

In all countries “citizens or people like me” bear the least amount of responsibility (when measuring on the metric “a lot of responsibility”).

Table 38: Responsibility Among the Following Organizations to Ensure Online Content is Balanced, Fair, and Providing Users with Various Points of View

(At least once a day)	**Australia**	**Canada**	**Finland**	**France**	**Germany**
Online platforms (e.g. Google, Apple)	65%	61%	60%	46%	54%
Social media platform (e.g. Facebook, Twitter)	66%	60%	53%	46%	52%
Online content creators	59%	56%	61%	53%	50%
Government	62%	53%	51%	36%	44%
Citizens or people like me	46%	43%	38%	26%	40%
The European Union	NA	NA	56%	30%	45%

Q20. How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? Base: All respondents (Australia n=800, Canada n=2006, Finland n=800, France n=800, Germany n=801).

3.3 Impact of Algorithms and Exposure to Diverse Content

When considering whether the online media that individuals are consuming on a regular basis is diverse or not, the role of “pushed” content and online algorithms is important to understand. Content that is suggested, “pushed”, or recommended can ‘nudge’ users toward certain media over others, thereby potentially influencing their online experience. Combined with a context where users are increasingly pressed for time or various types of media are competing for a user’s attention, “pushed” content may seem like a convenient option when seeking out information for many of those who consume online content. Therefore, ascertaining the extent to which users (knowingly) consume online content that has been suggested, "pushed", or recommended to them, along with their knowledge of how online algorithms actually work, is crucial in understanding how to diversify users' online experiences.

3.3.1 Consumption of "Pushed" Content

Roughly one in ten respondents in Canada, Finland, France, Germany, and Australia who consume online content say they knowingly consume "pushed" online content several times a day, while roughly three in ten say they do so at least once a day.

Also interesting is the proportion of respondents who say that they have never consumed online content that has been suggested, "pushed", or recommended to them. Just under one in five respondents in Germany (17%), Australia (17%), and Canada (16%) say they have not done so, closer to one in ten (12%) of French respondents would say the same. Finnish respondents stand out in this regard, with fewer than one in ten (8%) saying they have never consumed such content online.

Table 39: Frequency in the Past Year of Consuming Online Content that has been Suggested, 'Pushed', Or Recommended

	Several times a day	At least once a day	2-3 times a week	At least once a week	A few times a month	A few times a year or less	Never	T2B
Canada (n=1976)	11%	23%	16%	11%	11%	12%	16%	34%
Finland (n=774)	10%	23%	25%	14%	12%	8%	8%	33%
Germany (n=778)	10%	22%	20%	11%	12%	9%	17%	32%
France (n=733)	11%	20%	20%	12%	14%	11%	12%	31%
Australia (n=778)	11%	18%	18%	13%	9%	14%	17%	29%

Q12. In the past year, how often have you consumed (either clicked or been shown) online content such as news, information, or entertainment that has been suggested, 'pushed', or recommended to you by social media or online platforms? Base: Respondents who consume online content (Australia n=778, Canada n=1976, Finland n=774, France n=733, Germany n=778).

3.3.2 Satisfaction with and Knowledge About "Pushed" Content

Satisfaction with the accuracy of suggested content and information that is "pushed" or recommended to respondents in all countries is mixed, with fewer than one in ten respondents in any region being 'very satisfied', and most respondents being 'somewhat satisfied'. Respondents in Canada tend to be most satisfied overall (47%) with the accuracy of this type of content, while satisfaction is lowest among Australians (39%). Importantly, about one third of respondents in all regions are neither satisfied nor dissatisfied with the accuracy of content that is recommended to them.

Table 40: Satisfaction with Accuracy of Suggested Information

	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Don't know	T2B
France (n=562)	9%	38%	35%	13%	3%	2%	47%
Finland (n=652)	12%	32%	32%	15%	6%	3%	44%
Canada (n=1463)	6%	34%	33%	17%	5%	4%	41%
Germany (n=778)	8%	32%	40%	12%	4%	4%	40%
Australia (n=537)	7%	32%	36%	15%	6%	4%	39%

Q13. Overall, how satisfied or dissatisfied are you with the following? Base: Respondents who consume online content that has been suggested to them by online platforms (Australia n=537, Canada n=1463, Finland n=652, France n=562, Germany n=778).

3.3.3 Knowledge About Algorithms

Given how influential algorithms are in customizing the kind of content a user sees online, relatively few respondents in the five countries of interest say they've actually heard of the term "online algorithm". Those in Finland are most likely to say they've heard of the term (77%), while those in France are the least likely (45%). High awareness of the term in Finland may be related to recent efforts by the Finnish government to study the use of artificial intelligence, as well as its responsible promotion in the public and private sector.

Roughly half of respondents in Germany (53%), Australia (52%), and Canada (51%) say they have heard of the term "online algorithm".

Table 41: Frequency of Those who Have Heard the Term 'Online Algorithm'

	Have heard of term "online algorithm"
Finland (n=800)	77%
Germany (n=801)	53%
Australia (n=800)	52%
Canada (n=2006)	51%
France (n=800)	45%

Q16. Have you heard of the term online algorithm? Base: All respondents (Australia n=800, Canada n=2006, Finland n=800, France n=800, Germany n=801).

Not only do Finnish respondents distinguish themselves by being the most likely to say they've heard of the term "online algorithm", they are also the most likely to say they are knowledgeable about how algorithms work. All respondents were presented with a short definition of online algorithms (presented "as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more") and nearly six in ten (58%) Finnish respondents say they are either 'very' or 'somewhat' knowledgeable about them. Trends in self-rated knowledge of algorithms follow those for spontaneous awareness; Finnish respondents are the most confident in their knowledge (58%), while respondents in France are the least (30%). Those respondents in Germany (39%), Australia (39%), and Canada (37%) cluster in the middle.

Table 42: Self-Rated Knowledge of Algorithms

	Very knowledgeable	Somewhat knowledgeable	Not very knowledgeable	Not at all knowledgeable	T2B
Finland (n=800)	13%	45%	30%	13%	58%
Germany (n=801)	8%	31%	34%	27%	39%
Australia (n=800)	7%	32%	34%	27%	39%
Canada (n=2006)	6%	31%	34%	29%	37%
France (n=800)	8%	22%	40%	30%	30%

Q18. We have some follow-up questions about online algorithms, which are defined as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more. How knowledgeable would you say that you are about online algorithms? Base: All respondents (Australia n=800, Canada n=2006, Finland n=800, France n=800, Germany n=801).

3.3.4 Interest in Learning More About Algorithms

Even though respondents in Australia, Canada, France, and Germany fall behind their Finnish peers when it comes to self-rated knowledge of algorithms, they also do not necessarily express more interest than Finns in learning more about how algorithms tailor a user's online experience. Once again, Finns generally outstrip their peers in saying that they are either 'very' or 'somewhat' interested in learning more about algorithms. For instance

- 72% of Finns say they are very/somewhat interested in learning more about the type of information that online platforms collect from them (vs. 69% in Canada, 68% in Australia, 60% in Germany, and 58% in France).
- 71% of Finns say they're interested in learning about how to adjust their settings to access opposing viewpoints on a topic as part of their information consumption experience (vs. 64% in Australia, 62% in Canada, 58% in France, and 57% in Germany).
- 69% of Finns say they're interested in how platforms recommend online content for users (vs. 61% in Australia, 56% in Canada, 55% in Germany, and 54% in France).
- 68% of Finns say they are interested in learning more about when online content has been suggested, "pushed, or recommended based on preferences or being sponsored by a third party (vs. 58% in Canada, 57% in Australia, 57% in France, and 48% in Germany)
- 67% of Finns say they are curious about how online platforms prioritize which content a user is exposed to (vs. 62% in Australia, 61% in Canada, 56% in France, and 54% in Germany).
- 64% of Finns say they'd like to learn more about how online algorithms work (vs. 61% in Canada, 58% in Australia, 56% in Germany, and 55% in France).

Table 43: Interest in Learning More about Algorithms

	Australia	Canada	Finland	France	Germany
How online platforms recommend online content for you	61%	56%	69%	54%	55%
The type of information that online platform collects from you	68%	69%	72%	58%	60%
How online platforms prioritize which content a user is exposed to	62%	61%	67%	56%	54%
How online algorithms work	58%	61%	64%	55%	56%
How to adjust your online platforms control in order to access opposing views on a topic as part of your information consumption experience	64%	62%	71%	58%	57%
When online content has been suggested, pushed or recommended to you based on preferences or being sponsored by a third party	57%	58%	68%	57%	48%

Q19. How interested are you to learn more about the following? Base: All respondents (Australia n=800, Canada n=2006, Finland n=800, France n=800, Germany n=801).

3.4 Era of Democratized Information and Navigating Disinformation

3.4.1 Increasing Democratization of Information

At least two thirds of respondents from all countries included in the study who consume online content agree that having access to different sources of information with different points of view is important for people to participate in democracy. Australians are most likely to agree with this statement (75%), followed by Canadians (71%), Finns (70%), Germans (68%), and respondents in France (67%). Agreement from all countries is very similar in terms of the proportion of respondents who 'strongly agree' and 'somewhat agree'. Few respondents disagree with this statement, while about one-in-five 'neither agree nor disagree'.

Table 44: Does Having Access to Different Information Sources Allow for Greater Democratic Participation?

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
Australia (n=765)	33%	42%	17%	2%	2%	4%	75%
Canada (n=1946)	32%	38%	19%	3%	2%	6%	71%
Finland (n=767)	35%	35%	19%	5%	2%	4%	70%
Germany (n=771)	32%	36%	21%	4%	1%	6%	68%
France (n=713)	26%	41%	20%	4%	3%	7%	66%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (Australia n=765, Canada n=1946, Finland n=767, France n=713, Germany n=771).

3.4.2 Navigating Disinformation

Despite the fact that the majority of respondents in all countries surveyed who consume online content agree that having access to different sources of information is important for participation in democracy, respondents are divided on whether online platforms have made it easier or not to access different sources of information. About half of respondents from Canada (54%), Australia (54%), and Finland (47%) agree with this statement, while fewer than half

(39%) of respondents in Germany agree. In fact, fewer than fifteen percent of respondents from any country 'strongly agree' with the ability of online platforms to ensure easy access to different sources of information.

Table 45: Ease of Accessing Different Sources of Information Online

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
Canada (n=1946)	15%	39%	26%	7%	4%	9%	54%
Australia (n=765)	15%	39%	28%	7%	4%	7%	54%
France (n=713)	12%	38%	25%	10%	3%	12%	51%
Finland (n=767)	13%	34%	28%	12%	5%	8%	47%
Germany (n=771)	9%	30%	34%	10%	5%	13%	39%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (Australia n=765, Canada n=1946, Finland n=767, France n=713, Germany n=771).

Respondents from all countries that consume content online are more likely to agree than disagree that the tone of online content recommended to them has grown more polarized or negative over the course of the past two years. Canadians are the most likely to agree with this statement (45%), followed closely by respondents in Australia (42%), Germany (41%), Finland (39%), and France (37%). About three in ten respondents from all countries 'neither agree nor disagree' with this statement, while only a small minority disagree.

Table 46: Polarization of Recommended Online Content

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
Canada (n=1946)	15%	29%	31%	9%	4%	11%	45%
Australia (n=765)	14%	28%	38%	8%	3%	9%	42%
Germany (n=771)	13%	28%	30%	12%	7%	10%	41%
Finland (n=767)	13%	26%	30%	15%	9%	7%	39%
France (n=713)	9%	28%	36%	11%	3%	14%	36%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (Australia n=765, Canada n=1946, Finland n=767, France n=713, Germany n=771).

Not having enough time to fact check online content is a task that slightly fewer than half of respondents agree they do not have the time for. Respondents who consume online content in Australia are the most likely to agree that they do not have the time to fact check information that they find online (47%), followed by respondents in Germany (45%), Finland (45%), Canada (44%), and France (39%).

Table 47: Finding Time to Fact Check Online Information

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
Australia (n=765)	13%	34%	28%	16%	7%	3%	47%
Germany (n=771)	13%	32%	27%	13%	8%	6%	46%
Finland (n=767)	12%	33%	24%	17%	10%	4%	45%
Canada (n=1946)	10%	34%	29%	15%	7%	5%	44%
France (n=713)	7%	32%	33%	14%	6%	9%	39%

Q22. Indicate to what extent you agree or disagree with the following statements? Base: Respondents who consume online content (Australia n=765, Canada n=1946, Finland n=767, France n=713, Germany n=771).

3.4.3 Navigating COVID-19 Information Online

Respondents from all countries use a diversity of sources to consume COVID-19 related news and information. Traditional sources of news and information, including broadcast TV news and traditional news website or apps are typically used most often for COVID-19 news and information, compared to online sources of news and information. However, some more traditional sources of news and information such as print newspapers and news radio are used less often than a number of social media platforms. Facebook is the most often used social media platform by respondents in many countries, including in Canada, France, and Germany where Facebook is used more frequently than government websites for news and information about COVID-19. In Germany, respondents are also more likely to use Reddit for COVID-19 news and information compared to government websites. Generally, respondents from Finland are most likely to use the great diversity of sources for COVID-19 related news and information, followed by respondents in Germany.

Table 48: Sources used for COVID-19 Related News and Information

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	T2B
Australia (n=765)	13%	34%	28%	16%	7%	3%	47%
Germany (n=771)	13%	32%	27%	13%	8%	6%	46%
Finland (n=767)	12%	33%	24%	17%	10%	4%	45%
Canada (n=1946)	10%	34%	29%	15%	7%	5%	44%
France (n=713)	7%	32%	33%	14%	6%	9%	39%

Q24. How often do you get news and information about COVID-19 from the following sources? Base: All respondents (Australia n=800, Canada n=2006, Finland n=800, France n=800, Germany n=801).

Although many respondents from all countries indicate that they do not have time to fact check information that they find online, when it comes to information about the COVID-19, more respondents say that they check the accuracy or reliability of information about COVID-19 that they find online either 'frequently' or 'sometimes'. Only about one in ten respondents overall say that they 'never' check the reliability of this online information. Respondents from Finland (71%)

are most likely to check the accuracy or reliability of online information about COVID-19, followed by respondents in Germany (69%), Canada (67%), France (63%), and Australia (62%).

Table 49: Frequency of Checking Accuracy and Reliability of News Regarding COVID-19 and the Pandemic

	Often	Sometimes	Rarely	Never	T2B
Finland (n=800)	27%	44%	19%	10%	71%
Germany (n=801)	22%	47%	19%	12%	69%
Canada (n=2006)	23%	44%	21%	13%	67%
France (n=800)	20%	43%	23%	14%	63%
Australia (n=800)	20%	42%	24%	13%	62%

Q25. How often do you check accuracy and reliability of information regarding COVID-19 and the pandemic by accessing multiple sources of information (for example, other websites)? Base: All respondents (Australia n=800, Canada n=2006, Finland n=800, France n=800, Germany n=801).

3.5 Who Pays? Remuneration and Economic Viability of Content Creators

When examining the data pertaining to who should financially support journalists and news publishers, it becomes clear that respondents in all countries included in the research consider this a shared responsibility, shared across governments, and online and social media platforms.

Table 50: Responsibility among the Following Organizations to Financially Support Journalists and News Publishers

	The Government			Online platforms (e.g. Google, Apple)			Social media platforms (e.g. Facebook, Twitter)			The European Union		
	A lot of responsibility	A little responsibility	Total responsibility	A lot of responsibility	A little responsibility	Total responsibility	A lot of responsibility	A little responsibility	Total responsibility	A lot of responsibility	A little responsibility	Total responsibility
Australia (n=800)	52%	30%	82%	54%	29%	83%	55%	29%	84%	NA	NA	NA
Canada (n=2006)	44%	32%	76%	47%	35%	82%	46%	32%	78%	NA	NA	NA
Finland (n=800)	46%	32%	78%	49%	31%	80%	48%	32%	80%	47%	31%	78%
France (n=800)	31%	40%	71%	40%	37%	77%	39%	38%	77%	26%	41%	67%
Germany (n=801)	40%	38%	78%	44%	33%	77%	41%	32%	73%	39%	35%	74%

Q23. How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? Base: All respondents (Australia n=800, Canada n=2006, Finland n=800, France n=800, Germany n=801).

However, it is notable that not all countries distribute this responsibility evenly:

- Australians place nearly equal responsibility in all three organizations (there is only a 2-point difference between all three attributes).
- Canadians indicate that they feel online platforms should bear slightly more responsibility than government.
- In Finland and France, slightly more responsibility is allocated to internet platforms than to national or international governments.
- German respondents placed the greatest responsibility on the shoulders of their government.

4 Sample Composition

4.1 Sampling and Participant Recruitment

Surveys were conducted between February 23 and March 9, 2021 among n=3,201 respondents aged 18+ years living in Australia (n=800), Finland (n=800), France (n=800), and Germany (n=801). Furthermore, a total of n=2,006 online surveys were completed in Canada between February 5-11, 2021. The Ipsos i-Say panel was the primary source for recruiting respondents in Canada and, where necessary, a supplemental sample from a third-party vendor, Dynata, was used for additional interviews. Ipsos utilized the Ipsos Global Advisor platform to conduct research among adults aged 18-74 in all other countries, including Australia, Finland, France, and Germany.

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

Online panel participants on both platforms were recruited and screened using rigorous double and triple opt-in checks to ensure that respondents want to receive contact, such as invitations to participate in research surveys. Each panel's Terms and Conditions of Membership details the respondents' rights to, at any time and for any reason, ask to be removed from the panel and stop receiving emails from Ipsos and its clients.

Panel recruitment consists of the following steps:

- Various "wide net" methodologies (e.g., email campaigns, affiliate networks, banner ads, text ads, search engine, co-registration, offline-to-online, specialized websites); and,
- Customized incentives and materials for recruiting special targeted groups such as mothers of babies, those aged 55+ years, etc.

However, it is important to note that any even the most well-recruited panel does not allow for random selection from the general population in the sense that not all members of the public have a known and non-zero probability to be selected for an interview via the online panel. This applies to panels recruited through online approaches as well as panels recruited via traditional telephone Random Digit Dialing (RDD) in that the sampling naturally skews towards those who are amenable to answering a survey.

Rigorous panel maintenance procedures mean only those participants who actively participate in online surveys at least once every six months are included. Participants can choose whether to enter a survey or not. While participating in a survey, the respondent can simply exit the survey by closing the survey Internet browser window at any time without submitting their responses if they no longer want to participate.

4.2 On Non-Probability Sampling

Online surveys do not provide a random sample of the population because not everyone has internet access. Furthermore, survey respondents' opt-in to the study and knowledge of the profiles of those who complete online surveys versus those who do not is limited.

The probability of being included in any given online survey sample is unknown, very difficult to ascertain, or simply zero (non-internet users). The nature of internet usage within the population, so this limits one's ability to calculate the likelihood of reaching a person through an online poll. Therefore, a classical margin of error cannot be calculated.

Despite these challenges, online polling conducted in a scientific manner has proven to yield similar results to probability sampling conducted via telephone. As such, Ipsos considers the methodology valid and is using the Bayesian approach to frame the problem of margins of error for non-probability sampling in such a way to allow us to use the wealth of information available outside of the current survey to calibrate results and to provide a statistical foundation for inference, even when a probabilistic sample is unavailable.

Bayesian credibility intervals operate much in the same way as classical margin of error but acknowledge the uncertainty of an estimate (in our case, the probability of any given person to complete an online survey), and incorporate external factors, such as what we know about the world, opinions, expertise, context, history, and other data into its calculation to correct for the unknown.

For more detail, please refer to: https://www.ipsos.com/sites/default/files/2017-03/IpsosPA_CredibilityIntervals.pdf.

4.3 Incentives and Quality Control Measures

Respondents to Ipsos's online surveys are offered a number of innovative incentive programs in the forms of a points-based system where participants can redeem points for various items. We do not reward our panelists using cash payments.

Extensive quality-control procedures are in place within IIS (Ipsos Interactive Services, who manage our panel) to ensure that the survey inputs (sample and questionnaire design) allow for high-quality survey data. These processes span the life cycle of a panelist and are in place for all Ipsos online surveys. IIS experts are constantly monitoring and reviewing the performance of our quality measures and updating and integrating new ones as respondents' behaviors and the online landscape evolve.

In order to verify the identity of respondents, Ipsos has the following standards:

- Double opt-in approach to confirm identity
- Country validation via Geo-IP
- Mismatch between device settings and geolocation
- Anonymous proxy detection
- Detection of robots via Captcha code
- Detection of "5 minute" emails (temporary email addresses)
- Detection of data anomalies and patterns
- Maintenance of Ipsos blacklist
- RealAnswer™- detection of pasted and robot answers

Furthermore, Ipsos has the following measures in place to ensure that sample panel respondents are accurate:

- Strict panel usage rules to avoid interviewing the same people too often and prevent them from becoming too used to a type of survey or product category
- Duplicate device identification through digital Fingerprinting (RelevantID®) and web/Flash cookies
- Monitoring survey taking behavior: speeding, straight lining, open-ends quality evaluation
- Panelists' history monitored across surveys and used for panel purge removing "bad" or inactive respondents
- Identification of duplicate email addresses
- Identification of duplicate devices through digital fingerprinting (RelevantID®) and web/Flash cookies
- Identification of duplicate contact details

4.4 Non-Response in Online Panel Surveys

As with any sample collected via online panels, there exists the possibility of non-response bias. In particular, this survey has limitations in that it does not include members of the population who do not voluntarily take part in online survey panels. This means that this survey is not representative of those residents of each country without Internet access or who are unable to respond to a survey in either official language, among other characteristics. While this survey cannot be seen as being representative of the adult population of each country due to the sampling technique, we can correct for some of these gaps by weighting the sample census data on age, gender, and region.

5 Questionnaires

5.1 Questionnaire (Australia)

Screening Questions

YEAR/MONTH. What is your date of birth?

[IF UNDER THE AGE OF 18, THANK AND TERMINATE]

GENDER_NONBINARY_. Are you…?

☐ _1 Male

☐ _2 Female

☐ _3 Other

☐ _4 Prefer not to answer

QMKTSIZE_AU. Please insert your residential/home postal code

Postcode:

City / Town:

State:

4. How often do you typically consume online content? Online content could be presented to you on social media, the internet, online news sources, podcasts, blogs, streaming services or otherwise.

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Skip if ‘Never’ in Q4]

5. How often do you consume the following types of online content?

[Row, Randomize]

General information

National news

European news [SHOW ONLY IN FRANCE, FINLAND, AND GERMANY]

International news

Local news

Entertainment

Social media

Shopping

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Skip if ‘Never’ in Q4]

6. How often do you use the following social media and digital media providers or platforms?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix, [IF AU SHOW: Stan])

Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[For Q7, Q8, or Q9: Do not show “Online-only news providers”, “Traditional news websites or apps”, “Google News”, “Apple News”, “Podcasts”, “Facebook”, “Twitter”, “Instagram”, “LinkedIn”, “Snapchat”, “WhatsApp”, “Reddit”, “YouTube”, “TikTok”, “Signal”, “Telegram”, “Online Search (such as Google)”, “Streaming services for movies, TV series (i.e. Netflix)”, and “Streaming music services (i.e. Spotify)” if ‘Never’ in Q4]

[Do not include platform in Q7 if listed at Q6 and 'Never'. If not shown at all at Q6, also do not show.]

7. How often do you use the following sources for information?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online-only news providers

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Do not include platform in Q8 if listed at Q6 and 'Never']

8. How often do you use the following sources for entertainment?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Global movie streaming services (i.e. Netflix, Stan, Amazon Prime, Disney +, Apple TV+, etc.)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] National movie streaming services (i.e. SBS On Demand, ABC iview)

Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)

TV

Print (magazines, newspapers, books)

Radio

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

9. In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

Social media in general [anchor last, show even to those ‘never’ at Q4]

[Column]

A lot of trust

Some trust

A little trust

No trust at all

Don’t know

Content Experience

[Do not ask Q10 to Q15 if ‘Never’ in Q4]

10. How important are the following to you personally when consuming online content?

[Row, Randomize]

Online content that is from different sources and a variety of perspectives

Online content that is factual and truthful

Online content that matches my personal preferences

Online content that I agree with

Online content that includes [INSERT NATIONALITY] content (such as national or local events or stories)

Online content that reflects different points of view on community, regional, and national issues

Online content that includes investigative journalism

Online content that includes local community news and information

Online content that covers underrepresented groups or communities

Online content that is suggested to me based on my preferences

Online content that comes from a source I trust

[Column]

Very important

Somewhat important

Not very important

Not at all important

Don’t know

11. To what extent would you agree or disagree with the following?

[Row, Randomize]

I consume online content that is from different sources and a variety of perspectives

I consume online content that is factual and truthful

I consume online content that only matches my personal preferences

I consume online content that I agree with

I consume online content that includes [INSERT NATIONALITY] content (such as national or local events or stories)

I consume online content that reflects different points of view on community, regional, and national issues

I consume online content that includes investigative journalism

I consume online content that includes local community news and information

I consume online content that covers underrepresented groups or communities

I consume online content suggested to me based on my preferences

I consume online content only from sources I trust

[Column]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don’t know

12. In the past year, how often have you consumed (either clicked or been shown) online content such as news, information, or entertainment that has been suggested, 'pushed', or recommended to you by social media or online platforms?

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Do not ask if 'never' or 'a few times a year' at Q12]

13. Overall, how satisfied or dissatisfied are you with the following?

[Row, Randomize]

The accuracy of information I find online

The accuracy of information that is suggested, 'pushed', or recommended to me online

The availability of online content that offers different points of view

Discovering online content that matches my interests

[Column]

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

Don’t know

[Skip Q14 if ‘don’t know’ or ‘neither satisfied nor dissatisfied’ in ‘the accuracy of information that is suggested, ‘pushed’, or recommended to me online’ at Q13]

14. Why would you say that you are [very satisfied/somewhat satisfied/somewhat dissatisfied/very dissatisfied] with the online content that is suggested, pushed, or recommended to you?

[Record open response]

Algorithm Control

15. How knowledgeable would you say that you are about the following?

[Row, Randomize]

How online platforms suggest or recommend online content to you

The type of information that online platforms collect from you when you use these networks

How online platforms prioritize which content a user sees

How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience

[Column]

Very knowledgeable

Somewhat knowledgeable

Not very knowledgeable

Not at all knowledgeable

16. Have you heard of the term online algorithm?

Yes

No

Don't know

[ASK ONLY IF 'YES' AT Q16]

17. In your own words, please describe what an online algorithm is or how it works. If you do not know please indicate so.

[Record open response]

Don't know

18. We have some follow-up questions about online algorithms, which are defined as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more.

How knowledgeable would you say that you are about online algorithms?

Very knowledgeable

Somewhat knowledgeable

Not very knowledgeable

Not at all knowledgeable

19. How interested are you to learn more about the following?

[Row, Randomize]

How online platforms recommend online content for you

The type of information that online platforms collect from you

How online platforms prioritize which content a user is exposed to

How online algorithms work

How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience

When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party

[Column]

Very interested

Somewhat interested

Not very interested

Not at all interested

Don't know

20. How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

[Row, Randomize]

The [INSERT NATIONALITY] Government

Online platforms (e.g. Google, Apple)

Social Media platforms (e.g. Facebook, Twitter)

Citizens or people like me

Online content creators

[Column]

A lot of responsibility

A little responsibility

No responsibility

Don’t know

[Do not ask Q21, Q21b, Q21c, and Q22 if ‘never’ or ‘a few times a year’ in Q4]

21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

[Q21b and Q21c rotate order presented]

21b. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

21c. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don't know

22. Indicate to what extent you agree or disagree with the following statements

[Row, Randomize]

Having access to different sources of information with different points of view is important for people to participate in democracy

I often do not have the time to fact check information that I find online

I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier

I am often suggested or recommended content from my local community or region

Over the past two years, online platforms have made it easier to access different sources of information

During the past two years, the tone of online content recommended to me has grown more polarized or negative

It is important for me to use ad-blockers and/or incognito mode to protect my privacy online

[Column]

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

23. How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?

[Row, Randomize]

The [INSERT NATIONALITY] Government

Online platforms (e.g. Google, Apple)

Social Media platforms (e.g. Facebook, Twitter)

[Column]

A lot of responsibility

A little responsibility

No responsibility

Don’t know

COVID-19

[Do not include platform if ‘never’ in Q6]

[Do not show ‘traditional news websites or apps’, ‘online-only news providers’, ‘Google News’, ‘Apple News’, ‘podcasts’ and ‘government websites’ if ‘never’ at Q4]

24. How often do you get news and information about COVID-19 from the following sources?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Government websites

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

25. How often do you check accuracy and reliability of information regarding COVID-19 and the pandemic by accessing multiple sources of information (for example, other websites)?

Often

Sometimes

Rarely

Never

Demographics

26. In what language(s) do you consume online content? Select all that apply.

English

Arabic

Cantonese

Dutch

Estonian

Farsi

Finnish

French

German

Greek

Hindi

An Indigenous language

Italian

Korean

Kurdish

Mandarin

Persian

Polish

Portuguese

Punjabi

Russian

Somali

Spanish

Swedish

Tagalog (Filipino)

Tamil

Turkish

Urdu

Other

ETHCONSENT01. The next question will be about ethnicity. A “Prefer not to answer” option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. We will provide our client only anonymous, aggregated results. The data will be held for no longer than 12 months. Do you accept the collection of race and ethnicity related data?

 _1 Yes, I accept.

 _2 No, I don't accept.

AU01ETH. Which of the following ethnic groups do you most strongly identify with?

 Oceanian [Expandable Header]

o _1 Australian

- _2 Australian Aboriginal
- _3 Australian South Sea Islander
- _4 Torres Strait Islander
- _5 Maori
- _6 New Zealander
- _7 Fijian
- _8 Samoan
- _9 Tongan
- _10 Other Oceanian & Pacific Island People (e.g.: Cook Islander, Papua New Guinean)

North-West European [Expandable Header]

- _11 English
- _12 Scottish
- _13 Welsh
- _14 Irish
- _15 Dutch
- _16 French
- _17 German
- _18 Other Western European (e.g.: Austrian, Swiss)
- _19 Northern European (e.g.: Danish, Swedish)

Southern and Eastern European [Expandable Header]

- _20 Italian
- _21 Maltese
- _22 Portuguese
- _23 Spanish
- _24 Other Southern European (e.g.: Catalan)
- _25 Croatian

- o _26 Greek
- o _27 Macedonian
- o _28 Serbian
- o _29 Other South-Eastern European (e.g.: Bosnian, Cypriot)
- o _30 Hungarian
- o _31 Polish
- o _32 Russian
- o _33 Ukrainian
- o _34 Other Eastern European (e.g.: Czech, Latvian)
- North African and Middle Eastern [Expandable Header]
- o _35 Egyptian
- o _36 Iraqi
- o _37 Lebanese
- o _38 Other Arab (e.g.: Syrian, Palestinian)
- o _39 Jewish
- o _40 People of The Sudan (e.g.: Sundanese, Dinka)
- o _41 Iranian
- o _42 Turkish
- o _43 Assyrian
- o _44 Other North African And Middle Eastern (e.g.: Chaldian, Kurdish)
- South-East Asian [Expandable Header]
- o _45 Khmer (Cambodian)
- o _46 Thai
- o _47 Vietnamese
- o _48 Filipino
- o _49 Indonesian

- _50 Malay
- _51 Other South-East Asian (e.g.: Lao, Chin)

- North-East Asian [Expandable Header]
  - _52 Chinese
  - _53 Japanese
  - _54 Korean
  - _55 Other North-East Asian (e.g.: Taiwanese, Mongolian)
- Southern and Central Asian [Expandable Header]
  - _56 Indian
  - _57 Nepalese
  - _58 Pakistani
  - _59 Punjabi
  - _60 Bangladeshi
  - _61 Sri Lankan
  - _62 Other Southern Asian (e.g.: Sinhalese, Bhutanese)
  - _63 Afghan
  - _64 Other Central Asian (e.g.: Armenian, Hazara)
- American [Expandable Header]
  - _65 American
  - _66 Canadian
  - _67 Chilean
  - _68 Other South American (e.g.: Brazilian, Colombian)
  - _69 Central American (e.g.: Mexican, Salvadoran)
  - _70 Caribbean Islander (e.g.: Cuban, Jamaican)
- Sub-Saharan African [Expandable Header]
  - _71 South African

o _72 Other Southern and East African (e.g.: Mauritian, Ethiopian)

o _73 Central and West African (e.g.: Congolese, Nigerian)

o _97 Other

o _98 Prefer not to say

o _99 Consent Not Granted

AUS02INC. Which of the following categories best describes your total household annual income? (Combined income of every total household member before taxes)

 _1 Less than $5,000

 _2 $5,000-$9,999

 _3 $10,000-$14,999

 _4 $15,000-$19,999

 _5 $20,000-$24,999

 _6 $25,000-$29,999

 _7 $30,000-$34,999

 _8 $35,000-$39,999

 _9 $40,000-$44,999

 _10 $45,000-$49,999

 _11 $50,000-$54,999

 _12 $55,000-$59,999

 _13 $60,000-$64,999

 _14 $65,000-$69,999

 _15 $70,000-$74,999

 _16 $75,000-$79,999

 _17 $80,000-$84,999

 _18 $85,000-$89,999

 _19 $90,000-$94,999

 _20 $95,000-$99,999

_21 $100,000-$124,999

_22 $125,000-$149,999

_23 $150,000-$199,999

_24 $200,000-$249,999

_25 $250,000 or more

_26 Don't know/No Answer

5.2 Questionnaire (Canada, English)

Screening Questions

1. In what year were you born?

[Range: 1900 to 2010]

[If under the age of 18, thank and terminate]

2. What is your gender?

Male

Female

Other

3. What are the first three variables of your postal code?

[Record in format of X#X]

27. What is the highest certificate, diploma, or degree that you have completed?

Less than high school diploma or its equivalent

High school diploma or a high school equivalency certificate

Trade certificate or diploma

CEGEP or other non-university certificate or diploma (other than trades certificates or diplomas)

University certificate or diploma below the bachelor's level

Bachelor's degree: e.g. B.A., B.A. (Hons), B.Sc., B.Ed., LL.B.

University certificate, diploma or degree above the bachelor's level

Questionnaire

27. How often do you typically consume online content? Online content could be presented to you on social media, the internet, online news sources, podcasts, blogs, streaming services or otherwise.

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Skip if 'Never' in Q4]

[Carousel Question Setup]

28. How often do you consume the following types of online content?

[Row, Randomize]

General information

National news

International news

Local news

Entertainment

Social media

Shopping

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Skip if 'Never' in Q4]

[Carousel Question Setup]

29. How often do you use the following social media and digital media providers or platforms?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[For Q7, Q8, or Q9: Do not show “Online only news providers”, “Traditional news websites or apps”, “Google News”, “Apple News”, “Podcasts”, “Facebook”, “Twitter”, “Instagram”, “LinkedIn”, “Snapchat”, “WhatsApp”, “Reddit”, “YouTube”, “TikTok”, “Signal”, “Telegram”, “Online Search (such as Google)”, “Streaming services for movies, TV series (i.e. Netflix)”, and “Streaming music services (i.e. Spotify)” if ‘Never’ in Q4]

[Do not include platform in Q7 if listed at Q6 and 'Never']

[Carousel Question Setup]

30. How often do you use the following sources for information?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Do not include platform in Q8 if listed at Q6 and ‘Never’]

[Carousel Question Setup]

31. How often do you use the following sources for entertainment?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Global movie streaming services (i.e. Netflix, Amazon Prime, Disney +, Apple TV+, etc.)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] National movie streaming services (i.e. [in Canada insert CBC GEM, CRAVE, tou.tv, etc.])

Streaming music services (i.e. Spotify)

TV

Print (magazines, newspapers, books)

Radio

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Carousel Question Setup]

32. In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

Social media in general [anchor last, show even to those ‘never’ at Q4]

[Column]

A lot of trust

Some trust

A little trust

No trust at all

Don’t know

Content Experience

[Do not ask Q10 to Q15 if ‘Never’ in Q4]

[Carousel Question Setup]

33. How important are the following to you personally when consuming online content?

[Row, Randomize]

Online content that is from different sources and a variety of perspectives

Online content that is factual and truthful

Online content that matches my personal preferences

Online content that I agree with

Online content that includes Canadian content (such as national or local events or stories)

Online content that reflects different points of view on community, regional, and national issues

Online content that includes investigative journalism

Online content that includes local community news and information

Online content that covers underrepresented groups or communities

Online content that is suggested to me based on my preferences

Online content that comes from a source I trust

[Column]

Very important

Somewhat important

Not very important

Not at all important

Don’t know

[Carousel Question Setup]

34. To what extent would you agree or disagree with the following?

[Row, Randomize]

I consume online content that is from different sources and a variety of perspectives

I consume online content that is factual and truthful

I consume online content that only matches my personal preferences

I consume online content that I agree with

I consume online content that includes Canadian content (such as national or local events or stories)

I consume online content that reflects different points of view on community, regional, and national issues

I consume online content that includes investigative journalism

I consume online content that includes local community news and information

I consume online content that covers underrepresented groups or communities

I consume online content suggested to me based on my preferences

I consume online content only from sources I trust

[Column]

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Don't know

35. In the past year, how often have you consumed (either clicked or been shown) online content such as news, information, or entertainment that has been suggested, 'pushed', or recommended to you by social media or online platforms?

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

[Do not ask if 'never' or 'a few times a year' at Q12]

[Carousel Question Setup]

36. Overall, how satisfied or dissatisfied are you with the following?

[Row, Randomize]

The accuracy of information I find online

The accuracy of information that is suggested, ‘pushed’, or recommended to me online

The availability of online content that offers different points of view

Discovering online content that matches my interests

[Column]

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

Don’t know

[Skip Q14 if ‘don’t know’ or ‘neither satisfied nor dissatisfied’ in ‘the accuracy of information that is suggested, ‘pushed’, or recommended to me online’ at Q13]

37. Why would you say that you are [very satisfied/somewhat satisfied/somewhat dissatisfied/very dissatisfied] with the online content that is suggested, pushed, or recommended to you?

[Record open response]

Algorithm Control

[Carousel Question Setup]

38. How knowledgeable would you say that you are about the following?

[Row, Randomize]

How online platforms suggest or recommend online content to you

The type of information that online platforms collect from you when you use these networks

How online platforms prioritize which content a user sees

How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience

[Column]

Very knowledgeable

Somewhat knowledgeable

Not very knowledgeable

Not at all knowledgeable

39. Have you heard of the term online algorithm?

Yes

No

Don't know

[ASK ONLY IF 'YES' AT Q17]

40. In your own words, please describe what an online algorithm is or how it works. If you do not know please indicate so.

[Record open response]

Don't know

41. We have some follow-up questions about online algorithms, which are defined as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more.

How knowledgeable would you say that you are about online algorithms?

Very knowledgeable

Somewhat knowledgeable

Not very knowledgeable

Not at all knowledgeable

[Carousel Question Setup]

42. How interested are you to learn more about the following?

[Row, Randomize]

How online platforms recommend online content for you

The type of information that online platforms collect from you

How online platforms prioritizes which content a user is exposed to

How online algorithms work

How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience

When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party

[Column]

Very interested

Somewhat interested

Not very interested

Not at all interested

Don’t know

[Carousel Question Setup]

43. How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

[Row, Randomize]

Government

Online platforms (e.g. Google, Apple)

Social Media platforms (e.g. Facebook, Twitter)

Citizens or people like me

Online content creators

[Column]

A lot of responsibility

A little responsibility

No responsibility

Don’t know

[Do not ask Q21, Q21b, Q21c, and Q22 if ‘never’ or ‘a few times a year’ in Q4]

44. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

[Q21b and Q21c rotate order presented]

21b. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

21c. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view?

Very confident

Somewhat confident

Not very confident

Not at all confident

Don’t know

[Carousel Question Setup]

45. Indicate to what extent you agree or disagree with the following statements

[Row, Randomize]

Having access to different sources of information with different points of view is important for people to participate in democracy

I often do not have the time to fact check information that I find online

I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier

I am often suggested or recommended content from my local community or region

Over the past two years, online platforms have made it easier to access different sources of information

During the past two years, the tone of online content recommended to me has grown more polarized or negative

It is important for me to use ad-blockers and/or incognito mode to protect my privacy online

[Column]

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don’t know

[Carousel Question Setup]

46. How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?

[Row, Randomize]

Government

Online platforms (e.g. Google, Apple)

Social Media platforms (e.g. Facebook, Twitter)

[Column]

A lot of responsibility

A little responsibility

No responsibility

Don’t know

COVID-19

[Do not include platform if ‘never’ in Q6]

[Do not show ‘traditional news websites or apps’, ‘online only news providers’, ‘Google News’, ‘Apple News’, ‘podcasts’ and ‘government websites’ if ‘never’ at Q4]

[Carousel Question Setup]

47. How often do you get news and information about COVID-19 from the following sources?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online Search (such as Google)

Streaming services for movies, TV series, or videos (i.e. Netflix)

Streaming music services (i.e. Spotify)

Government websites

Broadcast TV news

Print newspapers

News radio

Traditional news websites or apps

Online only news providers

Google News

Apple News

Podcasts

[Column]

Several times a day

At least once a day

2-3 times a week

At least once a week

A few times a month

A few times a year or less often

Never

48. How often do you check accuracy and reliability of information regarding COVID-19 and the pandemic by accessing multiple sources of information (for example, other websites)?

Often

Sometimes

Rarely

Never

Demographics

49. In what language(s) do you consume online content? Select all that apply.

Arabic

Cantonese

Dutch

English [SHOW FIRST IN CANADIAN ENGLISH VERSION; SHOW SECOND IN CANADIAN FRENCH VERSION]

Estonian

Farsi

Finnish

French [SHOW SECOND IN CANADIAN ENGLISH VERSION; SHOW FIRST IN CANADIAN FRENCH VERSION]

German

Greek

Hindi

An Indigenous language

Italian

Korean

Kurdish

Mandarin

Persian

Polish

Portuguese

Punjabi

Russian

Somali

Spanish

Swedish

Tagalog (Filipino)

Tamil

Turkish

Urdu

Other

28. What was your annual household income before taxes in 2019? If you cannot remember, please use your best guess.

Less than $5,000

$5,000-$9,999

$10,000-$14,999

$15,000-$19,999

$20,000-$24,999

$25,000-$29,999

$30,000-$34,999

$35,000-$39,999

$40,000-$44,999

$45,000-$49,999

$50,000-$54,999

$55,000-$59,999

$60,000-$64,999

$65,000-$69,999

$70,000-$74,999

$75,000-$79,999

$80,000-$84,999

$85,000-$89,999

$90,000-$94,999

$95,000-$99,999

$100,000-$124,999

$125,000-$149,999

$150,000-$199,999

$200,000-$249,999

$250,000 or more

Prefer not to answer

29. The following question collects information in accordance with the Employment Equity Act and its Regulations and Guidelines to support programs that promote equal opportunity for everyone to share in the social, cultural, and economic life of Canada. Are you:

White

South Asian e.g. East Indian, Pakistani, Sri Lankan

Chinese

Black

Filipino

Arab

Latin American

Southeast Asian e.g. Vietnamese, Cambodian, Laotian, Thai

West Asian e.g. Iranian, Afghan

Korean

Japanese

Other (specify)

Prefer not to answer

30. Do you consider yourself an Indigenous person, this is First Nations, Metis or Inuk (Inuit)?

Yes

No

Prefer not to answer

31. Are you…

Born in Canada

Born outside Canada

Prefer not to answer

[If ‘born outside Canada’ at Q31, ask Q32]

32. What year did you immigrate to Canada?

[RANGE: From respondent’s stated birth year at Q1 to 2020]

Prefer not to answer

Pre-Test Questions

33. Did you have any difficulties understanding or answering any of the questions in this survey?

Yes

No

[If ‘YES at Q33’, ask Q34]

34. What difficulty did you have understanding or answering this survey? Please be specific as possible.

[Record open response]

5.3 Questionnaire (Canada, French)

Questions de présélection

1. En quelle année êtes-vous né(e)?

[Range: 1900 à 2010]

[SI MOINS DE 18 ANS, REMERCIER ET TERMINER]

2. Êtes-vous…?

Un homme

Une femme

Autre

3. Quels sont les trois premiers caractères de votre code postal?

[ENREGISTRER DANS LE FORMAT X#X]

27. Quel est le certificat, le diplôme ou le grade le plus élevé que vous avez obtenu?

Niveau moins élevé qu'un diplôme d'études secondaires ou l'équivalent

Diplôme d'études secondaires ou certificat d'équivalence

Certificat ou diplôme d'une école de métiers

Certificat ou diplôme d'études collégiales ou non universitaires (autre qu'un certificat ou un diplôme d'une école de métiers)

Certificat universitaire ou diplôme inférieur au baccalauréat

Baccalauréat, p. ex. en arts, en arts honorifiques, en sciences, en éducation ou en droit

Certificat, diplôme ou grade universitaire de niveau supérieur au baccalauréat

Questionnaire

4. En général, à quelle fréquence consommez-vous du contenu en ligne? Ce contenu peut vous être présenté sur des médias sociaux, sur Internet, dans des sources de nouvelles en ligne, dans des baladodiffusions, dans des blogues, sur des services de diffusion en continu ou ailleurs.

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS POSER SI ‘JAMAIS’À Q4]

5. À quelle fréquence consommez-vous les types suivants de contenu en ligne?

[RANGÉE, ROTATION]

Renseignements généraux

Nouvelles nationales

Nouvelles internationales

Nouvelles locales

Divertissement

Médias sociaux

Magasinage

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS POSER SI ‘JAMAIS’ À Q4]

6. À quelle fréquence consultez-vous les fournisseurs ou les plateformes de médias sociaux et de médias numériques suivants?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[POUR Q7, Q8 ET Q9: NE PAS MONTRER “ FOURNISSEURS DE NOUVELLES EN LIGNE ”, “ SITES WEB OU APPLICATIONS DE NOUVELLES TRADITIONNELS”, “GOOGLE NEWS”, “APPLE NEWS”, “BALADOS”, “FACEBOOK”, “TWITTER”, “INSTAGRAM”, “LINKEDIN”, “SNAPCHAT”, “WHATSAPP”, “REDDIT”, “YOUTUBE”, “TIKTOK”, “SIGNAL”, “TELEGRAM”, “SITES DE RECHERCHE SUR INTERNET ”, “SERVICES DE DIFFUSION EN CONTINU DE FILMS, DE SÉRIES TÉLÉVISÉES OU DE VIDÉOS”, ET “SERVICES DE DIFFUSION DE MUSIQUE EN CONTINU” SI ‘JAMAIS’ À Q4]

[NE PAS INCLURE LA PLATEFORME À Q7 SI PRÉSENTÉE À Q6 ET LA RÉPONSE EST ‘JAMAIS’]

7. À quelle fréquence consultez-vous les sources suivantes pour obtenir des renseignements?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d’information

Sites Web ou applications de nouvelles traditionnels

Fournisseurs de nouvelles en ligne

Google Actualités

Apple News

Balados

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS INCLURE LA PLATEFORME À Q8 SI PRÉSENTÉE À Q6 ET LA RÉPONSE EST ‘JAMAIS’]

8. À quelle fréquence consultez-vous les sources suivantes pour du divertissement?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

[INSÉREZ SI ‘SERVICES DE DIFFUSION EN CONTINU DE FILMS’ MENTIONNÉ À Q6] Services de diffusion en continu de films internationaux (p. ex., Netflix, Amazon Prime, Disney +, Apple TV+, etc.)

[INSÉREZ SI ‘SERVICES DE DIFFUSION EN CONTINU DE FILMS’ MENTIONNÉ À Q6] Services de diffusion en continu de films nationaux (p. ex., [in Canada insert CBC GEM, CRAVE, tou.tv, etc.])

Services de diffusion de musique en continu (p. ex., Spotify)

Télévision

Publications imprimées (magazines, journaux, livres)

Radio

Google Actualités

Apple News

Balados

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

9. En général, à quel point faites-vous confiance aux sources d’information suivantes pour obtenir des renseignements exacts, justes et équilibrés?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d’information

Sites Web ou applications de nouvelles traditionnels

Fournisseurs de nouvelles en ligne

Google Actualités

Apple News

Balados

Médias sociaux en général [anchor last, show even to those ‘never’ at Q4]

[COLONNE]

Je leur fais beaucoup confiance

Je leur fais assez confiance

Je leur fais un peu confiance

Je ne leur fais pas du tout confiance

Je ne sais pas

Expérience liée au contenu

[Q10 À Q15: NE PAS POSER SI ‘JAMAIS’ À Q4]

10. À quel point les éléments suivants sont-ils importants pour vous lorsque vous consommez du contenu en ligne?

[RANGÉE, ROTATION]

Du contenu en ligne qui provient de différentes sources et qui présente divers points de vue

Du contenu en ligne factuel et véridique

Du contenu en ligne qui correspond à mes préférences personnelles

Du contenu en ligne avec lequel je suis d’accord

Du contenu en ligne qui comprend du contenu canadien (par exemple, des histoires ou des activités locales ou nationales)

Du contenu en ligne qui reflète différents points de vue sur des questions communautaires, régionales et nationales

Du contenu en ligne qui fait de la place à du journalisme d’enquête

Du contenu en ligne qui comprend des nouvelles et des informations communautaires locales

Du contenu en ligne qui traite de groupes ou de communautés sous-représentés

Du contenu en ligne qui m’est suggéré en fonction de mes préférences

Du contenu en ligne provenant d’une source en laquelle j’ai confiance

[COLONNE]

C’est très important

C’est plutôt important

Ce n’est pas très important

Ce n’est pas du tout important

Je ne sais pas

11. Dans quelle mesure diriez-vous que vous êtes d’accord ou en désaccord avec les énoncés suivants?

[RANGÉE, ROTATION]

Je consomme du contenu en ligne qui provient de différentes sources et qui présente divers points de vue

Je consomme du contenu en ligne qui est factuel et véridique

Je consomme uniquement du contenu en ligne qui correspond à mes préférences personnelles

Je consomme du contenu en ligne avec lequel je suis d'accord

Je consomme du contenu en ligne qui comprend du contenu canadien (par exemple, des histoires ou des activités locales ou nationales)

Je consomme du contenu en ligne qui reflète différents points de vue sur des questions communautaires, régionales et nationales

Je consomme du contenu en ligne qui fait de la place à du journalisme d'enquête

Je consomme du contenu en ligne qui comprend des nouvelles et des informations communautaires locales

Je consomme du contenu en ligne qui traite de groupes ou de communautés sous-représentés

Je consomme du contenu en ligne qui m'est suggéré en fonction de mes préférences

Je consomme uniquement du contenu en ligne qui provient de sources en lesquelles j'ai confiance

[COLONNE]

Je suis tout à fait d'accord

Je suis plutôt d'accord

Je suis plutôt en désaccord

Je suis tout à fait en désaccord

Je ne sais pas

12. Durant la dernière année, à quelle fréquence avez-vous consommé du contenu en ligne comme des nouvelles, des renseignements ou du divertissement qui vous a été suggéré, « poussé » ou recommandé par des médias sociaux ou des plateformes en ligne (soit parce que vous cliquiez dessus ou qu'on vous montrait ce contenu)?

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[NE PAS POSER SI ‘JAMAIS’ OU ‘QUELQUE FOIS PAR ANNÉE’ À Q12]

13. Dans l’ensemble, dans quelle mesure êtes-vous satisfait(e) ou insatisfait(e) des éléments suivants?

[RANGÉE, ROTATION]

L’exactitude des renseignements que vous trouvez en ligne

L’exactitude des renseignements qui vous sont suggérés, « poussés » ou recommandés en ligne

La disponibilité de contenu en ligne qui vous présente différents points de vue

La possibilité de trouver du contenu en ligne qui correspond à vos intérêts

[COLONNE]

Je suis très satisfait(e)

Je suis plutôt satisfait(e)

Je ne suis ni satisfait(e) ni insatisfait(e)

Je suis plutôt insatisfait(e)

Je suis très insatisfait(e)

Je ne sais pas

[NE PAS POSER Q14 SI ‘JE NE SAIS PAS’ OU ‘NI SATISFAIT(E) NI INSATISFAITE(E) AVEC L’EXACTITUDE DES RENSEIGNEMENTS À Q13]

14. Pourquoi diriez-vous que vous êtes [très satisfait(e)/plutôt satisfait(e)/plutôt insatisfait(e)/très insatisfait(e)] du contenu en ligne qui vous est suggéré, poussé ou recommandé?

[ENREGISTRER RÉPONSE OUVERTE]

Contrôle d’algorithme

15. Dans quelle mesure diriez-vous que vous connaissez les éléments suivants?

[RANGÉE, ROTATION]

La façon dont les plateformes en ligne vous suggèrent ou vous recommandent du contenu en ligne

Le type de renseignements que les plateformes en ligne amassent à votre sujet lorsque vous utilisez les réseaux

La façon dont les plateformes déterminent l’ordre de priorité du contenu qu’elles montrent à un utilisateur

La façon d’ajuster les paramètres de contrôle de vos plateformes en ligne pour que vous puissiez accéder à des points de vue contrastés sur un sujet dans le cadre de votre expérience de consommation d’information

[Column]

Je connais très bien

Je connais plutôt bien

Je ne connais pas très bien

Je ne connais pas du tout

16. Avez-vous entendu parler du terme algorithme en ligne?

Oui

Non

Je ne sais pas

[POSER SEULEMENT SI ‘OUI’ À Q17]

17. Décrivez dans vos propres mots ce qu'est un algorithme en ligne ou la façon dont cela fonctionne. Si vous ne le savez pas, veuillez l'indiquer.

[ENREGISTRER RÉPONSE OUVERTE]

Je ne sais pas

18. Nous avons quelques questions de suivi à vous poser sur les algorithmes en ligne, lesquels sont définis comme des programmes qui déterminent ce que vous voyez en ligne en fonction de ce que vous aimez ou n'aimez pas, de votre historique de recherche, de vos points de vue, de vos intérêts, des relations que vous pourriez avoir partagées sur différentes plateformes de médias sociaux, etc.

À quel point diriez-vous que vous connaissez les algorithmes en ligne?

Je connais très bien

Je connais plutôt bien

Je ne connais pas très bien

Je ne connais pas du tout

19. À quel point seriez-vous intéressé(e) à en savoir plus sur les éléments suivants?

[RANGÉE, ROTATION]

La façon dont les plateformes en ligne vous recommandent du contenu en ligne

Le type de renseignements que les plateformes en ligne amassent à votre sujet

La façon dont les plateformes déterminent l'ordre de priorité du contenu auquel est exposé un utilisateur

La façon dont les algorithmes en ligne fonctionnent

La façon d'ajuster les paramètres de contrôle de vos plateformes en ligne pour que vous puissiez accéder à des points de vue contrastés sur un sujet dans le cadre de votre expérience de consommation d'information

Les situations dans lesquelles du contenu en ligne vous a été suggéré, poussé ou recommandé en fonction de vos préférences ou parce qu'il était commandité par un tiers

[COLONNE]

Je serais très intéressé(e)

Je serais plutôt intéressé(e)

Je ne serais pas très intéressé(e)

Je ne serais pas du tout intéressé(e)

Je ne sais pas

20. Quelle responsabilité les personnes ou les organisations suivantes devraient-elles avoir pour s'assurer que le contenu en ligne est juste et équilibré et qu'il présente différents points de vue aux utilisateurs?

[RANGÉE, ROTATION]

Le gouvernement

Les plateformes en ligne (p. ex., Google ou Apple)

Les plateformes de médias sociaux (p. ex., Facebook ou Twitter)

Les citoyens ou les gens comme moi

Les créateurs de contenu en ligne

[COLONNE]

Une grande responsabilité

Une certaine responsabilité

Aucune responsabilité

Je ne sais pas

[NE POSER PAS Q21 ET Q22 SI 'JAMAIS' OU 'QUELQUE FOIS PAR ANNÉE À Q4]

21. Dans quelle mesure êtes-vous confiant(e) en votre capacité de déterminer si le contenu en ligne que vous lisez, voyez ou entendez est juste et équilibré et qu’il représente différents points de vue?

Tout à fait confiant(e)

Plutôt confiant(e)

Pas très confiant(e)

Pas du tout confiant(e)

Je ne sais pas

22. Indiquez dans quelle mesure vous êtes d’accord ou en désaccord avec les énoncés suivants.

[RANGÉE, ROTATION]

Avoir accès à différentes sources de renseignements présentant différents points de vue est important pour que les gens puissent participer à une démocratie

Je n’ai pas souvent le temps de valider les renseignements que je trouve en ligne

Je préfère consommer du contenu en ligne qui m’est suggéré ou recommandé plutôt que d’avoir à chercher les renseignements par moi-même parce que c’est plus facile

On me suggère ou recommande souvent du contenu de ma communauté locale ou de ma région

Ces deux dernières années, les plateformes en ligne ont facilité l’accès à différentes sources de renseignements

Ces deux dernières années, le ton du contenu en ligne qui m’a été recommandé est plus polarisant ou négatif

Il est important pour moi d’utiliser des logiciels qui bloquent les annonces ou d’être en mode incognito pour protéger ma vie privée en ligne

[COLONNE]

Je suis tout à fait d’accord

Je suis plutôt d’accord

Je ne suis ni d’accord ni en désaccord

Je suis plutôt en désaccord

Je suis tout à fait en désaccord

Je ne sais pas

23. Quelle responsabilité les organisations suivantes devraient-elles avoir pour soutenir financièrement les journalistes et les éditeurs de nouvelles afin de s'assurer qu'ils reçoivent une juste compensation lorsque leur travail est reproduit en ligne?

[RANGÉE, ROTATION]

Le gouvernement

Les plateformes en ligne (p. ex., Google ou Apple)

Les plateformes de médias sociaux (p. ex., Facebook ou Twitter)

[COLONNE]

Une grande responsabilité

Une certaine responsabilité

Aucune responsabilité

Je ne sais pas

COVID-19

[NE PAS INCLURE PLATEFORME SI 'JAMAIS' À Q6]

[NE PAS MONTRER 'SITES WEB OU APPLICATIONS DE NOUVELLES TRADITIONNELS', 'FOURNISSEURS DE NOUVELLES EN LIGNE', 'GOOGLE NEWS', 'APPLE NEWS', 'BALADOS' ET 'SITES WEB DU GOUVERNEMENT' SI 'JAMAIS' À Q4]

24. À quelle fréquence obtenez-vous des nouvelles et des renseignements sur la COVID-19 auprès des sources suivantes?

[RANGÉE, ROTATION]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Sites Web du gouvernement

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d’information

Sites Web ou applications de nouvelles traditionnels

Fournisseurs de nouvelles en ligne

Google Actualités

Apple News

Balados

[COLONNE]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

25. À quelle fréquence vérifiez-vous l'exactitude et la fiabilité des renseignements sur la COVID-19 et la pandémie en accédant à de multiples sources d'information (à d'autres sites Web, par exemple)?

Souvent

Parfois

Rarement

Jamais

Données démographiques

26. Dans quelle(s) langue(s) consommez-vous du contenu en ligne? Veuillez sélectionner toutes les réponses qui s'appliquent.

Arabe

Cantonais

Néerlandais

Anglais [PREMIER CHOIX DANS LA VERSION ANGLAISE, DEUXIÈME CHOIX DANS LA VERSION FRANÇAISE]

Estonien

Farsi

Finnois

Français [PREMIER CHOIX DANS LA VERSION FRANÇAISE, DEUXIÈME CHOIX DANS LA VERSION ANGLAISE]

Allemand

Grec

Hindi

Langue autochtone

Italien

Coréen

Kurde

Mandarin

Persan

Polonais

Portugais

Pendjabi

Russe

Somali

Espagnol

Suédois

Tagalog (filipino)

Tamoul

Turc

Urdu

Autre

28. Quel était le revenu annuel brut de votre foyer en 2019? Si vous ne vous en souvenez pas, merci de fournir la meilleure estimation possible.

Moins de 5 000 $

De 5 000 $ à 9 999 $

De 10 000 $ à 14 999 $

De 15 000 $ à 19 999 $

De 20 000 $ à 24 999 $

De 25 000 $ à 29 999 $

De 30 000 $ à 34 999 $

De 35 000 $ à 39 999 $

De 40 000 $ à 44 999 $

De 45 000 $ à 49 999 $

De 50 000 $ à 54 999 $

De 55 000 $ à 59 999 $

De 60 000 $ à 64 999 $

De 65 000 $ à 69 999 $

De 70 000 $ à 74 999 $

De 75 000 $ à 79 999 $

De 80 000 $ à 84 999 $

De 85 000 $ à 89 999 $

De 90 000 $ à 94 999 $

De 95 000 $ à 99 999 $

De 100 000 $ à 124 999 $

De 125 000 $ à 149 999 $

De 150 000 $ à 199 999 $

De 200 000 $ à 249 999 $

250 000 $ ou plus

Je préfère ne pas répondre

29. La question suivante vise à amasser des renseignements en conformité avec la Loi sur l'équité en matière d'emploi ainsi que ses règlements et lignes directrices connexes dans l'optique de soutenir des programmes qui offrent à tous des chances égales de participer à la vie sociale, culturelle et économique du Canada. Êtes-vous...

Blanc(he)

Asiatique du Sud (Indien[ne] d'Asie, Pakistanais[e], Sri Lankais[e], etc.)

Chinois(e)

Noir(e)

Philippin(e)

Arabe

Latino-Américain(e)

Asiatique du Sud-Est (Vietnamien[ne], Cambodgien[ne], Malaisien[ne], Laotien[ne], Thaïlandais(e), etc.)

Asiatique de l'Ouest (Iranien[ne], Afghan[e], etc.)

Coréen(ne)

Japonais(e)

Autre (veuillez préciser)

Je préfère ne pas répondre

30. Vous considérez-vous comme une personne autochtone, c'est-à-dire un membre des Premières Nations, un(e) Métis(se) ou un(e) Inuk?

Oui

Non

Je préfère ne pas répondre

31. Êtes-vous...

Né(e) au Canada

Né(e) à l’extérieur du Canada

Je préfère ne pas répondre

[SI ‘NÉ(E) À L’EXTÉRIEUR DU CANADA’ À Q31, POSER Q32]

32. En quelle année avez-vous immigré au Canada?

[RANGE: ANNÉE DE NAISSANCE À Q1 JUSQU’À 2020]

Je préfère ne pas répondre

Questions de prétest

33. Avez-vous eu de la difficulté à comprendre l’une des questions de ce sondage ou à y répondre?

Oui

Non

[SI ‘OUI’ À Q33, POSER Q34]

34. Quelle était cette difficulté? Veuillez donner une réponse aussi précise que possible.

[ENREGISTRER RÉPONSE OUVERTE]

5.4 Questionnaire (Finland)

Screening Questions

YEAR/MONTH. Mikä on syntymäaikasi?

[IF UNDER THE AGE OF 18, THANK AND TERMINATE]

GENDER_NONBINARY_. Mitä sukupuolta olet?

□ _1 Mies

□ _2 Nainen

□ _3 Muu

□ _4 En halua sanoa

QMktSize_FI. Ilmoita asuinpaikkasi valitsemalla vastaukset seuraaviin kysymyksiin:

□ Lääni

□ Kunta

□ Paikkakunta

□ Postinumero

MQB

50. Kuinka usein seuraat tyypillisesti verkkosisältöä? Verkkosisältöä voidaan esittää sinulle mahdollisesti sosiaalisessa mediassa, Internet-verkossa, verkko-uutislähteissä, podcasteissa, blogeissa, suoratoistopalveluissa tai muuten.

Useita kertoja päivässä

Vähintään kerran päivässä

2–3 kertaa viikossa

Vähintään kerran viikossa

Muutaman kerran kuussa

Muutaman kerran vuodessa tai vähemmän

Ei ikinä

[Skip if 'Never' in Q4]

51. Kuinka usein seuraat seuraavan kaltaisia verkkosisältöjä?

[Row, Randomize]

Yleinen tieto

Kansalliset uutiset

Eurooppalaiset uutiset [SHOW ONLY IN FRANCE, FINLAND, AND GERMANY]

Kansainväliset uutiset

Paikalliset uutiset

Viihde

Sosiaalinen media

Ostokset

[Column]

Useita kertoja päivässä

Vähintään kerran päivässä

2–3 kertaa viikossa

Vähintään kerran viikossa

Muutaman kerran kuussa

Muutaman kerran vuodessa tai vähemmän

Ei ikinä

[Skip if ‘Never’ in Q4]

52. Kuinka usein käytät seuraavien sosiaalisen ja digitalisen median tuottajien ja sivustojen palveluita?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Verkon hakukone (esim. Google)

Suoratoistopalvelut elokuville, TV-sarjoille ja videoille (esim. Netflix, [IF AU SHOW: Stan])

Musiikin suoratoistopalvelut (esim. Spotify, Deezer, Apple Music, Tidal)

[Column]

Useita kertoja päivässä

Vähintään kerran päivässä

2–3 kertaa viikossa

Vähintään kerran viikossa

Muutaman kerran kuussa

Muutaman kerran vuodessa tai vähemmän

Ei ikinä

[For Q7, Q8, or Q9: Do not show “Online-only news providers”, “Traditional news websites or apps”, “Google News”, “Apple News”, “Podcasts”, “Facebook”, “Twitter”, “Instagram”, “LinkedIn”, “Snapchat”, “WhatsApp”, “Reddit”, “YouTube”, “TikTok”, “Signal”, “Telegram”, “Online Search (such as Google)”, “Streaming services for movies, TV series (i.e. Netflix)”, and “Streaming music services (i.e. Spotify)” if ‘Never’ in Q4]

[Do not include platform in Q7 if listed at Q6 and ‘Never’. If not shown at all at Q6, also do not show.]

53. Kuinka usein käytät seuraavia lähteitä tiedon hakemiseen?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Verkon hakukone (esim. Google)

Suoratoistopalvelut elokuville, TV-sarjoille ja videoille (esim. Netflix)

Musiikin suoratoistopalvelut (esim. Spotify)

TV-uutislähetykset

Painetut sanomalehdet

Radiouutiset

Perinteiset uutissivustot ja -sovellukset

Vain verkossa toimivat uutispalvelut

Google Uutiset

Apple News

Podcastit

[Column]

Useita kertoja päivässä

Vähintään kerran päivässä

2–3 kertaa viikossa

Vähintään kerran viikossa

Muutaman kerran kuussa

Muutaman kerran vuodessa tai vähemmän

Ei ikinä

[Do not include platform in Q8 if listed at Q6 and 'Never']

54. Kuinka usein käytät seuraavia lähteitä viihdettä varten?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Verkon hakukone (esim. Google)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Maailmanlaajuiset elokuvien suoratoistopalvelut (esim. Netflix, AU SHOW: Stan, Amazon Prime, Disney +, Apple TV+, yms.)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Kansalliset elokuvien suoratoistopalvelut (esim. FINLAND SHOW:YLE Areena, AU SHOW:SBS On Demand, ABC iview FR SHOW:france.tv (mukaan lukien France 2, 3, 4, ja 5 verkossa), DE SHOW:ard.de Mediathek, zdf.de Mediathek)

Musiikin suoratoistopalvelut (esim. Spotify, Deezer, Apple Music, Tidal)

Televisiolähetykset

Painomedia (aikakausilehdet, sanomalehdet, kirjat)

Radiolähetykset

Google Uutiset

Apple News

Podcastit

[Column]

Useita kertoja päivässä

Vähintään kerran päivässä

2–3 kertaa viikossa

Vähintään kerran viikossa

Muutaman kerran kuussa

Muutaman kerran vuodessa tai vähemmän

Ei ikinä

55. Yleisesti ottaen, kuinka paljon pidät seuraavia tiedonlähteitä uskottavina ja luotettavina ja niiden tarjoamaa tietoa oikeudenmukaisena, paikkaansa pitävänä ja tasapuolisena?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Verkon hakukone (esim. Google)

Suoratoistopalvelut elokuville, TV-sarjoille ja videoille (esim. Netflix)

Musiikin suoratoistopalvelut (esim. Spotify, Deezer, Apple Music, Tidal)

TV-uutislähetykset

Painetut sanomalehdet

Radiouutiset

Perinteiset uutissivustot ja -sovellukset

Vain verkossa toimivat uutispalvelut

Google Uutiset

Apple News

Podcastit

Sosiaalinen media yleisesti [anchor last, show even to those ‘never’ at Q4]

[Column]

Paljon luottamusta

Jonkun verran luottamusta

Vähän luottamusta

Ei ollenkaan luottamusta

En osaa sanoa

Content Experience

[Do not ask Q10 to Q15 if ‘Never’ in Q4]

56. Kuinka tärkeitä ovat sinulle henkilökohtaisesti seuraavat asiat, kun seuraat verkkosisältöä?

[Row, Randomize]

Verkkosisältö perustuu eri lähteisiin ja useisiin näkökulmiin

Verkkosisältö on tosiasiallinen ja todenperäinen

Verkkosisältö sopii yhteen henkilökohtaisiin mieltymyksiini

Olen verkkosisällön kanssa samaa mieltä

Verkkosisältö sisältää [INSERT NATIONALITY] aiheita (kuten kansalliset ja paikalliset tapahtumat ja tarinat)

Verkkosisältö sisältää eurooppalaisia aiheita [SHOW ONLY IN FINLAND, FRANCE, AND GERMANY]

Verkkosisältö sisältää eri näkökulmia koskien paikallisia, alueellisia ja kansallisia asioita

Verkkosisältö sisältää tutkivaa journalismia

Verkkosisältö sisältää paikallisia uutisia ja tietoja

Verkkosisältö antaa medianäkyvyyttä aliedustetuille ryhmille tai yhteisöille

Verkkosisältö on suositeltu minulle perustuen henkilökohtaisiin mieltymyksiini

Verkkosisältö tulee lähteestä johon luotaan

[Column]

Erittäin tärkeää

Jonkin verran tärkeää

Ei kovin tärkeää

Ei ollenkaan tärkeää

En osaa sanoa

57. Missä määrin olet samaa tai eri mieltä seuraavien väitteiden kanssa?

[Row, Randomize]

Seuraan verkkosisältöä, joka perustuu eri lähteisiin ja useisiin näkökulmiin

Seuraan verkkosisältöä, joka on tosiasiallista ja todenperäistä

Seuraan verkkosisältöä, joka sopii yhteen henkilökohtaisiin mieltymyksiini

Seuraan verkkosisältöä, jonka kanssa olen samaa mieltä

Seuraan verkkosisältöä, joka sisältää [INSERT NATIONALITY] aiheita (kuten kansalliset ja paikalliset tapahtumat ja tarinat)

Seuraan verkkosisältöä, joka sisältää eri näkökulmia koskien paikallisia, alueellisia ja kansallisia asioita

Seuraan verkkosisältöä, joka sisältää tutkivaa journalismia

Seuraan verkkosisältöä, joka sisältää paikallisia uutisia ja tietoja

Seuraan verkkosisältöä, joka antaa medianäkyvyyttä aliedustetuille ryhmille tai yhteisöille

Seuraan verkkosisältöä, joka on suositeltu minulle perustuen henkilökohtaisiin mieltymyksiini

Seuraan verkkosisältöä ainoastaan lähteistä joihin luotan

[Column]

Vahvasti samaa mieltä

Jonkin verran samaa mieltä

Jonkin verran eri mieltä

Vahvasti eri mieltä

En osaa sanoa

58. Menneen vuoden aikana, kuinka usein olet seurannut verkkosisältöä (jonka olet avannut painalluksella tai joka on sinulle esitetty) kuten uutisia, tietoa tai viihdettä, joka on ehdotettu, työnnetty tai suositeltu sinulle sosiaalisessa mediassa tai verkkoympäristössä?

Useita kertoja päivässä

Vähintään kerran päivässä

2–3 kertaa viikossa

Vähintään kerran viikossa

Muutaman kerran kuussa

Muutaman kerran vuodessa tai vähemmän

Ei ikinä

[Do not ask if ‘never’ or ‘a few times a year’ at Q12]

59. Kaiken kaikkiaan, kuinka tyytyväinen tai tyytymätön olet ollut seuraaviin?

[Row, Randomize]

Verkosta löytämäni tietojen paikkansapitävyys

Verkossa minulle ehdotettujen, työnnettyjen ja suositeltujen tietojen paikkansapitävyys

Eri näkökulmia sisältävän verkkosisällön saatavuus

Löytämäni verkkosisältö, joka on sopinut yhteen henkilökohtaisiin mieltymyksiini

[Column]

Erittäin tyytyväinen

Jonkin verran tyytyväinen

En tyytyväinen, enkä tyytymätön

Jonkin verran tyytymätön

Erittäin tyytymätön

En osaa sanoa

[Skip Q14 if ‘don’t know’ or ‘neither satisfied nor dissatisfied’ in ‘the accuracy of information that is suggested, ‘pushed’, or recommended to me online’ at Q13]

60. Perustelisitko minkä vuoksi olet [erittäin tyytyväinen/jonkin verran tyytyväinen/jonkin verran tyytymätön/erittäin tyytymätön] verkkosisältöön, jota on ehdotettu, työnnetty tai suositeltu sinulle?

[Record open response]

Algorithm Control

61. Miten hyvin sanoisit tuntevasi seuraavat aiheet?

[Row, Randomize]

Miten verkkosivustot ehdottavat tai suosittelevat verkkosisältöä sinulle

Minkä tyyppisiä tietoja verkkosivustot keräävät sinusta, kun käytät näitä verkkoja

Miten verkkosivustot valikoivat mitä sisältöä käyttäjä näkee ensin

Miten hallitset verkkosivustojesi säätöjä, että voit nähdä vastakkaisia näkemyksiä aiheista osana käyttökokemustasi

[Column]

Tunnen erittäin hyvin

Tunnen jonkin verran

En tunne kovin hyvin

En tunne ollenkaan

62. Oletko kuullut termistä algoritmi?

Kyllä

Ei

En osaa sanoa

[ASK ONLY IF 'YES' AT Q16]

63. Kuvaile omin sanoin mikä algoritmi on tai miten se toimii. Mainitse jos et tiedä.

[Record open response]

En tiedä

64. Esitämme vielä muutamia seurantakysymyksiä koskien algoritmeja, joiden määritelmä on: ohjelmat, jotka määrittelevät mitä näemme verkossa--perustuen tietoihin, mistä me pidämme tai emme pidä, hakuhistoriaamme, näkemyksiimme, kiinnostuksen kohteisiimme ja suhteisiin, joita olemme mahdollisesti jakaneet eri sosiaalisen median ja muilla sivustoilla.

Miten hyvin sanoisit tuntevasi algoritmeja?

Tunnen erittäin hyvin

Tunnen jonkin verran

En tunne kovin hyvin

En tunne ollenkaan

65. Kuinka kiinnostunut olet oppimaan lisää seuraavista aiheista?

[Row, Randomize]

Miten verkkosivustot suosittelevat verkkosisältöä sinulle

Minkä tyyppisiä tietoja verkkosivustot keräävät sinusta

Miten verkkosivustot valikoivat mitä sisältöä käyttäjä näkee

Miten algoritmit toimivat

Miten hallitset verkkosivustojesi säätöjä, että voit nähdä vastakkaisia näkemyksiä aiheista osana käyttökokemustasi

Milloin verkkosisältöä on ehdotettu, työnnetty tai suositeltu sinulle perustuen mieltymyksiisi tai kolmannen osapuolen sponsoroimana

[Column]

Hyvin kiinnostunut

Jonkin verran kiinnostunut

En kovin kiinnostunut

En ollenkaan kiinnostunut

En tiedä

66. Miten paljon vastuuta mielestäsi seuraavien organisaatioiden tulee kantaa varmistaakseen, että verkkosisältö olisi oikeudenmukaista, tasapuolista ja tarjoaisi käyttäjille useita näkökulmia?

[Row, Randomize]

Euroopan unioni [SHOW ONLY IN FINLAND, FRANCE, GERMANY]

[INSERT NATIONALITY] hallitus

Verkkosivustot (esim. Google, Apple)

Sosiaalisen median sivustot (esim. Facebook, Twitter)

Kansalaiset ja kaltaiseni ihmiset

Verkkosisällön tuottajat

[Column]

Paljon vastuuta

Vähän vastuuta

Ei lainkaan vastuuta

En tiedä

[Do not ask Q21, Q21b, Q21c, and Q22 if ‘never’ or ‘a few times a year’ in Q4]

67. Miten varma olet kyvystäsi arvioida onko lukemasi, näkemäsi tai kuulemasi verkkosisältö oikeudenmukaista, tasapuolista ja tarjoaa useita näkökulmia?

Hyvin varma

Jokseenkin varma

En kovin varma

En ollenkaan varma

En tiedä

[Q21b and Q21c rotate order presented]

21b. Miten varma olet siitä että sosiaalisen median sivustojen suosittelema sisältö on oikeudenmukaista, tasapuolista ja tarjoaa useita näkökulmia?

Hyvin varma

Jokseenkin varma

En kovin varma

En ollenkaan varma

En tiedä

21c. Miten varma olet siitä että perinteisten medialähteiden (kuten painomedia, radio ja televisio) tarjoama sisältö on oikeudenmukaista, tasapuolista ja tarjoaa useita näkökulmia?

Hyvin varma

Jokseenkin varma

En kovin varma

En ollenkaan varma

En tiedä

68. Ilmaise missä määrin olet samaa tai eri mieltä seuraavien väitteiden kanssa

[Row, Randomize]

Eri näkökulmia tarjoavien tietolähteiden saatavuus on tärkeää, jotta ihmiset voivat osallistua demokratiaan

Minulla ei ole usein aikaa suorittaa faktantarkistusta tiedoille, joita löydän verkosta

Seuraan mielelläni minulle ehdotettua tai suositeltua sisältöä, sen sijaan että hakisin tietoa verkosta, koska se on helpompaa

Minulle ehdotetaan tai suositellaan usein paikallista tai alueellista sisältöä

Viimeisten kahden vuoden aikana verkkosivustot ovat helpottaneet pääsyä eri tietolähteisiin

Viimeisten kahden vuoden aikana minulle tarjotun verkkosisällön sävy on muuttunut jakaantuneeksi ja negatiiviseksi

Mainosten eston ja/tai incognito-tilan käyttö on minulle tärkeää suojellakseni yksityisyyttäni verkossa

[Column]

Vahvasti samaa mieltä

Jonkin verran samaa mieltä

En ole samaa enkä eri mieltä

Jonkin verran eri mieltä

Vahvasti eri mieltä

En tiedä

69. Miten paljon mielestäsi seuraavien organisaatioiden tulee kantaa vastuuta ja tukea toimittajia ja kustantajia rahallisesti varmistaakseen, että he saavat asianmukaista korvausta, kun tuotantoaan toistetaan verkossa?

[Row, Randomize]

Euroopan unioni [SHOW ONLY IN FINLAND, FRANCE, GERMANY]

[INSERT NATIONALITY] hallitus

Verkkosivustot (esim. Google, Apple)

Sosiaalisen median sivustot (esim. Facebook, Twitter)

[Column]

Paljon vastuuta

Vähän vastuuta

Ei lainkaan vastuuta

En tiedä

COVID-19

[Do not include platform if ‘never’ in Q6]

[Do not show ‘traditional news websites or apps’, ‘online-only news providers’, ‘Google News’, ‘Apple News’, ‘podcasts’ and ‘government websites’ if ‘never’ at Q4]

70. Kuinka usein saat COVID-19 -uutisia ja tietoa seuraavista lähteistä?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Verkon hakukone (esim. Google)

Suoratoistopalvelut elokuville, TV-sarjoille ja videoille (esim. Netflix)

Musiikin suoratoistopalvelut (esim. Spotify)

Valtiolliset verkkosivustot

TV-uutislähetykset

Painetut sanomalehdet

Radiouutiset

Perinteiset uutissivustot ja -sovellukset

Vain verkossa toimivat uutispalvelut

Google Uutiset

Apple News

Podcastit

[Column]

Useita kertoja päivässä

Vähintään kerran päivässä

2–3 kertaa viikossa

Vähintään kerran viikossa

Muutaman kerran kuussa

Muutaman kerran vuodessa tai vähemmän

Ei ikinä

71. Kuinka usein tarkistat COVID-19 ja pandemiaa koskevien tietojen paikkansapitävyyttä ja luotettavuutta käyttämällä useita tietolähteitä (esim. muita verkkosivustoja)?

Usein

Joskus

Harvoin

Ei ikinä

Demographics

72. Millä kielellä/kielillä seuraat verkkosisältöä? Valitse kaikki sopivat.

Arabia

Kantonin kiina

Hollanti

Englanti [SHOW FIRST IN AUSTRALIA, SECOND IN ALL FINLAND, FRANCE, AND GERMANY]

Viro

Farsi

Suomi [SHOW FIRST IN FINLAND]

Ranska [SHOW FIRST IN FRANCE]

Saksa [SHOW FIRST IN GERMANY]

Kreikka

Hindi

Alkuperäiskansan kieli

Italia

Korea

Kurdi

Mandariinikiina

Persia

Puola

Portugali

Punjabi

Venäjä

Somali

Espanja

Ruotsi

Tagalog

Tamili

Turkki

Urdu

Muu

GER02INC. Seuraava kysymys saattaa tuntua henkilökohtaiselta, mutta sinun ei ole pakko vastata siihen. Jos suostut vastaamaan, vakuutamme että antamasi tiedot pysyvät ehdottomasti luottamuksellisina ja niitä tullaan käyttämään vain tutkimustarkoituksiin. Mitkä ovat KOTITALOUTESI KOKONAIS NETTOKUUKAUSITULOT, ts. kaikki kotitalouteen kuuluvien kuukauden tulot yhteensä?
Laske mukaan kaikki tulojen lähteet: palkat, opintoapurahat, eläkkeet ja sosiaaliturvaedut, osakkeiden osingot, vuokratulot, lasten elatustuet, elatusapu, jne.

Valitse vain yksi

 _1 0–500 €

 _2 501–750 €

 _3 751–1 000 €

 _4 1 001–1 250 €

 _5 1 251–1 500 €

 _6 1 501–1 750 €

 _7 1 751–2 000 €

 _8 2 001–2 500 €

 _9 2 501–3 000 €

 _10 3 001–4 000 €

 _11 4 001–5 000 €

 _12 5 001–10 000 €

 _13 10 001 € tai enemmän

 _14 Jätän mieluummin vastaamatta

[FINLAND]

Mitkä ovat taloutesi bruttovuositulot?

(VALITSE YKSI VASTAUS.)

Alle 4 999

5 000–9 999 euroa

10 000–14 999 euroa

15 000–19 999 euroa

20 000–24 999 euroa

25 000–29 999 euroa

30 000–39 999 euroa

40 000–49 999 euroa

50 000–59 999 euroa

60 000–79 999 euroa

80 000–99 999 euroa

100 000 euroa tai enemmän

Jätän mieluummin vastaamatta

5.5 Questionnaire (France)

Screening Questions

YEAR/MONTH. Quelle est votre date de naissance?

[IF UNDER THE AGE OF 18, THANK AND TERMINATE]

GENDER_NONBINARY_. Êtes-vous ?

- _1 Un homme
- _2 Une femme
- _3 Autre
- _4 Je préfère ne pas répondre

QMKTSIZE_FR_Version_1. Veuillez indiquer le département et la commune où vous résidez.

- Département:
- Commune:

FR02EDU. Choisissez votre niveau de scolarité le plus élevé.

Une seule réponse possible

- _1 École Élémentaire
- _2 Collège (BREVET)
- _3 CAP, BEP
- _4 Baccalauréat
- _5 Bac + 2 (BTS, DEUG, DUT)
- _6 Bac +3/+4 (Licence, Maîtrise, Master 1)
- _7 Bac +5 et plus (Grandes Écoles, DESS, DEA, Doctorat, Master 2)

MQB

73. En général, à quelle fréquence consommez-vous du contenu en ligne ? Ce contenu peut vous être présenté sur des médias sociaux, sur Internet, dans des sources de nouvelles en ligne, dans des podcasts (ou AAD), dans des blogues, sur des services de diffusion en continu ou ailleurs.

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[Skip if 'Never' in Q4]

74. À quelle fréquence consommez-vous les types suivants de contenu en ligne ?

[Row, Randomize]

Renseignements généraux

Nouvelles nationales

Nouvelles internationales

Nouvelles locales

Divertissement

Médias sociaux

Shopping

[Column]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[Skip if 'Never' in Q4]

75. À quelle fréquence consultez-vous les fournisseurs ou les plateformes de médias sociaux et de médias numériques suivants ?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

[Column]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[For Q7, Q8, or Q9: Do not show “Online-only news providers”, “Traditional news websites or apps”, “Google News”, “Apple News”, “Podcasts”, “Facebook”, “Twitter”, “Instagram”, “LinkedIn”, “Snapchat”, “WhatsApp”, “Reddit”, “YouTube”, “TikTok”, “Signal”, “Telegram”, “Online Search (such as Google)”, “Streaming services for movies, TV series (i.e. Netflix)”, and “Streaming music services (i.e. Spotify)” if ‘Never’ in Q4]

[Do not include platform in Q7 if listed at Q6 and ‘Never’. If not shown at all at Q6, also do not show.]

76. À quelle fréquence consultez-vous les sources suivantes pour obtenir des renseignements ?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d'information

Sites Web ou applications de nouvelles traditionnelles

Fournisseurs de nouvelles accessibles uniquement en ligne

Google Actualités

Apple News

Podcasts/AAD

[Column]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[Do not include platform in Q8 if listed at Q6 and 'Never']

8. À quelle fréquence consultez-vous les sources suivantes pour vous divertir ?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Services de diffusion en continu de films internationaux (p. ex., Netflix, Amazon Prime, Disney +, Apple TV+, etc.)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Services de diffusion en continu de films nationaux (p. ex., france.tv (inclut France 2, 3, 4, et 5 en ligne)

Services de diffusion de musique en continu (p. ex., Spotify)

Télévision

Publications imprimées (magazines, journaux, livres)

Radio

Google Actualités

Apple News

Podcasts/AAD

[Column]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

9. En général, à quel point faites-vous confiance aux sources d'information suivantes pour obtenir des renseignements exacts, justes et équilibrés ?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d'information

Sites Web ou applications de nouvelles traditionnelles

Fournisseurs de nouvelles accessibles uniquement en ligne

Google Actualités

Apple News

Podcasts/AAD

Médias sociaux en général [anchor last, show even to those 'never' at Q4]

[Column]

Je leur fais beaucoup confiance

Je leur fais assez confiance

Je leur fais un peu confiance

Je ne leur fais pas du tout confiance

Je ne sais pas

Content Experience

[Do not ask Q10 to Q15 if 'Never' in Q4]

10. À quel point les éléments suivants sont-ils importants pour vous lorsque vous consommez du contenu en ligne ?

[Row, Randomize]

Du contenu en ligne qui provient de différentes sources et qui présente divers points de vue

Du contenu en ligne factuel et véridique

Du contenu en ligne qui correspond à mes préférences personnelles

Du contenu en ligne avec lequel je suis d'accord

Du contenu en ligne qui comprend du contenu français (par exemple, des histoires ou des activités locales ou nationales)

Du contenu en ligne qui comprend du contenu européen [SHOW ONLY IN FINLAND, FRANCE, AND GERMANY]

Du contenu en ligne qui reflète différents points de vue sur des enjeux locaux, régionaux et nationaux

Du contenu en ligne qui fait de la place à du journalisme d'enquête

Du contenu en ligne qui comprend des nouvelles et des informations communautaires locales

Du contenu en ligne qui traite de groupes ou de communautés sous-représentés

Du contenu en ligne qui m'est suggéré en fonction de mes préférences

Du contenu en ligne provenant d'une source en laquelle j'ai confiance

[Column]

C'est très important

C'est plutôt important

Ce n'est pas très important

Ce n'est pas du tout important

Je ne sais pas

11. Dans quelle mesure diriez-vous que vous êtes d'accord ou en désaccord avec les énoncés suivants ?

[Row, Randomize]

Je consomme du contenu en ligne qui provient de différentes sources et qui présente divers points de vue

Je consomme du contenu en ligne qui est factuel et véridique

Je consomme uniquement du contenu en ligne qui correspond à mes préférences personnelles

Je consomme du contenu en ligne avec lequel je suis d'accord

Je consomme du contenu en ligne qui comprend du contenu français (par exemple, des histoires ou des activités locales ou nationales)

Je consomme du contenu en ligne qui reflète différents points de vue sur des questions communautaires, régionales et nationales

Je consomme du contenu en ligne qui fait de la place à du journalisme d'enquête

Je consomme du contenu en ligne qui comprend des nouvelles et des informations communautaires locales

Je consomme du contenu en ligne qui traite de groupes ou de communautés sous-représentés

Je consomme du contenu en ligne qui m'est suggéré en fonction de mes préférences

Je consomme uniquement du contenu en ligne qui provient de sources en lesquelles j'ai confiance

[Column]

Je suis tout à fait d'accord

Je suis plutôt d'accord

Je suis plutôt en désaccord

Je suis tout à fait en désaccord

Je ne sais pas

12. Au cours de la dernière année, à quelle fréquence avez-vous consommé du contenu en ligne comme des nouvelles, des renseignements ou du divertissement qui vous a été suggéré, « poussé » ou recommandé par des médias sociaux ou des plateformes en ligne (soit parce que vous cliquiez dessus ou qu'on vous montrait ce contenu) ?

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

[Do not ask if 'never' or 'a few times a year' at Q12]

13. Dans l'ensemble, dans quelle mesure êtes-vous satisfait(e) ou insatisfait(e) des éléments suivants ?

[Row, Randomize]

L'exactitude des renseignements que vous trouvez en ligne

L'exactitude des renseignements qui vous sont suggérés, « poussés » ou recommandés en ligne

La disponibilité de contenu en ligne qui vous présente différents points de vue

La possibilité de trouver du contenu en ligne qui correspond à vos intérêts

[Column]

Je suis très satisfait(e)

Je suis plutôt satisfait(e)

Je ne suis ni satisfait(e) ni insatisfait(e)

Je suis plutôt insatisfait(e)

Je suis très insatisfait(e)

Je ne sais pas

[Skip Q14 if 'don't know' or 'neither satisfied nor dissatisfied' in 'the accuracy of information that is suggested, 'pushed', or recommended to me online' at Q13]

14. Pourquoi diriez-vous que vous êtes [très satisfait(e)/plutôt satisfait(e)/plutôt insatisfait(e)/très insatisfait(e)] du contenu en ligne qui vous est suggéré, poussé ou recommandé ?

[Record open response]

Algorithm Control

15. Dans quelle mesure diriez-vous que vous connaissez les éléments suivants ?

[Row, Randomize]

La façon dont les plateformes en ligne vous suggèrent ou vous recommandent du contenu en ligne

Le type de renseignements que les plateformes en ligne amassent à votre sujet lorsque vous utilisez les réseaux

La façon dont les plateformes déterminent l'ordre de priorité du contenu qu'elles montrent à un utilisateur

La façon d'ajuster les paramètres de contrôle de vos plateformes en ligne pour que vous puissiez accéder à des points de vue contrastés sur un sujet dans le cadre de votre expérience de consommation d'information

[Column]

Je connais très bien

Je connais plutôt bien

Je ne connais pas très bien

Je ne connais pas du tout

16. Avez-vous entendu parler du terme algorithme en ligne ?

Oui

Non

Je ne sais pas

[ASK ONLY IF 'YES' AT Q16]

17. Décrivez dans vos propres mots ce qu'est un algorithme en ligne ou la façon dont cela fonctionne. Si vous ne le savez pas, veuillez l'indiquer.

[Record open response]

Je ne sais pas

18. Nous avons quelques questions de suivi à vous poser sur les algorithmes en ligne, lesquels sont définis comme des programmes qui déterminent ce que vous voyez en ligne en fonction de ce que vous aimez ou n'aimez pas, de votre

historique de recherche, de vos points de vue, de vos intérêts, des relations que vous pourriez avoir partagées sur différentes plateformes de médias sociaux, etc.

À quel point diriez-vous que vous connaissez les algorithmes en ligne ?

Je connais très bien

Je connais plutôt bien

Je ne connais pas très bien

Je ne connais pas du tout

19. À quel point seriez-vous intéressé(e) à en savoir plus sur les éléments suivants ?

[Row, Randomize]

La façon dont les plateformes en ligne vous recommandent du contenu en ligne

Le type de renseignements que les plateformes en ligne amassent à votre sujet

La façon dont les plateformes déterminent l'ordre de priorité du contenu auquel est exposé un utilisateur

La façon dont les algorithmes en ligne fonctionnent

La façon d'ajuster les paramètres de contrôle de vos plateformes en ligne pour que vous puissiez accéder à des points de vue contrastés sur un sujet dans le cadre de votre expérience de consommation d'information

Les situations dans lesquelles du contenu en ligne vous a été suggéré, poussé ou recommandé en fonction de vos préférences ou parce qu'il était commandité par un tiers

[Column]

Je serais très intéressé(e)

Je serais plutôt intéressé(e)

Je ne serais pas très intéressé(e)

Je ne serais pas du tout intéressé(e)

Je ne sais pas

20. Quelle part de responsabilité les personnes ou les organisations suivantes devraient-elles avoir pour s'assurer que le contenu en ligne est juste et équilibré et qu'il présente différents points de vue aux utilisateurs ?

[Row, Randomize]

L'Union Européenne [SHOW ONLY IN FINLAND, FRANCE, GERMANY]

Le gouvernement français

Les plateformes de médias sociaux (p. ex., Facebook ou Twitter)

Les citoyens ou les gens comme moi

Les créateurs de contenu en ligne

[Column]

Une grande part de responsabilité

Une certaine part de responsabilité

Aucune responsabilité

Je ne sais pas

[Do not ask Q21, Q21b, Q21c, and Q22 if 'never' or 'a few times a year' in Q4]

21. Dans quelle mesure êtes-vous confiant(e) en votre capacité de déterminer si le contenu en ligne que vous lisez, voyez ou entendez est juste et équilibré et qu'il représente différents points de vue ?

Tout à fait confiant(e)

Plutôt confiant(e)

Pas très confiant(e)

Pas du tout confiant(e)

Je ne sais pas

[Q21b and Q21c rotate order presented]

21b. Dans quelle mesure êtes-vous confiant(e) que le contenu recommandé par les plateformes de médias sociaux est juste et équilibré et qu'il représente différents points de vue ?

Tout à fait confiant(e)

Plutôt confiant(e)

Pas très confiant(e)

Pas du tout confiant(e)

Je ne sais pas

21c. Dans quelle mesure êtes-vous confiant(e) que le contenu fourni par des sources médiatiques traditionnelles (p. ex. la presse écrite, la radio et la télévision) est juste et équilibré et qu'il représente différents points de vue ?

Tout à fait confiant(e)

Plutôt confiant(e)

Pas très confiant(e)

Pas du tout confiant(e)

Je ne sais pas

22. Indiquez dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants.

[Row, Randomize]

Avoir accès à différentes sources de renseignements présentant différents points de vue est important pour que les gens puissent participer à une démocratie

Je n'ai pas souvent le temps de valider les renseignements que je trouve en ligne

Je préfère consommer du contenu en ligne qui m’est suggéré ou recommandé plutôt que d’avoir à chercher les renseignements par moi-même parce que c’est plus facile

On me suggère ou recommande souvent du contenu de ma communauté locale ou de ma région

Ces deux dernières années, les plateformes en ligne ont facilité l’accès à différentes sources de renseignements

Ces deux dernières années, le ton du contenu en ligne qui m’a été recommandé est plus polarisant ou négatif

Il est important pour moi d’utiliser des logiciels qui bloquent les annonces ou d’être en mode incognito pour protéger ma vie privée en ligne

[Column]

Je suis tout à fait d’accord

Je suis plutôt d’accord

Je ne suis ni d’accord ni en désaccord

Je suis plutôt en désaccord

Je suis tout à fait en désaccord

Je ne sais pas

23. Quelle part de responsabilité les organisations suivantes devraient-elles avoir pour soutenir financièrement les journalistes et les éditeurs de nouvelles afin de s’assurer qu’ils reçoivent une juste compensation lorsque leur travail est reproduit en ligne ?

[Row, Randomize]

L’Union Européenne [SHOW ONLY IN FINLAND, FRANCE, GERMANY]

Le gouvernement français

Les plateformes en ligne (p. ex., Google ou Apple)

Les plateformes de médias sociaux (p. ex., Facebook ou Twitter)

[Column]

Une grande part de responsabilité

Une certaine part de responsabilité

Aucune responsabilité

Je ne sais pas

COVID-19

[Do not include platform if 'never' in Q6]

[Do not show 'traditional news websites or apps', 'online-only news providers', 'Google News', 'Apple News', 'podcasts' and 'government websites' if 'never' at Q4]

24. À quelle fréquence obtenez-vous des nouvelles et des renseignements sur la COVID-19 auprès des sources suivantes ?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Sites de recherche sur Internet (p. ex., Google)

Services de diffusion en continu de films, de séries télévisées ou de vidéos (p. ex., Netflix)

Services de diffusion de musique en continu (p. ex., Spotify)

Sites Web du gouvernement

Nouvelles diffusées à la télévision

Journaux imprimés

Radios d'information

Sites Web ou applications de nouvelles traditionnelles

Fournisseurs de nouvelles accessibles uniquement en ligne

Google Actualités

Apple News

Podcasts/AAD

[Column]

Plusieurs fois par jour

Au moins une fois par jour

Deux ou trois fois par semaine

Au moins une fois par semaine

Quelques fois par mois

Quelques fois par année ou moins souvent

Jamais

25. À quelle fréquence vérifiez-vous l'exactitude et la fiabilité des renseignements sur la COVID-19 et la pandémie en accédant à de multiples sources d'information (à d'autres sites Web, par exemple) ?

Souvent

Parfois

Rarement

Jamais

Demographics

26. Dans quelle(s) langue(s) consommez-vous du contenu en ligne ? Veuillez sélectionner toutes les réponses qui s’appliquent.

Arabe

Cantonais

Néerlandais

Anglais[SHOW SECOND IN FRANCE]

Estonien

Farsi

Finnois

Français [SHOW FIRST IN FRANCE]

Allemand

Grec

Hindi

Une langue autochtone

Italien

Coréen

Kurde

Mandarin

Persan

Polonais

Portugais

Pendjabi

Russe

Somali

Espagnol

Suédois

Tagalog (filipino)

Tamoul

Turc

Urdu

Autre

5.6 Questionnaire (Germany)

Screening Questions

YEAR/MONTH. Geben Sie bitte Ihr Geburtsdatum an.

[IF UNDER THE AGE OF 18, THANK AND TERMINATE]

GENDER_NONBINARY_. Sind Sie…?

☐ _1 Männlich

☐ _2 Weiblich

☐ _3 Divers

☐ _4 Keine Antwort

QMktSize_DE. Wo wohnen Sie?

Postleitzahl:

Wohnort:

GER01EDU. What is the highest level of education you have achieved?

Eine Antwort auswählen

☐ _1 Grundschule

☐ _2 Volks-/ Hauptschulabschluss oder Polytechnische Oberschule mit Abschluss 8./9. Klasse

☐ _3 Mittlere Reife / Fachoberschulreife/ Mittlerer Abschluss/ Qualifizierter Sekundarabschluss I / Qualifizierter Hauptschulabschluss oder äquivalenter Abschluss 10. Klasse

☐ _4 Abgeschlossene Lehre/ beruflicher Abschluss ohne Fachschul- oder Fachhochschulabschluss

☐ _5 Fachhochschulreife/ fachgebundene Hochschulreife/ Fachabitur

☐ _6 Allgemeine Hochschulreife/ Abitur

☐ _7 Abschluss einer Fachschule oder Berufsakademie (z.B. staatlich geprüfter Gestalter/ Techniker/ Betriebswirt/ Meister)

☐ _8 Universität/ Fachhochschule/ Kunsthochschule/ Musikhochschule (Diplom, Staatsexamen, Bachelor, Magister, Promotion)

MQB

77. Wie oft schauen Sie sich typischerweise Online-Inhalte an? Online-Inhalte können Ihnen über soziale Medien, das Internet, Online-Nachrichtenquellen, Podcasts, Blogs, Streaming-Dienste oder auf andere Weise präsentiert werden.

Mehrmals pro Tag

Mindestens einmal pro Tag

2- bis 3-mal pro Woche

Mindestens einmal pro Woche

Ein paar Mal im Monat

Ein paar Mal pro Jahr oder seltener

Nie

[Skip if ‘Never’ in Q4]

78. Wie oft schauen Sie sich die folgenden Arten von Online-Inhalten an?

[Row, Randomize]

Allgemeine Informationen

Nationale Nachrichten

Europäische Nachrichten [SHOW ONLY IN FRANCE, FINLAND, AND GERMANY]

Internationale Nachrichten

Lokale Nachrichten

Unterhaltung

Sozialen Netzwerken

Einkaufen

[Column]

Mehrmals pro Tag

Mindestens einmal pro Tag

2- bis 3-mal pro Woche

Mindestens einmal pro Woche

Ein paar Mal im Monat

Ein paar Mal pro Jahr oder seltener

Nie

[Skip if 'Never' in Q4]

79. Wie oft nutzen Sie die folgenden Anbieter oder Plattformen für soziale Medien und digitale Medien?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online-Suche (z.B. Google)

Streaming-Dienste für Filme, TV-Serien oder Videos (z. B. Netflix, [IF AU SHOW: Stan])

Streaming-Musikdienste (z. B. Spotify, Deezer, Apple Music, Tidal)

[Column]

Mehrmals pro Tag

Mindestens einmal pro Tag

2- bis 3-mal pro Woche

Mindestens einmal pro Woche

Ein paar Mal im Monat

Ein paar Mal pro Jahr oder seltener

Nie

[For Q7, Q8, or Q9: Do not show “Online-only news providers”, “Traditional news websites or apps”, “Google News”, “Apple News”, “Podcasts”, “Facebook”, “Twitter”, “Instagram”, “LinkedIn”, “Snapchat”, “WhatsApp”, “Reddit”, “YouTube”, “TikTok”, “Signal”, “Telegram”, “Online Search (such as Google)”, “Streaming services for movies, TV series (i.e. Netflix)”, and “Streaming music services (i.e. Spotify)” if ‘Never’ in Q4]

[Do not include platform in Q7 if listed at Q6 and ‘Never’. If not shown at all at Q6, also do not show.]

80. Wie oft nutzen Sie die folgenden Informationsquellen?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online-Suche (z.B. Google)

Streaming-Dienste für Filme, TV-Serien oder Videos (z. B. Netflix)

Streaming-Musikdienste (z. B. Spotify)

TV-Nachrichten

Druckzeitungen

Nachrichtenradio

Traditionelle Nachrichten-Websites oder Apps

Anbieter von ausschließlich Online-Nachrichten

Google News

Apple News

Podcasts

[Column]

Mehrmals pro Tag

Mindestens einmal pro Tag

2- bis 3-mal pro Woche

Mindestens einmal pro Woche

Ein paar Mal im Monat

Ein paar Mal pro Jahr oder seltener

Nie

[Do not include platform in Q8 if listed at Q6 and 'Never']

81. Wie oft nutzen Sie die folgenden Quellen zur Unterhaltung?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online-Suche (z.B. Google)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Globale Film-Streaming-Dienste (z. B. Netflix, AU SHOW: Stan, Amazon Prime, Disney +, Apple TV+, etc.)

[Insert if ‘Streaming services for movies, etc.’ mentioned in Q6] Nationale Film-Streaming-Dienste (z. B. FINLAND SHOW:YLE Areena, AU SHOW:SBS On Demand, ABC iview FR SHOW:france.tv (beinhaltet France 2, 3, 4 und 5 online), DE SHOW:ard.de Mediathek, zdf.de Mediathek)

Streaming-Musikdienste (z. B. Spotify, Deezer, Apple Music, Tidal)

Fernsehen

Printmedien (Zeitschriften, Zeitungen, Bücher)

Radio

Google News

Apple News

Podcasts

[Column]

Mehrmals pro Tag

Mindestens einmal pro Tag

2- bis 3-mal pro Woche

Mindestens einmal pro Woche

Ein paar Mal im Monat

Ein paar Mal pro Jahr oder seltener

Nie

82. Wie viel Vertrauen haben Sie im Allgemeinen in die folgenden Informationsquellen, wenn es um faire, genaue und ausgewogene Informationen geht?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online-Suche (z.B. Google)

Streaming-Dienste für Filme, TV-Serien oder Videos (z. B. Netflix)

Streaming-Musikdienste (z. B. Spotify, Deezer, Apple Music, Tidal)

TV-Nachrichten

Druckzeitungen

Nachrichtenradio

Traditionelle Nachrichten-Websites oder Apps

Anbieter von ausschließlich OnlineNachrichten

Google News

Apple News

Podcasts

Soziale Medien im Allgemeinen [anchor last, show even to those ‘never’ at Q4]

[Column]

Sehr viel Vertrauen

Viel Vertrauen

Ein wenig Vertrauen

Überhaupt kein Vertrauen

Weiß nicht

Content Experience

[Do not ask Q10 to Q15 if ‘Never’ in Q4]

83. Wie wichtig sind für Sie persönlich die folgenden Punkte beim Konsum von Online-Inhalten?

[Row, Randomize]

Online-Inhalte, die aus unterschiedlichen Quellen und einer Vielzahl von Perspektiven stammen

Online-Inhalte, die sachlich und wahrheitsgetreu sind

Online-Inhalte, die meinen persönlichen Vorlieben entsprechen

Online-Inhalte, denen ich zustimme

Online-Inhalte, die [NATIONALITÄT EINFÜGEN] Inhalte enthalten (z. B. nationale oder lokale Ereignisse oder Geschichten)

Online-Inhalte, die europäische Inhalte enthalten [SHOW ONLY IN FINLAND, FRANCE, AND GERMANY]

Online-Inhalte, die unterschiedliche Standpunkte zu kommunalen, regionalen und nationalen Themen widerspiegeln

Online-Inhalte, die investigativen Journalismus beinhalten

Online-Inhalte, die Nachrichten und Informationen aus der Gemeinde enthalten

Online-Inhalte, die unterrepräsentierte Gruppen oder Gemeinschaften abdecken

Online-Inhalte, die mir basierend auf meinen Präferenzen vorgeschlagen werden

Online-Inhalte, die von einer Quelle stammen, der ich vertraue

[Column]

Sehr wichtig

Eher wichtig

Nicht besonders wichtig

Überhaupt nicht wichtig

Weiß nicht

84. Inwieweit würden Sie den folgenden Aussagen zustimmen oder nicht zustimmen ?

[Row, Randomize]

Ich konsumiere Online-Inhalte, die aus verschiedenen Quellen und aus unterschiedlichen Perspektiven stammen

Ich konsumiere Online-Inhalte, die sachlich und wahrheitsgetreu sind

Ich konsumiere Online-Inhalte, die nur meinen persönlichen Vorlieben entsprechen

Ich konsumiere Online-Inhalte, mit denen ich einverstanden bin

Ich konsumiere Online-Inhalte, die [NATIONALITÄT EINFÜGEN] Inhalte enthalten (z. B. nationale oder lokale Ereignisse oder Geschichten)

Ich konsumiere Online-Inhalte, die verschiedene Standpunkte zu kommunalen, regionalen und nationalen Themen widerspiegeln

Ich konsumiere Online-Inhalte, die investigativen Journalismus beinhalten

Ich konsumiere Online-Inhalte, die Nachrichten und Informationen aus meiner Gemeinde enthalten

Ich konsumiere Online-Inhalte, die unterrepräsentierte Gruppen oder Gemeinschaften abdecken

Ich konsumiere Online-Inhalte, die mir basierend auf meinen Präferenzen vorgeschlagen werden

Ich konsumiere Online-Inhalte nur von Quellen, denen ich aufgrund meiner Präferenzen vertraue

[Column]

Stimme voll und ganz zu

Stimme eher zu

Stimme eher nicht zu

Stimme überhaupt nicht zu

Weiß nicht

85. Wie oft haben Sie im vergangenen Jahr Online-Inhalte wie Nachrichten, Informationen oder Unterhaltung konsumiert (entweder angeklickt oder angezeigt bekommen), die Ihnen von sozialen Medien oder Online-Plattformen vorgeschlagen, „gepusht“ oder empfohlen wurden?

Mehrmals pro Tag

Mindestens einmal pro Tag

2- bis 3-mal pro Woche

Mindestens einmal pro Woche

Ein paar Mal im Monat

Ein paar Mal pro Jahr oder seltener

Nie

[Do not ask if ‘never’ or ‘a few times a year’ at Q12]

86. Wie zufrieden oder unzufrieden sind Sie insgesamt mit den folgenden Punkten?

[Row, Randomize]

Die Genauigkeit der Informationen, die ich online finde

Die Richtigkeit von Informationen, die mir online vorgeschlagen, „gepusht“ oder empfohlen werden

Die Verfügbarkeit von Online-Inhalten, die unterschiedliche Sichtweisen bieten

Entdecken von Online-Inhalten, die meinen Interessen entsprechen

[Column]

Sehr zufrieden

Einigermaßen zufrieden

Weder zufrieden noch unzufrieden

Etwas unzufrieden

Sehr unzufrieden

Weiß nicht

[Skip Q14 if ‘don’t know’ or ‘neither satisfied nor dissatisfied’ in ‘the accuracy of information that is suggested, ‘pushed’, or recommended to me online’ at Q13]

87. Warum würden Sie sagen, dass Sie [sehr zufrieden/etwas zufrieden/etwas unzufrieden/sehr unzufrieden] mit den Online-Inhalten sind, die Ihnen vorgeschlagen, gepusht oder empfohlen werden?

[Record open response]

Algorithm Control

88. Wie gut kennen Sie sich Ihrer Meinung nach mit den folgenden Themen aus?

[Row, Randomize]

Wie Online-Plattformen Ihnen Online-Inhalte vorschlagen oder empfehlen

Die Art der Informationen, die Online-Plattformen von Ihnen erfassen, wenn Sie diese Netzwerke nutzen

Wie Online-Plattformen priorisieren, welche Inhalte ein Benutzer sieht

Wie Sie die Steuerung Ihrer Online-Plattformen anpassen, um im Rahmen Ihres Informationskonsums auch auf gegensätzliche Ansichten zu einem Thema zugreifen zu können

[Column]

Sehr fachkundig

Etwas fachkundig

Nicht sehr fachkundig

Überhaupt nicht fachkundig

89. Haben Sie schon einmal von dem Begriff Online-Algorithmus? gehört?

Ja

Nein

Weiß nicht

[ASK ONLY IF 'YES' AT Q16]

90. Beschreiben Sie bitte in Ihren eigenen Worten, was ein Online-Algorithmus ist oder wie er funktioniert. Wenn Sie es nicht wissen, geben Sie es bitte an.

[Record open response]

Weiß nicht

91. Wir haben einige Folgefragen zu Online-Algorithmen, die als Programme definiert sind, die bestimmen, was wir online sehen--basierend auf unseren Vorlieben, Abneigungen, Suchhistorie, Ansichten, Interessen, Beziehungen, die Sie möglicherweise auf verschiedenen Social-Media-Plattformen geteilt haben und mehr.

Was würden Sie sagen, wie gut Sie sich mit Online-Algorithmen auskennen?

Sehr fachkundig

Etwas fachkundig

Nicht sehr fachkundig

Überhaupt nicht fachkundig

92. Wie sehr sind Sie daran interessiert, mehr über die folgenden Themen zu erfahren?

[Row, Randomize]

Wie Online-Plattformen Online-Inhalte für Sie empfehlen

Die Art der Informationen, die Online-Plattformen von Ihnen erfassen

Wie Online-Plattformen priorisieren, welchen Inhalten ein Benutzer ausgesetzt ist

Wie Online-Algorithmen funktionieren

Wie Sie die Steuerung Ihrer Online-Plattformen anpassen, um im Rahmen Ihres Informationskonsums auch auf gegensätzliche Ansichten zu einem Thema zugreifen zu können

Wenn Ihnen Online-Inhalte auf der Grundlage von Präferenzen vorgeschlagen, gepusht oder empfohlen wurden oder von einer Drittpartei gesponsert wurden

[Column]

Sehr interessiert

Etwas interessiert

Nicht besonders interessiert

Überhaupt nicht interessiert

Weiß nicht

93. Wie viel Verantwortung sollten die folgenden Organisationen haben, um sicherzustellen, dass Online-Inhalte fair und ausgewogen sind und den Nutzern unterschiedliche Standpunkte vermitteln?

[Row, Randomize]

Die Europäische Union [SHOW ONLY IN FINLAND, FRANCE, GERMANY]

Die [NATIONALITÄT EINFÜGEN] Regierung

Online-Plattformen (z. B. Google, Apple)

Social Media-Plattformen (z. B. Facebook, Twitter)

Bürger oder Menschen wie ich

Ersteller von Online-Inhalten

[Column]

Eine Menge Verantwortung

Etwas Verantwortung

Keine Verantwortung

Weiß nicht

[Do not ask Q21, Q21b, Q21c, and Q22 if ‘never’ or ‘a few times a year’ in Q4]

94. Wie sicher sind Sie sich Ihrer Fähigkeit zu erkennen, ob die Online-Inhalte, die Sie lesen, sehen oder hören, fair und ausgewogen sind und verschiedene Standpunkte repräsentieren?

Sehr überzeugt

Etwas überzeugt

Nicht sehr überzeugt

Überhaupt nicht überzeugt

Weiß nicht

[Q21b and Q21c rotate order presented]

21b. Wie überzeugt sind Sie, dass die von Social Media-Plattformen empfohlenen Inhalte fair und ausgewogen sind und verschiedene Standpunkte repräsentieren?

Sehr überzeugt

Etwas überzeugt

Nicht sehr überzeugt

Überhaupt nicht überzeugt

Weiß nicht

21c. Wie überzeugt sind Sie, dass Inhalte, die von traditionellen Medienquellen bereitgestellt werden, (wie Print, Radio und Fernsehen) fair und ausgewogen sind und verschiedene Standpunkte repräsentieren?

Sehr überzeugt

Etwas überzeugt

Nicht sehr überzeugt

Überhaupt nicht überzeugt

Weiß nicht

95. Geben Sie an, inwieweit Sie den folgenden Aussagen zustimmen oder nicht zustimmen

[Row, Randomize]

Der Zugang zu verschiedenen Informationsquellen mit unterschiedlichen Standpunkten ist wichtig, damit Menschen an der Demokratie teilhaben können

Ich habe oft nicht die Zeit, Informationen, die ich online finde, auf ihre Richtigkeit zu überprüfen

Ich ziehe es vor, Online-Inhalte zu konsumieren, die mir vorgeschlagen oder empfohlen werden, anstatt selbst online nach Informationen zu suchen, weil es einfacher ist

Mir werden oft Inhalte aus meiner lokalen Gemeinschaft oder Region vorgeschlagen oder empfohlen

In den vergangenen zwei Jahren haben Online-Plattformen den Zugang zu verschiedenen Informationsquellen erleichtert

In den letzten zwei Jahren hat sich der Ton der mir empfohlenen Online-Inhalte immer mehr polarisiert oder negativ entwickelt

Es ist wichtig für mich, Ad-Blocker und/oder den Inkognito-Modus zu verwenden, um meine Privatsphäre online zu schützen

[Column]

Stimme voll und ganz zu

Stimme eher zu

Stimme weder zu, noch nicht zu

Stimme eher nicht zu

Stimme überhaupt nicht zu

Weiß nicht

96. Wie viel Verantwortung sollten die folgenden Organisationen bei der finanziellen Unterstützung von Journalisten und Nachrichtenverlegern haben, um sicherzustellen, dass sie eine faire Vergütung erhalten, wenn ihre Arbeit online reproduziert wird?

[Row, Randomize]

Die Europäische Union [SHOW ONLY IN FINLAND, FRANCE, GERMANY]

Die [NATIONALITÄT EINFÜGEN] Regierung

Online-Plattformen (z. B. Google, Apple)

Social Media-Plattformen (z. B. Facebook, Twitter)

[Column]

Eine Menge Verantwortung

Etwas Verantwortung

Keine Verantwortung

Weiß nicht

COVID-19

[Do not include platform if ‘never’ in Q6]

[Do not show ‘traditional news websites or apps’, ‘online-only news providers’, ‘Google News’, ‘Apple News’, ‘podcasts’ and ‘government websites’ if ‘never’ at Q4]

97. Wie oft erhalten Sie Nachrichten und Informationen über COVID-19 aus den folgenden Quellen?

[Row, Randomize]

Facebook

Twitter

Instagram

LinkedIn

Snapchat

WhatsApp

Reddit

YouTube

TikTok

Signal

Telegram

Online-Suche (z.B. Google)

Streaming-Dienste für Filme, TV-Serien oder Videos (z. B. Netflix)

Streaming-Musikdienste (z. B. Spotify)

Regierungswebseiten

TV-Nachrichten

Druckzeitungen

Nachrichtenradio

Traditionelle Nachrichten-Websites oder Apps

Anbieter von ausschließlich OnlineNachrichten

Google News

Apple News

Podcasts

[Column]

Mehrmals pro Tag

Mindestens einmal pro Tag

2- bis 3-mal pro Woche

Mindestens einmal pro Woche

Ein paar Mal im Monat

Ein paar Mal pro Jahr oder seltener

Nie

98. Wie oft überprüfen Sie die Richtigkeit und Zuverlässigkeit von Informationen über COVID-19 und die Pandemie, indem Sie auf mehrere Informationsquellen zugreifen (z. B. andere Websites)?

Häufig

Manchmal

Selten

Nie

Demographics

99. In welcher Sprache(n) konsumieren Sie Online-Inhalte? Wählen Sie alle zutreffenden Antworten aus.

Arabisch

Kantonesisch

Niederländisch

Englisch [SHOW FIRST IN AUSTRALIA, SECOND IN ALL FINLAND, FRANCE, AND GERMANY]

Estnisch

Farsi

Finnisch [SHOW FIRST IN FINLAND]

Französisch [SHOW FIRST IN FRANCE]

Deutsch [SHOW FIRST IN GERMANY]

Griechisch

Hindi

Eine einheimische Sprache

Italienisch

Koreanisch

Kurdisch

Mandarin

Persisch

Polnisch

Portugiesisch

Punjabi

Russisch

Somali

Spanisch

Schwedisch

Tagalog (Filipino)

Tamilisch

Türkisch

Urdu

Sonstige

GER02INC. Die nächste Frage kann als persönlich angesehen werden, ist aber nicht zwingend zu beantworten. Wenn Sie dies tun, versichern wir Ihnen, dass Ihre Antworten streng vertraulich behandelt und nur zu Forschungszwecken verwendet werden. Wie hoch ist das monatliche GESAMTE NETTOHAUSHALTSEINKOMMEN, das alle Mitglieder Ihres Haushalts verdienen?
Bitte geben Sie alle Ihre Einkommensquellen an: Gehälter, Stipendien, Renten- und Sozialversicherungsleistungen, Dividenden aus Aktien, Einkünfte aus Mietobjekten, Unterhalt für Kinder und Alimente usw.

Wählen Sie nur eines aus

- _1 0 € - 500 €
- _2 501 € - 750 €
- _3 751 € - 1000 €
- _4 1001 € - 1250 €
- _5 2 1251 € - 1500 €
- _6 1501 € - 1750 €
- _7 1751 € - 2000 €
- _8 2001 € - 2500 €
- _9 2501 € - 3000 €
- _10 3001 € - 4000 €
- _11 4001 € - 5000 €
- _12 5001 € - 10000 €

- _13 10001 € oder mehr
- _14 Möchte ich lieber nicht beantworten