



FAKE NEWS

***JOINT RESEARCH BY IAB UK
& IAB UK BOARD NEWS BRANDS***



theguardian



News UK

The Telegraph





At Engage 2017, IAB UK demonstrated the dangers of Fake News by putting a fake Editor-in-Chief on stage – Ken Fawes (an anagram of Fake News!)

Ken and his claims about the fictional Cincinnati Sentinel were exposed by David Walsh, Chief Sports Writer of the Sunday Times, who told the story of his investigation into Lance Armstrong in order to demonstrate the importance of credible, investigative journalism.

David was supported by Clare Rush, Chief Revenue Officer of Mail Brands, who highlighted top line findings of this Fake News research.

The full results of the Fake News research are featured here and you can watch the whole session online https://youtu.be/YFOqk8_zZ8



WE ASKED 2,027 ONLINE ADULTS ABOUT FAKE NEWS

YouGov Omnibus

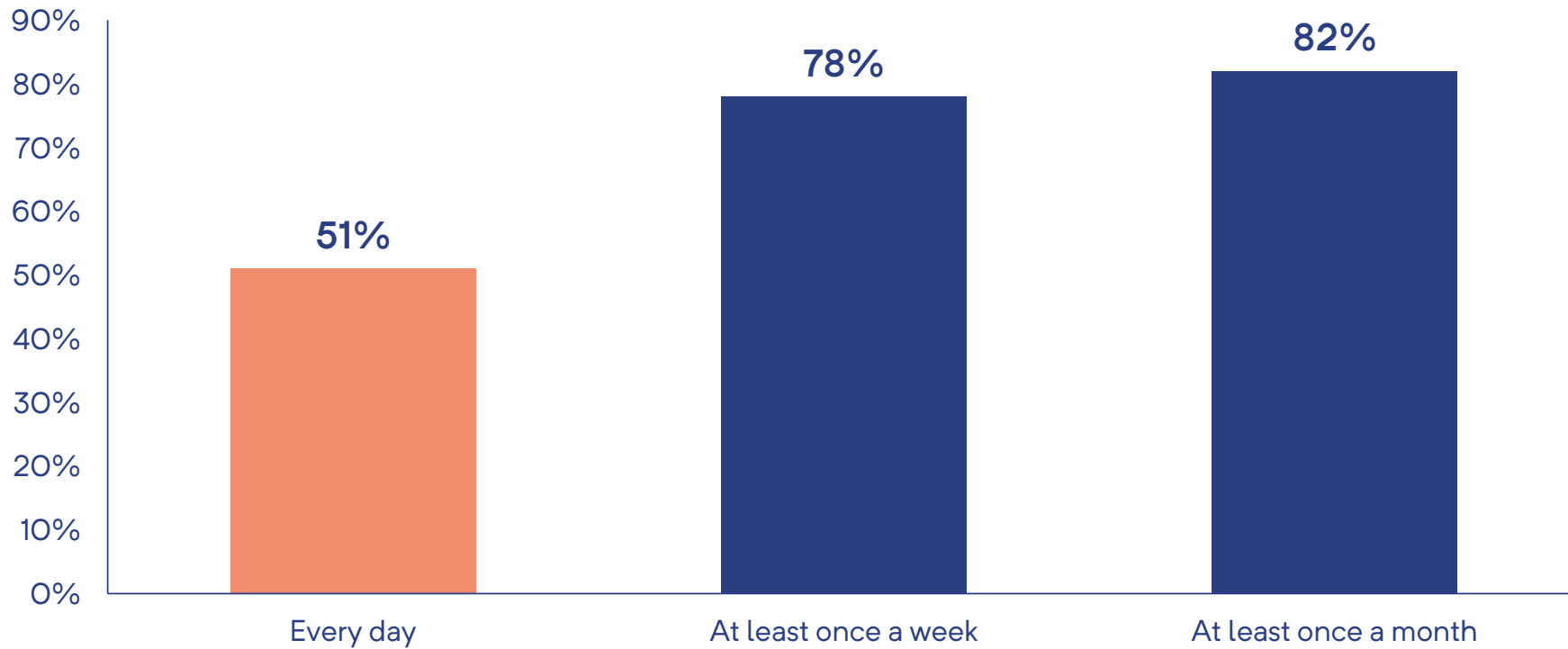
21st – 24th July 2017





OVER HALF CLAIM TO READ NEWS ONLINE EVERY DAY

Q: How often, if at all, do you tend to read any news online?



Source: YouGov, unweighted base: All GB adults online (2,027)

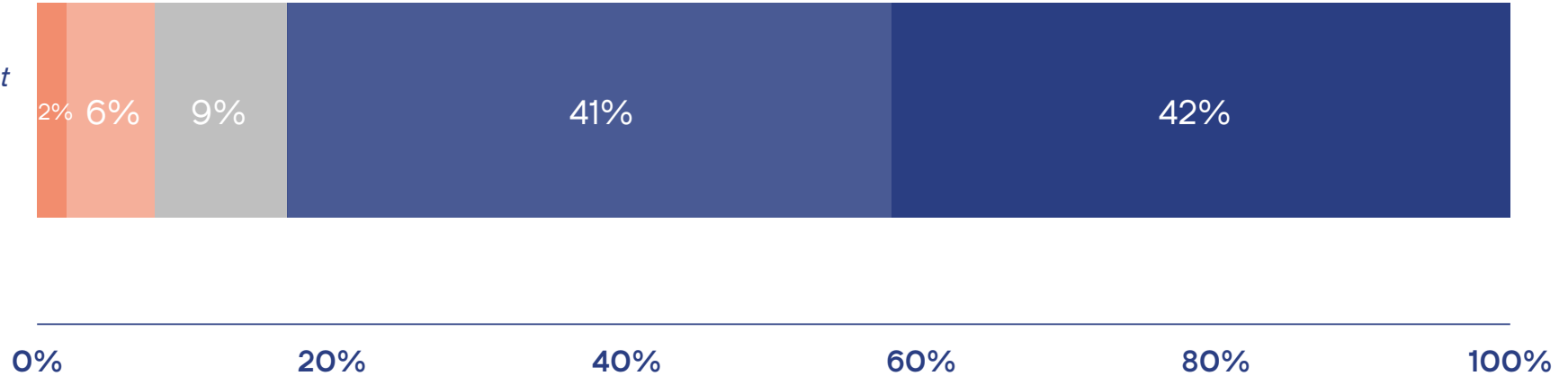


83% TRUST SOME NEWS PROVIDERS MORE THAN OTHERS TO GIVE ACCURATE INFORMATION

Q: To what extent do you agree with the following statement?

Strongly disagree Tend to disagree Don't know Tend to agree Strongly agree

"There are some news providers I generally trust more to give accurate and truthful information compared to others"



Source: YouGov, unweighted base: All GB adults online (2,027)



OF NEWS PROVIDERS TRUSTED LESS, **53% DISTRUST ALL / THE MAJORITY OF THEIR STORIES**

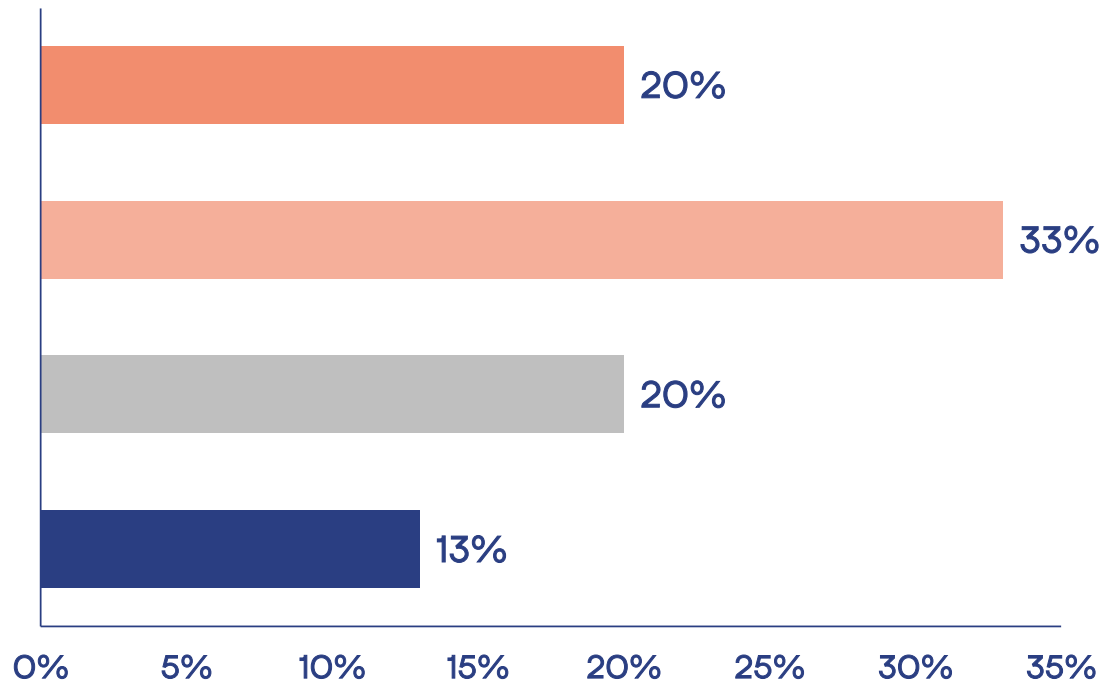
Q: Thinking about online news providers you trust less, which best describes the level of distrust you have in their stories/content?

DISTRUST ALL of the news stories/content from their website/app

DISTRUST THE MAJORITY of the news stories/content from their website/app

DISTRUST/TRUST AN EQUAL AMOUNT of the news stories/content from their website/app

DISTRUST SOME of the news stories/content from their website/app, **BUT TRUST THE MAJORITY**

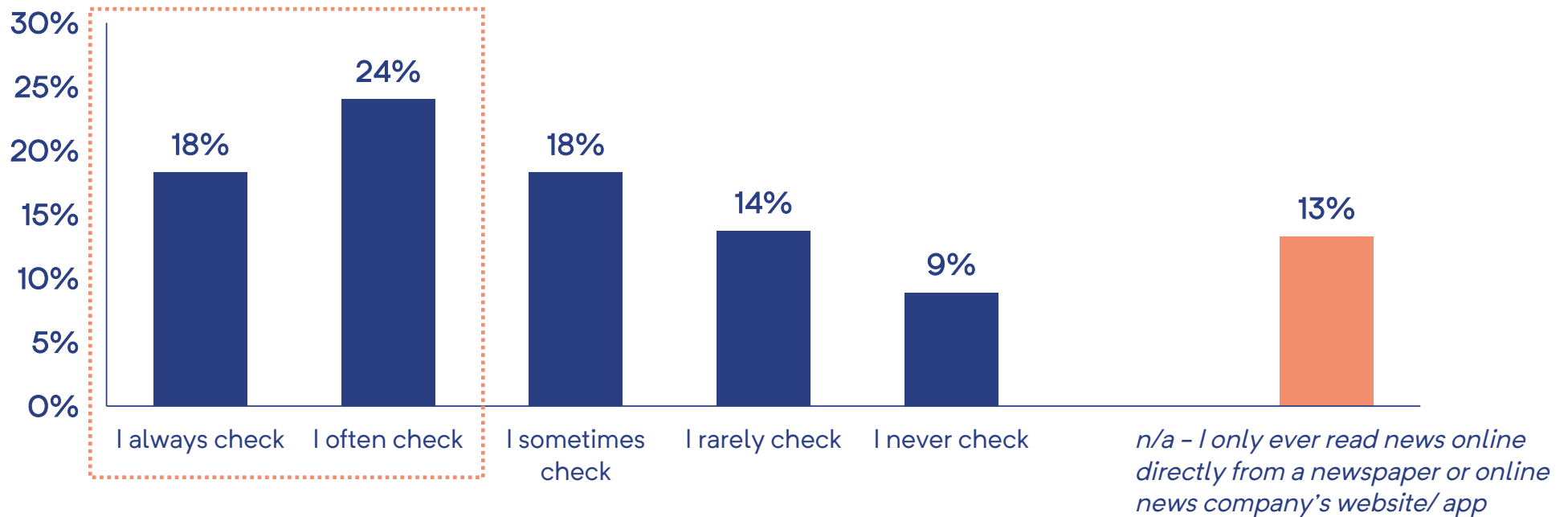


Source: YouGov, unweighted base: All GB adults online (2,027)



OVER **FOUR IN TEN** WILL ALWAYS OR OFTEN CHECK THE SOURCE OF NEWS STORIES

Q: How often, if at all, do you check the source of the news story you are reading online?

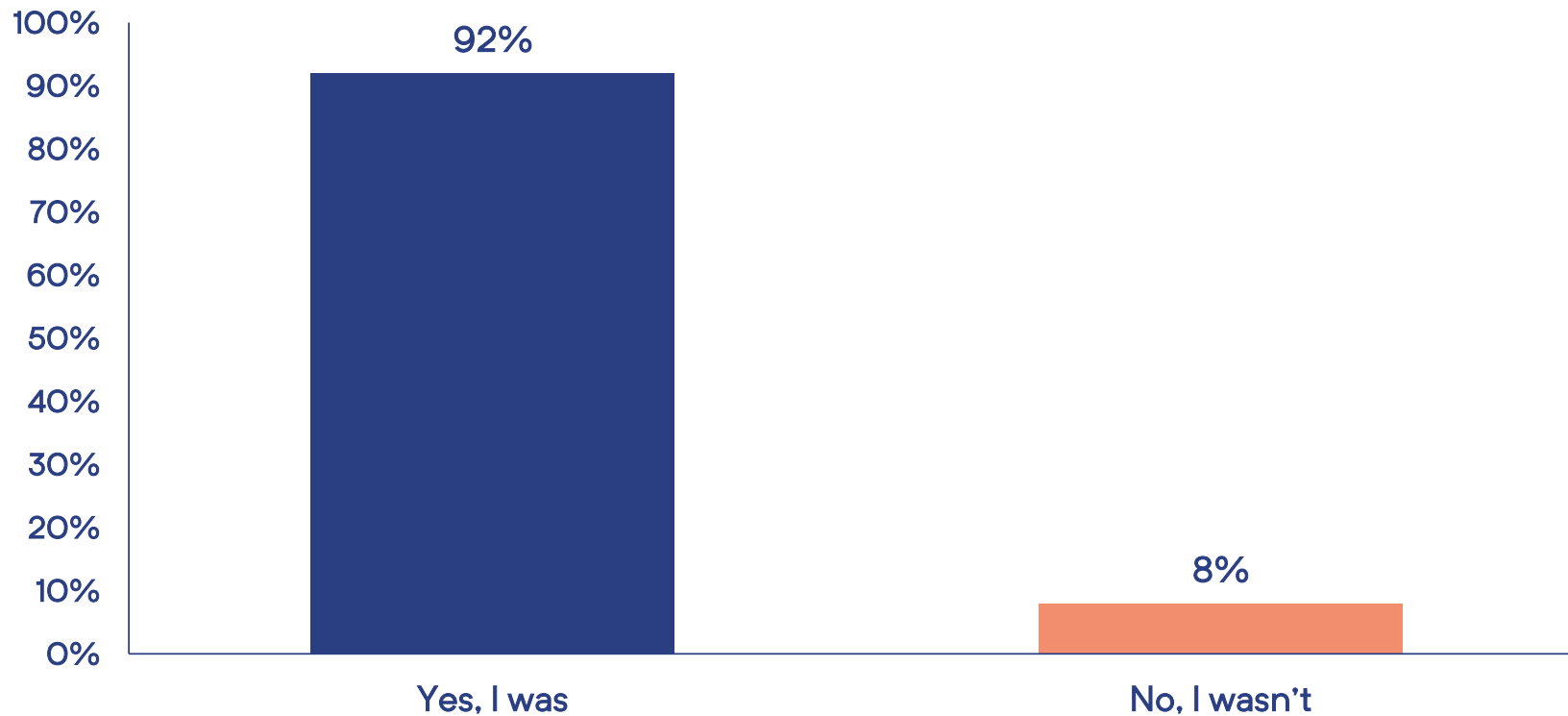


Source: YouGov, unweighted base: All GB adults online (2,027)



THE VAST MAJORITY ARE AWARE OF FAKE NEWS

Q: Were you aware of fake news? (after definition of fake news provided)

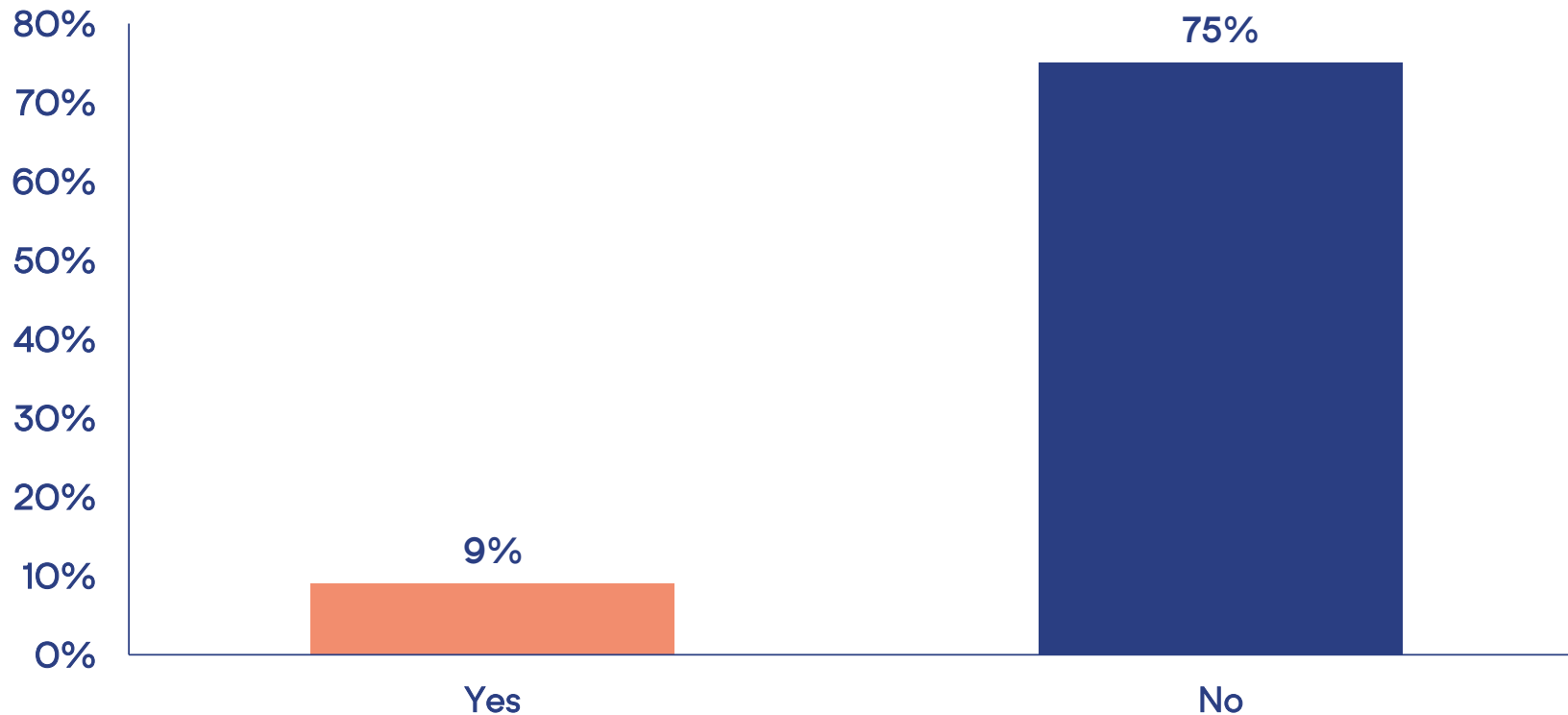


Source: YouGov, unweighted base: All GB adults online (2,027)



PEOPLE TRUST ADVERTS LESS ON FAKE NEWS SITES

“I would trust adverts on websites/ apps that I thought reported fake news articles”

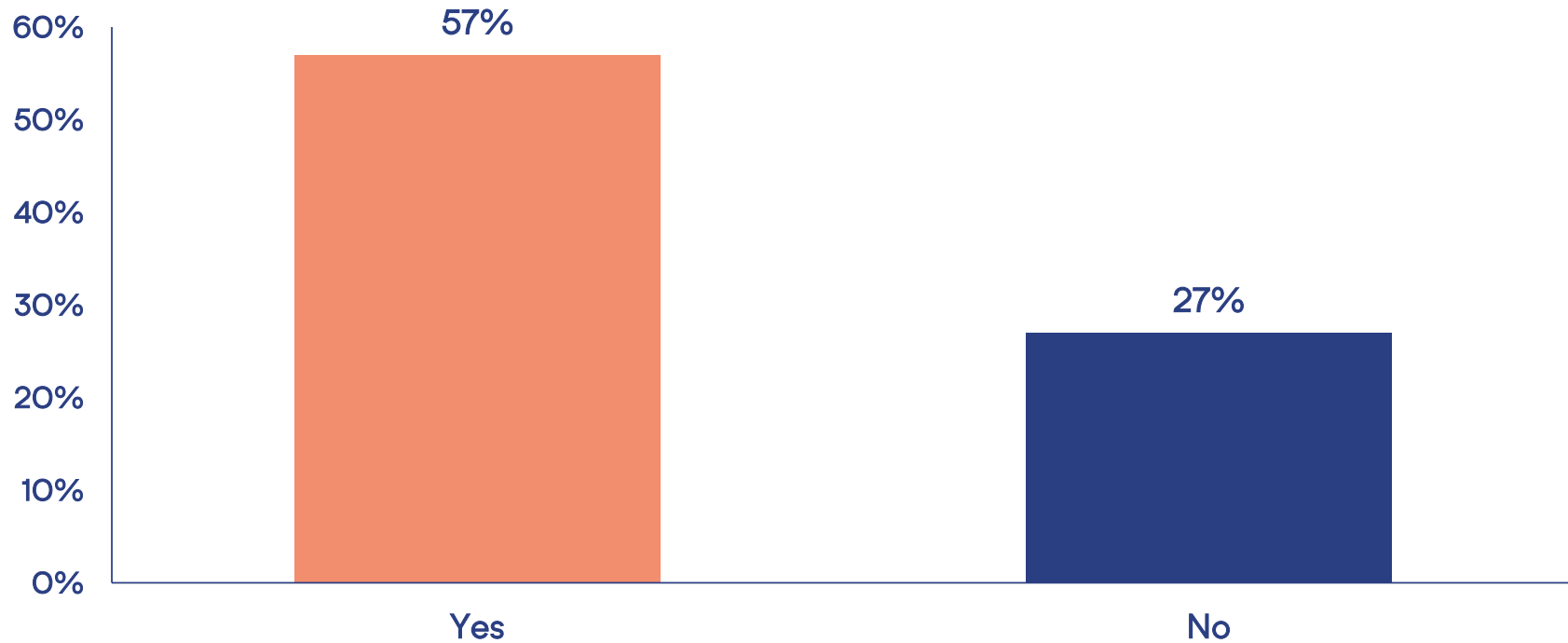


Source: YouGov, unweighted base: All GB adults online (2,027)



ADVERTISING IS TRUSTED MORE ON SITES CONSIDERED TO REPORT ACCURATE NEWS CONTENT

“Do you trust adverts more on websites / apps that you consider to report accurate news content?”



Source: YouGov, unweighted base: All GB adults online (2,027)



SUMMARY

- Online news **consumption is high**
- **People differentiate** between trusted and less trusted sources
- There is a very **high level of awareness fake news**
- There is **less trust of ads on fake news** sites
- There is **more trust of ads on accurate news** content sites



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