

**WE DEFEND
TRUTH**



Disinformation

Beyond the Headline



An Online Study of Disinformation

BACKGROUND

- Disinformation comes bundled in a complete package of compelling narratives, professionally produced visuals, and persuasion devices.

- Being resistant to such addictive content requires an ability to recognize when you are being disinforming about what you believe you know.

OUR STUDY EXPLORES:

- 1 Who is susceptible to disinformation?
- 2 Is disinformation susceptibility (electorally) relevant?
- 3 Who has the potential to recover from disinformation?

[SURVEY DETAILS]

FILED BY



VERASIGHT

February 1-14, 2024

ONLINE DISINFORMATION AUDIENCE SURVEY

[Total Sample N=5500;
Margin of Sampling Error +/- 1.5%]

US ADULT RESIDENT

US Adult Resident

Age 18+ , Sample (N=4000)

MATCHED TO

Catalist

63.9% voterfile match rate

5 OVER SAMPLE



Muslim/
MENA



College
Student



Jewish



Black/
African American



18-35

Data are weighted to match the January 2024 Current Population Survey on age, race/ethnicity, sex, income, education, region, and metropolitan status, as well as to population benchmarks of partisanship and 2020 presidential vote.



The ability to spot a fake headline versus recognizing when you are being misinformed about what you believe you know is like the difference between self-help and self-actualization.

Dr. Janay Cody

[DIMENSIONS OF DISINFORMATION SUSCEPTIBILITY]

Disinformation susceptibility is measured by whether or not a person is:

diligent:
checks online media content more than average

1

On average people perform 3 different media checks

discerning:
correctly identifies false and true information more than average

2

On average people correctly identify false and true information about 35.6% of the time



31%

of American adults and voters are highly susceptible to disinformation.



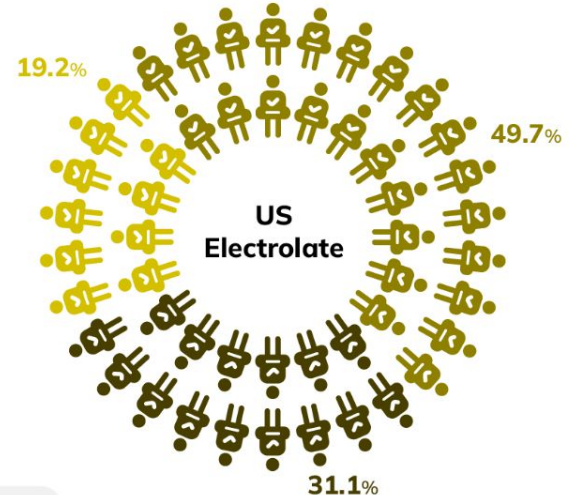
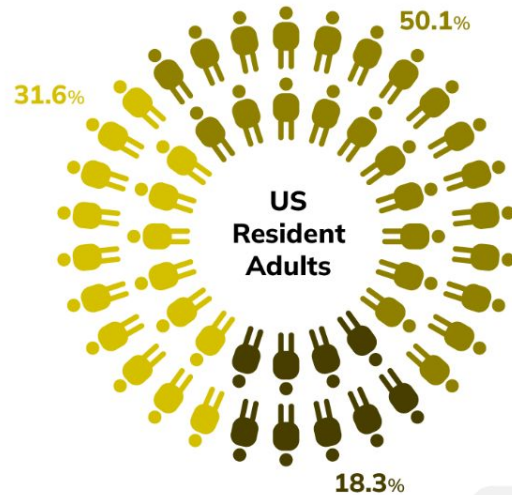
82,818,239

US resident adults

are highly susceptible to disinformation.

Figures based on US Census estimate of 262,083,034 of total US adult resident (18+) population as of December 2023.

DISINFORMATION SUSCEPTIBILITY IN THE US



Online Misinformation Audience Survey, (Total N=5500; Voter N = 2590). Data are weighted to January 2024 Current Population Survey.

27% US high 2024 vote propensity adults are highly susceptible to disinformation

Figure statistically controls for race, gender, education, income, religious affiliation, military status, age, partisan identification, and employment.

the odds of US adults with low 2024 vote propensity scores being highly susceptible to disinformation are...
23% higher
..than the odds of US adults with high 2024 vote propensity scores.

the odds of US adults with mid-level 2024 vote propensity scores being susceptible to disinformation are...
34% higher
..than the odds of US adults with high 2024 vote propensity scores.

WHO CAN RECOVER FROM DISINFORMATION ?

Disinformation recovery potential is measured by the extent to which people:

- 1 Change their answers to factual questions when given true information about being wrong
- 2 Change their answers more than the average



On average, people change their answers to factual questions when given true information about being wrong about 1 out of 4 times.

What proportion of US adults have potential to recover from disinformation?



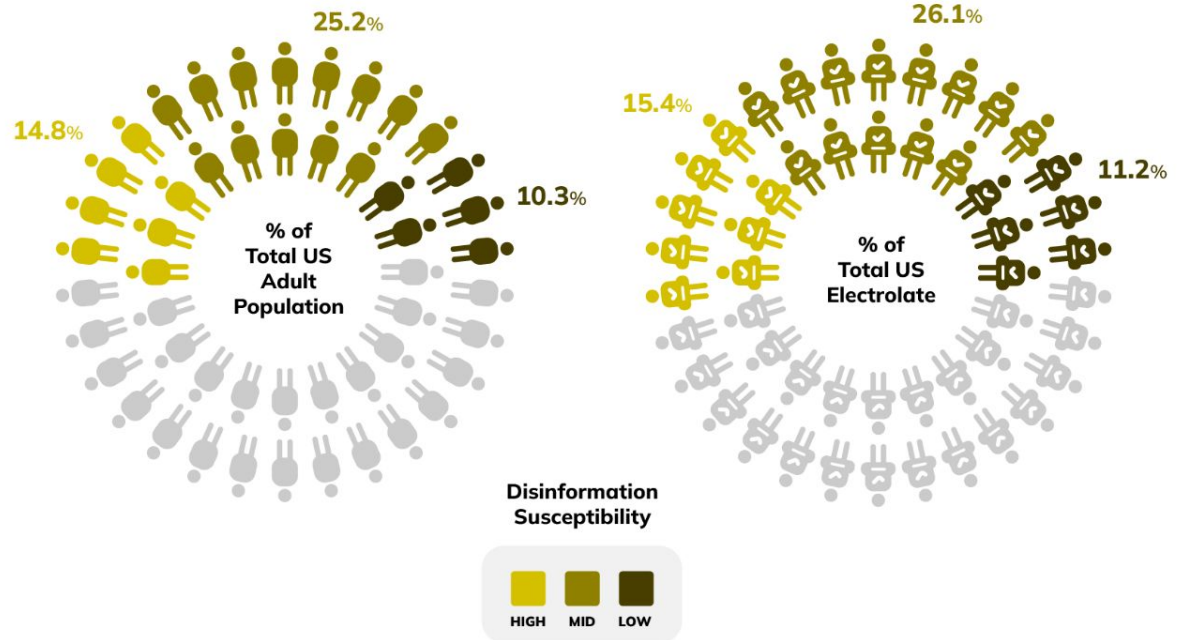
38,841,754

High disinformation susceptible US adults

have the potential to recover from disinformation.

Figures based on US Census estimate of 262,083,034 of total US adult resident (18+) population as of December 2023.

(DISINFORMATION RECOVERY POTENTIAL)



Online Disinformation Audience Survey (Total N=5500, Voter N = 2590). Data are weighted to January 2024 Current Population Survey.

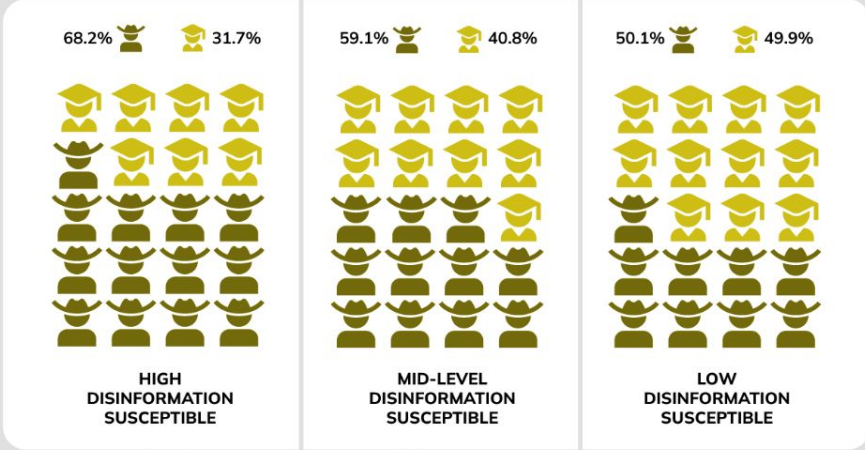
Women and non-college educated make up majority with disinformation recovery potential, particularly among high-mid disinformation susceptible adults.

US RESIDENT ADULTS WITH DISINFORMATION RECOVERY POTENTIAL

(N=2,881)

As disinformation susceptibility decreases, the proportion of **men** that can recover from disinformation **increases**.

As disinformation susceptibility decreases, the proportion of **college grads** that can recover from disinformation **increases**.



Among those with potential to recover from disinformation, the likelihood of voting based on abortion access increases as disinformation susceptibility decreases



Half of high disinformation susceptible adults with the potential to recover from disinformation say they are likely to vote based on access to abortion

(POTENTIAL TO RECOVER FROM DISINFORMATION)

(N=2,881)

DISINFORMATION SUSCEPTIBILITY

HIGH



MID



LOW





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For questions or more details about this **research**, visit us at
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