DOES FAKE NEWS AFFECT YOUR BUSINESS?

STATISTICAL STORIES ABOUT THE RISK OF MISINFORMATION ON BRAND REPUTATION, BUYING DECISIONS, AND MORE...

GUIDE

TEASER

You (may) have read The New Reality: Mitigating the Risks of Misinformation, the bumper report by iResearch Services. We tend to liken the report to a film, with its bold concept and wide-ranging production values, from a bumper survey featuring 1000 consumers and 600 business leaders, to its impeccable editorial and design, through to its marketing content activation.

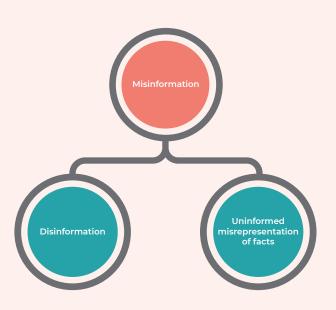If the previous report was like a movie, then this follow-up would be the TV show reboot. Harnessing data science, we crunched the numbers to bring you new insights into the perceptions surrounding misinformation. This report is presented as a series of bite-sized data stories (or episodes) about the sentiments of consumers and business leaders from across the world.

EPISODE 1.
Setting the scene

What is misinformation?

Misinformation has been around as long as there have been human civilisations, but it has found its element in the digital age. The types of motivation behind it abound, from political strategy to malicious players, to poor fact-checking.
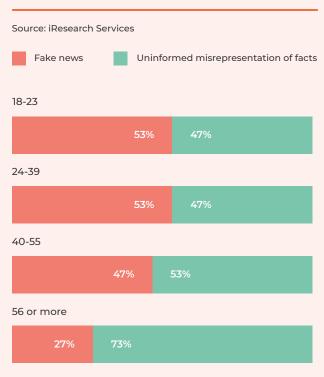
Not all misinformation is guided by malevolent intent. Broadly speaking, it is an umbrella term that covers any information that is inaccurate, regardless of whether it has been created or disseminated on purpose. Disinformation is the poster child of misinformation, as modern society grapples with fake news spreading rapidly across digital networks.

That is not to discount the uninformed misrepresentation of facts – accidentally false facts can also contribute to fake news. Because of this, businesses that regularly communicate their expertise can help to mitigate the risk of inaccurate information. They might find it harder to control what everyone else says about them, but at least they are in control of the primary source.

Generational gap

Most common types of misinformation, by age group

Source: iResearch Services

🟥 Fake news   🟩 Uninformed misrepresentation of facts

18-23

53%	47%

24-39

53%	47%

40-55

47%	53%

56 or more

27%	73%

Intent is key to distinguishing disinformation from inadvertently inaccurate facts. Despite the popularity of the former, particularly fake news, our survey of 1000 global consumers found that 54% thought that the latter was more prevalent.

This is not indicative of all demographic groups; breaking it down by age group, we found a stark generational divide, with those aged 18-39 – typically those who have been digital adopters for most of their lives – felt that fake news is more prevalent (53%). On the other hand, those aged 40-55 found the uninformed misrepresentation of facts more common (53%). This number increases in the 56+ group, with a staggering majority of 73% thinking the same.

Regional differences

There are many ways to categorise disinformation. We went into detail about this in the report by iResearch Services, *The New Reality: Mitigating the Risks of Misinformation*. In it, we focused on the segmentation provided in the interim report on "Disinformation and Fake News" by the UK House of Commons Committee on Culture, Media and Sport, which breaks the phenomenon down into six composite elements:

- fabricated content;

- manipulated content;

- imposter content;

- misleading content;

- false context of connection; and

- satire and parody.

Cumulative awareness of disinformation types, by country

Percentage

	False context	Imposter content	Manipulated content	Fabricated content	Satire or parody
Singapore	62%	50%	66%	66%	34%
Australia/New Zealand	62%	40%	70%	64%	38%
USA	62%	36%	67%	66%	36%
China	48%	50%	44%	64%	28%
UK	49%	46%	54%	53%	32%
India	66%	44%	58%	38%	24%
Italy	62%	28%	76%	34%	24%
Spain	44%	30%	76%	38%	28%
France	50%	46%	54%	44%	16%
Germany	54%	34%	60%	30%	30%
Hong Kong	66%	30%	58%	32%	14%
Japan	38%	36%	40%	26%	18%

When examining these categories (excluding misleading content), we found that respondents in almost all geographies surveyed were most aware of manipulated content, which is the distortion of genuine information – including imagery – for example, with clickbait headlines. The exceptions were China and India; in China, people were most aware of fabricated content (content that is completely false), while those in India were most conscious of false context items (factually accurate content that is shared with false contextual information, for example, when a headline of an article does not reflect the content).

We also found that respondents from Singapore had the highest level of awareness of disinformation. Japan ranked lowest. Awareness of fabricated content showed the greatest range, from 66% in Singapore and the US, to 26% in Japan.

Individualism vs community vs commerce

We posed a question to our global panel, asking them whom they thought misinformation harms the most: individuals, businesses, or society at large. Responses were almost evenly split across the regions, especially across Europe, with the largest variance across respondents in North America, where misinformation was perceived to have the most effect on the individual (86%), then on businesses (83%), and on society at large (80%).

Individuals were also perceived to be the most affected group in the APAC region. However, it is interesting to note that the results were closer in Europe, with society at large considered the biggest victim of disinformation (78%), narrowly beating individuals and businesses (each at 77%) to the post. Part of this regional discrepancy could be related to the news in the months preceding the survey about the European Commission's pledge to make social media firms accountable for fake news. Part of the Commission's proposed Digital Markets Act, the policy plans might have been viewed as a step to protect society and its individuals from disinformation.

Which of the following does misinformation harm the most?

Source: iResearch Services

Individuals ■   Society at large ■   Businesses ■

	Individuals	Society at large	Businesses
Europe (Net)	77%	78%	77%
North America (Net)	86%	80%	83%
APAC (Net)	74%	73%	71%
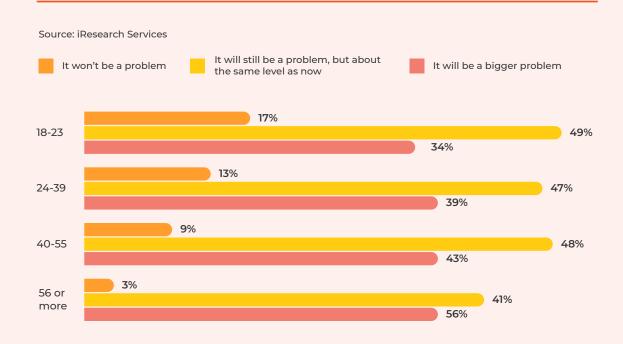
The future of misinformation – consumer take

Will misinformation still be a problem in the next twenty years? Our data shows that sentiment differs among generations, with the oldest being most pessimistic. More than half of the group aged 56+ (56%) felt that misinformation will become a bigger problem in the next couple of decades. In contrast, younger age groups seemed to have a brighter outlook, with 17% of those ages 18-23 thinking that it won't be a problem, and only 3% of the 56+ group saying the same.

Find out more in the next episode, where we'll be examining business leaders' take on the future of misinformation…

Will misinformation be a significant problem in the next 20 years?

Source: iResearch Services

- It won't be a problem
- It will still be a problem, but about the same level as now
- It will be a bigger problem

18-23
- 17%
- 49%
- 34%

24-39
- 13%
- 47%
- 39%

40-55
- 9%
- 48%
- 43%

56 or more
- 3%
- 41%
- 56%

EPISODE 2.
Spotlight on businesses

How much of a threat is misinformation?

To understand this better, we compared the sentiments of the 1000 consumers and 600 business leaders from our global survey. Overall, both groups agree that misinformation is an "extreme" problem, or at least a "common" one.

In half of the countries that took part in the research, more consumers said this than business leaders, with the largest gap seen in respondents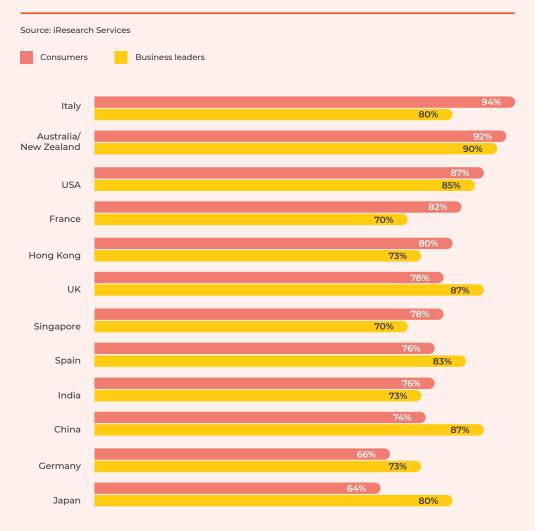 from Italy (94% of consumers vs 80% of business leaders), followed by France (82% of consumers vs 70% of business leaders) and Singapore (78% of consumers vs 70% of business leaders).
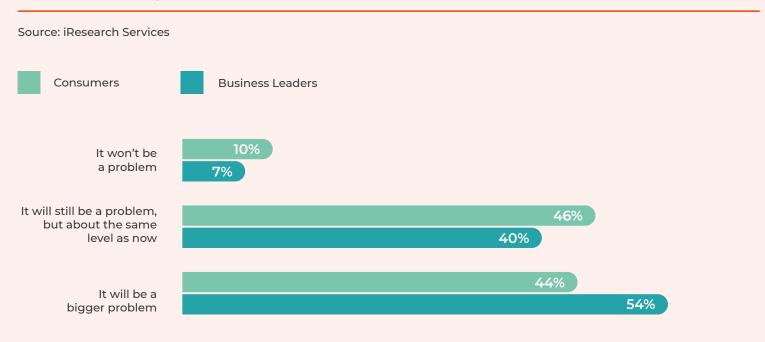
On the other hand, in countries where the opposite is the case (that is, where a higher proportion of business leaders made the statement than consumers), we see the largest perception gap in Japan (64% of consumers vs 80% of business leaders), followed by China (74% of consumers vs 87% of business leaders).

Misinformation is still a big threat for both groups, but misinformation appears to be a bigger threat to consumers than the business leaders in most of the countries we surveyed.

Misinformation is a common problem: consumers vs business leaders

Source: iResearch Services

■ Consumers   ■ Business leaders

Country	Consumers	Business leaders
Italy	94%	80%
Australia/New Zealand	92%	90%
USA	87%	85%
France	82%	70%
Hong Kong	80%	73%
UK	78%	87%
Singapore	78%	70%
Spain	76%	83%
India	76%	73%
China	74%	87%
Germany	66%	73%
Japan	64%	80%
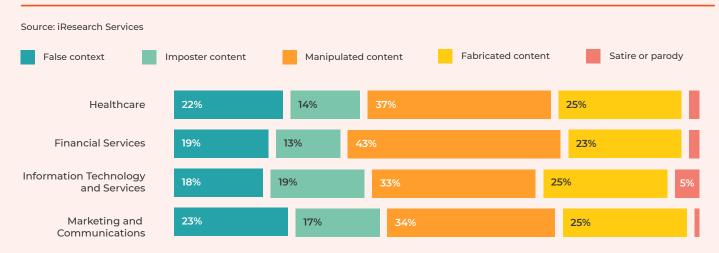
Consumers vs business leaders: Will misinformation be a significant problem in the next 20 years?

Source: iResearch Services

Consumers   **Business Leaders**

Category	Consumers	Business Leaders
It won't be a problem	10%	7%
It will still be a problem, but about the same level as now	46%	40%
It will be a bigger problem	44%	54%

The future of misinformation – business leaders' take

Given that a higher proportion of consumers than business leaders found misinformation to be a problem, it's interesting to note that a higher proportion of business leaders (54%) than consumers (44%) felt that misinformation will be a bigger problem in twenty years' time. (Overall, 46% of the consumers we surveyed thought that it will still be a problem, but about the same level as now.) How prepared, then, are businesses to combat misinformation and mitigate their risk? We'll discuss this later on.

What types of misinformation have the most impact on businesses?

Source: iResearch Services

- ■ False context
- ■ Imposter content
- ■ Manipulated content
- ■ Fabricated content
- ■ Satire or parody

	False context	Imposter content	Manipulated content	Fabricated content	Satire or parody
Healthcare	22%	14%	37%	25%	
Financial Services	19%	13%	43%	23%	
Information Technology and Services	18%	19%	33%	25%	5%
Marketing and Communications	23%	17%	34%	25%	

Manipulated content is the biggest threat

We showed earlier that, out of all the main categories of misinformation, consumers were most aware of manipulated content. The majority of business leaders also consider it to be the biggest threat.
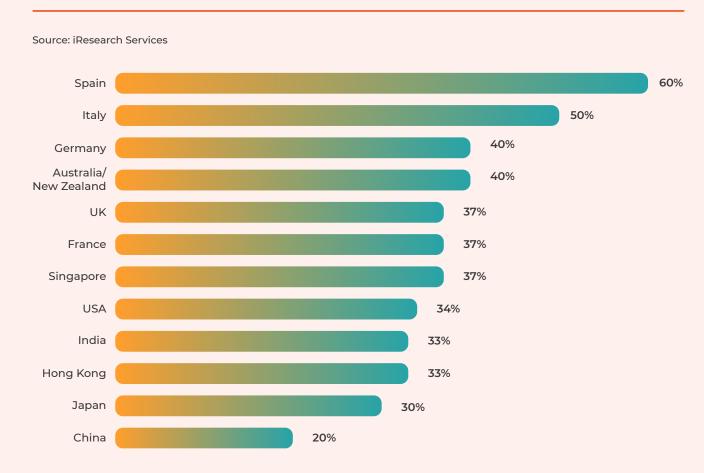
37% of both consumers and business leaders believe that manipulated content has the most impact on society and businesses. Sector-wise, we see this trend play out across industries, with business leaders in financial services (43%), healthcare (37%), marketing and communications (34%), and information technology and services (33%) all of the same opinion.

Manipulated content is also the most impactful form of misinformation in most of the regions surveyed, other than APAC, where fabricated content is considered of most concern. Fabricated

content is considered to have the most impact among business leaders in China (where 50% are most worried about fabricated content versus 20% about manipulated content), Japan (37% vs 30%), and Singapore (43% versus 37%). This correlates with data shown in Episode 1, which indicates that consumers in China were most aware of fabricated content.

Other than some regional discrepancies, it seems overall that business leaders are most worried about the same type of misinformation that consumers are most aware of. This may not come as a surprise, as fake news has established a firm footing within the news agenda following the 2016 US Presidential Election – and the term has since permeated into common parlance and regular discourse, increasing the public's awareness of manipulated content.

Percentage of business leaders who perceive manipulated content as the top threat

Source: iResearch Services

Country	Percentage
Spain	60%
Italy	50%
Germany	40%
Australia/New Zealand	40%
UK	37%
France	37%
Singapore	37%
USA	34%
India	33%
Hong Kong	33%
Japan	30%
China	20%

EPISODE 3.
To buy or not to buy?
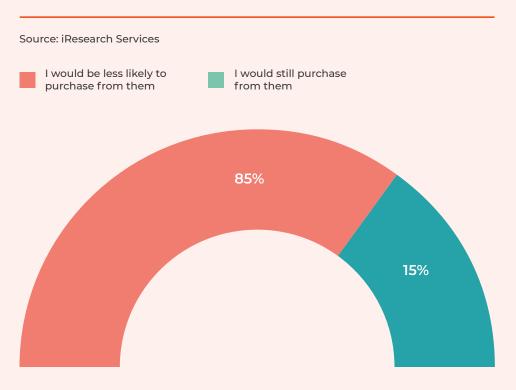
Misinformation affects buying decisions

Inaccurate news about a business can directly affect customer purchasing decisions. For instance, social networking app Houseparty surged in popularity during the COVID-19 pandemic lockdowns. However, unfounded rumours started surfacing in March 2020, alleging that the app was causing users' other accounts, such as Netflix and Spotify, to be hacked. The company offered a $1 million reward to anyone who could prove that it had been the target of a disinformation campaign. The app was eventually discontinued in October 2020, with developers citing that they could not give it "the attention it deserve[d] [sic]."[1]

Unsurprisingly, 85% of the consumers we surveyed stated that they would not buy a product from a company associated with misinformation.

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1   BBC News (2020), Houseparty offers $1m reward for proof of sabotage, BBC, https://www.bbc.co.uk/news/technology-52101421

Likelihood of buying from a company associated with misinformation

Source: iResearch Services

- I would be less likely to purchase from them
- I would still purchase from them

85%

15%

Trust is key

90% of consumers we surveyed said that reliable information is a "very important" or "fairly important" factor in whether they choose to bu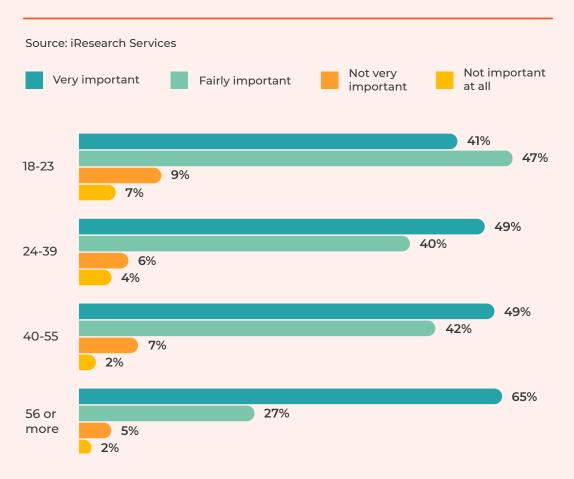y a product or service from a particular business. The majority of age groups surveyed found this "very important", other than the 18-23 cohort (**47%** felt it was "fairly important", compared to **41%** who thought it was "very important"). The highest proportion of those aged 56 and above **(65%)** found it "very important".

The data indicates a need for businesses to have a strategy in place to mitigate the risks of misinformation (which we detailed in our previous report). However, misinformation thrives best where there is a lack of accurate information. This suggests that businesses that are actively communicating with their customers and the public are best poised to stay ahead of fake news and possess more credibility when trying to mitigate any crises of disinformation.

Importance of reliable information when it comes to deciding whether to buy a product or service from a particular business

Source: iResearch Services

Legend: ■ Very important ■ Fairly important ■ Not very important ■ Not important at all

18-23
- Very important: 41%
- Fairly important: 47%
- Not very important: 9%
- Not important at all: 7%

24-39
- Very important: 49%
- Fairly important: 40%
- Not very important: 6%
- Not important at all: 4%

40-55
- Very important: 49%
- Fairly important: 42%
- Not very important: 7%
- Not important at all: 2%

56 or more
- Very important: 65%
- Fairly important: 27%
- Not very important: 5%
- Not important at all: 2%

EPISODE 4.
Misinformation, sustainability messaging and brand reputation

The risk of trust erosion

Trust is a crucial element in business. It makes or breaks brands. Without it, companies have an uphill battle when it comes to their brand reputation and marketing.

A point of agreement: research before buying

What all age groups agree on is the necessity of thorough and transparent information ahead of making purchasing decisions. This is clearly shown when they were asked whether reliable information drives their decision-making; most respondents agreed, across the generations (87% in the 18-23 age group, and 90% or above in all other age brackets). The largest gap between positive and negative perceptions is found between the age groups of 18-23 and 56+ but both groups still showed a clear requirement for reliable information.

Importance of reliable information when it comes to buying from a particular business

Source: iResearch Services

■ Very important / Fairly important   ■ Not very important / Not important at all

Age group	Very important / Fairly important	Not very important / Not important at all
18-23	87%	13%
24-39	90%	10%
40-55	91%	9%
56 or more	93%	7%

How trustworthy is sustainability messaging and marketing?

Greenwashing, or the act of overstating a business's eco-credentials, is a key messaging issue when it comes to sustainability. It is not necessarily a form of disinformation – businesses can be overenthusiastic when sharing their sustainability initiatives and end up overstating their efforts. We questioned our panel of consumers and business surveys about this, noting any gaps in perception.

Consumers reacted differently to sustainability messaging and marketing depending on their age group. According to our survey, the majority of consumers aged 18-55 thought that businesses were doing what they said (or more) in terms of sustainability. However, perceptions of consumers aged above 55 differed radically, with only 38% answering that they believe businesses do what they say (or more) – in fact, 62% of this group thought that businesses seemed to be doing less than promised. Consumers in the 18-23 group were the most optimistic about corporate sustainability messaging, with 74% believing in it.
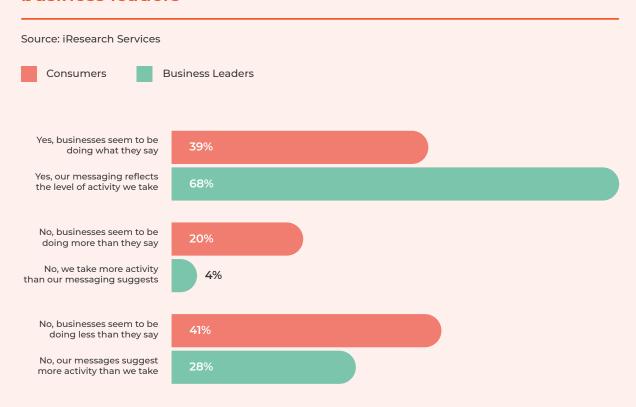
Do consumers trust in corporate sustainability brand messaging and marketing?

Source: iResearch Services

- **Yes, businesses seem to be doing what they say or more than they say**
- **No, businesses seem to be doing less than they say**

The gap between the mean of the 56+ group and the other age groups is 29% for both Yes and No

	18-23	24-39	40-55	Mean 18-55	56 or more
Yes	74%	66%	60%	67%	38%
No	26%	34%	40%	33%	62%

Given the importance of reliable information and trustworthy sustainability messaging and marketing to consumers, we wanted to find out if businesses have aligned their efforts accordingly. Of the 600 business leaders we surveyed, the majority (68%) claimed that their sustainability messaging reflected the level of activity taken. Consumers largely did not agree, with only 39% thinking that businesses seemed to be doing what they said. The highest proportion of consumers (41%) felt that businesses seemed to be doing less than they said. This perception gap indicates a figurative space in which mistrust is bred.

Businesses need to be able to determine if their messaging and marketing is posed at an accurate level, or if their customers need to be educated on how the companies are fulfilling their sustainability promises. In most cases, businesses will need to do both to build customer trust in their sustainability pledges, and to build on their reputation as eco-friendly brands.

Sustainability messaging: Perceptions of consumers vs business leaders

Source: iResearch Services

■ Consumers   ■ Business Leaders

Yes, businesses seem to be doing what they say	39%
Yes, our messaging reflects the level of activity we take	68%
No, businesses seem to be doing more than they say	20%
No, we take more activity than our messaging suggests	4%
No, businesses seem to be doing less than they say	41%
No, our messages suggest more activity than we take	28%

EPISODE 5.

**Snapshots: COVID-19;
financial scams**

Healthcare: COVID-19 misinformation

Much of the discourse surrounding misinformation in the healthcare sector is centered around its risk to individuals. Companies have a duty of care to patients – but also need to protect themselves (and their brand reputation and bottom line) from the hazards of misinformation.

The healthcare sector was thrust in the spotlight during the COVID-19 pandemic. Since then, it has been facing heightened scrutiny when it comes to misinformation. We surveyed perceptions around how well healthcare companies have performed when it came to combatting misinformation specifically related to COVID-19. Respondents across all regions thought that companies we doing very or fairly well (75% in APAC, 66% in North America and 61% in Europe).

How well are healthcare companies doing at combatting COVID-19 misinformation?

Source: iResearch Services

By region

- 🟥 Very well/Fairly well
- 🟨 Poorly
- 🟩 Not taking action at all

Europe (Net)
- Very well/Fairly well: 61%
- Poorly: 28%
- Not taking action at all: 8%

North America (Net)
- Very well/Fairly well: 66%
- Poorly: 21%
- Not taking action at all: 8%

APAC (Net)
- Very well/Fairly well: 75%
- Poorly: 19%
- Not taking action at all: 3%

We saw the widest gap in responses from Italy, where 68% of people thought that healthcare companies were handling general health-related misinformation very or fairly well, but only 50% thought the same about how these businesses were dealing with COVID-19 misinformation.

On the other hand, respondents from India felt that healthcare businesses were managing misinformation around COVID-19 better than general health-related falsehoods (90% vs 84%).

Healthcare companies need to be able to manage current levels of risk borne by misinformation and both anticipate and protect themselves against the proliferation of fake news that could have significant impact on both patients and the companies themselves.

Prevalence of misinformation: General health vs COVID-19

General health related misinformation

Singapore	84%
India	84%
Hong Kong	76%
Japan	70%
UK	70%
USA	69%
Italy	68%
Germany	66%
China	68%
Australia/ New Zealand	62%
Spain	62%
France	56%

COVID-19 misinformation

India	90%
Singapore	86%
China	72%
Japan	74%
Hong Kong	72%
China	
USA	66%
UK	64%
Germany	62%
Spain	60%
Australia/ New Zealand	58%
France	52%
Italy	50%

Business leaders in most APAC countries think their companies fared better during the pandemic, led by India...

...while Europe, Australia/New Zealand and USA struggled more with misinformation
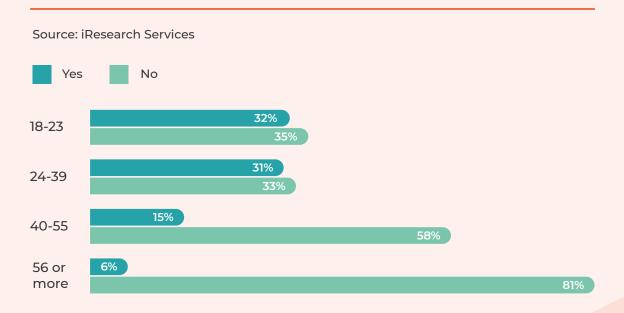
Financial scams

Data from Barclays shows that, while older generations (aged 71+) are typically thought of as the most vulnerable to scams, it is the 21-30 age group that suffers the most risk.[2] After all, as our own survey shows, younger adult age groups seem to be more trusting.

A separate study[3] that we conducted in 2021 with 500 UK banking customers corroborates this data. Out of the respondents who trusted their bank with their data when using digital services, 97% were made up of a younger demographic, aged 18-39. Data from our misinformation survey also shows that victims of financial scams involving misinformation were the

most common among the 18-23 age group (32%), compared to the 56+ group (6%).

It's worth noting that, if current trends continue, people in more trusting younger age groups will grow into less trusting older generations – so companies that are not able to combat misinformation still have plenty of time to lose the trust of these groups.
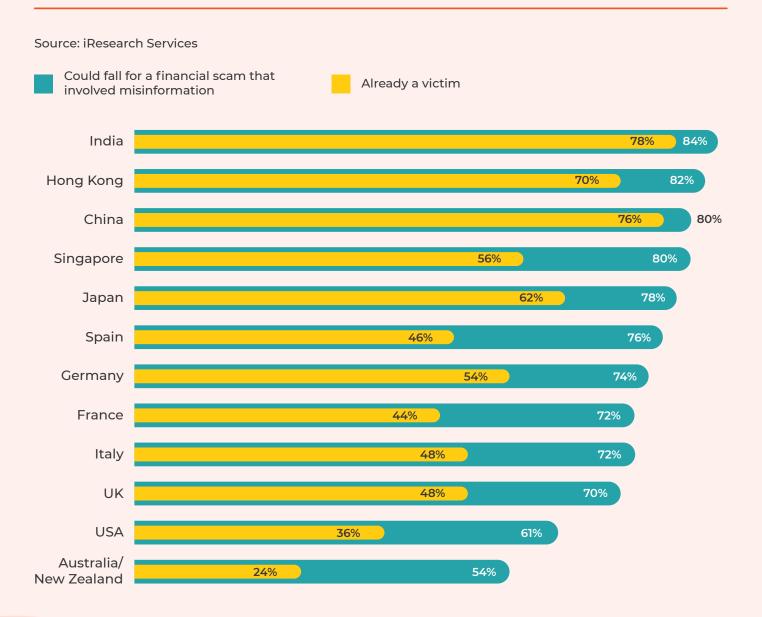
Have you been the victim of a financial scam that involved misinformation, for example, fake news?

Source: iResearch Services

Legend: ■ Yes ■ No

Age group	Yes	No
18-23	32%	35%
24-39	31%	33%
40-55	15%	58%
56 or more	6%	81%

2   Barclays (2021), Portrait of a Scam Victim: Misconceptions leave younger Brits more susceptible to scams, Barclays, https://home.barclays/news/2021/08/portrait-of-a-scam-victim--misconceptions-leave-younger-brits-mo

3   Kinsella, R (2021), Transparency, Trust and Technology: The Future of Financial Services, iResearch Services, https://www.iresearchservices.com/transparency-trust-and-technology-the-future-of-financial-services

Victims of financial scams

Legend:
- Could fall for a financial scam that involved misinformation (teal)
- Already a victim (yellow)

Country	Already a victim	Could fall for a financial scam that involved misinformation
India	78%	84%
Hong Kong	70%	82%
China	76%	80%
Singapore	56%	80%
Japan	62%	78%
Spain	46%	76%
Germany	54%	74%
France	44%	72%
Italy	48%	72%
UK	48%	70%
USA	36%	61%
Australia/New Zealand	24%	54%

Disinformation has many faces in financial services; for this report, we are focusing on financial scams relating to misinformation. It is a deeply personal issue, as it can mean consumers being defrauded of their hard-earned funds.

Across most regions, we found that countries where most people felt they could fall for a financial scam driven by misinformation were also typically countries where larger proportions of respondents had already fallen victim to such scams. For example, 84% of consumers in India believed they could fall for such scams, and 78% said that they already had – these are the highest rates among the countries we surveyed. The lowest rates are in Australia and New Zealand, where only 54% of consumers thought that they might become the victims of these types of scams, and only 24% admitting to having had this happen to them.
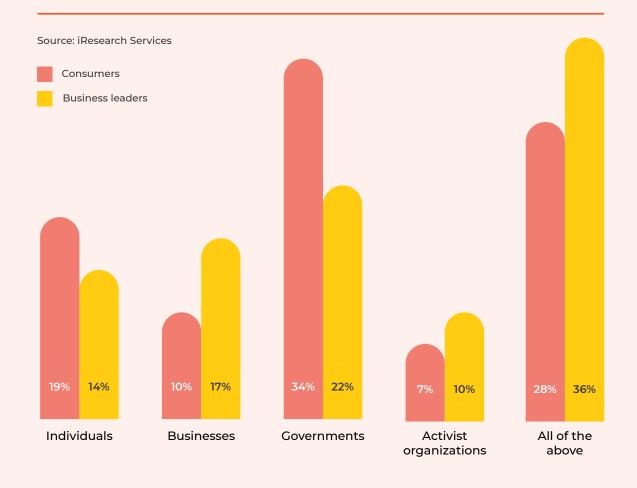
Despite this, 91% of financial services businesses leaders felt that their businesses were doing well at combating misinformation. This suggests that there is still a lot of work to be done for the industry's perception to match the reality of its customers.

EPISODE 6.
Wild Wild West: Are businesses poised to combat misinformation?

Who holds the most responsibility for combating misinformation?

Businesses and consumers are split as to who bears the responsibility for combating misinformation. While a larger share of consumers believe that governments should be held accountable for this (34% of consumers versus 22% of business leaders), business leaders assign a larger share of responsibility to the business world (17% of business leaders versus 10% of consumers). The lion's share of respondents, though, consider that the responsibility for combating misinformation is multi-faceted and collective – essentially, that everyone has a responsibility to join in the fight (28% of consumers and 36% of business leaders).

Who holds the most responsibility for combating misinformation?

Source: iResearch Services

- Consumers
- Business leaders

Category	Consumers	Business leaders
Individuals	19%	14%
Businesses	10%	17%
Governments	34%	22%
Activist organizations	7%	10%
All of the above	28%	36%
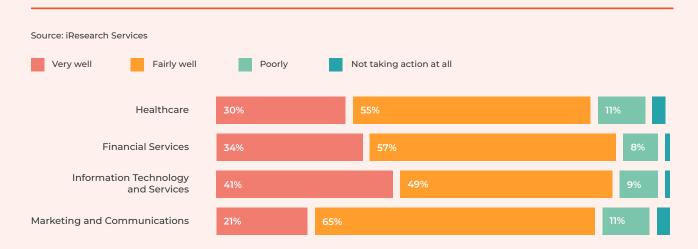
Are businesses doing enough?

How do business leaders from different sectors evaluate themselves on their efforts to prevent misinformation? The majority of them thought that they were doing 'fairly well'. In terms of those who thought they were doing 'very well', business leaders in information technology and services had the most confidence in the efforts taken by their sector (41%). This is unsurprising, given the pressure that the industry is under to stamp out fake news and other modes of disinformation. This was followed by professionals in financial services (34%) and healthcare (30%). We saw the lowest proportion among those in marketing and communications (21%), which suggests that there is still a lot of work to be done. As previously mentioned, it is not enough for businesses to be actively taking protective steps against misinformation – they also need to communicate their expertise to be seen as credible, trustworthy experts.

How well do you think your business is doing at combatting misinformation in your industry?

Source: iResearch Services

| Very well | Fairly well | Poorly | Not taking action at all |

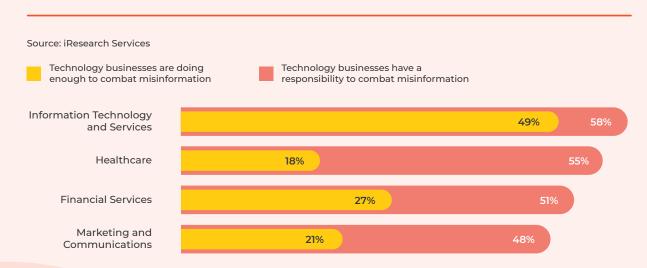|	Very well	Fairly well	Poorly	Not taking action
Healthcare	30%	55%	11%	
Financial Services	34%	57%	8%	
Information Technology and Services	41%	49%	9%	
Marketing and Communications	21%	65%	11%	

Are technology businesses doing enough?

Technology companies are considered to be on the forefront of the fight against misinformation; on average, 91% of business leaders across all sectors consider that the technology sector has a "complete" or "partially complete" responsibility to combat misinformation. However, only 80% think that technology businesses are doing enough, indicating that the industry still has much work to do.

While the data shows a strong consensus that technology companies have a responsibility towards the consumer, it is interesting to note that technology companies themselves also rate their industry's efforts the highest, with 49% saying that they are doing enough to combat misinformation. In contrast, only 27% in financial services, 21% in marketing and communications and 18% in healthcare said the same about the sector's efforts. This suggests that wider knowledge is needed outside the tech industry about the efforts that the sector is taking to stamp out misinformation. It could also suggest that other industries are slow to witness any direct effects of the tech sector's efforts on their own businesses.

Are technology businesses playing a sufficient role in combatting misinformation?

Source: iResearch Services

🟨 Technology businesses are doing enough to combat misinformation

🟧 Technology businesses have a responsibility to combat misinformation

	Doing enough	Have a responsibility
Information Technology and Services	49%	58%
Healthcare	18%	55%
Financial Services	27%	51%
Marketing and Communications	21%	48%

The preparedness of businesses to face negative impact from disinformation, by country

Source: iResearch Services

Country	Percentage
USA	94%
India	93%
Hong Kong	93%
Australia/New Zealand	93%
Singapore	93%
Germany	93%
Italy	93%
UK	89%
France	87%
Japan	80%
China	80%
Spain	73%

How prepared are businesses to face any negative impact from disinformation?

Most business leaders around the world feel that companies are adequately prepared to combat misinformation, with only Spain scoring below 80% on that front, at 73%. Those in the US (94%) showed most confidence.

Businesses in the regions we surveyed said that building trust with employees, clients and affiliates was the main step that they were taking to combat misinformation (89% in both North America and APAC, and 86% in Europe). However, the marketing and communications sector felt that it lagged behind other industries in this regard, as mentioned earlier. This reiterates the point that more work needs to be done by companies to convey reliable information.

Next on the priority list for businesses in APAC and North America is the involvement in policy and governance related to misinformation (85% and 83%). Companies in Europe, on the other hand, were investing in reliable brand messaging and communications (82%).

Demystifying data seems to be a lower priority for most companies, at 82% in the APAC region, 78% in North America and 74% in Europe. Only 35% of business leaders overall said that their companies were actively taking steps to demystify data to mitigate the risk of misinformation.

As we have reiterated repeatedly, establishing credibility is a key tool in a business's arsenal in the fight against misinformation. A key element of this is being able to communicate data – hard facts – in a persuasive and engaging manner. Through compelling data storytelling, companies can be seen as reliable experts in their fields — and as trustworthy sources who can speak out against disinformation.

Steps businesses have taken against misinformation

Source: iResearch Services

- Getting involved in policy and governance concerning misinformation
- Having the organisational structure and personnel to deal with it
- Investing in reliable brand messaging and comms
- Building trust with employees, clients and affiliates
- Demystifying data

Europe (Net)
- 78%
- 78%
- 74%
- 82%
- 86%

North America (Net)
- 83%
- 77%
- 78%
- 79%
- 89%

APAC (Net)
- 85%
- 81%
- 82%
- 83%
- 89%

VOICE OVER

We hope you have enjoyed our digestible data stories. As misinformation continues to proliferate, companies need to be able to both protect themselves from the risk and be able to communicate their expertise in order to establish themselves as credible, trustworthy experts, particularly in the digital sphere. Our previous report, **The New Reality: Mitigating the Risks of Misinformation**, provides solutions to the latter, to help businesses mitigate risk. To achieve this, companies need to be able to supply high-quality, authentic content to cement their positions as industry experts.

CREDITS

About iResearch Services

iResearch Services is a global data and insight-driven thought leadership agency. Research is at the heart of everything we do, with evidence-based research knowledge empowering brands to connect with their audiences to build digital trust and be respected as thought leaders. Thought leadership enables brands from all sectors to become powerful authorities, helping them to deliver influential, impactful, insight-based opinions.

iResearch Services helps clients to unearth customer challenges and tackle topics to drive business and societal change. Our all- encompassing service, from research, to thought leadership, to activation and lead generation strategies, makes us the thought leadership partner of choice for clients across technology, financial and professional services.

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research to relationships

IN CASE YOU MISSED IT...

The New Reality:
Mitigating the Risks
of Misinformation

How is fake news related to disinformation, and what are the risks of both to businesses?

Who are the stakeholders when it comes to combating misinformation?

How can you protect your business and bottom line?

Access our global insights to find out how to protect your business from the threats of misinformation.

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The New Reality:
Mitigating the Risks
of Misinformation

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misinformation

Broadly defined, misinformation is the dissemination of inaccurate facts. Unlike disinformation, which involves the specific intent to deceive, misinformation is a wider umbrella term, which operates regardless of intention.

At its core, the infrastructure of misinformation involves at least two parties, the misinforming and the misinformed; however, the speed and ease of exchange of information in today's world creates a complex network of inaccuracy, that, in aggregate, poses a significant problem to consumers, businesses and society at large.

Our survey of 1000 consumers found that an overwhelming majority regarded misinformation as a pressing issue societally, for business and individuals.

92%
said that misinformation was a problem at a personal level

93%
said that misinformation was a problem to society at large

94%
said that misinformation was a problem to businesses

Only 7% said that it wasn't a problem to consumers and businesses and 6% said it wasn't a problem to society.

The same study showed the same level of concerns among business leaders:

95%
of business leaders surveyed said that misinformation was a problem to consumers

94%
of business leaders surveyed said that misinformation was a problem to businesses

96%
of business leaders surveyed said that misinformation was a problem to society at large

THE END