WHEN "SEEING" ISN'T BELIEVING: THE MTM GAUGES CANADIANS PERCEPTION OF "FAKE NEWS"

January 12, 2018 – The Media Technology Monitor (MTM) kicks off a new year with a special report on a pressing topic. The MTM found over half of Canadians are concerned about the impact of "Fake News." Fake news is defined as false, often sensational information disseminated under the guise of news reporting. Fake news has long been available, but discussion surrounding it has reached new heights within recent years. From Brexit to American politics, discussions around fake news and "alternative facts" have become a central discussion point in the media. Many online "news" sites provide inaccurate stories that Canadians are sharing with others and spreading misinformation. The rise in prominence of fake news has threatened the credibility of many legitimate news sources. In light of this, it is vital to understand how Canadians feel about this paradigm shift in news media.

Some of the highlights from the **Fake News** report include:

- Over half of Canadians are concerned about the impact of "fake news." Further to that, nearly a third of Canadians say they are "extremely concerned" about the consequences of fake news;
- With the origin of the phenomena of "fake news" in the U.S., Anglophones report higher concerns with the consequences than Francophones (52% vs 36% respectively)
- Older Canadians and those with university education tend to be more concerned with fake news.

The results are based on a Spring 2017 mixed-methodology survey (telephone and follow-up online surveys) of 4,168 Canadian respondents across the country. For more information on the MTM, please visit our Portal at **www.mtm-otm.ca** or call: 1-855-898-4999