



TRUTH, TRUST AND FAKE NEWS: THE CANADIAN PERSPECTIVE.

October 30, 2018 – The MTM tackles how a modern media landscape has shifted Canadian perspectives on fake news and impacted trust in different sources for news content in their new groundbreaking report. Advancement and ubiquity surrounding communications technology means disinformation can spread almost immediately, and across multiple media platforms and outlets. This can, in turn, erode trust in sources of news and media when reports with conflicting or biased information appear.

This report specifically examines how concerned Canadians are about the impact of fake news in the 2019 federal election, as well as their levels of trust in different categories of media outlets, specifically, traditional media, social media, independent online news and alternative/non-traditional media.

Highlights from the [Information Disorder report](#) include:

- The impact of “fake news” is something that the majority of Canadians are concerned about, especially with regards to the topic of upcoming Canadian elections. Three-quarters of Canadians indicated they have at least some level of concern about the potential impact of fake news on next year’s federal election.
- Online Canadians still put the most trust in the traditional, mainstream media over many of the alternatives available online. Three quarters (72%) of Canadians give traditional media top marks – 7 to 10 rank on a 10 point scale
- Social media has been a touch point for the dissemination of fake news and disinformation, as a result, the vast majority of online Canadians don’t put much trust in social media as a news source. However, those who use social media for news content report high levels in trust of traditional media.

The results are based on a Spring 2018 mixed-methodology survey (telephone and follow-up online surveys) of 4,100 Canadian respondents across the country. For more information on the MTM, please visit our [Portal](#) or call: 1-855-898-4999