

FAKE NEWS

Fake News

Analysis of the Canadian Market

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Introduction



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“Fake news” has long been available, but in the last few years it has become more talked about. From Brexit to American politics, discussions around fake news and “alternative facts” have become common discussion points in the media. Many online “news” sites provide inaccurate stories that Canadians are sharing with others and spreading disinformation. With this rise in prominence of fake news, many legitimate news sources are having their credibility questioned. In light of this, this year the MTM asked Canadians about their perceptions of fake news.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the Spring 2017 survey unless otherwise noted.*