



Truth and Consequences : Understanding the Impact of Fake News in Modern Canada

Analysis of the Canadian Market

Published: December 10, 2019



Introduction



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While the information super highway allows Canadians easy access to news content, it also provides a platform for those who want to mislead people with fake news. This creates unease among users, but people are also unsure of who should be overseeing news content to ensure its veracity.

This report delves into the issue of fake news, how concerned Canadians are about it, what they do when they suspect false content, and who should be monitoring the industry.

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 online portion of the Spring 2019 survey unless otherwise noted.*

**Data in this report coming from the phone portion of the survey will be identified with this symbol †.*