

FAKE NEWS RESEARCH

1 How many people consider being impacted by fake news?

63% of the citizens in 2 key cities claim to **have been in contact with fake news** in the past 3 months

65% of them faced fake news **AT LEAST ONCE A WEEK**

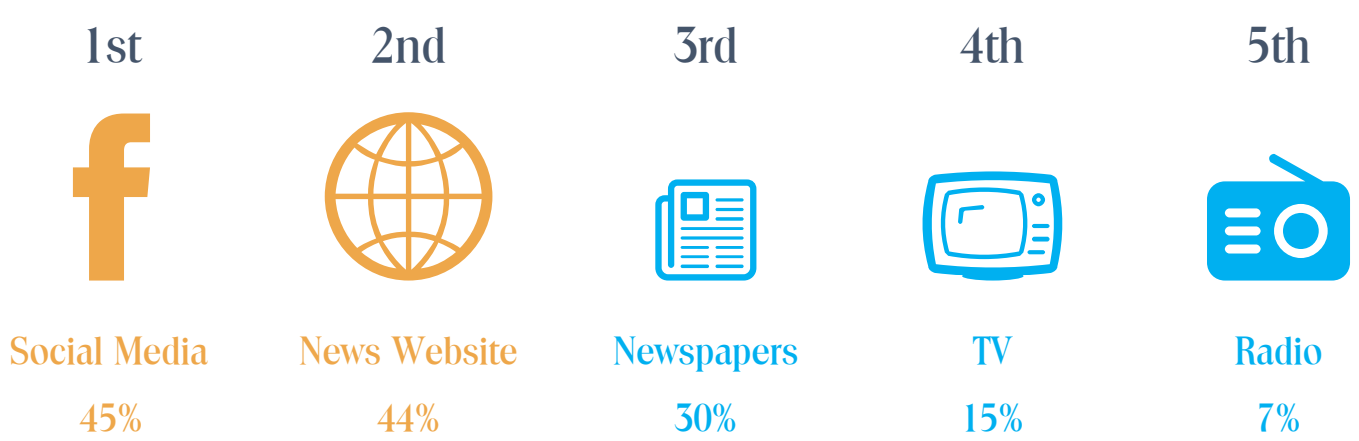


Journalism Quality ranks **10th in social concerns** among the population

2

3 More fake news are perceived to be found online

Among various contacting channels, people are exposed to fakes news mostly through **ONLINE CHANNEL**, including **Social Media** and **News Website**. Still **30%** consider having been **exposed to fakes news in newspapers**



Fake News top "victim"

4



City: **Hanoian**



Gender: **Male**



Age: **18 - 34 years old**



Income: **Middle to High Income**



Online frequency: **Daily**



Social Media account: **Facebook, Zalo, Youtube, Viber, Instagram**



5 More actions should be taken to prevent fake news

88% agree

6% disagree



➔ This suggests that people are concerned about fake news, well-aware of its impact on their daily lives, and hope for the involvement of those in charge

Q9: How often do you use Internet on a computer/phone/tablet/ipad/smartTV, including using applications that connect to a social media?

Q11: In the past 3 months, have you been in contact with news that you doubt about the truthfulness on the following media

Q12: How frequently do you think you are in contact with fake news from any media?

Q15: Do you think more action should be taken to prevent fake news from being published or aired in the media?

Methodology - Hot Spots Survey by Indochina Research

METHODOLOGY

- Market: Hanoi and HCM urban
- F2F interview with tablet
- Sample: Convenient with quotas
- Location: 2 key urban market
- 3 Spots: Office Buildings, Shopping Centers, Walking Streets
- Total minimum sample: n = 300
- Time: April 2019

SAMPLE

- Location: Hanoi/HCM City = 50/50
- Gender: Male/Female = 50/50
- Age group: 18 - 24 years old: 24%
25 - 34 years old: 30%
35 - 44 years old: 24%
45 - 60 years old: 22%
- Income: Low income (HIB < 10t): 19%
Middle income: (10t < x < 20t) : 41%
High income (HIB > 20t) : 40%

