

**KNIGHT FOUNDATION/GALLUP  
KEY TRENDS ON MEDIA, TECH AND LOCAL NEWS**

**BASE QUESTIONS**

1. How much attention are you currently paying to each of the following? **[DISPLAY A-C IN RANDOM ORDER]**

- 1 A great deal
- 2 A moderate amount
- 3 Not much
- 4 None at all

- A. Local news
- B. National news
- C. International news

2. What is your overall opinion of the news media in the United States today?

- 1 Very favorable
- 2 Somewhat favorable
- 3 Neutral
- 4 Somewhat unfavorable
- 5 Very unfavorable

**INSERT PAGE BREAK**

3. Please name the top 2-3 news sources you use. Be as specific as possible. **[OPEN-ENDED]**  
**[DISPLAY THREE TEXT BOXES]**

**INSERT PAGE BREAK**

**TECH POLICY TREND ITEMS**

4. How concerned are you about each of the following issues? **[DISPLAY A-H IN RANDOM ORDER]**

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not very concerned
- 4 Not concerned at all

- A. The size and power of large technology companies
- B. The size and power of large news media companies
- C. The privacy of personal data online
- D. Political ads on the internet
- E. Online foreign interference in U.S. elections
- F. The spread of misinformation on the internet
- G. Workers losing their jobs because of technology and artificial intelligence (AI)
- H. Hate speech and other abusive or threatening language online

**INSERT PAGE BREAK**

5. How much of a role, if any, should the government have in addressing these issues? **[DISPLAY A-H IN RANDOM ORDER]**

- 1 A major role
- 2 A minor role
- 3 No role

- A. The size and power of large technology companies
- B. The size and power of large news media companies
- C. The privacy of personal data online
- D. Political ads on the internet
- E. Online foreign interference in U.S. elections
- F. The spread of misinformation on the internet
- G. Workers losing their jobs because of technology and artificial intelligence (AI)
- H. Hate speech and other abusive or threatening language online

**INSERT PAGE BREAK**

6. Do you think elected officials and political candidates are paying too much, the right amount, or too little attention to issues dealing with technology or technology companies?
- 1 Too much
  - 2 Right amount
  - 3 Too little

**INSERT PAGE BREAK**

**CONTENT ONLINE**

7. How much have you heard or read about each of the following? **[DISPLAY A-B IN RANDOM ORDER]**
- 1 A great deal
  - 2 A fair amount
  - 3 Only a little
  - 4 None
- A. Attempts by the federal government to regulate how major internet companies operate in the U.S.
- B. Attempts by social media companies to deal with potentially harmful content that appears on their websites and apps

**INSERT PAGE BREAK**

The next set of questions are about social media companies like Facebook and Twitter.

8. When it comes to removing content from their website and apps that some people consider harmful, do you think social media companies are -- **[FORM 1: DISPLAY 1-3; FORM 2: DISPLAY 3-1]**?
- 1 Too tough
  - 2 About right
  - 3 Not tough enough
9. Who would you prefer to decide what can and cannot appear on social media websites and apps -- **[DISPLAY 1-3 IN RANDOM ORDER, THEN DISPLAY 4]**?
- 1 Independent boards that review decisions made by social media companies
  - 2 Social media companies themselves
  - 3 The federal government
  - 4 None of these

**INSERT PAGE BREAK**

10. How concerned are you that increased steps by major internet companies to exclude certain news items they see as problematic would do each of the following? [DISPLAY IN RANDOM ORDER]

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not concerned at all

- A. Restrict the expression of certain points of view
- B. Increase the influence of certain news organizations over others
- C. Give people a biased picture of the news
- D. Increase the influence of news that benefits the company and their preferred points of view

**INSERT PAGE BREAK**

11. Which statement comes closer to your view about social media? – [FORM 1: DISPLAY 1-2; FORM 2: DISPLAY 2-1]?

- 1 People should be able to freely express their views on social media, including views that are offensive
- 2 People should be restricted in what they can say on social media by societal norms or standards of what is fair or appropriate

**INSERT PAGE BREAK**

**POLITICAL ADS ON THE INTERNET**

12. **(ASK OF FORM C)** Which one of the following approaches to displaying political advertisements on the internet do you favor most? [Programmer: Form 1: Display 1-4; Form 2: Display 4-1]

- 1 Online political campaign ads should not be regulated because they are a form of free speech
- 2 Websites should be required to disclose who paid for a political campaign ad, how much it cost and who the ad is aimed at
- 3 Websites should not show any political ads in the final month of an election campaign
- 4 No political campaign ads should be shown on internet websites at any time

12A. **(ASK OF FORM D)** Which one of the following approaches to displaying political advertisements on the internet do you favor most? [Programmer: Form 1: Display 1-4; Form 2: Display 4-1]

- 1 Online political campaign ads should not be regulated because they are a form of free speech
- 2 Websites should be required to disclose who paid for a political campaign ad, how much it cost and who the ad is aimed at
- 3 Websites should not show any political ads in the final week of an election campaign
- 4 No political campaign ads should be shown on internet websites at any time

13. Suppose a political candidate's campaign wants to buy an online ad to reach certain voters. What information about its individual users should an internet company be able to use in deciding who should see the ad? **[PROGRAMMER: FORM 1: DISPLAY 1-3; FORM 2: DISPLAY 3-1]**

- 1 No information – the ad should be shown to anyone who uses the website of app without regard to their background characteristics
- 2 Limited, broad information, such as a person's gender, age, or zip code
- 3 Any available information, including specific information such as a person's interests, frequently visited websites, and search topics

#### **INSERT PAGE BREAK**

14. What should a major internet company do if a candidate wants to publish each of the following types of ads on its website or app? **[DISPLAY A-C IN RANDOM ORDER]**

- 1 Allow the ad to run
- 2 Allow the ad to run but warn its users it may contain false information
- 3 Refuse to run the ad

- A. An ad targeting supporters of an opposing candidate or cause that provides them the wrong election date
- B. An ad which says a politician voted for a policy he or she did not vote for
- C. An ad that misrepresents a candidate's position on an issue by providing some accurate facts or details but leaving out others

#### **INSERT PAGE BREAK**

#### **LOCAL NEWS**

15. Thinking about the financial state of local news organizations, how well do you think news organizations **in your local area** are doing financially?

- 1 Very well
- 2 Somewhat well
- 3 Not too well
- 4 Not at all well

16. Which of the following comes closer to your view, even if neither is exactly right: **[PROGRAMMER: ROTATE 1-2]**

- 1 Local and state news organizations are necessary for keeping me informed
- 2 National news organizations provide all the news I need to stay informed

17. Which comes closer to your view? **[PROGRAMMER: ROTATE 1-2]**

- 1 Local newspapers are vital and should be preserved even if they can't sustain themselves financially
- 2 A newspaper business is just like any other business that should be allowed to fail if it can't sustain itself financially

18. Which comes closer to your view? **[PROGRAMMER: ROTATE 1-2]**

- 1 Everyone in a local community should have access to local news, even if they don't pay for it
- 2 Local news should primarily be available to people willing to pay for it

**INSERT PAGE BREAK**

**MEDIA COVERAGE OF THE ELECTION**

19. When it comes to covering presidential election campaigns, do you think the news media gives too much, the right amount or too little coverage to each of the following? **[DISPLAY A-G IN RANDOM ORDER]**

- 1 Too much
- 2 The right amount
- 3 Too little

- A. Public opinion polls, including who is leading in the race
- B. The issues that matter most to voters
- C. Major campaign events, such as debates or conventions
- D. The policy positions of the candidates and political parties
- E. The candidates' qualifications for office
- F. Controversial statements or actions from a candidate's past
- G. The fairness of the voting process and election outcome

**INSERT PAGE BREAK**

20. How confident are you that each of the following will provide accurate information during the election campaign this year? **[DISPLAY A-C IN RANDOM ORDER]**

- 1 Very confident
- 2 Moderately confident
- 3 Not very confident
- 4 Not confident at all

- A. National news media
- B. News media in your local area
- C. Major internet companies like Google, Facebook, and Twitter

**INSERT PAGE BREAK**

**MISINFORMATION**

The next set of questions are about misinformation in news reporting.

By **misinformation** we mean:

Stories are made up or cannot be verified as accurate, but are presented to readers as if they are accurate.

21. If you had to estimate, what percentage of the news that you see *on television, in newspapers, or hear on the radio* do you think is misinformation?

**[Programmer, answer must be between 0 and 100]**

**Please enter in a number between 0 and 100.**

— — —

**INSERT PAGE BREAK**

22. If you had to estimate, what percentage of the news that you see on *social media* do you think is misinformation?

**[Programmer, answer must be between 0 and 100]**

**Please enter in a number between 0 and 100.**

— — —

**INSERT PAGE BREAK**

23. Next, please say whether you turn to any of the following when you are uncertain about facts you hear in news stories. **[DISPLAY A-E IN RANDOM ORDER]**

- 1 Yes, turn to
- 2 No, do not turn to

- A. Independent fact-checking websites
- B. The news sources you use most often
- C. News sources that report news from a different perspective than your own
- D. Internet web searches, such as on Google or Yahoo
- E. Friends or family who follow the news

**INSERT PAGE BREAK**

24. Can you name any organizations or websites whose main focus is fact checking news stories?

**[ALLOW THREE MENTIONS]**

*Please list your responses in the boxes below.*

**INSERT PAGE BREAK**

The next set of questions are about major internet companies, like Facebook, Twitter, Google, Yahoo, or Instagram.

25. Do you think major internet companies do -- or do not -- have an obligation to alert their users when they are certain a story being shared on their platforms (websites or apps) is misinformation?

- 1 Have an obligation
- 2 Do not have an obligation

26. How much would it concern you if major internet companies failed to alert users that a particular made-up story was misinformation?

- 1 A great deal
- 2 A fair amount
- 3 Not much
- 4 Not at all

27. How much would it concern you if major internet companies incorrectly labeled an accurate story as misinformation?

- 1 A great deal
- 2 A fair amount
- 3 Not much
- 4 Not at all



**INSERT PAGE BREAK**

As you may know, major internet companies are taking or considering taking steps to limit the spread of misinformation on their platforms (their websites or apps).

28. How effective do you think each of the following methods would be in limiting the spread of misinformation on major internet companies' platforms? **[DISPLAY A-E IN RANDOM ORDER]**

- 1 Very effective
- 2 Somewhat effective
- 3 Not that effective
- 4 Not effective at all

- A. Showing readers ratings of a news organization's trustworthiness whenever a news story from that organization appears
- B. Giving greater prominence in "news feeds" or "trending" lists to stories from organizations with higher trustworthiness ratings
- C. Showing readers links to additional stories on the topic from other news organizations
- D. Showing readers a warning label that indicates a post contains inaccurate information (and provides links to factual information on the subject)
- E. Preventing readers from liking, sharing, or replying to social media posts that violate the social media company's rules

**INSERT PAGE BREAK**

29. If a major internet company identifies a certain post as containing misinformation, how likely are you to believe that it actually does contain misinformation?

- 1 Very likely
- 2 Likely
- 3 Unlikely
- 4 Very unlikely

**INSERT PAGE BREAK**

30. How worried are you about each of the following? **[DISPLAY A-D IN RANDOM ORDER]?**

- 1 Very worried
- 2 Moderately worried
- 3 Not very worried
- 4 Not worried at all

- A. Being fooled by false or misleading information that someone shared with me
- B. I might share false or misleading information with someone before realizing it was wrong
- C. I might miss hearing an important viewpoint because it was censored for being misinformation
- D. I might share misinformation that ends up harming someone else

**INSERT PAGE BREAK**

31. Do you think misinformation poses a greater threat, a similar threat, or a smaller threat to the U.S. than it did a year ago?

- 1 Greater threat than a year ago
- 2 A similar threat
- 3 Smaller threat than a year go

32. Are you taking any different steps now than you used to in order to avoid sharing misinformation with other people, or are you taking the same approach you always have?

- 1 Taking different steps
- 2 Taking the same approach as always

**[IF '1' IN Q.32, CONTINUE; OTHERWISE SKIP TO Q.34]**

33. What specifically are you doing differently?

**[INSERT THREE TEXT BOXES]**

**INSERT PAGE BREAK**

34. How much misinformation about recent U.S. news topics such as the election, protests and community violence, and the coronavirus pandemic do you think each of the following is spreading? **[DISPLAY A-M IN RANDOM ORDER]**

- 1 A great deal
- 2 A fair amount
- 3 A little
- 4 None

- A. National network news on TV
- B. Cable TV news
- C. Major newspapers
- D. State elected officials like governors
- E. Donald Trump
- F. Joe Biden
- G. Social media websites and apps
- H. Government agencies like the Centers for Disease Control (CDC) and World Health Organization (WHO)
- I. Foreign governments
- J. Democratic leaders in Congress
- K. Republican leaders in Congress
- L. My closest friends and immediate family members
- M. My extended family, friends, co-workers, and childhood acquaintances

**INSERT PAGE BREAK**

35. How concerned are you that misinformation on social media will sway the outcome of the 2020 presidential election?
- 1 Very concerned
  - 2 Moderately concerned
  - 3 Not too concerned
  - 4 Not concerned at all
36. If a social media company wanted to make changes to their rules about what can or cannot be posted on their websites and apps, should they do that -- ?
- 1 Before the November election
  - 2 After the November election
  - 3 Not make any changes to their rules
37. Please indicate your level of agreement with the following statement.
- “It is ok for people to spread misinformation if it helps a candidate I support get elected.”
- 1 Strongly agree
  - 2 Somewhat agree
  - 3 Somewhat disagree
  - 4 Strongly disagree

**INSERT PAGE BREAK**

**KNOWLEDGE OF COVID**

38. The death rate for the seasonal flu is around 0.1%. That means roughly one person dies from the seasonal flu for every 1,000 people who get it.
- From what you know or have read, or just your best guess, is the death rate from Coronavirus (COVID-19) greater than, less than, or the same as the death rate from seasonal flu?
- [PROGRAMMER: IF FORM 1: DISPLAY 1-3; IF FORM 2: DISPLAY 3-1]**
- 1 Less than the seasonal flu
  - 2 About the same
  - 3 Greater than the seasonal flu
39. Do you think the official death toll statistics in the U.S. from COVID-19 in the U.S. **[FORM 1: DISPLAY 1-3 FORM 2: DISPLAY 3-1]**?
- 1 Overstate the actual number of COVID-19 related deaths
  - 2 Accurately state the number of COVID-19 related deaths
  - 3 Understate the actual number of COVID-19 related deaths

**INSERT PAGE BREAK**

40. How often do you use each of the following? **[DISPLAY A-F IN RANDOM ORDER]**?

- 1 Daily
- 2 A few times a week
- 3 A few times a month
- 4 Rarely
- 5 Never

- A. Facebook
- B. Google
- C. Twitter
- D. YouTube
- E. Instagram
- F. SnapChat

**INSERT PAGE BREAK**

41. How often do you share news stories you've seen online with other people, such as friends, family, or social media followers?

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Never

**INSERT PAGE BREAK**

**DEMOGRAPHICS**

42. In politics, as of today, with which political party do you most closely affiliate? **[Programmer: If FORM 1: DISPLAY 1-2-3-4; IF FORM 2: DISPLAY 2-1-3-4]**

- 1 Republican
- 2 Democrat
- 3 Independent
- 4 Other party

**INSERT PAGE BREAK**

43. **[If Q42 = 3-4, INDEPENDENTS ONLY]** As of today, do you lean more to the Democratic Party or the Republican Party? **[Programmer: If FORM 1: DISPLAY 1-2-3; IF FORM 2: DISPLAY 2-1-3]**

- 1 Democratic Party
- 2 Republican Party
- 3 Neither/Other

**INSERT PAGE BREAK**

44. How would you describe your political views? [**Programmer: If FORM 1: DISPLAY 1-7; IF FORM 2: DISPLAY 7-1**]

- 1 Extremely liberal
- 2 Liberal
- 3 Slightly liberal
- 4 Moderate
- 5 Slightly conservative
- 6 Conservative
- 7 Extremely conservative

45. Which best describes the area where you live?

- 1 A rural area or on a farm
- 2 A small town or village
- 3 A large city
- 4 A suburb of a large city

**END - Read:** Thank you for taking this Gallup panel survey.

**[END OF SURVEY]**

**DO NOT DISPLAY ON SCREEN:** Copyright Standards

This document contains proprietary research, copyrighted materials and literary property of Gallup, Inc. It is for the guidance of your organization only and is not to be copied, quoted, published or divulged to others outside your organization. All of Gallup, Inc.'s content is protected by copyright. Neither the client nor the participants shall copy, modify, resell, reuse or distribute the program materials beyond the scope of what is agreed upon in writing by Gallup, Inc. Any violation of this Agreement shall be considered a breach of contract and misuse of Gallup, Inc.'s intellectual property.

This document is of great value to Gallup, Inc. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark and trade secret protection safeguard the ideas, concepts and recommendations related within this document.

No changes may be made to this document without the express written permission of Gallup, Inc.

Gallup® is a trademark of Gallup, Inc. All rights reserved. All other trademarks and copyrights are property of their respective owners.