



Information Disorder – Fake News & Trust

Analysis of the Canadian Market

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Introduction



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The increasingly rapid spread of information through online platforms and several recent events globally have brought trust in media, public perception and the concept of fake news into the spotlight.

This report delves into the issue of fake news, traditional vs. new platforms, and potential impacts for the upcoming Federal election.

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 2018 survey unless otherwise noted.*



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