



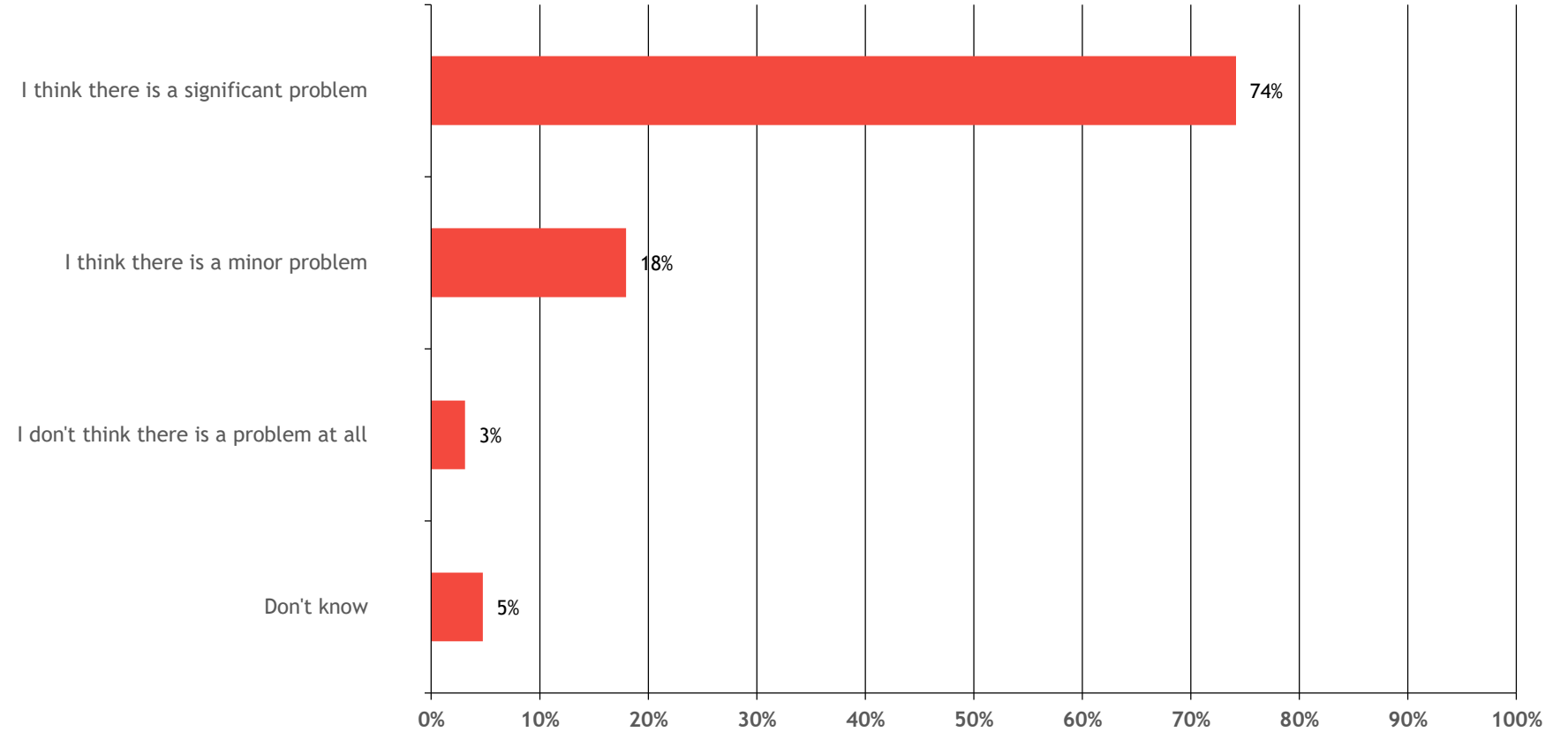
Information

Conducted by YouGov on behalf of NewsGuard
Fieldwork Dates: 8th - 12th April 2019



Information

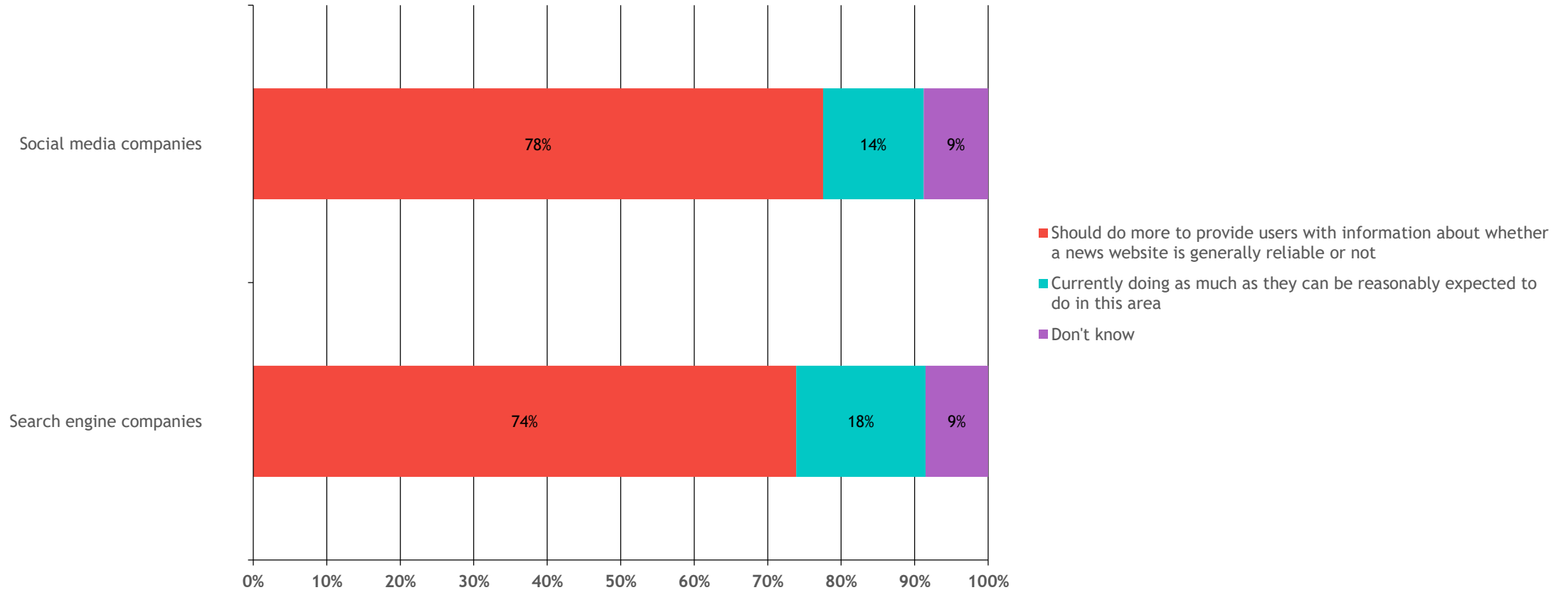
CNI_q1. To what extent, if at all, do you think there is a problem with false information and/ or misleading information on the internet today?



Unweighted base: All Italian adults online (1000)

Information

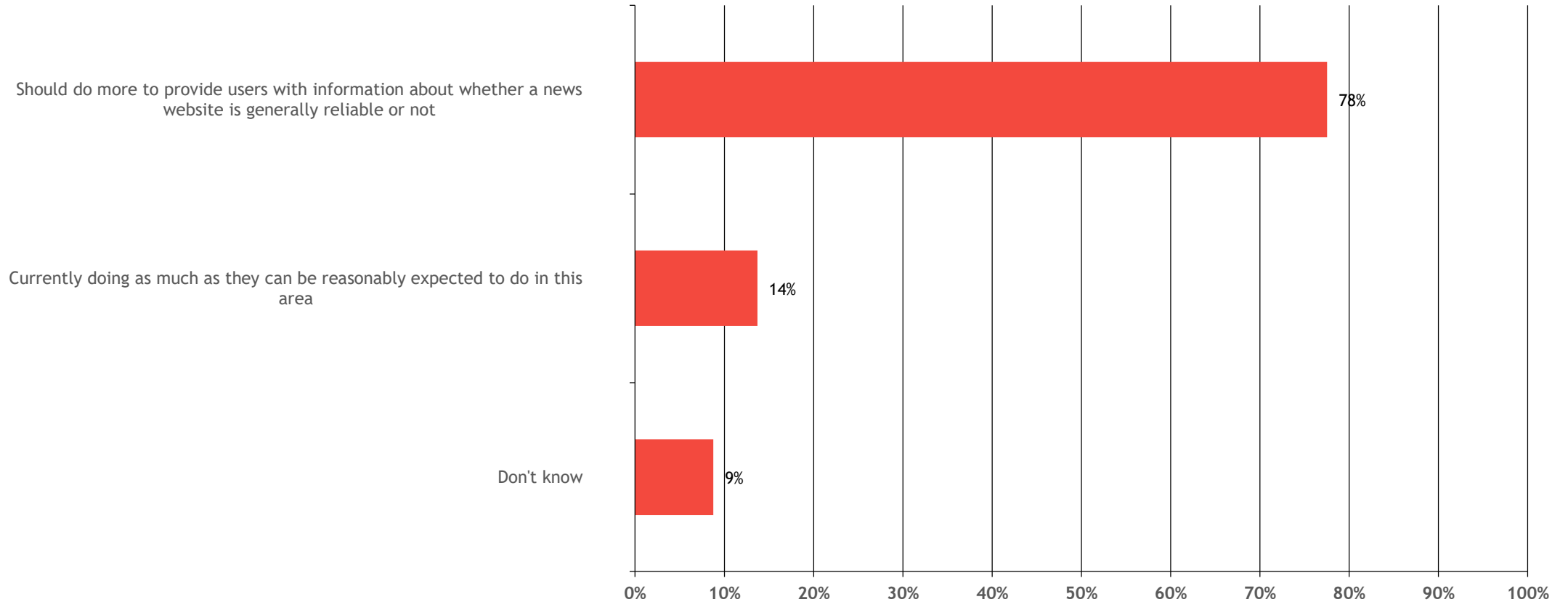
CNI_q2. Do you think that each of the following types of companies should do more to provide users with information about whether a news website is generally reliable or not, or do you think they are currently doing as much as they can be reasonably expected to do? (Please select one option on each row)



Unweighted base: All Italian adults online (1000)

Information

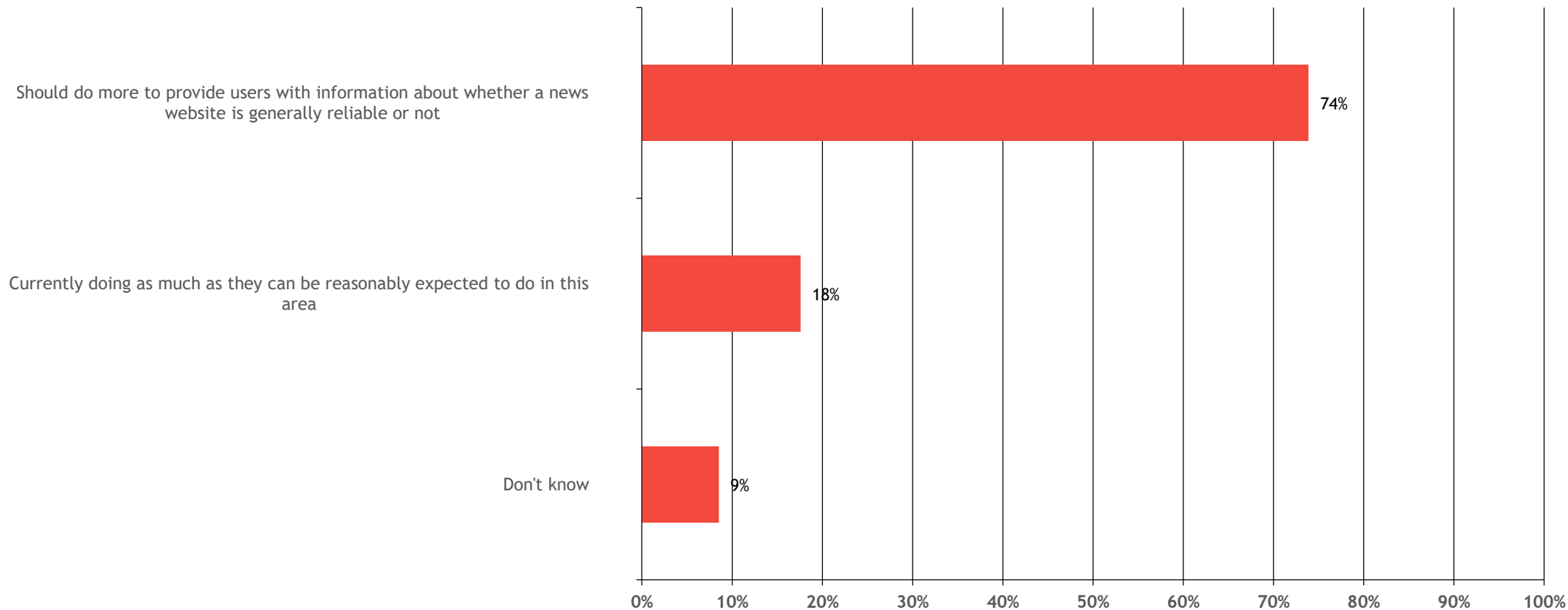
CNI_q2_1. Do you think that each of the following types of companies should do more to provide users with information about whether a news website is generally reliable or not, or do you think they are currently doing as much as they can be reasonably expected to do? (Please select one option on each row) - Social media companies



Unweighted base: All Italian adults online (1000)

Information

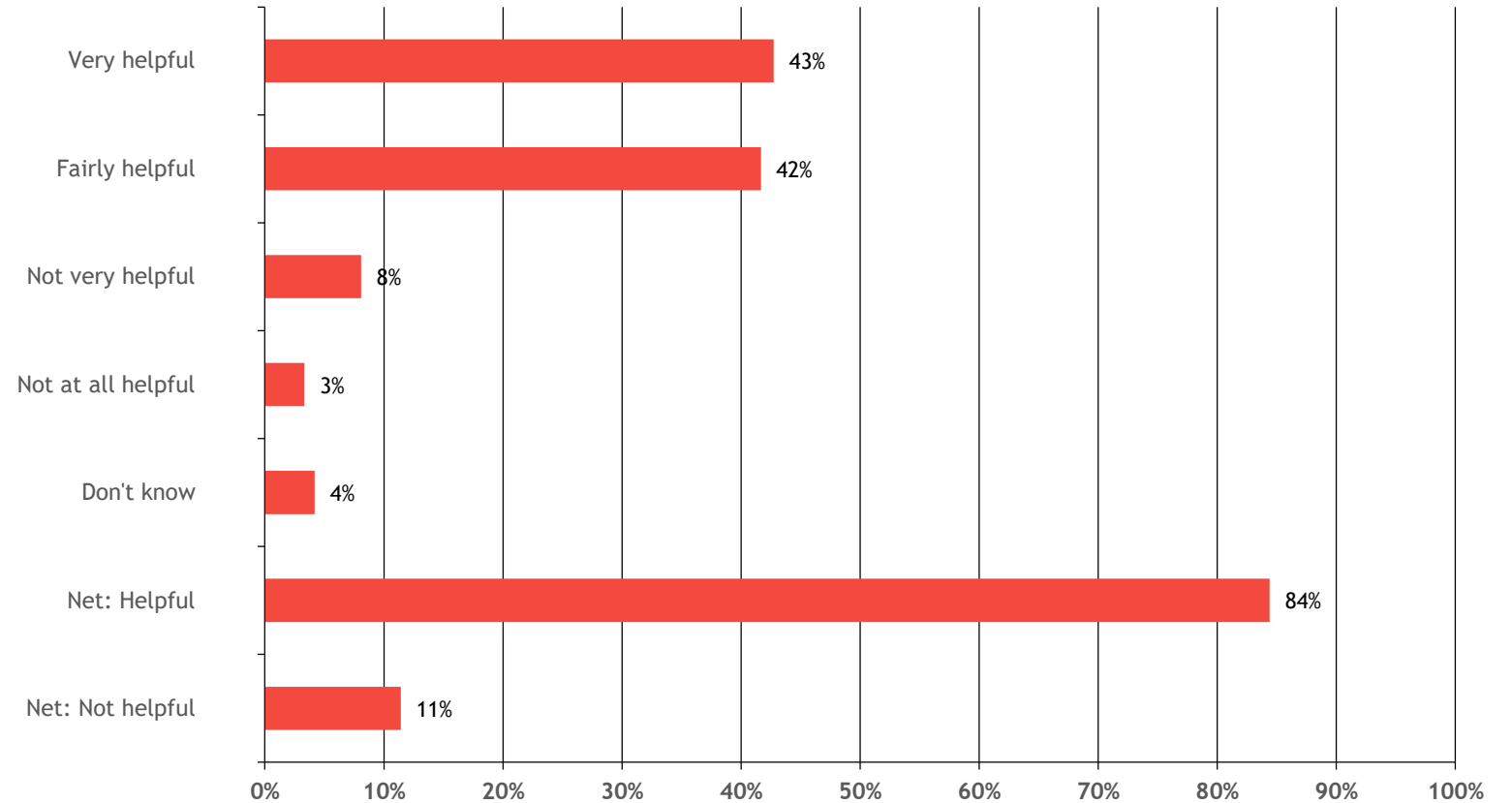
CNI_q2_2. Do you think that each of the following types of companies should do more to provide users with information about whether a news website is generally reliable or not, or do you think they are currently doing as much as they can be reasonably expected to do? (Please select one option on each row) - Search engine companies



Unweighted base: All Italian adults online (1000)

Information

CNI_q3. Please read the following information before answering the question that follows...Please imagine there was an independent service provided by experienced journalists with varied backgrounds you could use when browsing the internet which rated news websites with a "traffic light system". The traffic light system would rank each news website based on nine basic journalistic criteria—such as whether the site regularly publishes false content, reveals conflicts of interest, discloses financing, or publicly corrects reporting errors. Depending how a site then performs based on these criteria, a colour rating would be assigned (e.g. a site with a green rating generally follows basic standards of accuracy and accountability but a site with a red rating generally does not). Based on the description above, how helpful, if at all, do you think this service would be?



Unweighted base: All Italian adults online (1000)