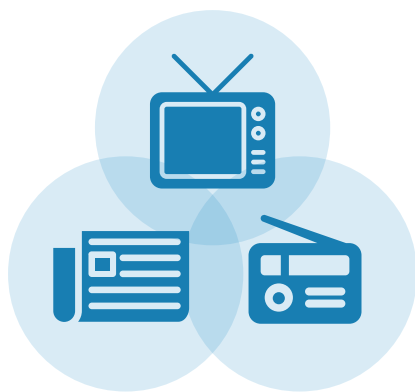


Social Media & COVID-19: A Global Study of Digital Crisis Interaction among Gen Z and Millennials

1 National mainstream media is still tops although Gen Z and Millennials rely on multiple sources for their COVID-19 information.



Most important sources of info
in a multi-source environment

43.6%
national news media

36.2%
use search platforms

35.2%
international news media

34.2%
social media content
from traditional media

Personal interaction ranks lower in terms of sources of information

22.4%
from family

19.8%
from friends

16.1%
from friends'
social media

2 Science content is seen as shareworthy

Most likely to share on social media

43.9%
scientific content

36.7%
information relevant
to themselves

28.5%
information that is
concerning

More likely to share this type of content

28.3%
articles

24.1%
videos

23.0%
images

3 Awareness of false news is high, but so is apathy

"Fake News" Awareness

59.1%
Very Aware

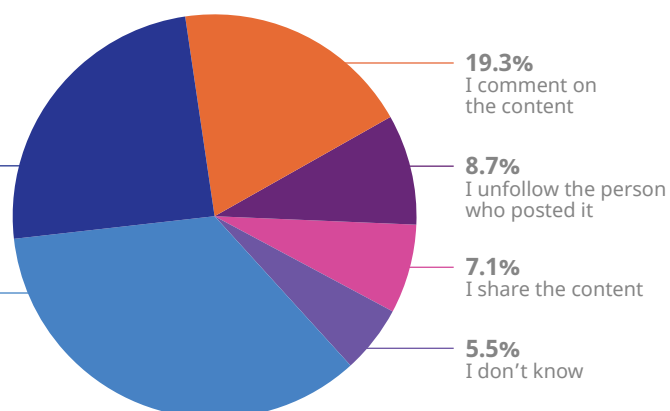
of the fact that COVID-19 information on
social media or messaging apps could be false

How one reacts to fake news

How do you react to COVID-19 information - shared by others
on social media/messaging apps - that you know is false?

24.4%
I report
the content

35.1%
I ignore the content



4 Gen Z and Millennials have multiple worries beyond getting sick

Top concerns included:

55.5%
risk of friends and family
contracting COVID-19

53.8%
economy crashing

Crashing economy is the top concern of respondents in
Australia, Argentina, Brazil, Colombia, Indonesia, Italy,
Morocco, Nigeria, Peru, South Africa, Spain, and Turkey

39.8%
employment uncertainty

5 Interest in COVID-19 vaccine is soaring



55.0%
are interested in information
regarding a COVID-19 vaccine

41.9%
state that social media content by
the WHO would be their first source

6 So much information, yet not the full picture

58.3%
are overwhelmed
by information

52.0%
have stopped paying
attention to COVID-19 news

Resourceful sceptics

59.3%
feel the media is not
telling them everything

57.1%
feel that their government is not giving
the full picture on the pandemic

Check out the full report and our interactive dashboard (covid19-infodemic.com)
for further breakdown of data by country age group and gender.

Methodology

The online survey of 23,500 citizens aged 18 to 40 was conducted by Pollfish in 24 countries. The included countries are Argentina, Australia, Brazil, China, Colombia, Egypt, France, India, Indonesia, Italy, Japan, Mexico, Morocco, Nigeria, Peru, Philippines, Russia, South Africa, South Korea, Spain, Sweden, Turkey, United Kingdom, United States with 1,000 responses from each country except South Korea with a sample of 500. After additional verification the final number of responses is 23,483.

Citizens were reached via their mobile devices between 24th Oct, 2020 to 7th Jan, 2021.

The sampling was designed to balance representation across gender and age groups. Overall gender split is 50.2% males and 49.8% females, with 21 of the 24 markets having near 50/50 split.