

# LIVING IN THE MATRIX

The growth of false and unreliable information on the internet is a cultural, political, and technological phenomenon that has become hard to tackle and it is impacting consumers, brands and media.

News fatigue is driving people to consume content to escape reality

**60%** of people agree that the news has become repetitive and it feels like they are living the same day over and over again

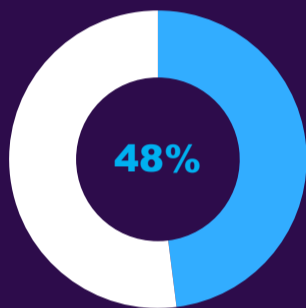
**49%** look for content that helps me escape reality

Truth is becoming a personal choice

With media and platforms becoming more fragmented than ever before, there are different voices, opinions, perspectives, beliefs and ultimately 'truths' that people identify with.

## TRUST ISSUES

The lack of trust in big media is pushing people to seek alternative sources, sometimes to challenge their view but also sometimes to confirm their own opinions. The pandemic and overflow of information, contradicting opinions and heightened emotions has made the trust divide even bigger.



have investigated new sources of information that provide them with the truth

**1 in 5** have shared information that has turned out to be fake

**47%** agree it is difficult to keep up with so many media platforms and content

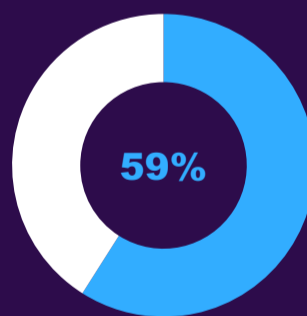
**53%** are struggling with the uncertainty of the pandemic situation

## SYSTEMIC POWER

There is a power struggle between the big media conglomerates and the rise of alternative media – especially the big tech media – that is increasingly dominating the digital space, which is also deemed guilty of polarising our view of the world.

**1 in 3** say that certain news around conspiracy theories based on Covid makes me feel insecure on what to believe

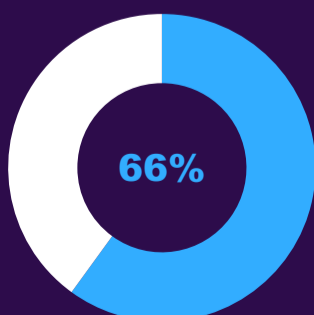
**42%** prefer to engage with like-minded communities in more exclusive and private platforms



are worried about misinformation online

## TECH INFLUENCE

The pandemic has accelerated consumers' reliance on technology to target users with the right content at the right time, but at the same time, concerns around data privacy and the power of AI influencing biases, omitting and censoring the content and information consumed is growing. So, initiatives that have more human-monitoring integrations into the processes are also on the rise.



agree that technology has been used to change the make-up of our societies

With more time spent online, consumers are increasingly aware of companies using their personal data.

**66%** are becoming more conscious of what brands do with their data

**52%** are happy to share their data if they get something good in return