

# The OECD Truth Quest Survey

## Methodology & Findings



Molly Leshner

Acting Head, Digital Connectivity,  
Economics and Society Division

[Molly.Leshner@oecd.org](mailto:Molly.Leshner@oecd.org)

# Truth Quest methodology

**21** countries

**5** continents

**40 765** respondents

Country	Language(s)
Australia	English
Belgium	French, Flemish
Brazil	Portuguese
Canada	English, French
Colombia	Spanish
Finland	Finnish
France	French
Germany	German
Ireland	English
Italy	Italian
Japan	Japanese
Luxembourg	French, German, Luxembourgish
Mexico	Spanish
Netherlands	Dutch
Norway	Norwegian
Poland	Polish
Portugal	Portuguese
Spain	Spanish
Switzerland	French, German, Italian
United Kingdom	English
United States	English

# Truth Quest methodology

Representative of the national population, with quotas used for targeting and weighting of key demographic indicators.

Table A B.1. Population and quotas used for targeting

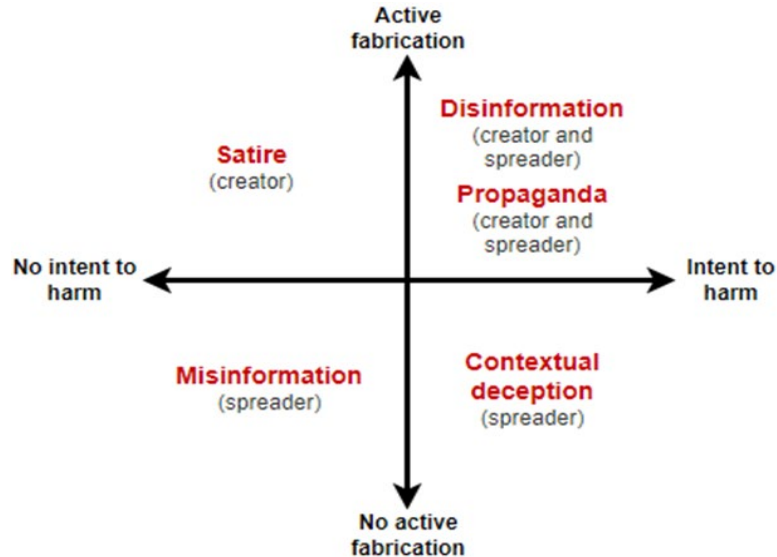
Country	Total number of respondents	Age	Gender	Sub-national region	Income	Education
Australia	2 021	Y	Y	Y	Y	Y
Belgium	2 014	Y	Y	Y	Y	Y
Brazil	2 013	Y	Y	Y	Y	Y
Canada	2 039	Y	Y	Y	Y	Y
Colombia	2 041	Y	Y	Y	N*	Y
Germany	2 006	Y	Y	Y	Y	Y
Finland	1 902	Y	Y	Y	Y	Y
France	2 002	Y	Y	Y	Y	Y
Ireland	2 020	Y	Y	Y	N*	N*
Italy	2 021	Y	Y	Y	N*	Y
Japan	2 012	Y	Y	Y	N*	N*
Luxembourg	1 503	Y	Y	Y	N*	N*
Mexico	2 005	Y	Y	Y	Y	Y
Netherlands	2 053	Y	Y	Y	N*	Y
Norway	1 811	Y	Y	Y	N*	Y
Poland	2 011	Y	Y	Y	N*	Y
Portugal	1 710	Y	Y	Y	N*	Y
Spain	2 007	Y	Y	Y	Y	Y
Switzerland	1 531	Y	Y	Y	Y	Y
United Kingdom	2 021	Y	Y	Y	Y	Y
United States	2 022	Y	Y	Y	Y	Y

Note: \* Quotas used not for targeting, but for post-stratification weighting.

Source: OECD Truth Quest Survey, 2024.

# Research questions: Taxonomy and theme

Can people distinguish some **types** of false and misleading content better than others?



Does the **theme** of content influence people's ability to discern fact from fiction?

Health



Environment



International Affairs



# Research questions: Content origin and “AI-generated” labelling

Does the **origin of content** affect people’s ability to detect false and misleading content?

Do “AI generated” **labels** influence people’s identification of content as true or false?



## GPT-4 Prompt

According to the OECD definition, disinformation refers to verifiably false or misleading information that is knowingly and intentionally created and shared for economic gain or to deliberately deceive, manipulate or inflict harm on a person, social group, organisation or country (EC, 2019). Fake news, synthetic media, including deepfakes, and hoaxes are forms of disinformation, among others. Please generate one surprising short claim that is true and one that falls under this definition. It should be in the health theme.

News

5 minutes ago ★

Text generated by artificial intelligence

**A black leopard was confirmed in Africa for the first time in 100 years.**

A Kenya-based biologist heard about a black leopard lurking around the bushlands of the Loisaba Conservancy...



News

5 minutes ago ★

Text generated by artificial intelligence

**A black leopard was confirmed in Africa for the first time in 100 years.**

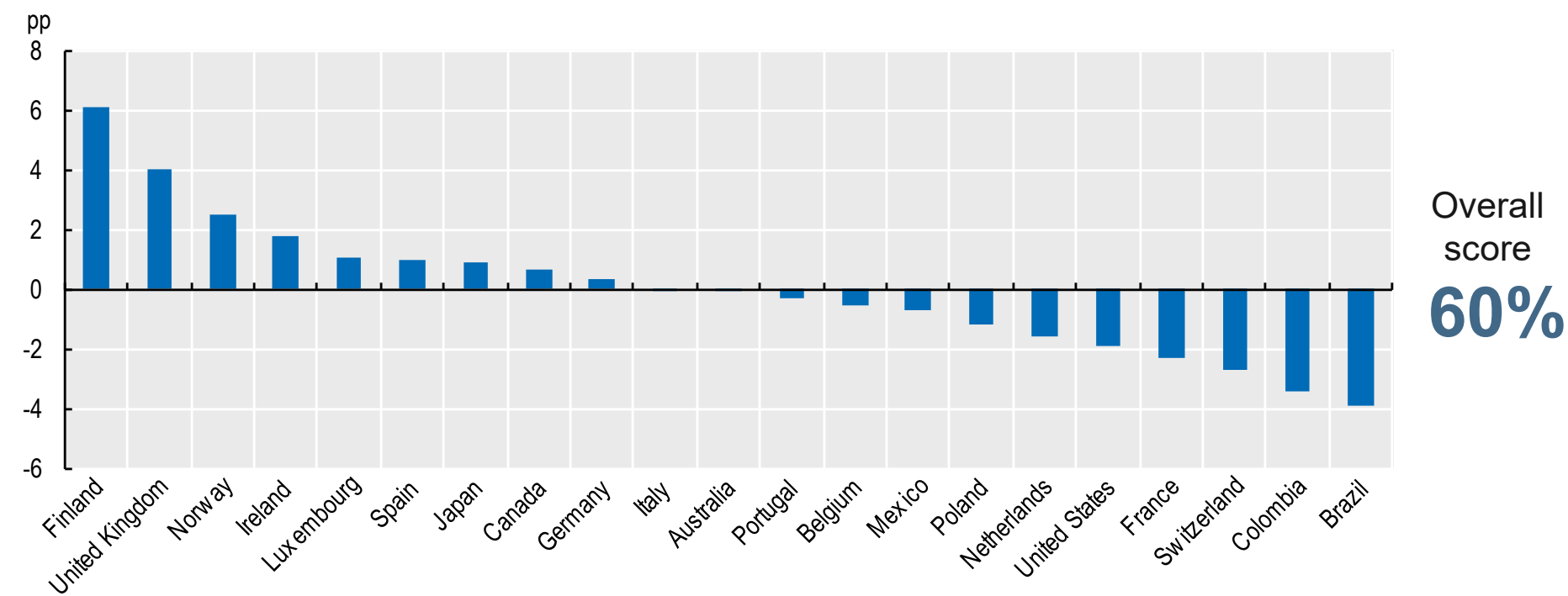
A Kenya-based biologist heard about a black leopard lurking around the bushlands of the Loisaba Conservancy... [more](#)



# KEY FINDINGS

# Overall Truth Quest scores

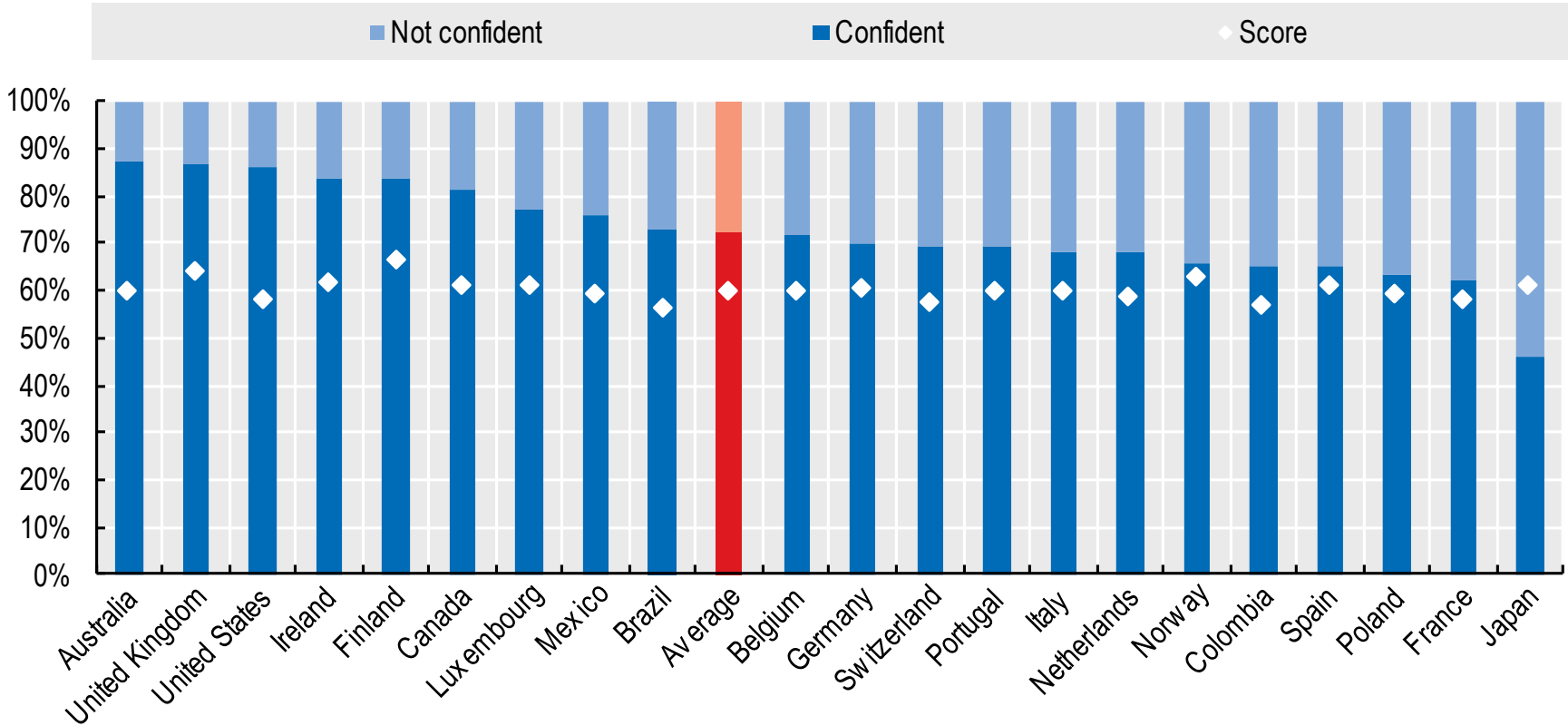
Difference between the overall average Truth Quest score and country-specific scores





# Perceived ability to identify false and misleading content online is uncorrelated with measured ability

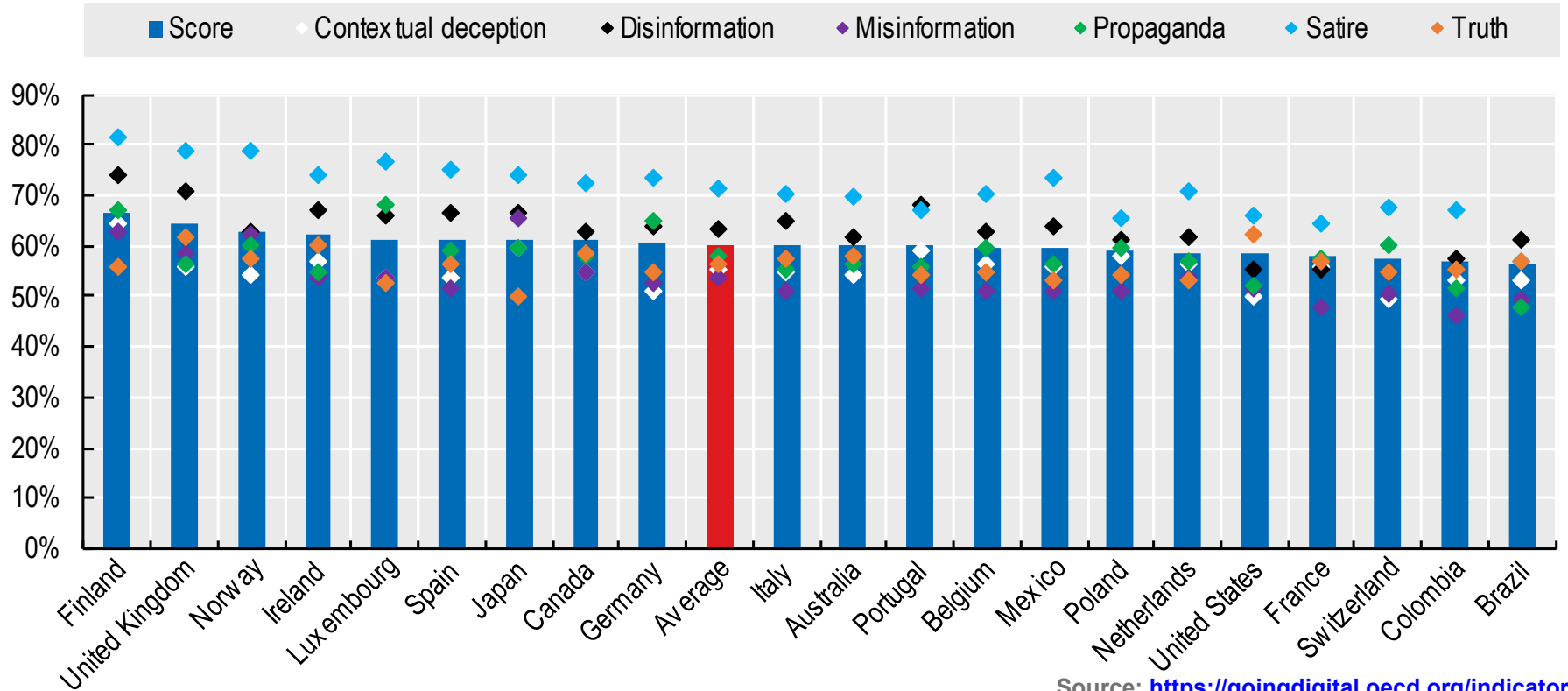
Perception of people's ability to recognise false and misleading content online and measured ability





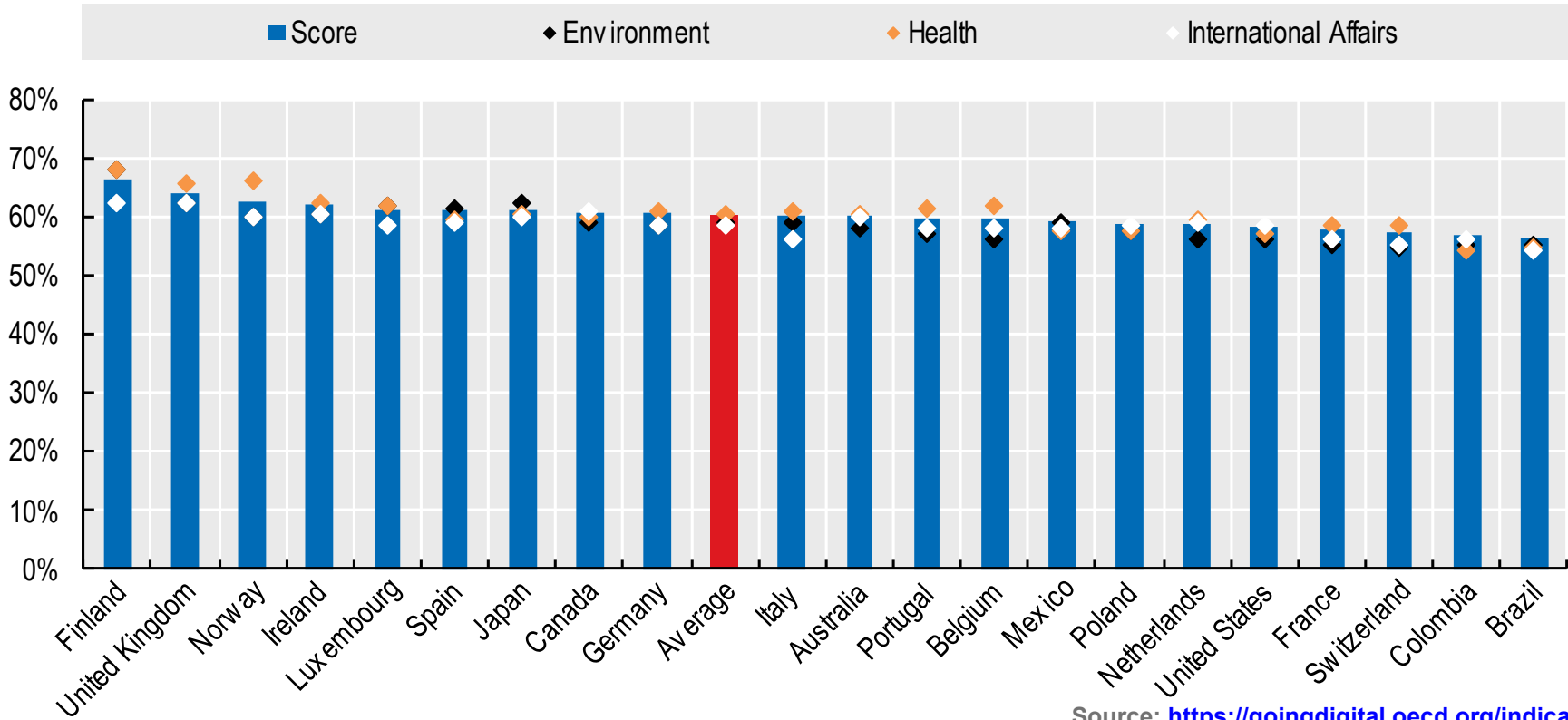
# The type of false and misleading content drives some differences within and across countries...

Average Truth Quest scores by type

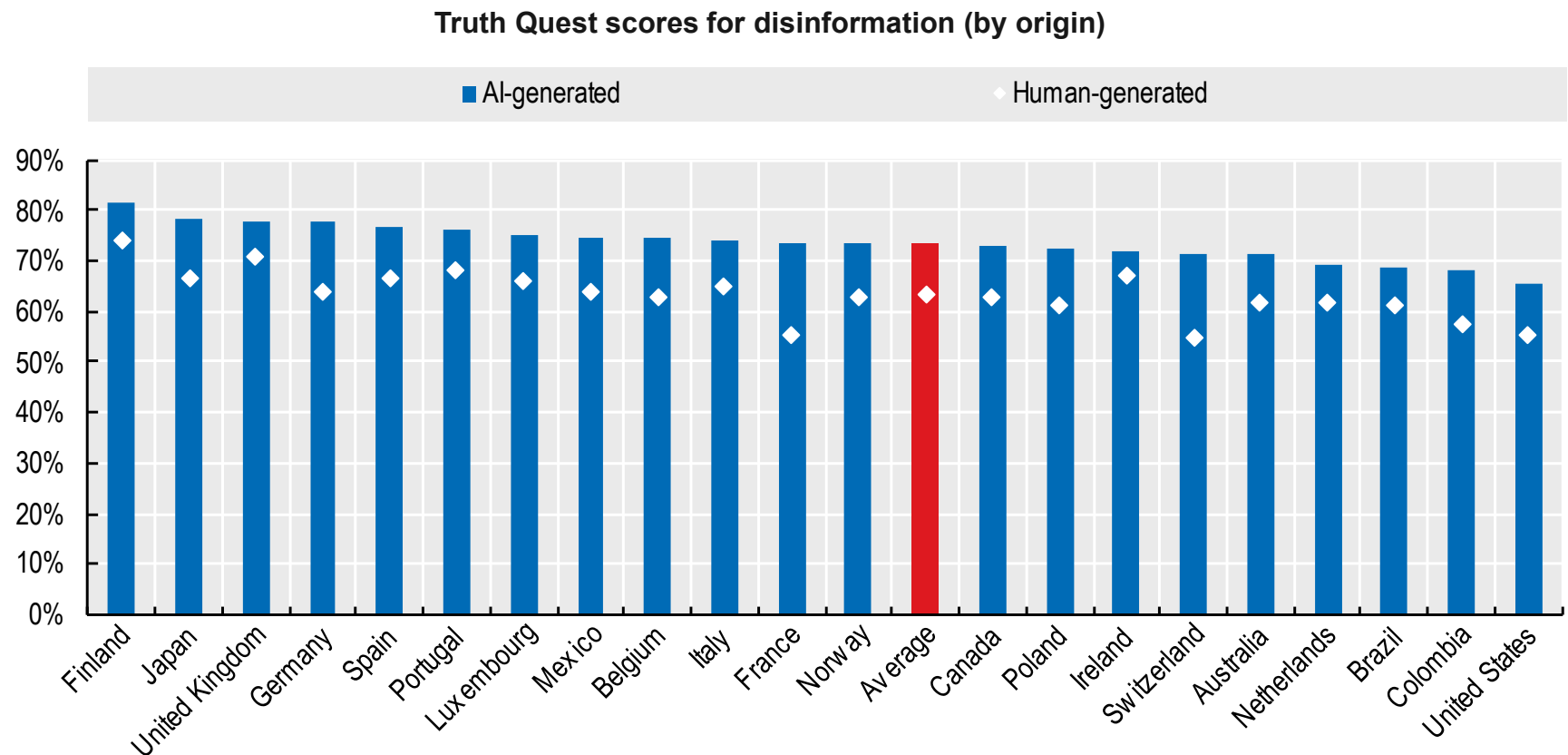


# ...but theme does not play a significant role

Average Truth Quest scores by theme

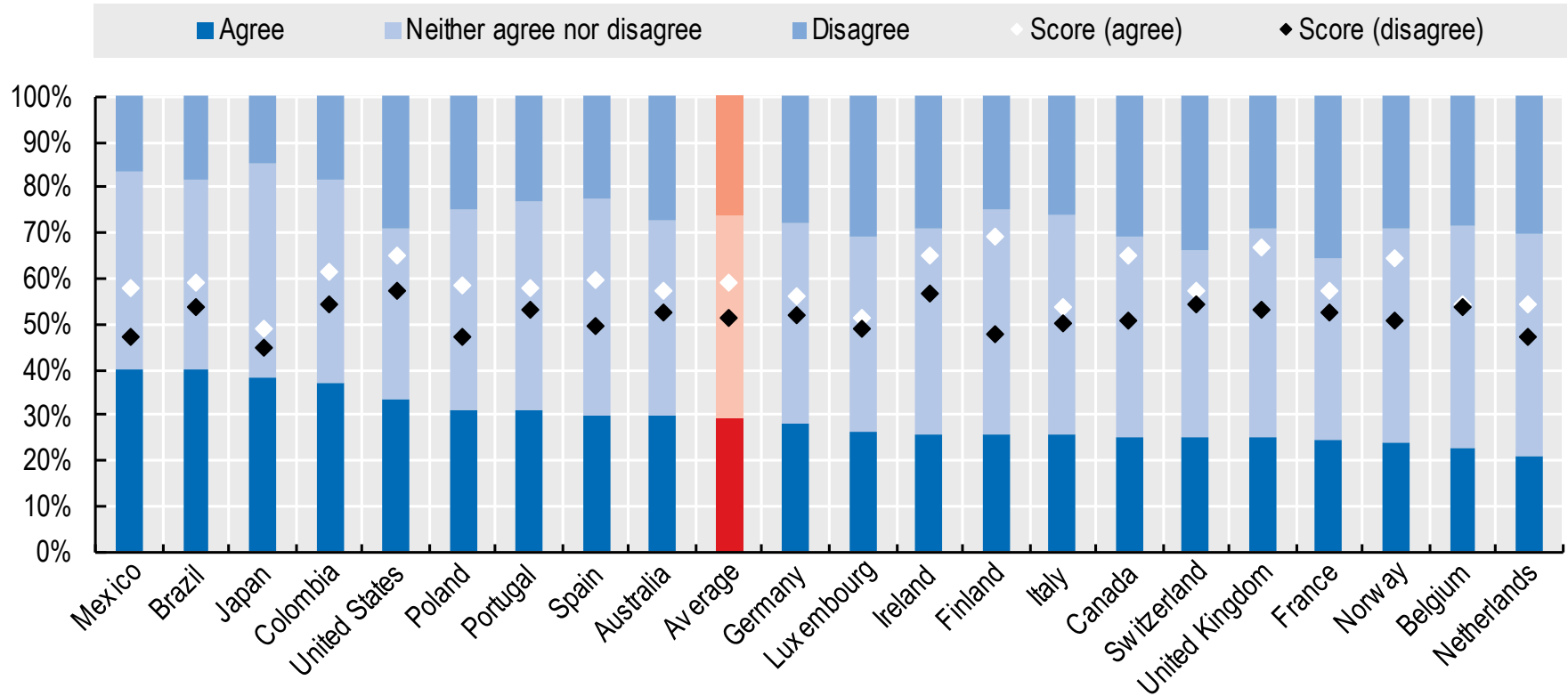


# AI-generated content is easier to identify than human-generated content



# Perceptions about AI affect people's ability to identify the veracity of content online

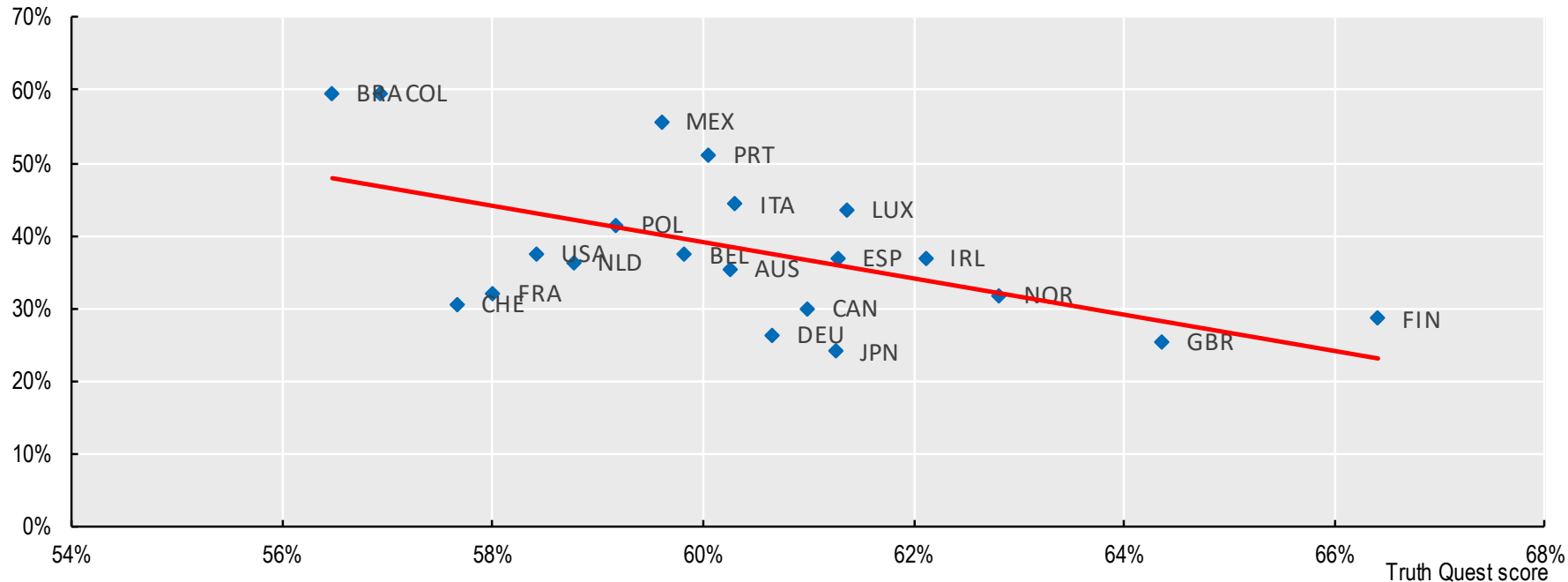
Share of respondents who feel AI will have a positive impact on their life and Truth Quest scores for AI-labelled content



# Those with relatively lower Truth Quest scores trust social media the most

Truth Quest score and percentage of respondents who often get news from social media

% of respondents who often get news from social media



# What is coming next?



## *OECD Digital Economy Outlook (Vol. 2)*

- Spotlight on media consumption and privacy



## New indicators on the OECD Going Digital Toolkit

- Media consumption
- Privacy concerns
- Perceptions about control over data
- Media literacy



AI

Available on **18 November 2024**