

A GLOBAL STUDY ON IMAGE INFORMATION LITERACY

Understanding behaviors and concerns around false and misleading online images in the US and UK

Research conducted by: Poynter Institute for Media Studies, its digital media literacy initiative, MediaWise, and Morning Consult, with support from Google

August 2023

Poynter.

 MediaWise



Google

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SECTION 1

Project Overview (Objectives), Methodology, and Demographics

PROJECT OVERVIEW

OBJECTIVES

Information literacy is a critical skill for navigating digital environments and making decisions about what information to trust and share. Seeking to better understand online image verification, the Poynter Institute for Media Studies, its digital media literacy initiative, MediaWise, and Morning Consult conducted a study in the US and UK on user behaviors around image information literacy in order to help support people on their information literacy journeys, with support from Google. In total, 10007 respondents 18 years or older were surveyed in the US and UK.

METHODOLOGY

Field dates: June 20-27, 2023

This study was run among a national sample of adults 18 years or older in the US and UK, with interviews being conducted online. The US data was weighted to approximate a target sample of adults based on age, gender, education, race/ethnicity, and region. The UK data was weighted to approximate a target sample of adults based on age, gender, education, and region.

The margin of error (MOE) for US and UK data is +/- 1 percentage point. The MOE for generational data is +/- 2 to 10 percentage points.

All differences between generations and between countries pointed out in this report have been tested for statistical significance.



DEMOGRAPHICS: Generation Age Breakouts

(Generation)	Overall (N=10007)	US (n=5004)	UK (n=5003)
Gen Z (Age 18-26)	1428 (14%)	715 (14%)	713 (14%)
Millennials (Age 27-42)	2739 (27%)	1422 (28%)	1317 (26%)
Gen X (Age 43-58)	2858 (29%)	1434 (29%)	1424 (28%)
Boomers (Age 59-77)	2709 (27%)	1335 (27%)	1374 (27%)
Silent (Age 78-95)	273 (3%)	98 (2%)*	175 (3%)

Given the small base size for US Silent respondents, please interpret this group's data with caution in the **Country Deep Dive: United States section of the report.*

DEMOGRAPHICS: United States

Overall (n=5004)*

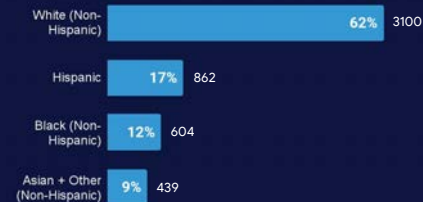
Gender



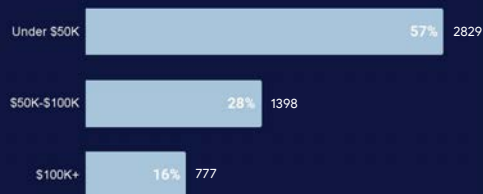
Education



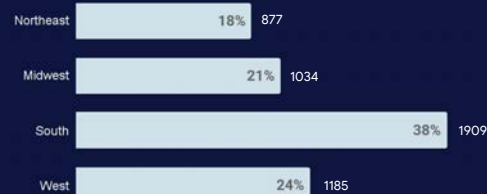
Race/Ethnicity



Income



Region



*Please note, demographic group percentages may not add up to exactly 100% due to rounding.

DEMOGRAPHICS: United Kingdom

Overall (n=5003)*

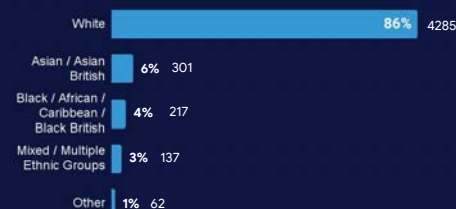
Gender



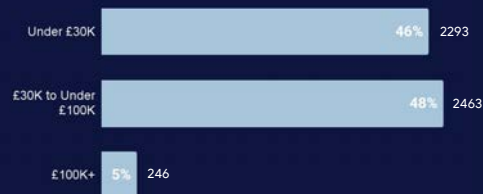
Education



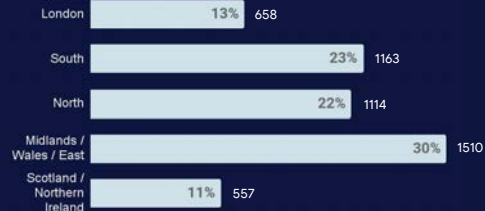
Race/Ethnicity



Income



Region



*Please note, demographic group percentages may not add up to exactly 100% due to rounding.



SECTION 2

Global Deep Dive

KEY FINDINGS Global Highlights

Nearly half (49%) of respondents believed they encountered false or misleading images online daily or weekly, with these images primarily appearing on social media. In addition to a majority of respondents agreeing that false or misleading online images present a societal (83%) and personal (56%) problem, many expressed great concern both about the exposure and sharing of these images as well as the effect they could have on different areas of society.

Exactly seven in ten (70%) respondents reported not being totally or very confident in their ability to tell when online images are authentic and reliable. In fact most respondents agreed it can be difficult identifying when an online image is false or misleading, with a fifth (20%) recalling that they had personally shared these types of images.

Not well known, generative AI worries respondents, with roughly three in five extremely or very concerned about the technology being used to both create false or misleading images online (60%) and plagiarize original images (59%).

The ability to verify if images online are authentic and reliable was recognized as extremely or very important by nearly three in four (73%) respondents. Around two in five respondents reported that they frequently try to verify if images they find online (39%) or plan on sharing (44%) are authentic and reliable. Top online image verification methods respondents reported using include looking for visual discrepancies and going past the first page of image results on a search engine.

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**False or Misleading Online Images:
Encounters & Concerns**

Almost half (49%) of respondents thought they came across false or misleading online images on at least a weekly basis.

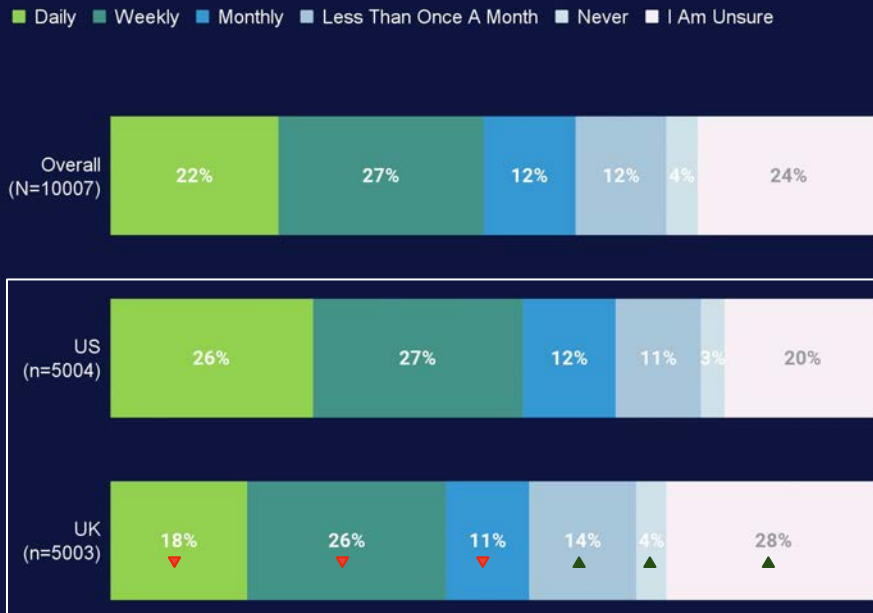
Gen Z, Millennials, and Gen X were more likely to believe they came across these types of images daily or weekly than Boomers and Silent respondents.

Q: To your knowledge, how often do you come across what you think are false or misleading images online?



More respondents in the US than in the UK thought they saw false or misleading images online daily or weekly, with over 1 in 4 (26%) recalling that they saw these types of images daily.

Q: To your knowledge, how often do you come across what you think are false or misleading images online?



Compared to other channels, social media was the channel where respondents across nearly all generations were over 2x more likely to have recalled encountering false or misleading online images.

Q: Where exactly do you come across what you think are false or misleading online images? Please select all that apply.
(among those who come across false or misleading images online)

(Selected)	Overall (N=7224)	Gen Z (n=1231)	Millennials (n=2276)	Gen X (n=2081)	Boomers (n=1510)	Silent (n=127)
Social media platforms	77% ↑ x2	77% ↑ x2	79% ↑ x2	77% ↑ x2	76% ↑ x2	64%
Search engines	35%	31%	39%	35%	34%	33%
Messaging apps	27%	24%	31%	26%	24%	25%
News aggregators/apps	21%	18%	25%	18%	20%	24%
National online news sites	20%	19%	23%	17%	19%	24%
Local online news sites	19%	22%	25%	15%	13%	15%

Outside of social media, US respondents were more likely than UK respondents to have recalled encountering false or misleading online images across other channels.

Q: Where exactly do you come across what you think are false or misleading online images? Please select all that apply.
(among those who come across false or misleading images online)

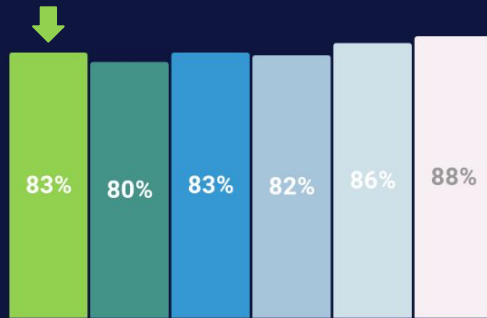
(Selected)	Overall (N=7224)	US (n=3830)	UK (n=3395)
Social media platforms	77%	77%	78%
Search engines	35%	37%	34% ▼
Messaging apps	27%	29%	25% ▼
News aggregators/apps	21%	22%	19% ▼
National online news sites	20%	22%	18% ▼
Local online news sites	19%	21%	17% ▼

A majority (83%) of respondents agreed false or misleading online images are a problem for society, with over half (56%) agreeing these images are a problem for them personally.

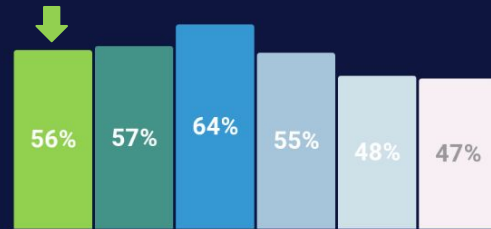
Over 1 in 2 Gen Z (57%), Millennials (64%), and Gen X (55%) agreed false or misleading online images are a problem for them personally.

Q: For context, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Based on the above, how strongly do you agree or disagree with the following statements?

■ Overall (N=10007) ■ Gen Z (n=1428) ■ Millennials (n=2739) ■ Gen X (n=2858) ■ Boomers (n=2709) ■ Silent (n=273)



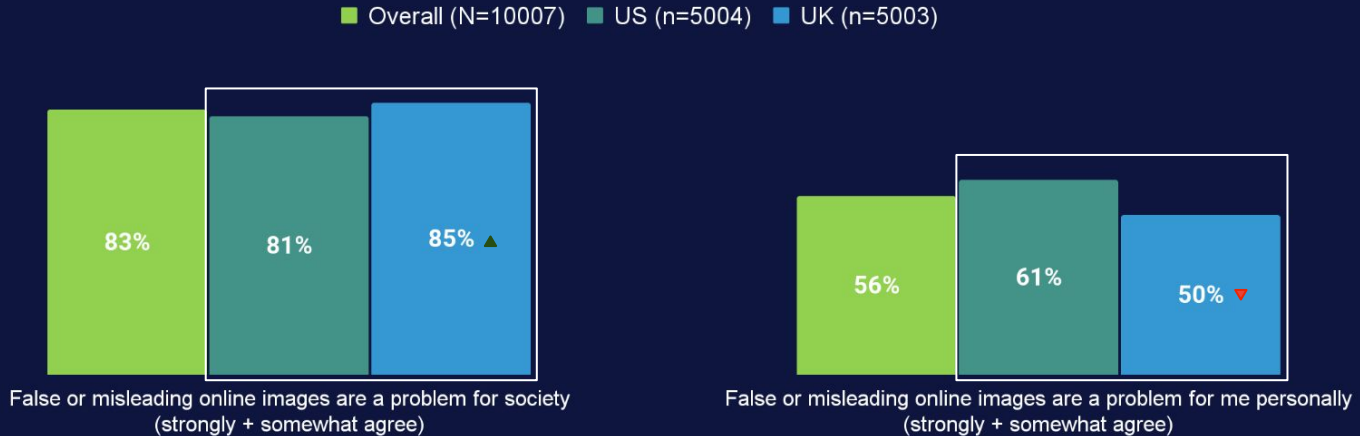
False or misleading online images are a problem for society (strongly + somewhat agree)



False or misleading online images are a problem for me personally (strongly + somewhat agree)

While UK respondents were more likely than US respondents to perceive false or misleading online images as a problem for society, they were less likely to view them as a personal problem.

Q: For context, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Based on the above, how strongly do you agree or disagree with the following statements?



Overall, respondents were greatly concerned about personally being exposed to false or misleading online images (43%) as well as accidentally sharing these images themselves (42%).

Just under half (49%) of respondents were extremely or very concerned about their family being exposed to false or misleading online images. Concern about groups being exposed to false or misleading online images or accidentally sharing them was higher among Millennials compared to other generations.

Q: How concerned are you about the following?

(Extremely + Very Concerned)	Overall (N=10007)	Gen Z (n=1428)	Millennials (n=2739)	Gen X (n=2858)	Boomers (n=2709)	Silent (n=273)
Personally being exposed to false or misleading online images	43%	41%	48%	44%	38%	43%
My family being exposed to false or misleading online images	49%	47%	55%	50%	42%	50%
My friends being exposed to false or misleading online images	41%	42%	47%	41%	36%	38%
People outside of my family/friends being exposed to false or misleading online images	40%	39%	46%	40%	34%	35%
Accidentally sharing false or misleading online images myself	42%	45%	48%	42%	35%	37%
My family accidentally sharing false or misleading online images	43%	44%	49%	43%	36%	41%
My friends accidentally sharing false or misleading online images	39%	41%	46%	40%	33%	30%
People outside of my family/friends accidentally sharing false or misleading online images	39%	36%	46%	39%	32%	37%

More US respondents than UK expressed concern about groups being exposed to or accidentally sharing false or misleading online images.

Q: How concerned are you about the following?

(Extremely + Very Concerned)	Overall (N=10007)	US (n=5004)	UK (n=5003)
Personally being exposed to false or misleading online images	43%	48%	38% ▼
My family being exposed to false or misleading online images	49%	52%	46% ▼
My friends being exposed to false or misleading online images	41%	46%	37% ▼
People outside of my family/friends being exposed to false or misleading online images	40%	45%	35% ▼
Accidentally sharing false or misleading online images myself	42%	46%	38% ▼
My family accidentally sharing false or misleading online images	43%	47%	39% ▼
My friends accidentally sharing false or misleading online images	39%	44%	35% ▼
People outside of my family/friends accidentally sharing false or misleading online images	39%	43%	34% ▼

Roughly half or more respondents were extremely or very concerned about the effects of false or misleading online images on important aspects of society.

Unlike other areas, generations expressed similar levels of concern about the effects of false or misleading online images on climate change.

Q: How concerned are you about the effects of false or misleading online images on the following?

(Extremely + Very Concerned)	Overall (N=10007)	Gen Z (n=1428)	Millennials (n=2739)	Gen X (n=2858)	Boomers (n=2709)	Silent (n=273)
Education of youth	57%	56%	62%	58%	53%	48%
Public health	57%	53%	60%	57%	57%	61%
International conflict and war	56%	52%	57%	54%	57%	64%
Discrimination	55%	57%	60%	54%	50%	48%
National economy	53%	46%	56%	53%	52%	51%
Climate change	49%	48%	51%	48%	48%	50%
Political polarization	49%	43%	51%	50%	51%	53%

More US than UK respondents were highly concerned about the effects of false or misleading online images on aspects of society (except for international conflict and war).

Q: How concerned are you about the effects of false or misleading online images on the following?

(Extremely + Very Concerned)	Overall (N=10007)	US (n=5004)	UK (n=5003)
Education of youth	57%	61%	53% ▼
Public health	57%	59%	55% ▼
International conflict and war	56%	56%	56%
Discrimination	55%	58%	52% ▼
National economy	53%	58%	48% ▼
Climate change	49%	51%	48% ▼
Political polarization	49%	54%	45% ▼

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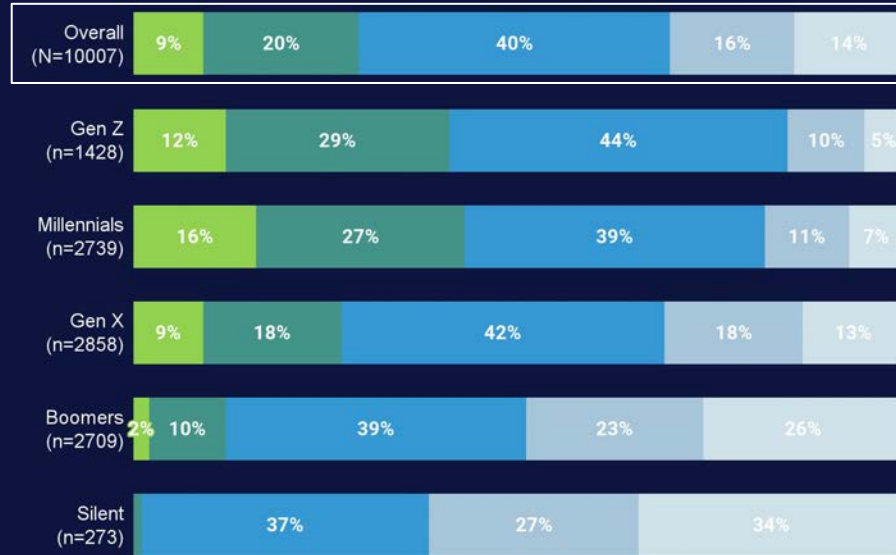
**False or Misleading Online Images:
Spotting & Sharing**

Exactly seven in ten (70%) respondents reported not being totally or very confident in their ability to tell when images online are authentic and reliable.

More Gen Z and Millennials reported greater confidence in their ability to tell when online images are authentic and reliable compared to Gen X, Boomers, and Silent respondents.

Q: How confident are you in your ability to tell when images online are authentic and reliable?

■ Totally Confident ■ Very Confident ■ Moderately Confident ■ Slightly Confident ■ Not At All Confident



More US respondents were confident in their ability to tell when images online are authentic and reliable versus UK respondents.

Q: How confident are you in your ability to tell when images online are authentic and reliable?

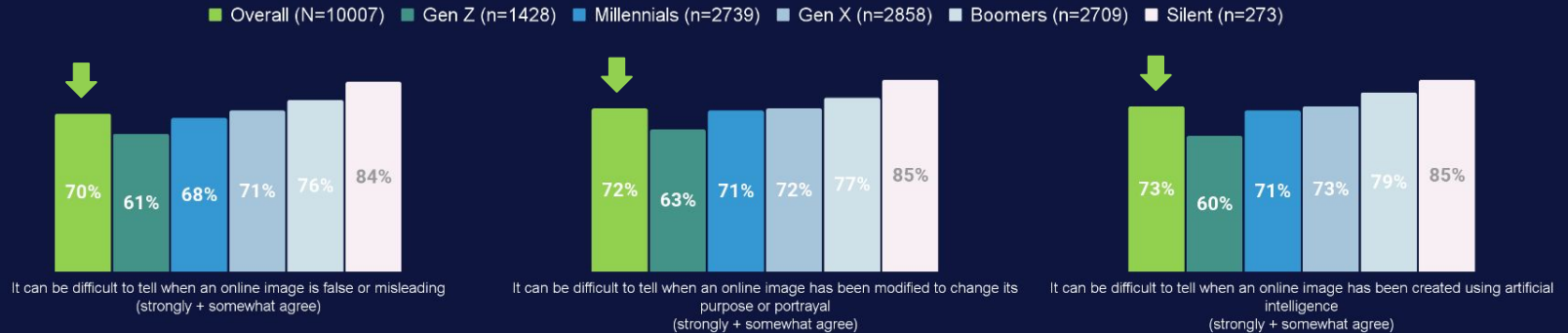
■ Totally Confident ■ Very Confident ■ Moderately Confident ■ Slightly Confident ■ Not At All Confident



A majority of respondents agreed it can be difficult to tell when an online image is false or misleading (70%), has been altered to change its portrayal (72%), or has been created using gen AI (73%).

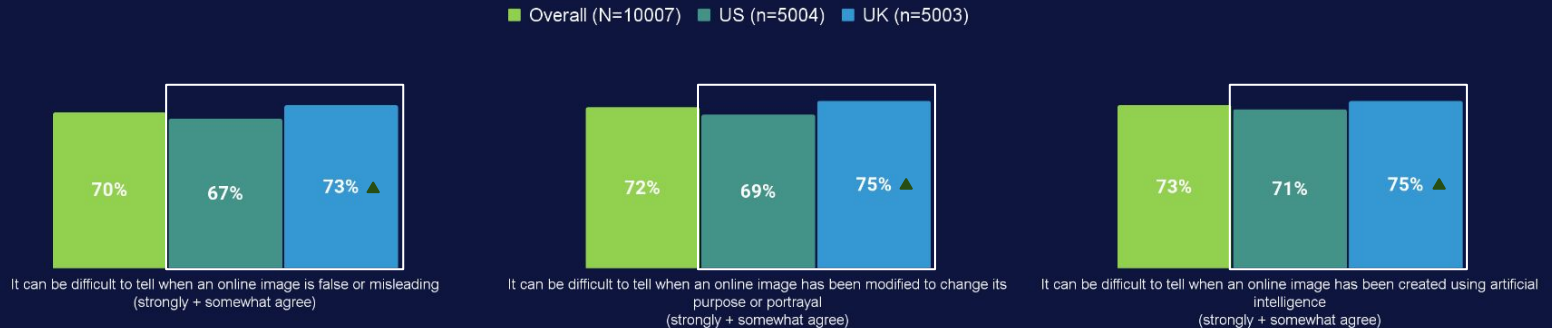
More older respondents have difficulty identifying when an online image is false or misleading or has been changed or created using gen AI.

Q: How strongly do you agree or disagree with the following statements?



More UK respondents than US agreed it can be difficult to tell when an online image is false or misleading, has been altered to change its portrayal, or has been created using gen AI.

Q: How strongly do you agree or disagree with the following statements?



A fifth (20%) of all respondents recalled personally sharing false or misleading online images; even more recalled their family, friends, or others they know sharing these types of images.

At least 1.5x more Gen Z (26%) and Millennials (25%) reported having personally shared false or misleading online images compared to Boomers (15%) and Silent (11%) respondents.

Q: As a reminder, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Thinking back, have you, your family, friends, or others ever shared false or misleading online images, even if it was unintentional? Please select all that apply.

(Selected)	Overall (N=10007)	Gen Z (n=1428)	Millennials (n=2739)	Gen X (n=2858)	Boomers (n=2709)	Silent (n=273)
I probably have shared false or misleading online images	20%	26%	25%	19%	15%	11%
My family probably has shared false or misleading online images	24%	33%	32%	22%	14%	11%
My friends probably have shared false or misleading online images	28%	35%	35%	29%	19%	14%
People outside of my family/friends have shared false or misleading online images	34%	39%	39%	32%	28%	23%
I am unsure	43%	25%	31%	44%	59%	68%

More US than UK respondents remembered themselves, their family, friends, or others they know sharing false or misleading online images.

Q: As a reminder, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Thinking back, have you, your family, friends, or others ever shared false or misleading online images, even if it was unintentional? Please select all that apply.

(Selected)	Overall (N=10007)	US (n=5004)	UK (n=5003)
I probably have shared false or misleading online images	20%	24%	17% ▼
My family probably has shared false or misleading online images	24%	28%	20% ▼
My friends probably have shared false or misleading online images	28%	32%	25% ▼
People outside of my family/friends have shared false or misleading online images	34%	36%	31% ▼
I am unsure	43%	37%	48% ▲

Roughly half or more respondents across ages believed people share false or misleading images online because they think the images are authentic and reliable at the time or act impulsively.

About a third (34%) of overall respondents believed people share false or misleading images online intentionally. More Gen Z and Millennials believed people share these types of images to start discussions compared to older generations.

Q: Which of the following, if any, are reasons why you think people share false or misleading images online? Please select all that apply.

(Selected)	Overall (N=10007)	Gen Z (n=1428)	Millennials (n=2739)	Gen X (n=2858)	Boomers (n=2709)	Silent (n=273)
They think the images are authentic and reliable at the time	52%	47%	51%	50%	57%	65%
They share the images impulsively without thinking too much about it	50%	45%	49%	49%	52%	59%
They intentionally want to spread the false or misleading images	34%	33%	33%	31%	36%	41%
They want to know what other people think about the images and start a discussion	24%	27%	30%	23%	19%	16%
Don't know / No opinion	14%	12%	12%	15%	15%	15%

More UK than US respondents believed people share false or misleading images online because they think the images are authentic and reliable at the time or act impulsively.

UK respondents were less inclined to believe people share false or misleading images online with others to start a discussion.

Q: Which of the following, if any, are reasons why you think people share false or misleading images online? Please select all that apply.

(Selected)	Overall (N=10007)	US (n=5004)	UK (n=5003)
They think the images are authentic and reliable at the time	52%	50%	54% ▲
They share the images impulsively without thinking too much about it	50%	47%	52% ▲
They intentionally want to spread the false or misleading images	34%	33%	34%
They want to know what other people think about the images and start a discussion	24%	26%	22% ▼
Don't know / No opinion	14%	14%	13% ▼

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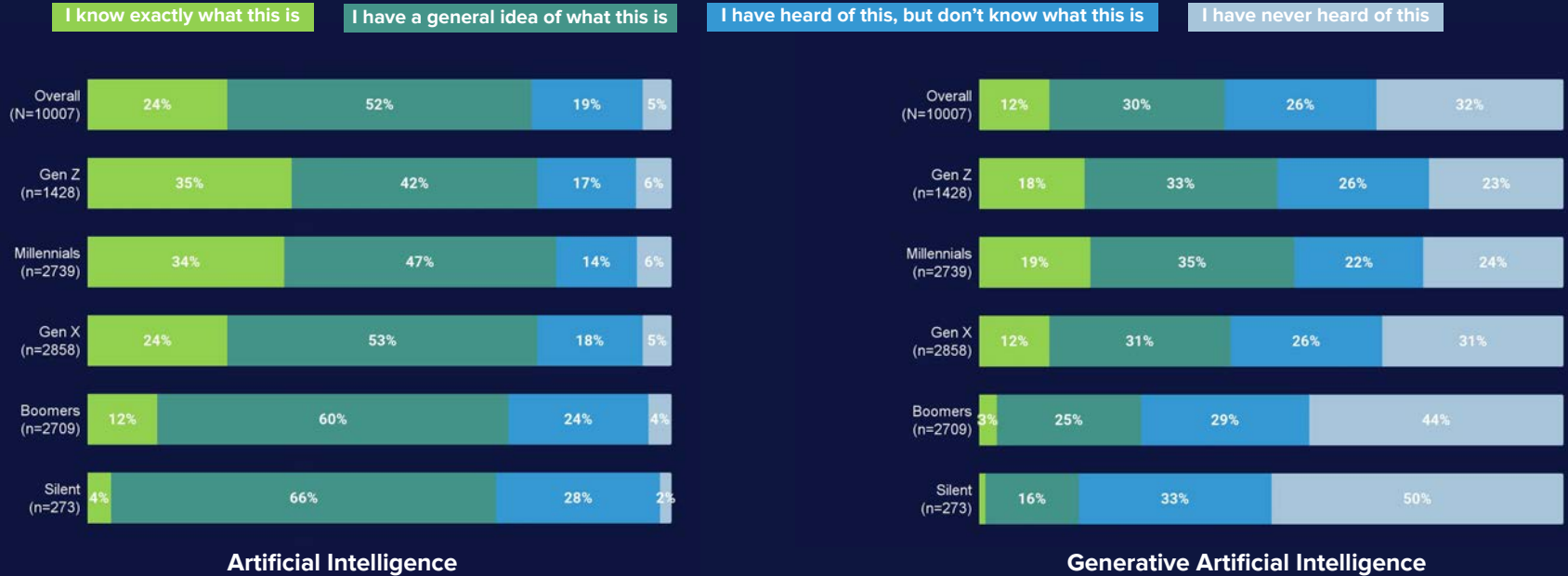


Online Images & AI

Most respondents reported not being completely familiar with AI or gen AI.

Complete familiarity of AI and gen AI was higher among Gen Z and Millennials compared to Gen X, Boomers, and Silent respondents.

Q: How familiar are you with the following concepts?



AI is more familiar to both US and UK respondents compared to gen AI.

Between countries, more US than UK respondents were completely familiar with AI and gen AI as concepts.

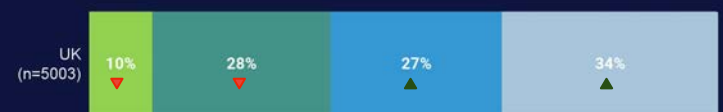
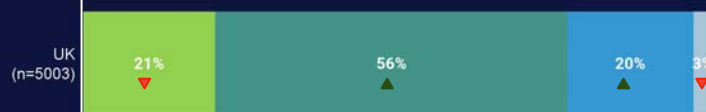
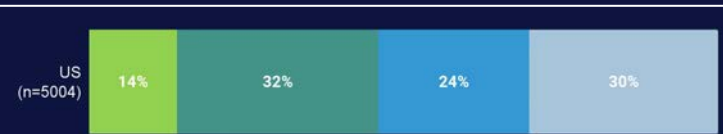
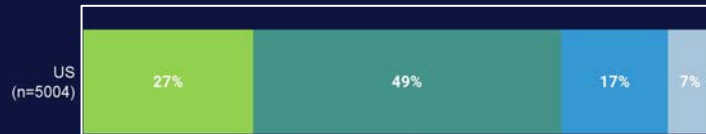
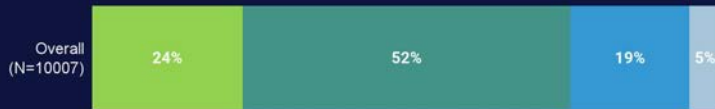
Q: How familiar are you with the following concepts?

I know exactly what this is

I have a general idea of what this is

I have heard of this, but don't know what this is

I have never heard of this



Artificial Intelligence

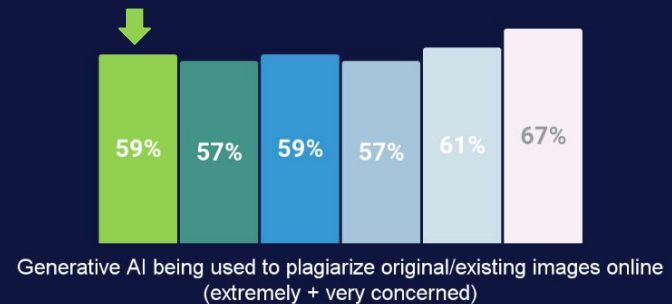
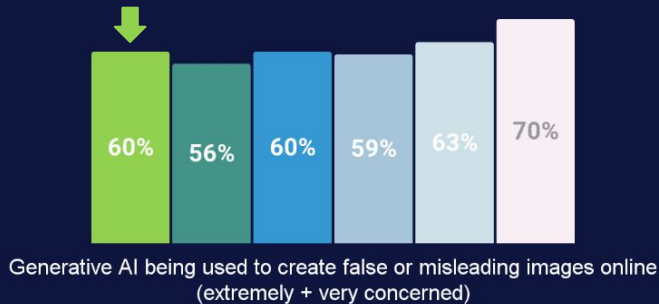
Generative Artificial Intelligence

A majority of overall respondents were extremely or very concerned about gen AI being used to create false or misleading images online (60%) as well as plagiarize original images (59%).

Concerns surrounding gen AI and online images increased with age.

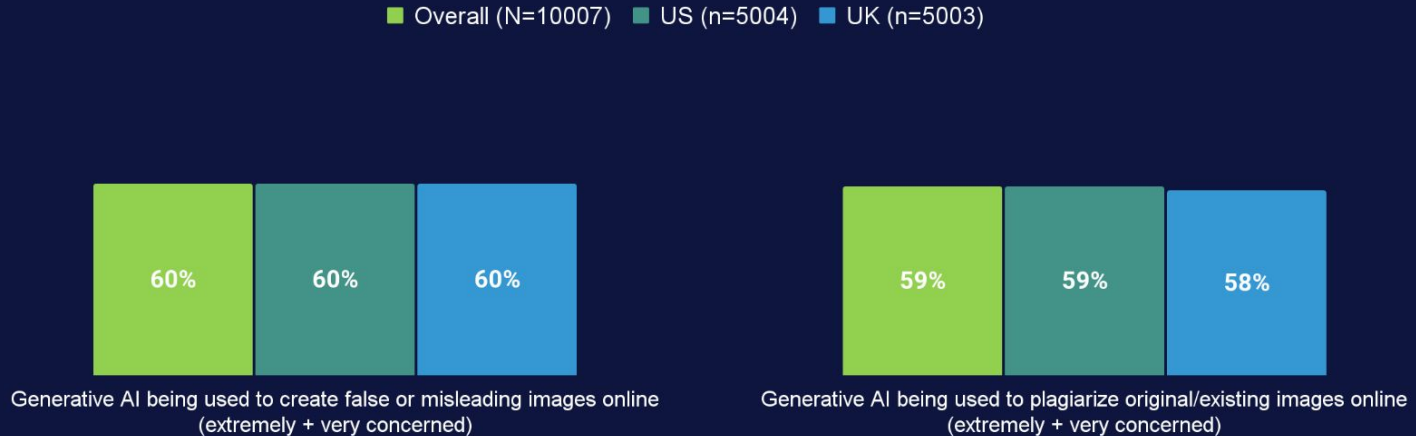
Q: As you may know, artificial intelligence (AI) is a set of technologies that enable computers to perform human-like tasks, including the ability to consume and translate spoken and written language, analyze data, and make recommendations. Generative artificial intelligence describes AI that can be used to create new content, including audio, code, images, and videos. Based on the above, how concerned are you about the following?

■ Overall (N=10007) ■ Gen Z (n=1428) ■ Millennials (n=2739) ■ Gen X (n=2858) ■ Boomers (n=2709) ■ Silent (n=273)



US and UK respondents showed similar levels of concern for gen AI being used to both create false or misleading images online and plagiarize original images.

Q: As you may know, artificial intelligence (AI) is a set of technologies that enable computers to perform human-like tasks, including the ability to consume and translate spoken and written language, analyze data, and make recommendations. Generative artificial intelligence describes AI that can be used to create new content, including audio, code, images, and videos. Based on the above, how concerned are you about the following?



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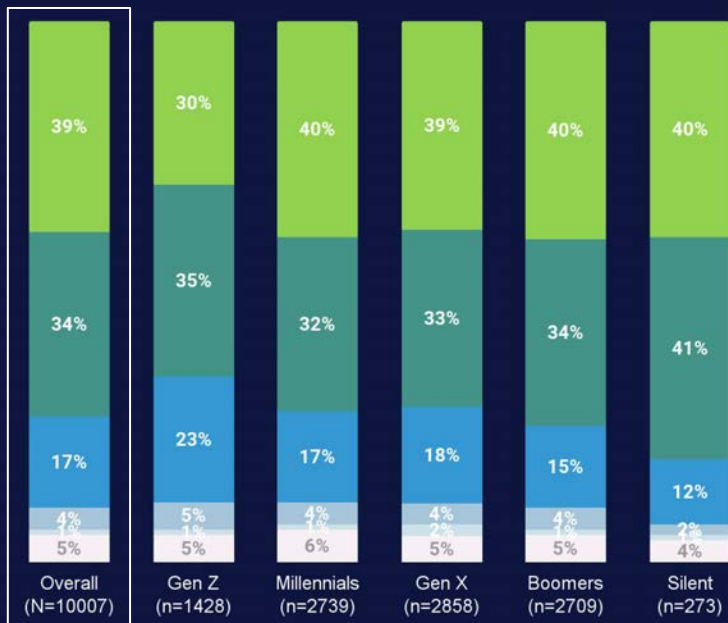
Online Image Verification

Most respondents (73%) believed it is extremely or very important to be able to verify if images online are authentic and reliable.

At least three in ten (30%) respondents across generations viewed being able to verify if images online are authentic and reliable as extremely important.

Q: In your opinion, how important is it to be able to verify if images online are authentic and reliable?

- Extremely Important
- Very Important
- Somewhat Important
- Slightly Important
- Not At All Important
- Don't Know / No Opinion



Almost three in four (72%) US and UK respondents believed it is extremely or very important to be able to verify if images online are authentic and reliable.

Q: In your opinion, how important is it to be able to verify if images online are authentic and reliable?

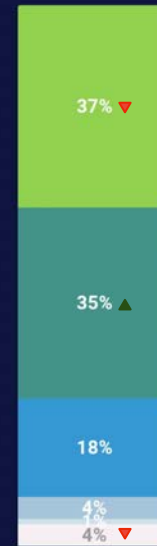
- Extremely Important
- Very Important
- Somewhat Important
- Slightly Important
- Not At All Important
- Don't Know / No Opinion



Overall
(N=10007)



US
(n=5004)



UK
(n=5003)

Roughly two-fifths of respondents reported that they try to always or regularly verify if images they find online (39%) or plan on sharing (44%) are authentic and reliable.

More Gen Z and Millennials reported taking part in online image verification than Gen X, Boomers, and Silent respondents.

Q: How often do you do the following?

Always Regularly Sometimes Rarely Never



Try to verify if images I find online are authentic and reliable

Try to verify if online images I plan on sharing are authentic and reliable

More US than UK respondents reported that they always or regularly try to verify if images they find online or plan on sharing are authentic and reliable.

Q: How often do you do the following?

Always Regularly Sometimes Rarely Never



Try to verify if images I find online are authentic and reliable

Try to verify if online images I plan on sharing are authentic and reliable

Respondents reported an image appearing photoshopped or having low resolution as the top two indicators for it being false or misleading.

Q: In your opinion, what do you think are signs of a false or misleading online image? Please select all that apply.

(Selected)	Overall (N=10007)	Gen Z (n=1428)	Millennials (n=2739)	Gen X (n=2858)	Boomers (n=2709)	Silent (n=273)
→ If the image looks photoshopped	70%	72%	71%	69%	68%	64%
→ If the image is low resolution (e.g. blurry)	46%	47%	45%	44%	49%	53%
If the image was shared on a website you do not recognize	38%	37%	38%	34%	41%	42%
If the image was shared on a social media platform (or account) you do not recognize	36%	32%	34%	33%	42%	37%
If the image's information (within the picture or as a caption) goes against what you believe	30%	25%	31%	28%	34%	34%
I am unsure	12%	7%	9%	11%	17%	20%

Photoshop and low resolution are indicators that more UK than US respondents perceived as signs of an online image being false or misleading.

Significantly more UK respondents also thought of an online image being false or misleading if the image's information goes against what they believe.

Q: In your opinion, what do you think are signs of a false or misleading online image? Please select all that apply.

(Selected)	Overall (N=10007)	US (n=5004)	UK (n=5003)
If the image looks photoshopped	70%	67%	72% ▲
If the image is low resolution (e.g. blurry)	46%	45%	48% ▲
If the image was shared on a website you do not recognize	38%	37%	39%
If the image was shared on a social media platform (or account) you do not recognize	36%	35%	36%
If the image's information (within the picture or as a caption) goes against what you believe	30%	27%	33% ▲
I am unsure	12%	13%	11% ▼

At least 40% of respondents reported using methods such as looking for visual discrepancies to verify the authenticity and reliability of an online image.

Among the ten methods tested, overall respondents reported using three on average.

Q: In general, which of the following methods do you use when trying to verify if an image online is authentic and reliable? Please select all that apply. **(among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)**

(Selected)	Look for any visual discrepancies or modifications in the image	Use a search engine to find out more information about the image	Check the website (or account) the image was published on	Read the entire caption associated with the image	Read all of the information within the image (if there is any)	Check if the image appears on other websites or accounts	Check the publisher/creator of the image	Check the date the image first appeared online	Check if the image has a warning label	Show others the image to get their opinion
Overall (N=8724)	45%	44%	40%	39%	39%	34%	31%	28%	24%	20%
Gen Z (n=1356)	41%	39%	39%	37%	38%	36%	35%	28%	23%	22%
Millennials (n=2548)	44%	43%	41%	37%	39%	37%	34%	30%	24%	22%
Gen X (n=2508)	46%	44%	39%	38%	36%	35%	30%	28%	22%	20%
Boomers (n=2116)	49%	47%	38%	44%	41%	28%	27%	28%	27%	17%
Silent (n=196)	47%	40%	45%	49%	48%	22%	33%	31%	41%	22%

A similar amount of US and UK respondents reported using most online image verification methods.

More US respondents reported using methods such as using a search engine or checking the publisher/creator to verify if an online image is authentic and reliable.

Q: In general, which of the following methods do you use when trying to verify if an image online is authentic and reliable? Please select all that apply. **(among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)**

(Selected)	Look for any visual discrepancies or modifications in the image	Use a search engine to find out more information about the image	Check the website (or account) the image was published on	Read the entire caption associated with the image	Read all of the information within the image (if there is any)	Check if the image appears on other websites or accounts	Check the publisher/creator of the image	Check the date the image first appeared online	Check if the image has a warning label	Show others the image to get their opinion
Overall (N=8724)	45%	44%	40%	39%	39%	34%	31%	28%	24%	20%
US (n=4496)	45%	45%	40%	39%	39%	35%	34%	29%	25%	20%
UK (n=4227)	45%	42% ▼	39%	40%	38%	32% ▼	29% ▼	28%	23%	20%

At least three in ten (30%) respondents reported always or regularly using advanced search engine techniques to try and verify if an image online is authentic and reliable.

Gen Z and Millennials reported more frequently using advanced search engine techniques (e.g., reverse image searching) to try and verify an online image's authenticity and reliability compared to Gen X, Boomers, and Silent respondents.

Q: When trying to verify if an image is authentic and reliable using a search engine (e.g., Google Search or Microsoft Bing), how often do you do the following? (among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)

(Always + Regularly)	Overall (N=8724)	Gen Z (n=1356)	Millennials (n=2548)	Gen X (n=2508)	Boomers (n=2116)	Silent (n=196)
Go past the first page of image results on a search engine	39%	40%	49%	39%	29%	24%
Include keywords in your image search to specifically look for evidence of false or misleading information	38%	44%	47%	36%	27%	31%
Open multiple tabs or windows and perform multiple image searches using different combinations of keywords	34%	41%	44%	33%	20%	11%
Use multiple search engines to compare images	33%	38%	42%	32%	20%	17%
Use a reverse image search to find the original source of an image	32%	42%	43%	31%	16%	9%
Filter your image search using time, date, etc.	31%	36%	41%	30%	18%	16%

More US respondents said they always or regularly use advanced search engine techniques to try and verify an online image's authenticity and reliability compared to UK respondents.

Q: When trying to verify if an image is authentic and reliable using a search engine (e.g., Google Search or Microsoft Bing), how often do you do the following? **(among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)**

(Always + Regularly)	Overall (N=8724)	US (n=4496)	UK (n=4227)
Go past the first page of image results on a search engine	39%	42%	37% ▼
Include keywords in your image search to specifically look for evidence of false or misleading information	38%	42%	34% ▼
Open multiple tabs or windows and perform multiple image searches using different combinations of keywords	34%	37%	30% ▼
Use multiple search engines to compare images	33%	36%	29% ▼
Use a reverse image search to find the original source of an image	32%	35%	28% ▼
Filter your image search using time, date, etc.	31%	34%	27% ▼



SECTION 3

Country Deep Dive: **United States**

**As a reminder, there is a small base size for US Silent respondents (n=98); please interpret this group's data with caution in this section of the report.*



KEY FINDINGS in the United States

Just over four in five (81%) US respondents agreed false or misleading online images are a problem for society, while just over three in five (61%) agreed these images are a problem for them personally. Over half of Gen Z (60%), Millennials (62%), and Gen X (54%) thought they saw false or misleading images online on a daily or weekly basis.

US respondents showed slightly more concern for their family being exposed to false or misleading online images (52%) compared to themselves (48%), friends (46%), or others they know (45%); the same applies to concern regarding the accidental sharing of these types of images.

While fewer Gen Z (64%) compared to other generations found it extremely or very important to be able to verify if images online are authentic and reliable, more of them (along with Millennials) reported trying to engage in online image verification compared to older generations.

Over a third of US respondents reported frequently using advanced techniques like reverse image search and lateral reading* to try and verify the authenticity and reliability of online images via search engines.

UNITED STATES



**False or Misleading Online Images:
Perceptions, Sharing, & Concerns**



Signs of an online image being low resolution or shared on an unrecognized website or social account were identified by more Boomers than younger generations as being false or misleading.

Q: In your opinion, what do you think are signs of a false or misleading online image? Please select all that apply.

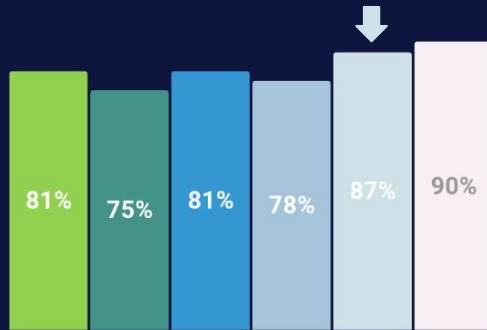
(Selected)	Overall (N=5004)	Gen Z (n=715)	Millennials (n=1422)	Gen X (n=1434)	Boomers (n=1335)	Silent (n=98)
If the image looks photoshopped	67%	69%	67%	65%	69%	70%
If the image is low resolution (e.g., blurry)	45%	47%	44%	40%	50%	50%
If the image was shared on a website you do not recognize	37%	36%	37%	32%	42%	42%
If the image was shared on a social media platform (or account) you do not recognize	35%	31%	35%	31%	42%	48%
If the image's information (within the picture or as a caption) goes against what you believe	27%	26%	28%	24%	28%	39%
I am unsure	13%	9%	12%	13%	16%	13%



While more Boomers (87%) agreed false or misleading online images are a problem for society, more Millennials (65%) agreed these images are a problem for them personally.

Q: For context, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Based on the above, how strongly do you agree or disagree with the following statements?

■ Overall (N=5004) ■ Gen Z (n=715) ■ Millennials (n=1422) ■ Gen X (n=1434) ■ Boomers (n=1335) ■ Silent (n=98)



False or misleading online images are a problem for society (strongly + somewhat agree)

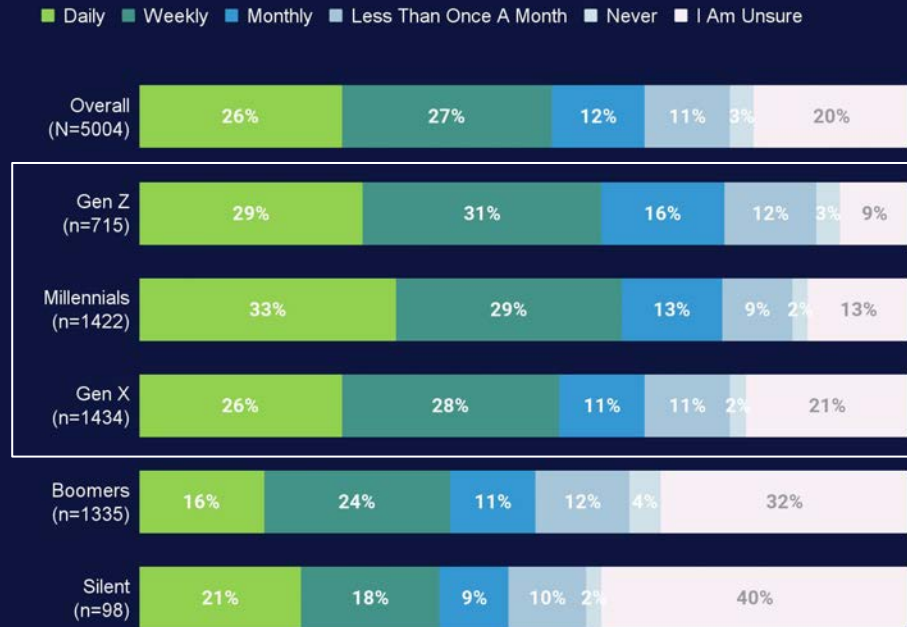


False or misleading online images are a problem for me personally (strongly + somewhat agree)



Over half of Gen Z (60%), Millennials (62%), and Gen X (54%) reported coming across what they thought were false or misleading images online on at least a weekly basis.

Q: To your knowledge, how often do you come across what you think are false or misleading images online?





Unlike Gen Z, false or misleading online images were reported to have been seen on social media by over three in four Millennials (77%), Gen X (77%), and Boomers (78%).

False or misleading online images were believed to have been seen on search engines by more Millennials than Gen Z, Gen X, and Boomers.

Q: Where exactly do you come across what you think are false or misleading online images? Please select all that apply. (among those who come across false or misleading images online)

(Selected)	Overall (N=3830)	Gen Z (n=625)	Millennials (n=1199)	Gen X (n=1093)	Boomers (n=855)	Silent (n=57)
Social media platforms	77%	73%	77%	77%	78%	68%
Search engines	37%	34%	41%	35%	36%	28%
Messaging apps	29%	25%	34%	29%	24%	33%
National online news sites	22%	20%	23%	19%	23%	38%
News aggregators/apps	22%	20%	25%	19%	21%	24%
Local online news sites	21%	25%	26%	17%	15%	17%



Fewer Gen Z and Boomers were extremely or very concerned about different groups' exposure to or sharing of false or misleading online images compared to Millennials and Gen X.

Q: How concerned are you about the following?

(Extremely + Very Concerned)	Overall (N=5004)	Gen Z (n=715)	Millennials (n=1422)	Gen X (n=1434)	Boomers (n=1335)	Silent (n=98)
Personally being exposed to false or misleading online images	48%	42%	50%	49%	46%	61%
My family being exposed to false or misleading online images	52%	46%	56%	53%	49%	60%
My friends being exposed to false or misleading online images	46%	41%	49%	46%	44%	54%
People outside of my family/friends being exposed to false or misleading online images	45%	40%	49%	44%	42%	48%
Accidentally sharing false or misleading online images myself	46%	45%	50%	47%	42%	45%
My family accidentally sharing false or misleading online images	47%	46%	53%	47%	41%	48%
My friends accidentally sharing false or misleading online images	44%	41%	49%	45%	38%	43%
People outside of my family/friends accidentally sharing false or misleading online images	43%	37%	50%	43%	39%	49%



At least one in four Gen Z (25%) and Millennials (28%) recalled personally sharing false or misleading online images.

All generations were more likely to have recalled people outside of their family/friends sharing false or misleading online images compared to other groups doing the same.

Q: As a reminder, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Thinking back, have you, your family, friends, or others ever shared false or misleading online images, even if it was unintentional? Please select all that apply.

(Selected)	Overall (N=5004)	Gen Z (n=715)	Millennials (n=1422)	Gen X (n=1434)	Boomers (n=1335)	Silent (n=98)
I probably have shared false or misleading online images	24%	25%	28%	22%	21%	24%
My family probably has shared false or misleading online images	28%	34%	35%	25%	19%	25%
My friends probably have shared false or misleading online images	32%	34%	38%	31%	25%	28%
People outside of my family/friends have shared false or misleading online images	36%	39%	41%	33%	33%	41%
I am unsure	37%	24%	27%	40%	51%	49%



Half or more Boomers believed people share false or misleading images online because they think the images are authentic and reliable at the time or act impulsively.

Gen Z (along with Boomers) were more likely to think people share false or misleading online images intentionally.

Q: Which of the following, if any, are reasons why you think people share false or misleading images online? Please select all that apply.

(Selected)	Overall (N=5004)	Gen Z (n=715)	Millennials (n=1422)	Gen X (n=1434)	Boomers (n=1335)	Silent (n=98)
They think the images are authentic and reliable at the time	50%	46%	49%	45%	58%	69%
They share the images impulsively without thinking too much about it	47%	44%	47%	43%	50%	56%
They intentionally want to spread the false or misleading images	33%	35%	33%	30%	35%	40%
They want to know what other people think about the images and start a discussion	26%	28%	32%	25%	21%	7%
Don't know / No opinion	14%	12%	14%	18%	14%	8%



Gen Z was not as highly concerned as all other generations about the effects of false or misleading online images on the education of youth, the national economy, or political polarization.

Q: How concerned are you about the effects of false or misleading online images on the following?

(Extremely + Very Concerned)	Overall (N=5004)	Gen Z (n=715)	Millennials (n=1422)	Gen X (n=1434)	Boomers (n=1335)	Silent (n=98)
Education of youth	61%	56%	63%	62%	62%	67%
Public health	59%	53%	61%	58%	61%	72%
National economy	58%	47%	60%	58%	61%	61%
Discrimination	58%	56%	63%	56%	57%	52%
International conflict and war	56%	51%	57%	54%	59%	68%
Political polarization	54%	44%	53%	52%	62%	68%
Climate change	51%	48%	53%	48%	52%	49%

UNITED STATES

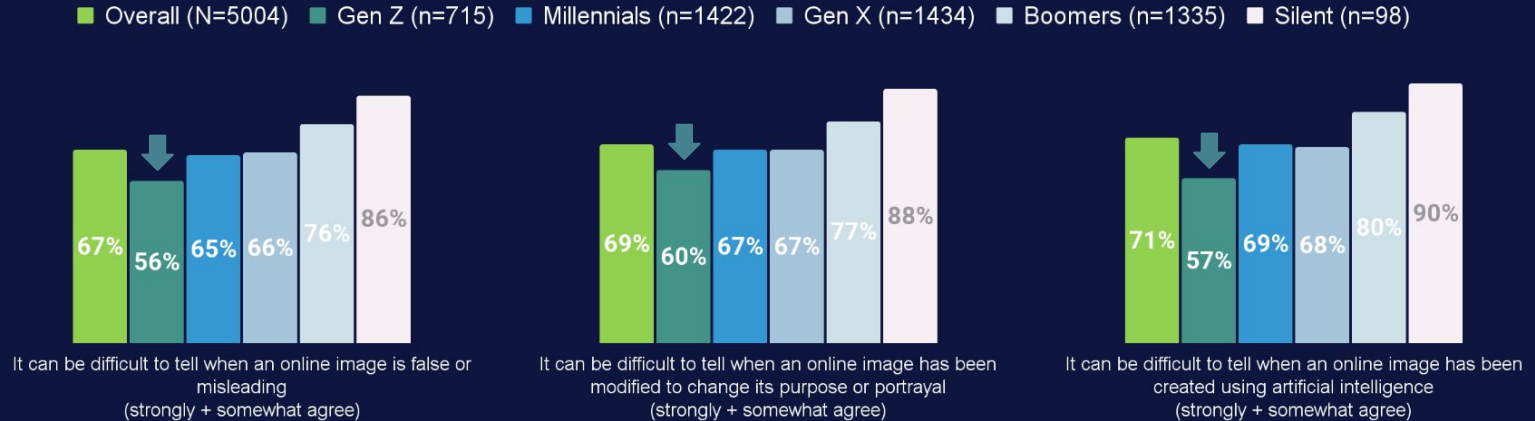


Online Image Verification



Still a majority, Gen Z was less likely than Millennials, Gen X, and Boomers to agree it can be difficult to tell when an online image is false or misleading, has been altered to change its portrayal, or has been created using gen AI.

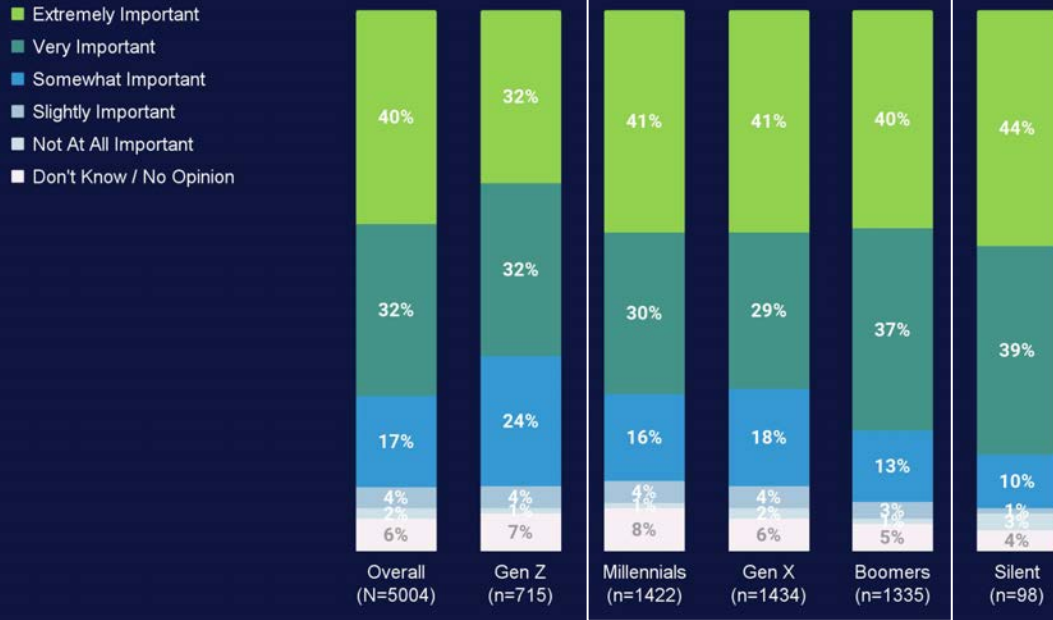
Q: How strongly do you agree or disagree with the following statements?





At least seven in ten Millennials (71%), Gen X (70%), and Boomers (77%) recognized the ability to verify if images online are authentic and reliable as being extremely or very important.

Q: In your opinion, how important is it to be able to verify if images online are authentic and reliable?

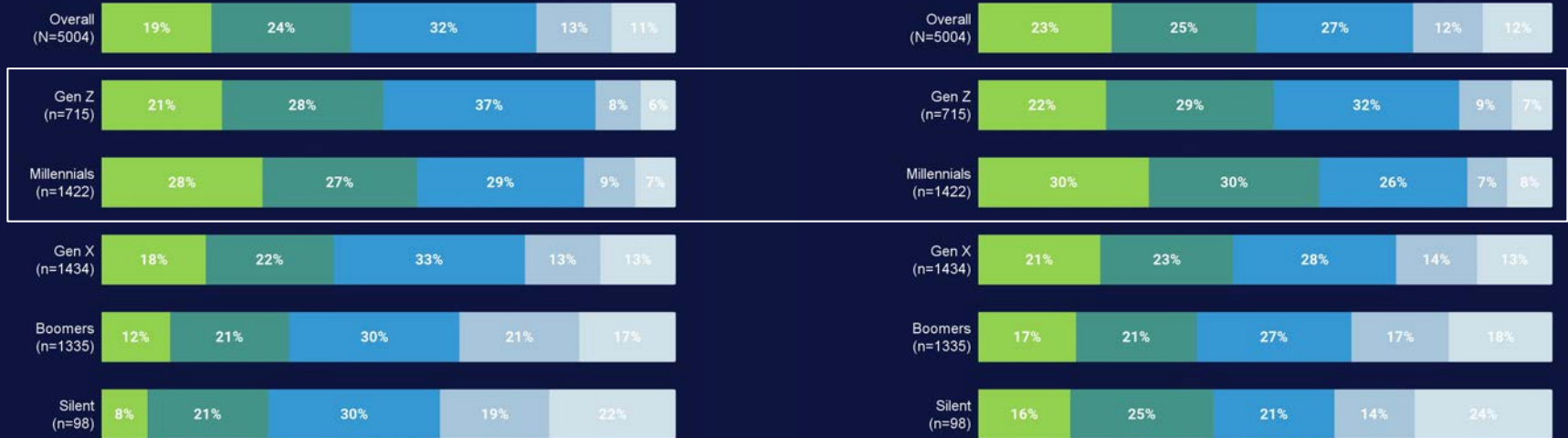




Roughly half or more Gen Z and Millennials reported that they always or regularly try to verify the authenticity and reliability of images they find online or plan on sharing.

Q: How often do you do the following?

Always Regularly Sometimes Rarely Never



Try to verify if images I find online are authentic and reliable

Try to verify if online images I plan on sharing are authentic and reliable



Gen Z and Millennials were more likely to be totally or very confident in their ability to tell when images online are authentic and reliable compared to Gen X and Boomers.

Q: How confident are you in your ability to tell when images online are authentic and reliable?

■ Totally Confident ■ Very Confident ■ Moderately Confident ■ Slightly Confident ■ Not At All Confident





Using a search engine to find out more information about the image is the top method Gen Z and Millennials reported using when practicing online image verification (unlike Gen X and Boomers).

Q: In general, which of the following methods do you use when trying to verify if an image online is authentic and reliable? Please select all that apply. **(among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)**

(Selected)	Look for any visual discrepancies or modifications in the image	Use a search engine to find out more information about the image	Check the website (or account) the image was published on	Read the entire caption associated with the image	Read all of the information within the image (if there is any)	Check if the image appears on other websites or accounts	Check the publisher/creator of the image	Check the date the image first appeared online	Check if the image has a warning label	Show others the image to get their opinion
Overall (N=4496)	45%	45%	40%	39%	39%	35%	34%	29%	25%	20%
Gen Z (n=681)	40%	41%	37%	38%	40%	35%	34%	30%	24%	21%
Millennials (n=1330)	43%	46%	42%	36%	39%	39%	37%	31%	26%	21%
Gen X (n=1275)	44%	44%	37%	36%	35%	34%	33%	28%	21%	20%
Boomers (n=1134)	53%	48%	41%	44%	41%	31%	31%	28%	28%	18%
Silent (n=78)	44%	46%	39%	53%	47%	26%	37%	31%	41%	9%



Boomers were less likely than Gen Z, Millennials, and Gen X to report frequently using advanced search engine techniques to verify if an online image is authentic and reliable.

Q: When trying to verify if an image is authentic and reliable using a search engine (e.g., Google Search or Microsoft Bing), how often do you do the following? **(among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)**

(Always + Regularly)	Overall (N=4496)	Gen Z (n=681)	Millennials (n=1330)	Gen X (n=1275)	Boomers (n=1134)	Silent (n=78)
Go past the first page of image results on a search engine	42%	41%	53%	41%	31%	28%
Include keywords in your image search to specifically look for evidence of false or misleading information	42%	47%	51%	40%	31%	35%
Open multiple tabs or windows and perform multiple image searches using different combinations of keywords	37%	44%	47%	36%	23%	17%
Use multiple search engines to compare images	36%	41%	46%	36%	23%	18%
Use a reverse image search to find the original source of an image	35%	43%	48%	34%	19%	12%
Filter your image search using time, date, etc.	34%	38%	46%	34%	21%	10%

UNITED STATES



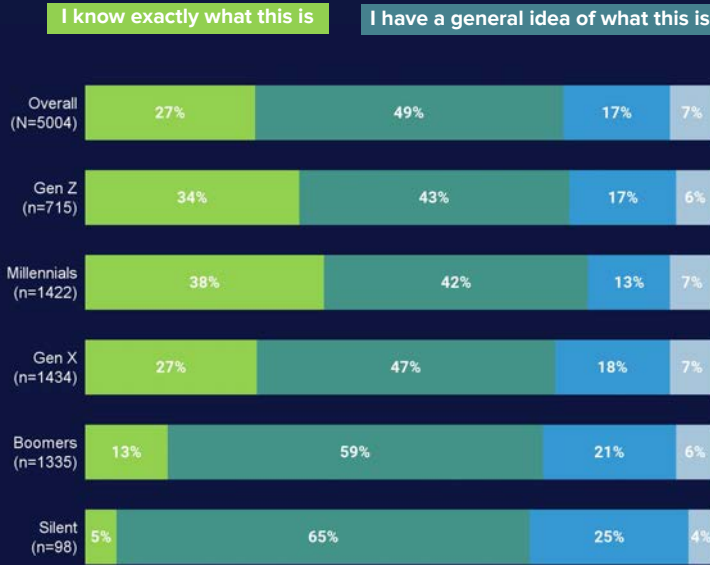
Online Images & AI



Over one-fifth (20%) of respondents across generations were unfamiliar with gen AI.

Gen Z and Millennials were more likely to be completely familiar with AI and gen AI compared to Gen X and Boomers.

Q: How familiar are you with the following concepts?



Artificial Intelligence



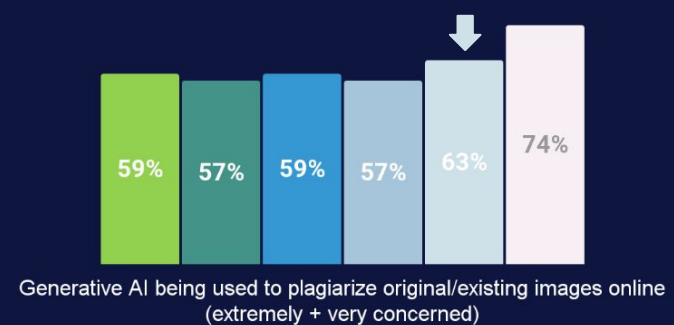
Generative Artificial Intelligence



Gen AI being used to create false or misleading images online or plagiarize original images was a big concern for more Boomers compared to Gen Z, Millennials, and Gen X.

Q: As you may know, artificial intelligence (AI) is a set of technologies that enable computers to perform human-like tasks, including the ability to consume and translate spoken and written language, analyze data, and make recommendations. Generative artificial intelligence describes AI that can be used to create new content, including audio, code, images, and videos. Based on the above, how concerned are you about the following?

■ Overall (N=5004) ■ Gen Z (n=715) ■ Millennials (n=1422) ■ Gen X (n=1434) ■ Boomers (n=1335) ■ Silent (n=98)



The background of the slide features a blue-tinted image of the Elizabeth Tower (Big Ben) in London. A semi-transparent white rectangular box is overlaid on the left side of the image. Inside this box, at the top, is a green horizontal bar containing the text 'SECTION 4'. Below this bar, the text 'Country Deep Dive:' is followed by 'United Kingdom' in a larger, bold font. In the bottom left corner, a faint, semi-transparent London Underground roundel logo is visible.

SECTION 4

Country Deep Dive:
United Kingdom



KEY FINDINGS in the United Kingdom

A majority (85%) of UK respondents agreed false or misleading online images are a problem for society, while half (50%) agreed these images are a problem for them personally.

More Gen Z (59%) and Millennials (59%) compared to Gen X (46%), Boomers (19%), and Silent (20%) respondents thought they saw false or misleading images online on a daily or weekly basis.

Over half of all UK respondents reported they were extremely or very concerned about the effects of false or misleading online images on international conflict and war, public health, the education of youth, and discrimination.

A plurality of UK respondents across generations (35% or more) were only moderately confident in their ability to tell when images online are authentic and reliable.

A majority of UK respondents were not completely familiar with AI or gen AI and were highly concerned about the latter technology being used to create false or misleading online images as well as being used to plagiarize existing images.

UNITED KINGDOM



**False or Misleading Online Images:
Perceptions, Sharing, & Concerns**



An online image appearing photoshopped was viewed as being false or misleading by more Gen Z, Millennials, and Gen X compared to Boomers and Silent respondents.

More Boomers (compared to Gen Z, Millennials, and Gen X) viewed an online image as being false or misleading if its information goes against what they believe.

Q: In your opinion, what do you think are signs of a false or misleading online image? Please select all that apply.

(Selected)	Overall (N=5003)	Gen Z (n=713)	Millennials (n=1317)	Gen X (n=1424)	Boomers (n=1374)	Silent (n=175)
If the image looks photoshopped	72%	75%	75%	73%	67%	61%
If the image is low resolution (e.g., blurry)	48%	46%	47%	47%	48%	55%
If the image was shared on a website you do not recognize	39%	37%	38%	37%	41%	42%
If the image was shared on a social media platform (or account) you do not recognize	36%	34%	34%	36%	42%	31%
If the image's information (within the picture or as a caption) goes against what you believe	33%	23%	33%	32%	39%	32%
I am unsure	11%	6%	6%	9%	17%	25%

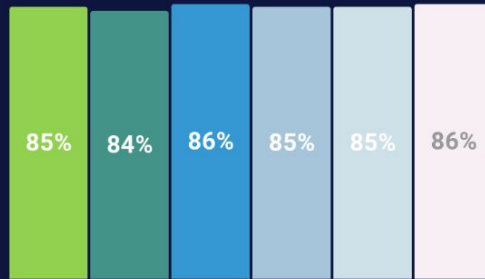


A majority of Gen Z (58%) and Millennials (63%) agreed false or misleading online images are a problem for them personally.

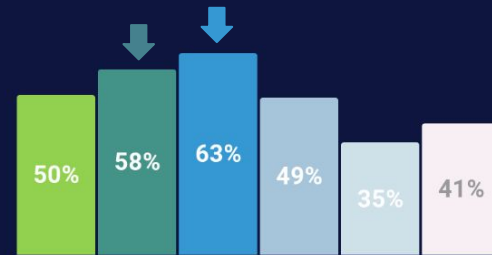
Levels of agreement regarding false or misleading online images being a problem for society were similar across generations.

Q: For context, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Based on the above, how strongly do you agree or disagree with the following statements?

■ Overall (N=5003) ■ Gen Z (n=713) ■ Millennials (n=1317) ■ Gen X (n=1424) ■ Boomers (n=1374) ■ Silent (n=175)



False or misleading online images are a problem for society (strongly + somewhat agree)

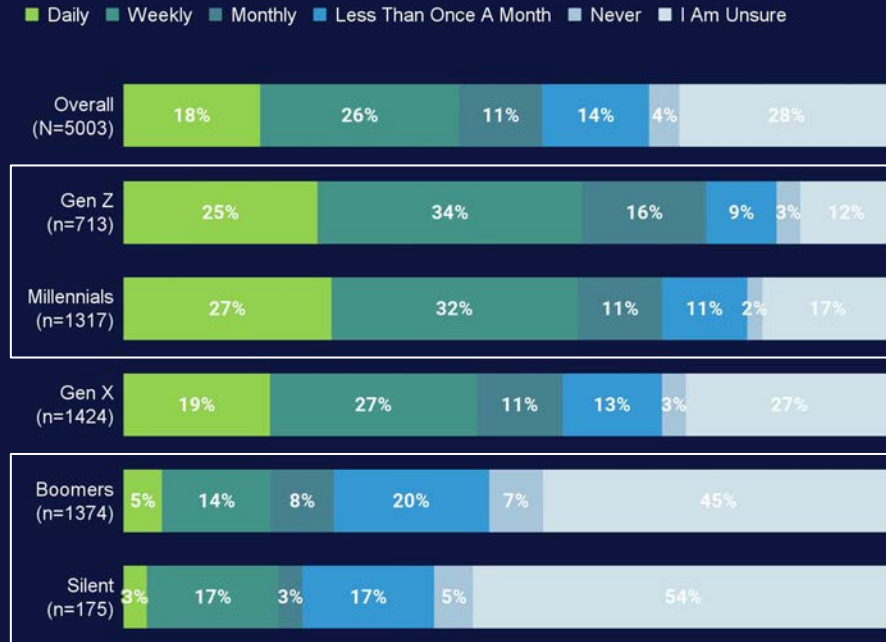


False or misleading online images are a problem for me personally (strongly + somewhat agree)



At least 5x more Gen Z (25%) and Millennials (27%) thought they came across false or misleading images online on a daily basis compared to Boomers and Silent respondents.

Q: To your knowledge, how often do you come across what you think are false or misleading images online?





False or misleading online images on news aggregators/apps and news sites were reported to have been seen by nearly a fourth (24%) of Millennials, unlike other generations.

Q: Where exactly do you come across what you think are false or misleading online images? Please select all that apply. (among those who come across false or misleading images online)

(Selected)	Overall (N=3395)	Gen Z (n=606)	Millennials (n=1077)	Gen X (n=988)	Boomers (n=654)	Silent (n=71)*
Social media platforms	78%	82%	82%	77%	73%	62%
Search engines	34%	27%	38%	35%	33%	38%
Messaging apps	25%	23%	28%	23%	24%	20%
News aggregators/apps	19%	16%	24%	16%	18%	25%
National online news sites	18%	17%	24%	15%	14%	12%
Local online news sites	17%	18%	24%	14%	10%	14%



More Gen Z and Millennials showed greater concern about different groups' exposure to or sharing of false or misleading online images compared to Gen X, Boomers, and Silent respondents.

Q: How concerned are you about the following?

(Extremely + Very Concerned)	Overall (N=5003)	Gen Z (n=713)	Millennials (n=1317)	Gen X (n=1424)	Boomers (n=1374)	Silent (n=175)
Personally being exposed to false or misleading online images	38%	39%	46%	40%	30%	33%
My family being exposed to false or misleading online images	46%	49%	55%	47%	35%	45%
My friends being exposed to false or misleading online images	37%	42%	44%	37%	29%	29%
People outside of my family/friends being exposed to false or misleading online images	35%	39%	42%	36%	27%	28%
Accidentally sharing false or misleading online images myself	38%	44%	46%	37%	28%	33%
My family accidentally sharing false or misleading online images	39%	43%	46%	40%	31%	36%
My friends accidentally sharing false or misleading online images	35%	41%	42%	36%	28%	22%
People outside of my family/friends accidentally sharing false or misleading online images	34%	36%	41%	35%	26%	31%



Gen Z and Millennials were more likely than other generations to have recalled various groups sharing false or misleading online images, including themselves.

Q: As a reminder, an online image is considered false or misleading if its original appearance has been changed, it has been created with a computer program or software with the intent to deceive, or it is being used out of context (e.g., it represents the wrong time, place, or circumstance). Thinking back, have you, your family, friends, or others ever shared false or misleading online images, even if it was unintentional? Please select all that apply.

(Selected)	Overall (N=5003)	Gen Z (n=713)	Millennials (n=1317)	Gen X (n=1424)	Boomers (n=1374)	Silent (n=175)
I probably have shared false or misleading online images	17%	27%	22%	16%	9%	5%
My family probably has shared false or misleading online images	20%	33%	28%	18%	9%	3%
My friends probably have shared false or misleading online images	25%	36%	32%	27%	13%	6%
People outside of my family/friends have shared false or misleading online images	31%	39%	37%	31%	25%	13%
I am unsure	48%	26%	36%	48%	67%	78%



A majority of all generations except Gen Z believed people share false or misleading images online because they think the images are authentic and reliable at the time.

More Boomers and Silent respondents (compared to Gen Z and Gen X) believed people share false or misleading online images to intentionally spread them.

Q: Which of the following, if any, are reasons why you think people share false or misleading images online? Please select all that apply.

(Selected)	Overall (N=5003)	Gen Z (n=713)	Millennials (n=1317)	Gen X (n=1424)	Boomers (n=1374)	Silent (n=175)
They think the images are authentic and reliable at the time	54%	49%	53%	56%	56%	64%
They share the images impulsively without thinking too much about it	52%	45%	50%	55%	54%	60%
They intentionally want to spread the false or misleading images	34%	30%	34%	32%	37%	41%
They want to know what other people think about the images and start a discussion	22%	25%	28%	22%	16%	21%
Don't know / No opinion	13%	13%	10%	11%	15%	18%



Over half of Gen Z, Millennials, and Gen X were extremely or very concerned about the effects of false or misleading online images on the education of youth and discrimination, unlike Boomers and Silent respondents.

Q: How concerned are you about the effects of false or misleading online images on the following?

(Extremely + Very Concerned)	Overall (N=5003)	Gen Z (n=713)	Millennials (n=1317)	Gen X (n=1424)	Boomers (n=1374)	Silent (n=175)
International conflict and war	56%	53%	58%	55%	55%	63%
Public health	55%	53%	58%	56%	53%	56%
Education of youth	53%	56%	61%	55%	44%	38%
Discrimination	52%	58%	57%	53%	44%	46%
National economy	48%	46%	52%	49%	43%	45%
Climate change	48%	48%	49%	49%	45%	50%
Political polarization	45%	43%	49%	47%	40%	44%

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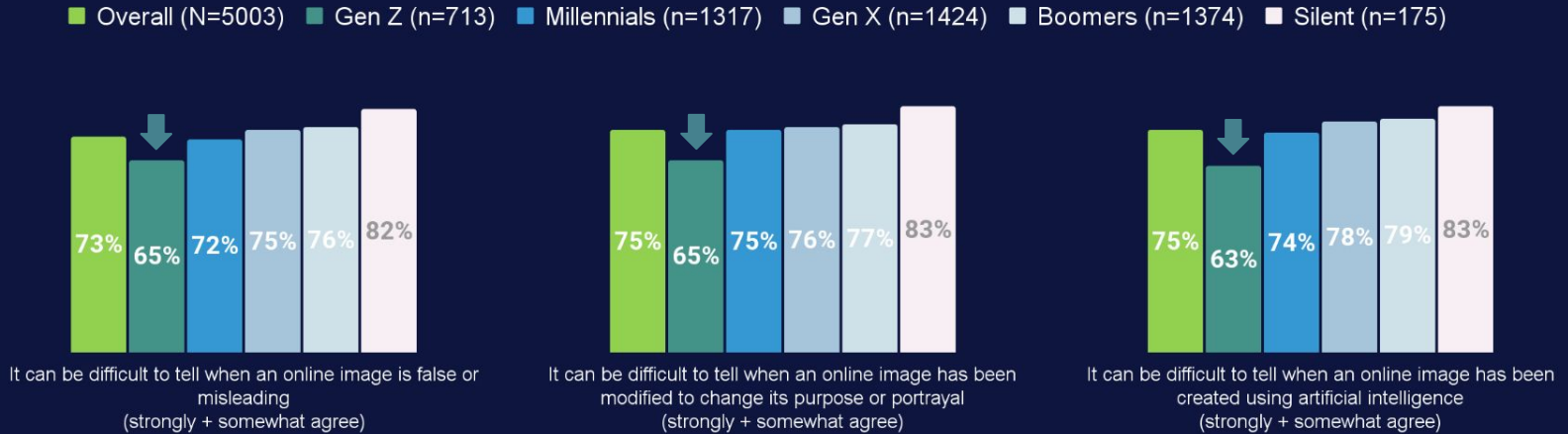


Online Image Verification



Still a majority, Gen Z was less likely than Millennials, Gen X, Boomers, and Silent respondents to agree it can be difficult to tell when an online image is false or misleading, has been altered to change its portrayal, or has been created using gen AI.

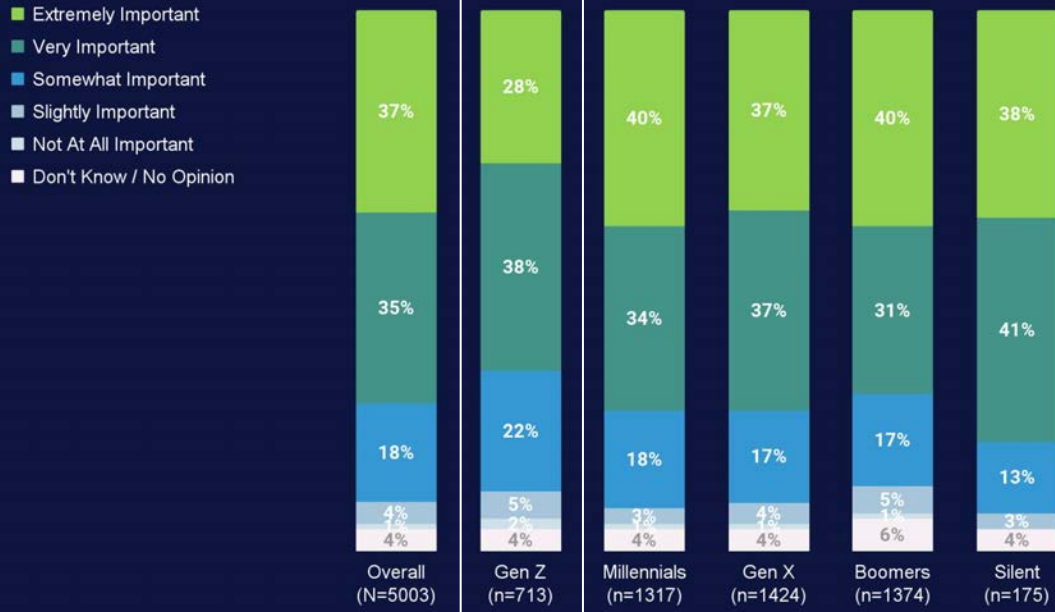
Q: How strongly do you agree or disagree with the following statements?





Gen Z (despite 66% holding this view) was less likely than other generations to regard online image verification as extremely or very important.

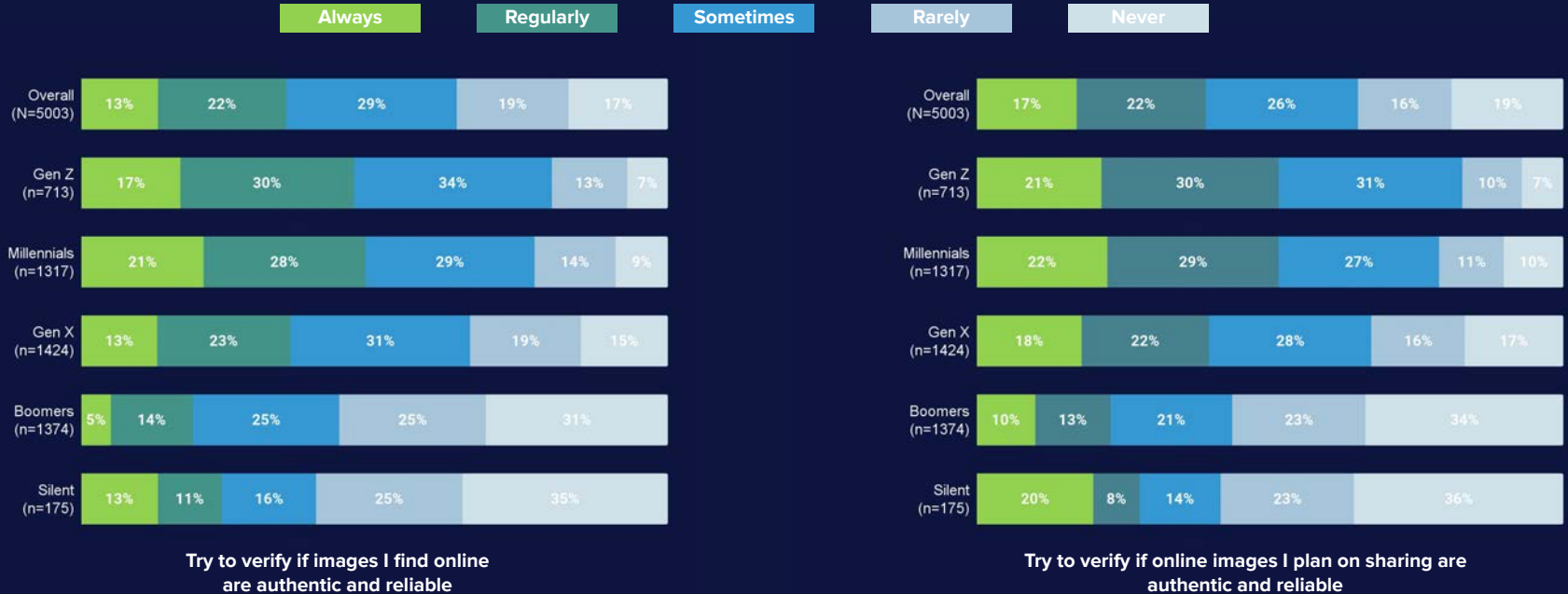
Q: In your opinion, how important is it to be able to verify if images online are authentic and reliable?





Slightly more respondents across generations reported always or regularly trying to verify the authenticity and reliability of online images they plan on sharing versus images they view but do not plan on sharing.

Q: How often do you do the following?





A majority respondents across generations were not totally or very confident in their ability to identify when images online are authentic and reliable.

Not a single Silent respondent reported being totally or very confident in their ability to tell when images online are authentic and reliable.

Q: How confident are you in your ability to tell when images online are authentic and reliable?

■ Totally Confident ■ Very Confident ■ Moderately Confident ■ Slightly Confident ■ Not At All Confident





Gen Z reported primarily checking the website an online image was posted on to verify its authenticity and reliability, while Boomers reported primarily using a search engine to learn more about an online image.

Looking for visual discrepancies to verify online images is the top method Millennials, Gen X, and Silent respondents said they use compared to other methods.

Q: In general, which of the following methods do you use when trying to verify if an image online is authentic and reliable? Please select all that apply. (among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)

(Selected)	Look for any visual discrepancies or modifications in the image	Use a search engine to find out more information about the image	Read the entire caption associated with the image	Check the website (or account) the image was published on	Read all of the information within the image (if there is any)	Check if the image appears on other websites or accounts	Check the publisher/creator of the image	Check the date the image first appeared online	Check if the image has a warning label	Show others the image to get their opinion
Overall (n=4227)	45%	42%	40%	39%	38%	32%	29%	28%	23%	20%
Gen Z (n=676)	41%	37%	35%	42%	36%	37%	36%	26%	22%	23%
Millennials (n=1218)	45%	41%	39%	40%	38%	35%	31%	28%	21%	22%
Gen X (n=1234)	48%	44%	39%	41%	37%	35%	27%	27%	23%	19%
Boomers (n=982)	44%	47%	45%	34%	41%	24%	23%	28%	25%	17%
Silent (n=118)	49%	37%	46%	48%	49%	19%	30%	30%	41%	31%



The top advanced search engine technique Gen Z and Silent respondents reported frequently using to try and verify an online image's authenticity and reliability differs from Millennials, Gen X, and Boomers.

Q: When trying to verify if an image is authentic and reliable using a search engine (e.g., Google Search or Microsoft Bing), how often do you do the following? **(among those who report trying to verify if images they find online are authentic and reliable or if online images they plan on sharing are authentic and reliable)**

(Always + Regularly)	Overall (N=4227)	Gen Z (n=676)	Millennials (n=1218)	Gen X (n=1234)	Boomers (n=982)	Silent (n=118)
Go past the first page of image results on a search engine	37%	39%	45%	37%	26%	21%
Include keywords in your image search to specifically look for evidence of false or misleading information	34%	41%	42%	32%	23%	28%
Open multiple tabs or windows and perform multiple image searches using different combinations of keywords	30%	39%	41%	29%	16%	7%
Use multiple search engines to compare images	29%	35%	37%	28%	16%	15%
Use a reverse image search to find the original source of an image	28%	41%	38%	27%	12%	8%
Filter your image search using time, date, etc.	27%	33%	36%	26%	14%	20%

UNITED KINGDOM

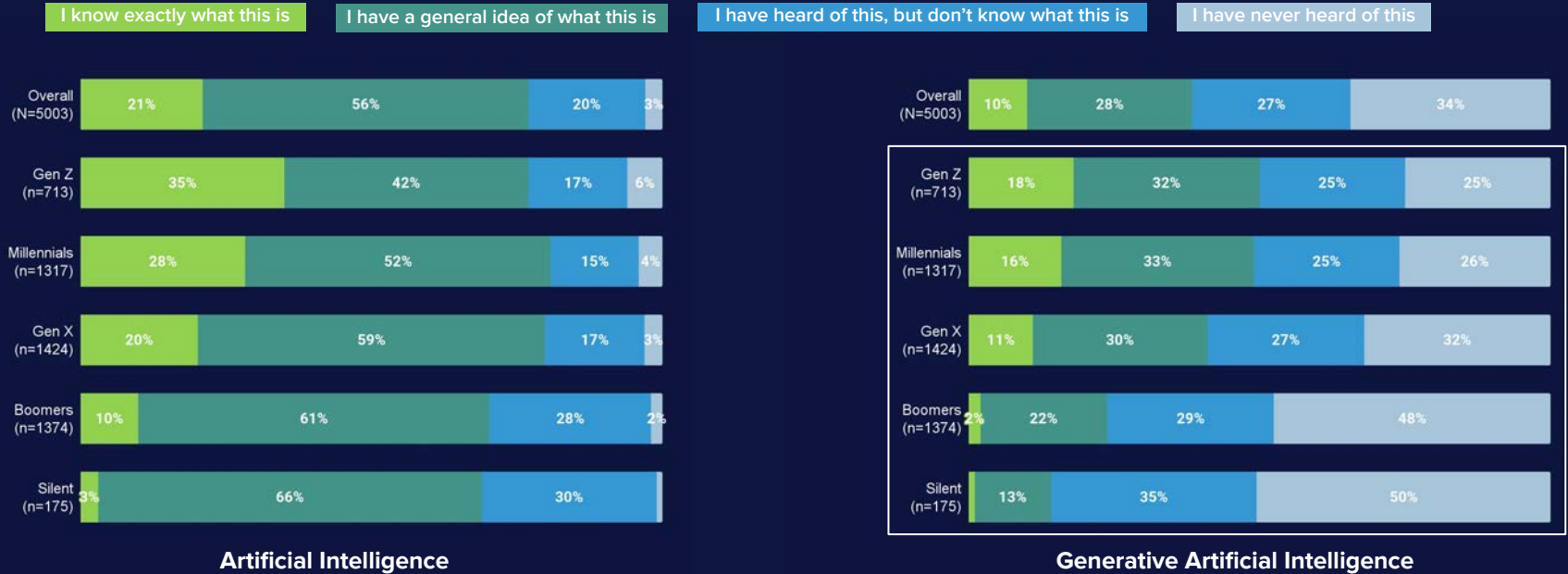


Online Images & AI



At least a fourth (25%) of respondents across generations reported being unfamiliar with gen AI, with fewer than a fifth (20%) reporting that they were completely familiar with the concept.

Q: How familiar are you with the following concepts?

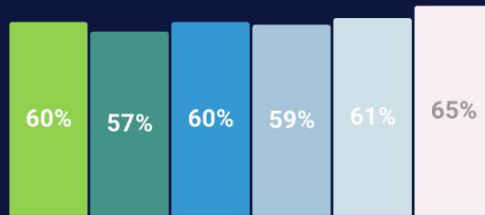




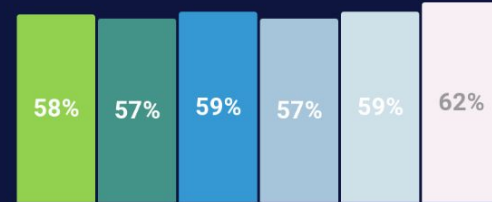
Over half of respondents across generations were extremely or very concerned about gen AI being used to create false or misleading images online or plagiarize original images.

Q: As you may know, artificial intelligence (AI) is a set of technologies that enable computers to perform human-like tasks, including the ability to consume and translate spoken and written language, analyze data, and make recommendations. Generative artificial intelligence describes AI that can be used to create new content, including audio, code, images, and videos. Based on the above, how concerned are you about the following?

■ Overall (N=5003) ■ Gen Z (n=713) ■ Millennials (n=1317) ■ Gen X (n=1424) ■ Boomers (n=1374) ■ Silent (n=175)



Generative AI being used to create false or misleading images online (extremely + very concerned)



Generative AI being used to plagiarize original/existing images online (extremely + very concerned)

Poynter.

 MediaWise



Google