

Polling - Truth in politics and social media in Victoria

March 2022

Key results

In September 2021, the multi-party Electoral Matters Committee of the Parliament of Victoria released an extensive report, the findings of its inquiry into the impact of social media on elections and electoral administration.¹

The Australia Institute surveyed a representative sample of 600 Victorians with questions about truth in politics and social media in Victoria, based on recommendations from the inquiry.

The results show that:

- Four in five Victorians (82%) support the introduction of truth in political advertising laws, with only 6% opposed.
- Support is highest among Coalition voters (88% support), followed by Labor voters (85% support).
- Four in five Victorians (78%–90%) agree with six propositions around truth in political advertising and disinformation, including that it should be illegal to publish material that pretends to be from an electoral commission, political party or election candidate and that there should be a public online ad library.
- Seven in 10 Victorians (72%) agreed that social media platforms should verify users' identities but over half of Victorians (53%) would be somewhat or very uncomfortable giving social media platforms a copy of identifying documents.
 - Over half of respondents (54%) agreed that being able to remain anonymous online is important.
- Two in five Victorians (39%) either think they have or definitely have interacted with or followed an account they later realised was fake.

¹ Electoral Matters Committee (2021) *Inquiry into the Impacts of Social Media on Elections and Electoral Administration*, <https://www.parliament.vic.gov.au/emc/article/4482>

Truth in political advertising laws

The Electoral Matters Committee recommended:

the Government introduce legislation making it illegal to publish statements in electoral advertising which purport to be facts but which are inaccurate. In drafting the legislation, the Government should:

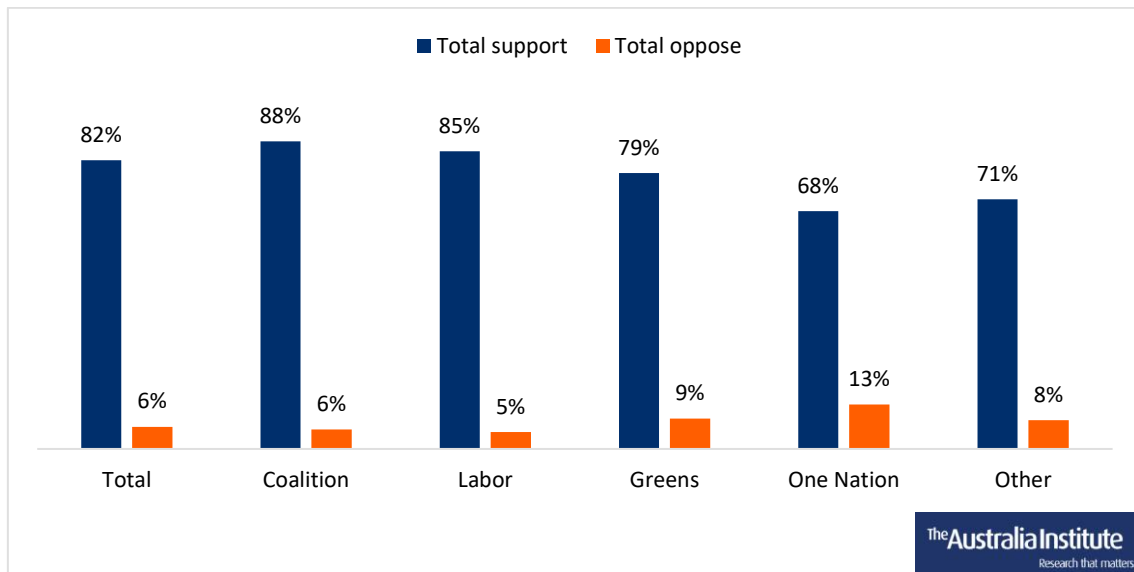
- consider the South Australian legislation (or the alternative wording proposed during this Inquiry) as a model
- set penalties sufficient to act as a disincentive, even for well funded parties, candidates or groups
- include provisions making it illegal for a publisher (including a social media platform) to continue publishing an electoral advertisement once it has been determined by the relevant authority to contain inaccurate statements
- allow the organisation designated to determine whether or not an electoral advertisement contains inaccurate information to publish its finding, so that information about inaccurate statements can be put in the public domain even if the original advertisers or social media companies refuse to take action or are slow to take action.²

Respondents were asked if they support or oppose the introduction of truth in political advertising laws that would make it illegal for political parties and candidates to publish ads that are inaccurate and misleading.

- Four in five Victorians (82%) support the introduction of truth in political advertising laws, with only 6% opposed.
- Support is highest among Coalition voters (88% support), followed by Labor voters (85% support).

² Electoral Matters Committee (2021) *Inquiry into the Impacts of Social Media on Elections and Electoral Administration*, p. 124

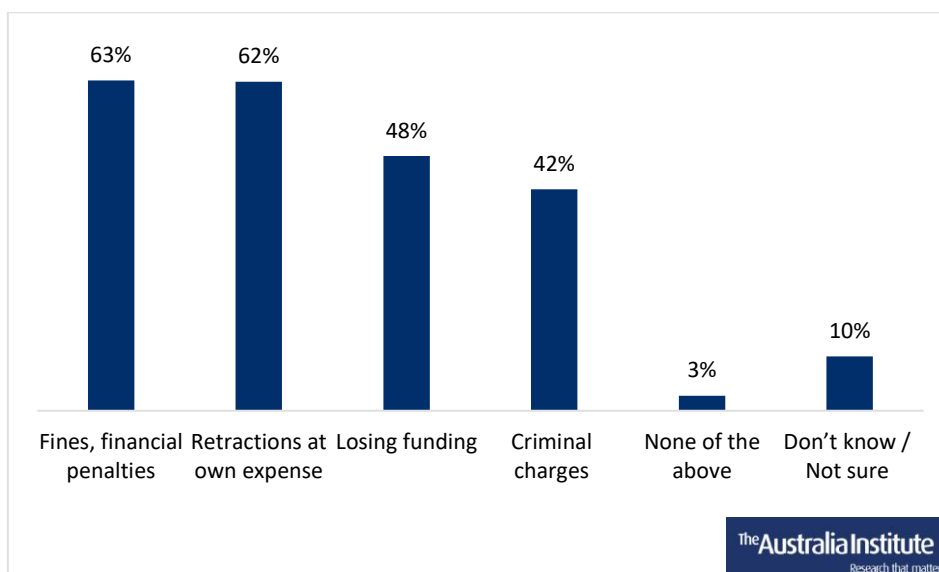
Figure 1: Introduction of truth in political advertising laws



Respondents were presented with four penalties, and asked which (if any) they thought should be possible penalties for parties and candidates that publish inaccurate and misleading ads. Respondents could pick multiple penalties, or none.

- Three in five Victorians selected fines and other financial penalties (63% selected) and being forced to publish retractions at their own expense (62% selected) as possible penalties.
- Half of Victorians (48%) selected losing some or all public funding as a possible penalty for publishing inaccurate and misleading ads.
- Two in five (42%) selected criminal charges as a possible penalty.

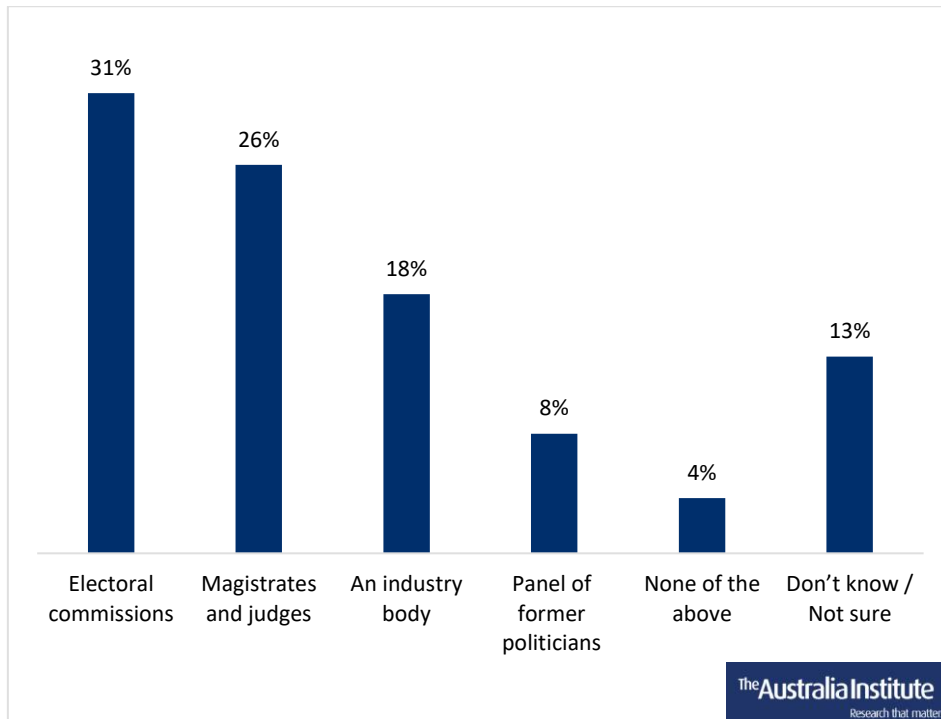
Figure 2: Possible penalties for publishing inaccurate and misleading ads



Respondents were asked who should adjudicate whether an ad is inaccurate and misleading.

- The most popular choice for who should adjudicate whether an ad is inaccurate and misleading was electoral commissions, chosen by 31% of Victorians.
- 26% chose magistrates and judges, 18% chose an industry body and 8% chose a special panel of former politicians convened for the election.

Figure 3: Who should adjudicate whether an ad is inaccurate and misleading?



Advertising, social media and fact-checking

Respondents were then told:

Last year, a Parliamentary Inquiry in Victoria released a bipartisan report on social media and elections. That report contained several recommendations to do with truth in political advertising.

They were then presented with several statements about truth in political advertising, social media and potential options for future state elections in Victoria:

- It should be illegal to publish material that pretends to be from an electoral commission, political party, or election candidate.
- The Victorian Government should fund an independent organisation or body to conduct fact-checking work on political statements made during election campaigns.
- The Victorian Government should fund an independent organisation or body to provide trustworthy and factual information about political parties, candidates, and their policies.
- Political parties, campaigners, and candidates should have to provide copies of their online advertisements to the Victorian Electoral Commission for inclusion in a public ad library.
- Groups that run political advertisements should have to disclose information such as who paid for the ad, how much was spent and who was targeted.

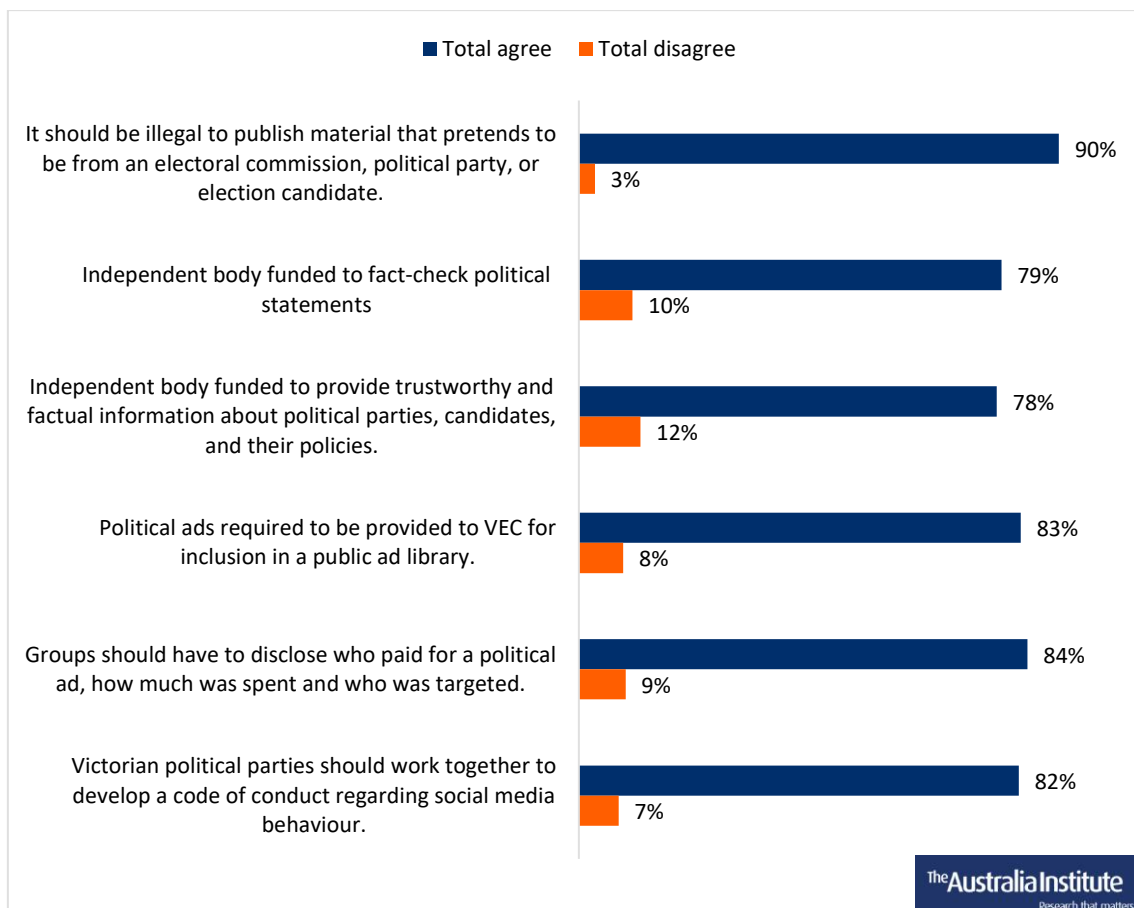
These statements were based on recommendations from the Electoral Matters Committee (Recommendations 12, 13, 14, 20, 27 and 28).³

³ Electoral Matters Committee (2021) *Inquiry into the Impacts of Social Media on Elections and Electoral Administration*, pp. 126, 132, 137, 186, 208 and 215

There was significant agreement with all six proposals.

- Nine in 10 Victorians (90%) agree it should be illegal to publish material that pretends to be from an electoral commission, political party or election candidate.
- Four in five Victorians agreed with two proposals for the Victorian Government to fund an independent body to fact-check political statements (79%) and to provide trustworthy and factual information about political parties, candidates and their policies (78%).
- Four in five Victorians agreed those publishing political ads online should be required to provide copies of the ads to the Victorian Electoral Commission for inclusion in a public ad library (83%) and that groups should have to disclose who paid for a political ad, how much was spent and who was targeted (84%).
- Four in five Victorians (82%) agree political parties should develop a code of conduct for social media behaviour.

Figure 4: Policy proposals for political advertising and future Victorian elections



Social media anonymity and identity

The Electoral Matters Committee's Recommendation 7 is that "social media companies should be required to establish the identity of users before they can get a social media account", echoing a recommendation from the House of Representatives Standing Committee on Social Policy and Legal Affairs.⁴

Respondents were asked about social media platforms, specifically around privacy, anonymity and identification.

- Seven in 10 (72%) Victorians agree that social media platforms should be required to establish the identity of a user before giving them a social media account. 13% disagree.
- Over half of Victorians (54%) agree that being able to remain anonymous online is important to protect people's privacy and freedom from harassment. 31% disagree.
- Over half of Victorians (53%) would be somewhat or very uncomfortable giving social media platforms a copy of identifying documents. 37% would be comfortable.
 - More women are uncomfortable with giving a copy of their ID (56% uncomfortable, 33% comfortable) than men (50% uncomfortable, 42% comfortable).
 - Discomfort is highest among those over 50 years of age (57–59%), and lowest among those 30–49 (45–46%).

⁴ Electoral Matters Committee (2021) *Inquiry into the Impacts of Social Media on Elections and Electoral Administration*, p. xx

Figure 5: Social media platforms

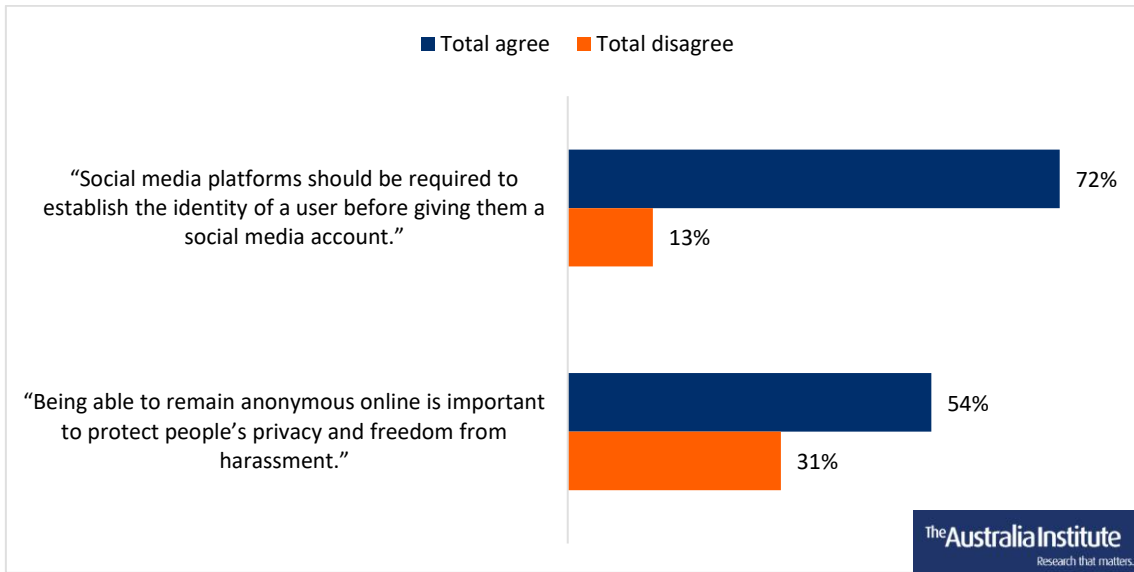
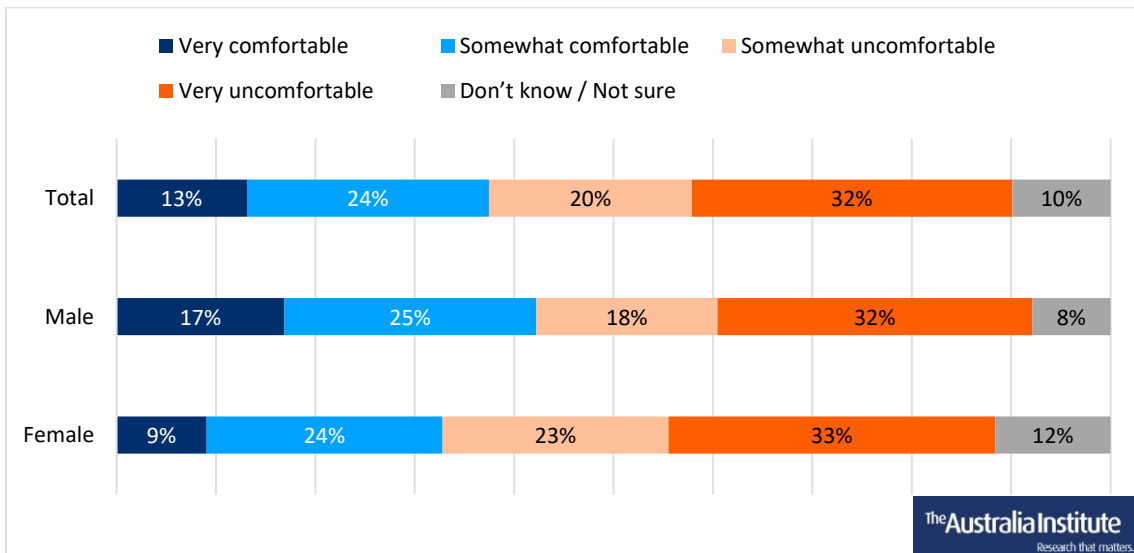


Figure 6: Level of comfort giving copy of ID to verify identity

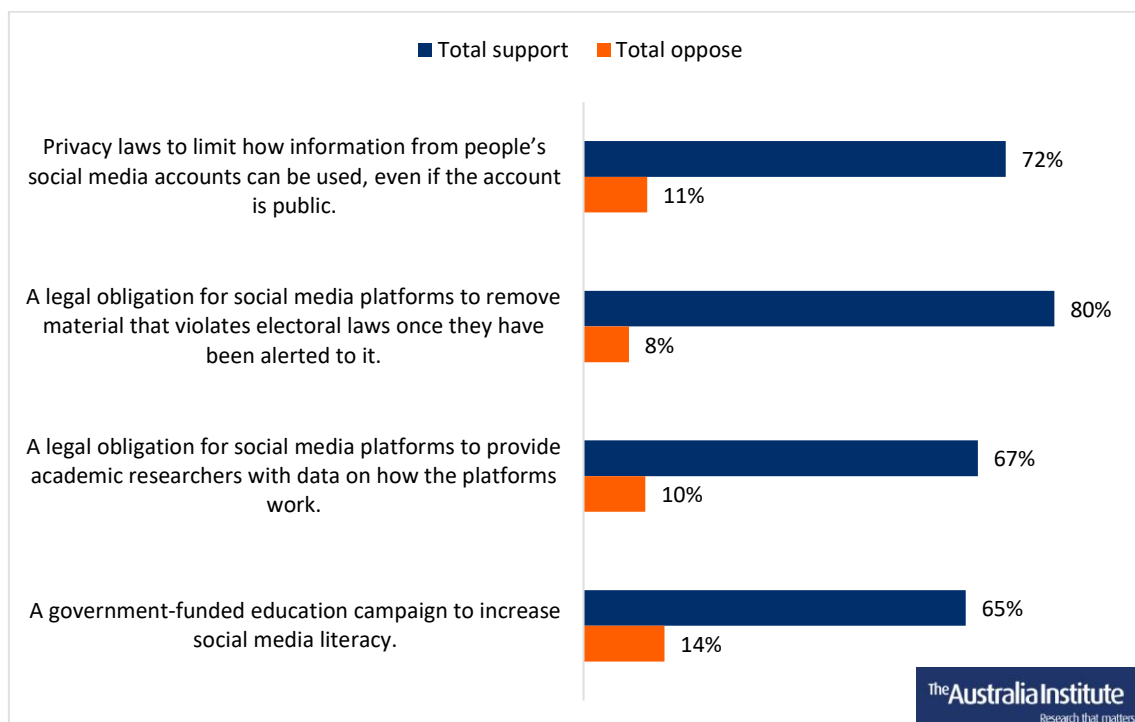


Regulation of social media platforms

Respondents were asked if they would support or oppose the Victorian Government adopting four social media policies.

- Four in five Victorians (80%) support a legal obligation for social media platforms to remove material that violates electoral laws once they have been alerted to it.
- Seven in 10 Victorians (72%) support privacy laws to limit how information from people’s social media accounts can be used, even if the account is public.
- Two in three Victorians support a legal obligation for social media platforms to provide academic researchers with data on how the platforms work (67%) and a government-funded education campaign to increase social media literacy (65%).

Figure 7: Social media policies



These statements were based on the Electoral Matters Committee’s Recommendations 18, 19, 25, 30, 31 and 32.⁵

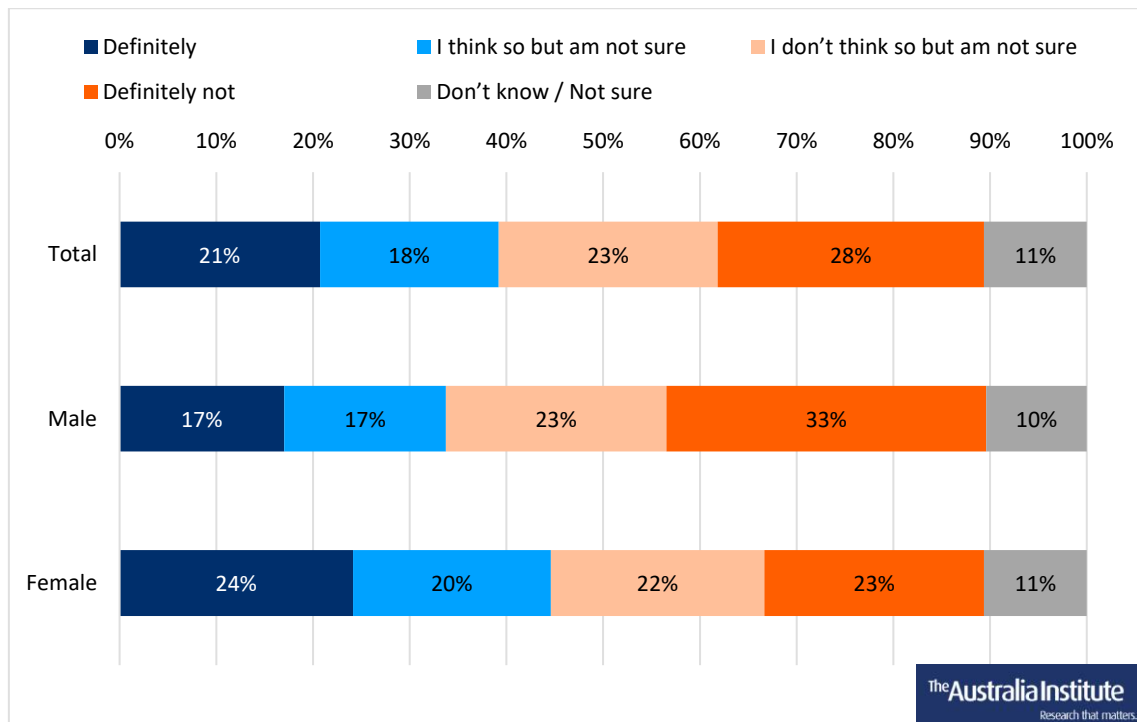
⁵ Electoral Matters Committee (2021) *Inquiry into the Impacts of Social Media on Elections and Electoral Administration*, pp. 169, 183, 203, 230 and 234

The Electoral Matters Committee recommended that “the Government encourage social media platforms to take further actions to reduce the number of fake accounts”.⁶

Respondents were introduced to the idea that some accounts on social media are “fake”.⁷ They were then asked whether they personally have ever interacted with or followed an account that they later realised was fake.

- Two in five Victorians (39%) either think they have or definitely have interacted with or followed an account they later realised was fake, including 21% who definitely have.
- A further 23% do not think they have, and 28% say they have definitely not.
- Women are more likely than men to report that they think they have or definitely have interacted with a fake account than men (45% vs 34%).

Figure 8: Interacted with or followed an account that you later realised was fake



⁶ Electoral Matters Committee (2021) *Inquiry into the Impacts of Social Media on Elections and Electoral Administration*, p. xxii

⁷ “Some social media accounts are ‘fake’, for example they are not the person or organisation that they say they are, or their content is written by ‘bots’ not real people.”

Method

The Australia Institute surveyed 600 adults living in Victoria between 22 and 25 February 2022, online through Dynata’s panel, with representative samples by gender and age.

The results were weighted by two variables (gender x age group) based on the latest Australian Bureau of Statistics data, using the raking method. This resulted in an effective sample size of 596.

The margin of error (95% confidence level) for the results is 4%.

Voting intention questions appeared just after the initial demographic questions, before policy questions. Lower house voting intention was asked first, followed by upper house voting intention.

Respondents who answered “Don’t know / Not sure” for voting intention questions were then asked a leaning question.

Voting crosstabs show voting intentions for the Legislative Assembly. Those who were undecided were asked which way they were leaning; these leanings are included in voting intention crosstabs. “Coalition” includes separate responses for Liberal and National. “Other” refers to Independent/Other.



**Australian
Polling Council
Quality Mark**

Detailed results

No preceding questions in the poll are expected to have influenced the results of the questions published here.

Would you support or oppose the introduction of ‘truth in political advertising’ laws that would make it illegal for political parties and candidates to publish ads that are inaccurate and misleading?

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly support	62%	61%	62%
Support	21%	21%	21%
Oppose	4%	4%	4%
Strongly oppose	2%	3%	1%
Don’t know / Not sure	11%	11%	12%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly support	62%	64%	51%	48%	62%	76%
Support	21%	20%	24%	24%	17%	18%
Oppose	4%	7%	8%	5%	2%	1%
Strongly oppose	2%	1%	3%	3%	1%	2%
Don’t know / Not sure	11%	9%	15%	19%	17%	3%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	62%	62%	66%	62%	63%	51%
Support	21%	26%	19%	17%	5%	20%
Oppose	4%	4%	4%	7%	4%	5%
Strongly oppose	2%	1%	1%	2%	9%	3%
Don’t know / Not sure	11%	7%	10%	13%	20%	21%

If ‘truth in political advertising’ laws were adopted, which of the following do you think should be possible penalties for parties and candidates that publish inaccurate and misleading ads?

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Fines and other financial penalties	63%	63%	63%
Being forced to publish retractions at their own expense	62%	62%	63%
Losing some or all public funding	48%	49%	48%
Criminal charges	42%	48%	36%
None of the above	3%	3%	3%
Don’t know / Not sure	10%	10%	11%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Fines and other financial penalties	63%	64%	49%	57%	62%	75%
Being forced to publish retractions at their own expense	62%	59%	47%	57%	67%	77%
Losing some or all public funding	48%	46%	45%	37%	46%	61%
Criminal charges	42%	28%	39%	42%	45%	54%
None of the above	3%	2%	4%	5%	3%	1%
Don't know / Not sure	10%	12%	16%	12%	13%	2%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Fines and other financial penalties	63%	67%	60%	63%	74%	58%
Being forced to publish retractions at their own expense	62%	64%	64%	57%	62%	61%
Losing some or all public funding	48%	52%	43%	52%	54%	49%
Criminal charges	42%	46%	41%	40%	51%	35%
None of the above	3%	1%	3%	4%	8%	6%
Don't know / Not sure	10%	7%	11%	8%	9%	17%

If 'truth in political advertising' laws were adopted, who should adjudicate whether an ad is inaccurate and misleading?

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Electoral commissions (for example, the Australian Electoral Commission for federal ads)	31%	36%	27%
Magistrates and judges through the legal system	26%	28%	25%
A special panel of former politicians convened for the election	8%	6%	10%
An industry body (for example, Ad Standards)	18%	14%	21%
None of the above	4%	5%	2%
Don't know / Not sure	13%	11%	15%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Electoral commissions (for example, the Australian Electoral Commission for federal ads)	<i>31%</i>	<i>23%</i>	<i>22%</i>	<i>30%</i>	<i>34%</i>	<i>43%</i>
Magistrates and judges through the legal system	<i>26%</i>	<i>31%</i>	<i>23%</i>	<i>21%</i>	<i>29%</i>	<i>27%</i>
A special panel of former politicians convened for the election	<i>8%</i>	<i>8%</i>	<i>16%</i>	<i>10%</i>	<i>4%</i>	<i>3%</i>
An industry body (for example, Ad Standards)	<i>18%</i>	<i>23%</i>	<i>19%</i>	<i>17%</i>	<i>13%</i>	<i>15%</i>
None of the above	<i>4%</i>	<i>4%</i>	<i>4%</i>	<i>7%</i>	<i>4%</i>	<i>2%</i>
Don't know / Not sure	<i>13%</i>	<i>11%</i>	<i>17%</i>	<i>15%</i>	<i>16%</i>	<i>10%</i>

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Electoral commissions (for example, the Australian Electoral Commission for federal ads)	<i>31%</i>	<i>36%</i>	<i>31%</i>	<i>32%</i>	<i>25%</i>	<i>23%</i>
Magistrates and judges through the legal system	<i>26%</i>	<i>27%</i>	<i>27%</i>	<i>23%</i>	<i>30%</i>	<i>24%</i>
A special panel of former politicians convened for the election	<i>8%</i>	<i>10%</i>	<i>6%</i>	<i>12%</i>	<i>12%</i>	<i>5%</i>
An industry body (for example, Ad Standards)	<i>18%</i>	<i>19%</i>	<i>18%</i>	<i>18%</i>	<i>9%</i>	<i>17%</i>
None of the above	<i>4%</i>	<i>1%</i>	<i>2%</i>	<i>4%</i>	<i>8%</i>	<i>13%</i>
Don't know / Not sure	<i>13%</i>	<i>9%</i>	<i>15%</i>	<i>11%</i>	<i>17%</i>	<i>18%</i>

Last year, a Parliamentary Inquiry in Victoria released a bipartisan report on social media and elections. That report contained several recommendations to do with truth in political advertising.

The following statements are about truth in political advertising, and potential options for future state elections in Victoria. For each statement, indicate whether you agree or disagree.

It should be illegal to publish material that pretends to be from an electoral commission, political party, or election candidate.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly agree	60%	61%	59%
Agree	30%	29%	32%
Disagree	2%	2%	2%
Strongly disagree	1%	1%	1%
Don't know / Not sure	7%	7%	6%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	60%	54%	54%	48%	58%	76%
Agree	30%	35%	34%	35%	29%	22%
Disagree	2%	3%	4%	5%	0%	0%
Strongly disagree	1%	1%	1%	1%	1%	0%
Don't know / Not sure	7%	7%	7%	11%	12%	3%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	60%	62%	61%	53%	63%	56%
Agree	30%	31%	31%	36%	25%	25%
Disagree	2%	3%	2%	1%	0%	3%
Strongly disagree	1%	1%	0%	3%	0%	1%
Don't know / Not sure	7%	4%	6%	7%	13%	15%

The Victorian Government should fund an independent organisation or body to conduct fact-checking work on political statements made during election campaigns.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly agree	39%	38%	41%
Agree	40%	40%	40%
Disagree	8%	8%	7%
Strongly disagree	2%	3%	1%
Don't know / Not sure	11%	10%	11%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	39%	43%	35%	29%	36%	47%
Agree	40%	43%	46%	43%	34%	35%
Disagree	8%	9%	10%	11%	8%	4%
Strongly disagree	2%	0%	1%	2%	4%	4%
Don't know / Not sure	11%	5%	9%	15%	18%	10%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	39%	35%	42%	43%	38%	37%
Agree	40%	45%	43%	32%	45%	27%
Disagree	8%	9%	6%	13%	4%	7%
Strongly disagree	2%	3%	1%	0%	8%	5%
Don't know / Not sure	11%	8%	9%	12%	4%	24%

The Victorian Government should fund an independent organisation or body to provide trustworthy and factual information about political parties, candidates, and their policies.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly agree	41%	39%	44%
Agree	37%	38%	36%
Disagree	9%	10%	8%
Strongly disagree	2%	4%	1%
Don't know / Not sure	10%	9%	11%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	41%	46%	37%	33%	36%	48%
Agree	37%	42%	41%	38%	35%	31%
Disagree	9%	8%	10%	15%	7%	7%
Strongly disagree	2%	1%	1%	1%	4%	5%
Don't know / Not sure	10%	4%	10%	14%	18%	9%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	41%	39%	43%	41%	42%	40%
Agree	37%	41%	40%	33%	34%	26%
Disagree	9%	8%	10%	13%	12%	6%
Strongly disagree	2%	4%	0%	1%	8%	5%
Don't know / Not sure	10%	7%	8%	12%	4%	23%

Political parties, campaigners, and candidates should have to provide copies of their online advertisements to the Victorian Electoral Commission for inclusion in a public ad library.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly agree	43%	45%	43%
Agree	39%	39%	40%
Disagree	6%	4%	8%
Strongly disagree	2%	3%	1%
Don't know / Not sure	9%	9%	8%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	43%	32%	40%	33%	44%	61%
Agree	39%	49%	39%	44%	36%	30%
Disagree	6%	12%	9%	7%	1%	2%
Strongly disagree	2%	2%	1%	5%	2%	1%
Don't know / Not sure	9%	4%	10%	12%	16%	6%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	43%	45%	46%	34%	50%	40%
Agree	39%	42%	39%	39%	29%	37%
Disagree	6%	5%	6%	14%	5%	3%
Strongly disagree	2%	1%	1%	4%	12%	1%
Don't know / Not sure	9%	7%	8%	9%	4%	18%

Groups that run political advertisements should have to disclose information such as who paid for the ad, how much was spent and who was targeted.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly agree	53%	55%	52%
Agree	31%	33%	29%
Disagree	7%	3%	11%
Strongly disagree	2%	1%	2%
Don't know / Not sure	7%	8%	6%

	<i>Total</i>	18-29	30-39	40-49	50-59	60+
Strongly agree	53%	41%	51%	45%	56%	68%
Agree	31%	36%	33%	31%	27%	27%
Disagree	7%	15%	7%	8%	3%	2%
Strongly disagree	2%	2%	1%	3%	2%	1%
Don't know / Not sure	7%	5%	7%	13%	12%	3%

	<i>Total</i>	Coalition	Labor	Greens	One Nation	Other
Strongly agree	53%	58%	52%	50%	55%	47%
Agree	31%	35%	32%	25%	25%	25%
Disagree	7%	3%	7%	15%	4%	9%
Strongly disagree	2%	1%	1%	3%	8%	1%
Don't know / Not sure	7%	3%	7%	7%	8%	17%

The following questions are about social media platforms like Facebook, Twitter and TikTok. To what extent do you agree or disagree?

“Social media platforms should be required to establish the identity of a user before giving them a social media account.”

	<i>Total</i>	Male	Female
Strongly agree	38%	44%	32%
Agree	35%	32%	37%
Disagree	9%	7%	10%
Strongly disagree	4%	4%	4%
Don't know / Not sure	15%	12%	17%

	<i>Total</i>	18-29	30-39	40-49	50-59	60+
Strongly agree	38%	27%	23%	40%	35%	56%
Agree	35%	39%	41%	30%	29%	33%
Disagree	9%	19%	9%	10%	6%	1%
Strongly disagree	4%	4%	6%	5%	6%	1%
Don't know / Not sure	15%	10%	21%	15%	24%	9%

	<i>Total</i>	Coalition	Labor	Greens	One Nation	Other
Strongly agree	38%	52%	34%	25%	37%	27%
Agree	35%	35%	37%	40%	29%	28%
Disagree	9%	4%	10%	12%	20%	9%
Strongly disagree	4%	0%	4%	5%	5%	9%
Don't know / Not sure	15%	9%	15%	16%	9%	28%

“Victorian political parties should work together to develop a code of conduct regarding social media behaviour.”

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly agree	43%	45%	41%
Agree	40%	41%	39%
Disagree	5%	4%	6%
Strongly disagree	3%	3%	2%
Don't know / Not sure	10%	7%	13%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	43%	33%	31%	36%	49%	61%
Agree	40%	49%	42%	41%	36%	31%
Disagree	5%	7%	8%	7%	2%	1%
Strongly disagree	3%	3%	4%	3%	2%	1%
Don't know / Not sure	10%	9%	15%	13%	10%	5%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	43%	47%	44%	39%	41%	33%
Agree	40%	46%	38%	35%	38%	35%
Disagree	5%	2%	5%	9%	4%	8%
Strongly disagree	3%	1%	2%	7%	5%	5%
Don't know / Not sure	10%	4%	11%	10%	12%	19%

“Being able to remain anonymous online is important to protect people’s privacy and freedom from harassment.”

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly agree	22%	21%	23%
Agree	32%	29%	35%
Disagree	19%	19%	18%
Strongly disagree	13%	18%	8%
Don't know / Not sure	15%	13%	17%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly agree	22%	28%	25%	20%	24%	15%
Agree	32%	35%	43%	34%	26%	23%
Disagree	19%	24%	10%	13%	18%	25%
Strongly disagree	13%	6%	8%	14%	11%	23%
Don't know / Not sure	15%	8%	15%	20%	22%	15%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly agree	22%	20%	21%	23%	29%	25%
Agree	32%	35%	27%	44%	21%	30%
Disagree	19%	17%	20%	19%	12%	19%
Strongly disagree	13%	17%	12%	6%	22%	8%
Don't know / Not sure	15%	11%	19%	8%	16%	17%

To what extent do you support or oppose the Victorian government adopting the following policies?

Privacy laws to limit how information from people's social media accounts can be used, even if the account is public.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly support	31%	31%	31%
Support	41%	39%	43%
Oppose	8%	9%	6%
Strongly oppose	3%	4%	2%
Don't know / Not sure	18%	17%	17%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly support	31%	33%	29%	28%	29%	33%
Support	41%	41%	47%	40%	41%	37%
Oppose	8%	9%	9%	5%	8%	7%
Strongly oppose	3%	4%	2%	4%	0%	4%
Don't know / Not sure	18%	12%	14%	23%	22%	18%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	31%	32%	30%	31%	34%	30%
Support	41%	42%	41%	45%	32%	37%
Oppose	8%	10%	7%	5%	13%	5%
Strongly oppose	3%	2%	3%	1%	4%	4%
Don't know / Not sure	18%	14%	18%	18%	17%	24%

A legal obligation for social media platforms to remove material that violates electoral laws once they have been alerted to it.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly support	45%	51%	40%
Support	35%	32%	38%
Oppose	5%	6%	5%
Strongly oppose	2%	4%	1%
Don't know / Not sure	12%	8%	16%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly support	45%	36%	34%	39%	48%	62%
Support	35%	39%	38%	34%	33%	32%
Oppose	5%	9%	8%	6%	4%	1%
Strongly oppose	2%	4%	3%	3%	4%	0%
Don't know / Not sure	12%	12%	18%	18%	11%	5%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	45%	51%	46%	37%	16%	43%
Support	35%	38%	35%	35%	41%	26%
Oppose	5%	4%	4%	10%	12%	5%
Strongly oppose	2%	1%	2%	3%	14%	3%
Don't know / Not sure	12%	5%	13%	16%	17%	23%

A legal obligation for social media platforms to provide academic researchers with data on how the platforms work.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly support	27%	30%	24%
Support	40%	40%	41%
Oppose	7%	7%	8%
Strongly oppose	3%	3%	3%
Don't know / Not sure	23%	21%	24%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly support	27%	22%	27%	21%	27%	34%
Support	40%	45%	41%	40%	32%	40%
Oppose	7%	15%	6%	11%	5%	2%
Strongly oppose	3%	4%	4%	2%	5%	1%
Don't know / Not sure	23%	13%	23%	27%	31%	23%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	27%	26%	27%	25%	17%	30%
Support	40%	49%	42%	31%	33%	26%
Oppose	7%	6%	6%	17%	4%	8%
Strongly oppose	3%	2%	2%	1%	18%	6%
Don't know / Not sure	23%	18%	22%	26%	28%	30%

A government-funded education campaign to increase social media literacy.

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Strongly support	25%	24%	27%
Support	40%	41%	39%
Oppose	10%	12%	9%
Strongly oppose	4%	6%	2%
Don't know / Not sure	21%	18%	24%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Strongly support	25%	30%	26%	22%	21%	25%
Support	40%	46%	41%	37%	32%	39%
Oppose	10%	9%	9%	12%	13%	8%
Strongly oppose	4%	1%	2%	7%	5%	6%
Don't know / Not sure	21%	14%	22%	23%	29%	22%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Strongly support	25%	25%	28%	30%	13%	19%
Support	40%	41%	45%	36%	30%	29%
Oppose	10%	15%	6%	10%	4%	12%
Strongly oppose	4%	4%	1%	4%	17%	6%
Don't know / Not sure	21%	15%	20%	20%	36%	34%

Some social media accounts are ‘fake’, for example they are not the person or organisation that they say they are, or their content is written by ‘bots’ not real people.

Thinking about your use of social media, have you ever interacted with or followed an account that you later realised was fake?

	<i>Total</i>	<i>Male</i>	<i>Female</i>
Definitely	21%	17%	24%
I think so but am not sure	18%	17%	20%
I don't think so but am not sure	23%	23%	22%
Definitely not	28%	33%	23%
Don't know / Not sure	11%	10%	11%

	<i>Total</i>	<i>18-29</i>	<i>30-39</i>	<i>40-49</i>	<i>50-59</i>	<i>60+</i>
Definitely	21%	38%	25%	19%	17%	7%
I think so but am not sure	18%	25%	22%	21%	13%	11%
I don't think so but am not sure	23%	20%	23%	23%	17%	27%
Definitely not	28%	11%	16%	24%	34%	48%
Don't know / Not sure	11%	6%	14%	13%	19%	7%

	<i>Total</i>	<i>Coalition</i>	<i>Labor</i>	<i>Greens</i>	<i>One Nation</i>	<i>Other</i>
Definitely	21%	16%	22%	23%	25%	24%
I think so but am not sure	18%	19%	19%	26%	18%	12%
I don't think so but am not sure	23%	23%	23%	21%	28%	21%
Definitely not	28%	37%	23%	19%	20%	28%
Don't know / Not sure	11%	5%	13%	11%	9%	16%