

Breaking Down Our Digital Trust Report

AUDIO |

Paul Verna, Audrey Schomer and Daniel Carnahan

eMarketer vice president of content studio at Insider Intelligence Paul Verna speaks with Business Insider Intelligence senior research analyst Audrey Schomer and research associate at Insider Intelligence Daniel Carnahan about a recent report titled "Digital Trust Report 2020: How US social media users rank 9 major social platforms on privacy, safety, misinformation, ad annoyance and ad relevance." They break down the report into easy-to-understand bits and examine how users are helping to shape the popularity of the platforms examined in the report, [available on eMarketer PRO](#).

What Most Impacts US Social Media Users' Trust In Social Media Platforms?

% of respondents, June 2020

The platform protects my privacy and data

88%

The platform makes me feel safe to participate and post

74%

The platform doesn't show me deceptive content (e.g., disinformation, scams, or clickbait)

68%

The platform doesn't show me annoying ads

41%

The platform shows me relevant ads

29%

Note: n=1,865 ages 18–74; respondents selected their top 3; respondents were asked to respond to the question: "Which of the following impact your trust in a social media platform the most?"

Source: Insider Intelligence, "US Digital Trust Survey," June 2020

Methodology: Data is from the June 2020 Insider Intelligence survey titled "US Digital Trust Survey." 1,865 US social media users ages 18–74 were surveyed online during May 28–June 3, 2020. Respondents used a social media platform in the past 12 months and closely resemble US demographics on the criteria of gender, age, and household income. The sample of this study was provided by a third-party provider.

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