



**IDEIA**

BIG DATA

AVAAZ

Elections and Fake News

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OCTOBER 2018

# CONTEÚDO

1. Methodology
2. Sample profile
3. Vote intention - Run off
4. Fake News



# METHODOLOGY

# Metodologia

## Mobile polling via digital dashboard

Base with more than 700 thousand panelists

- ✓ **Goal:** public perception about the election and false news;
- ✓ **Field period:** 26-29 October 2018;
- ✓ **Universe:** Men and women from all over Brazil;
- ✓ **Geographical coverage:** Brazil;
- ✓ **Sample:** 1491 interviews (weighted basis);
- ✓ **Questionnaire:** Structured with closed questions;
- ✓ **Data Collection:** Research conducted through a digital dashboard, in missions, and sent to the base of the App. Mobile users, with the self-completion questionnaire.



FILTER MISSION SENT TO THE BASIS OF CONTACTS (DEMOGRAPHIC DATA PRE-EXISTING IN THE APP)



PEOPLE SELECTED IN THE SEARCH PROFILE



SUBMISSION OF THE MAIN MISSION, DIRECTLY TO THE APPROPRIATE PERSONS TO RESPOND



# SAMPLE PROFILE

# PERFIL DA AMOSTRA

## GENDER



Female



Male

## AGE

18-24

24,8



25-34

28,0



35+

47,2



## FAMILY INCOME

A 2,8

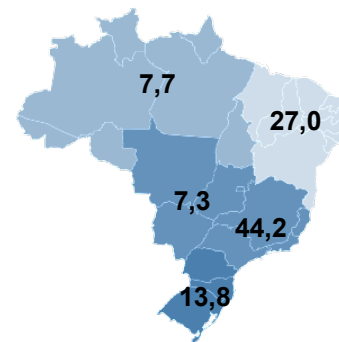
B 23,3

C 47,5

D/E 26,3



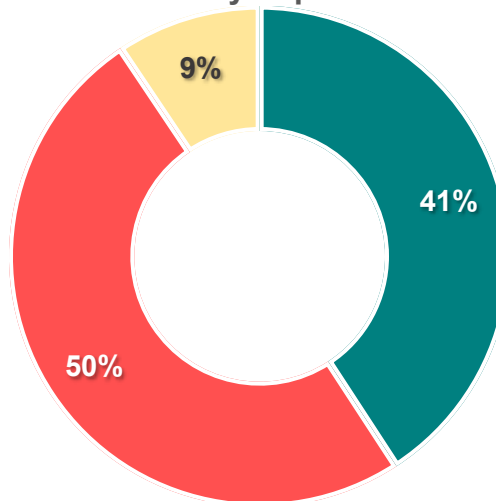
## REGION





# VOTE INTENTION – RUN OFF

Who do you plan to vote?



● Fernando Haddad

● Jair Bolsonaro

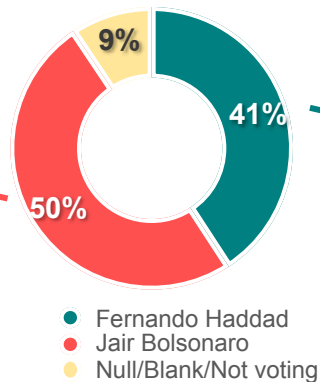
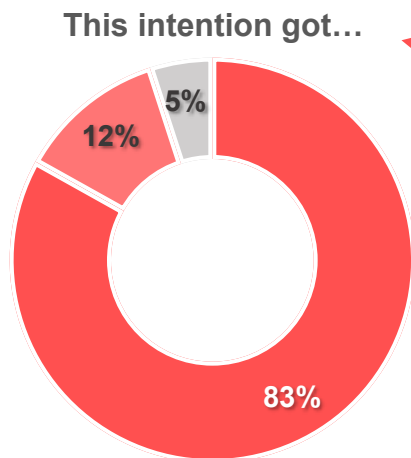
● Null/Blank/Not voting



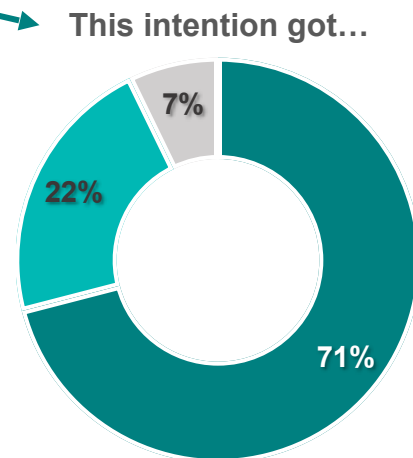
# INTENÇÃO DE VOTO – 2º TURNO

## Who do you plan to vote?

- Clearer
- Changed
- Not sure



- Fernando Haddad
- Jair Bolsonaro
- Null/Blank/Not voting

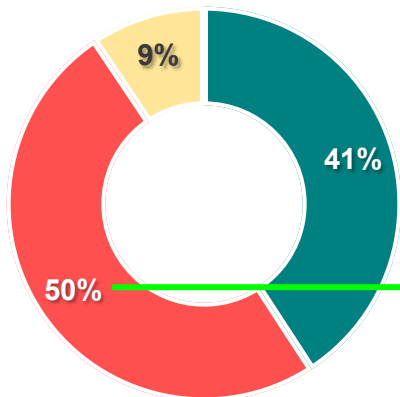


- Clearer
- Changed
- Not sure

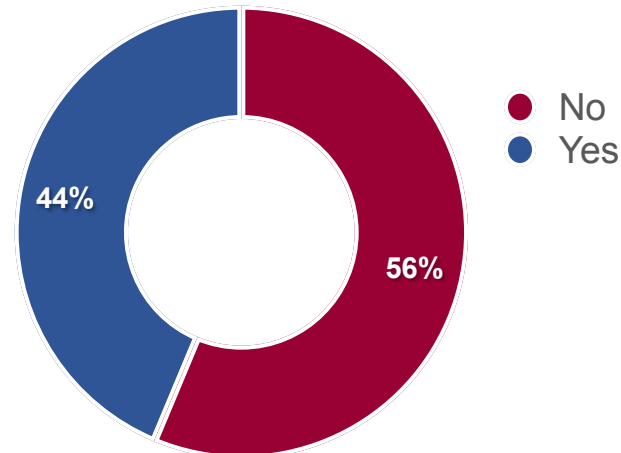
# INTENÇÃO DE VOTO – 2º TURNO

Who do you plan to vote?

- Fernando Haddad
- Jair Bolsonaro
- Null/Blank/Not voting



Did you changed your positioning?





# FAKE NEWS

# FAKE NEWS - PHRASES

Did you hear stories...

Haddad

Bolsonaro

FAKE STORIES

... that Haddad was going to implement a Gay Kit in schools?



... that the electronic ballot boxes had been rigged?



... Haddad having invited Jean Wyllys to be Minister of Education?



... that Haddad defended pedophilia and incest in a book?



... that two magazines received R\$600 million to defame Bolsonaro?

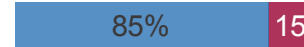


TRUE STORIES

... that Haddad did corruption, money laundering and gang formation?



... that Bolsonaro spread fake news on WhatsApp using illegal donations in the campaign?



■ Yes ■ No

# FAKE NEWS - FRASES

Did you hear stories...

For whom said YES: Do you believe it's based on actual facts?

## FAKE STORIES

... that Haddad was going to implement a Gay Kit in schools?



... that the electronic ballot boxes had been rigged?



... Haddad having invited Jean Wyllys to be Minister of Education?



... that Haddad defended pedophilia and incest in a book?



... that two magazines received R\$600 million to defame Bolsonaro?



## TRUE STORIES

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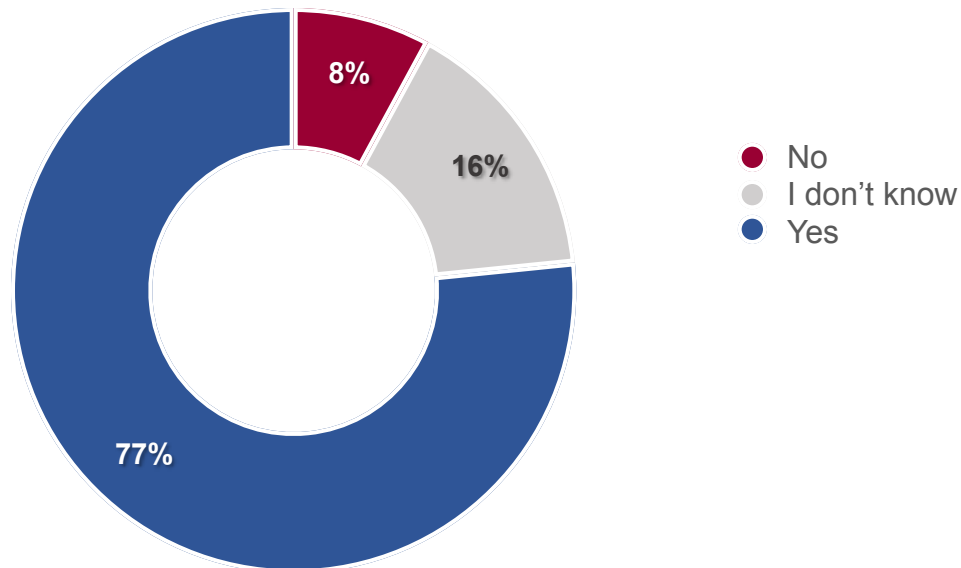


... that Bolsonaro spread fake news on WhatsApp using illegal donations in the campaign?

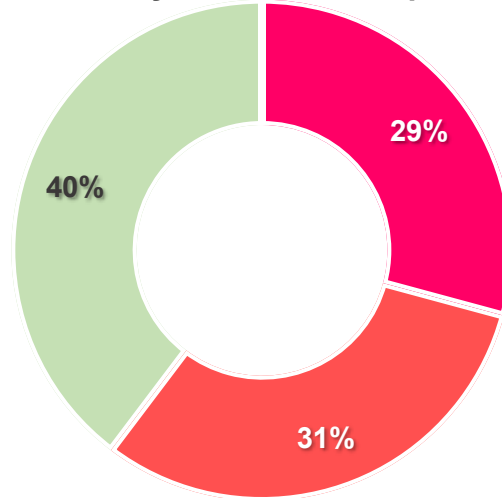


■ Sim ■ Não

## Issue corrections: Yes or No?



## How worried are you about the impact of Fake News?

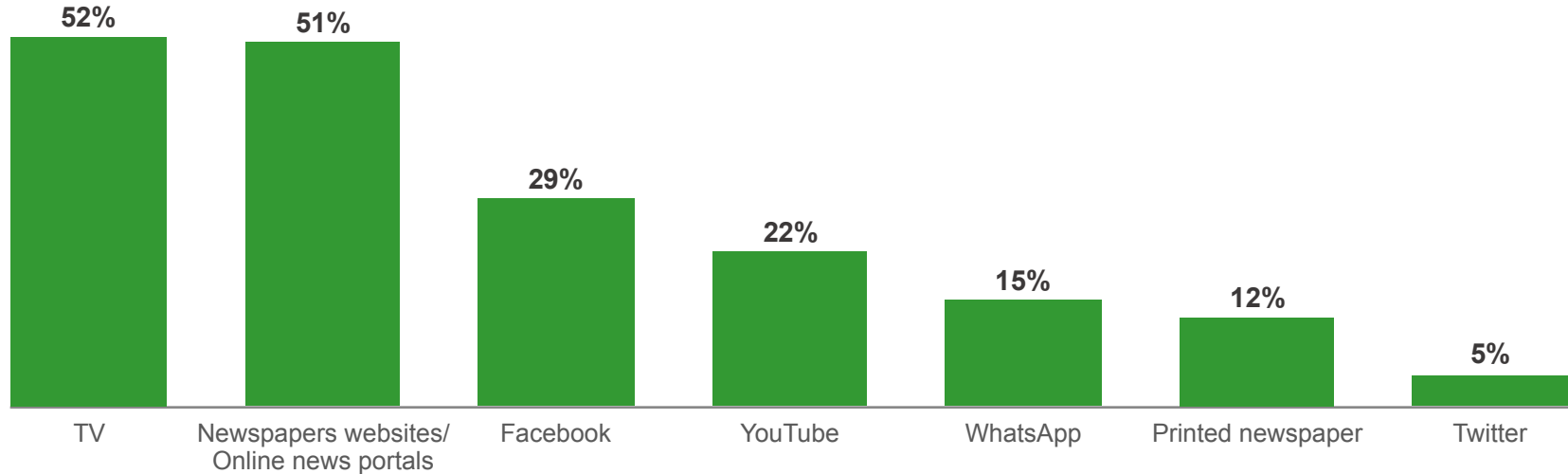


● Very Worried

● Worried

● Not worried at all

## Important places to access news about this election







Some of our  
customers around  
the world

## INTERNATIONAL



## BRAZIL



IDEIA Big Data has the best data  
and the most innovative technology  
to reach every audience, on every  
device, everywhere.

**BECOME PART OF OUR  
CUSTOMER HALL AND KNOW A  
WORLD OF OPPORTUNITIES TO  
LEVER THEIR RESULTS.**

Thank you!



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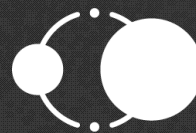
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