Jan 6 Freedom of Expression (FoE) Survey

We conducted a study in January looking at perceptions of Jan 6 events and related issues of freedom of expression vs safety among US adults. The study was designed to answer four main research questions:

1. What is the perception of how tech and Facebook reacted to events of January 6?

2. To what extent do people see FB and tech's reactions to January 6 as legitimate functions of tech versus censorship?

3. To what extent should tech be thinking about its place in freedom of expression vs safety going forward?

4. What is the proper role/responsibility for tech going forward in light of recent events?

TLDR - KEY FINDINGS

- People don't see social media as the main cause of Jan 6 but FB is seen as partially responsible
  - Though collectively they see media as more responsible than social media.
- Clear partisan divide in approval of social media's response
  - Republicans think FB was attempting to censor Trump due to political pressure
  - Democrats more likely to think FB was enforcing content policy and reducing risk of violence

- No clear path on prioritizing safety vs. freedom of expression due to stark polarization
  - Polarized priorities due to partisan differences in belief that on-platform activity causes off-line harm
  - No consensus across parties on which groups should be allowed to organize protests on FB, need for content moderation, what content moderation (if any) should look like, and whether social media companies should be allowed to ban world leaders
  - But being perceived as consistently creating and enforcing content rules and banning anyone inciting violence can increase trust in the company (however, bans after violence happens harms trust)
- Moving forward, people would like to see the following:
  - More content regulation by government and an independent oversight board
  - More active content regulation by FB (Dems) as well as giving users more control (Reps)
  - Removing politics from FB also popular but restricting algorithmic amplification much less so

TLDR - METHODS

- Off-platform unbranded survey conducted by YouGov
  - Field period: January 16-19, 2021
  - n = 4400 (2138 Democrats, 909 Independents, 1353 Republicans)

- Sample matching using 2018 ACS 1-year file: Age, gender, education, race
- Data are weighted to US adult general population targets: Weighted on age, gender, education, race/ethnicity, census region (ACS), 2016 and 2020 presidential vote choice
- Survey overview
  - Landscape information eg prioritizing freedom of speech vs. preventing harm, breaking up FB, support for government regulation of social media
  - Reactions to the events of Jan 6 including approval of tech and social media's reactions
  - What actions government and Facebook should take in the future in light of these events
  - Protest organizing and trade offs
  - World leaders on social media
  - Hypothetical scenario experiment varying who posts, what content, Facebook's response
  - Experiment on how situations affect trust in a social media company

— with █████████

Jan 6 Freedom of Expression (FoE) Survey

DSS Brand
February 10, 2021

DSS
Demography
and Survey Science

FACEBOOK

tldr

People don't see social media as the main cause of Jan 6 but FB is seen as partially responsible
- Though collectively they see media as more responsible than social media

Clear partisan divide in approval of social media's response
- Republicans think FB was attempting to censor Trump due to political pressure
- Democrats more likely to think FB was enforcing content policy and reducing risk of violence

No clear path on prioritizing safety vs. freedom of expression due to stark polarization
- Polarized priorities due to partisan differences in belief that on-platform activity causes off-line harm
- No consensus across parties on which groups should be allowed to organize protests on FB, need for content moderation, what content moderation (if any) should look like, and whether social media companies should be allowed to ban world leaders
- But being perceived as consistently creating and enforcing content rules and banning anyone inciting violence can increase trust in the company (however, bans after violence happens harms trust)

Moving forward, people would like to see the following:
- More content regulation by government and an independent oversight board
- More active content regulation by FB (Dems) as well as giving users more control (Reps)
- Removing politics from FB also popular but restricting algorithmic amplification much less so

Research Questions

1. What is the perception of how tech and Facebook reacted to events of January 6?

2. To what extent do people see FB and tech's reactions to January 6 as legitimate functions of tech vs. censorship?

3. To what extent should tech be thinking about its place in freedom of expression vs safety going forward?

4. What is the proper role/responsibility for tech going forward in light of recent events?

DSS

Survey Details

Survey conducted by YouGov
- Field period: January 16-19, 2021
- n = 4400 (2138 Democrats, 909 Independents, 1353 Republicans)
- Off-platform, unbranded

Sample matching using 2018 ACS 1-year file
- Age, gender, education, race

Data are weighted to US adult general population targets
- Weighted on age, gender, education, race/ethnicity, census region (ACS), 2016 and 2020 presidential vote choice

Survey overview
- Landscape information eg prioritizing freedom of speech vs. preventing harm, breaking up FB, support for government regulation of social media
- Reactions to the events of Jan 6 including approval of tech and social media's reactions
- What actions government and Facebook should take in the future in light of these events
- Protest organizing and trade offs
- World leaders on social media
- Hypothetical scenario experiment varying who posts, what content, Facebook's response
- Experiment on how situations affect trust in a social media company

DSS

Public perceptions of Facebook's and tech's reactions to Jan 6

People don't see social media as the main cause of Jan 6, more likely to blame out-party and other media types

Democrats blame Trump (85%), right wing activists (55%), Republicans in Congress (51%), and conservative media (43%).

Republicans blame left-wing activists (48%), liberal media (46%), mainstream media (42%), and Democrats in Congress (41%).

Across party lines, social media is seen as less responsible than all other media: 27% blame social media while 52% blame any other media (liberal, conservative, mainstream). Among Dems 23% vs. 50%, among Reps 32% vs. 58%, respectively.

	All	Democrat	Republican
Donald Trump	54	85	19
Right-wing activist groups	41	55	29
Republicans in Congress	31	51	10
Social media companies	27	23	32
Conservative media	26	43	8
Left-wing activist groups	26	7	48
Mainstream media	25	10	42
Liberal media	23	5	46
Democrats in Congress	21	5	41
Joe Biden	14	5	25
Other	10	6	13
None	5	2	5

Percent

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Who do you think is responsible for what happened at the Capitol on January 6? Select all that apply. Weighted estimates, 95% CI lines

Redacted for Congress

DSS

Despite blaming others, a majority see FB as at least "a little" responsible for the events of Jan 6

	All	Democrat	Republican
A great deal	14	12	18
A fair amount	23	25	22
A little	30	32	28
Not at all	33	30	32

Percent
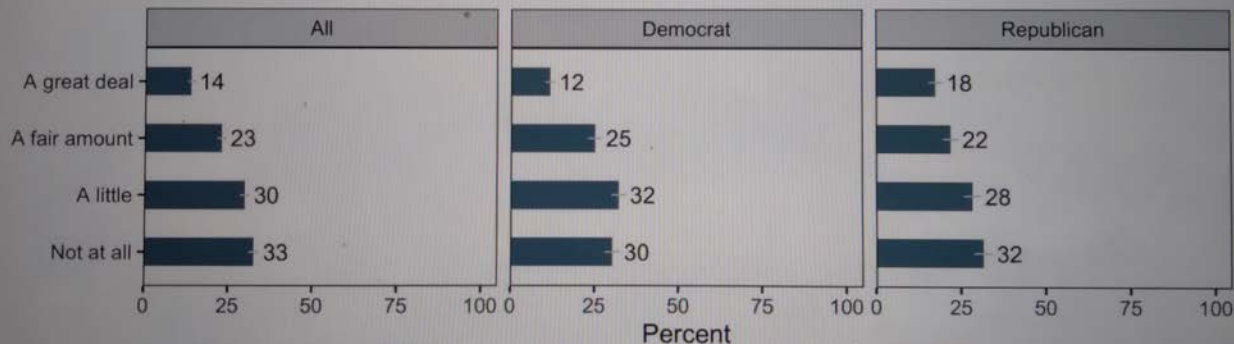
To what extent, if at all, do you think Facebook is responsible for what happened at the Capitol on January 6?

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Redacted for Congress

DSS

Among those who do see FB as responsible, a plurality blame FB for growing political tension in US, giving protestors a way to organize, and giving Trump a platform to mobilize supporters

	All	Democrat	Republican
Fighting over politics on Facebook contributed to political tension in the United States	41	42	41
Facebook was used to plan the event	39	49	30
Facebook allowed President Trump to communicate to and mobilize his supporters	37	61	11
Facebook exposed users to political ideas discredited by the mainstream media	34	48	21
Facebook allowed President Trump to dispute 2020 election results	32	54	10
Facebook allowed users to share information not available in the mainstream media	27	36	19
Facebook allowed users to dispute the 2020 election results	27	41	11
Some other reason	18	8	28

Percent

[Asked if R thinks Facebook is responsible for Jan 6]
Which of the following are reasons why you think Facebook is responsible for what happened? Select all that apply.

n=2999; YouGov US adult sample
Field dates: Jan 16-19, 2021
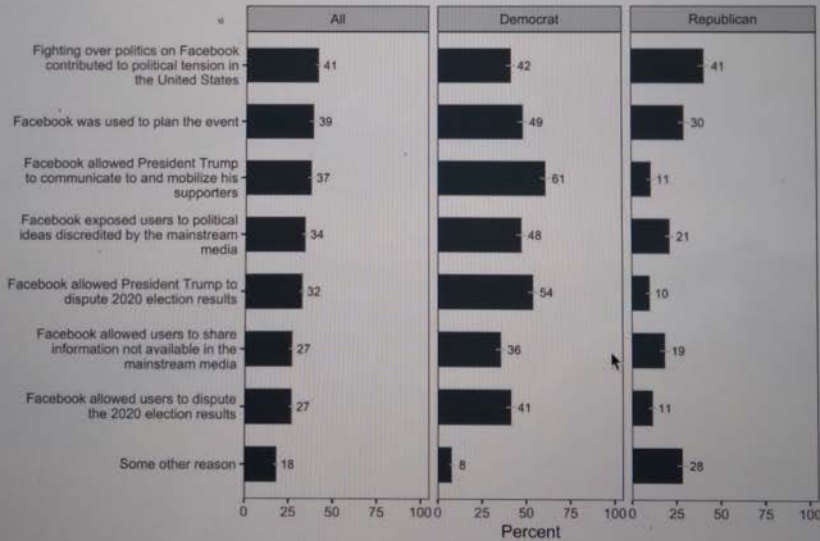Weighted estimates, 95% CI lines

Redacted for Congress

DSS

There are clear partisan divides in approval of the actions FB and tech took in response to Jan 6

Overall 53% approved of FB's response to Jan 6: 79% of Dems but only 24% Reps

	All	Democrat	Republican
Strongly approve	24	41	7
Somewhat approve	29	38	17
Somewhat disapprove	16	12	20
Strongly disapprove	30	8	56

Percent
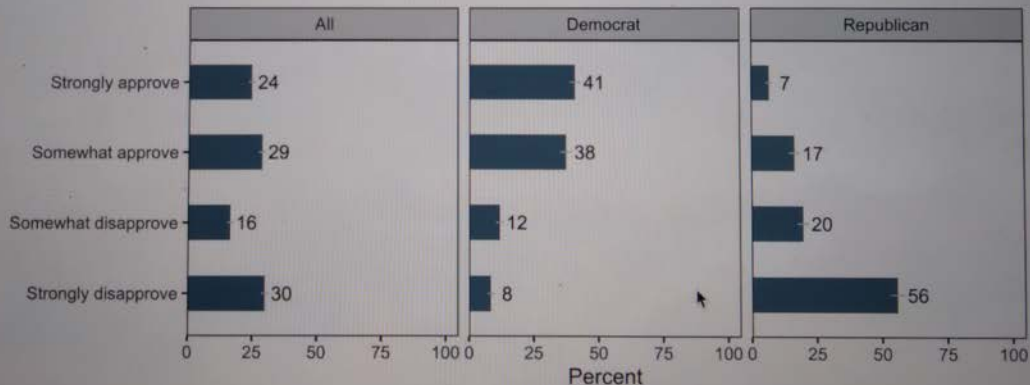
Given what you know, to what extent do you approve or disapprove of how Facebook handled President Trump's posts and account in response to the events at the Capitol on January 6?

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Save

DSS

Among actions taken by social media companies, approval was highest for removing content inciting violence

69% somewhat/strongly approved of social media companies removing content the company believes to be inciting violence while 67% somewhat/strongly approved of banning users believed to be inciting violence
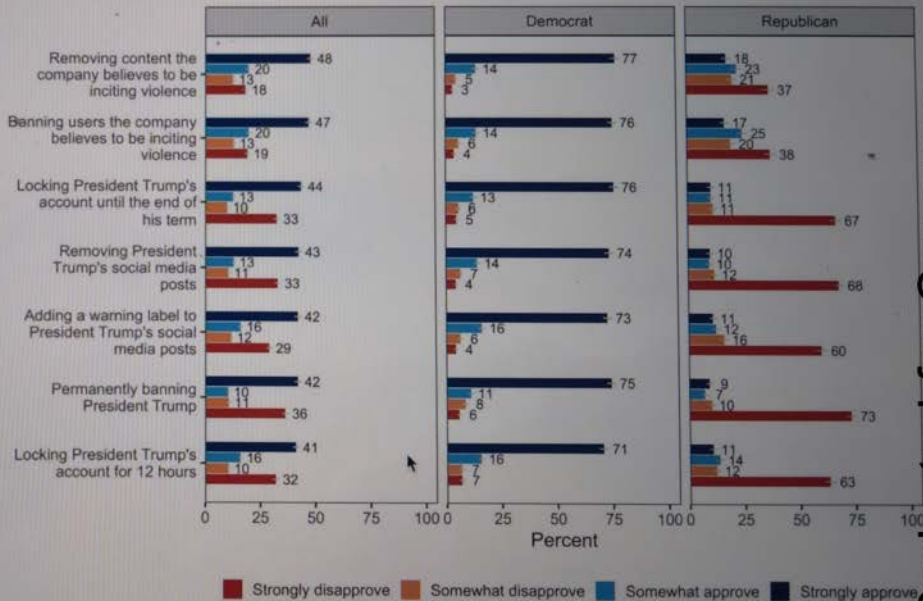
A majority of Democrats strongly approved of every action taken by social media companies while a majority of Republicans strongly disapproved of every action other than removing content/banning users inciting violence

	All	Democrat	Republican
Removing content the company believes to be inciting violence	48, 20, 13, 18	77, 14, 5, 3	18, 23, 21, 37
Banning users the company believes to be inciting violence	47, 20, 13, 19	76, 14, 6, 4	17, 25, 20, 38
Locking President Trump's account until the end of his term	44, 13, 10, 33	76, 13, 6, 5	11, 11, 11, 67
Removing President Trump's social media posts	43, 13, 11, 33	74, 14, 7, 4	10, 10, 12, 68
Adding a warning label to President Trump's social media posts	42, 16, 12, 29	73, 16, 6, 4	11, 12, 16, 60
Permanently banning President Trump	42, 10, 11, 36	75, 11, 8, 6	9, 7, 10, 73
Locking President Trump's account for 12 hours	41, 16, 10, 32	71, 16, 7, 7	11, 14, 12, 63

Percent

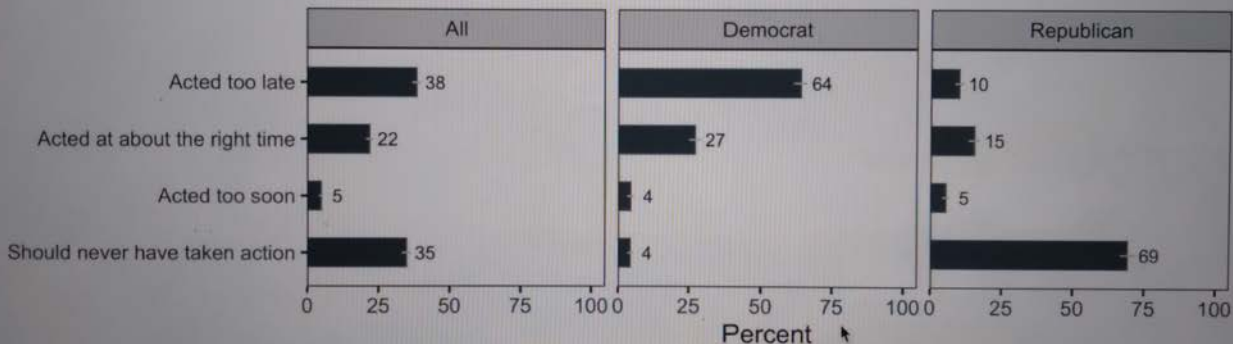**Strongly disapprove** ■ **Somewhat disapprove** ■ **Somewhat approve** ■ **Strongly approve**

Below are some actions that SOCIAL MEDIA companies have taken in response to these events. To what extent do you approve or disapprove of each of the following?

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Redacted for Congress

DSS

Disagreement over whether locking Trump's account was right

38% think FB acted too late in locking Trump's account while 35% think FB should never have taken such action, but views are starkly polarized

	All	Democrat	Republican
Acted too late	38	64	10
Acted at about the right time	22	27	15
Acted too soon	5	4	5
Should never have taken action	35	4	69

Percent

By removing President Trump's post and locking his account
when it did, do you think Facebook...
(Options: Acted too soon / Acted at about the right time /
Acted too late / Should never have taken action)
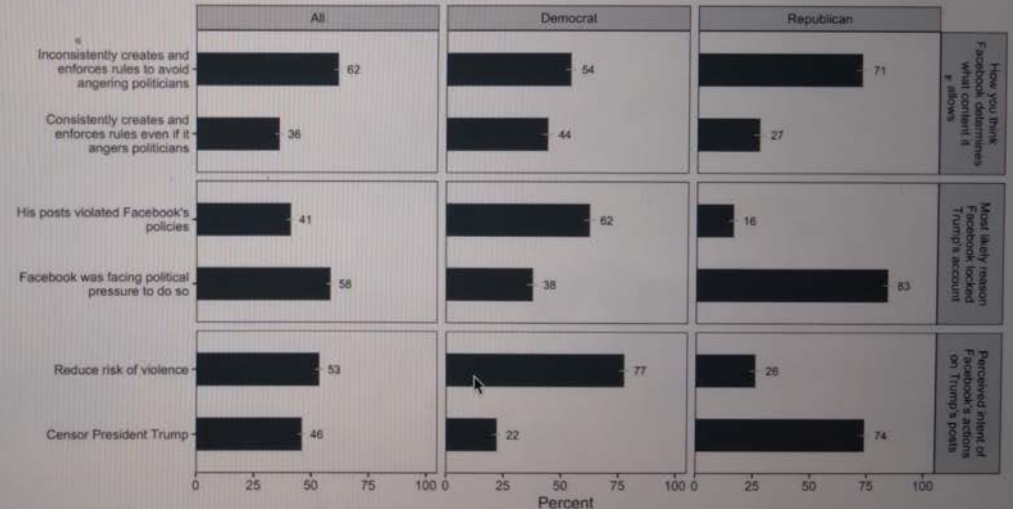
n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Redacted for Congress

DSS

Public views of whether FB and tech reactions to Jan 6 were legitimate tech functions vs censorship

DSI

Respondents split on whether FB attempted to censor Trump but majority think they locked his account because of political pressure and that FB acts inconsistently to avoid angering politicians

Republicans' think FB was attempting to censor Trump due to political pressure

Democrats are more likely to think FB was enforcing content policy and reducing risk of violence

	All	Democrat	Republican	
Inconsistently creates and enforces rules to avoid angering politicians	62	54	71	How you think Facebook determines what content it allows
Consistently creates and enforces rules even if it angers politicians	36	44	27	
His posts violated Facebook's policies	41	62	16	Most likely reason Facebook locked Trump's account
Facebook was facing political pressure to do so	58	38	83	
Reduce risk of violence	53	77	26	Perceived intent of Facebook's actions on Trump's posts
Censor President Trump	46	22	74	

Percent

Thinking about Facebook's recent actions on President Trump's posts and account, would you say they were trying to reduce risk of violence or they were trying to censor him?
Which of the following do you think is the most likely reason Facebook locked President Trump's account?
Which of the following statements best describes how you think Facebook determines what content it allows on its site?

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates. 95% CI lines

Redacted for Congress

DSS

13

No consensus on whether FB should prioritize FoE or safety: Democrats prefer preventing harm, Republicans prefer free speech

	All	Democrat	Republican
Protecting free speech	45	25	69
Preventing harm	54	75	31

Percent
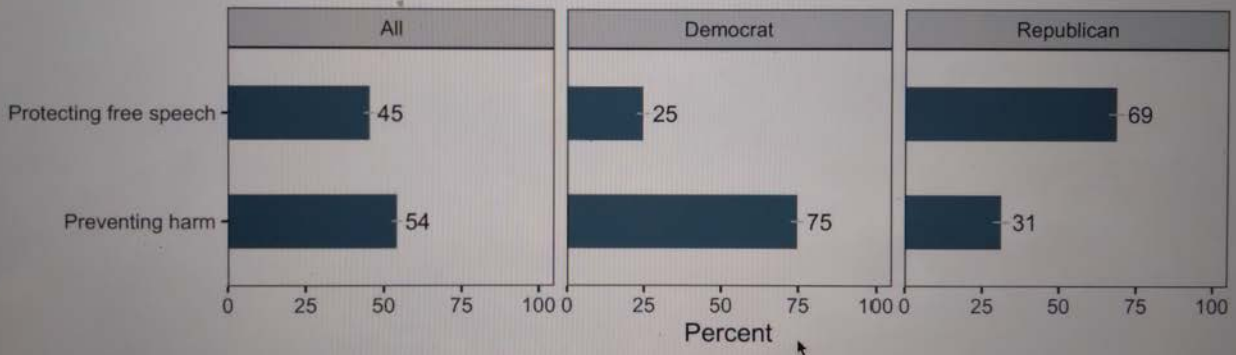
If you had to choose, which do you think tech companies should prioritize: preventing harm or protecting free speech?
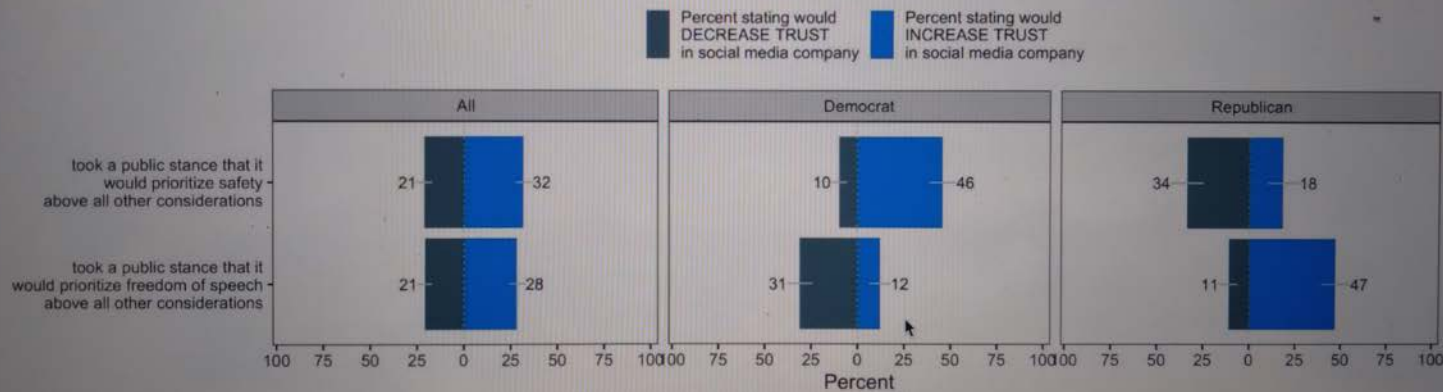
n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Note: Asked before raising questions of Trump/January 6 to get the cleanest read.

Redacted for Congress

DSS

Republicans express that taking a public stance to prioritize safety over all other considerations would cause a net decrease in their trust in a social media company, while Democrats express prioritizing freedom of expression would decrease their trust.

Percent Reporting Would Change Trust in a Social Media Company under Different Situations

Legend:
- Percent stating would DECREASE TRUST in social media company
- Percent stating would INCREASE TRUST in social media company

All
- took a public stance that it would prioritize safety above all other considerations: 21 — 32
- took a public stance that it would prioritize freedom of speech above all other considerations: 21 — 28

Democrat
- took a public stance that it would prioritize safety above all other considerations: 10 — 46
- took a public stance that it would prioritize freedom of speech above all other considerations: 31 — 12

Republican
- took a public stance that it would prioritize safety above all other considerations: 34 — 18
- took a public stance that it would prioritize freedom of speech above all other considerations: 11 — 47

Percent

If a social media company [RANDOMIZE: situation], would that increase or decrease how much you trust that company?
(Options: Increase trust / Neither increase nor decrease trust / Decrease trust)

n = 968; YouGov US adult sample
Field dates: Jan 16-20, 2021
Weighted estimates, 95% CI lines

Redacted for Congress

DSS

16

Party differences in FoE vs safety trade-offs likely due to differences in the belief that on-platform activity can cause off-line harm in the first place

Belief in the Likelihood a Social Media Post Could Incite Violence, by Source
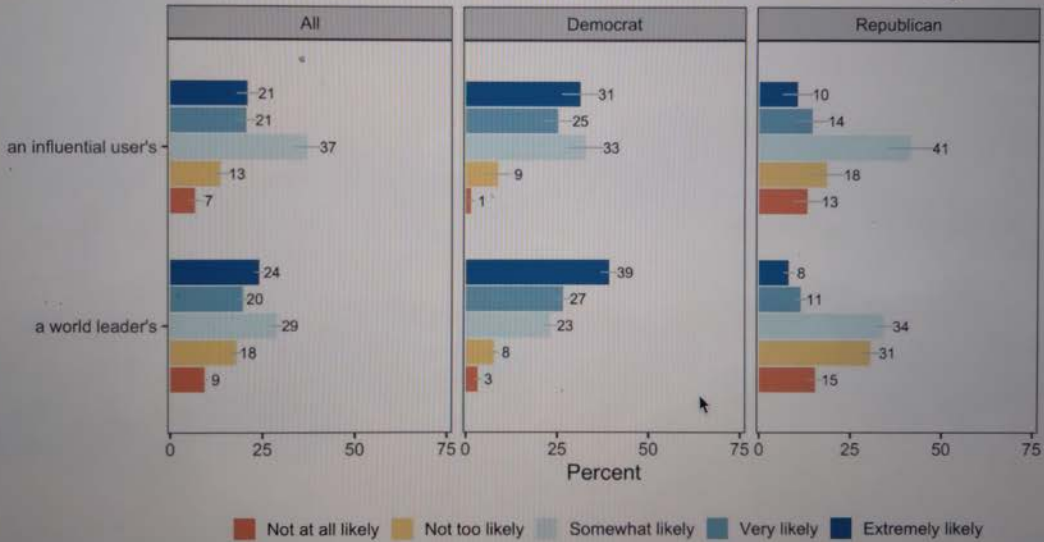
DSS

Polarization on safety vs. FoE trade-off extends to world leaders' posts: D's prioritize avoiding harm whereas R's prioritize free speech/newsworthiness
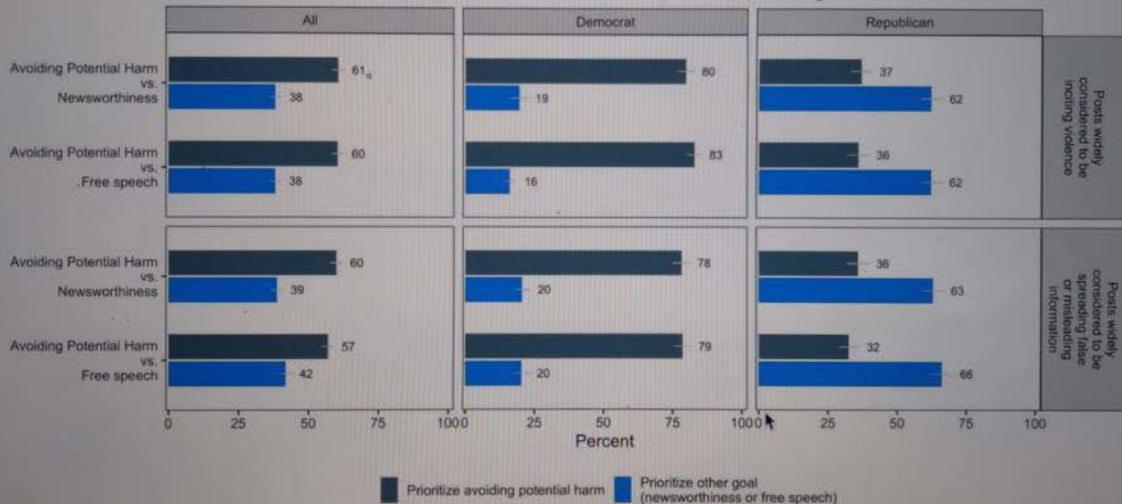

Views on What Social Media Companies Should Prioritize When Dealing with World Leaders' Posts

Similar findings regardless of difference in how trade-off is framed

Similar findings across different types of world leader posts

Posts widely considered to be inciting violence

Avoiding Potential Harm vs. Newsworthiness — All: 61 / 38; Democrat: 80 / 19; Republican: 37 / 62

Avoiding Potential Harm vs. Free speech — All: 60 / 38; Democrat: 83 / 16; Republican: 36 / 62

Posts widely considered to be spreading false or misleading information

Avoiding Potential Harm vs. Newsworthiness — All: 60 / 39; Democrat: 78 / 20; Republican: 36 / 63

Avoiding Potential Harm vs. Free speech — All: 57 / 42; Democrat: 79 / 20; Republican: 32 / 66

Percent

■ Prioritize avoiding potential harm   ■ Prioritize other goal (newsworthiness or free speech)

Suppose a world leader posts content that is widely considered to be [INCITING VIOLENCE / SPREADING FALSE OR MISLEADING INFORMATION]. Which do you think social media companies should prioritize in determining how to handle it: (Options: [RANDOMIZE: Newsworthiness / Free speech]: it's more important for people to know what world leaders are saying / Avoiding potential harm: it's more important to prevent [violence / the spread of false information])

n = 4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

DSS

18

There is also partisan disagreement over whether a world leader's posts should be treated more strictly than or the same way as a regular user's posts are handled
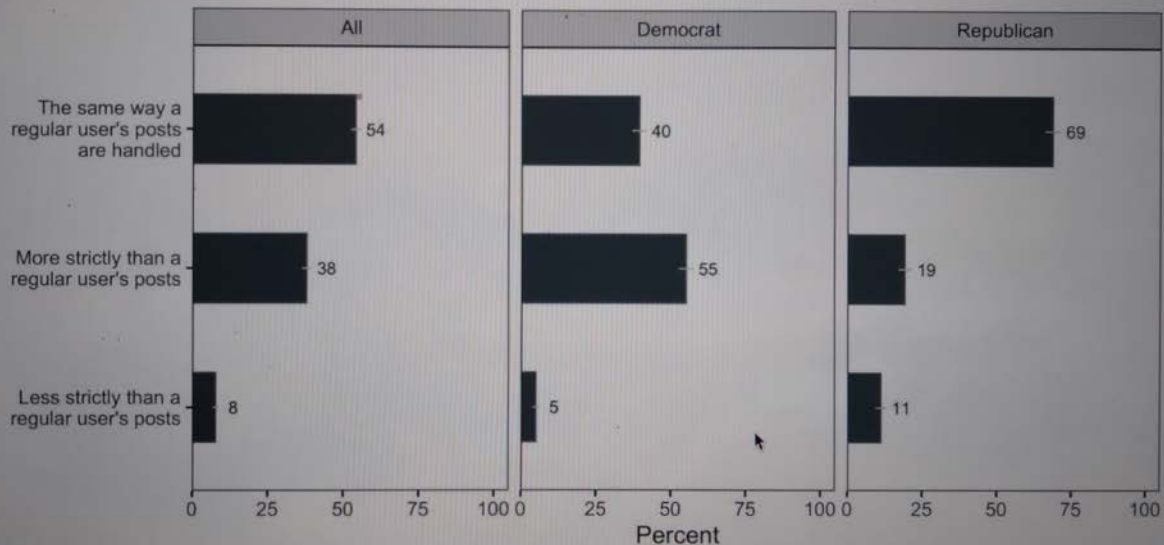
In principle, how do you think social media companies should treat world leaders' posts in the future?
[Options: The same way a regular user's posts are handled /
More strictly than a regular user's posts (i.e. more likely to be flagged or removed) /
Less strictly than a regular user's posts (i.e. exempt from certain content policies)]

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

19

Similarly, there are party differences in attitudes about whether social media companies should even be allowed to ban world leaders at all

Percent Stating Social Media Companies Should Be Allowed to Ban World Leaders

In addition, **priming respondents to think about banning Trump** - by randomly asking this question *after* (vs. before) a series of questions about how social media should treat Trump's posts after he leaves office - **increases support for banning world leaders**
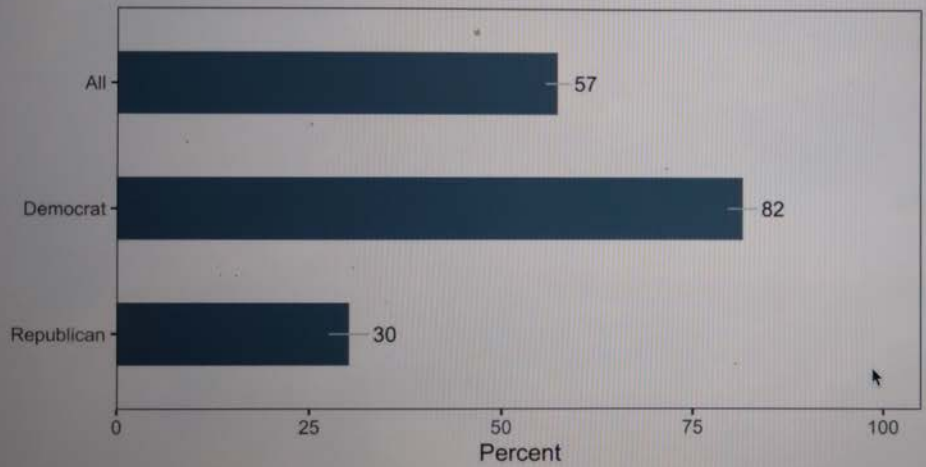
Should social media companies be allowed to ban world leaders from their sites, or not? (Options: Yes / No)

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

All: +5.2 pp (vs 55 no prime), p<.01
Ds: +6.9 pp (vs 78 no prime), p<.01
Rs: +3.9 pp (vs 28 no prime) p=.14

20

DSS

Public views about the role and responsibility for tech going forward in light of recent events

In light of recent events, respondents want FB to take more active role in content moderation and give users more control; appointing independent oversight board and removing politics also popular but restricting algorithmic amplification less so

	All	Democrat	Republican
Ban more groups and users from their site for violating policies	34	54	13
Flag or add warning labels to more users' posts	32	49	16
Remove more questionable content on their sites	29	45	14
Allow users to control what content they can see	28	20	40
More closely monitor users' posts	28	44	12
Allow users to report other users' posts	26	36	15
Appoint an independent oversight board to review and change content policies	25	32	20
Remove politics completely from the site, including political ads and posts	21	21	19
Change company leadership	16	12	22
No changes	12	8	12
Remove content policies and allow all content	11	7	17
Allow all posts but limit the likelihood that political content appears on other users' news feeds	9	10	8
Other change	5	2	8

Percent

But support is polarized: Democrats want active content moderation, whereas Republicans want to give users control over what they see.

Which of the following actions, if any, should Facebook take in light of recent events? Select all that apply.

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

DSS

Redacted for Congress

Majorities across party lines also want more government regulation of social media in the abstract

Support for More Government Regulation of Social Media Companies

	All	Democrat	Republican
Strongly support	23	22	26
Somewhat support	38	42	34
Somewhat oppose	25	25	23
Strongly oppose	14	11	16

Percent
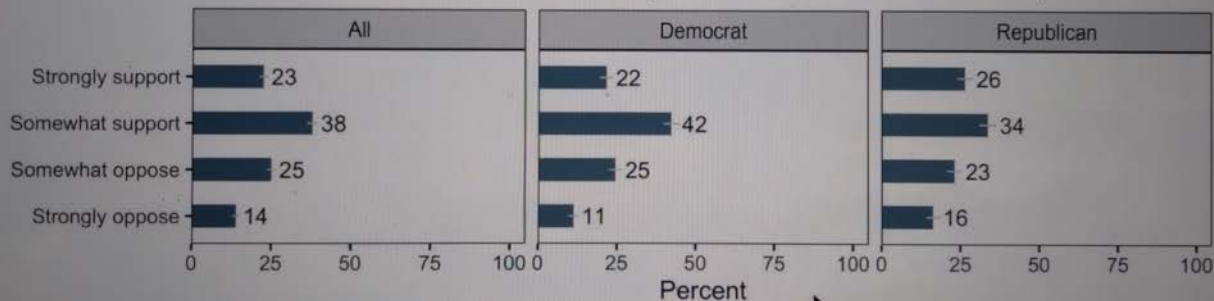
To what extent do you support or oppose the government
more closely regulating social media companies?
(Options: Strongly support / Somewhat support / Somewhat oppose / Strongly oppose)

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

DSS

Redacted for Congress

23

However they are much less likely to want government making the rules about what content is allowed on social media

	All	Democrat	Republican
Social media companies themselves	42	56	28
An independent oversight board	32	39	24
Social media users	25	28	22
No one	20	6	34
The government	16	22	12

Percent
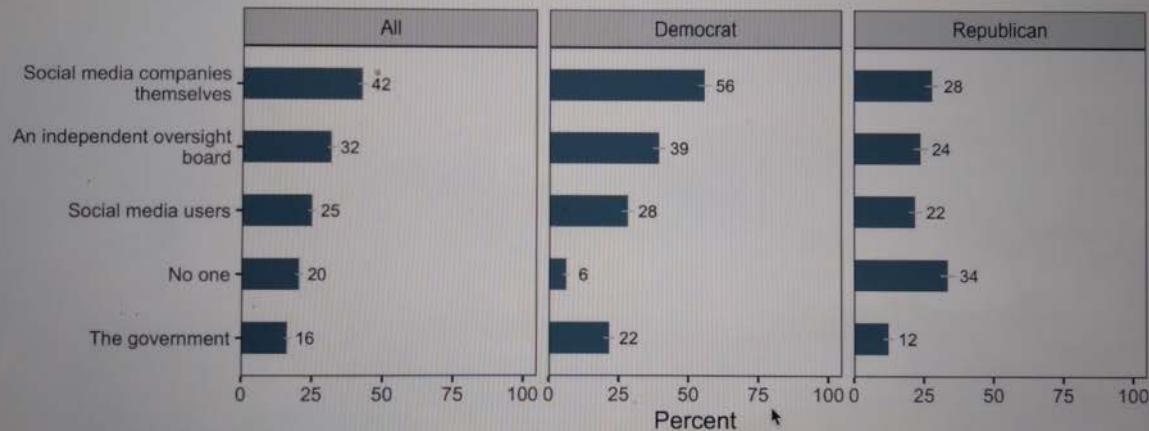
In your opinion, who should make the rules about what content is allowed on social media? Select all that apply.

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

DSS

24

Redacted for Congress

Still, in light of recent events, government regulation remains popular: 77% want some kind of government action toward FB

	All	Democrat	Republican
Force Facebook to be more transparent about its content decisions	34	36	34
Make rules about what content on Facebook can be flagged or removed	28	34	24
Should take no action	23	23	19
Regulate Facebook much more closely than it does today, but should not break it up	23	29	18
Break Facebook up into smaller companies	22	16	30
Fine Facebook	21	17	27
Make rules about who Facebook can ban from its site	16	17	16
Repeal section 230	16	13	21
Force Facebook to put new leadership in place	13	11	16
Shut down Facebook	9	5	14
Some other kind of government action	4	3	6

Percent

What action should the government take towards Facebook, if any, in light of how Facebook handled recent events? Select all that apply.

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Save

DSS

25

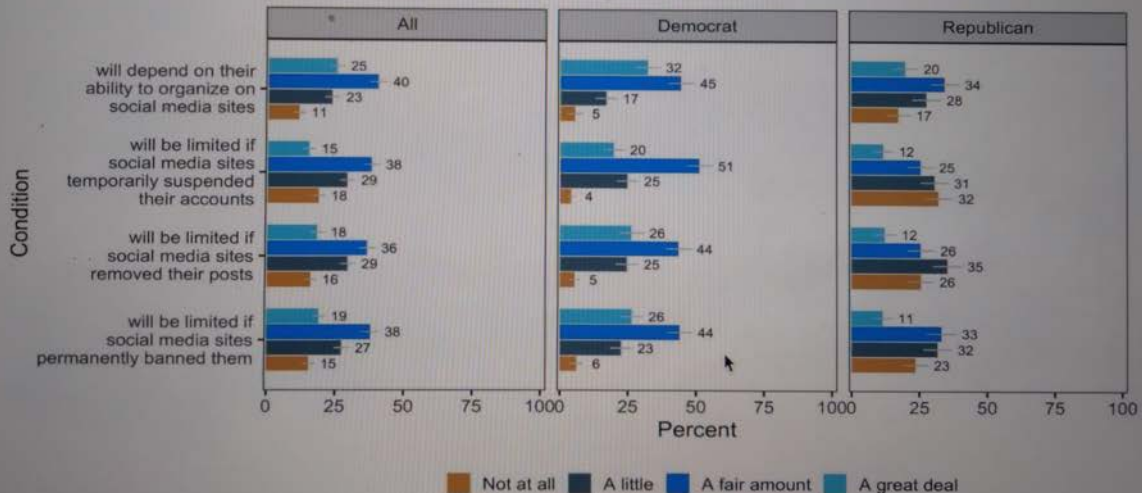# Majorities of both parties also believe that the success of another event like Jan 6 depends on the ability to organize on social media

Belief that the Success of Future Attempts to Organize Incidents Like Jan 6 Will Depend on Social Media Conditions

Condition	All	Democrat	Republican
will depend on their ability to organize on social media sites	A great deal 25, A fair amount 40, A little 23, Not at all 11	A great deal 32, A fair amount 45, A little 17, Not at all 5	A great deal 20, A fair amount 34, A little 28, Not at all 17
will be limited if social media sites temporarily suspended their accounts	A great deal 15, A fair amount 38, A little 29, Not at all 18	A great deal 20, A fair amount 51, A little 25, Not at all 4	A great deal 12, A fair amount 25, A little 31, Not at all 32
will be limited if social media sites removed their posts	A great deal 18, A fair amount 36, A little 29, Not at all 16	A great deal 26, A fair amount 44, A little 25, Not at all 5	A great deal 12, A fair amount 26, A little 35, Not at all 26
will be limited if social media sites permanently banned them	A great deal 19, A fair amount 38, A little 27, Not at all 15	A great deal 26, A fair amount 44, A little 23, Not at all 6	A great deal 11, A fair amount 33, A little 32, Not at all 23

Percent

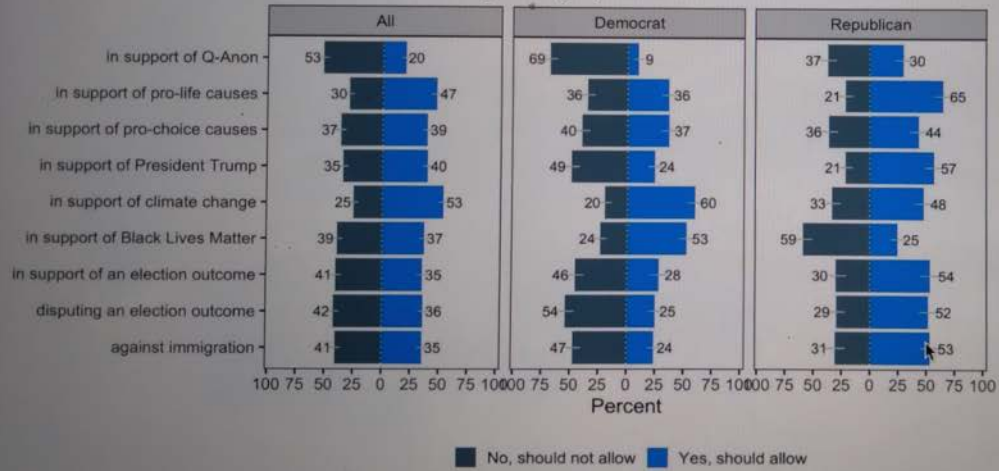■ Not at all ■ A little ■ A fair amount ■ A great deal

If groups attempt to organize incidents like what happened on Jan 6 in the future, how much of their success [RANDOMIZE: condition]? (Options: A great deal / A fair amount / A little / Not at all)

n = 4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

26

DSS

However views on whether social media companies should restrict on-platform protest organizing vary by the purpose of the protest and by party

Percent Believing Social Media Companies Should Allow On-Platform Protest Organizing by Cause

	All		Democrat		Republican	
	No	Yes	No	Yes	No	Yes
in support of Q-Anon	53	20	69	9	37	30
in support of pro-life causes	30	47	36	36	21	65
in support of pro-choice causes	37	39	40	37	36	44
in support of President Trump	35	40	49	24	21	57
in support of climate change	25	53	20	60	33	48
in support of Black Lives Matter	39	37	24	53	59	25
in support of an election outcome	41	35	46	28	30	54
disputing an election outcome	42	36	54	25	29	52
against immigration	41	35	47	24	31	53

Percent

■ No, should not allow ■ Yes, should allow

Do you think social media companies should allow people to use their sites to organize protests [RANDOMIZE: protest cause]?
(Options: Yes / No / Not sure)

n = 4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Partisans are more likely to say on-platform protest organizing for **ideologically aligned causes should be allowed** but organizing for **ideologically opposed causes should not be allowed.**

For Democrats, net support for on-platform organizing (% allow minus % not allow) is highest for climate change (40% net) and BLM (29% net) and lowest for Q-Anon (-60% net) and disputing elections (-29% net).

For Republicans, net support for on-platform organizing is highest for pro-life causes (44% net) and Trump (36% net) and lowest for BLM (-34% net) and Q-Anon (-7% net).

DSS

Redacted for Congress

There is a consensus that peaceful protest organizing should be allowed and violent protest organizing should not. But Dems and Reps disagree on whether posts organizing protests to dispute election results should be allowed

People prefer allowing peaceful protest organizing on platform

People also tend to prefer removing posts that organize planned violent protests

However there are party differences in whether posts organizing protests to dispute election outcomes should be flagged or removed (Ds prefer) or allowed as-is (Rs prefer). This may be associated with differing perceptions about whether such protests could incite violence
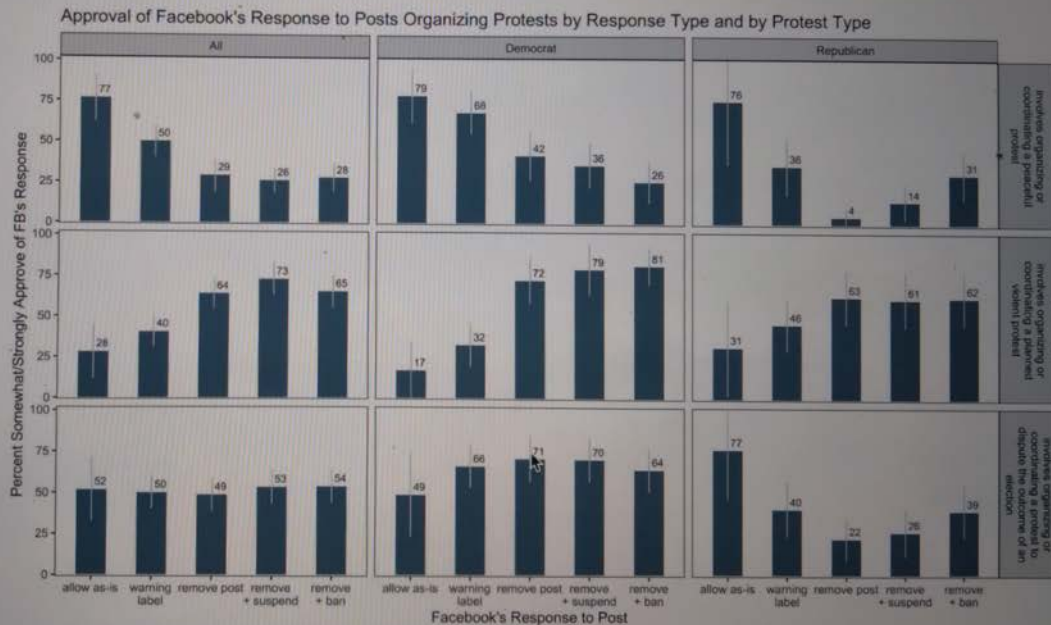
Approval of Facebook's Response to Posts Organizing Protests by Response Type and by Protest Type

Imagine a scenario where [RANDOMIZE: poster] publishes a post on Facebook that [RANDOMIZE: post content].
In response, Facebook [RANDOMIZE: response to post].
To what extent do you approve or disapprove of the action Facebook in response to the post in this scenario?
(Options: Strongly approve / Somewhat approve / Somewhat disapprove / Strongly disapprove)

n = 1450; YouGov US adult sample
Field dates: Jan 16-19, 202_
Weighted estimates, 95% CI line_

DSS

Across parties, respondents report that banning those inciting violence would result in an increase in trust in a social media company. But a net *decrease* in trust would result if ban occurs *after* the violence happens

Percent Reporting Would Change Trust in a Social Media Company under Different Situations

Percent stating would **DECREASE TRUST** in social media company

Percent stating would **INCREASE TRUST** in social media company

	All	Democrat	Republican
were legally forced to ban anyone inciting violence	16 — 32	5 — 47	28 — 20
banned anyone inciting violence but only after the violence occurred	36 — 11	44 — 14	25 — 11
banned anyone inciting violence	19 — 39	7 — 55	31 — 24

Percent

If a social media company [RANDOMIZE: situation], would that increase or decrease how much you trust that company?
(Options: Increase trust / Neither increase nor decrease trust / Decrease trust)

DSS

29
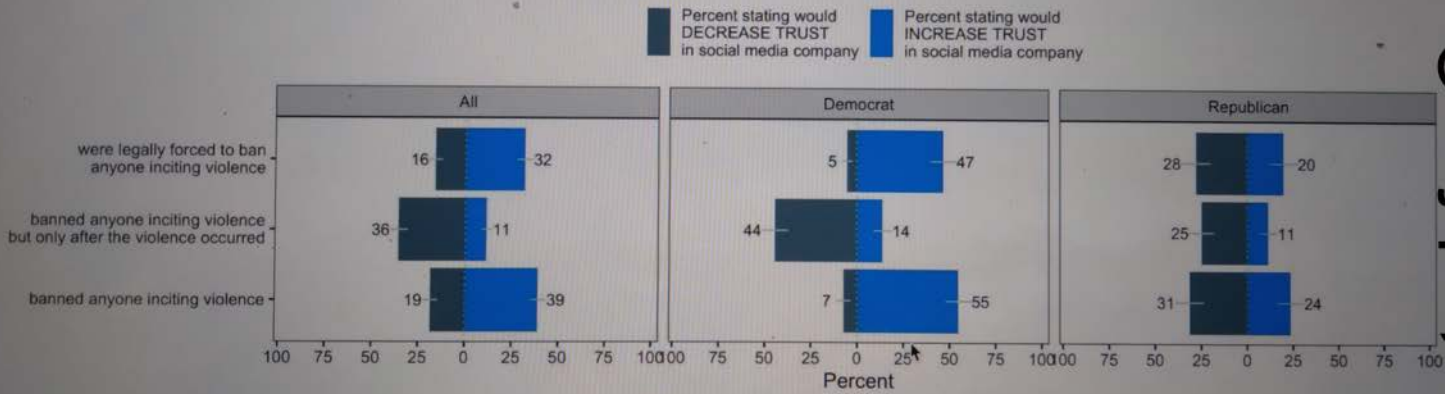
Redacted for Congress

More generally, across different types of politicized content, a majority of Democrats approve of content moderation (labeling/removing posts) whereas a majority of Republicans do not

Approval of Facebook's Response to Post by Response Type and Political Alignment of Source
Among Partisans Only

Political Alignment of Post's Source • Friend/family source • In-party/aligned source • Out-party/unaligned source
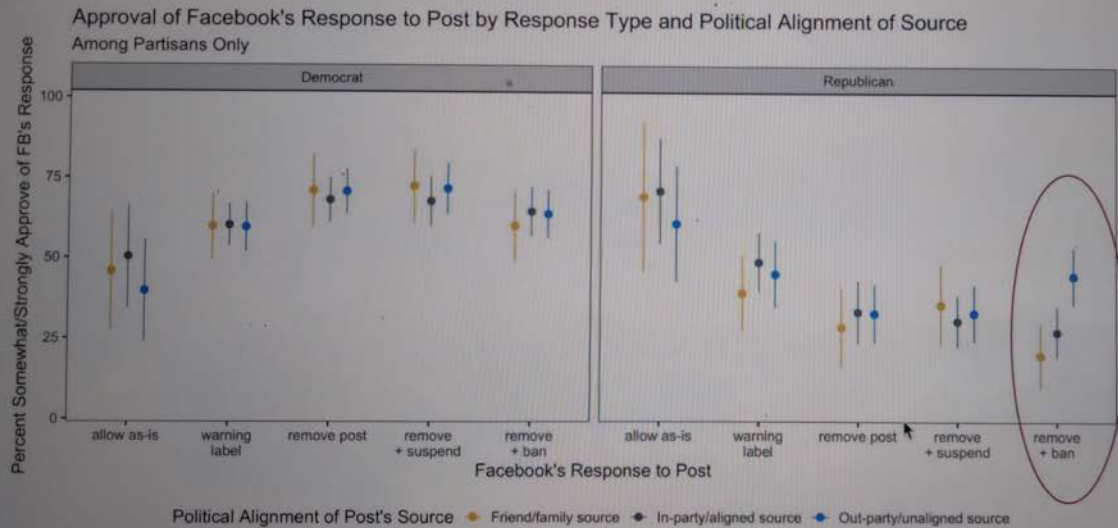
Notably, approval for FB's response to a post is usually not affected by whether the original post is from a politically aligned source.

The only exception is among Republicans, who are more likely to approve of FB removing a post and banning the user if that user is politically unaligned (i.e., liberal or Democratic)

Imagine a scenario where [RANDOMIZE: poster] publishes a post on Facebook that [RANDOMIZE: post content].
In response, Facebook [RANDOMIZE: response to post].
To what extent do you approve or disapprove of the action Facebook in response to the post in this scenario?
(Options: Strongly approve / Somewhat approve / Somewhat disapprove / Strongly disapprove)
For Democrats (Republicans), aligned sources are an influential liberal (conservative) activist or an influential Democratic (Republican) politician, vice versa for unaligned sources.

n = 3491; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

30

Results average across the following post content scenarios: organizing a protest to dispute the outcome of an election; organizing a planned violent protest; organizing a peaceful protest; disputing election results; criticizing law enforcement and their actions; containing information some consider to be a conspiracy theory; containing disputed information about where, when, and how to vote; containing disputed information about public health; containing disputed information about election results

Redacted for Congress

There are also polarized views on how quickly vs cautiously Facebook should act to flag/remove a post if it is reported by a user. Republicans prefer Facebook act cautiously whereas Democrats prefer Facebook act quickly.

Preference for FB to Act Quickly (vs. Cautiously) to Flag/Remove Post if Reported by User
By Content of Post

Content of Post	All	Democrat	Republican
contains disputed information about election results	48	68	22
contains disputed information about public health	41	59	21
contains disputed information about where, when, and how to vote	48	64	33
contains information some consider to be a conspiracy theory	40	59	18
criticizes law enforcement and their actions	37	49	26
disputes election results	42	57	23
involves organizing or coordinating a peaceful protest	30	34	21
involves organizing or coordinating a planned violent protest	57	80	35
involves organizing or coordinating a protest to dispute the outcome of an election	45	58	27

Percent Preferring FB Act Quickly (vs. Cautiously)

Imagine a scenario where [RANDOMIZE: poster] publishes a post on Facebook that [RANDOMIZE: post content].
In response, Facebook [RANDOMIZE: response to post].
If another user asked Facebook to review this type of post, which of the following best describes what you think Facebook should do?
Options: 1. Facebook should act quickly to flag or remove posts like this, even if it means some posts are unnecessarily flagged or removed /
2. Facebook should act cautiously to flag or remove posts like this, even if it means some posts remain on the site longer than they should)

n = 4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

Overall, a majority prefer FB act quickly to flag/remove posts organizing a planned violent protest

Majority of Democrats prefer FB act quickly to flag/remove many types of posts, *except* those criticizing law enforcement and those organizing peaceful protests
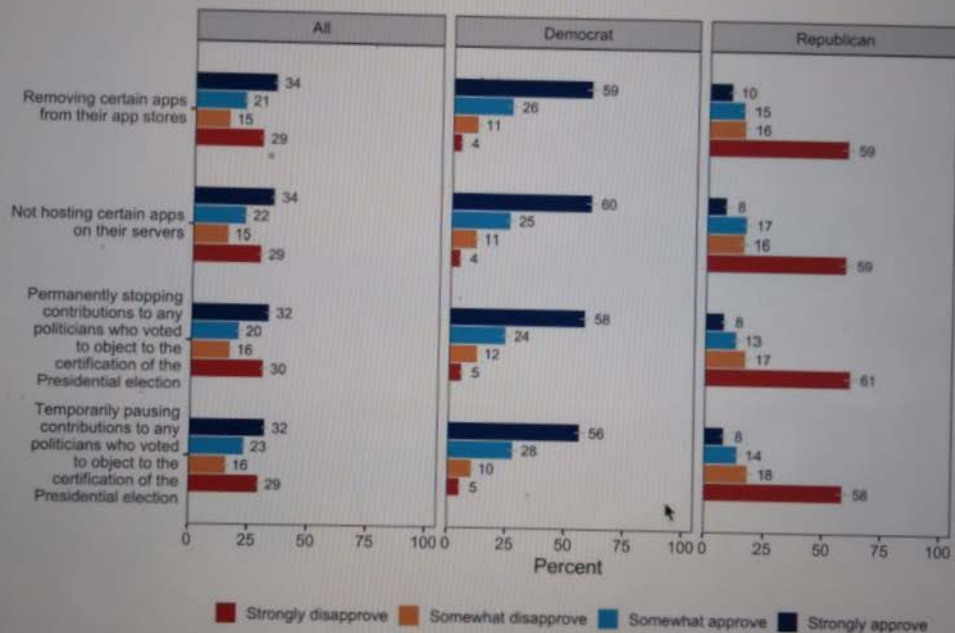
Majority of Republicans prefer FB act cautiously to flag/remove across many types of posts, *even those planning violent protests*

Redacted for Congress

DSS

31

Appendix

DSS

Redacted for Congress

Democrats are more likely to approve and Republicans more likely to disapprove of actions TECH companies have taken in response to Jan 6

	All	Democrat	Republican
Removing certain apps from their app stores	34 / 21 / 15 / 29	59 / 26 / 11 / 4	10 / 15 / 16 / 59
Not hosting certain apps on their servers	34 / 22 / 15 / 29	60 / 25 / 11 / 4	8 / 17 / 16 / 59
Permanently stopping contributions to any politicians who voted to object to the certification of the Presidential election	32 / 20 / 16 / 30	58 / 24 / 12 / 5	8 / 13 / 17 / 61
Temporarily pausing contributions to any politicians who voted to object to the certification of the Presidential election	32 / 23 / 16 / 29	56 / 28 / 10 / 5	8 / 14 / 18 / 58

Percent

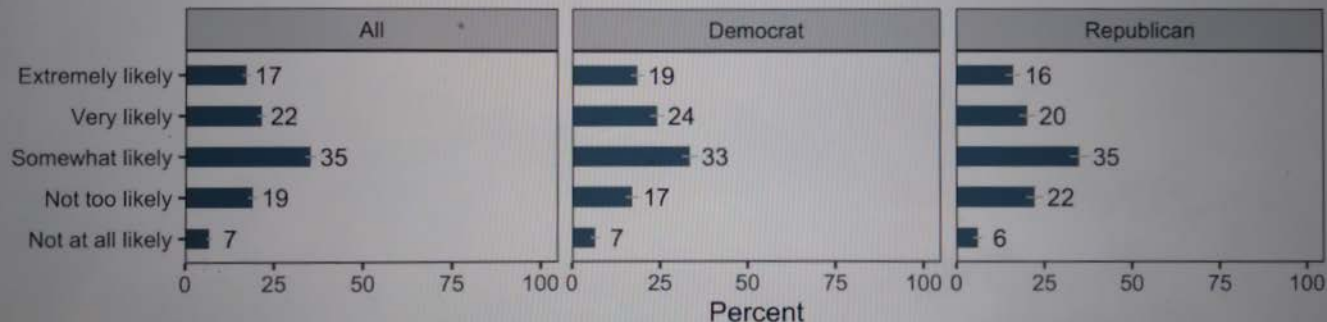■ Strongly disapprove ■ Somewhat disapprove ■ Somewhat approve ■ Strongly approve

Below are some actions that TECH companies have taken in response to these events. To what extent do you approve or disapprove of each of the following?

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

DSS

33

Across party lines, majorities think events like Jan 6 are likely to happen in the future

Perceived Likelihood of Incidents like Jan 6 in Next 12 Months

|	All	Democrat	Republican
Extremely likely	17	19	16
Very likely	22	24	20
Somewhat likely	35	33	35
Not too likely	19	17	22
Not at all likely	7	7	6

Percent

How likely, if at all, do you think it is that incidents like what happened in Washington D.C. on January 6 will happen again in the next 12 months? (Options: Extremely likely / Very likely / Somewhat likely / Not too likely / Not at all likely)

n=4400; YouGov US adult sample
Field dates: Jan 16-19, 2021
Weighted estimates, 95% CI lines

DSS

34

Being perceived as inconsistently enforcing rules to avoid angering politicians decreases stated trust in social media companies

Percent Reporting Would Change Trust in a Social Media Company under Different Situations
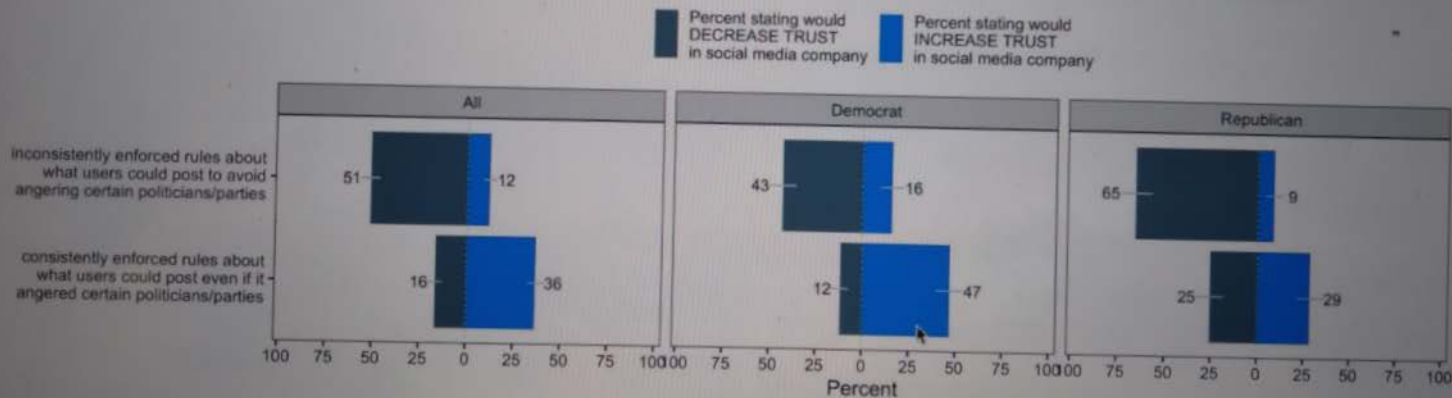
If a social media company [RANDOMIZE: situation], would that increase or decrease how much you trust that company? (Options: Increase trust / Neither increase nor decrease trust / Decrease trust)

n = 964; YouGov US adult sample
Field dates: Jan 16-20, 2021
Weighted estimates, 95% CI lines

DSS

35

Scenario experiment (Full results): Approval of FB's response to posts by post content and type of response from FB

Approval of Facebook's Response to Posts by Content of Post and by Type of FB's Response

Caveat: Due to survey sample size constraints, the experiment is underpowered to investigate content by response interaction effects with precision.

Nonetheless, these exploratory results reveal interesting patterns, which are included in the appendix for transparency.

FB's Response to Post: allow as-is · warning label · remove post · remove + suspend · remove + ban

Trust Experiment (Full Results)

Percent Reporting Would Change Trust in a Social Media Company under Different Situations

■ Percent stating would DECREASE TRUST in social media company   ■ Percent stating would INCREASE TRUST in social media company

	All		Democrat		Independent		Republican	
	Decrease	Increase	Decrease	Increase	Decrease	Increase	Decrease	Increase
took a public stance that it would prioritize safety above all other considerations	21	32	10	46	29	17	34	18
took a public stance that it would prioritize freedom of speech above all other considerations	21	28	31	12	16	29	11	47
were forced by the U.S. government to regulate what people were allowed to post	35	15	25	22	43	1	44	13
encouraged the U.S. government to regulate what people were allowed to post	35	15	21	21	35	11	53	10
inconsistently enforced rules about what users could post to avoid angering certain politicians/parties	51	12	43	16	45	8	65	9
consistently enforced rules about what users could post even if it angered certain politicians/parties	16	36	12	47	10	28	25	29
were legally forced to ban anyone inciting violence	16	32	5	47	21	19	28	20
banned anyone inciting violence but only after the violence occurred	36	11	44	14	39	5	25	11
banned anyone inciting violence	19	39	7	55	25	28	31	24

Percent

If a social media company [RANDOMIZE: situation], would that increase or decrease how much you trust that company? (Options: Increase trust / Neither increase nor decrease trust / Decrease trust)

n = 4400; YouGov US adult sample
Field dates: Jan 16-20, 2021
Weighted estimates, 95% CI lines

DSS

37