# Survey Reveals Disproportionate Exposure to Misinformation Among Black and Latino Americans Online Ahead of 2024 US Election



A survey conducted by the social media watchdog group Free Press revealed significant findings regarding online misinformation and social media usage patterns among different demographics as the 2024 US presidential election approaches. According to the report, Black Americans are disproportionately exposed to misinformation online, with 63% of Black adults and 65% of Latino adults using Facebook for news, compared to 56% of white adults. Similarly, 65% of Black adults and 67% of Latino adults get news from YouTube, compared to 51% of white adults, and 54% of Black and Latino adults use Instagram for news, compared to 35% of white adults.

The survey, conducted in March 2024 among more than 3,000 American adults, found that 47% of respondents frequently encounter false or misleading information online. Only 28% feel well-informed about local elections. Additionally, a significant portion of Black Americans report higher online harassment compared to other racial groups, and a majority express concern about the misuse of their personal data.

In a related study by tech company Lenovo, 46% of Gen Z respondents (ages 16 to 24) admitted to living a double life online, with a notable disparity between their online and real-world personas. The survey, which included 2,000 Americans evenly split by generation, indicated that 54% of Gen Z feel more comfortable expressing themselves online, and many experience a sense of disconnect leading to anxiety, loneliness, and depression.

Key findings also highlighted that about a third of Gen Z keeps their online world hidden from family, and 61% wish they could have more open conversations with friends and family offline. The data suggests a desire among younger generations for improved communication skills and understanding within personal relationships.

These reports underline the complexities and challenges different demographics face in navigating the digital information landscape and interacting through social media, suggesting the need for continued attention to misinformation and digital communication's impact on societal dynamics.