

Tracking down the source

4 causes of misinformation
& how to avoid them

Having the right information can be the difference between making a transformative business decision or putting your reputation in jeopardy. From researching new opportunities to crafting research-based communications, information sets businesses up for success. But you need to know the difference between facts and misinformation that can set you back. Armed with quality insights, everyone has what they need to do their best work.

How misinformation can block businesses' success

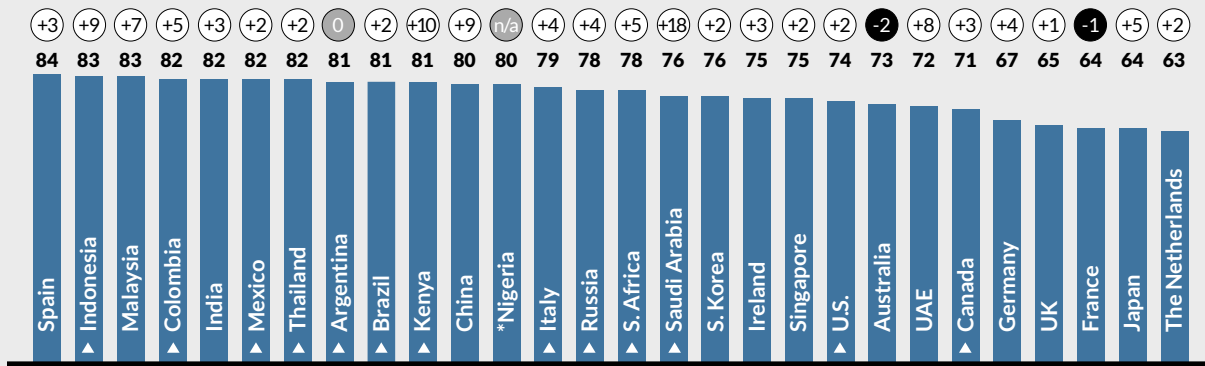
Several factors drive misinformation:

- **Distribution and cost:** The rise of social media has allowed anyone to publish on a blog, stream live content and distribute at minimal to no cost.
- **Audiences and trust:** With virtually no production costs, there are no revenue requirements and no need for distributors to build trust with their audience and maintain reputations.
- **Laws and regulations:** The large volume of information online makes it impossible to regulate in real-time.

RESEARCH SPOTLIGHT:

Misinformation impacts trust

I worry about **false information** or **fake news** being used as a weapon



Fake news concerns at all-time highs

Percent who agree

2022 Edelman Trust Barometer¹

All-time high in 13 of 27 countries

Change, 2021 to 2022

According to Edelman's Trust Barometer, misinformation concerns continue to rise around the world. Specifically, people's trust in search engines, traditional media, and social media have all decreased in the past 10 years. Across businesses, NGOs, governments, and media institutions, information quality is the most powerful factor to build trust. But without proper resources, they fall prey to misinformation. And since search engines lack sophisticated filters, information professionals like you waste valuable time digging for high-quality content.

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Impact of misinformation on companies

Companies that publish information publicly need to be ready to counter claims of false information with well-researched stories that hold up under scrutiny.

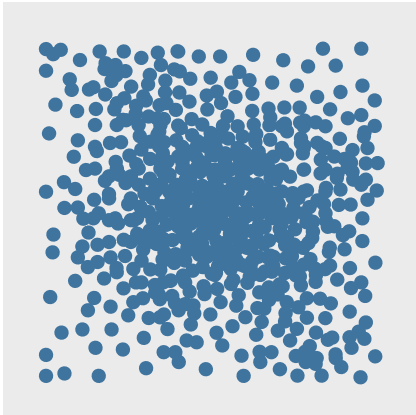
Misinformation not only affects strategic decision-making, but also impacts internal and external stakeholders—and ultimately, their bottom line. For example...

- Employees are less likely to work for employers that don't inspire trust
- Consumers are less likely to buy from brands that don't activate trust
- Investors are less likely to invest in businesses that don't earn trust

In fact, misinformation can be so harmful that the European Union has recently strengthened legislation on this issue. As part of the initiative, participating media platform publishers and ad tech companies have made commitments including to defund the dissemination of misinformation and enforce advertising policies regarding the misuse of their advertising systems.

Getting to the root of misinformation

So why is misinformation so pervasive on the internet? There are several causes, making it harder for you to find quality information—which means research is less enjoyable and more inefficient.



PROBLEM 1

Too much information

Useful information can be buried too deep or scattered across sites. General search engines frequently mix results such as news articles, company sites, and customer reviews, making it difficult to find relevant, critical information. What's more, false, useless, and repetitive information can dominate search results. Often multiple search result pages will feature information from only three or four distinct sources. Even when researchers look for information from different sources, they often still find repeated information, published by multiple sources in similar ways.

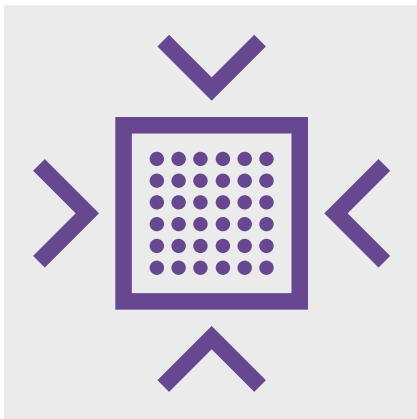
This can lead you to miss out on valuable insights your team needs to succeed or get bogged down in unhelpful information.

PROBLEM 2

Disconnected information

When a website features content on a given topic or publishes links to related sources, you can easily follow the information trail. But real-world connections can be deliberately downplayed, like when companies have overlapping leadership or financial relationships—or these connections simply have yet to be recognized.

While skilled researchers can piece together useful information from public sources, compiling, cross-referencing, and analyzing can be very time consuming.



PROBLEM 3

Hitting paywalls

Ever think you've landed on a goldmine only to be hit with a paywall? It can take the joy out of discovering critical information. And a lot of highly specialized, proprietary, or valuable content is hidden behind paywalls, whether through licenses, subscriptions, or one-time fees. Not only does this make research costly, gated content can affect search results by limiting the amount of information accessible for public search engine indexing.

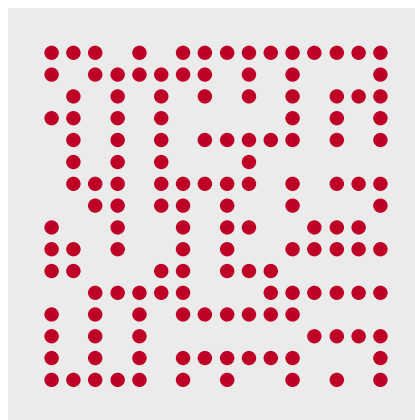
This leads researchers like you to either forego gated content and risk relying on information on the free web or rack up costs and manage multiple database accounts. Both scenarios make research inconvenient at best, inaccurate at worst.

PROBLEM 4

Partial or missing information

Sometimes information isn't online because it's been archived, deleted, misplaced, or blocked. While there are ways to get around this, traditional search engines only provide public and easily accessible information and display results based on their standard indexes and algorithms.

This makes it even more challenging for you to find missing information and see the full picture.



Combat misinformation with Nexis

Avoiding misinformation can feel like an impossible task. But businesses need to be leaders in reducing its spread. According to Edelman, businesses are the most trusted institutions, compared to governments, NGOs, and media.² The best way they can limit the dissemination of misinformation is to provide clear, consistent, and fact-based information themselves. With quality information, businesses can build trust and maintain their reputation—which fuels their success. The question is, how do you find it?

Nexis offers a trove of quality content that helps you succeed, from monitoring market trends to uncovering new opportunities. And with our sophisticated tools and features, you can efficiently filter through to the content you need, saving valuable time.

For example, Nexis uses **Smart Indexing Technology** to add power to searches with terms and relevancy scores, simplifying the search experience. We **remove all paywalls** and don't promote sponsored or SEO content, eliminating bias in search result displays to ensure you find what you need.



With content from more than 45,000 sources, 37 languages, and 200 countries, and archives that go back over 45 years, Nexis provides **multi-source verification** to help you identify the connection between sources and see the full picture.

And at every step of your research process our **support team** is here to help, so you never need to question a source or worry about misinformation. With Nexis, you can confidently uncover insights that set your business ahead.

With the continued prevalence of misinformation, it's more important than ever for businesses to provide high-quality information. Armed with the right tools, you can break the cycle of distrust and make research a more delightful process. Through comprehensive content, advanced features, and best-in-class support, Nexis helps combat misinformation, and sets you and your team up for success.

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