

A dark teal circle containing the text "Oxford University" in white. Two thin teal lines extend from the top and bottom of the circle, curving towards the right side of the page.

# Oxford University

**Objective** - Understand how people navigate and make sense of the information they encounter on social media, search engines, and messaging applications, including what they do and do not trust. The broader aim was to investigate how media publishers and platform companies might improve the ability of the public to navigate and evaluate the sources of information they encounter.

**Project Type** - Recruitment for in-depth interviews (IDIs).

**Fieldwork Country** - India, the UK, and the United States.

**Sample Size** - 30 interviews in India, 20 each in the United States and the UK. For U.S. and UK: users of Facebook and Google. In India: users of WhatsApp, Facebook, and Google.

**Survey Languages** - English (IDIs conducted with researchers of Oxford University via Zoom video).

**Field Time** - 8 Weeks (including holiday break which started the 2nd week of December through the end of January).

**Comment** – The client was pleased with our work on the quantitative social research project in India, so they gave us this qualitative project in all three markets which we delivered on time.

**Read the findings here:** <https://reutersinstitute.politics.ox.ac.uk/snap-judgements-how-audiences-who-lack-trust-news-navigate-information-digital-platforms>.