

## AMERICANS SUPPORT INTERNET ACCOUNTABILITY POLICIES

### AMERICANS ARE CONCERNED ABOUT INTERNET UNACCOUNTABILITY AND SUPPORT MORE INTERNET ACCOUNTABILITY POLICIES

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#### Summary:

1. Nine in ten Americans are concerned about cybercrime, and data privacy and social media harms.
2. Eight in ten Americans are concerned about Big Tech's unchecked power and influence.
3. Seven in ten Americans, a **Mindful Many**, support government Internet accountability policies.

#### 1. **Nine in ten Americans are concerned about cybercrime, and data privacy and social media harms.**

**Cybercrime:** [95%](#) of Americans say online harassment is a problem and [55%](#) say it's a major problem, [per Pew Research](#).<sup>1</sup> [91%](#) of Americans worry about having their personal, credit card, or financial information hacked or robbed online per Gallup in 2019.<sup>2</sup> [88%](#) of Americans worry about being a victim of identity theft per Gallup in 2019.<sup>3</sup> [71%](#) of Americans are concerned about cybercrime per [Gallup 2018 survey](#).<sup>4</sup> ("Gallup has previously *found* that Americans are more concerned about falling victim to cybercrime or identity theft than any other forms of criminal activity.")<sup>5</sup> [63%](#) of American voters believe ransomware is a major problem, per a July 2021 [Morning Consult Poll](#).<sup>6</sup>

**Privacy:** [94%](#) of Americans are concerned about privacy of personal data online, per 2020 [Knight/Gallup](#).<sup>7</sup> [89%](#) of American voters want privacy legislation prioritized to protect their Social Security number and banking information, and [88%](#) their biometric data and driver's license number, per 2021 [Morning Consult](#).<sup>8</sup> [85%](#) of Americans are concerned about the amount of data online platforms store about them; [81%](#) of Americans are concerned that platforms are collecting and holding private consumer data to build comprehensive consumer profiles, per 2020 [Consumer Reports](#).<sup>9</sup>

**Social Media:** Americans believe social media makes it easier for people to: say things that they would not say in person [95%](#); harass or threaten others [92%](#); spread extreme viewpoints [89%](#); and interfere with elections [76%](#); per 2022 [Pew Research](#).<sup>10</sup> [92%](#) of Americans are concerned about the spread of misinformation online; and [77%](#) about hate speech and abusive/threatening language online; per 2020 [Knight/Gallup](#).<sup>11</sup> [76%](#) of Americans distrust what they see on social media; and [70%](#) of Black Americans are the most likely to be concerned about online hate speech and abusive content; per 2022 [Pew Research](#).<sup>12</sup>

## 2. **Eight in ten Americans are concerned about Big Tech’s unchecked power and influence.**

**Online Platform Power:** [85%](#) of Americans are concerned about the size and power of large technology companies; per 2020 [Knight/Gallup](#).<sup>13</sup> [79%](#) of Americans say Big Tech mergers and acquisitions unfairly undermine competition and consumer choice, per 2020 [Consumer Reports](#).<sup>14</sup> [74%](#) believe companies should be required to take more responsibility for evaluating information before it’s shared on their platforms, per 2020 [Consumer Reports](#).<sup>15</sup> [72%](#) of U.S. adults say social media companies have too much power and influence in politics today, per 2020 [Pew Research](#).<sup>16</sup> [68%](#) of U.S. adults believe major technology companies have too much power and influence in the economy, per 2021 [Pew Research](#).<sup>17</sup> [65%](#) say platforms should be held accountable for the products and services sold on their platforms per 2020 [Consumer Reports](#).<sup>18</sup>

## 3. **Seven in ten Americans, a Mindful Many, support government Internet accountability policies.**

**Internet Policy/Designs Concerns:** [78%](#) of U.S. adults support stronger child protections online; [77%](#) of voters support a ban on targeted ads toward children; and [70%](#) support raising the age of eligibility for a social media account, per [Morning Consult](#).<sup>19</sup> [72%](#) of Americans in 2022 are dissatisfied with America’s policies to reduce or control crime, up 38% from 52% dissatisfied in 2001, per 2020 [Gallup Crime Survey](#).<sup>20</sup> [72%](#) of Americans think major technology companies can only be trusted to do the right thing some of the time or hardly ever per [Pew Research](#).<sup>21</sup> [71%](#) of Americans think the Internet does more to divide us than bring us together, per 2022 [Knight/Pew Research](#).<sup>22</sup> [64%](#) of U.S. adults say social media have a mostly negative effect on the way things are going in America today, per 2020 [Pew Research](#).<sup>23</sup> [62%](#) of Americans believe elected officials pay too little attention to tech issues per [Pew Research](#).<sup>24</sup> [56%](#) of U.S. Adults believe major technology companies should be regulated more than they are now per 2021 [Pew Research](#).<sup>25</sup> Only [30%](#) of Americans are satisfied with how America’s system of government works, and only [28%](#) are satisfied with the Government’s regulation of businesses and industries, per [Gallup](#) in 2022.<sup>26</sup>

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<sup>1</sup> Pew Research, “*The State of Online harassment*,” January 2021, [The State of Online Harassment | Pew Research Center](#)

<sup>2</sup> Gallup, “*Crime Survey*.” 2022, [Crime | Gallup Historical Trends](#)

<sup>3</sup> Gallup, “*Crime Survey*,” 2022, [Crime | Gallup Historical Trends](#)

<sup>4</sup> Gallup, 2018, “*One in Four Americans Have Experienced Cybercrime*,” [One in Four Americans Have Experienced Cybercrime \(gallup.com\)](#)

<sup>5</sup> Gallup, 2018, “*One in Four Americans Have Experienced Cybercrime*,” [One in Four Americans Have Experienced Cybercrime \(gallup.com\)](#)

<sup>6</sup> Morning Consult/Politico Poll, “*4 in 5 Voters Back Law that Would Make Online Terms of Service Agreements easier to understand*,” [4 in 5 Voters Back Law That Would Make Online Terms of Service Agreements Easier to Understand \(morningconsult.com\)](#)

- <sup>7</sup> Knight Foundation/Gallup, “*Techlash: America’s growing concerns with major technology companies*; p. 10.” [Gallup-Knight-Report-Techlash-Americas-Growing-Concern-with-Major-Tech-Companies-Final.pdf \(knightfoundation.org\)](#)
- <sup>8</sup> Morning Consult, “*States Are Moving on Privacy Bills. Over 4 in 5 Voters Want Congress to Prioritize Protection of Online Data*,” April 2021, [States Are Moving on Privacy Bills. Over 4 in 5 Voters Want Congress to Prioritize Protection of Online Data – Morning Consult](#)
- <sup>9</sup> Consumer Reports, “*Consumer Reports survey finds that most Americans support government regulation of online platforms*,” September 2020, [Consumer Reports survey finds that most Americans support government regulation of online platforms.](#)
- <sup>10</sup> Pew Research for the Knight Foundation, “*Media and Democracy: Unpacking America’s Complex Views on the Digital Square*,” March 2022, [Media and Democracy: Unpacking America’s Complex Views on the Digital Public Square – Knight Foundation](#)
- <sup>11</sup> Knight Foundation/Gallup, “*Techlash: America’s growing concerns with major technology companies*; p. 10.” [Gallup-Knight-Report-Techlash-Americas-Growing-Concern-with-Major-Tech-Companies-Final.pdf \(knightfoundation.org\)](#)
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- <sup>16</sup> Pew Research, “*How Americans see U.S. tech companies as government scrutiny increases*,” October 2020, [How Americans view U.S. tech companies in 2020 | Pew Research Center](#)
- <sup>17</sup> Pew Research, “*How Americans see U.S. tech companies as government scrutiny increases*,” October 2020, [How Americans view U.S. tech companies in 2020 | Pew Research Center](#)
- <sup>18</sup> Consumer Reports, “*Consumer Reports survey finds that most Americans support government regulation of online platforms*,” September 2020, [Consumer Reports survey finds that most Americans support government regulation of online platforms.](#)
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- <sup>20</sup> Gallup, “*Crime Survey*,” 2022, [Crime | Gallup Historical Trends](#)
- <sup>21</sup> Pew Research, “*Public Attitudes to Technology Companies*,” June 2018, [How Americans View Tech Companies | Pew Research Center](#)
- <sup>22</sup> Pew Research for the Knight Foundation, “*Media and Democracy: Unpacking America’s Complex Views on the Digital Square*,” March 2022, [Media and Democracy: Unpacking America’s Complex Views on the Digital Public Square – Knight Foundation](#)
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- <sup>24</sup> Pew Research for the Knight Foundation, “*Media and Democracy: Unpacking America’s Complex Views on the Digital Square*,” March 2022, [Media and Democracy: Unpacking America’s Complex Views on the Digital Public Square – Knight Foundation](#)
- <sup>25</sup> Pew Research, “*56% of Americans support more regulation of major technology companies*,” July 2021, [56% of Americans support more regulation of major tech companies | Pew Research Center](#)
- <sup>26</sup> Gallup, “*Americans Offer Gloomy State of the Nation Report*” 2-2-2022, [Americans Offer Gloomy State of the Nation Report \(gallup.com\)](#)