1ST EDITION

ICT PANEL
INFORMATION INTEGRITY
2025
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EXECUTIVE SUMMARY

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Executive Summary
ICT Panel - Information Integrity

The information integrity agenda has been guiding international public debate, especially with regard to tackling disinformation and promoting access to reliable, evidence-based information. With the aim of contributing to reflections on the topic, the ICT Panel - Information Integrity investigated the informational dynamics of Brazilian Internet users 16 years old and older. The survey covers practices for accessing and verifying information, social media usage, perceptions of the information ecosystem, digital skills, and the ability to correctly identify information on the Internet.

Practices for accessing information

Brazilian Internet users predominantly accessed information about what is happening in the world, the country, or their city through digital platforms, compared to radio and television media, for example (Chart 1). The survey results showed that 60% of Internet users 16 years old or older reported receiving, viewing, or searching for information daily through messaging apps, followed by short video feeds (53%), video websites or apps (50%), and news feeds on social media (46%). The proportion of those who accessed information daily exclusively through messaging apps and social media was 13%, with a higher proportion among females (15%), those in socioeconomic classes DE (18%), and those in the age groups 16 to 24 years old (17%) and 25 to 34 years old (16%).

Access to information was more frequent among Internet users in classes AB, those with tertiary education, in urban areas, and with Internet access via both mobile phones and computers. Daily access through websites or news portals on the Internet, for example, was reported by 58% of those in classes AB, a higher proportion than that observed among classes C (33%) and DE (27%).

Five platforms stood out as for daily use, regardless of purpose. WhatsApp, the most widely utilized platform, was reported to be used "almost all the time" by 54%, while total daily usage reached 91%. The other four most widely used platforms were Instagram (73% daily usage), YouTube (73%), Facebook (57%), and TikTok (50%).

DAILY ACCESS TO INFORMATION IS GREATER AMONG THOSE WHO ACCESS THE INTERNET VIA BOTH MOBILE PHONES AND COMPUTERS

According to the survey results, 65% of Internet users consumed some type of news daily, with an emphasis on national news and news about their city or state—both reported by 54% (Chart 2). Age proved to be a relevant variable in the analysis of information consumption habits: 79% of users 45 to 59 years old consumed some type of news daily, whereas this proportion was 46% for those 16 to 24 years old.

Another practice of access to information investigated was the use of generative Artificial Intelligence (AI), with ChatGPT being the tool most cited by Internet users (47%). Among users who accessed the Internet only via mobile phones, the use of WhatsApp AI was reported more frequently (38%).

Perceptions of the information ecosystem

About half (48%) of Internet users 16 years old and older reported that they "always" or "most of the time" distrusted information produced by traditional news outlets, a proportion that was higher among those with primary education (59%) and men (52%). Distrust was also investigated for other items, being lower in relation to information from "friends and/or family members on social media" (39%) and "official information and public media" (39%).

The study also evaluated the degree of engagement of individuals with practices for verifying information, i.e., the perception of their necessity and effectiveness. The results showed that only one in five Internet users had a more engaged attitude on this theme, which was more prevalent among individuals 60 years old or older (30%), females (23%), those in classes AB (30%), and those with tertiary education (26%). Some trends in disengagement stood out, such as thinking that "it is not worth researching whether the information I receive is true or false," or believing that "there is no point in checking whether information is true or false because it will not change other people's opinions".

ENGAGEMENT WITH INFORMATION VERIFICATION PRACTICES IS ASSOCIATED WITH GREATER SKILLS IN IDENTIFYING TRUE AND FALSE CONTENT ON THE INTERNET

Information verification practices

The most frequently cited reasons for not verifying information were forgetting to check or verify (36%), not having time (33%), not being interested (33%), and being sure that the information is true (31%) or false (25%) (Chart 3). Technical or connectivity difficulties were less frequently cited.

Most Brazilian Internet users said they blocked or muted users, profiles, or channels (76%) and indicated that they were not interested in content they had received (69%); both options were reported in greater proportion by those who identified as Black. These practices become even more important in a context of increased circulation of deepfakes, with which 41% of the survey population reported having daily contact.

Digital and critical skills

The ICT Panel - Information Integrity investigated the ability to understand key aspects of how social media and search engines work, such as the algorithmic dynamics of content classification and distribution, and monetization logics. One in two users (56%) agreed, for example, that what makes content circulate more on the Internet is that it is more interesting, and 45% agreed that everyone finds the same information when searching on the Internet.

The data also showed that 11% of Internet users feel very confident in their ability to identify false or misleading information they see on the Internet, 29% feel confident, 29% feel somewhat confident, and 19% feel not confident at all. The proportion of those who were very confident was higher among Internet users in classes AB (17%), those with tertiary education (15%), and men (15%).

Ability to classify information as false or true on the Internet

Based on an exercise to classify information as true or false (see more in the "Technical Note" section, available both in the printed publication and on the website), the ICT Panel - Information Integrity survey investigated the ability of

CHART 1

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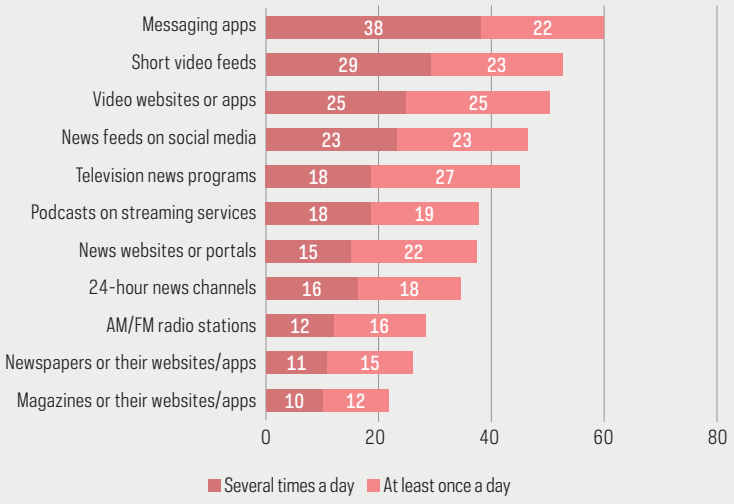
Frequency of access to information, by media outlets (2025)

Internet users 16 years old or older (%)



80%
of Internet users in classes AB accessed information daily through social media

18%
of Internet users in classes DE accessed information exclusively through digital platforms

28%
of Telegram users 60 years old or older have news groups on the app

41%
of Internet users reported having daily contact with deepfakes

CHART 2

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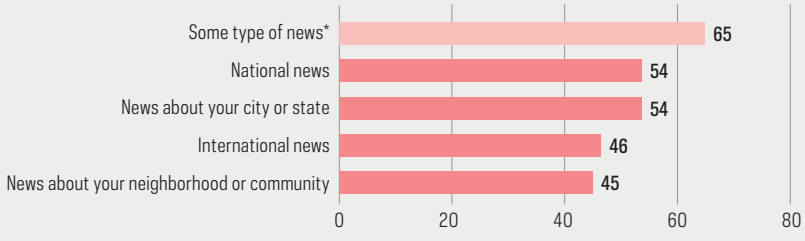
Scope of news consumption daily (2025)

Internet users 16 years old or older (%)



* At least one of the news categories at a frequency of "several times a day" or "at least once a day"

Brazilian Internet users to correctly classify information that circulated on the Internet between 2024 and 2025. Based on the results of the exercise—and using item response theory (IRT) parameters as a reference—respondents were allocated into four groups: (i) 2 to 4 points (the group with the lowest performance on the exercise); (ii) 4 to 5 points; (iii) 5 to 6 points; and (iv) 6 to 8 points (the group with the best performance, accounting for 17% of the survey population).

The results indicated a greater ability to correctly identify false or true information on the Internet among Brazilian users 45 to 59 years old (21% in the group with the highest scores) and 60 years old or older (25%), those from classes AB (25%), and those with tertiary education (22%). Aspects related to meaningful connectivity were also relevant: Results were better for those with fiber-optic or cable connections in their households (22%) and with Internet access via both mobile phones and computers (21%).

The survey also found correlations between the exercise results and other indicators collected. Internet users with a more engaged informational profile showed above-average ability to classify information on the Internet, with 33% in the group with the highest scores. The results were also positive among participants with "above basic" digital skills (22%) and those with greater understanding of the dynamics of social media and search engines (32% for the group that indicated the expected response in at least seven items of the indicator that assesses critical skills).

The use of settings and practices on social media was also associated with higher performance in the exercise: 21% of those who reported having "blocked or muted users, profiles, or channels" were in the group with the highest scores, same proportion for those who reported having "indicated a lack of interest in content they received." On the other hand, there was no correlation between performance on the exercise and confidence in one's own ability to identify false or misleading information (Chart 4), corroborating trends already observed in other reference studies in the field.

Survey methodology and access to data

The ICT Panel - Information Integrity survey presented unprecedented data collected by the Regional Center for Studies on the Development of the Information Society (Cetic.br), based on online questionnaire interviews with 5,250 Internet users 16 years old or older between August and September 2025. The results are available on the Cetic.br|NIC.br website (https://www.cetic.br). The "Methodological Report" and the "Data Collection Report" are available in the printed publication and on the website.

CHART 3

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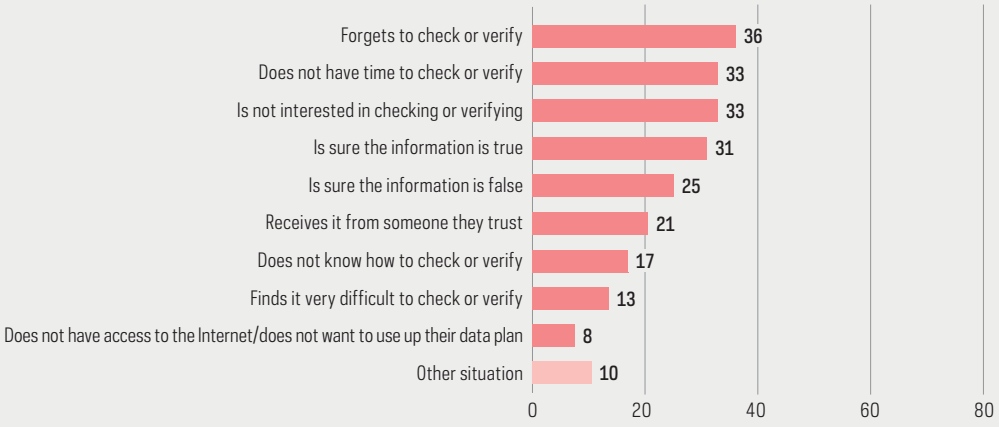
Situations where information is not verified (2025)

Total number of Internet users 16 years old or older who do not always check information(%)



34%
of Internet users reported agreeing completely or partially that it is not worth researching whether the information they receive is true or false

44%
of Internet users with primary education reported agreeing completely or partially that concern about false information is exaggerated

45%
of male Internet users reported always or mostly distrusting official information and public media

47%
of Internet users reported always or most of the time verifying information that comes from a newspaper/website/page/profile in traditional media

CHART 4

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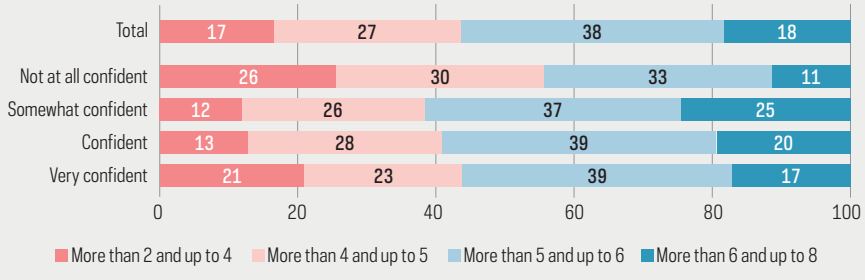
Score in the information classification exercise, by confidence in one's own ability to verify false and misleading information on the Internet (2025)

Internet users 16 years old or older (%)



Access the full survey data!

In addition to the results presented in this publication, tables of indicators, questionnaires, information on how to access the microdata, and the presentation of the results of the launch event are available on the Cetic.br|NIC.br website, as well as other publications on the subject of the survey. The tables of results (https://cetic.br/en/pesquisa/painel/), available for download in Portuguese, English, and Spanish, present the statistics produced, including information on the data collected and cross-referencing for the variables investigated in the study. The information available in the tables follows the example below:

Code and indicator name

Population to which the results refer

IN6B - INTERNET USERS WHO USED A GENERATIVE AI TOOL, BY TOOL USED

Total number of Internet users 16 years old or older

PERCENTAGE (%)		CHATGPT	COPILOT	GEMINI	WHATSAPP AI META	ANOTHER AI TOOL
TOTAL		47	14	30	42	18
SEX	Male	45	17	33	40	16
	Female	48	12	28	45	19
AGE GROUP	16 to 24 years old	63	15	34	56	25
	25 to 34 years old	54	15	40	45	19
	35 to 44 years old	50	19	33	42	18
	45 to 59 years old	37	12	24	37	14
	60 years old or older	25	9	18	31	11
REGION	North	51	14	34	47	23
	Northeast	45	11	33	46	19
	Southeast	44	15	29	40	17
	South	49	12	28	40	15
	Center-West	55	22	31	45	18
SOCIAL CLASS	AB	52	23	41	51	20
	C	47	13	29	39	17
	DE	42	8	24	42	16
AREA	Urban	47	15	31	43	18
	Rural	41	7	27	40	14

Indicator responses

Results tabulation cut-outs: total (population as a whole) and characteristics of analysis (region, age group, etc.), different in each survey

Results: can be in % or totals

Source: Brazilian Network Information Center. (2026). *ICT Panel 2025: Online survey with Brazilian Internet users: Information integrity* [Tables].

How to reference the tables of indicators

This publication is also available in Portuguese on the Cetic.br|NIC.br website.