

# Cost of Misinformation Report (July 2021)

## Request

In July 2021 an Official Information Act request was made for:

- “- the cost of your new misinformation survey/report (including, separately, the direct costs (notably the polling company) and indirect costs including estimates of staff time),
- a copy of the proposal for this study (version that was given the go-ahead)
- copies of any briefings or advice to ministers and/or their offices on this study (whether in concept, or prior to yesterday's release of the results) and any responses from those ministers/offices,
- copies of any consultation material provided to other government agencies when this survey was being planned, and any comments to OFLC from those agencies,
- copies of any briefing etc provided to government agencies on the results of the survey and the report you wrote on them.”

## Response

Thank you for your request made pursuant to the Official Information Act 1982 (OIA), dated 1 July 2021.

We have reviewed your request and identified eight documents that fall within scope of your request. Please see below:

**The cost of your new misinformation survey/report (including, separately, the direct costs (notably the polling company) and indirect costs including estimates of staff time)**

The following table provides the details requested about the direct and indirect costs:

Direct Costs (research company)	\$70,200
Indirect Costs	
Report production including printing design, proofing )	\$14,700
Staff time (based on 2 research staff working for approximately 7.5 months at 3.25 days per week	\$77,200

between November 2020 and June 2021)

Total \$162,100

**A copy of the proposal for this study (version that was given the go-ahead);**

One document falls within scope of part 2 of your request and is attached.

- Research brief for consultations- Redactions on page 1, pursuant to section 9(2)(a) of the OIA.

**Copies of any briefings or advice to ministers and/or their offices on this study (whether in concept, or prior to yesterday's release of the results) and any responses from those ministers/offices**

Three documents fall within the scope of part 3 of your request. These are attached:

- Email sent to Minister Tinetti's Office- Redactions on page 18, pursuant to section 9(2)(a) of the OIA.
- Briefing to Minister Tinetti entitled Classification Office Research Project- National Survey on Misinformation/Disinformation (dated 3 March 2021);
- Appendix A- Final Survey Questions.

**Copies of any consultation material provided to other government agencies when this survey was being planned, and any comments to OFLC from those agencies;**

This is to note that the same document provided in part 2 of your request was emailed to other government agencies for feedback.

Two documents fall within the scope of part four of your request. These are:

- Emails sent to other government agencies including their responses, if any –
- Redactions on page 46, out of scope of this OIA request;
- Redactions on page 47, 49, 50, 51, 53, 55, 64, 65, 66, 67, 68, pursuant to section 9(2)(a) of the OIA-
- Redactions on page 67 pursuant to section 9(2)(g)(i) of the OIA.
- Feedback from DPMC received on 30 October 2020- Redactions on page 70, pursuant to section 9(2)(a) of the OIA-
- Redactions on page 70, 79, 82, 83, pursuant to section 9(2)(g)(i) of the OIA.

**Copies of any briefing etc provided to government agencies on the results of the survey and the report you wrote on them.**

On 9 June we shared a draft report with DPMC alongside data tables relating to Covid-19 and vaccines. The primary purpose was to get feedback on the draft report, and to respond to a specific request about only Covid/vaccine related material.

Two documents fall within the scope of part 5 of your request. These are:

- Email sent to government agencies- Redactions on page 91, pursuant to section 9(2)(a) of the OIA
- Power point presentation in hardcopy was provided to DIA and DPMC.

In making this decision, I have weighed up the factors in the OIA, including the purposes in section 4 and the principle of availability in section 5.

If you are unhappy with the decision to withhold information outlined above, you have the right to make a complaint and seek a review of this decision from the Ombudsman, pursuant to section 28(3) of the OIA. More information about this process is available on their [website](#).

Thank you for your interest in the work of the Classification Office.