

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.