

The Weekly Listen: Digital Events During COVID-19, Fighting Misinformation on Twitter, and Online Shopping Through YouTube

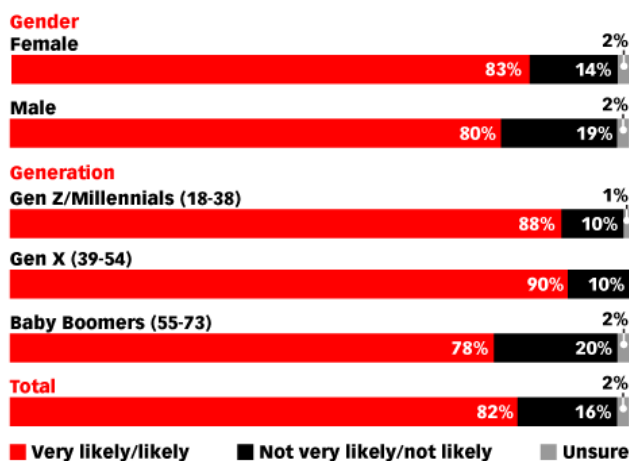
AUDIO |

Mark Dolliver, Blake Droesch and Jillian Ryan

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch, principal analyst Jillian Ryan, and vice president of content studio at Insider Intelligence Paul Verna discuss the major digital pivot to reimagined events amid COVID-19. Then, the usual suspects talk about Twitter's fight against election misinformation, TikTok's potential rivals, untapped marketing to lower-income customers, ecommerce within YouTube, and how cats aren't as heartless as they seem.

Likelihood of US Adults Reading Misleading Information on Social Media Platforms* During the 2020 Election Year, by Demographic

% of respondents in each group



Note: numbers may not add up to 100% due to rounding; *e.g., Facebook or Twitter

Source: NPR/PBS NewsHour/Marist Poll, "Poll Results: Election Security" conducted by Dynata; eMarketer calculations, Jan 21, 2020

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