

WHITEPAPER

Will Elon Musk be good for Twitter?



angus reid 

Billionaire Elon Musk is omnipresent in today's society.

An outspoken serial entrepreneur who has worn many hats, Musk is known to Canadians for furthering space exploration with SpaceX, pushing the electric vehicle sector with Tesla, being one of the founding forces behind PayPal, venturing into high speed travel with the Hyperloop, being Forbes Magazine's richest man alive, selling novelty flamethrowers, attempting to integrate the human brain with artificial intelligence using Neuralink, naming his son X AE A-XII and graduating from Queen's University.

In recent weeks, Musk has turned his attention to social media. Twitter recently accepted a bid by Musk for approximately US\$44 billion to take the company private under his ownership.

So we turned to Canadians to ask... Do you think this is a good thing or a bad thing for Twitter?

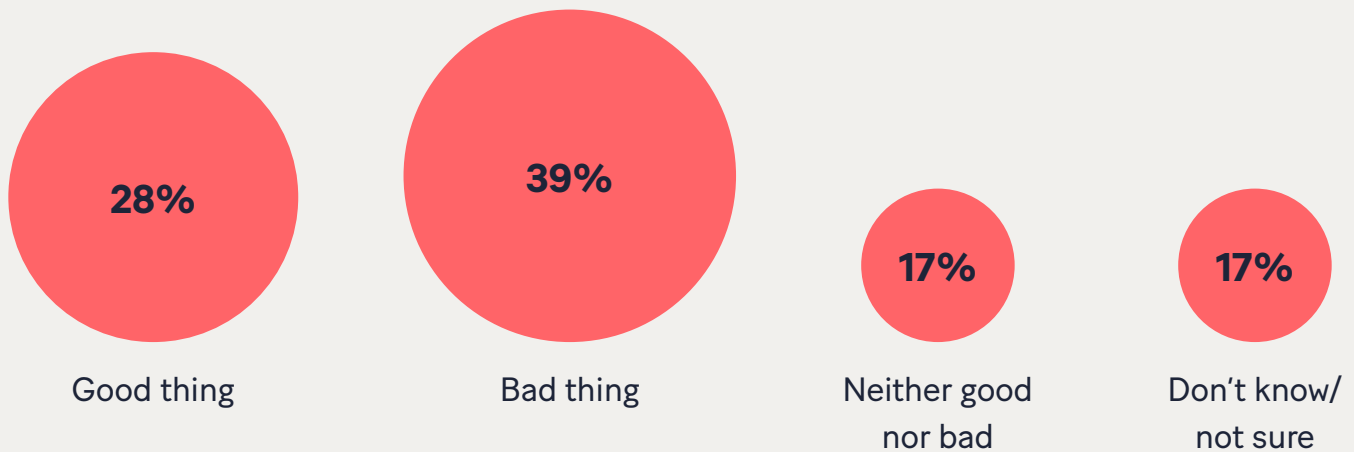
METHODOLOGY

From April 29 - May 3, 2022, Angus Reid fielded an online study among n=1,514 Canadian adults. The sample frame was balanced and weighted on age, gender, region and education according to the latest census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 2.5 percentage points, 19 times out of 20.



QUESTION 1.0

Do you think this is a good thing or a bad thing for Twitter?



No consensus, but Canadians are skeptical...

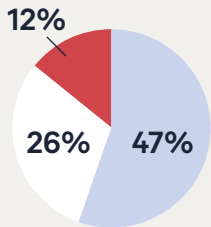
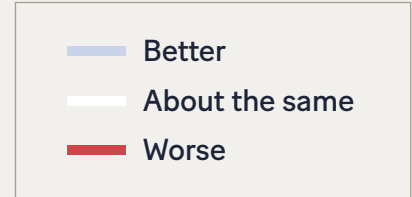
While there is no consensus on the issue, Canadians are more likely to think that Musk's ownership of Twitter will be a "bad thing" (39%) than a "good thing" (28%), with a third (34%) either expressing a neutral opinion about the deal or remaining unsure about its impact.

Women (43%) and university-educated Canadians (54%) are more likely to have a negative opinion of Musk's acquisition.

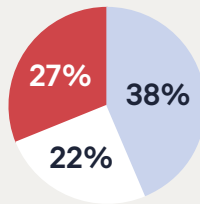
What are the benefits and drawbacks of Musk as CEO?

QUESTION 2.0

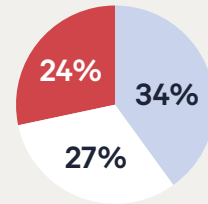
Under Musk’s leadership, do you think Twitter will be better or worse at the following?



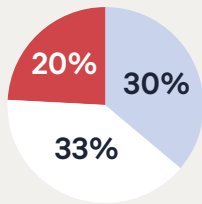
Innovating new features for the platform



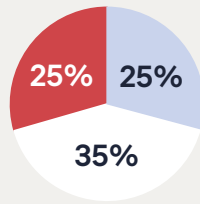
Ensuring freedom of speech



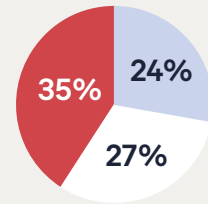
Dealing with bots (i.e. fake Twitter accounts)



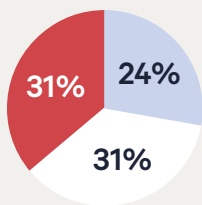
Dealing with hackers



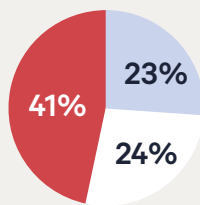
Ensuring personal security for users of the platform



The current culture of interaction on Twitter



Making Twitter the centre of political and social discourse in society



Limiting the spread of disinformation

No bots allowed

Not surprisingly, Canadians are more likely to think that Musk will be able to address tech issues with Twitter through things like:



47%

Better at innovating
new features



34%

Better at dealing
with bots



34%

Better at dealing
with hackers

One of the main issues that Twitter has been faced with over the last few years is the tension between disinformation and freedom of speech.



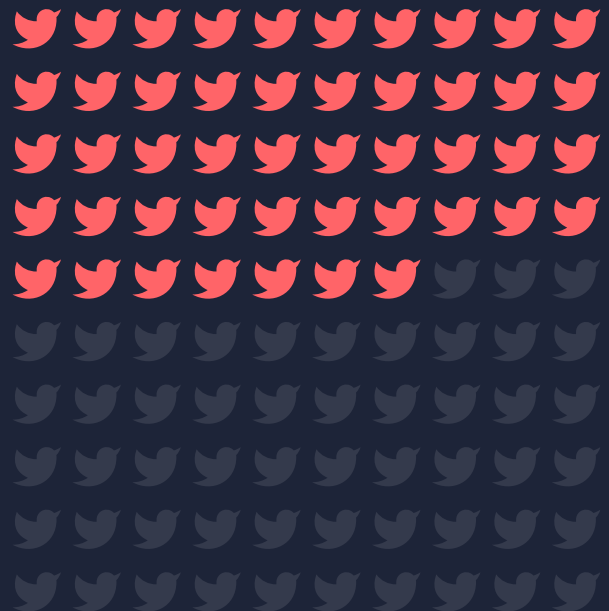
3 in 5

Canadians believe Musk will foster an improvement in freedom of speech on the platform



41%

Canadians believe Twitter will become worse at limiting the spread of disinformation under his leadership

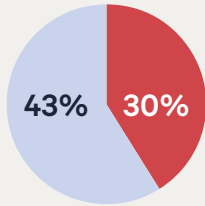


46%

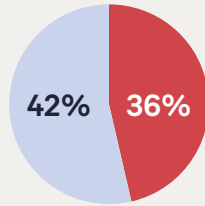
agree that Elon Musk will bring innovative ideas to Twitter

QUESTION 3.0

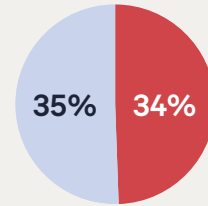
To what extent do you agree or disagree with the following statements?



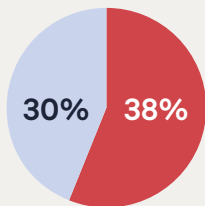
Elon Musk has greatly overestimated his ability to navigate how content on Twitter is moderated



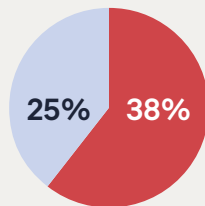
Elon Musk should just stick to the businesses that he already runs (like Tesla and SpaceX)



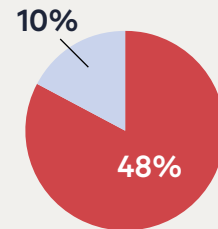
Elon Musk will be a strong leader for Twitter



Elon Musk is in over his head



Elon Musk will ultimately fail as leader of Twitter



The Elon Musk/Twitter deal will fall apart and never go through

How Will Musk Fare As Leader?

The statements above indicate that there is no strong consensus on how Elon Musk will perform as CEO, although few expect him to outright fail. However, Canadians seem to understand that Twitter moderation is an extremely difficult task: 43% agree that Musk may have overestimated himself within that arena, compared to only 30% who disagree.

If the past is any indication of Musk’s future with Twitter then one thing is for certain – Musk will not be a boring leader.

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