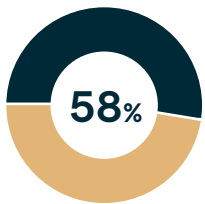


# Social media is both helping and hurting perceptions of neurodiversity

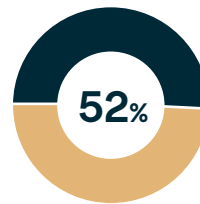
## Key findings from Understood.org's "Neurodiversity and Social Media Study" (November 2022)

Note: "Learning and thinking differences" are referred to throughout as LTDs.

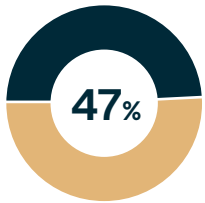
### Awareness around LTDs is building, but stigmas and misconceptions are still common.



58% of Americans say they don't have a clear understanding of what neurodivergence is.



Only half (52%) know that neurodivergent people don't all have autism.

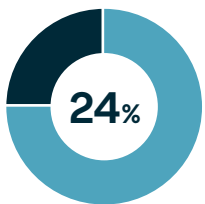


Less than half (47%) are aware that neurodiversity is a viewpoint that brain differences are normal, rather than deficits.

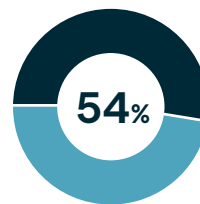


Over two in five Americans incorrectly believe people can outgrow LTDs.

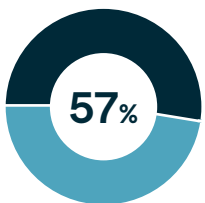
### And despite younger generations seeming to embrace diversity more than prior generations, they still are influenced by misinformation.



24% of adults ages 18-34 falsely believe LTDs don't exist, compared to only 7% of adults ages 35+.



Only 54% of adults ages 18-34 recognize that neurodivergent individuals are not all alike, compared to 74% of adults ages 35+.

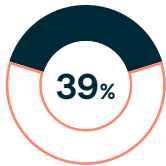


Only 57% of adults ages 18-34 know that neurodivergent people can be successful, compared to 75% of adults ages 45+.

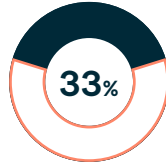
## Social media is both helping and hurting how people learn about neurodiversity.



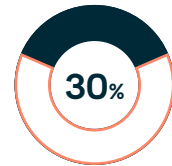
About a third of Americans say that seeing people talk about their LTDs on social media has made them feel like they could be neurodivergent. And if they saw something on social media that made them think that, nearly 70% would take action.



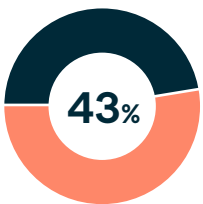
39% would do additional online research about neurodivergence.



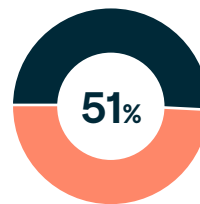
33% would schedule an in-person appointment with a doctor or psychologist for a formal evaluation.



30% would talk to their family or friends and get their insight.



Additionally, 43% of Americans say social media has given them the opportunity to connect with a community where they feel seen and understood.



But many are still skeptical. More than half (51%) don't trust the information about neurodivergence on social media platforms. And 15% believe that social media both promotes misinformation about LTDs and increases stigmas around neurodivergence.

**Source:** This survey was conducted online within the United States by The Harris Poll on behalf of Understood.org among 2,019 U.S. adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For more information, please visit <https://mediacenter.understood.org/research-and-surveys>.