

Audience perspectives on misinformation and low trust

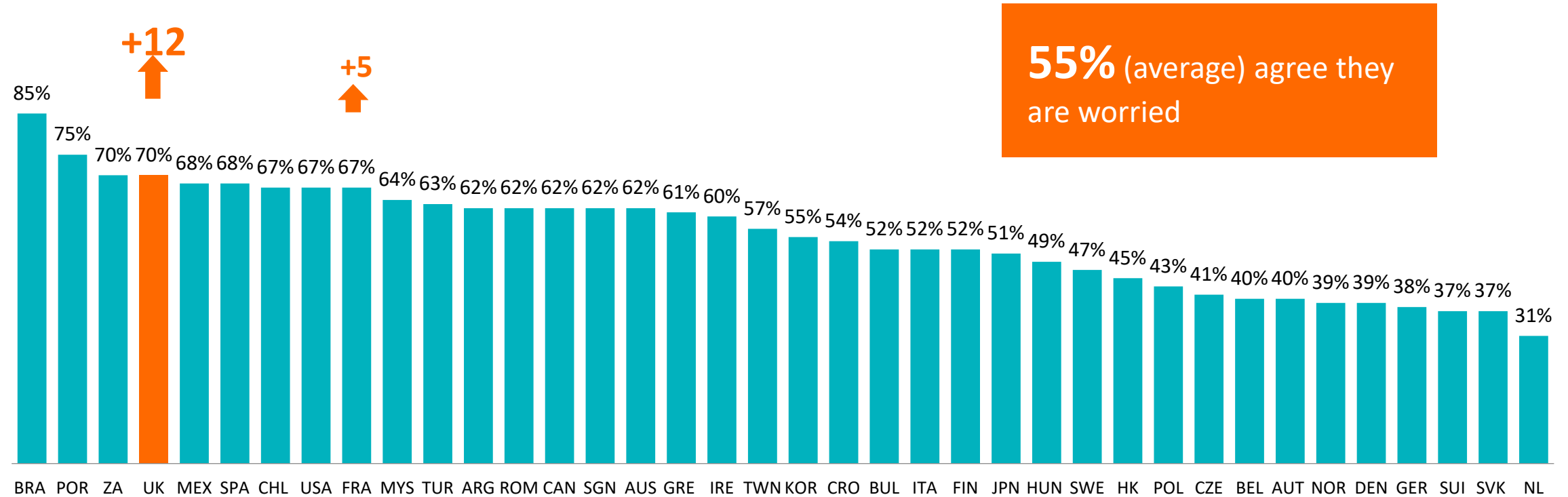
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Concern about what is real or fake on the internet

This has risen **12 percentage points** in the last year in the UK



Q. "Thinking about online news, I am concerned about what is real and what is fake on the internet." Base: All markets 2019

Defining 'fake news'

Associated with misinformation from different sources, including journalists. Seen as distinguished from news primarily by degree. Also recognized as weaponized by critics of news media and platform companies.



What type of 'fake news' are people **EXPOSED** to?

UK

34%

see **poor journalism, mistakes and clickbait** every week

34%

complain about **spin and agenda-filled news**

Only **15%**

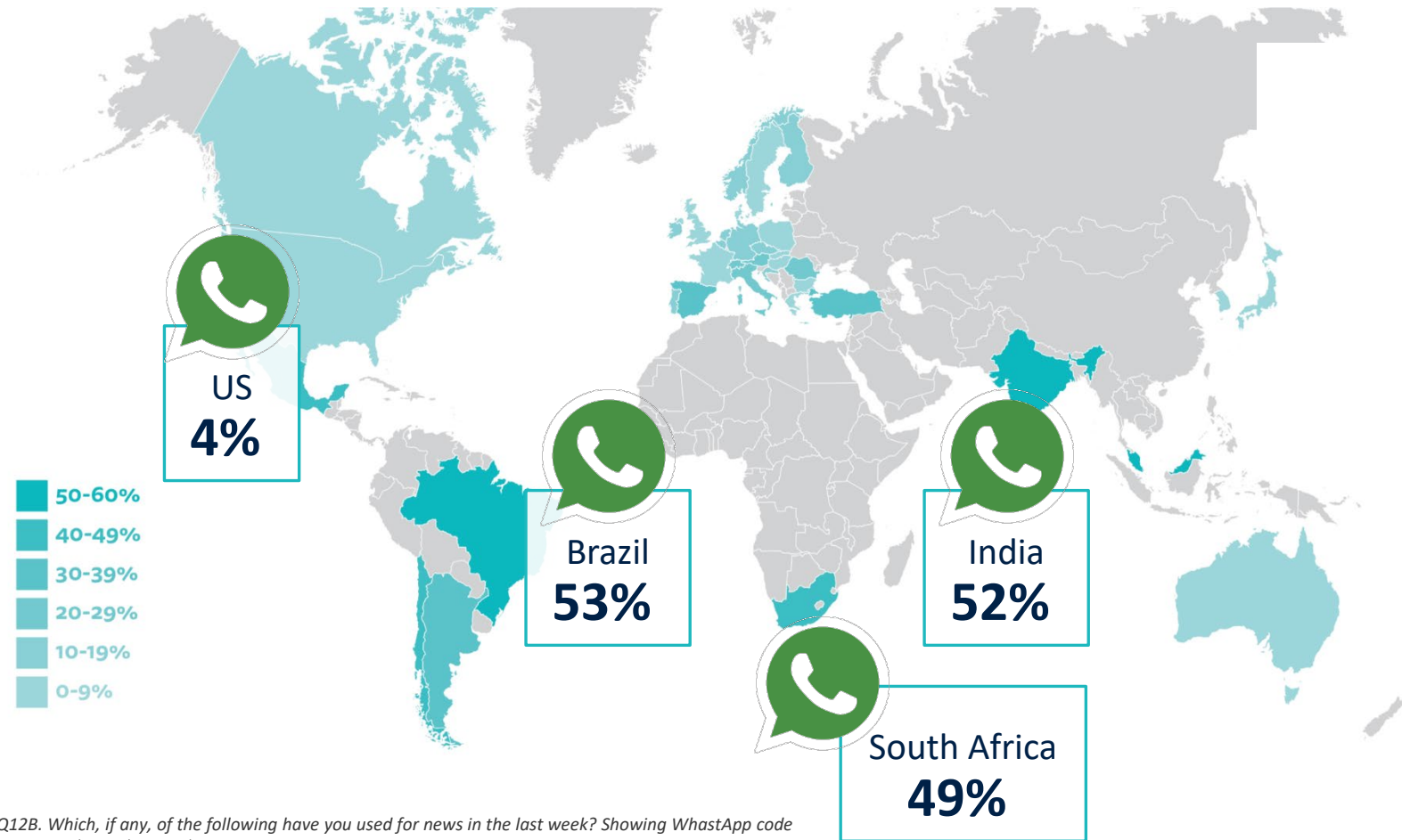
say they have been exposed to **completely made up news**

Q_FAKE_NEWS_3. In the >LAST WEEK> which of the following have you personally come across? Please select all that apply.

'Fake news' is much more of a problem in other countries

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Usage for News across 38 countries of Digital News Report (and India*)



WhatsApp for news

WhatsApp Groups used very differently in Brazil, Malaysia, More likely to be big groups with people don't know



With greater **potential for misinformation**

Q12B. Which, if any, of the following have you used for news in the last week? Showing WhatsApp code

Base: Total sample in each country.

*India poll conducted Jan 2019 with English-speaking, online news users in India – a small (but important) subset of a larger, more diverse, and very complex Indian media market

Concern about misinformation is changing behaviour

All countries - in the last year ...



26%

say they are relying on 'more reputable' news sources.
(40% in USA)

"I think I'm much more limited in the news that I access now. The ones that you trust are ones that have been around for a long time, like the BBC, like The Guardian"
Chloe, u35, UK



24%

say they've stopped using sources with 'less accurate' reputation
(34% in USA)

"It definitely changes my likelihood to click on a news story if I see it's coming from a source that I've never heard before"
Maggie, u25,US

Better educated more likely to changed behaviour

% STARTED RELYING MORE ON 'REPUTABLE SOURCES'

BY EDUCATION

Low Med High

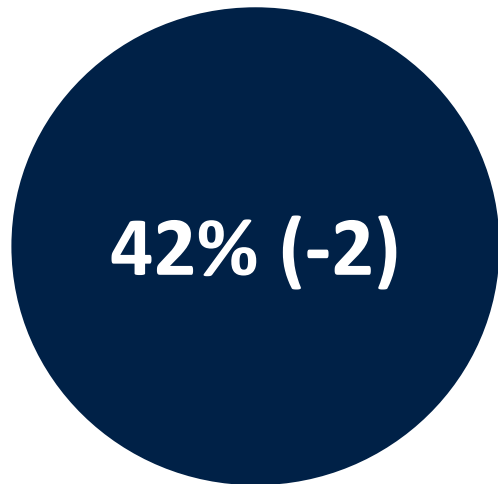


Q_LIT_2019. Have you ...started relying more on sources of news that are considered more reputable in the last year? Base: 18-24/25-34/35-44/45-54/55+ and low/medium/high education: UK = 135/278/304/323/983 and 558/626/839, USA = 177/380/320/246/889 and 85/1013/914.

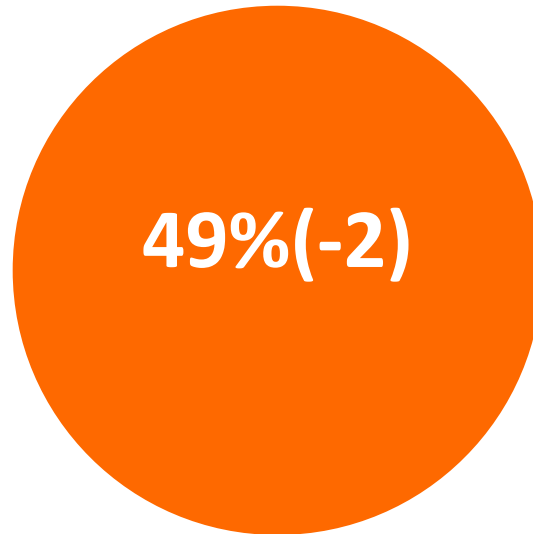
Link with trust in media

ALL 38 MARKETS - % THAT TRUST EACH MOST OF THE TIME

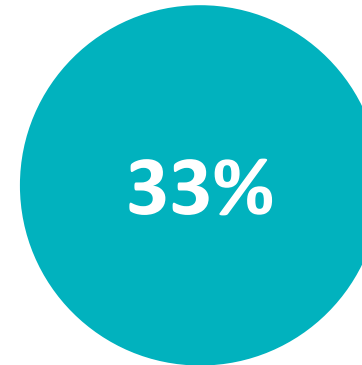
Trust news
overall



Trust news
I use



Trust news
in search



Trust news
in social



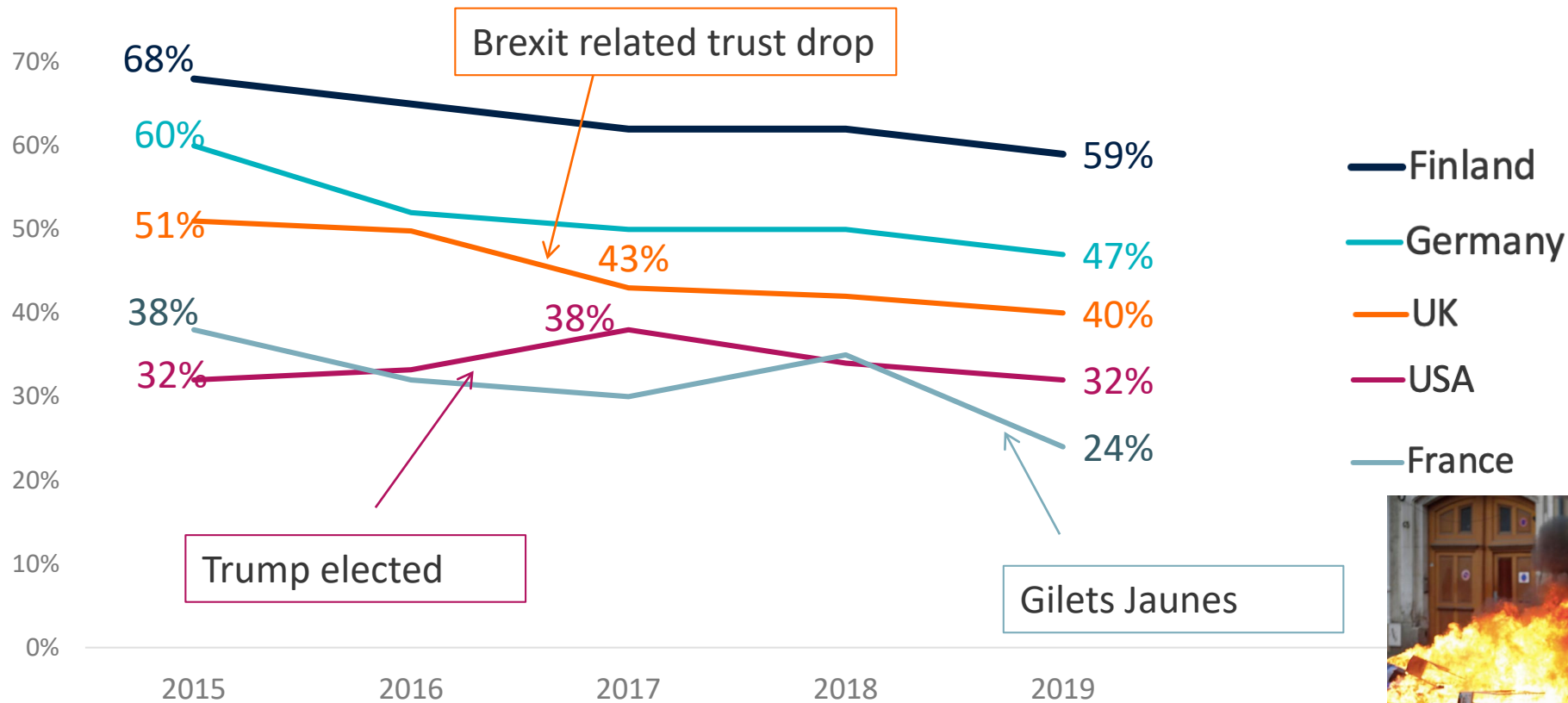
Mostly this about trust in mainstream media
and in the sources that people use



Uncertainty in distributed environments, information
unchecked, hard to distinguish news from rumour...

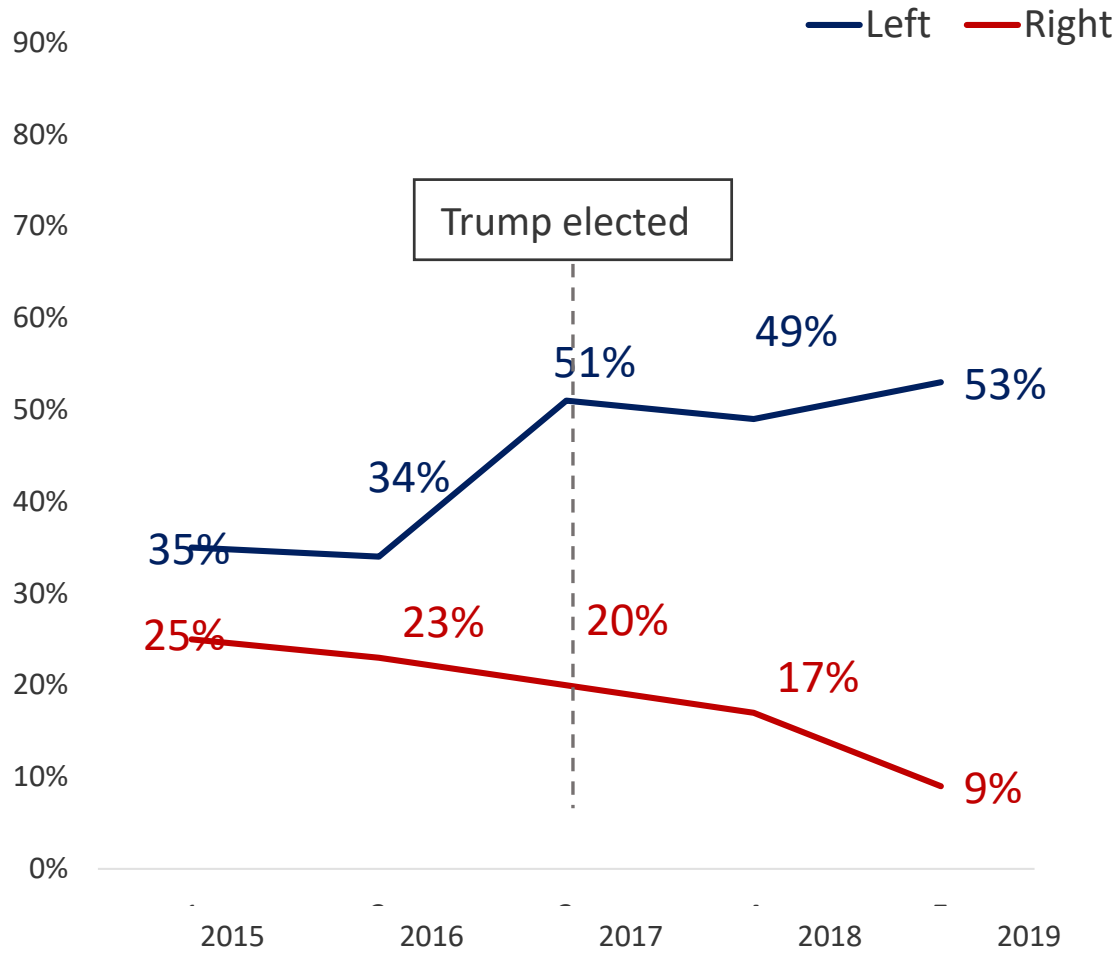
Trust is falling in most big countries

Mix of reasons including the impact of populist movements and events

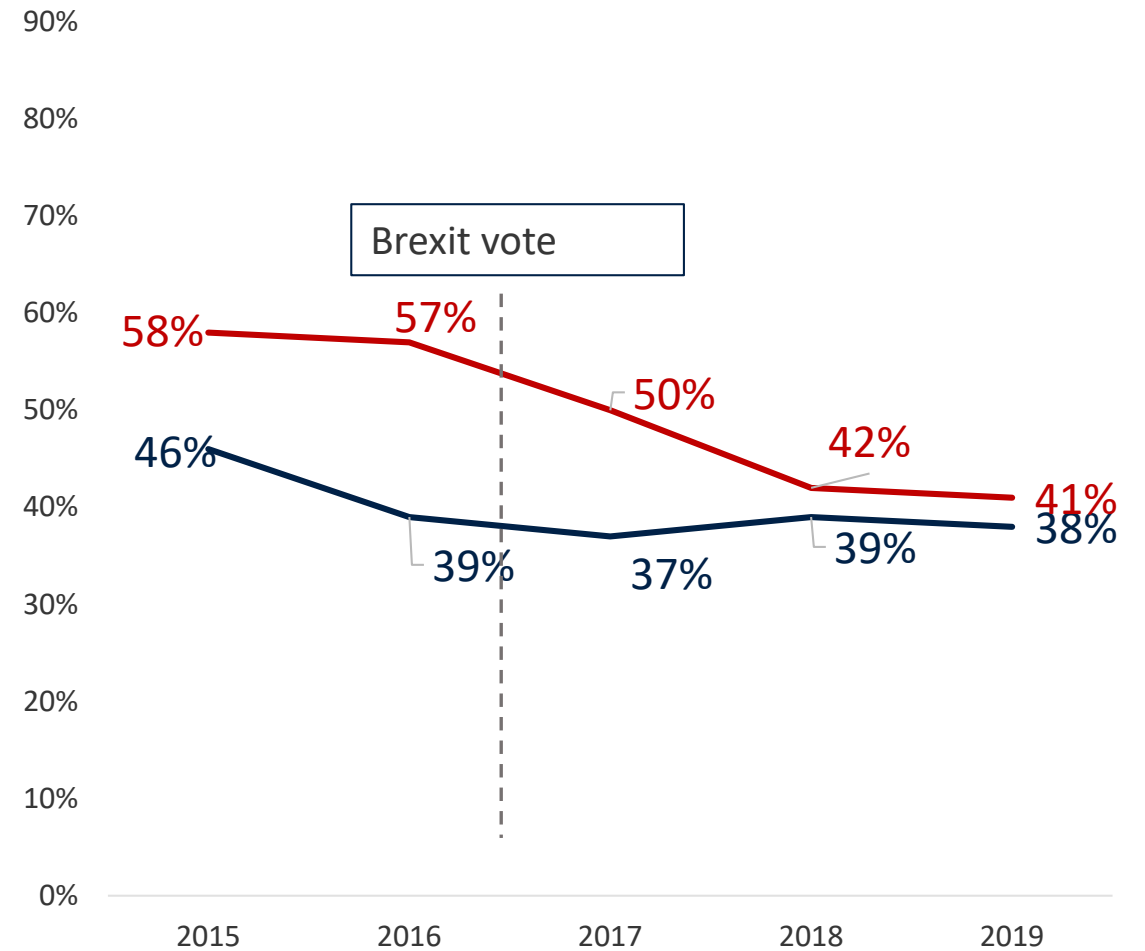


Journalists have been targeted and attacked in France over coverage of the Yellow Vest protests

Left trust has increased in US news media right has collapsed



Right trust in the UK news media is much stronger



Recap

- There is a disconnect between audience view of 'misinformation' and the debate in the media/political sphere
- Concern about misinformation mixed up with long standing concerns about the media and new concerns about reliability of information in social media
- Political polarisation around issues like Brexit or Gilets Jaunes is adding to the mix
- Increased concern does seem to be changing behavior, but not necessarily with the people we need to reach most



Reuters Institute Digital News Report

More information at
digitalnewsreport.org

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