

Trust in News Sources

End Sem Presentation

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The background features a large, irregular watercolor shape in shades of blue and green. The top portion is a darker blue, while the bottom portion transitions into a lighter green. Scattered around this central shape are numerous small, dark blue dots of varying sizes. A thin, dark blue line curves across the right side of the image, starting from the top and ending near the bottom right. In the bottom right corner, there are three overlapping, hand-drawn loops in a dark blue color.

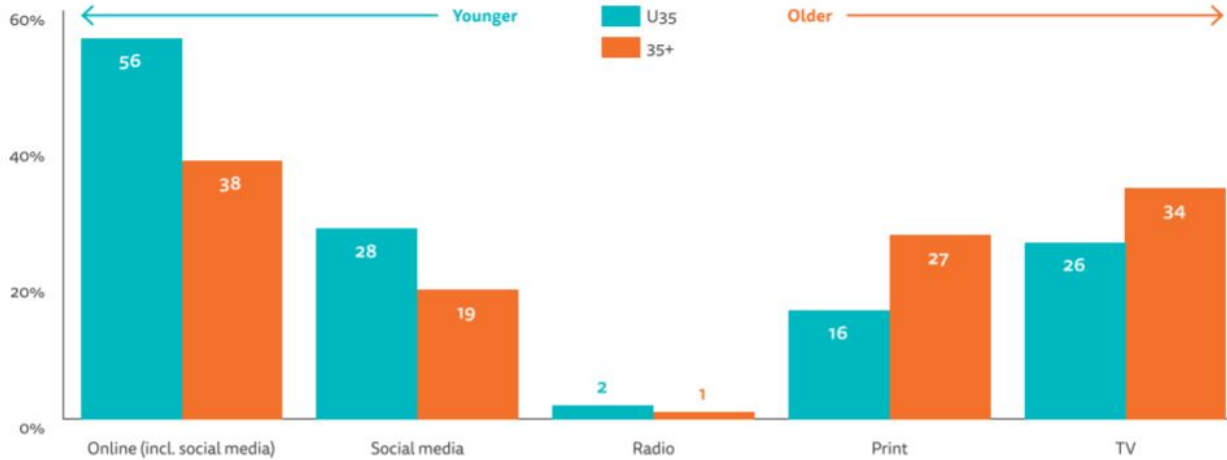
Research Questions, Motivation and Methodology

Research Questions

1. Which sources do people use to get the news on the topic of elections (in specific Lok Sabha 2019)?
2. Exploring trust in these news sources and its correlation with news consumption from those sources.
3. Analyzing the reasons for the above phenomenon.

Motivation and Importance

MAIN SOURCE OF NEWS BY AGE – INDIA



Online is the Future , and so with the advancement in technology ; we should also be prepared to advance accordingly and have a better HCI.

As we can see that Online consumption of news is advancing leaving behind Radio and it's just a matter of time that it will leave behind TV and Print media in terms of consumption of news source and become the major factor. So it is our responsibility to study about it and be well prepared about its effects.

Advantages of Online News

1. Reduced hierarchy : Internet reduces the hierarchy that characterizes traditional journalism
2. Direct Access to sources: In contrast to traditional reporting, which involves journalistic mediation and interpretation of sources, connectivity allows direct access to sources, which possibly works to increase the trustworthiness of the news text.
3. Interactive opinions: Unlike in traditional news, audiences are offered the possibility of arguing with news texts and of challenging journalistic presentations of reality. These interactive options have important implications for journalistic authority.
4. Diversity: Internet offers a much more diversified menu of political information, compared to the relatively homogeneous point of view offered by mainstream media institutions. [9]

Research Methodology

1. Literature Review of Articles, blogs and Research Papers ; especially the ones related to 2019 elections
2. Analysing the Data and Statistics available from these papers
3. Survey of people , by taking responses in Microsoft forms and Visualizing and Interpreting the result obtained [Survey-Response-Analysis]
4. Interview people over telephone and analyzing interviews interviews that are available online.
5. Analyzing all the data collected to gain insights and find reasons for trust/mistrust.

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Definitions

What is Trust?

Trust is the willingness of a party to be vulnerable to the action of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective to the ability to monitor or control that other party. [1]

“The firm belief in the competence of an entity to act dependably, securely, and reliably within the specified context.”

Trust is a composition of multiple attributes such as reliability, honesty, dependability, security, timeliness, and competence, and different attributes have to be considered in different environments where trust will be established.

What does it mean to trust news?

Trust in news consists of ability , integrity, and benevolence (the extent to which the trustee is believed to intend doing good to the trustor, beyond their own profit motive).

Consumers of information can trust the sources if they have both the ability and intention to deliver quality information.

To trust news is not only to believe that journalistic narrators are being honest and accurate about what can be witnessed in the present, but that they possess reputations for past veracity and can be expected to stay with the story wherever it might lead. [10]

Principles of Trust

When we examine trust in news sources, some of the trust principles emerge. We mention those principles here: [1]

1. Level of Risk - In present context the risk is moderate at personal level (not financial or very life altering) but high at a cumulative level (decides the government for next 5 years)
2. Identity - Identity ensures history and recognition and allows building trust over a period of time. Identities help carry trust cross platform - eg from TV to Youtube and Mobile Applications
3. Global and local rate - accumulation of local rate is global rate which gives us a way to measure trust.

Principles of Trust

4. Trust Development Phases: [1]

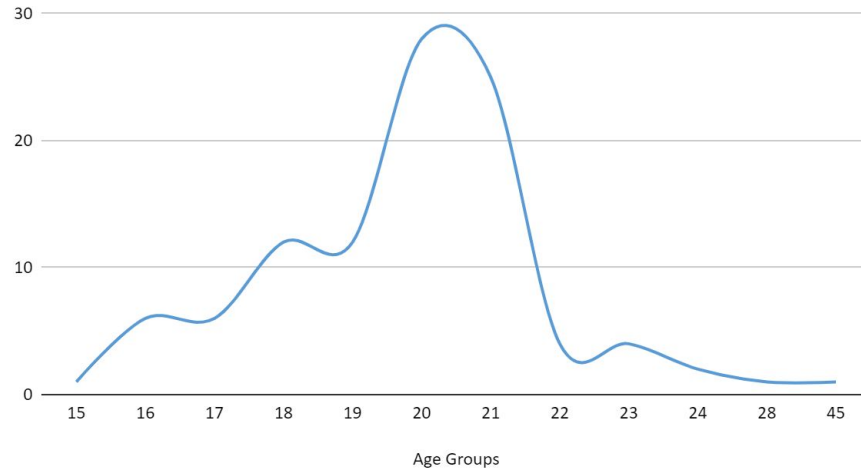
- a. Building Trust - An initial trust is formed based on a report/article/story or a recommendation.
- b. Stabilising Trust - Accumulation of experiences over time. If a news source provides regular news with good quality and no complaints, it starts accumulating reputation.
- c. Dissolution - Declining trust due to accumulated negative feelings.



Survey Results and Analysis

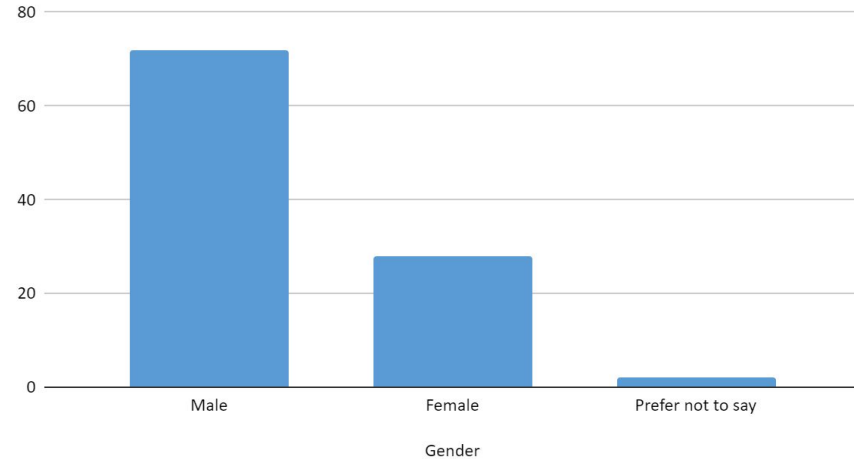
Our Survey Results

Number of People in Given Age Group



The Major age group who responded to our survey were aged from 18-22 years

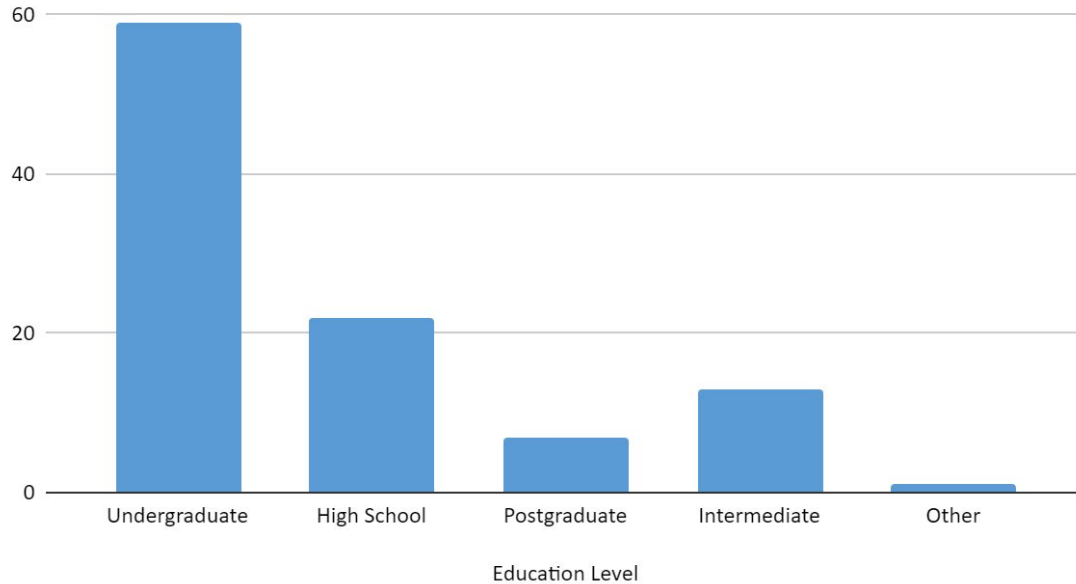
Count of Gender



We got around 100 responses from the mentioned age group which consists of 69% male 30% female and 1% Others

Our Survey Results

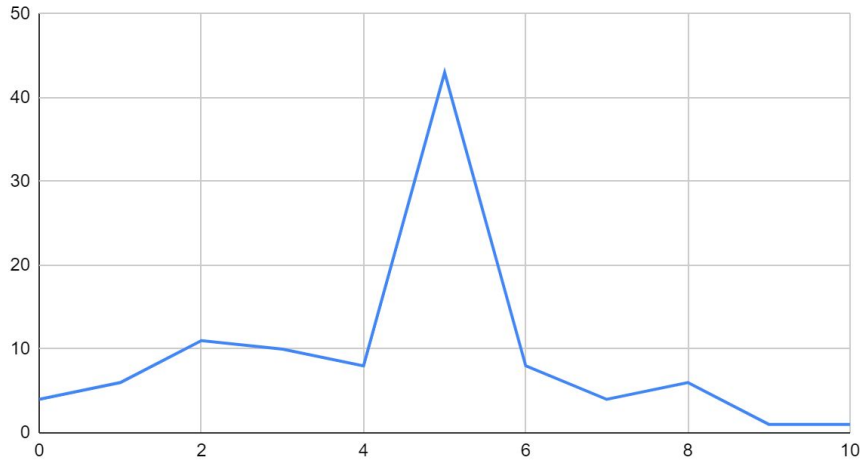
Count of Level of Education



Majority of people were Undergraduate followed by High School and Intermediate and then Postgraduate

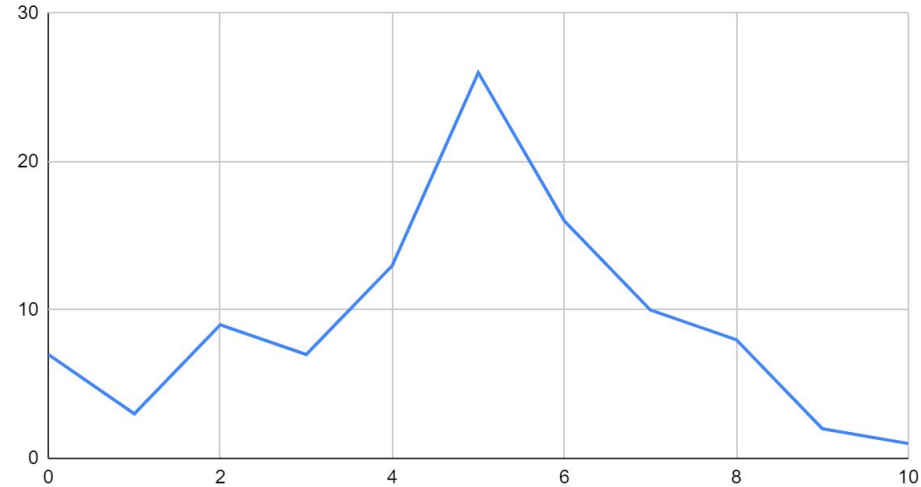
Our Survey Results

Where do people lie in political Spectrum (on scale of 0-10)



From this graph we infer that majority of people feel they act neutral in the Political Spectrum

What do people think about their understanding of Politics

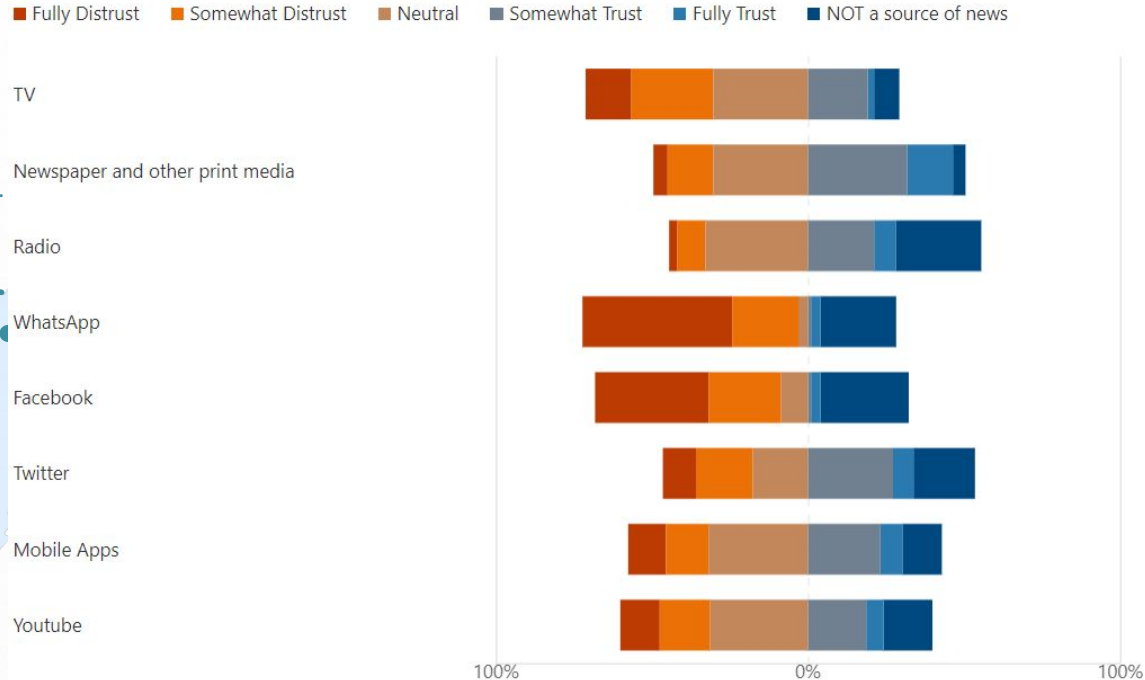


As can be guessed from the previous graph, majority of people have 5/10 understanding of Politics

Our Survey Results

Level of Trust in news sources

[More Details](#)



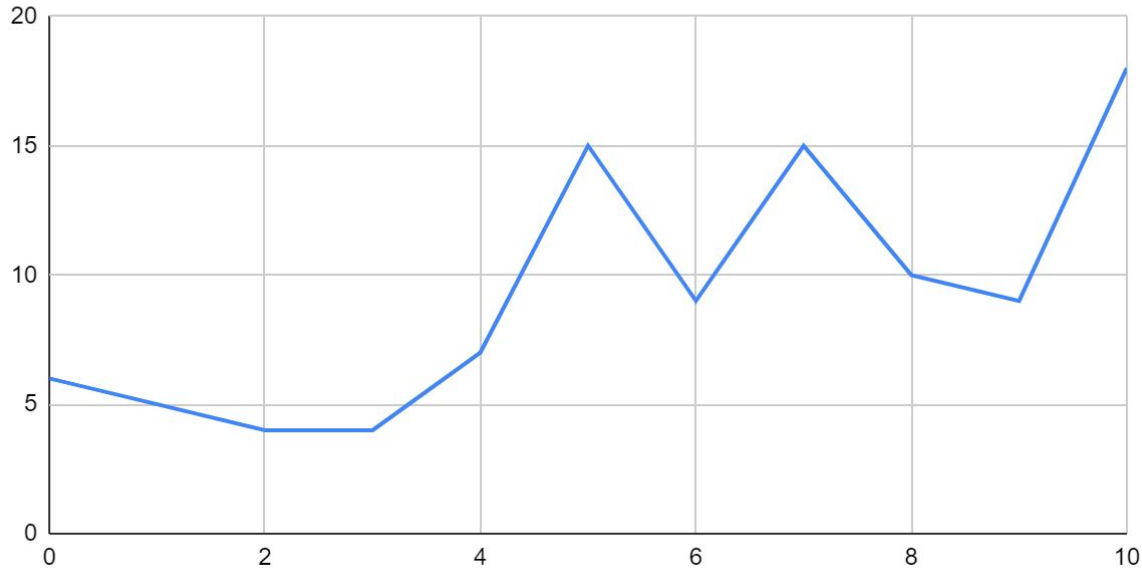
We see that most Trusted sources are print media , TV and Twitter and radio being least source of news.

Also Most of the Distrustful sources of News are WhatsApp and Facebook.

Also emergence of Various Mobile apps for news is the new trend.

Our Survey Results

People's view on : The news is independent from undue political or government influence most of the time



Majority of people feel news is somewhat influenced by politics and government, interestingly some feel news is independent from govt or political influence most of time

Our Survey Results

Some identifiable news sources that people filled were:

Aaj tak, CNBC for TV, TOI, The Hindu for news papers, TOI for mobile application.

Zee news, times of india, amar ujala, dainik jagran, hindustan times, the hindu, news 24, aaj tak, Arnav Goswami

Hindustan times newspaper, Zee news, Republic Bharat news.

Aaj tak ,Rajasthan patrika ,dainik bhaskar, abp news, Inshorts

Survey Analysis

The survey was analysed by examining how trust varies by changing one of the variables and keeping others constant.

The major observations were:

1. Trust in news is fairly independent of gender, political alignment or understanding of politics.
2. Perception of undue influences in news decreases was correlated with declining trust in news sources across the board.
3. Trust in traditional sources of news is very high and those sources are more identifiable and have a higher brand value and recognition.



Analysis and Discussion

Trust Development

[1][Self Analysis]

- For a new user, trust in a news source starts with his/her first piece of news from the source. If the piece is judged to be good the user will remember the source.
- As time passes the user is exposed to more news pieces from the source and if the quality of news is high and the source is not involved in any scandal, the trust in the source will also slowly increase and reach stability.
- But trust is dynamic and with every news piece it grows or diminishes based on the perception of the user.
- If with passage of time, a lot of negative reviews and feelings about news pieces accumulate, trust in the source goes to 0 and the user starts looking at alternative sources of news.

Statistics for Non-Mainstream News Usage

Top social media and messaging

India

Rank	Brand	For news	For any purpose
1	WhatsApp	53%	80%
2	YouTube	53%	77%
3	Facebook	43%	66%
4	Instagram	27%	50%
5	Twitter	19%	37%
6	Telegram	18%	36%

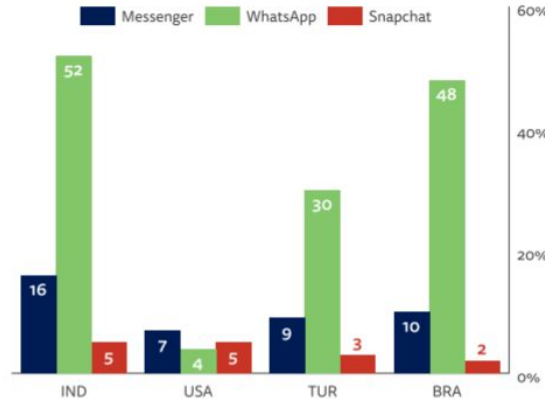
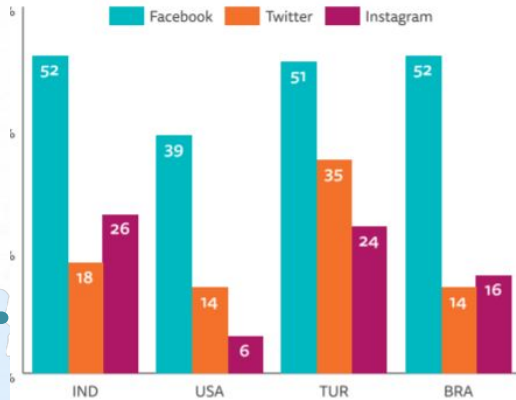


[Get the data](#) • [Embed](#)



This image shows the usage of Top Social Media applications for news consumption (and for any other purposes also).[7]

Statistics for Non-Mainstream News Usage



The image shows the usage of social media applications in various countries - it's the statistics for the non-mainstream news usage across the globe. [2]

OVERLAP IN USE OF SOCIAL NETWORKS AND MESSAGING APPS FOR NEWS - INDIA



Individual-Level Factors Predicting Trust in Media [5]

Table 1. Individual-Level Factors Predicting Trust in the Media (Multilevel Models).

Trust in news media	Model 0	Model 1
Age		.003*** (.000)
Gender (female)		.071*** (.009)
Education		-.019*** (.004)
Income		.019** (.006)
Internal political efficacy		.029*** (.005)
Ideological strength		-.053*** (.011)
Interest in news		.068*** (.006)
Use of TV for news		.142*** (.010)
Use of newspapers/magazines for news		.048*** (.009)
Use of legacy websites for news		.043*** (.010)
Use of digital-born websites for news		.037** (.013)
Use of social media for news		.027*** (.008)
Count of offline sources used		.006*** (.001)
Count of online sources used		-.007*** (.001)
Use of digital-born websites as the MAIN news source		-.022 (.016)
Use of social media as the MAIN news source		-.068*** (.014)
Perceptions of outside influences		-.235*** (.008)
Constant	3.14***	3.44*** (.073)
Individual-level variance	.989	.729
Country-level variance	.034	.017

Note. Unstandardized coefficients. Robust standard errors in parentheses. $N = 60,579$. Countries = 35.

* $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Comparison of Trust^[5]

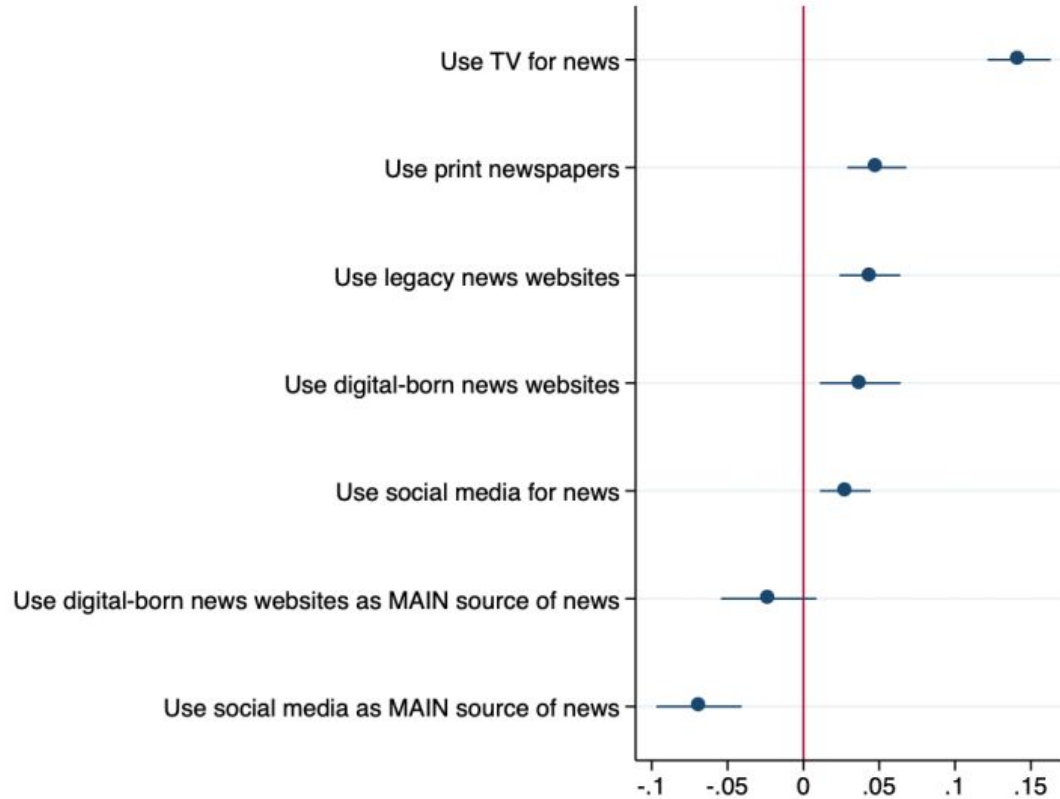


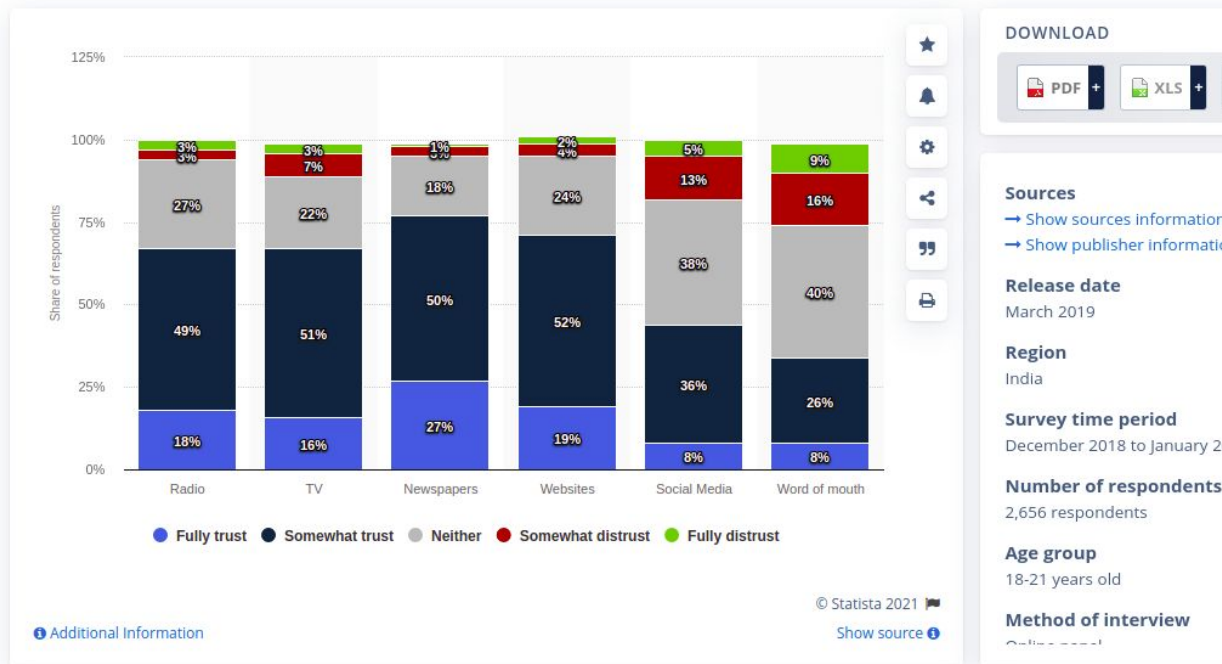
Figure 1. Effects of using different types of news on trust in news. Coefficients depicted with 95% confidence intervals. The model includes individual-level controls (Table 1).

Results [5][Survey]

- Using traditional news sources (TV, print and their websites) and non-mainstream news sources (digital-born news websites, social media) are both associated with positive levels of trust in news.
- The score is higher for traditional news sources and significantly lower for non-mainstream news sources.
- Using social media as a main source of news is associated with negative score of trust in news.
- Perceiving the news media as being unduly influenced by political and business interests is associated with lower levels of trust in news.

Level of Trust in news sources among first-time voters

Level of trust in news sources among first-time voters across India in 2019



Interestingly, our survey results were similar to the results on Statista as shown on the left. [11]

Analysis

- Research has shown that those who do not trust the news media tend to rely more on their partisan predispositions and not on new developments when voting. [5][2]
- With time, such users do not update themselves with the ever changing outlook of the political party they support.
- Trust in news media is an important precondition for media to have positive effects for democracy.

Reasons for Mistrust [5][Survey]

- Perception of a political or a commercial bias:
 - Perception that news outlets deliver “deliberately distorted information” and have their own political agenda or that are “overwhelmingly in the hands of the rich businessmen”.
 - The level of perception and reality is subjective.
- Corruption has strong trust-eroding effects in democracies.
- Media Commercialization: The increased knowledge of media ownership makes news users more likely to be skeptical about the credibility of news organizations.

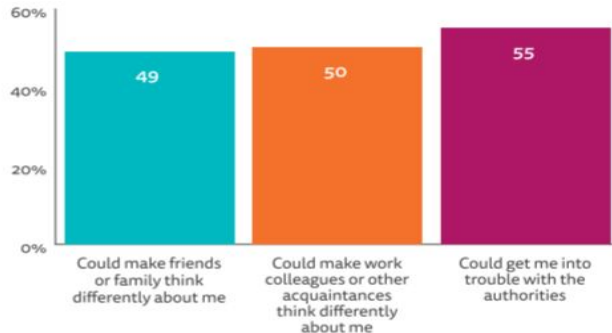
Reasons for Mistrust

Journalistic Freedom: [Reflection]

Places with more free and unrestricted journalism experience higher levels of trust in users.

Unfortunately India lies very low in this ranking.

PROPORTION CONCERNED ABOUT DIFFERENT CONSEQUENCES OF OPENLY EXPRESSING THEIR POLITICAL VIEWS ONLINE - INDIA



WORLD PRESS FREEDOM INDEX

INDIA SLIPS TWO PLACES

Source: Civildaily

India made its debut on this index in 2013 at 140 out of 180 nations. The rankings gradually improved, reaching 136 in

2017. However, it has since slipped back to 140 this time. South Asia, in general, features poorly on the index, with Pakistan dropping three places to 142, and Bangladesh dropping four places to 150



Rank	Countries	Score	Rank	Countries	Score
1	Norway	7.82	10	Costa Rica	12.24
2	Finland	7.90	33	UK	22.23
3	Sweden	8.31	48	USA	25.69
4	Netherlands	8.63	106	Nepal	33.40
5	Denmark	9.87	140	India	45.67
6	Switzerland	10.52	142	Pakistan	45.83
7	New Zealand	10.75	149	Russia	50.31
8	Jamaica	11.13	150	Bangladesh	50.74
9	Belgium	12.07	177	China	78.92

Reasons for Mistrust

[Reflection][Self Analysis]

Identity and Accountability:

- News provided by bigger organizations have more credibility simply because it is in their favor to earn consumer trust to sustain business and misinformation on their part is accountable by people as they will simply stop using the news source.
- But in case of distributed platforms, if the platform offers anonymity there is no fear of repercussions and people may endlessly create fake news. Even with identity enabled, there is such a vast number of news creators that weeding out those spreading misinformation becomes a difficult task.
- In cases of messaging services like WhatsApp, even though the news is passed to you by a known identity, it is nearly impossible to find the creator of the news and hold him/her accountable.

Reasons for Mistrust

[Reflection][Self Analysis]

Identity and Accountability:

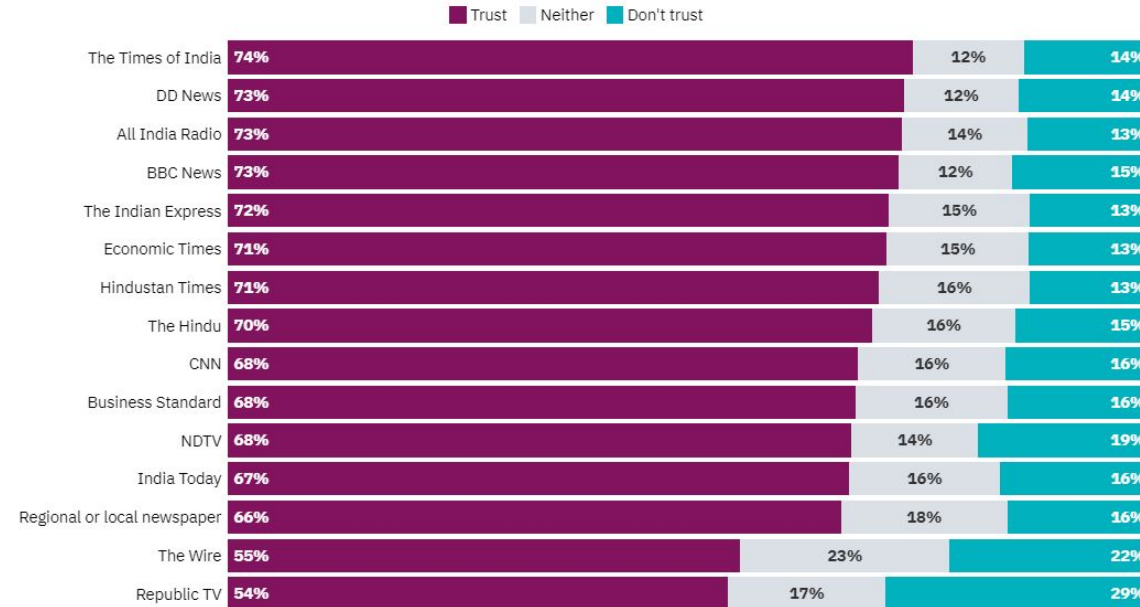
Mainstream media also find it difficult on social media to make their brands visible and distinguishable.

In their unbundled news consumption, users are less able to identify the sources of a message and thus show lower levels of brand recognition and thus lower levels of trust.

Statistics for Trust in News Brands

Brand trust scores

India



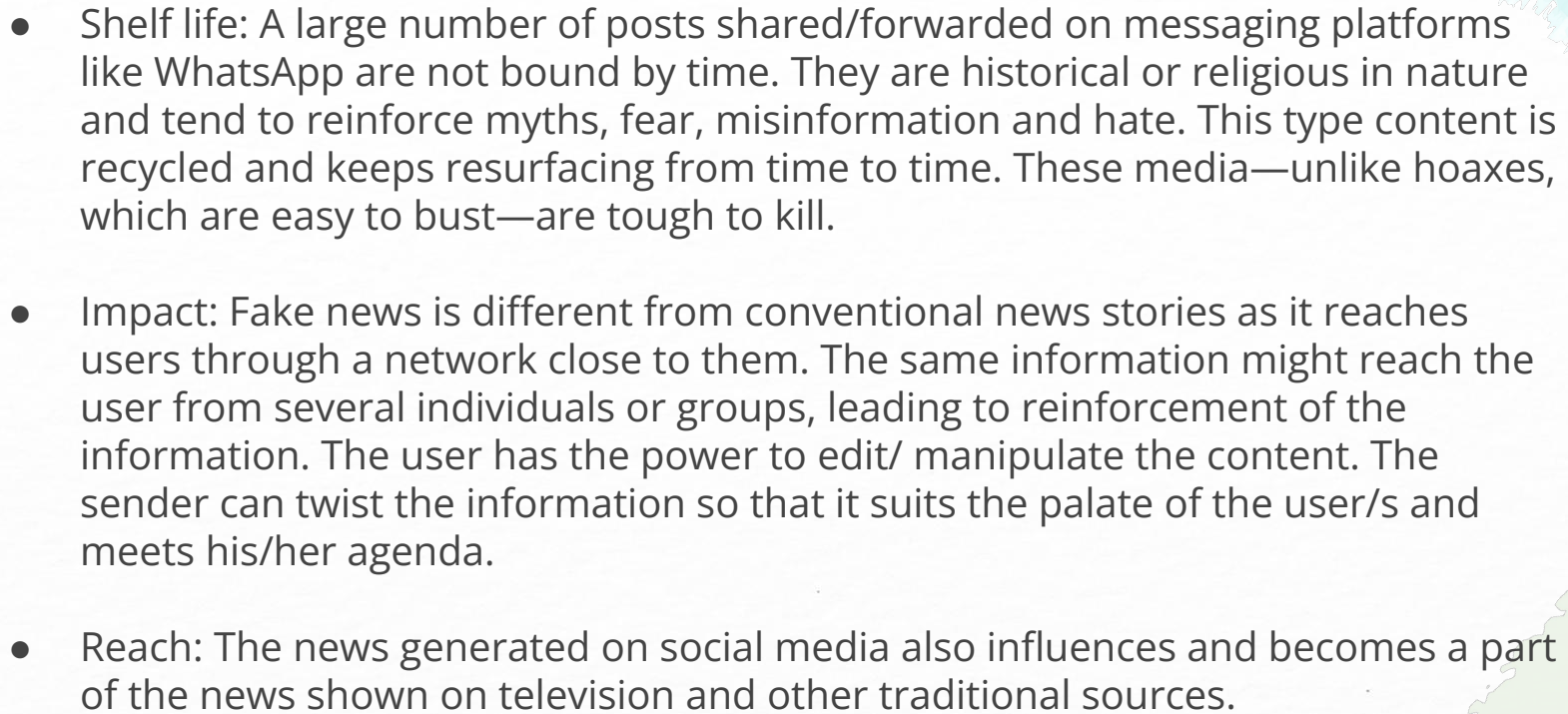
The image shows the "Brand Trust Scores" for different news brands. It is seen the better the brand, the more it is trusted in online platforms too. [2]

Reasons for Mistrust

Misinformation[4]:

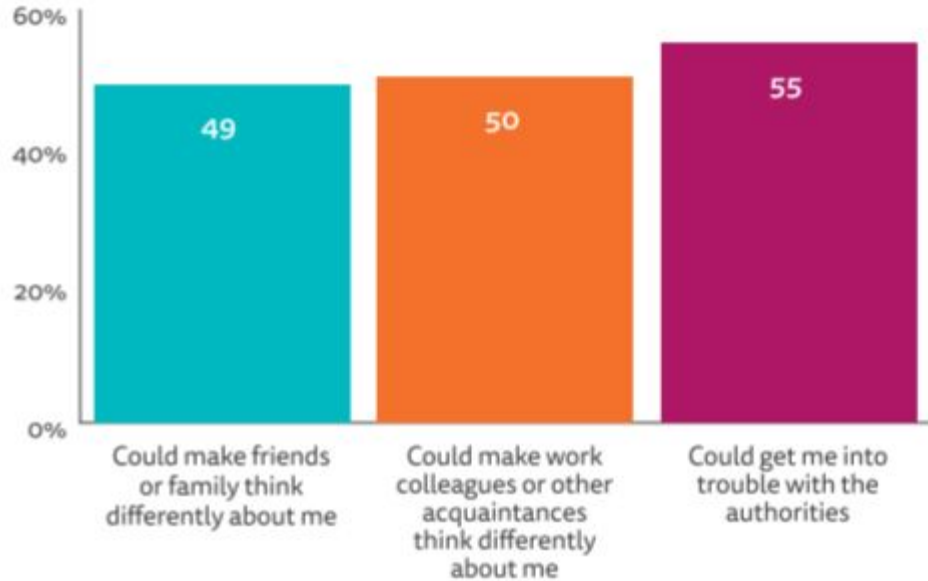
Misinformation runs rampant on social media platforms especially WhatsApp. This is because of:

- Cost: Since fake news creation does not involve much research, production costs—no reporters/journalists are sent on the field for coverage—broadcast expenses and licensing, the cost to produce fake news is much lesser than the real news.
- Promotion: While news outlets might have to spend a substantial amount of money, resources and time in the promotion of their brand and content, fake news creators need no promotion.
- Anonymity: The origins of fake news are difficult to trace, there is no accountability on what is being shared/forwarded.

- 
- Shelf life: A large number of posts shared/forwarded on messaging platforms like WhatsApp are not bound by time. They are historical or religious in nature and tend to reinforce myths, fear, misinformation and hate. This type content is recycled and keeps resurfacing from time to time. These media—unlike hoaxes, which are easy to bust—are tough to kill.
 - Impact: Fake news is different from conventional news stories as it reaches users through a network close to them. The same information might reach the user from several individuals or groups, leading to reinforcement of the information. The user has the power to edit/ manipulate the content. The sender can twist the information so that it suits the palate of the user/s and meets his/her agenda.
 - Reach: The news generated on social media also influences and becomes a part of the news shown on television and other traditional sources.

People are also afraid of getting into trouble for speaking against political groups. This means that misinformation campaigns run rampant even though a lot of people understand that the news is fake. [2]

PROPORTION CONCERNED ABOUT DIFFERENT CONSEQUENCES OF OPENLY EXPRESSING THEIR POLITICAL VIEWS ONLINE – INDIA



Why continue?

[Self Analysis]

It is evident that trust in social media and other non-conventional sources runs low. But still with every passing year the population on these sources keeps on increasing. This is because:

- Not all news sources are bad. There are still sources that provide deep and detailed analysis of news.
- Some people are of the opinion that it is alright that news sources are biased as long as there are other sources vouching for the other extreme of the spectrum. This comparison gives them a better viewpoint of the event.
- In some cases these news pieces have become a source of entertainment.

Why continue?

[Self Analysis]

- With increasing technology penetration even in the poverty stricken parts of society, online news has become pervasive.
- Getting news in your regional language is difficult. Online sources may overcome those difficulties as they have multimedia content and there are also content creators that post news in the regional language.
- Getting local news within the city limits is difficult using TV. Mobile applications along with social media provides instant access to local news in local as well as english language.
- Online sources of news also provide several advantages mentioned before like diversity and customization.

Why continue?

Echochamber [4][Reflection]:

People with like philosophies, ideas and political alignment seek similar people when they go on social media or other online platforms.

The advantage of online news is that it allows you to customize your news experience but this has a negative effect here as users get stuck in an echochamber where all the news they read is biased in such a way that is suits their dispositions.

Also because the user is involved in a community of like minded people these biases are just reinforced with time and the user continues to use the news source.

Why continue?

- “me-first collaboration”: People share links, tags, pictures, and eventually come together around a type. The need to be heard and acknowledged in peers or in public, the idea to keep loved ones updated about their surroundings and warn them about threats and keeping in touch with loved ones are the prime reasons why people forward media on WhatsApp
- Groups that you are part of on WhatsApp consist of close family members and people you are acquainted with. Even though you do not wish to consume news leaving group might become difficult in consideration of other people’s feelings.

The Silver Lining

[Self Analysis]

- Twitter, facebook and other news sources have started screening news for fake content, but this opens another pandora's box as to how this fake content is determined.
- Lot of websites, groups, channels are launched online solely for the purpose of debunking myths and any fake news.
- Some news sources have started deeper analysis and verification of the news before presenting it to the public.
- Users themselves have started verifying doubtful news using the above sources.



Conclusion

Conclusion

Trust levels are high in traditional and more conventional sources of news. Their identity enables that this trust transfers over to other mediums when they switch.

Trust levels in non-mainstream sources like Facebook, WhatsApp etc. run low. But they are still positive as long as these sources are used as alternative sources.

Trust levels in non-mainstream sources becomes negative when they are used as primary sources of information.

Even though trust in news is at an all time low, steps are being taken towards improvement.

We would want to thank Nimmi Rangaswamy Ma'am for providing us her valuable time in form of in-person meetings and guiding us in the steps on how to proceed.

Thank You!

QnA?