

Engagement with Media

Participants' preferences in modes of engaging with news media are fairly consistent irrespectively of the international or domestic scope of the news outlets, with strong preferences being observed for online news portals (in 100% of the cases concerning international media and 87% of the cases concerning domestic and local media), followed by TV news reports (43.5% and 34.8% respectively) and radio news reports (26.1% and 26.1% respectively). Less than 13% and 8.7% of respondents claim engaging with international news media and domestic news media via print newspapers. As can be deduced from the columns titled "Percent of Cases" in Table 1 below, most participants consume news media via more than one channel.

Table 1 *Participants' Preferences of Media Sources*

	International Media		Domestic and Local Media	
	Percent	Percent of Cases	Percent	Percent of Cases
Print newspapers	6.8%	13.0%	5.3%	8.7%
Online news portals	52.3%	100.0%	52.6%	87.0%
Radio news reports	13.6%	26.1%	15.8%	26.1%
TV news reports	22.7%	43.5%	21.1%	34.8%
Other	4.5%	8.7%	5.3%	8.7%
Total	100.0%	191.3%	100.0%	165.2%

When asked to select the topics in which they are most interested when engaging with the news (please see Table 2), all participants expressed an interest in politics and international affairs, almost 48% expressed an interest in environmental issues, and over 43% expressed an interest in entertainment. These preferences were followed closely by health-related news (39.1%), science and business and finance (both selected by 34.8% of participants), lifestyle (30.4%), and sports (26.1%). On average, each participant expressed interest in three or more topics.

Table 2 *Topics of Interest*

	Percent	Percent of Cases
Science	9.8%	34.8%
Politics and international affairs	28.0%	100.0%
Business and finance	9.8%	34.8%
Environment	13.4%	47.8%
Health	11.0%	39.1%
Lifestyle	8.5%	30.4%
Sports	7.3%	26.1%
Entertainment	12.2%	43.5%
Total	100.0%	356.5%

When asked how often they engage with international media, 66.7% of participants reported engaging “once or more a day”, 16.7% reported engaging “3-4 times a week”, 4.2% of respondents reported engaging “1-2 times a week”, and 8.3% of respondents engage with the news “every couple of weeks”. An additional 4.2% of respondents chose not to answer the question. With respect to the frequency of their engagement with domestic media, 70.8% of participants declared engaging “once or more a day”, 8.3% declared engaging “3-4 times a week” and “1-2 times a week” respectively, and 12.5% of participants do not engage with local news media.

Participants were then asked to assess the importance of *ease of accessibility*, *free content*, *unbiased reporting*, and *ethical reporting* in both domestic and international media (please see Table 3). Overall, *ease of accessibility* was deemed to be the most important factor in determining participants’ decision to access either domestic or international media, followed by domestic media’s *unbiased reporting* (38.1%) and international media’s *ethical reporting* (30.4%). *Ease of accessibility*, *free content*, and *ethical reporting* were deemed by respondents to be more important in informing their decision to access international media compared to domestic media.

Table 3 *Considerations in Engaging with International and Domestic News Media*

		Very Important	Important	Of Some Importance	Not Important
Ease of Accessibility	Domestic Media	66.7%	4.8%	0%	28.6%
	International Media	69.6%	4.3%	4.3%	21.7%
Free Content	Domestic Media	47.6%	14.3%	14.3%	23.8%
	International Media	52.2%	8.7%	17.4%	21.7%
Unbiased Reporting	Domestic Media	38.1%	38.1%	9.5%	14.3%
	International Media	26.1%	47.8%	17.4%	8.7%
Ethical Reporting	Domestic Media	19.0%	33.3%	23.8%	23.8%
	International Media	30.4%	21.7%	26.1%	21.7%

Participants were also provided an opportunity to note other factors which they take into consideration in choosing which domestic and international media outlets they engage with. With respect to their choices of domestic media outlets, respondents noted the following as important factors:

- “credibility” of the media outlet;
- “reputation” of the media outlet and/or journalist;
- “accuracy of the information” presented;
- presence of a “detailed depiction” of the events and phenomena;
- the assessed “trustworthiness” of the media outlet and/or journalist;
- the media outlet’s overall “reasonable alignment” with the participants’ “political views”;
- the condition that the media outlet is “not funded by the government”.

With respect to their choices of international media outlets, participants also noted credibility, reputation, alignment with political views, financial independence, and accuracy of the information presented as equally important factors. In addition to the aforementioned, choices of international media outlets were also determined by:

- “quality” of reporting;
- “scope” of reporting, in relation to both issues of interest and the geographical breadth of the coverage;
- “transparency”;
- “diversity” of views presented, with participants expressing preferences for outlets which represent a wide variety of different peoples, interests, and concerns;
- “impartiality”, assessed in view of the outlet’s use of neutral language and approach to reporting;

- “reliability”; and
- “popularity”, which was often regarded as an indicator of reliability, credibility, and reputation.

When asked to express a preference for either international news media, domestic news media, or neither (please see Figure 1), 47.8% of participants stated that they preferred international news media, 30.4% of participants stated a preference for domestic news media, and 21.7% did not prefer either.

Figure 1 *Preferences for International or Domestic Media Outlets*

