

Trust in the Media, Misinformation, and Disinformation

When asked about the extent to which they trusted the information presented in international media and domestic media respectively (please see Table 12), more participants were likely to report fully trusting the information presented in international media (4.3% compared to 0% in the case of domestic media) or generally trusting the information presented in international media (47.8% compared to 30.4% in the case of domestic media). Conversely, a higher percentage of participants claimed to sometimes distrust (13% compared to 8.7% in the case of domestic media) and fully distrust (4.3% compared to 0% in the case of domestic media) the information presented in international media.

Table 12 *Trust in the Media*

	International Media	Domestic Media
I fully trust the information presented in...	4.3%	0%
I generally trust the information presented in...	47.8%	30.4%
I sometimes trust the information presented in...	21.7%	34.8%
I neither trust, nor distrust the information presented in...	8.7%	21.7%
I sometimes do not trust the information presented in...	13%	8.7%
I generally do not trust the information presented in...	0%	4.3%
I fully distrust the information presented in...	4.3%	0%

When asked what would improve their trust in the media (irrespective of whether it is domestic or international), participants noted:

- “transparency” and “diversity” in ownership and funding;
- “diversity in journalists/sources”;
- “less political interference”;
- a “more politically neutral approach to reporting and ability to criticise government missteps”;
- “declarations of interests”; and
- a “more politically neutral approach” and “less ideological dependence”.

Generally, participants regard international media as less likely to be influenced by the interests of the state; less likely to be subjected to censorship; less likely to be biased when reporting on events in respondents’ countries of residence; as having a more inclusive approach in reporting and better qualified staff; and as being quicker to report on issues of interest (please see Table 13).

Table 13 Comparisons between International and Domestic Media

	Strongly disagree	Disagree	Neither agree, nor disagree	Agree	Strongly agree	Don't Know
International news media is less likely to be influenced by the interests of the state.	17.4%	8.7%	30.4%	39.1%	4.3%	0%
International news media is less likely to be censored.	8.7%	17.4%	39.1%	30.4%	4.3%	0%
International news media is less biased when reporting on events in my country.	8.7%	21.7%	30.4%	34.8%	0%	4.3%
International news media has a more inclusive approach in its reporting.	0%	8.7%	26.1%	52.2%	13.0%	0%
International news media employees are more qualified.	8.7%	8.7%	39.1%	21.7%	13.0%	8.7%
International news media is quicker to report on issues of interest.	8.7%	17.4%	26.1%	34.8%	13.0%	0%

Over two thirds of respondents declared to engage in actions intended to verify the accuracy of the information they engage with in international media, with 76.2% of respondents verifying the accuracy of the information presented in domestic media outlets (please see Table 13).

Table 14 Verifying the Accuracy on Information Featuring in Domestic and International Media

Do you take any actions to verify the accuracy of the information you engage with in...	Yes	No	No Response
International News Media	66.7%	29.2%	4.2%
Domestic News Media	76.2%	23.8%	0%

When asked about the actions taken to verify the accuracy of the information presented in the media, participants who had replied affirmatively to the previous questions declared to engage in a variety of techniques, the most common of which was “cross-referencing” the

information by reading reports of the same events in other media sources (both domestic and international, where applicable), including by engaging with media outlets whose political stance is incompatible with participants' own, or by actively searching for media outlets which are placed at the "opposing end of the political spectrum". Respondents also note that they actively try to find the "original source of information", check trusted journalists' and "reporters' social media profiles", read the academic publication that the news publication references (where applicable), and either ask an expert on the matter – if they have access to one – or consult an acquaintance with professional knowledge on the subject matter to grasp whether the information is credible. Other participants also noted that they rely on their own knowledge and judgement, and use logic to ascertain whether the facts presented raise any doubts. Should the latter be the case, then participants would engage in one or more of the aforementioned techniques in ascertaining the credibility of the information.