

# Does the mainstream media need to bring back the ombudsman to restore credibility and trust? | Poynter

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Despite a slight increase since 2016, the public's low level of trust in the mainstream media is of deep concern for the future of journalism.

Nearly half of people surveyed listed inaccuracies, bias and "fake news" as factors in their low confidence. A general lack of credibility and the perception that reporting is based on opinions was also cited for the loss of trust. But the Gallup poll did offer a glimmer of hope. Nearly 70% of all respondents said they felt trust could be restored somehow.

Would the return of ombudsmen improve public trust in the mainstream media? If so, what changes in the traditional ombudsman role would make its use even more effective? Eight former ombudsmen weigh in with their thoughts on the current state of journalism and the role of ombudsmen in the era of online journalism.

[...]

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