

How do audiences decide what news to trust? Fairness and accuracy aren't the only things that matter | Nieman Journalism Lab

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This week, our team of researchers at the Reuters Institute for the Study of Journalism published a new report that offers somewhat different answers than those most often focused on by journalists and other researchers (much of which we reviewed in a Trust in News Project (funded with a £3.3 million grant from the Facebook Journalism Project), a multi-year effort to better understand trust in news media, which has steadily eroded in many countries worldwide. Building on our last report and in advance of additional data collection, our team of researchers wanted to step back and listen to how people in different political environments understood the concept of trust, thought about news, and made decisions around their own media habits — including the increasingly central role played by digital platforms like Facebook and WhatsApp. In an effort to better capture these perspectives, over the past few months, we held a series of open-ended online conversations with 132 people in four countries — Brazil, India, the U.K., and the U.S.

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