

News for the powerful and privileged: how misrepresentation and underrepresentation of disadvantaged communities undermine their trust in news | Reuters Institute for the Study of Journalism

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There is no single trust problem, and therefore there is no single trust solution. This point has been a common refrain over the course of the past two and a half years of the Reuters Institute Trust in News Project. As audiences often have different reasons underlying their scepticism and distrust, news organisations that seek to maintain and rebuild trust must first grapple with whose trust they seek to engender and consider the distinct trade-offs associated with catering to different segments of the public (Toff et al. 2020; Toff et al. 2021a). It is not possible to be trusted by all people, nor are all people looking for journalists to serve them and their communities in the same ways, even if in the abstract there are many shared values around what constitutes trustworthy journalism.

[...]

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