LEGACY MEDIA REINFORCED

INTRODUCING THE DOUBLE TRUST PARADOX IN NEWS MEDIA

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TRUST AS FILTER FOR NEWS ABUNDANCE

— Trust as useful coping mechanism, since it helps to add structure in a world of increasing numerous options (~ current media environment)
— News media repertoires: entrusting news above others
LOW TRUST IN NEWS MEDIA

Trust in news media historically low (Gallup, 2016; Edelman Trust Barometer, 2017)

1. Accelerated news production process leads to inevitable mistakes
2. Common fear that news is being manipulated (Quandt, 2012), recently fed by proliferation of (discussions on) fake news

Expectation: decrease in legacy media news use
The increased number of news outlets reinforces legacy news brands.

THE DOUBLE TRUST PARADOX

Lower trust in news media reinforces legacy news brands.
DEFINING TRUST IN NEWS MEDIA

Measuring trust

— The single-item trust question ➔ what is measured? (Kohring & Matthes, 2007)
— Trust > credibility (Jackob, 2010)
— Various scales to measure trust available, yet no agreed definition or measure of trust (Fisher, 2016)
DEFINING TRUST IN NEWS MEDIA

— Trust in news media is affected by personal, situational, cultural, social and historical factors (Puustinen & Seppänen, 2013)
— Our stance: trust in news media is a multi-dimensional notion, combining both rational and emotional factors
— Credibility or trustworthiness of news messages are crucial yet an over-rationalized approach to trust
DEFINING TRUST IN NEWS MEDIA

– Trust implies a relation: associating “two parties who accept the vulnerability to the actions of others with the expectation of a particular outcome” (Pavlickova, 2013)

– News: relationship between the news user who seeks news updates and news organisations that select, (re)phrase and present news updates and information. The expectation of the user is to bring trustworthy news. The vulnerability implies the risk of being did-, mis or mal-informed.
EXPLAINING THE TRUST PARADOX

— Explanation seems to be threefold
  — Familiarity
  — Routinized media use
  — Laid-backness of news audiences
EXPLAINING THE TRUST PARADOX

— Audiences are familiar with legacy news brands → necessary pre-condition of trust (Luhmann, 1979)
— When they feel uncertain → they entrust legacy news brands above other outlets
EXPLAINING THE TRUST PARADOX

— News use is largely routinized (Diddi & LaRose, 2006), advancing legacy media in the audiences’ news choices.
EXPLAINING THE TRUST PARADOX

— Audiences are often laid-back and find seeking alternative news too time-consuming
DISCUSSING THE TRUST PARADOX

— Flemish context? *(Picone in Digital News Report, 2017)*
  — Lack of strong alternative titles
  — No (recent) media schandals
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