

Trust in media under Covid

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The decline of trust has been a meme for years

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Levels of trust between people in Britain on the decline, senior Government adviser warns

ADVERTISING ASSOCIATION

REPORT: ARRESTING THE DECLINE OF PUBLIC TRUST IN UK ADVERTISING

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Study finds decline in 'trust' costs corporations billions in profits

Firm tied \$180 billion in revenue losses to declines in trust across 54 percent of companies in its index.

The Washington Post
Democracy Dies in Darkness

PostEverything • Perspective

Americans have lost faith in institutions. That's not because of Trump or 'fake news.'

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Public trust in business hits five-year low

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Rise in price of .org websites could damage trust in charities

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Public trust in priests has fallen to an all-time low: how do other professions compare?

THE TIMES
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Trust in social media hits record low amid fears over fake news

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FIGHTING FOR JOURNALISM

NOVEMBER 26, 2018
DIGITAL JOURNALISM NATIONAL NEWSPAPERS NEWS WEBSITES

Just two per cent of Brits put 'great deal' of trust in journalists to tell truth, new research finds

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Trust in charities is at an all-time low. Time to change

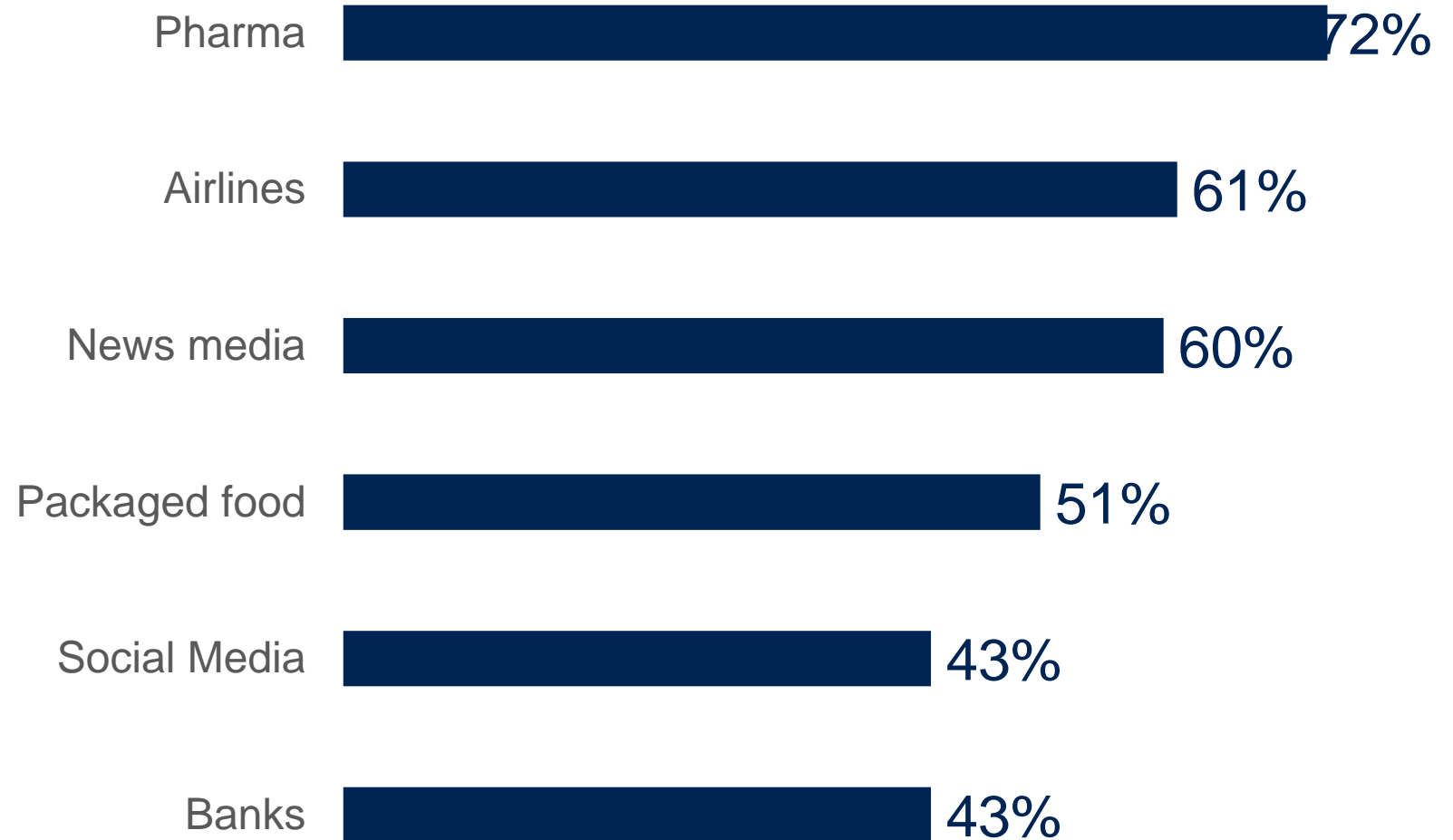
“We're not just fighting a pandemic; we're fighting an infodemic”

Tedros Adhanom Ghebreyesus
WHO director-general



Parity of physical and 'informational' responsibility

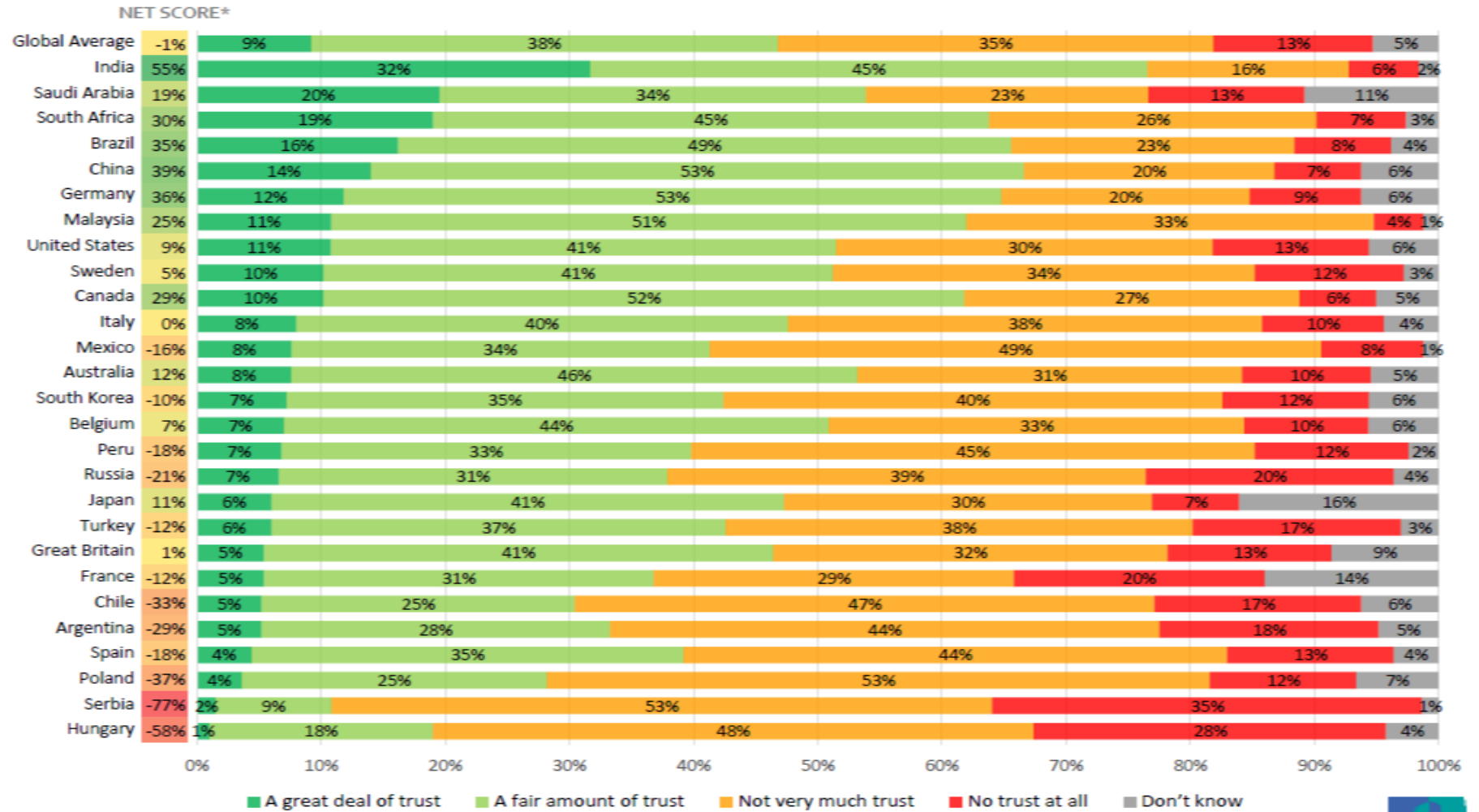
“How much responsibility do each of the following industries have when it comes to combating the spread of Covid-19?”



Ipsos Essentials polling 2020

By global standards trust in newspapers was below average in UK

NEWSPAPERS AND MAGAZINES

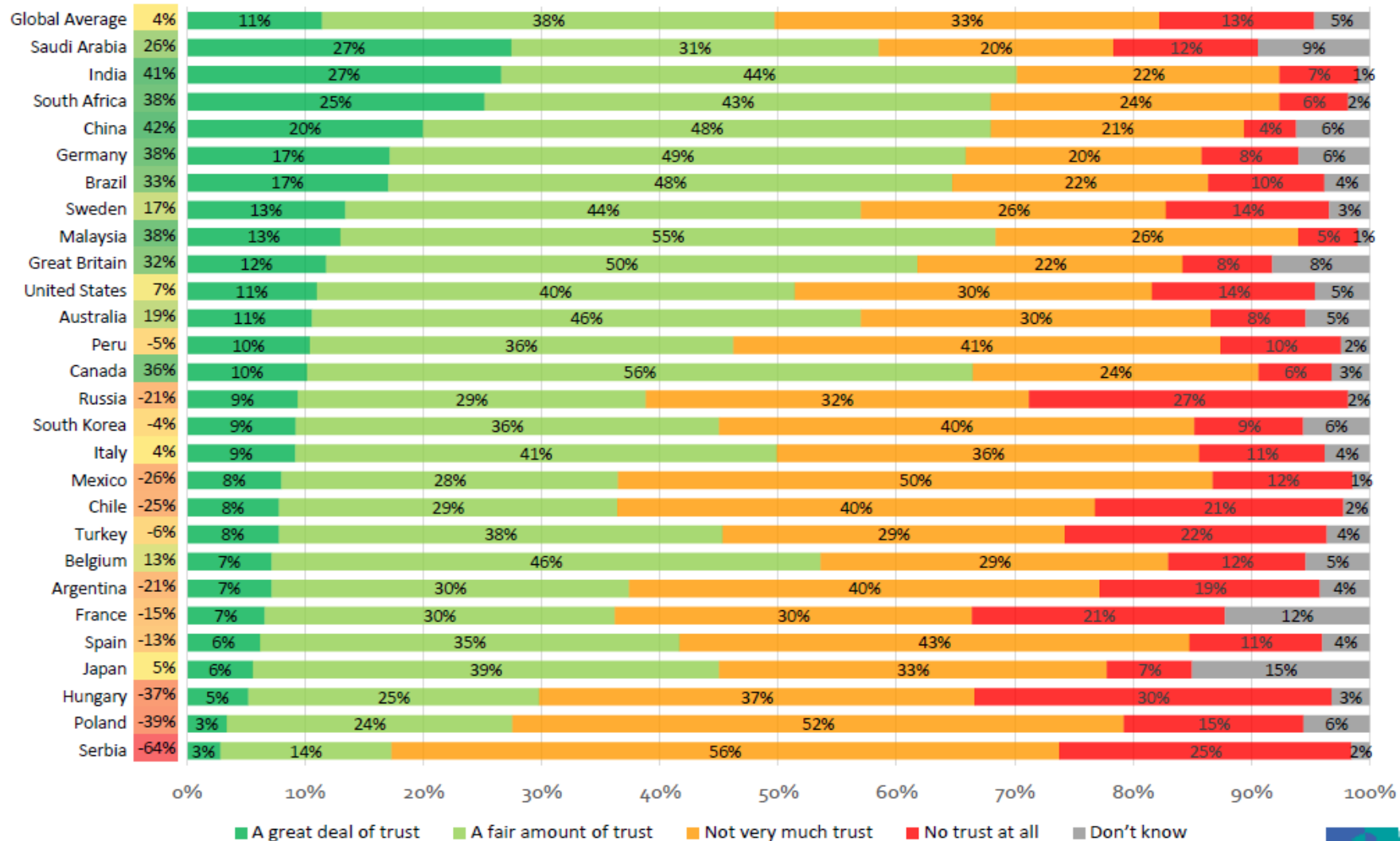


46% trust newspapers

But trust in broadcast media was higher

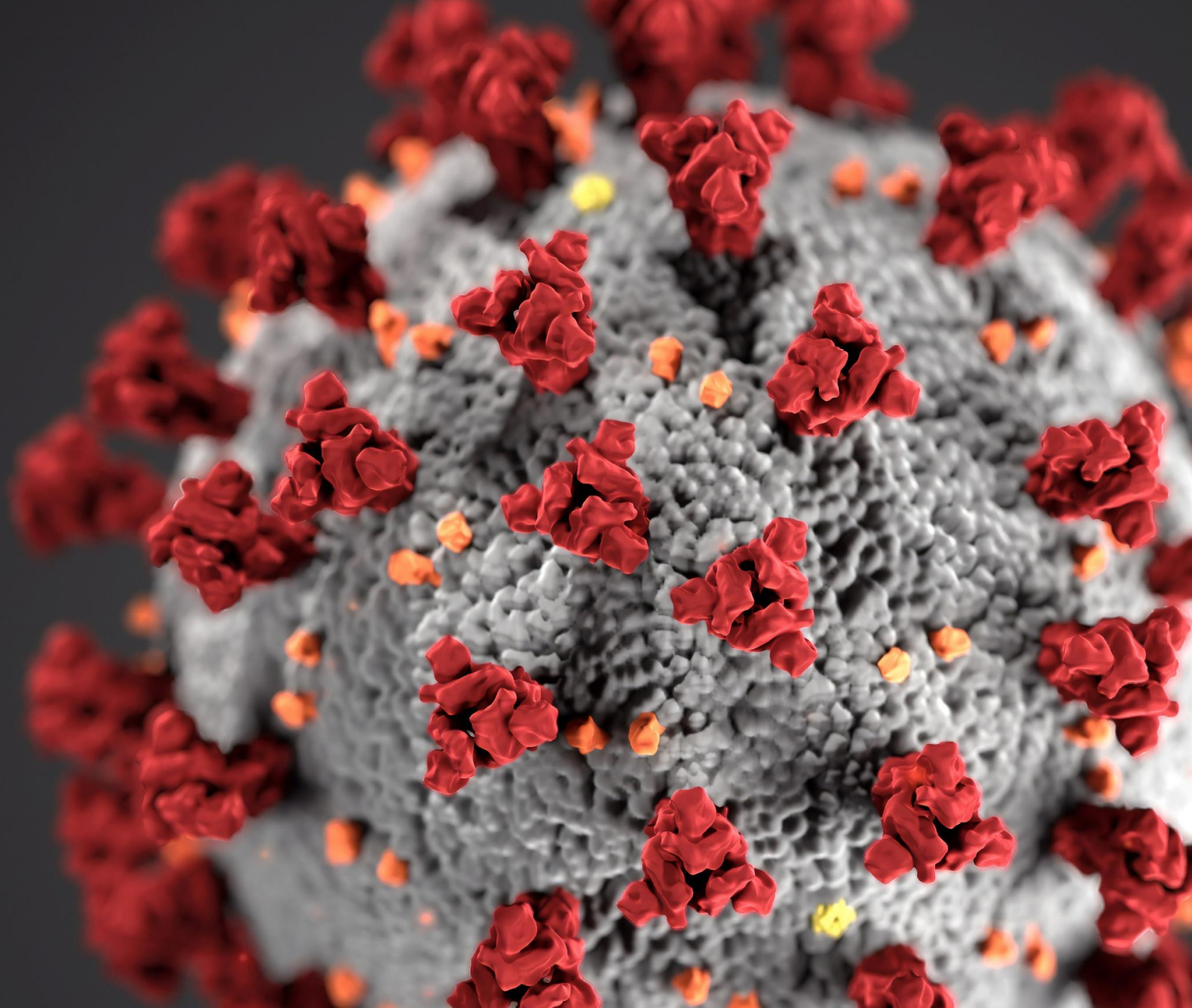
TELEVISION AND RADIO

NET SCORE



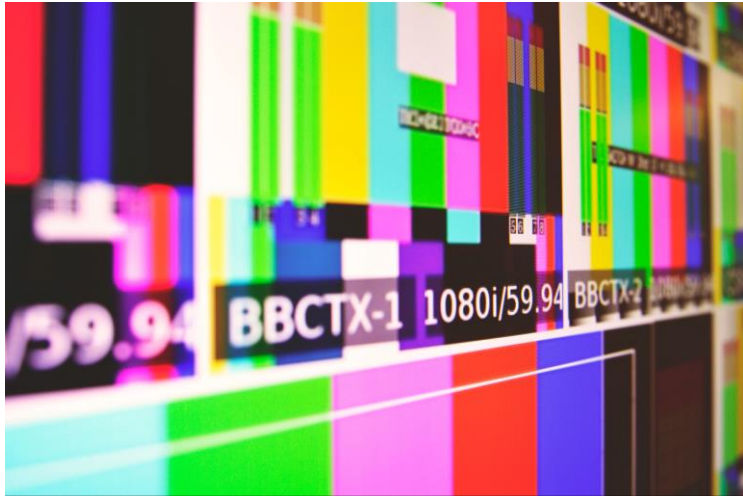
62% trust radio and TV

What has Covid changed for media?



Quantity...

Changes in media habits over 2020



**Live TV +17%:
An extra 29 minutes**



**VOD reach +5%:
50% of the public**



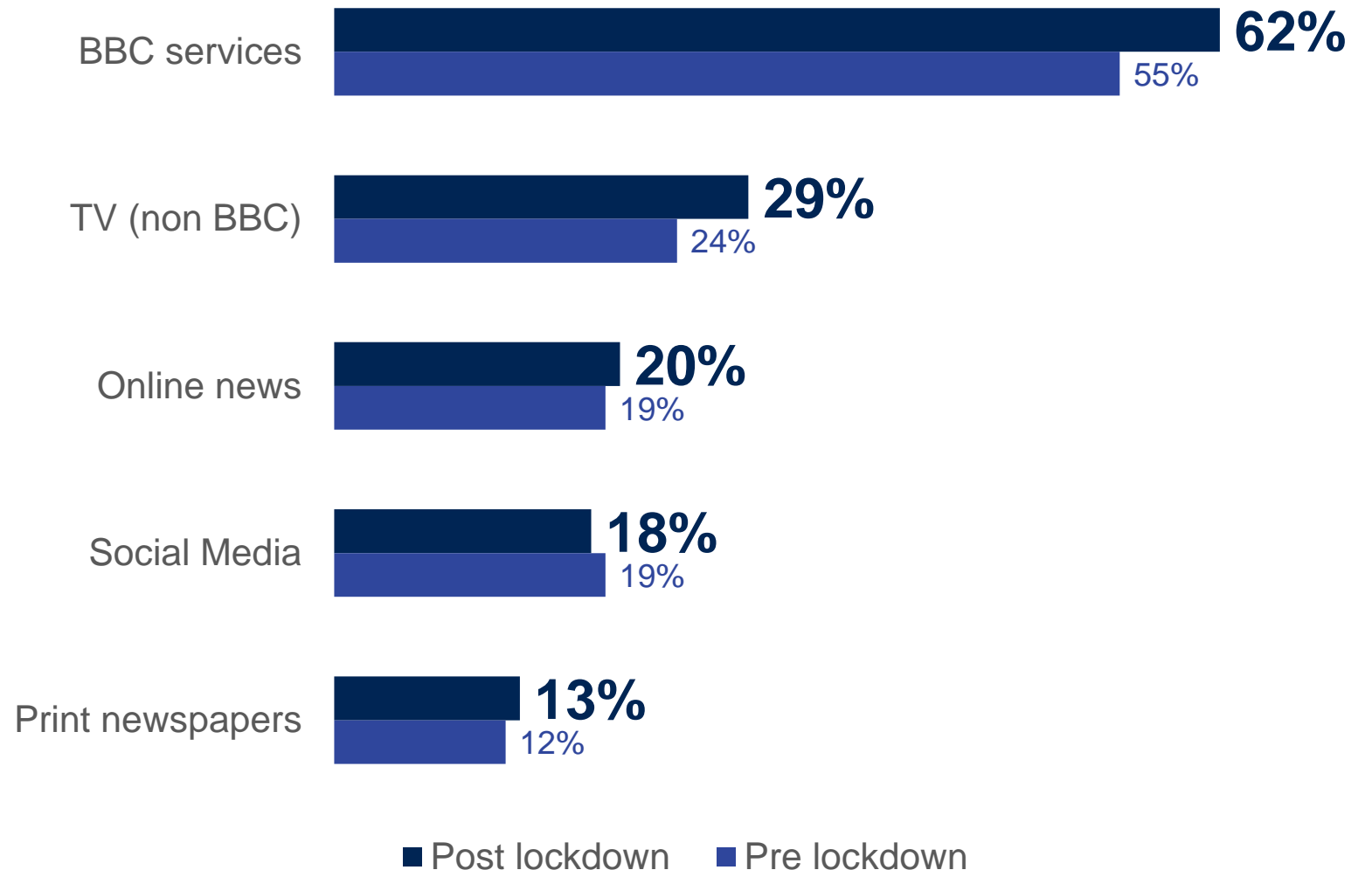
**Daily overall viewing:
4 hours 37 minutes
(+15%)**

Source: IPA Touchpoints survey 2020

Frequency...

How often do you read, hear or watch news in the following ways?

% at least once a day



Source: IPA Touchpoints survey 2020

...Quality?

Over the last two weeks, through which of the following, if any, **have you seen or heard any scientific information about COVID-19?**

Major news broadcasters like the BBC, ITV, Channel 4 or Sky

59%

UK Government Coronavirus adverts or updates

49%

Newspapers and other news websites

33%

Social media

27%

Radio

23%

In fact overall perceptions take longer to shift

Please indicate how much you trust what you see hear or read on each of the following....



Trust pre covid: 49%
Trust post covid: 49%



Trust pre covid: 35%
Trust post covid: 38%



Trust pre covid: 10%
Trust post covid: 11%

Source: IPA Touchpoints

Journalism Matters week: The Queen praises 'vital' role of 'trusted and reliable' news organisations during pandemic

The monarch endorsed the News Media Association's Journalism Matters campaign



By Adam Sherwin

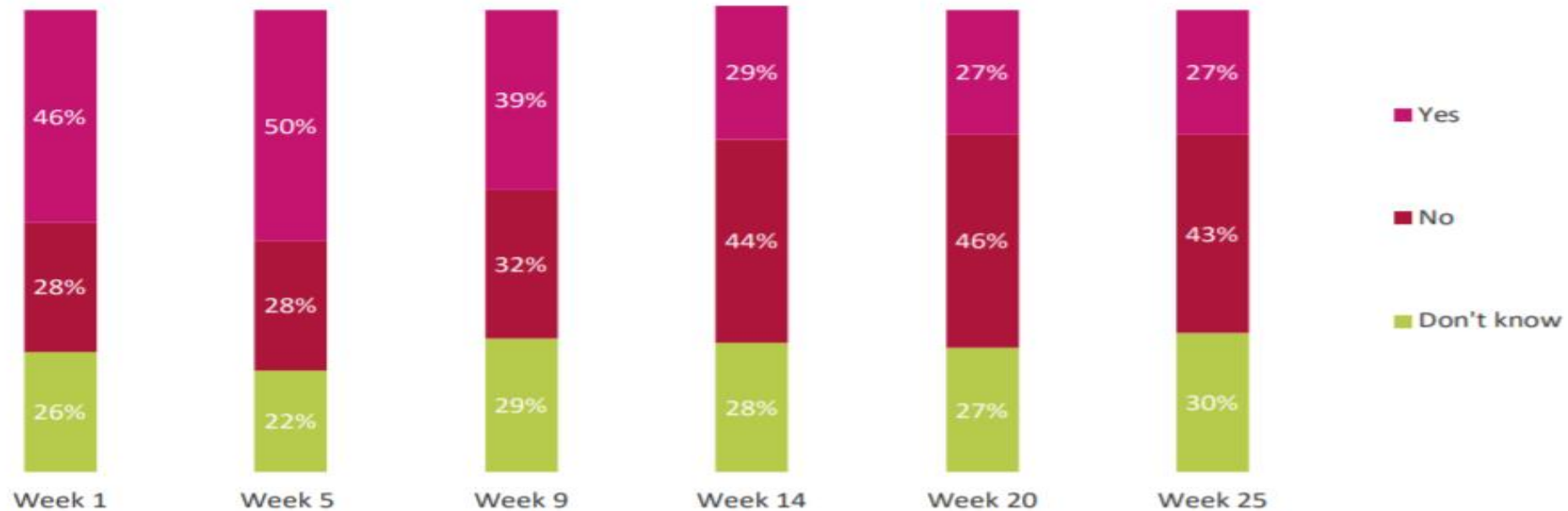
October 5, 2020 12:00 am

Updated October 4, 2020 10:13 pm



During the pandemic reported consumption of misinformation fell from 46% to 27%

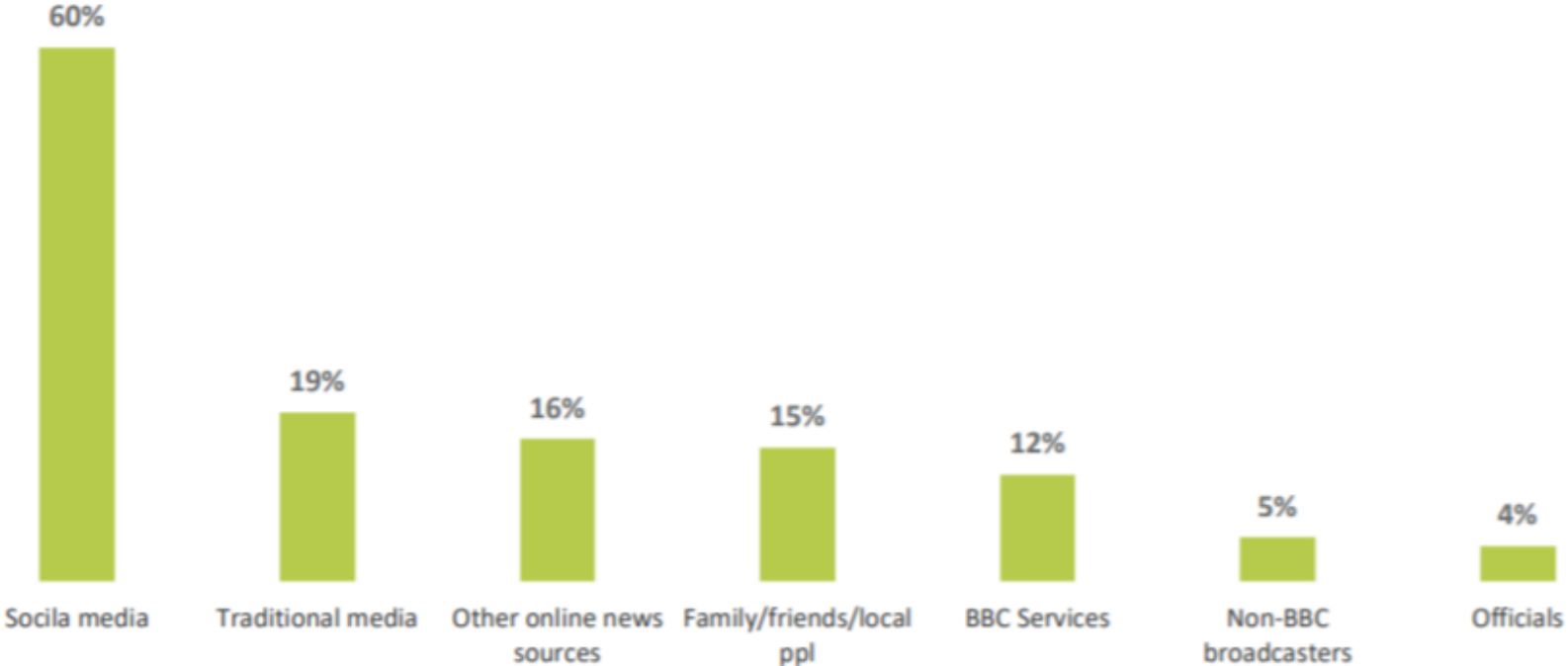
Figure 1: Consumption of misinformation, selected weeks



Source: Ofcom Covid-19 news and information tracker, March – September 2020, Q8 Have you come across any information/news about Coronavirus that you think has been false or misleading in the past week? Base: week 1 – 2226, week 5 – 2077, week 9 – 2071, week 14 – 2126, week 20 – 2063, week 25 – 2058

And “fake news” is mostly on social media

Figure 3: Source of claims about masks offering no protection or being harmful as true



Source: Ofcom Covid-19 news and information tracker, September 2020, Q10i. Source of claims about masks offering no protection or being harmful as true? Base: 254.²

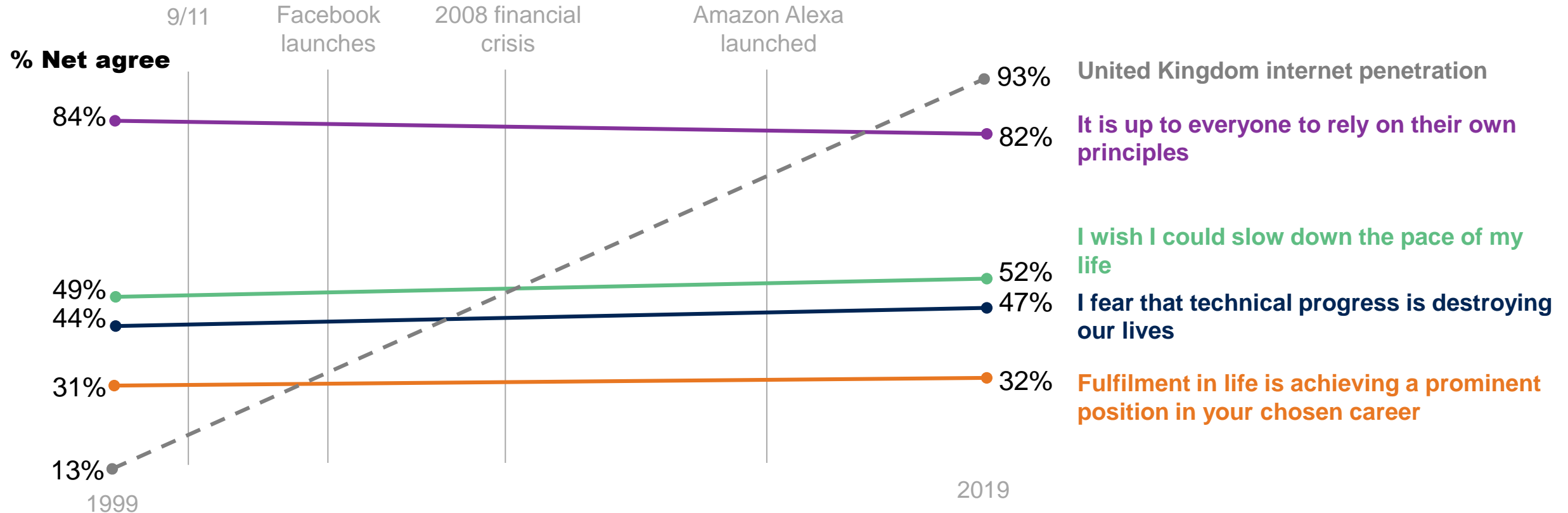


OPINIONS: ripples on the surface
of public consciousness, shallow
and easy to change

ATTITUDES: currents below the
surface, deeper and stronger

VALUES: the deep tide of public
mood, slow to change, powerful

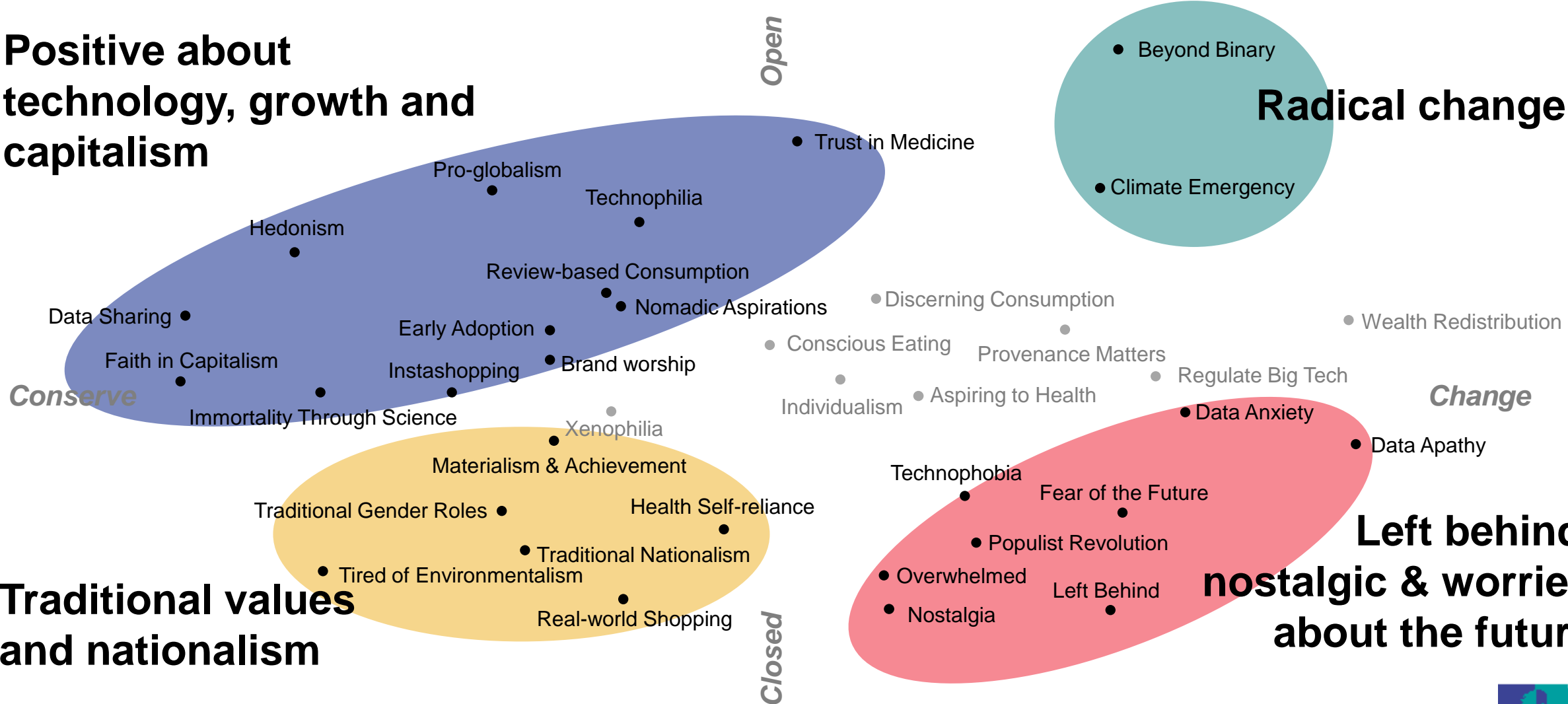
Values hold true over the medium term



Sources: 1999: Ipsos Socioconsult Survey, 2019: Ipsos Global Trends survey – GB data, United Kingdom Internet penetration, Office for National Statistics (UK)

170 questions sort into 36 global values...

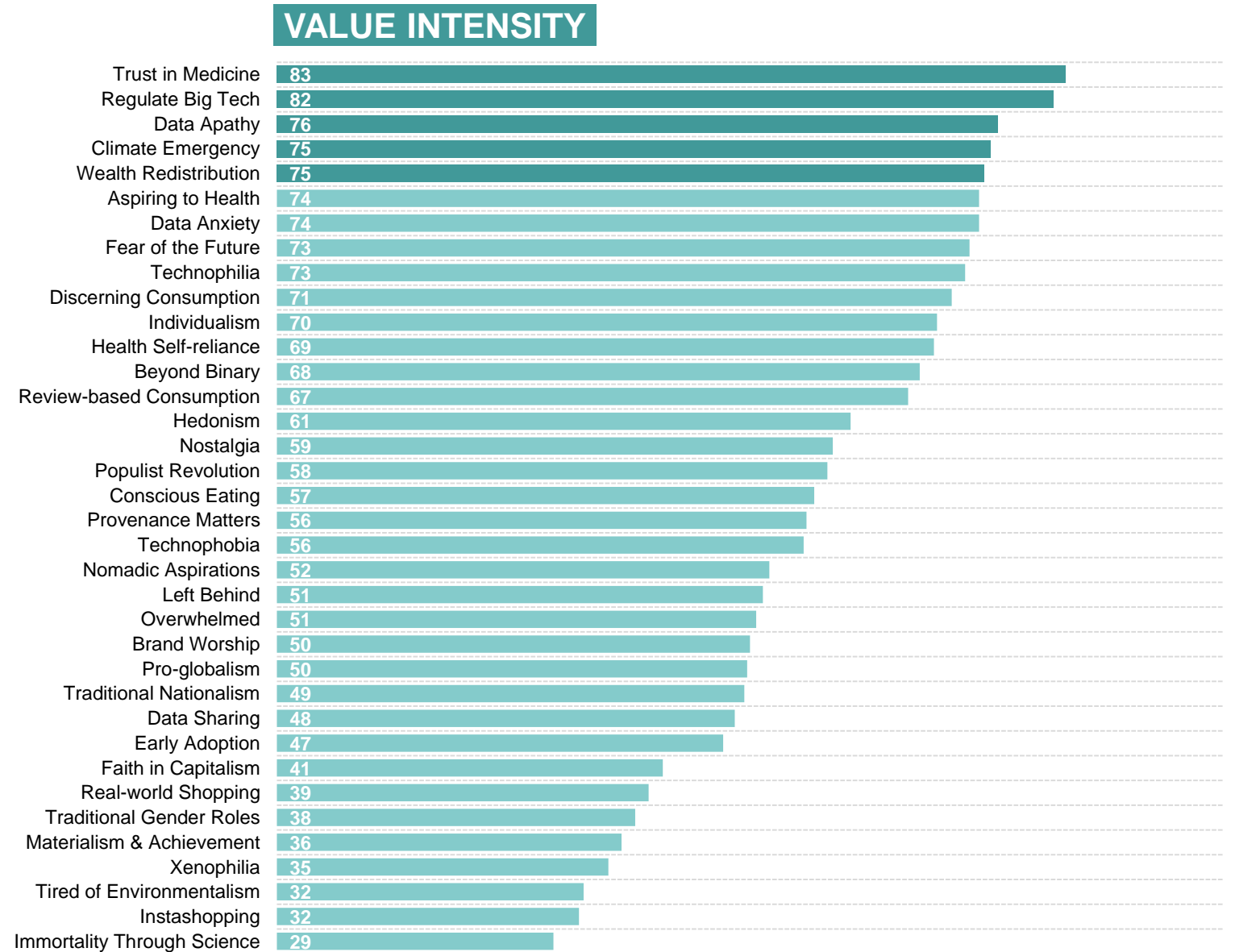
Positive about technology, growth and capitalism



Traditional values and nationalism

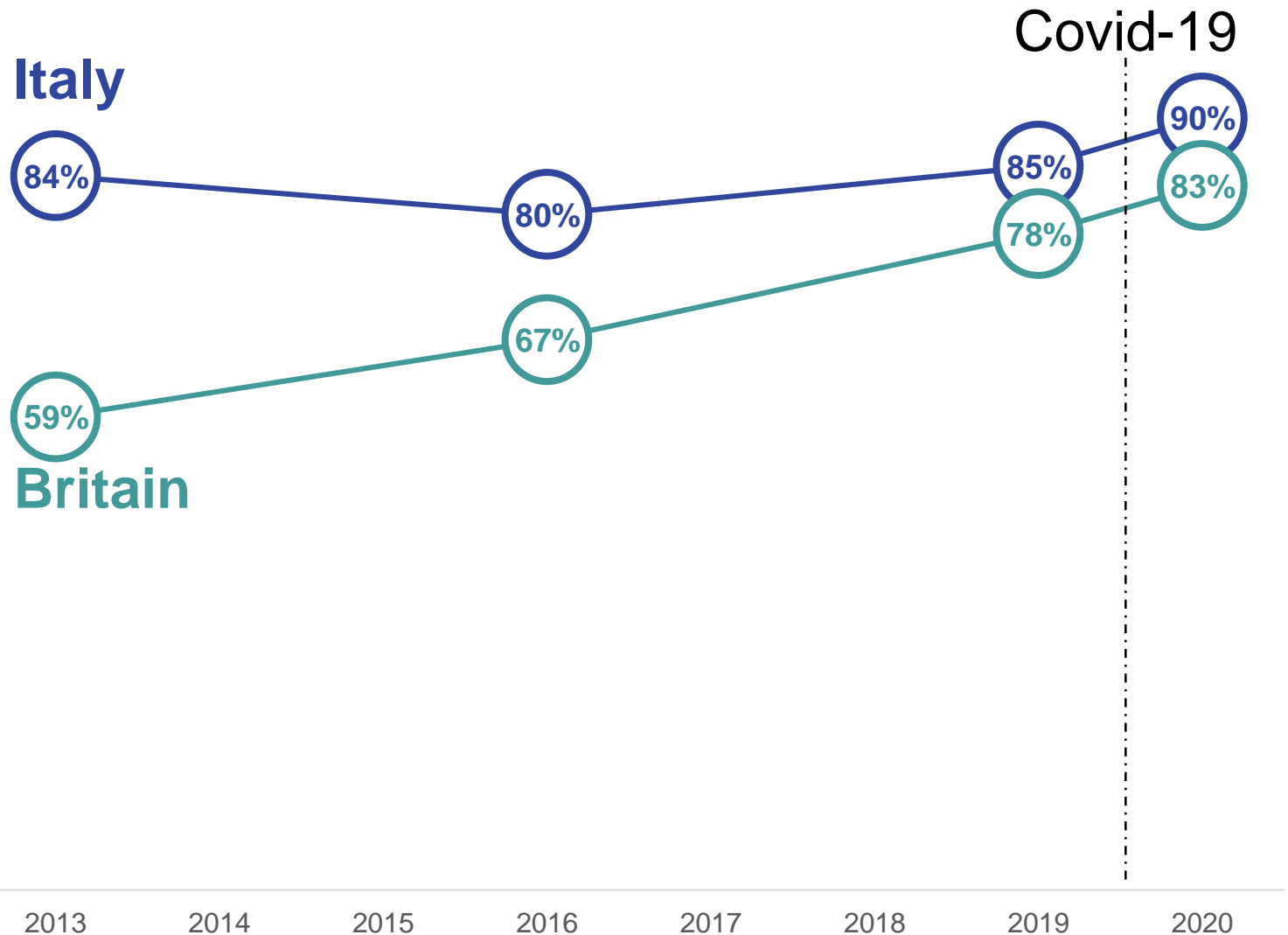
Which values are strongest in Britain?

1. Trust in medicine
2. Regulate big tech
3. Data apathy
4. Climate emergency
5. Wealth redistribution



Covid has not dented concern

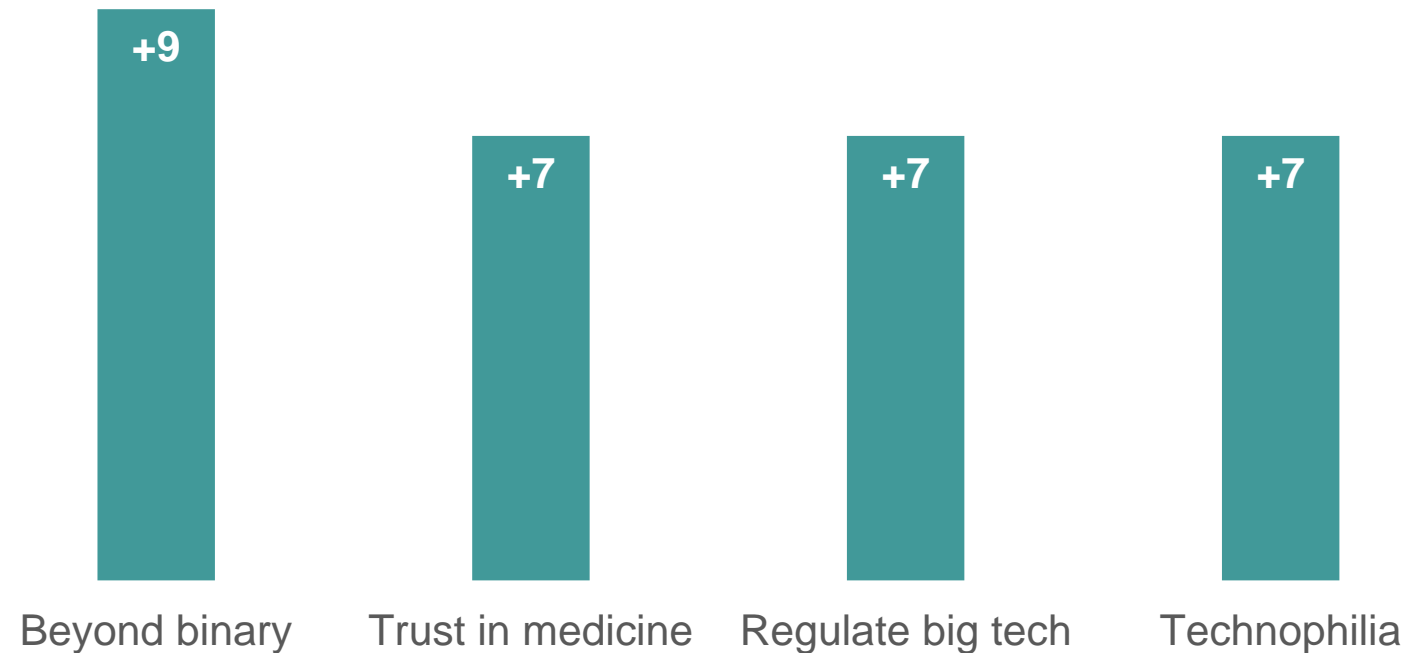
“We are heading for environmental disaster unless we change our habits quickly” % agree



Ipsos Global Trends Series: c.1,000 adults aged 16+ interviewed in each wave

Britain's values pose a tension for media

Values most above global average, Britain

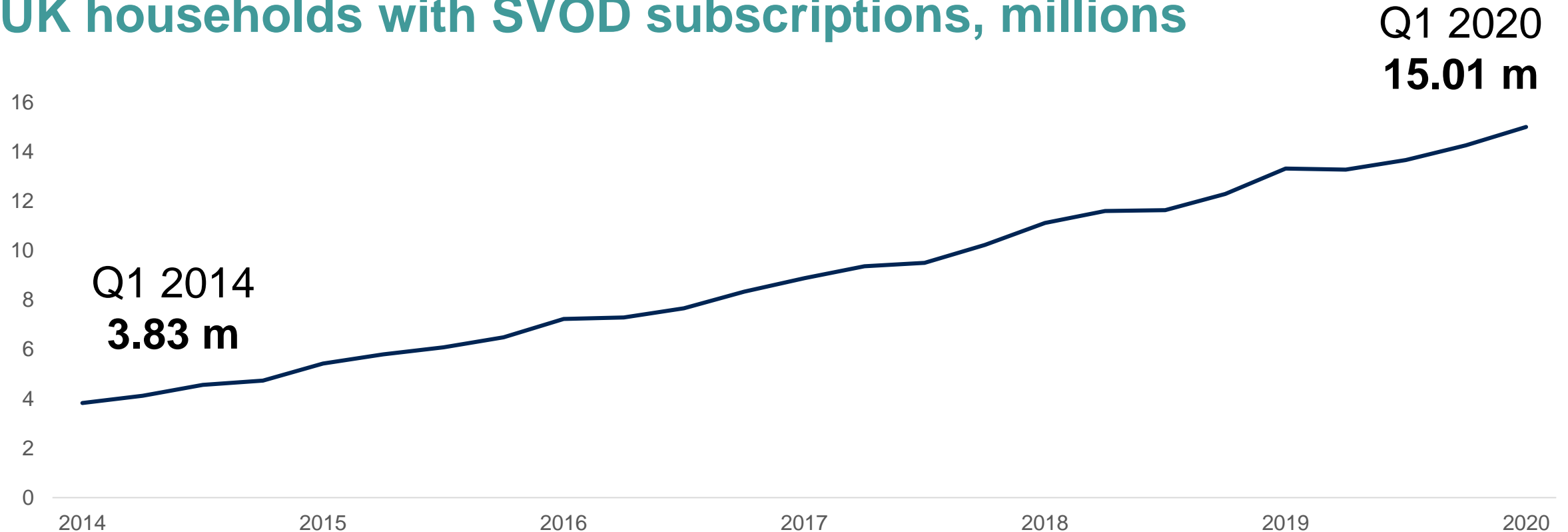


British values combine a strong interest in technology with widespread distrust of big tech and social media firms

**But even with a shock like COVID-19,
it still takes much longer to shift
underlying trends before a 'new
normal' is created.**

Some trends pre-date the pandemic

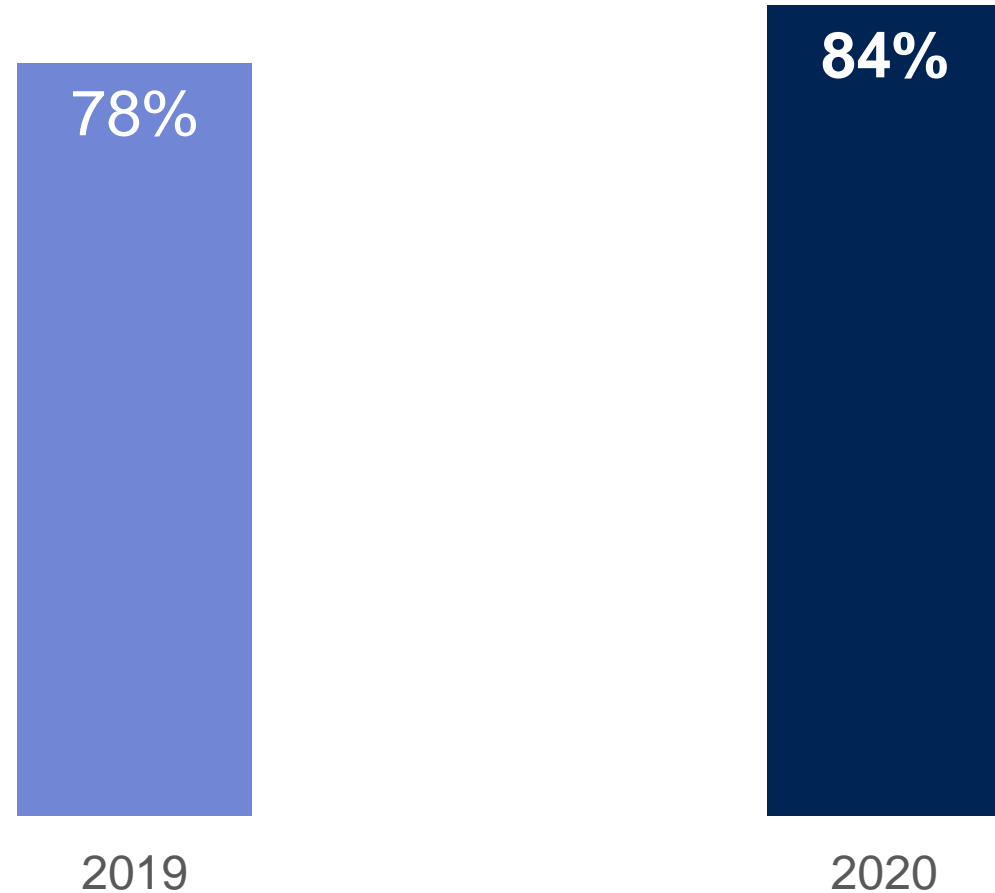
UK households with SVOD subscriptions, millions



BARB Establishment Survey 2014 - 2020

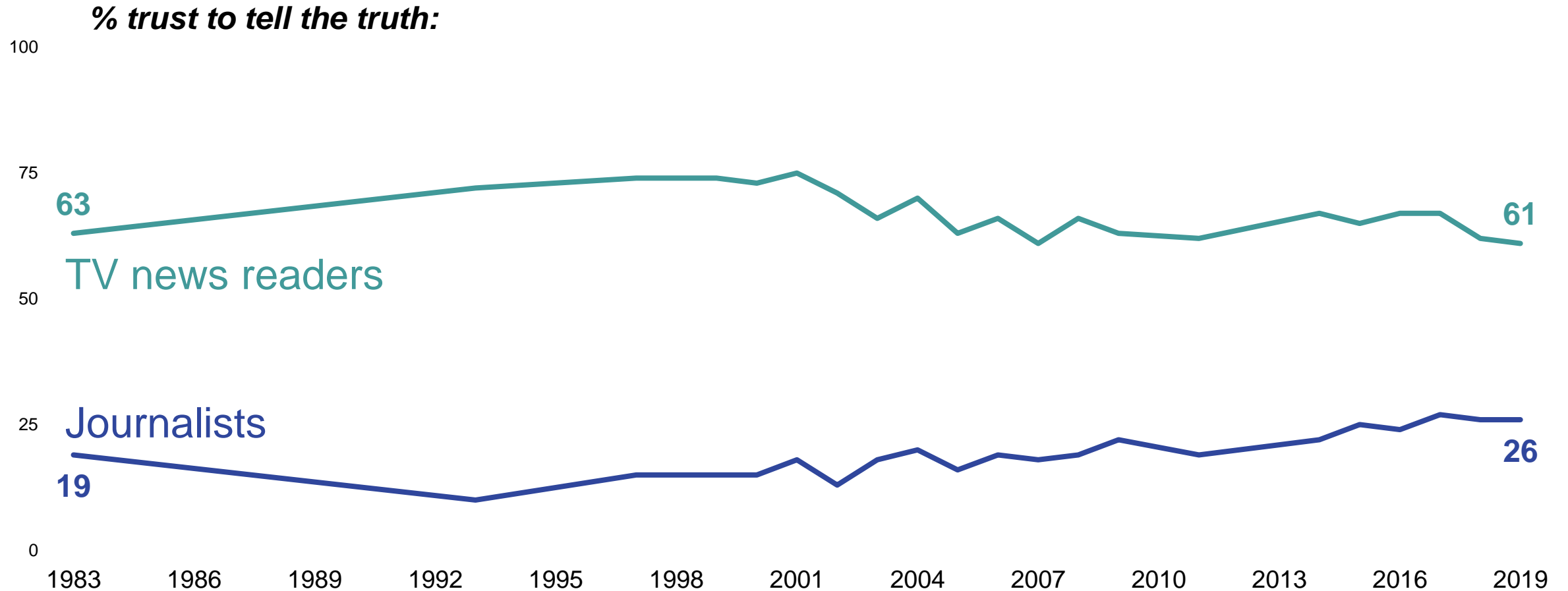
**Others
haven't
changed too
much**

“Social media companies have too much power”
% agree



Ipsos Global Trends Series – data for GB shown : c.1,000 adults aged 16+ interviewed in each wave

The “crisis in trust” is overplayed



Ipsos MORI Veracity Index. C. 1,000 British adults aged 15+, interviewed face-to-face per year

We tested eight drivers of trustworthiness of institutions

Is it reliable/
keeps its
promises?

Is it good at
what it does?

Does it
behave
responsibly?

Is it open and
transparent
about what
it does?

Is it
well led?

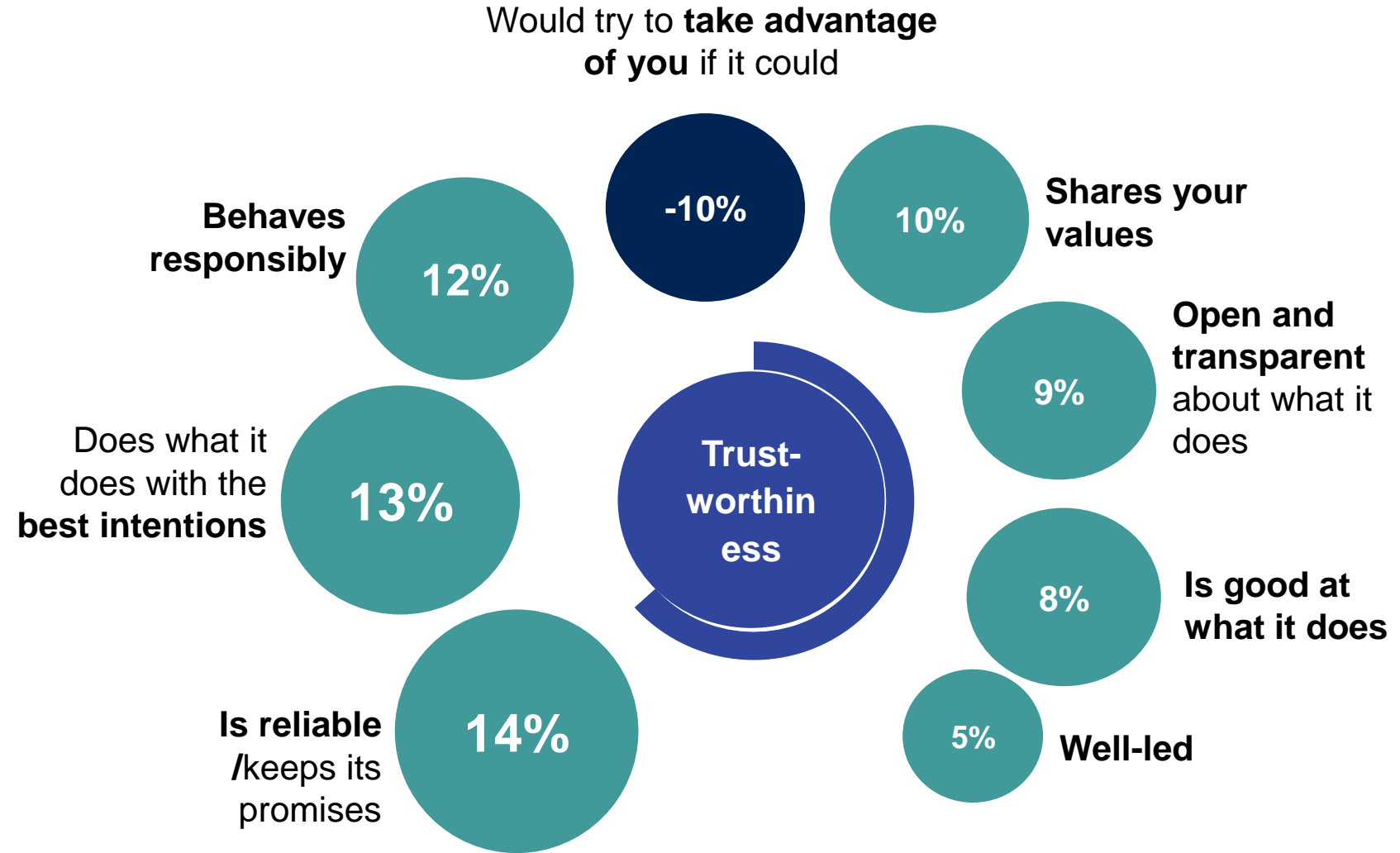
Does it do
what it does
with the best
of intentions?

Does it
share
my values?

Would it try to
take
advantage of
me if it could?

ALL
are statistically
significant
correlants of
“trustworthiness”

.. the drivers of trust are clear



Ipsos Global Advisor: 17,800 online adults aged 16-64 in 23 countries, October 2018

In conclusion

Change in behaviours



Less change in values

British technophilia



Suspicion of tech firms

Pandemic-led revolution



Continual evolution

Media in crisis?



Trust is challenged ...but unchanged



THANK YOU

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