

Implications of news media trust for public broadcasting

MA thesis Media and Business

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ABSTRACT

The media industry changed over the past decades because of deregulation, digitalization, and convergence. Different media forms have been established as a result from these changes. As these developments have emerged recently, it is important to investigate how the introduction of new forms of media affect news media trust. Especially, since news media trust is declining for some time now, and is needed in order for society to function. Because of this, the study aimed to analyze whether new forms of media affect news media trust by means of quantitative analysis. The experimental design of the study analyzed news media trust among three participants groups, in which all groups watched videos created by Nieuwsuur. In the experimental design, the first group watched a YouTube video without a source, the second group watched the same YouTube video with Nieuwsuur and the NPO as sources, and the third group watched a television program of Nieuwsuur with sources of the NPO and the NOS. The study made evident that the form of news media does not significantly affect news media trust. In addition, political ideology, governmental trust, and media usage were included as variables that affect the concept of news media trust. Political ideology seemed to only affect trust in the NPO as institution and did not affect trust in the news media in general. Governmental trust demonstrated to both affect news media trust and trust in the NPO as institution. Finally, the study made evident that the exclusive use of social media for news media consumption does not affect news media trust.

KEYWORDS: *News media trust, form of news media, public broadcasting, political ideology, governmental trust, news media usage.*

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1. Introduction

1.1 Scientific and societal relevance

This study is conducted in order to investigate news media trust. This study will specifically focus on news media trust in the Netherlands, as the research is commissioned by the public broadcaster of the Netherlands (de Nederlandse Publieke Omroep i.e., the NPO). Nowadays, it is even more important to conduct research on news media trust, as news media trust is declining in many countries around the world (Fletcher & Park, 2017). This is a problematic trend as news media need to provide society with information in order to be self-governing and free (Strömbäck et al., 2020). Because of this, it is important that society consumes and trusts the news media (Strömbäck et al., 2020). However, nowadays several external factors negatively impacted news media trust. Because of these external factors, a problem has arisen concerning the quality of traditional news media, which leads to a potential harm to democracy as a whole (Fletcher and Park, 2017).

Previous studies on news media trust have been conducted through cross-media comparison (Lee, 2010). Studies on news media trust have been mainly focused on the comparison between traditional media, by comparing news media trust between newspapers and television. For example, previous studies on the topic have shown that television news is perceived as more trustworthy than news in newspapers (Lee, 2010). Contradictory, other studies have shown the opposite to be true (Lee, 2010). Therefore, more research on the topic needs to be conducted to clarify the relationship between news media trust and the sources from which information is obtained. Furthermore, since the digital era, the amount of news media available has been increasing (Strömbäck et al., 2020). This requires a different approach to cross-media comparison, as news media today are distributed through various channels. Because of this, this study aims to contribute to scientific research on news media trust, by investigating the relationship between new forms of media and the ways in which this affects the trustworthiness of the news media.

Prior research on news media trust found several factors that affect news media trust. For example, a study conducted by Williams (2012) found that news media trust can be distinguished on the basis of three types of media trust namely, trust in the media corporation or institution, trust in the actors who deliver the news, and trust in the information itself. Another associated factor that showed to strongly affect news media trust is the influence of political ideology on news media trust and governmental trust on news media trust (Lee, 2010; Van Beek et al., 2006). Therefore, it is relevant to investigate political ideology, governmental trust and the government's associated corporations and institutions in relation to

news media trust. Last year alone in the Netherlands, there has been a sharp decline in society's trust in the government (Engbersen et al., 2021). In April 2020 Dutch society's trust levels in relation to the government were almost 70%, but in 2021 these trust levels have decreased to less than 30% (Engbersen et al., 2021). Because of this sharp decline in governmental trust, in combination with the findings from literature research, this study wants to analyze if this decline in governmental trust has affected news media trust. Next to the influence of political ideology and governmental trust on news media trust, there is another important factor that is found to be affecting news media trust. Engbersen et al., (2021) explain that the low level of trust in the government can be explained by society's socioeconomic position but is also related to society's sources of information gathering. Therefore, the other factor shown to affect news media trust are non-mainstream news sources, like digital media and social media (Fletcher & Park, 2017; Strömbäck et al., 2020; Engbersen et al., 2021). Several studies showed that the usage of new media like the internet and social media has negatively impacted news media trust (Engbersen et al., 2021; Strömbäck et al., 2020; Fletcher & Park, 2017), especially in comparison with traditional news media (Williams, 2012). For example, Engbersen et al., (2021) explain that members of society that gather information from social media platforms showed to have lower levels of institutional trust. Institutional trust in this context are mainstream media like news media and news organizations, but also the government and its associated institutions (Engbersen et al., 2021). Because of the above mentioned, this study aims to analyze the effect of political ideology, governmental trust, and media usage on news media trust, and the effect of the form of news sources on news media trust, by means of a quantitative analysis.

1.2 Background information of the study

This study is commissioned on behalf of the Dutch public broadcasting system (the NPO). The NPO is an umbrella organization of several television and radio broadcasters in the Netherlands and owns several media channels that can be classified as new media. For example, the NPO developed the on-demand streaming service NPO start, a platform where users can consume media content from the broadcaster and its associated broadcasters for free. It is important to note that in the Netherlands the Dutch government implements laws and regulations for the public broadcasting system. These laws and regulations are stated in the media act, which regulates the admission to the broadcasting system and sets requirements for public broadcasters to ensure media pluralism (Rijksoverheid, 2022). This means that programs must provide public value, are varied, have high quality, and are applicable to all

segments of society (Rijksoverheid, 2022). In addition, media content should not only be created for the general public, but also for smaller target groups like minorities. Therefore, the NPO states its mission in their 2020 annual report as follows: “The NPO connects and enriches the Dutch public with programs that inform, inspire, and entertain” (NPO, 2020).

Although the NPO is an independent broadcaster, it is strongly associated with the Dutch government. For example, the Dutch government does not only implement laws and regulations for the broadcasting system, but is also responsible for the financing of the public broadcasting system and its associated organizations (Rijksoverheid, 2022). Contradictory, the NPO states the following on their website regarding their work values “at the NPO we believe in the value of the public broadcasting system, with the production of programs that are independent of politics and commerce” (NPO, 2022). Within society, there is growing criticism regarding the independence of the broadcaster. Joustra (2017) explains that the broadcaster is criticized for its dependence on commerce because the NPO purchased several commercial programs from foreign countries. Furthermore, the NPO earned 200 million euros through advertisements (Joustra, 2017). These statements are contradictory to the statement of the NPO for being independent of commerce (Joustra, 2017). Joustra (2017) also mentions that the NPO is criticized for its relations and influences in regard to politics, as the broadcaster is known to be financed by the government and is left-wing politically oriented.

Nevertheless, the NPO is aware of this criticism from society in relation to the independence and trustworthiness of the broadcaster. In fact, this study is conducted on the basis of the awareness from the NPO regarding their challenge to work on the trustworthiness of the broadcaster (NPO en de omroepen, 2020). To start with, the innovation agenda of the NPO (NPO en de omroepen, 2020) identified four challenges the broadcaster is facing at the moment, which are “to hear and see everyone”, “reduce fragmentation”, “build trust”, and “make social impact visible”. Within this study, there will be a focus on the pillar of building trust for the NPO in the upcoming three years. The NPO states the problem it is facing regarding trust as follows: “Trust in institutions is declining. This also applies to media, for example, due to fake news and deep fakes. As a result, the influence of public media is diminishing. How can we restore and increase trust in public media and increase it?” (NPO en de omroepen, 2020). The NPO wants to address this problem by “increasing trustworthiness, increasing media literacy, and reducing the distance to creators” (NPO en de omroepen, 2020). This study wants to investigate whether fake news and deep fakes are the only factors that influence the trustworthiness of the broadcaster, and if the current strategy of the NPO is sufficient to solve their problem regarding trustworthiness.

It is important to note that multiple news media are also part of the NPO, including the NOS (the official emergency transmitter of the Netherlands), NTR and Nieuwsuur. Within this study, there will be a specific focus on Nieuwsuur. Nieuwsuur is a television program that tries to provide independent, impartial, and unbiased background information on the news (Nieuwsuur, 2022). The television program has been praised for its in-depth journalism. However, Nieuwsuur is facing several problems. During an interview with Nieuwsuur it was indicated that the audience of linear television is aging, which is problematic for the survival of Nieuwsuur (as Nieuwsuur is a television program). Because of this problem, Nieuwsuur currently aims to reach a younger audience with the creation of online content. For example, Nieuwsuur started to produce short-documentaries in order to preserve in-depth journalism and disseminate information to a younger audience. These short-documentaries are distributed through social media channels like YouTube, instead of being distributed through linear media channels like television. It is important that Nieuwsuur reaches a younger audience, not only for the survival of Nieuwsuur, but also for society, as adolescents need to be involved with and trust the news media and politics in order for society to function. Prior studies on the topic found that adolescents today are less involved with the news media and politics because of the high-choice media environment (Edgerly et al., 2018). This is remarkable, as this generation spends an average of 9 hours on a daily basis with media (Edgerly et al., 2018). The research conducted by Edgerly et al., (2018) made evident that many adolescents even avoid the news, and that “patterns of youth news exposure vary across devices, sources, and usage levels” (p.203). On the basis of the research conducted by Edgerly et al., (2018), it is assumed that the high-choice media environment changed consumption patterns among adolescents, which might influence the perception of adolescents in regards to news media trust. Since Nieuwsuur wants to reach this specific target audience, in combination with the scientific and societal relevance of the matter, it was decided to focus on adolescents within this study. In addition, it was decided to specifically focus on YouTube as a media channel in order to understand if the usage of new media channels, such as social media platforms like YouTube, affect news media trust.

1.3 Research question and sub-questions

This study consists, in a way, of two parts that highlight the scientific and societal importance of news media trust. In the first part of the study the scientific relevance of the study is noted as the factors political ideology, governmental trust, and media usage, are included as variables that might affect the concept of news media trust. This has a scientific

value because prior research on news media trust showed that these factors affect news media trust. However, it is important whether this study will confirm if these factors indeed affect news media trust. In addition, prior research on news media trust made evident that more research needs to be conducted on the factors that affect news media trust. With the advent of new media, additional cross-media comparison needs to be conducted on the way in which new forms of news media affect news media trust. Because of this, the second part of the study will assess whether the form of news sources affects news media trust. There is a scientific and societal importance to perform cross-media comparison, as news media trust is declining and is needed in order for society to function. This notion is confirmed by the demand from the NPO and Nieuwsuur to investigate how to increase news media trust, and to understand if the form of news media affects news media trust. Finally, the interaction effect between the factors of the first and the second part of the study are analyzed. Based on this scientific and societal importance the following research question is created for the study:

RQ: To what extent is the form of news sources affecting news media trust among viewers of Nieuwsuur?

In order to answer this research question, this study is going to measure several factors that affect news media trust. As mentioned previously, news media trust can be distinguished into trust in the media corporation or institution, trust in the actors who deliver the news, and trust in the information itself. In addition, news media trust can be explained by the effect of political ideology, governmental trust, and media usage on news media trust. The research question will be answered by means of experimental quantitative analysis. With experimental quantitative analysis, an experiment is conducted among three groups, in which the first group will see a YouTube video without a source, the second group will see the same YouTube video with Nieuwsuur and the NPO as sources, and the third group will see a television program of Nieuwsuur with sources of the NPO and the NOS included. All the videos cover the same topic, and were specifically created and selected by Nieuwsuur for this study. On the basis of the experimental design of the study, the relationship between traditional media usage (television) and new media usage (YouTube) and the effect on news media trust will be examined. Furthermore, the relationship between source credibility in relation to news media trust will be tested, as removing the source of the YouTube video should decrease the trustworthiness of the news item.

In addition to the above-mentioned research question, three additional research questions are created to analyze the effect of political ideology, governmental trust, and media usage on news media trust:

Q1: To what extent is political ideology affecting news media trust?

Q2: To what extent is governmental trust affecting news media trust?

Q3: To what extent is social media usage affecting news media trust?

2. Theoretical framework

2.1 The effect of deregulation, digitization, and convergence on the media industry

The media industry in the Netherlands has seen many transformations over the past decades. From 1924 onwards, the media industry in the Netherlands used to be characterized by socio-religious compartmentalization (NPO, 2022; van Beek et al., 2006). Socio-religious compartmentalization in the media context refers to a media landscape where each social movement is represented by its own broadcaster and newspaper (van Beek et al., 2006). The media landscape in the Netherlands used to be characterized as segregated because each social movement was separated (van Beek et al., 2006). Therefore, each social movement was provided with media by its own broadcaster (van Beek et al., 2006). This lasted until 1940 because of the Second World War (NPO, 2022). After the Second World War, television was officially introduced, and in 1989 commercial broadcasters started to enter the media industry (NPO, 2022; McChesney, 2003). In the following years, the public broadcasting system came under pressure because of increased competition within the industry, and because the broadcasting tax was repealed in 2000 (NPO, 2022). From that moment onwards, the public broadcasting system began to be funded by the government (NPO, 2022). In response to the developments regarding the broadcasting tax and the new form of funding by the government, several broadcasters (that now belong to the NPO) had to merge (NPO, 2022).

A debate arose in the academic field regarding the future of public broadcasting because of the developments in the industry (Jacobs et al., 2016; Achille & Miege, 1994). Some scholars argued that the end of public broadcasting would be near, whilst other scholars claimed that public broadcasting would continue to exist (Achille & Miege, 1994). The discussion within the academic field stemmed from industry developments as public broadcasters struggled to maintain a competitive advantage because of deregulation, digitization, and convergence (van Zoonen, 2004). To start with, deregulation, i.e., the process of the removal of regulations within a specific industry, exerted a great influence. Media deregulation refers to the removal of government restrictions on the ownership of businesses that operate within the media industry (McChesney, 2003). Because of deregulation within the media industry, commercial broadcasters were able to enter the market (McChesney, 2003). Therefore, deregulation caused commercial developments within the industry, leading to technological innovations and increasing competitive markets that are focused on targeting individual consumers (McChesney, 2003). In addition to deregulation, digitization has exerted an industry-wide influence. Digitization can be described as “the conversion of analogue media to a digital form” (Lee, 2001, p.29). In the academic field, the influence of digitization

in the media industry is denoted by the shift from traditional media to new media. Traditional media are defined as media such as television, radio, and newspapers (Dutta-Bergman, 2004). New media is an umbrella term that refers to so-called computer-based media (Chandler & Munday, 2011). New media can refer to the internet, streaming services, social networking sites, and video games (Chandler & Munday, 2011). For example, streaming services disrupted the traditional media industry with the arrival of online streaming platforms like HBO, Netflix, and Videoland (Sanson & Streirer, 2019). This also explains why the NPO has introduced the on-demand service NPO start. Furthermore, digitization led to a process that is described as convergence (van Zoonen, 2004). Convergence refers to a new pattern of media consumption in which different types of media are merged (Chandler & Munday, 2011). For example, the development of smartphones converged different media into one product, by integrating the internet, music, and photography into one medium. The concept of media convergence can be explained by means of the three C's that stand for content, communication technologies, and computer networks (Turow, 2013). The three C's explain media convergence as a phenomenon that involves the interconnection of information and communication technologies, computer networks, and media content (Turow, 2013). There are three types of media convergence; technological convergence, economic convergence, and cultural convergence (Turow, 2013). Papadakis (2007) defines technological convergence as "a process by which telecommunications, information technology and the media, sectors that originally operated largely independent of one another, are growing together" (p.1). This example shows how technological convergence led to a transformation of media industries and caused new types of content to emerge. In addition to technological convergence, the phenomenon of economic convergence and cultural convergence exerted pressure on the media industry. Economic convergence is described as a process in which different economies become more similar to one another (Borsi & Metiu, 2015). The same goes for cultural convergence, which can be described as the merging of different cultures into a more universal culture (Jenkins, 2006).

A recent study commissioned by the Dutch Media Authority (CVDM) in 2021 confirmed these developments, as the study proved that the media industry in the Netherlands is indeed affected by deregulation, digitization, and convergence (Commissariaat voor de media, 2021). To start with, the study showed that over the past couple of years, digitalization continued to affect the media industry (Commissariaat voor de media, 2021). For example, the study showed that newspapers are increasingly read online (Commissariaat voor de media, 2021). In addition, news media are perceived as trustworthy by the public, not only in print

but also online and on social media channels (Commissariaat voor de media, 2021). Another example of digitization is that of television channels, that are increasingly testing new formats online before they broadcast the formats on linear television (Commissariaat voor de media, 2021). Next to digitization, convergence exists within the industry. This is explained by the Commissariaat voor de media (2021), as in the past there used to be a clear dividing line between different forms of media, whereas nowadays media are merging as most larger media organizations are offering cross-media products. For example, traditional news publishers are now creating, next to printed news, digital content with the creation of videos and podcasts (Commissariaat voor de media, 2021). Because of this, the dividing lines between different forms of media are converging, as it is becoming less relevant for consumers through which channels they consume media (Commissariaat voor de media, 2021).

These examples show how the media industry in the Netherlands has changed over the past decades because of deregulation, digitization, and convergence. As explained, these developments increased the competition within the industry, which exerted pressure on public broadcasters. It is important to note that the introduction of commercial broadcasters exerted pressure on the public broadcasting system, as the goal of public broadcasters was to educate and inform the public, whilst commercial broadcasters were mainly focused on generating profits by means of entertainment (Achille & Mieke, 1994). Nevertheless, public broadcasters needed to maintain a competitive advantage in order to survive within the industry. As a result, public broadcasters had to change their strategy accordingly and became more commercial.

2.2 Definition of trust

As explained in the introduction, news media trust can be explained on the basis of several factors. News media trust can be explained by the effect of political ideology, governmental trust, and media usage on news media trust. In addition, news media trust can be distinguished into trust in the media corporation or institution, trust in the actors who deliver the news, and trust in the information itself. In this section of the study these concepts will be explained and hypotheses will be proposed. It is important to note that many of the literature discussed is conducted in the United States which has affected hypothesis setting.

Since trust is a recurring theme within this study it is important to firstly define the concept of trust. Trust has been attentively studied in various disciplines, like sociology, psychology, politics, economics, and communications (Quandt, 2012). However, there is much discussion on the definition of trust, which is often cited interchangeably with

credibility (Kohring & Matthes, 2007). Within this study, trust will be referred to by means of the relationship between the trustor and the trustee (Quandt, 2012). Quandt (2012) explains “that there is a certain consensus on the basic meaning of trust: it is needed and occurs if actors (trustors) cannot or do not want to control the actions of other actors, but expect a certain action from these alteri (trustees)” (p.8). In other words, trust can be defined as a relationship where the trustor places trust in the trustee. It is important to investigate the concept of trust, as trust is important for democracy. Several studies showed that there is a relationship between trust and different institutions in society (Kalogeropoulos et al., 2019). This perception on trust is also noted by Williams (2012) by the explanation of the concept of trust. Williams (2012) explains that trust can be divided into “social trust” and “institutional trust” (p.118). The concept of social trust refers to trust in individual persons, and the concept of institutional trust refers to trust in private and public institutions like the government and the media (Williams, 2012). In addition, Williams (2012) explains that there has been a “lack of attention to the theoretical difference between trust in specific individuals, i.e., interpersonal trust, and trust in abstract groups of unknown others, i.e., social trust, which may threaten the conceptual and empirical validity of related analyses” (p.118). Because of this, the concept of news media trust will be explained in the following sections, both on the individual and institutional level, by explaining the relationship between the individual and institutions in relation to news media trust.

2.3 Definition of news media trust

In addition to the effect of political ideology on news media trust, the effect of governmental trust on news media trust, and the effect of media usage on news media trust, news media trust can be explained on the basis of three types of news media trust. Williams (2012) explains that news media trust can be distinguished into trust in the media corporation or institution, trust in the actors who deliver the news, and trust in the information itself.

2.3.1 Trust in the media corporation or institution

It is important to conduct research on corporate and institutional trust for several reasons. First of all, corporate and institutional trust is needed for the economic survival of businesses (Fisher et al., 2021). Prior research on trust in media corporations and institutions in relation to news media trust showed that “commercial interest and independence are related to perceptions of trust in news brands” (Fisher et al., 2021, p.1507). For example, the study conducted by Fisher et al., (2021) showed that participants mentioned the importance of the

reputation of media corporations or institutions to improve news media trust (p.1510). In addition, participants mentioned that the transparency of media corporations and institutions is important to increase news media trust (Fisher et al., 2021, p.1510). This example amplifies the importance of trust in media corporations or institutions in relation to news media trust, and in order for media corporations and institutions to survive within the industry. Second of all, it is important to conduct research on institutional trust as this might affect news attention (Williams, 2012). Williams (2012) describes that trust in the media corporation or institution “is a form of institutionally based media trust that is defined by audience perceptions of the organizational structure of media establishments” (p.122). Trust in the media corporation or institution in relation to news media trust can be explained by means of the concept of media bias. The problem of media bias in relation to news media trust is emphasized in several studies on news media trust (Strömbäck et al., 2020; Fisher, 2018; van Aelst et al., 2017; Lee, 2010). Media bias is understood as a bias within media, regarding journalists and journalistic organizations in the selection and reporting of information (Hamborg et al., 2019). Media bias can occur due to the “ownership or source of income of the media outlet” or because of the “specific political or ideological stance of the outlet and its audience” (Hamborg et al., 2019, p.391). In other words, the selection of information by news organizations and/or reporters and audiences results in media bias. Several studies on news media trust were conducted on media bias in relation to the formation of public opinion (Hamborg et al., 2019). Hamborg et al., (2019) describe that “the influence of media corporations has increased significantly in the past decades” (p.392) and because of this the thread of media bias increased.

The concept of media bias is applicable to all kinds of media organizations and institutions, including the NPO and Nieuwsuur, but also to social media platforms like YouTube. For example, a recent study conducted by Gearhart et al., (2020) revealed that media bias is also apparent in social media platforms. Media bias on social media is explained as users on social media often read the comments prior to the consumption of news content (Gearhart et al., 2020). Because of this, a problem arises as comments affect the perception of media bias and therefore news media credibility and news media trust (Gearhart et al., 2020). In addition, the study by Gearhart et al., (2020) showed that participants who read comments that aligned with their own opinions about the news item were experienced as more trustworthy compared to news items with comments that did not align with their own opinions.

2.3.2 Trust in the actors who deliver the news

In addition to trust in the media corporation or institution, news media trust can be distinguished in trust in the actors who deliver the news (Williams, 2012). As explained previously, news media trust needs to be analyzed both from an institutional point of view as an individual point of view. Therefore, it is important to test news media trust in relation to trust in the actors who deliver the news. Williams (2012) explains the concept of trust in the actors who deliver the news as “a form of interpersonally based media trust of the individual actors working within the media industry” (p.117). It is important that audiences trust the actors who deliver the news, as trust is a basis for democracy.

A recent study by Fisher et al., (2021) conducted research on how trust in news media could be improved by noting the importance of audience trust. The study showed that media trust was strongly affected by media bias (Fisher et al., 2021). Three notable observations came to light based on the research. First of all, participants found that media bias needed to be reduced because of the reporting of journalists (Fisher et al., 2021). As a solution to this problem participants mentioned that opinions needed to be reduced in reporting, and that journalists need to report about their conflict of interest in order to reduce media bias and increase news media trust (Fisher et al., 2021). The second observation elaborated on this problem, as journalists needed to be more transparent, needed to be more aware of their conflict of interest, needed to report less opinions and biases, and needed to report more openly about their own point of view (Fisher et al., 2021, p.1510). The third observation concerned the overall improvement of journalism by pursuing in-depth reporting (Fisher et al., 2021, p.1506). For example, participants mentioned that the overall quality of journalism could be improved by hiring more journalists, have higher quality content by using academic material, by reporting information from societal and political actors, and by providing more diverse media coverage (Fisher et al., 2021, p.1506).

2.3.3 Trust in the information itself

Thirdly, news media trust can be distinguished in trust in the information itself (Williams, 2012). Williams (2012) explains that in addition to trust in relation to institutions and individuals, trust needs to be analyzed in terms of the information itself as it is a “possible determinant of audience engagement” (p.118). As explained previously, prior studies on news media trust found significant relationships between news media trust and news media usage (Strömbäck et al., 2020). Strömbäck et al., (2020) explain these developments by emphasizing

that since the digital era the amount of news media available has been increasing. In addition, new competitors entered the market, which increased rivalry in the media industry in general. Because of these developments, it became more difficult for traditional news media to reach the public (Strömbäck et al., 2020). In addition, it became possible for political and social actors to reach big audiences and spread their messages without the control of traditional news media (Strömbäck et al., 2020). Because of these developments, everyone became able to access media platforms and spread information, which affected the reliability of traditional news media (Strömbäck et al., 2020). Williams (2012) explains that the theory of uses and gratifications is applicable to clarify the concept of trust in the information itself. The theory explains how consumers search for specific media content to meet certain personal needs (Williams, 2012). According to uses and gratifications theory consumers “are aware of the alternatives available to fulfill their needs and actively choose the information channels that can best serve their needs over other competing sources of need satisfaction” (Williams, 2012, p.119). Because of this, consumers consciously choose certain media channels over others (Williams, 2012). Because of the introduction of the internet, the ways in which information can be obtained increased. Therefore, it has become even more important that sources are credible (Strömbäck et al., 2020). However, because of the increasing access to information, audiences became able to choose their own sources of information. This has had an effect on news media credibility as audiences started to determine whether they find information to be credible, and if not look for other sources of information (Williams, 2012). This process is explained by Williams (2012) as selective exposure (p.120). In addition, the shift from traditional media (where newspapers, television and radio in its linear form were the default) to new media, caused a transition in the media industry in which the industry changed from a low-choice to a high-choice media environment (van Aelst et al., 2017). The transition into a high-choice media environment caused several challenges. For example, because of the high-choice environment, media today are less prone to capture the attention of consumers, as consumers have access to many sources of information (Strömbäck et al., 2020).

Another challenge is that of the problem of trust in the information itself in relation to media bias (Hamborg et al., 2019). Although new media increased access to various sources of information, which should reduce media bias, media bias is still present because of so called filter bubbles and echo chambers (Hamborg et al., 2019). The concept of filter bubbles arises from algorithms causing users to fall into a certain pattern that causes the same type of information to be promoted repeatedly (Hamborg et al., 2019). Because of this, a so-called

echo chamber emerges in which people with similar viewpoints consume the same type of media content which can cause polarization (Hamborg et al., 2019).

Another concern that also plays into the problem of media bias is that of fake news, misinformation, disinformation, and deepfakes (Strömbäck et al., 2020). (Strömbäck et al., 2020). Egelhofer and Lecheler (2019) explain that “fake news originally applied to political satire”, but nowadays applies to information that is inaccurate (p.97). Because of this, the concept of fake news now applies to “a fundamental shift in political and public attitudes to what journalism and news represent and how facts and information may be obtained in a digitalized world” (Egelhofer & Lecheler, 2019, p.97). In other words, fake news is an umbrella term for the public attitude towards inaccurate facts and information due to digitization. The study explains that there are two dimensions to fake news, which are described as the fake news genre and the fake news label (Egelhofer & Lecheler, 2019). The concept of the fake news genre refers to the deliberate creation and dissemination of deceptive journalism and disinformation by institutions (Egelhofer & Lecheler, 2019). The concept of the fake news label refers to the use of media by politicians to delegitimize news media (Egelhofer & Lecheler, 2019). The concept of the fake news label is also described by Strömbäck et al., (2020) as they explain that social and political actors nowadays are using new media channels to reach the public. Because of the usage of new media channels like social media, social and political actors are able to “by-pass the news media” (Strömbäck et al., 2020, p.140). In addition, social and political actors became able to attack traditional news media because of the usage of new media and social media platforms (Strömbäck et al., 2020). Misinformation refers to the unintended distribution of false information, whereas disinformation refers to the deliberate distribution of false information by for example the government or media corporations or institutions (Benkler et al., 2018). A recent development that even increased the problem of fake news is that of deepfakes. Deepfakes are generative deep learning algorithms in which for example political leaders are digitally altered (Mirsky & Lee, 2021). This technology progressed intensely, making it no longer obvious if something is real or not (Mirsky & Lee, 2021). Mirsky and Lee (2021) describe that this technology was only discovered in 2018 and has since then advanced tremendously. Unfortunately, deepfakes are often used for malicious and unethical purposes. For example, by spreading disinformation and the impersonation of political leaders (Mirsky & Lee, 2021).

Besides the interest of scientific disciplines in the concept of fake news, a lot of research on the topic is conducted at general and institutional levels (Strömbäck et al., 2020). To start with, a report conducted by the Dutch Media Authority (CVDM) in 2021 revealed

that 40% of the surveyed indicated that they had encountered false or misleading information (Commissariaat voor de media, 2021). The perception of retrieving false or misleading information was strongly linked to the usage of new media, for example, by means of the usage of social media (Commissariaat voor de media, 2021). In addition, a study commissioned by Edelman found “concerns over fake news or false information being used as a weapon is now at an all-time high of 76%” (Edelman, 2022). Furthermore, the Commissariaat voor de media (2021) described that disinformation and deep fakes contribute to declining trust in the media. Also, the recent study conducted by Engbersen et al., (2021) showed that social media are increasing the distribution of misinformation and disinformation, and thereby decrease trust levels in the government and governmental organizations.

2.4 Effect of political ideology and governmental trust on news media trust

To start with, trust in political institutions showed to be strongly linked to news media trust (Kalogeropoulos et al., 2019; Hanitzsch et al., 2018; Lee, 2010). The relationship between political ideology and governmental trust and news media trust is explained by means of the concept of the trust nexus (Hanitzsch et al., 2018). The trust nexus is “the idea that trust in the news media is strongly linked to the way publics look at political institutions” (Hanitzsch et al., 2018, p.3). For example, the study conducted by Hanitzsch et al., (2018) showed that there was a considerable stronger link between governmental trust and news media trust in political polarized societies. In addition, the study showed that the relationship between governmental trust and news media trust is increasing over time (Hanitzsch et al., 2018). Hanitzsch et al., (2018) explain this phenomenon by expressing that this may be caused by the ever-increasing distance between the poor and the rich. Hanitzsch et al., (2018) describe two factors in particular that affect news media trust, which are ideological polarization and political trust. A study conducted by Lee (2010) confirmed these findings as the study found two factors that affect news media trust, which showed to be political ideology and trust in the government. Although various authors use different concepts to describe the two factors that affect news media trust, they all address the same issue of political ideology and governmental trust. The concept of political ideology (Lee, 2010) can be explained by the concept of polarization (Hanitzsch et al., 2018). Polarization is a process in which the contradictions between groups in society become more pronounced, leading to groups becoming increasingly opposed to one another (Hanitzsch et al., 2018). Hanitzsch et al., (2018) explain that “the rise of both the level of ideological extremity and ideological

polarization has potential to backfire on the media and, hence, may breed distrust in the press” (p.6). Furthermore, Hanitzsch et al., (2018) explain that “people with strong partisan sentiments, often activating high levels of involvement, have an inclination to perceive otherwise neutral stories as biased against their point of view” (p.6). This idea is confirmed by Strömbäck et al., (2020) that describe that there are several partisan media that have attacked the traditional news media for being untrustworthy. These kinds of developments are also apparent in the Netherlands. For example, the NPO is increasingly criticized for its relations and influences in regard to politics, as the broadcaster is known to be left-wing politically oriented (Joustra, 2017). Because of the described findings from literature research, it is arguable that political ideology affects news media trust. Therefore, the following hypotheses is proposed:

Hypothesis 1 (H1): Participants have less trust in news media when they are distinctively right-wing political oriented.

Next to the effect of political ideology on news media trust, governmental trust showed to be affecting news media trust (Hanitzsch et al., 2018; Lee, 2010). This can be explained because politics have become increasingly mediatized (Strömbäck et al., 2020; Hanitzsch et al., 2018). The concept of mediatization involves a process in which the media are affecting politics (Hanitzsch et al., 2018). Because of digital and social media, political actors became able to reach the public individually (Strömbäck et al., 2020). Because of this, political actors are not dependent anymore of traditional news media (Strömbäck et al., 2020). Also in the Netherlands, political actors are using their own media channels to spread information. Furthermore, audiences became more aware of the relationship between the news media and politics (Hanitzsch et al., 2018). Hanitzsch et al., (2018) explain that this process has resulted in a decrease of governmental trust, as members of society today feel more than ever that they are capable of understanding the decisions made by politicians and because of that are able to reject their decisions. Because of these findings it is arguable that governmental trust affects news media trust. Therefore, the following hypotheses is proposed:

Hypothesis 2 (H2): Participants have more trust in the news media when they have trust in the government.

In addition, society's trust in regard to governmental institutions and corporations relates to institutional trust (Williams, 2012). Therefore, the concept of trust nexus is also applicable to trust in media corporations and institutions (Hanitzsch et al., 2018). As explained previously, Hanitzsch et al., (2018) mention that news media trust is strongly linked to society's attitudes towards political institutions. As the NPO is a public institution, it is arguable that news media trust is thus linked to the attitudes from the public towards the NPO as institution (Hanitzsch et al., 2018). Because of this, the following hypotheses are proposed:

Hypothesis 3 (H3): Participants have less trust in the NPO when they are distinctively right-wing political oriented.

Hypothesis 4 (H4): Participants have more trust in the NPO when they have trust in the government.

Hypothesis 5 (H5): Participants have more trust in the NPO when they have trust in the news media.

2.5 Effect of media usage on news media trust

Secondly, non-mainstream news sources, like digital media and social media showed to affect news media trust (Fletcher & Park, 2017; Strömbäck et al., 2020; Engbersen et al., 2021). Therefore, news media trust is dependent on the type of media through which people are gathering information (Kalogeropoulos et al., 2019). Several studies showed that the usage of mainstream media sources is related to higher levels of news media trust, whilst non-mainstream media usage is related to lower levels of news media trust (Kalogeropoulos et al., 2019). For example, a study conducted by (Tsfati & Ariely, 2014) made evident that news media trust is higher when consuming news through linear television and newspapers compared to news consumption through the internet. In addition to these findings, Strömbäck et al., (2020) found similar results as news media trust is declining because of the increasing number of sources of information. Furthermore, Strömbäck et al., (2020) mention that studies on news media trust showed that when social media was the main source of information gathering news media trust levels were lower. These findings have also been noted in a recent study conducted by Engbersen et al., (2021) that showed that “there is a correlation between social media usage as a primary source of information and low institutional trust” (p.4). In addition, media consumption has changed drastically with the advent of new media (Strömbäck et al., 2020; Kalogeropoulos et al., 2019). Kalogeropoulos et al., (2019) explain that media consumption changed because of the nature of new media. For example, the arrival

of new media changed the traditional selection and distribution of information as news media today is dependent on algorithms (Kalogeropoulos et al., 2019). Furthermore Kalogeropoulos et al., (2019) mention that “the emergence of distributed sources proceeds hand in hand with alternative news source consumption: 40% of online news users across 35 countries report using a digital-born news outlet during a typical week” (p.3).

As described in this section, the consumption of non-mainstream news sources showed to negatively affect news media trust (Fletcher & Park, 2017; Strömbäck et al., 2020; Engbersen et al., 2021). Because of these findings the following hypotheses is proposed:

Hypothesis 6 (H6): Participants that mainly use social media as news sources have lower levels of news media trust compared to other participants.

Based on the findings from prior studies on news media trust, and the complexity of the concept of news media trust, an experimental design is proposed for this study. Prior studies that were conducted on news media trust added several elements to the experiment, like the manipulations of logo's, headlines, and the manipulation of the content itself in order to test news media credibility (Baum & Abdel Rahman, 2021). As this study uses video content instead of textual content, it was decided to remove the logo on one of the videos as manipulation. The second manipulation is created based on the format of the video, as one group will see a linear television broadcast and the other two groups will see a YouTube video (one group with source and one group without source). Because of this, the experimental design of the study will test news media trust amongst three groups on the basis of trust in the media corporation or institution, trust in the actors who deliver the news, and trust in the information itself. In addition, the effect of political ideology and governmental trust, and the effect of social media usage on news media trust are taken into account within the experimental study.

It is important to note that the first group is the most manipulated group, as this group watched a short documentary (created by Nieuwsuur) on YouTube without a clear source. This group is referred to as group 1. The second group watched the same short documentary of Nieuwsuur with a clear source of the NPO and Nieuwsuur on YouTube. This group is referred to as group 2. The third group watched a linear television episode of Nieuwsuur (broadcasted online), with a clear source of NOS, Nieuwsuur and the NPO. This group is referred to as group 3. On the basis of this, the following three hypotheses are proposed:

Hypothesis 7 (H7): Participants of group 1 have lower levels of news media trust compared to participants of group 2 and group 3.

Hypothesis 8 (H8): Participants of group 3 have higher levels of news media trust compared to participants of group 1 and group 2.

Hypothesis 9 (H9): Participants of group 2 have higher levels of news media trust compared to participants of group 1 and have lower levels of news media trust compared to participants of group 3.

3. Methods

3.1 Procedure

It was decided to conduct an experiment in order to examine whether the form of the news sources would affect news media trust. As explained in section 1.3, each group was presented a different video. Because each video represented a different source of news media, it became possible to demonstrate whether there was a difference between trust levels among the three groups. Stimulus material consisted of videos that were created by Nieuwsuur. As explained previously, the first news item was a YouTube video that did not include a source. The second news item was the same YouTube video that did include a source from Nieuwsuur and the NPO. The third news item was a linear television broadcast of Nieuwsuur with sources from the NPO and the NOS included. All the videos covered the same topic which concerned three corona conspiracy theorists who had to go to trial. A manipulation-check was conducted in the survey as participants were asked about the source of the video after they watched the video, in order to check if they noticed the manipulation. It was decided to conduct an experiment in three groups, as cross-media comparison needs to be conducted on the way in which new forms of news media affect news media trust. Therefore, a comparison has been made between television and social media through the utilization of YouTube. In addition, a comparison has been made between videos that did include sources and videos that did not include sources. Thus, since the study wanted to analyze if the form of news media affects news media trust, the experimental design of the study contributed to determine a causal relationship between the two.

As explained previously, this study consists, in a way, of two parts. The first part of the study aims to answer hypotheses 1 through 6, concerning the relationship between political ideology, governmental trust, and media usage in relation to news media trust and trust in the NPO as institution. Hypotheses 1 through 6 are answered by means of linear regression analysis and independent sample t-test analysis. By conducting these analyses, hypotheses 1 through 6 and sub-question 1, sub-question 2, and sub-question 3 will be addressed and answered. The second part of the study aims to answer hypotheses 7 through 9, which concerns how the form of news sources affects news media trust. Hypotheses 7 through 9 are answered by means of ANOVA analysis with news media trust as dependent variable and participants groups as independent variable. By conducting this analysis, hypotheses 7 through 9 and the main research question will be addressed and answered. Finally, the interaction effect between the factors of the first part of the study (political ideology and

governmental trust) and the second part of the study (news media trust among participant groups) will be analyzed.

3.2 Sample description

Qualtrics software was used to create and distribute the survey. Responses were collected by means of convenience sampling, by distributing the survey through social media channels like Facebook, Instagram, and WhatsApp. The collection of respondents by means of convenience sampling has several implications. One of the advantages of convenience sampling is that it became possible to quickly recruit respondents that could be classified as adolescents. Also, because of the usage of social media, it became possible to reach many potential participants with various backgrounds for the survey. However, there are also disadvantages by collecting responses through convenience sampling. One of the major disadvantages of convenience sampling relates to the recruitment process, as the participants were recruited within the same network. Because of this it cannot be claimed that the sample used is a reliable representation of society as a whole. It is important to take this into consideration when interpreting the results of the study.

All the variables tested were translated from English to Dutch. In total, participants that conducted the survey had to answer 25 questions. The questionnaire first showed 14 questions related to political ideology, governmental trust, media usage, and trust in the NPO, then showed one of the three videos, and finally showed 11 additional questions that related to news media trust. A total of $N = 96$ respondents were recorded and $N = 9$ did not answer the question shown after the video nor a subset of questions shown before the video (table A1). Therefore, a total of $N = 87$ were amenable for further analysis. Only $N = 62$ completed the entire questionnaire (table A2). The percentage of women that conducted the survey is 75.9% and the male share is 24.1% (table A3). None of the participants chose the option prefer not to say. Participants average age was 24 ($SD = 2.96$) (table A4). The minimum age of participants was 17 and the maximum age was 33 (table A4). The sample obtained a total of 6 educational levels, the most prominent being University level (Wetenschappelijk Onderwijs / Universiteit) 63.2%, and Applied Sciences level (Hoger Beroeps Onderwijs / HBO) 23.0% (table A5). Followed by secondary education (VWO) 9.2%, and secondary education (HAVO) 3.4% (table A5). Finally, 1.1% was conducted by participants at the Intermediate Vocational Education level (Middelbaar Beroeps Onderwijs / MBO) (table A5). All the participants that conducted the survey were Dutch, as the survey needed to be conducted in Dutch.

As described previously, participants that conducted the survey were divided into three groups because of the experimental nature of the study (group 1: YouTube video without source, group 2: YouTube video with source, and group 3: television broadcast). Group 1 consisted of 32 participants, 45.5% being male, and 54.5% being female (table B1). In addition, participants average age was 24 ($SD = 6.85$) (table B2). The sample of the first group obtained a total of 5 educational levels, the most prominent being University level (48.5%), followed by Applied Sciences level (24.2%), secondary education VWO (21.2%), HAVO (3.0%), and Intermediate Vocational Education level (3.0%) (table B3). Group 2 consisted of 31 participants, 6.5% being male, and 93.5% being female (table B4). In addition, participants average age was 24 ($SD = 2.51$) (table B5). The sample of the second group obtained a total of 4 educational levels, the most prominent being University level (70.0%), followed by Applied Sciences level (23.3%), followed by secondary education VWO (3.3%) and secondary education HAVO (3.3%) (table B6). Group 3 consisted of 24 participants, 16.7% being male and 83.3% being female (table B7). In addition, participants average age was 25 ($SD = 2.34$) (table B8). The sample of the third group obtained a total of 3 educational levels, the most prominent being University level (76.0%), followed by Applied Sciences level (20.0%) and secondary education HAVO (4.0%) (table B9).

3.3 Measurements

The concept of political ideology was taken from the European Values Study (2021) and operationalized political ideology by means of a 10-point scale slider allowing participants to drag the bar from left to right (0 = left-wing, 10 = right-wing). The concept of governmental trust was taken from Cook and Gronke (2005) and included 3 items that measured governmental trust (Cronbach's $\alpha = .60$). Questions were formulated on a 5-point Likert scale that asked participants to what extent they agreed with the statement (1 = strongly disagree, 5 = strongly agree). The concept of media usage was taken from Ayyad (2011) in combination with a recent survey study conducted in the INVENT project¹ (<https://inventculture.eu/invent-congress/>). The concept of Ayyad (2011) measured media usage on a weekly basis by means of a multiple-choice question in which participants could choose multiple options (1 = television, 2 = radio, 3 = newspaper, 4 = internet 5 = none, 6 = other), when selected option six participants could give their answer by means of an open question. The second concept of media usage was taken from the recent survey study

¹ Marc Verboord, as a member of the INVENT survey, provided access to the survey.

conducted in the INVENT project, that asked participants how often they used different types of media to stay informed about events by means of a matrix question with 8 items (1 = public (broadcasting) television channels, 2 = commercial television channels, 3 = printed press (newspapers, magazines), 4 = domestic digital newspapers, news websites or news apps, 5 = foreign digital newspapers, news websites or news apps, 6 = radio, 7 = social media (e.g., Facebook, Twitter), 8 = video platforms (e.g., YouTube)).

The independent variable trust in the NPO was taken from Strömbäck et al., (2020) and included 5 items that measured trust in the media corporation or institution (Cronbach's $\alpha = .90$). Questions were formulated on a 5-point Likert scale that asked participants to what extent they agreed with the statement (1 = strongly disagree, 5 = strongly agree). The dependent variable trust in the actors who deliver the news was taken from Strömbäck et al., (2020) and included 5 items that measured trust in the actors who deliver the news (Cronbach's $\alpha = .88$). Questions were formulated on a 5-point Likert scale that asked participants to what extent they agreed with the statement (1 = strongly disagree, 5 = strongly agree). The dependent variable trust in the information itself was taken from Strömbäck et al., (2020) and included 5 items that measured trust in the information itself (Cronbach's $\alpha = .90$). Questions were formulated on a 5-point Likert scale that asked participants to what extent they agreed with the statement (1 = strongly disagree, 5 = strongly agree).

Within this study, several demographic variables are taken into account. The first variable *age* is measured by means of an open question in which the participants could give their answer in years. The second variable *gender* is measured by means of a multiple-choice question where participants could choose one answer (1 = male, 2 = female, 3 = prefer not to say). The third variable education level was measured by means of a multiple-choice question in which participants could choose one answer (1 = VMBO/Mavo, 2 = Havo, 3 = VWO, 4 = Middelbaar Beroeps Onderwijs (MBO), 5 = Hoger Beroeps Onderwijs (HBO), 6 = Wetenschappelijk Onderwijs (Universitair), 6 = other), when selected option six participants could give their answer by means of an open question.

3.4 Measurements hypotheses

Hypothesis 1: *Participants have less trust in news media when they are distinctively right-wing political oriented.* Hypothesis 1 was assessed in two steps. First it was assessed whether there was a linear relationship between news media trust and political ideology. To this end, a linear regression was performed with news media trust as dependent variable and political ideology as the independent variable. Second, a potential difference in news media

trust was measured between distinctively right-wing political oriented participants and others. The cut off point for distinctively right-wing political ideology was 8. It was decided to use 8 as cut off point for distinctively right-wing political ideology, as 0 through 4 could be classified as left-wing political ideology, 5 could be classified as centrist political ideology, and 6 through 10 as right-wing political ideology. Therefore, in order to be distinctively right-wing political oriented, it was decided to use 8 as cut off point. To this end, an independent samples t-test was performed.

Hypothesis 2: *Participants have more trust in the news media when they have trust in the government.* Hypothesis 2 was assessed by analyzing a linear relationship between news media trust and trust in the government. To this end, a linear regression analysis was performed with news media trust as dependent variable and trust in the government as the independent variable.

Hypothesis 3: *Participants have less trust in the NPO when they are distinctively right-wing political oriented.* Hypothesis 3 was assessed in two steps. First it was assessed whether there was a linear relationship between trust in the NPO and political ideology. To this end, a linear regression analysis was performed with trust in the NPO as dependent variable and political ideology as independent variable. Next, the same principle of hypothesis 1 was applied to measure distinctively right-wing political ideology by means of an independent samples t-test.

Hypothesis 4: *Participants have more trust in the NPO when they have trust in the government.* Hypothesis 4 was assessed by analyzing a linear relationship between trust in the NPO and trust in the government. To this end, a linear regression analysis was performed with trust in the NPO as dependent variable and trust in the government as independent variable.

Hypothesis 5: *Participants have more trust in the NPO when they have trust in the news media.* Hypothesis 5 was assessed by analyzing a linear relationship between trust in the NPO and trust in the news media. To this end, a linear regression analysis was performed with trust in the NPO as dependent variable and trust in the news media as independent variable.

Hypothesis 6: *Participants that mainly use social media as news sources have lower levels of news media trust compared to other participants.* The usage of social media as news sources included social media (e.g., Facebook, Twitter), and video platforms (e.g., YouTube). Other sources included public broadcasting television, commercial television, printed press (newspapers, magazines), digital newspapers (domestic and foreign news websites or news apps) and radio. The extend of media use was scored for each type of media source: (almost) no use of the media source = 5, less than once a month = 4, at least once a month = 3, at least

once a week = 2, (almost) daily = 1. Then, the mean score of social media news sources was calculated, and the mean score of the other media news sources was calculated. Next, these mean scores were compared and participants were categorized into three groups: having a higher score for social media source use than traditional media source use, and others. Finally, the news media trust was compared for both groups by performing an independent t-test.

Hypothesis 7-9: *News media trust compared between participant groups.* To compare news media trust between participants groups, who saw different videos, an ANOVA analysis was performed with news media trust as dependent variable and participants groups as independent variable.

4. Results

4.1 Political ideology, governmental trust, and media usage

On average the political ideology of the participants was 4.67 ($SD = 2.24$), meaning that on average the political ideology of the participants was center with a slight orientation to left-wing (table A6). On average participants governmental trust was 2.91 ($SD = 0.71$), meaning that on average participants were neutral in regards to trust in the government (table A7). When asked about participants media usage on a weekly basis, 64.6% watched television, 35.4% listened to the radio, 26.0% read newspapers, 87.5% used the internet, and 5.2% reported other media like search engines and social media (table A8). In addition, when asked what kind of media were used to keep informed about events on a weekly basis, 33.8% of the participants watched television programs from the NPO, 25.3% of the participants watched television programs from commercial broadcasters, 19.2% of the participants read printed press like newspapers or magazines, 25.0% of the participants consumed domestic digital newspapers, news websites or news apps, 29.1% of the participants consumed foreign digital newspapers, news websites or news apps, 25.0% of the participants listened to the radio, 12.5% of the participants used social media, and finally, 26.3% of the participants used video platforms like YouTube (table A9).

4.2 Hypothesis 1

Hypothesis 1: *Participants have less trust in news media when they are distinctively right-wing political oriented.* A linear regression analysis and an independent sample t-test analysis were conducted in order to answer the hypothesis. The analysis showed that there was a slight tendency towards left-wing political preference as the trust in news media increases ($B = -0.038$) (table C1). However, this effect is not significant ($p = 0.355 > 0.05$) (table C1). Trust in news media was lower among participants who are distinctively right-wing political oriented ($M = 2.92$, $SD = 0.81$) than other participants ($M = 3.20$, $SD = 0.73$) (table C2). However, this difference is not significant ($t = 0.998$, $p = 0.161 > 0.05$) (table C3).

The analysis showed that there was a slight tendency towards left-wing political preference as the trust in news media increases, but the effect showed to be not significant. Trust in news media was lower among participants who are distinctively right-wing political oriented compared to other participants, but the effect showed to be not significant. Therefore, the first hypothesis, participants have less trust in news media when they are distinctively right-wing political oriented, could not be accepted.

4.3 Hypothesis 2

Hypothesis 2: *Participants have more trust in the news media when they have trust in the government.* A linear regression analysis was conducted in order to answer the hypothesis. The analysis showed that trust in news media increased significantly with increasing governmental trust ($B = 0.318, p = 0.010 < 0.05$) (table C4).

The analysis showed that trust in news media increased significantly with increasing governmental trust. Because of this, the null hypothesis that there is no relationship between governmental trust and news media trust could be rejected.

4.4 Hypothesis 3

Hypothesis 3: *Participants have less trust in the NPO when they are distinctively right-wing political oriented.* In order to answer this hypothesis a linear regression analysis and an independent sample t-test analysis were conducted. The analysis showed that there was a slight tendency towards left-wing political preference as the trust in the NPO increases ($B = -0.109$) (image 5). This effect is significant ($p = 0.005 < 0.05$) (table C5). Trust in the NPO was lower among participants who are distinctively right-wing political oriented ($M = 2.87, SD = 1.13$) than other participants ($M = 3.57, SD = 0.69$) (table C6). This difference is significant ($t = -2.627, p = 0.005 < 0.05$) (table C7).

The analysis showed that there was a slight tendency towards left-wing political preference as the trust in the NPO increases. This effect is significant. In addition, trust in the NPO was significantly lower among participants who are distinctively right-wing political oriented. Because of this, the null hypothesis that there is no relationship between political ideology and trust in media corporations or institutions could be rejected.

4.5 Hypothesis 4

Hypothesis 4: *Participants have more trust in the NPO when they have trust in the government.* In order to answer this hypothesis a linear regression analysis was conducted. The analysis showed that trust in the NPO increased significantly with increasing governmental trust ($B = 0.474, p = 0.001 < 0.05$) (table C8).

The analysis showed that trust in the NPO increased significantly with increasing governmental trust. Because of this, the null hypothesis that there is no relationship between governmental trust and trust in media corporations or institutions could be rejected.

4.6 Hypothesis 5

Hypothesis 5: *Participants have more trust in the NPO when they have trust in the news media.* In order to answer this hypothesis a linear regression analysis was conducted. The analysis showed that trust in the NPO increased significantly with increasing trust in the news media ($B = 0.756, p = 0.001 < 0.05$) (table C9).

The analysis showed that trust in the NPO increased significantly with increasing trust in the news media. Because of this, the null hypothesis that there is no relationship between trust in the NPO and news media trust could be rejected.

4.7 Hypothesis 6

Hypothesis 6: *Participants that mainly use social media as news sources have lower levels of news media trust compared to other participants.* In order to answer this hypothesis, an independent sample t-test analysis was conducted. The analysis showed that news media trust was lower among participants that scored higher on social media source use than on traditional media source use ($M = 3.06, SD = .88$) than for other participants ($M = 3.18, SD = .73$) (table C10). However, this difference was not significant ($t = 0.399, p = 0.346 > 0.05$) (table C11).

The analysis showed that news media trust was lower among participants that scored higher on social media source use than on traditional media source use compared to other participants. However, this difference was not significant. Therefore, the hypothesis that participants that mainly use social media as news sources have lower levels of news media trust compared to other participants, could not be accepted.

4.8 Hypothesis 7-9

Hypothesis 7-9 compared news media trust between participant groups. News media trust was highest for participants within group 2 (YouTube with source) ($M = 3.42, SD = .72$) (image 12). Lower news media trust was observed for participants within group 3 (television broadcast) ($M = 3.23, SD = 0.75$) (table C12). The lowest news media trust was observed for participants within group 1 (YouTube without a source) ($M = 2.92, SD = 0.70$) (table C12). However, no significant differences were observed between all groups ($F = 0.112, p = 0.895 > 0.05$) (table C13).

The analysis showed that news media trust was highest for participants within group 2 (YouTube with source) followed by participants within group 3 (television broadcast), and

finally the lowest news media trust was observed for participants within group 1 (YouTube without source). Although it was assumed that a significant difference would be found between participant groups, the ANOVA analysis showed no significance. Therefore, hypothesis 7; participants of group 1 have lower levels of news media trust compared to participants of group 2 and group 3, could not be accepted. Hypothesis 8; participants of group 3 have higher levels of news media trust compared to participants of group 1 and group 2, could not be accepted. Finally, hypothesis 9; participants of group 2 have higher levels of news media trust compared to participants of group 1 and have lower levels of news media trust compared to participants of group 3, could not be accepted.

4.9 Interaction between participant groups

In addition to the above-mentioned analysis of hypotheses 1-9, a 2 by 2 between-groups analysis of covariance was conducted to analyze the interaction effect between distinctively right-wing political orientation in relation to trust in the news media amongst the three participants groups. The independent variables were distinctively right-wing political orientation and the participant groups. The dependent variable was trust in the news media. The analysis showed that there was no significant interaction effect between distinctively right-wing political orientation and news media trust amongst the three participant groups $F(261, 61) = 2.14, p > 0.05$. Neither of the main effects were statistically significant, distinctively right-wing political orientation $F(261, 61) = 2.24, p > 0.05$; participant group $F(261, 61) = 0.74, p > 0.05$. These results suggest that distinctively right-wing political orientation is not affecting news media trust and distinctively right-wing political orientation amongst the groups does not affect news media trust.

The same principle was applied to analyze the interaction effect between trust in the government in relation to trust in the news media amongst the three participant groups, by means of a 2 by 2 between-groups analysis of covariance. The independent variables were trust in the government and the participant groups. The dependent variable was trust in the news media. The analysis showed that there was no significant interaction effect between governmental trust and news media trust amongst the three participant groups $F(996, 66) = 1.62, p > 0.05$ (table D2). Only one of the effects showed to be statistically significant, governmental trust: $F(996, 66) = 2.58, p < 0.05$; participant group is insignificant: $F(996, 66) = 2.84, p > 0.05$ (table D2). These results suggest that participants governmental trust is affecting news media trust, however participants governmental trust interaction effect between the groups does not affect news media trust.

The same analysis should be applied for the interaction effect between media usage in relation to trust in the news media among the three participant groups. Unfortunately, this analysis could not be performed because of the small number of participants who solely used social media to obtain news media.

5. Discussion and conclusion

This study emphasizes on the importance of news media trust by examining how several factors affect the concept of news media trust. In addition, the study offers an opportunity to examine how the form of news sources affects news media trust. This study aimed to answer the question; to what extent is the form of news sources affecting news media trust among viewers of Nieuwsuur? In addition to the main research question, several sub-questions were taken into account because a literature review on news media trust showed that political ideology, governmental trust, and media usage affect the concept of news media trust. Therefore, in addition to the main research question, the study aimed to answer the following sub-questions; to what extent is political ideology affecting news media trust, to what extent is governmental trust affecting news media trust, and to what extent is social media usage affecting news media trust? Nine hypotheses were drawn up on the basis of these research questions and were answered through quantitative analysis with SPSS statistics by means of linear regression analysis, independent samples t-test analysis, ANOVA analysis, and a 2 by 2 between-groups analysis of covariance.

The first part of the study addressed the three sub-questions of the study. The first sub-question; to what extent is political ideology affecting news media trust, was analyzed by means of linear regression analyses and independent samples t-test analyses. The results of the study made evident that there is no significant relationship between political ideology and news media trust. On the basis of literature research, it was expected that there would be a significant relationship between political ideology and news media trust (Strömbäck et al., 2020; Hanitzsch et al., 2018; Lee, 2010). Nevertheless, the study made evident that there is a significant relationship between political ideology and trust in the NPO as institution (Strömbäck et al., 2020; Hanitzsch et al., 2018; Lee, 2010). As the relationship between political ideology and news media trust is not significant, but the relationship between political ideology and trust in the NPO as institution is significant, it is important to try to understand why this is the case. First of all, since there is no set definition for the concept of news media trust it could be possible that previous studies on news media trust refer different to the concept of news media trust compared to this study. Conceptual clarity of the concept of news media trust is lacking and because of this it could be possible that the results of previous studies that refer to the concept of news media trust, actually refer to trust in media organizations and institutions. Strömbäck et al., (2020) confirm this observation as they mention that conceptual clarity of the concept of news media trust is lacking by explaining that “what is needed is a specification of news media trust that both (a) stays close to the

broader definition of trust and (b) the specific nature and function of news media in democratic societies” (p.148). On the basis of this, Strömbäck et al., (2020) mention that “the focus should be on trust not in media as institutions or in the people running media institutions, but trust in the information coming from news media at different levels of analysis” (p.148). This study aimed to contribute to this definition by conducting experimental analysis on how the form of news sources affects news media trust. However, a more general concept of news media trust is needed for future research on the topic. Another possible explanation for the outcome of the first sub-question could be due to the number of participants that answered the questions prior to the video and subsequent to the video, as the number of participants that answered the questions prior to the video was significantly higher than the number of participants that answered the questions subsequent to the video. This might have affected the outcome of the relationship between political ideology and news media trust. It may also explain why there is a significant relationship between political ideology and trust in the NPO as institution, as questions that related to political ideology and trust in the NPO as institution were stated prior to the video. Because of this, additional research needs to be conducted on the relationship between political ideology and news media trust, as it may be possible that if this study was conducted with a larger sample the difference would be significant.

The second sub-question; to what extent is governmental trust affecting news media trust, was analyzed by means of linear regression analyses and independent samples t-test analyses. The results of the study made evident that there is a significant relationship between governmental trust and news media trust. This was expected, as a literature review on governmental trust and news media trust made evident that there is a strong relationship between the two (Strömbäck et al., 2020; Lee, 2010; Van Beek et al., 2006). Additionally, the study made evident that there is a significant relationship between governmental trust and trust in the NPO as institution. This could be explained as the NPO is, as it were, bound to the government. However, the study did not make evident if this significant relationship is indeed based on the relationship between the government and the NPO. Therefore, additional research needs to be conducted on whether trust in the NPO actually has to do with society perceiving the NPO as part of the government, or that this has another cause. Because of this, more research needs to be conducted on the relationship between governmental trust and news media trust, and the relationship of governmental trust and trust in media corporations and institutions in order to explain the causality of this relationship. It is important that more research on this relationship is conducted, as it is important that society trusts institutions like

the government and the media in order for members of society to be self-governing and free (Strömbäck et al., 2020).

The third sub-question; to what extent is social media usage affecting news media trust, was analyzed by means of independent sample t-test analysis. The results of the study made evident that there is no significant relationship between social media usage and news media trust. This result is contradictory to previous studies that analyzed social media usage in relation to news media trust (Fletcher & Park, 2017; Strömbäck et al., 2020; Engbersen et al., 2021). Again, it is important to understand why this result is contradictory to results of prior research on the relationship between social media usage and news media trust. The outcome may have to do with the way in which social media usage was measured in this study. For instance, only two questions in the survey covered the topic of media usage. One of the two questions even proved not relevant enough for data analysis. The other question measured media usage in a complex matter, as it asked participants how often they used certain media to stay informed about events, in which different media sources were given as choices. A problem has emerged because of this way of questioning, as a distinction was made between traditional media and new media, which caused a very small number of participants to indicate that they solely used social media as news sources to stay informed about events. Because of this, the sample became too small for proper analysis on the relationship of social media usage and news media trust. Therefore, additional research needs to be conducted on the relationship between social media usage and news media trust.

The second part of the study addressed the main research question of the study; to what extent is the form of news sources affecting news media trust among viewers of Nieuwsuur, by conducting an experiment that compared news media trust among participant groups. The ANOVA analysis made evident that there is no significant difference between the three participant groups. Because of this, no difference can be indicated between the television broadcast and the YouTube videos (with and without sources) regarding how participants perceived news media trust of the news sources of Nieuwsuur. It might be possible that the form of the news sources does not affect the perception regarding the trustworthiness of the news sources. However, it could also be that the opposite is the case, meaning that there is a relationship between the form of news sources and news media trust among viewers of Nieuwsuur. The fact that there is no significant relationship could be explained on the basis of the conditions of the study, as the number of participants that answered the questions prior to the video was significantly higher than the number of participants that answered the questions subsequent to the video. As Strömbäck et al., (2020)

explained additional research needs to be conducted on news media trust that relates to the information coming from news media. This study sought to contribute to this demand by conducting an experiment, focused on the information within the news sources and the actors within the respective news items. As the results from this study found no significant relationship between the form of news sources and news media trust, additional research needs to be conducted on the topic on a larger scale to confirm if there is a relationship, or no relationship, between the form of news sources and news media trust. In retrospect, there are some aspects that can be improved for follow-up research regarding the topic of news media trust. For example, selection bias needs to be reduced in future research, as this study recruited participants by means of convenience sampling. Because of this it cannot be claimed that the sample used is a reliable representation of society as a whole. Also, response bias may have occurred as this study asked participants personal and sensitive questions in relation to political ideology, governmental trust and news media trust, which could have influenced the responses of the participants. Another concern is that of interpretative bias, as participants may have misinterpreted some of the questions due to the complexity of the question statements. Furthermore, additional research needs to be conducted on the causality of political ideology, governmental trust, media usage and news media trust. In addition, future research on news media trust should build on a more diverse theoretical background, as this study mainly made use of research conducted in the United States.

Besides the theoretical relevance of the study, the study has a societal relevance, as this study wanted to investigate whether the current strategy of the NPO is sufficient to solve their problem regarding trustworthiness. The NPO found that fake news and deep fakes are influencing the trustworthiness of the NPO, and wants to address this problem by “increasing trustworthiness, increasing media literacy, and reducing the distance to creators” (NPO en de omroepen, 2020). In addition to these findings from the NPO, this study found other factors that influence the trustworthiness of the broadcaster, as the study made evident that there is a significant relationship between political ideology and trust in the NPO as institution, and between governmental trust and trust in the NPO as institution. First of all, it is important that the NPO is aware of the relationship between political ideology and trust in the NPO as institution, irrespective of news media trust, as the NPO aims to “to hear and see everyone” and wants to “reduce fragmentation”. Therefore, the NPO should reflect more on its existing media bias and its associated political ideology in relation to perceived trust of the NPO, by aiming to hear and see members of society with a different political ideology in order to reduce fragmentation. Secondly, the NPO needs to be aware of the relationship between trust

in the government and trust in the NPO as institution as the current declining trust in the government may affect trust in the NPO (Engbersen et al., 2021). Furthermore, it must be questioned and examined why and in what respect trust in the government is related to trust in NPO in order for the NPO to address the problem of trustworthiness of the broadcaster. Finally, the study found a significant relationship between trust in the NPO and trust in the news media. Because of this it is important that the NPO, and the associated organizations, continue to strive for the creation of reliable news media in order for the news media to maintain a trustworthy image.

6. References

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7. Appendices

Appendix A - Sample description output

Table A1

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
group	96	1.00	3.00	1.8958	.81408
Wat is je leeftijd?	87	17	33	23.87	2.964
Valid N (listwise)	87				

Table A2

	Case Processing Summary					
	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
Tnewsmedia * group	62	64.6%	34	35.4%	96	100.0%

Table A3

Wat is je geslacht?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	21	21.9	24.1	24.1
	Vrouw	66	68.8	75.9	100.0
	Total	87	90.6	100.0	
Missing	System	9	9.4		
Total		96	100.0		

Table A4

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Wat is je leeftijd?	87	17	33	23.87	2.964
Valid N (listwise)	87				

Table A5**Wat is je hoogst genoten opleiding? – Selected Choice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Havo	3	3.1	3.4	3.4
	Middelbaar Beroeps Onderwijs (MBO)	1	1.0	1.1	4.6
	Hoger Beroeps Onderwijs (HBO)	20	20.8	23.0	27.6
	Wetenschappelijk Onderwijs (Universitair)	55	57.3	63.2	90.8
	VWO	8	8.3	9.2	100.0
	Total	87	90.6	100.0	
Missing	System	9	9.4		
Total		96	100.0		

Table A6**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
In de politiek spreekt men over "links" en "rechts". Hoe zou jij jouw standpunten op deze schaal plaatsen? – Sleep de balk voor jouw politieke voorkeur (0 is links, 10 is rechts)	86	.00	10.00	4.6744	2.24102
Valid N (listwise)	86				

Table A7**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Tgovernment	86	1.33	4.33	2.9109	.71295
Valid N (listwise)	86				

Table A8**Welke soorten media gebruik je op wekelijkse basis? – Selected Choice Televisie**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Televisie	62	64.6	100.0	100.0
Missing	System	34	35.4		
Total		96	100.0		

Welke soorten media gebruik je op wekelijkse basis? – Selected Choice Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Radio	34	35.4	100.0	100.0
Missing	System	62	64.6		
Total		96	100.0		

Welke soorten media gebruik je op wekelijkse basis? – Selected Choice Krant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Krant	25	26.0	100.0	100.0
Missing	System	71	74.0		
Total		96	100.0		

Welke soorten media gebruik je op wekelijkse basis? – Selected Choice Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	84	87.5	100.0	100.0
Missing	System	12	12.5		
Total		96	100.0		

Welke soorten media gebruik je op wekelijkse basis? – Selected Choice Anders

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Anders	5	5.2	100.0	100.0
Missing	System	91	94.8		
Total		96	100.0		

Welke soorten media gebruik je op wekelijkse basis? – Anders – Text

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		92	95.8	95.8	95.8
	DuckDuckGo (zoekmachine)	1	1.0	1.0	96.9
	Sociale media	3	3.1	3.1	100.0
Total		96	100.0	100.0	

Table A9

Hoe vaak gebruik je de volgende media om op de hoogte te blijven van actuele zaken? – Click to write Column 1 – Gedrukte pers (kranten, tijdschriften)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Vrijwel) dagelijks	5	5.2	6.4	6.4
	Minstens eens per week	15	15.6	19.2	25.6
	Minstens eens per maand	12	12.5	15.4	41.0
	Minder dan eens per maand	20	20.8	25.6	66.7
	(Vrijwel) nooit	26	27.1	33.3	100.0
	Total	78	81.3	100.0	
Missing	System	18	18.8		
Total		96	100.0		

Hoe vaak gebruik je de volgende media om op de hoogte te blijven van actuele zaken? – Click to write Column 1 – Binnenlandse digitale kranten, nieuwswebsites of nieuwsapps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Vrijwel) dagelijks	46	47.9	57.5	57.5
	Minstens eens per week	20	20.8	25.0	82.5
	Minstens eens per maand	4	4.2	5.0	87.5
	Minder dan eens per maand	7	7.3	8.8	96.3
	(Vrijwel) nooit	3	3.1	3.8	100.0
	Total	80	83.3	100.0	
Missing	System	16	16.7		
Total		96	100.0		

Hoe vaak gebruik je de volgende media om op de hoogte te blijven van actuele zaken? – Click to write Column 1 – Sociale media (bijv. Facebook, Twitter)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Vrijwel) dagelijks	60	62.5	75.0	75.0
	Minstens eens per week	10	10.4	12.5	87.5
	Minstens eens per maand	1	1.0	1.3	88.8
	Minder dan eens per maand	3	3.1	3.8	92.5
	(Vrijwel) nooit	6	6.3	7.5	100.0
	Total	80	83.3	100.0	
Missing	System	16	16.7		
Total		96	100.0		

Hoe vaak gebruik je de volgende media om op de hoogte te blijven van actuele zaken? – Click to write Column 1 – Video platforms (bijv. YouTube)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Vrijwel) dagelijks	34	35.4	42.5	42.5
	Minstens eens per week	21	21.9	26.3	68.8
	Minstens eens per maand	6	6.3	7.5	76.3
	Minder dan eens per maand	12	12.5	15.0	91.3
	(Vrijwel) nooit	7	7.3	8.8	100.0
	Total	80	83.3	100.0	
Missing	System	16	16.7		
Total		96	100.0		

Hoe vaak gebruik je de volgende media om op de hoogte te blijven van actuele zaken? - Click to write Column 1 - Buitenlandse digitale kranten, nieuwswebsites of nieuwsapps

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Vrijwel) dagelijks	5	5.2	6.3	6.3
	Minstens eens per week	23	24.0	29.1	35.4
	Minstens eens per maand	10	10.4	12.7	48.1
	Minder dan eens per maand	16	16.7	20.3	68.4
	(Vrijwel) nooit	25	26.0	31.6	100.0
	Total	79	82.3	100.0	
Missing	System	17	17.7		
	Total	96	100.0		

Hoe vaak gebruik je de volgende media om op de hoogte te blijven van actuele zaken? - Click to write Column 1 - Radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Vrijwel) dagelijks	8	8.3	10.0	10.0
	Minstens eens per week	20	20.8	25.0	35.0
	Minstens eens per maand	20	20.8	25.0	60.0
	Minder dan eens per maand	15	15.6	18.8	78.8
	(Vrijwel) nooit	17	17.7	21.3	100.0
	Total	80	83.3	100.0	
Missing	System	16	16.7		
	Total	96	100.0		

Appendix B - Sample description participant groups output

Table B1

Wat is je geslacht?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	15	39.5	45.5	45.5
	Vrouw	18	47.4	54.5	100.0
	Total	33	86.8	100.0	
Missing	System	5	13.2		
	Total	38	100.0		

Table B2

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Wat is je leeftijd?	33	17	57	24.00	6.851
Valid N (listwise)	33				

Table B3**Wat is je hoogst genoten opleiding? – Selected Choice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Havo	1	2.6	3.0	3.0
	Middelbaar Beroeps Onderwijs (MBO)	1	2.6	3.0	6.1
	Hoger Beroeps Onderwijs (HBO)	8	21.1	24.2	30.3
	Wetenschappelijk Onderwijs (Universitair)	16	42.1	48.5	78.8
	VWO	7	18.4	21.2	100.0
	Total	33	86.8	100.0	
Missing	System	5	13.2		
Total		38	100.0		

Table B4**Wat is je geslacht?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	2	6.3	6.5	6.5
	Vrouw	29	90.6	93.5	100.0
	Total	31	96.9	100.0	
Missing	System	1	3.1		
Total		32	100.0		

Table B5**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Wat is je leeftijd?	31	19	29	23.87	2.513
Valid N (listwise)	31				

Table B6**Wat is je hoogst genoten opleiding? – Selected Choice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Havo	1	3.1	3.3	3.3
	Hoger Beroeps Onderwijs (HBO)	7	21.9	23.3	26.7
	Wetenschappelijk Onderwijs (Universitair)	21	65.6	70.0	96.7
	VWO	1	3.1	3.3	100.0
	Total	30	93.8	100.0	
Missing	System	2	6.3		
Total		32	100.0		

Table B7**Wat is je geslacht?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	4	14.8	16.7	16.7
	Vrouw	20	74.1	83.3	100.0
	Total	24	88.9	100.0	
Missing	System	3	11.1		
Total		27	100.0		

Table B8**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Wat is je leeftijd?	87	17	33	23.87	2.964
Valid N (listwise)	87				

Table B9**Wat is je hoogst genoten opleiding? – Selected Choice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Havo	1	3.7	4.0	4.0
	Hoger Beroeps Onderwijs (HBO)	5	18.5	20.0	24.0
	Wetenschappelijk Onderwijs (Universitair)	19	70.4	76.0	100.0
	Total	25	92.6	100.0	
Missing	System	2	7.4		
Total		27	100.0		

Appendix C – Output of the hypotheses

Table C1 – Hypothesis 1, linear regression analysis

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.353	.221		15.166	<.001	2.910	3.795
	In de politiek spreekt men over "links" en "rechts". Hoe zou jij jouw standpunten op deze schaal plaatsen? – Sleep de balk voor jouw politieke voorkeur (0 is links, 10 is rechts)	-.038	.040	-.119	-.932	.355	-.118	.043

a. Dependent Variable: Tnewsmedia

Table C2 – Hypothesis 1, independent samples t-test

Group Statistics					
In de politiek spreekt men over "links" en "rechts". Hoe zou jij jouw standpunten op deze schaal plaatsen? – Sleep de balk voor jouw politieke voorkeur (0 is links, 10 is rechts)					
		N	Mean	Std. Deviation	Std. Error Mean
Tnewsmedia	>= 8.00	8	2.9222	.81034	.28650
	< 8.00	54	3.2023	.73086	.09946

Table C3 – Hypothesis 1, independent samples t-test

Independent Samples Test									
		Levene's Test for Equality of Variances			t-test for Equality of Means				
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference
						One-Sided p	Two-Sided p		
Tnewsmedia	Equal variances assumed	.161	.690	-.998	60	.161	.322	-.28004	.28056
	Equal variances not assumed			-.923	8.772	.190	.380	-.28004	.30327

Table C4 – Hypothesis 2, linear regression analysis

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.231	.365		6.118	<.001	1.502	2.961
	Tgovernment	.318	.120	.323	2.645	.010	.077	.558

a. Dependent Variable: Tnewsmedia

Table C5 – Hypothesis 3, linear regression analysis

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	4.003	.196		20.419	<.001	3.612	4.393
	In de politiek spreekt men over "links" en "rechts". Hoe zou jij jouw standpunten op deze schaal plaatsen? – Sleep de balk voor jouw politieke voorkeur (0 is links, 10 is rechts)	-.109	.037	-.318	-2.926	.005	-.183	-.035

a. Dependent Variable: Tnpo

Table C6 – Hypothesis 3, independent samples t-test

Group Statistics					
In de politiek spreekt men over "links" en "rechts". Hoe zou jij jouw standpunten op deze schaal plaatsen? – Sleep de balk voor jouw politieke voorkeur (0 is links, 10 is rechts)					
		N	Mean	Std. Deviation	Std. Error Mean
Tnpo	>= 8.00	9	2.8667	1.12694	.37565
	< 8.00	69	3.5652	.69278	.08340

Table C7 – Hypothesis 3, independent samples t-test

		Independent Samples Test							
		Levene's Test for Equality of Variances			t-test for Equality of Means				
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference
						One-Sided p	Two-Sided p		
Tnpo	Equal variances assumed	9.262	.003	-2.627	76	.005	.010	-.69855	.26595
	Equal variances not assumed			-1.815	8.806	.052	.104	-.69855	.38479

Table C8 – Hypothesis 4, linear regression analysis

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.093	.329		6.367	<.001	1.438	2.747
	Tgovernment	.474	.109	.444	4.351	<.001	.257	.691

a. Dependent Variable: Tnpo

Table C9 – Hypothesis 5, linear regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	1.043	.360		2.898	.005	.323	1.764
	Tnewsmedia	.756	.111	.661	6.821	<.001	.534	.977

a. Dependent Variable: Tnpo

Table C10 – Hypothesis 6, independent samples t-test

	oldvsnew2	N	Mean	Std. Deviation	Std. Error Mean
Tnewsmedia	.00	55	3.1796	.72955	.09837
	1.00	7	3.0603	.87787	.33180

Table C11 – Hypothesis 6, independent samples t-test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference
						One-Sided p	Two-Sided p		
Tnewsmedia	Equal variances assumed	.290	.592	.399	60	.346	.692	.11928	.29925
	Equal variances not assumed			.345	7.095	.370	.740	.11928	.34608

Table C12 – Hypothesis 7-9, ANOVA analysis

group	Mean	Std. Deviation	N
Mediagebruik	2.9157	.69952	24
YouTube	3.4222	.72197	19
Nieuwsuur	3.2263	.74524	19
Total	3.1661	.74055	62

Table C13 – Hypothesis 7-9, ANOVA analysis

Levene's Test of Equality of Error Variances^a

Dependent Variable: Tnewsmedia

F	df1	df2	Sig.
.112	2	59	.895

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + group + group * rechs + rechs

Appendix D – Output interaction between participant groups

Table D1 – 2 by 2 between-groups analysis of covariance

Tests of Between-Subjects Effects

Dependent Variable: Tnewsmedia

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5.079 ^a	5	1.016	2.005	.092
Intercept	132.549	1	132.549	261.607	<.001
group	.754	2	.377	.744	.480
rechs	1.135	1	1.135	2.240	.140
group * rechs	2.168	2	1.084	2.140	.127
Error	28.374	56	.507		
Total	654.964	62			
Corrected Total	33.453	61			

a. R Squared = .152 (Adjusted R Squared = .076)

Table D2 – 2 by 2 between-groups analysis of covariance

Tests of Between-Subjects Effects

Dependent Variable: Tnewsmedia

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	20.311 ^a	24	.846	2.383	.009
Intercept	353.995	1	353.995	996.658	<.001
Tgovernment	8.244	9	.916	2.579	.020
group	2.019	2	1.009	2.842	.071
Tgovernment * group	7.485	13	.576	1.621	.123
Error	13.142	37	.355		
Total	654.964	62			
Corrected Total	33.453	61			

a. R Squared = .607 (Adjusted R Squared = .352)