

**Presentation by Dr Kirsty Park, EDMO Ireland and DCU FuJo Institute (IE), on selected key findings from the Digital News Report 2022 for the Thematic session 1: Disinformation, plurality and trust at the 56th EPRA meeting in Antalya on 13 October 2022**

(see also Dr Kirsty Park's PowerPoint presentation:

<https://www.epra.org/attachments/autumn-session-2022-thematic-session-1-disinformation-plurality-and-trust-digital-news-report-2022>)

## Methodology

The countries included in this analysis are EPRA members who take part in the Reuters Digital News Report study. The data gathered spans 2016 to 2022, with data collection occurring in the first quarter of each year.

Samples were assembled using nationally representative quotas for age, gender, and region in every market as well as education and political quotas across selected countries. The data in all markets were weighted to targets based on census/industry accepted data. Data is collected through an online questionnaire, meaning that the sample is representative of an online population and may under-represent those who have less internet access.

In most cases trend data compares 2022 with data from 2017, but in some instances where a question was not asked every year or where a large proportion of countries did not include the question in their questionnaire data is instead taken from 2016 or 2018.

You can find out more about the methodology and sampling methods used for the study, as well as the most recent international report, at:

<https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022>.

*If your country does not currently participate in the Digital News Report, but you would like to find out more about being involved, please contact **Richard Fletcher** ([richard.fletcher@politics.ox.ac.uk](mailto:richard.fletcher@politics.ox.ac.uk)) from the Reuters Institute.*

To allow for regional comparisons, each country was assigned a designation of North, South, East or West Europe with each region represented by a different colour. The complete list can be seen below.

The numbers used throughout charts represent percentages unless otherwise noted and changes are discussed in the context of percentage point drops, e.g. Finland moving from 20 to 10 in a chart means 20% to 10% which is a drop of 10 percentage points.

Bulgaria did not participate in 2017 and so charts which make comparisons with 2017 use data from 2018 for Bulgaria, except for news avoidance which uses data from 2019.

Bulgaria Czech Republic Hungary Poland Romania Slovakia	Eastern Europe
Denmark Finland Norway Sweden	Northern Europe
Croatia Greece Italy Portugal Spain Turkey	Southern Europe
Austria Belgium France Germany Ireland Netherlands Switzerland UK	Western Europe

## Section One

### Trust in news

Percentage who agree with the statement 'I think you can trust most news most of the time'.

	2017	2022	PP difference since 2017
Finland	62	69	7
Portugal	58	61	3
Denmark	50	58	8
Norway	49	56	7
Netherlands	51	56	5
Ireland	46	52	6
Belgium	48	51	3

Sweden	42	50	8
Germany	50	50	0
Switzerland	46	46	0
Poland	53	42	-11
Austria	45	41	-4
Croatia	39	38	-1
Turkey	40	36	-4
Bulgaria	38	35	-3
Italy	39	35	-4
Czechia	32	34	2
UK	43	34	-9
Romania	39	33	-6
Spain	51	32	-19
France	30	29	-1
Hungary	31	27	-4
Greece	23	27	4
Slovakia	27	26	-1

### Interest in news

Percentage who answered 'extremely interested' or 'very interested' to the question 'How interested, if at all, would you say you are in news?'.

	2017	2022	PP change since 2017
Finland	71	67	-4
Turkey	80	63	-17
Greece	69	60	-9
Austria	67	57	-10
Germany	70	57	-13
Ireland	70	57	-13
Norway	61	55	-6
Spain	82	55	-27
Netherlands	59	55	-4
Romania	69	52	-17
Bulgaria	63	51	-12
Sweden	55	51	-4
Portugal	69	51	-18
Switzerland	61	50	-11
Denmark	54	49	-5
Belgium	57	46	-11

Czechia	48	45	-3
Hungary	61	45	-16
UK	65	43	-22
Poland	64	42	-22
Croatia	57	41	-16
France	54	38	-16
Italy	72	37	-35
Slovakia	37	31	-6

## News Avoidance

Percentage who answered 'often' or 'sometimes' to the question 'Do you find yourself actively trying to avoid news these days?'.

	2017	2022	PP change since 2017
Croatia	50	58	8
Turkey	57	56	-1
Greece	57	51	-6
Bulgaria	46	47	1
UK	24	46	22
Slovakia	27	44	17
Portugal	22	42	20
Poland	44	41	-3
Ireland	29	41	12
Romania	32	40	8
Hungary	31	40	9
Austria	23	39	16
Netherlands	28	38	10
Czechia	22	38	16
France	29	36	7
Spain	26	35	9
Italy	29	34	5
Belgium	22	34	12
Switzerland	26	32	6
Sweden	21	32	11
Germany	25	29	4
Norway	21	28	7
Finland	18	20	2
Denmark	15	20	5

## Reasons given for avoiding news

Percentage for each topic in response to the following question: 'You said that you find yourself trying to avoid news... Which, if any, of the following are reasons why you actively try to avoid news? Please select all that apply.'

	The news has a negative effect on my mood	I am worn out by the amount of news there is these days	There is too much coverage of subjects like politics or coronavirus	The news is untrustworthy or biased	It leads to arguments I'd rather avoid	I don't have the time for it	I don't feel like there is anything I can do with the information	The news is hard for me to follow or understand
Bulgaria	44	33	55	28	16	14	13	5
Czechia	37	36	48	25	13	19	23	4
Hungary	38	30	48	38	26	12	9	6
Poland	33	32	37	35	12	20	21	5
Romania	33	26	37	29	21	24	16	5
Slovakia	42	24	52	32	16	13	17	4
Denmark	41	31	43	16	9	14	19	6
Finland	39	28	47	17	7	14	13	4
Norway	36	33	31	17	7	18	20	8
Sweden	33	27	26	22	7	15	15	5
Croatia	39	39	54	28	23	16	20	4
Greece	52	35	50	40	17	8	8	4
Italy	26	28	37	21	12	17	9	6
Portugal	28	35	49	21	11	15	6	6
Spain	32	30	44	28	17	9	15	7
Turkey	49	16	35	42	20	9	17	10
Austria	40	31	53	27	12	14	10	5
Belgium	35	25	43	21	12	14	13	7
France	34	28	49	24	9	13	15	8
Germany	39	32	47	23	9	14	11	6
Ireland	41	28	43	17	10	10	16	6
Netherlands	29	26	39	16	14	12	15	8
Switzerland	34	32	50	23	11	16	16	7
UK	55	31	45	33	10	10	20	3

## Levels of perceived misinformation

Percentage who agreed with the statement 'Thinking about online news, I am concerned about what is real and what is fake on the internet'.

	2018	2022	PP change since 2018
Portugal	71	71	0
Spain	69	62	-7
Turkey	60	62	2
UK	58	61	3
Greece	66	58	-8
Ireland	57	57	0
Romania	60	56	-4
Croatia	53	56	3
Finland	55	55	0
Hungary	50	53	3
Italy	51	52	1
France	62	49	-13
Sweden	49	48	-1
Bulgaria	49	47	-2
Belgium	46	45	-1
Czechia	43	44	1
Poland	42	43	1
Switzerland	47	42	-5
Slovakia	36	37	1
Netherlands	30	36	6
Norway	41	35	-6
Denmark	36	34	-2
Germany	37	32	-5
Austria	38	31	-7

#### Topics of perceived misinformation

Percentage who selected each topic in response to the question, 'Have you seen false or misleading information about any of the following topics, in the last week? Please select all that apply.'

	Politics	Covid-19	Immigration	Climate Change
Bulgaria	50	63	14	20
Czechia	40	57	22	20
Hungary	54	57	40	14
Poland	41	44	21	18
Romania	52	63	15	20

Slovakia	46	58	16	14
Denmark	16	29	12	13
Finland	27	42	20	23
Norway	22	30	11	19
Sweden	28	40	25	26
Croatia	43	54	15	17
Greece	49	58	29	21
Italy	29	54	21	16
Portugal	34	42	10	16
Spain	43	52	24	23
Turkey	53	46	24	18
Austria	32	56	22	23
Belgium	22	41	17	18
France	31	47	27	20
Germany	19	36	13	18
Ireland	25	42	16	18
Netherlands	17	34	12	15
Switzerland	25	50	19	24
UK	29	40	23	20

## Section Two

### Main source of news

Percentage who selected answers in each category for the question, 'You say you've used these sources of news in the last week , which would you say is your MAIN source of news?'

	2017			2022		
	Traditional (TV, radio or print)	Online traditional	Social Media	Traditional (TV, radio or print)	Online traditional	Social Media
Bulgaria	63	14	29	55	14	28
Czechia	53	23	10	47	24	11
Hungary	50	21	24	40	13	29
Poland	57	11	13	48	11	23
Romania	65	12	15	59	17	18
Slovakia	62	15	13	57	16	22
Denmark	54	32	10	51	36	11
Finland	51	35	8	45	43	9
Norway	49	36	10	46	42	9
Sweden	48	35	10	49	37	9
Croatia	52	19	14	50	18	20
Greece	35	15	23	34	18	30

Italy	70	15	9	61	15	16
Portugal	66	15	13	64	12	20
Spain	59	19	15	51	21	23
Turkey	59	18	13	48	18	29
Austria	67	20	10	62	22	13
Belgium	61	30	7	56	29	11
France	63	18	11	62	16	15
Germany	69	17	7	61	23	11
Ireland	53	22	16	50	26	18
Netherlands	58	20	9	57	23	11
Switzerland	57	28	9	51	32	13
UK	58	30	9	45	38	15

### Consumption of public service broadcasting media

No data available relating to online for Slovakia. Percentage who selected a public service broadcaster in response to the question: 'Which of the following brands have you used to access news online/offline in the last week, select all that apply'.

	Online	Offline - TV, Radio, Print
Bulgaria	32	48
Czechia	26	59
Hungary	12	31
Poland	16	27
Romania	18	32
Slovakia		45
Croatia	15	50
Greece	16	41
Italy	11	57
Portugal	14	37
Spain	19	36
Turkey	19	29
Austria	34	61
Belgium	35	65
France	14	43
Germany	24	66
Ireland	39	62
Netherlands	36	74
Switzerland	40	68
UK	43	50



Denmark	42	59
Finland	43	70
Norway	40	56
Sweden	40	65

### Method of news discovery

Percentage who answered each method to the following question: 'Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply.'

	Went directly to a news website e.g. BBC.com	Searched keyword about a particular news story	Used site or app aggregator	Used social media and came across news	Email newsletter or alert	News alert on phone
Bulgaria	33	28	10	58	13	15
Czechia	36	31	17	35	15	10
Hungary	34	21	22	58	18	13
Poland	30	29	12	43	15	16
Romania	36	29	13	49	20	20
Slovakia	33	18	7	44	15	19
Denmark	55	11	7	32	15	15
Finland	71	13	12	31	11	9
Norway	63	16	11	31	11	15
Sweden	53	18	12	28	14	22
Croatia	34	28	15	48	11	12
Greece	38	35	23	52	20	23
Italy	26	33	16	36	15	16
Portugal	28	22	12	41	22	26
Spain	25	24	18	43	15	18
Turkey	34	35	19	49	14	28
Austria	34	27	10	34	24	14
Belgium	37	22	10	31	23	18
France	22	28	11	29	16	19
Germany	36	24	11	22	19	13
Ireland	45	25	14	38	15	22
Netherlands	47	17	12	25	16	18
Switzerland	45	29	9	29	20	18
UK	46	13	9	29	9	16

## Preference for video or text consumption of news

Percentage who selected statements which indicated mostly video or mostly text in response to the question: 'In thinking about your online news habits, which of the following statements applies best to you?'

	Mostly Video	Mostly Text
Finland	3	85
Norway	5	79
Czechia	6	78
Denmark	6	76
Sweden	8	74
Greece	8	74
Hungary	5	74
Netherlands	6	72
UK	6	71
Bulgaria	11	70
Poland	9	68
Croatia	8	68
Ireland	10	67
Belgium	8	67
Portugal	10	66
Spain	11	64
Slovakia	12	63
Switzerland	9	63
Turkey	13	61
Romania	11	61
Italy	18	60
Austria	10	58
Germany	10	58
France	10	56

## Paying for news

	2017	2022	PP change since 2017
Norway	26	41	15
Sweden	20	33	13
Finland	14	19	5
Belgium	12	19	7
Denmark	15	18	3
Switzerland	11	18	7

Netherlands	14	17	3
Romania	13	16	3
Ireland	9	16	7
Poland	16	14	-2
Slovakia	12	14	2
Austria	7	14	7
Germany	7	14	7
Bulgaria	8	12	4
Czechia	8	12	4
Italy	12	12	0
Portugal	9	12	3
Spain	9	12	3
Hungary	10	11	1
Greece	6	11	5
France	10	11	1
UK	6	9	3
Croatia	8	8	0

### Subscription fatigue

Not all markets answered this question. Percentage who answered 'increase' or 'stay the same' to 'In the next year, do you expect the number of online media subscriptions you pay for with your own money to increase, decrease, or stay the same?'.

	Increase	Stay the same
Austria	27	53
Norway	21	57
Switzerland	21	58
Germany	19	61
Sweden	18	62
Ireland	18	64
Belgium	17	61
Denmark	15	64
Netherlands	15	68
France	13	57
Finland	12	70
Portugal	11	59
Italy	10	64
Spain	9	71
UK	9	73

### First point of contact for news (not included in presentation)

Not all markets answered this question. Percentage who selected each answer for the question, 'What is the FIRST way you typically come across news in the morning?'.

	Printed newspaper	Radio	TV	Smartphone	Internet via laptop, desktop or tablet
Denmark	4	18	23	34	13
Finland	10	12	21	36	17
Norway	5	16	13	43	18
Italy	3	11	32	38	10
Spain	3	15	24	39	11
France	3	23	27	25	11
Germany	9	28	16	24	14
Ireland	3	31	15	35	11
Netherlands	13	14	24	26	15
UK	4	17	21	35	13

### Comparison of TV vs Online (not included in presentation)

Percentage who selected each option for the question: 'Which, if any, of the following have you used in the last week as a source of news? Please select all that apply'.

	TV	Online
Bulgaria	73	86
Czechia	70	88
Hungary	56	87
Poland	59	80
Romania	74	86
Slovakia	67	79
Denmark	64	80
Finland	66	89
Norway	60	85
Sweden	63	86
Croatia	68	87
Greece	60	90
Italy	70	75
Portugal	74	79
Spain	59	79

Turkey	60	83
Austria	66	76
Belgium	60	77
France	64	69
Germany	65	68
Ireland	63	83
Netherlands	65	77
Switzerland	57	80
UK	53	73

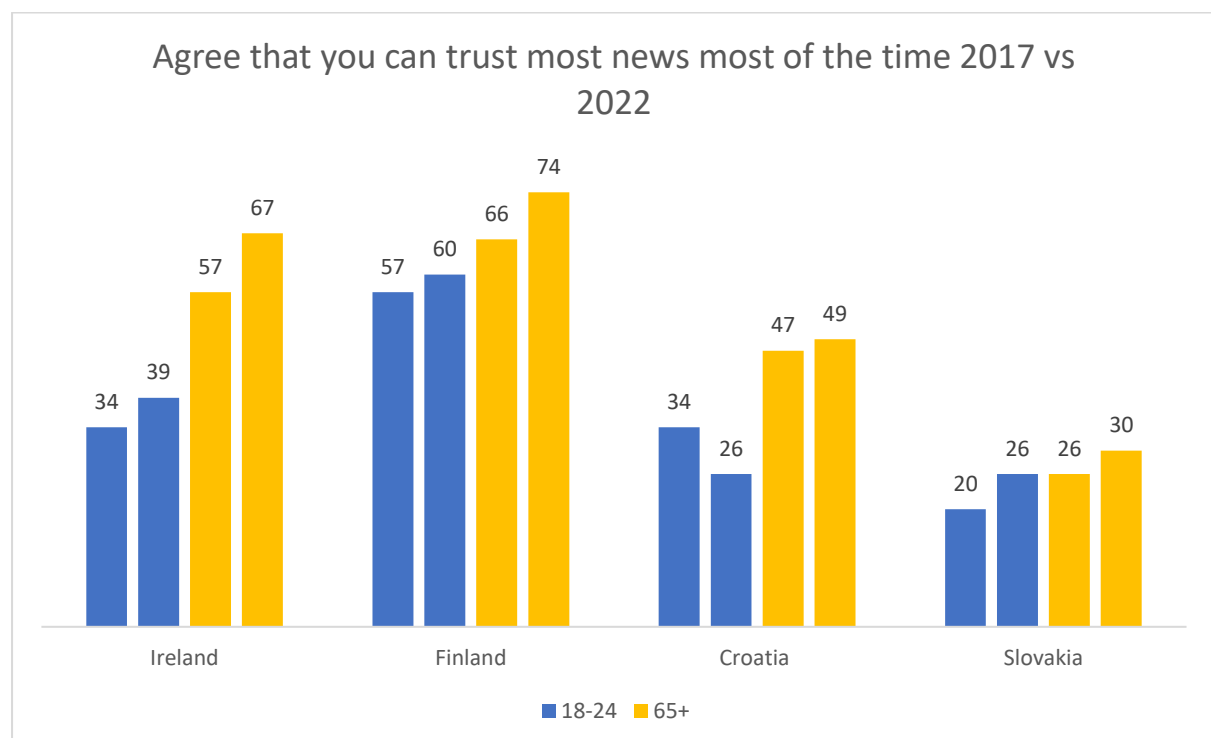
## Section Three

To look at some challenges for the future we have chosen 4 countries to compare trends concerning 18–24-year-olds, the generation known as Gen Z. The four countries are Ireland, Finland, Croatia and Slovakia and they were chosen by selecting one country from each region with a relatively similar population and who were not outliers for their region based on section One and Two.

To see the distinction between Gen Z within each country we have, in some cases, compared findings with those from the 65+ age group.

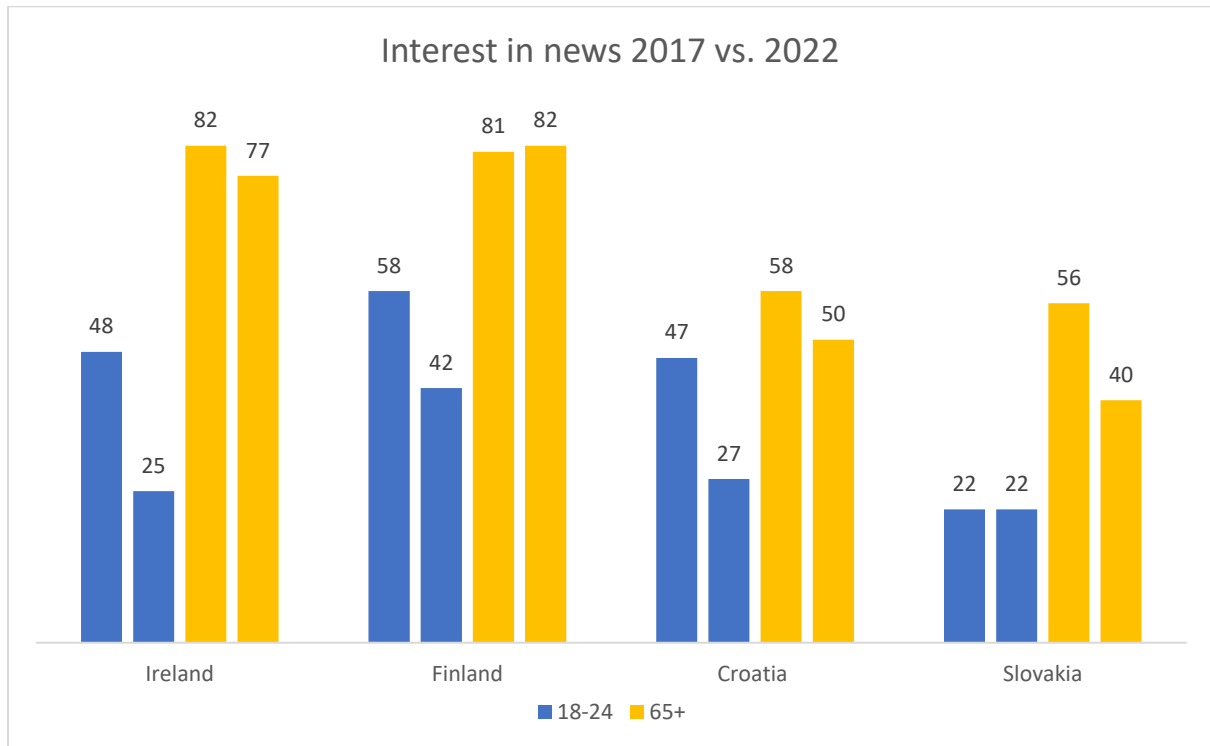
### Gen Z Trust in News

The blue bars represent Gen Z while the yellow represents 65+ and the years move left to right from 2017 to 2022.



### Gen Z interest in news

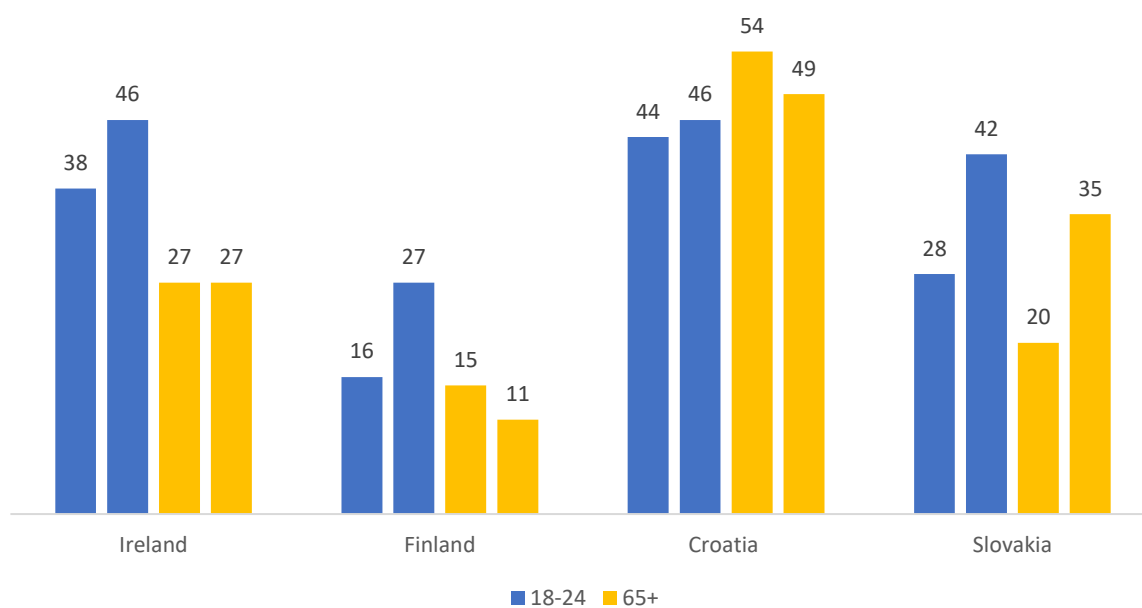
The blue bars represent Gen Z while the yellow represents 65+ and the years move left to right from 2017 to 2022.



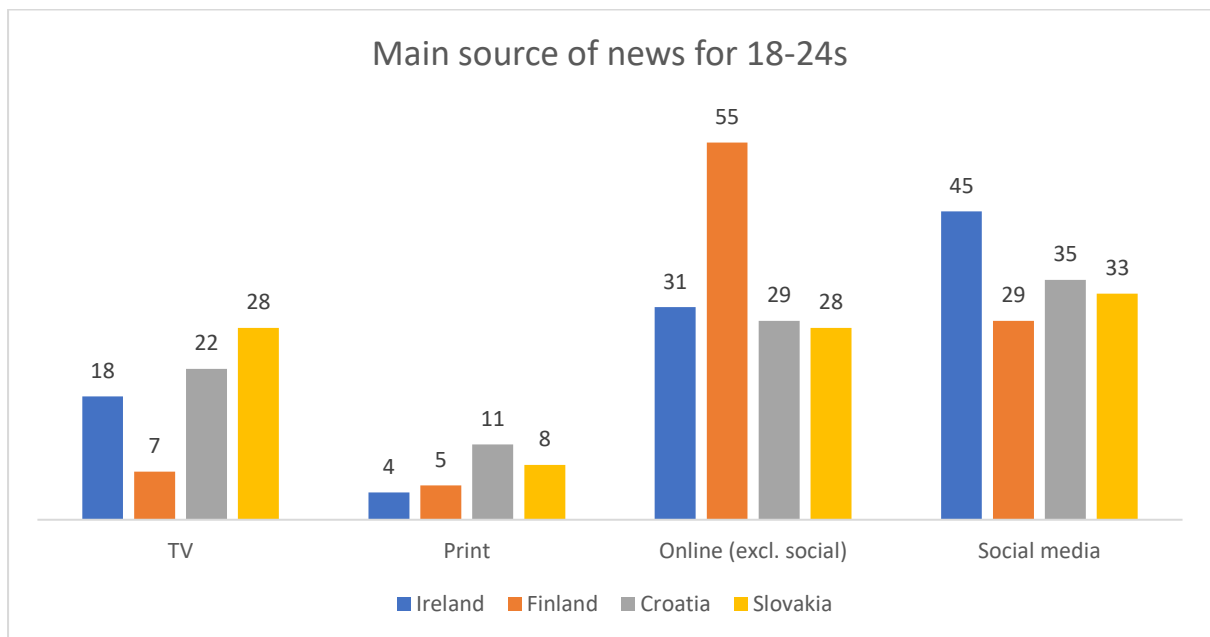
### Gen Z news avoidance

The blue bars represent Gen Z while the yellow represents 65+ and the years move left to right from 2017 to 2022.

Often or sometimes avoid news 2017 vs 2022



## Gen Z main source of news



## Gen Z social media usage for news

