

Public Perception of News Credibility: A Global Survey Analysis

Jonathan Ryan*

Department of Journalism, University of Newcastle Australia, Callaghan, NSW 2300, Australia

Introduction

In an era where information flows ceaselessly through digital channels, the credibility of news has become a matter of global concern. The proliferation of misinformation, the rise of partisan media and the evolving consumption habits of news audiences have collectively reshaped the public's trust in the media. A comprehensive global survey analysis provides a clearer picture of how people across different regions perceive the credibility of news and what factors influence these perceptions [1]. The survey reveals significant regional variations in trust toward media organizations. Scandinavian countries, such as Norway, Sweden and Finland, consistently report high levels of trust in news, largely attributed to strong public service broadcasters and transparent media regulations. In contrast, countries like the United States, Brazil and Hungary exhibit lower levels of trust, often linked to heightened political polarization and the increasing influence of ideologically driven news outlets. These disparities suggest that cultural, political and institutional factors play a critical role in shaping public perception. Another noteworthy trend is the generational divide in media trust. Older adults tend to place greater faith in traditional news sources like television and print newspapers, whereas younger audiences show more skepticism and often turn to social media and independent digital platforms for news. However, these alternative platforms are also viewed as less reliable, with users frequently expressing concerns about fake news, clickbait headlines and algorithmic manipulation. The challenge, therefore, lies not only in restoring trust in traditional journalism but also in fostering credibility within new digital ecosystems [2]. The survey also highlights the impact of media literacy on perceptions of credibility. Populations with higher levels of education and media literacy tend to be more discerning consumers of news. They are better equipped to identify bias, verify information and distinguish between credible journalism and misinformation.

***Address for Correspondence:** Jonathan Ryan, Department of Journalism, University of Newcastle Australia, Callaghan, NSW 2300, Australia; E-mail: Ryan.newcas@au

Copyright: © 2025 Ryan J. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original author and source are credited.

Received: 15 January, 2025, Manuscript No. jmcj-25-166031; **Editor Assigned:** 17 January, 2025, PreQC No. P-166031; **Reviewed:** 29 January, 2025, QC No. Q-166031; **Revised:** 05 February, 2025, Manuscript No. R-166031; **Published:** 12 February, 2025, DOI: 10.37421/2165-7912.2025.15.602

Conversely, in regions where media literacy is low, individuals are more susceptible to misinformation and propaganda, often trusting news based on emotional resonance or partisan alignment rather than factual accuracy.

Description

Ownership and transparency of media outlets emerged as another key factor influencing credibility. Respondents expressed greater trust in news organizations that are transparent about their funding sources, editorial policies and journalistic standards. In contrast, outlets perceived as being under government control or heavily influenced by corporate interests were often met with skepticism. Independent journalism and public broadcasting services, when free from political interference, were generally seen as more trustworthy [3]. Furthermore, the analysis underscores the role of fact-checking and journalistic accountability in restoring trust. Audiences tend to value news sources that acknowledge mistakes and issue corrections promptly. This practice not only demonstrates integrity but also helps to build long-term trust. Initiatives that promote cross-border collaborations in fact-checking and verification, particularly in regions plagued by disinformation campaigns, are gaining traction and showing positive results. The global survey analysis of public perception of news credibility paints a complex and varied picture. Trust in news is influenced by a multitude of factors including political context, media literacy, generational preferences, ownership structures and transparency. As the media landscape continues to evolve, it is imperative for news organizations, educators, policymakers and technology platforms to work collaboratively in promoting credible journalism and enhancing the public's ability to critically evaluate the information they consume. Only through such efforts can we hope to rebuild and sustain trust in news media across the globe. While traditional outlets like newspapers and television networks still retain a degree of trust, there is growing skepticism especially among younger demographics toward mainstream media. Social media platforms, although widely used for news consumption, are often viewed as less reliable due to the prevalence of misinformation and unverified content [4]. Interestingly, the survey highlights regional differences in trust levels. For instance, citizens in Nordic countries tend to report higher confidence in their national news organizations, while those in countries with greater political polarization or government influence show lower levels of trust. Overall, the findings underscore the importance of transparency, fact-checking and accountability in journalism to rebuild and maintain public trust across the globe [5].

Conclusion

The global survey analysis reveals a complex and evolving landscape of public perception regarding news credibility. While traditional news sources continue to hold a degree of trust, the rise of digital media and social platforms has significantly reshaped how audiences evaluate information. Variations in trust levels across regions highlight the influence of cultural, political and socio-economic factors on news consumption habits. Importantly, the findings underscore a growing demand for transparency, accountability and fact-based reporting as key drivers of credibility. To restore and maintain public confidence, news organizations must prioritize ethical journalism, combat misinformation proactively and engage audiences with clear, accurate and unbiased content. Ultimately, fostering media literacy globally is essential to empower individuals in discerning credible news in an increasingly fragmented information environment.

Acknowledgement

None.

Conflict of Interest

None.

References

1. Jung, Jaemin, Haeyeop Song, Youngju Kim, Hyunsuk Im and Sewook Oh. "Intrusion of software robots into journalism: The public's and journalists' perceptions of news written by algorithms and human journalists." *Compu Hum Behavior* 71 (2017): 291-298.
2. Ho, Shirley S and Agnes SF Chuah. "Thinking, not talking, predicts knowledge level: Effects of media attention and reflective integration on public knowledge of nuclear energy." *Public Underst Sci* 31 (2022): 572-589.
3. Phan, Huy P., Bing H. Ngu, Si Chi Chen and Lijung Wu, et al. "Introducing the study of life and death education to support the importance of positive psychology: an integrated model of philosophical beliefs, religious faith and spirituality." *Front Psychol* 11 (2020): 580186.
4. Barry, Eleanor and Trish Greenhalgh. "General practice in UK newspapers: an empirical analysis of over 400 articles." *Br j Gen Pract* 69 (2019): e146-e153.
5. Buddeberg-Fischer, Barbara, Martina Stamm, Claus Buddeberg and Richard Klaghofer, et al. "The new generation of family physicians: career motivation, life goals and work-life balance." *Swiss Med Wkly* 138 (2008): 305-312.

How to cite this article: Ryan, Jonathan. "Public Perception of News Credibility: A Global Survey Analysis." *J Mass Communicat Journalism* 15 (2025): 602.