The Trust Gap
The Crisis of Confidence in the American News Media
Americans' Trust in the Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

GALLUP
LITERATURE REVIEW

Conceptualizations of trust
Expectations of News Audiences
Folk theories of journalism
METHODOLOGY

Strategic sampling

Focus groups

Grounded theory

Triangulation

Peer debriefing

Member check
Who Do You Trust?
Where do you get your information?
How would you earn trust?
Consistency
Transparency
Positivity
Diversity
Shared Mission
“We don’t want to be talked at. We want to be talked with.”
My favorite quote from the conference.

Instead of thinking, ‘how can we make the public more media literate?,’ think: ‘how can we make journalists more public literate.’

– Todd Milbourn

#ONA17, 'Under the Hood' session on trust
INDUSTRY

Publish a series of industry-facing articles and data visualizations

Seek partnerships and additional funding
ACADEMIC

Present at conferences

Publish one or more papers

Agora Report