

MEDIA AND FAKE NEWS RESEARCH

JUNE 2018



identity driven brand building®

CONTEXT

CONTEXT

Starting point

Made-up tales and conspiracy theories are nothing new. Yet due to the **Internet** and **social media**, we have seen **a rise in fake news, elections being influenced** by outside agents and **criminals using personal data** to their advantage. Anyone with an internet connection and a phone or computer can create a false message and share it with the world. This creates **a sense of mistrust, affecting news media and brands in general.**

Goal

Brandhome researched **the attitudes and perceptions of Belgians regarding media, and how big the trust gap between people and the fourth estate actually is.** Because only then can we come up with ways to restore trust between the public, media and brands.

CONTEXT

FAKE NEWS IS IMPACTING OUR PERCEPTION OF BRANDS AND MEDIA

Executive summary

Trust in media continues to decrease as the vast majority states that their trust in the media has decreased this past year. The difference on both sides of the language border is also significant, with 84% of French-speaking respondents stating that their trust has decreased and 'only' 72% of dutch speaking respondents. Trump also plays a role, as more than half of Belgians surveyed feel that Trump has influenced trust in the media in Belgium.

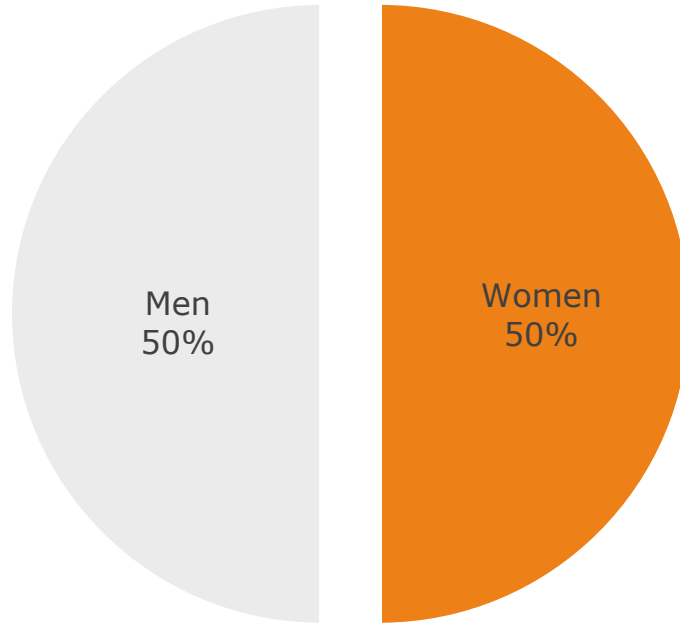
Social media plays a big part in trusting media. Surprisingly, Belgians who are not on Facebook have less trust in the media than daily Facebook users. Also, whether you use Twitter daily or not at all has no influence on the level of trust. The main factor determining why trust in media increases or decreases has everything to do with (lack of) the ability to verify sources. As a brand, you should therefore invest in checking and communicating how you check your sources if you want to increase trust. If you also want to increase trustworthiness, consider posting your content with traditional paper media, which is considered more trustworthy than online media in terms of the accuracy of its content.

92% of Belgians already feel that they have read or listened to fake news, which we defined as being the purposeful sharing of disinformation. Social media is, not surprisingly, the main medium for fake news, followed by websites and television. A majority of Belgians feel that reading or seeing fake news about brands on different channels would impact their purchasing behavior. However, to have a real impact, the fake news about brands would need to be repeatedly viewed or read.

RESPONDENTS

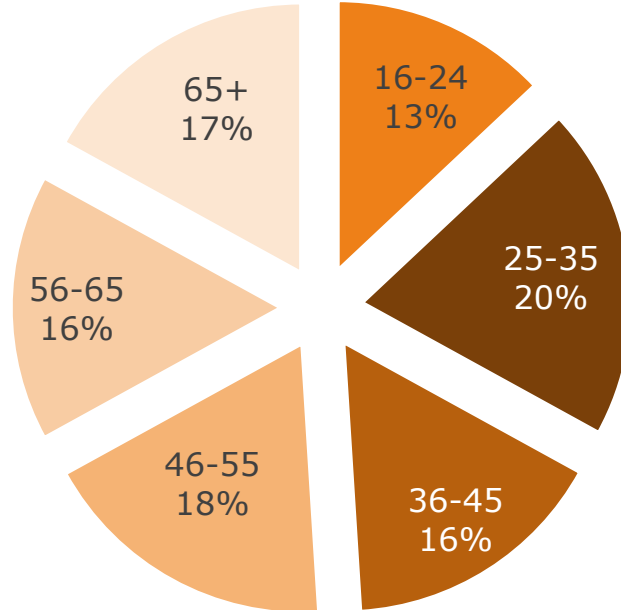
RESPONDENTS

GENDER



RESPONDENTS

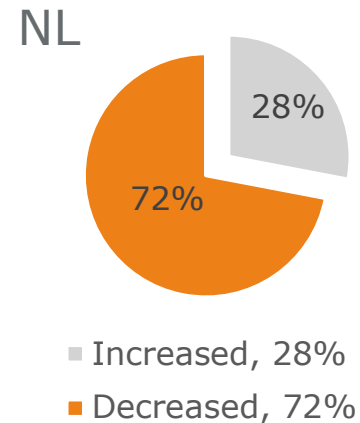
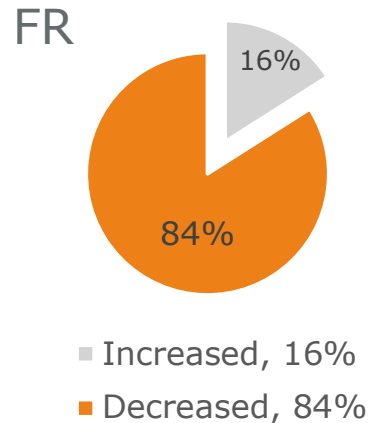
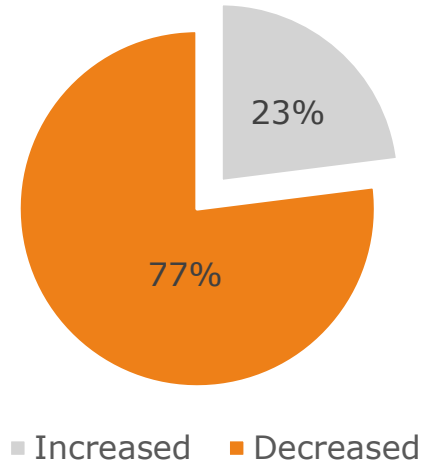
AGE



RESULTS

RESULTS

TRUST IN MEDIA CONTINUES TO DECREASE. WITH 84% OF FRENCH SPEAKING RESPONDENTS STATING THAT THEIR TRUST HAS DECREASED AND 72% OF DUTCH SPEAKING RESPONDENTS.

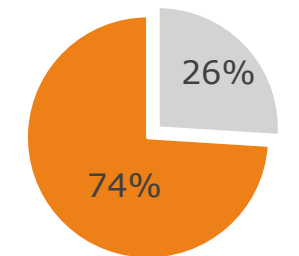


HAS YOUR TRUST IN THE MEDIA INCREASED OR DECREASED?

RESULTS

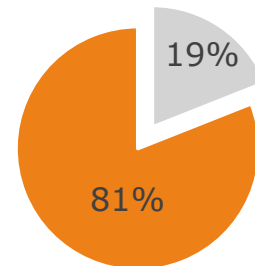
BELGIANS WHO ARE NOT ON FACEBOOK HAVE LESS TRUST IN THE MEDIA THAN DAILY USERS

Daily



- Increased, 26%
- Decreased, 74%

Never



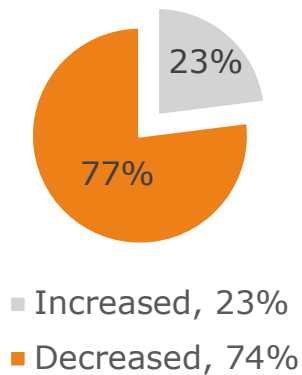
- Increased, 19%
- Decreased, 81%

HAS YOUR TRUST IN THE MEDIA INCREASED OR DECREASED?

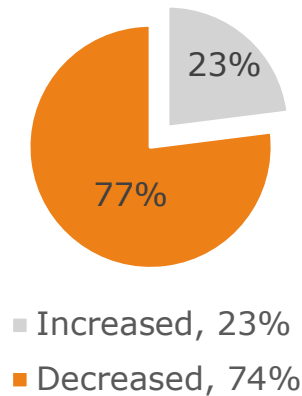
RESULTS

DESPITE TWITTER HAVING THE REPUTATION OF INFLUENCING OPINIONS, DAILY USAGE HAS NO INFLUENCE ON TRUST IN THE MEDIA

Daily Twitter use



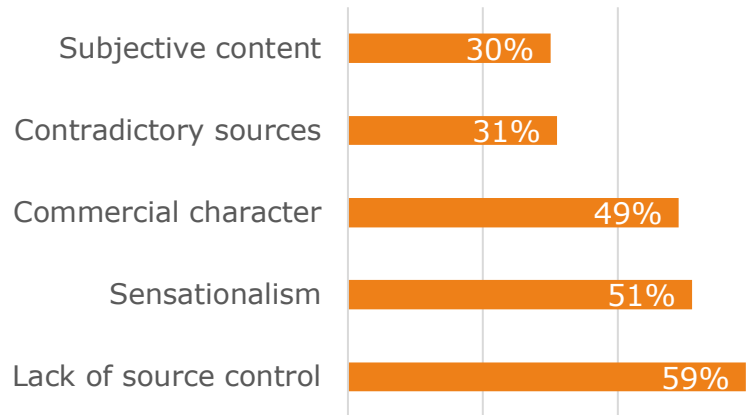
Never on Twitter



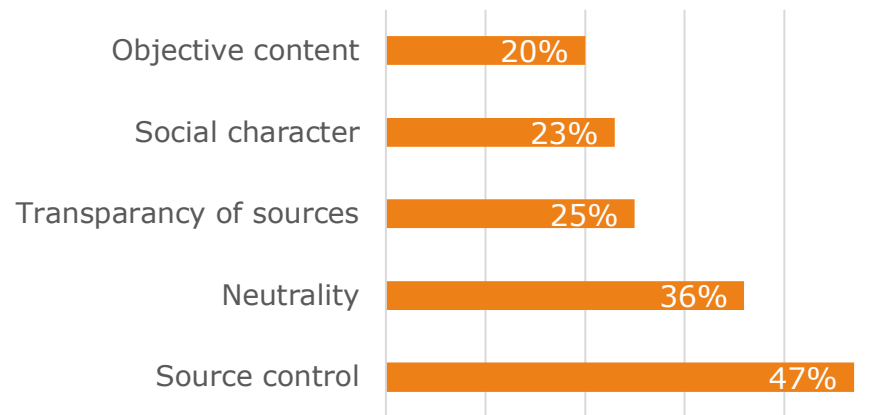
RESULTS

(LACK OF) SOURCE CONTROL IS THE MAIN REASON FOR INCREASING OR DECREASING TRUST IN MEDIA

Decrease



Increase

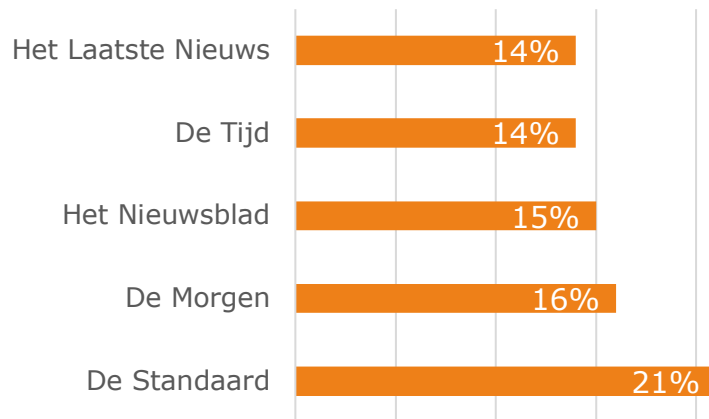


WHAT ARE THE MAIN REASONS YOUR TRUST HAS INCREASED/DECREASED?

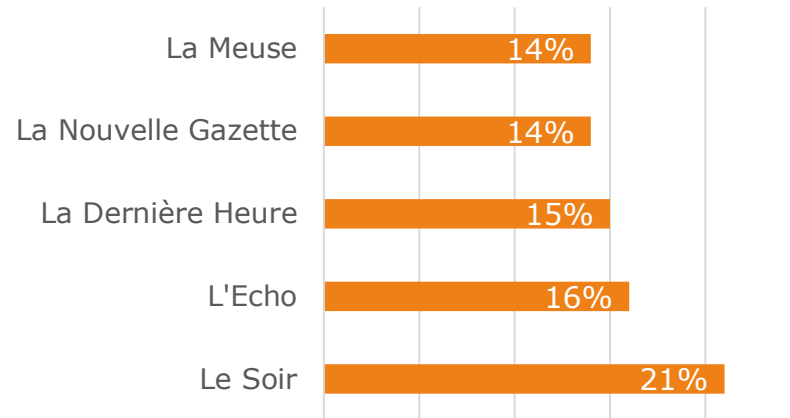
RESULTS

DE STANDAARD AND LE SOIR WERE VOTED THE NEWSPAPERS WITH THE MOST RELIABLE CONTENT

Flanders



Wallonia



WHICH NEWSPAPERS HAVE THE MOST RELIABLE CONTENT?

RESULTS

IN TERMS OF NEWS SECTIONS IN NEWSPAPERS, THE POLITICS SECTION IS CONSIDERED TO BE THE LEAST TRUSTWORTHY

Most trustworthy

1. Sports

2. Technology

3. Regional news

4. Domestic affairs

5. International affairs

6. Media

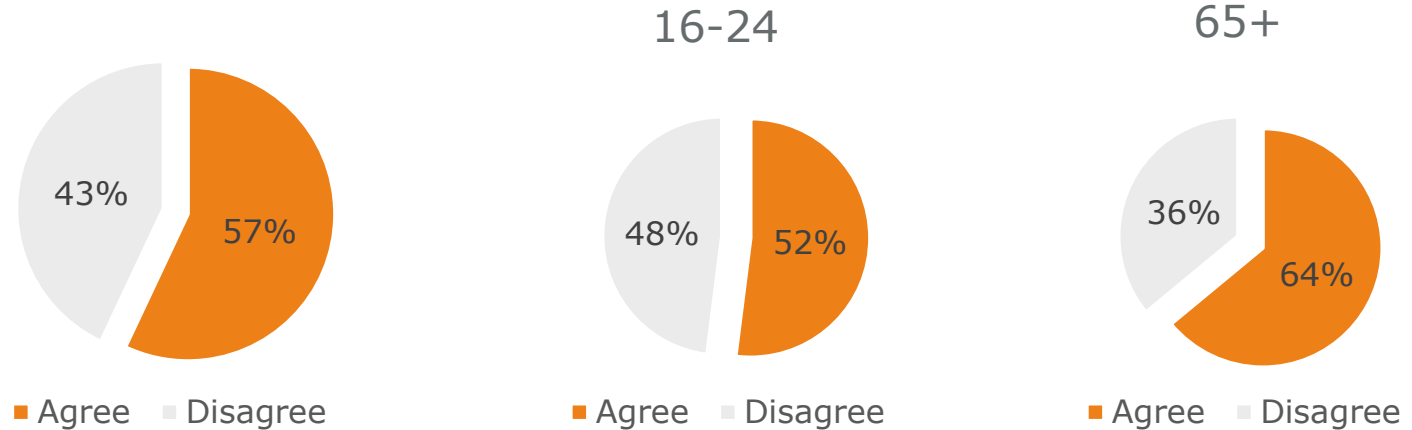
Least trustworthy

7. Politics

HOW TRUSTWORTHY ARE THESE NEWS SECTIONS ACCORDING TO YOU?

RESULTS

PAPER MEDIA IS CONSIDERED MORE TRUSTWORTHY THAN ONLINE MEDIA IN TERMS OF CONFIDENCE IN THE ACCURACY OF ITS CONTENT, ESPECIALLY FOR THE OLDER DEMOGRAPHIC

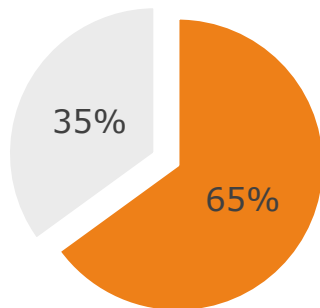


I HAVE MORE CONFIDENCE IN THE ACCURACY OF CONTENT IN TRADITIONAL PAPER MEDIA THAN ONLINE MEDIA

RESULTS

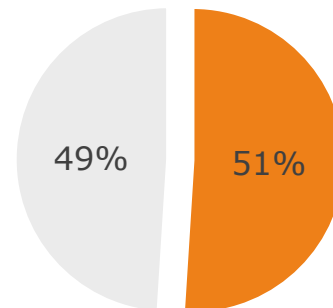
FOR EMPLOYEES, REVIEWS BY THIRD PARTIES OUTDO INFORMATION PLACED BY BRANDS IN TERMS OF QUALITY ASSURANCE, WHILE INDEPENDENT WORKERS PLACE MORE TRUST IN INFORMATION PROVIDED BY BRANDS

Employed



■ Agree, 65% ■ Disagree, 35%

Independent

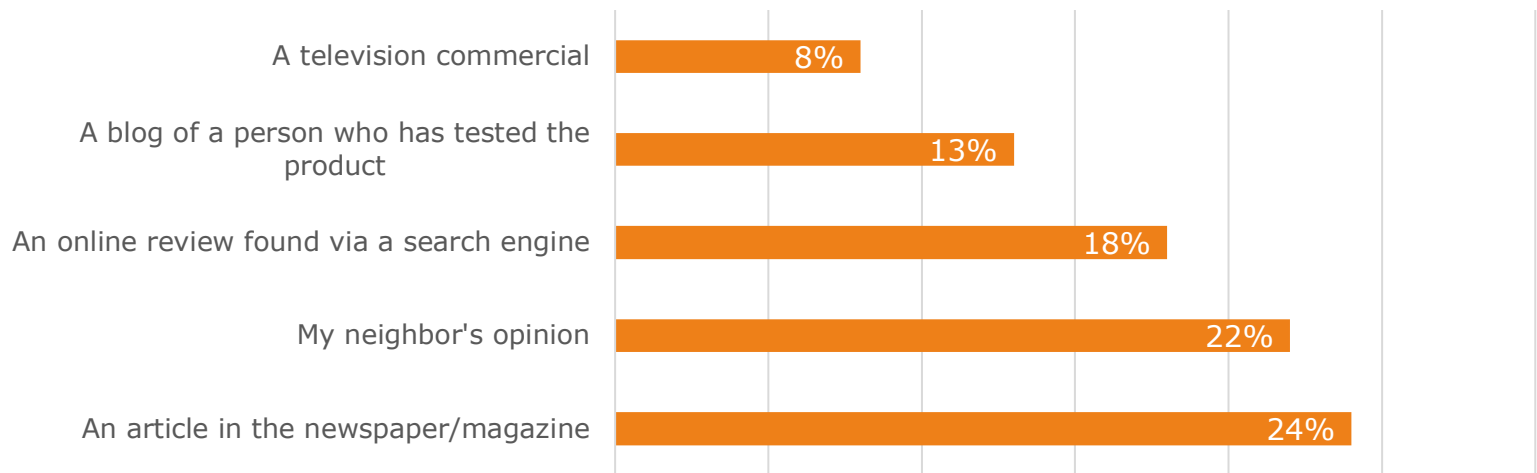


■ Agree, 51% ■ Disagree, 49%

FOR QUALITY ASSURANCE I PUT MORE TRUST IN A REVIEW BY THIRD PARTIES
THAN INFORMATION DELIVERED BY A BRAND.

RESULTS

COMMERCIAL INTENTION IS DECISIVE FOR THE DEGREE OF TRUST

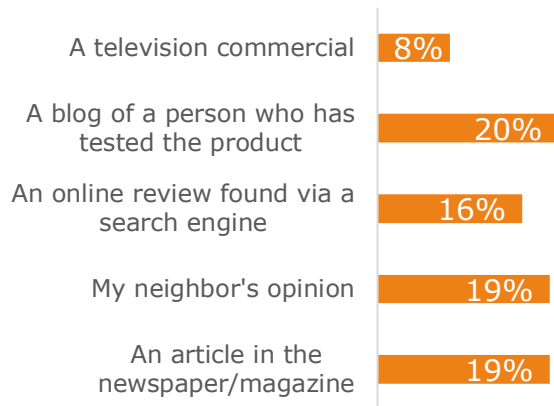


OF THE FOLLOWING RECOMMENDATIONS, WHICH DO YOU TRUST MOST?

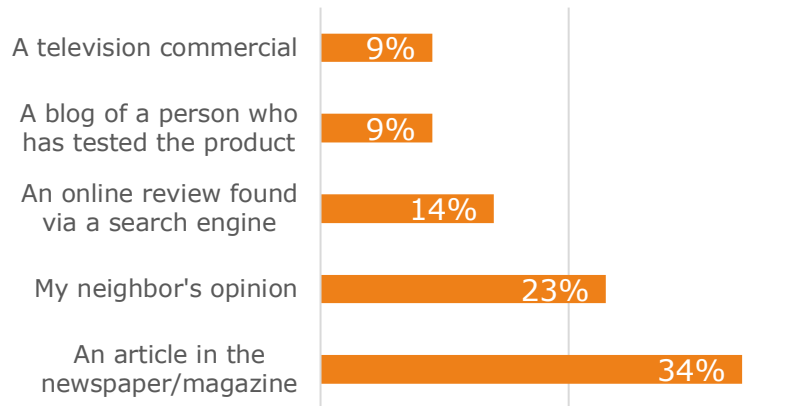
RESULTS

PEOPLE WHO REPLACE TRADITIONAL MEDIA BY ONLINE MEDIA NOT ONLY LOSE THEIR TRUST IN TRADITIONAL MEDIA, BUT ALSO IN RECOMMENDATIONS BY THEIR NEIGHBORS IN DAILY LIFE

Watch YouTube daily



Never watch YouTube



OF THE FOLLOWING RECOMMENDATIONS, WHICH DO YOU TRUST MOST?

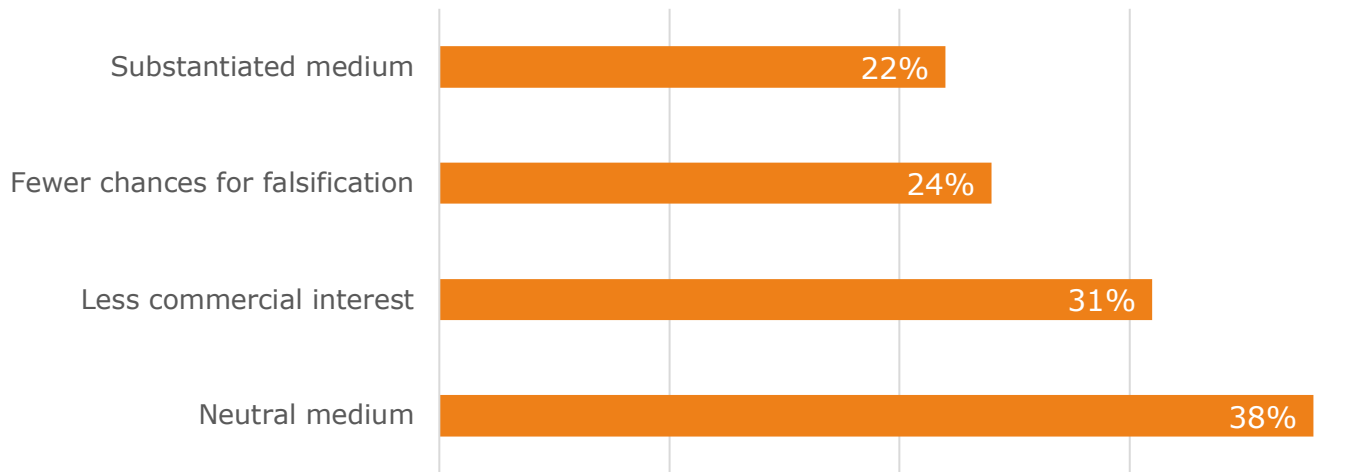


"Despite the so-called downfall of traditional media, we are likely to trust them more in terms of content. Social media give people the opportunity to be heard and have a voice, but they also have a big influence on news quality and accuracy. To gain trustworthiness as a brand, you'll need to find a way to control your sources without being too restrictive."

Frieke TROMPET – Brandhome
Strategic consultant

RESULTS

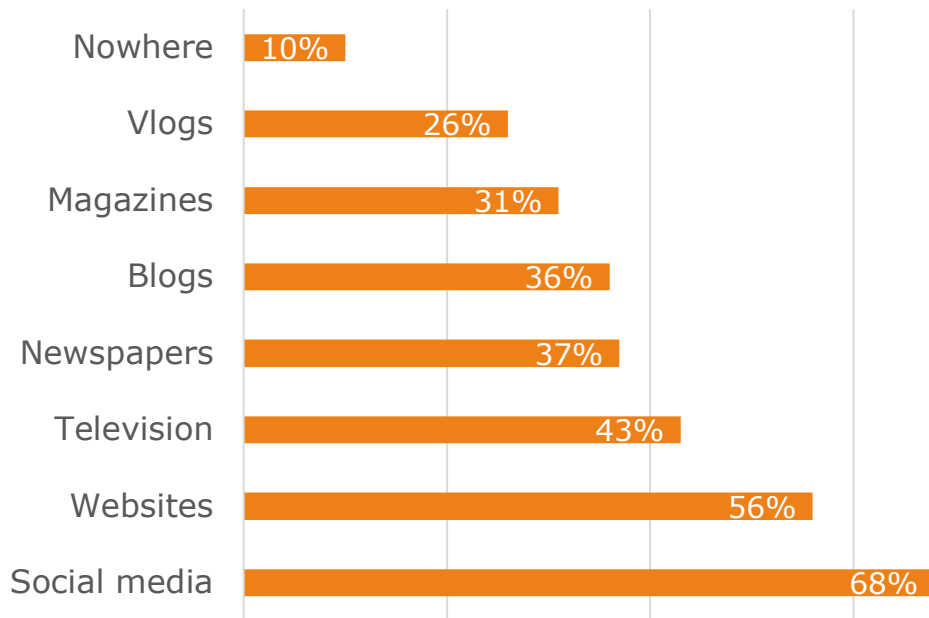
EMPHASIZING NEUTRALITY IS AN IMPORTANT REASON TO TRUST A MEDIUM FOR RECOMMENDATIONS



WHY DO YOU TRUST THIS RECOMMENDATION MOST?

RESULTS

SOCIAL MEDIA IS THE MAIN CHANNEL FOR FAKE NEWS AFTER WEBSITES AND TELEVISION

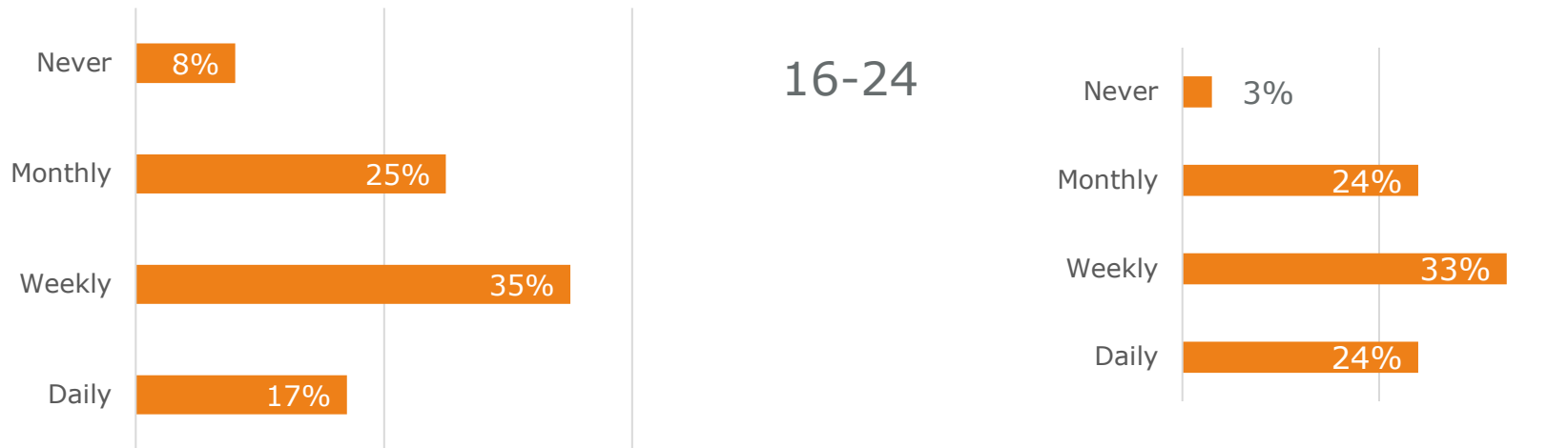


For the purpose of this enquiry, we defined fake news as any type of disinformation that is purposefully spread to influence opinions or thoughts with the goal of altering behavior.

THROUGH WHICH MEDIA DO YOU THINK YOU HAVE ALREADY BEEN IN CONTACT WITH FAKE NEWS?

RESULTS

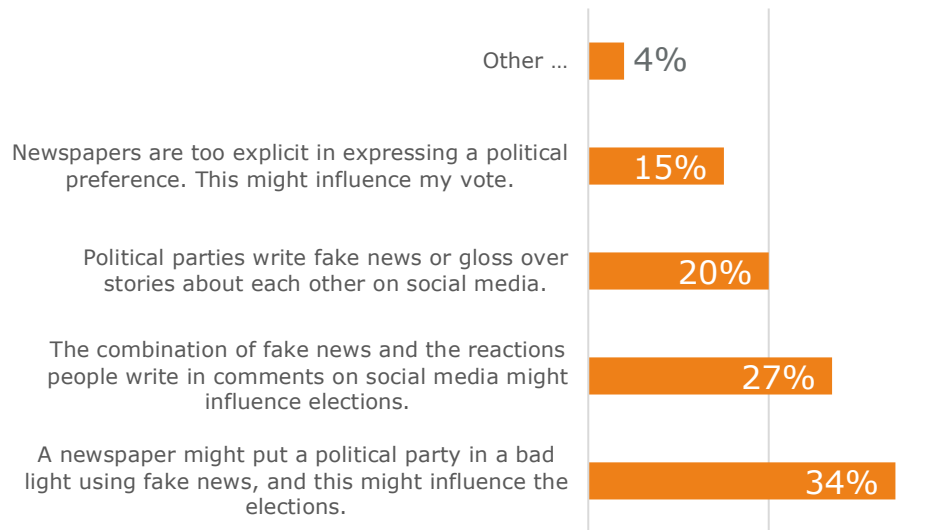
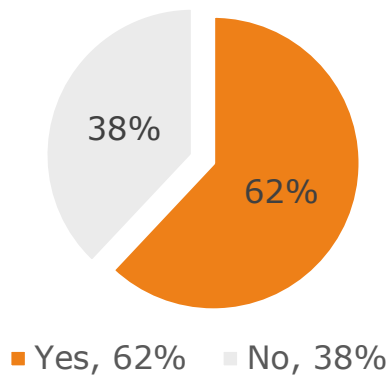
92% OF BELGIANS ALREADY BELIEVE THEY HAVE READ OR LISTENED TO FAKE NEWS;
AMONG THE AGE GROUP 16-24, THIS INCREASES TO 97%



HOW OFTEN DO YOU THINK YOU ARE IN CONTACT WITH FAKE NEWS?

RESULTS

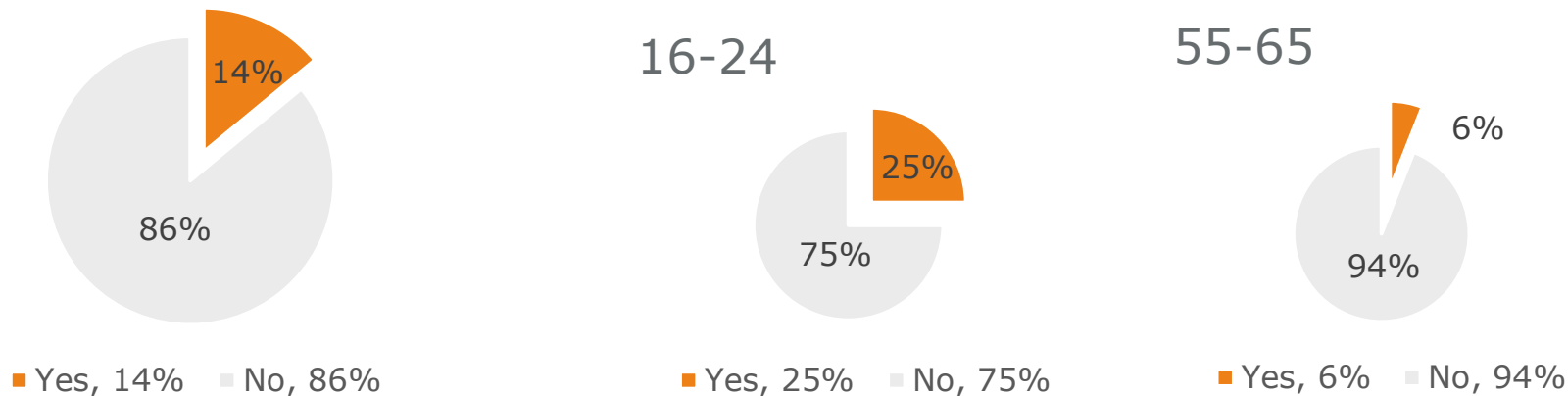
BELGIANS BELIEVE NEWSPAPERS WILL BE THE MAIN REASON FAKE NEWS WILL IMPACT THE BELGIAN ELECTIONS



DO YOU THINK FAKE NEWS WILL HAVE AN IMPACT ON THE LOCAL ELECTIONS THIS YEAR IN BELGIUM?
IF SO, WHY DO YOU THINK IT WILL INFLUENCE THE ELECTIONS?

RESULTS

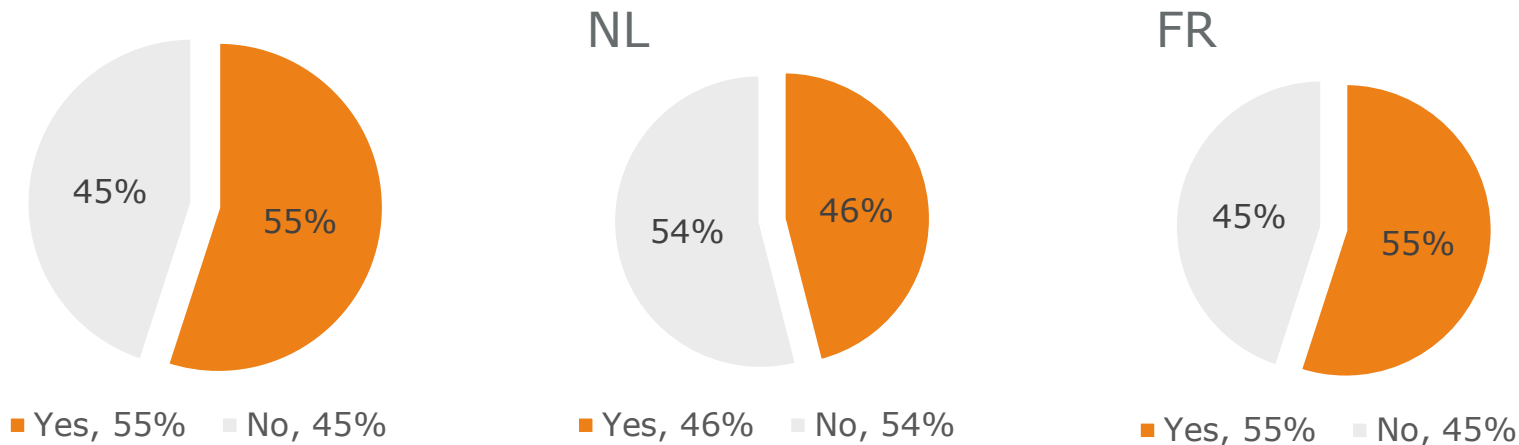
PEOPLE IN THE AGE GROUP 16-24 ARE MORE LIKELY TO CHANGE THEIR POLITICAL PREFERENCE AFTER READING OPINIONS/ARTICLES THAN THOSE IN THE AGE GROUP 55-65



WOULD YOUR POLITICAL PREFERENCE CHANGE BECAUSE OF THE ARTICLES OR OPINIONS OF OTHERS ON SOCIAL MEDIA?

RESULTS

MORE THAN 50% OF BELGIANS BELIEVE TRUMP HAS INFLUENCED TRUST IN MEDIA IN BELGIUM, ESPECIALLY FRENCH SPEAKERS

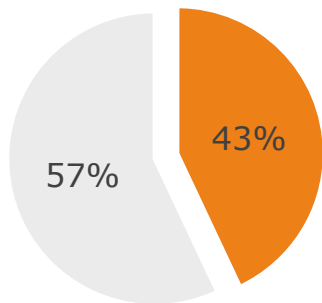


HAS THE PRESIDENCY OF DONALD TRUMP
INFLUENCED YOUR TRUST IN THE MEDIA?

RESULTS

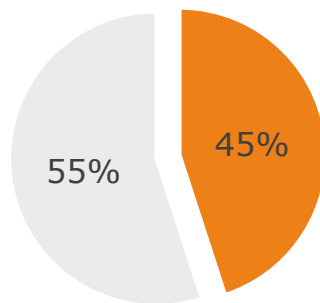
MAJORITY OF BELGIANS FEEL THAT READING OR SEEING FAKE NEWS ON DIFFERENT CHANNELS WOULD IMPACT THEIR PURCHASING BEHAVIOR

Television



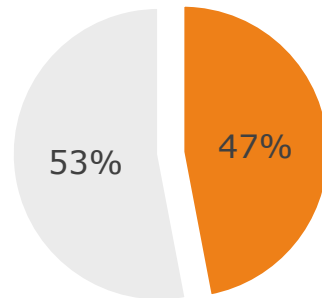
■ Agree, 43% ■ Disagree, 57%

Magazine



■ Agree, 45% ■ Disagree, 55%

Review

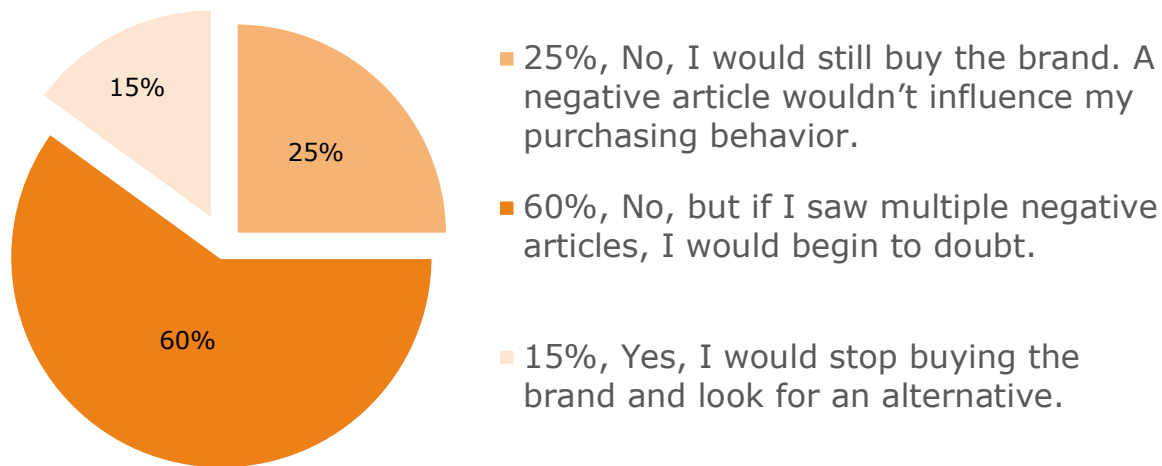


■ Agree, 47% ■ Disagree, 53%

IF I HAD SEEN OR READ FAKE NEWS ABOUT A BRAND ON TELEVISION OR IN A MAGAZINE/REVIEW,
I WOULD STILL CONTINUE TO BUY THAT BRAND

RESULTS

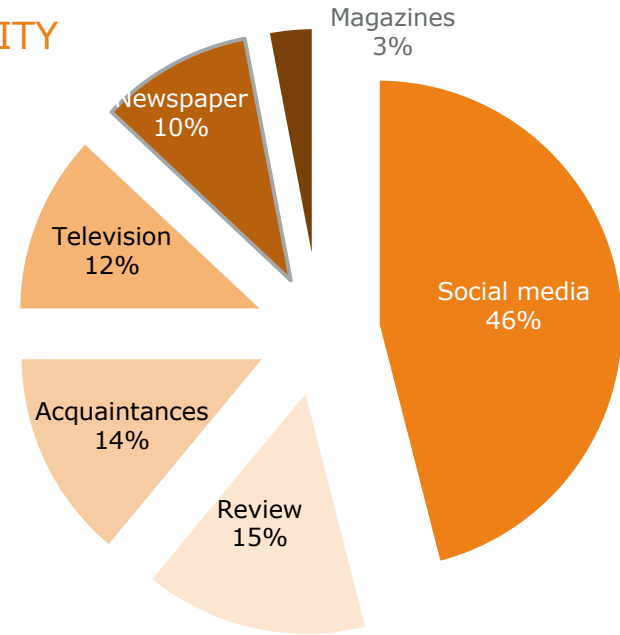
... HOWEVER, TO HAVE A REAL IMPACT, THE FAKE NEWS WOULD NEED TO BE ENCOUNTERED REPEATEDLY



IF YOU READ A NEGATIVE ARTICLE ABOUT YOUR FAVOURITE BRAND, WOULD YOU STOP BUYING IT EVEN THOUGH THE ARTICLE MIGHT CONTAIN FAKE NEWS?

CONCLUSION

SOCIAL MEDIA IS THE MAIN PLACE FOR BAD PUBLICITY



IF I SEE OR READ ANY NEGATIVE NEWS ABOUT A BRAND IT USUALLY HAPPENS VIA:

Strategy | communication | implementation | brandhome.com

