Engaging the Public in Regulating for Ethical Journalism Part One: Survey Data

Fielded February 2022

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Background and acknowledgements

This survey data was collected in February 2022 in the first part of a pilot project aimed at examining public perceptions and understanding of journalism and its regulation in the UK. The 'Engaging the public in regulating for ethical journalism' study seeks to understand how journalism might better meet public expectations and the role of regulators in this dynamic. This second phase of the project delved deeper into key themes identified in the survey through focus groups and a report on the findings is available here.

Acknowledgments: We are grateful to the funders – the project received funding from the University of Leeds's ESRC Impact Acceleration Account, the University of Leeds's School of Media and Communication, the University of Derby's SURE Impact Accelerator Fund and Impress: The Independent Monitor of the Press. We thank Savanta for producing these data visualisations.

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The survey

A nationally representative survey was administered online by Savanta ComRes in February 2022 with a sample of 3044 adults from across England, Scotland, and Wales. Respondents were recruited through a panel and were representative of the UK population in terms of age, gender, ethnicity, region and social grade (see Section 1 section).

We designed forty-two questions to explore the following themes relating to news media use and public understanding of standards, ethics, regulation and trust in journalism. The survey also included questions on political participation (section 1) and news consumption (section 2).

Themes:

- 1. Media literacy and public knowledge of how journalism works, including how the public understand and value the role and function of journalism in society (section 3 and 4)
- 2. Public understanding of how the news media is regulated (section 5)
- 3. Public understanding of specific aspects of regulatory codes and the normative principles underlying it (section 6)
- 4. Suggestions of ways of improving the press via regulation, including identification of concerns (section 7)

The development of the questions was informed by a literature review (Coleman, Morrison, & Anthony, 2012; Coleman et al., 2016; Deuze, 2005; Hanitzsch, Hanusch, Ramaprasad, & De Beer, 2019; Ogbebor, 2021; Riedl & Eberl, 2022; Strömbäck et al., 2020; Ward, 2005; Wurff & Schoenbach, 2014). The survey questions are available at https://doi.org/10.48785/100/369

Section 1: Demographics

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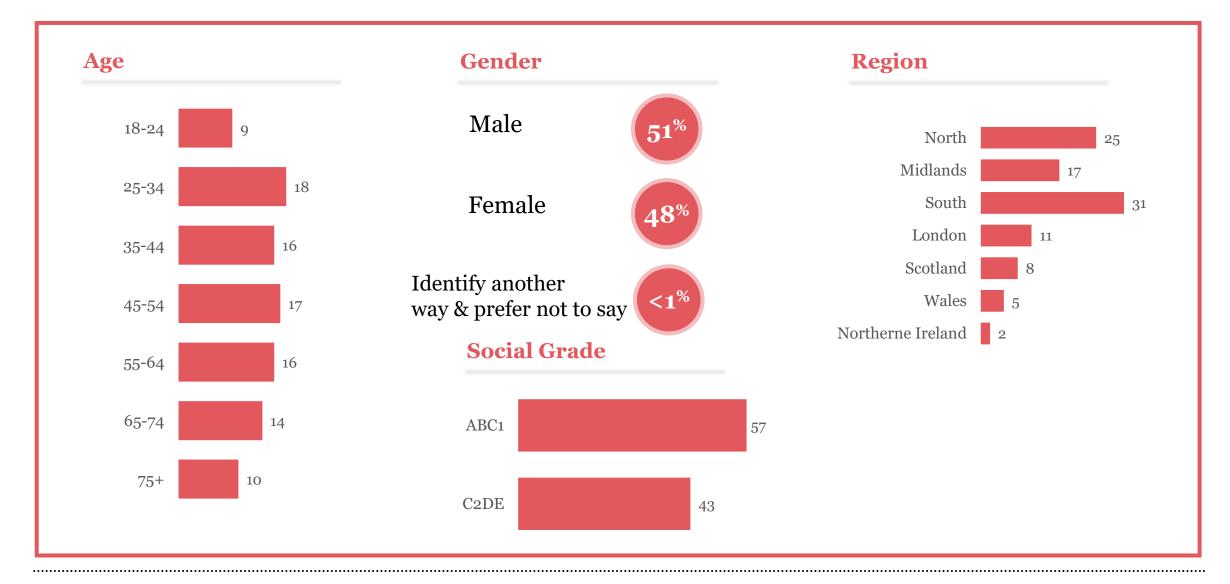
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Demographics



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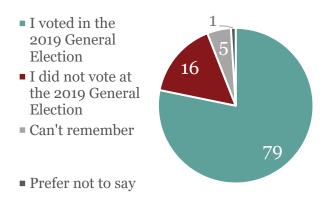
Voting behaviours

General Election





Voted in the December 2019 General Election



	%Labour	Conservatives	Liberal Democrats	SNP	Plaid Cymru Party of Wales	Other	Undecided / Can't remember	Prefer not to say
Would vote for now	35%	28%	6%	3%	1%	7%	17%	2%
Voted for in 2019	35%	46%	7%	4%	1%	6%	1%	1%

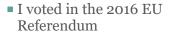
D1A. If there were a General/UKGeneral Election tomorrow, how likely would you be to vote on a scale from 0 to 10,? D1B. If there were a General/UKGeneral Election tomorrow, which of the following parties do you think you would vote for or would you vote for another party? D2A. Did you, or did you not vote in the 2019 General/UKGeneral Election? D2B. which of the following parties did you vote for, or did you vote for another party? Base: All respondents 3044

EU membership voting 2016

EU Referendum

Political identity



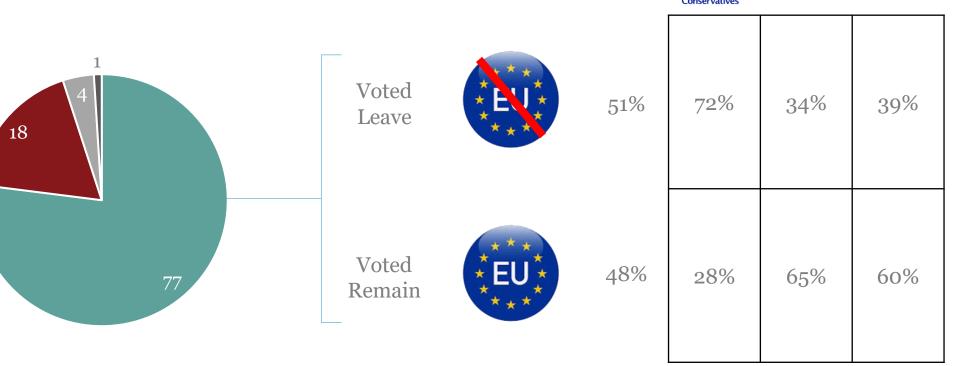


■ I did not vote in the 2016 EU Referendum

■ Can't remember

■ Prefer not to say

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Section 2: News Consumption

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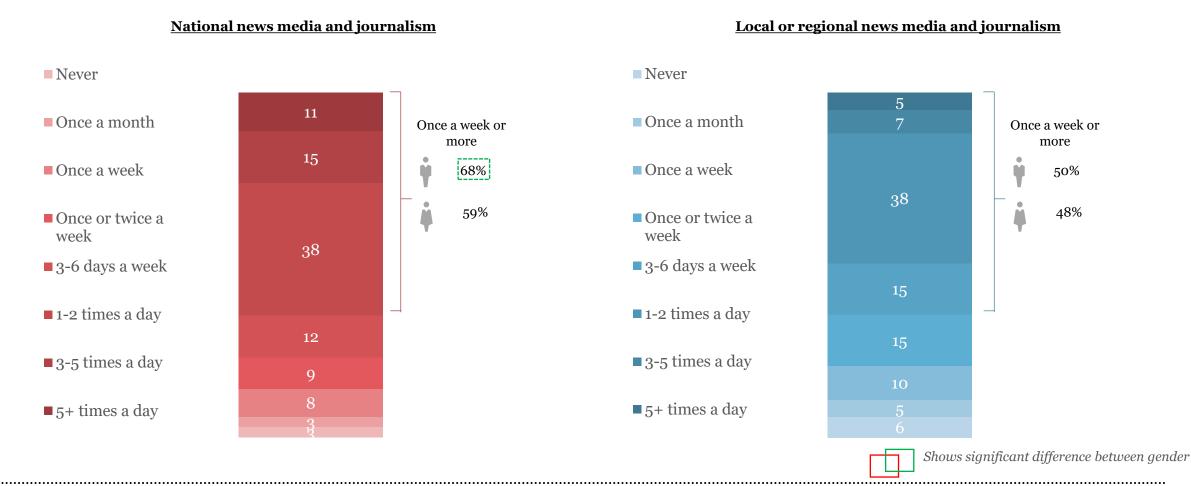
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Q1.a. National news media and journalism: How often do you usually read, listen to, or watch national news? Q1.b. Local or regional news media and journalism

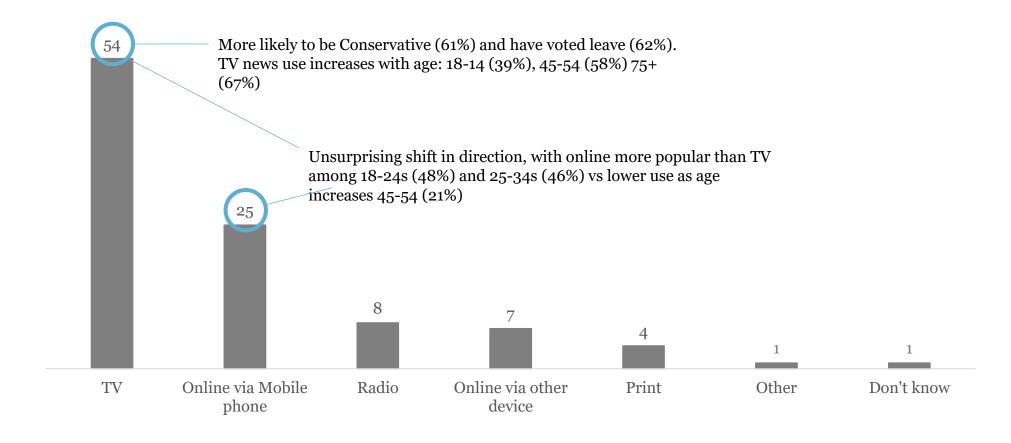
Frequency read, listen to, or watch



Q2. Which of the following is the main way that you get your news?

Snapshot: TV is the main way respondents access the news with over half respondents accessing this way

Main way get News



Q2. Which of the following is the main way that you get your news?& Q1a and 1b – national and local news use.

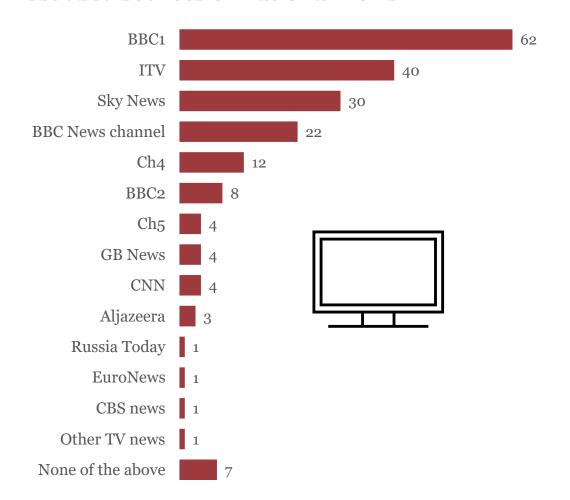
Snapshot: Respondents are more likely to read, listen to or watch National news once a day or more compared to Local or regional news

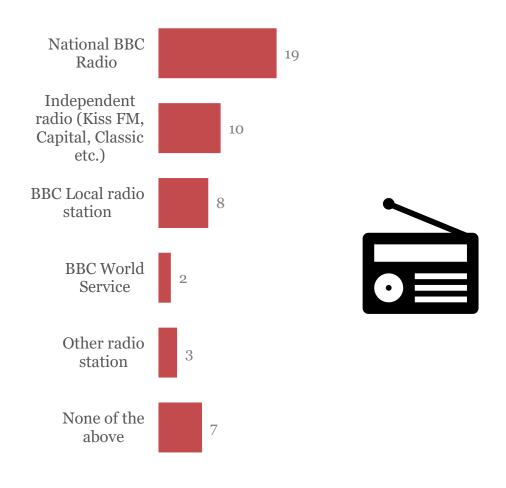
Main way get News

<u>National news media a</u>	<u>and journalism</u>		Local or regional news media and journalism					
	Frequency read,	listen to or watch			Frequency read, listen to or watch			
	Once a day or more	Less than once a day			Once a day or more	Less than once a day		
TV	61%	27%		TV	58%	41%		
Radio	45%	45%		Radio	38%	61%		
Print	57%	36%		Print	41%	61%		
Online via Mobile phone	43%	49%		Online via Mobile phone	37%	63%		
Online via other device	49%	32%		Online via other device	43%	55%		

Q3. TV/ Radio/ Newspaper in print or online/ Online only publishers: Which of the following are your <u>most used</u> sources of national news and journalism?

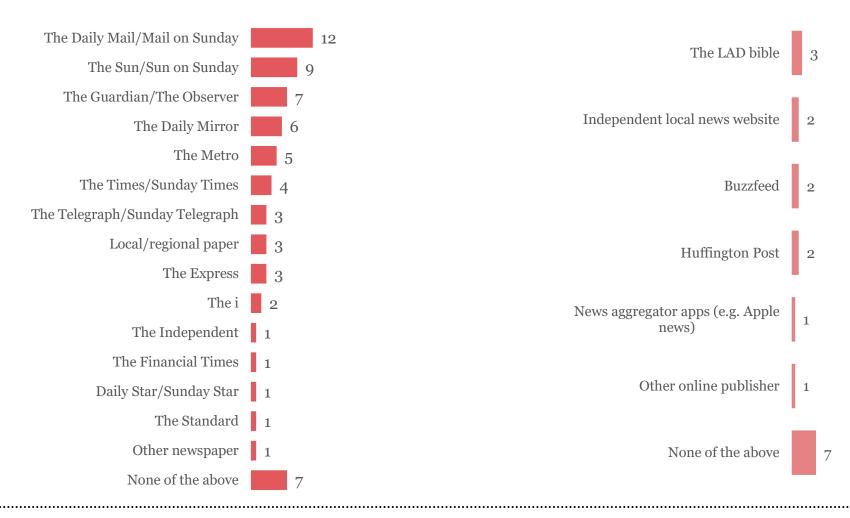
Most used sources of National News





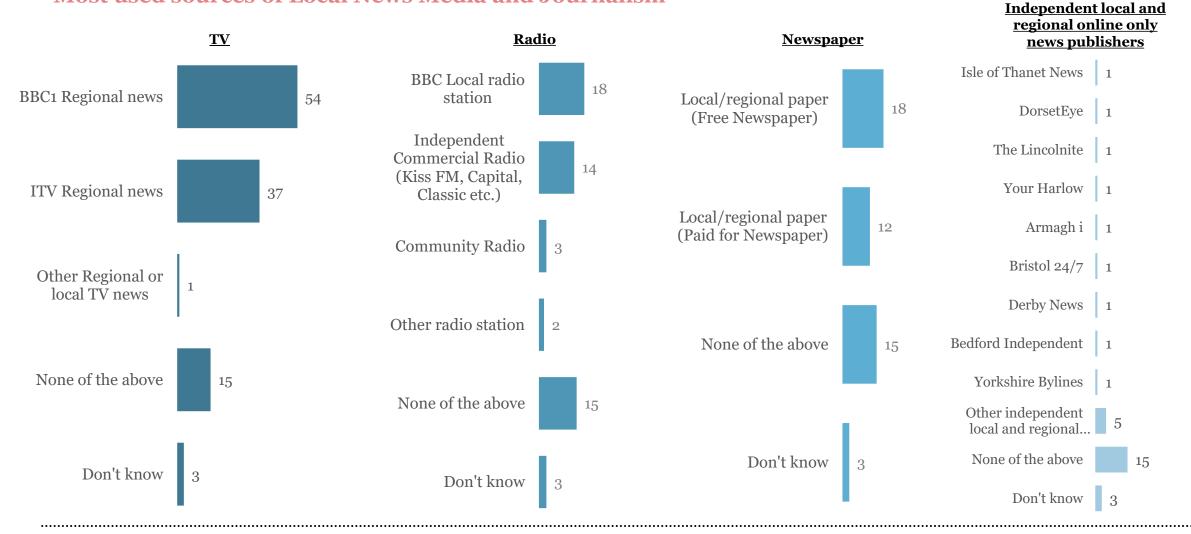
Q3. TV/ Radio/ Newspaper in print or online/ Online only publishers: Which of the following are your <u>most used</u> sources of national news and journalism? Select up to 5 options

Most used sources of National News



Q4. Which of the following are your <u>most used</u> sources of local news and journalism? Select up to 5 options

Most used sources of Local News Media and Journalism



Q5 a and b: Which of the following are your most used sources of social media for a) News from a journalist or established news organization; b) Information produced or shared by friends, family, people or organisations that are not journalists or established news organisations.

Most used sources of Social Media



22%

18



19%

20

18











Don't use Other SM in this

Don't know

Q₅.a. News from a journalist or established news organisation

Q₅.b Information produced or shared by information produced or shared by friends, family, people or organisations that are not journalists or established news organisations



42%

49

35





11%

12

11



7%



5%



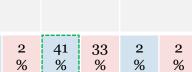
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Male

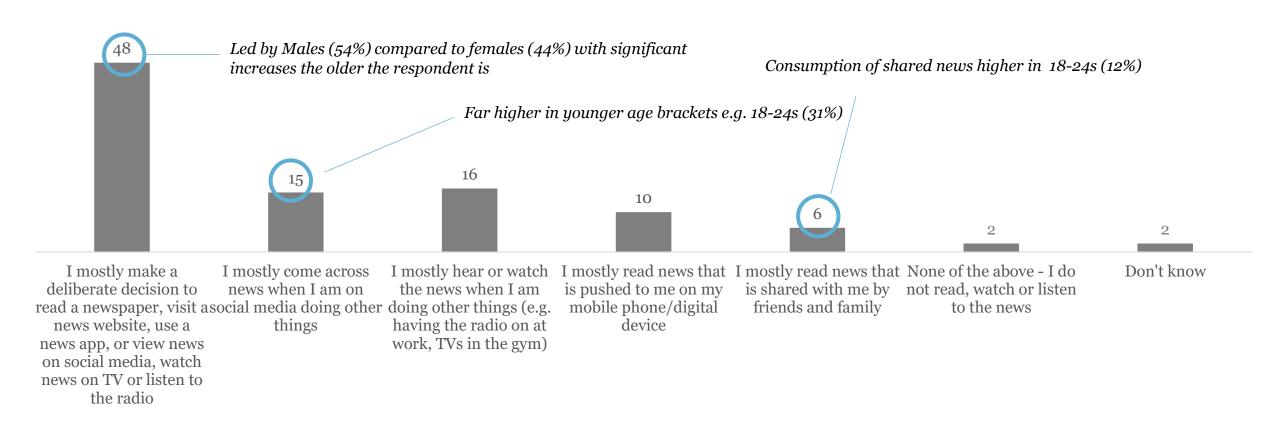




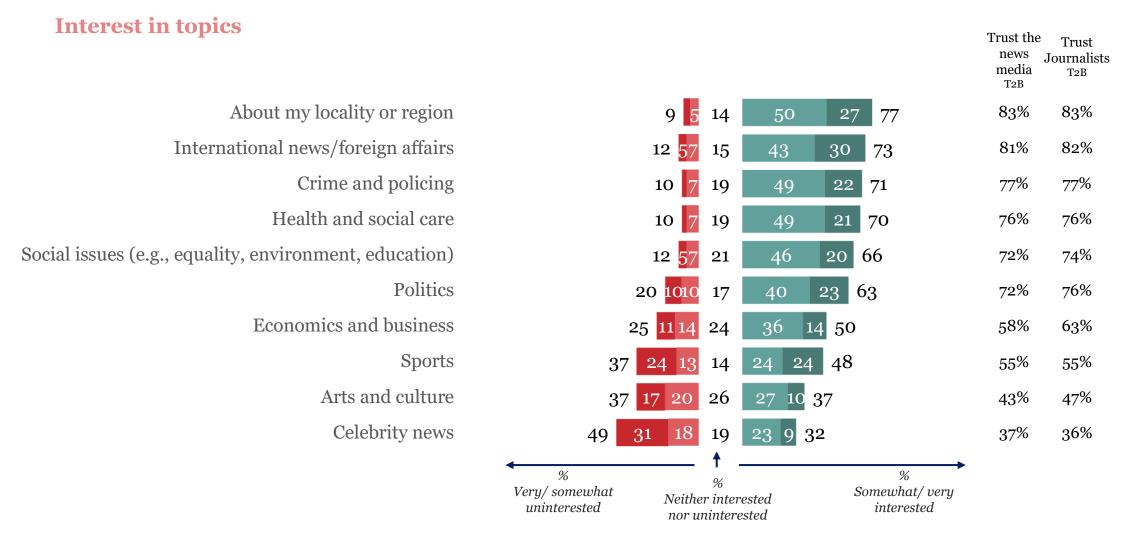
Shows significant difference with Less than Female

Q6. Which of the following statements, if any, most accurately describes how you consume news media and journalism most often?

News Media and Journalism Consumption and Intention



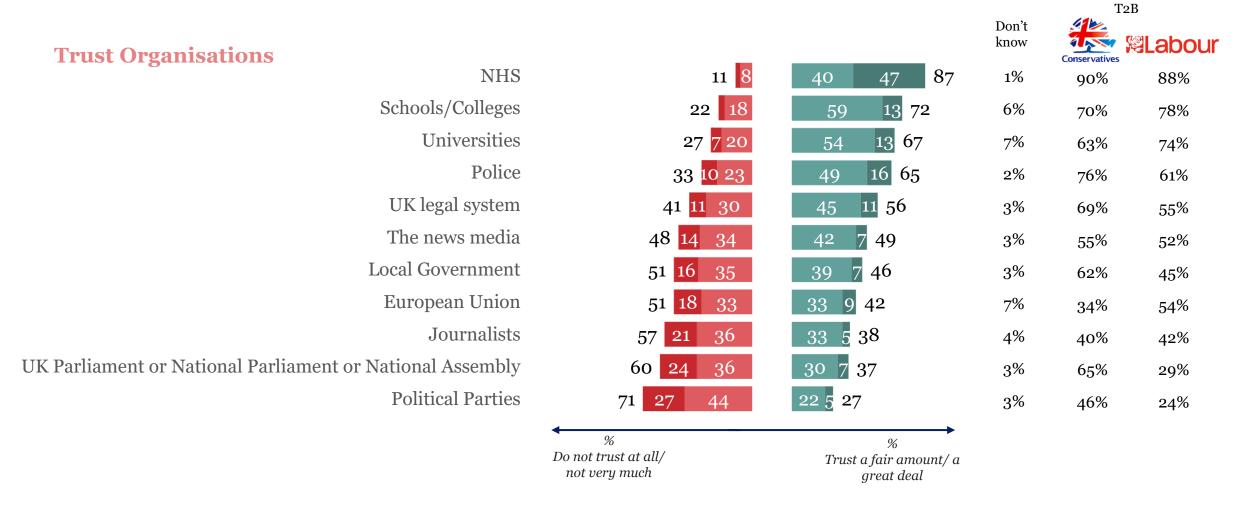
Q7. To what extent, if at all, are you interested or not in the news media and journalism about the following topics?



Q8. To what extent, if at all, do you trust the following organisations?

Snapshot: NHS is the most trusted organisation with 87%. Political Parties are the least trusted with only 27%. News media and Journalists are middle to low in trust

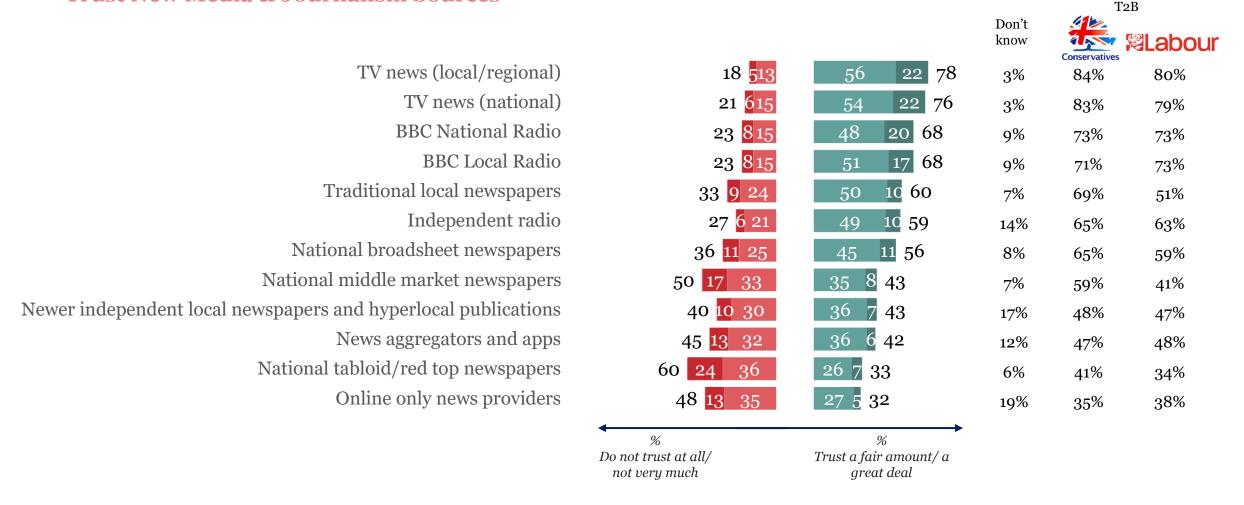
Political Identity



Q9. To what extent, if at all, do you trust the following news media and journalism sources to report on issues fairly?

TV news is the most trusted source, closely followed by BBC Radio

Trust New Media & Journalism Sources



Political Identity

Section 3: Journalism **Values**

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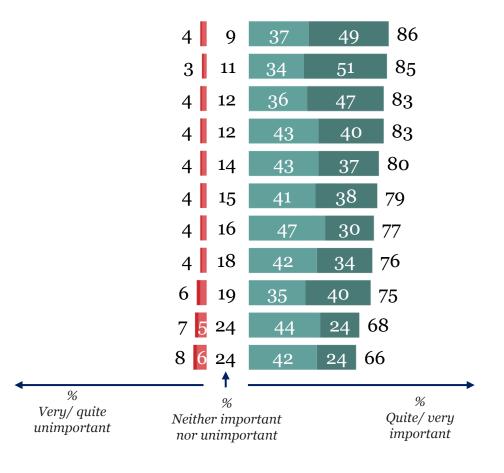
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Q10. To what extent, if at all, is it important to you that the work of journalists and the news media are guided by the following values?

Importance of journalists and news media operating according to guiding values

They openly admit mistakes to audiences They strictly separate facts and opinion They clearly separate news from advertisements They report different views in society as fully as possible They respond to audience complaints They show empathy with ordinary people They explain how news items come about They clearly indicate journalistic principles That they are independent They bond with viewers, readers, and listeners They consider audience wishes

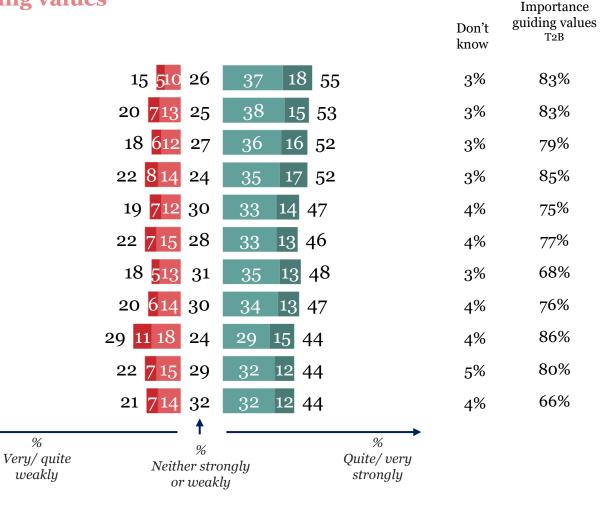


· Q10: To what extent; if at all, is it important to you that the work of journalists and the news media are guided by the following values? Base: All respondents 3044:..... Note these response categories were modified from definitions based on a study by in Van der wurff and Schoenbach, 2014. Civic and citizen demands of news media and journalists: what does the audience expect from good journalism? Journalism & mass communication quarterly, 91, 433-451.

Q11. How strongly or weakly, if at all, do you think news providers and journalists in the UK operate according to these guiding values?

Strength of operating according to the guiding values

They clearly separate news from advertisements They report different views in society as fully as possible They show empathy with ordinary people They strictly separate facts and opinion That they are independent They explain how news items come about They bond with viewers, readers, and listeners They clearly indicate journalistic principles They openly admit mistakes to audiences They respond to audience complaints They consider audience wishes (3044)



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Section 4: News literacy and public knowledge of how journalism and regulation works

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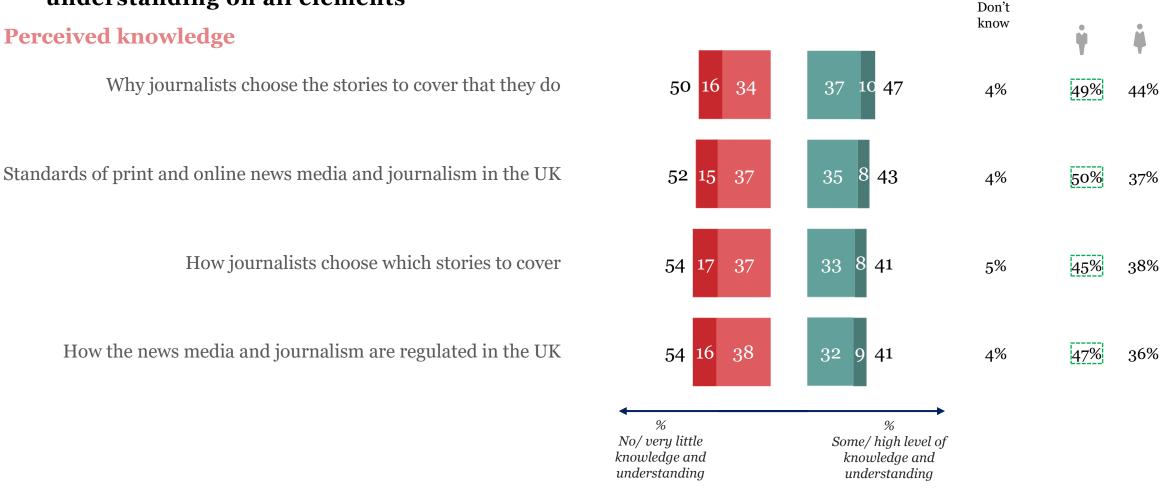
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Q12. How much do you feel you know about and understand the following, if anything?

Snapshot: Just over half of respondents do not feel they have enough knowledge and understanding on all elements



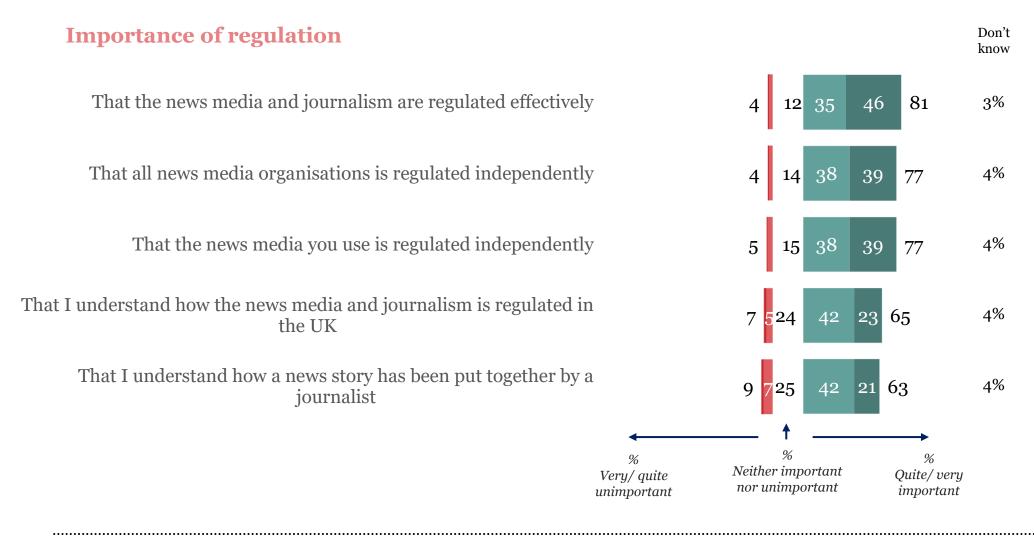
Q13. Which of the following statements about the regulation of news media and journalism is true and which is false?

Knowledge of regulation of News Media and Journalism

	True	False	Don't Know	
News on TV and radio is regulated by the same regulator as newspapers and online	45%	22%	33%	
The BBC is regulated in the same way as other broadcasters	60%	21%	18%	
All newspapers (and their online versions) have to be signed up to a regulating body	59%	14%	27%	
Social media companies are responsible for regulating the new stories that newspapers and broadcasters post on their sites	41%	31%	28%	
Anything a journalist posts on social media such as Twitter is regulated in the same way as the news stories they write for a publication	30%	38%	32%	Men more likely to think this is false (44%) than women (33%), with heavy news consumers more likely to believe this is false
The BBC's social media output is regulated the same as their TV and Radio output	53%	17%	30%	

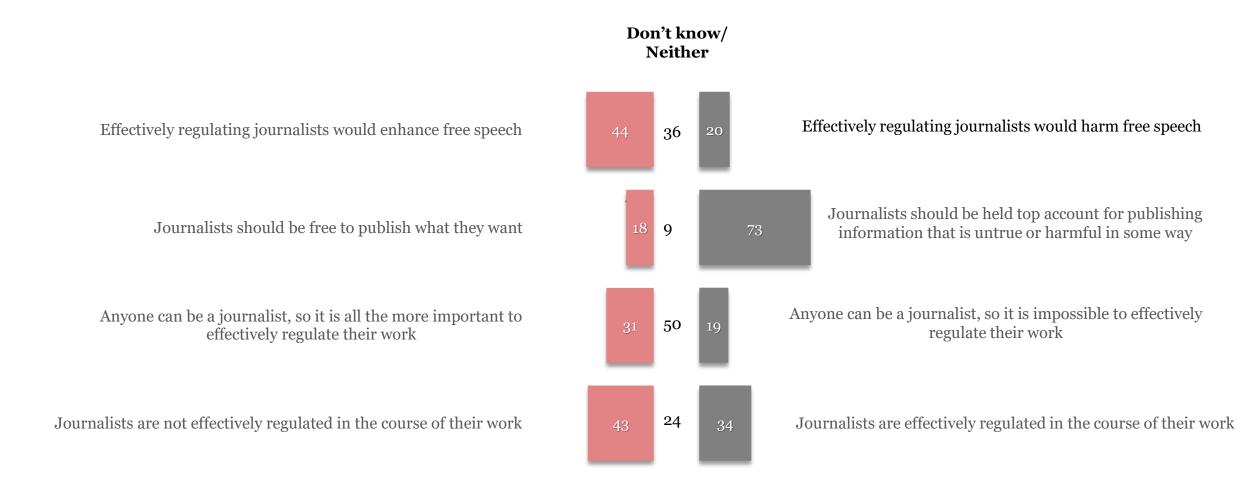
Q14. To what extent, if at all, do you think the following is important or not?

Snapshot: 4 in 5 respondents believe that the news media and journalism should be regulated effectively, increasing steadily with age and educational level

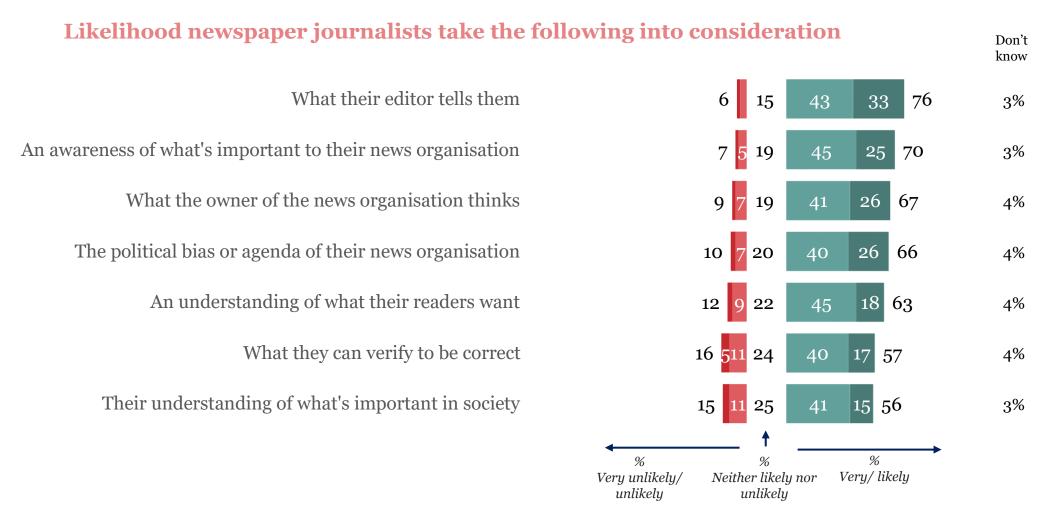


Q15. Please read the paired statements below and select which most closely reflects your view

Attitude to accountability, regulation and freedom of speech

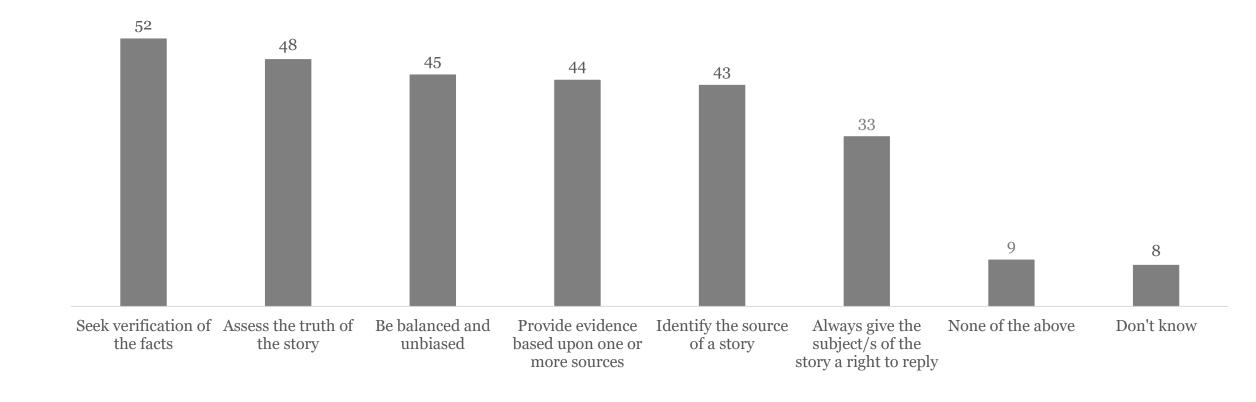


Q16. How likely or unlikely do you think it is that newspaper journalists take the following factors into consideration when deciding which stories to cover, if at all?



Q17. Thinking about newspaper and broadcast journalists, which of the following do you think they have to do to get a story published?

Process to have story published



Q18. Which of the following aims do you think are the most important in order to achieve effective regulation?

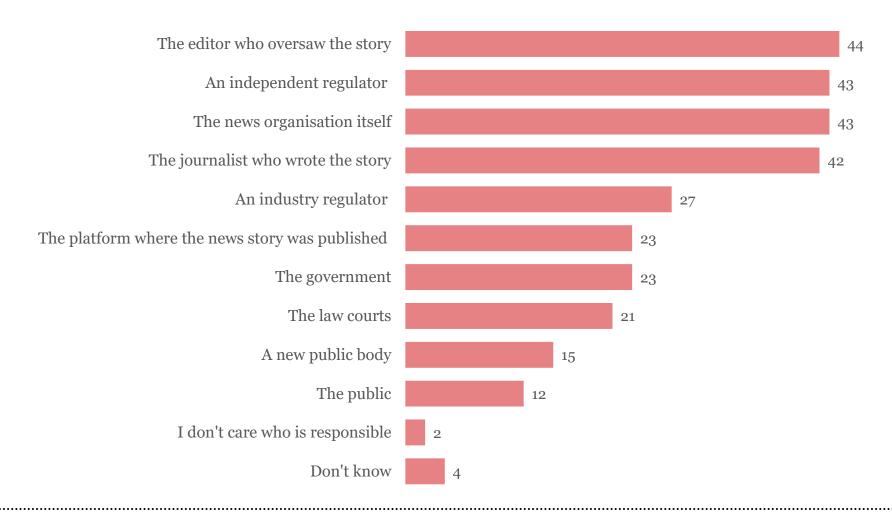
Important to Achieve Effective Regulation

	1 st	2 nd	$3^{ m rd}$	Top 3
It should stop disinformation (deliberately misleading information)	22%	17%	14%	51%
It should stop misinformation (unintentionally misleading information)	14%	15%	13%	40%
It should properly hold news organisations to account	13%	14%	13%	38%
It should prevent hate speech and discrimination	11%	13%	13%	35%
It should properly hold individual journalists to account	10%	10%	12%	31%
It should enable high standards to be met	10%	8%	8%	26%
It should protect members of the public who have been mistreated by the news media	8%	11%	13%	30%
It should empower members of the public to exercise their rights in relation to news media abuses/excesses	5%	6%	6%	17%
None of the above	2%	2%	2%	2%
Don't know	4%	4%	5%	4%

Q18. Which of the following aims do you think are the most important in order to achieve effective regulation? Rank your top 3 considerations. Base: All respondents 3044

Q19. Who do you think should be responsible for ensuring that news content meets high standards of accuracy and verifiability?

Responsibility



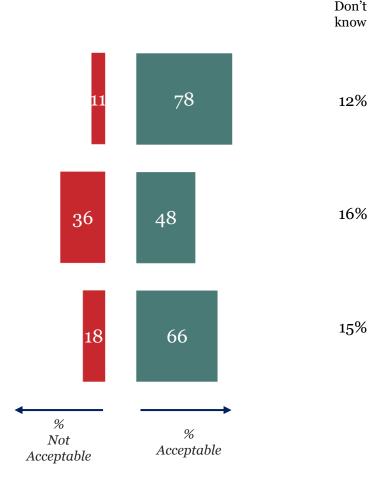
Q20. In your opinion, which of the following forms of regulating the news media and journalism is acceptable or not acceptable?

Acceptable Forms of Regulating News Media and Journalism

News content should be regulated by an independent body (not connected to the industry or government)

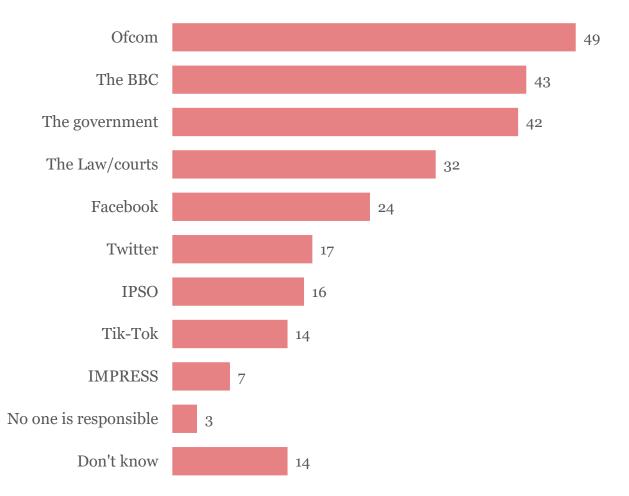
News content should be regulated by an industry body (connected to the industry or government)

News content should be regulated by a combination of industry and independent members



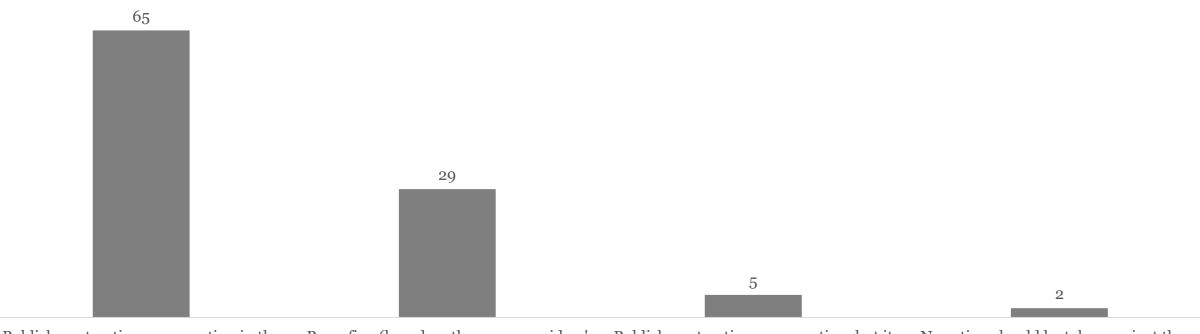
Q21. Different news media have different regulators. Select all that you think have a responsibility for regulating

Responsibility for Regulating



Q23. Now thinking about the actions listed below, which of the following do you think is the best action that a news provider should take if it is found that they have not complied with ethical standards set down by the regulator?

Best Action



Publish a retraction or correction in the same place as the original story and an acknowledgment of their error

Pay a fine (based on the news providers' income)

Publish a retraction or correction, but it doesn't matter where this is featured

No action should be taken against them

Section 5: Public understanding of how the news media is regulated

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vaccination gap persists, it is common to be a declining poverty and greative declining poverty and chities. Such a negative declining poverty and could hold back economic many land increase geopolity at the parts.

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peans can be proud of this record. India's "Vaccine Maitri" is another example of global solidarity.

In 2020, the EU supported the research and development of vaccines on a large scale and contribute significantly to the new gentral mRNA vaccines. The EU major producer of COS 249 vi with, according to with scoot and of the doses used gradual and the EU has also exported 2. EU has also exported 2. EU has also exported 2. EU has also exported as with a specific doses to 90 counters, with a specific doses to the exported as the

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manufacturers, we are working to
increase the EU vaccine production capacities to more than three
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Our European industrial partners have committed to deliver 1.3 billion doses of vaccines before the end of 2021 to low-income countries at no-profit, and to middle-income countries at lower prices. They have also committed themselves to further deliver over 1.3 billion doses for 2022 – por which will be delivered prices.

gions. Hence, what is needed a federal coalition that looks beyon the legal-constitutional aspects federalism to preserve the idea a plural India in terms of both of ture and politics.

Kalaiyarasan is a Pulbright-Nehru postdoctoral fellow at the Watson Into for International and Public Affairs, Brown University, U.S., and Ausistant Professor at the Madras institute of Development Studies, Chemai. M. Vijayabaskar is Professor at the Madras Institute of Development Studies. The views expressed are personal

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Issue of licensing
Voluntary licensing is the leged way to ensure such tr of technology and know-ho turns out to be insufficient, isting Trade-Related Aspect tellectual Property Rights (Agreement and the 2001 Declaration already foresee the bility of compulsory licensis have been listening carefrountries complaining about difficult it is to use these the

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tilateral action to increase the pro-

Therefore, we need global intilateral action to increase the production of vaccines and accelerate the roll-out worldwide. Since the beginning of the novel coronavirus pandemic, this is the path chosen

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Q24. To what extent, if at all, do you agree or disagree with the following statements?

disagree

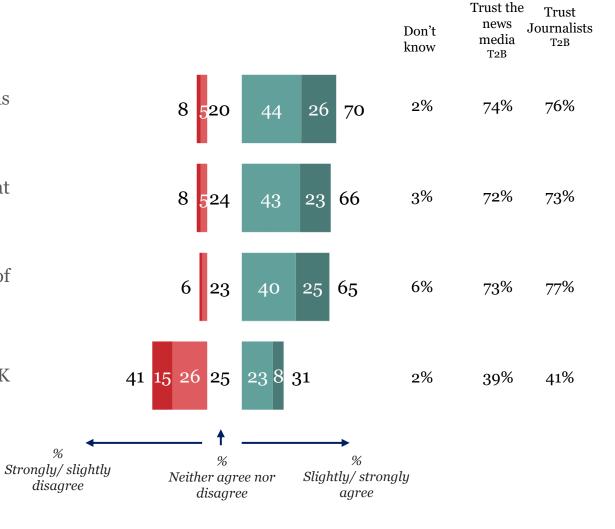
News literacy and trust

I think I would trust the news more if I knew more about how news was regulated

I think I would trust the news more if I knew more about the process that journalists use to produce news content

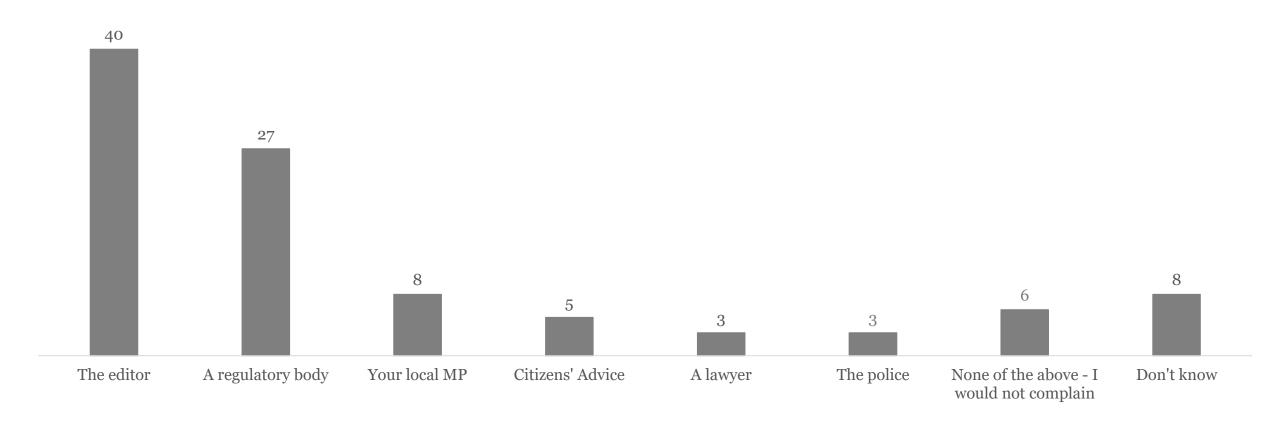
Independent media regulation significantly improves the quality of iournalism

I feel that I know enough about how news is regulated in the UK



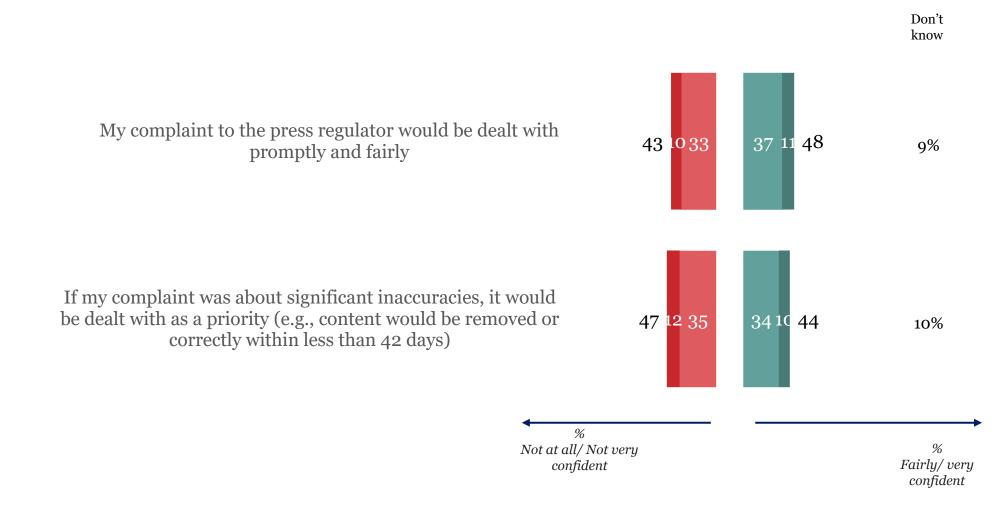
Q25. If you wanted to complain about a story in a newspaper (or its online version) who would you be most likely to contact?

Contact for Complaints



Q29. If you had reason to complain to a press regulator, to what extent, if at all, do you feel confident or not that the following would happen?

Confidence



Q30. To what extent, if at all, do you agree or disagree with the following statements?

Agreement with Statements

Members of the public should have a voice on the regulation of news media and journalism

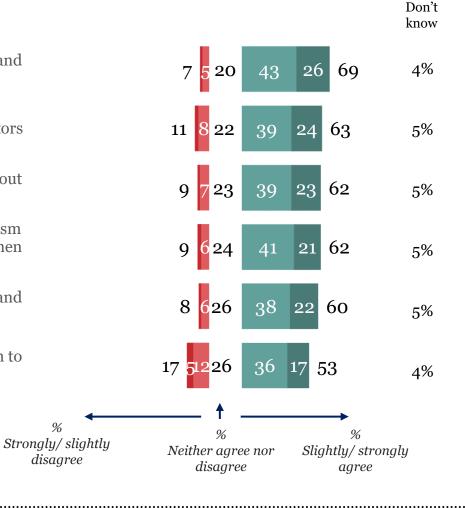
Members of the public should be on the board of news media regulators

Members of the public should be part of the decision-making process for complaints about news media and journalism

Members of the public should have a role in assisting journalists in improving journalism (e.g., providing additional expert information on complicated topics or pointing out when journalists have got things wrong)

Members of the public should be regularly consulted by regulators of news media and journalism

I am happy to leave decisions on the regulation of news media and journalism to regulators



Section 6: Public understanding of codes of conduct, standards and the principles underlying them

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accination gap persists, sing the trend in recent

peans can be proud of this record. India's "Vaccine Maitri" is another example of global solidarity.

In 2020, the EU supported the research and development of vacines on a large scale and contrisignificantly to the new genmRNA vaccines. The EU najor producer of with, according

so that they sinate their own populations and export more vaccines, as the EU is doing. In cooperation manufacturers, we are working to increase the EU vaccine production capacities to more than three billion doses a year by the end of

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Our European industrial partners have committed to deliver 1.3 billion doses of vaccines before the end of 2021 to low-income countries at no-profit, and to middle-income countries at lower prices. They have also committed themselves to further deliver over 1.3 billion doses for 2022 of which will be delivered the

federal coalition that looks beyo the legal-constitutional aspect federalism to preserve the idea a plural India in terms of both ture and politics.

Kalaivarasan is a Pulbright-Nehru possificational fellow at the Watson Inst Development Studies, Chennai. M. Vijayabaskar is Professor at the Madras Institute of Development Stud The views expressed are personal

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who have been abandoned from March 2020 to May 29.

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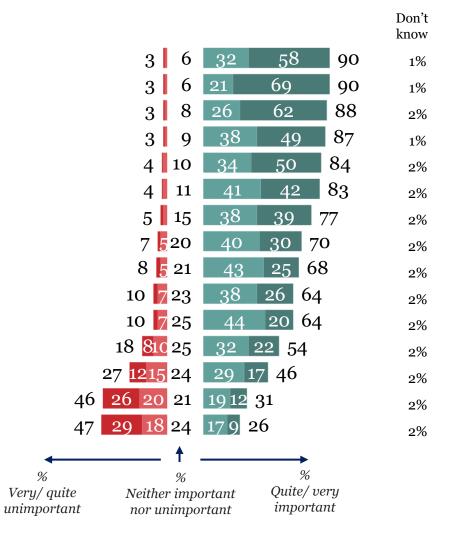
Therefore, we need globar. filateral action to increase the production of vaccines and accelerate the roll-out worldwide. Since the beginning of the novel coronavirus pandemic, this is the path chosen

Q31. How important or unimportant are the following roles that journalists and news publications could play in UK society?

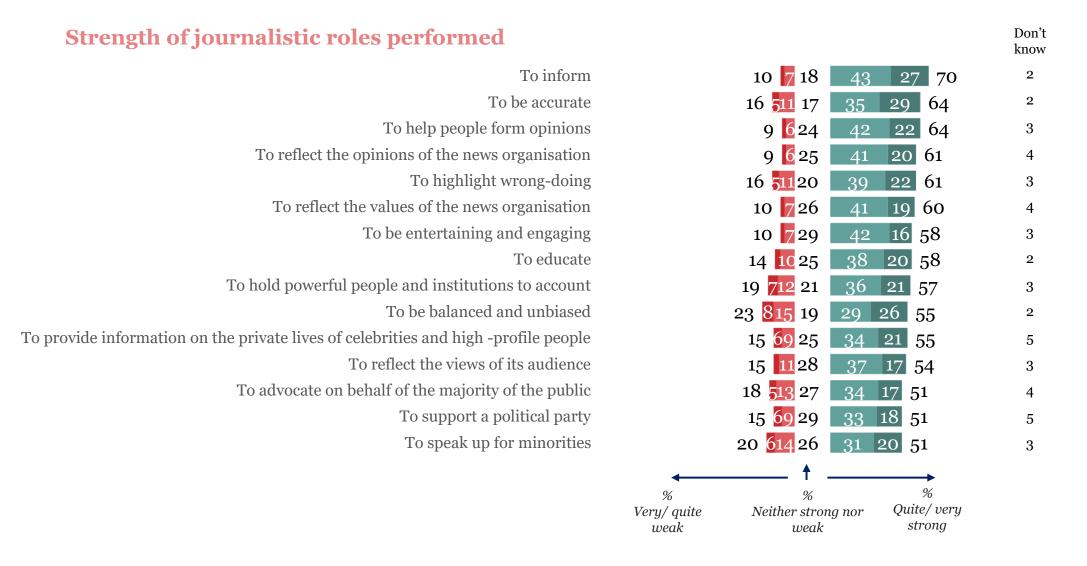
To inform

Importance of journalistic roles

To be accurate To be balanced and unbiased To highlight wrong-doing To hold powerful people and institutions to account To educate To speak up for minorities To advocate on behalf of the majority of the public To help people form opinions To reflect the views of its audience To be entertaining and engaging To reflect the values of the news organisation To reflect the opinions of the news organisation To provide information on the private lives of celebrities and high -profile people To support a political party



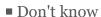
Q32. How strongly or weakly, if at all, do you think news providers and journalists in the UK operate according to the following values?

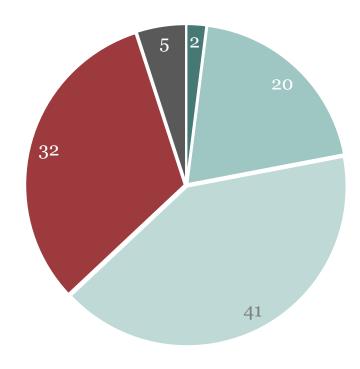


Q33. News media regulators provide codes of conduct which help journalists conduct themselves according to an agreed set of standards. Examples include the 'The Editors' Code of Practice', BBC Editorial Guidelines, and the Impress Standards Code. Before taking part in this survey, to what extent were you aware of these codes of conduct?

Awareness of Conduct

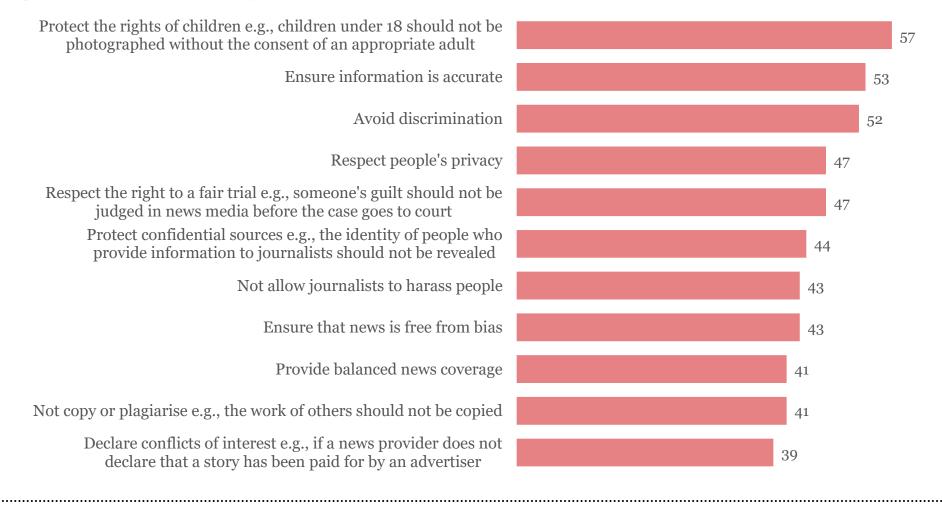
- I'm aware that codes of conduct exist, and I know a lot about what they cover
- I'm aware that codes of conduct exist, and I know a little about what they cover
- I'm aware that codes of conduct exist, but I don't know anything about what they cover
- I'm not aware of any codes of conduct





Q34. Which of the following guidelines, if any, do you think are covered by codes of conduct for journalists and news media providers?

Knowledge of areas covered by codes of conduct



Section 7: Identifying issues of concern and ways to increase trust

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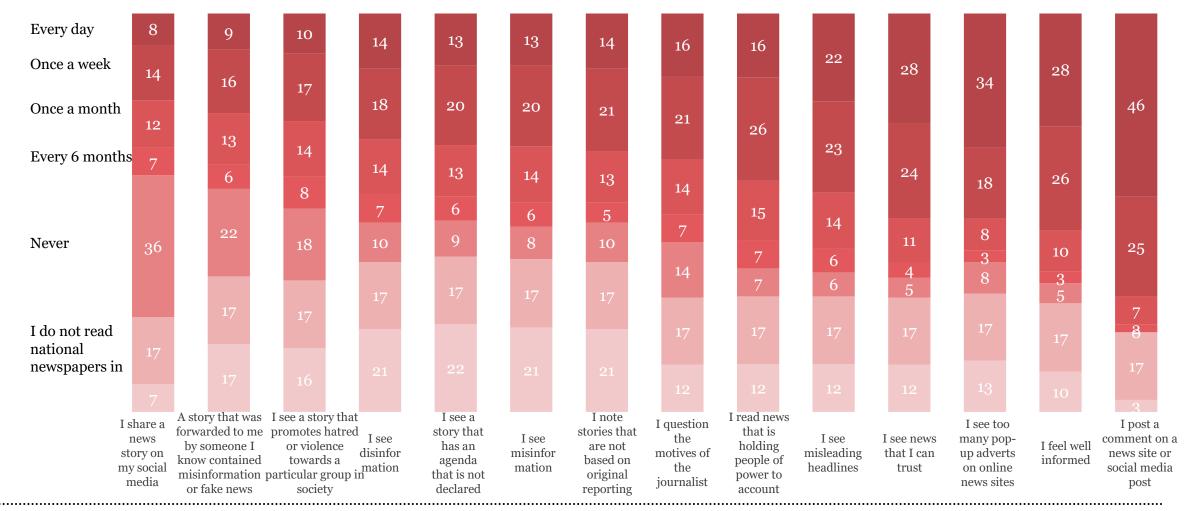
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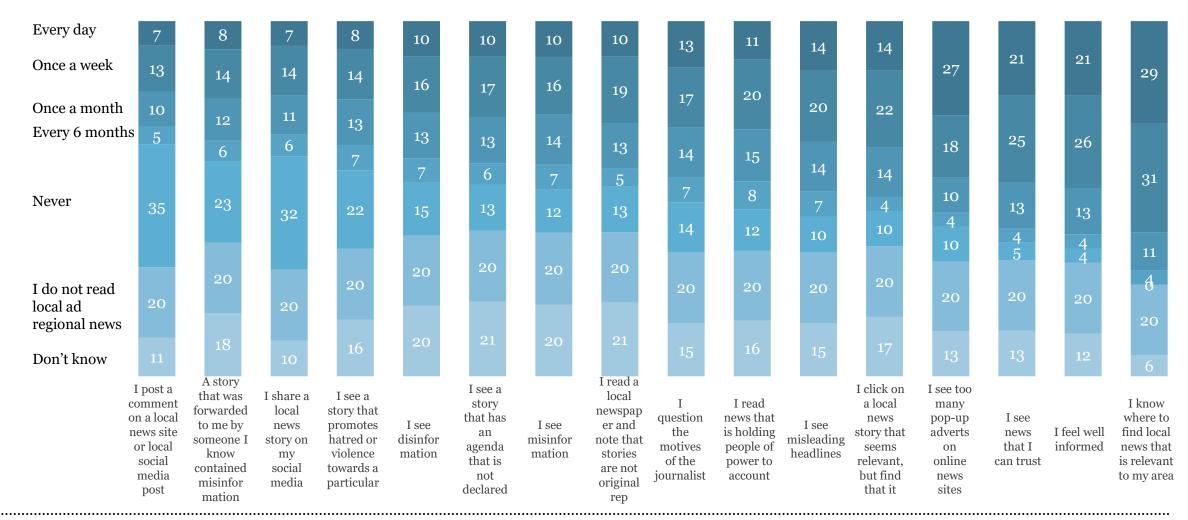
Q35. Think about your experiences of national news published by newspapers publishers in print or online but not including radio or TV. How often do you experience the following, if at all?

Experience of National News

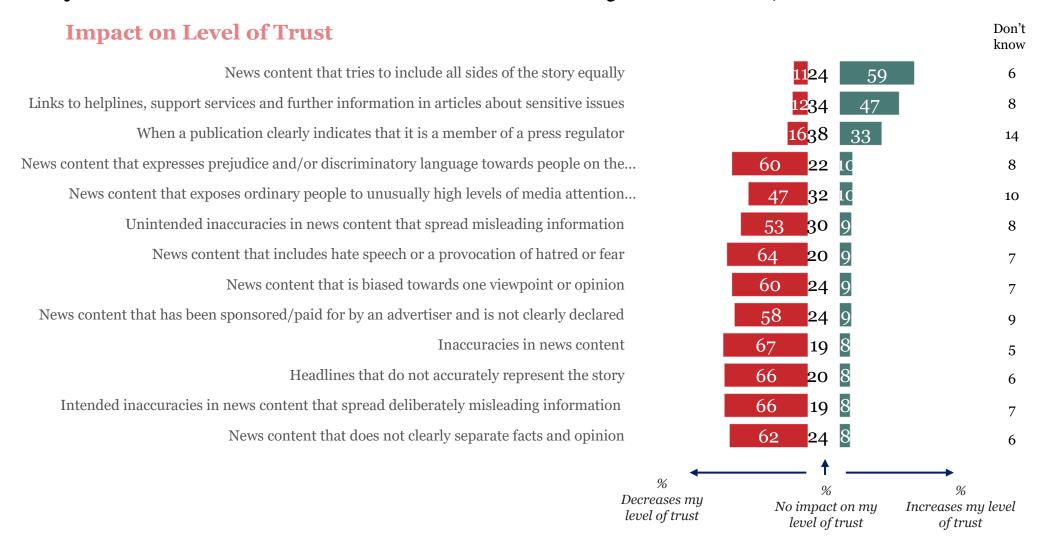


Q36. Now think about your experiences of local and regional news [...] not including local radio or local TV. How often do you experience the following, if at all?

Experience of Local News



Q37. Please think about the news media and journalism you read/watch/listen to. To what extent do the following increase or decrease your level of trust in news media and journalism, if at all?



Q37. Please think about the news media and journalism you read/watch/listen to. To what extent do the following increase or decrease your level of trust in news

Q38. Now think about the news media and journalism that you access online on any device via the internet, an app, social media or other digital media. To what extent do the following increase or decrease your level of trust in news media and journalism, if at all?

Impact on Level of Trust			and journalism in this way	know
When a news story has a 'complain' or 'report' but	ton	15 <mark>29 31</mark>	15	9
When readers' comments are moderated by the news provi	der	32 27 18	14	9
When readers' comments are not moderated by the news provi	der	29 31 15	15	10
Readers' comments that express prejudice and/or discriminatory language towards people the basis of protected characteristics (such as race, religion or gender)	on	47 <mark>22</mark> 7	16	8
The use of Artificial Intelligence to decide what stories are shown on your apps and fe		39 <mark>25</mark> 7	18	11
The use of hyperlinks in a news article to external content that may be inaccurate, mislead or offensive	ing	49 <mark>18</mark> 6	18	9
Unintended inaccuracies in readers' comments that spread misleading information - misinformation		45 <mark>26</mark> 6	15	8
Intended inaccuracies in readers' comments that spread deliberately misleading information i.e., disinformation	on -	54 1 9 6	15	7
Readers' comments that include hate speech or a provocation of hatred or f	ear	48 <mark>22</mark> 6	16	7
Headlines that look like news but turn out to be advertis	ing	59 1 5 6	14	6
Clickbait 'headlines' that sensationalise a story or are not related to the actual news st	ory	56 <mark>16</mark> 6	16	6
	% Decreases my level of trust	% No impact on my level of trust	% Increases my level of trust	

news media

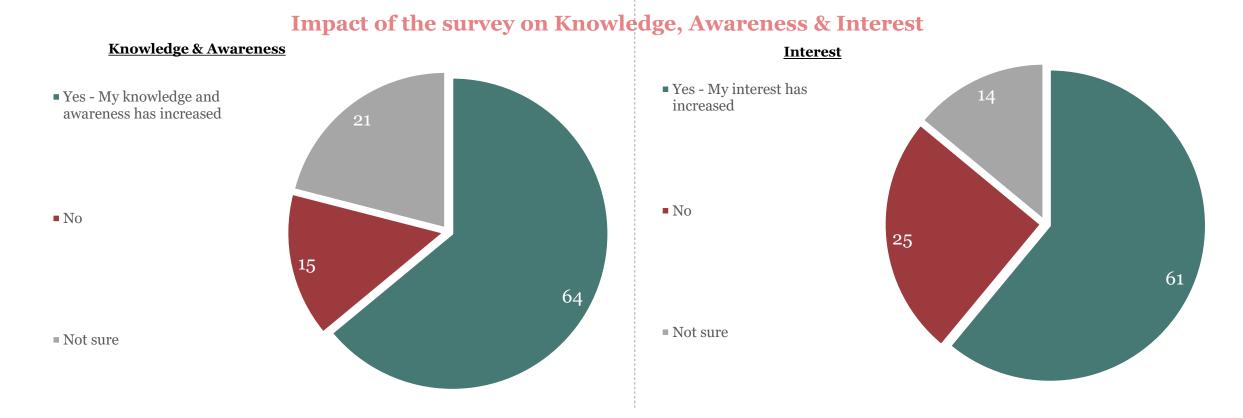
Don't

Q39. People have offered some suggestions for how regulators could work with journalists and news providers to increase levels of trust in the news. To what extent, if at all, do you agree or disagree with the following?

How regulators could increase trust Don't know Press regulators should regularly review standards codes to ensure there are no gaps in regulation 82 Press regulators should make the public more aware of how to complain 81 Press regulators should have the power to impose fines on publishers who do not comply with their rulings Press regulators should be able to fast-track decisions to remove significant inaccuracies in content Press regulators should be allowed to act more quickly to enforce standards codes All journalists and news providers should be regulated by the same regulatory body Press regulators should be free from political/industry interference Press regulators should provide journalists and news providers with guidance on language to be used... Press regulation should apply to all content in online news including readers comments and hyperlinks Press regulators should provide guidance to journalists and news providers to ensure that the use of... Press regulators should play a greater role in educating the public about issues of ethics and standards in... Press regulators should consult the public regularly about what codes of conduct should cover Press regulation should include regular input from the public Strongly/ slightly Neither agree nor Slightly/strongly disagree disagree agree

Q40. Having completed this survey, do you feel that your knowledge and awareness of issues relating to the regulation of news media and journalism has increased?

Q41. Having completed this survey, do you feel that your interest in issues relating to the regulation of news media and journalism has increased?



Q40. Having completed this survey, do you feel that your knowledge and awareness of issues relating to the regulation of news media and journalism has increased? Q41. Having completed this survey, do you feel that your interest in issues relating to the regulation of news media and journalism has increased? Base: All

respondents 3044

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