# Article information:

What makes people trust and rely on news  
<https://www.americanpressinstitute.org/publications/reports/survey-research/trust-news/single-page/>

# Article summary:

1. The Media Insight Project conducted a comprehensive study to identify the factors that lead people to trust news.

2. The study found that trust and reliability in news can be broken down into specific factors that publishers can put into action and consumers can recognize.

3. The study also found that the factors that lead people to trust news vary by topic, with accuracy being the paramount principle of trust across all topics.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article provides an overview of a comprehensive study conducted by The Media Insight Project on the factors that drive people to trust news reporting sources. It outlines the findings of the study, which suggest that accuracy is the paramount principle of trust across all topics, followed by timeliness and clarity. Additionally, it highlights how different factors are valued differently depending on the topic, such as expert sources and data being more highly valued for political news than lifestyle news. Furthermore, it notes how digital presentation plays an important role in determining whether consumers consider a publisher competent and trustworthy, citing ads not interfering with content, fast loading times, and content working well on mobile phones as key elements. Finally, it emphasizes why trust should matter to today’s publishers – not only as a journalistic aspiration but also as a business imperative – noting how those who value trust-related factors are more likely to pay for or share news with their friends.

Overall, this article provides an informative overview of the findings from The Media Insight Project's comprehensive study on what drives people to trust news reporting sources. It is well-supported by evidence from the study itself and provides insights into how different topics require different levels of emphasis on certain elements related to trustworthiness. However, there is some bias in its presentation; for example, it does not explore any counterarguments or potential risks associated with trusting certain sources over others. Additionally, there could have been more discussion about other elements related to digital presentation such as design aesthetics or user experience which may also play a role in determining whether consumers consider a publisher competent and trustworthy.

# Topics for further research:

* Counterarguments to trusting news sources
* Potential risks of trusting news sources
* Design aesthetics and trustworthiness
* User experience and trustworthiness
* Impact of digital presentation on trustworthiness
* Business implications of trustworthiness in news reporting

# Report location:

<https://www.fullpicture.app/item/56d1983471d272e437a576c24f46178b>