Trust in Media Survey
Age of Digitalization and Threat of Fake News & Disinformation

10 May 2021
Methodology & Respondent Profile

- 1,203 respondents aged 18 and above were interviewed via telephone (fixed and mobile lines).
- The survey respondents are from all states across Peninsular Malaysia includes Sabah and Sarawak.
- Respondents were selected through random stratified sampling method along the lines of ethnicity, gender, age and states.
- Almost all of the constituencies (14 states and across 212 parliament constituencies) were surveyed and the selection of the respondents is proportional with respect to the population in each parliament constituency.
- Respondents were interviewed in their own language of preferences.
- Survey margin of error estimated at ±2.83%.
- The survey was conducted on 11 – 20 December 2020.

Where do you most frequently access the internet??
- Mobile internet (51%)
- At home (43%)
- Workplace (5%)
- Community network center (1%)
- Places with free Wi-Fi (0.2%)

Almost every day use internet/social media

Internet

- Malay 52%
- Chinese 26%
- Indian 8%
- No internet 9%
- Places with free Wi-Fi (0.2%)

Settlement

- Urban 62%
- Rural 38%

Gender

- MALE 50%
- FEMALE 50%

Ethnicity

- Muslim Bumiputera 9%
- Non-Muslim Bumiputera 6%
- Malay 52%
- Chinese 26%
- Indian 8%
- No internet 9%
- Places with free Wi-Fi (0.2%)

Sector

- Govt 10%
- Private 17%
- Business/Self-emp 17%
- Homemaker 17%
- Retired Unemployed/Students 9%
- [DK/NR] 9%

Age Group

- 18-30 25%
- 31-40 28%
- 41-50 20%
- 51-60 16%
- > 60 12%

Religion

- Islam 61%
- Buddhist 16%
- Hindu 7%
- Others* 11%
- Taoist, Miring, Buddha + Taoist 44%

Monthly Household Income (RM)

- < 1999 29%
- 2000-3999 27%
- 4000-6999 13%
- > 7000 9%
- [DK/NR] 22%
Q: What is your overall opinion of the media in playing their role in Malaysia today?
Q: How often, if at all, do you use each of the following for staying up-to-date on news?
### Interest in News and Bias

<table>
<thead>
<tr>
<th>TOPICS OF INTEREST</th>
<th>WEBSITES/APPS USED FOR NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>News about political figures &amp; events</td>
<td>40% Google (47%)</td>
</tr>
<tr>
<td>News about state/gov</td>
<td>55% Facebook (63%)</td>
</tr>
<tr>
<td>News about issues affecting local community</td>
<td>65% Youtube (48%)</td>
</tr>
<tr>
<td>International affairs</td>
<td>43% Instagram (25%)</td>
</tr>
<tr>
<td></td>
<td>11% Whatsapp (67%)</td>
</tr>
<tr>
<td></td>
<td>17% WeChat (11%)</td>
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<tr>
<td></td>
<td>17% Telegram (17%)</td>
</tr>
</tbody>
</table>

**Follow closely**

**Used often**

### BIAS IN NEWS SOURCES

- **30% None** (Not much)
- **62% Moderate** (Great deal)

#### Interest in News

- News about political figures & events: 40%
- News about state/gov: 55%
- News about issues affecting local community: 65%
- International affairs: 43%

#### Websites/Apps Used for News

- Google: 47%
- Facebook: 63%
- Youtube: 48%
- Instagram: 25%
- Whatsapp: 67%
- WeChat: 11%
- Telegram: 17%

#### Bias in News Sources

- Malay: 24%
- Chinese: 28%
- Bumi: 25%
- Male: 26%
- Female: 33%
- Below 40: 28%
- Above 40: 31%
- Urban: 28%
- Rural: 31%

Q: How closely do you follow each of these different news topics?
Q: Overall, how often do you get news about important current events in the Malaysia and the world from each of the following websites or apps?
Q: How much, if any, bias do you believe there is in the news source you use most often?
Trust in Media and Media Ownership

Q: What media platform do you trust most as a reliable source of news and information?
Q: And how much would, if at all, you would say your level of trust in each of the following has changed over the past 5 years?
Q: How far do you agree or disagree that political party be allowed to own a media outlet in Malaysia?
Q: Recently, that is suggestion to limit any single investor to own less than 25% of a media outlet. How far do you agree or disagree with this suggestion?
Social Media & News

Q: Has social media changed the way you consume media?
Yes 72%

Q: What social media platform do you use as your main source of news?

Main Sources of News (Social Media)

LinkedIn
Facebook
YouTube
WhatsApp
Others

53%
12%
5%
17%
5%

LinkedIn
Facebook
YouTube
WhatsApp
Others

Malay
Chinese
Indian
Bumi
Male
Female
Below 40
Above 40
Rural
Urban

50%
66%
45%
48%
52%
55%
64%
41%
44%
59%

Main Sources of News (Social Media)

LinkedIn
Facebook
YouTube
WhatsApp
Others

Malay
Chinese
Indian
Bumi
Male
Female
Below 40
Above 40
Rural
Urban

53%
12%
5%
5%
5%

LinkedIn
Facebook
YouTube
WhatsApp
Others

Malay
Chinese
Indian
Bumi
Male
Female
Below 40
Above 40
Rural
Urban

16%
17%
14%
14%
11%
10%
15%
11%
13%
Subscription and Problems of News Coverage

MEDIA SUBSCRIPTION

- Online News outlet (such as Malaysiakini and others), 25%
- Satellite or Pay TV (Astro and competitor), 49%
- Newspaper and Magazine (printed or electronic), 20%
- Subscriber

WILLINGNESS TO PAY FOR QUALITY NEWS

<table>
<thead>
<tr>
<th>Amount</th>
<th>Willingness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than RM30</td>
<td>27%</td>
</tr>
<tr>
<td>RM30-RM60</td>
<td>9%</td>
</tr>
<tr>
<td>More than RM60</td>
<td>3%</td>
</tr>
<tr>
<td>Not willing at all</td>
<td>56%</td>
</tr>
<tr>
<td>Unsure/Refuse</td>
<td>4%</td>
</tr>
</tbody>
</table>

PROBLEMS WITH NEWS COVERAGE TODAY

- Too much bias in the reporting of news stories: 68% Major, 16% Minor
- Too much bias in the selection of what stories news: 71% Major, 16% Minor
- Owners of news outlets attempting to influence: 69% Major, 16% Minor
- Not enough investigative journalism: 69% Major, 16% Minor
- News organizations reporting incorrect information: 84% Major, 8% Minor
- News organizations being too dramatic or too sensational: 66% Major, 18% Minor
- The spread of inaccurate information on the Internet: 93% Major, 2% Minor
- Increasing numbers of news sources reporting from a particular point of view: 69% Major, 15% Minor
- News organizations not adequately representing: 64% Major, 19% Minor

Q: Do you subscribe to any of the news media...
Q: How much are you willing to pay for quality and professional produce news content in Malaysia?
Q: Would you say each of the following is a major problem, a minor problem, or not a problem with news coverage today?
Media laws and regulations like the sedition law are necessary. Current media laws and regulations restrict news coverage. Legal reforms would create a better environment for journalists to do their work.

Q: How far do you agree or disagree with these statements;
Q: Do you think…
Q: How far do you agree or disagree that ‘our authorities will abuse the ‘anti-fake news’ to clamp down on media freedom in Malaysia?’
Q: Which media do you think have the most fake news or disinformation? Please choose 2
Q: To what extent do you see political bias in news coverage?
Q: How much blame does the news media deserve for political divisions in this country?
Conclusion

Media plays a vital role in transmitting information to people. The information people received shape their mindset.

Younger people tend to use the online platform to news compared to older people (above 40). Traditional media such as television, radio, newspaper are more acceptable to people in their 40’s and above. In the meantime, the usage of Whatsapp among older people is quite high compared to another online apps, and it could be because of the network they have and the access to the chatroom or chat group that allows them to discuss more in Whatsapp.

Facebook is the top online app used by the respondents to stay up-to-date and most of them used it on a daily basis. However, most respondents think that most of the fake news is on the various online platforms. This showed by the trust in the online media and the people they know from the internet tend to be lesser now compared to the past 5 years.

Large majority of respondents, across the board, perceive biases in media reporting. Non-Malay respondents are more open to freedom of the press when more than half want the media free from the government to produce anything they intended. But large majority of respondents agree to sedition and anti-fake news laws despite the concern that it could be abused by the authorities.

People realized the threat of fake news, thus they support the law to curb fake news.
Thank You
See You Next Time