



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

10 May 2021

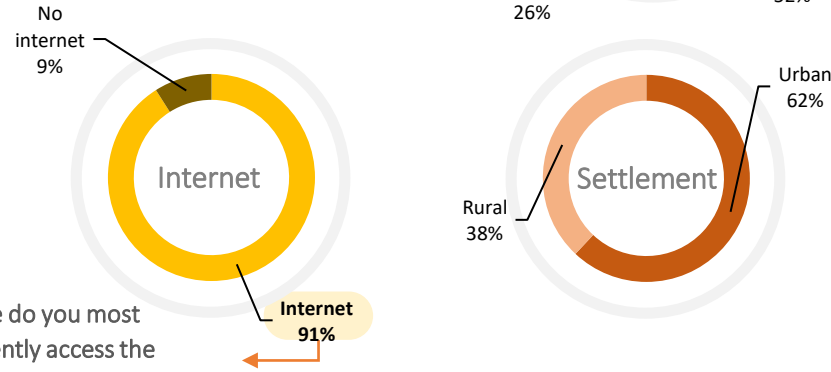
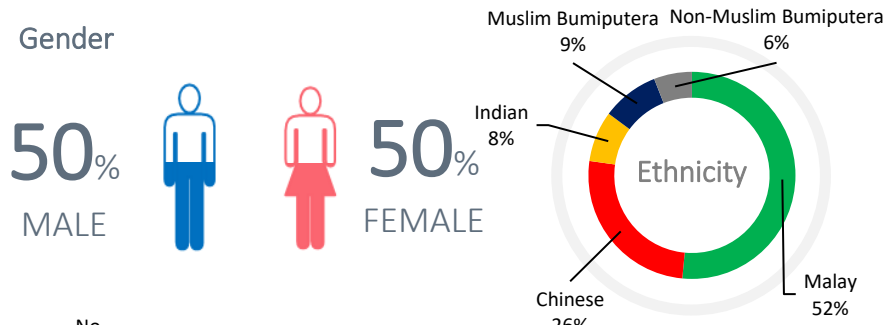
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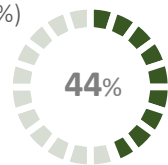
Methodology & Respondent Profile

- **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**

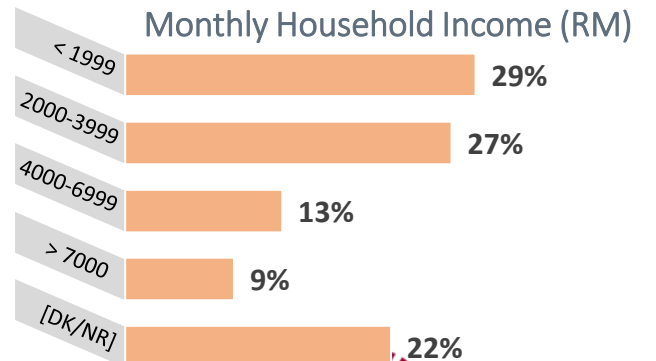
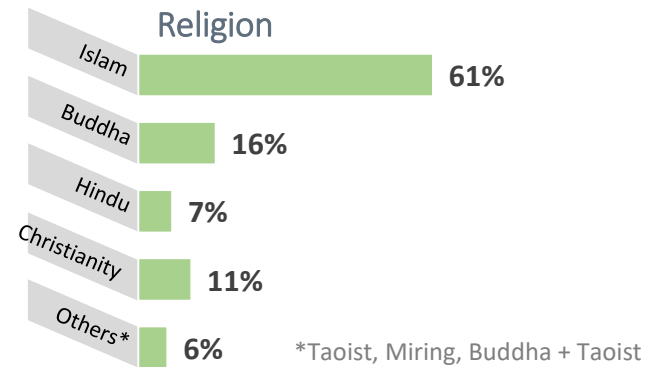
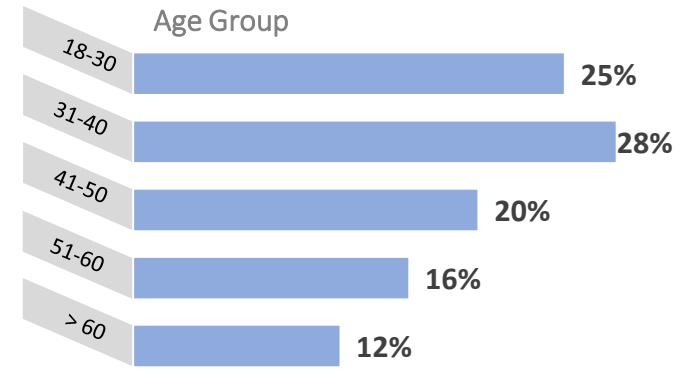
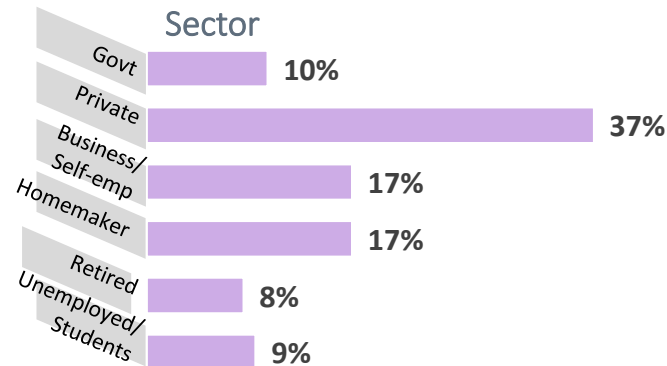


Where do you most frequently access the internet??

- Mobile internet (51%)
- At home (43%)
- Workplace (5%)
- Community network center (1%)
- Places with free Wi-Fi (0.2%)

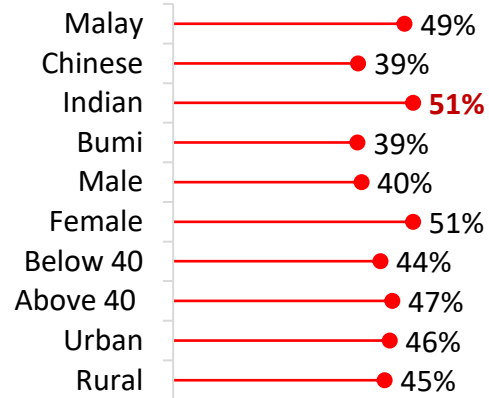
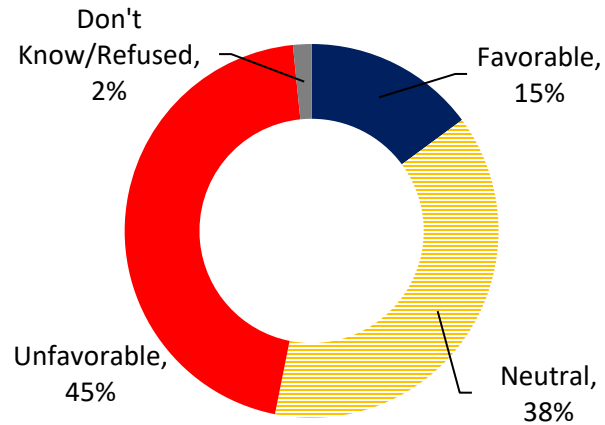


✓ Almost every day use internet/social media

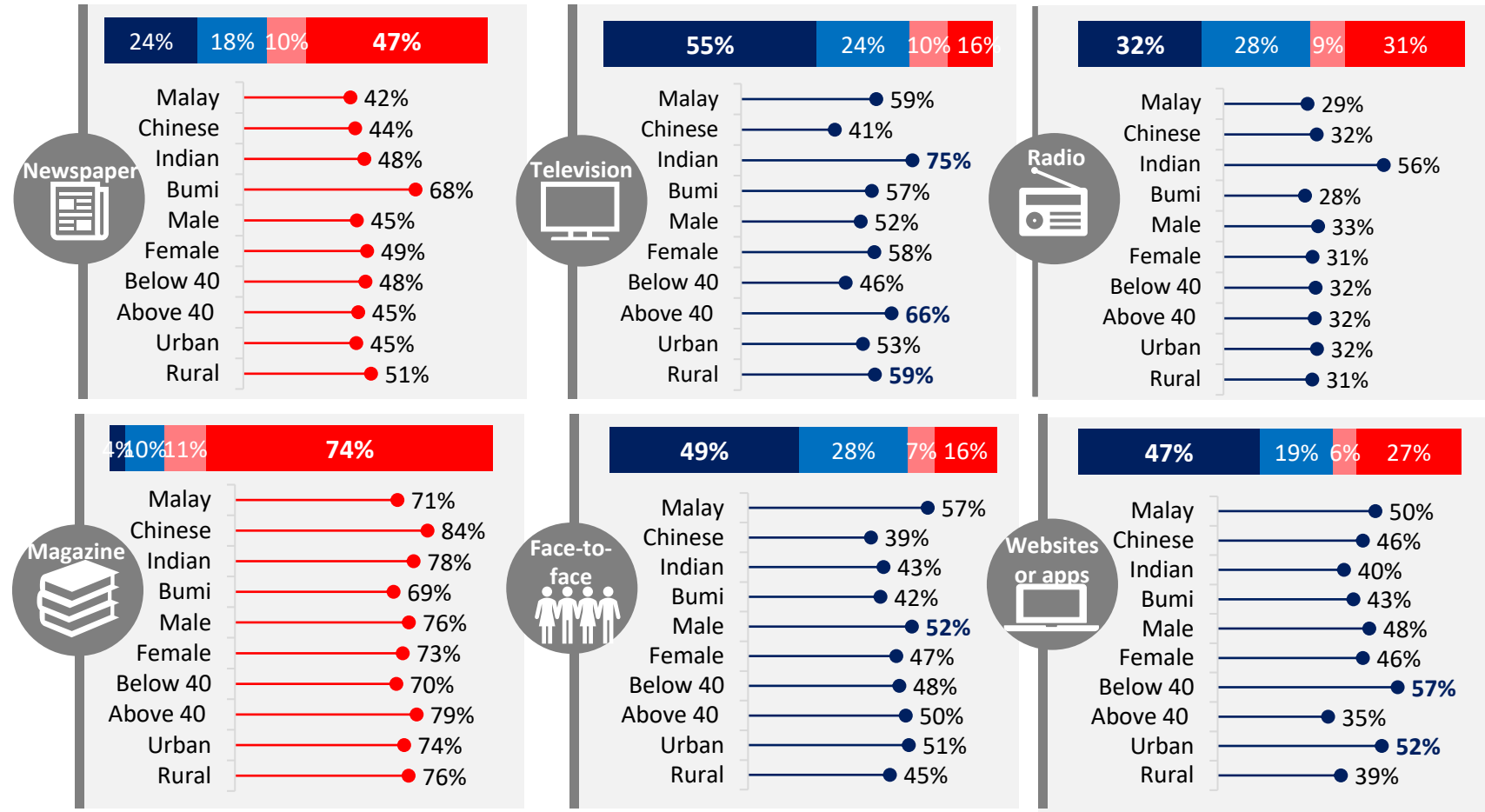


Media Role and News Platform

PERCEPTION TOWARDS MEDIA



MEDIA USAGE



Daily
 Weekly
 Monthly
 Less than monthly-Never

Q: What is your overall opinion of the media in playing their role in Malaysia today?

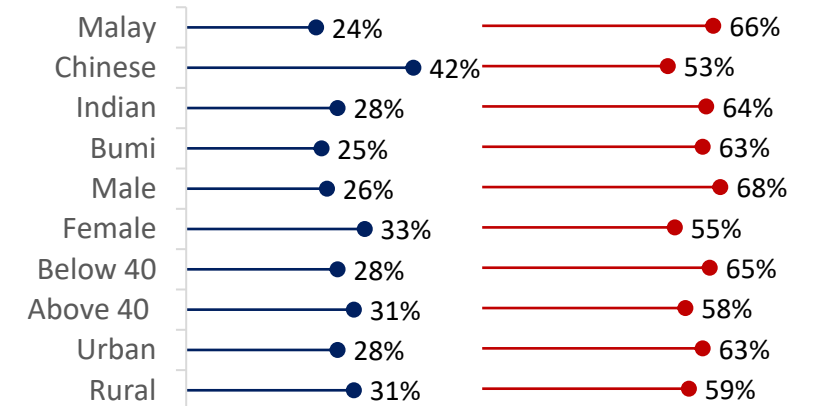
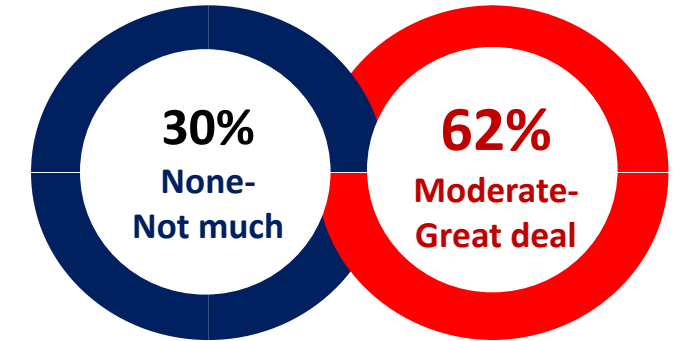
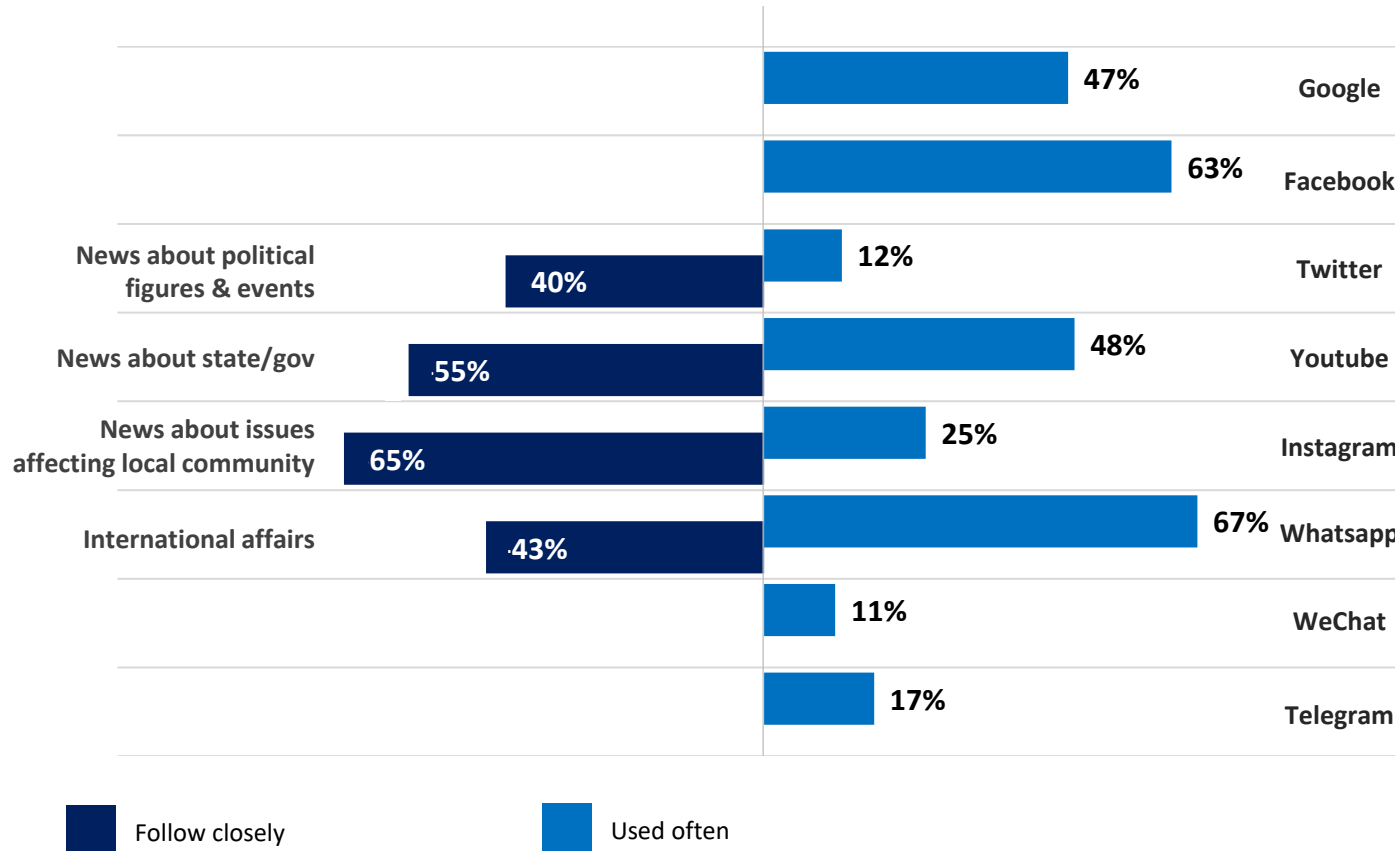
Q: How often, if at all, do you use each of the following for staying up-to-date on news?

Interest in News and Bias

TOPICS OF INTEREST

WEBSITES/APPS USED FOR NEWS

BIAS IN NEWS SOURCES



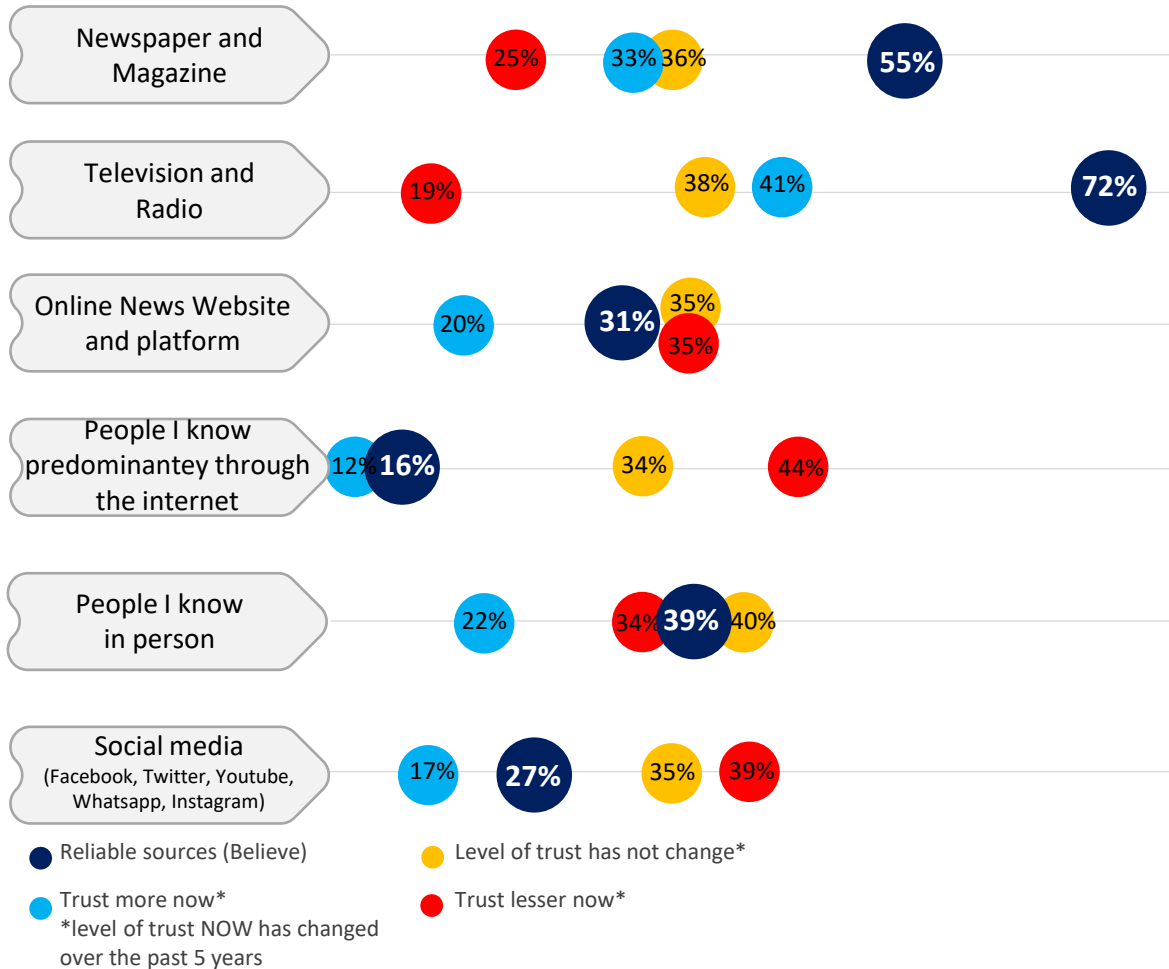
Q: How closely do you follow each of these different news topics?

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?

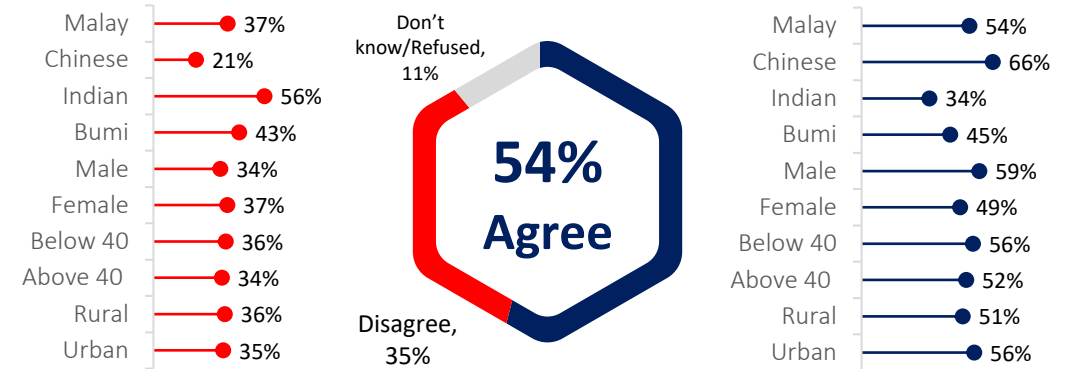
Q: How much, if any, bias do you believe there is in the news source you use most often?

Trust in Media and Media Ownership

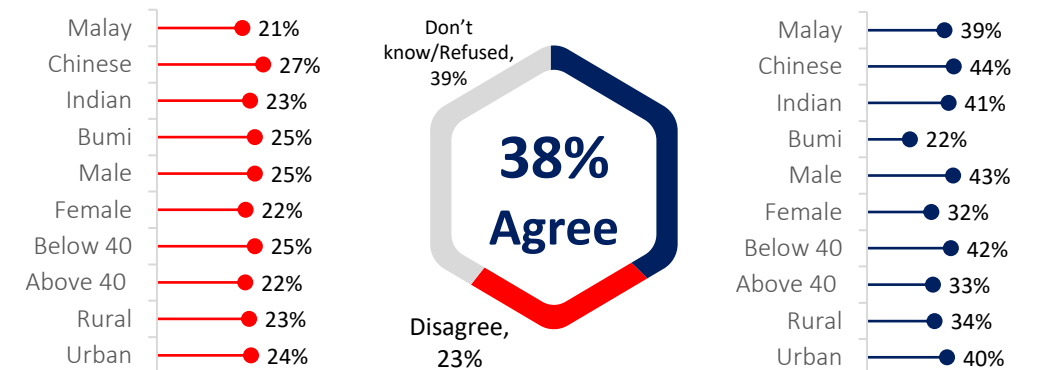
TRUST IN MEDIA



POLITICAL PARTY TO OWN MEDIA IN MALAYSIA



INVESTOR TO OWN LESS THAN 25% OF A MEDIA OUTLET



Q: What media platform do you trust most as a reliable source of news and information?

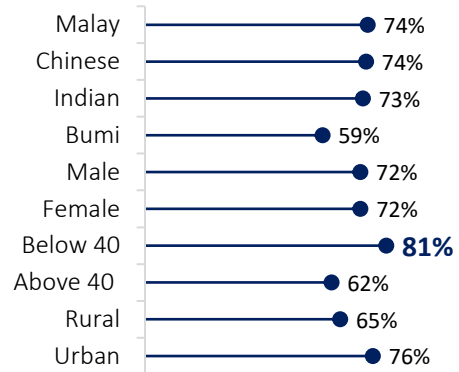
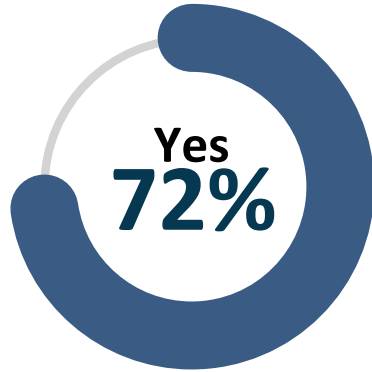
Q: And how much would, if at all, would you say your level of trust in each of the following has changed over the past 5 years?

Q: How far do you agree or disagree that political party be allowed to own a media outlet in Malaysia?

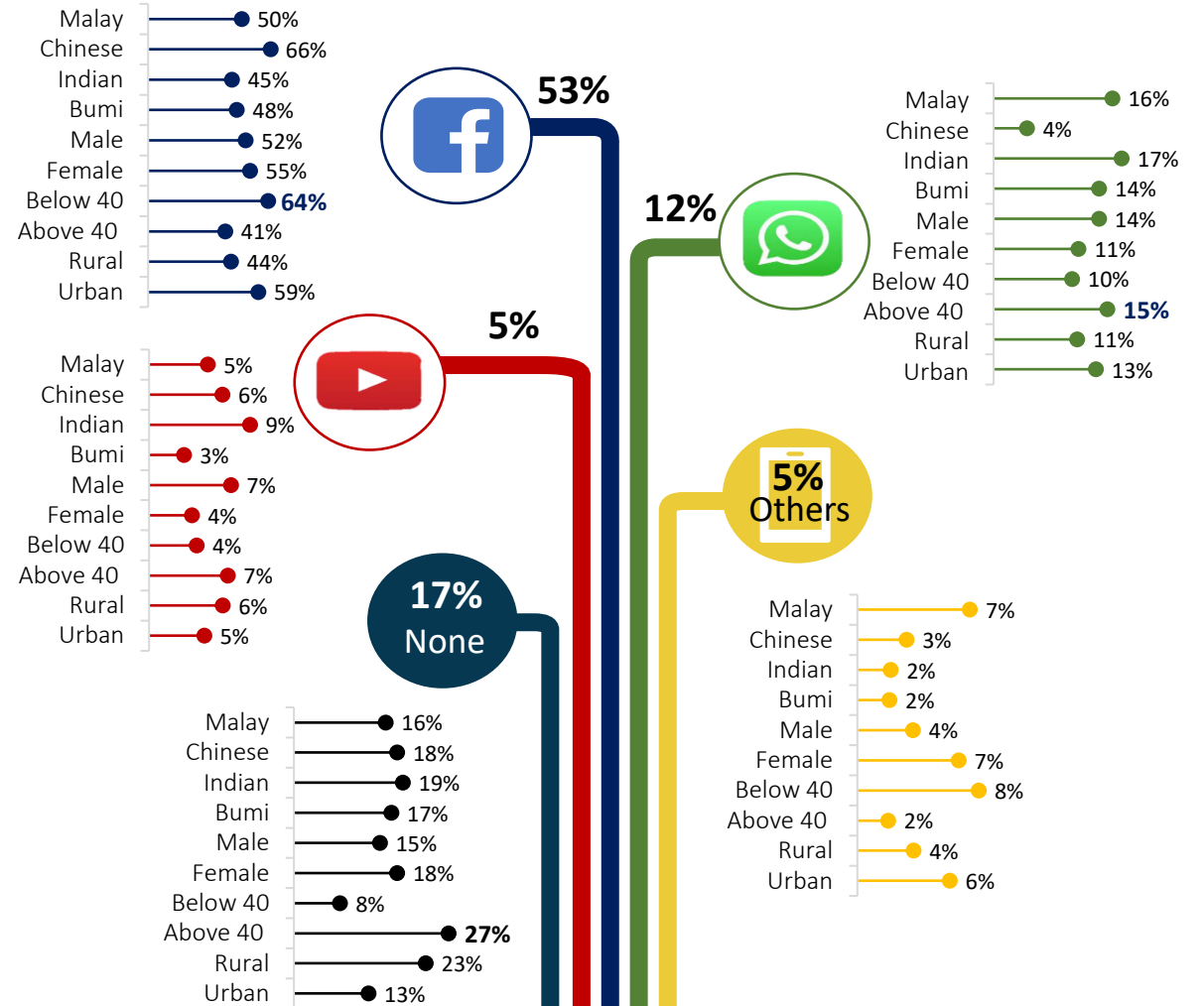
Q: Recently, that is suggestion to limit any single investor to own less than 25% of a media outlet. How far do you agree or disagree with this suggestion?

Social Media & News

MEDIA CONSUMPTION



MAIN SOURCES OF NEWS (SOCIAL MEDIA)

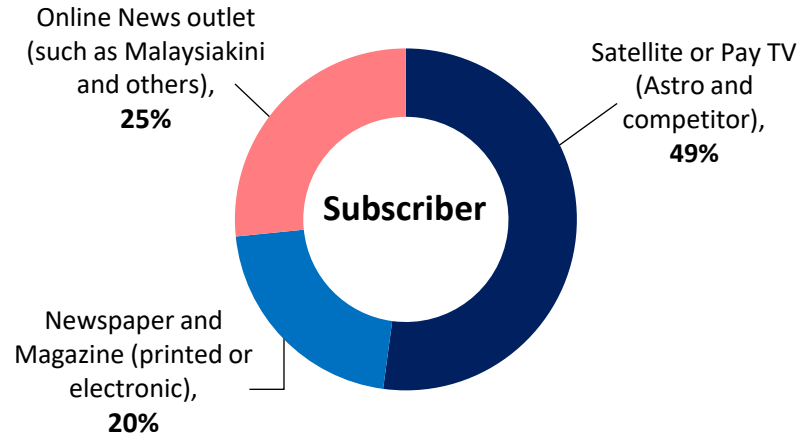


Q: Has social media changed the way you consume media?

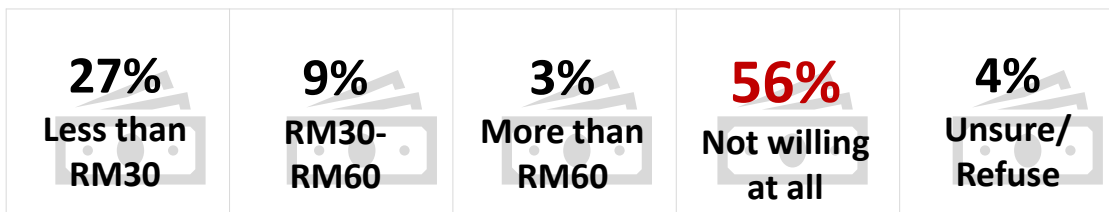
Q: What social media platform do you use as your main source of news?

Subscription and Problems of News Coverage

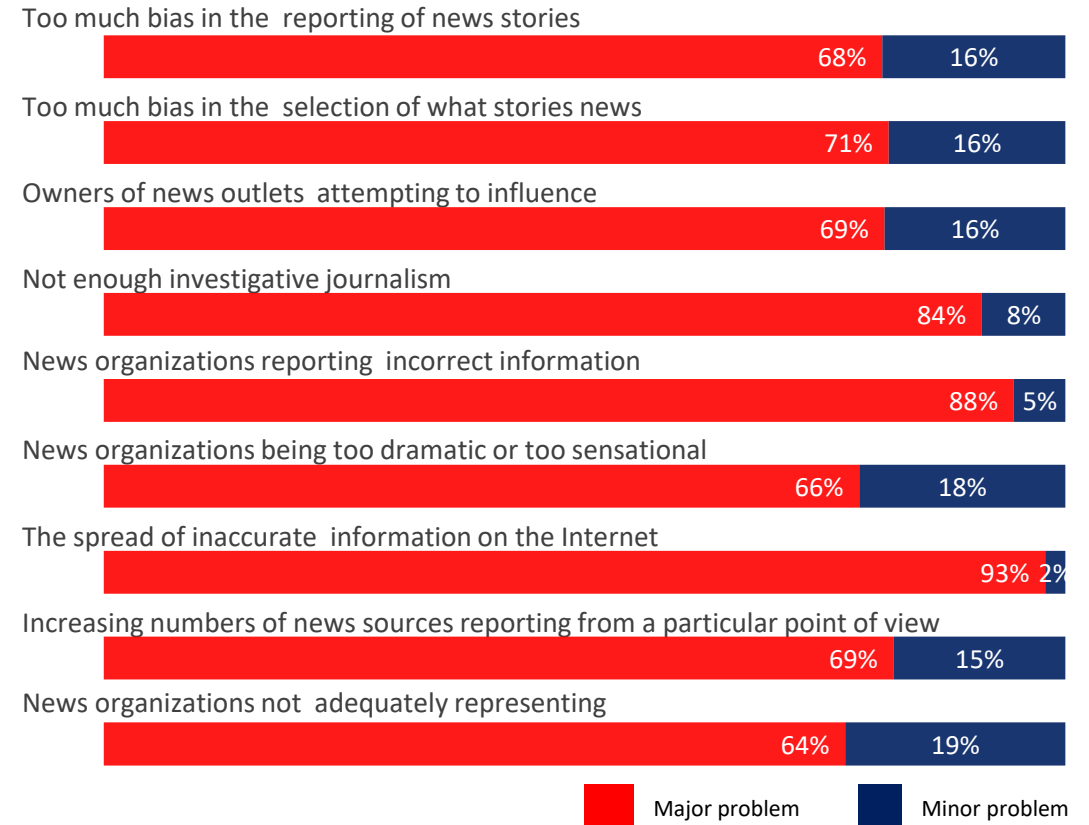
MEDIA SUBSCRIPTION



WILLINGNESS TO PAY FOR QUALITY NEWS



PROBLEMS WITH NEWS COVERAGE TODAY



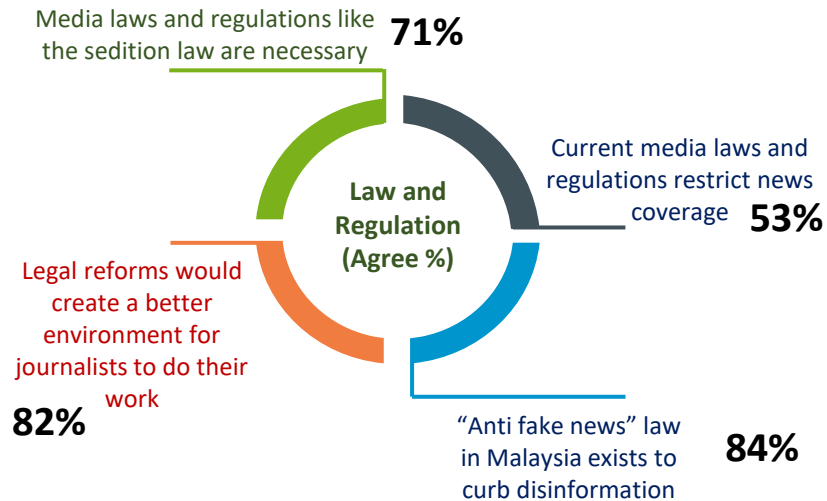
Q: Do you subscribe to any of the news media...

Q: How much are you willing to pay for quality and professional produce news content in Malaysia?

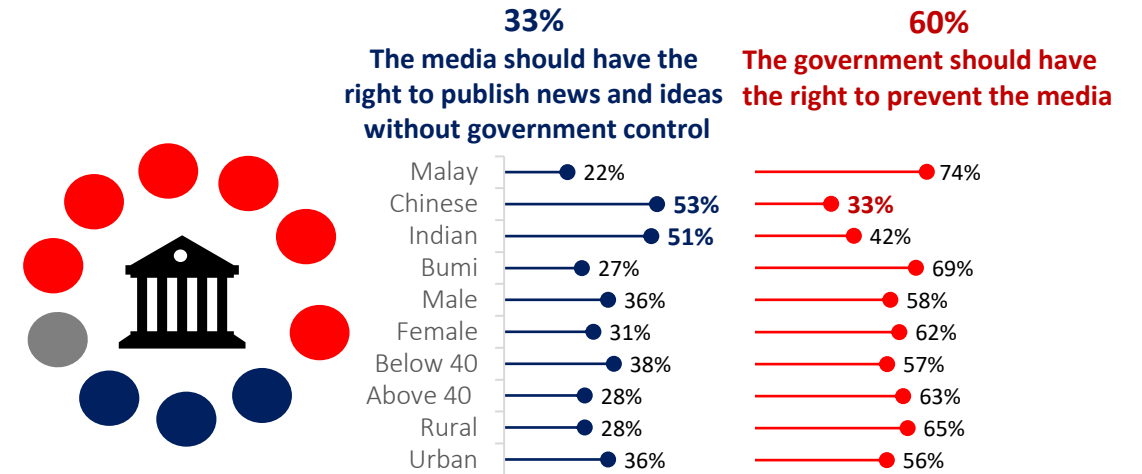
Q: Would you say each of the following is a major problem, a minor problem, or not a problem with news coverage today?

Laws and Regulations

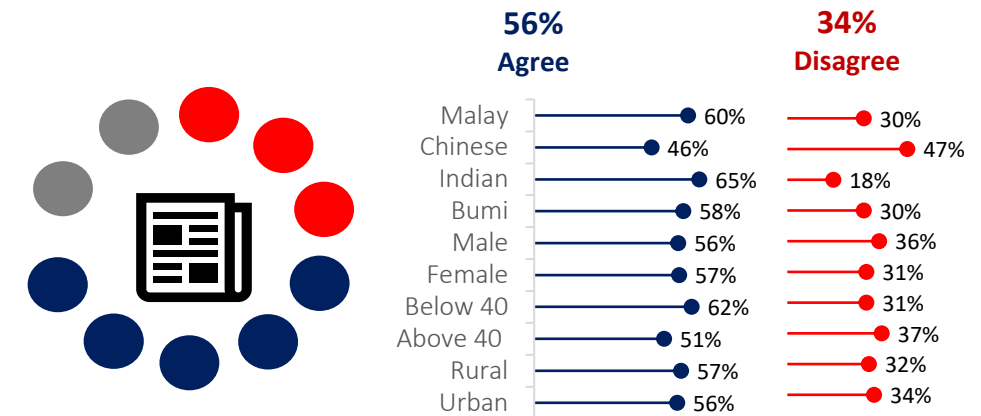
Reformation for Media



Government Control over the Media



Abuse of 'anti-fake news' by authorities



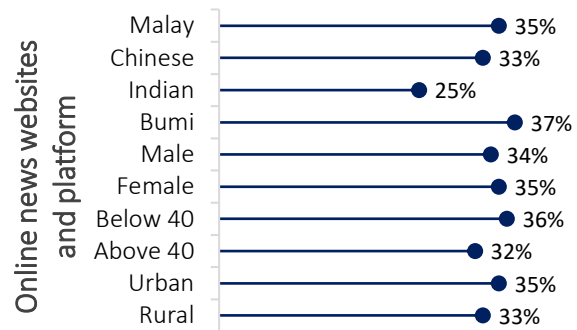
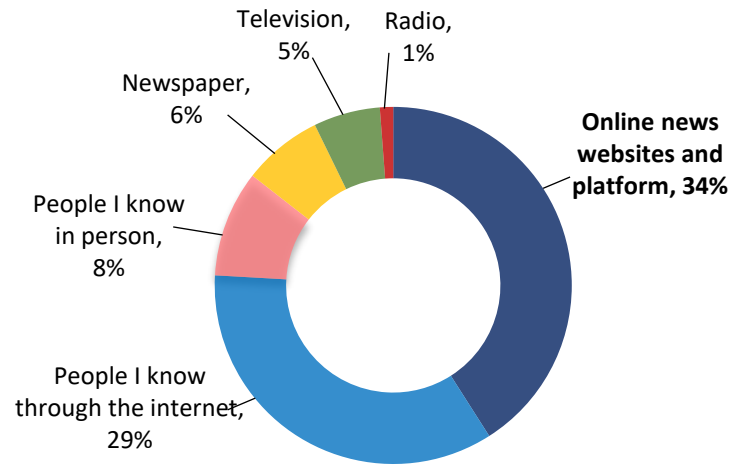
Q: How far do you agree or disagree with these statements;

Q: Do you think...

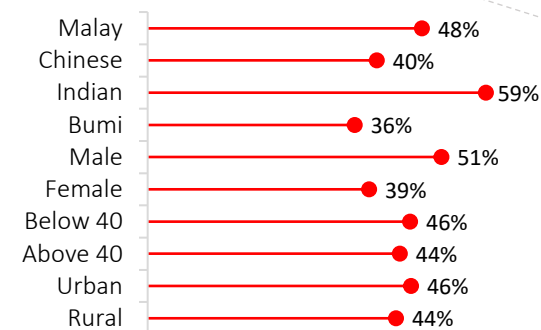
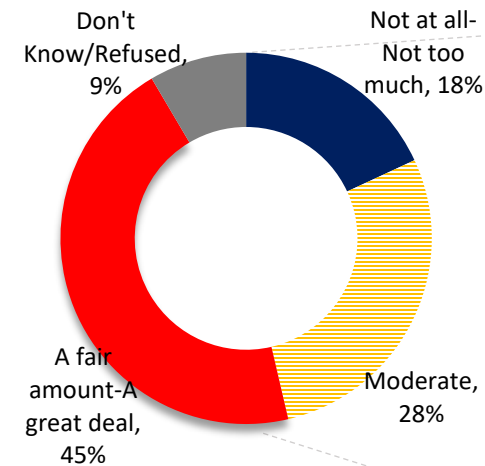
Q: How far do you agree or disagree that 'our authorities will abuse the 'anti-fake news' to clamp down on media freedom in Malaysia?

Fake News and Political Bias

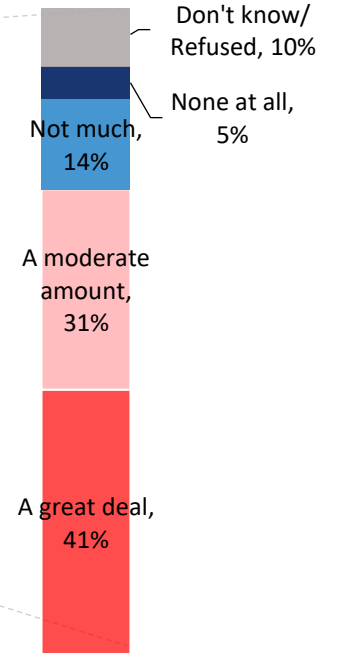
MEDIA WITH PERCEIVED MOST FAKE NEWS



POLITICAL BIAS IN NEWS COVERAGE



BLAME FOR NEWS MEDIA



Q: How much blame does the news media deserve for political divisions in this country?

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
