

MEDIA Day



Headlines from our survey

Thank you for completing our Media Day survey

Over 300 responses

Over 200 from College, mostly ages up to 20 (a lot of you!)

Nearly 100 from u3a groups (over 60% of those booked)

Giving answers to 90% of questions 1 to 14

80 'most want to ask' questions to our journalists

- highs, lows and career choices.
- responsibilities and roles (self and media).
- standards, regulation and accountability.
- truth vs bias & fake news.
- media ownership, editing, politics and other influences.
- what to trust?
- social media, AI and influence of other technologies

Q4 Which media source (above all others) would you recommend to others as a news source?



57 respondents (19%) answered **Newspapers** for this question.



Q6 Which media source (above all others) would you NOT recommend to others as a news source?

154 respondents (54%) answered **Social media** for this question.



Q7 Please give a one-word answer as to why this is (the media choice – above all others – that you would NOT recommend to others as a news source?)

73 respondents (26%) answered **Unreliable** for this question.



Q9 scale ratings for extent of recommending social media to others: Q10 brief comment on why this is



20s and younger – positive about social media, but with concerns about addictiveness and harm

- Of 193, only 24 negative

Older group – negative about social media except for communications such as WhatsApp

- Of 83, only 16 positive

- “keeps you up to date with the world around you”
- “can become very toxic very quickly”
- “addictive and messes with your mental health”
- “inaccurate, misleading, biased”
- “social media is ruining society”
- “communicate with friends and family”

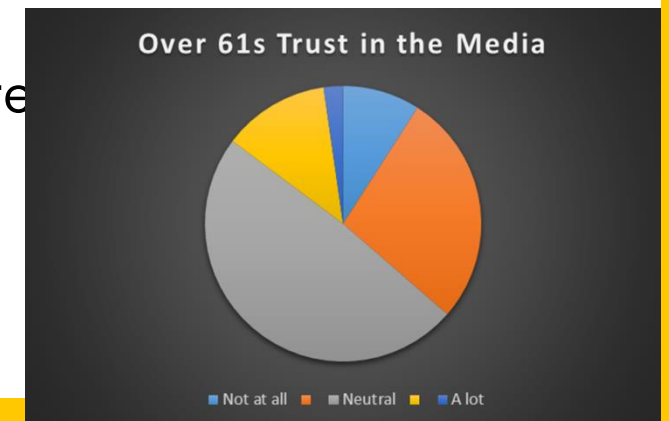
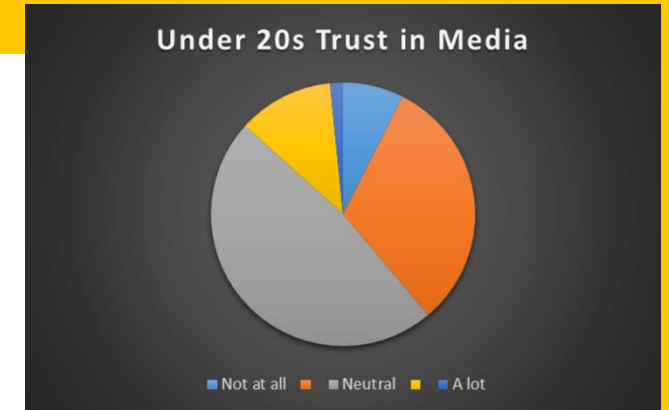


Q11 On a scale of 1 (not at all) to 5 (very much) how far do you agree that what you read see and hear in the media is trustworthy

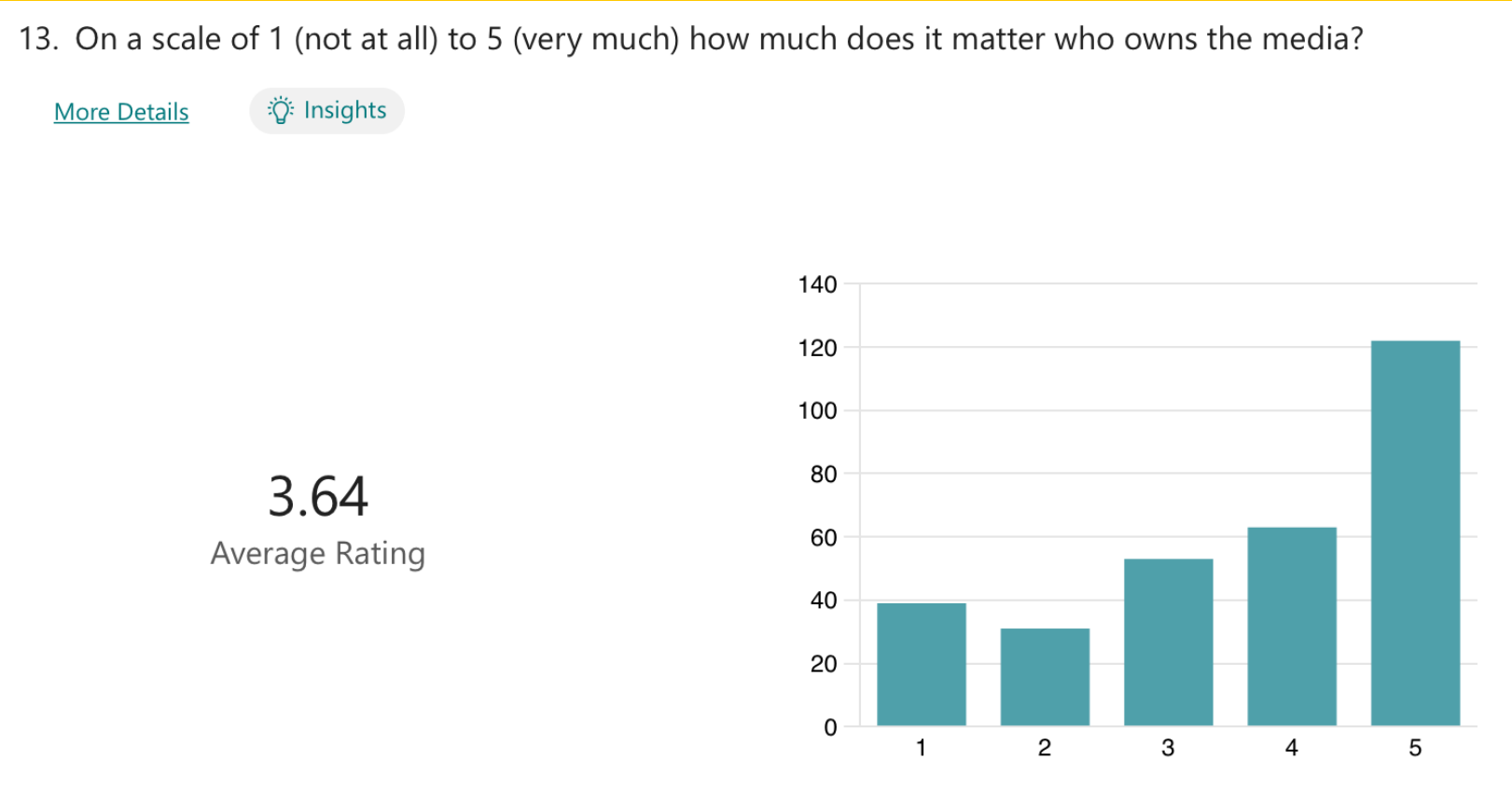
Hot topic = very few 5s!

Few differences between age bands

- False, fake and unreliable news
- Bias
- **Impact of ownership (Q14)**
 - pros and cons of attempting to control owner bias
 - trade off between freedom and censorship (e.g. use by oppre
 - power corrupts, absolute power corrupts absolutely
 - matters that the owner is honest and impartial
 - 3 companies dominate 80% of the market



Q13 On a scale of 1 (not at all) to 5 (very much) how much does it matter who owns the media?



The media and politics

MEDIA Day



Tom Newton Dunn
Journalist and News Presenter
TalkTV

MEDIA Day



Student mini TED* talks

*Technology Entertainment and Design conferences since 1989 have set a standard for short talks