

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.

online news news online Radio News News websites Sky News **Newspapers** TV News **News Magazines social media** Internet search news profiles news services Internet news Radio BBC apple news



u3a and Marlborough College Media Day survey 2023



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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.

News Magazines Facebook Internet search tabloid Instagram Social media Twitter people internet gossip tik tok TikTok Social medis fake stuff BBC Daily Mail Newspapers TV snap twitter Daily Express instagram/tiktok



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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.

Reliability biased unbalanced Sensational Social media Un false Un false unreliable Biased inaccurate young abd opinions misinformation Untrustworthy fake news Selective/misleading un-basesd lot of pressure false information



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



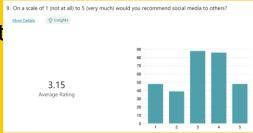
20s and younger – positive about social media, but with concerns about addictiveness and harm

• Of 193, only 24 negative

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

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• Of 83, only 16 positive
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"keeps you up to date with the world around you"
"can become very toxic very quickly"
"addictive and messes with your mental healt
"inaccurate, misleading, biased
"social media is ruining society"
"communicate with friends and family"



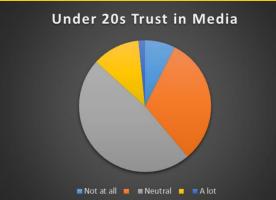


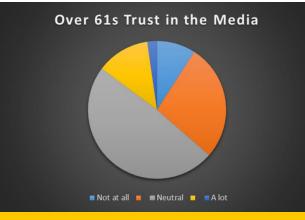


Q11 On a scale of 1 (not at all) to 5 (very much) how far do you agree that what you read see and hear in the media is trustworthy

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

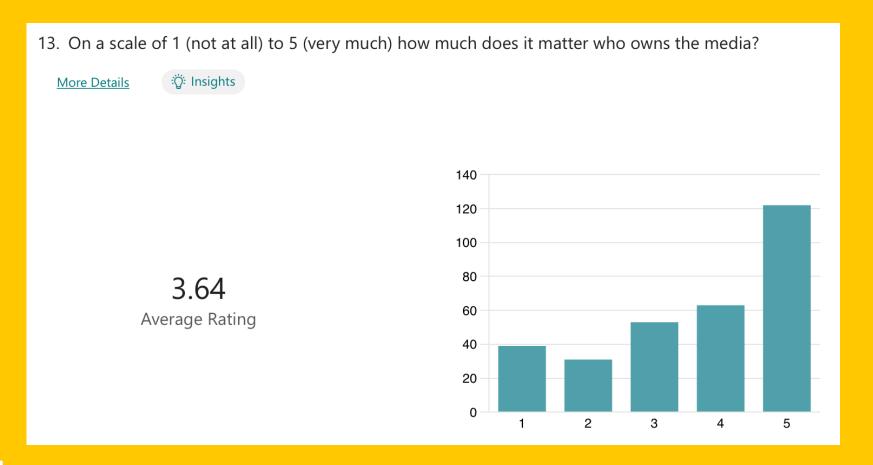








Q13 On a scale of 1 (not at all) to 5 (very much) how much does it matter who owns the media?





The media and politics





Tom Newton Dunn Journalist and News Presenter TalkTV







Student mini TED* talks

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



