



## Differences in trust in mass media vs social media

Interestingly, the generally low trust in the media in disaster situations cannot simply be transferred to trust in social media messages. Here, the data reveal a considerable difference between the respective information source: whereas 64% of the participants indicated that they trust (or trust a lot) messages from local authorities (and only 5% distrust or distrust a lot), only 22% answered that they trust (or trust a lot) messages from other private social media users, without any significant difference in the responses between gender and age groups.

### Applicable to:

Stakeholders: [Communication](#), [Attitudes toward the media](#), [Attitudes toward authorities](#)

Disaster Phases: [Preparedness](#), [Response](#), [Recovery](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Media](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

### Recommendations:

- [Engage in activities and develop strategies aiming to improve trust between citizens and authorities](#)

## Source

[Deliverable D5.5 "Report on citizens' reactions and opinions: Citizen Summit 3 \(Italy\)" \(page 18\)](#)

*This file was generated automatically on: 12.02.2019.*

**Differences in trust in mass media vs social media**

<https://culturalmap.carismand.eu/a/5-5-5-differences-in-trust-in-mass-media-vs-social-media>