Media 09/25/16 M.Clark

Trust in the mass media has fallen to its lowest level ever. Experts at the University of Wisconsin-River Falls say it might be caused by the way Americans consume the news. With more, here’s Falcon News Service reporter Matthew Clark.

MP3 R/T: 1:41 O/T: STD

MATTHEW CLARK: RESEARCHERS FOR GALLUP SAY ONLY 32 PERCENT OF AMERICANS HAVE A GREAT OR FAIR AMOUNT OF TRUST IN THE MASS MEDIA. WITH A HEATED PRESIDENTIAL CAMPAIGN IN FULL SWING AND A WIDE VARIETY OF WAYS TO CONSUME NEWS, UW-RIVER FALLS JOURNALISM PROFESSOR SANDY ELLIS SAYS SHE’S NOT SURPRISED THE NUMBERS ARE SO LOW BECAUSE OF THE WAY AMERICANS HAVE RECEIVED NEWS FOR THE LAST 20 YEARS.

SANDY ELLIS: “THE AMERICAN PUBLIC IS STARTING TO CHOOSE MORE AND MORE, ONLY WHAT THEY WANTED TO HEAR, NOT WHAT MAY CONTRADICT THEIR BELIEFS. AND THEN ONCE THE INTERNET CAME ALONG, THAT MADE IT REAL EASY TO LIMIT YOUR EXPOSURE TO ONE SET OF INFORMATION.”

MATTHEW CLARK: THE INTERNET AS A NEWS SOURCE IS MOST HEAVILY USED BY YOUNGER AMERICANS AND IT REFLECTS ON THEIR VIEW OF THE PRESS. TRUST OF THE MEDIA AMONG MILLENIALS HAS SUNK TO ONLY 26 PERCENT. BUT YOUNGER AMERICANS ARE NOT THE ONLY ONES WHO DISAPPROVE OF THE MEDIA. REPUBLICAN TRUST HAS BEEN CUT IN HALF SINCE POLLS RELEASED LAST YEAR. UWRF POLITICAL SCIENCE PROFESSOR NEIL KRAUS SAYS IT’S COMMON FOR REPUBLICANS NOT TO TRUST THE MEDIA.

NEIL KRAUS: “THE REPUBLICANS HAVE BEEN A LOT MORE EXPLICIT ABOUT SORT OF BEATING UP ON THE PRESS—REALLY SINCE RICHARD NIXON, I THINK IT GOES BACK TO —SO IT’S KIND OF THE CULMINATION OF MANY DECADES I THINK OF DOING THAT. AND IT’S ALSO IN THE CURRENT CAMPAIGN. TRUMP IS BEATING UP ON THE PRESS PRETTY MUCH EVERY DAY SO, STANDS TO REASON, THAT’S GOING TO HAVE AN IMPACT.”

MATTHEW CLARK: ELLIS SAYS MASS MEDIA TRUST WILL RECOVER BUT IT WILL TAKE TIME.

SANDY ELLIS: “AS DISMAYED AS I AM BY PEOPLE’S UNWILLINGNESS TO TRUST NEWS ORGANIZATIONS THAT HAVE A LONG HISTORY OF CREDIBILITY, I HAVE TO THINK THAT THIS WILL TURN AROUND AND GO THE OTHER WAY AFTER A WHILE. ”

MATTHEW CLARK: REPORTING FOR THE FALCON NEWS SERVICE, I’M MATTHEW CLARK.

Gallup used data from over a thousand telephone interviews conducting early this month.

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