

Trust – A New Currency?

*Developing a measurement framework for
media trust in Norway*

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Agenda

1. Introduction
2. Why trust matters now – more than ever
3. A framework for measuring media trust
4. Conclusions and implications

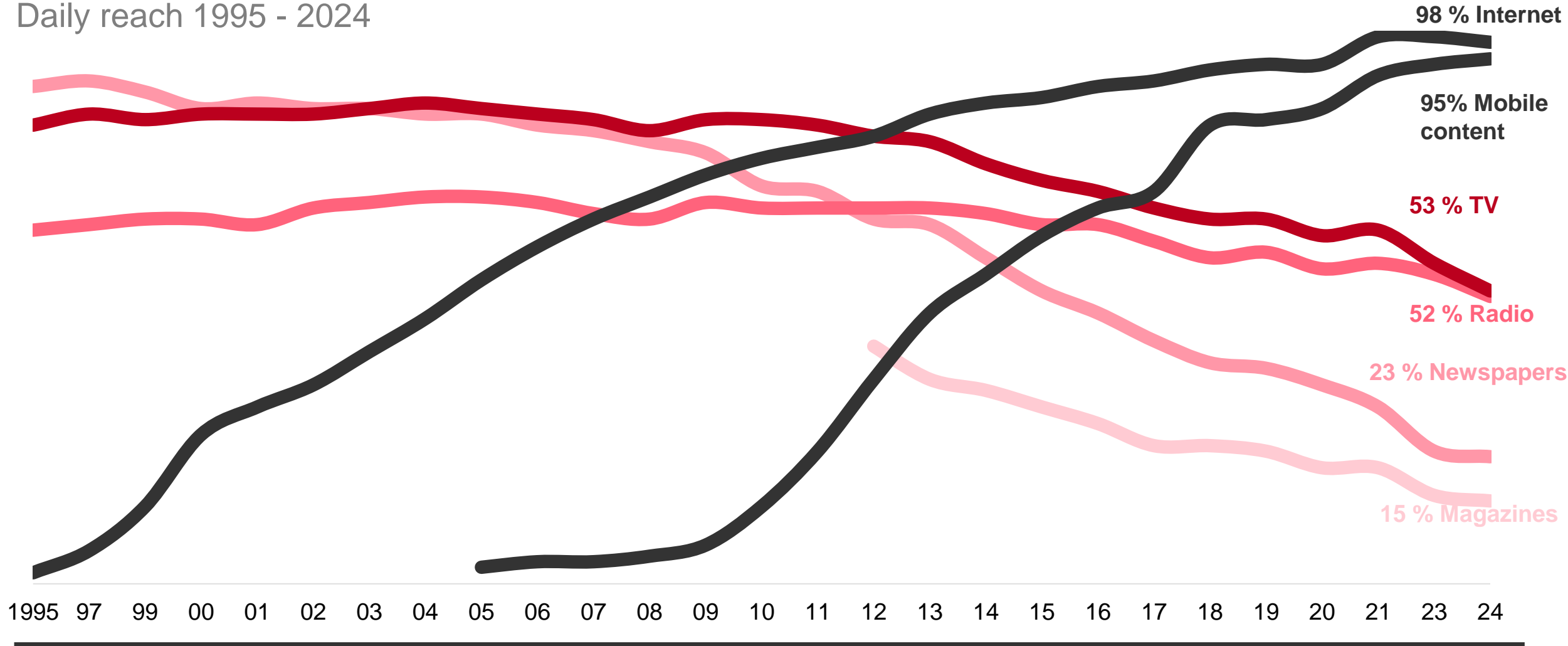


1. Introduction



Declining coverage for Norwegian editorial media, increasing use of global platforms and media

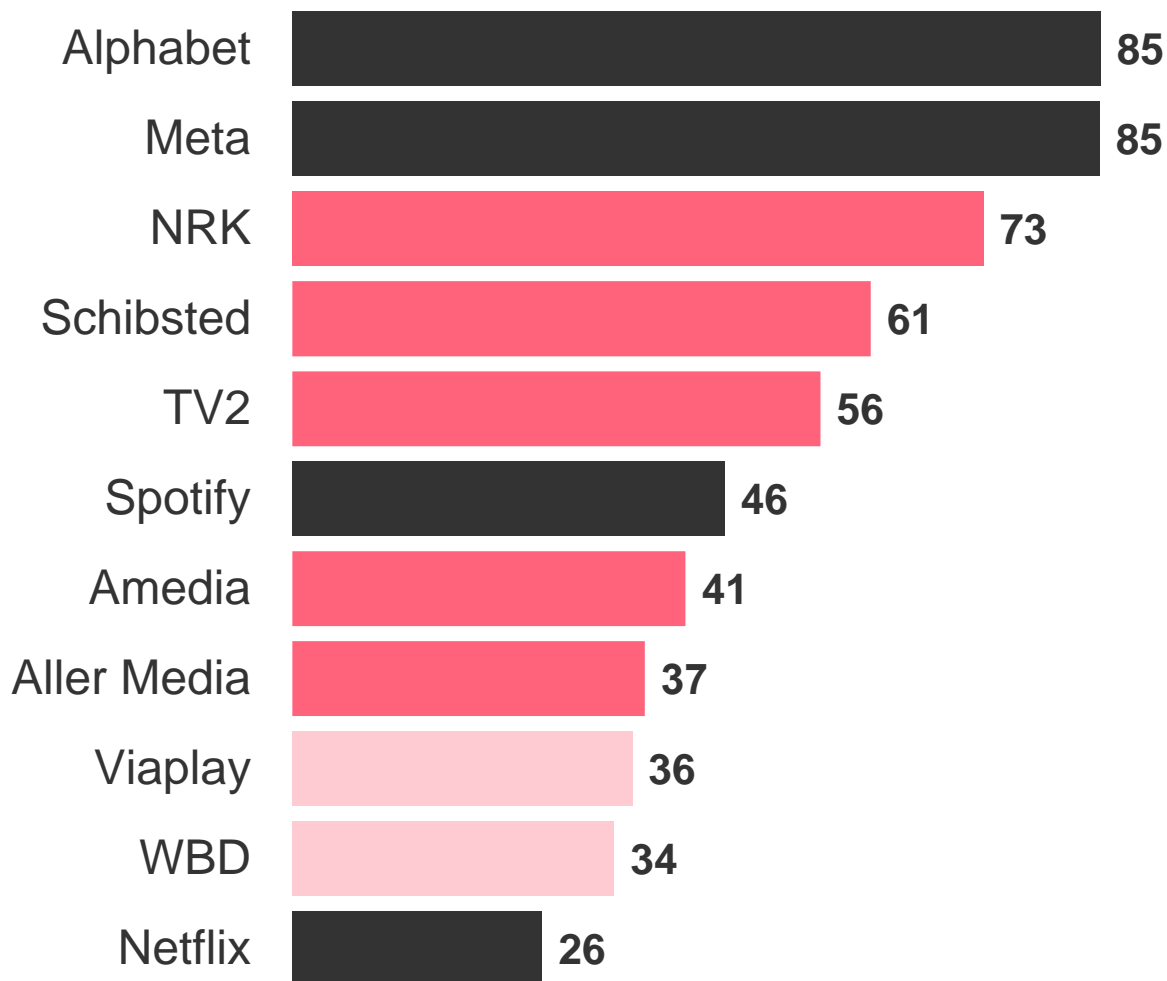
Daily reach 1995 - 2024



The global tech companies are the most used media *companies*

Daily reach of media companies and platforms

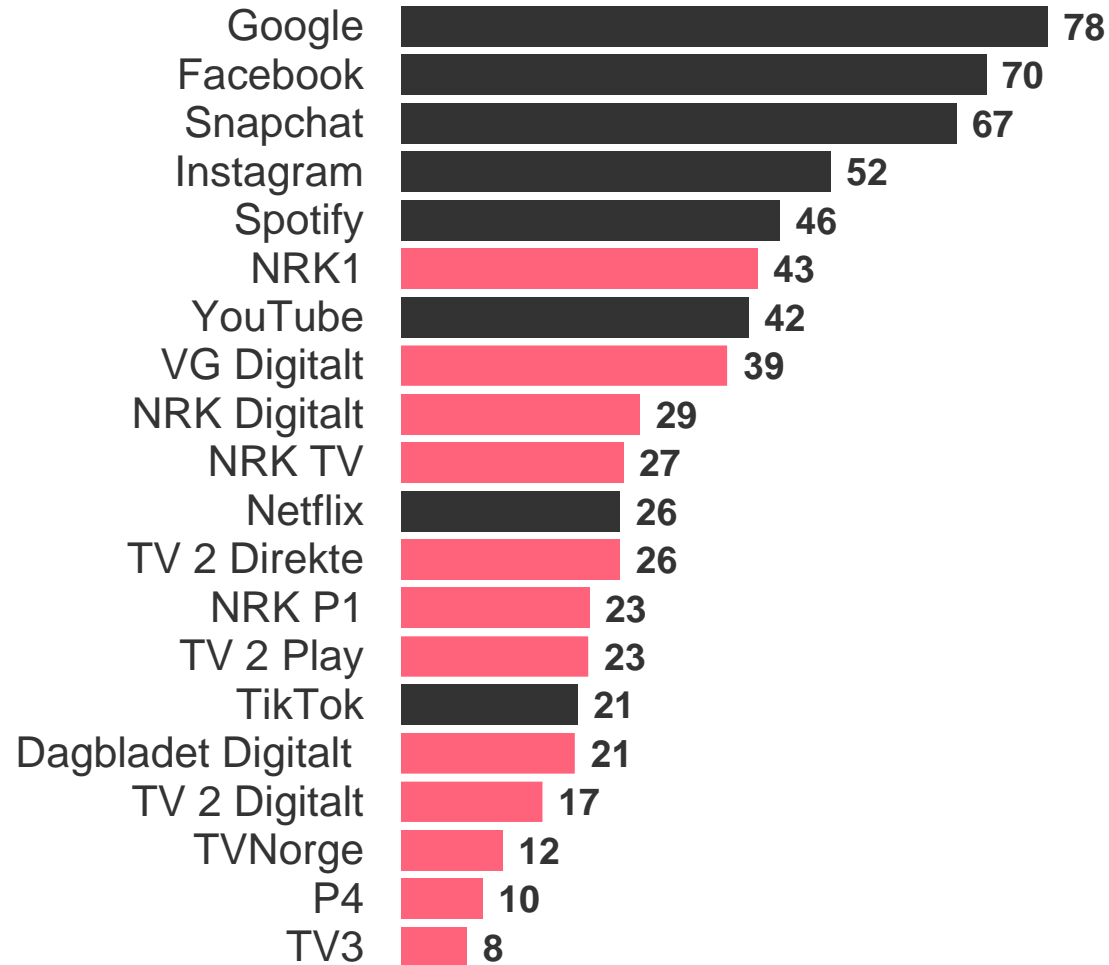
- **Alphabet** (Google & YouTube) and **Meta** (Facebook, Instagram, Messenger, WhatsApp) have a daily reach of 85%.
- Four of the top media companies are from US.
- Then comes the public broadcaster **NRK** with 73%.
- The largest commercial Norwegian media is **Schibsted** with 61 %.



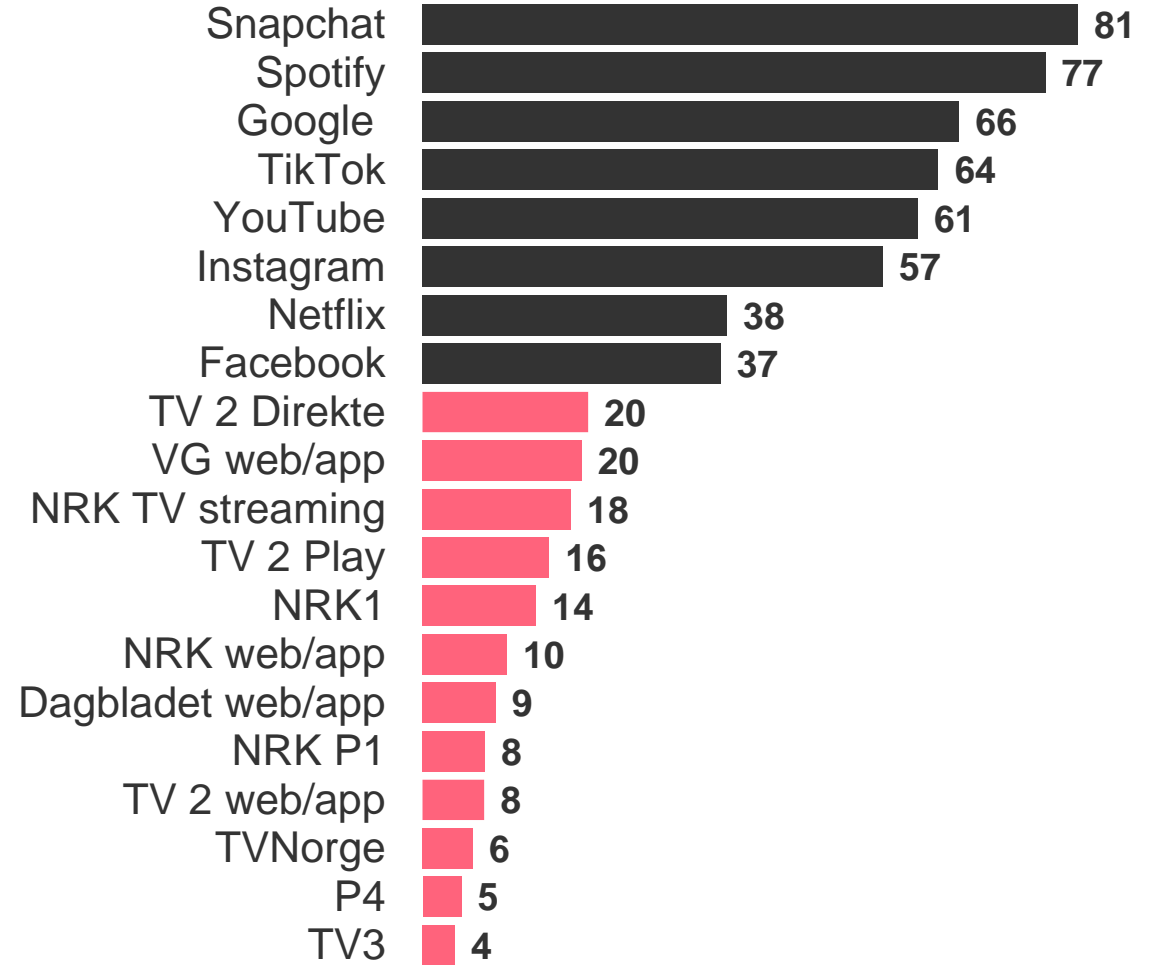
The global media brands are the most used media, but ...

Daily reach of media brands

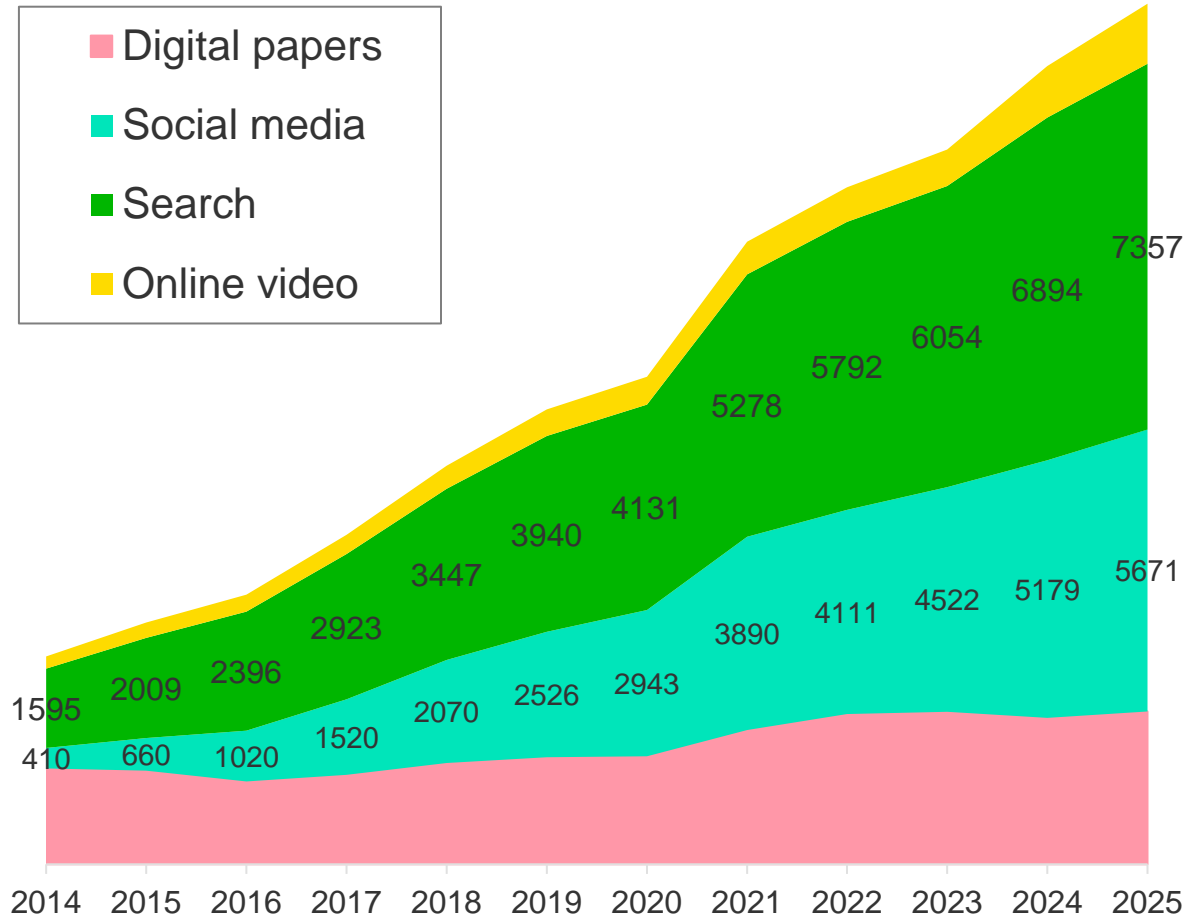
All (12+ years)



12-19 years



Big Tech grabs 50% of Norway's ad market – sparking political backlash



Headlines in the media in May



Big Tech boosts ad sales by almost 1 billion – Norwegian newspapers drop by 300 million



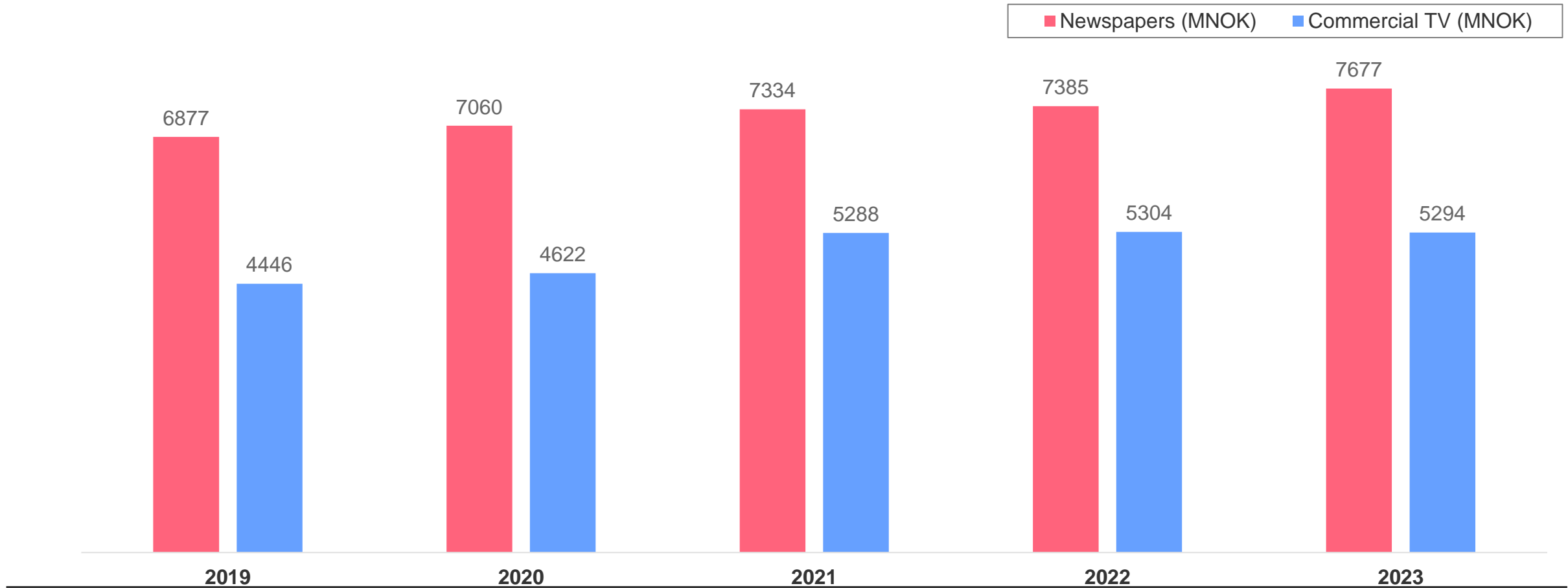
We acknowledge the seriousness of Big Tech – and refuse to act as if everything is fine



EU President threatens to tax Google and Meta

As ad income stagnates, Norwegian newspapers and TV increasingly rely on user payments for sustainability

User revenues by type of media company (figures in million NOK)

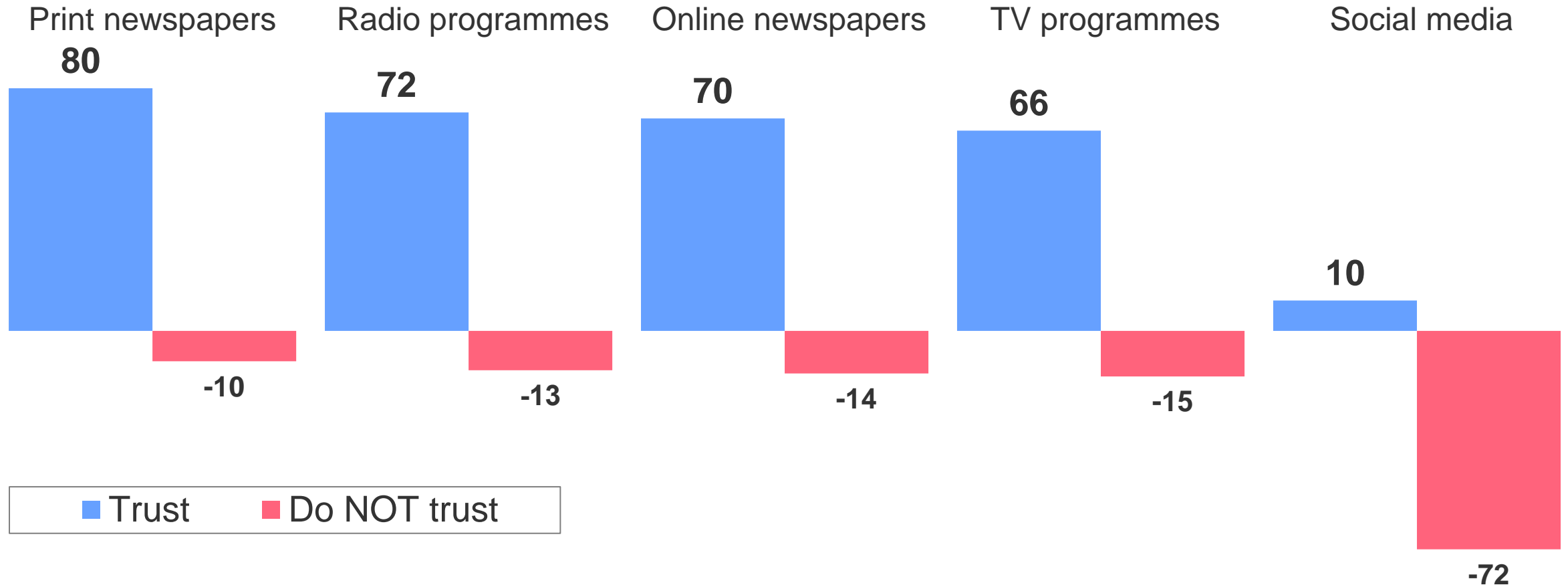


2. Why trust matters now – more than ever



The Trust Gap:

Norwegians trust traditional, editor-led media - but not social media



Trust in media is important — both editorially and commercially



The drop in trust among youngster must be taken seriously



Trust is now seen as one of the most valuable currencies

Norwegian surveys and findings about trust and media

- Trust in traditional media remains high, while trust in social media is notably low ([Kampanje](#)).
- 61% of Norwegians express trust in news from editor-led media—among the highest levels internationally ([Reuters](#)).
- Trust in editor-led media remains high, but is slightly declining ([Mediemangfold i et bruksperspektiv](#)).
- 20% of young people have low trust in Norwegian media ([Medieundersøkelsen](#)).
- Individuals tend to trust the news sources they use themselves more than news in general ([Moe & Bjørgan](#)).
- Strategic investment in trust is seen as a key driver of paid content from user's growth ([Schibsted](#)). Trust in editorial media is shaped by four core factors: credibility of process, content reliability, impartiality, and selectivity.
- Two-thirds report encountering online news they suspected to be false. AI generated content is difficult to detect, raising concerns about the impact of misinformation on public trust ([Medietilsynet](#)).

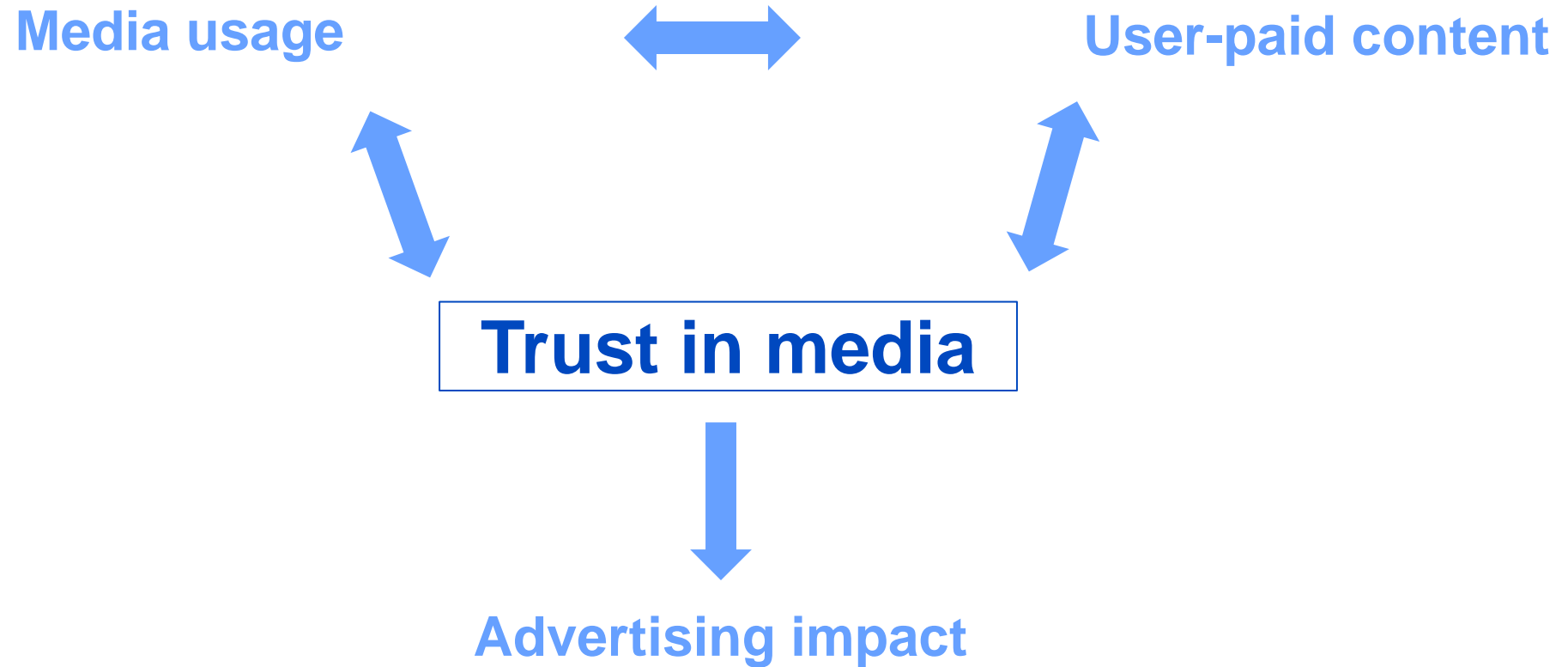
Key findings on global trust in media

- Global trust in news remains low. In the United States, trust in news stands at 32%, reflecting a highly polarised media environment ([Reuters](#), 2024). [Reuters](#) identifies key foundations of trust in news: accuracy, transparency, impartiality, and reliability.
- In Europe, traditional media such as television and radio continue to be more trusted than social media platforms [EBU Trust in Media](#).
- In the US, young adults under 30 are almost as likely to trust information from social media (52%) as from national news outlets (56%) ([Pew Research Center](#)).

Trust as a critical driver of advertising effectiveness

- Consumers are more receptive to advertising placed within trusted media environments, with campaigns being up to seven times more effective among audiences who trust the medium ([Kantar Media Reactions 2024](#)).
- Brands are encouraged to invest in high-trust environments rather than focusing only on reach via low-trust platforms like social media. (*Where Should Brands Turn When Trust is in Short Supply?* [MarketingWeekly](#))
- Trust significantly influences advertising impact ([Journal of Consumer Behaviour – Towards the Measurement of Consumer Trust in Media Brands](#))
- Trust has risen from the seventh to the second most important driver ([IBA](#), 2024).
- Advertising in trusted news brands significantly enhances ad effectiveness ([WARC](#), 2024)
- Trust has become a more prominent objective in brand communications ([ipa.co.uk](#))

Trust in media matters now



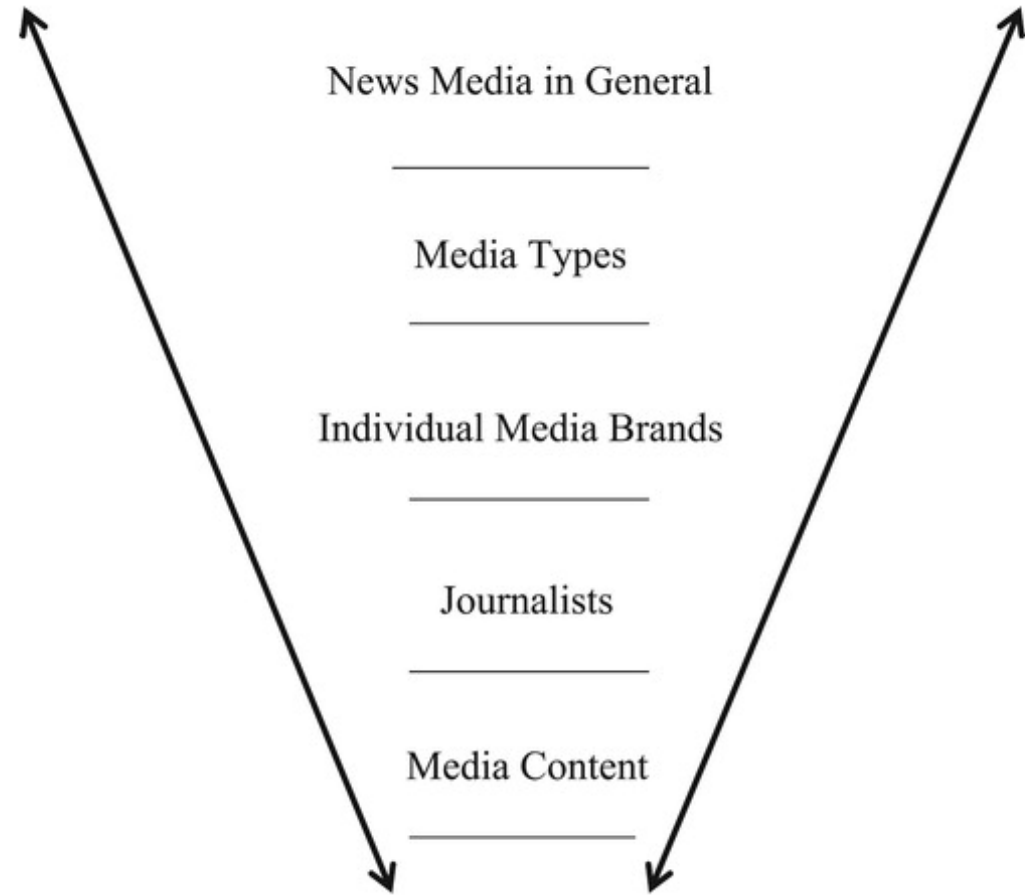
3. A framework for measuring media trust



Towards a consistent method for tracking trust in media

- Develop a research design for measuring trust in media across the entire **media industry**
- Distinguish between **editorial and advertising** content
- Enable trust measurement at **multiple levels** (e.g. media groups, specific content types)
- Place special focus on **news media** as a whole
- Include the option to measure **different dimensions** of trust through targeted questions
- Offer a **modular and flexible structure** – **combining fixed questions** in the multimedia survey (C&M) with optional custom (ad hoc) modules

Conceptualising media trust at different levels of analysis



1. Trust in the media as an **institution**
2. Trust in different **types of media** (TV, radio, print)
3. Trust in specific media **brands**
4. Trust in **individuals** (journalists, influencers)
5. Trust in specific pieces of media **content**

Dimensions of media trust: Six analytical levels



Questions for measuring trust at six levels:

Measuring trust broadly – and benchmarking for deeper insight

| Level of analysis | Questions |
|------------------------|--|
| 1. Public institutions | <i>How high or low is your trust in the following public institutions</i> The government, the courts, the police, Norwegian media |
| 2. Media types | <i>How high or low is your trust in the following media types</i> Print newspapers, online newspapers, magazines, TV/streaming, radio, social media |
| 3. News media | <i>How high or low is your trust in the following news media</i> NRK, TV 2, P4, VG, Dagbladet, Aftenposten, local and regional newspapers, local radio |
| 4. Journalists | <i>How high or low is your trust in the following professions</i> Journalists, influencers, politicians, researchers |
| 5. Media content | <i>How high or low is your trust in the following content</i> Advertising, the environment, crime |
| 6. Specific content | <i>How high or low is your trust in</i> Specific topics such as the war in Gaza, nation election, specific article or programs |

Key attributes defining trust in the media

a) Strömbäck

1. ... are fair when covering the news
2. ... are unbiased when covering the news
3. ... tell the whole story when covering the news
4. ... are accurate when covering the news
5. ... separate facts from opinions when covering the news

b) Knudsen

1. ... are truthful
2. ... show professionalism and thoroughness
3. ... are free from bias
4. ... show independence and objectivity

c) Reuters

1. Whether they have a long history
2. Whether they have high journalistic standards
3. Whether they are too negative
4. Whether they are biased
5. Whether they exaggerate or sensationalise –
6. Whether they are transparent about the journalistic process
7. Whether their values are the same as mine
8. Whether they represent people like me fairly

Common attributes

1. Unbiased
2. Free from political or ideological bias
3. Accurate and thorough
4. Tell the whole story
5. Separate facts from opinions
6. High professional and journalistic standards

Operationalising the attributes into questions on trust in the media – general and specific

Overall, how much do you agree or disagree with the following statements about **Norwegian media**?

- Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree
1. Presents news in a fair and balanced manner
 2. Is politically and ideologically neutral
 3. Reports accurately and based on facts
 4. Communicates the full story, rather than selectively reporting parts
 5. Clearly distinguishes between facts and opinions
 6. Upholds high professional and journalistic standards



This question can be adapted to specific brands or used to track general media trust.

Research design for measuring trust in media:

Levels of trust and core trust attributes



Consumer & Media

- Demographics
- Media usage
- Interests and attitudes
- Activities

- FMCG
- Durable goods
- Brands
- Other variables

Levels of trust

1. Institutions
2. Media groups
3. News media brands
4. Journalists and influencers
5. Media content

Trust attributes

- Presents news in fair and balanced manner
- ...



Special in-depth surveys

1. Joint quarterly modules:
 - Topical issues such as the Gaza conflict and the Norwegian parliamentary election
 - Specific programmes and journalists
2. Follow-up studies on trust in specific media content (reconnect)

4. Conclusions and implications



Next steps: Implementing trust as a media metric

- Measure trust **systematically and regularly**
- Link trust to **commercial impact** and value
- Implement **trust metrics in Consumer & Media**
- **Enable modular**, timely trust metrics (e.g. elections)
- **Collaborate** with media, authorities and advertisers
- Explore **trust as a potential media planning currency**