Thank you for your attention!

Relationship between Trust and Media Consumption: Disentangling Cross-Country Variation

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Times Has Changed...

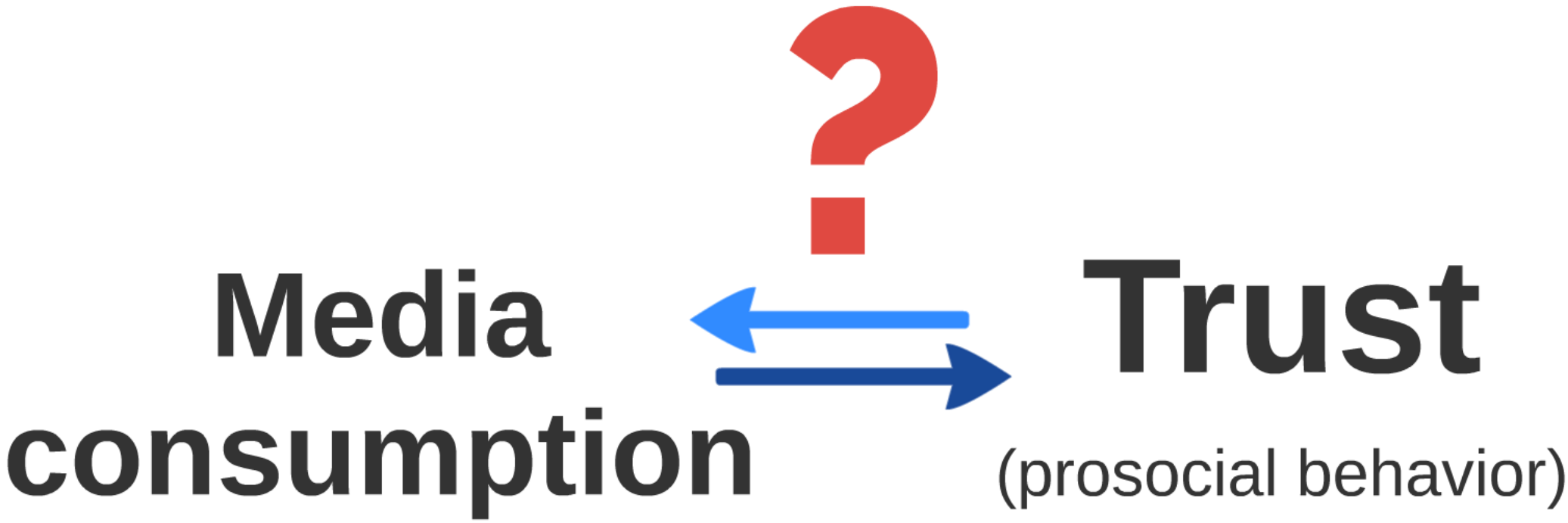
- Constant growth of the amount of information
- New channels of information transmission

- Increasing complexity of social structure
- From "little-boxes" to social networks (Wellman 2002)

- Exponential growth of population during 20 century
- Diversification of population

Informational transformations

Trust transformations


Media consumption
Trust
(prosocial behavior)

What Is Media Consumption?

- A way of getting information
- A time-consuming activity
- A way of communication
- A reason to adopt ideas
- An indicator of certain lifestyle

Informational Approach towards Trust

Trust is a way of overcoming ambiguity

Luhman: Trust is always based on extrapolation of information that individual already has
Giddens: Trust as a weak inductive knowledge
Gambetta: Trust as an unsure answer on a lack of information
Sztompka: Trust lies between the past that cannot be undone and the future that cannot be known
Elster: One of the reasons to trust (or to distrust) is the high cost of information
Lewis and Weigert: Cognitive dimension of trust

Contradiction #1

How does informational growth affects certainty?

Growing amounts of information and information channels

Cheap and clear information

Complication of social structures, growth of uncertainty and informational entropy

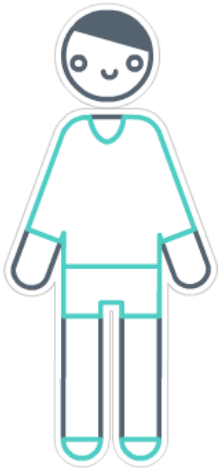
Overabundance of vague information

Contradiction #2

Trust - Information Consumption Relation

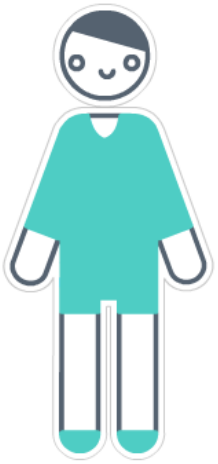
Negative

"I know everything about the world, so I don't need to trust anyone"

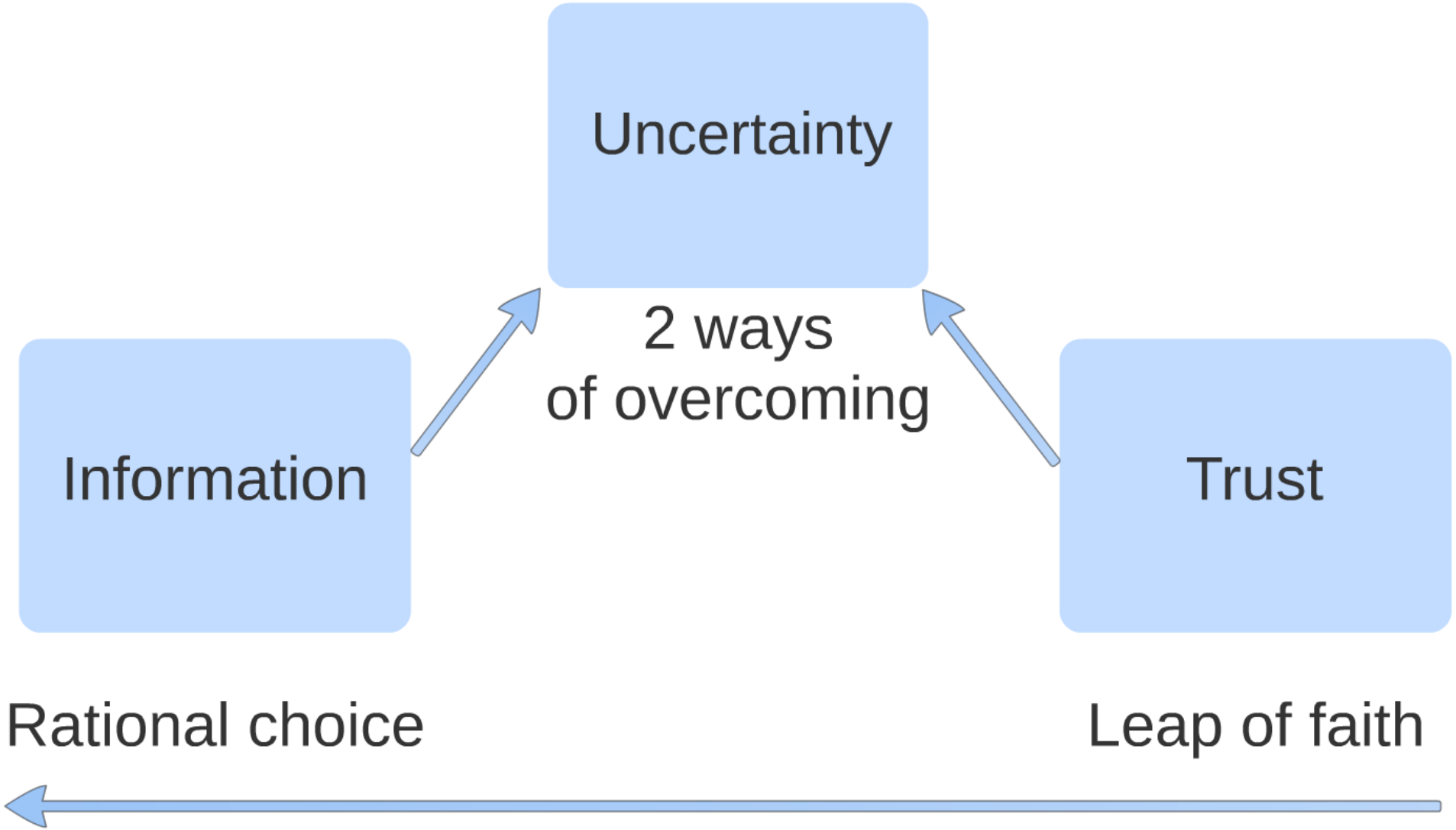


Positive

"I know everything about the world, so it is safe for me to be trustful"



Negative Relationship

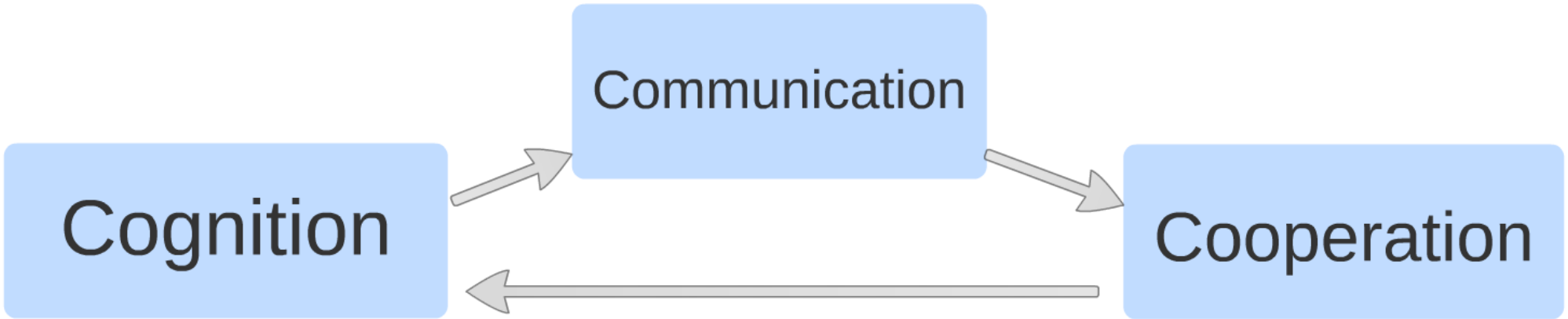


Media Research

Conditional Relationship

Laswell's communication model

Fuchs's communication model



History of Internet-Trust Research

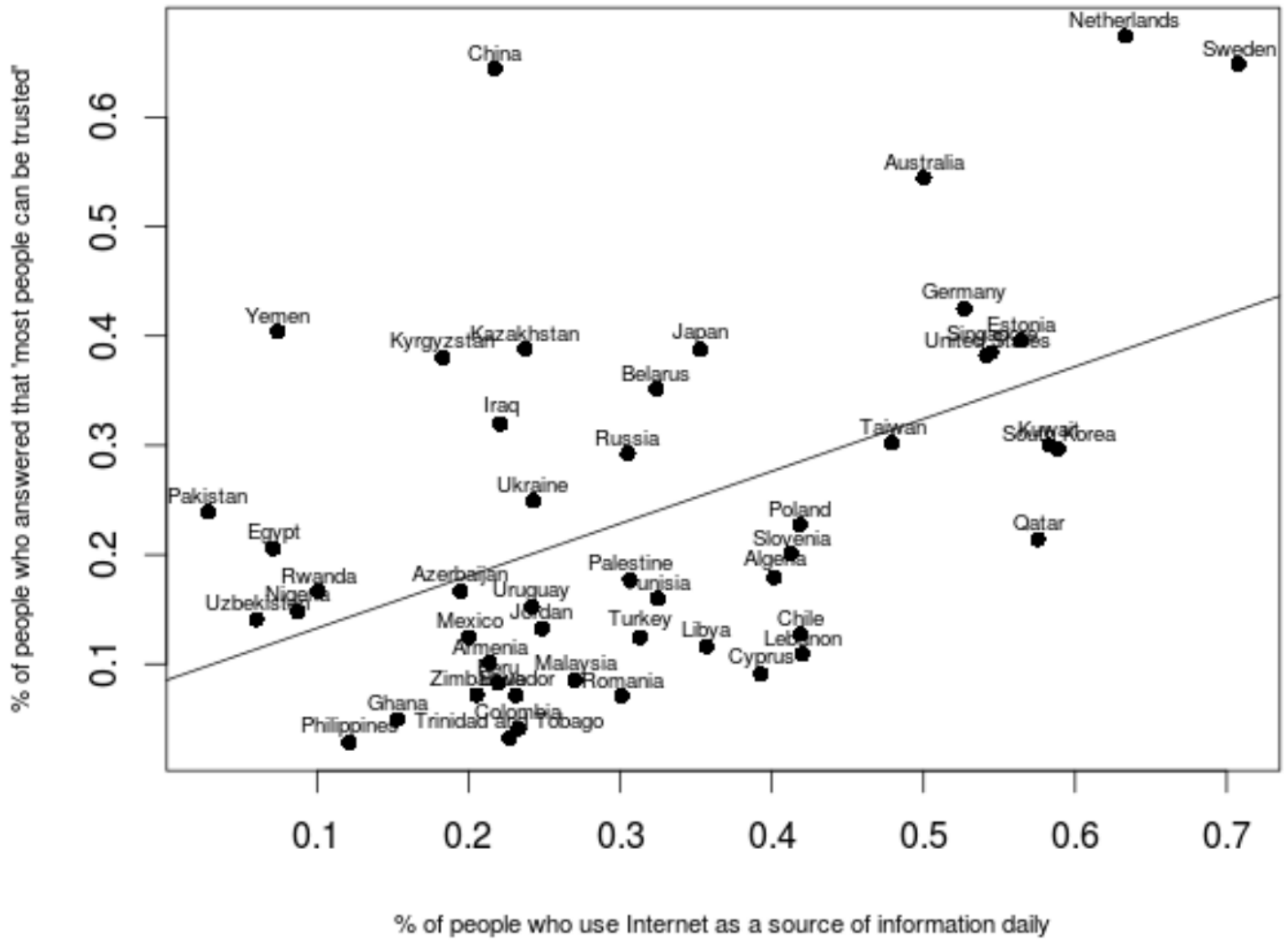
1st wave: 1990s; early stage of Internet development

- Internet's unidimensionality
- Trust as a part of civic life

2nd wave: 2000s; social networks and web 2.0 development

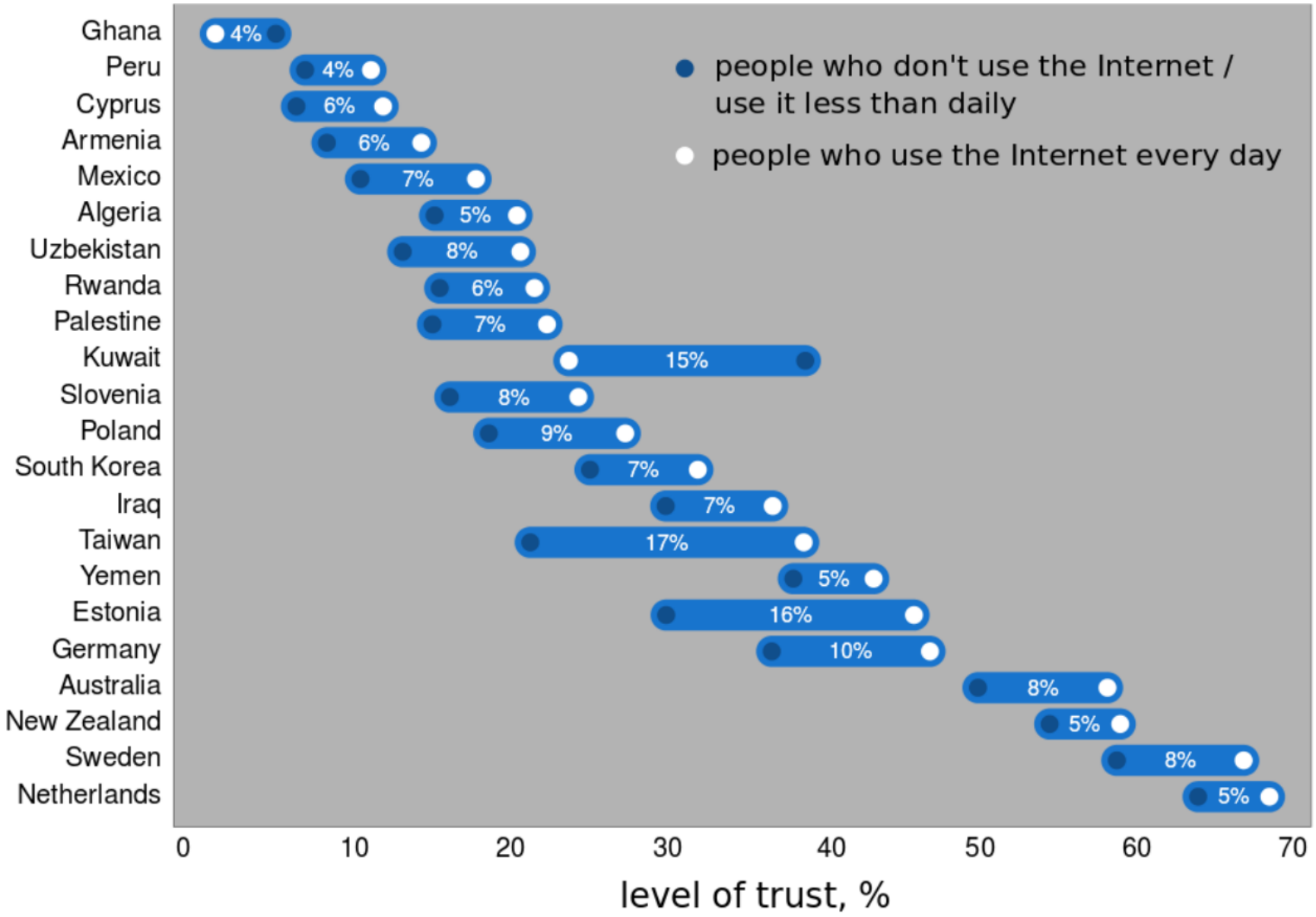
- Social capital approach
- Time displacement explanation
- Trust as a part of social capital

Trust and Internet Use: General Trends



Data from the WVS wave 6th. Country average for answer for a question “Generally speaking most people can be trusted” taken as a level of trust.

Trust and Internet Use: General Trends



Data from the WVS wave 6th. Country average for answer for a question “Generally speaking most people can be trusted” taken as a level of trust.

Empirical analysis: World Value Survey

- **50 countries** – no Bayesian approach is required for multilevel modeling
- **Non-homogenous sample** – from wealthy, highly-developed European countries to underdeveloped African countries
- More **relevant measurements** for information consumption – not just “using” but using as information source
- More **relevant measurements** for trust

Dependent Variable 1: Generalized Trust

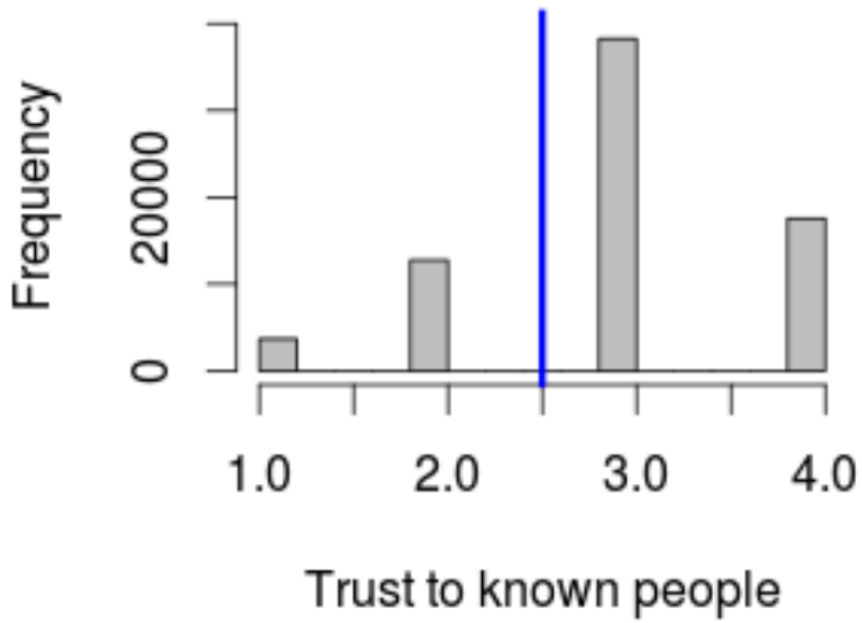
Generally speaking, would you say that most people can be trusted or that you need to be very careful in dealing with people?

0 - Need to be very careful
1 - Most people can be trusted

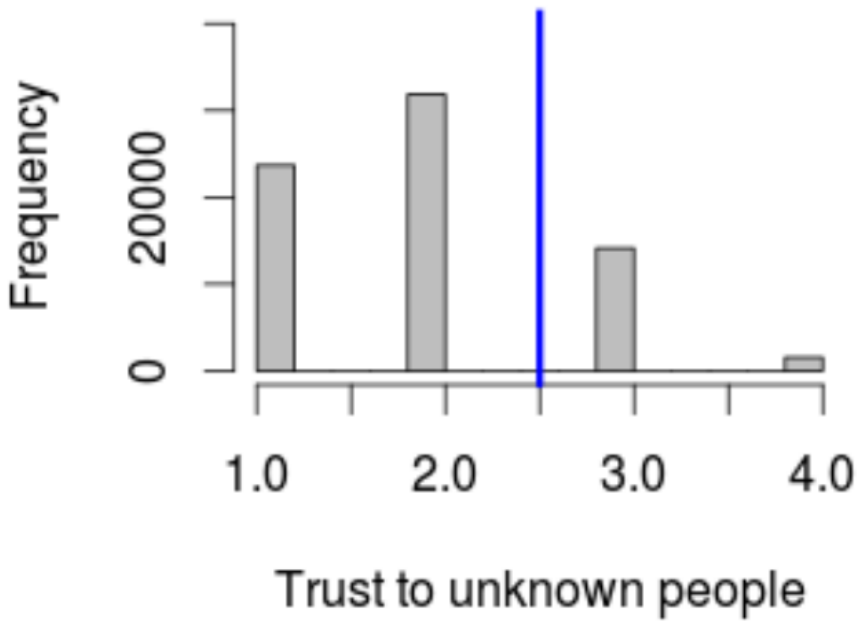
Dependent Variables 2-3:
Trust to Known People
Trust to Unknown People

Could you tell me for each whether you trust people from this group completely, somewhat, not very much or not at all?

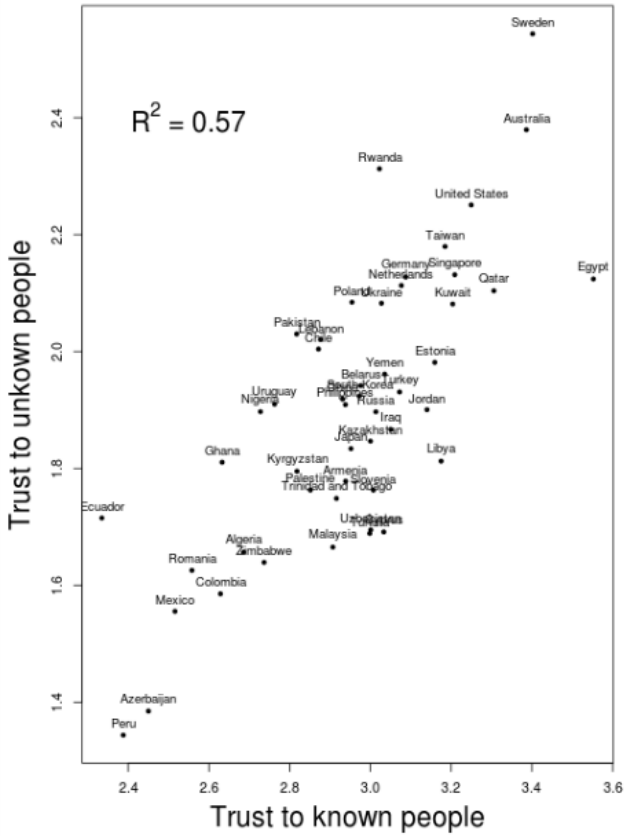
People you know personally

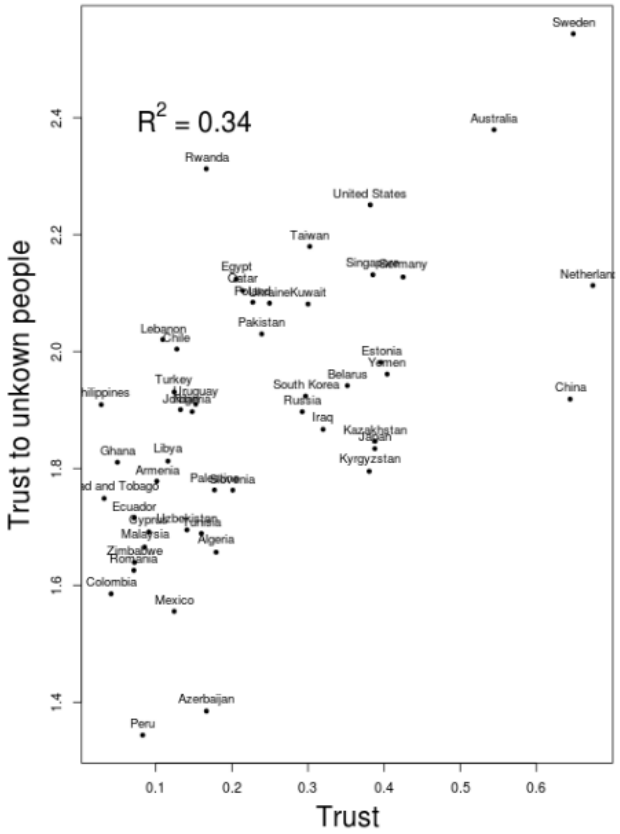


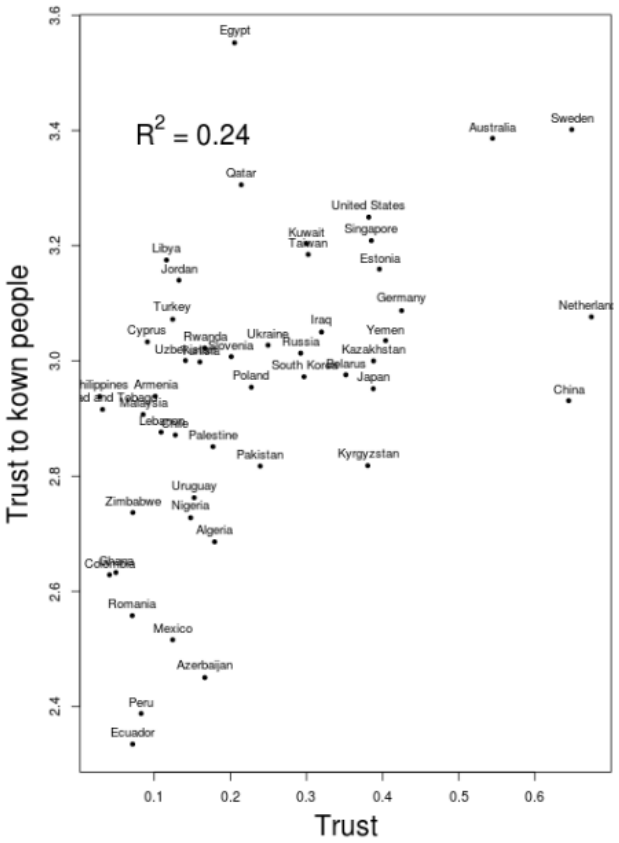
People you meet for the first time



Relationships between Different Measures of Trust (country level)

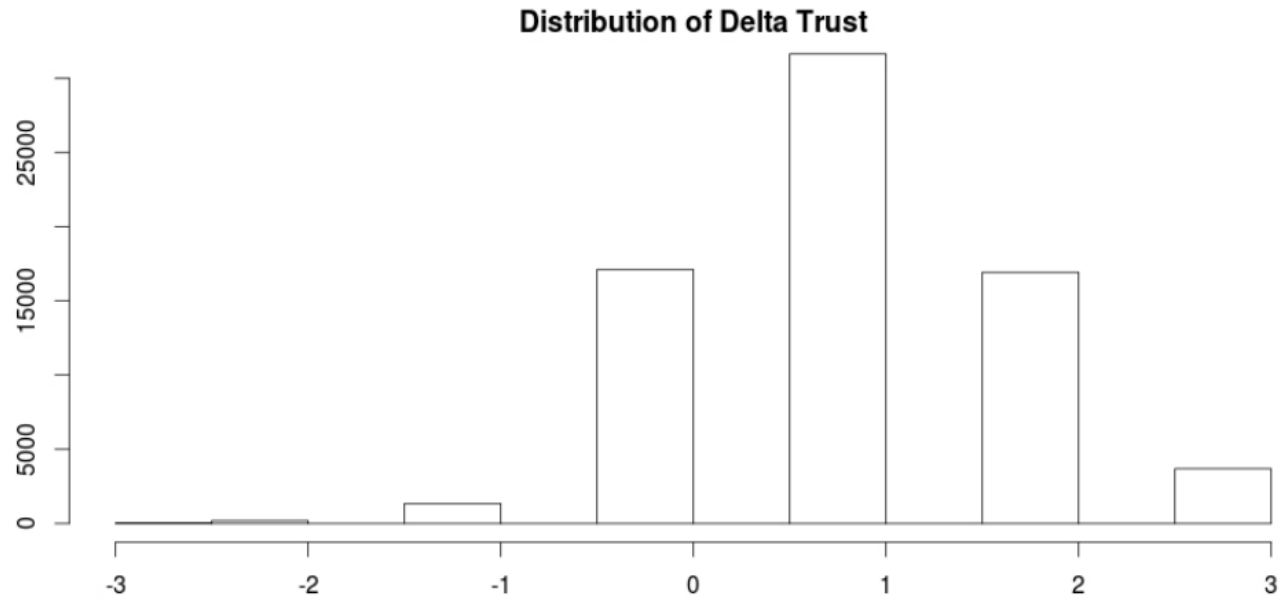






Dependent Variable 4: Δ Trust

Δ trust = trust to known people – trust to unknown people



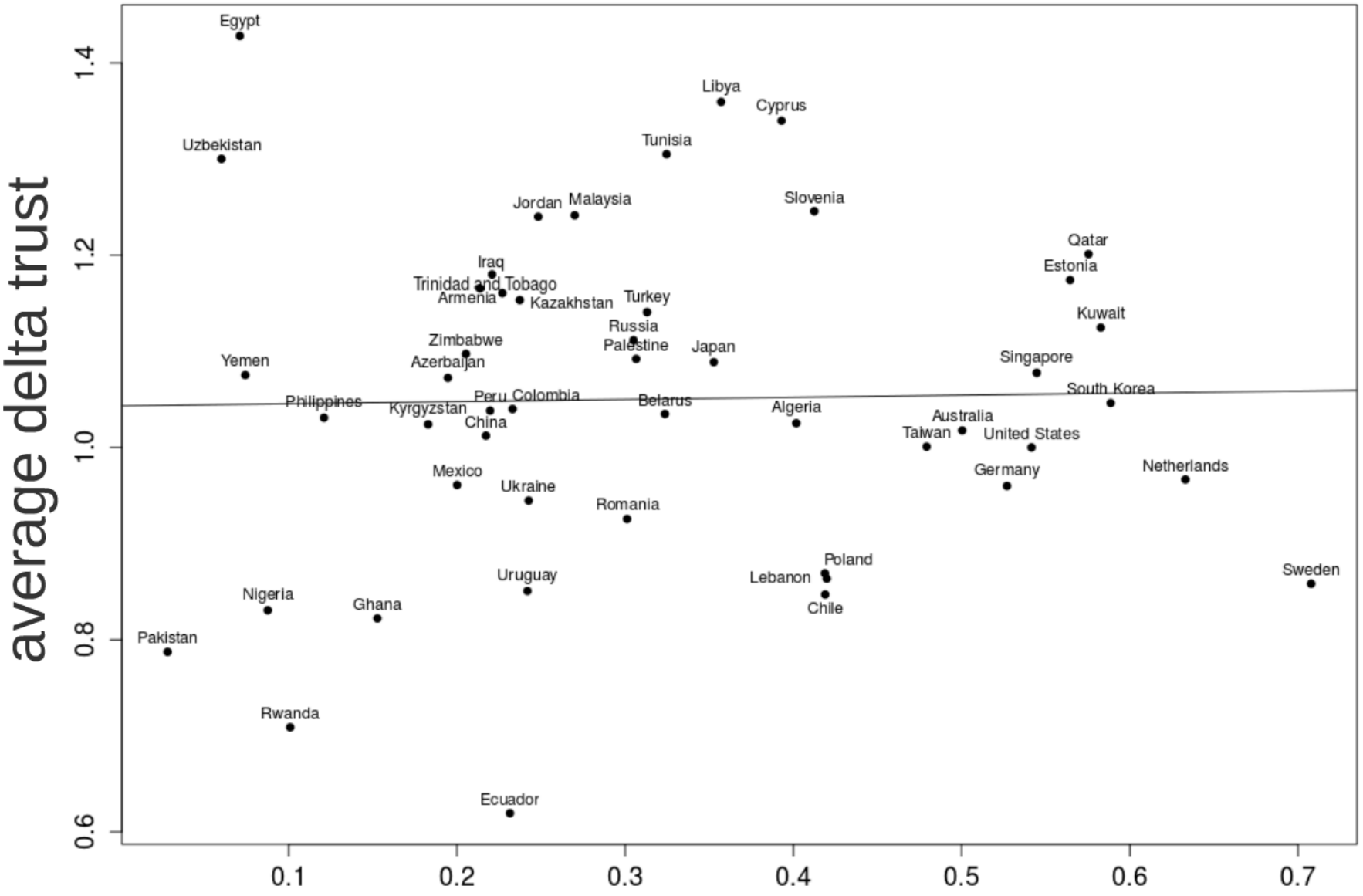
WHY?

Information affects trust to **unknown** people

→

Δ trust changes

Δ Trust and Internet Use: general trend



Empirical Analysis: Multilevel Regression

- **Intraclass correlation**
  - trust to known people = 17.5%
  - trust to unknown people = 10.3%
  - generalized trust = 23.2 %
  - Δ trust = 3.4 %
- A way of finding **causal heterogeneity**
- A possibility to include a large set of **controls**
- **Contextual analysis**

Variables

Predictors

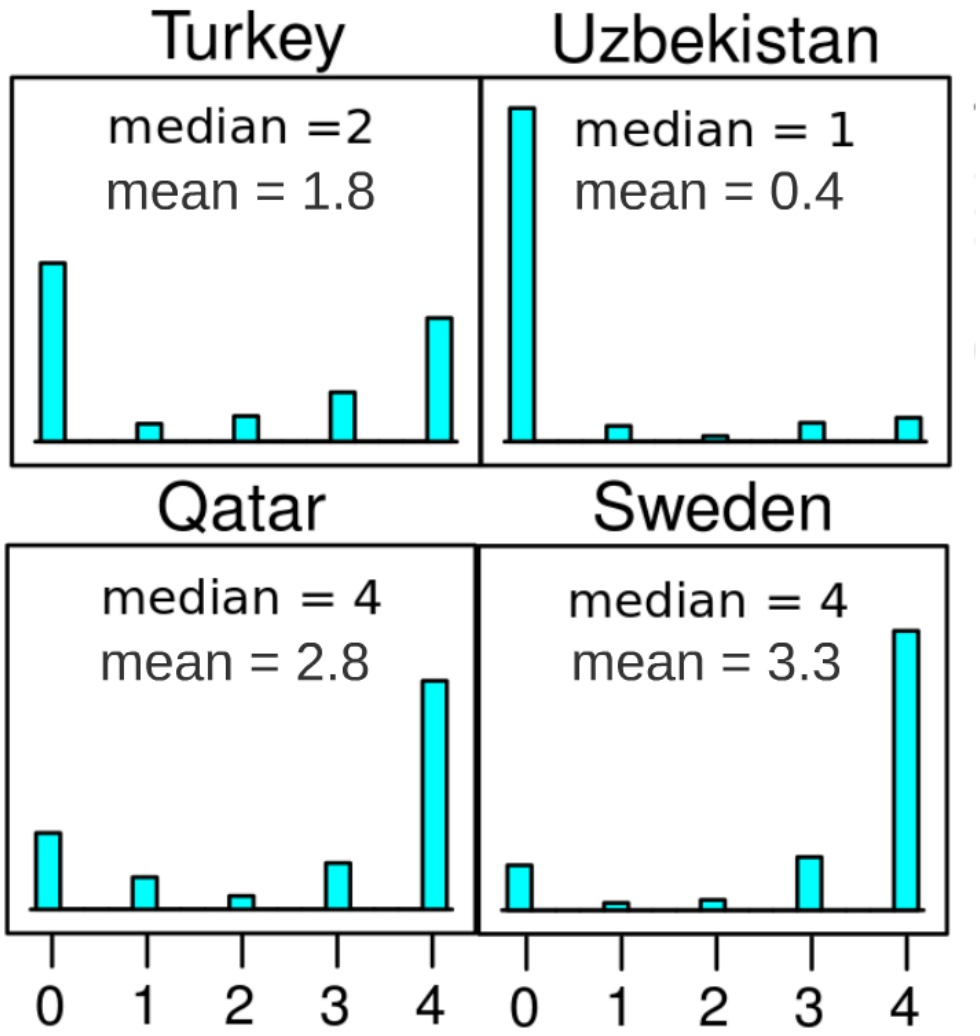
For each of the following sources, please indicate whether you use it to obtain information daily, weekly, monthly, less than monthly or never

- Internet
- TV news
- daily newspaper
- radio news

Controls

age, gender, subjective well-being, income, education, perceived safety

Measurement of Internet Use



Information source: Internet

0 – Never

1 – Less than monthly

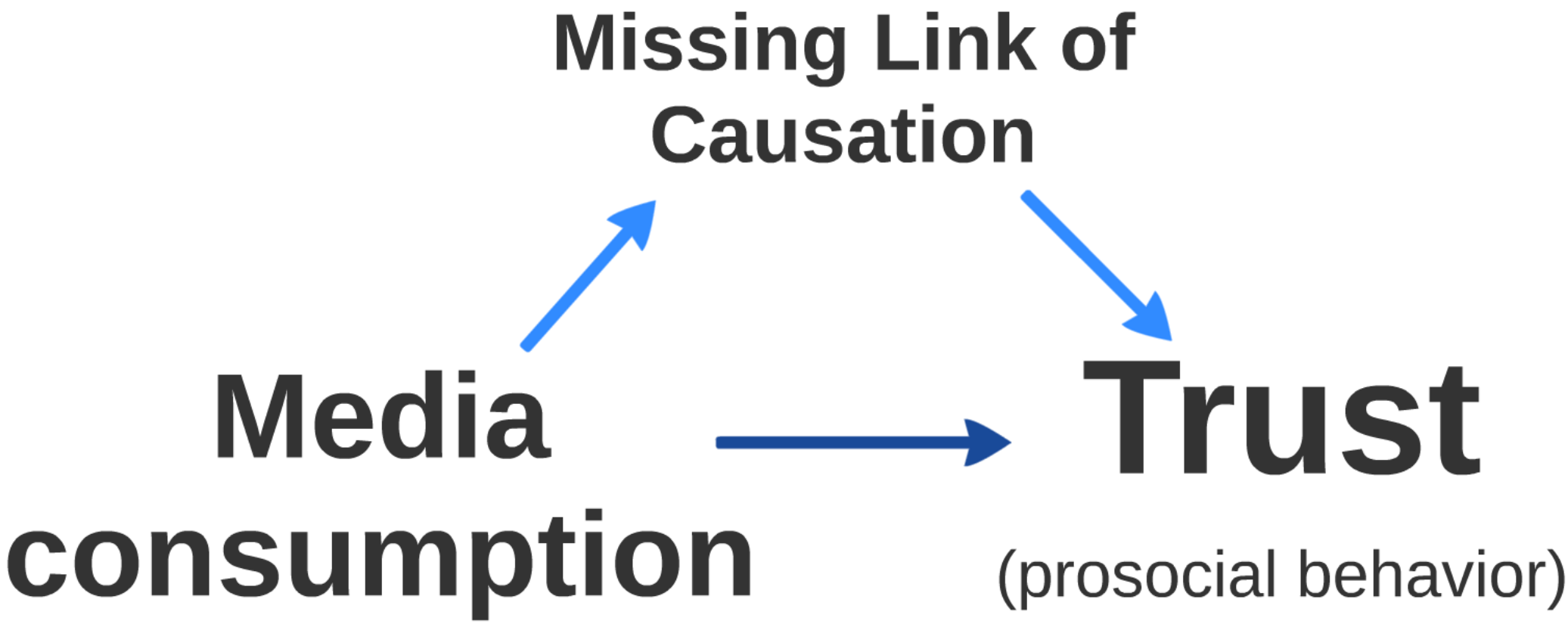
2 – Monthly

3 – Weekly

4 – Daily

Model Coefficients (Fixed Effects)

	Dependent variable:			
	Delta trust	**Trust**	**Trust to known**	**Trust to unknown**
	lm	glm	glm	glm
	1	2	3	4
Subjective well-being	0.019***	0.261***	0.111***	0.116***
Income	-0.006	0.121***	0.093***	0.100***
Safety	-0.030***	-0.100***	-0.140***	-0.021*
Gender: Male	-0.009	0.066***	0.071***	0.034*
Age	-0.017***	0.084***	0.100***	0.165***
Education				
Baseline: primary				
secondary	0.014	0.041	0.041	-0.005
tertiary	0.012	0.334***	0.224***	0.170***
Internet	0.019**	0.097***	0.132***	0.062**
Newspaper	-0.006	0.043***	0.048***	0.040***
TV	0.044***	-0.096***	0.052***	-0.103***
Radio	-0.024***	0.026**	-0.001	0.047***
Constant	1.032***	-1.626***	1.205***	-1.472***
Note:		*p<0.1; **p<0.05; ***p<0.01		



Possible Mediators:
Uncertainty
Lack of free time
Reality perception
?????

Thank you for your attention!

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