

# Fact or Fake?

Measuring credibility perceptions of news media in India

An Ormax Media Report | April 2021

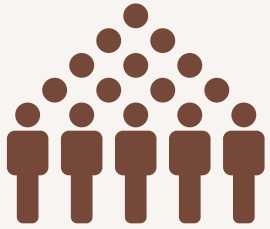


# Background

- Fake news has emerged as a growing menace worldwide and in India over the last few years, especially with increased digital & social media penetration
- In September 2020, Ormax Media released the first edition of the ‘Fact or Fake?’ report, which answered two questions in this regard:
  1. How serious is the issue of fake news in the minds of news consumers?
  2. Which media do news consumers trust more for credible news?
- The second edition of the report will help us understand how perceptions regarding fake news have changed since then



# Research Design



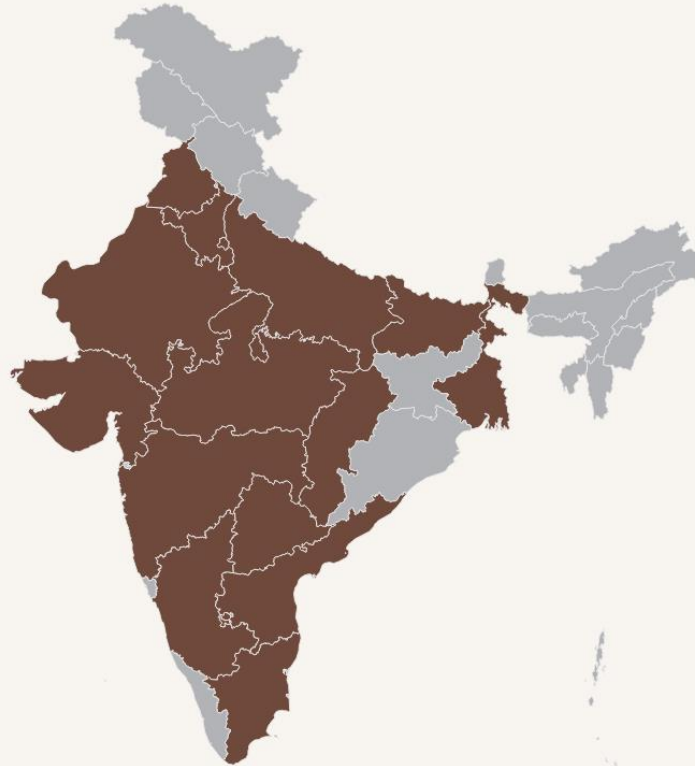
**Sample size**

**1,000**



**Methodology**

**Computer Assisted  
Telephonic Interviews (CATI)**



**Urban news  
consumers (15+ years)**

**In 15 states & UTs in India**

# Credibility Indices

## 1 News Credibility Index (0-100)

% news consumers who don't see fake news as a major concern

## 2 Media Credibility Index (0-100)

% news consumers (among those consuming news in that medium) who find the news in a particular medium generally credible

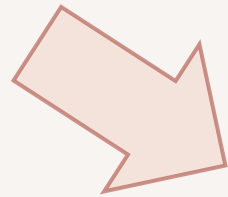
This study is not a brand-level study but a media-level study. Hence, Media Credibility Index has been measured for different media, but not for brands within each. However, for social media, Media Credibility Index has been measured for key platforms in their respective user bases, because of the distinctive nature of these platforms.



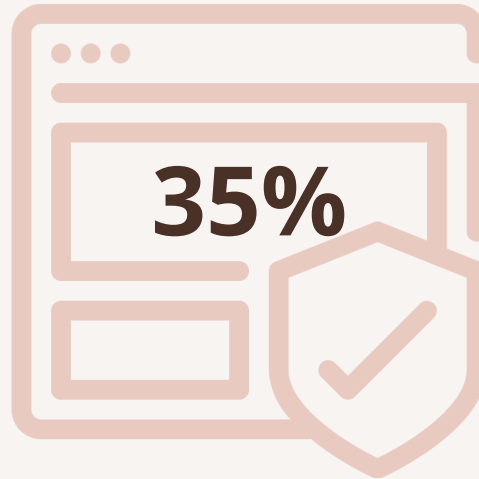


# News Credibility Index

Sep 2020

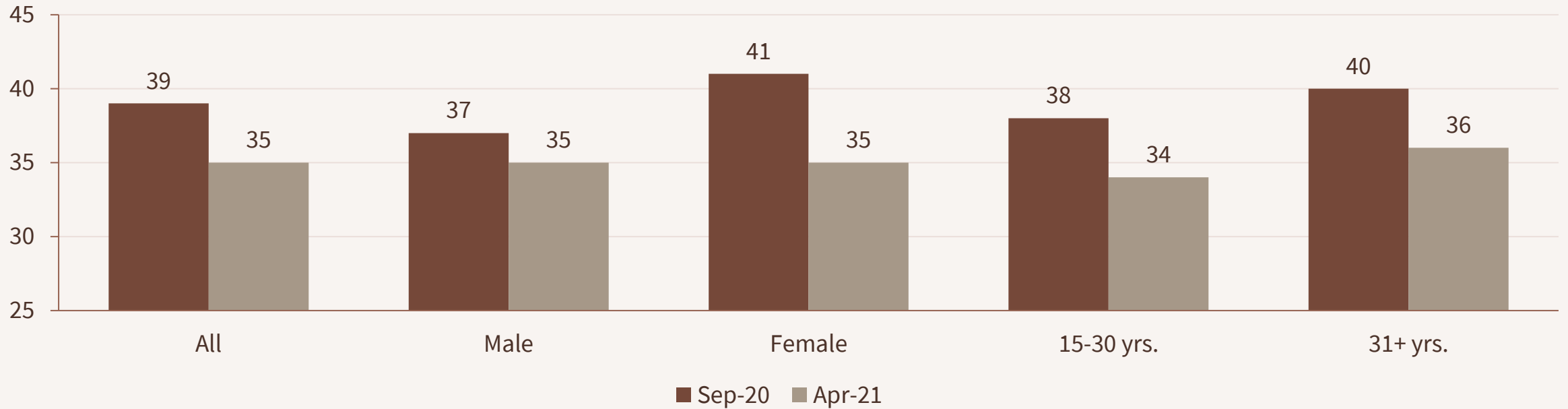


Apr 2021



- Only 35% news consumers feel that the news category in India, in general, does not have any major fake news concerns
- Already low at 39%, News Credibility Index witnesses a 4-point drop in a span of seven months, reiterating fast-growing apprehensions around authenticity of news in India

# News Credibility Index by Gender & Age



News Credibility Index has dropped across demographics since the last track, and all demographic segments are now equally low in the 34-36% range.



# Media Credibility Index

Print



Radio



Television



Apps & websites



Social Media



Messenger apps



Sep 2020

62

57

56

42

32

29

Apr 2021

62

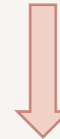
56

53

37

27

24



While traditional media continues to enjoy higher credibility, drop in the News Credibility Index is primarily driven by digital media. Television has dropped by 3 points, widening the gap between Print & Television further.



# Media Credibility Index: Social Media & Messenger Apps

Twitter



Sep 2020

53



Apr 2021

47

Telegram



31



28

Instagram



29

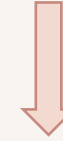


26

Facebook

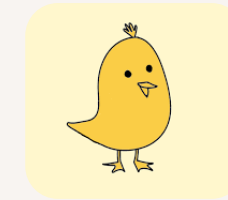


30



24

Koo



-

24

WhatsApp



28



22

Twitter continues to lead credibility among social media and messenger apps, with all other platforms scoring poorly, failing to cross even the 30-mark. All social media platforms have shown a drop since the last track.





# Summary

- At 65%, concerns around the authenticity of news have grown further over the last seven months
- Concerns around fake news can impact advertising revenues, especially because many brands are worrying about ‘brand safety’ in today’s politically-polarized environment across the world, including in India
- Traditional media, led by Print, continues to enjoy higher credibility in the dissemination of news, compared to digital media, where only Twitter enjoys some level of credibility
- Television has dropped by 3 points, widening the gap between Print and Television to 9 points now



# Fact or Fake?

Measuring credibility perceptions of news media in India

An Ormax Media Report | April 2021





[www.ormaxmedia.com](http://www.ormaxmedia.com)



@OrmaxMedia