

MEDIA/PUBLISHING

Journalists cite credibility as biggest concern in today's media landscape: Cision

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Those surveyed stated that trustworthiness is the biggest challenge ahead for the industry, revealing that their top priority as individuals in that professional ecosystem is to ensure that their own content is accurate. Image credit: Unsplash

By EMILY IRIS DEGN

Media software company Cision has mapped out the current state of affairs for news professionals.

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In the 14th edition of the "[Global State of the Media Report](#)," journalists around the world outlined their struggles and priorities in the evolving field. As those surveyed stated that trustworthiness is the biggest challenge ahead for the industry, they revealed that their top priority as individuals in that professional ecosystem is to ensure that their own content is accurate.

The responses were gathered throughout February and March 2023 via surveys sent to Cision Media Database members who are verified media professionals, bloggers or influencers additionally, Help a Report Out (HARO) and PR Newswire database members were surveyed during the time period. In total, 3,132 respondents across 17 markets responded, including Canada, the United States, the United Kingdom, Germany, France, Sweden, Spain, Finland, Italy, China, Portugal, Australia, Singapore, Indonesia, Malaysia, Taiwan and Hong Kong.

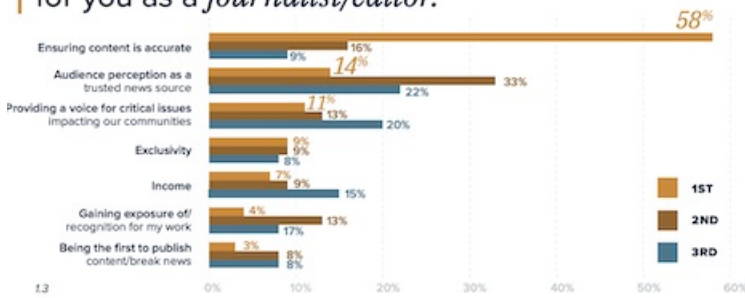
In data we trust

As technology changes rapidly and changes the way information gets distilled, journalists and readers alike are struggling to keep up and discern fact from fiction.

In fact, 27 percent of journalists surveyed named "maintaining credibility" as the biggest challenge the industry faces as a whole, specifically calling out the struggle of "fake news" claims.

Journalists are upping accurate content on their list of priorities in the face of this mounting pressure, making it the highest-ranking goal of those surveyed with 58 percent responding as such. Similarly, the second-highest-ranked priority was to ensure that their news outlet was seen as a trusted news source by their readership 14 percent of journalists listed it as their top priority.

Rank the **top three priorities** for you as a *journalist/editor*.



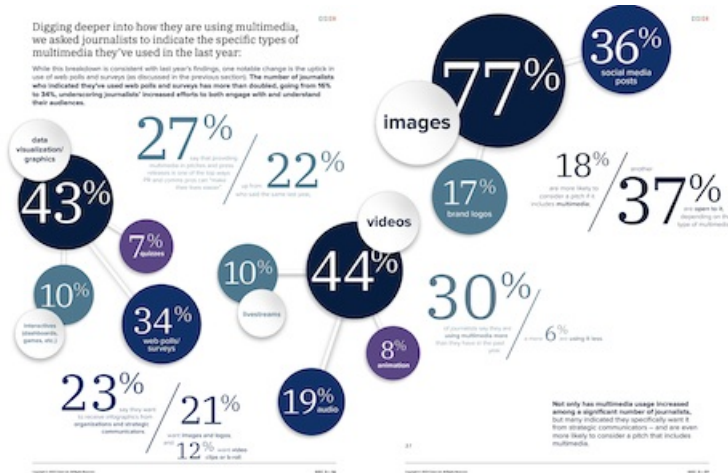
Journalists are focusing more than ever on accuracy to combat the rising crisis of disinformation and misreporting. Image credit: Cision

While journalists said that their news outlets shared their top priority of accuracy, they said that instead of trustworthiness, revenue was their outlets' second-highest priority.

To take on this responsibility without the full alignment of their organizations, strong sources have become ultra-valuable 40 percent of journalists said that they are relying more than last year on data.

Twenty-seven percent of respondents said newswires are their most-trusted sources for gathering information, while 23 percent cited industry experts, 20 percent said press releases, 16 percent said they went to internal spokespeople and only 4 percent named customers of brands as their most trusted channel.

As the trade of data is helping journalists navigate through the myriad of false claims and misinformation online, another profession is seemingly entering a heyday.



Journalists are embracing visual-form media in an effort to increase engagement with their readers. Image credit: Cision

Cision's report reveals that while the turbulent environment is providing challenges for journalists, it could be an opportunity for public relations professionals.

Those in the field are acting as the go-between for not only writers and brands but are acting as fact-checkers and data providers, turning away from the old system of simply marketing companies they represent, and toward partnering with journalists.

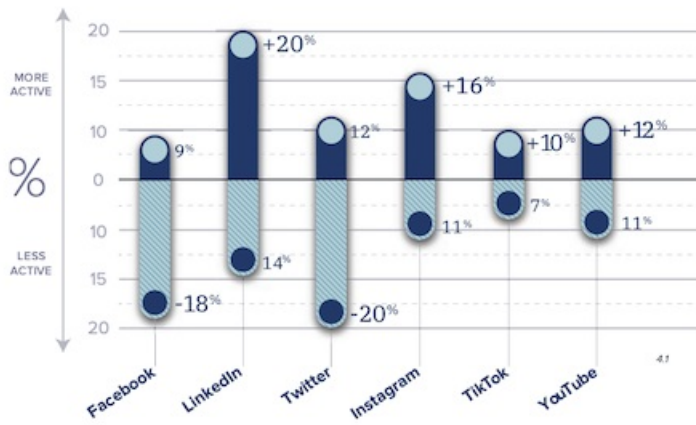
As false data is more freely posted online, these human-to-human interactions are increasingly vital for the writers to ensure accuracy, often using public relations specialists for clarification on published data and even direct access to the source of it.

Sixty-eight percent of the surveyed journalists stated that out of materials sent by "strategic communicators," they preferred being sent data in the form of original research. When asked about what these players can do "to make their jobs easier," 66 percent responded with "provide data and expert sources."

Next generation

Gen Z and millennial readership have been shaping media outlets' choices with the rise of their spending power (see story), including the use of social media to monitor trending topics, a space largely dominated by the demographic.

Which **social media platforms** do you intend to be more or less active on in the coming year?



Social media is a popular way that journalists are scanning for story leads and looking into what topics are being most talked about. Image credit: Cision

Cision reports that 44 percent of journalists are using social media to research trends and hot topics, and 52 percent use it to keep track of news and competing channels.

The use of social media does not stop there, as 96 percent state that they use it for work-related reasons, including promotion and interaction with the readership.

Though TikTok use, a favorite among Gen Z, leaves much to be desired amongst journalists, LinkedIn and Instagram are frequent platforms that professionals check, according to the surveys.