

# THE CREDIBILITY OF NEWSCASTS IN PUBLIC SERVICE MEDIA IN SPAIN

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## INTRODUCTION

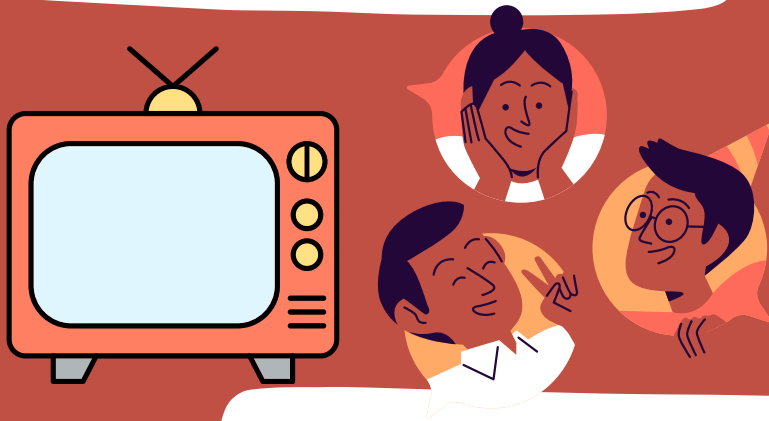
The **audiences** of generalist television news shows that the interest and loyalty of viewers is constantly changing.



The convergence of factors shaping today's media ecosystem forms the perfect context for the **spread of alienation and loss of trust** in the media.

## METHOD

The main aim is to delve into whether there is a consensus on the basic parameters for the definition, identification, and assessment of credibility of Spanish nationwide public service media



### Hypothesis

Credibility, for experts and professionals, is a subjective factor that is linked to an external perception that the person has of the medium, above and beyond the content.

**n= 17 researchers**

The project is part of an R&D project on the values of public audiovisual media and belongs to eight universities.

## CONCLUSIONS

The results of the focus group and interviews show that there is a tendency to link pluralism with political content, but pluralism affects all areas of society.

Another conclusion drawn from this research is that, for experts, ratings are not always linked to the degree of credibility.



The great challenge for public television is to find a mechanism that allows it to know exactly the degree of credibility that its news programmes have in the different sectors of society and to detect the causes that determine it.

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