

# Structural and Political Correlates of Trust and Confidence in the Media

Lee B. Becker

James M. Cox Jr. Center for International Mass Communication Training and  
Research

Grady College of Journalism and Mass Communication  
University of Georgia  
Athens, GA 30602

Cynthia English

Gallup

1001 Gallup Drive  
Omaha, NE 68102

Tudor Vlad

James M. Cox Jr. Center for International Mass Communication Training and  
Research

Grady College of Journalism and Mass Communication  
University of Georgia  
Athens, GA 30602

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In the United States, confidence in the media has dramatically declined over the years with only a slight uptick in 2011, according to surveys conducted by Gallup (Morales, 2011). In the most recent survey, only 28% of the population expressed confidence in newspapers, and 27% expressed confidence in television news. By comparison, 78% of the population expressed confidence in the military, and 64% in small business (Jones, 2011).

Internationally, confidence in the media has been found to be related in a complex way to a key systemic characteristics of the media (Becker, Vlad & English, 2010). In those countries where citizens are fearful of speaking out politically, confidence is positively related to the levels of press freedom. In those countries where people have little fear of political expression, such as in the United States, confidence in the media is negatively associated with levels of press freedom.

Research conducted largely in the U.S. has shown that individuals perceive bias in the media that reflects their own points of view rather than the content itself. After viewing the same television coverage of an event, for example, viewers with different views on the issue behind the event both reported that the media were biased against their own view (Vallone, Ross and Lepper, 1985).

The suggestion is that evaluation of the media is a summary assessment that citizens make that is not wholly under the control of the media themselves. Citizens may express confidence in their media because of forces in society and because of who the citizens are and what they believe about the role of the media or the issues they cover, rather than simply because of the content of the media or how they actually perform in a professional capacity.

This paper draws on two unique data sets to test that expectation. The first is the Gallup World Poll for 2010. The second is a national survey of adults in the United States conducted by Gallup in September of 2010. The data support the notion that assessments of the media are influenced both by national characteristics and by individual views on the role of the media in society, rather than on simple notions of press performance. Views about trust and confidence in the media should be seen as a complex assessment of the role of the media rather than a simple reflection on performance.

### **Confidence in the Institutions**

Public support for political institutions has been a central concern in the political science literature. Listhaug and Wiberg (1995) took the position that confidence in institutions is a middle-range indicator of support for or acceptance of the legitimacy of the political system. Norris (1999) saw confidence in institutions as one of the dimensions of a broader concept of political support. Norris and Inglehart (2010) describe confidence in political institutions as an indicator of regime support.

Listhaug and Wiberg (1995) differentiate between confidence in government institutions and confidence in private institutions. Examples of the former are the armed forces, the educational system, the legal system, the police, parliament and the civil service. Examples of non-governmental institutions are the church, trade unions, major companies and the press. Using

survey data from the European Value Systems Study Group, which included measures of each of these institutions, they found empirical support via factor analysis for this distinction.

### **Citizen Measures of Characteristics of Media Systems**

Becker and Vlad (2010) used two different surveys to look at the relationship between press freedom as measured by the elite evaluators and press freedom as measured by survey respondents. They selected the Freedom House and Reporters without Borders measures of press freedom for the analysis. In both cases, evaluators use a series of criteria to rate press freedom in countries around the world.

In 2007, The BBC World Service Poll included five questions, one with two parts, dealing with the media in a survey conducted in 14 countries (BBC World Service Poll, 2007). Included was a question that asked respondents to use a 5-point scale to indicate how free they thought the media in their country was to report the news accurately, truthfully and without bias. The surveys were conducted by GlobeScan Incorporated and Synovate, with fieldwork taking place in October and November of 2007. Samples were national in nine of the 14 countries and urban in the remaining five. Interviews were conducted face-to-face in eight of the countries and by telephone in the remaining six. Sample sizes ranged from 500 to 1,500.

In 2008, WorldPublicOpinion.Org (2008), based at the University of Maryland, included a series of questions dealing with the media on surveys conducted in 28 countries and territories around the world. Not all questions were asked in all countries, but in a majority of countries those interviewed were asked how much freedom the media in their country have. Sample sizes varied from a low of 597 to a high of 2,699. Surveys were conducted via telephone, face-to-face interviews, and the Internet.

The relationship between the measure of public perceptions of press freedom and the Freedom House measure of press freedom for the 14 countries included in the 2007 BBC World Service Poll is slight at best. The Pearson Product Moment Correlation Coefficient was .31, while the Spearman rho was .23. The correlations between the BBC World Service Poll measures and the Reporters Without Borders are similar, with a .37 Pearson  $r$  and a .25 Spearman rho.

The relationship between the WorldPublicOpinion.Org measure of press freedom from the point of view of the citizens and the Freedom House measure is considerably stronger, a .81 with Pearson  $r$  and a .76 with Spearman rho. Clearly for the 20 countries included in the analysis, those countries that the elite evaluators found to have a free press are those where the citizens tended to feel the press is free. The Reporters Without Borders evaluations produced a similar .70 (Pearson) and .71 (Spearman).

Becker and Vlad (2010) speculated that the different findings were the result of different measurement of public assessments of press freedom. The BBC World Service Poll used an anchored scale and the WorldPublicOpinion.Org measure used simple verbal descriptions. The BBC question also was unusual in that it is reverse coded, that is, respondents were asked to go from 5 to 1 rather than the reverse, which is more common.

English (2007), Becker and Vlad (2009), and Becker, Vlad and English (2010) have examined the relationship between confidence in the media and press freedom using data from the Gallup World Poll. At the zero-order, the researchers found that there is no relationship between the two concepts. Based on analyses of surveys conducted in approximately 100 countries in each of three years, however, the research found that public beliefs about the openness of the society mask a real relationship between confidence in the media and press freedom. In 2007, 2008 and 2009, confidence in the media relative to confidence in other institutions in society was found to be negatively associated with press freedom when the society is open. When the society is closed, however, confidence in the media relative to confidence in other institutions is positively related to press freedom.

### **Perception of a Media Bias**

Research on media credibility has a long tradition in the field of mass communication (American Society of News Editors, 1985; Eveland and Shah, 2003; Gunther, 1992), but interest in the topic was revitalized by the innovative work of Vallone, Ross and Lepper (1985). These researchers showed six segments of nationally televised news programs about the 1982 Beirut massacre to 144 Sanford students six weeks after the event took place. They found that both Pro-Arab and Pro-Israeli partisans rated the programs and those who produced them as biased. The researchers termed this a hostile media phenomenon, arguing that the students evaluated the media reports based on their own views, rather than the content itself. They also found that those respondents with greater knowledge were more likely to report the media reports to be biased.

Gunther (1992) argued that media professionals had overstated the case when they said that the integrity of reporters is the factor that almost entirely determines media credibility. To test this, he reanalyzed survey data gathered by the American Society of News Editors during December 1984 and January 1985 that asked respondents to rate the credibility of news coverage of many social groups and institutions. Gunther found evidence that audience involvement in an issue, situation, or group predicted more variance in respondents' credibility judgments of media than media attributes or demographic variables.

Watts, Domke, Shah and Fan (1999) used computer-assisted content analysis procedures to examine the balance in coverage of presidential candidates during the 1988, 1992 and 1996 elections. They then linked these findings to public perception of media bias and press coverage of the topic of media balance. The content analyses showed remarkable balance in candidate media coverage in the 1988 and 1996 campaigns and a slight bias favoring the Democratic candidate in 1992. The authors argued that the rising public perception that news media content had a liberal bias is largely due to criticisms driven by conservative elites and reported in news coverage.

Using national data from a panel of respondents, Eveland and Shah (2003) examined the role of interpersonal contexts in perceptions of media bias. They found that the individuals' perceptions of media bias were at least partly shaped through their interactions with like-minded others, and that the phenomenon is amplified among Republicans.

Gunther and Schmitt (2004) found that the media are singled out for hostile assessments and that those negative effects disappeared if the same content was labeled as coming from non-media sources. Participants in the field experiment were selected from one pro-genetically modified foods group and from one anti-GMF group. Each participant was assigned to a packet that contained a story about biotechnology and GMF. The content was randomly labeled as a newspaper article or a student essay. The participants systematically perceived the information attributed to the newspaper as hostile and persuasive in an unfavorable direction, while they found the so-called student essay as favorable to their own point of view.

Schmitt, Gunther and Liebhart (2004) did additional analyses of these same data to identify mechanisms that explain the hostile media effect. Out of the three processes of data selection and interpretation tested in the analysis (selective recall, selective categorization and different standards), only selective categorization appeared to be an explanation for the hostile media effect.

Gunther and Liebhart (2006) further refined the analysis of this phenomenon by testing the influence of the source (journalist vs. student) and reach (media organization vs. classroom composition). They found that a message associated with a large audience, such as a newspaper article, is more likely to generate a contrast bias, while a message in a low-reach context seemed to lead to an assimilation bias.

To assess how the level of involvement or partisanship, in addition to perceived reach of the message and characteristics of the source, impacted the perception of media bias, Gunther, Miller and Liebhart (2009) selected a group of members of Native American tribes and one of people highly sympathetic to Native American interests. Their common characteristic was that they opposed the genetic modification of wild rice. The participants were exposed to neutral information compiled from various news stories on the GM rice topic. The information was attributed randomly to sources that would be seen as allied to Native American interests generally or not. The findings support the argument audience members process media information in a qualitatively different way than other messages and that members of partisan groups are very sensitive to the mass communication environment.

### **Expectations**

Across countries, confidence in the media is expected to be positively related with the perception that the media in that state are free. That is to say, a country in which the citizenry feel the media are free also should be a country where they citizens have confidence in the media.

The earlier research has shown that confidence in media was not correlated with elite assessments of media freedom in general. It also has shown that in countries where the citizens perceive little political freedom there is a positive relationship between elite measures of press freedom and confidence and that in countries where citizens perceive little political freedom there is a negative relationship. The research also has shown a moderate relationship between elite and public assessments of press freedom (Becker, English & Vlad, 2011).

Given the lack of perfect correspondence between the elite and public assessments of press freedom and the general sense that the citizens should have more confidence in the media if they also believe the media to be free, the prediction of at least a weak positive relationship between public assessments of press freedom and confidence is posited.

Confidence in the press is expected to be positively correlated with confidence in other institutions in society. The media are not expected to be finely differentiated from other institutions such as the national government and the military.

In those countries with high approval ratings of the country's leadership, confidence in the media also should be high.

In the U.S., trust and confidence in the media is expected to be associated with trust and confidence in the institutions of government.

In addition, perceptions of media biases are expected to be dictated largely by what the individuals bring to the media use themselves. Specifically, ideological criticism of the media is expected to reflect the ideology of the critics.

## **Methodology**

### ***World Poll***

Gallup regularly surveys adult residents in more than 160 countries and areas, representing more than 98% of the world's adult population. In most cases, randomly selected, nationally representative samples of the entire civilian, non-institutionalized, age 15 and older population of each country are used. Exceptions include areas where the safety of interviewing staff is threatened, scarcely populated islands in some countries, and areas that interviewers can reach only by foot, animal, or small boat. Gallup typically surveys 1,000 individuals in each country, with at least 2,000 surveys being conducted in large countries like China, India and Russia.

Telephone surveys are used in countries where telephone coverage represents at least 80% of the population or is the customary survey methodology. In Central and Eastern Europe, as well as in the developing world, including much of Latin America, the former Soviet Union countries, nearly all of Asia, the Middle East, and Africa, an area frame design is used for face-to-face interviewing.

Once collected, the data set goes through a rigorous quality assurance process before being publicly released. After review by the regional directors, Gallup scientists perform additional validity reviews. The data are centrally aggregated and cleaned, ensuring correct variable codes and labels are applied. The data are then reviewed in detail for logical consistency and trends over time. Once the data are cleaned, weighted, and vetted, the final step is to calculate approximate study design effect and margin of error.

Gallup is entirely responsible for the management, design, and control of the Gallup World Poll (GWP) and is not associated with any political orientation, party, or advocacy group and does not accept partisan entities as clients. Any individual, institution, or governmental agency may access the Gallup World Poll regardless of nationality.

In each country, a standard set of core questions is fielded in each of the major languages of the respective country. The Gallup World Poll core contains the following questions: In (COUNTRY), do you have confidence in each of the following, or not? How about the military? How about judicial system and courts? How about national government? How about financial institutions or banks? How about religious organizations (churches, mosques, temples, etc.)? How about quality and integrity of the media? Response categories are: Yes and No, with volunteered responses of Don't know and Refused also recorded. Not all seven items are asked in all countries. Due to governmental restrictions, some questions about confidence in the national government or other institutions were not asked in some countries.

The core also includes a measure of approval of the leadership of the country.

In 2010 a new idea was added to the Core: "Do the media in this country have a lot of freedom, or not?" Response categories were Yes and No, with Don't Know and Refused coded. Data from 111 countries are available and used in this analysis. Unfortunately, this item was not approved for fielding in four countries where Gallup interviewed in 2010: Algeria, Saudi Arabia, Tajikistan, and Uzbekistan.

### ***U.S. Governance Survey***

Gallup has conducted, usually on an annual basis, surveys focused on governance in the United States. This report uses data collected Sept. 13-16 of 2010 with a national adult sample of 1,109 respondents. The sample included those interviewed with both landline and cellular telephones. Respondents reached by a cellular number who also had a landline used to make and receive calls were not interviewed when contacted by cellular number.

Respondents were asked how much trust and confidence they had in the executive branch of the federal government, the judicial branch and the legislative branch. They were asked the same question about state government, the local government, and the mass media -- such as newspapers, T.V. and radio -- when it comes to reporting the news fully, accurately, and fairly. Response options for these questions were "a great deal", "a fair amount", "not very much", or "none at all". They also were asked about their trust and confidence in people running for or holding public office and in the American people generally.

Respondents also were asked if they think the news media are "too liberal", "just about right", or "too conservative" as well as a variety of questions about the role of government versus business in solving problems in the country. The exact questions are in the appendix.

## Findings

### *World Poll*

Across nation states, the perception that the media are free is weakly but positively correlated with the level of confidence in the media (Table 1). Where citizens rate their media as free, there is a slight tendency for them also to report high confidence in the media. Overall, the assessment of media freedom is only weakly correlated with confidence in other institutions in society as well.

Confidence in the media, in contrast, is moderately positively correlated with confidence in the national government, confidence in financial institutions, and confidence in religious organizations. Confidence in the media is more weakly, but positively, correlated with confidence in the military and the judicial system. In sum, as predicted, confidence in the media seems to be a reflection of institutional confidence overall.

### *U.S. Governance Survey*

As expected, trust and confidence in the media is correlated at the individual level in the U.S. data set with trust and confidence in other institutions (Table 2). The exception is for state and local government, where trust in the media is unassociated with government trust and confidence. Trust and confidence in the media is positively correlated with trust and confidence in political figures but only weakly correlated with trust in the American people. The institutional connection, at least at the national level, that was present in the World Poll multi-nation analysis, is present in the U.S. at the individual level as well.

Trust and confidence in the media is strongly associated with assessments of media bias. Among those who believe the media are either too liberal or too conservative, trust and confidence is very low (Table 3). Those who see the media as too liberal are less likely to have a great deal or fair amount of trust and confidence in the media than are those who see the media as too conservative. All of the differences are significant at the .05 level using the difference of proportions test.

As predicted, there is a strong correlation between the ideological criticism leveled at the media and the ideology of the critic. Those who classify themselves as Conservatives are much more likely to believe the media are too liberal than are those who classify themselves as moderates or liberals (Table 4). Moderates are more likely to offer a criticism of the media as being too liberal than too conservative. And Liberals are much less likely to label the media as too conservative than Conservatives are to label the media as too liberal. The Spearman rho between the two measures is .69.

The ideological underpinnings of criticism of the media is in evidence when specific questions about the role of government and business are correlated with the measure of the ideological criticism of the media (Table 5). Respondents who believe that business can do things more efficiently than government are more likely to see the media as too liberal. Those who see



government as fairer and more just than business are less likely to see the media as too liberal. Those who believe there are some functions government needs to do because business will not are less likely to see the media as too liberal than those disagreeing with this statement. And those who think business will harm society if not regulated are less likely to criticize the media for being too liberal. All of the differences are significant at the .01 level using the difference of proportions test.

It is not surprising, given the findings in Table 5, that support for the Tea Party is correlated with the view about the ideological orientations of the media (Table 6). Those who consider themselves to be Tea Party supporters are much more likely to see the media as too liberal than either those who neither support nor oppose the Tea Party or those who are opponents. All of the differences are significant at the .01 level using the difference of proportions test.

### **Conclusions**

Analysis of the World Poll data show that public perceptions of media freedom and confidence in the media are only weakly correlated. This is not surprising, given that the earlier work had shown that confidence in the media and press freedom as measured by Freedom House and Reporters Without Borders had been basically unrelated, and that the Freedom House and Reporters Without Borders measures were moderately correlated with public perceptions of press freedom. In terms of the public opinion measures, at last, having a media system that the public thinks is free certainly does not guarantee that the public will have trust and confidence in the media themselves.

Findings from the 2011 Gallup governance study reveal that Americans who criticize the media for having a particular bias, whether too liberal or too conservative, lack confidence and trust in the media to a greater degree than those who do not see the media as partisan.

These findings together with previous research suggest understanding resident perceptions of media bias within countries, as well as their own personal partisan views, could help explain the level of confidence placed in the media, as well as the lack of a robust relationship between freedom and confidence globally.

The findings are largely consistent with the expectations. The evidence from the comparisons of countries around the world surveyed as part of the Gallup World Poll and from the individual-level data from the U.S. indicates that media assessments are to a significant degree a reflection of structural characteristics of the nation states as well as characteristics of the individuals.

The implications of these findings are quite significant. Shifts in society of the sort now taking place in many parts of the Arab world and in individual beliefs can be expected to predict to the shifts in media assessments. As citizens become more confident in institutions generally, they can be expected to become more confident in the media. And as the basic ideological perspectives of the citizens change, so will their assessments of the media.

This is not to argue that the content of the media plays no role in determining citizen assessment

of them. Rather the argument is that any analysis looking at levels of media trust or confidence will be misleading if it is not informed by more detailed study of the structural context and of the beliefs of those rendering the media assessments. The relative influence of media performance, structural forces and individual attitudes on citizen assessments of the media is something yet to be explored.

## Appendix

### *Governance Survey Questions*

- Now I'd like to ask you several questions about our governmental system. First, how much trust and confidence do you have in our federal government in Washington when it comes to handling [READ A-B] -- a great deal, a fair amount, not very much, or none at all?
- As you know, our federal government is made up of three branches: an Executive branch, headed by the President; a Judicial branch, headed by the U.S. Supreme Court; and a Legislative branch, made up of the U.S. Senate and House of Representatives. First, let me ask you how much trust and confidence you have at this time in [READ A-C] -- a great deal, a fair amount, not very much, or none at all?
  - A. The Executive branch headed by the President
  - B. The Judicial branch, headed by the U.S. Supreme Court
  - C. The Legislative branch, consisting of the U.S. Senate and House of Representatives
- How much trust and confidence do you have in the government of the state where you live when it comes to handling state problems -- a great deal, a fair amount, not very much, or none at all?
- And how much trust and confidence do you have in the local governments in the area where you live when it comes to handling local problems -- a great deal, a fair amount, not very much, or none at all?
- In general, how much trust and confidence do you have in the mass media -- such as newspapers, T.V. and radio -- when it comes to reporting the news fully, accurately, and fairly -- a great deal, a fair amount, not very much, or none at all?
- How much trust and confidence do you have in general in men and women in political life in this country who either hold or are running for public office -- a great deal, a fair amount, not very much, or none at all?
- More generally, how much trust and confidence do you have in the American people as a

whole when it comes to making judgments under our democratic system about the issues facing our country -- a great deal, a fair amount, not very much, or none at all?

- In general, do you think the news media are -- [**FORM A: READ 1-3; FORM B: READ 3-1**]?

1 Too liberal,  
2 Just about right, or  
3 Too conservative

- Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements. [READ AND ROTATE A-D]

- A. In general, businesses can do things more efficiently than the government
- B. In general, the way the government does things is fairer and more just to everyone involved than the way businesses do things
- C. There are some functions, such as building roads or funding research, the government needs to pay for because there are no incentives for private institutions to do so
- D. Business will harm society if it is not regulated by government

- Do you consider yourself to be – [**FORM A: READ 1-2; FORM B: READ 2-1**], or neither?

1 A supporter of the Tea Party movement,  
2 An opponent of the Tea Party movement,  
3 Neither

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Table 1. World Poll Correlates of Media Freedom and Confidence in the Media

		Media have a lot of Freedom	Confidence in the Media	Confidence in Military	Confidence in Judicial System	Confidence in National Government	Confidence in Financial Institutions	Confidence in Religious Organizations
Confidence in the Media	r	.208*						
	N	110						
Confidence in Military	r	.283**	.268**					
	N	103	104					
Confidence in Judicial System	r	.296**	.375**	.647**				
	N	109	110	103				
Confidence in National Government	r	.107	.519**	.537**	.687**			
	N	102	102	102	101			
Confidence in Financial Institutions	r	.106	.491**	.353**	.550**	.592**		
	N	111	113	104	112	102		
Confidence in Religious Organizations	r	-.305**	.487**	.220*	0.19	.368**	.455**	
	N	104	106	103	105	102	107	
Approval of Country's Leadership	r	.036	.451**	.334**	.560**	.905**	.549**	.372**
	N	101	101	101	101	100	102	101
*. Correlation is significant at the 0.05 level (2-tailed).								
**. Correlation is significant at the 0.01 level (2-tailed).								

Table 2. U.S. Correlates of Trust and Confidence

		Mass Media	Federal Government to Deal with International Problems	Federal Government to Deal with Domestic Problems	Federal Executive Branch	Federal Judicial Branch	Federal Legislative Branch	State Government	Local Government	Men and Women in Political Life
Fed Govt to Deal with International Problems	r	.312**								
	N	1008								
Fed Govt to Deal with Domestic Problems	r	.342**	.645**							
	N	999	1003							
Federal Executive Branch	r	.338**	.590**	.614**						
	N	1008	1011	1001						
Federal Judicial Branch	r	.201**	.369**	.294**	.345**					
	N	997	999	992	1001					
Federal Legislative Branch	r	.354**	.428**	.492**	.459**	.272**				
	N	1002	1005	998	1006	999				
State Government	r	.053	.174**	.182**	.132**	.220**	.218**			
	N	1005	1008	1001	1008	997	1003			
Local Government	r	.022	.160**	.109**	.101**	.154**	.104**	.323**		
	N	1002	1004	995	1005	994	999	1006		
Men and Women in Political Life	r	.288**	.325**	.336**	.269**	.214**	.422**	.216**	.174**	
	N	995	998	989	996	986	990	993	992	
American People	r	.112**	.001	-.006	-.055	.159**	.005	.048	.078*	.107**
	N	1002	1005	996	1005	993	998	1002	1000	993
** . Correlation is significant at the 0.01 level (2-tailed).										
* . Correlation is significant at the 0.05 level (2-tailed).										

Table 3. Correlation between Confidence in the Media and Perceptions of Media Bias

Trust and Confidence in Media		Perception of Media Bias			Total
		Too liberal	Just about right	Too conservative	
Great Deal, Fair	N	118	227	47	392
	%	22.9%	74.2%	32.9%	40.6%
Not Very Much, None	N	398	79	96	573
	%	77.1%	25.8%	67.1%	59.4%
Total	N	516	306	143	965
	%	100.0%	100.0%	100.0%	100.0%



Table 4. U.S. Correlation between Ideology and Perception of Media Bias

In General, News Media are...		Self Reported Ideology			Total
		Conservative	Moderate	Liberal	
Too liberal	N	344	147	19	510
	%	79.6%	43.6%	10.8%	54.0%
Just about right	N	61	143	91	295
	%	14.1%	42.4%	51.7%	31.2%
Too conservative	N	27	47	66	140
	%	6.3%	13.9%	37.5%	14.8%
Total	N	432	337	176	945
	%	100.0%	100.0%	100.0%	100.0%

Table 5. U.S. Correlation Between Business/Government Items and Perceptions of Media Bias

In General, News Media are...		In general, businesses can do things more efficiently than the government		Total
		Agree	Disagree	
Too liberal	N	459	50	509
	%	62.4%	23.1%	53.5%
Just about right	N	201	100	301
	%	27.3%	46.3%	31.6%
Too conservative	N	76	66	142
	%	10.3%	30.6%	14.9%
Total	N	736	216	952
	%	100.0%	100.0%	100.0%
		In general, the way the government does things is fairer and more just to everyone involved than the way businesses do things.		Total
		Agree	Disagree	
Too liberal	N	98	400	498
	%	28.6%	67.5%	53.2%
Just about right	N	160	136	296
	%	46.6%	22.9%	31.6%
Too conservative	N	85	57	142
	%	24.8%	9.6%	15.2%
Total	N	343	593	936
	%	100.0%	100.0%	100.0%
		There are some functions, such as building roads or funding research, the government needs to pay for because there are no incentives for private institutions to do so.		Total
		Agree	Disagree	
Too liberal	N	362	136	498
	%	49.0%	67.7%	53.0%
Just about right	N	256	48	304
	%	34.6%	23.9%	32.3%
Too conservative	N	121	17	138
	%	16.4%	8.5%	14.7%
Total	N	739	201	940
	%	100.0%	100.0%	100.0%
		Business will harm society if it is not regulated by government.		Total
		Agree	Disagree	
Too liberal	N	144	364	508
	%	34.0%	68.8%	53.4%
Just about right	N	181	124	305
	%	42.8%	23.4%	32.0%
Too conservative	N	98	41	139
	%	23.2%	7.8%	14.6%
Total	N	423	529	952
	%	100.0%	100.0%	100.0%

Table 6. U.S. Correlation Between Tea Party Support and Perception of Media Bias

Perception of Media Bias		Consider Self Supporter/Opponent of Tea Party movement			Total
		Supporter	Opponent	Neither	
Too liberal	N	262	50	185	497
	%	83.7%	20.9%	51.1%	54.4%
Just about right	N	41	112	128	281
	%	13.1%	46.9%	35.4%	30.7%
Too conservative	N	10	77	49	136
	%	3.2%	32.2%	13.5%	14.9%
Total	N	313	239	362	914
	%	100.0%	100.0%	100.0%	100.0%