

PRESS RELEASE

15 Jun 2022

## Finns trust the news more than ever

**The percentage of Finns that trust the news continued its growth, while in many other countries, the trust in the news was in decline, according to the Digital News Report 2022 survey of the Reuters Institute at the University of Oxford. The quantity of those that trust the news reached a record high.**

75% of Finns stated that they trust the news they follow. This quantity has increased from last year by two percentage points. The percentage of Finns that trust most news increased to 69%, which is four percentage points more than last year. In Finland, the percentage of those that trust the news rose higher than any preceding year. “There are several possible explanations to the great extent that the Finns trust the news. The general trustful culture in Finland is stronger than average. The professional culture of editorial staff in Finland is relatively strong as well. The independence from politics may also be a factor in this matter,” says **Esa Reunanen**, the researcher at Tampere University responsible for Finland’s country report.

In Finland, trust in the news is still the greatest of all the countries in the comparison, and the difference to most other countries has increased within the last two years. In other countries, on the other hand, trust has diminished again after last year’s exceptional increase. “It seems like interest in the news and avoidance of the news might be linked to trust. In the countries where the trust in the news is in decline, people avoid the news more, and interest in the news is diminishing,” ponders **Noora Alanne**, the executive director at the Media Industry Research Foundation of Finland.

Typically, the amount of people that question mainstream views and the mainstream news media has been quite small. “It is possible that if the polarizing conversations cause people to choose their side more firmly, in a society such as Finland, those who are unsure of their views are more likely to follow the trusting majority than the doubtful minority,” Reunanen ponders. “This might be one possible explanation to why the trust in the news media is still becoming seemingly stronger in Finland.”

The political divisibility of society and the media is typically seen in the fact that the people trust the news they themselves follow more than news in general. Previously, this difference grew in Finland as well, which could be interpreted as a change towards more differentiated value bases of society and the media, but the difference has decreased since 2020. This might be related to the growth of the citizens’ unity, possibly caused by the COVID-19 crisis.

In Finland, the trust in the news clearly varies depending on gender, age, education, income level and political attitude. Women trust the news slightly more often than men (73% vs. 64%), whereas the percentage of the youth that trust the news is smaller than the percentage of those that are older (18 to 34 years old: 61% vs. 35 years and over: 71%). Those with high income and higher education tend to trust the news more commonly than those with low income or lower education. Politically, the trust in news is poorer among the far right (52%) than among the centrists (72%) and the far left (67%).

In the country report of Finland, the commentary is done by PodMe Country Manager Finland **Henna Helske**, HS Visio Reporter **Elina Lappalainen**, E2 Research Research Director **Mari K. Niemi**, Journalisti Chief Editor **Maria Pettersson** and Yle Kioski Executive Producer **Ville Seuri**.

The Digital News Report research of the Reuters Institute compares the use of news media in 46 countries. The data is based on a survey taken by approx. 2,000 participants in each country. The research is conducted annually, and Finland has been participating since 2014. The Media Industry Research Foundation of Finland funds the report.

## **More information**

Noora Alanne, Executive Director, Media Industry Research Foundation of Finland  
tel. +358 50 442 1507, [noora.alanne@mediaalansaatio.fi](mailto:noora.alanne@mediaalansaatio.fi)

Esa Reunanen, Researcher, Tampere Research Centre for Journalism, Media and Communication (COMET)  
tel. +358 50 318 5943, [esa.reunanen@tuni.fi](mailto:esa.reunanen@tuni.fi)

<https://www.mediaalantutkimussaatio.fi/tutkimukset/reuters/>