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An Analysis on the Trust in Media Politics

Ibrahim FEVZIOGLU¹, Fevzi KASAP²

Abstract

Debates over trust in media politics have constantly engaged developed or developing countries over the years. As a result of misleading and/or biased attitude of most of the media politics organisations, audience trust in media politics is affected negatively. This study investigates the trust in media politics according to the educational level of adults living in Northern Cyprus (TRNC). The scope of the study focuses on several questions such as which mass communication media politics or what type of news in addition to remarks on audience trust in Northern Cyprus based media politics news. The study discusses the degree of audience trust depending on the media politics organisations and type of news they follow.

Keywords: media politics, trust, audience, Northern Cyprus, fake news, manipulation, reliability.

Introduction

Debates over trust in media exist ever since the emergence of the media. Throughout the history, the media where authorities always stipulated control had a significant role whether controlling the perception of the society or the education. Recent technological developments and in parallel technological growth positioned media to a significant place in our lives more than ever. These developments put media socially, politically and economically among the most important factors of life. In Northern Cyprus media does not have a deep-rooted history. Turkish Cypriot media emerged together with the education of Turkish Cypriot individuals along nationalist ideology for the realization of national feelings and introduction of awareness on Turkish nationality. "In Cyprus, the first newspaper in Ottoman Turkish language was published by an Armenian. Whereas the first Turkish newspaper published by a Turkish citizen, is *Saded* which was published in 1889

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by Ahmet Emin Efendi. Therefore *Saded* is referred as the first Turkish newspaper of Turkish Cypriot media. Particularly until 1974, publishing and distribution of newspapers was managed through the organisation of Turkish Cypriot intellectuals. The main reasons behind the alliance of intellectuals had been both to repress the attempts of Greek annexation of Cyprus at the time and the need to raise the voice of Turkish Cypriots on the island (KTGB, 2012: 19).

This study positioning media audience at its focal point, aims to highlight individuals' trust in media and their perception of the media news with respect to recent social and political developments in Northern Cyprus. The study investigates how fake news expresses puzzlement over the media audience and correspondingly the audience's unquestioned trust in media followed by this puzzlement. Substantially the study intends to evaluate adults living in Northern Cyprus through their trust in media.

The study structured on a questionnaire including nine questions. The first question is, within Northern Cyprus which media organisation is the most reliable? And the other questions follow as: What is the audience trust grading on different mass communication media? What is the audience trust grading on different type of news? What are the effective factors creating an impact on reliability of news according to participants? What are the results of the reliable media organisations according to the demographic characteristics of the participants? What is their trust grading on different media news according to the educational level of the participants? What is their trust grading on different type of news according to the educational levels of the participants? And finally what are the effective factors creating impact on reliability of news according to the educational level of the participants?

Literature review

Reliability is a leading subject discussed upon within the media related subjects, and has been the focus of numerous scientific researches and analysis for many years. Trust, whether in a broader sense, media, or in particular journalism is concerned, brings along reliability and also credibility (Vural, 2010:22). Media's priority should be gaining trust of their target audience in order to ensure that their news is followed. This can only be provided by delivering reliable news (Alemdar & Uzun, 2013: 78). The more the target audience trust to the media organisations or news reporters, more they are exposed to the impact. Therefore, the target audience pays attention to the source of news and by whom the news is given by (Güngör, 2011a: 77-78). Further the target audience convinced by the truth and reliability of the news served by a specific media, more the loyalty to the related communication media will be sustained. Trust, therefore, is becoming one of the most important elements within this mutual relationship between audience and media (Güz, 2005:72-73). Within this century, as individuals are enclosed by an

incessant effect of a rapidly developing media, they are subject to endless news received from mass communication media all day long. Hundreds of news and data received from multiple sources, information supplied by different experts almost on every subject occupy people's daily life. Moreover, these news, explanations or information's could be inconsistent from time to time. As a result, most of the time, people who are exposed to media news, feel uncertain who to trust or what to trust (Güngör, 2011b: 217-18). Therefore, primary condition of an ethically convenient operating media is to make truthful and comprehensive news on significant social matters. The ethical framework the media is liable for does not only consist of making truthful and comprehensive news but also includes the necessity to define the context where the news is taking place in a comprehensive and truthful manner. In other words, one of the liabilities of news reporters is to present news as straightforwardly as they occurred (Çaplı, 2002:88). Undoubtedly this attitude of media will increase the level of trust in media news. In parallel with above mentioned topics, one of the main discussions is based on how incident-reality connection is established through news production process, how is the reality presented in the news or at what level the media was faithful to reality. So based on above explanations the accurate understanding of incident - reality connection is important through news production process (Baytar, 2007: 260).

The independence of news producers and related mass communication media is a must in order to produce substantive, accurate news and to notify society whenever it is necessary. Together with the institutional independence, self-reliance and also being isolated from any kind of power influence are accepted as indispensable factors for providing the reality to the individuals. Along with these factors having no economic commitments, in other words, not to have any attachment based on self-interest with any advertiser is crucial in terms of reliability and integrity (Dedeoğlu, 2014: 161). Since audience pay special attention to the source of media news and evaluate the information received from the media accordingly (Güngör, 2011b: 218). On the other hand, researches and analysis carried out indicates that audience does not evaluate trust in mass communication media in the same way. Part of the society finds newspapers more reliable, some others find television or radio while the others find social media more reliable (Güngör, 2011b: 218). Therefore, cases might vary from one individual to another, from one society to another or it might even differ within the studies carried out at different times. However, Vural indicates that with respect to trust in news, television has a leading role within mass communication media since it can easily and rapidly address to a wider audience having a remarkable effect (Vural, 2010: 22). Along with the television, recently having a leading role at multiple social and communal occasions with an increasing number of users, social media, becomes an important feature for the news producers from the point of reliability of news published on internet. As a result of the above mentioned reasons, the features that might have an impact on reliability of news become even more important. Since news production process is not only complex, but also quite a long journey, mass communication

media, journalist and especially news production process is subject to intervention. Most of these intrusions have a direct effect on the reliability of the news.

Consequently, the most significant way of gaining audience trust in mass communication media, is to have a mass communication media and news producers with a faithful sense of mission and acting relevantly with required attitude and behaviour (Özgen, 1988: 66).

Methodology

Population and Sample

The study is structured on quantitative research. It is based on scanning model which is one of the quantitative research models. The aim of the study is to delineate the views of target sample group without intervention of researchers and to reach generalizable quantitative findings specific to Northern Cyprus. Population of the study consists of adults aged 18 and older living in Northern Cyprus. Since it is not possible to reach whole population of the study and number of people forming the population, 384 people were addressed with 95% confidence level and 5% sampling error based on the formula for samples with unknown populations. Figures both on informative characteristics of individuals engaged in the study such as gender, age, marital status and technology usage characteristics are given in *Table 1*.

Table 1. Socio-demographic characteristics of the participants (n=384)

	Number (n)	Percentage (%)
Gender		
Female	182	47.40
Male	202	52.60
Age		
18-25	211	54.95
26-35	104	27.08
36 and older	69	17.97
Marital Status		
Married	184	47.92
Single	167	43.49
Divorced	33	8.59

Educational Level		
High school and earlier	60	15.63
Undergraduate	265	69.01
Graduate	59	15.36

In *Table 1* socio-demographic characteristics of the participants are given. When *Table 1* is analysed, it is observed that 47.40% of the participants of the study are female, 52.60% male; 54.95% is within 18-25 age range, 27.08% within 26-35 age range and 17.97% within 36 and older range; 47.92% is married, 43.49% single, 8.59% divorced; and according to their education level 15.63% is from high school and earlier levels, 69.01% from undergraduate and 15.36% from graduate level.

Data Collection

The survey used for the study has been prepared by the researcher and an earlier PhD dissertation on a similar subject published by Olkun in Selçuk University (2015) was referred for the selection of the questions. Data for the study was collected through online survey method and obtained using internet website "Google Drive". The data was collected in the mentioned system within a month following its starting date (July 2018) and researchers were informed through e-mail. Content validity for the prepared survey was maintained by receiving opinions of three domain experts on the subject.

One of the experts is an Associate Professor focusing on communication studies from Near East University, Department of Radio TV and Cinema where as another expert is again an Associate Professor from Lefke European University, Faculty of Education who ensure the language and expression of the survey. Finally a statistician's opinion was taken on the sufficiency of survey with respect to assessment and evaluation criteria.

Statistical Analysis of Data

The data of the study is analysed using Statistical Package for Social Sciences (SPSS 24.0) Software. Distribution of information on socio-demographic characteristics and usage of technology of the participants is determined by frequency analysis, and trust grading on mass communication media and different types of news is shown through descriptive statistics.

The trust in mass communication media according to demographic characteristics of the participants is compared with the effective features creating impact on reliability of news according to educational level of the participants using chi square test. Since the data set regarding trust grading of participants on mass

communication media and different type of news is in harmony with normal distribution variance analysis (ANOVA) is used for comparison.

Results and Discussion

This section of the study includes the findings on technology usage characteristics and informative characteristics of individuals such as gender, age, marital status involved in the study.

Table 2. The most reliable mass communication media according to participants (n=384)

	Number (n)	Percentage (%)
The most reliable type of media		
National media	198	51.56
Local media	186	48.44

In *Table 2* the most reliable mass communication media according to participants is given. Analysis of *Table 2* shows that, 51.56% of the participants involved in the study find national media more reliable whereas 48.44% considers local media more reliable.

Table 3. Participants' trust grading on news according to mass communication media (n=384)

Category	n	\bar{x}	s	Min	Max
Newspaper news	384	4.84	2.34	1	10
TV news	384	4.60	2.30	1	10
Radio news	384	4.43	2.44	1	10
Magazine news	384	4.26	2.45	1	9
Internet news	384	4.58	2.46	1	10
Social media news	384	3.81	2.35	1	10

Table 3 shows participants' trust grading on news according to mass communication media. Analysis of *Table 3* shows participants' trust grading on newspaper news as $\bar{x}=4.84\pm2.34$, trust grading on TV news as $\bar{x}=4.60\pm2.30$, trust grading on radio news as $\bar{x}=4.43\pm2.44$, trust grading on magazine news as $\bar{x}=4.26\pm2.45$, trust grading on internet news as $\bar{x}=4.58\pm2.46$ and trust grading on social media as $\bar{x}=3.81\pm2.35$.

Table 4. Participants' trust grading on different type of news

	n	\bar{x}	s	Min	Max
Political news	384	3.98	2.28	1	9
Health news	384	5.01	2.49	1	10
Economy news	384	4.74	2.65	1	10
Sports news	384	5.86	2.75	1	10
Magazine news	384	4.33	2.89	1	10
Cultural - art news	384	6.25	2.71	1	10
Foreign news	384	4.84	2.55	1	10
Police - Judiciary news	384	4.94	2.67	1	10
Regional -local news	384	5.13	2.51	1	10

In Table 4 participants' trust grading on different type of news is shown through descriptive statistics. The participants' trust grading on political news is shown as $\bar{x}=5.01\pm2.49$, trust grading on economy news as $\bar{x}=4.74\pm2.65$, trust grading on sports news as $\bar{x}=5.86\pm2.75$, trust grading on magazine news as $\bar{x}=4.33\pm2.89$, trust grading on cultural-art news as $\bar{x}=6.25\pm2.71$, trust grading on foreign news as $\bar{x}=4.84\pm2.55$, trust grading on police-judiciary news as $\bar{x}=4.94\pm2.67$ and trust grading on regional and local news as $\bar{x}=5.15\pm2.51$.

Table 5. The effective features creating impact on the reliability of news according to the participants

	Not effective at all		Ineffective		A little effective		Effective		Very Effective	
	N	%	n	%	n	%	n	%	n	%
Fake news	58	15.10	48	12.50	22	5.73	72	18.75	184	47.92
Close relationships with news source/relationships based on self-interest	50	13.02	34	8.85	51	13.28	69	17.97	180	46.88
Bias in news	54	14.06	31	8.07	43	11.20	60	15.63	196	51.04
Ideological bias in news	46	11.98	34	8.85	57	14.84	112	29.17	135	35.16

Ownership structure of media/ Media as a commercial body	40	10.42	59	15.36	54	14.06	96	25.00	135	35.16
Interpreting news	32	8.33	24	6.25	90	23.44	147	38.28	91	23.70
Hidden or direct advertising within news	46	11.98	70	18.23	77	20.05	107	27.86	84	21.88
News gathering methods (hidden camera. recording. etc.)	21	5.47	39	10.16	104	27.08	102	26.56	118	30.73
Perversion of news and deliberately dissembling information	43	11.20	29	7.55	52	13.54	101	26.30	159	41.41
Spin-doctoring (Manipulation)	44	11.46	50	13.02	43	11.20	87	22.66	160	41.67
Lack of information in news	25	6.51	51	13.28	43	11.20	95	24.74	170	44.27
Self-control in media/Lack of self-inspection	32	8.33	31	8.07	63	16.41	85	22.14	173	45.05

In *Table 5* distributions of the effective features creating impact on the reliability of news according to the participants is shown. Analysis of *Table 5* findings show that 47.92% of individuals involved in the research considers fake news, 46.88% close relationships with news source/relationships based on self-interest, 51.04% bias in news, 35.16% ideological bias in news, 35.16% ownership structure of media/media as a commercial body, 41.41% perversion of news and deliberately dissembling information, 41.67% spin-doctoring (manipulation), 44.27% lack of information in news and 45.05% self-control in media/lack of self-inspection as very effective features creating an impact on the reliability of the news. Also 38.28% of participants considers interpreting news, 27.86% making hidden or direct advertising within news and 26.56% news gathering methods (hidden

camera, recording, etc.) as very effective features creating an impact on the reliability of the news.

Table 6. Comparison of reliable mass communication media according to the demographic characteristics of the participants (n=384)

	National media		Local media		Total		χ^2	p
	n	%	n	%	n	%		
Gender								
Female	105	57.69	77	42.31	182	47.40	5.205	0.023*
Male	93	46.04	109	53.96	202	52.60		
Age								
18-25	109	51.66	102	48.34	211	54.95	0.604	0.739
26-35	56	53.85	48	46.15	104	27.08		
36 and older	33	47.83	36	52.17	69	17.97		
Marital status								
Married	93	50.54	91	49.46	184	47.92	11.082	0.004*
Single	79	47.31	88	52.69	167	43.49		
Other	26	78.79	7	21.21	33	8.59		
Educational level								
High school and earlier	37	61.67	23	38.33	60	15.63	3.142	0.208
Undergraduate	130	49.06	135	50.94	265	69.01		
Graduate	31	52.54	28	47.46	59	15.36		

* $p < 0.05$

Table 6 indicates comparison of reliable mass communication media according to the demographic characteristics of the participants. From the analysis of *Table 6*, it is identified that reliable mass communication media according to the marital status and gender of the participants statistically has significant difference ($p < 0.05$). Another remarkable finding is that the ratio of females trusting in national media is significantly higher than the ratio of males. The ratio of married and single participants' trust in local media is higher.

Table 7. Comparison of trust grading on mass communication media according to the educational level of participants (n=384)

	Educational level	n		s	Min	Max	F	p	Difference
Newspapers news	High school and earlier	60	4.15	2.44	1	10	3.800	0.023*	1-2
	Undergraduate	265	4.89	2.36	1	10			1-3
	Graduate	59	5.29	2.03	1	10			
Television news	High school and earlier	60	3.42	2.03	1	9	11.234	0.000*	1-2
	Undergraduate	265	4.73	2.31	1	10			1-3
	Graduate	59	5.24	2.12	1	10			
Radio news	High school and earlier	60	2.93	2.23	1	9	15.759	0.000*	1-2
	Undergraduate	265	4.61	2.40	1	10			1-3
	Graduate	59	5.15	2.20	1	10			
Magazine news	High school and earlier	60	3.03	1.94	1	8	9.995	0.000*	1-2
	Undergraduate	265	4.41	2.52	1	9			1-3
	Graduate	59	4.81	2.23	1	9			
Internet news	High school and earlier	60	4.52	3.12	1	10	2.519	0.082	
	Undergraduate	265	4.45	2.32	1	10			
	Graduate	59	5.24	2.23	1	10			
Social media news	High school and earlier	60	3.55	3.21	1	10	4.756	0.009*	1-3
	Undergraduate	265	3.68	2.12	1	9			2-3
	Graduate	59	4.66	2.17	1	10			

* $p < 0.05$

ANOVA results can be followed in Table 7 regarding comparison of trust grading on mass communication media according to the educational level of participants. From the analysis of Table 7, it is recognized that according to the educational level of the participants statistically there is a significant difference between trust grading on newspaper, television, radio, magazine and social media news ($p < 0.05$). Participants with high school and earlier educational level has significantly lower trust grading on newspaper, television, radio and magazine according to the participants with undergraduate and graduate educational level. Participants with graduate level have a higher trust grading on social media according to the other participants. It is also acknowledged that in terms of

trust grading on internet news there is no significant difference according to the educational level of participants ($p>0.05$).

Table 8. Comparison of trust grading on different type of news according to the educational level of participants (n=384)

	Educational level	n	x	s	Min	Max	F	p	Difference
Political news	High school and earlier	60	3.77	1.90	1	9	2.334	0.098	
	Undergraduate	265	3.90	2.36	1	9			
	Graduate	59	4.56	2.22	1	9			
Health news	High school and earlier	60	4.62	2.50	1	10	0.989	0.373	
	Undergraduate	265	5.05	2.54	1	10			
	Graduate	59	5.22	2.24	1	10			
Economy news	High school and earlier	60	4.92	2.66	1	9	2.705	0.068	
	Undergraduate	265	4.55	2.66	1	10			
	Graduate	59	5.41	2.51	1	10			
Sports news	High school and earlier	60	6.03	2.95	1	10	0.638	0.529	
	Undergraduate	265	5.91	2.68	1	10			
	Graduate	59	5.51	2.84	1	10			
Magazine news	High school and earlier	60	5.25	3.68	1	10	3.806	0.023*	1-2
	Undergraduate	265	4.12	2.74	1	10			1-3
	Graduate	59	4.32	2.52	1	9			
Cultural - Art news	High school and earlier	60	6.22	2.88	1	10	0.354	0.702	
	Undergraduate	265	6.20	2.75	1	10			
	Graduate	59	6.53	2.29	1	10			
Foreign news	High school and earlier	60	4.67	2.38	1	10	1.643	0.195	
	Undergraduate	265	4.76	2.59	1	10			
	Graduate	59	5.39	2.48	1	10			
Police - Judiciary news	High school and earlier	60	4.72	2.82	1	10	0.961	0.384	
	Undergraduate	265	4.90	2.66	1	10			
	Graduate	59	5.36	2.51	1	10			

Regional-Local news	High school and earlier	60	4.17	2.21	1	9	5.869	0.003*	1-2
	Undergraduate	265	5.25	2.56	1	10			1-3
	Graduate	59	5.59	2.34	1	10			

* $p < 0.05$

In Table 8, results of ANOVA are given which is used for comparison of trust grading on different type of news according to the educational level of participants. From the analysis of Table 8, it is realized that according to the educational level of the participants, statistically there is a significant difference between trust grading on magazine and regional-local news ($p < 0.05$). In terms of trust grading on magazine news, participants with high school and earlier educational level is higher according to undergraduate and graduate educational level participants, whereas in terms of regional-local news, it is lower. According to the educational level of participants, it is concluded that, in terms of trust grading on political, health, economy, sports, cultural-art, foreign and police-judiciary news statistically there is no significant difference ($p > 0.05$).

Table 9. Comparison of effective factors creating impact on reliability of news according to the educational level of participants (n=384)

	High school and earlier		Undergraduate		Graduate		χ^2	p
	n	%	n	%	n	%		
Being reliable								
Significant	55	91.67	248	93.58	52	88.14	4.207	0.379
Less significant	5	8.33	12	4.53	5	8.47		
Not significant	0	0.00	5	1.89	2	3.39		
Being ideologically bias								
Significant	16	26.67	75	28.30	13	22.03	5.897	0.207
Less significant	25	41.67	79	29.81	25	42.37		
Not significant	19	31.67	111	41.89	21	35.59		

Being more accessible								
Significant	22	36.67	112	42.26	23	38.98	8.774	0.067
Less significant	15	25.00	59	22.26	23	38.98		
Not significant	23	38.33	94	35.47	13	22.03		
Being user-friendly								
Significant	22	36.67	122	46.04	18	30.51	7.383	0.117
Less significant	18	30.00	80	30.19	25	42.37		
Not significant	20	33.33	63	23.77	16	27.12		
Being able to present newsbreak								
Significant	22	36.67	134	50.57	29	49.15	4.657	0.324
Less significant	20	33.33	74	27.92	19	32.20		
Not significant	18	30.00	57	21.51	11	18.64		
Giving importance to regional-local news								
Significant	22	36.67	94	35.47	18	30.51	0.666	0.955
Less significant	17	28.33	78	29.43	18	30.51		
Not significant	21	35.00	93	35.09	23	38.98		
Being objective								
Significant	34	56.67	197	74.34	48	81.36	26.650	0.000*
Less significant	19	31.67	23	8.68	6	10.17		
Not significant	7	11.67	45	16.98	5	8.47		

* $p < 0.05$

Table 9 shows the results of Chi Square Test used for the comparison of effective factors creating impact on reliability of news according to the educational level of participants. Analysis of Table 9 indicates that according to the educational level of participants, statistically, there is a significant difference between effective factors having an impact on the reliability of news such as fake news, close relationships with news source/relationships based on self-interest, bias in news, ownership structure of media/Media as a commercial body, interpreting news, hidden or direct advertising within news, news gathering methods (hidden camera, recording, etc.), perversion of news and deliberately dissembling information,

self-control in media/lack of self-inspection ($p < 0,05$). It is identified that the ratio of participants with high school and earlier educational level considering fake news, close relationships with news source/relationships based on self-interest, bias in news, ownership structure of media/Media as a commercial body, interpreting news, hidden or direct advertising within news, news gathering methods (hidden camera, recording, etc.), perversion of news and deliberately dissembling information, self-control in media/lack of self-inspection as effective factors having an impact on the reliability news is lower than the ratio of the participants with undergraduate and graduate education level.

It is observed that there is no significant difference between the participants with different educational level in terms of lack of information in news as an effective factor having impact on the reliability of news ($p > 0,05$).

The most reliable mass communication media according to participants involved in the study indicated by the fact that just over the half find national media more reliable, and the other half considers local media more reliable. According to the findings of participants trust grading changes when all types of mass communication media are considered. The participants revealed that they mostly trust newspaper news, TV news, radio news, magazine news, the Internet news, and social media respectively. These findings show that today, individuals who are so intertwined with the Internet and social media do not trust the news published on these platforms. They feel a need to check it on the newspapers or on the TV news. This deep contradiction actually shows that people depend more on the areas where they spend most of their time with the purpose of spending their leisure time, establishing social relations, and in fact, they continue to prefer traditional mass media for news. The only reversed correlation is when they enjoy on social media for their social relations but do trust little anything they come across on social media.

On the other hand, when the participants trust grading on different type of news question were analysed, it was determined that political news is the highest reliable type of news followed by economy news, sports news, magazine news, cultural-art news, foreign news, police-judiciary news, and regional and local news respectively. It was illustrated by the fact that the participants graded all these different types of news with a close percentage difference. However, political news, economy news, sport news and magazine news, which are the most trusted news types were more important because the individuals who follow the news channels are composed of individuals who are interested in those of types of news above 50%. As such, it is not surprising that trust in these types of news is the highest.

When the reliability of news according to the participants were analysed, it was found out that individuals involved in the research consider fake news, close relationships with news source / relationships based on self-interest, bias in news, ideological bias in news, ownership structure of media / media as a commercial body, perversion of news and deliberately dissembling information, spin-doctoring

(manipulation), lack of information in news and self-control in media / lack of self-inspection as very effective features creating an impact on the reliability of the news. Also, participants considers interpreting news, making hidden or direct advertising within news and news gathering methods (hidden camera, recording, etc.) as very effective features creating an impact on the reliability of the news. These findings have shown that once the trust of people is broken with misleading or biased news, their beliefs in the news published on that channel deteriorate. Pro-media boss relations, mutual relations with relations depending on mutual benefits, intentional pulling of news and personal interests are among the most prominent reasons for this deterioration among the participants. The participants believe that the existence of such relationships is clear and that neutral, objective and accurate news cannot be fully provided as long as these relationships exist. Because they believe that being fully independent and impartial is not possible in the current economic interest environment.

It was also found out that there is a significant difference when the comparison of reliable mass communication media according to the demographic characteristics of the participants identified; the reliability of mass communication media according to the marital status and gender of the participants show statistically significant difference. Women and married people trust the news published in national media more than men and singles. Another remarkable finding is that the ratio of females trusting in national media is significantly higher than the ratio of males. The ratio of married and single participants 'trust in local media is higher. One reason for these results should also be considered that the types of programs that these groups watch and the sources of news may differ depending on how much trust they want.

Comparison of trust grading on mass communication media according to the educational level of participants results showed that, according to the educational level of the participants there is a statistically significant difference between trust grading on newspaper, television, radio, magazine and social media news. Participants with high school and earlier educational level have significantly lower trust grading on newspaper, television, radio and magazine according to the participants with undergraduate and graduate educational level. Participants with graduate level have a higher trust grading on social media according to the other participants. It is also acknowledged that in terms of trust grading on internet news there is no significant difference according to the educational level of participants. These results were not surprising as the level of education increased, the awareness, the ability to analyse the correct news better and the ability to cross-check the accuracy of the news sources from different sources increased. In addition, many studies have shown that, there is a high level of distrust among individuals with low levels of education and awareness, which is inevitable in the news. The most unexpected result was the trust in internet news similar regardless of education level. This shows us that, although they are used a lot in both groups, the level of trust in internet news is actually low because people have easy access to these news sources, but they always look at their accuracy with suspicion. We

believe that information pollution on the internet is the most important reason for this finding.

In terms of trust grading on magazine news, participants with high school and earlier educational level is higher according to undergraduate and graduate educational level participants, whereas in terms of regional-local news, it is lower. This is actually an unpredictable result, although it is surprising that these news channels have increased in the level of confidence, despite the fact that magazine news is expected to be news of gossip and which will leave people with excitement and curiosity that will really make a premium. On the other hand, according to the educational level of participants, it is concluded that, in terms of trust grading there is no statistically significant difference on political, health, economy, sports, cultural-art, foreign and police-judiciary news because these news channels and followers are generally of common interest and the topics they follow are uniform.

For the comparison of effective factors creating impact on reliability of news according to the educational level of participants indicates that, there is a significant difference between effective factors having an impact on the reliability of news such as fake news, close relationships with news source / relationships based on self-interest, bias in news, ownership structure of media / Media as a commercial body, interpreting news, hidden or direct advertising within news, news gathering methods (hidden camera, recording, etc.), perversion of news and deliberately dissembling information, self-control in media / lack of self-inspection. It is identified that, the ratio of participants with high school and earlier educational level considering fake news, close relationships with news source / relationships based on self-interest, bias in news, ownership structure of media / Media as a commercial body, interpreting news, hidden or direct advertising within news, news gathering methods (hidden camera, recording, etc.), perversion of news and deliberately dissembling information, self-control in media / lack of self-inspection as effective factors having an impact on the reliability news is lower than the ratio of the participants with undergraduate and graduate education level. It is observed that, there is no significant difference between the participants with different educational level in terms of lack of information in news as an effective factor having impact on the reliability of news. This finding did not reveal any significant difference from the reasons listed above. As long as the knowledge gap of the news is noticed, regardless of the level of education or a different variable, it affects the same level of trust or distrust in that news source because when the information is missing or inaccurate, it destroys the credibility of that news source or the news itself.

Conclusion

Today in Northern Cyprus (TRNC) lack of trust in political/social relations is affecting media together with many institutions in a negative way. It is very obvious whether extensive, traditional, national, local, alternative, visual, written or social, the media is facing lack of trust based on several reasons generating over the years (Gürkan Pazarci, 2005: 165). In these circumstances, nowadays in terms of society's understanding and interpreting of events mainly due to narrative techniques of media news, reliability of the media has reached to a more sensitive level more than ever (Balci & Bekiroğlu, 2004: 212).

The study obtained data related to the audience trust in media news through the answers of 384 adults living in North Cyprus (TRNC). These acquired data, presents numerous important information on the subject from media usage habits of the participants to audience trust level in news. According to these data; within 384 participants with different gender, age, marital status ve educational levels most reliable mass communication media is national media with 51,56% and the rest 48,44% trust in local media. This shows that there is almost no difference between trust in national and local media. However, according to the trust grading questions throughout the survey, it is realized that participants, in fact, in general do not trust in the media.

New agencies should reveal their objectivity not only in their slogans but also in their news production as well. The low level of trust in social media news identified in the survey is in fact, due to misguidance based on fast news production or a contextual headings. In this respect, mass communication media should be more sensitive in ethical issues and control mechanism when publishing internet news. Especially, even if the content of political and magazine news is different the reason behind not to trust them is almost same. Accordingly political and magazine news of mass communication media is more likely to be manipulated due to pecuniary advantage or labour relationship. Therefore, it is required to disconnect the advertisement-news relationship which usually falls within magazine news and independent, objective agencies should be established. Existing agencies should take ethical issues into consideration and should bravely apply public elucidation as the primary rule through news production process.

Findings pointing out 50% trust in local and national media signify serious mistrust of every second person to media. It is required to explore and solve the reasons behind this trust problem in media. Educating and raising awareness of media sector employees and also extending control mechanism of Broadcasting Supreme Council are recommendations to deal with the mentioned issue.

The results of the participants indicate that highest trust level is in newspaper and TV news and on the contrary social media news has been the least trusted. The explanation behind this might be that integrity of social media news is not examined through a control mechanism. Particularly it is very important to take

precautions in social media in terms of restricting sharing of news that is prejudicial to the society.

Within this study it is identified that the highest trust is in cultural-art news whereas the lowest trust is in political news. Politics as a matter of course is a field of different perspectives, polarization and conflict. The result of the study is outgrowth of this situation. It is very important to ensure that trust in politics news is increased.

The research also indicates that as the educational level of the participants increase, trust in newspaper, TV, magazine and radio news increase. This might be as a result of participants with higher educational apprehending the fact that in comparison with the social media news this type of news is filtered through a control mechanism in terms of integrity. On the other hand since the anticipation is that individuals with higher educational level are more conscious on differentiating reliable and unreliable news the results are as it is expected.

Another remarkable outcome of the conducted research is related with the trust in media news. As the educational level of individuals decreases trust in magazine news increases. This reason behind this issue can be explained by the individuals with higher education level not having trust in artificial agenda since they believe this type of news serves more to advertising and audience measurement. Consequently it can be thought that since they equate all type of magazine news, they might neither believe in nor trust in this type of news.

This study is conducted to present both the perception of trust in media news and in relation with this perception to put forward the related effective factors according to the educational level of adults living in Northern Cyprus. Further planned studies focused on a wider population and bi-communal (Northern-Southern Cyprus) studies can contribute to enrich communication research literature of Northern Cyprus.

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