

Towards explanation of differences in media confidence in European countries

Abstract

The question of confidence in media is considered when discussing media product quality, audience size and profile and the triple relationship between media, audience and advertisers. However, media are also culture specific which suggests differences in media use and confidence in media in different countries. Trust in newspapers varies greatly across individual countries. Europe is the most culturally diverse continent which may be split into regions with similar cultural variables. This paper is based on the assumption that confidence in media, particularly confidence in daily press vary across European regions presenting inter-regional differences and intra-regional similarities. The relationship between media trust and media use is complex but it may be assumed that media trust influences the use of news media (Strömbäck, Boomgaarden, Damstra, Lindgren, Vliegenthart, & Lindholm, 2020) on individual level. However on national level the two variables don't seem to correlate. In this paper both will form the axis of a map representing the relative positions of European countries. Grouping these countries will allow defining regions with similar confidence and use of daily press. Data will be retrieved from World Values Survey (<http://www.worldvaluessurvey.org>) and European values survey (<https://europeanvaluesstudy.eu/>). The two datasets have been chosen because they provide significant amount of data for most European countries and allow comparison with other cultural variables on both individual and international level. Statistical analysis will test the relationship between confidence in press, its use and other variables it correlates with. Further these regions will be analyzed in terms of Hofstede's cultural dimensions (Hofstede, Hofstede, & Minkov, 2010), Inglehart–Welzel Cultural Map (Inglehart & Welzel, 2015), welfare (<http://www.hdr.undp.org/>), innovation and technology (<https://data.oecd.org/>) and other appropriate indicators to look for cultural explanation of differences and similarities. The inspiration for this study comes from the growing interest of management – both as science and as practice - in cultural studies especially when it comes to cultural differences which may suggest appropriate managerial styles for different cultures. Cultural awareness has become important soft skill for managers in intercultural environment. The first hypothesis of this study is that cultural differences may explain differences in confidence in press as defined in World values survey questionnaire. The second hypothesis is that there are differences between European regions and the significance of those differences will be tested. The discussion will emphasize on possible use of the findings for reducing uncertainty and improving understanding of audience towards consumer-driven media management. As media exist because there are users who have confidence in it.

Abstract topic: Media industry and society

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