

The logo for Oxford University, featuring a dark teal circle with the words "Oxford University" in white serif font. A thin teal line curves around the circle, extending from the top left to the bottom right.

Oxford
University

Objective - Identifying trust in news, (in India), in various news outlets including print and online media.

Project Type - Quantitative

Sample Size - 2000

Target Audience - Pan India survey, with a focus on getting diversity in terms of age/gender/region.

Survey Languages - English, Hindi, Marathi, Bengali, Kannada, Telugu, Tamil

Fieldwork Country - India

Methodology Used - Mix of online/offline, to get Tier 2/3 cities, small towns, and villages in the mix.

Field Time - 3 weeks

Read the findings here: <https://reutersinstitute.politics.ox.ac.uk/overcoming-indifference-what-attitudes-towards-news-tell-us-about-building-trust>

