

Media, Trust and Information

SND-ID: 2022-93-1. **Version:** 1. **DOI:** <https://doi.org/10.5878/k7xc-4h49>

Download data

omgång 1-6_csv.zip (105.92 KB)

omgång 1-6_xlsx.zip (186.8 KB)

Associated documentation

Read me.pdf (130.41 KB)

Download all files

2022-93-1-1.zip (~423.13 KB)

Citation

Kaun, A., Jakobsson, P., & Stiernstedt, F. (2022) Media, Trust and Information (Version 1) [Data set]. Södertörns högskola. Available at: <https://doi.org/10.5878/k7xc-4h49>

Creator/Principal investigator(s)

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Research principal

[Södertörns högskola](#) - School for Culture and Communication

Principal's reference number

2020/2325

Description

The proposed urgent project has the purpose to collect thick, qualitative material on how citizens' media trust evolves during the Corona pandemic. During the last two decades discussions of a crisis of trust have been emerging in democratic societies. Contemporary debates about fake news and disinformation have contributed further to the challenges of shrinking trust in especially the media. The Corona pandemic has made research into media trust even more important. In turbulent times, the amount and speed of misinformation, i.e. false information that is spread unknowingly, and disinformation, i.e. false information that is spread deliberately, accelerates. The proposed project will document the development of media trust in Sweden with the help of diaries and in-depth interviews. It is a unique opportunity to see media trust rapidly changing that will allow us to learn for future crises, but also help to re-conceptualize media trust more generally. The collected material will be made accessible for other research projects.

The data consists of 6 files, containing the answers to the interview questions for each survey round. The background variables and questions asked in each round are described in the Readme document.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Population

Swedish population, aged 18-65 year

Time Method

[Time series](#)

Sampling procedure

[Non-probability: Quota sample](#)

[Non-probability: Availability](#)

Participants were recruited from Kantar Sifos online panel

Time period(s) investigated

2020-08-15 - 2021-01-31

Data format / data structure

[Text](#)

Data collection 1

- Mode of collection: Self-administered questionnaire
- Description of the mode of collection: Open questionnaire, has been sent to respondents in 6 waves
- Time period(s) for data collection: 2020-08-15 - 2021-01-31
- Data collector: Kantar Sifo
- Instrument: Semi-structured questionnaire (Semi-structured questionnaire)
- Sample size: 100
- Source of the data: Population group

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

School for Culture and Communication

Funding

- Funding agency: Formas
- Funding agency's reference number: 2020-00632_Formas
- Project name on the application: Media, trust and information during the Corona crisis

Research area

[Media and communications](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Communication studies](#) (Standard för svensk indelning av forskningsämnen 2011)

[Media](#) (CESSDA Topic Classification)

[Media, communication and language](#) (CESSDA Topic Classification)

Keywords

[Trust](#), [Communication \(information exchange\)](#), [Pandemics](#), [Media trust](#), [Trust](#), [Covid 19](#), [Information sources](#)

Publications

Stiernstedt, F. (2021). The voices we trust : Public trust in news and information about COVID-19 on Swedish Radio. Radio Journal, 19(2).

DOI: https://doi.org/10.1386/rjao_00047_1

Kaun A. Ways of seeing digital disconnection: A negative sociology of digital culture. Convergence. 2021;27(6):1571-1583. doi:10.1177/13548565211045535

DOI: <https://doi.org/10.1177/13548565211045535>

If you have published anything based on these data, [please notify us](#) with a reference to your publication(s). If you are responsible for the catalogue entry, you can update the metadata/data description in DORIS.

Accessibility level

Access to data through SND

Data are freely accessible

Use of data

[Things to consider when using data shared through SND](#)

License

[CC BY 4.0](#)

Versions

Version 1. 2022-09-20

Homepage

<https://blogg.sh.se/medietillit/>

Download metadata

[DataCite](#)

[DDI 2.5](#)

[DDI 3.3](#)

[DCAT-AP-SE 2.0](#)

[JSON-LD](#)

[PDF](#)

[Citation \(CLS\)](#)

[File overview \(CSV\)](#)

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