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Constructing digital media trust in Estonia, Russia and Sweden

Bakgrund/Frågeställning

Digital media has profoundly changed the global media landscape, including how information is distributed and consumed. News use habits have generally declined, especially so among young media users, sparking discussions about the future of news in the new landscape, and how contemporary audiences handle, make sense of and, not least, *trust* the varied kinds of information distributed by digital media. This paper presents an analysis of how young adults in Estonia, Russia and Sweden construct media trust in relation to their different contexts, practices and experiences. Building on an analysis of qualitative interviews conducted with young adults (18-26 years old) in the three countries between 2019-2021, this paper revolves around media trust as a practice, and the negotiations and discourses involved in its construction. We look at the differences and similarities between the local contexts of the three countries - how institutional as well as social trust relate to media trust. Further on, we explore trust as a practice, and analyse the similar ways the young adults construct trust through their everyday practices, across the three nations. Here we distinguish between two types of trust: firstly, relational trust building on personal relationships with individuals as well as broader networks, and secondly experiential trust, where trust is constructed in relation to one's previous experiences as well as to the information one's own senses provides.

Metod och Resultat

Konklusion