



# **Confidence in Sources of Information of Citizen in Bangladesh**

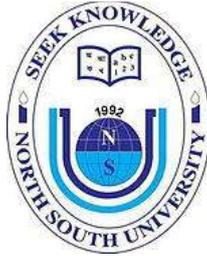
**By**

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**MPPG 9<sup>th</sup> Batch**

November 2020



**South Asian Institute of Policy and Governance (SIPG)**  
North South University



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Program in partial fulfillment for the award of  
**Master in Public Policy and Governance (MPPG)**

November 2020



**South Asian Institute of Policy and Governance (SIPG)**  
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*Dedicated to*

*To My Family Members*

## Declaration

I declare that the dissertation entitled “Confidence on Sources of Information of Citizen in Bangladesh” submitted to the PPG Program of North South University, Bangladesh for the degree of Master in Public Policy and Governance (MPPG) is an original work of mine. No part of it, in any form, has been copied from other sources without acknowledgement or submitted to any other university or institute for any degree or diploma. Views and expressions of the thesis bear the responsibility of mine with the exclusion of PPG for any errors and omissions to it.

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Signature with Date

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Md. Monirozzaman Khan

## Acronym

**UP**-Union Parisad

**LGED**-Local government Engineering Department

**GDP** - Gross Domestic Product

**GNI** - Gross National Income

**DGHS**-Directorate General of Health Services

**DG**-Director General

**BTRC**-Bangladesh Telecommunication Regulatory Commission

**TV**-Television

**COVID**-Coronavirus Diseases

**CSDS**-center for the Study of Developing Societies

**MPPG**- Master in Public Policy and Governance

**SIPG** - South Asian Institute of Policy and Governance

**SPSS** - Statistical Package for Social Science

**SDSA** - Status of Democracy in South Asia

**NSU** - North South University

**NORAD** - Norwegian Agency for Development Cooperation

**UiB**-University of Bergen

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## ABSTRACT

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*The aim of the research is to find out the confidence of the people in different types of news media (e.g., Television, Radio, and Newspaper). This study investigates the confidence of the people of Bangladesh in information sources based on users' location, gender, education, religion, and financial condition. In this modern digital communication era, the mass media (Newspaper, Television, and Radio) has become an important communication method today. People are using these media to get the News and use the media to maintain different aspects (e.g., healthcare information, entertainment, job search, weather information, international affairs) daily life. The number of news sources increased a lot in the last few years. Both government television channels (BTV), Radio (Bangladesh Betar), private TV channels, private radio stations, and newspapers available for the users. All three platforms are available in online and offline mode. The popularity of online television channels, radio stations is increasing due to the fact that there are fewer advertisements, and the popularity of online newspapers is increasing as most of the newspapers are freely accessible online. The use of media differs from place to place (urban and rural area), education level, financial status, gender, and religion. The information provided by newspapers, radio, and television comes from a variety of sources. Not all people have access to the same level of information. For example, due to the amount people need to spend on newspapers daily, not everyone can afford to buy newspapers every day (or read newspapers online as they do not have the required mobile device or available Internet data), mainly in rural areas. Television is one of the most popular mediums to get information through News provided by different television channels. Radio is losing popularity in terms of listening to the report. Nowadays, radio is mainly used for entertainment (e.g., playing music, live shows) purposes only. Most people like to listen to the News by watching the place as well. As there are too many TV channels, newspapers, and radio stations available, and it is getting hard for people to find out what to believe and where to get authentic News. It becomes an important issue to find out what medium people have more confidence. Whether the confidence varies from place to place or any other factors, contribute to influencing confidence. Two sets of data were used in this paper. The first data set is from the State of Democracy in South Asia (SDSA) phase II 2014*

*survey, and the second dataset is taken from the observation conducted in four different tea stalls in Mirpur, Dhaka (Urban) and Mirzapur, Tangail (Rural) area. The first data set contains the answers of people from different areas that include people from different backgrounds.*

*The second data set is a direct observation of the people in public places (tea stalls); no set questions were asked. For analysis, SPSS and Excel were used. Along with the public sphere theory of the German philosopher and sociologist Jürgen Habermas, a mixed research methodology was used in this paper. The findings of our analysis from both data set show that people have more confidence in television following by newspapers and radio.*

## 1 INTRODUCTION

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Information from different sources plays a vital role in people's daily life. In Bangladesh, people from all walks of life are getting News from various sources like newspapers, radio, television, and online channels, through mobile and internet connection, social and family gatherings at a tea stall, or even at courtyard (especially for rural people). For urban areas, mobile phones, and the Internet, to be more specific social media, Facebook, YouTube, online channels, etc., constitute the primary sources of News, exclusively for the young generations. In remote rural areas, day to day conversations, social and family gatherings are still popular and are a great source of information for them. This paper will investigate the confidence of the people of Bangladesh in different sources of information.

Mass media always have a substantial impact on the mind of the people. After the publication of the People's Choice in 1944 (Shaw, 1979), Communication scholars pay extra attention to the mass media and democratic processes and how they related to each other. In the last two decades, digital media has grown exponentially, and these complicated relationships rise rapidly with this process. During the U.S. Presidential Elections of 2016 (Bakir and McStay, 2018), these relationships got exposed and caught the eye of the world. The excessive use of digital media to influence public opinion made people doubtful about their ethics.

Moreover, researchers are now trying to understand the increasing effect of fake News and digital disinformation on democratic and governance systems over the world. Facebook and Google are blamed for spreading such negative News without proper verification and checking and have a crucial impact on public opinion and democratic processes. The rise of new digital media platforms has also evenly held power to people involving themselves with the mass audience and use some extent of influence over these practices. Manuel Castell's idea of 'mass self-communication' and his concept of 'media counter-power' as reflected in movements such as the Arab Spring of 2011; the Occupy Movement that began in 2011; the Anna Hazare movement against corruption in India during 2011, and numerous Twitter revolutions that have taken place over the world providing media expertise's new subject to study.

With the arrival of the Internet and the subsequent emergence of modern online media formats, the news industry has changed. Traditional newspapers responded to this transition by putting part of their content online as they were operating against the emerging structures and addressing issues related to cost recovery. New rivals soon entered the online news industry with the creative means of providing free services. In online environments, the disparities between news providers on print, television, and radio started to disappear, as they all started providing digital content over the internet. News aggregators soon ballooned, resulting in news stories from multiple outlets being compiled and filtered out to the users according to their interests. These aggregators gained immediate popularity by linking themselves to famous established sites. In the meantime, young Internet users gained more web power by creating their own information streams using social media environments. In this way, young people will have a special impact on the ongoing production of News. Furthermore, teenagers who recently became young adults have restricted experience with print subscriptions, and their loyalties to a single news publisher are unclear. At present, every government is using social media to be connected with their citizen and inform them about the government's activity. Moreover, political leaders are also trying to involve their supporters on this platform. They are also taking the help of professionals to communicate the people through digital media and respond to their comments. Even these professionals are employed to make some messages and comments on behalf of their employer to public opinion to their favor. Lack of knowledge about social media also has an adverse effect on the relationship between government and citizens in these countries (D'Alessio, D., and Allen, M. 2000). There is only a few research evidence, and we can only guess about this relationship. Recent pieces of evidence from India cite that the government always bans the Internet at first whenever something happens as social media are exploited to spread fake News, which causes severe law and order consequences.

Even with the increase of digital media platform, there are a considerable number of people in Bangladesh who still relies on the local and national newspapers, television, and radio for the primary source of News. This paper will investigate the confidence in these three sources of media in the citizens of Bangladesh.

## **1.1 PROBLEM STATEMENT**

An extensive literature review was done for this paper. There are some research gaps in the current literature and research. Only a few studies have been done on the confidence level of the people of Bangladesh on the source of information. How the confidence varies depending on the location, age, gender, and socio-economic status was not highlighted in the current studies.

The literacy rate in Bangladesh is still comparatively low, and it is mostly rural-based area. Earlier it was challenging to get News. Only social gatherings, radio was the sources for sharing information. Later on, television came in, though few people could afford to buy this. The newspaper was also restricted to the elite class, and the ordinary people, especially the rural people, didn't get them. So it was tough to get the real follow up of News. Then came the digital era with a plethora of information, both fake and real. But now it's a problem to differentiate the authentic information from the fake ones. People are utterly confused in this labyrinth of information. Now most people, especially the young generation, are mostly dependent on social media like Facebook, YouTube, Twitter, etc. for News and information. So, it's essential to conduct research to determine which medium of communication is more critical for the citizen of Bangladesh.

Print and electronic media, television, and radio are still popular sources of information in Bangladesh. The rise of digital media opens a new medium to the territory of democracy, which makes ease for the government to connect with its people. Various social media also help the government to get more engaged and more responsive to the citizen for its wellbeing. It is stated that this opportunity will allow formerly marginalized peoples to make their relationship better with the government. At the same time, there is also some barrier to this, such as lack of media literacy, accessibility of digital media platforms, lack of enthusiastic people, and lots of other issues. Still, some people can misuse the power of social media in spreading rumor and can affect public opinion negatively, and that will force people to think the digital societies is a place of uncertainty and doubtful.

The South Asian region is the center of an immense socio-politico-cultural revolution that are always caught the eyes of the world for its booming rates of consumption, population, unemployment, aspiration, urbanization, inequality, and dispute within the region. Bangladesh is one of the most prominent players in this region. The digital media easily influence mass people in this region, and their opinion continually changes with the News and rumor spreading by the media. Media in this area holds higher power to the social and political life of people, whether it's the print or audio-visual media, and it also helps to understand the history of media, including media culture, new technology, and its impact on the regional politics and economics.

Additional, troubling trends are the ongoing decline in print readings, an aging subscription base, and heavy competition in relatively youthful web environments where dynamic and free news sites are abundant. The internet user is no longer linked to a specific news source and can switch to a different website only with a mouse click. Young people get drawn to online interactive social contexts, and with emerging technology and formats of presentation, their news, web interactions, and reading behaviors. Therefore, studying these experiences is essential in order to understand the behavior of young people and adults in online news searching and to try to predict changes and developments in this area. As newspapers and other mass media have been regarded as a significant source of daily knowledge (ELIS) for a long time (Wilson 1977, Williamson 1998; Savolainen 2008), libraries must also adapt to these shifting behavioral readings and may need to reconsider their conventional reading areas to draw more audiences.

Journalism academics have long stressed the importance of recognizing the role of sources in shaping the News. Almost three decades ago, Hartley (1982:146) proposed that 'the news was not only .... for and by men, but that the eyes of men were disproportionately seen by the eye of men.' Many scholars in feminist journalism studies since then have been in agreement on this point, noting that little seems to have changed since the beginning of the 1980s when the argument was made by Hartley. Hall et al. (1978) indicated that journalists systematically organize news media into a legitimacy hierarchy and thereby allow sources to communicate in preferential ways about the social world. A number of women scientists who have analyzed the relationship between journalists and sources have concluded that

journalists appear to focus on a limited number of sources, most of which are white, middle-class and middle-aged men. Sources whose opinions are required to offer expert opinions are especially important (Armstrong 2004; Beasley 1993; Bridge 1995; Croteau and Hoynes 1992; Rakow and Kranich 1991; Ross 2007, 2010).

According to the theory of media participation, people often end up in habitual media consumption when they are faced with endless media choices to preserve their mental resources (LeRose & Eastin, 2004; Diddi & LaRose, 2006) or to meet their "chronic or recurrent requirements" (Tewksbury, Hals & Bibart, 2008, P. 258). The theory of media presence indicated that most of the news users are proactively pursuing news content from the same outlets they receive in conventional media due to "the self-strengthening component of normal behavior" (Rosenstein & Grant 1997, p. 326; emphasis added).

The type of information people searches for can vary from time to time. Studies suggest that people search for different information from day to day information (e.g., weather conditions, where is the event) to critical health information (e.g., what to do during pregnancy). Searching for health information is vital and essential to make sure the information is trustworthy (Sillence et al. 2007). For example, regarding novel coronavirus (COVID-19), a massive bulk of information spread in all media, like print, electronic, social media, and social gatherings as well. So it is complicated to judge which News is reliable and worthy of following and which one is fake. So the citizen has to rely on and propaganda mostly. 'A lie told once remains a lie, but a lie told a thousand times becomes the truth' (Joseph Goebbels). So it's vital to find out the medium in which the majority of the citizen have confidence and followed by. Then the government or the authority concerned can communicate the publicly important News to the citizen more effectively and promptly.

## **1.2 OBJECTIVES OF THIS RESEARCH**

There are many options for people to gather News from different sources. Different sources can make people confused about what to believe and where to get the right information. Getting information from different sources also can depend on different geographical factors. The objectives of this research are:

The study's main objective is to find out the reliable primary sources of information for the peoples in Bangladesh. The study will also try to find out whether all the media have the same

appeal to all people alike or not and how the News gathered from different sources of information. Sorting out the difference of perceptions among the people on the source of information is another objective of the study. Also, to explore the factors that influence the people for selecting their favorite source of information.

### **1.3 RESEARCH QUESTIONS**

- I. Which medium do people have more confidence in as a source of information in Bangladesh?
- II. Does confidence vary based on gender, age, financial condition, or location?
- III. Do people spend more time watching the News rather than listening and reading the News?

### **1.4 SCOPE AND LIMITATIONS OF THE STUDY**

The study mainly tries to cover the sources of information in Bangladesh and how people react to them. The scope of the study depends on many factors like resources, time, and objectives, etc. Due to time and resource constraints, the researcher might be handicapped to confine the study within a limited space. Due to the present pandemic outbreak of Covid-19, it would be difficult to collect firsthand data through face to face interviews, observation, and field visits also seem to be a far cry now. No mechanism to check whether the information provided by the respondents is right or wrong is another limitation of the research.

### **1.5 HYPOTHESIS**

Some hypotheses can be drawn from the above discussions and can be tested by our collected data.

Hypothesis1: People believe the News if it comes from newspapers, Radio, Television, or even from the mouth of politicians or religious leaders.

Hypothesis 2: Socio-economic factors influence people to keep trust in different media as a source of information.

Hypothesis 3: The introduction of digital media reduced the dependency of News in printed media.

Among the various sources of information, on which source people put more trust and to find it out is the most important part of the research. Sources of information generally refer to radio, television, newspapers, public press release. News published on social media and online-based media, etc. Through the answers of the respondents of the survey, it will be evident to what level the people have trust in news sources of the country. In this paper, we have used a mixed-method research methodology. Mixed methods research represents research that involves collecting, analyzing, and interpreting quantitative and qualitative data in a single study or in a series of studies that investigate the same underlying phenomenon (Leech et al. 2009). Section 3 provides further information about the research methodology and details of the variable used in this analysis. The public sphere theory (Refer to Section 3.5 for details) of the German philosopher and sociologist Jürgen Habermas is used in this study. Chapter 2 of this paper will discuss the literature review, Chapter 3 will discuss the methodology, and the analytical framework will be discussed in Chapter 4. Description of data analysis will be given in Chapter 5, and Chapter 6 will highlight the results and conclude the paper.

## 2 LITERATURE REVIEW

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In today's world, mass media influence is based on an irregular relationship between the media system and consumers. Interpersonal and individuals do not regulate resources that directly affect the media system's wellbeing. The media system manages resources that directly affect the perception or orientation interests of individuals and interpersonal networks. Specifically, this asymmetry occurs during times of social change or drastic disputes when the demand for information is growing. In addition, these times have problems that go beyond the firsthand knowledge of people, and instead, they will depend on second-hand information provided in the media. The inappropriate balance in the media system-individual relationship could dissolve when consumers have access to different media or non-media outlets.

According to the media dependency hypothesis, mass media is the most dominant in moments where the mainstream media structure either dominates information outlets that are not otherwise accessible to the general public or when there is a shortage of alternative media (Shaw, 1979). This control feature produces power for the media. Mainstream media are unlikely to maintain this level of exclusive control, however. Major changes are taking place in the mass media environment and in consumer/media relationships, which also enable consumers to become producers. Consumers have recently been faced with an increasing number of sources of information without stopping. Even so, the limited presence of these alternative outlets does not mean that people are avoiding traditional media. Limited exposure-based research suggests that the simple ability to choose between different sources of information does not necessarily persuade people to choose non-media or congenial outlets.

Alternative information sources (e.g., Partisan, oppositional, subculture, or radical media) are not new. Many of them existed before the Internet came. However, the Internet has opened new doors of communication that exert a diversifying and multiplying effect on communication. Consumer segmentation is a likely consequence. Some researchers speculate about a trend toward selective exposure that eventually leads to a more

segmented, polarized, or extreme climate point of view. Media diversification has resulted in a large body of research in the last few years, but not much is yet known about why consumers use such non-mainstream outlets (Schmitt et al. 2018).

Alternative media, such as adversarial radio stations, subculture magazines, and newspapers for ethnic minority groups, are the consequences of a process of editorial development that is part of the media structure. On the other end, they are placed on one end of mass media and spectrum. There are no alternative media in a gap on this, and typically they are directly connected to the traditional media network.

Furthermore, most of these outlets share material that is first published in the mainstream news media. The current study is based on a clearer distinction since the alternative media vs. mainstream dichotomy is inadequate. Distinguishing between non-media outlets and outlets of mass media is important. Non-media outlets may be identified as alternate outlets outside of the media system's editorial production cycle. For example, traditional non-media outlets maybe scientists and experts presenting their knowledge or scientific studies on the web, official bodies, and organizations delivering information through books, leaflets, mobile phones, hotlines, etc. (McGrew et al. 2018).

Even then, their output not only replicates these results, as all incoming data is subject to several phases of journalistic sorting and ranking. Therefore, the phrase alternative sources of knowledge cover anything that may function as an independent non-media source of information.

A gap in matured understanding by poor socio-economic, political leaders, development, and the absence of a long-term visionary plan about electronic media are the major reasons why the mass media is unable to serve the interest of the mass people (Rahman: 2006, p.18). Ferdous (2009, p. 18) discusses that Bangladesh media mainly focus on urban areas where have the male-dominance in the content. Due to the free-market economy, the media is changing their nature and do not show much attention to capture the struggles of the underprivileged classes and the common masses, who are the majority in the country.

Media exposure-based work shows how a wide range of priorities, desires, and expectations influence media preferences for consumers. Consumers are selectively exposed to mass media on this. Communication research has reported strongly that media trust and media use

are linked positively. However, most studies concentrate more on the reputation of the media than on media trust. Compared to reputation research, there are hardly any relevant media trust theories nor a wider body of trust-focused empirical study. It does not mean that the conceptions of trust and reputation are necessarily different. Credibility is a fundamental building block of trust (Kohring, M. and Matthes, J. 2007).

A growing economy with 160 million people, Bangladesh is a relatively small country where News travels fast. However, when it comes to credibility, information becomes a choice. If we seek the variation of the source where people get their information from, mostly, we can divide it into two categories: Demographic and Socio-Economic.

## **2.1 SOURCE OF INFORMATION**

### **2.1.1 The Demographic variation**

In Bangladesh, the source of News has a dynamic variation because of the demographic difference. The source of daily information for a metropolitan citizen can be very different from a farmer's source who lives in a remote village. Here are some examples of how variant can a source be:

The village tea stalls-a hub of information mixed with gossip

In rural areas of Bangladesh, most people still don't have access to the printed newspaper, let alone the internet. Even if they do, many of them are not literate enough to read or browse. Due to their lack of authentic sources, they mostly get their information from rumors. After years of the same practice, now rumors have more plausibility to the villagers than any other source, especially to the older generation.

### **2.1.2 Mosque**

As a Muslim majority nation, the mosque has been a place to exchange new information for Bangladeshi people for centuries, regardless of the demographic variance. However, when it comes to a small village where the mosque-goers are regular, and they know each other, the exchange becomes more efficient. Also, whenever there is something important happens, the mosque authority announces the News to the whole area.

### **2.1.3 Internet and social media**

In a last updated survey in 2017, Bangladesh Telecommunication Regulatory Commission (BTRC) revealed there are more than 70 million internet users exist in Bangladesh. Among them, almost 25 million people are Facebook users. As of 2020, in the latest survey, BTRC said the number of internet users had crossed 100 million. Although they are yet to announce the number of Facebook users, no wonder that number has also increased during the Coronavirus pandemic lockdown in the country. In the survey, they revealed, most of the users use the Internet on mobile, where access to social media like Facebook and youtube is easier than ever. Focusing on that, the younger generation of the rural areas is not behind this trend either. There are many young internet users from remote areas using the Internet as their source of information. Regardless of authenticity, they are believing in social media posts and videos while discussing it with others.

### **2.1.4 Television**

The role of T.V. is so vital in every stage of the national development of a country. Satellite channels in western countries and even in the neighboring country of India are playing a leading role in promoting socio-economic, political, and cultural development. But this habit is still a far cry in Bangladesh.

That small T.V. with cable line in a shop of the village market where everybody sticks their eyes into is also a reliable source of information for the villagers. Even though in many villages there is no access to any cable line with a variety of channels, and that's why people mostly rely on the government-owned channel Bangladesh television.

In the dynamic lifestyle of a city, some people are still willing to spend some minutes on a printed newspaper in their hands every morning. At the same time, many others seek their daily stories on mobile. At the end of the day, having dinner with the T.V. is also very common in city life. White and Anis evaluated Meena, a renowned cartoon, since the beginning of this show. They have seen a remarkable shift in girls' educational inclusion in hard-to-reach rural areas and in attitudes and behaviors linked to religious values, cultural traditions, and social circumstances that result in daily discrimination. The administration has shown a firm commitment to eliminating autism-related stigma, and a short Meena episode and short,

interactive play to raise awareness of autism was produced in 2014. The play was staged across the country in 158 sub-districts, which has been successful in reducing stigma.

### **2.1.5 News on the paper**

As the people in the city are relatively more advance in the literacy rate than villagers, reading a morning newspaper is a great source of information for the rest of their day. Some people spend more than a few minutes to read all the different type of articles along with the main story. Especially for the older generation in the city, the Newspaper is a reliable source because most of them cannot use the Internet.

### **2.1.6 Online Media**

The Bangladesh government is offering subsidies to organizations intending to implement digitization in their businesses. This resulted in an increase in users of tourism apps, portals, and online health services in the country have increased. Under the current scenario, the markets operating in Bangladesh have been gaining importance with a broader response owing to the rising popularity of social media platforms. With the changing preferences of the citizens of Bangladesh, the companies have been trying to influence their consumers by using the digital marketing platform both for advertising their products and for influencing the consumers.

A study on digital marketing in Bangladesh has shown that people living in Bangladesh have increased their usage of mobile phones. Moreover, the number of users of social media platforms has also increased. Therefore, in this scenario, business organizations operating in the Bangladesh market Bangladesh have decided to promote their businesses through online media platforms like Facebook, YouTube, and others

### **2.1.7 Citizens of Metro**

According to a 2017 survey, Dhaka, the capital of Bangladesh, became the second top city with the highest Facebook users. While most of the younger generation relies on the Internet for information (and it is often encouraged by educational institutes, corporate businesses), Facebook alone has become the most used source. The news publishing outlets are also banking on this fame of social media to engage more users with information.

### **2.1.8 T.V. and Dinner**

In a study, Nipu (2016, p. 39) debates that reliability of television news in Bangladesh faces some challenges, including the presentation of imprecise information as a result of corrupt competition, relationship with the political parties, and dependency on the corporate branding. He also points out that there is no mentionable variation and significant changes in the news bulletins of the growing channels (Ibid). Ahsan (2013, p. 53) says that there are certain reasons for which the variety of T.V. reporting is almost absent in the country; syndicated journalism is the main cause for which many journalists share and using video footage captured by a single camera.

Although T.V. has been a common source of information for both villagers and citizens, however, the use of this source is different. In the city, most people can afford a T.V. set at home, with a cable line that contains multiple channels where News consumes a big chunk of time. So every day, after days long of work, many families gather for dinner while they watch the primetime News.

### **2.1.9 The socio-economic variance**

Where there is money, there are divisions of class. It appears in every society, nevertheless of country or nation. That difference can be shown in Bangladeshi society as well. And due to people's lifestyles according to their socio-economic situation, their use of sources for information varies.

### **2.1.10 The lower class**

For people with low income, cheap smartphones are not only a source of entertainment but also information. Buying a newspaper or T.V. set can be a luxury for them, especially those who are making a living in the city. Besides, spending hours in tea stalls during pass time is also an automotive source for exchanging information to many.

### **2.1.11 The middle class**

As the concept of middle class mainly came from a special growing class of middle-income people in the city, no wonder their presence has a little bit of both worlds. The literacy rate is relatively high in this class than the low-income ones. They can afford a T.V. at home, also

many high-end computers or smartphones. While watching the T.V. is a huge source of 'what the story of today' for the middle class, most of them like to spend time reading newspapers and browsing the Internet. They also spend time in tea stalls whenever they get some break from their hectic life. They exchange their views with other tea lovers as well as on social media; they learn and share a lot of information than anybody else. So, in a nutshell, the source of information for a middle class is higher than any other class of people in Bangladeshi society.

#### **2.1.12 The upper class**

Mostly the literacy rate is 100% in this society. They rely on news channels, newspapers, the internet, also on their own connections sometimes, as most of the upper-class people are designated in high positions in the country.

#### **2.1.13 Word of mouth**

8th March 2020. While sitting on a bus on his way to work, Hasan was scrolling through his news feed on Facebook, and suddenly he noticed News his mind was waiting for—the first Covid-19 patient identified in Bangladesh. During lunchtime today, he ordered a disposable cup for his afternoon tea. His colleagues asked, seeing his tensed face, 'Anything wrong?' While lighting the cigarette from the tea stall's common lighter, 30 something Hasan said to his colleague, 'Corona is here.' His colleague gasped, 'Really? Where did you hear that?' Hasan replied, 'I saw that in the morning on Prothom Alo's Facebook page.' Now the same tension appeared in his colleague's face. Listening to their conversation, the shopkeeper in the tea stall asked them, 'Corona? What is Corona?' They explained briefly, then left for work. After some time, another bunch of familiar faces came to the tea stall, this time the shopkeeper discussed the hot new topic with them. They predicted the future of Bangladesh while sharing the same cigarette.

26th March 2020. The government declared casual holiday all over the country. The shopkeeper closed his shop and went to his hometown, a nearby village. Where he saw everyone else who works in the capital city are coming back as well. During a casual morning in his village market, all of them gathered to catch up after a long time. While a T.V. was showing some news about COVID -19, they found something new to talk about.

#### **2.1.14 Confidence in Information**

When the whole world is suffering from the same disease called fake News, Bangladesh is not behind here. In fact, when it comes to fake News, people seem to believe it more than the real ones. In this era of Digital Bangladesh, fake News has done its own business to flourish.

Who makes the fake stories?

There are no specifications when it comes to the creator of gossip. However, there are times Bangladeshi people have seen false claims are made by people out of grudge. To spread fake News, most people use social media. There are also many least popular news portals and youtube channels who use false information as clickbait.

Consumers are, in general, uncertain about media truthfulness as sources of information. However, the daily world is filled with moments where mass media information is critical. Users typically look for hints suggesting that the information they provide is accurate for the consistent ability to make informed decisions. Credibility is that kind of a signal. The impression of a specific source being trustworthy is the product of a mechanism of attribution and acts as a justification for trusting in uncertain circumstances. Trust, however, is a more inclusive term. It can be described as "expectancy held by a group or an individual that the word, promise, verbal or written statement of another individual can be relied upon."

Trust plays an important role in most human contact, and not only in connections between media and consumers. This is a significant basis for establishing social stability and social order; it is a requirement for a working society.

The unidirectional information flow from news media outlets to customers recently left little space for involvement in the dispersal or development of public relations or policy information. This image has been slowly altered by the extensive use of social media. They are providing new ways for people to take an active part in the information development process. They're journalists for people. The term citizen journalism may be used mostly for the production of original news content (reporting, interviewing, or analyzing news events) in a restricted way. Citizen journalism may also involve ways of participation in the news cycle in a more structured manner, in which no new content is produced (e.g., commenting on posts generated by others, linking, retweeting, reposting, etc.

Consumer-produced media and Citizen journalism are leading to the creation of what has been called the "Fifth Estate," supportive of the conventional "Fourth Estate." Based on their shared position as purveyors of knowledge about social meetings and politics, the Fifth and Fourth Estates have begun establishing ties among themselves that have perhaps altered the trends of news usage and production.

With the competition among news outlets in the post-broadcast context, it increased news negativity, attention to political media outlets, and interpretive ways of coverage (Prior, 2007). The loss of public confidence in the News is a single by-product of rising media rivalry (Ladd, 2011).

Throughout the past few decades, experts have identified aggregate rates of loss of public trust in the press, turning a once-revered press career into a topic of scorn and discontent.

Because media confidence and the reputation of the news influence public opinion on critical policy issues (Dempsey, Page & Shapiro, 1987), this pattern is worthy of the attention of experts. The community has become less attentive to traditional News overall, and increased incivility and hostility are exacerbating the question of media credibility. Surveys on an aggregate basis point show a persistent loss of public trust in the news organization. People on all sides are becoming increasingly unhappy with the press, as there are rising rates of media confidence for democrats and republicans alike (Ladd, 2013).

Still, in today's era of media saturation, the issue of news legitimacy doesn't equally impact perceptions across all news outlets. The viewer, for example, is more trusting in their national news outlets and more trusting in local news sources. In other words, media confidence is somewhat dependent on news outlet features.

Considering that political prejudices and proximity play a role in shaping the legitimacy of public news appraisal, it is important to conceptualize media trust at an individual rather than an institutional level. Meyer (1988) analyzed media faith by examining public expectations of fairness, bias, accuracy, meaning in the story, and honesty.

To put it another way, the report measured the news organization's reputation. Recent work indicates that it is also necessary to understand how trust affects information-seeking behaviors while conceptualizing media trust. Studies of trust and information-seeking

behavior have shown that the reliability of news matters beyond pure attitudinal reputation and can also influence actions, particularly information-seeking behavior.

When aggregate rates of media mistrust increase, the public becomes more dependent when deciding to vote on political signals (Ladd, 2010). Often, when individuals have low media confidence, leaving traditional news outlets for political sources is highly significant. The media's most distrustful are often the most likely to reject statements in popular News (Ladd, 2011/2013).

Declining standards of media confidence thus promote a heightened perception that the new political environment is one of division. Much as media trust and an outlet's perceived integrity affect news attentiveness, so too does the reputation of those who share News play a significant role in how the content is interpreted. The literature better describes this sphere of influence with regard to the two-step flow system of communication and the power of opinion makers over the common person.

#### **2.1.15 Impact of fake information**

False information made many bad impacts on people over the years, and sometimes it was horrific. Fake News with information that hurts the religious sentiments of the vast majority has always been an easy trend to create chaos in Bangladesh. For example, recently, another incident happened in Bhola, where people accused a Hindu minority man of insulting Islam on social media. That incident created a huge fight among the villagers where at least ten people got hurt.

Not to mention, the pandemic has become a great source for spreading misinformation among people in Bangladesh. Recently during the lockdown, there was News circulating in social media that the Prime Minister of Bangladesh has ordered all the landlords of the country to remit the rent of their tenants. After a while, it came to light that this News is fake.

#### **2.1.16 Believers of misinformation**

So the question might be, who believes these stories? The answer is, almost everyone. However, the most tendency can be seen in middle-aged people who recently started using

the Internet, along with villagers who have a lower literacy rate and relies on gossip as a part of their lifestyle rather than seeking authenticity of the information.

When it comes to younger people, spending a huge amount of time on social media makes them believe almost everything they see on Facebook/youtube. However, young people who live in the city are mostly highly educated, and they often play the role of gossip busters.

### **2.1.17 Information and Interest**

Politics is a highly interesting part of the information for Bangladeshi people. In most conversations, their favorite topic is politics. They like to be updated in this special field so they can exchange their views with each other. Besides that, sports is also another interesting topic among people in Bangladesh. They can be very emotional about games like cricket.

### **2.1.18 Use of the information**

Learning information can be a thing; however, believing them or maintaining can be different. If we think about the Covid-19 pandemic, we can see most of the people around the country already has the information about it. They know what to do, what not to do. But they choose to believe and accept them in their own way. Social distancing is not properly maintained in Bangladesh, even though many people already have information about it. People are traveling across the country at regular times. They are shopping for Eid and planning to spend their holiday with their loved ones. It shows that even though they know the level of threat this pandemic has, they simply chose not to care.

### **2.1.19 Trust issues in information**

Mass media usually have the data people need. These people do not significantly influence this data for media producers' usage. News is the major resource in media. In a democracy, an informed public is mandatory. These people should cope with an ever-changing and advanced reality. On fulfilling this function, Multimedia is the major source of information in modern societies.

Irrespective of the public accessing the alternative information systems or interpersonal networks, the main way of gathering a piece of information is still considered to be the mass media when decisions are to be made, for example, at the ballot box, people who want

knowledge to have no other option but to be dependent on mass media, even if they are not sure about it (Koch, N. 1994).

For this reason, issuing trust in the media is important "Given that media deal globally, users usually find it difficult to verify media reports with non-media sources." The less a problem relates to personal experience, the trust then plays a more valuable role in the media-user relationship. When people can be dependent on alternative outlets, the trust problem is not relevant. They can disregard the mass media. However, if people do not have realistic alternatives to mass media, media dependency becomes important, in this case, as the sole source of information, individuals tend to trust the mass media (Kohring, M. and Matthes, J. 2007).

What makes dealing with the relationship between media dependency, trust, and the usage of alternative outlets of information important? Trust in the media is, in the view of a communication researcher, a deciding variable because it modifies media consumption, moderates the interaction between media consumers and data, and thereby enables direct media impact.

Specifically, there are mass media on that to provide information. To them, it is directly relevant to lose reputation to lose market and social power. In addition, media dependence is both a key to media impact and a general measure of the value and influence of mass media in a social context.

The media is strong in societies with low pluralism and few alternatives, and the reliance of the users is high. A significant amount of media pluralism might be an indication of media dependency at low levels. Media effects are less likely to be direct in such pluralistic societies, and credibility in the mainstream media could be less widespread.

### **3 METHODOLOGY**

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The methodology is the study structure in which the researcher designs and makes structural arrangements for the study. According to Creswell (2009), "Research methodology is a broad framework of research adopted by researchers to offer guidance about all detail of the study from assessing the general philosophical ideas behind the inquiry to the detailed data collection and analysis procedure." The empirical data used in this study is primary though collected from secondary sources. In this study, the data of a survey questionnaire regarding the sources of information in Bangladesh and the citizens' level of trust in them. The study also uses data from different journal articles, reports, documents, websites, reviewed literature, newspapers, etc. From this point of view, it is more appropriate to use the quantitative method to analyze and present the data, as the quantitative approach is used primarily for testing objectives theories by examining the relationship among the variables. The survey questionnaire data are from the randomly selected different areas of the country as part of a research program. Data will be processed and analyzed statistically with the tools of MS Excel 2010 and The Statistical Package for the Social Sciences (SPSS).

The study will use the data of a survey questionnaire, and the respondents are from all over the country- both from the urban and rural areas, aged and young people, and also from both sexes. Due to support, time, resource constraints, and the present COVID 19 pandemic lockdown situation, it's not possible to get firsthand data through face to face interviews or survey questionnaires or focus group discussion, which would yield new and firsthand findings.

#### **3.1 DATA FROM TEA STALL**

The first tea stall is at Mirpur-6 kacha bazar, named Chanda tea stall. It is in the centre of the kacha bazar where the main customers are the shop keepers and the businessmen of the market. The buyers are also the customers of this tea stall. The owner of the tea stall is a middle aged person who lives in a nearby house with his family. This tea stall is very crowded and busy, full of customers. The second tea stall is situated just beside the mazar of Mirpur Mazar Road, Dhaka. This tea stall is very spacious and many people can take tea at a time. The owner of the stall is a sexagenarian who has been running this shop for the last forty years. The customers of this stall are the people who come to visit the mazar.

The other two tea stalls for observation are taken from the rural area of Mirzapur, Tangail. The first rural tea stall name is Warshi Tea Stall located in the Warshi union bazar. This bazar is the main bazar of the union and that's why it is full of customers round the clock. The stall owner is a native of that village and very popular among his customers. Besides tea, it has some types of snacks for the customers. All types of local people throng to this shop for having tea. The second rural tea stall is at Baratia Bazar Tea Stall located on the Mirzapur-Dhamrai main road. This spot is a bazar and a bus station. Therefore, this shop is also full of gatherings. This tea stall offers breakfast and other types of sweets and snacks as well. People take tea and gossip here for a long time. This is the meeting place for the nearby villagers and they spend their leisure time gossiping here. One native villager along with his son runs this stall.

### **3.2 DATA FROM STATE OF DEMOCRACY IN SOUTH ASIA (SDSA) PHASE II**

The source of data of this study is from the survey of State of Democracy in South Asia (SDSA) phase II, which was conducted in 2014, is a regional study to measure the level of citizens' perception of democracy— democratic practices, norms, and practices. With financial and technical support from Lokniti-CSDS, Delhi, India, on training and administering the survey instrument, MPPG Program at NSU, Dhaka, Bangladesh, acted as a partnering organization in conducting the research. The survey used the standard Global Barometer instrument followed by country-specific questions. The survey was cross-sectional with a targeted population of 3000.

Investigator Code	Country Code	State Code	PC Code	A.C. Code	P.S. Code	Resp. as in voter list
<input type="text"/>						

**SET A SDSA - 2012**

Country Name: \_\_\_\_\_

State Name: \_\_\_\_\_

P.C. Name: \_\_\_\_\_ A.C. Name: \_\_\_\_\_

P.S. Name: \_\_\_\_\_ Respondent name \_\_\_\_\_

Address of the respondent (Give landmark): \_\_\_\_\_

\_\_\_\_\_

Date of interview (dd/mm/yyyy): \_\_\_\_\_

Name of the Investigator : \_\_\_\_\_

Supervisor's Signature: \_\_\_\_\_

**INVESTIGATOR'S INTRODUCTION AND STATEMENT OF INFORMED CONSENT**

*Good morning/afternoon/evening. I am \_\_\_ from [name of institution]. We are conducting a public opinion survey in your area today. We are doing research on the views of citizens in [country] about how the country is governed and how the economy is managed. Every person over the age of 18 in our country has an equal chance of being included in this study. Your household has been chosen by chance. We would like you to answer questions about your personal views. The interview will take about 60 minutes. We will not record your name or any identifying information about you on the questionnaire. So no one will know who gave which answers to our questions. There is no risk to you in participating in the survey. There is also no benefit to you in*

**BACKGROUND DATA**

<b>Z2.</b>	In an ordinary week, how regularly do you read the newspaper - daily/almost everyday, 3-4 times a week, at least once a week or never?	
	1. Daily/almost everyday      2. At least 3-4 times in a week      3. At least once a week      4. Never	
<b>Z3.</b>	In an ordinary week, how regularly do you listen to news on radio - daily/almost everyday, 3-4 times a week, at least once a week or never?	
	1. Daily/almost everyday      2. At least 3-4 times in a week      3. At least once a week      4. Never	
<b>Z4.</b>	And what about watching news on TV. In an ordinary week how regularly do you watch news on TV - daily/almost everyday, 3-4 times a week, at least once a week or never?	
	1. Daily/almost everyday      2. At least 3-4 times in a week      3. At least once a week      4. Never	

*Figure 1 Sample Questions*

The survey provides the Frequency of collecting News by the respondents sourced from Print and Broadcast Media. The Frequency scale has been divided into Four Degree of responses from the "Never" to "Everyday" basis. The survey records responses of 2795 Bangladeshi respondents belonging to 16 Districts. The survey also records demographic information such as Age, Gender, Locality, Religion, and Income Status of the respondents. Figure 1 provides a glimpse of the portion of each group for each demographic characteristic

covered in the survey. In the later section of this study, a tabulated display of the frequency of collecting News based on each of the characteristics and further discussion will be discussed in Section 5.

### 3.3 ANALYTICAL FRAMEWORK

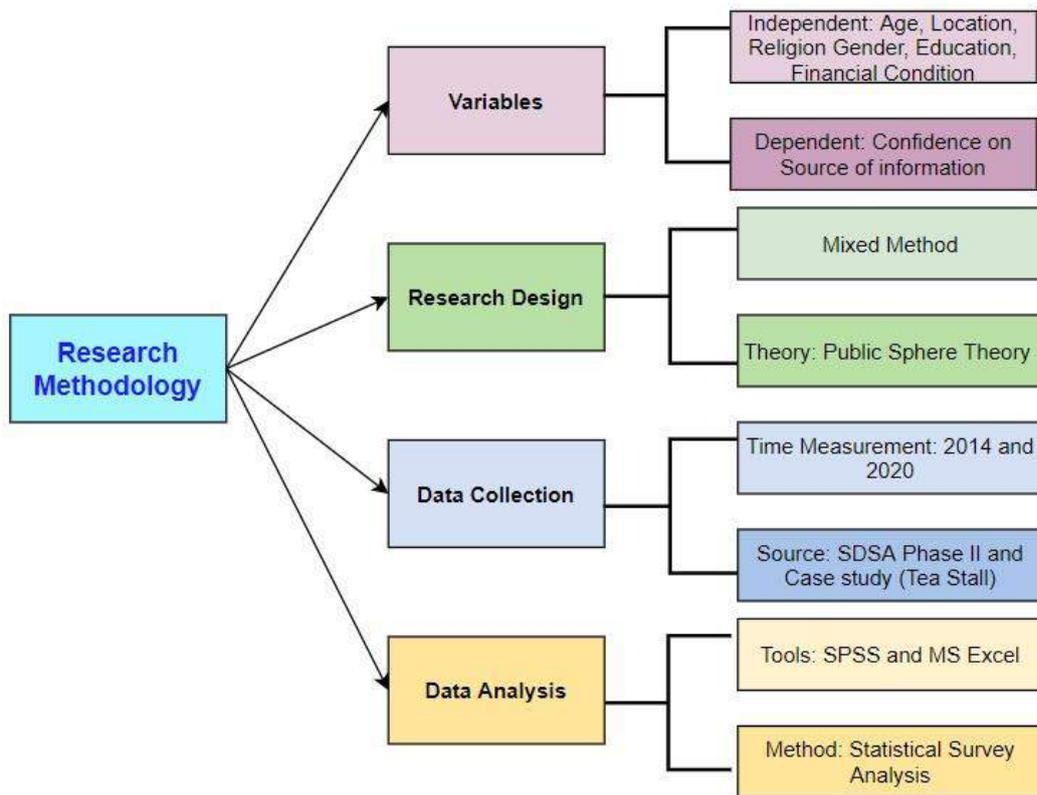


Figure 2 Analytical framework

### 3.4 DEPENDENT VARIABLES

SN	Dependent variables	Indicators of the variable	Measured by
1	Confidence in the source of information	Respondents reaction to the source of information	Measured by survey questionnaire regarding which medium do you think people have much trust as a source of News –newspapers, radio, television, etc.? Ques 2. How much trust do you have in the information gathered from these sources?

### 3.5 Independent Variables

S. N	Independent variables	To be measured by	Collection Method
1	1. Gender 2. Age 3. Education 4. Religion 5. Regionalism 6. Economic status	1. Respondent's profile 2. Respondent's profile 3. The education level of respondents 4. The answer to respondents in the survey questionnaire 5. Respondent's profile 6. The answer to respondents in the survey questionnaire	

### 3.6 OPERATIONAL DEFINITION OF THE VARIABLES

This section provides brief ideas on the different variables used in this study. The dependent variable is confidence in sources of information of citizens, and the independent variables are gender, age, education, religion, economic status, etc. On the basis of the above discussion, the operational definition of the variables are as follows:

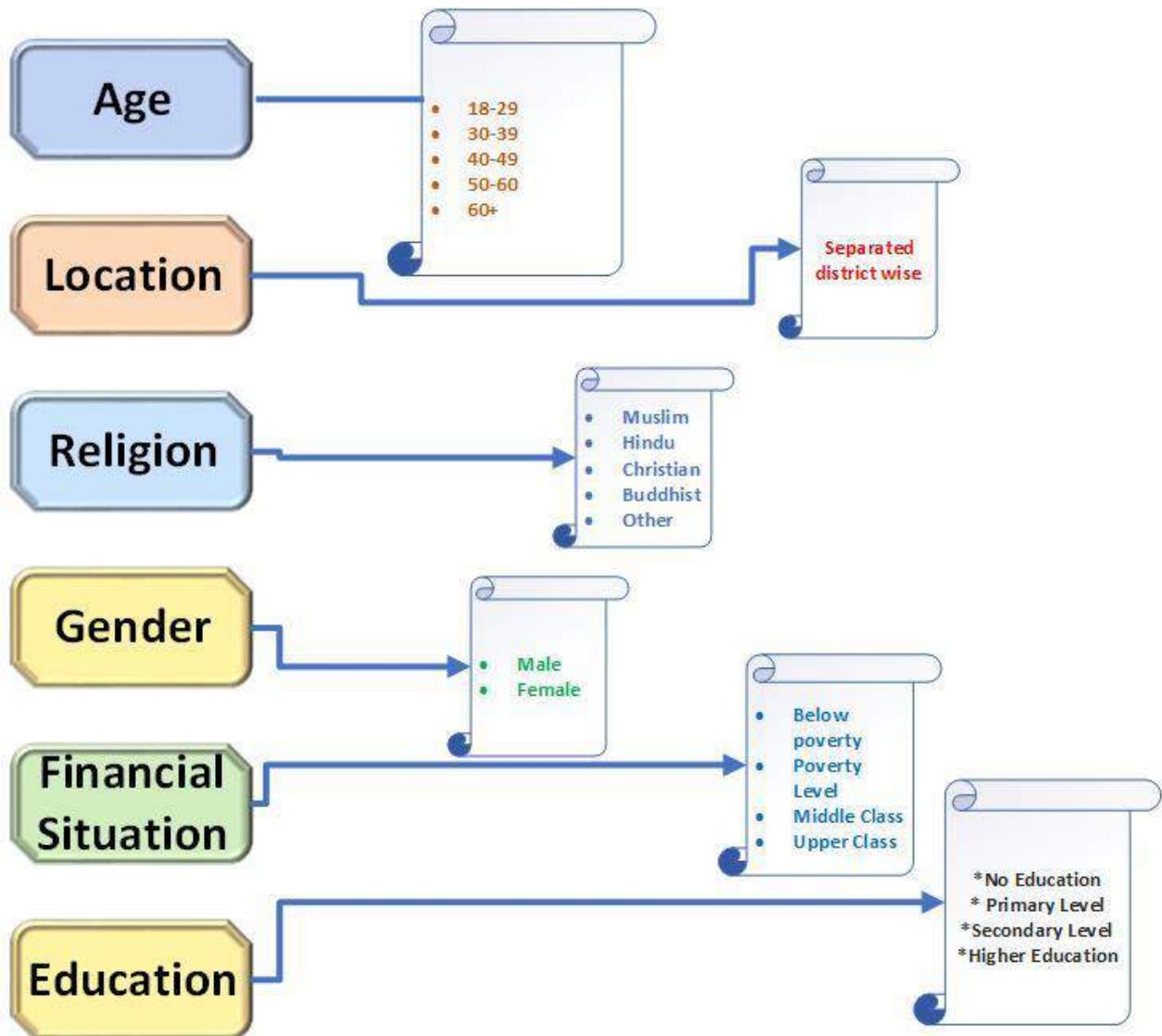
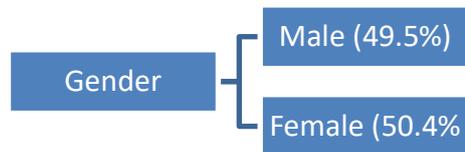


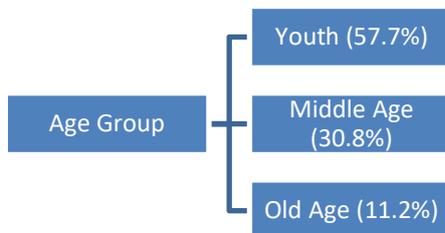
Figure 3 Variables

**Gender:** Gender is one of the critical variables for this research. We will try to find whether Gender has any relation regarding confidence and news sources in our country or not.



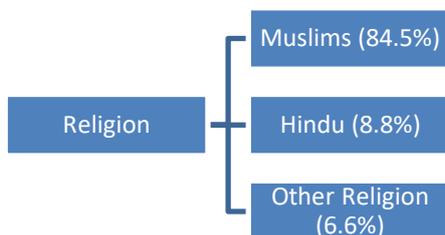
**Fig 4a: Portion of each Gender**

**Age:** Respondents would be divided into some groups like young age (1-15years), middle-age (16-45 yrs), and old age (45+ yrs), and the researcher will see whether age plays any role in building confidence about news sources.



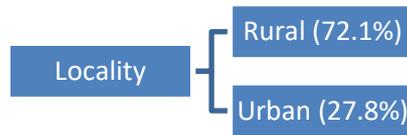
**Fig 4b: Portion of each Age**

**Religion:** Religion is another important factor deserving to be checked if it has any implication on confidence with news sources.



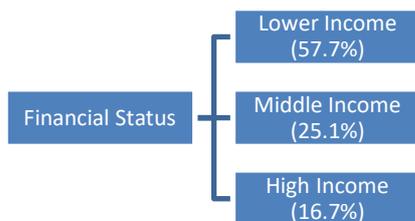
**Fig 4c: Portion of each religion**

**Regionalism:** The word regionalism indicates here the area where the respondents are from and to see whether the trust level on information sources changes from area to area.

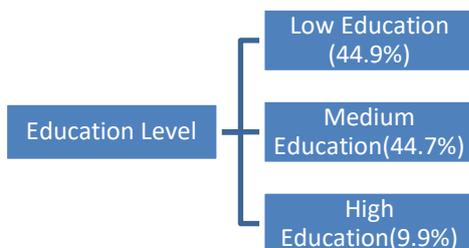


**Fig 4d: Portion of each Locality**

**Economic status:** Economic status refers to the financial state of the respondents, his monthly income, his house, job status, etc. It is believed to have influenced the trust level of the citizen in the conventional sources of information in Bangladesh.



**Fig 4e: Portion of each Income Status**



**Fig 4f: Portion of each Education Level**

**Education Level:** Respondents who have completed or yet to secure primary Education (Grade 1-5) are categorized as "Low Education." Respondents who have completed or yet to complete higher secondary (Grade 6-12) are categorized as "Medium Education," and lastly, any respondents with higher education degrees, e.g., Bachelors's or Masters's Degree are categorized in the "High Education" Category.

The tendency to collect News from different sources are presented as frequency scale, which is divided into Four Degree of responses, which are "Never," "Once in a week," "3-4 times in a week", "Everyday " basis.

The discussion provides a tabulated graph explaining the frequency to collect News from each source at different degrees based on each demographic characteristic.

### **3.7 THEORIES AND CONCEPTUAL DISCOURSES**

#### **3.7.1 The Public Sphere Theory**

The public sphere theory of the German philosopher and sociologist Jürgen Habermas will be used to establish our study. In the tradition of critical theory and pragmatism, his works address communicative rationality and the public sphere. Habermas is known for his works on the concept of modernity, particularly with respect to the discussions of rationalization. The theory is as follows:

The term was originally coined by a German philosopher Jürgen Habermas in his masterpiece, "The Structural Transformation of the Public Sphere," published in 1962. In this theory, he describes the public sphere as an imaginary group of people who don't have a real existence in any identifiable sphere but exists only virtually.

He describes a bourgeois, male, white, upper-middle-class, educated, and the adult public sphere. In the public sphere (German *öffentlichkeit*) arena, people gather together for open discussion to find the anomalies in the society, and through these conversations, they send a message to the political leaders on any issue. This type of discussion is known as public debate, and it is based on "rational-critical argument" (Kant, 17th century). This debate mainly focuses on the issues which are of great concern to the people. The public sphere is based mainly on rational conversations in day to day life and not on actions. The public sphere can also be described as the civil ground where public opinions take shape, and its wide publicity creates pressure on the authority and prevents them from doing whatever they like. In this process, decisions are made without any violence. The public debate takes place mostly through social media, academic publications, and government policy documents. According to Gerard A. Huse, it is a discursive space in which people and communities gather to discuss

matters of mutual interest and, where possible to reach a common consensus on those issues. The ideology of the public sphere theory is that the public sphere would lead the public laws and regulations, and only the legal authority pays due attention to the public sphere.

The Habermasian public sphere based on critical–rational discussion has four essential elements:

- All participants possess equal opportunity to take part in the discussion, raise queries, talk, and examine the objectives.
- Everyone should have the right to question the determined discussion topics.
- Everyone should have an equal chance to declare their wants, desires, and emotions.
- Speakers should have the right to declare their statements on the procedures of discourse and the practice of these procedures. If they are excluded through the discussions, they should have the freedom to express their position and relations of hegemony, which limited their expression (Ozbek, 20004, 62-3).

The survey of State of Democracy in South Asia (SDSA) phase II was conducted all over the country, and the respondents are taken from all walks of life- both from the urban area as well as from the rural area. The respondents are both male and female, from different professions, financial conditions, and religions. They were free to express their opinion, feeling, their thinking on various issues, etc. In this way, they also form a general consensus over a matter of public interest. In the case of tea stall data, it is more applicable at the tea stall, and all the participants are free to participate in the discussion, raise questions, and examine the objects. Everyone has equal opportunity to determine the subject of a debate or even discard it. They can share their dos and don'ts, expectations, disliking, wants, and emotions.

In this process, they form a strong opinion or consensus on a particular issue of public interest, which puts pressure on the political leaders to do or not to do something. They can't do whatever they wish and compelled to respect the public voice. Therefore, there is a check and balance in the society.

## 4 DATA PRESENTATION

### 4.1 FREQUENCY OF READING COLLECTING NEWS BASED ON AGE GROUP

Figure 5.1a, 5.1b, and 5.1c below show the Frequency of collecting news from Newspaper, Radio and TV for different age groups in an ordinary week. The Age Group ranges from 18 to 96, with a median age group of 56. The Age group is broadly categorized into 3 groups: Youth (age till 40 years), Middle Age (41-60 years), and Old Age (above 60 years). In the age group response, youth respondents make up most responses (57.7%) while Old Age groups provide the fewest (11.2%) responses.

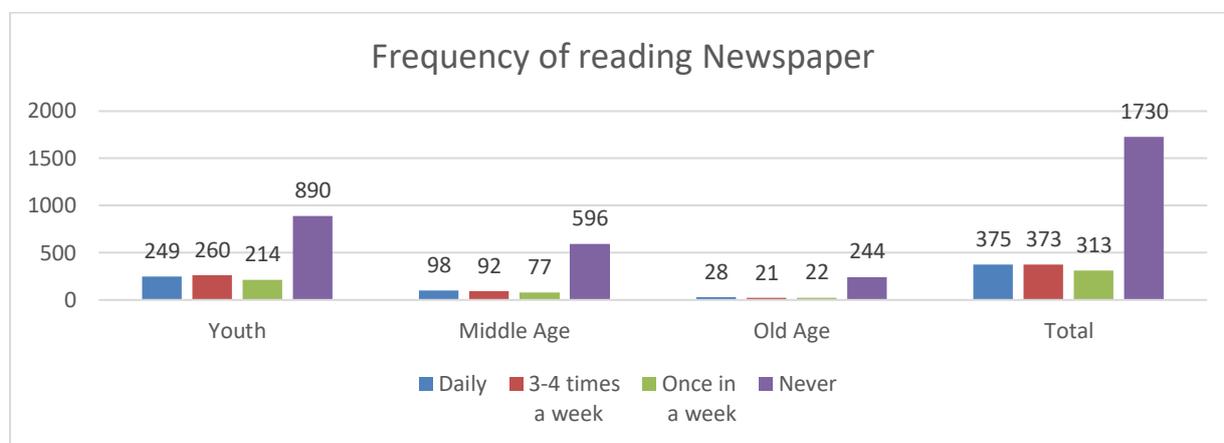


Fig 5.1a: Frequency of reading Newspaper in a week

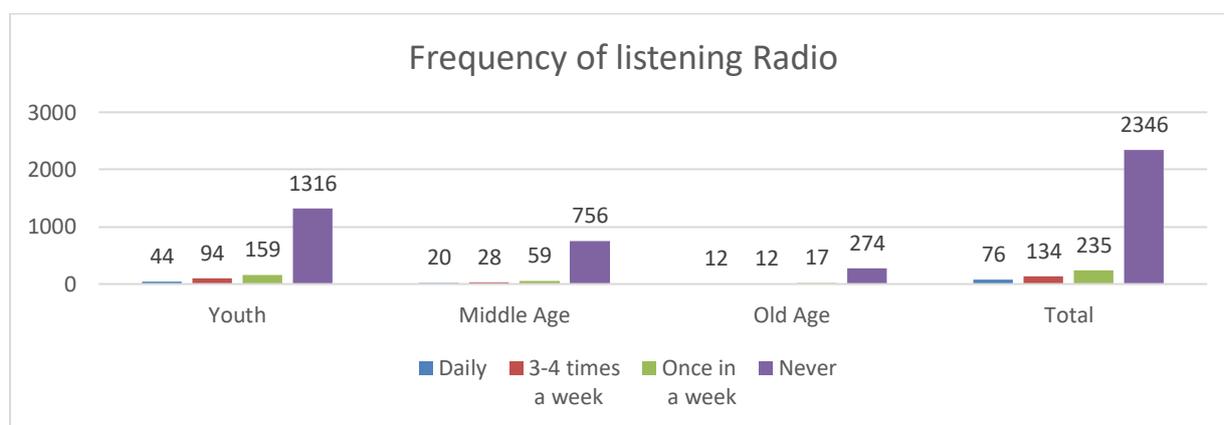


Fig 5.1b: Frequency of listening to Radio in a week

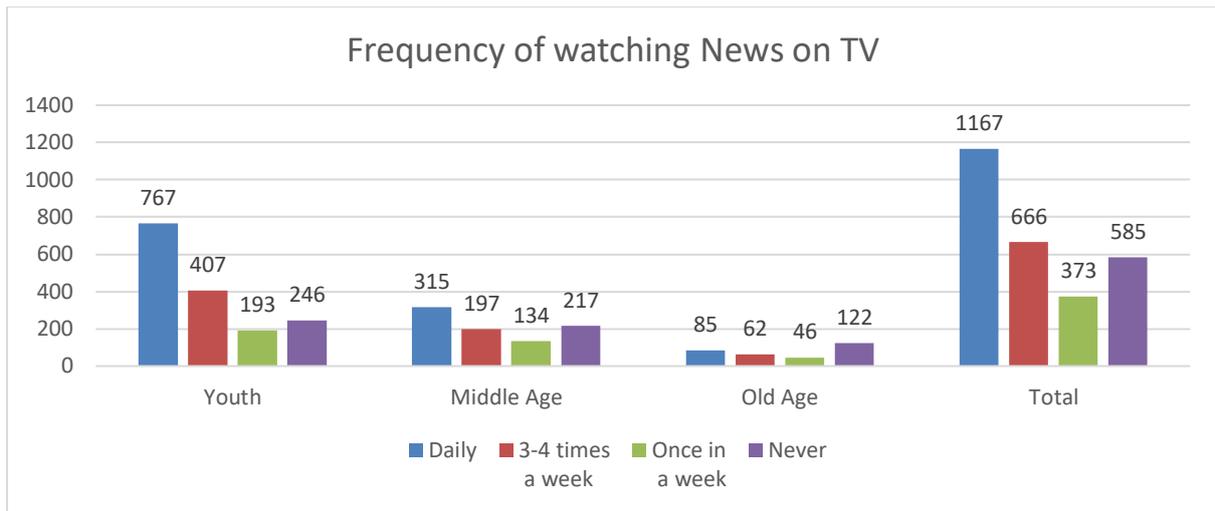


Fig 5.1c: Frequency of watching News on TV in a week

We can see a clear majority of the responses (62%) belong to the category of "Never," which can be translated as the respondents' reluctance to read the Newspaper even in a week. The proportion is also consistent among the age groups. The majority of the Youth (55%) respondents never read the Newspaper in a week, followed by 69% of the middle age respondents and 77% of the Old Age Group.

However, the degree of response is different for TV, where the majority (42%) of the respondents watch News daily on TV. The Frequency of watching TV is rather different from the Frequency of Radio and Newspaper viewing, where 21% of the respondents do not watch TV, 13% of the respondents watch once a week, and 24% of the respondents watch 3-4 times a week.

From the age group, respondents in the youth category and middle age category mostly (48%, 37%) tend to watch the news on TV daily while most respondents in the old age category tend not to watch TV even in a week.

#### 4.2 FREQUENCY OF READING COLLECTING NEWS BASED ON GENDER

Figure 5.2a, 5.2b, and 5.2c displays the Frequency of collecting news from a different source based on Gender. Male respondents are slightly higher than female respondents.

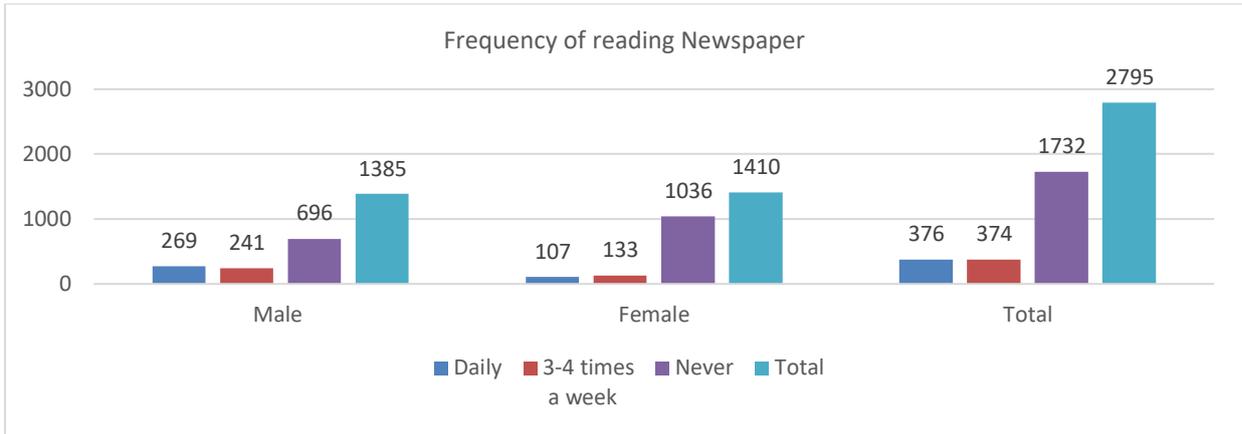


Fig 5.2a: Frequency of reading Newspaper in a week

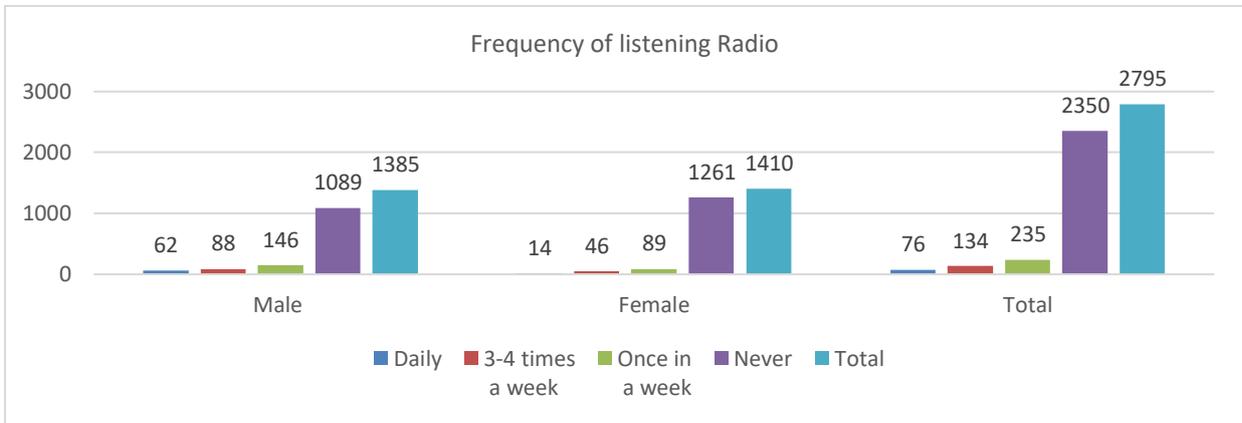


Fig 5.2b: Frequency of listening to Radio in a week

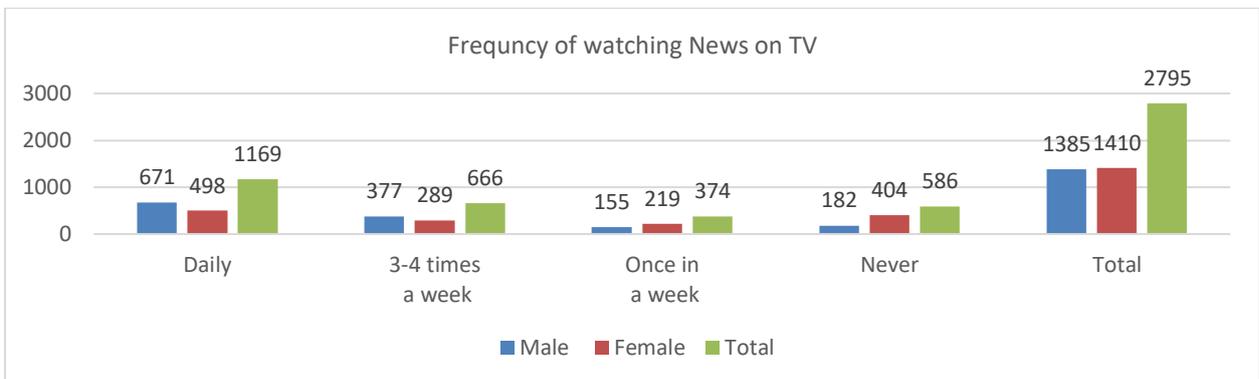


Fig 5.2c: Frequency of watching News on TV in a week

In Terms of Gender, most (62%) of the respondents do not read the Newspaper even in a week. Here, the Female respondents have higher reluctance (73%) to read Newspapers while half of the male respondents do not read the Newspaper in an average week. The least proportion of female respondents (8%) tend to read Newspapers while the least share of male respondents (13%) tend to read Newspapers once a week.

In terms of listening to Radio for News, most of the respondents (84%) do not listen to the Radio even in a week. In terms of Gender-based Frequency, 79% of the male respondents and 89% of the female respondents "never," which indicates a higher reluctance to listen to Radio among female respondents. Only 4% of the male respondents and 1% of the female respondents listen to Radio daily.

#### 4.3 FREQUENCY OF READING COLLECTING NEWS BASED ON LOCALITY

Figure 5.3a, 5.3b, and 5.3c displays the Frequency of collecting news from a different source. Here, the majority of the respondents belong to the rural population.

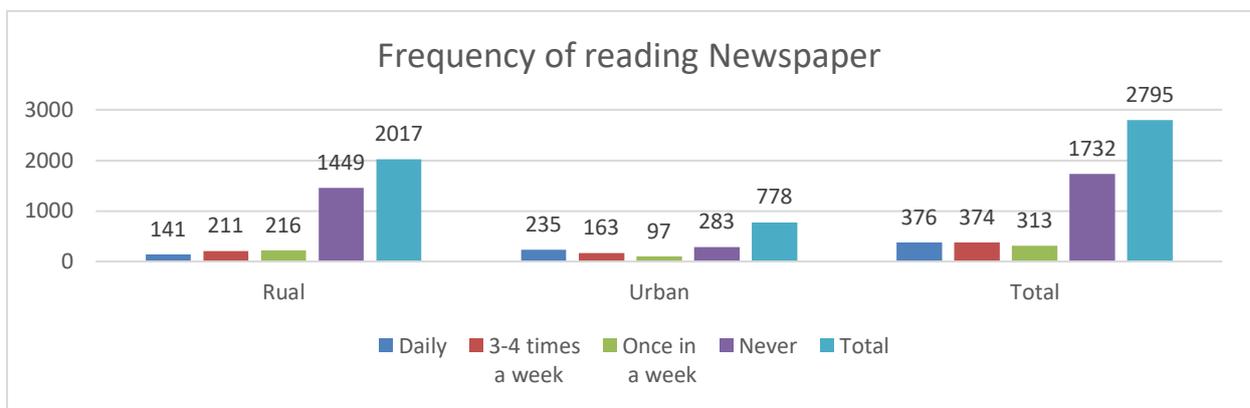


Fig 5.3a: Frequency of reading Newspaper in a week

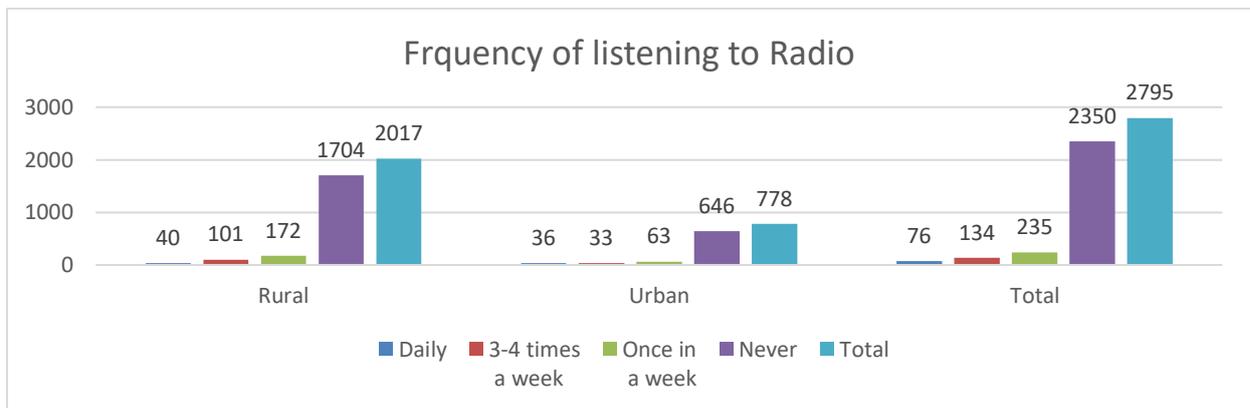


Fig 5.3b: Frequency of listening to Radio in a week

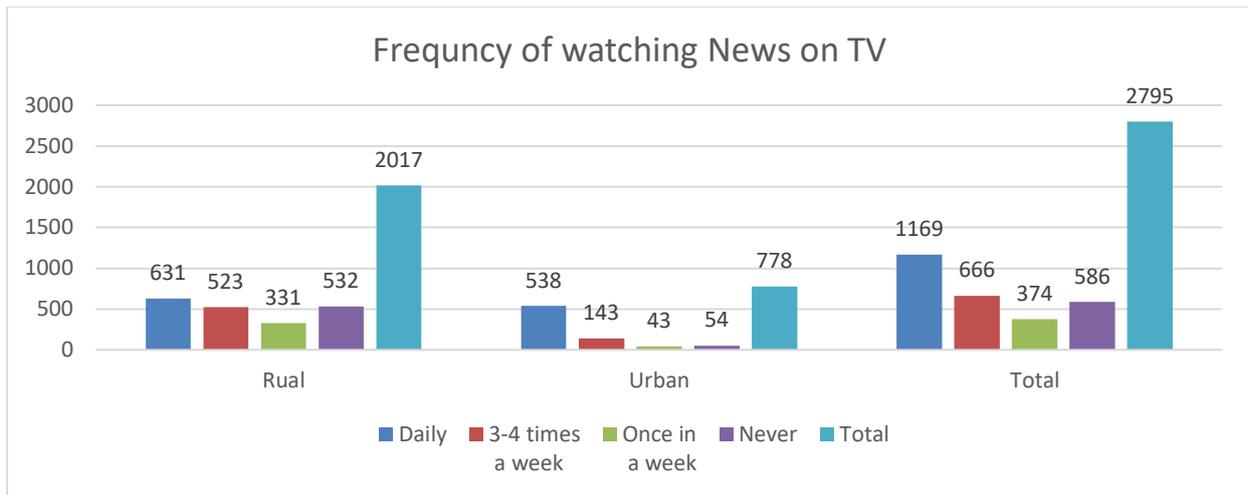


Fig 5.3c: Frequency of watching the news on TV in a week

In terms of locality, the majority of the respondents belong to the rural area, while others live in the Urban Area.

In both locality majority of the respondents never read the Newspaper in a week, but the tendency to read the Newspaper varies widely among the urban and rural respondents. For the rural segment, 72% of the respondents never read the Newspaper in a week, while 36% of the urban segment never read the Newspaper in a week. Also, a good share of (30%) of the male respondents read the Newspaper daily. Overall in the urban segment, the majority of the respondents read the Newspaper at least once a week while the majority of the rural population do not read the Newspaper on a regular week.

Radio persists to be the least preferred alternative for news in terms of locality. 84% of the rural segment and 83% of the urban section never listen to the Radio even in a week. The Frequency of listening radio hardly varies across the locality where the urban segment listens to Radio slightly more than the rural section.

TV is also the preferred choice for news in both localities while the Frequency of watching differs to a great extent. While 69% of the urban respondents watch the news on TV every day, 31% of the rural respondents watch the TV daily. The big share of the rural segment (26%) also does not watch the news even in a week, which is largely different (7%) for the urban population. The Frequency of watching the news is also higher for the urban segment than that of Rural for every degree.

Here we find the news source also varies from location to location. In the urban area, people read more Newspapers compared to the rural area. The same thing happens in the case of

watching Television meaning urban respondents watch more television news than the rural respondents.

#### 4.4 FREQUENCY OF READING COLLECTING NEWS BASED ON RELIGION

Figure 5.4a, 5.4b, and 5.4c displays the Frequency of collecting news from a different source. In terms of religion, most of the respondents belong to the Muslim, while Hindu and other religion make up a relatively smaller section of the respondents.

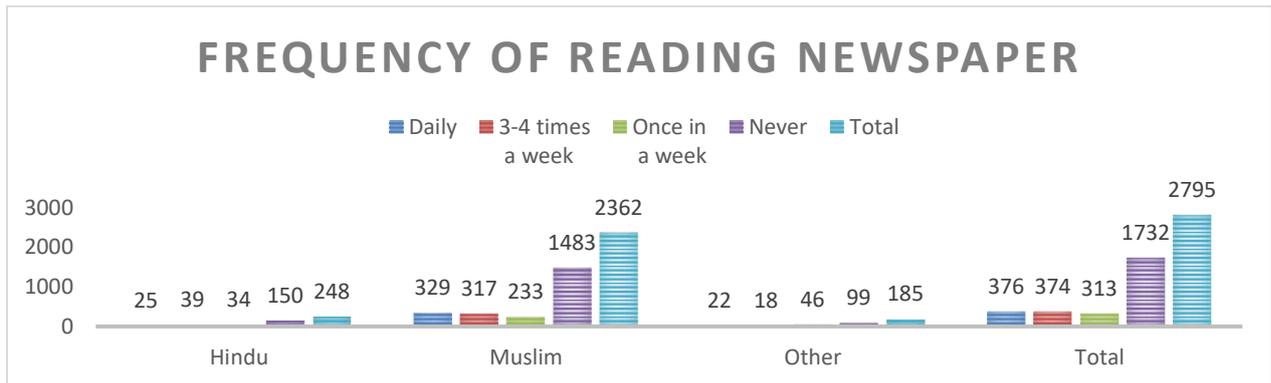


Fig 5.4a: Frequency of reading newspaper in a week

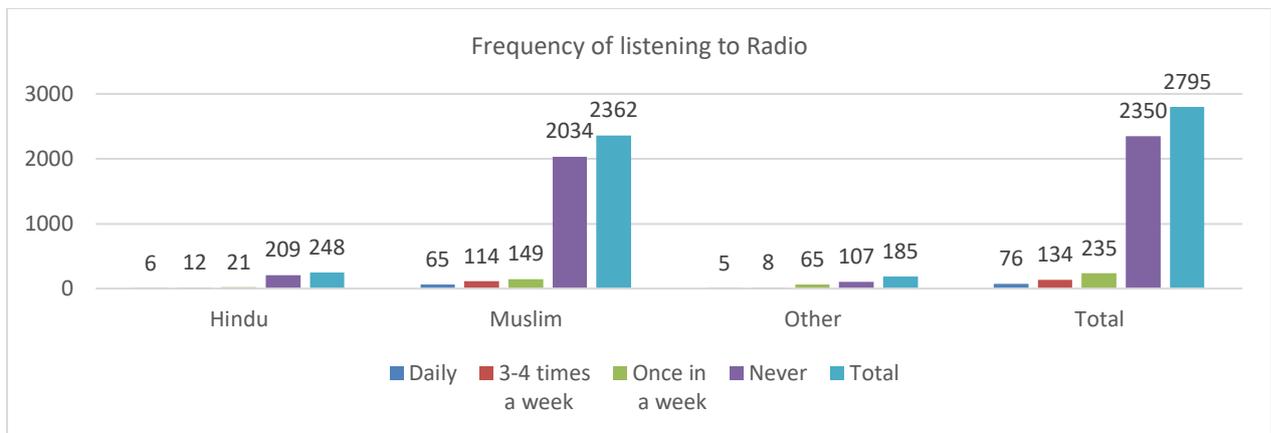


Fig 5.4b: Frequency of listening to Radio in a week

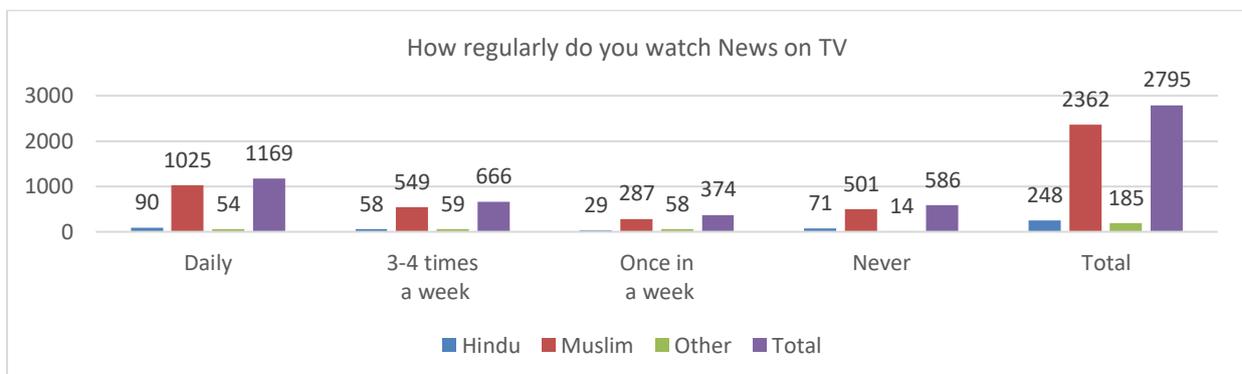


Fig 5.4c: Frequency of watching News on TV in a week

Most of the respondents do not read the Newspaper, which does not change with consideration of religion. Respondents from Hindu, Muslim, and other religions all provide a similar response, with the majority (60%, 63%, 54%) never tend to read the Newspaper. Muslims have a slightly higher percentage (14%) in terms of reading newspapers daily, but respondents from other religions have a higher percentage of reading the Newspaper at least once a week.

Radio again is the least preferred media option for acquiring news regardless of religion. While Hindu and Muslims have mostly (84%, 86%) responded negatively, the percentage is much less (58%) for other religions. Also, 35% of the respondents from other religion listen to the radio at least once a week.

While TV is the most preferred alternative for news, the Frequency of watching varies across the religion. While Hindu and Muslim respondents mostly (36%,43%) watch the News on TV daily, the majority of the respondent from other religions watch TV once a week. The least share of the respondents (8%) from other religions watch the News on TV while the least share of respondents from Hindu and Muslim (12%,12%) watch the News from TV once a week.

#### 4.5 FREQUENCY OF READING COLLECTING NEWS BASED ON FINANCIAL STATUS

Figure 5.5a, 5.5b, and 5.5c displays the Frequency of collecting news from different sources. In Terms of Financial Status, the majority of the respondents belong to the Low-Income Group, while the minimum number of respondents belong to the High Income Group.

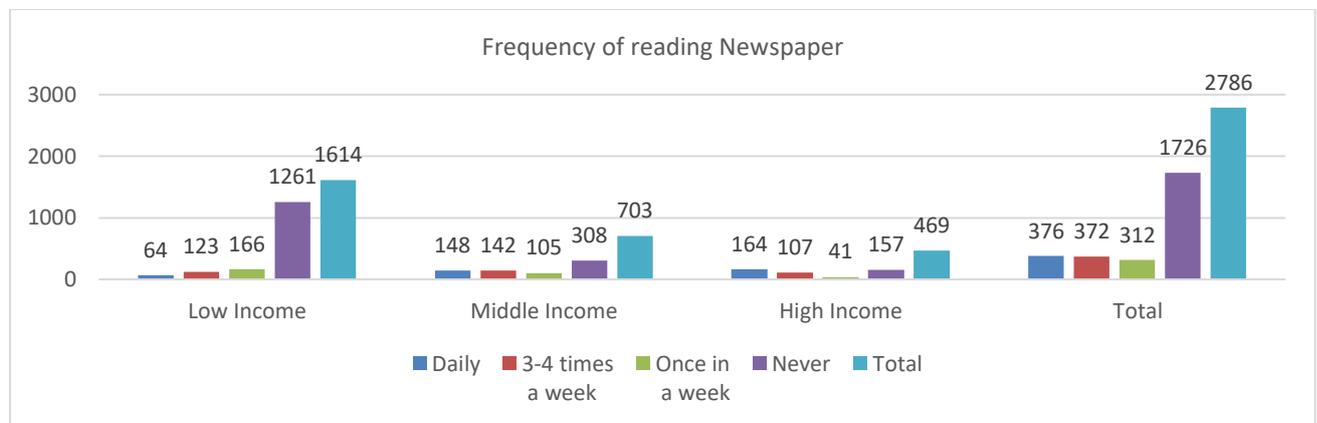


Fig 5.5a: Frequency of reading newspaper in a week

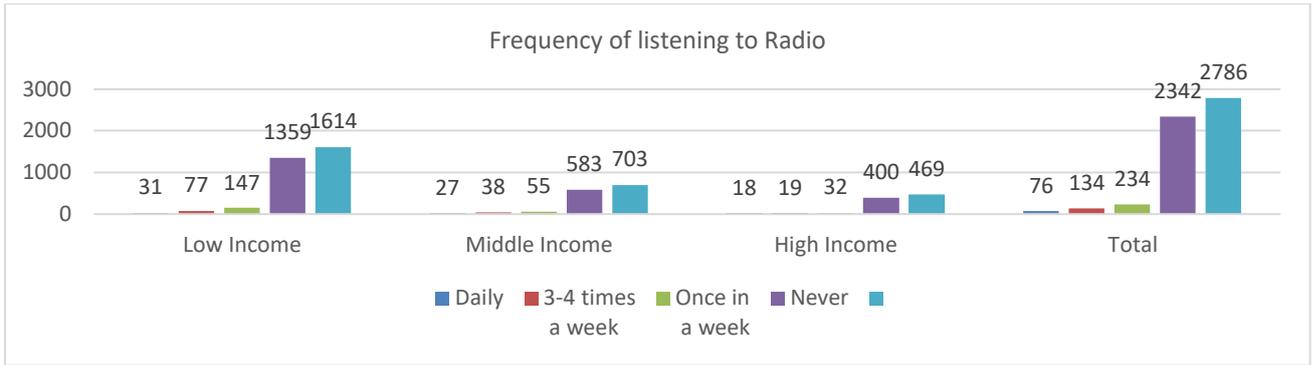


Fig 5.5b: Frequency of reading newspaper in a week

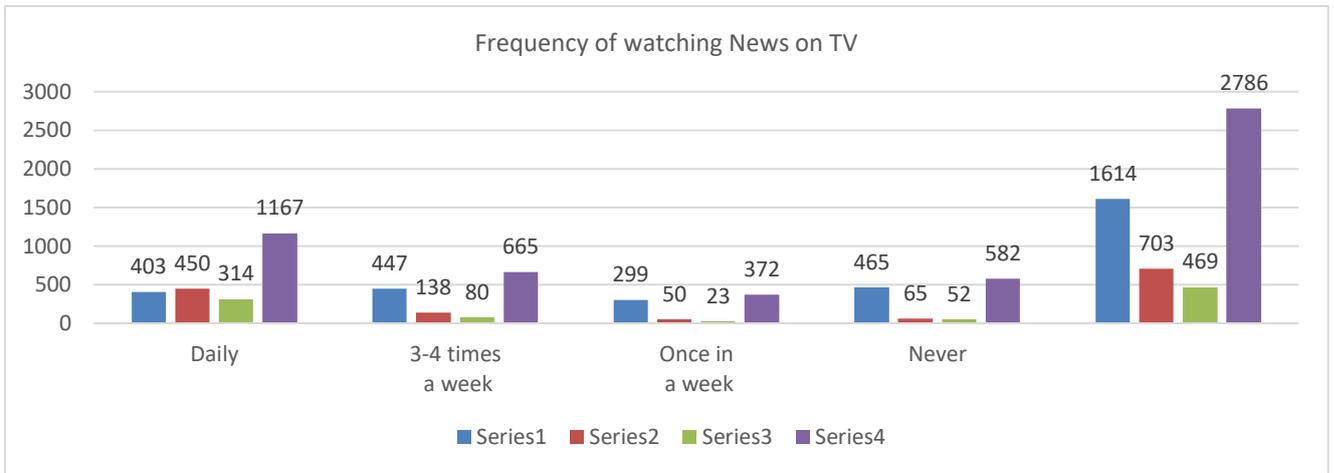


Fig 5.5c: Frequency of reading newspaper in a week

#### 4.6 FREQUENCY OF READING COLLECTING NEWS BASED ON EDUCATION LEVEL

Figure 5.6a, 5.6b, and 5.6c displays the Frequency of collecting news from different sources by respondents categorized based on Education Level obtained. Respondents mostly belong to Low Education (1256) and Middle Education (1251) Level, while a small fraction of the respondents (279) have completed the High Education.

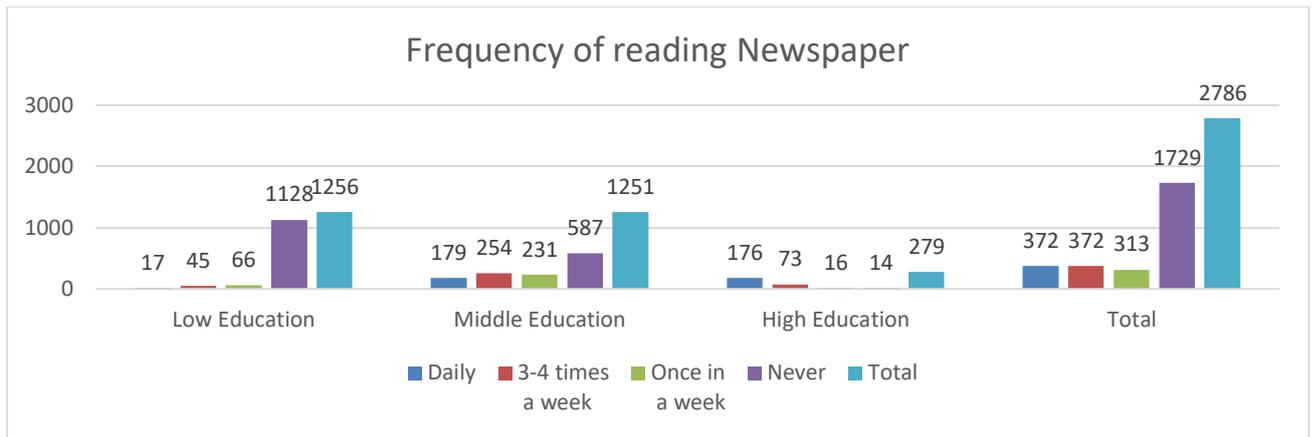


Fig 5.6a: Frequency of reading newspaper in a week

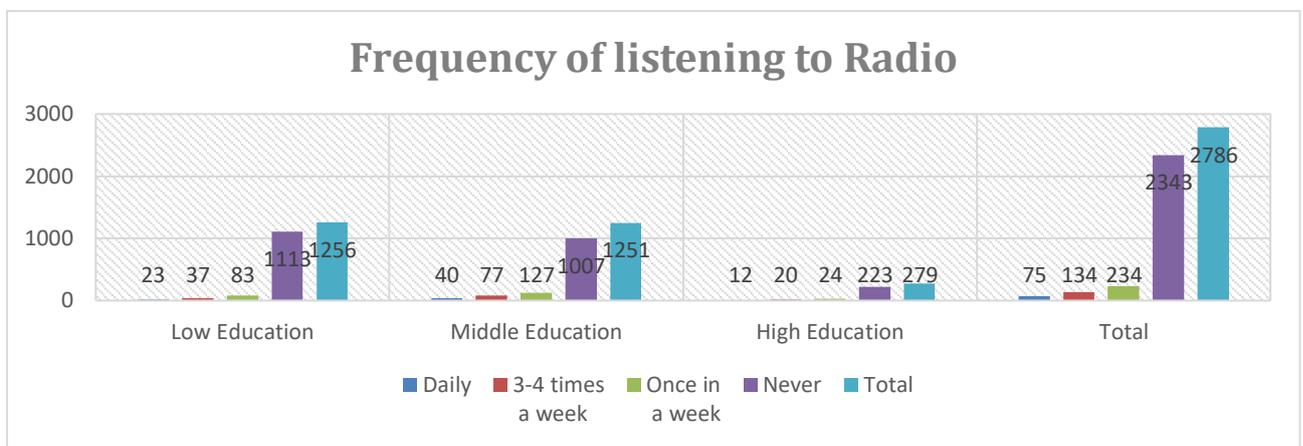


Fig 5.5b: Frequency of listening to Radio in a week

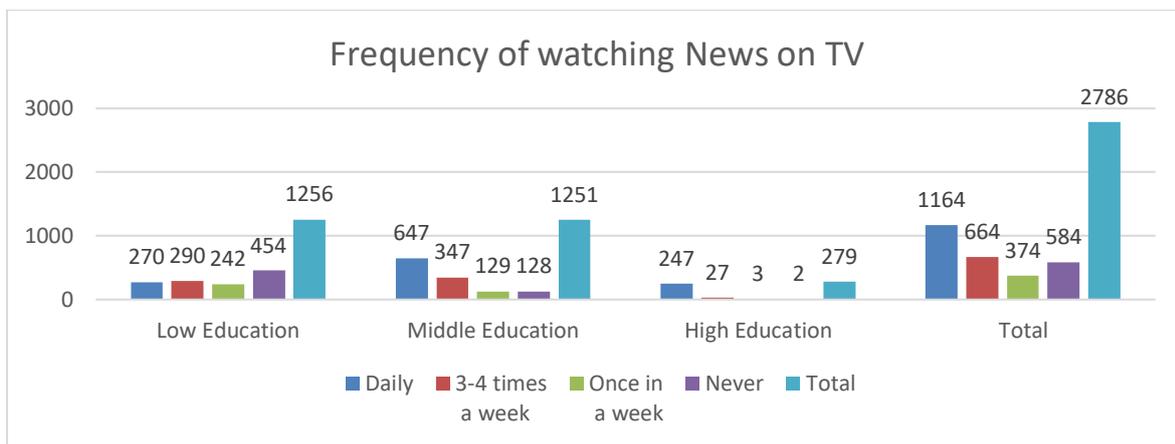


Fig 5.5c: Frequency of watching News on TV in a week

There is a visible disparity in terms of the reading habit of Newspapers among respondents with different education levels. Nearly 90% of the respondents with lower education do not read Newspapers in a regular week. Fewer responses are obtained as the Frequency of reading is increased in this category. Only 1% of the respondents with low education read the

Newspaper every day. Majority of the respondents (47%) with Middle Education also do not read Newspapers in a week, but the reading habit is much higher than the respondents with low education. 14% of the respondents also tend to read the Newspaper in this category. Lastly, more than 63% of the respondents with higher education read the Newspaper daily. More respondents tend to read the Newspaper with higher Frequency, with only 5% of the respondent found without reading habit in this category.

#### 4.7 OBSERVATIONS FROM TEA STALL DATA

Ten observation details from these tea stalls are given below:

Tea Stall Observation (Chanda Tea Stall, Mirpur -6 Kacha Bazar)

Observation-1

Name	Mahmud
Age	35
Sex	Male
Education	Low education
Area	Mirpur, Dhaka
Religion	Islam
Financial condition	Lower-income

Some 7/8 people were having tea and discussing the contemporary issues among themselves in this tea stall. They were talking about all the concerns of public interest covering the subject of COVID -19, a recent flood in the country, bad weather (heavy rain), closure of educational institutions, law and order situation, politics, and whatnot. One of the discussants named Mahmud was talking about COVID 19. He was expressing his view that it was nothing serious, and it does not attack the poor, especially the slum dwellers. If there is anything called the Coronavirus, it is for the rich people, he added. When the researcher asked him how he knew that, he replied that from his observation, he came to this conclusion, and most of the inhabitants of his locality also believe it. He did not come across any COVID patient in the slum area he had been living. He also said that once he saw a television channel report where it said that COVID patients were surprisingly low in the densely populated slum areas, especially

in the capital city. While asked if he read the Newspaper or heard the Radio, he replied that he does not know how to read the Newspaper and seldom hears the Radio. Therefore, he is more comfortable with Television for news and entertainment.

#### Observation-2

Name	Shakil
Age	21
Sex	Male
Education	Higher education
Area	Mirpur, Dhaka
Religion	Islam
Financial condition	Middle income

A young boy named Shakil was talking about his university closure due to COVID 19 for sine die. Now, most of his time is spent watching television, browsing the internet, watching youtube, social media surfing, etc. He also informed that he had three tuitions earlier, but now he does not have any, so he had to depend on his parents financially. He doesn't know when everything will be okay for him. While asked what the source of information is, he answered that social media and sharing with friends are the most important source of information to him. Besides, he also draws information from Television, FM radio, online newspapers, etc. While asked if he believed the news he got from different sources, he replied he does not believe most of the news except those he received from his friends.

#### Observation-3

Name	Shahabuddin
Age	50
Sex	Male
Education	Low education
Area	Mirpur, Dhaka
Religion	Islam
Financial condition	Lower middle income

Around fifty years, a man was gossiping at the tea stall that this type of unusual and abnormal time due to COVID 19 he has never seen in his whole life. He also commented people are terrified of COVID 19 though it is not so severe. He believed that if someone believed firmly in the Almighty Creator, nothing harmful would happen to him. He also informed me that he didn't have any income; his two sons gave him financial support. He told the researcher that he watches Television and reads the Newspaper. He did not have any internet connection in his house. When asked from which source he collected the news regarding COVID 19, he mentioned that Television, newspapers, friends, and family members are the main sources of information for him. He also informed him he had confidence in the news he heard on the television or read in the Newspaper. He also tries to get authentic information on an important issue from his sons who work in the city.

Observation-4 (Cha Ghor, Mirpur Mazar Road, Dhaka)

Name	Sonjoy
Age	40
Sex	Male
Education	Medium education
Area	Mirpur, Dhaka
Religion	Hindu
Financial condition	Middle income

A young man wearing an identity card of a private company was enjoying tea and gossiping with his friends over a cup of tea. He was expressing his worries over the deteriorating financial condition of his company during this COVID 19 pandemic. He informed that the products sell of his company have come down to one third in comparison to the regular selling. If the situation continues for some more months, his company would be shut down, resulting in losing jobs of so many employees like him. He also commented that the Coronavirus would exist for some more years. When asked how he came to this conclusion, he said that he saw this in the news of Television and also in the Newspaper, quoting the

reference of DG, Health Directorate of Bangladesh. He also opined that he believed the experts all over the world are prefiguring the same prediction.

#### Observation-5

Name	Samad
Age	65
Sex	Male
Education	Low education
Area	Mirpur, Dhaka
Religion	Islam
Financial condition	Lower-income

An older man of 65 years old was talking about his experience with his tea stall mates. He was recollecting the memories of his early days when there were no mobile, internet, satellite connection, and even Television was rarely found in the rural areas. Then the people spent time gossiping, plying, and meeting one another. Now the country, along with the world, is advancing fast in science and technology, he added. Even his grandchildren of tender age know how to operate mobile and computer. He also expressed his fear that the young generation is wasting huge time on digital gadgets, which would be harmful to them in the future. Now he watches Television, hears the Radio to get the news from home and abroad. He does not read the Newspaper. In most of the cases, he believed what he saw or heard on the Television or Radio with some reservation.

#### Observation-6

Name	Roby
Age	27
Sex	Male
Education	Medium education
Area	Mirpur, Dhaka
Religion	Islam
Financial condition	Middle income

## Tea Stall Observation (Warsi Bazar Tea Stall, Mirzapur)

### Observation-1

Name	Sulaiman
Age	58
Sex	Male
Education	Low education
Area	Warshi, Mirzapur, Tangail
Religion	Islam
Financial condition	Lower-income

A bearded middle-aged person was discussing the sweet memories of the early days of his life. He was recollecting the memories when he used to enjoy Bangla movies in the cinema hall, went around the country with his friends, and especially enjoyed the village 'Jatra Pala.' He works in his house and the adjacent field, where he produces his required crops and food grains. After the work is over, he enjoys Television and sometimes hears the Radio also. He mainly enjoys movies and dramas on the Radio and Television. He also listens to the news on them. He informed me that he does not read the Newspaper as it is not available in the village. Regarding confidence in news, he expresses his opinion in a negative tone. He believes that most of the news is not factual, especially if it is related to politics. When he hears something on any important matter related to him, he usually consults some of his friends to understand it.

### Observation-2

Name	Akib
Age	24
Sex	Male
Education	Medium education
Area	Warshi, Mirzapur, Tangail
Religion	Islam
Financial condition	Lower-income

A young boy named Akib was having tea at the tea stall and discussing various topics with his friends. He had been working in a private company, but during COVID 19, he was asked not to come to the office until the situation becomes normal. While asked if the company was paying him or not, he replied that initially, they paid one-third to half of the salary, but from last month they refused to pay him any compensation. Now he was spending his time in the village loitering here and there, gossiping with friends and watching Television and surfing the internet, etc. He also informed that he watches Television and reads Newspapers on the internet, and these are the primary source of information for him. He also regularly enjoys YouTube, Facebook, and other social media, which constitute other sources of information for him. Usually, he believes most of the news he hears or reads with some exceptions.

### Observation-3

Name	Profolla
Age	62
Sex	Male
Education	Low education
Area	Warshi, Mirzapur, Tangail
Religion	Islam
Financial condition	Lower-income

A man was gossiping with some other people at the tea stall. He was complaining about the price hike of the necessary daily commodities. He thought that the price of the vegetables, fishes, and other everyday items had gone more than double the regular price. He also informs that he saw in the television news that the price hike was likely to persist in the days to come. He looked much tensed about his future as the income of his son, the only earning member of his family, has gone down these days. When the researcher asked him where he collected his information, he replied he got the story mainly from word of mouth as he talked with the people around him. He consulted his son if he heard any critical news or information which is related to his family. He also collected info from Television and sometimes from Radio. In reply to a question, if he believed everything he heard from Television or word of mouth, he informed the researcher he thought some of them and some he did not.

Observation-4 (Baratia Bazar Tea Stall, Mirzapur)

Name	Porimol
Age	40
Sex	Male
Education	Medium education
Area	Warshi, Mirzapur, Tangail
Religion	Hindu
Financial condition	Low income

Porimal runs a shop that sells construction materials like cement, iron, bricks, etc. He was sharing his bitter experience that during COVID 19, things are very hard for him. His monthly selling and profit have come to a one-fourth in comparison to his regular selling. Now it's tough for him to pay the shop fare, let alone run his family comfortably. He also is expressing his frustration that he is not getting any help from anybody. Earlier he could manage his family satisfactorily, but now it is harder to meet up the basic needs. He seems to be much tense and says if the condition persists like this, he is likely to quit the shop, and he does not know what to do after that. While asked, he informed the researcher that he only see the news on the Television, does not hear the radio, or read newspapers. Regarding trust, he replied

diplomatically that he believes some news while disbelieves the other. He did not clarify which news he believes and which one he doesn't.

#### Observation-5

Name	Kanchon
Age	65
Sex	Male
Education	Low education
Area	Warshi, Mirzapur, Tangail
Religion	Islam
Financial condition	Lower-income

A man of around 65 years old was discussing the present flood situation, which submerged all the villages, making life more difficult for the villagers. He came to the tea stall with a boat, but those who had no boat had to come swimming or got drenched on the way. He is a seasonal farmer working in his field, but now due to the flood, he is entirely free. He hoped that the flood situation would improve soon. He also informed the researcher that he hears Radio, watches Television regularly. He is a regular tea stall visitor and likes to spend time over there gossiping with the villagers. So, talking or word-of-mouth is also very important to him as information sources. Asked if he believed what he hears or sees, he replied he believes what he sees on the Television but tries to recheck what he hears from others.

#### Observation-6

Name	Akmal
Age	44
Sex	Male
Education	Medium education
Area	Warshi, Mirzapur, Tangail
Religion	Islam
Financial condition	Lower-income

## 5 DATA ANALYSIS

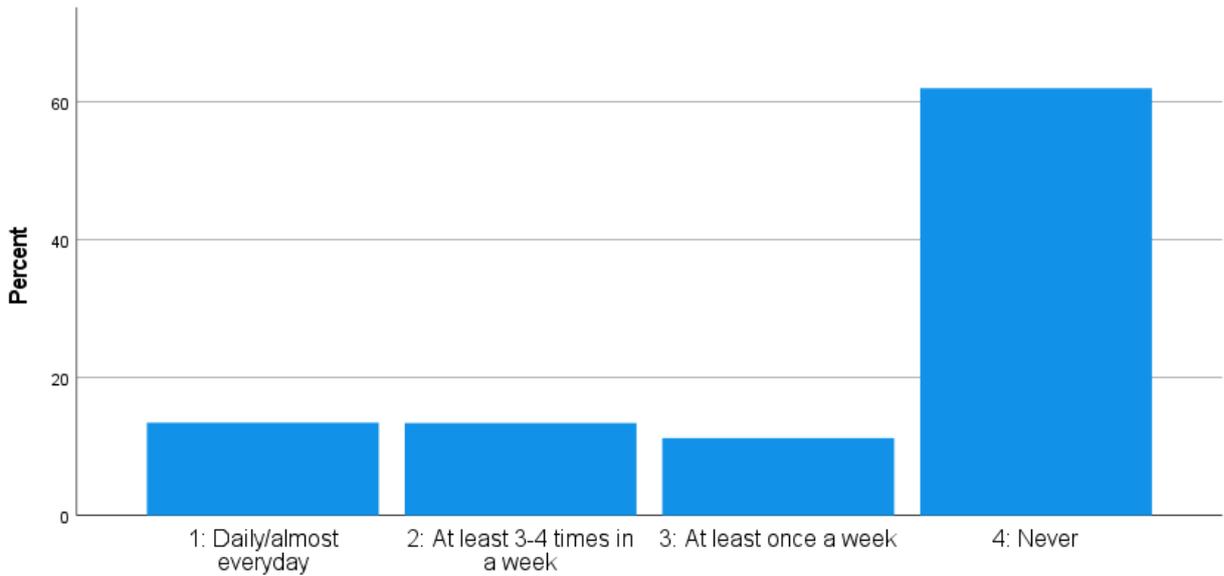
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The frequency distribution shown in Figure 5.1a shows that collecting information varies as per age division. The young generation and the middle-aged people read news from the newspaper more, and the old aged people read fewer newspapers. Online and digital media has a huge impact on reading newspapers. The young generation likes to read online newspapers, sports news, and employment news, where the middle-age generation reads newspapers, mainly in the office or at home (morning or evening).

From 5.2a, we find male respondents read more newspapers compared to the female respondents, which answers research question 2, as it indicates that source of information or confidence in information varies based on gender.

From Figure 5.5a, we can see the habit of a reading newspaper varies across the income group, and the degree of reading also varies considerably. While 78% of the low-income respondents do not read the Newspaper even in a week, most high-income respondents (35%) read the Newspaper every day. For middle-income respondents, 44% of the respondent do not read Newspapers in a week while 21% of the respondents read the Newspaper daily, 20% of the respondents read 3-4 times in a week, and 15% read once in a week. This way, the majority of the Middle Income (56%) and High Income (67%) respondents read the Newspaper at least once a week while the majority of low-income respondents do not read the Newspaper. Figure 5.6a also shows that the reading habit varies based on education level. There is no significant difference in the reading newspaper based on religion. From Figures 5.1a, 5.2a, 5.3a, 5.4a, 5.5a, and 5.6a, we can also see that a lot of people do not read the newspaper at all. Figure 6 summarizes that more than 60% of people do not read the newspaper at all, and around 16% of people read the newspaper daily.

**Z2: In an ordinary week, how regularly do you read the newspaper - daily/almost everyday, 3-4 times a week, at least once a week or never?**



**Z2: In an ordinary week, how regularly do you read the newspaper - daily/almost everyday, 3-4 times a week, at least once a week or never?**

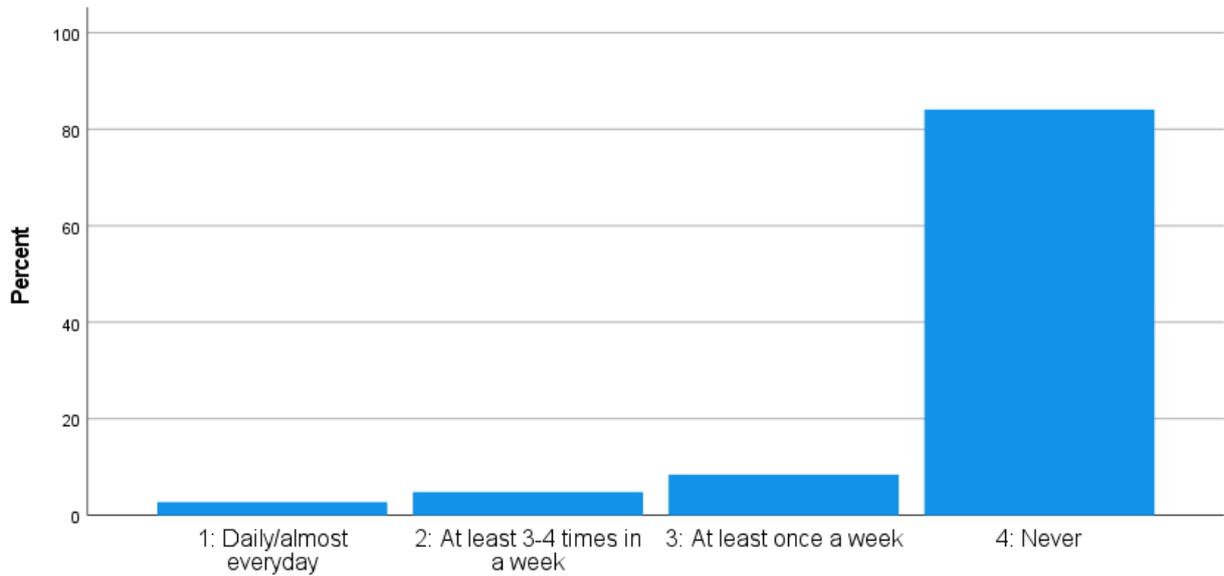
**Z2: In an ordinary week, how regularly do you read the newspaper - daily/almost every day, 3-4 times a week, at least once a week or never?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Daily/almost everyday	376	13.5	13.5	13.5
	2: At least 3-4 times in a week	374	13.4	13.4	26.8
	3: At least once a week	313	11.2	11.2	38.0
	4: Never	1732	62.0	62.0	100.0
	Total	2795	100.0	100.0	

*Figure 6 Newspaper reading habit*

As shown in Figure 5.1b trend can be observed for Radio, where the majority (84%) of the respondents do not listen to Radio even a week. The response is largely consistent among the different age groups (82%, 88%, 87%). Only a few respondents (3%) listen to the radio on a daily basis. Figure 7 shows that more than 82% of people do not listen to the radio at all, and only around 2% of people listen to the radio daily.

**Z3: In an ordinary week, how regularly do you listen to news on radio - daily/almost everyday, 3-4 times a week, at least once a week or never?**



**Z3: In an ordinary week, how regularly do you listen to news on radio - daily/almost everyday, 3-4 times a week, at least once a week or never?**

**Z3: In an ordinary week, how regularly do you listen to the news on the radio - daily/almost every day, 3-4 times a week, at least once a week or never?**

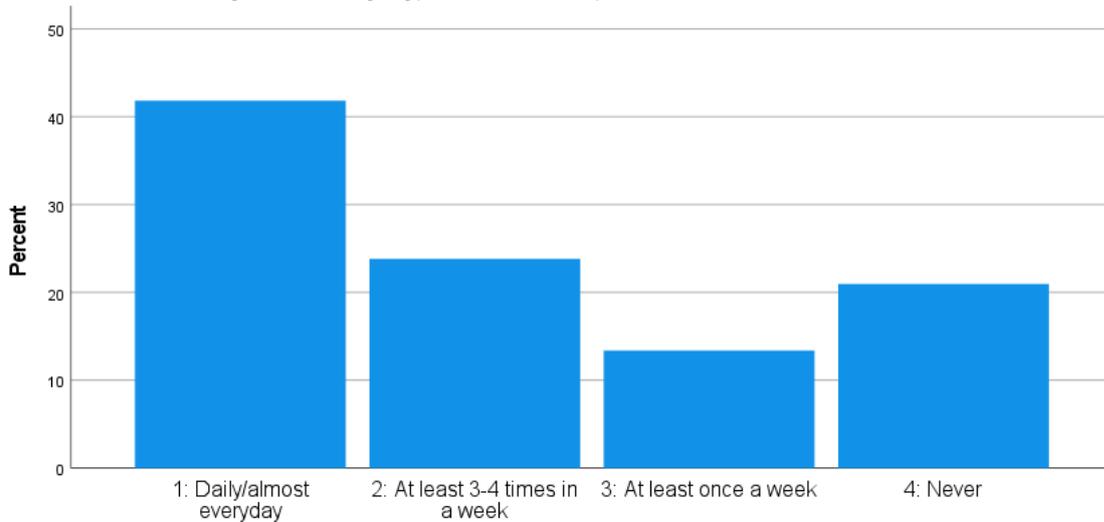
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Daily/almost everyday	76	2.7	2.7	2.7
	2: At least 3-4 times in a week	134	4.8	4.8	7.5
	3: At least once a week	235	8.4	8.4	15.9
	4: Never	2350	84.1	84.1	100.0
	Total	2795	100.0	100.0	

Figure 7 New from Radio.

Television, on the other hand, is the most sought out media for news regardless of gender, location, education level, religion, and financial status. 48% of the male respondents and 35%

of the female respondents tend to watch the news on TV. However, 35% of the female respondents never watch TV in a week, which is significant when compared to the section of the female who watches TV daily. Only 13% of male respondents choose not to watch the news on TV. Figure 7 shows that approximately 42% of people watch television daily, where only 22% do not watch the news from television at all.

**Z4: And what about watching news on TV. In an ordinary week how regularly do you watch news on TV - daily/almost everyday, 3-4 times a week, at least once a week or never?**



**Z4: And what about watching news on TV. In an ordinary week how regularly do you watch news on TV - daily/almost everyday, 3-4 times a week, at least once a week or never?**

**Z4: And what about watching the news on TV. In an ordinary week how regularly do you watch news on TV - daily/almost everyday, 3-4 times a week, at least once a week or never?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: Daily/almost everyday	1169	41.8	41.8	41.8
	2: At least 3-4 times in a week	666	23.8	23.8	65.7
	3: At least once a week	374	13.4	13.4	79.0
	4: Never	586	21.0	21.0	100.0
	Total	2795	100.0	100.0	

Figure 7 New from Radio.

5.1c we find that most of the people from all age groups-young, middle and old age like to watch Television more, which indicates that they have more confidence in Television than in newspapers or Radio. Young people read more Newspaper compared to middle and old aged people. Regarding Radio, it's the most neglected source of information as very few respondents hear it.

Here we find that the respondents have more confidence in Television as a source of information as most of the respondents, both male and female, watch Television regularly. One possible reason may be that as on Television, both images and voices are enjoyed; that's why more people enjoy them and keep confidence in the news of this medium. Another finding is that male respondents watch more Television indicating the variation based on Gender. We also find that respondents like to get news watching Television rather than reading the newspaper or listening to the Radio.

Radio happens to be the least chosen option across all the respondents in the different income categories. The majority of respondents from Low Income, Middle Income, and High-Income category have responded (84%, 83%, 85%) as not listening to Radio even in a week. The tendency to watch News on TV also happens to be different across different income groups. While 67% of the High-Income respondents and 64% of the middle-income respondents watch News on TV daily, only 25% of the low-income respondents watch News on TV. The majority of the Low-Income respondents (29%) never watch TV even in a week. Percentages in Middle Income and High-Income respondents hardly vary in terms of frequency of watching the news on a regular week.

## **5.1 CORRELATION**

To validate the result and data we found in the previous section, we have created the correlation table shown in Tables 1-3. Table 1 shows the correlation between gender with the habit of reading, listening, and watching the news from newspapers, radio, and television. Correlation is a technique for investigating the relationship between two quantitative, continuous variables, for example, gender and habit of reading newspapers. The higher P-value (shown as Pearson correlation value in Tables 1-3) means there is a strong relationship. A higher value in our analysis means that the confidence is high or the variable has more

impact. The Pearson value is higher in the newspaper (0.246) compared with Radio (0.155) and TV (.207). This means that gender has more impact on the reading habit of the newspaper.

Table 1 Gender correlation

Correlations – Gender with Radio, Tv, and Newspaper					
		Z5: Gender	Radio	TV	Newspaper
Z5: Gender	Pearson Correlation	1	.155**	.207**	.246**
	Sig. (2-tailed)		.000	.000	.000
	N	2795	2795	2795	2795
Radio	Pearson Correlation	.155**	1	.147**	.217**
	Sig. (2-tailed)	.000		.000	.000
	N	2795	2795	2795	2795
TV	Pearson Correlation	.207**	.147**	1	.525**
	Sig. (2-tailed)	.000	.000		.000
	N	2795	2795	2795	2795
Newspaper	Pearson Correlation	.246**	.217**	.525**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	2795	2795	2795	2795
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 2 Age correlation

Correlations – Age with Radio, Tv, and Newspaper					
		Radio	TV	Newspaper	Z1: What is your age?
Radio	Pearson Correlation	1	.147**	.217**	.047*
	Sig. (2-tailed)		.000	.000	.014
	N	2795	2795	2795	2793

TV	Pearson Correlation	.147**	1	.525**	.179**
	Sig. (2-tailed)	.000		.000	.000
	N	2795	2795	2795	2793
Newspaper	Pearson Correlation	.217**	.525**	1	.138**
	Sig. (2-tailed)	.000	.000		.000
	N	2795	2795	2795	2793
Z1: What is your age?	Pearson Correlation	.047*	.179**	.138**	1
	Sig. (2-tailed)	.014	.000	.000	
	N	2793	2793	2793	2793
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Table 2 shows that P-value for age and Radio is lower (0.014), where P-value for age and TV (0.179) is higher. This shows that the habit of watching TV varies more based on age.

*Table 3 Income, Locality, and Religion correlation*

<b>Correlations – Income, Locality, and Religion with Radio, Tv, and Newspaper</b>							
		Radio	TV	Newspaper	Religion	Locality	Income
Radio	Pearson Correlation	1	.147**	.217**	-.063**	-.040*	-.021
	Sig. (2-tailed)		.000	.000	.001	.035	.267
	N	2795	2795	2795	2795	2795	2786
TV	Pearson Correlation	.147**	1	.525**	-.023	-.335**	-.347**
	Sig. (2-tailed)	.000		.000	.234	.000	.000
	N	2795	2795	2795	2795	2795	2786
Newspaper	Pearson Correlation	.217**	.525**	1	-.008	-.371**	-.440**

	Sig. (2-tailed)	.000	.000		.660	.000	.000
	N	2795	2795	2795	2795	2795	2786
Religion	Pearson Correlation	-.063**	-.023	-.008	1	-.074**	-.001
	Sig. (2-tailed)	.001	.234	.660		.000	.966
	N	2795	2795	2795	2795	2795	2786
Locality	Pearson Correlation	-.040*	-	-.371**	-.074**	1	.379**
	Sig. (2-tailed)	.035	.000	.000	.000		.000
	N	2795	2795	2795	2795	2795	2786
Income	Pearson Correlation	-.021	-	-.440**	-.001	.379**	1
	Sig. (2-tailed)	.267	.000	.000	.966	.000	
	N	2786	2786	2786	2786	2786	2786
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

In Table 3, we can see that religion has the lowest P-value in every sector (0.063 for Radio, 0.023 for TV, and 0.08 for the newspaper). The locality has the most impact on watching TV, and income level also has the highest impact on watching TV.

The tendency of listening to the Radio is mostly consistent across the Education Level. Most of the respondents (84%) do not listen to the Radio while the respondent with lower education has slightly higher reluctance (89%) to listen to the radio in a week. The habit of reading is minimum in all categories, with proportionately highest (4%) among the respondents with high education.

The tendency of watching News on TV also variable among the respondents with different education levels. The majority of the respondents (36%) with low education do not watch the news on TV. While more respondent tends to watch News on TV at different Frequency in this category, a good share of respondents never watches TV. In the category of middle education, more than half of the respondents (52%) watch News on TV daily. Fewer respondents are less likely to watch TV in this category, with only 10% of the respondents who do not watch the news on TV. Most of the respondents (89%) with Higher Education watch the news daily,

while only 1% of the respondent do not watch News on TV in an average week. In terms of the degree of Frequency, more respondents watch TV at least once a week.

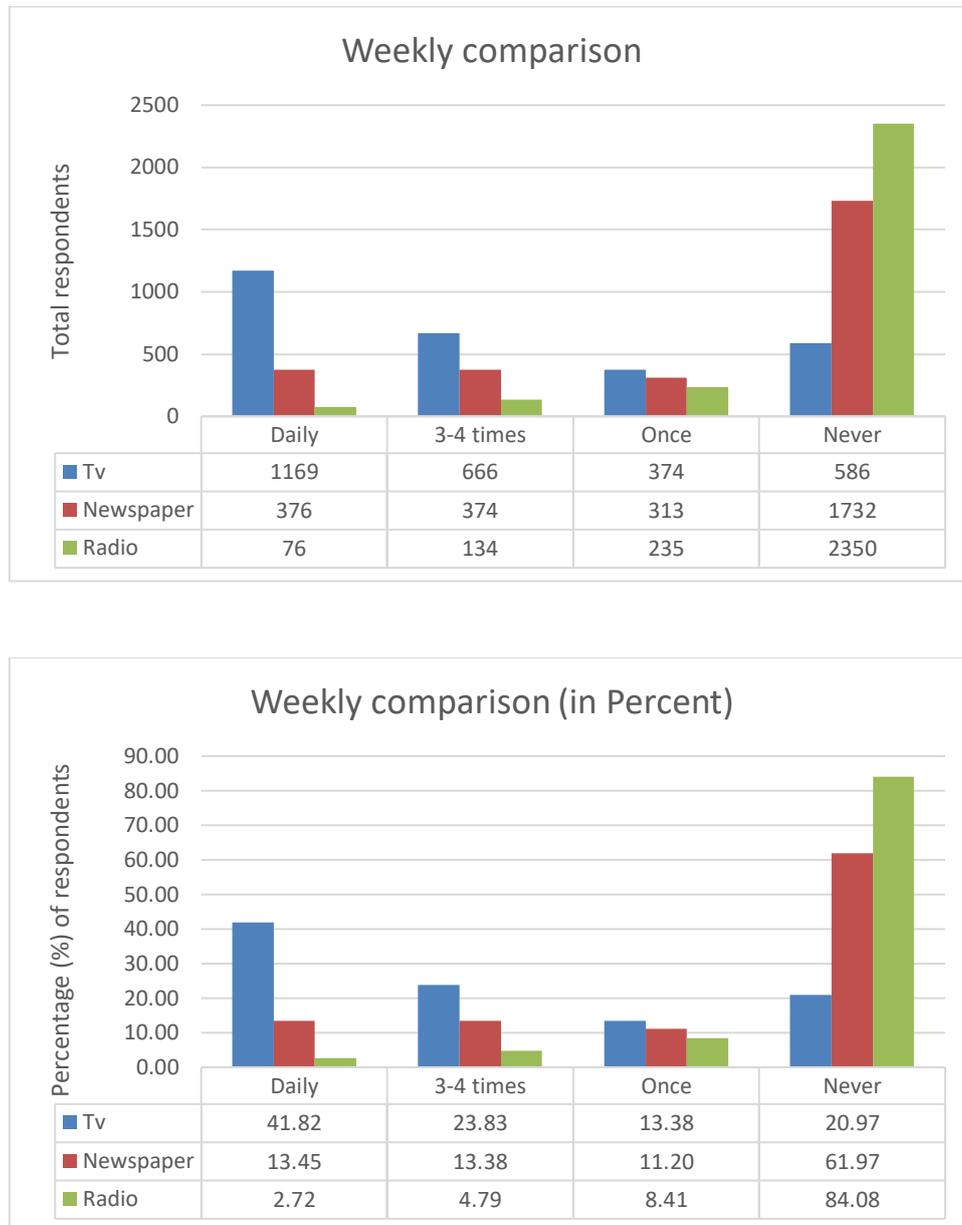


Figure 8 Weekly data comparison

Figure 8 shows that most people watch TV daily and most people never listen to the radio. Based on the data shown in figures 5, 6, 7, and 8, we can say that confidence vary based on Gender, Age, financial condition, and location, and people spend more time watching the news rather than listening and reading the news. Next section will discuss the trust related issues in these three mediums.

## 5.2 TRUST RELATED QUESTIONS

The following figures (Figure 9a, 9b, 9c) show the results of the questions related to people's trust in different media. We found that most of the people trust on Television from different area and age. People with higher education and income level trust newspapers more, and Radio has less trustworthiness.

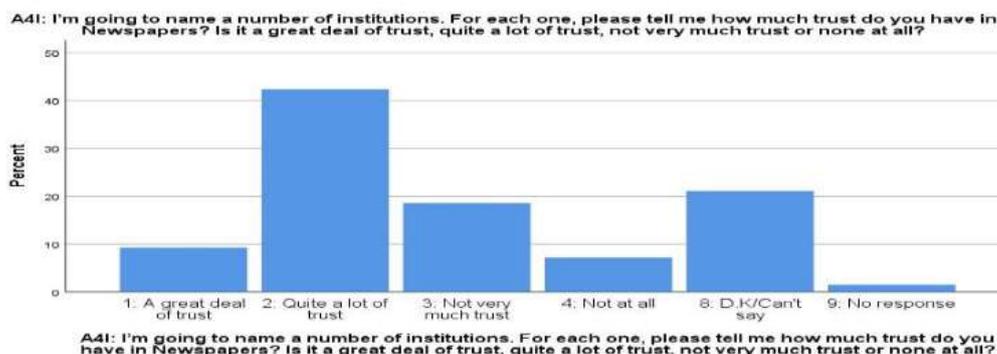
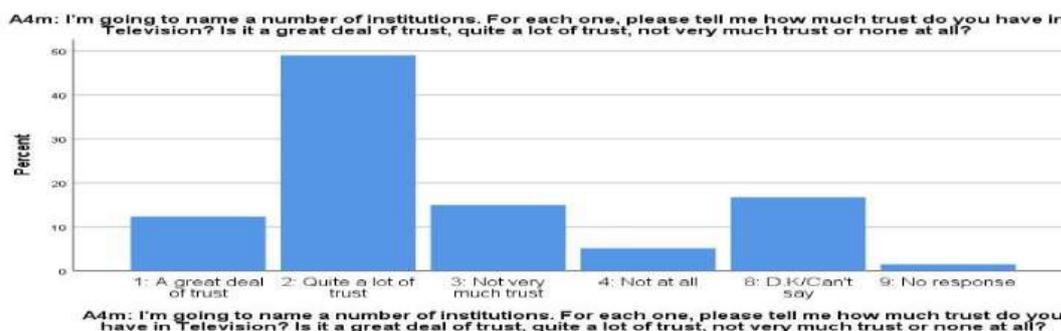
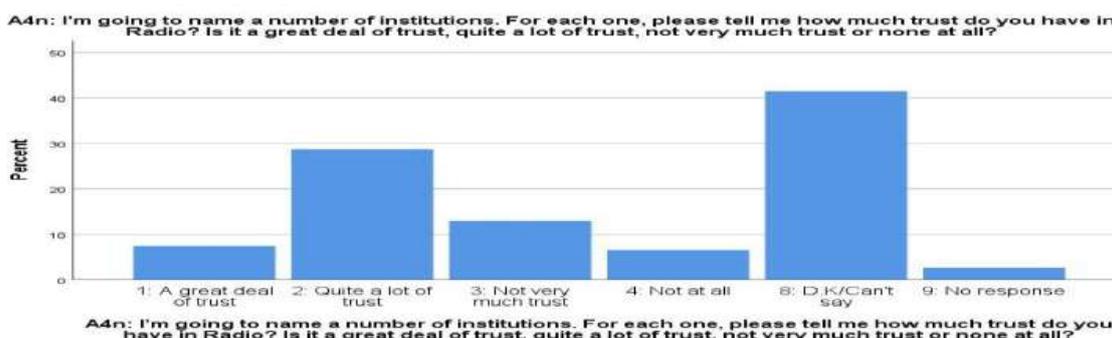


Figure 6a shows that approximately 9% of people have great trust in newspapers, where approximately 42% of people have a medium trust, but 18% of people do not trust newspapers. We can see from Figure 6b that people have more trust in television (12%), and the medium trust is 48%, where 13% do not trust television.



**Fig 9b: Confidence in Television**

Figure 6c shows that approximately 41% of people cannot say whether they trust Radio or not. Only 8% of people trust Radio, and 28% have medium trust in radio.



**Fig 9c: Confidence in Radio**

Overall, we can say from Table 6a, 6b, and 6c that people have more trust in Television than newspapers. Radio is not a popular platform nowadays. The next section will discuss the observations we analyzed from different tea stalls.

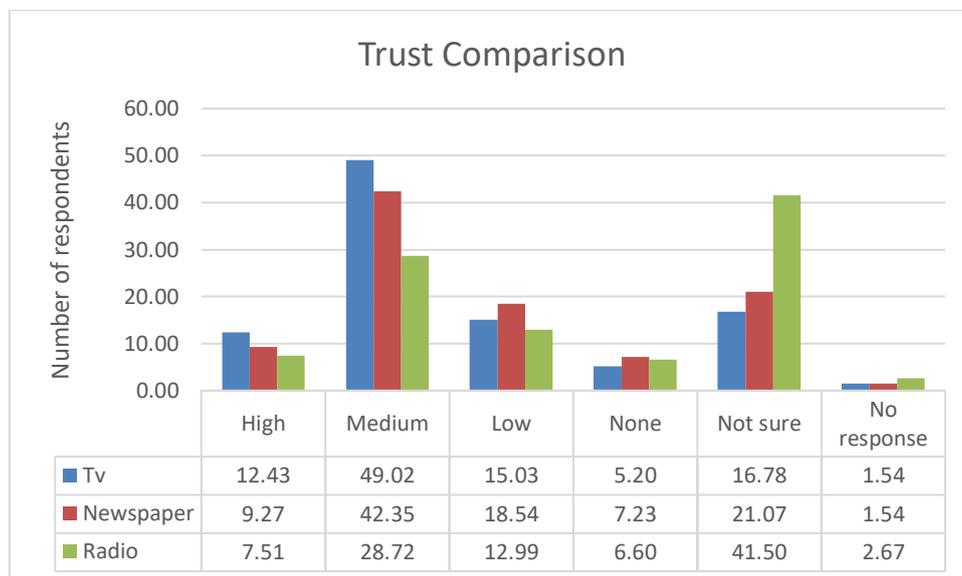
Table 4 Tea Stall Data Collection Observation

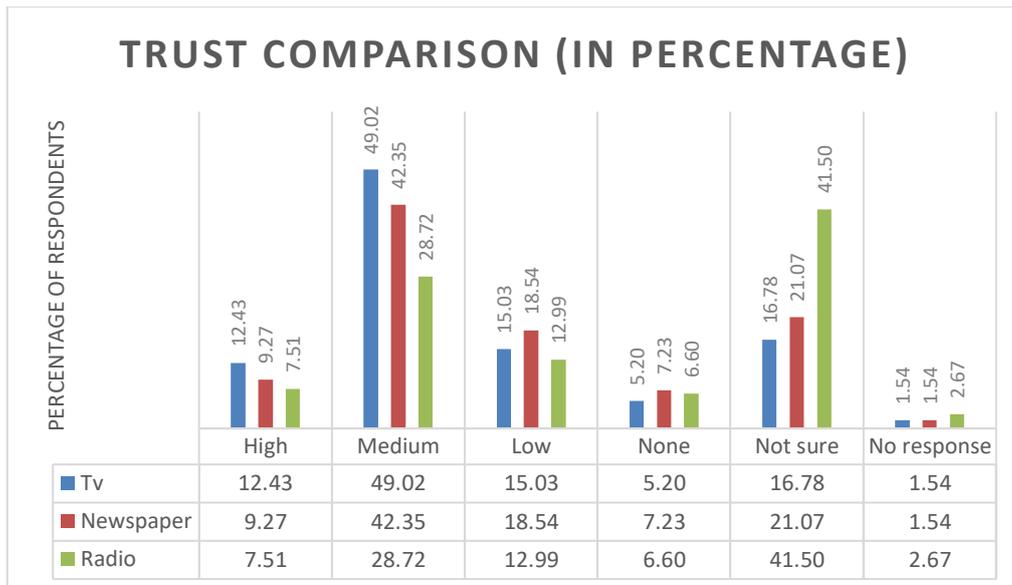
Tea Stall	Observation	Radio					TV					Newspaper				
		O	C	M	Z	T	O	C	M	Z	T	O	C	M	Z	T
Chanda Tea Stall, Mirpur -6 Kacha Bazar	1				y	N			y		Y				Y	N
	2	y				N		y			Y			y		N
	3				y	N			y		Y		y			Y
	4				y	N			y		Y			y		Y
	5		y			N			y		Y				Y	N
Cha Ghor, Mirpur Mazar Road	1				y	N			y		Y		y			N
	2				y	N		y			Y				y	N
	3	y				Y			y		Y			y		Y
	4				y	N	y				N		y			N
	5				y	N		y			Y			y		N
Warsi Bazar Tea Stall, Mirzapur	1		y			N			y		Y				y	N
	2				y	N			y		Y			y		Y
	3		y			N		y			N				y	N
	4				y	N			y		Y				y	N
	5				y	N			y		Y				y	N
Baratia Bazar Tea Stall, Mirzapur	1		y			N			y		Y				Y	N
	2				y	N		y			Y		y			Y
	3				y	N			y		Y				Y	N
	4				y	N			y		Y				Y	N
	5				y	N		y			Y				Y	N

O= Once a week, C=Couple of times a week, M=Multiple/Daily, Z= Zero/None T=Trust, N=No, Y=Yes

Table 4 shows the observations taken from four different tea stalls. We have surveyed four different tea stalls, two in the urban area (Mirpur, Dhaka), and the other two from a rural area (Mirzapur, Tangail). We have observed the conversation between the customers of the tea

stalls. A total of twenty observations were taken for analysis. The analysis of the data is shown in the result section. A total of 20 observations are taken to determine whether they listen to Radio, watch Television, and read newspapers. Answers were collected in the form shown in Table 1, where O, C, M, Z, and T represents once a week, twice a week, more than two times in a week, never, and trust, respectively. From this observation from the tea stall, we found that most of the people have more trust in television channels than Radio and Newspapers. One of the main reasons for the less popularity of Newspapers is that majority of tea stall visitors are from less education or medium to low financial conditions. Television is also used in medium to large tea stalls to attract customers. People tend to watch movies, sports, and news and have tea. We did not find any newspaper offered for customers in these tea stalls. Only very small tea stalls have the radio turned on for the songs and news. The observation in tea stall also finds that the confidence in television is higher in both rural and urban tea stalls.





**Fig 10: Confidence in percentage**

Finally, from Figure 10, we can see that Television has more overall trust, with 177 out of 1424 respondents have high trust in television news, with 698 and 214 with medium and low trust. Whereas Newspaper has second trust value, Radio has the lowest trust value. We also can see that the number of people using the respective platform has a great influence on the trust level. More people are watching Television and have more trust. Fewer people listen to the Radio that has less trust.

## 6 CONCLUSION

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With different information channels available now a day — newspapers, TV, the internet, and radio — that are now widely accessible, more people are turning to the media, a powerful institution that reflects the society in a number of different ways. These mass media in Bangladesh have recently undergone unprecedented growth. Given their success and power and the fact that more people use it to educate them, research is warranted on the credibility of the news source.

All in all, radio tends to be the least preferred source for news among the alternatives, and TV is the most preferred source of news for the respondents. The variation in the frequency of collecting news is mostly visible when considered from the locality and financial status. The number of respondents in the sub-categories also a contributing factor in the proportion of the frequency.

The credibility of TV increased for several reasons:

- Television has become the most popular medium in the country, with viewership growing rapidly
- Millions of people in Bangladesh cannot yet read or write: TV can be the key information disseminator, promote public opinion, involve citizens in important state debates, and support the democratic process.
- There has been a marked change in the management of TV stations from the state to local-political-commercial hands. With this change, the TV may have become relatively quite independent, projecting differing opinions and exerting considerable control. To the degree the networks are reliable, in addition to offering infotainment, they can also play a developmental role when questioning the ills of state-controlled media.

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**APPENDIX**

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**A4l: I'm going to name a number of institutions. For each one, please tell me how much trust do you have in Newspapers? Is it a great deal of trust, quite a lot of trust, not very much trust or none at all?**

**A4n: I'm going to name a number of institutions. For each one, please tell me how much trust do you have in Radio? Is it a great deal of trust, quite a lot of trust, not very much trust or none at all?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: A great deal of trust	107	3.8	7.5	7.5
	2: Quite a lot of trust	409	14.6	28.7	36.2
	3: Not very much trust	185	6.6	13.0	49.2
	4: Not at all	94	3.4	6.6	55.8
	8: D.K/Can't say	591	21.1	41.5	97.3
	9: No response	38	1.4	2.7	100.0
	Total	1424	50.9	100.0	
Missing	Not asked in Set B	1371	49.1		
Total		2795	100.0		

**A4m: I'm going to name a number of institutions. For each one, please tell me how much trust do you have in Television? Is it a great deal of trust, quite a lot of trust, not very much trust or none at all?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1: A great deal of trust	177	6.3	12.4	12.4
	2: Quite a lot of trust	698	25.0	49.0	61.4
	3: Not very much trust	214	7.7	15.0	76.5
	4: Not at all	74	2.6	5.2	81.7
	8: D.K/Can't say	239	8.6	16.8	98.5
	9: No response	22	.8	1.5	100.0
	Total	1424	50.9	100.0	
Missing	Not asked in Set B	1371	49.1		
Total		2795	100.0		

**Z1: What is your age? \* reZ4: How regularly do you watch news on TV Cross tabulation**

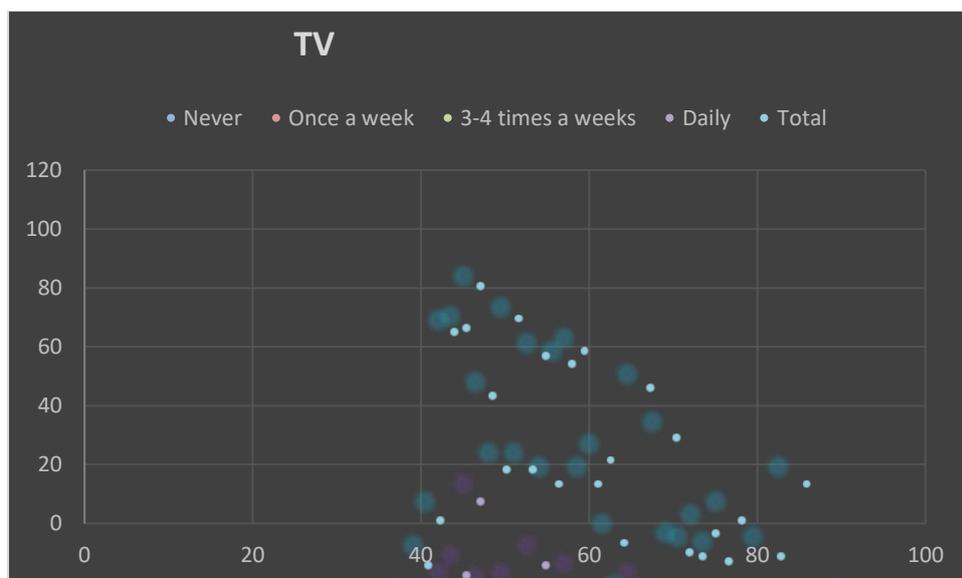
Count

		reZ4: How regularly do you watch news on TV				Total
		1' Never	2' At least once a week	3' At least 3-4 times in a week	4' Daily/almost everyday	
Z1: What is your age?	18	3	2	2	6	13
	19	5	0	1	1	7
	20	6	2	10	17	35
	21	3	3	6	11	23
	22	7	3	10	23	43
	23	8	3	17	25	53
	24	10	8	10	35	63
	25	11	19	27	47	104
26	15	11	28	51	105	

27	15	7	25	67	114
28	15	9	20	46	90
29	6	11	26	31	74
30	16	13	31	47	107
31	15	10	22	27	74
32	19	11	16	53	99
33	12	7	15	37	71
34	17	11	29	40	97
35	9	17	25	49	100
36	12	12	22	25	71
37	14	12	11	39	76
38	8	8	17	25	58
39	8	3	15	18	44
40	12	11	22	47	92
41	11	6	9	17	43
42	16	13	14	38	81
43	12	8	14	22	56
44	20	6	17	12	55
45	11	14	14	21	60
46	15	6	14	19	54
47	17	13	16	17	63
48	5	4	9	13	31
49	8	8	8	18	42
50	11	9	17	18	55
51	7	4	2	13	26
52	18	10	13	30	71
53	3	4	4	4	15
54	5	4	3	10	22
55	7	10	9	16	42
56	12	2	10	12	36

57	16	6	9	12	43
58	7	0	3	5	15
59	3	4	6	6	19
60	13	3	6	12	34
61	5	1	1	8	15
62	8	2	5	9	24
63	5	1	4	4	14
64	6	2	5	7	20
65	15	7	6	7	35
66	4	5	5	1	15
67	15	4	6	6	31
68	4	3	4	1	12
69	2	1	4	4	11
70	6	5	2	3	16
71	2	0	2	1	5
72	5	4	5	10	24
73	1	0	0	3	4
74	3	2	2	2	9
75	6	0	0	3	9
76	4	1	1	0	6
77	3	0	0	1	4
78	3	0	2	0	5
79	2	2	1	0	5
80	3	2	0	2	7
81	0	1	0	2	3
82	3	2	0	6	11
83	2	0	1	0	3
84	0	0	3	0	3
85	3	1	2	2	8
86	1	0	0	1	2

	87	3	0	0	0	3
	89	1	0	0	0	1
	91	0	0	0	2	2
	92	1	0	0	0	1
	94	0	0	1	0	1
	95	6	0	0	0	6
	328	0	0	0	1	1
	333	0	1	0	0	1
<b>Total</b>		<b>585</b>	<b>374</b>	<b>666</b>	<b>1168</b>	<b>2793</b>



### Crosstab

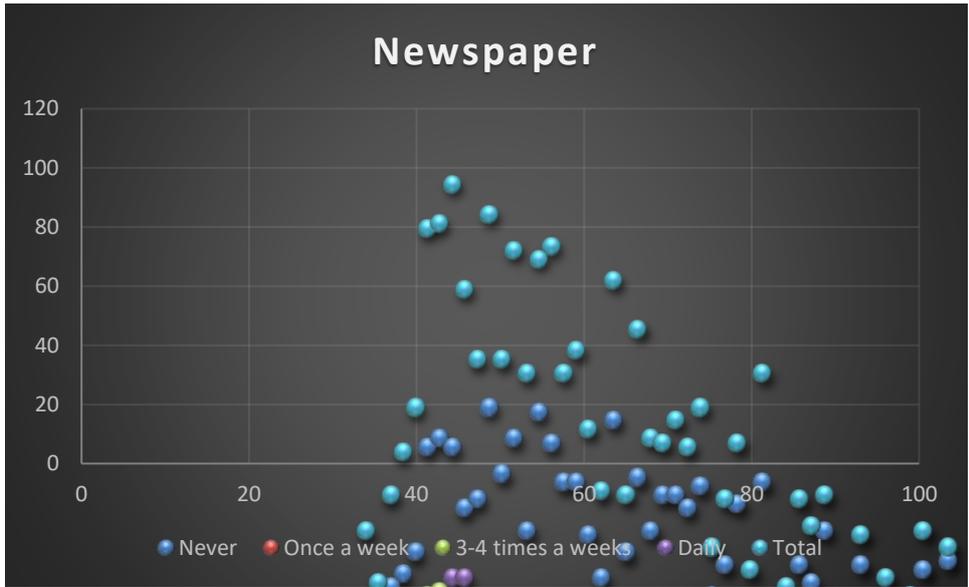
Count

reZ2: How regularly do you read the Newspaper

		1' Never	2' At least once a week	3' At least 3-4 times in a week	4' Daily/almost everyday	Total
Z1: What is your age?	18	7	0	2	4	13
	19	6	0	0	1	7
	20	16	8	4	7	35
	21	9	4	6	4	23
	22	22	4	10	7	43
	23	25	9	12	7	53
	24	30	9	15	9	63
	25	54	12	20	18	104
	26	56	12	21	16	105
	27	54	18	18	24	114
	28	40	10	16	24	90
	29	42	11	13	8	74
	30	63	18	17	9	107
	31	48	6	9	11	74
	32	56	12	16	15	99
	33	35	11	12	13	71
	34	62	10	9	16	97
	35	55	14	17	14	100
	36	46	9	8	8	71
	37	46	11	7	12	76
	38	34	12	8	4	58
	39	24	8	7	5	44
	40	60	6	13	13	92
	41	30	7	1	5	43
42	47	9	11	14	81	

43	35	4	7	10	56
44	43	6	3	3	55
45	43	3	8	6	60
46	40	5	6	3	54
47	45	6	9	3	63
48	20	4	2	5	31
49	27	4	4	7	42
50	41	2	6	6	55
51	17	2	5	2	26
52	46	7	5	13	71
53	10	1	1	3	15
54	16	0	2	4	22
55	27	7	6	2	42
56	23	4	7	2	36
57	35	3	3	2	43
58	12	0	1	2	15
59	12	2	3	2	19
60	27	1	2	4	34
61	8	1	2	4	15
62	18	1	3	2	24
63	9	0	3	2	14
64	19	0	1	0	20
65	26	5	0	4	35
66	12	2	1	0	15
67	28	0	0	3	31
68	9	0	2	1	12
69	10	1	0	0	11
70	14	1	1	0	16
71	5	0	0	0	5
72	18	4	0	2	24

73	1	2	0	1	4
74	8	0	1	0	9
75	6	1	0	2	9
76	6	0	0	0	6
77	3	1	0	0	4
78	4	0	1	0	5
79	4	0	0	1	5
80	5	1	0	1	7
81	1	0	1	1	3
82	7	0	3	1	11
83	1	0	1	1	3
84	3	0	0	0	3
85	4	2	1	1	8
86	2	0	0	0	2
87	3	0	0	0	3
89	1	0	0	0	1
91	1	0	0	1	2
92	1	0	0	0	1
94	1	0	0	0	1
95	6	0	0	0	6
328	0	0	1	0	1
333	1	0	0	0	1
Total	1731	313	374	375	2793



**Z3: In an ordinary week, how regularly do you listen to news on Radio - daily/almost everyday, 3-4 times a week, at least once a week or never? Crosstabulation**

Count

		Z3: In an ordinary week, how regularly do you listen to news on Radio - daily/almost everyday, 3-4 times a week, at least once a week or never?				
		1: Daily/almost everyday	2: At least 3-4 times in a week	3: At least once a week	4: Never	Total
Z1: What is your age?	18	0	0	1	12	13
	19	0	0	0	7	7
	20	0	4	4	27	35
	21	0	4	2	17	23
	22	2	4	6	31	43

23	1	4	2	46	53
24	4	2	5	52	63
25	7	6	9	82	104
26	4	6	4	91	105
27	3	7	7	97	114
28	4	7	9	70	90
29	1	5	12	56	74
30	1	11	13	82	107
31	0	5	8	61	74
32	3	6	8	82	99
33	2	5	8	56	71
34	2	3	8	84	97
35	1	2	19	78	100
36	2	3	5	61	71
37	1	2	10	63	76
38	1	3	4	50	58
39	2	2	7	33	44
40	3	3	8	78	92
41	1	0	4	38	43
42	1	0	5	75	81
43	3	1	1	51	56
44	0	1	4	50	55
45	2	3	1	54	60
46	2	1	5	46	54
47	0	3	5	55	63
48	0	1	4	26	31
49	3	2	3	34	42
50	2	1	1	51	55
51	0	2	1	23	26
52	2	3	6	60	71

53	0	2	0	13	15
54	1	2	2	17	22
55	0	1	4	37	42
56	0	3	2	31	36
57	0	1	3	39	43
58	0	1	1	13	15
59	1	0	1	17	19
60	2	0	6	26	34
61	1	1	0	13	15
62	2	0	1	21	24
63	0	1	1	12	14
64	0	2	0	18	20
65	1	0	2	32	35
66	0	0	3	12	15
67	1	1	2	27	31
68	0	0	0	12	12
69	0	1	0	10	11
70	1	1	0	14	16
71	0	0	2	3	5
72	3	1	2	18	24
73	1	1	0	2	4
74	0	0	0	9	9
75	0	0	0	9	9
76	0	0	1	5	6
77	0	0	1	3	4
78	0	1	0	4	5
79	0	0	1	4	5
80	0	1	0	6	7
81	1	0	0	2	3
82	0	1	1	9	11

83	1	0	0	2	3
84	0	0	0	3	3
85	0	0	0	8	8
86	0	0	0	2	2
87	0	0	0	3	3
89	0	0	0	1	1
91	0	0	0	2	2
92	0	0	0	1	1
94	0	0	0	1	1
95	0	0	0	6	6
328	0	0	0	1	1
333	0	0	0	1	1
Total	76	134	235	2348	2793

