

Importance of trust in corporate media communication in the light of Ethical Psychology

Nilesh Sharma*

Research Psychologist, Devi Ahilya Vishwavidyalaya, Indore.

Abstract

Trust has long been measured a vital feature that impact people's association with news. However, the boost in the number of information accessible online, collectively with the surfacing of new medium and services that act as mediators and enable interactivity about the news, may have changed this association. Applying relative questionnaire (N = 358), this study examines the influence of personal trust in the news, on resource preferences and online news engagement behavior, in exact sharing and commenting from the angle of "Ethical psychology. The results illustrate that persons with low levels of trust be inclined to prefer non-conventional news sources like digital-born providers, social media, and blogs and are most probable to engage in different kind of online news contribution. In search of substitute views and striving to authenticate the credibility of news may be the motivations after these associations.

Keywords: Ethical psychology, truth, trust, digital media, social media, corporate media communication.

Introduction

After depth analysis of the mystifying issues in media I find that there are one way or another, violations of some basic ethicopsychological values such as accuracy, objectivity, truth, fairness, honesty, privacy, etc. in utmost of the contentious cases. Hence, a improved understanding of ethical psychology, its implications and of contradictory ethical values in media seems to be the answer to put self-control on rising contentious issues of ethical implications.

We perceive the world and the society through the lens of media. It is well rooted that trust in the news effects how people perceive the news, with a towering level of trust associated to the exercise of conventional news sources. There are many factors to look again at the affect of trust subsequent the current changes bring about by the expansion of online news Tracking the Future of corporate media communication. Individuals at the present have unparalleled access and exposure to multifarious news sources. This provides individuals multiple choice, but also creates a additional imperative need to filter trustworthy information. Readers are still competent to go straight to the origin they trust. Though, in the digital era they also have the choice of rotating to mediators that tender news aggregation to build source selection faster

and effortless as well as commenting the opinions via social media and other platforms.

The amplified recognition of interactive online platform has also empowered a new set of news utilization practices, agreed that they permit individuals to more effortlessly and widely share and rate news. Moreover, readers are also able to formulate their own assistance to news reporting, by uploading media, giving eyewitness version, and commenting on subject on social media, thus toting up an added width to the subject as a whole. For some, the result is that news is now became their general online activity, with the younger predominantly to mix news with social networking and pursuit and action. Nevertheless, slight interest has been paid to how trust in the news strengthens individual behavior.

Ethical Psychology aims to answer scientifically the fundamental question of human being. After being exactly the same in physical and anatomical constitute Why I think, feel, and act differently? "What constitutes me? Who am I? Am I just a organization of physical structure?. Ethical Psychology focuses on innate traits and ultimate goal of human being. Truth is the foundation stone of ethical psychology and eternal peace being the final destination. Ethical Psychology not only emphasis on Who

*Email: nelesh2020@yahoo.com Tel: +91 9425966120

am I? But also try to answer Why? Part of human being. In search of 99% which is non materialistic and we are putting all our efforts on 1% that's materialistic only. Subject matter of ethical psychology surpasses the range of cultural and racial bias that it is accepted across the world, fundamental in nature and valid to people across all genres. *Truth Same Irrespective of time, space and state always the same in present, past and future.*

Theory of Invisible self

Five Constituents of Internal body- 1.Vitality 2.Mind 3.Intellect 4.Reminiscence 5.Self

Ethical Psychology for Media- Trust in News

We have to **humanize** the news. News informs people and enables civic participation in democratic society. Due to the confirmed association between news and democracy, there has been lot of research on both the credibility and trustworthiness of news. Trust and credibility have been used interchangeably, But, truth is absolute. Trust is ultimate. Credibility is Believability. Credibility has to do with a comparatively purposive evaluation of the value and consistency of information from a known source.

Main component of Trust.

Credibility: Refers to the believability and reliability of person or source.

Integrity: Many associate integrity with honesty. While honesty is a key element, integrity is much more. It's having the guts to act in harmony with our values.

Intent: At the center of intent are motives, aim and the consequential behavior. Trust grows when our motives are right and based on common assistance – when we truly care not only for ourselves, but also for the natives we network with, lead or serve. Trust can be seen as an innermost element, next to precision, justice, narrating the whole story, being impartial. Today, trust in the media has been moving southward, the increase in the quantity of news accessible online has alarmed concerns about waning credibility and quality, and the impending damage to democracy that this might cause. Since it is impractical to communicate all the facts, individuals trust news organisations to decide on the most significant.

Review of Literature

"Facts are sacred, comments are free. Facts must not be

tampered with; News must be reported with complete objectivity, without any distortion. Comparative credibility research began with opinion surveys of audiences by the Roper Organisation (1969, 1975) on behalf of the US Television Information Office. These surveys asked Americans which source of media, newspapers, radio, or television a person was more likely to believe if they contained conflicting reports. The surveys found that there was higher trust in print media than electronic media in the United States until 1960 when the dominance of television began to emerge (Roper, 1969; Roper Organization, 1975). A journalist should not mix news with views and must be careful enough to clearly distinguish between the two" – as said by the editor of the Manchester Guardian (Shamsi, 2005: P-49). His journalism was fearless and without any external pressure as Gandhi said, "a person who follows the path of dharma does not feel helpless" Collected Works of Mahatma Gandhi, Vol.56: P-183). Former Press Council of India Chairman P.B. Sawant noted that the code of ethics all over the world emphasizes the following: (a) Honesty and fairness, (b) reply to critical opinions, (c) objectivity in reporting, (d) prohibition to receive gifts, (e) respect for privacy, (f) distinction between fact and opinion, (g) not to inflame hatred, (h) not to use dishonest means to obtain information, and (i) general standards of decency and taste. (Sawant, P.B: 22,2) Nevertheless, Sonnenberg reported a study done in thirty one countries on the ethical code, and it was found that journalist adhered to fifty seven principles and ten principles were found to be common in all these countries. Sonnenberg, U, 2004). Gandhi said that we commonly call "wrong" or inappropriate. actions "unethical", doing so can obscure the fact that ethics is about how grapple with the difficult gray areas (Plaisance, 2008: P-22). Therefore, the society or the elite expect the press to be accountable to its constituents and press accountability is central to its behavior. (Pritccard, 2000: P-1-10) Again, in the Essential Report (2015), participants are asked 'How much trust do you have in what you read or hear in the following media? PEW's survey on the modern news consumer asked respondents: 'How much, if at all, do you trust the information you get from?' (a range of news sources) (PEW, 2016, p.36).

Online News

The relationship between news and democracy has not changed in the digital era. News media allow citizens to be informed, participate in civic activities, and feel connected to their local communities. Precise trickiness and absence of power are besides recreated by and add to an issue of doubt (Stoker, 2017, pp. 35– 36). In entirety, the open issues for which PT is shorthand are epistemic (false learning, contending truth claims); guardian (doubt of society-wide definitive truth-tellers, trust in small scale truth-tellers); and ethico-moral (cognizant negligence for true proof – bullshitting – or deliberate, key deceptions/lying – untruthfulness), the last of which is regularly sectioned or preoccupied into institutional rationales of political methodology (Harding, 2008).

Fake News

Today, the hearts of the people still beat, but the occupation of journalism is worsening to figure out what people desire, weakening to shape out how to produce trust, failing at how to be democracy's watchdog and deteriorating at continued existence. Possibly most troubling of all, research shows audiences can't easily discriminate between genuine, qualified journalism and those photos, text or videos manipulated to present a vague view of reality – so-called fake news. Era of sensation and breaking news will not last long it's a psychological phenomenon. Lying :These recently talked about types of PT falsehood can contain lies. However there is a distinction between them. What is lying? As per Mahon, "The most broadly acknowledged meaning of lying" is Isenberg's: "an announcement made by one who does not trust it with the goal that another person will be persuaded it" (Isenberg in Mahon, 2016). Post-truth (PT) is a periodizing idea (Green, 1995; Besserman, 1998) that alludes to a truly specific open nervousness about open truth cases and expert to be an authentic open truth-teller. It lies in the recurrence and volume of the expanding measures of work to create and endeavor to expose or clear up mistaken or misleading explanations, the expansion of "actuality checking" and gossip or trick de-bunking associations, normally singular organizations or wings of news associations; it lies in the market for them, as well (Graves and Cherubini, 2016).

Moving into a new media ecosystem

Readers have acquired control over information, The

media finds itself in a moment of transformation, and requires to move from the previous top-down ecosystem – in which publishers commanded which information was circulated to the public. We were the gatekeepers, and they were a receivers that, with a few exceptions, would not react.

Audience engagement: Enhancing audience engagement is significant, because engaged users are most likely to trust a the brand. Credibility: the media houses are assigning an growing awareness to the management of audience' perception of their credibility (Merritt 1988; Meyer,2004); since research recommend that readers is less likely to patronize news they do not believe credible, just like products with low brand equity. This way, media which are perceived to be credible have a higher likelihood of being patronized by readers or consumers (Meyer,2004. Oyejedi,2010). Tell the audience what you're doing. By building a relationship between press and the readers they serve, news corporations are able to persuade more people to devote more time in its journalism, gaining trust and becoming more transparent. Meet the audience. "We come from a custom in which we did not want to meet the readers. We were the gatekeepers that would provide, and they were a mass that, with a few exceptions, would not react. The plan calls for more clearness concerning the work reporters are doing, clearer classification of the diverse content they create – from unbreakable news to opinion pieces – and taking the readers more critically. Data into visualization. Why is data visualization significant? Because of the way the human brain processes information, using charts or graphs to envisage huge amounts of complex data is easier than poring over spreadsheets or reports. Data visualization is a speedy, simple way to communicate concepts in a worldwide style – and you can test with diverse scenarios by making minor adjustments. It can be done by identify areas that need attention or improvement, clarify which factors influence readers behavior, help you understand which story to place where, predict future interest.

Objective of study:

Our aim is to comprehend how language, source, association with source represented by duration and participation, are correlated with the level of trust.

Hypothesis:

H0-1 There is no significant difference exists between Content and Trust.

H0-2 There is no significant difference exists between Source and Trust.

H0-3 There is no significant difference exists between Duration and Trust.

H0-4 There is no significant difference exists between participation and Trust.

Methodology

This study seeks to investigate how language, source, duration and participation are correlated with the level of trust. To measure the degree or strength of a relationship between two variables a researcher would find a 67 correlation coefficient, and in this study the we will use the most common correlation coefficient - the Pearson product-moment correlation coefficient (Howell, 2006).

Thus, we tested by using Pearson Correlation for theoretical concepts .Structured questionnaire was filled by 358 respondents. The questionnaire was designed to assess, language, source, duration and participation and their relationship with trust. The scale used for each group of questions for factors is a 5 point Likert scale (1= totally disagree and 5= strongly agree).The survey was designed and delivered to individuals in their network. Then interviewees filled out the questionnaire and returned it to the author. Data for this study was collected through structured questionnaires 358 respondents composed of 52 corporate leaders, 141 managers, 105 individuals, 12 writers, and 47 officials. The respondents mainly comprises of male (81%), and female (19% percentage). The mean (average) age of the answerer establish to be between 29.6 years. In educational level, of the answerer were under graduate 24% and 76% are post graduate.

Table 1: Sample Descriptive Statistics

Gender	N	Percentage
Male	290	81%
Female	68	19%
Total	358	100%
Age (Years)		
20-25	111	31%
26-30	151	42%
31-35	53	15%
>36	43	12%
Total	358	100%
Education		
Bachelors Degree	86	24%
Masters Degree	272	76%
Total	358	100%

Results Table 2: showing the correlation relationship between Language, Source, Duration, Participation & Trust.

		Language Hindi	Source	Duration	Participation	Trust
Language Hindi	Pearson Correlation	1				
	Sig. (1-tailed)					
	N	358				
Source	Pearson Correlation	.398	1			
	Sig. (1-tailed)	.001				
	N	358	358			
Duration	Pearson Correlation	.401	.289	1		
	Sig. (1-tailed)	.001				
	N	358	358	358		
Participation	Pearson Correlation	.275	.294	.312	1	
	Sig. (1-tailed)	.001	.000			
	N	358	358	358	358	
Trust	Pearson Correlation	.584**	.420**	.534**	.485**	1
	Sig. (1-tailed)	.000	.000	.001		
	N	358	358	358	358	358
**. Correlation is significant at the 0.01 level. *. Correlation is significant at the 0.05 level (1-tailed).						

Result and Discussion

The results given in above represent the relationships between Language, Source, Duration, Participate & Trust. The results are thus interpreted as under:

H0-1 There is no significant difference exist between Language and Trust.

Their exist positive relationship between Language and Trust.

The results further show a positive and significant relationship between Language and Trust (r=0.584,

P<0.01). Language plays a crucial role in strengthen trust. Kassis Henderson (2005) has made the connection between language and trust formation in the context of teamwork. A number of researchers have pointed that language-related issues can considerably impact trust formation (Jonsen et al., 2011). For instance, Barner-Rasmussen and Björkman (2007) found a strong relationship between language skill and perceived trustworthiness in the relationship between diverse units of an MNC. Feely and Harzing (2003) recommended that language barriers can distort and damage relationships.

H0-2 There is no significant difference exist between Source and Trust.

The results further show a positive and significant relationship between news source and trust ($r=0.420$, $P<0.01$). This finding agrees with that of an previous study that revealed that media source is positively associated with non-mainstream news exposure (Tsfati and Cappella 2003). Kioussis (2001) suggested that early research into source credibility by the Yale Communication Research Program (Hovland, Janis, & Kelley, 1953; Hovland & Weiss, 1951) centred on perceptions of credibility in relation to individual communicators, such as a public speaker. Tsfati and Ariely (2014) conducted a secondary analysis of data collected from 44 countries for the World Values Survey. They found that levels of medium political interest, interpersonal trust, and exposure to television news and newspapers were positively correlated with trust in media. News Source is also confirmed to be an antecedent of behavioral intention to strengthen Trust. Most of the readers would have some sort of experience in accessing the internet. Thus, with the understanding the readers have, they would feel that confident regarding the truthfulness of news.

H0-3 There is no significant difference exist between Duration and Trust.

Results from the same table above revealed that there is a significant positive relationship between duration and trust ($r = 0.534$, $P< 0.01$). Regarding duration, we have found that the time duration enhance the trust in the news source. Conclusion from Research Intelligencer by Brand Keys survey further conform our findings "The BBC (British Broadcasting Corporation) is the "most trusted" outlet for news in the United States, according to a Research Intelligencer by Brand Keys survey. The firm surveyed 4,012 viewers who rated broadcast and cable brands that they watch more than three times per week "to determine how much trust those brands engendered."

H0-4 There is no significant difference exist between participation and Trust.

The results further show a positive and significant relationship between individual's participation and trust ($r=0.485$, $P<0.01$). More specifically, those with low trust in the news are more likely than those with moderate or high

trust to engage in either sharing or commenting type behaviour.

News participation is accepted as a construct that influences behavior intention towards trust. From this study it can be concluded that participation could be increased if the readers perceive that most of the people who are important to him/her trust the news.

Conclusion

According to the results of the present study, conforms that trust as an effective tool to justify and forecast individual behavior in collective news reading and sharing. Therefore, from a methodological point of view, these results are adequate if we evaluate them with earlier studies of the model. Most important results found in the present work is the fact that variables like language and source, which are not typically studied in the field of readers' behavior, have to be two key variables to study, in order to understand and predict not only readers' interest but also their behavior. These results point out the evident need to introduce psychological factors to understand human behavior in the media. There is a need to strengthen media and psychological fields in order to understand certain human behaviors in the media field, such as individual readers' behavior. Age was also a significant variable in the Study. Younger people are further probable to have a inclination for non-reliable (face book, internet-born) news sources than older people. Similarly, those with lesser levels of interest in the news are more likely than those with a higher level of interest to articulate a favorite for non-reliable news sources.

Suggestions

We need to go deep in order to build a more reliable bridge between ethical psychology and day to day media' activities. Therefore, further research must be focused on improving existing models or proposing new ones, which allow us to apply the results found in basic research.

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Appendix:

Questionnaire

The data used to address these research questions come from Questionnaire.

Q1. Do you give importance to content specific news?

(1) Yes (2) No

Q2. Which is your main source of news?

(1) websites/apps of newspapers (2)websites/apps of other only online news outlets (3) social media, (4) blogs, and (5) others Like Friend, WhatsApp etc.

Q3. For how long you are using that source?

(1)Months (2) Years

Q4. Do you share or participate in news coverage?

(1) Share a news story via a social network (2) rate (3) comment.

Q5. Can you trust all news most of the time?

(1)strongly disagree, (2) tend to disagree, (3) neither agree nor disagree, (4) tend to agree, and

(5) strongly agree.

Nilesh Sharma C-Suit psychologist and therapist is a pioneer of Ethical Psychology. Nilesh is known for his theory of "Inner Self" and HPT holistic psychological therapy. He is currently the Director of Pragya Research Foundation Mumbai. He has done MA psychology and pursuing PhD from Devi Ahilya Vishwavidyalaya, Indore.