

Public Trust in the Ethiopian Mainstream Media: Addis Ababa's Public in Focus

FINAL

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This is to certify that the thesis prepared by Girmachew Kebede, entitled *Public Trust in the Ethiopian Mainstream Media: Addis Ababa's Public in Focus* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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ABSTRACT

Public Trust in the Ethiopian Mainstream Media: Addis Ababa's Public in Focus

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It is argued that trust in media is a necessary condition for trust in other political and social institutions. Hence, this study attempted to assess Addis Ababa's public level of trust in the Ethiopian mainstream media; analyze why the public either trust or mistrust the mainstream media; and identify which media—the private or the government in general—garners trust more and why. To this end, *A Multiple Factor Model of Trust in News Media* was employed as a theoretical framework.

A triangulation of quantitative and qualitative methodology was used to conduct this research, while quota sampling and accidental sampling which are non-probability sampling methods were employed to select samples. To gather the necessary data the research employed questionnaire. Questionnaires were administered for 400 (300 of them were selected for the study) selected participants.

The result of the study revealed that only insignificant number of the sample (3.3%) population has a "lot of trust" while 44.3 percent said they have "some trust." This shows that the majority (50.7%) of the respondents either don't have trust that much or they never have trust in the country's mainstream media institutions. The reasons respondents mentioned for not having a trust in the media include: the media focus on issues which are not relevant to the public; the media are either sided with the government or opposition political parties; the media do not report issues truthfully; and the media lack journalistic professionalism.

The private media were chosen as more trusted than the government owned media by majority (74.5%) of the respondents while 20.1 percent of the participants of the study trusted the government media more. Most of the respondents mentioned that they trust the private media not because of its (own) qualities but because they don't trust the government media. The research has also found out that *Sheger* FM is the most trusted media institution for the majority of the respondents while ETV is the least trusted.

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To: Million, My Brother

&

Addis, My Aunt

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CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Trust in political institutions is one of the key elements that make representative democracies work (Christine, Sapir & Zapryanova, 2012, p. 1). In representative democracies, there must be a link between the represented (public) and the representative political institutions. This link is constructed by the trust the public have toward political institutions. For Christine, Sapir & Zapryanova (2012), trust creates a connection between citizens and representative political institutions. In line with this view, Christine & Laegard (2003) observe;

The legitimacy of political process is based largely on trust. In a system of indirect democracy, the people delegate their sovereignty to these institutions and actors, trusting that this mandate will be handled in an appropriate way. (p. 7).

One can make of the aforesaid assertions that trust in political institutions and or in political actors is very indispensable for the normal functioning of those actors which are active role players in a country's democratization process. In that case, media constitute political actors of a given democratic system. Media or those who work in them must be viewed as important political actors in themselves (McNair, 2011, p. 43).

Though some may not consider the media as a formal political institution, (three branches of government), “they exhibit all the characteristics of a political institution and should be considered as one” (Cook 1998; Sparrow 1999, cited in Jones, 2004, p. 6).

For trust is the basis for the authenticity of political institutions and or political actors and the media are viewed as one of the political institutions and or political actors, trust in media is of the essence. As regards to this, Jones (2004, p. 60) writes, “where citizens get their information—and particularly how they view their information sources—is ... a crucial element of understanding the health of a democratic system.” Hence, it is important to be concerned about public trust in media. In support of this view, Dautrich and Hartley (1999) write,

Lower levels of confidence in the media may deprive the public of some of the essentials of democracy: a source of current information and public education that it can trust and a watchdog for public officials in which it has confidence. Without a trustworthy source of information, the public is left without the ability to discern the important issues of the day, the differences between candidates in elections, and whether what the candidates and advertisers are telling them is accurate. And a public that does not know which candidate stands for what may be less likely to vote and more likely to become cynical regarding elections. (p.15).

In line with this, in a study which analyzes mass trust in private versus public broadcast media in sixteen post authoritarian African democracies, Moehler & Singh (2011)

identify that citizens have higher levels of trust in government broadcast media than the private ones.

According to Moehler & Singh (2011), trust in media in Africa appears to be exceeding the media trust in advanced industrial democracies. In a 2008 *Gallup poll* report, 60 percent of Sub-Saharan Africans had confidence in the quality and integrity of their media.

With reference to Ethiopia, few Ethiopians trust their political and social institutions (Rheault, 2008). In a survey conducted by the American polling company Gallup in 2007 in which the organization carried out face-to-face interviews with one thousand individuals, aged fifteen and older and whose report was released in 2008, Ethiopians level of trust in their national government, the judiciary and the honesty of elections is lower than the regional medians of the Sub-Saharan Africa by 30 percentage points. According to the poll, only religious organizations garnered trust from the majority of the respondents (68 percent) where the Sub-Saharan African median is 82 percent and 28 percent of Ethiopians trusted their national government. Only 13 percent of Ethiopians had confidence in the honesty of elections while 46 percent Ethiopians expressed their confidence in the armed forces.

However, fewer Ethiopians trusted their media organizations while the Sub-Saharan median for media confidence was 60 percent. Only 21 percent of Ethiopians had confidence in the quality and integrity of their media. It is evident in the poll that why only few Ethiopians have confidence in the media is not explicated. Hence, the current

study tried to assess the trust that the public – residents of Addis Ababa – have towards the Ethiopian mainstream media (print and broadcast media), and identified the medium they trust the most. More importantly, it looked at the why of the trust or the mistrust that the public have towards the media.

1.2. Statement of the Problem

As stated in the background of this study, it is trust in political institutions, which makes representative democracies function in a healthy way.

In Ethiopia, a country that arguably exercises representative democracy, there is almost no concern for research about trust in media institutions as far as the researcher's observation is concerned. Previous local researches focused either on media content or other forms of media-audience relationship. Hallelujah's (2008) and Dagim's (2013) studies emphasized on the role of media in promoting democracy in Ethiopia. Abel (2005) and Badeso (2008) analyzed audience satisfaction with reference to Ethiopian Television. Other researchers like Biset (2007) studied audiences' response to media message.

In a country level audience survey which is based on interviews with adults above the age of fifteen in 3,999 households across Ethiopia, Ward with Selam (2011) tried to find out what the general media consumptions look like. One of the findings of their study was the most reliable and important information source of the people. According to their finding, radio, TV and word of mouth were mentioned by the respondents as the

most reliable sources of information respectively. However, the study neither explained which TV or radio is the reliable one nor why these media were chosen by respondents as reliable.

The only survey conducted on trust in Ethiopian media is Gallup's 2008 survey, which measured the confidence that Ethiopians have towards their social and political institutions. For Rheault (2008), only 21 percent of Ethiopians have confidence in the quality and integrity of their media. However, it never explained why only few Ethiopians have confidence in their media. The survey also failed to address the question which media is trusted more than the others are.

In addition, for it has been six years since the survey had been conducted, there may be a change of heart from the public towards the media. Therefore, this study attempted to assess whether Addis Ababa's public trust their local mainstream media or not; analyze why they trust or mistrust the media and identify which media organization garners trust the most.

In this research, by mainstream media, the researcher wants to refer to the old or conventional media (TV, Radio, Magazine and Newspaper).

1.3. Rationale of the Study

In order to put pen to paper about the rationale of studying public trust in Ethiopian mainstream media, it would be imperative to divide it into different parts.

A. Why Study Trust in Media?

As it is explicated in the background of this study, trust in institutions is key in democratization of a country. As Christine, Sapir & Zapryanova (2012) note down

...the level of trust citizens have in their political institutions is an intuitive measure of the congruence between their political preferences and the outputs of the representative political institutions. Institutional arrangements which are largely supported by the population, and consequently enjoy high degrees of trust, also enjoy higher degrees of legitimacy... (p. 3).

Here, it can be concluded that since media are regarded as political institutions, the trust which they earn signifies their degree of legitimacy and support. As a result, studying trust in media is important to know whether the media are legitimate or not in the public eye.

B. Why Study the Ethiopian Mainstream Media?

This study focuses only on the Ethiopian main stream media. In a country, according to internet world stats (2012), where only 1.1% of the population has access to the internet on June 2012, it would be insignificant to study trust in online news media. For only one percent of the population uses Facebook (internet world stat, 2012) it would also be insignificant to study the trust that the public have in social media.

Hence, in a country in which from the public's major information sources are radio, TV

and newspaper (Ward with Selam, 2011), it would be important to study trust in those media or mainstream media.

C. Why Study Addis Ababa's Public?

Because the focal point of this research is Addis Ababa's public, it is essential to address the question why Addis Ababa is chosen as the hub of this study.

For Addis Ababa is the capital city of the country, the researcher observes that the country's mainstream media are condensed in the city. Among the regions and city administrations of the country, Addis Ababa's public has the highest access to mainstream media. Access to radio, TV and newspaper is 87.9 percent, 90 percent and 49 percent respectively (Ward with Selam, 2011). Therefore, studying Addis Ababa's public trust toward the mainstream media is of the essence.

1.4. Objective of the Study

1.4.1. General Objective

The general objective of this study is to assess Addis Ababa's public level of trust in the mainstream media.

1.4.2. Specific Objectives

- Examine the level of Addis Ababa's public trust in the Ethiopian Mainstream media.
- Analyze why the public either trust or mistrust the mainstream media.

- Identify which media – the private or the government in general – garners trust more and why.
- Identify which individual media organization the public trust the most and why.
- Identify which individual media organization the public trust the least and why
- Examine the relationship between trust in the mainstream media and educational status, level of income, ethnic background, political attitude, religion, age, and sex.

1.5. Research Questions

In order to meet the objectives of the research, the study raises and tries to answer the following major research questions:

- What is the public's level of trust in the Ethiopian mainstream media?
- Why do the public have trust or mistrust in the local mainstream media?
- Which media – private or government in general – does garner more public trust and why?
- Which media organization does earn trust the most and why?
- Which media organization does earn trust the least and why?

- What does the relationship between trust in the Ethiopian mainstream media and respondents' level of education, level of income, ethnic background, political attitude, religion, age and sex look like?

1.6. Scope of the Study

The study only focused on local mainstream media precluding the online news media, social media, and international media. Both the private and government owned media –radio, television, newspapers, and magazines –are included in the study. With reference to the respondents, the study assesses the trust in Ethiopian mainstream that Addis Ababa residents have.

1.7. Limitation of the Study

For the researcher could not get a recent official data regarding the general population census of Addis Ababa, the 2007 census was used as a basis for selecting sample population.

1.8. Significance of the Study

The study, as it tries to examine the public trust in the Ethiopian local mainstream media, would be significant for the Ethiopian media in having an understanding as to whether they are trusted or not and why they are trusted or distrusted. This would help the media redefine their roles in contributing to the democratization process the country is undertaking.

It would also be significant in contributing to the understanding of the relationship between trust and the functions of the media thereby provide an insight into the study of public trust in media.

As the study would be one of the few researches conducted on public trust in the Ethiopian mainstream media, it would be significant in providing an academic understanding of the subject for those who are interested to study public trust in media in the coming years.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

It is clearly explicated in the preceding chapter that the current research tries to examine the level of trust that residents of Addis Ababa have towards the local mainstream media in Ethiopia. What is more, it has objectives of analyzing why the public trust or mistrust the mainstream media, identifying which media—private or government—they trust more and which specific media organization they trust most.

To this end, this chapter focuses on reviewing few topics that would help lay a foundation for the basic understanding of issues pertaining to public trust in media. Hence, it comprises of the following topics: general overview of the Ethiopian mainstream media, definition of trust, trust in institutions, trust in media, factors that affect trust in media, media and the public, media credibility, and theoretical framework of the study.

2.1. Defining Trust

Before looking at what trust is from the point of view of institutions and their public, it would be of greater importance to study a few definitions of trust in general. This section is, thus, meant to present these definitions.

Like many other concepts in the social sciences, trust is found to be interpreted in a number of ways by different authors and scholars at varying times. Farrell (2009)

noticing this writes, “Even compared with other social scientific concepts, trust is protean – different authors use the term to refer to very different things”. Quoting Castaldo (2002), Castelfranchi and Falcone (2010) also document that trust, according to a content analysis of its definitions conducted by Castaldo, was employed in management, marketing, psychology, and sociology having a total number of 72 definitions.

This reveals that a common meaning of the concept should still be called for to avoid the confusions. And this is a major challenge that one inevitably faces in searching for a universally recognized single set of definition of trust. However, the researcher attempts to review a few definitions that would go along with the current study.

According to Potter’s (2002) *virtue theory of trustworthiness*, trust involves “an expectation or belief that the trusted person has good intentions with regard to the care of something we value and the ability to carry through with what is expected of him or her”. Harwood (2012) unpacks Potter’s definition explaining that the factor making people trusted is trustworthiness, which is judged by the virtues, such as truth telling and or honesty, which the trusted person demonstrates. For Harwood (2012), these virtues must go along with trust in people’s interaction in society and with intimate others.

Hardin (2001), a widely quoted scholar on the subject, on his part provides an elaborated psychological account of trust from the point of view of interpersonal relationship:

...the trusted party has an incentive to be trustworthy, an incentive grounded in the value of maintaining the relationship into the future. That is, my trust of you is encapsulated in your interest in fulfilling the trust. It is this fact that makes my trust more than merely expectations about your behavior. My expectations are grounded in an understanding (perhaps mistaken) of your interests specifically with respect to me. ... Indeed, the whole point for many other trusting relationships is likely to be interests. (p. 3).

It is evident in the above definition that Hardin emphasizes on what binds the trusting parties together. In other words, his concern is why one would trust the other for which he claims that interests of the parties are the main points in trust relationships that 'maintains the relationship into the future'.

To add one more definition of trust, Currall and Judge (1995, p. 153) in their article titled *Measuring Trust between Organizational Boundary Role Persons*, define trust drawing from their research as "an individuals' behavioral reliance on another person under a condition of risk." They further explain what they refer to as 'risk' that one of the trusting parties would experience potentially negative outcomes because of the untrustworthiness of the other trusting party.

According to Currall and Judge (1995), the trusting behavior that is in the definition of trust is manifested in four dimensions, which are: Open and honest communication with the counterpart, Entering an informal agreement with the counterpart,

Maintaining surveillance over the counterpart and Task coordination with the counterpart. As this section mainly dealt with trust in general, the next section focuses on trust in institutions distinct from the interpersonal level discussed above.

2.2. Trust in Institutions

Enough ink has flowed over the issue of trust in its various interpretations precluding the trust in institutions – the major focus of this research. Farrell in his book *The Political Economy of Trust: Institutions, Interests, and Inter-Firm Cooperation in Italy and Germany* chronicles the very minimal concern that literature gives for institutional trust as; “The most sophisticated accounts of trust that we currently possess have little room for institutions. Instead, they stress personal relationships as the key source of information underlying trusting beliefs.”

A very simple account of trust in institutions is Devos, Spini and Schwartz’s (2002, p. 484) definition; “trust in institutions refers to the faith or support people feel toward various institutions.” What is more, they explain that ‘if someone trusts an institution, it implies that he or she believes that this collective entity, on the whole, is competent, fulfill its obligations, and acts in responsible ways.’

Trusting an institution entails having confidence that the institution is reliable, observes rules and regulations, works well, and serves the general interest. Thus, the notion of trust goes beyond whether they approve or disapprove of it.

According to Giddens (1990, p. 83), regardless of the term used, trust in institutions is very different from trust in people, for the trust in institutions may take no encounters for granted at all with the individuals or groups who are in some way responsible for them' unlike the latter. For Khodyakov (2007, p. 123), in a modern society, trust in institutions often overrides interpersonal trust in importance despite the theoretical approach, because 'institutions can have more resources to provide people with the means of achieving some of their goals. This suggests that it is indispensable to focus on studying institutional trust in that it has a contribution in showing how institutions are significant to the trusting public.

In an account of trust that appeared to be embodying the concept of institutional trust, Gambetta (Quoted in Khodyakov, 2007, p. 124) writes,

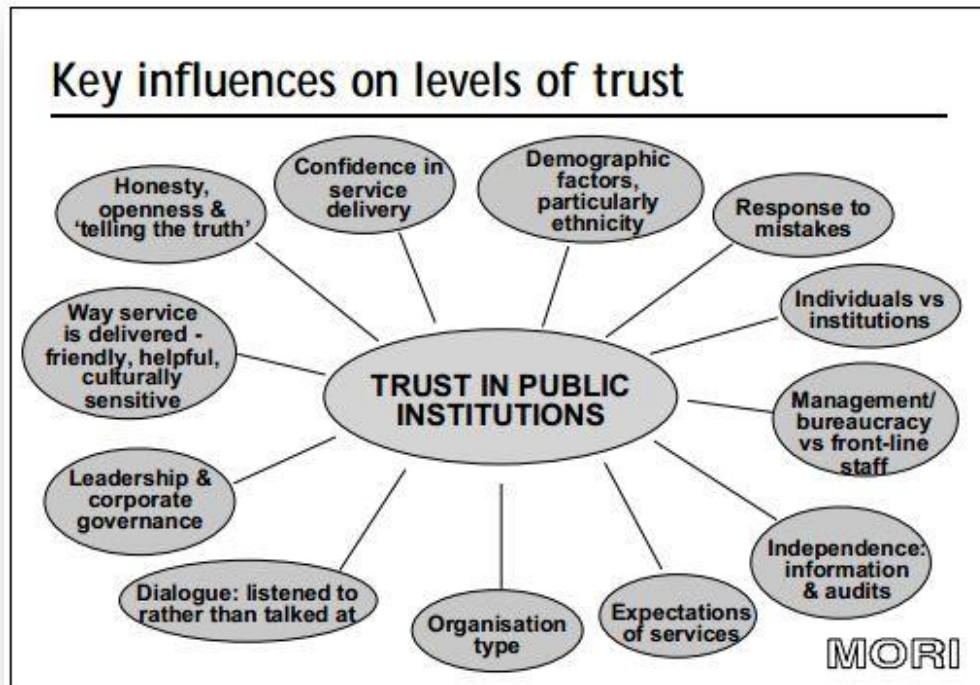
a particular level of the subjective probability with which an agent assesses that another agent or a group of agents will perform a particular action, both before he can monitor such action (or independently of his capacity ever to be able to monitor it) and in a context in which it affects his own action.

To unpack and put into context Gambetta's definition, the agent that assesses the action that another agent performs could be considered as the individual or the public (the trusting agent) that has a trust in the other agent or group of agents which are the institutions (the trusted agents) being trusted. However, Khodyakov (2007, p. 126) believes that trust should be seen as 'a process of constant imaginative anticipation of

the reliability of the other party's actions' based on:

- (1) The reputation of the partner and the actor,
- (2) The evaluation of current circumstances of action,
- (3) Assumptions about the partner's actions, and
- (4) The belief in the honesty and morality of the other side.

In addition to the aforementioned conditions based on which people trust organizations and or institutions, looking at another four further criteria that are developed to explicate trust in public organizations/ or institutions in a report by MORI (a social research institute in London) appear to be important. Though the criteria are meant for public institutions, they could also be used to understand public trust in any other institutions. These criteria are *tone and style of communication*, the way an organization/ or institution communicates with its public; *independence*, the more independent an institution/ or organization is, the more trusted it would be; *personableness*, the way an organization/ or institution delivers services; and *leadership*, honesty and trustworthiness are seen as important qualities of public leaders. The following diagram shows key factors that influence levels of trust in public institutions.



Source: MORI, Exploring Trust in Public Institutions,
Report for the Audit Commission.

Askvik, Jamil and Dhakal (2010, p. 419) distinguish between two major forms of institutional trust which are trust judgments based on the social identity of groups; and trust judgments based on institutional performance.

According to them, **Trust based on social identity** refers to a relationship in which trust primarily is extended to members of a group with a particular social identity. They assume that people who tend to trust institutions that they perceive to be possessors of a commonly shared identity be it extended family, social class, ethnicity, religion, geography and so forth. Moreover, they state that such identity-based trust may be

extended to public and political institutions at times when the institutions in question do represent the interests and values of certain identity groups.

With reference to **Performance-based trust**, Askvik, Jamil and Dhakal (2010, p. 419) document that this form of trust signifies a trust that is based on how people evaluate the current policy achievements of public institutions. The point in here, according to them, is that when the public gets satisfied by the output of relevant institutions, they will likely trust and cooperate with the institutions.

Askvik, Jamil and Dhakal (2010, p. 419) further note that an institutions performance could be assessed in many perspectives such as political assessment and economic assessment. For them, political assessments ‘focus upon how democratic principles are developed and implemented, whether human and political rights are respected, whether elections are free and fair, and so on.’ On the other hand, they explain, economic assessments are concerned about ‘how government institutions contribute to economic growth and development, and whether they promote economic well-being.’

However, one need to be cognizant that performance based trust manifests a subjective understanding and evaluation of institutions rather than objective measurements, and ‘as such they are dependent upon access to information through mass media and other institutions’. This section solely focused on the issue of trust in institutions thereby reviewing some definitions of institutional trust and factors affecting public trust in institutions. Being considerate of the fact that media is one of the institutions, which people trust, or distrust, the next section discusses trust in media.

2.3. Trust in Media

The very basic assumption that the media need to have the necessary trust to fulfill its perceived functions arises from the assertion that the media is an important institution that shapes the way the public act in its life – political life. Hence, the media is deemed an important instrument for modern democracy. Jones (2004) confirms that the vitality of a representative democracy rests mainly on a voting public that is informed about public affairs. According to Jones, the crucial element of understanding the health of a democracy is the institution from where citizens get their information – and particularly how they view the institutions providing the required information for active participation in politics.

Writing on how the media is seen as a political institution, Jones (2004) (quoting Cook 1998; Sparrow 1999) argue that ‘even if the media do not make up one of the three branches of the federal government, they exhibit all the characteristics of a political institution and should be treated as such’. Having said this, the question is ‘why do we care about the trust and or the mistrust that people have towards the media?’ In order to fully address this issue, it would be imperative to recall the full words of Dautrich and Hartley (1999):

Lower levels of confidence in the media may deprive the public of some of the essentials of democracy: a source of current information and public education that it can trust and a watchdog for public officials in which it

has confidence. Without a trustworthy source of information, the public is left without the ability to discern the important issues of the day, the differences between candidates in elections, and whether what the candidates and advertisers are telling them is accurate. And a public that does not know which candidate stands for what may be less likely to vote and more likely to become cynical regarding elections. (p. 15).

By the same token, 'if people do not trust what they see or hear in the traditional media or from online media sources, they are less likely to pay attention to it' (Johnson and Kaye, 1998). For all these reasons, researchers are recently giving attention to studying trust in media especially in the west. Jone's (2004) research *Why Americans don't Trust the Media* is one of these researches that revealed the very low trust that the media have and trust in government institutions and politics more generally has been weak for decades.

When it comes to Africa, Moehler and Singh (2011, p. 279) contend that 'trust in media in Africa appears to exceed trust in advanced industrial democracies, although comparisons are highly tentative given variation in question wording and time period.' Moehler and Singh (2011, p. 279), based on 3 Afro barometer surveys. They explain how the survey was conducted as,

In 2005, respondents in eighteen African countries were asked a battery of questions to assess trust in a range of public and private institutions. Toward the end of the battery, they were asked how much they trust

(1) "the government broadcasting service," and (2) "independent [or privately owned] broadcasting services," which were further described as "other TV or radio." Respondents were given four choices: not at all (coded as 0), a little bit (coded as 1), a lot (coded as 2), and a very great deal (coded as 3). (p. 279).

According to Moehler and Sing (2011, p. 279) the results of the survey indicated that there are high levels of trust in both private and government broadcasters unlike the trust in media in established democratic countries of the west. They further explain that the media may lack mechanisms for establishing trust, given the facts such as 'low levels of professionalism', 'weak penalties for inaccurate reporting', and 'lack of third-party verification.'

To add few countries experience in trust in media, according to *BBC/Reuters/Media Center Poll* (2006), media garners trust from 88% of the population in Nigeria, 86% in Indonesia, 82 percent in India, 74 percent in Egypt, and 58 percent in Russia.

As a contribution to the understanding of trust in media in Africa, this research comes up with results revealing which media organization is trusted most in Ethiopia, which media—government or private—do people trust more and more importantly why the people trust or mistrust the local mainstream media in Ethiopia.

2.3.1. How does Trust Vary?

Different studies such as Christensen and Læg Reid (2005) and Lee (2010) argue that

individuals political affiliation contribute to the variation of people's trust in media. Golan and Baker (2012) also argued that there is a relationship between religion and assessments of media credibility. Therefore, trust in media varies based on individuals' religion. In a similar vein, scholars have been concerned about the change in public's trust in media according to their ethnic identity. It could thus be concluded that media trust and variables such as religion, political affiliation, and ethnic identity have a relationship.

2.4. Media Credibility

In this research, media credibility is not treated as a concept that is distinct from media trust i.e. it is most commonly used interchangeably with trust. As far as trust is concerned, media credibility is also seen, in the context of this research, as one of the factors affecting the public's trust in media. However, credibility is somehow different from the other factors in that it stands on its own as a concept and some other factors that affect trust in media can be categorized under credibility, which means that credibility is a multidimensional concept. Hence, in this section, the researcher basically tries to explain the basic issues of media credibility in light of trust on news media.

For Ito *et al* (2008), 'credibility is the believability of a source or message, which is made up of two primary dimensions: **trustworthiness** and **expertise**.' They explain that there are some other dimensions, which are secondary to the two ones. These dimensions include source dynamism and physical attractiveness. What is more, they state that the

two primary dimensions—trustworthiness and expertise—have an objective and subjective components. That is, *trustworthiness* is a dimension, which is judged by the receiver based on factors that are subjective to the receiver while *expertise* ‘can be similarly be perceived subjectively but includes comparatively certain objective characteristics of sources or messages (*Ibid*).

Kohring and Matthes (2007, p. 232) clearly stipulate that there are three different methodological approaches for the measurement of credibility: first, studies on source credibility; second, research on the comparative credibility of newspapers, television, and radio; and third, research that focuses on identifying dimensions of credibility in ‘factor analytical studies’. Hovland *et al* (1959) (quoted in Kohring and Matthes) account that individuals, institutions, journalistic media organizations like general interest magazines are included as sources in the experiments employed in the Yale Communication Research Program that has ‘enormously fueled research on trust and credibility’. Consequently, Hovland *et al* (1959, p. 19) states, ‘credibility was considered to be a universal characteristic of a general communication source, irrespective of its specific professional context.’

The second methodological approach used in the study of credibility, research on the comparative credibility of newspapers, television, and radio, stemmed from Burns W. Roper’s seminal studies on the credibility of radio, television, newspapers, and magazines (Kohring and Matthes, 2007, p. 233). The question that was used in the study was:

If you got conflicting or different reports of the same story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?

This question mainly aimed at eliciting an answer which selection of either of the types of medium listed. Kohring and Matthes (2007, p. 234) indicate that various surveys from that time onwards '(Greenberg & Razinsky, 1966; Mulder, 1980; Shaw, 1973; Westley & Severin, 1964)' have used such a question.

Unlike the previous two methodological approaches, factor analytical approach research that focuses on identifying dimensions of credibility understands credibility as a multidimensional construct (Kohring and Matthes, 2007, p. 235). It does not measure credibility simply by depending on the simple and single factor—source credibility or credibility through comparison of medium types.

By and large, Gunther (1992, 148) (quoted in Moehler and Sing, 2011) indicates that the most frequent explanations of media credibility point to the quality of its output. However, trust is much broader than focusing only on the quality of media output. In this regard, Kohring and Matthes (2007) in their article entitled *Trust in News Media: Development and Validation of a Multidimensional Scale* contend that when people trust news media, they trust in the specific selection of topics, in the selection of facts, in the accuracy of depictions and in the journalistic assessment. This implicates that trust goes beyond evaluation of sources unlike credibility. In the selection of facts and topics, one

can observe an element of sources from which the topics and facts come. This confirms, then, that there is an evaluation of credibility of sources in the course of trusting the news media in the selection of topics and facts.

Moreover, while credibility, according to Gunther, solely point to the quality of output of the news media; trust adds one other important factor, which is journalistic assessment. Hence, though this research mostly uses credibility and trust interchangeably and sometimes uses credibility as one of the factors affecting trust in media, one need to be clear about the different theoretical conceptions explicated so far in this section.

2.5. Theoretical Framework

A Multiple Factor Model of Trust in News Media

Kohring and Matthes (2007) contend that theoretical concepts of society that transcend the simple identification of an information society seem necessary for a theory of trust in news media to be a part of society. Since, they assert, modern societies are characterized by enormous complexity, main problem of social actors becomes the selectivity of other social actors. They also suggest that news media can be regarded by most people as the indispensable source of information as to social and political life. To this end, Kohring and Matthes (2007) argue,

Trust in news media is therefore a necessary condition for trust in other social actors. However, because journalists cannot provide all information about any possible issue, news media always selectively inform the public

about issues, personalities, and events. This selectivity of news reporting makes relying on news media itself a risky action. According to this line of reasoning, it becomes apparent that the theoretical basis for an analysis of trust in news media is the term *selectivity*. (p. 238-239).

By making selectivity a theoretical base, Kohring and Matthes (2007) develop a multiple factor model of trust in news media, which is, according to their claim, the first theoretically driven and validated scale of trust in news media in communication research, which aimed at depicting the development and validation of a multidimensional scale for the assessment of trust in news media? The basic assumption of their model is that the media is a vital institution for the society. In the words of Kohring and Matthes (2007),

The societal function of news media consists of selecting and conveying information about the complex interdependencies of modern society. By doing so, news media enables their public to fulfill their need for orientation to their social environment and to adjust their expectations regarding other social actors (e.g., politicians). (p. 238).

Being considerate of these functions of the media, they note that trust in news media is a necessary condition for trust in other social actors. Trust is an important mechanism that enables people deal with the risks of an open future in that it allows people to 'compensate for the risk of giving up control to someone else' (Kohring and Matthes, 2007, p. 238).

According to Kohring and Matthes (2007), trust is defined as follows:

Social Actor A selectively connects his or her own action with a certain action of Social Actor B under the condition of a perceived risk. The risk refers to the fact that A's action becomes impossible when B does not fulfill the trust expectation toward him or her. For the Trustee A, this risk has not become legitimately tolerable because of factual criteria.

When people trust the news media, a certain risk is involved for the reason that journalists selectively choose some information over the other information, which proves that when people trust in the news media they trust in specific selection (Kohring and Matthes, 2007, p. 239). They indicate that four dimensions of journalistic selectivity that constitute the construct of trust in media can be derived from the deliberation, which states that these four factors are derived from the functions of news media indicated earlier.

The multiple factor model of trust in news media assumes that when the public come to trust in news media, their assessment is based on the following four dimensions: "trust in the selectivity of topics," "trust in the selectivity of facts," "trust in the accuracy of depictions," and "trust in journalistic assessment" (Kohring and Matthes, 2007, p. 239).

Trust in the Selectivity of Topics

By trust in the selectivity of topics, Kohring and Matthes (2007) mean the selection of topics that the media reports. For them, the public (recipients) trust that the news media

will focus on those topics and events that are relevant to them.

Trust in the Selectivity of Facts

This dimension, according to Kohring and Matthes (2007), is about the selection of facts or background information that is pertinent to the already selected topic. Moreover, what is relevant to this dimension, they explain, is the way in which an event is contextualized.

Trust in the Accuracy of Depictions

The trust pointed out in this dimension is a trust in verifiable and approvable accuracy of depicted facts. 'Although observations are highly selective and their classification into "right" or "wrong" is not objectively assignable, a number of observations allow a standardized classification into "right" and "wrong" and are therefore verifiable' (Kohring and Matthes, 2007, p. 240).

Trust in Journalistic Assessment

They account that the selection of an event or information already represents an evaluation. What is more, there is an explicitly emphasized journalistic assessment of what is happening especially in commentary structure. 'These offer advice as well as assessments of and appeals for action' (Kohring and Matthes, 2007, p. 240).

Each dimension explicated above has four variables, which can be summarized as follows:

Dimensions	Variables
Selectivity of topics	The topic receives necessary attention.
	The topic is assigned an adequate status.
	The frequency with which the topic is covered is adequate.
	The topic is covered on the necessary regular basis
Selectivity of facts	The essential points are included.
	The focus is on important facts
	All important information regarding the topic is provided.
	Reporting includes different points of view.
Accuracy of depictions	The information in a report would be verifiable if examined.
	The reported information is true.
	The reports recount the facts truthfully.
	The facts that I receive regarding are correct.
Journalistic Assessment	Criticism is expressed in an adequate manner.
	The journalists' opinions are well founded.
	The commentary regarding a topic has well-reflected conclusions.
	The journalistic assessments regarding the topic are useful.

Source: Kohring and Matthes (2007, p. 240)

***Adapted by the researcher**

Hence, as this research aims at assessing the trust that the public – residents of Addis Ababa – has towards the Ethiopian mainstream media (print and broadcast media), and attempts to identify the medium they trust the most, the multiple factor model of trust in news media appear to be an appropriate model that informs the current study in that it suggests that trust need to be studied in a way that it comprises all the factors – the four dimensions – that affect the people’s trust in news media.

2.6. General Overview of the Ethiopian Mainstream Media

The news media in Ethiopia in its modern form and function is said to have emerged one hundred years ago (Meseret, 2012; Skjerdal, 2012; Shimelis, 2002). Most literature on

the history of mass media in Ethiopia, be it the government media or the private media, (such as Meseret, 2012; Skjerdal, 2012; Shimelis, 2002; Shimelis, 2000) divide the history mostly into three and sometimes four different periods. The most common division is *the media during the era of Emperor Hailesilassie; the media in the Derg regime; and the media in the age of EPRDF (1991-present)*. However, to meet the purpose of the current research, this overview exclusively focuses on history of the Ethiopian news media since 1991.

2.6.1. The Private Media

The state of the media during EPRDF is considerably different from the previous two regimes—the Emperor’s regime and the Derg, in that in the earlier years of EPRDF there was media policy and rooms for independent journalism (Skjerdal, 2012). However, according to Skjerdal, ‘there are also signs of lasting constraints, particularly on the informal level.’ By the same token, Meseret (2012, p. 236), in his posthumous book entitled *The Quest for Press Freedom: One Hundred Years of History of the Media in Ethiopia*, clearly accounts that the private media emerged as an institution in the period since 1991.

On how the private media started to proliferate, Shimelis (2003), writes,

Pursuant to its ratification of the 1948 Universal Declaration of Human Rights (UDHR), the Transitional Government of Ethiopia (TGE) has agreed to respect individual human rights including the freedom of expression fully and without any limitations. Taking advantage of such

government declaration of intent, a large number of newspapers and magazines began to appear in Addis Ababa. (p. 184).

According to him, it is after the declaration of a press proclamation in 1992, which was entitled *A Proclamation to Provide for the Freedom of the Press No. 34/1992*, that the number of private newspapers and magazines became huge in the market. Going along with Shimelis, Skjerdal (2012) documents that there are a number of rights associated with a free media society that the law guaranteed. For him, the two principles that were deemed particularly important are (1) the abolishment of pre-publication censorship (article 3(2)), and (2) the right for any Ethiopian citizen to open a media outlet (article 5(1)). (p. 18).

There are different figures as to the number of private newspapers and magazines that functioned in the period between 1992-1997. Shemelis (2002), for example, writes that about 200 private newspapers and 87 magazines were registered in 5 years – from 1992 to 1997. On the other hand, Aadland and Røe (quoted in Skjerdal, 2012, p. 18) state that about 265 newspapers and 120 magazines were given license from the then Ministry of Information in the period between October 1992 to July 1997. No matter how different the figures are, this period could possibly be referred to as the ‘golden time’ for those who had the interest to engage in the publishing market.

Skjerdal (2012, p. 19) asserts that such a proliferation of private media is apparent in a number of countries that introduced a free media system after going through many years of oppression. Beyond the rapid proliferation, the problem of these media in

Ethiopia, according to him, was accompanied by a volatile characteristic of the media wherein most of the 'renowned publications' were ephemeral. He further explains, "Some barely made it to the vendors before folding, while others stayed for a couple of years or more."

The basic feature of the private press in Ethiopia during this period, as in other developing countries under similar circumstances, is that it appeared to be evocative of the press in more developed areas a century ago (Shimelis, 2002, p. 199). Shimelis further notes that this applies to the press's multiplicity, urban concentration, economic insecurity, limited advertising, comparatively small circulation, relatively untrained staff and, frequently, modest equipment (Shimelis, 2002, p. 199).

With reference to access to information from the government, researches indicate that the press faces a big challenge. Dagim (2013, p. 113), for example, concludes that access to government information has impeded the private media from properly carrying out its supposed democratic functions. By and large, Dagim identifies the major challenges the private media is facing in the course of pursuing democratic functions in two categories: internal and external.

The internal challenges, are the poor level of journalistic professionalism, economic weakness, and economic and political instrumentalization while, the external challenges include lack of support from the government in terms of tax exemptions and subsidies, the weak development of private printing enterprises and the unwillingness of

government officials to give information for private media journalists (Dagim, 2013, p. 113).

A recent report released by Ethiopian Broadcasting Authority shows that the number of private newspapers and magazines circulated on January 2013 was 39 of which newspapers are 18 and whereas magazines are 21. According to the report, 12 newspapers focused on political, economic, and social issues while the rest focused on sports and health. When it comes to the magazines, only eight of them focus on political, economic, and social content and the remaining 13 magazines focus on fashion, art, culture, and sports issues. When compared with the last decade, it is evident in the figure that the number of political press (newspapers and magazines with a focus on politics) has diminished through time.

As to the private radio stations, there are five commercial radio stations namely, Fana Broadcasting Corporate, *Sheger FM 102.1*, *Afro FM 105.3* (English radio station), *Zami 90.7 FM*, and *Dimtsi Woyane* (Tigrigna radio station based in Mekelle). These commercial or private radio stations are often decried for the overriding treatment they give for entertainment and other related content than other serious issues such as political, social, and economic issues.

2.6.2. The Government Media

There is minimal change that could be observed with regard to national publications under the current regime in the number and variety of national publications (Meseret,

2012, p. 239). According to him, they are still a handful, all of them published in Addis Ababa by the federal government. In fact, he writes, '*Addis Zemen*, and *The Ethiopian Herald* are still the only government-run dailies, while the rest of the newspapers, including *Berissa* and *Al-Alem*, are weeklies.'

In relation to the broadcast media, Meseret contends that the ruling party – EPRDF used both radio and television, on a more substantive level, 'to strengthen its power by disseminating massive propaganda against members of the defunct regime...' (Meseret, 2012, p. 250).

Meseret (2012, p. 279) plainly points out that under the current regime, one may notice apparent changes made in the broadcasting sector in relation to physical infrastructure and organizational restructuring than in press freedom. Moreover, he asserts that though a lot of work has been done as to reaching the population with their own local language and stronger signal and dozens of radio and television transmitters are being built as part of the GTP, 'both radio and television programs remain heavily censored by authorities, causing journalists to censor themselves, too. In a word the stations continue to be 'faithful mouthpieces of the government'

For Meseret (2012, p. 242 & 278), unfavorable working atmosphere, shortage of skilled manpower, unethical and unprofessional reporting, low morale in the working place, low level of journalistic training or the existence of unqualified journalists, and tight control from above are among the major challenges that the state owned media face during this regime.

On how the government media is losing its publics, Meseret Chekol (2012) chronicles:

The big picture is that the government media only changed masters, not their press philosophy in any fundamental way. This made them lose public trust as in the past. Dwindling readership and plummeting sales are glaring signs of this loss of credibility. (p. 244).

2.6.3. Polarized Media

The media in Ethiopia has long been functioned in a polarized media environment where exist two extreme media outputs. With regard to this, Skjerdal (2012, p. 35), (quoting Aadland and Fackler, 2001; Price et al., 2008), states that the existing state of the media in Ethiopia is commonly described as a polarized state of affairs between the state media and private media outlets. Correspondingly, Shimelis (2002, p. 199), stresses that polarization is one of the important distinctive features of the private press in Ethiopia.

Both the private and the government media contributed to such polarization. According to Shimelis (2002), the private press, in the first place, didn't begin its life as an independent institution but as an instrument of rebel. Accordingly, he asserts that the stories presented, 'interlocked as it is at every point with the political and social changes, in the country, are a saga of valor in the defense and, to a large extent, the fostering of the democratization process. The government media on the other hand is often described as 'faithful mouthpiece of the government' in that they stand at the other end of the bifurcation.

CHAPTER THREE

3. RESEARCH DESIGN

3.1. Methodology of the Study

The study employed a triangulation of quantitative and qualitative methods. According to Christians (2004, p. 49), triangulation may take different forms. Christians explains, “It may refer, for example to method –that is, combining document analysis with unstructured interviewing with unobtrusive observation, and combining this mixture in order to improve perspective.” Accordingly, this study combined quantitative method, with an objective to gather quantitative data and qualitative method to study the why of the public trust in the Ethiopian mainstream media.

It is appropriate to employ triangulation in this study for, according to Steinke (2004, p. 185), “...the use of complementary methods, theories, data or investigators [triangulation] in the research is intended to compensate for any one-sidedness or distortion that may result from an individual method, theory, database or researcher.”

As the current research attempts to study the trust that the public of Addis Ababa has towards the Ethiopian mainstream media, the researcher found it suitable to make use of quantitative method in order to survey large sample from Addis Ababa’s public and qualitative method to get a detailed view of selected interviewees through open ended questions so that the quantitative analysis can be strengthened.

3.2. Subjects

The subjects of this research were the residents of Addis Ababa. For the researcher could not find recent official data as regards the population of Addis Ababa, this study rely up on the 2007 population census. According to *The 2007 Population and Housing Census of Ethiopia: Statistical Report for Addis Ababa City Administration*, there are 2, 739, 551 residents in Addis Ababa—the capital city of Ethiopia with a 52 percent female and 48 percent male ratio. Out of the general population 400 samples were selected with a 52 percent female and 48 percent male ration.

3.3. Sampling Method

Writing about why we need to sample, Miller (2003, p. 268) points out two major reasons. The first reason is that sampling minimizes the cost of collecting data. Such cost, according to them, can be in terms of money, time, and energy. The second reason is that it increases precision in the data collected. Accordingly, this research relies up on non-probability sampling methods. Of this type of sampling, quota sampling was used to select individuals to be surveyed and accidental sampling was employed to select subjects for the quota sampling. Hence, the sections that follow discuss these sampling methods.

3.3.1. Non-probability Sampling

Before looking at what non-probability sampling is and why it is preferred to probability sampling, it would be helpful to see first what probability sampling is.

According to Corbetta (2003, p. 218), a sample is said to be a probability sample when: (1) each unit has non-zero probability of selection; (2) probability of selection for all units is known; and (3) the selection is completely random. With reference to this research, the probability of selection for all units is not known, and the selection is not random, which would give some of the units a zero probability of selection. This clearly indicates that the research is not dependent upon probability sampling.

Of the different types of probability sampling, let us look at simple random sampling and see how it does not work for the current study. Miller (2003, p. 269) identifies three requirements for a simple random sampling: (1) a clear definition of the population to be sampled; (2) a complete listing of all the elements in the population; and statistical independence, which according to them, means “the selection of any one element should in no way affect the chances of any other element being selected or not selected.” The current study, however, does not have a complete listing of the elements in the population—the list of all residents of Addis Ababa, which makes it unfeasible to utilize simple random sampling method.

The above explication evidently shows that probability sampling is not feasible for this study. And ‘when a probability sample is not feasible, or when it is known in advance that it cannot be implemented in the data-collection phase, a non-probability sample design will be adopted from the outset’ (Corbetta, 2003, p. 221). Hence, the study adopts non-probability sampling as a sampling strategy for the collection of data. Of the

different types of non-probability sampling, quota sampling and accidental sampling were used.

3.3.2. Quota Sampling

The selection of samples to be surveyed in this research was done on the basis of quota sampling. Quota sampling is probably the most widely used sample design, especially in market research and in opinion polls (Corbetta, p. 221). Miller (2003) writes,

Quota sampling is a 'non-probability' sampling technique that can be important in social research. In a quota sample, rather than being given a specific list of named individuals or addresses to interview, the interviewer is told to find a number of people who match a set of characteristics determined by the market research firm. These characteristics should be relevant to the topic of the survey and should be at least broadly representative of their occurrence in the target population. (p. 273).

By the same token, Corbetta(2003) explains that the implementation of the procedure is based on the division of the population into a certain number of strata defined by a few variables of which the distribution is known (e.g. gender, age group and level of education).

According to Battaglia (2008, p. 523), quota sampling has some similarities to stratified sampling. Battaglia further explains that the basic idea of quota sampling is setting a

target number of completed interviews with specific subgroups of the population of interest. For Battaglia, ideally, the target size of the subgroups is based on known information about the target population (such as census data).

As this research uses *The 2007 Population and Housing Census of Ethiopia: Statistical Report for Addis Ababa City Administration*, the population can easily be divided in to subgroups based on the characteristics of the population—sex, as provided in the report.

According to Corbetta (2003, p. 221), up to this point, quota sampling is no different from stratified sampling. Corbetta (2003) asserts, “Where it does differ, however, is in the fact that, within the limits placed on the overall size of each quota (e.g. 20 educated young males have to be interviewed), the interviewer is free to choose the interview subjects at his discretion.” Thus, quota sampling is stratified sampling which allows the researcher to choose the units by him. Corbetta explains that the size of the quota restricts this freedom of choice and ensures that the overall sample reproduces the population distribution as to the variables on which the quotas are based (2003, p. 221).

Using quota sampling is advantageous in that it is quick, cheap, and easy for the researcher to conduct as compared to probability sampling (Miller, p. 274). For them, in a probability sampling, the interviewer can only interview people that are chosen in the sample and may spend a considerable amount of time to go to the interview site and call back until the target individual is found at home, while all the interviewer needs to do to fulfill a quota sample is find people who are willing to be interviewed with a characteristics that match those of the quota.

Hence, it is appropriate to use quota sampling for this research as it takes residents of Addis Ababa as its subjects. As there are different types of quota sampling, this research used both proportional and non-proportional quota sampling.

3.3.3. Accidental Sampling

Since the researcher could not get complete information about the subjects of this study, accidental sampling was used as one of the strategies of selecting samples. Ruane (2005) asserts that accidental sampling (also known as convenience sampling) is probably the oldest sampling strategy. He writes, "This technique builds a sample on the basis of finding convenient or available individuals" (p. 117).

When employing such a sampling technique, Ruane (2005) contends that individuals who are not "conveniently" located have no chance of being selected. However, in order to overcome this shortcoming, the researcher devised a mechanism by which 12 individuals were sent to different areas of Addis Ababa so that a variety of respondents who were not conveniently located were addressed.

3.4. Data Collection Technique

The data collection tool the research employed is questionnaire. Hence, this section separately discusses this technique.

3.4.1. Questionnaire

For Trobia (2008, p. 652), questionnaire is the main instrument for collecting data in survey research. Trobia (2008) further elaborates that it is a set of standardized questions, otherwise called items that are used to collect individual data about one or more specific topics by following a fixed scheme.

Using questionnaire for survey has many advantages. Singh (2006, p. 108) and Kothari (2004, p. 101) identify some of these advantages which can be summarized as follows:

- There is low cost even when the universe is large and is widely spread geographically.
- It is free from the bias of the interviewer; answers are in respondents' own words.
- Respondents have adequate time to give well thought out answers.
- Respondents, who are not easily approachable, can also be reached conveniently.
- Large samples can be made use of and thus the results can be made more dependable and Reliable
- The validity of questionnaire data also depends in a crucial way on the validity and willingness of the respondent to provide the information requested.

Research has shown that respondents are as a group of superior intelligence.

Hence, employing questionnaires as a method of gathering data will help this research get the maximum advantages explained above.

400 questionnaires were distributed to the selected respondents from November 7, 2013 to November 14, 2013. The questionnaires were distributed based on *The 2007 Population and Housing Census of Ethiopia: Statistical Report for Addis Ababa City Administration*. 52 percent of the questionnaires were distributed to female respondents while 48% were male. Other variables were non-proportional. Accordingly, from the 400 questionnaires distributed 361 were returned. However, only 300 questionnaires were considered as they were filled almost completely. 61 questionnaires, despite the fact that they were returned back, were not complete in that most of the questions or items were left unanswered. As a result, these questionnaires were discarded. 39 questionnaires were not even returned.

The questionnaire has four parts and these parts comprise of structured questions. The questions are both open-ended and close-ended. The questions in part three are structured based on a 5 point Likert scale questions for which respondents will provide their level of agreement. Questions put under part three of the questionnaire were adapted from Kohring and Matthes (2007) and those under part four were adapted from a BBC/Reuters poll which was conducted in 2006.

With reference to the distribution of questionnaires, 12 distributors were recruited and sent to different woredas and kebeles in Addis Ababa. Though the researcher did not systematically allocate questionnaires based on sub city or woreda of respondents, the 12 distributors have helped gain a data from a variety of places in Addis.

3.5. Data Analysis

The quantitative data was analyzed with SPSS. Tables, charts, and graphs were used to illustrate the data. The qualitative data analysis followed each quantitative section that requires qualitative analysis. The data were presented and analyzed based on themes in a way that the themes are reflections of the research questions.

CHAPTER FOUR

4. DATA ANALYSIS AND DISCUSSION

4.1. Demographic Characteristics of Respondents

The questionnaires were distributed based on quota sampling as discussed in the methodology section of this study. Of the total number of 300 questionnaires that were returned and found to be almost completed by the respondents, 156 (52%) questionnaires were from female respondents and 144 (42%) questionnaires were from male respondents.

Table 1. Sex of Respondents

Sex of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	144	48.0	48.0	48.0
	Female	156	52.0	52.0	100.0
	Total	300	100.0	100.0	

With reference to age distribution, Table 2 below depicts that 63.7 percent of the respondents were in the age group 20-29 while 16 percent were between 30-39 years of age, 12.7 percent were less than 20 years, 4.7 percent in the age group of 40-49, and 3 percent in the age group of 50 and above. This shows that the majority of the respondents were in the age group of 20-29.

Table 2. Age of Respondents

Age of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	38	12.7	12.7	12.7
	20-29	191	63.7	63.7	76.3
	30-39	48	16.0	16.0	92.3
	40-49	14	4.7	4.7	97.0
	50 and above	9	3.0	3.0	100.0
	Total	300	100.0	100.0	

One can observe from Table 3 below that majority of the respondents are BA/BSc degree holders, constituting 42.7 percent of the total 300. Diploma holders appear to be the second majority with 28 percent. Those who either completed high school/preparatory or who are still attending constitute 15 percent of the respondents while MA/ MSc holders make up 7.3 percent, others such as 10+1, 10+2, TVET add up to 4.3 percent, and those who are able to read and write amount to 2.3 percent. There is only one respondent (0.3 %) with a PhD.

Table 3. Level of Education of Respondents

Level of Education of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PhD	1	.3	.3	.3
	MA/MSc Degree	22	7.3	7.3	7.7
	BA/BSc Degree	128	42.7	42.7	50.3
	Diploma	84	28.0	28.0	78.3
	High school/Preparatory	45	15.0	15.0	93.3
	Able to read and write	7	2.3	2.3	95.7
	Illiterate	0	0	0	95.7
	Other	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

As regards income level of respondents, Table 4 below illustrates that 27 percent of the respondents earn less than 500 ETB per month, 15 percent earn from 1501-2500 birr, 14.3 percent make from 1001-1500 birr, 14 percent get from 500-1000 birr, 11 percent receive from 2501-3500 birr, 8.3 percent make from 3501-4500 birr and 6 percent earn from 4501-500 birr. There are only 13 respondents with a monthly income of 5000 birr and above which make up 4.3 percent of the total sample population.

Table 4. Monthly Income Level of Respondents per in ETB

Income Level of Respondents in ETB					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 500	81	27.0	27.0	27.0
	500-1000	42	14.0	14.0	41.0
	1001-1500	43	14.3	14.3	55.3
	1501-2500	45	15.0	15.0	70.3
	2501-3500	33	11.0	11.0	81.3
	3501-4500	25	8.3	8.3	89.7
	4501-5000	18	6.0	6.0	95.7
	5000 and above	13	4.3	4.3	100.0
	Total	300	100.0	100.0	

With regard to political affiliation or party identification, Table 5 below illustrates that 66.7 percent of respondents are independent and 14.7 percent of the sample populations do not know their political standing. Respondents which are pro-ruling party (either member or supporter) account for 13.3 percent and members & supporters of opposition parties make up 5.3 percent of the sample.

Table 5. Political Affiliation of Respondents

Political Affiliation of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pro-ruling party	40	13.3	13.3	13.3
	Pro-opposition parties	16	5.3	5.3	18.7
	Independent	200	66.7	66.7	85.3
	I don't know	44	14.7	14.7	100.0
	Total	300	100.0	100.0	

Table 6 below gives an idea about the ethnic background of the sample population. The majority of the respondents (36%) said that they belong to the Amhara ethnic group while 24.3 percent of the respondents were from the Oromo ethnic group. Tigrie, Guragie and others account for 13.3 percent, 12.3 percent and 14 percent, respectively.

Table 6. Ethnic Identity of Respondents

Ethnic Identity of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amhara	108	36.0	36.0	36.0
	Oromo	73	24.3	24.3	60.3
	Tigrie	40	13.3	13.3	73.7
	Guragie	37	12.3	12.3	86.0
	Others	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

The other quota based on which the samples are drawn disproportionately is religion. Accordingly, respondents who are Christians add up to 83 percent of the total respondents. Muslim respondents follow by 13 percent while respondents with other different religions make up the rest 4 percent of the sample population.

Table 7. Religion of Respondents

Religion of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Christian	249	83.0	83.0	83.0
	Muslim	39	13.0	13.0	96.0
	Others	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

4.2. Factors that Affect Trust in Media

According to Kohring and Matthes (2007, p. 240), “trust in news media is a hierarchical factor (of second order), which serves to explain the factors (of first order) “trust in the selectivity of topics,” “trust in the selectivity of facts,” “trust in the accuracy of depictions,” and “trust in journalistic assessment.” Each first order factor has four variables that are believed to be determinants of the selectivity thereby affecting the trust that people have towards the media. On the basis of this explication, respondents were provided with each variable for which they provided their level of agreement or disagreement. The scale for this ranges from 5 (Strongly Agree) to 1 (Strongly disagree). This section looks at each of the four first order factors separately with their respective variables.

4.2.1. Trust in Selectivity of Topics

The four variables under the first order factor—trust in selectivity of topics—that are adapted by the researcher from Kohring and Matthes (2007) are: (1) Media covers issues that the people care about; (2) Issues are assigned adequate status; (3) The frequencies with which issues are covered is adequate; and (4) The issues are covered on the necessary regular basis.

Table 8. Variables of Trust in Selectivity of Topics

Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Total (%)
Media Covers Issues that I care about	23.7	31.3	17.0	23.7	4.3	100.0
Issues are Assigned Adequate Status	23.3	36.3	17.0	17.3	6.0	100.0
The Frequencies with Which the Issues are covered is adequate	19.3	35.7	18.3	20.3	6.3	100.0
The Issues are Covered on the Necessary Regular Basis	26.0	33.3	18.3	18.3	4.0	100.0

In view of that, for the item *media covers issues that I care about*, 23.7 percent of the respondents said that they strongly disagree while 31.3 percent said they disagree. Thus, majority of the respondents (55%) have expressed their disagreement as to whether the media covers the issues they care about. This implicates that majority of the respondents perceive that issues covered by the Ethiopian mainstream media do not go along with issues that they want the media to report.

With reference to the second variable, 23.3 percent of the respondents strongly disagree with the idea that *issues are assigned adequate status* whereas 36.3 percent disagree. Therefore, 59.7 percent of the respondents did not consider that issues being covered by the media get the sufficient status they deserve. This means, most of the respondents

believe that issues they consider important are not being given appropriate emphasis by the Ethiopian mainstream media.

With regard to the third variable in trust in the selectivity of topics, the data shows 55 percent (19.3% strongly disagree and 35.7% disagree) of the sample population expressed their disagreement with the point of *the frequencies with which the issues are covered is adequate*. Preponderance of the respondents did not believe the rate with which issues are reported by the media is enough. Thus, one can infer from the figure that the preponderance of the respondents do not think important issues are frequently reported the Ethiopian mainstream media.

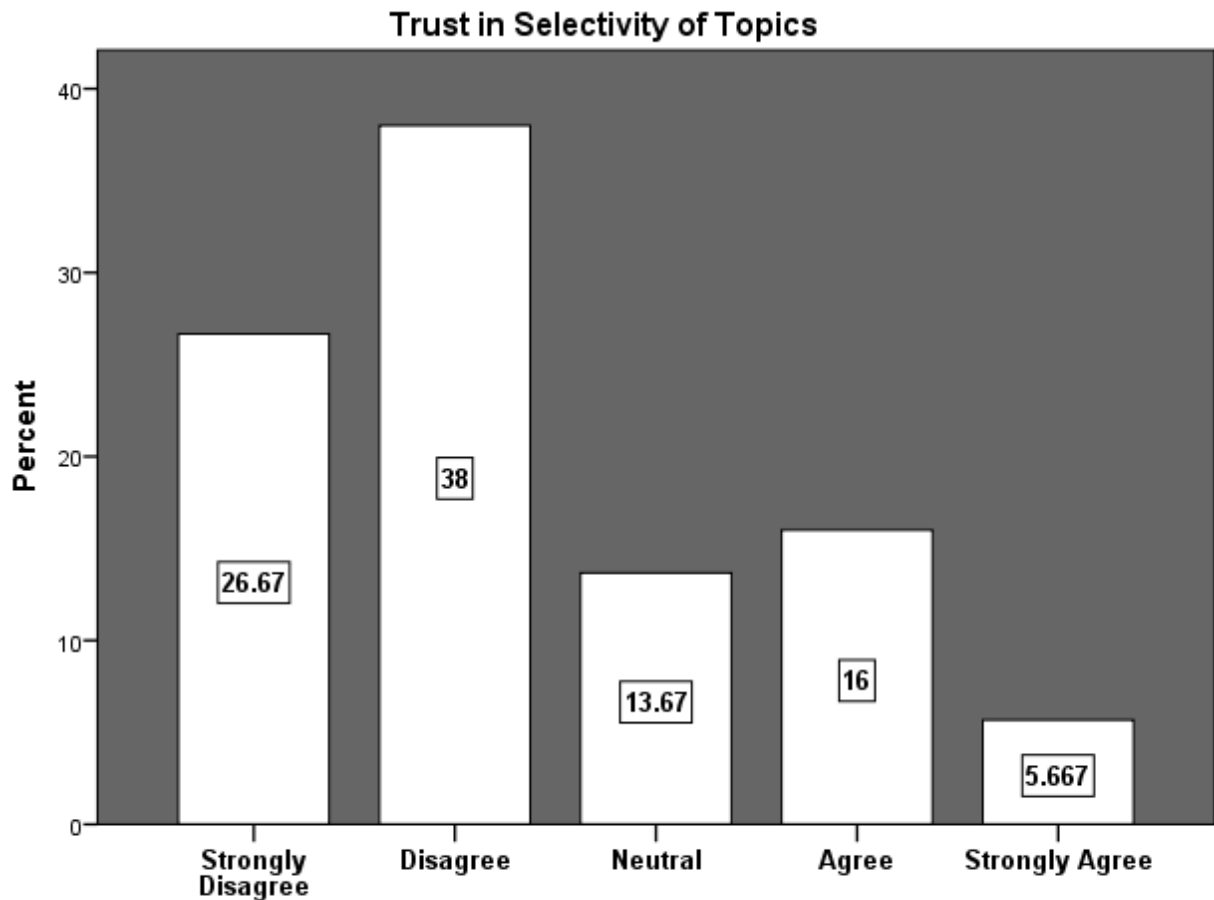
The fourth variable which is considered as a factor of trust in the selectivity of topics is *the issues are covered on the necessary regular basis*. For majority of the respondents (59.3%), issues that are thought to be vital by them are not getting regular coverage by the media. This shows that, generally, most of the sample population does not think that relevant topics are covered continually.

A combination of the four variables would help understand the general trust the respondents have in the selectivity of topics, because “the factor “trust in the selectivity of topics” describes the trust in the news media’s role in making certain topics subjects of public discussion. It encompasses four variables that are related to the frequency and continuity of the covered topic as well as the appropriate emphasis of this issue compared to others.” (Kohring and Matthes 2007, p. 246).

Furthermore, Kohring and Matthes (2007) explained that the public trusts that the media will focus on those topics and events which are related to them. According to Pape & Featherstone (2005), stories about issues, groups and nations that are meaningful to the audience are perceived to be relevant. Anna McKane (2006), for example, mentions a survey in which a group of stories that the surveyors felt people would read because they had some relevance to their own lives, stories such as taxation, house prices, and health stories appeared to be relevant because 'they have relevance to their own health, or the price of their house, or the way these things affect family members or friends. Thus, the media is supposed to select stories, topics, and issues which the public would find relevant.

In light of this, respondents were asked to indicate the level of their agreement or disagreement on the item – *trust in the selectivity of topics*. As it is depicted in Figure 1, 64.7 percent of the selected samples do not trust in the selectivity of topics by the Ethiopian mainstream media while 21.7 percent trust. This reveals that majority of the respondents do not trust in the media's role in making issues people care about subjects of public discussion, the frequency and continuity of the covered issues as well as the proper emphasis given to the issues. One can make of this figure that the media in Ethiopia do not select stories that are relevant to the public, which lead to a mistrust.

Figure 1. Trust in Selectivity of Topics



For trust in media is a second order factor (Kohring and Matthes, 2007), low level of trust in the selectivity of topics has an effect on the overall trust of the public in media. Therefore, since majority of the respondents didn't trust in the selectivity of topics, their level of trust in Ethiopian mainstream media would be affected.

4.2.2. Trust in the Selectivity of Facts

(1) Essential points are included in the issues covered; (2) The focus in the issues is on important facts; (3) All important information regarding the issues is provided; and (4)

The media reports all sides of the issues are the four variables under the first order factor – trust in selectivity of facts that are adapted by the researcher from Kohring and Matthes (2007).

Table 9. Variables of trust in the Selectivity of Facts

Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Total (%)
Essential Points are Included in the Issues Covered	20.3	28.7	21.3	26.0	3.7	100.0
The Focus in the Issues is on Important Facts	22.0	37.7	18.3	17.3	4.7	100.0
All Important Information Regarding the Issues is Provided	36.0	38.3	11.7	11.3	2.7	100.0
The Media Reports all Sides of the Issues	30.3	36.7	15.7	14.3	3.0	100.0

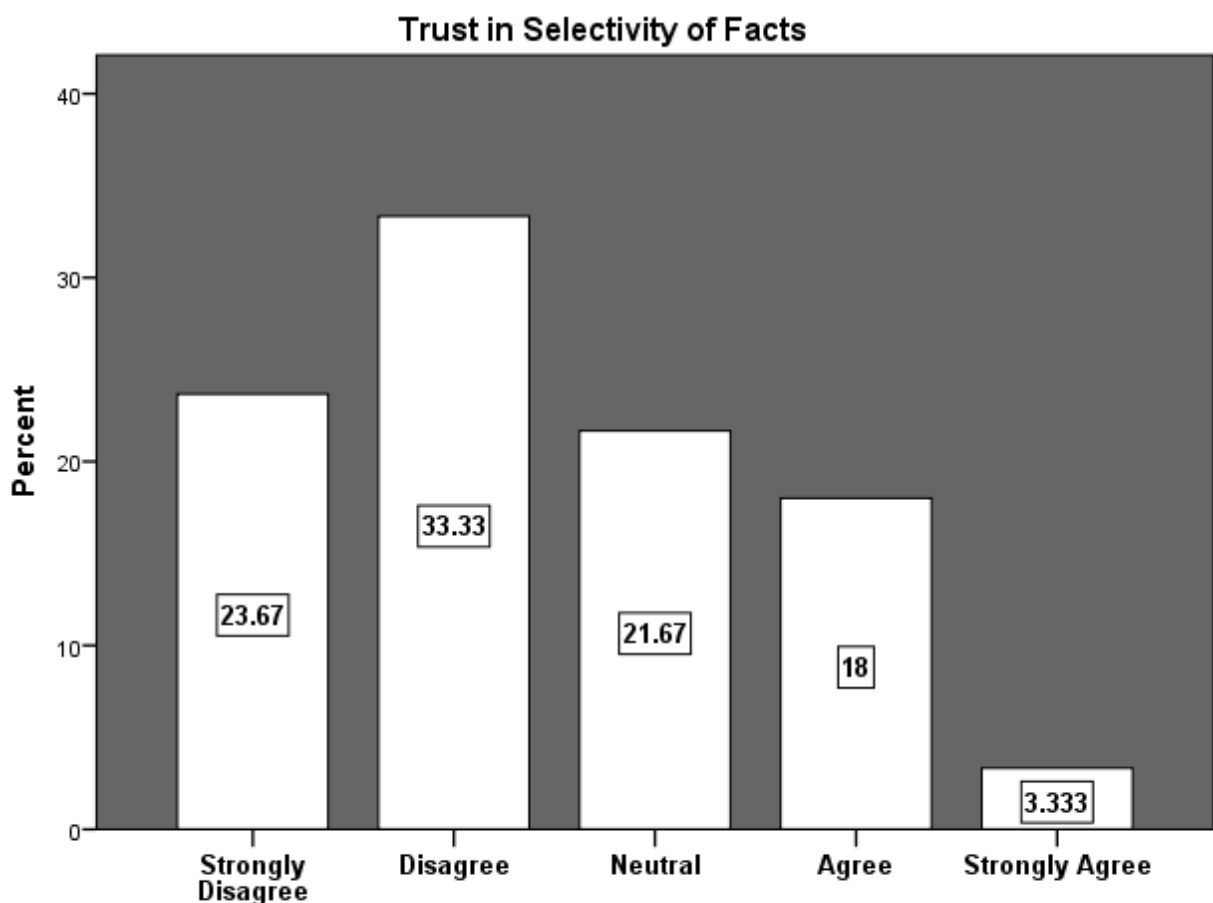
As to the variable *Essential Points are Included in the Issues Covered*, 49 percent of the respondents have indicated that they disagree with the point that covered issues comprise of all the essential points whereas 29.7 percent agree. The remaining 21.3 percent have a neutral stand on this item. This implies that those who disagree with the item are still greater in number compared to those who agree. Hence, it could be argued that majority of the sample population do not think that reports of the mainstream media include essential points.

As it could easily be discerned from table 9 above, for the item *The Focus in the Issues is on Important Facts*, 59.7 percent of the respondents (22.0% strongly disagree and 37.7% disagree) expressed their disagreement. In other words, preponderance of the respondents believes that the Ethiopian mainstream media's focus in the reported issues is not on facts that are important. Hence, the argument goes, most respondents believe that the mainstream media in Ethiopia is not concerned about important facts when reporting on issues.

The third variable in trust in the selectivity of facts is '*all important information regarding the issues is provided*'. Table 9 above shows vast majority of the participants of this study –74 percent –stated their disagreement on the assertion that the media in Ethiopia provide all important information as regards issues being reported. Thus, one can contend that most of the respondents believe Ethiopian mainstream media do not provide target audiences with all necessary information that should be included in a given reporting.

The last but not the least variable in the first order factor *trust in the selectivity of facts* is '*the media reports all sides of the issues*'. About 201 respondents making up 67 percent of the total 300 do not agree on the declaration that the media reports all sides of issues while only 17.3 percent agree. Thus, it could be inferred from these figures that majority of the participants of the study thought of the Ethiopian mainstream media as media that do not balance their reports in that they fail to include all sides of issues.

Figure 2. Trust in the Selectivity of Facts



Kohring and Matthes (2007, 246) note that the factor “trust in the selectivity of facts” comprises the contextualization of events and includes the four variables explained above that relate to ‘the variety, comprehensiveness, and emphasis of the information, which has been provided for issues. This means, journalists ‘will mark the most important information they have learned, good quotes they may use in the story...’ (Potter, 2006, p. 14); explore issues in an uncommitted way so that viewers, listeners and readers appreciate all the important arguments, including the weight of support they enjoy; and not give one side of an argument unreasonable attention to its

advantage or disadvantage (Wilson, 1996, p. 45). The latter may be associated with balance, which according to Potter (2006), suggests that there are many sides to any story, and that each side should be given equal weight. Therefore, the media are expected to provide all sides of a story, give emphasis to important information, and consider all vital facts in their reporting.

However, table 9 above evidently depicts that majority of the respondents stated their disagreement on the practice of mainstream media in Ethiopia with regard to those variables. By and large, Figure 2 above illustrates that 57 percent of the respondents do not trust in *the selectivity of facts* by the mainstream media in Ethiopia. No more than 21.3 percent trust in the selectivity of facts whereas the rest 21.7 respondents were undecided. Therefore, the argument goes, the overall trust of most of the respondents in the Ethiopian mainstream media would be negatively affected by such mistrust of the public in the selectivity of facts by the media.

4.2.3. Trust in Accuracy of Depictions

The other first order factor *Trust in Accuracy of Depictions* similarly has four variables: (1) The information in the issues would be verifiable if examined; (2) the reported information in the issues is true; (3) The reports recount the facts truthfully; and (4) The facts that I receive regarding the issues are correct. Respondents were asked to indicate their level of agreement on these variables in order to examine whether they trust in accuracy of depictions. Hence, this section discusses the responses of the research

participants for each variable and for the overall trust they have in trust in accuracy of depictions.

Table 10. Variables in Trust in Accuracy of Depictions

Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Total (%)
The Information in the Issues Would be Verifiable if Examined	21.0	27.0	23.0	26.0	3.0	100.0
The Reported Information in the Issues is True	24.0	27.7	29.7	15.0	3.7	100.0
The Reports Recount the Facts Truthfully	23.0	32.3	26.0	14.7	4.0	100.0
The Facts that I Receive Regarding the Issues are Correct	23.0	32.7	26.7	15.3	2.3	100.0

With reference to the first variable in trust in accuracy of depictions – the information in the issues would be verifiable if examined, 48 percent of the sample population disagree while 29 percent agree and 23 percent are undecided. This shows that those respondents who disagree are greater in number when compared with those who agree. It could then be deduced that majority of the respondents disagree on the statement that the information the media in Ethiopia include on issues would be verifiable if examined. In other words, they believe that sources from which the media get

information are anonymous in that it is hard to verify whether the information is true or not.

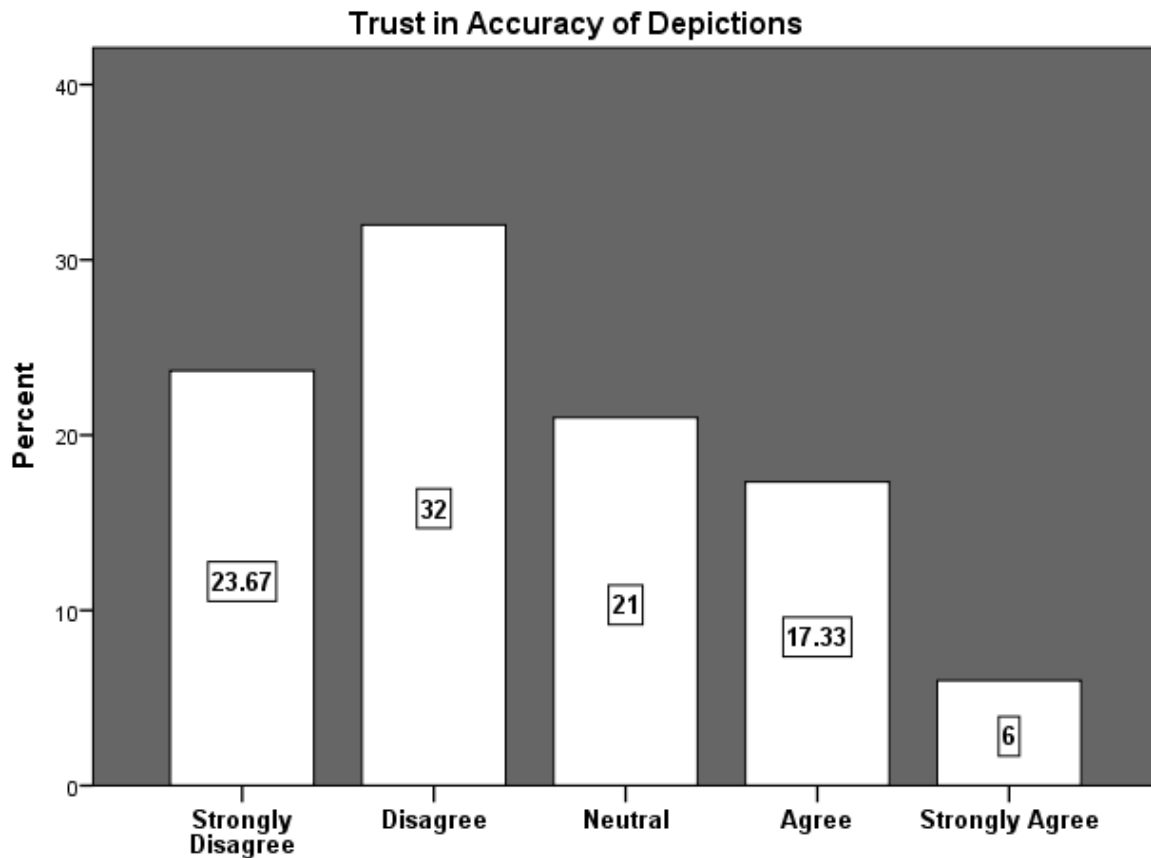
As to the second variable—*'the reported information in the issues is true'*, more than half of the respondents that constitute 51.7 percent of the total sample (24.0% strongly disagree and 27.7% disagree) stated their disagreement while about 18.7 percent agree and the rest 29.7 are undecided. This noticeably implicates that most of the sample population perceive that reported issues by the mainstream media do not contain true information. Moreover, this would certainly affect the overall trust the respondents have in accuracy of depictions.

The third variable in trust in accuracy of depictions is *'the reports recount the facts truthfully'*. Still majority of the research participants (55.3%) do not agree on the statement that the media in Ethiopia report the facts truthfully. Only 18.7 percent of the respondents expressed their agreement on the variable with reference to Ethiopian media while 26 percent are undecided. One can deduce from these figures that majority of the respondents do not think the Ethiopian mainstream media employs a truthful way of reporting the facts which implicates that the respondents general trust in the accuracy of depictions would be negatively affected.

With regard to the last, but not the least, variable *'the facts that I receive regarding the issues are correct'*, table 10 above reveals vast majority of the respondents—55.7 percent—stated that they disagree with the point that reported facts in the issues are correct. Whereas, 17.6 percent of the respondents stated their agreement and 26.7

percent indicated they have a neutral stand. Thus, one can make of these figures that majority of the sample population do not believe the mainstream media in Ethiopia reports correct facts on issues. And this disagreement, as in the other variables, could negatively affect the respondents' overall trust in the first order factor "trust in accuracy of depictions".

Figure 3. Trust in Accuracy of Depictions



According to Kohring and Matthes (2007, p. 246) the factor "trust in the accuracy of depictions," with its four variables, exclusively concerns the empirical verification of factual information. In line with this, Kovach & Rosenstiel (2007) note,

In the end, the discipline of verification is what separates journalism from entertainment, propaganda, fiction, or art. Entertainment-and its cousin "infotainment"-focuses on what is most diverting. Propaganda will select facts or invent them to serve the real purpose-persuasion and manipulation. Fiction invents scenarios to get at a more personal impression of what it calls truth. Journalism alone is focused first on getting what happened down right. (p. 71).

Kovach & Rosenstiel's (2007) explanation above signifies the importance verification has in reporting issues thereby making the media more reliable and trusted. This implicates that reporting unverifiable facts would lead the media to be mistrusted.

In the similar vein, as to the variable '*the reported information in the issues is true*', Kovach & Rosenstiel's (2007, P. 16) argue, "The journalist's use of narrative forms must always be governed by the principles of accuracy and truthfulness... Regardless of the form of presentation, the most engaging thing of all must be kept in mind: the story is true." So long as the media stands to report issues, it must always follow the path of truth. Thus, untruthful reporting would have negative outcomes when it comes to the public trust in the media. As regards this, table 10 above reveals that majority of the respondents expressed their disagreement with regard to Ethiopian mainstream media's reporting of verifiable facts and presentation of issues truthfully and correctly.

For Kohring and Matthes (2007), the trust pointed out in the first order factor '*trust in the accuracy of depictions*' is a trust in verifiable and approvable accuracy. According

to Potter (2006), reporting is a thorough process involving collection of facts and checking those facts carefully for accuracy. She further explains that journalists' most basic responsibility in a free society is reporting the news accurately and fairly. Joseph Pulitzer's often cited three rules of journalism: "Accuracy, accuracy, and accuracy" confirm how accuracy is considered crucial in carrying out the reporting functions of the media. Hence, it is one of the factors that affect trust in media. To highlight this, Potter (2006, p. 21) chronicles, "credibility is a journalist's most important asset, and accuracy is the best way to protect it." Therefore, reporting accurately would enable the media to garner trust from the public. However, majority of the sample population do not trust the way the Ethiopian mainstream media present reports accurately.

Generally, with regard to trust in accuracy of depictions, figure 3 above depicts that 55.7 percent of the participants disagreed, 23.3 percent agreed, and 21 percent were undecided. Hence, it is evident that majority of respondents do not trust in accuracy of depictions of the mainstream media in Ethiopia.

4.2.4. Trust in Journalistic Assessment

The four variables in the last first order factor of trust—"trust in journalistic assessment", which are adapted by the researcher from Kohring and Matthes (2007), include: (1) Journalists' Criticism is Expressed in an Adequate Manner; (2) Journalists' Opinions are Well Founded; (3) The Commentaries Regarding the Issues Covered Consist of Well-reflected Conclusions; and (4) Journalistic Assessments Regarding the

Issues Covered are Useful adapted by the researcher from Kohring and Matthes (2007). Accordingly, this section deals with responses of the research participants for the variables with reference to the Ethiopian mainstream media.

Table 11. Variables in Trust in Journalistic Assessment

Item	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)	Total (%)
Journalists' Criticism is Expressed in an Adequate Manner	29.7	31.0	19.0	15.0	5.3	100.0
Journalists' Opinions are Well Founded	20.0	28.3	21.7	23.7	6.3	100.0
The Commentaries Regarding the Issues Covered Consist of Well-reflected Conclusions	17.3	32.0	23.0	23.7	4.0	100.0
Journalistic Assessments Regarding the Issues Covered are Useful	15.7	22.7	25.0	30.3	6.3	100.0

The first variable in trust in journalistic assessment is '*journalists' criticism is expressed in an adequate manner*'. It could be discerned from table 11 above that majority of the respondents that account for 60.7 percent of the total sample disagreed on the declaration 'Ethiopian mainstream media journalist's criticism is voiced adequately'. Therefore, one can deduce from this fact that greater part of the respondents does not believe that there is a sufficient criticism by journalists of the media in Ethiopia on different issues.

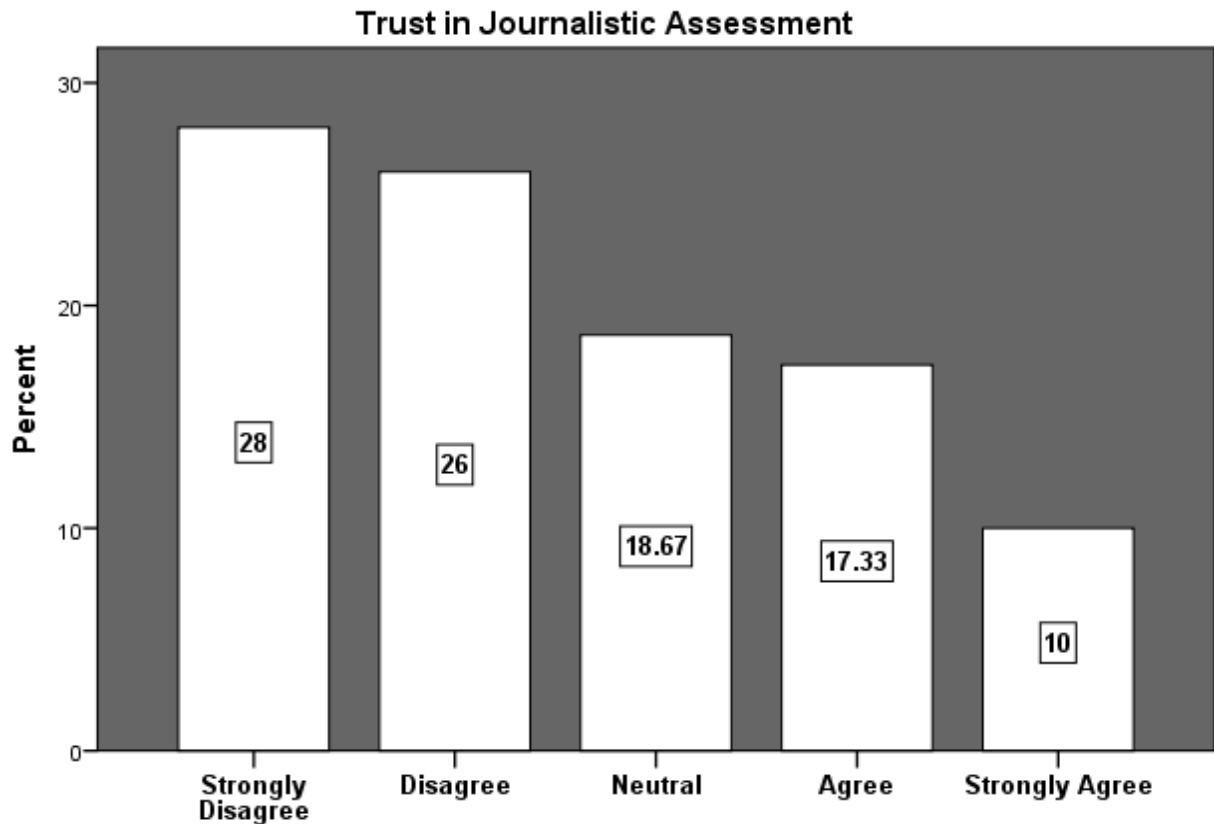
When we look at the second variable—*'journalists' opinions are well founded'*, 48.3 percent of respondents disagreed, 21.7 percent were undecided, and 30 percent agreed. Though those who disagreed are less than half of the total population, they are still greater in number when compared with those who agreed. This reveals that many think that opinions expressed by journalists are not well founded, which would have a negative effect on the overall trust of the respondents in relation to journalistic assessment.

As regards the third variable—*'the commentaries regarding the issues covered consist of well-reflected conclusions'*, 49.3 percent of the research participants affirmed that they disagree while 27.7 percent agreed and 23 percent were neutral. For those who agreed are less in number than those who disagreed, it could be argued that a significant number of respondents do not consider that the commentaries on covered issues comprise well-reflected conclusions. Such a disagreement would contribute to mistrust in the overall trust of the public in journalistic assessment, which would, similarly, affect the respondents' general level of trust negatively.

With reference to the fourth variable *'journalistic assessments regarding the issues covered are useful'*, 38.4 percent of the sample population expressed their disagreement, 25 percent indicated that they are undecided, and the remaining 36.6 percent agreed. There is only a 1.8 percent difference between those who disagreed and those who agreed. However, for those who disagreed are still greater in number when compared with those who agreed, one can infer that many respondents do not consider the

journalistic assessment as useful, which would affect the general trust of the respondents.

Figure 4. Trust in Journalistic Assessment



For Kohring and Matthes (2007, "trust in journalistic assessment," encompasses variables that relate to the comprehensibility, usefulness, and appropriateness of journalistic commentary (not only in reference to the display format of commentary) in which commentary enables an evaluative and thus highly informative classification of events. Here, journalists' criticism, well founded opinion, commentaries with well reflected conclusions and useful analysis are considered in trust in the journalistic assessment. However if the above mentioned factors are not met public trust would be

undermined. In writing about journalistic criticism Kovach & Rosenstiel (2007) argue that endless criticisms finally would lose meaning, and the public has no basis for judging good from bad. Hence, journalistic criticism should be to the point, should be presented in adequate manner with a precise conclusion so that the public can have a basis for judging good from bad. But criticism should not only be presented in adequate manner but it should also be well founded. In the same token Kovach & Rosenstiel (2007) write,

... a journalist must be smart enough and honest enough to recognize that opinion must be based on something more substantial than personal beliefs *if it is to be of journalistic use*. It is not about believing in people or groups of people. It is a craft based on reporting, learning, understanding, and educating. Creating barriers to this process of discovery is, in the end, being disloyal to the public. (p. 109).

Without background, substantial information journalistic opinions cannot be well founded and if they are not well founded, their use for the public would be very slim. And when presenting commentaries, it must be informative and educative. If journalists failed to present useful information, the public's trust would diminish. Relating to this study, as Table 11 above vividly shows most of the respondents think that the Ethiopian mainstream media do not present criticism adequately with a very good conclusion; the journalists' opinions lacks the necessary background information and journalistic commentaries presented in the Ethiopian mainstream media are not useful. Since these

variables affect trust in journalistic assessment in general, it is a worrisome trend for, according to Liebes (2000), cited in Tsfati and Cappella (2005), trust in the news media is based on the public's belief in the professionalism of journalistic practice.

In general, figure 4 above illustrates vast majority of the sample population – 54 percent disagreed on the declaration '*I trust in journalistic assessment*' whereas 27.3 percent agreed and 18.7 were undecided. Therefore, preponderance of respondents does not trust in journalistic assessments done by journalists of the Ethiopian mainstream media.

4.3. Addis Ababa's Public Level of Trust in the Ethiopian Mainstream Media

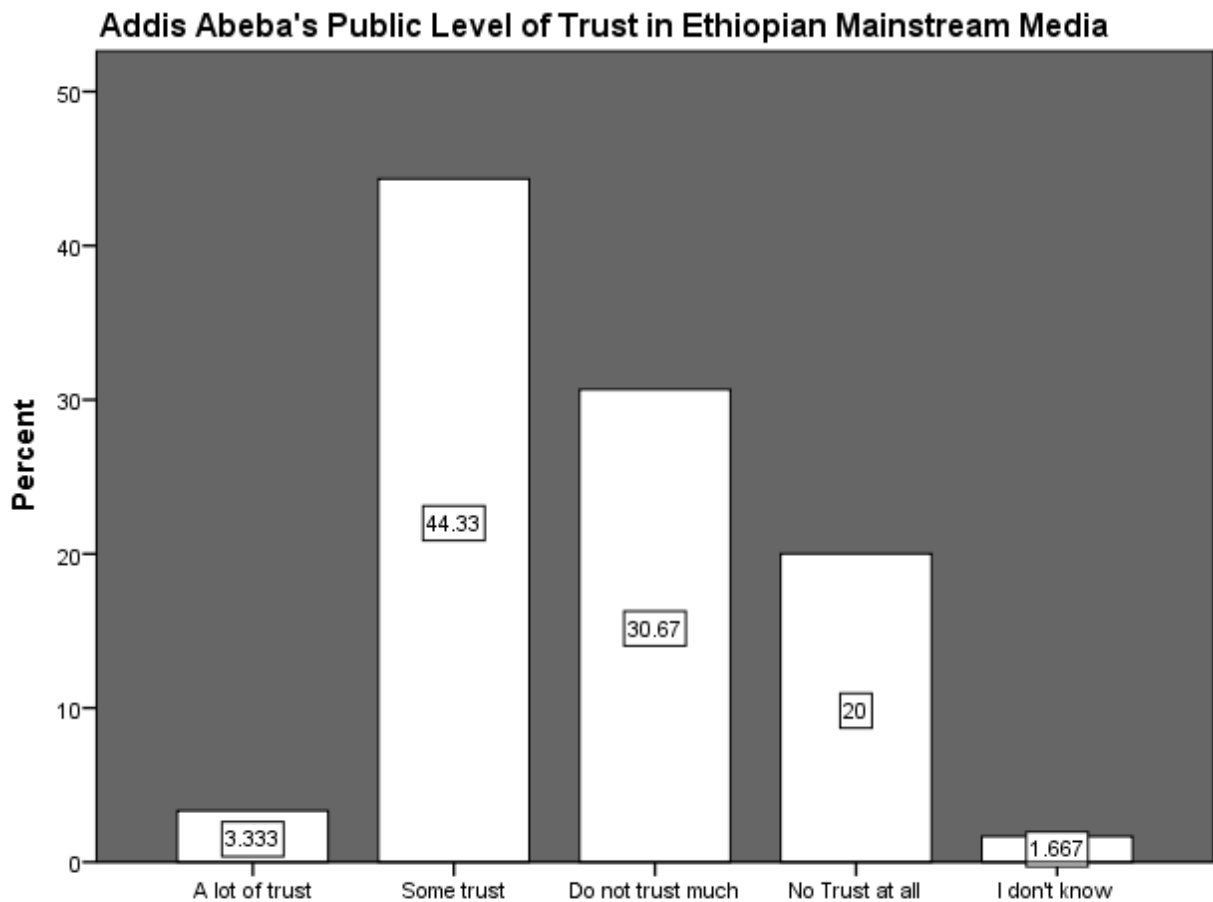
For Kohring and Matthes (2007) trust in media is a necessary condition for trust in other social actors and "the purpose of journalism is to provide people with the information they need to be free and self-governing," (Kovach & Rosenstiel, 2007, p. 12) trust in the media and in those who work in them is crucial.

Therefore, assessing Addis Ababa's public level of trust in Ethiopian mainstream media is of the essence. Figure 5 plainly portrays the general level of trust the participants of the study who are residents of the country's capital city have with regard to the Ethiopian mainstream media.

From figure 5 below, one can clearly understand that only 3.3 percent of the sample population has a "lot of trust" in the Ethiopian mainstream media while 44.3 percent of respondents said they have "some trust." This means that 47.7 percent of the respondents have trust in mainstream media whether this trust is a lot or just some.

30.7 percent of respondents don't have trust that much in the Ethiopian mainstream media and one-fifth (20%) of participants of this study said they have "no trust at all." This shows that the lion share (50.7%) of the respondents either don't have trust that much or they never have trust in the country's mainstream media institutions. A meager amount (1.7%) of the respondents said that they did not know at what point their trust level is from the four options (a lot of trust, some trust, do not trust much and no trust at all) given to them in the questionnaires.

Figure 5. Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media



Though this means, slightly, below half of the respondents trust the mainstream media, it is well above the country's average of 21 percent (Rheault, 2008). If we compare this with median value of Africans which is 60 (Rheault, 2008) and some African countries such as Nigeria where 88 percent of the population trust the media and Egypt where the media garner trust from 74 percent of the public (BBC/Reuters/Media Center, 2006), majority of the respondents' level of trust in the mainstream media is very low.

This low level of trust in media has different end results. According to Newton and Norris (1999), the erosion of confidence in the major institutions of society [like in media], especially those of representative democracy, is a far more serious threat to democracy than a loss of trust in other citizens or politicians. This, according to them, is mainly because the stay political leaders have in a given political system is short owing to the 'swings of the electoral pendulum', and trust in them may thus rise and fall with citizens' evaluation of their performance in office. They further explicate that 'a wealth of evidence suggests that trust in leaders or a particular administration is subject to greater short-term fluctuation than confidence in institutions. However, institutions are large, impersonal, and broadly based, and the public's estimation of them is less immediately affected by particular news items or specific events' (p. 2). Hence, in a country like Ethiopia that arguably follows representative democracy as its path to the future, this loss of trust in the mainstream media from majority of the respondents is troublesome.

Gaziano (1988), Johnson & Kaye (1998), and Kiouisis (2001), as cited in Lee (2010), believe that mistrust in the media can lead to inattention and non-consumption. Citizens, as they are expected to be the ultimate decision makers in democracy, need to be informed first in order to make informed decisions. However, if they fail to consume media products such as information because of their mistrust in the media, a country's political system will inevitably face problems with regard to participation of the public. As it is explicated in earlier chapters of this study, for Dautrich and Hartley (1999), lower levels of trust in media have a serious effect in a political process of a country. They argue;

Lower levels of confidence in the media may deprive the public of some of the essentials of democracy: a source of current information and public education that it can trust and a watchdog for public officials in which it has confidence. Without a trustworthy source of information, the public is left without the ability to discern the important issues of the day, the differences between candidates in elections, and whether what the candidates and advertisers are telling them is accurate. And a public that does not know which candidate stands for what may be less likely to vote and more likely to become cynical regarding elections (p. 15).

This clearly shows that because of the low level of mainstream media trust most of the respondents have, their political participation can be affected. And it is doubtful to have a flourishing democratic system without the participation of the public.

But the most worrisome effect is that trust in media may affect trust in other institutions. Kohring and Matthes (2007) argued that trust in media is a necessary condition for trust in other social actors. For the respondents' trust in television, radio, newspapers and magazines is low; it can have an effect on trust in other social and political institutions, be it the government, political parties etc...

As it is indicated earlier in this subtopic, 50.7 percent of the respondents do not trust the Ethiopian mainstream media. There are different reasons for this low level of trust the media garners from majority of the respondents.

Most of the respondents think that the media in Ethiopia do not report issues and topics truthfully.

For instance, one respondent wrote why he does not trust the media as follows;

...the issues which are reported by the Ethiopian [mainstream] media do not have truth in them. The analysis, I think, also lacks professionalism. (Personal information, Questionnaire)

Another respondent said she never trusted the media because;

What is happening in reality and what is reported by the media are so different. The reports are far from the truth. They are all lies. (Personal information, Questionnaire)

This means that reported information about the issues is not true which in turn affected trust in accuracy of depictions. Trust in accuracy of depiction is all about “trust in verifiable and approvable accuracy of depicted facts” (Kohring and Matthes, 2007, p.240). If the audience perceived that the facts which are reported about topics or issues are not verifiable or are not the truth, its trust in them can be diminished. Potter (2006, p. 21) contends that credibility is a journalist’s most important asset, and accuracy is the best way to protect it. Therefore, reporting accurately would enable the media to garner trust from the public. However, those respondents who were asked why they don’t trust the media (if they already said they have not much trust or no trust at all) said that they don’t trust the Ethiopian mainstream media because their reports are not truthful.

Other factors which led to low level of trust in the Ethiopian mainstream media that were mentioned by respondents are related to the selectivity of topics. As it is stated in the theoretical part of this study, trust in the selectivity of topics will affect the general level of trust the public has in the media.

With regard to this, one respondent put his reason for why he does not trust the media much;

Even though, there are many serious issues which should get coverage from the Ethiopian [mainstream] media, they waste our time talking about other things [which are not as such important to the public]. (Personal information, Questionnaire)

According to Pape & Featherstone (2005), stories about issues, groups and nations that are meaningful to the audience are perceived to be relevant. However, the respondent's answer shows that majority of the issues which are reported in the Ethiopian media are not essential in the eyes of the public. And if they perceive that topics, which they think are relevant to them, are not getting coverage because the media is too busy with other topics, their level of trust decreases for, according to Kohring and Matthes (2007), trust in the media's selectivity of topics is associated with the selection of issues which are relevant to audiences.

But these are not the only reasons which were mentioned by respondents as to why they don't trust the media. Respondents accused the media of being sided with the government, political parties, business organizations or individuals. One respondent wrote his reason for not trusting the media as follows;

They [the Ethiopian mainstream media] presented only one side of a story which supports one group. They also make sure that they are defending only one group. (Personal Information, Questionnaire)

Some respondents went beyond saying the media reports one side of the story. A respondent, for example, argues,

I think that those media organizations which are run by the government are on the side of the government while the

private media are on the side of opposition political parties.

(Personal information, Questionnaire)

Some other respondents also use terms like “mouthpiece of the government” and “agents of opposition parties” to express the general media environment in the country. Other respondents also express the country’s mainstream media as “polarized and paralyzed.” Here, one can understand that the mainstream media is viewed by the public as divided into two categories. Skjerdal (2012, p. 35), (quoting Aadland and Fackler, 2001; Price et al., 2008), describes this situation as a polarized state of affairs between the state media and private media outlets.

This polarization of media may have an effect on how the media treat the facts they get on issues. This tells us whether the media report all important information or not. In a country where there seems to be no middle ground for the media, selecting appropriate facts regarding issues will be difficult. The case is no different in Ethiopia. Siding with either the government or opposition political parties needs a story in which all important sides of it are not there. That is, to side with someone, there will be fact concealing, hiding essential information and emphasizing on the information which supports one group. For Kohring and Matthes (2007), the factor “trust in the selectivity of facts” comprises the contextualization of events. Furthermore it includes four variables that relate to the variety, comprehensiveness, and emphasis of the information, which has been provided for given issues.

Therefore, when the public think one of the reasons for not trusting the media is siding with groups, then it means all important information is not provided in the selected issues which are related to the group. What is referred to as siding with groups could be associated with balance, which, according to Potter (2006), suggests that there are many sides to any story, and that each side should be given equal weight. Since 'all important information is provided' is one of the four variables which makeup trust in the selectivity of topics, respondents trust in this particular variable affected their trust in the selectivity of topics. And respondents trust in the selectivity of topics had an effect in the general level of trust making the reason mentioned by respondents part of the four first order factors which are stated in the theoretical framework.

For Kohring and Matthes (2007), another first order factor which affects trust is associated with journalistic assessment. This factor explains whether journalism criticism is expressed in an adequate manner, the journalists' opinions are well founded, commentary regarding a topic has well-reflected conclusions, journalistic assessments regarding the topic are useful or not. These factors require pure journalistic quality.

But those who did not trust the media have a negative attitude towards the journalistic capability of the Ethiopian mainstream media. One respondent wrote;

There is no journalistic professionalism. Analysis which is presented in Ethiopian Media lacks the necessary detailed information and sometimes journalists present issues

without having any evidence. (Personal information, Questionnaire)

These kinds of statements show that there is suspicion from the public in the journalistic capabilities of the media. According to Liebes (2000), cited in Tsfati and Cappella (2005), trust in the news media is based on the public's belief in the professionalism of journalistic practice. Therefore, respondents' low level of trust in the selectivity of journalistic assessment has led to low level of trust in the Ethiopian mainstream media in general. However, trust in media also has an effect on the professionalism of journalistic practice. Going along with this assertion, Lee (2011) writes, "Trust in the media not only acts as a lubricant that enhances the interactions with the users, it also helps maintain professionalism in journalists" (p. 12). Thus, the fact that majority of the respondents have low level of trust in the Ethiopian mainstream media in general suggests that the media have lost one of the factors that help uphold journalistic professionalism.

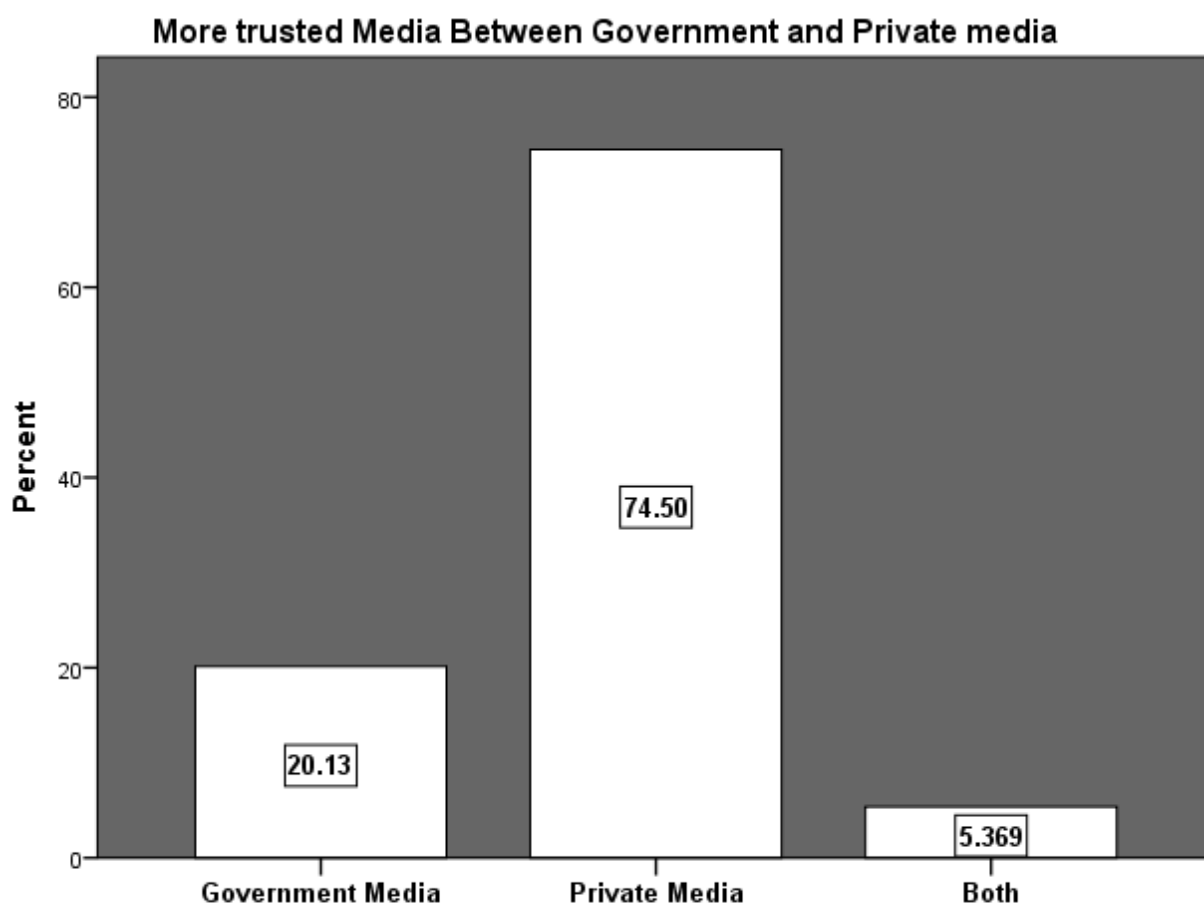
To summarize, the reasons that were most frequently mentioned by the respondents as factors that lead to mistrust are;

- ✓ They focus on issues which are not relevant to the public
- ✓ The media are one sided
- ✓ The media do not report issues truthfully
- ✓ They lack professionalism

4.4. More Trusted Media between Government and Private Media

To identify the more trusted media between government and private mainstream media in Addis Ababa the question was framed as: *If you are asked to choose from the government and private mainstream media in Ethiopia, which one do you trust more?*

Figure 6. More trusted media between government and private media



As figure 6 above shows the private media garners more trust from above two-thirds of the respondents. 74.5 percent of the sample population has more trust in private

mainstream media than the government ones. The government media earn their trust from only one-fifth of the respondents (20.1%) while 5.4 percent of the sample population said they have equal trust in government and private mainstream media. But one should bear in mind that this doesn't mean those respondents have much trust in both kinds of the mainstream media.

It should be noted that the private media is chosen as a more trusted media than the government ones but the Sub-Saharan African reality is different. According to Moehler & Singh (2011), in a study which analyzes mass trust in private versus public broadcast media in sixteen post authoritarian African democracies, citizens have higher levels of trust in government broadcast media than the private ones. But they argued that there are strong reasons to expect that citizens in new democracies would place considerably more trust in private media organizations than in public ones. Because Government-owned media in Africa have a history of subservience to authoritarian regimes, and even today most are not independent of the government. In contrast, privately owned media outlets, both in Africa and around the world, are more responsive to the public, critical of the government, and open to opposing perspectives.

However, Moehler & Singh (2011) argued, the reasons in which the private media is trusted less than the government does are individual-level traits than media centered. Among the factors are low political sophistication, illiberal attitudes, and support for incumbents. These factors are also associated with greater relative trust in government media.

The respondents' case is the opposite of the Sub-Saharan Africans. If we take the parameters set by Moehler & Singh (2011), participants of the study may have a different individual-level trait than the population of the 16 post-authoritarian African countries involved in the above mentioned study.

But why do the respondents trust the private media more than the government-owned media?

Though relatively the private media is more trusted than the government media, the reasons mentioned by most respondents are similar. Most respondents trust the private media more than the government ones not because of the private media's own qualities but because they don't trust the government media. The following reason given by one respondent can summarize the opinion of most of the respondents.

For the government media is a propaganda channel for the government, I don't trust the government media. For this reason, I trust the private media more than the government ones. (Personal information, Questionnaire)

But the reasons of some respondents go along with what Moehler & Singh (2011) put as factors to trust the private media more than the government media. Those are more responsive to the public, critical of the government, and open to opposing perspectives.

“They [private media] try to show the real problems the public face...”

“They encourage independent writers and entertain different ideas...”

The above quotes can verify that even though they are few, there are people who trust the private media because of their qualities than trusting them because of not-trusting the government media.

But there is a huge gap between trust in private media and trust in government media. Only one-fifth of the respondents trust the government owned media more than the privately owned ones. This clearly shows the government media has lost the respondents’ trust.

On how the government media is losing its publics, Meseret (2012) chronicles:

The big picture is that the government media only changed masters, not their press philosophy in any fundamental way. This made them lose public trust as in the past. Dwindling readership and plummeting sales are glaring signs of this loss of credibility. (p. 244).

4.5. Most Trusted Media Institution

Respondents were asked to specifically write the name of the media institution they trust the most. Accordingly, as figure 7 below vividly demonstrates, 40.7 percent of the respondents wrote the private media institution *Sheger FM 102.1*. But what is unexpected is only 36.4 percent of the sample population mention *Sheger FM 102.1* radio station as the most followed media to get information (see Appendix D1). This means

that even those who don't follow *Sheger* mostly compared to other media institutions have trust in the *Sheger* FM 102.1 compared to other media institutions. The state run television station, Ethiopian Television (ETV) was mentioned by 8.8 percent of the respondents as most trusted media institution compared to other Ethiopian media.

But when one knows that 20.8 percent of the sample population stated ETV (see Appendix D1) as a media they follow mostly to get information, one can understand that even though ETV is mostly followed by one-fifth of the sample population, all those who followed it did not trust this media the most. This is because there is no concrete relationship between trust in media and media exposure. By citing Kiousis (2001) & Rimmer and Weaver (1987), Tsafiti and Capella (2005, p. 252 & 253) write, "Media scholars investigating the correlation between trust in news organizations and news media exposure...have found only minor, albeit in most cases significant, associations." This weak relationship between trust in media and media exposure might be the reason for the respondents' not trusting ETV the most while they stated that they followed it the most. This goes in line with Tsafiti and Capella's (2005) finding in which they conclude that many news skeptics report moderate to high levels of mainstream news exposure, despite their mistrust of mainstream news. But one can ask this question; why do people watch what they do not trust? Tsafiti and Capella's (2005) have an answer. "One answer might be that news gratifies diverse needs even when trust is abrogated." (p. 252).

The reasons which were stated by the respondents for trusting *Sheger FM* the most can be summarized as follows;

- ✓ *Sheger* is independent.
- ✓ *Sheger* reports the real problems the public faces
- ✓ *Sheger's* reports are trustworthy
- ✓ *Sheger's* journalists' analysis has very detail information and is well founded.

Those factors go along with what Kohring and Matthes (2007) stated as factors that affect trust in the news media. For example, the respondents trust in *Sheger's* journalists' analysis is one of the variables of trust in journalistic assessment. This trust in journalists' professionalism also leads to trust in the media institution in general. In this case, it means the trust in journalists' professionalism results in trust in *Sheger*. In turn, the most trust *Sheger* garners from the majority of the respondents helps the media institution maintain journalistic professionalism. Confirming this, Lee (2011) argues that trust in the media helps maintain professionalism in journalists.

"Trust also enables people to make predictions and/or plan rationally about possible future events depending on the degree of trust they have in individual(s), institutions, political systems, or any other aspect of a society" (Barber, 1983; Zucker, 1986 cited in Lee 2011, p. 1). For majority of the respondents have high degree of trust in *Sheger*, they would easily predict that *Sheger* will select relevant issues, select appropriate facts, depict issues accurately, and give detailed and well founded information in the future.

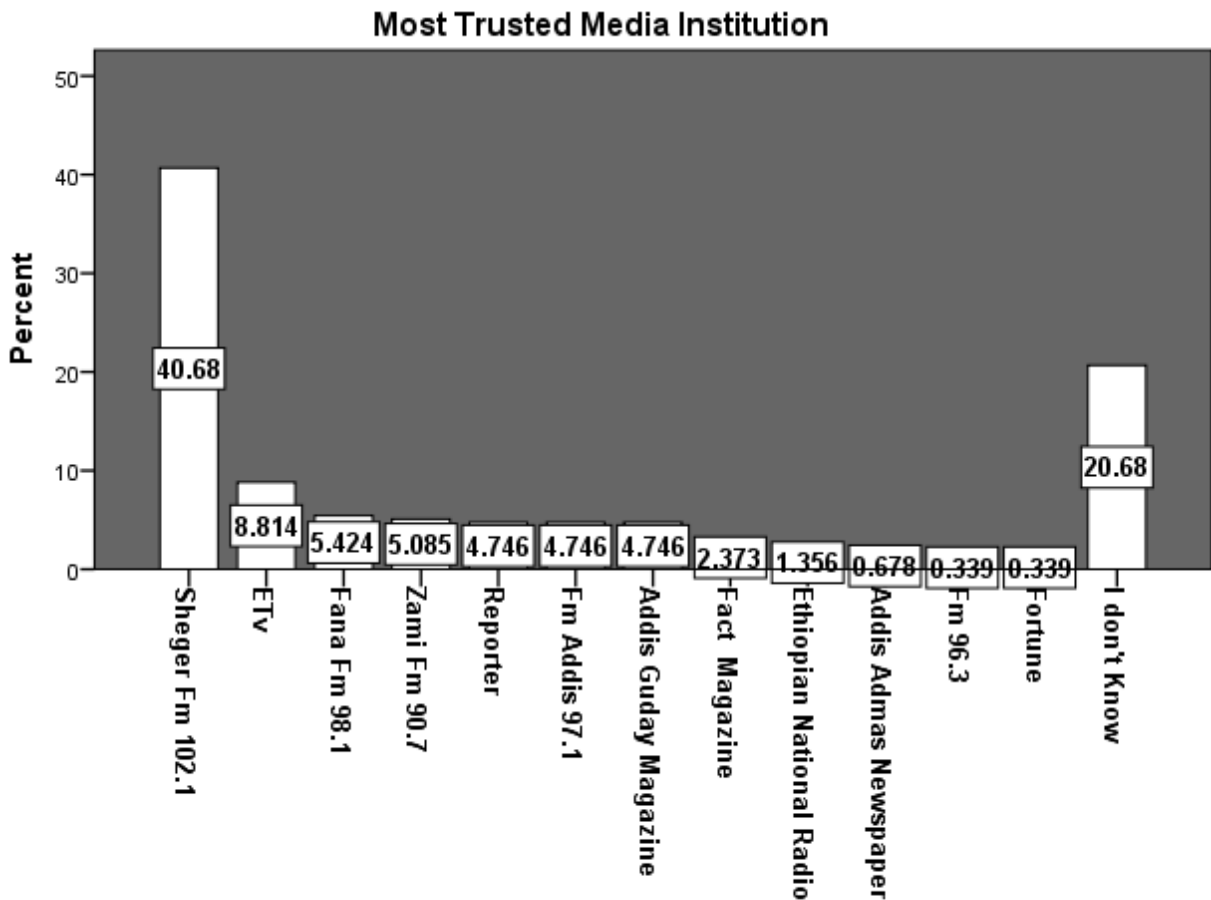
This means trust in media not only helps maintain professionalism, but it also helps maintain the reputation of the institution. This reputation will help *Sheger* to garner more trust from other individuals in the future because “where there are only a few information sources to choose from, decisions about what to trust tend to rely upon institutional reputations”(Coleman and Ross, 2010, p. 99). In Addis Ababa where there are only few radio stations, newspapers, magazines, and TV station, *Sheger's* reputation as the most trusted media institution would have a big positive impact.

Citing Petts, Horlick-Jones & Murdock (2001) and Hughes et al. (2004), Bakir and Barlow (2007) argued that institutions which score high on trust tend to be those perceived to be independent, and existing mainly for the good of others rather than for the interests of the organization itself. Based on this line of reasoning, one can argue that since *Sheger* scores high on trust from most of the respondents, it can be perceived to be independent which goes with one of the reasons for trusting *Sheger* the most and a media institution working primarily for the audience than the organization itself which goes with the principle that says journalists primarily work for the public than for the employers. Therefore, it could be concluded that since *Sheger* scores high on trust from most of the respondents, for the Fm radio station's journalists, their first allegiance might be to the public than their employer. In line with this, Kovach & Rosenstiel (2007, p. 52) note, “journalism's first loyalty is to citizens.”

For Christine, Sapir & Zapryanova (2012), institutional arrangements which enjoy high degrees of trust, also enjoy higher degrees of legitimacy. Based on this line of argument,

Sheger could be taken as a legitimate source of information for most of the respondents because they trust *Sheger* the most than the other mainstream media institutions in Ethiopia.

Figures 7. Most Trusted Media Institution

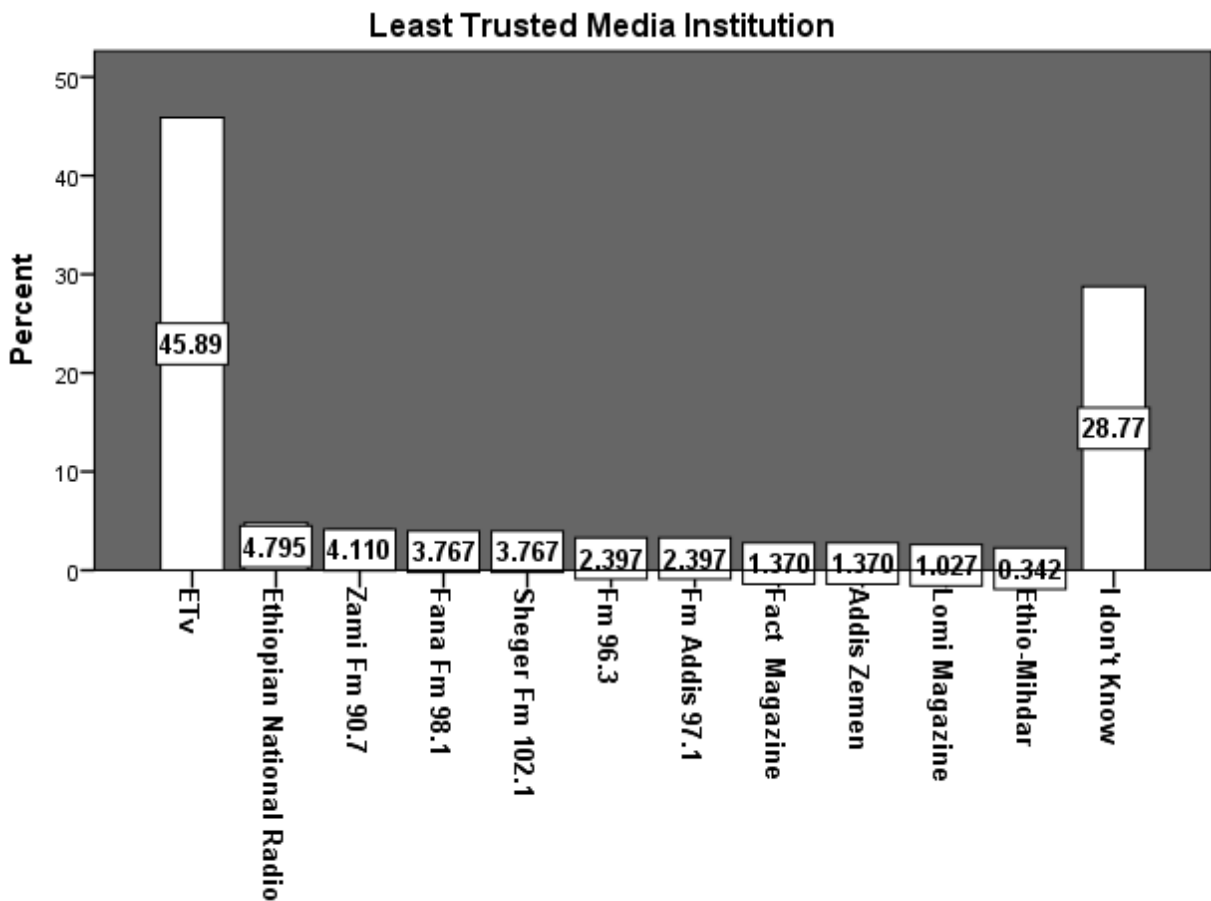


4.6. Least Trusted Media Institution

'Can you please name the specific media organization you trust the least?' was the question that respondents were asked in order to identify the least trusted media in the eyes of the respondents. Based on this, the most frequently mentioned media institution was, as shown in figure 8 below, ETV. 45.9 percent of respondents wrote the state run

television station as the least trusted mainstream media organization while the Ethiopian National Radio which is run by Ethiopian Radio and Television Agency, the organization which also run ETV, was stated by 4.8 percent and Zami Fm 90.7 got 4.1 percent. One can observe that the print media are hardly mentioned in both more trusted and least trusted media institutions category. This is not because they are neither trusted most nor trusted least, but because only 49 percent of Addis Ababa's residents have access to the print media.

Figure 8. Least trusted media institution



For most of the respondents ETV is the least trusted mainstream media institution. This goes along with Abel's (2005) conclusion.

ETV... is the channel that is unable to produce and present programs that can touch hearts and minds of its audiences. ... Truth, moreover, has paramount importance in media firms. It is the pillar of media house. If media spectators observe straight forwardness in reporting, they, most likely, will stay long watching and will become indestructible consumers of media programs. However, audiences do not have satisfactory confidence on the credibility of reports that are transmitted by the medium, ETV. (p. 60)

Abel's (2005) assertion suggests that irrelevant program, untrustworthy reporting, and inaccurate reporting of issues accounted for having unsatisfactory confidence on the credibility of ETV. Those reasons were also stated by majority of the respondents for having a least trust in Ethiopian Television.

The most common factors mentioned by respondents for trusting ETV the least are;

- ✓ ETV focus on issues which are not relevant to the public
- ✓ It is the mouth piece of the ruling party and or the government
- ✓ ETV lies.
- ✓ ETV's journalistic standard is not good.

As a media institution with a least trust from the majority of the respondents, ETV's reputation would be affected in a negative way and this tarnished image, in turn, would have a long lasting effect in audience's trust in the future because "where there are only a few information sources to choose from, decisions about what to trust tend to rely upon institutional reputations" (Coleman and Ross, 2010, p. 99). And since ETV is the least trusted media institution for most of the respondents, its reputation as a least trusted institution would be a major factor for the people to trust ETV in the future because there are few information sources in the country.

A tarnished reputation is not the only effect that ETV would encounter because of the least trust it got from most of the respondents compared with other media institutions. ETV might also lose its audience because "mistrust in the media can lead to inattention and nonconsumption" (Gaziano, 1988; Johnson & Kaye, 1998; Kiouisis, 2001, cited in Lee, 2010, p. 9).

According to Bakir and Barlow (2007), citing Duffy (2003); Levine (2003), organizations which score low on trust are those perceived as demonstrating lack of accountability or corporate irresponsibility. For ETV scores low on trust from majority of the respondents, it can be argued that it demonstrates low accountability to the majority of the respondents. This goes along with one of the reasons for trusting ETV the least which is *the media institution does not focus on issues that are relevant to the public*. Since it scores low on trust from the majority of the respondents, ETV might be perceived as a media institution with no responsibility to the public.

ETV is the mouth piece of the ruling party and or the government is one of the reasons for the majority of the respondents for trusting ETV the least. This means, at least for the majority of the respondents, ETV is not carrying out its responsibility as an arena for different point of views. Though, one of the major responsibilities of journalism and media is to “provide a forum for public criticism and comment” (Kovach & Rosenstiel, 2007, p. 162), for the majority of the respondents, ETV does not entertain opposition point of views. Therefore, since ETV scores low in trust from the majority of the respondents, it could be concluded that it is perceived to be not carrying out its responsibility as a media institution.

4.7. The Relationship between Variables and Trust in Media

This section discusses the relationship that exists between the variables, such as age, sex, level of education, income level, political affiliation, ethnic identity, and religion, and trust in media with reference to level of trust and more trusted media (government or private). The correlation is done using SPSS. Charts are also included in this section in order to see the relationship clearly.

4.7.1. The Relationship between Variables and Level of Trust

4.7.1.1. Age, Sex, Level of Education, and Income Level in ETB

The Pearson bivariate correlation as illustrated in table 12 below reveals that there is no significant relationship between the variables: age, sex, level of education, and income

level in ETB, and level of trust in Ethiopian mainstream media.

Table 12. Correlation between Age, Sex, Level of Education, and Income

		Age	Sex	Level of Education	Income Level in ETB
Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media	Pearson	-	-		
	Correlation	.082	.052	-.024	.007
	Sig. (2-tailed)	.156	.368	.676	.903
	N	300	300	300	300

4.7.1.2. The Relationship between Political Affiliations and Level of trust

When it comes to the relationship between political affiliation and level of trust, the Pearson correlation shows that there is a positive significant relationship ($p < .05$). This means, when political affiliation changes, level of trust also changes. However, the strength of the relationship is weak but significant. This weak relationship is similar to what Jones (2004, p. 66) concluded in his study of Americans' trust in media, "the relationship between partisanship and media trust is statistically significant but weak".

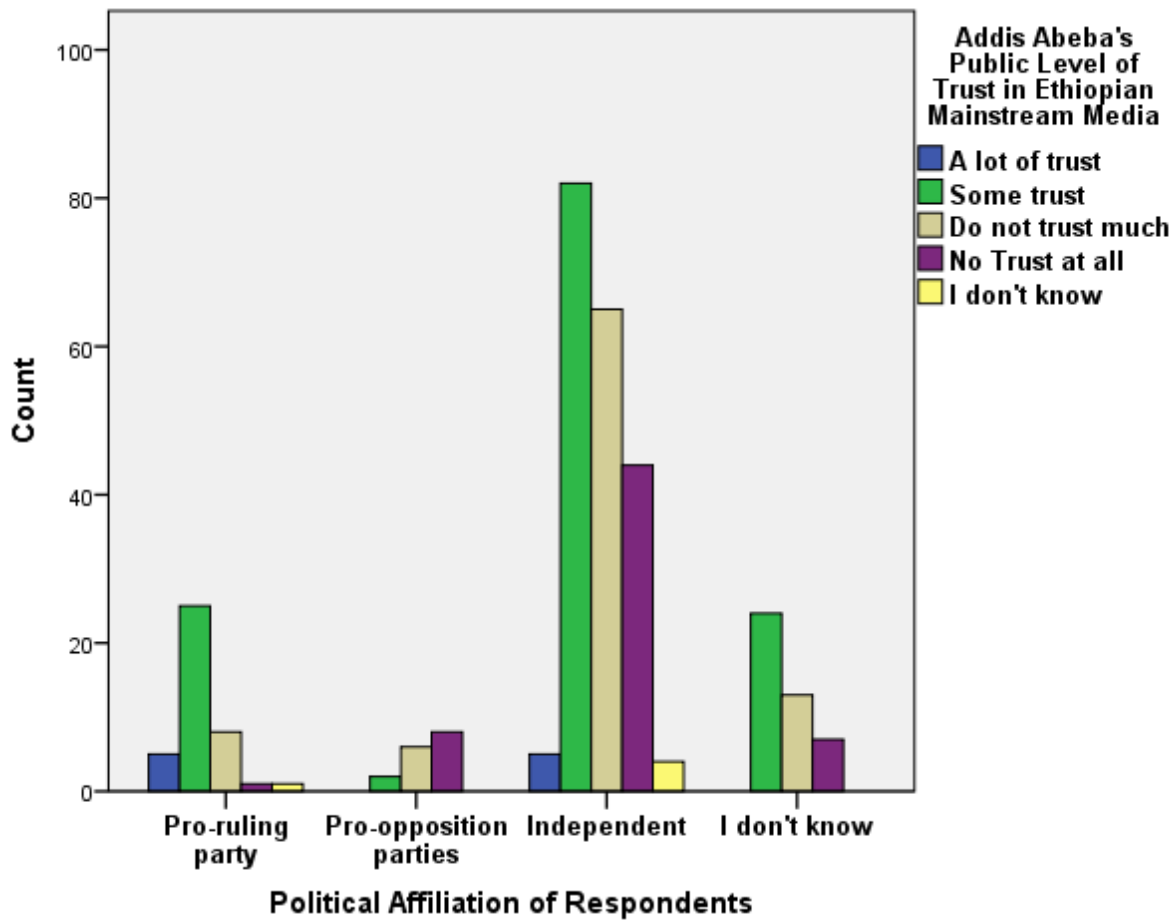
Table 13. Correlation between Political Affiliations and Level of trust

Correlations		Political Affiliation of Respondents
Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media	Pearson	
	Correlation	.121*
	Sig. (2-tailed)	.037
	N	300

*. Correlation is significant at the 0.05 level (2-tailed).

Christensen and Læg Reid (2005, p. 493), citing Huseby (1995), write, “In addition to people's experience with public services, their trust in public institutions may also be influenced by political beliefs and party preferences”. By the same token, Lee (2010, p. 9), mentioning different authors, chronicles “Researchers who investigate why audiences perceive media biases have discovered that supporters of political groups or issues tend to perceive the media as unfair or hostile to their own viewpoints while favoring those of their opponents.”

Figure 9. Relationship between Political Affiliations and Level of trust



In the same vein, figure 9 above reveals that majority of the respondents' level of trust varies according to their political affiliation. Of the total pro-ruling party respondents, 75 percent (12.5% a lot of trust and 62.5% some trust) trust the Ethiopian mainstream media while only 22.5 percent did not have trust. However, of the total pro-opposition party respondents, 87.5 percent (37.5% do not trust much and 50% no trust at all) do not trust the media. Of the total independent respondents, the majority (54.5%) do not trust the media while about 43.5 percent trust the media. This implicates that only pro-regime respondents trust the media and pro-opposition party respondents and independent respondents do not trust the media.

4.7.1.3. The Relationship between Ethnic Identity and Level of trust

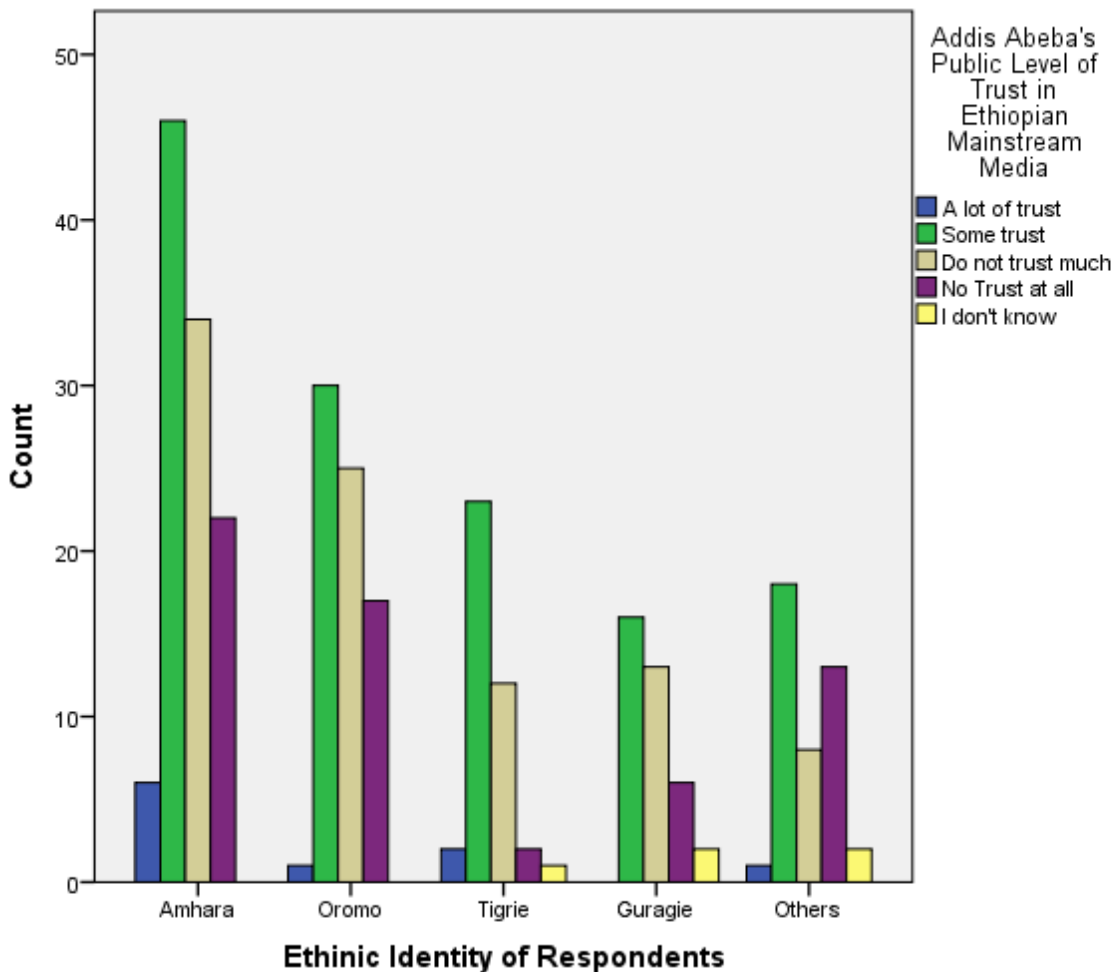
When correlating ethnic identity of respondents and level of trust, table 14 below indicates that significant relationship does not exist. Thus, there is no significant relationship between the level of trust of the public and their ethnic identity.

Table 14. Correlation between Ethnic Identity and Level of trust

Correlations		
		Ethnic Identity of Respondents
Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media	Pearson	.076
	Correlation	
	Sig. (2-tailed)	.191
	N	300

As depicted in figure 10 below, of the total Amhara respondents, the majority—51.9 percent (31.5% do not trust much and 20.4 not trust at all)—do not trust the media. Similarly, 57.5 percent (34.2% do not trust much and 23.3% no trust at all) of Oromo respondents and 51.3 percent (35.1% do not trust much and 16.2% no trust at all) of Guragie respondents do not trust the media. However, vast majority of Tigrie respondents—62.5 percent (5.0% a lot of trust and 57.5% some trust)—trust the media. Hence, respondents of Tigrie ethnic identity trust the mainstream media in Ethiopia while respondents of Amhara, Oromo, and Guragie ethnic identity do not trust it.

Figure 10. Relationship between Ethnic Identity and Level of trust



4.7.1.4. The Relationship between Religion and Level of trust

With reference to the relationship between religion and level of trust, the Pearson bivariate correlation indicated in Table 15 below that there exists no significant relationship. The chart (Figure 11) below would help figure out the difference in the level of trust based on religion.

Table 15. Correlations between Religion and Level of trust

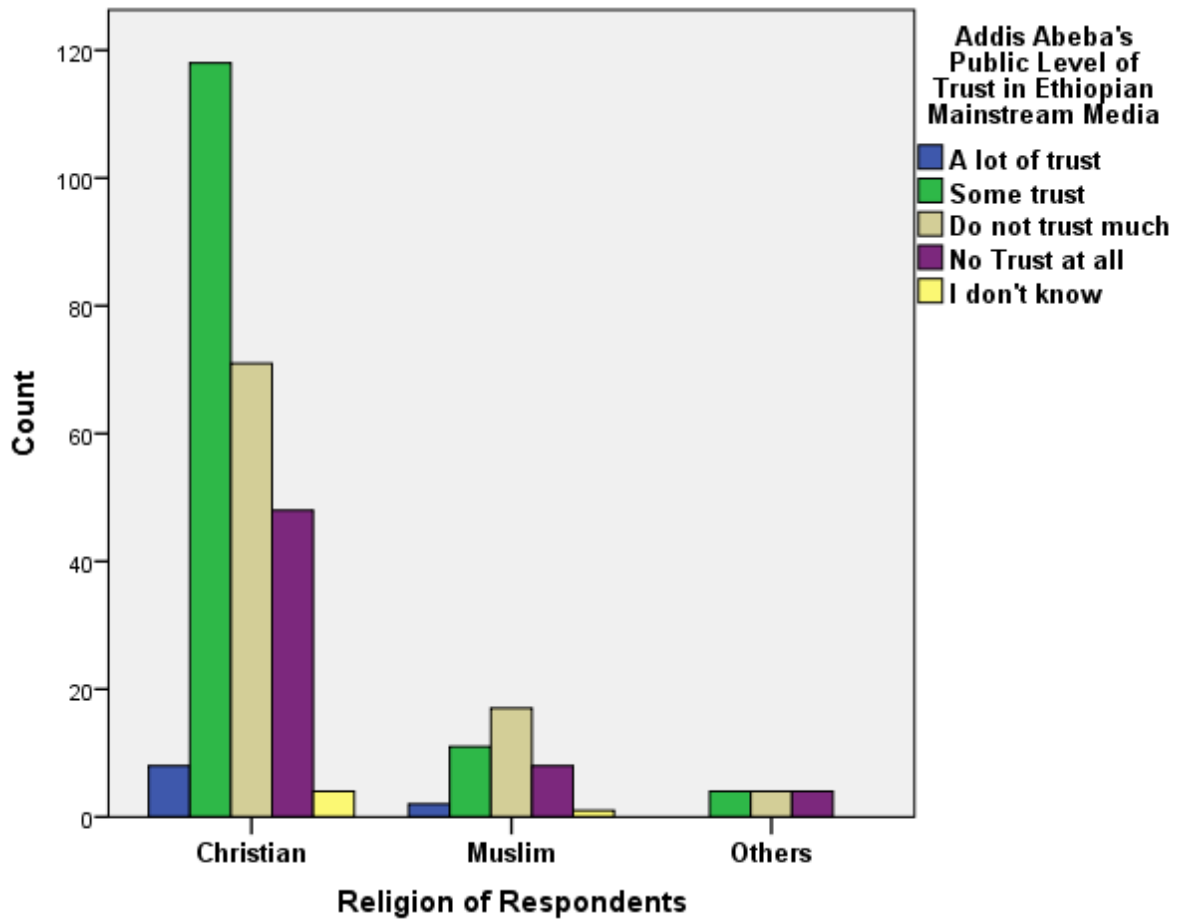
Correlations		Religion of Respondents
Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media	Pearson Correlation	.095
	Sig. (2-tailed)	.099
	N	300

Though Golan and Baker (2012) argue that studies identified the relationship between religion and assessments of media credibility, this research revealed that there is no significant relationship between religion of respondents and level of trust. However, the cross tabulation below would help see the existing relationship between religion of respondents and level of trust.

Of the total Christian respondents, 50.6 percent (3.2% a lot of trust and 47.4% some trust) trust the media while 47.8 percent (28.5% do not trust much and 19.3% no trust at all) do not trust. On the other hand, 64.1 percent (43.6% do not trust much and 20.5% no

trust at all) of the total Muslim respondents and 66.9 percent (33.3% do not trust much and 33.3% no trust at all) of the total respondents with other religions do not trust the media. Thus, it could be inferred that majority of Christian respondents trust the Ethiopian mainstream media while majority of Muslim respondents and respondents of other religions do not trust it.

Figure 11. Relationship between Religion and Level of trust



The reason for the majority of Muslim respondents for not trusting the Ethiopian mainstream media might be associated with the ongoing Muslim protests in the country. The protesters accuse the government of interfering in their religious affairs. According to globalvoicesonline.org (2013), one of the issues they have opposed to is the election of the Islamic Council that took place in October 2012, which they argue the government influenced the process in favor of government-friendly members. They also accuse the government of trying to promote a more liberal form of Islam known as al-Abhash. However, the Ethiopian government has been denying these accusations. Thus, the majority of Muslim respondents might have perceived that the Ethiopian mainstream media didn't give an adequate coverage of the ongoing protest against the government, which would significantly affect their trust in the mainstream media.

In addition, they might have understood that the mainstream media, especially government media, have targeted them. For example, the state television—ETV aired a program amid the ongoing trial of "leaders" (the leaders are considered innocent by the protesters) of the Muslim protest who were accused by the government of terrorism. The program titled *Jihadawi Harekat* (Holy War Movement), ran on state-TV at prime time in the beginning of February last year, associates local Muslim protesters on trial with militant groups such as Nigeria's brutal *Boko Haram movement* and Somalia's *Al Shabab*, as well as unrelated Ethiopian militants, according to the Christian Science Monitor (2013). This move by the government angered the Muslim community in Ethiopia. In line with this, the Christian Science Monitor (2013) writes, "Ethiopian Muslims are furious about the film, which they say dishonestly blurs the distinction

between legitimate political protest and violence by using lurid images of foreign terrorists that have nothing to do with them.” This condition might have negatively affected the trust majority of Muslim respondents have in the Ethiopian mainstream media.

4.7.2. The Relationship between Variables and More trusted Media

4.7.2.1. The Relationship between Political Affiliation and More Trusted Media

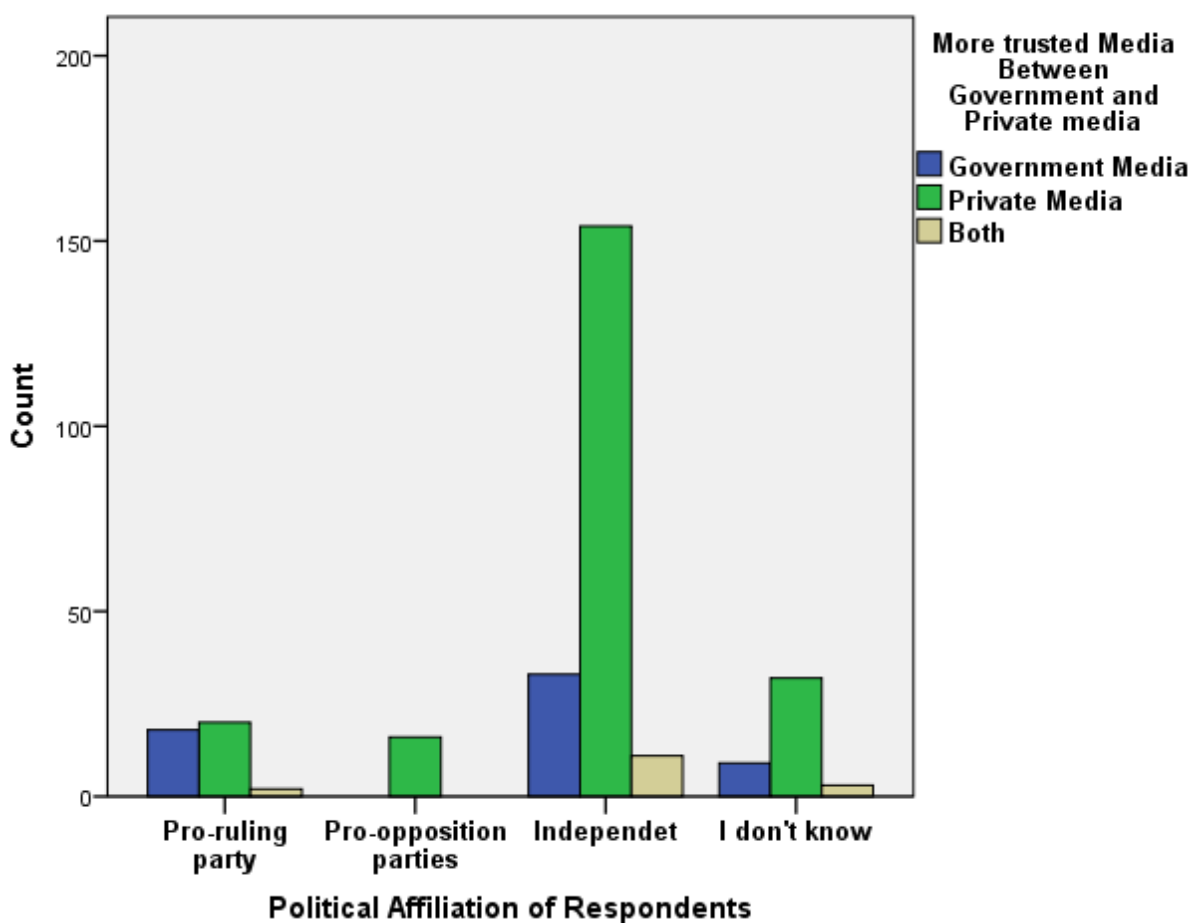
Concerning the relationship between political affiliation and more trusted media (government media or private media), the Pearson correlation shows that there is a positive significant relationship ($p < .05$). This indicates, when political affiliation changed, the more trusted media – government or private – changed too. However, the strength of the relationship is weak but significant.

Table 16. Correlations Between Political Affiliation and More Trusted Media

Correlations		Political Affiliation of Respondents
More trusted Media Between Government and Private media	Pearson Correlation	.151**
	Sig. (2-tailed)	.009
	N	298
**. Correlation is significant at the 0.01 level (2-tailed).		

One can observe from figure 12 below that of the total pro-ruling party respondents, 50 percent trust the private media more, 45 percent trust the government media more and 5 percent trust both. However, of the total pro-opposition party respondents 100 percent and of the total independent respondents 77.8 percent trust the private media more. Thus, it could be deduced that no pro-opposition parties' respondents trust the government media while exactly half of pro-ruling party respondents trust the private media more.

Figure 12. Relationship between Political Affiliation and More Trusted Media



Lee (2010) argues that researchers who investigate why audiences perceive media biases have discovered that supporters of political groups or issues tend to perceive the media as unfair or hostile to their own viewpoints while favoring those of their opponents. In Ethiopia there are high political polarization (Aadland and Fackler, 2001) and media polarization (Skjerdal, 2012; Shimelis, 2002). Therefore, it can be argued that the polarizations are the reasons for the all pro-opposition respondents' trust of the private mainstream media than the government ones.

4.7.2.2. The Relationship between Ethnic Identity and More Trusted Media

When correlating ethnic identity of respondents and more trusted media (government media or private media), table 17 below depicts that significant relationship does not exist. Thus, there is no significant relationship between the more trusted media (government or private) and the ethnic identity of respondents. However, the chart below (Figure 13) can help recognize the difference in more trusted media according to ethnic identity.

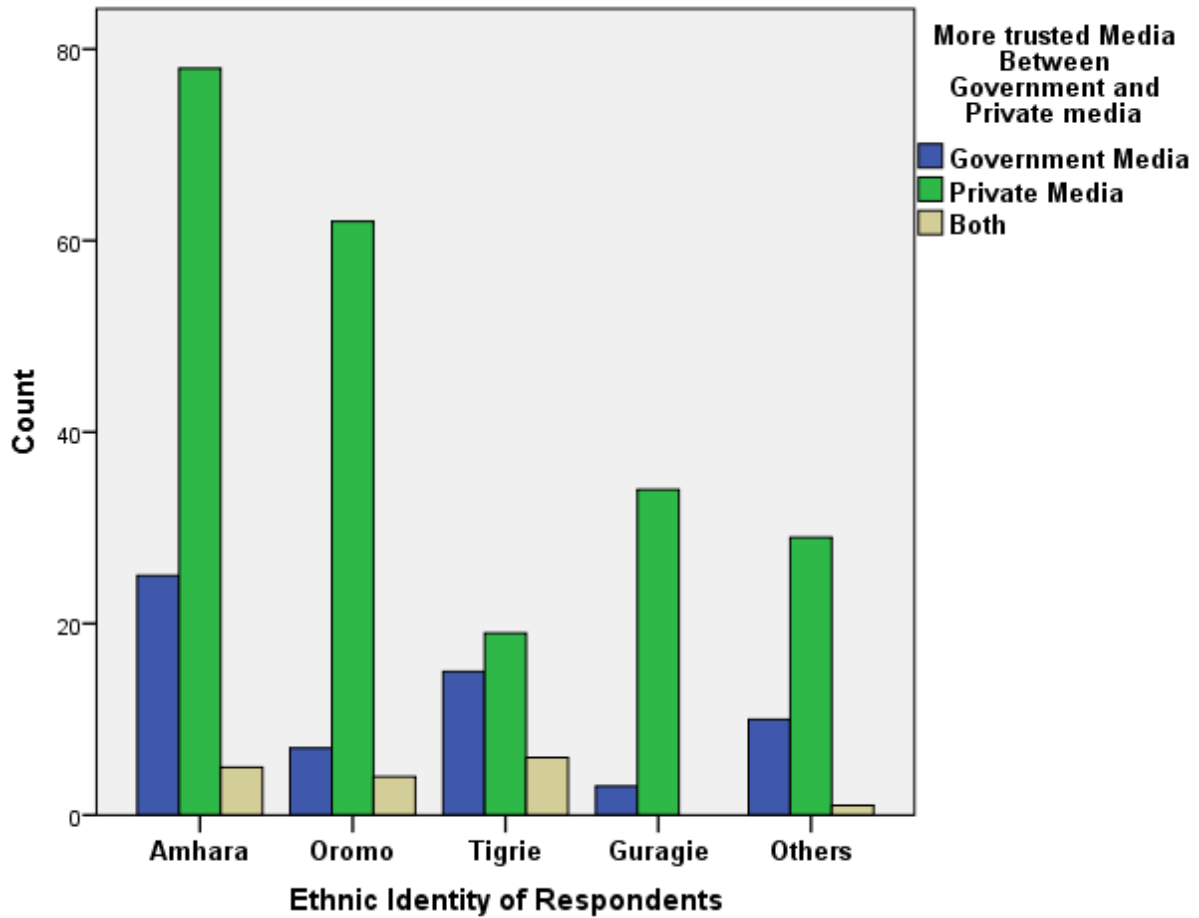
Table 17. Correlations between Ethnic Identity and More Trusted Media

Correlations		Ethnic Identity of Respondents
More trusted Media Between Government and Private media	Pearson Correlation	-.017
	Sig. (2-tailed)	.775
	N	298

When it comes to the relationship between ethnic identity and more trusted media (government or private), the chart below (Figure 13) reveals that 72.2 percent of the total Amhara respondents, 84.9 percent of the total Oromo respondents, 91.9 percent of the total Guragie respondents, 72.5 percent of the total respondents with other ethnic identities, and 47 percent of the total Tigrie respondents trust the private media more than the government media. Though majorities from all ethnic identities trust the private media more, the figure reveals that respondents with Guragie, Oromo, Others and Amhara ethnic identity respectively have more trust in the private media than the respondents with Tigrie ethnic identity.

With regard to this, Skjerdal (2012, p. 35), (quoting Aadland and Fackler, 2001; Price et al., 2008), states that the existing state of the media in Ethiopia is commonly described as a polarized state of affairs between the state media and private media outlets. Meseret (2012) argues that the ruling party—Ethiopian Peoples’ Revolutionary Democratic Front (EPRDF) used the media to strengthen its power by disseminating massive propaganda. EPRDF is a coalition of four ethnic based parties where, according to Jean-Christophe Hoste (2012), *Tigrayan People Liberation Front* (TPLF) is the main actor. It is commonly believed in Ethiopia that TPLF has greater support from the people of Tigray as it has a strong tie with them for the reason that Tigray is the birth place of TPLF’s military struggle to overthrow the *Derg* regime. Thus it can be argued that the ethnic based political polarization and media polarization are the reasons for respondents with Tigrie ethnic identity have less trust in the private media when compared with other respondents of different ethnic identity.

Figure 13. Relationship between Ethnic Identity and More Trusted Media



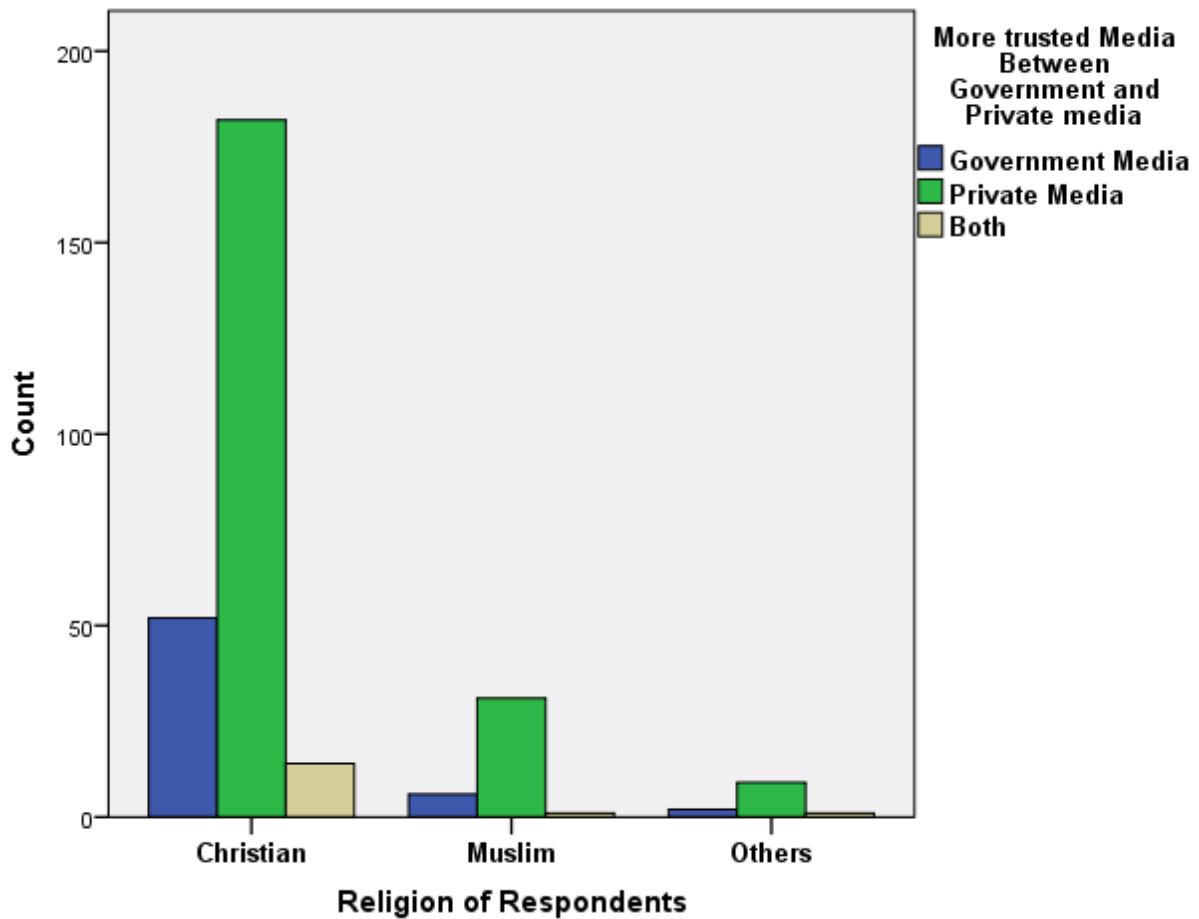
4.7.2.3. The Relationship between Religion and More Trusted Media

As to the relationship between religion and more trusted media (government media or private media), the Pearson bivariate correlation indicated in Table 18 below shows that there exists no significant relationship. The chart below (Figure 14) would help understand the difference in the more trusted media (government or private) based on religion.

Table 18. Correlations between Religion and More Trusted Media

Correlations		Religion of Respondents
More trusted Media Between Government and Private media	Pearson	.030
	Correlation	
	Sig. (2-tailed)	.603
	N	298

Figure 14. Relationship between Religion and More Trusted Media



As it is indicated in the chart above (Figure 14), 73.4 percent of the total Christian respondents, 81.6percent of the total Muslim respondents, and 75 percent of the total respondents with other religions trust the private media more than the government ones.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary and Conclusions

This research aimed at assessing the level of trust that the public—residents of Addis Ababa—has towards the Ethiopian mainstream media (print and broadcast media), attempted to identify which media, government or private, the public trusts more, and the media they trust the most. More importantly, it looked at why the public have trust or mistrust in the Ethiopian mainstream media in Ethiopia.

Concerning Addis Ababa's public level of trust in Ethiopian mainstream media, the result revealed that only 3.3 percent of the sample population has a "lot of trust" while 44.3 percent said they have "some trust." This means that 47.7 percent of the respondents have trust in mainstream media whether this trust is a lot or just some. 30.7 percent of respondents don't have trust that much in the Ethiopian mainstream media and one-fifth (20%) of participants of this study said they have "no trust at all." This shows that the lion share (50.7%) of the respondents either don't have trust that much or they never have trust in the country's mainstream media institutions.

Since preponderance of the respondents did not trust the media, the reasons most frequently mentioned were: (1) the media focus on issues which are not relevant to the public; (2) the media are sided with government or opposition political parties; (3) The

media do not report issues truthfully; and (4) the media lack journalistic professionalism.

With reference to more trusted media, 74.5 percent of the sample population has more trust in private mainstream media than the government ones. The government media earn their trust from only one-fifth of the respondents (20.1%) while 5.4 percent of the sample population said they have equal trust in government and private mainstream media. As to why majority of the respondents trust the private media more than the government ones, most of the respondents mentioned that they trust the private media not because of its own qualities but because they don't trust the government media.

When it comes to most trusted media institution, 40.7 percent of the respondents chose *Sheger* FM 102.1. The state run television station, Ethiopian Television (ETV) was mentioned by 8.8 percent of the respondents as most trusted media institution compared to other Ethiopian media in Ethiopia.

With regard to least trusted media institution, the most frequently mentioned media organization was ETV with 45.9 percent of respondents. The Ethiopian National Radio which is run by Ethiopian Radio and Television Agency, the organization which also run ETV, was stated by 4.8 percent of respondents and Zami Fm 90.7 got 4.1 percent.

With reference to the relationship between variables and level of trust, there is no significant relationship between the variables: age, sex, level of education, and income level in ETB, and level of trust in Ethiopian mainstream media. However, there is

significant but weak relationship between political affiliation and level of trust as well as more trusted media.

5.2. Recommendations

Being considerate of the conclusion and the theoretical underpinnings of the study, the researcher forwards the following recommendations:

- For respondents perceive that they have low level of trust in the media's selectivity of topics, selectivity facts, in accurately depicting issues and in journalistic assessment, the media should work to make sure that they select issues which are relevant to the public, should present facts without concealing, provide all sides of the story, present issues accurately and try to elevate journalistic standards to the highest quality.
- Because respondents have low level of trust in Ethiopian mainstream media, the media should again work to meet the public's interest. Otherwise they may lose their audiences which will have an effect on even on the media's existence. But most importantly, it is doubtful to strengthen democratic system for mistrust in media leads to mistrust in other political and social institution.
- Since the major reason for why majority of the respondents trust the private media more than the government ones was that not because of the private media's own qualities but because they don't trust the government media, the

private media should work to make their functions directed towards the public's interest and make their reporting reliable.

- The finding revealed that there is a huge gap between respondents trust in the private media and the government media. Hence, the government mainstream media in Ethiopia should work on narrowing such a gap thereby focusing on the quality of their stories and the development of journalists' professional capabilities.
- For, the reason that majority of the respondents mentioned for having the least trust in Ethiopian television was that it is not neutral, ETV should all the time adhere to pursuing truthful, balanced and independent functions so that the public could rely up on it with much trust.
- Siding with either opposition political parties or the government was mentioned by majority of the respondents as a major reason for not having trust in the Ethiopian mainstream media. Therefore, the government, political parties, influential business leaders and the media as well should put aside their economic and political differences and bring about a change wherein an enabling environment is created for the media to function freely and independently.

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Appendices

Appendix A: Questionnaires

A1: The English Version of the Questionnaire

Addis Ababa University
School of Journalism and Communication
Postgraduate Program
Questionnaire

Dear Respondents,

I am conducting a research on the topic '**Addis Ababa's Public Trust in Ethiopian Main Stream Media**'. Accordingly, this questionnaire aims at assessing the trust that the public –residents of Addis Ababa– has towards the Ethiopian mainstream media (print and broadcast media), and attempts to identify the medium they trust the most. More importantly, it looks at the why of the trust or the distrust that the public has towards the media.

For it is only when you provide your genuine answers to all the questions that the research outcome could be genuine and reliable, you are kindly requested to give your honest answers. I assure you that all the information you give in this questionnaire will only be used for the purpose of the research and will be kept anonymous.

Thank you for your help!

Part one:

Please Circle your choice for questions 1-5 and provide your answer in writing for question 6 & 7.

1. Age
 - A. <20
 - B. 20-29
 - C. 30-39
 - D. 40-49
 - E. ≥50

2. Sex
 - A. Male
 - B. Female

3. What is your level of Education?
 - A. PhD
 - B. MA/MSc Degree
 - C. BA/BSc Degree
 - D. Diploma
 - E. High school diploma
 - F. Able to read & Write
 - G. Any Other_____

4. What is your income level in ETB per month? Please identify it by circling one of the choices.
 - A. <500
 - B. 500-1000
 - C. 1001-1500
 - D. 1501-2500
 - E. 2501-3500
 - F. 3501-4500
 - G. 4501-5000
 - H. >5000

5. Please indicate your political affiliation.
 - A. Pro-ruling party
 - B. Pro-opposition parties
 - C. Independent
 - D. I don't know

6. Please provide your ethnic identity

7. Please identify your Religion

Part Two:

1. From the Ethiopian mainstream media, which of the following media do you follow mostly to get information? Please circle your choice.

- A. Government Media
- B. Private Media

2. From the Ethiopian mainstream media, please write the specific media organization that you follow mostly to get information.

Part Three:

The following table contains items that are designed to measure the factors that may affect your trust in the Ethiopian mainstream media for which a scale is provided for you to circle. The scale ranges from 1 (strongly disagree) to 5 (strongly agree). Specifically, the choices stand for:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral

4 = Agree
5 = Strongly Agree

No.	Item	Scale				
		1	2	3	4	5
1.	The media covers the issues that I care about.	1	2	3	4	5
2.	The Issues are assigned adequate status.	1	2	3	4	5
3.	The frequencies with which the issues are covered is adequate.	1	2	3	4	5
4.	The issues are covered on the necessary regular basis.	1	2	3	4	5
5.	I Trust in Selectivity of topics					
6.	Essential points are included in the issues covered.	1	2	3	4	5
7.	The focus in the issues is on important facts.	1	2	3	4	5
8.	All important information regarding the issues is provided.	1	2	3	4	5
9.	The media reports all sides of the issues.	1	2	3	4	5
10.	I Trust in Selectivity of facts					
11.	The information in the issues would be verifiable if examined.	1	2	3	4	5
12.	The reported information in the issues is true.	1	2	3	4	5
13.	The reports recount the facts truthfully.	1	2	3	4	5
14.	The facts that I receive regarding the issues are correct.	1	2	3	4	5
15.	I Trust in Accuracy of depictions					
16.	Journalists' criticism is expressed in an adequate manner.	1	2	3	4	5
17.	The journalists' opinions are well founded.	1	2	3	4	5
18.	The commentaries regarding the issues covered consist of well-reflected conclusions.	1	2	3	4	5
19.	I feel that the journalistic assessments regarding the issues covered are useful.	1	2	3	4	5
20.	I Trust in Journalistic Assessment					

*Adapted by the researcher from Kohring and Matthes (2007, p. 240)

Part Four:

The following questions are designed to measure the level of trust you have in Ethiopian mainstream media. Please provide your answers accordingly.

1. Please tell me how much you trust the Ethiopian mainstream media.
 - A. A lot of trust
 - B. Some trust
 - C. I do not trust them much
 - D. No trust at all
 - E. I don't know

2. If your answer to question number 1 is one of the choices from A to D, please provide your reason/s.

3. If you are asked to choose from the government and private mainstream media in Ethiopia, which one do you trust **MORE**? Please circle your choice.

- A. Government media
- B. Private media

4. Whether your choice for question number 3 is A or B, please provide your reasons.

5. From the Ethiopian mainstream media , can you please name the specific media organization you **TRUST THE MOST**?

6. Please provide your reasons for why you most trust the specific media you selected in question number 5.

7. From the Ethiopian mainstream media, can you please name the specific media organization you **TRUST THE LEAST**?

8. Please provide your reasons for why you least trust the specific media you selected in question number 7.

A2: Amharic Version of the Questionnaire

አዲስ አበባ ዩኒቨርሲቲ
ጋዜጠኝነትና ኮሚዩኒኬሽን ትምህርት ቤት
ድህረ ምረቃ ፕሮግራም

መጠይቅ

ውድ ተሳታፊ

የአዲስ አበባ ህዝብ የሀገር ውስጥ ሚዲያዎች ላይ ያለው አመኔታ በሚል ርእስ የማስተርስ ዲግሪ ማሟያ ጥናት እያካሄድኩ ሲሆን የዚህ መጠይቅም አላማዎች የአዲስ አበባ ህዝብ በኢትዮጵያ በሚገኙ የመንግስት እና የግል ሚዲያዎች--ጋዜጣ፣ መጽሕፍት፣ ሬዲዮ እና ቴሌቪዥን--ላይ ያለውን አመኔታ መመርመር፣ ህዝቡ የበለጠ አመኔታ ያለው ለየትኛው ሚዲያ እንደሆነ መለየት እና ህዝቡ ሚዲያውን የሚያምነው ወይም የማያምነው በምን በምን ምክንያቶች እንደሆነ መለየት ናቸው። በመሆኑም ጥናቱ አስፈላጊውን ውጤት የሚሰጠው ተሳታፊው ትክክለኛ ምላሹን ሲሰጥ ብቻ ስለሆነ ለሁሉም ጥያቄዎች የሚሰጡት መልስ ተገቢ እና ትክክለኛ እንዲሆን በአክብሮት እየጠየቅኩ በዚህ መጠይቅ ላይ የሚሞሉት ነገር በሙሉ ለጥናቱ አላማ ብቻ የሚውል እና ማንነትዎ የማይገለፅ መሆኑን አረጋግጣለሁ።

ለትብብርዎ እጅግ አመሰግናለሁ!

ክፍል አንድ:-

እባክዎን ቀጥሎ ከተራ ቁጥር 1-5 ላሉት ጥያቄዎች ከአማራጮቹ አንዱን በመምረጥ እንዲሁም ለተራ ቁጥር 6 እና 7 በፅሁፍ ምላሽዎን ያስቀምጡ።

1. እድሜ

1. <20
2. 20-29
3. 30-39
4. 40-49
5. ≥50

2. ፆታ

1. ወንድ
2. ሴት

3. እባክዎን የትምህርት ደረጃዎን ያመልክቱ?

1. ፒ.ኤች.ዲ
2. ማስተርስ ዲግሪ
3. የመጀመሪያ ዲግሪ
4. ዲፕሎማ
5. ሁለተኛ ደረጃ/መስናዶ
6. ማንበብና መጻፍ የሚችል
7. ሌላ_____

4. እባክዎን ወርሀዊ የገቢዎን መጠን (በብር) ያመልክቱ?

1. <500
2. 500-1000
3. 1001-1500
4. 1501-2500
5. 2501-3500
6. 3501-4500
7. 4501-5000
8. >5000

5. እባክዎን የፖለቲካ ድጋፍ ዝንባሌዎን ያመልክቱ?

1. የገዢው ፓርቲ ደጋፊ/አባል
2. የተቃዋሚ ፓርቲ ደጋፊ/አባል
3. ገለልተኛ
4. አይታወቅም

6. እባክዎን ብሄርዎን በፅሁፍ ያስቀምጡ?

7. እባክዎን የሚከተሉትን ሀይማኖት በፅሁፍ ያስቀምጡ?

ክፍል ሁለት:-

1. ከሚከተሉት የሀገር ውስጥ ሚዲያዎች ውስጥ መረጃ ለማግኘት ብዙ ጊዜ የሚከታተሉት የትኛውን ነው? እባክዎ መልስዎን ያክበቡ::

1. የመንግስት ሚዲያ
2. የግል ሚዲያ

2. እባክዎ መረጃ ለማግኘት ብዙ ጊዜ የሚከታተሉትን የሀገር ውስጥ ሚዲያ በስም ይግለጹ?

ክፍል ሶስት:-

የሚከተለው ሰንጠረዥ በአጠቃላይ በሀገር ውስጥ ሚዲያዎች—ጋዜጣ፣ መጽሔት፣ ሬዲዮ እና ቴሌቪዥን—(የመንግስት እና የግል) ላይ ያለዎትን አመኔታ ሊወስኑ የሚችሉ ምክንያቶችን ይዟል። ለዚህም ከ1-5 የተዘረዘሩ መመዘኛዎች ያሉ ሲሆን በሰንጠረዥ ውስጥ ከተራ ቁጥር 1-24 ላሉት ምክንያቶች ከመመዘኛዎቹ ውስጥ የሚመርጡትን ያክብቡ። መመዘኛዎቹ የሚከተሉት ናቸው፡-

- 1 በጭራሽ አልሰማማም
- 2 አልሰማማም
- 3 ገለልተኛ
- 4 እስማማለሁ
- 5 በጣም እስማማለሁ

ተ.ቁ.	ምክንያት	መመዘኛ				
		1	2	3	4	5
1.	ሚዲያው እኔ የምፈልጋቸውን ጉዳዮች ይዘግባል።	1	2	3	4	5
2.	ጉዳዮቹ ተገቢው ቦታ ተሰጥቷቸዋል።	1	2	3	4	5
3.	ጉዳዮቹ የሚቀርቡበት ድግግሞሽ በቂ ነው።	1	2	3	4	5
4.	ጉዳዮቹ አስፈላጊ በሆነ መደበኛ ሁኔታ ይቀርባሉ።	1	2	3	4	5
5.	በአጠቃላይ ሚዲያው በሚያነሳው ጉዳይ አምናለሁ።	1	2	3	4	5
6.	በሚዘገቡት ጉዳዮች ላይ አስፈላጊ ነጥቦች ይካተታሉ።	1	2	3	4	5
7.	ትኩረት የሚደረገው በጉዳዮቹ ላይ ባሉ አስፈላጊ እውነታዎች ላይ ነው።	1	2	3	4	5
8.	ሁሉም አስፈላጊ መረጃዎች ይቀርባሉ።	1	2	3	4	5
9.	ሚዲያው የጉዳዮችን ሙሉ ገፅታ ሪፖርት ያደርጋል።	1	2	3	4	5
10.	በአጠቃላይ ሚዲያው በጉዳዮች ላይ በሚያነሳቸው ነጥቦች አምናለሁ።	1	2	3	4	5
11.	በጉዳዮቹ ላይ የሚቀርበው መረጃ ተመርምሮ መረጋገጥ የሚችል ነው።	1	2	3	4	5
12.	በጉዳዮቹ ላይ የሚዘገበው መረጃ እውነተኛ ነው።	1	2	3	4	5
13.	ሪፖርቶች እውነታዎችን በተለማኒ ሁኔታ ይዘረዝራሉ።	1	2	3	4	5
14.	ጉዳዮችን አስመልክቶ የሚደርሱኝ እውነታዎች ትክክለኛ ናቸው።	1	2	3	4	5
15.	በአጠቃላይ ሚዲያው የሚያነሳቸውን እውነታዎች የሚያቀርብበትን መንገድ አምናለሁ።	1	2	3	4	5
16.	የጋዜጠኞች ትችት በበቂ ሁኔታ ይንፀባረቃል።	1	2	3	4	5
17.	የጋዜጠኞች የግል ሀሳቦች ጠንካራ ናቸው።	1	2	3	4	5
18.	በተዘገቡት ጉዳዮች ላይ የሚቀርቡት የጋዜጠኞች አስተያየቶች ተገቢውን ማጠቃለያ ያካትታሉ።	1	2	3	4	5
19.	በተዘገቡት ጉዳዮች ላይ የሚሰጡት የጋዜጠኞች ምዘናዎች ጠቃሚ ናቸው ብዬ አስባለሁ።	1	2	3	4	5
20.	በአጠቃላይ በሚዲያው ሙያዊ ብቃት አምናለሁ።	1	2	3	4	5

ክፍል 4:-

ቀጣዮቹ ጥያቄዎች በሀገር ውስጥ ሚዲያዎች ላይ ያለዎትን የአመኔታ መጠን መለካትን ያለሙ ናቸው። እባክዎ መልስዎን በማክበብ እና በመጻፍ ያመልክቱ።

1. እባክዎን የኢትዮጵያን ሚዲያዎች ምን ያህል እንደሚያምናቸው ያመልክቱ?

ሀ. በጣም አምናቸዋለሁ

ለ. በተወሰነ መልኩ አምናቸዋለሁ

ሐ. ያን ያክል አላምናቸውም

መ. በጭራሽ አላምናቸውም

ሠ. አይታወቅም

2. ለጥያቄ ቁጥር 1 የሰጡት ምላሽ ከሁ-መ ካሉት ውስጥ ከሆነ እባክዎን ምክንያትዎ ምን እንደሆነ ይጻፉ?

3. ከመንግስት እና ከግሉ የሀገር ውስጥ ሚዲያዎች የበለጠ የሚያምኑት የትኛውን እንደሆነ ቢጠየቁ መልስዎ ምን ይሆናል?

1. የመንግስት ሚዲያ

2. የግል ሚዲያ

4. ለጥያቄ ቁጥር 3 የሰጡት ምላሽ 1 ወይም 2 ከሆነ እባክዎን ምክንያትዎን ይጻፉ?

5. እባክዎን ከሁሉም የሀገር ውስጥ ሚዲያዎች በበለጠ ሁኔታ የሚያምኑትን ሚዲያ ስም ይጥቀሱ?

6. እባክዎን በተራ ቁጥር 5 ላይ የጠቀሱትን ሚዲያ ከሌሎቹ በተለየ ሁኔታ የሚያምኑትን ምክንያት ይጻፉ።

7. እባክዎን ከሁሉም የሀገር ውስጥ ሚዲያዎች ባነሰ ሁኔታ የሚያምኑትን ሚዲያ ስም ይጥቀሱ?

8. እባክዎን በተራ ቁጥር 7 ላይ የጠቀሱትን ሚዲያ ክሌሎች በተለየ ሁኔታ የማያምኑበትን ምክንያት ይጻፉ:

Appendix B: The mainstream media in Ethiopia

B1: Newspapers and Magazines

1. *Hat-trick*
2. *League-Sport*
3. *Medical*
4. *Reporter*
5. *Sendek*
6. *Business Times*
7. *Addis Admas*
8. *Ethio-Channel*
9. *Ethio-Mihdar*
10. *Ethio sport*
11. *Inter-Sport*
12. *Capital*
13. *World Sport*
14. *Yegna Press*
15. *Fortune*
16. *Press Digest*
17. *Liya*
18. *Life*
19. *Lomi*
20. *Maraki*
21. *Menafesha*
22. *Kum Neger*
23. *Kal Kidan*
24. *Konjo*
25. *Nigist*
26. *National Construction*
27. *Arhibu*
28. *Abol*
29. *Eboni*
30. *Addis Guday*
31. *Addis Standard*
32. *Ethiopian Business Review*
33. *Enqu*
34. *Wub*
35. *Zoma*
36. *Zanta*
37. *Jano*
38. *Tena Yistilign*
39. *Pharmanet*
40. *Fact*
41. *Passion Sport*

B2. Radio and Television

1. *Sheger Fm 102.1*
2. *Zami Radio*
3. *Fana Broadcasting Corporate (national)*
4. *Fana Fm 98.1*
5. *Dimtse Woyane Tigray*
6. *Dimste Woyane TigraY Fm 102.2*
7. *Afro Fm 105.3*
8. *Fm Addis 97.1*
9. *Ethiopian National Radio*
10. *Ethiopian Television*
11. *Oromia Television*
12. *Oromia Radio*
13. *Oromia Fm 92.3*
14. *Dire TV*
15. *Fm Dire 106.1*
16. *Amhara regional Radio*
17. *Amhara Tv*
18. *Fm Bahir Dar 96.9*
19. *Fm 96.3*
20. *Addis Television*
21. *Debub Fm 100.9*
22. *Fm Mekelle 104.4*
23. *Harari Fm 101.4*
24. *Hareri Regional TV*
25. *Somali Fm*
26. *Somali Regional TV*

*source: *Ethiopian Broadcasting Authority*. Retrieved on December 05, 2013 from
<http://www.eba.gov.et/webAmharic/data/Periodicals/november%20circulation.pdf>
<http://www.eba.gov.et/webAmharic/data/BroadCast/Public.htm>
<http://www.eba.gov.et/webAmharic/data/BroadCast/commercial.htm>

Appendix C: Amharic Version of the Respondents' Answers

- ❖ ሚዲያው የሚያነሳቸው ጉዳዮች እውነታ የጎደላቸው እና ትንተናዎቹም ፕሮፌሽናሊዝምን ያልተከተሉ እንደሆነ ይሰማኛል።
- ❖ የማላምንበት ምክንያት ብዙ ጊዜ በሚዲያ የሚቀርቡት ነገሮች በተጨማሪም ከምናያቸው ነገሮች የተለዩ እና ከእውነት የራቁ ስለሆነ ነው።
- ❖ ስንት ሊነገር የሚገባው ነገር እያለ አንድ ነገር ላይ በመሸከርከር ጊዜያችንን ያባክናሉ።
- ❖ ምክንያቱም ሚዛናዊ ያልሆነ ዘገባ ስለሚቀርቡ ወግነውም ስለሚከራከሩ።
- ❖ የመንግስት ሚዲያዎች ለመንግስት የሚያዳሉ የግሎቹ ደግሞ ከተቃዋሚዎቹ ጎራ የሚሰለፉ ስለሚመስለኝ አላምናቸውም።
- ❖ ፕሮፌሽናሊዝም የለም። በሚዲያው የሚቀርቡ ትንታኔዎች በቂ የሆነ መረጃ አይቀርብባቸውም። አንዳንድ ጊዜ ጋዜጠኞች የሚቀርቧቸው ጉዳዮች በማስረጃ የተረጋገጡ አይደሉም።
- ❖ በህብረተሰቡ ውስጥ ያለውን ችግር ገልጠው ለማሳየት ይሞክራሉ።
- ❖ ገለልተኛ ፀሀፊዎችን የሚያበረታቱ ሲሆን የተለያዩ ሀሳቦችንም ያስተናግዳሉ።

Appendix D: Frequency and Cross Tabulation Tables

D1: Frequency tables

Media More Followed by Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Media	79	26.3	26.3	26.3
	Private Media	188	62.7	62.7	89.0
	Both	33	11.0	11.0	100.0
	Total	300	100.0	100.0	

Specific Media Org Most Followed by Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<i>Sheger</i> Fm 102.1	109	36.3	37.2	37.2
	ETv	61	20.3	20.8	58.0
	Fana Fm 98.1	28	9.3	9.6	67.6
	Addis Guday Magazine	6	2.0	2.0	69.6
	Zami Fm 90.7	6	2.0	2.0	71.7
	Fm Addis 97.1	21	7.0	7.2	78.8
	Reporter	4	1.3	1.4	80.2
	Fact Magazine	1	.3	.3	80.5
	Fm 96.3	2	.7	.7	81.2
	Addis Admas Newspaper	3	1.0	1.0	82.3
	Ethiopian National Radio	10	3.3	3.4	85.7
	Addis Zemen	2	.7	.7	86.3
	Yegna Press	1	.3	.3	86.7
	I don't Know	39	13.0	13.3	100.0
	Total	293	97.7	100.0	
Missing	System	7	2.3		
Total		300	100.0		

Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot of trust	10	3.3	3.3	3.3
	Some trust	133	44.3	44.3	47.7
	Do not trust much	92	30.7	30.7	78.3
	No Trust at all	60	20.0	20.0	98.3
	I don't know	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

More trusted Media Between Government and Private media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Media	60	20.0	20.1	20.1
	Private Media	222	74.0	74.5	94.6
	Both	16	5.3	5.4	100.0
	Total	298	99.3	100.0	
Missing	System	2	.7		
Total		300	100.0		

Most Trusted Media Institution					
	Frequency	Percent	Valid Percent	Cumulative Percent	
	<i>Sheger</i> Fm 102.1	120	40.0	40.7	40.7
	ETv	26	8.7	8.8	49.5
	Fana Fm 98.1	16	5.3	5.4	54.9
	Addis Guday Magazine	14	4.7	4.7	59.7
	Zami Fm 90.7	15	5.0	5.1	64.7
	Fm Addis 97.1	14	4.7	4.7	69.5
	Reporter	14	4.7	4.7	74.2
Valid	Fact Magazine	7	2.3	2.4	76.6
	Fm 96.3	1	.3	.3	76.9
	Addis Admas Newspaper	2	.7	.7	77.6
	Ethiopian National Radio	4	1.3	1.4	79.0
	Fortune	1	.3	.3	79.3
	I don't Know	61	20.3	20.7	100.0
	Total	295	98.3	100.0	
Missing	System	5	1.7		
Total		300	100.0		

Least Trusted Media Institution					
	Frequency	Percent	Valid Percent	Cumulative Percent	
	<i>Sheger</i> Fm 102.1	11	3.7	3.8	3.8
	ETv	134	44.7	45.9	49.7
	Fana Fm 98.1	11	3.7	3.8	53.4
	Zami Fm 90.7	12	4.0	4.1	57.5
	Fm Addis 97.1	7	2.3	2.4	59.9
	Fact Magazine	4	1.3	1.4	61.3
Valid	Fm 96.3	7	2.3	2.4	63.7
	Lomi Magazine	3	1.0	1.0	64.7
	Ethiopian National Radio	14	4.7	4.8	69.5
	Addis Zemen	4	1.3	1.4	70.9
	Ethio-Mihdar	1	.3	.3	71.2
	I don't Know	84	28.0	28.8	100.0
	Total	292	97.3	100.0	
Missing	System	8	2.7		
Total		300	100.0		

D2: Cross Tabulation

Political Affiliation of Respondents * Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media Cross tabulation								
			Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media					Total
			A lot of trust	Some trust	Do not trust much	No Trust at all	I don't know	
Political Affiliation of Respondents	Pro-ruling party	Count	5	25	8	1	1	40
		% within Political Affiliation of Respondents	12.5%	62.5%	20.0%	2.5%	2.5%	100.0%
		% of Total	1.7%	8.3%	2.7%	0.3%	0.3%	13.3%
	Pro-opposition parties	Count	0	2	6	8	0	16
		% within Political Affiliation of Respondents	0.0%	12.5%	37.5%	50.0%	0.0%	100.0%
		% of Total	0.0%	0.7%	2.0%	2.7%	0.0%	5.3%
	Independent	Count	5	82	65	44	4	200
		% within Political Affiliation of Respondents	2.5%	41.0%	32.5%	22.0%	2.0%	100.0%
		% of Total	1.7%	27.3%	21.7%	14.7%	1.3%	66.7%
	I don't know	Count	0	24	13	7	0	44
		% within Political Affiliation of Respondents	0.0%	54.5%	29.5%	15.9%	0.0%	100.0%
		% of Total	0.0%	8.0%	4.3%	2.3%	0.0%	14.7%
	Total	Count	10	133	92	60	5	300
		% within Political Affiliation of Respondents	3.3%	44.3%	30.7%	20.0%	1.7%	100.0%
% of Total		3.3%	44.3%	30.7%	20.0%	1.7%	100.0%	

Ethnic Identity of Respondents * Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media Crosstabulation								
		Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media					Total	
		A lot of trust	Some trust	Do not trust much	No Trust at all	I don't know		
Ethnic Identity of Respondents	Amhara	Count	6	46	34	22	0	108
		% within Ethnic Identity of Respondents	5.6%	42.6%	31.5%	20.4%	0.0%	100.0%
		% of Total	2.0%	15.3%	11.3%	7.3%	0.0%	36.0%
	Oromo	Count	1	30	25	17	0	73
		% within Ethnic Identity of Respondents	1.4%	41.1%	34.2%	23.3%	0.0%	100.0%
		% of Total	0.3%	10.0%	8.3%	5.7%	0.0%	24.3%
	Tigrrie	Count	2	23	12	2	1	40
		% within Ethnic Identity of Respondents	5.0%	57.5%	30.0%	5.0%	2.5%	100.0%
		% of Total	0.7%	7.7%	4.0%	0.7%	0.3%	13.3%
	Guragie	Count	0	16	13	6	2	37
		% within Ethnic Identity of Respondents	0.0%	43.2%	35.1%	16.2%	5.4%	100.0%
		% of Total	0.0%	5.3%	4.3%	2.0%	0.7%	12.3%
	Others	Count	1	18	8	13	2	42
		% within Ethnic Identity of Respondents	2.4%	42.9%	19.0%	31.0%	4.8%	100.0%
% of Total		0.3%	6.0%	2.7%	4.3%	0.7%	14.0%	
Total	Count	10	133	92	60	5	300	
	% within Ethnic Identity of Respondents	3.3%	44.3%	30.7%	20.0%	1.7%	100.0%	
	% of Total	3.3%	44.3%	30.7%	20.0%	1.7%	100.0%	

Religion of Respondents * Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media Cross tabulation								
		Addis Ababa's Public Level of Trust in Ethiopian Mainstream Media					Total	
		A lot of trust	Some trust	Do not trust much	No Trust at all	I don't know		
Religion of Respondents	Christian	Count	8	118	71	48	4	249
		% within Religion of Respondents	3.2%	47.4%	28.5%	19.3%	1.6%	100.0%
		% of Total	2.7%	39.3%	23.7%	16.0%	1.3%	83.0%
	Muslim	Count	2	11	17	8	1	39
		% within Religion of Respondents	5.1%	28.2%	43.6%	20.5%	2.6%	100.0%
		% of Total	0.7%	3.7%	5.7%	2.7%	0.3%	13.0%
Others	Count	0	4	4	4	0	12	
	% within Religion of Respondents	0.0%	33.3%	33.3%	33.3%	0.0%	100.0%	
	% of Total	0.0%	1.3%	1.3%	1.3%	0.0%	4.0%	
Total	Count	10	133	92	60	5	300	
	% within Religion of Respondents	3.3%	44.3%	30.7%	20.0%	1.7%	100.0%	
	% of Total	3.3%	44.3%	30.7%	20.0%	1.7%	100.0%	

Political Affiliation of Respondents * More trusted Media Between Government and Private media Cross tabulation						
		More trusted Media Between Government and Private media			Total	
		Government Media	Private Media	Both		
Political Affiliation of Respondents	Pro-ruling party	Count	18	20	2	40
		% within Political Affiliation of Respondents	45.0%	50.0%	5.0%	100.0%
		% of Total	6.0%	6.7%	0.7%	13.4%
	Pro-opposition parties	Count	0	16	0	16
		% within Political Affiliation of Respondents	0.0%	100.0%	0.0%	100.0%
		% of Total	0.0%	5.4%	0.0%	5.4%
	Independent	Count	33	154	11	198
		% within Political Affiliation of Respondents	16.7%	77.8%	5.6%	100.0%
		% of Total	11.1%	51.7%	3.7%	66.4%
	I don't know	Count	9	32	3	44
		% within Political Affiliation of Respondents	20.5%	72.7%	6.8%	100.0%
		% of Total	3.0%	10.7%	1.0%	14.8%
Total	Count	60	222	16	298	
	% within Political Affiliation of Respondents	20.1%	74.5%	5.4%	100.0%	
	% of Total	20.1%	74.5%	5.4%	100.0%	

Ethnic Identity of Respondents * More trusted Media Between Government and Private media Cross tabulation						
		More trusted Media Between Government and Private media			Total	
		Government Media	Private Media	Both		
Ethnic Identity of Respondents	Amhara	Count	25	78	5	108
		% within Ethnic Identity of Respondents	23.1%	72.2%	4.6%	100.0%
		% of Total	8.4%	26.2%	1.7%	36.2%
	Oromo	Count	7	62	4	73
		% within Ethnic Identity of Respondents	9.6%	84.9%	5.5%	100.0%
		% of Total	2.3%	20.8%	1.3%	24.5%
	Tigrie	Count	15	19	6	40
		% within Ethnic Identity of Respondents	37.5%	47.5%	15.0%	100.0%
		% of Total	5.0%	6.4%	2.0%	13.4%
	Guragic	Count	3	34	0	37
		% within Ethnic Identity of Respondents	8.1%	91.9%	0.0%	100.0%
		% of Total	1.0%	11.4%	0.0%	12.4%
	Others	Count	10	29	1	40
		% within Ethnic Identity of Respondents	25.0%	72.5%	2.5%	100.0%
		% of Total	3.4%	9.7%	0.3%	13.4%
	Total	Count	60	222	16	298
		% within Ethnic Identity of Respondents	20.1%	74.5%	5.4%	100.0%
		% of Total	20.1%	74.5%	5.4%	100.0%

Religion of Respondents * More trusted Media Between Government and Private media Cross tabulation						
		More trusted Media Between Government and Private media			Total	
		Government Media	Private Media	Both		
Religion of Respondents	Christian	Count	52	182	14	248
		% within Religion of Respondents	21.0%	73.4%	5.6%	100.0%
		% of Total	17.4%	61.1%	4.7%	83.2%
	Muslim	Count	6	31	1	38
		% within Religion of Respondents	15.8%	81.6%	2.6%	100.0%
		% of Total	2.0%	10.4%	0.3%	12.8%
	Others	Count	2	9	1	12
		% within Religion of Respondents	16.7%	75.0%	8.3%	100.0%
		% of Total	0.7%	3.0%	0.3%	4.0%
Total	Count	60	222	16	298	
	% within Religion of Respondents	20.1%	74.5%	5.4%	100.0%	
	% of Total	20.1%	74.5%	5.4%	100.0%	