



# HOW DO JOURNALISTS RESPOND TO DISINFORMATION?

*In recent years, disinformation has fuelled mistrust between and among politicians, the media, and citizens. How do journalists from different European regions view this challenge?*

## CONTEXT: HOW IS THE EUROPEAN MEDIA SYSTEM DIVIDED?



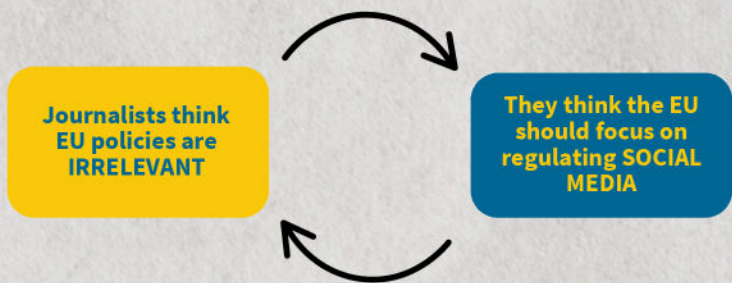
- **Democratic-corporatist model (Northern Europe):** strong professionalisation of journalism, high circulation of news products
- **Polarised-pluralistic model (Southern Europe):** weaker levels of professionalisation, lower circulation, significant state intervention
- **More recently democratised models (Central & Eastern Europe):** media pluralism remains restricted, strong divisions between state and private outlets

## WHAT ARE THE CHALLENGES FUELLING DISINFORMATION ACCORDING TO JOURNALISTS?



- 1 OWNERSHIP CONCENTRATION
- 2 POLITICAL POLARISATION
- 3 DIGITALISATION

## WHAT DO JOURNALISTS THINK OF EU POLICIES TO TACKLE FAKE NEWS?



## WHAT ARE JOURNALISTS' SOLUTIONS TO DISINFORMATION?



- Disinformation presents an opportunity to develop a **high-quality business model** that prioritises reputation-building through the explanation of news.
- But media organisations **do not have trainings, policies or institutionalised procedures** to counter disinformation.
- For this reason, **systematic verification of news content** by people other than the original author is considered important.
- However, overall, the best anti-disinformation strategy remains "old-fashioned" journalism: **rigorous investigation, journalistic skills, and adherence to the traditional rules** of quality journalism.



## DO THEY THINK TRANSNATIONAL COLLABORATION IS IMPORTANT?

- **Transnational cooperation** among journalists is broadly considered useful in countering disinformation.
- The **competitiveness** of the news market and the **limited focus of domestic news** pose practical challenges to the development of transnational partnerships.
- Transnational collaborations are **often informal**, developed through **bilateral relationships** between journalists.

Post-truth politics threatens the journalistic standards of the European media system and triggers the fragmentation of both national and international journalism. High-quality journalism is needed more than ever to address these issues.



Read the paper