

MEDIA

Main sources of information for cross-cultural reporting

Global issues such as the impact of climate change receive widespread interest across both European and SEM country groups (86.5%). TV is the most trusted media source across the Euro-Mediterranean (55.5%) but in the Southern and Eastern Mediterranean countries social media and online media together are on top as trusted sources (68%). Still media impacts more negatively than positively on mutual perceptions.

MOST TRUSTED MEDIA SOURCES

