

# MEDIA

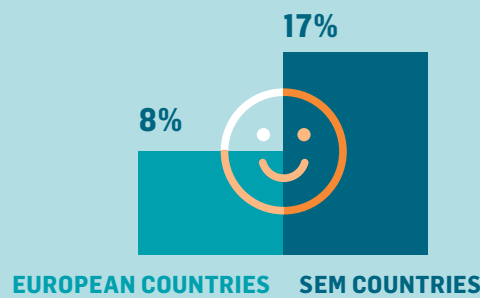
## Cross-cultural reporting shaping mutual perceptions

Overall, more respondents to the Intercultural Trends Survey said that media stories have a negative (20%), rather than positive, impact on their views about people from the opposite shore of the Mediterranean (12,5%). Different media sources did not appear to influence people's perceptions. Interestingly, those who said they had seen, read, or heard something about people in SEM/European countries on social media were no more likely to say it had a negative impact on their perceptions of other cultures than those who saw, read, or heard something on TV.

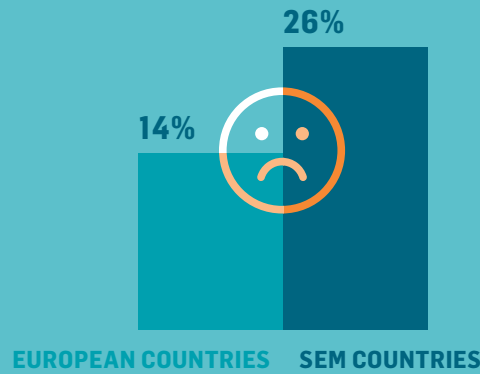
### IMPACT ON MUTUAL PERCEPTIONS

Did media cause a change in views about people from SEM/European countries?

#### YES, IN A POSITIVE WAY



#### YES, IN A NEGATIVE WAY



#### I HAVE SEEN, READ OR HEARD SOMETHING BUT MY VIEWS REMAINED UNCHANGED

