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TRADITIONAL VS DIGITAL MEDIA USE AND TRUST IN EU COUNTRIES

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Abstract

The debate on whether the new media will make the old ones disappear is as old as the new media are. Contemporary media are product of the convergence between content and information, communication technologies and computer networks. The appearance of new media is considered as a threat but also as an opportunity for the old ones. Digital media grow in terms of use but still don't manage to gain trust. On EU level, traditional media tend to be trusted and new media tend not to be trusted. Mostly used remain TV and radio in their traditional forms, followed by the Internet and social networks. Written press faces the most considerable drop but is still more used than TV via Internet and podcasts. The objectives of this paper are to (1) study the interregional differences in traditional and new media use and trust in EU countries and (2) look for cultural explanation of those differences. The research is based on secondary data (Eurobarometer 96.3 ZA7848. 2022 and older) and fundamental works in intercultural analysis ((Hofstede, Hofstede, & Minkov, 2010), (Minkov, et al., 2017), (Schwartz, 2008)). The data analysis consists of descriptive statistics, cluster analysis, analysis of significance of differences and mapping. The results show greater interregional differences in media trust and smaller in media use. Both trust in traditional and distrust in new media are higher in richer indulgent Northern countries and lower in distrustful Mediterranean and restraint Central Eastern European countries. The findings contribute to the understanding on how traditional and new media coexist in EU countries and whether culture may affect it.

Keywords: traditional media, new media, media use, media trust, EU.

Introduction

Several overlapping definitions of trust may be found, most of them containing the term to be defined. Generally, it describes the relationships between a trustor and trustee, with some uncertainty for the second party, which makes the credibility a central element of the trust. Thus, while looking for operational definition of trust, one would inevitably enlarge the search to related terms as confidence and credibility.

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Media use and media trust

Trust, confidence and credibility have been defined under different angles and by different scientific areas. Some definitions try to distinguish the terms, other to reveal variables that describe each of them. Trust and credibility may be used as synonyms, or as complementary terms. Pavlíčková, Nyre, & Jurisic (2013) understand confidence as an experience-based predictable relationship. In order to distinguish it from trust, confidence should be considered more 'taken-for-granted' impersonal and institutionalized relationship. The confidence in journalism as a specific type of mediated communication suggests people reading journalistic texts published in media to learn about world, politics and society.

Media trust refers to the relationship between citizens (the trustors) and the media (the trustees). In this relationship, citizens experience uncertainty and expect that through interactions with the news media they will rather gains than lose. Strömbäck, et al. (2020) argue that the definition should concentrate on the trust in the information provided by news media not on media institutions and the should be run on different levels. The trust in news and willingness to pay for it may be considered positive outcomes from people's evaluations of the news media (Newman, Fletcher, Kalogeropoulos, & Nielsen, 2019).

Mistrust in media should not be considered a negative evaluation of trust but a separate variable which represents the feeling that the mainstream media are neither credible nor reliable (Tsfati, 2010).

Perceived credibility of the news is determined by the combined trustworthiness of the individual who created the message, the medium and the news organization.

For this study we adopt more operational definition of trust borrowed from the principal dataset to be used – the high, medium, low or no trust individuals have in different media.

There are few studies which address the relationship between media use and media trust. They mainly focus on the cause-and-effect relationship between those. Scholars are not unanimous about the direction of causality – whether media trust influences media use or rather media use influences media trust.

Running a media is business and is subject to economic logic: for a product to be sold, customers should rely on it. As paid source of information news media should be trusted to be sold. Strömbäck, et al. (2020) assume that media trust affects media use and suggest that theoretically, a correlation between trust and media exposure could be expected. The relationship between individuals and the

news media involves a certain degree of uncertainty as people usually cannot verify the authenticity of the content.

Suiter, Eisenegger, & Udris (2019) assume that "trust in news" should be the dependent variable and the audience share the independent one. If they don't find statistically strong evidence for the positive relationship between public service media and media trust, they consider that the more important is that there is no evidence that public service media is a driver of distrust.

Tsfati (2010) distinguishes traditional media and online exposure and provide some evidences that mainstream media use affects media trust, while non-mainstream media use affects distrust. Overall, greater use of news media suggests media trust while greater use of non-mainstream news sources media suggests distrust. However, the relationship between media trust and media use is quite modest.

Fletcher & Park (2017) analyze data from Digital News Report to find "very low trust is significantly associated with a preference for non-mainstream news sources. Conversely, those with very high trust in the news are significantly less likely to have a preference for non-mainstream news sources (p.15)". Another analysis of the same data set reveal that "using traditional news sources (TV, print and their websites) and nonmainstream news sources (digital-born news websites, social media) are both associated with higher levels of trust in news, using social media as a main source of news is associated with lower levels of trust in news." (Kalogeropoulos, Suiter, Udris, & Eisenegger, 2019).

The strength of the relationship between media usage and media trust in 2016 is examined by Schranz, Schneider, & Eisenegger (2018). Their analysis on a sample of 13 countries reveals that media system type and media utilization affects media system trust, which combine general trust in news, trust in media organizations and journalists and assessment of political and economic independence of media.

Presuming that media in general are country and therefore culture specific, we will examine Hofstede's cultural dimensions and Schwartz cultural value orientation and their potential to explain differences in media use and media trust.

Cultural variables

While analyzing data on cultural variables, Hofstede, Hofstede, & Minkov (2010) divide the World in 6 regions, three of which are European. The first dimension to look at is the Power distance, defined as "the extent to which the less powerful members of institutions and organizations within a country expect and accept that the power is distributed unequally" (Hofstede, Hofstede, & Minkov, 2010, p. 61). This dimension considers the perceived fairness of the distribution of power and reflects the

hierarchy which suggests some association with media use. Differences in European regions are visible: Central and Eastern European countries rank highest, while Northern European countries rank lowest on Power distance, South Western countries occupying intermediate positions.

Minkov, et al (2017) conceptualize the Individualism versus collectivism dimension "as a multifaceted dimension of national culture, incorporating the following main facets: conflict avoidance and conformism, desire for social ascendancy, and in-group favoritism versus out-group exclusionism" (p. 394).

> "Collectivist societies are characterized by a strong focus on in-group cohesion as well as neglect for time punctuality and the damage that lateness may cause to other people's interests […] Individualist societies are characterized by greater rule of law, which means universal application of rules and laws rather than discriminatory treatment of in-groups and out-groups. […] Individualist societies have a greater concern for the rights and interests of all individuals, whereas Collectivist societies show various degrees of neglect" (Minkov, et al., 2017, p. 399).

As Northern European countries rank highest in the world on the revised Individualism index, and that goes down from Nord to South and from West to East, we suggest greater association with media use.

> "A society is called Masculine when emotional gender roles are clearly distinct: men are supposed to be assertive, tough, and focused on material success, whereas women are supposed to be more modest, tender, and concerned with quality of life. A society is called feminine when emotional gender roles overlap: both men and women are supposed to be modest, tender, and concerned with the quality of life" (Hofstede, Hofstede, & Minkov, 2010, p. 140).

The description of the dimension and the look at the regional differences does not suggest association between Masculinity and media use or media trust.

Hofstede, Hofstede, & Minkov (2010) define Uncertainty avoidance as "the extent to which the members of a culture feel threatened by ambiguous or unknown situations" (p. 191). This dimension of national culture shows good potential for association with both media trust and media use, as the genuine definition of trust involves some uncertainty for the trustee. Logical assumption is that there might be negative correlation between Uncertainty avoidance and media trust. However, the fact that both are reported on national rather than on individual level requires more careful interpretation of the association. Actually, the South Western Europe reforms higher ranks on Uncertainty Avoidance

Index, the North Europe some of the lowest, while Central and Eastern Europe cannot be clearly distinguished as uniform region.

Long-term orientation "stands for fostering of virtues oriented towards future rewards – in particular, perseverance and thrift. Its opposite pole, short-term orientation, stands for the fostering of virtues related to the past and present – in particular, respect for tradition, preservation of "face", and fulfilling social obligations" (Hofstede, Hofstede, & Minkov, 2010, p. 239). The Long-term orientation dimension seems not to affect media use or media trust in Europe, as there is no clear regional pattern on it.

Indulgence versus restraint is defined as "Indulgence stands for a tendency to allow free gratification of basic and natural human desires related to enjoying life and having fun. Its opposite pole, restraint, reflects a conviction that such gratification needs to be curbed and regulated by strict social norms" (Hofstede, Hofstede, & Minkov, 2010, p. 281). This most recently formulated dimension shows good potential for association with media use as societies form Central and Eastern Europe are considered some of the most restraint, while those on the North West are among the most indulgent ones. Data for South western countries are not as definitive as the above. Features as freedom of speech, perception of life control and optimism included in the index confirm our expectations. De Mooij & Hofstede (2010) claim that individualism-collectivism and power distance affect the way people acquire information. The purpose of advertising in individualistic cultures is to persuade, whereas in collectivistic cultures, it aims at building relationships and trust between seller and buyer. In collectivistic and/or high power distance cultures, people prefer implicit, interpersonal communication. In individualistic cultures with low power distance consumers want to be informed to solve problems thus media and friends are preferred sources of information for preparation for purchases. Based on Eurobarometer data for 2002, they also discover negative correlation between the degree people see themselves as well-informed and the uncertainty avoidance. Another empirical study (Tesfom & Lutz, 2022) is based on the assumption that logically customers in a higher uncertainty avoidance nation would use more sources to collect product information and consult the more trusted media.

Schwartz (2008) places their cultural value orientation on three dimensions, depending on how societies respond to key problems. The first is the relationship with nature: "In cultures with an emphasis on embeddedness, people are viewed as entities embedded in the collectivity, [while] "in autonomy cultures, people are viewed as autonomous, bounded entities" (Schwartz, 2008, p. 7). The second problem is consideration of welfare of the others, coordination between people and management of unavoidable interdependences: In the polar solution egalitarianism, they are "expected to act for the benefit of others as a matter of choice", while in the opposite hierarchy, "people are

socialized to take the hierarchical distribution of roles for granted, to comply with the obligations and rules attached to their roles, to show deference to superiors and expect deference from subordinates" (Schwartz, 2008, p. 8). The third problem relies to the way people treat human and natural resources: "harmony emphasizes fitting into the social and natural world, trying to appreciate and accept rather than to change, direct, or exploit. Important values in harmony cultures include world at peace, unity with nature, protecting the environment, and accepting one's portion", while mastery "encourages active self-assertion in order to master, direct, and change the natural and social environment to attain group or personal goals" (Schwartz, 2008, p. 8). This theoretical concept is approved by empirical data which provide compatible indexes and as cultural values are potential determinant on people's attitude towards media, we will include those dimensions into our analysis of cultural influences on media use and trust.

The research objectives of this paper are to (1) study the interregional differences in traditional and new media use and trust in EU countries and (2) look for cultural explanation of those differences. To achieve these objectives, the following research questions are formulated: (1) Are there interregional differences and intraregional similarities in terms of media use and media trust? (2) Are there differences in use and trust between traditional and new media? (3) May those differences be explained by cultural differences between European regions?

Materials and Methods

Adopting the positivist philosophy, this study relies on the observable social reality: collected data on media use and media trust to reveal hypothesized relationship between those. The deductive approach of the study consists of building hypothesis, testing those using secondary data and then drawing conclusions. The research is quantitative based on secondary data from official international accessible comparative sources. The geographical scope of the study is European Union countries as both media use and media trust indexes are systematically calculated using similar evaluation which allows comparison on international level and over time. The main research methods used are descriptive statistics, cluster analysis, analysis of significance of differences and mapping.

Dataset used

The principle statistical analysis is correlation run in SPSS. Results are visualized in maps based on scatter charts produced in MS Excel and on SPSS correlation reports. Eurobarometer, which provides annual data on European Union countries, has been selected as principal data source as the study fits best our purposes by providing compatible data clearly defining media use and media trust. A shortcoming of the data set is that different destinations between media have been used when evaluating use and trust. The analysis by media is made on data reported in 2022. Data on 2019 (the last COVID-free year), 2021 (the most affected by the Covid rhetoric year), 2023 (latest data

available) is also used on media in general level. The Eurobarometer dataset on 2020 is incomplete and thus not included in the analysis. The Eurobarometer dataset on 2023 provides compatible data on media trust in general but not by media category.

Media use index: Could you tell me to what extent you…?

QD 3_1 Watch television on a TV set

QD 3_2 Watch television via the Internet

QD 3_3 Listen to the radio

QD 3_4 Listen to podcasts

QD 3_5 Read the written press

QD 3_6 Read news on the Internet

QD 3_8 Use online social networks

Media trust index: How much trust do you have in certain media? For each of the following media, do you tend to trust it or tend not to trust it?

QA6a_1 The written press

QA6a _2 Radio

QA6a _3 Television

QA6a _4 The Internet

QA6a _5 Online social networks

The media use and media trust indexes on national level have been calculated using 3 level Likert scale for media trust (3=High trust; 2=medium trust; 1=low or no trust) and 4 level Likert scale for media use (4=Very high; 3=high; 2=poor; 1=very poor/none). The Likert scale, rather than the mean, has been chosen as with attitude answers it accounts all answers, allows comparison between countries and better visualization of the results.

Hypotheses

The first step in building the hypotheses of this study is to define clusters regrouping countries with similar media use and media trust indexes. If the cluster quality is good, the focus will be on differences between traditional and new media use and trust in different regions. Then cultural differences between the regions will be evaluated in order to reveal cultural determinants in societies' attitude towards media.

H1 EU countries may be grouped into two significantly different regions in terms of media use and media trust.

H2 There are significant differences in the use of different types of media between the North and the South of the EU.

H3 There are significant differences in the trust in different types of media between the North and the South of the EU

H4 Differences between the North and the South of the EU are due to cultural differences between the countries of those regions.

Results

To test the hypothesis 1, we first place the countries of the EU on three maps with media trust as horizontal axis and media use as vertical axis. The decision on which variable to be placed on each axis is taken to facilitate visualization. If media trust is placed on the horizontal axis and media use on the vertical, the countries placement on the map will be closer to their geographical locations: Northern counties to the top of the map, southern countries to the bottom, Western to the left and Eastern to the right. Switching the axis wouldn't change the analysis and the conclusions. Each map represents aggregate Eurobarometer data from 2019, 2021 and 2022 respectively. In figure 1, three regions may be distinguished: the region with relatively highest media use and media trust, regrouping Luxemburg, Belgium, Finland, Ireland, Austria, Denmark, Netherlands, Sweden may be referred to as North-Western; the region with relatively lowest media trust and media use, Greece, Spain, Malta, Italy, France, Cyprus, Slovenia, Croatia may be referred to as Mediterranean; and a region with low media use but high media trust, regrouping Romania, Poland, Bulgaria, Lithuania, Hungary, Slovakia, Portugal, Latvia, Germany, Estonia, Czech Republic, which may be referred to as Central Eastern.

Figure 1: Map of Europe on media use and media trust in 2019

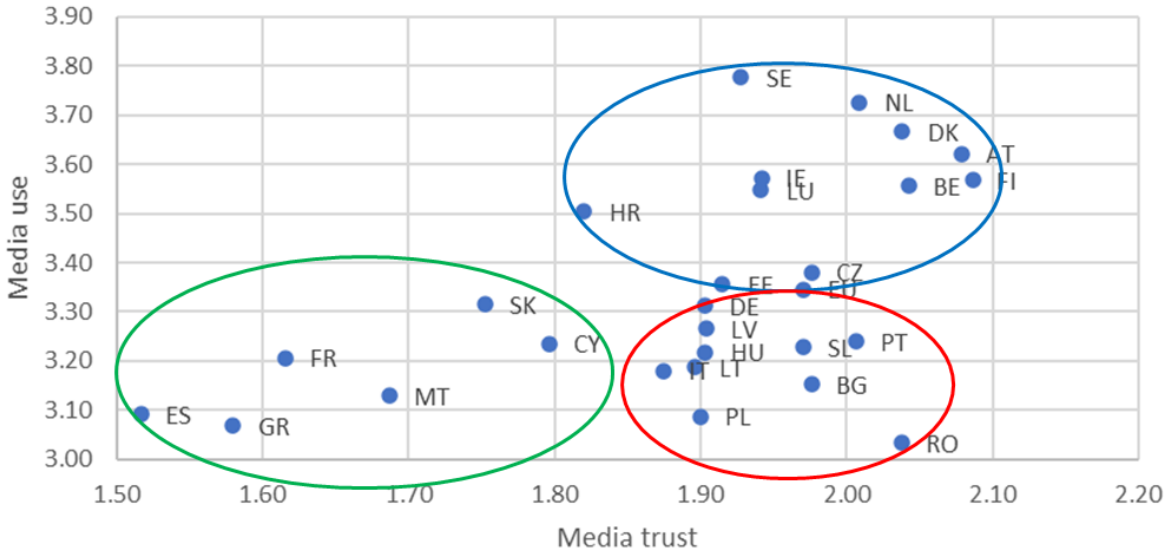
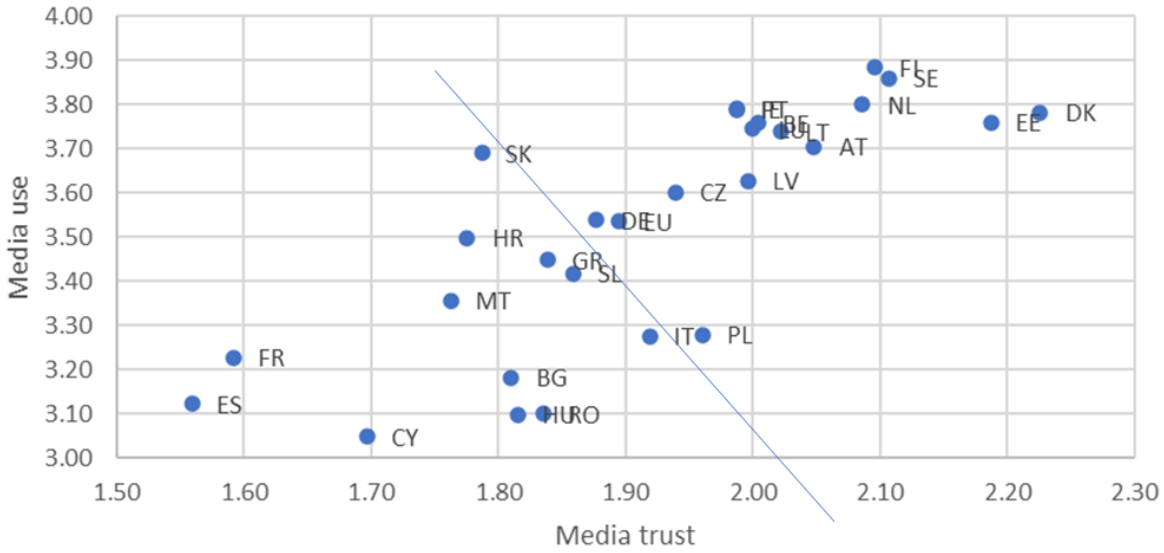


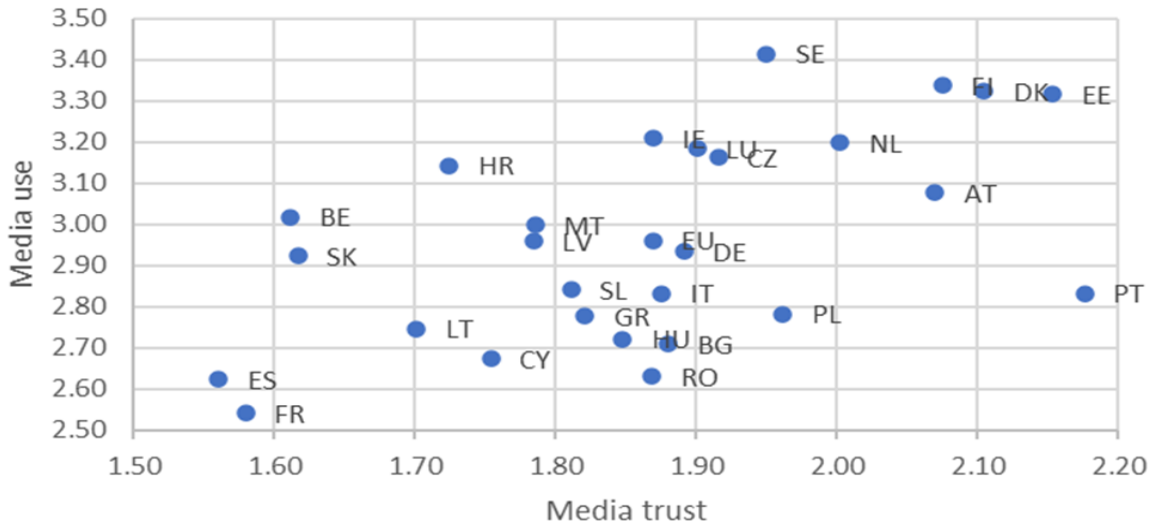
Figure 2 shows switch in the country placement in 2021, mostly affecting countries from the Central Eastern Europe, which seem to take intermediate position between the North West and the Mediterranean. Thus new regions may be formed, based on countries' relative positions to aggregated EU indexes: Northern, regrouping Luxemburg, Belgium, Finland, Ireland, Austria, Denmark, Netherlands, Sweden, Latvia, Estonia, Czech Republic; and Southern, regrouping Greece, Spain, Malta, Italy, France, Cyprus, Slovenia, Croatia, Romania, Poland, Bulgaria, Lithuania, Hungary, Slovakia, Portugal, Germany.

Figure 2: Map of Europe on media use and media trust in 2021



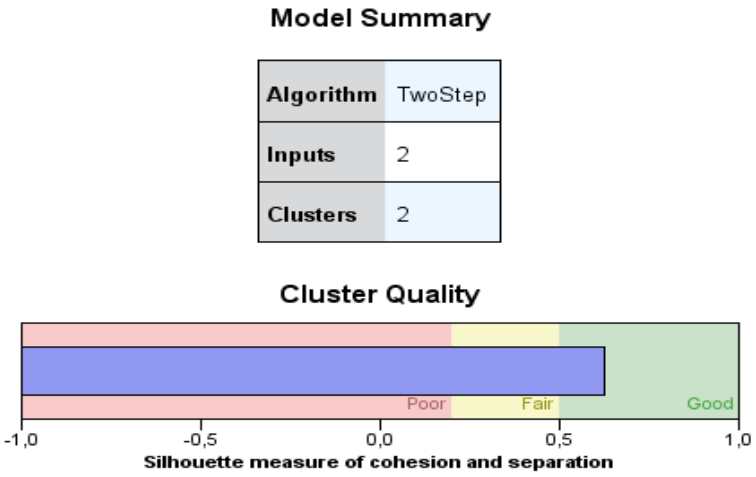
In figure 3, representing countries' placement in 2022, the situation is similar to 2021: in Northern region, with higher media trust and media use, are Austria, Czech Republic, Denmark, Estonia, Finland, Ireland, Luxembourg, Netherlands and Sweden; in Southern: Belgium, Bulgaria, Croatia, Cyprus, Germany, Spain, France, Greece, Hungary, Italia, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovenia and Slovakia.

Figure 3: Map of Europe on media use and media trust in 2022



To evaluate the quality of this regrouping we run cluster analysis, then a Mann-Whitney U-test. The cluster analyses run in SPSS shows good quality if EU countries are split in two regions by media use and media trust as measured in 2022. The first region regroups Austria, Czech Republic, Denmark, Estonia, Finland, Croatia, Ireland, Luxembourg, Netherlands and Sweden and in this paper will be referred to as "Northern". The second region regroups Belgium, Bulgaria, Cyprus, Germany, Spain, France, Greece, Hungary, Italia, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovenia and Slovakia and will be referred to as "Southern".

Figure 4: Cluster analysis on media use and media trust as per 2022



The mean values are shown in table 1: medium media trust (2.15) and high media use (3.32) in Northern (N) and low media trust (1.58) and poor media use (2.54) in Southern (S). Overall, in Northern societies people tend to use and trust media better than in people of the South of Europe.

Table 1: Media use and media trust means in Northern and Southern EU regions

Initial Cluster Centres

	Cluster	
	1 (N)	2 (S)
Media trust index 2022	2,15	1,58
Media use index 2022	3,32	2,54

The results of the Mann-Whitney U-test, given in table 2, show statistically significant differences between the means of the two regions in terms of both media use and media trust.

Table 2: Significance of differences between regional (cluster) means

Ranks

	Cluster Number of Case	N	Mean Rank	Sum of Ranks
Media trust index 2022	1 (N)	10	19,65	196,50
	2 (S)	17	10,68	181,50
	Total	27		
Media use index 2022	1 (N)	10	22,50	225,00
	2 (S)	17	9,00	153,00
	Total	27		

Table 2: Significance of differences between regional (cluster) means continued

Test Statistics[b]

	Media trust index 2022	Media use index 2022
Mann-Whitney U	28,500	,000
Wilcoxon W	181,500	153,000
Z	-2,838	-4,270
Asymp. Sig. (2-tailed)	,005	,000
Exact Sig. [2*(1-tailed Sig.)]	,003[a]	,000[a]

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

Thus, we may confirm the H1 EU countries may be grouped into two significantly different regions in terms of media use and media trust.

To test hypothesis 2, we first produce contingency tables representing mean media use (table 3) per media category and per region. Data show that both traditional and new media use is higher in

Northern region than in Southern region. The only exception is use the TV via TV set, which is slightly higher to the South.

Table 3: Media use index per category and region 2022

	Traditional media			New media			
Region	TV via TV set	radio	written press	TV via Internet	podcasts	Internet	Online social networks
Northern	4,27	3,86	3,10	2,29	1,47	3,94	3,40
Southern	4,46	3,34	2,04	1,55	1,00	3,12	3,10
EU	4,39	3,53	2,42	1,81	1,16	3,41	3,21

To evaluate the significance of differences in media use, we run Mann-Whitney U-test for tradition media (variables use of TV via TV set radio, written press), then for new media (variables use of TV via Internet, podcasts, Internet and online social networks) for the two regions.

Table 4: Significance of differences in traditional media use between regions (clusters)

Test Statistics[b]

	Use of TV via TV set index	Use of radio index	Use of written press index
Mann-Whitney U	84,500	48,000	49,000
Wilcoxon W	139,500	103,000	104,000
Z	-,025	-1,859	-1,808
Asymp. Sig. (2-tailed)	,980	,063	,071
Exact Sig. [2*(1-tailed Sig.)]	,980[a]	,066[a]	,074[a]

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

The test on traditional media (table 4) shows strong similarities in the use of traditional TV. Differences in the use of radio and written press exist but are not statistically significant.

Table 5: Significance of differences in new media use between regions (clusters)

Test Statistics[b]

	Use of TV via Internet index	Use of podcasts index	Use of Internet index	Use of Online social networks index
Mann-Whitney U	81,500	63,500	64,000	78,000
Wilcoxon W	136,500	118,500	119,000	231,000
Z	-,176	-1,082	-1,055	-,352
Asymp. Sig. (2-tailed)	,860	,279	,292	,725
Exact Sig. [2*(1-tailed Sig.)]	,863[a]	,286[a]	,309[a]	,749[a]

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

The test on new media (table 5) does not reveal significant differences either. Thus, we may reject H2 and state that differences in the use of different types of media between the North and the South of the EU are not significant. However, the use of traditional radio and written press could potentially differ.

To test hypothesis 3, we first produce contingency tables representing mean media trust (table 3) per media category and per region. Data show that both traditional media trust is higher in Northern region than in Southern region. It is worth mentioning that people from Southern countries distrust written press and have zero trust in TV. The trust in new media is negative in both regions but the distrust is more important in Northern region. Overall, in Northern societies people keep low trust in traditional media but mistrust new media. In Southern societies trust in traditional media is close to the zero point while mistrust in new media is lower. Most trusted media in both regions remains radio, followed by traditional TV and the written press, which is losing its position to the South. Social networks are most distrusted, followed by Internet (terms are used in the original dataset.)

Table 6: Media trust index per category and region 2022

	Traditional media			New media	
Region	TV	radio	written press	Internet	social networks
Northern	0,28	0,44	0,24	-0,24	-0,62
Southern	0,00	0,12	-0,04	-0,12	-0,36
EU	0,10	0,23	0,06	-0,16	-0,45

To evaluate the significance of differences in media trust we run Mann-Whitney U-test for traditional media (variables trust in written press, radio and TV) and new media (variables trust in Internet and social networks) between the two regions.

Table 7: Significance of differences in trust in traditional and new media between regions

Test Statistics[b]

	Trust in written press index	Trust in radio index	Trust in TV index	Trust in Internet index	Trust in Social networks index
Mann-Whitney U	67,000	65,500	70,000	64,000	59,500
Wilcoxon W	122,000	120,500	125,000	217,000	212,500
Z	-,905	-,980	-,754	-1,055	-1,283
Asymp. Sig. (2-tailed)	,366	,327	,451	,291	,200
Exact Sig. [2*(1-tailed Sig.)]	,386[a]	,334[a]	,473[a]	,309[a]	,204[a]

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

Results are shown in table 7 and reveal no significant differences in media trust between the regions.

Thus, we may reject H3 and state that differences in the trust in different types of media between the North and the South of the EU are not significant.

To test hypothesis 3, we first run Mann-Whitney U-test for Schwartz's cultural value orientations (intellectual autonomy, affective autonomy, embeddedness, egalitarianism, hierarchy, harmony and mastery).

Table 8: Significance of differences in cultural orientations between regions

Test Statistics[b]

	Intellectual autonomy	Affective autonomy	Embeddedness
Mann-Whitney U	47,000	25,500	34,500
Wilcoxon W	152,000	130,500	79,500
Z	-1,008	-2,363	-1,796
Asymp. Sig. (2-tailed)	,313	,018	,072
Exact Sig. [2*(1-tailed Sig.)]	,336[a]	,016[a]	,072[a]

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

Table 8: Significance of differences in cultural orientations between regions continued

Test Statistics[b]

	Egalitarianism	Hierarchy	Harmony	Mastery
Mann-Whitney U	56,500	55,000	42,500	63,000
Wilcoxon W	161,500	160,000	87,500	168,000
Z	-,410	-,504	-1,293	,000
Asymp. Sig. (2-tailed)	,682	,614	,196	1,000
Exact Sig. [2*(1-tailed Sig.)]	,688[a]	,643[a]	,201[a]	1,000[a]

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

The test shows that there are significant differences between the North and the South in terms of affective autonomy, visible but not significant differences in terms of embeddedness and no significant differences on the remaining cultural orientation.

Then we run Mann-Whitney U-test for Hofstede's and Minkov's dimensions of national culture (power distance, individualism, masculinity, uncertainty avoidance, long-term orientation and indulgence).

Table 9: Significance of differences in dimensions of national cultural between regions

Test Statistics[b]

	Power distance index	Uncertainty avoidance index	Indulgence index
Mann-Whitney U	18,500	16,000	26,500
Wilcoxon W	73,500	71,000	117,500
Z	-3,136	-3,274	-1,852
Asymp. Sig. (2-tailed)	,002	,001	,064
Exact Sig. [2*(1-tailed Sig.)]	,001a	,001a	,064a

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

Table 9: Significance of differences in dimensions of national cultural between regions continued

Test Statistics[b]

	Individualism index	Long term orientation	Masculinity index
Mann-Whitney U	46,000	71,000	63,000
Wilcoxon W	166,000	126,000	118,000
Z	-1,735	-,222	-,666
Asymp. Sig. (2-tailed)	,083	,824	,505
Exact Sig. [2*(1-tailed Sig.)]	,115a	,849a	,531a

a. Not corrected for ties.

b. Grouping Variable: Cluster Number of Case

The test shows that there are significant differences between the North and the South in terms of power distance and uncertainty avoidance and no significant differences on the remaining cultural dimensions. However, indulgence also has the potential to reveal differences.

Thus, the test of H4 shows, that there are cultural differences between the North and the South of the EU, namely in terms affective autonomy, uncertainty avoidance and power distance.

The above analysis help provide answers to the research questions: (1) Media use and media trust are higher to the Nord and lower to the South and countries of the EU may be regrouped into two distinguished regions based on those variables. (2) The Northern region is characterised by higher use

of all media except traditional TV. People tend to better trust traditional media and mistrust new media. In Southern countries, only use of TV higher. Trust is traditional media and mistrust in new media are both lower. (3) Affective autonomy, power distance and uncertainty avoidance may explain differences in attitude towards media on national level. Embeddedness and indulgence may also have lower impact on it.

Discussion

The regions we defined on media use and media trust are in line with the media system types as described by Schranz, Schneider, & Eisenegger (2018): Central, Westerns and Northern media system type are typical for the high media trust North western region (Germany is an exception) and opposed to Southern media system of Mediterranean countries in which media trust is lowest. Similar are the regions defined in studies of national culture (Hofstede's and Minkov's dimensions of national culture, World values survey, European values survey).

Differences between traditional and new media use and trust may be observed on country level, as suggested by Schroeder (2018). These differences may not be statically significant evaluated but are already visible: trust in traditional and distrust in new media is stronger to the North, and more attenuated to the South. It is important to mention that the two types of media compete for a limited time that users dispose, which suggests that the growth in new media will reduces the use of traditional media. At the same time new media extend the reach of media and actually complement traditional ones (Schroeder, 2018).

Cultural dimensions that have effect on media use include power distance and uncertainty avoidance. These findings are in line with the studies of de Mooij & Hofstede (2010) and Tesfom & Lutz (2022) on the use of media for collecting information for purchase decision. We have find out, that in low power distance and uncertainty avoidance countries from Northern Europe, people seem to use media more than those high power distance and uncertainty avoiding nations form the South. The limited number of European countries for which Individual index is evaluated by Minkov, et al. (2017) does not allow us to confirm its' supposed effect on media use. The results also show significant differences between the regions in term on affective autonomy.

Conclusion

This paper examined the differences in EU countries in terms of media use and media trust as aggregated index and by media category. In pursuit to achieve the first research objective, we demonstrate that countries relative position on these variables are dynamic and may change within few years. However, it is possible to distinguish two main regions: Northern and Southern. In

Northern European countries people declare higher media use of all media except traditional TV. They also are more explicit in their trust in traditional and distrust in new media. In the search of evidences to achieve second research objective, we have highlighted the cultural differences between the regions as possible explanation for the differences in media use and media trust.

The debate on whether the new media will make the old ones disappear remains open. Traditional media, especially the written press, seem to retreat its positions in terms of use. However, they are more trustful than the new media. The latter advances, mostly to the North, but is not yet considered trustful source of information by most Europeans.

To provide evidences for the set hypothesis we needed large amount of compatible data on national level. Such dataset is provided by Eurobarometer, which represents a secondary source and thus requires adaptation to the available data. These leads to the main limits of this research: its geographical scope is narrowed to EU countries; newest data (on 2023) are incomplete and therefore not included; cultural variables are not collected annually and their effect on media use and media trust cannot be correctly evaluated. Thus, the paper represents a picture of media trust and media use in EU countries in general and by media type. The analysis may be repeated with data form previous and future years to reveal trends and provide deeper inside to the dynamic balance between traditional and new media.

Further, the research may be enlarged to a longitudinal study; a broader geographic scope; other variables that could potentially explain the differences in people attitude towards media. The research may also be deepened by more concentrated analysis on specific media categories and by single country case study complemented by in-depth interviews with decision-makers in different types of media.

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