YouGov Survey Results

Fieldwork: 13th - 15th January 2024

Internal	Total	Editor type		Journalist type		Editor/journalist combinations			
		a human	an artificial intelligence (AI)	a human	an artificial intelligence (AI)	Included variables: Human journalist + Human editor	Included variables: Human journalist + AI editor	Included variables: AI journalist + Human editor	Included variables: AI journalist + AI editor
	%	%	%	%	%	%	%	%	%

Respondents were shown the below question 6 times, with a new set of randomly chosen elements each time. The random elements were: which one of 13 news outlets was shown; whether the journalist was an AI or human; whether the editor was an AI or human

To what extent would you trust an article on $news_outlet's website that had been written by $journalist_type journalist, and had been overseen by $editor_type editor?

	Total	a human	an artificial intelligence (AI)	a human	an artificial intelligence (AI)	Human journalist + Human editor	Human journalist + AI editor	AI journalist + Human editor	AI journalist + AI editor
Trust a great deal	**3**	5	2	5	2	8	2	2	1
Trust a fair amount	**24**	32	16	31	17	40	21	23	11
TOTAL TRUST	**27**	**37**	**18**	**36**	**19**	**48**	**23**	**25**	**12**
Not trust very much	**33**	31	35	31	35	25	37	37	33
Not trust at all	**25**	18	31	19	31	14	23	23	39
TOTAL DON'T TRUST	**58**	**49**	**66**	**50**	**66**	**39**	**60**	**60**	**72**
Don't know	**15**	14	16	14	15	12	16	15	16

For the purposes of our analysis the news outlets have been categorised as follows:
<u>Broadcast</u> (BBC News, ITV News, Channel 4 News, Sky News);
<u>'Up-market' newspapers</u> (The Times, The Telegraph, The Guardian, The i, The Independent);
<u>Mid-market and tabloid newspapers</u> (Daily Mail, Daily Express, The Mirror, The Sun).

YouGov Survey Results

Internal	Total	Broadcast outlets editor/journalist combinations				Broadsheet outlets editor/journalist combinations			
		Included variables: Any Broadcast outlet + Human journalist + Human editor	Included variables: Any Broadcast outlet + Human journalist + AI editor	Included variables: Any Broadcast outlet + AI journalist + Human editor	Included variables: Any Broadcast outlet + AI journalist + AI editor	Included variables: Any Broadsheet outlet + Human journalist + Human editor	Included variables: Any Broadsheet outlet + Human journalist + AI editor	Included variables: Any Broadsheet outlet + AI journalist + Human editor	Included variables: Any Broadsheet outlet + AI journalist + AI editor
	%	%	%	%	%	%	%	%	%

Respondents were shown the below question 6 times, with a new set of randomly chosen elements each time. The random elements were: which one of 13 news outlets was shown; whether the journalist was an AI or human; whether the editor was an AI or human

To what extent would you trust an article on $news_outlet's website that had been written by $journalist_type journalist, and had been overseen by $editor_type editor?

	Total								
Trust a great deal	3	11	3	2	1	10	2	2	1
Trust a fair amount	24	45	24	26	13	47	24	26	11
TOTAL TRUST	**27**	**56**	**27**	**28**	**14**	**57**	**26**	**28**	**12**
Not trust very much	33	20	35	38	34	21	36	37	35
Not trust at all	25	11	20	19	36	11	20	20	35
TOTAL DON'T TRUST	**58**	**31**	**55**	**57**	**70**	**32**	**56**	**57**	**70**
Don't know	15	13	18	15	16	12	17	15	17

For the purposes of our analysis the news outlets have been categorised as follows:
Broadcast (BBC News, ITV News, Channel 4 News, Sky News);
'Up-market' newspapers (The Times, The Telegraph, The Guardian, The i, The Independent);
Mid-market and tabloid newspapers (Daily Mail, Daily Express, The Mirror, The Sun).

YouGov Survey Results

Fieldwork: 13th - 15th January 2024

Internal	Total	Tabloid outlets editor/journalist combinations			
		Included variables: Any Tabloid outlet + Human journalist + Human editor	**Included variables: Any Tabloid outlet + Human journalist + AI editor**	**Included variables: Any Tabloid outlet + AI journalist + Human editor**	**Included variables: Any Tabloid outlet + AI journalist + AI editor**
	%	%	%	%	%

Respondents were shown the below question 6 times, with a new set of randomly chosen elements each time. The random elements were: which one of 13 news outlets was shown; whether the journalist was an AI or human; whether the editor was an AI or human

To what extent would you trust an article on $news_outlet's website that had been written by $journalist_type journalist, and had been overseen by $editor_type editor?

	Total				
Trust a great deal	**3**	4	1	2	2
Trust a fair amount	**24**	26	15	17	9
TOTAL TRUST	**27**	**30**	**16**	**19**	**11**
Not trust very much	**33**	35	40	37	30
Not trust at all	**25**	22	31	30	46
TOTAL DON'T TRUST	**58**	**57**	**71**	**67**	**76**
Don't know	**15**	12	13	14	14

For the purposes of our analysis the news outlets have been categorised as follows:
<u>Broadcast</u> (BBC News, ITV News, Channel 4 News, Sky News);
<u>'Up-market' newspapers</u> (The Times, The Telegraph, The Guardian, The i, The Independent);
<u>Mid-market and tabloid newspapers</u> (Daily Mail, Daily Express, The Mirror, The Sun).