

Newsworks UK: What's the fuss around trust?

[Newsworks UK](#) commissioned differentology to conduct a combination of qualitative and quantitative research to investigate the concept of trust and how it applies to news media.



Personal relationship

Trust is personal – people have relationships with particular things. In this case their chosen newspaper brands



Multi-dimensional

Trust is multi-dimensional – there are many complexly intertwined factors that make up trust overall



Needs context

Trust needs context – you might trust your milkman to deliver your milk, but you wouldn't trust him to operate on your leg

[See the research here](#)