



Research Report

Study on Media Trust
in Face of Misinformation
and Tech Development

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EXECUTIVE SUMMARY

Summary (1) - News Habits and Attitudes

- Most respondents claim that they pay a good level of attention to news, no matter whether have a regular news habit or not.
- The peak of news awareness was during the social unrests in 2014 and 2019. Attentiveness declined since then and has now been stabilized.
- People are interested to stay informed because it helps them make better decisions in daily life and at work. It also has important social functions as a conversation starter and to demonstrate care.
- Mobile phone allows people to get immediate news update anytime and anywhere, particularly via mobile news apps and social media.
- People are most concerned on societal news in Hong Kong. Interest to get updated on global news and mainland news are relatively lower.

Summary (2) - Preference and Trust Drivers on News Media

- While news in Hong Kong are relatively accurate in facts, it is not quite trustworthy due to bias or hidden agenda by the news agencies.
- TVB and HK01 are the leading channels in penetration, but some less popular channels are performing better in terms of viewer engagement. The success on neither are directly related to channels' trustworthiness.
- Trustworthiness is a mix of timeliness, approachability, accuracy and broad coverage. Among them, timeliness is the most important one.
- Approachability includes accessibility and easiness to digest. Online channels are particularly performing well in being approachable.
- Given speedy delivery and political concerns, people can tolerate small bias. However, some channels are screened out for too biased and insulting.
- Broad coverage on news topics provide users an impression of less biased standpoints as well as an easier way to connect with relevant topics.

Summary (3) - Perspectives on Misinformation

- Regular news users are more aware of misinformation available while also more confidence in being able to identify them.
- Misleading content is the most common form of misinformation, triggered by biased content rooted at news agencies' political standpoints.
- Mistakes on facts happen when news agencies or individuals on social media failed at fact-check or intentionally distorted facts to attract views.
- Rumors are often spread on messaging apps or sometimes social media. Many find them originate in mainland China.
- False news are commonly found on discussion forums or sometimes social media. Many people believe the credibility of channels is a key hint.
- Most respondents do not want to take more formal actions into addressing the issues of misinformation. Exit is the most common reaction.

Summary (4) - Reaction on New Tech Trends

- Most respondents pay little attention on the impact of AI technology on news reporting and the media industry.
- Mature respondents adopted a more open-mind towards AI news technology as compared to young respondents.
- We leveraged OpenAI to create a news tech trend list to investigate on people's perspective on the adoption of AI in news reporting. While there is a correlation on perceived tech readiness and preference, impact on trustworthiness on news is an important consideration factor.
 - Blockchain is the most well liked technology as it safeguards news accuracy and records.
 - Current dissatisfaction on chatbot usage experience reduces interest to adopt the technology.
 - Respondents find that emotional analysis is widely used by social media with both pros and cons.
 - While automated writing increases the efficiency on news generation, there are concerns on algorithms
 - Current bad experience in animated figure and voice effect are key reasons for dislikes.
 - The potential confusion of reality and virtual world by AR/VR brings concern to the audience.



DETAILED FINDINGS

PART 1: NEWS HABITS AND ATTITUDES

Importance of News

Most respondents claim that they pay a good level of attention to news, no matter whether have a regular news habit or not.

Q: How attentive are you on news? **8.23 / 10**

People feel that they are giving a good level of attention to news. Evidences include

- News takes up quite a significant portion of their leisure time
- News becomes a regular habits, or even a must-do in everyday life
- They literally feel concerned about some news and actively seek more information or follow its progress

As compared to the young respondents, mature ones gave a slightly higher score on their attentiveness on news.

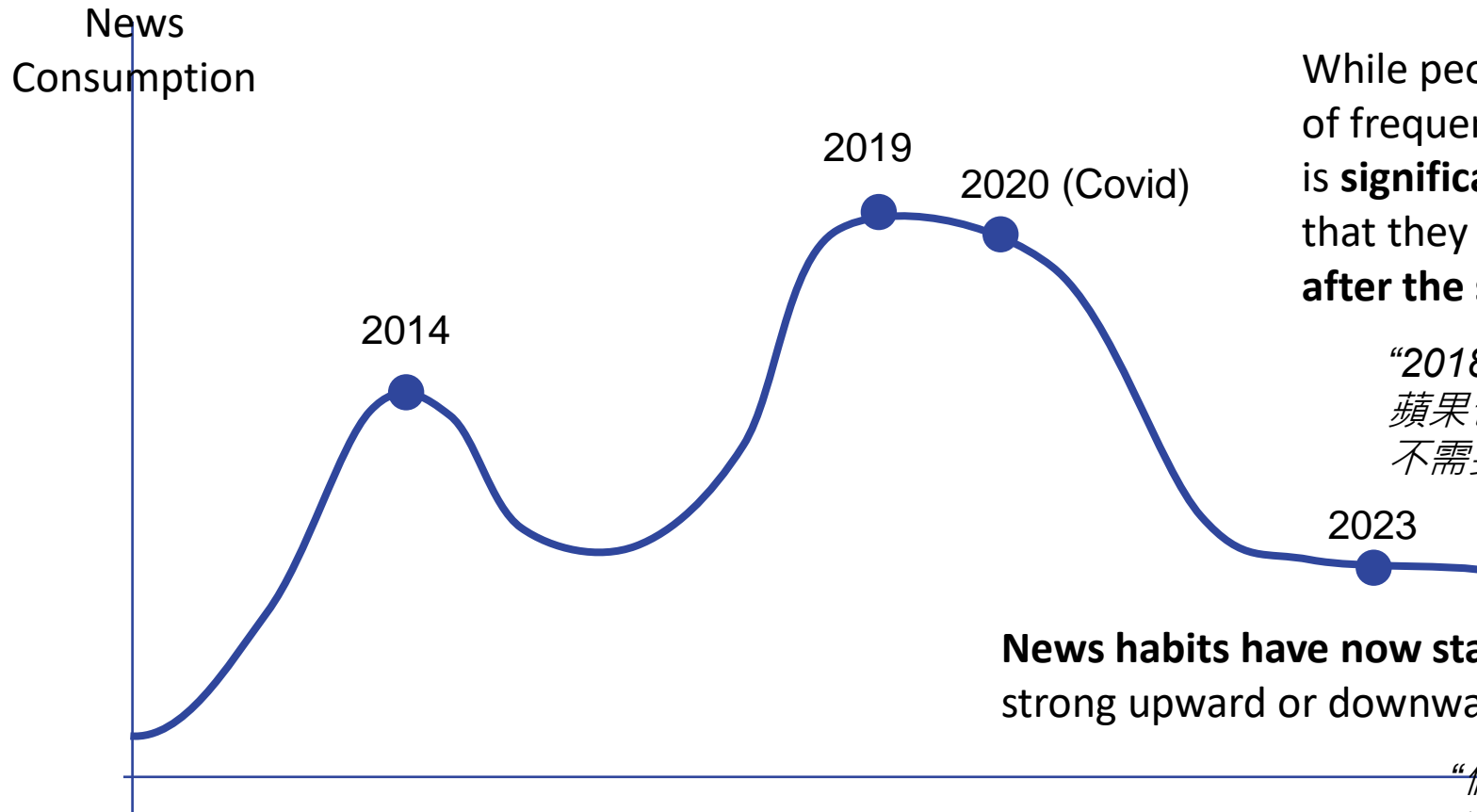
Mature (N=15) **8.54 / 10**

Young (N=16) **7.94 / 10**

- **Professional workers and senior leaders** have a higher need to stay informed about market trends and global news.

Intensity in News Consumption

Most respondents believe that they have reached the peak of news awareness during the social unrests in 2014 and 2019.



While people's current news consumption (in terms of frequency, time spent and the depth of content) is **significantly lower than 2014 & 2019**, many find that they have **become more attentive on news after the series of critical social incidents**.

“2018-19時會主動去看新聞，自己裝Apps看。現在蘋果也沒有了，所以看IG、Social Media就可以，不需要再裝多一個Apps來看。” **Group 2**

News habits have now stabilized. Most people do not envision a strong upward or downward shift in news usage in the near future.

“假若沒有大事發生，會維持現狀；我現在已經少看了，5年後也是差不多。” **Group 3**

The Roles of News – Personal

People are interested to stay informed because it helps them make better decisions in daily life and at work.



Personal Needs

- **Decision on Daily Life:** help personal growth and better decision making in daily life, e.g. avoid traffic jam, identify dangerous areas or choose food
- **Business relevant:** understand industry developments and market trends for work or investment
- **Entertainment:** help pass time or even get excitement
- **(few mentioned) Gaining knowledge:** learn about important topics from news documentaries

“戰爭好像是很遙遠，但它會影響油價、原材料的供應，最終會影響到自己...最簡單，可能米會貴了。” **Group 1**

“我是家庭主婦，時間比較多，只需要照顧小孩。我就純粹是因為八卦的原因看新聞。” **Group 2**

“我是做測量估價，所以要常看着市場” **Group 2**

The Roles of News - Social

For most respondents, staying updated on news has important social functions. It is a conversation starter and a means to demonstrate care.



Social Needs

- **Conversation starter:** provide topics to chat with friends and colleagues to foster connections
- **Demonstrate care:** share news that may be strongly relevant to the recipients or bring shared memories
- **(for parents) Education:** use news to educate kids on moral values and fulfill curriculum requirement on current affairs

“關注時事是正常社交，要跟同事有話題。” **Group 3**

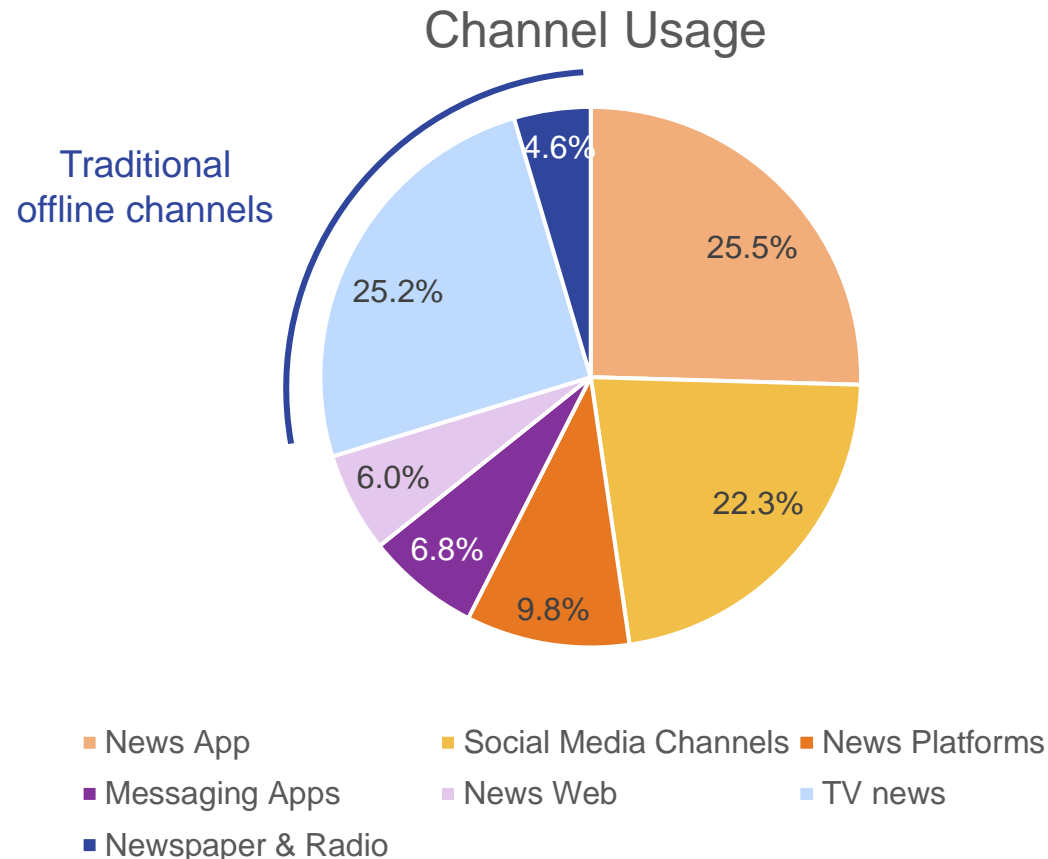
“我有一個 group，大家都是住在葵涌的，如果見到爆水渠等嘅地區新聞，會令到上下班很麻煩啊，我就會share到這個圈。” **Group 2**

“小朋友聽同學說俄羅斯打仗，會告訴我。我也會跟他一齊看，告訴說：你現在是很幸福，你看人家打仗這樣。” **Group 4**

News Habits - Channel

Mobile phone allows people to get immediate news update anytime and anywhere, particularly via mobile news apps and social media.

Q: What are your key channels in receiving news?
你主要是從什麼媒介接收新聞呢？



- **Apps by news agencies** are the most commonly used way to receive news. With notifications, these apps can drive usage by both active news seekers and passive news receivers.
- **Social media** include FB/IG posts by news agencies, YouTube channels and online forums.
 - **Young people** are particularly likely to get news via social media posts by news agencies (12%).
 - Posts on social media by non-news pages and individuals are relatively lower in usage (but still higher than newspaper and radio)
- **TV news is still a critical news channel** and works well to maintain a regular news routine.
- **Consolidated news platforms** like Google, Yahoo and Line are **more commonly used by mature respondents**.
- Those who **do not have a regular news habit** have slightly higher ratio of getting news from **messaging apps**.

What People Say...

- **Apps by news agencies**

“我喜歡在坐車上班時看一下那些新聞Apps，或者上連登看看有什麼的news，留意下一些 hot topics。”

Group 1

“我自己不會特別開個App看，但都經常見到有新聞會在手機的notification彈出來，有興趣都會click入去看看。” **Group 4**

- **Social media**

“我接收新聞嘅主要source是IG，有新聞媒體嘅IG，例如獨媒；也有綜合新聞之類，例如有些平台會share不同的新聞出來，有不同嘅post。... 現在閒著的時間，就會開IG來看，有六至七成也是跟新聞有關。我沒有特別去follow一些page，但看了很多News page，所以它彈出來的也會是News page。” **Group 2**

- **TV news**

“我平日家中的電視，會開著免費的頻道，最大、最根深柢固的電視台是TVB，所以，我不時也會看到、聽到TVB的新聞。” **Group 1**

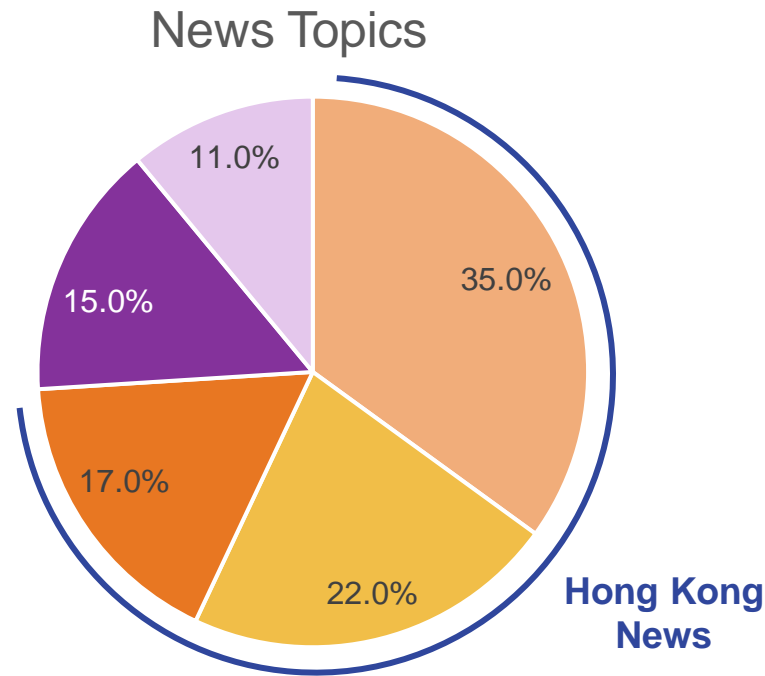
- **Consolidated news platforms**

“Yahoo我是用桌上電腦看，所以版面比較容易接受。如果你說更新，它沒有很快，但有時它可以作為一個渠道去確定新聞是否真的。因為Yahoo是轉播其他媒體的東西，他的真實性可能是較高的。” **Group 4**

News Habits – News Topics

People are most concerned on societal news in Hong Kong. Interest to get updated on global news and mainland news are relatively lower.

Q: What kinds of news do you pay more attention on?
你比較留意哪些新聞?



■ HK Social News ■ HK Economic News ■ HK Political News
■ International News ■ China News

- High interest in Hong Kong news is a direct result on its **strong relevance to personal life or social discussion.**
 - **Societal news** mainly refers to incidents and social policies that affect the community.
- Less attention to international and mainland news is a result of both a **lower interest and some barriers of news access.**
 - Many find that there is a lack of coverage on such news in local news channels.
 - Language barrier prevents many to get such information from international media.
 - Skepticism towards the reporting on mainland news due to concerns over political standpoints and censorship also reduce interest to engage.

What People Say...

- **Local news**

“我做酒店的，所以對旅遊、健康、疾病這些都關注。如果有什麼傳染病，酒店會有什麼措施，應該怎樣去防範？另外是天氣，如水浸、打風。因為我住在清水灣，前幾天給水圍困，要安排小朋友返學，沒辦法回家，係要注意這些。” **Group 2**

“我現在一見到政治新聞，我立即會跳過不想看。我覺得浪費時間。自己是專登迴避的。因為香港的政治環境，我們沒法影響到什麼。我們看完了，知道是這樣，但又怎麼樣？我們也沒有辦法說其他，所以覺得不用再花時間去看這些。” **Group 4**

- **International news**

“最近一年，讓我有追看的國際新聞主要是俄羅斯，因為戰爭，在我們長大以後都未曾接觸過戰爭，是國家打國家，而且涉及一個大國。” **Group 1**

“國際新聞中，我會留意個別事件，我會看一些覺得會影響香港同民生的，例如近期發生的台灣大選、福島輻射那些水、烏克蘭等，都是一些貼身的事情。” **Group 3**

- **Mainland news**

“如果想知道內地發生什麼，我會問當地人。例如黑雨的第二天，有人問是不是能返深圳，不知道深圳怎麼樣，關口有沒有事。新聞報道上說其實不是浸得很厲害，但有人告訴我是浸得很厲害，要封關。所以你要問內地人，問在深圳的朋友現在怎麼樣？” **Group 2**

“香港沒有內地新聞，只報喜、不報憂。” **Group 1**



DETAILED FINDINGS

PART 2: PREFERENCE AND TRUST DRIVERS ON NEWS MEDIA

Trustworthiness of News

While news in Hong Kong are relatively accurate in facts, it is not quite trustworthy due to bias or hidden agenda by the news agencies.

Q: How trustworthy are your news channels? **6.74 / 10**

“覺得很辛苦。當你聽完了一段新聞，你仲要去分析相信多少。” **Group 4**

People feel that the news channels are not quite trustworthy and feel frustrated because:

- News agencies in Hong Kong are perceived to not objective and have specific political standpoints.
- Agencies focus on fast reporting and sacrifice on accuracy.
- Noticeable deteriorating quality in writing, e.g. grammatical errors and typos, suggests a decline in professionalism.

Mature regular news users have a higher level of trust towards our news channels.

Gp 1 avg	Gp 2 avg	Gp 3 avg	Gp 4 avg
6.63	6.38	7.57	6.50

“現在做新聞的，是很辛苦，在一個框架內去工作，已經不可以暢所欲言。態度比較保守，明顯地保守” **Group 3**

“電視新聞報導有時候也會報錯東西，江澤民死訊也報了兩次。以前的我會相信它們報導出來的新聞是已經查證過是真的，只不過大家的演繹方式不同；但近年，我發覺每個媒體也有自己的 bias，好明顯的。” **Group 2**

Perception on News Agencies

While TVB and HK01 are the leading channels in penetration, some less popular channels are performing better in terms of viewer engagement. The success on neither are directly related to the channels trustworthiness.

Engagement

“我看Channel C是因為它的報導方式和手法有點輕鬆和幽默，似當年的蘋果。” **Group 1**



“我有下載 HK01的Apps, 但是它太多新聞彈出來, 太煩了。” **Group 3**



“家裡會開著電視看TVB新聞, 但只是把電視開著, 不會認真去看。” **Group 1**

Penetration

Selection Criteria on News Channels (1)

Trustworthiness is a mix of timeliness, approachability, accuracy and broad coverage. Among them, timeliness is the most important one.

Timeliness

Among all factors that contribute in the trustworthiness , timeliness in reporting is the most important factor that attract usage.

Approachability

- **Speed** – fast reporting, including real-time streaming, quick summary on latest events with good accuracy, regular updates on progressive events

Accuracy

- **Operating hours** – updating news 24-hour a day, especially during special occasions that threatens people’s safety in Hong Kong (like typhoon and bad weather).

Broad Coverage

“新聞要快，講即時性。如果出得太慢，見到都唔想 share 給別人看。” **Group 2**

“快跟準，要取捨的話我會揀快。至少我會知道發生什麼事，就算是錯，後來我應該都會發現。” **Group 3**

Selection Criteria on News Channels (2)

Approachability includes accessibility and easiness to digest. Online channels are particularly performing well in being approachable.

Timeliness

Approachability

Accuracy

“我現在看香港 01，政治、八卦、時事、打風落雨什麼都有，update 很頻密，常常看到手機會彈出新聞。” **Group 4**

Broad Coverage

“Channel C 有一些東西是很搞笑的，我也有會看來笑一笑。做人不用太認真的。” **Group 4**

- **Volume** – ample of news keep the channel at top in social media and phone notifications.
- **Free and easy access** – Very few respondents pay to subscribe news. Free news agencies with different channels prevail – i.e. dissemination news via official app and website, posts on social media’s official pages on IG and FB, and forwarding on social media, forums and messaging apps.
- **News format** – more people are inclined to get news via videos over texts, as videos are considered more vivid, engaging and realistic as a channel of news information.
- **Delivery style** – localized language style; some slight humor on NOT sensitive or serious issues are also appreciated.

Selection Criteria on News Channels (3)

Given speedy delivery and political concerns, people can tolerate small bias. However, some channels are screened out for too biased and insulting.

Timeliness

Approachability

Accuracy

Broad Coverage

“準, 可能是在於往後的分析。例如內房爆煲, 不須要快, 要說明整件事情的前因後果。那些你可能會花十多分鐘去看中文BBC的報道, 然後才知道發生什麼事。” **Group 1**

- **Fact-checked** – Provide accurate news at reasonably quick time.
- **Not humiliatingly biased** – Ideally, upholding ethical standards and unbiased reporting practices, with views free from undue influence or political bias. Do not use sensationalized headlines, (mis)quotes and (inappropriate) photos attract views.
- **Ability to get accurate information** – able to get first-hand information, not just relying on information provided by the government. Key indicators include reputation, history of operation, team of news professionals, networks of news sources and intelligence.
- **No careless mistakes** – Accuracy at language level is considered an important benchmark of professionalism – typos and grammatic mistakes are indicators of bad news quality, as it signifies insufficient attention from reporters and editors.

Selection Criteria on News Channels (4)

Broad coverage on news topics provide users an impression of less biased standpoints as well as an easier way to connect with relevant topics.

Timeliness

- **Range of topics covered** – covering a wide range of topics will increase interest of usage as it will naturally lead to a higher volume of news, more regular updates as well as stronger relevancy to a wide range of audience

Approachability

Accuracy

Broad
Coverage

“我看獨媒是因為它 cover 很多不同範疇，評論方面可能外國的也有。內容多元化，篇幅亦有長有短。” **Group 1**



DETAILED FINDINGS

PART 3: PERSPECTIVES ON MIS- INFORMATION

Awareness on Misinformation

Regular news users are more aware of misinformation available while also more confident in being able to identify them.

Q: How often do you get misinformation?

5.32 / 10

Gp 1 avg	Gp 2 avg	Gp 3 avg	Gp 4 avg
5.50	4.38	6.00	5.50

Q: How confident are you in spotting misinformation?

6.77 / 10

Gp 1 avg	Gp 2 avg	Gp 3 avg	Gp 4 avg
7.00	6.75	7.29	6.13

While most strongly dislike misinformation, they also see that as unavoidable, since even more liberal countries like the US and Taiwan are subject to many misinformation on mainstream and social media. **HK people are not too concerned at misinformation on news channels, but find them more common on social media.**

- The incidence of false news and rumours are indeed not so common in mainstream news agencies.
- Misleading content are more common, partly related to the high incidence of biased content with political concerns.
- For rumors and fake news, respondents mentioned that they are more commonly found at messaging apps and discussion forums, and are relatively easy to identify.

Different Forms of Misinformation in HK (1)

Misleading content is the most common form of misinformation, triggered by biased content rooted at news agencies' political standpoints

Misleading content

Mistake on Facts

Rumors

False News

Examples on misleading content include:

- **“Windy” typhoon livestream** – news anchor doing outdoor livestream stood with a gesture that suggest the wind was very strong. During the streaming, passerby including kids easily walk passed, indicating a calm weather condition. The news got widely circulated as an example of “misleading content” which works to discredit the news agency.
- **Hiding the controversial aspect of the news** – some mentions including replacing “ear being biting off” with “ear dropped by itself”, not reporting the full impact of US sanction, disproportionally presenting different points of views, etc..

Misleading content is hard to identify. It often requires audience to digest news from different sources for a comprehensive view. Some mentioned that they may go to Taiwan news channels on some international news in order to get some different perspectives.

“斷章取義，原來就是不正確。例如TVB講香港用不了ChatGPT，是因為美國制裁，那些科技不能進香港。01也有報導美國制裁，但它是mute了這個重要資料，令到人不知道為什麼用不到。” **Group 1**

Different Forms of Misinformation in HK (2)

Mistakes on facts happen when news agencies or individuals on social media failed at fact-check or intentionally distorted facts to attract views.

Misleading content

Mistake on Facts

Rumors

False News

Examples on misleading content include:

- **“Death” of Tung Chee-hwa** – respondents recall seeing such news on social media without clear link to any specific news websites or credible news sources. Later it was rebuffed and confirmed as a false news.
- **Diamond Hill homicide** – news agencies reported different versions on the relationship between the murderer and victims, which were proven wrong later.
- **Mismatching recent news with old photos** – during Typhoon Saola, there were sharing on social media that matched the news with old photos from Typhoon Mangkhut in 2018 to exaggerate on the seriousness on typhoon. The news got good attention due to the impact of eye-catching photos.

“好像是斬人事件, 最初的消息, 說女方是男方的太太, 是情殺; 最後, 晚上看新聞時, 才發覺他們二人互不相識; 一日之內, 有很多version, 不停發展。” **Group 3**

Time will often reveal the mistakes made, either by official clarification or comments from other audience on social media. Readers may need to make an extra steps to check other websites or read comments on social media posts to verify.

Different Forms of Misinformation in HK (3)

Rumors are often spread on messaging apps or sometimes social media. Many find them originate in mainland China.

Misleading content

Mistake on Facts

Rumors

False News

Examples on misleading content include:

- **“Shortage” rumors** – the most recent event respondents recalled is the shopping of salt as a method to combat radioactive wastewater release in Japan. Other similar rumors include the shopping of toilet papers and vinegar for Covid. Respondents find that such fear and health driven rumors tend to originate from mainland China (which often have news written for clickbait).

Most respondents are not affected by such news and have little intention to take action, but they find the elder population may become vulnerable against these fearmongering rumors.

“很多長輩會share這些新聞，他們會互相傳遞，然後還會加上一句，叫你快點看，好像是很緊張似的。最近會share搶鹽，早些時候又share叫你快些去銀行提款，說會倒閉。” **Group 3**

“回去2019年敏感時間，就會比較困擾，因為你真的分不到，現在就很清晰。” **Group 3**

Different Forms of Misinformation in HK (4)

False news are commonly found on discussion forums or sometimes social media. Many people believe the credibility of channels is a key hint.

Misleading content

Examples on misleading content include:

- **Twisted posts on LIHKG** – LIHKG is often mentioned as a source of fake news that readers are well aware that some post hosts would “create” or “change” news content to stir discussion.

Mistake on Facts

LIHKG users believe that they are savvy enough to know that the channel is not a reliable news source and would read other news articles and comments to identify whether the post include fake news. However, only very few would fact-check themselves via searching on Google.

Rumors

False News

“娛樂新聞比較多假新聞。” **Group 2**

“大陸比較多。可能因為有抖音。例如，前兩日有一條短片，有個女仔被強吻，後來就自己承認玩大了，這個是搞笑。在國內網紅事業比較蓬勃，總之多人follow，有一定subscribe 數量就可以做其他東西，例如帶貨、賣廣告。但在香港造假沒有什麼 value。” **Group 4**

Reaction to Misinformation

Most respondents do not want to take more formal actions into addressing the issues of misinformation. Exit is the most common reaction.

Reasons behind not taking formal actions against misinformation include:

Little impact

People have little trust on the impact complaints can bring as news channels have private intention to be biased while the information source on social media are hard to identify.

“你投訴了也不會 *ensure* 到他會改善，純粹轉看其他東西更好，不用花自己時間。” **Group 2**

High risk

There is a strong concern of the consequences of making a public or official complaints against pro-government media channels. The political tension and execution of National Security Law prohibit people from free expression.

“我們只是升斗市民，網上說這些會被說成有陰謀，要很小心說話。” **Group 1**

No channel

Younger respondents do not seem to have a good level of understanding on the channels to file official complaints.

“投訴是浪費氣力。它們調查很長時間，當調查完畢，事情都已完結。” **Group 1**

Few mentioned that they would completely churn off specific channels due to misinformation, especially those that “challenge their IQ” or “lead to actual damage”.



DETAILED FINDINGS

PART 4: REACTIONS ON NEWS TECH

Awareness on news tech

Most respondents pay little attention on the impact of AI technology on news reporting and the media industry.

Most people were not able to mention much about the impact on news tech on news reporting and the industry as they **care for the content and speed** of news reporting, but **less on the steps** around news creation.

- Top-of-mind news tech are often related to AI integration. Most of the associations are related to **speedier news reporting and feedings**.
- Some examples include AI news anchor, quick translation, video or subtitle generation, data extraction, visual immersion and social media news feeds by algorithms.
- **Only very few recalled AI news anchor by RTHK.** Many believe it may be more common in the West, Japan or even in China.

*“富途牛牛是用AI即刻plot業績出來, 那是有用的。” **Group 1***

*“Facebook上, 你多去like或是看的內容, 它就會不停pop up給你, 沒辦法, 因為大數據就是這樣。這是for business use。” **Group 1***

Acceptance on news tech

Mature respondents adopted a more open-mind towards AI news technology as compared to young respondents.

While most respondents are unsure how news tech would impact the news reporting process or their usage of news, among those who have a perspective on its impact, we see a **generational difference**.

- **Mature respondents are more likely to welcome AI-enabled news technologies as a means to**
 - Broaden their reach of news from all around the world
 - Improve immersive experience
 - Collect data from viewers and generate credit report on media
 - Mask identity of independent anchors/commentators under NSL
- **Young respondents stress the importance to maintain human touch and expressed concerns over AI in news which may**
 - Generate biased outputs by using biased sources or algorithms
 - Augment specific views (e.g. manipulated by those with political or economic powers) and weaken less common opinions
 - Threaten the job security of news professionals thus leading to a decline of active journalism
 - Lead to more siloed information channels and points of views

“未來例如可以利用科技收集所有的news，包括不同語言的，他自己會去監察，出個公信力的分數俾你可以參考。跟著有一個AI報道員可以用不同的語言讀出，就可以令新聞廣播性的闊度大些。這些Channel的公信力分數可以根據它最近有沒有失實報道同出過幾多post加減。”

Group 4

“你問它Donald Trump是否能勝出，它說能勝出，因為他在網上支持率高些...這是有危險性，看它的information怎樣來。”

Group 1

“新聞本身不是電腦，是用人手文字寫的。每個人也可以generate新聞出來，這還信得過嗎？”

Group 2

Tested Material

We leveraged OpenAI to create a news tech trend list to investigate on people's perspective on the adoption of AI in news reporting.

新聞科技指的是將技術進步融入新聞和新聞性報導領域。它涉及到使用各種科技工具和平台來收集、生產和分發新聞內容。以下是新聞科技的幾個範例或趨勢：

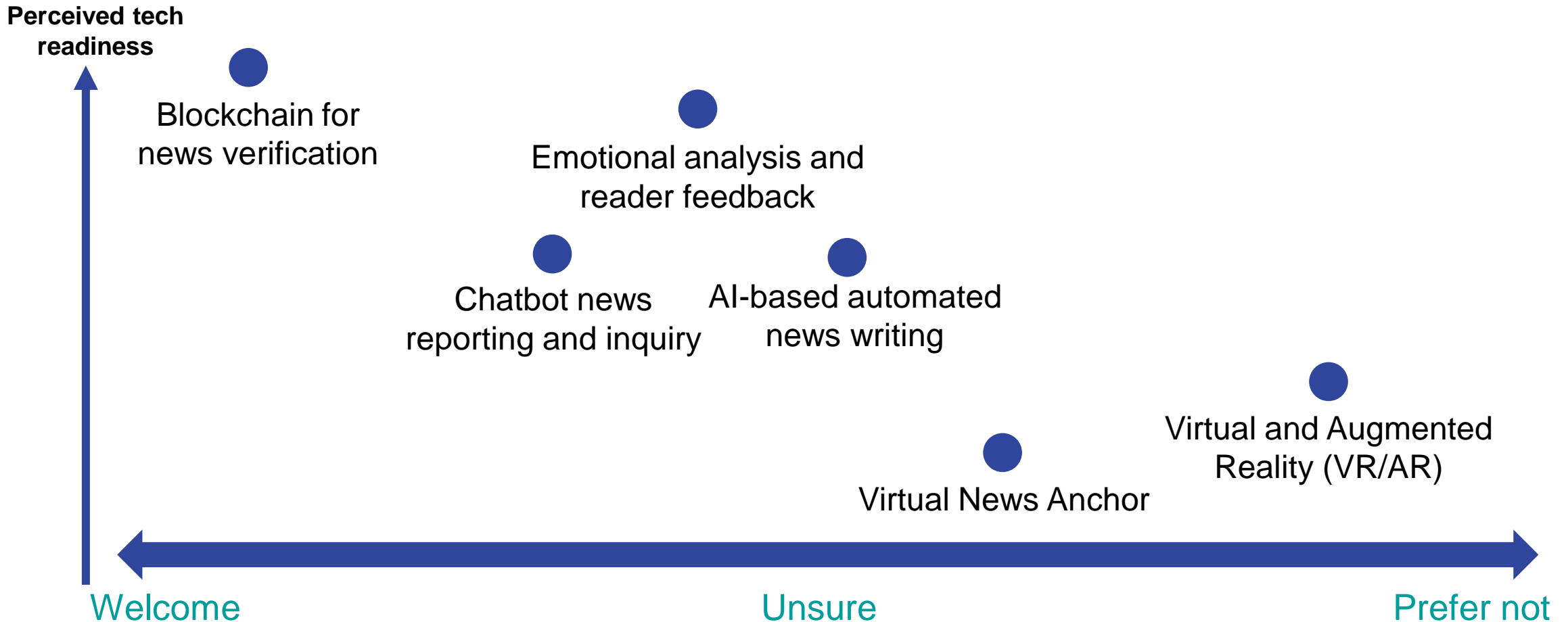
1. **基於人工智慧的自動化新聞寫作：**新聞機構越來越多地使用自動化寫作軟體，通過機器學習演算法和自然語言處理技術自動生成新聞報導，提高效率並擴大報導範圍。
2. **虛擬新聞主播：**應用人工智慧技術開發虛擬新聞主播，這些虛擬主播能夠通過合成人工智慧聲音和人工建模技術，類比真實主播的形象和聲音，為新聞報導帶來個性化和多樣化的呈現方式。
3. **聊天機器人新聞報導及查詢：**通過AI驅動的聊天機器人提供個性化的新聞更新，回答用戶查詢，並提供自動化的新聞報導，提高用戶參與度和便利性。
4. **虛擬及擴增實境(VR/AR)：**新聞機構利用VR/AR技術創造沉浸式的敘事體驗，讓觀眾以更互動的方式參與新聞事件。
5. **用於新聞驗證的區塊鏈：**使用區塊鏈技術來驗證新聞文章的真實性和完整性，確保新聞內容免於被操縱或審查。
6. **情感分析與讀者回饋：**使用人工智慧技術分析讀者在社交媒體、新聞網站和評論區的回饋和情感，幫助新聞機構瞭解受眾對新聞報導的態度和情感傾向，從而針對性地改進和優化新聞內容。

The list consists 6 potential application of AI technology on news reporting:

- AI-based automated news writing
- Virtual News Anchor
- Chatbot news reporting and inquiry
- Virtual and Augmented Reality (VR/AR)
- Blockchain for news verification
- Emotional analysis and reader feedback

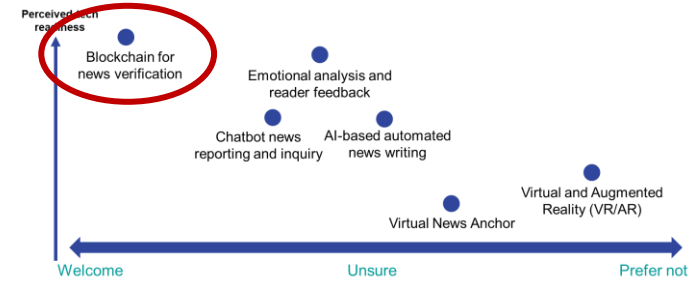
Preference on Tested Material

While there is a correlation on perceived tech readiness and preference, impact on trustworthiness on news is an important consideration factor.



Tested Material 1 - Blockchain

Blockchain is the most well liked technology as it safeguards news accuracy and records.



Blockchain for news verification

Likes



- Serve as historical records
- Verify any changes or updates made

“2014年七警案，當年TVB把它拍攝下來，但到早上6時，要它全部下架，但是有區塊鏈，便可以保存。” **Group 1**

“就算出了第五版，你也可以按入去看你修改了什麼，會有監察。” **Group 2**

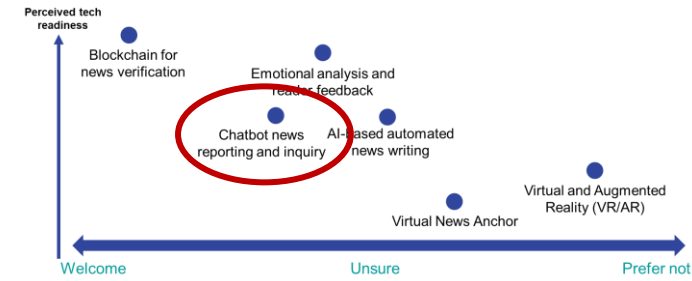
Dislikes / Concerns

- Intention of the uploader
- Any limitation on data amount or accessibility

“最初我覺得區塊鏈是蠻好的，問題是有多少能fact check，有什麼limitation，accessibility在那裡... 遠景很美，但原來它的back-end可能是有一個intention” **Group 3**

Tested Material 2 - Chatbot

Current dissatisfaction on chatbot usage experience reduces interest to adopt the technology.



Chatbot news reporting and inquiry

Likes



- Fast way to collect simple data
- Expand the role of audience from solely receivers to inquirers, thus becoming more interactive

“直覺上是進步...因為big data可以很快收集到資料，Filter過就可以。” **Group 4**

“現在不會就這個案件去提問，例如疑凶住在那裡，讀哪間小學等。現在是它報導多少，你便接收多少；將來可以去問，也蠻吸引；。” **Group 3**

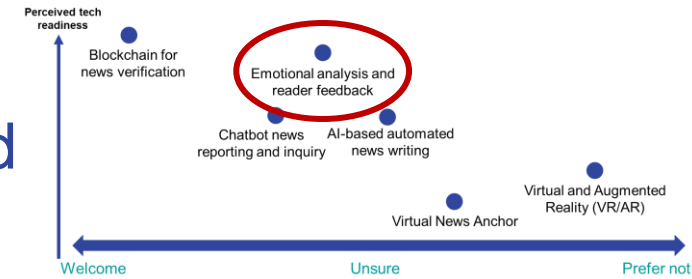
Dislikes / Concerns

- Poor conversation experience – e.g. not responding to the question, misunderstanding, lack human touch

“我不喜歡同AI說話。” **Group 1**

Tested Material 3 – Emotional Analysis

Respondents find that emotional analysis is widely used by social media, which brings both pros and cons.



Emotional analysis and reader feedback

Likes

- Already happening in social media like Facebook and YouTube
- Able to suggest news/contents based on interest or recent conversation

“我不是故意去看，我是用電視去看YouTube，然後它不斷地彈出來，我覺得頗有趣，它就不斷地在播。” **Group 3**

“WhatsApp說完什麼，Facebook好像已知道，它就會彈出你想要的東西出來。我又覺得沒有什麼問題。”
Group 2

Dislikes / Concerns

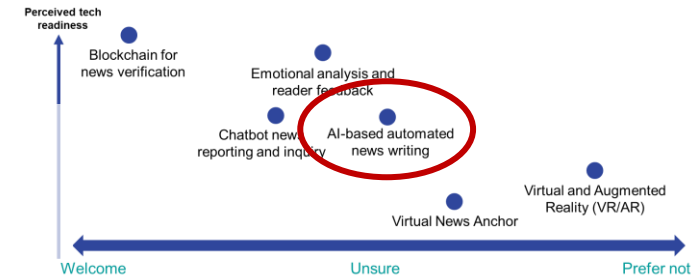
- Unable to hear different views on current affairs when feeds are skewed by personal preference
- Minority views may disappear

“幾年前，你會收到另一邊陣營的訊息，但現在是不會彈出來，我們不會見到，消失了。” **Group 1**

“你只是接受你自己跟同溫層的報道，這樣就會失衡。”
Group 2

Tested Material 4 – Automated Writing

While automated writing increases the efficiency on news generation, there are concerns on algorithms



Emotional analysis and reader feedback

Likes

- Faster news writing
- No human intervention may reduce chances of misinformation

“因為不經人手去處理，避免了作假，而且潮流趨向AI這也是遲早的事情。” **Group 3**

“WhatsApp說完什麼，Facebook好像已知道，它就會彈出你想要的東西出來。我又覺得沒有什麼問題。”
Group 2

Dislikes / Concerns

- Only rely on second hand information
- Likely lack human touch
- Uncertainty in accuracy

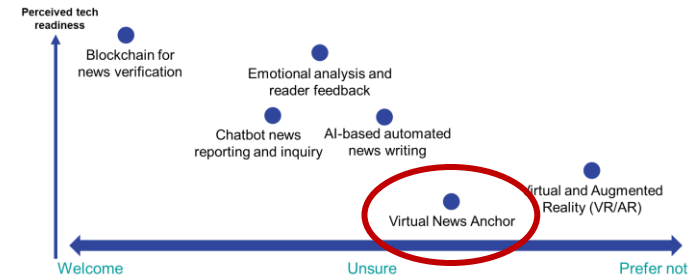


“我覺得這樣去做新聞不夠親民。” **Group 2**

“如果是假的東西，演算法出來的也是假的。” **Group 2**

Tested Material 5 – AI News Anchor

Current bad experience in animated figure and voice effect are key reasons for dislikes.



AI News Anchor

Likes

- Good looking or personalized anchor
- Help to mask identity on commentor

“有AI報導新聞，個presenter是用AI造出來嘅，日本那些可以做到好像真人。” **Group 2**

“例如有一個批評政府Channel係用AI音頻。”
Group 4

Dislikes / Concerns



- Unnatural – awkward look, voice (tones and speed)
- Lack personal touch, humor or character
- Eliminate job for news professionals

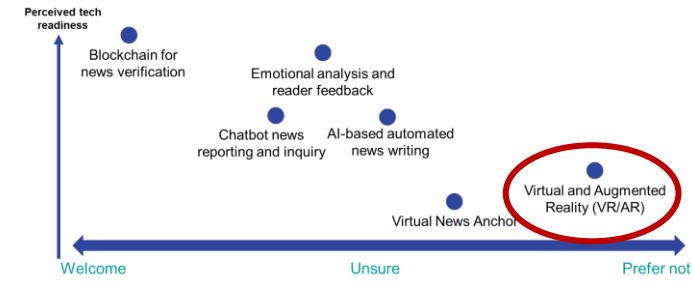
“你有沒有看香港小姐這個AI主持？真是很恐怖，就是質素問題。說話很做作，真的不喜歡。” **Group 2**

“電腦化取代了人，人便會失業。” **Group 1**

“你只是去報導出來，沒有什麼生動的感覺” **Group 4**

Tested Material 6 – VR/AR

The potential confusion of reality and virtual world brings big concern to the audience



VR/AR

Likes

- More entertaining and immersive experience

“VR是沉浸式的親歷其境, 好像說, 斬人怎樣去避, 我覺得是娛樂化的, 好像玩VR game一樣。” **Group 3**

“可以在過年睇日出睇煙花。” **Group 2**

Dislikes / Concerns

- The image is not real – could be an misinformation itself
- Unnecessary – immersive in bad news are likely unpleasant



“新聞也是十居其九是不開心的事, 還有人要沉浸式體驗?” **Group 2**



APPENDIX

RESEARCH SETUP

Background



Background

Under the new information era, trust in traditional media has eroded significantly in the past decade, as a result of fragmented media market, the rise of social media as a key source of info, faster pace for news and the divided political context in HK.



Key Research Questions

HKBU is keen to understand:

- How do people get news from different media sources now?
- What makes people trust a news channel or not?
- How do people see the issue of misinformation in HK?
- How do people see the impact of news tech?



Research Methods

- A total of 4 face-to-face focus groups conducted between Sep 4 and Sep 14, 2023.
- Each group was consisted of 6 participants and lasted for 2 hours
- Mix of media usage habits, channel preference, occupation and life-stage

Group Composition and Key Documents

	Group 1	Group 2	Group 3	Group 4
Segment	Young adults		Mature adults	
Age group	21-40		41-60	
News habit	Regular news followers	Sporadic news receivers	Regular news followers	Sporadic news receivers
FW Date	Sept 4, 2023	Sept 14, 2023	Sept 7, 2023	Sept 6, 2023

Definition:

- **Regular news followers:** consciously learn about social news from news channels (news web/apps, TV news reports, newspaper) 3+ times a week
- **Sporadic news receivers:** mainly receive social news passively via social media or links from non-news webs/apps

Respondent criteria:

- Mix of high & low frequent social media users
- Mix of media channel
- All HK resident, fair mix of male and female
- Ethnicity: all Cantonese speaking Chinese
- Include 2 parents with kids of 6-15 years old per group (for getting insights in the role of news for child development)



Pre-group Survey



Discussion Guide



APPENDIX

PRE-TASK SURVEY SUMMARY

	Total avg	Gp 1 avg	Gp 2 avg	Gp 3 avg	Gp 4 avg
你有幾關注時事類嘅新聞呢？ (1分：非常不關注；10分：非常關注)	8.23	7.88	8.00	8.43	8.63
你覺得現時獲取時事類新聞嘅資訊來源可信度有幾高呢？ (1分：非常低；10分：非常高)	6.74	6.63	6.38	7.57	6.50
你有幾經常會收到不實嘅新聞資訊呢？ (1分：幾乎沒有；10分：絕大都是)	5.32	5.50	4.38	6.00	5.50
你有幾大信心能夠辨認到不實嘅新聞資訊呢？ (1分：沒有信心；10分：充滿信心)	6.77	7.00	6.75	7.29	6.13

你比較留意哪些新聞？請在以下新聞主題填寫所佔嘅百分比。	Total avg	Gp 1 avg	Gp 2 avg	Gp 3 avg	Gp 4 avg
香港社會新聞	35%	33%	38%	40%	29%
香港政治新聞	17%	14%	21%	14%	18%
香港經濟新聞	22%	25%	18%	21%	24%
內地時事	11%	11%	11%	12%	11%
國際時事	15%	18%	13%	12%	17%

你主要是從什麼媒介接收新聞呢？請在以下媒介填寫所佔嘅百分比。	Total avg	Gp 1 avg	Gp 2 avg	Gp 3 avg	Gp 4 avg
電視新聞報道	25%	27%	21%	37%	17%
報紙	2%	0%	2%	6%	2%
電台	2%	0%	1%	6%	2%
新聞媒體網頁	6%	6%	6%	4%	8%
新聞媒體手機程序	25%	31%	21%	20%	30%
新聞媒體的社交平台專頁	8%	11%	13%	5%	4%
綜合網上新聞平台 (Yahoo, Google)	10%	10%	8%	9%	13%
網上討論區	4%	4%	9%	1%	3%
網上影片 (YouTube)	7%	8%	9%	3%	9%
非新聞媒體的社交平台分享	2%	1%	4%	4%	2%
聊天群組 (WhatsApp, Telegram)	7%	4%	7%	5%	11%



APPENDIX

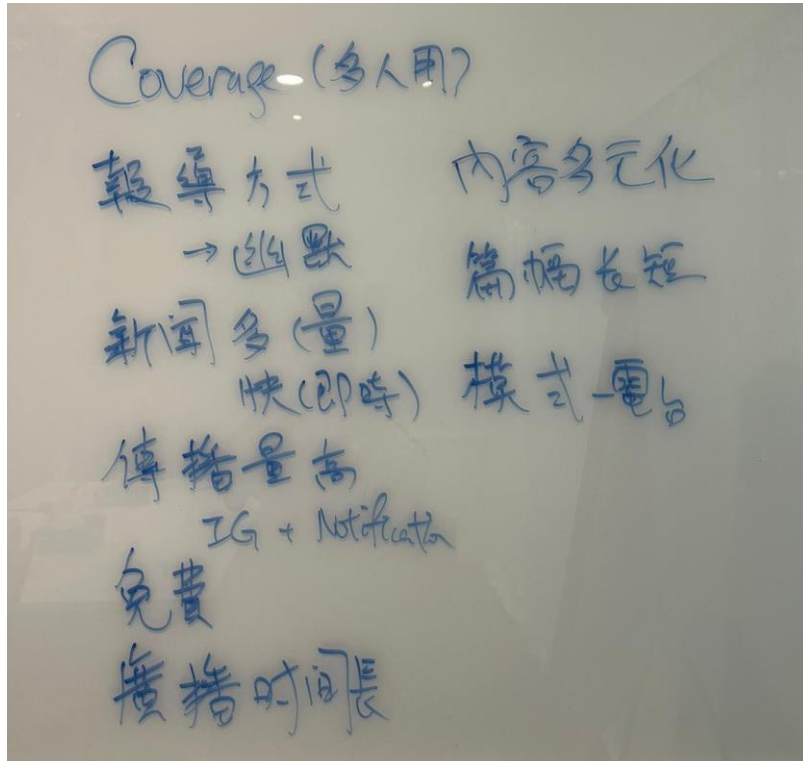
GROUP PROFILE, PHOTOS & PRE-TASK DATA

Group 1 Profile

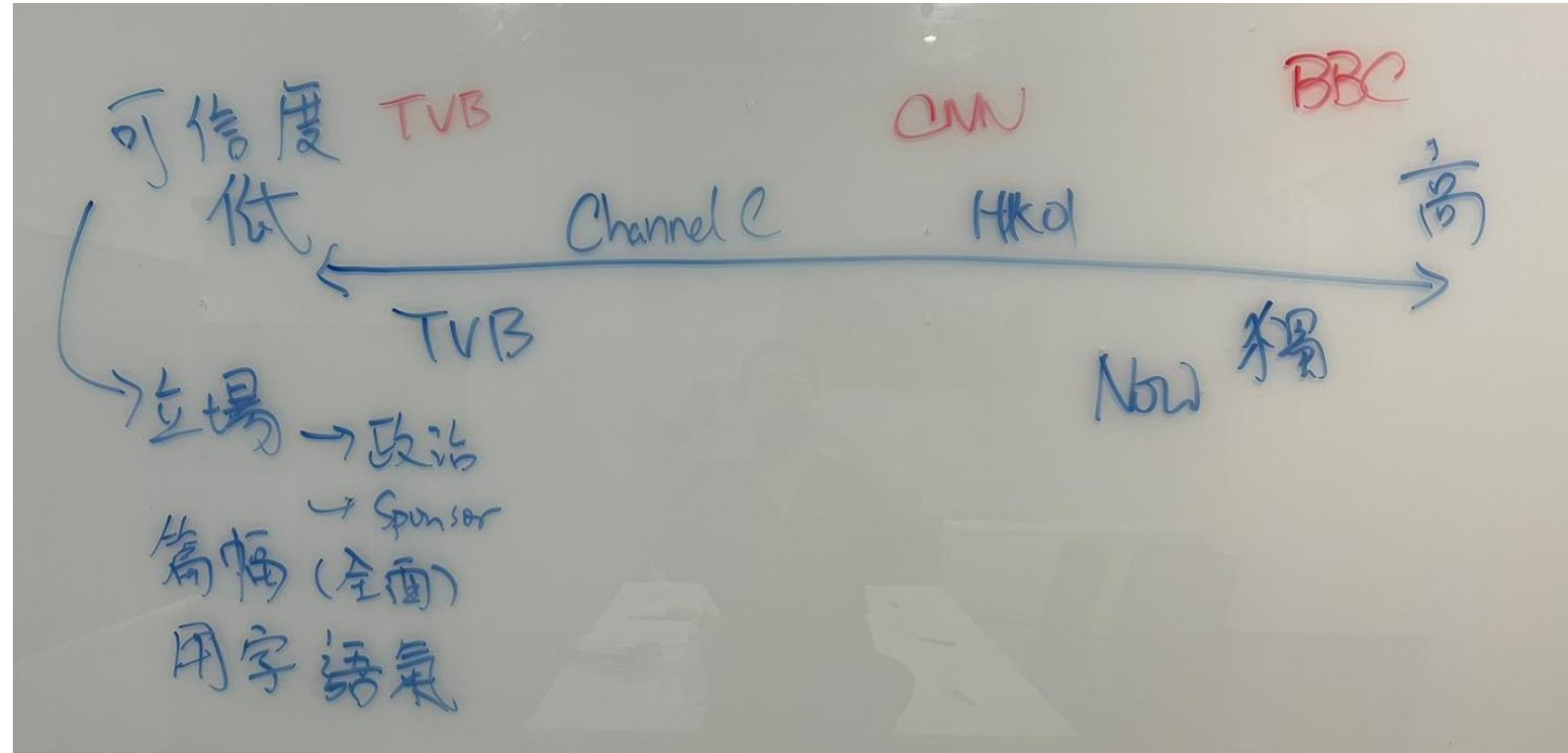
No.	Gender	Born in HK?	Age	Marital status & kids	Employment status	Occupation	Education level	MHI	Daily on social media	Fixed news habit (Y/N)	Top 3 most important news receiving channels
1	女	是， 在香港出生	29	單身/ 無小朋友	全職	物流/ 文員	大學畢業	HK\$100,000 或以上	5-6小時	有	新聞媒體手機app》網上 討論區新聞媒體手機app
2	女	是， 在香港出生	38	已婚/ 有小朋友/ 7歲，32個月	家庭主婦	家庭主婦	中六七畢業	HK\$40,000 - \$49,999	5-6小時	有	電視台新聞報導 > 新聞 媒體手機app > 新聞媒 體手機app
3	女	是， 在香港出生	26	單身/ 無小朋友	全職	物流業行政部 行政助理	大學畢業	HK\$70,000 - \$79,999	3-4 小時	有	新聞媒體手機app》新聞 媒體手機app》電視台新 聞報導
Back-up	女	不是，但已經 成爲永久居民	32	單身/ 無小朋友	全職	醫療 / 護士	大學畢業	HK\$60,000 - \$69,999	3-4 小時	有	新聞媒體手機app》綜合 新聞平台》影片分享網站 / 平台
5	男	是， 在香港出生	39	已婚/ 有小朋友/ 7歲	全職	銷售/ Telecom	中五畢業	HK\$40,000 - \$49,999	3-4 小時	有	新聞媒體網頁》通訊軟件 上的個人分享》新聞媒體 社交專頁
6	男	是， 在香港出生	32	已婚/ 有小朋友/ 7歲	全職	資訊科技 / 財務經理	大學畢業	HK\$100,000 或以上	3-4 小時	有	網上討論區》影片分享網 站/平台》新聞媒體社交 專頁
7	男	是， 在香港出生	27	單身/ 無小朋友	全職	建造業/ 工程師	大學畢業	HK\$80,000 - \$89,999	1-2 小時	有	新聞媒體手機app》影片 分享網站/平台》新聞媒 體手機app
Back-up	男	是， 在香港出生	32	已婚/ 有小朋友/ 6歲	全職	旅遊及酒店業 /廚師	專科/副學士/ 高級文憑	HK\$50,000 - \$59,999	5-6小時	有	新聞媒體手機app》電視 台新聞報導》新聞媒體社 交專頁

Photos

Consideration Factors



Trustworthiness ranking



你有幾關注時事類嘅新聞呢？ (1分：非常不關注；10分：非常關注)	8	9	8	6	10	8	8	6
你覺得現時獲取時事類新聞嘅資訊來源可信度有幾高呢？ (1分：非常低；10分：非常高)	6	8	7	4	8	5	7	8
你有幾經常會收到不實嘅新聞資訊呢？ (1分：幾乎沒有；10分：絕大都是)	5	5	6	6	7	4	7	4
你有幾大信心能夠辨認到不實嘅新聞資訊呢？ (1分：沒有信心；10分：充滿信心)	6	9	6	5	7	8	8	7

<i>你比較留意哪些新聞？請在以下新聞主題填寫所佔嘅百分比。</i>								
香港社會新聞	30%	25%	40%	50%	50%	20%	10%	40%
香港政治新聞	15%	10%	5%	20%	10%	20%	10%	20%
香港經濟新聞	15%	25%	30%	10%	30%	20%	50%	20%
內地時事	15%	20%	5%	0%	5%	20%	10%	10%
國際時事	25%	20%	20%	20%	5%	20%	20%	10%

你主要是從什麼媒介接收新聞呢？請在以下媒介填寫所佔嘅百分比。

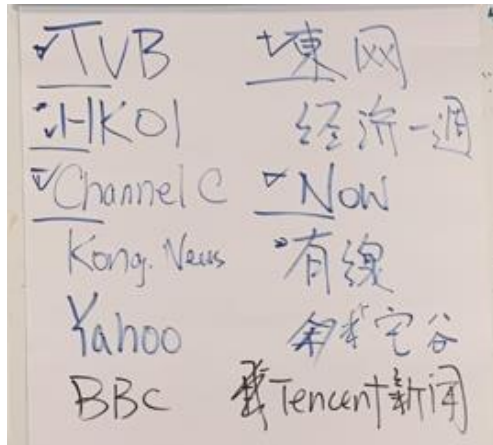
電視新聞報道	25%	50%	20%	30%	50%	0%	10%	30%
報紙	0%	0%	0%	0%	0%	0%	0%	0%
電台	0%	0%	0%	0%	0%	0%	0%	0%
新聞媒體網頁	5%	5%	0%	0%	10%	10%	10%	10%
新聞媒體手機程序	25%	30%	30%	40%	20%	50%	40%	10%
新聞媒體的社交平台專頁	10%	0%	30%	0%	10%	10%	0%	30%
綜合網上新聞平台 (Yahoo, Google)	20%	5%	30%	10%	5%	10%	0%	0%
網上討論區	5%	0%	0%	20%	0%	0%	5%	0%
網上影片 (YouTube)	5%	0%	0%	0%	0%	10%	35%	10%
非新聞媒體的社交平台分享	0%	5%	0%	0%	0%	0%	0%	0%
聊天群組 (WhatsApp, Telegram)	5%	5%	0%	0%	5%	10%	0%	10%
其他： _____	0%	0%	0%	0%	0%	0%	0%	0%

Group 2 Profile

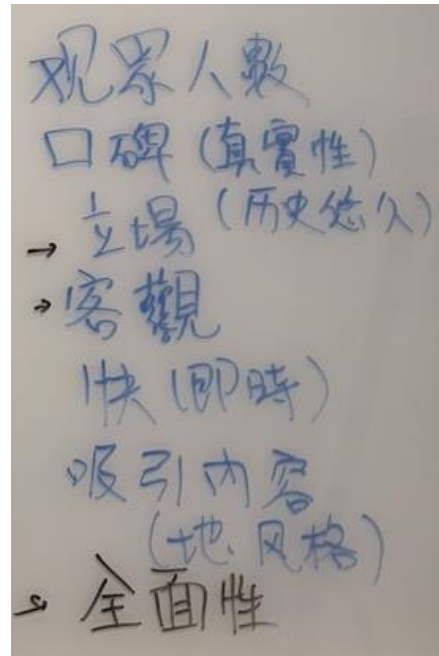
No.	Gender	Born in HK?	Age	Marital status & kids	Employment status	Occupation	Education level	MHI	Daily on social media	Fixed news habit (Y/N)	Top 3 most important news receiving channels
1	女	是， 在香港出生	25	單身/ 無小朋友	全職	銀行/ 客服	專科/副學士/ 高級文憑	HK\$40,000 - \$49,999	3-4 小時	有	新聞媒體手機app》影片 分享網站/ 平台》網上討 論區
2	女	不是，也不是 永久居民	40	已婚/ 有小朋友/ 16歲, 10歲, 4歲	家庭主婦	家庭主婦	中五畢業	HK\$60,000 - \$69,999	7小時或以上	有	新聞媒體手機app > 電視 台新聞報導 > 通訊軟件 上的個人分享
3	女	是， 在香港出生	27	單身/ 無小朋友	全職	測量估價師	大學畢業	HK\$90,000 - \$99,999	1-2 小時	有	新聞媒體手機app》新聞 媒體手機app》新聞媒體 網頁
Back-up	女	是， 在香港出生	28	單身/ 無小朋友	全職	文書助理	中六七畢業	HK\$20,000 - \$29,999	7小時或以上	有	電視台新聞報導》新聞 媒體手機app》影片分享 網站/ 平台
5	男	是， 在香港出生	32	已婚/ 有小朋友/ 6歲	全職	酒店/經理	中六七畢業	HK\$40,000 - \$49,999	3-4 小時	有	電台新聞報導》新聞媒 體手機app》電視台新聞 報導
6	男	是， 在香港出生	23	單身/ 無小朋友	全職	Coffee Retail/ 銷售員	大學畢業	HK\$40,000 - \$49,999	7小時或以上	有	新聞媒體社交專頁》新聞 媒體通訊軟件頻道》新聞 媒體手機app
7	男	是， 在香港出生	24	單身/ 無小朋友	全職	醫療銷售/ 醫療代表	大學畢業	HK\$30,000 - \$39,999	5-6小時	有	新聞媒體手機app》電視 台新聞報導》新聞媒體手 機app
Back-up	男	是， 在香港出生	34	已婚/ 有小朋友/ 7歲, 5歲	全職	Hotel officer	大學畢業	HK\$30,000 - \$39,999	1-2 小時	有	新聞媒體手機app》綜合 新聞平台》影片分享網站 / 平台

Photos

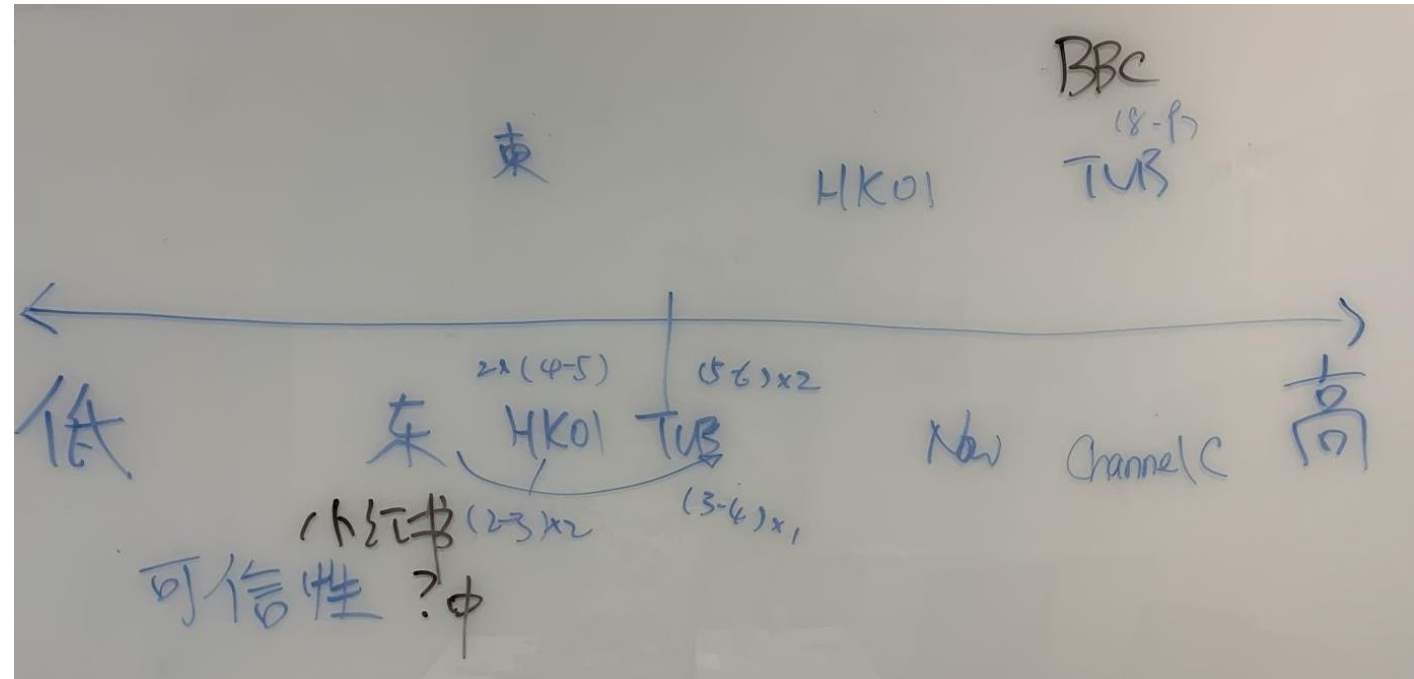
Media



Consideration Factors



Trustworthiness ranking



你有幾關注時事類嘅新聞呢？ (1分：非常不關注；10分：非常關注)	7	9	8	6	9	8	7	10
你覺得現時獲取時事類新聞嘅資訊來源可信度有幾高呢？ (1分：非常低；10分：非常高)	7	6	5	8	7	5	6	7
你有幾經常會收到不實嘅新聞資訊呢？ (1分：幾乎沒有；10分：絕大都是)	3	3	5	3	2	8	4	7
你有幾大信心能夠辨認到不實嘅新聞資訊呢？ (1分：沒有信心；10分：充滿信心)	7	5	8	8	5	6	7	8

你比較留意哪些新聞？請在以下新聞主題填寫所佔嘅百分比。								
香港社會新聞	30%	40%	30%	30%	30%	80%	30%	30%
香港政治新聞	15%	30%	20%	30%	20%	0%	20%	30%
香港經濟新聞	30%	20%	20%	20%	5%	0%	30%	20%
內地時事	10%	0%	15%	10%	35%	10%	0%	10%
國際時事	15%	10%	15%	10%	10%	10%	20%	10%

你主要是從什麼媒介接收新聞呢？請在以下媒介填寫所佔嘅百分比。

電視新聞報道	20%	0%	5%	10%	30%	70%	5%	30%
報紙	0%	0%	5%	0%	10%	0%	0%	0%
電台	0%	0%	0%	5%	0%	0%	5%	0%
新聞媒體網頁	10%	0%	5%	5%	5%	10%	0%	10%
新聞媒體手機程序	50%	10%	10%	15%	30%	10%	30%	10%
新聞媒體的社交平台專頁	10%	10%	30%	30%	10%	10%	0%	0%
綜合網上新聞平台 (Yahoo, Google)	0%	30%	5%	0%	0%	0%	0%	30%
網上討論區	5%	20%	10%	20%	5%	0%	10%	0%
網上影片 (YouTube)	5%	20%	10%	10%	5%	0%	15%	10%
非新聞媒體的社交平台分享	0%	0%	10%	0%	0%	0%	20%	0%
聊天群組 (WhatsApp, Telegram)	0%	10%	10%	5%	5%	0%	15%	10%
其他： _____	0%	0%	0%	0%	0%	0%	0%	0%

Group 3 Profile

No.	Gender	Born in HK?	Age	Marital status & kids	Employment status	Occupation	Education level	MHI	Daily on social media	Fixed news habit (Y/N)	Top 3 most important news receiving channels
1	女	是， 在香港出生	42	已婚/ 有小朋友/ 12歲	全職	飲食/ 私人助理	專科/副學士/ 高級文憑	HK\$60,000 - \$69,999	5-6小時	有	《綜合新聞平台》新聞媒體 《手機app》電視台新聞報 導
2	女	不是，但已經 成爲永久居民	41	已婚/ 無小朋友	全職	學校/ 行政文員	大學畢業	HK\$30,000 - \$39,999	1-2 小時	有	《新聞媒體手機app》電視 台新聞報導》綜合新聞平 台
3	女	是， 在香港出生	56	單身/ 無小朋友	兼職	環保教育員	大學畢業	HK\$10,000 - \$19,999	3-4 小時	有	《新聞媒體手機app》電視 台新聞報導》綜合新聞 平台
Back-up	女	是， 在香港出生	48	已婚/ 有小朋友/ 11歲	全職	教育/ 教育顧問	碩士畢業以上	HK\$100,000 或 以上	7小時或以上	有	《電視台新聞報導》綜合新 聞平台》影片分享網站/ 平台
5	男	是， 在香港出生	48	單身/ 無小朋友	全職	電子貿易/ 經理	大學畢業	HK\$40,000 - \$49,999	1-2 小時	有	《新聞媒體手機app》新聞 媒體手機app》通訊軟件 上的個人分享
6	男	是， 在香港出生	50	已婚/ 有小朋友/ 14歲，11歲	全職	建築業/ 工程師	大學畢業	HK\$70,000 - \$79,999	3-4 小時	有	《報紙》電視台新聞報導》 電台新聞報導
7	男	是， 在香港出生	59	已婚/ 無小朋友	全職	公共機構/ 會計師	大學畢業	HK\$100,000 或 以上	3-4 小時	有	《新聞媒體手機app》綜合 新聞平台》報紙
Back-up	男	是， 在香港出生	45	已婚/ 有小朋友/ 16歲,12歲	全職	物業管理/ 經理	大學畢業	HK\$80,000 - \$89,999	3-4 小時	有	《新聞媒體手機app > 電視 台新聞報導 > 影片分享 網站/ 平台

你有幾關注時事類嘅新聞呢？ (1分：非常不關注；10分：非常關注)	10	10	10	6	6	7	10
你覺得現時獲取時事類新聞嘅資訊來源可信度有幾高呢？ (1分：非常低；10分：非常高)	8	9	8	6	7	6	9
你有幾經常會收到不實嘅新聞資訊呢？ (1分：幾乎沒有；10分：絕大都是)	7	2	7	8	6	5	7
你有幾大信心能夠辨認到不實嘅新聞資訊呢？ (1分：沒有信心；10分：充滿信心)	9	5	9	4	8	7	9

<i>你比較留意哪些新聞？請在以下新聞主題填寫所佔嘅百分比。</i>							
香港社會新聞	20%	50%	30%	50%	60%	40%	30%
香港政治新聞	10%	5%	30%	5%	10%	20%	20%
香港經濟新聞	40%	40%	20%	15%	10%	15%	10%
內地時事	10%	5%	10%	15%	10%	15%	20%
國際時事	20%	0%	10%	15%	10%	10%	20%

你主要是從什麼媒介接收新聞呢？請在以下媒介填寫所佔嘅百分比。

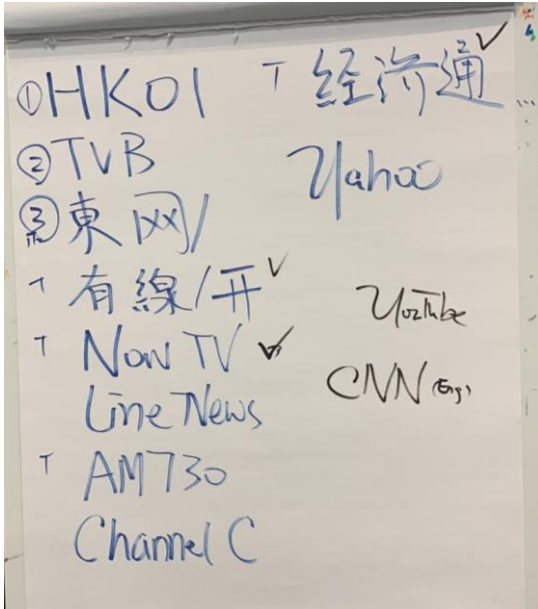
電視新聞報道	10%	30%	30%	60%	50%	60%	20%
報紙	0%	10%	20%	0%	0%	0%	10%
電台	0%	5%	0%	0%	0%	20%	20%
新聞媒體網頁	0%	5%	10%	5%	0%	0%	5%
新聞媒體手機程序	40%	20%	10%	15%	40%	10%	5%
新聞媒體的社交平台專頁	20%	0%	0%	5%	0%	0%	10%
綜合網上新聞平台 (Yahoo, Google)	0%	5%	30%	10%	0%	10%	10%
網上討論區	0%	5%	0%	0%	0%	0%	0%
網上影片 (YouTube)	0%	10%	0%	0%	0%	0%	10%
非新聞媒體的社交平台分享	20%	0%	0%	0%	5%	0%	5%
聊天群組 (WhatsApp, Telegram)	10%	10%	0%	5%	5%	0%	5%
其他： _____	0%	0%	0%	0%	0%	0%	0%

Group 4 Profile

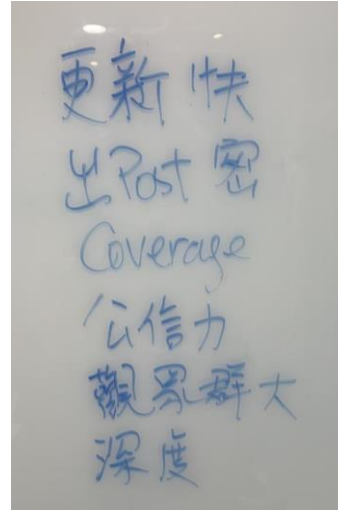
No.	Gender	Born in HK?	Age	Marital status & kids	Employment status	Occupation	Education level	MHI	Daily on social media	Fixed news habit (Y/N)	Top 3 most important news receiving channels
1	女	是， 在香港出生	45	單身/ 無小朋友	全職	製衣出入口/ 跟單	中六七畢業	HK\$30,000 - \$39,999	5-6小時	有	新聞媒體手機app》綜合新聞平台》通訊軟件上的個人分享
2	女	是， 在香港出生	45	已婚/ 有小朋友/ 6歲	全職	人力資源經理	大學畢業	HK\$90,000 - \$99,999	3-4 小時	有	電台新聞報導》影片分享網站/ 平台》通訊軟件上的個人分享
3	女	是， 在香港出生	47	已婚/ 有小朋友/ 17歲 · 15歲	全職	手袋出入口/ 客務主任	大學畢業	HK\$50,000 - \$59,999	3-4 小時	有	新聞媒體手機app》綜合新聞平台》新聞媒體手機app
Back-up	女	是， 在香港出生	53	已婚/ 無小朋友	全職	Law Firm/ IT Manager	碩士畢業以上	HK\$60,000 - \$69,999	5-6小時	有	影片分享網站/ 平台》電視台新聞報導》新聞媒體社交專頁
5	男	是， 在香港出生	53	已婚/ 無小朋友	全職	Law Firm/ IT Manager	碩士畢業以上	HK\$60,000 - \$69,999	5-6小時	有	影片分享網站/ 平台》電視台新聞報導》新聞媒體社交專頁
6	男	是， 在香港出生	44	已婚/ 有小朋友/ 9歲	全職	物業管理 / 助 理物業主任	大學畢業	HK\$40,000 - \$49,999	3-4 小時	有	新聞媒體手機app》影片分享網站/ 平台》通訊軟件上的個人分享
7	男	不是，但已經 成爲永久居民	44	已婚/ 有小朋友/ 11歲, 10歲	全職	資訊科技/ 高 級經理	大學畢業	HK\$100,000 或 以上	1-2 小時	冇	新聞媒體手機app》綜合新聞平台》網上討論區
Back-up	男	是， 在香港出生	55	已婚/ 有小朋友/ 17歲	自由職業	翻譯員	大學未畢業	HK\$10,000 - \$19,999	5-6小時	有	新聞媒體手機app》新聞媒體手機app》綜合新聞平台

Gp 4 Photos

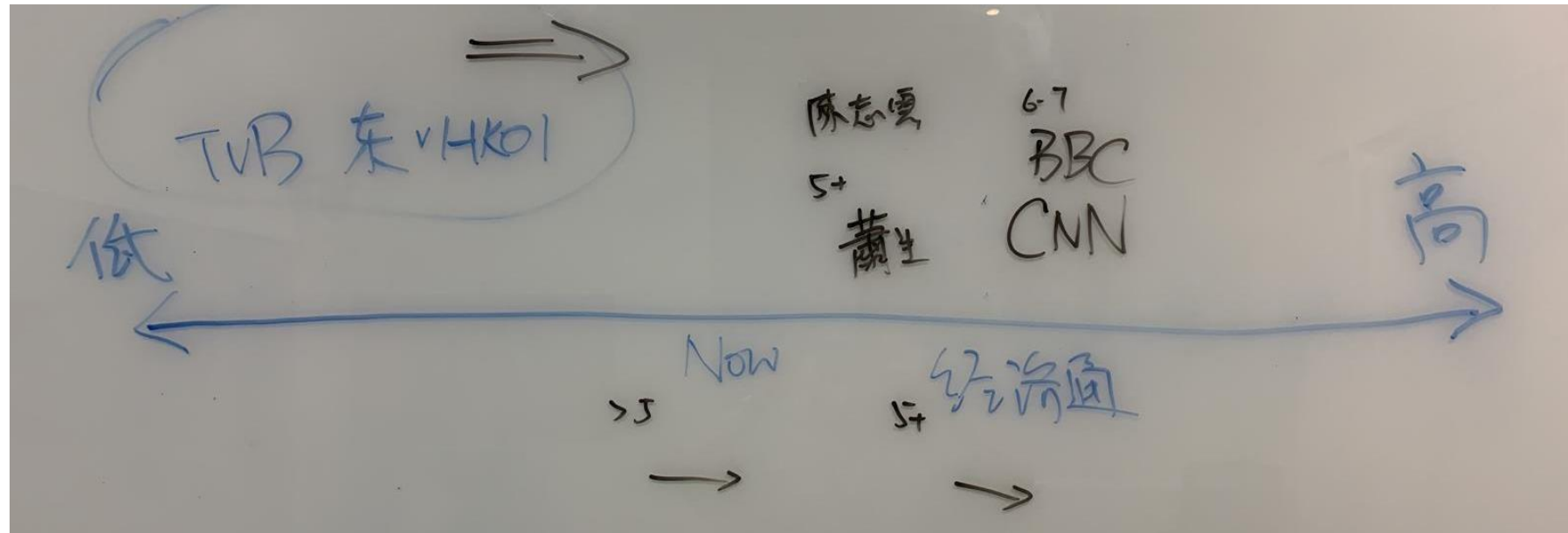
Media



Consideration Factors



Trustworthiness ranking



你有幾關注時事類嘅新聞呢？ (1分：非常不關注；10分：非常關注)	7	10	8	8	10	8	8	10
你覺得現時獲取時事類新聞嘅資訊來源可信度有幾高呢？ (1分：非常低；10分：非常高)	7	6	5	6	9	6	6	7
你有幾經常會收到不實嘅新聞資訊呢？ (1分：幾乎沒有；10分：絕大都是)	7	6	5	6	4	6	7	3
你有幾大信心能夠辨認到不實嘅新聞資訊呢？ (1分：沒有信心；10分：充滿信心)	6	5	7	7	5	6	6	7

<i>你比較留意哪些新聞？請在以下新聞主題填寫所佔嘅百分比。</i>								
香港社會新聞	40%	30%	35%	30%	30%	20%	30%	20%
香港政治新聞	10%	30%	20%	15%	30%	10%	20%	10%
香港經濟新聞	20%	10%	20%	25%	10%	50%	30%	30%
內地時事	10%	10%	15%	15%	0%	10%	10%	20%
國際時事	20%	20%	10%	15%	30%	10%	10%	20%

你主要是從什麼媒介接收新聞呢？請在以下媒介填寫所佔嘅百分比。

電視新聞報道	50%	5%	20%	0%	10%	5%	40%	5%
報紙	0%	5%	0%	0%	0%	5%	0%	5%
電台	0%	0%	0%	10%	0%	0%	0%	5%
新聞媒體網頁	10%	10%	0%	0%	10%	5%	0%	30%
新聞媒體手機程序	0%	20%	50%	30%	10%	70%	30%	30%
新聞媒體的社交平台專頁	0%	10%	0%	0%	20%	0%	0%	5%
綜合網上新聞平台 (Yahoo, Google)	20%	10%	0%	10%	40%	5%	15%	5%
網上討論區	0%	10%	0%	0%	0%	5%	0%	5%
網上影片 (YouTube)	0%	10%	30%	30%	0%	0%	0%	3%
非新聞媒體的社交平台分享	0%	10%	0%	0%	0%	0%	0%	2%
聊天群組 (WhatsApp, Telegram)	20%	10%	0%	20%	10%	5%	15%	5%
其他： _____	0%	0%	0%	0%	0%	0%	0%	0%

THANK

YOU