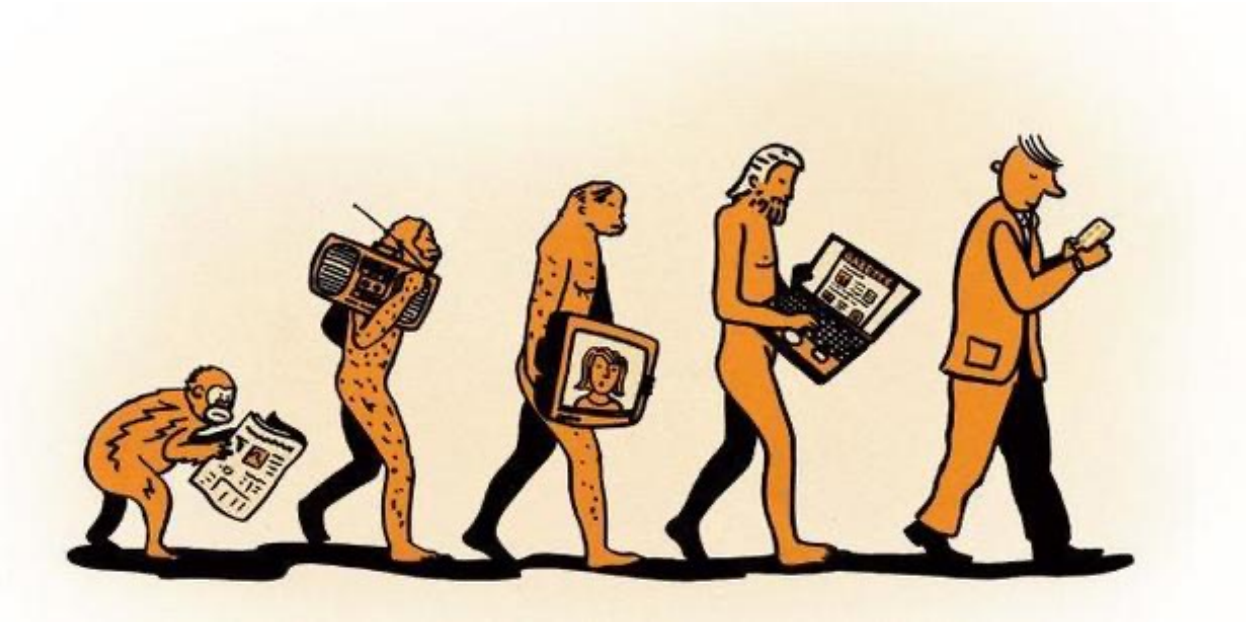# Online News Reporting: Traditions and Disruptions

Francis Allan L. Angelo

Daily Guardian

Timeline

Timeline

- Advancements on technology has also been influenced by the information technology for the last decades (Lawlor, 2007).

- Writing was a major information revolution;

- Sumerians of Mesopotamia 3200 BC; record keeping then evolved into use of symbols for stories;

- Writing enabled people to store information

- Reading evolved and people became independent thinkers *(Breverton's Encyclopedia of Inventions, 2015)*

Information Revolution

- Mainframes - 1950s-1960s
- Mini-computers in the 1970s-1980s
- PCs in the 1980s-1990s
- Handheld, all-in-one gadgets – 1990s to present

Disruption

- Accelerated structural shifts towards more digital, mobile, and platform-dominated media environments, with further implications for the business models and formats of journalism.

https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023

Web and Apps

- Only around a fifth of respondents (22%) now say they prefer to start their news journeys with a website or app – that's down *10* percentage points since 2018.

SHOULD I MAKE A **WEBSITE**, AN **APP**, OR **BOTH**?

WEBSITE

APP

Facebook is still King but...

Facebook remains one of the most-used social networks overall, but its influence on journalism is declining as it shifts its focus away from news.

Facebook faces new challenges from established networks such as YouTube and vibrant youth-focused networks such as TikTok. The Chinese-owned social network reaches 44% of 18–24s across markets and 20% for news. It is growing fastest in parts of Asia-Pacific, Africa, and Latin America.
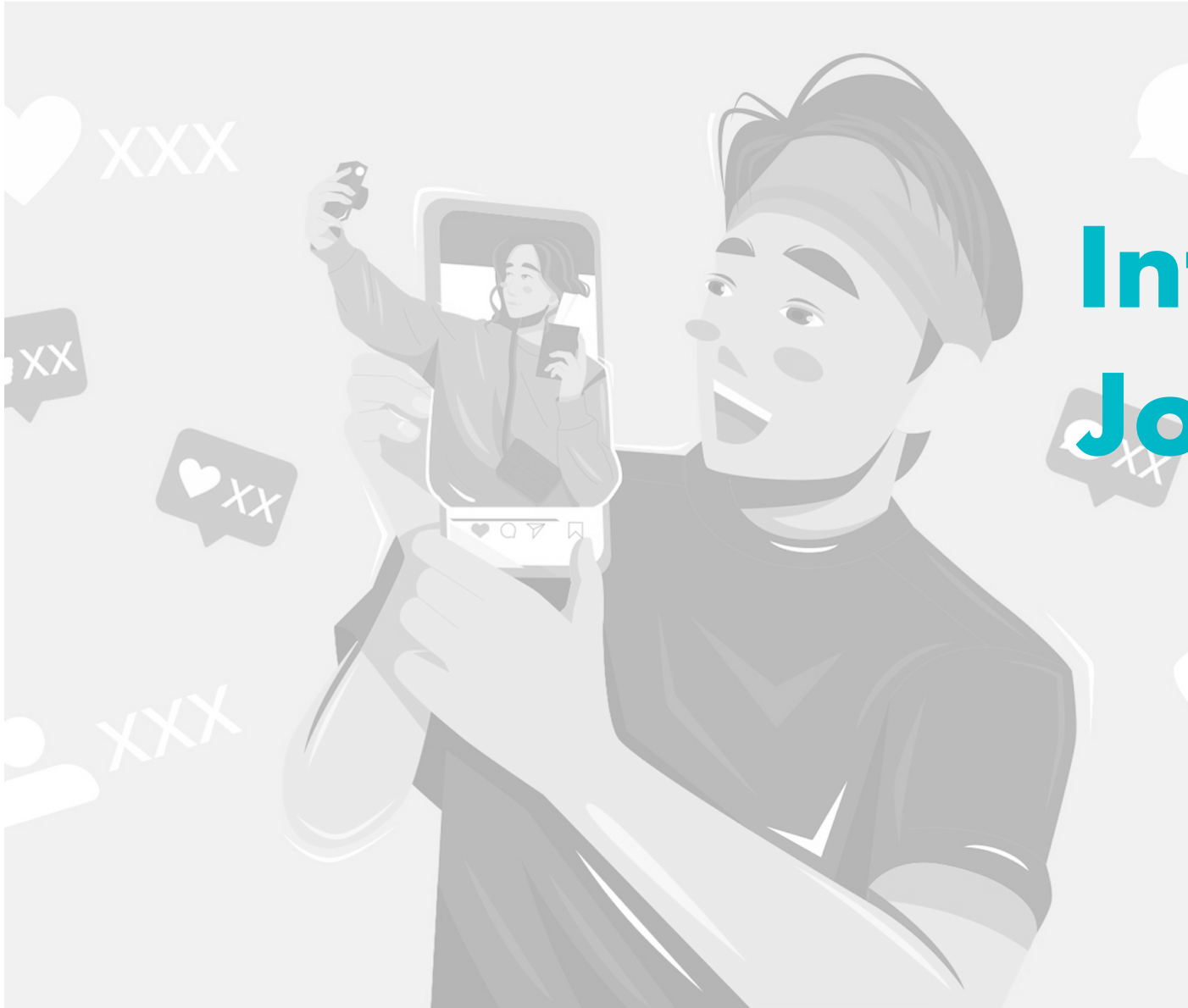
Influencers vs Journalists

News audiences say they pay more attention to celebrities, influencers, and social media personalities than journalists in networks like TikTok, Instagram, and Snapchat. This contrasts sharply with Facebook and Twitter, where news media and journalists are still central to the conversation.

Editors vs Algos

Much of the public is skeptical of the algorithms used to select what they see via search engines, social media, and other platforms.

Less than 30% say that "having stories selected for me on the basis of previous consumption is a good way to get news," 6 percentage points lower than 2016.

Users still slightly prefer news selected this way to that chosen by editors or journalists (27%), suggesting that worries about algorithms are part of a wider concern about news and how it is selected.
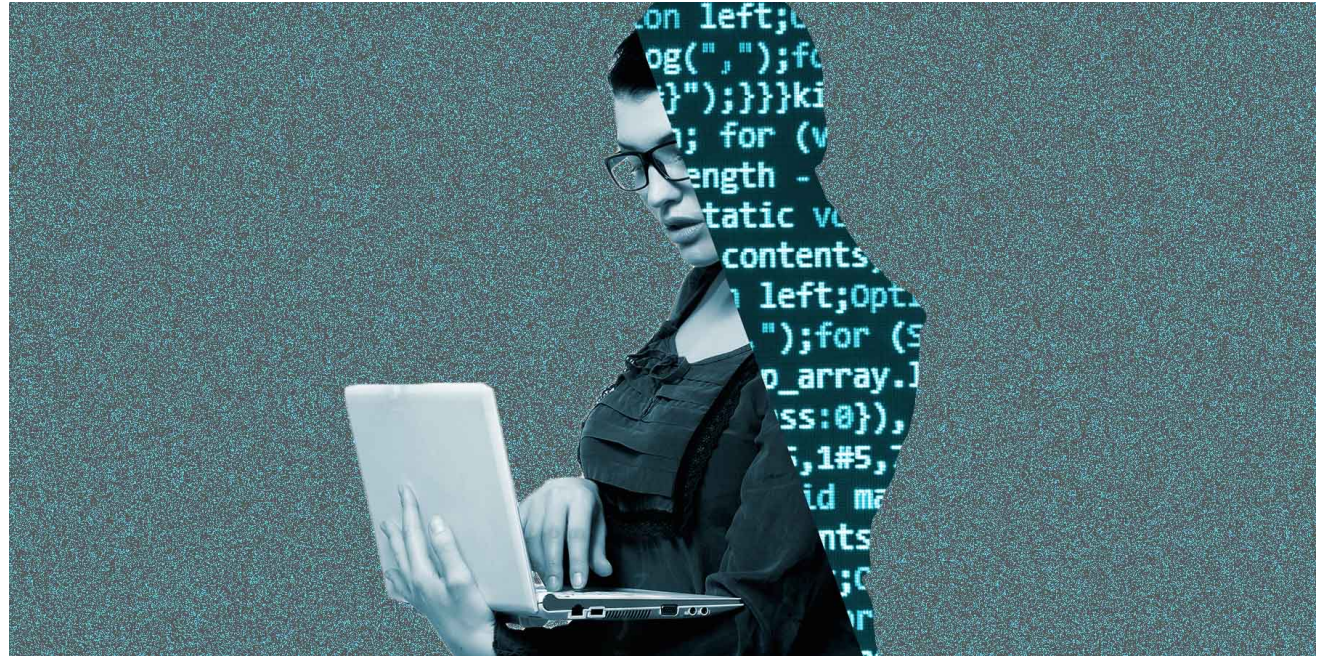
Debates

Fewer people are now participating in online news than in the recent past. Aggregated across markets, only around a fifth (22%) are now active participators, with around half (47%) not participating in news at all

Trust issues

Trust in the news has fallen, across markets, by a further 2 percentage points in the last year, reversing in many countries the gains made at the height of the Coronavirus pandemic. On average, four in ten of our total sample (40%) say they trust most news most of the time.

Podcast

- News podcasting continues to resonate with educated and younger audiences but remains a minority activity overall. Around a third (34%) access a podcast monthly, with 12% accessing a show relating to news and current affairs.

Philippine setting
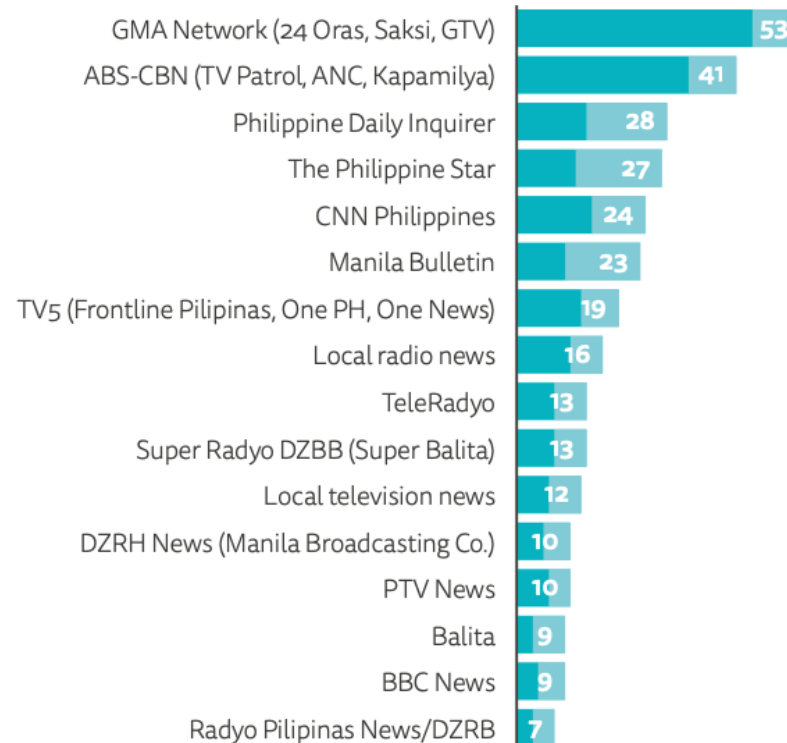

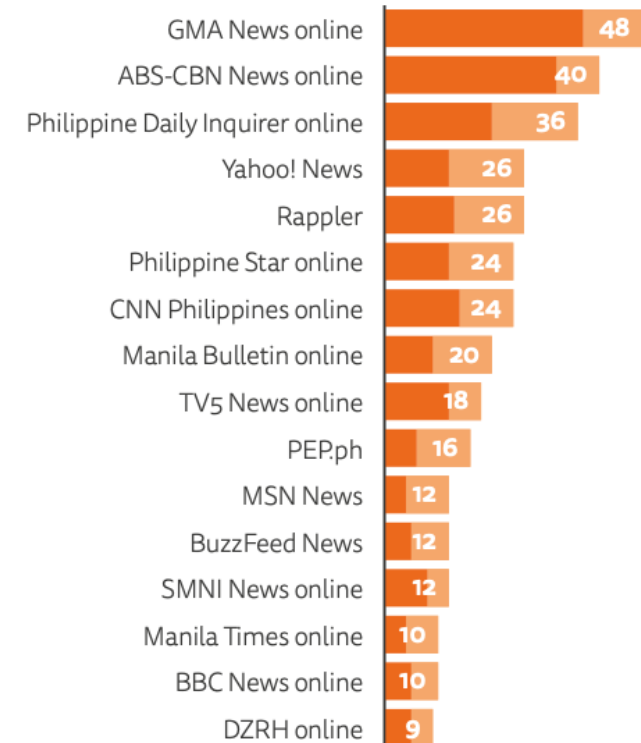Digital News Report 2023 | Philippines

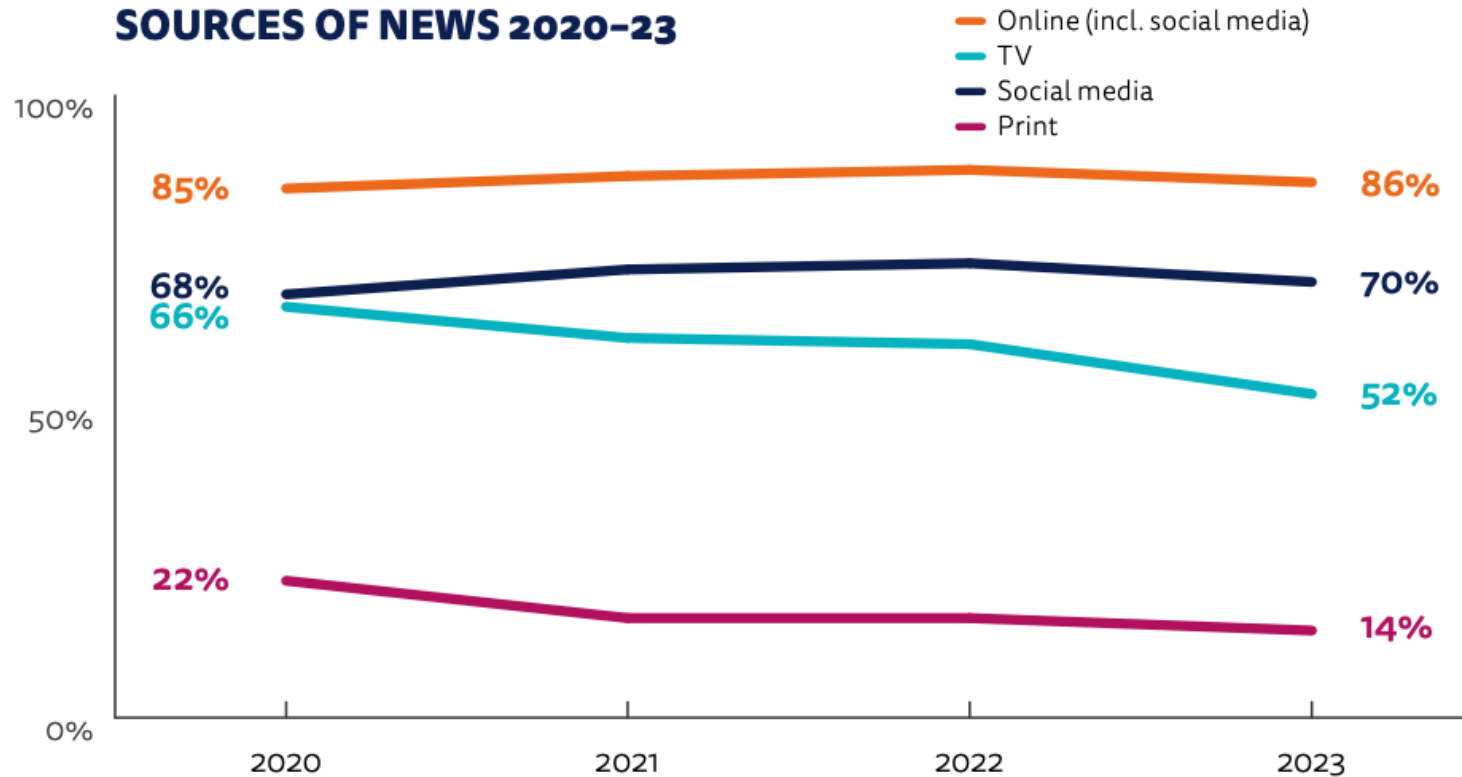**WEEKLY REACH OFFLINE AND ONLINE**

TOP BRANDS
% Weekly usage

- Weekly use TV, radio & print
- More than 3 days per week TV, radio & print
- Weekly use online brands
- More than 3 days per week online brands

TV, RADIO AND PRINT

Brand	%
GMA Network (24 Oras, Saksi, GTV)	53
ABS-CBN (TV Patrol, ANC, Kapamilya)	41
Philippine Daily Inquirer	28
The Philippine Star	27
CNN Philippines	24
Manila Bulletin	23
TV5 (Frontline Pilipinas, One PH, One News)	19
Local radio news	16
TeleRadyo	13
Super Radyo DZBB (Super Balita)	13
Local television news	12
DZRH News (Manila Broadcasting Co.)	10
PTV News	10
Balita	9
BBC News	9
Radyo Pilipinas News/DZRB	7

ONLINE

Brand	%
GMA News online	48
ABS-CBN News online	40
Philippine Daily Inquirer online	36
Yahoo! News	26
Rappler	26
Philippine Star online	24
CNN Philippines online	24
Manila Bulletin online	20
TV5 News online	18
PEP.ph	16
MSN News	12
BuzzFeed News	12
SMNI News online	12
Manila Times online	10
BBC News online	10
DZRH online	9

News sources

SOURCES OF NEWS 2020–23

Legend:
- Online (incl. social media)
- TV
- Social media
- Print

| Year	2020	2021	2022	2023
Online (incl. social media)	85%			86%
Social media	68%			70%
TV	66%			52%
Print	22%			14%

Online and social media remain the most popular sources of news in the Philippines with our more urban sample, while TV and radio news remain important for those who are not online. TikTok has grown the fastest among the social media platforms, accessed for news now by 21% compared with only 2% in 2020.

Trust in news

TRUST

Overall trust in news, boosted to some extent by the COVID-19 pandemic as Filipinos came to rely more on the news media, remains stable at 38%. Many of the longest established media brands such as GMA Network and the *Philippine Daily Inquirer* have relatively high levels of trust but some independent outlets respected for their reporting on those in positions of power are often actively distrusted by supporters of the politicians in question and subject to coordinated harassment, so scores should not be seen as a measure of the quality or trustworthiness of the content.

OVERALL TRUST SCORE 2020–23
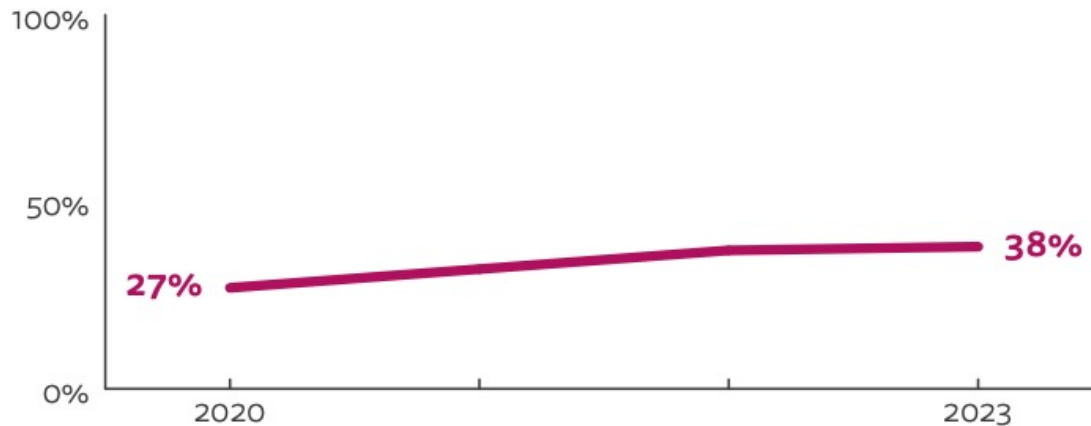
Proportion that trusts 'most news most of the time'

38%
OVERALL TRUST
=24/46 markets

Trust in news

BRAND TRUST SCORES

Only the below brands were included in the survey. It should not be treated as a list of the most or least trusted brands as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Abante/Abante Tonight	50%	35%	15%
ABS-CBN	62%	20%	18%
DZRH	68%	25%	7%
GMA Network	74%	19%	8%
Manila Bulletin	68%	23%	9%
Philippine Daily Inquirer	68%	21%	11%
PTV	61%	27%	12%
Radyo Pilipinas	61%	30%	9%
Rappler	47%	21%	33%
Regional or local newspaper	64%	29%	8%
SunStar	58%	32%	10%
Super Balita DZBB	68%	24%	8%
TeleRadyo	66%	25%	8%
The Philippine Star	68%	23%	8%
TV5 Information	68%	22%	10%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

Etc. Etc...

RSF REPORTERS WITHOUT BORDERS   **WORLD PRESS FREEDOM INDEX SCORE 2023**   Score: **46.21**   **132**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

16% 🖱️PAY
pay for **ONLINE NEWS**

47% ↗️
SHARE NEWS
via social, messaging or email

TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News		For All
1	Facebook	72%	(-1)	84%
2	YouTube	55%	(-2)	80%
3	Facebook Messenger	33%	(-2)	68%

Rank	Brand	For News		For All
4	TikTok	21%	(+6)	42%
5	Twitter	16%	(-)	27%
6	Instagram	14%	(-1)	38%

Disinformation risk

- PHL has one of the fastest-growing populations in the world (World Population Prospects 2022 by UN)

- One of 8 countries where more than half of the projected increase in global population up to 2050 will be concentrated

- Also represents one of the largest media markets in Asia and beyond.

- In 2022, the value of the Philippines' digital media market was the fourth-highest in Southeast Asia and Filipinos ranked second worldwide in the average amount of time spent online each day.

Disinformation risk

- With such high demand for online media that will only grow as the country's population rises, it is no surprise that the digital economy is expected to grow by up to 30 percent annually for a market valuation of around 28 billion $USD by 2025.

- Filipinos have been enthusiastic early adopters of digital platforms with about 95% of the population aged 13 and up on social media as of 2020.

- Though trends towards digitalization predate the COVID-19 pandemic, 64% of Filipinos say that lockdowns and isolation led them to spend more time online - the highest percentage of any country in the world.

https://www.disinformationindex.org/country-studies/2023-02-15-disinformation-risk-assessment-the-online-news-market-in-the-philippines/

Disinformation risk

- This study looks specifically at a sample of 35 news websites in English, Tagalog, and Cebuano.

- The sample was defined based on the sites' reach (using each site's Alexa rankings) and relevance, with a mind to ensure geographic and language representation.

**Table 1.** Media sites assessed in the Philippines (in alphabetical order)

News outlet	Domain	News outlet	Domain
Abante	www.abante.com.ph	Interaksyon	www.interaksyon.philstar.com
ABS-CBN News	www.news.abs-cbn.com	Manila Bulletin	www.mb.com.ph
ANC	www.news.abs-cbn.com/anc	Manila Standard	www.manilastandard.net
Balita	www.balita.net.ph	Manila Times	www.manilatimes.net
Banat	www.philstar.com/banat	Minda News	www.mindanews.com
Bandera	www.bandera.inquirer.net	News 5	www.news.tv5.com.ph
Bohol Chronicle	www.boholchronicle.com.ph	One News PH	www.onenews.ph
Bombo Radyo	www.bomboradyo.com	Palawan News	www.palawan-news.com
Brigada News	www.brigadanews.ph	Panay News	www.panaynews.net
Bulgar Online	www.bulgaronline.com	Pang Masa	www.philstar.com/pang-masa
Business Mirror	www.businessmirror.com.ph	Philippine STAR	www.philstar.com
Business World Online	www.bworldonline.com	Pilipino Star Ngayon	www.philstar.com/pilipino-star-ngayon
Cebu Daily News	www.cebudailynews.inquirer.net	Rappler	www.rappler.com
CNN Philippines	www.cnnphilippines.com	Remate	www.remate.ph
Daily Tribune	www.tribune.net.ph	Sun Star	www.sunstar.com.ph
GMA News	www.gmanetwork.com	The Daily Guardian	www.dailyguardian.com.ph
Inquirer	www.inquirer.net	The Freeman	www.philstar.com/the-freeman
Inquirer Libre	www.libre.inquirer.net		

Methdology

- Global Disinformation Index (GDI) defines disinformation as 'adversarial narratives that create real world harm', and the GDI risk rating provides information about a range of indicators related to the risk that a given news website will disinform its readers by spreading these adversarial narratives.

- Indicators are grouped under the index's Content and Operations pillars, which respectively measure the quality and reliability of a site's content and its operational and editorial integrity.

- A site's overall risk rating is based on that site's aggregated score across all the indicators, and ranges from zero (maximum risk level) to 100 (minimum risk level).

- The GDI risk rating methodology is not an attempt to identify and label disinformation sites or trustworthy news sites. Rather, GDI's approach is based on the idea that a combined set of indicators can reflect a site's overall risk of carrying disinformation.

- The ratings should be seen as offering initial insights into the Philippine media market and its overall levels of disinformation risk, along with the opportunities and challenges the sites face in mitigating disinformation risks.

Disinformation risk

Figure 1. Disinformation risk ratings by site

Overall score (y-axis) by Domain (x-axis)

Risk level: ■ Minimum ■ Low ■ Medium ■ High
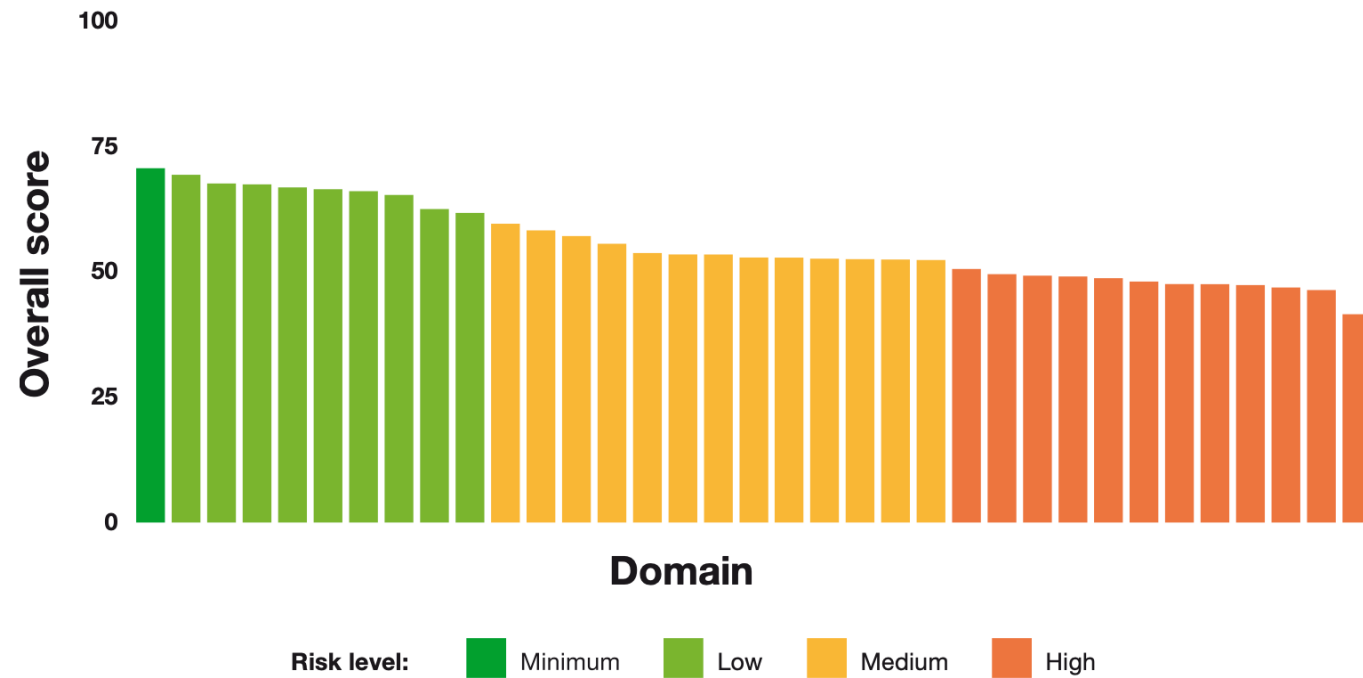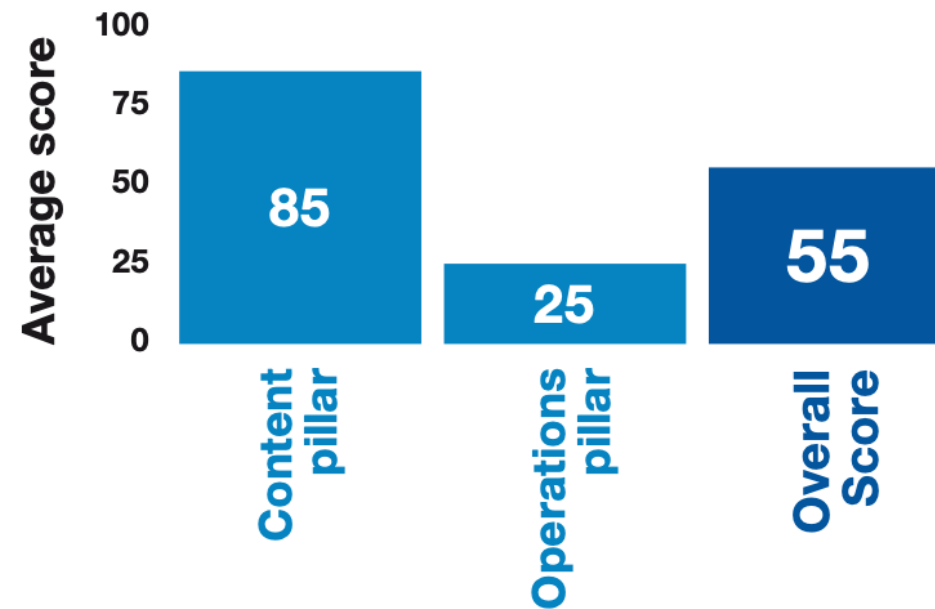
Source: Global Disinformation Index

Findings

- ***The majority of the domains in our sample have a medium to high risk of disinforming online users.***

  - Thirteen (13)sites, or 37% of the sample, present a medium disinformation risk rating.

  - A total of ten (10) sites scored in the minimum to low risk range, with only one (1) domain garnering a minimum risk rating.

  - The remaining twelve (12) sites received high risk ratings.

  - The country's average risk rating is 55.32, which translates to a moderate level of risk.

Findings

- ***Overall, the disinformation risk of the sites in our sample does not stem entirely from the quality of the content published. Rather, the main factor that pulled the scores down — and the disinformation risk up — were operational shortcomings.***
  - Most domains performed well on the Content pillar, with all but one site scoring above 70 out of 100. The Content rating ranges from 68 to 93.
  - In terms of individual Content indicators, Philippines news sites generally performed well except when it came to the *Common coverage* and *Lede present* indicators.
  - In contrast, 80% (28 out of 35) of the sites received a score below 40 out of 100. The Operations pillar rating ranges from 11 to 50.
  - On the whole, Philippine news sites performed worst in the areas of *Attribution, Ensuring accuracy, Funding,* and *Ownership* transparency.
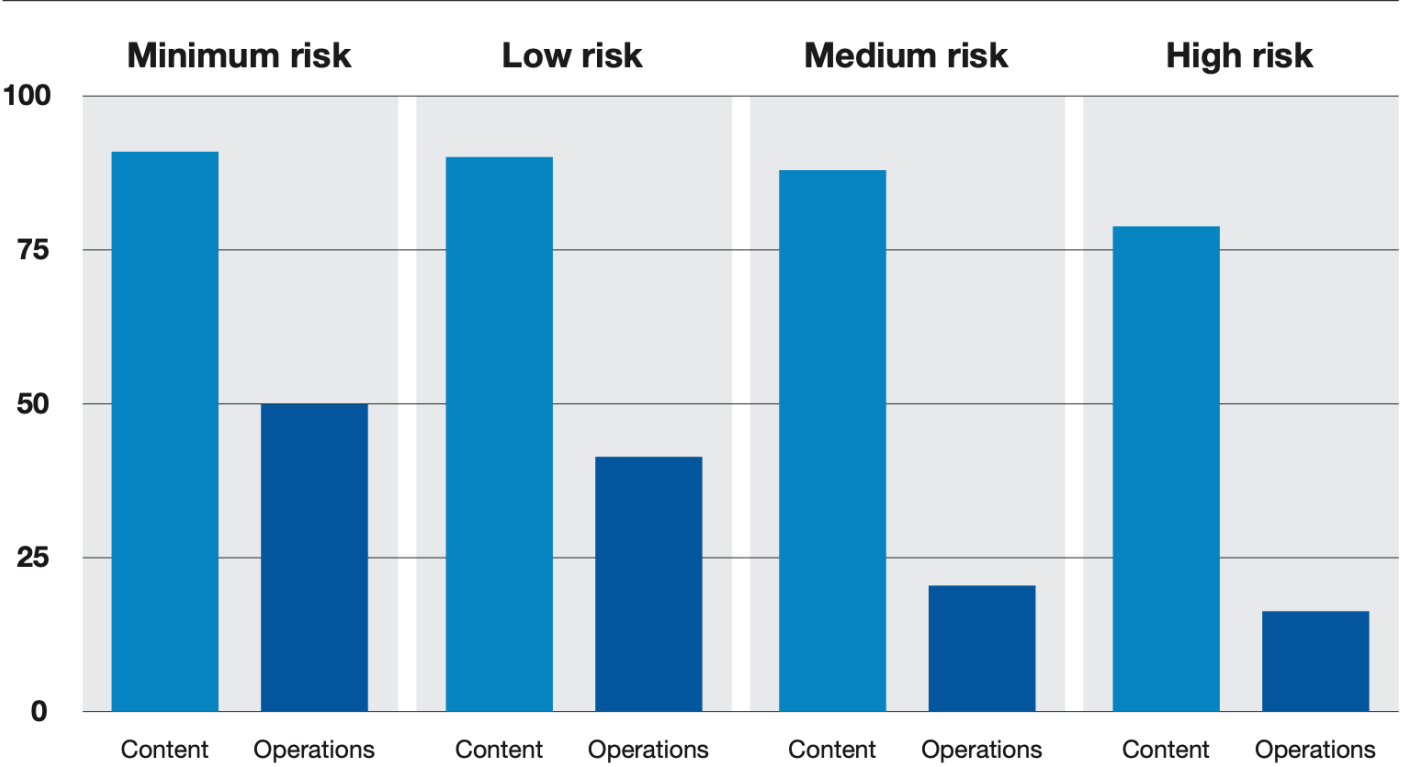
Findings

Figure 2. Overall market scores, by pillar

Average score

100	
75	
50	
25	
0	

85 — Content pillar

25 — Operations pillar

55 — Overall Score

Source: Global Disinformation Index

Figure 3. Average pillar scores by site risk rating level

	Minimum risk	Low risk	Medium risk	High risk

Source: Global Disinformation Index

Findings

Content

Figure 4. Average Content pillar scores by indicator

Indicator	Score
Visual presentation	95
Headline accuracy	92
Article bias	90
Byline information	90
Sensational language	89
Content pillar	85
Negative targeting	84
Recent coverage	83
Lede present	78
Common coverage	72
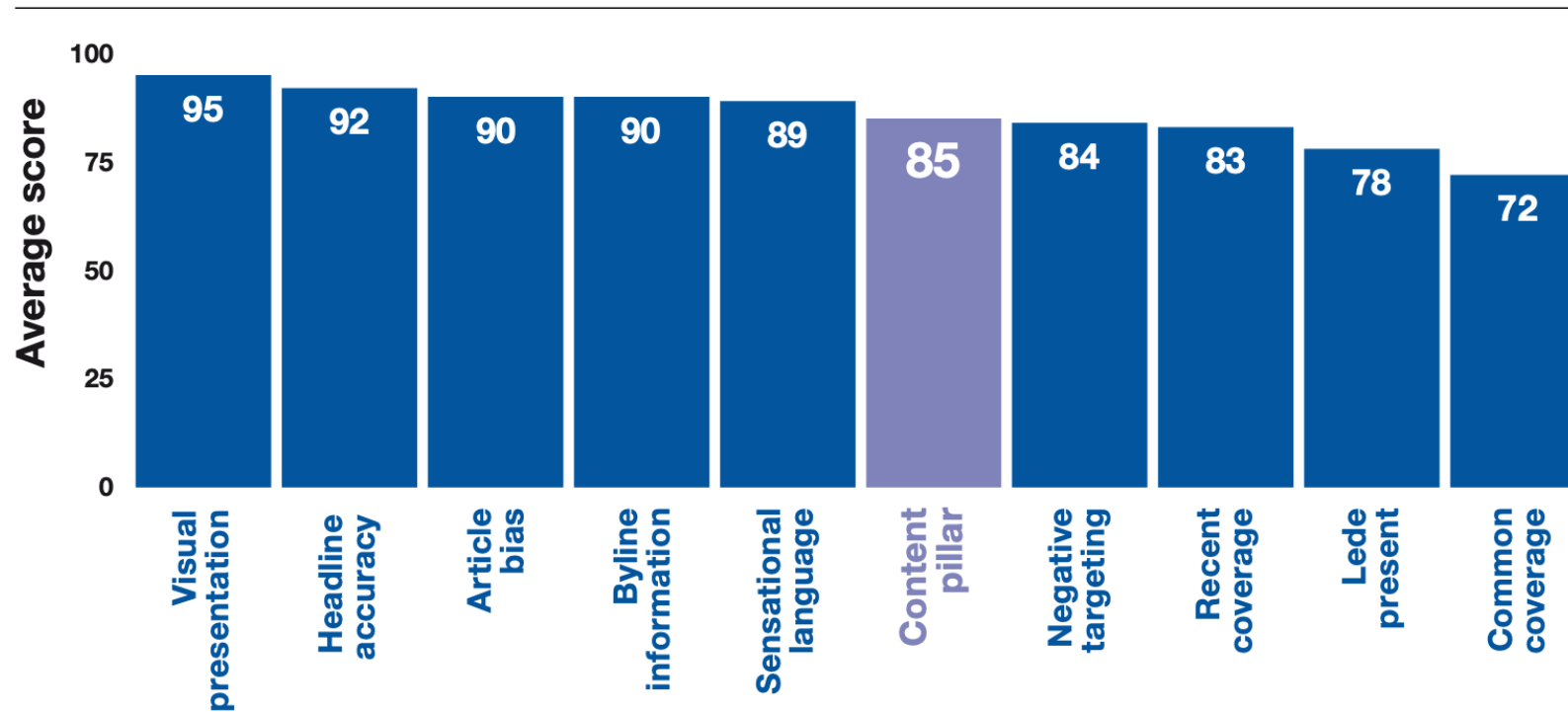
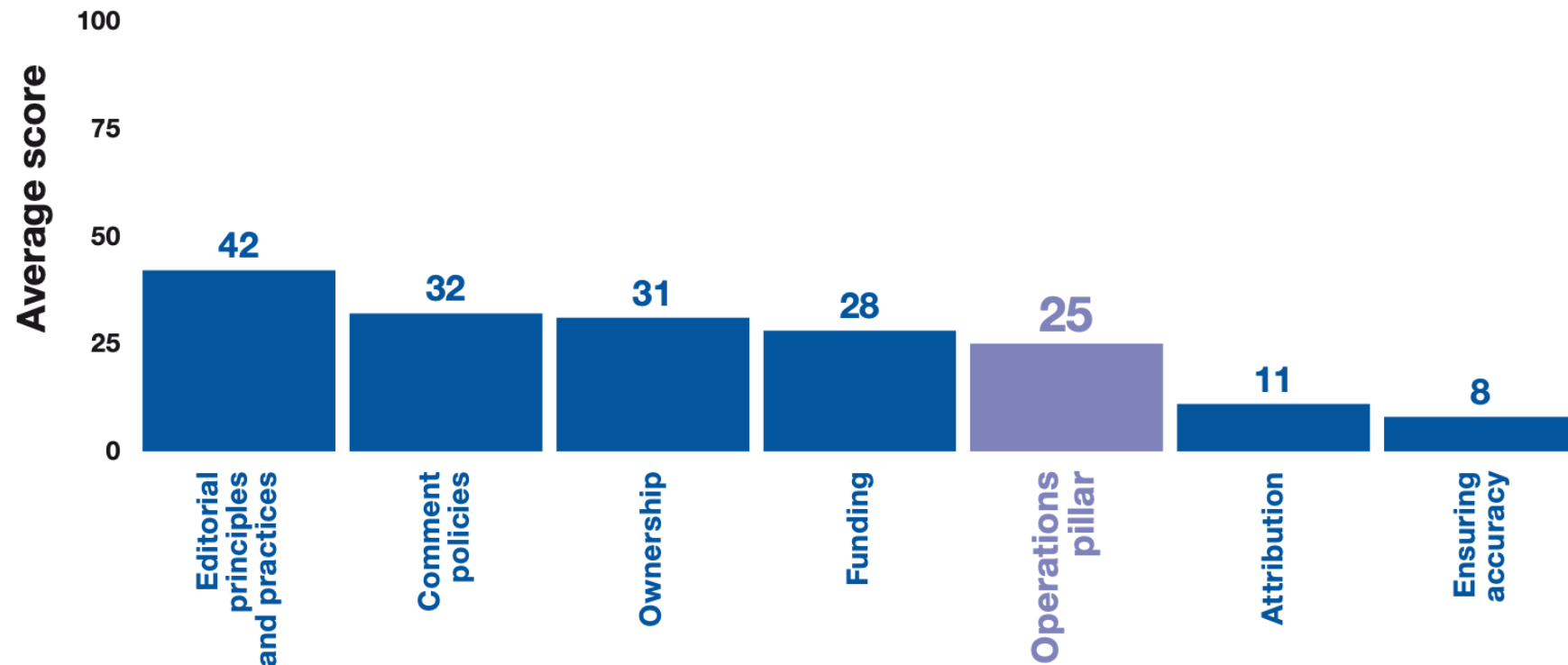*Source: Global Disinformation Index*

Content

Figure 5. Content pillar scores by site

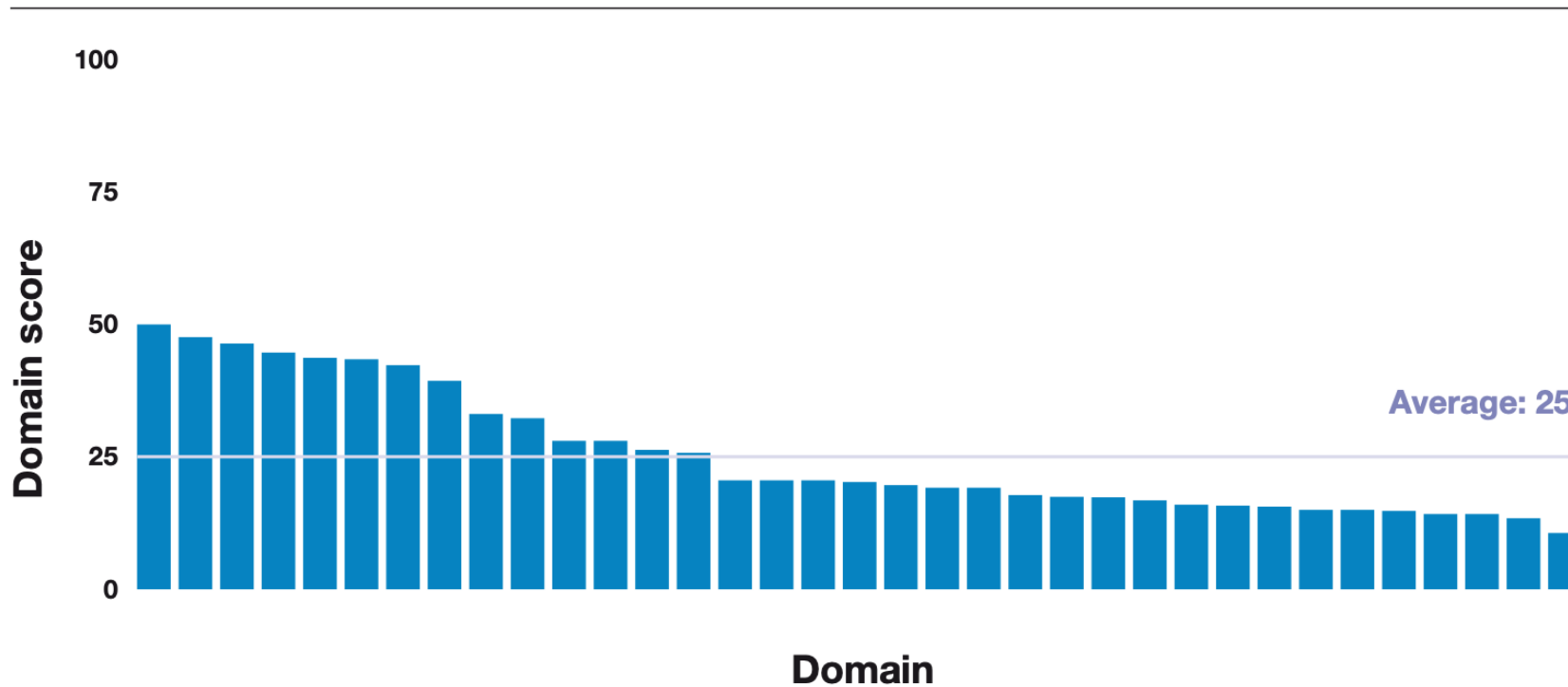Source: Global Disinformation Index

Operations

Figure 6. Average Operations pillar scores by indicator

Source: Global Disinformation Index

Operations

Figure 7. Operations pillar scores by site

Source: Global Disinformation Index

Findings

- ***Because of the disparity between the sites' scores in the Content and Operations pillars, the opportunity for improving disinformation risk ratings lies in establishing and publishing policies that ensure the editorial integrity of news sites.***
  - To address low scores on *Attribution*, news sites should set and publish policies regarding articles' sources and bylines.
  - To improve scores on *Ensuring accuracy*, news sites must set and publish policies for pre-publication fact-checking and post-publication error correction.
  - To improve risk ratings in terms of *Funding* and *Ownership* transparency, news sites must disclose their sources of funding and revenue, as well as the persons and/or legal entities that own and manage their organisations.

Salamat gid!