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Readers' Confidence for Newspapers Published in Turkey**

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Trust Problematic in Print Media: A Study on Newspaper Readers' Confidence for Newspapers Published in Turkey

ABSTRACT

In this study, a research was conducted on the problem of trust in the public in face of newspapers that have experienced a decrease in circulation in Turkey in recent years. Political and ideological conflicts that arose as a result of some events organized by foreign-oriented international forces in Turkey have become mass and reflected in the media. These ideological conflicts of opinion, which led to polarization, have also led to a diversification in the media. Printed media, which presents the content of ideas in the most concrete way within the media, has been influenced by polarization and has become a medium that propagates the ideology they belong to instead of objective publishing. This transformation has led to a decrease in confidence in newspapers. Another important reason for the trust problem faced by newspapers is the fact that newspapers go from patronage, which is rooted in journalism, to the control and ownership of businessmen, and rather than acting like a journalist while managing the newspapers, these businessmen tend to behave like a businessman. One of the dramatic declines in total circulation of newspapers published in Turkey has been "the question of trust in the press". In this study, a descriptive analysis of the trust problem in the print press in Turkey as of 2019 was conducted. The first part of the research includes pre-academic and sectoral studies on the print press, while in the second part, a questionnaire was applied on issues of trust on newspapers, newspaper reading habits, most widely read newspapers and newspaper sections, the most widely read pages of newspapers. In the conclusion section of the study, data was obtained related to the fact that the confidence in the print media in Turkey was very low and that this adversely affected newspaper circulations.

Keywords: Journalism, Trust, Trust in the Press, Turkey, Turkish Media

Introduction: Mass Communication

Communication is the process of transferring information, thoughts, and attitudes between people using certain tools. Individuals tell each other about events, phenomena or changes in society through communication. In the community life created by individuals in this process, it also means transferring attitudes, judgments, and feelings to the other side (Kırık, 2017: 232).

Communication is a system that forms the basis of the social structure and ensures the regular functioning of the organizational and managerial structure. In order for this structure to function in an orderly manner, messages must be fully understood by senders and recipients. Therefore, communication is the art of receiving and sending understandable messages (Karaca, 2016: 628).

In communication, a consensus is established between the sender and the recipient regarding a particular issue or situation. In this context, in order for the communication process to occur, the presence of a sender who initiates the process, a message that continues the process, and a recipient who completes the process are all required. In summary, communication consists of encoding and targeting the message by source, receiving the message by the recipient and providing feedback on the message (Timuroğlu and Balkaya, 2016: 93).

In order for effective communication to occur, the target must react by understanding the message in the process that flows from source to target. The fact that the target reacts positively or negatively according to the assessment of the message is an indication of whether the recipient understands clearly what is intended to be expressed in the message (Ertürk, 2016: 208).

In summary, in order to talk about communication, there must be a source, target, communication channel, feedback about the message itself and the message. In this way, however, it can be checked whether the desired effect is formed by the source.

The mass is a social group consisting of a large number of individuals coming together. There are individuals who come together in the masses regardless of language, religion, race, gender, regardless of any occupation, culture and living conditions. The coming together of individuals instills in them a kind of collective spirit. The characteristics of the mass can come to the fore, not the personalities of individuals in the audience. The masses take a stand together to fulfill common social desires without discriminating against their personal characteristics, such as gender, ethnicity or class (Karaçor and Bulduklu, 2019: 38).

Here, mass communication also serves as a message transfer to the masses coming together for a common purpose. In other words, mass communication is the sending of messages in a way that affects a large number of people through mass media. In mass communication, messages from a particular source are sent one-way to the target audience.

Mass media refer to technologies used as a channel for a small group of people to communicate with more people. Mass communication, which was introduced in the 1920s as a concept and was thought to have three forms including newspaper, radio, and film at that time, is a structure that has changed its form today without a fundamental change, only with the introduction of new

technologies into our lives. Today, when it comes to mass communication, Print (Printed Press), Broadcasting (Radio and Television) and Cinema (Films and Documentaries) come to mind (Işık, 2012: 33).

In the 1920s, mass media referred not only to the number of people reached but also to the anonymity consumed by viewers. Nevertheless, one-way and anonymity have become a form of communication that has become valid under today's conditions. With the spread of the Internet and social media today, even traditional mass communication has evolved into interactive communication away from anonymity, which refers to new (alternative) media (Özçetin, 2018: 46).

Mass media are forms of conveying mass communication that can be defined as the dissemination of messages to a wide, fast and continuously wide and varied way to the audience. Technically, any means that can deliver any message and information to a large number of people in a very short period of time are expressed as mass communication. This message and information, which reaches a large number of people in a short time, can be news, entertainment, advertising or public service announcements (Çambay, 2016: 238).

Typical media types traditionally used in mass communication are television, radio, newspapers, billboards, magazines, cinema films that attract the crowd, concerts, performances, and events. In line with technological developments, the Internet, social media, mobile tools, and email have also evolved into mass media (Kırık, 2017: 235).

Reaching a large number of people in a short time is particularly valuable in society, politics, and trade, and this process is controlled by companies. The mass media uses professionals to design, produce, promote and present communication products specifically to attract the attention of large audiences (Güven, 2017: 180).

It is possible to list the characteristics of mass communication as follows (Aziz & Dicle, 2017):

- Since communication in mass communication is usually one-way, the audience has limited the ability to react instantly.
- It makes it possible to communicate with a large number of people, groups or masses at the same time with different means of communication.
- The target group does not show a homogeneous structure.
- Individuals within the target audience often do not know each other. They do not have to recognize it. The person who sent the message does not recognize the people they are sending messages to. They do not have to recognize it.
- In line with the nature of mass media, messages are easily accessible to the vast majority of the public.
- Through mass media, the same message is delivered to everyone in the audience at the same time without any distinction.
- There are the continuity and regularity of messages sent in mass media.
- There is a public quality in mass communication. Anyone with a means of communication can get that message.
- Mass media have a credible impact on societies.

Effects of Mass Media Tools

As mass communication became more widespread, the effects of mass media on individuals and masses began to be examined. Because mass media is one of the most important forces of modern social life. Mass media can enable individuals and audiences to learn about a subject, as well as deflect existing information, change their beliefs, and even cause them to learn and believe in false information. From this point of view, mass media have undeniable effects on the lives of individuals and masses (Karaçor and Bulduklu, 2019: 68).

The effect of the mass media is the real force of the message emitted through mass communication. The person who is exposed to the message emitted from the mass media or who voluntarily receives the message is characterized by strengthening or alteration of the content of the message (DeFleur and DeFleur, 2016: 26).

The effect of the mass media is a measurable effect. Whether this media message has an impact on any viewer depends on many factors, including the demographic characteristics and psychological characteristics of the viewer. These effects can be positive or negative. It can also be sudden or gradual, short or long-term (Valkenburg, Peter, and Walther, 2016: 323).

Mass media tools perform certain tasks on societies and masses. With these tasks they perform, these tools have an impact on society and the masses. First of all, the main task of mass media is journalism. It is possible to bring the developments in the world and the country to a wide audience with the task of reporting mass media. However, it is important that these reports are presented as neutral and realistic (Çavuşoğlu and Pekkaya, 2015: 95).

Another task of mass media is to create public opinion so that the interest of the masses on various political and social issues of interest to society is drawn to a point. The effects of mass media tools include putting pressure on issues that concern society as a whole, enlightening the community on issues that will have negative consequences in the future (Karaca, 2016: 632).

Mass media also enable the masses to participate and control political processes (Demir, 2015: 153). The more the community is familiar with managerial practices, the more it can control administrative processes. However, it has hardly been seen throughout history that mass media remained neutral about the participation of the masses in the political process. In every society, the rulers manipulated the media politically for their own purposes. They will probably keep doing this manipulation.

In terms of today's mass media, watching TV, being online on the Internet or having social media accounts mean being involved in the mass communication process. Especially in case of approving features such as browsing history and the use of cookies on the Internet, people are not only included mass communication, but also in mass media studies (Güz, Kocabai, and Yanık, 2018: 3).

Simply, mass media research is an examination of the magnitude of reaching an audience through any mass media tolls and what effect has been created on the masses. Mass media studies are frequently conducted for television and the

Internet. For newspapers and magazines, circulation information is an important outlet for mass media studies (Balci, 2015: 52).

Mass media research generally reveals which mass media produces better results for advertising, determining what effects the types of publications have especially on children and adolescents, and political communication for reasons such as determining how much the masses are affected by propaganda (Özçetin, 2010: 18).

When used for businesses, mass media research is important because it helps businesses find out what kind of advertising works. Businesses focus on conversions through mass media research to make more sales, the number of people who monitor or read mass media and then turn into customers. Reports obtained through mass media research are important because they help the business decide whether a particular form of advertising is worth it financially (Elden, 2013: 498).

Newspaper as a Mass Communication Tool

The newspaper is defined in the Turkish Language Association's Dictionary of Current Turkish as "*publication published daily or at certain time intervals, with or without comment, to give news and information on politics, economy, culture and other issues*" (TDK, 2019).

Newspapers that start to exist in social life with the invention of the printing press are a product of people's need to communicate. Newspapers that have had a place in public life for nearly 400 years originally appeared solely in Europe for the purpose of reporting outside news. In particular, the market conditions and the need for traders trading with the outside world to learn about social and political events and wars between countries led to the spread of the newspaper. In the following period, the newspaper became widespread with the need to learn not only national but also international news (Tokgöz, 2015: 31).

Since the second half of the 19th century, the newspaper has gone from being a product for the elite to being a product for the masses. Mass newspapers, a product of the understanding of reporting for all segments of society, focused on city news from the 19th century onwards. However, issues such as cost and over sales pressure created a problem of tabloidization. Tabloidization has been a tool for attracting public attention in terms of newspapers for 200 years (Tokgöz, 2015: 65).

By the 20th century, journalism has massed in the sense known today. In this process, the two great world wars in the first half of the 20th century and the aim of politicizing the masses and spreading ideologies play a major role. During this period, the worldwide understanding of autocratic management prevailed, pressures and controls on newspapers also enabled the use of newspapers as a mass media. In the second half of the 20th century, after the war, magazines were seen as a result of the pressure to give interesting news due to the influence of capitalism as the dominant ideology of the world (Taş, 2012: 75).

By the 21st century, print newspapers began to bleed. With the spread of the Internet, the emergence of Internet journalism as a new kind of journalism has reduced interest in the printed newspaper. With concepts such as social media journalism and citizen journalism, the popularity of newspapers has decreased, and in Turkey, first radical (then completely closed) and then printed newspapers, such as Habertürk, have been replaced by the Internet newspapers.

Although newspapers have lost their old popularity due to the presence of other mass media that have a great impact on society such as Internet, television, and radio, there are advantages of newspapers such as quality of written news details, being able to include the opinions of experts, being able to hide as printed material, meeting the reader's mass communication needs in leisure time (Cangöz, 2016: 115).

Today, newspapers can process all kinds of information and news together. They include information on all subjects such as economics, culture, art, politics, entertainment, foreign news. However, newspapers can be classified according to their content, distribution area, publication frequency, and size. For example, there are only newspapers that publish with political content, as well as newspapers with only sports or magazines only. The most important reason for this situation is the claim to satisfy the needs of readers with different interests. For example, someone who is interested in sports and is not interested in political news might want to read only sports newspapers. Similarly, for someone who is interested in financial, economic and stock market news and is not interested in the magazine, economic newspapers will be important (Elden, 2013: 231).

Another classification is that newspapers can be local, regional or national. Local newspapers can only deliver news from a particular surrounding area to their readers, while national newspapers may include news that concerns the entire nation.

Newspapers may be daily or weekly depending on the frequency of publication. Daily newspapers are often printed in the morning prints and sold only on that day, while weekly newspapers can be printed on a certain day of the week and sold during the week.

Finally, newspapers can be classified according to their physical size. Depending on the physical dimensions, newspapers can also be divided into tabloid and classical dimensions. The tabloid size is 5-6 columns wide, shorter than the classic length, easy to read, but usually, this size is preferred by the tabloid press. Classic size newspapers are 8 columns wide and approximately 60x40 cm in size at international standard (Elden, 2013: 237).

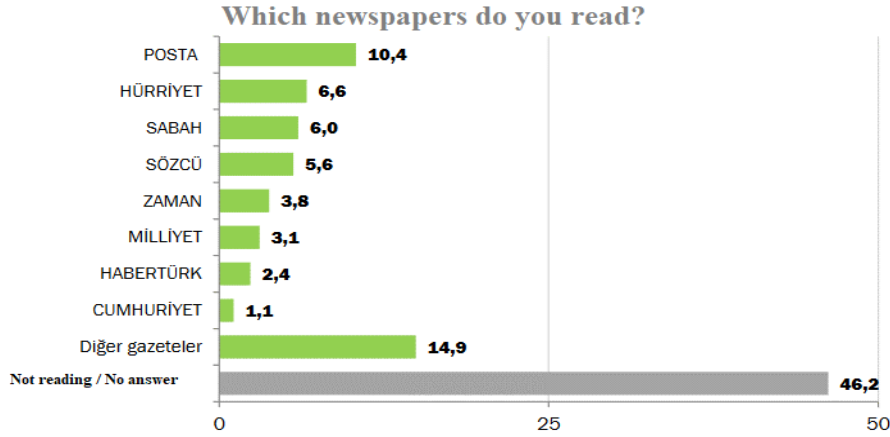
Studies Conducted on Newspaper Reading Habits

Sectoral Studies

Within the scope of mass media studies, both sectoral and academic research estimations are frequently carried out for newspaper reading habits. In this area, in the report of the research, "The Effect of Mass Media Tools" conducted by Konda

through face-to-face interviews with 2621 people in 149 neighborhoods and villages in 113 districts of 30 cities in April, 2014; findings were presented regarding effects of all mass media in general and the effects of the newspaper in particular.

Figure 1. Newspaper Preferences

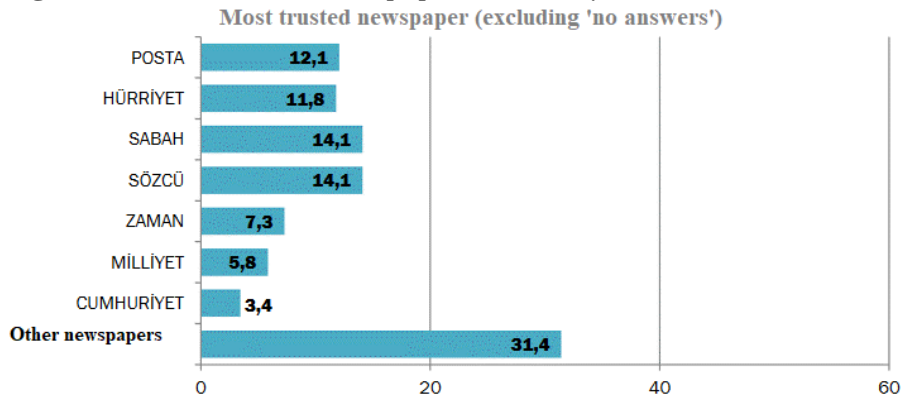


Source: (KONDA, 2014).

Accordingly, although nearly half of the interviewees stated that they did not read newspaper, 10.6% of the participants said they read the Posta newspaper. In the study, which showed that two major mainstream newspapers such as Hürriyet and Sabah were less preferred than Posta, the 5.6% share of the Sözcü newspapers was noted.

In this study, preference sequencing was made about newspapers as well as confidence rankings were made. When those who did not answer the question are removed, it can be seen that the most trusted newspapers are the Sözcü and the Sabah newspapers. In terms of revealing the polarization in Turkish society, it was important to find out that Sözcü, positioning itself as anti-government in the context of editorial policy, and Sabah, positioning itself as pro-government, were considered equally reliable.

Figure 2. Most Reliable Newspapers in Turkey



Source: (KONDA, 2014)

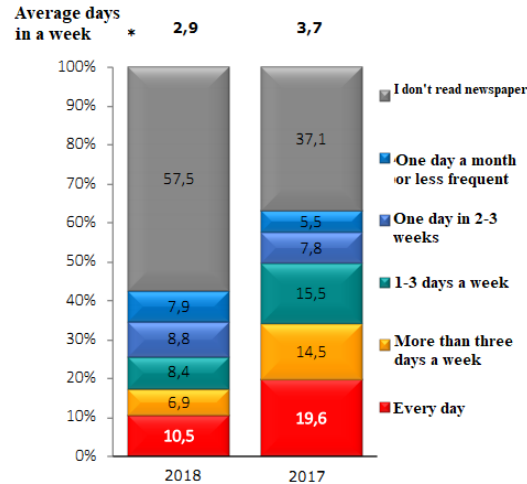
The same research company’s 2018 report “Lifestyle: What Has Changed in the Last 10 Years?” revealed that the proportion of newspaper readers to those who did not read decreased from 61% to 26% (KONDA, 2018).

The report titled “Citizenship in Turkey and the World” prepared within the scope of the International Social Field Studies Program (ISSP) also included findings on the newspaper reading habits of Turkish citizens. According to the study, 20% of Turkish citizens read newspapers every day, and 16% of them read 3-4 times a week (WEB, 2015).

Another research on newspaper reading and journalism was prepared by the CHP to present it to the party leadership as a policy note. The report published under the name “Politics Note of the Desertianing Media of Authoritarian Turkey”, found that interest in newspapers that were uniformized and turned into one-dimensional pool media was decreasing day by day. Accordingly, the number of those who never read newspapers increased by 20% compared to the previous year. The most concrete indicator of this indifference is that the average number of newspaper circulation in 2013 has dropped from 6.29 million to 4.27 million by the end of 2017. In other words, newspaper circulation has decreased by one-third (CHP, 2019).

One of the most recent researches, including reading newspapers, was published by CTRS (Center for Turkish Studies) in January 2019 under the title "Turkish Social-Political Trends Survey - 2018". Accordingly, in 2017, the average newspaper reading day was 3.7 days per week, while in 2018 the average weekly newspaper reading day fell to 2.9. The proportion of those reporting that they did not read newspapers increased from 37.1% to 57.5%. The proportion of those reporting that they read newspapers every day decreased from 19.6% in 2017 to 10.5% in 2018.

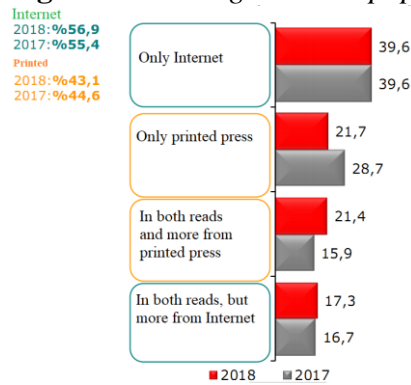
Figure 3. *Frequency of Reading Newspaper in Turkey*



Source: (CTRS, 2019)

CTRS’s research also investigated the subject of reading newspaper in print or on-line; it was revealed that the percentage of those reporting in 2017 that they read newspapers only in print fell from 28.7% to 21.7% in 2018.

Figure 4. Reading the Newspaper In Print or On-line

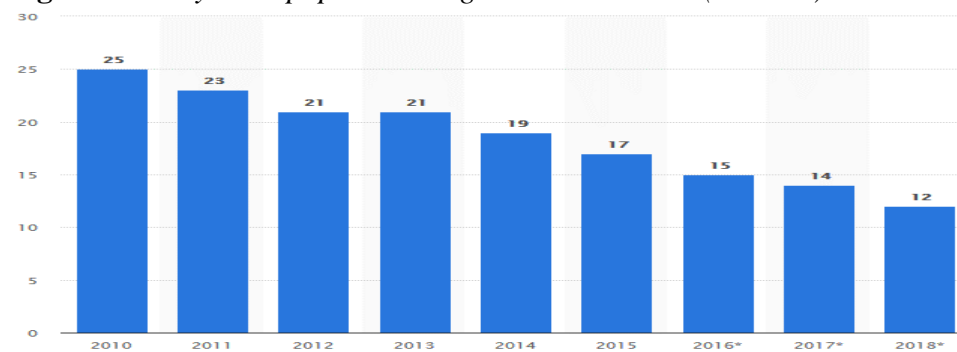


Source: (CTRS, 2019)

Similar studies are frequently conducted abroad. For example, a study conducted by the University of San Diego in the United States found that only 2% of young people in universities read newspapers on a daily basis, while a 1990 study by the same university revealed that one-third (33%) of young people read newspapers on a regular basis. So the habit of reading newspapers regularly among young people in the USA has declined dramatically (WEB, 2018).

According to data by Statista, one of the world's leading statistical organizations, reported that daily newspaper reading time in the United States decreased from 25 minutes in 2010 to 12 minutes in 2018.

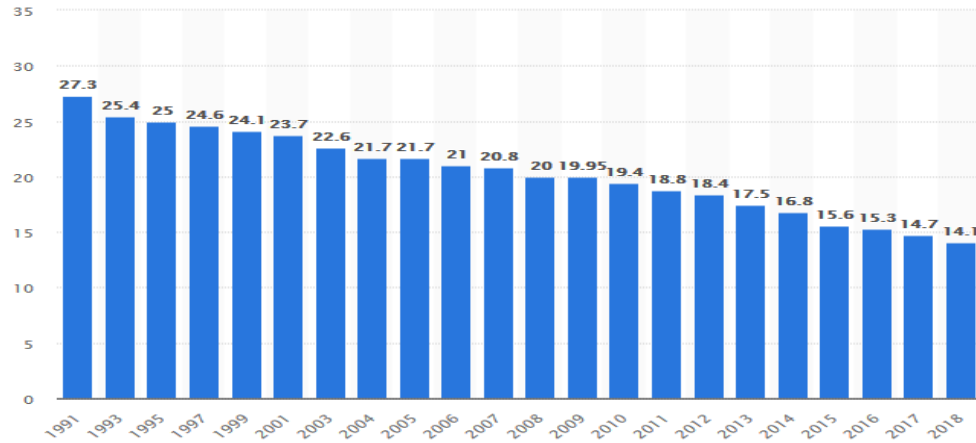
Figure 5. Daily Newspaper Reading Time in the USA (minutes)



Source: (Statista, 2018)

When the circulation of newspapers in Germany was examined, it was seen that the total circulation decreased from 27.3 million units in 1991 to 14.1 million units as of 2018. Therefore, newspaper circulation in Germany has decreased by almost half in 27 years.

Figure 6. *Newspaper Circulations in Germany*



Source: (Statista, 2019).

All these data and research shows that reading newspapers is losing popularity both in our country and around the world. The circulation of printed newspapers succumbing to the spirit of time decreases with each passing year, and reading rates decrease with each passing year. Internet journalism seems to have worn down print journalism.

Academic Studies

Academic studies are also found in national and international literature regarding newspaper reading habits. In this part of the study, research essays on newspaper reading habits from Turkey in national and world literature will be included.

Academic Studies Conducted in Turkish Literature

Yeşil (2015) examined university students' reading habits for local newspapers in Konya. Considering the findings of the research obtained by applying survey technique to 373 undergraduate students at Necmettin Erbakan University through field research, it was observed that university's youth followed up local press at a very low level. One of the important findings of the study is that young people follow the developments in the region where they live more from local TV channels and the Internet more than local newspapers.

Çakır, Güllü, Kaçur and Tanyeri (2009) carried out their studies aimed at evaluating local newspapers in Kayseri by readers and determining the habits of reading newspapers in Kayseri. The findings of the study, which was conducted with a total of 1000 people, showed that 31.4% of the participants read local newspapers every day. According to the participants, local newspapers are preferred to reflect local problems, while the scarcity of pages and design affect the choice.

Yıldırım-Becerikli (2013) conducted a qualitative research evaluating the use of new communication technologies in terms of intergenerational communication

through the older age group. The findings of the study showed that participants in the older age group rarely use the Internet to read newspapers, but continue their reading habits through reading newspapers.

Güveli (2008) examined the habits of reading newspapers in rural areas. According to the findings of the study, newspaper reading was measured as low in rural areas. One of the main reasons for the participants not to read the newspaper is that they do not have access to the newspaper. Newspapers were not sold in the villages included in the study. Those who read newspapers in the villages reach the newspapers from outside.

Bayram (2008) conducted a study on the reading motivations and satisfaction of newspaper readers. The findings of the research, which was carried out with a total of 925 participants in Eskisehir, showed that the newspaper was mostly read for the purposes of obtaining information, entertainment, leisure time and self-realization.

Balci, Akar and Ayhan (2010) also examined the habits and motivations of reading newspapers during election periods in Konya. In the Local Elections of March 29, 2009, people's newspaper reading habits and motivations were examined. According to data from 948 participants living in Konya city centre; 4 motivations were identified that were effective in people's newspaper readings. These are in order of importance; guidance, leisure time assessment-escape, search for information-convenience and fun-relaxation. In the study, age, monthly income, daily television viewing time, frequency of weekly newspaper readings and motivations to read newspapers were determined as variables affecting newspaper reading time during election periods.

Ateş (2013) with a total of 4996 students aged 15 years in Turkey, examined the effect of access to computer technology facilities on reading habits in general. The findings of the study showed that having computer technologies significantly reduces reading newspapers.

Sepetçi and Mencet (2017) examined the media usage habits of Mediterranean University students. The findings of the study, conducted with 2113 university students, revealed that university students mainly preferred the mainstream newspapers (Hürriyet, Milliyet, Posta) and, secondarily, sports newspapers such as Fanatik and Fotospor.

International Academic Studies

Kumar, Singh and Siddiqui (2011) examined the newspaper reading habits of university students in India. The findings of the study, conducted with a total of 341 Indian university students, showed that only 3.25% of Indian university students preferred in Urdu language, and the rest preferred Hindi newspapers. In addition, it was observed that 67.57% of students read English newspapers. 60% of Indian university students spend 1-2 hours a day in the newspaper. In contrast, Indian students were found to prefer the most tabloid news.

Channaptna and Awari examined the newspaper reading habits of graduate students in India. The findings of the study, conducted with a total of 98 graduate students, showed that 65% of the participants read the newspaper in dormitories,

the same proportion read less than 1 hour of newspapers per day, and 45% of the participants indicated that they purchased newspapers. The most widely read parts of the newspapers are the education and sports pages.

A similar study was conducted by Bangladeshi graduate students (2013). The findings of the study showed that Bangladeshi graduate students read the most foreign news departments of newspapers and preferred to obtain them from universities library for printed newspapers.

A study on newspaper reading habits of private university students was conducted by Majumder and Hasan (2013). Findings from the study showed that 51.5% of Bangladeshi private university students read newspapers for less than 1 hour a day. In addition, one third of the participants buy the newspaper themselves, and one third read the “newspaper they find”.

Onovughe conducted a study with 266 university students in which he associated Nigerien students’ newspaper reading habits with computer ownership. The findings of the study suggest that participating university students enjoy reading newspapers, that Internet usage consists of activities that do not affect their academic performance, and that their access to the Internet does not affect their newspapers reading habits.

The Study of University Students’ Trust in the Written Press

In this part of the study, the findings of a study on trust in the written press among students living in Turkey and studying in universities will be included.

Objective of the Research

Year 2002 was an important turning point in Turkey’s social and political life, and many institutions and social structures have undergone profound changes. From this transformation, the media also received its share, a media and a print press called "pool media" which continue homophonic and pro-government publications. In this study, the players of Turkey’s future job market are trying to present the views of university students about the current state of the media and to describe whether university students have confidence in the press.

Research Population and Sample

The universe of this study constitutes of all students studying at a university in Turkey. The sample consists of 2100 university students who studied at 16 universities in Istanbul, Turkey, selected by simple random sampling.

Due to the confidentiality of the research and the rights to use the brands of educational institutions, the names of universities were kept secret in the research findings. The research was conducted by questionnaire between April 1 and May 30, 2019 in Istanbul, Turkey. For the purpose of research, 12 multiple choice questions related to newspaper reading habits by the researcher, as well as 22 5-type Likert type statements were included about university students’ confidence in

the press. The following scale was used in the interpretation of descriptive statistics.

- 1.00-1.80: Very Low
- 1.81-2.60: Low
- 2.61-3.40: Moderate
- 3.41-4.20: High
- 4.21-5.00: Very High

The factor structure of the scale was tried to be determined by applying factor analysis to the scale first. For this purpose, the KMO Sampling Adequacy Criterion was first considered. The criterion in question is measure of the suitability of the scale to factor analysis. As a result of the analysis, it was seen that the KMO value of Trust in the Press was 0.966. That fact that corresponding value is higher than 0.600 and Bartlett Globality Test is statistically significant ($p < 0.05$) is an indicator of sample effectivity and availability of data to factor analysis (Gürbüz and Şahin, 2016).

After the KMO analysis, factor analysis of the scale approved for factor analysis was started. As a result of factor analysis, it was observed that the scale consisted of 3 factors and these 3 factors could explain 55.43% of the variance of Trust in the Press.

Reliability analysis was applied to the scale determined in factor structure with the help of factor analysis. Cronbach's Alpha reliability coefficient was used in reliability analysis. The corresponding coefficient was valued between 0 and 1, and the reliability of the scale increases as it approaches to 1. Accordingly, Cronbach's Alpha coefficient of Trust in the Press was found as 0.888. The reliability coefficients of sub-dimensions were found as 0.856 for Printed Press; as 0.799 for Monophony; and as 0.815 for Freedom. Accordingly, the results obtained from the scale yielded very reliable results. Table 1 shows the results of factor and reliability analyses of the statements applied in the survey.

Table 1. *Factor and Reliability Analysis*

	Printed	Monophony	Freedom
B21	0.864		
B18	0.854		
B22	0.838		
B4	0.834		
B1	0.826		
B15	0.694		
B17	0.653		
B12	0.633		
B9	0.555		
B7		0.916	
B13		0.908	
B5		0.861	
B6		0.839	
B16		0.789	

B14		0.785	
B8		0.722	
B11		0.711	
B10		0.580	
B2			0.829
B19			0.886
B20			0.855
B3			0.615
KMO	0.966		
Bartlett Globality Test	$\chi^2 = 6971.82$		p=0.000
Explained Variance: 55.429			
Cronbach	0.856	0.799	0.815
Trust in the Press Cronbach	0.888		
B1. There is no pressure on the press in Turkey.			
B2. I think the press in Turkey is free.			
B3. I trust that the press in Turkey is giving right news.			
B4. Imprisoned journalists are agents, not journalists.			
B5. The media has monopolized.			
B6. The distribution of newspapers has become monopolized.			
B7. It does not bother me that the media is monophonic.			
B8. The newspapers are deliberately manipulating the news.			
B9. I think opposing newspapers and journalists are silenced.			
B10. I think some media outlets are supported by the state.			
B11. I think the time allotted to the opposition in the media is fair.			
B12. The penalties imposed by The RTUK are fair.			
B13. I do not believe newspapers do black propaganda.			
B14. I think the papers are deflecting the facts.			
B15. I think broadcast bans are necessary.			
B16. The concept of state secrets is being abused.			
B17. Newspapers are forced to implement self-censorship.			
B18. There is censorship in the media.			
B19. I think the government in the newspaper can be easily criticized			
B20. I think the president can be easily criticized in the newspaper.			
B21. It is the right practice to have the Press Card issued by the Presidency.			
B22. It is normal for opposition media outlets to be denied accreditation.			

Normality analysis was used to determine which type of analyses to be applied to the scale whose factor structure was determined and whose reliability was confirmed. If the data meets the assumption of normality, parametric analysis does not meet the assumption of normality, nonparametric analyses are used. As a result of the normality analysis, it was decided to apply parametric analyses to the data as it was seen that the sub-dimensions of Pressure, Freedom and Monophony met the assumption of normality ($p > 0.05$).

Table 2. Normality Analysis

		Printed	Freedom	Monophony
N		2100	2100	2100
Normality Parameters	Average	3.2698	1.8929	3.4762
	St. Deviation	0.30342	0.95056	0.36362
Extreme Differences	Absolute	0.113	0.207	0.124
	Positive	0.084	0.207	0.083
	Negative	-0.113	-0.174	-0.124
Test Statistics		0.113	0.207	0.124
P		.200	.200	.200

Findings Obtained in the Study: Personal Characteristics and Findings on Newspaper Reading Habits

47.6% of the participants, all under the age of 25, were male and 52.4% were female. 27.62% of the participants stated that they read newspapers frequently per month, while 23.3% stated that they read newspapers 2-3 days a week. Participants usually read newspapers at noon (32.9%); 28.6% of them read newspapers in the morning; 24.3% of them read newspapers in the evening; and 19% of them read newspapers at night. The majority of respondents read newspaper at home (71.9%), while 90% said they bought it themselves or someone from the house. More than half of the participants said they threw out the newspaper after reading it (66.2%).

Table 3. Habits of Reading Newspaper in Turkey

Gender	n	%	Newspaper Reading Place	n	%
Male	100	47.6	At Home	1511	71.9
Female	110	52.4	Workplace	89	4.3
Frequency of reading newspaper	n	%	At Café	408	19.5
Daily	110	5.2	Park/Outside	92	4.3
2-3 Days per Week	490	23.3	Access to the Newspaper	n	%
Once a week	410	19.5	Comes to the Workplace	210	10.0
Once a month	410	19.5	I or someone from home buy	1890	90.0
Less frequent	580	27.6	What Do You Do to The Paper After Reading It?	n	%
Time of reading newspaper	n	%	I throw away	1390	66.2
Sabah	600	28.6	I'll give it to someone else	470	22.4
Noon	690	32.9	I keep newspapers	171	8.1
Evening	510	24.3	I cut the parts I like and keep them.	69	3.3
Night	400	19.0	Total	2100	100.0

University students who participated in the study were asked which newspapers they followed by being given the freedom to respond more than once. Therefore, the total number of replies is greater than the total numbers of

participants. While 55.7% of the participants did not answer this question, the most followed newspaper among the respondents was Posta with 19.5% and Sözcü with 15.3%.

Table 4. *Most Followed Newspapers in Turkey*

	%
Sabah	14.6
Hürriyet	12.2
Milliyet	10.8
Posta	19.5
Türkiye	5.9
Sözcü	15.3
Cumhuriyet	9.4
Takvim	7.7
Yeni Akit	4.5
Total	100.0
Unanswered	55.7
Answered	44.3
Total	100.0

Participants were given the freedom to give more than one answer and were asked why they read the newspaper. Therefore, the total number of replies is greater than the total numbers of participants. Accordingly, participants read the newspaper mostly for sports news (22.0%), columnists (19.2%) and economic news (17.3%).

Table 5. *Reasons of Newspaper Reading*

	n	%
For sports news	560	22.0
For columnists	490	19.2
For economy news	440	17.3
For information	340	13.3
To solve puzzles	310	12.2
To be informed	260	10.2
To see other lives	150	5.9
Total	2550	100.0

Participants were asked which pages of newspapers they read and were given the freedom to give multiple answers. Therefore, the total number of replies is greater than the total numbers of participants. Accordingly, participants read the newspaper mostly for sports news (15.4%), magazine news (14.6%) and columnists (13.5%).

Table 6. *Newspaper's Read Pages*

	n	%
Sports page	560	15.4
Magazine page	530	14.6
Columnists	490	13.5
Economy pages	440	12.1
First Page	340	9.4
Cultural art pages	330	9.1
Puzzle section	310	8.5
Last Page	280	7.7
Politics pages	180	5.0
Third page news	170	4.7
Total	3630	100.0

Findings on Press Freedom

Descriptive statistics of the participants' views on the statements on the Press Trust scale are shown in Table 6. Accordingly, the most positive opinion by the participants was the 7th expression "It bothers me that the media is monophony (average 4.2857 and standard deviation 1.10195)," and the most negative statement was the 2nd expression "I think the press in Turkey is free (average 1.5238 and standard deviation 0.67954)". Opinions on sub-dimensions of the Press Trust scale appear to be "moderate"; Press Freedom is "low" and Monophony is "high".

Table 7. *Descriptive Statistics*

	Average	St. Deviation
B7	4.2857	1.10195
B10	4.1905	1.20909
B1	4.1905	0.92839
B18	4.0476	1.11697
B4	3.8095	0.98077
B9	3.7619	1.37495
B14	3.7143	0.90238
B5	3.6190	1.16087
B13	3.6190	0.97346
B6	3.4762	1.16701
B17	3.4286	0.87014
B8	3.3810	1.24403
B15	3.1429	1.23635
B16	3.0476	1.11697
B21	2.5238	1.36452
B12	2.3333	1.15470
B3	2.3333	1.15470
B22	2.1905	0.98077
B11	2.0952	1.09109
B19	1.9048	1.33809
B20	1.8095	1.32737

B2	1.5238	0.67964
Printed	3.2698	0.30342
Freedom	1.8929	0.95056
Monophony	3.4762	0.36362

Variability of Trust in the Press by Gender

Independent sample t test was used to determine whether the sub-dimensions of the Press Trust scale varied by gender. As a result of the analysis, opinions on Printed Press ($p=0.043<0.05$) and Monophony ($p=0.019<0.05$), among sub-dimensions of the Press Trust scale varied by gender. Accordingly, men think that there is more pressure on the press than women and that the press is monophony.

Table 8. *Variability of Sub-dimensions of Trust in the Press as per Gender*

	X	SS	t	p
<i>Printed Press</i>				
Male	3.3444	0.1772	1.114	0.043
Female	3.2020	0.3811		
<i>Freedom</i>				
Male	2.0000	0.7546	0.483	0.635
Female	1.7955	1.1282		
<i>Monophony</i>				
Male	3.5500	0.3446	0.882	0.019
Female	3.4091	0.3836		

Variability of Trust in the Press as per Newspaper Reading Habits

ANOVA analysis was used to determine whether the opinions of the participants regarding sub-dimensions of the media confidence scale varied according to the frequency of newspaper readings. As a result of the analysis, it was observed that participants' opinions on dimensions of Printed Press ($p=0.026<0.05$) and Monophony ($p=0.024<0.05$) varied according to frequency of reading newspaper. As a result of Tukey analysis to determine the source of this difference, those who say that they read newspapers 2-3 days a week indicate that there is more pressure on the press than those who read it once a month. In addition, those who say that they read newspapers frequently a month think that media is monophonic more than those who say they read newspapers every day.

Table 9. *Variability of sub-dimensions of Trust in the Press as per Newspaper Reading Habits*

		X	SS	F	P
Printed Press	Daily	3.11	0.31765	4.260	0.026
	2-3 Days per Week	3.47	0.28760		<u>Difference</u>
	Once a week	3.19	0.27778		2-4
	Once a month	3.06	0.43033		
	Less frequent	3.32	0.21687		
	Total	3.27	0.30342		
Freedom	Daily	1.00	0.76157	0.780	0.554

	2-3 Days per Week	2.10	1.20675		
	Once a week	2.25	1.24164		
	Once a month	1.31	0.37500		
	Less frequent	2.00	0.84163		
	Total	1.89	0.95056		
Monophony	Daily	2.63	0.32718	3.757	0.024
	2-3 Days per Week	3.48	0.20540		<u>Difference</u>
	Once a week	3.25	0.27003		1-5
	Once a month	3.53	0.38696		
	Less frequent	3.70	0.29631		
	Total	3.48	0.36362		

Conclusion

This study was carried out to examine the confidence of university students in the press in particular newspapers, one of the oldest mass media tools. In the study, which was conducted with a total of 2100 university students, questions about the participants' newspaper reading habits and their trust in the press were asked.

Trust in the press is determined to consist of three sub-dimensions: Oppression, Monophony and Freedom.

It is striking that only 5.2% read newspapers every day. In addition, another striking finding is that the participants threw out the newspaper after reading it.

When the newspapers followed by the university students with bright tomorrows of Turkey are examined, it is seen that Posta, Sözcü and Sabah newspapers come to the fore. Posta newspaper attracts attention with its magazine contents, while Sabah and Sözcü newspapers are newspapers with editorial policy that represent two diametrically opposed views. This shows that the polarization in our society also exists among university students.

Participants expressed their follow-up to the newspaper for sports news and columnists. In connection with this, the most widely read pages of newspapers are the sports page. However, the multitude of people who read the magazine page is also noticeable.

When the opinions of the participants on the expressions on the scale of trust in the press are examined, it is seen that the fact that the media is one voice disturbs the participants. In addition, participants do not think that the press in Turkey is free. Accordingly, the pressure on the press in Turkey is moderate, press freedom is low and monophony is high.

Statistical analysis was examined, and it was observed that men were more pressured by the press than women and thought they were monophonic. Another finding from the study is that as the frequency of reading newspapers increases, pressure on newspapers increases, and as the frequency of reading newspapers decreases, the media is monophonic.

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