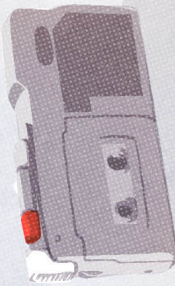
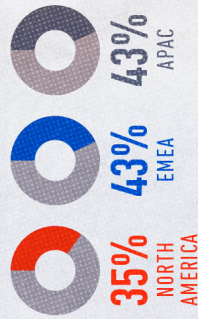
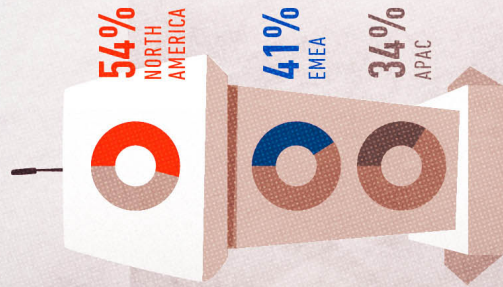


THE CURRENT POLITICAL CLIMATE has

changed the way more than half of reporters in North America have reported stories in the last 12 months.



Reporters globally believe that better reporting (41%) and collaborating with social media platforms (24%) is

NECESSARY TO TRUMP FAKE NEWS.

Globally, traditional media [52%] is the **MOST TRUSTED NEWS SOURCE.**



Globally, social media [25%], polarized media coverage [14%] and confirmation bias [14%] contributed the most to

THE RISE OF FAKE NEWS.

