

## **Appendix**

**Adam, Silke; Urman, Aleksandra; Arlt, Dorothee; Gil-Lopez Teresa, Makhortykh, Mykola and Maier, Michaela (2022). “Media Trust and the COVID-19 Pandemic: An Analysis of Short-Term Trust Changes, Their Ideological Drivers and Consequences in Switzerland. Communication Research.**

### **Appendix A1. Population under study and sampling procedure.**

The population under study was Internet-using German-speaking Swiss nationals between the ages of 18 and 75 (eligible to vote). The sampling frame used to reach this population was provided by three market research companies: DemoSCOPE, Dynata, and GapFish. These three panel providers meet ESOMAR standards and maintain extensive online access panels composed of self-recruited as well as company-recruited individuals. To select the study sample, we used quotas representative of the German-speaking Swiss citizen adult population for gender and age (interlocked) and education. Participants were invited via email and in-platform notifications (Dynata and GapFish only).

**Appendix A2. Comparison between sample (w1) and population demographics.**

	Sample survey w1 (n = 1297)	Population quota (ref.)
Variable	%	%
Age		
18-34	30	27.11
35-54	34.4	36.15
55-75	35.6	36.74
Gender (female)	46.6 **	50.71
Education	***	
Low	3.5	13.9
Medium	54.4	49.4
High	42	36.7

Sig. codes \*\*\* p < .001, \*\* p < .01, \* p < .05.

## Appendix B. Question wording (English translations)

### *Gender (w1 only)*

You are...

- Male
- Female
- Other

### *Age (w1 only)*

How old are you?

\_\_\_\_\_ years old

### *Education (w1 only)*

What is your highest completed education or school?

- No completed education
- Still a student
- Obligatory school
- Completed apprenticeship 2–4 years (Federal Certificate of Competence EFZ, Federal Professional Certificate EBA)
- Diploma from a commercial (middle) school or specialized secondary school (FMS, formerly Diplommittelschule DMS)
- High school, vocational or specialized high school diploma
- Final diploma from a university, technical college or teacher training college
- Completion of higher professional education (federal professional certificates, federal professional examinations, higher technical college)
- Other, please indicate: [open text query]
- No answer

### *Media trust*

How much do you trust political information from the following sources?

- |  | do not<br>trust at all | mostly do<br>not trust | partially<br>trust | mostly<br>trust | trust<br>completely | do not<br>know |
|--|------------------------|------------------------|--------------------|-----------------|---------------------|----------------|
| from newspapers and<br>magazines                         |                        |                        |                    |                 |                     |                |
| from television (Service<br>Public; e.g., SRF)           |                        |                        |                    |                 |                     |                |
| from television (private<br>providers; e.g., 3+, RTL)    |                        |                        |                    |                 |                     |                |
| from the radio (Service<br>Public, e.g., SRF)            |                        |                        |                    |                 |                     |                |
| from the radio (private<br>provider; e.g., Radio Energy) |                        |                        |                    |                 |                     |                |
| from blogs or from<br>independent commentators?          |                        |                        |                    |                 |                     |                |
| from social networks (e.g.,<br>Twitter, Facebook)        |                        |                        |                    |                 |                     |                |

from messaging apps (e.g.,  
WhatsApp, Facebook  
Messenger)  
from video portals (e.g.,  
YouTube)

*Media use for political information*

The following question is about your political use of information in recent weeks. What sources of information have you used to learn about politics – whether on the Internet or elsewhere? How often have you learned about politics...

	never	rarely	several times per month	several times per week	daily	do not know
from newspapers and magazines						
from television (Service Public; e.g., SRF)						
from television (private providers; e.g., 3+, RTL)						
from the radio (Service Public; e.g., SRF)						
from the radio (private provider; e.g., Radio Energy)						
from blogs or from independent commentators?						

*Social media use for political information*

Now please think about social media and messaging services. In the past few weeks, how often have you learned about politics...

	never	rarely	several times per month	several times per week	daily	do not know/use this platform	do not know
...on Facebook?							
...on Twitter?							
...on YouTube?							
...on Instagram?							
...on Reddit?							
...on WhatsApp?							

*Political trust*

Now think about politics in Switzerland, and let us know the extent to which you agree with the following statements.

In most cases...

	disagree completely	disagree	partly agree	agree	agree completely	do not know
...one can trust politics						
...politics is doing the right thing.						
...politics cares about the citizens.						

\*\* Disclaimer: We now that the translation “Politik” into “politics” is not perfect. Yet in German the items are perfectly normal.

### *Populist attitudes*

The following statements deal with politicians and citizens. Please indicate for each statement the extent to which it applies from your perspective.

	does not apply at all	does not apply	partially applies	applies	fully applies	do not know
The members of parliament lose contact with the citizens quite quickly.						
The differences between citizens and the so-called elite are greater than those between citizens.						
Politicians talk too much and act too little.						
The citizens should have the last word on the most important political issues by means of a referendum.						
The citizens should always be asked when important decisions are made.						
The citizens and not the politicians should make the most important political decisions.						
The citizens all pull together.						
The citizens are united by a good and honest character.						
The citizens share common values and interests.						

### *Propensity to vote for a political party*

There are a number of political parties in Switzerland. Each of them would like to get your vote. For each of the following parties, please indicate how likely it is that you will ever vote for that party.

	very unlikely	rather unlikely	50/50	rather likely	very likely	do not know
SVP						
SP						
FDP						
GPS						
CVP						
Glp						
Other						

*Willingness to follow Covid-19 regulations*

How do you deal with the requirements of the Federal Council to combat the Covid-19 crisis?

	does not apply at all	does not apply	partially applies	applies	fully applies	do not know
I stay home and only run essential errands outside the home.						
I do not meet with friends, acquaintances, and family members who do not live with me.						
I wear a mask when I can't keep a minimum distance.						
I comply with the distance requirement of 1.5 meters.						

### *Appendix C. Media trust scale factor loadings*

Extraction Method: Principal Component Analysis. Rotation Method: Oblimin with Kaiser

Normalization.

	Component	
	1	2
Media trust – newspapers and magazines	.786	.080
Media trust – public TV (e.g., SRF)	.883	-.063
Media trust – private TV (e.g., RTL)	.650	.339
Media trust – public radio (e.g., SRF)	.873	.017
Media trust – private radio (e.g., Radio Energy)	.690	.380
Media trust – blogs and independent commentators	.138	.672
Media trust – social media (e.g., Facebook, Twitter)	.089	.818
Media trust - messengers (e.g., Whatsapp, Facebook Messenger)	.097	.814
Media trust – video portals (e.g., Youtube)	.061	.805

#### Appendix D. Populist attitudes scale factor loadings

Item	loading
The members of parliament lose contact with the citizens quite quickly.	.577
The differences between citizens and the so-called elite are greater than those between citizens.	.628
Politicians talk too much and act too little.	.577
The citizens should have the last word on the most important political issues by means of a referendum.	.679
The citizens should always be asked when important decisions are made.	.657
The citizens and not the politicians should make the most important political decisions.	.681
The citizens all pull together.	.491
The citizens are united by a good and honest character.	.536
The citizens share common values and interests.	.506

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N = 786



**Appendix E: Descriptive statistics for change scores, Traditional Media and Non-Traditional Media.**

	Mean	Range	Standard deviation
Change score Traditional media (w2-w1)	-0.08	Min: -2.80 Max: 2.20	0.62
Change score Non- traditional media (w2-w1)	-0.12	Min: -3.25 Max: 3.00	0.68

**Appendix F. Relationship between the differences in trust in traditional and non-traditional media.**

