

RESEARCH

How We Are Informed Now: The Shift from Traditional to Digital Media

Veynuus research, in preparation.

WHAT THIS DOCUMENT COVERS

- 01 What legacy media still does**
The study asks what reach, funding and credibility radio, television and print retain, rather than assuming that their decline is total or that the shift has finished.
- 02 Where audiences actually are**
A line of inquiry into how far Facebook, TikTok, Telegram and WhatsApp have become primary sources of news, for whom, and what that has done to the communities around them.
- 03 How rumour moves and what it costs**
The paper examines the spread of unverified information during elections, crises and conflict, and the consequences for communities that act on what they read and share.
- 04 Who controls the narrative**
An inquiry into media ownership, the use of digital platforms by political actors, and what concentration means for editorial independence and public accountability.
- 05 What people trust, and why**
The study asks which sources communities find credible and what that implies for professional standards, editorial independence and media literacy work.
- 06 The numbers the study will not use**
Platform reach figures for the region circulate widely without traceable sourcing. Where a figure cannot be defended, the paper intends to describe the pattern and leave it unquantified.

STATUS

This document is in preparation. Veynuus publishes research only once the underlying fieldwork, data and review are complete, so no findings are presented here. This file records the scope and intent of the work and will be replaced by the full publication on release.

To be notified when this document is published, or to discuss the work behind it, write to contact@veynuus.com.

