

# STUDY HIGHLIGHTS: NEW INSIGHTS ON AI, TRUST, JOURNALISM, AND INTERNAL COMMUNICATION

*AUTHOR: MICHELLE WLOKA, MANAGING EDITOR*

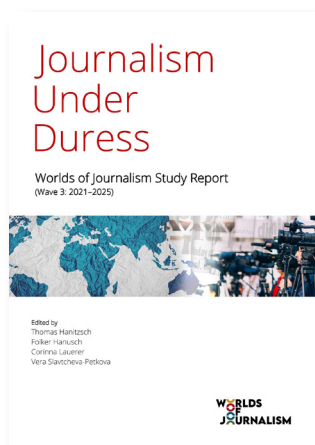
# STUDY HIGHLIGHTS: NEW INSIGHTS ON AI, TRUST, JOURNALISM, AND INTERNAL COMMUNICATION

AUTHOR: MICHELLE WLOKA, MANAGING EDITOR



© AdobeStock | Nijat

New research from the fields of corporate communication, media, journalism, and technology sheds light on how organizations, audiences, and industries are adapting to digital transformation. The following reports track the developments in AI adoption, media markets, public trust, and workplace communication. Together, they offer a cross-disciplinary view of today's communication landscape.



**Read the full report:** Hanitzsch, T., Hanusch, F., Lauerer, C., & Slavtcheva-Petkova, V. (Eds.) (2025). *Journalism under duress: Worlds of journalism study report (Wave 3: 2021-2025)*. Munich: WJS Center. <https://doi.org/10.5282/ubm/epub.128812>

## JOURNALISM & MEDIA

### Journalism under duress: worlds of journalism study report

The *Worlds of Journalism Study* explores how journalists around the world navigate risk, uncertainty, and transformation in today's media landscape. The study includes responses from over 32,000 journalists in 75 countries. The research reveals:

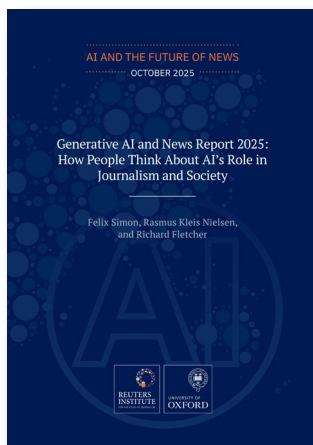
- > Journalists, particularly in the Global South, face mounting psychological and digital threats – including intimidation and pervasive surveillance – which contribute to widespread self-censorship.
- > The profession places the highest value on accountability and watchdog functions, emphasizing fact-checking and scrutiny of those in power. In authoritarian or transitional contexts, however, journalists frequently adopt collaborative and interventionist approaches.
- > There is a shift in journalistic epistemologies: Many professionals now acknowledge that complete objectivity is unattainable and that facts are context-dependent. Nevertheless, verification and transparency remain central values.
- > Although traditional media still play a vital role, technology and social media have transformed newsrooms by speeding up production and expanding distribution.

## The European media industry outlook

The second edition of the *European Media Industry Outlook*, published by the European Union, is based on independent research conducted in 2024 and 2025. The report examines consumer and industry trends across audiovisual media, video games and extended reality (XR), and news media, focusing on market revenues, investment, technology adoption, AI usage, and skills gaps.

- > The **EU audiovisual sector** remains the world's second-largest market, yet it faces strong competition from video-sharing platforms and non-European streaming services. While European content production is substantial, audience reach remains limited.
- > The **EU video games and XR industries** hold a relatively small share of the global market and rely heavily on non-European technologies and distribution platforms. The sector is highly fragmented, with numerous developers but comparatively few publishers. XR technologies show growth potential, especially in high-end hardware and immersive media, though small European actors struggle to scale.
- > **European news media** continue to face declining traditional revenues and growing competition from digital platforms and AI-generated content. Social media attracts expanding audiences, particularly among younger users, yet traditional outlets remain trusted. Many news organizations are adapting by expanding their online presence, integrating AI tools, and exploring alternative revenue streams. Local and small-scale media remain most vulnerable.

**Read the full report:** European Commission: Directorate-General for Communications Networks, Content and Technology (2025). The European media industry outlook – September 2025. Publications Office of the European Union. <https://data.europa.eu/doi/10.2759/0606593>



## Generative AI and news report 2025: How people think about AI's role in journalism and society

The *2025 Reuters Institute Report* is based on nationally representative YouGov surveys of approximately 2,000 people in six countries: Argentina, Denmark, France, Japan, the United Kingdom, and the United States. The study examines public awareness of, use of, and attitudes toward generative AI in society and the news industry.

- > The findings show that searching for information is now the leading use of AI, with weekly usage increasing to 24% – more than doubling since last year – and surpassing media creation. More specialized uses, such as news consumption, remain low at 6%.
- > Engagement with AI-generated search results is mixed: Only one-third of respondents consistently click through to source links, while 28% rarely or never do. However, younger users are more likely to engage further.
- > Trust in AI outputs is moderate, at 50%. Speed, convenience, and information aggregation are cited as reasons for confidence. However, a significant “comfort gap” exists between AI- and human-led news: Only 12% are comfortable with fully AI-generated news, compared to 62% for entirely human-produced content. Acceptance increases when humans supervise or guide AI.
- > Opinions about AI's role in journalism are mixed. While respondents recognize potential benefits, such as lower production costs and faster updates, they remain concerned about reduced transparency and trustworthiness. Only a third believe that journalists routinely verify AI outputs before publication.

**Read the full report:** Simon, F., Kleis Nielsen, R., & Fletcher, R. (2025). *Generative AI and news report 2025: How people think about AI's role in journalism and society*. Reuters Institute for the Study of Journalism. <https://doi.org/10.60625/risj-5bjv-yt69>

## News integrity in AI assistants

The BBC and the European Broadcasting Union (EBU) conducted one of the largest cross-market evaluations of how AI assistants handle news and current affairs. The study involved 22 public service media organizations from 18 countries and covered 14 languages. The 2025 report assessed the accuracy and reliability of AI-generated responses from tools such as ChatGPT, Copilot, Perplexity, and Gemini.

The results show partial improvement but persistent flaws. Although the percentage of responses with significant errors decreased, nearly half of all AI-generated responses across markets still contained errors, primarily related to sourcing. Gemini had the highest error rate, with sourcing issues in 72% of its outputs. Despite these shortcomings, public trust in AI assistants remains high. Over one-third of UK adults say they fully trust AI summaries, a figure that rises to nearly half among younger users. The report also notes a growing concern that “answer-first” AI experiences may divert audiences away from trusted publishers, further challenging the visibility of reliable journalism.

**Read the full report:** Archer, P., & de Tender, J.P. (2025). News integrity in AI assistants. An international PSM study. European Broadcasting Union. <https://www.ebu.ch/research/open/report/news-integrity-in-ai-assistants>

# COMMUNICATIONS

## 2025 International Employee Communication Impact Study

The *2025 International Employee Communication Impact Study*, conducted by YouGov and Staffbase, examined how employees in Australia, Austria, Germany, Switzerland, the United Kingdom, and the United States experienced internal communication during periods of change, crisis, and uncertainty. The study collected 3,574 responses from a variety of industries and focused on employee experience, the impact of communication, change communication, crisis communication, and leadership communication.

The findings reveal that internal communication remains challenging for many employees. Only 9% of non-desk workers report being very satisfied with communication, while 38% rate its quality as “only fair” or “poor.” Direct supervisors emerged as the most trusted source of information across all employee groups, highlighting the importance of frontline leadership in communication strategies.

The study also shows that digital tools, particularly employee apps, can significantly improve change and crisis communication when used as primary channels. Clear leadership communication is strongly associated with employee satisfaction. Those who report receiving very clear leadership messages are three times more likely to be satisfied in their roles than those who perceive communication as unclear.

**Read the full report:** Scherber, P., & Grover, R. (2025). 2025 international employee communication impact study. Staffbase. <https://staffbase.com/blog/employee-communication-impact-study-2025>



**Read the full report:** Tench, R., Moreno, A., Romenti, S., Buhmann, A., Laborde, A., & Zerfass, A. (2025). European Communication Monitor 2025/26. EUPRERA. <https://communicationmonitor.eu>

## European Communication Monitor 2025/26

The 2025/26 edition of the *European Communication Monitor*, the world's longest-running and largest academic study of corporate communications, surveyed 30 chief communications officers from 300 of Europe's largest companies. The report focuses on strategic communication challenges through the lens of intergenerational diversity and highlights three critical areas:

- > **Values-based corporate positioning:** Values are increasingly viewed as “living constructs” rather than static mission statements. Values-based positioning is becoming a critical tool for maintaining trust and cohesion across generational divides. CCOs emphasize the need to align internal and external narratives, adopt flexible messaging frameworks, practice continuous listening, and leverage generational diversity.
- > **Strategic talent management:** Attracting and retaining high-potential communicators, particularly Millennials and Gen Z, remains a central challenge. Effective talent management goes beyond recruitment to focus on inclusive cultures, cross-functional experiences, personalized career paths, and hybrid profiles combining creativity and business acumen. Leadership strategies need to link communication roles to measurable business outcomes and position internal talent as a competitive advantage.
- > **Coaching as a leadership imperative:** Coaching has emerged as a core leadership philosophy, not just a performance tool. CCOs serve as strategic coaches for teams, peers, and executives, fostering cross-generational learning, innovation, and organizational resilience. Success factors include long-term coaching strategies, situational and adaptive approaches, peer and reverse coaching, alignment with corporate values, and robust evaluation metrics that demonstrate impact.

---

## The impact of generative relations and communications

The Purposeful Relations' white paper summarizes research on the impact of AI on reputation and visibility, identifying 12 strategic imperatives for communication leaders. The report emphasizes that AI language models now influence public perception and demand content that is optimized for discoverability and authority. Both earned and owned media remain critical, and content must be accurate and optimized for AI readability. Engaging with online communities, proactively managing crises, and communicating transparently and credibly are essential. The framework for safeguarding influence and credibility in a rapidly evolving AI landscape includes monitoring AI outputs, integrating reputation management across corporate functions, and maintaining adaptable strategies independent of specific platforms.

**Read the full report:** Bruce, S., & Bailey, T. (2025). The impact of generative relations and communications. Purposeful Relations Ltd. <https://purposefulrelations.com/GEO-Report-2025>

## TECHNOLOGY & DIGITALIZATION

### How people around the world view AI

The Pew Research Center's report examines public attitudes towards AI in 25 countries, based on surveys of 36,961 adults. It reveals that – although awareness of AI is high worldwide – public opinion remains divided. In many countries, people express both excitement and concern about AI's increasing presence. While respondents recognize its potential to drive innovation, enhance services, and empower individuals, widespread apprehension persists regarding job displacement, privacy risks, bias, and potential impacts on creativity and decision-making.

Trust in regulation varies notably across regions and institutions. While most people express moderate confidence in their own government's ability to manage AI, many trust the European Union. Trust in the United States or China, however, is generally lower. There are clear differences between countries: Citizens in emerging economies tend to be more optimistic and open to adopting AI, whereas those in advanced economies are more cautious and skeptical.

**Read the full report:** Poushter, J., Fagan, M., & Corichi, M. (2025). How people around the world view AI. Pew Research Center. <https://www.pewresearch.org/global/2025/10/15/how-people-around-the-world-view-ai>

---

### The state of AI in 2025

The *2025 McKinsey Global Survey on AI* gathered insights from almost 2,000 participants spanning diverse industries, company sizes, and professional roles across 105 countries. Three years after the emergence of generative AI, almost nine in ten organizations report using AI in some capacity; however, full integration remains limited. Most companies are still experimenting with or piloting AI, with deployment of agents concentrated in IT and knowledge management for tasks such as automated service desks and research support. The highest adoption rates are found in technology, media, telecommunications, and healthcare, while the most common measurable financial benefits are found in marketing, sales, strategy, corporate finance, and product development.

Organizations that use AI to drive growth and innovation, rather than just efficiency, tend to achieve broader outcomes, including increased revenue, improved customer satisfaction, greater competitiveness and higher profitability. Success is closely tied to agile, enterprise-wide processes that support rapid deployment and adaptability. The impact on the workforce is mixed: While AI has not yet led to widespread job losses, many companies anticipate changes in the year ahead and are continuing to hire for AI-related roles. There is an increasing focus on risk management, particularly with regard to privacy, regulatory compliance, and reputational issues, although AI inaccuracy remains the most frequently reported negative consequence.

**Read the full report:** Singla, A., Sukharevsky, A., Yee, L., Chui, M., Hall, B., & Balakrishnan, T. (2025). The state of AI in 2025. Agents, innovation, and transformation. QuantumBlack, AI by McKinsey. <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

## Digital Trust Index – understanding how digital experiences affect consumer trust

The 2025 THALES Digital Trust Index reveals a worldwide erosion of confidence in digital services. The study, based on responses from over 14,000 consumers in 14 countries, reveals that no sector exceeds a 50% trust rating. Only banking, insurance, and government institutions have maintained stable levels of trust. Consumers are increasingly responsible for managing digital trust, including navigating consent forms, protecting their data, and monitoring for breaches. Meanwhile, brands are lagging in transparency and accountability. The primary reason for abandoning a brand is excessive data requests, closely followed by poor online support. Notably, only 3% of respondents trust news media organizations with their personal data.

**Read the full report:** THALES (2025). 2025 Thales Digital Trust Index. <https://cpl.thalesgroup.com/digital-trust-index>

## AUTHOR



**DR. MICHELLE WLOKA** is managing editor of Corporate Communication Review and a research fellow at Leipzig University, Germany. Her research focuses on how developments in adjacent fields, such as management, media, psychology, and technology, affect the discipline of corporate communication. Email: [editor@corpcommreview.com](mailto:editor@corpcommreview.com)