

PhD Gordana Vilović, associate professor
Faculty of Political Science, University of Zagreb, Republic of Croatia

PhD Dunja Majstorović, external associate
Faculty of Political Science, University of Zagreb, Republic of Croatia

The credibility of the Croatian Media and the Profession in the Eyes of Students of Journalism

Abstract: The paper includes a survey conducted on a convenient (available) sample of first and third year journalism students of the Faculty of Political Science, University of Applied Sciences VERN and University Sjever (North). The aim of the study was to determine which media students prefer to use for acquiring information as well as their views on the state of the media and journalism in Croatia today.

The research hypotheses were partly confirmed. The majority of students (87%), as expected, use news websites as their primary source of information. However, the hypothesis which assumed they frequently leave comments on social networks and news websites has been disproved.

Students do not have a good opinion of state of journalism or media in Croatia (confirmation of the third hypothesis). They find them to be average and it is interesting to notice that not even the reputation of certain columnists/commentators works to increase media credibility since most respondents do not find names of the article authors to be important.

Key words: *credibility, media, habits of students of journalism*