

## **ABSTRACT**

The aim of this academic work is to prove or disprove the existence of a regression relationship between trust in the news information shared on Facebook and the independent variables, which are the credibility of Facebook as a platform, the credibility of Facebook as a medium, the credibility of the message and the socio-demographic data of the respondents. In case regression relationships are proven to exist, the paper also aims to investigate the strength of the influence of the independent variables on the dependent variable. This relationship was explored using factor and regression analysis, both for the data of all respondents and secondarily for the data of respondents over 35 years old, since the largest representation on Facebook is of people aged 30 and over. The analysis for the data of all respondents showed that trust in Facebook news is influenced by Facebook's credibility as a platform, the credibility of the message, and the highest educational attainment. Trust increases with increasing credibility of Facebook as a platform and credibility of the message, whereas trust decreases with increasing level of highest educational attainment. The analysis for the data of respondents aged 35 years and older also showed the influence of these three variables, but beyond these, in this sample of respondents, trust in news shared on Facebook is also influenced by the political stance on the left/right political spectrum, such that the more right-leaning the respondent, the higher the trust in Facebook news.