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**THE CREDIBILITY OF THE NEWS ON SOCIAL  
NETWORKING SITES AMONG  
JORDANIAN JOURNALISTS**



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## Abstrak

Laman rangkaian sosial (SNS) telah menjadi sumber utama berita dalam kalangan wartawan dalam proses mendapatkan maklumat dan menerbitkan berita dan artikel. Justeru, kredibiliti sesuatu berita yang diterbitkan di SNS menjadi topik utama untuk dikaji berikutan wartawan menghadapi persaingan dengan masyarakat dalam penyebaran berita. Kesahihan maklumat di SNS adalah dipertikaikan. Fokus kajian ini adalah untuk mengenalpasti konsep kredibiliti dan kredibiliti piawaian utama yang perlu digunapakai dalam penerbitan sesuatu berita. Kajian ini juga mengkaji hubungan antara faktor-faktor tradisional dalam media, penerimaan terhadap penggunaan teknologi, saluran interaktif, kualiti sumber berita, pendedahan kepada SNS, dan kandungan dengan kredibiliti sesuatu berita. Soal selidik telah diedarkan kepada 375 orang responden daripada 1042 orang wartawan yang berdaftar dengan Persatuan Akhbar Jordan (JPA) dengan menggunakan pensampelan rawak mudah. Data kajian dianalisis dengan menggunakan Partial Least Squares-Structural Equation Modeling (PLS-SEM) untuk mengesahkan hubungan antara pembolehubah. Dapatan daripada kajian ini menyokong sebahagian besar hubungan hipotesis yang dikemukakan dalam model kajian. Faktor-faktor yang digunakan dalam media tradisional, seperti etikaewartawanan, peraturan dan undang-undang bagi polisi editorial menunjukkan hubungan yang positif dengan kredibiliti berita yang disiarkan di SNS untuk mengekalkan piawaian. Kebergantungan terhadap teknologi media juga memberi kesan buruk kepada kredibiliti berita. Media interaktif dan kualiti sumber berita didapati mempunyai hubungan yang positif dengan kredibiliti berita, seterusnya dapat meningkatkan kredibiliti berita apabila wartawan menjadikan SNS sebagai sumber berita. Hasil kajian memberi implikasi terhadap pengetahuan mengenai teori dalam memahami hubungan antara penggunaan SNS sebagai sumber berita dan kredibilitinya. Sumbangan praktikal kajian ini akan membantu wartawan dalam mengendalikan berita-berita di SNS, sebagai usaha untuk membentuk amalan kewartawanan yang terbaik dan memberi cadangan ke arah kajian pada masa yang akan datang.

**Kata kunci:** Laman rangkaian sosial, Kredibiliti berita, Teknologi media, Sumber berita, Wartawan

## Abstract

Social Networking Site (SNS) has become an important source of news for journalists in the process of obtaining information and publishing news and articles. Hence, the credibility of the news published on SNS is an important subject for study because journalists are competing with citizens in the dissemination of news. The validity of information on SNS is questionable. The focus of this research is identifying the concept of credibility and the prominent credibility standards that must apply in publishing of news. This study examined the relationship between traditional factors in media, acceptance to use of technology, interactive media, quality of news source, exposure to SNS, and scoop with the credibility of news. The questionnaire was distributed to 375 respondents from 1042 registered journalists in the Jordan Press Association (JPA) using simple random sampling. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to verify the relationships between the variables. The findings of the study largely support the hypothesized relationships proposed in the study model. The factors used in traditional media, such as journalism ethics, editorial policy rules and laws, demonstrates a positive association with the credibility of news published on SNS to maintain its standards. Reliance on media technology adversely affect the credibility of news. Interactive media and quality of source were found to have a positive relationship with the credibility of news, thus increasing the level of credibility when journalists use SNS as a source of news. The findings have implications for knowledge of theories in understanding the relationship between using SNS as a news source and its credibility. The practical contribution of this study will assist journalists in dealing with news on SNS, in order to develop the best journalism practices, and makes recommendation for future research directions.

**Keywords:** Social networking sites, Credibility of news, Media technology, News sources, Journalists.

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## **Publications**

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## **List of Abbreviations**

SNSs	Social Networking Sites
TF	Traditional Factors In Media
AT	Acceptance Of Technology
IM	Interactivity Media
QS	Quality Of Source
EX	Exposure To SNSs
SC	Scoop
CN	Credibility Of News
JPA	Jordan Press Association
CDFJ	Center For Defending Freedom Of Journalists
CVI	Content Validity Index
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
PLS-SEM	Partial Least Squares-Structural Equation Modeling
CR	Composite Reliability
AVE	Average Variance Extracted
GoF	Goodness Of Fit

# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

Social Networking Sites (SNSs) allow people to take part in online activities and remove barriers for online users to publish and share information at any place at any time. The fact that nature of the contemporary media hides the truth from the viewer, is an extremely difficult matter because of the flow of information, diversity and cross geographical barriers, where visas are not needed. This is the main reason behind it, but the crisis of confidence in media messages may render the efforts of the sender useless, or may lead to obtaining the opposite of what one wants from the results and objectives.

In the past few year, and more specifically with the beginning of the Arab Spring in 2010, the Arab region witnessed an extensive argument about the role that news plays on SNSs, given the series of rapid events that were experienced by the Arab region (Armbrust, 2012; Hermida, Lewis, & Zamith, 2014; Meeds, 2015). Supporters of the role of SNSs (Hampton, Goulet, Rainie, & Purcell, 2011; Mayfield, 2008; Meeds, 2015; Mourtada & Salem, 2011) argued that they were an open source for news and events in their true nature, providing the audience with multiple components and realities without falsification, while opponents and skeptics (e.g. Castillo, Mendoza, & Poblete, 2013; Mitchell, Kiley, Gottfried, & Guskin, 2013; Moody, 2011; Stroud, Scacco, Muddiman, & Curry, 2015) believe that the nature of their role, in sharp contrast, helps to spread rumors and lies because SNSs often do not explain the source of the news, and do not care about the availability of elements of credibility.

The way in which users search for information is related to individual lifestyle more so than to the quality of the information, which means that the public exposure to news on the Internet may be negative to some extent (Salim, 2010). New media is a method of thinking and has been accepted for many the news articles, topics and events. The old methods of traditional media has become insufficient and the benefits of the new media, using several new technologies, have become more attractive (Feighery, 2011) as media has expanded in practice through SNSs to make users more involved and provide excellent communicators. Recently, journalists have received as much attention as the use of SNSs (Hampton et al., 2011; Hermida, 2012; Lee, 2015; Mitchell et al., 2013). These sites, which include Facebook, Twitter, and WhatsApp are defined by their unique focus on allowing people and friends to share information with other audiences.

SNSs have become an important source for journalists to assist in the process of obtaining information for planning new press topics, in addition to the publishing of news and articles, and review comments and reactions can explain other parts of the news. From here the credibility of the new media is raised - especially SNSs – there is a sense among academic, professionals and the public and within Arab societies (Meeds, 2015; Mourtada & Salem, 2011), especially that the growing public using these networks gains information that is sometimes contradictory (Abbasi & Liu, 2013; Rosenstiel & Mitchell, 2011). Here emerges the importance of studying the factors affecting the credibility of SNSs, especially given the intense competition between traditional media and new media content in news. There is also a need to consider the networks (Facebook, Twitter, and WhatsApp) of the leading SNSs, which have increased the proportion of communication between journalists and citizens,

since these networks are a major source for reporters to get direct information about current events as they happen, as a result of the numerous advantages they enjoy.

## **1.2 Background of the Study**

SNSs are systems of networks and applications that use the Internet to create a website which is then linked through an electronic social system with other members who have the same concerns, or combined with university friends, secondary or otherwise (Mitchell et al., 2013; Sánchez-Moya & Cruz-Moya, 2015). This process is conducted through several services such as direct contact between people, sending messages and browsing personal pages for friends to see their news and some information about them (Choi, Panek, Nardis, & Toma, 2015). These networks contribute to an increased interaction and communication between users in the virtual community who are divided into groups of their own (country, university and company, amongst others).

In their study about the relationship between the credibility of the media and the audience, Heikkilä, Kunelius, and Ahva (2010) insisted that credibility for users arises from the role of the media as a part of the social fabric of the readers. The study of Bracken (2006) sought to determine the credibility of newsletters in television, and the results indicated that the credibility of news associated with social issues concerning in the daily life, and the credibility of the presenter and their ability to manage the conversation and good preparation for the topics, as well as turned out a relationship correlation between the social and educational level and to know the credibility in news bulletins. Harper (2005) has pointed to the existence of a link between credibility and the reputation of newspapers and the author of the article, and the reporter, and has also linked to the credibility and reputation of correspondents of the satellite channel and their ability to transfer events objectively and honestly. The

impact of the credibility of the news and news programs on the guiding ideas of viewers shows that the speed in transfer of important events in bulletins and news programs increases the credibility and effectiveness of events among the audience (Mehrabian, Abu Hassan, & Ali, 2009). Media is a most important part of the lives of journalists, and credibility is the cornerstone to help in the spread between the media and the public.

As for the credibility of the Internet and the impact of SNSs, some studies, including that of Azza (2006), have sought to identify the motives for the use of Facebook. The study found that the most important sources of knowledge are Facebook and friends and acquaintances, and that the motive of entertainment and leisure tops the list of motives for the use of Facebook. It also concludes that view photo albums for friends come top of the list of activities practiced by respondents on Facebook (Azza, 2006). Social interaction between people across the Facebook has led to the development of personal skills and life experiences and dealing with others, and the most important advantage of Facebook is that it makes it possible to communicate with friends and keep up with what is going on, and to identify the psychological status of one's friends

The study of Hassan (2009) focuses on the impact of networks of social relations, interactive Internet messages and satellite TV on social relationships. The study aimed to identify the nature and extent of the impact caused by the new media (satellite channels, social network sites and blogs) on the nature and form of relations social and communication within the family, in that there is a large turnout by young people on SNSs to the Internet. Facebook, YouTube and MySpace has been a favorite among respondents to communicate with friends in case of problems. Through the research,

focus is placed on the specific concept of credibility to identify a scale to measure the credibility of SNSs, and to identify the prominent credibility standards that must apply to SNSs in the publishing of news.

### **1.3 Problem Statement**

News and credibility are one of the most significant concepts theoretically. However, credibility is one of the most complex concepts and is not as well understood as it should be. Credibility means evidence regarding sincerity or news topic or opinion (Abbasi & Liu, 2013; Cassidy, 2007; Gunter, Campbell, Touri, & Gibson, 2009). Journalists around the world have understood the importance of applying SNSs and apps to their daily life, and social media has become a main part of their professional life, and journalists use these pages to publish their news and reports, and obtain instant and easy fame among followers (Goode, 2009; Greenwood, 2013). SNSs offer weaknesses for the news agency to reach more people. Increasingly, people obtain news by liking or agreeing via journalists or news organizations through Facebook or Twitter. As of 2013, 67 per cent of Internet users were able to access the news via Facebook (Mitchell et al., 2013), while the majorities of Internet users (63%) in 2016 believe that each social platform serves as a source for news about events and issues, and two-thirds of Facebook users (66%) were able to get news from SNSs (Gottfried & Shearer, 2016). The evolution of the Internet and technology has led to the spread of SNSs as a new source to obtain news and see events around the world.

The new role of SNSs as a news platform provides motivation for more action; today, users can access news and communicate with sources personally and directly, and build relationships with them (O'Sullivan, 2005; Smith, 2009; Stroud et al., 2015).

Globally, many internal and external factors have contribute to the widespread use of SNSs between journalists and media institutions in order to obtain information and news in areas of conflict, or to see the reactions on a public issue (Freedom House, 2015; Sweis & Baslan, 2013). Despite the importance of these sites in disseminating news and in communicating with other journalists, there are a number of factors that continue to affect the vision of the journalists in terms of the credibility of SNSs, and the possibility of using the information published through these sites in reports, news and investigations (Center for Defending Freedom of Journalists (CDFJ), 2015; Jordan Press Association (JPA), 2014b). Journalists in Jordan suffer as a result of this changing world every day, and the flow of information is largely through SNSs by the public. This abundance of information has made many wary of journalists based on information published on SNSs, especially as it does not enjoy a great deal of credibility, and many of the news items are anonymous (Armbrust, 2012; CDFJ, 2016; Hermida et al., 2014; Mourtada & Salem, 2014).

Previous studies have focused their attention on examining traditional factors associated with the traditional media on credibility of news in Western, developed and some developing countries (Azza, 2006; Canter, 2013; Duggan & Smith, 2013; Goode, 2009; Heikkilä et al., 2010; O'sullivan & Heinonen, 2008). These studies have reported that traditional factors associated with the traditional media have contributed to changing the way that SNSs are used and abide by the old journalistic tradition, especially among veteran journalists, and the fear of change for the new roles of the media (CDFJ, 2015; Heikkilä et al., 2012; UNESCO's, 2015). Editorial policy continues to this day in Jordan using the traditional methods in the newspapers and media institutions of access to information and the dissemination of news, forgetting the spread of SNSs among citizens and journalists, in addition to restrictions on



journalists in terms of ethics, law and pressure in how to deal with the news spread on social networking sites in order not to interfere with the editorial policy of the institution.

The attention of media organizations in Jordan to applying the traditional rules of the media was due to the use of social networking sites as platforms that may cause a risk to journalists or the media (CDFJ, 2011; JPA, 2014a; Meeds, 2015). This risk might lead to bypassing ethics, breaking the rules of editorial policy, and loss of credibility because they do not choose an effective issue or verify stories they publish or select from SNSs. This might result in journalistic "disasters" when lie stories are posted (Deuze & Yeshua, 2001).

Generally, previous studies have reported inconsistent and mixed results at best. The use of technology and interactivity in media in developing countries are developing slowly, and are changing in terms of reliance on technology in the life and work still needs time (Adeyanju, 2015; ASMR, 2015; Mourtada & Salem, 2012). Technological platforms such as SNSs have become a popular, if not indispensable tool for newsgathering in various domains (Ahmad, 2010; Cozma & Chen, 2013; Paulussen & Harder, 2014). These platforms have become part of the journalists' "technological infrastructure" through which they monitor (and imitate) both each other and each other's sources. In this respect, there is little reason to assume that the use of technology platforms and SNSs as a journalistic source will lead to an increased diversity of voices in the news and increase the degree of credibility in the news, since new voices may still find it difficult to break into the journalists' professional network or "source cycle".

Many journalists are still reliant on the news published on the Internet in building their reports (Greenwood, 2013; Hampton et al., 2011; Heikkilä et al., 2012). The Internet has encouraged journalists to change roles in the communication process, and shift news style, as well as to support people in using other news platforms to access information (Cassidy, 2007; Goode, 2009). Therefore, the exposure to social networking sites is at the moment an important element in the process of development witnessed by the media in the world and Jordan. Today, journalists cannot do without the review of events by social networking sites to learn the most prominent issues of concern to the public.

Providing information to audiences about the credibility of online content has been very beneficial and significant to them (Castillo et al., 2013; Chung, Nam, & Stefanone, 2012; Schwarz & Morris, 2011). The current study is interested in the quality of the source in SNSs, where many of the news items that circulated in these networks are not documented and are shown in the source or media organization behind them, and show a difference in the style of editing and drafting. For example, in Jordan, a large amount of news about security events and demonstrations, at the moment they occur, appears to be less credible because of the weakness in the quality of the source, and as a result of the misuse of technology and interactive media, as well as because of the need to get fame and the scoop. The news posted on social networking sites becomes a prime point used by websites news to attract readers, without verifying the source, accuracy and truth, and this has led to many social and political problems in Jordan (Hermida et al., 2014; UNESCO's, 2015).

Therefore, to assess the credibility of the news published across SNSs among the public, research on this topic must begin by studying journalists because of the

importance of the role of journalists in the preparation of news and in broadcasting it to the public. In addition, because journalists are the intermediary between the source and the reader, they are the source of industry news. Competition has become high between journalists and citizens in transferring news, which affects the work of journalists, especially insofar as many citizens rely on information posted on SNSs as truth (ASMR, 2015; Asough, 2012; JPA, 2014b), and here, the pressure on journalists increases to distinguish real information from rumors or false news (Adeyanju, 2015; CDFJ, 2015, 2016; Chung et al., 2012; Duggan, Ellison, Lampe, Lenhart, & Madden, 2015; Feighery, 2011; Johnson & Kaye, 2015; Mateus, 2015; McCollough, 2012). Many of the media organizations in Jordan (News websites, TV, Newspapers and Official pages of media organizations on SNSs) are relying on social networking sites to get news from the citizens, in particular photos and videos about the main events (CDFJ, 2015; Sweis & Baslan, 2013). Hence, the credibility of the news published on social networking sites is an important subject for study because journalists are suffering competition from citizens in the dissemination of news, and most of the information on the social networking sites shows questionable validity among journalists.

#### **1.4 Research Questions**

Based on the problem statement discussed earlier, the research questions are summarized as followed;

**RQ1:** What is the relationship between the traditional factors (Editorial policies, the Ethics of journalism, pressures on journalists, the lack of strict laws, and the fame) and the credibility of the news?

**RQ2:** What is the relationship between the acceptance of technology and the credibility of the news?

**RQ3:** What is the relationship between the interactive media and the credibility of the news?

**RQ4:** What is the relationship between the quality of source and the credibility of the news?

**RQ5:** What is the relationship between the exposure to SNSs and the credibility of the news?

**RQ6:** What is the relationship between the use of scoop in journalistic work and the credibility of the news?

### **1.5 Research Objectives**

- i. To examine the relationship between the traditional factors (Editorial policies, the Ethics of journalism, pressures on journalists, the lack of strict laws, and the fame) and the credibility of the news.
- ii. To investigate the relationship between the acceptance of technology and the credibility of the news.
- iii. To investigate the relationship between interactive media and the credibility of the news.
- iv. To investigate the relationship between quality of source on the credibility of the news.
- v. To examine the relationship between the exposure to SNSs and the credibility of news.
- vi. To examine the relationship between scoop and the credibility of the news

### **1.6 Significance of the Study**

Social networking sites have become more widely used among journalists and citizens as a source of news and information, measure public opinion and publishing news. This study is interested in providing a new perspective on the study of the credibility of the news published on these sites so as to become a reliable source of news, especially with the increase rates and the nature of the criticism of the role of SNSs in providing news. This study provides a new practice in terms of the theory of source credibility at the present time, especially with the technological development and the use of SNSs to obtain and disseminate information. In addition, this practice contributes to how to deal with new kinds of sources that have emerged with the development of the use of technology platforms as information sources, and judging them as credible or not.

The findings of this study provide guidance for improving journalists' practices in Jordan through the assessment of the credibility of the media when dealing with news available on SNSs. This study suggests a model of factors that affect the credibility of the news to assist in the understanding of the issue, especially with controversy about the effectiveness of new media in supplying of important news to the audience about current events. This study further addresses the role of traditional journalistic factors, acceptance of technology, media interactivity, the quality of sources, exposure to social networking sites, and the scoop in influencing the credibility of the news spread across social networking sites, and the impact of these factors on the work of journalists in Jordan.

The results of this research provide a new vision of the exposure patterns and motives of usage of social networking sites, with considering these sites as a new source of information, on the credibility of news. The research has led to increased interest in the issue of credibility among journalists, especially given that the world is going through many crises now and information is flowing dramatically in these sites. The results of this research contribute to identifying journalists' perceptions of the credibility of social networking sites as a source of information in their work in order to provide an optimal description of the findings. Finally, the results of this research contribute to the literature relating to new media and an understanding of the social media practices in Jordan, in addition to trying to overcome the credibility gap between those who use social networking sites in the dissemination of news in Jordan.

### **1.7 Scope of the Study**

This study applies to Journalists in the Hashemite Kingdom of Jordan who are working in newspapers and media organizations. The respondents in this study are only journalists who are registered in Jordan Press Association (JPA) and the employees of the following institutions: Al-Rai newspaper, News agency, Al-Dustour newspaper, Al-Ghad newspaper, Al Arab Al Yawm newspaper, News website agencies, Weekly Newspapers (Al-Shahied, Al-Sennarah, Shehan, Yarmouk Journalism, Al-Mala'aeb, and Al-Hayat), and Al-Sabeel newspaper.

The scope of this study is the credibility of the news in SNSs as a tool to disseminate news, articles, reports, pictures and videos. The focus of this study is to determine the criteria that must be available at SNSs to become a credible source of news among

journalists. To meet the research questions and objectives the study involved a survey of 319 journalists.

## **1.8 Conceptual Definition of Terms**

In terms of the context of this study, every concept defined below will be conceived as explained.

### **1.8.1 Journalist**

Journalist has been defined in many ways, but in the context of this study, journalist is a person who obtains information and writes it in a news, story, report, investigative, or article format and then publishes it through newspapers, radio, television, news websites, or social networking sites.

According to the law of the Journalists' Associations in 2014, article 2, the journalist is "a member of associations, recorded in a register (journalists practitioners), and took his profession of journalism" (JPA, 2014a). In the context of this study, the journalist is a practicing journalist and registered with Jordan Press Association (JPA), and works for daily newspapers, weekly newspapers, news agencies, radio, television, news websites, faculty members of practicing journalists, media jobs in government sectors or independent journalists.

### **1.8.2 Social Networking Sites (SNSs)**

SNSs are defined as web services that allow users to articulate their opinion and make visible via social networks, and communicate between individuals in a virtual community environment. Kaplan and Haenlein (2010) have mentioned that SNSs are

a window with views on the world, where he found millions of peoples, in particular in the window to them free of social networks for ideas and cultures throughout the world. Mitchell et al. (2013) support this point, namely that SNSs are a system of networks and the applications that use the Internet to create a website which is then linked through an electronic social system with other members who have the same concerns.

### **1.8.3 Credibility**

Credibility has been defined in many ways, but in the context of this study, it is operationalized as the quality available in the news and the media based on several factors. Gaziano and McGrath (1986) mentioned that credibility refers to whether an audience believes or trusts in the information from a given medium, and is based primarily on the source of the medium. Heikkilä et al. (2010) describe credibility as a moral commitment in the fact-finding mission, taking into account the social values and norms, and being careful to track the minutes and details of the news. In addition, Fogg & Tseng (1999) identified credibility as perceived quality based on multiple factors, including trustworthiness and expertise

### **1.8.4 Traditional factors in the media**

Traditional factors in the media are defined in this study as mean the bases, traditions and rules that are used in conventional media to maintain a professional, objectivity and credibility of journalism, such as: editorial policy, laws and ethics, in addition to the pressures that might be exerted on journalists from a variety of sources.



Editorial policy signifies the rules and the laws that determine how to deal with the events and issues adhered to by journalists when publishing news. Editorial policy is a guide to journalists in determining the correct and credible news. Gentzkow (2007) and Jagadish and Nagendra (2016) believe that editorial policy is a significant factor in how to write and publish news, based on the public policy of the State or the newspaper. The use of journalists to apply editorial policy in dealing with the various sources of information contributes to some extent to determining the quality of news that can be used by them (Moody, 2011).

Journalism ethics are the principles and good practice that are applied to professional challenges facing journalists. Typically, such ethics include principles about issues such as honesty, fairness, independence and respect for the rights of other people such as interview of children and victims, and dealing with readers or listeners (JPA, 2014a).

Pressure on journalists comes in the form of a group of foreign practices that aim to influence journalists in order to disseminate information contrary to fact, or concealment of information of public interest. The main pressures that might be exerted on journalists are by the local authority and advertiser. Gehlbach and Konstantin (2014) indicates that the pressure that might be exerted by the authorities on the media and journalists leads to bias in the news that is published, thus losing objectivity, impartiality and accuracy. The main risk of advertising is that readers or listeners will gradually lose confidence in the media or the editors (Mateus, 2015).

Moreover, traditions will often be used to place pressure on journalists negatively and prevent them from talking about the issues that are contrary to the traditions under the pretext of it against their professional ethics (Connery, 2015). Bribes and gifts are one of the pressures that might be exerted on journalists. Asemah (2011) concluded that the question of accepting bribes, gifts and materialism poses a threat to the credibility of journalists, hence an ethical problem for journalism practice. Ideally, journalists and media organization in any country should reject any plausible threats and pressures that affect the credibility and objectivity (Christians, 1998).

Until this moment, there have been no laws governing the work of the social networking sites, despite growing role in the media, which is more than the spread of news and information (texts, photos, and videos) without direct control or dissuasive sanctions. As a result, the misuse of social networking sites creates a situation of chaos, in addition to ignoring laws and ethics, and the dissemination of the information without any legal responsibility (Gunter et al., 2009; Hamdy, 2009; Pearson, 2007).

Fame in this study refers to the desire of journalists to reach the widest possible audience, in addition to their efforts to become an important source for the information. Toma and Hancock (2013) found that using Facebook helps both in self-affirmation and reaffirmation of personal values in the face of ego. Social networking sites have grown over time. Both Facebook and Twitter enable people to broadcast stories, biographical information, private messaging, public commenting and sharing photos (Smith & Brenner, 2012).

### **1.8.5 Acceptance of technology**

Acceptance of technology is defined in this study as relying on technological platforms in the media to obtain news and interact with the public in order to develop and improve journalistic output, in addition to shifting towards technology in journalistic practice to spread the news.

Paulussen and Harder (2014) support the view that technology helps journalists to gather more items of news and stories, and has improved the way of accessing an enormous group of audiences who are able to report their own stories and opinions on the issue.

### **1.8.6 Interactive Media**

Interactive Media is defined as the use of multimedia (text, images, videos, hyperlinks, and charts) in media in order to diversify the sources of information and methods of presentation, and make readers more interactive with the details.

This definition is consistent with Mishra et al. (2015), namely that interactivity is using a combination of different content forms such as text, audio, images, animations, video and interactive content. England and Finney (2002) stated that the aim of interactivity is the integration of digital media, including combinations of electronic text, graphics, moving images, and sound, into a structured digital computerized environment that allows people to interact with the data for appropriate purposes.

### **1.8.7 The quality of sources**

It is crucial that sources possess the highest standards of credibility, whether they are people or locations, in the case of the use of information published over the Internet or social networking sites by journalists. The sources are: blogging, public figures pages, bloggers pages, social activists' pages, Media pages on social networking sites, and personal pages or the public pages interested to transfer events by social networking sites.

Information and media is greatly influenced by the quality of the source which transmits the news. Because of this, interest in the quality of the source determines that the news, information or multimedia that is published is committed to credibility standards or not (Chung et al., 2012).

### **1.8.8 Exposure to social networking sites**

Exposure to social networking sites has been defined in many ways, but in the context of this study, it is defined as the use of social networking sites by journalists in their work in order to gain new ideas, make sure of the credibility of the news, communicate with sources, disseminate news, and identify public opinion on important issues.

### **1.8.9 The scoop**

The scoop is defined in this study as exclusive information obtained by the journalist or team via private sources. In the news industry, Bourdieu (2005) suggests that fierce competition for differentiation is usually judged by access to news, the 'scoop', and exclusive information.

## **1.9 Organization of the Study**

The study is divided into five chapters, in accordance with the standard form of a thesis. Chapter 1 provides the background of the study, problem statement, research questions, research objectives, significance of the study, scope of the study, and organization of the thesis. Chapter 2 contains a discussion of the studies and a review of the basic concepts and terminology. Chapter 3 discusses the research methodology and research design. The source of data and sampling, the research instrument, the proposed framework, and the method of data collection and analysis are also discussed.

Chapter 4 presents an analysis and clarification of the results of the study. This chapter starts by testing the fundamental issue of ensuring the data fitting to the proposed research framework and the initial steps to ensure the purity of data then testing the proposed hypotheses using appropriate statistical test. This includes the validity and reliability tests, as well as the regression analysis used to test the hypotheses.

Finally, Chapter 5 discusses the main findings of the research, in addition to the implications and limitations of the study, including research achievements. Suggestions for future studies on the subject of the study are included in this chapter.

## **1.10 Chapter Summary**

This chapter presents the intentions, motives and objectives of the current study, together with a link between this study and previous studies. The first part of this chapter discusses the evolution of the media and the transition from traditional to new media, and the credibility of news and its criteria. This chapter explains an outline of the research problem, research questions, objectives, and significance.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The importance of a literature review is to provide a comprehensive perception of a number of studies and theories that talk about the subject of the study. This chapter contains a discussion of the studies and a review of the basic concepts and terminology. It further discusses the conceptualization of some factors affecting the credibility and its impact on news, journalists and SNSs.

#### **2.2 Source Credibility Theory**

At least since the 1940s, the credibility of the source has gained significant importance relating the theory of persuasion, and many scholars have elaborated on this concept. A fundamental factor in the research field during the past several years is the credibility of the source. Basically, the credibility of the source states that people are more convinced when sources present themselves as credible (Hovland, Janis, & Kelley, 1953). Credibility comprises “the judgments made by a message recipient concerning the believability of a communicator” (Callison, 2001, p. 220). Henceforth, message credibility is determined by the source from which the message is originated. Information acceptance and idea generation is usually linked with the one ‘who said it’. The role of the source in communication effectiveness is commonly known as, charisma, ethos, image, prestige or importantly, ‘credibility’ (Berlo, Lemert, & Mertz, 1969, p. 563).

Online credibility assessment is somewhat more complex than conventional media contexts, mainly because multiple sources are embedded in different layers of online

broadcasting content (Sundar, 2008). Source, message/content, and medium credibility are three important communication perspectives of credibility (Metzger et al., 2003). Previously, source credibility was recognized based on source trustworthiness and expertise in harnessing reliable information (Armstrong & Nelson, 2005; Berlo, Lemert, & Mertz, 1969; Burgoon & Hale, 1984; Flanagin & Metzger, 2003; Hovland, et al., 1953). Message credibility is perceived as the basis of up-to-date, accurate and quality information from the message communicated (Metzger et al., 2003). Medium credibility is an individual's perceived usefulness of medium such as Internet, television or newspaper (Newhagen & Nass, 1989; Sundar & Nass, 2001).

Several scholars have defined source credibility. Anderson (1971) described this concept as the substance in a message which enhances the quality of information. Tormala and Petty (2004) explained source credibility as perceived ability or motivation of the source or a message to provide accurate and truthful information. Hovland et al. (1953) determine source credibility based on the trustworthiness and expertise of the source, which the receiver believes is connected with the source. Several other dimensions are also suggested, including: goodwill, composure, reliability, dynamism, likability, sociability, safety and source similarity (Berlo et al., 1969), sociability and composure (Gass & Seiter, 2013b), persisted with basic definition (Fogg, 2003; Metzger et al., 2003; Sternthal, Phillips, & Dholakia, 1978). Moreover, credibility is conceptualized for information usage and selection in information sciences, and source credibility has been a key research focus in social psychology and communication (Self, 2009).

Scholars have examined perceived source credibility from many perspectives. O'Keefe (1990) has stated that source credibility specifies the perceivers judgments, based on

the concerns of communicator reliability (p. 181). Although there is a debate regarding factor identification of source credibility, the most common dimensions of credibility of source include; 1) trustworthiness (perceiver believes that information provided by sender is true), 2) expertise (belief of the perceiver that sender of the information identifies the truth), and 3) goodwill (perceiver believes that sender of the information has his best interest) (Cho, Kwon, & Park, 2009; Cronkhite & Liska, 1976; Lowry, Wilson, & Haig, 2014).

Generally, sources with high credibility are considered to be more effective than low or medium credibility sources. Yet the effectiveness of sources with low credibility is considered high if recipients pursue positive thoughts. In case of negative thoughts, sources with high credibility are considered more effective as they influence behavior change and attitude (Harmon & Coney, 1982; Pornpitakpan, 2004). However, Sternthal, Dholakia & Leavitt (1978) stated that there is a lack of studies that consider source credibility and other factors that influence communication processing.

Several factors that affect message acceptance are attributed to the habits of the receiver. The results of experimental research highlight that contextual factors significantly affect the credibility of the source (Sternthal et al., 1978). Emotions like fear, admiration, awe and affection are attributed to the rejection or acceptance of message by receiver (Hovland et al., 1953; Self, 2009). Source credibility is also influenced by the culture. However, the credibility and power of communicator are believed to have an important impact on all societies (Hovland et al., 1953, p. 21). Hovland and Weiss (1951) investigated the personality differences of sources that influence the audience's attitude towards different issues. Source credibility was studied using same information from untrustworthy and trustworthy sources. The



results of the experiment showed no effect of message retention and acquirement on source trustworthiness. However, the receiver opinion of the message is significantly influenced by source trustworthiness. The possibility of change in opinion is more inclined towards trustworthiness than untrustworthy source.

Following research reinforced Hovland and Weiss's results, the credibility of the source influences message acceptability (Lee, 1978). Andersen and Clevenger's (1963) supported Lee's findings, and claim that source attitude is related with the impact of the information (p. 77). Moreover, perceptive aspects in processing the information should also be considered, while studying message reception, as the psychological noise of the recipient may affect the acceptance of unbiased message (Jacobson, 1969, p. 22). Similarly, credibility and message source are linked directly. Several studies support the above relation (Chebat, Filiatrault, & Perrien, 1990; Pornpitakpan, 2004). Message processing is influenced by the involvement of the person. A highly involved person may ignore scrutinizing and this outweighs the source credibility. However, credibility of the source is highly focused on if involvement is low (Chebat et al., 1990; Pornpitakpan, 2004; Self, 2009).

Nonetheless, credibility assessing is not only related to the source (Hovland et al., 1953). The medium credibility through which the message is transmitted also influences the impact of the message. Media credibility is determined by the trustworthiness of news medium (Bucy, 2003). Media credibility is different from source credibility, which focuses on the message and group or the individual communicator (Bucy, 2003; Kioussis, 2001). Media credibility is not based on message sender's characteristics, trustworthiness and expertise. Media credibility, if measured

as one conceptual dimension, is “most consistently operationalized as believability” (Bucy, 2003, p. 249).

Gaziano and McGrath (1986) studied the credibility of news and individual media at a general level. The perception of people about newspaper and television credibility is the same, but when they were asked for one choice they mostly choose television. Likewise, if some issues have conflicting versions, people believe more in the television version. Moreover, when the people are left to choose only one source of information, they would rather opt for television. However, the study showed that if issues are more controversial and complex, people rely on newspaper. According to a Gallup poll, conducted in September 2004, the rating of the credibility for news media reached its lowest in the last 30 years (Geary, 2005). One year later, the credibility of television news and newspaper showed a very low rating as a result of the same poll. Despite the results of people’s mistrust of the media, the acceptance of credibility loss of media among journalist is very low.

The study of Nozato (2002) meanwhile sought to measure the use of electronic newspapers and printed newspapers and the relationship between their credibility. This study used a scale of 14 workers to measure the credibility of electronic newspapers, namely, experience, fame, current, integration, equity, fidelity, trust of sources, the editorial process, news frameworks, depth, confidence, objectivity, impartiality, and interactivity). This explains the strong relationship between the credibility and expertise of the respondents to the Internet, electronic newspapers and printed newspapers, and shows the importance of the concepts of credibility such as the current, depth, fame, and accuracy of electronic newspapers, as it turns out that the perception of respondents to the credibility of electronic newspapers was similar to

that of printed newspapers. Dochterman and Stamp (2010) observed that the rule of Internet users on the credibility of website results indicates that the judgment on the credibility of these sites occurs through many factors, such as power and page design user motivation, content, the date and professional, how easy it is to use the site, as well as personal beliefs.

Social media is a wide-ranging type of channel, in which content is created and distributed by working together. The content is not only created jointly but is also discussed for improving with collaboration and shared understanding of meaning and context (Kietzmann et al., 2011; Lowry et al., 2014). Inherent in the process is an element of risk because it includes information from the front line such as fresh events and eyewitness reporting.

On many occasions, major news channels obtain information from these sources before releasing information and breaking news (Bro & Wallberg, 2014). Among the reasons for this are impediments such as broken satellite connections creating technology challenges that slow the official reports of a formal news correspondent (Bruns, 2009; Pritchard & Du Plessis, 2010). However, social media can often circumvent such issues, and information from social media may be distributed much more swiftly. Due to this, Sutton, Palen, and Shklovski (2008) highlighted that the use of social media as a source of information during turmoil and disaster is gaining prominence, even though the information often shared remains ambiguous. The concern for accuracy drives researchers to study more about the evaluation of information that people consume from social media, including credibility and their judgment about the information.

The perception of source credibility has become an increasingly critical variable for examining the role of social media, especially with respect to risk assessment and crisis information. It has become vital to examine this as a lot of information is available on these new channels and the function of gatekeeping is more likely to be shifting from producers of the content to consumers (Haas & Wearden, 2003). The conceptualization of the term gatekeeping was first coined by Lewin in 1947 and White (1950) applied it to the study of news as commonly understood. Gatekeeping is a process through which a decision is made about reporting and covering stories. Traditionally, many people have functioned as gatekeepers, including owners, editors, advertisers, and journalists (Shoemaker & Vos, 2009). Nevertheless, the continued and seemingly growing new media has reduced the impact of conventional gatekeepers, while passing information to consumers, and is trending as a primary source of information.

In today's world, many of these primary information sources are information consumers themselves. Tandoc and Vos (2015) believe that information provided in a newer channel like social media often lacks the involvement of gatekeepers for content filtration, and thus lacks the traditional indicators previously used to govern source credibility. The net result is that consumers of information are now more personally responsible for decision making concerning the credibility of information provided via online media vehicles. Therefore, the 'gates' in current media environment are situated both with consumers and information providers, and information consumers have begun acting as their own gate keepers in the new media environment (Kovach & Rosenstiel, 1999). The shift in paradigm has now replaced "gatekeeping" by "gate-watching", as referred to by Bruns (2008). The role of gate-watchers has shifted from information control to monitoring the gates. Information flows through the gates and passes on to consumers who then determine the usefulness and topic relevance.

Gatewatchers control the information in such a way that they can make stories or sources by diffusing or promoting any information in current media. Gatewatchers do not publish unique information themselves. Rather they make the information of others known and can also add to it (Blasingame, 2011; Westerman et al., 2014). An environment such as Facebook is a clear exemplar of this process, when, for example, a user first publishes a link and then comments upon the information contained in the linked source. The process is similar in Twitter when a user follows the same link-and-comment process or reposts a link. In many aspects, this content co-creation is a fundamental hallmark of social media, but such co-creation is also fraught with potential problematic issues. As Sundar (2008) has observed:

The digital media universe thus presents a dual challenge: (1) the overload of information, entertainment, and other offerings that constantly need organizing and (2) the lack of assurance of any uniformity in content quality, which necessitates a continual monitoring of credibility on the part of users (p. 77).

It has been noted in previous research that sometimes there is a lack of authority indicators in digital media, such as the established reputation and identity of the author (Flanagin & Metzger, 2014; Fritch & Cromwell, 2002; Metzger, 2007). Nevertheless, information about the source is critically related to credibility, as it is a primary source for credibility assessment (Sundar, 2008). Several cases may be found where information about the source is missing, masked, or unavailable from blogs, groups, wikis and websites. Similarly, in some cases information about the source is available but it is difficult to interpret. This interpretative problem occurs in a situation where the same information is repurposed or coproduced from one application, channel, or site to another, or when multiple sources displayed the same information from a centralized location. This centralization process can lead to confusion and the

aggregated display may itself be perceived as the source. Indeed, Flanagin and Metzger (2014) have suggested that, because websites present information in similar formats, the problem of leveling effect occurs, as all information has same accessibility level and in turns places same credibility level for all sources.

Besides issues related to presentation such as leveling, context deficit may also occur due to the digital information available on the Internet (Hayes et al., 2007). The hyperlinked structure of the Web is an issue relative to context deficit because the structure creates psychological challenges for users in following and evaluating sources as they move from site to site (Agichtein et al., 2008). Additionally, Eysenbach and Köhler (2002) posited a “digital sleeper effect” where information of the message or source either disassociates or confuses the user mind, specifically in an online search for medical information. Contextualizing also becomes problematic when there are several levels of source secrecy because the motivations of information sources often remain unclear to users in instances of ambiguous authorship (Flanagin & Metzger, 2007).

Besides issues of ambiguity related to source credibility, the immediacy of updates on social media can also cloud the determination of source credibility. Social media provides real time information to users as Levinson (2009) highlighted, in that Twitter has a hallmark for immediacy of information. Their objective was to determine the recency or immediacy of updates without impacting credibility. Besides, Fogg (2001) highlighted that unprofessional websites also affect credibility. As presented, the biggest indicator of unprofessionalism is the speed of data update. In the amateurism scale that they created, higher credibility is associated with speedy update. As

mentioned above the credibility of vehicle, channel or website is perception, and not inherent, so the updating speed should not be applied to information source on social media.

On the other hand, selective exposure theory (SET) suggests that individuals choose the information they want to view, read, or hear. They have a tendency to avoid information which contradict their beliefs (Severin & Tankard, 2010). Some social scientists consider it to be a basic element regarding communication effects. For instance, political advertisements merely reinforce established preferences or beliefs. Voter choice does not change, but advertisements reinforce a positive attitude towards the candidate if a voter like him. Moreover, the attitude of the voter remains unaffected by the advertisement of a candidate he disliked (Lazarsfeld, Berelson & Gaudet, 1968). Selective theory also recommends that limited exposure makes people less receptive towards counterpropaganda.

Sears and Freedman (1967) have counter claimed unsatisfying literature on selective exposure. The findings of their study are not as clear as they claim but they suggest a “de facto” selectivity. For instance, people not only access information which supports their opinion but also they seek information which is against their opinion. Sears and Freedman’s study makes an interesting assumption which states that acceptance or resistance of information is done at the information evaluation level and not at the information seeking level (p. 213).

Additionally, the machine experiential by Sundar (2008) suggested that information provided by machine is credible and valuable because of the general perception that “machines don’t lie.” The pairing up of the recency principle with machine heuristics

strongly influences credibility judgments (Fogg et al., 2001). Nonetheless, the credibility of source or a channel is not inherent, but a perception (Fogg & Tseng, 1999). Consequently, for online materials, the perceived credibility is affected by many factors (Metzger, Flanagan, Eyal, Lemus, & McCann, 2003).

### **2.3 Credibility**

Credibility of media has been an area of research and discussions over the last two decades. Researchers have focused on various dimensions. These include dimensions such as the media, message and the source, etc. (Metzger et al., 2003). The early focus of the credibility studies was limited to checking the accuracy of reports in the news in order to determine the credibility of the source (Gaziano & McGrath, 1986). The integrity of news is often dependent on the credibility of the news itself emanating from the sources and communication with the relevant people on the news received. In the modern world we live in today, news and media credibility is even a primary concern as the source of new media or news versus the conventional or traditional media is different and even more complex today. The movement of news from the source to delivery is faster today, which is made possible by the advancement of technology and social media. Various issues on credibility are of concern to stakeholders in this discipline. These include believable, trustworthy, unbiased, accuracy, relevance, and comprehensiveness (Metzger et al., 2003).

In an earlier study on credibility by Hovland, Janis, and Kelley (1953), they have identified two dimensions to assess credibility which include trustworthiness and expertise. Measuring the credibility of the news in the traditional media and new media is similar in terms of the general structures of news and perceptions of users (Sundar, 1999), and this similarity may be used to measure various media.



### **2.3.1 Defining Credibility**

Credibility refers to the perception by the public that the information published by the media is a credible and with a degree of confidence. Most important of all, the credibility of news and information provided must first of all be authentic (original) (Gaziano & McGrath, 1986; Ilgen, Fisher, & Taylor, 1979). Credibility is the quality available in the news and the media based on proficiency and trustworthiness (Fogg & Tseng, 1999). During the information exchange, the reference to the source of the message is also termed credibility. The literature review shows that the majority of research on credibility is focused on politics or news information (Johnson & Kaye, 2010a; Johnson & Kaye, 2010b; Metzger, Flanagin, & Medders, 2010). Previous research on this subject has contributed towards a better understanding of the issue of credibility of news and social media, particularly in terms of its transfer of information compared to those traditional channels.

The credibility is attributed to the information which is believed (Fogg et al., 2001; Fogg & Tseng, 1999), and how the impact on public perceptions about the credibility of information is received (Eisend, 2006). Parallel to this, Self (2009) suggested how this is similar to persuasion by connecting the message, propagated in a linear model of message-speaker-audience, to the need of the audience. In summation, although there have been various attempts to define credibility in the media, there is still no one definition that has been taken as conclusive and used universally. Credibility has many definitions adopted by the researchers (Mehrabian et al., 2009). In general, the concept of credibility is a complex, multi-dimensional and interdependent.

The amount of information on the Internet is increasing substantially every day. The Internet has become a huge storehouse of information, available through various

sources such as media, search engines or social networking sites (Castillo, Mendoza, & Poblete, 2013; Duggan & Brenner, 2013). Unfortunately, such expansion and growth of information also produces good and reliable information versus bad and false information. Consequently if information is not screened properly, and checked, abuses may come in and this may produce unreliable news and information, all of which will affect the credibility of the news, the media and other relevant (Eastin, 2001). Attention to the quality of information is important to preserve the elements of credibility in the media and news.

Evidently, with today's new media and its landscape, many questions emerged about the Internet and the continuing increase in reliability, including: Is publishing using traditional media more credible than publishing on the Internet? Is the news in the new media much more credible than the traditional media? How can one assure the highest quality of news published in both the new and traditional media? Although early studies on the credibility of the media contributed to the perception and understanding of the credibility of new media and SNSs (Metzger et al., 2003), more research work is required to ascertain the various dimensions and factors that may affect and improve the credibility dimension in media.

As has been iterated earlier on, readers seek information for various purposes, such as information, knowledge, and learning purpose. Within a reading or a research session, not all information is useful and credible to them. The information that may not be important or useful will first be screened and deleted. Only information which is useful and believable would be retained and consumed. Credibility states a part of information that is perceived true by an individual. Due to its multi-dimensions,

credibility helps the recipient to rate the transmitter or communication source based on information (Castillo et al., 2013). In such cases, credibility is one criteria that can be used to filter unbelievable information (Wathen & Burkell, 2002). Other researchers believe that this concept should include institutions and individuals as communicators (Gass & Seiter, 2013a). Credibility includes any part or all of the evidence of the witness, and includes the witness's ability to observe or remember facts and events about which the witness has given, is giving or is to give evidence (Imran, Castillo, Diaz, & Vieweg, 2015). As the world sees and experiences the advancement on media and technology, research in this area too has progress into the complexity of the new media, as opposed to traditional media. Garrison (2003) for example suggested that the research on credibility perception and attitude of audience has been a hot topic for research among scholars. especially after the latest advancement in technologies related to mass communication.

Researchers' interests in credibility began in the 1960s. Earlier research has made various efforts to define credibility and the concept it presents. As iterated earlier, researchers determined that source credibility has two components: expertise and trustworthiness (Azza, 2006; Eisend, 2006; Fogg et al., 1999; Ilgen et al., 1979). This provides a base for other researchers aiming to identify credibility dimensions such as accuracy, knowledgeability, qualification, fairness, dynamism, completeness and safety (Castillo et al., 2013; Heikkilä et al., 2010; Imran et al., 2015), and also using factor analysis to identify the difference between people and media as sources for communication (Jacobson, 1969). Therefore, the concept of credibility is still witnessing a debate among researchers to identify the key elements of credibility.

A review of the credibility concept indicates that the concept of credibility still differs among researchers. Diversity in concepts gives different views of how the study of credibility in previous studies, in addition to the fact that the concept needs to be developed over years. Overall, the review of the concept of credibility indicates that credibility is confidence in the information published by the media or journalists, and relied upon, leading to the public's preference for a media organization or journalist as a source of reliable information, compared to the others.

### **2.3.2 Credibility of Media**

The advent of television during the 1950s led to significant competition to see the credibility of the media from the public perspective. Television in 1968 earned greater confidence among the public and has become as credible as newspapers (Erskine, 1970; Self, 2009). The evolution of the media environment and the emergence of the Internet as a platform for the transfer of information on a large scale has raised multiple questions about the assessment of Internet credibility (Wathen & Burkell, 2002). Consequently, researchers have focused on the study of credibility through the assessment of the effects of the media and the differences between the traditional media and the Internet (Newhagen & Nass, 1989). Internet penetration into all areas of life caused an increase in interest in the study of credibility of the media, especially those that rely on the Internet (Wathen & Burkell, 2002). During late 80s, interest in the credibility of newspaper touched at the highest level (Garrison, 2003). Nonetheless, the issue of media credibility has been revived due to the involvement of conventional media in the Internet.

Recently, a number of researchers have studied credibility online by comparing different media. For example, Flanagin and Metzger (2000), in their study on

“Perceptions of Internet information credibility”, concluded that the credibility of news and information researched by the public vary between media, in addition to that the sample is not checking the credibility of the information published on the Internet, and their assessment differs according to the importance of this information for them. Various efforts have also been made to study the transition of traditional media into digital media, in order to examine the credibility of Internet (Johnson & Kaye, 2004). Fogg et al. (2001) argue that Internet users have become skeptical about the information published daily on the Internet. Therefore, people who provide information on the Internet must have high credibility for improved information reliability, but interestingly, some studies have found that online information is more reliable than other media, regardless of certain characteristics, such as the freedom of information exchanges and the free flow. The fact remains that the Internet and information it offers may increase the information exploitation or personal errors. The information credibility on the Internet can grow larger with the availability of a number of characteristics that allow interaction between users and sources.

Users realize the fact that the media helps to measure information credibility and the determining factors influencing it. For example, they can rely on the reasons for the use of media analysis in order to know the individuals' perceptions about the credibility of the media (Lu & Andrews, 2006). Though there has been past research that has focus on this (Choi, Watt, & Lynch, 2006), findings have been inconclusive and need further research to explore the issue and understand the complexity of what constitutes credibility dimension in the media.

Generally, there are other studies that contradict the results with previous studies; Rimmer and Weaver (1987) concluded that there is no relationship between the level

of reading the newspaper and its credibility. This is partly due to the fact that local newspapers do not cover local events very well, because they believe that citizens are aware of the news and the stories that surround them, and that these newspapers were interested in increasing profits more than covering local events.

The use of the media was largely linked to the credibility of newspapers, magazines, television and the Internet, but the study of Lu and Andrews (2006) showed that there is no consistency between watching TV and its credibility. From here, the TV depends heavily on the fact that "seeing is believing" Although it is one of the most devastating forms of entertainment. Therefore, viewers must distinguish between the types of information that are transmitted by television, especially when related to the credibility of this information or television programs.

Although the study of the relationship between the credibility of the media and the use of media is decades old, a review of previous studies on the subject showed that the results are inconclusive. Rimmer and Weaver's (1987) study indicates that there is a need to clearly distinguish between media usage rate and preference level for various types of media. The study also highlighted that questions related to people choice of medium for news or the source of news from where people are in the habit of obtaining news does not properly determine the usage frequency of the media. Previous studies have often considered traditional and online media as complementary to each other. The same was also endorsed by (Bucy, 2003). The above finding clearly indicates that a medium cannot attain or earn credibility on its own. Other media types must also be considered.

The emergence of an important issue for the public affects the perceptions of the credibility of the news. Studies show that it can be manipulated assessment of the public to the media by focusing on prominent issues (Brown, Mutch, Spoon, & Wakimoto, 1996; Eastin, 2001; Gunther, 1992). The key problem on salience contends that an audience tends to get information on important issues. In such a case, the issue is not important, and the credibility of the medium delivering the information becomes secondary or unimportant. On the other hand, in regards to salience, medium credibility becomes important for the audience. The tendency towards medium credibility increases with the seriousness of the issue (Bélanger & Meguid, 2008).

Previous literature also shows that there is a relationship between trust in the media and the participation of individuals with salient issues. For example, people's interest in participating in an important issue or a prominent subject, they will probably be convinced by the arguments made by the media, and will not consider this information as biased or designed to distort events, because they are involved the issue as a key part in their lives (Gunther, 1992). When considering media news normally media starts with the most important news or issues. Similarly, the public or audience are looking for an important issue or 'breaking news'. Subsequently, if readers find what they want in a medium, they will be the one that will have to assess news or information credibility.

Many researchers have found that there are a variety of reasons that affect public perceptions of the credibility of the media, and when people will be needed to achieve a specific objective, the dependence on the media will increase (Mingzin, 2006; Wanta & Hu, 1994). The influence of media reliance on the credibility perception of news

has been investigated by several researchers (Johnson & Kaye, 2004; Johnson, Kaye, Bichard, & Wong, 2008; Mingzin, 2006). Results stated that information source, or medium credibility, have a strong correlation with medium reliance (Johnson & Kaye, 2004). Generally, media credibility is largely dependent on the criteria contained in the news or report, which will be discussed in the next section.

### **2.3.3 Criteria of Credibility**

Many studies have resorted to measuring the criteria of the credibility by introducing them to the concept of credibility. Mehrabi et al. (2009) measured the concept of credibility to the press and television by asking a few questions about the credibility of the media, and reached a multi-concept for credibility, namely: justice, impartiality, and accuracy, and to respect people's minds, and taking into account the public interest, and taking into account public morality and realism, and the public interest in the ideas of totalitarianism, and the extent of the editor efficiency. The concept of credibility in foreign studies has been studied (Popoola, 2014; Sabigan, 2007) as a type of effect is always the source of the message processing in order to make them capable of persuasion and leading to acceptance This is the view of some credibility to the media as a credible source.

A study of four news organizations in the United States, about the concept of credibility, shows that credibility consists of the following concepts (accuracy, completion, facts coverage, impartiality and balance in the coverage, justice and objectivity, confidence in media institutions, relationship news sources the government, secretariat and moral levels, specialization and vocational training in the field of media, distinctive features such as the performance of the press to achieve the



press or autocratic head start, journalist or comprehensive coverage of news stories, independence of the media from the Interests and special interests, and also its independence, all other institutions and organizations, The power and influence of media on society, truth and righteousness) (Cecilie Gaziano & McGrath, 1986). Previous concepts focused on criteria derived from the operation practices for journalists.

Moreover, Europeans have known credibility to be as follows: the accuracy and the secretariat of the existing contact in the news - the efficiency and expertise of the source - the efficiency of the reporter or delegate (Schweiger, 2000) Credibility is also known as a moral commitment in the fact-finding mission - taking into account the social values and norms - be careful in tracking the minutes and details of the news (Heikkilä et al., 2010). In addition, Azza (2006) has defined the concept of credibility, stating that credibility is a kind of professional, cultural and ethical treatment of press material, creating a balance between all dimensions, trends, disconnected from personal views, based on accuracy, and evidences. The declared information should be comprehensive, in-depth, explicit, clear, free from bias of any writer or other people's views (Kioussis, 2001), taking into account the special relationship year and linking part the whole condition that this press article reflect the priorities of attention when the public (Hamdy, 2009). Therefore, the journalist should publish events and information to the public without adding their own views, as well as balance and clarity in writing without complexity or exaggerations.

In addition, Mustafa (2003) mentioned some of the indicators of credibility such as secured credibility (balance in exchange bias, and pluralism as opposed to

unilateralism, and trust in exchange for questioning, integration and inclusiveness as opposed to retail). Mustafa has added other standards in the private professionalism, clarity and freedom of media practice, taking into account public interest and public morality (2003). Through a review of studies on the criteria of the credibility, credible information should include: trust, objectivity, impartiality, accuracy, impartiality of the fancies, experience, clarity, stripped of personal passions, committed to social values in tracking the details of the news, including all the opinions relating to the event, and all the dimensions of the event.

#### **2.4 Social Networking Sites Uses among Journalists**

The changing trend of news presentation and the increased use of social networking sites have made the audience realize that the news is transforming (Marshall, Lefringhausen, & Ferenczi, 2015; Mourtada & Salem, 2012), and the audience are more eager to constantly get updated news (Whiting & Williams, 2013). The same is now the case in regards to the practices and direction of journalism (Alejandro, 2010). The working style of the journalists has been changed with the availability of SNSs and websites. These sources support them in newsgathering and provide a better platform for content publishing (Smith, 2009).

SNSs are a powerful tool to express their tendencies and trends and personal attitudes toward issues relating to the nation's destiny (LaRose, Mastro and Eastin, 2001). Boyd and Ellison, (2007) stated that individual users of web-based services or SNSs maintain semi-public or public profile, link with other users to share their connections, and review theirs, and other people's connections within a confined system. Moreover, SNSs bring people of similar interest and affiliations together and provide them with an environment to communicate in a virtual community. This also helps them in

visiting each others' personal profiles, sending messages, and viewing and sharing information and news (Choi et al. 2015).

Moreover, Kaplan and Haenlein (2010) believe that SNSs are a window with a view of the world, and they find millions of people, in particular in the window to them free of social networks for ideas and cultures throughout the world, while Mitchell et al. (2013) considered SNSs as a system of networks and the applications that use the Internet to create a website, which is then linked through an electronic social system with other members having the same concerns, or combined with university friends or secondary or otherwise. Previous definitions of social networking sites were in accordance with the evolution that occurred in every time change. Therefore, definitions show the level of change in the concept of social media among researchers. Thus, social media is the use of web applications, websites and social networking platforms to create a more effective contact with the largest base of fans and different cultures in order to deliver information, news, images and videos to them.

Although conventional and new media continue to reinforce and coexist together (Salman, Ibrahim, Abdullah, Mustaffa, & Mahbob, 2011), journalist hesitated in using social networking sites at the beginning of their emergence, but they now rely greatly on these sites in their work (Gaab, 2015). Journalists have increased the importance of posting on these social media (e.g. Facebook, Twitter, and WhatsApp), although they believe that SNSs lack credibility (Hampton et al., 2011; Terpstra, 2013). Although posting trends on different sites differs worldwide, 75 percent of journalists in the U.S and U.K log into Twitter and Facebook accounts daily (Duggan & Smith, 2013). Worldwide, the number of active messenger users on a monthly basis has surpassed 500 million and this has been found to be the most frequently used social app (Church & de

Oliveira, 2013). SNSs are powerful tools for the flow of information and measure official and public opinion, and publishing news (Alejandro, 2010), and all employees are urged to use social communication to increase their fan base (Himmelboim & Limor, 2010). SNSs has changed the role of the media, especially in terms of how journalists write and support their stories.

The trend towards publishing news on SNSs has in some cases increased competition among journalists. Young journalists use Twitter for providing breaking news to followers (Murthy, 2013). Moreover, the information posted by the journalists on SNSs should be verified, checked, and evaluated before they use it (Westerman, Spence, & Van Der Heide, 2014). Internet consumers live in an interdependent world, but they still need information which may be provided by the journalist (Beckett, 2011). Thus, journalists should search for other ways to reach the new audience in cyberspace and encourage news organizations to adopt new technology and be familiar with ways that add greater value to the organization and their work (Ludtke, 2009). Furthermore, Gordon (2009) accepts that the current trend of online news is not just limited to having a website where users or audiences visit the content, but rather, updating news regularly and reaching audience through various channels or platforms is known as SNSs. Generally, the key for the news channels and organizations to date is to be present at any place, at any time, and on any channel.

Today, news agencies are up taking SNSs and journalists are using Facebook, YouTube, and Twitter to post stories, updates and blogs (Stassen, 2010). The demand for new stories has altered traditional way to obtain and display information. The encouragement of journalists for providing updated news is due to the increasing desire and perceptions of the users (Mourtada & Salem, 2012; Stroud et al., 2015). For

example, Twitter has created a new way effect on the emergency news that can immediately sent to a specific audience in times of need (Hermida et al., 2014; Oviedo, Tornquist, Cameron, & Chiappe, 2015; Vis, 2013). One of the greatest benefits of SNSs for journalists is the ability to deal with huge audiences in same place.

Moreover, SNSs are of great advantage to the journalist, for whom it is an easy way to communicate between the journalist and the public or the citizens (Stassen, 2010). One of the greatest benefits of SNSs for journalists is the ability to deal with huge audiences in same place (Tandoc & Vos, 2015). SNSs are developed as a platform to provide information to a group of followers, and a two way connection where role of journalists is important in responding audiences and listening their feedbacks (Newman, 2009). SNSs changed the local news to become global because SNSs have the ability to spread information across the world instantaneously.

The construction process for news on SNSs has been influenced by the relationship between journalists and audience. Firstly, a contributing content is provided to the journalists by the audiences including; videos, photos, opinions, stories and tips. Crowdsourcing, a process of obtaining information, details and ideas from other people has become a part of journalism (Poell & Borra 2012; Akagi & Linning 2013). Moreover, journalists must balance the collection of content from free labor with their traditional roles and norms.

Secondly, the role of the audience has become crucial in broadcasting content. In news websites, the standard elements are the stories and emails which are shared frequently (Thorson, 2008). The same applies to feature sharing, in which stories are shared

through social applications. The traditional gatekeeping function is affected by feature sharing, and a large number of consumers turn to acquaintances, friends and family and information suitable to their interests is provided to them (Hermida et al., 2012). As the users share the articles, this helps the channel in providing information and news to other audience members (Shoemaker & Vos 2009). Sharing on social media has developed a form of cultural currency (Hermida 2012, 317). Although, media content is shared by a large audience using social media accounts, this has posed a serious threat to existing established media (Hermida 2012), in such a way that outside interaction with audience on other applications may reduce advertising revenues and audience attention.

Thirdly, content tailoring is significantly influenced by audience. The decisions of journalists may be affected by feedback and the preferences of the audience on social media (Avery, Lariscy, and Sweetser 2010). The quantification of sharing and liking a particular story is allowed on Facebook. Tweeting and trending on Twitter also helps journalists with the flow of information. The integration and use of social media in the work of journalists has become crucial. This content contribution through SNSs clearly shows the impact of social institutions on media.

## **2.5 The Antecedents of Credibility News**

### **2.5.1 Traditional Factors Affecting the Credibility of the News**

There are many traditional factors that affect the credibility of media and the news, some of which are linked to journalist's work, such as the editorial policy (Harper, 2005; Jagadish & Nagendra, 2016; Moody, 2011; Rajendran & Thesinghraj, 2014; Stassen, 2010), ethics of the journalism (Deuze & Yeshua, 2001; Himmelboim & Limor,

2010; JPA, 2014a; Levinson, 1998) and the lack of strict laws (Goode, 2009; Gunter et al., 2009; Thomas, 2014). Other factors related to journalists, such as a fame (Greenwood, 2013; Loke, 2011; Toma & Hancock 2013) and a number of pressures on the journalist (Al-Quds, 2009; Asemah, 2011; Connery, 2015; Dyikuk, 2015; Hamdy, 2009). These factors may be positive for the journalist to help him in his work and sometimes may have a negative impact. The influence of these factors is depending mainly on how to deal with these factors by journalists, and the amount influence by these factors. Further discussion in the following sub-sections.

#### **2.5.1.1 Editorial Policies**

Editorial policy rules are adhered to by journalists in the transfer of events and the different set of facts, and in the expression of views on issues and problems in the community and the presentation of the events on the pages of the newspaper (Harper, 2005). Editorial policy is an entity that chooses the appropriate way to transfer events and how to publish, to guide its work and it affects the editorial policy of the newspaper group of factors, including a private newspaper or news organization factors, and others associated with the political, social and cultural conditions prevailing (Lowrey, Brozana, & Mackay, 2008). Moreover, McCollough (2012) believes that there are other criteria that are influential in the editorial policy, namely: restrictions on the press and freedom available to them, whether directly or indirectly; the relationship between the media and society; standards of professional conduct and ethics of journalism; public policy of the state, social and economic conditions of the country.

Overall, the relationship between the editorial policy and the level of credibility of the news is divided into two opinions: (1) Editorial policy contributes to maintaining the

credibility of the news when dealing with different sources, especially associated with citizens and social media (Al-Quds, 2009; Ardèvol-Abreu & Gil de Zúñiga, 2016; Jagadish & Nagendra, 2016; Moody, 2011; Rajendran & Thesinghraj, 2014; Stassen, 2010); (2) Editorial policy followed in the traditional media cannot be applied to maintaining the credibility of the news published through SNSs at the moment (Casella, 2013; Elananza, 2004; Gehlbach & Sonin, 2014; Stănescu, 2015). Hence, the relationship between the application of the editorial policy rules when dealing with social networking sites as a source of information and maintaining the credibility of the news is a necessary relationship.

Editorial policy is a significant factor in how to write and publish news, based on the public policy of the State or the newspaper, where many newspapers are trying not to deviate from this policy in many circumstances, especially in terms of security issues and foreign policy (Gentzkow, 2007; Jagadish & Nagendra, 2016). The study of Moody (2011) concluded that editorial policy is the separator in the process of dissemination of news. Therefore, it is the main determinant in increasing the credibility of the news, the foundation, and the journalist. His findings also indicate that the use of journalists in the application of editorial policy for dealing with the various sources of information contributes to some extent to determining the quality of news that can be used by them (Moody, 2011). Editorial policy is a guide of the journalist in determining correct and credible news.

In addition, editorial policy assists in maintaining the quality of the news published, and helps the journalist to investigate the news spread across social sites and to compare it with the general approach of the newspaper (Cassidy, 2007; Chung, Kim,



& Hyun Kim, 2010; De Keyser & Raeymaeckers, 2012). Editorial style followed in newspapers helps to reduce the false news that could spread among the public, especially that newspapers are considered the main reference for citizens to ensure the credibility of the news (Schwarz & Morris, 2011; Stassen, 2010). According to Rajendran and Thesinghraj (2014), the association between journalism and credibility, emanating from the editorial policy rules, will help journalists in a positive way in covering the events and selecting views that are credible and accurate, in addition to assisting him to differentiate between information, photos and videos on social networking sites in terms of credibility.

Several scholars have mentioned that competition among newspapers, news websites and social networking sites in the dissemination of news has become a part of the reality of the media at the present time (Duggan & Smith, 2013; Goode, 2009; Lankes, 2008). Media should provide content and images appropriate to the public; because human societies differ from customs and traditions, customs and values, as well as different religions and how to stick to them and this necessitates a choice of news, information or details or facts between what is appropriate for these readers (O'sullivan & Heinonen, 2008). This task of media requires the presence of policies to govern the process of getting and disseminating news. Editorial policy is mainly to distinguish between true and false news, and an important requirement helps the newspaper to publish news that is good for readers.

Moreover, Azza (2006) believes that decision-makers are keen to follow up various media to find out what is going on in the community of views. Azza indicates that media types are an important source for the measurement of general opinions and

identifies trends about the decisions and attitudes. Ardèvol-Abreu and Gil de Zúñiga (2016) concluded that this competition imposed on journalists the requirement to follow the best ways to deal with the information that spread among citizens through SNSs. Therefore, journalists prefer to rely on the traditions of media and rules of editorial policy to maintain a level of credibility in the news obtained from social media that they bring to the public.

However, reliance on editorial policy rules to maintain the credibility of the news through social networking sites is not effective at present. The study of Metzger et al. (2003) indicates that the conditions of society affect many media institutions and trends in policy and decision-making, and the editorial policy of some media may overlook some important standards in the news in order to be consistent with the values of this society and its requirements. This situation will contribute to the lack of a direct relationship between the editorial policy and the credibility of the news (Metzger et al., 2003). Another reason for the lack of reliance on the editorial policy rules when choosing a news published across SNSs is the vulnerability in depending on its members in their characteristics, culturally and demographically and psychologically, which must be taken into consideration by the newspaper, according to Heikkilä et al. (2010). Moreover, Elanza (2004) believes that editorial policy may choose to profit in advance on the news report, and is seeking to focus on marketing and profit, and that therefore, newspapers have lost some of their credibility as a result of intervention advertisers in the news.

Also, journalism is used in crisis management and containment and builds support for the positions of these systems, and the editorial policy of the newspaper, which is

controlled by the extent of the influence of the newspaper public opinion (Alejandro, 2010). Gehlbach and Sonin (2014) believe that political authority can measure the reaction of public opinion by media or social media before it is implemented or decision-making, which instructs power, and reduces the chances of exposure to risk criticism in the future. This commitment makes media deviate a lot of times from what is truly influenced by credibility and break the rules of editorial policy (Casella, 2013; Stănescu, 2015). Thus, based on the previous discussion, the application of editorial policy when dealing with various sources of information is an essential relationship that contributes to maintaining the credibility of news published through social networking sites (Al-Quds, 2009; Ardèvol-Abreu & Gil de Zúñiga, 2016; Chung et al., 2010; Duggan & Smith, 2013; Jagadish & Nagendra, 2016; Moody, 2011; Rajendran & Thesinghraj, 2014; Schwarz & Morris, 2011; Stassen, 2010).

#### **2.5.1.2 The Ethics of Journalism**

Everyone can say anything without dread of punishment. Media organizations have also have ended up using social media sites like Facebook, Twitter, blogs and the like in their works. Many stations have created Facebook pages and Twitter accounts (Whiting & Williams, 2013). But they must ensure that they choose a good methods to support the credibility of journalists and their organizations in the news arena (Mateus, 2015). Journalists and media should observe that the media arena is gradually evolving, both in terms of technologies and their uses and effect of SNS in the position of media (Mehrabian et al., 2009).

Traditional media ethics have not answered all the problems that face professionals via online (Christians, 1998). Traditional media ethics support journalism as a general

source from which one can discover other fields, a basis of criteria of truth, accuracy, and objectivity (Deuze & Yeshua, 2001; Levinson, 1998). Professional journalists should use many techniques to prohibit inaccuracy, a lack of objectivity, and lies (Phillips, 2010). One of the most significant aspects in each ethical debate is sometimes referred to as the position of the person about ethics. This attitude face to face with ethics means the will to behave responsibly, as such a deep awareness is that doing the complete thing is better than merely doing something, according to Levinson (1998).

In many countries, there are legislature, procedural codes of conducts, a professional code of ethics that journalist must abide to (Levinson, 1998). Typically such codes include principles about issues such as honesty, fairness, independence and respect for the rights of other people such as interviews with children and victims, and dealing with readers or listeners (JPA, 2014a). In most of the democratic nations and communities, codes of ethics in journalism are usually voluntary, perhaps established by professional association or journalist union (Himmelboim & Limor, 2010). In some cases, the only real punishments against journalists who infringe the rules are criticism from colleagues and peers, and perhaps also losing the membership of the association or union.

Credibility is the main point of news practice ethics, and it is important to apply the ethics of the media to arguable things among journalists, especially with the appearance of social networking sites that are difficult to control. so there is constantly a need to know the effect the ethics of the media in the news posted on the SNSs. (Mateus, 2015; Vallor, 2010). The use of SNS platforms is also quite an important

issue, because the problem of its compliance with bases of ethics needs to be discussed and answered for it to be more effectively used for journalism work (Himmelboim & Limor, 2010). Many of the stories and information that people post on Twitter, Facebook are very opinionated, everybody acts like a journalist and ethics are fast becoming abolished (Gunter, Campbell, Touri, & Gibson, 2009). Internet users, for instance, may not maintain these rigorous professional ethics that journalists are subjected to.

Media employers might use the journalism code of ethics to put some pressure on journalists in case they violate the codes. In extreme or serious cases, a journalist's role can be terminated (Phillips, 2010). They do this by creating new code of ethics supported by law and policed by the authorities (Pintak & Ginges, 2008). In some countries where the media are repressed, respective government(s) are seen to monitor what is written or broadcast on media and SNSs.

Many theories have been identified in the press to the extent that the traditional role requires reporters to be objective in reporting and accurate, without distortion or interference in the news (McQuail, 2010). Thus, there has been a wide-ranging discussion on the mechanism of using journalists for social media, particularly when talking about the confrontation between traditional media and new media, and how the impact of new media on the way journalists writing for their material published (Hampton et al., 2011; Johnson & Kaye, 1998; Mitchell & Page, 2014). Here, journalists need to apply self-assessment to the media, especially when society becomes an effective element in the process of communication and has a role in the transfer of news and information.

Ethics contribute to preserving the credibility of journalist from making mistakes in the process of preparing and publishing news. Journalists should verify stories that are displayed on SNSs, to ensure they carry such stories to readers without breaching objectivity (O'sullivan & Heinonen, 2008). Another issue with news on SNSs is the publishing issue of evenhandedness and this I includes impartiality (Castillo, Mendoza, & Poblete, 2011; Koetsenruijter, 2011). Overall, the application of the ethics of the media is a polemic in media and society, but overlooks the cause of many problems, especially with the competition by the citizens for journalists in the dissemination of news and lack of commitment to media ethics by activists on social networking sites when publishing photos and videos.

#### **2.5.1.3 Pressures on Journalists**

Journalists need to be objective and accurate with all the relevant stakeholders when they talk about news or stories they pursue. They need to be professional and practice the highest level of moral and ethics in doing their job. Journalists are characterized and bound by a code of conduct in regards to professionalism. Pressure is part and parcel of journalism, and it should never interfere or affect their job (Gamson, Croteau, Hoynes, & Sasson, 1992; McCollough, 2012). Although journalists suffer from various pressures from an assortment of sources, it is important that journalists reject all these to ensure their work and writing is of highest quality and credible. Authority, tradition, and bribes and gifts are one of the most prominent pressure that might be exerted on journalists and which will be discussed in the following sections:

##### **2.5.1.3.1 Authority**

Realistically, both government-owned and commercial media are pressured (with different intensity and pressure type) from one's local authority (e.g. the government,

various ministry, the police, customs, or other department of authority). Governments can impose various laws to have all media corporations and types licensed (Berrington & Jemphrey, 2003). Consequently, such a move would grant licenses to those news organizations. Though such a move may be opposed by a few media houses and corporations or individual journalist, they simple have to abide such rulings. Even the threat to create legislation may be enough to scare journalists, and to make them hesitant in criticizing the authority too much (Jarrah, 2009). In short, the government and its agencies are seen as the primary sources of pressure on the media.

The journalist in media organizations owned by a government could have a very complex job. Sometimes, it is difficult to extend one's perspective or to tell a story or to make commentaries particularly of those that concern the government (O'sullivan & Heinonen, 2008). Some ministers may enforce various pressures on journalists working in public sector to publish news and stories which are only appropriate to the government (even when the news, or stories are not newsworthy). Consequently, journalists only publish what is good and may be leveraged by the government (Al-Quds, 2009). In extreme cases and practices, the governments can impose certain restrictions to make journalists produce what they want to hear or read (Armbrust, 2012). This is inevitable on the part of journalists in small developing countries because of the absence of suitable jobs.

Gehlbach and Konstantin (2014) indicate that the pressure that might be exerted by the authorities on the media and journalists leads to bias in the news that is published, thus compromising objectivity, impartiality and accuracy. The loss of these qualities is the reason for the decline in the level of credibility of the news or media organizations,

according to them. The police as the law enforcer may attempt to expropriate a camera when a journalist is trying to take picture which the police may object to for particular reasons; or they may prevent a journalist accessing a courtroom or a public meeting, or they may order not to report about some things (Hamdy, 2009; Hermida et al., 2014). All these pressures by the authority should not affect the quality of the news covered by journalist (ASMR, 2015; CDFJ, 2016; Mossberger, Wu, & Crawford, 2013). Journalist should pay attention to the restrictions laid down by the authority to limit his credibility and objectivity.

The advertiser also sometimes looms to stop advertising unless the media creates news to the desire of the advertiser (Bezjian-Avery, Calder, & Iacobucci, 1998). Ideally, any media organization in any country should reject any plausible threats and pressures that affect credibility and objectivity (Christians, 1998). Unfortunately, reality does not always conform to what is ideal. A commercial news organization operates quite often with a small profit margin. Consequently, the media corporation owners may feel compelled to give in to pressure, and it is not always easy to ignore the advertiser.

In some cases, Bezjian-Avery et al. (1998) believe that the advertiser may be the government, or the public administration. In the world, the government is the largest advertiser (e.g. job advertisements, tenders, and public announcements) and this can exert indirect pressures from governments on media or journalists. The main risk for advertising is that readers or listeners will gradually lose confidence in the media or the editors (Mateus, 2015). Therefore, newspapers try to prevent external pressure that might be exerted by governments or advertisers, and stay on a moderate distance between everyone, by dealing with pressure from advertisers and government officials



in line with the editorial policy of the newspaper (Jagadish & Nagendra, 2016), laws and ethics (Connery, 2015; Meeds, 2015), and so, the newspaper keeps its credibility and sources of income. On this basis, journalists should deal cautiously with this issue and try to prevent employers from exercising pressure on them because of advertisers or government officials, and this enhances the credibility of reports and news, because it is far from the official pressures or commercial pressures of advertisers.

#### **2.5.1.3.2 Traditions**

Technology and social media affects everyone in every country. As such, within communities which are changing their practice from traditional methods to new ways, there is often a collision between the styles in which things were done previously and the new methods which follow (Christians, 1998). For example, the concept of freedom of opinion and expression may itself be stranger to some communities and countries which may lead to social and political problems because it violates the traditions and norms of their government and society.

Traditionally, it may be that only men of a high rank can express their opinion; or that clans have the right to express their views on some issues, and in many societies very few people have the right to question the president (Himmelboim & Limor, 2010). Traditions will often be used to pressure journalists negatively and prevent them from talking about issues that are contrary to the traditions, under the pretext of it being against their professional ethics (Connery, 2015). On the other hand, journalists are the mirror of society, and they should discuss all the issues that concern them. Therefore, journalists must provide objective articles when discussing issues that touch on the traditions and customs of the community in order not to face any pressure

(Christians, Fackler, Richardson, Kreshel, & Woods, 2015; Couldry, Madianou, & Pinchevski, 2013). Pressures due to the customs and traditions might be exerted on journalists because of the fear of the community to discuss these issues, and this may cause embarrassment to the journalists from going into these issues, even if the news or reports are credible and have the facts.

#### **2.5.1.3.3 Bribes and Gifts**

Journalists do not generally earn large amounts of money. Therefore, journalists may be exposed to bribery - someone proposing money (or goods or services) in exchange for a propaganda story, or ignoring the truth, or other relevant issue (Alejandro, 2010). A bribe is understood to be the willful giving or receiving of money or material goods for favours by a journalist in the gathering, processing and dissemination of news (Dyikuk, 2015). This may be done to give undue advantage both to the coverage and reportage of stories of politicians, business moguls, friends and family.

Therefore, Asemah (2011) believes that journalists receive favour to publish or not to publish or kill a story. A journalist will sometimes settle for a bribe to avoid threat to life or for their own personal interest. Whichever way, it is unethical in journalism practice. In like manner, Asemah (2011) concluded that the question of accepting bribes, gifts and materialism poses a threat to the credibility of journalists, hence an ethical problem to journalism practice. Many journalists collect money to perform their normal responsibilities of disseminating information. Accepting a bribe is a dishonest job, and if a journalist accepts a bribe, then the implication is on the trustworthiness of the news which affects the news credibility, and all the relevant stakeholders (Kiouisis, 2001). Bribery is considered a major threat to a journalist and credibility, especially as

it has become difficult to discover it because it shows the use of new methods, for fear of falling into legal problems.

In addition, the most common type of bribe in journalism is the so-called “brown envelope” which is a monetary bribe handed out to the journalist to pressurise him or her into doing what the giver wants (Dyikuk, 2015). Once accepted, monetary bribes and other gifts “tie the hands” of the journalist who then becomes incapable of being objective in reporting events and issues involving people who gave the gifts (Nwabueze, 2012). Over the years, there have been cases where companies try to purchase journalists by giving them small gifts or by granting them the chance to travel at the company's expense (also called freebies) (Levinson, 1998). Some newspapers, radio and television may be grateful for such charity offered to their employees because they see that as external appreciation for their employees. However, such gifts and freebies, if not properly managed and acknowledged, can also be used to buy loyalty to suppress bad news and the defense of the company in a time of need (Christians, 1998). Gifts are also a threat to the journalist that he will lose his authority on the news, and he will not be able to publish any news that does not agree with the grantor.

Unethical practices among media practitioners result in media which does not work for the greater good or balance in society. It is clear that these unethical actions are not in accordance with acceptable standards of media professionalism (Burton, 2010; Dyikuk, 2015; Shu, 2013). Several scholars have discussed that there is no any justification or reason for demanding and collecting money (bribe as either gift, good will, welfare, public relations, transport fare, qua, press honorarium, brown envelope,

ect) by journalist from people (news source) before or after covering an event (Butler, 2009; Couldry et al, 2012; Christians et al., 2015; Olajide, Benjamin & Ogundeji, 2012). Therefore, while the onus lies on reporters to keep away from unethical practices such as collecting bribes, wider society ought to aid them in achieving that. Consequently, if journalists key into the dynamics of professionalism, the media space will be filled with objectivity, fairness and equity as far as media and ethics are concerned.

#### **2.5.1.4 The Lack of Strict Laws**

Social networks have revolutionized the process of communication and publishing, and provided a wide method for people to exchange views and information away from traditional media, allowing a wide margin of freedom of opinion and expression away from direct censorship, creating often cases of (lawlessness) through behavioral patterns, such disregard for the rules of law, and the practice of publishing without any legal or moral responsibility (Hamdy, 2009; Pearson, 2007). Until this moment, there have been no special laws regulating journalistic work across social networking sites, despite the growing role in the media, which is more than the spread of news and information (texts, photos, and videos) without direct control or dissuasive sanctions.

The lack of laws to regulate the publication of news and information on SNSs, an opportunity for some journalists and bloggers to publish news or information as a fact (Gunter et al., 2009), and work to increase the spread between the citizens in the fastest time through comments and posts (Goode, 2009). This action comes as a result of the journalist knowing that there are no deterrent laws to social networking sites. The publication of journalist information and news is a departure from the legal and moral

responsibility in the journalistic work, lead to the publication of rumors and false news (Thomas, 2014; Tsagkias, de Rijke, & Weerkamp, 2011).

Technology used in SNSs, such as the speed of adjustment or delete information, facilitates the task of the people, journalists and bloggers to get out of the law and underestimate them. Meyer, Marchionni, and Thorson (2010) said that this act will lead to reducing the credibility of the social networking sites, and will affect the confidence of the public in the journalist and news published. In contrast to the pressure exerted on journalists, journalists may resort to using social networking sites to exert blackmail on a number of sources, and to obtain information illegally (Himmelboim & Limor, 2010; Pearson, 2007). Blackmail is one of the methods that could turn her journalist's desire to get a scoop, or to reduce the power source and the form of the relationship between them (Tang & Liu, 2015). Extortion is a violation of the laws and ethics of the press, and reduces the level of credibility in the news and media, in addition to creating numerous problems for journalists, sources and media organizations. As a result, media laws oblige journalists to search and investigate real information as a way towards the safest credibility, and to ensure compliance with the law.

#### **2.5.1.5 Fame**

Along with the development of entertainment media content focusing on individual achievement and competition, psychologists have observed that invitations to post, tweet, and broadcast self-messages via new technologies might cause a societal shift toward individualistic values and a search for fame (Konrath, O'Brien, & Hsing, 2010;

Uhls & Greenfield, 2012). In part this is because the psychological motivation for seeking fame has been rising as the use of social media has grown (Greenwood, 2013).

The search for fame via social media may be particularly appealing for self-aggrandizing users. For instance, Toma and Hancock (2013) found that using Facebook helps both in the self-affirmation and reaffirmation of personal values in the face of ego. In addition, the exceptional amount of time that users spend on Facebook may be due to "its ability to satisfy ego needs that are fundamental to the human condition... [that] pertain to how people wish to see themselves-socially attractive and embedded in a network of meaningful relationships" (Toma & Hancock, 2013, p. 328).

Social media use has grown over time. Both Facebook and Twitter enable people to broadcast stories, biographical information, private messaging, public commenting, and share photos (Smith & Brenner, 2012). Recently, more than 70% of all adult Internet users were reported to be on Facebook and this figure has jumped to 86% when users between 18- and 29-years old are sampled (Duggan & Brenner, 2013). Additionally, even though Twitter has been reported to be used by only 16% of all adult Internet users, this figure jumps when 18–24-year-olds are considered, with a rate of 27%), and, over the past few years, the usage rate has also increased among individuals from 25 to 44 years old (Duggan & Brenner, 2013).

Some important reasons exist for the disparity between Facebook and Twitter usage rates. First, Facebook was a first mover, predating Twitter by two years, (2004 vs. 2006), and Facebook was originally a “gated” Internet community that required a college e-mail to join (Mourtada & Salem, 2011). Facebook also has a more friend-oriented network than Twitter. While Facebook is a symmetrical information

exchange, Twitter was based on a potentially more asymmetrical system in which a user can have his or her posts (or tweets) followed by someone who one does not normally follow him or her (Kwak, Lee, Park, & Moon, 2010). Because of this disparity and others, Twitter may be perceived as a more “fame-friendly” platform than Facebook.

Only a handful of studies have addressed the issue of fame, and its impact on the work and credibility of the news (Loke, 2011; Uhls & Greenfield, 2012). Fame seeking from the public at large by politicians and athletes has become a fact of new communication (Greenwood, 2013). A politician or athlete often wants to spread his or her name across the media through social networking sites to facilitate the development of the largest possible audience, including members of the established media.

The concept of fame is not only associated with a politician or athlete, but is also seen as helping a journalist develop credibility and provide evidence of expertise (Alejandro, 2010; Duggan & Smith, 2013). The appearance of Facebook, Twitter, and WhatsApp has created methods of direct contact between a journalist and a source and between a journalist and his audience (formal or public sources) without intermediation or gatekeeping (Murthy, 2013; Popoola, 2014). As such these platforms make the process of communication between the journalist and the source easier and making that communication available almost any time or anywhere. This ease of communication is considered to be a new approach to spread a journalist's name and accordingly, develop his fame as well (Mateus, 2015). This is because a source, whether official or a member of public, will consider that a journalist using such outlets is interested in publishing news and doing his job well, despite that fact this news may

be either incorrect or based on an unfiltered, direct transfer of news from one to another (Greenwood, 2013). One factor in this process is the concept of the scoop, which is an exclusive item of news reported by a journalist before others. Platforms such as Facebook and Twitter permit the creation of the appearance of a scoop, which is an important source for fame because these platforms permit the dissemination of news in the fastest time.

However, a scoop using these platforms has also lead to the publication of controversial issues directly from a journalist to an audience. This has meant that much of the so-called “breaking news” does not have the credibility and accuracy and objectivity criteria gained through the traditional journalistic standard of triangulation. This is because the sharing of comments from readers and the treatment of these comments as news often violates traditional standards (Shirky, 2011; Westerman et al., 2014). Thus, the need for fame has affected the quality of the sources because journalists often resort to either unknown or non-official sources, which affects the degree of credibility of news.

Much information posted by anonymous sources has been found ultimately to be either incorrect or outright false, and has been created to spread rumors or stimulate the public to comment on the news, in order to spread the news among the largest number of readers (Correa, Silva, Mondal, Benevenuto, & Gummadi, 2015; Mazumdar, 2015). Fame is a double-edged sword that may affect credibility, if used in the wrong way in order to reach the level of Fame among readers only. On the other hand, fame may limit excesses, in terms of restrictions on journalists or citizens in dealing with the



social networking sites, or to increase the level of control because of the fame, or the fear of spreading false news to keep his reputation among the public.

Based on the previous discussion about the traditional factors in the media and their impact on the credibility of the news and journalist, many media organizations are still practicing traditional patterns in dealing with new media platforms and unwillingness of the owners of these institutions in changing the journalism style. Despite the evolution in the media, especially social media, the importance of maintaining these factors with the development of the use of technology and social media will lead to preserving the credibility of the media and the journalist's reputation in terms of how to deal with the sources, the quality of the news published, and the issues that are allowed to discuss (Alejandro, 2010; Hampton et al., 2011; Johnson & Kaye, 1998; Mitchell & Page, 2014; Sullivan & Heinonen, 2008; Whiting & Williams, 2013).

Overall, the above discussion suggests that there is a relationship between the number of factors used in the traditional media, such as editorial policies, ethics of journalism, pressures on journalists, the lack of strict laws, and fame, and the credibility of the news and how to deal with social networking sites as a source of news. This relationship has had both a positive and negative impact according to a variety of reasons. Based on what has been discussed, the hypotheses formulated as follows:

There is a relationship between the traditional factors (Editorial policies, the Ethics of journalism, pressures on journalists, the lack of strict laws, and the fame) and the credibility of the news on SNSs.

The second section of the antecedents of the credibility discusses the issue of acceptance of the technology in the media. This section talks about the importance of

using technology for journalists, and how technology works on the development of outputs and media work.

### **2.5.2 The Technology Acceptance and the Credibility of the News on SNSs**

The use of technology in the media and the evolution of social networking sites have led to the easy spread of information and an increase in the flow of news among the public. Anyone can publish information, pictures, videos on one platforms of technology and it becomes news (Mourtada & Salem, 2011; Murthy, 2013). Internet and social networking sites (SNSs) are not superseding journalism (Salman et al., 2011), but they are adding another source to gain new information for media organizations (Boyd & Ellison, 2007; Stassen, 2010; Tang & Liu, 2015). There has actually been research done to study the influences of technology uses on the output of media and their credibility.

Paulussen and Harder (2014) found in their research that the prominent way that technology has changed how journalists deal with the news is by helping journalists in news gathering and crowd sourcing. This has assisted them in gathering more items of news and stories, and has improved ways to access an enormous group of audiences who are able to report their own stories and opinions on the issue. Another effect of technology platforms is that it helps journalists to contact eyewitnesses speedily, as people pay attention to post or tweet information, photos or videos about interesting events or issues, so that they are ready to tell their friends about what they saw (Newman, 2009). This can be a significant benefit, making it easier for journalists to track down those who might have a first-hand account of an event.

The Internet, and particularly social media, enables citizens, civil society, and political and business elites to bypass traditional mass media and directly communicate with each other. Several media scholars have pointed to the emergence of a “networked public sphere” where all users can participate equally in the creation, mixing and sharing of (visual) information and opinions (Benkler, 2006). In this open, interactive sphere, formerly distinct roles between sources, producers, and consumers of news and information are eroding, and the continuous streams of content can no longer be owned or controlled (Heinrich, 2012; Hermida, 2012, 2013). Since the rise of the Internet, online journalism scholars, like Singer et al. (2011), have been preoccupied with the question of how journalists’ traditional gatekeeping role is changing in the context of interactivity and user participation in the news process. The overall conclusion of research by Singer and his colleagues is that even though professional journalists have lost some of their grip on the flow of news in society and have come to see their users as “active recipients” rather than passive consumers, news professionals keep playing a pivotal role in the news production process and its different stages of information gathering, selection, verification, presentation and dissemination of the news.

Technology-enabled communication has improved the efficiency of interaction and interactivity, especially at work and in personal lives. It also provides users with several platforms by which to access information from a wide range of people and communities through Internet (Salleh, Salman, Ali, & Hashim, 2016). Interaction through technology platforms has a positive impact on the use of technology in the media, as was mentioned by Beckett (2011). Beckett believes that users use the platforms of technology not only to get more fun to communicate through social media (compared to conventional media), but the interactivity provides a sense of belonging

to the community exceeding anything offered by traditional media. Social media also permeate through journalistic work.

Scientific data relating to the number of journalists using technology or social media is hard to find, but it is safe to say that the majority of contemporary journalists use social platforms in a positive way for professional purposes (Canter, 2013; CDFJ, 2015; D'Arcy, 2012; Hermida, 2012; Paulussen & Harder, 2014; Singer et al., 2011). Studies also suggest that social media has become a popular, if not indispensable, tool for newsgathering in various domains, ranging from politics and foreign news to sports and celebrity news (Ahmad, 2010; Cozma & Chen, 2013). This influence and effectiveness adds a positive dimension to the use of technology in the media.

Another positive effect of the use of technology platforms on the work of journalists and their output has been identified by the study of Overholser (2009), who concluded that the concept and profession of journalism is not turning into technology completely, but journalists are seeking to know the discussions taking place through social media to support their work. Skoler (2009) has also supported the findings of Overholser, namely that SNSs are not doing journalistic work perfectly, but notes that “sometimes breaking news shows up there” (p. 39), making it a worthy site for journalists to discover new story. Facebook and Twitter are not news sites, but have turned into a new source of news for many people today.

The findings of Paulussen and Harder's (2014) research showed that technology platforms and social networking sites emphasize to journalists that these platforms are working to increase the credibility of the news because of the multiplicity of opinions in the news, which has been obtained through the use of social networking sites. Also,

social media is used as a source for both hard and soft news coverage. Hard news stories citing social media typically deal with (national) politics or (international) conflicts. Therefore, the majority of newspaper stories referring to technology platforms as a source can be labelled as a way to represent the voice of the public.

Several research studies have been conducted on the value of technology platforms that enabled social interaction processes, such as everyday interaction, sharing photo, presentation of self, etc., on social media sites. Rauniar, Rawski, Yang, and Johnson (2014) and Ross (2013) found that the widespread popularity of these social media sites suggests that these technologies have a positive impact on the news production process and increase the level of credibility because of the acceptance and usage of the personal, social, and professional life of individual users. Also, Aral, Dellarocas, & Godes (2013) concluded that it is not surprising that technology platforms have been able to attract journalists who clearly see the benefit of this new technology and that they have a positive impact on the credibility of news they publish to the public. The presence of millions of users of technology is exciting for journalists, and opens new channels for interacting with them.

Moreover, Canter (2013) found that news organizations are particularly interested in the positives of technology as a platform to market their news content, increase traffic to their websites and strengthen customer relationships. Individual journalists take a more informal and personal approach: rather than promoting links to their published articles, they primarily use technology platforms to talk about what they are working on, share opinions and ideas or for live-blogging. In addition, these benefits offered by technology for journalists allow them to keep in touch with their peers and professional network, find new contacts, and discuss news and issues in a similar way to how they

(used to) do this anywhere or at any time, which provides additional support for their credibility, according to research of Broersma and Graham (2012).

In similar vein, Hermida (2010) speaks of social media as an ambient environment, in which journalists are able to monitor the constant stream of news and information and detect “trends and issues hovering under the news radar” (p. 302). As such, technology platforms and SNSs are increasingly used by journalists as a personal news wire; hence, technology can fulfil a positive different functions at the same time for journalists.

Technology platforms enable every citizen to participate in the communication process and share ideas and user-generated content publicly (Heinrich, 2012; Kim, Yoo-Lee, & Joanna Sin, 2011; Lin, Li, Deng, & Lee, 2013; Mateus, 2015). In this sense, Broersma and Graham (2013) argued that technology acceptance in media helps journalists to broaden their spectrum of official sources with unknown and unexpected sources, thus providing a positive variation in the news published. At the same time, journalists also use social media to follow and “tap into the private sphere” of well-known elite actors such as celebrities, athletes and politicians. In cases in which social media function as a news source, journalists refer to ordinary citizens in their reports or news (Alejandro, 2010; Armbrust, 2012). Hence, the diversity of news sources and perspectives as a result of reliance on technology contributes to increase the level of credibility of news and journalists.

In addition, technology platforms and social networking sites contribute to increase the level of credibility and effectiveness of work for journalists. These platforms and

sites provide journalists with a high degree of freedom of expression (Alejandro, 2010; CDFJ, 2016; D'Arcy, 2012), live coverage of the events, the discovery of new information (Boczkowski, 2010; Castillo et al., 2011, 2013; CDFJ, 2015; Chung et al., 2010), and contribute to increased creativity among journalists as a result of the use of multimedia (text, image, and video) in the presentation of news (Abbasi & Liu, 2013; Al-Quds, 2009; ASMR, 2015; Oviedo et al., 2015). Therefore, because all the news and information are available mainly on these platforms, credibility level should be increased in preparing news and reports, in order to be accepted by the citizens and professional colleagues.

However, there were some views that express fear of the use of technology in the media. Kim and Johnson (2009) believe that the growing use of the Internet has raised concerns about the quality and credibility of its information. Their research concluded that journalists consider the technological revolution in media as a negative development. In addition, many of the news and information disseminated through social networking sites are unreliable, causing a crisis of confidence between audiences (Telfah, 2015; Tsagkias et al., 2011; Vis, 2013). In fact, credibility is of particular importance to the Internet as a news medium, because people tend not to use a source that they do not trust (Gaziano, 1988). Despite the rapid growth in the use of online information sources, some critics have argued against the credibility of the Internet because of its easy access and lack of standards for publishing (Newhagen & Levy, 1998).

At present, technology may have caused many problems for journalists and media workers, in terms of conflict of news and information, publishing an anonymous

source, the lack of standards for publication, and the spread of rumors (Elsaeßer et al., 2011; Mateus, 2015; Mazumdar, 2015; Pjesivac & Rui, 2014; Ross, 2013). This diversity may constitute a contradiction in news sources as a result of the increase in the sources that transmits the news so that each source has private information differ in details from other sources (Chung, Nam, & Stefanone, 2012; Gallon, 2010). These views on the effects of technology must be taken into consideration in order to maintain a balance in the use of technology platforms.

Social media platforms have become part of the journalists' "technological infrastructure" through which they monitor (and imitate) both each other and each other's sources (Boczkowski, 2010; Chi, 2011; Cozma & Chen, 2013). Moreover, the flow of information has accelerated considerably, due to the immediate nature of today's networked communication, which will encourage journalists to explore new practices of newsgathering and reporting offered by technology and social networking sites. Accordingly, the hypothesis suggested to be:

There is a positive relationship between the use of technology and the credibility of the news on SNSs.

The following section discusses the importance of the use of interactive media among journalists and its impact on the credibility of the news. Interactive media offers many advantages for journalists in their work and contribute to the credibility of the news.

### **2.5.3 Interactive Media and the Credibility of the News on SNSs**

Current media developments including the arrival of 'new media' (such as the Internet, intranets, networked multimedia, WWW, etc.) have been more or less singularly characterized by a movement away from the transmission pattern toward the new



media patterns (England & Finney, 2002; England & Finney, 2002; Mishra, Dimitriadis, & Kearns, 2015; Rada, 2012). These new media, which open up the possibility for various forms of input and information flow from information consumers to the system, can hardly be described using traditional one way models and terminology.

Interactivity is currently one of the media community's most used buzzwords. Interactivity is considered to be the most important feature of new media (Rogers, 1986). New media is the new platforms that enable the reader to interact with the news content (Chung, 2008; Rafaeli & Sudweeks, 1997). Seen from this perspective, it might well be claimed that as developments proceed, existing media theories are increasingly less able to explain current media phenomena (Chen, 2012; Heeter, 1989; Jensen, 2005). New media represent a growing challenge to traditional media and communication research that necessitates a thorough rethinking of all central models and concepts. There are already many who have pointed out this situation. Heeter (1989) speaks out for a need to re-conceptualize communication, in part because of changes brought about by new telecommunication technologies.

Several research projects have examined the relationship between interactive media and its impact on improving the news content. Research focused on the importance of interactive with citizens and the use of modern technology to facilitate this process. Deuze (1999) believes that interaction with the audience is the key element of the online news site that could allow for change in journalism, and make media content provided by journalists stronger than before. Also, Cover (2006) mentioned that Interactivity implies the capacity of a communication medium to be altered by or have its products altered by the actions of a user or audience, as well as suggesting a

technology which requires input from a user to work effectively, and this requires a multi-dimensional construct that is on a continuum of medium to human interactivity, according to Chung (2008), who believes that interactivity is represented on a continuum. The categories of interactivity are manifested through various different forms of interactive features that fall on that continuum.

Other scholars have mentioned that driving the epistemological revolution in communication science is the interactivity of new communication technologies (Chung et al., 2012; Lin et al., 2013; Rogers, 1986). Findings of Rose in 2013 suggest that the use of interactive media contributes significantly to the improvement of news and reports in terms of increasing the number of sources, the diversity of publishing styles, and attention to providing news in a quick and attractive way. Interactivity in media also means the power of the user of a medium to control the communication flow or even alter the message sent by the producer (Downes & McMillan, 2000). Therefore, Interactivity is a variable quality of communication media, reflecting the degree to which readers can interact with news content.

More recently, interactive aims to engage the user and interact with him or her in a way that non-interactive media do not (Mossberger et al., 2013). In addition, it uses a combination of different content forms such as text, audio, images, animations, video and interactive content (Mishra et al., 2015), and use of mobile phone technologies in the process of communicating with others, access to information, dissemination of information, and browse news sites, newspapers and news agencies (Radesky et al., 2015), are other concepts of interactive media. Researchers' definitions of the concept of interactive in the media have been associated with the period of time for researchers. Overall, the concept of interactive evolves according to the evolution of the media,

ranging from the availability of participation of the public, even the use of multi-media in the news, down to the ability of the public to amend the information and interact with them across different applications and platforms.

Developing the news content and increasing its credibility is a key point for the use of interactive features in the media by journalists. SNSs provide an opportunity for users to interact and select media content that is compatible with the receiver, with the possibility of responding to it and establishing a dialogue with the sender, and this is the experience for users to interact with media content and the formation of new experiences (Johnson & Kaye, 2010b). As a result of this development in the media, news sources deployed on the Internet allow users to interact with the news they prefer, which is characteristic for them (Chung, 2008; Kopper, Kolthoff, & Czepek, 2000; Pavlik, 1997). Metzger et al. (2010) have concluded that allowing users to interact and communicate will contribute to the diversification of the sources of information offered through social media. This feature is important for reporters to get different sources of information that contribute to increasing the credibility of the news published by them. This interaction in the media content on the Internet facilitates the consumption of news and spreads it among the public, and shares this content with friends, according to Metzger and his colleagues.

The debate on the importance of SNSs to the practice of journalism has raged on for a few years now, but from early 2011, SNSs tools have achieved a new position for journalists. All of these roles have changed via the Internet; anyone who has a blog can be a reporter, anyone with a smartphone can be a videographer, and anyone on Facebook, Twitter, and WhatsApp and other platforms can be a news reporter (Asough, 2012; Hayes, Singer, & Ceppos, 2007; Himelboim & Limor, 2010; Loke,

2011; Meeds, 2015). SNSs are media that enhance interaction between people. More than ever, people are using SNSs and other sources to discover more about what happening in the world, and traditional news agencies are becoming increasingly dependent on digital media (Lee, Park, Lee, & Cameron, 2010; Mourtada & Salem, 2011). The study of Johnson and Wiedenbeck (2009) concerns the need to develop a link Hyperlink and information about the writer, which increases the credibility of the news stories. In addition, using videos and animated media has led to a noticeable increase in power in terms of the credibility of the content.

Research conducted by Oviedo et al. (2015) has found that the use of interactive features as an attachment with the news increases the interest in the news among the people. There fact that there is an image, video and figures with the text is a strength to journalists and provides evidence of the credibility of the information. In addition, McCollough (2012) believes that use of multimedia with the news will help journalists to attract the reader to see the media message. The journalist, through the use of interactive, aims to shorten part of the text, relying on the photo or video to mention other details, which adds credibility and attractiveness to the subject (Mateus, 2015). Another advantage provided by Interactive across social networking sites are re-publication and comment on the news and posts, which is additional evidence about the credibility of the information (Chung et al., 2012; Goode, 2009). Interactive media lead to providing the best service to readers, in addition to making the media content easier than ever before.

In addition, SNSs differentiate from traditional/industrial media in many aspects such as quality, reach, frequency, usability, immediacy, and permanence (Chung et al., 2012). They overcome the challenge of distance, time and space, and have reduced the

world to a small community where it is possible to reach one another without any form of distraction. Social Media are elements of the new media (Alejandro, 2010; Thomas, 2014; Vallor, 2010). According to Kaplan and Haenlein (2010), SNSs refers to any media shared online such as 1 videos, music, photos, news, text and information, among others. Social Networking sites allow users to keep track of their existing interpersonal relationships and form new ones. SNSs enable people to stay abreast of one's own network of friends and organizations via one website (Hassan, 2009). In many ways, the new media provide a mediation between, or a combination of, mass media and interpersonal media – a kind of 'interpersonal mass media' – which falls outside of (or into the no man's land between) the two traditional areas of research interest (Sundar & Limperos, 2013). Therefore, media are encouraged to set up interactive platforms to allow users to interact and contribute to the dissemination of media content or the exchange of views and information.

However, features of new media, in fact, necessitate a considerable reassessment of communication research. Intellectual changes must occur to match the growing changes in communication behavior (Klimmt, Vorderer, & Ritterfeld, 2007; Sundar & Limperos, 2013). In addition, the main drawback of SNSs is that some topics may rarely be found in trusted news sources, and one cannot be sure of the credibility of the media published with the news, especially video and images. Some of them have nothing to do with the news and is interested in attracting the reader only (Golan, 2010; Meeds, 2015). As a result, many standards of reliability become missing as a result of the misuse of interactivity in the media, both in social networking sites, e-news sites or on smart phones, and keeping track of multimedia published by these techniques is complex and needs more time to ensure the credibility of the news. The other important drawback is that it cannot handle social media, such as videos or images because these

sites allow anyone to publish any information without placing any restrictions on publication (Saikaew & Noyunsan, 2015).

Despite these gaps, interactive media is the new style that leads to an increase in the proportion of credibility in the news in case of being used by journalists because of the possibility of proving details through several methods, and more than one source. Anyone can transfer news and share them with others easily and at any time and place, and has the ability to follow the news, moment by moment, and to express his point of view on the subject, features that are not available in traditional media (Stavrositu & Sundar, 2008). SNSs are considered highly interactive platforms for individuals and communities for publishing and discussing information via messages. This makes interaction easier and more open (Hermida, 2012; Mitchell et al., 2013). As a daily average, 44 per cent of Facebook addicts “like” the content published by their friends at least once a day, and 31 percent comment on other people's photos (PewResearch, 2014). Therefore, based on the discussion of previous studies, the hypothesis was formulated as follows:

There is a relationship between the use of interactive media and the credibility of the news on SNSs.

The fourth section discusses the ancestor of credibility, namely the quality of the source. This section is interested in the fact that news sources have an impact on credibility. The widespread use of social networking sites among the citizens for the dissemination of information, images and videos of the events surrounding them are encouraged to study the quality of the sources that publish information.

#### **2.5.4 Quality of News Source and the Credibility of the News on SNSs**

The abundance of media choice has resulted in audiences drifting away from mainstream media. Exacerbating the problem of an eroding mainstream news audience is a growing credibility problem (Stroud & Lee, 2013; Turcotte, York, Irving, Scholl, & Pingree, 2015). Despite the mainstream media's role in a functioning democracy, public attitudes toward the news have reached historic lows. Research has demonstrated a steady decline of public trust in the institution of news (Gronke & Cook, 2007; Metzger & Flanagin, 2013). Online information faces many criticisms of not containing high levels of accuracy and realism of evidence, and that little of the news published contain real, accurate and unbiased information (Johnson & Kaye, 2010b). The existence of misleading information is means that questions may be asked about the credibility of this information and the credibility of sources that are broadcast in this way (Cassidy, 2007).

Contrary to these concerns, however, some studies are addressing the credibility of online information showed that people tended to have positive attitudes toward the credibility of these sources (Kim & Johnson, 2009), because of the ability to search for other sources via the Internet to ensure the credibility of misinformation. Rumors and misinformation can be rapidly disseminated when corroboration or cues for trust are missing. Kim and Johnson (2009) mentioned that a large amount of research found variations in the results concerning the credibility of information on the Internet compared to the traditional means of media, which was considered more credible. Over the years, studies continue to adopting traditional media as a basis for the study of the credibility of the information posted on social networking sites. The corpus of online news sources studied is usually restricted to those that redistribute content from

traditional newspaper organizations (Flanagin & Metzger, 2003; Johnson & Kaye, 2010a; Park, 2006). Therefore, the use of social media in news reporting is no longer uncommon.

Social media contains a wealth of information and value for journalists, and has already proven to have a large impact on news reporting. (Holcomb, Gottfried, & Mitchell, 2013). Social media offers an opportunity for journalists to reach beyond their typical source networks of elite or otherwise affiliated sources, as well as to build a personal brand and to disseminate information to their network (Diakopoulos, De Choudhury, & Naaman, 2012; Stroud, 2011). Journalists used social networking sites in their work, in order to stay in touch with journalists and sources and the audiences (Hampton et al., 2011; Mayfield, 2008; Tsagkias et al., 2011). However, with the spread of news and rumors is correct, and the lack of controls to social networking sites, and the lack of strict laws, some journalists are encouraged to publish exciting news in order to gain the largest number of readers (Smith, 2009).

The credibility of information and media is greatly influenced by the quality of the source which transmits the news, and because of this, interest in the quality of the source determines that the news, information or multimedia published across social networking sites is committed to the credibility standards or not. The study of Chung et al. (2012) showed the emergence of the idea of intermediaries in the transfer of the news on the Internet through multiple sources, and the fact that the audience cares only to look for one source if information. The study of Metzger et al. (2010) concluded that most of Internet users depend on others opinions when evaluating the credibility of the source.



Moreover, in breaking news situations that involve readily perceivable information (e.g. fires, crimes, etc.) cognitive authorities are perhaps less useful than eyewitnesses (Fellows, 2013; Phuvipadawat & Murata, 2010). Eyewitnesses do not possess any special authority aside from a claim to have witnessed some event first hand and an ability to report on an event using their own perceptions of the world. As Zelizer (2007) points out, news organizations often use eyewitnesses to add credibility to reports by virtue of the correspondent's on-site proximity to the event. Witnessing and reporting on what the journalist had witnessed have long been seen as quintessential acts of journalism (Lasorsa, Lewis, & Holton, 2012; Vääätäjä, Vainio, Sirkkunen, & Salo, 2011). Social media provides a platform where once passive witnesses can become active and share their eyewitness testimony with the world, including journalists who may choose to amplify their report.

However, reference to anonymous sources in the news by some journalists is intended to raise attention to a specific issue, or to find out public opinion about the issue. For the audience, see the news posted on more than one page and more than one source, indicating the greater credibility of the news. According to Bowman and Willis (2003), the multiplicity of sources of news and details and the transportation of more than one source confirms the event. Should be the source or sender have a high level of credibility in order to accept members of the public to listen to what he says (Westerman et al., 2014). In order for this credibility to be achieved, there should be a specialized expert in the field who speaks it, and there should be trust the source in itself, in addition to social status and skills in the field of communication and persuasion which allow the journalist to influence the public (Tang & Liu, 2015).

The combination of several types of sources of information is likely to increase the quality of the news to protect the public from any content that can deceive them. Often, the sources do not want to publish fake news to maintain a level of credibility with the public (Diakopoulos et al., 2012; Holcomb et al., 2013; Turcotte et al., 2015). Journalists resort to these sources in order to maintain their reputation among their followers and to ensure the containment of their news on the highest standards of accuracy and credibility, and to be more important for the largest number of audience.

Social media have altered our society's information and communication fabric and will continue to be increasingly integrated in various ways into journalistic practice. As a consequence, it is important to continue to develop information tools for journalists, so as to find and evaluate information from social media sources. Quality of sources has an important role in determining the level of credibility of the news that spread across social networking sites. Therefore, the hypothesis was developed based on the previous discussion as follows:

There is a relationship between the quality of source and the credibility of the news on SNSs.

Exposure to social networking sites is important for journalists at the present time to learn about the issues and events surrounding them. Exposure to these sites offers a number of advantages for journalists, which directly contribute to the credibility of the news published by them. The following section discusses this issue.

### **2.5.5 The Exposure to SNSs and the Credibility of the News**

The new media has succeeded in transforming several important issues after the adoption by leading figures and spread among the people to public opinion issues (Lee,

2015; Mitchell et al., 2013), which will lead to the attention of the community and those responsible for this issue (Shirky, 2011). No one today can claim to be interested in public affairs, or close to the people, without the use of one of the forms of new media (news sites, SNSs such as Facebook and Twitter) either directly or indirectly (Hampton et al., 2011). Social media, especially Facebook and twitter plays an important role in shaping public opinion on important political matters.

Social media has been used by the public to express their concerns and grievances on issues that concern their welfare which the traditional media may not dare to report or broadcast (Salman, Mustaffa, Salleh, & Ali, 2016). Journalists from more groups that used the new media, especially social networking sites, in their work to stay in touch with sources or the audiences (Tsagkias et al., 2011), and to find out news of the community, and the speed of getting any information from anywhere and at any time (Alejandro, 2010). Social networking sites helped at the speed of access and transfer of information between citizens.

The Internet's increasing centrality to everyday life and work in network societies has raised many questions over its implications for the production and consumption of news (Alqudsi-ghabra, Al-Bannai, & Al-Bahrani, 2011; Newman, Dutton, & Blank, 2012). Much focus has been directed at whether online news will complement or substitute for, and displace, print newspapers (Dutta-Bergman, 2004; Gentzkow, 2007; Kietzmann, Hermkens, McCarthy, & Silvestre, 2011; Paulussen & Harder, 2014). Concern over displacement is often tied to the loss of the business models supporting high-quality journalism, which could lead to a decline in the quality and diversity of news coverage (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008; Alazzam, 2013;

Boczkowski, 2010; Newell, Pilotta, & Thomas, 2008). These questions add a new area of research about the importance of the Internet and social networking sites as a new source of information that can be relied upon.

Studies about the value of social networking sites for journalists emphasize the importance of these sites to increase the level of credibility of the news. Picard (2009) believes that through the use of social media, journalists can bring ideas and feedback about any issue from audiences and via continuous interactivity with users, journalists seeking to develop a different form of relationship more effective than the connection types created by traditional media. The Journalist is working on the review of people and journalists pages, and pages of news sites, local and international newspapers, to know the latest news and details about a specific issue (Westerman et al., 2014), or to get new ideas could have used in the construction of a report or story. Many of these pages raise general issues, that a journalist can follow up using his own style (Mourtada & Salem, 2011). These features provide additional services to journalists in their work in order to identify different views and issues.

One of the important sources to get new ideas through the use of SNSs and increase the level of credibility is comments on post, news and issues. Many people are commenting on the news, or information that people post without an official source, to illustrate news or to get feedback on the incorrect news (Mitchell et al., 2013). This feature provides a service for the journalist to know the reactions to the news and information that people transmits in their own lives or through the use of social networking sites (Callison, 2003; Loke, 2011; Smith & Brenner, 2012; Stavrositu & Sundar, 2008). The use of social media could lead to find new and more diverse

sources of information about the topics that interest them in ways that support quality journalism in local and global arenas.

Many studies have confirmed the importance of the positive benefits offered by social networking sites for journalists, which contribute to raising the level of credibility in their work. Journalists may choose SNSs because it can serve as a new technique to disseminate their content which they unable to use in their report. This sites ensures that their efforts to get information does not go wasted (Mateus, 2015). Much of the news and information that can be obtained from the sources or from people one may not accept when published by a media organization because of several factors affecting of publishing the news. Journalists resort to social networking sites and applications used in the media and communicate with others to publish more details separately from the news; these sites and applications are a wide space to express opinions and publish information (Raacke & Bonds-Raacke, 2008; Smith & Brenner, 2012). The use of SNSs new practice-oriented methods of publishing news and getting some information from sources, using these sites (e.g. Facebook, Twitter and WhatsApp) to communicate with the parties occurs because of the advantage of saving time and effort for the journalist, and most people have accounts on these sites and can contact them at any time (Murthy, 2013; Sánchez-Moya & Cruz-Moya, 2015). A variety of features offered by social networking sites to journalists contribute to the development of the output, and provide greater benefit to the public.

The problem that the journalist may face is in regards to the adoption of information that people post without reliable sources, or comments on the news. This information may be published as a personal opinion, or incomplete information, or may be aimed

at people to raise the issue and attract attention (Castillo et al., 2011; Saikaew & Noyunsan, 2015). Much of the news thus ends up by being used for different purposes for the truth. In addition, the journalist must be sure that the information obtained from sources before publication, whether in the newspaper or on social networking sites, is designed to spread rumors or false news or stir up public opinion. This can also cause problems for the journalist (Castillo et al., 2013; Pearson, 2007; Tang & Liu, 2015). The credibility of the news that is circulating today on social networking sites is significantly affected by current events and political style, especially in the outstanding issues or in the news of wars and conflicts. Therefore, the exposure to social networking sites should be cautiously and deal with these sites and news published high professionalism, so as to retain the journalist's reputation among the public and his followers. Based on the previous studies about exposure to SNSs, the hypothesis was formulated as follows:

There is a positive relationship between the exposure to SNSs and the credibility of the news on SNSs.

The final section of antecedents of credibility discusses the importance of the scoop in the work of journalists. Getting the scoop has become faster than ever before because of the technological development and the spread of social networking sites, in addition to competing with citizens for the dissemination of daily events across social media platforms. As a result, journalists have become interested in the credibility of the journalist and news head starts, which is described in the following section.

#### **2.4.6 The Scoop and the Credibility of the News on SNSs**

There is a ground shift happening in the media industry, not just in news, but because of the widening reach of social media networks. Mass media is passé. Today, it is all

about personal media (Abbasi & Liu, 2013; Alejandro, 2010; Armbrust, 2012). In previous times, a reporter was given a lead or went out to find a story. Today, many stories are received third hand (sometimes even fourth or fifth hand) through Facebook posts or Tweets so that by the time a story is assigned to the reporter, the story in some form or another is already out there in the social media universe (Ongowo, 2011; Phillips, Couldry, & Freedman, 2010; Rusbridger, 2012). The reporter now has to take this into consideration and find some angle to the story that is not yet being talked about.

In the news industry, Bourdieu (2005) suggests that the fierce competition for differentiation is "usually judged by access to news, the 'scoop', exclusive information and also distinctive rarity, 'big names' and so on" (p.44). As to the notion of scoops and breaking news, many tips or leads these days are from the web or what's "trending" in social networks such as Twitter, Facebook or based on search volume patterns in search engines like Google or Bing. This radically changes the industry's concept of what a scoop or breaking news is. Journalists are forced to accelerate the traditional journalistic process, since people now want real time information (Choi et al., 2015; Mitchell et al., 2013; Price, 2015). According to the research of Sweis and Baslan (2013), people want information as soon as journalists or the media outlet receives it. So to sit on a story until it is complete is to risk being out-scooped by competitors, or even worse to be dubbed slow by the public. Traditionally, media outlets compete to out-scoop each other, but today if they hold on to a story too long, they run the risk of being out-scooped by amateurs such as bloggers, citizen journalists (Gunter et al., 2009; Meyer et al., 2010; Paulussen & Harder, 2014). Nowadays, it is

necessary to give the audience small pieces of information at a time, as soon as the information is available.

The scoop is exclusive information obtained by the journalist or team work via private sources (Iggers, 1998). Good scoops will attract a great deal from the journalists and media involved to get private information, and most media encourage their staffs to collect as many scoops as possible to increase the prestige, power, and perceived value for their organization (Adeyanju, 2015; Alejandro, 2010; Deuze, 2005). One of the characteristics of the relationship between scoop and the credibility of the news is that where a journalist is known for the speed of receiving a scoop, it is possible to increase the degree of his credibility among the public, especially if the proportion of correct news was more than wrong, so, the proportion of follow-up will be higher than his peers, according to Alejandro (2010), Mateus (2015), and Pjesivac & Rui, (2014). The intensity of competition on the Internet, coupled with the lack of technical or temporal barriers to making use of information lifted from elsewhere, means that it is difficult for any news organization to retain exclusive news (scoop) for more than a few minute (Butler, 2009; Couldry et al., 2013; Phillips, 2010). When a journalist is thinking of getting a scoop ahead of other journalists, he or she is said to have “scooped” the competition. the scoops can take a lot of types and forms such as scandals and hidden information, which by their very nature tend to be greeted with interest when his followers are exposed to the news (Pearson, 2007). The story may also simply be significant or particularly exciting; breaking news is often a scoop.

Research has been conducted by Iggers (1998), who found that getting scoops demand a great effort and a good support team. Globally, many media have the hope of getting



new scoops on some unexpected stories, and they supplement more information in these stories via other journalists who are promoting their information to the highest bidder. Having foreign reporters as collaborators is an important step in running a successful media, and some news agencies devote a large amount of their budget to attract such correspondents, along with their sources (Elsaeßer, Madanat, & Pies, 2011). Journalists are keeping careful tabs on local issues and events in the hope of getting a scoop, and many of them seek to collect expanded sources with local officials so that they are the first to know about these events (Alejandro, 2010; Castillo et al., 2013). Nowadays, news will often appear first on social media (Price, 2015). To some extent, this changes the role of formal journalism, which will increasingly be used to check, package and contextualize such information.

Several scholars mentioned that the motivation for getting exclusive news leads to an increase in the attention of journalists to the level of credibility of this news so as not to be exposed to the wrath of followers, in case it turns out to be wrong (Pjesivac & Rui, 2014; Shay, 2014). In 2015, Mateus concluded that journalists seek to get news immediately and publish scoop before others, through the newspaper or television or SNSs, and this is an evidence of the ability of journalists and their organization to obtain any news or information about a major issues, and a strong indicator of the credibility of the news published by them.

The journalist aims through scoop to deliver a message to the public or other journalists about his power so as to get information, or to get the largest amount of likes and comments (Alejandro, 2010). If a journalist becomes known, locally or globally, for getting high-quality scoops, he or she will get a great offer from the largest media (Whiting & Williams, 2013). The scoop must be accurate, objective and honest, and

citing by sources related to events to be acceptable (Agichtein et al., 2008). The publication of scoop or breaking news that contains incorrect information will reduce the credibility of journalists, in addition to raising doubts about the future news published by him (Hayes et al., 2007). The attention of journalists to pursuing issues and getting the scoop before others is an incentive for them to search for exclusive information with the highest standards of credibility.

However, some journalists doubt the credibility of the scoop, because the journalist wishes to post information quickly, and then he discovers that he or she has false or incorrect information, or gets a press release to clarify these information (Mitchell et al., 2013). The rumor is one of the most important cons of scoops, and can lead to the publication of false news or incomplete stories that are rapidly spread between the public (masquerading as) correct news. Although such a rumor may be exciting for the public, it usually lacks a reliable source which holds valid evidence about news (Goode, 2009). Because of the spread of social networking sites in every place and at any time, without linking specific country, it may lead to strained relations between individuals and between nations (Alejandro, 2010), because of the publication of journalists for news or information like a scoop.

Moreover, to get the scoop before others, the journalist is working to increase the number of private sources (Hayes et al., 2007; Iggers, 1998). This action leads to the evolution of the relationship between the journalist and the source of the official relationship to the personal relationship (Shirky, 2011), which could lead to exploiting the journalist to promote rumors, or for transferring false information in order to discredit some people, or stir up public opinion about a specific topic. Economic pressures have helped to push journalists to extreme limits to obtain exclusive scoops,

especially salacious information about individuals that would increase newspaper sales (Christians et al., 2015; Ongowo, 2011). The scoop has become an important element in the work of journalists in the light of technological development and widespread use of social networking for the dissemination of news and information sites. Therefore, the journalist during his search for the news must be able to judge the sincerity of the news and is then written and published. The hypothesis about the influence of scoop has been developed as follows:

There is a relationship between the influence of scoop in media and the credibility of the news on SNSs.

Based on the foregoing discussion, it is clear that there are many issues that affect the credibility of the news with the emergence of the role of social networking sites as a source of information. The current study discusses: 1) the relationship between the factors used in the traditional media and its impact on the credibility of the news in social networking sites; 2) the positive relationship between the acceptance of the use of technology in the media and the credibility of the news; 3) the impact of the use of media and interactivity on the credibility of the news; 4) the importance of the quality of sources in determining the level of credibility of the news published across social networking sites; 5) the role of exposure to social networking sites in a positive impact on the credibility of the news; and 6) The relationship between the use of the scoop by journalists and its impact on the credibility of the news.

## **2.6 Culture of Internet Users in Jordan**

In the last few years, Jordan has witnessed considerable development in the field of media and the Internet. Today, Jordan has become one of the few states in the region

which have an elaborative media industry at various levels (Pies & Madanat, 2011; Sweis & Baslan, 2013). Jordan has many prestigious media institutions with high quality journalists. Media organizations have worked to involve citizens in the media content and increase the level of interaction between them (CDFJ, 2011; FreedomHouse, 2014). Many Jordanian media organizations have sought to take advantage of the Internet in the development of traditional media owned, and entered the competition with SNSs and websites in addition to the relative freedom enjoyed by the media in Jordan, compared with neighboring countries, and this gives the media a good environment for the development of media content (FreedomHouse, 2015).

Rank	Country	Internet Users	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World Internet Users
80	Jordan	3,375,307	12%	359,976	7,504,812	3.18%	44.98%	0.10%	0.12%

Figure 2.1. Internet Users in Jordan, 2014

Source: Internet Live Stats ([www.InternetLiveStats.com](http://www.InternetLiveStats.com))

Moreover, empirical studies in Jordan show the importance of social media services with increased membership to Facebook, YouTube etc. among Jordanian Internet users. According to FreedomHouse (2012), 40 per cent of Jordanian coupled uses the Internet, but only 42 per cent of this proportion are daily users. The percentage of Internet users in Jordan is high compared with the Middle East countries, and progressing significantly on the Arabian Gulf, Yemen, Iraq and Palestine states. (FreedomHouse, 2015; Pies & Madanat, 2011; Sweis & Baslan, 2013).

Table 2.1

*The number of Internet users of the population*

Years	Percentage	Million users
2011	35 %	2.1
2012	50 %	3.3
2013	69 %	4.45
2014	73 %	5.4
2015	76 %	5.9

Source: FreedomHouse (2012; 2014; 2015)

The government is working towards Jordan becoming an important center in the field of information technology in the Middle East, in addition to encouraging initiatives aimed at increasing the use of the Internet among citizens, and the development work using new technology. However, there is a major gap in these efforts, the most prominent of which is the gap between Amman and the provinces. 47 per cent of Jordanian Internet users live in Amman, another 30 per cent in the second and third 'biggest cities Zarqa and Irbid, which means only 23 per cent of the Internet users come from the rest of Jordan - mainly rural areas (Heikkilä et al., 2012).

This is primarily because of logistical and technical issues such as wireless Internet access or fixed telephone lines which have not reached all areas in Jordan. Selecting refers to the low GDP per capital, a generally weak economic as of many Jordanians and the high rate of computer illiteracy (FreedomHouse, 2014). Most Internet users are young people ranging from age 15 to 24 (FreedomHouse, 2014; Pies & Madanat, 2011).

Table 2.2

*Age groups as proportions of Jordanian Internet users*

Age	2010	2009
15-19 years	27 %	34 %
20-24 years	21 %	21 %
25-29 years	13 %	12 %
30-39 years	22 %	17 %
40-49 years	12 %	9 %
50 years and more	5 %	13 %

Source: Pies and Madanat (2011)

Data on social networking media in Jordan gives evidence for the contrary. In 2010, Internet world database Gender Stats counted over one million (1,104,340) Facebook users in Jordan (Mourtada & Salem, 2011). It reached to over 2.5 million in May 2013. The number of Twitter users is around 89 thousand by end of 2013.



*Figure 2.2. Number of Facebook users - 13 and above, Jordan*

Source: Arab Social Media Report: <http://www.ArabSocialMediaReport.com/>



*Figure 2.3. Number of Active Twitter users, Jordan*

Source: Arab Social Media Report: <http://www.ArabSocialMediaReport.com/>

### 2.6.1 Accessing News Websites in Jordan

The only data that can draw on stem words from the Jordan Media Survey (JMS) by (Al-Quds, 2009), is one in which users were asked for their reasons for consulting news websites. The data shows that beside timeliness, the credibility of news (57 per cent) and the perception that "news websites publish news that daily newspapers don't Publish" (66 per cent) are the main reasons for reading news websites. Yet, credibility of news has been declining rapidly from 76 per cent in 2009 to only 57 per cent in 2010.

Table 2.3  
*Reasons for users accessing news websites in Jordan*

Reasons for using news websites	2010	2009
Timeliness	67 %	84 %
Credibility of the news	57 %	76 %
News daily papers don't publish	66 %	56 %
Opportunity to comment and interact	44 %	41 %
News not subject to censorship	38 %	33 %

Source: Pies and Madanat (2011); CDFJ (2011); Jarrah (2009)

### 2.6.2 Usage and Access to Social Media

Connectivity is the main reason for people using social media in the first place. It is followed by gaining information, watching videos, listening to music, and sharing photos. Many Jordanians use social media mainly for chatting. The second most common activity is reading posts/blogs by other people (ASMR, 2015). In 2015, WhatsApp and Facebook were also the top used social media channels among Jordanians, with 89 per cent for Facebook and 71 per cent for WhatsApp.

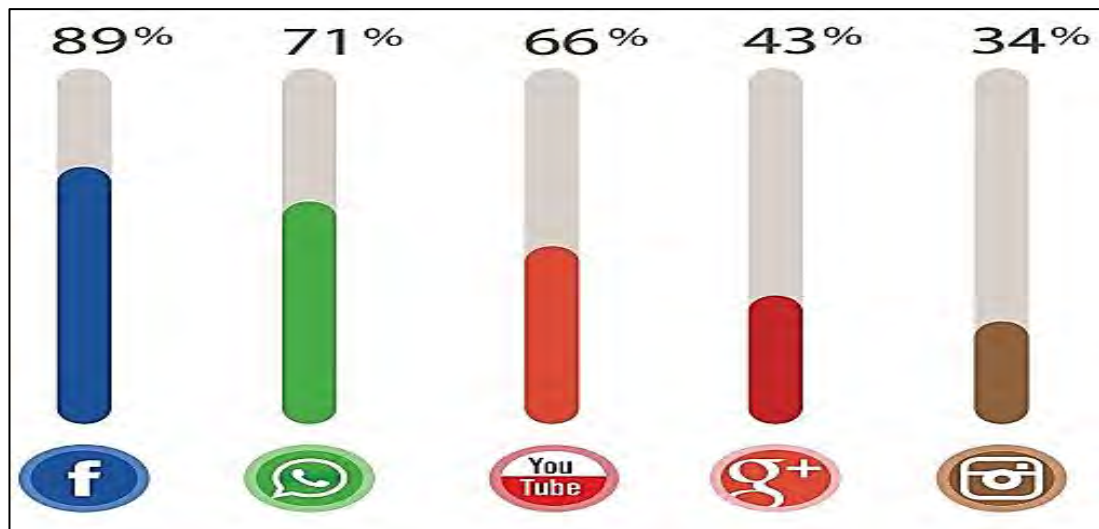


Figure 2.4. The top used social media channels among Jordanians  
Source: ASMR (2015)

Around 63 per cent of social media users in Jordan considered Twitter to be the most preferred social media channel (ASMR, 2015). Figure 2.5 shows the ratio of the number of users of Twitter in the Arab world. The percentage of Twitter users in Jordan was the highest among Arab countries.

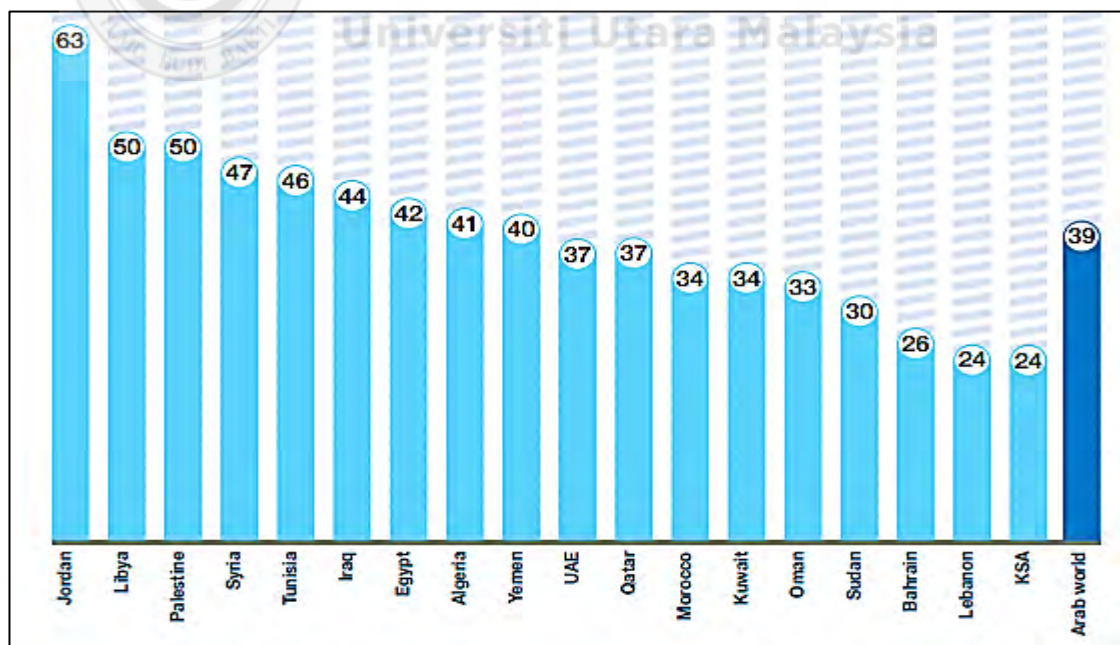


Figure 2.5. Number of Active Twitter users on a daily basis per country  
Source: ASMR (2015)



## 2.7 Chapter Summary

The new media has succeeded in transforming several issues to become a cornerstone of our lives. Through research, previous directions have focussed on the specific concept of credibility in traditional media, and the reflection of that concept on social media to identify scale to measure the credibility of SNSs. This chapter discussed the traditional factors that affect the credibility of the news media, in addition to the new factors that have emerged with the spread of social media. There are a few of factors that have affected the credibility of the media and the news, some of which are linked to the journalism work, such as the interactive media, and other factors related to the journalists, such as the technology acceptance, quality of source, the Exposure to SNSs, and the scoop.

In addition, these factors have changed the role of SNSs as news sites and encouraged journalists to change jobs in the communication process, and developed a new style of news. These factors give a positive impact to the journalists to help them in their work and show that the journalists' experience with social media help them to accept the technology, and they are becoming more interactive in their work. A glimpse on uses and gratification theory with observed evidences explained the cause of the spread of social media and relied upon in reporting the news, as well as to assist in understanding the nature of these tools, in order to identify, in this study, the credibility standards that must use on the SNSs in publishing of news.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the methodologies adopted in this study. It begins with the research design and more specifically, it explains the philosophical position on which the study is based. Also, the tools that used for data collection and statistical tests that used to analyze the collected data were discussed. The chapter concludes with discussions of the study population and sampling procedures.

#### **3.2 Research Design**

Research design is a basic step for every research study to answer the research questions and to explore the objectives of this study. Creswell (2012) notes that research design is a process for collecting, analyzing and reporting research in quantitative and qualitative enquiry. In addition, Yin (2011) describes research design significance succinctly as logical blueprints which involved links among research questions, the data to be collected as well as the strategies for analyzing the data. The perceptions of Jordanian journalists were explored through a questionnaire.

The study used a quantitative approach. Quantitative research seeks to explain phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics) (Aliaga & Gunderson, 1999). Quantitative research aims to test theories through the study of the relationship between variables that can be measured (Creswell, 2009).

Quantitative methods have traditionally been more prominent in social sciences, due to the fact that natural sciences and their standard methods were seen as a model in this field (Flick, 2009). Quantitative research is more realistic and objective and the researchers' consensus is to use quantitative methods if there is a hypothesis to test (Creswell, 2009; Sampson, 2012). Therefore, the quantitative research data collection strategies employed in this study focus on the quantification of concepts and their relationships via measurement of the variables. A key feature of quantitative research is that it is neutral and easily generalizable. A quantitative study has a high degree of external validity. In other words, the findings can be generalized (Saunders, Lewis, & Thornhill, 2011). Descriptive research aims to measure the target sample in a given period of time, with a simple description of the demographic characteristics of the sample. Although the perception of this research is that it is not difficult statistically, it provides a description of the variables that can help a researcher in the evaluation of the statistical results in the appropriate framework (Creswell, 2009; Saunders et al., 2011).

The sequence of research approaches is beginning by gathering and analyzing the literature. Conducting the literature review was a fundamental step in identifying the research problem and the core constructs in this study. In addition, the review of literature was an essential step in the development of the research in terms of theories and models that relating to SNSs in general and in the Arab world; particularly Jordan. The researcher identified the research gap after an intensive collection of theories, models and factors. Following this, the research model was developed with a range of hypotheses for testing. Then the questionnaire was developed based on reviewing previous researches and it was discussed with experts in the field.

### **3.2.1 Theoretical Framework and Hypotheses**

A theoretical framework is a necessary guide for research (Saunders et al., 2011). One of the issues raised by Dwyer, Roxanne and Widmeyer (2008) was a lack of theory that can explain the difference in success and failure by SNSs with regard to acceptance and usage in order to develop the work. The framework of this study addresses the independent variables of some factors (Traditional Factors in media, Acceptance of Technology in media, Interactive Media, Quality of the Source, the Exposure to SNSs, and the Scoop), and their impacts on the credibility of the news on SNSs as a dependent variable.

Many scholars have argued that these factors are important in affecting the news and its credibility. Many studies have described the characteristics of online media, but few of these studies have considered how unique technological elements afforded by the Internet may affect their perceived credibility (Kim & Johnson, 2009; Lankes, 2008; Mehrabi et al., 2009; Park, 2006; Pavlik, 1997). Most online news credibility research weighs perceived credibility against that of traditional media (Chung et al., 2012; Church & de Oliveira, 2013; Dutta-Bergman, 2004; Johnson & Kaye, 1998; Kim & Johnson, 2009; Meeds, 2015; O'sullivan & Heinonen, 2008). Moreover, the range of online news sources examined is usually restricted to online versions of mainstream news sources (Agichtein et al., 2008; Bracken, 2006; Flanagan & Metzger, 2003; Giudice, 2010).

The present study proposes a model for measuring the effects of independent variables with a dependent variable and the impact on the output of the communication process. Trust and consumption of news are the most prominent topics in the media associated

with credibility, especially with the diversity of media platforms, and the use of social networking sites to deliver news (Tang & Liu, 2015). Trust refers to a relationship between a trustor (the subject that trusts a target entity) and a trustee (the entity that is trusted) (Massa, 2007). Trust in the social media, especially SNSs, helps to know the people who trust their information, and that it is possible to share it with others, in addition to knowing the real information that can be deployed without the need to ensure confidence in many ways (Golbeck, 2008; Jøsang, Ismail, & Boyd, 2007). Trust in online information is one of the important outcomes of Internet users in general as a result of the multiplicity of available sources. In particular, the collection of relevant and reliable information at the present time using the Internet has increased significantly.

The public's trust in the media may cause some risk (Johnson & Kaye, 1998). The reason for this is that the journalists prefer to inform the public about some of information and hide other details. Therefore, the public's trust in the media will be restricted in these choices (Kohring & Matthes, 2007). News consumption and dissemination among the public affects the credibility of news spread on social media (Dutta-Bergman, 2004). When the news is trusted and credible it is increasingly spread among the public, and become more consumed and heavily traded (Agichtein et al., 2008; Kietzmann et al., 2011). This consumption of news depends on the credibility of the news, and affects the credibility of the media.

The theoretical perspective mentioned in this study was based on the framework of the study to investigate the influence of the traditional factors of credibility, the acceptance of technology in media, interactive media, quality of the source, exposure to SNSs,

and the scoop on the credibility of the news. The relationship between the traditional factors used in the media and the credibility of news and information published on social networking sites have been developed based on the discussion in the previous chapter. Some of the scholars in this field believe that the application of the rules among journalists in the traditional media, such as the editorial policy, media laws, and ethics, when dealing with information posted on social networking sites will ensure a good level of credibility to this information (Deuze & Yeshua, 2001; Goode, 2009; Gunter et al., 2009; Harper, 2005; Himmelboim & Limor, 2010; Moody, 2011; Rajendran & Thesinghraj, 2014; Stassen, 2010; Thomas, 2014). The development of the relationship was also on the basis that there are many pressures that might be exerted on journalists from multiple views which may affect the credibility of the news they provide to the public and how to treat them with information (Asemah, 2011; Connery, 2015; Dyikuk, 2015).

Acceptance of the technology in the media and its impact on the credibility of the news, in particular, published on social networking sites, is the second relationship in this study. In this respect, there are reasons to assume that the use of technology platforms as a journalistic source will lead to an increased diversity of voices in the news, and make positive features for journalists, media and the public, especially in that new voices may still find it difficult to break into the journalists' professional network or "source cycle" (Canter, 2013; CDFJ, 2015; D'Arcy, 2012; Hermida, 2012; Overholser, 2009; Paulussen & Harder, 2014; Singer et al., 2011).

The third relationship in this study is based on the effect of interactive features offered by social networking sites to reporters at the level of credibility of the news and its

acceptance among readers. The interactivity provided by these sites has affected the work of journalists, due to the large number of news published daily that is supported with pictures, videos and comments, especially news about war and conflict zones, or news related to political issues (Hayes, Singer, & Ceppos, 2007; McCollough, 2012). Interactivity in media affects the credibility of the news and media, because of using videos and animated media in news and reports, and this feature will be reflected in journalists' practices, and will therefore lead to a noticeable increase in credibility level, honesty and transparency of the content and sources (Asough, 2012; Himmelboim & Limor, 2010; Oviedo et al., 2015).

The quality of sources and credibility of information has a direct relationship. (Chebat, Filiatrault, & Perrien, 1990; Haas & Wearden, 2003; Pornpitakpan, 2004). Sources are the most important part of the process of information transfer and acceptance among the public (Hovland et al., 1953; Shoemaker & Vos, 2009; Self, 2009). Therefore, the high level of credible sources that transmits information to journalists contributes effectively to the high level of credibility of the news. Reliance on the real sources and not resorting to phantom sources with a view to fame among the public is the motivation among journalists to preserve their reputations and confidence in their news (Fellows, 2013; Phuvipadawat & Murata, 2010).

Exposure to social networking sites helps journalists increase the diversity of news sources as a result of their exposure to many sources in various platforms. This diversity will lead to the dissemination of news and reports contained different views on the issue, and will contribute to the height of a journalist's credibility among followers (Alazzam, 2013; Boczkowski, 2010; Newell, Pilotta, & Thomas, 2008;). For

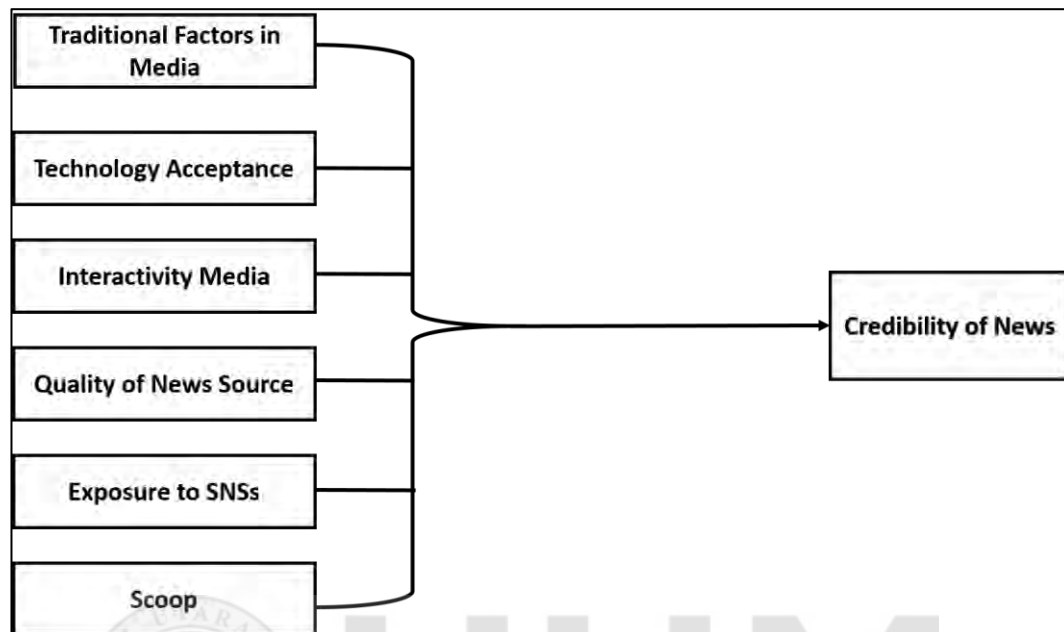
this, in order to keep this feature, the exposure to SNSs depends mainly on credibility in dealing with variety of news across social networking sites. Therefore, credibility is the salient feature that journalists are seeking to preserve it by moving away from publishing false news, which they may be exposed it during their browsing to social networking sites (Callison, 2003; Castillo et al., 2011; Salman et al., 2016; Sagkias et al., 2011). Consequently, it has been building this relationship.

Scoop is a sophisticated phenomenon in the media, which is associated with many aspects such as technology, fame, competition, etc, which have an impact on the work of journalists and the credibility of news (Adeyanju, 2015; Alejandro, 2010; Deuze, 2005; Elsaef, Madanat, & Pies, 2011). The ability to obtain exclusive information and publish it as a scoop is an advantage that contributes to the spread of news and information between citizens, and makes the journalist an important source of knowledge of the latest information and current events. The scoop must be accurate, objective, honest, and be cited by sources related to events so as to be deemed acceptable (Agichtein et al., 2008; Phillips, Couldry, & Freedman, 2010).

The publication of scoop or breaking news that contains incorrect information will reduce the credibility of journalist, in addition to raising doubts about the future News published by them (Butler, 2009; Hayes et al., 2007). Trust between the journalist and the citizen is essential in building a relationship between them, and this leads to increasing the attention of journalists in regards to the level of credibility of this news, so as not to be exposed to the wrath of followers, in case the news turns out to be wrong (Rusbridger, 2012; Price, 2015; Phillips, 2010; Sweis & Baslan, 2013; Whiting & Williams, 2013).



Based on the previous discussions, Figure 3.1 depicts the development of the research framework that guides this scientific research.



*Figure 3.1. The Conceptual Framework of the Research*

Therefore, based on the review of literature, the following hypotheses formulated:

- H1:** There is a relationship between the traditional factors (Editorial policies, the Ethics of journalism, pressures on journalists, the lack of strict laws, and the fame) and the credibility of the news on SNSs.
- H2:** There is a positive relationship between the use of technology and the credibility of the news on SNSs.
- H3:** There is a relationship between the use of interactive media and the credibility of the news on SNSs.
- H4:** There is a relationship between the quality of source and the credibility of the news on SNSs.

**H5:** There is a positive relationship between the exposure to SNSs and the credibility of the news on SNSs.

**H6:** There is a relationship between the use of scoop in media and the credibility of the news on SNSs.

### **3.3 Research Instrument**

This section presents a discussion on instrument (questionnaire) design, the scale of the questionnaire, research survey translation into the Arabic language and steps to developing the instrument.

#### **3.3.1 Instrument Design**

The survey is a way of collecting in-depth information about attitudes and beliefs of the respondents. Survey is a common research design employed in many social science studies (Lawrence, 2007). Creswell (2013) mentioned that survey is a sample of many respondents giving answers to the same questions to measure various variables and test multiple hypotheses. In this study, a survey is deemed to be the appropriate way to conduct the research, because it enables the researcher to obtain the views of the school community, especially with regard to social phenomenon under research and investigation (Sekaran & Roger, 2003). A survey design provides a numeric description of the trends and opinions of the population through the selection of a representative sample (Creswell, 2009).

In this study, the questionnaire consisted of 10 parts and 62 items to answer the questions and objectives of the study. All items used in this study are shown in Table 3.1. Overall, part one was devoted to collecting demographic information. Part Two

includes questions about the status of social networking sites in Jordan. Part Three measures the criteria of the credibility of the news. Part Four is related to the first objective, which is concentrated on the Traditional Factors that affects the credibility of news. Part Five is associated with the second objective, and discusses the acceptance of technology in media. Part Six concerns the interactivity of media and is linked to the third objective. Part Seven was designed to answers the fourth objective, in order to determine Quality of sources. Part Eight is related to the fifth objective, which is concentrated on the Exposure to the Social Networking Sites (SNSs). Part Nine discusses the sixth objective of the study which addresses scoop in media. The last part discusses the Future of the credibility of the news on social networking sites.

Part One consists of six questions, about Gender, Age, Marital status, Educational level, Major, and Experience. Part Two uses nominal data to know the perceptions of Jordanian journalists about: the most important sources in the case of conflicting news; the most important social networking sites that have high reliability and are used by journalists in their work. Part Three discusses a series of questions to find out the criteria that must be contained in the news for it to be considered credible. The Fourth section focuses on the most prominent traditional factors that may affect the credibility of the news, such as fame, editorial policy, ethics, and a number of pressures that might be exerted on the journalist.

Part Five focuses on the acceptance of technology in the media. The questions are concentrated on the reasons of acceptance of technology in media among Jordanian journalists. Part Six includes questions related to media interactivity The objective of these questions is to identify the importance of interactive media in the development

of journalism, and to increase the degree of credibility of the news published based on the interactive feature offered by Social Networking Sites. The seventh part relates to the Quality of source. This section includes questions about the important elements that must be available in the source of the information or news to be considered credible news.

Part Eight of the questionnaire is about the Exposure to the Social Networking Sites (SNSs). The statement in this section is: social networking sites help journalist in his work; and the motives of Exposure to the SNSs. Part Nine is about the items of the scoop. This section discusses the impact of the scoop on the credibility of the news and the credibility of the journalist, and how it affects the adoption of the Scoop on the journalism. The last part, part ten, includes a survey about the future of the credibility of the news in the social networking sites compared with other media.

### **3.3.2 Instrument Scale**

Two types of measurement scales are presented in the questionnaire: (i) nominal; and (ii) ordinal scales. Nominal data consist of the number of observations that fall into specific categories and the categories are mutually exclusive (Roscoe, 1975). The ordinal scale is used to measure direction (by agree/disagree) and intensity (by strongly or not) of attitude (Albaum, 1997). It is worth noting that the distance between these ordered categories is unknown, and that these ordered categories could denote respondents' attitude which is continuous in nature (Winship & Mare, 1984).

Ordinal scales are distinguishable from nominal scales by the additional property of orders among the categories (Roscoe, 1975) and differ from interval data by following a monotonic transformation (O'Brien, 1983). They follow different transformations

because the distance between two adjacent scores on an ordinal scale is assumed to be unknown, whereas interval data assumes an equal distance (Corder & Foreman, 2008).

Many scholars have used the five-point Likert scale for data collection, e.g. (Golan, 2010; Kioussis, 2001; P. Meyer, 1988; Roberts, 2010; Schweiger, 2000). The scale used in the instrument is that of continuous scales; strongly disagree to strongly agree (Creswell, 2009), divided according to a five-point Likert scale, with scores ranging from 1 to 5 (Sekaran & Roger, 2003). Each score is shown as follows:

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>

### **3.3.3 Instrument Translation**

This study is fully designed, including the questionnaire, in English. Because respondents in this study were local and that all of them spoke Arabic, the questionnaire was translated into Arabic and then the back translation technique (Arabic to English) to ensure the accuracy of the original translation (Brislin, 1970). Firstly, 4 academics hold a PhD in media studies and 4 practitioners who are working as journalists in Jordan Times newspaper translated the English version of the questionnaire into the Arabic version and back-translated the Arabic version to an English version. Secondly, the translations by certified translation (Legal translator) were compared to validate the fact that both versions still had the same simple, short, comprehensible, and equivalent meanings (Appendix D). In view of the translation, slight modifications were performed to avoid ambiguous terms in the Arabic language. Appendix A represents the survey in English language and Appendix B presents the survey in the Arabic language.

### **3.3.4 Modification of Items**

Churchill (1979) suggested that the preparing of a survey instrument comprises four stages. The first stage is finding a set of items by selecting the existing items in the previous literature. In this current study, the second stage involved interviews with journalist, who are experts in the field, to make sure that the items that have been selected in the first stage were appropriate and consistent with the context of the study. The third stage involved the process of scale and content development and face validity. As will be described more fully in subsequent sections, the basic procedure was to have panels of judges confirm the validity of items with respect to the representativeness and clarity of the items, instructions, and format of the instrument. According to their suggestions, low-class indicators are excluded and instructions and questions clarified.

Finally, after checking all the scales and making sure of the content and face validity, the questionnaire was ready for testing. Testing the tool to be distributed to a group of the study population is crucial to ensure the reliability of the measurements. After initial data collection, the items that were not effective in the reliability of the measurements were deleted, and then the pilot test of the questionnaire was implemented. This four-step process was carried out in this current study.

One of the most important goals of the previous literature review is to verify the measurements and generate items for all domains. The current study used existing scales for measuring the traditional factors of credibility, the acceptance of technology in media, interactive media, quality of the source, the Exposure to SNSs, and the scoop from various academic journals. For the purposes of this study, the scales have been

modified to suit the research framework. Scales for the main constructs included in the study were not readily available in the literature.

Operational Definition illustrates elements that have been adopted from previous studies. Therefore, the imperative first step entailed the development of new scales for these constructs. In particular, existing scales were reviewed and the related domains and items were extracted from various communication journals.

### **3.3.4.1 Operational Definition**

#### **3.3.4.1.1 Credibility of News**

Credibility is the accuracy and the secretariat of the existing contact in the news, and the efficiency and expertise of the source, and the efficiency of the reporter or delegate (Schweiger, 2000). Previous studies focused on credibility criteria derived from the operation practices for journalists. Credibility is operationalized as the quality available in the news and the media based on several factors including believability, accuracy, credibility of the source, clear transfer of information, stripping of special interests, trustworthiness, objectivity, stripping of personal passions, commitment to social values in tracking the details of the news, including all the opinions relating to the event, and including all the dimensions of the event.

Based on this operational definition, the items used to measure credibility in the present research are described in Table 3.1, and the instrument developed by Abbasi and Liu (2013), Azza (2006), Gaziano and McGrath (1986), Levinson (1998), and Mehrabi et al, (2009) were used to measure credibility, and they reported that the Cronbach's alphas of these items ranged from 0.89 to 0.93 and the factor loading

ranged from 0.746 to 0.921. Respondents was kindly asked to choose their preference on a 5-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

Table 3.1  
*The Measurements of Credibility of News*

Items	Items codes	References
News should include a set of criteria, like trustworthiness	CN1	Abbasi & Liu, 2013, Azza, 2006; Gaziano & McGrath, 1986; Levinson, 1998; Mehrabi et al, 2009
News should include a set of criteria, like credibility of the source	CN2	
News should include a set of criteria, like accuracy	CN3	
News should include all the dimensions of the event	CN4	
News should include all the opinions relating to the event	CN5	
News should reflect the priorities of attention when the public	CN6	
The news must be objective	CN7	
The news must be believable	CN8	
The news must transfer information clearly	CN9	
News should be stripped of personal passions	CN10	
News should be stripped of special interests	CN11	
News must be committed to social values in tracking the details of the news	CN12	

#### 3.3.4.1.2 Traditional Factors in Media

Traditional factors in the media are the factors governing the work of journalists, such as editorial policy, laws and ethics, as well as a number of pressures on journalists from different sources. Editorial policy is an entity that chooses the appropriate way to transfer events and how to publish, to guide its work and it affects the editorial policy of the newspaper group of factors, including a private newspaper or news



organization factors, and others associated with the political, social and cultural conditions prevailing (Lowrey, Brozana, & Mackay, 2008). Traditional media ethics support journalism as a general source from which one can discover other fields, a basis of criteria of truth, accuracy, and objectivity (Deuze & Yeshua, 2001). Media laws oblige journalists to search and investigate real information as a way towards the safest credibility, and to ensure compliance with the law (Himmelboim & Limor, 2010; Pearson, 2007).

Eleven items were adopted from Greenwood (2013), O'sullivan and Heinonen (2008), Schweiger (2000), and Asough (2012) used to measure traditional factors in media as shown in Table 3.2. They reported that the Cronbach's alphas of these instruments were 0.85 to 91, which exceeded the common cut-off level of 0.70. Respondents was kindly asked to choose their preference on a 5-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

Table 3.2  
*The Measurements of Traditional Factors in Media*

Items	Items codes	References
Journalists try to get instant and easy fame among public regardless of credibility of news	TF1	Greenwood, 2013; O'sullivan & Heinonen, 2008; Schweiger, 2000; Asough, 2012
A journalist's aim of publishing some information, images and videos is to become a reference for the exclusive news	TF2	
Editorial policy affecting the news in terms of: deletion	TF3	
Editorial policy affecting the news in terms of: addition	TF4	
Application of editorial policy on social networking sites will maintain the credibility of these sites	TF5	

Table 3.2 Continued

Practical experience will help the journalist to deal with the events credibly	TF6
The ethics of journalism may prevent journalists from publishing some details of news	TF7
The ethics of journalism is important to maintain the credibility of newspapers and the media	TF8
The ethics of journalism helps to prohibit the publication of rumors	TF9
The lack of strict laws on social networking sites allow the spread of false news	TF10
Pressures on journalists (Authority, Traditions, Gifts) affect the credibility of news	TF11

#### 3.3.4.1.3 Technology Acceptance

The use of technology in the media and the evolution of social networking sites have led to the easy spread of information and an increase in the flow of news among the public. Anyone can publish information, pictures, videos on one platforms of technology and it becomes news (Mourtada & Salem, 2011; Murthy, 2013). Technology-enabled communication has improved the efficiency of interaction and interactivity, especially at work and in personal lives. It also provides users with several platforms by which to access information from a wide range of people and communities through Internet (Salleh, Salman, Ali, & Hashim, 2016).

The items used to measure technology acceptance are described in Table 3.3, and technology acceptance was measured using eleven items. The items were adopted from Chung et al. (2012), Davis (1989), Davis, Bagozzi, and Warshaw (1989), and Nahmías (2015). Researchers reported that the Cronbach's alphas of these instruments ranged from

0.77 to 0.86. Respondents was kindly asked to choose their preference on a 5-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

Table 3.3  
*The Measurements of Technology Acceptance*

Items	Items codes	References
Social networking sites enable me to contact with audience	AT1	Chung et al., 2012; Davis, 1989; Davis, Bagozzi, & Warshaw, 1989; Nahmías, 2015
Using social networking sites improves my job	AT2	
The use of social networking sites could help me to do my job more rapidly	AT3	
Social networking sites make me more productive	AT4	
Social networking sites makes me more effective	AT5	
Social networking sites are easy to use	AT6	
Social networking sites provide me a high level of freedom of expressing opinions	AT7	
Social networking sites provide me live coverage of events	AT8	
Social networking sites enable me to discover new information	AT9	
Social networking sites make me more creative because of using multimedia (text, photo, and video) in displaying news	AT10	
Social networking sites offer me a chance to escape from the pressures of life	AT11	

#### 3.3.4.1.4 Interactive Media

Interactivity is currently one of the media community's most used buzzwords. Interactivity is considered to be the most important feature of new media (Rogers, 1986). Deuze (1999) believes that interaction with the audience is the key element of the online news site that could allow for change in journalism, and make media content

provided by journalists stronger than before. SNSs provide an opportunity for users to interact and select media content that is compatible with the receiver, with the possibility of responding to it and establishing a dialogue with the sender, and this is the experience for users to interact with media content and the formation of new experiences (Johnson & Kaye, 2010b).

Therefore, interactive media contributes significantly to the improvement of news and reports in terms of increasing the number of sources, the diversity of publishing styles, and attention to providing news in a quick and attractive way. Based on this operational definition, several items are used to measure this factor from a number of studies conducted including Chung (2008), Hassan (2009), Kim and Masiclat (2010), and Liu (2003). The Cronbach's alphas of these instruments ranged 0.85 to 0.89. Respondents was kindly asked to choose their preference on a 5-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

Table 3.4  
*The Measurements of Interactive Media*

Items	Items codes	References
Getting information from the Social networking sites are very fast more than traditional media	IM1	Chung, 2008; Hassan, 2009; Kim &
News published on social networking sites is more credible because of using multimedia (text, photo, and video)	IM2	Masiclat, 2010; Liu, 2003
Social networking sites are effective to share news with the public to get feedback	IM3	
The peoples' comments via social networking sites help me to get feedback on incorrect news	IM4	
Social networking sites are effective in gathering audiences' feedback	IM5	

Table 3.4 Continued

Social networking sites facilitate two-way communication between the audience and journalists	IM6
The Social networking sites give audience the opportunity to comment on the news	IM7
Interactive media helps journalists to see public opinion about issue	IM8
The news update on Social networking sites, moment by moment, may cause a problem in not being sure of credibility of news	IM9

#### 3.3.4.1.5 Quality of News Source

Online information faces many criticisms of not containing high levels of accuracy and realism of evidence, and that little of the news published contain real, accurate and unbiased information (Johnson & Kaye, 2010b). Social media contains a wealth of information and value for journalists, and has already proven to have a large impact on news reporting (Holcomb et al., 2013). The combination of several types of sources of information is likely to increase the quality of the news to protect the public from any content that can deceive them. Often, the sources do not want to publish fake news to maintain a level of credibility with the public (Diakopoulos et al., 2012; Holcomb et al., 2013; Turcotte et al., 2015).

The items used to measure quality of news source are described in Table 3.5, and Quality of News Source was measured using eight items from Franklin and Carlson (2011), Self (2009), Flanagin and Metzger (2014), and Westerman et al. (2014). The factor loading of items ranged from 0.728 to 0.873. Respondents in this current study were asked to indicate their preference on a 5-point Likert-type scale (1= strongly disagree to 5 = strongly agree).

Table 3.5  
*The Measurements of Quality of News Source*

Items	Items codes	References
News that include more than one source indicate greater credibility	QS1	Franklin & Carlson, 2011; Self, 2009; Flanagin & Metzger, 2014; Westerman et al., 2014
News posted on more than one page on social networking sites indicates greater credibility	QS2	
The multiplicity of sources of news confirming the credibility of the event	QS3	
The source of the news should have a high level of credibility in order to accept the news among the public	QS4	
The source of the news should have experience related to the topic of the news	QS5	
The source of the news should have skills in the field of communication and persuasion to influence the public	QS6	
The source of the news should have a social status to influence the public	QS7	
Publishing breaking news without mentioning the source reduces the credibility	QS8	

#### 3.3.4.1.6 Exposure to SNSs

Through the use of social media, journalists can bring ideas and feedback about any issue from audiences and via continuous interactivity with users, journalists seeking to develop a different form of relationship more effective than the connection types created by traditional media (Picard, 2009). Journalists from more groups that used the new media, especially social networking sites, in their work to stay in touch with sources or the audiences (Tsagkias et al., 2011), and to find out news of the community, and the speed of getting any information from anywhere and at any time (Alejandro, 2010). Social networking sites helped at the speed of access and transfer of information between citizens.

Thirteen items were adopted from Alejandro (2010), D'Arcy (2012), Loke (2011), Picard (2009), Thorson, Vraga, and Ekdale (2010), and Whiting and Williams (2013) used to measure traditional factors in media as shown in Table 3.5. They reported that the Cronbach's alphas of these instruments were 0.82 to 0.93, which exceeded the common cut-off level of 0.70. Respondents were kindly asked to choose their preference on a 5-point Likert-type scale (1 = strongly disagree to 5 = strongly agree).

Table 3.6  
*The Measurements of Exposure to SNSs*

Items	Items codes	References
Social networking sites help journalists to get new ideas	EX1	Alejandro, 2010; D'Arcy, 2012; Loke, 2011; Picard, 2009; Thorson, Vraga, & Ekdale, 2010; Whiting & Williams, 2013
Social networking sites help journalists to clarify the elements of the idea	EX2	
Social networking sites help journalists to identify issues facing people	EX3	
Social networking sites help journalists to get into new sources	EX4	
Social networking sites help journalists to get any information from anywhere and at any time	EX5	
Journalists use social networking sites in the publication of news rejected by the organization	EX6	
Journalists choose social networking sites to ensure that their hard work does not go wasted	EX7	
Journalists use social networking sites to publish more details separately from the news	EX8	
Journalists use social networking sites to express their personal opinions away from the news	EX9	

Table 3.6 Continued

Journalists use social networking sites to save time	EX10
Journalist rely on the peoples' comments on social networking sites to ensure the credibility of information	EX11
Journalist rely on the peoples' comments on social networking sites to get new ideas	EX12
Journalist rely on the peoples' comments on social networking sites to contact with new sources to explain some details of the news	EX13

### 3.3.4.1.7 Scoop

According to the research of Sweis and Baslan (2013), People want information as soon as journalists or the media outlet receives it. The scoop is exclusive information obtained by the journalist or team work via private sources (Iggers, 1998). Good scoops will attract a great deal from the journalists and media involved to get private information, and most media encourage their staffs to collect as many scoops as possible to increase the prestige, power, and perceived value for their organization (Adeyanju, 2015). Several scholars mentioned that the motivation for getting exclusive news leads to an increase in the attention of journalists to the level of credibility of this news so as not to be exposed to the wrath of followers, in case it turns out to be wrong (Pjesivac & Rui, 2014; Shay, 2014).

The items used to measure scoop in the present study are described in Table 3.7, and the instrument developed by Adeyanju, (2015), Hayes et al. (2007), Mateus (2015), and Price (2015). The factor loading of items ranged from 0.774 to 0.892. Respondents in this current study were asked to indicate their preference on a 5-point Likert-type scale (1= strongly disagree to 5 = strongly agree).



Table 3.7  
*The Measurements of Scoop*

Items	Items codes	References
The scoop is evidence of credibility of published news	SC1	Adeyanju, 2015; Hayes et al. 2007; Mateus, 2015; Price, 2015
The scoop is evidence of the journalist's activity at the event site	SC2	
Scoop aims to publish news quickly, even if the news is incomplete	SC3	
Scoop containing incorrect information reduces the credibility of the journalist	SC4	
The journalist's aim through scoop is to deliver a message to the public or journalists about his ability to get the information	SC5	
The journalist aims through scoop is to get the most number of Likes	SC6	

The next step is to interview a number of experts in the field of communication and media to verify the instrument, which is described in the following section:

#### **3.3.4.2 Verification of instrument**

After reviewing the literature to obtain measurements, structured interviews were carried out with experts and practitioners in the media in April 2016. Ten practitioners who had experience in communication, journalism, and new media were targeted. Experts who have been selected for interview were working journalists enrolled in the Jordan Press Association. Three of them were also working as professors in universities. The framework and objectives of this study were first introduced and another one-week time was left to them. After this, a face-to-face interview was carried out, which enabled instant feedback on the drawbacks of the questionnaire.

Table 3.8  
*Profile of interviewees*

Interviewee	Position	Institution	Interview Date
1	Journalist / Director	Jordan News Agency (Petra)	3 April 2016
2	Journalist	Jordan News Agency (Petra)	5 April 2016
3	Journalist	Jordan Times Newspaper	9 April 2016
4	Journalist	Jordan Times Newspaper	10 April 2016
5	Journalist	Jordan Times Newspaper	11 April 2016
6	Journalist	Khaberni website	15 April 2016
7	Journalist	Jordan Radio & Television	17 April 2016
8	Journalist / Vice dean	Zarqa University / Media college	20 April 2016
9	Journalist / Dean	AAU / College of Communication and Media	23 April 2016
10	Journalist / professors	Yarmouk University / Media College	28 April 2016

After analyzing interviews with experts and extract key elements, the views of experts on the variables of the study were consistent with measurements taken from existing literature. Accordingly, the questionnaire was prepared in accordance with the existing literature and then the questionnaire was re-sent to experts to see the analogy that was used for this study. Seven participants expressed the fact that the questionnaire was comprehensive without adding new items. Three experts provided comment on how to improve the items (the sentence structure), especially when the translation into Arabic had ambiguous wording. Content validity is the third step is to develop a questionnaire and validate it in line with the study environment.

#### **3.3.4.3 Content Validity**

A content validity study was carried out to ensure the validity and reliability of the questionnaire. The purpose of this step is to: (1) Assess the content of the

measurements that have been developed; and (2) To identify those items that are still unclear. The content was examined, together with the clarity of scale based on the procedure suggested by Rubio et al. (2003). Two conditions were used for the evaluation of measures: 1) the clarity of the items; and 2) the representation of scales. A scale from 1 to 4 was used to rate each item. Representativeness was verified by an item's ability to represent the content domain, as described in the theoretical definition. Meanwhile, item clarity was evaluated based on how clearly an item is worded.

The ideal number of experts suggested by scholars was a range of two to 20 (Gable & Wolf, 1993). Using a larger number of experts may generate more information about the measure (Rubio et al., 2003). The response forms (see Appendix C) were sent to 11 practitioners and experts in communications, journalism, and new media. Validators of the questionnaire were: Four professors from Jordan, two Professors from Malaysia, and five journalists from Jordan. In addition, evaluating a scale's content validity is a critical early step in enhancing the construct validity of an instrument (Haynes, Richard, & Kubany, 1995). Content Validity Index (CVI) was the most widely used method of quantifying content validity for multi-item scales. Researchers often use a criterion of 0.80 as the lower limit of acceptability for an CVI, as suggested by Davis (1992).

Therefore, all items having CVI scores of less than 0.80 were culled from the list. See Appendix E for the items calculated based on CVI. Based on the experts' comments on clarity, a few spelling and grammar mistakes in some items have been noted to improve the quality and clarity of Questions.

Table 3.9  
*The number of items dropped – after CVI*

Constructs	Drop items	Change the sentence structure	Original item from literature	Number of items dropped	New number of items for pilot test
Traditional Factors (TF)	Nil	TF4, TF8, TF10	11	0	11
Acceptance of Technology (AT)	Nil	Nil	11	0	11
Interactivity Media (IM)	IM7	Nil	9	1	8
Quality of Source (QS)	QS5	QS4	8	1	7
Exposure to SNSs (EX)	Nil	Nil	13	0	13
Scoop (SC)	Nil	SC3, SC4	6	0	6
Credibility of the News (CN)	Nil	Nil	12	0	12

After checking the validity of content, according to the opinion of experts, the next step is to conduct a pilot study to ascertain the reliability of constructs and measurements.

#### 3.3.4.4 Pilot Test

The last step in the process of developing the measurements was to conduct a pilot test of the instrument. Pilot study is one of the main stages in the search for test research protocols; data collection method, the sample selected and test instrument (Tashakkori & Teddlie, 1998; Zailinawati, Schattner, & Mazza, 2006). A pilot study can be based on quantitative and/or qualitative methods and large-scale studies might employ a number of pilot studies before the main survey is conducted. The pilot study can be used as a "small scale version or trial run in preparation for the major study" (Polit, Beck, & Hungler, 2001, p. 467). However, a pilot study can also involves pre-testing

or trying out of a particular research instrument (Baker & Risley, 1994). A pilot study is one of the stages that precede the implementation of the research project to identify areas of potential problems and shortcomings in the research tools prior to implementation during the full study (Kraemer, Mintz, Noda, Tinklenberg, & Yesavage, 2006).

The pilot study helps to give indications about the shortcomings and failures that can occur in the main search and find out the suitability of the proposed research protocols for the current study (Teijlingen & Hundley, 2001). In the words of De Vaus (2013) "Do not take the risk. Pilot test first" (p. 48). A final pilot study could be conducted to test the research process, e.g. the different ways of distributing and collecting the questionnaires, the wording and the order of the questions, or the range of answers on multiple-choice questions, might be piloted (Lancaster, Dodd, & Williamson, 2004). Pilot studies can also uncover local politics or problems that may affect the research process (Thabane et al., 2010).

According to Connelly (2008), the extant literature suggests that a pilot study sample should be 10% of the sample projected for the larger parent study. Kraemer et al. (2006) suggested 10 – 30 participants; Hill (1998) suggested 10 to 30 participants for pilots in survey research is expected to be 300. Other studies suggested 10% of the project sample size (De Vaus, 2013; Teijlingen & Hundley, 2001).

In this study, the online survey began on May 15 and continued until June 13, 2016. The online Survey was distributed to 125 journalists by email and Facebook Messenger. During this period, 73 out of 125 from the sample replied to the survey. Furthermore, a data analysis was applied using Partial Least Squares-Structural

Equation Modeling (PLS-SEM) software to examine the internal consistency (reliability) of the instrument items (survey variables) by using Cronbach's Alpha Coefficient ( $\alpha$ ), Composite Reliability, and Average Variance extracted (AVE). The level of acceptance for the reliability depends on the purpose of the research project.

The Composite Reliability for all variables ranged from 0.89 to 0.94 as shown in Table 3.10. Despite the fact that the majority of researchers and studies have suggested that 0.70 and above can be regarded as satisfactory cutoff point, also, any value more than  $\alpha=0.60$  is acceptable and satisfactory (Hair, Hult, Ringle, & Sarstedt, 2017; Sekaran & Bougie, 2010; Tabachnick & Fidell, 2007), it was also suggested by previous studies (Chen, Yen, & Chen, 2009). Deleting items that were less than the cut-off level or poorly performing will improve the level of reliability (Albers, 2010; Gliem & Gliem, 2003; Hair et al., 2017). Therefore, reliability analysis revealed an acceptable level of reliability values and appropriateness for the pilot study.

Table 3.10  
*Cronbach's Alpha Coefficient for Pilot Study*

Constructs	Items	Factor Loadings	Composite Reliability	Cronbach's Alpha	Average variance extracted (AVE)
Traditional Factors	<b>TF1</b>	<b>0.593</b>	0.931	0.920	0.560
	TF2	0.776			
	TF3	0.861			
	TF4	0.718			
	TF5	0.754			
	TF6	0.648			
	TF7	0.756			
	TF8	0.823			
	TF9	0.766			
	TF10	0.729			
	TF11	0.771			
Acceptance of Technology	AT1	0.772	0.944	0.926	0.610
	AT2	0.865			
	AT3	0.875			
	AT4	0.826			
	AT5	0.840			
	AT6	0.811			

Table 3.10 Continued

	AT7	0.709			
	AT8	0.786			
	AT9	0.815			
	AT10	0.739			
	<b>AT11</b>	<b>0.477</b>			
Interactivity media	IM1	0.739	0.939	0.937	0.656
	IM2	0.816			
	IM3	0.84			
	IM4	0.809			
	IM5	0.907			
	IM6	0.785			
	IM8	0.758			
	IM9	0.828			
Quality of Source	QS1	0.806	0.905	0.885	0.576
	QS2	0.767			
	QS3	0.743			
	QS4	0.821			
	QS6	0.739			
	QS7	0.661			
	QS8	0.766			
Exposure to SNSs	EX1	0.727	0.949	0.940	0.591
	EX2	0.728			
	EX3	0.876			
	EX4	0.763			
	EX5	0.818			
	EX6	0.749			
	EX7	0.806			
	EX8	0.782			
	EX9	0.812			
	EX10	0.733			
	EX11	0.730			
	EX12	0.714			
	EX13	0.739			
Scoop	<b>SC1</b>	<b>0.458</b>	0.895	0.854	0.594
	SC2	0.748			
	SC3	0.887			
	SC4	0.834			
	SC5	0.836			
	SC6	0.784			
Credibility of the News	CN1	0.826	0.948	0.934	0.601
	CN2	0.716			
	CN3	0.913			
	CN4	0.806			
	CN5	0.739			
	CN6	0.604			
	CN7	0.729			
	CN8	0.802			
	CN9	0.791			
	CN10	0.813			
	CN11	0.785			
	CN12	0.768			

In this step, three items (TF1, AT11 and SC1) did not exceed the recommended value, as they were less than 0.60, and hence excluded from the final study. However, items (TF6, QS7 and CN6) were less than 0.708 (The target level of minimum reliability was set for this study in the actual collecting data) and were included in the main study questionnaire.

Table 3.11 illustrates the number of items used in the pilot study, the number of items that were dropped based on the correlations of items, and the number of items that will be used in the main survey.

Table 3.11  
*Results from the pilot test*

Scale Name	Number of items for pilot test	Cronbach's Alpha	Number of items dropped	New number of items for main survey	Items
Traditional Factors (TF)	11	0.920	1	10	TF2, TF3, TF4, TF5, TF6, TF7, TF8, TF9, TF10, TF11
Acceptance of Technology (AT)	11	0.926	1	10	AT1, AT2, AT3, AT4, AT5, AT6, AT7, AT8, AT9, AT10
Interactivity Media (IM)	8	0.937	0	8	IM1, IM2, IM3, IM4, IM5, IM6, IM8, IM9
Quality of Source (QS)	7	0.885	0	7	QS1, QS2, QS3, QS4, QS6, QS7, QS8
Exposure to SNSs (EX)	13	0.940	0	13	EX1, EX2, EX3, EX4, EX5, EX6, EX7, EX8, EX9, EX10, EX11, EX12, EX13



Table 3.11 Continued

Scoop (SC)	6	0.854	1	5	SC2, SC3, SC4, SC5, SC6
Credibility of the News (CN)	12	0.934	0	12	CN1, CN2, CN3, CN4, CN5, CN6, CN7, CN8, CN9, CN10, CN11, CN12

### 3.4 Data Collection Technique

A questionnaire was the primary methods for this study data collection. The questionnaire was distributed to registered journalists in the Jordan Press Association, employees of the press and media organizations. A questionnaire is the most popular data collection technique in social science studies (Lawrence, 2007; Sekaran & Roger, 2003). The surveys in this study included complete instructions on the cover page of the questionnaire to show the respondents how to complete the questionnaire.

There are many methods to collect data, including Internet surveys, mail surveys, telephone surveys and self-administered surveys (face to face). The selection of a self-administered survey, a face to face technique, was due to the time and the culture of the participants of the study. For instance, gathering emails addresses, home phone numbers and mailing addresses for participants in Jordan were faced with difficulties due to the people might not interested to complete the survey and/or technical limitations. Therefore, face to face (self-administered survey) was chosen as the most suitable technique.

The directors of media organizations agreed to distribute the questionnaire to journalists in their organizations to increase cooperation and response rate. The confidentiality of the participants was protected. The survey was conducted in July

and August, 2016. Many respondents completed the questionnaires in the presence of the researcher, immediately after listening to the instructions and hearing about the purposes of filling the questionnaire, which reduced the rejection by the respondents. Three hundred and seventy-five questionnaires were distributed among the Jordanian journalists, and 319 questionnaires were filled in correctly with complete answers (85% response rate). Moreover, 56 questionnaires (15%) were not returned.

A high response rate was obtained for the following reasons. First, the researcher had a good relationship with most of the media organizations in Jordan, (the researcher worked with them from 2011 to 2015 as reporter). Second, the researcher received support from relatives and friends who work in media organizations. Third, when the researcher introduced himself and discussed the background and purpose of this research, the journalists seemed interested in giving feedback and filling the questionnaires, because of the importance of the subject of study for the majority of respondents. Finally, the respondents were very cooperative and helpful, especially when they realized that the data collection was solely intended for academic purposes, and covered with an official letter from the organizations. The duration of filling in the questionnaire was approximately 25 minutes. Thus, questionnaires were distributed to each section of the organization separately, especially given that most of the journalists were discussing many things on the subject and its relationship with the events in the Arab region and the world.

### **3.5 Data Analysis Technique**

In order to achieve reliability in analyzing the collected data, different statistical techniques were used to perform data analysis represented by SPSS version 23 and SEM, specifically Partial Least Square (PLS-SEM), precisely SmartPLS version 2. Hence, the

current study used a mixture of both inferential and descriptive statistics methods. An inferential method was used to test the research hypotheses of the conceptual model by using SmartPLS version 2 whereas descriptive statistics were used to summarize the sample characteristics of the collected data by SPSS version 23.

Before running the inferential analyses, the researcher started with an analysis of survey responses, including response rates and the profile of respondents. Then data screening was performed on such issues as response bias, missing data and outliers (Mahalanobis distance). All the above analysis and tests were run using SPSS.

### **3.5.1 Partial Least Squares (PLS) Technique**

PLS technique is referred to as a second-generation structural equation modelling (Wold, Martens, & Wold, 1983). This relatively new technique works well with SEM that contain latent variables and a series of cause-and-effect relationships (Gustafsson & Johnson, 2004). The PLS approach is a suitable and flexible tool to build statistical model (Hair, Ringle, & Sarstedt, 2011). In fact, PLS techniques are the most appropriate statistical software for the purpose of this study for a number of reasons.

**3.5.1.1** PLS is an appropriate statistical analysis tool for complex models and small sample sizes (Hair, Sarstedt, Ringle, & Mena, 2012; Iacobucci, Saldanha, & Deng, 2007; Mattanah, Hancock, & Brand, 2004). Due to the nature of SEM and the limitations of AMOS, it was not possible to test the whole model. This was due to the fact that the model had 62 measurement items and a sample of 319 (to be explained later). This relatively large number of measurement items would require a much larger sample size that was not available to this study. As a result, the 62 measurement items had to be aggregated into seven groupings shown in the model. In an effort to test the

whole model including 6 different relationships, and to utilize 62 measurement items without aggregation (without small models), another analytical method was sought. Partial least squares (PLS) is a method of constructing a predictive model when there are many factors or measurement items involved and a relatively small sample size. The emphasis of PLS is to predict a model that will represent the responses to the measurement items.

**3.5.1.2** The researchers used PLS-SEM because it provides more flexibility in understanding the process of interaction between theory and data (Chin, 2010). Hair et al. (2011) suggested the use of cross-validated redundancy in PLS-SEM estimates of the structural model as well as the measurement model for data production, and found that it fit the PLS-SEM approach accurately.

**3.5.1.3** As pointed out by Ringle, Sarstedt, and Straub (2012) data lean towards nonnormality in most social science studies. Whereas in PLS path model, it is not essential for data to be normal. PLS is more accurate in the case of complex model and is more suitable for real world application (Fornell & Bookstein, 1982). Finally, PLS provides more understandable and meaningful results as compared to other applications which provide unclear results and require a lot of separate analysis to reach the findings (Bollen, 1989).

However, the decision to use smart PLS path modeling is to establish a measurement that will assist to explain or evaluate construct reliability and validity. Furthermore, PLS assists in creating a structural model required to conduct regression analysis. The steps consist of PLS-SEM of: (i) examining data characteristics, like sample size and distribution of the data set; (ii) specifying the measurement models and structural

model; and (iii) evaluating the results. Since the estimation is undertaken by the selected software Smart-PLS (Ringle, Wende, & Will, 2005; Wold, Sjöström, & Eriksson, 2001).

The main methodological elements to evaluate the PLS models are the Measurement Model and Structural Model. The measurement model is the part of the model that examines relationship between the variables and their measures. The structural model is the causal and correlational links between the variables.

### **3.6 Population and Sampling**

#### **3.6.1 Population**

The population in the present study represents journalists working in newspapers, radio and television stations and news sites in Jordan, around 2000 journalists (Registered at the Jordan Press Association (JPA) and non-registered) (JPA, 2015; UNESCO's, 2015). Daily newspapers are located in the capital Amman, namely: Alrai, Aldustour, Alarb Alyum, Alghad, Alsabeel, Alanbat, Aaldiar, Jordan Times. 5 of 8 daily newspapers include journalists enrolled in the JPA, namely: Alrai, Aldustour, Alarb Alyum, Alghad, Alsabeel.

Also, Jordan Radio and Television station are located in Amman, in addition to the presence of public and private radio stations in Amman, with the exception of radio Irbid and radio Yarmouk FM in Irbid, radio south in Maan, radio Zarqa in Zarqa. The majority of Web sites are located in Amman. It manages journalists registered in the JPA, and other web sites not registered. According to UNESCO (2015), as of the end of June 2015, there were 167 officially registered and licensed news websites in

Jordan, in addition to 200 which were not registered. The majority of journalists are working in daily newspapers, and some of them have news sites. The faculty members of practicing journalists are distributed according to five universities, Yarmouk and Jadara in Irbid, Zarqa University in Zarqa, Middle East and Petra in Amman, Philadelphia in Jerash.

JPA was established in 1953. Prior to this date there was no organization or department specifically concerned with the Journalists. In 1953 the Arab Press Conference, which took place in Cairo, recommended the establishment of Press Associations in Arab countries, including Jordan (Mousa, 1998). Jordan Press Association gathering of journalists working in the Jordanian newspapers, and accredited news agencies, and radio and television institution, and correspondents of foreign newspapers. According to the law of the Journalists' Associations in 2014, article 2, the journalist is "a member of associations, recorded in a register (journalists practitioners), and took his profession of journalism" (JPA, 2014a). The number of association members, currently, (1042) members, are practitioners of journalists to work full-time journalist and professionals. There are large numbers of trainees and non-practicing journalists (JPA, 2015). The JPA imposes a number of conditions on journalists if they wish to become members of the association. These conditions include a third level degree or complete training in a Jordanian media, i.e. recognized newspaper for at least three years or one-year full-time experience in a Jordanian newspaper. Another condition to become members of the association is that they should have obtained a university degree; PhD, Master, Bachelor, diploma, and high school or less (JPA, 2014a).

### 3.6.2 Sample

In this study, a representative sample is taken to generalize the results on the population because of the difficulty in including the entire population. Creswell (2013) mentioned that the determination of the sample for the study is an important step in carrying out the research, because the sample selection helps appropriately to generalize results. The aim of the knowledge of the possibility of generalization of the results is to ensure that the sample is suitable for application in other societies. If the results are valid for the sample which has been selected, this will lead to re-examining the research more than once, and it will provide few benefits (Sekaran & Roger, 2003).

Probability sampling represents a group of sampling techniques that help researchers to select units from a population that they are interested in studying. In probability sampling, the elements in the population have some known chance or probability of being selected as sample subjects (Sekaran & Roger, 2003). Probability sampling designs are used when the representativeness of the sample is of importance in the interests of wider generalizability (Saunders et al., 2011). A core characteristic of probability sampling techniques is that units are selected from the population at random, using probabilistic methods. This enables researchers to make statistical inferences (i.e., generalisations) from the sample being studied to the population of interest. The sampling frame for any probability sample is a complete list of all the cases in the population from which your sample will be drawn (Saunders et al., 2011).

The study used a random sampling method because of the similarities in the characteristics of the respondents and to ensure that the chosen sample represented the entire population. The main benefit of the simple random sampling method is its

guarantee that the sample chosen is representative. Another benefit is that all individuals have the same probability of being selected as part of the sample, ensuring that statistical conclusion will be valid (Nardi, 2003). The simple random sampling method is deemed to be the most appropriate method, because all members of the population have an equal chance of being selected as part of the sample (Sekaran & Bougie, 2010). Another reason for choosing simple random sampling in this study is that this type of sampling is ideal for gathering data to generalize the findings of the research (Judd, Smith, & Kidder, 1991; Sekaran & Bougie, 2010).

Random numbers allow one to select one's sample without bias. The sample selected, therefore, can be said to be representative of the whole population (Saunders et al., 2011). Simple random sampling involves selecting the sample at random from the sampling frame using either random number tables, a computer or an online random number generator. For this, Saunders et al. (2011) suggested two methods to do it:

- i. Number each of the cases in your sampling frame with a unique number. The first case is numbered 0, the second 1, and so on.
- ii. Select cases using random numbers until your actual sample size is reached.

For journalists, social media is an important tool to measure public opinion on the salient issues, disseminate news, communicate with sources and the public, and verify the information (Hermida et al., 2014; Salman et al., 2016; Vis, 2013). Therefore, the journalists set up their own pages on social networking to promote their news sites and build relationships with others, in addition to building a "personal brand" among the public (Knight & Cook, 2013). As a result, journalists are chosen as a sample for this



study because they have always had to adapt, many times throughout their careers, to new tools and means to convey their message, as well as to conduct their investigations.

The sample in the present study represents the registered journalists in the JPA only, totaling 1042 journalists. The sample selected from each newspaper, radio, television, universities, and news sites. According to the proportion of members of JPA, the highest percentage was in Al-Rai newspaper and news agency (38%), Al-Dustour newspaper (15%), independent journalists (10%), Al-Ghad newspaper (9%), Al Arab Al Yawm newspaper (8%), News website agencies (6%), Radio and Television station (6%), Media Jobs in Government Sectors (3%), Faculty Members of Practicing Journalists (2%), Weekly Newspapers (Al-Shahied, Al-Sennarah, Shehan, Yarmouk Journalism, Al-Mala'aeb, and Al-Hayat) (2%), Al-Sabeel newspaper (1%) (JPA, 2015). The data collected in this study of all registered journalists in JPA.

### **3.6.3 Sample Size**

One of the statistical rules of thumb is that the sample size must represent the population (Mundfrom, Shaw, & Ke, 2005; Sekaran & Bougie, 2010). According to Saunders et al. (2011), researchers usually work with 95 % level of certainty. Sample size requires the confidence level (e.g., 95%) and the margin of error (e.g., 5%) to determine the correct sample size, which according to the same source “confidence level states the precision of the estimates of the population as the percentage that is within a certain range or margin of error” (p. 218).

In this research, the total number of journalists enrolled at JPA is 1042 in 2015 (JPA, 2015). Based on this evidence and the observation in Table 3.7 from Krejcie and Morgan (1970), the targeted sample size for this study is between 278 to 285 participants (margin of error = 5 %). The determined sample of this study was appropriate, going by the Roscoe's (1975) rule of thumb. Roscoe states that for most research, a sample bigger than 30 and less than 500 is appropriate. In addition, Table 3.8 shows different sample sizes at a 95 % level of confidence with different margins of error. Thus, around 278 is the target sample size for this study based on 95% confidence level and 5% margin of error.

It is generally accepted that larger samples are better at providing the researcher with the necessary confidence to collect the data (MacCallum, Widaman, Preacher, & Hong, 2001; Mundfrom et al., 2005; Saunders et al., 2011; Sekaran & Roger, 2003). Therefore, to ensure the achievement of the minimum response of the sample, the sample size increased at the phase of data collection to reach saturation point (Comrey & Lee, 2013; Kothari, 2009; Sekaran & Bougie, 2010). Thus, the minimum number of the sample consisted of 281 respondents for the population with a 95% confidence level and 5% margin of error based on the above discussions. For the selection of the sample of the study population, using simple random sampling method, has been using an online random number generator, such as Research Randomizer (2016) to get the potential sample based on a list of Jordanian journalists obtained by JPA. Hence, 375 questionnaires were distributed among the Jordanian Journalists to avoid receiving less than the required minimum number.

Table 3.12

*Distribution of members of Jordan Press Association (JPA)*

Sectors	Number of members	Percentage	Number of the sample	Percentage
Al-Rai Newspaper	198	19%	53	19%
Petra News Agency	198	19%	53	19%
Al-Dustour Newspaper	156	15%	42	15%
Independent journalists	104	10%	28	10%
Al-Ghad Newspaper	94	9%	26	9%
Al Arab Al Yawm Newspaper	83	8%	22	8%
Radio and Television Station	63	6%	17	6%
News Websites Agencies	63	6%	17	6%
Media Jobs in Government Sectors	31	3%	8	3%
Weekly Newspapers (Al-Shahied, Al-Sennarah, Shehan, Yarmouk Journalism, Al-Mala'aeb, and Al-Hayat)	21	2%	6	2%
Faculty Members of Practicing Journalists	21	2%	6	2%
Al-Sabeel Newspaper	10	1%	3	1%
Total	N = 1042	100%	S = 281	100%

Source: JPA (2015)

**3.7 Chapter Summary**

The research methodology was discussed in detail in this chapter; in terms of research design, the instrument used in the study and how to develop it, in addition to the method of data collection and analysis. This chapter also explained the hypotheses of this study and the proposed method to be tested in chapter 4. Moreover, the data collection procedures and the statistical techniques used in the study were described in this chapter.

Additionally, this chapter provides some elaborations as to the population, the target population and the justification of the choice of the unit of analysis as being the Journalists. In addition, a pilot study was conducted on 73 journalists from the study sample. Pilot study analysis was mainly conducted to ensure the validity and reliability of the measures and to ensure high quality data during the real data collection phase. The following chapter, namely chapter five, illustrates the analysis and the findings of the current study.



## **CHAPTER FOUR**

### **DATA ANALYSIS**

#### **4.1 Introduction**

This chapter presents results of the data analysis. Descriptive and inferential statistical results were obtained through SPSS (Statistical Package for Social Sciences) and PLS-SEM (Partial Least Squares-Structural Equation Modeling). This chapter begins by presenting key results after preliminary analysis of survey response and data screening. After that, result of evaluation of the model quality by PLS is offered by specifically reporting key findings on the measurement model and the structural model which include construct, convergent and discriminant validity, reliability analysis, predictive relevance of the model, effect size, and goodness of fit (GoF).

#### **4.2 Analysis of Survey Response**

##### **4.2.1 Response Rate**

A total of 375 questionnaires were distributed to journalists enrolled in the Jordan Press Association (JPA). Each questionnaire had been verbally scanned to clean the data from any missing responses. According to Hair, Black, Babin, and Anderson (2010), it is better to exclude the respondent if the missing value is greater than 50%. Therefore, all questionnaires were verified immediately with the participants.

A total of 319 questionnaires were collected and used for subsequent analysis, giving a response rate of 85 %. This rate was due to the fact that the questionnaires were personally distributed by hand. Therefore, all of the questionnaires that were collected were used in this study. Table 4.1 illustrates the response rate:

Table 4.1  
*Response Rate*

Number of questionnaires distributed	375
Number of questionnaires collected	319
Incomplete / Not returned questionnaires	56
Useable questionnaires	319
Questionnaires response rate	85%

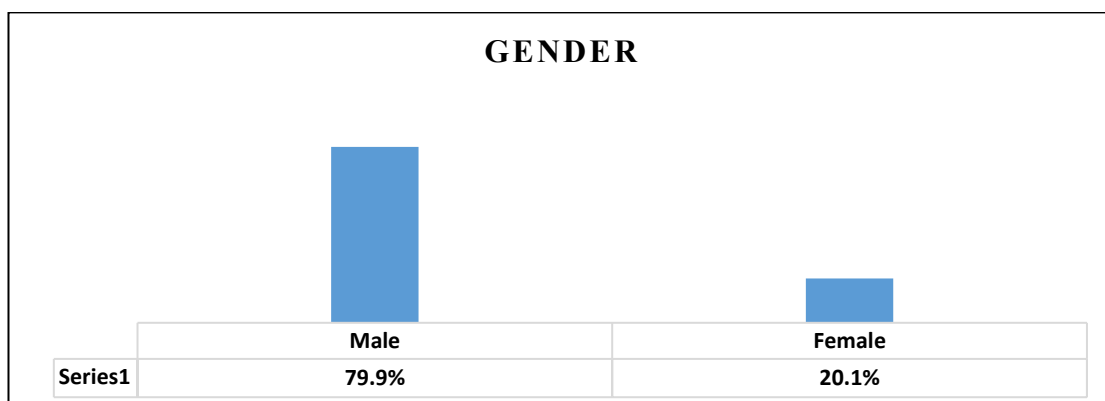
The response rate in this study was consistent with previous studies conducted in Jordan such as Al-adwan (2013) (94.8% response rate); Alazzam (2013) (92.8% response rate); Al-kusairy (2011) (92.9% response rate); Al-najjar (2012) (89.6% response rate); Elananza (2004) (78% response rate); Qudah, Al-Rajih, & Al-Tahat (2013) (88% response rate); Ramadan (2014) (85.7% response rate); Telfah (2015) (73% response rate), in addition to a number of competent media reports such as Al-Qudes (2011) (87.5% response rate); UNESCO's (2015) (90% response rate).

The response rate for this study was also consistent with the global studies in this area, such as Kovačič, Erjavec and Štular (2010) (82% response rate); Kioussis (2001) (61% response rate); Meyer, Marchionni and Thorson (2010) (76.4% response rate); DEO-SILAS (2013) (91% response rate); Popoola (2014) (90% response rate); Nikolova (2012) (91.5% response rate); Mehrabi, Abu Hassan and Ali (2009) (83.3% response rate).

#### **4.2.2 Profile of the Respondents**

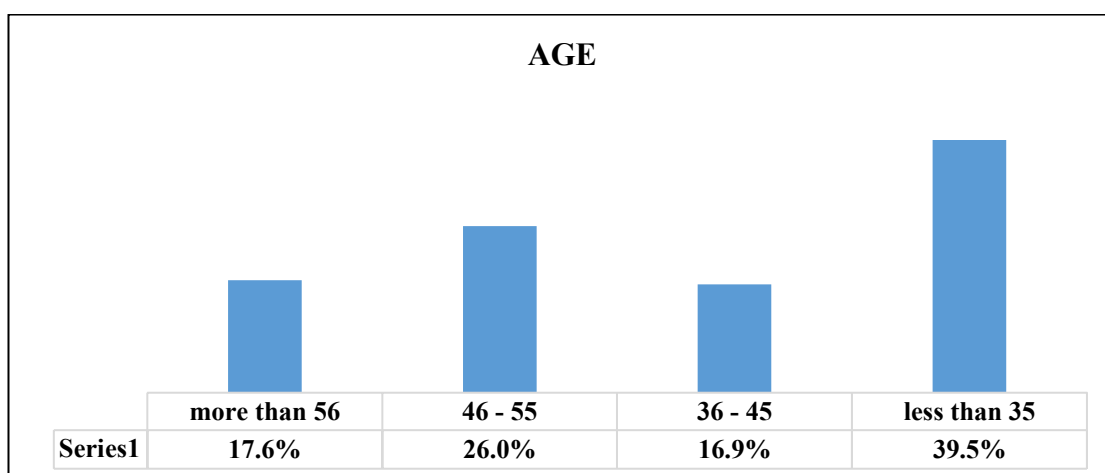
As discussed previously, the population of this study is that of Jordanian journalists enrolled in JPA. The characteristics examined included gender, age, work experience, educational qualification, and educational level. Using SPSS version 23, the descriptive analysis carried out to describe the respondents' profile. The findings show

that 79.9 % of the respondents were male, while the rest 20.1% were female. Figure 4.1 demonstrates that:



*Figure 4.1.* Respondents' Gender Distribution

Descriptive statistics also show that the majority of respondents' ages is less than 35 years old (39.5%), followed by those between 46-55 years old (26%), while the lowest percentage goes to those whom between 36-45 years old (16.9) and more than 56 (17.6%) respectively. From this description, Figure 4.2 indicates that young people have become an important role in the journalistic work, which will support the older generation, especially with the development of the media and the use of new technology.



*Figure 4.2.* Respondents' Age Distribution

Furthermore, descriptive statistics of work experience related with the findings were given in regards to the requirements of respondents age. The analysis shown in Figure 4.3 indicates that the majority of respondents have 6-10 years of work experience with percentage of (36.1 %), whereas, the second score goes for those whom have work experience less than 5 years (31%), which could mean a rise in the proportion of young workers in this area. In contrast, the respondents whom have years more than 16 years of experience came third (23.2%). However, the lower percentage was the journalists whom have 11-15 years with percentage of 9.7 %.

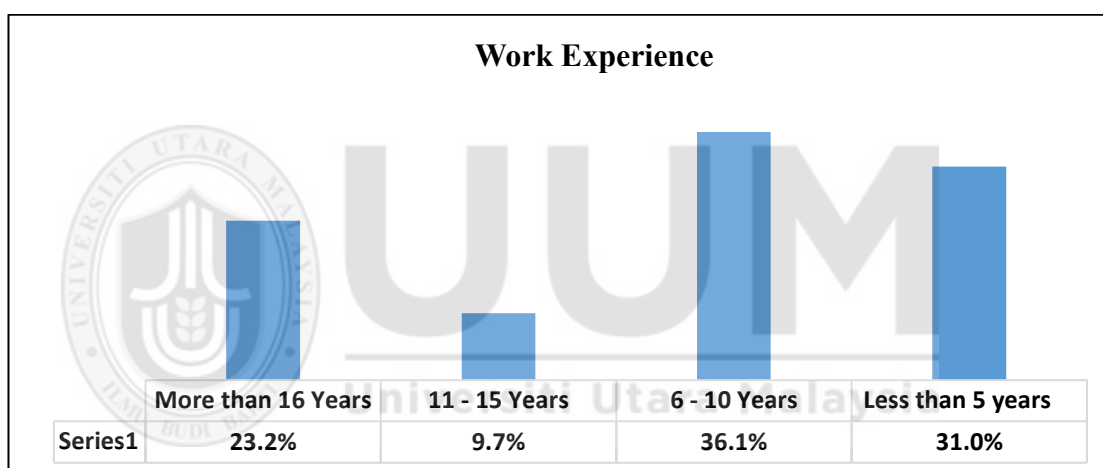


Figure 4.3. The Distributions of the Respondents According to Their Work Experience

Media organizations in Jordan, include journalists from the graduates of the media as well as journalists from other disciplines, such as economics, languages, political science, translation, and other disciplines, in accordance with sections that comprise the organization. Figure 4.4 shows that nearly two-thirds of the respondents have studied media (68.3%). In addition, the institutions employ journalists from different disciplines, English language (6.9%), Arabic language (5%), Languages (5%), Arts (4.4%), Law (3.8%), Economy (3.1%), and other disciplines.



JPA Law allows for non-specialists in the media to join the association in accordance with certain conditions (JPA,2014, article 5).

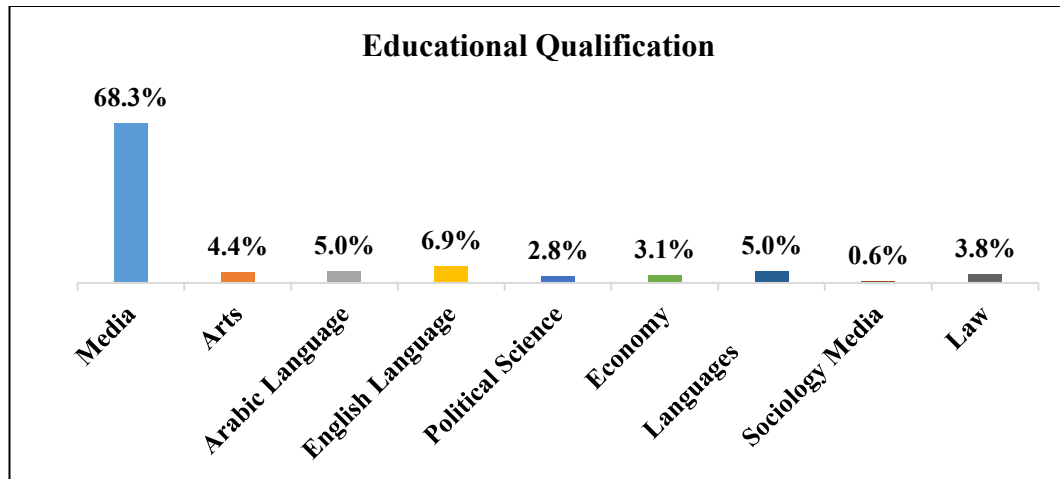


Figure 4.4. The Distributions of the Respondent's Educational Qualifications

With regard to the educational level of the respondents, the findings indicated that more than half of the sample had bachelor degree (56.4%), followed by (34.8%) of those with master's degrees, while those with doctorate degrees and working in media institutions accounted for 8.8%.

The preceding description explains that the media organizations in Jordan were concerned with the educational level of the journalists, as shown in Figure 4.5, although the law allows for the employment of journalists from less degree (diploma or less), which will reflect on the professional level of the institution and the quality of news and reports to be published to readers.

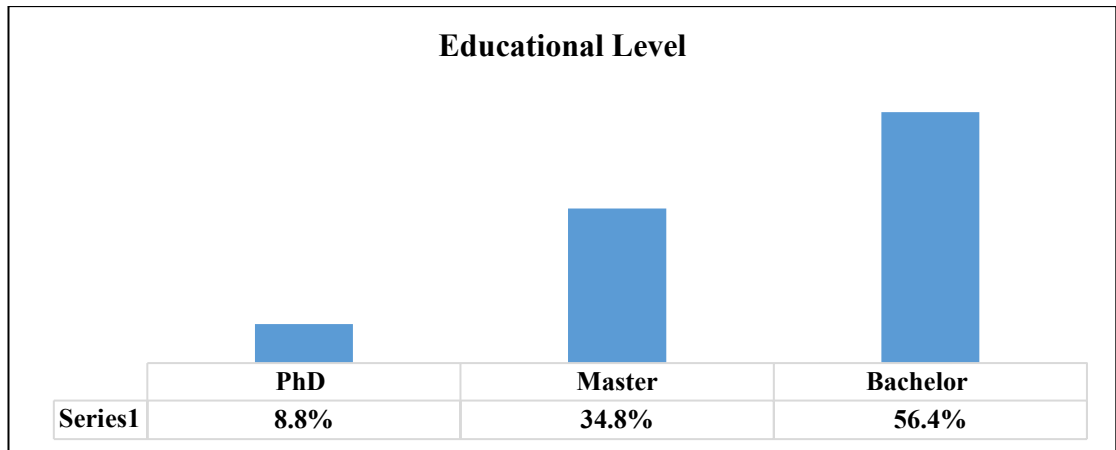


Figure 4.5. Respondents' Educational Level Distribution

#### 4.2.3 Descriptive analysis of social networking sites status

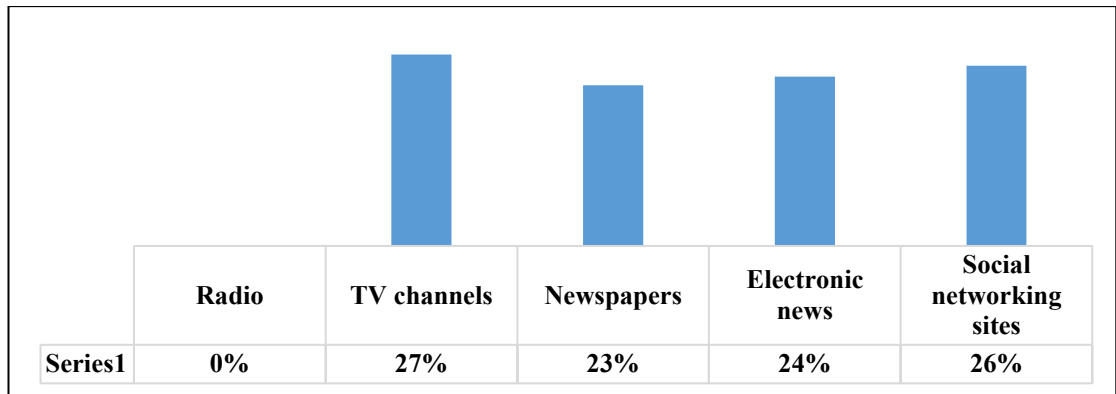
To gain a deeper understanding of the status of social networking sites as a source of information among journalists compared the media the other, this descriptive analysis using nominal data aims to ascertain the perceptions of Jordanian journalists about: 1) Which of the sources will you rely on for confirmation of credible news if you receive conflicting news?; 2) Which of the media have high levels of credibility of the news?; 3) Which of social networking sites have credibility?; and 4) Which of social networking sites help journalist in his work?.

Nowadays, conflicting news is one of the most prominent issues facing journalists, especially with the increasing use of social networking sites by the citizens to spread news or search for it. Shortcomings in the work of the media have encouraged citizens, journalists and bloggers to resort to social networking sites to look for information on current issues. The results of this study indicate the importance of social networking sites among Jordanians journalists to look for information in the case opposes the details of the news that reaches them. 26% of journalists rely on these sites to make sure the news is contradictory because of the multiplicity of views that can be obtained

about the issue, ease of communication with sources, and the ability to get photos and videos to support the story.

Moreover, only the TV channels which overtook the social networking sites in terms of making sure contradictory news (27%). Resorting to the TV to check the news may be because of interest from TV channels to publish correct news only by their correspondents, in addition to documenting this news video. The credibility of the sources could be a force for television channel points against social networking sites, especially since these sites allow for the publication of news, photos and videos by citizens and need to be reviewed by journalists.

In addition, the results show that the electronic news sites and newspapers came at the second level of the sources in the case of conflicting news (24% and 23% respectively). This decrease in the level of newspapers may be due to restrictions on the publishing process, the delay in the issuance of newspapers, competition from social networking sites in the dissemination of news, and the transition to new styles away from the news, such as analytical articles and investigations. News sites have suffered from the decline evident in recent years in Jordan as a result of lack of financial support and the lack of confidence in the news published on these sites because of the inconsistencies in the information, the large number of news sites that do not comply with laws and regulations, in addition to the attention of these sites to publish news of scandals and artists to attract readers only. Finally, journalists do not rely on radio as a source to make sure the news. Figure 4.6 illustrates the previous results.



*Figure 4.6. Credibility of Media in case of conflicting news*

Perceptions of journalists about which of the media have high levels of credibility in the news have been mixed. Overall, the findings illustrate that the growing use of social networking sites by journalists and media organizations increases the level of credibility compared to other media. As shown in figure 4.7, Media pages on social networking sites; the personal pages of journalists on the social networking sites; and personal pages or the public pages interested to transfer events by social networking sites have a high level of credibility, according to journalists.

On the other hand, relying on traditional media and news sites has become a retreat with the evolution of the use of social networking sites in the media. This decline comes because of the features provided by these sites for journalists and citizens to ensure the credibility of the news, in addition to the lack of development in the traditional media and news sites to keep up with the digital and technological revolution in the media.

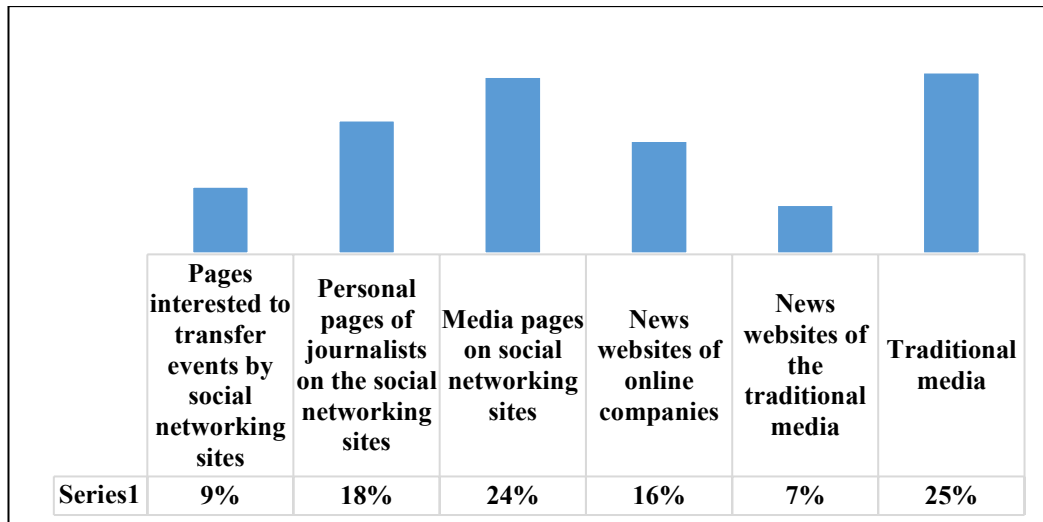


Figure 4.7. Credibility levels of media

Based on Figure 4.7, social networking sites have become an important part in the work of Jordanian journalists. Therefore, the results show the most prominent social networking sites that have a high level of credibility and can be relied upon in media. Figure 4.8 shows that respondents believe that Twitter is the most social site has credibility (38%) followed by Facebook (34%). This preference is due to that Twitter dominated by official status more than other social sites. Facebook is one of the most popular sites among citizens because of its ease of use and the many benefits it provides, in addition to freedom of dissemination of information, and images and videos at anytime, anywhere, with no technical limitations.

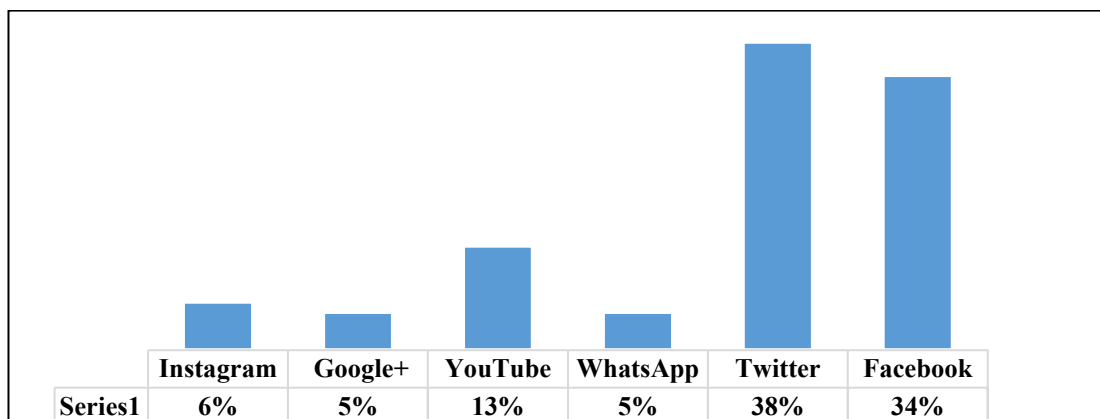
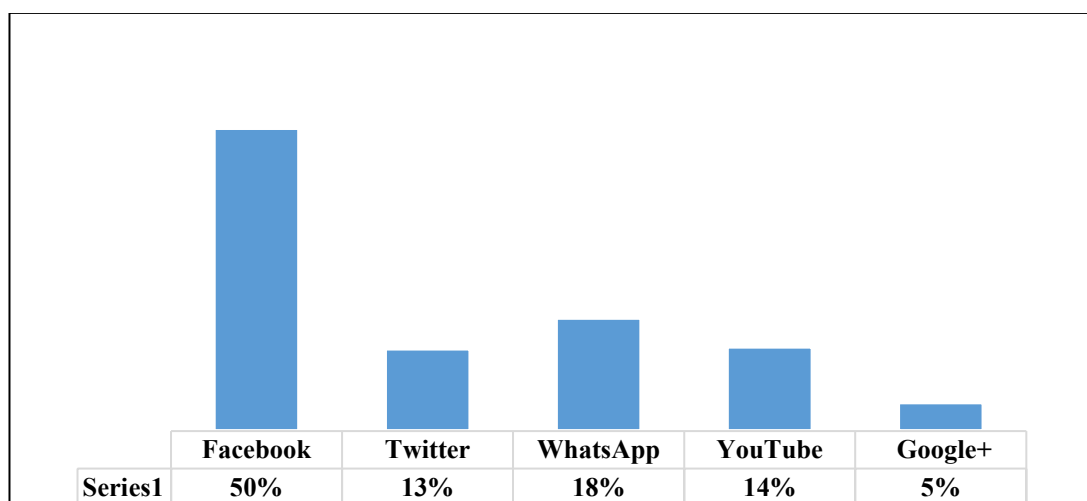


Figure 4.8. Credibility levels of social networking sites

YouTube was ranked third among social networking sites that have credibility (13%). Retreat to this place compared to the rise of Facebook is due to the advantages of Facebook, especially in terms of dissemination of videos without technical limitations, as found in YouTube. The level of credibility of other sites such as WhatsApp, Google + and Instagram is still weak, especially since the process of confirming information by these sites require more steps than Twitter or Facebook, in addition to these sites are personal sites.

Finally, half of the respondents believed that Facebook is the most used in their work. Reliance on other sites has been weak, such as WhatsApp (18%), YouTube (14%), Twitter (13%), Google + (5%). This difference in use between Facebook and other sites may be due to the popularity of Facebook, ease of use, ease of communicating with others, and upload an unlimited number of images and videos. These technical advantages will encourage journalists to use Facebook more than other sites that determine the methods of use. Figure 4.9 shows these results.



*Figure 4.9.* The use of social networking sites by journalists in their work

### **4.3 Data Screening and Cleaning**

#### **4.3.1 Treatment of Missing Values**

Missing values appear during the process of multivariate analysis when the values of a variable or more are not available for analysis (Hair, Black, Babin & Anderson, 2010) because some of the respondents do not answer to a question, or more, or because of errors in the data unloading and entry process. There are two types of missing data: first, missing data that cannot be known, which is expected and part of the research design; and second, unclassified missing data exist because it is not known to occur for many reasons and in many cases, such as errors in data entry that create invalid code, the failure to complete all survey questionnaires, or the morbidity of the respondents (Hair et al., 2010).

Treating these missing data before performing the analysis is crucial due to the sensitivity of SmartPLS regarding the missing data. Thus, it was carefully checked. The general treatment of such missing data is usually done through SPSS by replacing any missing data with the mean or the median of nearby points, or via liner interpolation. Consequently, in the current study, there is no missing data due to the use of face-to-face technique when distributing the questionnaire. This technique reduces the proportion of missing data because it is verified filled data directly with the participants. In case of missing data, the questionnaire was sent back to the respondents to fill it in at the same time.

#### **4.3.2 Non-Response Bias Test**

For the purposes of assessing non-response bias, a T-test was applied to compare the early and late respondents. In fact, the data collection of this study took place in July

and August, 2016. The researcher distributed the questionnaire in two periods; the first was during the July, and the second was in the first two weeks of August 2016.

According to Malhotra, Hal, Shaw, and Oppenheim (2006), late respondents may be used as non-respondents, mainly because they would not respond without a proper follow-up. In addition, non-respondents and late respondents are supposed to have similar characteristic. To this end, if the variance difference were found to be significant between early and late respondents, the issue of non-response bias has to be taken into in the consideration of the researchers (Armstrong & Overton, 1977).

Hence, the current study applied the t-test, as mentioned previously, to test the differences between early and late respondents. The test took in the account all study variables. However, Table 4.2 indicates that there were no significant differences between both groups namely, early and late respondents.

Table 4.2  
*t-test Result of Non-Response Bias*

Constructs	Test of equality of variance significance		Testing the Equality of Means		
		Mean	T-value	Significance	Significance (2-tailed)
Traditional Factors (TF)	Early	4.5167	-.942-	.930	.350
	Late	4.6417			
Acceptance of Technology (AT)	Early	4.0924	-.616-	.727	.540
	Late	4.1667			
Interactivity Media (IM)	Early	3.9818	1.065	.996	.291
	Late	3.8364			
Quality of Source (QS)	Early	4.1241	-.029-	.628	.977
	Late	4.1278			
Exposure to SNSs (EX)	Early	3.3938	-.535-	.187	.595
	Late	3.4771			
Scoop (SC)	Early	3.9885	.207	.728	.836
	Late	3.9603			
Credibility of the News (CN)	Early	3.9389	-.461-	.561	.647
	Late	4.0000			



Regarding the results of the t-test presented in Table 4.2, it is clear that the assumption of equality variance between early and late respondents is met. Hence, as there was an equal variance throughout all study variables, the researcher was permitted to test the equality of means of early and late respondents, and as a result, all values under the significance column exceed the cut off of (0.05) and this indicates that there are no significant differences between those two groups. Thus, it can be concluded that this study confidently confirmed the issue of non-respondents' bias, as it was not an issue for the purpose of proceeding toward examine the proposed hypotheses (Pallant, 2005).

#### **4.3.3 Removing Outliers**

After calculating the mean, as discussed in the previous section, it is important to check if there are any outliers in the collected samples. According to Byrne (2010), outliers are any observation that numerically has distance in comparison to the rest of dataset. An outlier is an extreme response to a particular question, or extreme responses to all questions (Hair, Hult, Ringle, & Sarstedt, 2014). The first step in dealing with outliers is to identify them. Previous literature shows that there are many different methods of discovering outliers in a given research, among which includes categorizing data points based on an observed (Mahalanobis) distance from the research expected data (Filzmoser, 2005; Penny, 1996; Todeschini, Ballabio, Consonni, Sahigara, & Filzmoser, 2013).

In the current study, the table of chi-square statistics was applied at the outset to determine ideal empirical values. To identify outliers, there are two methods: 1) Based on the number of measurements in the questionnaire; 2) Based on the number of variables in the study. The optimal value of this study was determined to be 102.166

at level 0.001, as it was related to 62 measurements items that have been finally used in this study. Mahalanobis method (MAH-1) to determine the outliers can be simply computed by performing a simple liner regression by selecting the newly created response number as the dependent variable and then selecting all the measurement items as the independent variables, but it should be noted here that the demographic variables are excluded from this liner regression analysis. Based on the output of MAH-1, fifteen cases in this study were above the predetermined value of outliers.

Hair, Black, Babin, and Anderson (2010), in relation to Mahalanobis method suggested to establish a new variable in the SPSS to be called “response” to represent the beginning to the end of all variables. In the current study the new output was called MAH for the purposes of comparing chi-square, as specified in the table and the new output of Mahalanobis. Based on the output of MAH, the values ranged from 0.234 to 27.726, and the optimal value of MAH was determined to be 24.322, which implies that there were eight outliers in this study, because the values of these responses is upper the predetermined value. According to Hair et al. (2014), in most instances, the offending responses (Outliers) should be removed from the data set. Table 4.3 illustrates the findings of MAH for each outlier.

Table 4.3  
*Outliers list (Mahalanobis)*

Case Number	MAH
37	27.72635
74	25.28926
93	25.47496
141	25.80066
178	24.94838
197	24.45831
256	27.60126
275	27.38632

#### 4.3.4 Assumption of Normality

Normality is used to show the symmetrical curve which has the greatest frequency of scores in the middle and smaller frequencies towards the extremes (Pallant, 2005). In order to assess the normality of the distribution, some researchers (e.g., Hair et al., 2017, Kline, 1998; Pallant, 2005) suggested evaluating their skewness and kurtosis values. Because of the nature of the constructs in the social sciences, many measures and scales may have scores, which by nature, may be positively or negatively skewed (Pallant, 2005). Kurtosis is another feature in the form of a distribution representing the degree to which, for a given standard deviation, observations gather around a central mean.

However, Kline (1998) suggested that when a skewness value is located between +3 and -3, it would be acceptable. In this study, the skewness values found were within the -3 to +3 limit. Similarly, the kurtosis values are recommended to be at the range of +3 to -3, according to Coakes and Steed (2003). In this research, all of the kurtosis values were within the recommended range of +3 to -3. The results indicated that the data were normally distributed, as shown in Table 4.4.

Table 4.4  
*Results of Skewness and Kurtosis for Normality Test*

Variables	Skewness		Kurtosis	
	Value	Std. error	Value	Std. error
Traditional Factors	-1.810	0.137	2.241	0.272
Acceptance of Technology	-1.178	0.137	2.069	0.272
Interactivity media	-2.301	0.137	1.106	0.272
Quality of Source	-0.422	0.137	-0.050	0.272
Exposure to SNSs	-1.180	0.137	1.795	0.272
Scoop	-0.843	0.137	0.646	0.272
Credibility of the News	-1.385	0.137	2.289	0.272

Furthermore, a visual examination of the data using histogram has been also conducted to observe the normality of the distribution of the residuals. The histogram is a visual check that compares the observed data values with a distribution approximating the normal distribution (Hair, Anderson, Tatham & Black). According to Kutner, Nachtsheim and Neter (2004), the histogram is a frequency plots accomplish by inserting the data in regularly spaced cells and plotting each cell frequency versus the center of the cell. If a superimposed normal density function reflects the histogram, there is no departure from normality.

Histograms with the normal curve were plotted for each variable in the study. As shown in Figure 4.10, the histogram plots show that the data of all the study variables appear in the normal range. The data distribution approximated to normal curve which assert the normality assumption. The results of the histogram of other variables can be found in Appendix F.

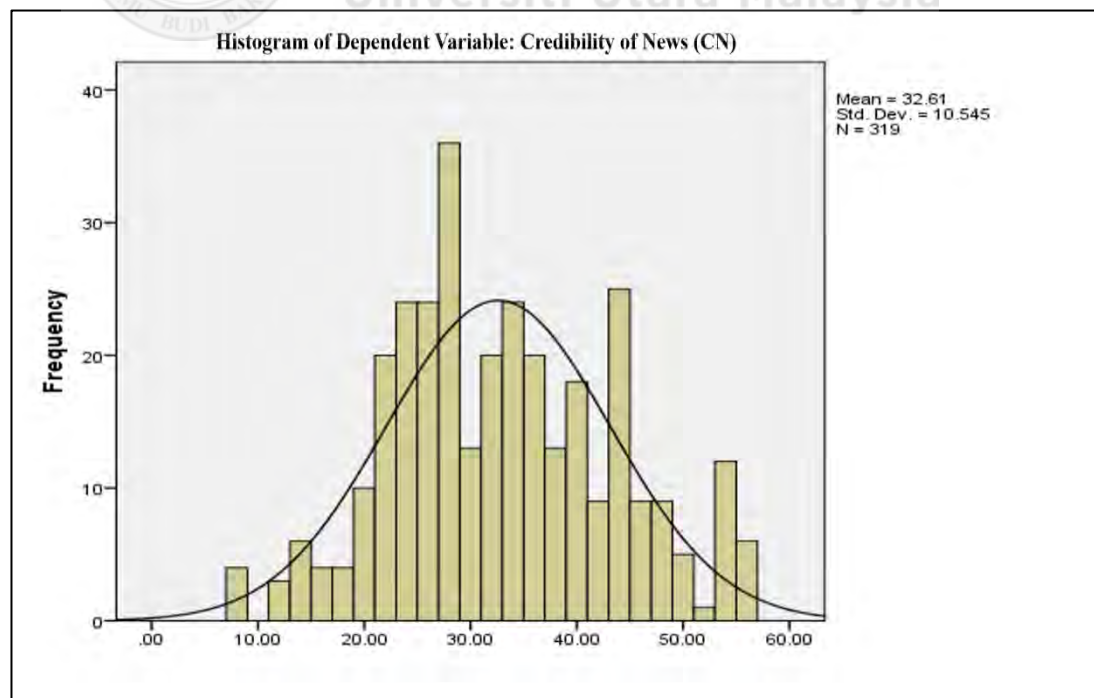


Figure 4.10. Normality Assumption

#### 4.4 Descriptive Analysis of Constructs

Descriptive analysis was normally used in social science research to describe the basic features of the collected data. Hence, minimum, maximum, mean and standard deviation value of each indicator were obtained through descriptive statistics. To reiterate, the responses on all research indicators used in this study were based on a five-point Likert scale. The research variables are Traditional Factors (TF), Acceptance of Technology (AT), Interactivity Media (IM), Quality of Source (QS), Exposure to SNSs (EX), and Scoop (SC), and the Credibility of the News (CN) on SNSs. In the conceptualization of this study, the result of each construct will be discussed separately so as to better understand the findings. Table 4.5 shows the mean, standard deviation, minimum and maximum of the TF items.

Table 4.5  
*Descriptive Statistics of the Traditional Factors*

Items	Code	Mean	Std. Dev
<b>Traditional Factors -All items</b>	<b>TF</b>	<b>4.24</b>	<b>0.020</b>
1. A journalist's aim of publishing some information, images and videos, is to become a reference for exclusive news.	TF2	4.06	.863
2. Editorial policy affects the news in terms of: deletion	TF3	4.32	.850
3. Editorial policy affects the news in terms of: addition	TF4	4.10	.869
4. Application of editorial policy on social networking sites will maintain the credibility of these sites	TF5	4.33	.877
5. The ethics of journalism may prevent journalists from publishing some details of news	TF7	4.06	.863
6. The ethics of journalism is important to maintain the credibility of newspapers and the media	TF8	4.42	.835
7. The ethics of journalism helps to prohibit the publication of rumors	TF9	4.11	.872
8. The lack of strict laws on social networking sites allow the spread of false news	TF10	4.44	.825
9. Pressures on journalists (Authority, Traditions, Gifts) affect the credibility of the news	TF11	4.32	.886

Traditional Factors in media were measured using nine items. As illustrated in Table 4.5, the mean score for those indicators ranged from 4.06 to 4.44, whereas the mean score of all items is 4.24 (SD. = 0.020), which reflects the agreement level toward these traditional factors items. For example, the majority of the respondents believe that the lack of strict laws on social networking sites allowing for the spread of false news is a common factor that affects the credibility of the news via social networking sites. This in turn reflects the difficulties that face Jordanian journalists in the adoption of news published on these sites as a source of reports and news, due to the absence strict control over these sites.

In addition, respondents believe that editorial policy and ethics contribute to maintaining the credibility of the news and media. On the other hand, Jordanian journalists believe that the pressures that might be exerted on journalists will effectively influence the work of journalists. However, the impact of this result on credibility of news will be discussed more in depth in the hypothesis test section.

The second variable is the Acceptance of Technology in media. Ten indicators were used for the purposes of measuring. The result of the mean score value of all items was 3.82 (SD. = 0.073). Meanwhile, the mean score of each indicator was ranging from 3.46 to 4.16. The highest value of the Acceptance of Technology items ( $M = 4.16$ ,  $SD. = 0.871$ ) was given to item AT2. Table 4.6 illustrates the mean scores and standard deviation values of the acceptance of technology:

Table 4.6  
*Descriptive Statistics of the Acceptance of Technology*

Items	Code	Mean	Std. Dev
<b>Acceptance of Technology -All items</b>	<b>AT</b>	<b>3.82</b>	<b>0.073</b>
1. Social networking sites enable me to contact the audience	AT1	3.86	1.035
2. Using social networking sites improves my job	AT2	4.16	.871
3. The use of social networking sites could help me to do my job more rapidly	AT3	3.82	1.027
4. Social networking sites make me more productive	AT4	3.46	1.118
5. Social networking sites make me more effective	AT5	3.71	.983
6. Social networking sites are easy to use	AT6	4.06	.938
7. Social networking sites provide me a high level of freedom of expressing opinions	AT7	3.71	1.091
8. Social networking sites provide me with live coverage of events	AT8	3.86	1.035
9. Social networking sites enable me to discover new information	AT9	3.80	1.070
10. Social networking sites make me more creative because of using multimedia (text, photo, and video) in displaying news	AT10	3.80	1.032

The majority of respondents believe that using social networking sites improves the job, and is one of the important feature of the use of technology in media. The second highest technology features item was AT6 "Social networking sites are easy to use" with ( $M = 4.06$ ,  $SD = 0.938$ ). These results indicate the acceptance of the use of technology in the media between the Jordanian journalists in spite of the obstacles that hinder the work of journalists as a result of the wrong use of technology among citizens, causing the spread of false and fabricated news. However, the impact of this result on credibility of news will be discussed more in depth in the hypotheses test section. Table 4.7 illustrates the descriptive statistics of Interactive Media.

Table 4.7  
*Descriptive Statistics of the Interactive Media*

Items	Code	Mean	Std. Dev
<b>Interactive Media -All items</b>	<b>IM</b>	<b>4.08</b>	<b>0.095</b>
1. Getting information from Social networking sites is very fast, more than traditional media	IM1	4.05	.955
2. News published on social networking sites is more credible because of using multimedia (text, photo, and video)	IM2	4.09	.794
3. Social networking sites are effective to share news with the public to get feedback	IM3	4.02	.807
4. The peoples' comments via social networking sites help me to get feedback on incorrect news	IM4	3.92	1.012
5. Social networking sites are effective in gathering audiences' feedback	IM5	4.09	.799
6. Social networking sites facilitates two-way communication between the audience and journalists	IM6	4.27	.830
7. Interactivity media helps journalists to see public opinion about issue	IM8	4.11	.725
8. The news update on Social networking sites, moment by moment, may cause a problem in not sure of credibility of news	IM9	4.06	.7985

Interactive media was measured by using eight items. The mean values of each belief system items ranged from 3.92 to 4.27, whereas the mean score of the all Interactive Media items was found to be ( $M = 4.08$ ,  $SD. = 0.095$ ). The majority of respondents believe that Social Networking Sites facilitate two-way communication between the audience and journalists and that this is a common feature of the Interactive Media.

Identifying public opinion trends on key issues is one of the most important features of interactive media, which was measured by item IM8 (Interactivity media helps journalists to see public opinion about issue), and that was the second highest score mean ( $M = 4.11$ ,  $SD. = 0.725$ ), followed by item IM2 (News published on social networking sites is more credible because of using multimedia (text, photo, and



video)), and item IM5 (Social networking sites are effective in gathering audiences' feedback) with mean ( $M = 4.09$ ,  $SD. = 0.794$ ,  $0.799$  respectively). However, the impact of this result on the credibility of news will be discussed more in depth in the hypotheses test section.

Quality of Source is the fourth variable in the current study. Six items were used. Table 4.8 illustrates the descriptive statistics of Quality of Source.

Table 4.8  
*Descriptive Statistics of the Quality of Source*

Items	Code	Mean	Std. Dev
<b>Quality of Source -All items</b>	<b>QS</b>	<b>3.52</b>	<b>0.030</b>
1. News that includes more than one source indicates greater credibility	QS1	3.54	1.290
2. News posted on more than one page on social networking sites indicates greater credibility	QS2	3.26	1.254
3. The multiplicity of sources of news confirming the credibility of the event	QS3	3.47	1.205
4. The source of the news should have a high level of credibility in order to accept the news among the public	QS4	3.82	1.228
5. The source of the news should have a skill in the field of communication and persuasion to influence the public	QS6	3.45	1.242
6. Publishing breaking news without mentioning the source reduces credibility	QS8	3.61	1.266

From the Table 4.8, the mean score of each indicator was found to be above 3 and the range from 3.26 to 3.82. In addition, the total mean score of all items was found to be ( $M = 3.52$ ,  $SD. = 0.030$ ). The emphasis with the highest mean score is a belief that the source of the news should have a high level of credibility in order to accept the news among the public ( $M = 3.82$ ,  $SD. = 1.228$ ). Following this, the respondents believe that Publishing breaking news without mentioning the source reduces the credibility of the news, as was clearly apparent in the second highest mean score

(M = 3.61, SD. = 1.226). However, the impact of this result on credibility of news will be discussed in more depth in the hypotheses test section.

The following descriptive analysis is for the fifth variable in the study, exposure to social networking sites. Exposure to SNSs was measured by using thirteen items as shown in Table 4.9.

Table 4.9  
*Descriptive Statistics of the Exposure to SNSs*

Items	Code	Mean	Std. Dev
<b>Exposure to SNSs -All items</b>	<b>EX</b>	<b>4.03</b>	<b>0.098</b>
1. Social networking sites help journalist to get new ideas	EX1	4.21	.818
2. Social networking sites help journalist to clarify the elements of the idea	EX2	3.99	.847
3. Social networking sites help journalist to identify issues facing people	EX3	4.27	.707
4. Social networking sites help journalist to get into new sources	EX4	4.20	.829
5. Social networking sites help journalist to get any information from anywhere and at any time	EX5	4.26	.751
6. Journalists use social networking sites in the publication of news rejected by the organization	EX6	3.94	.984
7. Journalists choose social networking sites to ensure that their hard work does not go wasted	EX7	3.82	1.017
8. Journalists use social networking sites to publish more details separately from the news	EX8	3.97	.977
9. Journalists use social networking sites to express their personal opinions away from the news	EX9	4.03	.964
10. Journalists use social networking sites to save time	EX10	4.04	.855
11. Journalist rely on the peoples' comments on social networking sites to ensure the credibility of information	EX11	3.49	1.000
12. Journalist rely on the peoples' comments on social networking sites to get new idea	EX12	4.07	.873
13. Journalist rely on the peoples' comments on social networking sites to contact with new sources to explain some details of the news	EX13	4.05	.849

Table 4.9 indicates that the mean score ranged from 3.49 to 4.27, while the mean value of all items was ( $M = 4.03$ ,  $SD. = 0.098$ ). This result shows the agreement level to the features of Exposure to SNSs among Jordanian journalists. Journalists in Jordan believe that Social networking sites help journalist to identify issues facing people, is the common feature of exposure to SNSs as its mean score ( $M = 4.27$ ,  $SD. = 0.707$ ) was the highest among all items.

Similarly, item EX5 (Social networking sites help journalist to get any information from anywhere and at any time) was found to be the second highest mean score ( $M = 4.26$ ,  $SD. = 0.751$ ). In addition to this, items EX1 and EX4 that discuss (get new ideas; get into new sources) by SNSs are also considered an important feature for journalists to exposure to these sites with mean score of ( $M = 4.26$ ,  $SD. = 0.818$ ,  $0.829$  respectively).

Table 4.10 illustrates the descriptive statistics of the scoop. The Scoop was measured using six indicators. Mean score results of each indicator ranged from 3.91 to 4.12, while the mean score of the all items was ( $m=4.01$ ,  $Std. Dev = 0.045$ ). This result shows the high agreement level between journalists. The majority of the respondents agreed that Scoop containing incorrect information reduces the credibility of the journalist, one of the most important features that affect the credibility of journalist when using scoop in one's work ( $M = 4.12$ ,  $SD. = 1.007$ ). Another example for the use of the scoop in media may be found through item SC6 (The journalist aims through scoop is to get the most number of Likes) with mean ( $M = 4.10$ ,  $SD. = 0.960$ ). However, the impact of this result on credibility of news discusses more in depth in the hypotheses test section.

Table 4.10  
*Descriptive Statistics of the Scoop*

Items	Code	Mean	Std. Dev
<b>Scoop -All items</b>	<b>SC</b>	<b>4.01</b>	<b>0.045</b>
1. The scoop is an evidence of the journalist's activity at the event site	SC2	3.97	.981
2. Scoop aims to publish news quickly, even if the news is incomplete	SC3	3.96	.889
3. Scoop containing incorrect information reduces the credibility of the journalist	SC4	4.12	1.007
4. The journalist's aim through scoop is to deliver a message to the public or journalists about his ability to get the information	SC5	3.91	.934
5. The journalist's aims through scoop is to get the most amount of Likes	SC6	4.10	.960

Finally, the credibility of news as the ultimate aim of this study was measured using eleven items that focus on criteria that must be included in the news in order to be credible. The mean score was ranging from 4.27 to 4.66. Values of the mean score of all items was found to be ( $M = 4.48$ ,  $SD. = 0.086$ ).

Jordanian journalists as the respondents of this study believe that being believable is a fundamental criteria evaluation as it was the highest mean score ( $M = 4.66$ ,  $SD. = 0.726$ ). In addition to this, accuracy and credibility of the source are considered a common feature to evaluate the credibility of news with mean score of ( $M = 4.59$ ,  $SD. = 0.738$ ) and ( $M = 4.58$ ,  $SD. = 0.816$ ) respectively. Table 4.11 shows the mean score and standard deviation of the credibility of news items.

Table 4.11  
*Descriptive Statistics of the Credibility of News*

Items	Code	Mean	Std. Dev
<b>Credibility of News -All items</b>	<b>CN</b>	<b>4.48</b>	<b>0.086</b>
1. News should include a set of criteria, like trustworthiness	CN1	4.49	.776
2. News should include a set of criteria, like credibility of the source	CN2	4.58	.816
3. News should include a set of criteria, like accuracy	CN3	4.59	.738
4. News should include all the dimensions of the event	CN4	4.27	.936
5. News should include all the opinions relating to the event	CN5	4.37	.888
6. The news must be objectivity	CN7	4.48	.831
7. The news must be believable	CN8	4.66	.726
8. The news must transfer information clearly	CN9	4.56	.741
9. News should be stripped of personal passions	CN10	4.40	.963
10. News should be stripped of special interests	CN11	4.51	.931
11. News must be committed to social values in tracking the details of the news	CN12	4.40	.884

Other important criteria that must be included in the news in order to be classified as a credible are: trustworthiness, news should include all the dimensions of the event, news should include all the opinions relating to the event, objectivity, transfer information clearly, news should be stripped of personal passions, news should be stripped of special interests, news must be committed to social values in tracking the details of the news.

#### 4.5 Evaluation of the Model Quality

The software package SmartPLS, Version 2.0 M3 (Ringle, Wende, & Will, 2005) was used to perform data analysis. This software is widely used in social science (Henseler, Ringle, Sinkovics, 2009). A PLS model is normally analyzed and interpreted in two stages (Hair, Ringle, & Sarstedt, 2011; Valerie, 2012). First, the measurement model

(outer model) is tested to ensure its validity and reliability. Measurement properties of multi-item constructs, including convergent validity, discriminant validity and reliability, are examined by conducting confirmatory factor analysis (CFA). Second, the proposed structural model is analyzed by R square, effect size, predictive relevance of the model, goodness of fit (GoF). Bootstrapping is then used to test the study hypothesis. These two stages are depicted clearly in Figure 4.11.

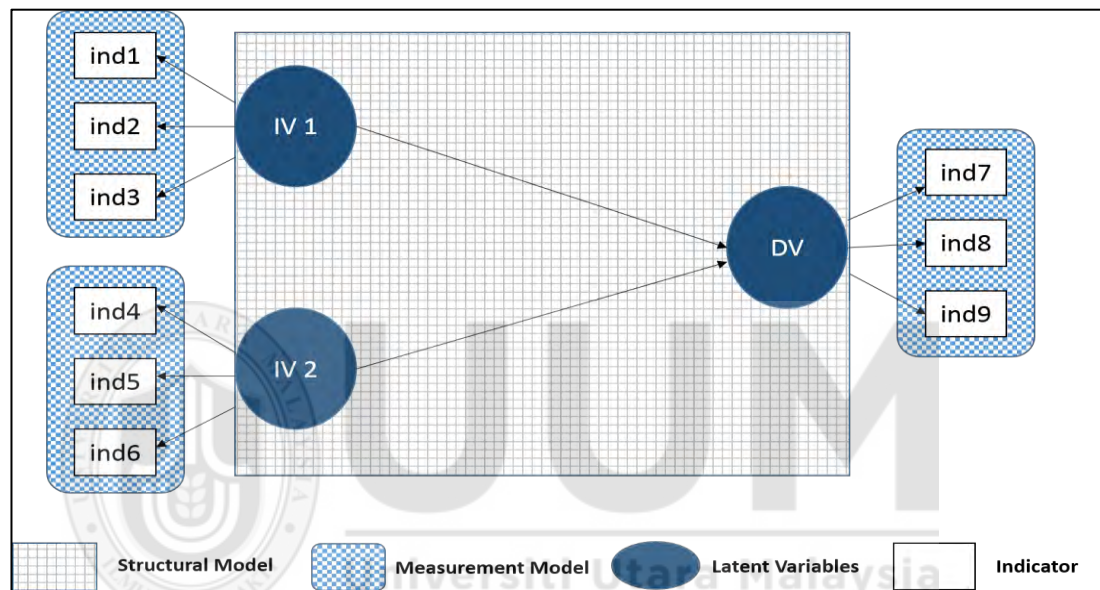


Figure 4.11. Sample of Measurement Model and Structural Model

The original study model included 62 reflective measurement items (indicator or manifest variable) for seven variables (latent variables) including six independent variables, and one dependent variable, which constitute six relationships between them based on the hypotheses proposed study.

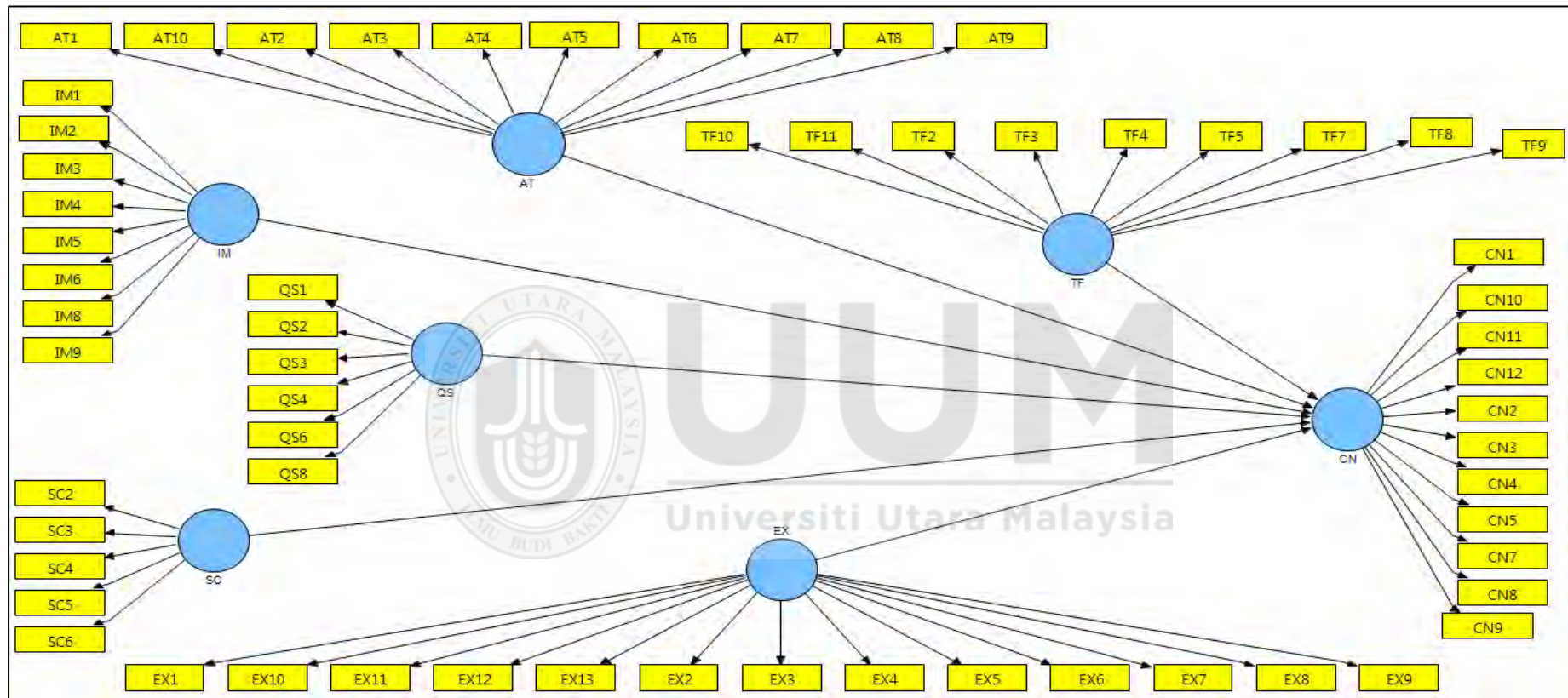


Figure 4.12. Original Study Model

Note: TF = Traditional Factors, AT = Acceptance of Technology, IM = Interactivity Media, QS = Quality of Source, EX = Exposure to SNSs, SC = Scoop, CN = Credibility of the News

#### **4.5.1 Measurement Model**

The two key criteria used to evaluate the measurement models are validity and reliability. Reliability is “a test of how consistently a measuring instrument measures whatever concept it is measuring, whereas validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure” (Sekaran & Bougie, 2010). Generally, in assessing the reflective measurement items, the researcher followed the guidelines suggested by Hair et al. (2011), and Gotz, Liehr-Gobbers, and Krafft (2010). Convergent and discriminant validity was assessed followed by reliability analysis.

##### **4.5.1.1 Convergent validity**

Convergent validity is described as the level to which many items measure the same concept are in agreement (Ramayah et al., 2011). In light of classical test theory, convergent validity has its basis on the correlation between responses taken through various methods of measuring a particular construct (Peter, 1981). Hair et al. (2010, 2017) suggested that researchers utilize the Factor Loadings, Composite Reliability (CR) and Average Variance Extracted (AVE) to assess convergence validity.

Factor loading of the measurement model is an essential reliability test to examine the load of each item on its respective construct. Factor loading reflects to which level the indicators of the same construct are consistent with each other (Hair et al., 2014). All items loadings should be over the recommended value of 0.708 (Hair et al., 2011, 2017; Valerie, 2012). Therefore, the increase in values more than 0.708 lead to a stronger consistency between the construction measurements.



In the current study, there were three deleted items because they were lower than 0.70. These were TF6 (0.545), QS7 (0.552) and CN6 (0.576). Accordingly, all remaining values of factor loadings exceed the recommended cut-off 0.708 and range between 0.714 to 0.906 as presented in Table 4.12.

Table 4.12  
*Results of Measurements Model – Factor Loading*

Constructs	Items	Factor Loading
Traditional Factors	TF2	0.824
	TF3	0.785
	TF4	0.719
	TF5	0.817
	TF7	0.787
	TF8	0.767
	TF9	0.821
	TF10	0.746
	TF11	0.718
Acceptance of Technology	AT1	0.783
	AT2	0.742
	AT3	0.906
	AT4	0.721
	AT5	0.743
	AT6	0.834
	AT7	0.781
	AT8	0.785
	AT9	0.719
	AT10	0.876
Interactivity media	IM1	0.752
	IM2	0.892
	IM3	0.725
	IM4	0.775
	IM5	0.836
	IM6	0.733
	IM8	0.714
	IM9	0.818
Quality of Source	QS1	0.849
	QS2	0.724
	QS3	0.738
	QS4	0.758
	QS6	0.786
	QS8	0.826

Table 4.12 Continued

Exposure to SNSs	EX1	0.769
	EX2	0.749
	EX3	0.831
	EX4	0.718
	EX5	0.738
	EX6	0.743
	EX7	0.715
	EX8	0.821
	EX9	0.721
	EX10	0.728
	EX11	0.756
	EX12	0.803
	EX13	0.734
Scoop	SC2	0.859
	SC3	0.784
	SC4	0.842
	SC5	0.755
	SC6	0.824
Credibility of the News	CN1	0.783
	CN2	0.821
	CN3	0.883
	CN4	0.749
	CN5	0.813
	CN7	0.718
	CN8	0.738
	CN9	0.751
	CN10	0.741
	CN11	0.726
	CN12	0.769

Composite reliability is the second way to test reliability. According to Hair, Sarstedt, Pieper, and Ringle (2012), composite reliability is generally regarded as the more appropriate criterion to establish internal consistency reliability. Composite reliability values reflect the level to which the construct indicators reveal the latent variable. In addition, composite reliability is not influenced by existent items number in each scale and uses item loadings extracted from the causal model analyzed (Barroso, Carrión, & Roldán, 2010; Fornell & Larcker, 1981).

More specifically, composite reliability values of 0.60 to 0.70 are acceptable in exploratory research, while in more advanced stages of research, values that above 0.70 can be regarded as satisfactory, as recommended by Hair et al. (2017). In this study, all the composite reliability values ranged from 0.904 to 0.946, as shown in Table 4.13, indicating good convergent validity.

Table 4.13

*Results of Measurements Model – Composite Reliability (CR)*

Constructs	Composite Reliability (CR)
Traditional Factors (TF)	0.932
Acceptance of Technology (AT)	0.943
Interactivity Media (IM)	0.924
Quality of Source (QS)	0.904
Exposure to SNSs (EX)	0.946
Scoop (SC)	0.907
Credibility of the News (CN)	0.942

Although the internal consistency of the study measurements has been checked by using Factor loading and Composite reliability, Average Variance Extracted (AVE) is a final step to confirm the reliability of the study measurements. AVE is measure quantifies the amount of variance that a construct captures from its manifest variables or indicators relative to the amount due to measurement error (Chin, 1998).

AVE values should be greater than 0.50 in order to justify the use of the construct (Fornell & Larcker, 1981; Hair et al., 2011, 2017; Valerie, 2012). This means that 50% or more of the indicator variance should be accounted for. This ratio tends to ensure that the latent variable has the ability to explain more than half of the variance of its indicator on average (Barroso et al., 2010).

Table 4.14

*Results of Measurements Model – Average Variance Extracted (AVE)*

Constructs	Average variance extracted (AVE)
Traditional Factors	0.604
Acceptance of Technology	0.626
Interactivity media	0.613
Quality of Source	0.611
Exposure to SNSs	0.573
Scoop	0.662
Credibility of the News	0.598

In this study, with reference to Table 4.14, the AVEs ranged from 0.573 to 0.662, which were all within the recommended range. Therefore, the entire latent variables satisfied the threshold value, and were considered to have met the standard recommended for convergent validity.

#### 4.5.1.2 Discriminant Validity

Discriminant validity is the degree to which items are differentiated from among various constructs or measure distinct concepts. Construct validity testifies to how well the results obtained from using the measures fit the theories around which the test is designed (Sekaran & Bougie, 2010). According to Ramayah, Lee, and Chyaw (2011), the instrument should be related to the concept as theorized. Traditionally, researchers have relied on two methods to measure discriminant validity, namely cross-loading and Fornell-Larcker criterion (Hair et al., 2017).

The cross-loadings are the first approach to assess discriminant validity. According to Hair et al. (2017), the factor loadings should be higher than 0.708. The indicator's outer loadings on the associated construct should be greater than any of its cross-loadings on other construct. Similarly, Valerie (2012, pp. 107-108) argued that:

Researchers often apply the informal rule that the correlation coefficient (or loadings) must be greater than 0.70, which implies that the variance shared between the construct and its measure is greater than the error of the variance. If the correlation is less than 0.70, results must be interpreted with care, as this low correlation may be due to a poorly formulated item (low reliability), an inappropriate item (low content validity) or an inappropriate transfer of an item from one context to another.

Based on the above recommendations, this study used a cut-off value for factor loadings at 0.70 as being significant. After deleting the items (TF6, QS7 and CN6) were loadings lower than 0.708, all the remaining items that measured a particular construct loaded highly on that construct and loaded lower on the other constructs, thus confirming construct validity. Table 4.15 shows the result.

Table 4.15  
*Loadings and Cross Loadings - After Deletion*

	Traditional Factors (TF)	Acceptance of Technology (AT)	Interactivity Media (IM)	Quality of Source (QS)	Exposure to SNSs (EX)	Scoop (SC)	Credibility of the News (CN)
TF2	<b>0.824</b>	0.342	0.417	0.372	0.482	0.417	0.494
TF3	<b>0.785</b>	0.307	0.561	0.356	0.524	0.443	0.586
TF4	<b>0.719</b>	0.364	0.431	0.362	0.493	0.426	0.503
TF5	<b>0.817</b>	0.300	0.544	0.449	0.483	0.512	0.660
TF7	<b>0.787</b>	0.342	0.417	0.372	0.482	0.417	0.494
TF8	<b>0.767</b>	0.291	0.603	0.401	0.520	0.466	0.648
TF9	<b>0.821</b>	0.369	0.448	0.373	0.498	0.435	0.528
TF10	<b>0.746</b>	0.309	0.631	0.408	0.544	0.470	0.655
TF11	<b>0.718</b>	0.292	0.538	0.457	0.472	0.520	0.653
AT1	0.364	<b>0.783</b>	0.461	0.442	0.512	0.264	0.460
AT2	0.475	<b>0.742</b>	0.634	0.322	0.860	0.311	0.510
AT3	0.308	<b>0.906</b>	0.477	0.396	0.599	0.259	0.414
AT4	0.174	<b>0.721</b>	0.482	0.268	0.646	0.200	0.277
AT5	0.251	<b>0.743</b>	0.493	0.313	0.565	0.224	0.370
AT6	0.421	<b>0.834</b>	0.549	0.326	0.734	0.287	0.454
AT7	0.201	<b>0.781</b>	0.442	0.275	0.525	0.220	0.298
AT8	0.364	<b>0.785</b>	0.461	0.442	0.512	0.264	0.460
AT9	0.242	<b>0.719</b>	0.473	0.371	0.613	0.242	0.366
AT10	0.255	<b>0.876</b>	0.478	0.379	0.628	0.246	0.390

Table 4.15 Continued

IM1	0.433	0.499	<b>0.752</b>	0.313	0.618	0.345	0.467
IM2	0.505	0.470	<b>0.892</b>	0.216	0.623	0.306	0.531
IM3	0.498	0.379	<b>0.725</b>	0.128	0.504	0.390	0.540
IM4	0.372	0.376	<b>0.775</b>	0.139	0.565	0.286	0.468
IM5	0.499	0.467	<b>0.836</b>	0.208	0.618	0.297	0.525
IM6	0.569	0.569	<b>0.733</b>	0.398	0.668	0.379	0.548
IM8	0.561	0.582	<b>0.714</b>	0.446	0.739	0.621	0.668
IM9	0.487	0.443	<b>0.818</b>	0.201	0.577	0.331	0.529
QS1	0.355	0.292	0.241	<b>0.849</b>	0.374	0.399	0.434
QS2	0.291	0.345	0.218	<b>0.724</b>	0.387	0.299	0.376
QS3	0.414	0.422	0.243	<b>0.738</b>	0.323	0.386	0.347
QS4	0.328	0.289	0.317	<b>0.758</b>	0.404	0.363	0.458
QS6	0.356	0.382	0.221	<b>0.786</b>	0.341	0.372	0.349
QS8	0.483	0.328	0.292	<b>0.826</b>	0.398	0.421	0.492
EX1	0.458	0.618	0.671	0.494	<b>0.769</b>	0.345	0.639
EX2	0.433	0.739	0.569	0.457	<b>0.749</b>	0.328	0.487
EX3	0.626	0.640	0.702	0.426	<b>0.831</b>	0.513	0.645
EX4	0.486	0.606	0.629	0.343	<b>0.718</b>	0.391	0.554
EX5	0.553	0.638	0.707	0.459	<b>0.738</b>	0.434	0.627
EX6	0.383	0.469	0.543	0.210	<b>0.743</b>	0.345	0.449
EX7	0.284	0.544	0.567	0.330	<b>0.715</b>	0.246	0.319
EX8	0.389	0.625	0.547	0.416	<b>0.821</b>	0.325	0.465
EX9	0.572	0.524	0.514	0.400	<b>0.721</b>	0.316	0.400
EX10	0.516	0.622	0.605	0.421	<b>0.728</b>	0.436	0.513
EX11	0.270	0.547	0.584	0.284	<b>0.756</b>	0.330	0.465
EX12	0.505	0.575	0.635	0.327	<b>0.803</b>	0.426	0.637
EX13	0.588	0.559	0.642	0.303	<b>0.734</b>	0.284	0.548
SC2	0.441	0.235	0.352	0.386	0.354	<b>0.859</b>	0.507
SC3	0.429	0.334	0.446	0.405	0.458	<b>0.784</b>	0.501
SC4	0.494	0.202	0.388	0.402	0.340	<b>0.842</b>	0.601
SC5	0.422	0.243	0.338	0.349	0.348	<b>0.755</b>	0.452
SC6	0.480	0.266	0.430	0.424	0.431	<b>0.824</b>	0.594
CN1	0.619	0.546	0.617	0.573	0.706	0.506	<b>0.783</b>
CN2	0.635	0.433	0.464	0.574	0.462	0.585	<b>0.821</b>
CN3	0.655	0.490	0.685	0.500	0.728	0.580	<b>0.883</b>
CN4	0.471	0.263	0.400	0.394	0.321	0.562	<b>0.749</b>
CN5	0.547	0.397	0.486	0.369	0.464	0.586	<b>0.813</b>
CN7	0.568	0.404	0.529	0.404	0.534	0.548	<b>0.718</b>
CN8	0.686	0.509	0.700	0.407	0.691	0.515	<b>0.738</b>
CN9	0.694	0.440	0.651	0.440	0.607	0.616	<b>0.751</b>
CN10	0.424	0.220	0.458	0.408	0.476	0.462	<b>0.741</b>
CN11	0.388	0.276	0.519	0.303	0.501	0.351	<b>0.726</b>
CN12	0.539	0.335	0.493	0.340	0.443	0.487	<b>0.769</b>

From the cross loading table, the results point out that the loading of each item to its respective construct exceeds the correlation with other constructs, as recommended by Chin (1998, 2010). Thus, data analysis indicates that the discriminant validity of this study has been proved.

The second criteria to test discriminant validity is the Fornell-Larcker criterion, by examining the Variable Correlation -Root Square of AVE. Hair et al. (2017) stated that discriminant validity stipulates that each latent construct's AVE should be higher than the construct's highest squared correlation with other latent constructs, and the indicator's loadings should be greater than all of its cross loadings. In the present study, the discriminant validity of the measures was assessed through Fornell and Larcker's (1981) criterion. Table 4.16 shows the Correlations among Constructs to make sure the discriminant validity.

Table 4.16  
*Correlations among Constructs and Discriminant Validity*

Constructs	Traditional Factors	Acceptance of Technology	Interactivity Media	Quality of Source	Exposure to SNSs	Scoop	Credibility of the News
Traditional Factors	<b>0.777</b>						
Acceptance of Technology	0.375	<b>0.791</b>					
Interactivity Media	0.606	0.584	<b>0.783</b>				
Quality of Source	0.465	0.420	0.322	<b>0.782</b>			
Exposure to SNSs	0.586	0.711	0.726	0.465	<b>0.757</b>		
Scoop	0.538	0.300	0.464	0.467	0.456	<b>0.814</b>	
Credibility of News	0.688	0.482	0.662	0.518	0.657	0.634	<b>0.770</b>

Similar to the correlation matrix provided in Table 4.16, the diagonal elements, as shown in Table 4.16, are the average variance square root extracted from the latent

constructs. Discriminant validity exists if the diagonal elements are greater than other off-diagonal elements in the rows and columns. This was the case in the correlation matrix, and, hence, discriminant validity was confirmed.

#### 4.5.1.3 Reliability Analysis

Cronbach's alpha coefficient was utilized in the present study along with composite reliability values to examine the inter-item consistency of the measurement items. The Cronbach's alpha and composite reliability (CR) values should be higher than 0.70 (Hair et al., 2017). Table 4.16 presents the values of Cronbach's alpha and CR of all constructs.

Table 4.17  
*Cronbach's Alpha and Composite Reliabilities of Constructs*

Constructs	Items	Composite Reliability	Cronbach's alpha
Traditional Factors	9	0.932	0.924
Acceptance of Technology	10	0.943	0.932
Interactivity media	8	0.924	0.916
Quality of Source	6	0.904	0.889
Exposure to SNSs	13	0.946	0.938
Scoop	5	0.907	0.892
Credibility of the News	11	0.942	0.935

Based on the results in the Table 4.17, all constructs exceeded the recommended value of 0.70. Hence, construct reliability was confirmed.

#### 4.5.1.4 Conclusion of Measurement Model

The measurement model of this study has been tested according to the suggestion of SEM literature. Thus, convergent validity used to measure the internal consistency of the construct indicators have been tested and successfully exceeded



the recommended values of all measurements techniques namely, factor loading, Cronbach's Alpha, Composite Reliability (CR) and the Average Variance Extracted (AVE). Hence, this study passes the reliability and validity test for its measurements.

Discriminant validity that used to evaluate the degree to which items differentiate among constructs or measure distinct concepts has also been inspected using the square root of AVE and cross loading matrix. The results of square root of AVE imply that all values are higher than other off-diagonal elements in the rows and columns, as recommended by Fornell and Bookstein (1982).

Additionally, the cross loading matrix showed that the values of all factor loading have higher loading on its respective construct instead of having a higher loading on another construct as suggested by (Chin, 1998; 2010). Accordingly, discriminant validity test successfully demonstrates the validity of the measurements. Thus, according to the ability of this study to measure to prove its reliability and validity, the researcher had also analyzed the construct model in order to test the research hypotheses, as is discussed in the next section.

#### **4.5.2 Structural Model**

After analyzing the measurement model, the next step in the PLS Analysis was to evaluate the structural model, i.e. by analyzing the inner model. To do this, the researcher depended on requirements mentioned by Chin (2010, p. 656), Hair, Ringle, and Sarstedt (2013, p. 7), Hair et al. (2011, p. 145), and Valerie (2012, p. 109), by considering the  $R^2$  values, effect size ( $f^2$ ), predictive relevance of the

model, and goodness of fit (GoF). The level and significance of the path coefficients and bootstrapping were employed to test the study hypotheses.

#### **4.5.2.1 R Square ( $R^2$ )**

Coefficient of determination or what is known as R square ( $R^2$ ), is one of the central criteria in the evaluation of the structural model by PLS-SEM. In fact,  $R^2$  value represents the portion of variation in the endogenous variable (s) that can be explained by one or more exogenous variables (Hair et al., 2017). The primary evaluation criteria for the structural model are the  $R^2$  measures and the level and significance of the path coefficients. Because the goal of the prediction-oriented PLS-SEM approach is to explain the endogenous latent variables variance, the key target constructs level of  $R^2$  should be high, according to Hair et al. (2011).

Chin (1998) suggested that the values of  $R^2$  that above 0.67 it considered high, while values ranging from 0.33 to 0.67 it is moderate, whereas values between 0.19 to 0.33 are weak and any  $R^2$  values less than 0.19 are unacceptable. Thereby, the quality of structural mode depends on the values of  $R^2$ , which demonstrate the ability of the exogenous variable (s) in explaining the endogenous variables. Thus, based on the results of this study, all values of  $R^2$  have fulfilled Chin (1998) criteria.

Based on the results reported in Figure 4.13, it may be seen that  $R^2$  was found to be 0.662, indicating that Traditional Factors, Acceptance of Technology, Interactivity media, Quality of Source, Exposure to SNSs, and Scoop can account for 66.2% of the variance in the Credibility of the News. Since the  $R^2$  value was less than 0.67, it was in the moderate range.

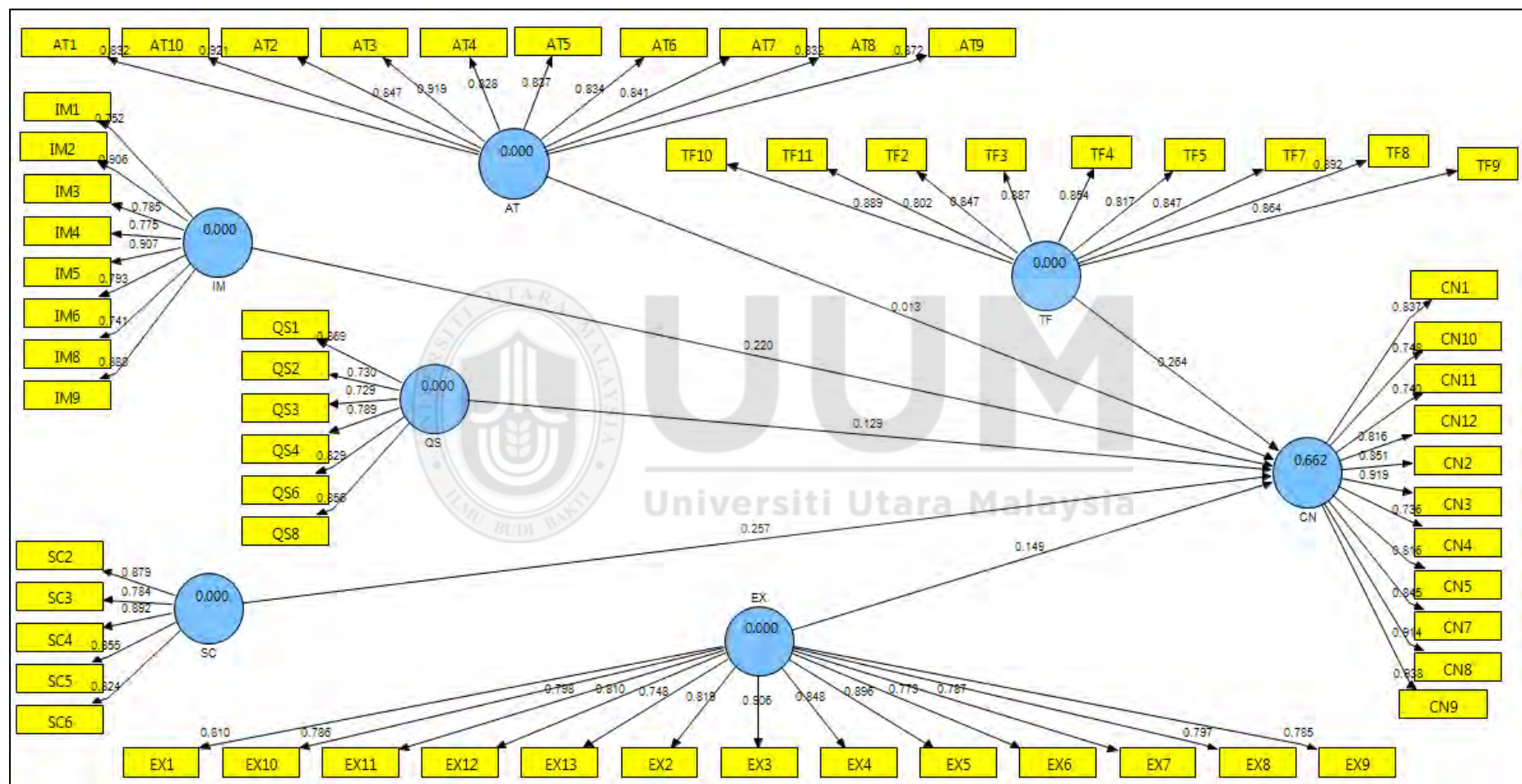


Figure 4.13. Items Loadings, Path Coefficient and R<sup>2</sup> Values

#### 4.5.2.2 Effect Size (f<sup>2</sup>)

It is also good to determine the effect sizes of specific latent variables' impact upon the dependent variables with the help of f<sup>2</sup> analysis which is complementary to R<sup>2</sup> (Chin, 2010). The f<sup>2</sup> effect size was calculated as it is not automatically provided in PLS. The researcher manually calculated it with the help of the formula;  $f^2 = (R^2_{\text{included}} - R^2_{\text{excluded}}) / (1 - R^2_{\text{included}})$  represented by:

$$f^2 = \frac{R^2_{\text{included}} - R^2_{\text{excluded}}}{1 - R^2_{\text{included}}}$$

Whereas R<sup>2</sup> *include* represent the R<sup>2</sup> when the predictor exogenous latent variable exists in the structural model whereas, R<sup>2</sup> *exclude* are the value of R<sup>2</sup> when this specific exogenous latent variables omitted from the structural model respectively. The  $f^2$  values of 0.02, 0.15 and 0.35, respectively, were used to interpret small, medium and large effect sizes of the predictive variables, as recommended by Cohen (1988). The effect size of the model, namely Traditional Factors (TF), Acceptance of Technology (AT), Interactivity Media (IM), Quality of Source (QS), Exposure to SNSs (EX), and Scoop (SC), on the Credibility of the News (CN) appears in the Table 4.18.

Table 4.18  
*Effect Sizes of Latent Variables*

Constructs	R <sup>2</sup> Include	R <sup>2</sup> Exclude	f <sup>2</sup>	Results
Credibility of the News (CN)	<b>0.662</b>			
TF > CN	-	0.628	0.10	Small effect
AT > CN	-	0.662	0.00	None effect
IM > CN	-	0.645	0.05	Small effect
QS > CN	-	0.651	0.03	Small effect
EX > CN	-	0.656	0.02	Small effect
SC > CN	-	0.624	0.11	Small effect

From the Table 4.18, it is obvious that Scoop ( $f^2 = 0.11$ ), Traditional Factors ( $f^2 = 0.10$ ), Interactivity Media ( $f^2 = 0.05$ ), Quality of News Source ( $f^2 = 0.03$ ), and Exposure to SNSs ( $f^2 = 0.02$ ) has effect on the component of the Credibility of the News respectively. In contrast, there was no effect size of the Acceptance of Technology.

#### **4.5.2.3 Predictive Relevance of the Model ( $Q^2$ )**

In addition to assessing the quality of the structural model by considering the  $R^2$  values and effect sizes, it can also be assessed by using a blindfolding procedure to generate the cross-validate communality and cross-validated redundancy. Blindfolding procedures will remove data from the data set based on a predetermined distance value called D. The D value can be any number between 5-10 (Chin, 2010). The only requirement is that the sample size  $n$  divided by D should be round number. Thus, the assumption of removing amounts of data and then handle them as missing values will estimate the model parameters. However, blindfolding should only applied if the endogenous latent variables have a reflective measurement (Hair et al., 2011; Henseler, Ringle, & Sinkovics, 2009), which is the case of the current study.

The Predictive Relevance ( $Q^2$ ) is a criterion to evaluate how well the model predicts the data of omitted cases which is referred to as predictive relevance (Hair et al., 2013). As mentioned previously, ( $Q^2$ ) has two forms: cross-validity communality and cross-validity redundancy. Hair et al. (2011) recommended using the cross-validity redundancy as it estimates both the structural model and the measurement model for data prediction, which fits perfectly with the PLS-SEM approach. According to the suggestion of Fornell and Cha (1994), if the value of cross-validity redundancy above zero ( $Q^2 > 0$ ). This indicates that there is a predictive relevance while, value of  $Q^2$  less

than zero means that the model lacks predictive relevance. Table 4.19 shows that the obtained cross-validity redundancy (Q<sup>2</sup>) value for Credibility of the News (CN) was found to be 0.444. These results support the claim that the model has predictive relevance for the endogenous construct under consideration.

Table 4.19  
*Prediction Relevance of the Model*

Construct	SSO	SSE	1-SSE/SSO (Q <sup>2</sup> )	Result
Credibility of the News (CN)	3509	1952.693	0.444	Q <sup>2</sup> > 0: Explanatory variable provide predictive relevance

#### 4.5.2.4 Goodness of Fit (GoF) of the Model

Tenenhause, Vinzi, Chatelin, and Lauro (2005), defined (GoF) as the global fit measure, it is the geometric mean of both average variance extracted (AVE) and the average of R<sup>2</sup> of the endogenous variables. In fact, the purpose of (GoF) is to account on the study model at both level, namely measurement and structural model with focus on the overall performance of the model (Chin, 2010; Henseler & Sarstedt, 2013). The calculation formula of (GoF) is as follow:

$$GoF = \sqrt{(R^2 \times AVE)}$$

Based on the formula, the GoF value was (0.678), and these value was compared with the baseline values as recommended by Wetzels, Odekerken-Schroder and Oppen (2009) (small = 0.1, medium = 0.25, and large = 0.36). The result indicated that the model's goodness of fit measure was higher than the adequate validity of the global PLS model.

#### **4.5.2.5 Hypotheses Testing (Path Coefficient)**

The final step in evaluating the structural model is by examining the research hypotheses through assessing the path coefficient. In doing so, the hypothesized relationship was examined by running bootstrapping. Bootstrapping is a procedure whereby a large number of subsamples (e.g. 5000) are taken from the original sample with replacement to give bootstrap standard errors, which in turn provides approximate t-value for significance testing of the structural path.

Since PLS-SEM does not assume that the data are distributed normally (Hair et al., 2011), bootstrapping results estimate the normality of data. The reason for this is that the character of PLS-SEM is distribution-free (Hair, Sarstedt, Pieper, & Ringle, 2012). Consequently, PLS-SEM applies nonparametric bootstrapping, which represents the precision of PLS estimates. Accordingly, randomly repeated samples with replacement from the original one will be created in order to obtain standard error to test the research hypotheses (Hair et al., 2017).

For this purpose, a bootstrapping sampling process works under the assumption that the distribution of the sample is a reasonable representation of the intended population distribution (Hair et al., 2011). Therefore, bootstrapping sample in PLS-SEM enable the estimated coefficient to be examined for their significance. In general, applying bootstrapping approach provides an estimate for the spread, shape and the bias of the sample distribution of a specific statistic (Henseler et al., 2009).

The results of all bootstrapping samples in PLS-SEM, provide standard error and t-value (t-test) for each path coefficient model to measure the significance of such path

model relationship (Chin, 1998). Based on this, bootstrapping analysis enables research hypotheses to be tested. However, the criteria to determine whether the assumed relationship is significance or not is based on the t-value. Commonly used critical values for two-tailed tests are 1.65 (significance level= 10%), 1.96 (significance level = 5%), and 2.57 (significance level = 1%). Table 4.20 contains the path coefficient, where the hypothesized relationships were tested:

Table 4.20  
*Path Coefficient of the Hypotheses*

Hypotheses	Relationship	Std. Beta	Std. Error	T- Value	P- Value	Decision
<b>H1</b>	TF -> CN	0.264	0.038	7.013	0.000	Supported***
<b>H2</b>	AT -> CN	0.013	0.049	0.275	0.392	Not Supported
<b>H3</b>	IM -> CN	0.220	0.042	5.218	0.000	Supported***
<b>H4</b>	QS -> CN	0.129	0.040	3.269	0.001	Supported***
<b>H5</b>	EX -> CN	0.149	0.052	2.871	0.002	Supported**
<b>H6</b>	SC -> CN	0.257	0.044	5.835	0.000	Supported***

Note.

t-values > 1.65\* (p < 0.10); t-values > 1.96\*\* (p < 0.05); t-values > 2.58\*\*\* (p < 0.01)

Depending on the values in Table 4.20, the results of five hypotheses were supported, while one hypothesis rejected. Thus, the description of the results of the hypotheses is as follows:

**H1:** Result provided the highest support for H1 (t = 7.013, p = 0.000). This indicates that a strong positive association between Traditional Factors (TF) and Credibility of the News (CN).

**H2:** Acceptance of Technology (AT) did not show any association with Credibility of the News (CN) (t = 0.275, p = 0.392) and therefore the hypothesis was not supported.



**H3:** Result showed a strong positive association between Interactivity Media (IM) and Credibility of the News (CN) ( $t = 5.218$ ,  $p = 0.000$ ) and hence the hypothesis was supported.

**H4:** Result showed Quality of Source (QS) and Credibility of the News (CN) were highly significantly associated ( $t = 3.269$ ,  $p = 0.001$ ) and therefore the hypothesis was supported.

**H5:** Result revealed that the proposed relationship between Exposure to SNSs (EX) and Credibility of the News (CN) was positive significant ( $t = 2.871$ ,  $p = 0.002$ ) and hence the hypothesis was supported.

**H6:** Result also showed a strong positive association between Scoop (SC) and Credibility of the News (CN) ( $t = 5.835$ ,  $p = 0.000$ ) and hence the hypothesis was supported.

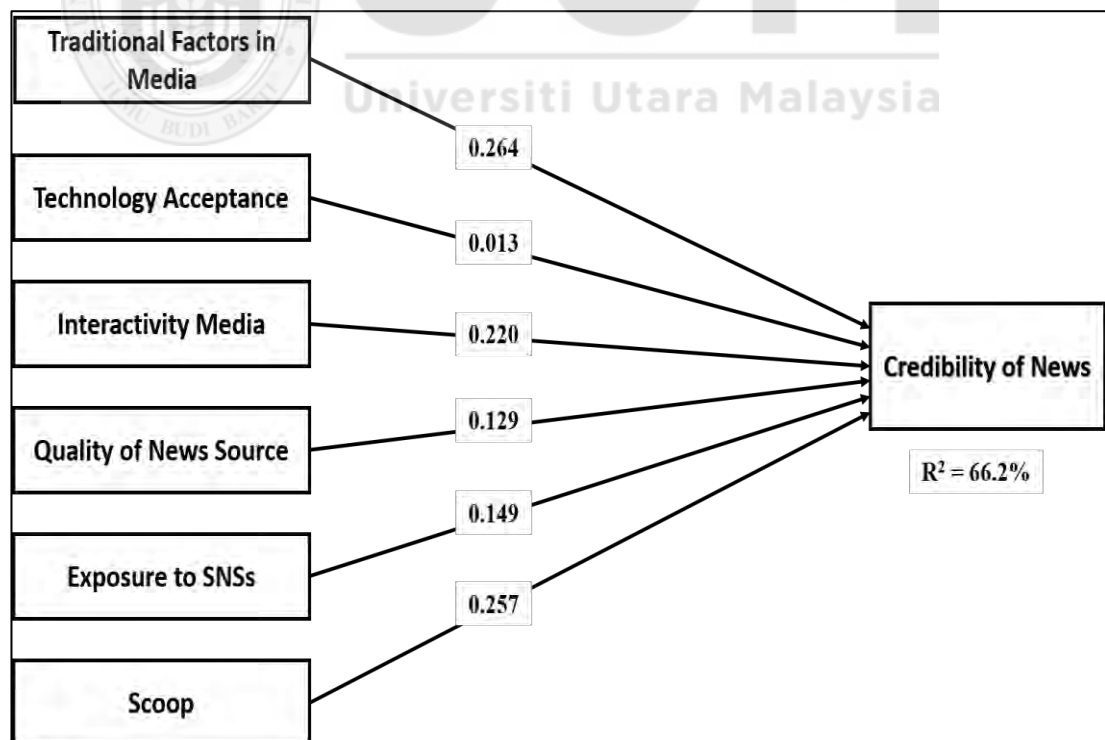


Figure 4.14. Validated structural model

#### **4.6 Summary of Findings**

This chapter has reported the findings of this study. It has also presented findings on the response rate and characteristics, techniques employed in measurement refinements, and analyses run to examine the instrument validity and reliability tests, among others. For this purpose, a two-stage of data analysis has been conducted. The first-stage was the measurement model (outer model) that examined both convergent validity and discriminant validity in order to assure the association between various constructs and its indicators, and, therefore, confirmed the validity and the reliability of the study measurements. The results demonstrated a high level of reliability for all constructs.

The second-stage was conducted by using bootstrapping procedures on the structural model (inner model) to test the extent to which the hypothesized relationships are supported. As indicated in the various analyses above, five of the six key hypotheses were accepted as being significant. One hypothesis was rejected because of insignificant findings. The results showed a good fit of the model, and pathways were significant.

The discussion of the possible reasons, justifications and the impact of the supported as well as the not supported hypotheses on the credibility of news discuss in following chapter. The following chapter namely chapter five illustrates the discussion of findings, limitation, contribution, recommendation and conclusion of the current study.

## **CHAPTER FIVE**

### **DISCUSSION**

#### **5.1 Introduction**

This chapter is dedicated to summarizing the study, discussing its findings that explain the justification of respondents' perceptions for the different variables of this research, and highlighting its contributions to the theoretical and methodological literature. Descriptively, the chapter also explains the effect of the Antecedents of Credibility News (Traditional factors, Acceptance of technology in media, Interactive media, quality of the source, the Exposure to SNSs, and the Scoop) on the journalists' practices, and the relationship with the credibility of news. This chapter discusses the limitations, and proposes recommendations for future scholars to investigate journalists' practices and the effectiveness of new media.

#### **5.2 Recapitulations of Research Findings**

Essentially, this study was strongly motivated by practical gaps in some factors that affect the practice of journalists in dealing with news spread across social networking sites and the credibility of this news, which converges with theoretical gaps in the relevant literature concerning the relationship between antecedents and consequences of the credibility of news and social media.

Based on previous studies on the antecedents of credible news (Agichtein et al., 2008; Kim & Johnson, 2009; Lankes, 2008; Paulussen & Harder, 2014; Mehrabi et al., 2009; Chung et al., 2012; Newman, 2012; Rafaeli & Sudweeks, 1997; Rogers, 1986; Mateus, 2015; Picard, 2009), a theoretical model was developed to show the proposed testable

relationships among the study constructs. The model served to assist in answering the following questions: (RQ1) What is the relationship between the traditional factors (Editorial policies, the Ethics of journalism, pressures on journalists, the lack of strict laws, and the fame) and the credibility of the news?; (RQ2) What is the relationship between the acceptance of technology and the credibility of the news?; (RQ3) What is the relationship between the interactive media and the credibility of the news?; (RQ4) What is the relationship between the quality of source and the credibility of the news?; (RQ5) What is the relationship between the exposure to SNSs and the credibility of the news? (RQ6); What is the relationship between the use of scoop in journalistic work and the credibility of the news?

Consistent with the research questions, a number of research objectives were outlined. Primarily, the objectives were to: (1) examine the relationship between the traditional factors (Editorial policies, the Ethics of journalism, pressures on journalists, the lack of strict laws, and the fame) and the credibility of the news; (2) assess the influence of the acceptance of technology on the credibility of the news; (3) highlight the interactive media and the credibility of the news; (4) investigate the quality of source on the credibility of the news; (5) evaluate the influence of the exposure to SNSs on the credibility of news; (6) examine the use of the scoop in journalistic work and the credibility of the news.

As mentioned at the beginning of the fourth chapter, data were gathered from journalists in Jordan enrolled in the Jordan Press Association. Three hundred and seventy-five questionnaires were distributed personally by hand, and 319 questionnaires were returned and useable, hence the effective response rate was 85%.

After conducting the steps to ensure the development of the instruments as suggested by Churchill (1979), this study used two analyses to test the reliability and validity of the measurement instruments: (1) exploratory factor analysis (EFA) to analyze the data of the pilot study. Results of the EFA analyses indicate that only three items had a loading less than 0.60, which was subsequently excluded from the final study. (2) the data were analyzed using the PLS version 2.0 M3 to test the hypothesized relationships in the structural model of the study. Of the three alternative significance levels available for researchers, this study used the 0.05-level of significance as the critical level for deciding on the acceptability or rejection of the hypotheses. The findings of the analysis were reported in Chapter 4, to be further discussed in the following sub-sections.

### **5.3 Discussion**

To discuss the empirical study's findings, the sub-sections are organized in such a way as to answer the six main research questions set earlier, and to achieve the research objectives.

#### **5.3.1 Traditional Factors in media and Credibility of news**

In order to achieve the first objective of this study regarding the influences of traditional factors (Editorial Policies, The Ethics of Journalism, Pressures on Journalists, Lack of Strict Laws and The Fame) on the level of credibility of news, the researcher developed the first hypothesis of the study. Hypothesis H-1, which states "H1: There is a significant association between the traditional factors in media and the credibility of the news on SNSs", examined by using PLS-SEM bootstrapping

approach. The relationships between Traditional Factors and Credibility of News were found to be positive influence.

The result of this relationship is in harmony with several previously related research such as Azza, 2006; Metzger et al., 2003; O'sullivan & Heinonen, 2008; Alejandro, 2010; Hampton et al., 2011; Johnson & Kaye, 1998; Mitchell & Page, 2014; Whiting & Williams, 2013; Pintak & Ginges, 2008 who illustrated that the traditional factors used in media and newspaper had a positive effect on the overall relationship with the level of credibility of news published on SNSs, not the separate effects of one of these factors on the news and media. The basis of this relationship is that even though conventional media have their own online versions, they have not fully embraced the new technology (Salman et al., 2011), and they are still practicing traditional patterns in dealing with new media platforms and the unwillingness of the owners of these organizations to change journalism style (Al-Quds, 2009; Armbrust, 2012; Himelboim & Limor, 2010; Mateus, 2015).

The present finding seems to be consistent with De Keyser & Raeymaeckers (2012) who found that editorial policy assists in maintaining the quality of the news published, and helps the journalist to investigate the news spread across social sites and to compare it with the general approach of the newspaper. In addition, Gentzkow (2007) and Moody (2011) emphasized that the importance of editorial policy is a significant factor in how to write and publish news, based on the public policy of the state or the newspaper, where many newspapers are trying not to deviate from this policy in many circumstances, especially security issues and foreign policy. Editorial policy has a role in making some changes to the news or reports, such as additions, deletions, or

prevented from publishing, which may affect the level of the news provided by the journalists. In spite of this, the editorial policy is a guide to the journalist in determining the correct and credible news according to Cassidy (2007) and Chung et al. (2010).

The results of this study indicates that Jordanian journalists believe that the ethics of journalism have a significant effect in maintaining the credibility of the news and media. This is compatible with the study of Deuze and Yeshua (2001) and Levinson (1998), who demonstrated that traditional media ethics support journalism as a general source from which one can discover other fields, a basis of criteria of truth, accuracy, and objectivity. Credibility is the main point of the news practice ethics, and applying the ethics of the media of the arguable things among journalists, especially with the appearance of social networking sites that are difficult to control the use of. Himmelboim and Limor (2010) believe that the use of SNS platforms is also quite an important issue, because the problem of its compliance with bases of ethics needs to be discussed and answered for it to be more effectively used for journalism works. Thus, the results of the study indicate the importance of the application of the ethics of journalism by journalists when dealing with the news posted on social networking sites, through the verification of stories and issues presented on these sites, relying on the issues and news that do not contain a bias and remain neutral in dealing with people through these sites. Ethics contribute to preserve the credibility of journalist from making mistakes in the process of preparing and publishing news.

Another issue that is considered important for journalists when dealing with social networking sites as a source of news is the lack of laws to regulate the publishing

process through these sites. This gap is an opportunity for some journalists and bloggers to publish news or information as a fact. In addition, the results of this study are consistent with previous studies (Pearson, 2007; Thomas, 2014; Tang & Liu, 2015; Hamdy, 2009; Tsagkias et al., 2011), confirming that the lack of controls, laws and ethics to deal with the social networking sites as a source of information and news lead to the spread of false news and rumors, and stimulate to the use of extortion. Recently, Jordan issued a law in 2015 to prevent electronic crimes from curbing the spread of rumors and false news across social networking platforms that may threaten the security of the state and citizens.

According to the attention of journalists about the laws governing the spread of news in the social networking sites as a common factor that affect the credibility of the news, this issue is one of the main factors that affects the level of credibility of these sites and platforms as a new source for news, and will affect the credibility of the press among the public. Therefore, it is necessary to organize the process of dealing with the news platforms and social sites by journalists and media organizations in order to ensure a high level of confidence in the stories and issues and the preservation of the position of journalists among the general public and officials as a credible source.

Pressures are part and parcel of journalism, and should never interfere or affect the job of a journalist (Gamson et al., 1992; McCollough, 2012). Although journalists suffer from various pressures from an assortment of sources, it is important that journalists repulse all these to ensure their work and writing is of the highest quality and credibility. Application of editorial policy, law, and journalism ethics when dealing with social networking sites as a source of news will contribute to alleviating the



pressure that might be exerted on journalists. Journalists' commitment to the application of journalistic norms when dealing with these sites will ensure and protect them from any unethical practices and pressure from the authorities, traditions, gifts and bribes, and social traditions.

Theoretically, the results of the study also support the findings of Tandoc and Vos (2015), who believe that information provided in a newer channel like social media often lacks professional gatekeepers to filter content, and is thus deficient in markers traditionally used to determine source credibility. Therefore, the application of the rules used in the traditional media when dealing with social networking sites as a source of information is important to assist the journalists who deal on a daily basis and directly with these sites to filter information.

Moreover, source credibility theory emphasizes that social networking sites add new dimensions in terms of how to deal with multiple sources (Bruns, 2008; Kietzmann et al., 2011; Lowry et al., 2014). Examining the credibility of the source has been launched from traditional media to new media and social networking sites as sources of information. This means that dealing with these new platforms of information must be in the same style used in traditional media, in terms of making sure information and resort to reliable sources. Thus, what is applied in various media must be applied when using social networking sites to get information and disseminate the news.

From these results, the application of the traditional factors such as the editorial policy and journalism ethics and laws, which adjusts the work of journalists in the newspapers and the media, on social sites platforms will contribute to the best use of these

platforms and sites, due to the presence of these factors as an assistant in controlling the use of journalists to news published through Social Media. Protecting journalists from being exposed to different pressures will contribute to the dissemination of news, which is characterized by credibility, accuracy, objectivity, impartiality, in addition to the desire of journalists to publish all the details and information without fear of pressure.

### **5.3.2 Acceptance to Use the Technology and the Credibility of News**

For the purposes of achieving the second objective of this study, namely to assess the influence of the acceptance of technology on the credibility of the news, Hypothesis 2 states that “There is a positive relationship between the use of technology and the credibility of the news on SNSs”, was developed to test this association. The final result from the empirical data analysis using PLS-SEM bootstrapping approach shows that the relationship between use the technology in media and increase the level of credibility of news was found to be not supported. These results indicate that the use of technology in the media has an impact on the credibility of the news, as opposed to what is recommended by the majority of previous studies.

The results from this study provide support as well as contrasts to the literature. This present study contrasts Paulussen and Harder (2014) who, in a review of the literature, suggests that technology platforms are working to increase the credibility of the news because of the multiplicity of opinions in the news, which has been obtained through the use of social networking sites. A further contrast of this present study is found in several other studies (e.g. Overholser, 2009; Canter, 2013; D'Arcy, 2012; Hermida, 2012; Singer et al., 2011; Broersma & Graham, 2012) who found a significant

association between use of technology in media and credibility of news, due to technology platforms and SNSs being increasingly used by journalists because of these platforms, and sites provide journalists with a high degree of freedom of expression; live coverage of the events, the discovery of new information; and contribute to increased creativity among journalists as a result of the use of multimedia (text, image, and video) in the presentation of news.

On the point of support to the literature, given the analogy and empirical evidence in Bruns (2008); Choi et al. (2006); Chung et al. (2012); Gallon (2010); and Giudice, (2010) concerning the association between influence of the use of technology in media and credibility of news, it seems right to conclude that this present study's findings are that the use of technology does not positively influence credibility. In particular, in the environment of Jordanian journalism, the finding supports the evidence given by the empirical work of Al-Quds (2009), CDFJ (2015, 2016), JPA (2014b), and Mourtada and Salem (2012), they mention that the confidence in the news published on social sites is linked to the development of technological systems that are used in media; therefore, the use of technology in media may have led to reducing the credibility of news published across SNSs, especially in developing countries such as Jordan.

However, the growing use of the Internet has raised concerns about the quality and credibility of its information (Kim & Johnson, 2009; Tucher, 1997). Journalists consider the technological revolution in media as a negative development. Much of the news and information disseminated through social networking sites is unreliable, causing a crisis of confidence between the audiences. In fact, credibility is of particular importance to the Internet as a news medium because people tend not to use a source

that they do not trust (Gaziano, 1988). Despite the rapid growth in use of online information sources, some critics have argued against the credibility of the Internet because of its easy access and lack of standards for publishing (Newhagen & Levy, 1998).

Despite the fact that the majority of Jordanian journalists that use social networking sites will improve their job and enable them to contact with audience, the use of technology in media has led to reduce the credibility of news published across SNSs. This confidence in the news published on social sites is linked to the development of technological systems that are used in media. In developing countries, the use of technology in the media is developing slowly, and change for the reliance on technology in the life and work still needs time (Adeyanju, 2015; ASMR, 2015; CDFJ, 2015, 2016; Mourtada & Salem, 2012). A cultural shift towards technology is a major impediment, and in particular, the attitude of the majority of journalists in developing countries is the use of traditional methods to obtain information, communicate with others and publish News (Armbrust, 2012; CDFJ, 2016; Mourtada & Salem, 2014). It is difficult for developing countries, such as Jordan to change a culture towards the use of technology and interactivity in the journalistic work, which may require a long time to accept between journalists.

At present, technology has caused many problems for journalists and media workers in terms of conflict of news and information, publishing an anonymous source, the lack of standards for publication, and the spread of rumors (Bruns, 2008; Choi et al., 2006; Chung et al., 2012; Gallon, 2010; Giudice, 2010). The increasing reliance on technology in the media to explore news and information from several views and

places will contribute to the diversity of news sources. This diversity may constitute a contradiction in news sources as a result of the increase in the sources that transmits the news so that each source has private information differ in details from other sources (Flanagin & Metzger, 2014; Franklin & Carlson, 2011).

The difference in the quality of information causes some ambivalence and doubt among journalists in terms of the extent of adoption of this information, especially given that some of these news may be completely different (Agichtein et al., 2008; Thorson et al., 2010). Descriptive analysis of social networking sites status in Jordan confirms that journalists relies more on traditional media, especially TV channels, in order to ensure that conflicting news despite the growth of the role of social networking sites as a reliable source of information. The discrepancy in the news may be the result of an unknown source of news. These issues immediate concerns about the credibility of online information among Jordanian journalists because they create uncertainty regarding who is responsible for information and, thus, whether it should be believed.

Social sites have contributed to the spread of anonymous news source because of the ease of dissemination it among citizens (Caldelli, Amerini, Picchioni, & Innocenti, 2010; Correa et al., 2015; Franklin & Carlson, 2011). If social media are used by newspaper journalists as a source, the stories mostly include references to other sources as well. In some cases, source information is unavailable, masked, or entirely missing from a web site, blog, wiki, and so on. In other cases, source information is provided, but is difficult to interpret, such as when information is co-produced, repurposed from one site or application to another, or when information aggregators

display information from multiple sources in a centralized location that may itself be perceived as the source.

In addition, the absence of the control in publishing process and social networking sites standards as found in traditional media. The absence of these standards is due to the inability to control the technology and reduce the spread it between the citizens (CDFJ, 2016; Mazumdar, 2015; Paulussen & Harder, 2014). Fears about credibility within the digital media environment also stem from the fact that there are few standards for quality control and evaluation online (Bruns, 2008; Chung et al., 2012; Metzger & Flanagin, 2013). In Jordan, there are no standards for posting information on the Internet, and digital information may be easily altered, misrepresented, or created anonymously under false pretenses. The malleability of digital information exacerbates potential problems of information reliability, given that the alteration of digital information is difficult or impossible to detect (Al-Quds, 2009; CDFJ, 2015; JPA, 2014b). In addition, the global nature of the web makes it challenging to enact standards for quality control in the form of government regulation.

In some recent publications, online journalism scholars like Reich (2011) and Hermida et al. (2014) refer to the “hierarchy of credibility”, a concept derived from sociologist Becker (1966), who states that in any social system people with higher rank and status are deemed more credible than people with lower rank and status. Applied to journalism, this means that journalists are inclined to respect a certain source hierarchy in which they ascribe more credibility to official elite sources, such as known experts and representatives of political and business institutions, than to unofficial sources, such as ordinary citizens. There is a good deal of evidence, moreover, that shows that in the age of the Internet, professional journalists rely heavily on institutional sources

of information, whereas less credible sources, such as ordinary citizens, receive news space only in the second instance, when official sources are not available (De Keyser & Raeymaeckers, 2012; Reich, 2011; Thurman, 2008).

Nevertheless, people believe what they see on Facebook and Twitter, and many people do not take the time to verify what they see on such sites. If a journalist seeks to rely on Facebook and Twitter as a source of news without confirming information, this could lead to be misleading (Westerman et al., 2014). WhatsApp considered from social media is the best for journalists in this age, As a result of its ease of use, the services provided to send a message and image and video make it the fastest way to communicate between the journalist and the source, and to ensure the confidentiality of correspondence between them (Sánchez-Moya & Cruz-Moya, 2015). Despite the importance of these platforms, it may be a source of concern to the journalist in the credibility of the news or images or video which be received from multiple sources; any person can send the information to the journalist using Facebook, Twitter and WhatsApp. Information through social media and applications must be verified before approved for publication and to write a good story, journalists need to have a source and it should be credible According to Terpstra (2013).

In addition, the results of this study are consistent with a number of scholars who discussed the credibility of the source and technology (e.g. Agichtein et al., 2008; Flanagin & Metzger, 2014; Hayes et al., 2007). The results confirm the findings of the scholars that technological features of the Internet can create a “context deficit” for digital information. Moreover, the use of technology in the media prompted many sources to remain unclear to users. Updates of information are an advantage offered by the technology, but this feature may become a weak point for technology because

of the inability to know the truth. This is linked with the findings of the Fogg et al. (2001), who found that the “amateurism” of a website greatly decreased credibility. One of the biggest markers of amateurism as presented is the speed (or recency) of updates. Theoretically, the findings add new support to the source credibility theory in terms of the impact of the use of Technology in media.

The credibility of the social networking sites as a source of news, and the acceptance of use the technology in media, is the new theme for journalists, especially with the growing proportion of doubt in the news and the continuing crisis of confidence in the news published on these sites. Therefore, the credibility of media and information disseminated using technology tools and social networking sites are still missing as a result of lack of acceptance of technology and the quality of sources covering the event (Chung et al., 2012; Gallon, 2010; Nahmías, 2015). In addition to the multiplicity of reasons for the use of social networking sites by journalists (Mitchell et al., 2013; Mourtada & Salem, 2011; Oviedo et al., 2015; Paulussen & Harder, 2014).

### **5.3.3 Interactive Media and The Credibility of the News on SNSs**

The third objective of the present study was to investigate the association between interactive media and the credibility of the news on SNSs. For that end, the researcher developed Hypothesis H3, which states “There is a relationship between the use of interactive media and the credibility of the news on SNSs”. This hypothesis was tested by using PLS-SEM bootstrapping approach to meet this research objective. The result from the empirical data analysis shows that there is a strong positive significant association.



This finding gives support and evidence to previous empirical research that demonstrated a direct significant impact between interactive media and the credibility of the news on SNSs (Asough, 2012; Hayes, Singer, & Ceppos, 2007; McCollough, 2012; Himmelboim & Limor, 2010; Oviedo et al., 2015; Loke, 2011; Meeds, 2015). In a review of the literature, researchers argued that SNSs tools have achieved the new position for journalists due to the interactivity feature that contribute to the increase of the proportion of credibility in the news in the case of journalists, because of the possibility of proving details through several methods, and more than one source.

New media is the new platforms enable the reader to interact with the news content, therefore new media platforms necessitate a considerable reassessment of communication research in order to match the growing changes in communication behavior. The findings of this study are consistent with researchers who believe that interactive media is the basis of the current revolution in media and communication skills (Klimmt, Vorderer, & Ritterfeld, 2007; Sundar & Limperos, 2013; Chung et al., 2012; Lin et al., 2013; Rogers, 1986; Ross, 2013). New media provides an opportunity for users to interact and selection of media content that is compatible with the receiver, with the possibility to respond to it and to establish a dialogue with the sender. This is the experience for users to interact with media content and the formation of new experiences.

Chung (2008) and Kopper et al., (2000) believe that interaction in the media content on the Internet facilitates the consumption of news and spread it among the public. Therefore, many of media organizations tend to use the Internet and interaction techniques for creating interactive platforms across social networking sites to

exchange views and interactive media content. Many media organizations moreover tend to use the Internet and interaction techniques for creating interactive platforms across social networking sites to exchange views and interactive media content. The descriptive results of the study variables and measurements (Table 4.6) indicate that a majority of Jordanian journalists believe in the importance of the use of interactive media in their work, in harmony with the recommendations of previous studies, especially in terms of ease of communication with the public in the process of two-way communication, which will lead to an increase in the level of effectiveness, trust and credibility between journalist and his followers on SNSs.

Recently, interest in using interactive media in the media has increased, especially with the development of the use of social sites in all spheres. This interest has been positive for journalists, according to Asough (2012), Oviedo et al. (2015) and Meeds (2015), in terms of the multiplicity of sources on the issue and the discovery of new information transmitted by citizens across the social web pages, as well as ease of communication with the larger number of sources and citizens to obtain multiple details.

The findings of the study on these advantages were consistent with previous studies; the majority of Jordanian journalists point out that identifying public opinion trends on key issues is the most important feature of interactive media. In addition, the advantage of using multimedia via interactive media applications contributes to an increase in the credibility of the news and information because of the multiplicity of sources that can be used to clarify the issue which is consistent with the results of Lee et al. (2010) and Mourtada & Salem (2011). In addition, the descriptive analysis of social networking sites status, as shown in Figure 4.6 and 4.9, indicates that there is

interest by Jordanian journalists to use social networking sites for tracking issues, ensure its credibility, and the use of these sites in their work to spread the news and communicate with the public.

The theoretical side emphasizes the importance of interactivity with the public in determining the credibility of the source and information. This interaction not only comprises creating content jointly, but also includes discussing that content in an attempt to improve it collaboratively and arrive at a shared understanding of context and meaning (Kietzmann et al., 2011; Lowry et al., 2014). The impact of interactive media credibility, especially with regard to the new approach to display and report the news, is still somewhat theoretical.

The results of this study provide additional visibility in regards to the importance of interactive news in order to reach a high level of credibility, especially using multimedia applications contribute to increase the credibility of the news and information due to the multiplicity of sources or methods that can be used to clarify the issue. Other significance offered by the results of this study in the theoretical side is that using the interaction techniques for creating interactive content across SNSs contributes significantly to the news spread among the public. News spread more broadly confirms the credibility of this information, especially since the public does not accept the false information, and they have the ability to detect it through the use of social networking sites.

In spite of the fact that interactivity in the media is an advantage, especially social networking sites, it faces some criticism and controversy from some researchers (e.g. Golan (2010); Saikaew and Noyunsan (2015); CDFJ (2015,2016)) as a result of the

inability to control the information, pictures and videos posted on these sites, in addition to the difficulty of making sure most of this information. Interactive media is the new style that leads to an increase in the proportion of credibility in the news in the case of journalists, because of the possibility of proving details through several methods, and more than one source.

Hence, the interactivity provided by these sites has affected the work of journalists, due to the large amount of news published daily, which is supported with pictures, videos and comments, especially the news in war and conflict zones, or news related to political issues. Interactivity in the media affects the credibility of the news and media, because of using videos and animated media in news and reports, and this feature will be reflected on journalists' practices; therefore, it will lead to a noticeable increase in the credibility level, honesty and transparency of the content and sources.

#### **5.3.4 Quality of News Source and Credibility of News**

Regarding the fourth objective of examining the association between the quality of source and the credibility of the news on SNSs, to test this relationship, the researcher developed Hypothesis H4, which states that “there is a relationship between the quality of source and the credibility of the news on SNSs”. The empirical finding of the PLS-SEM bootstrapping approach, indicates positive significant association.

Empirically, the relationship is supported, and this study argues that the credibility of news and media greatly influenced by the quality of the sources. The empirical evidence of this present study provides support to the existing literature (Diakopoulos et al., 2012; Fellows, 2013; Phuvipadawat & Murata, 2010; Stroud & Lee, 2013;

Turcotte et al., 2015), who demonstrate a positive association. Hence, this finding supports the need to ensure a source of information because it is the key element in supporting the credibility of the news and journalist, especially that some of the news published on SNSs contain real, accurate and unbiased information.

The finding of this study is consistent with some studies that address the credibility of online information, showing that people tend to have a positive attitude towards the credibility of these sources because of the ability to search for other sources via the Internet to ensure the credibility of misinformation (Kim & Johnson, 2009; Flanagin & Metzger, 2003; Johnson & Kaye, 2010a; Park, 2006). Theoretically, a message's source is of critical importance when determining the credibility of the message. "An individual's acceptance of information and ideas is based in part on 'who said it', as supported by (Hovland et al., 1953; Shoemaker & Vos, 2009; Self, 2009). In essence, the finding of this study confirmed that the credibility of the news and the media is greatly influenced by the quality of the source which transmits the news, and because of this, interest in the quality of the source determines that the news, information or multimedia published across social networking sites is committed to credibility standards or otherwise.

In addition, the audience cares only about looking for news in more than one source, and most Internet users depend on others' opinions when evaluating the credibility of the source. Consequently, the quality of the source that is looked at by the audience to get information is the main determinant of the direction of the audience in terms of the credibility of the information and news posted on social networking sites, especially now that the audience is interested in following up on a single source of information,

despite the multiplicity of sources. On this note, the present findings seem to be consistent with those of Chung et al. (2012) and Metzger et al. (2010).

The spread of false news and rumors and the lack of controls on social networking sites encourage people and bloggers to publish the news exciting in order to gain the largest number of readers. The results of this study indicate that journalists consider that the information published on social networking sites to be credible, must include more than one source of information (multiple sources in news), the spread of information on more than one platform of social media, in addition to the news source must have high standard of credibility, as recommended by Bowman and Willis (2003) and Westerman et al. (2014). These results are also supported by some scholars of the source credibility theory, who noted that digital media sometimes lack traditional “authority indicators” such as author identity and established reputation (Flanagin & Metzger, 2014; Fritch & Cromwell, 2002; Metzger, 2007). Therefore, source information is a crucial factor related to credibility because source information remains a primary basis upon which assessments of news credibility.

Breaking news is considered to be a weak point could face journalists in their work as a result of the desire to disseminate information before others, despite the lack of accuracy of the information in some cases. However, reference to anonymous sources in the news by some journalists is intended to raise attention to a specific issue, or to find out public opinion about the issue. This method may be followed by some journalists in specific cases (Fellows, 2013; Phuvipadawat & Murata, 2010). Thus, the respondents in this study believe that publishing breaking news without mentioning the source reduces the credibility. Journalists are resorting to sources that have a high

level of credibility in order to maintain their reputations among their followers and to ensure the containment of their news on the highest standards of accuracy and credibility, and to be more important for the largest audience.

### **5.3.5 Exposure to SNSs and the Credibility of News**

For the purposes of achieving the fifth objective of this study, which is to examine the exposure to SNSs and the credibility of news, the researcher developed hypothesis (H5), which states “There is a positive relationship between the exposure to SNSs and the credibility of the news on SNSs”. The hypothesis was tested by using PLS-SEM bootstrapping approach to meet this research objective. The result from the empirical data analysis shows that there is a positive significant association.

This accepted association between exposure to SNSs and the credibility of the news is consistent with previous research, which confirm a positive significant influence of the exposure to social networking sites on the level of credibility of news and journalists (Picard, 2009; Alazzam, 2013; Boczkowski, 2010; Newell, Pilotta, & Thomas, 2008; Callison, 2003; Castillo et al., 2011; Saikaew & Noyunsan, 2015; Loke, 2011; Smith & Brenner, 2012; Stavrositu & Sundar, 2008). The theoretical background of this association is built upon the characteristics and features of SNSs, which gives journalists a chance for a plurality of opinions in the news and improves the quality of news or reports which are published to the public.

The findings of the study indicate that journalists care about exposure to social networking sites in order to identify the main issues and events which are possible to search through these sites and communicate with others. This result agrees with study of Salman et al. (2016), who found that social media, especially Facebook and Twitter,

played an important role in shaping public opinion on important political matters. Social media has been used by the public to express their concern and grievance on issues that concern their welfare which the traditional media may not dare to report or broadcast. Hence, exposure to social networking sites, as a new source for information and details on the events facing citizens, is considered important for journalists especially that journalists are considered to be more continuity with groups of citizens, officials, and their issues and events.

Description variables and measurements show multiple purposes to reporters, from exposure to social networking sites. Journalists can bring ideas and feedback about any issue from the audience, and via continuous interactivity with users. Journalists seek to develop a different form of relationship more effective than the connection types created by traditional media. Therefore, journalists are working on the review of people and journalists' pages, and pages of news sites, local and international newspapers, to know the latest news and details about a specific issue or to get new ideas could have used in the construction of a report or story in addition to the many social platforms raises general issues of interest to the various groups in society. This finding supports the idea of Picard (2009), Mourtada & Salem (2011) and Westerman et al. (2014).

As a result, the review of social platforms pages that are interested in stirring public issues concerning the various groups in society will contribute to an increase in the quality of the news stories that discuss these issues. Exposure to many social platforms will help journalists to get a variety of views to support their story and explains the various aspects of the case, which will lead to the dissemination of news or report that



contains the highest standards of credibility. On this note, the present finding seems to be consistent with those of Sagkias et al. (2011), Saleh et al. (2016), Raacke & Bonds-Raacke (2008), Alejandro (2010), Salman et al. (2016); and Stavrositu & Sundar (2008). The status of social networking sites in Jordan emphasizes that the use of these sites among journalists to identify conflicting news and gain news is extensively. Jordanian journalists use many social networking platforms to help them in exploring the different perspectives on important issues in order to improve the quality of their work.

A further issue that contributes to making sure that news posted on social networking sites is credible, and increases the degree of credibility is the citizens' comments on the published stories through these sites. The results of this study and previous studies (e.g. Callison, 2003; JPA, 2013; Loke, 2011; Mitchell et al., 2013; Smith & Brenner, 2012) support the positive relationship between the review of these comments and an increase the credibility of the news. The comments section on social media platforms is one of the important sources to get new ideas on news and issues. Therefore, the comment provides a service for the journalist to know the reactions to the news and information that people transmit in their own lives or using social networking sites. The use of social media could lead to finding new and more diverse sources of information about topics that interest them in ways that support quality journalism in local and global arenas. Many people comment on the news or information that people post without an official source, to illustrate news or to get feedback on the incorrect news.

Based on these results, the interest of the comments on the information and stories on social networking sites are an important part in ensuring the credibility of this information, especially insofar as citizens care about them by expressing their views on issues that touch their thoughts and needs. Sometimes, the discrepancy in the comments is a good guide to seeing the level of credibility of this information or not; thus, discrepancies may raise suspicion among journalists and push them to increase the process of confirming this information across more than one source.

Other findings of this study indicate that journalists may choose SNSs in publishing news to ensure that their efforts to get information do not go wasted. Furthermore, journalists rely on social sites because they can serve as a new technique to disseminate their content which they are unable to use in their report. Thus, journalists resort to social networking sites and technology platforms that are used in media and communicate with others to publish more details separately from the news (original content that will be published in newspapers or media organizations), especially insofar as media organizations might not accept to publish some news that has come from citizens. These results confirm the conclusions of Mateus (2015), Murthy (2013), Smith & Brenner (2012), and Sánchez-Moya & Cruz-Moya (2015). Therefore, social networking sites are an opportunity for journalists to publish many of the details and news about the stories and issues separately from official work. Facebook is the most commonly used among Jordanian journalists to publish their work, followed by WhatsApp, YouTube and Twitter.

Results provide a new vision for the application of source credibility theory, as many scholars feared the spread of the use of technology and social networking sites and the shift towards digital media because of the absence of laws and power in this global

space (Flanagin & Metzger, 2014; Levinson, 2009; Metzger, 2007), in addition to the lack of assurance of any uniformity in content quality, which necessitates a continual monitoring of credibility on the part of users (Sundar, 2008). Based on these findings, exposure to social networking sites helps journalists to increase the diversity of news sources as a result of their exposure to many sources in various platforms. This diversity will lead to the dissemination of news and reports contained different views on the issue, and will contribute to the height of a journalist's credibility among his followers.

Moreover, the results of the study confirm that the use of social networking sites by journalists to gain access to information, dissemination of news, or to make sure of its credibility, has become an important part of the work of journalists at the moment, and that the omission of the use of these sites will make the journalist and the institution absent from the current events. Therefore, these results remove fears among scholars, and assert that exposure to social networking sites will contribute to an increase in the level of credibility because it offers many of the steps to ensure the credibility of the news.

Credibility is a salient feature that journalists are seeking to preserve by moving away from publishing false news, which they may be exposed to during their browsing to social networking sites. For this, in order to keep this feature, the exposure to social networking sites should be cautious and dealing with these sites and news requires high professionalism, so as to retain the journalist's reputation among the public and his followers. This reputation depends mainly on credibility in dealing with variety of news across social networking sites.

### **5.3.6 Using Scoop in Media and the Credibility of News**

The researcher developed this hypothesis in order to achieve the sixth objective of the study, which states “There is an association between the use of scoop in media and the credibility of the news on SNSs”. The statistical result of the PLS-SEM bootstrapping approach shows that there is positive association between Scoop and Credibility of the News.

This accepted association between use of scoop in journalism and the credibility of the news on SNSs is in line with previous research (Adeyanju, 2015; Alejandro, 2010; Deuze, 2005; Elsaef, Madanat, & Pies, 2011; Whiting & Williams, 2013; Phillips, Couldry, & Freedman, 2010; Rusbridger, 2012; Price, 2015; Butler, 2009; Phillips, 2010). Despite opposition from some researchers and journalists to use the scoop (e.g. Goode, 2009; Ongowo, 2011; Shirky, 2011), the competition among journalists to get the news before others, and the increased use of social networking sites as a source of news, will contribute to maintaining the use of scoop among journalists, especially given that citizens needing to know everything in the fastest time and from credible sources.

The attention of Jordanian journalists to exposure to social networking sites in order to obtain multiple views of news across more than one source increases the level of trust and credibility among the public, as described in the previous section. The findings of this study confirm that social media are the main source to find new angles to stories published on these sites. The scoop is one of the manifestations of evolution in the press and the media, especially with the desire of citizens and readers to obtain information as soon as possible and by the best means. The findings are also

theoretically consistent with those Choi et al. (2015), Price (2015), and Sweis and Baslan (2013) who found that the scoop forces journalists positively to change their ways of dealing with the spread of information on social networking sites for the traditional methods in the media, in order to exploit the technological and digital revolution in the media.

The intensity of competition on the Internet, coupled with the lack of technical or temporal barriers to making use of information lifted from elsewhere, means that it is difficult for any news organization to retain a scoop (exclusive news) for more than a few minutes. The results are consistent with the findings of Adeyanju (2015) and Alejandro (2010), who found that good scoops will attract a great deal from the journalists and media involved to get private information and publish it before others. Thus, media organizations in Jordan encourage their journalists, especially those who are working in news sites, to collect as many scoops as possible to increase the prestige, power, and perceived value for their organization. Journalists in this study believe that this encouragement will contribute to the selection of distinctive stories and issues that are different from others.

Competition environment among Jordanians journalists is considered an incentive for them to find different and unexpected stories. Journalists generally seek, when they get a scoop or breaking news, to publish it quickly after verification, to submit proof of their strength and ability to obtain any news or information about a major issue. In addition, the scoop is an indicator of the effectiveness of the journalists at the scene, and the evidence of the credibility of the news published by them, especially if the

breaking news is based on information from credible sources. This finding supports the idea of Price (2015), Alejandro (2010), and Mateus (2015).

As a result of the difficulty in obtaining objective scoop that require a great effort to communicate with the different sources, the findings support the recommendations of Iggers (1998) and Hayes et al. (2007) on this issue. Also, the findings indicate that the news must contain accurate, objective, honest, and citing by sources related to events. Description measurements of this issue confirms that the publication of scoop or breaking news that contains incorrect information will reduce the credibility of journalist, in addition to raise the doubts about the future news published by him.

Some studies have questioned the credibility of the scoop (e.g. Goode, 2009; Mitchell et al., 2013; Shirky, 2011) because of journalist wants post information quickly then he discovers that he has false or incorrect information, or gets a press release to clarify this information. In addition, this study indicates that the scoop could lead to exploitation of journalists by some sources to promote rumours, or for the transfer the false information in order to discredit some of the people, or by government officials to stir up the public opinion about a specific topic.

Theoretically, the fear of the spread of information through social media is the controversial subject at the present time among scholars and journalists. The majority of scholars, who discussed the credibility of the source, they are interested in studying issues related to the sources in terms of accuracy of the information (Anderson, 1971; Tormala and Petty, 2004; Self, 2009), and standards that must be adhered to by the journalist (Cho et al., 2009; Fogg, 2003; Lowry et al., 2014; Metzger et al., 2003). The

scoop is one of the most prominent issues associated with technological development, and the debate about its credibility has increased due to the spread of social media among citizens.

The results of this study provide positive evidence to support previous studies that established the importance of the scoop in maintaining the credibility of the news, journalist, and media, due to the ongoing verification of the sources that provide news to journalists. In addition, the results confirm the importance of communication and dissemination of news via social networking sites, which means that most of the information is under investigation and comparison by citizens and colleagues. The scoop always pushes journalists to communicate with sources that have a high level of quality and honesty to obtain real information, because the publication of exclusive false news will affect the status of the journalist among the citizens, and reduce the consumption of news provided by him.

#### **5.4 Contributions of the Study**

Overall, the findings of this study make several contributions to knowledge, methodology, and practice. The following sub-sections discuss each contribution.

##### **5.4.1 Contribution to Knowledge**

The empirical testing of the antecedents and consequences of credibility of news on social networking sites is the major theoretical contribution of this research, especially in terms of how to deal with the news published on these sites. This study could provide a focal point that researchers could investigate more thoroughly.

This contribution to the application of theory at present is considered to be an affirmation of the importance of the credibility of the source to determine the level of credibility of the news and media. Anderson (1971) described source credibility as the substance enhancing the value of information in a message. Similarly, Tormala and Petty (2004) defined source credibility as the perceived ability or motivation of the source or a message to provide accurate and truthful information. Application this theory on new media such as social networking sites are a contribution to develop this theory to include all media platforms. According to what is proposed of the standards and the dimensions must be available in the news or the news platforms, the results of the current study confirms a number of standards that constitute a model help journalists to assess the degree of credibility of the news when dealing with social networking sites. Therefore, the researcher utilized source credibility theory as the most suitable theory to explain the perceptions of journalists toward the credibility of news on SNSs.

This study strengthens the needs for empirical research on the relationship between the uses of journalists to social networking sites, which are characterized as being different and the credibility of these sites as a source of information. The study supports what has been examined in previous research, which deals with this area (e.g. Johnson & Kaye, 2004; Thomas, 2014; O'Sullivan, 2005; Tang & Liu, 2015; Hamdy, 2009; Paulussen & Harder, 2014; Tsagkias et al., 2011). The study showed that social networking sites have become an important part in the work of journalists, depending on the technological evolution of the media, in addition to entering the competition by the citizens in the process of dissemination of news, leading to focus more on the credibility of these sites in the dissemination of news and reliance on information



published through SNSs. The findings of this research swells up rich contribution to knowledge because literature on SNSs and credibility in Arab and Jordan studies are in short supply.

The analysis of the relationship of the application of traditional factors used in the media, such as editorial policy, the ethics of the press, pressure, and the laws governing the media and the dimensions of the relationship with the credibility of the news and how to deal with social networking sites as a source of news has strengthened the literature of the relationship. The present finding indicates that editorial policy assists to maintain the quality of the news published, and helps the journalist in investigate the news spread across social sites and comparing it with the general approach of the newspaper. Thus, editorial policy is a guide to the journalist in determining correct and credible news.

Besides, the results of this study indicate that Jordanians journalists believe that the ethics of journalism have a significant effect in maintaining the credibility of the news and media. Ethics contribute to preserving the credibility of journalists from making mistakes in the process of preparing and publishing news. Therefore, it is necessary to organize the process of dealing with the news platforms and social sites by journalists and media organizations in order to ensure a high level of confidence in stories and issues.

The findings of the impact of acceptance to use the technology on the credibility of news provide support, as well as contrasts to literature, which suggests that technology platforms are working to increase the credibility of the news because of the multiplicity of opinions in the news, provide journalists a high degree of freedom of expression,

live coverage of the events, and discover new information. On the point of support to literature, it seems to confirm the findings of present study that use of technology does not positive influence on credibility. In particular to the environment of Jordanian journalism, the finding supports the evidence given by the empirical work of Al-Quds (2009); CDFJ (2015, 2016); JPA (2014b); Mourtada & Salem (2012), they mentioned that the confidence in the news published on social sites linked to the development of technological systems that are used in media, therefore, the use of technology in media may has led to reduce the credibility of news published across SNSs, especially in developing countries, like Jordan.

Conversely, the interactive media and the quality of sources are considered to be one of the main themes that focus by journalists when they use social sites as a source of news. The main motivation among journalists for exposure to social networking sites is to get various opinions and reactions about issues in order to increase the level of credibility of the news, journalists and the media.

In addition, the study of phenomena which are constantly changing according to the evolution of the media still needs to be applied to studies from various environments and practices in order to determine the impact of these phenomena on journalistic work and credibility. Therefore, the results of this study provide positive support on the study of the scoop in the social media time, and its impact on the credibility of the news, which confirms that the use of the scoop and get exclusive news has become an important factor pushing journalists to greater accuracy and objectivity, in addition to the ongoing verification of the sources that provide news, especially given that the majority of information It is available to citizens through social media. Therefore, a

new approach was achieved in this relationship, which constituted a contribution to this research.

#### **5.4.2 Methodological Contribution**

This study also contributes to the methodological perspective by measuring the independent variables, the dependent variable and its consequence, on trust of journalists and media, the consumption of news, the news dissemination across the media platforms, because most of the measurements of these variables were shown to have good reliability and validity in media research. Thus, this study contributes to the methodological part by validating these measurements in a different context.

The measurements of this study were adopted from the previous relevant studies, with 70 items. Because these instruments and their items were used in United States, Europe and other advanced countries, they required rigorous test-pre-test procedures to ensure that items were applicable in the context of the Jordanian environment. After analyzing the questionnaire using PLS, 62 of 70 items demonstrated the reliability and validity of the application in the scope of the study. The measurements that have dropped can be reused in other contexts related to the subject of the study

This study is one of the very few studies conducted in developing countries especially in the Arab countries' media environment (Meeds, 2015; Mourtada & Salem, 2011; Armbrust, 2012; Hamdy, 2009) to investigate the credibility of news on social networking sites. This is because very few empirical works have been conducted to examine the effect of antecedent factors of the credibility of news in the context of channel relationships. In addition to that, this study has expanded the boundary of the

current literature as it investigated the relationship between the media phenomena that affect the news and the level of credibility. In sum, this study contributes to an expanding research stream on relationship marketing currently dominated by Western research works by adding the Arab perspective.

### **5.4.3 Practical Contribution**

The findings of this study have important implications for journalists and media organizations and practitioners such as bloggers and citizens, in addition to governments and legislators. They provide insights into traditional factors in media, acceptance of using technology, interactive media, quality of sources, and scoop can develop and enhance the credibility of news. Several practical contributions are as follows:

Firstly, this study provides an in-depth look at the goals of the Jordanian journalists from exposure to social networking sites as sources of information, and ensures the success of this relationship in a positive way, in the light of the growing use of these sites at various levels. This is done by understanding the nature and essence of these sites, and services that can be provided by journalists to maintain the levels and standards of reliability required.

Secondly, the criteria reached by the study, which are consistent with the essence of the source credibility theory, will assist journalists in evaluating the credibility of the news when dealing everyday with the information that posted on social networking sites. Overall, news should include the following criteria in order to be credible:

believability, accuracy, credibility of the source, clear transfer of information, stripping of special interests, trustworthiness, and objectivity.

Other standards agreed on by Jordanian journalists in terms of the need to be available in the news on SNSs are: stripping of personal passions, commitment to social values in tracking the details of the news, include all the opinions relating to the event, and include all the dimensions of the event. Commitment to these standards as the controls to make the decision to rely on the news published on social networking sites contribute in reaching the highest levels of evaluation for these sites, and achieve the maximum benefit from the information published through it, and will have a positive impact on the work of journalists to become more effective.

Thirdly, the relationship between traditional media and new media in the light of technological and digital development is still in the process of continuous research. Working to develop this relationship and make it a participatory need to understand the media organizations of the need to use modern technology in order to increase views and opinions in the news, the report and the investigation. On the other hand, journalists must abide by maximum levels of credibility in their handling of news that spread on social networking sites. For this, the current study provides a new vision of the importance of the application of some of the traditional factors, such as editorial policy, ethics, and laws in cases dealing with the various news and social platforms in order to maintain accuracy, trust, objectivity and credibility in the news.

This application needs more flexibility on the part of chief editors and legislators to deal with the ongoing developments in media technology, in terms of allowing

journalists to use the information published on social networking as a start for stories and news sites, and encouraging journalists to increase communication and interaction with the citizens, in addition to developing the work of departments to become more dependent on technology. Regarding the role of legislators, laws governing the media must be flexible in dealing with the social platform as an important source for journalists and citizens to follow the news and events, on the condition that these laws are regulatory, not a buffer of personal freedoms in the transfer events.

Fourthly, this research highlights the role of journalists in dealing with different sources, whether official or unofficial news, especially as they are always exposed to many pressures or false news. For this, the journalists must choose the correct and accurate information sources, and ensure that the credibility of this information from real sources that are directly related to the events. Based on the results of this study, there are criteria that must be available to the news source, such that the source must have the level of credibility and confidence among the public and journalists, possesses the skills in communication and persuasion, and has a direct link to the event. If the sources possessed these qualities, the level of credibility would increase in the news that adopts this approach.

Finally, this study is likely to increase awareness of the extensive use of technology by media organizations in Jordan. Despite the development of media technology and the interest of journalists for interaction feature or interactive media to communicate with others and get diverse perspectives at the same time and place, the use of technology from the perspective of the journalists still adversely affects the credibility of the news. Therefore, the development of the use of digital media and seeking to

change the traditional method in the media is a joint operation between the institutions and the state as well as journalists. Competition in dissemination of news among journalists and institutions, with the introduction of social networking sites as a fast source for the dissemination of news by citizens or citizen journalist, makes it imperative for media organizations in Jordan and journalists increased reliance on technology in their work so as not to lose their followers or their ability to disseminate exclusive news by others.

### **5.5 Limitations and Future Research Directions**

As is always the case when undertaking research, this study has a number of limitations that should be considered when interpreting the results. These limitations also provide some opportunities for future studies to consider.

Firstly, for the best of researcher knowledge, this research is still limited because of a lack of studies related to this topic. It is the first study on this matter conducted in Jordan and the Middle East. Other researchers are required to confirm the results related to this topic.

Secondly, the study sample taken from the Jordanian journalists belongs to the Jordan Press Association (JPA). The results would be more comprehensive if the study were able to cover the whole population. However, the response rate of the study was quite high:  $n = 319$  out of 375, or a rate of 85%, which is satisfactory for this type of research. Nevertheless, the researcher recommends that it would be more productive to include all Jordanian journalists in future research.

Thirdly, future research may also take into consideration any foreign journalists working in Jordan, in addition to Arab and international media organizations that operate from Jordan. The respondents of this study were journalists. Future research should examine this relationship with another audience such as Journalists who are not part of JPA, bloggers, activists on social networking sites, opinion makers, media students, and users of social media.

Fourthly, as is always the case with a survey research design, the data obtained only shows the degree of association between variables. Whilst causal relationships can be inferred based on the results obtained, they cannot be strictly ascertained. A quantitative approach was utilized in this study to investigate the antecedents and consequences factors that effect on the credibility of news on SNSs. Examining the association between SNSs as new source of information and credibility of news may lack accuracy since the results will be dependent on the time of implementation. This means that in order to be able to examine the effect of antecedent factors on the credibility of news on SNSs, it is advisable for future research to utilize both quantitative and qualitative techniques and longitudinal studies.

Fifthly, the present study examined the strength of using technology in media at the level of the credibility of news, based on the recommendations and the results of previous studies (Adeyanju, 2015; ASMR, 2015; Mourtada & Salem, 2012; Greenwood, 2013; Ahmad, 2010; Cozma & Chen, 2013; Paulussen & Harder, 2014). The study found that this relationship between acceptances of using technology in media had no significant effect on the relationship. The non-significant effect may be due to problems caused by technology to journalists in their work in terms of the spread



of false news from the citizens, the need to check and verify larger than traditional sources, and the spread of unknown sources, in addition to the culture among journalists about the difficulty of using these sites as a source of information for now.

Finally, the relationship between traditional media and new media or digital media is still unsaturated, and needs thorough study. As a result of the circumstances of politics that take place in the Arab region and surrounding countries to Jordan, attention to this relationship in terms of the influence of political circumstances, the external conditions of the countries, and the culture of shift to new media and the development of news platforms to become more efficient is interesting to investigate in future studies.

## **5.6 Conclusion**

The previous results indicated that social networking sites have become a major part of the work of Jordanian journalists in order to obtain and disseminate news, and making sure of its credibility, in addition to helping them in the development of their output. Jordanian journalists believe that news on social networking sites can be used in media under certain conditions to ensure the highest level of credibility. Hence, journalists believe that social networking sites are a credible source of news if they are used properly by journalists or citizens.

Jordanian media's status in dealing with the social networking sites as a new source of news is evolving positively. Journalists believe that social networking sites have a high credibility compared to traditional media, which contributes to the spread of use it among journalists. Twitter is the most credible social networking site, while Facebook is the most commonly used site by journalists in their work.

In accordance with the results obtained in this research, trust between the public and the media organization are based on credibility. Journalists are the makers of news consumed by the public every day, so, confidence-building and the spread of the news are the responsibility of journalists and motivated for them towards the look for information is characterized by a high level of credibility.

Based on the analysis of the study model, the study variables (traditional factors in media, technology acceptance, interactive media, quality of news source, exposure to SNSs, and scoop) have a different impact on the credibility of news published via SNSs. The results indicate that the traditional factors in media and scoop phenomenon have the greatest impact on the credibility of news through social networking sites. Scoop forces journalists positively to change their ways of dealing with information on SNSs, and always pushes journalists to communicate with sources that have a high level of credibility. Scoop is an incentive for journalists to disseminate correct scoop and news that has credibility standards only.

The other most influential variable on the credibility of news is the traditional factors in media. The importance of this variable is that editorial policy, laws and ethics contribute in maintaining the quality of the news because of the standards and rules of ways of dealing with news and sources, which leads to the maintenance of credibility. Other traditional factors, such as external pressures on journalists and fame, have less effect on credibility of news than other factors. Other variables in the study (interactive media, quality of news source, and exposure to SNSs) had different effects on the

credibility of the news, because of these variables still need time to apply, and many studies to test them in the time of social media.

Moreover, rules that are used in traditional media such as editorial policy, journalism ethics and media laws are a focal point for Jordanians journalists when dealing with social networking sites as a source of news. Journalists are seeking to apply these rules to control the large flow of information through these sites every day. Editorial policy is an essential resource for journalists to determine which news is for publication and is consistent with the vision of the newspaper, in order to preserve the credibility of the organization among readers. In addition, ethics and laws are controls help the journalist to classify information that fits the community and media work.

The practices of journalists in Jordan in using technology is less than expected. There is a gap between the best method to use technology in the media and the reality of practice on the social networking sites. In particular, to the environment of Jordanian journalism, trust in the news published on social sites linked to the development of technological systems that are used in media, therefore, the use of technology in media may has led to reduce the credibility of news published via SNSs. The fears about credibility within the digital media environment also stem from the fact that there are few standards for quality control and evaluation online. In addition, a culture shift towards technology is a major impediment, especially insofar as the attitude of the majority of journalists in Jordan is to use traditional methods to obtain information, communicate with others and publish News. The use of technology, which considered a weakness in the level of credibility of the news, is still the issue needs to be resolved.

Determining the technological platforms that can be relied upon as a reliable source of news is one of the solutions that must be taken by media organizations in Jordan.

Based on these findings, the journalists who use interactive media features in the news are considered to a reason for the consumption and dissemination of news among citizens because of the feature that offers different perspectives and multiple sources to explain the news. The relationship between the credibility of new sources through technological platforms and features of interactive media to increase the credibility of news in social networking sites is an issue linked to many practical, cultural, and political reasons that control the use of technology and interactivity in media, which needs more work to develop it and make it more palatable among journalists.

The main motivation for journalists of exposure to social networking sites is to obtain various opinions and reactions about the issues in order to increase the credibility levels of news, journalists and media. The exposure to SNSs helps Journalists to find ideas and feedback about any issue via continuous interactivity with users. In addition, Journalist is working on the review of people and journalists' pages, and pages of news sites, local and international newspapers, to know the latest news and details about a specific issue, or to get new ideas could have used in the construction of a report or story. Hence, journalists are seeking through the use of SNSs to develop a more effective relationship with audiences than the connection types created by traditional media. At present, exposure to social networking sites is an important step for journalists in Jordan, because of the high prevalence of these sites among the citizens, discussing a number of issues through it, an easy way to get photos and videos, and fast platform for the dissemination of news on a broad level, which constitutes an important source to make sure the level of credibility of the news.

In addition, the scoop is a new phenomenon that affects the credibility of the news. Competition among journalists to get the news is an incentive for them to disseminate correct news only that has credibility standards in order to maintain their reputation and confidence among the public, in light of the widespread use of social platforms in publishing news without checking the credibility of the information or the source. Therefore, journalists and media organizations in Jordan should pay attention to new phenomena associated with the rapid developments in the media work. The application of credibility criteria in dealing with news on social networking sites contributes to the organization of this media phenomenon to become more useful to journalists and society.



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## APPENDIX A

### Research Questionnaire (English Version)



### Questionnaire for Jordanian journalists

Dear Respondent,

Al Salamoalikum.

This questionnaire was designed to investigate the “Perceptions of Jordanian journalists towards the Credibility of the News on Social Networking Sites”, in partial fulfilment of the requirements for the degree of Doctor of Philosophy in Communication at Universiti Utara Malaysia (UUM). The purpose of this survey is to identify the factors that effect on the credibility of the news. Therefore, you have been selected to participate in this research. Your answers are completely confidential and will be used for academic purposes only. Your identity will not be included as part of the data. The success of this survey depends on your cooperation. The instrument contained items that measured the demographic variables, the acceptance of technology in media, interactive media, quality of source, the Exposure to SNSs, and the scoop. We would like you to spend a little time to answer questions related to mentioned title above.

Therefore, I highly appreciate your assistance in answering all questions.

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## **Part one: Demographic Information**

### **A. Gender:**

1. ( ) Male    2. ( ) Female

### **B. Age:**

1. ( ) Less than 35 year    2.( ) 36 - 45    3.( ) 46 - 55    4. ( ) More than 56 years

### **C. Marital status:**

1. ( ) Single    2. ( ) Married    3. ( ) Divorced    4. ( ) Widowed

### **D. Educational Level:**

1. ( ) Secondary or less    2. ( ) Diploma    3. ( ) Bachelor    4. ( ) Master  
5. ( ) PhD

### **E. Educational qualification:**

1. ( ) Media    2. ( ) Arts    3. ( ) IT    4. ( ) English Language  
5. ( ) Economy    6. ( ) Physical Education    7. ( ) Political Science  
1. ( ) Arabic Language    9. ( ) Languages    10. ( ) others: .....

### **F. Years of Experience:**

1. ( ) Less than 5 years    2. ( ) 6-10    3. ( ) 11-15    4. ( ) More than 16 years

## **Part Two: Status of social networking sites (Choose one answer)**

- **Which of these sources will you rely on for confirmation of credible news if you receive conflicting news?**

- 1) Social networking sites    2) Electronic news    3) Newspapers  
4) Radio    5) TV channels

- **Which of the following media have high levels of credibility of the news?**

- 1) Traditional media    2) News websites of the traditional media  
3) News websites of online companies    4) Media pages on social networking sites  
5) Personal pages of journalists on the social networking sites    6) Personal pages or the public pages interested to transfer events by social networking sites

- **Which of the following social networking sites have credibility?**

- 1) Facebook    2) Twitter    3) WhatsApp    4) YouTube  
5) Google+    6) Instagram    7) LinkedIn

- **Which of the following social networking sites help journalist in his work?**

- 1) Facebook    2) Twitter    3) WhatsApp    4) YouTube  
5) Google+    6) Instagram    7) LinkedIn

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

### Part Three: The credibility of news on SNSs

1.	News should include a set of criteria, like trustworthiness	1	2	3	4	5
2.	News should include a set of criteria, like credibility of the source	1	2	3	4	5
3.	News should include a set of criteria, like accuracy	1	2	3	4	5
4.	News should include all the dimensions of the event	1	2	3	4	5
5.	News should include all the opinions relating to the event	1	2	3	4	5
6.	The news must be objective	1	2	3	4	5
7.	The news must be believable	1	2	3	4	5
8.	The news must transfer information clearly	1	2	3	4	5
9.	News should be stripped of personal passions	1	2	3	4	5
10.	News should be stripped of special interests	1	2	3	4	5
11.	News must be committed to social values in tracking the details of the news	1	2	3	4	5

### Part Four: Traditional Factors that affect the credibility of news:

12.	A journalist's aim of publishing some information, images and videos is to become a reference for the exclusive news	1	2	3	4	5
13.	Editorial policy affecting the news in terms of: deletion	1	2	3	4	5
14.	Editorial policy affecting the news in terms of: addition	1	2	3	4	5
15.	Application of editorial policy on social networking sites will maintain the credibility of these sites	1	2	3	4	5
16.	The ethics of journalism may prevent journalists from publishing some details of news	1	2	3	4	5
17.	The ethics of journalism is important to maintain the credibility of newspapers and the media	1	2	3	4	5
18.	The ethics of journalism helps to prohibit the publication of rumors	1	2	3	4	5
19.	The lack of strict laws on social networking sites allow the spread of false news	1	2	3	4	5
20.	Pressures on journalists (Authority, Traditions, Gifts) affect the credibility of news	1	2	3	4	5

### Part Five: The acceptance of technology in media:

21.	Social networking sites enable me to contact with audience	1	2	3	4	5
22.	Using social networking sites improves my job	1	2	3	4	5
23.	The use of social networking sites could help me to do my job more rapidly	1	2	3	4	5
24.	Social networking sites make me more productive	1	2	3	4	5

25.	Social networking sites makes me more effective	1	2	3	4	5
26.	Social networking sites are easy to use	1	2	3	4	5
27.	Social networking sites provide me a high level of freedom of expressing opinions	1	2	3	4	5
28.	Social networking sites provide me live coverage of events	1	2	3	4	5
29.	Social networking sites enable me to discover new information	1	2	3	4	5
30.	Social networking sites make me more creative because of using multimedia (text, photo, and video) in displaying news	1	2	3	4	5

#### **Part Six: Interactive media**

31.	Getting information from the Social networking sites are very fast more than traditional media	1	2	3	4	5
32.	News published on social networking sites is more credible because of using multimedia (text, photo, and video)	1	2	3	4	5
33.	Social networking sites are effective to share news with the public to get feedback	1	2	3	4	5
34.	The peoples' comments via social networking sites help me to get feedback on incorrect news	1	2	3	4	5
35.	Social networking sites are effective in gathering audiences' feedback	1	2	3	4	5
36.	Social networking sites facilitate two-way communication between the audience and journalists	1	2	3	4	5
37.	Interactivity media helps journalists to see public opinion about issue	1	2	3	4	5
38.	The news update on Social networking sites, moment by moment, may cause a problem in not being sure of credibility of news	1	2	3	4	5

#### **Part Seven: Quality of source**

39.	News that include more than one source indicate to the greater credibility	1	2	3	4	5
40.	News posted on more than one page on social networking sites indicate to the greater credibility	1	2	3	4	5
41.	The multiplicity of sources of news confirming the credibility of the event	1	2	3	4	5
42.	The source of the news should be having a high level of credibility in order to accept the news among the public	1	2	3	4	5
43.	The source of the news should be having skills in the field of communication and persuasion to influence the public	1	2	3	4	5
44.	Publishing breaking news without mentioning the source reduces the credibility	1	2	3	4	5

### Part Eight: The Exposure to the Social Networking Sites (SNSs)

45.	Social networking sites help journalist to get new ideas	1	2	3	4	5
46.	Social networking sites help journalist to clarify the elements of the idea	1	2	3	4	5
47.	Social networking sites help journalist to identify issues facing people	1	2	3	4	5
48.	Social networking sites help journalist to get into new sources	1	2	3	4	5
49.	Social networking sites help journalist to get any information from anywhere and at any time	1	2	3	4	5
50.	Journalists use social networking sites in the publication of news rejected by the organization	1	2	3	4	5
51.	Journalists choose social networking sites to ensure that their hard work does not go wasted	1	2	3	4	5
52.	Journalists use social networking sites to publish more details separately from the news	1	2	3	4	5
53.	Journalists use social networking sites to express their personal opinions away from the news	1	2	3	4	5
54.	Journalists use social networking sites to save time	1	2	3	4	5
55.	Journalist rely on the peoples' comments on social networking sites to ensure the credibility of information	1	2	3	4	5
56.	Journalist rely on the peoples' comments on social networking sites to get new idea	1	2	3	4	5
57.	Journalist rely on the peoples' comments on social networking sites to contact with new sources to explain some details of the news	1	2	3	4	5

### Part Nine: The scoop

58.	The scoop is an evidence of the journalist's activity at the event site	1	2	3	4	5
59.	Scoop aims to publish news quickly, even if the news is incomplete	1	2	3	4	5
60.	Scoop containing incorrect information reduces the credibility of the journalist	1	2	3	4	5
61.	The journalist aims through scoop is to deliver a message to the public or journalists about his ability to get the information	1	2	3	4	5
62.	The journalist aims through scoop is to get the most number of Likes	1	2	3	4	5



**Part Ten: Future of the credibility of the news on social networking sites**

63.	Social networking sites will apply the criteria of credibility	1	2	3	4	5
64.	Social networking sites will be a major source of news for the public	1	2	3	4	5
65.	Social networking sites will become the most important against a decline in other media	1	2	3	4	5
66.	Social networking sites can create a competition with other media in terms of the credibility and transfer events	1	2	3	4	5

**Thank you for your help**



## APPENDIX B

### Research Questionnaire (Arabic Version)



جامعة ووتارا - لهاي نيا

لهاي نيا علوم ب

مدرس يلقن لوجيا ا ت عدل و سائط و لتصال

استبانه حول تصورات لخصيخ لذي يزن حوم مصفاية اخبار لهن شورة على موقل لخص واصل اجتماعي "

مش فلب حث:

(roslimohd@uum.edu.my)

Dr. Rosli Mohammed

(adzrieman@uum.edu.my)

Dr. Nik Adzrieman Abdul Rahma

و ة وا خوات ل  
ال مع ليكم ورحمة الله

يقول لطلب احث بوا سة ل عوام ال تي يتثر على مصدقية بارفي موقل ع التواصل تم اعني،  
ومف هو مل مصداقية، ودخل لحت عرض مل موقل ع التواصل تم اعني في مجال الصمعة، أرجو  
ال تكربا جلبة عن حمي عقرات تبلة ل موقلة، في ملب أن القتل جالتسي ت خل ص الي ه ال واسة  
تة بقة على مصدقية ا جلبة عن أسئلة تبلة، ولي قم عل وم اتست ل ونبه استع ام ل سري قتامة  
و غراض ال حث ل لخم مي مش الكي ن لك محسنت ع اولكم.

موقل و لعلق ا ام،،

أ مبح عمر علي صفوري  
طالب بدلت وراة

مدرس يلقن لوجيا ا ت عدل و سائط و لتصال

جامع ؤوت الالم الي نية

amjadsafori@hotmail.com

00962785852421

لنقسم لهذا لجزء جمع البيانات حول الفعاليات لدراسة، لذا أرجو منك الرجوع إلى الجدول التالي

أ. لاجنس:				
1. ذكر		2. أنثى		
ب. للعمر:				
1. أقل من 35 سنة		2. 36 – 45		3. 46 – 55
4. أكثر من 56 سنة				
ت. لحظة اجتماعي:				
1. أعزب		2. متزوج		3. مطلق/ة
4. أرمل/ة				
ث. لمؤهل للعلمي:				
1. الشهادة		2. البكالوم		3. بطلوريوس
4. الماجستير		5. الدكتوراة		
ج. التخصص للاجتماعي:				
1. أدب		2. IT		3. اللغة
4. تخصص				
5. تخصص				
6. التبيي				
7. العلوم				
8. اللغة				
9. اللغات				
10. أخرى:				
الرياضية				
البياسية				
العربية				
.....				
ح. سنوات الخبرة:				
1. أقل من 5 سنوات		2. 6 – 10		3. 11 – 15
4. أكثر من 16 سنة				

لنقسم لبيان: مكنة مؤهل لواصل اجتماعي (اختار الجبة واحدة)

- أي من لمصداقية تعتمد لحيه التأكد من مصداقية اخبار في حلة اخبار لمهتريضة  
( مؤهل لواصل اجتماعي ) ( المؤهل لحيه التأكد من مصداقية اخبار في حلة اخبار لمهتريضة ) ( المؤهل لحيه التأكد من مصداقية اخبار في حلة اخبار لمهتريضة )  
( المؤهل لحيه التأكد من مصداقية اخبار في حلة اخبار لمهتريضة ) ( المؤهل لحيه التأكد من مصداقية اخبار في حلة اخبار لمهتريضة ) ( المؤهل لحيه التأكد من مصداقية اخبار في حلة اخبار لمهتريضة )
- أي من وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار  
( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار ) ( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار ) ( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار )  
( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار ) ( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار ) ( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار )  
( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار ) ( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار ) ( وسائل ل لنهاية تامل لمستوى عال من مصداقية اخبار )
- أي من مؤهل لواصل اجتماعي ل لنهاية تامل لمستوى عال من مصداقية اخبار  
( Facebook ) ( Twitter ) ( WhatsApp ) ( YouTube )  
( +Google ) ( Instagram ) ( LinkedIn )
- أي من مؤهل لواصل اجتماعي ل لنهاية تامل لمستوى عال من مصداقية اخبار  
( Facebook ) ( Twitter ) ( WhatsApp ) ( YouTube )  
( +Google ) ( Instagram ) ( LinkedIn )

5	4	3	2	1
مؤهل بشدة	مؤهل	محد	غير مؤهل	غير مؤهل بشدة

### لقس ملثالث: مصقاي ة اخابار

نهدف من ا ل لثاي ة لى معة اللتي ي جب ان يحوي ها لبحر تي بين فخابرا ذامصقاي ة. ان قا من بختكم أرجو لكارها ببة لى ا ل لثاي ة:

1.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
2.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالصدر	1	2	3	4	5
3.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
4.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
5.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
6.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
7.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
8.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
9.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
10.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
11.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5

### لقس لمار باع ال عوام ل لثاي ة لى معة اللتي ي جب ان يحوي ها لبحر تي بين فخابرا ذامصقاي ة.

نهدف من ا ل لثاي ة لى معة اللتي ي جب ان يحوي ها لبحر تي بين فخابرا ذامصقاي ة. ان قا من بختكم أرجو لكارها ببة لى ا ل لثاي ة:

12.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
13.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
14.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
15.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
16.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
17.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
18.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
19.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5
20.	ا	ي جب انتض من مموعة من ال مغير؛ في هالقيم ةالضري ة	1	2	3	4	5

## لقس م ل خ امسقى بولس تخداملكن ولج لى في مجال

من ا ل لى لى ن هدف لى م ع ف ا ث اس تخ د ام ل ك ن ول و ج لى و س لى ل غ ل و ب ط و ي ر ل ل ع م ل ل م ه ن ي و ا دة ل ل ف ا دة ل دى ل ص غ ي ، و ه و س م ا ي ن ع ك س غ لى م ص ق ا ية ل م ا دة ل ص ف ع ل ل ت ي ن ش ر . ا ن ق ا م ن خ ب ت ك م ا ر ج ل ك ر ج ا م ج بة غ لى ا ل ل ل ل ا ية :

21.	موقع التوصل ا	تم اعيت لمقني من اتصال معال جم مور	1	2	3	4	5
22.	استخدام موقع التوصل ا	تم اعيت حسن في عملي	1	2	3	4	5
23.	استخدام موقع التوصل ا	تم اعيت ساعتي في إنجاز عملك شركل أسرع	1	2	3	4	5
24.	استخدام موقع التوصل ا	تم اعيت ج ع ل ن ي ل ف ت ر ن ل ا م ج بة	1	2	3	4	5
25.	استخدام موقع التوصل ا	تم اعيت ج ع ل ن ي ل ف ت ر ن ل ا م ج بة	1	2	3	4	5
26.	استخدام موقع التوصل ا	تم اعيت ل س م و ل ق ت ص ف ح ه ا	1	2	3	4	5
27.	موقع التوصل ا	تم اعيت في ج م س ت وى ع ا ل م ن ح ر ية ل ل ر ا ي و ل ت ع ي ر	1	2	3	4	5
28.	موقع التوصل ا	تم اعيت ف و ر ل ي ت غ ط ية م د ا ث	1	2	3	4	5
29.	استخدام موقع التوصل ا	تم اعيت ي ت ج ل ي ل ك ش ا ف م ع ل و م ا ت ج ي دة	1	2	3	4	5
30.	موقع التوصل ا	تم اعيت ع ل ن ي ل ف ت ر ا ب د ا ع ل س ب ب ي رة ا م ت خ د ا م ل و س ط ا ل ا ل ت ع د دة ا ل ن ص و ا ل ص و رة ، و ل ل ي و ل ي ع ر ض ا	1	2	3	4	5

## لقس م ل س ا د س : ا ل ل ل ا ي

ل هدف م ن ه ذ ه ا ل ل ك ع ر ف غ لى ا م ية ل ل ل ا ع ل و ف ي ب ط و ي ر م ن ق ل ص خ لة و ن ا دة د ر جة م ص ق ا ية ا خ ب ا ر ل م ن ش و ر ا ب ق ت ن ا د ا لى ا م س ق ي ل ل ل ا ع ل ل ت ي ت ف و ر ه ا م و ق ل ل ل و ا ص ل ا ج ت م ا ع ل ل ص ر ف ع ي ي ن . ا ن ق ا م ن خ ب ر ت ك م ا ر ج ل ك ر ج ا م ج بة غ لى ا ل ل ل ل ا ية :

31.	يعبر ل ا ح ص و ل ل و لى ا ل ع ل و م ا ت ح و ل ا	د ا ث ل ا ل ا ج ا ه ي ق ب ا م ت خ د ا م م و ق ع ا ل ت و س ل ا ت م ا ع ي ل ل ر س ر عة م ن و س ط ا ل ا ت و ل ل ي ية	1	2	3	4	5
32.	تعتبر ا خ ب ا ر ا ل ف ت ر و رة ل و لى م و ق ع ا ل ت و س ل ا	ت م ا ع ي ذ ا ت ح ص ل ق ي ق س ب ب ا م ت خ د ا م ل و س ط ا ل ت ع د دة ا ل ن ص و ا ل ص و رة ، و ل ل ي و ل ي	1	2	3	4	5
33.	موقع التوصل ا	تم اعيت س م ح ي ت ب ا د ل ا خ ب ا ر م ع ا ل ج م و ر ل ح ص و ل ل و لى ع ل ق ي ا ت ح و ل ا ل خ ب ر	1	2	3	4	5
34.	ل ع ل ق ي ا ت ا	ا ص ع ر م و ق ع ا ل ت و س ل ا ت م ا ع ي ق ت س ا ع ف ي ا ل ح ص و ل ع لى ر د و ا ف ع ل ل و لى ا ا ل ص م ج بة	1	2	3	4	5
35.	موقع التوصل ا	تم اعيت س ا ع ف ي م ج فة ر د و ا ف ع ل م ن ا ل ج م ل ي ر	1	2	3	4	5
36.	موقع التوصل ا	تم اعيت س م ل ع م ل ية ا ت ص ا ل ف ي ا ت ج ا ي ن ي ن ا ل ج م و ر و ا ل ص خ ي ي ن	1	2	3	4	5
37.	موقع التوصل ا	تم اعيت س ا ع ا د ا ل ص خ ي ي ن ف ي م ج فة ا ل ر ا ي ا ل ع ا م ح و ل ا ح دى ا ل ق ر ي ل ا	1	2	3	4	5
38.	تحيث ا	ل و لى م و ق ع ا ل ت و س ل ا ت م ا ع ي ش ر ك ل م س ت م ر ق ي س ب م ش ك لة ف ي ع د ل م ت ك د م ن ح ص ل ق ية ا ب ا ل ل ت ي ت ش ر	1	2	3	4	5

لقى س لى س لى ب ع : ج و دة / ن و ع ية لى م ص ا د ر

من هذه ا لة ن هدف لى م ع ف لى ع ن ص ر ل ه ا م لى ت ي ي ج ب ا ت ت ف ر ف ي ص د ر ل م ع و مة ا و لى ب ر ح تى  
ي ع ت ب ر ل لى ب ر ذ ا م ص لى ق ي ا ك ب ر . ا ن ق ا م ن ب خ ت ا ك م ا ر ج لى ت ك ر ج ا م ج بة لى ا ل لى لى ا ية :

39.	ا	التي يتنضم من أكثر من ص در يتعبير ذات ص لى ق ية لى ب ر	1	2	3	4	5
40.	ا	التي يتنضم من أكثر من صفحة لى موق ع لى و ل ل ا ت م ا ع ي ت ع ب ر ذات ص لى ق ية لى ب ر	1	2	3	4	5
41.	ا	ت ع د د ا ل ص ا د ر ( و س لى ) ا ل ت ف ي ق ل ت ا ل ب ر ي و ك د لى ص لى ق ية ا ل ح د ث	1	2	3	4	5
42.	ا	ا ل م ر س ل ا ل ص د ر ( ف ا ع ي ب غ ي ا ن لى ك و ن لى ه م س و ي ع ا ل م ن ا ل ص لى ق ية م ن ا لى ق و ل ا ب ي ن ا ل ج م و ر	1	2	3	4	5
43.	ا	ص د ر ا ل ب ر ي ج ب ا ن لى ك و ن لى ه م ا ر ا ت ف ي م ج ا ل ا ت ص ا ل ن ا لى ب ر ي ع لى ا ل ر ا ي ا ل ع ا م	1	2	3	4	5
44.	ا	ا ل لى ج لة د و ن ذ ك ر ا ل ص لى ق ل ل م ن ا ل ص لى ق ية	1	2	3	4	5

لقى س لى ث ا م ن : د و ف لى ب ك ع ر ض ل م و ق ع لى و ل ل ا ج ت م ا ع ي

ن ه د ف ف ي ه ل لى س م لى م ع ف ا س ر ا ب لى س ت خ د ا م لى ص لى ب ن ل م و ق ع لى و ل ل ا ج ت م ا ع ي ف ي ع م ل ه م و ك ي ف ت س ا ع د  
هذه ل م و ق ع ي ت و ط و ر ل ا ع م ل لى ص لى ف ي و ي ا دة د ر جة م ص لى ق ا ل م ع ل و م ا ت ل ت ي ن ش ر ب و س ط ت ه ا . ا ن ق ا م ن  
خ ب ر ت ا ك م ا ر ج لى ت ك ر ج ا م ج بة لى ا ل لى لى ا ية :

45.	ا	موق ع ا لى و ل ل ا ت م ا ع ي ق ي ت س ا ع ط لى ح ف ي ف ي ا ل ح ص و ل لى ع لى ك ا ر ج ي دة	1	2	3	4	5
46.	ا	موق ع ا لى و ل ل ا ت م ا ع ي ق ي ت س ا ع ط لى ح ف ي ف ي ت و ض ي ح ع ن ص ر ا لى لى رة	1	2	3	4	5
47.	ا	موق ع ا لى و ل ل ا ت م ا ع ي ق ي ت س ا ع ط لى ح ف ي ف ي ت ح د لى ق لى ض ا ل لى ت ي ت و ا ج ه ا ل م و ا ط ي ن	1	2	3	4	5
48.	ا	موق ع ا لى و ل ل ا ت م ا ع ي ق ي ت س ا ع ط لى ح ف ي ف ي ا ل ح ص و ل لى لى ص ا د ر ج ي دة	1	2	3	4	5
49.	ا	موق ع ا لى و ل ل ا ت م ا ع ي ق ي ت س ا ع ط لى ح ف ي ف ي لى ا ح ص و ل لى لى ا ل ع ل و م ا ت ب لى و ق ت و لى ا ن	1	2	3	4	5
50.	ا	ا لى ب ر ي و ن ق ي س ت خ د م و ن موق ع ا لى و ل ل ا ت م ا ع ي ف ي ب ن ش ر ا لى تى ت و ف ف ض ه ا و س س لى ك م	1	2	3	4	5
51.	ا	ا لى ب ر ي و ن ق ي س ت خ د م و ن موق ع ا لى و ل ل ا ت م ا ع ي لى ض م ا ن ا ن ع م ل لى ش ا ق لى جى ذ ه ب ب ع ث ا	1	2	3	4	5
52.	ا	ا لى ب ر ي و ن ق ي س ت خ د م و ن موق ع ا لى و ل ل ا ت م ا ع ي لى ش ر م لى و م ا ت لى ب ر ب ش ر ك ل ف ي ص ل ع ن لى ب ر	1	2	3	4	5
53.	ا	ا لى ب ر ي و ن ق ي س ت خ د م و ن موق ع ا لى و ل ل ا ت م ا ع ي لى ب ر ع ن ا ر لى م لى ش ب ر ي ق ب ع ي د ا ع ن ا لى ب ر	1	2	3	4	5
54.	ا	ا لى ب ر ي و ن ق ي س ت خ د م و ن موق ع ا لى و ل ل ا ت م ا ع ي و ل لى ر ا لى و ق ت	1	2	3	4	5
55.	ا	ط لى ح ف ي ق د ي ع م د لى ع لى ق ا ت ا ل م و ا ط ي ن لى ا لى ب ر ف ي موق ع ا لى و ل ل ا ت م ا ع ي لى ع ل و م ا ت	1	2	3	4	5
56.	ا	ط لى ح ف ي ق د ي ع م د لى ع لى ق ا ت ا ل م و ا ط ي ن ف ي موق ع ا لى و ل ل ا ت م ا ع ي لى ح ص و ل لى لى ك ا ر ج ي دة	1	2	3	4	5
57.	ا	ط لى ح ف ي ق د ي ع م د لى ع لى ق ا ت ا ل م و ا ط ي ن ف ي موق ع ا لى و ل ل ا ت م ا ع ي لى و ل ل ا م ع ص لى و ل ل لى ب ر	1	2	3	4	5

## لقس ملاتسج السبق لصحفي

في هذا لقس من هدف لى مع وف كتي رالسبق لصحفي على مصقاي لخببر ومصقاي لالصقاي ذات هوكي ف ي وثارعت ملالسبق لصحفي على من قلاص حلة. ان قا من خيتكم أرجل كرهبا حبة على ل لالاي:

58.	السبق طلى حفي دليل لى ش اطللى حفي في مق ع ا داث	1	2	3	4	5
59.	السبق طلى حفي ي هدف لى ش ر ا بسرعة حتى لول ملتن ململه	1	2	3	4	5
60.	السبق طلى حفي اللمض من علومات لخرص مي حقلل من صلقاي الصقاي	1	2	3	4	5
61.	بعض الصقاي نقي هدفون للالسبق طلى حفي الى لى الرسلالة عن قديته لى الحصول لى علومات	1	2	3	4	5
62.	بعض الصقاي نقي هدفون من للالسبق الصقاي لى الحصول لى لخر عدد من اعجات عبر موقع لى وصل ا تماعي	1	2	3	4	5

## لقس ملاتسج رمس قبل مصقاي لخبار على موقع لى وصل ا تماعي

في هذا لقس من طر ع أيكم حول مس قبل مصقاي لخبار في موقع لى وصل ا تماعي قن قبوسللى ا خرى، وهل من ملن ان تتمتع ا خبرار عبر هذه لموقع بل مصقاي قست . ان قا من خيتكم أرجل كرهبا حبة على ل لالاي:

63.	موقع لى وصل ا تماعي سيطبق لى رال صلقاي لى الفشورة	1	2	3	4	5
64.	موقع لى وصل ا تماعي سيطبقون صلدرا لى بيلال جمهور	1	2	3	4	5
65.	موقع لى وصل ا تماعي سيطبق لى ر أهية مقبل لى راجع وسطل م ا رى	1	2	3	4	5
66.	موقع لى وصل ا تماعي سيطبق لى ر افسة مع وسطل ا ا خرى من حث سرعة قنل ا دانل جمهور	1	2	3	4	5

ش لى لى سن ت عاقكم

## APPENDIX C

### Questionnaire Validation Tool



#### QUESTIONNAIRE VALIDATION TOOL

#### “PERCEPTIONS OF JORDANIAN JOURNALISTS TOWARDS THE CREDIBILITY OF THE NEWS ON SOCIAL NETWORKING SITES”

**Direction:** This tool asks for your evaluation of the questionnaire to be used in the data gathering for the investigation stated above, to establish its validity. You are requested to give your honest assessment using the criteria stated below; please check (✓) only one from the selection.

Representativeness	Clarity
1 = item is not representative	1 = item is not clear
2 = item needs major revisions to be representative	2 = item needs major revisions to be clear
3 = item needs minor revisions to be representative	3 = item needs minor revisions to be clear
4 = item is representative	4 = item is clear



## **Part one: Demographic Information**

### **G. Gender:**

2. ( ) Male    2. ( ) Female

### **H. Age:**

2. ( ) Less than 35 year    2.( ) 36 - 45    3.( ) 46 - 55    4. ( ) More than 56 years

### **I. Marital status:**

2. ( ) Single    2. ( ) Married    3. ( ) Divorced    4. ( ) Widowed

### **J. Educational Level:**

2. ( ) Secondary or less    2. ( ) Diploma    3. ( ) Bachelor    4. ( ) Master  
6. ( ) PhD

### **K. Educational qualification:**

2. ( ) Media    2. ( ) Arts    3. ( ) IT    4. ( ) English Language  
6. ( ) Economy    6. ( ) Physical Education    7. ( ) Political Science  
2. ( ) Arabic Language    9. ( ) Languages    10. ( ) others: .....

### **L. Years of Experience:**

2. ( ) Less than 5 years    2. ( ) 6-10    3. ( ) 11-15    4. ( ) More than 16 years

## **Part Two: Status of social networking sites (Choose one answer)**

- Which of these sources will you rely on for confirmation of credible news if you receive conflicting news?

- 6) Social networking sites    7) Electronic news    8) Newspapers  
9) Radio    10) TV channels

- Which of the following media have high levels of credibility of the news?

- 7) Traditional media    8) News websites of the traditional media  
9) News websites of online companies    10) Media pages on social networking sites  
11) Personal pages of journalists on the social networking sites    12) Personal pages or the public pages interested to transfer events by social networking sites

- Which of the following social networking sites have credibility?

- 8) Facebook    9) Twitter    10) WhatsApp    11) YouTube  
12) Google+    13) Instagram    14) LinkedIn

- Which of the following social networking sites help journalist in his work?

- 8) Facebook    9) Twitter    10) WhatsApp    11) YouTube  
12) Google+    13) Instagram    14) LinkedIn

### Part Three: The credibility of news

		Representativeness	Clarity	Comments
Indicators		Please rate from 1 - 4	Please rate from 1 - 4	
1.	News should include a set of criteria, like trustworthiness			
2.	News should include a set of criteria, like credibility of the source			
3.	News should include a set of criteria, like accuracy			
4.	News should include all the dimensions of the event			
5.	News should include all the opinions relating to the event			
6.	News should reflect the priorities of attention when the public			
7.	The news must be objectivity			
8.	The news must be believable			
9.	The news must transfer information clearly			
10.	News should be stripped of personal passions			
11.	News should be stripped of special interests			
12.	News must be committed to social values in tracking the details of the news			

### Part Four: Traditional Factors that affect the credibility of news:

		Representativeness	Clarity	Comments
Indicators		Please rate from 1 - 4	Please rate from 1 - 4	
13.	Journalists trying to get instant and easy fame among public regardless of credibility of news			
14.	A journalist's aim of publishing some information, images and videos, is to become a reference for the exclusive news.			
15.	Editorial policy affecting the news in terms of: deletion			
16.	Editorial policy affecting the news in terms of: addition			

17.	Editorial policy affecting the news in terms of: prevent publication			
18.	Practical experience will help the journalist to deal with the events credibly			
19.	The ethics of journalism may prevent journalists from publishing some details of news			
20.	The ethics of journalism is important to maintain the credibility of newspapers and the media			
21.	The ethics of journalism helps to prohibit the publication of rumors			
22.	The lack of strict laws on social networking sites allow the spread of false news			
23.	Pressures on journalists (Authority, Traditions, Gifts) affect the credibility of news			

**Part Five: The acceptance of technology in media:**

Indicators		Representativeness Please rate from 1 - 4	Clarity Please rate from 1 - 4	Comments
24.	Social networking sites enable me to contact with audience			
25.	Using social networking sites improves my job			
26.	The use of social networking sites could help me to do my job more rapidly			
27.	Social networking sites make me more productive			
28.	Social networking sites makes me more effective			
29.	Social networking sites are easy to use			
30.	Social networking sites provide me a high level of freedom of expressing opinions			
31.	Social networking sites provide me live coverage of events			
32.	Social networking sites enable me to discover new information			
33.	Social networking sites make me more creative because of using			

	multimedia (text, photo, and video) in displaying news			
34.	Social networking sites offer me a chance to escape from the pressures of life			

#### **Part Six: Interactive media**

		<b>Representativeness</b>	<b>Clarity</b>	
<b>Indicators</b>		<b>Please rate from 1 - 4</b>	<b>Please rate from 1 - 4</b>	<b>Comments</b>
35.	Getting information from the Social networking sites are very fast more than traditional media			
36.	News published on social networking sites is more credible because of using multimedia (text, photo, and video)			
37.	Social networking sites are effective to share news with the public to get feedback			
38.	The peoples' comments via social networking sites help me to get feedback on incorrect news			
39.	Social networking sites are effective in gathering audiences' feedback			
40.	Social networking sites facilitates two-way communication between the audience and journalists			
41.	The Social networking sites give audience the opportunity to comment on the news			
42.	Interactivity media helps journalists to see public opinion about issue			
43.	The news update on Social networking sites, moment by moment, may cause a problem in not sure of credibility of news			

### Part Seven: Quality of source

		Representativeness	Clarity	Comments
Indicators		Please rate from 1 - 4	Please rate from 1 - 4	
44.	News that include more than one source indicate to the greater credibility			
45.	News posted on more than one page on social networking sites indicate to the greater credibility			
46.	The multiplicity of sources of news confirming the credibility of the event			
47.	The source of the news should be having a high level of credibility in order to accept the news among the public			
48.	The source of the news should be having experience related to the topic of the news			
49.	The source of the news should be having a skill in the field of communication and persuasion to influence the public			
50.	The source of the news should be having a social status to influence the public			
51.	Publishing breaking news without mentioning the source reduces the credibility			

### Part Eight: The exposure of the Social Networking Sites (SNSs)

		Representativeness	Clarity	Comments
Indicators		Please rate from 1 - 4	Please rate from 1 - 4	
52.	Social networking sites help journalist to get new ideas			
53.	Social networking sites help journalist to clarify the elements of the idea			
54.	Social networking sites help journalist to identify issues facing people			
55.	Social networking sites help journalist to get into new sources			

56.	Social networking sites help journalist to get any information from anywhere and at any time			
57.	Journalists use social networking sites in the publication of news rejected by the organization			
58.	Journalists choose social networking sites to ensure that their hard work does not go wasted			
59.	Journalists use social networking sites to publish more details separately from the news			
60.	Journalists use social networking sites to express their personal opinions away from the news			
61.	Journalists use social networking sites to save time			
62.	Journalist rely on the peoples' comments on social networking sites to ensure the credibility of information			
63.	Journalist rely on the peoples' comments on social networking sites to get new idea			
64.	Journalist rely on the peoples' comments on social networking sites to contact with new sources to explain some details of the news			

#### **Part Nine: The scoop**

		<b>Representativeness</b>	<b>Clarity</b>	<b>Comments</b>
<b>Indicators</b>		<b>Please rate from 1 - 4</b>	<b>Please rate from 1 - 4</b>	
65.	The scoop is an evidence of credibility of published news			
66.	The scoop is an evidence of the journalist's activity at the event site			
67.	Scoop aims to publish news quickly, even if the news is incomplete.			
68.	Scoop containing incorrect information reduces the credibility of the journalist			
69.	The journalist aims through scoop is to deliver a message to the public or journalists about his ability to get the information.			

70.	The journalist aims through scoop is to get the most number of Likes.			
-----	---	--	--	--

**Part Ten: Future of the credibility of the news on social networking sites**

		Representativeness	Clarity	
Indicators		Please rate from 1 - 4	Please rate from 1 - 4	Comments
71.	Social networking sites will apply the criteria of credibility			
72.	Social networking sites will be a major source of news for the public			
73.	Social networking sites will become the most important against a decline in other media			
74.	Social networking sites can create a competition with other media in terms of the credibility and transfer events			

Name of the Validator:

Occupation:

Signature:

Date:

**Thank you for your help**

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## APPENDIX D

### Legal Translation of The Questionnaire

AL-HUSSES TRANSLATION HOUSE  
Certified Translation ترجمة قانونية  
Traduction Certifiée-Traducción Certificada  
заверенный перевод - Beglaubigte Übersetzung  
UNIVERSITY STR. IRBID-JORDAN  
0795804829

APPENDIX A

Research Questionnaire (English Version)



Questionnaire for Jordanian journalists

Dear Respondent,

Al Salamoalikum.

This questionnaire was designed to investigate the "Perceptions of Jordanian journalists towards the Credibility of the News on Social Networking Sites", in partial fulfilment of the requirements for the degree of Doctor of Philosophy in Communication at Universiti Utara Malaysia (UUM). The purpose of this survey is to identify the factors that effect on the credibility of the news. Therefore, you have been selected to participate in this research. Your answers are completely confidential and will be used for academic purposes only. Your identity will not be included as part of the data. The success of this survey depends on your cooperation. The instrument contained items that measured the demographic variables, the technology acceptance in media, interactive media, quality of source, the exposure of the media, and the scoop. We would like you to spend a little time to answer questions related to mentioned title above.

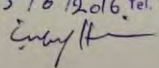
Therefore, I highly appreciate your assistance in answering all questions.

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I, HUSSEIN A. Y. AL-HUSSES, a member of  
the Jordanian Translators Association, do  
hereby certify that the foregoing is, to the best  
of my knowledge and ability, a true and correct  
translation of the document attached. In Irbid,  
Jordan, on 3 / 6 / 2016. Tel. 0795804829





## APPENDIX E

### Content Validity Index (CVI)

Appendix E. 1: TF items as rated by experts for content validity

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	CVI	
TF1	4	3	4	3	2	4	3	1	3	3	4	9/11	0.8
TF2	4	4	4	3	4	4	4	3	3	2	4	10/11	0.9
TF3	4	4	4	3	4	2	3	3	4	2	4	9/11	0.8
TF4	4	2	3	4	4	4	4	4	3	3	4	10/11	0.9
TF5	4	4	3	3	3	4	3	3	4	2	3	10/11	0.9
TF6	3	4	3	3	4	4	4	3	2	2	4	9/11	0.8
TF7	4	4	4	3	4	3	3	2	4	2	4	9/11	0.8
TF8	3	4	4	3	4	4	3	4	4	4	3	11/11	1.0
TF9	4	3	3	4	4	3	3	2	3	4	4	10/11	0.9
TF10	3	4	3	3	4	4	4	3	4	1	3	10/11	0.9
TF11	3	3	4	4	3	4	3	3	2	2	4	9/11	0.8

Appendix E. 2: AT items as rated by experts for content validity

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	CVI	
AT1	4	3	4	3	4	3	4	3	4	3	3	11/11	1.0
AT2	4	3	3	4	4	4	3	3	2	3	4	10/11	0.9
AT3	3	4	4	3	4	3	4	3	3	4	4	11/11	1.0
AT4	4	4	4	4	3	4	3	3	2	3	3	10/11	0.9
AT5	4	2	3	3	4	4	3	4	2	3	4	9/11	0.8
AT6	4	4	3	3	3	4	4	3	3	4	3	1/11	1.0
AT7	3	4	4	3	4	4	4	3	3	3	4	11/11	1.0
AT8	4	4	3	2	4	3	3	4	4	3	4	10/11	0.9
AT9	3	4	4	3	4	4	4	4	3	3	4	11/11	1.0
AT10	4	3	3	4	4	4	3	3	4	4	4	11/11	1.0
AT11	4	1	3	2	3	4	3	3	4	4	3	9/11	0.8

Appendix E. 3: IM items as rated by experts for content validity

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	CVI	
IM1	4	4	4	4	4	4	3	2	3	4	4	10/11	0.9
IM2	4	4	3	4	4	3	3	1	2	3	4	9/11	0.8
IM3	4	4	3	3	3	4	3	2	2	4	3	9/11	0.8
IM4	4	1	3	3	4	3	4	3	4	3	4	10/11	0.9
IM5	4	2	4	4	4	4	3	3	2	4	4	9/11	0.8
IM6	4	3	3	3	4	4	3	1	3	3	4	10/11	0.9
IM7	4	1	3	3	4	3	3	1	2	4	4	8/11	0.7
IM8	4	4	3	3	3	4	4	3	4	3	3	10/10	1.0
IM9	4	1	3	3	4	4	3	2	3	4	4	9/11	0.8

Appendix E. 4: QS items as rated by experts for content validity

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	CVI	
QS1	3	4	4	3	4	3	4	3	3	4	4	11/11	1.0
QS2	4	4	3	4	3	4	3	3	2	3	3	10/11	0.9
QS3	4	2	3	3	4	4	3	4	2	3	4	9/11	0.8
QS4	4	4	3	3	4	4	3	1	2	3	4	9/11	0.8
QS5	4	4	2	3	3	4	3	1	2	3	3	8/11	0.7
QS6	4	4	3	3	4	4	3	3	4	3	4	11/11	1.0
QS7	4	4	4	3	4	4	3	1	3	3	4	10/11	0.9
QS8	4	4	3	3	4	4	3	1	2	3	4	9/11	0.8

Appendix E. 5: EX items as rated by experts for content validity

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	CVI	
EX1	4	4	4	3	4	4	4	4	3	2	4	10/11	0.9
EX2	4	4	4	3	4	4	4	4	3	3	4	11/11	1.0
EX3	4	4	4	4	4	3	3	4	2	2	4	9/11	0.8
EX4	3	1	3	4	4	4	4	3	2	3	4	9/11	0.8
EX5	4	4	3	3	3	4	4	3	4	3	4	11/11	1.0
EX6	4	1	3	4	4	4	4	3	3	2	4	9/11	0.8
EX7	3	1	4	3	4	4	4	4	2	3	4	9/11	0.8
EX8	4	3	4	4	4	4	4	3	4	3	4	11/11	1.0
EX9	4	3	4	4	3	4	4	4	2	3	4	10/11	0.9
EX10	3	2	4	3	4	3	3	3	2	3	4	9/11	0.8
EX11	4	4	3	4	3	4	4	4	4	3	4	11/11	1.0
EX12	4	4	3	4	4	4	3	4	3	3	4	11/11	1.0
EX13	4	4	3	3	4	4	3	3	4	2	4	10/11	0.9

Appendix E. 6: SC items as rated by experts for content validity

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	CVI	
SC1	4	4	3	3	4	4	3	1	3	2	4	9/11	0.8
SC2	3	4	4	3	4	4	4	3	2	3	4	10/11	0.9
SC3	4	4	4	3	3	4	4	4	4	3	4	11/11	1.0
SC4	4	4	3	3	3	4	4	3	4	3	3	11/11	1.0
SC5	4	3	4	3	4	4	3	2	3	4	4	10/11	0.9
SC6	4	4	3	3	4	4	3	3	2	3	4	10/11	0.9

Appendix E. 7: CN items as rated by experts for content validity

Items	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	Expert 6	Expert 7	Expert 8	Expert 9	Expert 10	Expert 11	CVI	
CN1	4	3	4	3	3	4	3	1	4	3	4	10/11	0.9
CN2	4	4	4	3	4	3	4	3	4	3	4	11/11	1.0
CN3	4	4	3	3	3	4	3	1	3	3	3	10/11	0.9
CN4	4	4	3	4	4	4	3	2	3	4	4	10/11	0.9
CN5	4	4	4	3	4	4	4	3	4	3	4	11/11	1.0
CN6	4	3	3	4	4	4	3	2	2	4	4	9/11	0.8
CN7	4	4	4	3	2	4	4	3	3	4	2	9/11	0.8
CN8	4	3	3	4	4	3	3	3	2	4	3	10/11	0.9
CN9	3	4	3	3	4	4	4	2	3	3	4	10/11	0.9
CN10	4	4	3	4	4	3	4	3	4	4	3	11/11	1.0
CN11	4	4	4	3	4	4	4	3	3	4	4	11/11	1.0
CN12	4	4	3	3	4	4	3	2	3	3	4	10/11	0.9

## APPENDIX F

### Histogram of Variables

