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News Media Credibility comparative between Internet and Television in Jordan

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Abstract

In this study, a survey design was used to determine the factors influences the perception of media credibility in Jordanian societies to decipher how respondents perceive the Internet and television in terms of credibility for news information. A survey with 400 non-academic professional staff was conducted to determine the factors that influence their perception towards media credibility. The systematic sampling method was used to select for inclusion in the sample.

The results of the study revealed that television is more credible than Internet to convey news because in Jordan they didn't have legal information law in the social media . This study also explored a positive and significant relationship between issue salience, media reliance, and media usage with perception of the Internet and television credibility.

Keywords: Media credibility; media reliance.

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Introduction

Internet usage in Jordan began around 1992. The Internet, which started with a simple browsing and e-mail experience, has now turned into a mechanism to creatively disseminate information. It has complemented the existing mass media and, as this study revealed, the Internet has overtaken radio as a source of information next to newspaper and neck to neck or at par with television (Abdulla, R. A., Garrison, B., Salwen, M., Driscoll, P. & Casey, D. (2002).⁽¹⁾. During the 1990s, the Internet grew to become one of the most important technological advancements in society. It became so popular that people relied on the Internet not just for work and study purposes, but also entertainment and news. Most of the information which is spread on the Internet is raw materials which need to be given a meaning unlike information

through the mass media, which at most times is edited by writers and analyzers according to their own ideologies and personal views (Samsuddin 2010)².

Today, a copious amount of news is available in digital format in the form of online news portals and e-newspapers. With the advent of the Internet, news is also no longer the domain of large news media conglomerates. Media observers have claimed that the

(1) Abdulla, R.A., Garrison, B., Salwen, M., Driscoll, P. & Casey, D. (2002). The Credibility Of newspapers, television news and online news. Paper presented to the Mass Communication and Society Division. Association for Education in Journalism and Mass Communication. Miami Beach Fla. August 9.

(2) Samsuddin A. Rahim (2010). Media, Demokrasi dan generasi muda. Analisis keputusan pilihanraya umum ke-12. Jurnal Komunikasi, Malaysian Journal of Communication Jilid 26(2): 1-1.

Internet has democratized the news industry, allowing the average citizen to put forth his views for public viewing and consumption; Malaysiakini's KomunitiKini is an excellent example of citizen journalism in Malaysia. Due to the relatively free space that it affords for the articulation of news and views, the Internet has gained a strong following, especially among news junkies. Online news websites are able to present news and disseminate information in a highly engaging and visually attractive manner by inserting video and audio clips, as well as animated graphics together with the written news report.

The Constitution includes strong guarantees for freedom of expression and of the media. However, these do not fully measure up to international guarantees inasmuch as they protect only the right to impart, and not to seek and receive, information and ideas, and fail to place sufficiently strict conditions on restrictions on freedom of expression. The Constitution also lacks guarantees of the right to information, defined as the right to access information held by public bodies. Significant and positive commitments to legal and policy reform were included in the National Agenda (2007-2017). While some have been implemented, many are not yet Jordan was a regional leader in terms of being the first country in MENA to adopt a right to information law, but the 2007 Access to Information Law could be improved and efforts to implement it have been limited. The legal framework also includes extensive rules on secrecy, which seriously undermine the impact of the Access to Information law. In some cases, the government of Jordan has engaged in extensive consultation around media law and

policy reform. In other cases laws have been adopted with less public consultation.⁽³⁾

Methodology

This paper investigates online usage behavior and choice of sources in relation with students' perceptions on the trust and credibility of online sources. The study is based on a face-to-face questionnaire survey of 200 students from institutions of higher education in the Klang Valley area. The college student population changes so frequently from cohort to cohort that it did not allow the researchers time to access or build a sampling frame for probabilistic sampling. Hence, a quota sampling scheme was adopted for this survey. The sample of 200 interviewees entailed nine public. More than one sampling day at a given site. This area was chosen because it has the highest internet penetration and the largest college student population.

Moreover, Jordan youths can be deemed to be trend setters for internet media usage among Jordan college students. The quotas were enforced by the field supervisors who controlled on the ratio on gender, race and size of institution.

The researchers also spread out the sample among major institutions such as Zarqa University and University of Gedarato ensure representativeness of the sample.

The questionnaire were developed through a process that entailed a brainstorming session, followed by a focus group discussion with about 15 students to identify various possible online media usage among post-secondary school students and their

(3) Department of Statistics, Jordan Statistical Yearbook 2013. Available in Arabic at: http://www.dos.gov.jo/dos_home_a/main/yearbook_2013.pdf.

likely attitudes towards online media. A small-scale pilot Trust And Credibility Of Urban Youth On Online News Media run was conducted on the drafted questionnaire to sharpen the language and to ensure that smooth rapport could be built between the respondent and the interviewer. Subsequently, a large scale quantitative survey was conducted with this questionnaire .

The data was captured directly in SPSS format and frequency tables on the response were tabulated to scan for errors in data entry or coding before it proceeded to further analysis. The analysis began with scanning for first order relationship between demographic and behavioral variables through two-way tabulation of frequency and counts followed by a Chi-square goodness of fit test on the significant or lack of association between pair of variables. This simple but effective test is a good start to scan for relationship between variables. If necessary we also conduct generalised linear model to scan for interaction effect from a pair of factors; however, we do not detect significant interaction effect thus we do not report any. Subsequently the procedure extended to track correlation between online usage habit, usage pattern with the students' attributes. As for their attitudes towards online media, the researchers applied various data reduction techniques like factor analysis to extract the essential features of the respondents' mindset.

Research problem

Due to the proliferation of information and news on the Internet, the issue of credibility, trustworthiness and believability is especially critical. Unlike mainstream news, which undergoes various checks and editorial gatekeeping, most news and information on the Internet come from diverse sources. Anyone

with access to the Internet can post all kinds of information without having to go through the necessary process of verifying the data. Rumours may end up as news online and this affects the latter's credibility and believability. However, the internet news audience may not be able to differentiate fact from fiction.. Thus, it is important to examine their perceptions on the issue of credibility and trustworthiness of online news, and to investigate if they truly believe what they read online. The focus of this study is on youths as they are the most avid users of the Internet and also tend to consume online news more than the traditional print medium.

Research objective

The purpose of this research is to examine the perceptions of urban youths in Jordan on the issue of trust and credibility of online news compared to mainstream news .

It aims to investigate if urban youths believe what they read online and their reasons for turning to the Internet for news. The research also explores whether or not youths intend to totally migrate from traditional mainstream news to online news.

Literature Review

Study to (Benjamin Ka Lun Cheng, Wai Han LoCan News Be Imaginative? An Experiment Testing the Perceived Credibility of Melodramatic Animated News, News Organizations, Media Use, and Media Dependency 2012) focused on media organizations have begun to use a new type of animation in news reports that is melodramatic and emotion-laden. These have successfully drawn considerable numbers of viewers to their online news reports. The use of such techniques is controversial and has sparked debate over its appropriateness. An experiment with 153 college students as participants was conducted to compare the perceived credibility of

news reports with and without melodramatic animation. The results show that the animation format neither enhances nor dampens news credibility. However, they also show that sound effects reduce the credibility of news reports using melodramatic animation. The perceived credibility was also related to the credibility of the news organization and the medium dependency of the viewer. Implications for animated news media, future research directions, and ethical issues of using such technique are discussed.⁽⁴⁾

Other study about (recognized examines public perceptions of the news and information sector in Bosnia-Herzegovina. Since the signing of the Dayton Peace Accord in late 1995, the international community has donated millions of dollars to foster free and fair media. This research explores the media transition in Bosnia through a four-year longitudinal study.

The research design measured public perceptions (N = 1689) of the realism, importance and credibility of news outlets in the two major mediacenters: Banja Luka and Sarajevo. The findings suggest that over time Bosnians are relying less on politically motivated news outlets. Moreover, some independent media have emerged as both important and credible sources for news and information.⁵ then other study (Daekyung Kim Thomas J. Johnson A Shift in Media Credibility. Comparing Internet and Traditional

(4) Benjamin Ka Lun Cheng, Wai Han Lo Can News Be Imaginative? An Experiment Testing the Perceived Credibility of Melodramatic Animated News, News Organizations, Media Use, and Media Dependency, *Electronic News*, vol. 6, 3: pp. 131-150. , First Published September 25, 2012.

(5) Maureen Taylor Philip M. Napoli Media Development in Bosnia A Longitudinal Analysis of Citizen Perceptions of News Media Realism, Importance and Credibility *Gazette* (Leiden, Netherlands), vol. 65, 6: pp. 473-492. , First Published Dec 1, 2003.

News Sources in South Korea), surveyed politically interested online users to examine how they perceive the traditional news media, their online counterparts and independent web-based newspapers, as well as exploring which factors influenced credibility of online sources during the 2004 general election in South Korea. Independent web-based newspapers were considered more credible for political information than either traditional media or their online counterparts. Reliance on online and traditional sources tended to be stronger predictors of credibility of online sources and political variables, such as campaign interest, political involvement and voting, also turned out to be significant predictors. Based on the findings, a shift in media credibility in Korea is discussed.⁽⁶⁾

Next study(Sujin Choi, Jeongseob Kim Online news flow: Temporal/spatial exploitation and credibility) examines how repetitive news publishing on the Internet has changed evaluations of the credibility of the press and news aggregators. The temporal and spatial characteristics of the Internet have facilitated repetitive publishing of almost identical news content by the same news companies. The mechanism of repetitive news is based on the interplay between journalistic and algorithmic curations, which coexist on news aggregation sites. Based on a nationwide survey in South Korea, we found that the repetitive-news block was the strongest (and negative) predictor of the credibility of both the press and news aggregators. The more frequently people are exposed to repetitive news and the more they perceive it as being

(6) Daekyung Kim Thomas J. Johnson A Shift in Media Credibility. Comparing Internet and Traditional News Sources in South Korea, International Communication Gazette, vol. 71, 4: pp. 283-302., First Published June 3, 2009.

problematic, the less likely they are to regard the press and news aggregators as credible. These results have implications for online news flow and credibility research.⁽⁷⁾

But other (Tayo A. Oyedeji The Credible Brand Model: The Effects of Ideological Congruency and Customer-Based Brand Equity on News Credibility) proposes and tests the credible brand model (CBM), which explicates the effects of customer-based brand equity and ideological congruency on audiences' perceptions of the credibility of news media outlets and the believability of their messages. Data from a survey and an experiment probing respondents' perceptions of two media outlets (CNN and Fox News Channel) were analyzed with structural equation modeling. The data showed strong support for the CBM.⁸ on the other hand the study (Erik P. Bucy Media Credibility Reconsidered: Synergy Effects between On-Air and Online News) about investigation of media credibility examined the combined, or synergistic, effects of on-air and online network news exposure, placing student and adult news consumers in broadcast news, online news, and telewebbing conditions. Results indicate that perceptions of network news credibility are affected by channel used. Perceptions of credibility were enhanced when the channel used was consistent with the news source being evaluated, suggesting a channel congruence effect. In addition, evidence is offered for the existence of a synergy effect

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- (7) Sujin Choi, Jeongseob Kim Online news flow: Temporal/spatial exploitation and credibility. *Journalism*, First Published 21 May 2016.
- (8) Tayo A. Oyedeji The Credible Brand Model: The Effects of Ideological Congruency and Customer-Based Brand Equity on News Credibility *American Behavioral Scientist*, vol. 54, 2: pp. 83-99. , First Published September 28, 2010.

between on-air and online news.⁽⁹⁾ Other study (Emily K Vraga, Melissa Tully, Heather Akin, Hernando Rojas Modifying perceptions of hostility and credibility of news coverage of an environmental controversy through media literacy) tests the proposition that hostile interpretations of media content can be reduced through news media literacy training. Within the context of the controversy over the adoption of biofuels as an energy source, we employ a web-based experimental design that manipulates subjects' exposure to media literacy training and then presents them with news coverage on the issue of biofuels. We find strong support for the notion that media literacy affects individuals' perceptions of media credibility. Exposure to a media literacy video led to increased ratings of story credibility, as well as increased trust in the media to cover both the issue and the news more broadly. Implications of these results are discussed.⁽¹⁰⁾

And study by (Debra Burns Melican Travis L. Dixon News on the Net Credibility, Selective Exposure, and Racial Prejudice)

an online survey was conducted to assess the perception of credibility of various forms of news media, including Internet news sites associated with traditional forms of media and nontraditional Internet news sites. The survey also explored a possible link between news media credibility and scores on a modern racism scale. This study found that people held differential perceptions of

(9) Erik P. Bucy Media Credibility Reconsidered: Synergy Effects between On-Air and Online News Journalism & Mass Communication Quarterly, vol. 80, 2: pp. 247-264. , First Published Jun 1, 2003.

(10) Emily K Vraga, Melissa Tully, Heather Akin, Hernando Rojas Modifying perceptions of hostility and credibility of news coverage of an environmental controversy through media literacy. Journalism, vol. 13, 7: pp. 942-959. , First Published August 30, 2012.

Internet news credibility. Specifically, nontraditional Internet sources were perceived as far less credible than all other news sources. After controlling for a number of factors, the results suggest that those who view nontraditional Internet news sources as more credible than traditional media also score higher on a modern racism scale. The theoretical implications of these findings are discussed, with a focus on the Internet as a safe haven for divergent, even racist, beliefs.⁽¹¹⁾

The other study (Yunmi Choi¹, Daniel Axelrod¹, Jihyun Kim^{Trust Me, I Am Your News Channel Media Credibility Across News Platforms in the United States and South Korea}) compares how millennial generation members perceive the credibility of the news they consume from television (TV) channels, radio stations, newspapers, websites, and mobile devices such as tablets and smartphones. American and Korean college students prefer to access the news through mobile devices and computers. But unlike Americans, young Koreans think that journalism is most credible when it comes from a TV or a newspaper. Additionally, this study found that owning and using a smartphone, a different mobile device, or a computer to access news did not automatically make those platforms a young adult's favorite ways to consume journalism.⁽¹²⁾

(11) Debra Burns Melican Travis L. Dixon News on the Net Credibility, Selective Exposure, and Racial Prejudice Communication Research, vol. 35, 2: pp. 151-168. , First Published April 1, 2008.

(12) Yunmi Choi¹, Daniel Axelrod¹, Jihyun Kim^{Trust Me, I Am Your News Channel Media Credibility Across News Platforms in the United States and South Korea} Electronic News, vol. 9, 1: pp. 17-35. , First Published March 5, 2015.

Other study focused on (Louisa Ha, Ying Xu, Chen Yang, Fang Wang, Liu Yang, Mohammad Abuljadail, Xiao Hu, Weiwei Jiang, Itay Gabay.

Decline in news content engagement or news medium engagement? A longitudinal analysis of news engagement since the rise of social and mobile media 2009–2012, 20016) Based on a 4-year longitudinal analysis of social media and mobile phone users in a Midwest US market, this study differentiates news content engagement from news medium engagement, proposes four levels of news engagement, and compares how social media and mobile media differ in their effects on engagement in news content and news medium between the general population and college students. The analysis shows a steady decline in the interest in political news but not in other types of news. Total news consumption time gradually declined among the general population, and the gap between general population and students diminished over time. Social media use positively predicts total news consumption time. Predictors of news engagement differ for different levels of news engagement.⁽¹³⁾

Other study (Sung Tae Kim, David Weaver, Lars Willnat Media Reporting and Perceived Credibility of Online Polls) employing three different methods—content analysis, survey, and experiment—this study attempts to answer a series of questions about online polls: how newsmedia report them, how people perceive them, and how people perceive the influence of reports of

(13) Louisa Ha, Ying Xu, Chen Yang, Fang Wang, Liu Yang, Mohammad Abuljadail, Xiao Hu, Weiwei Jiang, Itay Gabay Decline in news content engagement or news medium engagement? A longitudinal analysis of news engagement since the rise of social and mobile media 2009–2012 .Journalism, First Published 20 Sep 2016.

traditional versus online polls on the credibility of newsstories. Our findings suggest that U.S. news media have increasingly reported online poll results since 1995 and that the public generally considers opinion polls found in traditional news media more credible than online polls. Even though the experimental findings do not show statistically significant differences in poll credibility and story believability between traditional and online poll story versions, there is a pattern of slightly higher scores for the traditional poll story version, lending some support to the survey findings.⁽¹⁴⁾

And other (Joseph M. Chan Francis L.F. Lee Zhongdang Pan Online news meets established journalism: how China's journalists evaluate the credibility of news websites)The internet presents challenges to traditional journalism by being a platform for alternative practices of news production and dissemination. In response, traditional journalists are expected to engage in 'news repair' in order to reconfirm the authority of existing news institutions and the legitimacy of traditional models of journalism. This interaction between new media and journalistic practices must be contextualized within a media system. Built upon these premises, this study analyzes data from probability sample surveys of journalists in two Chinese cities. It finds that journalists regard mainstream media organizations' websites as more credible than those run by commercial portals. The perceived credibility of these two types of news websites varies with journalists' beliefs about journalism. While party journalism remains a dominant lens

(14) Sung Tae Kim, David Weaver, Lars Willnat .Media Reporting and Perceived Credibility of Online Polls Journalism & Mass Communication Quarterly, vol. 77, 4: pp. 846-864. , First Published Dec 1, 2000.

through which Chinese journalists evaluate the two types of websites, the sites of commercial portals are viewed by some to be embodying an alternative model of journalism.⁽¹⁵⁾

Other study (Jeremy Littau, Daxton R. “Chip” Stewart Truthiness” and Second-Level Agenda Setting Satire News and Its Influence on Perceptions of Television News Credibility) examined the impact of satire news programs on perceptions of media credibility. Using second-level agenda setting as a theoretical framework, the results of this mixed-methods study show that negative portrayals of television news on these satire news shows make salient certain negative attributes that match viewers’ perceptions of credibility. A survey (N = 650) found that Daily Show/Colbert Report viewers had less positive views about the credibility of television news programs, while content analysis (N = 401) of 4 weeks of episodes of The Daily Show and The Colbert Report reflected the results of the survey, showing that television news programs, particularly those on cable, were more frequently portrayed negatively and made the target of jokes. The analysis shows television news is a frequent target of these satire shows’ criticisms and these shows’ negative attributes are made salient, which is reflected in the survey respondents’ low credibility scores for this medium.⁽¹⁶⁾ Study by (Gina Masullo Chen, Peter S. Chen, Chen-Wei Chang, Zainul Abedin.

(15) Joseph M. Chan Francis L.F. Lee Zhongdang Pan Online news meets established journalism: how China’s journalists evaluate the credibility of news websites *New Media & Society*, vol. 8, 6: pp. 925-947., First Published Dec 1, 2006.

(16) Jeremy Littau, Daxton R. “Chip” Stewart. Truthiness” and Second-Level Agenda Setting Satire News and Its Influence on Perceptions of Television News Credibility *Electronic News*, vol. 9, 2: pp. 122-136., First Published April 20, 2015.

News video quality affects online sites' credibility) exposure to low-quality news videos on a newspaper website led a younger audience to see the news organization as less credible and lacking in value. Findings offer a cautionary tale for news organizations because even a few low-quality news videos on a newspaper website might damage newspapers' fervent effort to attract a younger audience.⁽¹⁷⁾

Study by (Gina Masullo Chien, Peter S. Chen, Chen-Wei Chang, Zainul Abedin News video quality affects online sites' credibility) raise questions about the effects of reader comments on online news credibility, and among their findings is that the same feature—readers' comments—that makes online news more appealing also decreases the credibility of the news outlet. The commenting system and the way comments are moderated do not appear to affect a news outlet's credibility.⁽¹⁸⁾

Study by (Lindsey Conlin, Chris Roberts Presence of online reader comments lowers news site credibility) questions about the effects of reader comments on online news credibility, and among their findings is that the same feature—readers' comments—that makes online news more appealing also decreases the credibility of the news outlet. The commenting system and the way comments are moderated do not appear to affect a news outlet's credibility.⁽¹⁹⁾

(17) Gina Masullo Chen, Peter S. Chen, Chen-Wei Chang, Zainul Abedin. News video quality affects online sites' credibility. *Newspaper Research Journal*, vol. 38, 1: pp. 19-31. , First Published April 18, 2017.

(18) Gina Masullo Chen, Peter S. Chen, Chen-Wei Chang, Zainul Abedin. News video quality affects online sites' credibility. *Newspaper Research Journal*, vol. 38, 1: pp. 19-31. , First Published April 18, 2017.

(19) Lindsey Conlin, Chris Roberts Presence of online reader comments lowers news site credibility. *Newspaper Research Journal*, vol. 37, 4: pp. 365-376. , First Published January 5, 2017.

.Study by(Lindsey Conlin, Chris Roberts Presence of online reader comments lowers news site credibility)

Study by Seungahn Nah, Deborah S Chung When citizens meet both professional and citizen journalists: Social trust, media credibility, and perceived journalistic roles among online community news readers Through a web-based survey (N = 238), this study examines how online community news readers perceive the roles of both professional and citizen journalists, and predicts the extent to which social capital, such as social trust and media credibility, contributes to their perceived journalistic roles. Analyses show that while media credibility was positively related to the role conceptions of professional journalists only, social trust was positively associated with the role conceptions of both professional and citizen journalists. Implications are discussed for the relationship between social trust, media credibility, and perceived journalistic roles.⁽²⁰⁾

This study by (Erik P. Bucy, Paul D'Angelo Nichole M. Bauer Crisis, Credibility, and the Press A Priming Model of News Evaluation.)

Develops a model of press-priming in which public evaluations of press performance are examined in the context of media scandals where news organizations through their own ethical lapses become the subject and conduit of priming effects. We argue that judgments about the press during a crisis depend on the activation of standing attitudes toward press freedom and media responsibility, which come into play with close attention to

(20) Seungahn Nah, Deborah S Chung When citizens meet both professional and citizen journalists: Social trust, media credibility, and perceived journalistic roles among online community news readers. *Journalism*, vol. 13, 6: pp. 714-730. , First Published January 6, 2012.

ongoing developments. Our model is tested with original survey data collected around two salient press scandals in Britain, one involving the now-defunct News of the World tabloid, the other the storied British Broadcasting Corporation. Support for the model is found. In the aftermath of a press crisis, attitudes toward press freedom and media responsibility are situation ally activated by the unique attributes of each scandal, and these attitudes shape evaluations of credibility and support for regulation. Implications for improved understanding of the news evaluation process are discussed.⁽²¹⁾

Andrea Miller David Kurpius. A Citizen-Eye View of Television News Source Credibility experimental study used 244 participants to investigate citizen perceptions of news sources focusing on source credibility. Ten television news stories were created with varying source affiliation (officials or This the study by (Andrea Miller David Kurpius. A Citizen-Eye View of Television News Source Credibility) experimental used 244 participants to investigate citizen perceptions of news sources focusing on source credibility. Ten television news stories were created with varying source affiliation (officials or citizens), source race (African American or Caucasian), and type of story (hard or soft news). For the first time, results showed viewers do distinguish between the credibility of official and citizen sources. No difference was found in credibility on the basis of race. Results are

(21) Erik P. Bucy, Paul D'Angelo Nichole M. Bauer Crisis, Credibility, and the Press A Priming Model of News Evaluation. *The International Journal of Press/Politics*, vol. 19, 4: pp. 453-475. , First Published July 7, 2014.

discussed within the frameworks of civic journalism, hidden racism, and citizen sources.⁽²²⁾

The study (Youngju Kim. Exploring the Effects of Source Credibility and Others' Comments on Online News Evaluation) examined the roles of source credibility and others' comments in audiences' evaluations of online news by experimentally manipulating the source of online news stories and others' comments on them. The results show that source credibility did not produce significant effects on participants' online news evaluations directly...However, the slant of comments significantly affected participants' perception of news acceptance among public audiences, and such perceived public audiences' news acceptance in turn had significant effects on participants' own news evaluations, indicating that others' comments had an indirect effect on audiences' evaluations of online news through perception of public audiences' news acceptance. These results suggest that people tend to use others' comments on online news messages as a representative cue for their estimation of the general public's news acceptance, which affects their own evaluations of the messages.⁽²³⁾

Theoretical framework:

The Gatekeeping:

The basic idea of gatekeeping has been cogently stated in Shoemaker's valuable review of the literature: "Simply put, gatekeeping is the process by which the billions of messages that

22 Andrea Miller David Kurpius. A Citizen-Eye View. *Television News Source Credibility*. *American Behavioral Scientist*, vol. 54, 2: pp. 137-156. , First Published September 28, 2010.

23 Youngju Kim .Exploring the Effects of Source Credibility and Others' Comments on Online News Evaluation *Electronic News*, vol. 9, 3: pp. 160-176. , First Published July 7, 2015

are available in the world get cut down and transformed into the hundreds of messages that reach a given person on a given day” (1991, 1). Gatekeeping as a theory of communications began with Lewin’s (1951) work on community dynamics and a notion of gatekeeping that was laid out in terms of food consumption—the selection process by which certain foods reach the dinner table, or not. Lewin saw this as a product of “communications channels” and “gates,” metaphors well-suited to a theory of news selection in mass media. Media gatekeeping was then more fully developed in White’s (1950) classic case study of a wire editor at a smalltown daily newspaper. White catalogued the news stories provided by wire services, and the news stories that ended up in the newspaper, and explored the editor’s reasons for including or excluding certain stories. Relatively simple in design, this work emphasized the potential agenda-setting role of wire services, but, moreover, the effect that a single editor’s ideas about news could have on media content. Note that this early work, and indeed much of the gatekeeping literature since, focuses on the selection of one event or another, rather than the selective framing of a single event. Events are of course open to interpretation, and there is a large and valuable literature on issue framing (e.g., Chong and Druckman 2007.) Indeed, some gatekeeping work views selection and framing in tandem (e.g., Donohue et al. 1972). The somewhat more parsimonious view, however, and the one adopted here, is that gatekeeping theory focuses on the selection mechanism. And it is the identification of broader trends in news selection—across individuals, and media outlets, and time—that have made gatekeeping a particularly fruitful theory of news selection.⁽²⁴⁾

(24) Aalberg, Toril, Peter van Aelst, and James Curran. 2010. “Media System and the Political Information Environment: A CrossNational Comparison.” *International Journal of Press/Politics* 15 (3): 255–71.

Gatekeeping is in this view more than just a product of an individual's preferences, whims, or errors. Regardless of the editor, or the media outlet, certain types of stories will be selected, while others will not. There is thus a strong possibility that there will be systematic differences between news content and the real world⁽²⁵⁾.

Biases in news selection have been portrayed as a function of a variety of factors, including, for instance:⁽²⁶⁾

- organization-level factors such as administrative characteristics, working procedures, and cost and time constraints (e.g., Bass 1969; Berkowitz 1991; Donohue, Olin, and Tichenor 1989; Gieber 1964; Jones, Trohldahl, and Hvistendahl 1961; Shoemaker et al. 2001)
- story-level factors such as the geographic proximity of the story, visual features (for television), the clarity (ready interpretability) of the story, and story types—disasters, economics, crime, etc. (e.g., Abbott and Brassfield 1989; Galtung and Ruge 1965).
- Extraorganizational, or professional, factors such as journalistic values and norms, and views of “newsworthiness” (e.g., Gans 1979; Johnstone, Slawski, and Bowman 1972).

Another important factor that characterizes the traditional mass communication organization is the presence of multiple gatekeepers. A gatekeeper is any person (or group) who has control

(25) Chong, Denis, and James N. Druckman. 2007. “Framing Theory.” *Annual Review of Political Science* 10: 103–26. Cook Timothy, E. 1998. *Governing with the News: The News Media as a Political Institution*. Chicago: University of Chicago Press.

(26) D’Alessio, Dave, and Mike Allen. 2000. “Media Bias in Presidential Elections: A Meta-Analysis.” *Journal of Communication* 50 (4): 133–56

over what material eventually reaches the public. Some gatekeepers are more obvious than others, such as the editor at a newspaper, the news director at a TV station, or the acquisitions editor at a book publishing company. More complex organizations have more gatekeepers. The dismal economic climate has had an impact on gatekeeping. When newspapers and magazines lay off employees, editors are likely to be included among those losing their jobs. When media companies consolidate and simplify their corporate structure, it usually means fewer gatekeepers.

The results of the study

Table 1: The reliability coefficient of variables at pre-test and actual study

Name of Variables	Pre-test	Actual study (n = 31)
Media reliance	858	826
Issue salience .	.949	.940
Media credibility	931	931

According to the sample size of the study, in April to May 2017 , 400 sets of questionnaires were handed from Jordanian society and a sufficient amount time was given to the respondents to assigning items on the questionnaire sheets. Descriptive statistics were used to analyze the profile of respondents. It was also used to describe the frequency and percentage of variables of the study. To find out the relationship between media reliance, issue salience, and media usage with perceived media credibility Spearman Rho correlation coefficient was used.

Respondent profile

Table 2: Distribution of respondents' profile.

Profile	Frequency	Percentage
Gender (n= 400)		
Male	200	50%
Female	200	50%
Age (n = 400)		
23-29	155	35.75
30-36	77	19.25
37-43	68	17
44-50	43	10.75
51-57	57	14.25
Educational level (n = 400)		
Diploma / Matriculation	120	30
Degree / Professional. Qualification	145	72.5
Master, PhD	135	33.75
Marital status (n = 400)		
Single	175	43.75
Married	225	65.25

Of the 400 questionnaire distributed to the sample of the study, 400 completed questionnaires were collected, producing an 100% response rate. Demographic data of the 100 respondents who completed the questionnaire was shown in Table 2. Based on information from Table 2, almost equally one half of the respondents were male and one half of them were female (50% vs. 50%). The average age was 50%, and standard deviation was 9.3, with a minimum 23 years old and a maximum of 23-29 years . Almost one-thirds (19.25%) of the respondents belonged to the age group of 30-36 years old. The lowest age categories were located between 44-50 years old (10.75 %), and 51 to 57 years old

(14.25%), as presented in Table 2. It would seem that most of non-academic professional staff was relatively young in age. Demographic data also showed that slightly more than two-thirds of the respondents were degree holder (72.5%), and only more than five percentage (7.0%) hold diploma or matriculation qualification. More than three-quarters of the respondents (33.75%) in this study were married, while one-fifth of them (43.75%) were single as indicated in Table 2. was also indicated more information of the demographic characteristics of the respondents of this study.

Media reliance

Variable	Level	Frequency	Percentage
Television	Much	179	44.75
	Moderate	133	33.25
	Little	88	22
Internet	Much	188	47
	Moderate	119	29.75
	Little	93	23.25

Second section of the questionnaire was designed to examine the reliance on television and Internet.

Based on information from Table 33.25% of the respondent reported a little reliance on television and 22% reported a much reliance on television to get news. In reference to Table 3, almost one-third of respondents (29.75%) reported a little reliance on the Internet to get news and 23.25% of the respondents reported a much reliance on the internet to get news.

Table 4: Distribution of Respondents Based on Issue Salience

Variable	Level	Frequency	Percentage
Television	Much	109	27.25
	Moderate	144	36
	Little	147	36.75
Internet	Much	199	49.75
	Moderate	124	31
	Little	77	19.25

4.3. Issue salienc

In this study the perception of respondents towards credibility of television and Internet was measured based on salienc of issues. The descriptive statistic including level of issue salienc, frequency, and percentage was analyzed for television and Internet. To get news from television almost the same moderate and little 36.75% of the respondents reported a much salienc of issue and 27.25.7% of them reported a little salienc of issues. Information in the Table 4 indicated, the Internet was rated as a medium when issues was perceived as a low salienc. In reference to information presented in the Table 4, less than 20% of the respondents reported a little salienc of issues on the Internet and almost three-fourth of them reports a low salienc of issue on the internet to get news.

Media usage

Table 5: Distribution of Respondents Based on Media usage.

Media	Mean	Media Mean Standard Deviation
Internet	189	47.25
Television	211	52.77

Based on information presented in the Table 5, the Internet was rated as a high usage medium ($M = 79, SD = 56.13$), followed by television ($M = 52.77, SD = 47.25$).

Table 6: Distribution of Respondents' perception towards components of television credibility

Scale Item(s)	Strongly agree %	Agree %	Neutral %	Disagree %	Strongly Disagree %	M	SD
It is clear	29.9	38.9	22.2	33.3	48.9	3.46	.95
It is biased	19.5	39.5	44	46.1	30.9	3.38	93
It tells the whole story	18.9	42.8	61	48.6	37.3	3.45	98
It is accurate	22.8	55.8	.66	78.1	42.7	3.49	84
It is believable	45.5	66.1	25.2	54.6	43.6	3.90	76
It can be trusted	55.8	43.6	45.1	62.1	55.5	3.45	90
It is fair	62.2	55.3	55	40.1	18.9	3.83	90
It is timeliness	85.8	44.5	33	20.1	22.8	3.90	90
	24	36.4	49	20	45.5	3.46	90

The resulting frequency distribution of television is shown in Table 6. Based on information it is revealed that 55.3% of the respondents agree that news is timeliness, followed by fairness 25.2%, clarity 40.1%, trust 55.5%, believable 45.5%, accuracy 36.4%, and tells the whole story 45.5%. Analysis of data also indicates that 22.8% of the respondents reported a neutral perception toward bias of news in television.

Table 7: Distribution of Respondents' perception towards components of the Internet credibility.

Scale Item(s)	Strongly agree %	Agree %	Neutral %	Disagree %	Strongly Disagree %	M	SD
It is clear	43.3	32.3	35.3	44.6	45.5	3.55	90
It is biased	23.3	23.3	56.6	72.2	58.3	3.8	85
It tells the whole story	32.2	75.5	45.2	65.5	25.5	3.43	89
It is accurate	19.6	45.5	12.9	36.6	47.9	3.29	84
It is believable	22.2	58.3	35.5	32.8	45.3	3.23	83
It can be trusted	15.5	25.5	54.9	70.2	48	3.5	82
It is fair	16.6	36.6	47.9	32.3	35.3	3.62	90
It is timeliness	18.9	32.8	45.3	23.3	46.2	3.55	89
	19.3	70.2	100	22.5	48	3.28	88

The resulting frequency distribution of the Internet is shown in Table 7. It is revealed that 43.3% of the respondents agree that news on the Internet is clear. Analysis of data also indicate that 75.5% of the respondents reported a neutral perception toward bias of news on the Internet, followed by accuracy 45.3%, trust 32.3%, believability 46.2%, tells the whole story 47.9%, timeliness 3.28%, and fairness 3.55%.

Conclusion

Believability as part of credibility and reliability becomes an important aspect for content selection at a time of information overload. According to Abdulla et al. (2002) online news industry observers and newspaper editors have expressed similar concerns over credibility, believability and ethical lapses (Lasica 2001; Arant & Anderson 2000). As the findings from our research above indicate, such concerns have not escaped the discerning news consumption habits of the Jordan student youth surveyed.

Overall, the students surveyed seek out online news because the traditional media in Jordan fails to provide sufficient information and is perceived to have more censorship or legal restrictions than online news websites. Due to fewer such restrictions, alternative news websites are also deemed more fair and objective in their news articles; additionally they also provide more comprehensive coverage—particularly for controversial issues—compared to the mainstream news media. Students also believe that alternative news websites present different viewpoints, are more critical, have more in-depth analysis and online writers are relatively free from interference.

Today's growth of blogs and online news websites has given youths the opportunity to pick and choose information that suits their personal gratification.

What is interesting from our survey is the fact that the trust of the students surveyed extends to alternative online news sources but excludes blogs. The level of trust of blogs is comparatively lower and does suggest that students are less gullible than some

might expect. However it is surprising to note from our findings that youth still rely on traditional media to obtain news and as it stands, the percentage of those who are likely to migrate fully to online news media in the near future is still relatively small. Evidently, online media is still not mainstream in Jordan.

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