

Developing New Media Credibility Scale: A Multidimensional Perspective

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Abstract : The main purposes of this study are to develop a scale that reflects emerging theoretical understandings of new media credibility, based on the evolution of credibility studies in western researches, identification of the determinants of credibility in the media and its components by comparing traditional and new media credibility scales and building accumulative scale to test new media credibility. This approach was built on western researches using conceptualizations of media credibility, which focuses on four principal components: Source (journalist), message (article), medium (newspaper, radio, TV, web, etc.), and organization (owner of the medium), and adding user and cultural context as key components to assess new media credibility in particular. This study's value lies in its contribution to the conceptualization and development of new media credibility through the creation of a theoretical measurement tool. Future studies should explore this scale to test new media credibility, which represents a promising new approach in the efforts to define and measure credibility of all media types.

Keywords : credibility scale, media credibility components, new media credibility scale, scale development

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