

Development of News organization's Credibility Indicators in Thai News Industry: The Literature review for Creating the definition and indicators of Credibility of News organization, journalist and News

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Abstract

This study aimed to 1) Analyse the studies concerning credibility of news media organization journalist and news which had been conducted between 1978 CE – 2017CE .The samples were 94 studies by purposive sampling the studies that used or developed credibility indicators and 2) synthesize those studies for creating the definition and measurement of credibility. The coding forms were used to collect the data derive from content analysis of the studies on credibility (Holsti 'R= 0.80-1.00). It was found that majority of the studies were about media credibility followed by message credibility and the least were source credibility. There was not the study about journalist credibility. The most of the study used survey method to answer research questions followed by experimental the left were mixed method such as survey and Depth interview, survey and experimental researches. The majority of population were Journalism and mass communication students, probability sampling; simple random and systematic sampling were used. The Questionnaires were used to collect the data, and Factor Analysis, T-test, one way ANOVA, MANCOVA, Correlation and SEM were the inferential statistics used to test hypothesis. Almost researchers measured the media credibility by the Meyer's media credibility index (Philip Meyer,1988) consisted of 5 variables that measured fairness ,unbiased, tells the whole story/completeness , accuracy, and can be trusted/ trustworthiness. The 12 indicators of news credibility was identified by Cecilie Gaziano and Kristin McGrath (1986) that used and adjustd by other scholars .These 12 items were fairness, unbiased, telling the whole story, accuracy, respects people's privacy, watches out after people's interests, concerned about the community's well-being, separates facts from opinions, can be trusted,concerned about the public interest, factual and have well trained Reporters. The definition and indicators of credibility that created from synthesizing the studies are

1. News media organization credibility is the receivers' perception that news media organization provides information that is neutral, balanced, unbiased, in-depth, comprehensive, separating facts from opinions. Deal fairly with all sides of a political or social issue, offers everything the receiver need to know on the topic, caring about its readers, concemed with community's well-being, concemed mainly about the public, appears to have experts on the topics discussed, appears to be a leader in its area of specialty, trustworthy, and is ethical. 2. News credibility is the receivers' perception of news as a plausible reflection of the event they depict, using a 5 point Likert scale. The credibility index are as follow: fairness , unbiased, telling the whole story, accuracy, clear and concise , respects people's privacy , watches out after people's interests, concerned about the community's well-being ,separates facts from opinions ,can be trusted,concerned about the public interest, factual and have well trained Reporters.

Keywords: News organization, Credibility indicators, journalist, News, News Industry

Introduction

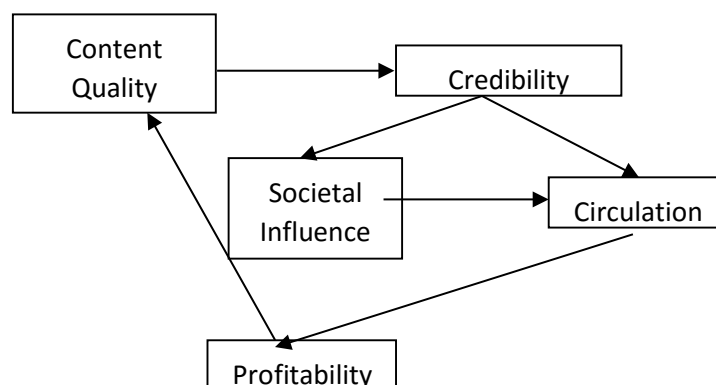
1. The situation of media organization due to The Digital disruption The dual forces of technological advancements and substantially lower financial entry barriers into the media industry are accelerate unprecedented changes in the principles and practice of mass communication. (Oyedeji,2007) .The mass media landscape has been remarkably changed. The change of the mass media landscape are as follow:

- 1. The Media organization** Changes are Readers Decline , Ads Decrease ,Brand Extension and Convergence Editorial.
- 2. The Journalist** Changes are Convergence Journalist and speed of the coverage
- 3. The Receiver** Changes are Consume information anywhere, anytime, and access all types of content, User-generated Content , Criticize the society more and select the content they are interested

2. Credibility is the media' important competitive asset Jensen (2001) , Meyer(2009) ,Martin Eide (2014)

Media organizations are devoting more attention to the management of audiences' perceptions of their media credibility to mitigate the consistent pattern of plummeting audience rating of the media's credibility reported in recent scholarly and media industry research (Kioussis, 2001; Meyer, 2004; Pew Research Institute,2002, Oyedeji,2006, 2007 , Oyedeji and Jiran Hou,2010).

Some scholars found a correlation between declining media credibility ratings and declining circulation figures for newspapers (Merritt, 1998; Meyer, 2004,2009).



Societal Influence Model for the Newspaper Industry (Meyer and Yuan Zhan(2002) ,Meyer(2009:27)

Research Objectives

- 1) To analyse the studies concerning credibility of news media organization journalist and news which had been conducted between 1950 CE – 2017CE
- 2) To synthesize those studies for creating the definition and measurement of credibility.

Research Methods

1.Population ,Sample size and Sampling

1.1 The Population

The studies concerning credibility of news media organization journalist and news which had been conducted between 1951CE – 2017CE . Searched From 2 E – Databases 1.Communication and Mass media Complete and 2.Emerald From 1st February to 15th March 2018

1.2 The samples

The samples were 94 studies by purposive sampling the studies that used or developed credibility indicators 1951-1960 (1study) 1961-1970 (1 study)1971-1980 (3 studies)1981-1990 (7 studies)1991-2000 (3 studies) 2001-2010 (37studies) and 2011-2020 (42studies)

2. Research Tools and Reliability test

Research Tools	Intercoder Reliability test(Holsti ,1969)
1.Coding Form for classification of general data : Published year ,Research title ,Author ,Research Objectives and Research questions or Hypothesis	1.00
2. Coding Form for classification of the research methodology	0.80
3. Coding Form for classification of credibility indicators	0.80

Results 1.Results for 1st objective

The 1st objective of this study is to analyse the studies concerning credibility of news media organization journalist and news which had been conducted between 1950 CE – 2017CE The results are :

1.1 The data of Published year ,Research title ,Author ,Research Objectives ,Research questions or Hypothesis and Category of Credibility studies **1.1.1.Medium/media Credibility were 46.46 %** ,as the words Media channel credibility / Media credibility / newspaper and television credibility /Digital Credibility/online Credibility/ Blog Credibility/Press Credibility / online brand extension Credibility and Social media platform credibility were used.

1.1.2. Message credibility were 31.31%. They were Mass media News Credibility/ Newspaper and Television news Credibility /news credibility/ Online News Credibility/ Credibility of Web-based Information/ Internet News Credibility/ Web content Credibility/ Content credibility and message credibility.

1.1.3. Source Credibility were 22.22 %.They were Source Credibility/ Newscasters' Credibility/ The anchors Credibility/ Online Source Credibility/ Radio host credibility/ Author credibility/ Citizen journalism credibility.

1.2 Research methodology

1.2.1 Most of the studies were survey research ,followed by experimental and the rest were mixed methods such as survey and experiment ,survey and focus group, survey and in depth interview.

1.2.2 People was the most sample of the studies ,followed by undergraduate students and journalists were the least.

1.2.3 Questionnaire were used the most

1.2.4 Factor Analysis was the most used the rest were ANOVA, Ttest , Regression , structural equation modeling (SEM)

1.3 credibility indicators

1.3.1. Medium/media Credibility indicators . It found that the Meyer credibility index originally developed by Gaziano and McGrath (1986), and modified by Meyer (1988) was used the most. Meyer's credibility index includes five variables— fairness, bias, accuracy, trustworthiness, and completeness.

1.3.2. Message credibility indicators . Most of studies used or adjusted the indicators from Gaziano and McGrath index (1986), they were Can be trusted/ Separates facts from opinions/ Factual/ Tells the whole story/ Accurate / Unbiased/ Fair/ Respects people's privacy /Concerned mainly about the public interest /Reporters are well trained /factual and Concerned about the community's well-being

1.3.3. Source Credibility indicators . They were trustworthiness ,expertise, dynamism, composure, extroversion, and sociability modified from Hovland (1952) , McCroskey(1966), Berlo (1969),McCroskey and Jenson(1975), Cheryl Campanella Bracken,2006, Maria Brann & Kimberly Leezer Himes(2010)

2.Results of 2nd objective

The 2nd objective of this study is to synthesize those studies for creating the definition and measurement of credibility.

The results are :

2.1 News media organization credibility is the receivers' perception that news media organization provides information that is neutral, balanced, unbiased, in-depth , comprehensive, separating facts from opinions. deal fairly with all sides of a political or social issue, offers everything the receiver need to know on the topic, caring about its readers, concerned with community's well-being, concerned mainly about the public, appears to have experts on the topics discussed, appears to be a leader in its area of specialty, trustworthy, and is ethical. The 15 index of news media organization credibility was modified from Gaziano and McGrath(1986) ,Meyer(1988) ,Amber K. Worthington, Jon F. Nussbaum, & Roxanne L. Parrot(2015) and Wayne Wanta and Yu-Wei H(1994).

2.2 News credibility is the receivers' perception of news as a plausible reflection of the event they depict , using a 5 point Likert scale . The credibility index originally developed by Gaziano and McGrath(1986) and adjusted for Thai news industry. They are as follow: fairness , unbiased, telling the whole story, accuracy, clear and concise , respects people's privacy , watches out after people's interests, concerned about the community's well-being ,separates facts from opinions ,can be trusted,concerned about the public interest, factual and have well trained Reporters.

Discussion

From the synthesis results, the interesting issue that found in determining the credibility indicators of the media or the organization as well as the news presented in various media is that the distinction between the indicators isn't clear and still being proven until the present. For Example 3 of the 12 news indicators of Cecilie Gaziano and Kristin McGrath (1986), which measure the credibility of the news Including "Have well trained Reporters", "Watches out after people's interests" and "Concerned about the community's wellbeing". These 3 indicators are more suitable for measuring the media or the organization credibility.

Later studies using the criteria of Cecilie Gaziano and Kristin McGrath (1986), It can be seen that some indicators have been adjusted by cutting off. Such as the study of Abdulla and colleagues '(2004) contains of 11 indicators in 3 components, including 1. balance, report, whole story, objective, fair, accurate, 2.honesty (honest, believable, trustworthy) 3.currency (up-to-date, current, timely). The research conducted by Robert N. Yale, Jakob D. Jensen, Nick Carcioppolo, Ye Sun and Miao Liu (2015) who studied the criteria of Abdulla and colleagues '(2004) also has a new criteria "the new nine-item model" includes 1. Balance (1.1 balanced, 1.2 report the whole story, 1.3 objective), 2.honesty (2.1 accurate, 2.2 honest, 2.3 believable), and 3.currency (3.1 up-to-date, 3.2 current, 3.3 timely) (Robert N. Yale, Jakob D. Jensen, Nick Carcioppolo, Ye Sun and Miao Liu, 2015) I therefore proposed the definition and indicators of the reliability of the news from this synthesis (See Results of 2nd objective item 2.2)

In addition, in terms of corporate credibility indicators, media news or channels which found that most research uses the criteria of The Meyer Media Credibility Index (Philip Meyer, 1988) containing fairness, unbiased. Tell the whole story or completeness, accuracy and can be

trusted. These 5 items is based on the concept of news only, so if it is a measurement for the media organizational level, there should be indicators from the corporate brand concept to consider to create more comprehensive measurement criteria. The researcher therefore proposed the definitions and indicators of the reliability of the news from this synthesis (See Results of 2nd objective item 2.1)

Conclusion

Overall this study suggests that the credibility indicators of news organization, news and reporter should be defined separately and clearly. As it was found that many studies used the same credibility indicators to measure both news organization and news despite these two components are different in the communication process. This study also found that there have

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been less studies about the journalist credibility indicators while the journalist is the important part of the news production and reporting.

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