

CREDIBILITY PERCEPTION TOWARDS VARIOUS MEDIA

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Abstract

In the present investigation, various types of media are examined to study their credibility. The present study is framed as, "Media Credibility and Various Media". Sample of the study were taken from both rural and urban areas of Hoshangabad and Bhopal districts of Madhya Pradesh. The sample size was N=400, with general population respectively. The assessment measure taken for the study was a self-developed and standardised questionnaire-cum-schedule. Age of the participants ranged from 15 years to 60 years. Data was analysed using SPSS. The results and findings are in accordance with previous studies and theories.

Keywords: Media, Media Credibility, Print-media, Electronic-media, New-media.

Introduction

The role of media in democracy is to yield information to its citizens, so that they can make their own decisions and get acquainted with their surroundings. Thus, the information spread by the media and it's the contribution of media credibility is extremely important in today's volatile climate of increasing political division. The audience perception of media credibility is decreasing since 1970's. In fact, the news media are suffering a credibility crisis, with academic and industry constantly showing doubt in the accuracy, fairness and trustworthiness in media reports.

Media: A Crisis of Credibility, the editors' conclave organized by the C.R. Irani Foundation and the Konard-Adenauer-Stiftung took place during December 9-11 in Kolkata. Topic of the conference, held for the seventh time, was the "credibility crisis of media in India and globally". The opening speech was given by Krishnan Srinivasan, former foreign secretary of India and former Deputy General-Secretary of the Commonwealth of Nations. The seventh edition of the annual conference was inaugurated by Krishan Srinivasan. He stressed that "the Indian

media is now robust, vast, and reflects the diversity of nation." nevertheless, he pointed out that commercial considerations were having too big an influence on the selection of panels and the opinion aired. Another problem would be that, in contrast to the press council of India, there was no body governing electronic media. He criticized that an increasing number of journalism would restrict them to dividing the world in "good and evil." Furthermore; he expressed his worries that while high-quality journalism would require a certain distance between journalism and politicians, too much journalism were actively trying to be in proximity to political power-circle. The journalist Kalyani Shankar criticized the 'sensationalism' of media and a lack of fact-checking. Nevertheless, print media would continue to play an important in India.

It has been found that, media circulates erroneous information. Media in today's world exaggerates news, which is not to be highlighted. The political parties of our country buy and manipulate the media companies, which in turn start promoting the parties only for the sake of money and make the news, biased. The journalism of our nation is lacking knowledge

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and commonsense. Thus, media should be more responsible and dutiful towards kind of news they are spreading to the masses. They should give factual news which is effective.

Minjeong Kang observed that, individual members of public have greater expectations to substantial interactions with organizations, especially by using the digital and social media. Communication professionals have been looking for ways to enhance this interaction. Credibility of social media is one of the key factors initiating and further increasing public engagement and communication effectiveness in the digital and social media. Among various social media, blogs have been considered to be the most pertinent social medium used in the field of communication management. An effective way to measure blog credibility is hard to achieve without a valid, reliable method. A valid method may perhaps be developed using suitable indicators and validated by the usage of focus groups and a survey.

A Brazilian study asserts that curiosity is a human nature, hence, people turn to different sources of information to satisfy their hunger. As the centuries pass by, more and more information is being available, whether through word of mouth, traditional media, or through mainstream digital media. Open data is the new source of information that provides people with they can use to their advantage. Having easy access to all this knowledge empowers citizens to be aware of their surrounding, be critical thinkers and civic developers, and be able to make sound and clever decisions about their life and community. In terms of civic engagement, open data helps highlight issues and problems which matter to the people of a community and brings them into the public light for consideration. It also facilitates finding solutions to these problems by being creative, critical developers and applying innovative thinking to already existing data. However this is not the case all the time. First and foremost, data is not always available in its filtered form and most data out there is raw. Not all information is credible and originates from reliable sources. Hence, people fall into the trap

of being misled, which prevents them from making critical analysis and finding solutions to their community's problems. People are not always protected from the fake information and usually rely on it without verifying it. Other times, there is too much information out there that people do not know which information to take and which to discard. An example of this would be the case of *Wikileaks*, where a vast amount of government information that was considered private, was leaked for the public. (Wikileaks, 2010) people and media were exposed to this vast amount in a short time and they had no idea how to process it. In order to evaluate such raw data and information, people need to be more media literate.

According to *Schweiger*, in Germany, the World Wide Web is at an earlier stage of development than in the US. In the spring of 1999 about 17.7% of the German population used the web or other online services. The study reveals how credibility rating of the new medium differs between 10% of online users and 90% of non-users based on their respective attitude stemming from different sources, own experience versus media coverage and personal narrations. A survey of 450 respondents was carried and it was found that German users and non-users rate the credibility of the web as remarkably similar to television and newspapers. Nevertheless, there are some differences. The article shows that the credibility of the web, as one factor of diffusion, is seen as quite positive, but television and newspapers are still in front in Germany.

A study by *Cristina et al.* aims to analyze relation between news media customer-based brand equity and their credibility, applying the credibility brand model in order to assess how audience makes credibility judgments about media under the current environment of mass communication. Data from structured questionnaire gathering respondent's perception of five major media brand equity and credibility were analyzed using structural equation modeling. the finding suggest a positive relation between media brand equity and credibility, showing that media image or association, along

with media loyalty, exert the higher influence on the value provided to the media. Thus, the mass media credibility involves improving media process and image.

The role of media in democracy is to give citizens information they need to make decision on matters, ranging from policy issues to consumer goods; and the effects of consumer's perception of news media credibility are extremely important in today's climate of increasing political and ideological polarization. However, the audience perception of media credibility has been dropping since the 1970s. In fact the news media are suffering a credibility crisis, with academic and industry consistently showing a growing skepticism about the fairness, accuracy and trustworthiness of media reports. Some researchers' attributes the erosion of public credibility and confidence in the media to factors such as the media institutions takeover by profit companies, along with the creation and consolidation of media conglomerates in few hands shifting the focus of media from their informative role to profitability goals. In this scenario, the media companies are devoting attention to the management of audience perception of their credibility. Researches suggest that audience is less likely to patronize news they do not deem credibility, just like products with low brand equity. This way, media which are perceived to be credible have a higher likelihood of being patronized by audience or consumers. On the other hand, in the last two decades, an enormous and continuous news media audience fragmentation was observed. The increasingly competitive media environment is characterized by diverse media channels delivering specialized content in a variety of formats to numerous niche audience or customers, where traditional media types compete with the virtual formats. Facing this new environment media companies are beginning to embrace branding management principal and practices, once restricted to the marketing of consumer products, enhancing the importance of brand management for media companies. These

two trends have increased the academics and scholars interest to analyze the sources of media credibility despite the lack of research on specific contexts in order to assess the creation and enhancement of media credibility.

Objectives:-

Keeping in view the factors leading to credibility of media, the present study entitled "*Media Credibility and Various Media*" will be undertaken with following objectives.

1. To study the availability of different medium among the respondents.
2. To study the purpose of using these mediums by the respondents.
3. To study the credibility of the news covered by both print and electronic media.
4. To study the respondents reliance upon the news provided to them.
5. To study the credibility of the new media among the respondents.
6. To know the opinion of the respondents about the news readers and anchors.
7. To investigate the opinion about the credibility of the sources of news.

Methodology

Research design

The study is exploratory and descriptive in nature and multi- methodology approach is applied to analyse primary and secondary data. For primary data collection survey method is used, and questionnaire is used to collect data. Questionnaire comprises of both close ended and open ended questions. A Likert scale is used to know the degrees of media credibility among various respondents. For secondary data literature and reports available is explored and observed and analysed and comparative study is done.

Sample

Sample for primary data collection was selected by purposive sampling technique. Respondents from rural as-well-as urban environment were chosen as sample of study. Data was collected from rural areas of Hoshangabad district and Bhopal district.

Likewise, the sample was taken from Bhopal city also, to generate required data. In all 400 respondents were chosen as sample. After tabulation and editing, 394 questionnaires were selected for statistical analysis. Age of the participants ranged from fifteen to sixty years respectively.

Tool of the study

Construction of questionnaire cum schedule:

In present research, the self developed and standardized **questionnaire cum schedule** contains three sections. They are-

- i) **Demographic section:** gives information about the respondents relevant to the subject, including the standard demographic information about name, age, occupation.
- ii) **Information section:** respondents answer the questions as per required by the researcher. All questions are in relation to objectives of research project.
- iii) **Test section:** deals with the respondent's perceptions on Likert scale towards degrees and issues of media credibility.

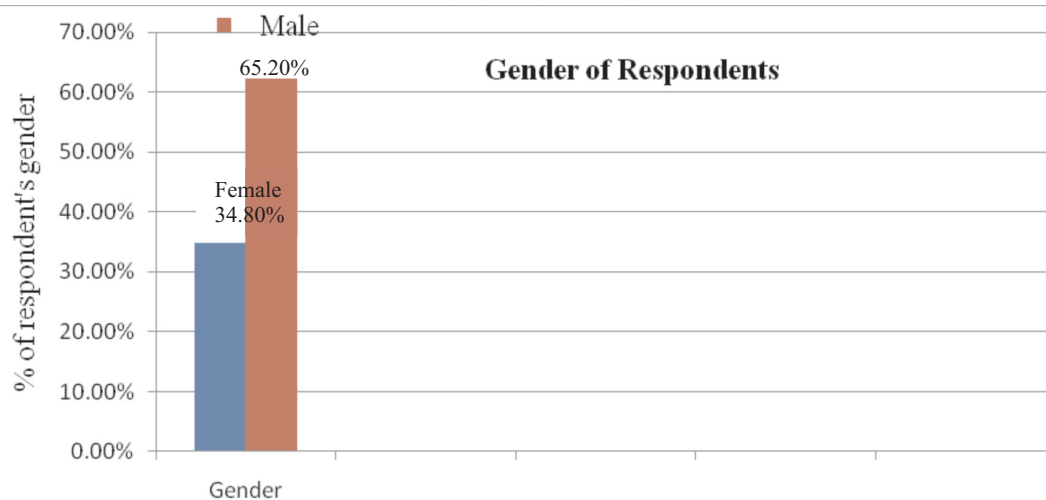
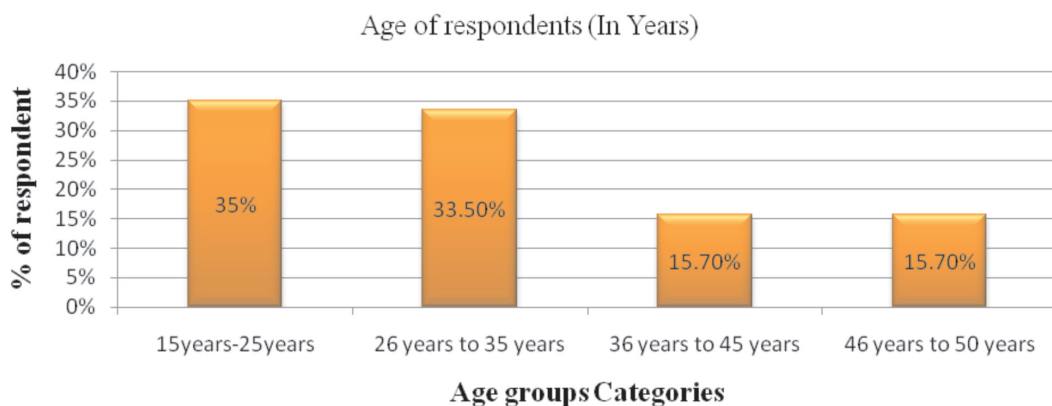
Data analysis

Data obtained were analysed by using SPSS software.

Interpretation and Discussion

“Table A” shows the *demographic characteristics* of respondents. In the present study, in all five demographic variables were taken into consideration, namely; age, gender, education, environment and occupation respectively. For the variable of age, four age groups were considered. Amongst which, the youngsters falling under the age group of 15-25 years represented biggest group of respondents (35%). Lowest number of respondents came from age group of 36-45 years and 46-60 years (15.7%) respectively. For gender, males (65.2%) surpassed the females (34.8%). Education, with many categories had maximum number of graduates (31.7%) and minimum number of technically educated (3.6%) respondents. From the point of view of geography and environment, rural and urban population was represented equally. Occupation wise, private-job holders were maximum (38.8%) and government servants were minimum (6.3%).

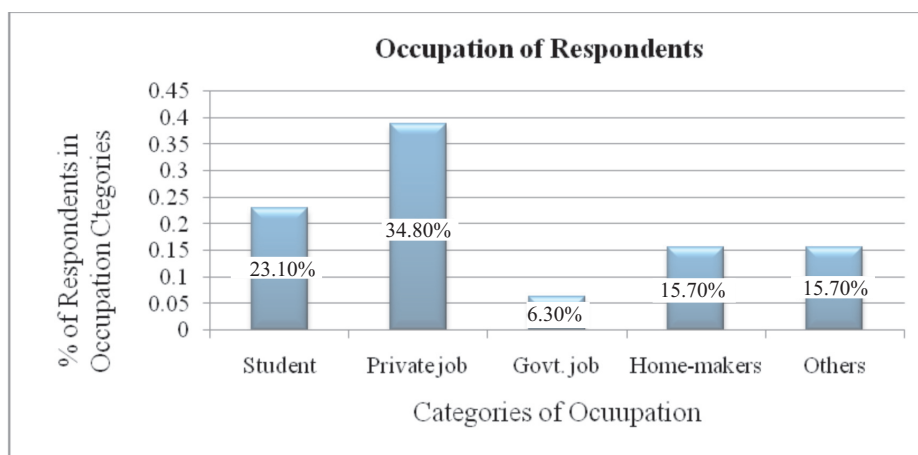
SN	Demographic Variable(s)	Category(s)								
1	Age (in years)	15-25		26-35		36-45		46-60		
		138 (35%)		132 (33.5%)		62 (15.7%)		62 (15.7%)		
2	Gender	Female				Male				
		137 (34.8%)				257 (65.2%)				
3	Education	Neo-literates	Primary	High school	Intermediate	Collegian	Graduate	PG	Technical Education	
		20 (5.1)	21 (5.3)	48 (12.2)	58 (14.7)	27 (6.9)	125 (31.7)	81 (20.6)	14 (3.6)	
4	Environment	Rural 199 (50.5%)				Urban 195 (49.5%)				
5	Occupation	Student		Private job		Govt. job		Home-makers		Others
		91 (23.1)		153 (38.8)		25 (6.3)		62 (15.7)		62 (15.7)



Gender Categories of Respondents

Occupation wise, private-job holders were maximum (38.8%) and government servants were minimum (6.3%). In all students were

33.10%, and homemakers were 15.70%. living environment of respondents was 50.50% rural and 49.50 % urban respectively.



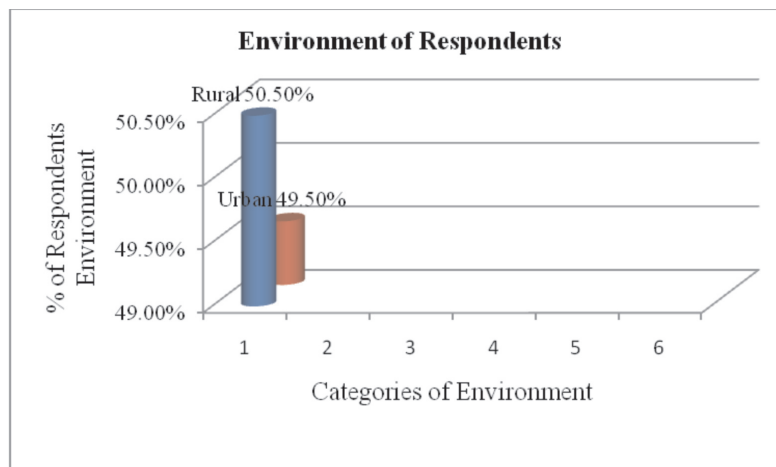


Table 1: Showing *Media availability* among respondents

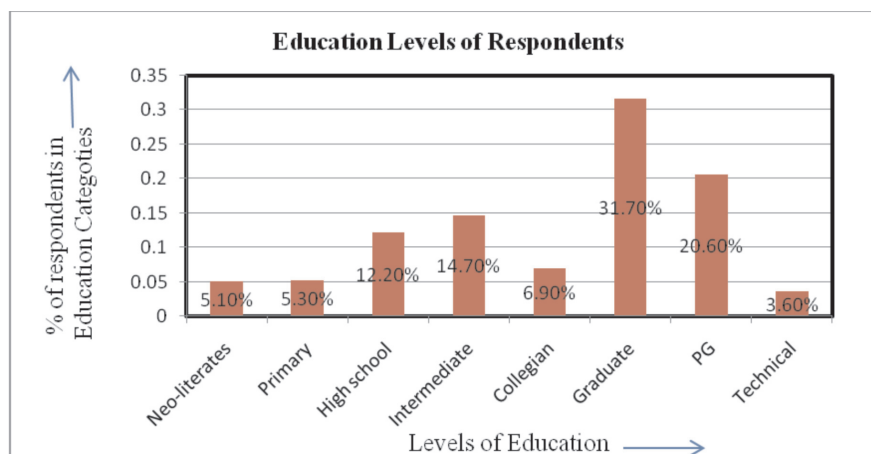


Table 1 shows the *availability of media* among respondents. As a whole, amongst all media, television (electronic media) is available to maximum respondents (93.1%), whereas radio, again (electronic media) is available to minimum respondents (48.7%). Conversely, maximum non-availability is of radio (51.3%) and minimum non-availability is of television.

Medium wise, newspapers are available to 89.8% of respondents and non-available to 9.9% of them. Radio is available to 48.7% of respondents and non-available to 51.3% of them. Television is available to 93.1% of respondents and non-available to 6.8% of them. Lastly, internet is available to 63.7% of respondents and non-available to 36.2% of them.

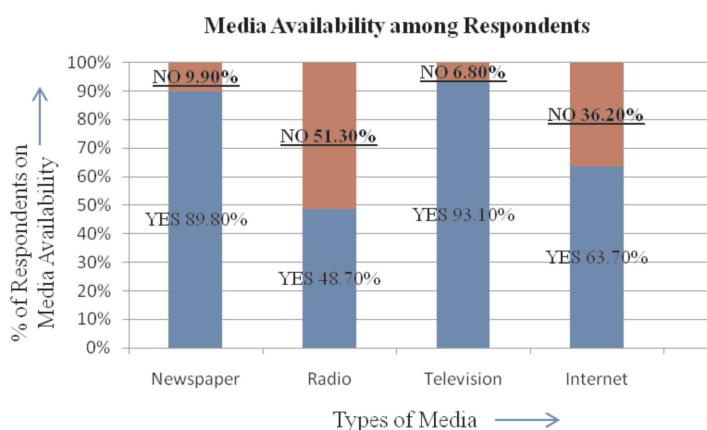


Table 2: Showing *Time spent* on various Media *per day* by the respondents

SN	Time spent (in hours) on Media				
	Media	1/2hour	1/2-01 hour	1-2 hours	More than 2 hours
1	Newspaper	217 (55.1)	106 (26.9)	41 (10.4)	30 (7.6)
2	Radio	69 (17.5)	45 (11.4)	211 (53.6)	69 (17.5)
3	Television	61 (15.5)	100 (25.4)	175 (44.4)	58 (14.7)
4	Internet	35 (8.9)	45 (11.4)	219 (55.6)	95 (24.1)

Table 2 shows the *time spent* on various media *per day* by the respondents. Mostly, newspaper readers spend half-an-hour, at-a-stretch on reading (55.1%) and hardly do they read more than two hours at-a-stretch (7.6%). Similarly, the radio audience spent one hour to two hours maximum (53.6%), listening to the radio and half-an-hour to one hour minimum (11.4%) for the same.

The television viewers spent one hour to two hours maximum (44.4%), watching the TV, and hardly did they watch for more than two hours at-a-stretch (14.7%). Internet users, logged-in maximum for one hour to two hours

(55.6%) and minimum for half-an-hour (8.9%).

Analysing further, newspaper readers spend half-an-hour to one hour, at second preference (26.9%) and one hour to two hours at third preference (10.4%) to read newspapers. Radio audiences spend half-an-hour and more than two hours at second preference (17.5%).

Television spectators watch it for half-an-hour to one hour, at second preference (25.4%), and only half-an-hour at third preference (15.5%). Similarly, internet users surf it for more than two hours at second preference (24.1%), and half-an-hour to one hour at third preference (11.4%).

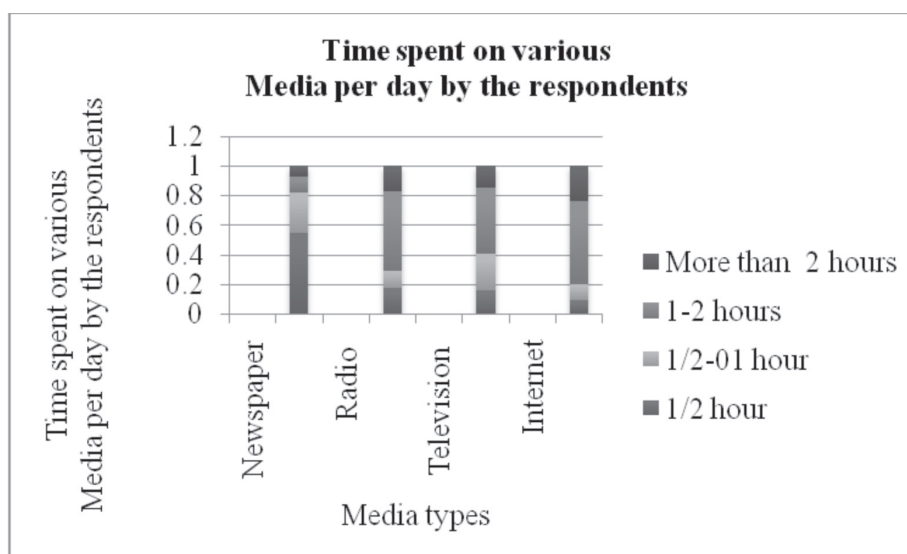
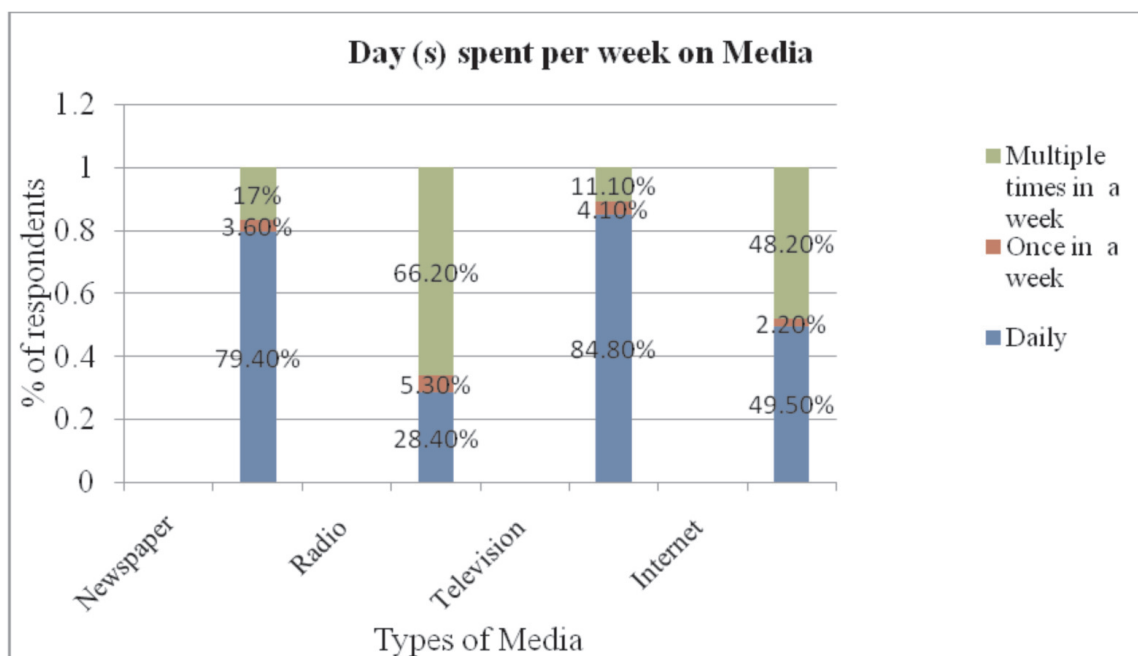


Table 3: Showing *Days* spent *per week* on various Media by the respondents

SN	Day (s) spent per week on Media			
	Media	Daily	Once in a week	Multiple times in a week
1	Newspaper	313 (79.4)	14 (3.6)	67 (17.0)
2	Radio	112 (28.4)	21 (5.3)	261 (66.2)
3	Television	334 (84.8)	16 (4.1)	44 (11.1)
4	Internet	195 (49.5)	9 (2.2)	190 (48.2)

Table 3 shows *days* spent *per week* on various media by the respondents. Overall, television viewers spend maximum time *daily* on it (84.8%) and radio audiences spend minimum daily time in listening to it (28.4%). Second daily preferred medium is newspaper (79.4%), and third is internet (49.5%). For the category of *once in a week*, the responses were almost same for all media. Radio is listened to *multiple times a week* the maximum (66.2%) and television is watched the least, multiple times a week (11.1%). Second multiple times a week is spent on internet (48.2%) and thirdly on newspaper (17.0%)

respectively. Analysing each medium, we may conclude that, newspapers are read maximum daily (79.4%), followed by reading multiple times a week (17.0), and least once in a week (3.6%). Radio is listened to maximum at multiple times a week (66.2%), followed by listening to daily (28.4%), and least once in a week (5.3%). Television is watched maximum daily (84.8%), followed by watching multiple times a week (11.1%), and least once in a week (4.1%). Respondents surf internet maximum daily (49.5%), followed by surfing multiple times a week (48.2%), and least once in a week (2.2%).



S.	Media	Purpose of using Media			
		Information	Education	Entertainment	Others
1	Newspaper	247 (62.7)	51 (12.9)	58 (14.7)	38 (9.6)
2	Radio	22 (5.5)	51 (12.9)	221 (56)	100 (25.3)
3	Television	66 (16.8)	81 (20.5)	182 (46.1)	65 (16.4)
4	Internet	82 (20.8)	70 (17.8)	69 (17.5)	173 (43.9)

Table 4: Showing *Purpose* of using various Media by the respondents

Table 4 shows the *purpose* of using various media by the respondents. In all there are four purposes selected, viz., information; education; entertainment and others. Newspapers are preferred the most for the purpose of *information* (62.7%), followed by internet (20.8%), television (16.8%) and, radio at the least (5.5%). Interestingly, respondents watch television, the most for the purpose of *education* (20.5%), followed by internet (17.8%) and then newspaper and radio, equally (12.9%). For the purpose of *entertainment*, radio is listened to the most (56%), followed by television (46.1%), internet (17.5%) and lastly newspaper (14.7%). For *other* purpose, internet was surfed the most (43.9%), followed by radio (25.3%), television (16.4%)

and lastly newspaper (9.6%).

Newspapers are used mostly for the purpose of information (62.7%), followed by entertainment (14.7%), followed by education (12.9%), followed by others (9.6%). *Radio* is listened to the most for the purpose of entertainment (56%), followed by others (25.3%), followed by education (12.9%), and lastly for information (5.5%). *Television* is viewed mostly for the purpose of entertainment (46.1%), followed by education (20.5%), followed by information (16.8%), and lastly for other purposes (16.4%). *Internet* is used mostly for other purposes (43.9%), followed by information (20.8%), followed by education (17.8%), and lastly for the purpose of entertainment (17.5%).

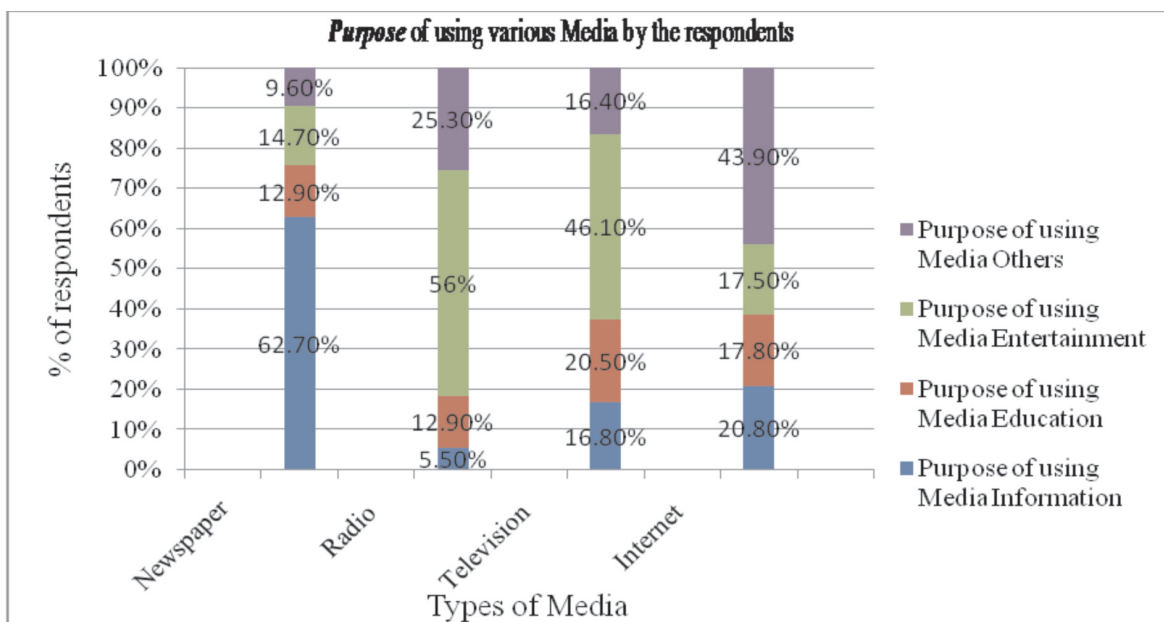


Table 5: Showing *Belief in content* of Media by the respondents

SN	Media	Belief in Content of Media				
		Very high	High	Low	Very low	Not at all
1	Newspaper	144 (36.5)	163 (41.4)	40 (10.2)	9 (2.3)	38 (9.6)
2	Radio	56 (14.2)	72 (18.3)	42 (10.7)	11 (2.8)	213 (54.1)
3	Television	117 (29.7)	170 (43.1)	62 (15.7)	16 (4.1)	29 (7.4)
4	Internet	97 (24.6)	73 (18.5)	47 (11.9)	12 (3.0)	165 (41.8)

Table 5 shows the *belief in content* of media by the respondents. Here, five categories of responses were taken, starting from “*Very high*” to “*Not at all*”. Newspapers are *very highly* believed with respect to the content (36.5%), followed by television (29.7%), followed by internet (24.6%) and lastly by radio (14.2%). Television is *highly* believed with respect to the content (43.1%), followed by newspaper (41.4%), followed by internet (18.5%) and lastly

by radio (18.3%). Television is *lowly* believed with respect to the content (15.7%), followed almost equally by internet, radio and newspaper (11.9%, 10.7%, and 10.2%).

All the media is almost equally *very lowly* believed. With respect to the category of *not at all*, radio tops the list of *not at all* believed (54.1%), followed by internet (41.8%), and followed by newspapers (9.6%) and television (7.4%).

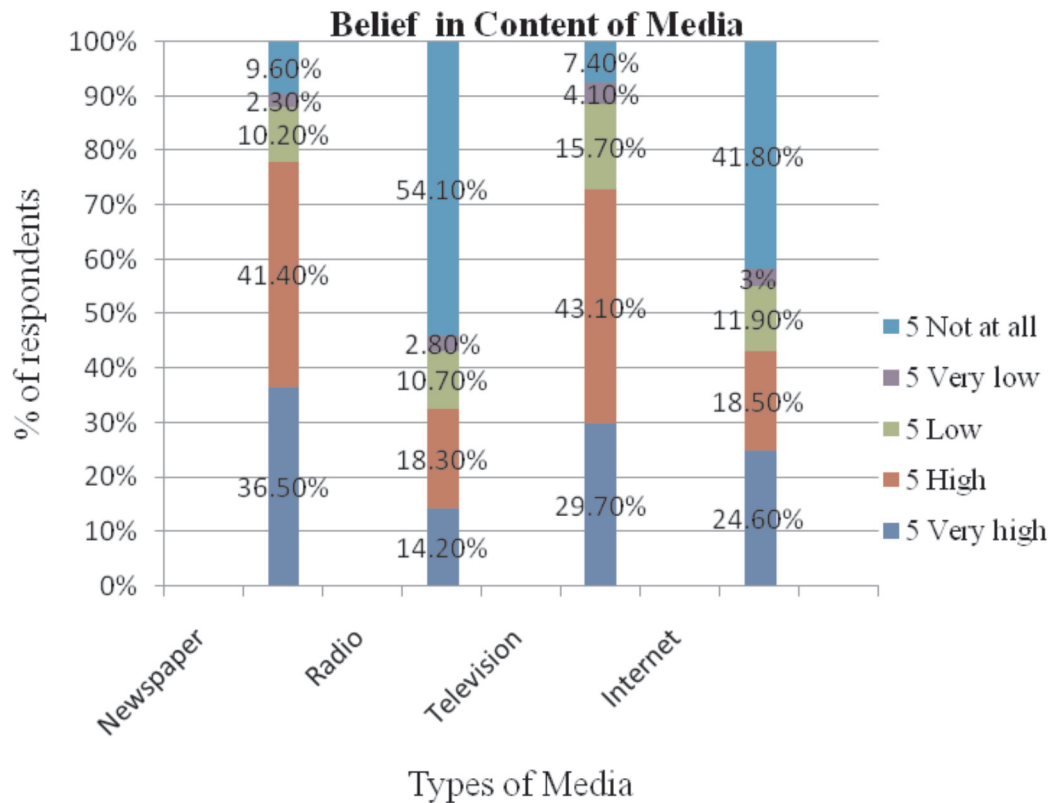


Table 6: Showing *Perspective* regarding information yielded by *Newspapers*

SN	Factor(s)	Perspective regarding information yielded by Newspapers			
		Very important	Important	Normal	Unimportant
1	Factual	45 (11.4)	169 (42.9)	129 (32.7)	51 (12.9)
2	Balance	54 (13.7)	112 (28.4)	156 (39.6)	72 (18.2)
3	Unbiased	54 (13.7)	143 (36.3)	124 (31.5)	73 (18.5)
4	Objectivity	69 (17.5)	86 (21.8)	137 (34.8)	102 (25.8)
5	Laden with responsibility	76 (19.3)	129 (32.7)	107 (27.2)	82 (20.8)

Table 6 shows perspective of the respondents regarding information yielded by newspapers. Overall five dimensions were rated along a four-point scale. The dimensions were, factual; balance; unbiased; objectivity and laden with responsibility respectively. The dimension of laden with responsibility was taken to be **very important** by maximum respondents (19.3%), followed objectivity (17.5%), and followed similarly by balance and unbiased (13.7%), and the least by facts (11.4%). The category of **important** is headed by factor of facts (42.9%), followed by unbiased (36.3%), followed by laden with responsibility (32.7%), followed by balance (28.4%), and lastly by objectivity (21.8%). Balance tops the list when **normal** perspective is considered (39.6%), followed almost similarly by objectivity (34.8%) and factual (32.7%). Further, are unbiased (31.5%) and laden with responsibility (27.2%). Objectivity is highly **unimportant** (25.8%), followed by laden with responsibility (20.8%), and followed almost equally by balance and unbiased (18.2% and 18.5%) and least by facts (12.9%).

The factor **factual** is important for most of the respondents (42.9%), followed by being normal (32.7%), followed by being unimportant (12.9%), followed by being very important (11.4%). The factor **balance** is normal for highest number of respondents (39.6%), followed by being important (28.4%), followed by being unimportant (18.2), and followed by being very important (13.7%). The factor **unbiased** is important for highest number of respondents (36.3%), and followed by being normal (31.5%), and followed by being unimportant (18.5%) and followed by being very important (13.7%). The factor **objectivity** is normal for highest number of respondents (34.8%), and followed by being unimportant (25.8%), and followed by being important (21.8%) and followed by being very important (17.5%). The factor **laden with responsibility** is important for highest number of respondents (32.7%), and followed by being normal (27.2%), followed by being unimportant (20.8%) and followed by being very important (19.3%).

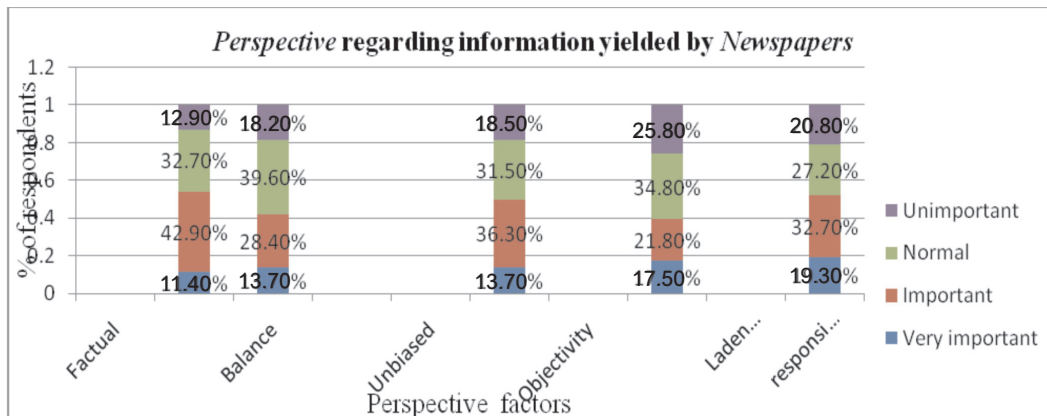


Table 7: Showing *Perspective* regarding information yielded by *Radio/TV* of the respondents

SN	Factor(s)	Perspective regarding information yielded by Radio/TV			
		Very important	Important	Normal	Unimportant
1	Trendy	243 (61.6)	121 (30.7)	27 (6.9)	3 (0.8)
2	Proximity	158 (40.1)	166 (42.1)	63 (16.0)	7 (1.8)
3	Vital	62 (15.7)	106 (26.9)	158 (40.1)	68 (17.2)
4	Human interest/Empathy	59 (15.0)	103 (26.1)	137 (34.8)	95 (24.1)
5	Contradictory	97 (24.6)	58 (14.7)	178 (45.1)	61 (15.4)

Table 7 shows perspective of the respondents regarding information yielded by radio/television. Overall five factors were rated along a four-point scale. The dimensions were trendy, proximity, vital, human interest/empathy and contradictory respectively. Trendy factor is responded to as *very important* by highest number of respondents (61.6%) and followed proximity (40.1%), followed by being contradictory (24.6%), and followed by being vital (15.7%) and the least by facts human interest/empathy (15.0%).

The category of *important* is headed by factor proximity (42.1%), followed by trendy (30.7%), followed almost similarly by being vital and human interest/empathy (26.1%) and (26.9%), followed by being contradictory (14.7%). *Normal* category of response is having highest number of respondents on contradictory factor (45.1%), and followed by vital (40.1%), followed by human interest/empathy (34.8%), followed by proximity (16.0%), least followed by the factor trendy (6.9%). *Unimportant* category is headed by human interest/empathy (24.1%), and followed by vital (17.2%), and followed by

contradictory (15.4%), followed almost similarly by proximity (1.8%) and trendy (0.8%).

The factor *trendy* is very important for most of the respondents (61.6%), followed by being important (30.7%), followed by being normal (6.9%), followed by being unimportant (0.8%). The factor *proximity* is important for highest number of respondents (42.1%), followed by being very important (40.1%), followed by being normal (16.0%), and followed by being unimportant (1.8%).

The factor *vital* is normal for highest number of respondents (40.1%), and followed by being important (26.9%), and followed almost equally by being unimportant (17.2%) and very important (15.7%). The factor *human-interest/empathy* is normal for highest number of respondents (34.8%), and followed by being important (26.1%), and followed by being unimportant (24.1%) and followed by being very important (15.0%). The factor *contradictory* is normal for highest number of respondents (45.1%), and followed by being very important (24.6%), followed by very unimportant (24.6%) and important (15.4%).

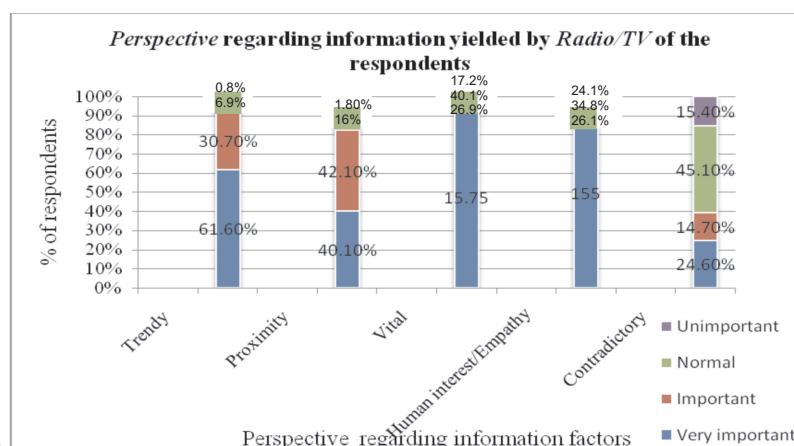


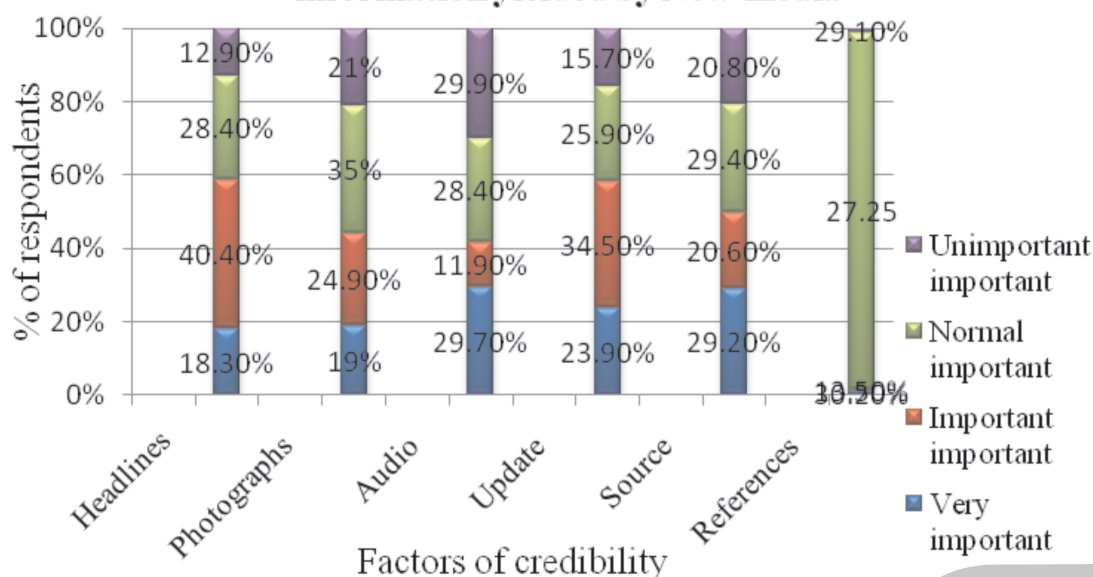
Table 8: Showing *perspective* of the respondents regarding *credibility* of information yielded by *New-media*

SN	Factor(s)	Perspective on Information Credibility by New-media			
		Very important	Important	Normal	Unimportant
1	Headlines	72 (18.3)	159 (40.4)	112 (28.4)	51 (12.9)
2	Photographs	75 (19.0)	98 (24.9)	138 (35.0)	83 (21.0)
3	Audio	117 (29.7)	47 (11.9)	112 (28.4)	118 (29.9)
4	Update	94 (23.9)	136 (34.5)	102 (25.9)	62 (15.7)
5	Source	115 (29.2)	81 (20.6)	116 (29.4)	82 (20.8)
6	References	119 (30.2)	53 (13.5)	107 (27.2)	115 (29.1)

Table 8 shows perspective regarding credibility of information yielded by new-media of the respondents. Overall six factors were rated along a four-point scale. The dimensions were headlines; photographs; audio; update; source and references. References; audio and source factors are almost equally responded to as *very important* by high number of respondents (30.2%; 29.7% and 29.2%), and followed by update (23.9%) and almost equally responded to and followed by photographs (19.0%) and headlines (18.30%). *Important* category is headed by headlines (40.4%), followed by update

(34.5%), followed by photographs (24.9%), followed by source (20.6%), followed by references (13.5%) and least by audio (11.9%). *Normal* response came highest for the photographs (35.0%), and followed by source (29.4%), closely and equally followed by headlines and audio (28.4%), closely followed by references (27.2%) and lastly followed by update (25.9%). *Unimportant* response came almost equally high for the audio (29.9%) and references (29.1%). Second in the responses are photographs (21.0%) and source (20.8), followed by update (15.7) and headlines (12.9%).

Perspective of the respondents regarding credibility of information yielded by New-media



Factor-wise, **headlines** have been responded to the most on important (40.40%), followed by normal (28.4%), followed by very important (18.3%) and followed by unimportant (12.9%). **Photographs** have been responded to the most on normal (35.0%), followed by important (24.9%), followed by unimportant (21.0%) and followed by very important (19.0%). **Audio** have been responded to the most equally on unimportant (29.9%), very important (29.7%), normal (28.4%). They are followed by important (11.9%). **Update** factor have been responded to

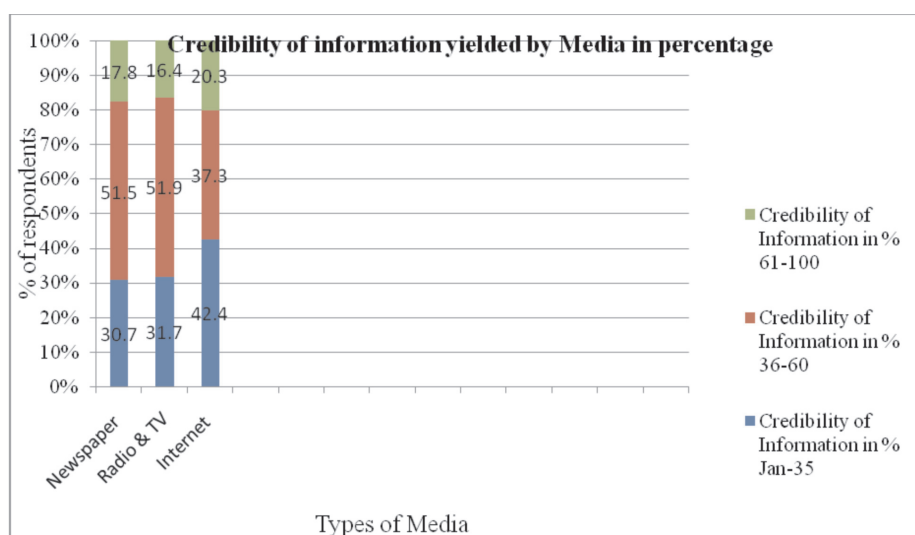
the most, as important (34.5%), followed by normal (25.9%), followed by important (23.9%), followed by unimportant (15.7%). **Source**; have been responded to the most; equally on normal (29.4%) and very important (29.2%), followed almost equally by unimportant (20.8%) and important (20.6%). **References** have been responded to the most; equally on very important (30.2%) and unimportant (29.1%), followed closely by normal (27.2%) and important (13.5%).

Table 9: Showing *credibility* of information yielded by *Media* in percentage

SN	Medium (s)	Credibility of Information in %		
		1-35	36-60	61-100
1	Newspaper	30.70	51.50	17.80
2	Radio & TV	31.70	51.90	16.40
3	Internet	42.40	37.30	20.30

Table 9 shows *credibility* of information yielded by various *mediums* in percentage. For the sake of it, three divisions of percentage were made, 1%-35%; 36%-60% and 60%-100% respectively. For print media, **newspapers** were highest credible from second category (51.50%), followed by first category (30.70%) and third category (17.80%). Electronic media (**radio and**

television) was responded to the highest in second category (51.90%), followed by first category (31.70%), and third category (16.40%). New media (**internet**), was responded to the highest in first category (42.40%), followed by second category (37.30%), and followed by third category (20.30%).



For the **first category** internet users were found most credible (42.40%), almost equally followed by radio & television (31.70%) and newspapers (30.70%). For the **second category**, print and electronic media was found almost

equally credible (51.50% and 51.90%), followed by internet (37.30%). For the **third category**, internet was found highly credible (20.30%), followed almost equally by newspapers (17.80%) and radio & television (16.40%).

Table 10: Showing *credibility* of various news *sources*

SN	Sources	Credibility of Source(s)	
		Frequency	Percentage
1	Reporters	152	38.6
2	News agency	102	25.9
3	Internet	64	16.2
4	Citizen reporters	47	11.9
5	Others	29	7.3

Table 10 shows credibility of various news sources. **Reporters** top the list (38.6%), followed by **news agency** (25.9%), and followed

by **internet** (16.2%), followed by **citizen reporters** (11.9%), and finally followed by others (7.3%).

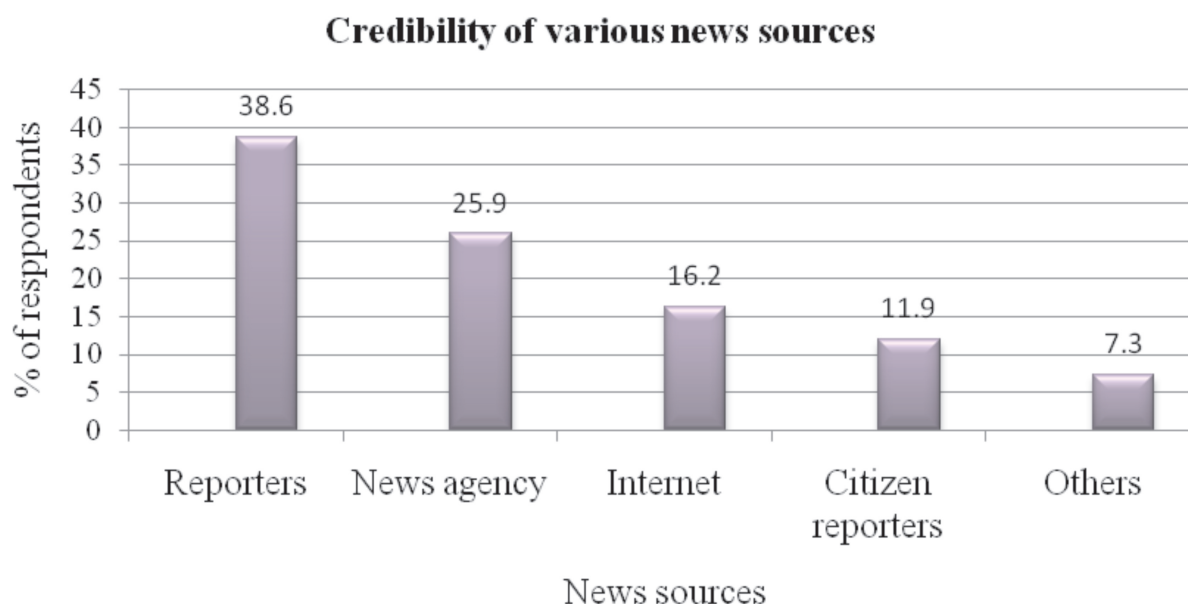


Table 11: Showing opinion of respondents regarding correspondent/anchor/reporter's *presentation* of news

SN	Parameter(s)	News presentation opinion	
		Numbers	Percentage (%)
1	Subject expert	131	33.2
2	Less knowledgeable	30	7.6
3	Scholar	79	20.1
4	Reliable	56	14.2
5	Democratic	17	4.3
6	Unbiased	42	10.7
7	Secular	8	2.0
8	Dominating	6	1.5
9	Others	25	6.3

Table 11 shows opinion of respondents regarding various parameters of news presentation by correspondent/anchor/reporter. The parameter of *subject expert* is taken to be most important aspect of presentation by the respondents (33.2%), and followed by scholar

(20.1%), followed by reliable (14.2%), followed by unbiased (10.70%), followed by less knowledgeable (7.6%), followed by others (6.3%), followed by being democratic (4.3%), followed by being secular (2.0%), and least followed by being *dominating* (1.55%).

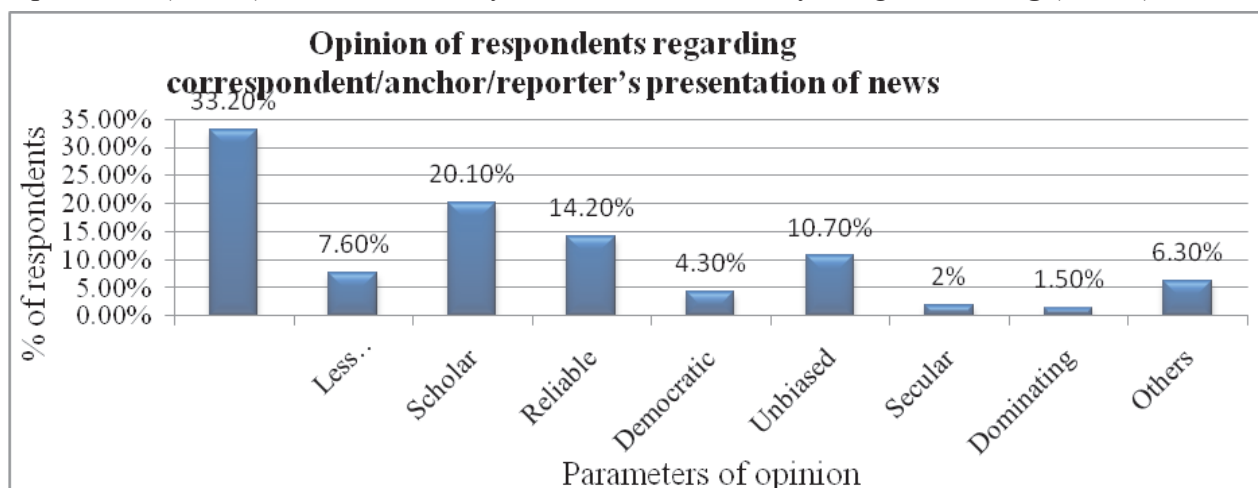


Table 12: Showing *opinion on credibility* factors of Media

SN	Media	Opinion on credibility factor of Media			
		Reporter	Content	Presentation	Rule
1	Newspaper	55 (13.9)	145 (36.8)	137 (34.7)	57 (14.4)
2	Radio	170 (43.1)	95 (24.1)	59 (14.9)	70 (17.7)
3	Television	72 (18.2)	182 (46.1)	73 (18.5)	67 (17.0)
4	Internet	143 (36.2)	62 (15.7)	128 (32.4)	61 (15.4)

Table 12 shows opinion on credibility factors of media. **Reporters** are given highest credibility for medium of radio (43.1%), followed by medium internet (36.2%), followed by medium television (18.2%), and finally for newspaper (13.9%). **Content** is most credible factor for television (46.1%), followed by medium of newspaper (36.8%), followed by medium of radio (24.1%), and finally by internet (15.7%).

The factor of **presentation** is attributed the highest credibility for medium of newspaper (34.7%), closely followed by medium of internet (32.4%), followed by medium of television (18.5%), finally followed by medium of radio (14.9%). **Rules** are given highest credibility by medium of radio (17.7%), followed almost similarly by medium of television (17.0%) and

medium of internet (15.4%), and closely by medium of newspaper (14.4%).

Newspaper as a medium is given highest credibility almost similarly on the factors of content (36.8%) and presentation (34.7%), followed almost similarly by rule (14.4%) and reporter (13.9%). **Radio** as a medium is given highest credibility for reporters (43.1%), followed by content (24.1%), followed by rule (17.7%), and followed by presentation (14.9%).

Television as a medium is credited highest on content (46.1%), followed almost similarly by presentation (18.5%) and reporter (18.2%), followed closely in the end by rule (17.0%). **Internet** is responded to most credible on factor of reporter (36.2%), followed by presentation (32.4%), and followed almost similarly by content (15.7%) and rule (15.4%).

Opinion on credibility factors of Media

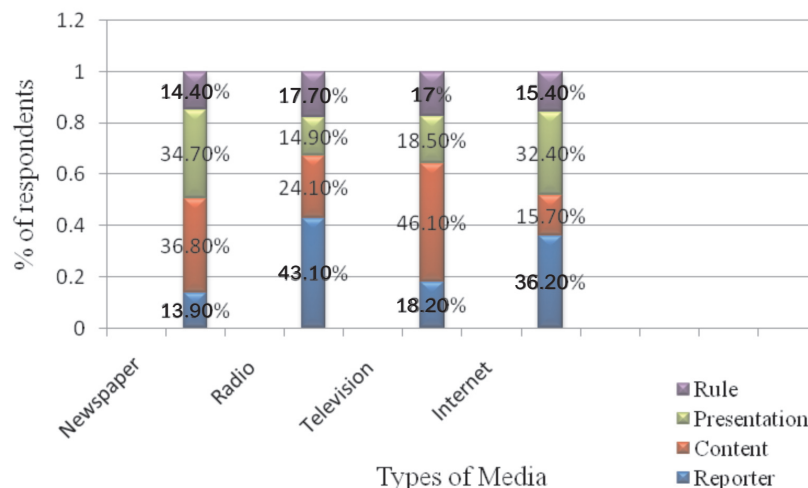


Table 13: Showing opinion on importance of Media credibility

SN	Statement(s)	Response(s)	
		Frequency	%
1	Media mirrors society. It must be factual, true, aware and highly credible.	257	65.2
2	Media should not spread negativity.	54	13.7
3	Media should participate in social development.	55	13.9
4	No answer	28	7.1

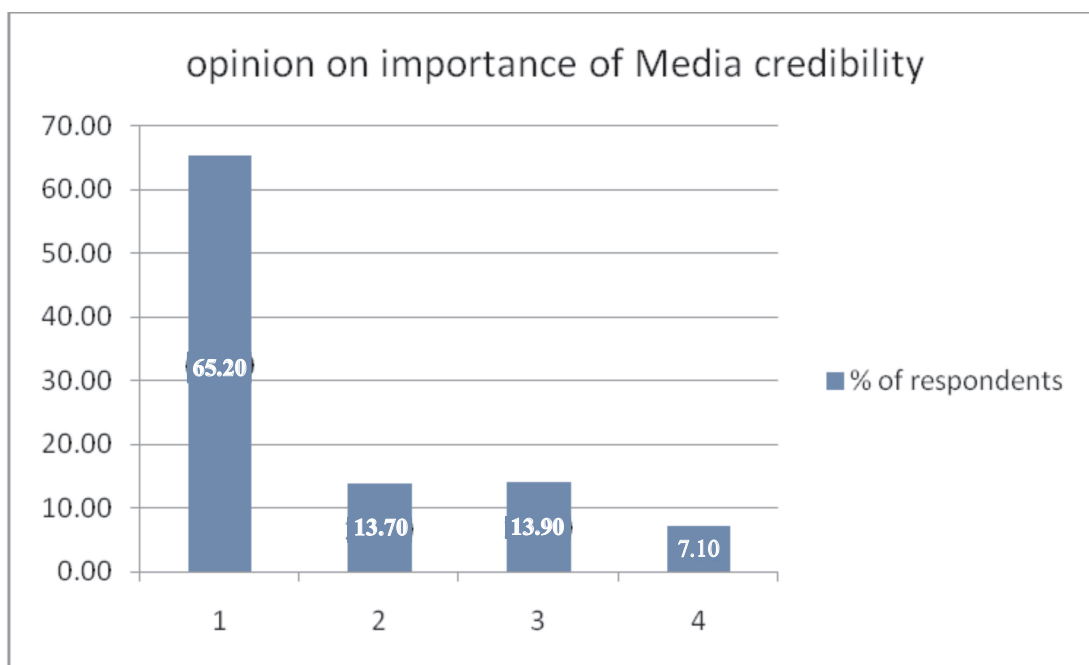
Table 13 shows responses on the opinion on importance of media credibility. The responses, which this table represents, were on an open-ended question. The responses were divided into four types, qualitatively and then they were coded

to quantify the data.

The result is analysed as, the response that “*media mirrors society. It must be factual, true, aware and highly credible*”, was given highest weightage (65.2%), followed by “*media should*

not spread negativity” (13.7%), and followed by “media should participate in social

development” (13.9%), lastly with no answer (7.1%).



Findings of the Study

Television and newspaper are available to respondents in abundance as compared to internet and radio.

Internet surfing heads all media for time spent on different media per day by the respondents (55.6%) for the duration of one to two hours, followed by newspaper reading for half-hour (55%), followed by listening to radio (53.60%) for one to two hours, followed by watching television (44.4%) again for one to two hours consecutively.

In the days spent per week on various media by the respondents, television tops the list by having maximum viewers (84.8%) per day, followed by newspaper readers (79.40%), and followed by radio listeners (66.2%) multiple times a week, followed by internet surfers (49.5%) daily.

Respondents use newspapers the most for the purpose of getting information (62.7%), radio

and television for the purpose of entertainment (56%).

Highest credibility is endowed to television contents (43.1%) as high belief, followed by newspaper contents (41.4%) again as high belief, followed by internet contents (24.6%) as very high belief and lastly on radio content (18.3%) again as very high belief respectively.

For the perspective regarding information yielded by newspapers factuality is important (42.9%), followed by normal balance (39.6%), followed by importance of unbiasedness (36.3%), followed by normal objectivity (34.8%), finally importantly perceived as laden with responsibility (32.7%).

For the perspective regarding information yielded by electronic media (radio and television) trendiness is perceived to be very important (61.6%), followed by being contradictory, normally (45.1%), followed by

proximity (42.1%) being important, followed by information being vital (40.1%) normally and also the same for human interest and empathy (34.8%).

The perspective of respondents on credibility of information yielded by new-media is very important for references (30.2%) and audio (29.7%), important for headlines (40.4%) and updates (34.5%) and normal for photographs (35%) and source (29.4%).

The credibility of information yielded by media (in percentage) is moderate for print and electronic media and low for new media.

Reporters are most credible source of news (38.6%) and citizen reporters are considered least ones (11.9%).

For the parameter regarding correspondent/ anchor/reporter's presentation, subject expert is found as most important (33.2%) and dominating presenter as least preferred one (1.5%).

For the credibility factors of media, television content is mostly credited (46.1%), followed by radio's reporters (43.1%), followed by newspaper content (36.8%) and finally by new media reporters (36.8%).

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