

The Factors Predicting Credibility of News in Social Media in Thailand

Ekapon Thienthaworn

Abstract—This research aims to study the reliability of the forecasting factor in social media by using survey research methods with questionnaires. The samples were undergraduate students in Bangkok by using the multi-stage random sampling for 400 sampling. The data analyzed using descriptive statistics and inferential statistics will provide. The research found that most of respondent exposure the news by social media at the high level. The factors that determining the credibility of the news on social media is the media and content are in the high level. While the overall of the credibility of the news in social media is moderate at the average level. The regression analysis to identify the factors that predict only the media and the content have impact to the reliability of undergraduate students at a significant level. The second factor can predict the reliability of the news in social media are social variables that influencing in the highest level.

Keywords—Credibility of news, behaviors and attitudes, social media, web board.

I. INTRODUCTION

IN rapidly communications technology changing. The global information society infrastructures is valuable. Moreover, the people who have more complete information will get the advantage because of the old technology cannot respond them. The social media is the new technology that the people sharing in various forms to the audience in the online network. The interaction between senders and receivers is a form of communication that people satisfies. So now the social network is popular that the traditional media like newspapers, radio and television broadcasting. Especially the emergence of smart phones and tablet computers that have the ability to link with the internet and multimedia features in portable computers. Therefore the social network technology it will become very famous within among of the teenage user. [1]

These challenges have been discuss in the in mass communications concept that news organization must come to repent of the basic principles of journalism. Aspiring net network executives said in a seminar on 60th anniversary. Currently, there are so many competitors, media, media must not be struck that consumer news as their sole anymore. A trust must be created, because the most are studying the reliability of non-news general information. Therefore, the education factor predicts the reliability of news on social media, it will be very useful for the band, journalism and mass communication in the news media, the acceptance of consumers and the knowledge base for research and teaching, for the next journalism side.

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II. LITERATURE REVIEW

A. Technology Determinism Concept

The theory is defined by the technology (Technology Determinism) believe that technology is the main reason to driving positive change happen in society by cool features of the concept of group theory is as follows:

1. Communications technology is the Foundation of all societies.
2. Each type of technology, it is suitable to form a structure of each society.
3. Stages of the production and use of communications technologies is a leading of the changes of the society.
4. The revolutionary changes in communications technology will be a revolution in social change.

Theorists is determined by the basic concept is the communication technology that technology can help expand the human experience, which are interested in analyzing microstructure level is the individual's experience in the media that came with the involved all kinds of human experience is the experience of human expansion. Starting from mail that we can talk to people far away in media formats until the letter is a phone that makes it talk in the form of audio media. Specifically, it has expanded into electronic media many people can go to learn about anywhere (Space) within a quicker time (Time). The emergence of the live via satellite people who stay away from the event, regarded as the tens of thousands of miles. (Space) have seen the events that occurred during the real time. [2]

The Development of communication technology in the current era make the barriers of time and distance in a story that is meaningless because it could not block the human experience anymore because the changing of the media impact to the human experience.

The Major features of the new media will continue to effect the change of human experience and changes in society, there are 3 reasons.

1. Originally

The media interactivity characteristics features must interactive communication between the two parties would then exist but only in face-to-face communication between individuals only, (Face to Face Communication) if you begin with the use of any form of mediation related the characteristic will sudden response immediately, but in the modern media,

social media can generate the condition and makes the dimensions of each check and these side communications change significantly.

2. The individualize of the characteristics of original format will communication media to create groups of recipients and the communication is mass for everyone, but the more days the advancement of communication technologies, users can choose to use the substances, according to their time and place. A simple example such as to view the list of backward through social media, online, YouTube, which will select a viewing at any time, at any place.

3. The Characteristics of new communication features of new media it can be divided into the sections like short news every hour by the recipient, and the substance must be attributed it. The potential of media that can be stored with information, news, and how to archive news can also be excluded in that. Therefore it can be concluded that social media is a new media, which are especially popular format of communication and human experience. Social media online which the research raises in this work refers to the media share messenger substances, which are in a different format to the recipient through an online network by interactive between users and recipients of the substance and developed a dynamic of the World Wide Web. focus on letting users engage in creative things on the site, and can interact with the data that is contained on the Web site, and users can create content (Content)exchange and distribution of information on an individual or group level as a society in the world to the internet.[3]

The Classification of social media be classified by their roles as follows.

1. Social networks is a social media the development of virtual society of friendship (Friends), and the interaction with mutual information sharing has become a network.

2. Blogs is a private web site that is written and published the story of the author to make someone interested in these stories to post into a society of readers to comment in the story, that author of the post into the blog.

3. Video and photo sharing is the primary purpose in publishing photos and videos, which are easy to process, in to the post of photo or video, then viewers can comment.

4. Chat rooms and message boards is a social media service for people interested in the same things or for meeting and talking on the online world.

5. Online news services similar to a chat room, but will be used to send the email and send information or exchange of knowledge within the group of members who have registered.

6. Wiki is a website that anyone can edit and update the information contained in the wiki.

7. Social bookmarks is a service that can be used to store various favorite webpage user or interested. It works just like a bookmark but the stored content will be shared to other users.

B. The concept about the Reliability.

The reliability of a study to get recognition in the sense that the trust or accepted much start with a study about the change of attitude of the recipient in order to convince

communications. Most of the people with high credibility have the ability to convince the mind more than those who have low reliability that the use of messengers with high reliability in the eyes of people exposure to achieve communication rather than use messengers with lower reliability. To study the influence of the Act directs the contact by a comparison between the data source that is reliable with a data source that does not have credibility by using quotation marks or the same continuous sources it will change in people's comments more than a data source that does not have credibility. It appears that sources are reliable substance can induce better sources of substances that have no credibility. The Element of the reliability of the source of evaluation have three factors are found. 1. Factors related to creating warmth users will have to qualify for this feature. Follows the good heart (Kind) with others (congenital) do not conflict (Agreeable) There is a possibility of friend worthy unselfish, Justice, and forgiveness, courtesy, cheerful and have a moral, patient, calm and also unbiased. 2. Qualification factor are mainly let the weight of knowledge, abilities, expertise, experience, messengers, such as experienced on either experienced, personnel trained with intelligence, accuracy. 3. The dynamic factor side, this involves fluency. Anxious to of not sluggish. His messengers such as offensive aggressive and dare to active, fast, depth, agility, modern (Up-to-Date) and believe that the credibility of the messenger has several dimensions that get recognized with credibility in the different guidelines by dimensions that are given priority and were most competency description and reliability (trustworthiness).[4]

III. METHODOLOGY

Research Design

This study is a quantitative research by survey methods measuring single a questionnaire as a tool to collect information by providing sample respondents. Then put the results analyzed to find a conclusion, according to the guidelines, the details are as follows:

Instrument

This research study using the questionnaire as a tool to collect data then apply retention results analyzed in order to find a conclusion, according to the guidelines of the objective by all queries consist of 4 sections as follows:

Part 1 Questions about the basics of sample questions, only to see the sex distribution of the information. Demographic information is not stored by others because they were not contained in the research hypothesis.

Part 2 Questions about the frequency of exposure types of news via social media by using Likert scale model 5-Pointed, according to the type of social media in each category with scoring the answers.

Part 3 Questions about your comments on the factors that influence the reliability of the news on social media. Ask opinions of users regarding content and the media that influence the reliability of the news on social media.[9]

Quality Testing Tools.

Researchers have tested by queries to update the questions sections to achieve a measure of direct (Validity) and precision values (Reliability). As follows:

Step 1: test of the (Content Validity).

Researchers have released a questionnaire to experts in the industry, communication arts for 3 person to approve the conformity between the question of the content (IOC: Index of item objective congruence).

IOC value show + 1 in the case to ensure that the questions measure consistent with the objective then, researchers have taken all data averaging and updated with an average score 0.50 until 0.66.

Step 2: test the Reliability, and researchers have released a questionnaire the number of 30 sets. Then test with Coefficient alpha from Cronbach's testing found that the question about the factor of messengers have a confidence value to 0.85 until 0.90 confidence and valuable questions about media factor has a value of 0.82 confidence, all of which have a confidence value exceeds 0.7, so that the precision of the standard level.[5]

Data Analysis

The descriptive statistics will provide the distribution of frequency, the percentage value, average and standard deviation of data. To explain the basics of the sample group from the social media opinions and the media that influence the reliability of the news on social media also the overall trust level per social media news.

The research conceptual framework is shown in Fig. 1.

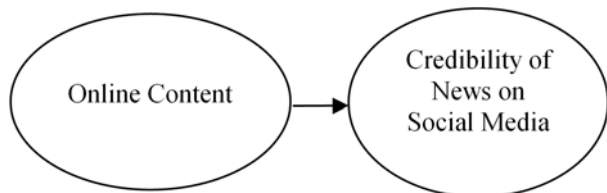


Fig. 1 Research Conceptual Framework

IV. FINDINGS

In this section the study about the demographic characteristics of the sample group will presenting the results of a variable-frequency distribution of respondents by using frequency and percentage values. The result show the data concerning the population of sample number of 400 persons when classified by gender, found that most women 71.5 percent and 28.5 percent males.

Result about the news through social media

TABLE I

THE AVERAGE AND STANDARD DEVIATION OF THE EXPOSURE THROUGH SOCIAL MEDIA.

Type of Social Network Media	\bar{x}	S.D.
1. Social Network	4.85	.47
2. Blog	1.93	1.45
3. Micro Blog	2.95	1.77
4. Chat Program	4.69	.79
5. Sharing Photos	3.99	1.33
6. Sharing Video	4.11	1.31
7. Web board	3.31	1.35
Total	3.69	.70

It found that the sample average exposure news through social media by the overview =3.69 when considered as a text list found that social networks = 4.85, voice call = 4.69 , share the video = 4.11, share data = 3.99, Web Board is moderate = 3.31, micro-blogging is moderate = 2.95 and a blog at least = 1.93, respectively.

TABLE II

THE AVERAGE AND STANDARD DEVIATION OF SAMPLE CONTENT FACTOR USED TO DETERMINE THE RELIABILITY OF THE NEWS ON SOCIAL MEDIA.

Factors Content	\bar{x}	S.D.
1. The news is accurate according to reality.	4.02	.95
2. The news with fairness to all parties.	3.82	1.02
3. News no interference or bias reviews.	3.70	1.16
4. News of faster events.	4.11	.83
5. The news depth exhaustive.	3.84	1.00
6. Easy to understand concise language news.	3.94	.90
7. News of grammatically correct language.	3.71	.98
8. The news cites clear.	3.90	.98
9. The news date is specified clearly.	4.07	.83
Total	3.90	.72

Table II finds the average of the online content that determine the reliability of the overall news is on height levels (= 3.90) when considering a list of messages found that news is very fast and up to date in height level (= 4.11) , the news that is clear on height levels (= 4.07),the news is accurate and truly = 4.02, easy to understand and concise language of the news on height levels = 3.94 , news source references is apparent on height levels = 3.90 , news with a depth of detail level = 3.84, news are fair to all parties are on height levels, (= 3.82, news are grammatically correct language at height level =3.71 and there is no interference or bias at level =3.70, respectively.

This Predicts The Reliability of News On Social Media.

Data analysis now leading the independent variables include the media factor, and a factor of the recipients of the substance. The multiple regression analysis based on the priority of the imported variables, equations, (Stepwise Multiple Regression) results as follows:

TABLE III
 MULTIPLE REGRESSION ANALYSIS BETWEEN THE FACTORS OF THE MESSENGERS FACTOR CONTENT THE MEDIA FACTOR, AND A FACTOR OF THE RECIPIENT WITH ALL THE RELIABILITY OF THE NEWS ON SOCIAL MEDIA.

The independent variables.	Unstandardized Coefficients		standardized Coefficients	t	Sig.	Durbin-Watson
	B	Std. Error	Beta			
The constants	1.155	.247		4.673*	.000	1.890
The media factor.	.351	.069	.277	5.105*	.000	
Factors Content	.193	.057	.183	3.370*	.001	
R= .405/ Adjusted R ² = .160/ F= 38.949*, Sig= .000, $p \leq 0.05$						

The Analysis of the factor in forecasts of the messenger factor and the recipient of the media. The trust in content from the social media news only have impact to forecast the reliability of news on social media at the significance level at 0.05 which means the value of a variable, including 2 independent, it is appropriate to use the regression equation analysis of both factor content and media. Can share the reliability of the forecasts to the news on social equal 16 percent by a variable that has the highest influence is a factor of the media content. Both these variables which influence positively your trust in social media news.[6]

V. CONCLUSION

From the research found that the average sample exposure news through social media at height levels. When considering a text list, found that average of the social networks is the second-most are chat programs, share videos and photo sharing web board, Micro-blogging and blogs respectively. The average value of factor of the messengers that samples are used to determine the reliability of the news in the overall social media is height level. When considering a list of messages that are published, reputable organizations the average is the second. The most are publishers specializes in news about the content. [7]The Publisher of the news have direct affect to the experience with the content such as the publisher of the news has a reputation for personal or affiliated organizational, the famous publisher and news are undertaking the associated interactions with the recipients of the substance respectively. The average of the sample content factor used to determine the reliability of the news in the overall of social media at the height level when considering a list of variable that are found are fast news average is the high level, the second-most news is up to date and clearly follow by the news is accurate according to reality, easy to understand and concise language, there are news references clear and deep detail.[8]The news with fairness to all parties, and there is no interference or bias opinion, respectively.

Additional the studies show that there is only a factor of media and content, only to have the impact to reliability of undergraduate students in Bangkok at the significance level at 0.05, therefore, the assumption that the factor of the messengers factor can forecasting reliability of undergraduate students in Bangkok. These factor between content-sharing factor can predicts the reliability of news on social media for 16 percent

by a variable that has the highest influence is a factor of the media content and positively your trust in social media news.[9]

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