

**YOUTH'S PERCEPTION TOWARDS THE CREDIBILITY OF *HARIAN METRO***

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Ybhg. Prof,

**LAPORAN AKHIR PENYELIDIKAN “YOUTH’S PERCEPTION TOWARDS THE  
CREDIBILITY OF *HARIAN METRO*”**

Merujuk kepada perkara di atas, bersama-sama ini disertakan dua (2) naskah laporan bagi penyelidikan di atas dan satu (1) salinan softcopy dalam bentuk CD untuk dikemukakan kepada UiTM seperti yang diminta.

Sekian, terima kasih.

Yang benar,

**NOR RAIHAN ABU BAKAR**  
Ketua Projek

## **Proposed Executive Summary**

The issue of credibility has been a major challenge for the media. Accuracy and reliability are elements that are highly sought after by the people who are interested in news from the media. Credibility has also become a key factor for a medium to become acceptable to its consumers

The core of credibility is trustfulness which builds an audience's trust and identification toward a newspaper (Guo et. al, 2010). Some of the long-standing media credibility combine the concepts of believability, accuracy and depth of information to measure and confer credibility on news items. Hard news which focusing on event oriented, major issues and affects policy are perceived more credible than the soft news (Miller and Kurpius, 2010).

As a tabloid style newspaper, Harian Metro devotes much of it stories to soft news which is described as sensational and entertainment. This has sparked questions on whether these criteria are considered by the public as credible. Since the newspaper has maintained the overall newspaper readership in Malaysia, it is deemed necessary to find out on whether public has fully trusted the tabloid. An investigation on whether public rationalize the newspaper to pass judgment and decide to accept the content of the news items is crucial in understanding the perceived credibility of the newspaper.

In this study, we propose to investigate perceived credibility of young adult readers of Harian Metro in term of news article and news sources. This is carried out by a questionnaires survey that will be distributed to consumers between the ages of 20-40, the stage where every nation believes that they play significant role for its future. This study will be delving at these research questions on understanding the young adult perception on the credibility of Harian Metro.

1. What are the perceptions of young adult readers towards source credibility of Harian Metro?
2. What are the perceptions of young adult readers towards message credibility of Harian Metro?

## Enhanced Executive Summary

The issue of credibility is a never-ending challenge for the media. Accuracy and reliability are elements that are of great importance to those interested in news from the available media. Credibility is also another key factor for a medium to be acceptable to its consumers. The core of credibility is trustfulness that shapes an audience's confidence and identification toward a newspaper (Guo et. al, 2010). Some of the long-standing media credibility combine the concepts of believability, accuracy and depth of information to measure and confer credibility on news items. Hard news which focuses on significant events, major issues that influence existing policies are perceived more credible than soft news (Miller and Kurpius, 2010). As a tabloid-style newspaper, *Harian Metro* devotes much of its stories to soft news immensely laced with sensationalism and entertainment. Ehrlich, Flexner, Carruth & Hawkins (1980) defines tabloid as a newspaper (usually containing numerous pictures) printed on sheets that are half the size of larger newspaper and it is such a newspaper containing sensational news. Since *Harian Metro* is currently ranked first in newspaper readership in Malaysia, this has sparked questions on whether these criteria are considered by the public as credible. It is considered necessary to find out whether the public completely trust the tabloid. An investigation on whether the public rationalize the newspaper to pass judgments and decide to accept the content of the news items are crucial in understanding the perceived credibility of *Harian Metro*.

The main objectives of this study are to identify youth's perception towards source credibility and message credibility of the newspaper. In this study, we shall explore perceived credibility of youth readers of *Harian Metro* in terms of news articles and news sources through a survey in which questionnaire forms were distributed to readers aged between 20 to 40 years old, a segmentation of a society in any nation who reckoned they are the significant group in outlining the future of their country. This research clarifies an uncertain perception towards source and message credibility among the youth who reads *Harian Metro*.