

UNIVERSITI TEKNOLOGI MARA

**THE TRUST OF INFORMATION
USAGE AMONG THE COMMUNITY
LEADERS**

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ABSTRACT

This thesis presents research on the trust of information usage that affects the people's values of political objects such as the political system, government agencies, or any policies that are issued by the government. The research contains a few independent variables such as media content, quality of service, and information culture. Meanwhile, information usage is valued as the dependent variable. The findings show that the majority of the leaders are over 46 years old and many only have PMR and SPM certifications. The findings show the respondents' positive perception towards all variables. The respondents place importance in the authenticity of media content and also highly agree that social media has facilitated government agencies in information delivery to the public. For the information culture construct, a majority of the respondents says that they always check the information before disseminating. Besides that, they also agree that their information usage is adequate for them to make any decisions related to their task. All the independent variables show a contribution to the dependent variable of trust in information politics value and the quality of service has shown a significant relationship with trust in information usage construct. This means that the use of social media on mobile phones has eased the information management of information usage among community leaders.

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
TABLE OF CONTENTS	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER ONE INTRODUCTION	1
1.1 Overview	1
1.1.1 Information in Internet Medium	2
1.1.2 The Trust of Information Politics	3
1.2 Problem Statement	4
1.3 Research Objectives	6
1.4 Research Questions	6
1.5 Scope of the Study	6
1.6 Significant Contributions	6
1.7 Limitation and the Future Study	7
1.8 Operational Definition	7
1.9 Chapter Summary	9
CHAPTER TWO LITERATURE REVIEW	10
2.1 Overview	10
2.1.1 The Technology Background	10
2.1.2 The Introduction of New Media	12
2.1.3 Issues and Challenges in Social Media	13
2.2 The Information Politics	14
2.3 The Medium	14
2.4 The Trust in Information Politics	15
2.4.1 Awareness	16

2.4.2	Perception	17
2.4.3	Risk	18
2.4.4	Quality	18
2.4.5	Information Usage	19
2.5	The Leadership	19
2.5.1	The Community Leader	22
2.5.2	The Theory of Maslow in the Community	23
2.6	The Information Flow	25
2.7	The Media Content	26
2.7.1	Credibility	26
2.7.2	Objectivity	31
2.7.3	Reliability	32
2.7.4	Format	32
2.7.5	Genre	32
2.7.6	Source	33
2.7.7	Type	34
2.8	The Quality of Service	35
2.9	The Information Culture	36
2.10	The Theories	41
2.10.1	The Theory of Technology Acceptance Model	41
2.10.2	The Theory of Information Behavior	42
2.10.3	The Theory of Planned Behavior	43
2.10.4	The Conceptual Framework	45
2.10.5	Hypotheses Development	47
2.11	Chapter Summary	47
CHAPTER THREE RESEARCH METHODOLOGY		48
3.1	Overview	48
3.2	Research Design and Methodology	48
3.3	Research Framework	49
3.4	Research Design	50
3.5	Data Management	51
3.5.1	Sampling Size	51