
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
Universiti Teknologi MARA
Cawangan Melaka**

ISBN 978-967-11354-1-9

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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

YOUTH'S PERCEPTION TOWARDS THE CREDIBILITY OF HARIAN METRO

Nor Raihan Abu Bakar

Norhayati Baba

Sharifah Yuliana Syed Ali Hanafiah

ABSTRACT

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 and 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 investigated the 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 considered as the significant group in outlining the future of the country. This research clarifies an uncertain perception towards source and message credibility among the youth who reads Harian Metro.

KEYWORDS

Credibility, Youth Perception, Sensationalism, Harian Metro