

**UNIVERSITI TEKNOLOGI MARA**

**EXPLORING THE NEWS MEDIA  
CREDIBILITY AMONG FACEBOOK  
USERS IN UNIVERSITI  
TEKNOLOGI MARA (UITM)  
NEGERI SEMBILAN BRANCH  
CAMPUS**

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## ABSTRACT

The evolution of the Internet has changed people's interest from traditional media to new media. Today people can keep themselves updated with the news as all the information can be search through new media, especially Facebook. Facebook is one of the platforms with the highest number of users, and thousands of information was served around the globe with the intention of informing and seeking attention. However, the uncontrolled news spreading has caused doubt among media users toward news credibility. By considering the credibility factors and credibility dimensions, the news media's credibility was defined. The aims of this research were to determine the level of credibility factors and dimension among Facebook users on the UiTM Negeri Sembilan branch campus and to examine its relationship with perceived Facebook credibility. It involved a total of 375 samples selected from the three campuses (Kuala Pilah, Seremban and Rembau) in UiTM Negeri Sembilan. Data were collected via online surveys and were descriptively and inferentially analyzed using Statistical Package for the Social Sciences (SPSS) version 26, Exploratory Factor Analysis (EFA) conducted in order to determine the number of constructs and factors involved, items quality, items loading factors and construct validity. EFA for credibility factors identifies twenty items for quality of news source, technology acceptance, and interactive media, while for credibility dimensions, EFA identifies thirty-six items for source credibility and message credibility. The results showed that Facebook credibility factors and Facebook credibility dimensions were all at moderate levels. Thus, the level of credibility factors and credibility dimensions of Facebook were at moderate levels. A regression analysis was performed in order to evaluate the relationship between variables. Results showed a significant positive relationship between the credibility factors and perceived Facebook credibility. The same test was performed, and the results also showed a significant positive relationship between the credibility dimensions and perceived Facebook credibility. Thus, it can be concluded that credibility factors and dimensions have a significant relationship with perceived Facebook credibility

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

After the revolution of Internet technology, communication has become much easier. Day to day, the Internet has taken its place among people and the media also started to adopt Internet technology. Malaysia is leading the country towards the timeliness of the 21st-century digital technology nation. There is a major ongoing change in the impending modernization era where information can be accessed easily and at a faster pace without borders. It was aggravated with the dismissal and indictment of the misuse of political power and sodomy incrimination against Anwar Ibrahim (former Deputy Prime Minister of Malaysia). This issue was a catalyst for the growth of Internet usage and the new media among the people in Malaysia (Abdullah et al., 2018). According to Kemp (2022b) about 29.55 million Internet users in Malaysia were reported in January 2022. The number has shown that the number increased by 365 thousand between 2021 and 2022, according to Kepios analysis.

Malaysian nowadays used social media in their daily life as social media provide various of function in socializing, entertainment, education, business and many others. Asri and Sualman (2019) stated that the latest and updated information can be obtained easily on social media especially Facebook as it provides information in every minute. A survey has been conducted by Malaysian Communications and Multimedia Commission (MCMC) in 2016 and found that about 96 percent of the internet users have a Facebook account and 53.8 percent logged in the platform every day.

Nowadays, people not only used Facebook platform for seeking interaction and leisure, but they also utilized Facebook to gain a lot of information either it is entertainment, political, economy, sports and many others as Facebook has become one of the major platforms among Malaysian. According to Li and Suh (2015), Facebook is one of the social media platforms that have become people's choice for disseminating information. Although there are many social media platforms this day, Facebook still has the highest ranking for the greatest number of users signed in. A global web traffic analysis, Stat Counter found that Facebook has the highest number of usage among