



The Effect of Credibility in Social Networking Site: A Case Study on Palestinian Journalistic Discourse

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ABSTRACT

This study seeks to provide a new perspective on credibility and the effect of reliable source in the newsworthy, especially with the increased rates and the critical role of SNSs in providing newsworthy. Further, the study attempts to investigate the dimensions of credibility among journalists, especially in the midst of critical situations and serious circumstances happened across the world which represent wet materials for such news websites to flowing news stories, editorials and texts. The results of this research contribute to identifying journalists' perceptions of the credibility of social networking sites as a source of information in their work in order to provide an optimal description of the findings. Finally, the results of this research contribute to the literature related to media in general and wide understanding to the social media practices in Palestine in particular. In addition, it tries to reveal suggestions which can overcome the gap of credibility between social networking sites and/or social media disseminated in Palestine.

Keywords:

Social Media, Traditional Journalism, Facebook, Twitter, SNSs And Palestinian Society.

1.1 Introduction

News and credibility are integral parts of theoretical concepts. However, credibility is one of the most complex and poorly understood conceptions. Credibility means evidence of sincerity, subject, or opinion (Alotaibi, 2017; Nisbet, Saldana, Johnson, Golan, & Day, 2017). Journalists around the world have understood the importance of applying SNSs and apps to their daily life, and social media has become the central part of

their professional life, and journalists use these pages to publish their news and reports and obtain instant and easy fame among followers (Almalki, 2016). Furthermore, Previous studies have focused their attention on examining traditional factors associated with the traditional media on the credibility of news in Western, developed and some developing countries (Yaghi, 2017; Almalki, 2016; Nisbet, Saldana, Johnson, Golan, & Day, 2017). These studies indicate that the traditional factors

associated with traditional media have contributed to changing the use and adherence of SNS to old press traditions, especially among veteran journalists, and the fear of change to the new roles of the media (Heikkilä, Domingo, Pies, Glowacki, Kus, & Baisnée, 2012; UNESCO's, 2015).

The editorial policy continues to this day in Palestinian using the traditional methods in the newspapers and media institutions of access to information and the dissemination of news. It also includes forgetting the spread of SNSs among citizens and journalists, in addition to restrictions on journalists in terms of ethics, law and pressure in how to deal with the news spread on social networking sites in order not to interfere with the editorial policy of the institution.

Based on the problem statement the research questions are summarised as followed RQ1: How does SNSs (Newspapers, Television stations and Radio stations) influence the credibility of the news? RQ2. What are the elements of traditional (Ethics of journalism Editorial policies, pressures on journalists, fame and lack of strict laws) can lead to the credibility of the news? RQ3: What are the best message strategies underpinned acceptance of technology credibility of the news?

Literature Review

2.1 Credibility

In the modern world we live in today, news and media credibility is even a primary concern as the source of media / news versus the conventional or traditional media is different and even more complicated today. The news flow from source to delivery has become faster today, which has become possible to the advancement of technology and social media. Various issues on credibility are of concern to stakeholders in this discipline. These include believable, trustworthy, unbiased, accuracy, relevance, and comprehensiveness (Shin, Jian, Driscoll, & Bar, 2018).

In an earlier study on credibility by Hovland, Janis, and Kelley (1953), they have identified two dimensions to assess credibility, which includes trustworthiness and expertise.

Measuring the credibility of the news in the traditional media and new media is similar in terms of the general structures of news and perceptions of users (Almalki, 2016), and this similarity may be used to measure various media.

2.2.1 Defining Credibility

Credibility refers information published by the media credible and with a degree of confidence. More importantly, the credibility of news and information provided should initially be authentic (Nisbet et al., 2017; Auter, Douai, Makady, & West, 2016). During the information exchange, the reference to the source of the message is also termed credibility. The literature review shows that the majority of research on credibility is focused on politics or news information (Knobloch-Westerwick, Mothes, Johnson, Westerwick, & Donsbach, 2015). Previous research on this subject has contributed towards a better understanding of the issue of credibility of news and social media, particularly in terms of its transfer of information compared to those traditional channels.

The amount of information on the Internet is substantially increasing every day. The Internet has become a massive storehouse of information, available through various sources such as media, search engines or social networking sites (Shin et al., 2018). Unfortunately, such growth of information also produces reliable information versus wrong and false information. Consequently, if the information is not appropriately screened, and checked, abuses may come in and this may produce unreliable news and information (Shariff, Zhang, & Sanderson, 2017). Attention to the quality of information is vital to preserving the elements of credibility in the media and news.

2.2.2 Criteria of Credibility

Many studies have resorted to measuring the criteria of credibility by introducing them to the concept of credibility. Mehrabi, Abu Hassan, & Ali (2009) measure the concept of the credibility of the press and television by asking some questions about the credibility of the media and reached a multi-concept of credibility as follows: justice, impartiality,

accuracy and respect for the minds of people, taking into account the public interest. It also takes into account public and real morality, public interest in ideas of inclusiveness, and the extent of the editor's efficiency. The concept of credibility in foreign studies has been studied (Shin, Jian, Driscoll, & Bar, 2018; Shariff, et al., 2017) as a type of effect is always the source of the message processing in order to make them capable of persuasion and leading to acceptance This is the view of some credibility to the media as a credible source.

A study of four news organisations in the United States examines the concept of credibility within news discourse. It shows that credibility consists of the following concepts. (accuracy, completion, facts coverage, impartiality and balance in the coverage, justice and objectivity, confidence in media institutions, relationship. News sources for the government, secretariat and moral levels, specialisation and vocational training in the field of media, distinctive features such as the performance of the press. To achieve the press or autocratic head start, journalist or comprehensive coverage of news stories, independence of the media from the Interests and special interests, and also its independence, all other institutions and organizations, The power and influence of media on society, truth and righteousness).

2.3 Social Networking Sites Uses among Journalists

The changing trend of news presentation and the increased use of social networking sites have made the audience realise that the news is transforming (Elkhoully, 2017; Martin, Martins, & Naqvi, 2018), and the audience is more eager to continually get updated news. The same is now the case in regards to the practices and direction of journalism (Auter et al., 2016). The working style of the journalists has been changed with the availability of SNSs and websites. These sources support them in newsgathering and provide a better platform for content publishing (Viviani, & Pasi 2017).

SNSs are a powerful tool to express their tendencies and trends and personal attitudes toward issues relating to the nation's

destiny (Meeds, 2015; Abbasi, & Liu, 2013). O'Reilly, MacMillan, Mumuni, & Lancendorfer, (2016), stated that individual users of web-based services or SNSs maintain semi-public or public profile, link with other users to share their connections, and review theirs, and other people's connections within a confined system. Moreover, SNSs bring people of similar interest and affiliations together and provide them with an environment to communicate in a virtual community. It also helps them in visiting each other's profiles, sending messages, and viewing and sharing information and news.

2.4 The Antecedents of Credibility News

2.4.1 The affecting of Traditional Factors on the Credibility of the News

There are many traditional factors that affect credibility of media, some of which are journalist's work, such as the editorial policy (Alotaibi, 2017; Yaghi, 2017; Almalki, 2016; Nisbet, et al., 2017; Auter, et al., 2016), ethics of the journalism (Choi, & Bar, 2018; Shariff, et al., 2017; O'Reilly, et al., 2016; Kim, Kong, Karahalios, Fu, & Hong, 2016; Viviani, & Pasi 2017) and the lack of strict laws. Other factors related to journalists, such as fame (Meeds, 2015; Abbasi, & Liu, 2013) and several pressures on the journalist. These factors may be positive for the journalist to help him in his work and sometimes may have a negative impact. The influence of these factors depends mainly on how to deal with these factors by journalists, and the amount influenced by these factors. Further discussion in the following sub-sections.

2.4.1.1 Editorial Policies

Editorial policy rules are adhered by journalists in the transfer of events and the different set of facts and the expression of views on issues and problems in the community and the presentation of the events on the pages of the newspaper (Alotaibi, 2017; Yaghi, 2017). Editorial policy is an entity that chooses the appropriate way to transfer events and how to publish, to guide its work and it affects the editorial policy of the newspaper group of factors, including a private newspaper or news organization factors, and others associated with the political, social and cultural conditions prevailing (Elkhoully, 2017).

Moreover, Almalki, (2016) believes that there are other criteria that are influential in the editorial policy, namely: restrictions on the press and freedom available to them, whether directly or indirectly; the relationship between the media and society; standards of professional conduct and ethics of journalism; public policy of the state, social and economic conditions of the country.

2.4.1.2 The Ethics of Journalism

Everyone can say anything without dread of punishment. Media organisations have also have ended up using social media sites like Facebook, Twitter, blogs and the like in their works. Many stations have created Facebook pages and Twitter accounts (Nisbet et al., 2017). However, they must ensure that they choose an excellent method to support the credibility of journalists and their organisations in the news arena (Mateus, 2015). Journalists and media should observe that the media arena is gradually evolving, both in terms of technologies and their uses and effect of SNS in the position of media.

Traditional media ethics have not answered all the problems that face professionals via online (Viviani, & Pasi 2017; Mateus, 2015). Traditional media ethics support journalism as a general source from which one can discover other fields, a basis of criteria of truth, accuracy, and objectivity (Auter, et al., 2016; Meeds, 2015; Abbasi, & Liu, 2013; Shin, Jian, Driscoll, & Bar, 2018; Shariff, et al., 2017; O'Reilly, et al., 2016). Professional journalists should use many techniques to prohibit inaccuracy, a lack of objectivity, and lies. One of the most significant aspects of each ethical debate is sometimes referred to as the position of the person about ethics. This attitude face to face with ethics means the will to behave responsibly, as such a profound awareness is that doing the whole thing is better than merely doing something.

In many countries, there are the legislature, procedural codes of conducts, a professional code of ethics that journalist must abide by (Meeds, 2015; Abbasi, & Liu, 2013; Shin et al., 2018). Typically such codes include principles about issues such as honesty, fairness, independence and respect for the

rights of other people such as interviews with children and victims, and dealing with readers or listeners. In most of the democratic nations and communities, codes of ethics in journalism are usually voluntary, perhaps established by a professional association or journalist union. In some cases, the only real punishments against journalists who infringe the rules are criticism from colleagues and peers, and perhaps also losing the membership of the association or union.

Credibility is the main point of news practice ethics, and it is essential to apply the ethics of the media to arguably things among journalists, especially with the appearance of social networking sites that are difficult to control. So there is always a need to know the effect the ethics of the media in the news posted on the SNSs. (2016; Meeds, 2015; Abbasi, & Liu, 2013; Shin, Jian, O'Reilly, et al., 2016). The use of SNS platforms is also quite an important issue because the problem of its compliance with bases of ethics needs to be discussed and answered for it to be more effectively used for journalism work (Kim et al., 2016). Many of the stories and information that people post on Twitter, Facebook are very opinionated; everybody acts like a journalist and ethics are fast becoming abolished (Alotaibi, 2017). Internet users, for instance, may not maintain these rigorous professional ethics that journalists are subjected to Media employers might use the journalism code of ethics to put some pressure on journalists in case they violate the codes. In severe or extreme cases, a journalist's role can be terminated. They do this by creating a new code of ethics supported by law and policed by the authorities (Shariff et al., 2017). In some countries where the media are repressed, respective government(s) are seen to monitor what is written or broadcast on media and SNSs.

2.4.1.3 Pressures on Journalists

Journalists need to be objective and accurate with all the relevant stakeholders when they talk about news or stories they pursue. They need to be professional and practice the highest level of moral and ethics in doing their job. Journalists are characterised

and bound by a code of conduct in regards to professionalism. The pressure is part and parcel of journalism, and it should never interfere or affect their job (Shin et al., 2018; Mateus, 2015). Although journalists suffer from various pressures from an assortment of sources, it is vital that journalists reject all these to ensure their work and writing is of the highest quality and credible. Authority, tradition, which will be discussed in the following sections:

2.4.1.4 Authority

Realistically, both government-owned and commercial media are pressured (with different intensity and pressure type) from one's local authority (e.g. the government, various ministry, the police, customs, or another department of authority). Governments can impose various laws to have all media corporations and types licensed (Auter et al., 2016; Meeds, 2015; Abbasi, & Liu, 2013; Viviani, & Pasi 2017).

Consequently, such a move would grant licenses to those news organisations. Though such a move may be opposed by a few media houses and corporations or individual journalist, they have to abide such rulings. Even the threat to create legislation may be enough to scare journalists and to make them hesitant in criticising the authority too much. In short, the government and its agencies are seen as the primary sources of pressure on the media.

2.4.1.5 The Lack of Strict Laws

Social networks have revolutionised the process of communication and publishing and provided an excellent method for people to exchange views and information away from traditional media. It allows a wide margin of freedom of opinion and expression away from direct censorship, often creating cases of (lawlessness) through behavioural patterns, such disregard for the rules of law, and the practice of publishing without any legal or moral responsibility. Until this moment, there have been no special laws regulating journalistic work across social networking sites, despite the growing role in the media, which is more than the spread of news and

information (texts, photos, and videos) without direct control or dissuasive sanctions.

The lack of laws to regulate the publication of news and information on SNSs, an opportunity for some journalists and bloggers to publish news or information as a fact (Shariff, et al., 2017; O'Reilly, et al., 2016), and work to increase the spread between the citizens in the fastest time through comments and posts (Alotaibi, 2017; Yaghi, 2017; Almalki, 2016; Nisbet, et al., 2017;). This action comes as a result of the journalist knowing that there are no deterrent laws a departure from the legal and moral responsibility in the journalistic work, lead to the publication of rumours and false news.

2.4.2 Technology Acceptance On Credibility News Of Sns

The use of technology in the media and the evolution of social networking sites have led to the smooth spread of information and an increase in the flow of news among the public. Anyone can publish information, pictures, videos on one platform of technology and it becomes news (Symons, Vanwesenbeeck, Walrave, Van Ouytsel, & Ponnet, 2019). Internet and social networking sites (SNSs) are not superseding journalism (Salman, Mustaffa Salleh, & Ali, 2016), but they are adding another source to gain new information for media organisations (Tang & Liu, 2015). There has been researching done to study the influences of technology uses on the output of media and their credibility.

According to Paulussen and Harder (2014), the most significant way that technology has improved how journalists engage with the news is by assisting journalists in news collection and crowdsourcing. This has aided them in collecting more news and stories, as well as improving their access to a large audience that can share their own experiences and views on the topic. Another benefit of technology channels is that they assist media in quickly contacting eyewitnesses, when users are more likely to share or tweet documents, photographs, or videos of interesting incidents or problems so that they can update their friends about what they witnessed. It can be a huge help to journalists, as it makes it possible

to find people who have firsthand knowledge of a case.

Research Methodology

This study is an exploratory one which considered the use of a qualitative approach as suitable towards achieving its aims. Qualitative method use because it is highly effective and the best approach in the field of communication for investigating media preventive programmes in particular because it allows for the provision of community-based insights into sensitive cultural issues such as journalist in their relation to credibility (Bell, Bryman, & Harley, 2018). Also, qualitative research design gives the researcher the opportunity to gather a comprehensive data on the experiences of young informants on cultural sensitive issues that relates to journalist and credibility which resulted in a deeper and more precise understanding of the phenomenon under study (Cotos, Huffman, & Link, 2017; Ayeh, 2015).

Creswell, and Creswell, (2017) notes that research design is a process for collecting, analyzing and reporting research in qualitative enquiry. furthermore, Robert Yin. (2014) describes research design significance succinctly as logical blueprints which involved links among research questions, the data to be collected as well as the strategies for analyzing the data. The perceptions of Palestinian journalists were explored through depth interviews.

3.1 Theoretical Framework

Many scholars have argued that these factors are important in affecting the news and its credibility. Many studies have described the characteristics of online media, but few of these studies have considered how unique technological elements afforded by the Internet may affect their perceived credibility (Wang, & Dong, 2017; Alotaibi, 2017; Yaghi, 2017; Almalki, 2016; Nisbet, et al., 2017). Most online news credibility research weighs perceived credibility against that of traditional media (Auter, et al., 2016; Elkhoully, 2017; Martin et

alm., 2018). Moreover, the range of online news sources examined is usually restricted to online versions of mainstream news sources.

The present study proposes a model for measuring the influence the output of the communication process. Trust and consumption of news are the most prominent topics in the media associated with credibility, especially with the diversity of media platforms, and the use of social networking sites to deliver news (Tang & Liu, 2015). Furthermore, The theoretical perspective mentioned in this study based on the framework of the study to investigate the influence of the traditional factors of credibility, traditional media causes, adoption of technology in media, digital media and source consistency, accessibility to social media sites, and the scoop on the news' reputation Based on the previous chapter's review, a link has been established between conventional media factors and the authenticity of news and information shared on social networking sites. The second factor in this study is technology adoption in the media and its effect on the reputation of news, especially news reported on social networking sites. In this regard, there are reasons to believe that using technology channels as a reporting source will expand the plurality of viewpoints in the press, and will be beneficial to journalism, the media, and the general public.

The third factor in this analysis is the impact of interactivity media features provided by social networking sites to reporters on the level of news reputation and reader acceptance. (Jiang 2017)

The quality of news sources and credibility of information has a direct influence. Sources are the most important part of the process of information transfer and acceptance among the public (Karahanna, & Zhang, 2018).

Based on the previous discussions, Figure 3.1 depicts the development of the research framework that guides this scientific research.

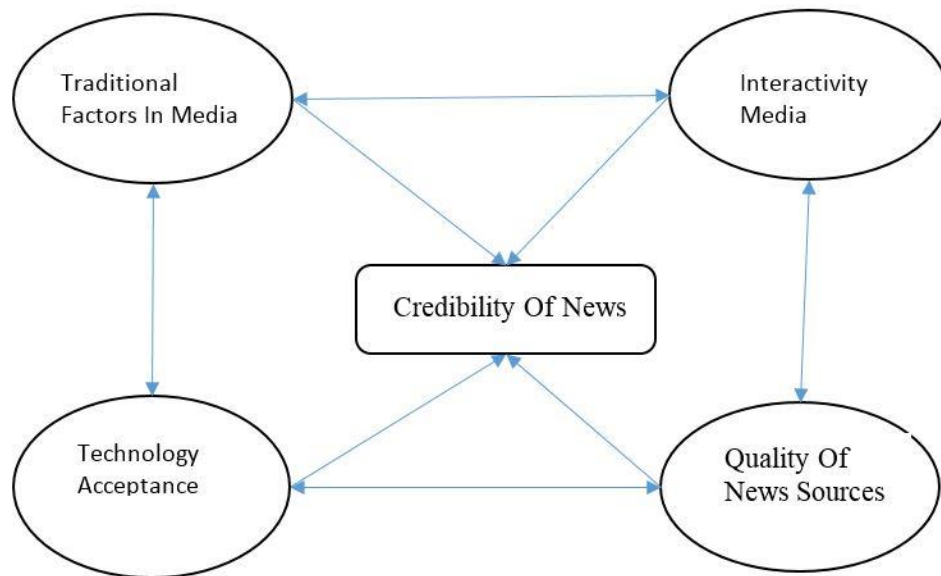


Figure 3.1 Research Framework

3.2 In-Depth Interview

Interviews can be described as a dyadic encounter between a researcher and a participant which enables the researcher to investigate and gather the narratives of lived experiences of people on a particular issue (Althubaiti, 2016; Creswell, & Poth, 2017; Green, & Thorogood, 2018). The researcher asks open-ended questions that bring about concrete examples, stories, accounts, and explanations in order to gain insight into informants' knowledge, perspectives and worldviews on the issue being addressed (Tang & Liu, 2015). Most based researches use the in-depth interview to gather information on the meanings of some behaviours and interactions by recreating opinions of events and experiences about credibility (Merriam, & Grenier, 2019). Furthermore, Kallio, Pietilä, Johnson, & Kangasniemi, (2016) describe an in-depth interviewing technique as a qualitative research method that makes it possible to conduct an intensive one-on-one interview with a small number of respondents with a view of knowing or obtaining their views on a specific idea, program, or situation.

In the case of this study, unstructured in-depth interview uses to collect the data from the STIs positive and negative informants. The technique afforded the researcher the opportunity of obtaining quality, rich and in-

depth knowledge of the credibility of the news on social networking sites among journalists in Palestinian (Althubaiti, 2016). The appropriateness of in-depth interview as a means of collecting data is because it made it possible for fewer inhibitions because credibility issues are considered sensitive, personal and sacred. Therefore, some individuals may not be comfortable talking openly about it in a group. It does a one-on-one interview the best means of ferreting useful information from journalists.

According to Wilson, & Usher, (2017), most appropriate strategy for data collection in credibility in social networking site among journalistic in palestinian related issues. He reiterated further that the format allows researchers to have an adequate understanding of the credibility in social networking site among journalistic in palestinian problems of individuals which questionnaire will not be able to achieve. The data will be presented one theme at a time. In the analysis of this study, interpretation may go beyond simple description. It may require interpretation to draw out the significance of data and explain its relevance within the configuration of the study or particular themes (Patton, 1990). As much as possible, the section provides a rich description and interpretation of the discovery

from the field exercise. However, first, there is a need to look at the profile of the interviewees.

3.2.1 Sample Design

The study group for this study select from the social networking sites Table 1.1 show the list of national press agency news

media operating in Palestinian among journalists in Palestinian. Furthermore, the researcher, bearing this in mind, persistent in probing the informants until reach convinced that a level of saturation point had been reached to achieve the study questions.

Table 1.1 National Press Agency News Media in Palestinian

National Press Agency News Media	
Wafa - Palestinian Info and News Agency	Anawras Radio
Ma'an News Agency	Hebron FM Radio
Ramattan	Freedom Platform Radio "Manbar Alhureya"
Shehab	Almarah Radio
Jerusalem Media & Communication Center	One FM Radio
Felesteen	Anawras Radio
Bethlehem News	Hebron FM Radio
Al Ayyam	Freedom Platform Radio "Manbar Alhureya"
Al-Hayat Al-Jadidah	Almarah Radio
Al Hayat Al Jadedah	One FM Radio
Al Manar	Dream Radio
Al Quds	Seraj Radio
Bethlehem Radio 2000	Amwaj Radio
Mawal Radio	Ajyal Radio
Orient Radio	Tarab Radio
Uzis Radio	Angham Radio
1st Headlines	Sama FM Radio
Al Bawaba	Shabab FM Radio
Al-Qassam	Voice of Palestine
Big News Network	Alsharq Radio
EIN News	Almustaqbal Radio
Friends of Al-Aqsa	Raya FM Radio
Index Mundi Gaza Strip	Alhureya Radio
Index Mundi West Bank	Nissa' FM Radio
Inside Middle East	Ahla FM Radio
Jerusalem Media and Communication Centre	Al Quds Al Arabi
MIFTAH	AMIN - Arabic Media Information Network
News Now	bitterlemons.org
News Now Israel Palestine	Electronic Intifada
One World	International Middle East Media Center
Palestinian Information Center	MEMRI - Palestinian Media Studies
Palestinian Media Center (PMC)	Palestine Chronicle
Palestine Monitor	The Palestine Telegraph
Palestine Post	Al Quds Al Arabi
Yahoo Gaza Strip	Zawya
Yahoo Israel Palestine	

3.2.2 Data Collection

This study will use one on one in-depth interview to get quality information from each informant. The interview questions design as open-ended questions. As has been repeatedly said in this study, the in-depth interview is a popular method that has been used extensively in media-related research (Althubaiti, 2016; Creswell, & Poth, 2017). The process enabled the informants to ventilate their ideas, share their experiences by using the mode of expression they know how to use best (Kallio, et al., 2016; Wilson, & Usher, 2017). Informants the opportunity to express themselves either in the local dialect or in the English language as consistent with the methodology of conducting open-ended, in-depth interviews. They will have the opportunity to express freely their opinions on the culturally sensitive issues playing in Palestinian.

3.3 Data Analysis

Analysis in qualitative research derives from the interplay of an investigator's investigation and the data successfully generated from the field exercise. In order to aid data management, Nvivo 10 qualitative software analysis use. The process of data analysis will begin by importing the recording of each participant into the software. The recordings listen to and transcribed verbatim. The transcription of each informant will be read and re-read in order for the transcriptions to be accurate.

This stage enabled the researcher to get a better understanding of the data. Each time the data read, it gave the researcher a richer understanding of the information at hand as well as guiding the pattern in which the coding emerge. In terms of the coding scheme, the study will follow three coding stages, which are open, axial and selective coding.

In open coding, Althubaiti, (2016) suggested that fracturing data helps the researcher to reduce bias. Based on this suggestion, the researcher divided the data into segments, and they later scrutinise for commonalities that might reflect categories or themes.

The sorting of the transcriptions places under different arrangements and themes, which demanded to alter and re-altering of

both the arrangements and the themes until the attainment of a satisfactory result (Yin, 2014). The thematic analysis of the data produced three main themes which identity as culture, message and media. Once the data have been thermalised, then will they examine for properties that characterise each theme. The study careful during the categorisation stage by examining and identifying the meaning of the data by asking questions; making comparisons; and looking for similarities and differences between the comments.

This stage comprises of reassembling data so that identical data fell under similar theme while different data group under their separate relevant theme. It enabled the evolvment of a hierarchy within the different groupings. The next stage will be the axial coding in which the researcher gradually re-examined the initial themes that coded in the previous stage of open coding. Axial coding is, therefore, a process of reassembling or disaggregating data in a way that draws attention to the relationships between and within categories. The researcher will interpret how the themes that retain are connected. Interconnections of the themes examined by looking at informants' experiences, the conditions that gave rise to the experience, and the contexts or situations in which the experience occurred. Through this process, the researcher will be able to seek a full variation of the phenomena under study systematically.

The researcher will move to the final stage, which is referred to as selective coding. Selective coding refers to the final stage of data analysis to be completed after core concepts emerging from the coded data main themes and sub-themes have been identified through open and axial coding. This stage, the researcher will identify discrete concepts and themes in the data, and they further defined, developed, and refined to produce sub-sub-theme. The product of this stage gives a more in-depth and broader story on the issue under investigation. This stage will help to answer research questions that are related to it.

3.4 Summary

In addition, the findings of this study would educate the nation about the effects of social media on conventional news in their culture. Perhaps this study would enlighten and inform the population about the extent of social media's impact on their society, especially the young, business organisations, and government, allowing them to better recognize the advantages and challenges of social media to their country and develop and implement laws, legislation, and regulations in response to the phenomena. Fundamentally, Palestinian society recognizes the importance of social media in the growth and advancement of their community. As a result, social media can facilitate simple and fast contact while also assisting in the dissemination of valuable knowledge. Furthermore, Palestinians can use social media sites not only to promote an active agenda, but also to keep in touch with friends and family. Furthermore, social media can facilitate both domestic and foreign exchanges, bridging the divide between different customs and cultures. Finally, this study will contribute to a better understanding of the complexities of technical influences on social progress.

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