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PERCEPTION OF PAKISTANI UNIVERSITY STUDENTS ABOUT CREDIBILITY OF POLITICAL NEWS: AN ANALYSIS OF MAINSTREAM AND NEW MEDIA

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ABSTRACT

The rapid adoption of new media technology has increased the dependence of audience on ICTs which has empowered the audience with endless features and digital communication tools of the modern era. The availability of diverse range of online news websites and mainstream and alternative media channels operating through the cyberspace has made the news dissemination and communication very convenient. The freedom of commenting, sharing and debating in the online environment has provided the lay man with the power to participate as citizen journalists. The anonymity of the communicator and the news content can mislead the audience by manipulating the facts to achieve ulterior motives in online news environment. Mass media credibility is the burning issue of the contemporary world. Credibility is an important characteristic of all types of traditional and alternative media news commodities. The core objective of the study was to evaluate the credibility perception of youth regarding mainstream and alternative mediums of political news by using five-point credibility measurement scale. Survey of 375 participants (52.8%) males and (47.2%) females belonging to different higher educational institutions (HEIs) of the province of Punjab-Pakistan was administered by utilizing multi-staged stratified and random sampling technique. The finding of the study suggested that overall, TV news (traditional) was considered as most credible medium (M = 11.90) of all mediums of political news: traditional newspapers (M = 11.74) were regarded as second and

online newspapers (M = 10.86) ranked third most credible medium for getting Pakistani political news. In addition, in the social media category Twitter (M = 10.39) was ranked as most credible mediums of political news.

Keywords: **New Media, Mainstream Media, Credibility, Political News, Computer Mediated Communication, Citizen Journalism, Political Communication**

INTRODUCTION

New media technology has strengthened the audience to view the world with new lenses. The studies conducted in the past have suggested that the trust on the new media depends on how the audience access the news, the greater degree of trust is associated with the consumption of mainstream news media sources [1].

The rapid popularity of online interactive news dissemination and communication has given birth to the unique sort of news media consumption routines and practices; it has empowered the audience with the most conveniently share and rank the news publically. Additional, the news audience is now able to actively participate and contribute in the online news environment by providing with the self-made videos, pictures of the events happening around, by commenting and debating on the news websites as well as in the social media space. This rapid influx and adoption of new media tools have has added a new dimension in the dissemination of news [2].

Global informational and technological revaluation has given birth to the unique ways of dissemination of news and information; mass media has become an essential part of our daily lives. In this situation, it is very important to monitor and evaluate the credibility and genuineness of news and information. As we receive information from the mass media, we are always encountered with the issue of considering which sources of information are and are not trustworthy [3].

Scientific investigations regarding the credibility of mass media was initiated 60 years back and the fundamental purpose of these research studies was to explore different factors of persuasion [4]. Early researches concluded that the newspapers were the most trusted medium of mass communication. On the later stages, the radio was regarded as the most trustworthy mass medium. Afterwards, in 1950's, the television was reached at the top position as the most trusted medium of mass communication [5, 4].

The challenge that majority of the people face is the daily life is to make judgments about the credibility and authenticity of the information as compared to other information of the same nature which may not be much trustworthy. The idea of credibility has received significant attention since the late 1990s when the Internet services started providing the latest information interface that allowed its users to look for the information they need and communicate with others in such unique ways which was never possible before. As a result, researchers from the diverse academic spheres have investigated credibility from a diversity of aspects [6].

It is certainly significant to understand the world of new media and the perception of the audience towards the new media, rather than simply researching the rapidly increasing popularity of the Internet. Besides, audiences are interested in news and want to receive trustworthy and accurate information. The credibility of online media can further affect the success of the journalism [7].

Global Internet & Social Media Statistics:

As per the data gathered from different reliable sources, the global internet statistics shows that there are (3.773 billion) internet consumers in the globe and (2.789 billion)

active mobile users. In addition, WhatsApp has crossed over (1 billion) users [8]. Facebook is still considered as very popular social media platform. According to the statistics, there are currently (1.32 billion) daily active users on Facebook users and (2.01 billion) monthly active members [9]. Moreover, Twitter is also heavily utilized by the audience with total (328 Million) monthly active users and (100 Million) daily active users. Additionally, more than 80% of the Twitter users are connected through different mobile devices. The consumer of social media "Twitter" share approximately (500 million) tweets each day [10].

Measuring Media Credibility:

Credibility is a concept which has broader scope and multiple dimensions. Aristotle definition of credibility describes it as character, intelligence and goodwill. Whereas, other media and communication scholars of this era has regarded the concept of credibility as construct that has multiple variables and dimensions. For instance [11] his research evaluating the effect of credibility on persuasion concluded that the reputation and competence are significant variables in the construct of source credibility. Yale university psychology scholars Hovland and his associates Janis and Kelly [12] studied the communication of

Second World War discovered that expertise, trustworthiness and intentions as major credibility variables. Following the footprints of these communication scholars many studies were conducted in the domain of public and group communication. Since 1960's media scholars are studying the credibility phenomena to understand the credibility perception of different types of mediums of communication i.e. television, newspapers, internet and radio. But in the current years [13, 14] the focus of the credibility research is diverted towards discovering the effective group combination of variables which can be used for evaluate the construct of credibility which is meaningful. The credibility measurement variables identified by Gaziano & McGrath [14] are regarded as very important with regard to the media credibility research which has 12 media credibility components.

Internet and News:

Interned is considered as major news source. According to the literature more than 3 billion internet consumers are now using this new technology with the help of different mobile phone and other devices [15]. In addition, many news media organizations are now planning and focusing to invest in the online journalism industry i.e. news websites due to its popularity and profitability [16].

The role of social networking sites as news platform has empowered the internet users. Its unmatched functions and endless space has provided the unique way of communication to the all journalism stakeholders [17].

Today, the internet audience only considers the news worthy which they consider is highly credible. The selection of different news mediums is purely based on the audience evaluation. They prioritize, rank and select one medium of news over the other medium due to the diverse reasons and factors which play role in such type of decision making.

The nature of new media technology has very complex and due to its enormous flow of information, the full control and regulation of this new medium is difficult to manage. Specially, the social networking sites are considered very interactive channel for the audience to publish and discuss the news and information by utilizing its message feature from the diverse range of other features. The interaction of the public is now easier, faster and more open [18, 19].

Political News & Pakistani News Media:

The newly emerged Pakistan has spent its 69 years, from its formation till now it has faced lot of serious problems in internal political instability defined as regime instability,

political emergencies and constitutional deadlocks. This long-term instability in Pakistan has been significantly higher than in East Asia and post-partition of India.

Since the birth of Pakistan, the country has encountered with Marshal Laws, political instabilities, deadlocks, corruptions and terrorism. Pakistan is a developing country and it has always faced political instabilities. The democratic governments in the country have always failed to accomplish their term which ultimately resulted in the long lasting dictatorship. By analyzing the Pakistani politics and governments, one can examine that there was always a clear dominance by few families who used the power for illegally personal benefit and did corruption whenever they were in the government and consequently did not think anything for the betterment of the citizens. Since 70's, Pakistani political system has been stagnant and no positive development has taken place. Political parties were always been always at war for the golden chair of the head of country.

Political Coverage and Media Consumption:

Political conflicts and developments are always given larger space in mainstream and new media. The majority of the space and time of newspapers headlines, television

news bulletins and online newspapers websites are devoted to the political news. In addition to it, social media networking sites Facebook and Twitter are heavily utilized by the majority of the internet users and considered as platform to stay connected and up-to-date concerning the national and international affairs. Besides, the internet based social networking environment place no restrictions of time and space as well as there is no media gatekeeping which enable its users to freely express, debate and share whatever they want. Almost all the political parties have their media cells to update the public regarding the current political developments and to counter the online propaganda by member and supporters of other political parties. This online news sharing provides the open space to everyone to comment and debate on the particular news and to share to other friends and colleagues.

As mentioned earlier, the online environment including different news websites and social networking media sites like Facebook don't place any restriction on its users for sharing any news or create any Facebook groups and pages as well as there is no verification of facts and figures shared on Facebook and websites. Enjoying this feature of limitless freedom of expression and very less control

on verifications and identification of the sender provide great opportunity to the user to share whatever they want.

In addition, according to the above mentioned facts and figures most of the Pakistani young users have now access to the 3G/G4 internet services and which are cheaper, faster and it enabled them to actively participate in political news sharing and discussions. Besides, the availability of the diverse range of latest smartpones has also empowered them to install different social media and news related applications software in their mobile devices. Most of the news media organizations have produced news apps. for the sake of increasing their audience size.

Besides, the social networking media website like Facebook and different news media websites are not controlled of PEMRA (Pakistan Electronic Media Regulatory Authority) and (Pakistan Telecommunication Authority) consequently, taking the advantage of this lesser controlled internet environment general public and even Pakistani media reporters shares political news stories by using the internet websites and social networking media which cannot be share on regulated mainstream Pakistan media.

This information and communication revolution gave birth to the diverse sources of news and information. Consequently, the rapidly growing number of internet and social media users who are heavily depending on it for news and many other different reasons are raising the concerns regarding the credibility of news of mainstream and new media sources of news and information.

To conclude, keeping in mind the above given mass media consumption pattern and different statistics, there is a grave need to investigate this burning questions concerning the credibility of mainstream and new media mediums of political news.

Statement of the Problem:

In the result of proliferation of limitless news and information from the multiple mainstream and new media sources has gave boost to the critical issue of credibility, believability and trustworthiness. As we know that the news disseminated by the mainstream media organizations undergoes through multiple steps including the verification of fact and figures, trustworthiness and authenticity of the sources and content of the news which is labeled as media gatekeeping process. The news and information disseminated through the mediums of new media like social

networking site, news websites and many other digital means of communication has made the new media more powerful, detailed, comprehensive hub of news and information. But in contrast to the mainstream media most of news content specifically diffused through social networking sites and independently operated news websites available online doesn't follow the media gatekeeping process. Consequently, anyone with access to internet can publish any sort of news or information without going through different filter of verifications. In the result, the new media audience would not be able to distinguish fact from fiction, and may accept the manipulated content as news.

In order to address this significant and rapidly emerging issue of the news media credibility, it is the need of the time to evaluate the perception of youth and to discover which mass medium of national political news they consider as highly credible. The focus of this study is youths as they are the most frequent users of the Internet and social networking media in Pakistan. This research is theoretically liked with the source credibility and media dependency theories of communication.

Significance of the Study:

In the past few years, the information and communication technology have rapidly developed. The innovation and adoption of Internet services has its role which in result has significant impacts on the individuals and society. Additionally, the consumption of online news has also become very popular and playing a vital role in this age of information revolution.

In present, the audience is heavily depending on online media content and technology. It is very important to discover that why and how online dissemination of news has evolved to understand the relationship between the new media and audience. In connection with the rapidly increasing growth of online news media, it is very significant to look into which elements or factors are encouraging consumers to adopt this new medium of mass communication.

In the last decade, the introduction of new media technology and 3G/4G high speed internet services in Pakistan has paved the way for the consumers to get benefit from the diverse information and communication services and this innovation was heavily adopted by the majority of young users. This research study is important because of the fact that no such effort has been made in the past to compare and analyze the credibility of the mainstream and new media mediums of

political news with special reference to Pakistan.

RQ1: What sort of factor of mainstream and new media credibility has strong effects on the receiver perception regarding political news?

LITERATURE REVIEW

The attention in the area of media credibility of media channels was increased in 1930s when the reliability of the newspaper was challenged by radio news in the 2nd World War. This interest was further heavily increased during 1950s when the newly invented medium of mass communication, television forced the researchers to investigate which news media had greater credibility in the minds of the audience.

Another research conducted by [20] pointed out that the newspapers, books, and television content always go through the process of verifying the facts and information before it reaches to the public, but on the other hand the Internet websites have no such mechanism to validate the information before it is communicated. This lack of editorial and gatekeeping system similar to those in the mainstream news media is backbone to this problem. Consequently, it is expected to boost the significance of well recognized branded online news sites for instance CNN.com and

possibly give emphasis to the value of the so-called "halo effect" of an existing mainstream news organization to its online counterpart (such as Time magazine and its Web counterpart, Time Online).

In the previous study, Flanagin and Metzger explored the credibility perceptions of Internet information in contrast to other media. The findings of the study concluded that the Internet was considered as credible as radio, radio, television and magazines, but not newspapers. They discovered that there was a variation of credibility by medium among different types of information sought by audiences, such as news and entertainment. The participants reported that they did not confirm the information found on the Internet, The findings of the study also varied by the category of information needed. In addition to it, the amount of skillfulness and experience of using the Internet and how the individuals perceived the information were linked with efforts to verify online information.

Similarly, [21] explained that one of the basic uniqueness of the Internet is that it provides free access to everyone to share or upload information online without any gate keeping or checks, which in the result might prove as a source having lesser credibility of medium as a source of information.

Interestingly the researchers investigated the difference between medium credibility and source credibility. The findings of the research investigations concluded that people differentiate between the credibility of medium and source [22]. Source credibility is associated with the characteristics of the sender of the message or an individual speaker. However media credibility focused on the concepts like believability and trust, fairness, and accuracy [23].

The research investigation regarding the medium credibility arouses from the concerns in the newspaper industry, initially it was regarding the increasing number of audience switching to the radio for getting news, then about the number of people relying on television. But the rapidly increasing use of internet for getting information had pushed many researchers to conduct new researches to evaluate and compare the mainstream sources with new emerging mediums of information and communication [24]. In the nutshell, in the late 90s, when newly invented technology of internet started providing new interactive environment to its users that has opened the news ways of getting information and having electronic interaction with other without leaving their computers was never possible

before, this idea of credibility has received significant attention [25].

Kiousis [26] found that people were doubtful regarding online news sources. His survey demonstrated that newspapers were found the most credible medium. Likewise, many international researches have also found that the traditional news media were considered as more authentic than the online news media. According to [27], Koreans regarded the traditional news media to be more authentic than the online news.

Garrett [28] discovered that the information which is related to politics and disseminated through the social networking sites or by means of email has greater chances to be considered trustworthy than exactly the same version of information available on web sites, which suggests the usefulness of trusting on social networking sites for the sake of political information. Besides by investigating political rumors he concluded that the medium of Internet speed up and broadens the rumor circulation but it has no effect on recipient believability. Conversely the political rumors which are sent via emails between friends and family members are more likely to be regarded as trustworthy which can pose threat to truthful political knowledge.

Research has also depicted that how the age affects the audiences rating of credibility. Another research [29] revealed that college students found television and online news as more credible than older age media consumers. Older age participants, however, found online news to be more credible than television news, whereas the college students considered television news as more credible.

A research conducted by Mulder concluded that the younger audiences recognize specific media as more reliable than older audiences [30]. Similarly, [31] found the important linkage between the age and believability of news, as the youngest audience (18–24) every time rated media higher than older adults. Further, experimental studies regarding credibility of multiple sources concluded that older age readers rated news content as more trustworthy when diverse sources as compared to only governmental sources were given [32]. On the other hand the younger news readers found very little distinction between the two.

Jacobson [33] studied the trustworthiness and credibility of mass media as source of news. He specifically focused on the reliability of the medium used for communication. The findings of the study concluded that television was the most authentic, followed by newspaper, and radio in the last. In addition, [34] discovered the credibility of individual media and news media in general. The audience perception regarding credibility of television and newspaper were more or less the same.

In a research investigation which compared the television news with the print news sources, asked online users to rank the trustworthiness of some popular Internet news related websites and they found the Interesting results; the ratings for the online sites of the key national news media outlets were significantly higher than the ratings for the news organizations themselves [35].

An exploratory study analyzed the factors of credibility of television, newspapers and online news by using the Gaziano & McGrath's news credibility likert-type scale. The findings of the study depicted that the credibility of online news was similar as the credibility of television and newspaper. In addition, the respondents evaluated the all the news mediums as positively in context of currency, timeliness, up-to-date and more negatively concerning completeness and bias. Moreover, it was also concluded that the consumers of online news were less negative as compared to television viewer and newspaper readers. Additionally, the credibility of newspaper was gauged to have

the qualities of currency, balance and honesty whereas; the credibility of online news was associated with factors of bias, trustworthiness and timeliness [36].

Case study investigated the student's perceived credibility of campus based and community newspaper in the University of Florida. The study concluded that taking interest in news to be strongly associated with the credibility of both college and community based newspapers. The parents of the students who motivated and encouraged their children to read one newspapers found both the newspapers as trustworthy as compared to their other fellows. It was also found that White research participants regarded locally published newspaper more reliable as compared to other races [37].

Research investigated the role of news type (soft or hard news), race (African American and Caucasian) and affiliation of source (citizen of official) on the audience credibility perception by exposing them with the 10 different news stories. The experimental study exposed three main findings. The audience regarded official news sources as more reliable as compared to non official sources of news, Secondly; the race did not contributed towards developing positive or negative credibility perception by both White and African American

respondents. Lastly, television news viewers considered type of hard stories of news as comparatively more authentic than soft stories of news [38].

Additionally, a study explored the perception regarding information credibility on social networking platforms. In this connection, five different factors of message and medium credibility were studied. The findings of the study revealed that dependence on medium and interactivity are two main variables which determine the information credibility in the dimension of medium credibility whereas, argument of the message from the dimension of message credibility has significant role for information credibility on social networking sites [39].

Moreover, an experimental research conducted in Switzerland investigated the effect of the gender and age of the newscaster on the credibility perception of the news audience. The results of the study suggested that there is no effect of age on the credibility of the message but on the other hand significant relationship between the age and gender of newscaster was traced. Moreover, the study has also found that the news presented by the female newscaster is comparatively considered as highly trustworthy as the male newscaster. In

addition, old aged male newscaster was regarded as more credible [40].

The study analyzed the perception of young adults regarding the credibility of two distinct types of blogs. The results revealed that the young adult perceived personal blogs more reliable as compared to the blogs which belongs to institutions regarded as less credible. Additionally, the results also depicted the young adult considered news presented on cable television channels and on the internet as of almost same credible [41].

In addition, another study investigated the credibility perception of information on personal web pages in relation to effects by the gender of the source. The subjects were exposed to both male and female web pages developed for the study to assess the credibility of site, message and sponsor. The results showed that the males perceived credibility of site and message comparatively higher as women [42].

An online experiment was conducted to evaluate the audience perception about the credibility, readability and expertise of computer written automated news articles. Study concluded that the participants have evaluated declared sources of human written articles comparatively more favorable. In addition, participants rated articles with actually sources written by the computer as

more trustworthy and written with journalistic professionalism but with lesser readability [43].

A web-based experimental survey investigated the influences of hyperlinks in developing the credibility perception of individuals in online news and information seeking environment. The findings of the experimentation concluded that hyperlinks in the news stories boosted the credibility perception and information seeking [44].

The study investigated the effects of the context of the news story in which it is presented. It was found that the surrounding commentary as well as the opinions affects the credibility judgments made by the receivers. Besides, the contexts in which the news stories are red by the audience also affect the credibility judgment. On posts commentary feature of social networking sites provides opportunity to its user to comment on the posts, in the same way the news related websites strengthen the user to comment under the news story and to initiate the discussion. Consequently, the surrounding commentary on the social media posts and news stories may influence the perceived credibility of the presented news stories as well as the feeling of individuals emerged by reading the different opinions

with respect to the credibility of story and source of the news [45].

Using telephonic interviews investigated the importance of the trust on media and the relationship between the individual's trust level and attention to the news. The findings suggested that the audience select the specific new source which gratifies their credibility definition and audience heavily rely on the news sources which are accurate, fair, has well trained reporting staff, tells the complete news story and separate the facts from opinion according to their perception. The findings of the study also confirmed that there are three different levels of trust on media 1) trust on news information 2) trust on Individuals who deliver the news and 3) trust on media organizations. The study found the significant positive relationship between the individuals who deliver the news and newspaper active audience also the study found insignificant relationship between the attentions paid to the news appeared on television and trust of the reporter as well as no significant relation was discovered in connection with the internet news [46].

Plenty of researches have investigated cross-media relationship between the mainstream and new media to evaluate the reliability of internet as compared to the other channels of political news and information. Initial researches suggest that newspaper was significantly evaluated as more trustworthy than other news mediums which include internet or web, television and radio [47, 48]. Jacobson [49] studied trustworthiness and credibility of mass media as source of news. He specifically focused on the reliability of the medium used for communication. The findings of the study concluded that television was the most authentic, followed by newspaper, and radio respectively.

METHODOLOGY:

The core objective of the study was to evaluate the perception of youth regarding the credibility of mainstream and news media mediums of political news which are heavily being utilized by the youth for getting Pakistani political news. In order to achieve the objectives of the study and to unearth highly credible and less credible mediums of national political news, survey was used as research design for the measurement of youth's credibility perception about the different mainstream and new media tools of news dissemination. Though, the questionnaire was comprised of 37 different close ended questions of multiple choices to gauge the perception of youth regarding the media credibility phenomena, but in this research paper the researchers has analyzed those research questions which are in

accordance with the research questions selected for this study. Total 375 respondents (52.8%) males and (47.2%) females enrolled in the different universities in the province of Punjab have participated in the survey. The list of Higher Education Commission's (HEC) approved universities located in the province of Punjab was prepared to draw the sample from the population. The sample was drawn using multi-staged stratified and random sampling technique.

Measurement:

Using the previous available literature as guide (Johnson & Kaye, 2000; Newhagen and Nass, 1989; Gaziano & McGrath, 1986; Meyer, 1988; Johnson & Kaye 2002, 2004), credibility was evaluated as multidimensional construct. Believability, fairness, accuracy and depth are four measures that are consistently emerged as such best combination of variables that effectively measure (Gaziano & McGrath, 1986; Meyer, 1988; Newhagen and Nass, 1989) the credibility of media and the same credibility measurement scale was utilized to gauge the credibility perception of youth regarding different mainstream and new media sources of getting political news in Pakistan. The participant of the survey were asked about how believable, fair, accurate and in depth they evaluate the traditional newspapers, online newspapers, traditional TV news channels, online TV news channels, Facebook, Twitter, YouTube, political news blogs, WhatsApp and political parties websites by utilizing five point-scale credibility measurement scale with 1 indicating "not at all" and 5 indicating "very". These four variables/measures were then combined into a credibility index.

RESULTS

Table 1: Perception of Credibility of Mainstream and New Media Mediums of Political News.

Rank	News Mediums	Mean Scores (Scale 1-5)				Credibility Index (4-20)
		Believability	Fairness	Accuracy	Depth	
1	TV News (Traditional)	2.93	2.82	2.9	3.25	11.90
2	Newspapers (Traditional)	2.94	2.72	2.86	3.22	11.74
3	Newspapers (Online)	2.71	2.61	2.67	2.87	10.86
4	TV News (Online)	2.63	2.59	2.67	2.91	10.80
5	Twitter	2.57	2.55	2.7	2.57	10.39
6	News Blogs	2.34	2.41	2.48	2.68	9.91
7	YouTube	2.23	2.43	2.4	2.55	9.61
8	Political Parties Websites	2.08	2.09	2.22	2.4	8.79
9	WhatsApp	2.12	2.14	2.13	2.17	8.56
10	Facebook	2.03	2.09	2.05	2.33	8.50

N=375

The research participants were asked to evaluate the credibility of different mainstream and alternative mediums of national political news. The study concluded that overall, TV news (traditional) was most credible medium (M = 11.90) of all media:

newspapers (traditional) (M = 11.74), online newspapers (M = 10.86), TV news online (M = 10.80), Twitter (M = 10.39), news blogs (M = 9.91), YouTube (M = 9.61), political parties websites (M = 8.79), WhatsApp (M = 8.56) and Facebook (M = 8.50) for getting political news.

Within the domain of mainstream media TV news was ranked as most credible medium of political news whereas the traditional newspapers maintained 2nd position in the mainstream media credibility ranking. In addition, Twitter was considered as most authentic medium for getting credible Pakistani political news whereas YouTube and Facebook was ranked as second and third credible mediums respectively. In addition, online newspapers were ranked as highly trustworthy online medium of political news whereas online TV news was regarded as second most credible medium and news blogs were ranked third trustworthy medium by the youth for getting political news.

CONCLUSION

On the basis of results regarding the perception of university students about the credibility of mainstream and new mediums of political news, it is concluded that traditional TV news channels have been emerged as the most credible and authentic

source in view of the respondents. Similarly, the same medium has superseded the other mediums of news in perspective of believability, fairness, accuracy and depth. On the other hand, significance of new media has been increasing day by day but there is serious concerns of credibility question due to the factors of anonymity and absence of concrete regulator control on posting and sharing of political news and related contents. However, the new media is being utilized in order to maintain sense of self and to gain initial alerts regarding political happenings at national level.

Nevertheless, despite of strong competition with electronic and new media, print media succeed to survive her position in the arena of dissemination of political news as the traditional mainstream newspapers were ranked second and also considered more trustworthy and credible after traditional TV news channels. On the whole, different forms of alternative media stood at the third slot in the eyes of the respondents.

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