

# The Relationship between Credibility Factors and Perceived Facebook Credibility among Facebook Users

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## Abstract

Information technology is advancing quickly, enabling consumers to access information through intermediary platforms like Facebook. Social media has emerged as a powerful source for today's youth to access current news. The dissemination of information through Facebook has had an impact on message credibility. Hence, this study aimed to examine the level of credibility factors and their relationship with perceived Facebook credibility among Facebook users at a public university in central Malaysia. An online survey was conducted with responses from 375 participants. This study was conducted quantitatively, and the data were analysed descriptively and inferentially using SPSS. Findings showed that the majority of respondents perceived Facebook credibility at a low level, with a mean score of 2.3. The level of credibility factors among Facebook users of a public university in central Malaysia was determined to be moderate at a mean score of 3.03. Results showed that there was a significant relationship between credibility factors and perceived Facebook credibility at the 0.5 level of significance. Four credibility factors, consisting of interactive media, technology acceptance, quality of news sources, and exposure to the media, had a significant relationship with perceived Facebook credibility. Thus, it can be concluded that credibility factors have a significant positive relationship with perceived Facebook credibility.

**Keywords:** Media Credibility, Perceived Facebook Credibility, Social Media, Facebook, Public University.

## Introduction

About 29.55 million Internet users in Malaysia were reported in January 2022 (Kemp, 2022b). The number has shown an increase of 365 thousand between 2021 and 2022, according to

Kepios analysis. Facebook as a social media platform has popularly become internet users' choice to disseminate information. Scholars believe that social media is a credible tool, either for individuals or businesses, in terms of sharing and spreading knowledge in the blink of an eye when reached with related content. Besides that, Worku and Woldeyohannis (2021), stated that through social media itself, the facts, or data that the user gains from it are not always accurate and may not reach them on the spot.

News organisations have increasingly used social media content for breaking news, eyewitness accounts, and user-generated videos. The veracity of such content is often questioned, as social media platforms are prone to false reports, rumours, and manipulation (Baharom, Ghazali & Ahmad, 2023). Hameleers et al (2020), stated that "Facebook is one of the breeding grounds for the uncontrolled spread of information" which the information was unconfirmed to be reliable, or vice versa, because everyone can write their thoughts without thinking much further and considering the facts about it thoroughly.

Hundreds of pieces of information were served to citizens all around the world with the intention of informing and seeking attention. However, due to the uncontrolled news spreading through the media, the perception of others towards the credibility of the news was being questioned. Credibility is an important factor in determining media credibility, whether the news provided can be reliable or not for the users to accept. Kang (2010), says that the credibility of news media content nowadays must be measured based on the functions of social media, the needs of communication, and the audience's needs.

Today's exasperation is highly felt when loads of information sometimes do not have any authorities or even the source provided. As such, it is alarming that the dissemination of information in the new media is likewise ignored or facing such problems too. Due to the credibility issues, the court had summoned the few issues. One of the issues reported and investigated under the Sedition Act of 1948 was regarding a charge against a man who had insulted Yang di-Pertuan Agong and Raja Permaisuri in his Facebook comment (Ishak & Malek, 2019).

This issue was considered a serious matter because it involved the Royal Institution, and this might have a bad impact on the prosperity among races and stabilisation of nations, which can trigger sensitive issues such as religion and racism, especially among the young Malay generations, who might have the possibility of becoming the leaders of the nation the next day. Besides, because of the COVID-19 pandemic, fake news that has been posted or reposted through social media has become worse, especially news that is shown to pose a threat to public health (Preston et al., 2021). This study was conducted to explore the perception of news media credibility among Facebook users of public university in central Malaysia.

### **Research Objectives**

1. To determine the level of credibility factors among Facebook users.
2. To examine the relationship between credibility factors and perceived Facebook credibility.

### **Research Questions**

1. What is the level of credibility factors among Facebook users?

2. Is there any relationship between credibility factors and perceived Facebook credibility?

### **Hypothesis**

1. There is a significant relationship between interactive media and perceived Facebook credibility.
2. There is a significant relationship between technology acceptance and perceived Facebook credibility.
3. There is a significant relationship between the quality of news sources and perceived Facebook credibility.
4. There is a significant relationship between the exposure of the media and perceived Facebook credibility.

### **Literature Review**

#### *Issues on media credibility in Malaysia*

Malaysia right now is having a crucial time where there is a lot of fake news all around the state because of the uncontrolled and fast-spreading issues on new media, specifically social media. The latest issue that plays a big role right now is fake news regarding the COVID-19 pandemic. There have been many cases that have been summoned and charged regarding these issues.

A transportation agency has been charged with spreading fake news on Facebook. The case has been investigated under Section 505 (b) of the Penal Code (PC), which provides for imprisonment not exceeding two years or a fine or both upon conviction. According to Alimin (2020), the defendant has spread the word that there was a virus inside the tour bus that had been boarded by tourists from China and believed that the virus would be active during the extreme summer. Therefore, the action was considered with intention or may cause fear in the public.

Datuk Lokman Noor Adam, a former member of the UMNO Supreme Working Council (MKT), was charged with two charges for spreading false news through two audio-visual recordings on Facebook related to the vaccine issue and the cause of the COVID-19 virus spreading. According to Abas (2021), the Bukit Aman Criminal Investigation Department's Classified Criminal Investigation Unit (USJT) was looking into the accused. If convicted, the accused will be presented in accordance with Section 4(1) of the Emergency (Essential Powers) Ordinance (No. 2) 2021, which provides for a maximum fine of RM100,000 or imprisonment for a maximum of three years or both. In addition, the case was being investigated for causing concern to the public.

Next, Haridas, 40, was charged with tarnishing the image and credibility of the Head of the Criminal Investigation Division (KBSJ) of the Seremban District Police Headquarters (IPD), Deputy Superintendent Ahmad Jamaluddin, and the Seremban District Police Chief, Assistant Commissioner, Mohd Said Ibrahim. According to Yup (2021), Haridas consciously uploaded a video using the Facebook account 'Defend People's Rights Group' entitled '*Salah laku OCPD dan KBSJD IPD Seremban!*'. The charge was made in accordance with Section 233 (1)(a) of the Communications and Multimedia Act 1998 and was punishable under Section 233 (3) of the same act.

Other than that, Zulkiflee Anwar Ul Haque, also known as Zunar, was called by the police from Kedah Contingent, Inspector Zulkifli Musa. This is regarding his cartoon sketch depicting the Kedah President, Muhammad Sanusi Md Nor, from the Pan-Malaysian Islamic Party (PAS) using a large knife to separate a group of four individuals representing four different ethnicities in Malaysia. According to Azmi and David (2021), the sketch was posted on the Facebook page "Zunar Kartunis Fan Club" in response to the state government's decision not to approve public holidays for the Thaipusam festival and the cancellation of all festival activities under the grounds of COVID-19. Kedah police chief Hasanuddin Hassan said the case was being investigated under Section 505(c) of the Penal Code and Section 233 of the Communications and Multimedia Act.

Moreover, a police report was made regarding the spreading of fake news about the death of former Prime Minister Tun Abdullah Ahmad Badawi through WhatsApp and Facebook. Ahmad (2020) reported that two Special Officers on behalf of Abdullah, Datuk Jefridin Atan and Dr Muhammad Hakimi Shafiai, lodged a report at the Malaysian Communications and Multimedia Commission (MCMC) based on police advice so that action can be investigated and taken against those who were involved in accordance with Act 500 of the Penal Code. This issue should not be taken lightly since it involves the death and reputation of a statesman. According to Azaman (2020), police were looking for Facebook accounts named 'Sharifah Sofia Syed Rashid III', 'Zali Zakri', 'Kunak Sabah Belacan', and 'Malek Hj Lahab'. Those four accounts were alleged to have uploaded and reposted posts on social media sites regarding the handing over of the post of Prime Minister of Malaysia. Bukit Aman Criminal Investigation Department (CID) director Datuk Huzir Mohamed said the case was investigated under Section 505(b) of the Penal Code for causing fear or intimidation to the public or to any public, as well as Section 233 of the Communications and Multimedia Act 1998, which was considered an improper act.

Later, a Facebook user, Aaron Yee, was charged under Section 117 of the Criminal Procedure Code for a post related to Yang di-Pertuan Agong, Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah. Next, the other two social media users have also been summoned because of the same charge (Astro Awani, 2020). The case was classified under Section 4(1)(a) of the of the Sedition Act and Section 233 of the Communications and Multimedia Act 1998 for misuse of social media. The cases mentioned above showed that people misused the media as a medium to spread malicious content that can threaten the unity of our prosperous country. This issue is considered serious as it involves royal institutions.

Thus, Ishak and Malek (2019), reported that a man was also charged with insulting Yang di-Pertuan Agong and Raja Permaisuri Agong. In the Facebook comment, he posted an insulting statement about Al-Sultan Abdullah and Tunku Azizah Aminah Maimunah Iskandariah's picture. According to the Chief Police of Pahang, Datuk Mohd Zakaria Ahmad stated that the case would be investigated under the Sedition Act 1948. As mentioned before, this issue must not be taken lightly, as it involves the royal institution and maintaining the prosperity of the country.

Patah (2019), reported that Lim Guan Eng, our former finance minister, has submitted a legal action against Raja Petra Kamaruddin by requesting an injunction to prevent the blogger from publishing malicious statements about him. He also requested a mandatory injunction for

Raja Petra to apologise and pay for general damages, including severe and exemplary damages, benefits, and costs. The defamation might tarnish the plaintiff's credibility, and misunderstandings will arise among the public. In addition, in the next issue reported by Astro Awani (2019), Siti Zabedah Kasim, or Siti Kasim, was sued for about RM2 million by Firdaus Wong Wai Hung because of statements made by her on her Facebook. The plaintiff claimed that it was a defamation statement made by the defendant against him.

#### *Credibility source and credibility factors*

Elhadidi (2019), found that Egyptian users claimed that the uploaded political contents and opinions on Facebook with higher ratings were credible. Moreover, users with higher social efficacy were judged to be more trustworthy than those with lower social efficacy. The results show that the dependency on political information and the use of political information on Facebook were limited by their credibility. Hence, Egyptians believed that new media was a credible source.

According to Kasmani (2022), those who have a high interest in politics are persuaded by Najib Razak's decisions and political acts, while the majority of respondents are less persuaded by his political humour and think that his Facebook posts will not make any changes towards him. However, they still found his persuasive capability of political humour entertaining and improved self-image among the younger generation. Thus, the advancement of Facebook in the digital realm has provided an advantage for politicians to convince the public.

However, in a recent study by Tajuddin (2022), it was stated that only 33% of Malaysian citizens believed that the Internet and Facebook were credible. Research conducted by Johnson and Kaye (2015), stated that social network sites (SNS) were chosen as the least credible among the nine traditional and online sources examined (SNS, political websites, candidate websites, political blogs, candidate blogs, YouTube, online broadcast TV news, online cable TV news, online newspapers). The SNS credibility score was lower because the usage of political information is low. Some internet users were not interested in politics and generally judged SNS credibility at 7.4 on a 4-20-point index. About 4.5% of the sample agreed that SNS was a medium for political news and information. The public sees SNS as the least credible because they use it as a communication tool rather than an information source. After all, most of the political information in the SNS came from an unverified source.

#### *Facebook credibility factors*

According to Nikbin et al (2022), followers' positive comments and responsiveness on the Facebook page were found to have a significant influence on both trust in the product and brand. Furthermore, the finding revealed that comments created by current customers have a stronger influence on customers' trust compared to the activities of the company itself on its Facebook page. Thus, followers tend to believe in the latest customer review rather than the service quality of the brand's Facebook page itself.

A study by Safori et al (2016), conclusively showed that media exposure, interactive media, quality of news sources, and technology acceptance are the factors that affect the credibility of news from the new media. Researchers wanted to display the credibility of new media as a point of view that exaggerates communications and public engagement in social media.

However, some scholars believe that social media tends to spread lies and rumours and does not explain much about it, and the credibility of news is not even considered.

Palczewski (2016), reported that media credibility is positively correlated with media trust, but media credibility may not be affected strongly by media habits. Nevertheless, findings showed a relationship between media credibility, media trust, and media habits that users will consider determining whether the media is credible or not. With the highest significant positive relationship between media credibility and media trust in Fox News ( $r = .401$ ), and the weakest significant positive relationship found in MSNBC News Condition ( $r = .320$ ), media credibility and media trust are the most robust relationships found across media trust.

Kang (2010), stated that the credibility of social media is the key factor that encourages public engagement and communication effectiveness in social media. This research has been validated with a 14-item measure of blog credibility by using focus groups and surveys. As a result, the proposed 14-item measure of blog credibility is source credibility (reliable, knowledgeable, transparent, influential, and passionate) and message credibility (widespread, authentic, timely, insightful, accurate, informative, focused, consistent, and fair). The reliability of this research has also improved compared to past research. Two theoretical dimensions of blog content credibility and blogger credibility support the outcome. Focus and accuracy are the critical indicators of blog content credibility, while the authority and reliability of bloggers are factors of blogger credibility that are strongly related. According to Karlsen and Aalberg (2021), the dissemination of information through a Facebook medium has affected the credibility of messages. This is because people have less trust in the information conveyed to them through social media. Based on the results, the sharing of news through social media can cause distrust. Furthermore, with the rapidity of information technology nowadays, current news can not only be consumed through official news channels but can also be obtained on all intermediary platforms, such as Facebook. As a result, this study demonstrated that the dissemination of information via the Facebook platform was less reliable, particularly when a politician delivered or shared the message.

### **Methodology**

This research utilised a quantitative method that aimed to examine the relationship between credibility factors and perceived Facebook credibility among Facebook users at a public university in central Malaysia. The data was collected using online survey forms. The respondents were among the students at a public university in central Malaysia. A total of 375 students participated in this study. A questionnaire was devised and consisted of 20 items to measure the level of credibility factors among Facebook users. Each item was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Descriptive analysis was conducted to compare the mean to determine the level of credibility factors using SPSS version 26. Three levels were used to determine the level of credibility whether the mean score is low (1.00–2.33), moderate (2.34–3.66), and high (3.67–5.00). Next, a Pearson correlation test was also conducted to test the relationship between credibility factors and perceived Facebook credibility. The questionnaire had been reviewed for face validity by experts from the Faculty of Social Sciences and Humanities, School of Media and Communication, Universiti Kebangsaan Malaysia (UKM).

A reliability test was conducted, and the results showed that the Cronbach Alpha value for credibility factors, which consisted of interactive media (.87), technology acceptance (.93), quality of news source (.91), and exposure of the media (.90), while perceived Facebook credibility had a Cronbach Alpha value of .94. The data from the questionnaire were descriptively and inferentially analysed using Statistical Package for the Social Sciences (SPSS) version 26.

## **Results and Discussion**

### *Demographic profile*

Descriptive statistics with frequency distribution and percentage are presented in Table 1. The result shows female respondents have the highest frequency with 305 (81.3%), compared to male respondents with 70 (18.7%). The gap is huge because most of the population is made up of female students. The highest range of age among respondents was 18 to 20 with 213 (56.8%), followed by the age range of 21 to 23 with 150 (40%) and 24 to 26 with only 12 (3.2%) from the total number of populations. Most of the respondents are single, 370 (98.7%), and the highest level of education during the data collection was diploma 248 (66.1%), followed by SPM 70 (18.7%), STPM 34 (9.1%), and the least was matriculation with 23 (6.1%).

A sample size of 375 respondents from the students of a public university in central Malaysia participated in this study. Table 1 shows that about 188 (50.1%) samples were using Facebook for about 7 years and above, and samples that used Facebook for about 3 to 4 years got the lowest numbers, which are 34 (9.1%). However, the result shows the highest average time spent per day on Facebook was less than 2 hours, 309 (82.4%), and the rest of the 66 (17.6%) respondents spent more than 3 hours on Facebook per day. Thus, respondents who rarely access news from Facebook are 250 (66.7%), compared to only 77 (20.5%) who frequently use Facebook as a medium for accessing news.

Table 1

*Frequency Distribution of Respondents' Demographic Profile (n=375)*

Profiles	Frequency (f)	Percentage (%)
Sex:		
Male	70	18.7
Female	305	81.3
Age:		
18 – 20	213	56.8
21 – 23	150	40.0
24 – 26	12	3.2
Marital status:		
Single	370	98.7
Married	5	1.3
Level of education:		
SPM	70	18.7
STPM	34	9.1
Matriculation	23	6.1
Diploma	248	66.1
Year of using Facebook:		
Less than 2 years	87	23.2
3 years to 4 years	34	9.1
5 years to 6 years	66	17.6
7 years and above	188	50.1
Average usage daily:		
Less than 2 hours	309	82.4
3 hours to 4 hours	28	7.5
5 hours to 6 hours	21	5.6
7 hours and above	17	4.5
Access news from Facebook:		
Never	31	8.3
Rarely	250	66.7
Frequently	77	20.5
Very Frequently	12	3.2
Always	5	1.3

*A descriptive statistic of perceived Facebook credibility*

Table 2 shows that the overall mean score for perceived Facebook credibility is (M = 2.30). The item with the highest mean score for the level of perceived Facebook credibility is the item "I am proud to tell people I am on Facebook" with a mean score of 2.55, followed by the item "Facebook is part of my everyday activity" with a mean score of 2.35, and the item "I feel I am part of the Facebook community" with a mean score of 2.33. The lowest mean score falls on item "I feel out of touch when I haven't logged onto Facebook for a while" with a mean score of 2.04. With an overall mean score of 2.30, it clearly shows that the majority of respondents perceived Facebook credibility at a low level.

Table 2

*Descriptive Statistics of Perceived Facebook Credibility (n=375)*

Perceived Facebook Credibility	Mean	Std. Deviation
I am proud to tell people I am on Facebook	<b>2.55</b>	1.27
Facebook is part of my everyday activity.	2.35	1.32
I feel I am part of the Facebook community.	2.33	1.12
Facebook has become part of my daily routine.	2.22	1.26
I feel out of touch when I haven't logged onto Facebook for a while.	2.04	1.12
Overall:	<b>2.30</b>	<b>1.22</b>

*Facebook's Credibility Factors*

A descriptive statistic was conducted to determine the level of credibility factors among Facebook users at a public university in central Malaysia. There are four Facebook credibility factors involved, which are interactive media, technology acceptance, the quality of the news source, and the exposure of the media, as mentioned by Safori et al. (2016). Table 3 shows the three levels that were used as indicators in this study to determine the level: low (1.00-2.33), moderate (2.34-3.66), and high (3.67-5.00).

Table 3 shows the overall mean score for the factor of interactive media is 2.88, with a value of the standard deviation of 1.17. The mean scores showed that the interactive media items were classified as moderate. Next is a TA (technology acceptance). Table 4 showed 3.23 as the value of the overall mean score for technology acceptance items, with a value of the standard deviation of 1.09. The overall mean score for technology acceptance lies on a moderate scale. Followed by the quality of the news source, the overall mean score for the item is 2.97 and 1.02 for the standard deviation value. Results showed that the quality of news sources also lies on a moderate scale. The last factor, which is the exposure of the media, showed an overall mean score is 3.04. The value of the standard deviation for the exposure of the media is 0.95. Thus, the overall mean score for exposure to the media is classified as moderate.

Table 3

*Three indicator levels of the mean score scale*

Mean	Level Indicator
1.00 – 2.33	Low
2.34 – 3.66	Moderate
3.67 – 5.00	High

According to the results shown in Table 4, the overall mean score for each item of Facebook credibility factors lies at a moderate level. For example, the overall mean score for four factors is 3.03. In conclusion, the level of credibility factors among Facebook users at a public university in central Malaysia was determined to be at a moderate level.

Table 4

*Mean Score for Level of Facebook credibility factors (n = 375)*

Facebook Credibility Factors	Frequency (f) & Percentage (%)			Mean	SD
	High	Moderate	Low		
<b>Interactive Media</b>					
I think communicating with other users was very easy.	183 (48.8%)	121 (32.3%)	71 (18.9%)	3.40	1.05
I always communicate with other users (make comments, give a 'like', repost messages).	149 (39.7%)	85 (22.7%)	141 (37.6%)	2.94	1.23
I could always get a lot of responses to my posts.	117 (31.2%)	99 (26.4%)	159 (42.4%)	2.76	1.20
Other users replied to my posts very quickly.	92 (24.5%)	87 (23.3%)	196 (52.3%)	2.55	1.22
Facebook could help me to initiate a discussion with others about the content.	100 (26.7%)	92 (24.5%)	183 (48.8%)	2.73	1.13
Overall:				<b>2.88</b>	<b>1.17</b>
<b>Technology Acceptance</b>					
Facebook could help me to participate in related activities.	152 (40.5%)	110 (29.3%)	111 (30.1%)	3.17	1.17
Facebook could help me to get ideas about how to approach others.	145 (38.7%)	119 (31.7%)	111 (29.6%)	3.15	1.08
Facebook could help me to deepen my own understanding of the event.	158 (42.1%)	100 (26.7%)	117 (31.2%)	3.14	1.06
Facebook could help me to figure out what is happening.	184 (49.1%)	100 (26.7%)	91 (24.3%)	3.34	1.07
Facebook could help me to experience enjoyable content.	188 (50.1%)	94 (25.1%)	93 (24.8%)	3.35	1.06
Overall:				<b>3.23</b>	<b>1.09</b>
<b>Quality of News Source</b>					
Facebook is trustworthy and reliable.	86 (22.9%)	130 (34.7%)	159 (42.4%)	2.71	1.01
Facebook content is always provided with the latest news and events.	161 (42.9%)	106 (28.3%)	108 (28.8%)	3.18	1.09
Facebook is transparent and includes all opinions in addressing issues and events.	141 (37.6%)	128 (34.1%)	106 (28.3%)	3.11	1.04
Facebook content conveys the true picture of issues and events.	118 (31.5%)	143 (38.1%)	114 (30.4%)	3.02	0.98
The content of Facebook is usually accurate.	87 (23.2%)	146 (38.9%)	142 (37.9%)	2.81	0.96
Overall:				<b>2.97</b>	<b>1.02</b>

**Exposure of Media**

Facebook provided unbiased, balanced coverage of information	102 (27.2%)	168 (44.8%)	105 (28.0%)	2.97	0.95
Facebook provided detail about how the news was constructed.	123 (32.8%)	152 (40.5%)	100 (26.7%)	3.07	0.92
Facebook had enough editorial freedom to share information.	147 (39.2%)	140 (37.3%)	88 (23.5%)	3.22	1.01
Facebook provided reliable, trustworthy and accurate information.	110 (29.3%)	141 (37.6%)	124 (33.1%)	2.95	0.99
Facebook removes information from opinion.	100 (26.7%)	172 (45.9%)	103 (27.5%)	3.00	0.88
Overall:				<b>3.04</b>	<b>0.95</b>
Overall Mean Score:				<b>3.03</b>	

*Relationship between credibility factors and perceived Facebook credibility*

In this research, a correlation has been conducted for researchers to check whether there is a significant relationship between credibility factors and perceived Facebook credibility. By using Pearson correlation, the researcher can check for any significant relationship between the two variables. Table 5 below was used as an indicator to determine the level of R-values.

Table 5

*R-values and their interpretation*

<b>r-value</b>	<b>Interpretation</b>
< 0.20	Slight: almost negligible relationship
0.20 – 0.40	Low correlation: definite but small relationship
0.40 – 0.70	Moderate correlation: substantial relationship
0.70 – 0.90	High correlation: marked relationship
> 0.90	Very high correlation: very dependable relation

*H1: There is a significant relationship between interactive media and perceived Facebook credibility.*

Table 6 shows the result from the Pearson correlation. The relationship between interactive media and perceived Facebook credibility was interpreted as having a moderate correlation and being significant ( $r = .488$ ,  $n = 375$ ,  $p < .001$ , two-tailed). Hence, H1 accepted that there is a significant relationship between interactive media and perceived Facebook credibility.

Table 6

*Correlation Analysis of Interactive Media and Perceived Facebook Credibility (n = 375)*

		Perceived Facebook Credibility	Interactive Media
Perceived Facebook Credibility	Pearson Correlation	1	.488**
	Sig. (2-tailed)		.000
	N	375	375
Interactive Media	Pearson Correlation	.488**	1
	Sig. (2-tailed)	.000	
	N	375	375

Note: \*\*Correlation is significant at the 0.01 level (two-tailed).

Finding shows that the students at public university in central Malaysia agree that Facebook is one of the interactive media that initiates a discussion among users about the contents. The responsiveness and comments from the users have a significant influence on the credibility of the news media. A study by Nikbin et al (2022), stated that the comments or reviews left by the readers or users have a stronger influence on other readers to believe the news. Borah and Xiao (2018), justified that the number of likes or comments on the Facebook posts have a high possibility in influencing the news credibility especially from an expert source.

Findings show that the students at a public university in central Malaysia agree that Facebook is one of the interactive media that initiates discussion among users about its contents. The responsiveness and comments from the users have a significant influence on the credibility of the news media. A study by Nikbin et al (2022), stated that the comments or reviews left by readers or users have a stronger influence on other readers to believe the news. Borah and Xiao (2018) justified that the number of likes or comments on the Facebook posts has a high possibility in influencing the credibility of the news, especially from an expert source.

*H2: There is a significant relationship between technology acceptance and perceived Facebook credibility.*

Table 7 shows the results from the Pearson correlation test. The relationship between technology acceptance and perceived Facebook credibility showed a moderate correlation and was significant ( $r = .462$ ,  $n = 375$ ,  $p < .001$ , two-tailed). Hence, H2 accepted that there is a significant relationship between technology acceptance and perceived Facebook credibility.

Table 7

*Correlation Analysis of Technology Acceptance and Perceived Facebook Credibility (n = 375)*

			Perceived Facebook Credibility	Technology Acceptance
Perceived Facebook Credibility	Pearson	Correlation	1	.462**
		Sig. (2-tailed)		.000
		N	375	375
Technology Acceptance	Pearson	Correlation	.462**	1
		Sig. (2-tailed)	.000	
		N	375	375

Note: \*\*Correlation is significant at the 0.01 level (two-tailed).

This finding clearly shows that the students at a public university in central Malaysia believed that Facebook could help them experience enjoyable content. This statement was agreed upon by Asri and Sualman (2019), as Facebook is not only used to get updates or share certain matters with others, but it also teaches users to reach out for information worldwide. At the same time, a lot of skills and knowledge might be gained through the process.

*H3: There is a significant relationship between the quality of news sources and perceived Facebook credibility.*

Table 8 shows the results from the Pearson correlation test. The relationship between the quality of news sources and perceived Facebook credibility was found to be low and significant ( $r = .392$ ,  $n = 375$ ,  $p < .001$ , two-tailed). Hence, H3 accepted that there is a significant relationship between the quality of news sources and perceived Facebook credibility.

Table 8

*Correlation Analysis of Quality of News Source and Perceived Facebook Credibility (n = 375)*

			Perceived Facebook Credibility	Quality of News Source
Perceived Facebook Credibility	Pearson	Correlation	1	.392**
		Sig. (2-tailed)		.000
		N	375	375
Quality of News Source	Pearson	Correlation	.392**	1
		Sig. (2-tailed)	.000	
		N	375	375

Note: \*\*Correlation is significant at the 0.01 level (two – tailed).

This finding shows that students at public university in central Malaysia agreed that news content in Facebook is accurate. According to the news credibility scale by Meyer (1988), trustworthiness, fairness, accuracy, bias, and completeness are considered in order to measure the credibility of news. A study conducted by Sabigan (2007) agreed that the news

credibility in online news such as Facebook was considered more credible compared to television news because Facebook seems to present the whole story. Moreover, participants were likely to rate the news article as credible when the news were shared by authorized news organizations (Tandoc Jr, 2019).

This finding shows that students at a public university in central Malaysia agreed that news content on Facebook is accurate. According to the news credibility scale by Meyer (1988), trustworthiness, fairness, accuracy, bias, and completeness are considered in order to measure the credibility of news. A study conducted by Sabigan (2007) agreed that the credibility of online news, such as Facebook, was considered more credible compared to television news because Facebook seemed to present the whole story. Moreover, participants were likely to rate the news article as credible when the news was shared by authorised news organisations (Tandoc Jr, 2019).

*H4: There is a significant relationship between exposure to the media and perceived Facebook credibility.*

Table 9 shows the results from the Pearson correlation test. The relationship between the exposure of the media and perceived Facebook credibility was found to be low and significant ( $r = .387$ ,  $n = 375$ ,  $p < .001$ , two-tailed). Hence, H4 accepted that there is a significant relationship between the exposure of the media and perceived Facebook credibility.

Table 9

*Correlation Analysis of the Exposure of the Media and Perceived Facebook Credibility (n = 375)*

		Perceived Facebook Credibility	Exposure of Media
Perceived Facebook Credibility	Pearson Correlation	1	.387**
	Sig. (2-tailed)		.000
	N	375	375
Exposure of Media	Pearson Correlation	.387**	1
	Sig. (2-tailed)	.000	
	N	375	375

Note: \*\* Correlation is significant at the 0.01 level (two – tailed).

This result shows that students of public university in central Malaysia slightly agreed that Facebook provides information that are transparent. A study by Sabigan (2007) also found that online news from Facebook was considered a little bit more credible because it seemed to present the whole story.

## Conclusion

It is perceivable that Facebook has become one of the most influential platforms for seeking knowledge and information. According to Kemp (2022a), about 21.70 million Facebook users in Malaysia in early 2022 were reported. However, about 66.7% of respondents said that they rarely access news on Facebook. Even though 50.1% of respondents have been using Facebook for more than seven years, they rarely spend time on it. About 82.4% of

respondents spent on average, less than two hours on Facebook per day. According to the demographic profile pattern of students at a public university in central Malaysia, Facebook is not the most influential platform to seek knowledge and information.

This study found that the level of credibility factors was at a moderate level, with a mean score of 3.03. Students from the public university in central Malaysia agreed that Facebook is moderately interactive media with a mean score of 2.88, the technology acceptance factor, with a mean score of 3.23, the quality of news source factor with a mean score of 2.97, and the exposure of the media with a mean score of 3.04. The results were supported by Nikbin et al (2022), where followers tend to believe in the latest updated post, response, or comments about certain issues that have been discussed on the Facebook page. Therefore, responsiveness and followers' positive comments have an influence on how people perceive the credibility of certain content. Four credibility factors, consisting of interactive media, technology acceptance, quality of news sources, and exposure to the media, had a significant relationship with perceived Facebook credibility. Hence, this study has shown that credibility factors have a significant positive relationship with perceived Facebook credibility.

This study is intended to be extremely beneficial to all Facebook users at a public university in central Malaysia, particularly students and instructors working in the fields of mass communication and news. Every news organization that offers an online platform and information services should assess its credibility in terms of media professionals, news presentation, and news content within their organization. The findings contribute to online news readers' critical evaluation of news and media sources, news presentation, and news organizations. Hence, users will be increasingly aware of the credibility of news media in the future.

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