

Factors affecting the credibility of newspapers among youth in Saudi Arabia Saudi Arabia:

A field study on a sample of university students

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Abstract:

This study aimed to identify the most important factors affecting the credibility of the Saudi press, through a survey the views of young people in Saudi Arabia about the credibility of these newspapers through their commitment to the standards of credibility and elements of objectivity and accuracy of single as published by the news, and its coverage of the press.

The researcher used in this study approach the quantitative, and was used in which questionnaire to obtain information key to the study, has identified the researcher university students at the Universities of Imam Muhammad bin Saud Islamic University and King Saud University in Riyadh, a society for the study, and chose to study (150) Single students from two universities.

The study found the most important elements enhanced the credibility of newspapers from the point of view of the sample are: documenting information and attributed to their sources, and diversifying interests of reporting, real-time news, and to be objective when viewing the facts, get the facts supported by figures and statistics, and express sincere about the issues and concerns of readers, and honesty in the collection of data from sources, and the balance between the views, the results also show that the credibility of the Saudi newspapers in the sample of university students have been associated negatively correlated with a number of factors, amounted to eight factors, the most influential factor on the degree of credibility of newspapers is "a way of excitement," the more increased interest in newspapers thrilled I said credibility, and the second factor that had a negative impact on the degree of credibility of newspapers is "excessive praise," The third factor is "lack of attention to the explanation and analysis," Among the factors that affected the degree of credibility of the Saudi newspapers in the sample of young people "use newspapers of the case as a media outlet "and" bias to the opinion of the specific ideology, "then" not to be separated between fact and opinion, "and not to display different views," The results showed also a correlation strong between the credibility of Saudi newspapers and professional performance has, since the greater the degree of professional performance of Newspapers Saudi Arabia increased the degree of credibility with members of the sample, the results showed a correlation between the degree of credibility of newspapers and motivated to read, study also revealed that the local media, Saudi newspapers, and television Saudi Baknati the first news, is not the main sources obtained from which the sample of young people to their information on the various events and issues of local, Arab, which confirms the absence of such means of interest issues and topics that touch the interests of the Saudi public, which occupied the ranks of these methods later, compared to Arab satellite channels and the Internet.