

Credibility Perceptions of Online Political News Among Bangladeshi Millennials Residing in the Capital

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ABSTRACT

With the expansion of political technology, newsrooms are now escaping borders by introducing cloud-based news broadcasting platforms right to people's fingertips, and concerns regarding the legitimacy of these internet political news sources are simultaneously emerging. Since the millennials had the opportunity to get the essence of both the mainstream and the digital media outlets, the primary objective of this study is to investigate and examine the perceptions of Bangladeshi millennials regarding the credibility of digital political news coverage and the content they convey. A structured questionnaire survey been used for this study as primary data sources. The study found that, although the mainstream dynamic political news media outlets have wider-spread popularity, the millennials of Bangladesh find that the newly emerged online mediums are more credible for receiving political news.

KEYWORDS

Bangladesh, Credibility, Media, Millennials, Online Political News

INTRODUCTION

In recent times, the media is often considered "Politically Corrupted". Politics and media correlate with influential factors within. Political content produced by the media results from several elements that contribute to its creation, including customer desires, organizational factors, extra-organizational factors, and social processes. Mass media have always been an indispensable form of communication (Coronel 2008 & Ahmmed, 2014). As watchdogs for the public, the media play a critical role in the battle against corruption. The news media has a 200-year history of serving as a watchdog (Coronel, 2008). Media can potentially spread public awareness and anti-corruption means (Boswell & Rose-Ackerman, 1996). With the development of cloud-based broadcasting systems, media outlets have become borderless. As per to a report by the newspaper association of Americans (NAA, 2006),

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almost one-fourth (24%) of Americans consider “the Internet” as the primary medium for acquiring political ideas and news, although 44% do so at least weekly (Perrin, 2015). The government of Bangladesh introduced digitization facilities in all sectors along with the launching event of the Internet, brandishing the media sector with multi-dimensional aspects. As time passed, the thirst to forge a digital platform for Bangladesh became obligatory as the world is moving fast towards technological advancement and digitization. The government of Bangladesh has been initiating numerous projects which would provide more successive headway towards digitization; with an equal pace, newsrooms are also started expanding and blooming digitally. There are currently over 2000 regional and national online news outlets in addition to over 2000 terrestrial television channels and 3025 newspapers (Karim, 2021). Social media sites, particularly Facebook, have evolved into a secondary source for information collecting and dissemination. In accordance with the National Online Mass Media Policy, the Ministry of Information and Broadcasting has so far approved 85 online news portals and the online news editions of 92 established newspapers in the country. According to data acquired from the Department of Films and Publications, there are over 700 registered newspapers in the country (Bangladesh Forms and Publications Office, 2022). In addition to publicly funded television and radio, the government has authorized the broadcast of 45 additional commercial television channels, 27 FM radio stations, and 31 community radio stations. According to the latest available statistics, 31 television networks, 22 FM stations, and 17 community radio stations are actively broadcasting, with the remaining stations in various stages of preparation for their launch (Karim, 2021).

Though the media provides a wide range of credible sources and guarantees audience feedback. Yet, there is room for debate over the authenticity of the news that is being served to the mass. Fake news is becoming a reality in Bangladesh that must be handled and confronted. To address the alarming effects of false news, the Bangladesh government passed the Digital Security Act and the Broadcast Policy (Karim, 2021). Digital media has recently infiltrated the lives of mass people and paved the way for conducting two-way communication through active participation. Even digital media has been determining the future of political affairs through strong participation and increased regulating authority.

There is a trend among young people to use the Web as a source of news, resulting in decreased attention in conventional publicizing. According to the BTRC, the total number of mobile phone subscribers reached 171,854 million as of January 2021. According to a recent government survey, almost 97% of Bangladesh’s netizens access the network via mobile devices. The BTRC estimates that 103,191 million individuals have mobile Internet connectivity. The quick dissemination of news and multimodal content, in contrast to the sluggish speed of traditional media channels, has increased the popularity of online media. In such circumstances, traditional media have been obliged to embrace new technology to protect their image in today’s quickly changing information world. Several editorial boards used computer technology in the late 1980s and early 1990s. All significant newspapers established web editions for Internet users in the late 1990s and early 2000. The majority of national daily publications are now available in electronic format. Even hyper-local internet news sites directly provide multimedia material for various digital platforms (Khan & Shnaider, 2021).

In the sphere of journalism, tech and innovation have precise use. From gathering information to processing, editing, and disseminating it, the use of the internet, online, and mobile technologies enable everything. Innovative technology has constantly affected and occasionally brought adjustments to the style of composition and trends of news reporting. According to (Haq, 2011), technology has always impacted journalism. A deterministic viewpoint may place greater emphasis on technology, such as platforms and gadgets, than on the customer experience or the need to provide high-quality content corresponding to journalistic standards. The reality is that the focus should be on how individuals regularly receive, spread, and interact with media. The country has experienced a massive surge in Internet usage in recent years. As the number of web users in this country continues to expand, people’s fascination with visualization and interactivity grows. So, this paper aims to discern – the credibility of online political news to the millennials of Bangladesh as it prevails with great importance and holds

different levels of credibility concerns while serving political news in the lives of millennials. The study will attempt to answer the questions, i.e., what is the current perception of millennials regarding the credibility of online political news? Which variable influences the perceived credibility of digital political news the most? With the advancement of cloud networking and the adoption of information and technology in different genres of broadcasting political news, the question of representation of the whole story or credibility has arisen. The core objective of this study is- to uncover and analyze the perception of Bangladeshi millennials residing in the capital regarding the credibility of online political bulletin sources and the messages they convey. In line with this, some other specific objectives are:

1. To analyze the current perception of Bangladeshi millennials regarding the credibility of online political broadcasts,
2. To identify the variables that affect the perceived credibility of online political coverage among millennials, and
3. To prescribe which variable has the highest stimulus over the perceived credibility of online political news.

THEORETICAL FRAMEWORK

In order to assess the millennials' perspectives on the credibility of political news in digital media, the study considered the "Gatekeeping Theory" and "The Political Economy of Mass Media" as two complementing frameworks for examining their perceptions. Given the importance of credibility, it is essential to remember that all political news is filtered by the media prior to transmission. Many aspects are taken into account when deciding what is communicated and how it is being handled. Having a conceptual grasp of the media's political economy enables one to view media material from an entirely different perspective (Murdock & Golding, 1997). Some individuals assert that journalists purposely filter the news towards their own political opinions (Gieber, 1964). Often known as "Gatekeepers", these personnel are tasked with screening stories of a potentially controversial nature before they air on television. The phrase "gatekeeping" was first used in 1965, and it was coined by Kurt Lewin. The gatekeeper decides what is allowed through and what is denied. The concept of gatekeeping has its roots in psychology, where it has found considerable application, but it has recently attracted the attention of communication scholars. It is now largely acknowledged as an essential component of the study of mass communication.

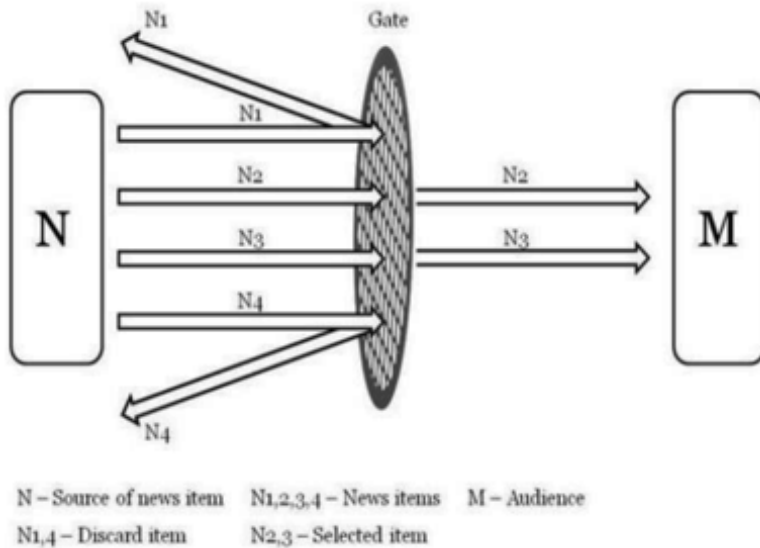
This paper used Edward Harman and Noam Chomsky's "propaganda model" (1988) to explain political news credibility. According to the concept, the media uses internalized preconceptions, self-censorship, and other methods to promote political news to the target audience without hindering the controllers (Herman & Chomsky, 1988). This methodology requires political news to pass through five filters before publication, which alters it and raises credibility concerns (Cassidy, 2007). In the context of Bangladesh, such concern of credibility is even huge as here all the filters modify the political news as per their benefits and thus the authenticity of any news gets questioned.

According to "The Political Economy of Mass Media" by Fuchs (2014), all political news must pass through these filters before publication. As a result, the credibility of the news diminishes, and the manipulation of authenticity becomes a legitimate concern for academics. This research article raises young concerns about political news credibility and their perception of the digital media channels. These platforms gatekeeping editing processes influence political news credibility.

LITERATURE REVIEW AND RESEARCH GAP

The mass media has always been a vital medium of political communication (Coronel 2008; Ahmmmed, 2014). Earlier, governments control over public thought used to be a prevailing pattern (Online Journal

Figure 1. The gatekeeping model of media



of Communication and Media Technologies, 2014). Murdock & Golding (1997), stated that, political economy of the media entity expedites to scout media contents using a different lens. William P Cassidy (2007), revised the role of journalism regarding this fact and mentioned that, Journalist in the new millennium era is no longer taking the stress to preach & fabricate the proper political news by avoiding the unholy nexus between politics and media rather they are focusing on the gatekeeping theoretical aspects and making the audiences to make sense and believe on, what they share, it's a provoking process just wrapped with a meek manner at the same time. In response to the rise of the cloud based digital platforms as a rampant or paramount political news source, they started revamping their gatekeeping obligatory (Cassidy, 2007).

Those who run media tend to prioritize with the changing phase of time and addition of technology, researchers are adding the traditional comparisons of credibility issues to the modern media outlets as well (Karim, 2021). Kaye & Johnson (2004), in their study mentioned terms of serving political news with the credibility concern. Both forms of media got the main focus or source for accumulating news rather than other mediums. Sometimes, the traditional values or standards to measure credibility become easier to apply. Kioussis (2001) observed that credibility research involves two types of credibility – Source and Medium. These tend to explore how people scrutinize and determine media messages. (O'keefe, 1990) shared in one of his studies that credibility depends on people or how they see and accept news, their way of approaching or accepting is important. Sundar and Nass (2001), and Meyer (1988) supposed that key dimensions to measure credibility are biases and accuracy. Further Gaziano and McGrath (1986), gave their support to trustworthiness as core indicators while Bucy (2003) and Johnson & Kaye (2002), concur that, believability is a vital component as it discusses the credibility of news directly. According to Johnson & Kaye (2009), mainstream media and online mainstream news sites are more credible. Rather than searching other mediums to get political news in a fair form, these two forms of media got much popularity.

Social networks have facilitated the creation of a new form of online political activism. A survey conducted by the Pew Research center (USA) 2018, revealed that US adults are keen about social media, especially Facebook and Snapchat. Another study by (Guo, 2022) uses a structural equation model to analyze how political knowledge, involvement, and efficacy link Beijing youth groups' opinion in the government and social media usage. In this study, social media directly affected young

female's political engagement. Results suggest that the government should optimize social media growth, capitalize on the indirect effect of social media on youths' trust in the government, promote accurate and healthy political knowledge on social media, foster youth political consciousness, increase opportunities for youth political participation, and help young people appreciate the importance of political activities to boost the latter. Another study was conducted over the Mexican youth where the study examined political engagement, network socialization, and digital literacy online and offline. The results revealed that young people might be critical of media quality even if they mostly consume digital media. Their political activity is mostly online, therefore their offline presence is small. Hence, young people's exposure to politics begins with their use of the Internet for information gathering and leads to increasing political activity in cyberspace. (De-la-Garza-Montemayor et al, 2019). Another cross-country study by (Boulianne & Shehata, 2022) revealed that young people are disproportionately represented among online news consumers, and the relative importance of various kinds of news consumption is consistent across countries, according to the study's findings. Younger adults are more prone than older persons to express themselves online, particularly on political matters. Age works as a moderator for both political interest and news consumption, as well as news consumption and online political expression. Nevertheless, a debate is ongoing regarding the demographic nature of digital media -do they preserve public morality and political pluralism or not? (Bobkowski & Smith, 2013; Effing et al, 2011).

Andaleeb et al (2012) argued that the media society of Bangladesh maintains aristocracy. Which news source serves raw or which serves edited political news is always a major concern and made analysis on three TV channels, in Bangladesh, where he found that political news was at the peak of priority. As political news got so much attention and importance then it certainly should be served with full credibility and transparency. Islam (2016) stated in his paper that, the government of Bangladesh paved the way for the media to be expanded through "Privatization policy". To explore and give a glimpse on the private TV channel's biasness, a study was made and it showed, that 39% was based on power politics, elites, the chosen networks, highest thematic coverage. Elahi (2013) argues that, the news coming from traditional media or television specifically gets through filtering into, baleful competition (unholy nexus) alignment with the political parties, continuity with the company's branding process. In essence, they picked the phase of ignorance, in which the masses (representing an empire of the preeminent classes in Bangladesh) are disregarded and the powerful and prominent entities are prioritized and cared for. Mainstream media outlets or more specifically television is considered a majestic medium to hear out political news for 38.5 percent people who are far away from education, it bears both sound and visionary sights which itself is a strong influential factor but still unable to reach out the millennials thirst for political news.

Rahman (2012) stated that TV channels show the tendency of triviality in picking up news artefact and also bear some sorts of stereotypes in covering & presenting news rather than nurturing the quality of any political news. There are some strong reasons behind this blindness and partiality which misleads the credibility issue. Flanagan and Metzger (2000), noted that traditional media's (television, newspaper, books etc.) rudiment is to ensure the validity of political news first before going to overt any news. However, traditional media are considered as less credible but in terms of preaching any news this form of media goes through a formal inspection before broadcasting. The issue or concern for credibility gave a rise to the emergence of a polished, digitized platforms. In their article (Khan, and Shnaider, 2021) discussed that, since 2006, the mainstream news organization of Bangladesh have been reshuffling and reorganizing their strategy towards the digitized only news platform. They are also evolving their current norms and ways of dealing with credibility. Al-Zaman (2020) focused on the fact that, Digital media, a new beginning towards digitization in Bangladesh has been mainstreaming politics as well as political communication in social networking platforms like Twitter, Facebook, YouTube. The reasons to become so popular as a political news serving site, eliminating the major loopholes of traditional media which gave a speed to digital media in terms of serving in a more credible way and paving more scopes to interact and pass own views is a trending

concern. Communication through the mainstream media system is totally one way, where the mass is considered as passive (top-down process). It is digital media that enabled the passive group to be converted into an active composition. In the political settlement in order to convey and spread their gist and ideology (two way & fruitful feedback). Thus, cyberspace alleviates the tranquil citizens into a clamor one (Al-Zaman, 2020). In order to turn the tide from traditional to electronic media, some major blocks remain, these are- lack of socio-economic development, unripe behavior of political leaders, truancy of a long-term visionary plan etc. (Rahman, 2012).

As online news platforms give a vast access to everyone, people around the world use this access to spread rumors and fake news as well. According to Johnson and Kaye (1998), the cardinal attribute of the internet is- anyone, anytime posts or updates something without checking the lucidity of a news and also without a second thought. Therefore, such free access could directly & merely affect the credibility of online political news. The Online News Association (2002) reports that 69% of journalist's traditional sources bear the utmost standard than the online news sites. Since the reach of journalists has shrunk in digital media platforms, people from all paces of life and professions are free to express themselves there. Nahar & Minar (2018), in research they went through five cases of violence, where the provoking actor was Facebook by commenting and posting images to kindle a negative spark inside of the general mass which ultimately led to violence and mob attack (Karim, 2021). According to Kiousis (2006), a major concern is remarks on online news proliferation including its impact on credibility involvement (Johnson and Kaye, 2002). Pew Research Centre (2004), studied and mentioned, that internet gave a rise to the wrong or inappropriate information in news stories. Cassidy (2007) mentioned that both of these sites absorb partiality, modification, manipulation, biasness while serving political news. Another research conducted by Zúñiga, González and Goyanes (2021) seeks to provide insight on online social media and fake news exposure, as well as political debate and persuasion in social media. According to the study's findings, online, social media fake news, and political debate are all favorable indicators of individual political attitude change. Furthermore, structural equation tests show that individuals are exposed to fake news through online and social media news, which predicts higher levels of political conversation, ultimately aiding political persuasion in the social media domain. Although facing many challenges and internal conflicts, journalists have been more open than ever to online media. They started considering online political news as more credible than the traditional (The Online News Association, 2002).

In light of the current review of studies, it is noticeable that both forms have concerns about the credibility of the political news that they broadcast. In addition, several studies focused on young people's involvement in politics through digital broadcasting platforms, but surprisingly, neither the unique perspective of Bangladesh nor the younger population's active engagement in online were discussed. This study focused on the perception of the credibility of online political news among the capital-dwelling millennials of Bangladesh in order to address this research gap.

RESEARCH METHODOLOGY

Research Approach

This study used both approaches to analyze this research. By using qualitative approach, the research explored the current perception regarding the preference for political news mediums of the country's millennials. And by using the quantitative analysis, the research shadowed a statistical analysis regarding the credibility of online political news.

Data Collection Method

The millennials of our country have a great enthusiasm for political news, which made the data collection more suitable. While discussing with the target audiences, a yearning was felt in their behavior to digest more snappy facts about politics that contributed a lot to this paper's findings. So, overall, every spoken word from them remained verbatim in this paper. As the researchers are

working on the credibility issue, their major bailiwick was kept for confidentiality. For quantitative analysis, this study conducted a questionnaire survey of the youth. The Questionnaire consisted of both open and close-ended questions to provide wiggle room to the youths so they could provide concise and wordy answers. Youth from the capital area took part in this survey. They assisted the researchers in knowing their perception regarding the credibility of political news they receive from both mainstream and digital media platforms. Different youths had different vehemence to investigate this matter and share their thoughts regarding their prioritized form of media in terms of viewing political news in the utmost credible format.

Sampling Method

In non-probability sampling, the researcher selects a sample based on their bigoted horse sense. It is a less draconian method. Here respondent was chosen based on “Non-Probability Convenience Sampling” as a representation of the millennials. Age brackets were assigned to complete the sampling process. The segment aged between 15 to 35 years of age, as known as millennials (Light Castle Analytics Wing, March 3, 2016). In Bangladesh, this generation alone accounts for around 34.8% of the entire population, and roughly 27.1% of them live in the urban side of the country (Light Castle Analytics Wing, March 3, 2016). The official characterization of Bangladeshi millennials refer to persons between ages 18-35 (Islamic Development Bank, February 2019). In this study we define Bangladeshi millennials those who are aged in between 20-35 years. This is exploratory research for which “Non-Probability Convenience Sampling” was best suitable as the researcher of this paper aimed at exploring the proper form of media-serving political news with utmost credibility to the millennials. Since universities are a melting point of millennials so in order to proceed with the data collection, Google forms were circulated by using the university social media groups and respondents’ feedback were monitored by the researchers. The students were instructed to share the link to the survey with their classmates in order to increase the research’s exposure. The research has taken the responses surveying 386 people to analyze by assuming a 5% marginal error (boosted the researcher’s confidence regarding their respondent’s feedback).

Validity of the Data

For measuring the validity, the Questionnaire data set has been run on the SPSS program and a Cronbach Alpha has been measured. Here, the Cronbach’s Alpha value has been counted (0.951). Comparing the result with the Alpha Cronbach value standard chart for Interpretation (Konting et al., 2009). Our result 0.951 found among the (0.01-1.00) range that means our questionnaire passes the content validity test with “Excellent” remarks.

Data Analysis Methods

The entire research was with the country’s millennials who have access to the internet to view political news on digital platforms, so the data were collected by circulating goggles forms. Consequently,

Table 1. Alpha Cronbach value standard chart for interpretation.

Alpha Cronbach’s Value	Interpretation
0.91-1.00	Excellent
0.81-0.90	Good
0.71-0.80	Good and Acceptable
0.61-0.70	Acceptable
0.01-0.60	No acceptable

Source: Konting et al. (2009)

a number of credibility scales were developed, the most popular being the five-point Likert scale developed by Gazino and McGrath. Additionally, a semantic differential scale was utilized to assess the respondent's opinion of the credibility. The questions were mostly close-ended. And the responses to the questions will be represented graphically using numerical values throughout the paper. The diversity in the finding will be analyzed further in the discussion chapter of the paper. Based on the responses, the researcher used the statistical package SPSS to analyze the correlations among the variables and regression to examine which variables possessed the most substantial influence.

Ethical Consideration

Before conducting the poll, the group members ensured that each respondent had consented. Respondent's identities were not required in the officer and farmer data collection, and all information obtained was kept anonymous and utilized exclusively for research purposes. The use of negative phrases in questions or any other form that might raise doubts about the authenticity of research has been avoided since this study does not want to undermine the self-respect or dignity of any people or responses.

FINDINGS

Table 2 will show the characteristics of the respondents' demographic.

Table 2. Demographic characteristics of the respondents

Variables	Categories	Percentages
Age	Below 20	00.0%
	20-25	76.62%
	26-30	17.4%
	31-35	6.00%
Gender	Male	30.3%
	Female	69.7%
Level of education	High school	1.6%
	Undergraduate	91.0%
	Graduate	5.4%
	Others	2%
Preference of media in watching political news content	Traditional Media	11.1%
	Digital Media	37.3%
	Both	51.6%
Device usage in terms of watching political news	Television	19%
	Mobile/Tablet	69.3%
	Computer	11.8%
News browsing space	At work place	2.4%
	At home	51.7%
	At educational institution	45.1%

Source: Field survey by authors

Table 2 shows that it is visible that most of the respondents were from the age group of 20-25, which signifies the young millennial of the country. Considering the responses recorded, it is visible that the female respondent ratio is relatively higher than the male respondents. Out of hundred percent, the female respondents cover around 69.7%, whereas the male respondents were only 30.3% of the total. Considering the level of education signifies that most of the respondents were in an undergraduate degree level in terms of their education. The Survey sample mainly covered students with a strong perception of the credibility of political news received by both mediums. The table indicates that the highest number of the sample population uses both traditional media (TV channels, newspapers) and digital media (social networking sites, online news portals, etc.), accounting for about 51.6% to be updated in political news. But a large number of people use digital media to learn political news, which is about 37.3%. And only a handful of users choose traditional media to watch political news; the number is about 11.1%. From this information, we can scrutinize that due to the editorial bias of TV channels and newspapers, people now rely on traditional media and digital media to get real political news. We can also add that because of the easy access to digital media. People now have a lot of resources to verify whether the news is totally true because TV gatekeepers only publish part of political news or a modified part of political news that can benefit them.

In terms of political news, it is evident from the table that about 69.3% of the target audience is heavy users of mobile devices or tablets. Upon asking the tenure of been active on the Internet, most answer, 24/7 connected to the Internet via mobile phone. However, about 19% of the population use television, the second highest number, and 11.8% of people use computers, the lowest number for political news. If we analyze the chat, we can say that due to the high availability of mobiles/tablets, most people have access to political news through it. We can also add that television media has gatekeeping behavior in political news, so people have more confidence in online portals, which people can access via mobile/tablet. After all, since computers are hard to carry anywhere and have little access to them, people often rely on mobile phones or have little faith in television. The News Browsing Space can actually shape one's personal preference for news media; people living remotely, having less access to television, will automatically prefer to use digital media as it is more user-friendly. Table 2 represents that in terms of political news, most respondents view it from their homes, which is 51.7%; more than half of the respondents, the rest, and view political news from educational institutions as they serve as the heart of constructive political criticism. Only 2.4% of respondents view political news from their workplaces.

General Online Political News Consumption Habit

The respondents specified the time (in minutes) of their online political news browsing history. It is evident from the data set that internet users, both heavy and light users, and the youths who tend to browse political news online spend an average of 24.662 minutes online browsing their political news.

Source Credibility

It is a simple or basic misconception that various channels have distinct effects on audiences. It implies the influential factor of a medium. In simplified words, the audience's reception of positive or negative words varies on the credibility impression of the sender (mainstream and digital media). So, it is the sender or source's power to determine how the citizens should react to their serving news. In the

Table 3. General political news consumption habit via online

	N	Minimum	Maximum	Mean	Standard Deviation
How much time every day, on average do you invest browsing political news online? (in minutes)	385	5.0	60.0	24.662	13.8637

Source: Field survey by authors

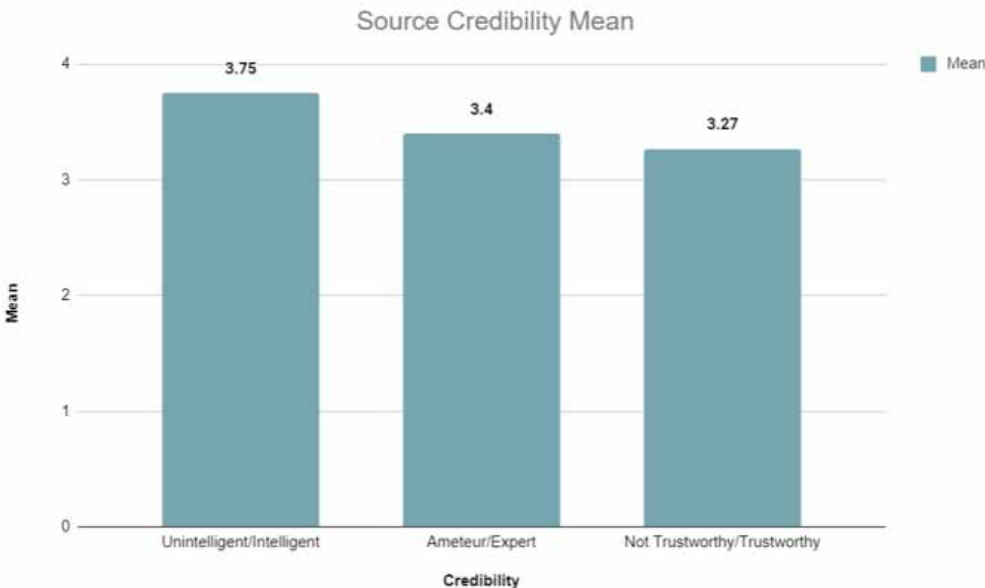
theoretical framework, we see that the gatekeeping theory also indicates the source credibility factor. Where the authority or bureaucratic power (propaganda model) defines the criteria for credibility and based on that result, the authority decides which political news should be published and which should not be. So, what the audience will get or accept depends on the publishers. So, here a massive gap prevails between the actual or reality of any incident and the published incident. Therefore, this paper intended to find out which source serves more credibility being a transparent and genuine one. The authority publishes news either in the raw form as it happened or in a manipulative form -a way it won't harm the interest of elite groups. So, by doing this, the authority damages the credibility from the root and publishes according to their will. Thus, the source credibility is a massive concern because if the source remains manipulative, the audience will only get improper news from dishonest sources.

The Semantic Differential Scale has been used to analyze the credibility of online political news sources by survey participants. The mean for the source's intelligence is 3.75, the mean for its amateur or expert mean score is 3.4, and the mean score for its credibility is 3.27. That shows that online political news sources are merely intelligent, expert, and trustworthy. In this study, we find out that 51% is in support of traditional media, and 49% is in support of digital media in terms of measuring realistic attitudes. Again, 73.2% think digital media is the most up-to-date, and 26.8% support traditional media in this case. Digital media paves more scopes and ways to express views and give feedback, as per 75.8% of millennials, while 24.2% of millennials support traditional media. When we asked them about their most visited site for getting political news updates, most of them ranked Facebook or social networking sites as number one rather than newspapers or TV. So, it is clearly definable that today millennials mostly use online platforms or digital media for getting political news updates because they consider that digital media bears more credibility and less dishonesty or reshaping news ability than traditional media. So, digital media carries a positive perception of credibility.

Medium Credibility

Channels of communication, which are responsible for disseminating news to generation Y, have a direct and undeniable impact on how credible the news is seen by that generation (Bucy, 2003).

Figure 2. Source credibility mean (authors' own computation through field survey data)



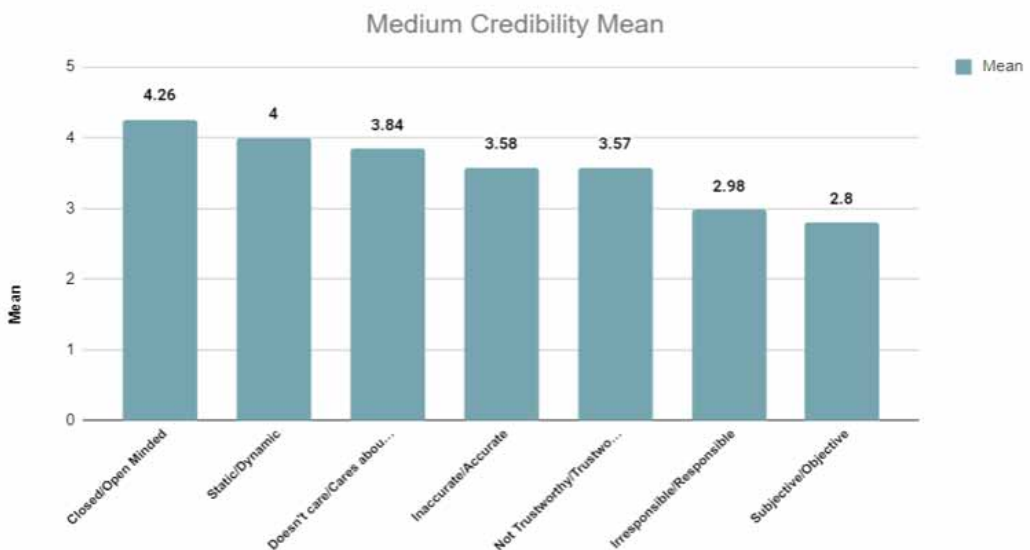
The message and the audience's acceptance depend on the medium's credibility. Numerous studies have been undertaken to determine which media is the most and least credible. According to several sources (Jacobson, 1969, 1968; Sundar, 1996; Kiousis, 2001; Metzger & Flanagin, 2007), a large amount of research done before the launch of the internet suggests that consumers ranked television as the most credible of the mainstream media as an ideal news source, next newspapers and finally radio (Jacobson, 1969). The degree of audience participation in the processing of messages has shown to be a significant moderating factor in a study investigating the relationship between the medium's credibility and the source. According to a Gallup survey conducted in September 2004, news media trust has plummeted to an unprecedentedly low reading in 30 years, marking the beginning of the 21st century (Geary, 2005). Thus, medium credibility is equally crucial for successfully covering the whole credible criteria.

Respondents rated the credibility of utilizing the web to distribute political news using a semantic differential scale. Web news portals scored high on subjectivity as a platform for delivering political news. Still, the lowest one is static since non-professionals usually run online editorial boards. In terms of content delivery, the mainstream media has a clear advantage because it allows for newsrooms and talk shows with local politicians. At the same time, the Internet merely offers a comment section where the chances of communicating are much slimmer. The Internet achieves a mean score of 4.49 as a medium in this regard. As for the other features of the Internet, being visible from the bars indicates that the Internet is not much concerned about the privacy of individuals, scoring 3.84. The reason for this is the fact that the cloud industry has fewer gatekeepers. Newsrooms that operate under a professional structure consider the privacy of their stakeholders. However, internet newsrooms operate in a cloud-based setup without gatekeepers, so confidentiality is only sometimes appropriately upheld.

Content Credibility

It is impossible to replicate the meteoric rise in internet use; throughout human history, there has been no other kind of communication technology that has spread on rapidly than the Internet, not even cellular devices (Fogg et al, 2003). The freedom the Internet has provided equally to the sender and receiver is unbeatable. By using online contrivances, one individual can post or share or

Figure 3. Medium credibility mean (authors' own computation through field survey data)



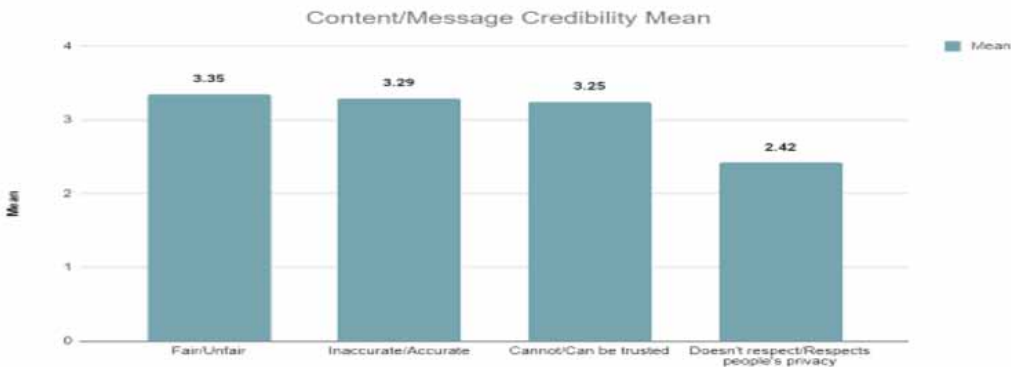
even give feedback through reaction and comment passing practice without a second thought and ignoring censorship, filtering, and verification. The skiving or non-appearance attitude of mainstream gatekeeping in major digital content has generated a radical shift that has undoubtedly increased the quantity and quality of political and other information readily available and published digitally (Gasser et.al, 2012). A group of people who plays the congruous role of gatekeepers in the digital media platform, sometimes as information intercessor or mediator and websites admin key poses poor quality oversight and performance measurement (Hargittai & Hinnant, 2008; Flanagin & Metzger, 2000).

Consequently, this inherent quality of the Online (liberty) threatens the legitimacy of material. The more widespread the access and availability of Internet-based political content, the greater the credibility issues will arise concerning online information and content authenticity (Abdullah, 2013). This excessive flexibility of the virtual media outlet and the Internet's information overload has increased the necessity of credibility among netizens when considering (political) material online (Schweiger, 2000). Because of these occurrences, the accuracy rate for online news is at least equal to other criteria. Despite being less accurate, there is a significant scope for digital media rather than mainstream media to keep up and raise their credibility for content making and publishing. Because in digital media, if one individual share, reacts, or posts any political news with the same accessibility, another individual can rewrite or re-correct the statement. Still, in traditional media, a group of people is involved in this reshaping news function or allegation. Therefore, even holding the least amount of accuracy, digital media got much attention for being fair, trusted, and respecting the privacy of individuals compared to the mainstream media.

Millennials evaluated the issue of the credibility of Internet-based political news content by using a semantic differential scale. The results show the most negligible recommended factor is maintaining privacy, with a mean of 2.42, indicating as digital news is less likely to respect the confidentiality and consensus of the community. However, Fairness factors are the most acknowledged ones because the fair mean is 3.35. So, its accuracy level is less because it gives access to a wide range of populations irrespective of their honesty, actuality, and sense of humor. But, in traditional media, the media entity holds considerable support or shelter from the political entity. That's why they don't disclose news that is against any unholy nexus (Politics-Bureaucracy-Media). Because of this, any political news before publishing gets through the five filters of the Propaganda model. Then the media entity decides and measures what and how to publish any political news by eradicating the exclusiveness and factualness of news and publishing it in a reshaped manner.

It can be concluded that both forms of media bear less credibility concern or ensure gatekeeping role while sermonizing any political news. In this study, as per the reviews and feedback, traditional media ensured less credibility than digital media. The millennials spend much time online searching for political news using digital tools or technologies. Even if they browse political news from news

Figure 4. Content credibility mean (authors' own computation through field survey data)



sites, they prefer searching on social networking news sites rather than reading a newspaper or watching television. News literacy is the latent factor in increasing news consumption, Oppidan's participation & demographic involvement (Hobbes & Jensen, 2009). So, a massive portion of the general mass is ready or willing enough to participate in digital media platforms, as today's generation got access, availability, and obtainability of the online platform more than the previous generations. They spend much time searching for good resources and wandering into the cosmos of digitized systems. From that perspective, digital media should absorb more credibility than traditional media. However, digital media is still shrinking into a higher level of inaccuracy and trustworthiness than the millennial site. This credibility issue should be rectified for both traditional & digital media.

Correlation

The average number of minutes per day that survey respondents indicated they would like to spend perusing online political news was 24.6. According to the table above, there appears to be a significant p-value of 0.0000 between the average time a respondent gets to spend exploring political news in a digital medium, which can also be referred to as the online political news consuming pattern of the sample, and the perceived credibility of this web-based political coverage. In conclusion, the sources, the medium, the message, and a respondent's online political news consuming behavior strongly correlates with the credibility of digitalized or political news coverage.

Perceived credibility of online political news is highly correlated with the independent variables of credibility of the source, credibility of the message, and credibility of content, as determined by a Pearson correlation analysis. Since all of these variables had a P value of .000 or less, it is clear that there is a strong relationship between the credibility of the source, the credibility of the medium, the credibility of the message, and the perceived credibility of online political information. A positive correlation may be established based on the observed results. When looking at the strength of the relationship between the three independent variables and credibility in online political information, it is clear that they are significant. Firstly, the credibility of the medium has the most significant impact (0.973), second by the credibility of the source (0.912), and lastly, the credibility of the message or content (0.818).

Table 4. Correlation between the political news consumption and the perceived credibility of political news accessed via online

		Credibility of Online Political News	How Much Time Do You Spend on an Average Every Day Browsing Online Political Online? (in Minutes)
How much time you spend every day, on an average, browsing political news online? (in minutes)	Pearson Correlation	0.316	1
	p-value (2-tailed)	0.000	
	N	385	385

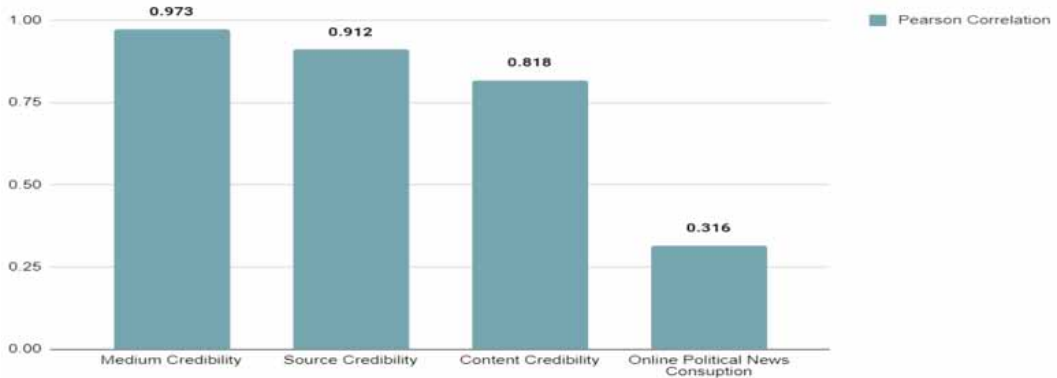
Source: Authors' own computation through field survey data

Table 5. Correlations between source credibility, medium credibility, content/message credibility, and the credibility perceived over online political broadcast

		Perceived Credibility of Online Political Broadcast	Credibility of Medium	Credibility of Source	Credibility of Content
Perceived Credibility on Online Political Broadcast	Pearson Correlation	1	0.973	.912	0.818
	p-value (2-tailed)		0.000	0.000	0.000
	N	385	385	385	385

Source: Authors' own computation through field survey data

Figure 5. The variable that poses the strongest influence over the credibility of the online political news (authors' own computation through field survey data)



As depicted by the diagram's bars, the medium's credibility has the most significant effect on the depiction of the authenticity of digital political news. As previously indicated, before being aired, news must pass through a variety of filters. Millennials tend to evaluate the credibility of online political news based on the medium through which it is transmitted. Following the source, credibility has the second most significant influence over the credibility indicator of the news that is being published on digital platforms. Besides, the content that the political news stems carry the third most significant impact on the perception of Bangladeshi millennials over the credibility of the political information received via digital platforms.

ANOVA Findings

In this part, a multiple linear regression has been shown to describe the degree of influence of the independent variable. Perceived credibility of the medium, credibility of content, the credibility of the source, along with the consumption pattern of online political news are the independent factors in this study. Here the regression has been conducted through Enter method and Analysis of Variance (ANOVA).

The credibility of digital political news is significantly influenced by the selected independent variables of the medium, source, content credibility, and online political news consuming behaviors among the millennials, which together represent about 88% of the overall variability in the dependent variable. The high value of adjusted R square is 0.882 for this regression, indicating that it is a legitimate and useful tool for prediction. It can be determined that $p=0.000$ using the above data,

Table 6. Enter method and ANOVA

Enter Method Model Summary						
Model		R	R Square	Adjusted R Square	Standard Error of the Estimate	
1		0.940	0.884	0.882	0.506	
ANOVA						
Model		Sum of Squares	Degree of Freedom	Mean Square	F	p-value
1	Regression	433.394	4	148.348	398.744	0.000
	Residual	187.422	380	0.230		
	Total	630.816	384			

Source: Authors' own computation through field survey data

and there has been a significant relationship between the variables. Therefore, the regression is valid. The following analysis may be used to determine the coefficients for each independent variable and their respective significance levels.

Table 7 shows all coefficients and p-values for independent variables using the “Enter Method”. Except for source credibility ($p=0.089$), all independent variables are significant. The source’s credibility has little effect on the dependent variable, namely online political news credibility, while certain independent variables, especially the credibility of medium and content, have larger t values and coefficients in this regression study. The “Stepwise” regression method introduces independent variables within their statistical significance sequence to determine the variance proportion. Predictors that are highly correlated with the dependent variable or with one another are eliminated using the “Stepwise” technique. Most notably, between the credibility of the medium and content, there is little left to interpret in terms of fluctuation within the dependent variable, causing the p-value of source credibility to decrease. Then, multiple linear regression was used to provide a new layer of insight into the study. It demonstrates that the credibility of the medium has a significantly more substantial impact not only on the credibility of the online political coverage amongst young people in Bangladesh but also on the credibility of the online source and the content.

DISCUSSIONS

Considering the analysis, the capital millennials have a tremendous interest in contemporary political issues. Due to the advancement and availability of digital devices throughout Bangladesh, they prefer to access political news via online newsrooms. It is digital media that enabled the passive group to be converted into an active component in the overall political settlement where they can convey and spread their gist and ideology that creates a two-way & fruitful feedback slot for the general mass. Thus, cyberspace alleviates the tranquil citizens into a clamor (Al-Zaman, 2020). Consistent with the results of this study, previous research has shown that around 44% of Americans get their news through the Internet every other week (Maras, 2013). Since online media outlets are broadening with time, the whole platform serves as an independent channel where any individual from any part of the world can have access and authority to disseminate any political information. Covering such a broad platform under appropriate checks and balances is challenging, which is why a concern for credibility arises. Credibility depends on how people see and accept the news. Their way of approach is important. A study by Sundar & Nass (2001) and Meyer (1988) concludes that key dimensions to measure credibility are biases and accuracy. Gaziano and McGrath (1986) supported trustworthiness as a core indicator. Despite this, a study by Bucy (2003) and Johnson & Kaye (2002) agree that authenticity is an important factor in the news. Besides, the key aim of the study is to discover the perception of Bangladeshi Millennials regarding the credibility of the online political news they view daily. In order

Table 7. Coefficient summery

Model		Unstandardized Coefficients		Standardized Coefficients	t	p-Value
		B	Standard Error	Beta		
1	Constant	-0.403	0.115		-2.652	0.007
	Medium Credibility	0.825	0.080	0.605	18.295	0.000
	Source Credibility	0.059	0.069	0.045	1.859	0.089
	Content Credibility	0.223	0.058	0.199	8.852	0.000
	Online Political News Consumption (in minutes)	-0.006	0.002	-0.068	-2.351	0.026

Source: Authors' own computation through field survey data

to facilitate the research aim, a hypothesis was generated, and a questionnaire survey was conducted to gather appropriate information on the perception. All the survey participants were between the Age group of 20 to 35, representing the millennial of the capital city. A total of 386 interviews were taken to support the analysis stage of this study, where the majority of the survey respondents were undergraduate students. And they consider the Internet a very useful means to browse political news at their fingertips. The survey shows that most respondents use mobiles or tablets to browse the news from their workplaces. Even though they had to spend much of their time at work where online news portals come at a great rescue to get themselves updated with contemporary political issues. It is also crucial to investigate their credibility perceptions regarding this news and the variables that influence to construct of such a strong credibility perception.

However, the credibility of web-based political news and its proposed hypothesis can be accepted as there is a significant relationship between the perceived credibility of the source, message, and medium and the perceived credibility of web-based political news among Bangladeshi millennials. Further analysis leads the researchers to determine the variable that has the most significant effect on the credibility of virtual political coverage. Likewise, it is possible to determine that the credibility variables like source, medium, content, and online political news consuming pattern of the Millennials have a substantial influence on the credibility of such virtual political news. The medium's credibility significantly impacts millennial Bangladeshis' reliance on digital political news of these variables. This indicates that most people perceive the Internet as a channel for viewing political coverage. As millennials are informed that there are greater choices for accessing political news online than on mainstream platforms, where news articles must transit through multiple gatekeepers before being broadcast, the very accessibility of political information available online increases its legitimacy. The issue nowadays is that because of the congestion; reliable news is lost under piles of falsified information and made-up news articles. Despite having many dilemmas and double thoughts, journalists have welcomed online media more than the past records. They started considering online political news more credible than traditional (The Online News Association, 2002). Maras (2013) sensed a pragmatic shift in journalism from objectivity to subjectivity, detachment to involvement, verification to the assertion, etc. Nevertheless, a debate is ongoing regarding digital media's demographic nature- whether they preserve public morality and political pluralism (Bobkowski & smith, 2013; Effing et al, 2011).

While this study adds to the existing knowledge base on a highly relevant topic, more investigation into the credibility of web-based political coverage is required. Investigating the veracity of emerging patterns in internet news reporting is essential credibility of the online source and the content.

CONCLUSIONS AND RECOMMENDATIONS

The research tries to delineate the uncovered and utmost data concerning the research question and objective that plays a remarkable role in preaching political news to the Millennials in pessimistic, defeatist, and fatalistic, constructive, optimistic, and productive ways. Besides, the impact of the "gatekeeping theory" and propaganda model depicts a false aspect of news to the Millennials and harms the credibility issue of media badly. On the contrary, when the media dwindles and steers clear of all dominance, influence, and reshaping execution, it underpins the credible factor within it and publishes every raw and veracious political affair. In digital newsrooms, freedom of expression is a vital right, and the government should always be attentive to the rights of the people while trying to combat the spread of falsified news to achieve greater credibility in digital platforms. Bangladesh has enacted a number of laws pertaining to cyber and information technology, including the ICT Act of 2006 that got amended in 2013 and the Digital Security Act of 2018. However, the government has been given broad discretionary powers to censor political material through different articles of the Act that has covered all areas of negative propaganda against the liberation war, defamation, undermining religious values, propagating hatred and causing animosity between different groups

and communities that might lead to law and order deterioration, etc. Adaptation of such policies represents government's efforts towards ensuring a credible cloud newsroom. This study examines the emerging literature on this new sort of media credibility issue in Bangladesh and the aspect that may impact how the general audience distinguishes between a fake or filtered news server and a true and accurate news server. A certain degree of information, demographics, personal preferences, and news research behavior were all investigated and scrutinized in this study as we discovered the dangers of counterfeit concerns in Bangladesh were produced by concerned groups, not by ordinary social media users. It may think of as the weaponization of news, which has no outward manifestation yet has the potential to devastate many outstanding achievements by causing dramatic and massive disasters. As a result, it is critical to be prepared to handle & battle phony issues before theft becomes an epidemic, which again raises the concern for searching for the proper and credible form of median terms of serving the most crucial part- political news amongst the Millennials. So, the fragmented part or detachment of media from the credibility aspects misleads the Millennials. That's because this paper intends to find out the most credible form of media. The study also shows that digital media holds more credibility according to the views of our Millennials, and evaluated the media credibility perspective and suggest to follow ethical orders to assist the Millennials successfully with a credible digital platform. And this study will serve as a roadmap for future researchers in investigating the acceptability of cloud based online news channels as a credible medium for asserting political news of the Bangladeshi millennials.

LIMITATIONS

There is no such thing as a work without flaws. This study also possesses a number of the identified drawbacks. Due to the small amount of sample size, it is possible that the sample does not accurately represent the millennial population resident in the capital city as a whole. The perception and results analysis therefore reflect the perspective of these particular millennials. So, this may not be applicable to the other millennial community.

COMPETING INTEREST

The authors declare there are no competing interests.

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