

# ONLINE NEWS RECOMMENDATIONS CREDIBILITY: THE TIE IS MIGHTIER THAN THE SOURCE

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## INTRODUCTION



**Social networks** are the new consumer news portal where credibility is questioned according to the broadcasting source.



Several studies on **news consumption** agree that credibility is more related to the recipient than to the characteristics of the source.



**Influence** of the receiver's opinion leader increases the degree of reliability of the news.

## OBJECTIVE

Analyse the assessment of the credibility of an information element in relation to the influence that the sender of the content has on the perception of the credibility of the shared content.

217 students with an account in



## METHODOLOGY

Account Analysis

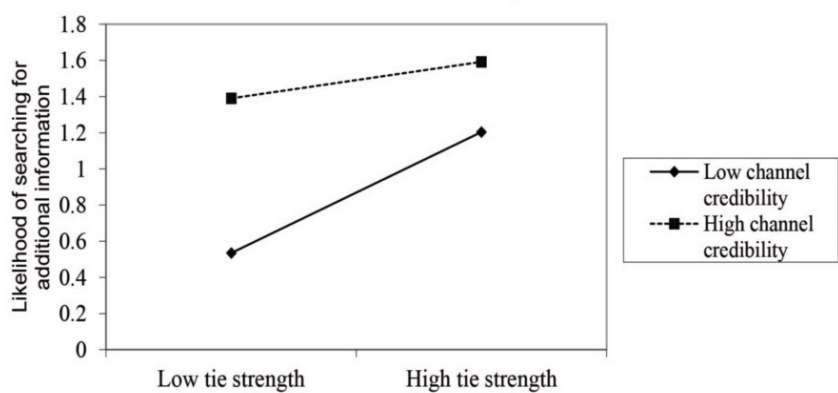
Dummy publication

Strong and weak social bonds

Interview of perceptions

## RESULTS

Figure 2. Interaction effect of tie strength and perceived channel credibility on the likelihood of searching for additional information about the presented content (N=217)



The strength of the social bond

affects

the perception of the news source.

the search for additional information.

## CONCLUSIONS



Social networks are a crucial source of information for users of all ages.



This mediatization must be addressed through educational interventions on the credibility of shared content.



Studies on perceptions of credibility have not paid much attention to the effect of social factors on this process.

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