



The Impact of Trust and Social Media Usage on The Value of Students Perceptions of News in Shanghai Province

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Abstract

This study examines the relationship between social media usage, trust levels, and news perception among Chinese university students. The research uses probability-based random selection and quantitative surveys to collect data from 375 participants. The findings reveal that social media usage in Chinese universities is high, with WeChat, Sina Weibo, and TikTok being the most popular platforms. The study emphasises the importance of consistency, compassion, and understanding charity principles in social media communication to build trust, loyalty, and empathy. Effective time management, a passion for the community, and deep knowledge of social media platforms are essential for success. The study also highlights the role of media influence bias in shaping social action and behavior. It found a positive correlation between education level and news perception, with higher levels leading to more positive perceptions. Social media usage in classroom learning, education, and marketing also showed a significant positive correlation. Perceived value is more important than enjoyment and influence, suggesting that building trust in online sources can enhance news consumption experiences among university students in China. Factors affecting trust include consistency, compassion, communication, and trustworthiness. The study found a positive correlation between gender and social media use in education marketing, with women scoring higher than men. Age, social media type, classroom learning, education, and education marketing had positive correlations. Trust-measurement items like competency, compassion, consistency, and communication had a positive correlation with age. The study also found a weak inverse correlation between social media use during classroom instruction and overall education. Factors like age, trust, social media, gender, and competency influence news perception in educational settings.



Keyword: Social media, Trust level, News perception, Student

Introduction

Social media has become a crucial part of education, offering numerous benefits such as extending learning opportunities, fostering connections with students and alumni, increasing enrollment, and building brand identity. In the classroom, various methods can be used to communicate and educate students across platforms, such as live streaming, classroom blogs, Instagram, Pinterest boards, and leveraging influencers (Lazer et al., 2018; Hunt, A. & Gentzkow., M. (2017); Pariser, E.2011. In education marketing, social media can reach a larger audience by leveraging platforms like Facebook, Instagram, Pinterest, LinkedIn, and Twitter. Using chatbots, iterating social strategies, and managing communities are essential for universities. However, the proliferation of false news and disinformation on social media has raised concerns about the dependability and authenticity of news (Tsfati, Y., & Ariely, G. (2014).; Jones, 2004;; Park, S et al. (2022).

The study highlights the importance of closely examining social media content before accepting it as trustworthy news. People's opinions of news reliability are influenced by its Facebook distribution, with the negative effect being greater when posted by politicians. As the number of false news items rises, people are becoming increasingly distrustful of news received via intermediaries like Facebook (Cheng, Y. & Shipman, M. (2020); Karlsen, R. & Aalberg, R. (2023); Park, S et al. (2022).; Islam, H. et al. (2023).. Scepticism is essential for countering disinformation and sustaining a well-informed society. Social media has become a significant communication tool, but it can also be a double-edged sword, with students' lives consumed by social media sites. Trust in news is crucial for informed citizens, but the emergence of intermediaries and the rise of fake news and misinformation have exacerbated these concerns.

Social media platforms like Facebook and Weibo have become a crucial part of education, providing students with opportunities to share knowledge and engage in discussions. However, the spread of false news and the influence of social media algorithms on news consumption have raised concerns about polarisation and the creation of "echo chambers." This study aims to understand students' perceptions and usage of social media to determine its impact on their lives. The research focuses on the relationship between social media, trust, and news perception in Chinese universities, examining the components of individual factors, the relationship between social media, trust, and news perception, and the mediation of trust on social media usage and students' news perception.

The research aims to determine the constituent elements of individual factors, such as social media, trust, and news perception, within Chinese universities. Descriptive statistical analysis utilizes measurements such as the mean, standard deviation, and variance to portray the attributes of a certain sample precisely. The mean measures the central tendency of a data set, while the standard deviation is the average difference between the sample mean and the population mean.



This study investigates the relationship between social media usage, trust levels, and news perception among Chinese university students. The research hypothesizes that individual factors have a beneficial impact on social media, trust, and students' news perceptions. The study anticipates that social media will have a substantial positive influence, trust will have a major positive influence, and trust will play a mediating role.

Research Objective

- 1) To identify the components of individual factors, the social media, trust, news perception in Chinese university.
- 2) To examine the relationship between social media, trust, and news perception.
- 3) To analyze the mediation of trust on social media usage and students' news perception in Chinese university.

Research Methodology

The study will use surveys and statistical analysis to investigate these assumptions and provide insights into the influence of social media on news perception among Chinese university students. The research uses probability-based random selection to select samples from the university population, dividing them into municipal and private categories. A quantitative survey was conducted using random sampling, ensuring each member had an equal chance of being chosen. The study involved 15 quantifiable variables, requiring a minimum sample size of 375 participants. The study also conducted qualitative research with 20 participants to investigate the influence of social media, trust, and news perception in Chinese colleges. Four theories were suggested, and empirical data was collected on the institution's reputation, individual attributes' influence on social media, trust, and news perception. To effectively tackle the obstacles and seize the opportunities posed by social media in changing students' views on news, educators and policymakers need to comprehend these relationships.

Research Results

Objectives : 1) To identify the components of individual factors, the social media, trust, news perception in Chinese university.

The study focuses on the distribution of students in a Chinese university, analysing demographic variables such as gender, age, and education level. The data reveals that males make up 58.7% of the student population, while females make up 41.3%. The majority of students are aged 18–25, with 210 students accounting for 56.0%. Year 1 students make up 26.7%, while Year 2 students make up 26.4%. The research objective is to identify the components of individual factors such as social media, trust, and news perception in Chinese universities. Descriptive statistical analysis uses measures such as the mean, standard deviation, and variance to accurately depict the characteristics of the sample. The mean represents the central tendency of the data set,



while the standard deviation quantifies the average difference between the sample mean and the population mean. The average and variability of all variables in the model fall within a reasonable range, aligning with the anticipated results. WeChat, Sina Weibo, and TikTok are the most popular social media platforms, with WeChat having the highest mean value of 4.06 and Sina Weibo having the highest mean value of 3.96. This analysis allows researchers to gain a deeper understanding of the relationships between social media, trust, and news perception within Chinese universities. By examining these components, researchers can draw conclusions about the impact they have on each other and on the overall environment of higher education institutions in China.

The research aims to identify the components of individual factors such as social media, trust, and news perception in Chinese universities. Descriptive statistical analysis employs measures such as the mean, standard deviation, and variance to accurately depict the characteristics of a given sample. The mean represents the central tendency of a data set, while the standard deviation quantifies the average difference between the sample mean and the population mean. The study found that social media usage in classroom learning, education, and education marketing is high. Real-time communication, online discussions, and virtual classroom forums can increase student participation, engagement, and collaboration. Social media can also facilitate interaction, communication, and personal relationships between students and teachers, as well as facilitate homeschooling and distance learning.

The text emphasizes the importance of consistency, compassion, and understanding the principles of charity in social media communication. Consistency helps build trust, loyalty, and empathy. The principle of charity promotes positive online communication, empathy, and open-mindedness. Uncertainty leads to diverse opinions, requiring respect for individual autonomy. Communication involves being fully present, listening without judgment, and responding with empathy. Social media can improve communication speed, ease, and fun among users. Competency involves staying updated with trends, analyzing content style, audience reactions, and post frequency. Effective time management and planning are crucial for building relationships with users. A passion for community, conversation, tone, storytelling, and deep knowledge of social media platforms is essential for success. Understanding algorithms and analytics tools can maximize reach and engagement. Consistency in posting quality content and engaging with followers is key to maintaining a strong online presence.

The text discusses the importance of collaboration in the news process, highlighting the role of news values in decision-making and the positive impact of collaboration on academic performance, learning, and enjoyment. It also highlights the role of media influence bias in shaping social action and behavior. The author finds virtual collaborative working teams to be valuable in improving learning processes and enhancing critical thinking skills and problem-solving abilities. The text suggests that media influence bias can have both positive and negative effects on individuals' decision-making processes. Overall, the text emphasizes the value of



collaboration in shaping one's perception of news values and media influence in shaping social behavior.

The research found a positive correlation between the level of education and the overall news perception score, with primary variables being perception value, enjoyment, and influence. The study highlighted the importance of educational attainment in shaping the relationship between education level and the value, enjoyment, and influence of news perception. An increased level of education was found to lead to a more positive perception of news in multiple aspects. The most robust correlation existed between the level of education and the perception of news enjoyment. The study also found a significant correlation between education level and trust measurement items, with perception influence having the highest correlation, indicating a strong relationship between education and competency.

The study analyses the normality of data distribution in a questionnaire involving social media usage in classroom learning, education, and marketing. The data was analysed using descriptive statistics and a normal distribution, with a mean of 3.67 and a standard deviation of 3.47. The results showed a significant positive correlation between social media usage and various aspects of education, with a significant positive correlation observed for social media use in classroom learning and education marketing. The study analyses a large data sample of social media usage in classroom learning, education, and education marketing. The results show a significant relationship between social media use and educational outcomes, with some variables showing statistically significant results. The study suggests that social media usage can significantly influence educational outcomes, particularly in classroom learning and marketing. The study also examines factors such as trust, competency, communication, consistency, and compassion. Chi-Square tests show statistical significance for TR1, TR2, TR6, TR8, and TR12. Communication dimensions showed mean values of competency (3.780), consistency (3.891), compassion (3.972), and communication (3.983). The findings suggest that competency, communication, compassion, and consistency are crucial in building trust among students and promoting a positive educational environment. The study also examines news perception, focusing on perception value, perception enjoyment, and perception influence. The results suggest that social media usage can significantly influence educational outcomes, particularly in classroom learning and marketing. The study's findings provide valuable insights into the impact of social media on educational outcomes and the importance of maintaining a positive educational environment.

Objectives: 2) To examine the relationship between social media, trust, and news perception.

A study found a positive correlation between gender, social media usage, trust, and news perception. Social media in education had the highest correlation, suggesting a positive impact on education marketing. However, there is a weak negative relationship between social media use and overall education. Gender also positively impacted trust measurement items, with women scoring higher in news perception. Age also showed a positive relationship with social media type,



classroom learning, education, and education marketing. Trust measurement items showed a positive correlation with age, with the strongest correlation at 0.67. Age also positively influenced news perception, with perception influence having the strongest correlation at 0.68. Education level played a crucial role in news perception, with higher levels of education leading to more positive perceptions of news. Overall, individuals with higher educational attainment tend to derive more enjoyment from consuming news and perceive it as more valuable and influential. Additionally, individuals with higher education levels are more likely to critically analyse news sources and content. This can lead to a more informed and well-rounded understanding of current events.

Objectives: 3) To analyze the mediation of trust on social media usage and students' news perception in Chinese university.

The study investigates how people perceive news, focusing on its value, enjoyment, and effect. It finds that perceived value is more important than enjoyment and influence, and people prioritise the substance of news over its level of enjoyment or influence. The study uses exploratory and validation factor analysis to evaluate the structural validity of a questionnaire. The most significant variable is TR3, with a KMO measure of sampling adequacy of 0.865, a Bartlett's test result of 629.068, and a p-value of 0.000. Trust plays a significant role in the relationship between social media and news perception, suggesting that building trust in online sources can enhance news consumption experiences among university students in China.

The impact of social media and trust on students' perception value of news

Social media platforms like WeChat, Sina Weibo, and TikTok provide high mean values for content measurement, facilitating interaction, communication, and personal relationships, enhancing learning experiences, and promoting educational content in education marketing. The text emphasizes the significance of consistency, compassion, and understanding charity principles in social media communication, emphasizing the need for effective time management, community engagement, and a deep understanding of platforms. The study analyzed factors related to social media usage in various contexts, including classroom learning, education, and social media use in education. The results showed that social media usage significantly impacts students' learning experiences and academic performance. The study suggests that social media can be a valuable tool for enhancing learning experiences. Additionally, the study found that students who engaged more frequently with social media tended to have higher levels of engagement and participation in their courses. This highlights the potential benefits of incorporating social media into educational settings.

The chi-square to degrees of freedom ratio is a measure of a model's fitness, with values between 1.0 and 3. A higher ratio indicates a poorly fitted model, while a lower ratio indicates an overfitted one. The adjusted goodness of fit index (AGFI) and goodness of fit index (GFI) also impact the model's fitness. The NFI (Normal Fit Index) is the benchmark fit index, with a value approaching 1 as the model difference decreases. The TLI (Tucker-Lewis's Index) is a measure of the model's precision, with a value of 0.926. The RMSEA (mean square and square root of



asymptotic residuals) is a measure of the model's progress. Overall, these fit indices provide valuable information on the model's performance and help researchers determine the appropriateness of their model. Researchers should carefully consider all fit indices together to assess the overall fitness of their model accurately.

The study examined factors affecting trust, including consistency, compassion, communication, and trustworthiness. It found that compassion was the most crucial element, followed by consistency. Trustworthiness and communication were the two most crucial factors, with an individual's level of trustworthiness impacting the level of trustworthiness. The study underscored the importance of consistency and compassion in building trust and the complex interplay between communication, trustworthiness, and overall trust levels in interpersonal relationships. The findings highlight the importance of understanding and addressing these factors in building trust.

The study found a positive correlation between gender and social media use in education marketing, with the strongest correlation among all categories. Gender also had a positive influence on trust measurement items, with the highest degree of association between VA and competency in TR4. Gender also had a positive impact on news perception, with women scoring higher than men. Age, social media type, classroom learning, education, and education marketing had a positive correlation. Trust-measurement items like competency, compassion, consistency, and communication had a positive correlation with age. Education level had a positive correlation with social media usage, trust, and news perception. The study also found a strong correlation between trust and news perception, bolstering credibility. The study also found a weak inverse correlation between social media use during classroom instruction and overall education. Further research is needed to understand the intricacies of social media's influence on education and identify strategies for optimising its use in the classroom. This suggests that as individuals age, they tend to exhibit higher levels of competency, compassion, consistency, and communication skills. Additionally, the findings highlight the importance of trust in shaping perceptions of news content.

Confirmatory factor analysis (CFA) is a statistical technique used to examine the correlation between a factor and an observed variable. It helps establish a theory by examining the congruence between data and theory. The study presents a well-fit model with a chi-squared to degrees of freedom ratio of 2.582, GFI, AGFI, NFI, TLI, CFI, and RMSEA. Convergent and discriminant validity were tested in social media using reliability and mean variance. The model's fitness improved as the adjusted goodness of fit index and goodness of fit index approached one. The confirmatory factor analysis produced satisfactory results for all indicators, suggesting a decent overall fit of the model. The study also tested the convergent and discriminant validity of a trust scale using two different measurement tools. The results showed high convergent validity, a strong connection between social media, trust, and news perception variables, and a highly accurate approximation. Overall, the study demonstrated that the trust scale was a reliable and valid



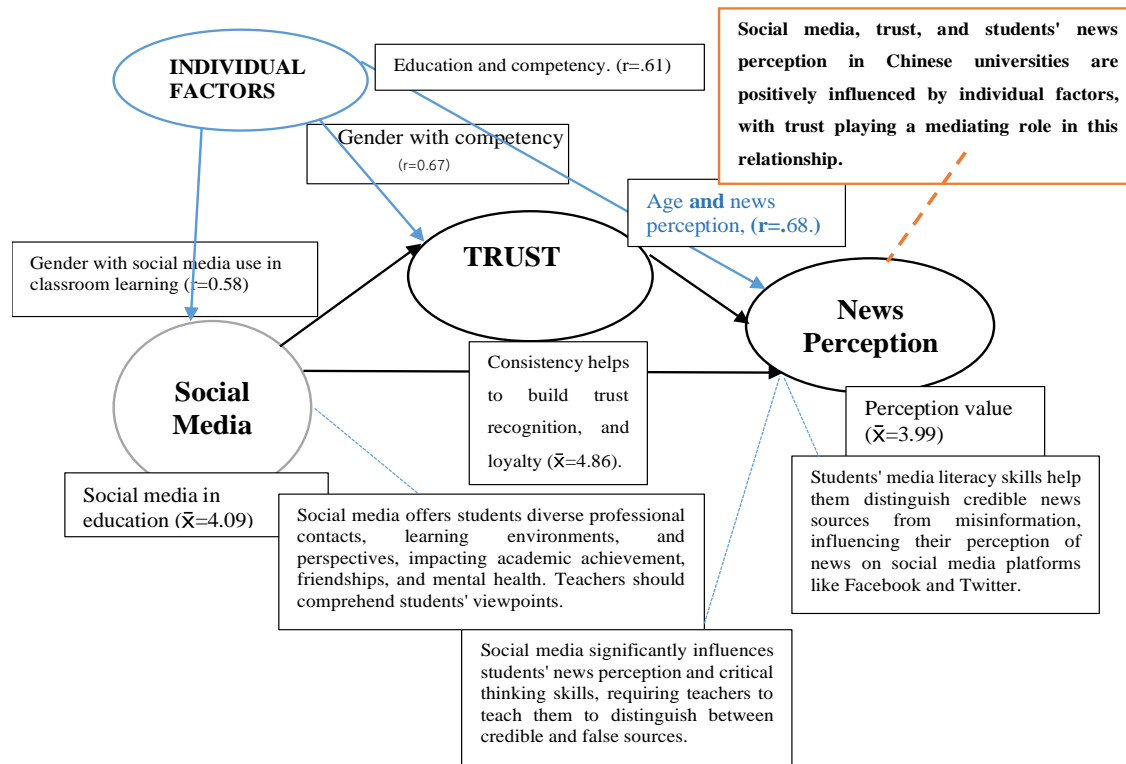
measure in the context of social media. The findings support the idea that trust plays a significant role in shaping individuals' perceptions of news on social media platforms.

The study investigates the impact of social media, trust, and news perception on destination development. It finds a positive correlation between gender and social media use in education marketing, with women scoring higher than men. Trust-measurement items like competency, compassion, consistency, and communication have a positive correlation with age. Education level also has a positive correlation with social media usage, trust, and news perception. The study also found a weak inverse correlation between social media use during classroom instruction and overall education. The confirmatory factor analysis (CFA) test confirmed the model's reliability and validity. The trust scale demonstrated high convergent validity, a strong connection between social media, trust, and news perception variables, and a highly accurate approximation. The findings support the idea that trust plays a significant role in shaping individuals' perceptions of news on social media platforms. Additionally, the study revealed that individuals who reported higher levels of trust in social media also tended to have more positive perceptions of news content. This suggests that building trust on social media platforms could potentially improve the overall perception of news shared on these platforms.

Research results of Qualitative Research

This study investigates the link between social media, trust, and news perception among university students. It explores the role of social media as an information source, the most impactful social media types, and the most interesting news perceptions students find. The research aims to provide insights into how social media platforms influence students' trust in news sources and overall news perception. The findings could help educators and policymakers develop strategies to promote critical thinking and media literacy among students, ultimately impacting news organisations' engagement with younger audiences in the digital age. A summary of the main points from the interview results is as follows: 1) By providing access to a variety of professional contacts, learning environments, and perspectives, social media enables students to develop commercial connections and engage in critical thinking. Teachers should understand their pupils' perspectives. Teenage males exhibit a preference for social media platforms including Reddit, TikTok, and Instagram, whereas girls gravitate towards TikTok and Snapchat. The influence of social media extends to academic achievement, friendships, and mental health. Although students appreciate diverse news agendas and points of view, they frequently avoid the news due to concerns about its reliability or bias. University students' faith in news platforms and sources influences their academic perceptions of the news, and they prioritize news study. Young people are required to search out a variety of viewpoints and assess news sources. 2) Social media platforms like Instagram and TikTok have a significant impact on students, but Facebook and Twitter are seen as more reliable sources. Students find news relevant and engaging, and trust in sources can affect their perception of news. Developing media literacy skills helps students make informed decisions about news sources and distinguish between credible sources and misinformation. 3) The text emphasises the importance of social media in students' news

The figure below demonstrates the main findings of the investigation.



Research Discussion

The findings of this research will provide valuable insights into how social media influences trust and news perception among Chinese university students. By understanding these dynamics, educators and policymakers can better address the impact of social media on students' consumption of news. WeChat, Sina Weibo, and TikTok are the most popular social media platforms, with WeChat having the highest mean value of 4.06 and Sina Weibo having the highest mean value of 3.96. The results of this study are consistent with the Rune, K.& Enjolras., B.



(2016). studied the effect of Facebook on news story credibility, finding that the credibility of a news report is diminished as a result of its dissemination on Facebook. The findings are encouraging in the context of the spread of false news, but imply that the dissemination of news through social media might contribute to the gradual erosion of faith in the media over time and Cheng, Y. & Shipman, M. (2020) explores the impact of false information on social media use, focusing on Facebook. The research found that trustworthiness, self-efficacy of detecting misinformation, and prescriptive expectancy of the platform significantly predict users' trust and distrust towards Facebook, influencing their intensity of use. The findings have both theoretical and practical implications.

The study found a strong positive correlation between social media use in classroom learning and overall education, with a maximum positive correlation of 0.58. It also revealed a positive correlation between gender and VA, with competency being the strongest predictor. Perception value, enjoyment, and influence vary significantly among different genders, impacting overall perception. Age had a stronger influence on classroom learning outcomes than social media usage, and age positively influenced trust measurement items, including consistency, compassion, communication, and competency. Education level also had a significant correlation with trust measurement items, with communication having the highest correlation (.61). The study emphasises the importance of developing interpersonal qualities for enhanced performance and the need for continuous professional development to improve communication skills and build trust with students. Recognising and adapting to diverse learning preferences can create a more inclusive and effective learning environment, leading to better academic outcomes and overall student success. The results of this study are consistent with news values significantly influence news selection and presentation, affecting credibility across cultures. Factors such as risk signals, security concerns, and political usefulness bias affect audience perceptions. Globalization complicates understanding news value, and understanding it at both local and global levels is crucial for media outlets. Factors like message, source, media, and individual characteristics influence trust in news. Chinese social media users perceive five layers of values, with trust influenced by age, education level, and ethnicity (Tony, H.&Deirdre, O. (2017).; Monika, B. & Helen, C. (2017).

The study reveals that age, trust, social media, gender, and competency all influence news perception in educational settings. Education and competency are positively correlated with individual factors, while age and news perception are positively correlated. Consistency in social media use in classroom learning builds trust, recognition, and loyalty. Educators should consider these factors when designing curriculum and teaching strategies to ensure a well-rounded understanding of news content. By recognising the influence of age and education, educators can engage students of all ages effectively and promote critical thinking skills and media literacy to navigate the complexities of news consumption in the digital age. Such sections are related to the research of the study by Islam, H. et al. (2023). explored the moderating effect of trust on the relationship between social media engagement, relationship benefits, and social relationships,



highlighting the potential of understanding trust to foster stronger social connections in the digital age.

The impact of social media on students' critical thinking abilities and perception of news is substantial, requiring educators to instruct pupils in the differentiation between reliable and unreliable sources. Educators must possess an awareness of students' perspectives and media literacy abilities in order to differentiate between reliable and unreliable sources. The inclusion of media literacy education in the curriculum facilitates students' ability to navigate online information, develop informed judgements, and establish comprehensive viewpoints. Through the promotion of media literacy, educators are able to equip pupils with the ability to critically evaluate online information and cultivate a constructive skepticism towards content that may be deceptive. Ultimately, this will assist students in developing into more astute consumers of news and information in the era of digitalization. Teaching media literacy can help students develop into conscientious digital citizens by encouraging ethical conduct on the internet and cultivating respectful dialogue. By imparting these competencies, educators are preparing pupils to become engaged and knowledgeable members of society in an era dominated by digital technology. The study by Karlsen, R. & Aalberg, R. (2023), found that people increasingly use social media platforms to stay updated on news. However, the impact of this change on news credibility is still being studied. The study found that the credibility of a news report is diminished when it is spread on Facebook, with the highest impact occurring when politicians act as intermediary-senders. The findings suggest that the dissemination of news through social media may contribute to the erosion of media faith over time.

The study explores the relationship between social media, trust, and news perception in destination development. It reveals a positive correlation between gender and social media use in education marketing, with women scoring higher. Trust-measurement items also show a positive correlation with age and education level. The study suggests that building trust on social media could potentially improve news perception, highlighting the importance of trust in shaping news perception. Furthermore, the findings indicate that younger individuals with higher levels of education tend to trust information shared on social media platforms more. This implies that targeted efforts to build trust among different demographic groups could have a significant impact on how news is perceived and disseminated in destination development. The study investigates the impact of media values on trust in Chinese social media platforms, revealing five layers of values: information, entertainment, social networking, social status, and organizational communication. It suggests a scale for future research and suggests a positive correlation between social media use and education, suggesting that educators should consider these factors when formulating educational interventions. The findings highlight the importance of understanding how media values influence user behaviour and perceptions on social media. This research provides valuable insights for educators and policymakers seeking to enhance digital literacy and critical thinking skills among students.



Research suggestions

The researcher presented the consistent and correlated quantitative and qualitative research results as suggestions for additional academic and managerial benefits.

1.The study reveals that factors like age, trust, social media, gender, and competency influence news perception in educational settings. Consistency in social media usage promotes critical thinking and media literacy. It suggests that educators should teach media literacy and critical thinking skills to help students navigate the digital age, enabling them to discern credible sources and make informed decisions.

2.The study reveals a positive correlation between social media use in education marketing and trust, with women scoring higher. It suggests that building trust on social media could improve news perception, especially among younger, educated individuals. Targeted efforts could significantly impact news perception and destination development. These findings highlight the importance of utilising social media as a tool for building trust and credibility in educational marketing. By focusing on targeted strategies, organisations can enhance their reputation and reach a wider audience effectively.

3.According to research findings, social media significantly impacts students' critical thinking and news perception, necessitating media literacy education. This helps students differentiate reliable and unreliable sources, develop informed judgments, and become conscientious digital citizens, preparing them for a digitally dominated society. Furthermore, media literacy education can empower students to recognize and combat misinformation and fake news, ultimately fostering a more informed and responsible online community. By equipping students with the skills to navigate the digital landscape effectively, educators can help shape a generation of individuals who are able to critically analyze information and make well-informed decisions.

Further research

1) In the future, scholars may explore media innovations. This has the potential to offer fresh perspectives and insights into the changing nature of media in contemporary society. Further research could also be beneficial in examining the effects of technology on communication.

2) In addition to qualitative and quantitative research, future investigations may include action research that creates innovative products rooted in indigenous knowledge. This strategy may benefit the academic and industrial sectors in terms of practical solutions. Partnerships with local communities can guarantee the continuity and applicability of research outcomes in practical contexts.

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