

Students' Perception on the Characteristics of Online News and Social Media as News Medium

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Abstract

Social media have become significant in the lives of many young people. Use of social media increases as that of newspapers decreases. Nowadays, cellphones and other electronic devices have taken over all forms of communication. As access and availability on online news grow, the concern for the quality of information found online decreases. This descriptive study determined students' perception on the characteristics of online news and social media as news medium. Further, it examined the significant difference in the characteristics of online news and social media as news medium considering gender, school affiliation, and religion. Credibility Perceptions of Television and Online News questionnaire was used to gather information from a purposively sampled 120 students among three colleges in Region IV. Bipolar adjectives in a semantic scale of 1-5 were used in this questionnaire. The respondents used Facebook (91.67%), Twitter (41.67%), YouTube (43.33%), Snapchat (5.83%) and Others (17.5%). The respondents perceived a *low* credibility of online news and social media in terms of fairness, unbiased, coverage of the story, accuracy, public, privacy, separating facts and opinion, trustworthiness, concerns, factual, and presentation. Further results revealed that the respondents perceived that online news cares about the audience's needs and interests, concerned about the public interest and community's well-being, uses active voice, with political leanings, and offers fresh news. The gender difference on the characteristics of news and social media as news medium is significant in favor of female. The respondents' perception of the characteristics of news and social media as news medium significantly differ by schools and religion. It is recommended to find other factors that influence the credibility of news medium. Other implications were discussed in the study.

Keywords: *online news, social media, news medium, credibility*