

Relationship Between Belief Factors With The Teenagers' Acceptance Of The Newspapers

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Abstract

Newspaper contains abundance of information which enables to enhance the teenagers' knowledge. Nevertheless, in the current situation, the teenagers' acceptance of newspaper is declining due to the lack of interest in reading this kind of medium. This situation is alarming especially in supporting the Malaysian government aspirations to create a knowledgeable society by the year 2020. Looking at this scenario, the objective of this study is to investigate the relationship between belief factors with the teenagers' acceptance of the newspapers. Specifically, this research aims to identify the types of news which are chosen by teenagers and the influence of the belief factors towards the teenagers' acceptance of the newspaper. This study focuses on teenagers since this group encompasses the majority of the Malaysian population. The instrument used in this study is based on Measuring the Concept of Credibility developed by Gaziano dan McGrath (1986), and Trust in News Media developed by Kohring and Matthes (2007). Using a quantitative approach, a total of 387 teenagers from 4,501 population were selected to be the respondents of this study. The data was analyzed using Statistical Package for Social Science (SPSS) version 18.0. The results shows that entertainment news seem to be the teenagers' most preferences. At the same time, newspaper is accepted by the teenagers due to their belief factor in the newspaper reporting such as social concern, selection of topics, selection of facts and assessment of reporter. In conclusion, it is hoped that the results of this study will be able to assist the newspaper institutions to publish contents related to education and knowledge. So that the newspapers could be one of the leading learning references apart from the school textbooks and printed references in order to fulfill the various needs of the teenagers.

Keywords: Belief; newspapers; entertainment; acceptance; news

INTRODUCTION

Newspaper serves to convey the information to the reader. It is also regarded as the heart of news (Martinson & Hindman 2005) and a place to be heard by the audiences (Siti Rodziah 2009) about a variety of issues such as economic, political and social. The newspaper serves to disseminate information to the Community (McQuail 2005) to help the Government develop the country's socio-economic, articulate thoughts, and attitudes of the community especially youth toward becoming citizens of character and visionary (Aminudin, Mohamad Basri & Nik Yusri 2009). This newspaper should supported by all layers of society to let the newspapers continued to be the main channel of distributing information. Although the newspaper is the preferred of information channel, but it is not so popular among teenagers. (Jafre, Majid & Anita 2011), mentioned that only 38% of students who read newspapers as compared to 54% in 2008 (Nielsen 2008). This reduction stems from a lack of interest in reading the newspaper (Yahya & Wan Mat 2011) caused by the contents of the newspapers that have low trustworthy compared to Internet (Johnson & Kaye 2002, Heflin 2010). Although (Mohd Khairie, Suhaini & Mohd Hafidz 2005) said that conventional media such as newspapers still can be trusted and accepted by the teenagers. However, the newspaper is still less trusted as compared to television and radio. Significantly, the newspaper is less accepted because fewer trustworthy factors. This situation should not ignored by the newspapers. Strategic planning is required in order to attract back the attention and trust of teenagers against the newspaper because the future of newspapers is in their hands (Graybeal 2011). If the percentage of teenagers who read newspapers continue to decline, it might be that the newspaper will remain just it names and they will lost the teenagers reader forever (Speckman in Huang 2009). The objectives of this research are to: 1) Identify the types of news which are chosen by teenagers; 2) Identify the publication of belief factors towards the teenagers' acceptance of the newspaper

THE CONTENT OF NEWSPAPER

Malaysia will enter the year 2020 in seven years. As Malaysian, this figure is very important because in that year the country will be developed based on the planning of vision 2020. Towards that, knowledgeable community is required to achieve and implement the vision. The teenagers, who will be main part of the community, should fill themselves with the knowledge so that nine challenges in vision 2020 will be achieved. This is where newspaper should take part as a main role to distribute all the information. Research showed that newspaper in Malaysia is loaded with information such as, current developments in the country (Mior Kamarul 2006), news, sports and entertainment (Mohd Asri 2002), environmental issues such as forest management, water, energy and waste (Mohd Yusof 2010), cancer (Len-Rios, Cohen, & Caburnay 2010) and Economics (Raeymaeckers, 2004; Riffe & Reader 2007). This information will expand the knowledge and create awareness about an issue (De Waal, Schönbach & Lauf 2005), and also to produce the teenagers with high moral value, tolerant and closely with the Community (Jeffres 2007) and aware about the development going on around them (Tan 1998). But some studies have shown that teenagers just chose and read on certain content only. For example, (Samsudin 1994); Ab. Halim & Zarin 2009), found that the teenagers tend to read entertainment news such as music.

TEENAGERS' BELIEF TOWARDS THE NEWSPAPER

The belief is something that is trusted by a person of action from other parties (Flavian & Guinaliu 2006). If this definition is associated with the newspaper, it will point out that the newspaper will be accepted if the element of trustworthy was embedded. This is because the trustworthy factor is capable of affecting the lifetime of a newspaper. (Gaziano & McGrath 1986), found that the element of trust, which are the credibility factor, wellness news to the society and the social concern of the society that newspapers brings to the reader. (Meyer 1988), were found in his research that the trust information is influenced by many factors such as fair, unbiased, complete, accurate and the credibility of the news content. Acceptance of the readers of the newspaper is also measured by the level of accuracy, credibility, bias, fair, objective and sensational newspaper content to audiences reading (Sundar 1998). While Johnson and Kaye (1998) said that belief, fair, accurate and well edited information will attract the attention of the reader to read the news. The attitude to accept also influenced by the way of the presentation of news, the accuracy and event handed of news (Beaudoin & Thorson 2002). In fact, (Kohring & Matthes 2007), has developed an instrument which can measures the factors of trust in the media. In the questionnaire the trust factor in the media is divided into four factors, namely, the selection of topics, the selection of facts, the truth and the news writing style. This is where lies the role of the newspapers institutions. They have authority to determine and provide the high value of the information. This is because through these elements, it will influence the readers.

3.0 METHODOLOGY

The study makes used of a questionnaires. The sample is made up of 387 respondents. The respondents are multiracial teenagers aged between 16 and 17 years old from 10 secondary schools in the Federal Territory, Kuala Lumpur. The teenager has been selected as the respondents on a number of reasons. First, they are the age of group that will most read the newspapers. Based on (Nielsen 2008), that 54 percent of newspaper readers in Malaysia is made up of teenagers between the ages of 15 to 24 years. Second, the biggest contributor of the total teenagers population of Malaysians that 2601145 people (*Lembaga Penduduk Pembangunan Keluarga Negara* 2008) and that is why the fit the study. In order to measure the teenagers' beliefs toward the newspaper, a total of 33 items (which are divided into seven belief" factors namely: Credibility, the well-being of society, social concern, the selection of topics, selection of facts, the truth and assessment of journalist based on the study of (Gaziano & McGrath 1986), Kohring & Matthes 2007). Finally, in order to test the first and second research objectives, a descriptive statistics method has been used. It is used in order to identify value percentages, mean, average and standard deviations, which seemed to the main statistical descriptive procedure (May 2004).

RESULTS AND DISCUSSION

This section discusses the results of the study based on respondents' demography and the types of news chosen by teenagers. In addition to that, this section will also discuss the publication of belief factors towards the teenagers' acceptance of the newspaper.

Respondents' demography

This section discusses the respondents' demography, which include age distribution, gender, and their ethnic background. The statistical data on age distribution presented in Table 1 revealed that teenagers of 16 years of age (80.6%) exceed the teenagers who are 17 years (19.4%). Besides, 63% of the samples are females. This shows that most of the respondents are females. Meanwhile, in the distribution of race, Malays respondents represent the largest percentage of those involved in the study with the highest percentage (66%). This is followed by Chinese respondents (21.4%), Indians (11.6%) and other races (0.8%) respectively. From the study, it can be concluded that the research sample represents two age groups, two gender category, and three main ethnic groups in Malaysia, and other races, which involve foreign citizens such as Indonesians.

Table 1: Respondents' Distribution According to Demography (n = 387)

Profile	Frequency	Percentage
Race		
Malay	256	66.2
Chinese	83	21.4
India	45	11.6
Other	3	0.8
Age		
16 years	312	80.6
17 years	75	19.4
Sex		
Female	246	63.6
Male	141	36.4

Types of news

Based on the results, Table 2 shows that entertainment news and crime news showed a high mean score of 3.39 and 3.48 for Malay and Chinese students. It found that they always read the newspaper three times a week. However, it is contrast to Indian students. Table 2 shows that they always read the sports news over entertainment and crime when recording a high mean score of 3.11 per week. However, the students in this study only occasionally read the religion news, which scored a low mean.

Table 2: Mean Score Respondents' Distribution According to the Types of News (n=387)

Types of news	Mean(times/week) and Standard Deviation (SD)							
	Malay	SD	Chinese	SD	India	SD	Others	SD
Entertainment	3.39	0.85	3.48	0.80	2.97	1.01	2.66	1.15
Crime	3.46	0.81	2.79	1.02	2.88	1.07	2.66	0.57
Sport	3.07	0.98	2.65	0.84	3.11	0.77	2.66	1.15
Wellness	2.63	0.93	2.37	0.90	2.82	0.88	2.00	0.00
Cartoon	3.04	1.04	2.16	1.02	2.84	1.08	2.66	1.52
TV show	2.86	1.05	2.96	0.96	3.04	1.18	1.66	0.57
Science & technology	2.64	0.93	2.55	1.00	2.44	0.84	2.00	0.00
Religion	2.46	0.87	1.92	0.69	2.57	0.65	2.33	0.57

Belief factor in the newspaper

Table 3 shows that the selection of the fact shows a high level of score mean to 3.20. It means that many elements of the selection of facts practice in the content of the newspaper. The study shows that the newspaper favors the fact that influenced teenagers to believe and accept it. At the same time the findings shows a newspaper in Malaysia also has high credibility with recorded score mean 2.68. It means that newspaper offers elements of credibility in the content. The study showed that every newspaper content whether news and articles have elements of credibility as recommended by (Gaziano & McGrath 1986). When the newspapers are credible, it will easier to accept by the teenagers. Based on the results, it can be concluded that many newspaper contains elements of faith such as the selection of facts, the selection of topics, truth, credibility and the well-being of the community.

Table 3: Mean score on the Level of Belief on the Newspaper

Elements of Belief	Mean	Standard Deviation
Selection of facts	3.20	0.17
Selection of topics	2.86	0.44
Truth	2.86	0.53
Credibility of news	2.68	0.25
Well-being of the community	2.59	0.26
Social concern	2.49	0.29
Assessment of journalist	1.89	0.86

Note: (< 1), low (1.00-2.05), moderate (2.06-2.52), high (2.53-4.00)

CONCLUSION

The newspaper is the source of information that publishes a variety of information such as news, entertainment, crime, politics and others. However, based on the results, it shows that the teenagers nowadays often read only on entertainment and crime news. Instead of reading only that news, they should take advantage of the variety of information in the newspaper. They should wisely choose and read the news and articles that suit to them. The appropriate selection of the material on the newspaper will help them to form the cognitive and human skills. Even though, there are a lot of varieties of information in the newspaper, they should focus on contents that give greater benefit to them. Other than entertainment and crime news, there will also have other news such as forums, comments, community, religion and others. They should focus more on that kind of news to make them more knowledgeable to be a potential leader.

It can also be concluded that the newspapers have contains many elements of belief such as the selection of facts, the selection of topics, the truth news, credibility and the society's welfare. All the newspapers should provide all these elements. Therefore, the main objective of the newspapers is to disseminate a variety of information can be achieved. The information is not only to produce knowledgeable teenagers, but also

the belief elements of the news. On the other hand, the newspaper should publish more news and articles that sharpen the mind and enhance youth ' knowledge in order to become a knowledgeable teenager. But the newspaper itself should provide the variety of content's formats such as the issues of economic news are highlighted through the mind map, games and others to impress them to read the newspapers.

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