

ABSTRACT

This poster introduces an ongoing project to develop a scale for measuring information credibility on current and newly emerging interactive web platforms. The poster reports on preliminary findings from an initial phase in the project to generate an item pool based on an analysis of existing scales for credibility (n = 3) and empirical studies in the library and information science literature on web credibility assessments in the social media context (n = 19). Results show that in most papers analyzed (16 of 19; 84.2%), credibility was conceptualized as a one-dimensional construct and often measured with only one item (e.g., credible, believable), despite the common view among scholars that credibility is a high-level, multifaceted concept. The analysis also identified 59 semantically distinct items as an initial pool, which will be validated and tested with empirical data in subsequent project phases.

Preliminary Findings on Developing a Scale for Credibility Assessment on Interactive Web Platforms

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INTRODUCTION

- Web credibility assessment on social media platforms can be defined as an individual’s judgment of the likelihood of a web-based information object being a source of high-quality information.
- Web credibility assessment is associated with users’ information behavior on the web, such as selecting an online source over alternatives, accepting advice on the web, and sharing online information with others.
- Given the abstract and perceptual nature of credibility, a validated psychometric instrument is needed to measure credibility.

METHOD

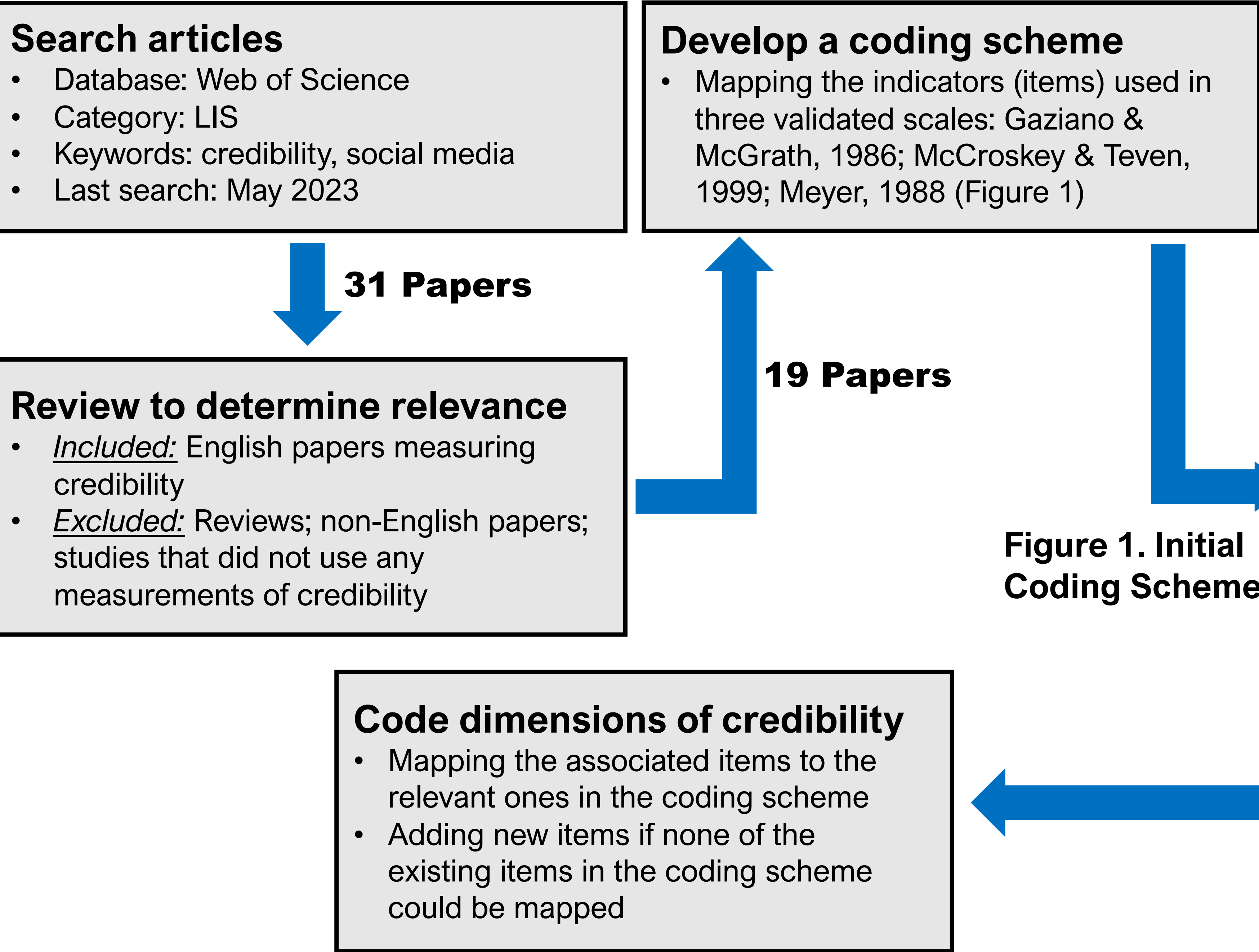


Figure 1. Initial Coding Scheme

Item	1-dimension (Gaziano & McGrath, 1986)	2-dimension (Meyer, 1988)	3-dimension (McCroskey & Teven, 1999)
Fair/fairness	Credibility	Believability	
Unbiased	Credibility	Believability	
Tells the whole story	Credibility	Believability	
Accurate	Credibility	Believability	
Trustworthy/trustful	Credibility	Believability	Trustworthiness
Respects people’s privacy	Credibility		
Watches out after readers’ interests	Credibility	Affiliation	
Concerned about the community’s well-being	Credibility	Affiliation	Goodwill
Concerned about the public interest	Credibility	Affiliation	
Separate fact and opinion	Credibility		
Factual	Credibility		
Trained/Well-trained	Credibility		Competence
Patriotic		Affiliation	
Informed/knowledge			Competence
Competent			Competence
Intelligent			Competence
Expert			Competence
Bright			Competence
Honest			Trustworthiness
Moral			Trustworthiness
Honorable			Trustworthiness
Ethical			Trustworthiness
Genuine/authentic			Trustworthiness
Cares about me			Goodwill
Concerned with me			Goodwill
Has my interests at heart			Goodwill
Not self-centered			Goodwill
Sensitive			Goodwill
Understanding			Goodwill

RESULTS

- Sites studied:* Twitter and/or Facebook (12 of 19; 63.2%), Instagram (3; 15.8%), YouTube (2; 10.5%)
- Number of dimensions measured:* One dimension (16; 84.2%), three dimensions (2; 10.5%), two dimensions (1; 5.3%)
- Number of items used:* Three items (7; 36.8%), one item (5; 26.3%), eight items (2; 10.5%)
- Frequently used terms (adjectives):* Trustworthy or trustful (11; 57.9%), expert (6; 31.6%), knowledge or knowledgeable (5; 26.3%), reliable (5; 26.3%), accurate (4; 21.1%)

DISCUSSION

- Most of the empirical studies measured credibility as an unidimensional concept, with many using only one item phrased as the concept itself (i.e., “credible”).
- There is critical need to develop and test a scale that can effectively capture the multidimensional nature of credibility in the web context.
- Next steps:* Expanding the item pool by further analyzing related literatures; evaluating the validity of items through expert and user reviews; using validated items to create a scale; testing the scale with empirical data.

References

Gaziano, C., & McGrath, K. (1986). Measuring the concept of credibility. *Journalism Quarterly*, 63(3), 451–462.

McCroskey, J. C., & Teven, J. J. (1999). Goodwill: A reexamination of the construct and its measurement. *Communication Monographs*, 66(1), 90–103.

Meyer, P. (1988). Defining and measuring credibility of newspapers: Developing an index. *Journalism Quarterly*, 65(3), 567–574.