

ABSTRACT

As part of a larger project to develop a scale for measuring web credibility perceptions, this poster reports on preliminary findings of a literature analysis to identify reflective and formative indicators of information credibility on social media. Of 90 papers found by a systematic database search and screening, this poster examines 20 papers focused on information credibility on microblogs (e.g., Twitter, Weibo) as a popular source for online users’ information seeking. Our analysis identified 22 reflective indicators (e.g., fair, accurate) and 31 formative indicators (e.g., reputable, attractive), eight (e.g., trustworthy, unbiased) of which overlapped. Given the intertwined, often blurred border between these two sets of items, the coding scheme developed in the present study can help determine the relevance and type of the items. Future research directions are discussed.

INTRODUCTION

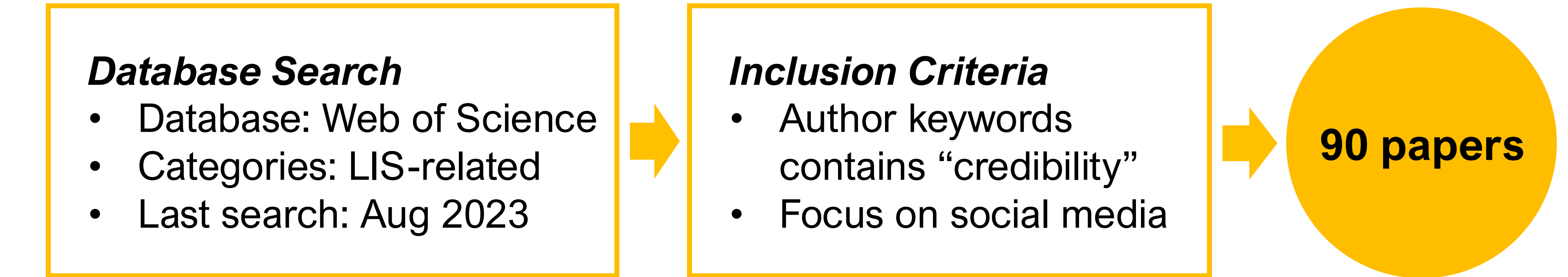
- Existing credibility scales focused on the human sources or traditional mass media.
- Conceptualized credibility as a one-dimensional construct.
- Used reflective and formative indicators without clearly distinguishing them.

RESEARCH QUESTION

What reflective and formative indicators of information credibility on social media have been examined in the literature?

METHOD

Data Collection



Data Analysis

- Refined the coding scheme (Table 1) through four iterations.
- Determined whether each item was a reflective (**trustworthiness** or **expertise**) or formative indicator (**author**, **content**, or **design**).

Table 1. Coding Scheme

Category	Code	Example
Reflective indicators: Items reflecting the perception of credibility	Trustworthiness: The extent to which the information is perceived as being free from bias and absent from deceptive intentions	Unbiased
		Fair
	Expertise: The degree of the depth of understanding and the ability to provide accurate, insightful, and competent information	Accurate
		Complete
Formative indicators: Items contributing to the perception of credibility	Author: Characteristics of the author of the content	Honest
	Content: Semantic and structural attributes of the content	Concise
	Design: Visual and functional elements of the site	Easy to use

Reflective and Formative Indicators of Information Credibility on Social Media

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FINDINGS

- Of the 78 relevant items, 45 uniquely worded items were identified.
- Of the 45 unique items, 22 (48.9%) were reflective indicators: 12 reflected **trustworthiness**; 10 reflected **expertise**.
- Of the 45 unique items, 31 (68.9%) were formative indicators: 27 were related to the **author’s** characteristics; 4 were related to the **content** attributes.
- Of the 45 unique items, 8 (17.8%) were used as *both* reflective and formative indicators.
- Figure 1 presents 15 items that appeared in more than one of the analyzed papers.

Figure 1. Frequently Used Items to Measure Information Credibility on Social Media

