

SOCIAL MEDIA NEWS USE AND ITS IMPACT ON BROADCAST NEWS CREDIBILITY AMONG GEN “Z”

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Abstract

Generation Z depends on social media as the main news source, which alters their perception of and expectations of traditional broadcast media. This paper examines the impact of social media news on the credibility of broadcast news among the Gen Z. It pays attention to the importance of emotional engagement as a major process by which social media news influences the credibility of judgment, as well as the influence of Gen Z personality traits on this correlation. Based on the survey data obtained through the survey of Gen Z users that frequently view news content on websites like Instagram and Tik Tok, the research assesses news consumption trends, the emotional reactions to news content, and the perception of the credibility of broadcast news. Quantitative research design is used to examine the direct, mediating, and moderating relationship between the variables of study. This study will provide information to the understanding of how emotional and psychological variables affect the credibility of broadcast news in a digital media setting by focusing on the daily news experiences of the Gen Z. The results are likely to provide significant knowledge to researchers, media practitioners, and policymakers who want to improve the credibility of news and engagement of younger audiences.

INTRODUCTION

The consumption of news has been transformed radically due to the emergence of social media platforms. The news ceases to be related to scheduled television bulletins and the traditional broadcast channel, to the Generation Z. Rather, news is consumed when scrolling a social media feed, watching brief videos, or consuming content posted by friends and influencers. The Instagram and Tik Tok platforms have become the main arenas where the youth learn about the latest affairs and politics, and social problems. This has also cast some significant doubts on the role of being exposed to social media news in terms of

how it affects credibility, especially on the broadcast news which previously had enjoyed a huge leading role in the minds of the people.

Traditionally broadcast news has been linked with professionalism, editorial standards and institutional credibility. But with Gen Z becoming more dependent on social media as the source of news, it seems like the broadcast journalism-Gen Z relationship is evolving. Social media emotional storytelling, visual content, and algorithm driven content can all lead to intense emotional responses in the audience, which can affect their perceptions of the platform-neutrality of news.

This change is important to understand since credibility is important in determining the level of public trust, democratic participation and informed decision making. This paper aims at analyzing the effects of social media news consumption on Gen Z perceptions of broadcast news credibility with special consideration to emotional involvement and personality variations among the young consumers.

Earlier studies reveal that social media has changed the intentional news consumption process into an incidental and experience-based process. Young viewers usually receive news among entertainment and viral content, which promotes the use of emotionally appealing and visual formats. Such emotional reactions are significant in determining news processing and recollection in the social media.

Meanwhile, the credibility of traditional news media, which is broadcast journalism, is also increasingly becoming an issue of concern. Even though news broadcasts are based on professional norms, their credibility is becoming evaluated based on social media experiences. To generation Z, the credibility perceptions are not only dependent on the news sources, but also on the emotional appeal and personal values based on personal character features.

Although the topic of social media news consumption has gained growing research contributions, little has been done on the role emotional involvement plays in mediating the connection between social media use and credibility of broadcast news in Gen Z. The mediating capacity of personality attributes is also under explored. This research fills these gaps through discussing news consumption, emotional involvement, credibility perceptions and personality variations as a single framework.

The growing use of social media to get news by Generation Z has posed significant concerns of the effect of such consumption habits on the credibility of broadcast news coverage. Whereas broadcast journalism still adheres to professional norms, its trustworthiness to the Gen Z generation can be determined by an emotional news experience on social media as opposed to personal interaction with broadcast sources. The emotional involvement is also likely to be a major factor in this process because it shapes the translation of social media news consumption into credibility judgments. Meanwhile, Gen Z personality traits could make or break these effects, causing different reactions to news content. Although the research on the use of social media in news has increased, little effort has been directed to the synergistic effects of emotional involvement and personality traits in the determination of broadcast news credibility. The proposed study fills this gap by investigating the impact of social media news on the credibility of the broadcast news via emotional engagement and moderating the role of personality characteristics among Generation Z.

Research Objectives

- To examine how Gen Z's patterns of social media news consumption influence their perception of broadcast news credibility.
- To explore how emotional engagement with social media news content shapes the relationship between news consumption and credibility.
- To investigate how Gen Z personality traits influence the strength or direction of the relationship between news consumption, emotional engagement and credibility judgments.

Discussion on Key Constructs:

Social Media News Consumption

Social media news consumption is a phenomenon that implies how people experience, access and interact with news on social networking sites. In contrast to the traditional news consumption, which usually presupposes the intentional choice

of the news sources, social media news are often met by accident due to algorithmic feeds, social networks, and shared material. According to Matthew Barnidge and Michael A Xenos, this phenomenon is influenced by the social media environments which differ in terms of the richness of news and result in the disproportionate exposure to the credible news content.

The platforms, like Instagram and Tik Tok, are the main sources of news to Generation Z. According to research conducted by Jonathan Hendricks, young audiences tend to have news content as they consume entertainment and lifestyle content, and news consumption is therefore an unconscious and habitual process and not something that is intended to be done. This change has a massive consequence on the assessment of credibility since news are considered in a social and emotional context and not in the traditional journalistic clues.

Emotional Engagement

Emotional engagement is defined as the emotional responses and affective interaction the people have when they are exposed to news information. News in social media settings is usually displayed using rich images, narratives and emotive formats that are created to attract attention and create engagement. These emotional reactions are very vital in influencing news processing, memory and judgment.

As Hyunyi Cho and others note, the use of social media has a close relationship to the feelings, values, and self-perception of the users. The news that is experienced on the social sites is thus not evaluated based on the quality of information only but also on the level of emotional appeal. Emotional engagement can determine the relatability, significance, or credibility of news to Generation Z, so it is one of the major ways that the consumption of news on social media can influence credibility judgments.

Broadcast News Credibility

Broadcast news credibility is the degree to which viewers see broadcast journalism as being trustworthy, accurate and reliable. Broadcast news has traditionally been linked to the standards of

professionalism, editorial control and institutional power. Nonetheless, the shift in media patterns has transformed the credibility of younger viewers. Studies reveal that credibility decisions are becoming more influenced by experiences on the social media than on direct experience of broadcast news outlets. Anne Schulz and her co-authors point out that the more people know about the processes of news production, the more they are likely to criticize the sources of news. In the case of Generation Z, this process could result in the traditional cues of credibility in broadcast news being undermined by emotional involvement and social validation processes in social media, which can have a greater effect on the credibility of broadcast news in perceptions.

Emotional Engagement as a Mediating Variable

The emotional engagement is a mediating variable in that it determines the manner in which social media news consumption is converted into credibility judgments. Social media news exposure does not necessarily affect credibility directly, but rather these reactions tend to influence interpretation and evaluation through emotional reactions. Users can also project the emotions they have had to news content onto their general attitudes to news credibility when they have a strong emotional response to the content.

According to existing literature, emotionally appealing information seems to be more memorable and more focused, however, it can also obscure the difference between trustworthy journalism and emotionally convincing information. Such an intermediary position of emotional involvement applies specifically to Generation Z whose news experiences are intimately integrated into emotionally charged social media spaces.

Gen Z Personality Traits as a Moderating Variable

Gen Z personality traits can be defined as comparably consistent individual traits that determine perceptions and reactions of people towards information. In the framework of news consumption, the features of openness, emotional sensitivity, and skepticism may influence the way

in which people will be emotionally involved in news and judge its believability.

Despite the extensive review of personality traits in terms of psychological studies, their contribution towards the moderation of social media news impact has not been well researched. Personality differences have the potential to enhance or dilute the effect of emotional involvement on credibility judgments. Personality traits can be used to justify

why some individuals trust broadcast news more and others do not even though the social media news consumption patterns are similar among the other members of Generation Z. This paper thus considers the Gen Z personality traits as a moderator which determines the relationship between news consumption, the level of emotional engagement and the credibility of the broadcast news.

Approaches

Approach	Key Idea	Implication in Media Work	References
1. Incidental Exposure and Engagement Approach	Social media transforms news consumption into an incidental and emotionally driven experience shaped by algorithms and social networks.	News is encountered alongside entertainment and social content, making emotional engagement central to how Gen Z processes news and forms credibility judgments rather than relying on traditional broadcast cues.	Matthew Barnidge and Michael A Xenos → 2021 Social Media News Deserts Digital Inequalities and Incidental News Exposure on Social Media
2. Credibility Erosion and Media Skepticism Approach	Social media environments weaken traditional journalistic authority and blur distinctions between professional and non-professional news.	Frequent exposure to emotionally appealing and socially endorsed news content reduces reliance on broadcast journalism as a primary credibility benchmark, especially among Gen Z audiences.	Anne Schulz, Richard Fletcher, and Rasmus Kleis Nielsen → 2022 The Role of News Media Knowledge for How People Use social media for News
3. Emerging Perspective: Experiential and Emotional Evaluation Model	News credibility is increasingly shaped by how news is emotionally experienced rather than by source authority alone.	Gen Z evaluates news based on relatability, emotional resonance, and platform specific presentation, positioning emotional engagement as a mediating force between social media news use and broadcast news credibility.	Jonathan Hendrickx → 2024 Normal News Is Boring How Young Adults Encounter and Experience News on Instagram and TikTok

Previous Studies

- The authors of the study by Barnidge and Xenos (2021) studied the exposure to incidental news on social media and discovered that users of social media receive unequal access to news based on

their social networks. Their research notes that social media tends to subject the users to news unwillingly, which may affect the news processing and credibility, especially in young people.

- Schulz et al. (2022) examined the importance of news media knowledge when it comes to social media news use in five countries. The results indicate that people who have greater knowledge of news media are more inclined to evaluate news sources critically and are less dependent on signs of social approval like likes and shares, which can be of significant relevance to the judgment of news credibility.
- Cho et al. (2022) offered a conceptual model of social media literacy and highlighted that the use of social media is strongly interconnected with emotions, personal values, and the self. According to their work, emotional responses are important in the interpretation and evaluation of news materials by the users of social media platforms.
- Hendrickx (2024) examined the way young adults receive news on Instagram and Tik Tok and what they experience. The authors discovered that generation z tends to receive news as a regular use of social media, and they appreciate emotionally charged and visually pleasing content. This experiential news presentation has an effect on the perceived credibility, and it tends to take the focus off the traditional rules of broadcast journalism.

Theoretical Background of Research Framework

The paper is based on the social media news exposure theories, emotional news processing theories and credibility evaluation theories. With the growing use of social media in news consumption, the classic constructs of purposeful news use are less relevant in explaining the ways in

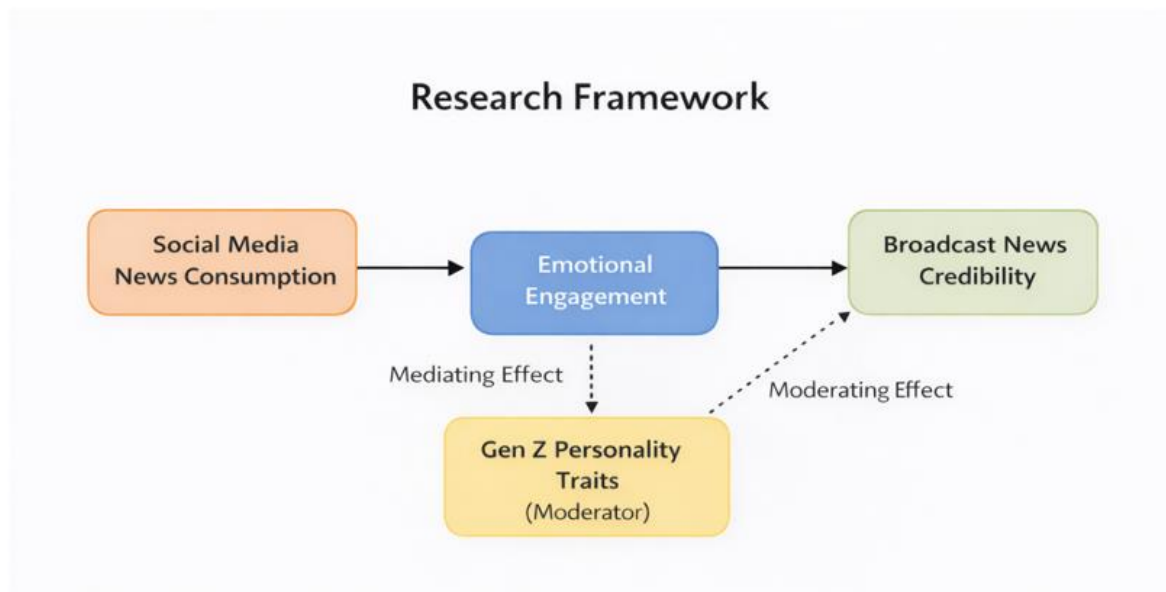
which Generation Z is experiencing and appraising news. Rather, this study is based on the idea of incidental news exposure, where the idea is that users tend to find news accidentally during the use of other content on the social media. Matthew Barnidge and Michael A Xenos claim, that social networks and algorithms influence such exposure, and they shape the way news is processed and believed.

The model also relies on the emotional engagement theory, which proposes the importance of emotions in determining the level of attention, interpretation and credibility. A study by Hyunyi Cho on social media literacy has shown that the interactions on social media are tightly connected to the feelings and values of the users. In this research, emotional involvement is considered as a mediating variable that shows how the social media news consumption affects the perception of broadcast news credibility.

Moreover, the study is guided by experiential approaches to news use that opine that audiences have an active experience with news as a daily media practice. Jonathan Hendrickx underlines that Generation Z is exposed to news on sites like Instagram and Tik Tok in emotionally stimulating formats, with the credibility assessment no longer revolving around classic broadcast indicators.

Lastly, the paradigm integrates the individual difference theory, by acknowledging that personality traits have a role in the process and evaluation of news in an emotional manner. These characteristics are considered as a moderating variable which determines the strength of the relationship between social media news use, emotional interest, and broadcast news credibility. Combined, these views form a consistent theoretical basis to study the formation of credibility by Generation Z in a social media dominated news world.

Research Framework

**RESEARCH METHODOLOGY**

The research is quantitative in design and adopts a deductive methodology to investigate how social media news consumption, emotional involvement, and broadcast news credibility are linked among the people of Generation Z. The survey design employed was a cross-sectional where the data were collected at a single point in time enabling a systematic evaluation of the variables among Gen Z participants in the form of the university students. This method is appropriate in finding patterns, correlation, and predicting relations among variables without controlling the research environment.

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Models, Sub-Models

The research model proposes:

- IV: News consumption
- Med: Emotional engagement
- DV: News credibility
- Mod: Gen Z personality

In this study, the constructs were measured by a structured online questionnaire that was created by using already validated scales based on peer reviewed journal articles concerning social media news consumption, emotional engagement, media credibility, and news literacy.

The study population is the students studying at the Media and Mass Communication departments of Bahria University and SZABIST University, Islamabad, and who are members of the Generation Z generation and use social media as an active source of news. The students use social media, which is the main news source in the present study, including Instagram and Tik Tok regularly. The overall expected population of the eligible Media and Mass Communication students in both universities is around 1,000.

According to the table of sample size determination provided by Krejcie and Morgan (1970), 278 respondents will be sufficient to obtain 95 percent confidence level with 5 percent margin of error.

Data collection was done using a two stage cluster sampling technique. The initial step involved the selection of Bahria University and SZABIST University as the primary strata and the departments of Media and Mass Communication within these universities were broken down into groups based on classes or semester, which were used as clusters. In the second phase, the students in the chosen clusters were invited to take part in the

online survey. The sampling method was a good choice as it represented the various levels of academics and was also not cumbersome. About 495 students were contacted to take part and the response rate was expected to be between 55 to 60 percent, giving rise to about 278 valid responses, which is appropriate to the required sample size.

DATA ANALYSIS AND RESULTS

Correlation Analysis

CORRELATION

IV = Social Media News Consumption,
 Mediator = Emotional Engagement,
 DV = Broadcast News Credibility,
 Moderator = Gen Z Personality Traits

	News Consumption IV	Emotional Engagement with News Med	News Credibility DV	Gen Z personality Mod
News Consumption IV	1			
Emotional Engagement with News Med	.528**	1		
News Credibility DV	.556**	.481**	1	
Gen Z personality Mod	.423**	.339**	.412**	1

1. Social media news consumption is positively and significantly related to emotional engagement ($r = .528, p < .01$), showing that higher news use leads to stronger emotional involvement among Gen Z.
2. News consumption has a moderate positive association with broadcast news credibility ($r = .556, p < .01$), indicating that increased exposure strengthens credibility perceptions.
3. Emotional engagement is positively related to news credibility ($r = .481, p < .01$), supporting its mediating role in the relationship.
4. Gen Z personality traits show significant positive correlations with news consumption ($r = .423, p < .01$), emotional engagement ($r = .339, p < .01$), and news credibility ($r = .412, p < .01$).
5. Emotional engagement has significant and positive yet low correlation with Gen Z Personality.
6. Overall, all correlations are moderate, positive, and statistically significant ($p < .01$), providing empirical support for the proposed mediation and moderation framework.

Regression Analysis

IV = Social Media News Consumption,
 Mediator = Emotional Engagement,
 DV = Broadcast News Credibility,
 Moderator = Gen Z Personality Traits

Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					Change	F Change	df1	df2	Sig. F Change
1	.620 ^a	.385	.365	.59062	.385	20.000	3	96	.000

a. Predictors: (Constant), moderatormean, mediatormean, ivmean

Coefficients

IV = Social Media News Consumption,
 Mediator = Emotional Engagement,
 DV = Broadcast News Credibility,
 Moderator = Gen Z Personality Traits

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	.273	.408		.669	.505
	ivmean	.338	.094	.356	3.594	.001
	mediatormean	.214	.088	.232	2.430	.017
	moderatormean	.238	.116	.183	2.048	.043

a. Dependent Variable: dvmean

1. The overall regression model is statistically significant ($R = .620$, $R^2 = .385$, $F(3,96) = 20.00$, $p < .001$), indicating that the predictors jointly explain 38.5% of the variance in news credibility.
2. News Consumption (IV) is a strong and significant predictor of news credibility ($\beta = .356$, $B = .338$, $t = 3.594$, $p = .001$), showing that higher news consumption increases perceived credibility.
3. Emotional Engagement (Mediator) has a significant positive effect on news credibility ($\beta = .232$, $B = .214$, $t = 2.430$, $p = .017$), supporting its mediating role in the model.
4. Gen Z Personality Traits (Moderator) also significantly predict news credibility ($\beta = .183$, $B = .238$, $t = 2.048$, $p = .043$), indicating that personality characteristics influence credibility judgments.
5. The adjusted R^2 (.365) confirms good model fit after controlling for predictors, suggesting the model has meaningful explanatory power in understanding Gen Z's news credibility perceptions.

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Moderation and Mediation Analysis

IV = Social Media News Consumption,
 Mediator = Emotional Engagement,
 DV = Broadcast News Credibility,
 Moderator = Gen Z Personality Traits

Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.186	.297		3.996	.000
	ivmean	.527	.080	.556	6.614	.000
2	(Constant)	.806	.320		2.523	.013
	ivmean	.396	.091	.418	4.362	.000
	mediatormean	.241	.089	.261	2.724	.008
3	(Constant)	1.124	.346		3.251	.002
	ivmean	.102	.162	.108	.634	.528
	mediatormean	.205	.088	.222	2.325	.022
	interactiontermIVMod	.067	.031	.375	2.183	.031

a. Dependent Variable: dvmean

1. **Model 1 (Direct Effect)** shows that news consumption significantly predicts news credibility ($R^2 = .309$, F change = 43.740, $p < .001$), with a strong positive effect ($\beta = .556$, $B = .527$, $t = 6.614$, $p < .001$)
2. **Model 2 (Mediation Model)** indicates that adding emotional engagement increases explained variance to 35.8% ($\Delta R^2 = .049$, $p = .008$). Emotional engagement significantly predicts news credibility ($\beta = .261$, $B = .241$, $t = 2.724$, $p = .008$), confirming a **mediating effect**.
3. In Model 2, the effect of news consumption on credibility decreases but remains significant ($\beta = .418$, $B = .396$, $t = 4.362$, $p < .001$), suggesting **partial mediation** by emotional engagement.
4. **Model 3 (Moderation Model)** further improves model fit ($R^2 = .388$, $\Delta R^2 = .030$, $p = .031$), showing that the interaction term is significant ($\beta = .375$, $B = .067$, $t = 2.183$, $p = .031$).
5. In Model 3, the direct effect of news consumption becomes non-significant ($\beta = .108$, $p = .528$), while emotional engagement remains significant ($\beta = .222$, $p = .022$), indicating that **Gen Z personality traits significantly moderate** the relationship between news consumption and news credibility.

4.9 Results / Findings

The study aimed to examine the effects of **social media news consumption** on **broadcast news credibility** among Generation Z, while assessing the **mediating role of emotional engagement** and the **moderating role of Gen Z personality traits** in this relationship.

Objective 1: Direct Effects

The results show that consumption of news on social media has a massive positive impact on broadcast news credibility. Regression analysis indicated that news consumption was a strong

predictor of the news credibility in the first model ($b = .556$, $p = .001$). This supports the fact that the more people are exposed to the content of social media news, the greater is the perception regarding the credibility of broadcast news among Gen Z.

Objective 2: Mediation Effect

Once the emotional involvement had been added to the model, it produced a strong positive impact on news credibility ($\beta = .261$, $p = .008$). Simultaneously, the impact of news consumption on credibility was reduced yet significant ($\beta = .418$, $p < .001$), which means **partial mediation**. This indicates that emotional involvement is one of the reasons that explain the relationship between social media news consumption and credibility perceptions.

Objective 3: Moderation Effect.

The model was also greatly enhanced by the addition of the interaction term between news consumption and Gen Z personality traits ($\Delta R^2 = .030$, $p = .031$). The interaction effect was found to be statistically significant ($\beta = .375$, $p = .031$) and it was proved that Gen Z personality traits mediate the relationship between news consumption and the news credibility. The direct impact of news consumption in the last model was non-significant, which indicates that this relationship is conditional.

Overall Findings

In general, the findings indicate that the consumption of social media news indirectly and directly affects the credibility of broadcast news due to emotional involvement, and the personality characteristics of Gen Z are a significant determinant of the intensity of this connection. The results allow good empirical evidence of the suggested mediation and moderation framework and emphasize the role of emotional and personality-based aspects in the credibility assessment of news among Gen Z.

4.10 Summary of Findings

Relationship Tested	Result	Status
Social Media News Consumption → News Credibility	Significant	Supported
Emotional Engagement → News Credibility	Positive	Supported
Emotional Engagement (Mediator)	Partial Mediation	Partially Supported
Gen Z Personality Traits (Moderator)	Significant	Supported
Moderated Mediation Model	Improved Model Fit	Supported

CONCLUSION AND RECOMMENDATIONS

New Perspective on the Problem Statement:

This paper sheds some light on the decreasing credibility of broadcast news with a new viewpoint that credibility judgment by Gen Z is not solely due to the mere consumption of news via social media, but it is the emotional impact of that consumption and the character traits of the audience. Although social media can be used as a fast and unlimited source of news, emotionally-charged information can strengthen perceptions and bias credibility assessments. The results imply that it is not exposure that leads to credibility loss, but the extent of emotional engagement of the Gen Z users and the impact of their personal personality traits on interpretation and trust.

Hypotheses Discussion

- **Hypothesis 1 was accepted**, indicating that social media news consumption has a significant positive effect on broadcast news credibility among Gen Z.
- **Hypothesis 2 was accepted**, showing that social media news consumption significantly increases emotional engagement with news content.
- **Hypothesis 3 was accepted**, as emotional engagement was found to significantly influence perceptions of broadcast news credibility.
- **Hypothesis 4 was partially accepted**, demonstrating that emotional engagement partially mediates the

relationship between news consumption and news credibility.

- **Hypothesis 5 was accepted**, indicating that Gen Z personality traits significantly moderate the relationship between news consumption and broadcast news credibility.

Objectives Discussion:

- **Objective 1 concluded** that Gen Z's patterns of social media news consumption significantly influence their perception of broadcast news credibility. The findings show that higher levels of social media news consumption are associated with stronger credibility judgments, confirming a direct relationship between news use and credibility perceptions.
- **Objective 2 concluded** that emotional engagement plays a meaningful role in shaping the relationship between social media news consumption and broadcast news credibility. The mediation analysis revealed that emotional engagement partially explains how news consumption affects credibility, indicating that emotionally engaging news content intensifies Gen Z's credibility evaluations.
- **Objective 3 concluded** that Gen Z personality traits significantly influence the strength and direction of the relationship between news consumption, emotional engagement, and broadcast

news credibility. The moderation results demonstrate that individual personality differences condition how news consumption translates into credibility judgments.

Conclusion:

On the findings, it can be concluded that the consumption of social media news has a significant effect on the credibility of broadcast news to Gen Z. It is a direct and indirect relationship that works with the emotional involvement, and the Gen Z personality traits are the key factors to the power of this effect. The paper points out the importance of emotional reaction to news content and personal difference as the focus of credibility judgments. Thus, to rebuild and preserve trust in broadcast news, emotional framing and diversity of the audience should be addressed.

Recommendations

Researchers (Future Research Calls)

Further research should use a more representative sample (bigger and more diverse) to increase the applicability of the findings to the media students and specific platforms. The researchers are also encouraged to carry out a research concerning other psychological and behavioral variables such as media literacy, news skepticism, trust orientation and platform dependency. It is further proposed that the research design should be longitudinal and experimental to comprehend how the emotional involvement and credibility perception will evolve over time.

Future Research Directions

Future researchers are advised to use mixed-method and cross-cultural comparisons to learn more of the news consumption habits of Gen Z. A closer look at platform-specific effects and various forms of news could also give further information on the formation of credibility.

Policy Recommendations

Policymakers are advised to come up with policies that will facilitate openness, precision, and fairness in the distribution of digital news. Media literacy

programs must be reinforced on the educational level to enable youthful audiences to critically assess news material. Policies that promote the cooperation between social media platforms and broadcast news organizations can also be used to increase the level of credibility.

Managers (Organizational-Level Recommendations)

The digital news managers and media organizations must aim at creating emotionally responsible and balanced news content that resonates with the Gen Z audiences. It is suggested to invest in engagement analytics of the audience, storytelling with emphasis on credibility, and training of journalists. News outlets that are broadcasted should also change their content policies to suit the consumption patterns of Gen Z without compromising journalism to regain credibility.

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APPENDICES

Appendix A: Survey Questionnaire

Section A: Demographic Information

1. Age
2. Gender
3. University
4. Academic Program
5. Frequency of social media use
6. Primary platform used for news (Instagram / TikTok / Both)

Section B: Social Media News Consumption

(5-point Likert scale: 1 = Strongly Disagree to 5 = Strongly Agree)

1. I frequently consume news through social media platforms.
2. Social media is one of my main sources of news.
3. I come across news on social media even when I am not actively looking for it.
4. I regularly follow news-related accounts on social media.
5. I rely on social media to stay updated about current events.

Section C: Emotional Engagement

(5-point Likert scale)

1. News content on social media makes me feel emotionally involved.
2. I often feel emotionally connected to news stories I see on social media.
3. News on social media triggers strong emotional reactions in me.
4. I feel personally affected by news shared on social media.
5. Emotional headlines or visuals increase my interest in news content.

Section D: Broadcast News Credibility

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(5-point Likert scale)

1. I find broadcast news to be a credible source of information.
2. Broadcast news provides accurate and reliable information.
3. I trust broadcast news organizations to report news fairly.
4. Broadcast news helps me understand important social issues.
5. I consider broadcast news a trustworthy source compared to social media news.

Section E: Gen Z Personality Traits

(5-point Likert scale)

1. I like to explore different perspectives before forming opinions.
2. I am open to new ideas and viewpoints shared online.
3. I tend to reflect on information before believing it.
4. My personality influences how I evaluate news credibility.

I engage differently with news depending on my personal traits.