Credibility
Credibility

Definition

• Credibility comprises the objective and subjective components of the believability of a source or message.
• Credibility has two key components: trustworthiness and expertise, which both have objective and subjective components.
• Credibility is the quality or power of inspiring belief
Credibility

Brand

• Brand credibility is the extent to which a brand is perceived to be credible in terms of three dimensions – expertise, trustworthiness and likeability
Information credibility

- medium dependency; interactivity; medium transparency; argument strength and information quality
Credibility

**Journalism**

- News-clarity (how easily the article can be understood), accuracy (how well documented the information is), and trustworthiness (how believable the information is).
- Newspaper - balance, honesty, and currency
- Television news - fairness and currency
- Online newspaper - timeliness, depth, reputation, accuracy, completeness, source reliability, newsworthiness, interactivity, and trustworthiness.
Web pages

• Trustworthiness - related to well-intentioned, truthful, unbiased information and perceived goodness or morality of the source.

• Expertise - connected with such terms as knowledgeable, experienced, competent and captures the perceived knowledge and skill of the source.
Credibility

Blogger & blog contents

- Blogger - a) knowledgeable (b) influential (c) passionate (d) transparent (e) reliable
- Blog contents - (a) authentic (b) insightful (c) informative (d) consistent (e) fair (f) focused (g) accurate (h) timely (i) popular