



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

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

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.

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