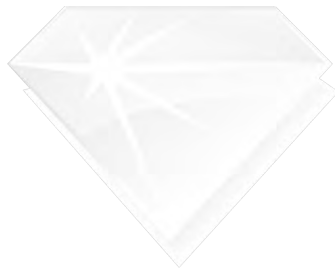


**THE IMPACT OF MEDIA EXPOSURE AND NEWS CREDIBILITY ON THE  
TRUST OF NEW MEDIA OF PRO-BEIJING MEDIA OUTLETS AMONG  
HONG KONG RESIDENTS: A STUDY OF 2019 HONG KONG PROTEST**



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Xinyi Chen

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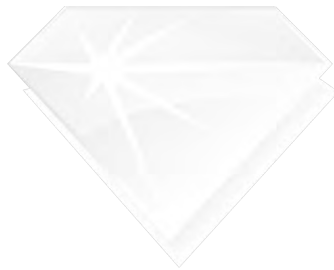
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New Media of Pro-Beijing Media Outlets Among Hong Kong Residents:  
A Study of 2019 Hong Kong Protest

Author: Xinyi Chen



Independent Study Committee:

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

Advisor Assoc. Prof. Dr. Pacharaporn Kesaporn

Field Specialist Dr. Nattawat Wongwilatnurak

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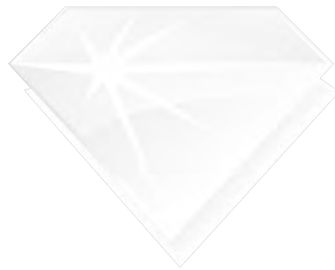
## ABSTRACT

This study examined the impact of media exposure and news credibility on trust in pro-Beijing media outlets during the 2019 Hong Kong protest. The study employed purposive sampling and convenience sampling to engage 200 residents of Hong Kong, aiming to analyse how their exposure to pro-Beijing media outlets correlated with their perceptions of news credibility. Using a conceptual framework that positioned media exposure as an independent variable, news credibility as a mediating variable, and trust as the dependent variable, this research explored how these factors predicted the trust of news media of pro-Beijing media. The study analysed the dimensions of media exposure, including frequency and platforms, to assess their influence on perceptions of news credibility, defined by reliability, accuracy, and impartiality.

The data were analysed using linear regression, and the key findings were as follows: 1) Media exposure to Wen Wei Po was a significant negative predictor of trust as mediated by news credibility as perceived by Hong Kong respondents. However, news credibility is not a significant predictor of Hong Kong respondents' trust of Wen Wei Po. 2) Media exposure to Orange News was a significant negative predictor of trust, while news credibility does not have a significant effect on respondents' trust in Orange News. 3) Media exposure to HKG Pao was a significant negative predictor of trust, but news credibility does not have a statistically significant impact on respondents' trust in HKG Pao.

This study highlighted the complex interplay between media exposure, news credibility, and trust, emphasizing that trust was shaped not only by content quality but also by audience emotions and political polarization during periods of social unrest.

*Keywords: Hong Kong Protest, Pro-Beijing Media, Media Exposure, News Credibility, Trust in Media*



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## TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	x
CHAPTER 1: INTRODUCTION.....	1
1.1 Rationale and Problem Statement.....	1
1.2 Objectives of Study.....	6
1.3 Scope of the Study.....	6
1.4 Research Questions.....	7
1.5 Significance of the Study.....	8
1.6 Definitions of Terms.....	9
CHAPTER 2: LITERATURE REVIEW.....	11
2.1 Related Literature Review and Previous Studies.....	11
2.2 Related Theories.....	20
2.3 Hypotheses.....	28
2.4 Theoretical Framework.....	29
CHAPTER 3: METHODOLOGY.....	30
3.1 Research Design.....	30
3.2 Population and Sample Selection.....	32
3.3 Research Instrument.....	33
3.4 Instrument Pre-test and Data Collection Procedure.....	43
3.5 Descriptive Analysis of the Respondents' Overall Demographic Data.....	49
3.6 Data Analysis.....	53
CHAPTER 4: FINDINGS.....	55
4.1 Findings of Descriptive Analysis.....	55
4.2 Findings of Hypothesis Testing.....	68

**TABLE OF CONTENTS (Continued)**

	Page
CHAPTER 5: DISCUSSION.....	73
5.1 Summary of Descriptive Findings and Discussion.....	73
5.2 Summary of Hypothesis Testing and Discussion.....	77
5.3 Conclusion of the Research.....	81
5.4 Limitations of the Study.....	83
5.5 Recommendations for Future Application.....	85
5.6 Recommendations for Future Research.....	85
BIBLIOGRAPHY.....	87
APPENDIX.....	100
BIODATA.....	126

  
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## LIST OF TABLES

	Page
Table 3.1: Channels through which you Typically Access the Following Media.....	35
Table 3.2: Frequency of Media Exposure to Wen Wei Po.....	35
Table 3.3: Frequency of Media Exposure to Orange News.....	36
Table 3.4: Frequency of Media Exposure to HKG Pao.....	36
Table 3.5: Wen Wei Po.....	37
Table 3.6: Orange News.....	38
Table 3.7: HKG Pao.....	38
Table 3.8: Trust of News Media of Wen Wei Po.....	40
Table 3.9: Trust of News Media of Orange News.....	41
Table 3.10: Trust of News Media of HKG Pao.....	42
Table 3.11: Cronbach's Alpha for General Variables in the Pretest Survey from 30 Respondents, who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations.....	45
Table 3.12: Cronbach's Alpha for General Variables in the Main Survey from 200 Respondents, who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations.....	48
Table 3.13: Demographic Summary of 200 Respondents Who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations.....	51
Table 4.1: Criteria for Interpreting the Frequency of Media Exposure, Including Wen Wei Po, Orange News, and HKG Pao.....	55
Table 4.2: Mean and Standard Deviation of Media Exposure to Wen Wei Po, Orange News, and HKG Pao.....	56

### LIST OF TABLES (Continued)

	Page
Table 4.3: Criteria for Interpreting News Credibility, Including Wen Wei Po, Orange News, and HKG Pao.....	57
Table 4.4: Mean and Standard Deviation of News Credibility to Wen Wei Po.	58
Table 4.5: Mean and Standard Deviation of News Credibility to Orange News.....	59
Table 4.6: Mean and Standard Deviation of News Credibility to HKG Pao.....	61
Table 4.7: Criteria for interpreting Trust of News Media, including Wen Wei Po, Orange News, and HKG Pao.....	62
Table 4.8: Mean and Standard Deviation of Trust of News Media to Wen Wei Po.....	63
Table 4.9: Mean and Standard Deviation of Trust of News Media to Orange News.....	64
Table 4.10: Mean and Standard Deviation of Trust of News Media to HKG Pao.....	66
Table 4.11: Summary of Regression Analysis on the Impact of Media Exposure and News Credibility on Respondents' Trust of News Media of Wen Wei Po.....	69
Table 4.12: Summary of Regression Analysis on the Impact of Media Exposure and News Credibility on Respondents' Trust of News Media of Orange News.....	70
Table 4.13: Summary of Regression Analysis on the Impact of Media Exposure and News Credibility on Respondents' Trust of News Media of HKG Pao.....	72

## LIST OF FIGURES

	Page
Figure 2.1: Conceptual Framework.....	30



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# CHAPTER 1

## INTRODUCTION

This chapter described the rationale and problem of the research, the scope of the study, research objectives, and research questions. It also expounds on the significance of this study and provided the audiences with definitions of important terms.

### 1.1 Rationale and Problem Statement

#### 1.1.1 Rationale

Since the handover of Hong Kong to Chinese sovereignty in 1997, the region has operated under the “One Country, Two Systems” framework, maintaining its unique legal and social systems. However, the proposed extradition bill amendment in 2019 triggered widespread social unrest and protest, not only revealing deep divisions within Hong Kong society but also attracting significant international attention (Human Rights Watch, 2019; Liu, Woodhouse & Meixler, 2019). Initially a response to a specific legislative proposal, the protest quickly evolved into broader demonstrations against issues related to Hong Kong's autonomy, democratic freedoms, and the use of police force (Amnesty International, 2019).

This unique “One Country, Two Systems” framework was designed to ensure that Hong Kong would maintain its capitalist economic system and way of life for 50 years after the transfer, while becoming a part of socialist China. The principle aimed to preserve Hong Kong's legal and economic systems distinct from those of Mainland China, allowing it a high degree of autonomy, except in foreign and defence affairs which are managed by the Central People's Government.

The background of the “One Country, Two Systems” principle lies in the Sino-British Joint Declaration, an agreement signed by China and the United Kingdom in 1984, which laid the groundwork for the return of Hong Kong to China. The declaration and the subsequent drafting of the Hong Kong Basic Law were driven by the goal of ensuring a smooth transition for Hong Kong, preserving its economic dynamism and societal freedoms.

However, the implementation of “One Country, Two Systems” has faced challenges, particularly in recent years. Issues such as the proposed extradition bill in 2019 have sparked massive protest, highlighting concerns over the erosion of Hong Kong's autonomy and freedoms promised under this principle. Critics argue that actions by the Chinese government have increasingly infringed upon Hong Kong's legislative independence and freedom of expression, raising questions about the future of “One Country, Two Systems” (Kaeding, 2019).

Despite these challenges, the principle remains a cornerstone of Hong Kong's identity and its relationship with Mainland China. It has allowed Hong Kong to retain its status as a global financial center and uphold a separate legal system, including rights to assembly and free speech not available in Mainland China. The ongoing debate over the principle's effectiveness underscores the complexities of integrating Hong Kong into China while attempting to maintain its unique characteristics (The State Council Information Office of the People's Republic of China, 2014)

Since March 31, 2019, Hong Kong has been the epicenter of a significant social movement, marking a pivotal moment in its recent history. This movement, characterized by its decentralized nature, saw citizens across the city employing a diverse array of protest tactics. These included peaceful marches, the occupation of major roads, encirclements of government buildings, the creation of politically charged graffiti, organized strikes, and, in extreme cases, acts of self-harm. The impetus for this widespread mobilization was the Hong Kong Special Administrative Region Government's introduction of a contentious Extradition Law Amendment Bill on February 13, 2019. This bill proposed a legal mechanism for the extradition of criminal suspects to Mainland China for trial, a move that many feared would significantly compromise the autonomy and judicial independence of Hong Kong, pillars of the “One Country, Two Systems” principle established at the handover in 1997 (Amnesty International, 2019; Liu et al., 2019).

The persistent and escalating street protest compelled the Special Administrative Region Government to reassess the progression of the Extradition Law Amendment proposal. In a significant turn of events on the afternoon of September 4, the then Chief Executive of the Hong Kong SAR Carrie Lam Cheng Yuet-Ngor announced the Legislative Council's decision to withdraw the bill. However, this

concession did not pacify the unrest. Emerging issues, notably the Anti-mask Law and the District Council Election, further intensified the demonstrations. The situation was exacerbated by the international community's engagement, culminating in a significant escalation on November 27, 2019, when Donald Trump, then President of the United States of America signed the Hong Kong Human Rights and Democracy Act. This act further inflamed the already tense atmosphere, propelling the protest to unprecedented levels of intensity in the waning days of 2019 (Human Rights Watch, 2019)

The movement's impact was profound, affecting not just the political landscape of Hong Kong but also its economic stability. Research indicates that the protest had a significant negative impact on the stock prices of companies associated with the pan-democratic parties, highlighting the economic dimensions of unrest (Wang, 2023). Furthermore, the protest led to a notable decrease in Hong Kong's real GDP per capita in the first quarter of 2020, underscoring the broader economic repercussions of political turmoil (Tian, 2023).

These series of protest movements, marked by its spontaneous and decentralized nature, showcased the power of both traditional and social media in shaping public opinion and mobilizing mass movements. This period of unrest highlighted the complex interplay among media coverage, public perception, and political activism within the context of Hong Kong's unique political landscape under the “One Country, Two Systems” principle.

Traditional media outlets provided extensive coverage of the protest, with their reporting angles and editorial stances varying significantly. Some local and international news organizations were criticized for either downplaying the scale of the protest or portraying the demonstrators in a negative light, focusing on instances of violence and disruption. In contrast, other media outlets were lauded for their in-depth reporting that emphasized the protesters' demands for democracy and accountability, as well as the peaceful nature of most of the demonstrations (Ashcombe, 2020)

In the context of the 2019 Hong Kong protest, media exposure played a crucial role in shaping public trust in Pro-Beijing media outlets, such as Wen Wei Po, Orange News, and HKG Pao. The various types of news coverage provided by these

outlets significantly influenced residents' perceptions of their credibility. As individuals were exposed to different reports, their opinions about the reliability of these news sources were formed, impacting their overall trust.

The frequency and nature of the information shared by these media outlets were pivotal in determining how much trust people placed in them. By analysing how these pro-Beijing outlets reported on the protest, we can gain valuable insights into the relationship between media exposure and the level of trust residents developed in these outlets during a time of significant social tension. Understanding this connection is essential, as it highlights the direct influence of media exposure on public trust during periods of unrest.

Efforts by the Hong Kong government and pro-Beijing media to control the narrative around the protest underscored the strategic use of media to influence public opinion. These efforts included downplaying the scale of the protest, highlighting incidents of violence, and questioning the protesters' motives. However, the widespread availability of alternative narratives through social media and independent news outlets provided a counterbalance, allowing for a more diverse range of perspectives to reach the public (Schlesinger, Zhao & Tam, 2022).

The divergent media coverage of the Hong Kong protest had significant implications for public perception and the credibility of news sources. The contrasting narratives presented by different media outlets underscored the challenges in maintaining journalistic integrity and trust in an era of heightened political polarization and media fragmentation. The protest highlighted the critical role of media in democratic societies, not only in informing the public but also in shaping the political agenda and influencing the course of social movements (Khoo & Datta, 2023).

#### 1.1.2 Problem Statement

The existing literature on media exposure and news credibility, particularly concerning pro-Beijing media, is still developing. While extensive research has been conducted on media influence, few studies have specifically analysed how pro-Beijing outlets like Wen Wei Po, Orange News, and HKG Pao affect public trust during significant events such as the 2019 Hong Kong protest. Traditional media often falls short of encapsulating the complexity of these protest, raising questions

about the narratives propagated by pro-Beijing outlets. This limited coverage can distort public understanding and ultimately impact the trust placed in these media sources.

Media portrayals may fail to represent the multiplicity of perspectives within Hong Kong, contributing to a simplified narrative that aligns with pro-Beijing interests. By focusing on particular angles and types of news coverage, these outlets influence how residents perceive their credibility. Understanding the dynamics between media exposure and news credibility is crucial, as it highlights how the portrayal of events can significantly shape public trust in pro-Beijing media during times of social unrest.

Also, the credibility of pro-Beijing media outlets is key to understanding how residents trust news sources. How people see these outlets affects their overall trust in the news. This connection is important to explore, especially during politically charged events.

The link between media exposure and news credibility is important for understanding public trust in pro-Beijing media during the 2019 Hong Kong protest. This study looked at how exposure to these outlets—Wen Wei Po, Orange News, and HKG Pao—affects how people see their credibility. Wen Wei Po, a newspaper with a long-standing pro-Beijing stance, played a particularly controversial role during the 2019 protest by being used to smear and attack pro-democracy advocates, influencing public perceptions of the protest movement (Human Rights Watch, 2021). Orange News and HKG Pao, while more recent digital platforms, also aligned with Pro-Beijing viewpoints. The experiences of Hong Kong residents with these media sources during the protest help us understand what influences their trust.

Thus, there is a pressing need for empirical research that investigates the effects of media exposure from pro-Beijing outlets on public trust and news credibility during the protest. This study aimed to fill this gap by providing insights into how these media practices shape public perception and emphasizing the broader implications of media influence in times of political unrest.



## 1.2 Objectives of Study

In recent years, the role of media in shaping public perception and mobilizing political movements has become increasingly evident, particularly during social protest across Asian countries. The 2020–2021 Thai protest highlight how digital media can play a crucial role in engaging the public and influencing discourse. As noted by Kulachai (2023), digital platforms have revolutionized the methods by which young activists communicate, mobilize, and advocate for change. This transformation necessitates a thorough examination of how various aspects of media representation, particularly pro-Beijing outlets, influence public perception in the context of political activism.

The theoretical framework for this study is centred on the relationship between media exposure (independent variable), news credibility (mediating variable), and trust in pro-Beijing media outlets (dependent variable). It posits that greater media exposure to these outlets enhances perceptions of their credibility, which in turn influences overall trust in their reporting.

This study aimed to shed light on the intricate relationships between media exposure, news credibility, and the resulting trust in pro-Beijing media outlets. The specific objectives are twofold:

- 1) To examine the influence of media exposure to pro-Beijing media outlets (including Wen Wei Po, Orange News, and HKG Pao) on the trust in the news media of these outlets as perceived by Hong Kong residents.
- 2) To investigate the impact of news credibility of pro-Beijing media outlets (including Wen Wei Po, Orange News, and HKG Pao) on the trust in the news media of these outlets among Hong Kong residents.

## 1.3 Scope of the Study

This research delved into the pivotal role and influence exerted by Pro-Beijing media during the 2019 Hong Kong Protest. The study used Wen Wei Po, Orange News, and HKG Pao as the targeted media outlets. These entities were specifically chosen due to their distinct media positioning, encompassing the traditional newspaper Wen Wei Po and the newer digital platforms Orange News and

HKG Pao. Their reporting strategies and content selection markedly influenced public perception and societal dynamics.

Wen Wei Po has been a longstanding newspaper, consistently recognized as a crucial voice articulating the Chinese mainland government's stance. Conversely, Orange News and HKG Pao, as contemporary media platforms, have harnessed digital technology and social media channels to significantly influence the younger generation and digital-era readers. Throughout the protest, these media outlets' patterns of media exposure contributed to shaping public perceptions of their news credibility, possibly influencing how Hong Kong residents evaluated the trustworthiness of the information presented.

The study employed purposive sampling to engage 200 residents of Hong Kong, aiming to analyse how their exposure to Pro-Beijing media outlets influences their perceptions of news credibility. By examining the relationships between media exposure, news credibility, and trust in these outlets, this research sought to provide insights into how exposure to Wen Wei Po, Orange News, and HKG Pao influences public trust in media.

In this study, the independent variable (IV) is media exposure to the pro-Beijing media outlets, while the mediating variable (MV) is news credibility. The primary dependent variable (DV) is the trust in news media of pro-Beijing outlets. This framework allowed for an exploration of how exposure to specific media outlets affects perceptions of credibility, which in turn influences the level of trust that residents place in these news sources.

#### **1.4 Research Questions**

This study sought to explore the relationships between media exposure, news credibility, and trust in pro-Beijing media outlets during the 2019 Hong Kong protest. Recognizing the influential role of media in shaping public opinion, it is critical to understand how exposure to specific outlets influences perceptions of their credibility and, in turn, shapes audience trust. To address these concerns, this study posed the following research questions:

RQ#1: How does media exposure to pro-Beijing outlets—specifically Wen Wei Po, Orange News, and HKG Pao—influence trust in the news media of these outlets among Hong Kong residents?

RQ#2: How does news credibility of pro-Beijing media outlets affect the level of trust that Hong Kong residents place in these outlets?

RQ#3: To what extent does news credibility mediate the relationship between media exposure and trust in pro-Beijing media outlets?

### **1.5 Significance of the Study**

The significance of this study lied in its exploration of the impact of media exposure on news credibility and trust in pro-Beijing media outlets during the 2019 Hong Kong protest. By focusing on how exposure to outlets such as Wen Wei Po, Orange News, and HKG Pao influences residents' perceptions, this research filled a critical gap in understanding the interplay between media credibility and public trust in politically charged environments.

Furthermore, the findings of this study were instrumental in enhancing public media literacy by fostering an awareness of media exposure influences. This research contributed to the cultivation of more informed public discourse. This awareness is not only beneficial for individuals but also serves policymakers in shaping regulations surrounding media practices, public information dissemination, and social cohesion.

Additionally, this study provided valuable insights and analytical frameworks for scholars in the fields of media studies, political communication, and sociology. It enriches theoretical discussions and lays the foundation for future interdisciplinary research. Given the growing global concerns about information manipulation, this research is essential for understanding these phenomena and proposing strategies to promote news credibility in contemporary society.

Moreover, the implications of this study extended to the realm of press freedom and the advancement of global democracy. By critically examining how pro-Beijing media shapes public perception and news credibility, the study highlights the importance of a free and independent press as a cornerstone of democratic societies. The findings underscore the necessity for transparent media practices that empower

citizens to engage critically with information, thereby supporting democratic values and institutions worldwide.

In the context of countries with separatist movements, such as Thailand, China, Turkey, and Spain (Council on Foreign Relations, 2023; Marco, 2023; Neill, 2008; United States Institute of Peace, 2015) the role of media becomes even more pronounced. These nations often experience heightened tensions around issues of national identity, regional autonomy, and state control. Media outlets in these contexts can either reinforce state narratives or provide platforms for dissenting voices. Understanding the dynamics of media influence in such environments is crucial for comprehending how information shapes public perceptions and mobilizes communities during crises. This study contributed to the discourse on how media strategies can both exacerbate and mitigate societal divisions, ultimately informing approaches to media regulation and promoting national unity and the sovereignty of states.

In summary, this study is significant for its contributions to academic knowledge, public awareness, and policy formulation, thereby played a crucial role in the ongoing discourse about the responsibilities and impacts of media in democratic societies and its relation to the promotion of press freedom, global democratic development, and the maintenance of national sovereignty and unity.

## **1.6 Definitions of Terms**

This section outlines the key concepts central to this study, which examines the influence of media exposure on the news credibility of pro-Beijing media outlets during the 2019 Hong Kong protest. The research sought to understand how exposure to media affects public trust in these outlets and the role that credibility played in shaping this trust. To clarify the focus of the study, the following definitions of terms are proposed:

### **1.6.1 Media Exposure**

Media exposure means how often and in what ways people see or read news from different media sources. In this study, it refers to how Hong Kong residents consume news from pro-Beijing media outlets like Wen Wei Po, Orange News, and

HKG Pao. This can include reading printed newspapers, visiting websites, or following social media accounts.

### 1.6.2 News Credibility Scale

The News Credibility Scale refers to a measurement tool developed by Gaziano and McGrath (1986) to assess the credibility of news sources. This scale evaluated various dimensions of news credibility, including fairness, accuracy, bias, and trustworthiness, through a series of bipolar statements. The tool has been widely used in media research to explore how audiences perceive the reliability of different media outlets.

### 1.6.3 Trust of News Media

Trust of news media refers to how much people believe in the news they read or watch. In this study, it focuses on how much Hong Kong residents trust the information from pro-Beijing media outlets such as Wen Wei Po, Orange News, and HKG Pao. This trust depends on how reliable and truthful people think these news sources are.

### 1.6.4 Pro-Beijing Media Outlets

Those that tend to support the views and policies of the Central Government of the People's Republic of China in their political stance and content. In the context of this study, it refers to media operating in Hong Kong that held a specific political stance during the Anti-Extradition Law Amendment Bill Movement.

1) Wen Wei Po: A longstanding Chinese language newspaper in Hong Kong, established in 1948, often viewed as aligning with pro-Beijing sentiments.

2) Orange News: A newer media outlet in Hong Kong, providing content from a pro-Beijing perspective. As a digital-first platform, it represents a modern approach to news dissemination in the region, appealing to a younger and more tech-savvy audience.

3) HKG Pao: Also known as HKG, another recent addition to the Pro-Beijing media outlets in Hong Kong. Similar to Orange News, it employs a digital-first strategy, focusing on current events and issues from a perspective that aligns with Beijing's viewpoints.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter reviewed existing research on how media exposure, news credibility, and public trust are connected, focusing on the 2019 Hong Kong protest. The goal is to understand how media, especially pro-Beijing outlets, influence public opinion and trust. It starts by explaining key ideas like media exposure and news credibility, and how these factors affect public opinion, particularly in politically charged situations. The review looked at studies that show how frequent exposure to certain media outlets can change people's political views, behaviours, and trust in news sources. It also discusses how the way news is framed, and any bias in the coverage, can shape how people view events, especially in political contexts.

The chapter also examines how the perceived credibility of media outlets affects public trust, especially when those outlets are politically biased. It looked at studies that compare trust in pro-government media, like pro-Beijing outlets, and trust in independent or opposition media. The review highlights the impact of media credibility on political trust, and how perceptions of media bias can lower trust in news sources. By looking at these studies, this chapter aimed to explain the complex relationship between media exposure, credibility, and public trust, particularly in situations like the Hong Kong protest where political bias and media influence are significant in shaping public views.

#### **2.1 Related Literature Review and Previous Studies**

##### **2.1.1 Media Exposure and its Impact on Public Opinion**

Research on how media exposure shape public opinion, especially in politically sensitive contexts, has been a topic of interest in recent years. Slothuus (2015) conducted a study that focused on the influence of political parties on public opinion, specifically examining how real-world political context interferes with party cue stimulus in experiments. Ohme (2020) explored the effects of social media usage on attitude reinforcement and issue-specific political participation in the context of the 2015 European immigration movements, highlighting the role of social media in shaping public opinion on politically sensitive issues. The impact of digital platforms

on preventing any one media owner or voice from having too much influence over public opinion and the political agenda was examined in a commissioned report (Wilding, Fray, Molitorisz & McKewon, 2018). Misinformation and fake news exposure were found to be linked to lower trust in media and public opinion (Ognyanova, Lazer, Robertson & Wilson, 2020). Additionally, media exposure was shown to influence attitudes toward the opposition in political contexts (Kleinfeld, 2023). Public perception of mass media usage has been explored in relation to attitudes and altruistic behaviours, particularly in the context of global crises (Liao, 2023). The influence of public opinion and media on judicial decision-making has also been studied, with factors such as political ideology and strategic considerations playing a role (Hanych, Smekal & Benák, 2023).

Mondak (1995) conducted a study examining the influence of newspapers on political behaviour during elections. The study found that the availability of local newspapers had a significant impact on voters, highlighting the importance of media exposure in shaping political beliefs and behaviours. Tewksbury (2006) explored the impact of newer media, such as broadcast news programs, cable news channels, and online news outlets, on public selection during a presidential primary campaign. The study emphasized the need to assess new media use in surveys to understand the influence of media exposure on political behaviours. Beaudoin (2007) investigated the effects of news and media campaigns on public safety beliefs and behaviours following a natural disaster. The study utilized lagged dependent variable models to analyse the impact of media exposure on safety perceptions and actions in the aftermath of Hurricane Katrina. Kwon, Stefanone and Barnett (2014) examined the influence of social networks on online behavioural choices, highlighting the role of social media communication in shaping online behaviours. The study emphasized the impact of social influence on gender effects and online behaviour. Gvirsman et al. (2014) conducted a longitudinal study on the effects of mediated exposure to ethnic-political violence on post-traumatic stress symptoms and aggressive behaviour in youth. The study focused on chronic exposure to political violence and its impact on aggressive behaviour and post-traumatic stress symptoms.

Research on the relationship between media exposure and trust in the source of news has been a topic of interest in the field of communication studies. Norris (2000) found that exposure to news media positively correlates with citizens' levels of political knowledge, trust, and participation. Avery (2009) focused on how news source and individual characteristics of news consumers moderate the influence of news exposure on political trust. Furlan (2012) highlighted the impact of medical news stories on public decision-making regarding healthcare options. Macabontoc (2020) assessed the awareness of media literacy among student-leaders and campus-advisers. Peifer and Meisinger (2021) investigated how journalistic transparency and perceptions of news media importance can foster message credibility and engagement intentions. Overall, these studies contribute to understanding the complex dynamics between media exposure and trust in news sources, highlighting the importance of considering individual characteristics, source credibility, and transparency in shaping public perceptions of the media.

Several studies have delved into the impact of exposure to certain media outlets on credibility and trust. Anderson, Yeo, Brossard, Scheufele and Xenos (2016) examined how audience comments can influence perceptions of bias and trust in various media sources. The study highlighted the potential negative effects of online incivility on media credibility. Similarly, a study on misinformation by Ognyanova et al. (2020) found a link between exposure to fake news and lower trust in media, emphasizing the importance of public confidence in political institutions. The role of media in political polarization has also been examined, with findings suggesting that exposure to counter-attitudinal content can lead to increased polarization among certain groups (Kubin & von Sikorski, 2021). Overall, factors such as audience comments, exposure to fake news, customer journeys in digital marketing, and public perception of mass media usage all play a role in shaping credibility and trust in media outlets. Understanding these influences is crucial for maintaining public trust in the media and ensuring the dissemination of accurate information.

Media exposure played a significant role in shaping public perception during politically charged events, such as protest. The influence of digital platforms on preventing any one media owner or voice from having too much influence over public opinion and the political agenda has been a topic of discussion (Wilding et al., 2018).



Research has shown that media exposure can impact attitudes toward the opposition and public opinion formation, leading to polarization, democracy, and political violence in the United States (Kleinfeld, 2023). Furthermore, media framing and news coverage of protest have been found to influence public opinion and political agendas (Wasow, 2020). The coverage of political events and protest by the media can also play a role in informing the public about ongoing humanitarian crises and shaping perceptions of war (Repucci, 2019; Minges, 2023). Social media platforms have been identified as influential in promoting political protest and shaping public opinion (Schleffer & Miller, 2021). However, the use of social networks like Twitter, Facebook, and Google has also raised concerns about the potential hijacking of democracy and civility in civic engagement (Olaniran & Williams, 2020). In conclusion, media exposure during politically charged events, such as protest, played a crucial role in shaping public perception, influencing attitudes, and informing political agendas. The use of digital platforms, social media, and traditional media outlets can have a significant impact on public opinion formation and the outcomes of political events.

The media coverage of protest and social unrest events played a crucial role in shaping public perception and understanding of these occurrences. Lee (2008) explored the dynamics of local press coverage of transnational protest during the World Trade Organization's 6th Ministerial Conference in Hong Kong in December 2005. The study highlighted the interaction between transnational and local actors in such events, emphasizing the significance of transnational activism. Leung (2009) further delved into the mediation of global events by local news media, using the case study of the WTO conference in Hong Kong to critique the discursive practice of 'indigenization' in news coverage. Recent events, such as the 2019 Hong Kong protest, have garnered significant media attention. Chan (2019) provided insights into the turmoil in Hong Kong during this period. The study by Che, Hall and Taylor (2021) focused on framing analysis of the Anti-Extradition Bill Movement, highlighting differences in framing devices between local pro-Beijing, local pro-democracy, and international newspapers. Xinyi Chen examined the reporting frames on the Hong Kong protest in Western and Chinese media, emphasizing the characteristics and tones of the coverage.

### 2.1.2 News Credibility and Its Impact on Public Trust

Credibility is a crucial aspect that plays a significant role in public trust. The concept of credibility has been explored in various contexts, shedding light on its importance for maintaining trust in different institutions and systems. Martin (1987) discusses the origins of public administration, highlighting the French antecedents that predate American contributions to the field. The article emphasizes the significance of historical literature in understanding the evolution of public administration and the structural nature of bureaucracy. Moges and Abebe (2019) further add to this discussion by mentioning the French Revolution as a pivotal moment that influenced citizenship and identity within modern nation-states. In the realm of public trust, the media also plays a crucial role.

The impact of news sources on public trust, particularly during political events, is a topic of significant concern in today's society. Misinformation and fake news have been shown to erode trust in political institutions, with the ideological lean of news sources playing a crucial role in determining the extent of this erosion (Ognyanova et al., 2020). To combat fake news and disinformation, the news industry must prioritize high-quality journalism to build public trust and correct false information without legitimizing it (West, 2017). Inhibited transparency in digital platforms can also contribute to reduced trust in news media, highlighting the importance of diverse and public interest news sources (Wilding et al., 2018). Media freedom is essential for informing the public about political events and crises, with resilient journalists playing a crucial role in upholding this freedom (Repucci, 2019).

Public trust in media plays a crucial role in influencing public behaviour during events such as outbreaks or public health investigations. Trust and credibility are key factors that can greatly impact the ability of public health authorities to persuade affected individuals to follow their recommendations (Tumpey, Daigle & Nowak, 2019). Over the past 50 years, there has been a noticeable decline in public trust in journalism and news media (Wilding et al., 2018). The psychological drivers of misinformation belief and its resistance can also impact public trust during events such as the COVID-19 pandemic. Effective communication strategies, including correction of misinformation, are essential to combat false information and maintain public trust (Ecker, Lewandowsky, Cook & Schmid, 2022). Public trust in media and

information sources is vital for ensuring that the public receives accurate and reliable information during events that require urgent action or response. In conclusion, the credibility of media sources and the trustworthiness of information play a significant role in influencing public trust during events such as outbreaks or emergencies.

### 2.1.3 Media Trust and Political Trust

Research on the link between trust in media outlets and political attitudes, particularly in polarized environments like Hong Kong, is limited outside the United States (Arguedas, Robertson, Fletcher & Nielsen, 2022). However, a systematic review has examined the relationship between media use and political opinions, specifically in the case of political reform in Hong Kong (Lorenz-Spreen, Oswald & Lewandowsky, 2023). This research suggested that media use can influence political attitudes in polarized environments. Furthermore, the impact of disinformation on democratic processes and human perception has been studied, with over 40% of people perceiving that social media contributes to polarization and foreign meddling in politics (Colomina, Sánchez Margalef, Youngs & Jones, 2021). This underscores the importance of understanding the role of media in shaping political attitudes in polarized environments like Hong Kong. While research on the link between trust in media outlets and political attitudes in polarized environments like Hong Kong is limited, existing studies suggest that media use, disinformation, media freedom, and social media all play a role in shaping political opinions in such environments. Further research in this area is needed to fully understand the dynamics of trust in media and political attitudes in polarized contexts.

Media trust is a crucial aspect of how individuals consume and interpret information from various sources. Li et al. (2023) conducted a study on Americans' trust in different types of media as sources of COVID-19 information and found that media trust is associated with the adoption of preventive measures. This highlighted the importance of media trust in influencing behaviour. Political ideologies play a significant role in shaping media trust, as shown by Mitchell, Gottfried, Kiley and Matsa (2014) study on political polarization and media habits. The study found that consistent liberals trust news sources like NPR, PBS, and the BBC more than other ideological groups. This suggests that political beliefs can influence individuals' trust in media outlets. Misinformation exposure is linked to lower trust in media, as

discussed in a study by Ognyanova et al. (2020). Factors such as party affiliation and political ideology can impact individuals' trust in media sources. This indicated that political beliefs can influence how individuals perceive and trust information from different media outlets. The relationship between political affiliation and beliefs about fake news was explored in a study on the 2016 US Presidential campaign by Michael and Breaux (2021). The study highlighted the impact of political ideology on individuals' perceptions of fake news and media trust. This further emphasizes the role of political beliefs in shaping media trust.

Previous studies have explored how trust in pro-government media, such as pro-Beijing media, differs from trust in independent or opposition media. In some influential democracies, there have been attempts to throttle the independence of the media sector by populist leaders (Repucci, 2019). Research has shown that opposition voters perceive media outlets differently and consume different types of media compared to pro-government supporters (21 Research Center, 2023). Additionally, in Hong Kong, independent media expressing views not aligned with the government were targeted, while pro-Beijing politicians threatened the opposition (United States Department of State, Bureau of Democracy, Human Rights, and Labor, 2023). These studies demonstrate the complex relationship between trust in pro-government media and independent or opposition media, highlighting the importance of media freedom and the role of journalism in promoting transparency and accountability in democratic societies.

Trust in media plays a crucial role in shaping political participation, opinion formation, and behaviour during protest or politically sensitive events. Misinformation and fake news exposure have been linked to lower trust in media, affecting civic and electoral behaviour (Ognyanova et al., 2020). Social media, often perceived as an equalizing force for disenfranchised individuals, has been recognized as an agent of change in influencing public opinion and promoting political protest (Olaniran & Williams, 2020; Schleffer & Miller, 2021). While the desire for democratic liberties and access to honest journalism remains strong, media freedom has been on a downward spiral in recent years (Repucci, 2019). The impact of digital platforms on news and journalistic content has also been a subject of study,

highlighting the need to understand how these platforms shape public discourse and political engagement (Wilding et al., 2018).

#### 2.1.4 News Credibility and Public Trust in Pro-Beijing Media During the 2019 Hong Kong Protest

The credibility of pro-Beijing outlets during the 2019 Hong Kong protest was shaped by their specific reporting practices. The Chinese-language outlets based abroad, including those in Hong Kong, faced challenges due to political repression intensifying in the region since 2019 (Cook, Datt, Young & Han, 2022). Pro-Beijing media outlets, such as the Oriental Daily News, were criticized for their reporting on the protest and Hong Kong's political situation (U.S. Department of State, 2024). Media outlets across the political spectrum in Hong Kong, including pro-Beijing outlets, faced violence from police and thugs during the protest movement in 2019 (Cook, 2020). Beijing and the Hong Kong government also curbed media freedoms, impacting the credibility of pro-Beijing - the 2019 pro-democracy protest, China has maintained a rotational deployment of PAP forces in Hong Kong, affecting the media landscape (U.S. Department of Defense, 2023). Chinese state media and pro-Beijing private outlets play a significant role in shaping political coverage in China, particularly on platforms like WeChat (Cook et al., 2022). The political affiliations of pro-Beijing outlets can have a significant impact on public trust in their coverage of events like the 2019 protest. By leveraging traditional and digital media platforms, these outlets can shape narratives, influence public opinion, and potentially sway perceptions of political events both domestically and internationally.

#### 2.1.5 The Relationship Between Media Exposure, News Credibility, and Trust in Media

Previous research has delved into the relationship between media exposure, news credibility, and trust in media. Tsfaty and Cappella (2005) found that news skeptics still consume mainstream news despite their mistrust, indicating a complex association between exposure and trust. Anderson et al. (2016) highlighted the importance of social cues, such as user ratings systems, in determining the credibility of online sources. Escobedo (2015) explored how diversity in television news anchors can impact viewer responses, shedding light on the role of source credibility. Network research, as discussed by Ognyanova (2021), offers a valuable toolkit for

understanding information credibility, media trust, and digital content diffusion. Tahir (2021) focused on the role of trust as a mediator in online reviews and customer purchase intention in the context of social media e-commerce. Fan, Liu, Pei, Wu and Zhu (2021) investigated the impact of media channel and news type on trust in news, emphasizing the importance of evaluating news fitness.

The credibility of media outlets plays a crucial role in influencing the trust and acceptance of news content. Research has shown that the blurring of lines between news and advertising content is not a widespread issue in newspapers (Lacher & Rotfeld, 1994). Additionally, the credibility of online media has been found to impact trust relationships, with public relations practitioners advised to prioritize placing objective and credible information in traditional media to build trust (Jo, 2005). In the context of combating fake news, understanding how users of social networking sites determine the validity of news content is essential (Torres, Gerhart & Negahban, 2018). Studies have also explored how news readers perceive automated journalism in terms of message and source credibility, which can influence their selection behaviour (Wölker & Powell, 2021). Furthermore, factors such as new communication technologies and sharing behaviours have been found to influence perceptions of credibility and trust in news content (Stefanone, Vollmer & Covert, 2019). The level of trust in information on social media platforms has been examined using various theoretical models, highlighting the importance of understanding trust in the digital age (Chou, 2020). Additionally, research has investigated the determinants of electronic word-of-mouth (EWOM) on social networking sites, emphasizing the role of media outlets in shaping individuals' intention to share and comment on news content (Martínez, Herrero & García-de los Salmones, 2020).

Research on the relationship between media exposure, news credibility, and trust in media has been a growing area of interest in recent years. Stroud and Lee (2013) conducted a study analysing perceptions of cable news credibility, focusing on outlets such as CNN and FOX. The study found that demographic and political characteristics play a role in shaping perceived credibility of news sources. Similarly, Ceron and Memoli (2015) explored the interactive relationship between citizens' policy views, media slant, and trust in government in European countries. The study used survey data to examine the effects of ideological slant of newspapers and public

television on trust in government. Kelly (2019) contributed to the literature by examining the unique effect of message content on perceptions of news bias and source credibility. The study developed a framework for news choice based on perceptions of objectivity and credibility.

## **2.2 Related Theories**

### **2.2.1 Theory of Media Exposure**

The role of media coverage in explaining phenomena like stock market behaviour highlights the influence of media on societal beliefs and behaviours (Strycharz, Strauss & Trilling, 2018). By exploring concepts such as media effects theories, cultivation theory, and the role of media in shaping societal beliefs, individuals can gain valuable insights into the power and influence of media in today's interconnected world.

The role of media exposure in political communication has been a topic of interest in communication research for several decades. Garramone and Atkin (1986) highlighted the socialization effects of exposure to various media sources of political information on political knowledge and behaviour, emphasizing the contribution of media to political socialization. Donsbach (1991) discussed the impact of cognitive dissonance on readers' selectivity when exposed to political content in newspapers, contributing to the paradigm of weak media effects. Mutz (2001) examined how different sources of political information expose individuals to dissimilar political views, emphasizing the role of selective exposure in determining exposure to diverse perspectives. Sheafer and Wolfsfeld (2004) explored how legislators compete for media coverage, highlighting the importance of political standing and communication skills in gaining media exposure. De Vreese and Boomgaarden (2006) investigated the effects of exposure and attention to news and interpersonal communication on public opinion change under different information flow conditions. Shah et al. (2007) extended research on political advertising, the Internet, and political discussion in civic and political life by developing a campaign communication mediation model. Finally, Cho et al. (2009) furthered the understanding of the role of political conversation in citizen competence by testing an O-S-R-O-R model of campaign communication mediation.

The relationship between political communication and media is a complex and multifaceted one that plays a crucial role in shaping public opinion and influencing political outcomes. Jungherr (2015) underscores the significance of Twitter as a political communication space, highlighting the need for understanding specific patterns and dynamics of political communication on the platform. Dondurucu and Ulucay (2016) compare the Facebook usage practices of US President Barack Obama and Turkish President Recep Tayyip Erdogan, shedding light on their political communication strategies on social media. Efanova (2020) explores the use of Twitter by the political elite in the USA, utilizing network and communicative approaches to analyse the technological capabilities of the platform in public communication. Tasente (2020) discusses the elements of political communication on Facebook, highlighting the platform's role in facilitating political participation and interaction through a two-way communication model.

### 2.2.2 Trust in Media

Trust in media outlets is a crucial factor that influences audience perceptions and behaviours. Shah, McLeod and Yoon (2001) highlight the impact of mass media use and community context on civic engagement, emphasizing the importance of understanding micro-level motives, age-cohort differences, and macro-level communication contexts. Čuvalo (2013) focuses on institutional trust in the Croatian post-socialist context, examining the position of trust in media relative to other political institutions in Croatia. Tsfati and Ariely (2013) expand this discussion by exploring individual and contextual correlates of trust in media across 44 countries, emphasizing the consequential nature of audience trust in shaping media consumption and political perceptions. Chan (2015) delves into the influence of social interaction, pressure, and trust in a social media environment on political participation, specifically in the context of the Facebook platform. This study shed light on factors contributing to mobilizing online masses in a social media setting. Turcotte, York, Irving, Scholl and Pingree (2015) explore the effects of news recommendations from social media opinion leaders on media trust and information seeking, highlighting the role of social media influencers in shaping audience perceptions. Trust in media outlets is a complex and multifaceted concept influenced by various individual, contextual, and societal factors. Understanding trust in the context of media outlets is



essential for comprehending audience behaviours, perceptions, and engagement with news sources.

The credibility of media sources plays a significant role in influencing trust in media. Austin and Dong (1994) conducted an experiment to test the effects of message type and source reputation on judgments of news believability. They found that judgments of source truthfulness, expertise, bias, and personal perspective all contribute to perceptions of credibility. Lee (2010) also highlighted the importance of credibility in explaining media trust, emphasizing the ongoing scholarly interest in this area. In the digital age, online sources of information have become increasingly important. Anderson et al. (2016) discussed how online incivility can undermine perceptions of media credibility, as individuals rely on social cues to make decisions about source credibility. Ansari and Ahmed (2021) addressed the role of trust and source credibility in online reviews and customer purchase intention in the social media–e-commerce context, emphasizing the mediating role of trust in influencing consumer behaviour.

Trust in media plays a crucial role in shaping individuals' perceptions of credibility. Gaziano and McGrath (1987) conducted a psychographic analysis to identify segments of the public that are most critical of newspapers' credibility. Kioussis (2001) further explored perceptions of news credibility across television, newspapers, and online news, highlighting the importance of understanding people's attitudes toward different media channels. Kohring and Matthes (2007) focused on developing a multidimensional scale to measure trust in news media, emphasizing the lack of a standardized measurement tool in previous research. In the context of media transparency, Ly-Le (2015) examined the differences in transparency between leading and following media in Vietnam during a crisis, shedding light on varying standards of transparency among different publications. In the realm of journalism, Mrazek (2019) discussed the challenges faced by journalists in maintaining credibility amidst discussions about fake news and distorted media coverage, pointing out strategies to improve the relationship between journalism and the public. Chou (2020) explored the trust of information on social media, utilizing various theoretical models to build a conceptual research framework for an exploratory study on information trust. Overall, trust in media plays a significant role in shaping credibility assessments, influencing

public perceptions of news sources and information reliability. Building trust and transparency in media is essential for upholding credibility and maintaining a positive relationship between media outlets and the public.

Trust plays a crucial role in shaping political and social behaviour, as highlighted in various studies. Slater (2007) discusses the reinforcing spirals perspective, emphasizing the mutual influence of media selectivity and effects on individual behaviour and social identity. This perspective extends to the maintenance of social identity for political, religious, and lifestyle groups. Nugroho, Utari and Rahmanto (2020) examine the influence of political interests from media owners on the neutrality and independence of journalism, particularly focusing on television as a medium that can provide comprehensive information to society. In the realm of consumer behaviour, Lăzăroiu, Neguriță, Grecu, Grecu and Mitran (2020) explore the impact of authenticity in online communications and consumer trust on purchase intentions in social commerce platforms. Close and Kukar-Kinney (2012) investigate motivations for e-cart use and abandonment, while Lăzăroiu et al. (2020) delve into the determinants of consumer attitudes and intentions toward online purchases, perceived shopping risk, and consumer online trust. Aruguete, Calvo, Scartascini and Ventura (2021) conduct a survey experiment to examine the influence of social media on trustful voters and trustworthy politicians. The study involves survey respondents acting as agents (politicians) and principals (voters) in a trust game, aiming to evaluate the causal relationship between social media and trust in politics.

Trust in media plays a significant role in shaping audience choices and engagement with various platforms. Black (2015) discusses the challenges faced by museums in remaining relevant to twenty-first-century audiences amidst societal upheaval and the impact of new media. Duncombe (2017) highlights the role of Twitter in negotiation strategy, demonstrating how social media can shape recognition and legitimize political possibilities for change.

The use of media in politically sensitive situations, such as the Hong Kong protest, has been a topic of interest for researchers and journalists alike. Foreign correspondents have utilized chat apps to cover political unrest, highlighting the implications of technology on reporting (Belair-Gagnon, Agur & Frisch, 2016). The protest in Hong Kong from 2019 to 2020 have resulted in significant events, such as

the damage to the Legislative Council building and the occupation of The Chinese (Shek, 2020). These events have underscored the importance of media coverage in politically charged situations. Media freedom has been a crucial aspect of reporting on political events globally. While there have been instances of democratic progress in countries like Ethiopia and Malaysia, there are still challenges to press freedom in politically sensitive cases (Repucci, 2019). Chinese disinformation efforts on social media have targeted events like the Hong Kong protest, highlighting the role of misinformation in shaping public perception (Harold, Beauchamp-Mustafaga & Hornung, 2021). As researchers and journalists continue to explore the implications of media trust in politically sensitive situations, it is essential to consider the challenges and opportunities presented by different forms of media coverage (National Intelligence Council, 2021).

### 2.2.3 Theory of News Credibility

News credibility has become an essential focus of research within communication studies, especially with the rise of digital platforms and evolving media consumption patterns. Studies on news credibility primarily examine two aspects: the theoretical understanding of what constitutes credibility in the news and the development of tools to measure it.

1) **Theoretical Studies on News Credibility:** News credibility is generally seen as a multidimensional concept, including factors such as accuracy, fairness, objectivity, and trustworthiness. Early research conducted by Westley and Severin (1964) used a unidimensional approach, asking audiences which medium—television, radio, or newspapers—provided the most truthful news. However, their approach did not capture the complexity of news credibility, which involved multiple dimensions.

Later studies by Markham (1968) and McCroskey and Jenson (1975) expanded this view, adopting a multidimensional framework. Markham (1968) employed 55 semantic differential items to evaluate credibility factors such as reliability and trustworthiness. McCroskey and Jenson (1975) further advanced the framework by identifying five core factors: competence, character, sociability, composure, and extroversion.

The most significant development in understanding news credibility came with Gaziano and McGrath (1986), who created a model that is still widely used today. Their research identified two primary dimensions of credibility: credibility, which measures how fair, unbiased, and accurate a news source is, and social concerns, which examines whether the media outlet is perceived as promoting the public interest.

2) Development of News Credibility Scales: Several tools have been created to measure news credibility, the most prominent of which is the News Credibility Scale by Gaziano and McGrath (1986). This scale evaluated public perceptions of media outlets through a 12-item survey. Respondents rate news outlets based on attributes like fairness, accuracy, and trustworthiness, with items such as:

Fair vs. Unfair

Biased vs. Unbiased

Tells the whole story vs. Doesn't tell the whole story

Factual vs. Opinionated

Trusted vs. Untrusted

Rimmer and Weaver (1987) validated the scale, reporting a Cronbach's alpha of 0.90, indicating a high level of reliability. In a follow-up study, Newhagen and Nass (1989) confirmed that the scale is applicable to both television and newspaper credibility, with alpha values of 0.91 and 0.92, respectively.

3) Objectivity and News Credibility: Objectivity has long been a cornerstone of credible journalism, involving reporting that is neutral, unbiased, and fact-based. Studies have shown that when news is perceived as objective, the public is more likely to trust the outlet. Meyer (1988), for example, proposed a refined version of the News Credibility Scale, focusing on dimensions such as fairness, bias, telling the whole story, accuracy, and trustworthiness—all key to maintaining objectivity.

However, in the digital age, maintaining objectivity has become more challenging. With the rise of algorithm-driven content and personalized news feeds, digital platforms often prioritize news stories that align with user preferences, amplifying subjective or biased reporting. As noted by Newman, Fletcher, Schulz, Andi and Nielsen (2020), this blending of factual and opinion-based content, particularly on social media, makes it harder for audiences to discern objective

information. The increased fragmentation of news sources has led to a media environment where objectivity is frequently called into question, especially when information is tailored to individual preferences and beliefs.

Furthermore, as news becomes increasingly personalized and fragmented, the emotional responses provoked by media exposure, particularly anger and fear, have a significant influence on trust. These emotions are common when the media covers sensitive topics, such as protest, and issues related to race and ethnicity (Gause, Moore & Ostfeld, 2023)

4) Modern Critiques of the News Credibility Scale: While the Gaziano and McGrath (1986) scale remains one of the most comprehensive tools for assessing news credibility, it has faced critiques. Meyer (1988) argued that dimensions such as bias and objectivity require more detailed examination, especially in today's digital media environment. As misinformation becomes more prevalent, newer tools aim to distinguish between factual reporting and opinionated journalism, addressing the challenges of measuring credibility in a landscape where personalization algorithms may distort the perception of objectivity.

The study of news credibility has evolved significantly, from early unidimensional approaches to more complex, multidimensional frameworks. The Gaziano and McGrath (1986) scale remains a key tool in measuring how the public perceives the credibility of news media. However, the rise of digital platforms has introduced new challenges, particularly concerning objectivity and bias, necessitating further refinement of existing models and scales.

News credibility is a critical factor influencing public engagement with media content. It is based on a combination of dimensions such as accuracy, fairness, transparency, and believability—all, all of which shape how audiences perceive the reliability of news. These aspects are vital for maintaining trust, particularly in a media landscape increasingly fraught with misinformation and scepticism.

## 5) Key Dimensions of News Credibility

### 5.1) Accuracy

Accuracy is the cornerstone of news credibility. When audiences believe that news outlets report facts clearly and verify information before publication, trust is enhanced. Inaccuracies, even if unintentional, can severely damage a news organization's reputation, leading to long-term trust issues (McCombs & Shaw, 1972; Tsfatı & Cappella, 2003). Moreover, the frequency with which inaccurate stories are corrected also influences public perception. When corrections are provided to false facts, they help fill the resulting gap in understanding (Paul & Matthews, 2016).

### 5.2) Fairness

Balanced reporting, which presents multiple sides of a story, is another key factor that builds public trust. A news outlet that consistently presents diverse viewpoints, especially on controversial topics, is viewed as more credible than one that promotes a single perspective (Ehrlén et al., 2023; Gentzkow & Shapiro, 2010). However, when news outlets exhibit bias—whether intentional or perceived—audiences tend to view such content with suspicion, leading to a significant erosion of trust (Tsfatı & Cappella, 2003).

### 5.3) Transparency

Transparency in the journalistic process is essential for establishing credibility. This involves disclosing how news is gathered, sourced, and verified. When media outlets are open about their reporting processes, they provide audiences with the tools to critically assess the validity of information. As online news sources become more critical, especially for younger audiences, the importance of transparency in reporting and sourcing information is heightened (Newman, Fletcher, Robertson, Arguedas & Nielsen, 2024). Studies show that media organizations that uphold transparency are more likely to maintain credibility in the long term.

### 5.4) Believability

Believability is linked to an audience's perception of a news outlet's reliability over time. Consistent accuracy, fairness, and transparency foster believability, as audiences come to trust that the news aligns with their expectations

of truthful reporting. Believability, however, is fragile and can be damaged by a single major error or a series of biased reports (McCombs & Shaw, 1972). Studies by Tsfaty and Cappella (2003) found that audiences are more likely to continue trusting news organizations that have built long-term credibility, even in the face of occasional errors.

### 2.3 Hypotheses

This study examined the impact of media exposure to pro-Beijing media outlets (IV) on trust in these media outlets (DV), with news credibility serving as an intermediate variable (MV). It proposes that greater media exposure to pro-Beijing outlets, such as Wen Wei Po, Orange News, and HKG Pao, is associated with increased perceptions of their credibility. This, in turn, is expected to positively impact trust in these media sources. The study presents three main hypotheses along with their sub-hypotheses to explore these relationships:

HP#1: Media exposure (IV) and news credibility (MV) of Wen Wei Po significantly influence trust in the news media (DV) of Wen Wei Po

HP#1.1: Media exposure (IV) of Wen Wei Po significantly influences trust in the news media (DV) of Wen Wei Po

HP#1.2: News credibility (MV) of Wen Wei Po significantly influences trust in the news media (DV) of Wen Wei Po

HP#2: Media exposure (IV) and news credibility (MV) of Orange News significantly influence trust in the news media (DV) of Orange News.

HP#2.1: Media exposure (IV) of Orange News significantly influences trust in the news media (DV) of Orange News.

HP#2.2: News credibility (MV) of Orange News significantly influences trust in the news media (DV) of Orange News.

HP#3: Media exposure (IV) and news credibility (MV) of HKG Pao significantly influence trust in the news media (DV) of HKG Pao.

HP#3.1: Media exposure (IV) of HKG Pao significantly influences trust in the news media (DV) of HKG Pao.

HP#3.2: News credibility (MV) of HKG Pao significantly influences trust in the news media (DV) of HKG Pao.

## 2.4 Theoretical Framework

The theoretical underpinning of this research is grounded in the relationship between media exposure and news credibility, which collectively influence the trust placed in pro-Beijing media outlets during the 2019 Hong Kong protest. The study posits that media exposure to pro-Beijing outlets (Independent Variable, IV) shapes perceptions of news credibility (Mediating Variable, MV), which in turn affects the trust in these media outlets (Dependent Variable, DV).

This research explored how the dimensions of media exposure interact to mold public perception of news credibility:

Media Exposure (Independent variable) encompasses the frequency and channels through which individuals engage with pro-Beijing media, thereby affecting their awareness and perception of news narratives.

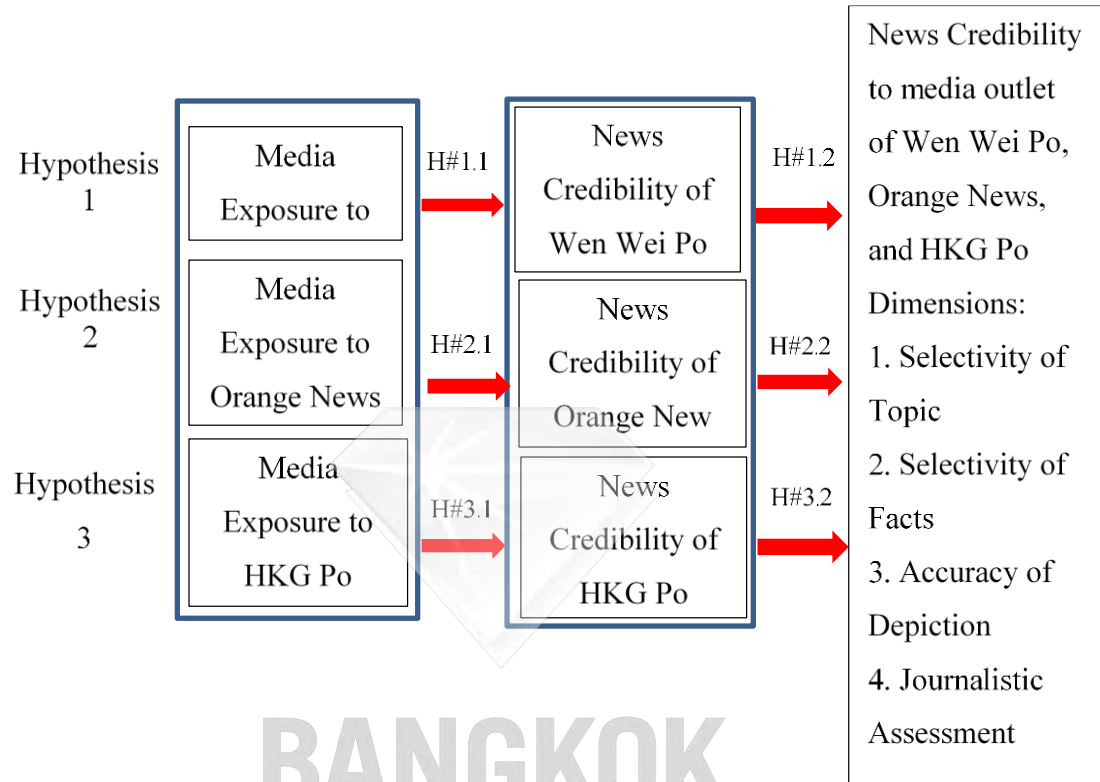
News Credibility (Mediating variable) is defined by how audiences assess the reliability, accuracy, and impartiality of the information presented by pro-Beijing media outlets.

Trust in News Media (Dependent variable) reflects the extent to which the audience believes in the integrity and objectivity of these media sources.

The framework illustrates the complex relationships among these variables, whereby increased media exposure leads to changes in perceived levels of news credibility, ultimately affecting the credibility of pro-Beijing media. As the public consumes information, their overall perceptions of media credibility influence their overall trust in news sources, revealing a key dynamic that influences public attitudes during times of political unrest. The following theoretical framework visualizes these relationships, highlighting the pathways by which media exposure affects news credibility and subsequent trust in pro-Beijing media.



Figure 2.1: Conceptual Framework



## **CHAPTER 3**

### **METHODOLOGY**

The purpose of this chapter is to explore the impact of media exposure to pro-Beijing media outlets (IV) during the 2019 Hong Kong protest on News Credibility (MV). Given that media exposure may differ across various demographics, this study focused on how such exposure is perceived by Hong Kong residents. This relationship is complex and cannot be measured directly; therefore, the study introduces an intermediate variable—News Credibility (Mediating variable)—to illustrate the pathway through which media exposure influences the overall trust in pro-Beijing media outlets (Dependent variable). The analysis employed Simple Regression to interpret the data. The research design and findings are organized into five sections as follows:

- 3.1 Research Design
- 3.2 Populations and Sample Selection
- 3.3 Research Instrument
- 3.4 Data Collection Procedures and Pretests
- 3.5 Data Analysis

#### **3.1 Research Design**

This survey research is expected to have the participation of 200 Hong Kong residents. A sample of respondents from the target population—Hong Kong residents—answered the same questionnaire. It was used as descriptive studies of the larger population. The current questionnaire is pieced together from various existing scales, with some adjustments made to suit my study's specific context.

Firstly, the questionnaire incorporates the News Credibility Scale developed by Gaziano and McGrath (1986). Gaziano and McGrath (1986) conducted a national survey in the United States, which involved 1,002 adults rating the credibility of newspapers and TV news. The scale measures key factors such as fairness, accuracy, bias, and trustworthiness. The reliability of this scale has been confirmed in various studies, with Cronbach's alpha ranging from .90 to .92 for both newspaper and TV credibility (Newhagen & Nass, 1989; Rimmer & Weaver, 1987). The scale has also

demonstrated strong construct validity by successfully distinguishing between the credibility of different news mediums and linking credibility to media choice when conflicting stories arise. In my paper, the questionnaire was translated into Traditional Chinese to ensure accessibility to Hong Kong residents.

Additionally, the Scale “Trust in News Media” developed by Kohring and Matthes (2007) was utilized to measure respondents' trust levels in news media. This scale evaluates various dimensions, including Selectivity of Topics, Selectivity of Facts, Accuracy of Depictions, and Journalistic Assessment. Each dimension includes specific items designed to assess perceptions of media credibility and reliability. For example, the "Selectivity of Topics" dimension considers whether topics like unemployment receive adequate coverage and attention, while "Accuracy of Depictions" evaluates whether the information provided is truthful and verifiable. The scale helped quantify trust by capturing nuanced assessments of media reporting quality across these dimensions.

In this study, the questionnaire was translated into Traditional Chinese. Given the unique political regime in Hong Kong SAR, discussing propaganda and nationalism can be sensitive in certain circumstances. Therefore, the quantitative approach may not delve deeply into political topics as expected. The research was conducted on an online platform, ensuring that the potential target population had easy and convenient access to the survey. However, due to limitations related to timeline and cost, the online survey might not reach all targets within the intended sampling frame.

### **3.2 Population and Sample Selection**

The study utilizes non-probability sampling techniques and focuses on a specific population of Hong Kong residents who experienced the 2019 protest. Due to limitations in accessibility and resources, it is not feasible to examine the entire population. Therefore, respondents were selected using a purposive sampling method from those who are most readily available and relevant to the study's focus on media credibility.

The target population consists of residents who were present in Hong Kong during the protest and have regular exposure to pro-Beijing media. Their age, gender, education level, and media consumption habits varied, but they all shared the common experience of witnessing the 2019 protest firsthand. Respondents may access media through various channels, such as television, print, or digital platforms, and their perceptions of pro-Beijing media reporting—including fairness, accuracy, and bias—were key to this research.

The initial goal is to gather approximately 200 valid responses over a four-week period. To ensure that the sample aligns with the research objectives, the questionnaire began with two filtering questions. These questions confirmed the respondents' residence in Hong Kong during the 2019 protest and their regular consumption of news from pro-Beijing media outlets. Only those who meet these criteria proceeded with the survey.

Data collection was conducted online for ease of access. The survey was distributed through social media platforms and community networks, ensuring that a diverse range of respondents can be reached. This approach is particularly important due to the unique political regime of the Hong Kong Special Administrative Region (HKSAR) and the People's Republic of China, where certain methods of direct outreach may be restricted. Using online platforms allows for broader and more discreet participant engagement, making it easier to collect data from individuals who meet the study's criteria.

### **3.3 Research Instrument**

The research instrument covers 4 main key points, including demographics, Frequency of Media Exposure to Pro-Beijing media outlet and News Credibility of Pro-Beijing Media Reporting, and Trust of News Media of Pro-Beijing Media Outlets, which consists of 107 items

#### **3.3.1 Filtering Qquestions**

- 1) Were you living in Hong Kong during the 2019 protest?
  1. Yes
  2. No

2) Do you regularly consume news from Pro-Beijing media outlets such as Wen Wei Po, Orange News, or HKG Pao?

1. Yes
2. No

The survey only involved Hong Kong residents who were living in Hong Kong during the 2019 protest. Moreover, the sample must have regularly consumed news from Pro-Beijing media outlets such as Wen Wei Po, Orange News, or HKG Pao, so that they are likely exposed to pro-Beijing messages. If respondents answered "Yes" to both questions – confirming that they were living in Hong Kong during the protest and regularly consumed news from these outlets – they proceeded to the next section to start the survey. If respondents answered "No", they exited the survey. This study of media exposure and news credibility on the trust of pro-Beijing outlets is conducted only for Hong Kong residents.

### 3.3.2 Demographic Factors

#### 3) Your Gender

1. Male
2. Female
3. LGBTQ
4. Confidential

#### 4) Age

1. Under 18 Years Old
2. 18–27
3. 28–37
4. 38–47
5. 48–57
6. 58 and Above

#### 5) Your Education Level

1. Primary School or Below
2. Middle School
3. High School/ Vocational School
4. College/ University
5. Graduate Degree or Above

## 6) Channels through which you Typically Access the Following Media

Table 3.1: Channels through which you Typically Access the Following Media

	Television 4	Internet 3	Newspapers/ Magazines 2	Other (please specify) 1
1. Wen Wei Po				
2. Orange News				
3. HKG Pao				

## 3.3.3 Frequency of Media Exposure to Pro-Beijing Media Outlets

Instructions: Please indicate how frequently you are exposed to their news content through different social media for the following Pro-Beijing media outlets, including Wen Wei Po, Orange News, and HKG Pao). Choose the answer arranging from 5-Most frequently, 4-Frequently, 3-Sometimes, 2-Rarely, and 1-Never.

## 1) Frequency of Media Exposure to Wen Wei Po

Table 3.2: Frequency of Media Exposure to Wen Wei Po

	5	4	3	2	1
1. Facebook					
2. Instagram					
3. Weibo					
4. YouTube					
3. Official Website					

## 2) Frequency of Media Exposure to Orange News

Table 3.3: Frequency of Media Exposure to Orange News

	5	4	3	2	1
1. Facebook					
2. Instagram					
3. Weibo					
4. YouTube					
3. Official Website					

## 3) Frequency of Media Exposure to HKG Pao

Table 3.4: Frequency of Media Exposure to HKG Pao

	5	4	3	2	1
1. Facebook					
2. Instagram					
3. Weibo					
4. YouTube					
3. Official Website					

## 3.3.4 News Credibility (Mediating Variable)

Instructions: Please think about each of the following Pro-Beijing media outlets (Wen Wei Po, Orange News, and HKG Pao) and evaluate their coverage during the 2019 Hong Kong Protest. For each media outlet, circle the number between the pair of words/ phrases that best represents how you feel about that outlet's news coverage.

## 1) Wen Wei Po

Table 3.5: Wen Wei Po

Positive Statement	1	2	3	4	5	Negative Statement
Is fair	1.	1.	1.	1.	1.	Is unfair
Is unbiased	1.	1.	1.	1.	1.	Is biased
Tells the whole story	1.	1.	1.	1.	1.	Doesn't tell the whole story
Is accurate	1.	1.	1.	1.	1.	Is inaccurate
Respects people's privacy	1.	1.	1.	1.	1.	Invades people's privacy
Watches after the readers' interests	1.	1.	1.	1.	1.	Does not watch after the readers' interests
Is concerned about the community's well-being	1.	1.	1.	1.	1.	Is not concerned about the community's well-being
Separates fact and opinion	1.	1.	1.	1.	1.	Does not separate fact and opinion
Can be trusted	1.	1.	1.	1.	1.	Cannot be trusted
Is concerned about the public interest	1.	1.	1.	1.	1.	Is only concerned about making profits
Is factual	1.	1.	1.	1.	1.	Is opinionated
Has well-trained reporters	1.	1.	1.	1.	1.	Has poorly trained reporters

## 2) Orange News



Table 3.6: Orange News

Positive Statement	1	2	3	4	5	Negative Statement
Is fair	1.	1.	1.	1.	1.	Is unfair
Is unbiased	1.	1.	1.	1.	1.	Is biased
Tells the whole story	1.	1.	1.	1.	1.	Doesn't tell the whole story
Is accurate	1.	1.	1.	1.	1.	Is inaccurate
Respects people's privacy	1.	1.	1.	1.	1.	Invades people's privacy
Watches after the readers' interests	1.	1.	1.	1.	1.	Does not watch after the readers' interests
Is concerned about the community's well-being	1.	1.	1.	1.	1.	Is not concerned about the community's well-being
Separates fact and opinion	1.	1.	1.	1.	1.	Does not separate fact and opinion
Can be trusted	1.	1.	1.	1.	1.	Cannot be trusted
Is concerned about the public interest	1.	1.	1.	1.	1.	Is only concerned about making profits
Is factual	1.	1.	1.	1.	1.	Is opinionated
Has well-trained reporters	1.	1.	1.	1.	1.	Has poorly trained reporters

## 3) HKG Pao

Table 3.7: HKG Pao

Positive Statement	1	2	3	4	5	Negative Statement
Is fair	2.	3.	4.	5.	6.	Is unfair
Is unbiased	7.	8.	9.	10.	11.	Is biased

(Continued)

Table 3.7 (Continued): HKG Pao

Positive Statement	1	2	3	4	5	Negative Statement
Tells the whole story	12.	13.	14.	15.	16.	Doesn't tell the whole story
Is accurate	17.	18.	19.	20.	21.	Is inaccurate
Respects people's privacy	22.	23.	24.	25.	26.	Invades people's privacy
Watches after the readers' interests	27.	28.	29.	30.	31.	Does not watch after the readers' interests
Is concerned about the community's well-being	32.	33.	34.	35.	36.	Is not concerned about the community's well-being
Separates fact and opinion	37.	38.	39.	40.	41.	Does not separate fact and opinion
Can be trusted	42.	43.	44.	45.	46.	Cannot be trusted
Is concerned about the public interest	47.	48.	49.	50.	51.	Is only concerned about making profits
Is factual	52.	53.	54.	55.	56.	Is opinionated
Has well-trained reporters	57.	58.	59.	60.	61.	Has poorly trained reporters

### 3.3.5 Trust of News Media of Pro-Beijing Media Outlets

To examine public trust in pro-Beijing media outlets, this study adapted Kohring and Matthes (2007)'s Trust of News Media scale framework, which defined trust in news media through four main dimensions: Selectivity of Topics, Selectivity of Facts, Accuracy of Depictions, and Journalistic Assessment. These dimensions serve as indicators of how audiences perceive the trustworthiness of pro-Beijing outlets such as Wen Wei Po, Orange News, and HKG Pao during the coverage of the 2019 Hong Kong protest.

Instruction: Please express your trust on the news reporting of Pro-Beijing media outlet, including Wen Wei Po, Orange News, and HKG Pao, arranging from 5-Strongly agree, 4-Agree, 3- Neutral, 2-Disagree, or 1-Strongly disagree.

## 1) Trust of News Media of Wen Wei Po

Table 3.8: Trust of News Media of Wen Wei Po

1. Selectivity of Topic
1.1 The topic of 2019 Hong Kong protest receive necessary attention
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.
1.4 The topic of 2019 is covered on the daily basis.
2. Selectivity of Facts
2.1 The essential points are included.
2.2 The focus is on important facts.
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.
2.4 Reporting includes different points of view.
3. Accuracy of depiction
3.1 The information in a report would be verifiable if examined.
3.2 The reported information is true.
3.3 The reports recount the facts truthfully.
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.
4. Journalistic Assessment
4.1 Criticism is expressed in an adequate manner.
4.2 The journalists' opinions are well-founded.
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.

## 2) Trust of News Media of Orange News

Table 3.9: Trust of News Media of Orange News

1. Selectivity of Topic
1.1 The topic of 2019 Hong Kong protest receive necessary attention
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.
1.4 The topic of 2019 is covered on the daily basis.
2. Selectivity of Facts
2.1 The essential points are included.
2.2 The focus is on important facts.
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.
2.4 Reporting includes different points of view.
3. Accuracy of Depiction
3.1 The information in a report would be verifiable if examined.
3.2 The reported information is true.
3.3 The reports recount the facts truthfully.
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.
4. Journalistic Assessment
4.1 Criticism is expressed in an adequate manner.
4.2 The journalists' opinions are well-founded.
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.

## 3) Trust of News Media of HKG Pao

Table 3.10: Trust of News Media of HKG Pao

1. Selectivity of Topic
1.1 The topic of 2019 Hong Kong protest receive necessary attention
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.
1.4 The topic of 2019 is covered on the daily basis.
2. Selectivity of Facts
2.1 The essential points are included.
2.2 The focus is on important facts.
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.
2.4 Reporting includes different points of view.
3. Accuracy of depiction
3.1 The information in a report would be verifiable if examined.
3.2 The reported information is true.
3.3 The reports recount the facts truthfully.
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.
4. Journalistic Assessment
4.1 Criticism is expressed in an adequate manner.
4.2 The journalists' opinions are well-founded.
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.

### 3.4 Instrument Pre-test and Data Collection Procedure

The data collection process for this study was conducted over a 3-week period from October to November 2024. The questionnaire, translated into traditional Chinese (Cantonese), was distributed online to Hong Kong residents through purposive sampling, targeting individuals with diverse genders, ages, education levels, and political orientations. Each session took approximately one hour to complete and gather the responses. The actual data for this study were acquired within November 2024.

Before the main survey, a pre-test was conducted on 30 samples using the same online form as the questionnaire to assess whether the translation and terminology were easy for Hong Kong respondents to understand. A total of 41 samples were collected during the pre-test phase, of which 30 were valid samples. Based on the theoretical framework of this study, the survey results of the respondents were summarized into the following key variable groups:

1) Frequency of Media Exposure to Pro-Beijing media outlets was classified as Media Exposure.

2) Fairness, objectivity, comprehensiveness, accuracy, respect for personal privacy, concern for readers' interests, concern for community welfare, distinction between facts and opinions, trustworthiness, concern for public interests, factuality of reports, and professionalism of journalists were classified as News Credibility.

3) Trust of Pro-Beijing Media Outlets reports, including selectivity of reporting topics, selectivity of facts, Accuracy of depiction, and Journalistic Assessment, were classified as Trust of news media.

According to the initial goal was to collect 200 valid responses, but total of 221 responses were collected, because after applying the filter questions, 21 responses were excluded as they did not meet the eligibility criteria for the study's target group. These respondents were removed based on the filter questions. Specifically, 21 respondents either did not live in Hong Kong during the 2019 protest or did not regularly consume news from Pro-Beijing media outlets such as Wen Wei Po, Orange News, or HKG Pao. As these individuals did not align with the research's focus on Hong Kong residents who experienced the 2019 protest and regularly engage with

pro-Beijing media, their responses were excluded. As a result, 200 valid responses were retained for analysis.

After the questionnaire was completed, the raw data was entered into an Excel file with a specific codebook and imported into SPSS for statistical analysis. Results presentation includes descriptive demographic data, research findings, and hypothesis testing results.

In the SPSS results of the pretest, the Cronbach's alpha reliability for the questionnaire was assessed. A Cronbach's Alpha value above 0.8 indicates high reliability; a value between 0.7 and 0.8 indicates good reliability; a value between 0.6 and 0.7 indicates acceptable reliability; and a value below 0.6 indicates poor reliability.

Table 3.11 showed that most variables had a Cronbach's alpha exceeding 0.70, which indicated the questionnaire's reliability. However, the Media Exposure variable had a Cronbach's alpha of 0.173, suggesting potential issues with internal consistency. In contrast, News Credibility showed a high reliability score of 0.912, while Trust of News Media was also reliable with a Cronbach's alpha of 0.887.

When examining each media outlet, the pretest results revealed that the News Credibility of Wen Wei Po was 0.917, the News Credibility of Orange News was 0.93, and the News Credibility of HKG Pao was 0.932. Similarly, the Trust of News Media variable demonstrated strong reliability across media outlets, with Wen Wei Po at 0.941, Orange News at 0.93, and HKG Pao at 0.945. Subcategories such as Selectivity of Topic, Selectivity of Facts, Accuracy of Depiction, and Journalistic Assessment also displayed acceptable reliability, ranging from 0.735 to 0.845.

Among these dimensions in the pretest, media exposure has a Cronbach's Alpha of 0.173, which is below 0.7, indicating poor reliability. As a result, additional social media channels for each media outlet, including Facebook, Instagram, Weibo, YouTube, and the official websites, were added in the main survey (conducted with 200 respondents), based on the feedback from this pretest with 30 samples. All other dimensions demonstrate good reliability, with Cronbach's Alpha values greater than 0.7. Specifically, news credibility and its subcategories (such as news credibility of Wen Wei Po, Orange News, and HKG Pao) and trust of news media along with its subcategories (Trust of News Media of Wen Wei Po, Orange News, and HKG Pao)

show strong internal consistency, with Cronbach's Alpha values ranging from 0.887 to 0.945. Furthermore, the subdimensions under trust of news media, including Selectivity of Topic, Selectivity of Facts, Accuracy of Depiction, and Journalistic Assessment for Wen Wei Po, Orange News, and HKG Pao, also show good reliability, with values between 0.735 and 0.845.

Cronbach's Alpha for each statement was checked to assess the reliability of the pretest, which included 30 respondents. The results are summarized in the following table:

Table 3.11: Cronbach's Alpha for General Variables in the Pretest Survey from 30 Respondents, who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Reliability of Instrument for 30 Respondents			
Variables	Cronbach Alpha	Numbers of Items	Edited Statements
Media Exposure	0.173	3	Add additional social media channels for each media outlet, including Facebook, Instagram, Weibo, YouTube, and the official websites.
News Credibility	0.912	36	
News Credibility of Wen Wei Po	0.917	12	
News Credibility of Orange News	0.930	12	
News Credibility of HKG Pao	0.932	12	
Trust of News Media	0.887	48	

(Continued)



Table 3.11 (Continued): Cronbach's Alpha for General Variables in the Pretest Survey from 30 Respondents, who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Reliability of Instrument for 30 Respondents			
Variables	Cronbach Alpha	Numbers of Items	Edited Statements
Trust of News Media of Wen Wei Po	0.941	16	
Selectivity of Topic	0.805	4	
Selectivity of facts	0.750	4	
Accuracy of depiction	0.770	4	
Journalistic Assessment	0.798	4	
Trust of News Media of Orange News	0.930	16	
Selectivity of Topic	0.816	4	
Selectivity of facts	0.735	4	
Accuracy of depiction	0.744	4	
Journalistic Assessment	0.840	4	
Trust of News Media of HKG Pao	0.945	16	

(Continued)

Table 3.11 (Continued): Cronbach's Alpha for General Variables in the Pretest Survey from 30 Respondents, who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Reliability of Instrument for 30 Respondents			
Variables	Cronbach Alpha	Numbers of Items	Edited Statements
Selectivity of Topic	0.763	4	
Selectivity of facts	0.833	4	
Accuracy of depiction	0.834	4	
Journalistic Assessment	0.845	4	

Table 3.12 showed that each variable had a Cronbach's alpha over 0.70, which made the questionnaire reliable. The media exposure was 0.886, news credibility was 0.813, and trust of news media was 0.807, respectively.

When examining each media outlet, the pretest result revealed that media exposure to Wen Wei Po was 0.865, media exposure to Orange News was 0.858, and media exposure to HKG Pao was 0.865. The news credibility of Wen Wei Po was 0.917, the news credibility of Orange News was 0.925, and the news credibility of HKG Pao was 0.922. Similarly, the trust of news media for Wen Wei Po was 0.850, the trust of news media for Orange News was 0.848, and the trust of news media for HKG Pao was 0.817.

Among these variables and sub-dimensions, Media Exposure and its sub-categories such as Frequency of Media Exposure to Wen Wei Po, Orange News, and HKG Pao exhibit relatively strong internal consistency, with Cronbach's Alpha values ranging from 0.858 to 0.886. The News Credibility dimension, including its sub-categories (News Credibility of Wen Wei Po, Orange News, and HKG Pao) also show high reliability, with Cronbach's Alpha values from 0.813 to 0.925. Similarly,

Trust of News Media and its subcategories (Trust of News Media of Wen Wei Po, Orange News, and HKG Pao) also exhibit good internal consistency, with Cronbach's Alpha values between 0.807 and 0.848. Furthermore, the sub-dimensions related to Selectivity of Topic, Selectivity of Facts, Accuracy of Depiction, and Journalistic Assessment for each of the media outlets (Wen Wei Po, Orange News, and HKG Pao) all show strong reliability, with Cronbach's Alpha values ranging from 0.837 to 0.882.

Cronbach's Alpha for each statement was checked to assess the reliability of the main survey, which included 200 respondents. The results are summarized in the following table:

Table 3.12: Cronbach's Alpha for General Variables in the Main Survey from 200 Respondents, who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Reliability of Instrument for 200 Respondents		
Variables	Cronbach Alpha	Numbers of Items
Media Exposure	0.886	15
Frequency of Media Exposure to Wen Wei Po	0.865	5
Frequency of Media Exposure to Orange News	0.858	5
Frequency of Media Exposure to HKG Pao	0.865	5
News Credibility	0.813	36
News Credibility of Wen Wei Po	0.917	12
News Credibility of Orange News	0.925	12
News Credibility of HKG Pao	0.922	12

(Continued)

Table 3.12 (Continued): Cronbach's Alpha for General Variables in the Main Survey from 200 Respondents, Who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Reliability of Instrument for 200 Respondents		
Variables	Cronbach Alpha	Numbers of Items
Trust of News Media	0.807	48
Trust of News Media of Wen Wei Po	0.850	16
Selectivity of Topic	0.843	4
Selectivity of facts	0.864	4
Accuracy of depiction	0.846	4
Journalistic Assessment	0.847	4
Trust of News Media of Orange News	0.848	16
Selectivity of Topic	0.838	4
Selectivity of facts	0.858	4
Accuracy of depiction	0.839	4
Journalistic Assessment	0.837	4
Trust of News Media of HKG Pao	0.817	16
Selectivity of Topic	0.882	4
Selectivity of facts	0.847	4
Accuracy of depiction	0.848	4
Journalistic Assessment	0.846	4

### 3.5 Descriptive Analysis of the Respondents' Overall Demographic Data

The demographic summary of 200 respondents, selected through purposive sampling, includes Hong Kong residents of various genders, ages, educational levels, and political orientations. This summary is presented in the following table. The results were analysed based on responses to questions 1 to 6 (view in Appendix).

As shown in Table 3.3, 212 respondents (95.93%, N = 221) confirmed that they were residents of Hong Kong during the 2019 protest, while 9 respondents (4.07%, N = 221) indicated otherwise. Among those qualified through the filter question, 200 respondents (94.34%, N = 212) reported regularly consuming news from Pro-Beijing media outlets, leaving 12 respondents (5.66%, N = 212) who did not. Regarding gender, the sample consisted of 58 males (29.00%, N = 200), 50 females (25.00%, N = 200), 47 individuals identifying as LGBTQ (23.50%, N = 200), and 45 respondents who chose not to disclose their gender (22.50%, N = 200). In terms of age distribution, 56 respondents (28.00%, N = 200) were under 18 years old, 44 respondents (22.00%, N = 200) were between 18 and 27 years old, and an equal number of respondents (25.00%, N = 200) fell into the 28–37 and 38–47 age groups. Notably, there were no respondents aged 48 or above (0.00%, N = 200). The educational background of respondents revealed that 23 individuals (11.50%, N = 200) had completed primary school or below, 28 respondents (14.00%, N = 200) had a middle school education, and 81 respondents (40.50%, N = 200) had completed high school or vocational school. Respondents with a college or university education accounted for 29 respondents (14.50%, N = 200), while those with a graduate degree or above represented 39 respondents (19.50%, N = 200). When examining the channels through which respondents accessed Pro-Beijing media outlets, preferences varied by platform and outlet. For Wen Wei Po, 9 respondents (4.50%, N = 200) accessed it through television, 89 respondents (44.50%, N = 200) via the internet, and 102 respondents (51.00%, N = 200) through newspapers or magazines. For Orange News, television accounted for 16 respondents (8.00%, N = 200), the internet for 97 respondents (48.50%, N = 200), and newspapers or magazines for 87 respondents (43.50%, N = 200). Similarly, for HKG Pao, 13 respondents (6.50%, N = 200) accessed it through television, 92 respondents (46.00%, N = 200) through the internet, and 95 respondents (47.50%, N = 200) via newspapers or magazines. Notably, none of the respondents (0.00%, N = 200) selected “Others” as an access channel for any of the media outlets.

Table 3.13: Demographic Summary of 200 Respondents Who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Items	Frequency	Percent
Section 1: Demographic Factors		
Filter Question 1: Participant residency in Hong Kong during the 2019 protest.		
Yes	212	95.93%
No	9	4.07%
Total	221	100.00%
Filter Question 2: Regular consumption of news from Pro-Beijing media outlets		
Yes	200	94.34%
No	12	5.66%
Total	212	100.00%
Gender		
Male	58	29.00%
Female	50	25.00%
LGBTQ	47	23.50%
Confidential	45	22.50%
Total	200	100.00%
Section 1: Demographic Factors		
Age		
1. Under 18 years old	56	28.00%
2. 18–27	44	22.00%
3. 28–37	50	25.00%
4. 38–47	50	25.00%
5. 48–57	0	0.00%
6. 58 and Above	0	0.00%
Total	200	100.00%

(Continued)

Table 3.13 (Continued): Demographic Summary of 200 Respondents Who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Items	Frequency	Percent
Educational Level		
1. Primary School or Below	23	11.50%
2. Middle School	28	14.00%
3. High School/ Vocational School	81	40.50%
4. College/ University	29	14.50%
5. Graduate Degree or Above	39	19.50%
Total	200	100.00%
Channels through which respondents typically access Pro-Beijing media outlets.		
Wen Wei Po		
Television	9	4.50%
Internet	89	44.50%
Newspapers/ Magazines	102	51.00%
Others (please specify)	0	0.00%
Total	200	100.00%
Orange News		
Television	16	8.00%
Internet	97	48.50%
Newspapers/ Magazines	87	43.50%
Others (please specify)	0	0.00%
Total	200	100.00%

(Continued)

Table 3.13 (Continued): Demographic Summary of 200 Respondents Who were Selected through Purposive Sampling and Covered Hong Kong Residents of Different Genders, Ages, Education Levels, and Political Orientations

Items	Frequency	Percent
HKG Pao		
Television	13	6.50%
Internet	92	46.00%
Newspapers/ Magazines	95	47.50%
Others (please specify)	0	0.00%
Total	200	100.00%

### 3.6 Data Analysis

3.6.1 Hypothesis 1: Media exposure (IV) and news credibility (MV) of Wen Wei Po significantly influence trust in Wen Wei Po (DV).

HP#1.1: Media exposure (IV) to Wen Wei Po significantly influences trust in Wen Wei Po (DV).

HP#1.2: News credibility (MV) of Wen Wei Po significantly influences trust in Wen Wei Po (DV).

The independent variable (IV) is media exposure to Wen Wei Po (5-point Likert scale). The mediating variable (MV) is the perceived news credibility of Wen Wei Po (5-point Likert scale). The dependent variable (DV) is trust in Wen Wei Po (5-point Likert scale). Linear regression analysis was applied to assess the influence of media exposure and news credibility on trust in Wen Wei Po

3.6.2 Hypothesis 2: Media exposure (IV) and news credibility (MV) of Orange News significantly influence trust in Orange News (DV).

HP#2.1: Media exposure (IV) to Orange News significantly influences trust in Orange News (DV).

HP#2.2: News credibility (MV) of Orange News significantly influences trust in Orange News (DV).



The independent variable (IV) is media exposure to Orange News (5-point Likert scale). The mediating variable (MV) is the perceived news credibility of Orange News (5-point Likert scale). The dependent variable (DV) is trust in Orange News (5-point Likert scale). Linear regression analysis was utilized to examine the impact of media exposure and news credibility on trust in Orange News.

3.6.3 Hypothesis 3: Media exposure (IV) and news credibility (MV) of HKG Pao significantly influence trust in HKG Pao (DV).

HP#3.1: Media exposure (IV) to HKG Pao significantly influences trust in HKG Pao (DV).

HP#3.2: News credibility (MV) of HKG Pao significantly influences trust in HKG Pao (DV).

The independent variable (IV) is media exposure to HKG Pao (5-point Likert scale). The mediating variable (MV) is the perceived news credibility of HKG Pao (5-point Likert scale). The dependent variable (DV) is trust in HKG Pao (5-point Likert scale). Multiple regression analysis was conducted to evaluate the relationship between media exposure, news credibility, and trust in HKG Pao.

## CHAPTER 4

### FINDINGS

This chapter summarized the findings and interpretation of quantitative data collected through an online survey of 200 Hong Kong residents. The respondents were selected through purposive sampling and covered individuals of different genders, ages, education levels, and political orientations. The hypotheses were analysed by using Regression. The findings in this chapter were divided into two parts:

4.1 Findings of Descriptive Analysis

4.2 Findings of Hypothesis Testing

#### 4.1 Findings of Descriptive Analysis

These findings showed the frequency of media exposure to Pro-Beijing media outlets, including Wen Wei Po, Orange News, and HKG Pao, as well as the news credibility and trust of these media outlets among 200 respondents.

##### 4.1.1 Findings from Descriptive Analysis of Media Exposure

The frequency of media exposure was measured using a 5-likert scale, and the mean of it was categorized into five levels (Most frequently, Frequently, Sometimes, Rarely, and Never) using the following criteria:

Table 4.1: Criteria for Interpreting the Frequency of Media Exposure, Including Wen Wei Po, Orange News, and HKG Pao

Criteria	Meaning
4.51–5.00	Most Frequently
3.51–4.50	Frequently
2.51–3.50	Sometimes
1.51–2.50	Rarely
1.00–1.50	Never

As shown in Table 4.2, majority of the respondents sometimes exposed to Wen Wei ( $\bar{x} = 3.43$ , S.D. = 1.05), followed by *Orange News* ( $\bar{x} = 3.41$ , S.D. = 1.05), and HKP Pao ( $\bar{x} = 3.35$ , S.D. = 1.05), respectively.

When examining the frequency of each media, they sometimes exposed to Weibo with the highest frequency ( $\bar{x} = 3.48$ , S.D. = 1.34), followed by Facebook ( $\bar{x} = 3.43$ , S.D. = 1.25), Official website of *Wen Wei Po* ( $\bar{x} = 3.42$ , S.D. = 1.37), Instagram ( $\bar{x} = 3.42$ , S.D. = 1.27) and YouTube ( $\bar{x} = 3.38$ , S.D. = 1.28), respectively.

For Orange News, when examining the level of media exposure on each platform, respondents were most frequently exposed to Facebook ( $\bar{x} = 3.43$ , S.D. = 1.32), followed by YouTube ( $\bar{x} = 3.42$ , S.D. = 1.27), Weibo ( $\bar{x} = 3.41$ , S.D. = 1.35), the official website ( $\bar{x} = 3.40$ , S.D. = 1.35), and Instagram ( $\bar{x} = 3.39$ , S.D. = 1.32), respectively.

For HKG Pao, when examining the level of media exposure on each platform, respondents were most frequently exposed to Weibo ( $\bar{x} = 3.41$ , S.D. = 1.35) and YouTube ( $\bar{x} = 3.41$ , S.D. = 1.36), followed by the official website ( $\bar{x} = 3.35$ , S.D. = 1.26), Facebook ( $\bar{x} = 3.29$ , S.D. = 1.31), and Instagram ( $\bar{x} = 3.29$ , S.D. = 1.26), respectively.

Table 4.2: Mean and Standard Deviation of Media Exposure to Wen Wei Po, Orange News, and HKG Pao

Media Exposure	Mean	Std. Deviation	Interpretation
Media Exposure to Wen Wei Po	3.43	1.05	Sometimes
Wen Wei Po -Facebook	3.43	1.25	Sometimes
Wen Wei Po -Instagram	3.42	1.27	Sometimes
Wen Wei Po -Weibo	3.48	1.34	Sometimes
Wen Wei Po -YouTube	3.38	1.28	Sometimes
Wen Wei Po -Official Website	3.42	1.37	Sometimes
Media Exposure to Orange News	3.41	1.05	Sometimes
Orange News -Facebook	3.43	1.32	Sometimes

(Continued)

Table 4.2 (Continued): Mean and Standard Deviation of Media Exposure to Wen Wei Po, Orange News, and HKG Pao

Media Exposure	Mean	Std. Deviation	Interpretation
Orange News -Instagram	3.39	1.32	Sometimes
Orange News -Weibo	3.41	1.35	Sometimes
Orange News -YouTube	3.42	1.27	Sometimes
Orange News -Official Website	3.40	1.35	Sometimes
Media Exposure to HKG Pao	3.35	1.05	Sometimes
HKG Pao -Facebook	3.29	1.31	Sometimes
HKG Pao -Instagram	3.29	1.26	Sometimes
HKG Pao -Weibo	3.41	1.35	Sometimes
HKG Pao -YouTube	3.41	1.36	Sometimes
HKG Pao -Official Website	3.35	1.26	Sometimes

#### 4.1.2 Findings from Descriptive Analysis of News Credibility

The News Credibility was measured using a 5-likert scale, and the mean of responses was categorized into five levels (Very High, High, Medium, Low, Very Low) using the following criteria:

Table 4.3: Criteria for Interpreting News Credibility, Including Wen Wei Po, Orange News, and HKG Pao

Criteria	Meaning
4.51–5.00	Very High
3.51–4.50	High
2.51–3.50	Medium
1.51–2.50	Low
1.00–1.50	Very Low

As shown in Table 4.4, Table 4.5, and Table 4.6, majority of the respondents had high credibility toward HKP Pao ( $\bar{x} = 3.56$ , S.D. = 0.90), followed by Orange News ( $\bar{x} = 3.54$ , S.D. = 0.90), and Wen Wei Po ( $\bar{x} = 3.52$ , S.D. = 0.80), respectively.

#### 1) Wen Wei Po

When examining each media outlet, the descriptive findings revealed that respondents perceived high credibility for Wen Wei Po for respecting/invade people's privacy ( $\bar{x} = 3.48$ , S.D. = 1.34) with the highest mean, followed by watch/does not watch the readers' interest ( $\bar{x} = 3.57$ , S.D. = 1.16), being unbiased/biased ( $\bar{x} = 3.56$ , S.D. = 1.23) and accurate/inaccurate news reporting ( $\bar{x} = 3.56$ , S.D. = 1.18), respectively.

Table 4.4: Mean and Standard Deviation of News Credibility to Wen Wei Po

News Creditability	Mean	Std. Deviation	Interpretation
News Credibility of Wen Wei Po	3.52	0.86	High
Is fair-Is unfair	3.45	1.18	Medium
Is unbiased-Is biased	3.56	1.23	High
Tells the whole story -Doesn't tell the whole story	3.46	1.16	Medium
Is accurate-Is inaccurate	3.56	1.18	High
Respects people's privacy-Invades people's privacy	3.62	1.22	High
Watches after the readers' interests-Does 2t watch after the readers' interests	3.57	1.16	High
Is concerned about the community's well-being- Is 2t concerned about the community's well-being	3.46	1.21	Medium

(Continued)

Table 4.4 (Continued): Mean and Standard Deviation of News Credibility to Wen Wei Po

News Credibility	Mean	Std. Deviation	Interpretation
Separates fact and opinion -Does 2t separate fact and opinion	3.52	1.23	High
Can be trusted-Can't be trusted	3.46	1.16	Medium
Is concerned about the public interest-Is only concerned about making profits	3.50	1.17	Medium
Is factual-Is opinionated	3.54	1.22	High
Has well-trained reporters-Has poorly-trained reporters	3.49	1.20	Medium

## 2) Orange News

For Orange News, when examining the news credibility, respondents perceived high credibility for being concerned about the public interest rather than being only concerned about making profits ( $\bar{x} = 3.67$ , S.D. = 1.23) with the highest mean, followed by being factual rather than opinionated ( $\bar{x} = 3.66$ , S.D. = 1.23), and being trusted rather than not being trusted ( $\bar{x} = 3.63$ , S.D. = 1.22), respectively.

Table 4.5: Mean and Standard Deviation of News Credibility to Orange News

News Credibility	Mean	Std. Deviation	Interpretation
News Credibility of Orange News	3.54	0.90	High
Is fair-Is unfair	3.47	1.20	Medium
Is unbiased-Is biased	3.42	1.16	Medium

(Continued)

Table 4.5 (Continued): Mean and Standard Deviation of News Credibility to  
Orange News

News Credibility	Mean	Std. Deviation	Interpretation
Tells the whole story -Doesn't tell the whole story	3.50	1.22	Medium
Is accurate-Is inaccurate	3.50	1.18	Medium
Respects people's privacy-Invades people's privacy	3.57	1.25	High
Watches after the readers' interests-Does 2t watch after the readers' interests	3.59	1.20	High
Is concerned about the community's well-being- Is 2t concerned about the community's well-being	3.62	1.23	High
Separates fact and opinion -Does 2t separate fact and opinion	3.52	1.23	High
Can be trusted-Can't be trusted	3.63	1.22	High
Is concerned about the public interest-Is only concerned about making profits	3.67	1.23	High
Is factual-Is opinionated	3.66	1.23	High
Has well-trained reporters-Has poorly-trained reporters	3.39	1.18	Medium

### 3) HKG Pao

For HKG Pao, respondents perceived high credibility for watching after the readers' interests rather than not watching after the readers' interests ( $\bar{x} = 3.68$ , S.D. = 1.23) with the highest mean, followed by being accurate rather than inaccurate ( $\bar{x} = 3.63$ , S.D. = 1.29), and being concerned about the community's well-

being rather than not being concerned about the community's well-being ( $\bar{x} = 3.62$ , S.D. = 1.19), respectively.

Table 4.6: Mean and Standard Deviation of News Credibility to HKG Pao

News Credibility	Mean	Std. Deviation	Interpretation
News Credibility of HKG Pao	3.56	0.90	High
Is fair-Is unfair	3.60	1.22	High
Is unbiased-Is biased	3.49	1.25	Medium
Tells the whole story -Doesn't tell the whole story	3.60	1.22	High
Is accurate-Is inaccurate	3.63	1.29	High
Respects people's privacy-Invades people's privacy	3.43	1.17	Medium
Watches after the readers' interests-Does 2t watch after the readers' interests	3.68	1.23	High
Is concerned about the community's well-being- Is 2t concerned about the community's well-being	3.62	1.19	High
Separates fact and opinion -Does 2t separate fact and opinion	3.56	1.27	High
Can be trusted-Can't be trusted	3.55	1.17	High
Is concerned about the public interest-Is only concerned about making profits	3.53	1.21	High
Is factual-Is opinionated	3.45	1.25	Medium
Has well-trained reporters-Has poorly-trained reporters	3.55	1.20	High



#### 4.1.3 Findings from Descriptive Analysis of Trust of News Media

The trust of news media was measured using a 5-Likert scale, with responses categorized into five levels (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) using the following formula.

Table 4.7: Criteria for interpreting Trust of News Media, including Wen Wei Po, Orange News, and HKG Pao

Criteria	Meaning
4.51–5.00	Highest Trust
3.51–4.50	High Trust
2.51–3.50	Medium Trust
1.51–2.50	Low Trust
1.00–1.50	Lowest Trust

As shown in Table 4.8, Table 4.9 and Table 4.10 majority of the respondents had high trust on Orange News ( $\bar{x} = 3.63$ , S.D. = 0.67) with the highest mean, followed by Wen Wei Po ( $\bar{x} = 3.60$ , S.D. = 0.67), and HKG Pao  $\bar{x} = 3.52$ , S.D. = 0.63), respectively.

##### 1) Wen Wei Po

When examining the trust in the news media of each media outlet, the descriptive findings revealed that for majority of the respondents had high trust on the news media of Wen Wei Po in respect to selectivity of fact ( $\bar{x} = 3.64$ , S.D. = 1.02) with the highest mean, followed by selectivity of topic ( $\bar{x} = 3.60$ , S.D. = 1.00), accuracy of depiction ( $\bar{x} = 3.58$ , S.D. = 0.97), and journalistic assessment ( $\bar{x} = 3.57$ , S.D. = 1.02), respectively.

Table 4.8: Mean and Standard Deviation of Trust of News Media to Wen Wei Po

Trust of News Media	Mean	Std. Deviation	Interpretation
Trust of Wen Wei Po	3.60	0.67	High Trust
Wen Wei Po: Selectivity of Topic	3.60	1.00	High Trust
1.1 The topic of 2019 Hong Kong protest receive necessary attention.	3.51	1.20	High Trust
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.	3.63	1.22	High Trust
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.	3.65	1.26	High Trust
1.4 The topic of 2019 is covered on the daily basis.	3.60	1.18	High Trust
Wen Wei Po: Selectivity of Fact	3.64	1.02	High Trust
2.1 The essential points are included.	3.60	1.29	High Trust
2.2 The focus is on important facts.	3.70	1.14	High Trust
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.	3.58	1.19	High Trust
2.4 Reporting includes different points of view.	3.68	1.22	High trust
Wen Wei Po: Accuracy of Depiction	3.58	0.97	High Trust
3.1 The information in a report would be verifiable if examined.	3.61	1.16	High Trust
3.2 The reported information is true.	3.57	1.16	High Trust
3.3 The reports recount the facts truthfully.	3.62	1.17	High Trust
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.	3.52	1.18	High Trust

(Continued)

Table 4.8 (Continued): Mean and Standard Deviation of Trust of News Media to Wen Wei Po

Trust of News Media	Mean	Std. Deviation	Interpretation
Wen Wei Po: Journalistic Assessment	3.57	1.02	High Trust
4.1 Criticism is expressed in an adequate manner.	3.57	1.24	High Trust
4.2 The journalists' opinions are well-founded.	3.57	1.24	High Trust
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.	3.55	1.23	High Trust
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.	3.58	1.22	High Trust

## 2) Orange News

For Orange News, majority of the respondents had high trust in respect to selectivity of fact ( $\bar{x} = 3.65$ , S.D. = 1.04) with the highest mean, followed by journalistic assessment ( $\bar{x} = 3.63$ , S.D. = 0.98), accuracy of depiction ( $\bar{x} = 3.62$ , S.D. = 0.99), and selectivity of topic ( $\bar{x} = 3.61$ , S.D. = 0.99), respectively.

Table 4.9: Mean and Standard Deviation of Trust of News Media to Orange News

Trust of News Media	Mean	Std. Deviation	Interpretation
Trust of Orange News	3.63	0.67	High Trust
Orange News: Selectivity of Topic	3.61	0.99	High Trust

(Continued)

Table 4.9 (Continued): Mean and Standard Deviation of Trust of News Media to  
Orange News

Trust of News Media	Mean	Std. Deviation	Interpretation
1.1 The topic of 2019 Hong Kong protest receive necessary attention.	3.69	1.20	High Trust
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.	3.63	1.24	High Trust
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.	3.63	1.17	High Trust
1.4 The topic of 2019 is covered on the daily basis.	3.51	1.20	High Trust
Orange News: Selectivity of Fact	3.65	1.04	High Trust
2.1 The essential points are included.	3.69	1.29	High Trust
2.2 The focus is on important facts.	3.64	1.23	High Trust
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.	3.62	1.23	High Trust
2.4 Reporting includes different points of view.	3.66	1.19	High Trust
Orange News: Accuracy of Depiction	3.62	0.99	High Trust
3.1 The information in a report would be verifiable if examined.	3.57	1.17	High Trust
3.2 The reported information is true.	3.58	1.19	High Trust
3.3 The reports recount the facts truthfully.	3.56	1.20	High Trust
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.	3.77	1.25	High Trust

(Continued)

Table 4.9 (Continued): Mean and Standard Deviation of Trust of News Media to  
Orange News

Trust of News Media	Mean	Std. Deviation	Interpretation
Orange News: Journalistic assessment	3.63	0.98	High Trust
4.1 Criticism is expressed in an adequate manner.	3.66	1.22	High Trust
4.2 The journalists' opinions are well-founded.	3.60	1.20	High Trust
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.	3.60	1.17	High Trust
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.	3.66	1.19	High Trust

### 3) HKG Pao

For HKG Pao, majority of the respondents had high trust in respect to journalistic assessment ( $\bar{x} = 3.58$ , S.D. = 0.99) with the highest mean, followed by accuracy of depiction ( $\bar{x} = 3.56$ , S.D. = 0.99), selectivity of fact ( $\bar{x} = 3.48$ , S.D. = 1.00), and selectivity of topic ( $\bar{x} = 3.46$ , S.D. = 1.08), respectively.

Table 4.10: Mean and Standard Deviation of Trust of News Media to HKG Pao

Trust of News Media	Mean	Std. Deviation	Interpretation
Trust of HKG Pao	3.52	0.63	High Trust
HKG Pao: Selectivity of Topic	3.46	1.08	Medium Trust

(Continued)

Table 4.10 (Continued): Mean and Standard Deviation of Trust of News Media to  
HKG Pao

Trust of News Media	Mean	Std. Deviation	Interpretation
1.1 The topic of 2019 Hong Kong protest receive necessary attention	3.50	1.26	Medium Trust
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.	3.45	1.26	Medium Trust
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.	3.53	1.30	High Trust
1.4 The topic of 2019 is covered on the daily basis.	3.36	1.22	Medium Trust
HKG Pao: Selectivity of Fact	3.48	1.00	Medium Trust
2.1 The essential points are included.	3.51	1.25	High Trust
2.2 The focus is on important facts.	3.47	1.22	Medium Trust
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.	3.45	1.15	Medium Trust
2.4 Reporting includes different points of view.	3.49	1.19	Medium Trust
HKG Pao: Accuracy of Depiction	3.56	0.99	High Trust
3.1 The information in a report would be verifiable if examined.	3.53	1.20	High Trust
3.2 The reported information is true.	3.59	1.23	High Trust
3.3 The reports recount the facts truthfully.	3.49	1.15	Medium Trust

(Continued)

Table 4.10 (Continued): Mean and Standard Deviation of Trust of News Media to  
HKG Pao

Trust of News Media	Mean	Std. Deviation	Interpretation
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.	3.61	1.19	High Trust
HKG Pao: Journalistic Assessment	3.58	0.99	High Trust
4.1 Criticism is expressed in an adequate manner.	3.53	1.21	High Trust
4.2 The journalists' opinions are well-founded.	3.56	1.19	High Trust
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.	3.60	1.20	High Trust
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.	3.64	1.17	High Trust

#### 4.2 Findings of Hypothesis Testing

Hypothesis 1: Media exposure and news credibility of Wen Wei Po significantly influence trust in the news media of Wen Wei Po

Hypothesis 1.1: Media exposure of Wen Wei Po significantly influences trust in the news media of Wen Wei Po

Hypothesis 1.2: News credibility of Wen Wei Po significantly influences trust in the news media of Wen Wei Po

As shown in Table 4.11, Model 1 regression analysis revealed that media exposure did not significantly predict trust in Wen Wei Po ( $B = 0.052$ ,  $\beta = 0.067$ ,  $p < 0.05$ ) if media exposure to Wen Wei Po was examined alone. The  $R^2$  for Model 1 is 0.004, meaning that media exposure explains only 0.4% of the variance in trust in

Wen Wei Po. This indicates that media exposure alone has no significant effect on trust in Wen Wei Po.

However, in Model 2, when examined media exposure and news credibility, the analysis revealed that media exposure was a significant negative predictor of trust in Wen Wei Po ( $B = -0.113$ ,  $\beta = -0.178$ ,  $p > 0.01$ ). Meanwhile, news credibility has a positive influence on trust in Wen Wei Po but is not statistically significant at the conventional level ( $B = 0.107$ ,  $\beta = 0.137$ ,  $p > 0.05$ ). The  $R^2$  for Model 2 is 0.031, indicating that the inclusion of news credibility improves the model's explanatory power slightly, explaining 3.1% of the variance in trust in Wen Wei Po.

The findings suggested that media exposure to Wen Wei Po was a significant negative predictor of trust as mediated by news credibility as perceived by Hong Kong respondents. However, news credibility is not a significant predictor of Hong Kong respondents' trust of Wen Wei Po. Overall, Hypothesis 1 was partially supported. Hypothesis 1.1 was supported but Hypothesis 1.2 was not supported.

Table 4.11: Summary of Regression Analysis on the Impact of Media Exposure and News Credibility on Respondents' Trust of News Media of Wen Wei Po

Model	Predictors	B	S.E.	Beta	Sig.t
1	Media exposure to Wen Wei Po	0.052	0.055	0.067	0.348
	Trust of Wen Wei Po (Dependent Variable), $R^2 = 0.004$ , $df = 1$ ( $p < 0.01$ ), $df1=1$				
2	Media exposure to Wen Wei Po	-0.113	0.049	-0.178	0.021
	News Credibility of Wen Wei Po	0.107	0.059	0.137	0.074
	Trust of Wen Wei Po (Dependent Variable), $R^2 = 0.031$ , $df = 2$ ( $p < 0.01$ ), $df1=1$				



Hypothesis 2: Media exposure and news credibility of Orange News significantly influence trust in the news media of Orange News.

Hypothesis 2.1: Media exposure of Orange News significantly influences trust in the news media of Orange News.

Hypothesis 2.2: News credibility of Orange News significantly influences trust in the news media of Orange News.

As shown in Table 4.12, Model 1 Regression analysis revealed that media exposure to Orange News significantly predicts trust in Orange News ( $B = -0.142$ ,  $\beta = -0.223^*$ ,  $p < 0.05$ ). The  $R^2$  for Model 1 is 0.045, meaning that media exposure explains 4.5% of the variance in trust in Orange News. This indicates that media exposure has a significant negative effect on trust in Orange News.

However, in Model 2, when examined media exposure and news credibility, the analysis revealed that media exposure continues to be a significant negative predictor of trust in Orange News ( $B = -0.142$ ,  $\beta = -0.224^*$ ,  $p < 0.01$ ). However, news credibility has no significant impact on trust in Orange News ( $B = -0.008$ ,  $\beta = -0.01$ ,  $p > 0.05$ ). The  $R^2$  for Model 2 is 0.040, indicating that the inclusion of news credibility marginally reduces the explanatory power of the model, explaining 4.0% of the variance in trust in Orange News.

The findings suggested that media exposure to Orange News was a significant negative predictor of trust, while news credibility does not have a significant effect on respondents' trust in Orange News. Therefore, Hypothesis 2.1 was supported, but Hypothesis 2.2 was not supported.

Table 4.12: Summary of Regression Analysis on the Impact of Media Exposure and News Credibility on Respondents' Trust of News Media of Orange News

Model	Predictors	B	S.E.	Beta	Sig.t
1	Media exposure to Orange News	-0.142	0.044	-0.223	0.001***
	Trust of Orange News (Dependent Variable), $R^2 = 0.045$ , $df = 1$ ( $p < 0.01$ ), $df1 = 1$				

(Continued)

Table 4.12 (Continued): Summary of Regression Analysis on the Impact of Media Exposure and News Credibility on Respondents' Trust of News Media of Orange News

2	Media exposure to Orange News	-0.142	0.044	-0.224	0.002**
	News Credibility of Orange News	-0.008	0.052	-0.01	0.884
	Trust of Orange News (Dependent Variable), $R^2 = 0.040$ , $df = 2$ ( $p < 0.06$ ), $df1 = 1$				

Hypothesis 3: Media exposure and news credibility of HKG Pao significantly influence trust in the news media of HKG Pao.

Hypothesis 3.1: Media exposure of HKG Pao significantly influences trust in the news media of HKG Pao.

Hypothesis 3.2: News credibility of HKG Pao significantly influences trust in the news media of HKG Pao.

As shown in Table 4.13, Model 1 regression analysis revealed that media exposure to HKG Pao significantly predicts trust in HKG Pao ( $B = -0.134$ ,  $\beta = -0.225$ ,  $p < 0.05$ ). The  $R^2$  for Model 1 is 0.050, meaning that media exposure explains 5.0% of the variance in trust in HKG Pao. This indicates that media exposure has a significant negative effect on trust in HKG Pao.

However, in Model 2, when examined media exposure and news credibility, the analysis revealed that media exposure remains a significant negative predictor of trust in HKG Pao ( $B = -0.147$ ,  $\beta = -0.247^*$ ,  $p < 0.01$ ). However, news credibility has a negative effect on trust in HKG Pao but is not statistically significant at the conventional level ( $B = -0.085$ ,  $\beta = -0.121$ ,  $p > 0.05$ ). The  $R^2$  for Model 2 is 0.065, indicating that the inclusion of news credibility slightly improves the explanatory power of the model, explaining 6.5% of the variance in trust in HKG Pao.

The findings suggested that media exposure to HKG Pao was a significant negative predictor of trust, but news credibility does not have a statistically significant impact on respondents' trust in HKG Pao. Therefore, Hypothesis 3.1 was supported, but Hypothesis 3.2 was not supported.

Table 4.13: Summary of Regression Analysis on the Impact of Media Exposure and News Credibility on Respondents' Trust of News Media of HKG Pao

Model	Predictors	B	S.E.	Beta	Sig.t
1	Media exposure to HKG Pao	-0.134	0.041	- 0.225	0.001***
	Trust of HKG Pao (Dependent Variable), $R^2 = 0.050$ , $df = 1$ ( $p < 0.01$ ), $df1 = 1$				
2	Media exposure to HKG Pao	-0.147	0.042	- 0.247	0.001***
	News Credibility of HKG Pao	-0.085	0.049	- 0.121	0.085
	Trust of HKG Pao (Dependent Variable), $R^2 = 0.065$ , $df = 2$ ( $p < 0.01$ ), $df1 = 1$				

## **CHAPTER 5**

### **DISCUSSION**

This chapter summarized the descriptive findings and hypothesis testing results of the study, which investigates the impact of media exposure and news credibility on the trust in new media outlets of pro-Beijing media among Hong Kong residents, specifically during the 2019 Hong Kong protest. Discussions on these findings are presented, followed by an exploration of the study's limitations and recommendations for both future application and research. The chapter consists of the following six sections:

- 5.1 Summary of Descriptive Findings and Discussion
- 5.2 Summary of Hypothesis Testing and Discussion
- 5.3 Conclusion of the Research
- 5.4 Limitations of the Study
- 5.5 Recommendations for Future Application
- 5.6 Recommendations for Future Research

#### **5.1 Summary of Descriptive Findings and Discussion**

Throughout the survey, the demographic data of 221 respondents were analysed, including their residency during the 2019 Hong Kong protest, their regular consumption of Pro-Beijing media outlets, gender, age, educational level, and the channels through which they accessed Pro-Beijing media outlets.

The survey included two filter questions to ensure respondents met the necessary criteria. Filter Question 1 asked whether respondents resided in Hong Kong during the 2019 protest. The majority of respondents answered "Yes" (95.93%,  $n=212$ ), while a small percentage answered "No" (4.07%,  $n = 9$ ). Respondents who did not meet this criterion were paused from answering further questions.

Filter Question 2 asked whether respondents regularly consumed news from Pro-Beijing media outlets. A total of 94.34% ( $n = 200$ ) of respondents answered "Yes," while 5.66% ( $n = 12$ ) answered "No." Those who did not meet this criterion were also paused from proceeding to the next set of questions.

The descriptive findings revealed that among those who met the filter criteria, the gender distribution included the majority identifying as male (29.00%, n = 58), followed by female (25.00%, n = 50), LGBTQ (23.50%, n = 47), and those who chose to keep their gender confidential (22.50%, n = 45).

Regarding age, the largest group of respondents were under 18 years old (28.00%, n = 56), followed by those aged 28–37 (25.00%, n = 50) and 38–47 (25.00%, n = 50). Respondents aged 18–27 accounted for 22.00% (n = 44), while no respondents were in the age groups of 48–57 or 58 and above.

The majority of respondents had completed high school or vocational school education (40.50%, n = 81), followed by those with a graduate degree or above (19.50%, n = 39), a college or university degree (14.50%, n = 29), middle school education (14.00%, n = 28), and primary school or below (11.50%, n = 23).

The descriptive findings also highlighted the channels through which respondents accessed Pro-Beijing media outlets. For Wen Wei Po, most respondents accessed the outlet through newspapers/magazines (51.00%, n = 102), followed by the internet (44.50%, n = 89), and television (4.50%, n = 9).

For Orange News, the internet was the most common channel (48.50%, n = 97), followed by newspapers/magazines (43.50%, n = 87) and television (8.00%, n = 16).

Similarly, for HKG Pao, newspapers/magazines were the most popular channel (47.50%, n = 95), followed closely by the internet (46.00%, n = 92), and television (6.50%, n = 13).

It can be concluded that the majority of respondents who met the filter criteria resided in Hong Kong during the 2019 protest, regularly consumed Pro-Beijing media, and accessed these outlets primarily through newspapers/magazines and the internet. Additionally, the sample exhibited diversity in gender, age, and educational background.

Besides demographic data, the findings also revealed media exposure, news credibility, and trust in new media outlets of pro-Beijing media among Hong Kong residents.

The descriptive findings indicated that the majority of respondents were sometimes exposed to Wen Wei Po (Mean = 3.43, SD = 1.05). In terms of specific platforms, respondents reported sometimes exposed to Weibo with the highest frequency ( $\bar{x} = 3.48$ , S.D. = 1.34), followed by Facebook ( $\bar{x} = 3.43$ , S.D. = 1.25), Official website of Wen Wei Po ( $\bar{x} = 3.42$ , S.D. = 1.37), Instagram ( $\bar{x} = 3.42$ , S.D. = 1.27) and YouTube ( $\bar{x} = 3.38$ , S.D. = 1.28), respectively.

Regarding Orange News, the findings revealed that most respondents were sometimes exposed to this outlet (Mean = 3.41, SD = 1.05). In terms of specific platforms, respondents were sometimes exposed to Facebook ( $\bar{x} = 3.43$ , S.D. = 1.32), followed by YouTube ( $\bar{x} = 3.42$ , S.D. = 1.27), Weibo ( $\bar{x} = 3.41$ , S.D. = 1.35), the official website ( $\bar{x} = 3.40$ , S.D. = 1.35), and Instagram ( $\bar{x} = 3.39$ , S.D. = 1.32), respectively.

For HKG Pao, the majority of respondents were sometimes exposed to this media source (Mean = 3.35, SD = 1.05). In terms of specific platforms, respondents reported sometimes exposed to Weibo ( $\bar{x} = 3.41$ , S.D. = 1.35) and YouTube ( $\bar{x} = 3.41$ , S.D. = 1.36), followed by the official website ( $\bar{x} = 3.35$ , S.D. = 1.26), Facebook ( $\bar{x} = 3.29$ , S.D. = 1.31), and Instagram ( $\bar{x} = 3.29$ , S.D. = 1.26), respectively.

It can be explained by the fact that these three media outlets, Wen Wei Po, Orange News, and HKG Pao, have adapted well to the digital landscape by maintaining a strong presence across multiple online platforms. The consistent exposure across Facebook, Instagram, Weibo, YouTube, and their official websites reflects the media outlets' strategic efforts to reach a broad audience through various channels. Social interaction and news-seeking behaviours on social media can lead to exposure to diverse networks and dissenting political opinions, potentially influencing individuals to reconsider and change their political views (Diehl, Weeks & Gil de Zúñiga, 2016). Scholars have also examined incidental exposure to news on social media in various countries, highlighting the importance of incidental exposure to shared news on platforms like Facebook (Kaiser, Keller & Kleinen-von Königslöw, 2021). Furthermore, this exposure to news on social media can occur incidentally, even for individuals who do not intentionally seek out news on these platforms (Fletcher & Nielsen, 2018).

According to the findings, most respondents perceived high credibility for Wen Wei Po for respecting/invoke people's privacy ( $\bar{x} = 3.48$ , S.D. = 1.34) with the highest mean, followed by watch/does not watch the readers' interest ( $\bar{x} = 3.57$ , S.D. = 1.16), being unbiased/ biased ( $\bar{x} = 3.56$ , S.D. = 1.23) and accurate/ inaccurate news reporting ( $\bar{x} = 3.56$ , S.D. = 1.18), respectively.

For Orange News, most respondents perceived high credibility for being concerned about the public interest rather than being only concerned about making profits ( $\bar{x} = 3.67$ , S.D. = 1.23) with the highest mean, followed by being factual rather than opinionated ( $\bar{x} = 3.66$ , S.D. = 1.23), and being trusted rather than not being trusted ( $\bar{x} = 3.63$ , S.D. = 1.22), respectively.

For HKG Pao, most respondents perceived high credibility for watching after the readers' interests rather than not watching after the readers' interests ( $\bar{x} = 3.68$ , S.D. = 1.23) with the highest mean, followed by being accurate rather than inaccurate ( $\bar{x} = 3.63$ , S.D. = 1.29), and being concerned about the community's well-being rather than not being concerned about the community's well-being ( $\bar{x} = 3.62$ , S.D. = 1.19), respectively.

The findings suggest that respondents perceive the news credibility of Wen Wei Po, Orange News, and HKG Pao as generally high, with strong ratings in key areas such as accuracy, objectivity, and the ability to separate fact from opinion. This aligned with previous research indicating that credibility perceptions are closely linked to these journalistic standards (Flanagin & Metzger, 2000; Metzger, Flanagin, Eyal & Lemus, 2003). Furthermore, the outlets were positively rated for prioritizing public interest over profit, a factor that has been found to influence perceptions of media trustworthiness (Hovland, Janis & Kelley, 1953).

According to the findings, most respondents had high trust on the news media of Wen Wei Po in respect to selectivity of fact ( $\bar{x} = 3.64$ , S.D. = 1.02) with the highest mean, followed by selectivity of topic ( $\bar{x} = 3.60$ , S.D. = 1.00), accuracy of depiction ( $\bar{x} = 3.58$ , S.D. = 0.97), and journalistic assessment ( $\bar{x} = 3.57$ , S.D. = 1.02), respectively.

For Orange News, most respondents had high trust in respect to selectivity of fact ( $\bar{x} = 3.65$ , S.D. = 1.04) with the highest mean, followed by journalistic assessment ( $\bar{x} = 3.63$ , S.D. = 0.98), accuracy of depiction ( $\bar{x} = 3.62$ , S.D. = 0.99), and selectivity of topic ( $\bar{x} = 3.61$ , S.D. = 0.99), respectively.

For HKG Pao, most respondents had high trust in respect to journalistic assessment ( $\bar{x} = 3.58$ , S.D. = 0.99) with the highest mean, followed by accuracy of depiction ( $\bar{x} = 3.56$ , S.D. = 0.99), selectivity of fact ( $\bar{x} = 3.48$ , S.D. = 1.00), and selectivity of topic ( $\bar{x} = 3.46$ , S.D. = 1.08), respectively.

All three outlets received favourable ratings for the selectivity of topics, with respondents agreeing that the protest was given sufficient attention. These results align with prior studies showing that media outlets with political alignments can influence public perception through selective framing (Entman, 2007; McCombs & Shaw, 1972). Respondents agreed that criticisms and opinions were adequately presented, but HKG Pao's commentary was perceived as less robust than that of the other two outlets. This suggested that media outlets' editorial perspectives can influence how the public perceives the quality of journalistic assessments during significant events (Gamson & Modigliani, 1989). A scholar suggests that citizens who feel neglected by politics may transfer this impression to the media, affecting their evaluations (Fawzi, 2020).

## 5.2 Summary of Hypothesis Testing and Discussion

Hypothesis 1: Media exposure (IV) and news credibility (MV) of Wen Wei Po significantly influence trust in the news media (DV) of Wen Wei Po

Hypothesis 1.1: Media exposure (IV) of Wen Wei Po significantly influences trust in the news media (DV) of Wen Wei Po

Hypothesis 1.2: News credibility (MV) of Wen Wei Po significantly influences trust in the news media (DV) of Wen Wei Po

The results of Hypothesis 1 indicated media exposure did not significantly predict trust in Wen Wei Po ( $B = 0.052$ ,  $\beta = 0.067$ ,  $p < 0.05$ ) if media exposure to Wen Wei Po was examined. The  $R^2$  for Model 1 is 0.004, meaning that media exposure explains only 0.4% of the variance in trust in Wen Wei Po. This indicated that media exposure alone has no significant effect on trust in Wen Wei Po.



However, in Model 2, when examined media exposure and news credibility, the analysis revealed that media exposure was a significant negative predictor of trust in Wen Wei Po ( $B = -0.113$ ,  $\beta = -0.178$ ,  $p > 0.01$ ). Meanwhile, news credibility has a positive influence on trust in Wen Wei Po but is not statistically significant at the conventional level ( $B = 0.107$ ,  $\beta = 0.137$ ,  $p > 0.05$ ). The  $R^2$  for Model 2 is 0.031, indicating that the inclusion of news credibility improves the model's explanatory power slightly, explaining 3.1% of the variance in trust in Wen Wei Po. This result indicated media exposure to Wen Wei Po was a significant negative predictor of trust as mediated by news credibility as perceived by Hong Kong respondents. However, news credibility is not a significant predictor of Hong Kong respondents' trust of Wen Wei Po. Overall, Hypothesis 1 was partially supported. Hypothesis 1.1 was supported but Hypothesis 1.2 was not supported.

Hypothesis 2: Media exposure (IV) and news credibility (MV) of Orange News significantly influence trust in the news media (DV) of Orange News.

Hypothesis 2.1: Media exposure (IV) of Orange News significantly influences trust in the news media (DV) of Orange News.

Hypothesis 2.2: News credibility (MV) of Orange News significantly influences trust in the news media (DV) of Orange News.

The results of Hypothesis 2 indicated that media exposure to Orange News significantly predicts trust in Orange News ( $B = -0.142$ ,  $\beta = -0.223$ ,  $p < 0.05$ ). The  $R^2$  for Model 1 is 0.045, meaning that media exposure explains 4.5% of the variance in trust in Orange News. This indicated that media exposure has a significant negative effect on trust in Orange News.

In Model 2, when examined media exposure and news credibility, the analysis revealed that media exposure continues to be a significant negative predictor of trust in Orange News ( $B = -0.142$ ,  $\beta = -0.224^*$ ,  $p < 0.01$ ). However, news credibility has no significant impact on trust in Orange News ( $B = -0.008$ ,  $\beta = -0.01$ ,  $p > 0.05$ ). The  $R^2$  for Model 2 is 0.040, indicating that the inclusion of news credibility marginally reduces the explanatory power of the model, explaining 4.0% of the variance in trust in Orange News. This result indicated that media exposure to Orange News was a significant negative predictor of trust, while news credibility does

not have a significant effect on respondents' trust in Orange News. Therefore, Hypothesis 2.1 was supported, but Hypothesis 2.2 was not supported.

Hypothesis 3: Media exposure (IV) and news credibility (MV) of HKG Pao significantly influence trust in the news media (DV) of HKG Pao.

Hypothesis 3.1: Media exposure (IV) of HKG Pao significantly influences trust in the news media (DV) of HKG Pao.

Hypothesis 3.2: News credibility (MV) of HKG Pao significantly influences trust in the news media (DV) of HKG Pao.

The results of Hypothesis 3 indicated that media exposure to HKG Pao significantly predicts trust in HKG Pao ( $B = -0.134$ ,  $\beta = -0.225$ ,  $p < 0.05$ ). The  $R^2$  for Model 1 is 0.050, meaning that media exposure explains 5.0% of the variance in trust in HKG Pao. This indicated that media exposure has a significant negative effect on trust in HKG Pao.

In Model 2, when examined media exposure and news credibility, the analysis revealed that media exposure remains a significant negative predictor of trust in HKG Pao ( $B = -0.147$ ,  $\beta = -0.247^*$ ,  $p < 0.01$ ). However, news credibility has a negative effect on trust in HKG Pao but is not statistically significant at the conventional level ( $B = -0.085$ ,  $\beta = -0.121$ ,  $p > 0.05$ ). The  $R^2$  for Model 2 is 0.065, indicating that the inclusion of news credibility slightly improves the explanatory power of the model, explaining 6.5% of the variance in trust in HKG Pao. This result indicated that media exposure to HKG Pao was a significant negative predictor of trust, but news credibility does not have a statistically significant impact on respondents' trust in HKG Pao. Therefore, Hypothesis 3.1 was supported, but Hypothesis 3.2 was not supported.

Further analysis suggests that the negative effect of media exposure on trust in pro-Beijing media outlets, including Wen Wei Po, Orange News, and HKG Pao, can be linked to the emotions and psychological factors experienced by Hong Kong residents in response to news coverage. Despite the credibility these outlets might have in terms of factual accuracy, the emotional responses provoked by media exposure, particularly anger and fear, have a significant influence on trust. These emotions are common when the media covers sensitive topics, such as protest and issues related to race and ethnicity (Gause et al., 2023). The heightened emotions,

particularly anger and fear, can lead to scepticism and decreased trust in media outlets, including those that are typically perceived as credible. Therefore, while media exposure to these three outlets increases, the emotional reactions to how sensitive topics are portrayed—especially if the coverage is seen as biased or sensationalized—may result in reduced trust across all three media sources. This finding points to the importance of considering emotional responses in understanding the negative relationship between media exposure and trust.

Moreover, the lack of a significant effect of news credibility on trust in these outlets suggested that factors other than perceived objectivity may be more influential in shaping trust. Research has shown that emotions such as hope, anger, and fear play a central role in how individuals engage with news content and shape their trust in media (Ecker et al., 2022). When media coverage, even if credible in terms of accuracy, clashes with an individual's political or emotional stance, scepticism toward the outlet can increase. This emotional resistance could help explain why, despite the perceived credibility of these outlets, trust remains low. The findings across Wen Wei Po, Orange News, and HKG Pao align in demonstrating that the emotional impact of media exposure, rather than the objective accuracy of the news, plays a significant role in shaping public trust.

Additionally, political polarization, a key factor in media trust, may further explain the negative relationship between media exposure and trust in these outlets. Research shows that political polarization influences news consumption patterns, with individuals from opposing political ideologies tending to distrust media outlets that are aligned with the opposing side (Mitchell, Gottfried, Barthel & Shearer, 2014). In the context of Hong Kong, political polarization likely manifests in differing levels of trust in media outlets associated with pro-Beijing views, such as Wen Wei Po, Orange News, and HKG Pao. This polarization, exacerbated by social media platforms, which amplify opposing viewpoints (Arguedas et al., 2022), may lead to a growing scepticism toward these media outlets, further undermining trust despite their credibility in terms of reporting accuracy. The consistent results across all three media outlets support the argument that political polarization and emotional responses collectively shape the negative relationship between media exposure and trust pro-Beijing media outlets.

### 5.3 Conclusion of the Research

This study aimed to explore the impact of media exposure and news credibility on the trust of new media of Pro-Beijing media outlets among Hong Kong residents, specifically focusing on the 2019 Hong Kong protest. Through data analysis, this study supported the research hypotheses. The results of the study, involving 200 Hong Kong residents, indicated that 29.00% were male ( $n = 58$ ), 25.00% were female ( $n = 50$ ), 23.50% identified as LGBTQ ( $n = 47$ ), and 22.50% did not disclose their gender ( $n = 45$ ). In terms of age, 28.00% were under 18 years old ( $n = 56$ ), 22.00% were between 18 and 27 years old ( $n = 44$ ), and 25.00% were in the 28–37 and 38–47 age groups ( $n = 50$ ). No respondents were aged 48 or above (0.00%,  $n = 200$ ). Regarding education, 11.50% had completed primary school or below ( $n=23$ ), 14.00% had a middle school education ( $n=28$ ), 40.50% had completed high school or vocational school ( $n = 81$ ), 14.50% had a college or university education ( $n = 29$ ), and 19.50% had a graduate degree or higher ( $n = 39$ ). All respondents reported consuming news from Pro-Beijing media outlets, with different preferences for accessing these outlets, including television, internet, and newspapers.

Based on the findings, a potential pattern was observed regarding the relationship between media exposure, news credibility, and trust in three Pro-Beijing media outlets during the 2019 Hong Kong protest.

Media exposure to all three outlets—Wen Wei Po, Orange News, and HKG Pao—was found to significantly and negatively influence trust in these media. Respondents who were more frequently exposed to these outlets consistently reported lower levels of trust. Surprisingly, however, news credibility did not have a significant impact on trust in these outlets.

This unexpected result may stem from emotional and psychological factors experienced by the audience, such as feelings of hope, anger, or fear. These emotions, especially in the context of politically polarized content, might foster resistance to trusting the media when the coverage contradicts the viewers' personal political beliefs. High emotional engagement with perceived biased content can amplify scepticism, thereby weakening the impact of news credibility on trust.

Furthermore, political polarization likely exacerbates the issue by lowering the perceived credibility of all three Pro-Beijing media outlets. This polarization may lead to reduced trust even among those frequently exposed to their content, highlighting the complex interplay between media exposure, credibility, and trust.

The main conceptual framework of this paper posited that media exposure and news credibility are key factors influencing the trust placed in pro-Beijing media outlets during the 2019 Hong Kong protest. The framework examines how these two variables interact to shape public attitudes towards media trust, with media exposure (Independent Variable, IV) acting as the starting point, affecting perceptions of news credibility (Mediating Variable, MV), which in turn influences trust in the media (Dependent Variable, DV). This study specifically explored the dimensions of media exposure, including frequency and platforms, to assess their impact on the public's perceptions of news credibility, which is defined by the reliability, accuracy, and impartiality of the information provided by pro-Beijing media outlets. Ultimately, the research aims to shed light on how trust in media is not only determined by the content of news coverage but also by the emotional and psychological responses of the audience, especially during times of political unrest. The theoretical framework visually represents these relationships, highlighting the pathways through which media exposure influences news credibility and subsequently impacts trust in pro-Beijing media.

This study highlighted the complexity of the relationship between media exposure, news credibility, and trust in pro-Beijing media outlets during the 2019 Hong Kong protest. For all three targeted pro-Beijing media outlets, media exposure was found to significantly and negatively impact trust, whereas news credibility showed no significant effect. These findings suggested that factors beyond media exposure, such as emotional responses and political affiliations, play a crucial role in shaping trust. This is particularly evident when media content is perceived as biased or misaligned with individuals' personal beliefs, further complicating the dynamics of trust in these outlets. These results align with three key theories discussed in Chapter 2: The Theory of Media Exposure, News Credibility Theory, and Trust in Media.

The Theory of Media Exposure emphasizes how repeated exposure to media content can shape audience perceptions and behaviors (Garramone & Atkin, 1986). In this case, the significant influence of media exposure suggests that frequent encounters with pro-Beijing media reinforced existing perceptions, whether positive or negative. However, cognitive dissonance may cause audiences to distrust media that conflicts with their beliefs (Donsbach, 1991), explaining the negative impact on trust.

The News Credibility Theory highlights the importance of accuracy, fairness, and objectivity in building audience trust (Gaziano & McGrath, 1986). However, the findings show that credibility alone did not significantly influence trust in pro-Beijing outlets during the 2019 Hong Kong protest. This suggested that trust may depend more on perceived political alignment than on traditional measures of credibility.

The Trust in Media theory underscores that audience trust is influenced by broader contextual factors such as political alignment and ideological congruence (Tsfati & Ariely, 2013). During politically sensitive events, like the Hong Kong protest, audiences may prioritize perceived alignment over traditional notions of credibility.

In conclusion, the value of this research lied in showing that media exposure can significantly shape public trust, especially in politically sensitive contexts. It highlights the need for media outlets to address audience perceptions and for policymakers to promote media literacy in polarized environments.

#### **5.4 Limitations of the Study**

While this study provided valuable insights, there are several limitations that should be considered. First, the sample size of 200 Hong Kong residents may not fully capture the diversity of the broader population. Due to time and resource constraints, the study may not represent the views of individuals from all age groups, educational levels, or socio-economic backgrounds. Additionally, since the survey was conducted online, individuals without easy access to the internet or those who are not familiar with digital platforms may be excluded, potentially affecting the sample's representativeness.

Another limitation is the potential selection bias, as the study specifically targets pro-Beijing media outlets. Respondents who already hold strong opinions about these outlets might be more inclined to participate in the survey, which could skew the results and limit the ability to generalize the findings to all Hong Kong residents, particularly those who do not engage with pro-Beijing media.

The political sensitivity of the topic is also a concern. Given the delicate nature of discussing pro-Beijing media in Hong Kong, respondents might be hesitant to provide honest feedback, either due to fear of political repercussions or a desire to conform to social expectations. This could lead to social desirability bias, where respondents may not fully disclose their true opinions about the credibility and trustworthiness of these media outlets.

Additionally, it is important to note that media exposure and news credibility alone may not fully explain the trust in news media. The complex nature of media trust also involves a range of emotional, psychological, and political factors that influence how individuals perceive and engage with the media. Therefore, future research should explore a wider array of factors that affect news trust, such as political polarization, emotional responses (like anger or fear), and social identity. These elements could provide a more comprehensive understanding of the dynamics influencing media trust, especially in politically sensitive contexts like the 2019 Hong Kong protest.

Finally, the focus on only three pro-Beijing media outlets—Wen Wei Po, Orange News, and HKG Pao—limits the scope of the study. While these outlets are significant, they represent just a portion of Hong Kong's media landscape. Other media sources, particularly those not aligned with Beijing, could also play a role in shaping public trust and perceptions of credibility. Therefore, the study's narrow focus on these outlets might not fully capture the broader media influence during the protest.

### **5.5 Recommendations for Future Application**

Given the findings of this study, there are several practical recommendations for media practitioners and policymakers, particularly in the context of pro-government media. While media exposure and perceived credibility play significant roles in shaping public trust in the media, these factors alone are not absolute determinants of trust. For pro-government media outlets, simply improving the credibility of their reporting or increasing media exposure may not suffice in fostering long-term trust. It is essential for the government to approach the issue from a broader perspective, focusing on strengthening democratic principles, respecting public opinion, and ensuring accountability. By addressing the public's concerns regarding government transparency and responsiveness, the trust in media outlets can be enhanced more effectively.

For policymakers, it is crucial to acknowledge that the public's trust in media is deeply linked to the broader political environment. Promoting media literacy and critical thinking is important, but the government must also ensure that it operates within a framework that upholds democratic values, maintains open communication with citizens, and addresses their needs. Only through such efforts can the government foster an environment where media outlets, whether pro-government or otherwise, can earn and sustain the trust of the public.

### **5.6 Recommendations for Future Research**

For future research, several avenues remain unexplored that could provide a deeper understanding of media exposure, news credibility, and the emotional and psychological factors that impact trust in media outlets. One crucial direction is to expand the scope of the study to include additional variables, such as emotional responses (e.g., anger, fear, or hope) and political polarization, which may significantly influence trust in news sources. These emotional and psychological factors can shape individuals' perceptions of media credibility and, in turn, affect their trust in media outlets. Exploring these dynamics could offer a more nuanced understanding of how media exposure and emotional reactions together impact trust.



Another important area for future research is to broaden the media focus beyond pro-Beijing media outlets and include a range of media from both opposing political sides. This would allow for a more comprehensive examination of how media exposure and emotional responses affect trust across the political spectrum in Hong Kong, especially considering the polarized nature of the media environment during the protest.

In addition, conducting a longitudinal study could shed light on how the relationship between media exposure, news credibility, and trust evolves over time, particularly in response to significant political events. A longitudinal approach would enable researchers to track shifts in public perceptions, revealing how emotional responses to media coverage change and influence trust over the course of political shifts and media landscape transformations.

Furthermore, incorporating diverse methodological approaches, such as qualitative interviews or content analysis of media reports, could help uncover the specific factors that shape trust in news outlets. These approaches would allow for a deeper exploration of how the content, framing, and emotional undertones in media coverage affect trust, particularly in the context of emotionally charged political events.

Finally, given the growing role of social media in shaping public opinion, future studies could investigate how social media interactions and user-generated content influence trust in traditional media outlets. Understanding how online discourse and emotional engagement on social platforms affect individuals' trust in established media could offer valuable insights into the modern dynamics of media influence and credibility.

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## Questionnaires of the Survey

### **The Impact of Media Exposure and News Credibility on the Trust of New Media of Pro-Beijing Media Outlets among Hong Kong Residents: A Study of 2019 Hong Kong Protest**

Dear Respondents,

This survey is a partial requirement for the Master of Communication Arts Program in Global Communication, Bangkok University, THAILAND. The objective of the research is to examine the influence of media exposure and news credibility of Pro-Beijing media on Hong Kong protest on the trust of news media of Pro-Beijing media outlets, including Wen Wei Po, Orange News, and HKG Pao as perceived by Hong Kong residents of news media exposure and news credibility revised theoretical framework since you cannot find the scale to measure. Your responses will remain anonymous and will be treated confidentially. Please choose the answer that best represents your opinion. The survey is divided into the following 4 parts:

Part I: Demographic profile of respondents

Part II: Media exposure of Pro-Beijing Media

Part III: news credibility of Pro-Beijing Media Outlets, including Wen Wei Po, Orange News, and HKG Pao

Part IV: Trust of New Media of Pro-Beijing Media Outlets, including Wen Wei Po, Orange News, and HKG Pao

Many thanks in advance for all your great support!

Sincerely,

Mr. Xinyi Chen

Master's degree student, Bangkok University, Thailand



## Questions

### Section 1: Demographic factors

**Instructions:** Following each question, a set of answers will be provided with checkboxes. Please select the most relevant answer by ticking (✓) the checkbox next to your chosen answer.

1.1 Were you living in Hong Kong during the 2019 protest?

1. Yes
2. No

1.2 Do you regularly consume news from Pro-Beijing media outlets such as Wen Wei Po, Orange News, or HKG Pao? (If you answer "No," please stop here.)

1. Yes
2. No

1.3 Your Gender:

1. Male
2. Female
3. LGBTQ
4. Confidential

1.4 Your Age:

1. Under 18 Years Old
2. 18–27
3. 28–37
4. 38–47
5. 48–57
6. 58 and Above

1.5 Your Educational Level:

1. Primary School or Below
2. Middle School
3. High School/ Vocational School
4. College/ University
5. Graduate Degree or Above

### 1.6 Channels through which you Typically Access the Following Pro-Beijing Media Outlets

	Television	Internet	Newspapers/ Magazines	Others (please specify)
	4	3	2	1
1. Wen Wei Po				
2. Orange News				
3. HKG Pao				

### Section 2: Frequency of Media Exposure to Pro-Beijing Media Outlets

**Instructions:** Please indicate how frequently you are exposed to their news content through different social media for the following Pro-Beijing media outlets, including Wen Wei Po, Orange News, and HKG Pao). Choose the answer arranging from 5-Most frequently, 4-Frequently, 3-Sometimes, 2-Rarely, and 1-Never.

#### 2.1 Frequency of Media Exposure to Wen Wei Po

	5	4	3	2	1
1. Facebook					
2. Instagram					
3. Weibo					
4. YouTube					
3. Official Website					

## 2.2 Frequency of Media Exposure to Orange News

	5	4	3	2	1
1. Facebook					
2. Instagram					
3. Weibo					
4. YouTube					
3. Official Website					

## 2.3 Frequency of Media Exposure to HKG Pao

	5	4	3	2	1
1. Facebook					
2. Instagram					
3. Weibo					
4. YouTube					
3. Official Website					

### Section 3: News Credibility

**Instructions:** Please express your perception of the extent of the news credibility of Pro-Beijing media outlets, including *Wen Wei Po*, *Orange News*, and *HKG Pao*, on their news coverage of the 2019 Hong Kong Protest. For each media outlet, circle the number between each pair (of words/phrases and opposite meaning) that best represents how you perceive the news credibility of the news coverage using the following levels:

1-Extremely negative, 2-Strongly negative feeling, 3-Negative feeling, 4-Positive feeling, or 5 –Strongly Positive feeling.

#### 3.1 Wen Wei Po

Positive Statement	1	2	3	4	5	Negative Statement
Is fair	1.	1.	1.	1.	1.	Is unfair
Is unbiased	1.	1.	1.	1.	1.	Is biased
Tells the whole story	1.	1.	1.	1.	1.	Doesn't tell the whole story
Is accurate	1.	1.	1.	1.	1.	Is inaccurate
Respects people's privacy	1.	1.	1.	1.	1.	Invades people's privacy
Watches after the readers' interests	1.	1.	1.	1.	1.	Does not watch after the readers' interests
Is concerned about the community's well-being	1.	1.	1.	1.	1.	Is not concerned about the community's well-being
Separates fact and opinion	1.	1.	1.	1.	1.	Does not separate fact and opinion
Can be trusted	1.	1.	1.	1.	1.	Cannot be trusted
Is concerned about the public interest	1.	1.	1.	1.	1.	Is only concerned about making profits

Positive Statement	1	2	3	4	5	Negative Statement
Is factual	1.	1.	1.	1.	1.	Is opinionated
Has well-trained reporters	1.	1.	1.	1.	1.	Has poorly-trained reporters

### 3.2 Orange News

Positive Statement	1	2	3	4	5	Negative Statement
Is fair	1.	1.	1.	1.	1.	Is unfair
Is unbiased	1.	1.	1.	1.	1.	Is biased
Tells the whole story	1.	1.	1.	1.	1.	Doesn't tell the whole story
Is accurate	1.	1.	1.	1.	1.	Is inaccurate
Respects people's privacy	1.	1.	1.	1.	1.	Invades people's privacy
Watches after the readers' interests	1.	1.	1.	1.	1.	Does not watch after the readers' interests
Is concerned about the community's well-being	1.	1.	1.	1.	1.	Is not concerned about the community's well-being
Separates fact and opinion	1.	1.	1.	1.	1.	Does not separate fact and opinion
Can be trusted	1.	1.	1.	1.	1.	Cannot be trusted
Is concerned about the public interest	1.	1.	1.	1.	1.	Is only concerned about making profits
Is factual	1.	1.	1.	1.	1.	Is opinionated
Has well-trained reporters	1.	1.	1.	1.	1.	Has poorly-trained reporters

## 3.3 HKG Pao

Positive Statement	1	2	3	4	5	Negative Statement
Is fair	2.	3.	4.	5.	6.	Is unfair
Is unbiased	7.	8.	9.	10.	11.	Is biased
Tells the whole story	12.	13.	14.	15.	16.	Doesn't tell the whole story
Is accurate	17.	18.	19.	20.	21.	Is inaccurate
Respects people's privacy	22.	23.	24.	25.	26.	Invades people's privacy
Watches after the readers' interests	27.	28.	29.	30.	31.	Does not watch after the readers' interests
Is concerned about the community's well-being	32.	33.	34.	35.	36.	Is not concerned about the community's well-being
Separates fact and opinion	37.	38.	39.	40.	41.	Does not separate fact and opinion
Can be trusted	42.	43.	44.	45.	46.	Cannot be trusted
Is concerned about the public interest	47.	48.	49.	50.	51.	Is only concerned about making profits
Is factual	52.	53.	54.	55.	56.	Is opinionated
Has well-trained reporters	57.	58.	59.	60.	61.	Has poorly-trained reporters

#### Section 4: Trust of News Media of Pro-Beijing Media Outlets including Wen Wei Po, Orange News, and HKG Pao

**Instruction:** Please express your trust in the news reporting of all Pro-Beijing media outlets, including Wen Wei Po, Orange News, and HKG Pao. The survey will examine your trust on the four main dimensions of their news coverage, including Selectivity of Topics, Selectivity of Facts, Accuracy of Depictions, and Journalistic Assessment, arranging from

5-Strongly agree, 4-Agree, 3- Neutral, 2-Disagree, or 1-Strongly disagree.

##### 4.1 Trust of News Media of Wen Wei Po

1. Selectivity of Topic	5	4	3	2	1
1.1 The topic of 2019 Hong Kong protest receive necessary attention	1.	1.	1.	1.	1.
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.	1.	1.	1.	1.	1.
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.	1.	1.	1.	1.	1.
1.4 The topic of 2019 is covered on the daily basis.	1.	1.	1.	1.	1.
2. Selectivity of Facts	5	4	3	2	1
2.1 The essential points are included.	1.	1.	1.	1.	1.
2.2 The focus is on important facts.	1.	1.	1.	1.	1.

2. Selectivity of Facts	5	4	3	2	1
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.	1.	1.	1.	1.	1.
2.4 Reporting includes different points of view.	1.	1.	1.	1.	1.
3. Accuracy of Depiction	5	4	3	2	1
3.1 The information in a report would be verifiable if examined.	1.	1.	1.	1.	1.
3.2 The reported information is true.	1.	1.	1.	1.	1.
3.3 The reports recount the facts truthfully.	1.	1.	1.	1.	1.
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.	1.	1.	1.	1.	1.
4. Journalistic Assessment	5	4	3	2	1
4.1 Criticism is expressed in an adequate manner.	1.	1.	1.	1.	1.
4.2 The journalists' opinions are well-founded.	1.	1.	1.	1.	1.
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.	1.	1.	1.	1.	1.
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.	1.	1.	1.	1.	1.



## 4.2 Trust of News Media of Orange News

1. Selectivity of Topic	5	4	3	2	1
1.1 The topic of 2019 Hong Kong protest receive necessary attention	1.	1.	1.	1.	1.
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.	1.	1.	1.	1.	1.
1.3 The frequency with which 2019 Hong Kong protest is covered with adequate.	1.	1.	1.	1.	1.
1.4 The topic of 2019 is covered on the daily basis.	1.	1.	1.	1.	1.
2. Selectivity of Facts	5	4	3	2	1
2.1 The essential points are included.	1.	1.	1.	1.	1.
2.2 The focus is on important facts.	1.	1.	1.	1.	1.
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.	1.	1.	1.	1.	1.
2.4 Reporting includes different points of view.	1.	1.	1.	1.	1.
3. Accuracy of Depiction	5	4	3	2	1
3.1 The information in a report would be verifiable if examined.	1.	1.	1.	1.	1.
3.2 The reported information is true.	1.	1.	1.	1.	1.

3.3 The reports recount the facts truthfully.	1.	1.	1.	1.	1.
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.	1.	1.	1.	1.	1.
4. Journalistic Assessment	5	4	3	2	1
4.1 Criticism is expressed in an adequate manner.	1.	1.	1.	1.	1.
4.2 The journalists' opinions are well-founded.	1.	1.	1.	1.	1.
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.	1.	1.	1.	1.	1.
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.	1.	1.	1.	1.	1.

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#### 4.3 Trust of News Media of HKG Pao

1. Selectivity of Topic	5	4	3	2	1
1.1 The topic of 2019 Hong Kong protest receive necessary attention	1.	1.	1.	1.	1.
1.2 The topic of 2019 Hong Kong protest is assigned in adequate status.	1.	1.	1.	1.	1.
1.3 The frequency with which 2019 Hong Kong protest is covered with	1.	1.	1.	1.	1.

adequate.					
1.4 The topic of 2019 is covered on the daily basis.	1.	1.	1.	1.	1.
2. Selectivity of Facts	5	4	3	2	1
2.1 The essential points are included.	1.	1.	1.	1.	1.
2.2 The focus is on important facts.	1.	1.	1.	1.	1.
2.3 All important information regarding the topic of the 2019 Hong Kong protest is provided.	1.	1.	1.	1.	1.
2.4 Reporting includes different points of view.	1.	1.	1.	1.	1.
3. Accuracy of Depiction	5	4	3	2	1
3.1 The information in a report would be verifiable if examined.	1.	1.	1.	1.	1.
3.2 The reported information is true.	1.	1.	1.	1.	1.
3.3 The reports recount the facts truthfully.	1.	1.	1.	1.	1.
3.4 The facts that I receive regarding the 2019 Hong Kong protest are correct.	1.	1.	1.	1.	1.

4. Journalistic Assessment	5	4	3	2	1
4.1 Criticism is expressed in an adequate manner.	1.	1.	1.	1.	1.
4.2 The journalists' opinions are well-founded.	1.	1.	1.	1.	1.
4.3 The commentary regarding the 2019 Hong Kong protest consists of well-reflected conclusions.	1.	1.	1.	1.	1.
4.4 I feel that the journalistic assessments regarding the topic of the 2019 Hong Kong protest are useful.	1.	1.	1.	1.	1.

\*\* Thank you for your genuine cooperation in answering this survey! \*\*

## 問卷調查

**標題：媒介接觸及新聞可信度對香港居民對親北京媒體新媒介信任的影響：  
2019 年香港抗議的研究**

親愛的受訪者：

這項調查係曼谷大學全球傳播碩士課程嘅一部分要求。研究目的是檢視媒體接觸與親北京媒體報導嘅新聞可信度對香港抗議活動中，香港居民對親北京媒體（包括《文匯報》、《橙新聞》和《HKG 報》）新聞媒體信任嘅影響，並修訂理論框架以測量相關變數。您嘅回應將保持匿名，並會被保密處理。請選擇最能代表您意見嘅答案。調查分為以下四個部分：

第一部分：受訪者嘅人口統計資料

第二部分：親北京媒體嘅媒體接觸

第三部分：對親北京媒體(包括《文匯報》、《橙新聞》和《HKG 報》)嘅新聞可信度嘅看法

第四部分：對親北京媒體(包括《文匯報》、《橙新聞》和《HKG 報》)嘅新聞媒體嘅信任

非常感謝您提前提供嘅支持！

誠摯嘅

陳鑫溢

泰國曼谷大學碩士研究生

## 問題

### 第一部分：人口統計因素

**指示：**每個問題後會提供一組選擇，請透過喺你選擇嘅答案旁邊打勾（✓）來選擇最相關嘅答案。

1.1 你喺 2019 年抗議期間住喺香港嗎？

1. 係
2. 唔係

1.2 你定期接觸親北京媒體，例如《文匯報》、《橙新聞》或者《HKG 報》嗎？  
(如果你答「唔係」，請喺呢度停止。)

1. 係
2. 唔係

1.3 你嘅性別：

1. 男
2. 女
3. LGBTQ
4. 保密

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**UNIVERSITY**  
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1.4 你嘅年齡：

1. 18 歲以下
2. 18-27 歲
3. 28-37 歲
4. 38-47 歲
5. 48-57 歲
6. 58 歲及以上

## 1.5 你嘅教育程度：

1. 小學或以下
2. 中學
3. 高中/職業學校
4. 大專/大學
5. 碩士學位或以上

## 1.6 你通常通過以下渠道接觸親北京媒體的方式

	電視 4	互聯網 3	報紙/雜誌 2	其他(請具體說明) 1
1. 《文匯報》				
2. 《橙新聞》				
3. 《HKG 報》				

## 第二部分：接觸親北京媒體的頻率

指示：請指出您通過不同社交媒體接觸以下親北京媒體(包括《文匯報》、《橙新聞》及《HKG 報》)的新聞內容的頻率。請選擇答案，由 5-最頻繁、4-經常、3-有時、2-偶爾，到 1-從來冇。

## 2.1 《文匯報》的接觸頻率

	5	4	3	2	1
1. 臉書					
2. Instagram					
3. 微博					
4. YouTube					
3. 官方網站					

## 2.2 《橙新聞》的接觸頻率

	5	4	3	2	1
1. 臉書					
2. Instagram					
3. 微博					
4. YouTube					
3. 官方網站					

## 2.3 《HKG 報》的接觸頻率

	5	4	3	2	1
1. 臉書					
2. Instagram					
3. 微博					
4. YouTube					
3. 官方網站					



### 第三部分：新聞可信度

指示：請表達你對親北京媒體(包括《文匯報》、《橙新聞》和《HKG報》) 喺 2019 年香港抗議報導上新聞可信度嘅看法。對於每個媒體，圈出每對(詞語/短語及其相反意義) 之間嘅數字，最能代表你對該新聞報導可信度嘅感受，使用以下級別：1-極度負面，2-強烈負面感受，3-負面感受，4-正面感受，或者 5-強烈正面感受。

#### 3.1 《文匯報》

正面陳述	1	2	3	4	5	負面陳述
係公平	1.	1.	1.	1.	1.	係不公平
係無偏見	1.	1.	1.	1.	1.	係有偏見
講出全貌	1.	1.	1.	1.	1.	冇講出全貌
係準確	1.	1.	1.	1.	1.	係不準確
尊重人嘅私隱	1.	1.	1.	1.	1.	侵害人嘅私隱
顧及讀者嘅利益	1.	1.	1.	1.	1.	唔顧讀者嘅利益
關心社區嘅福祉	1.	1.	1.	1.	1.	唔關心社區嘅福祉
區分事實同意見	1.	1.	1.	1.	1.	唔區分事實同意見
可以信任	1.	1.	1.	1.	1.	唔可以信任
關心公共利益	1.	1.	1.	1.	1.	只顧賺錢
係事實	1.	1.	1.	1.	1.	係意見
有受過良好訓練的記者	1.	1.	1.	1.	1.	有受過差劣訓練的記者

## 3.2 《橙新聞》

正面陳述	1	2	3	4	5	負面陳述
係公平	1.	1.	1.	1.	1.	係不公平
係無偏見	1.	1.	1.	1.	1.	係有偏見
講出全貌	1.	1.	1.	1.	1.	冇講出全貌
係準確	1.	1.	1.	1.	1.	係不準確
尊重人哋嘅私隱	1.	1.	1.	1.	1.	侵害人哋嘅私隱
顧及讀者嘅利益	1.	1.	1.	1.	1.	唔顧讀者嘅利益
關心社區嘅福祉	1.	1.	1.	1.	1.	唔關心社區嘅福祉
區分事實同意見	1.	1.	1.	1.	1.	唔區分事實同意見
可以信任	1.	1.	1.	1.	1.	唔可以信任
關心公共利益	1.	1.	1.	1.	1.	只顧賺錢
係事實	1.	1.	1.	1.	1.	係意見
有受過良好訓練的記者	1.	1.	1.	1.	1.	有受過差劣訓練的記者

## 3.3 《HKG 報》

正面陳述	1	2	3	4	5	負面陳述
係公平	1.	1.	1.	1.	1.	係不公平
係無偏見	1.	1.	1.	1.	1.	係有偏見
講出全貌	1.	1.	1.	1.	1.	冇講出全貌
係準確	1.	1.	1.	1.	1.	係不準確
尊重人哋嘅私隱	1.	1.	1.	1.	1.	侵害人哋嘅私隱
顧及讀者嘅利益	1.	1.	1.	1.	1.	唔顧讀者嘅利益
關心社區嘅福祉	1.	1.	1.	1.	1.	唔關心社區嘅福祉

正面陳述	1	2	3	4	5	負面陳述
區分事實同意見	1.	1.	1.	1.	1.	唔區分事實同意見
可以信任	1.	1.	1.	1.	1.	唔可以信任
關心公共利益	1.	1.	1.	1.	1.	只顧賺錢
係事實	1.	1.	1.	1.	1.	係意見
有受過良好訓練的記者	1.	1.	1.	1.	1.	有受過差劣訓練的記者

#### 第四部分：對親北京媒體(包括《文匯報》、《橙新聞》和《HKG報》)的新聞媒體信任

**指示：**請表達你對所有親北京媒體(包括《文匯報》、《橙新聞》和《HKG報》)新聞報導的信任。這項調查將檢視你對他們新聞報導四個主要維度的信任，包括主題選擇、事實選擇、描述準確性和新聞評估，請選擇答案，由5-非常同意、4-同意、3-中立、2-不同意，或者1-非常不同意。

##### 4.1 對《文匯報》新聞媒體的信任

1. 主題選擇性	5	4	3	2	1
1.1 2019年香港抗議的主題獲得必要的關注	1.	1.	1.	1.	1.
1.2 2019年香港抗議的主題被賦予了適當的地位。	1.	1.	1.	1.	1.
1.3 2019年香港抗議的報導頻率是足夠的。	1.	1.	1.	1.	1.
1.4 2019年的主題每天都有報導。	1.	1.	1.	1.	1.

2. 事實選擇性	5	4	3	2	1
2.1 重要要點都有包括。	1.	1.	1.	1.	1.
2.2 重點放在重要事實上。	1.	1.	1.	1.	1.
2.3 提供了有關 2019 年香港抗議的所有重要信息。	1.	1.	1.	1.	1.
2.4 報導包括不同的觀點。	1.	1.	1.	1.	1.
3. 描述準確性	5	4	3	2	1
3.1 報告中的信息經過審查後是可以驗證的。	1.	1.	1.	1.	1.
3.2 報導的信息是真實的。	1.	1.	1.	1.	1.
3.3 報告如實地敘述了事實。	1.	1.	1.	1.	1.
3.4 我收到的有關 2019 年香港抗議的事實是正確的。	1.	1.	1.	1.	1.
4. 新聞評估	5	4	3	2	1
4.1 批評以適當的方式表達。	1.	1.	1.	1.	1.
4.2 記者的觀點是有根據的。	1.	1.	1.	1.	1.

4. 新聞評估	5	4	3	2	1
4.3 有關 2019 年香港抗議的評論包括了經過深思熟慮的結論。	1.	1.	1.	1.	1.
4.4 我覺得對 2019 年香港抗議的新聞評估是有用的。	1.	1.	1.	1.	1.

#### 4.2 對《橙新聞》新聞媒體的信任

1. 主題選擇性	5	4	3	2	1
1.1 2019 年香港抗議的主題獲得必要的關注	1.	1.	1.	1.	1.
1.2 2019 年香港抗議的主題被賦予了適當的地位。	1.	1.	1.	1.	1.
1.3 2019 年香港抗議的報導頻率是足夠的。	1.	1.	1.	1.	1.
1.4 2019 年的主題每天都有報導。	1.	1.	1.	1.	1.
2. 事實選擇性	5	4	3	2	1
2.1 重要要點都有包括。	1.	1.	1.	1.	1.
2.2 重點放在重要事實上。	1.	1.	1.	1.	1.
2.3 提供了有關 2019 年香港抗議的所有重要信息。	1.	1.	1.	1.	1.
2.4 報導包括不同的觀點。	1.	1.	1.	1.	1.

3. 描述準確性	5	4	3	2	1
3.1 報告中的信息經過審查後是可以驗證的。	1.	1.	1.	1.	1.
3.2 報導的信息是真實的。	1.	1.	1.	1.	1.
3.3 報告如實地敘述了事實。	1.	1.	1.	1.	1.
3.4 我收到的有關 2019 年香港抗議的事實是正確的。	1.	1.	1.	1.	1.
4. 新聞評估	5	4	3	2	1
4.1 批評以適當的方式表達。	1.	1.	1.	1.	1.
4.2 記者的觀點是有根據的。	1.	1.	1.	1.	1.
4.3 有關 2019 年香港抗議的評論包括了經過深思熟慮的結論。	1.	1.	1.	1.	1.
4.4 我覺得對 2019 年香港抗議的新聞評估是有用的。	1.	1.	1.	1.	1.

## 4.3 對《HKG 報》新聞媒體的信任

1. 主題選擇性	5	4	3	2	1
1.1 2019 年香港抗議的主題獲得必要的關注	1.	1.	1.	1.	1.
1.2 2019 年香港抗議的主題被賦予了適當的地位。	1.	1.	1.	1.	1.
1.3 2019 年香港抗議的報導頻率是足夠的。	1.	1.	1.	1.	1.
1.4 2019 年的主題每天都有報導。	1.	1.	1.	1.	1.
2. 事實選擇性	5	4	3	2	1
2.1 重要要點都有包括。	1.	1.	1.	1.	1.
2.2 重點放在重要事實上。	1.	1.	1.	1.	1.
2.3 提供了有關 2019 年香港抗議的所有重要信息。	1.	1.	1.	1.	1.
2.4 報導包括不同的觀點。	1.	1.	1.	1.	1.

3. 描述準確性	5	4	3	2	1
3.1 報告中的信息經過審查後是可以驗證的。	1.	1.	1.	1.	1.
3.2 報導的信息是真實的。	1.	1.	1.	1.	1.
3.3 報告如實地敘述了事實。	1.	1.	1.	1.	1.
3.4 我收到的有關 2019 年香港抗議的事實是正確的。	1.	1.	1.	1.	1.
4. 新聞評估	5	4	3	2	1
4.1 批評以適當的方式表達。	1.	1.	1.	1.	1.
4.2 記者的觀點是有根據的。	1.	1.	1.	1.	1.
4.3 有關 2019 年香港抗議的評論包括了經過深思熟慮的結論。	1.	1.	1.	1.	1.
4.4 我覺得對 2019 年香港抗議的新聞評估是有用的。	1.	1.	1.	1.	1.

多謝你真誠地參與這次調查!

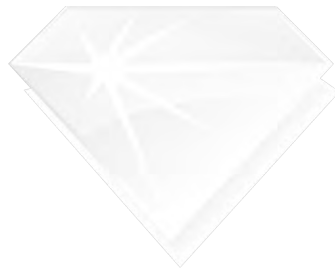


**BIODATA**

**Name-Surname:** Xinyi Chen

**Email:** xinyi.chen@bumail.net

**Educational Background:** Master of Communication Arts  
(in Global Communication),  
Bangkok University



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY