Television – Social Network Sites Multiplatform Identity Credibility: A Bibliographic Analysis

By

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Abstract

Since its inception, social network sites (SNS) have been on a mission to conquer the world of media. It surpassed the television in global annual advertising spending in 2017. Hence, the rivalry between the two media outlets is unsurprising. In this struggle, credibility is one of the most crucial advantages for television, which is the government's official information source, along with the high quality of professional journalists, as opposed to SNS, which is well-known as a source that guarantees drama, insult, and fake news. Employing the previous research data extracted from the Scopus database, a bibliographic analysis is performed using Vosviewer software to create a comprehensive yet systematic overview of the topic "Media credibility of a multiplatform identity cantered on television and SNS". The results include a synopsis of the complicated history of the specified topic from 1959 to 2021; an analysis of the future research directions in the areas of internet source credibility, media credibility, and its use in the Covid-19 epidemic; an overview of fifteen core papers that separated into four clusters, including source credibility, traditional media credibility, traditional and web-based media credibility, the conflation of source and medium credibility for the online information. The research gap was then refined by rechecking 82 papers in the field.

Keywords: television, social media, Social network site, credibility, multiplatform identity

Introduction

Media are the agents of change, which change themselves, continuously evolve through time. In the viewpoint of the media evolution researchers, the new media are the consequence of the processes of invention and "social institutionalizing". By that opinion, a medium was first invented, taking its first function to improve its predecessor. Then, it would be innovated, taking the second function and emerge as a new medium (Stöber, 2004).

From the perspective of media evolution theory, the new media were born to replace their predecessors (McIntyre, 2014). When the functions of two or more media types overlap, a rivalry ensues, which initiates the displacement process (Ramirez Jr et al., 2008). However, this theory does not explain the reality that many types of media exist simultaneously. Traditional media as newspapers, television, and new media as social network sites (SNS) and news websites, despite their struggle, are co-existing. None of them are replacing totally.

From another standpoint, the Complementary Theory suggests that the new media complement their predecessor instead of replacing them. Guido and Bernt (2000) suggested an information seeker model, in which readers use the internet to supplement the information they

read in newspapers, and vice versa. Besides, Stefanone et al. (2010) noticed a consistent relationship between reality television watching and SNS reliance.

However, the introduction of social media in the form of CompuServe in 1969, followed by the advent of "Six Degrees," the first SNS in 1997, and eventually the ascent of Facebook in 2004, changed the complexion of the media market, particularly for traditional media. Having many advantages compared to the traditional media like newspapers and television, the SNS soon took over the advertising market (Boyd & Ellison, 2007). The year 2017 is the cornerstone for this relationship; the annual Global digital advertising spending reached 208.82 billion U.S Dollars and surpassed the annual Global television advertising spending, reaching 178.48 U.S. Dollars (Kafka & Molla, 2017). In Viet Nam, television and social media rivalry is a well-known fact (Huynh et al., 2020; Van et al., 2020; Vo & Pham). However, the directive number 01/CT-BTTT of the Vietnam Ministry of Information and Communications to navigate the direction of the television field is to reach 80% of the household with access to the basic television channels via the internet; demonstrating a general trend of television in Viet Nam, digitalize to co-exist with social media.

In this case, the Media Theory of Niche may be useful; television should specialize and complement SNS, and vice versa (Mcintyre, 2014). The television advantage is its credibility, being the government's official source of information (Miller & Kurpius, 2010), with trained journalists (Gaziano & McGrath, 1986). Past research has also confirmed the relationship between media credibility and its use (Johnson & Kaye, 1998). This study utilized the Vosviewer software to analyse papers from the Scopus database on the subject of a television – SNS multiplatform identity credibility, building a systematic review, forging the path to analyze the possibility of an effective eco-system, where traditional media as television co-exist with the new media as SNS.

Literature Review

The News

The topic "What is news?" has been questioned often in the journalist field; the answer is difficult to write or even recode by news practitioners. It is something that journalists "will recognize when they see it". However, this type of explanation is somewhat lacking in science (Tony & O'Neill, 2001). Hence, many studies have been proceeded to define the concept; Galtung and Ruge (1965) investigated the relationship between "Events" and how they become "News". The answer for the short question yielded a lengthy list of 12 conditions, which included frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, reference to elite nation, reference to elite people, reference to persons, reference to something negative. The event's newsworthiness is assessed by the number of criteria it satisfies. Tony and O'Neill (2001) explored many news values unrelated to the events and re-defined the criteria consisting of the power elite, celebrity, entertainment, surprise, bad news, good news, magnitude, relevance, follow-up, news organization's agenda. The list was then expanded by Harcup and O'Neill (2017), adding exclusivity, conflict, audio-visual, shareability, and drama.

Through time, various media types are used to transmit the news to customers (Darnton, 2014) as newspapers (Berelson, 1949), television (Carter & Greenberg, 1965), online television (Johnson & Kaye, 2000), political blogs (Johnson & Kaye, 2004), online newspapers (Yoo, 2011), SNS (Johnson & Kaye, 2015), and recently the news apps (Kaye & Johnson,

2020). On the receiver's side, the desire for knowledge is always a strong motivator for selecting the.

The Uses and Gratification theory

From the year 1940, various research has been conducted to explore the gratification that the media users seek to satisfy their needs. Katz, Blumler, and Gurevitch (1973) has summarized and defined the Uses and Gratifications theory, ultimately proposed:

"The social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure, result in need gratifications and other consequences, perhaps mostly unintended ones".

The result of this statement is clear; it encourages the researcher to explore the motivations that the media users already have; by knowing what they want, the media producer can make the content that fits their needs. The first four motivations categories were proposed by Applbaum and Anatol (1972) are Diversion, Personal relationships, Personal identity, and surveillance. Over 81 years, many motivations have been found to explain why people relied on various types of media such as newspapers (Berelson, 1949), news websites (Yoo, 2011), television (Rubin, 1983), and recently, the SNS (Kaye & Johnson, 2017) (Joinson, 2008; Kaye &).

It can be recognized that the information motivation is the one in common for all the media listed below; it is called "interpreting affairs" for newspaper readers, "information seeking" for news website readers, "information" for the television audience, and "improve social knowledge", "information" for the SNS users. This overlap is very usual in the field of research

Media credibility

Media credibility is a crucial factor in the field of research, for its close relationship with media motivation and media reliance that one can predict the other (Johnson & Kaye, 2010; Johnson & Kaye, 2004, 2015; Kim & Johnson, 2009; Wanta & Hu, 1994). As stated by Johnson and Kaye (1998), the customers only choose the media that they perceive as credible.

Media credibility is a sophisticated and multidimensional concept; scholars regularly focus on its two dimensions: source credibility and medium credibility; though noting the importance to distinguish these two concepts (Newhagen & Nass, 1988), the line between them is thin (Kiousis, 2001).

Source credibility

On the subject of source credibility, from the point Hovland and Weiss (1951) explained its impact on persuasion, researchers proceed to investigate the speaker's characteristics and how it affects attitude change in an interpersonal context (Hovland & Weiss, 1951; Park & Lin, 2020). Newhagen and Nass (1988) remarked an ambiguous state of no distinction in the definition of information source; it could be an individual, group, organization, or even a media channel, causing confusion.

At the same time, many studies have explored the measure for source credibility, which varies depending on the study (Berlo, Lemert, & Mertz, 1969; McCroskey, 1966). The individual source credibility for McCroskey, Holdridge, and Toomb (1974); Seiter et al. (2010) comprises 5-dimensions: character, sociability, competence, composure, extroversion. According to Ohanian (1990), it is attractiveness, trustworthiness, and expertise. Moving on to

organization source credibility, Vanden Bergh, Soley, and Reid (1981) proposed seven factors of organization source credibility, which consist of friendliness, prestige, trustworthiness, competence, competitiveness, progressive, and familiarity. It is observed that many dimensions of the individual source credibility are also consistent in organization source credibility research (Metzger et al., 2003).

Medium credibility

On the other side, medium credibility researchers focus on the channel which transmitted the news as newspaper, radio, television (Abel & Wirth, 1977; Westley & Severin, 1964), political blogs (Johnson & Kaye, 2004), online news source (Kim & Johnson, 2009), SNS (Kaye & Johnson, 2017). However, it is known that medium credibility was founded based on source credibility studies and newspaper reporting accuracy research (Gaziano & McGrath, 1986)

At first, medium credibility was defined by accuracy and truthfulness (Westley & Severin, 1964). Since then, many efforts have been spent defining and measuring the concept of medium credibility. McCroskey and Jenson (1975) performed factor analysis on many factors that are inherited from source credibility, ultimately suggesting the five dimensions scale for medium credibility, including competency, character, sociability, composure, and extroversion. Edelstein (1978) argued on the inappropriateness of using the source credibility items, which developed from interpersonal setting in mass communication research and further proposed to separate these two concepts. Lee (1978) proposed measuring the medium credibility based on the audiences/readers' perception while proceeding with the factor analysis on 98 items inherited from previous studies of source and media credibility combined with customer-provided items.

In 1985, many surveys were sponsored by the American Society of Newspaper Editors, Time Mirror, The Gannett Center for Media studies, and the Los Angeles Times. They established the foundation for Gaziano and McGrath (1986) proposed the 12-items media credibility scale that consists of fairness, bias, completeness, accuracy, respect of people's privacy, watch after reader/viewer interest, concern about the community's well-being, separation of fact and opinions, trustworthiness, concern about the public interest, factual, and reporter's quality. The scale was then refined by Meyer (1988), leaving only five factors, including fairness, bias, completeness, accuracy, and trustworthiness.

The World Wide Web explosion and the expansion of technologies have changed how humans act and communicate. With the appearance of many new types of medium, the responsibility to assess the information's credibility now rest on the media consumer's shoulder. This trend in the media environment has pushed scholars to move their subject on the news source and new medium credibility, the web-based media as website, blogs, social media (Flanagin & Metzger, 2000; Johnson & Kaye, 2000, 2004; Metzger et al., 2003).

Medium credibility researchers mainly focus on (1) analyzing the differences in perceived credibility in regards to the customer's characteristics (Greenberg, 1966; Westley & Severin, 1964), (2) comparing the credibility of different media (Carter & Greenberg, 1965; Davies & Cairncross, 2013; Jacobson, 1969; Shaw, 1973), and (3) exploring the correlation between media credibility and its use (Carter & Greenberg, 1965; Johnson & Kaye, 1998; Wanta & Hu, 1994). However, these directions lack in explanation for a recent case, a multiplatform/multichannel identity; for example, today's television channel/station has made its appearance on SNS (e.g., having its fan page, building its social media channel, creating its news website, and developed a smartphone app). Does the credibility of television transfer to

its extensions on the digital world? How it affects the behavior of their customers? Which scale should be utilized to measure the credibility in this situation?

In this case, it is essential to consider the proposal from Schweiger (2000), explained six levels of credibility references consist of the presenter, source/actor, editorial units, media product, a subsystem of media type, and media type; the study believed in an interaction vertically (among levels) and horizontally (among media types). In the case of television – SNS multiplatform identity, it is believed that the television's advantage such as credibility of the reporters, anchors (presenter level), or being a well-known official government media (source level) could have a significant impact on other credibility levels such as the news message (editorial unit level), the television channels (media product level) or the television itself (media type level). The credibility can be further transferred across different types of media where the news is broadcasted, like television, SNS, and apps... Furthermore, Metzger et al. (2003) proposed the conflation of credibility structure, which consists of source and medium credibility for the online sources of information.

The Multiplatform/multichannel media credibility

From the moment the SNS was introduced, it started to attract users worldwide, reaching 4,33 billion users at the start of 2021, equal to 55% of the total global population. In the Global relevance review conducted in 2017, Social media was judged to be the most relevant information source, compared to television, which ended in second place.

At the point of desperation, the traditional media recognizes that having its appearance on the SNS would be beneficial. From then, many studies have proceeded to explore the novel relationship between the two types of media: in some cases, television audiences use Facebook to stalk the celebrities that participated in their preferred reality shows (Dubrofsky, 2011); many television stations and reporters maintain their social presence to connect to the audience, in addition, there is a possibility of using the social media as a source of information for the newsroom (Lysak, Cremedas, & Wolf, 2012); but professional journalist assessed its credibility is lower than traditional mass media (Curiel, 2015); the implementing of SNS' components somehow have impacts on the audience's evaluation of the news's credibility and journalistic quality (Gearhart & Kang, 2014); furthermore, a model to predict the TV rating based on Facebook's reaction have been proposed; encouraged television stations to maintain their social media identity (Cheng, Wu, & Chen, 2016). This reality necessitated academic research on the subject of a multiplatform identity that places television at the center, leveraging credibility as its advantage to expand into social media territory.

Until recently, several studies have proceeded toward the designated direction. In the narrow subject of political information on political interest audience. Johnson and Kaye (2014) explored that many types of media reliance (SNS included) predicted SNS credibility. Johnson and Kaye (2015) discovered many different motivations to use SNS, including anti-traditional media sentiment; besides, traditional media credibility influences motivation to use social media. Finally, Kaye and Johnson (2020) concluded the advantage in the credibility of traditional media compared to SNS; furthermore, it confirmed that the customers' perceived credibility is transferrable from the traditional media to its mobile apps, considering the apps as an extension of their trusted medium. However, these results are limited in their context; more study is needed to expand the subject on various information types, in considering Metzger et al. (2003) proposal on the differences in audience's perceived credibility toward different information types and Schweiger (2000) construct of media credibility references.

Methods

Bibliometrics analysis: is a statistical examination of the current research status that is employed to analyze articles quantitatively on a certain topic (Mayr & Scharnhorst, 2015). As a result, the goal of this study is to create a systematic review based on the academic research database available on television - SNS multiplatform identity credibility.

The relevant papers list database: was compiled using the Scopus database, which comprises studies from 1966. Together with the Web of Science (representation of the Institute of Scientific Information of Thomson Scientific), they are the most extensive database for citation and bibliometric analysis, in which Scopus has about 20% more coverage than Web of Science, in exchange for lacking researches before 1966 (Falagas et al., 2008). Despite the lack, the study found a high correlation between the two databases for the number of papers and number of citations by countries and ranks. Furthermore, Zhu and Liu (2020) found a large share of documents between these two databases.

He search was proceeded using the query below:

TITLE-ABS-KEY ("CREDIB*" AND ("SOCIAL" OR" SNS") AND" TELEVISION")

This syntax will search in the Title – Abstract – Keyword of every study in the Scopus' database for the combination of (1) credibility (or any of its family word) and (2a) social or (2b) SNS and (3) television. The intention is to find studies about credibility in the situation where both SNS and television are present. The search proceeded on November 13, 2020 – found 77 papers; May 15, 2021 – found 81 papers; and June 05, 2021 – found 82 papers (Detailed in Fig. 1).
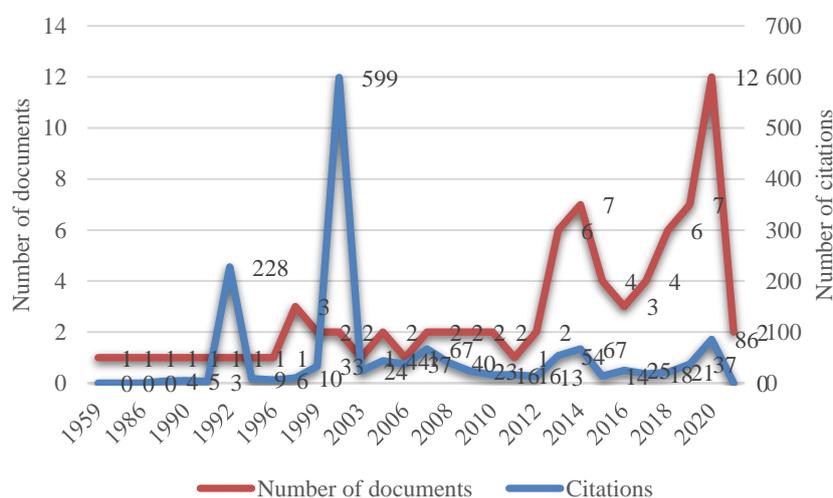

Figure 1. Total publications and citations of the designated subject area by years
(June 05, 2021)

The VOSviewer software version 1.6.15 was utilized to execute:
(1)   Citation analysis using different criteria as documents, authors, organizations, journals, and countries: all three timeframes datasets are used to analyze in order to build an overview of the subject area and its change in 7 months.

(2)   Co-occurrence analysis to identify the current direction of the subject area.

(3)   Co-citation analysis to ascertain the core papers of this area. The Scopus database is known for the inconsistency in the references style, affecting the accuracy of the analysis (Van et al., 2020). Hence, the dataset has been refined using Openrefine software before being analyzed. Additionally, bibliographic coupling analyses are also carried out to explore the relationship among the documents, sources, authors, organizations and countries.

The information used to analyze the database stated below is considered the most important in bibliometric analysis (Abramo, D'Angelo, & Viel, 2011). The method this study employed to conduct the bibliometric mapping was introduced by Perianes-Rodriguez, Waltman, and Van Eck (2016) and Perianes-Rodriguez et al. (2016).

Result

The citation analysis
Citation analysis using documents as the unit of analysis: Overall, the number of studies in this subject area is steadily rising by four in a half year (from November 2020 to May 2021), adding one more almost a month later (from May 2021 to June 2021). The top five papers that have the most citations in the mentioned time frames represent the two directions of the research field at this moment (Table 1):

The mainstream studies focus on different types of media's credibility, as Flanagin and Metzger (2000) explore web-based media/ internet source credibility for diverse types of information. Gunther (1992) investigation into traditional mass media customers' perceived credibility bias is also regarded as the fundamental study in the topic area. They describe the lengthy and complex history of media credibility studies in general (more detail in the core paper analysis). Moreover, Fandy (2000) describes a particular case of the middle east society, where trust is placed on the unofficial information source cause of a long heritage of media information control.

On the other hand, the trending studies focus on the Covid-19 pandemic context. It is unsurprised that research on media credibility in the crisis context is the momentary trend of this period. As the study of Casero-Ripollés (2020) on media credibility in the Covid-19 pandemic climbed in rank based on the number of citations from twelfth place to third place, pushing Berry, Wharf-Higgins, and Naylor (2007) study on the influence of health information (as SARS and other diseases) from many sources on consumer's perception down to the fourth place (from November 2020 to June 2021).

Table 1. Top five papers that are most cited in the three timeframes and their rank

Top papers on June 05, 2021	Number of citations (Rank based on the citations' number)		
	November 13, 2020	May 15, 2021	June 05, 2021
Flanagin and Metzger (2000). Perceptions of Internet information credibility. Journalism and Mass Communication Quarterly, 77(3), 515–540. Flanagin and Metzger (2000)	517 (1st)	546 (1st)	550 (1st)
Gunther, A. C. (1992). Biased press or biased public? Attitudes toward media coverage of social groups. Public Opinion Quarterly, 56(2), 147–167 Gunther (1992)	213 (2nd)	226 (2nd)	228 (2nd)
Casero-Ripollés (2020). Impact of covid-19 on the media system. Communicative and democratic consequences of news consumption during the outbreak. Profesional de La Informacion, 29(2), 1–11.	23 (12th)	61 (4th)	68 (3rd)
Berry, T. R., Wharf-Higgins, J., & Naylor, P. J. (2007). SARS wars: An examination of the quantity and construction of health information in the news media. Health Communication, 21(1), 35–44 (Berry et al., 2007)	56 (3rd)	66 (3rd)	67 (4th)
Fandy, M. (2000). Information technology, trust, and social change in the Arab world. Middle East Journal, 54(3), 378–393. (Fandy, 2000)	46 (4th)	47 (5th)	49 (5th)
(Bachar et al., 2006). Cherokee choices: A diabetes prevention program for American Indians. Preventing Chronic Disease, 3(3)Fandy (2000)	36 (5th)	36 (6th)	37 (6th)
TOTAL NUMBER OF PAPERS	**77**	**81**	**82**

Citation analysis using authors as the unit of analysis: The top five authors who are most cited in the three timeframes are detailed in table 2.

It is witnessed that the total number of authors provided to the subject area is gradually rising by 15 authors in the half-year (from May 15, 2021, to June 05, 2021), and two authors in the next 21 days (from May 15, 2021, to June 05, 2021). The number of citations for author Andreu Casero-Ripollés increased as his publication on Covid-19 was cited more frequently, resulting in a significant shift in rank based on the number of citations (from twenty-fifth to fifth place).

Table 2. Top five authors based on the number of citations

Top authors on June 05, 2021	Number of citations (Rank based on the citations' number)		
	November 13, 2020	May 15, 2021	June 05, 2021
Andrew J. Flanagin	517	546	550
(first author of 1 document)	(1st)	(1st)	(1st)
Miriam J. Metzger	517	546	550
(second author of 1 document)	(1st)	(1st)	(1st)
Albert C. Gunther	213	226	228
(author of 1 document)	(3rd)	(3rd)	(3rd)
Tanya R. Berry	74	86	87
(first author of 2 documents)	(4th)	(4th)	(4th)
Andreu Casero-Ripollés	23	61	68
(author of 1 document)	(25th)	(7th)	(5th)
P.J. Naylor	56	56	57
(co-author of 1 document)	(5th)	(5th)	(6th)
Joan Wharf-Higgins	56	56	57
(co-authors of 1 document)	(5th)	(5th)	(6th)
TOTAL NUMBER OF AUTHORS	**172**	**187**	**189**

Citation analysis using organizations as the unit of analysis: The top five most-cited organizations are described in table 3; each organization provides one document to the subject area.

The total number of organizations rise by 14 in fewer than seven months. As this study mentioned above, the trend of Covid-19 in the research field resulted in the ascend in the rank of the Faculty of human and Social science, Department of Communication Sciences, University Jaume I de Castelló, Castelló de la Plana, Spain – the organization that provides the study Casero-Ripollés (2020).

It is important to note that Tanya R. Berry's organization changed from the Department of Kinesiology and Physical Education, Wilfrid Laurier University, Canada (in 2007) to the Faculty of Physical Education, University of Alberta, Edmonton, Canada (in 2009), resulting in citation counts for two different universities.

Table 3. The top five organizations that provided to the research field

Top organizations on June 05, 2021	Number of citations/documents (Rank based on the citations' number)		
	November 13, 2020	May 15, 2021	June 05, 2021
Department of Communication, University of California, Santa Barbara, Ca, United States	517 (1st)	546 (1st)	550 (1st)
The University of Wisconsin-Madison, United States	213 (2nd)	226 (2nd)	228 (2nd)
Faculty of human and Social science, Department of Communication Sciences, University Jaume I de Castelló, Castelló de la Plana, Spain	23 (18th)	61 (6th)	68 (3rd)
Department of Kinesiology and Physical education, Wilfrid Laurier University, Canada	56 (3rd)	66 (3rd)	67 (4th)
Faculty of Physical education, University of Alberta, Edmonton, Canada	56 (3rd)	66 (3rd)	67 (4th)
School of physical education, university of Victoria, Canada	56 (3rd)	66 (3rd)	56 (4th)
TOTAL NUMBER OF ORGANIZATIONS	**123**	**136**	**137**

Citation analysis using sources and countries as the unit of analysis: The top five journals and countries that provided the most for this research field are Table 4 and Table 5, respectively.

Table 4. The top five journals that provided to the research field

Top journals on June 05, 2021	Subject area	Cite score in 2020	Citations/documents		
			November 13, 2020	May 15, 2021	June 05, 2021
Journalism and mass communication quarterly	Social science (communication)	5.0	517/1	546/1	550/1
Public Opinion Quarterly	Art and humanity; Social science (general, communication)	5.1	213/1	226/1	228/1
Health communication	Social science (communication)	4.1	66/2	87/2	88/2
Profesional de la Informacion	Social science (library, information)	3.1	38/4	79/4	86/4
Middle east journal	Multidisciplinary	1.4	46/1	47/1	49/1
TOTAL NUMBER OF JOURNALS			**71**	**74**	**75**

Table 5. The top five countries that provided to the research field

Top countries contribute to the area on June 05, 2021	Citations/documents		
	November 13, 2020	May 15, 2021	June 05, 2021
United States	897/17	954/19	964/19
Canada	110/6	125/6	126/6
Spain	60/8	108/9	115/10
United Kingdom	58/9	64/10	64/10
Netherlands	51/3	54/3	56/3
TOTAL NUMBER OF COUNTRIES	**34**	**37**	**37**

The Co-occurrence analysis

Vosviewer was used to analyze the keywords that occurred more than four times across papers and divided them into clusters based on the number of times they occurred together. The result is 29 keywords (Table 6), divided into 3 clusters. Furthermore, it should be noticed that the term "Covid-19" has appeared recently in the dataset from May 15, 2021, signaling a new trend in the area.

The direction of this study resided in Cluster 3 as "television" (occurred 20 times) expanded its influence toward "social media" (11 times) utilized its advantages as "credibility" (6 times) and "journalism" (5 times). Therefore, the possible research question could be: "How does the credibility of a multiplatform identity as a combination of television and social media affect the customer's intention toward both mediums?" Besides, in a crisis of the Covid-19 pandemic, when negative emotions have ruled over (Jin, 2009), it is the chance to explore the impact of the crisis on people's behavior in the context of media credibility and choice.

Table 6. The result of co-occurrence analysis divided into clusters

Cluster 1 – Methodology	Cluster 2 – Credibility in persuasion, marketing context	Cluster 3 – Credibility in the media context
adolescent adult aged article female human humans internet male methodology middle aged young adult	advertizing communication developing countries developing country financial management interpersonal communication marketing mass media mass medium organization and management radio	advertising covid-19* credibility journalism social media television

The core studies (Co-citation analysis)

The co-citation analysis is executed on the refined dataset of June 05, 2021. The co-citation using references as the unit of analysis map is detailed in Figure 2.
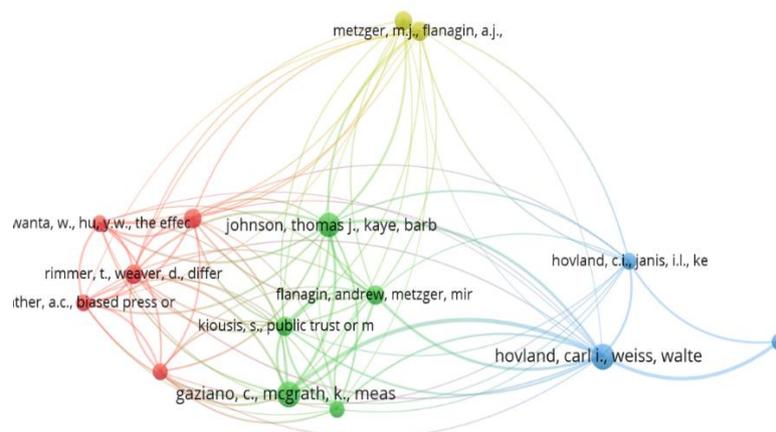
Figure 2. The result of co-citation analysis (references) after refining the input data

The co-citation analysis employed Vosviewer to find the papers that are cited at least four times by other studies and linked them together based on the number of times they are co-cited together. Among the results, this study decided to exclude Tuchman (1978) cause of the relatedness to the designated "credibility" subject area. The final result is fifteen core documents divided into 4 clusters: (1) Source credibility and its impact on persuasion, (2) traditional media's credibility, (3) comparing the media credibility of traditional and web-based/online media, and (4) online credibility.

Cluster one: Source credibility and its impact on persuasion

Table 7 presents three documents that belong to cluster one, describing the first period of credibility research based on source credibility – the speaker's characteristics. Hovland and Weiss (1951) focus on the "trustworthiness" dimension of the speaker's credibility; the study proved that source credibility affects the receivers' information evaluation and the changes in opinions in the short term. Hovland, Janis, and Kelly (1953) further expand the concept and measure the

source credibility by its "trustworthiness" and "expertise". Studies in this stage focused on the receiver's attitude change in an interpersonal context through the elaboration likelihood model, where the source credibility is considered important as cues for the peripheral route.

Table 7. Three papers of cluster one

Author/year	Title	Type/Publisher	Content
Hovland and Weiss (1951)	The influence of source credibility on communication effectiveness	Article - Public Opinion Quarterly	The study was considered the first credibility research to explore the impact of source credibility on persuasion (the concept of source credibility was first measured by trustworthiness). The result proved that source credibility affects the receiver's opinions' change in the short term, but not in the long term as the consequence of the "sleeper effect"
Hovland et al. (1953)	Communication and persuasion.	Book.	The study explored the influence of source credibility on opinion change. (the concept of source credibility was measured by trustworthiness and expertise). The findings are: (1) Source credibility affects the receiver's opinions' change in the short term, but not in the long term (2) The fear appeals have affection to receiver's opinions' change (3) In some condition, the message that has been concluded as fact have its impact on opinions' change (4) Two-sided communication is more effective in changing opinions than one-sided communication.
Petty and Cacioppo (1986)	The elaboration likelihood model of persuasion	Article (Book chapter) - Advances in Experimental Social Psychology	The study explored the impact of source credibility on persuasion through the Elaboration likelihood model. In which, there are two "routes" in persuasion: The central route: thoroughly thinking and carefully considering the true meaning of the situation before deciding whether the change are needed; The peripheral route: focus more on cues that happen in the persuasion context (e.g., the speaker's credibility) to decide without using analyzing skills on the presented information.

Cluster two: Traditional media's credibility

Table 8 represents the five documents that focus on developing the concept of media credibility in the traditional mass media context defined by McQuail (1972) in his book about mass communication theory. This cluster consists of the scale refining process of Rimmer and Weaver (1987) and Meyer (1988) based on the original 12-dimensions scale proposed by Gaziano and McGrath (1986); the other studies in this cluster explored the relationship between media credibility and other concepts as media reliance, media use, agenda-setting (Wanta & Hu, 1994), or the audience's bias and their involvement (Gunther, 1992).

Table 8. Five papers in cluster two

Author/year	Title	Type/Publisher	Content
McQuail et al. (1983)	Mass Communication Theory	Book	The study overviewed the mass communication theory, which discussed the connection of media, society, and culture. The book further concluded that the role of media in society consists of being a faithful reflection of the events that happened in the world to extend people's vision without interference.
Rimmer and Weaver (1987)	Different Questions, Different Answers? Media Use and Media Credibility	Article - Journalism Quarterly	The study employed two different scales to assess the media credibility of Gaziano and McGrath (1986) and Meyer (1985); three different measurements for media use to explore the differences in their correlations. The result confirmed the correlation between traditional media (newspapers, magazines, radio, and television) credibility and its use, but not its frequency of use.
Meyer (1988)	Defining and Measuring Credibility of Newspapers: Developing an Index	Article - Journalism Quarterly	The study succeeded the suggestion by Meyer (1985) to shorten the 12-items scale proposed by Gaziano and McGrath (1986) for medium credibility assessment on newspapers context, leaving only 5-items consisting of fairness, bias, completeness, accuracy, and trustworthiness.
Gunther (1992)	Biased press or biased public? Attitudes toward media coverage of social groups	Article - Public Opinion Quarterly	The study analyzed the differences in perceived credibility (measured by fairness, in the form of assessing whether the information is favorable or not) of 7 social groups toward the media (newspaper and television). The result showed: (1) The group involvement and one demographic factor (age) affect the audience's perceived credibility. (2) A person's skeptical disposition impacts the perceived credibility in some political cases. (3) By contrast, the media attributes did not affect the audience's perception of media credibility.
Wanta and Hu (1994)	The Effects of Credibility, Reliance, and Exposure on Media Agenda-Setting: A Path Analysis Model	Article - Journalism Quarterly	The study explored the chain impact caused by media credibility (measured by its believability & affiliation) to media reliance, media exposure, and ultimately agenda-setting effects. The result supports: (1) The media credibility have a positive effect on media reliance (2) Media reliance then positively impacts the audience's exposure to the media (3) Media exposure is the sign that newspapers and television recognize to set up their agenda.

Table 9. Five papers in cluster three

Author/year	Title	Type/Publisher	Content
(Berlo et al., 1969)	Dimensions for Evaluating the Acceptability of Message Sources	Article - Public Opinion Quarterly	The study that based on the perspective of source credibility study of Hovland and Weiss (1951) but ultimately declared its lack of theoretical foundation as well as the misleading of the concept's label The study analyzed 83 items and grouped them into three-dimension consisting of safety, qualification, and dynamism. The authors further proposed to measure the concept based on the receivers' perception rather than on the objective characteristics of the source.
Gaziano and McGrath (1986)	Measuring the Concept of Credibility	Article - Journalism Quarterly	The study proposed the 12-dimensions scale to measure the concept of medium credibility, which consists of fairness, bias, completeness, accuracy, respect of people's privacy, watch after reader/viewer interest, concern about the community's well-being, separation of fact and opinions, trustworthiness, concern about the public interest, is factual, and quality of the reporter
Johnson and Kaye (1998)	Cruising is believing? Comparing internet and traditional sources on media credibility measures	Article - Journalism and Mass Communication Quaterly	The study analyzed the difference in credibility of traditional media (newspapers, magazines, candidate literature, issue-oriented sources) and its online counterparts in the political information context. The result suggested: (1) Online media credibility is slightly higher than its traditional counterparts (2) The correlation between media reliance or some audience demographic characteristics and its credibility
Flanagin and Metzger (2000)	Perceptions of internet information credibility	Article - Journalism and Mass Communication Quaterly	The study analyzed the credibility of internet information compared to other traditional media (magazines, newspapers, radio, television); for different information types (news, reference, entertainment, and commercial). The result reported: (1) Except for the highest credibility from newspapers for all information types, the study found an equivalent amount of credibility among internet information, television, radio, magazine. (2) A positive relationship between (i) internet experience and its perceived credibility; (ii) internet experience and the customer's level of online information verification. (3) Commercial information credibility is the lowest compared to other types, proving that audiences are aware of the commercial manipulation's purpose.
Kiousis (2001)	Public Trust or Mistrust? Perceptions of Media Credibility in the Information Age	Article - Mass Communication and Society	The study analyzed the difference in credibility among television, newspapers, and online news; the findings suggest: (1) Medium credibility from highest to lowest are: newspapers, online news, television (2) Perceived credibility of the three media are correlated (3) Media use and its credibility are correlated for newspaper and online news

Cluster three: Traditional media versus web-based/online media

Table 9 represents five core studies in cluster three that portray the process of developing the credibility scale through factor analysis. Berlo et al. (1969) have proposed the 3-dimensions source credibility scale consists of Safety (e.g., fairness, objective), qualification (e.g., expertise, trained, experience, quality, skills), and dynamism (e.g., active, bold). Many of these factors are inherited later in the 12-dimensions medium credibility scale of Gaziano and McGrath (1986), followed by the period when researchers proceeded cross-media credibility comparisons between the online and the traditional media for political information (Johnson & Kaye, 1998); news (Kiousis, 2001); and various types of information as commercial, entertainment, news and reference (Flanagin & Metzger, 2000).

It is essential to note that the 12-dimensions scale of Gaziano and McGrath (1986), belonging to this cluster, and the abbreviated 5-dimensions scale of Meyer (1988) in cluster two, are standard measures for the concept of credibility. Due to its interchangeable nature, it is understandable why the two studies do not group in the same cluster. However, compared to the shortened scale of Meyer (1988) that is developed in traditional media context (newspapers), Gaziano and McGrath (1986) scale is more original and complete that could be further developed and used in the new situation consist of both traditional and online/web-based media, which serve as the general direction of this cluster. Furthermore, Gaziano and McGrath (1986) could be considered the most important paper in the four clusters that link them together, most cited and has the strongest link to other papers.

Cluster four: moving toward the future, a combination of source and medium credibility for the online environment

The two studies in cluster four described a new direction in the media credibility field. Combining the scattered concepts as source credibility, message credibility, and medium credibility opens a new opportunity to assess the multidimensional concept of media credibility in the online environment.

Table 10. Two documents in cluster four

Author /year	Title	Type/Publisher	Content
Metzger et al. (2003)	Credibility for the 21st Century: Integrating Perspectives on Source, Message, and Media Credibility in the Contemporary Media Environment	Article - Annals of the International Communication Association	The study built an overview of media credibility history and proposed the idea to conflate the source, message, and medium credibility for web-based media and the future implication.
Metzger et al. (2003)	Credibility and trust of information in online environments: The use of cognitive heuristics	Article - Journal of Pragmatics.	The study suggested five criteria for assessing online information credibility: accuracy, authority, objectivity, currency, and coverage. However, because of information-overloaded, people rarely use their efforts to assess online information properly; instead, heuristic processes guide their evaluation. In this situation, it is crucial to consider the heuristic-systematic model (Chaiken, 1980) and MAIN model (Sundar, 2008).

The study also mapped the co-citation analysis using different units of analysis. Figure 3 illustrates the map for co-citation analysis using the cited sources as the unit of analysis, which comprises 2045 items. At the criterion of a minimum of five citations, the number of linked items has been reduced to 64.
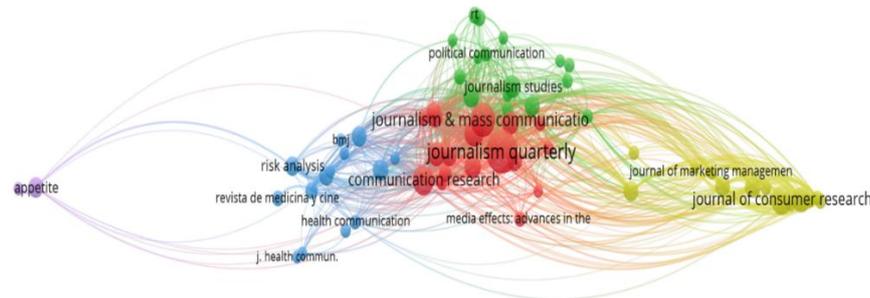

Figure 3. The result of co-citation analysis (cited sources)

Figure 4 demonstrates the co-citation analysis with cited authors as the unit of analysis. In total, 4322 authors are cited in the database. However, after increasing the minimum citation threshold to five, the number of connected authors who met the criteria was reduced to 64.
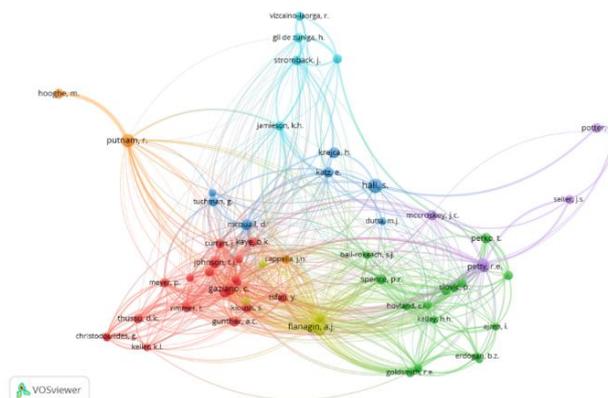
Figure 4. The result of co-citation analysis (cited authors)

In addition, VOSViewer was used in the study to assess the bibliographic coupling using a different unit of analysis. As illustrated in figure 5, only 34 papers are strongly linked together, with Flanagin and Metzger (2000) having the most significant impact.
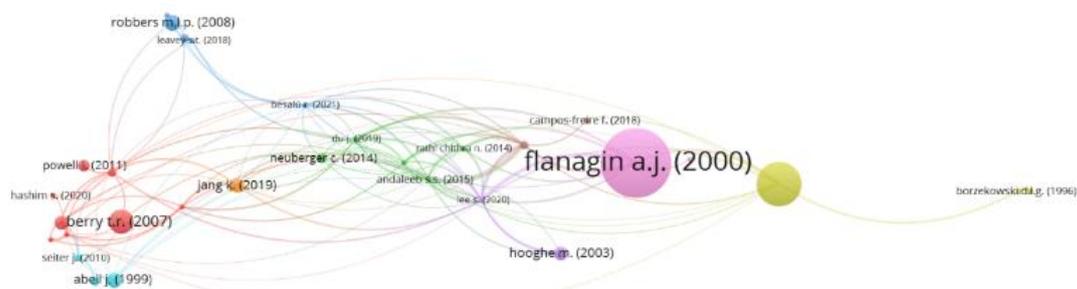

Figure 5. The result of bibliographic coupling analysis (documents)

Figure 6 depicts the relationships among sources contributing to the research field, including 33 linked journals, with Journalism and Mass Communication Quarterly being the most prominent.
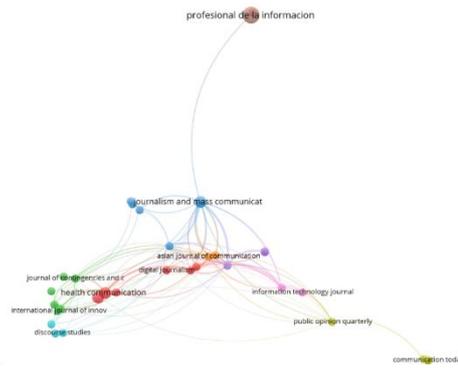
Figure 6. The result of bibliographic coupling analysis (sources)

Figure 7 illustrates the map of bibliographic coupling using authors as the unit of analysis. Among 189 authors, 88 are connected, including the area's top-five most influential authors: Andrew J. Flanagin, Miriam Miriam J. Metzger, Albert C. Gunther, Tanya R. Berry, Andreu Casero-Ripollés.
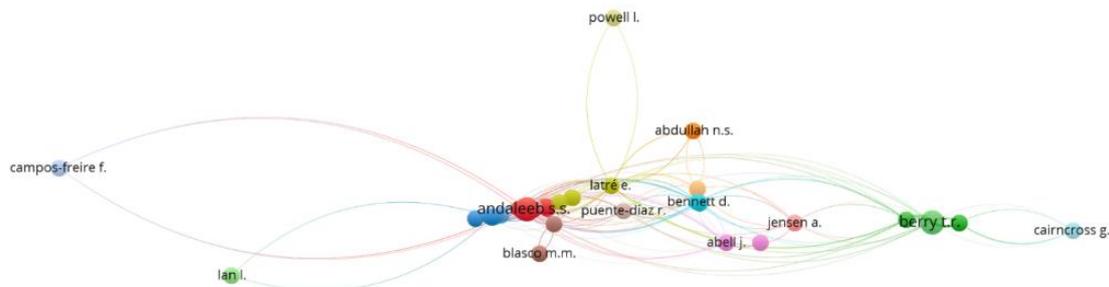

Figure 7. The map of bibliographic coupling (authors)

Figures 8 and 9 exhibit the 63 organizations and 28 countries contributing to the research field. The United States, Canada, Indonesia, the United Kingdom, and Spain are the countries that invest the most in the research area.
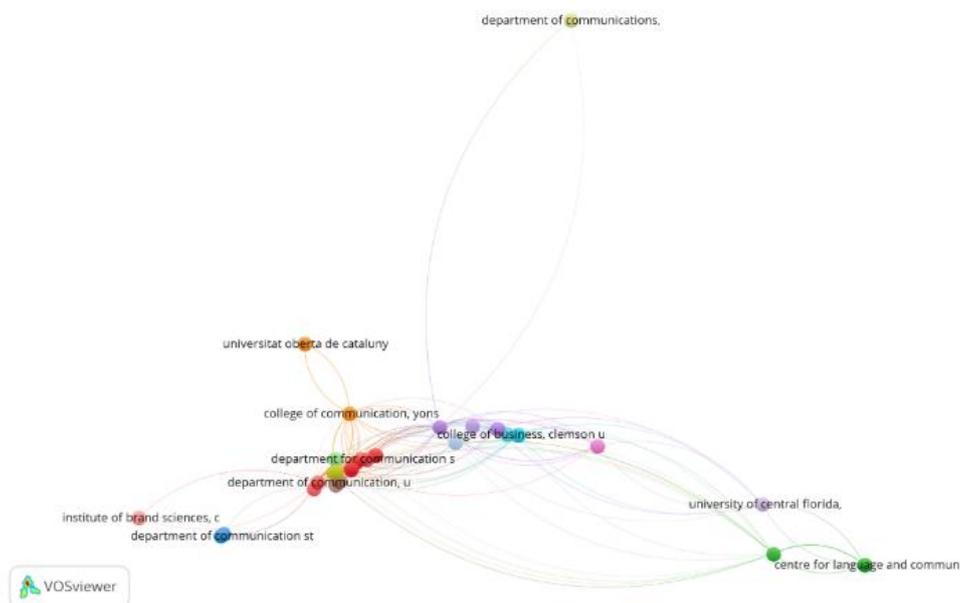

Figure 8. Bibliographic coupling (organizations)
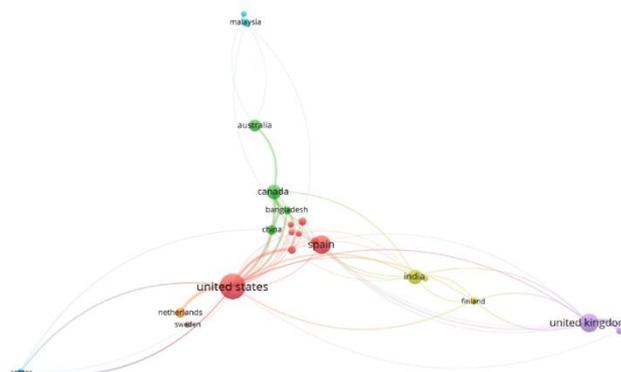
Figure 9. Bibliographic coupling (countries)

Discussion and Future Implication:

The study was carried out to show an overview of the designated subject area, the media credibility of a multiplatform identity that centralized around television and SNS, using Vosviewer software to analyze the past studies that consist of 82 documents on the Scopus database. The results are an in-depth analysis of the most influential documents provided to the subject area in 62 years; the study further commented on the current destination and the expanding speed of the designated subject area; analyzed the core documents that can be used as the basis for the future research. Lastly, this study further analyzed the gap by reading 73 papers from 1997 (birth of the first SNS "SixDegree") to 2021 and overlooked 9 papers in the period before 1997 due to no SNS existing in this timeframe.

In summary, 82 studies can be classified into four categories: (1) Source credibility research (Bakshi & Mishra, 2017; Bennett et al., 2020; Hashim et al., 2020; Jang & Baek, 2019). (2) Medium credibility research (Casero-Ripollés, 2020; Lee et al., 2020; Shaheen et al., 2019; Vizcaíno-Laorga, Catalina-García, & de Ayala-López, 2019; Zhang, Du, & Wang, 2019). (3) Studies that crossed the separation line of source and medium credibility as analyzed source credibility from the perspective of professional media person (Mayo-Cubero, 2020); television as an information source (VIŠŇOVSKÝ et al., 2019); public health official source of information is untrustworthy that pushed people to depend on social media (Jang & Baek, 2019). (4) Studies that have no relation to the designated subject area included nine papers in the period before 1997.

Although many studies crossed the blurred line that separated source and medium credibility, no previous studies in the database fit the description of this study subject, leaving the gap open for research:

(1)   The impact of media credibility in a multiplatform context consists of many different types of traditional and new media; in this particular case, it is a combination of television and SNS. In such a paradigm, television will act as the official source of information (source level) that is well-known for its credibility; the SNS will be the extension medium (media type level) that transports the information to its large and distinct number of customers (Schweiger, 2000). This combination could benefit both traditional and new media by inheriting their partner advantages, as the perspective of complementary theory.

(2)   Previous research has found that media use, reliance, audience demographics, and involvement have influenced media perceived credibility in the separated medium

context. In the multiplatform context as described above, the question should be altered, focusing on multiple media environments as: "How television fan page's credibility and its SNS extension reliance for news affect the television use?"

(3)   Past studies have explored the differences in audience's perceived credibility among different types of information: political, news, entertainment, references, commercial (Flanagin & Metzger, 2000; Johnson & Kaye, 2014). In the proposed multiplatform paradigm, the authors focus on the expansion of television over SNS environment based on television's interest; indeed, the news should be chosen, as it has been considered television's specialty for a long time compared to social media.

(4)   In this multiplatform setup, it is needed to develop scales to measure the concept of media credibility based on its level(Schweiger, 2000); also pay attention to the change in audience credibility perception, and avoid confusion among source, message, and medium credibility (Newhagen & Nass, 1988). However, the conflation of source, message, and medium credibility is vital to understand this multidimensional concept (Metzger et al., 2003)

(5)   The crisis of the Covid-19 pandemic has opened another gap to analyze the change of human behavior in a crisis. In this kind of situation, human is affected by negative emotions (Jin, 2009); at the same time, the need for information rises (Casero-Ripollés, 2020), facilitated research to explore how people consume crisis information to further strategically manage it (Jin, Liu, & Austin, 2014).

Like any other research, this study has its limitations, including the subjectivity in choosing keywords and the single database processing. From that perspective, two problems may occur: Firstly, the Scopus database only includes articles that attained the Scopus' standards. Moreover, there is a chance of missing papers that study on the designated subject area as its secondary objective; hence the searching term will not appear in its title, abstract and keywords. However, the practical demand and status of the current academic literature reflected a need for studies that combine the source credibility and medium credibility to explain the multiplatform identity context that focused on television and SNS./.

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