

THE SOCIAL MEDIA USAGE AND TRUST ON THE CHINESE PERSPECTIVE ON NEWS VALUE

***Kai Hu, Somsak Klaysung**

*Suan Sunandha Rajabhat University, Thailand,
E-Mail: 78444954@qq.com; somsak.kl@ssru.ac.th*

ABSTRACT

The objective of this article is to offer insights into social media interactions, news consumption, and media trust among Chinese students, with the intention of shedding light on their media perception patterns that may prove valuable in the context of future media awareness. Social media platforms have significantly impacted education, enhancing learning opportunities and boosting enrollment. In China, social media platforms like Weibo and WeChat play an important role in shaping public opinion and disseminating news. The government closely monitors and censors these platforms, leaving people sceptical of the information shared. Despite this, many Chinese citizens continue to rely on social media for news due to the limitations of traditional media sources. The Chinese public's perception of the importance of news has shifted as a result of growing concerns about the validity and trustworthiness of the information shared on these platforms. However, fake news and disinformation can affect trust, necessitating fact-checking and verification of information sources. Trust in social media is based on consistency, compassion, communication, and competency, and news values influence perception. Social media platforms like Facebook, Instagram, Pinterest, LinkedIn, and Twitter can help colleges and universities promote education, recruit students, and improve alumni relations. However, reputation is crucial for student success. Trust in these platforms is based on consistency, compassion, and competency. Fact-checking, engaging in constructive discussions, and developing critical thinking skills are essential for success. Balancing online and offline interactions is essential for healthy social connections. Journalist professional development is crucial for journalism in China, with university students being the most active users.

Key words: social media, trust, perception value, and students' perception value of news

1. Introduction

Education marketing strategies on platforms like Facebook, Instagram, Pinterest, LinkedIn, and Twitter can help colleges and universities reach a wider audience, promote university education, recruit students, boost endowments, and improve alumni relations (Newman et al., 2018; PEW, 2016; Hanitzsch, 2018). Chatbots can help students outside of office hours, and universities can centralise multiple networks in social media management software. Reputation is crucial for student success in the US and India, but relationships with other constructs remain unclear (Flanagin and Metzger, 2017). Further research is needed to explore the impact of reputation on student success in different cultural contexts.

Social media platforms, such as Sina Weibo, WeChat, and TikTok, have revolutionised communication and marketing. Weibo and WeChat are two examples of social media platforms that play a significant part in the country of China in terms of shaping public opinion and spreading news. People are left with a sense of scepticism regarding the information that is shared on these platforms because the government closely monitors and censors them. The limitations of traditional media sources continue to cause a significant number of Chinese citizens to continue to rely on social media as their primary source of news. There has been a shift in the way that the Chinese public views the significance of news as a result of growing concerns regarding the veracity and trustworthiness of the information that is shared on these platforms.

Trust in these platforms is based on consistency, compassion, communication, and competency. News values, such as frequency, timeliness, and personalisation, influence news perception (News Values. (n.d.). Learnjcu., 2014). Monitoring university press releases helps individuals stay informed and fosters engagement. The press serves as the mouthpiece for various parties, upholding public interests and responding to national and international dynamics. It is important for individuals to critically evaluate the information they consume from university press releases and other news sources. This helps ensure that they are well-informed and able to make educated decisions in a rapidly changing world.

In conclusion, social media has significantly impacted education, enhancing learning opportunities and boosting enrollment (Panda, 2019; Sunstein, 2017). Social media benefits education by promoting distance learning and enrollment, but fake news and disinformation can affect trust. Fact-checking and verifying information sources are crucial. Education marketing strategies, chatbots, and reputation are essential for success. However, accurate information can undermine user confidence, so it's crucial to seek multiple sources, engage in constructive discussions, and develop critical thinking skills for informed decision-making.

The relationship between social media, trust, perception value, and students' perception value of news

This text explores the concepts of social media, trust, perception value, and students' perception value of news. The impact of social media on university students' trust in news sources, particularly in China, as well as the importance of critical thinking and media literacy strategies. It implies that students trust news sources that support their preexisting beliefs, emphasising the value of diverse perspectives in education. Furthermore, the study emphasises the importance of educators in promoting media literacy and encouraging students to question information they come across online. This is critical in developing a generation of informed and discerning individuals capable of navigating the complexities of the digital age.

Social media can enhance student participation, engagement, and collaboration in classrooms, education, and marketing. However, it requires constant monitoring, clear guidelines, and effective communication to build trust and loyalty. Studies have shown that

people's faith in conventional and internet news sources has evolved over time, with more individuals getting their news via the internet. However, the internet's linking structure and digital media have contributed to growing doubt over the accountability of information and the credibility of sources. The rise of fake news and misinformation has further exacerbated these concerns, leading to a greater need for fact-checking and critical evaluation of online news sources. People tend to place less faith in social media platforms and intermediate platforms like Facebook, which have led to an increase in reports and cautions about the dissemination of misleading information. This shift in news consumption patterns has raised concerns about its potential impact on public opinion and democratic processes.

Social media has revolutionized communication and interaction, allowing individuals to connect and establish connections across cultural and geographic boundaries. However, concerns have arisen about its potential negative effects on social relationships. Trust, a crucial element that inspires social behavior, plays a pivotal role in shaping social relationships on social media platforms. This study aims to investigate the moderating effect of trust on the relationship between social media and perception news. Trust is a complex and multifaceted concept that has been defined and conceptualized in various ways across different disciplines. Social media engagement on platforms like Facebook and Twitter has been linked to benefits like increased social support, self-esteem, and psychological well-being.

Web 2.0 technology has significantly impacted the media system, with social media platforms like WeChat, TikTok, and Weibo attracting large user bases both domestically and internationally (Iqbal, 2021; Sherman, 2020). These platforms have a unique ability to build user trust, as high user traffic directly correlates with revenue (Zhu & Yang, 2020). However, with low access costs and no barriers to transfer between sites, retaining users and promoting loyalty and trust have become crucial concerns for social media companies (Ebrahim, 2020). Brand trust is also crucial as it influences users' decisions to visit the brand site, share information, disclose user information, make purchases, and conduct networking activities. Media trust also predicts users' diagnosis of fake news on social media (Chen & Cheng, 2019; Dwivedi, Johnson, Wilkie, & De Araujo-Gil, 2019).

Social media has become an integral part of education, offering numerous benefits. It extends learning opportunities, enabling students to work from a distance and preparing them for careers. Social media also helps institutions create connections with students and alumni, fostering communication and attracting prospective students. Social media has become a crucial part of education, offering numerous benefits such as extending learning opportunities, fostering connections with students and alumni, increasing enrollment, and promoting university branding. In the classroom, various methods can be used to communicate and educate students across platforms, such as live streaming, class blogs, Instagram, Pinterest boards, and leveraging TikTok creators and influencers (Chen & Cheng, 2019; Dwivedi, Johnson, Wilkie, & De Araujo-Gil, 2019).

In education marketing, social media can reach a larger audience by leveraging platforms like Facebook, Instagram, Pinterest, LinkedIn, and Twitter. Incorporating advocacy and leveraging TikTok creators and influencers for user-generated content can help connect with prospective

students and provide authentic content from peers and future professors. Social media education supports educators in building a modern, inclusive learning environment, encouraging community, and showcasing academic authority outside of the classroom.

News values are influenced by various factors such as frequency, timeliness, familiarity, negativity, conflict, unexpectedness, unambiguity, personalization, meaningfulness, relevance, impact, eliteness, superlativeness, and consonance. Frequency refers to events that occur suddenly and fit the news organization's schedule, timeliness refers to events that have just happened or are about to happen, familiarity refers to people or places close to the target audience, negativity is the negative news value, conflict is the dramatic opposition, unexpectedness is the unambiguity value, personalization is the meaningfulness value, and consonance is the media's readiness to report an event (News Values . (n.d.). Learnjcu., 2014).

Social media has evolved into a crucial tool in education, serving as a platform for enhancing classroom learning and promoting educational institutions. Its role in education marketing involves reaching a wider audience and effectively promoting offerings. News perception, encompassing value, enjoyment, and influence, is essential for media organizations and journalists. Trust is built through consistency, compassion, communication, and competency. Accurate, reliable information, empathy, clear reporting, and expertise are key to building trust and ensuring a positive and engaging learning environment.

Trust theory emphasizes the importance of trust in various aspects of human interaction, including romantic relationships. It highlights that trust enhances cooperation and collaboration, leading to better outcomes. Trust is a complex neural process that binds diverse representations into a semantic pointer, including emotions. Violations of trust can lead to feelings of despair and insecurity, affecting relationships. Social capital, a network of shared norms and values, plays a crucial role in establishing and maintaining trust. Trust is a crucial element in driving social behavior and shaping relationships on social media platforms. It is influenced by past experiences, cultural norms, and individual beliefs. Trust is built on four factors: consistency, compassion, communication, and competency. Higher levels of trust are correlated with higher group functioning, as per Jack Gibb's Trust Theory. Trust is essential for maintaining social cohesion and fulfilling basic human needs, and is crucial for policy reform and democratic systems (Fisher, 2016; Anspach, 2017; Sterrett et al., 2019; Turcotte et al., 2015). Balancing online and offline interactions is essential for healthy social connections. Establishing trust online can be challenging due to the lack of nonverbal cues and physical presence. It is important to be mindful of the impact of digital communication on building and maintaining relationships. By being transparent, consistent, and respectful in online interactions, individuals can foster trust and strengthen connections virtually. It is also helpful to actively listen, show empathy, and follow through on commitments to build credibility and trust in the digital space. Overall, prioritizing open and honest communication is key to cultivating trust in online relationships. By being genuine and reliable in virtual interactions, individuals can establish meaningful connections that transcend the limitations of digital communication. Trust is essential for building healthy relationships and social capital,

consisting of four components: consistency, compassion, communication, and competency (Fisher, 2016). It is influenced by factors like news credibility, media literacy, and the frequency of false information. Scepticism is crucial to combating misinformation and fostering a more informed society. Trust in Facebook is correlated with the intensity of use, but media trust depends on news organisation selectivity and faith in objectivity (Fisher, 2016; Anspach, 2017; Sterrett et al., 2019; Turcotte et al., 2015). Therefore, individuals should be discerning in their consumption of information and consider multiple sources before forming opinions. Developing critical thinking skills is key to navigating the complex landscape of trust in media and social platforms. In conclusion, trust is a vital component of social capital, requiring good social and economic interactions, policy reform, and the fulfillment of basic human needs.

Perceived value refers to a customer's perception of a product or service, influencing factors like form, task, availability, emotional value, pricing, and reputation. Marketing professionals aim to create utility through campaigns, while good customer relationship management maintains satisfaction. Understanding and enhancing perceived value can lead to increased sales, long-term success, and customer happiness. Social media fosters creativity and innovation, improving the quality of education (Carol M. Kopp, 2020). Additionally, it allows for greater collaboration and networking opportunities among educators and students. Ultimately, social media can enhance the overall learning experience and facilitate the sharing of knowledge on a global scale. Additionally, censorship and propaganda play a significant role in shaping the content that is ultimately disseminated to the public. Factors like information trustworthiness, self-efficacy in spotting false information, and prescriptive expectancy of the platform all affect how people feel about social media brands. As such, journalists must continuously hone their skills and adapt to the changing mediFactors like information trustworthiness, self-efficacy in spotting false information, and prescriptive expectancy of the platform all affect how people feel about social media brands. complexities of disseminating information in an increasingly digital world. Perceived value is a key predictor of customer happiness, with cognitive focus preceding satisfaction. A unique reputation is crucial for students' success in the US and India. Factors like brand reputation, cost, and quality influence CPV. Social media platforms have become vital in education, offering benefits like real-time learning, collaboration, and flexibility in teaching methods. Understanding these elements can help businesses meet customer expectations and drive satisfaction.

The Chinese Perspective on News Value

The Chinese perspective on news value is influenced by the political and cultural differences in China, which have led to a unique approach to media selection. Journalists operate within social forces and interact with sectors and members of the wider societal environment. Marxist journalism theory, which has been a guiding principle since the establishment of the People's Republic of China in 1949, is seen as a dynamic and open system that constantly develops with global political and economic developments.

The Chinese socialist perception of journalism's societal role is closely associated with the Chinese Communist Party's (CCP) thoughts of journalism. The theory includes ten aspects: 1) the press as the mouthpiece of the party, government, and people; 2) the party's press control must be upheld; 3) the press must serve the public, serve society, and serve the interests of the whole nation and the CCP; 4) the press must maintain close relations with practice, people's lives, and the community; 5) Truthfulness is the lifeline of journalism; 6) the press must guide public opinion to create an active, healthy, and inspiring atmosphere; 7) the press must constantly improve its capability to guide public opinion; 8) the press must accomplish social benefits; and 9) journalism must respond to national and international dynamics (Qin Quo, 2012).

Journalist professional development is crucial for the development of journalism in China. Lu Dingyi's 1943 definition of news, which emphasizes three critical elements: report, recently happened, and fact, forms the cornerstone of the Chinese socialist journalism theory. News value, which was regarded as a concept of bourgeoisie journalism, was resumed in the late 1970s. Contemporary Chinese socialist journalism researchers define news value as the aggregation of elements possessed by a fact that can satisfy society and the public's needs for news. This definition emphasizes two vital aspects: its function to meet the needs of society and the factuality of news, which aligns with the Chinese socialist normative view of news. There are two major theories of news value in China: the five-element theory and the three-element theory.

Newness is critical in determining whether an event is newsworthy, whereas importance is the foundation of news value, with proximity and significance serving as supplementary factors. Both Chinese and Western perspectives on news value recognise newness as a fundamental element, with both theories emphasising the dual aspects of newness (Qin Quo, 2012). The value of news is only realised when it is read, and audience approval rates have a direct impact on news organisations' economic profits. In China, government-owned or supported news organisations must attract audiences, and news organisation communities can be defined in a variety of ways, including location, culture, age, gender, education, occupation, specific interests, and more. Clarity is not explicitly identified as a component of news value from a Chinese perspective, but it is emphasised in Lu's definition of news, which states that news is "a report of fact" rather than "a record of fact." Theoretical principles of Chinese socialist journalism emphasise the role of news in guiding and creating public consensus, making news virtually subjective, and serving as a consensus-creator. There are many similarities between Chinese and Western perspectives on journalism, as the Chinese conceptualise it as a dynamic thinking process that incorporates Western ideas and concepts. University students are the most active users of social networking sites, using them for communication, collaboration, and knowledge sharing (Gokhale and Machina 2018). These platforms provide a novel approach to improving student engagement and learning outcomes (Maroofat, 2018; Sarwar et al., 2019). However, students frequently prefer face-to-face interaction during studies, and online training is not widely used (Gokhale & Machina, 2018; Roopchund et al., 2019; Raza et al., 2020). Trust is a major challenge in student online

communication and knowledge sharing, but few studies have looked into factors that influence trust when using social networking sites (Ismail, Tajuddin, & Yunus, 2019; Oliveira et al., 2017).

The Research Related

The study focuses on the effects of false information on social media platforms such as Facebook, specifically how it affects users' confidence, mistrust, and time spent on the platform. It was discovered that information trustworthiness, users' self-efficacy in detecting misinformation, and prescriptive expectancy of the social media platform all predict trust and distrust of Facebook. Rune Karlsen and Toril Aalberg (2023) investigated the impact of news dissemination on news story credibility and discovered that the credibility of a news report is diminished as a result of its distribution on Facebook. The findings are encouraging in terms of the spread of false news, but they also indicate that the dissemination of news via social media may contribute to the gradual erosion of trust in the media over time. Park et al. (2022) investigated regional news audiences' perceptions of local news, discovering that community-oriented values like a sense of belonging, the ability to share news with others, and the loss of a local news service drive support for a new online local news outlet. Trust in local news and previous consumption of local news were significant predictors of both interest in supporting local news and willingness to pay for it. He (2021) investigated Chinese readers' perceptions of Weibo-shared news, discovering that business elatedness and personalisation are convergently valued news actors, whereas readers evaluate authoritative elatedness in an unexpected way. Emojis are important in activating attitudes, and when news values promoted by news organisations differ from values perceived as newsworthy, readers' responses can influence news value decisions in commentary journalism. Hatamleh (2023) investigated the moderating role of trust in the relationship between social media engagement, relationship benefits, and social relationships using social exchange theory. According to the findings, the level of trust in online communities may determine the positive impact of social media engagement on social relationships. This study looks at the impact of perceived media values on trust on Chinese social media platforms such as Weibo and WeChat. According to the study, users perceive five layers of value when using social media applications: information value, entertainment value, social networking value, social status value, and organisational communication value. These values have distinct effects on trust in social media brands. The study suggests a scale of perceived media values (PMV) for future researchers and provides a more complete understanding of trust in social media in China. The "news-finds-me perception" implies that people might think they don't need to actively seek out news because their social networks and peers will expose them to it and keep them informed. This perception does not promote political learning, and news continues to supplement political knowledge most effectively when actively sought. Another study looks at the links between news access through social media (NASM), perceived news information overload (NIO), news consumption, and perceptions of journalistic norms and practices. The findings indicate that people who frequently access news via social media value the pace of

journalism more than traditional journalistic norms. Another study looks into the relationship between media use and misinformation perceptions in times of high media dependence. The results show that elderly, more educated, and majority-ethnicity individuals are less likely to develop the "News Finds Me" (NFM) perception; however, social media use, incidental news exposure, frequency of discussion, and group affiliations result in higher NFM. Information elaboration and online news consumption reduce the NFM, while the gross domestic product has a negative relationship with it.

Conclusion

The study finds that information trustworthiness, self-efficacy in spotting false information, and platform prescriptive expectancy all affect trust in social media platforms. It emphasises the need for media literacy and critical thinking skills. Individuals who are more confident in their ability to discern misinformation are less likely to trust social media platforms. Additionally, the study suggests that platforms should focus on promoting transparency and accountability to build trust among users. The article emphasizes the advantages of virtual collaborative working, such as enhanced academic achievement, pleasure, introspection, and the cultivation of significant learning. Additionally, the article addresses the phenomenon of media influence bias and explores the potential benefits of online collaborative methods.

REFERENCES

- Al-Msallam, Samaan, and Abdullah Alhaddad. 2016. The effects of social media Marketing in the hotel industry: Conceptual model for development of an effective online community. *International Journal of Business and Management Invention* 5: 1–12.
- Allcott, Hunt, and Matthew Gentzkow. 2017. "Social Media and Fake News in the 2016 Election." *Journal of Economic Perspectives* 31 (2): 211–236.
- Anspach, Nicolas M. 2017. "The New Personal Influence: How Our Facebook Friends Influence the News we Read." *Political Communication* 34 (4): 590–606.
- Bastos, Marco Toledo, 2014; Horwitz, Keach Hagey and Jeff, 2021.
- Bednarek, Monika; Caple, Helen (2017). *The Discourse of News Values: How News Organizations Create Newsworthiness*. Oxford: Oxford University Press.
- Bene, Marton. 2017a. "Influenced by Peers: Facebook as an Information Source for Young People." *Social Media + Society* 3 (2): 1–14.
<https://doi.org/10.1177/2056305117716273>.

- Blumler, Jay G. 2016. "The Fourth Age of Political Communication." *Politiques de Communication* 1: 19–30.
- Coleman, Stephen. 2012. "Believing the News: From Sinking Trust to Atrophied Efficacy." *European Journal of Communication* 27 (1): 35–45. <https://doi.org/10.1177/0267323112438806>.
- Carol M. Kopp (2020). *Perceived Value Explained: What It Is, Why It's Important* (November 30, 2020). Investopedia.
- Fisher, Caroline. (2016). "The Trouble with 'Trust' in the News." *Communication Research and Practice* 2 (4): 451–465.
- Fletcher, Richard, and Sora Park. 2017. "The Impact of Trust in the News Media on Online News Consumption and Participation." *Digital Journalism* 5 (10): 1281–1299.
- Gil de Zúñiga et al. (2017) *Effects of the News-Finds-Me Perception in Communication: Social Media Use Implications for News Seeking and Learning About Politics*, *Journal of Computer-Mediated Communication*, Apr, 2017.
- Hanitzsch, Thomas, Arjen van Dalen, and Nina Steindl. 2018. "Caught in the Nexus: A Comparative and Longitudinal Analysis of Public Trust in the Press." *The International Journal of Press/Politics* 23 (1): 3–23.
- Harcup, Tony; o'Neill, Deirdre (2017). "What is news?" (PDF). *Journalism Studies*. 18 (12): 1470–1488.
- Horwitz, Keach Hagey and Jeff (2021-09-15). "Facebook Tried to Make Its Platform a Healthier Place. It Got Angrier Instead". *Wall Street Journal*. ISSN 0099-9660. Retrieved 2021-11-03.
- Hatamleh, Islam Habis Mohammad, Amjad Omar Safori, Mohammed Habes, Othman Tahat, Amer Khaled Ahmad, Rania Abdel-Qader Abdallah, and Rahima Aissani. 2023. *Trust in Social Media: Enhancing Social Relationships*. *Social Sciences* 12: 416. <https://doi.org/10.3390/socsci12070416>
- Karlsen, Rune, and Bernard Enjolras. 2016. "Styles of Social Media Campaigning and Influence in a Hybrid Political Communication System. Linking Candidate Survey Data with Twitter Data." *The International Journal of Press/Politics* 21 (3): 338–357.
- McEwan, Bree, Christopher J. Carpenter, and David Westerman. 2018. "On Replication in

- Communication Science.” *Communication Studies* 69 (3): 235–241.
- Mitchell, Amy; Jurkowitz, Mark; Oliphant, J. Baxter; Shearer, Elisa (July 30, 2020). "Americans Who Mainly Get Their News on Social Media Are Less Engaged, Less Knowledgeable". *Pew Research Center*.
- Newton, Ken. 2017. "Political Trust and the Mass Media." In *Handbook of Political Trust*, edited by S. Zmerli, and T. van der Meer, 353–372. Cheltenham: Edward Elgar.
- Nielsen, Rasmus Kleis, and Kim Christian Schrøder. 2014. "The Relative Importance of Social Media for Accessing, Finding, and Engaging with News: An Eight-Country Cross-Media Comparison." *Digital Journalism* 2 (4): 472–489.
- Obar, Jonathan A.; Wildman, Steve (2015). "Social media definition and the governance challenge: An introduction to the special issue". *Telecommunications Policy*. 39 (9): 745–750.
- Qin Quo (2012). *Perceptions of News Value: A Comparative Research between China and the United States*. *China Media Research*, 8(2), 201-210
- Rune Karlsen & Toril Aalberg (2023), *Social Media and Trust in News: An Experimental Study of the Effect of Facebook on News Story Credibility*, *Digital Journalism*, 11:1, 144-160.
- Stier, Sebastian, Arnim Bleier, Haiko Lietz, and Markus Strohmaier. 2018. "Election Campaigning on Social Media: Politicians, Audiences, and the Mediation of Political Communication on Facebook and Twitter." *Political Communication* 35 (1): 50–74.
- Sun Kyong Lee, Nathan J. Lindsey (2017) *The effects of news consumption via social media and news information overload on the perceptions of journalism*, May 2017, *Computer in human*.
- Tandoc, Edson. 2019. "Tell Me Who Your Sources Are: Perceptions of News Credibility on Social Media." *Journalism Practice* 13 (2): 178–190.
- Turcotte, Jason, Chance York, Jacob Irving, Rosanne M. Scholl, and Raymond J. Pingree. 2015. "News Recommendations from Social Media Opinion Leaders: Effects on Media Trust and Information Seeking." *Journal of Computer-Mediated Communication* 20 (5): 520– 535.