

Abstract:

The credibility between traditional media and new media from Palestinian journalists point of view.

Prepared by: Motasem Rae'f abd alhakem Aliwaiwi

Supervised by: Dr. Mahmoud Mohammad Mustafa Khlouf

This study aims to measure and compare the reliability of both traditional media and new media from the perspective of the Palestinian journalists.

The research methodology used in this study is to use a representative sample of 10% of the 1260 known number of working journalists in the various parts of the West Bank.

The importance of this research comes from the need of the Palestinian public to get trustworthy and reliable information, especially considering the current realities of the Palestinian people. The impact on the daily lives of people of unreliable, fake news and untrue stories, from both traditional and non-traditional media outlets, can be dangerous and harmful.

This paper has a significant scientific importance and relevance since the new media is actively engaged with each aspect and all details of people's lives. This is true of all societies including the Palestinian's.

The field study showed that age is a main factor in trust or lack of it in the new forms of media. The research also revealed that the older the Palestinian journalists are, the less trust they have in the new media.

Conversely, younger journalists have more trust in the non-traditional and alternative forms of media.

Similarly, the study suggests that trust in and comfort with the new media is directly connected to years of experience. Older and more established media professionals have more trust in conventional media outlets and forums. This is mainly due to the fact that almost all of these journalists began their careers working with traditional media forms. The opposite is true of younger journalists who started their media career working with new, social media and fast-moving and user-created news.

Further, the field research clearly demonstrated that the more interaction with and input in the public has with the news the more influence they have in the media. This in turn negatively impacts reliability of the news. User-directed news materials are not subjected to the same editorial and verification standards and therefore not as trustworthy.

The field study has demonstrated that participatory media that allows people the opportunity to contribute to a story is likely to reflect negatively on its reliability and integrity.

The research study has a number of recommendations including the following:

- a. Ask the Journalists Union to ensure that the Union's Code of Conduct is widely adopted and make certain that all members comply with the code's requirements and obligations

- b. Ensure that journalists follow the basic standards of acknowledging the sources of all information published and due diligence in reporting is a requirement. Also, ensure that the need to break a story quickly does not compromise the integrity of the information and sources of the story.

- c. Make a recommendation to the decision-makers in the Palestinian Authority to modernize media legislations and laws to address current limitations and take into account the fast changing and developing media landscape including social media

- d. Demonstrate the critical need to establish a research centres based academic institutions and media organizations that publishes research on the latest trends in the new media, provide specialized training in emerging forms of media and innovative journalism practices from around the worlds. This is to ensure that the public is better served by a diverse, vibrant, trustworthy, and modern media options