

# NEWS CONSUMPTION BEHAVIOR AND TRUST IN NEWS QUALITY ON SOCIAL MEDIA PLATFORMS OF NEWS ORGANIZATION IN THAILAND

Supakitcharoen A\*, Taiphapoon T, and Tantivejakul N

*Faculty of Communication Arts, Chulalongkorn University, Thailand*

---

**Abstract:** This study examines generational differences in news consumption behavior and trust in news quality on social media platforms in Thailand. As digital platforms increasingly shape news exposure and audience engagement, understanding how different age groups perceive and interact with news has become an important issue for journalism and media studies. A survey of 479 Thai adults was conducted to investigate patterns of news consumption, platform behavior, and perceptions of news quality across generations. The findings reveal significant differences in news consumption behavior among age groups. Younger generations tended to prefer short-form, visually driven, and interactive news formats, including infographics and short videos, while older generations showed stronger preferences for in-depth reporting and direct access to official news sources. Younger users were also more likely to engage actively with news through sharing, commenting, and social interaction on digital platforms. Despite these behavioral differences, all generations consistently emphasized the importance of credibility, accuracy, impartiality, and ethical journalism as key indicators of trustworthy news. The study further demonstrates that trust in news quality positively influences news consumption and continued engagement with official news organizations on social media platforms. The findings suggest that news organizations must balance platform-oriented storytelling and audience-friendly presentation formats with the preservation of professional journalistic standards. This study contributes to understanding digital news behavior in Thailand and provides practical implications for developing communication strategies that strengthen audience trust and support sustainable quality journalism in contemporary digital media environments.

**Keywords:** news consumption behavior, trust in news quality, social media, news organizations in Thailand, media Exposure theory

---

## Introduction

Social media platforms dominate modern information access because they now serve as the primary channels through which people consume news after the digital transformation of media content. Social media platforms including Facebook TikTok and X (formerly Twitter) serve as both social interaction tools and news discovery platforms through which people encounter information even if they are not actively searching (Newman et al., 2023; Pew Research Center, 2023). The casual way people encounter news

\*Corresponding Author's Email: [\\*apisit.supa@gmail.com](mailto:apisit.supa@gmail.com)



through digital platforms has reshaped audience participation while creating problems regarding information reliability and quality in these platforms.

The issues within Thailand are especially critical at this time. The rise of digital platforms as news distributors has led to an increase in misinformation while simultaneously causing the quality of journalism to decline and the public's trust in journalists to decrease. According to Kemp (2023) Thai internet users dedicate 8 hours and 6 minutes each day online for news consumption through social media platforms (58.1%). News organizations face rising pressure to modify their approach by emphasizing visual content and brief formats and interactive elements while maintaining ethical reporting standards. Algorithmic distribution systems combined with audience performance metrics drive news outlets toward producing emotionally charged clickbait content rather than ethical in-depth reporting (Bruns, 2016; Fürst, 2020).

Theoretical approaches help explain these observed patterns in media consumption. Media Exposure Theory (Klapper, 1960) shows how people choose news content which matches their personal beliefs and interests while modern algorithms now amplify this preference (Dellarocas et al., 2016). According to Uses and Gratifications Theory (Whiting & Williams, 2013; Lee & Ma, 2012) people engage with social media news because they seek information as well as entertainment alongside social interaction and self-expression. Incidental news exposure leads to greater cognitive engagement (Oeldorf-Hirsch, 2018) and short-form content platforms such as TikTok videos or Instagram Reels make information easily accessible for users with minimal effort (Holton et al., 2021).

Quality journalism stands as the essential factor for maintaining public trust according to this examination. Quality journalism bases its principles on accuracy alongside source diversity and relevance and ethical standards and press watchdog functionality (Picard, 2000; Vehkoo, 2010; Lacy & Rosenstiel, 2015). The digital media environment reduces financial support for investigative journalism while leading to reduced content diversity because engagement metrics take precedence (Fürst, 2020). The Knight Foundation (2018) identifies transparency alongside balanced sourcing and ethical principle adherence as fundamental markers for trustworthy journalism.

Multiple research gaps exist regarding social media news dissemination studies in Thailand. The existing data collection primarily consists of descriptive statistics about digital usage without conducting systematic evaluations of how Thais interact with news content on social media platforms. Research examining Thai news consumption behaviors alongside trust in news quality across Baby Boomers and three subsequent generations remains understudied. Public trust in journalism represents a widespread discussion throughout Thailand but researchers have not fully explored how trust in news quality relates to actual social media news consumption habits. The existing body of research mainly investigates misinformation and regulatory frameworks but devotes insufficient attention to how audience quality expectations impact news credibility.

The study fills three research gaps by analyzing (1) Thai social media user demographics and their news consumption patterns and their trust in news quality; (2) the effects of different generations on news consumption patterns and their assessments of news quality; and (3) how trust in news quality affects users' interactions with professional news organizations on social media platforms. The research provides

empirical findings that improve our understanding of Thai digital audience behaviors and offers news organizations design recommendations for balancing audience engagement with journalistic integrity.

## Objectives

1. To examine the demographic characteristics, news consumption behavior, trust in news quality, and the tendency to engage with news from official news organizations on social media.
2. To investigate generational differences in news consumption behavior and levels of trust in the quality of news on social media platforms of news organizations.
3. To explore the relationship between trust in news quality and the tendency to engage with or follow news from official news organizations on social media.

## Conceptual framework

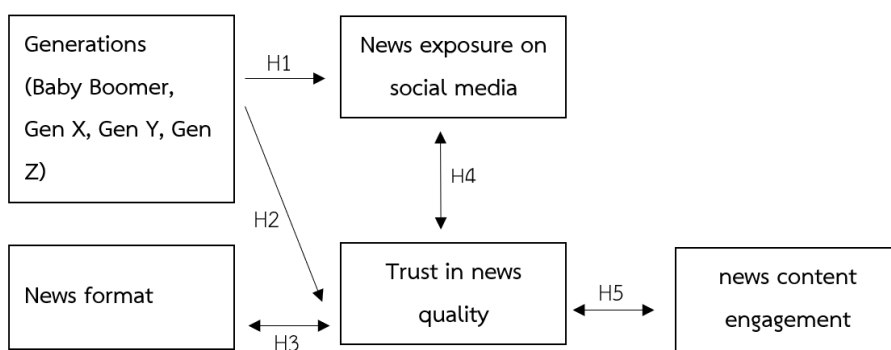


Figure 1: Conceptual framework of news consumption behavior and trust in news quality on social media platforms in Thailand

## Materials and Methods

The research design for this study used quantitative methods by distributing self-administered online questionnaires to examine news consumption behavior and trust in news quality on social media platforms of news organizations.

The research study focused on Thai residents older than 18 who use news through different media platforms. The Yamane's formula (1973) revealed a necessary sample size of 479 participants when using a 95% confidence level and 5% margin of error. Participants who received news from official news sources on social media were recruited through voluntary sampling and purposive sampling methods. The online data collection took place throughout November 2024.

The researchers built the questionnaire through the Quality Journalism framework by using dimensions that included accuracy alongside fairness and diversity alongside relevance and ethical standards. The study drew its dimensions from Vehkoo (2010) and Lacy and Rosenstiel (2015) and Urban and Schweiger (2014)

who emphasized that trustworthy journalism involves delivering well-contextualized fact-based information alongside balanced content to build public trust and enhance democratic engagement. The survey instrument consisted of both closed-ended questions and Likert-scale questions that divided into four major sections which assessed demographic information and news consumption behavior on official news organizations' social media platforms and trust in their news quality alongside the intention to continue following such sources.

Three subject-matter experts reviewed the questionnaire through the Index of Item-Objective Congruence (IOC) to validate content validity which resulted in all items scoring between 0.6 and 1.0. The instrument underwent revisions based on their feedback to achieve clarity and appropriate content. A pilot study with 30 participants yielded a Cronbach's alpha coefficient of 0.94 which confirmed high internal consistency for the main study data collection.

The analysis used descriptive statistics including percentage, mean, and standard deviation to present findings about demographic data along with news consumption behavior, trust in news quality and engagement tendencies. The study employed One-way ANOVA to determine whether different generations displayed different news behavior patterns and trust levels. Pearson's correlation analysis was utilized to analyze the relationships between news quality trust and both news consumption patterns and official news source engagement.

## **Results and Discussion**

The research results are presented in this section which demonstrates key survey findings along with theoretical analysis of generational differences.

### **1. News Consumption Behavior on Social Media**

The study included 479 participants where Generation X represented 36.53% of the total while Generation Y accounted for 31.73% and Generation Z had 20.04% and Baby Boomers made up 11.69%. Thairath Online, Thai PBS, and PPTV HD36 were the most accessed news sources. The survey data showed Facebook as the leading platform at 37.3% followed by YouTube at 23.9% and TikTok at 15.8%. The majority of participants consumed news information at least 5–7 times throughout the week (65.34%). Health issues ( $M = 3.76$ ), environmental concerns ( $M = 3.74$ ) and economic news ( $M = 3.64$ ) proved to be the most widely read news topics but politics and entertainment received lower levels of interest. Infographics ( $M = 4.02$ ) and short videos ( $M = 4.00$ ) were the most preferred formats.

Users preferred news content that matched their personal interests ( $M = 4.00$ ) after official accounts ( $M = 3.89$ ) and seeking information about new topics ( $M = 3.72$ ). News content from others alongside emotional headlines received moderate interest.

The 60–78 age group Baby Boomers chose interest-based news ( $M = 3.9$ ) and learning new issues ( $M = 3.7$ ) and official account following ( $M = 3.6$ ) indicating their preference for credible content. Generation X (44–59) selected the same content areas with interest-based news as their leading choice ( $M = 4.0$ ). Official accounts received strong support from Generation Y (28–43) members while they also trusted digital news

sources. Generation Z (18–27) showed interest in content based on their personal interests ( $M = 3.9$ ) yet they depended heavily on shared news ( $M = 3.6$ ) and engagement metrics such as likes and shares.

## 2. Trust in News Quality on Social Media

The survey results showed that respondents trusted news content the most when it included valid references ( $M = 4.47$ ) and provided fact verification ( $M = 4.33$ ) and delivered unbiased neutral reporting ( $M = 4.27$ ). News content that included clear information while respecting privacy standards and showed diverse viewpoints received high levels of trust. Emotionally charged news content and personal opinion-based news received only moderate trust from participants because they preferred news delivered through professional and credible journalism.

All age groups placed significant importance on news sources that were trustworthy and presented information in a fair manner and maintained ethical standards. Every age group demonstrated equivalent trust in news content that delivers accurate information with fairness and responsibility while Generation Y and Z showed a slight interest in emotionally engaging and socially impactful content.

## 3. Trends in News Exposure Behavior

Respondents showed peak engagement with news during major events ( $M = 3.73$ ) while actively seeking credible sources ( $M = 3.61$ ) and generally trusting social media as a news platform ( $M = 3.57$ ). The study revealed that respondents showed average engagement with the activities of reading complete articles and error reporting and sharing news yet they rarely participated in interactive activities including commenting and discussing news topics.

The survey results showed that all age groups prioritized credibility and relevance. Baby Boomers together with Generation X demonstrated preference for event-based trustworthy news content and they demonstrated a tendency to access detailed reports by clicking through news links. Generation Y demonstrated strong engagement with real-time developments and trusted digital news sources. Generation Z displayed exceptional proficiency with platform features through their active use of search tools together with a higher rate of reporting misinformation and returning to trusted news sources. The study shows that younger audiences are adopting new methods of news consumption that include interactive and evaluative practices.

The results demonstrated that news fatigue was most pronounced when respondents encountered unverified content ( $M = 4.36$ ) and opinion-based reporting ( $M = 4.30$ ) and emotionally charged negative content without value ( $M = 4.26$ ). Survey participants showed their discontent with news that failed to provide context and displayed too many advertisements since they want high-quality journalism with ethical responsibility in the digital age.

## 4. Generational Differences in News Exposure and Trust in News Quality

The following section shows the results of hypothesis testing about news consumption patterns among different generations and their trust in news quality on social media.

**RH1: Different generations exhibit significantly different patterns of news exposure on social media. A one-way ANOVA was used to investigate how different age groups interact with news content on social media.**

*Table 1: ANOVA Results: Generational Differences in News Exposure Behavior on Social Media*

<b>Relationship Between Variables in Research Hypotheses</b>	<b>Correlation Coefficient</b>	<b>Sig. (p-value)</b>
Receiving news only via social media platforms (not news websites)	5.338	0.001*
Following official news accounts directly on social media	6.498	0.000*
Receiving news shared by others on personal feeds	13.321	0.000*
Selecting news based on likes, shares, and comments	6.205	0.000*
Watching live streams or video content from news outlets	1.377	0.249
Clicking on emotionally charged or attention-grabbing headlines	8.491	0.000*
Receiving only news related to personal interests	0.444	0.722
Following news to learn about unfamiliar topics	1.520	0.208
Skipping news posts without reading or viewing	4.554	0.004*
Sharing interesting news posts with friends or family	4.818	0.003*
Overall	9.090	0.000*

\*Statistically significant ( $P < 0.05$ )

Research data established a statistically significant age-based distinction ( $F = 9.090$ ,  $p < 0.001$ ) that supported the expectation that news behavior differs between different generations.

Younger generations specifically Generation Z and Generation Y chose to receive news through social cues that included both peer-shared content and trending social metrics (likes, shares, comments) and emotionally charged headlines. The users showed increased tendency to both interact with content while sharing news with their networks.

Generation X and Baby Boomers displayed traditional news consumption patterns by following official news outlets and ignoring viral content and peer recommendations. The observed behavior demonstrates that these generations use established methods to obtain news while prioritizing content credibility.

Some news consumption habits like watching news based on personal interest and exploring unknown subjects did not produce statistical differences between age groups since members of all generations seek relevant information.

**RH2: Different generations exhibit significantly different levels of trust in news quality on social media.**

*Table 2: ANOVA Results: Generational Differences in Perceived Attributes of News Quality on Social Media*

<b>News Quality Attribute</b>	<b>Correlation Coefficient</b>	<b>Sig. (p-value)</b>
News includes information with credible references	6.563	0.000*
News helps verify real-world events	3.533	0.015*
News is neutral and unbiased	4.376	0.005*
News respects individual privacy and protects those involved	0.690	0.558
News presents perspectives from multiple stakeholders	1.380	0.248
News is clearly presented and easy to understand	0.282	0.839
News provides background information on societal and global issues	1.913	0.127
News offers practical, everyday usefulness	4.144	0.006*
News promotes social and cultural change	1.780	0.150
News exposes abuse of power by government or institutions	6.675	0.000*
News reduces social conflict and fosters mutual understanding	3.359	0.019*
Journalists ask critical questions and report with expertise	1.625	0.183
Journalists analyze and interpret news for deeper understanding	6.699	0.000*
News fosters empathy toward different groups in society	5.017	0.002*
News provides a public forum for discussion and exchange of opinions	1.511	0.211
News utilizes emerging technologies (e.g., 3D, AI, virtual reality)	3.655	0.013*
News uses emotional appeal to engage the audience	2.365	0.070

News clearly expresses support for a specific side or ideology	0.421	0.738
Journalists express personal opinions to convey emotional tone	15.679	0.000*
News presents graphic details of violent events	15.784	0.000*
<b>Overall</b>	<b>1.694</b>	<b>0.167</b>

\*Statistically significant ( $P < 0.05$ )

The research findings showed no statistical distinction between generations regarding their trust in social media quality journalism ( $F = 1.694$ ,  $p = 0.167$ ). All age groups demonstrated comparable views about quality journalism standards on social media. The findings did not support Hypothesis 2.

Several quality news attributes showed distinct generational differences according to the research findings. Young people chose news content that engages emotions along with journalistic analysis but older adults preferred news with factual content and professional sources and neutral reporting. The research revealed statistically significant differences among age groups regarding their value for news with expert analysis ( $p < 0.001$ ) and their interest in power abuse exposures ( $p < 0.001$ ) and journalists' opinion expressions ( $p < 0.001$ ).

The descriptive findings show that every generation shares a common foundation in their perspectives. The majority of survey participants across all age groups considered trustworthy information from reliable sources that avoided bias in their reporting. Although generational preferences influence the way people prioritize different quality aspects on social media news content they share the same standards for news credibility and objectivity.

The research suggests that age differences alone do not serve as the primary determinant for news quality trustworthiness. Audiences tend to base their trust in news content more on characteristics of the content and presentation style and the credibility of the news source rather than on age differences.

##### 5. Analysis of the Relationship Between Variables in the Research Hypothesis

This research evaluates three hypotheses which explore the connections between news presentation styles and both trust in news quality and social media news engagement patterns.

*Table 3: Results of Hypotheses Testing: Correlation Among Key Variables*

<b>Relationship Between Variables in Research Hypotheses</b>	<b>Correlation Coefficient</b>	<b>Sig. (p-value)</b>	<b>Type of Relationship</b>
The relationship between news presentation formats of news agencies on social media and trust in news quality	0.597	0.00	Positive
The relationship between trust in news quality and behavior related to news exposure on social media	0.537	0.00	Positive
The relationship between trust in news quality and the likelihood of engaging with news content from news agencies	0.550	0.00	Positive

\*Statistically significant ( $P < 0.05$ )

**RH3: News presentation formats of news agencies on social media are significantly related to trust in news quality on social media platforms.**

The analysis of the relationship between news presentation formats and trust in news quality demonstrated a statistically significant positive correlation ( $r = 0.597, p < 0.001$ ), thereby supporting the hypothesis. The findings indicate that news agencies utilizing engaging and accessible formats—specifically infographics, short videos, and simplified storytelling—receive higher trust ratings from their audience. This suggests that the way news content matches audience preferences and expectations directly influences and enhances their trust in the quality of the news provided.

**RH4: Trust in news quality is significantly related to news exposure behavior on social media.**

Statistical analysis confirmed a positive correlation between trust in news quality and news exposure behavior ( $r = 0.537, p < 0.001$ ), providing support for Hypothesis 4. Consumers who perceive news as accurate, impartial, and respectful of privacy tend to exhibit higher levels of news consumption. This trust manifests in increased engagement, such as following official news accounts, seeking information on unfamiliar topics, and prioritizing news that aligns with personal interests. Consequently, trust serves as a critical catalyst for consistent and frequent news exposure among digital users.

**RH5: Trust in news quality is significantly related to the tendency to engage with news from official news organizations.**

The statistical analysis revealed a **positive correlation** between trust in news quality and the likelihood of engaging with news from official organizations ( $r = 0.550, p < 0.001$ ), thereby supporting the hypothesis.

The findings indicate that trust in essential news attributes such as **accuracy, impartiality, and credibility** directly influences audiences to adopt more intentional and engaged consumption patterns. This behavior is manifested through following news coverage during major events, searching for verified information from news agencies, and clicking to read detailed articles that are presented clearly. Ultimately, trust in news quality plays a crucial role in determining engagement levels, where news that emphasizes **transparency and neutrality** effectively fosters deep and persistent interaction between the audience and professional news organizations.

## **Discussion**

The findings of this study provide important insights into how different generations consume news and evaluate trust in news quality on social media platforms. Although each generation demonstrated distinct patterns of news engagement and platform behavior, all groups consistently emphasized the importance of credibility, accuracy, and professional journalistic standards. These findings reflect the continuing relevance of quality journalism within an increasingly fragmented and algorithm-driven media environment.

The results support the principles of Selective Exposure Theory, which suggests that audiences actively choose media content that aligns with their interests, needs, and personal relevance (Stroud, 2014; Lee & Ma, 2012). Participants across generations tended to follow news topics that directly connected to everyday life, particularly health, education, and environmental issues. At the same time, social media platforms facilitated incidental news exposure, where users encountered news content while browsing entertainment or social content, consistent with the findings of Fletcher and Nielsen (2018). This demonstrates that news consumption on social media is shaped not only by intentional information seeking but also by platform structures and algorithmic distribution systems.

Differences between generations were especially evident in preferred content formats and modes of access. Generation Y and Generation Z were more likely to engage with visually driven, short-form, and interactive content, including infographics and video clips. These formats correspond with platform-oriented consumption behaviors that prioritize speed, accessibility, and engagement. In contrast, Baby Boomers and Generation X preferred direct access to official news sources and valued in-depth reporting and factual explanation. These findings align with Uses and Gratifications Theory, which argues that media consumption behavior is shaped by differing motivational needs and media expectations among audience groups. Younger users appeared to prioritize convenience, interactivity, and shareability, while older generations emphasized reliability and informational depth.

Despite these behavioral differences, the study found no statistically significant differences in overall trust toward news quality among generations. Across all groups, trust was strongly associated with credibility, source verification, factual accuracy, and balanced reporting. This finding reinforces previous studies on journalistic quality standards (Scheuer, 2008; Urban & Schweiger, 2014; Knight Foundation, 2018), suggesting that core professional values remain central indicators of trustworthy journalism regardless of age. The absence of significant generational differences in perceived news quality may indicate that,

although media habits have diversified, normative expectations toward journalism remain relatively stable across audiences.

The findings also suggest that presentation style and technological adaptation can positively influence trust perceptions. Interactive storytelling techniques, concise explanations, visual storytelling, and audience engagement features such as polls or comment interaction contributed to stronger perceptions of professionalism and transparency. Emerging technologies such as AI-assisted presentation tools, AR elements, and short-form video storytelling may therefore function not only as audience engagement mechanisms but also as indicators of newsroom adaptability and production quality. This supports previous discussions by Vehkoo (2010) and Lacy and Rosenstiel (2015), which emphasize the relationship between presentation quality, audience experience, and perceptions of journalistic credibility.

Furthermore, the results demonstrate that trust in news quality significantly influences actual news consumption behavior and long-term engagement with official news sources. Audiences who perceived news as credible were more likely to continue following professional news organizations and actively engage with news content. However, the form of engagement differed across generations. Younger users tended to participate more actively through sharing, commenting, fact-checking, and seeking additional information, reflecting a more participatory and networked form of news engagement. Older users, meanwhile, demonstrated more selective and cautious consumption patterns, preferring to rely on trusted institutional sources.

Importantly, the study also indicates that trust may help reduce news fatigue and disengagement in the contemporary information environment. Participants who trusted their news sources appeared less affected by emotionally manipulative or sensationalized content. In contrast, the increasing prevalence of clickbait, misinformation, and emotionally driven reporting may weaken audience confidence and contribute to news avoidance behaviors. This finding corresponds with previous studies discussing the negative effects of sensationalism and low-quality information environments on public trust and news engagement (Bruns, 2016; Fürst, 2020). Consequently, maintaining journalistic standards, balanced reporting, and meaningful audience relevance remains essential for sustaining long-term relationships between news organizations and audiences in the digital era.

Overall, the study highlights that while generations may differ in how they access and interact with news on social media platforms, trust in professional journalism continues to depend on consistent perceptions of credibility, transparency, and quality. The findings suggest that contemporary news organizations must balance technological innovation and platform-oriented storytelling with the preservation of core journalistic values in order to maintain audience trust across generations.

## **Conclusion**

This study examined generational differences in news consumption behavior and trust in news quality on official social media platforms. The findings reveal that although different generations demonstrate distinct patterns of media use, platform engagement, and content preferences, all groups continue to value fundamental principles of quality journalism, particularly credibility, accuracy, neutrality, and ethical

reporting. Younger generations were more likely to engage with visually driven and interactive formats such as short videos and infographics, while older generations preferred direct access to official sources and more in-depth news content. Nevertheless, trust in news quality remained a significant factor influencing both news consumption behavior and continued engagement with official news organizations across all age groups.

The findings suggest that presentation style and platform-oriented storytelling play an increasingly important role in shaping audience trust in digital news environments. News organizations operating within algorithm-driven platforms must therefore balance audience-friendly formats and technological adaptation with the preservation of professional journalistic standards. Interactive, accessible, and context-rich content may help strengthen audience engagement and maintain trust, particularly in highly competitive social media environments where misinformation, sensationalism, and news fatigue continue to challenge public confidence in news media.

Despite its contributions, this study has several limitations. The use of self-administered online surveys may have produced biases toward highly active digital users, and the focus on a single national context may limit the generalizability of the findings. Future research should incorporate broader demographic variables, platform-specific analyses, and qualitative approaches such as interviews or focus groups to gain deeper insight into audience perceptions of news trust. Longitudinal studies would also help explain how trust and news engagement evolve over time in rapidly changing digital media ecosystems.

### **Declaration of Interest Statement**

The authors declare that they have no conflict of interests.

## References

- Bruns, A. (2016). Making Audience Engagement Visible: Publics for journalism on social media platforms. *In The Routledge Companion to Digital Journalism Studies*. Routledge
- Bruns, A. (2016). Using Hashtags in Social Media to Engage Audiences. *Journal of Social Media Studies*, 4(3), 234-250
- Dellarocas, C., Sutanto, J., Calin, M., & Palme, E. (2016). Attention Allocation in Information-Rich Environments: The Case of News Aggregators. *Management Science*, 62(9), 2543–2562. <http://www.jstor.org/stable/44012930>
- Fletcher, R., & Nielsen, R. K. (2017). Are people incidentally exposed to news on social media? A comparative analysis. *New Media & Society*, 20(7), 2450-2468. <https://doi.org/10.1177/1461444817724170> (Original work published 2018)
- Fürst, S. (2020). Audience metrics and their influence on journalistic decisions: Evidence from newsroom ethnographies. *Journalism Practice*, 14(3), 345–361. <https://doi.org/10.1080/17512786.2019.1657595>
- Holton, A. E., Lewis, S. C., & Coddington, M. (2021). Interactivity in social media storytelling: How audiences engage with digital news narratives. *Digital Journalism*, 9(2), 212-230. <https://doi.org/10.1177/10776990231217482>
- Kemp, S. (2023). Digital 2023: Thailand — DataReportal – Global Digital Insights. *DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2023-thailand>
- Klapper, J. T. (1960). *The effects of mass communication*. New York: Free Press.
- Knight Foundation. (2018). Indicators of news media trust. <https://knightfoundation.org/reports/indicators-of-news-media-trust/>
- Lacy, S., & Rosenstiel, T. (2015). Defining and Measuring Quality Journalism. Retrieved from Rutgers School of Communication and Information: <http://mpii.rutgers.edu/wp-content/uploads/sites/129/2015/04/Defining-andMeasuring-Quality-Journalism.pdf>
- Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in Human Behavior*, 28(2), 331-339.
- Newman, N., Fletcher, R., Schulz, A., Andi, S., & Nielsen, R. K. (2023). *Digital News Report 2023*. Reuters Institute for the Study of Journalism.
- Oeldorf-Hirsch, A. (2018). The Role of Engagement in Learning From Active and Incidental News Exposure on Social Media. *Mass Communication and Society*, 21(2), 225–247. <https://doi.org/10.1080/15205436.2017.1384022>

Pew Research Center. (2023). News Consumption Across Social Media Platforms in 2023. *Pew Research Center*.

Picard, R.G. (2000). Measuring quality by journalistic activity (In book Measuring media content, quality and diversity. Approaches and issues in content research). *Turku School of Economic and Business Administration*.

Scheuer, J. (2008). The big picture, why democracies need journalism excellence. *Routledge*.

Stroud N. J. (2014). Selective exposure theories. In Kenski K., Jameson K. H. (Eds.), *Oxford handbook of political communication*. Oxford, UK: Oxford University Press.

Urban, J., & Schweiger, W. (2014). The quality of news and its audiences: Developing a tool for assessing news quality perception. *Journalism Studies*, 15(6), 821–840. <https://doi.org/10.1080/1461670X.2013.856670>

Vehkoo, J. (2010) What is Quality Journalism: and how can it be saved. *Reuters Institute for the study of Journalism*. Retrieved from <https://reutersinstitute.politics.ox.ac.uk/our-research/what-quality-journalism-and-how-can-it-be-saved>

Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362-369.

Yamane, T. (1973). *Statistics: An introductory analysis* (3rd ed.). Harper & Row.