

THESIS INFORMATION PAGE

Doctoral thesis title:

THE ANTECEDENTS AND CONSEQUENCES OF CROSS-PLATFORM MEDIA CREDIBILITY: THE CASE OF TELEVISION AND TELEVISION'S IDENTITY ON SOCIAL MEDIA IN VIETNAM

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1. THESIS ABSTRACT

The relationship among mediums in a multi-platform media environment is an interesting and attractive research topic. The rapid development of social media has contributed significantly to the decline in content consumption via television usage. Under the competitive pressure for advertising spending, television stations have increasingly received benefits in extending their identities to social network sites, using their current credibility to share news content, and attracting media users to the platforms they own. The thesis "Antecedents and Suffices of Multi-Platform Media Credibility Perception: The Case of Television and Television Identity on Social Media in Vietnam" was carried out following the suggestions of previous studies on the expansion of the topic of Multi-Platform Media Credibility and the development of Source credibility theory and the hierarchical framework of media credibility, connecting with the Uses and gratifications theory, through the Media repertoire theory approach. Using the PLS-SEM method, the study assessed the complex cross-platform relationships among the following factors: Perceived bandwagon effects, News-finds-me perception, Perceived television, and its social media identity's credibility, Motivation to watch television or its social media expansion for news purposes as well as the Intention

to continue watching television or use its social media identity for news Purposes. The study results illustrate the general complementary effects between the two mentioned mediums, although the replacement effects have also been potentially presented. However, at present, the findings indicate that the expansion efforts of the television channels on social network sites bring great benefits. Therefore, the study provides theoretical contributions and suggests practical implications for television station managers, as well as communication and marketing experts.

2. THE THESIS NEW FINDINGS

(1) The study expands the theory of source credibility (Hovland et al., 1953) through the application of the hierarchical model of media credibility (Schweiger, 2000), extending the roles of different levels according to previous studies (Johnson & Kaye, 2015). In this case, a medium (television) serves as a source of information, spreading messages across its extended platforms. The results of the study show that television's perceived credibility can spread to its extensions, the social media identity of television.

(2) The study simultaneously evaluates the media credibility's antecedents (factors that present the characteristics of the technological mediums and their users) (Sundar, 2008) and the consequences (motivation and intention to continue using the mediums) (Sundar & Limperos, 2013). The results illustrate:

(i) The impacts of the characteristics of new mediums and their users in reinforcing the perception of multi-platform media credibility, according to Sundar's MAIN model (2008) and the research of News-finds-me perceptions (Zúñiga & Cheng, 2021);

(ii) The impacts of the characteristics of new mediums and their users on the motivation to use multi-platform mediums according to the perspective of the Uses and Gratifications Theory 2.0 (Sundar & Limperos, 2013)

(iii) The complex relations between groups of factors related to the characteristics of new mediums and their users, multi-platform mediums' perceived credibility; and motivations for using multi-platform mediums for news.

In this case, it can be observed that the complementary (Stempel et al., 2000) and substitution effects (Mcintyre, 2014) have been occurring simultaneously, but the

cumulative effect ultimately is complementary, leading to the expansion of the media repertoire, including both social media and television (Gong et al., 2020; Yuan, 2011).

(3) The study examines the impact of Perceived Bandwagon Effects (Sundar et al., 2008) and News-finds-me perception, which derived from social media users' characteristics (Segado-Boj & Said-Hung, 2022) in a multi-platform media environment that combines technological and traditional mediums. The research results show that the mentioned factors have a positive impact on the collaborative mediums' perceived credibility, media-using motivations, and continuously using intentions.

(4) Finally, the study approaches the concept of cross-platform communication from an integrated perspective. The results demonstrate the simultaneous emergence of the medium substitution and complementarity effects. In this specific case, the result represents the extension of the media repertoire, which includes two forms of collaborative mediums (Gong et al., 2020; Majerczak & Strzelecki, 2022). However, it is worth noticing that the substitution effect manifested in the negative relationship between the television's extension's perceived credibility and the intention to continue watching television for news. This impact reduces the effectiveness of television identity expansions across multiple platforms in general.

3. THE APPLICATIONS IN PRACTICAL MATTERS AND FUTURE RESEARCH AGENDA

(1) The study demonstrates the suitability of incorporating the hierarchical model of media credibility (Johnson & Kaye, 2015; Schweiger, 2000) to broaden the scope of research on the subject of media credibility. Nevertheless, the investigation exclusively assesses two levels that pertain to the conventional components of media credibility: the source and the mediums. Future investigations could continue to examine the vertical or horizontal effects of various components of the model. This will facilitate the integration of media aspects and strengthen the efforts to construct a unified theory of media credibility in a generalized manner, as suggested by Metzger et al. (2003).

(2) The research demonstrates the intricate influence of various mediums in a multi-platform environment, where television functions as a source of information and

social media as a channel for the dissemination of messages. In this instance, the substitution and complementary impacts transpired concurrently. Nevertheless, this study exclusively assesses a specific context (television and social media), with a specific type of messages

(news) and significant factors in the context of television and its extended identity on social media, as the objective of the research is to apply to the television industry. Previous research has demonstrated that media consumers possess unique strategies and usage requirements for various media repertoires (Yuan, 2011; Gong et al., 2020). Consequently, future research could broaden the research context to encompass additional media categories, distinct groups of requirements, and the unique influencing factors of those media combinations. Such a research direction will continue to generalize the behavior of media consumers in a multi-platform environment. Furthermore, the research conducted by Flanagin & Metzger (2000) demonstrates that media consumers have varying assessments of the messages they receive from the media. Additionally, the theoretical framework regarding media credibility will be enhanced by conducting additional research on different types of messages that are unique to various media formats.

(3) The study has incorporated and assessed the influence of factors that are distinctive to social media communication: the News-find-me perception and the perceived bandwagon effect. The findings indicate that they can also influence the collaborative traditional medium, which is evidently linked to social network sites. This has substantial implications, as future research may adopt the proposal of Sundar & Limperos (2013) to incorporate the mentioned factors into research models for both technological and traditional mediums when they integrate technology in information transmission.

(4) The research has continued to broaden the media credibility research subject by establishing a connection between it and the Uses and Gratifications Theory in a multi-platform context. The primary concentration is on the ways in which, media credibility affects media-using motivations. Despite the fact that Kaye & Johnson (2017) previously proposed this research direction, the evaluation of the complementary effects between two media forms in a collaborative context, with various strategies and tactics, is

still rarely discussed. In a cross-platform context, where media forms with appropriate strategies can influence each other in a supportive manner, future studies could continue to apply the approach and measurements of Kaye & Johnson (2017) and the direction developed by this research to separately measure the impact of perceived credibility on diverse aspects of media-using motivations.

(5) The research illustrates the suitability of applying the News-finds-me perception to Marketing and Communication theories. The research results also indicate differences in strategies for assessing media reliability after Covid-19. Future studies may continue to develop based on the proposals of Goyanes et al. (2023) to further integrate this factor into other theories, with different mediums to examine its complex impact.

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