

TRADITIONAL OR NEW MEDIA: THE CREDIBILITY OF USAGE
IN OBTAINING NEWS INFORMATION

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ABSTRACT

This study aimed to determine the credibility between traditional and new media in obtaining news information. Specifically, this analyzed the students' preference and reasons for choosing their source of information. The descriptive survey method was used to collect the data and to identify the media preferences of 15 AB English students enrolled in 2nd semester of School Year 2018-2019 of Central Philippine University. The results show that most of the respondents use online websites particularly philstar.com as their source of information, half of the respondents still use and trust television in obtaining national news and "updatedness" of news broadcast is their topmost reason for choosing a certain mass media. It is concluded that online/social media users should be careful in getting information and understand that credibility of material does not depend on having a high rating among all the other media tools.