

The Reliability of Both Traditional Media and New Media from the Perspective of the Palestinian Journalists

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Abstract

This study aims at investigating the reliability of both traditional media and new media from the perspective of the Palestinian journalists. The study approached the literature as a multi-dimensional phenomenon, which addressed both theoretical and applied research.

The significance of this recent study is the first, which dealt with this theme, to the author knowledge, which in turn stands from the need of the Palestinian public to get trustworthy information, especially in the situation the Palestinians live. In addition to the continues events that add to the importance of true reliable information. Besides, it is important to realize the influence of this information on the daily life of Palestinians, and the bad effect on the people of false or untrue information, which the media discusses through both new and traditional media.

To achieve this end, the study adopted the quantitative research approach using the sampling survey method. The questionnaire is appropriate for the exploratory nature of the research. A 45-item questionnaire was formulated which was divided into four sub-scales. The random sampling method was utilized which comprised of a sample size of (125) males and females journalists in the West Bank. The collected data was statistically analyzed using the statistical package for social sciences (SPSS).

The findings showed that the older the Palestinian journalists, the less trust they have in the new media and vice versa. The study revealed the determinant effect of experience on improving the trust in the traditional media. It was found that when years of experience increases, the trust in the traditional media increases and vice versa.

In light of the findings and discussion, the study recommend, encouraging the journalist's union to spread the leaflets of behavior in the union among the journalists widely and to stress the importance of their commitment to all the rules in it, the importance of encouraging the Palestinian journalists who use the new media to show the source of their information, taken into consideration that this is

not to give priority to the speed of publishing the journalistic material regardless of reliability.

Furthermore, the study suggested for the decision makers of the Palestinian authority to enforce a modern press law to overcome the failures and shortages in the publishing and press law where it takes in consideration the international trends in practicing media work and the improvements in publishing journalistic material, and the importance of establishing research centers, both in journalistic institutions or universities that teach different fields of media, taken into consideration that these centers should give more importance to new media tools which guarantees a better service for the public and more acceptance to the journalistic information.

Keywords: Reliability, traditional media, new media, journalists, Palestine.

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