



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



**Addis Ababa University**

**Graduate Studies**

**School of Journalism and Communication**

**The Credibility of ESAT News as Perceived by Some Civil Servants in Addis  
Ababa**

**KIBRU MARE TEREGA**

**A Thesis Submitted to the School of Journalism and Communication**

**Presented in Partial Fulfillment of the Requirements for the Degree of Master  
of Arts in Broadcast Journalism and Communication**

**Addis Ababa University**

**Addis Ababa, Ethiopia**

**April, 2022**

**Addis Ababa University**

**Graduate Studies**

**School of Journalism and Communication**

**The Credibility of ESAT News as Perceived by Some Civil Servants**

**By**

**KIBRU MARE TEREGA**

**Advisor**

**Getachew Dinku (PhD)**

**Presented in Partial Fulfillment of the Requirements for the Degree of Master  
of Arts in Journalism and Communication**

**Addis Ababa University**

**Addis Ababa, Ethiopia**

**June, 2021**

**Addis Ababa University**  
**School of Graduate Studies**

This is to certify that the thesis prepared by Kibru Mare Terega, entitled *The Credibility of ESAT News as Perceived by Some Civil Servants in Addis Ababa* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

Head of the department \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Examiner \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Examiner \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Advisor \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

---

Chair of department or Graduate Coordinator

## **Declaration**

I declare that this thesis *The Credibility of ESAT News as Perceived by Some Civil Servants in Addis Ababa*. It is my own work and I have duly acknowledged the sources of materials I have used.

Name: Kbru Mare

Signature: ----- Date: June, 2022

## **ACKNOWLEDGMENTS**

To begin, I am grateful to the all-powerful God for helping me in pursuing my dream. My heartfelt thanks also go to Getachew Dinku (PhD), my advisor, who made my research feasible through his guidance and support. Throughout the investigation, he was crucial to its success.

I'm also grateful to all of the people who took the time to fill out questionnaire and be interviewed. Special thanks to the communication personnel of the Addis Ababa Road and Transport Bureau and the ministry of labor and skill for assisting and supporting me during my studies.

Above all, I want to express my gratitude to my wife for her unwavering support and assistance. I give you my gratitude for the kind support you have given me throughout my journey.

## **Abstract**

*The purpose of this study was to understand how audiences perceived the credibility of ESAT Amharic television news broadcast between March 2018 (when Prime Minister Abiy Ahmed took over office) and the time of data collection for this study (April, 2022). Both qualitative and quantitative approach employed. Out of 350 respondents, 140 were chosen for questioning and 10 were chosen for interviews by the convenience sample method from the federal urban job creation and food security agency and the Addis Ababa Road and Transport Bureau. According to the data analyzed in this study, 71% of respondents believed that the media reports trustworthy news and 64% of respondents also believed the media have skilled competence. ESAT news reliability was also investigated in terms of message, and sources; 54% of respondents believed ESAT's messages and sources during the study period were sometimes reliable. Similarly 39% of them responded the media was usually credible. According to the findings, journalist source selection, media political stance, and coverage of sensitive issues are all factors that influenced, message, and source credibility. According to the result of cross tabulation of variables, religion did not appear to influence audience perceptions of ESAT news believability. On the other hand, we can infer that the viewers' political affiliation, age, educational status, and sex were the most important factors influencing their perception of the credibility of ESAT news. As its slogan suggests, serving as the public's eyes and ears and attract more viewers the media should avoid using sources with undisclosed names and identities. News reporting on ethnic or religious issues must be handled with caution; otherwise, it could have negative implications and damage the media's credibility.*

# Contents

ACKNOWLEDGMENTS .....	i
Abstract.....	ii
Contents.....	iii
List of table.....	v
LIST OF CHARTS .....	vi
Lists of Acronyms .....	vii
CHAPTER ONE.....	1
1. Introduction .....	1
1.1 Background of the Study .....	1
1.2. Statement of the problem .....	3
1.3. Objective of the Study .....	6
1.3.2. Specific Objectives .....	6
1.4. Research Questions .....	6
1.5. Scope of the Study .....	7
1.6. Limitation of the Study .....	7
1.7. Significance of the Study.....	7
1.8. Organization of the Study .....	8
CHAPTER TWO.....	9
2. REVIEW OF RELATED LITERATURE .....	9
2.1. Overview of broadcast media .....	9

2.2. Theoretical framework.....	11
2.3. Media perception .....	14
2.4. Credibility .....	15
2.5. Types of credibility .....	19
2.6. Media credibility measures .....	23
CHAPTER THREE .....	25
METHODOLOGY .....	25
3.1 Research design .....	25
3.2 Data collection tools .....	26
3.3. Sampling Techniques.....	28
3.4. Method of data analysis .....	29
CHAPTER FOUR .....	30
DATA ANALYSIS AND DISCUSSION.....	30
4.1. Respondents' Demographic Characteristics.....	30
4.2. Factors that Affect media credibility .....	33
4.3 The news' message and source credibility .....	53
4.4. Findings of the Study: .....	58
CHAPTER FIVE.....	61
CONCLUSION AND RECOMENDATIONS .....	61
5.1. Conclusion .....	61
5.2. Recommendations.....	62

Reference.....	64
Appendix I.....	68
Appendix II.....	80
Appendix III.....	86

## **List of table**

<b>List of table.....</b>	<b>page</b>
Table 1 Gender of the respondents .....	26
Table 2 Age group of respondents.....	27
Table 3 Educational background of respondents.....	27
Table 4 political stand of respondents.....	28
Table 5 religion of respondents.....	29
Table 6 News watching habit of respondents.....	29
Table 7 complete reporting and respondents' age crosstabulation.....	33
Table 8 fair reporting and political stand crosstabulation.....	35
Table 9 Pro-governing party and educational status of respondents' crosstabulation.....	36
Table 10 Pro-opposition party and educational status of respondents' crosstabulation.....	37
Table 11 balance and religion of respondents' crosstabulation.....	40
Table 12 separating facts and opinion and gender of respondents' crosstabulation.....	42
Table 13 concern for community Gender of respondents' crosstabulation.....	44
Tables 14 talented experts and political stand of respondents' crosstabulation.....	47
Table 15 trustworthy news and age group crosstabulation.....	49
Table 16 message credibility and gender of respondents' crosstabulation.....	51
Table 17 source credibility and age group of respondents' crosstabulation.....	54

## LIST OF CHARTS

CHART	PAGE
1. ESAT Amharic news presents complete report.....	31
2. ESAT Amharic news are fair.....	34
3. ESAT Amharic news is usually pro-government.....	36
4. ESAT Amharic party usually pro-opposition Party .....	36
5. ESAT Amharic news presents various views in balanced manner.....	39
6. Facts and opinions are distinguished in ESAT Amharic news.....	41
7. ESAT Amharic news is looking out for people's best interest.....	43
8. ESAT Amharic news concern for community.....	44
9. ESAT media has talented experts.....	46
10. The reported information in Amharic news are trustworthy .....	49
11. A number of respondent who believe ESAT news message is credible.....	51
12. A number of respondent who believe ESAT news media is credible.....	52
13. A number of respondents who believe ESAT news sources are credible .....	54

## **Lists of Acronyms**

ESAT: Ethiopian Satellite Television and Radio

MAN: Media awareness Network

UK: United Kingdom

TV: Television

EBC: Ethiopian Broadcast Corporation

FBC: Fana Broadcasting Corporate

OAU: organization of African Unity

ENA: Ethiopian News Agency

EMA: Ethiopian Media Authority

EBA: Ethiopia Broadcast Authority

ERTA: Ethiopian radio and television Agency

HRM: Human Resource Management

SPSS: Statistical Package for the Social Sciences

EICA: Ethiopian Islamic Council Agency

# CHAPTER ONE

## 1. Introduction

This section of the paper attempts to outline the research's focus areas. It begins by explaining the study's context and statement of the problem. The study then goes on to outline the research aims and questions, the study's importance and breadth, as well as the study's constraints and organization.

### 1.1 Background of the Study

From the imperial period until the communist military administration, the Ethiopian media business was defined by government monopoly and support for respective regimes or personalities until 1991. With all of its obstacles on the ground, the Ethiopian People's Revolutionary Democratic Front (EPRDF) came to power in 1991, establishing a historical legal framework for the Ethiopian press. However, the Press Proclamations of 1992, 1999, and 2007, as well as the Broadcast Proclamation of 2007, have failed to provide journalists and media workers with the freedom to carry out their jobs with ease (Dodolla, 2016).

According to Moges, 2019, following Ethiopia's government reform (March 2018), the government system views the media as a democratic player. As a result, media organizations such as Ethiopian Satellite Radio and Television (ESAT) and Oromo Media Network (OMN), which were branded as anti-government by the previous administration, have been invited to operate freely in the country by the present leadership. In addition, almost 260 websites have been unblocked. In this regard, the present government has taken steps to strengthen Ethiopia's media system.

The accountability of the Ethiopian Broadcasting Authority (EBA) and public media organizations such as Ethiopian News Agency (ENA), Ethiopian Press Agency (EPA), and Ethiopian Broadcasting Corporation (EBC) shifts from executive to legislative. The aforementioned institutions were initially accountable to the prime minister, but are now directly accountable to the Ethiopian parliament. Three categories of ownership are recognized in

Ethiopian media ownership today. Public media, which is owned by regional and federal governments or states, commercial media, and community media are examples (Moges, 2019)

A group of well-known exiled journalists, the many of whom had been jailed, tortured, or forced into exile, created ESAT on April 24, 2010, one of Ethiopia's commercial media outlets, with the intention of delivering accurate, impartial, and balanced news. Although there is some international news, the media's focus is primarily on Ethiopian political news. In addition, the media provides commentary, information, entertainment, debate shows, documentaries, and programming related to culture for Ethiopia and the rest of the world. Ethiopian Satellite Television (ESAT) is a non-profit, independent media company that receives significant funding from Ethiopians living abroad. The official language of Ethiopia is Amharic, while there are also some broadcasts in Afaan Oromo and English. The business keeps studios in London, Amsterdam, and Washington, D.C. (UK). ESAT began streaming a daily radio program to its satellite and online TV services in September 2011.

News media, especially in developing countries like Ethiopia, are expected to publicize matters that would contribute for the development of the society. The highest degree of media coverage enforces policy makers to pay attention for issue and realize implementation of the research results (Amare, 2016)

In Ethiopia, the most sources of news information and distribution for the people and the news media (radio, TV, newspapers, internet, etc.) are wire services. A report, for example, estimated that 90% of Ethiopian Radio's news items came from Ethiopian News Agency (ENA) and Walta Information Centre (WIC) (Stanbridge & Ljunggren, as cited in Skjerdal, 2012).

According to the Media Awareness Network (2003), news is "anything that has recently occurred or knowledge about something that has recently occurred or will soon occur." In a newspaper, television, or radio report about a current event or events. Lule (2001:3) writes that "news comes to us as a tale, the recounting of a happening, written or spoken with the goal of entertaining or enlightening,"

According to Watt and Allan (2013), journalists can obtain news tips from regular folks, press releases, press conferences, and news events. Politicians and leaders, in addition to spokespersons, are frequently sources of valuable information and comments for journalists. However, according to Farber (2009), when journalists see a story, it becomes more believable. It's because the general public looks to journalists for firsthand accounts of occurrences.

When discussing news in the media, it is essential to discuss credibility. The term "credibility" comes from Aristotle's rhetorical theory. Rhetoric, according to Aristotle, is the capacity to recognize what may be convincing in any situation. He classified persuasive appeals into three categories: ethos (credibility of the source), pathos (emotional or motivational appeals), and logos (logic used to support a claim), all of which he felt had the ability to affect the recipient of a message. The term "ethos," according to Aristotle, refers to the speaker's personality. The speaker's goal is to look trustworthy. The speaker's ethos, in fact, is a rhetorical approach used by an orator to "inspire faith in his audience."

McCroskey, (1998) contends trustworthiness and competence are two fundamental components of credibility, both of which have objective and subjective components. Although subjective criteria such as established reliability play a role in determining trustworthiness, objective metrics such as established reliability may also be used. Expertise can be subjectively viewed in the same way, but it also incorporates objective features of the source or message (e.g., credentials, certification, or information quality). Source dynamism (charisma) and physical appeal are secondary components of believability.

## **1.2. Statement of the problem**

Ethiopia's media landscape might be described as polarized and largely unprofessional. The quality of media products has remained low, with political and financial motives being the dominant ones (Stremlau 2011). Despite increased access to satellite television and digital media channels, content diversity remains a problem. Most Ethiopian television outlets lacked the necessary resources and were afraid of the country's restricted legal framework (Fojo Media Institute, 2017).

Article 29 of the Ethiopian constitution guarantees unrestricted freedom of expression, including the right to seek, receive, and impart information. It also protects press and mass media freedom by allowing public access to information and forbidding censorship. However, it is unclear to what degree the media houses exercised their constitutional power to enhance or influence the public realm. (Ibid.)

In the context of Ethiopian media outlets, two types of censorship might have an impact on factual and impartiality norms: self-censorship among practitioners and the systematic censorship of media by the government (Chala, 2019). Self-censorship is defined as withholding journalistic practice in response to perceived external pressure (Skjerdal, 2011), whereas systematic censorship is defined as the government's indirect influence over media outlets (Ross, 2010).

If journalists are unable to obtain information from government officials, they will almost certainly refrain from reporting for fear of being harassed. This is the other type of self-censorship practiced by Ethiopian journalists (Moges, 2021).

The fear of the government putting enormous pressure on journalists when they publish stories is the major cause of bad reporting in Ethiopia. Similarly, government officials can routinely utilize the media to criticize situations, particularly conflict cases, as well as important players in disputes (Ibid.).

The state writes media laws and other legislation pertaining to ownership, regulation, and information access. As a result, the weak economy, a lack of advertising culture, unequal allocation of state advertising across media, and political pressure, among others, have hampered media development in Ethiopia (Menychle, 2017).

The Ethiopian media is exposed to significant governmental interventionist tendencies. The country's political and social order leans toward a political bent, and journalism's position has been severely hampered by a lack of professionalism (Birhanu, 2006). The rise of ethnic broadcasting stations, in particular, has raised concerns, as these programs feed ethnic animosity. When covering conflict news, journalists tend to prefer their ethnic groups while condemning

others (Bonde 2018). Ethiopian media appears to have a high level of political parallelism, either as pro-government or anti-government factions (Menychle 2017).

Journalists are wary of retaliation, and discussants do not represent what they feel to be true since critical people are denied access to the media and their views are repressed. The government's agenda, philosophy, strategies, and policies are amplified through the news media (Dawit 2019). There is no law in this nation that guarantees the protection of journalists. As a result, journalists are forced to operate in a fearful environment (Moges, 2021)

An individual who views government agendas differently gets singled out as anti-peace, anti-democracy, a terrorist, and anti-development. The same is true after PM Abiy Ahmed came to power. Most media present the PM's story without incorporating diverse views from other political parties or the general public. Journalists face pressure from different groups with a very tight external influence. (Kiflu, Ali, Nigussie, 2021)

Apart from holding Ethiopia Broadcasting Corporation (EBC), the government also owns regional television and radio stations that are prohibited from broadcasting political content but are quite active and diversified in their coverage of local problems like development and local community issues. (Ibid)

Ethiopian private media is inadequate in terms of impartial reporting. The vast bulk of news and other content are slanted in one direction. The majority of coverage is sympathetic to the other side. Many reporters work as spokespersons for political parties rather than as journalists (Reference from the press, 2007). This has a significant effect on the news' credibility.

Above all, as far as the researcher's observation is concerned, there is virtually little concern for study regarding the credibility of media institutions in Ethiopia. Previous local studies have mostly focused on media effect, media content or other aspects of the media-audience interaction. Hallelujah (2008) and Dagim (2013) conducted studies on the function of the media in promoting democracy in Ethiopia, Abel (2005) and Badeso (2008) investigated audience satisfaction on Ethiopian television, Biset (2007), examined how audiences reacted to media messages and Kebede (2013) examined public trust in Ethiopia's mainstream media. This study,

on the other hand, focuses on the credibility of one of the Ethiopian media, ESAT Amharic News.

Thus, the purpose of this study is to determine the credibility of ESAT Amharic news based on some credibility dimensions in the eyes of some civil servants in Addis Ababa. This study also examines the influence of political viewpoints on news credibility and determines the elements that influence the news' believability.

### **1.3. Objective of the Study**

#### **1.3.1. General Objective**

The general objective of this study is to assess the credibility of ESAT Amharic news as perceived by some civil servants in Addis Ababa.

#### **1.3.2. Specific Objectives**

- To examine to what extent study participants see ESAT news as credible source of information.
- To identify factors that affect the perceived credibility of ESAT news such as information source and content of ESAT news
- To identify whether perceived credibility of ESAT news has any linkage with demographic characteristics such as age, gender, political affiliation, educational position, and religion.

### **1.4. Research Questions**

The study attempted to answer the following important research questions in order to accomplish the research objectives:

To what extent do study participants consider ESAT news as a credible source of information?

What are the factors that affect the perceived credibility of ESAT news?

Does perceived credibility of ESAT news have linkage with some demographic characteristics?

### **1.5. Scope of the Study**

The study focused on Amharic news broadcast on ESAT Television between March 2018 (when PM Abiy Ahmed came to office) and the time data collection for this study stopped (April 2022). Since some journalists officially separated from the media during the data collection period in March 2022, the research of skilled competency included undivided ESAT journalists. Both the quantitative and qualitative data were collected from Addis Ababa Road and Transport Bureau and from federal urban job creation and food security agency employees. In terms of focus, the study mainly attempted understands the credibility of ESAT news as perceived by the study participants.

### **1.6. Limitation of the Study**

During the data collection and analysis phase of this study, the researchers faced a few obstacles. The study's initial weakness was the lack of relevant research, scholarly publications, and books in connection to the reliability of news in Ethiopian media. The researcher selected respondents using convenient sampling, and the data and findings in this study were based on the perceptions of Addis Ababa Road and Transport Bureau and federal urban job creation and food security agency workers. Thus the findings may not be representative of the great majority of mass media viewers

### **1.7. Significance of the Study**

The study, which looks into the veracity of news on Ethiopian Satellite Television and Radio (ESAT), may be helpful for Ethiopian media in figuring out if they are reliable or not, both in terms of veracity standards and in terms of viewers. In particular, it might make the media more aware of how credible they are to the audience. The study's conclusions may help to improve knowledge of the elements that determine media credibility and provide light on media credibility research. In the years to come, academics who are examining media trustworthiness may find the study to be essential.

## **1.8. Organization of the Study**

The research thesis is divided into five chapters. Including the introduction and background of the study, chapter one outlines the statement of the problem, objective of the study, research questions, and significance of the studies, which are followed by the scope and limitation of the study respectively. Chapter Two entirely deals with historical background and a review of related literature. Chapter three presents the research methodologies that are used to collect the data while conducting the study. In chapter four, the study presents the data presentation and study analysis. The last part of the study is all about the conclusion and recommendation of the thesis.

## CHAPTER TWO

### 2. REVIEW OF RELATED LITERATURE

As indicated in the preceding chapter, the current study intends to examine the level of news credibility and the viewpoints of some civil servants regarding ESAT, Ethiopia's private media. Furthermore, it has the goal of evaluating elements that influence news credibility. Also, investigate the impact of political position on media news reliability.

To this end, this chapter focuses on reviewing few topics that would help lay a foundation for the basic understanding of issues pertaining to credibility of news in the media.

Hence, it comprises of the following topics; Overview of broadcast media, media perception, theoretical framework, credibility and types of credibility and credibility measures.

#### 2.1. Overview of broadcast media

Guglielmo Marconi put up a temporary station on the Isle of Wight in 1895, and it was from there that the first radio broadcast was made. This came after several individuals, like as Alessandro Volta, André-Marie Ampère, Georg Ohm, and James Clerk Maxwell, carried out groundbreaking work in the subject (Colligan, 1991). On September 7th, 1927, Philo Farnsworth transmitted a straight line as the first "television" system. There were just a few dozen televisions in existence by the end of the 1920s since a straight line was obviously not mass marketable (Streiff, 2018). The term "broadcast media" refers to a variety of media that are used for broadcasting, transmitting, and connecting with the general audience. It shares news, information, entertainment, advertisements, etc. with the target audiences or general public using a variety of audio-visual materials as well as electronic or electro-magnetic methods (Bhasin, 2022)

European missionaries and colonialists brought media to Africa almost 200 years ago. The entire growth of the continent's media is related to the continent's long-running process of political transformation. The continent's history of colonization is a significant component in this process of political transformation that has shaped the development of journalism on the continent.

However, because Ethiopia has never been occupied, there is a tenuous relationship between colonialism and Ethiopian journalism (Menychle, 2019)

A television broadcast was aired in Ethiopia to celebrate the creation of the Organization of African Unity (OAU) in 1963. It was limited to Addis Ababa and the surrounding areas. ETV, the country's only television station, is a government-owned channel. Ethiopian Television used to only broadcast in Amharic and English until 1991, when it added Oromiffa and Tigrigna to the mix. ETV transmits for around 8 hours every day. The television station produces and transmits news, economic, socio-cultural, educational, and entertainment programming. It also distributes news from local and foreign news sources, primarily the Ethiopian News Agency ENA and the Walta Information Center (Fitsum, 2006)

Radio broadcasting was introduced to Ethiopia with the coming of fascist Italy and it was handed over to the government after the victory. Afterwards, there were 4 major radio institutions. The station in Addis Ababa, Asmara and Harari were regulated under the Ministry of Information (Menychle, 2019)

Ethiopian media council reported that Ethiopian Media Authority (currently change to EBA) had licensed 38 television stations, including 26 commercial, 2 community, and 10 public television stations. Of the 36, 29 are in distribution and 7 are in preparation. Ethiopian media authority also licensed 10 public radio stations, 15 commercial radios and, 54 community radio and 3 educational radio stations.

All regions, including the city administrations of Addis Ababa and Dire Dawa, have their own mass media agency. Most agencies were established from 2005 onwards (Ward, 2011). In the first phase, they depended a lot on the federal media, especially Ethiopian Radio and Television Agency (ERTA, now EMA), for technical support and transmission. In recent years, however, the different regional agencies have invested substantially in their own equipment and terrestrial (Skjadral, Moges, 2020).

Ethiopia's private media is on the rise. Ethiopian Satellite Television and Radio (ESAT) is probably the most well-known of them, having been one of the most outspoken critics of the Ethiopian government since its inception in 2010. Due to its ties to Ginbot 7, a group listed as a

terrorist organization by the Parliament, it was prohibited by the government until 2018. ESAT remains critical of the government, but its tone has evolved since its days as a diaspora station. Although the majority of the firm's production is now done in Ethiopia, the corporation still has studios in Amsterdam, London, and Washington, DC. (Ibid)

Broadcast Proclamation No. 1238/2021 regulates radio and television broadcasting, and the Ethiopian media Agency, which reports to the house of people representative, is in charge of the radio and television industry. Without a court order, the Agency can grant, suspend, or revoke a broadcasting service license, as well as investigate the station and seize allegedly unlawful items (Media Proclamation, 1238/2021).

## **2.2. Theoretical framework**

### **2.2.1. The Uses and Gratifications Theory**

The Theory of Uses and Gratifications The uses and gratifications theory describes how people interact with media and the pleasures they experience as a result (Wimmer, 2000). This theory is pertinent to this study because it predicts that how individuals use the media and the pleasures they derive from it would influence how they view the media's content, in this case, news. In addition, people may get satisfaction in news in and of itself through the media. Researchers have been able to better grasp how audiences perceive media content thanks to viewpoints from the uses and gratifications hypothesis.

According Blumler, Katz, Guarevitch, et. Al (1974) the uses and gratifications theory is a user-centered approach that focuses on how people use media for their own personal uses and gratification. This theory emphasizes motives and the self-perceived needs of audience members. Blumler and Katz argued that different people could use the same communication message for different purposes. The same media content may gratify different needs for different individuals. This theory suggests that media has no power over audiences. Instead, audiences are highly active in their media usage, seeking out media to fulfill a certain need. Audiences create their own individual meanings after they seek out that media.

Uses and Gratification actually come from the idea that the media serves a purpose. If the audiences have certain uses or needs, then the media fulfills or gratifies those needs. Audience turns to media as a useful tool to gratify their needs. This model starts with the audience. You have an audience that is looking to fulfill a need. It goes and seeks out a medium that will actually fulfill that need. If the media gratifies that need, then the audience will stick to that channel and continue consuming the content from that channel. On the other hand, if the media fails to gratify that need, then the audience will go back and find a different media and continue through that process until the need is gratified. There are several examples where the audience stopped a TV show or movie from broadcast. Likewise, there are countless examples of the media being canceled or pulled from broadcast due to audience backlash or disinterest (Ibid).

In the 1950s and 1960s, a new phase of research guided by this theory began with emphasis on identifying and operationalising the many social and psychological variables, presumed to be the antecedents of different patterns of consumption and gratification. For example, Gerson (1966) concluded that race was important in predicting how adolescents used the media. Many studies conducted during this period reflected a shift from the traditional effects model of mass media research to the functional perspective (Wimmer, 2002). According to Windahl (1981), a primary difference between the uses and gratifications approach and the traditional effects approach is that a media effects researcher usually examines mass communication from the perspective of the communicator, whereas the uses and gratifications researcher uses the audience member as a point of reference.

According to Kartz et al. (1998), the uses and gratifications perspective of mass communication research has previously concentrated on the motivations behind why individuals use the media. This viewpoint had three main goals: to explain how people use the media to meet their wants; to comprehend the reasons behind media usage; and to pinpoint the results that arise as a result of needs, motives, and media use. Thus, news credibility may be an outcome of needs, motives and media use. According to a study by the Centre for New Media Research and Education at Bond University in Australia, much of the fundamental theoretical support revealed by the literature came from the uses and gratifications approach. The literature suggested that audiences were likely to use those media that served their needs most closely.

Rubin (1986) pointed out that even though theory development had progressed, the uses and gratifications approach still had a long way to go. Similarly, according to Wimmer (2000), Swanson (1987) called for more research to encourage the theoretical grounding of the uses and gratifications approach. Specifically, Swanson (1987) urged that research focus on (1) the role of gratification seeking in exposure to mass media, (2) the relationship between gratification and the interpretive frames through which audiences understand media content, and (3) the link between gratifications and media content.

### **2.2.2. The Agenda-Setting Theory**

The agenda-setting theory of the media proposes that the public agenda - or what kinds of things people discuss, think and worry about - is powerfully shaped and directed by what the news media choose to publicise (Larson, 1994). According to Wimmer (2000), this means that if the news media decide to give the most time and space to covering the budget deficit, this issue will become the most important item on the audience's agenda. In other words, the agenda setting function of the mass media is to select and emphasis certain issues and thereby cause those issues to be perceived as important by the public (Severin et al., 1979).

Agenda setting research, thus, examines the relationship between media priorities and audience priorities in the relative importance of news topics. The agenda-setting theory argues that the media not only inform people but also inform them about what they should think about. Ansah (1993) agrees with the agenda-setting argument when he says the media, to a large extent, set the agenda for public debate and sometimes determine the direction of such debate. In other words, the media set an agenda for our thought processes; they tell what is important and what we should know and need (Bittner, 1980). Thus, by means of news, for instance, the media are persuasive in focusing public attention on specific events and persons. According to McCombs (1992), both the selection of objects for attention and the selection of frames for thinking about objects are powerful agenda setting news tells us what to think about and how to think about it. The media through the agenda-setting role influence our perception of issues.

Wimmer (2000) traces the notion of agenda setting by the media back to Walter Lippmann (1922) who suggested that the media were responsible for the pictures in our heads. In recent

years, the most popular subjects in agenda-setting research have been (1) how the media agenda is set and (2) how the media choose to portray the issues they cover. There have, however, been some criticisms of the agenda-setting theory. Perry (1996) criticized this model on the bases that it had failed to provide convincing evidence of causal relationship between the media agenda and the public's agenda. Another major criticism offered by McQuaii (1994) is that the theory has difficulty establishing a correspondence between the issues people consider to be important and the importance the media attaches to those issues. McQuaii (1994) suggests that in actual fact the media do not really set the agenda but rather serve as a mirror of reality for people. The media only reflect what happens in the environment or in society.

### **2.3. Media perception**

Media perception is a perceptual theory of mass communication that refers to the tendency for individuals with a strong preexisting attitude on an issue to perceive media coverage as biased against their side and in favor of their antagonists' point of view

The news media exposes people to information about the outside world. Opinions about the media can be broad (e.g., "the media are liberal"; Lee, 2005) or focused on how certain topics are covered by news media (e.g., media are against genetically modified foods; Gunther & Liebhart, 2007). ideas about how influential media are and how they impact oneself, other people, and society, as well as perceptions of how media favor or are unfriendly toward particular themes or groups (Vallone, Ross, & Lepper, 1985) (Davison, 1983).

People often have favorable impressions about other people and social organizations that they support out of a desire to be consistent and avoid dissonance (Hastorf & Cantril, 1954). In order to test this idea in the context of news, pro-Arab, pro-Israel, and neutral students on the Stanford campus were shown a number of news clips on the Sabra and Shatila massacre in Lebanon in 1985 by Vallone et al. Each group perceived the coverage to be typically less favorable to their side, more favorable to the other side, and generally unfriendly to their point of view, as was to be predicted. A common perception of the media as being antagonistic to one's own positions has been suggested by this pattern of findings, which has been observed repeatedly and has been named the hostile media phenomenon (HMP).

Credibility and accuracy are the two main aspects that journalism researchers have looked at when examining how audiences perceive news. According to this, studies on media perceptions have primarily used two frames of reference: (a) the information and (b) the information providers (i.e., the sources or media used). For instance, audience perceptions of "the believability of information" are typically the emphasis of perceived credibility (Flanagin et al., 2020, p. 1039). This method focuses on the information itself, such as informational quality, accuracy, or currency (Kohring & Matthes, 2007; Schweiger, 2000; West, 1994), and is frequently linked to the level of expertise and reliability of information sources, that is, the public's perception of the sources' objectivity and knowledge. Little research investigates all of these simultaneously since scholars frequently consider each piece of information, as well as source trustworthiness, independently (or as related concepts) (Kioussis, 2001; Schweiger, 2000).

According to Sundar's (1999) study on how audiences perceive news information, consumers depended on a variety of criteria or variables that went above and beyond normative standards like reliability and content quality. "Liking" (if viewers liked the content) and representativeness were other considerations (whether the content was congruent with the general news stereotype, for example, whether the content was relevant, timely, important, or [often] intrusive). Sundar discovered an additional layer by discovering the like variable that researchers and members of the news media should acknowledge: audience impressions' emotional components. Researchers' efforts to understand and forecast how audience views affected their news consuming behaviors, such as people's degrees of news use or exposure, were frequently focused on explaining and conceptualizing trust as well as credibility. It is significant that alternative and/or partisan news sources frequently compete with established or mainstream media today (Fletcher & Park, 2017; Ladd, 2011; Strömbäck et al., 2020).

#### **2.4. Credibility**

Though the focus of this study is on viewers' impressions or opinions of ESAT news of some Civil servants in Addis Ababa, the emphasis is on news credibility. As a result, this section addresses numerous meanings of the term "credibility" as well as the criteria employed by various scholars to assess credibility.

The word credibility ‘comes from the Latin word credo’ which means to believe or I believe. The Webster dictionary defines credibility as the power to inspire belief.

In the context of the media, the term "credibility" has a variety of meanings depending on diverse assumptions. It has been defined as “believability, trust, perceived reliability,” and scores and combinations of other concepts (Sabigan, 1996, p. 421).

Credibility is difficult to define, difficult to obtain, and even more difficult to reclaim after it has been lost. Howard Finberg — (2002)

Credibility is defined as "worthy of belief" in Webster's Third New International Dictionary (1976). It specifies that anything is credible if it is capable of being believed, deserving of belief, deserving of trust, or deserving of confidence. As a result, news must be trustworthy or believable in order to be regarded credible. The type of news that the media produces, as well as the skill with which they do it, is predicted to have an impact on news credibility.

Fogg and his colleagues (Fogg 2003a; Tseng and Fogg 1999) proposed four types of credibility. They are presumed credibility (preexisting assumptions of the receiver), reputed credibility (third party endorsement), Surface credibility (appearance upon simple inspections) and experienced credibility (first hand expertise).

Credibility is a measure of a piece of information's "trustworthiness" (Fogg and Tseng, 1999), and a communicator’s “competence and impartiality” (Karlsson et al., 2014). The credibility of a piece of information is a significant predictor of the persuasiveness of a message (France, 1999 and Cassidy, 2007), and it has been regarded one of the essential aspects in appraising news systems (France, 1999 and Cassidy, 2007). Accuracy, balance, bias, fairness, and honesty are all common criteria connected to trustworthiness (Hellmueller and Trilling, 2012)

McCroskey, (1998) contends trustworthiness and competence are two fundamental components of credibility, both of which have objective and subjective components. Although subjective criteria such as established reliability play a role in determining trustworthiness, objective metrics such as established reliability may also be used. Expertise can be subjectively viewed in the same way, but it also incorporates objective features of the source or message (e.g.,

credentials, certification, or information quality). Source dynamism (charisma) and physical appeal are secondary components of believability.

Sixty years ago, scientific research on media credibility was expanded, and the first studies were linked with persuasion research (Sabigan, 1996). In the context of the media, the term "credibility" has a variety of meanings depending on diverse assumptions (Ibid.). The features of the presenter, the group presenting, the channel, and the message given have all been used to characterize it. Credibility has also been defined from the perspective of the communication receiver and the context in which the communication occurred.

Mainly the believability of the source, the medium, or the message itself was the subject of most credibility studies in (Kiouisis, 2001). Fairness, correctness, objectivity, thoroughness, comprehensiveness, and accuracy are some of the elements used in determining news credibility (Sharma, 2017). According to Roberts (2010), credibility is a broad research topic because it involves the message, messenger, media source, and receiver. According to Ernst's research (2017), there are three primary dimensions in which the news article's trustworthiness is assessed: these are the credibility of the media, the message, and the source.

The essential principles and obligations of journalists in reporting should be to report on reality, truth, and facts. The audience has a right to profit from those concepts as well (Silverman, 2013, Kovach and Rosenstiel, 2001). Jenkins (2004) also points out that verification is at the heart of reality, truth, and facts, as well as journalistic requirements. Journalists use verification to determine the accuracy, correctness, and significance of what they're reporting.

According to Kiouisis, (2001) Studies on credibility were primarily focused on the believability of the source, the medium, or the message itself. Source credibility research looked at how the communicator's traits "affect the message's processing". (The qualities of a source were explored in terms of their influence on the message or content in this line of inquiry. The communication may be handled based on the sender's /dependability sources and knowledge (Hovland et al., 1953). Medium credibility studies, on the other hand, focused more on the channel used to

deliver the information rather than on the individual or group sending the message (Sabigan, 2007).

In different field of study credibility is measured in different ways. For example, in information science, credibility has been understood as one of the criteria of relevance judgment used when making the decision to accept or reject retrieved information (Rieh and Danielson, 2007). Communication researchers have been examining credibility as a research agenda distinguish message credibility, source credibility and media credibility (Metzger, Flanagin, Eyal, Lemus & McCann 2003). Generally credibility means believability. For example, credible people are believable people and credible information is believable information (Tseng and Fogg, 1999). Most credibility researchers agree that there are at least two dimensions of credibility: Trustworthiness and expertise (Hovland, Janis and Kelley, 1953). A person is trustworthy for being honest, careful in choice of words and disinclined to deceive (Wilson 1983). Any information becomes trustworthy when it appears to be unbiased, reliable and fair. On the other hand expertise is —the perceived knowledge, skill and experience of the source (Fogg 2003a, p 124).

Various measures and statistical techniques are being utilized by researchers to find out the media credibility. Statistical approaches like regression analysis (Mulder, 1980; Mulder, 1981), factor analysis etc. were used. For data collection telephone surveys, questionnaire survey, new technology like on line surveys and other experiments are to be used as well (Johnson & Kaye, 1998; Sundar, 1998). In this study the questionnaire and in-depth interview survey was utilized to find out the credibility.

#### **2.4.1. News Credibility**

This section is an account of the results of the main focus of this study, the credibility of the news of ESAT. News and everyday life are intricately tied together in a relationship of mutual signification. (Singh, 2016)

In his study, Figyina Adu, (2003) questioned a journalist about their perceptions of news credibility and its significance; they mentioned the following significant issues concerning news credibility:-

- News credibility meant not adding your own ideas to the story. In other words, to maintain credibility in news one had to be as objective as possible by not putting in one's own opinion or by not being biased in any way. When you are writing, you go straight to write without taking sides. You have to make sure you are not being subjective in writing the story.
- The story did not have to be one-sided; the facts had to be reported in a balanced or fair manner. According to the media, fairness also meant that one did not have to mention anything that would exaggerate the victims' grief.
- Accuracy is vital in a good and convincing news report since it ensures that there are no gaps in the tale and that all information's are included. To be truthful, you had to conduct extensive research and gather all of the necessary information before writing the narrative. As a result, credibility required simply delivering the truth or reporting the truth and nothing but the truth.
- According to the journalist respondents, objectivity was vital in a credible narrative since it ensured that the tale would not inflame sentiments in any manner, disrupting the community or nations calm. The language employed must not "color" or appear to embellish the essential facts in order to maintain trust. The raw facts must be supplied for news to be believable.
- A news story to be credible it must also satisfy the five Ws' and one H criteria, namely: Who, What, Where, Why, When and How. In other words, all these questions must be answered in the story.
- The news reader had to sound confident and sure of what he/she was saying in order to add credence to the story.

## **2.5. Types of credibility**

Fogg and his colleagues (Fogg 2003a; Tseng and Fogg 1999) proposed four types of credibility. They are presumed credibility (preexisting assumptions of the receiver), reputed credibility (third

party endorsement), Surface credibility (appearance upon simple inspections) and experienced credibility (first hand expertise).

### **2.5.1 Media credibility**

Media credibility is all about the news medium's trustworthiness (Bucy, 2003). Media credibility does not focus on the characteristics of the senders of the message like speakers or news presenters. It does not look into the individual's expertise or trustworthiness. Media credibility, if measured as one conceptual dimension, is "most consistently operationalized as believability" (Bucy, 2003, p. 249). Jacobson (1969) investigated the news media's trustworthiness and credibility as providers of information. He was particularly concerned with the reliability of the communication medium.

Credibility in the media is a multifaceted and complicated term. Source, recipient, and message all have a role in determining media credibility. It is undeniable that the message's source influences credibility judgment. Furthermore, medium credibility study looks at how a message is presented as a crucial determinant of audience evaluation (Golan and Baker, 2012)

Jacobson (1969) investigated the news media's trustworthiness and credibility as providers of information. He was particularly concerned with the reliability of the communication medium.

According to Bittner (1980), media credibility can influence the impact of a broadcast message. He distinguishes between two categories of media credibility: inter-media and intra-media credibility. Bittner (1980) defines inter-media credibility as the relative credibility of different media, such as assessing if television is more trustworthy than radio or the newspaper. Intra-media credibility, on the other hand, refers to the level of trustworthiness inside a single medium, such as the trustworthiness of a television stations.

As Sabigan (2007) explained in his paper, Studies on media credibility have addressed questions like, "In the case of contradicting news reports, which medium would you be more inclined to believe: television, newspapers, radio, magazines, or other people?" for a number of years. Such investigations, according to Bittner (1980), fail to account for the numerous possible intervening factors.

### **2.5.2. Message credibility**

For information credibility, the message is crucial. The message should be constant and easy to understand. The qualities of the audience are also important: those who are already receptive to a message are more likely to believe the information is credible. It is critical for all media marketers to understand their target audiences in order to provide them with relevant content. Audiences differ in terms of demographic characteristics, as well as their attitudes toward specific media Vileková (2015).

According to Rouner (2008), message credibility is "a set of properties of communications that make the message content or senders valued relative to the information imparted." The receiver's intuition determines the message's believability (McCroskey and Young, 1981).

Message credibility includes specific features of the message content, including information quality; language intensity; and message discrepancy (Hellmueller and Trilling, 2012). The tendency today is to turn to the information quality literature to develop scales assessing evaluations of a message's accuracy, comprehensiveness, currency, reliability, and validity (Metzger et al., 2003).

### **2.5.3. Source credibility**

The news is all over the place. News may be found via newspapers, radio, television, and the internet. One would be justified in doubting the reliability of news under this altered scenario, since the source becomes a crucial variable in both the manner of access and the news' trustworthiness.

With so many options, source trustworthiness is the most crucial factor in determining whether or not news is credible Rao and Ravi (2015). The source credibility approach focuses on the actual source of the message (Golan and Baker, 2012).

When determining source credibility, Sundar and Nass (2001) discovered that the credibility of the "selecting source" was also essential. The entity that decided to distribute the material rather than the one that gathered or developed it is the choosing source. Today, we have access to an almost inconceivably vast amount of information, from more portable, accessible, and interactive

sources. More knowledge is available from more sources to more people than at any other point in human history because to the Internet and the development of digital media content.

This opens up a world of possibilities for study, social interaction, and amusement. At the same time, determining the source of information, its quality, and its authenticity might be challenging. In today's media world, this amount of information tackles the question of credibility—the objective and subjective components that make information trustworthy. (Ibid)

Official sources, such as government officials or police officers, are regularly used by journalists (Turk and Zoch, 1999). Attribution and sources are critical in today's media. Journalists are encouraged to attribute facts and views to sources wherever possible. In the past, the method of attributing fact and opinion in journalism was credited with removing the subjectivity and bias of individual journalists, editors, and publishers from the news. (Bernadette Barker-Plummer, 1989)

There may be discrepancies in the sources chosen to be interviewed or quoted for an article. Many media companies are debating "who will be the story's sources." And the media selects sources based on a variety of factors. In Ethiopia as a result of fear of pressures, local journalists dominantly safely use government sources as a mechanism of protecting their safety (Moges, 2021)

According to Bittner (1980), source credibility is determined in part by the source and in part by how the source is perceived by the audience. To put it another way, how one reacts to broadcast signals is determined by how one sees the source of those communications. This indicates that if a listener/viewer believes that news aired by a TV/radio station is trustworthy, he or she is more likely to believe that the TV/radio station (the source of the news) is trustworthy as well.

When writing a story, journalists need precise and timely information from their sources. Journalists commonly use informants' thoughts to check the validity of a story and maintain the news' credibility. Journalists will almost likely stop from reporting if they are unable to receive information from government officials for fear of being harassed. Ethiopian journalists also engage in this form of self-censorship. The fear that the government would put the journalists under a lot of pressure if they covered the story was a big factor in the bad reporting Moges (2021)

## **2.6. Media credibility measures**

Gaziano and McGrath (1986) established twelve aspects of news credibility in newspapers and on television. They included fairness, bias, completeness, accuracy, respect for privacy, watch for people's interests, concern for community, separation of fact and opinion, trust, concern for public interest, factual, and level of training.

Infante (1980) used three dimensions to measure source credibility. These were trustworthiness, expertise, and dynamism. Honesty-dishonesty, trustworthy-untrustworthy, and sincere-insincere were used to define trustworthiness. He utilized the terms skilled-unskilled, qualified-unqualified, and informed-uninformed to describe expertise. He employed bold-timid, active-passive, and aggressive-meeek for dynamism.

In their research, Johnson and Kaye (1998, 2000) employed believability, fairness, accuracy, and information depth. Sundar utilized six aspects, one of which was sensationalism (1996). Accuracy, credibility, prejudice, bias, and objectivity were also utilized by him.

Trustworthiness, fairness, bias, completeness, respect for privacy, representation of individual interests, accuracy, concern for community well-being, separation of fact and opinion, concern for public interest, factual foundations of information published, and qualifications of reporters were used among the credibility measures by Rimmer and Weaver (1987).

Wanta and Hu (1994) used believability and affiliation indices to evaluate media credibility. The believability index was built around media manipulation of public opinion, getting facts straight, dealing fairly with all sides of an issue, and separation of fact from opinion. Affiliation was measured with concern for community wellbeing, watching out for reader interests, and concern for public welfare.

To assess the believability of news stories, Ognianova (1998) used nine semantic differential elements. They were accurate/inaccurate, trustworthy/untrustworthy, balanced/unbalanced, biased/unbiased, reliable/unreliable, thorough/not thorough, and informative/not informative.

According to Stone (1992), accuracy, fairness and objectivity are the distinct elements that define news and that separate news from fiction. Talking about news without mentioning these

three is therefore like scaling a rugged mountain peak barefoot: that climb cannot be successful (Stone, 1992).

In the absence of a widely accepted norm, the researcher attempted to combine elements of Meyer's (1988) and Gaziano and McGrath's (1986) credibility scales that are useful for measuring news credibility on television. Mainly Completeness, trustworthiness, expertise, biasness, separates facts and opinions, concern for community, fairness and balance reporting are the eight dimensions of news used in this study for judging credibility.

# CHAPTER THREE

## METHODOLOGY

### 3.1 Research design

The nature of the study is descriptive. Both the qualitative and quantitative research approaches were used in the study. Mainly questionnaires and in-depth interview implemented. Using survey along with in-depth interviews was found to be helpful in terms of better understanding the research problem and refining data by way of triangulation. Christians (2004, p. 49) claims that triangulation can take many distinct forms. It may relate, for example, to method—that is, combining document analysis with unstructured interviewing and unobtrusive observation, and blending this mixture in order to increase perspective. By combining questionnaires, and in-depth interviews the researcher tried to overcome the weakness that come from single methods studies. Often the purpose of triangulation in specific contexts is to obtain confirmation of findings through convergence of difference perspective. The points at which the perspective converges seen represent reality (Jakob, Alexander, 2001). The data collection methods therefore fall under both qualitative and quantitative methodologies. The researcher used quantitative way to collect quantitative data and a qualitative method to investigate why respondents perceive ESAT news as credible.

The study's main goal was to determine the elements that influenced audience perception of the credibility of ESAT news, as well as whether the perception of ESAT's credibility was linked to demographic characteristics such as age, gender, political affiliation, educational position, and religion.

This study's survey sample consisted of 150 respondents from the Addis Ababa Road and Transport Bureau and from federal urban job creation and food security agency, who were selected using convenience sampling. Non-probability sampling technique where subjects are selected because of their accessibility and willingness to fill the questionnaire was used. More importantly, the respondents were asked if they watch ESAT news at least sometimes and only

those who had exposure to ESAT new were included questionnaire and an interview guide were used to collect data in the bureau from April 12 to April 30, 2022.

The questionnaire was created based on past credibility research and discussed with the research supervisor. Out of 350 populations, 152 questionnaires were distributed to the volunteer respondents who watch ESAT news channel; 130 were addressed face-to-face, 22 were sent via telegram. 145 (95.4%) questionnaires were returned out of a total of 152. Data analysis was done based on 140 questionnaires as five questionnaires were returned with some questions that were left unanswered. Each component of the questionnaire had structured questions. The questions in Part 3 were organized around a 5-point Likert scale, with respondents rating their level of agreement on various aspects of credibility, such as completeness, fairness, biasness, balance, trustworthiness, expertise, separating facts and opinion, and community concern. These dimensions were put on a scale of one to five, with one being the smallest and five being the largest degree of credibility.

### **3.2 Data collection tools**

#### **3.2. 1. Questionnaire**

A questionnaire, according to Ruane (2005), is a highly successful data collection tool that is self-contained and the most often used survey method. Self-administered questionnaires were used in study to collect quantitative data. The self-administered method distinguishes itself by allowing respondents to provide responses autonomously. Since study participants were mainly educated civil servants, they did not find filling out the questionnaire by themselves a problem. In fact, the self-administered choice was found to be useful as it provided them with the privacy during the survey interview. Using a questionnaire for a survey offers numerous benefits. Some of these benefits are identified by Singh (2006, p. 108) and Kothari (2004, p. 101), and can be described as follows:

- It is free of the interviewer's bias; answers are given in the respondents' own words, even when the universe is huge and geographically dispersed.
- Respondents are given sufficient time to provide thoughtful responses.

- It is also possible to reach out to those who are difficult to contact.

As a result, adopting questionnaires as a data collection approach helped this study's fulfillment of the maximum benefits indicated above.

There are 28 questions on the questionnaire. Question 1-7 focused at gathering demographic information, question 8 collects information on respondents' news watching habits, and questions 9-21 collect information on people's perceptions of ESAT news credibility on a scale of 1-5, and questions 22-24 collect information on medium, source, and message credibility. The remaining four questions were regarding the forms of news that respondents find credible, and also a comparison of the reliability of some Ethiopian media organizations.

### **3.2.2. Interview**

In-depth interviewing is a sort of interview used by researchers to elicit information in order to gain a comprehensive knowledge of the interviewee's point of view or situation; it can also be used to go deeper into a topic of interest. This sort of interview entails asking open-ended questions and probing where necessary to get data deemed helpful by the researcher, (Rao H, 2016).

Face-to-face interviews were conducted with ten study participants primarily drawn from the communication department and, media monitoring office based on their media watching habits. These ten participants did not fill the questionnaires. They were left out of the survey because the researcher believed that they would provide detailed information if interviewed. On the average an interview session lasted about 30 minutes. The interviewees were asked for their consent and all ethical observations were made during the interviews. The researcher devised a semi-structured interview tool in order to collect rich data by eliciting the participants' perspectives and ideas. The qualitative data collected from research participants was tape recorded with a digital recorder. The interview took place in Amharic and got transcribed before some parts were translated into English and included in the data analysis section.

### **3.3. Sampling Techniques**

#### **3.3.1. Non-probability Sampling**

Before looking at what non-probability sampling is and why it is preferred to probability sampling, it would be helpful to see first what probability sampling is? According to Corbetta (2003, p. 218), a sample is said to be a probability sample when: (1) each unit has non-zero probability of selection; (2) probability of selection for all units is known; and (3) the selection is completely random. With reference to this research, the probability of selection for all units is not known, and the selection is not random, which would give some of the units a zero probability of selection. This clearly indicates that the research is not dependent upon probability sampling.

Of the different types of probability sampling, let us look at simple random sampling and see how it does not work for the current study. Miller (2003, p. 269) identifies three requirements for a simple random sampling: (1) a clear definition of the population to be sampled; (2) a complete listing of all the elements in the population; and statistical independence, which according to them, means —the selection of any one element should in no way affect the chances of any other element being selected or not selected. The current study, however, does not have a complete listing of the elements in the population—the list of all civil servants of Addis Ababa, which makes it unfeasible to utilize simple random sampling method.

The above explication evidently shows that probability sampling is not feasible for this study. And when a probability sample is not feasible, or when it is known in advance that it cannot be implemented in the data-collection phase, a non-probability sample design will be adopted from the outset (Corbetta, 2003, p. 221). Hence, the study adopts non-probability sampling as a sampling strategy for the collection of data. Of the 39 different types of non-probability sampling convenience (accidental) sampling were used.

#### **3.3.2. Convenience sampling**

Convenience sampling (also known as Haphazard Sampling or Accidental Sampling) is a type of nonrandom sampling in which members of the target population who meet certain practical criteria, such as easy accessibility, geographic proximity, availability at a specific time, or

willingness to participate, are included for the study. This sampling strategy can be utilized in both qualitative and quantitative investigations, while quantitative studies are the most common. Dörnyei, Z. (2007). Ruane (2005) asserts that accidental sampling (also known as convenience sampling) is probably the oldest sampling strategy. He writes, —This technique builds a sample on the basis of finding convenient or available individuals (p. 117). When employing such a sampling technique, Ruane (2005) contends that individuals who are not "conveniently" located have no chance of being selected. In addition to willingness of the respondents, in this study included only who watch ESAT news, at least sometimes or exposure to the media by using this accident sampling.

### **3.4. Method of data analysis**

Quantitative data is examined and provided in the form of frequency tables and percentages. The quantitative data was first evaluated with the SPSS program. The Frequency analysis is used to learn how frequently a given phenomena (feature) happens. This information can be used to describe and explain a situation in which the phenomenon is present. The general position of respondents' mass media use, media reliance, and media credibility perception were described using frequency analysis. The frequency of various factors was studied using cross tabulations. Thematic analysis was utilized to analyze the qualitative interview data. As a result, all of the respondents' comments were actually outlined in writing and copied, then sorted into themes and examined using narratives.

# CHAPTER FOUR

## DATA ANALYSIS AND DISCUSSION

### 4.1. Respondents' Demographic Characteristics

Table 1 Gender of the respondents

Valid	Frequency	Percent
Male	80	57.1
Female	60	42.9
Total	140	100.0

The surveys were distributed by convenience sampling, as stated in the study's methodology section. 60 (43 percent) of the 152 questionnaires returned and considered almost completed by respondents were from female respondents, while 80 (57 percent) were from male respondents.

Table 2 Age group of respondents

Valid	Frequency	Percent
20-29	10	7.1
30-39	80	57.1
40-49	50	35.7
50+	0	0
Total	140	100.0

Table 2 reveals that 7.1 percent of respondents were aged 20 to 29, 57 percent were aged 30-39, and 35.7 percent were aged 40 to 49. The majority of those who responded were between the ages of 30 and 39.

Table 3 Educational background of respondents

Valid	Frequency	Percent
MA/MSc degree	40	28.6
Degree	90	64.3
Diploma	10	7.1
Total	140	100.0

The majority of the respondents, 28.6 percent of the total 140, are degree holders, as indicated in Table 3. MA/MSc holders appear to be the second largest category, accounting for 28.6%. Only 7.1 percent of those polled hold diploma.

Table 4 political stand of respondents

Valid	Frequency	Percent
pro- ruling party	40	28.6
pro- opposition party	10	7.1
Independent	70	50.0
I don't know	20	14.3

Total	140	100.0
-------	-----	-------

Table 4 demonstrates that 50 percent of respondents are unaffiliated, while 14.3 percent of the sample population is unsure of their political allegiance. Members and supporters of the ruling party make up 28.6 percent of the sample, while members and supporters of opposition parties make up 7.1 percent.


Table 5 religion of respondents

		Frequency	Percent
Valid	Orthodox	100	71.4
	Protestant	34	24.3
	Muslim	6	4.3
	Total	140	100.0

Religion is the other category on which the samples are drawn disproportionately. As a result, Orthodox respondents account for 71.4 percent of all respondents. Protestants constitute 24.3 percent of the sample population, while Muslims make up the remaining 4.3 percent

Table 6 News watching habit of respondents

		Frequency	Percent
Valid	Daily	15	10.7
	Sometimes	110	78.6
	Rarely	15	10.7
	Total	140	



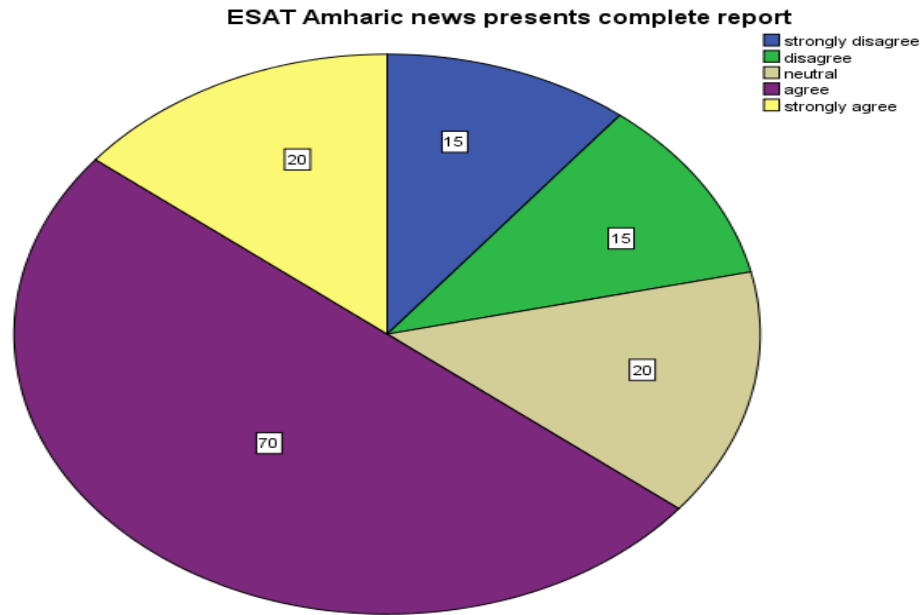
The familiarity of respondents with ESAT Amharic TV news was evaluated in order to validate their responses to the following questions. The response for I watched ESAT Amharic news; daily 10.7%, and 10.7 of them watch infrequently, while 78.6 percent of the respondent watch ESAT Amharic news occasionally, as shown in the table below.

#### **4.2. Factors that Affect media credibility**

The researcher attempted to assess the credibility of ESAT news by using some of aforementioned credibility indicators or characteristics. In the questionnaire these dimensions were asked on the basis of a scale of agreement.

##### **4.2.1. Completeness in news**

When we say our reporting is complete, we mean we comprehend the wider picture of a story - which facts are most essential and how they relate to one another, according to <https://www.npr.org/>. In reporting on the topic, we must do our best to be aware of all perspectives, the evidence supporting or opposing each, and the various groups of stakeholders affected. After considering this concept the researcher questioned whether ESAT Amharic news provides a complete report.



As shown in below chart, the significant majority of the participants in this survey (64.3 percent) felt that ESAT Amharic news typically conveys the complete story. 21.4 percent disagree, and 14.3 percent are undecided. As a result, it's reasonable to say that the vast majority of respondents believe Ethiopian Satellite Television and Radio (ESAT) media provide target viewers with all relevant information for a certain report.

Table 7 complete reporting and respondents' age crosstabulation

<b>ESAT Amharic news presents complete report * age of respondents</b>					
<b>Crosstabulation</b>					
Count		age of respondents			Total
		20-29	30-39	40-49	
ESAT Amharic news presents complete report	strongly disagree	10	5	0	15
	Disagree	0	15	0	15
	Neutral	0	20	0	20
	Agree	0	40	30	70
	strongly agree	0	0	20	20
Total		10	80	50	140

According to the respondents' ages, 28.5 percent of those aged 30-39 percent did not believe that the media coverage was complete. However, 36% of those aged 40 to 49 say that ESAT news provides a full coverage. When it comes to religion, Orthodox (36%) of those polled opposes the idea. Conversely, 17.8% of Orthodox and 24.3 percent of Protestant faith followers believe ESAT Amharic provides a complete report. The completeness of ESAT news is agreed upon by 39.2 percent of degree holder respondents, whereas 28.5 percent of MA/MSc degree holders disagree. 42% of female participants stated ESAT provides a complete report, whereas 35.7 percent of male respondents disagree. On the one hand, 32.1 percent of politically unaffiliated respondents believe in its thorough reporting, while 28.5 percent of pro-government respondents disagree.

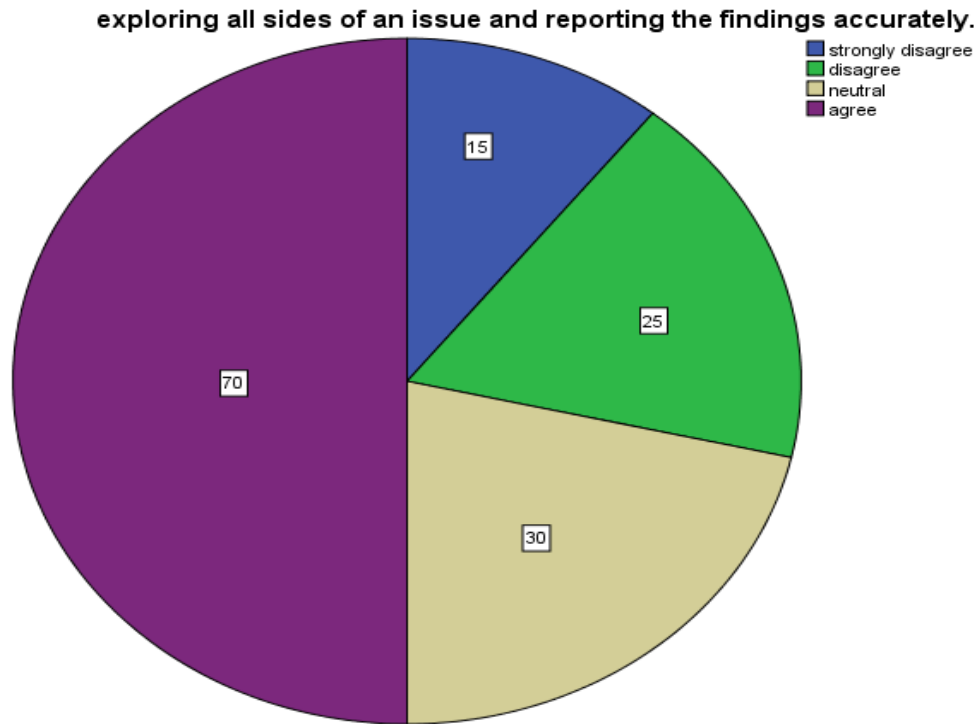
#### **4.2.2. Fairness in news**

David Brewer (2006) in his article, *fairness in journalism* said fairness is investigating both sides of an issue and correctly presenting the results. If we're perceived as being unfair we not only risk losing the trust of our audience, we also put our reporting at risk. All individuals we report on should be able to trust that we'll be fair not just in how we present their views, but in how we seek those views. It means avoiding bias, treating people equally and allowing people to have equal chances to do things or express themselves.

Mencher (1997: p. 45) lists the criteria of "The Washington Post" on fairness as follows, as quoted by Figyina Adu in 2003 in his research Radio news credibility:

- No story is fair if it omits facts of major importance or significance. So fairness includes completeness.
- No story is fair if it includes essentially irrelevant information at the expense of significant facts. So fairness includes relevance.
- No story is fair if it consciously or unconsciously misleads or even deceives the reader, listener or viewer. So fairness includes honesty.

• No story is fair if reporters hide their biases or emotions behind such pejorative words as "refused", "despite", "admit" and "massive". So fairness requires straightforwardness ahead of flashiness.



With this in mind, the researcher asked whether the media exploring all sides of an issue and reporting the findings accurately or fairly. Out of 140 respondents, 50% said definitely, while 28.6% was against it, and 21.4 percent said neutral. This finding demonstrated that most of ESAT Amharic news stories cover two sides of most subjects, and that opposing opinions are given nearly equal time in a news report. According to Dale Jacquette, (2006) if we're regarded as being biased, we risk losing our audience's trust and jeopardizing our reporting. All of the people we cover should be able to believe that we will be fair not only in how we present their viewpoints, but also in how we seek them out.

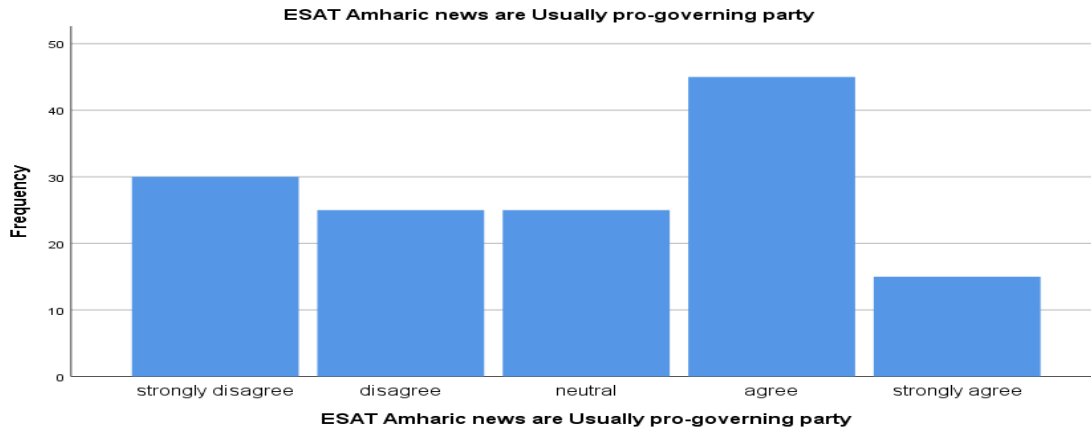
Table 8 fair reporting and political stand crosstabulation

<b>Exploring all side of an issues and reporting the finding accurately * political stand of respondents Crosstabulation</b>							
Count							
			political affiliation of respondents				Total
			pro-ruling party	pro-opposition party	independent	I don't know	
ESAT Amharic news are fair	strongly disagree		15	0	0	0	15
	Disagree		25	0	0	0	25
	Neutral		0	10	20	0	30
	Agree		0	0	50	20	70
Total			40	10	70	20	140

According to cross tabulation frequency study, the media news' were fair in reporting for 35.7 percent of respondents who have an independent political position. However, it is unfair to the ruling party's 28.5 percent followers. 42.8 percent of females and 7.1 percent of males believe ESAT news is fair, while 28.5 percent of males disagree. Nonetheless, 42.8 percent of degree holders feel ESAT presents accurate information, whereas 28.5 percent of MA/MSc degree holders disagree. When compared to other age groups, viewers in the 40-49 age range (35.7 percent) believe the news is accurate While 21.4 percent of those aged 30-39 disagreed. Orthodox (21.4%) and Protestants (21.4%) are about equal in number (24.3)

#### 4.2.3. Unbiased news

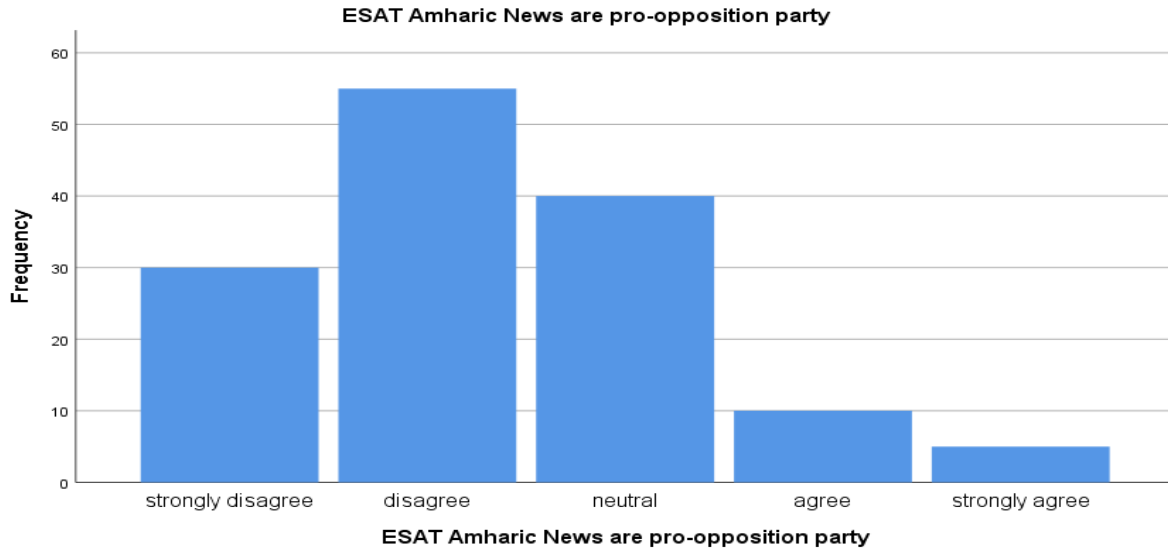
According to By Steve Estes, Politics and media bias may interact with each other; the media has the ability to influence politicians, and politicians may have the power to influence the media. This can change the distribution of power in society.



To demonstrate this point, the researcher inquired biasness as to whether ESAT Amharic news is pro-government or pro opposition party. So, in this study media biasness interpreted only from the political angles. As chart above indicated that 57 percent of respondents were both disagree and strongly disagree in that ESAT Amharic news is pro-government. Whereas 42.8 % of responder was both agrees and strongly agree.

Table 9 Pro-governing party and educational status of respondents' crosstabulation

ESAT Amharic news are Usually pro-governing party * educational status of respondents Crosstabulation					
Count					
		educational status of respondents			Total
		MA/MSc. Degree	Degree	diploma	
ESAT Amharic news are Usually pro-governing party	strongly disagree	30	0	0	30
	disagree	10	15	0	25
	neutral	0	25	0	25
	agree	0	45	0	45
	strongly agree	0	5	10	15
Total		40	90	10	140



Similarly as the above chart explained, 60.4% of respondents also disagreed in that the media is pro-opposition party. This means the majority the respondents believed that the media doesn't present pro-opposition party agenda in its news. As the mean value of the above two variable indicated the media is neither pro-government nor pro-ruling agenda in its news.

Table 10 pro-opposition and educational status of respondents' crosstabulation

<b>ESAT Amharic News are pro-opposition party * educational status of respondents Crosstabulation</b>					
Count					
		educational status of respondents			Total
		MA/Msc degree	degree	diploma	
ESAT Amharic News are pro-opposition party	strongly disagree	30	0	0	30
	disagree	10	45	0	55
	Neutral	0	40	0	40
	Agree	0	5	5	10
	strongly agree	0	0	5	5
Total		40	90	10	140

Of these respondents, 28.6% of pro-ruling party members disagreed that the media has pro-ruling party agendas, while 28.6% of non-politically affiliated respondents agreed. 39.2% of male

respondents and 14.3% of female respondents disagreed. On the other side, 32% of female respondents agree with this viewpoint, while 17.8% of male respondents are undecided. This suggests that the majority of those who believe ESAT does not cover pro-government agendas in its reporting are men. Also, 28.5 percent of MA/MSc degree holders disagree, but 35 percent believe that the media promotes the ruling party's agenda in the news.

DellaVigna, Stefano, and Ethan Kaplan (2007), when the media chooses to cover only negative news about one political party or ideology, and when stories are chosen or rejected based on ideological considerations. When the focus is on political actors and whether they are covered based on their favored policy topics, it is sometimes referred to as agenda bias. Alternatively, media bias can influence the events and stories that are reported, as well as the perspective from which they are reported and the language used to describe them.

The researcher wanted to know if ESAT Amharic news has any political association in order to assess the media's credibility in terms of reporting balanced news. According to one of the interviewees,

It's impossible to identify whether the media have a political allegiance, but instead of criticizing the government, they frequently promote it in their reports.  
(Obtained from interview)

On the other hand another respondent said that;

Because its work is focused on the people, ESAT Amharic News has no political connection at any time. They state the fact as it is. (Obtained from interview)

Levasseur, David G. (2008), one of the media bias indicators is media utilized for government propaganda. During in-depth interview one of the respondents argued in the following ways;

*Prior to the national transition of Ethiopian government, the media played a key role in the opposition and in alerting the public about the TPLF/EPRDF government's sabotage. They have been a key source of public information. Nonetheless, I noticed a link to the nationalistic May 7 political party. They have*

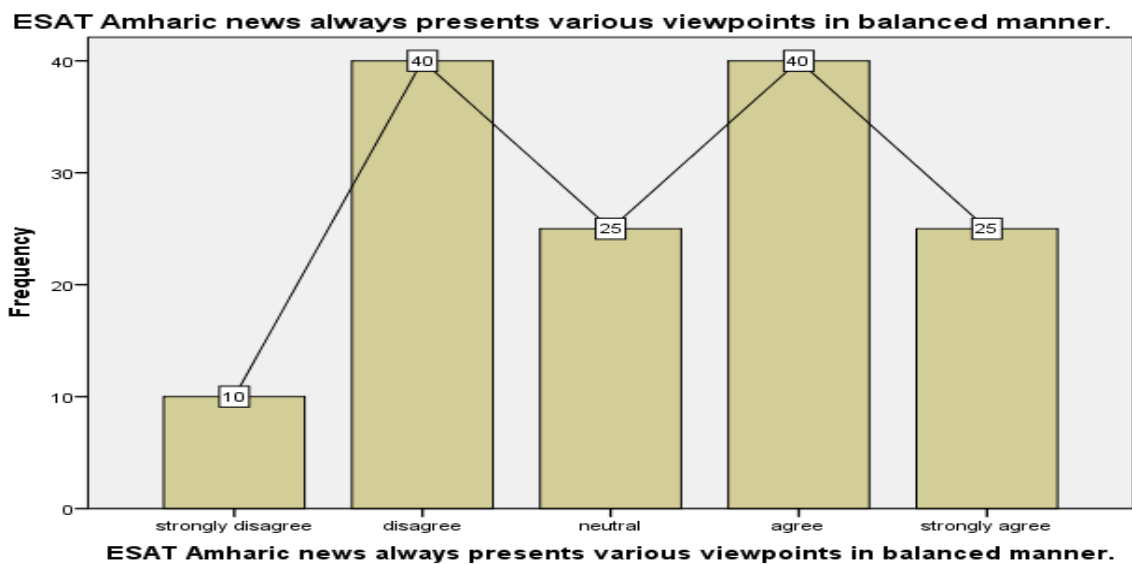
*been presenting much better and more balanced news in recent years. Both the government and the opposition are concerned (interview)*

Majority of interviewee believed that ESAT Amharic news is politically neutral especially after the political transition of the country. The other two claimed that the media primarily serves the government, and that in order to maintain credibility, it must remain impartial.

#### 4.2.4. Balance in news

Roshan Noorzai (2020), though it is not easy to write fair news in all aspects, a writer must make a serious effort to portray each event in the best possible light. The news should be balanced in terms of focus and complements. A reporter must constantly strive to give each thing the necessary weight, position it in context with other facts, and assign relative worth to those data in relation to the narrative's ultimate meaning. While taking notes, a reporter must clarify every aspect of the narrative. A reporter must choose and arrange information in a balanced picture of the issue.

Keep in mind that the study questioned if ESAT Amharic news provides a balanced presentation of different points of view. This is a straight inquiry to see if respondents believe ESAT Amharic news always portrays both sides of a subject in a balanced manner.



The majority of respondents (46.5%) think that the media provides balanced news, while 35.7 percent disagree. This indicates that the majority of respondents think ESAT Amharic News is balanced.

Table 11 balance and religion of respondents' crosstabulation

<b>ESAT Amharic news always presents various viewpoints in balanced manners.</b>					
<b>* Religion of respondents Cross tabulation</b>					
		religion of respondents			Total
		orthodox	Protestant	Muslim	
ESAT Amharic news always presents the views of both Gov't and Opposition parties in balanced manners.	strongly disagree	10	0	0	10
	disagree	40	0	0	40
	neutral	25	0	0	25
	agree	25	15	0	40
	strongly agree	0	19	6	25
Total		100	34	6	140

Among these respondents, 39.2% of degree holders agreed that ESAT presents balanced news, whereas 28.5 percent of MA/MSc degree holders disagreed. In terms of age, 35.7 percent of respondents in the 40-49 age groups agreed, while 28.5 percent of respondents in the 30-39 age groups disagreed. 24.2 percent of protestant respondents and 17.8 percent of Orthodox respondents agreed. 35.7 percent of Orthodox Christian respondents, on the other side, disagreed. When it comes to political affiliation, 32.1 percent of politically unaffiliated respondents think that the media provides balanced news, while 28.5 percent of pro-government respondents disagree.

Balance, according to D'Alessio, D; Allen, M (2000), simply means providing equal time to both sides of an argument or not prioritizing one side over the other.

One of the respondents explained;

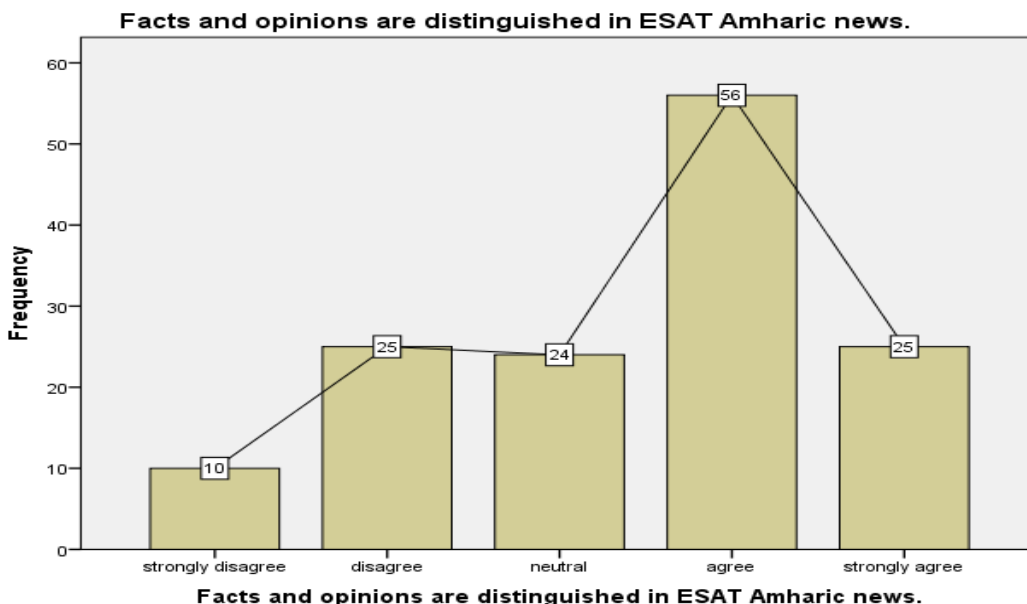
*In order to be balanced to both the audience and the individual about whom the news is conveyed, it is critical that the news be balanced in content and meaning. The audience expects to hear the truth from both sides of the story, presented fairly. This media, on the other hand, occasionally reports on news that is unbalanced by relying on unidentified sources. (Obtained from in-depth interview)*

Another respondent evaluated the media balance reporting from a different perspective, stating,

*"I believe the media presented balanced and credible news after March 2010, whereas their news before to that was primarily hearsay and unfounded." Furthermore, with the Ginbot 7 party having a significant presence in the media, their news was political in character. (Interview)*

#### 4.2.5. Separating facts and opinion

According to Mitchell and Somuda (2018), Journalists are continually confronted with the challenge of balancing facts and opinions in their reporting. They'll have to be able to tell them apart. This is critical in both news collecting and news reporting. It has an impact on how you handle any information you receive as well as how you communicate it to your readers or listeners



In terms of this dimension, the media distinguishes between facts and views, with 57 percent of respondents agreeing and 25% disagreeing. The remaining 17.1% are undecided about the topic. This indicates that the number of individuals who agree with the issue is still more than the number who disagree with it.

Table 12 separating facts and opinion and gender of respondents' crosstabulation

<b>Facts and opinions are distinguished in ESAT Amharic news. * sex of respondent Crosstabulation</b>				
Count				
		sex of respondent		Total
		male	female	
Facts and opinions are distinguished in ESAT Amharic news.	strongly disagree	10	0	10
	Disagree	25	0	25
	Neutral	24	0	24
	Agree	21	35	56
	strongly agree	0	25	25
Total		80	60	140

According to this study 42.8% of female and 15% of male respondents was agreed. 25% pro-ruling party viewers were disagree in that ESAT news separates facts and opinion but 43.5% of independent political position respondents were agree. 42.8% of female and 15% of male respondents was agreed. In case of educational status, 50.7 % of degree holders were believed that during reporting in ESAT Amharic news facts and opinion were distinguished. On the other hand 25% MA/MSc degree holders were doesn't believe on the issues. Equally, 28.5% of Orthodox respondents and 28.5% of protestant respondents were believed that the media separate facts and opinion. In terms of age of respondents, 35.7% of 40-49 age group respondents and 22% of 30-39 age group respondents were believed that this media separates facts and opinions

Thorson, Vraga, and Ekadle (2010) investigated how the context in which a news story appears influences its believability.

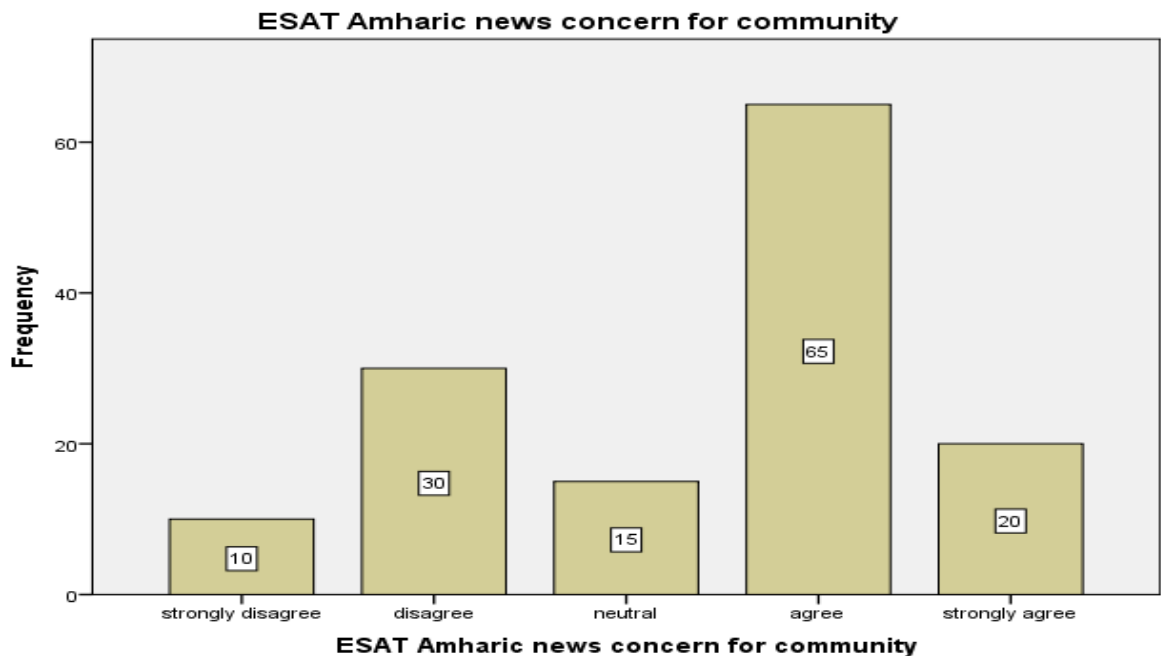
One of the interview respondents pertained that;

*I've seen some unconfirmed material in the media news on occasionally, and it's been tough for me to assess whether the news is delivered by the news presenter or not. We have no means of knowing whether or not this is a person's point of view in this circumstance. (Obtained from in-depth interview)*

That is why Steve Stewart (2016) stated that, before reporting statements as facts, a journalist needs to know how trustworthy they are. A conclusion reached after considering the facts is referred to be an opinion. People form opinions; based on what they think to be true facts. This can include possible facts as well as possible lies, though few people would deliberately provide an opinion based on a verified lie.

#### 4.2.7. Concerns for Community

Along with the judiciary, executive, and legislative, the media today plays an all-encompassing role in combating injustice, oppression, crimes, and partiality in our society. The media has the ability to manage, influence, convince, and even control society, in both positive and harmful ways; cognitively, physically, and emotionally, according to Dictionary.com (2017). The researcher raised the question as to whether ESAT Amharic news is concerned about the community by considering this concept.



In their responses, 60.7 percent of respondents said they agreed, while 28.5 percent said they disagreed. Only 10.7% of the respondents said they were neutral. This indicates that the majority of respondents thought ESAT expressed concern for the community. The media received a mean value of 3.39 for this single variable.

Table 13 concern for community Gender of respondents' crosstabulation

<b>ESAT Amharic news concern for community * sex of respondent Crosstabulation</b>				
Count				
		sex of respondent		Total
		Male	female	
ESAT Amharic news concern for community	strongly disagree	10	0	10
	Disagree	30	0	30
	Neutral	15	0	15
	Agree	25	40	65
	strongly agree	0	20	20
Total		80	60	140

According to the cross tabulation results, 42.8 percent of female respondents and 17.8 percent of male respondents agreed that the media is concerned about community, whereas 28.5 percent of male respondents disagreed. Similarly, 46.4 percent of independent political position respondents agreed, and 14.3 percent agreed that they were unsure about their political position. However, 28.5 percent of pro-government respondents disagreed. Regarding educational standing, 53.5 percent of degree holders and 7.1 percent of diploma holders agreed, whereas 28.6 percent of MA/MSc degree holders disagreed. Many of the respondents in this example agreed that they were between the ages of 40 and 49 (35.7%), and 25% agreed that they were between the ages of 30-39 (25.7%), but 21.4 percent disagreed. 32.1 percent of Orthodox respondents and 24.2 percent of Protestant respondents agreed with this statement.

Aside from that, the researcher inquired if ESAT's Amharic news emphasizes the common benefit. Another respondent explained;

*'I am certain that ESAT's news coverage helps significantly to public interest and national unity because it focuses on people from all across the country,' one of the respondents stated. (Obtained from interview)*

Despite the fact that the news in the media is frequently political motivated, another responder stated her feelings throughout the interview. They endeavored to investigate data in order to bring persons who had been wrongfully accused by the government or by individuals to justice. They interrogate the government and institutions using data. As a result, 'I believe they place a high value on citizens and the community as a whole'. (Obtained from interview)

Another respondent stated;

*The media is making a significant contribution to the community. It aspires to be the people's eyes and ears, with the majority of its reporting focusing on minorities and victims, even on an individual basis. Most of the time, victims are given time on air to discuss their difficulties, with the media attempting to gather information and convey it to the relevant government or private sector official. (Interview)*

On the other side, another person expresses his feelings as follows:

*I'm not persuaded! Instead of criticizing the administration after the country's political reform in March 2010 e.c., this media is entirely dedicated to promoting the government's point of view. I saw that their need for public attention had declined substantially after March 2010.*

In contrary to this idea other respondents said that,

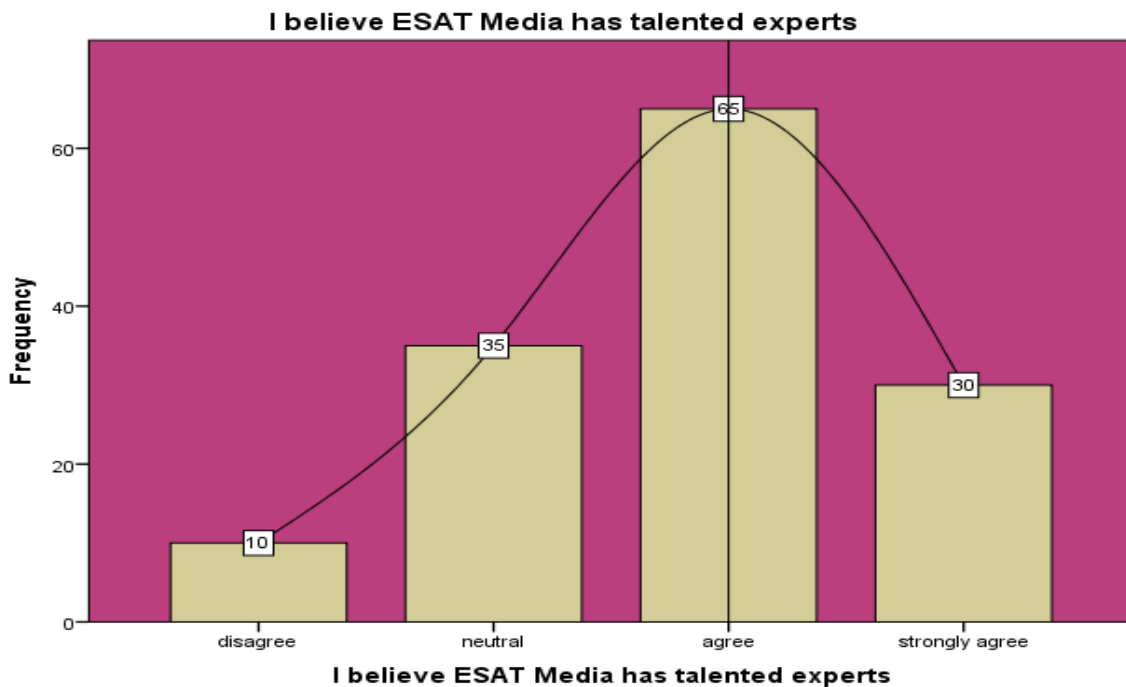
*the media news was presented against injustice and community problems, as this interviewer noted during personal interviews, and the media does not report solely by selecting happy news, as many government media do; rather, the media*

*digs out and reports society's problems. Another respondent responded that the community values the media's reporting on oppression and abuse, but that it occasionally exaggerates. (Interview)*

One of the participants examined the repercussions of the media's concern. As he indicated, “the media produces news that is foremost in the public interest, but there is a reporting style mismatch. When it comes to ethnic concerns, he says, certain stories might be far more damaging than others, so reporters should be cautious”.

#### 4.2.8. Talented experts

The concept of expertise is closely tied to the concept of credibility. Expertise is derived from the word expert, which refers to a person's competence or understanding in a specific field. The mechanisms underlying an expert's better success are referred to as expertise. An expert is defined as "one who has acquired unique competence in or understanding of a particular field through professional training and practical experience" (Webster's dictionary, 1976, p. 800). Taking this into consideration, the researcher asked if ESAT media had any talented experts.



In their responses, 67 percent of respondents said they agreed, while only 7.1 percent said they disagreed. Neutral responses were given by 25% of the respondents.

Beside this the researcher tried to figure out the role of expertise knowledge for news credibility of the media in terms of various factors. Among these, the researcher had taken respondents' political affiliation as one of determinant factor of news credibility judgments.

Tables 14 talented experts and political stand of respondents' crosstabulation

<b>I believe ESAT Media has talented experts * political stands of respondents</b>						
<b>Crosstabulation</b>						
Count						
		political affiliation of respondents				Total
		pro-ruling party	pro-opposition party	independent	I don't know	
I believe ESAT Media has talented experts	Disagree	10	0	0	0	10
	Neutral	30	5	0	0	35
	Agree	0	5	60	0	65
	strongly agree	0	0	10	20	30
Total		40	10	70	20	140

The majority of politically unaffiliated respondents (50%) thought ESAT media had talented specialists. However, 7.1 percent of pro-ruling government members disagreed, while 14.2 percent had a neutral position. In addition, the gender of respondents was taken into account, with 32.1 percent of male respondents disagreeing and 42.8 percent of female respondents agreeing on ESAT media expertise. The majority of degree-holder respondents (60%) agreed. On the other hand, 21.3 percent of MA/MSc degree holders took a neutral position, while 7.1 percent said they disagreed. In terms of age, 35.7 percent of respondents in the 40-49 age group and 28.5 percent in the 30-39 age group agreed. When it came to religion, 42.8 percent of

Orthodox respondents agreed, 24.2 percent of protestant respondents agreed, and 4.2 percent of Muslim respondents agreed. In terms of age, respondents agreed in 35.7 percent of the 40-49 age group and 28.5 percent of the 30-39 age group. 42.8 percent of Orthodox respondents, 24.2 percent of protestant respondents, and 4.2 percent of Muslim respondents agreed on it. However, 17.8% of Orthodox Christians oppose the idea.

During interview one the respondents explained that;

*"The majority of ESAT journalists are brave and bold in their reporting, indicating that they are professional journalists. They should, however, consider the accuracy of the facts they present. He believes they would be more trustworthy if they could double-check the information they received over the phone from all around the country."*

The most significant aspect in establishing one's credibility was expertise, which included knowledge, education, intelligence, social standing, and professional accomplishments. McGuire is a fictional character who appears in the (1968)

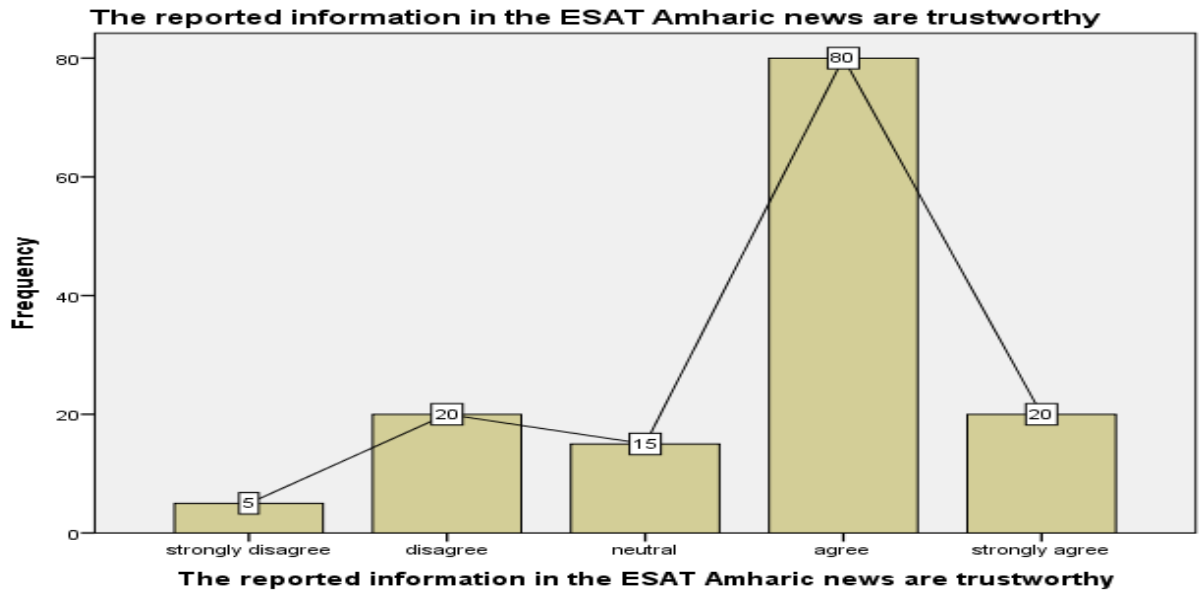
During an in-depth interview, the other interviewer stated that;

*ESAT journalists have allegedly been harassed by police on several occasions. They are not allowed to go to specific sites even when they are recording. Regardless, they make every effort to educate the broader public. They also talk to the residents in the neighborhood about their problems. While the government closed and demolished Lion Pharmacy, for example, journalists were forbidden from covering the story. Some have been spotted attempting to reach out to the general public with information. In a fight like this, only gifted journalists have a chance. (Based on a one-on-one interview)*

#### **4.2.9. Reporting Trustworthy news**

In the book *—The Elements of Journalism: What News people Should Know and the Public Should Expect* (2007)‘ the writer Rosenstiel described the core principles shared by Journalists across media, even across cultures and according to the writers, Journalism first obligation is to

the truth. So, it can be said that truthfulness is the foremost criteria for a news or news media credibility. Based on this, the researcher inquired as to whether the information given in the ESAT news is reliable.



According to the statistics collected, 71.4 percent of respondents agreed and 17.9 percent disagreed. Only 10.7% of respondents are undecided.

Table 15 trustworthy news and age group crosstabulation

The reported information in the ESAT Amharic news are trustworthy * age of respondents Crosstabulation					
Count					
		age of respondents			Total
		20-29	30-39	40-49	
The reported information in the ESAT Amharic news is trusted	strongly disagree	5	0	0	5
	disagree	5	15	0	20
	neutral	0	15	0	15
	agree	0	50	30	80
	strongly agree	0	0	20	20
Total		10	80	50	140

According to the cross tabulation results based on respondents' age groups, 35.2 percent of respondents in the 40-49 age group agreed that ESAT provides reliable news. Similarly, 35.2 percent of respondents in the 30-39 age range agreed. 42.8 percent of female respondents and 28.6 percent of male respondents agreed based on their gender. In terms of political affiliation, 50% of independent political viewpoint respondents agreed, while 17.8% of pro-ruling government respondents disagreed. According to their educational standing, 64.2 percent of degree holders and 7.1 percent of diploma holders agree, whereas 17.8% of MA/MSc degree holders disagree.

Trustworthy means deserving of faith or trust. News that can be trusted, relied on, and counted on is referred to as trustworthy news. It's difficult to talk about credibility without also mentioning trustworthiness. Historically, many definitions of credibility have incorporated trust as a central idea (Hovland et al. 1953). Believability, honesty, and a lack of bias are all components of trustworthiness (McGinnis & Ward, 1989; Dholakia & Sternthal, 1977; Goldsmith, Lafferty, & Newell, 2000). The researcher examined the respondents regarding media trustworthiness in addition to the questioner; one of the respondents stated that;

*Many people live in Ethiopia and abroad, so keep an eye on the news on ESAT. If the media has a credibility problem, it's impossible to attract viewers. Ethiopians living in other countries, more likely to trust ESAT for local news. (Obtained from a personal interview)*

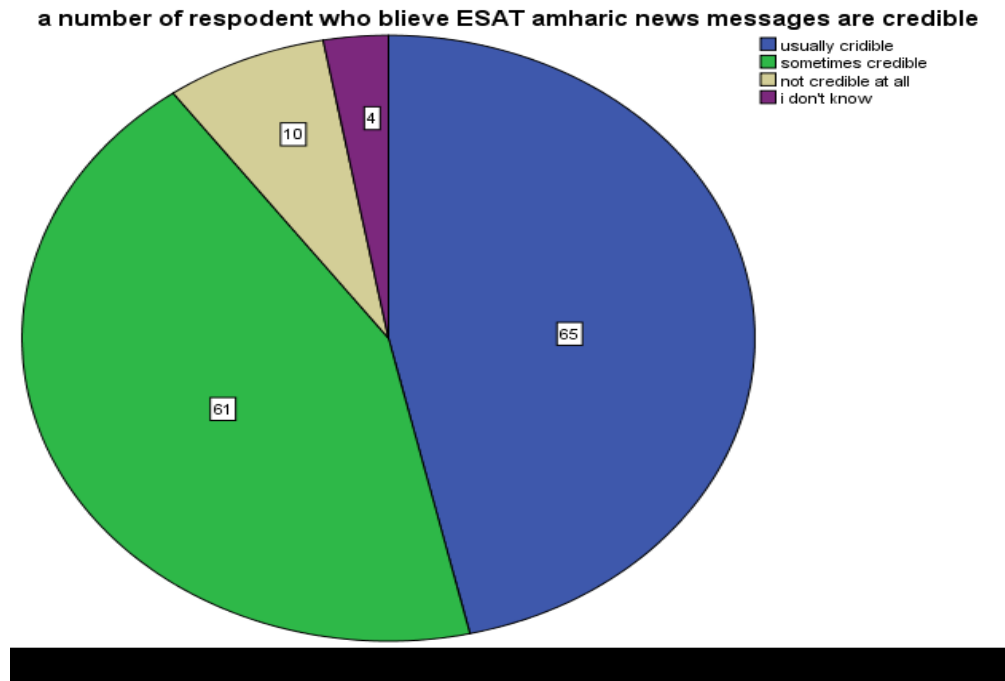
Truthfulness is the most important criterion for news or news media credibility, according to Bill Kovach and Tom (2007). According to one of the respondents;

*After a country's political transition, the media was unable to preserve its previous beliefs, I believe it is concentrating on a skewed report designed to benefit the ruling administrations. The media must remain neutral in order to be accepted by the majority. If they can operate as the people's eyes and ears, they will have more credibility. (An interview)*

### 4.3 The news' message and source credibility

#### 4.3.1. Message credibility

People who see the same message can perceive its reliability differently, according to studies (e.g., Hovland & Weiss, 1951). As a result, message credibility is a person's assessment of the authenticity of a communication's content. The researcher wanted to know how credible ESAT news messages were.



The majority of respondents (54 percent) said the news messages were typically trustworthy. 39.7 percent of those polled said the media was occasionally trustworthy.

Table 16 message credibility and gender of respondents' crosstabulation

a number of respondents who believe ESAT Amharic news messages are credible * gender of respondent Crosstabulation				
Count				
		sex of respondent		Total
		Male	female	
a number of respondents who believe ESAT Amharic news messages are credible	much credible	30	25	55
	sometimes credible	50	25	75
	not credible at all	0	10	10
	I don't know	0		
Total		80	60	140

In terms of gender of respondents, 35.7% of male respondents and 17.8% of female believed that the media news sometimes credible. 21.4% of male and 17.8% of female respondents were believed the news message were usually credible. Among these respondents, who believe ESAT Amharic news message credible in relation with political affiliation of respondents, 39.3% of politically non affiliated respondents were believe the media message is sometimes credible. 28.6% of pro-ruling party respondents believed the media is usually credible. In the case of education, 35.7% of degree holders believe the media messages were sometimes trustworthy and 28.6 the same educational status respondents believed the media messages were usually credible. This indicates still majority of degree holders believed in the media message credibility. Ages of the respondents were also taken as a factor to judge credibility of the news. Based on this, 39.2% of 30-39 age group respondents believed the media is usually credible while 25.7% of 40-49 age group respondents were believed that the media were sometimes credible.

Because of their proximity to the media, the researcher conducted an interview with a few selected respondents in order to obtain more detailed information. According to one of the communication officers,

*The Amharic news transmission from ESAT is reputable since it continues to provide accurate information from a number of sources. The media frequently covers stories that aren't covered by the government or the commercial media. I come to ESAT Amharic news when I need a reliable message from the media since the news is delivered with verified data. Furthermore, the themes conveyed through the media were clear and easy to comprehend. (Obtained from interview)*

Unless the audience understands the news message, communication has failed, and if communication has failed, credibility will never be achieved (Rahman et al., 2010). According one respondent;

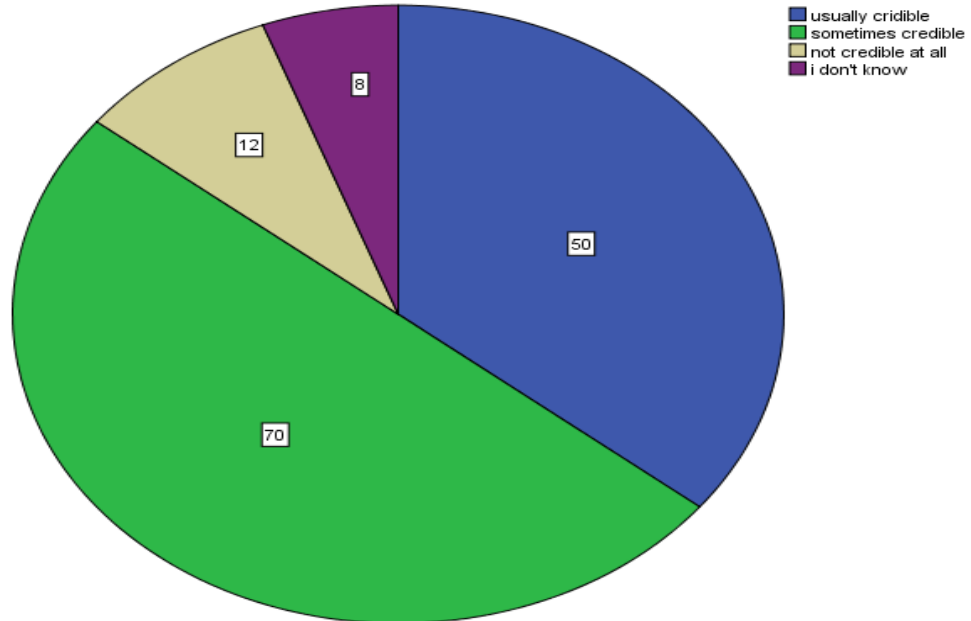
*I prefer to watch ESAT news since they deliver reliable information. Furthermore, the media focuses on what people want to hear. ESAT Amharic news clearly presents conflict news, which can occur anywhere in Ethiopia. Their performance is exciting and worthy of praise. As a result, I enjoy watching its news and programming. (Obtained from a personal interview)*

The respondents were also asked which of our country's major Amharic news stations they preferred to watch for the most reliable Amharic news message. The majority of respondents (78.6%) said ESAT is more reputable, followed by EBC with 10.7% and FBC in third place with 3.6 percent. All of the responders (7.1%) said they lacked credibility. Based on this, ESAT received a 3.75 mean value, which is a good score. Respondents were also asked the same question during personal interviews, but it was left open-ended, and 70% of the respondents chose ESAT as their primary believable, 20% of them chose EBC, and 10% of them chose FBC.

#### **4.3.3. Source credibility**

Source credibility examines the personal characteristics of the message source that influence credibility judgments. Examples of factors that contribute to source credibility include expertise, trustworthiness, and sociability (Wathen and Burkell, 2002; Self, 1996). Bear in mind this the researcher asked to what extent ESAT news source were credible.

**a number of respondent who believe ESAT amharic news sources are credible**



Among the respondents 39.7% of them were agreed in that the media sources were usually credible. Similarly 54% of respondents were responded that the media sources were sometimes credible.

Table 17 source credibility and age group of respondents' crosstabulation

<b>a number of respondent who believe ESAT Amharic news sources are credible</b>						
<b>* age of respondents Crosstabulation</b>						
Count		age of respondents			Total	
		20-29	30-39	40-49		
a number of respondent who believe ESAT Amharic news sources are credible	much credible	10	20	25	55	
	sometimes credible	0	60	15	75	
	not credible at all	0	0	10	10	
	I don't know	0	0		0	
Total		10	80	50	140	

When we categorize these responses in terms of age 14.2% of 30-39 and 17.8% of 40-49 age group respondents were believed the media sources were much credible. On the other hand and 10.7% of 40-49 age group and 42.8% of 30-39 age group respondents were believed that the media is sometimes credible. 35.7% of orthodox religion followers believed that the media sources were sometimes credible and 35.7 of respondents from this religion responded it is usually credible. In terms of education, majority of degree holders (35.7%) believed that the media is sometimes credible. And 28.5% of the same educational status group respondents were believed the media is usually credible. Equally 35.7% of males believed that the sources were usually credible and 28.5 female were believed the media is sometimes credible. The last cross tabulation in the source credibility is political affiliation of respondents, 28.5% of pro-ruling party respondents were believed the media is usually credible. Majority of politically non-affiliated respondents which means 35.7% them responded as the media sometimes credible.

The researcher also asked the respondents that whether ETAT television channel news sources were credible. The one interviewer puts his answers as follows;

*When the media is reporting on government news, it has no credibility issues because it relies on people who are well-known for their work in government organizations as sources of information. The media also includes audio and video files. So there is no gap in this for me. Similarly, it is frequently mentioned in ESAT news that individuals or organizations have been abused. These individuals can explain in person or over the phone. As a result, source reliability is not an issue for them. They may disclose information over the phone that is not supported by photographs or videos. But I believe there is a gap in such information. (Personal interview)*

According to Tseng and Fogg (1999), there are four types of source credibility: Factors dependent on the receiver's assumptions are included in presumed credibility; Labels like "Journalist," "Activist," or "Doctor" are used to establish credibility. The most dependable of

Tseng and Fogg's four forms of credibility is Experienced Credibility, which is established over time based on experience with the source.

The other respondent also shared the previous idea in some extent and she said

*The news sources were trustworthy because they frequently verify data using various mechanisms, and the media has trusted sources in various parts of the country. (Interview)*

Another respondent also reflected his idea in the following way;

*They typically acquire data from a source, thus there are no reliability concerns; however, the issue of magnitude is noted to some level. (In-depth interview)*

The other respondents replied,

*Government authorities had previously declined to release information to the media. Other whistleblowers frequently mentioned anonymity. Such sources were difficult for me to believe. But now a day I don't believe ESAT journalists have a problem finding the correct sources because they can now speak with whoever they choose. According to trustworthy sources, no such issue exists at this time. (Interview)*

#### **4.4. Findings of the Study:**

The respondents were asked to rate the main credibility dimensions on a scale of 1 to 5 agreement level after March, 2018 Ethiopia's government transition, and the results show that, in compared with the other out of the 9 credibility dimensions, the media got better result on the dimension that the media has talented experts (67%) and presenting trustworthy news (71.4%). The media present complete report 64%, the media report differentiates facts and opinions 57%, and the media care for community 60.7% were also regarded good achievements. And in comparison with other dimension for reporting balanced 46% and presenting fair reports 50% may considered as low result.

The message and source credibility of ESAT were all used to assess its credibility. Asked whether they believe ESAT Amharic news sources and message to be credible following Ethiopia's political transition, 54% of respondents equally said the messages and sources were sometimes reliable. Similarly 39% of them responded equally the media usually credible.

According to the findings, journalist source selection, media political stance, and coverage of sensitive issues are all factors that influenced medium, message, and source credibility. During the interview, the researcher also asked respondents an open-ended question on which Ethiopian news channel they trust the most. 70% of the interviewees ranked ESAT first. Similarly, the researcher compared ESAT news credibility to EBC, FBC, and WALTA, and found that 78.6% of respondents preferred ESAT for reliable news.

The respondents had various opinions on the media's news credibility based on their demography. The study also looked into whether respondents' demographics had an impact on credibility assessments. The other major finding is as far as this study is concerned religion of respondents did not appear to influence perceptions of ESAT news believability. For example, the respondents found that nearly equal number of Protestant and orthodox religion followers expressed their agreement in that ESAT news separate facts and opinion, present human interest news, concern for community and also in others. So it indicates that religion didn't seem to affect participants' credibility judgments.

When we assess the result in almost all of credibility measures, the majority of female respondents agreed with news credibility of ESAT while majority of male respondents replied "disagree". This means gender of the respondents have great influence in the perceptions of news believability. Similarly a study on gender and media credibility by Johnson and Kaye (1998) indicates that women reported higher media credibility score than male survey participants. When we assess age of respondents in almost all of credibility measures, the majority of the 40-49 age group respondents agree while the majority of 30-39 age group respondents replied "disagree" on whether they see ESAT as credible source of information. This implied that age category has high influence on news believability judgment.

In this survey the researcher used educational status to determine whether there was any significant relationship between educational status and the overall perception of the news credibility or believability in the media. According to this study, the majority of MA/MSc holding respondents in each credibility dimension responded “disagree” whereas the majority of degree holders and almost all of diploma holders answered “agree”. So, it implies that educational status also have some influence in the judgments of news credibility on the news media.

In case of political affiliation, in each credibility dimension, the majority of pro-opposition respondents responded disagree on its believability while the majority of non-politically affiliated respondents responded “agree”. This shows that the judgment of news credibility perception was influenced by the political affiliation of the viewers.

Based on this finding, we can infer that the viewers' political affiliation, age, educational status, and sex were the most important factors influencing study participants’ perceptions of ESAT news credibility.

## CHAPTER FIVE

### CONCLUSION AND RECOMENDATIONS

#### 5.1. Conclusion

This study examined the degree of agreement among persons who watched Ethiopian Satellite Television and Radio (ESAT) Amharic news by measuring some credibility dimensions. This research was conducted mostly through the use of a questionnaire and interview with experts selected by the researcher.

ESAT Amharic news was found to be believable for many viewers, according to the data analyzed in this study, because the media scored high in each of the credibility variables. The media received high marks, particularly in terms of reporting reliable news and having skilled competence. The explanation for this could be that the journalist covers controversial topics from all over the country. The media is currently politically unbiased, according to the statistics examined in this study. Some respondents stated that before the current government reform in Ethiopian (March 2018), the media exclusively broadcast anti-ruling party news, but the media has covered all sides of the subject after Abiy Ahmed became the Prime Minister.

ESAT's reliability was also investigated in terms of message, and sources. The majority of respondents said the media was sometimes credible. Many respondents, on the other hand, thought media messages and sources were usually reliable. This finding indicated that the media has a responsibility to double-check their information sources and message content. Based on this result we can also say that the level of credibility of message and source can determine medium credibility. Respondents during in-depth interview explained that the media should be cautious when reporting on ethnic and religion related issues.

As far as respondent demographics are concerned, religion did not appear to influence perceptions of ESAT news believability. The other demography such as gender, political affiliation, educational position, and age of respondents appear to influence perceptions of ESAT news believability because in almost all credibility variable the age group 40-49 respondents

responded agree and majority of 30-39 age group respondents responded disagree, according to the findings.

As its slogan suggests, serving as the public's eyes and ears, ESAT seemed to be determined to hold government institutions accountable and make sure that they work for the benefit of the people. Some respondents thought the media's "watchdog" function appears to be dwindling currently, if not completely gone. Other media are now seen as overly commercialized, with little regard for the public's interests and more concerned with producing money or serving the interest of the incumbent government. When compared to other media, ESAT reportedly performs better in this scenario, despite its flaws, by exploring and reporting on society's true concerns.

Finally, despite the study's limitations, particularly its approach of employing a convenience sample of respondents, it is thought to have added some values to the body of knowledge. Future research may look at other aspects that influence news credibility of other media outlets in Ethiopia that this study was unable to investigate. A separate study based on other constructs of media credibility can likewise give better insights into media credibility studies.

## **5.2. Recommendations**

The researcher made some recommendations for other researchers and the media itself by taking into account the study's findings.

For the media

- ✓ The majority of respondents thought media sources were occasionally credible, thus the media should change this by obtaining information from trustworthy sources. As much as possible, they should avoid using sources with undisclosed names and identities. To maintain its credibility, the media should avoid reporting news that favors one political party over another and must present both sides of a topic in a balanced and fair manner.
- ✓ News reporting on ethnic or religious issues must be handled with caution; otherwise, it could have negative implications and damage the media's credibility.

- ✓ As we all know, the goal of news is to provide viewers with accurate and factually correct information. Conflict reporting, in particular, should be handled differently than other sorts of news because it is extremely susceptible to misrepresentation. In order to attract more viewers and create more revenue, the media should avoid distortions because they lead to exaggerations.

For researchers

- ✓ The main concern of this study is news credibility but someone can look at the role of anchors in making the news credible
- ✓ A comparative study may be done by comparing the Ethiopian media news credibility with international news or broadcast news vs. print news credibility

## Reference

- Amy Mitchell, Nami Sumida & Jeffrey Gottfried. (2018). Distinguishing Between Factual and Opinion Statements in the News. *Pew Research Center* .
- Badeso Haji (2008). *An Exploratory Study on Audience Satisfaction with Television Programs: The Case of Ethiopian Television Afan Oromo Section*. Unpublished Master's thesis,
- Battaglia, M. P. (2008). Non-probability Sampling. In Lavrakas, P. J. (Ed.). *Encyclopedia of Survey Research Methods (Vol. 1 & 2)* (pp. 523-526). Thousand Oaks, California: SAGE Publications, Inc.
- Biset Ayalew (2007). *Audience Reception of Radio Messages that Discourage Early Marriage: The Case of Mecha District*. Unpublished Master's thesis, Addis Ababa University, Addis Ababa
- Christians, C. G. (2004). The Changing News Paradigm: From Objectivity to Interpretive Sufficiency. In Iorio, S. H. *Qualitative Research in Journalism: Taking it to the Streets* (pp. 41-56). Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.
- Dautrich, K. & Hartley, T.H. (1999). *How the News Media Fail American Voters: Causes, Consequences and Remedies*. New York: Columbia University Press. Addis Ababa University, Addis Ababa
- D'Alenssio. (2000). "Media bias in presidential elections: a meta-analysis". . *Journalism of Communication* , 50(4): 133-156.
- Della Vigna Stefano and Ethan Kaplan. (2007). The Fox News Effect: Media Bias and Voting. *Quarterly Journal of Economics* .
- Golan, G. J. & Baker, S. (2012). Perceptions of Media Trust and Credibility among Mormon College Students. *Journal of Media and Religion*, 11, 31-43.

- G, S. C. (2007). "Credibility perceptions of television and online news" Graduate Thesis and Dissertation. <http://scholarcommons.usf.edu/etd/2347>.
- Farrell, H. (2009). *The Political Economy of Trust: Institutions, Interests, and Inter-Firm Cooperation in Italy and Germany*. New York: Cambridge University Press.
- Hallelujah Lulie (2008). A Political History of the Private Press in Democratic Ethiopia 1991-2007. Unpublished Master's thesis, Addis Ababa University, Addis Ababa.
- H, J. (2004). The cultural logic of media convergence. *International journal of cultural studies* , 7(1) 33-43.
- Hale, R. N. (2021). Balanced Coverage in Practice: News Reporting of Conflict and Peace in Afghanistan. *Jornal of War & Culture Studies* , 14:3, 345-364.
- Hastorf A.H. & Cantril H. (1954). They saw a game: A case study. *Journal of Abnormal and Social Psychology*. 49(1) 129-134.
- Johnson T.J.& Kaye B.K. (1998). Comparing Internet and traditional sources on media credibility measures. *Journalism and Mass communication Quarterly* .
- Karen Fowler-Watt & Stuart Allan. (2013). Journalism: New Challenges. *Center for Journalism & communication Research Bournemouth University* .
- Kebede, G. (2013). public trust in ethiopian mainstream media: Addis Ababa's public in focus.
- Kiousis, S. (2001). Trust or Mistrust? Perceptions of Media Credibility in the Information Age. *Mass Communication And Society* 4:4,381-403 .
- Kohring, M., & Matthes, J. (2007). Trust in news media: Development and validation of a multidimensional scale. *Communication Research*, 34(2), 231-252.
- Kothari, C. R. (2004). (2nd rev. edition). *Research Methodology: Methods and Techniques*. New Delhi: New Age International (p) Ltd, Publishers (Original work published 1985).

- Kovach, B. & Rosenstiel, T. (2007). *The Elements of Journalism: What News People Should Know and the Public Should Expect* (Rev. ed.). New York: Three Rivers Press.
- Lee, T. T. (2005). The liberal media myth revisited: An examination of factors influencing perceptions of media bias. . *Journal of Broadcasting and Electric Media* , 49(1) 43-64.
- Lee, S. H. (2011). *Does Trust Really Matter? A Quantitative Study of College Students' Trust and Use of New Media*. Unpublished Master's thesis, University of Nebraska-Lincoln.
- Lee, T.(2010). *Why They Don't Trust the Media: An Examination of Factors Predicting Trust*. *American Behavioral Scientist*, 54(1), 8–21
- McQuail, D. (1983). *Mass Communication Theory*. London: SAGE Publications.
- Meseret Chekol (2013). *The Quest for Press Freedom: One Hundred Years of History of the Media in Ethiopia*. Maryland: University Press of America, Inc.
- Metger M.J. Flanagin, A J Eyal K. Lemus D. R., and McCann, R. M. (2003). In today's media environment, integrating perspectives on source, message, and media credibility is essential. *International Communication Association Annals* , 293-335.
- Miller, R. (2003). Sampling, Probability. In Miller, R. L. and Brewer, J. D. (Eds.) *The A-Z of Social Research* (pp. 268-273). London: Sage Publications Ltd.
- Miller, R. (2003). *Sampling, Quota*. In Miller, R. L. and Brewer, J. D. (Eds.) *The A-Z of Social Research* (pp. 273-274). London: Sage Publications Ltd.
- Miller, R. L. and Brewer, J. D. (Eds.) *the A-Z of Social Research*. London: Sage Publications Ltd.
- Moehler, D.C. & Singh, N. (2011). *Whose News Do You Trust? Explaining Trust in Private versus Public Media in Africa*. *Political Research Quarterly*, 64(2), 276-292.
- Moges, S. T. (February 2021). *Ethnification of the Ethiopian Media* . <https://doi.org/10.2139/ssm.3785410> .

Pantti, L. A. (2014). Proximity As A Journalistic Keyword In The Digital Era. *Digital Journalism* , 2:3, 322-333.

Proclamation No. 34/92. A proclamation to Provide for the Freedom of the Press. The Federal Negarit Gazeta of the Federal Democratic Republic of Ethiopia.

Rahman. (June 2010). credibility of Al Jazeera English (AJE) News in Bangladesh. <http://www.researchgate.net/> .

Rao H, N. (2016). credibility of Media a study of national television news channel. <http://hdl.handle.net/10603/252243> .

Rheault, M. (2008). *Few Ethiopians Confident in Their Institutions: Only religious organizations elicit the trust of a majority*. Gallup Poll. Retrieved on July 20, 2013 from [http://www.gallup.com/poll/104029/Few-Ethiopians-Confident-Their-](http://www.gallup.com/poll/104029/Few-Ethiopians-Confident-Their-Institutions.aspx)

[Institutions.aspx](http://www.gallup.com/poll/104029/Few-Ethiopians-Confident-Their-Institutions.aspx)

S, F. R. (2017). The impact of trust in the news media on online news consumption and participation. *Digital Journalism* .

S, S. S. (1999). Exploring receivers' criteria for perception of print and online news. . *Journalism & Mass Communication Quarterly* , 76, 373-386.

TS, S. (2011). Journalists or activists? Self-identity in the Ethiopian diaspora online community. *Journalism* , 12(6) 727-744.

Wanta, W & Hu Y.W. (1994). The effects of credibility, reliance, and exposure on media agenda-setting: A path analysis model. . *Journalism Quarterly* .

Z, M. (1998). An introduction to communication in the classroom (2nd ed.). *Acton MA Tapestry Press* .

# Appendix I

## Appendix A

### A1: The English Version of the Questionnaire

#### Addis Ababa University School of Journalism and Communication Postgraduate Program Questionnaire

Dear Respondents, I am conducting a research on the credibility of ESAT News as perceived by some civil servants in Addis Ababa. Accordingly, this questionnaire aims at assessing the credibility towards the Ethiopian satellite television (ESAT) news. For it is only when you provide your genuine answers to all the questions that the research outcome could be genuine and reliable, you are kindly requested to give your honest answers. I assure you that all the information you give in this questionnaire will only be used for the purpose of the research and your identity will be kept anonymous. Thank you for your help!

#### **Part one:**

Please Circle your choice for all questions

#### **1. Age**

- A. <20
- B. 20-29
- C. 30-39
- D. 40-49
- E. >50

#### **2. Sex**

- A. Male
- B. Female

**3. What is your level of Education?**

- A. PhD
- B. MA/MSc Degree
- C. BA/BSc Degree
- D. Diploma
- E. High school diploma
- F. Able to read & Write

**4. Please indicate your political affiliation.**

- A. Pro-ruling party
- B. Pro-opposition parties
- C. Independent
- D. I don't know

**7. Please identify your Religion**

- A. Orthodox
- B. Muslim
- C. Protestant
- D. Catholic
- D. Others Please mention Here-----

**Part Two:**

**1. I watch ESAT news**

A. daily

B. sometimes

C. Rarely

D. I don't watch at all

**Part Three:**

The following table contains items that are designed to measure the factors that may affect your trustworthiness in the ESAT news for which a scale is provided for you to circle. The scale ranges from 1 (strongly disagree) to 5 (strongly agree). Specifically, the choices stand for:

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

No.	Item	Scale				
		1	2	3	4	5
1	ESAT Amharic news always presents various viewpoints balanced manners.					
2	Facts and opinions are distinguished in ESAT Amharic news.					
3	ESAT Amharic news usually tell the complete story					
4	ESAT Amharic news are fair					

5	ESAT Amharic news are factual					
6	ESAT Amharic news are Usually pro-governing party					
7	ESAT Amharic news concern for community					
8	ESAT Amharic News are pro-opposition party					
9	The reported information in the ESAT Amharic news is trust trustworthy.					
10	I believe ESAT Media has talented experts					

**Part Four:**

The following questions are designed to measure the level of credibility you have in ESAT news Please provide your answers accordingly.

**1. Please tell me to what extent do you believe ESAT media to be credible**

- A. Usually credible
- B. Sometimes credible
- C. not credible at all
- D. I don't know

**2. Please tell me how much you believe ESAT Amharic news sources are credible**

- A. much credible
- B. Sometimes credible
- C. not credible at all
- D. I don't know

**3. Please tell me how much you believe ESAT Amharic news messages are credible**

- A. much credible
- B. Sometimes is credible
- C. not credible at all
- D. I don't know

**4. Please tell me which types of ESAT Amharic news message are more credible for you**

- A. political issues related news messages
- B. Economic issues related news messages
- C. social and cultural issues related news messages
- D. Don't know

**6. By comparison, which media do you believe more credible?**

- A. Fana Amharic Television News
- B. EBC Amharic Television News
- C. Walta TV Amharic News
- D. ESAT TV Amharic News
- E. They all lack credibility

**Appendix B**

**A2: Amharic Version of the Questionnaire**

**አዲስ አበባ ዩኒቨርሲቲ**

**ጋዜጠኝነትና ኮሚዩኒኬሽን ትምህርት ቤት**

**ድህረ ምረቃ ፕሮግራም**

**መጠይቅ**

ውድ ምላሽ ሰጪዎች፣ የመንግስት ሰራተኞች በኢሳት ዜና ተግማኒነት ላይ ያላቸውን ምልክታዎች ጥናት እያደረግሁ ነው። በዚህም መሰረት ይህ መጠይቅ የኢትዮጵያ ሳተላይት ቴሌቪዥን (ኢሳት) ዜና በእርሶ ዘንድ ያለውን ተግማኒነት ለመገምገም ያለመ ብቻ ነው። የምርምር ውጤቱ እውነተኛ እና አስተማማኝ ሊሆን የሚችለው ለቀረቡት ጥያቄዎች ሁሉ እውነተኛ ምላሽዎን ሲሰጡ ብቻ ነው። በመሆኑም ትክክለኛ መልስዎን እንዲሰጡን በአክብሮት እጠይቃለሁ። በዚህ መጠይቅ ውስጥ የምትሰጡት መረጃ በሙሉ ለዚህ ጥናት ዓላማ ብቻ እንደሚውልና ማንነታችሁ በምንም ሁኔታ እንደማይገለጽ ላረጋግጥላችሁ እወዳለሁ።

**ክፍል አንድ፡-**

እባክዎን ከተራ ቁጥር 1 እስከ 5 ያሉት ጥያቄዎች ከአማራጮቹ አንዱን በመምረጥ እንዲሁም ተራ ቁጥር 6 በዕሁፍ ምሊሽዎን ያስቀምጡ።

**1. እድሜ**

- 1. <20
- 2. 20-29
- 3. 30-39
- 4. 40-49
- 5. >50

**2. የታ**

1. ወንድ

2. ሴት

**3. እባክዎን የትምህርት ደረጃዎን ያመልክቱ?**

1. ፒ.ኤች.ዲ

2. ማስተርስ ዲግሪ

3. የመጀመሪያ ዲግሪ

4. ዲፕሎማ

5. ሁለተኛ ደረጃ/መስናይ

6. ማንበብና መጻፍ የሚችል

**4. እባክዎን የፓለቲካ ድጋፍ ዝንባሌዎን ያመልክቱ?**

1. የገዢው ፓርቲ ደጋፊ

2. የተቃዋሚ ፓርቲ ደጋፊ

3. ገለልተኛ

4. አይታወቅም

**5. እባክዎን የሚከተሉትን ሀይማኖት በፅሁፍ ያስቀምጡ?**

1. ኦርቶዶክስ

2. ሙስሊም

3.ፕሮቴስታንት

4.ካቶሊክ

እባክዎ ሌላም እምነት ከሆነ ይግለጹልኝ \_\_\_\_\_

ክፍል ሁለት:-

1. የኢሳት አማርኛ ዜናን ምን ያህል ይመለከታሉ?

ሀ. በየቀኑ እመለከታለሁ

ለ. አንዳንዴ እመለከታለሁ

ሐ. አልፎ አልፎ እመለከታለሁ

መ. በጭራሽ አላይም

ክፍል ሶስት:-

የሚከተለውን ሰንጠረዥ በአጠቃላይ በኢሳት ሚዲያ ዜና ላይ ያሉዎትን አመኔታ ሊወስኑ የሚችሉ መነሻ ምክንያቶችን ይዟል። ለዚህም ከ1-5 የተዘረዘሩ መመዘኛዎች ያሉ ሲሆን በሰንጠረዥ ውስጥ ከተራ ቁጥር 1-13 ላሉት ምክንያቶች ከመመዘኛዎቹ ውስጥ የሚመርጡትን ያክብቡ።

መመዘኛዎቹ የሚከተሉት ናቸው:-

1 በጭራሽ አልስማማም

2 አልስማማም

3 ገለልተኛ

4 እስማማለሁ

5 በጣም እስማማለሁ

No.	ምክንያት	Scale				
		1	2	3	4	5
1	የኢሳት አማርኛ ዜና ሁሌም ሚዛናዊ በሆነ መልኩ ያቀርባል።					
2	በኢሳት አማርኛ ዜናዎች እውነታዎች ከግለሰብ አስተያየቶች ተለይተው ይቀርባሉ።					
3	የኢሳት አማርኛ ዜና አብዛኛውን ጊዜ የተሟላ መረጃ ያቀርባል።					
4	የኢሳት አማርኛ ዜናዎች ፍትሀዊ ናቸው።					
5	ኢሳት ላይ የሚቀርቡ አማርኛ ዜናዎች በመረጃ የተደገፉ ናቸው።					
6	የኢሳት አማርኛ ዜናዎች ለተቃዋሚዎች ይወግናሉ።					
7	የኢሳት አማርኛ ዜናዎች አብዛኛውን ጊዜ ለመንግስት ይወግናሉ።					
8	የኢሳት አማርኛ ዜናዎች ለማህበረሰቡ ቅድሚያ ይሰጣሉ።					
9	ተግማኒነት ያላቸው አማርኛ ዜናዎች ይቀርባሉ።					
10	የኢሳት ሚዲያ ኅዝብ ባለሙያዎች አሉት ብዬ አምናለሁ።					

**ክፍል ሶስት**

ቀጥለው የቀረቡት ጥያቄዎች በኢሳት ሚዲያና ዜና ያላችሁን የተአማኒነት ደረጃ ለመለካት የተነደፉ ናቸው እባኩን መልሱን በዚህ መሰረት ያቅርቡ።

1. የኢሳት ሚዲያ ምን ያህል ታማኝ ነው ብለው ያምናሉ?

ሀ. ብዙ የሚታመን

ለ. አንዳንድ ጊዜ እምነት የሚጣልበት ነው

ሐ. በፍፁም ተአማኒነት የለውም

መ. አላውቅም

2. የኢሳት የዜና ምንጮች ምን ያህል ታማኝ ናቸው ብለው ያምናሉ?

ሀ. ብዙ የሚታመን

ለ. አንዳንድ ጊዜ እምነት የሚጣልበት ነው

ሐ. በፍፁም ተአማኒነት የለውም

መ. አላውቅም

3. የኢሳት አማርኛ ዜና መልእክቶች ተዓማኒነት አላቸው ብለው ያምናሉ?

ሀ. ብዙ የሚታመን

ለ. አንዳንድ ጊዜ እምነት የሚጣልበት ነው

ሐ. በፍፁም ተአማኒነት የለውም

መ. አላውቅም

4. በንጽጽር የየትኛው ሚዲያ ዜና የበለጠ ተዓማኒነት አለው ብለው ያምናሉ?

ሀ. የፋና አማርኛ ቴሌቪዥን ዜና

ለ. ኢ.ቢ.ሲ. አማርኛ ቴሌቪዥን ዜና

ሐ. ዋልታ ቴሌቪዥን አማርኛ ዜና

መ. ኢሳት ቴሌቪዥን አማርኛ ዜና

ሠ. ሁሉም ታማኒነት ይጎድላቸዋል

Appendix C

**ለ ኢንተረቪው የቀረቡ ጥያቄዎች**

1. ኢሳት በአማርኛ የሚያቀርባቸው ዜናዎች ምን ያህል ተዓማኒነት አላቸው ብለው ያምናሉ? የእርሶ ምላሽ አላምንም ከሆነ ተዓማኒነቱን ጎዳው ብለው የሚያስቧቸውን ችግሮች ምንድናቸው? ምላሹዎ አዎን ከሆነ ደግሞ ምክንያቱን ቢያብራሩ?
2. የኢሳት አማርኛ ዜናዎች ምን ያህል የፖለቲካ ውግንና አላቸው ብለው ያስባሉ?
3. ኢሳት በአማርኛ ከሚያቀርባቸው ማህበራዊ፣ ፖለቲካዊ እና ኢኮኖሚያዊ ይዘት ካላቸው የዜና አይነቶች የትኞቹን ይበልጥ ይወዳሉ? ለምን?
4. በሀገራችን በአማርኛ ዜና ከሚያሰራጩ ዋና ዋና የቴሌቪዥን ጣቢያዎች ተዓማኒነት ያለው የአማርኛ ዜና ለመስማት የትኞቹን ጣቢያዎች ይመርጣሉ? ሶስቱን በቅደም ተከተል ቢጠቅሱልን?
5. በሚያቀርባቸው ዜናዎች ውስጥ ኢሳት በምንጭነት የሚጠቅሳቸው አካላት ምን ያህል ተዓማኒነት አላቸው ብለው ያስባሉ?
6. የኢሳት በአማርኛ የሚያቀርባቸው ዜናዎች የህዝብን ጥቅም የሚያስቀድሙ ናቸው ብለው ያምናሉ? እባክዎ ምላሹን ያብራሩ?
7. ዜናዎቹ የበለጠ ተዓማኒ ይሆኑ ዘንድ ኢሳት ምን ነገሮችን ማድረግ ይጠበቅበታል?

## Appendix II

### ESAT Amharic news are fair \* sex of respondent Crosstabulation

Count

		sex of respondent		Total
		Male	female	
ESAT Amharic news are fair	strongly disagree	15	0	15
	Disagree	25	0	25
	Neutral	30	0	30
	Agree	10	60	70
Total		80	60	140

### ESAT Amharic news are fair \* educational status of respondents Crosstabulation

Count

		educational status of respondents			Total
		MA/BSc degree	degree	diploma	
ESAT Amharic news are fair	strongly disagree	15	0	0	15
	Disagree	25	0	0	25
	Neutral	0	30	0	30
	Agree	0	60	10	70
Total		40	90	10	140

### ESAT Amharic news are fair \* age of respondents Crosstabulation

Count

		age of respondents			Total
		20-29	30-39	40-49	
ESAT Amharic news are fair	strongly disagree	10	5	0	15
	Disagree	0	25	0	25
	Neutral	0	30	0	30
	Agree	0	20	50	70
Total		10	80	50	140

**ESAT Amharic news are fair \* political affiliation of respondents Crosstabulation**

Count

		political affiliation of respondents				Total
		pro-ruling party	pro-opposition party	independent	I don't know	
ESAT Amharic news are fair	strongly disagree	15	0	0	0	15
	Disagree	25	0	0	0	25
	Neutral	0	10	20	0	30
	Agree	0	0	50	20	70
Total		40	10	70	20	140

**ESAT Amharic news are fair \* religion of respondents Crosstabulation**

Count

		religion of respondents			Total
		orthodox	Protestant	muslim	
ESAT Amharic news are fair	strongly disagree	15	0	0	15
	Disagree	25	0	0	25
	Neutral	30	0	0	30

	Agree	30	34	6	70
Total		100	34	6	140

**The reported information in the ESAT Amharic news is trusted  
\* sex of respondent Crosstabulation**

Count

		sex of respondent		Total
		Male	female	
The reported information in the ESAT Amharic news is trusted	strongly disagree	5	0	5
	Disagree	20	0	20
	Neutral	15	0	15
	Agree	40	40	80
	strongly agree	0	20	20
Total		80	60	140

**The reported information in the ESAT Amharic news is trusted \* educational status of respondents Crosstabulation**

Count

		educational status of respondents			Total
		MA/BSc degree	degree	diploma	
The reported information in the ESAT Amharic news is trusted	strongly disagree	5	0	0	5
	Disagree	20	0	0	20
	Neutral	15	0	0	15
	Agree	0	80	0	80
	strongly agree	0	10	10	20
Total		40	90	10	140

**The reported information in the ESAT Amharic news is trusted \* political affiliation of respondents Crosstabulation**

Count

		political affiliation of respondents				
		pro-ruling party	pro-opposition party	independent	I don't know	Total
The reported information in the ESAT Amharic news is trusted	strongly disagree	5	0	0	0	5
	Disagree	20	0	0	0	20
	Neutral	15	0	0	0	15
	Agree	0	10	70	0	80
	strongly agree	0	0	0	20	20
<b>Total</b>		<b>40</b>	<b>10</b>	<b>70</b>	<b>20</b>	<b>140</b>

**The reported information in the ESAT Amharic news is trusted \* religion of respondents Crosstabulation**

Count

		religion of respondents			
		orthodox	Protestant	muslim	Total
The reported information in the ESAT Amharic news is trusted	strongly disagree	5	0	0	5
	Disagree	20	0	0	20
	Neutral	15	0	0	15
	Agree	60	20	0	80
	strongly agree	0	14	6	20
<b>Total</b>		<b>100</b>	<b>34</b>	<b>6</b>	<b>140</b>

**I believe ESAT Media has talented experts \* sex of respondent Crosstabulation**

Count

		sex of respondent		Total
		male	female	
I believe ESAT Media has talented experts	Disagree	10	0	10
	Neutral	35	0	35
	Agree	35	30	65
	strongly agree	0	30	30
Total		80	60	140

**I believe ESAT Media has talented experts \* educational status of respondents Crosstabulation**

Count

		educational status of respondents			Total
		MA/BSc degree	degree	diploma	
I believe ESAT Media has talented experts	Disagree	10	0	0	10
	Neutral	30	5	0	35
	Agree	0	65	0	65
	strongly agree	0	20	10	30
Total		40	90	10	140

**I believe ESAT Media has talented experts \* age of respondents Crosstabulation**

Count

		age of respondents			Total
		20-29	30-39	40-49	
I believe ESAT Media	Disagree	10	0	0	10

has talented experts	Neutral	0	35	0	35
	Agree	0	45	20	65
	strongly agree	0	0	30	30
Total		10	80	50	140

**I believe ESAT Media has talented experts \* political affiliation of respondents  
Crosstabulation**

Count

		political affiliation of respondents				Total
		pro-ruling party	pro-opposition party	independent	I don't know	
I believe ESAT Media has talented experts	Disagree	10	0	0	0	10
	Neutral	30	5	0	0	35
	Agree	0	5	60	0	65
	strongly agree	0	0	10	20	30
Total		40	10	70	20	140

**I believe ESAT Media has talented experts \* religion of respondents  
Crosstabulation**

Count

		religion of respondents			Total
		orthodox	Protestant	muslim	
I believe ESAT Media has talented experts	Disagree	10	0	0	10
	Neutral	35	0	0	35
	Agree	55	10	0	65
	strongly agree	0	24	6	30
Total		100	34	6	140

## Appendix III

### Frequency

ESAT Amharic news always presents various viewpoints balanced manners.

		Frequ uenc y	Per cen t	Valid Percent	Cumulati ve Percent
Valid	strongly disagree	10	7.1	7.1	7.1
	disagree	40	28.6	28.6	35.7
	neutral	25	17.9	17.9	53.6
	agree	40	28.6	28.6	82.1
	strongly agree	25	17.9	17.9	100.0
	Total	140	100.0	100.0	

**Facts and opinions are distinguished in ESAT Amharic news.**

		Frequ uenc y	Per cen t	Valid Percent	Cumulati ve Percent
Valid	strongly disagree	10	7.1	7.1	7.1
	disagree	25	17.9	17.9	25.0
	neutral	24	17.1	17.1	42.1

	agree	56	40.0	40.0	82.1
	strongly agree	25	17.9	17.9	100.0
	Total	140	100.0	100.0	

**ESAT Amharic news usually reports complete a story**

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
V a l i d	strongly disagree	15	10.7	10.7	10.7
	disagree	15	10.7	10.7	21.4
	neutral	20	14.3	14.3	35.7
	agree	70	50.0	50.0	85.7
	strongly agree	20	14.3	14.3	100.0
	Total	140	100.0	100.0	

**ESAT Amharic news are looking out for people's best interests**

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
V a	strongly disagree	15	10.7	10.7	10.7
			7		

I i d	disagree	20	14. 3	14.3	25.0
	neutral	20	14. 3	14.3	39.3
	agree	45	32. 1	32.1	71.4
	strongly agree	40	28. 6	28.6	100.0
	Total	140	100 .0	100.0	

### ESAT Amharic news are fair

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
V a l i d	strongly disagree	15	10. 7	10.7	10.7
	disagree	25	17. 9	17.9	28.6
	neutral	30	21. 4	21.4	50.0
	agree	70	50. 0	50.0	100.0
	Total	140	100 .0	100.0	

### ESAT Amharic news are factual

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
V a l i d	strongly disagree	5	3.6	3.6	3.6
	disagree	20	14. 3	14.3	17.9
	neutral	20	14. 3	14.3	32.1
	agree	75	53. 6	53.6	85.7
	strongly agree	20	14. 3	14.3	100.0
	Total	140	100 .0	100.0	

### ESAT Amharic news are Usually pro-governing party

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
V a l i d	strongly disagree	30	21. 4	21.4	21.4
	disagree	25	17. 9	17.9	39.3
	neutral	25	17. 9	17.9	57.1
	agree	45	32. 1	32.1	89.3
	strongly agree	15	10. 7	10.7	100.0
	Total	140	100 .0	100.0	

### ESAT Amharic News are pro-opposition party

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
V a l i d	strongly disagree	30	21. 4	21.4	21.4
	disagree	55	39. 3	39.3	60.7
	neutral	40	28. 6	28.6	89.3
	agree	10	7.1	7.1	96.4
	strongly agree	5	3.6	3.6	100.0
	Total	140	100 .0	100.0	

### ESAT Amharic news concern for community

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
V a l i d	strongly disagree	10	7.1	7.1	7.1
	disagree	30	21. 4	21.4	28.6
	neutral	15	10. 7	10.7	39.3
	agree	65	46. 4	46.4	85.7
	strongly agree	20	14. 3	14.3	100.0
	Total	140	100 .0	100.0	

### The reported information in the ESAT Amharic news is trusted

		Freq uenc y	Per cen t	Valid Percent	Cumulati ve Percent
--	--	-------------------	-----------------	------------------	---------------------------

Valid	strongly disagree	5	3.6	3.6	3.6
	disagree	20	14.3	14.3	17.9
	neutral	15	10.7	10.7	28.6
	agree	80	57.1	57.1	85.7
	strongly agree	20	14.3	14.3	100.0
	Total	140	100.0	100.0	

### I believe ESAT Media has talented experts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	7.1	7.1	7.1
	neutral	35	25.0	25.0	32.1
	agree	65	46.4	46.4	78.6
	strongly agree	30	21.4	21.4	100.0
	Total	140	100.0	100.0	