

## The Political Trust Information: A Conceptual Research Framework

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**Abstract.** This paper presented conceptual research framework about political trust information that affects the people's confidence towards political objects such as political system, government agencies or any policies that issued by the government. The research framework contains a few variables such as media content, quality of service and information culture that form independent variable. Meanwhile the political trust information culture values as dependent variable. The research framework has able to provide an overview and understanding on how the political trust information was established.

**Keywords:** Information Politic, Media Content, Information Culture.

### 1 Introduction

The important role of information in political arena cannot be denied. Politics is a dynamic discipline and linked closely to the information interaction. However, the advancement of information technology has changed the ecology of political information. Digital information channel such as social media has provided strong influences on the development of political information ecology. Delivery of political information such as ideology, encompasses a broad range: philosophy, principles, values, political orientations (Weiss, C. H., 1983) and current issues are no longer solely rely on traditional approach like public speaking and newspaper. By using social media, the politicians convey their message in the form of digital information to gain support and confidence from the voters during election. Digital information is able to be disseminated at the large audience regardless time and place. Currently, the capability of information technology enables for repackaging and modification of digital information. Various formats of digital information can be created and

manipulated for attracting voters' attention. In order come up to with good decision, the voters need the trusted political information for their casting ballots. Trust in political information is an ongoing dispute among voters. The conceptual research framework was proposed with the purpose to examine the trust in digital and nondigital political information to overcome the disputes.

## **2 Political Trust Information**

In a democratic country, the power gained by a political party during an election is through information war. Only the political party with the political trust information will be able to gain people's confidence and win the war. Trust on information is about the believe on credibility, reliability, and authoritativeness. Trust will affect the way of people thinking and behave upon the information that they received. Trust can be defined as the willingness to accept the vulnerable of action with the positive expectation (Mayer et al. 1995, Rousseau et al. 1998). Political Trust Information is about how the information develops the behavior of a community towards political objects (Maireder & Ausserhofer, 2014). The political objects can be divided into few categories that can be seen clearly in society such as the political system as whole, structure of political party, the individual or group of roles in politics and the specific public policies or issues that is raised by the government. Trust and information are two subjects that are connected due to this reason. The good or bad images of political trust has always been influenced by information that flow in the community (Ceron, 2015; Trüdinger & Steckermeier2017). Review of literature found that political trust information in community can be viewed from few factors such as information culture, media content and quality of service.

### *Information Culture*

Culture has influenced how the information determinate in creating value and perception. Davenport & Prusak (1997); Curry & Moore (2003) claims that the information culture is how the knowledge of particular subject, issue, event or process is involved in many management activities in organization. In addition, Ginman (1998) stated that the information culture gives lot of advantage especially in business to gain more information about monetary resources, products or services and marketing. In this research, the information culture is formed as a variable with sub dimension of humanistic, media and attitude that contribute into the values of political trust. The connection between political trust and leaders was explained by Hetherington (1998) that claim the political trust has relationship with community leaders in certain area. The community or a group living of things belong to certain area practice the same norm, religion, values or identity. Some geography area has a many groups community that lives in smaller area and these small units have a leader to take care the community (Canuto, Marcello & Yaeger, 2000). The leader in the community plays a big role and selected from various way in society (Islam, Wahab, & Anggum, 2020). Their role is from look after the community affair, to make it be more organized, resilient, being the spokesperson for the government for the policy

and the development (Ghorbani, Naschimento & Filatova, 2020). Meanwhile, Ruenruethaia & Sopeerakb, (2013) stated the leader should have a good information culture and good communication skills to gain the political trust.

Information can be reached from various sources such as verbal communication, printed media or electronic resources (Barker et al, 2019). The information flows into the medium that is suitable to their entity according to the type of media. Every type has their advantage in attracting and influencing users to digest the information. The type of information has always been affecting the users because they have formats that are easier to be understood and accepted by the users (Latini, Bråten & Salmerón, 2020; Shahbaznezhad, Dolan & Rashidirad, 2020. Lee et. al, 2020). Other than that, the themes also play a role, because not all news will be accepted by users. The information culture will affect the messages that flows within the organization (Choo et al. 2013; Alon & Nachmias, 2020).

History has shown that the culture of information has varied from year to year. Early 19<sup>th</sup> centuries, most of the information has spread over the community by verbal communication and printed materials. However, by the next century, the electronic devices such as radio and television has taken over as an additional type of medium but the printed media including newspaper, book and magazine has still applied (Kimber 1997). The internet technology has changed the format of the information, but the message is still the same.

#### *Media Content*

The computer technology gives lot of knowledge flows online compared to traditional method. The increment of mobile phone usage indirectly displays how the netizen are happy with social media to communicate and clearly shows how the Facebook and Twitter appear as the social network site for microblogging activity while WhatsApp is the most popular in messaging (Gambo, & Özad, 2020). The good infrastructure, affordable devices and internet penetration across the country has increased the user's interest in in subscribing and browsing the internet. Even the technologies give the advantages but there was a major problem in media credibility and user awareness (Meel & Vishwakarma, 2019; Sang & Liao, 2020). A report from Malaysia Communication and Multimedia Commission in 2018 shows that the high usage of mobile phone in the country is relevant to the new style of information sharing and distribution. The higher numbers of internet users also shows that online activities are common. In 2015, there were 14.5 million mobile users, and the number was expected increase steadily into 20 million by 2020. The internet users have also spread within the age that the finding shows that the age of 20's was the highest percentage. However, the application among this group is more on the social activity. This group are not much different to other groups that the activity of news sharing, and activity update were popular activity. In order to have a similar or better feedback, the researcher explored the media content in this research as credibility, objectivity, reliability, format, genre, source, type and character creation. Credibility, objectivity, reliability, and character creation seem a list of new attributes of media content to the respondent, however it will show how dynamic social media is.

#### *Quality of Service*

Quality of service (QoS) can be divided into two part; one is about the software and another one is about networking infrastructure. These two complement each other that the software prepares the room for user to write and read the information while the infrastructure allows the information to flow in and out. The quality of the social media will encourage the users' intention to continue visiting the portal or involve in communication (Lin, Fan & Chau, 2014). van Iwaarden, Van Der Wiele, Ball & Millen (2004) identified five dimensions of web quality as shown in the table below that are tangibles, reliability, responsiveness, assurance and empathy which can affect user in their behavior. However, in this research, the perceived of usefulness is highlighted as the attribute of QoS because of it has a value and is easier to be picked up by the respondents.

### **3 Problem Statement**

Low political trust always happened due to misuse and fake information. The information and communication technology has provided information and established two ways communications for netizen. However, the low of credibility and the integrity of medium, media and netizen has threatened the political trust. It is always seeming that the policies or idea comes from agencies has transpired in the community due to the leader that part of netizen has failed to convey the information effectively. This weakness has shaped a weak political trust that also affect political objects. There is a study that shows that social media affects an individual's positive behavior whether it is for good or for bad. Lack of knowledge and awareness of the freedom of access to, processing and disseminating information, often poses a problem for those using the Internet compared to the previous days. Traditionally, any activity that related to official news were belong to a professional journalist and newsprint agency. However, the social media has defied the element by allowing everyone to write and disseminate the news without any obstacles. The technology also offers the two ways communication that did not happen in traditional media. Besides, the social media also shown many disadvantages such as fake news, lack of credibility and integrity. Social media misuse is occurring everywhere, and many countries are experiencing the same issue because of the lack of good information culture. In Malaysia, since the social media is being used actively, bad activity like fake news, trolling and cyberbullying has always taken place.

### **4 Conceptual Framework**

A conceptual framework represents synthesis of literature on how to explain a phenomenon of trust in political information. The diagram 1.1 shows the conceptual research framework build through the relevant literature and theories such as theories of Theory of Information Behavior, (Wilson, 1999), Theory of Planned Behavior (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1989). The theory of information behavior by Wilson, 1999 described to influence the way people search information. Many years ago, people seek information by social meeting in coffee shop, alongside printed media such as newspaper and electronic source like

Television and radio. Lucky at that time, the source and content are credible compared to nowadays that people is flooded by news whereby the credibility and integrity of contents is questionable. However, this theory shows that people are seeking the information in many methods and the way they search for the info varies. Meanwhile, the technology has changed the way people seek information. For example, today, people have the convenience to use technology compared to traditional medium because it is faster, easier, promoting the two ways communication, rich of media content and easier to access from mobile device like smart phone (Fuksa, 2013). The model of technology acceptance which originally coined by Davis (1989) has influenced the people on this matter and most people especially those who has good ICT literacy prefers to use the technology of social media because of these reasons (Tajuddin et al, 2012). The technology of planned behavior has a big influence of people's character either in good or bad behavior. This theory has three components that contributes into intention of behavior such as attitude, subjective norm, and perceived behavioral control. People that have a bad attitude in managing information and has always been influenced by their surroundings will have the intention to misuse the information in social media. However, there are some people who can manage and control the attitude to involve the activity in social media.

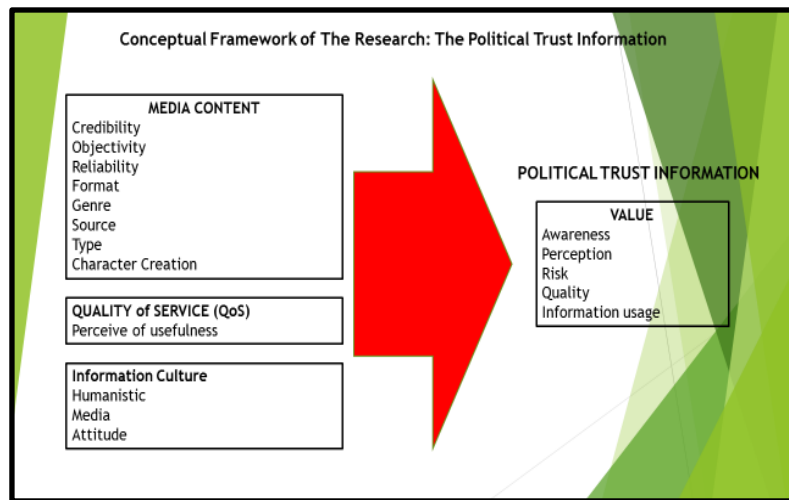


Fig.1. Conceptual Framework

In the framework, four variables contribute to the conceptual framework. The media content, QoS and information culture are the independent variables. Meanwhile the political trust information is the dependent variable that consists of the values that were formed from the feedback derived from the independent variables. The three theories discussed, involved significantly in early stage of information collection and the usage of technology. The theory of planned behavior is normally involved in the final stage in which it describes how it will affect the user behavior.

## 5 Significant

The conceptual research framework can provide a significant contribution by informing how the peoples' respect towards political objects has decreased immensely due to the weakness of value in political trust information. It will benefit the knowledge on how peoples perceive toward the political information. Verification also can be done to examine the influences of factors such as media content, information culture and quality of service are being practiced on the target group. Most importantly, it could provide an overview of factors effecting the value of political trust information. For the benefit in government, it will provide a big picture, acting as a guideline to improve the service and communication in ensuring the policy can be delivered and a good feedback is gained from the people. For the political parties, it could benefit them in considering a suitable information strategy in delivery their information to the voters in gaining political trust. This will encourage the voters or people to be involved in the political activities and at the same time will encourage the engagement and peoples' trust towards politicians and the democracy system

## 6 Conclusion

The conceptual research framework may lead to a research to overcome political information disputes among people in democratic country due to information explosion. The findings of the research will be able to inform briefly about what are the factors contributing to the people for the trust to the political information to be gained within the challenging information ecology currently. The research may be conducted by applying the quantitative methodology that is able to obtain generalization in finding the value of political trust in information, using the questionnaire as a tool. The important part of the research is to view how the theories involve and influence the independent variables in the research framework to gain the findings.

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## The Political Trust Information: A Conceptual Research Framework

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