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**Guarantees of Information Credibility in Digital Media Sites from the
Perspective of Students in the Department of Media and Communication at
the University of Medea**

ضمانات مصداقية المعلومة في مواقع الإعلام الرقمي من وجهة نظر طلبة قسم
الإعلام والاتصال بجامعة المدية

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Abstract:

This article aims to analyze the various guarantees of information credibility in the digital environment by adhering to the laws regulating the profession of digital media and the codes of ethics of the profession, in terms of their strength and adequacy to ensure the delivery of accurate and reliable information to users of digital media websites. The analysis is conducted from the perspective of students from the Department of Media and Communication at Yahia Fares University in Medea, in light of the emergence of new artificial intelligence technologies for content production and the detection of fake news. The study concluded that there is significant reliance on and trust in digital media websites by the respondents and that ethical commitment is considered the most important guarantee of the credibility of digital media websites.

Keywords: Credibility of Information, Legal and Ethical Guarantees, Digital Media, Artificial Intelligence.

المخلص:

يهدف هذا المقال إلى تحليل مختلف ضمانات مصداقية المعلومة في البيئة الرقمية، من خلال الالتزام بالقوانين المنظمة لمهنة الإعلام الرقمي والالتزام بمواثيق أخلاقيات المهنة، من حيث قوتها ومدى كفايتها لضمان وصول معلومة صادقة وموثوقة لمستخدمي مواقع الإعلام الرقمي، من وجهة نظر طلبة قسم الإعلام والاتصال بجامعة يحي فارس بالمدينة، في ظل ظهور التقنيات الجديدة للذكاء الاصطناعي لإنتاج المحتوى والكشف عن الأخبار الزائفة، وخلصت الدراسة إلى وجود اعتماد كبير وثقة من طرف المبحوثين في مواقع الإعلام الرقمي، وبأن الالتزام الأخلاقي يعد أهم ضمانة لمصداقية مواقع الإعلام الرقمي.

الكلمات المفتاحية: مصداقية المعلومة، الضمانات القانونية والأخلاقية، الإعلام الرقمي، الذكاء الاصطناعي.

1. INTRODUCTION

The digital transformation across various fields has led to a significant diversification and increase in the modes and means of communication over the internet in recent times. Many media outlets have started disseminating information and advertising messages through their websites, tying the concept of media to social responsibility, which is fundamentally based on credibility. The status and reputation of a digital media institution are closely linked to the trust its audience places in the news and information it publishes, a goal that every digital media institution aspires to achieve.

However, the pursuit of breaking news has driven many digital media organizations to compromise credibility when disseminating and sharing information. The digital transformation has played a significant role in the rapid reception and dissemination of information, with journalists in these institutions often relying on unverified sources, which contradicts the principle of credibility.

In the era of the information revolution and the widespread use of social media, it has become increasingly challenging for users to differentiate between accurate information and fake news. Like other countries, Algeria has sought to protect the credibility of information in the digital environment through its legal framework.

In this article, we will discuss the guarantees of credibility in digital media platforms, focusing on the necessity of legal and ethical adherence and the use of technologies and AI-powered platforms that

are now employed to detect fake news, ultimately aiming to deliver reliable and truthful information.

1.2. Research Problem

The expansion of digital media websites has led to an overwhelming flow of information, raising concerns about the reliability and credibility of published content. Contradictions between websites and the absence of source citations diminish user trust, prompting them to favor trustworthy outlets. This highlights the need for digital media institutions to comply with legal regulations and uphold journalistic ethics. Ethical guarantees, alongside legal safeguards, are essential to ensure credible information, especially as platforms compete to deliver breaking news. Maintaining user loyalty requires adherence to ethical principles, including proper source attribution and credible reporting.

Accordingly, this study aims to address the following research question: To what extent is the information published on digital media websites credible from the perspective of students in the Department of Media and Communication at the University of Medea?

1.3. Research Questions

The primary research problem is further divided into the following sub-questions:

- To what extent do the respondents rely on digital media websites as sources of information?
- How much trust do the respondents place in digital media websites as reliable sources of information?

-What is the level of respondents' awareness of the legal regulations and professional ethics codes governing digital media practices?

-How knowledgeable are the respondents about the use of artificial intelligence applications in news content creation and the detection of fake news?

-What are the reasons behind the lack of adherence by digital media websites to information credibility, and what guarantees can ensure such credibility?

1.4. Study Hypotheses

This study assumes the existence of correlational relationships between the reliance and trust of media and communication students on digital media platforms and the credibility of these platforms. It also posits a correlation between the respondents' academic specialization, their awareness of the laws and professional codes governing the profession, and their familiarity with artificial intelligence applications in news content creation and fake news detection. Based on these assumptions, the study hypotheses are formulated as follows:

1-There is a statistically significant correlation between the degree of respondents' reliance on digital media websites and their trust in these platforms as sources of information.

2-There is a statistically significant correlation between the clarification of information sources on digital media websites and the level of trust of respondents in these websites.

3-There are statistically significant differences between the presence of certain credibility indicators in digital media websites and the degree of respondents' trust in these websites as sources of information.

4-There is a statistically significant correlation between the respondents' academic specialization and their awareness of the laws and familiarity with the codes governing digital media.

5-There is a statistically significant correlation between the reasons for digital media websites' lack of adherence to credibility and the guarantees of credibility for these websites.

1.5. Significance of the Study

The significance of this study lies in its attempt to identify the necessary guarantees and mechanisms required to ensure that information in the digital environment is accurate and truthful. This can be achieved through journalists' adherence to professional ethics and legal regulations, as well as by keeping pace with technological advancements and utilizing artificial intelligence techniques to detect fake news.

1.6. Objectives of the Study

This study aims to achieve several objectives, including:

-Identifying the level of engagement and trust of media and communication students in digital media websites.

-Ranking the guarantees of information credibility in the digital environment as perceived by media and communication students at Yahia Fares University in Medea.

-Evaluating the students' perspectives on the standards and indicators of information credibility in the digital environment.

-Understanding the potential reasons for the lack of adherence to credibility in digital media and identifying the key guarantees established to address this issue.

1.7. Type of Study

This study is classified as a descriptive study, which involves gathering various data and facts about a specific phenomenon. It aims to investigate the credibility of information published on media websites within the digital environment, as perceived by students in the Department of Media and Communication at Yahia Fares University in Medea. The study also examines the extent of their reliance on and trust in these websites and seeks to identify the key indicators and guarantees related to the credibility of information on these sites, as perceived by the respondents.

1.8. Methodology Used

This study employed the survey method on a sample of students from the Department of Media and Communication at Yahia Fares University in Medea. These students were chosen because they are well-positioned to express their opinions, being among the most frequent users of digital media websites. They are also more familiar with the laws and ethical codes governing the media profession in the digital environment and have a greater understanding of the use of digital media for artificial intelligence applications in news content creation and fake news detection.

1.9. Study Sample

The questionnaire was distributed to a sample of 140 students from the Department of Media and Communication. After excluding 20 invalid responses, the final sample size consisted of 120 respondents. A cluster sampling method was employed, wherein the questionnaire was initially distributed to 2 doctoral students, 10 master's students, and 10 bachelor's students. These students subsequently distributed the

questionnaires to their peers until the required number of analyzable responses was collected.

The preliminary sample, comprising 22 students, served as the pilot sample for testing the validity and reliability of the questionnaire.

1.10. Validity and Reliability Testing

1.10.1. Face Validity

The questionnaire was designed in alignment with the study's objectives, research questions, and hypotheses, while also incorporating insights from previous studies. It was reviewed by faculty members from the Department of Media and Communication at Yahia Fares University in Medea. Based on their feedback and recommendations, modifications were made, including the removal of certain items deemed irrelevant to the study.

1.10.2. Reliability Testing

The reliability of the questionnaire was tested on the pilot sample of 22 students using Cronbach's Alpha coefficient. After confirming the reliability of the questionnaire with a Cronbach's Alpha value of **0.721**, the questionnaire was distributed to the remaining participants in the study sample. This internal consistency coefficient indicates an acceptable level of reliability for the survey items.

Reliability Statistics	
Cronbach's Alpha	N of Items
0,721	19

Source: Prepared by researchers

1.11. Research Scope

1.11.1. Spatial Scope: The geographical scope of the study was confined to the Medea Province.

1.11.2. Temporal Scope: The study period was defined from November 15 to December 14, 2024. During this time, the survey questionnaires were distributed, collected, sorted, and analyzed statistically.

1.11.3. Human Scope: The human scope of the study includes students from the Department of Media and Communication at Yahia Fares University in Medea, as they possess the ability to assess various study variables, particularly their interest in the topic of information credibility in digital media websites.

1.12. Concepts of the Study

1.12.1. Definition of Credibility

In the media field, credibility refers to the evidence that proves the truth of a news item, topic, or opinion. These pieces of evidence include the criteria and indicators that contribute to determining the credibility of the media content. Credibility implies trust in the media outlet, or the ability to rely on it as a source of information when compared to other sources. It also reflects the respect and satisfaction of the audience with the media outlet's performance.

Fogg and others defined credibility as the degree to which a person believes in the truth of what someone says or believes in the accuracy of information. It reflects an individual's perception of the value or quality of the information they receive, which is influenced by factors such as trust and experience. Trust represents an individual's perception of the source's honesty, objectivity, and impartiality, while

experience reflects the individual's knowledge, expertise, commitment, and skills⁽ⁱ⁾.

The credibility of the source is often used as a criterion for judging the credibility of information. Therefore, the concept of credibility is closely associated with other concepts, such as trust, consistency, accuracy, reputation, quality, authority, and competence⁽ⁱⁱ⁾.

1.12.2. Definition of Digital Media

Digital media refers to the new digital methods and activities through which media content is produced, using either online or offline connected media. This process involves interaction between the sender and the receiver⁽ⁱⁱⁱ⁾.

It can be defined as: "An institution that relies on a system of computers, electronic communication stations, work management systems, various operations and activities, databases, and local and global information networks, including the internet. Through this, modern technology is employed in daily work applications, either partially or fully"^(iv).

2. Media Activity in the Digital Environment

The new media law defines the activity of electronic journalism in its second section, titled "Media Activities". This section discusses electronic journalism in the first chapter and audio-visual activity in the second chapter. Article 05 of the organic law^(v).

The Algerian Constitution of 2020 acknowledges, within Chapter One of the

Second Section on fundamental rights, public freedoms, and duties, the right to establish electronic websites and newspapers, as stated in Article 54^(vi). This reflects the beginning of constitutional and legal recognition of publishing in the digital environment, subject to conditions defined by subsequent laws that regulate various aspects of creation, publication, and its controls and limits. This has contributed to activating the role of digital media, especially given the global digital transformation across various fields, particularly the spread of digital information. Moreover, it is intrinsically linked to media freedom in general.

Article 02 of the Organic Law on Media^(vii) broadly defines media activity as any process related to publishing news, images, opinions, and research on events, messages, ideas, knowledge, and information through any written, electronic, or audio-visual medium directed at the public or a specific group of it.

Article 04^(viii) specifies the media outlets that practice media activities, which include political parties, associations, and trade unions. This indicates that these entities can carry out their activities in the digital environment through websites and various social media platforms. The new media law also grants natural persons with Algerian nationality and legal entities, whose owners hold Algerian nationality, the right to engage in media activities.

2.1. Ethics of Media Work in the Digital Environment

Professional ethics are reflected in the set of values and standards adopted by practitioners of any profession to distinguish

between what is acceptable and what is not. These ethics provide a professional self-awareness through the establishment of a code that clarifies and embodies the values, rules of conduct, and media practice. This, in turn, shapes a clear image of professional practice. In the digital environment, media ethics encompass the journalist's approach to handling media content online, whether by publishing it on the institution's website or sharing it on social media pages^(ix).

The need for professional ethics has become evident in the digital media landscape, which addresses various developments brought about by new media. In this regard, Ward argues that the fundamental change in media ethics should manifest in three areas: a new understanding of the nature of media ethics, applied ethics that govern media practices, and global media ethics, as media transcends geographical boundaries^(x).

Interest in professional ethics began in the United States after the widespread use of the internet and the digital transformation enabled by the web, which allowed the general public to access the internet. The American journalists' association and the Poynter Institute, concerned with media issues, consulted with some professionals about the changes affecting the media landscape and studied the possibility of applying traditional journalistic ethics to new media. Digital media has faced numerous challenges related to professional ethics, and opinions have diverged on the necessity of establishing an ethical framework for this environment. Two main positions emerged:

-The first position argues that digital media urgently needs a new set of ethical rights

and duties, which would assist journalists in fulfilling their roles. The current ethical frameworks from traditional media are inadequate to address the challenges posed by digital transformation and the rapid dissemination of information.

-The second position opposes the application of traditional ethical values in the digital environment, arguing that it is difficult to establish fixed, rigid rules in a dynamic and constantly changing digital environment^(xi).

The first position's call for the formulation of ethical principles for media work in the digital environment contradicts the very nature of the digital environment itself due to its continuous evolution and the absence of monitoring bodies to ensure ethical compliance. On the other hand, the second position's rejection of ethical guidelines in digital media could lead to violations of rights, including intellectual property rights, and the unchecked spread of fake news, which would inevitably harm the credibility of information in the digital environment.

2.2. Artificial Intelligence: A New Revolution in Media Content Production

John McCarthy first coined the term "Artificial Intelligence" and regarded it as the science and engineering of making intelligent machines, particularly smart computer programs. It is closely related to the task of using computers to understand human intelligence^(xii).

2.2.1. Definition of Artificial Intelligence

Artificial Intelligence (AI) is composed of two terms: "intelligence" refers to the

ability to perceive, understand, and learn from new situations or conditions, while "artificial" pertains to something that is created or manufactured, distinguishing it from natural or inherent objects. Therefore, AI can be defined as the study and development of systems that simulate human intelligence. It involves the use of advanced and innovative methods to perform tasks and make decisions similar to those attributed to human intellect, with the aim of recreating or mimicking intelligent behaviors using artificial means^(xiii).

AI is also described as a scientific development in which machines are capable of performing tasks typically within the scope of human intelligence^(xiv). It refers to the study and design of intelligent systems that can autonomously understand their environment and take necessary actions to achieve specific goals^(xv).

AI in the context of media is revolutionizing content creation, automating news generation, and detecting fake news, among other uses. It is being employed to enhance the accuracy, reliability, and personalization of media content, which is essential in maintaining trust and credibility in the digital media space.

2.2.2. Uses of Artificial Intelligence in Digital Media Content Creation

Today, many digital media organizations are striving to employ various artificial intelligence (AI) technologies to create media content and integrate advanced AI techniques. These efforts include collecting information about events and issues, classifying it, writing it in the form of news reports, and then publishing it entirely

through automated processes, without human intervention.

AI algorithms have multiple effects on media content creation, including the development of algorithms that align with the audience's preferences, ensuring the publication of truthful media content. At the same time, AI has been leveraged by media outlets for publishing fake news, though AI technologies have also been effectively employed to detect and combat misinformation. Various digital applications and platforms have proven successful in identifying fake news in numerous cases.

Media artificial intelligence refers to the use of technologies that mimic human cognitive abilities in the field of media, and their operational patterns in automatically producing, editing, and crafting content. This is achieved through algorithms that gather information without human intervention, using a set of features provided by computer programs in the digital publishing environment^(xvi). The purpose of this is to save time and enhance the performance speed of media institutions, or, on the other hand, to spread fake news to achieve certain objectives.

Therefore, the impact of artificial intelligence on media content creation can be analyzed in terms of the need to enhance the credibility of information. It can also be analyzed in terms of its effect on the circulation and dissemination of fake information, as well as its role in reducing or detecting such misinformation.

2.3. Using Artificial Intelligence Techniques to Enhance Information Credibility

Artificial intelligence journalism has introduced specialized robots within editorial departments. These robots are tasked with supporting collaboration with both local and international sources of information, gathering the interests of the target audience, receiving and analyzing information from various audience groups, and creating different media messages. AI journalism doesn't just receive information; it stores, analyzes, and broadcasts it based on the audience's interests and preferences, quickly and accurately^(xvii).

The use of AI has also created new job opportunities. The supervision of algorithms requires programmers and computer engineers to ensure continuous development and to protect media institutions' websites from hacking^(xviii). The development of AI algorithms by specialists and computer engineers contributes to creating applications that help maintain the credibility of information.

2.4. Using AI Technologies and Platforms to Detect Fake Information

AI technologies and platforms aim to detect false information in the digital environment. A clear example of media manipulation occurred during the 2017 French presidential elections, which highlighted methods of information manipulation during the French election campaign. A fake version of the Belgian newspaper "Le Soir" was created, publishing a false article claiming that candidate Emmanuel Macron was funded by Saudi Arabia. Another example involved circulating documents online that falsely claimed Macron had opened a bank account in the Bahamas. There is a consensus that

misinformation has become one of the biggest challenges facing societies today^(xix).

Some AI applications and algorithms work to detect fake and misleading information by monitoring the credibility of content produced by various digital media institutions, providing more accurate and transparent reports. These tools are increasingly used to combat fake news that has affected the credibility of content across social media networks^(xx).

3.RESULTS AND DISCUSSION

3.1 Section One: Personal Information

Table 01: Sample Characteristics.

		Frequency	Percent
Gender	Male	53	44,2%
	female	67	55,8%
	Total	120	100%
age	from 18 to 26	33	27,5%
	from 27 to 35	62	51,7%
	36 and above	25	20,8%
	Total	120	100%
Education al level	bachelor's degree	49	40,8%
	master's degree	65	54,2%
	PhD	6	5%
	Total	120	100%
major	Media and Communication	49	40,8%
	Audiovisual	38	31,7%
	Public Relations and Communication	33	27,5%
	Total	120	100%

Source: Prepared by researchers.

Based on the table above, we can see that the majority of the sample are females, making up 55.80% of the original sample. The table also shows that the master's level is the most prevalent among the individuals in the sample, accounting for 54.20%. Additionally, the study majoring in media

and communication is predominant among the sample, with 40.80% of the individuals major in this field. This percentage indicates that most of the sample are familiar with media regulations and journalistic ethics, as these topics are part of the curriculum at this level, although media regulations are also taught at the master's level in the audiovisual major. Meanwhile, the age range between 27 and 35 years is the most common among the individuals in the sample, comprising 51.70%.

3.2 Section Two: Subjective Information

Table 01: The Degree of Reliance and Trust of Media Students on Digital Media as a Source of Information.

		Frequency	Percent
The degree of reliance on digital media websites	rarely	6	5 %
	sometimes	12	10 %
	always	102	85 %
	Total	120	100 %
The degree of trust in digital media websites	rarely	6	5 %
	sometimes	10	8,3 %
	always	104	86,7 %
	Total	120	100 %

Source: Prepared by researchers

An analysis of the table above reveals a clear preference for the "Always" option regarding the extent to which students at the College of Media and Communication rely on digital media websites as their primary source of information, accounting for 85% of the total responses. This is followed by the "Sometimes" option at 10%, and the "Rarely" option at 5%. A similar pattern is observed in the distribution of trust, with the majority of participants (86.7%) expressing "Always" trust in digital media platforms as a source of information. These results reflect

a high level of reliance and trust among the respondents.

There is a clear similarity between the distributions of reliance and trust levels, as the vast majority of participants in both variables tend to choose the "always" option. A positive correlation is likely to exist between the two variables; the more reliance on digital media websites increases, the higher the trust in them is expected to be. This homogeneous distribution of responses reflects consistency and stability in the participants' opinions on the subject.

Table 2: Indicators of Website Credibility

Indicators of Website Credibility		Frequency	Percent
Ease of Access to Websites	extremely difficult	14	11,7%
	somewhat difficult	41	34,2%
	extremely easy	65	54,2%
	Total	120	100%
Allowing Comment Posting	rarely	12	10%
	sometimes	27	22,5%
	always	81	67,5%
	Total	120	100%
responding to comments	rarely	18	15%
	sometimes	47	39%
	always	55	45,8%
	Total	120	100%
allowing information sharing	rarely	6	5%
	sometimes	25	20,8%
	always	89	74,2%
	Total	120	100%
websites provide archiving	nonexistent	15	12,5%
	sometimes	28	23,3%
	always	77	64,2%
	Total	120	100%
highlighting images and videos	rarely	14	11,7%
	sometimes	28	23,3%
	always	78	65%
	Total	120	100%
Clarification of Information Sources	rarely	6	5%
	sometimes	20	16,7%
	always	94	78,3%
	Total	120	100 %

Source: Prepared by researchers

By analyzing the table above, several observations can be drawn regarding the credibility indicators of digital media platforms based on participants' opinions:

It is evident that the majority of respondents (54.2%) find accessing these websites "very easy," while 34.2% consider it "somewhat difficult," and only 11.7% describe it as "very difficult." This indicates a good level of accessibility provided by these websites, which enhances user interaction.

Regarding the ability to post comments, 67.5% of respondents stated that this feature is "always" available, showing the platforms' willingness to foster dialogue and interaction. Meanwhile, 22.5% noted it is "sometimes" available, and only 10% said it is "rarely" available. However, responding to comments shows greater variability; 45.8% of participants indicated that it happens "always," 39% said it happens "sometimes," and 15% stated it happens "rarely."

Concerning the ability to share information, the vast majority of respondents (74.2%) confirmed that this feature is "always" available, reflecting a high level of interactivity and openness to content sharing. Meanwhile, 20.8% indicated it is "sometimes" available, and only 5% said it is "rarely" available.

Regarding the availability of archiving on these websites, 64.2% of respondents reported that archiving is "always" available, 23.3% said it is "sometimes" available, and 12.5% stated it is "nonexistent." This highlights the platforms' efforts to preserve and document information for easier future access.

In terms of source identification, there is a significant focus on highlighting images and videos; 65% of respondents stated that

this is done "always," while 23.3% said it is done "sometimes," and only 11.7% mentioned it is done "rarely." Additionally, 78.3% confirmed that clarifying the source of information happens "always," strengthening the credibility of the content. Meanwhile, 16.7% indicated it occurs "sometimes," and only 5% said it occurs "rarely."

Overall, these results suggest that digital media websites demonstrate good levels of credibility based on indicators such as interaction, archiving, and source identification, thereby enhancing user trust in these websites.

Table 03: Degree of Familiarity of Sample Participants with the Laws Regulating Media Activity in the Digital Environment.

Degree of Familiarity with the Laws Governing the Profession		Frequency	Percent
Valid	To a small extent	22	18,3%
	To some extent	68	56,7%
	Good	30	25%
	Total	120	100%

Source: Prepared by researchers

An analysis of the respondents' answers regarding their awareness of the laws regulating media activities and their familiarity with professional ethics codes in the digital environment reveals that 56.70% of the sample reported a moderate level of awareness of the laws governing media in the digital context. Additionally, 25% indicated a strong understanding, which can be attributed to their major in audiovisual studies at the master's level, where media legislation is included as part of the curriculum. Conversely, 18.30% of the respondents admitted to having no knowledge of the laws regulating media activities.

Table 04: Degree of Awareness of Sample Members on Codes of Professional Ethics in the Digital Environment.

Level of Awareness of Professional Ethics Codes		Frequency	Percent
Valid	To a small extent	73	60,8%
	To some extent	40	33,3%
	Good	7	5,8%
	Total	120	100%

Source: Prepared by researchers.

The majority of respondents indicated having only limited awareness of professional ethics codes, accounting for 60.80% of the sample. Meanwhile, 33.30% reported a moderate level of familiarity with these codes, largely due to their focus on studying professional ethics as part of their master's program in audiovisual studies. In contrast, a mere 5.80% demonstrated a strong understanding of professional ethics codes, primarily because this area aligns with their academic interests in doctoral-level studies.

Table 05: Degree of Awareness of Sample Members on Artificial Intelligence Applications in News Content Creation.

Knowledge of AI applications in media content creation		Frequency	Percent
Valid	To a small extent	86	71,7%
	To some extent	28	23,3%
	Good	6	5%
	Total	120	100%

Source: Prepared by researchers

The data reveals a disparity in the level of awareness regarding AI applications in media content creation among the respondents. The findings indicate that the majority, accounting for 71.7%, have limited awareness of these applications, reflecting a lack of knowledge or understanding of such

technologies among most participants. In contrast, 23.3% demonstrated a moderate level of awareness, suggesting a smaller yet more engaged group that shows interest in and follows developments in this field. Meanwhile, only 5.0% exhibited a good level of awareness, likely comprising individuals with technical backgrounds or practical experience related to AI. These results highlight a significant knowledge gap, underscoring the need to raise awareness and integrate AI applications into educational curricula and training programs. This integration is essential to equip media students with the knowledge and skills to utilize these applications in the media field and keep pace with rapid advancements.

Table 06: Degree of Awareness of Sample Members on Artificial Intelligence Applications and Platforms for Detecting Fake News.

Awareness of Artificial Intelligence Applications for Detecting Fake News.		Frequency	Percent
Valid	To a small extent	86	71,7%
	To some extent	33	27,5%
	Good	1	0,8%
	Total	120	100%

Source: Prepared by researchers

The analysis reveals a significant lack of awareness about AI applications for detecting fake news among respondents. 71.7% of participants have limited knowledge of these technologies, while 27.5% show a moderate understanding. Only 0.8% (one individual) demonstrated good awareness, indicating a significant gap in in-depth knowledge. These findings emphasize the need for increased awareness and training for media students on the use of AI to detect fake news, particularly as misinformation continues to spread.

Table 07: Reasons for Digital Media Sites' Failure to Adhere to Information Credibility.

Reasons for Digital Media Sites' Failure to Adhere to Information Credibility	Frequency	Percent
Failure to adhere to the legal regulations governing digital media activities	25	20,8%
Failure to adhere to professional ethics rules	43	35,8%
The use of artificial intelligence applications to create fake content.	39	32,5%
Failure to cite sources of information	13	10,8%
Total	120	100%

Source: Prepared by researchers.

The table highlights key reasons for the lack of credibility in digital media as identified by respondents. The primary factor is journalists' failure to adhere to ethical standards (35.8%), indicating a significant gap in upholding professional values. The use of AI to produce deceptive content ranks second (32.5%), showing its role in spreading misinformation. Non-compliance with legal regulations follows (20.8%), reflecting the impact of disregarding laws on information reliability. Lastly, failure to cite sources (10.8%) reduces transparency and trust. Enhancing credibility requires strict adherence to ethics, legal compliance, and rigorous source verification.

Table 08: about guarantees of the credibility of information in the digital environment.

Guarantees of the Credibility of Digital Media websites	Frequency	Percent
Adherence to Laws and Regulations Governing the Profession	25	20,8%
Adherence to Professional Ethics Rules	44	36,7%
Use of Artificial Intelligence Technologies and Platforms to Detect Fake News	38	31,7%
Citing Information Sources	13	10,8%
Total	120	100%

Source: Prepared by researchers

The table outlines the guarantees of credibility for digital media websites according to the preferences of the respondents, highlighting four main factors that contribute to enhancing credibility in digital media. First, adherence to professional ethics ranked first, with 36.7% of respondents indicating its importance. This reflects the significance of journalists following ethical values when handling news and information to ensure the credibility of media content. In second place, the use of artificial intelligence technologies and platforms to detect fake news received 31.7%, reflecting the growing trend of using advanced technology to enhance digital media credibility by identifying misleading information. Adherence to laws and regulations governing the profession ranked third with 20.8%, indicating that respecting the legal framework is a crucial factor in ensuring the credibility of media websites and avoiding the dissemination of illegal or misleading content. Lastly, citing information sources came in fourth place with 10.8%, a factor that contributes to enhancing transparency and credibility, although it is ranked lower

compared to the other factors. Overall, the table demonstrates that ensuring the credibility of digital media requires a strong commitment to professional ethics, the use of modern technologies to detect fake news, compliance with laws and regulations, and the need to cite sources to ensure transparency.

3.3 Section three: Results of Hypothesis Testing

Hypothesis 1: There is a statistically significant correlation between the level of reliance of the respondents on digital media websites and their trust in them as sources of information.

Variables	Correlation (Pearson)	Significance (Sig.)
The Level of Reliance on Digital Media Websites × The Level of Trust in Digital Media Websites	0.968 **	0.000

Source: Prepared by researchers.

The table shows the correlation between the degree of reliance on digital media websites and the degree of trust in digital media websites using the Pearson correlation coefficient. The table indicates a very strong correlation between these two factors, with a Pearson coefficient of 0.968, suggesting a very strong positive relationship between reliance on digital media websites and trust in them. This means that individuals who rely more on these websites are also more likely to trust them.

Additionally, the significance value (Sig.) is 0.000, which is lower than the usual significance level of 0.01, indicating that the relationship between these two variables is statistically significant. Therefore, it can be

concluded that reliance on digital media websites has a significant impact on the level of trust individuals place in these websites.

By reviewing the result of the hypothesis test concerning the existence of a statistically significant correlation between the respondents' reliance on digital media websites and their trust in them, the hypothesis is confirmed to be valid.

Hypothesis 2: There is a statistically significant correlation between the clarification of information sources on digital media websites and the level of trust of respondents in these websites.

Variables	Correlation (Pearson)	Significance (Sig.)
Clarification of Information Sources × The Level of Trust in Digital Media websites	0.832**	0.000

Source: Prepared by researchers.

The results of the Pearson correlation test reveal a very strong positive relationship between the clarification of information sources on digital media websites and the level of trust respondents place in these websites, with a correlation coefficient of 0.832. The significance value (Sig. = 0.000) indicates that the relationship is statistically significant at a significance level of less than 0.05, meaning that the result is not due to chance. Based on a sample of 120 respondents, it can be concluded that websites that transparently and reliably disclose their information sources enjoy a higher level of trust among users, thereby enhancing their credibility as reliable media outlets.

Hypothesis 3: There are statistically significant differences between the availability of certain credibility indicators in digital media websites and the level of trust that respondents have in these websites as sources of information.

Variables	Correlation (Pearson)	Significance (Sig.)
Level of trust in digital media websites × Allowing comment posting	-0.084	0.363
Level of trust in digital media websites × Highlighting images and videos	0.090	0.330
Allowing comment posting × Highlighting images and videos	0.076	0.412

Source: Prepared by researchers.

This table presents the results of correlation coefficients between three variables: the level of trust in digital media sites, allowing comments, and highlighting images and videos, using Pearson's correlation coefficient.

-Trust in digital media sites and allowing comments: It shows that there is no significant correlation between these two factors, as the Pearson correlation coefficient is -0.084 and the p-value is 0.363, which is greater than 0.01. This indicates that the level of trust in digital media sites does not significantly affect the allowance of comments.

-Trust in digital media sites and highlighting images and videos: It also shows that there is no significant correlation between these two factors, as the Pearson correlation coefficient is 0.090 and the p-value is 0.330, which is greater than 0.01. This suggests

that trust in digital media sites is not significantly related to the highlighting of images and videos on those sites.

-Allowing comments and highlighting images and videos: Similarly, it shows no significant correlation between these two factors, as the Pearson correlation coefficient is 0.076 and the p-value is 0.412, which is also greater than 0.01. This indicates that there is no meaningful relationship between allowing comments and highlighting images and videos.

The results of the table suggest that there are no statistically significant relationships between the level of trust in digital media sites, allowing comments, and highlighting images and videos. All p-values exceed the usual significance level of 0.01, meaning that no significant correlations can be concluded between these factors.

Hypothesis 4: There is a statistically significant correlation between the respondents' major and their level of awareness of the laws and their knowledge of the charters regulating digital media.

Variables	Correlation (Pearson)	Significance (Sig.)
Major × Awareness of Profession-Regulating Laws	-0,295**	0.001
Major × Awareness of Professional Ethics Charters	-0.047	0.607
Awareness of Laws × Awareness of Ethics Charters	0,662**	0.000

Source: Prepared by researchers

The table analyzes the correlations between "major," "awareness of profession-regulating laws," and "awareness of professional ethics charters." The results

show a weak negative correlation ($r = -0.295$) between major and awareness of profession-regulating laws, which is statistically significant (Sig. = 0.001), indicating a slight inverse relationship between the two variables. However, there is no meaningful relationship between major and awareness of professional ethics charters, as the correlation is very weak and not statistically significant ($r = -0.047$, Sig. = 0.607). On the other hand, a strong and statistically significant positive correlation ($r = 0.662$, Sig. = 0.000) exists between awareness of profession-regulating laws and awareness of professional ethics charters. This suggests that individuals who are more knowledgeable about the laws governing their profession are also more aware of its ethical guidelines. In summary, while major shows limited influence on awareness levels, there is a strong link between knowledge of laws and ethics in the professional context.

Hypothesis 5: There is a statistically significant correlation between the reasons for the lack of credibility in digital media platforms and the guarantees of credibility for these websites.

Variables	Correlation (Pearson)	Significance (Sig.)
Reasons for websites' lack of credibility × Guarantees of website credibility	0,995**	0.000

Source: Prepared by researchers.

The table presents an analysis of the relationship between "Reasons for websites' lack of credibility" and "Guarantees of website credibility" using Pearson's correlation coefficient. The results show a very strong positive correlation, with a correlation coefficient of ($r = 0.995$), which is very close to 1, indicating an almost

perfect relationship between the two variables. Additionally, the significance value (Sig. = 0.000) is less than 0.001, meaning that the correlation is statistically significant and cannot be attributed to chance.

There is a statistically significant correlation between the reasons for the lack of credibility in websites and the guarantees for enhancing credibility, reflecting that the issues associated with websites' lack of credibility are closely linked to the measures that can be taken to ensure credibility. This suggests that addressing the root causes of credibility issues will directly lead to improving the mechanisms and guarantees of credibility, making both aspects an integral part of the process of building trust in digital websites.

4.CONCLUSION

4.1. The results of the study

The study concluded with the following results:

- There is a very strong correlation between reliance on digital media websites and trust in them.
- Individuals who rely more on digital media websites tend to trust them as a source of information.
- There are strong correlations between trust in digital websites and allowing information sharing, as well as between trust in digital websites and citing sources.
- There is no significant correlation between the level of trust in digital websites and allowing comments or showcasing images and videos.
- There is a weak negative correlation between academic major and awareness of the laws regulating the profession.

-There is no significant relationship between academic major and awareness of ethical codes.

-There is a strong positive relationship between awareness of the laws regulating the profession and awareness of ethical codes.

-There is a very strong correlation between the reasons for non-compliance with credibility and the guarantees of ensuring credibility.

4.2. Study Recommendations

-Enhance the credibility of digital media websites by ensuring transparency and regularly citing information sources, in addition to adopting clear policies on allowing information sharing and comments.

- Improve trust in digital media websites by strengthening adherence to ethical and legal standards and developing AI-driven platforms for verifying information credibility.

-Reevaluate the role of academic major by integrating training programs into curricula that raise media and communication students' awareness of laws and ethical codes in digital media.

-Develop government oversight policies to ensure the credibility of digital websites by enabling platforms to freely access information from original sources.

-Implement strict legal measures to ensure that digital media websites adhere to quality and credibility standards.

-Promote innovation in digital content design by using images and videos in ways that enhance credibility rather than focusing solely on visual appeal.

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