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## Engagement, Credibility, and Reach: Examining the Strategic Role of Video Content in Jordan's Digital Journalism

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### ABSTRACT

This study examines the strategic role of video content within Jordanian online journalism, specifically its influence on audience engagement, perceived credibility, and reach. Using a sample of 389 Jordanian online news consumers, surveys were used to measure video content usage, degree of interaction, perception of credibility, reach, and short- versus long-form video use. Findings show that video content considerably increases viewer engagement and substantially enhances the spread of news stories. Alternatively, its effect on credibility is weak, which means that video is not enough to guarantee that stories are credible. Furthermore, contrasts between short and long videos show that engagement is on par across formats, but short videos are marginally more credible compared to their longer counterparts. These findings reinforce the use of video as a tool for engagement and dissemination while affirming the position that credibility is also shaped by the reputation of the source and the quality of the content. The study contributes to digital journalism knowledge in Jordan and offers practical solutions for news agencies intending to attain engagement, reach, and trust in video production.

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## 1. Introduction

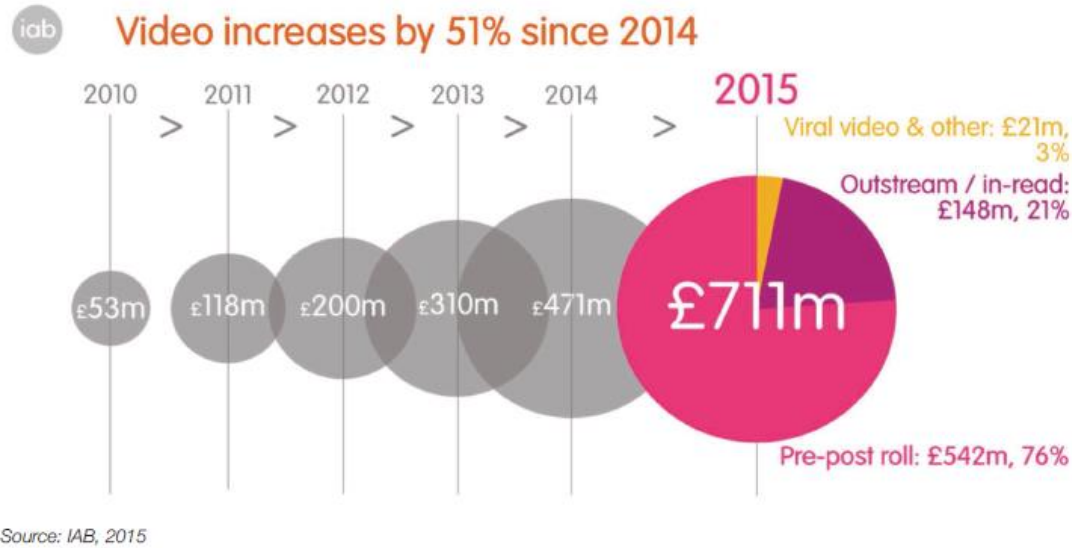
### 1.1 Overview

It has become clear over the past twenty years that journalism all around the world has transformed significantly. The internet and social media have changed how people consume news and how news outlets present their stories. It can be seen that this shift is also occurring in Jordan, and is expected to increase in its volume, where experts believe that newspapers, television stations, and digital media are now aiming at audience more preoccupied with the internet than before. In general, younger people are usually believed not to be as eager to buy printed newspapers or watch long TV news programs. Rather, they are believed to often reach for their phones to read news on Facebook, YouTube, Instagram, or the more recent TikTok (Hendrickx, 2024).

Following these new conditions, scholars often mention that video content has grown to be among the main pillars of digital journalism. Though conventional written news still matters, video offers something more emotionally realistic (Kreishan, 2024). It lets viewers see events, listen to several voices, and get closer to the tale. Video can therefore readily attract and retain the attention of the audience. Video offers news agencies vying for people's attention in a hectic information environment a clear advantage (Yamthap & Siriphon, 2022). Many platforms even

promote videos in their ranking systems, so a video is more likely to be seen than a written piece. In Jordan, video has grown outside major global stations like Al Jazeera or BBC Arabic.

Video is now much used by local media outlets like Al-Ghad, Roya TV, and several independent internet sites in their online strategies (Tweissi, 2021). While longer programs are made for YouTube and Facebook, short and fascinating videos are made for Instagram and TikTok. Video is now a strategic decision as well as a technological advancement. It shapes how media sources create their reputation, acquire confidence, and connect with younger readers. Learning how Jordanian online news uses video is crucial mostly two reasons. First, it illustrates the country's media adapting to international developments. Second, it shows how Jordanian viewers determine credibility, choose what to read or watch, and contribute to the spread of information. In Jordan's new media scene, this study will treat video as a major influence on audience reach, trust, and engagement rather than just as a basic style.



**Figure 1:** Video journalism has been witnessing a constantly increasing revenue over the years (Kalogeropoulos et al., 2016)

## 2. Literature Review

### 2.1 Digital Journalism in the Arab World and Jordan

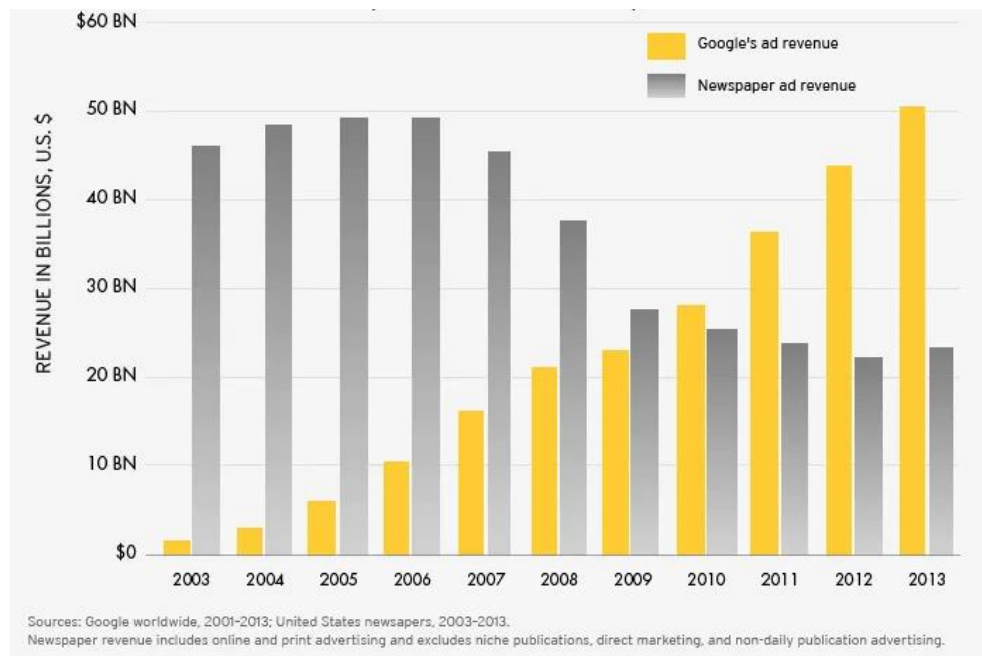
Digital journalism has changed the manner in which people from around the world get their news, and the Arab world is not far behind in attempting its own special twist on the same (Kreishan et al., 2025). Newspapers and television networks in nations like Jordan, Egypt, and Lebanon have begun to use digital channels to convey news, having sometimes dropped their old ways for online adoption. Upon reviewing the research, we can see that young people are more prone to prefer getting their news from smartphones and social media compared to reading on newspapers or watching on television, which are believed to be more preferred by older people (Boczkowski, 2017; Klopfenstein Frei et. al., 2024). This mobile trend has intensified since the mid-2010s, thanks to the ubiquity of smartphones and access to the internet in these countries.

In Jordan, online media take global influences but also seize local social and political realities. Major established newspapers like Al-Rai and Al-Ghad invested heavily in their websites and Facebook pages, while newer online-bylines only news sites like Ammon News and Jo24 are competing for readers with quicker updates and creative functions. Research shows that Facebook is the most frequently visited news site in Jordan, followed by YouTube, and more recently, Instagram and TikTok too (Al-Jalabneh & Safori, 2020). With so many sources of information, people now have a wider choice but also have fears about trustworthiness, disinformation, and political agendas. In this case, video consumption has emerged as a needed measure for Jordanian media to compete and get people's attention.

### 2.2 The Strategic Role of Video in Journalism

Video has grown even more relevant in international digital journalism, moving away from mainly written news. Experts believe that video offers the scope of "immersive storytelling," blending sounds and images with a narrative to make it pressing and connect emotionally with one's heart (Yamthap & Siriphon, 2022). Video can offer better

proof, more emotions, and better description than words and images alone, and thus become an effective tool to mold perceptions of individuals towards events (Kreishan, 2024). The role of video has evidence from media convergence theory (Yoedtadi et al., 2021), which studies how journalism is converging different media like television, print, and digital in response to the new media environment.



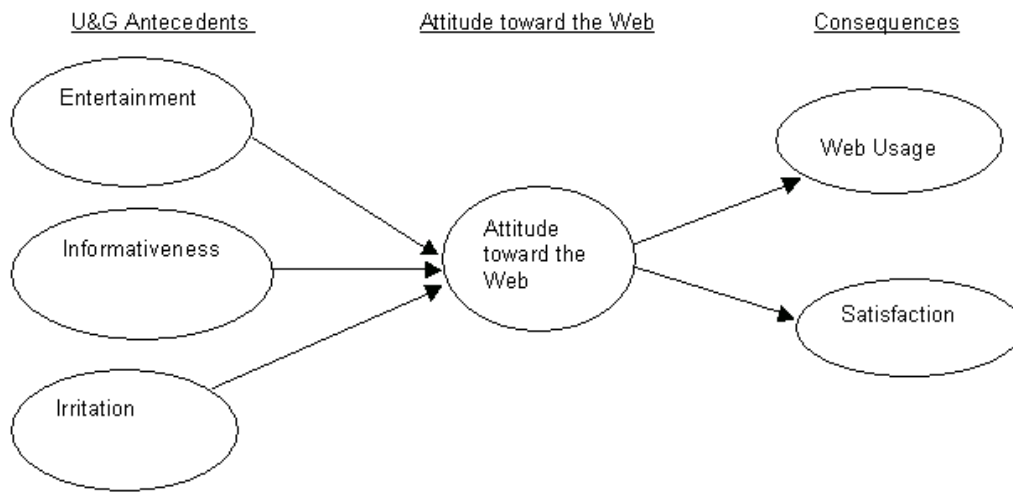
**Figure 2:** Increase in digital media (Google) ad revenue vs decline in newspaper ad revenue (Dews, 2015)

In fact, newsrooms that were once only committed to written reporting now also contain video practices like those from television, along with leveraging interaction, comments, and algorithmic online sharing. To Jordanian news media, this convergence is particularly significant: reporters who once toiled in print with minimal budgets are now pitted against international firms such as Al Jazeera and BBC Arabic with high standards for video quality.

It is also important to note that it is often believed that the purpose of videos can vary depending on the type of video under question. For instance, short video types, such as Instagram Reels or “TikToks” are generally built around being fast-paced, able to grab attention easier, and entertaining in nature, while longer features or documentaries on YouTube struggle to be in-depth and comprehensive. Short videos have been shown to attract larger audiences, but those audiences may not necessarily be loyal, whereas longer videos take a while to build trust and credibility (Niu et al., 2023; Kreishan, 2025). For Jordanian journalism, obtaining the right balance between these different types of videos is one of the chief challenges to reach different audience groups.

### **2.3 Audience Engagement in Digital Media**

Participation is widely recognized as the most important measure of online news success. Participation usually entails metrics like likes, comments, shares, click-throughs, and how long people watch the video for, and feeling of audience commitment, engagement, and community. One theory called the uses and gratifications theory (UGT), which was first introduced in 1974, describes why people consume news content. As provided in this theory, people choose media that will fulfill their information needs, emotional needs, social needs, and entertainment needs (Weiyan, 2015).



**Figure 3:** Uses and gratifications theory (Pensil, 2011).

According to the theory, videos are can possibly increase engagement. This is because it has the possibility to create a rich experience that fulfil several needs at once. For example, video posts are likely to attract more likes, shares, and comments, when compared to text-only posts on social media platforms. Furthermore, commenters can interact in real time while watching live videos, which creates community, revolutionizing the face of journalism from one way to two-way conversation. In Arab cultures, participation in videos entails social and cultural aspects. Studies indicate that young generations in Jordan tend to share videos in closed WhatsApp groups instead of open comments due to political and cultural reasons (Ishaqat, 2019). Therefore, understanding engagement in Jordan entails not only observing the seemingly visible metrics but also the less obvious ways people share news that determine how news move.

**2.4 Credibility and Trust in Online News**

Credibility is never a less significant part of journalism but is in both jeopardy and most critical in the online context. The source credibility theory explains the idea that people evaluate credibility based on how much they perceive the source as being knowledgeable, competent, and attractive. In online news, video can contribute to credibility through offering true evidence, personal experience, or live footage, which allows the audience to feel that they are seeing something real (Given-Wilson & Memon, 2022). For example, unedited video clips of protests are taken more seriously than reports in writing because they seem more genuine and believable.

However, that does not mean that videos are always credible and reliable sources of information, as experts often warn that fake videos and online trickeries, such as “deepfakes” or “cherry-picking”, as well as the increasingly blurring distinctions between professional and amateur productions can possibly erode trust in these videos (Jin et al., 2025). In Jordan, where issues like political polarization and state control determine how individuals judge media credibility, the case of video is intricate. Credible videos are perceived by the people as more professional, but citizen videos or viral videos can draw attention because they appear more authentic and less manipulated (Victoria et al., 2024). This tension renders credibility a significant but debatable component of Jordanian video journalism.

**2.5 Reach, Algorithms, and Visibility**

Another important factor to consider is the algorithms on the platforms where videos are shown, which have a great influence on the audience for digital journalism, which can be manifested by deciding what content each one sees in their feeds. Research has shown that video content can be prioritized algorithmically on many common platforms like Facebook, YouTube, and TikTok, hence gaining a boost over text-based posts. The algorithmic preference accords video more views, impressions, and even chances to go viral, so video becomes the best indicator of how far digital journalism can reach. Video sharing makes it spread to a larger population. Videos are easy to share and quick to watch in comparison to lengthy articles, making them perfect to spread on different platforms (Wallace, 2018).

Research proves that extremely emotional brief videos spread quickest. For the Jordanian media, this is essential: while the standard run-of-the-mill news report might not be seen on the internet, video clips are likely to travel far and wide on Facebook and WhatsApp if they are strongly visual or contain a local interest. But relying too heavily on how algorithms boost views has implications for the sustainability and autonomy of the media. News organizations

may begin prioritizing sensational or sensationalized videos over serious news coverage (Aiko, 2024), something that is already occurring in parts of the Jordanian media.

## 2.6 Summary and Research Gaps

Several studies were reviewed in the current section, and useful conclusions were derived from these studies. It was shown that video as a form of journalism plays a pivotal role in shaping online journalism in three main ways: it incites viewer interaction, affects the extent to which news feels authentic, and generates publicity. Although international studies provide strong evidence for these claims, there is not much direct study of how this works in the specific context of the country of Jordan. Additionally, much of the domestic literature tackles general digital transformation in very general terms without specifically studying video as a standalone category. Furthermore, there exists very limited information regarding how different types of video shape the perception and reaction of Jordanian audiences towards them (different types of video include but are not limited to short and lengthy or breaking news and feature reporting). This study aims to bridge these gaps by critically examining how video content is utilized in Jordanian online journalism and assessing how it functions in terms of viewer interaction, credibility, and reception.



**Figure 5:** Main findings and research gap

## 2.7 Research Questions and Hypotheses

Drawing from the findings in the literature review, the research gaps was identified, and the research questions and hypotheses are based on them. It was shown that the role of video in online journalism, while explored worldwide, was not investigated in detail in Jordan. Therefore, this study focuses on three main dimensions. Which are (i) the effect of video content on audience interaction, (ii) the effect of video content on the perceived credibility, and (iii) the effect of video content on shaping the reach and reception of news stories.

In order to guide the investigation, the following research questions (RQs) and hypotheses (Hs) are proposed:

### 2.7.1 Research Questions

The research questions follow the main dimensions of the study, and are as follows:

RQ1: What effects does video content have on the audience interaction with news?

RQ2: How does video content influence the perception of the credibility of news?

RQ3: What is the effect of video content on shaping the reach and reception of news stories?

### 2.7.2 Research Hypotheses

Drawing from the research questions, the following research hypothesis can be tested in order to answer them:

*H1: There exists a statistically significant correlation between the consumption of video content and the interaction with the content.*

*H2: There exists a statistically significant difference in the perception of credibility of news between people who prefer articles that are accompanied by video and those who prefer articles presented without video.*

*H3: Video content has a statistically significant positive effect on the reach of online news compared to non-video content.*

*H4: Short-form video content (e.g., TikTok, Instagram Reels) increases audience interaction but has weaker effects on credibility compared to long-form video.*

**3. Methodology**

The research design used in the study is quantitative in nature because the research questions examine the relationships between the variables of the study and how they affect each other among the Jordanian audience (video journalism and its effect on interaction, credibility, and reach). The design of the methodology was based on the hypotheses (see section 1.4) and designed to test them.

**3.1 Research Design**

The study will use a cross-sectional design, with the data being collected with a survey that was distributed through an online questionnaire. The questionnaire includes closed-ended questions that measure the perception of the audience and behaviours. The focus of the methodology is on comparing the responses between different groups that are identified based on the results (for example, those who prefer news with video versus those who prefer text-only), and on testing correlations between consumption of video and measures of interaction, credibility, and reach.

**3.2 Population and Sample**

The target population is Jordanian internet users who consume news online. The study will use purposive sampling to reach participants who actively follow news through digital platforms such as Facebook, YouTube, Instagram, and online newspapers. A minimum sample size of 200 respondents will be aimed for, in order to allow reliable statistical testing.

**3.3 Variables and Measures**

The variables are based on the hypotheses. The study includes both independent and dependent variables. The independent and dependent variables, as well as the relevant hypothesis, are shown in Table 1:

**Table 1:** Variables of the study

<b>Hypothesis</b>	<b>Independent Variable (IV)</b>	<b>Dependent Variables (DVs)</b>
<i>H1</i>	Video Content Consumption (VCC)	Content Interaction (CI)
<i>H2</i>	Video Content Consumption (VCC)	Credibility Perception (CP)
<i>H3</i>	Video Content Consumption (VCC)	Content Reach (CR)
<i>H4</i>	Video Length (VL)	Content Interaction (CI), Credibility Perception (CP)

**3.4 Data Collection**

As mentioned earlier, data will be collected using an online questionnaire that was made using Google Forms, and distributed through the use of social media platforms, as well as email networks. The questionnaire is divided into several sections, the first one is related to the demographic characteristics (age, gender, and education). Following that, six sections are established, each related to one of the variables of the study. The questions in these sections are based on a 5-point Likert-Scale, where the respondents are presented with a statement, and are asked to respond with the degree they agree or disagree with the statement.

For identifying the sample size, a confidence level of 95% was selected, with a small margin of error of 5%, and a conservative population proportion of 50%. The resulting sample size is 385. The total number of collected responses was 402, 13 of which were rejected for being invalid (see Table 2), resulting in a total of 389, which is above the required sample size. Furthermore, the responses were ensured to be collected from different parts of Jordan, and the demographics of the respondents are sufficiently varying (see section 3) Making the results of the study possible to be generalized for the Jordanian population. Furthermore, the items of the questionnaire were tested for reliability

based on Cronbach's Alpha, resulting in a total value of 0.894, indicating a high reliability of the questionnaire (see Table 3).

**Table 2: Case Processing Summary**

		N	%
Cases	Valid	389	96.8
	Excluded	13	3.2
	Total	402	100.0

**Table 3: Reliability Statistics**

Cronbach's Alpha	N of Items
.894	34

### 3.5 Ethical Considerations

Ethics are of the utmost importance to the researcher. The study ensured that the participation was completely voluntary and anonymous. The purpose of the study was stated clearly. And no personal information irrelevant to the questions of the study was collected. The results were ensured to be presented as-is, and their interpretation was done in an un-biased way as much as humanly possible. Data collection will only be used for academic purposes, and participants could withdraw from participating at any moment.

### 4. Data Analysis

The data collected by the questionnaire were analysed statistically using the software SPSS. The first section is for the general results, where the demographic variables, as well as the descriptive analysis for the variables, are presented. The following sections contain the results of the analysis, each section corresponding to one of the research hypotheses.

#### 4.1 General Results

Table 4 shows the demographic distributions across the sample. The demographic profile of the sample is useful in giving responses regarding respondents' profiles. According to gender, 58.4% of the sample were men and 41.6% were women. Even though the proportion is not exactly equal, there is a fair representation of both sexes and hence, the news-watching habits can be understood better on a balanced scale.

**Table 4: Demographic variables**

Demographics	Distribution
Gender	Male (227): 58.4%
	Female (162): 41.6%
Age	Under 20 years old (122): 31.4%
	21 to 30 years old (162): 41.6%
	31 to 50 years old (55): 14.1%
	Above 50 years old (50): 12.9%
Educational Level	No Formal Education (9): 2.3%
	High School (66): 17.0%
	Bachelor's Degree (223): 57.3%
	Master's Degree (91): 23.4%
	PhD (0): 0.0%

The age distribution shows that among the respondents, 41.6% were 21-30 years old, while the next largest group was the "less than 20 years old" group (31.4%). Furthermore, it was found that less than a quarter of the sample aged more than 30 years old. This means that the findings could well be predominantly reflective of the opinions of young viewers, who are also the most frequent users of online sites in Jordan. Although this is highly in line with the focus of the study on online journalism, it is also not excluding the potential that the results would be less generalizable to prior generations.

Level of education is another relevant consideration. Most of the respondents (57.3%) indicated a bachelor's degree, and 23.4% indicated a master's degree. Only 17% indicated high school graduation, and hardly any indicated no education. This results in the sample being skewed towards well-educated populations. This is to be expected in internet surveys, as more educated people are likely to be more research-taking and online news-consuming. It suggests, however, that the study might be better positioned to measure estimates of what educated audiences think rather than what less educated groups think.

Overall, the demographic profile of the sample reflects active consumers of online news in Jordan, specifically among youths and educated individuals. While it makes the results more suitable to digital journalism, it should be noted as a limitation to the representativeness of the general population.

**Table 5:** Results of the “Video Content Consumption (VCC)” variable

Video Content Consumption (VCC)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	78	20.1	20.1	20.1
	Moderate	134	34.4	34.4	57.1
	High	177	45.5	45.5	100.0
	Total	389	100.0	100.0	

**Table 6:** Results of the “Content Interaction (CI)” variable

Content Interaction (CI)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	88	22.6	22.6	22.6
	Moderate	146	37.5	37.5	60.2
	High	155	39.8	39.8	100.0
	Total	389	100.0	100.0	

**Table 7:** Results of the “Credibility Perception (CP)” variable

Credibility Perception (CP)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	131	33.7	33.7	33.7
	Moderate	133	34.2	34.2	67.9
	High	125	32.1	32.1	100.0
	Total	389	100.0	100.0	

**Table 8:** Results of the “Content Reach (CR)” variable

Content Reach (CR)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low	79	20.3	20.3	20.3
	Moderate	116	29.8	29.8	50.1
	High	194	49.9	49.9	100.0
	Total	389	100.0	100.0	

**Table 9:** Results of the “Video Length (VL)” variable

		Video Length (VL)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Short	285	73.3	73.3	73.3
	Long	104	26.7	26.7	100.0
	Total	389	100.0	100.0	

The descriptive results present a preliminary image of how the surveyed public consumes video content in online journalism. For Video Content Consumption (VCC), almost half of the respondents (45.5%) reported high levels of video watching, followed by 34.4% reporting moderate watching, and only 20.1% reporting low watching. Looking at these results, it can be understood that video is not an uncommon way of consuming news. In fact, it is seen as a "common" way among Jordanians. This shows that in popular sites in Jordan, such as Facebook, YouTube, and TikTok, Video is heavily used and highly popular.

In terms of Content Interaction (CI), results reveal that 39.8% of the sample experienced high interaction with news, and 37.5% experienced moderate interaction. Only 22.6% experienced low interaction. This is aligned with global studies, which reveal that video content provokes higher levels of engagement and, in doing so, suggests that Jordanian audiences are not just consuming video but also interacting with video through likes, shares, and comments.

Findings for Credibility Perception (CP), though, are more ambivalent. Respondents were approximately evenly divided between low (33.7%), moderate (34.2%), and high (32.1%) credibility perception. This indicates that while video can draw viewers in, it is not necessarily more credible. Viewers seem to be polarized as to whether video-presented-news are more credible, with broader fears over manipulation and disinformation at play.

For Content Reach (CR), nearly half of the sample (49.9%) believed that video content was high in reach, 29.8% moderate reach, and only 20.3% low reach. This finding indicates that audiences like video as a good way to spread news far and wide, most likely due to its suitability with social media algorithms and shareability. Finally, for Video Length (VL), a huge majority (73.3%) preferred short-form video content, with only 26.7% preferring long-form video. This reflects the growing dominance of platforms like TikTok, Instagram Reels, and short YouTube videos in framing news consumption habits. It is also a proposition that while longer videos may be implicated in building credibility, the shorter videos are the norm when popular choice and audience engagement are considered.

Collectively, these descriptive results cement the significance of the research on video in Jordanian online news. They show high consumption and penetration, combined perceptions of trustworthiness, and robust demand for short-length video. These tendencies provide the hypotheses its rationale for investigation in the second phase of the analysis.

#### ***4.2 Interaction of Video Content***

The first hypothesis measures the correlation between the consumption of video content and the interaction with the content. In other words, whether or not people who prefer video content interact more compared to people who prefer other types of content. The independent variable here is the Video Content Consumption (VCC), while the independent variable is the Content Interaction (CI). To test the relationship between the two variables,

**Table 12:** Correlation between video content consumption (VCC) and Content Interaction (CI)

		VCC	CI
VCC	Pearson Correlation	1.000	0.55
	Sig. (2-tailed)	.	0.0001
	N	389	389
CI	Pearson Correlation	0.55	1.000
	Sig. (2-tailed)	0.0001	.
	N	389	389

The results show a positive moderate relationship ( $r = 0.55, p < 0.001$ ) between video content consumption (VCC) and content interaction (CI). That is to say, the more use of video content among participants, the greater the level of engagement with the news. This supports the first hypothesis (H1) and is what we would anticipate occurring in today's media environment. The very nature of video encourages the interaction of people, making them more apt to comment, share, or reply to video content than other means, such as plain text. This is perhaps because video shows information in a more richer and dynamic manner, in a mix of images, audio, and words, that is more likely to stimulate stronger emotional or cognitive responses. In the real world, this means that news channels investing in video content are going to have higher levels of audience participation.

In the meantime, however, it also has to be pointed out that the correlation is significant but not inordinately so. This means that while video does have a significant part to play, other factors — such as the newsworthiness of the subject matter, the vehicle by which it's being launched, and even personal preferences — factor into the number of individuals who will engage with the content.

**4.3 Credibility of Video Content**

The next hypothesis relates the video consumption to how credible the content is perceived by viewers. Table 13 shows the results of the Pearson Correlation test of the hypothesis.

**Table 13:** Correlation between video content consumption (VCC) and Credibility Perception (CP)

		VCC	CP
VCC	Pearson Correlation	1.000	0.22
	Sig. (2-tailed)	.	0.001
	N	389	389
CP	Pearson Correlation	0.22	1.000
	Sig. (2-tailed)	0.001	.
	N	389	389

The correlation between video content consumption (VCC) and credibility perception (CP) was positive though rather weak in magnitude ( $r = 0.22, p = 0.001$ ). That is, people who consume more video content are slightly more likely to rate news as credible, but the correlation is much weaker than in the example of interaction in the previous section ( $r = 0.55$ ). This difference is important. While the earlier results depicted that video strongly motivates viewers to engage — liking, commenting, or sharing — it does not simultaneously completely convince them of the credibility of what they are watching.

In other words, video seems to be effective at grabbing attention and delivering behaviour, but less so in impacting more fundamental judgments of credibility. One possible explanation is that credibility likely depends on a wider range of conditions, some of which are the reputation of the news source, the quality of reporting, the presence of evidence, and even the broader media environment can be seen as an influencing factor.

Video holds the possibility of providing a feel of authenticity or presence for the viewer, but as apparently, not a way to overcome doubt when listeners are skeptical of the source. This is especially the case nowadays with the rise of disinformation, doctored pictures, and machine-generated content, which possibly makes viewers hesitant to believe anything from a video itself. Taken collectively, these findings indicate video as a strong tool for engagement but a weaker one for credibility building. For the journalists and news outlets of Jordan, what this implies is that video can

be used to draw people in, but credibility is otherwise established by open reporting practices, credible sources, and editorial standards greater than the visual.

#### 4.4 Reach of Video Content

In the next table (Table 14), the results of the correlation between video consumption and content reach is measured.

**Table 14:** Correlation between video content consumption (VCC) and Content Reach (CR)

		VCC	CR
VCC	Pearson Correlation	1.000	0.57
	Sig. (2-tailed)	.	0.0001
	N	389	389
CR	Pearson Correlation	0.57	1.000
	Sig. (2-tailed)	0.0001	.
	N	389	389

The results shown suggest an extremely high positive correlation between the content reach (CR) and the video content consumption (VCC), evident with an  $r$  value of 0.57, and a  $p$  value less than 0.001. This suggests that the higher the consumption of video audiences, the greater the chances they will be exposed to, share, and forward news stories, indicating that video plays a pivotal role in amplifying the reach of online journalism. Comparing the above with the earlier sections, it is easy to observe a pattern. Watching videos was strongly correlated with interaction ( $r = 0.55$ ), weakly correlated with credibility ( $r = 0.22$ ), and yet strongly correlated with reach ( $r = 0.57$ ). This suggests that video's real strength in journalism is not so much to engage with individuals but also to disseminate the news further.

Briefly put, video content seems to function as a multiplier: it attracts attention, gets viewers to engage, and pushes stories out into bigger networks. This is consistent with international research showing video, particularly uploaded onto social media sites, is supplemented by algorithms favoring visual and dynamic content. With the Jordanian situation, where social media is a top source of going to obtain news, this becomes the explanation for why news organizations are increasingly relying on video as a way of gaining maximum exposure.

But while the numbers show video is strong at delivering reach, one has to bring it back to the findings on credibility. A news story can travel a long way and quickly because it is in video form, but that doesn't equate to audiences entirely believing it. There is a trade-off at play here: video excels at making news seen, but less at sustaining credibility. To journalists, it reiterates the need to balance the use of video for audience numbers with careful editorial practice in the interest of maintaining trust.

#### 4.5 Reach of Video Content

The study compared short videos (such as TikTok videos, Instagram Reels) and long videos (such as in-depth reporting or features) to see if the length of video had an impact on audience interaction and perception of credibility.

- **Content Interaction (CI)**

**Table 15:** Content interaction (CI) of long vs short videos (VL).

Indicator	Content Interaction	
	Short Videos	Long Videos
Time		
Frequency	285	104
Mean	2.17	2.07
Standard deviation	0.79	0.81
Value of T	1.09	

Level of significance	0.28
ETA square	0.003
Impact	Negligible

Findings in Table 15 were that interaction levels were approximately equal between short and long videos. Short videos were also seen to have slightly higher mean ( $M = 2.17$ ,  $SD = 0.79$ ) than long videos ( $M = 2.07$ ,  $SD = 0.81$ ), but this difference was not significant ( $t = 1.09$ ,  $p = 0.28$ ). The effect size is negligible ( $\eta^2 = 0.003$ ). This would mean that, in this sample at least, the length of video has less to do with whether or not audiences will interact with content. Engagement looks like it has more to do with whether or not video is there, as shown above, than with whether or not video is short or long.

• **Credibility Perception (CP)**

Conversely, when it comes to credibility, length is a factor. The results show that longer videos were associated with somewhat reduced credibility ratings ( $M = 1.95$ ,  $SD = 0.85$ ) compared to short videos ( $M = 2.15$ ,  $SD = 0.78$ ). This was significant statistically ( $t = 2.10$ ,  $p = 0.036$ ), though the effect size was modest ( $\eta^2 = 0.011$ ). While the difference is minor, it suggests audiences find shorter videos to be more trustworthy than longer videos.

**Table 15:** Credibility Perception (CP) of long vs short videos (VL).

Indicator	Credibility Perception	
	Short Videos	Long Videos
Time		
Frequency	285	104
Mean	2.15	1.95
Standard deviation	0.78	0.85
Value of T	2.10	
Level of significance	0.036	
ETA square	0.011	
Impact	Small	

In combination, these results add an important new depth to the earlier findings. Across video content, overall video content was strongly influential on interaction and reach, but moderately so on credibility. Here we find that video length does not change interaction but does influence credibility slightly. One possible explanation is that short videos are consumed quickly and provide fewer points for doubt, while longer videos are more subject to scrutiny or questioning. For Jordanian online news, this would be that short clips might be more effective at maintaining credibility while still ensuring broad distribution. But since the impact is marginal, length will not be thought of as the only factor — style, composition, and where the clip originated are also likely factors.

**5. Discussion**

This research tried to explore the role of video content in Jordanian digital journalism on three dimensions: interaction, credibility, and reach. The findings give a vivid picture of how video functions in the local news ecosystem as well as of some tensions that journalists need to consider when they use video as a strategic tool.

**5.1 Interaction and Reach as Core Strengths**

The results repeatedly confirm that video content is an influential force of audience engagement and news story dissemination. Video content consumption was strongly correlated with interaction ( $r$  value of 0.55) and reach ( $r$  value of 0.57). Also, the two correlations were found to be statistically significant. The results confirm hypotheses H1 and H3, which suggested that video-consuming audiences are more engaged and that video expands the dissemination of news compared to text-based content.

Practically, this can mean that video can act as a magnifying glass for Jordanian journalism: it gets the needed attention to material, causes the wanted engagement with the narratives, and can make news go further through social channels. This is not only in Jordan, as it is compatible with trends seen worldwide, where feeds that are algorithmically generated favor visual and dynamic material over static text-based ones. For Jordanian media outlets competing with audience attention in a crowded online marketplace, video is an easy winner in terms of visibility and engagement.

### **5.2 Credibility: A More Complicated Portrait**

While video stimulates engagement and reach, its impact on credibility is not as comprehensive. The connection between video story viewing and perceived credibility was positive but low ( $r = 0.22$ ). This likely supports hypothesis H2, which suggested a wider difference between non-video and video news. These results point out that while video may make a story appear more engaging and trendy, it does not necessarily make it more reliable and trustworthy. Audiences apparently have the ability to distinguish between being entertained or drawn into a video and trusting the contents of the material itself. For Jordanian media, this is significant because too much reliance on video for visibility may enhance exposure but may not build trust with audiences unless augmented by authentic sources and balanced reporting.

### **5.3 Video Length**

The short video vs. long video comparison produced an interesting result. Consistent with H4, short videos did not lead to higher levels of interaction. Instead, levels of interaction were nearly identical across formats, with no statistically significant difference. This suggests that participants are interacting with content because it is video, not because of length.

Credibility, however, did find a small but meaningful difference. Shorter videos were considered slightly more credible than longer videos, though the difference was small. Perhaps one reason is that short videos are viewed hastily, leaving less space for skepticism or counter-argumentation, and longer videos may be considered more deeply probed. This finding makes it more difficult to assume that brevity forms are merely "lightweight" and less authoritative. Instead, conciseness may well be employed in service of credibility at least to some extent.

### **5.4 Implications for Jordanian Journalism**

Combined, the results suggest opportunities and challenges for digital journalism in Jordan. The strong influence of video on the audience engagement and the reach means that if news companies continue to invest in video coverage, they can possibly compete and remain viable online. On the other hand, the evidently lower correlation between video and credibility suggests that video (by itself) is unlikely to build credibility. Other factors, such as the quality of content, the accuracy of news, and the openness remain essential for maintaining credibility over time.

Other findings regarding the length of the video also suggest that assuming that longer videos are necessarily more authoritative is unjustified. Shorter content could be just as, if slightly more, credible to audiences. This has practical implications for budgeting: short, well-produced videos might represent a better balance of engagement, reach, and credibility than spending lots on long forms.

### **5.5 Theoretical Contribution**

Theoretically, the study makes a contribution to global research on digital journalism in presenting evidence for Jordan, a neglected context. The outcomes agree with global research into video's potential for engagement and reach but add nuance to credibility and length. Specifically, the finding that shorter videos may have a credibility advantage challenges assumption in certain global studies and suggests further consideration of cultural and contextual variation.

## **6. Conclusions**

This study demonstrates that video content is central to Jordanian online news, particularly as far as stimulating participation and enhancing transmission are concerned. Audiences are more participatory and more likely to share news stories and disseminate them through social media. The influence of video, however, on perceived credibility is rather limited, which indicates that credibility can be assumed but is not necessarily realised through visual material.

The outcomes for video length substantiate this picture more: short videos and lengthy videos are equally engaging, with short videos being slightly more credible, which means shortness can be as credible in the fast-paced digital landscape. For Jordanian news outlets, these findings suggest that spending money on producing videos actually pays off in terms of audience engagement and readership, though credibility must be maintained by good sourcing, transparency, and good reporting.

More generally, this research adds to the scholarship on Jordanian online journalism by confirming that while video is a very effective tool for engagement and for reach, its credibility-building role is one of nuance. Other credibility factors, such as platform-level convention, journalistic-writing practices, and audience media literacy, may be examined by future studies in an effort to capture the entire picture regarding the role of video in shaping the consumption of news throughout the region.

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