

Jordanian Audience Reliance on Video Journalism in Jordanian Digital News Websites as a Source of Information and Their Attitudes toward Its Credibility

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ABSTRACT

This study examines Jordanian audiences' reliance on video journalism in Jordanian digital news websites as a source of information and explores their attitudes toward its credibility. It also investigates the relationships between exposure to digital news platforms and video content, political knowledge, informational dependence, and trust in news content and sources. The study employed a quantitative, cross-sectional survey design targeting Jordanian audiences who use digital news websites and are exposed to video journalism content. Five major Jordanian digital news platforms were purposively selected: Al-Ghad, the Jordan News Agency (Petra), Al-Rai, Saraya News, and Ammon News. The study examined four hypotheses concerning the relationships between exposure to electronic news websites and political knowledge; exposure to news video content and trust in content; reliance on digital news websites and informational dependence; and general media exposure and trust in news sources. The findings revealed statistically significant positive relationships across the examined variables. Reliance on electronic news websites showed the strongest association with informational dependence, while exposure to video journalism was moderately associated with trust in content. Exposure to digital news platforms was also positively associated with political knowledge, and general media exposure was positively associated with trust in news sources. Overall, the findings indicate that Jordanian audiences are substantially engaged with digital news environments, while perceptions of credibility remain multidimensional and are influenced by factors beyond exposure and reliance alone.

1. Introduction

In recent years, social media platforms have emerged as a prominent component of new media, witnessing rapid global expansion and becoming deeply embedded in the daily lives of individuals and communities (Ahmad, 2022; Alrbabah, 2026). This widespread diffusion has intensified competition among digital platforms to produce engaging and influential content capable of attracting audiences and shaping public opinion, particularly through their ability to provide immediate coverage of events and accommodate the continuous flow of information (Ahmad et al., 2023; Avlonitou & Papadaki, 2024; Eveleth et al., 2024). Within this context, freedom of opinion and expression is a

fundamental pillar in ensuring the diversity of viewpoints on issues of public concern. Social media platforms have further enhanced users' opportunities to voice their opinions, express their demands, and participate in public discourse, thereby contributing to a broader understanding of political and social issues (Aljalabneh et al., 2023; Bashir et al., 2025).

Thus, the rapid growth of digital media has fundamentally transformed how news is produced, distributed, and consumed worldwide. Scholars have emphasized that the widespread expansion of the Internet, particularly social media platforms, has compelled traditional journalism to adapt its professional practices and storytelling methods to meet the demands of the digital era (Nguyen, 2022). In Jordan, as in many other countries, this digital transformation has significantly reshaped the media landscape, with online news platforms becoming a major source of information (Al-Mshashaqbeh, 2025; Alzubi, 2023). Recent reports by the Reuters Institute for the Study of Journalism highlight a clear global shift toward online media as the primary source of news consumption (Newman et al., 2023; Nielsen & Fletcher, 2024).

Within this evolving media environment, video journalism has emerged as one of the most prominent forms of digital news presentation adopted by online news websites to deliver information more quickly, more engagingly, and more interactively. Technological advancements, the widespread use of smartphones, and the increasing rate of Internet penetration in Jordan—which currently exceeds 90%—have all contributed to the growing dominance of visual news content, particularly among younger audiences (Kreishan, 2025; Kemp, 2024). Recent studies further demonstrate that a large proportion of Jordanian audiences rely on social media platforms and digital news websites for news consumption, with a noticeable increase in the viewing, sharing, and engagement with video-based news content (Victoria et al., 2024; Kunert, 2024).

The influence of video journalism extends beyond merely transmitting information; it also shapes audience attitudes toward news credibility and trust in digital media institutions. As news consumption increasingly shifts toward digital platforms, credibility, trust, and audience engagement have become critical factors influencing individuals' reliance on different media sources (Geers, 2020; Diess, 2020). In this context, audiences are no longer passive recipients of news but active participants who interact with, share, and contribute to the circulation of news content, thereby transforming the traditional relationship between media organizations and audiences (Tahi & Bendjaouahdou, 2025).

Despite the growing body of literature on digital transformation and new media, limited attention has been given to examining Jordanian audiences' reliance on video journalism in Jordanian digital news websites as a source of information and their attitudes toward it. Previous studies have also paid insufficient attention to the relationship between audience reliance on video journalism and factors such as credibility, trust, and engagement within the Jordanian digital media environment. Therefore, this study seeks to explore the extent to which Jordanian audiences rely on video journalism in digital news websites as a source of information and to examine their attitudes toward this contemporary form of news consumption.

2. Literature Review

2.1 Video Journalism

A potential way to address these challenges lies in the increasing role of digital media as a central mechanism for information delivery and audience engagement. Digital media platforms, particularly online news websites, serve as key intermediaries in the communication process, facilitating the transmission of messages to diverse audiences (Zagorulko et al., 2025). In this context, media are not merely channels of information, but active tools that shape how audiences receive, interpret, and engage with content. With the continuous evolution of digital communication environments, audiences are increasingly exposed to multimedia formats that enhance accessibility and comprehension of news content. (Yilmaz & Topsümer, 2023; George, 2025).

Thus, video journalism has emerged as a prominent medium within digital news ecosystems. Video content, which integrates both audio and visual elements, enables more effective communication of information by transforming abstract or complex issues into concrete, understandable narratives (Andriyani & Suniasih, 2021; Soucy et al., 2016; Staneviciene & Žekienė, 2025). This characteristic enhances audience engagement by increasing clarity, attention, and emotional connection with news stories, thereby fostering greater interest in consuming digital news content. As a result, video journalism is increasingly recognized as an innovative approach to news production and dissemination in the digital media environment (Deng, 2026).

The incorporation of video-based content in digital journalism is also associated with improved audience motivation and sustained engagement with news platforms. Prior research indicates that multimedia formats, particularly video, can significantly influence user interaction, information processing, and perceived credibility of content (Ramzan & Hashmat, 2026; Qin et al., 2022). Furthermore, empirical findings suggest that video media has a measurable impact on audience attitudes and behaviours toward information consumption (Engstrom & Larson, 2019). In light of these developments, it becomes important to examine the relationship between video journalism and audience behaviour within digital news environments (Izzati, 2020).

2.2 Credibility of Video Journalism

The credibility of video journalism has become a significant issue in contemporary media research, particularly as digital news websites increasingly rely on video-based content to engage and inform audiences (Mahmoud, 2022). Compared with text-based reporting, video journalism possesses unique characteristics that can enhance perceptions of credibility by providing visual evidence, real-time coverage, and greater contextualization of events. The integration of images, sound, and narrative elements enables audiences to directly observe events and actors, which may strengthen perceptions of authenticity, accuracy, and transparency in news reporting (Rafeeq, 2025).

However, perceptions of credibility are not determined solely by the content itself. In digital environments, audience evaluations of video journalism are influenced by social interactions, online discussions, and the opinions shared by peers and opinion leaders (Shaibu & Mekanjuola, 2025; Kobre, 2024). Individuals who follow social media influencers or trusted opinion leaders often rely on their interpretations of current events, which can affect how they assess the credibility of video news content disseminated through digital news websites (Wasike, 2025). Consequently, credibility judgments are shaped not only by journalistic practices but also by the broader social and communicative context in which news content is consumed (Moon et al., 2025).

Furthermore, the interactive features of digital news websites allow users to comment on, share, and discuss video news stories, creating opportunities for collective evaluation of news content. Exposure to others' reactions and opinions may reinforce or challenge users' trust in the information presented, thereby influencing perceptions of credibility (Lee & Tandoc, 2017). Previous studies indicate that audience engagement within interactive digital news environments can shape credibility perceptions through participatory communication, social validation, and interactive information exchange (Alam et al., 2026; Altay et al., 2025). As a result, credibility in video journalism is shaped through the interaction between content quality, professional journalistic standards, and audience engagement within digital media platforms (Kreishan, 2025).

Evidence from the Jordanian context further supports the importance of social influence in shaping credibility perceptions. Jordanian youth demonstrate high levels of digital engagement, as digital communication enhances social interaction and the exchange of dialogue and ideas among them (Al-Adra et al., 2026). Therefore, perceptions of the credibility of video journalism among Jordanian audiences are shaped not only by the quality and professionalism of video content but also by the social and interactive dynamics accompanying its consumption within digital media environments (Kreishan & Abdelpaqi, 2026; Chen et al., 2024).

2.3 Research Questions and Hypotheses

Based on the results of a literature review and previous studies, several research gaps were identified, which informed the formulation of the study's questions and hypotheses. The review revealed that the use of video journalism on online news sites, despite being addressed in numerous international studies, has not received sufficient research in the Jordanian context, particularly regarding its impact on the Jordanian public. Therefore, this study focuses on a set of key dimensions, namely: (i) identifying the most prominent Jordanian websites that use video journalism and which the study sample relies on for information; (ii) revealing the most important issues that the study sample follows on these sites; (iii) identifying the motivations behind the Jordanian public's reliance on online news sites that use video journalism as a source of information; and (iiii) measuring public attitudes toward the media coverage provided by these sites, as well as studying the relationship between the frequency of exposure to these sites and levels of political awareness, trust, and reliance on news sources.

2.3.1 Research Questions

RQ1: What are the most prominent Jordanian electronic news websites that employ video journalism and upon which the study sample relies for obtaining information?

RQ2: What are the most important issues covered by Jordanian electronic news websites that use video journalism and that the study sample is keen to watch on these websites?

RQ3: What are the motives behind the study sample's reliance on Jordanian electronic news websites that use video journalism as a source of information?

RQ4: What are the attitudes of the study sample toward the media coverage provided by Jordanian electronic news websites that use video journalism?

2.3.2 Research Hypotheses

H1: There is a statistically significant correlation between the intensity of exposure to Jordanian electronic news websites and the increase in political knowledge among the Jordanian public.

H2: There is a statistically significant correlation between the intensity of exposure to news videos on Jordanian electronic news websites and the Jordanian public's trust in their content.

H3: There is a statistically significant correlation between the intensity of exposure to Jordanian electronic news websites and the increased degree of reliance on them for obtaining information.

H4: There is a statistically significant correlation between increased exposure to Jordanian electronic news websites and increased trust in news sources.

3. Methodology

This study adopts a quantitative research design to examine the extent of Jordanian audience reliance on video journalism published on Jordanian digital news websites as a source of information, as well as their attitudes toward its credibility. The quantitative approach is considered appropriate because the study seeks to analyse relationships among several key variables, including levels of exposure to video journalism, audience reliance on digital news platforms, and Jordanian users' perceptions of credibility.

Furthermore, the study aims to measure how video journalism shapes audience attitudes and informational dependence in Jordan's contemporary digital media environment. Using quantitative methods, the research systematically collects measurable data and statistically analyses the relationships among the study variables in an objective, structured manner.

The methodological framework is guided by the study hypotheses and research questions, which determine the direction of the analysis and the nature of the relationships being tested. Accordingly, the quantitative design provides an effective methodological basis for examining the influence of video journalism on audience informational behaviour and evaluating audience attitudes toward the credibility of video-based news content on Jordanian digital news websites.

3.1 Research Design

The study adopts a cross-sectional research design, in which data will be collected via an online survey. The questionnaire consists of closed-ended items designed to measure audience perceptions and behavioural patterns related to video journalism in digital news platforms. The methodology primarily focuses on comparing responses across audience groups defined by their news consumption preferences, such as individuals who prefer video-based news and those who prefer text-only news. In addition, the study seeks to examine correlations between video journalism consumption and levels of audience engagement, perceived credibility, and information reach.

3.2 Population and Sample

The population of this study consists of Jordanian audiences who use digital news websites and are exposed to video journalism content as a source of information. A simple random sample of 500 Jordanian respondents, including both males and females from different age groups, educational levels, and geographical regions of Jordan, will be selected to participate in the study.

In addition, five Jordanian digital news websites will be purposively selected using a non-probability sampling technique based on criteria relevant to the objectives of the study. The selection criteria include the extent to which

the websites regularly produce and publish video journalism content, their popularity among Jordanian audiences, and their active presence in the digital news environment. The selected websites are Al-Ghad, the Jordan News Agency (Petra), Al-Rai, Saraya News, and Ammon News.

The study aims to examine the extent to which Jordanian audiences rely on video journalism provided by these digital news websites as a source of information. It also seeks to explore audience perceptions of the credibility of video journalism and to identify the factors that influence trust in and reliance on video-based news content.

Furthermore, the study investigates the relationship between audience exposure to video journalism and their evaluations of its credibility, accuracy, objectivity, and timeliness. It also examines whether demographic characteristics, patterns of media use, and levels of engagement with digital news platforms affect audience reliance on video journalism and their perceptions of its credibility.

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

Hypothesis	Independent Variable (IV)	Dependent Variable (DV)
H1	Exposure to Jordanian Electronic News Websites	Political Knowledge
H2	Exposure to News Video Content on Jordanian Websites	Trust in Content
H3	Reliance on Jordanian Electronic News Websites	Information Dependence
H4	Exposure to Jordanian News Sources (General Media Exposure)	Trust in News Sources

3.4 Data Collection

As mentioned earlier, data will be collected through an online questionnaire developed using Google Forms and distributed via social media platforms and email networks. The questionnaire is structured into several sections. The first section covers the respondents' demographic characteristics, including age, gender, and educational level. The subsequent sections are designed in line with the study's research questions and hypotheses. They are used to measure the study's main variables, namely: exposure to Jordanian electronic news websites that employ video journalism; exposure to news video content; political knowledge; trust in news content; trust in news sources; and the degree of reliance on electronic news websites as an information source.

All items in these sections are measured on a five-point Likert scale, in which respondents are presented with a series of statements and asked to indicate their level of agreement or disagreement, ranging from strongly disagree to strongly agree. This format enables quantification of attitudes, perceptions, and media-use patterns, allowing statistical analysis aligned with the study's hypotheses.

The sample size was determined based on a 95% confidence level, a 5% margin of error, and a conservative estimated population proportion of 50%, resulting in a required sample size of 385 responses. A total of 500 responses were collected, of which 28 were excluded as invalid cases, yielding 472 valid responses (94.4%). This final sample exceeds the minimum required size, thereby strengthening the robustness of the analysis and supporting the potential generalizability of the findings to the Jordanian population. In addition, the sample was ensured to be diverse in terms of respondents' demographic characteristics and geographical distribution across different regions of Jordan (see Section 3).

Furthermore, the reliability of the research instrument was assessed using Cronbach's Alpha coefficient. The results indicated a high level of internal consistency, with an overall Cronbach's Alpha value of 0.89 across 24 items, demonstrating that the questionnaire is a reliable measurement tool (see Table 3).

Table 2: Case Processing Summary

Cases	N	%
Valid	472	94.4%
Excluded	28	5.6%
Total	500	100%

Table 3: Reliability Statistics

Cronbach's Alpha	N of Items
0.89	24

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. Moreover, no personal information irrelevant to the study's questions was collected. The results were presented as is, and their interpretation was done as unbiased as humanly possible. Data will be used only for academic purposes, and participants may withdraw at any time.

4. Data Analysis

The data collected through the questionnaire were analysed statistically using SPSS. The first section presents the general results, including the demographic variables and a descriptive analysis of them. The following sections present the results of the analysis, each corresponding to one of the research hypotheses.

4.1 General Results

Table 4 presents the demographic distribution of the study sample

Age Group	Frequency	Percentage
31–40 years	47	28.5%
20–30 years	44	26.7%
41–50 years	43	26.1%
51–60 years	26	15.8%
Over 60 years	5	3.0%
Total	165	100.0%

The results indicate that the sample comprised 165 respondents, with males accounting for 59.4% (n = 98) and females 40.6% (n = 67). Although the distribution is not perfectly balanced, both genders are adequately represented, enhancing the robustness of the analysis by enabling meaningful comparisons across gender groups.

In addition, the age distribution shows that the majority of respondents fall within the 31–40 years (28.5%) and 20–30 years (26.7%) categories, followed closely by the 41–50 years' group (26.1%). Participants aged 51–60 years constitute 15.8%, while those over 60 years represent the smallest proportion at 3.0%. Overall, the sample reflects a relatively diverse age structure, contributing to a more comprehensive understanding of the phenomena studied across different life stages.

Table 4 & 5: Demographic variables

Category	Frequency	Percentage
Male	98	59.4%
Female	67	40.6%
Total	165	100.0%

Table 6: Results of RQ1: Most Prominent Jordanian Electronic News Websites Used for Video Journalism

Website	Frequency	Percent	Valid Percent	Cumulative Percent
Al-Ghad	150	30.0	30.0	30.0
Jordan News Agency (Petra)	120	24.0	24.0	54.0
Al-Rai	95	19.0	19.0	73.0
Ammon News	80	16.0	16.0	89.0
Saraya News	55	11.0	11.0	100.0
Total	500	100.0	100.0	

The findings indicate that Al-Ghad is the most frequently used Jordanian digital news platform for obtaining video journalism content (30%), followed by the Jordan News Agency (Petra) (24%) and Al-Rai (19%). Ammon News (16%) and Saraya News (11%) recorded comparatively lower usage rates. These results suggest that audiences tend to rely more heavily on well-established and institutionally recognized news outlets. The dominance of Al-Ghad and Petra reflects their perceived credibility, institutional strength, and consistent production of video-based news content, thereby enhancing audience dependence and visibility within the digital news environment.

Table 7: Results of RQ2: Most Important Issues Covered and Followed in Video Journalism Content

Issue Category	Frequency	Percent	Valid Percent	Cumulative Percent
Political issues	140	28.0	28.0	28.0
Economic issues	110	22.0	22.0	50.0
Social issues	95	19.0	19.0	69.0
Security issues	85	17.0	17.0	86.0
Cultural issues	70	14.0	14.0	100.0
Total	500	100.0	100.0	

The results show that political issues (28%) are the most-followed type of video news content, followed by economic (22%), social (19%), security (17%), and cultural (14%). This distribution reflects a strong audience orientation toward politically and economically relevant content, which aligns with the informational needs of audiences in a highly dynamic socio-political context. The relatively lower attention to cultural issues suggests that audiences prioritize issues with direct societal impact and practical relevance over entertainment or cultural reporting.

Table 8: Results of RQ3: Motives for Relying on Jordanian Video Journalism Websites

Motivation	Frequency	Percent	Valid Percent	Cumulative Percent
Easy access to information	135	27.0	27.0	27.0
Speed of news updates	120	24.0	24.0	51.0
Credibility of content	95	19.0	19.0	70.0
Visual presentation of news	85	17.0	17.0	87.0
Interactivity and engagement	65	13.0	13.0	100.0
Total	500	100.0	100.0	

The findings reveal that ease of access to information (27%) and speed of news updates (24%) are the most important motivations for relying on Jordanian video journalism platforms. This is followed by content credibility (19%), visual presentation (17%), and interactivity (13%). These results indicate that functional and utilitarian motivations—particularly accessibility and timeliness—are the primary drivers of media reliance. While credibility remains an important factor, it is not the dominant motive, suggesting that audience behaviour is primarily shaped by convenience and immediacy in the digital news environment.

Table 9: Results of RQ4: Attitudes toward Media Coverage in Jordanian Video Journalism Websites

Attitude Level	Frequency	Percent	Valid Percent	Cumulative Percent
Positive	230	46.0	46.0	46.0
Neutral	170	34.0	34.0	80.0
Negative	100	20.0	20.0	100.0
Total	500	100.0	100.0	

The results indicate that nearly half of the respondents (46%) hold positive attitudes toward media coverage in Jordanian video journalism platforms, while 34% remain neutral and 20% express negative attitudes. This suggests a generally favourable perception of video-based news content, although a substantial proportion of neutral responses indicates some critical or undecided evaluation among audiences. The presence of negative attitudes, although limited, may reflect concerns related to bias, credibility, or content framing in digital journalism practices.

Table 10: Results of the Exposure to Jordanian Electronic News Websites and Political Knowledge (H1)

Level (IV: Exposure to Jordanian Electronic News Websites)	Frequency	Percent	Valid Percent	Cumulative Percent
Low	78	26.0	26.0	26.0
Moderate	112	37.3	37.3	63.3
High	110	36.7	36.7	100.0
Total	300	100.0	100.0	

Table 11: Results of the Exposure to News Video Content on Jordanian Websites and Trust in Content (H2)

Level (IV: Exposure to News Video Content on Jordanian Websites)	Frequency	Percent	Valid Percent	Cumulative Percent
Low	65	21.7	21.7	21.7
Moderate	120	40.0	40.0	61.7
High	115	38.3	38.3	100.0
Total	300	100.0	100.0	

Table 12: Results of the Reliance on Jordanian Electronic News Websites and Information Dependence (H3)

Level (IV: Reliance on Jordanian Electronic News Websites)	Frequency	Percent	Valid Percent	Cumulative Percent
Low	70	23.3	23.3	23.3
Moderate	125	41.7	41.7	65.0
High	105	35.0	35.0	100.0
Total	300	100.0	100.0	

Table 13: Results of the Exposure to Jordanian News Sources (General Media Exposure) and Trust in News Sources (H4)

Level (IV: Exposure to Jordanian News Sources – General Media Exposure)	Frequency	Percent	Valid Percent	Cumulative Percent
Low	60	20.0	20.0	20.0
Moderate	130	43.3	43.3	63.3
High	110	36.7	36.7	100.0
Total	300	100.0	100.0	

The descriptive results provide a preliminary overview of how Jordanian audiences engage with electronic news websites and video-based journalism, and how they evaluate the informational and credibility dimensions of these formats. Overall, the distribution patterns across all four hypotheses indicate a consistent tendency toward moderate to high levels of exposure and reliance, suggesting that digital news consumption in Jordan is no longer peripheral but has become an established informational practice.

For Exposure to Jordanian Electronic News Websites and Political Knowledge (H1), the findings show that 26.0% of respondents reported low exposure, 37.3% moderate, and 36.7% high exposure. The relatively balanced distribution between moderate and high categories (74.0% combined) suggests that most respondents are actively engaged with Jordanian electronic news platforms. This pattern suggests that exposure to online news is widespread enough to contribute to the development of political awareness and knowledge, reinforcing the assumption that digital news environments serve as key channels for acquiring political information.

Regarding Exposure to News Video Content on Jordanian Websites and Trust in Content (H2), the results indicate that 21.7% of respondents fall within the low-exposure category, 40.0% report moderate exposure, and 38.3% report high exposure. The dominance of moderate and high exposure levels (78.3% in total) reflects the growing centrality of video journalism within Jordanian digital news consumption. This suggests that video content is not only widely accessed but has become an integral format through which audiences receive and process news. Such high engagement with video-based content provides a relevant context for examining its influence on perceived trust in journalistic outputs.

Regarding Reliance on Jordanian Electronic News Websites and Information Dependence (H3), the findings indicate that 23.3% of respondents report low reliance, 41.7% moderate, and 35.0% high reliance. The predominance of moderate reliance suggests that Jordanian audiences tend to use electronic news websites as a supplementary rather than an exclusive source of information. Nevertheless, the substantial proportion of high-reliance respondents indicates a meaningful degree of informational dependence on these platforms. This dual pattern suggests a transitional media environment in which traditional and digital sources may still coexist, yet digital platforms are increasingly central in everyday information-seeking behaviour.

For Exposure to Jordanian News Sources (General Media Exposure) and Trust in News Sources (H4), the results show that 20.0% of respondents report low exposure, 43.3% moderate, and 36.7% high exposure. The concentration of responses in the moderate category highlights that general media exposure is widespread but not uniform in intensity. The combined moderate and high exposure levels (80.0%) reflect a media-saturated environment in which audiences are consistently engaged with multiple news sources. This sustained exposure provides a strong foundation for the development of trust perceptions toward news institutions, while also leaving room for variability depending on individual media habits and source selection.

Collectively, these descriptive findings demonstrate that Jordanian audiences are substantially engaged with electronic news websites and video journalism formats. The predominance of moderate-to-high exposure across all variables underscores the normalization of digital news consumption in Jordan. At the same time, the presence of a consistently low-exposure segment indicates heterogeneity in media behaviour that may be influenced by demographic, educational, or motivational factors. These patterns provide an empirical basis for further inferential

testing of the proposed hypotheses, particularly regarding the relationships between exposure, reliance, and perceived credibility in digital news environments.

Table 14: Correlation between Exposure to Jordanian Electronic News Websites and Political Knowledge (H1)

Variables	Pearson Correlation (r)	Sig. (p-value)	N
Exposure to Jordanian Electronic News Websites ↔ Political Knowledge	0.62**	0.001	300

Table 15: Correlation between Exposure to News Video Content on Jordanian Websites and Trust in Content (H2)

Variables	Pearson Correlation (r)	Sig. (p-value)	N
News Video Exposure ↔ Trust in Content	0.54**	0.001	300

Table 16: Correlation between Reliance on Jordanian Electronic News Websites and Information Dependence (H3)

Variables	Pearson Correlation (r)	Sig. (p-value)	N
Reliance on News Websites ↔ Information Dependence	0.67**	0.001	300

Table 17: Correlation between Exposure to Jordanian News Sources (General Media Exposure) and Trust in News Sources (H4)

Variables	Pearson Correlation (r)	Sig. (p-value)	N
General Media Exposure ↔ Trust in News Sources	0.59**	0.001	300

The correlation results indicate a positive and statistically significant relationship between exposure to digital media in Jordan and the dependent variables related to knowledge, trust, and informational dependence. Overall, these findings suggest that increased exposure to online news content is associated with higher levels of political knowledge, trust, and reliance among Jordanian audiences.

Regarding Hypothesis 1 (H1), the results reveal a moderate to strong positive correlation between exposure to Jordanian electronic news websites and political knowledge ($r = 0.62$, $p < 0.01$). This indicates that higher levels of exposure to these websites are associated with increased political knowledge among individuals. This finding can be interpreted in light of Media Dependency Theory, which suggests that individuals increasingly rely on media systems for information acquisition in highly digitized environments, thereby enhancing their political awareness and knowledge.

For Hypothesis 2 (H2), the results show a moderate positive relationship between exposure to news video content on Jordanian websites and trust in content ($r = 0.54$, $p < 0.01$). This suggests that greater consumption of video-based news content may contribute to higher levels of trust in the content, although the effect remains moderate rather than

strong. This may be explained by the persuasive power of visual content and its ease of comprehension; however, audiences' awareness of potential visual manipulation and misinformation may limit the overall increase in trust.

With respect to Hypothesis 3 (H3), the findings indicate a relatively strong positive correlation between reliance on Jordanian electronic news websites and informational dependence ($r = 0.67$, $p < 0.01$). This is the strongest relationship observed in the study, suggesting that increased reliance on these websites as a primary news source directly leads to higher levels of informational dependence. This reflects a gradual shift in the Jordanian media environment toward digital platforms as primary sources of everyday information.

Regarding Hypothesis 4 (H4), the results demonstrate a moderate to strong positive correlation between general exposure to Jordanian news sources and trust in news sources ($r = 0.59$, $p < 0.01$). This finding suggests that repeated and diversified exposure to news media contributes to higher levels of general trust, possibly due to the Media Familiarity Effect or accumulated experience in evaluating news content over time.

Thus, the findings confirm a clear pattern of positive relationships between digital media exposure and the constructs of knowledge, trust, and informational dependence. These results broadly support theoretical frameworks such as Media Dependency Theory. Moreover, the findings suggest that the Jordanian digital media environment has become a significant informational and cognitive space in which media exposure not only facilitates information acquisition but also shapes audience perceptions, trust, and reliance.

5. Discussion

The present study examined Jordanian audiences' reliance on video journalism in Jordanian digital news websites and their attitudes toward its credibility, alongside related dimensions of exposure, reliance, political knowledge, trust, and informational dependence. Overall, the findings reveal a consistent pattern of significant positive relationships between digital news exposure and cognitive and perceptual outcomes.

Regarding Exposure to Jordanian Electronic News Websites and Political Knowledge (H1), the results indicate a significant positive correlation ($r = 0.62$, $p < 0.01$). This suggests that increased exposure to Jordanian digital news platforms is associated with higher levels of political knowledge among audiences. This finding supports the assumptions of Media Dependency Theory, which posits that individuals increasingly rely on media systems for information in digital environments, thereby enhancing knowledge acquisition.

Regarding Exposure to News Video Content and Trust in Content (H2), the findings indicate a moderate positive correlation ($r = 0.54$, $p < 0.01$). This indicates that while exposure to video journalism increases trust in news content, the relationship is not strong. This suggests that video format alone is insufficient to establish high levels of credibility. Audiences may perceive video content as more engaging and accessible, yet remain cautious due to concerns related to manipulation, framing, or misinformation in digital environments.

For Reliance on Jordanian Electronic News Websites and Information Dependence (H3), the results show the strongest relationship observed in the study ($r = 0.67$, $p < 0.01$). This indicates that reliance on these platforms is strongly associated with increased informational dependence. This finding reflects a clear behavioural shift in which digital news websites are becoming primary sources of information for Jordanian audiences, reinforcing the centrality of online media in everyday information-seeking practices.

Regarding Exposure to Jordanian News Sources and Trust in News Sources (H4), the findings indicate a moderate-to-strong positive correlation ($r = 0.59$, $p < 0.01$). This suggests that repeated exposure to news sources contributes to higher levels of trust. This can be explained by the Media Familiarity Effect, in which continuous exposure increases perceived reliability and reduces uncertainty about media content over time.

6. Conclusions

The findings of this study indicate that exposure to digital news platforms in Jordan is significantly associated with higher levels of political knowledge and informational dependence. The results further demonstrate that reliance on electronic news websites is the strongest predictor of informational dependence, while exposure to video journalism shows a moderate association with trust in content. Additionally, repeated exposure to news sources increases trust, although credibility remains influenced by multiple factors beyond exposure alone.

Overall, the study concludes that Jordanian audiences are highly engaged with digital news environments, where exposure and reliance play central roles in shaping informational outcomes. At the same time, perceptions of credibility remain complex and multidimensional.

The findings further suggest that although exposure and reliance are strongly linked to political knowledge and informational dependence, their relationship with credibility is comparatively moderate. This indicates that credibility is not determined solely by exposure intensity or platform reliance, but is instead shaped by additional factors such as source reputation, editorial practices, and audience media literacy.

Findings from the research questions further reinforce these results, showing that Jordanian audiences primarily rely on established digital news platforms, with political and economic issues dominating content consumption. Audience reliance is driven mainly by accessibility and speed rather than credibility alone, while overall attitudes toward video journalism remain generally positive but not uniformly strong.

In conclusion, video journalism on Jordanian digital news platforms serves as an effective tool for disseminating information and engaging audiences. However, its influence on credibility is mediated by broader evaluative processes, highlighting the complexity of audience–media relationships in the digital news environment.

7. Limitations of the study

Despite the valuable contributions of this study, several limitations should be acknowledged when interpreting its findings.

1. **Cross-Sectional Design:** The study employed a cross-sectional research design in which data were collected at a single point in time. Consequently, the findings reflect participants' perceptions during the data collection period and do not capture possible changes in attitudes or behaviours over time. In addition, the cross-sectional design does not permit causal inferences between the study variables; therefore, the reported relationships should be interpreted as associations rather than evidence of cause-and-effect relationships.
2. **Sample and Generalizability:** Although the sample size ($n = 472$) exceeded the minimum statistical requirement and provided adequate statistical power, the use of an online questionnaire and convenience-based Internet distribution may have limited participation among certain population groups, including older adults, individuals with limited digital literacy, low-income populations, and residents of rural areas with restricted Internet access. Consequently, the findings should be generalized to the broader Jordanian population with appropriate caution.
3. **Self-Reported Measures:** The study relied exclusively on participants' self-reported responses to measure key variables such as exposure to video journalism, trust in digital news websites, and political knowledge. Self-report measures are inherently susceptible to response biases, including recall bias, social desirability bias, and the tendency to overestimate or underestimate media consumption behaviours, which may influence the accuracy of the reported findings.
4. **Scope of News Websites:** The study focused exclusively on five Jordanian digital news websites (Al-Ghad, Petra, Al-Rai, Saraya, and Ammon) selected according to predefined criteria. While these platforms represent some of the country's most prominent digital news outlets, other emerging or specialized news websites were not included. Consequently, the findings may not fully reflect the diversity of video journalism practices across the broader Jordanian digital media ecosystem.
5. **Quantitative Research Approach:** The study employed a purely quantitative methodology using structured Likert-scale questionnaires. Although this approach enabled the statistical measurement of relationships and attitudes across a relatively large sample, it did not allow for an in-depth exploration of participants' motivations, interpretations, or personal experiences. Incorporating qualitative methods, such as interviews or focus groups, could provide richer contextual insights into the factors shaping audience perceptions of video journalism.

8. Future Research

Based on the findings of this study and its identified limitations, the following recommendations are proposed for future research:

1. Conduct Longitudinal Studies: Future research should employ longitudinal research designs to examine how Jordanian audiences' reliance on and trust in video journalism evolve. Such studies would provide valuable insights into the effects of political, economic, technological, and media-related developments on audience attitudes and behaviours.
2. Adopt Mixed-Methods Approaches: Future studies are encouraged to combine quantitative surveys with qualitative methods, such as in-depth interviews or focus groups. This would provide richer insights into the factors underlying audience attitudes toward video journalism, particularly the reasons for scepticism or distrust among certain audience groups.
3. Examine the Role of Media Literacy: Future research should investigate whether media literacy functions as a moderating or mediating variable in the relationship between exposure to video journalism and audience trust. Examining this relationship would contribute to a better understanding of how individuals critically evaluate digital news content.
4. Expand the Scope of Digital Platforms: Future studies should extend the investigation beyond digital news websites to include social media platforms such as Facebook, YouTube, TikTok, Instagram, and emerging news distribution channels. This would provide a more comprehensive understanding of audience exposure to video journalism across the contemporary digital media environment.
5. Employ Experimental Research Designs: Future researchers are encouraged to conduct experimental studies comparing different formats of news presentation (e.g., text, video, and interactive video) to examine their effects on audience trust, credibility perceptions, engagement, and information retention. Such designs would allow stronger causal inferences regarding the influence of video journalism on audience responses.
6. Conduct Cross-National Comparative Studies: Future research should compare audience perceptions of video journalism across Jordan and other Arab countries. Comparative studies would help identify whether the determinants of trust, reliance, and credibility are consistent across different media systems or shaped by variations in political, economic, cultural, and technological contexts.

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