



Mobile Curated News Readers' Intention to Read Full-length Articles: Focusing on Heuristic and Systematic Factors

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Abstract

Background: *Mobile curated (shortened) news is now increasingly popular. Each curated news article is accompanied by a link that readers can click to read the full-length article on the news provider's website. To date, little empirical research has examined the factors that influence mobile newsreaders' intentions to read full-length articles from their curated short forms. To address this gap, this study employs the Heuristic-Systematic Model (HSM) of information processing and examines: 1) how the heuristic and systematic factors of online curated news influence newsreaders' intention to read full-length articles; and 2) how newsreaders' language proficiency levels moderate these effects.*

Method: *A survey was conducted with 195 participants recruited from Amazon MTurk. The participants first read a sample curated news item developed for this study and then filled out the questionnaire to measure the variables of interest. To test the hypotheses, a partial least square method was used with SmartPLS 4.0.*

Results: *Our results showed that people have stronger intentions to read full-length articles when they perceive the curated news to have highly relevant information, an attractive title, a credible source, or less understandable information. Furthermore, newsreaders' language proficiency level has a moderating impact on some of these effects. The effects of these factors can be attributed to how they influence newsreaders' reading behaviors and their heuristic or systematic processing of the curated news.*

Conclusion: *The curated news can be properly designed to motivate newsreaders' intention to read full-length articles. The findings contribute to the body of knowledge on HSM and mobile news adoption. The findings also provide mobile-curated news service providers and online full-length news media platforms with valuable practical implications.*

Keywords: Curated News, Heuristic and Systematic Model, Mobile News, Information Quality, Source Credibility.

This research article was submitted on November-2022 and under two revisions, accepted on April-2023.

Citation: Puri, M., Lee, K. Y., Deval, H., Deng, Q., Gonzalez, P., & Song, Y. H. (2023). Mobile Curated News Readers' Intention to Read Full-length Articles: Focusing on Heuristic and Systematic Factors. *Pacific Asia Journal of the Association for Information Systems*, 15(2), 60-87. <https://doi.org/10.17705/1pais.15203>

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Introduction

Smartphones have significantly affected users' news consumption habits (Dunaway et al., 2018). In recent years, the popularity of mobile news has steadily grown. According to a study published by the Pew Research Center in 2020, 86% of surveyed U.S. adults said they preferred to receive news sometimes or often through mobile devices, which percentage has more than doubled from 40% in 2013 (Pew Research Center, 2021). On mobile devices, users can access news through several channels such as news websites via mobile web browsers, mobile news apps, search engines, social media, and podcasts. A recent survey shows that about two-thirds of U.S. adults access news at least sometimes from news websites, apps, (68%) or search engines (65%), and about half (53%) say they access news from social media (Shearer, 2021).

On mobile devices, because of their limited screen sizes, the news is often displayed in a curated format where the original full-length news content is presented as a condensed article providing the highlights of a given news story, thereby giving the reader the main idea of the story often in fewer than 100 words (Gangwar, 2016). In the online world, curated news can be found in a wide variety of places such as mobile news apps and websites (e.g., Alltop, News360, Panda, Techmeme, Flipboard, and Pocket) and social media (e.g., Facebook, Twitter, Reddit, and LinkedIn). Typically, curating a news story requires deep analysis and several critical steps such as collection, validation, preservation, adding value, synthesis, formatting, and crediting to highlight the story's most exciting and engaging elements (Good, 2016). While some companies rely on a designated news curation team to curate news items manually, many mobile news service providers have recently started employing artificial intelligence to conduct this task with the objectives of attracting readers' attention, motivating them to engage with news content, and getting readers to click on a link that takes them to the original full-length article (Gupta, 2020). This click-through engagement is vital to news media and mobile news providers because when a reader clicks the link and is redirected to the source website (i.e., the full-length article), the source news website receives revenue from the accompanying advertisements. The revenue is then shared with mobile news providers (Qadri, 2021). However, the trend of "snacking" or "grazing" on the news—i.e., quickly checking headlines to keep up—poses increasing challenges to this business model (Schäfer, 2020). While most people check their mobile phones 58 times a day, 30 of these times are during working hours, and 70% of sessions are less than two minutes long (Zalani, 2023). This habit of mobile phone use, together with the tendency of mobile users to be exposed continuously to vast amounts of information through mobile devices, further nurtures this "snack culture", leads people to consume news in shorter and more inattentive sessions, and decreases their incentive to read full-length articles (Molyneux, 2015).

Although some studies have examined factors that influence the adoption of mobile news (apps), to the best of our knowledge, little empirical research has examined the factors that influence mobile newsreaders' intentions to read full-length articles from their curated short forms. To address this gap, we employ the Heuristic-Systematic Model (HSM) of information processing (Chaiken, 1980) to identify elements embedded in curated news that may increase a reader's intention to visit the linked news website to read the full-length article. More specifically, this study examines whether and how systematic (i.e., selected information quality dimensions of an article's excerpt) and heuristic cues (i.e., the credibility of journals and title attractiveness) influence mobile newsreaders' intentions to read a full-length article and how these effects are moderated by readers' language proficiency. Through this investigation, the current study will answer the following research questions.

RQ1. How do the heuristic and systematic factors of online curated news influence the reader's intention to read full-length articles?

RQ2. How does readers' language proficiency moderate the relationship between heuristic and systematic factors and their intention to read full-length articles?

To answer the research questions, survey data from individuals who read news using their mobile devices are collected. Through analyzing the 195 surveys using the partial least square technique (i.e., SmartPLS 4.0), this study revealed that information relevancy, title attractiveness, and source credibility are positively associated with mobile news consumers' intentions to continue reading full-length articles, while information understandability decreases such intentions. Furthermore, the findings also revealed that readers' language proficiency moderates or mitigates the relationships between some heuristic-systematic cues and the intention to continue reading full-length articles. This study contributes to the theory of the heuristic and systematic model of information processing and the literature on mobile news. The findings also have several practical implications for those who create, distribute, and read online curated news.

The rest of this paper is organized as follows. The following section provides the literature review and theoretical foundation of this paper, followed by hypothesis development. Then the methodology will be described, and data analysis and findings will be presented. The study ends with implications, limitations, and conclusions.

Theoretical Background

Literature Review on the Adoption of Online/Mobile News Media

This section provides an overview of prior research examining the adoption of online news media, including curated news and its contributing factors. "Mobile news" in this study refers to news delivered to a user's mobile devices from various news sources such as online news media websites (e.g., *Washington Post*), news services of search portal sites (e.g., Google or Yahoo News) or social media (e.g., news posted on Facebook or Twitter), or news apps (e.g. The Week, Flipboard, etc.) (Westlund, 2013). Regardless of the channels whereby news readers receive or subscribe to their news articles, those news articles are often tailored (curated) to individual users' preferences. Thus, "curated news" refers to abbreviated summaries of news content often accompanied by links to longer source articles (Wohn & Ahmadi, 2019).

Wolf and Schnauber's (2015) study of news consumption in the smartphone era found that mobile devices have the potential to replace other media platforms as consumers' primary sources of news due to their multi-optionality and flexibility. However, these findings do not prove that established media organizations will lose their position as main news-creating institutions; rather, they indicate that the ongoing adoption of mobile devices creates the possibility that they will replace offline news platforms in some circumstances. Chan-Olmsted et al. (2013) found that the perceived relative advantage, utility, and ease of use of mobile news were positively related to mobile news adoption. In addition, their findings revealed that young adults' news consumption patterns, preferences, and use of different news media also played major roles in their adoption of mobile news. Notably, the findings also indicated that owning a smartphone was an important facilitating condition for adopting mobile news over using traditional media. Smartphones are a relatively new medium through which people can access news and obtain other forms of information. Molyneux (2015) examined people's news consumption habits on mobile devices to identify where and how these devices fit into people's media repertoires and found that people engaged with news via their mobile devices or smartphones more often, but that these engagements were shorter in duration compared to

other platforms (e.g., print media, computers, television, or radio). These results suggest that smartphones encourage “news snacking” to a greater extent than more traditional forms of news consumption. Elangovan and Gupta (2015) compared the attitudes toward using smartphone news apps and the attitudes toward using print news media based on the Technology Acceptance Model (Davis, 1989), finding that usefulness and ease of use are positively associated with readers’ attitudes toward both news apps and print media, and that newsreaders’ dissonance (the mental conflict each user undergoes when choosing among print media and news apps) plays an important role in users’ mindful intention to choose smartphone news apps or print news media.

Literature Review on Mobile and Curated News

Another prominent change brought about by increased smartphone use has been the migration of news readers from their PCs to their mobile phones. Furthermore, with the recent emergence of countless mobile news providers, mobile newsreaders can easily find alternatives and switch among different mobile news providers at low cost (Ye et al., 2019). Such complex migrations of readers, along with the small screen sizes of smartphones and people’s busy lifestyles, have led to greater curation of mobile news with more sensational and provocative content (Santana & Dozier, 2019). As such, some researchers have directed their efforts toward finding ways to improve curation practices and increase reader engagement. Wohn and Ahmadi (2019) suggested that curated news articles, also known as micro-news, are more spontaneous than traditional news articles, as they are updated throughout the day and are continuously available to the user. They argue that micro-news consumption requires less cognitive effort than full-form news, as it is strictly a summary and does not go into any in-depth detail. Wohn and Ahmadi (2019) also found that people adopt and continue to consume curated news for five main reasons: to seek information, to pass time, for social utility, for entertainment, and out of habit. Schneider and de Souza (2016) found that user engagement is influenced by how news stories are curated on social media, and that engagement especially increases when users can participate in and recreate curated news stories originally by other people. Hong and Pae (2017) found that timeliness is not a key factor influencing people’s consumption of curated news articles; if readers want the most up-to-date news, they turn to traditional news sources (i.e., newspapers, TV, etc.). It has also been found that younger people engaged more in online curated news creation and actively personalized such news (i.e., news feed curation) using social media (Holton et al., 2015; Lee et al., 2019). Counterintuitively, some readers use curated news feeds to avoid specific content by hiding or reporting unwanted curated news headlines, and such efforts enable readers to focus more on curated news topics of interest (Lee et al., 2019). Thus, they argue that despite people’s positive attitudes towards mobile curated news, it is best thought of as a supplement to rather than a replacement for traditional news sources.

Although we know that mobile news service providers use recommendation engines or artificial intelligence to compile a list of curated news articles for individual readers to engage with (Gupta, 2020), we still do not know what specific characteristics of curated news articles motivate users to read full-length articles. Thus, the present research contributes to the literature on mobile news adoption by identifying the heuristic and systematic factors that motivate mobile curated newsreaders to visit source websites to read full-length articles and by empirically examining their relative impacts.

Heuristic Systematic Model of Information Processing

The Heuristic-Systematic Model (HSM) proposes two distinct modes of processing information. Systematic processing involves attempts to understand information thoroughly through in-depth consideration. Heuristic processing, in contrast, entails focusing on noticeable and easily understandable cues in order to make quicker judgments (Chaiken, 1980, 1987; Chen & Chaiken, 1999). Hence, heuristic processing is less demanding and more efficient, so

people tend to engage in heuristic processing unless they are both able and motivated to think carefully (Chaiken & Ledgerwood, 2012). Under the peripheral route, the message source may serve as a heuristic cue (Kang & Herr, 2006). For example, a credible source such as *Consumer Reports* or Wirecutter (cue) providing a product review can activate a rule such as "experts can be trusted" (heuristic) and thus lead people to evaluate a given message and its validity favorably. Reading the entire process of evaluation and assessing its trustworthiness will, however, require systematic processing and the ability and motivation to read the entire text of the product review.

Since its introduction, the HSM has been applied in the information systems literature to examine various phenomena related to information processing and persuasion (Dang et al., 2021; Gupta & Harris, 2010; Vijay et al., 2017; Watts & Zhang, 2008; Zhang et al., 2014). For example, HSM has been used to examine how members of online communities adopt information taken from messages shared by other community members to help resolve problems in their online community (Watts & Zhang, 2008). Zhang et al. (2014) have shown that systematic factors (quality of the arguments made in online reviews) and heuristic factors (i.e., source credibility and perceived quantity of reviews) have an impact on purchase intentions. Vijay and colleagues (2017) examined the influence of information and source characteristics on consumers' adoption of online reviews and identified information credibility, argument quality, quantity sufficiency, and source credibility as key variables of this adoption. Another study explored the heuristics of trustworthiness that young Vietnamese users use to assess Facebook's online content (Dang et al., 2021).

Similarly, the impact of electronic word-of-mouth (e-WOM) has been shown to lead more motivated consumers to spend more time making choices (systematic route), while consumers with less motivation to process information make suboptimal decisions based on e-WOM recommendations (heuristic route) (Gupta & Harris, 2010). More recently, Lee et al. (2021) found that when customers' ratings are trustworthy, people use heuristic processing to make a purchasing decision, but having less trustworthy ratings makes them focus more on systematic processing to buy a product. When people make a travel planning decision based on an AI-aided system's recommendation, travellers rely more on systemic cues in the adoption of an AI-aided system compared to heuristic cues (Shi et al., 2021). Our study will leverage HSM to explain the key factors driving users' information adoption behaviors related to mobile curated news.

The mobile environment provides readers with vast amounts of information by delivering curated news articles based on their profiles, online activity, and news consumption behaviors, typically in the form of shortened articles. Some prior research has focused on the adoption or the continuance intentions of online news (e.g., Chan-Olmsted et al., 2013) or mobile news (Chan, 2015; Cheng et al., 2020; Wolf & Schnauber, 2015; Xu et al., 2014) and learning from the full versions of online news (Eveland et al., 2002; Opgenhaffen & d'Haenens, 2011). However, to the best of our knowledge, there has been little empirical research examining the adoption of mobile curated news articles or examining the factors that motivate a reader to click a link in such articles in order to read their full-length versions. To address this gap, we use HSM to analyze the systematic and heuristic cues embedded in shortened news articles that may motivate the reader to click on the link and read the original full-length article. The results of this research have practical implications for those who generate, distribute, and read mobile curated news. The systematic cue analyzed in this study will be the users' perceptions of the various quality dimensions of information in shortened news articles, while the heuristic cues will include news media credibility and title attractiveness.

Systematic Cues in a Shortened/Curated News Article: Information Quality of the News

Most mobile curated news articles consist of four main elements: *a title or headline; a short summary; the name of the original news media website (i.e., source website); and a link to the site.* In this study, we will theoretically ground our study in these factors in the HSM. The summary can be considered a systematic cue, as it involves relatively more processing effort as the reader assesses its information quality dimensions. Online information quality (IQ) has undergone reconceptualization since it was first introduced by DeLone and McLean (2003). Lee et al. (2002), for example, divided information quality dimensions into four main categories: intrinsic IQ, which refers to a story's accuracy, precision, reliability, and freedom from bias; contextual IQ, which refers to a story's importance, relevance, usefulness, informativeness, sufficiency, completeness, currency, and timeliness; representational IQ, which refers to a story's understandability, readability, clarity, format, appearance, conciseness, uniqueness, and comparability; and accessibility IQ, which refers to a story's usability, quantitiveness, and convenience of access. The importance of IQ in building a successful Information System (IS) (DeLone & McLean, 2003) has been shown in a variety of contexts such as the adoption of Knowledge Management Systems (KMS) (Kuo & Lee, 2009), the adoption of management information systems to enhance organizational performance (Al-Mamary et al., 2014), and customer experiences when using mobile apps (Ho & Hsu, 2022). Although there are various dimensions of IQ, it has been suggested that the application and selection of IQ dimensions will vary depending on the type of IS and use context. For instance, Nelson et al. (2005) suggested that the relative importance of these IQ dimensions may not be transferrable beyond the context of a given study. In addition, DeLone and McLean (2003) have suggested that authors may select IQ dimensions based on their research focus. Certain dimensions of IQ bear little relevance to the context of curated news articles and our dependent variable of focus (newsreaders' intention to read a full-length article after reading a curated news article). For example, all information from news articles is likely to be recent, and we do not expect information timeliness to present significant variances. Similarly, a concise presentation is inherent in the given format of an online curated article, so we did not include conciseness among our dimensions. We also wanted to study IQ within the boundaries of a message that would naturally be error-free and believable, with no ambiguous information that would impede interpretability. Given this, we have selected the following three dimensions for use in this study: completeness, relevancy, and understandability, which are likely to be perceived differently by different readers and are also related to the dependent variable of this study.

Relevancy refers to the degree to which a curated news article is useful to the reader. This dimension can play a significant role in examining the information quality of the article summary, as readers will be more likely to click the link and read the full-length article if the summary effectively conveys the article's relevance to the reader's interests or purpose in reading it.

Completeness is the degree to which the information available in a curated news article is complete in and of itself. Information completeness has been found to be a positive factor in information adoption or system adoption (DeLone & McLean, 2003), but we expect that readers may be less likely to read a full-length article if the information in the curated article provides sufficient closure.

Understandability refers to the degree to which the information in the shortened article is clear and comprehensible to the reader. Previous literature suggests that in the present research context, information understandability is positively related to information adoption (Kuo & Lee, 2009; Al-Mamary et al., 2014). However, we posit that information understandability may work differently from the findings of extant studies in the present research context, as readers will be presented with mobile curated articles that contain only a few words from the original.

We identified these dimensions as having the most relevance to our context, given the nature of curated articles as well as our outcome of interest. To summarize, completeness, relevancy, and understandability will be the systematic cues to be examined in this study.

Heuristic Cues in a Curated News Article

Two elements are especially salient in the presentation of a curated article: the source of the original news article and the title. Both can be considered at a quick glance and therefore offer heuristic cues that do not require careful or effortful consideration. We consequently focused on both these elements and have grounded our central measures relating to these elements in the related research.

Based on the existing literature (e.g., Erdem & Swait, 2004; Veasna et al., 2013), we define *source credibility* as the perceived trustworthiness and believability of the original source of the content in a curated news article. Source credibility has been used to investigate multiple facets of information processing and persuasion (for a review, see Pornpitakpan, 2004). Source credibility has also been related to the concept of trust—specifically, how trust influences users' intention to engage in an online service provided (e.g., purchase or social content (Friedrich, 2016). For example, and relevant to our context, Sundar et al. (2007) studied the behavior of readers dealing with overload in choosing from selections of news articles on Google News and other news bots and showed the important impact of source credibility, finding that articles with a high degree of source credibility were more likely to be selected. Similarly, Watts and Zhang (2008) found that messages with higher source credibility were strongly associated with higher levels of information adoption among members of an online community. Mobile curated news articles generally provide information about the article's source, and based on the above results, this source information may be critical in influencing whether a reader clicks on the link to reach the full-length article.

The title provides readers with an idea of the article's contents at a glance, and research has shown that its attractiveness can play a significant role in readers' intention toward information adoption in online content. *Title attractiveness* (the extent to which the title of a curated news article captures the reader's interest and motivates them to read further (Lee & Yang, 2015)) provides the reader with peripheral information about the content of the curated article. Lee and Yang (2015) argued that an attractive title may be sufficient to motivate a reader to read the full message. We, therefore, expect title attractiveness to play an important role in motivating readers to click on the link and read the full-length article. For instance, a news release about a new WhatsApp feature with the title "WhatsApp starts rolling out payments service in India from today" might garner more attention than an article entitled "New feature in WhatsApp." Lee and Yang's results (2015) suggested that helpfulness ratings and degrees of referencing were positively associated with new product developers' information adoption, while product ratings showed a negative association. Significantly, title attractiveness mitigated the relationship between heuristic cues (extremity of product ratings, helpfulness ratings) and information adoption, and it positively moderated the relationship between systematic cues (degree of disconfirmation, degree of referencing) and new product developers' information adoption. We thus anticipate title attractiveness to play a role as a heuristic cue in the context of our study.

Hypothesis Development

Based on the literature reviewed in the previous section, we propose the research model illustrated in Figure 1 and a set of hypotheses. In the proposed model, the information quality dimensions of a shortened article function as systematic cues, while source credibility and title attractiveness serve as heuristic cues. Briefly, information completeness and information understandability are negatively related to a reader's intention to read the full-length article,

while relevancy and heuristic cues (source credibility and title attractiveness) are positively related. Moreover, this study also explores whether and how readers' English language proficiency moderates the relationship between heuristic and systematic cues and their behavioral intentions.

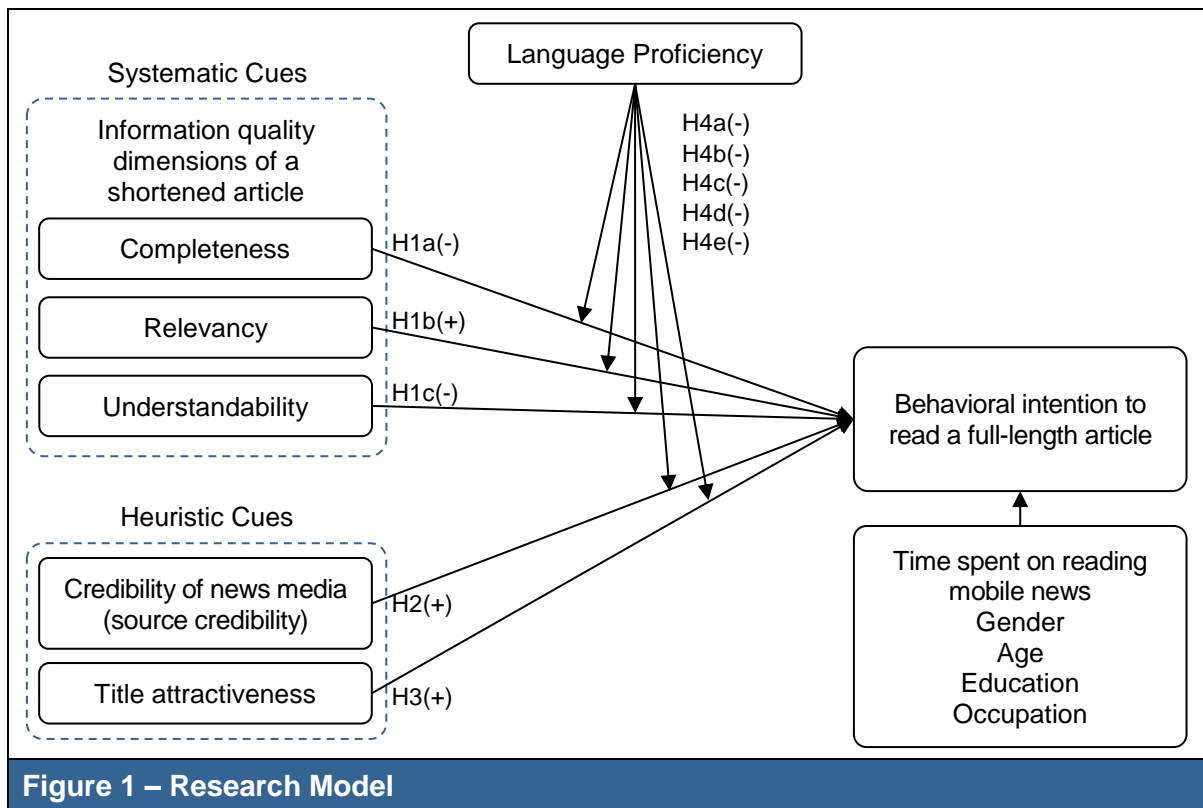


Figure 1 – Research Model

According to the literature on HSM theory, an individual's cognitive processes of information processing require the simultaneous processing of both heuristic and systematic cues, and the theory doesn't postulate that one route is used to the exclusion of the other (Todorov et al., 2002). However, even under the premise that information processing is driven by both cues at the same time, many studies on HSM have proposed and tested the roles of various heuristic and systematic cues separately to validate and compare the strength of the impact of heuristic and systematic cues on the dependent variables related to information processing (e.g., Lee & Yang, 2015; Watts & Zhang, 2008). In the context of mobile news readers as well, they simultaneously process the heuristic (title attractiveness and source credibility) and systematic (information quality dimensions) cues of curated news articles on their smartphones while reading them and would decide if they would like to read the full-length article that can be reached by clicking the link to the website. Based on this theoretical background and the context of this study, we provide our hypotheses below.

Impact of Systematic Cues

Curated (or shortened) news articles generally consist of a short excerpt from an original full-length article that conveys its content to the reader. In reading these shortened articles, readers can get a sense of the quality of the information being presented; therefore, the IQ of the shortened article can be considered a systematic cue. As mentioned, we have selected three sub-dimensions that we believe are especially relevant to curated articles: information completeness, information relevancy, and information understandability. Ye et al. (2019) suggested that these IQ dimensions have a positive relationship with the continuous reading of curated mobile news. Similarly, Freeze et al. (2010) found that in an e-learning system, these IQ dimensions and system quality had a significant positive relationship with system use.

However, we believe that the roles of these IQ dimensions will be different for the proposed dependent variables and intention to read the full-length article in the context of curated mobile news articles for the following reasons.

The first is information completeness. Although the literature suggests that information completeness is positively related to information adoption, we argue that this relationship does not hold for curated news articles: if readers can obtain all of the information in the article from the curated summary on their smartphone, they will be much less likely to click on the link and read the full-length article. Hence, we argue that in the case of curated news articles, information completeness has a negative relationship with behavioral intention to click the link and read the full-length article. Therefore, we hypothesize:

H1a: Information completeness is negatively associated with behavioral intention to read the full-length article.

Second, the literature found that information relevancy is positively related to information adoption (e.g., Freeze et al., 2010; Ye et al., 2019). Unlike the negative effect of information completeness of the curated news article, we argue that if readers perceive that information from an online source to be relevant to their lives or that reading this information adds value to their lives, then they will be more likely to continue reading. Therefore, we argue that people will be more likely to click the link and read the full-length article if they find that the curated version of a news article is relevant to their life or work after reading its actual content. As such, we hypothesize that information relevancy will have a positive relationship with behavioral intentions to click the link and read the full-length article:

H1b: Information relevancy is positively associated with behavioral intention to read the full-length article.

As for information understandability, extant studies suggest that understandability and information adoption are positively related (Freeze et al., 2010; Ye et al., 2019). If readers find it easy to obtain information from and understand online sources/e-learning materials, they are highly likely to continue using these sources. However, in the case of curated news articles, after an individual reader systematically processes reading the actual content of a curated news article that contains a few sentences (but the actual content has far more words than the title) and if they then find the information in the curated article itself to be completely understandable, readers might be less likely to click the link and read the full-length article. On the other hand, if the shortened article allows readers to understand the information completely, there will not be much point in reading the full-length article. Hence, we argue that information understandability has a negative relationship with behavioral intention to click and read the full-length article. Therefore:

H1c: Information understandability is negatively associated with behavioral intention to read the full-length article.

Impact of Heuristic Cues

Heuristic processing depends on peripheral cues that are immediately noticeable without requiring any detailed review. Literature on online news media adoption and studies on HSM suggest that source credibility and title attractiveness could be important heuristic cues in the context of our research on curated news articles. Both Wu and Wang (2011) and Veasna et al. (2013) defined source credibility as the trustworthiness and believability of the source of the online content being read. In other research, Watts and Zhang (2008) found source credibility to be positively related to information adoption vis-à-vis content-sharing in an online community. Similarly, a meta-analysis revealed that trust in the electronic services provided is

one of the most important psychological states influencing online users' behavior (Mou & Cohen, 2015).

Every curated news article provides the name of the source website from which it has been taken. We expect source credibility to play an important role in influencing readers' behavioral intentions with respect to the news article. If the reader perceives the source website as credible, they may be more likely to click the link and read the full-length article than if the source was unknown or not credible (e.g., a blog they have never heard of). Thus, we offer the following hypothesis:

H2. Source credibility is positively associated with behavioral intention to read the full-length article.

Banerjee and Chua (2019) found that the attractiveness of review titles and the credibility of descriptions of online hotel reviews are positively related to trust with respect to both review polarity and hotel category. Similarly, Lee and Yang's (2015) study of Amazon product reviews found that title attractiveness in online reviews is positively correlated with information adoption. In the context of our research, we believe that if the reader of the curated news article finds the title to be attractive, they will want to know more about it and seek out the full-length version. This results in the following hypothesis:

H3. Title attractiveness is positively associated with behavioral intention to read the full-length article.

Moderating Role of Language Proficiency

We posit that a user's language proficiency could alter the relationships between information processing cues (heuristic and systematic cues) and their intention to read full-length articles. Language proficiency has been found to influence one's reading behavior in various studies. Previous research revealed that language proficiency is positively related to reading comprehension, which in turn positively affects people's motivation for reading (Ahmadi, 2017; Asraf & Ahmad, 2003; Carrell, 1991). Furthermore, this research found that people with high reading motivation tend to read more and across a wider range (Schutte & Malouff, 2007). In a scenario with mobile device use, the always-on and always-connected feature of smart mobile devices has largely expanded the volume of information and increased information access (Li & Chan, 2022). At the same time, people are increasingly using mobile devices in shorter and more inattentive sessions, during which they often tend to encounter and process a large volume of information within a short time without paying full attention to it (Molyneux, 2018). As a result, mobile users often experience information overload and prefer readings that require fewer cognitive resources to process information presented on mobile devices (Li & Chan, 2022). Recent research found that information overload is even more likely to occur when reading news on social media (Bontcheva et al., 2013; Holton & Chyi, 2012). When reading news on mobile devices, language-proficient readers will spend less cognitive (information-processing) resources to comprehend the news content (Rahmani & Sadeghi, 2011), and they may better cope with information overload based on superior language capability.

Taking these findings together, we suggest that in the context of shortened (curated) news on smartphones, readers who are proficient in the language of the news articles will rely less on heuristic-systematic cues of curated news to determine whether to read full-length articles. Therefore, we propose that if a reader is fluent enough in the language used in the news article, the strength of the proposed relationships (both positive and negative) between the heuristic-systematic cues and their behavioral intentions to read the full-length article (i.e., "the intention" hereinafter) (H1~H3) will be reduced. Specifically, the strengths of the positive relationships: 1) between information relevancy and the intention, 2) between source credibility and the

intention, and 3) between the title attractiveness and the intention will be reduced when a newsreader has high language proficiency. With a higher motivation to read more due to their high level of proficiency (Ahmadi, 2017; Schutte & Malouff, 2007), those with high language proficiency might have stronger motivation (intention) to read a full-length news article without feeling the strong perceived relevance of the article to them (H1b), high level of perceived credibility of the news media (source) (H2), and very attractive news titles. One might think that those with higher language proficiency would seek to utilize more systematic information cues (i.e., information quality dimensions in this study) when reading a news article, but in the context of this study, which focuses on curated (shortened) news articles with a few words in the title and/or even in the main content, the effect of IQ dimensions will be diminished by readers' (with higher language proficiency) motivation to read more content in the full-length news article. In other words, high language proficiency will decrease the strength of the positive relationships between the positive information processing cues and the intention to read the full-length news article.

For the hypothesized negative relationships between two information quality dimensions (completeness and understandability) and the intention, the strength of the negative relationship will be reduced in a similar way that the sensitivity (variation or negative slope) of the intention against the unit change in the information completeness and understandability will be reduced due to higher motivation for reading more, caused by a high level of proficiency (Ahmadi, 2017; Schutte & Malouff, 2007). That is, high language proficiency will decrease the strength of the negative relationships between negative information processing cues and the intention to read the full-length news article. This line of thought yields the following hypotheses:

H4a. *Language proficiency has a mitigating effect on the negative relationship between information completeness and behavioral intention to continue reading the full-length article.*

H4b. *Language proficiency has a mitigating effect on the relationship between information relevancy and behavioral intention to continue reading the full-length article.*

H4c. *Language proficiency has a mitigating effect on the negative relationship between information understandability and behavioral intention to continue reading the full-length article.*

H4d. *Language proficiency has a mitigating effect on the relationship between source credibility and behavioral intention to continue reading the full-length article.*

H4e: *Language proficiency has a mitigating effect on the relationship between title attractiveness and behavioral intention to continue reading the full-length article.*

Research Methodology

Data Collection

As the focus of this study is the curated news read by newsreaders on smartphones, the target population is those newsreaders who read curated news articles (shortened news articles from full-length articles) using their smartphones. To validate the proposed model empirically, we developed an online survey questionnaire. Survey data collection was then administered twice via Amazon MTurk (one pilot study and the other main study), with the sampling frame comprising individuals who read news using their smartphones. Specifically, the users were recruited worldwide from countries supported by Hyperwallet¹, so any person who had never read a news article using their mobile phone was disqualified from participating in the survey.

¹ <https://blog.mturk.com/amazon-mechanical-turk-workers-in-23-countries-outside-of-the-us-can-now-transfer-their-earnings-98ec29ef7f7f>

MTurk was selected for use in this research because it provides a much more diverse sample than other means of collecting online survey samples (e.g., university students, snowball sampling, authors' social media wall posts, etc.) (Buhrmester et al., 2016). Additionally, no significant difference has been found in the reliability of data collected via Amazon MTurk compared to data collected through other means (Buhrmester et al., 2016).

A sample news article (Figure 2) was taken from a curated mobile news article and modified to measure the variables in our research model. The selection and modification of the sample news article were done to achieve a good level of variability for all variables (i.e., information quality dimensions, source credibility, and title attractiveness). A news article on Apple's search engine is chosen to capture a good level of variability among respondents, as everyone knows about the company "Apple" and the technology "search engine", but we believed that the perception of the relevance, completeness, and understandability of the information, as well as the title's attractiveness, would be different across different people. That is, it was expected that the article's information quality dimensions (completeness, understandability, and relevancy) and title attractiveness would vary across respondents, as it was likely that some would consider the title attractive and the content relevant to their lives while others would not. In addition, the respondents' different background knowledge levels would likely result in differing perceptions of whether the information in the shortened article was complete or understandable by itself within only about 60 words. We have modified the source of the news article to "Huffington Post" to achieve a good level of variability in the variable "source credibility", as the credibility of this outlet has been rated as "mixed" by readers because the credibility ratings of this news source are well spread-out across the continuum of "very credible ~ never heard of" (Watson, 2022).

First, a pilot test was conducted by collecting data from 60 participants from Amazon MTurk to test measurement validity and to check if the presented news article could achieve the intended variability in our variables. The participants were asked to read the article and then respond to the survey questions. The result of the pilot test shows good levels of variability and measurement properties of variables, so there was no modification made in the sample article or questionnaire.

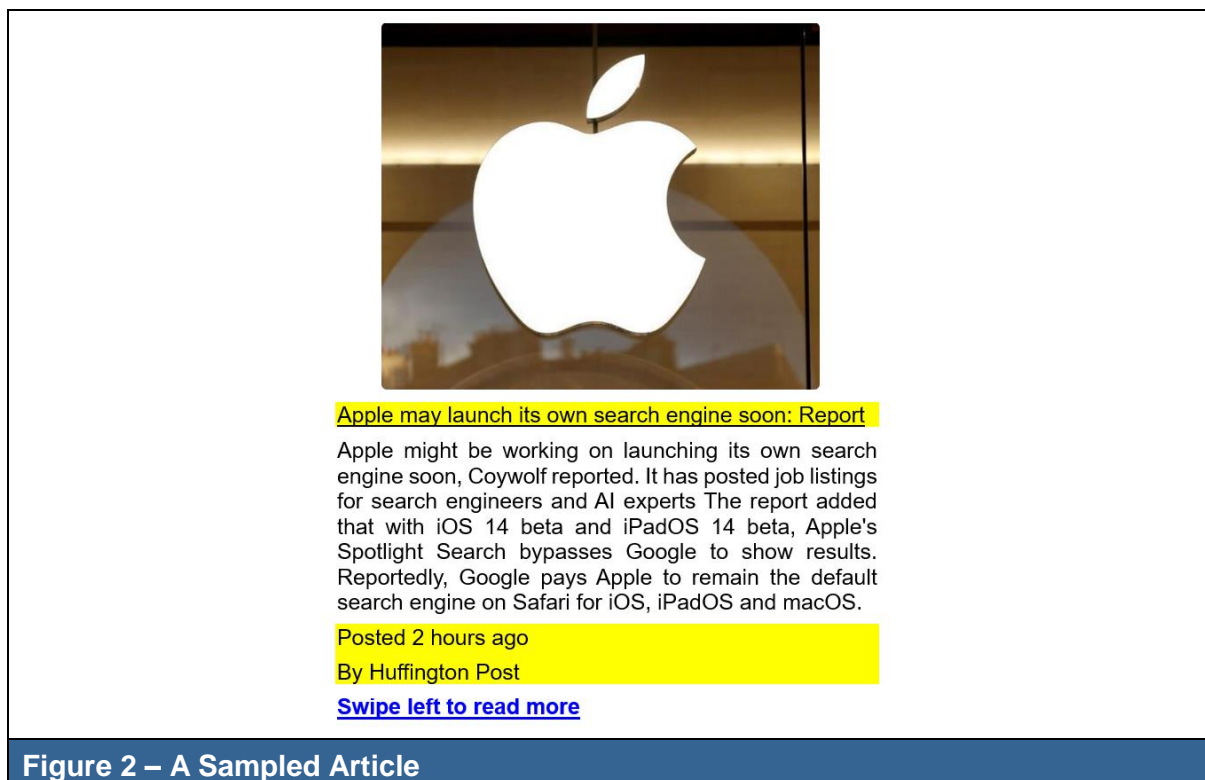


Figure 2 – A Sampled Article

For the main survey data collection, 201 respondents began the survey, with 195 completing it fully in August 2020. Thus, the sample for this study consisted of 195 individuals. This study targeted individuals who have read news online using their smartphone; any person who had never read a news article using their mobile phone was excluded from participating in the survey. The sample was 40.5% (n = 79) female, with 65.1% (n = 127) of participants between 20 and 40 years of age. In addition, 85% of the respondents had obtained either a graduate or undergraduate degree (n = 166) and 84% (n = 163) were currently employed. Additional sample demographic characteristics are presented in Table 1.

Table 1 – Demographic Information			
Variable	Value	n	%
Gender	Male	116	59.5
	Female	79	40.5
Age	In my 10s	1	0.5
	In my 20s	56	28.7
	In my 30s	71	36.4
	In my 40s	43	22.1
	In my 50s	13	6.7
	In my 60s (and over)	11	5.6
Education	Middle school degree or equivalent	1	0.5
	High school degree	9	4.6
	Vocational college degree	19	9.7
	Undergraduate (University) degree	86	44.1
	Graduate (University) degree	80	41.0
Occupation	Student	4	2.1
	Employed	163	83.6
	Homemaker	4	2.1
	Self-employed	21	10.8
	Other	3	1.5

Measurement

To fit the mobile curated news usage environment, we modified established scales from extant studies. Table 2 summarizes all items of the constructs used in this study, along with their references. All of the heuristic (title attractiveness and source of the news) and systematic cues (information quality of the news) were reflective latent constructs measured by multiple items. Similarly, English proficiency, which was introduced as a moderator among all the heuristic-systematic cues and behavioral intention, was also a reflective latent construct. The measurement items were anchored using a 7-point Likert-scale ranging from “strongly disagree” (1) to “strongly agree” (7), with a neutral point of “neither agree nor disagree” (4). Several control variables were applied, including time spent reading news using a mobile phone, age, gender, level of education, and occupation.

Table 2 – Measurement Items		
Variables	Items	References
Behavioral intention (BI)	After reading the given shortened article... <ul style="list-style-type: none"> • I intend to continue reading the full article rather than stopping with 60 words in the current version of this article. • I intend to know more about this article. • I intend to go to the actual news blog or website to read it further. 	Veasna et al. (2013); Wu & Wang (2011)
English language proficiency (ELP)	How would you rate your English language proficiency in terms of reading, writing, listening, and speaking? <ul style="list-style-type: none"> • Reading. • Writing. • Listening. • Speaking. 	Ghasemolani & Hashim (2013); Marian et al. (2007)
Information completeness (IC)	The information in this shortened article... <ul style="list-style-type: none"> • includes all necessary values. • is sufficiently complete. • has sufficient breadth and depth of the news. 	Fisher et al. (2012)
Information relevancy (IR)	The topic of this shortened article... <ul style="list-style-type: none"> • is useful to my personal life. • is relevant to my personal life. • is appropriate for my personal life. • is applicable to my personal life. 	Fisher et al. (2012)
Information understandability (IU)	The information in this shortened article is ... <ul style="list-style-type: none"> • easy to understand. • easy to comprehend. • easy to follow. 	Fisher et al. (2012)
Source credibility (SC)	The news source (Huffington Post) of this shortened article... <ul style="list-style-type: none"> • is credible. • is trustable to me. • is believable. 	Veasna et al. (2013); Wu & Wang (2011)
Title attractiveness (TA)	The title of this shortened article... <ul style="list-style-type: none"> • is interesting. • makes me have some questions about the actual content of this article. • makes me read this. 	Lee & Yang (2015)

Data Analysis

Partial Least Square (PLS) analysis was used to validate the measurement model and test the hypotheses for the following reasons. First, it is relatively easy to meet the sample size requirements for PLS. According to the 10-times rule, it is recommended that the minimum sample size for PLS be 10 times greater than the relationship links (i.e., the arrows in the research model between independent and dependent variables) (Goodhue et al., 2012; Kock & Hadaya, 2018). Secondly, this study explores variability in a specific construct—namely, “behavioral intention”—using a set of independent and moderating variables rather than testing the validity of a comprehensive theory (Hair et al., 2021). Additionally, PLS is useful in testing prediction-based models. This is a particularly salient feature, as the proposed model is prediction-based and attempts to capture the heuristic-systematic cues that motivate readers of curated news articles to click on the link and read the full-length story (Hair et al.,

2017). Lastly, PLS supports moderation effect analysis with effect size calculation (Chin et al., 2003; Hair et al., 2021).

Measurement Model Tests

First, the results of the descriptive statistics (Table 3) indicate that the selected single article provided good variability among respondents in terms of all measured variables, ensuring that using the article with the news media was appropriate for testing the hypothesized model with the unit of analysis as individual news readers.

To test the measurement model, a confirmatory factor analysis (CFA) using SmartPLS 4.0 was conducted. Composite reliability (CR) and Cronbach's α values were used to assess internal reliability, the results of which are presented in Table 3. As shown, the composite reliability and Cronbach's α values for all constructs were above the acceptable threshold value (i.e., 0.6) (Fornell & Larcker, 1981). Convergent validity was assessed by factor loadings and Average Variance Extracted (AVE) values. The factor loading scores for all constructs ranged between 0.7459 and 0.9079, which surpassed the acceptable threshold value of 0.5 (Bagozzi et al., 1991). Similarly, the AVE values ranged between 0.6178 to 0.9174, which also exceeded the recommended value of 0.5 (Fornell & Larcker, 1981). These results indicate the presence of convergence validity, as the AVE values are relatively conservative estimations of convergent validity (Fornell & Larcker, 1981). Lastly, the discriminant validity was accessed by comparing the square root values of the AVE with the inter-construct correlation coefficients (Fornell & Larcker, 1981). All square root values of the AVE are listed in Table 4. These values were diagonal elements (noted in bold italics) and were found to be larger than those of the inter-construct correlation coefficients, indicating that discriminant validity had been adequately achieved.

Table 3 – Measurement Properties				
Construct	Factor loadings	Cronbach's α	CR	AVE
Behavioral intention (BI) Mean: 5.3231 STDEV: 1.4130	0.8781	0.8670	0.9184	0.7896
	0.8795			
	0.9079			
English language proficiency (ELP) Mean: 3.4038 STDEV: 2.1732	0.9643	0.9701	0.9780	0.9174
	0.9523			
	0.9556			
	0.9590			
Information completeness (IC) Mean: 5.4735 STDEV: 1.2024	0.8197	0.8094	0.8874	0.7244
	0.8596			
	0.8731			
Information relevancy (IR) Mean: 5.3308 STDEV: 1.4199	0.8440	0.9020	0.9315	0.7729
	0.9001			
	0.8934			
	0.8781			
Information understandability (IU) Mean: 5.7863 STDEV: 0.9856	0.7459	0.6924	0.8288	0.6178
	0.7821			
	0.8277			
Source credibility (SC) Mean: 5.6923 STDEV: 1.0691	0.8166	0.7644	0.8644	0.6802
	0.8538			
	0.8029			
Title attractiveness (TA) Mean: 5.5607 STDEV: 1.2335	0.8023	0.7658	0.8640	0.6799
	0.7847			
	0.8833			

Table 4 – Construct Correlations and Discriminant Validity							
	BI	ELP	IC	IR	IU	SC	TA
BI	0.8886						
ELP	0.2273	0.9578					
IC	0.4406	0.2048	0.8511				
IR	0.6993	0.1783	0.5822	0.8791			
IU	0.2691	-0.0386	0.4265	0.3292	0.7860		
SC	0.4929	0.0446	0.6329	0.5400	0.5207	0.8247	
TA	0.7831	0.1679	0.4853	0.7399	0.3814	0.4806	0.8246

In order to check the model fit of our study, we calculated the model fit measures for PLS analysis. The standardized root mean square residual (SRMR) is a commonly used goodness of model fit measure for PLS analysis. The SRMR values of our research model for both the saturated and estimated models were 0.067, which is less than 0.08, indicating a good model fit (Henseler et al., 2016). We also calculated the GoF (Goodness of Fit) value for explorative studies, as suggested by Tenenhaus et al. (2005), which is the geometric mean of the average of Average Variance Extracted (AVE) and R^2 . The GoF value of our research model was 0.705, and this value exceeds the baseline cut-off value of 0.36 (Tenenhaus et al., 2005). Based on these two model fit tests, we conclude that the model adequately represents the patterns and relationships within the data.

To examine common method bias (CMB), we performed the full collinearity test recommended by Kock (2015) using SPSS Ver 26. Kock (2015) argued that a model can be considered to be free from CMB if all VIFs resulting from a full collinearity test are not greater than 3.3. As shown in Table 5, the VIF values for all variables were less than 3.3, which means that common method bias is not a major concern in the proposed model.

Table 5 – Full Collinearity Test (VIF) on the Dependent Variable	
Exogenous variables	VIF
Source credibility	2.105
Completeness	2.184
Relevancy	2.551
Understandability	1.515
Title attractiveness	1.855
English language proficiency	1.314

Structural Model Tests

The PLS algorithm and bootstrapping technique were used to test whether the hypothesized relationships were negative or positive and significant or insignificant (Chin, 1998). The results of this analysis are illustrated in Figure 3 and displayed in Table 6 and include the variances of endogenous variables (R^2), the path coefficients (β), the level of significance (p-value compared to α) based on t-values, and moderating effect sizes (E.S.).

Figure 3 and Table 6 present the results of the hypothesis tests for H1-H4. The relationship between *information completeness* and *behavioral intention* was not significant ($p > 0.1$), which means that a reader's decision to read a full article is not influenced by their perception of the online curated article's information completeness (i.e., whether they find it to be complete) (H1a not supported). As hypothesized, *information relevancy* is positively associated with behavioral intention ($0.01 < p < 0.05$), which indicates that a reader will have the intention to read the full-length article if they find the information in a shortened news article to be relevant to their lives (H1b supported). *Information understandability* has a marginal relationship with behavioral intention ($0.05 < p < 0.1$), which indicates that in some cases, a reader will have the intention to read the full-length article if they do not find the information in a short news article

to be understandable (H1c marginally supported). *Source credibility* had a positive and marginal relationship with behavioral intention ($0.05 < p < 0.1$), which means that the credibility of news media could impact news readers' intention to visit the source website to read the full-length article (H2 marginally supported). *Title attractiveness*, as hypothesized, was found to be the strongest heuristic cue in terms of increasing a user's intention to read the full-length news article ($p < 0.001$) (H3 supported).

The moderating effects of English language proficiency were tested using the procedure introduced by Chin et al. (2003), with moderating effect size calculation (Cohen, 2013), path-coefficients (β), and level of significance (t-value) of the interaction term (the predictor variable x the moderator variable) calculated with PLS algorithm and bootstrapping. The resultant values for the path coefficient and effect sizes are shown in Table 6.

The introduction of English language proficiency (ELP) as a moderator of all heuristic and systematic cues resulted in an increase in R^2 calculated as the moderation effect size (Cohen, 2013). The value of R^2 increased by 3.6% when ELP was inserted as a moderator between title attractiveness and behavioral intention with the path coefficient of the interaction factor of -0.779 (significant at the 0.05 level). Therefore, based on Chin et al.'s (2003) interpretation of the moderating effect using PLS analysis, H4e is supported, which indicates that ELP significantly mitigates the relationship between title attractiveness and behavioral intention. In other words, if one is fluent in the language used in a curated news article, their fluency reduces the strength of the relationship between news title attractiveness and intention to read the full-length article, meaning that the higher one's language proficiency, the lower the relationship between title attractiveness and their intention to read the full-length article.

Second, a small but not negligible increase in R^2 (2.1%) was observed when English proficiency was introduced as a moderator between information understandability and behavioral intention with the path coefficient of the interaction factor of 0.716 (significant at the 0.1 level), indicating that ELP enhances the relationship between information understandability and behavioral intention. This result suggests that if one is fluent in the language used in a curated news article, they will have greater intention to follow the link to the source news site to read the full-length article, even if the information in the shortened news article is understandable enough for them not to read the full-length article. This result is interesting because without the moderating effect of ELP, the relationship between information understandability (IU) and intention to read the full-length article was negative (although marginally significant), and the introduction of ELP as the interaction factor makes the relationship positively significant, indicating that ELP takes away and reverses the negatively significant relationship between IU and intention, which can be interpreted as a strong mitigating impact of ELP on the original relationship.

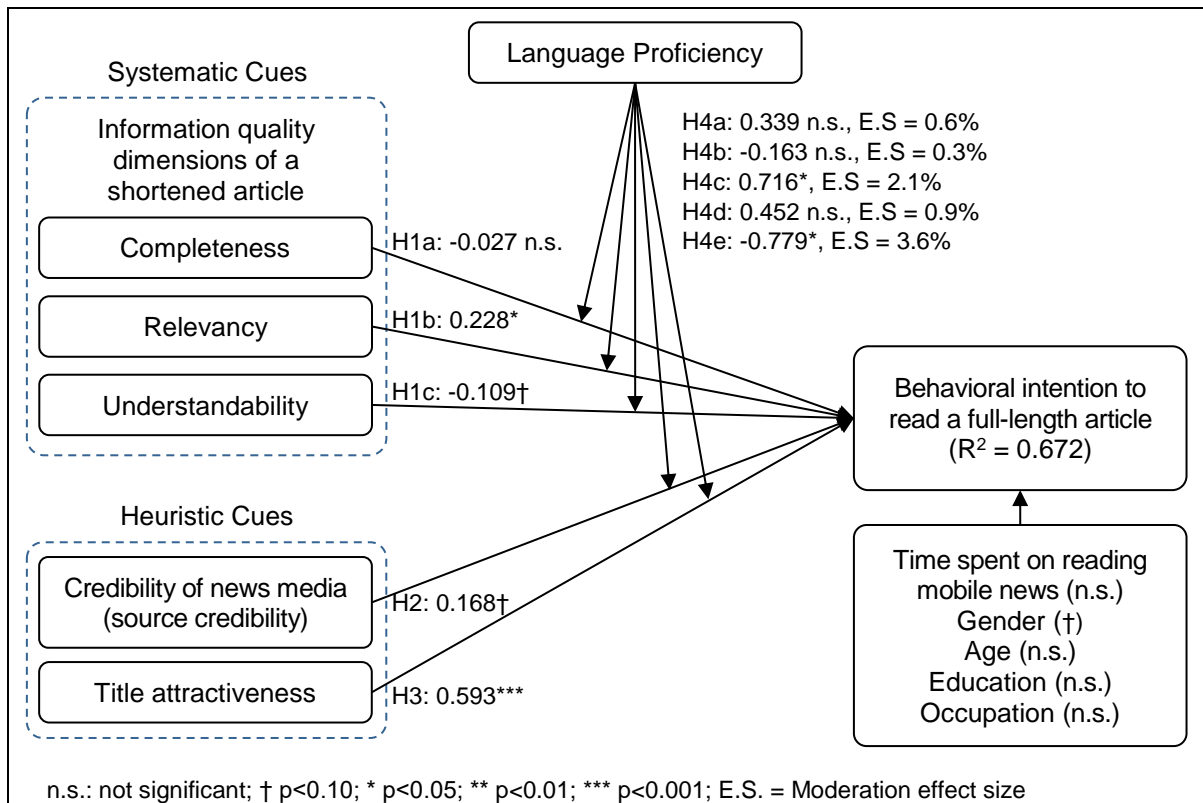


Figure 3 – Hypothesis Test Results

Table 6 – Summary of Hypotheses Testing

Hypothesis	Path Coefficient (β)	t-value	Hypothesis Supported?	Effect Size
H1a: IC→BI	-0.027	0.374	No	NA
H1b: IR→BI	0.228	2.005*	Yes	NA
H1c: IU→BI	-0.109	1.650†	Yes, marginal	NA
H2: SC→BI	0.168	1.945†	Yes, marginal	NA
H3: TA→BI	0.593	5.809***	Yes	NA
H4a: IC*ELP → BI	0.339	1.007	No	0.6%
H4b: IR*ELP → BI	-0.163	0.614	No	0.3%
H4c: IU*ELP → BI	0.716	1.998*	No, but significant in the opposite direction	2.1%
H4d: SC*ELP → BI	0.452	1.333	No	0.9%
H4e: TA*ELP → BI	-0.779	2.284*	Yes	3.6%

Finally, five control variables—age, gender, education, occupation, and the time a reader spends reading news via mobile phones—were added to the analysis. The results showed that only gender had a marginally significant effect at the 0.1 level, which indicates that females are slightly more likely than males to read full-length articles.

Discussion

Theoretical Contributions

This study aimed to investigate certain factors that may increase a news reader's intention to follow a link to a full-length article after encountering a shortened version of curated mobile

news. To this end, we constructed a research model based on the HSM (Chaiken, 1980) that illustrates the relationship between the heuristic-systematic cues embedded in a sampled news article and readers' intention to read the full-length article. Three information quality dimensions (DeLone & McLean, 2003; Fisher et al., 2012) were introduced as systematic cues, while source credibility (Wu & Wang, 2011) and title attractiveness (Lee & Yang, 2015) were introduced as heuristic cues. In addition, we have added readers' proficiency in the language (Ahmadi, 2017; Asraf & Ahmad, 2003) primarily used in the curated mobile news (i.e., ELP) as a mitigating factor in the relationship between heuristic-systematic cues and intention, as ELP should be an overarching factor for the way new readers react to the heuristic-systematic cues for their reading behaviors. The findings from this study offer the following theoretical contributions.

First, the findings contribute to the literature on mobile news media. The topic of mobile news has been gaining scholarly attention in the field of media studies (e.g., Molyneux, 2015, 2018; Wohn & Ahmadi, 2019) and information systems (e.g., Middleton et al., 2014), but our literature review revealed that few empirical studies have examined online curated news (Molyneux, 2018). Furthermore, few studies have looked into the factors that increase source website traffic by attracting readers from curated mobile news. This research helps to fill these gaps by empirically validating the relationships among information quality, source credibility, and key attracting factors of curated news (i.e., title attractiveness), as well as the moderating effects of readers' ELP. Future studies can develop other research topics on readers' online/mobile news consumption further based on the results presented herein.

Second, this study contributes to the field of the heuristic-systematic model (HSM) of information processing (e.g., Todorov et al., 2002; Vijay et al., 2017). In this study, we applied HSM to examine how readers of online content process information. The results of this study demonstrate that the HSM can be used to understand better how readers of news on mobile devices process information based on heuristic and systematic cues embedded in the articles and form a behavioral intention to obtain more information by reading original full-length news articles. Our study contributes to the HSM research field by exploring the associations among HSM, information quality (completeness, relevancy, and understandability), and trustworthiness (source credibility), all of which are study constructs critical to information system research (e.g., Chang & Wu, 2014; Zhang et al., 2014, 2018). Future research may extend this study's findings by examining additional heuristic-systematic cues for other information-processing contexts in addition to those examined in this work.

Third, by showing the mitigating effect of language proficiency on the relationship between heuristic-systematic cues and a news reader's intention to read more detailed original stories, this study contributes to the fields of linguistics and media studies by informing those fields how individuals' language proficiency affects reading behavior in the context of mobile text content (e.g., Ahmadi, 2017; Schutte & Malouff, 2007). Future research on language proficiency and online media consumption can apply our findings to other similar contexts.

Practical Implications

The results of this study have practical implications for news curators and owners of news media websites (e.g., Huffington Post, Economist, etc.), as it identifies and empirically validates the relative importance of factors motivating readers to click on links and visit source websites to read the corresponding full-length articles. This is significant, as both curated mobile news services and news source websites generate more revenue when more people click on the links and read the full-length articles. Thus, it is critical to generate as much traffic from curated mobile news providers as possible for the source websites. Specifically, title attractiveness was found to be most impactful in forming news readers' intention to read full-length articles. Furthermore, the findings showed that information relevancy, understandability, and source credibility were also significant factors. As such, news-curating developers (or

news aggregators) may focus on crafting attractive titles to draw readers' attention, reducing the understandability of the curated article, and only sourcing news from media outlets that are generally seen as credible. If news articles are curated with Artificial Intelligence (e.g., InShorts Service: <https://apps.apple.com/in/app/inshorts/id892146527>), AI developers can set their AI algorithms according to our findings to generate the most attractive possible titles for curated articles and to select these articles only from credible news sources and based on users' web-usage patterns, but without the complete information in the curated articles.

The findings related to ELP suggest that target readers' language abilities need to be considered when creating curated news. It is common to see news from one source website posted on various platforms across a number of mobile web browsers, mobile apps, and social media platforms. As the users of these platforms may vary in language proficiency, the news source websites and curated news providers need to adopt more customized curation strategies to fit platform users' language abilities better to increase the click-through rate from the shortened news to the full-length news articles. For example, when designing curated news for locations where the main audience readers are less fluent in the language used in the news (e.g., mobile curated news services in English in Asian countries such as InShorts), news titles should be designed attractively, and the curated information needs to be designed in an easy-to-understand style. Also, when designing news curating AI algorithms, a user's language proficiency needs to be considered so that the recommended news content aligns well with that user's language level. Additionally, for international news outlets that target foreign readers, our findings show that curating strategies and algorithms should be tailored regionally based on the language proficiencies of readers in different locations. For example, quite a few curated news services such as InShorts and Dailyhunt (India), Smart News (Japan), and Crikey (Australia) (Puneyani, 2022) are serviced in Pacific-Asian regions, and some of them are serviced in both English and the local language (e.g., InShorts service is offered both in English and Hindi). As our findings suggest that language proficiency may have mitigating effects on the role of less understandable (i.e., less information is given in the curated article) articles and articles with more attractive titles in improving users' intention to read full-length articles, the curated news service providers in Pacific-Asian regions should consider the mitigating effects of language proficiency in both foreign and local languages to design curating algorithms to maximize overall click-through outcomes for their curated news services.

Third, our findings regarding source credibility suggest that for the source news websites, crafting attractive titles for their stories and ensuring that the content they provide to news curators is credible are of high importance. As the results of this study show, these steps can significantly increase readers' intention to click on links to the full-length versions of an article, thereby generating traffic for the news source websites. These findings have important implications for Pacific-Asian news service providers. Quite a few Asian countries are concerned about the trust issues of the news service on online or mobile social media (Son, 2020). For example, less than half of news readers in Singapore, Malaysia, and the Philippines said they trust the news articles serviced online (Son, 2020). Thus, our findings on source credibility further highlight the importance of news source credibility in Pacific-Asian news services. We, therefore, suggest that the curated (from online news sources) news service providers in Pacific-Asian countries constantly monitor the level of trust in the news sources with which they are affiliated and accordingly select those news sources that are highly trusted (i.e., those considered highly credible) by users to improve performance (e.g., the number of users and users' click-through rates to the full-length articles).

Limitations

This study has several limitations that can be addressed in future research. First, this study did not examine all possible heuristics. For example, some curated mobile news services provide an upvote count and an image or a video along with their shortened articles. Thus, future studies may also examine the influence of the type and attractiveness of multimedia

presented with the shortened article and/or upvote counts by including them in the research model. Additionally, a more nuanced approach to considering source effects could be employed taking into account not only credibility but also other forms of reputation.

Secondly, an information quantity of up to 60 words was used as the systematic cue in this study. However, we limited our scope to three dimensions of Information Quality (IQ), namely completeness, relevancy, and understandability, as we believe that these IQ dimensions are most relevant to the types of information (curated news article) we study and the dependent variable of the focus (intention to read full-length news articles, rather than information adoption or news service adoption). Other information quality dimensions from the literature such as reliability, accuracy, or believability could be included in the model in future studies. One could also consider timeliness, which was outside of our scope here when dealing with a crisis or a sporting event unfolding in real time that may require frequent updates.

Third, this study did not examine whether receiving notifications from the curated mobile news article would impact users' news-reading behaviors. Thus, future research might include notifications from mobile news as an independent variable.

Fourth, this study did not make a distinction between users' exposure to curated news via mobile news apps or web browsers on smartphones. As mentioned, the focus of this study is on curated news articles on smartphones, not on the tools via which newsreaders read the curated news. Thus, whether an individual newsreader reads curated news articles via the mobile versions of web browsers (e.g., Google News via Chrome browser on Google Android phones) or mobile news apps (e.g., InShorts Mobile App), exposed curated news articles on both tools usually contains *the title, the news source, main content in shortened (summarized or incomplete) forms, etc.*, similar to what we have presented as a sample curated news article on smartphones. Therefore, we have not focused on the effects on our dependent variable that are possibly caused by news-reading tools on smartphones. However, it is possible that news-reading tools could impact the intention to read full-length news articles for various reasons (e.g., some unique incentives given to newsreaders to visit the source websites only provided by specific mobile news apps). Therefore, we suggest that future studies explore the effect of the difference in news-reading tools.

Finally, curated news articles are presented to newsreaders based on their interests (and sometimes based on users' browsing patterns or personal demographic profiles). Thus, most news articles presented to a newsreader are somehow relevant to the newsreader, so the variables of information relevancy in the real world would be skewed (biased) toward more positive measures. This concern could have been addressed by presenting multiple articles to the respondents, but this study was conducted with only one sample article. Although the descriptive statistics of our variables perceived by our survey respondents show that we achieved a good level of variability in the variables measured, the empirical findings would have been more rigorous if multiple shortened articles with various topics had been used in the data collection.

Conclusion

This study investigated the role of various heuristic and systematic factors in influencing behavioral intention to read the full-length versions of curated news articles. To this end, we developed and tested a model to answer the following research questions: (1) What factors increase curated online news readers' intention to visit the source site to read the full-length article? (2) How do heuristic and systematic factors embedded in online curated news articles influence readers' intentions to read the full-length version of the article? (3) How do people's language proficiency levels moderate the relationship between the heuristic and systematic factors embedded in curated articles and their intentions to read the full-length article? Content

curators provide an editorial perspective aimed at highlighting interesting content. This study sought to understand the factors that help curators select and present content more effectively, thereby taking advantage of the benefits of the identified factors in the shortened articles, particularly increased traffic for the source website and therefore greater revenue.

The heuristic and systematic factors examined in this work were selected based on an extensive literature review and were tested using a survey questionnaire that had been designed for readers of online curated news articles. Analysis of the survey data revealed that title attractiveness was the strongest factor motivating readers to click the link to the source website in order to read the full-length article, although English language proficiency (ELP) mitigates the relationship between title attractiveness and behavioral intention to continue reading. Finally, our findings showed that information completeness does not have a significant relationship with behavioral intention to continue reading, that information relevancy has a positive relationship with behavioral intention to continue reading, and that information understandability and source credibility have a marginal positive relationship with behavioral intention to continue reading, while the relationship between information understandability and the intention is reversed by its interaction effect with ELP.

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