# Sharing Intention of Politicized News on Social Media: Mediators and Moderators

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## Abstract

*Social media is now full of news, much of it politicized news that intends to draw attention and provoke a reaction from users. Prior studies have suggested the importance of social influence on driving sharing intention of news on social media. This study contributes to this discourse by examining the various mediators and moderators for such relationships. Particularly, we examine whether credibility and trust can mediate the relationship between social influence and sharing intention; and whether news type and social identity can moderate such a relationship too. Based on a survey of 802 respondents, we found evidence to support our hypothesized moderation and mediation relationship. What stands out is that among the social influences, credibility and trust only partially mediate the effects of injunctive norms on sharing intention. This suggests that social norms in different cultures and settings can play different roles in the sharing intention of news on social media.*

**Keywords:** social influence, politicized news, misinformation, credibility, trust

## 1. Introduction

As social media becomes ubiquitous in daily lives, it is inevitable that there is a rise of misinformation and fake news that are spread to intentionally sway individual and public opinions (Shin et al., 2018). For instance, it is estimated that one out of three published news items during the 2016 US president race was fake (Lazer et al., 2018), and during the Covid-19 pandemic, misinformation created an "infodemic" that delayed efforts to contain the virus (WHO, 2020). What makes it difficult to combat misinformation and fake news is that they often invoke emotional responses (Horner et al., 2021), strategically crafted to fit individual biases (Jensen, 2018; Kim et al., 2019; Moravec et al., 2019), and shared by trusted family and friends (Gimpel et al., 2021; Talwar et al., 2019). Thus, there is a growing number of studies examining strategies to mitigate the spread of misinformation and fake news (Lazer et al., 2018; Schuetz et al., 2021).

Furthermore, there is a rise of politicized news concerning consumer products in social media. These news intend to give meanings to or associate certain products with messages that provoke political contestation from various stakeholder groups (Huff et al., 2021). For instance, semi-automatic rifles were associated with "freedom" for conservatives or cannabis use was described using medical and therapeutic languages by its supporters to gain legitimacy. In sharing these news, the publishers can evoke strong emotions to quickly garner support or draw attention from the population. Not surprisingly, these politicized news are sometimes described as "fake news" by their opponents, challenging the legitimacy of the product in question.

Given those developments, this study aims to examine factors that moderate and mediate the relationship between social influence and sharing intention of politicized and non-politicized products on social media. Social influence such as norms and friend circles have been proven to be a strong predictor for sharing intention of news on social media (Gimpel et al., 2021; Talwar et al., 2019). By examining the moderators and mediators of social influence, we can deduce strategies that can potentially mitigate the role of social influence. Our research question is:

**RQ**: Is there a difference between moderating and mediating factors affecting the relationship between social influence and the intention to share politicized versus non-politicized products?

Answers to this question will directly contribute to the growing literature on misinformation (Lazer et al., 2018), social influence on social media (Gimpel et al., 2021; Talwar et al., 2019), and sharing information on politicized products (Huff et al., 2021). Using an online experiment involving eight hundred and two respondents, we found that credibility and trust were full mediators for the relationship between descriptive norms and sharing intention of news on social media; whereas, for injunctive norm, credibility and trust
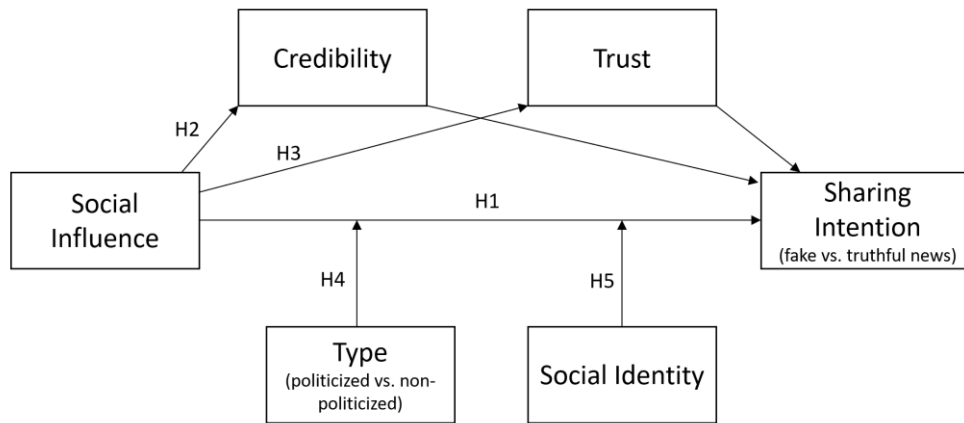
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**Figure 1: Research Model**

were partial mediators. This suggests that when people are pressured as to what is expected of them, trust and credibility will play a different role in affecting people's decisions to share the news on social media. Additionally, social identity and news type (political vs. non-political news) still moderate the relationship between social influence (descriptive and injunctive norms) and sharing intention of news on social media. This suggests a complex dynamic among social factors to the diffusion of misinformation on social media.

The rest of the paper is organized as follows. First, our research model and hypotheses are presented. Next, our method and findings are discussed. The paper concludes with theoretical contributions and an agenda for next steps.

## 2. Research model and hypotheses development

We build our research model (Figure 1) using a combination of theories: fake news literature (Lazer et al., 2018), social norms (Gimpel et al., 2021), and social identity (Bagozzi & Dholakia, 2002).

Social influence is a key construct in studies of online communities, social media, and behavior research (Bui & Moriuchi, 2023; Gimpel et al., 2021; Lazer et al., 2018). It refers to situations in social determinants such as subjective norms, group norms, or social identity impact an individual's attitudes or intentions regarding an issue (Dholakia et al., 2004). For instance, social cognition models examine how social factors such as social support or cultural values impact health behaviors (Conner & Norman, 2005). Studies have linked individual perceptions toward social engagement as strong predictors of participation in online communities (Tsai & Pai, 2021). Within the misinformation literature, Gimpel et al. (2021) found that social norms encourage social media users to report fake news. Two kinds of social norms are in effect: descriptive social norms refer to what people do in certain situations, while injunctive social norms describe what people approve or disapprove of in certain situations. Because people tend to align their beliefs with the values of their social circles (confirmation bias), both types of social norms can directly influence information consumption behaviors on social media (Hartmann et al., 2021). Taken together, these studies suggest that:

**H1**: Social influence will positively influence sharing intention of news on social media.

Nevertheless, social influence is not the only predictor of sharing intention of news on social media. Studies have posited that an individual's sharing decision is a rational decision that involves an individual's cognitive and emotional evaluation of the news in question (Horner et al., 2021; Jensen, 2018). For instance, studies have shown that a credibility rating of social media news (e.g., fake news flag) will help users decide whether to share the news (Moravec et al., 2019), or the credibility rating of the news source can help users detect fake news (Kim et al., 2019). In a different perspective, users may have the urge to share social media news based of social influences, but ultimately their cognitive evaluation of the news can still affect their final decision of sharing the news. Given that social media is addictive and engages users with social connections, we theorize that there is an indirect path in which social influence can change an individual's cognitive evaluation of the news which then change their sharing decision. For example, Talwar et al. (2019) show that social factors such as fear of missing out (FOMO) or social comparison can influence whether a user authenticates a news item online (i.e., their evaluation of the news item's credibility). We propose that:

**H2**: Credibility of the news will fully mediate the relationship between social influence and sharing intention of news on social media.

Misinformation is defined as an occurring situation when "people hold inaccurate beliefs, and do so confidently" (Kuklinski et al., 2000)(p. 792), and is unable to make an important distinction between lack of knowledge (or ignorance) and confident, yet inaccurate knowledge (true misinformation). Studies on misinformation sharing on social media have also found a strong relationship between information credibility, trust, and intention to share (Talwar et al., 2019). Trust has been long established as a predictor for action intention in various contexts, and more so on social media and online communities where anonymity and pseudo-identity underline interactions (Lowry et al., 2014; Talwar et al., 2019). Prior studies have shown that trust can mediate the relationship between social influence and intention to use e-government services (Hooda et al., 2022) or customer repurchase intention in online markets (Wandoko & Panggati, 2021). Hence, we propose that:

**H3**: Trust will fully mediate the relationship between social influence and sharing intention of news on social media.

How individuals consume information on social media will also depend on the product types. For instance, marketing studies have suggested that advertisement of services contains less information on pricing, contents, and service availability than tangible products, but have more information cues on service quality such as warranties or extensive contact information on the service (Abernethy & Butler, 1992). In this study, we are particularly interested in the difference between politicized and non-politicized products. Politicization in the marketplace can be viewed as political consumerism. Political consumerism acknowledges the new power of corporations and uses the market as a powerful site for politics (Micheletti et al., 2004). Political consumerism argues that our consumer choices and companies' money-making strategies are embedded in political contexts. Political context that many consumers hold cannot be avoided in their purchasing decisions (Micheletti et al., 2004). Furthermore, passive buyers of goods much be checked through market-based political actions as well as regulations (Packard, 1981).

Politicized products are those whose legitimacy is being questioned by multiple socio-political forces (Huff et al., 2021). For instance, in the U.S.,

recreational cannabis is a politicized product as the legalization of cannabis has been widely contested by multiple socio-political groups (Huff et al., 2021). Politicized products like cannabis will have sensory cues (e.g., touch, visuals) that align it with other acceptable products, which makes it easier for some individuals to accept the legitimacy of recreational cannabis. Politized products can evoke strong emotional responses from individuals by aligning with their political beliefs and creating a sense of shared meaning (Horner et al., 2021), thus bypassing the un-appealing traits of the products. Others have suggested that information utility can override confirmation bias (Knobloch-Westerwick & Kleinman, 2012), indicating that the degree of social influence can vary depending on the degree of politicization of a product (i.e., the degree of utility information a product contains). Hence, we suggest:

**H4**: Product type (politicized vs. non-politicized products) will moderate the relationship between social influence and sharing intention of news on social media.

Finally, recent studies have used social identity theory to understand how identity alignment can change individual behaviors online. For instance, Jensen (2018) found that during the U.S. 2016 presidential race, the Russian Internet Research Agency (IRA) used tweets to build up the identity of the then-candidate Donald Trump rather than persuading the audience. These strategies focusing on identity logic proved to be more effective in creating momentum and recruiting followers. Studies of online communities have found that online users are more likely to participate in online community activities if they have a stronger sense of belonging and being identified with the community members (Bagozzi & Dholakia, 2002; Dholakia et al., 2004). Building on the rhetoric of identification perspective, Bui and Lyytinen (2022) showed that when an individual feels his or her identity resonates with the messages shared online, the individual will find the message more credible and trust the source of the news more. Building on these developments, we hypothesize that social identity can be a moderator for social influence, especially so for politicized products when individuals tend to tie the politized messages with their beliefs and identity (Kim et al., 2019; Moravec et al., 2019). We suggest:

**H5**: Social identity will moderate the relationship between social influence and sharing intention of news on social media.

**Table 1: Discriminant Validity (Fornell-Larcker Criterion)**

|  | Credibility | Sharing Intention | Social Identity | Injunctive Norm | Descriptive Norm | Trust |
|---|---|---|---|---|---|---|
| Credibility | 0.980 |  |  |  |  |  |
| Sharing Intention | 0.516 | 0.972 |  |  |  |  |
| Social Identity | 0.249 | 0.487 | 0.947 |  |  |  |
| Injunctive Norm | 0.240 | 0.181 | 0.325 | 0.911 |  |  |
| Descriptive norm | 0.242 | 0.171 | 0.288 | 0.747 | 0.908 |  |
| Trust | 0.908 | 0.535 | 0.270 | 0.245 | 0.256 | 0.945 |

## 3. Methodology

We tested the theoretical model with two distinguishing product types: politicized (misinformation versus real) and non-politicized (misinformation versus real). To maximize validity, it was decided that the study should employ a real piece of fake news. To that end, a search of the internet for known sources of fake news was conducted. Eventually, it was decided to use a Facebook post from a page called "The Dangers of Gardasil (HPV/Cervical Cancer Vaccine" This page has been noted for solely spreading news by anti-vaccination individuals.

We adopted Colliander's (2019) approach by using three criteria when determining a post as a stimulus for the study. This post chosen need to 1) refer to issue that was relevant and known to a U.S. audience at the time of the study 2) the content of the post needs to be indisputably false and 3) the post could be reasonably identifiable as fake news by an average individual.

The decision to adopt a blurb that was on commenting on how politicians are being bribed financially to pass a bill where children entering sixth grade in the state of Illinois was required to get the HPV vaccination. Using the criteria above, it was decided that the post met all three. It was demonstrably fake and is identifiable as such by an average person. Lastly, due to the number of likes and shares, it was deemed relevant at the time of the study (early Feb 2020). Centers for Disease Control and Prevention (CDC)'s website to fact check the information on HPV and National Institutes of Health (NIH) for information on Vitamin C.

Eight hundred and two respondents were gathered from an online crowdsourcing platform; 200 responses were collected for each group. In each group, respondents were shown a politicized news blurb—HPV vaccination mandate; or a non-politicized news blurb—vitamin C intake (see Appendix A for the news

blubs used.) Participants' prior knowledge on either vitamin Cs or HPV vaccinations were screened. We controlled for this prior knowledge when we were calculating the results. Then, they completed a survey. The sample for the politicized product consisted of 48.9% male, 48.9% female and the rest were non-binary/others (2.2%). The average age was 33.95 (SD=1.23). Non-politicized product consisted of 48.6% male, 48.4% female, and the rest were either non-binary or they prefer not to say (3%). The average age was 33.81 (SD=1.19).

Survey items were adopted from prior studies and modified for the study contexts. Social identity was measured with four items (Cronbach's alpha=.96) (Bagozzi & Dholakia, 2002; Dholakia et al., 2004; Luhtanen & Crocker, 1992). Social influence was measured with two constructs: Descriptive norms with four items (Cronbach's alpha=.95), and Injunctive norms with five items (Cronbach's alpha=.95) (Gimpel et al., 2021; Schuetz et al., 2021); Credibility was measured with three items (Cronbach's alpha=.97) (Chaoguang et al., 2018); Trust was measured with five items (Cronbach's alpha=.96) (Lee & Lee, 2005), and Sharing Intention was measured with four items (Cronbach's alpha=.97) (Lin, 2007). All items were measured on a 7-point Likert scale (Strongly disagree to Strongly agree). See Appendix B for the full survey instruments.

Reliability, convergent validity and discriminant validity tests were conducted (see Table 1). Average variance extracted (AVE) was well above the minimum threshold of 0.50 (Bagozzi & Phillips, 1991; Bagozzi & Yi, 1988), all standardized loadings were above 0.50 ($p<.01$), which is an indication of reliability. Similarly, the model constructs attained high Cronbach's alpha and composite reliability values that were greater than 0.70, implying internal consistency. Convergent validity was confirmed as all AVE values were above the threshold of .05 (Fornell & Larcker, 1981). Discriminant validity was established by examining whether each construct's AVE square root was greater than its highest

correlation with other constructs (known as Fornell-Larcker criterion). A Mann-Whiney U test was performed to evaluate whether spreading of news differed by the type of news (politicized versus non-politicized). Based on the results, it can be concluded that intention to spread the news in the politicized news was significantly higher than the non-politicized news (U=73587.00, p=.025).

## 4. Findings

### 4.1. Social Influence Direct and Indirect Effects

Because social norms are constituted by descriptive and injunctive norms, we tested the direct and indirect effects separately for each type of social norms (Figure 2)

*Descriptive Norm*
AMOS estimand function was used to investigate the mediating effect of credibility and trust, as single mediators between descriptive norms and sharing intention. Figure 2 shows that descriptive norm has a significant positive impact on credibility (b=.08, t=2.99, p<.01). Credibility was found to have a significant effect on sharing intention (b=.40, t=3.13, p<.01). When the mediator is introduced, the significance of the mediator diminished. This shows that the descriptive norm does not have a significant impact on sharing intention (b=.02, t=4.48, p=.62) (Direct effect). The indirect effect (a1 * b1=.01, p<.05, SE=.01, 95% CI [.001, .019]), which includes the mediator, was a stronger prediction of individual's intention to share the news with others than the direct effect. Thus, there is a *full mediation* of credibility on the relationship between descriptive norms and sharing intention.
Descriptive norm has a positive impact on trust (b=.02, p<.001). Trust has a significant positive effect on sharing intention (b=.38, t=15.67, p<.001). When

the mediator is introduced, the significance of the mediator diminished (b=.04, t=1.59, p=.11). The results revealed a significant indirect effect of descriptive norm on sharing intention through credibility and trust. The indirect effect (a1 * b1=.11, p<.05, SE=.02, 95% CI [.08, .14]). Thus, there is a *full mediation* of trust on the relationship between descriptive norms and sharing intention. H1 and H2 are supported.

*Injunctive Norm*
AMOS Estimand function was used to investigate the mediating effect of credibility and trust, as single mediators between injunctive norms and sharing intention. The result shows that injunctive norm has a significant positive impact on credibility (b=.37, t=8.21 p<.001). Credibility was found to have a significant effect on sharing intention (b=.37, t=15.36, p<.001). The indirect effect (a1 * b1=.14, p<.05, SE=.02, 95% CI [.10, .17]), which includes the mediator, was a stronger prediction of individual's intention to share the news with others than the direct effect. Injunctive norm has a significant impact on sharing intention (b=.08, t=2.67, p=.01) (Direct effect). Injunctive norm has a significant positive effect on trust (b=.34, t=7.57, p<.001). Trust has a significant positive effect on sharing intention (b=.38, t=15.47 p<.001). The indirect effect (a1 * b1=.13, p<.05, SE=.02, 95% CI [.09, .17]), which includes the mediator, was a stronger prediction of individual's intention to share the news with others than the direct effect. Thus, there is a *partial mediation* of credibility and trust on the relationship between social influence and sharing intention. H1and H2 are partially supported.

### 4.2. Testing the Moderators

**Moderating Result of Social Identity**
PROCESS Hayes Model 1 (Hayes, 2017) was used to investigate the moderating effect of social
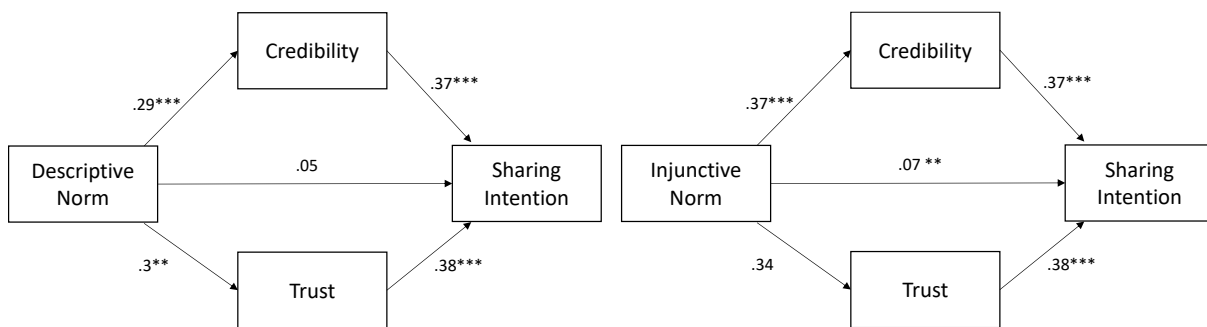


**Figure 2: Testing of Mediation Effects**

identity between social influence (descriptive norms and injunctive norms) and sharing intention. Based on the result, descriptive norm does not have a direct impact on sharing intention (b=.07, p=.07). Social identity does not have a direct impact on sharing intention (b=.11 p=.19). There is an interaction effect between social identity and descriptive norm on users' sharing intention (b=.06, p<.001). On the other hand, the result shows that injunctive norm does not have a direct effect on sharing intention (b=.03, p=.68). Social identity does not have a direct impact on sharing intention (b=.17, p=.10). However, social identity interacts with injunctive norms in affecting users' sharing intention (b=.04, p<.05). The results therefore confirm the moderating effects of social identity (H5).

**Moderating Result of News Type**

To determine whether news types—politicized news blurb or non-politicized news—interact with social identity to impact sharing intention, a two-way ANCOVA was conducted. The result shows that news type has a direct effect on users' intention to share (F(3, 774)=5.24, p<.001). However, descriptive norm does not have a direct effect on users' intention to share (F(6, 774)=1.77, p=.10). There is an interaction effect between news type and descriptive norm on respondents' intention to share the news on social media (F(18, 774)=2.03, p<.01), Misinformation (M $_{non-politicized}$ =1.73, M $_{Politicized}$ =1.92, Real M $_{non-politicized}$ =2.45, M $_{politicized}$ =2.67). News type has a positive impact on users' intention to share the news on social media (F(3, 774)=9.68, p<.001). Injunctive norm has a positive impact on respondents' intention to share news on social media F(6, 774)=4.21, p<.001. There is

an interaction effect between injunctive norm and news type on respondents' intention to share news on social media (F(18, 774)=1.89, p<.01. Misinformation M $_{non-politicized}$ =1.66, M $_{Politicized}$ =1.87, Real M $_{non-politicized}$ =2.46, M $_{politicized}$ =2.65.) Hence, the moderating effects are confirmed for news type for both types of social norms (H4). Additionally, based on the results, for trustworthy news content, people are more likely to share politicized news than non-politicized news. For misinformation news, people are less likely to share non-politicized news than politicized news.

**5. Discussion and Conclusion**

This study examines the moderators and mediators for social influence and sharing intention of social media news (real vs. misinformation news) for different product types (politicized vs. non-politicized). Table 2 summarizes our findings based on a survey of 802 respondents. The findings partially support H1, that only injunctive norm has a direct impact on sharing intention of news on social media, whereas descriptive norm does not. Regarding H2 and H3, when a person is influenced by others' overt behaviors on their behavioral intention (descriptive norms), credibility and trust are needed to motivate the sharing of the news on social media. However, when a person uses inferences of others' approval on their intention to share news on social media (injunctive norms), credibility and trust contribute toward their intention to share the news. Thus, if a society is largely driven by descriptive norms, people are more cautious in what they share on social media. On the other hand, when the society is driven by societal expectations,

**Table 2: Finding Summary**

| Hypothesis | Support? |
|---|---|
| H1: Social influence will positively influence sharing intention of news on social media | Partially<br><br>Only for injunctive norm |
| H2: Credibility will fully mediate the relationship between social influence and sharing intention of news on social media | Yes |
| H3: Trust will fully mediate the relationship between social influence and sharing intention of news on social media | Partially<br><br>Only partial mediation for injunctive norm |
| H4: Product type will moderate the relationship between social influence and sharing intention of news on social media | Yes |
| H5: Social identity will moderate the relationship between social influence and sharing intention of news on social media | Yes |

then credibility and trust will serve as contributing factors and not the sole predictor of their behavioral intention. We invite future studies to duplicate our study in different cultures where descriptive and injunctive norms will contrast with the US norms.

Regarding H4 and H5, while social identity and news type do not have a direct impact on people's sharing intention, these factors interact with social influence (descriptive and injunctive norms) to influence people's sharing intention of the news on social media. Between the two moderators, social identity has a stronger influence on people's intention to share the news when compared to the news type. The results suggest that decision makers should have different strategies for different groups of users or different news type when curtailing social influence on social media.

In conclusion, our study contributes to the literature on misinformation and fake news by identifying several moderators and mediators for the relationship between social influence and sharing intention. Furthermore, the findings show that politicized and non-politicized products can moderate the impact of social influence. This resonates with recent studies that show how politicization of consumer products can act as a strategy to legitimize products (Huff et al., 2021); thus, calling for more studies to understand mechanisms that underline this politicization process. Additionally, the findings show a complex dynamic between social influence and other social factors, suggesting the need for complex strategies if one wants to control the influence of social factors on the spread of misinformation and fake news on social media. Future research could implement a within-subject design where all the respondents were exposed to all of the stimuli and are asked to choose which of the four stimuli, they intend to spread the news to others.

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## 7. Appendix A: News Blubs

| Truthful Politicized News | Fake Politicized News |
|---|---|

**Truthful Politicized News**

Breaking News ...

NEWS GlobalWorld News

According to the National Cancer Institute, the HPV vaccine protects against six different kinds of cancer (cervical, anal, back of the throat, penile, vaginal, and vulvar) that are caused by infection with the human papillomavirus, or HPV.

The vaccine is currently recommended for girls and boys aged 11 or 12. The first HPV vaccine was approved by the Food and Drug Administration (FDA) in 2006.

526K  9.9K Comments · 59K Shares

Like   Comment   Share

**Fake Politicized News**

Breaking News ...

NEWS GlobalWorld News

The HPV vaccination mandate for girls and boys aged 11 or 12 is a political ploy by the U.S. federal government. For decades, Congress has simply been transferring wealth from ordinary citizens to the pharmaceutical industry.

While claiming to believe in free market capitalism, it has created a web of monopolies which cause the United States to pay the world's highest prices for drugs even though it is the largest purchaser.

526K  9.9K Comments · 59K Shares

Like   Comment   Share

**Truthful Nonpoliticized News**

Breaking News ...

NEWS GlobalWorld News

According to medical providers and specialist in diseases and viruses, taking vitamin C can stop viruses. Country X went from not encouraging the taking of vitamin C to mandate the taking of vitamin C which results in a decrease in sickness.

526K  9.9K Comments · 59K Shares

Like   Comment   Share

**Fake Nonpoliticized News**

Breaking News ...

NEWS GlobalWorld News

Taking vitamin C cannot stop viruses. Stop listening to the physician and medical providers who are advocating the consumption of vitamin C! It has no effect on your health.

This is a scam!

526K  9.9K Comments · 59K Shares

Like   Comment   Share

## 8. Appendix B: Survey Instruments

| | |
|---|---|
| **Social Identity motive (SIM) (Bagozzi & Dholakia, 2002; Dholakia et al., 2004; Luhtanen & Crocker, 1992); Cronbach α=.96, CR=.97, AVE=.90** | |
| If you would share or discuss your assessment of the news, what benefit would you expect? It would: | |
| … show to my family members and friends and that I am a valuable member of my social circle | .92 |
| … make me become more attached to my social circle | .95 |
| … increase my feeling of belongingness within my social circle | .96 |
| … make me feel that I am an important member of my social circle | .96 |
| **Social influence (SI) -- Descriptive norms [12, 29]; Cronbach α=.95, CR=.96, AVE=.70** | |
| How many of your family members and friends do you feel would share your opinion on the news? (almost none–almost all) | .76 |
| How likely do you think your family members and friends would be to support your opinion of the news? (very unlikely–very likely) | .85 |
| How popular do you think your opinion of the news would be with your family members and friends? (not at all–very much) | .82 |
| How much support does your opinion of the news have among your family members and friends? (none–very much) | .87 |
| **Social influence (SI) -- Injunctive norms [12, 29]; Cronbach α=.95, CR=.95, AVE=.80** | |
| How do you think your family members and friends would feel if you expressed your opinion of the news by sharing or discussing it? | .82 |
| How much would your family members and friends approve or disapprove of your opinion of the news? (disapprove very much–approve very much) | .86 |
| Most of my family members and friends would think that my   of the news is… (very inappropriate–very appropriate) | .84 |
| If I share or discuss my opinion of the news, most of my family members and friends would…(strongly disapprove–strongly approve) | .86 |
| I feel that my family members and friends would approve of my sharing or discussing my opinion of the news (strongly disagree–strongly agree) | .86 |
| **Credibility  (CR) (Chaoguang et al., 2018); Cronbach α=.97, CR=.98, AVE=.95** | |
| I think the news is credible. | .98 |
| I think the news is authentic. | .98 |
| I think the news is believable. | .97 |
| **Trust in Information (TRST) (Lee & Lee, 2005) ; Cronbach α=.96, CR=.97, AVE=.88** | |
| I trust that the news about the product/service is reliable | .94 |
| I believe that this news about the product/service is telling me the truth | .94 |
| The way the news about the product/service tries to persuade people seems acceptable to me. | .91 |
| The news about the product/service seems to be trustworthy | .95 |
| The news about the product/service seems to keep the customer's best interests in mind. | .90 |
| **Intention to share news (INT) (Lin, 2007); Cronbach α=.97, CR=.98, AVE=.93** | |
| IN1: I intend to share this news blurb with others on social media. | .96 |
| IN2: I will try to share this news blurb with others on social media. | .97 |
| IN3: I will always make an effort to share this news blurb with others on social media. | .95 |
| IN4: I am likely to share this news blurb with others on social media. | .97 |