The Impact of Increased Tabloidization on the Initial Impressions of Credibility of News Websites

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The culture surrounding news media consumption is rapidly changing. The Internet as a news platform, and more specifically social media, has vastly overtaken traditional forms of news media in popularity. Consequently, individuals are spending less time reading and analysing the source and message of online news. Instead people are becoming more dependent on passively flicking through headlines and images as a way to take in their daily news. While many news agencies may be tempted to adopt the same practices that some of the most popular tabloid news websites use in order to attract and retain consumers, this research found that the long term effect of employing such practices is likely to result in a reduction in the overall credibility of that news website and, by extension, as a news source overall.