e-ISSN: 2279-0837, p-ISSN: 2279-0845.

www.iosrjournals.org

People's Perception about Television as a Reliable Source of **Information: A Comparative Study with New Media in Bangladesh**

Mazidul Islam¹, Shuvrodeep Mandal²

¹Lecturer, Mass Communication and Journalism Discipline, Khulna University, Khulna, Bangladesh-9208, ²Postgraduate Student, Mass Communication and Journalism Discipline, Khulna University, Khulna, Bangladesh-9208

Abstract:

The study was conducted on people's perception about Television and New Media as a reliable source of information. The specific objective was incorporated to search the comparative acceptance of television and new media as a reliable source of information, to find out the reliability of Television and New media. The survey method was used for conducting the study. It was accomplished with 70 respondents and used random sampling. This paper highlighted that new media users are less than television users because internet-based New Media are not connected to people of all generations. More than half of the respondents think Television's news accuracy is more than that of New Media. As the internet connection is not yet available in the village, New Media can't reach Bangladesh's root level people. People think Television keeps their news in balance than New Media does. The Political bit is the most untrustworthy bit of Television and Entertainment bit is the most untrustworthy bit

Key Words: Comparative, Effective role, Perceptions, Reliable Source, Reliability of Television, Reliability of New Media, Source of information.

Date of Submission: 08-09-2020 Date of Acceptance: 23-09-2020

I. INTRODUCTION

We are living in the 21st century where technology is advanced more than ever and it is boosting up day by day. Electricity has done its magic and so did the technology. And so, the less advanced part of the world is getting the opportunity to blend in. (Afroze and Chaudhuri, 2018). Though technological development has delved many gadgets to get information, television still can play an effective role in disseminating information. Television has the potential to diffuse development information and supplement the extension effort (Rao, 1992). Internet news is abundant and easily available nowadays (Lu and Andrews 2006). So many readers are getting the opportunity to get information via the Internet instead of traditional ways (Eastin, 2001).

The online news portal, modern information, and communication technology, is also an internet-based media. The significant growth of online media has been noticed in the last 10 years (Tewari, 2017). Through New media, people are getting the news in a single moment of the world. As of April 2019, 56.1% population of the world has internet access according to Internet World Stats, and though the total number of Internet Subscribers has reached 86.872 Million by the end of May 2018 (Bangladesh Telecommunication Regulatory Commission, 2018). Among them, the internet user of the rural areas is considerably low but from the study, we can say they mostly belong to the urban area. Today, new media offers a new and interesting spectrum of communication capabilities. So, the Audience of New Media is increasing rapidly.

Audiences search for information for various purposes, especially, for comfort, empowerment, learn, and knowledge to act. But all information is not useful and reliable for them. Then they filter out useless information and retaining only that which is useful and believable. Reliability is one of the criteria using to filter unbelievable information (Wathen and Burkell, 2002). Reliable means the consistently good in quality or performance that able to be trusted. It's a person or thing with trustworthy qualities. The purpose of this study is to identify the user's perceptions of Television and New Media as a reliable source of information. The new media has become a major source of news and information in recent years.

12 |Page DOI: 10.9790/0837-2509091224 www.iosrjournals.org

II. BACKGROUND OF THE STUDY

Television is the most significant electronic medium of information for many people. It is considered as the medium of the mass because it's sound and visual. It captures the mind and heart of its audience and has become a part of a new culture and cultural values of those who watch it. "Television has distrusted traditional expectations and is rapidly altering what society accepts as public behavior" (Krotz and Eastman, 1999). It is a forceful medium of information, education, entertainment and promotion of health.

Audiences search information for various purpose, especially, for comfort, empowerment, learn and knowledge to act. But all information is not useful and reliable for them. Then they filter out useless information and retaining only that which is useful and believable. Reliability is one of the criteria using to filter unbelievable information. (Wathen and Burkell, 2002) Reliable means the consistently good in quality or performance that able to be trusted. It's a person or thing with trustworthy qualities.

III. OBJECTIVE OF THE STUDY

The major objective of the study is to find out the People's perception of Television and New Media as a reliable source of information among the people of the study area. Specific Objectives are:

- (a) To find out the Comparative acceptance of television and new media as a reliable source of information
- (b) To find out the difference between media usage of rural and urban people.

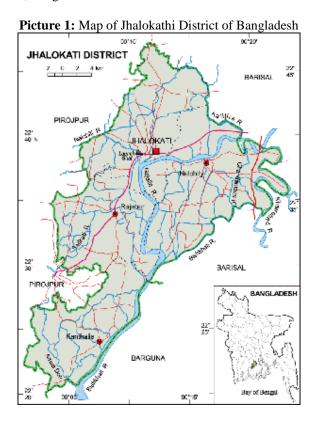
IV. RESEARCH METHODOLOGY

Method of the Study

The quantitative approach applied in the study. The study conducted through the use of survey research design. In this study, the survey method was chosen as it would be very authentic in getting data than that of others. Survey research methods are used for analyzing people's perceptions about Television and New Media as a reliable source of information.

Study Area

Jhalokathi district was selected as a study area. Two areas for this study were purposively selected. Among the rural areas Baruhar, ward no. 9 under Skherhat union was purposively selected under Jhalokathi Sadar Thana. Among the urban areas Jhalakathi Sadar Thana, ward no. 5 was selected under Jhalokathi Pourashava, Jhalokathi District, Bangladesh.



DOI: 10.9790/0837-2509091224

Population of the Study

According to Jhalokathi pourashava, the total population of the selected area was 7033. (Urban area *Jhalakathi Sadar* ward. 5 under Jhalokathi Sadar has total 3854 and rural area *Baruhar* ward 9 under shekherhat has total 3179). In this study, those 7033 were considered as the population of the study.

Sample Size

Population of the study area was 7,033. The sample size for the study was 70 which determine by taking 1% of the selected population. In this survey total of 70 respondents were selected as samples, from the population using different sampling strategies. Firstly, by area from the total 70 samples we were selected 50% from the urban area and 50% from the rural area of Jhalokathi District.

Distribution of Respondents by Area				
Population Category	Number of Surveys	Location		
Urban	35	Jhalakathi Sadar		
Rural	35	Baruhar		
Total	70			

Secondly, all the respondents are divided under four age groups: 15-24, 25-39, 40-59, and above 60 Using cluster sampling.

Age Group(Years)	Number of Respondent		Total	Percentage (%)
	Rural	Urban		
15-24	9	9	18	25.71%
25-39	9	9	18	25.71%
40-59	9	9	18	25.71%
60-Above	8	8	16	22.86%
Total	35	35	=70	100%

Data Collection tools

The primary data were collected through the previously developed Questionnaire. The secondary data were collected by searching relevant sources in different stages of the study. The research tool questionnaire is designed based on the general idea of TV and New media usages. Besides these, the personal interview and observation methods were concluded.

Study Period

The study is done from May 2019 to October 2019. Data collection, data processing and analysis are done within this period. Besides, literature are reviewed during the whole study period.

Data Analysis and Interpretation

After data processing, data analysis and interpretation were done through using statistical techniques. For the analysis of data statistical tools as numbers, percentages, tabulating and graph were used. The data were interpreted by using tables, figures, numbers and percentages.

V. RESULTS

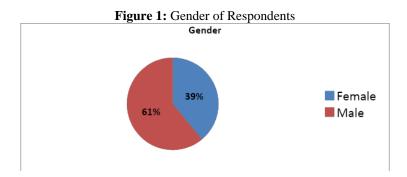
Age and Gender Distribution

Data shows that all the respondents were divided under four age group: 15-24, 25-39, 40-59 and above 60. Where groups 15-24, 25-39 and 40-59 each got 25.71% of respondents and above 60 has 22.85% of respondents. *Figure 1* shows 61% male and 39% female participated in the survey.

Table 1: Age Group of Respondents

Tuble 11 11ge Group of Respondents					
Age Group(Years)	Number of Respondents		Total	Percentage (%)	
	Rural	Urban			
15-24	9	9	18	25.71%	
25-39	9	9	18	25.71%	
40-59	9	9	18	25.71%	
60-Above	8	8	16	22.85%	
Total	35	35	=70	100%	

DOI: 10.9790/0837-2509091224 www.iosrjournals.org 14 | Page



In Figure 2, we calculated that 40% were female and 60% were male among the 35 urban samples. Those included 8 students, 6 housewives, 10 Businessmen, 5 Survive, 2 professionals, and 4 different professionals. In 35 rural samples, there were 7 housewives, 9 students, 6 farmers, 3 businessmen and 10 other professionals. The farmers also engaged in other businesses aside from their farming. There was also ward member, servant and day laborer present in the rural samples.

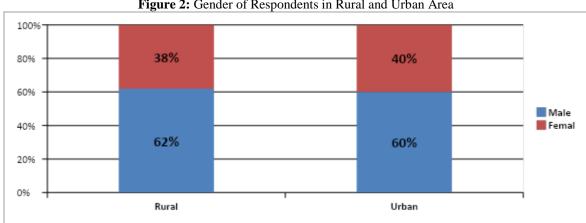
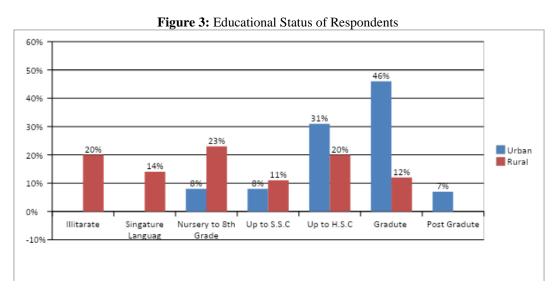


Figure 2: Gender of Respondents in Rural and Urban Area

Education

Education is a process by which we develop our mind and also it is the continuous process by which our behavior is changed to desire and expected or comparative change of our lifestyle. Education is one of the basic needs of a human. In Figure 3, Data shows that the majority of urban people were educated. Among the Urban Area, Most of them are studying 46% were graduated and 7% are post-graduated. In the Rural Area, the scenario was far different where they hardly reached up to secondary school examinations. Only 12% were graduated.



Television at home and watch television

The data of *table 2*, shows 94.2% respondents have Television at their home and 5.8% haven't. In Rural area, 89% respondent has Television in their house but 11% do not have a television at home. On the other hand, in urban area, 100% respondents have Television in their home.

Table 2: Television at home

Television at home					
Answer	Number of I	Respondents	Frequency	Percentage (%)	
	Rural	Urban			
Yes	31(89%)	35(100%)	66	94.2%	
No	4(11%)	0	4	5.8%	
Total	35(100%)	35(100%)	=70	100%	

Use of internet

The user of the internet increasing day by day. In this study, the respondents were asked do they use the internet. It was a supplementary question asking if the answer is yes of the main question, do they use New Media and which new media they mostly use.

Table 3: User of the Internet

Use of internet					
Answer	Number of Respondents		Frequency	Percentage (%)	
	Rural Urban				
Yes	15(43%)	26(74%)	41	58.6%	
No	20(57%)	9(26%)	29	41.4%	
Total	35(100%)	35(100%)	=70	100%	

In Table 3, Data shows that the Majority of the urban respondents (74%) replied that they use the internet. Rest 26% don't use the internet. But rural side story is completely different. 57% of the rural people don't use the internet. Rest 57% don't use the internet.

In urban area male and females both use the internet. In rural areas only students, educated people use it properly. But in overall 58.6% respondents use internet and 41.4% don't. Among the 58.6% internet user, all use new media for getting information.

Table 3.1: most use new media

Most use New Media				
Option	Number of Respondents		Total	Percentage (%)
	Rural	Urban		
Youtube	7	16	23	33.4%
Social Media /	8	10	18	24.2%
Online portal				
Total	15	26	41	58.6%

Table 3.1, data shows that among the 58% New media user the respondent most use YouTube 33% following Social Media/Online portal 25%.

Regular user of Television and New Media

One of the important questions in this survey was whether they watch Television and New Media. The respondents are connected to these media by hook or by crook. But sometimes they don't watch Television and New Media daily.

In the following Figure, the percentage of Television User and New Media user is shown:

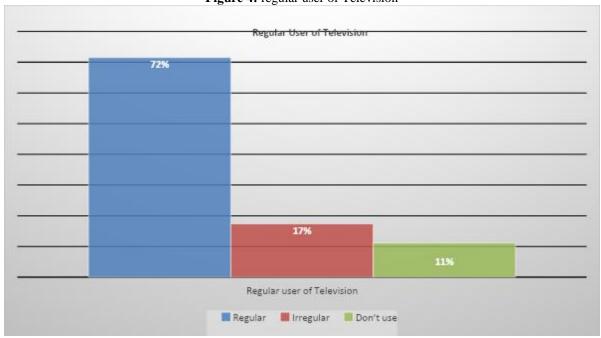
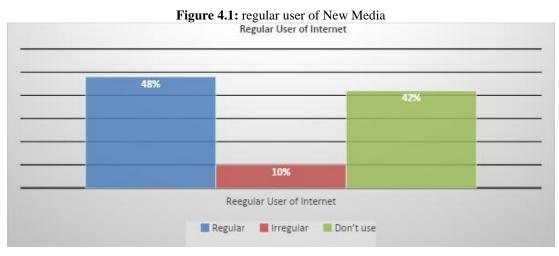


Figure 4: regular user of Television

In Figure 4, Data show that 72% of respondent watch Television regularly while 17% are irregular. Rest 11% don't watch Television.



In Figure 4.1, Data shows that 48% of respondents use New Media regularly while 10% are irregular. Rest 42% don't use New Media.

Most followed Topic

In this study, the respondents were asked to select a topic they follow most. There was a chance to select multiple responses.

Figure 5, data shows that most followed topic is National Politics with 44% followed by Domestic Issues with 41%, Lifestyle 40%, Sports 32%, International News 30%, Local News 27%, Crime 21% and Agriculture 10%. The Data also shows that, In Rural areas, the most followed topic is National Politics, second Domestic Issues and In Urban Area, Most followed topic is Lifestyle, Second National Politics and Domestic Issues.

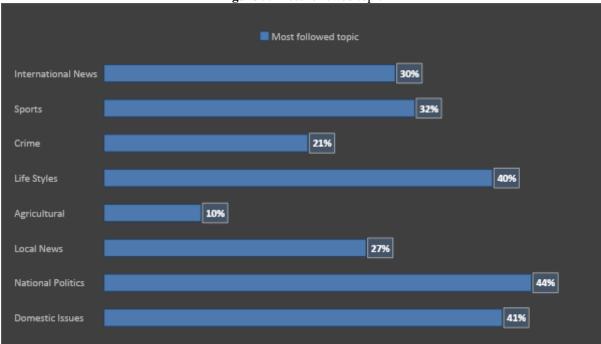
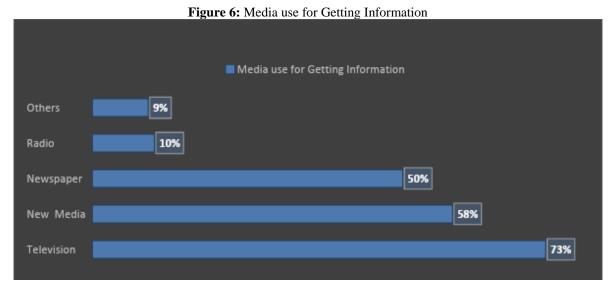


Figure 5: Most followed topic

Media Use for Getting Information

In the questionnaire used in this study, the respondents were asked about what kind of news media is being used to get information. Four types of media were available in different options with another option if the source of media was not matched. There was a chance to select multiple responses. In *Figure 6*, Data shows that 73 percent of respondents use television to receive information while 58 percent of respondents use New Media. The use of media for getting information varies in Rural and Urban areas.

The analysis shows that 50% of respondents use newspapers, 10% use Radio, and the rest 9% use other media to get information. The rest 9 percent of students responded about using personal communication for getting information.



News Accuracy of Television and New Media

Table 4: News Accuracy of Television

	Table 4. News Accuracy of Television				
News accuracy of television					
Opinion	Number of 1	Respondents	Frequency	Percentage	
	Rural	Urban		(%)	
Strongly Agree	4	3	7	10%	

Agree	18	15	33	47.2%
Disagree	9	6	15	21.4%
Strongly Disagree	0	2	2	2.8%
No Opinion	4	9	13	18.6%
Total	35	35	=70	100%

The analysis shows that 47.2% of respondents agree with the statement that Television maintains accuracy, while 21.4% of respondents say that they are not agreed with the statement. 10% of the respondents are strongly agreed while 2.8% strongly disagree with the statement, and the rest 18.6% of respondents have no opinion.

Table 4.1: News Accuracy of New Media

News accuracy of New Media				
Opinion	Number of Re	espondents	Frequency	Percentage (%)
	Rural	Urban		
Strongly Agree	0	0	0	0%
Agree	3	7	10	14.2%
Disagree	10	12	22	31.4%
Strongly Disagree	2	3	5	7.4%
No Opinion	20	13	33	47%
Total	35	35	=70	100%

On the other hand, 31.4% of respondents disagree with the statement that the New media maintain accuracy, 14.2% agree, 7.4% strongly disagree, and 47% of respondents have no opinion. The percentage of No opinion is more because the New media user is less than Television users. Some of the respondents have made an elaborate statement of their opinion. They have expressed their views in various ways. Most of the respondents think that they get comparatively accurate news from Television than New media.

Depth and Completeness of information:

Table 5: Depth and completeness of Television Information

	1	<u> </u>		
Depth and completeness of Television Information				
Opinion	Number of Respondents		Frequency	Percentage (%)
	Rural	Urban		
Strongly Agree	2	0	2	2.8%
Agree	21	18	39	55.8%
Disagree	8	5	13	18.6%
Strongly Disagree	0	2	2	2.8%
No Opinion	4	10	14	20%
Total	35	35	=70	100%

Table 5 data Analysis shows that 55.8% of respondents agree with the statement that the news of television is engulfed in-depth and completeness, 18.6% disagree 2.8% strongly agree, 2.8% strongly disagree, and the rest 20% respondents have no opinion.

 Table 5.1: Depth and completeness of New Media Information

	Table 111 Separate Completeness of 110 Williams Information				
Depth and completeness of New Media Information					
Opinion	Number of 1	Respondents	Frequency	Percentage (%)	
	Rural	Urban			
Strongly Agree	0	0	0	0%	
Agree	3	3	6	8.6%	
Disagree	10	14	24	34.2%	
Strongly Disagree	2	2	4	5.7%	
No Opinion	20	16	36	51.5%	
Total	35	35	=70	100%	

On the other hand, *Table 5.1* shows that 34.2% of respondents disagree with the statement that the news of New Media is engulfed in-depth and completeness, 8.6% agree, 5.7% strongly disagree, 0% strongly

agrees, and 51.5% respondents have no opinion. The no opinion is more because the internet user is less than the television user.

Balance of News

Table 6: Balance of Television Information

Balance of Television Information				
Opinion	Number of I	Respondents	Frequency	Percentage (%)
	Rural	Urban		
Strongly Agree	0	0	0	0%
Agree	24	23	47	67.1%
Disagree	9	5	14	20%
Strongly Disagree	0	1	1	1.4%
No Opinion	2	6	8	11.5%
Total	35	35	=70	100%

In *Table 6*, Data Analysis shows that 67.1% of respondents agree with the statement that television maintains balance of news, 20% disagree, 0% strongly agree, 1.4% strongly disagree while the 11.5% respondents have no opinion.

Table 6.1: Balance of New Media Information

Balance of New Media Information					
Opinion	Number of Respondents		Frequency	Percentage (%)	
	Rural	Urban			
Strongly Agree	0	0	0	0%	
Agree	5	11	16	22.8%	
Disagree	10	11	21	30%	
Strongly Disagree	0	1	1	1.4%	
No Opinion	20	12	32	45.8%	
Total	35	35	=70	100%	

On the other hand, *Table 6.1* shows that 30% of respondents disagree with the statement that New Media maintains balance of news, 22.8% agree, 1% strongly disagree, 0% strongly agree, while 45.8% of respondents have no opinion. The no opinion is more because of only 58% User the New Media.

Clarity of News

Table 7: Clarity of Television Information

Clarity of Television Information					
Opinion	Number of Respondents		Frequency	Percentage (%)	
	Rural	Urban			
Strongly Agree	0	0	0	0%	
Agree	23	21	44	62.8%	
Disagree	5	5	10	14.2%	
Strongly Disagree	0	0	0	0%	
No Opinion	7	9	16	23%	
Total	35	35	=70	100%	

Table 7, data analysis shows that 62.8% of respondents agree with the first statement that television publishes news spontaneously, 14.2% disagree while the rest 23% of respondents have no opinion.

Table 7.1: Clarity of New Media Information

Table 7.1. Clarity of New Media information					
Clarity of New Media Information					
Opinion	Number of Respondents		Frequency	Percentage (%)	
	Rural	Urban		_	
Strongly Agree	0	0	0	0%	
Agree	2	3	5	7.1%	
Disagree	12	20	32	45.7%	
Strongly Disagree	1	1	2	2.8%	
No Opinion	20	11	31	44.4%	

DOI: 10.9790/0837-2509091224 www.iosrjournals.org 20 | Page

Total	35	35	=70	100%

On the other hand, *Table 7.1* data shows that 45.7% of respondents disagree with the second statement that New media publish spontaneous news, 7.1% agree, 2.8% strongly disagree, 0% strongly agree, and 44.4% of respondents have no opinion. The no opinion is more because the New Media user is less than television users.

Untrustworthy Bit of News Media

Trustworthiness is a relevant indicator for verification of anything as Reliable. Nowadays it's very important in the field of news media because people are being confused to select a trustworthy news media.

Table 8: Untrustworthy bits of Television

Untrustworthy bits of Television					
Bit	Number of Respondents		Frequency	Percentage (%)	
	Rural	Urban			
Entertainment	4	1	5	7%	
Agricultural	1	0	1	1%	
Economics	6	8	14	20%	
Politics	15	22	37	53%	
Educational	6	3	9	13%	
Daily Affairs	5	5	10	14%	
Sports	0	0	0	0%	
Lifestyle	2	3	5	7%	
No Answer	14	12	26	37%	

According to *table 8*, data analysis, 53 percent of respondents of Television doubt the reliability of political news bit. 20% of respondents mentioned economic, 14% Daily affairs, 13% education, 7% life Style, 1% Agricultural, and 7% entertainment as an untrustworthy bit for newspapers. And some respondent informs their untrustworthy bit in the open-ended question stating that they doubt about crime-related news of newspapers.

According to *table 8.1*, data analysis, 41% of respondents of new media doubt the reliability of entertainment bit. 37% of respondents mentioned politics, 13% education and 13% Daily affairs as the untrustworthy bit for newspapers. And some respondents mentioned different issues as untrustworthy including medical treatment, religion, etc.

Table 8.1: Untrustworthy bits of New Media

Untrustworthy bits of New Media				
Bit	Number of Respondents		Frequency	Percentage (%)
	Rural	Urban		
Entertainment	11	18	29	41%
Agricultural	0	0	0	0%
Economics	1	0	1	1%
Politics	10	16	26	37%
Educational	6	3	9	13%
Daily Affairs	5	4	9	13%
Sports	0	0	0	0%
Lifestyle	2	3	5	7%
No Answer	22	12	34	49%

Politicians & Traders' influences over Television & New Media

In this study, the respondents were asked about their perception of the influences of politicians and traders on television and News Media in two separate questions. Most of the respondents said that television and New Media are dominated by politicians & traders. While a few respondents express a contrary opinions.

Politicians & Traders' influences over television Opinion Number of Respondents Percentage (%) Frequency Rural Urban Strongly Agree 4 12.9% 5 Agree 21 22 43 61.4% 10 14.3% Disagree 3 7 Strongly Disagree 0 0 0 0%

5

35

8

=70

11.4%

100%

Table 9: Politicians & Traders' influences over television

In *Table 9*, data analysis shows that 61.4% of respondents agree with the statement that television is dominated by politicians and traders, 12.9% strongly agree, 14.3% disagree, 0% strongly disagree while the 11.4% respondents have no opinion.

Table 9.1: Politicians & Traders' influences over New Media

Politicians & Traders' influences over New Media					
Opinion	Number of Respondents		Frequency	Percentage (%)	
	Rural	Urban			
Strongly Agree	0	0	0	0%	
Agree	9	15	24	34.1%	
Disagree	6	11	17	23.1%	
Strongly Disagree	0	0	0	0%	
No Opinion	20	10	30	42.8%	
Total	35	35	=70	100%	

On the other hand, *Table 9.1* data shows that 34.1% of respondents agree with the statement that New Media are dominated, 23.1% disagree, and rest 42.8% of respondents have no opinion.

Truthfulness of Media

No Opinion

Total

3

35

The following Figure shows the percentage of opinion on the truthfulness of Television and New media:

Figure 7: Truthfulness of Media

More Buth Media

11%

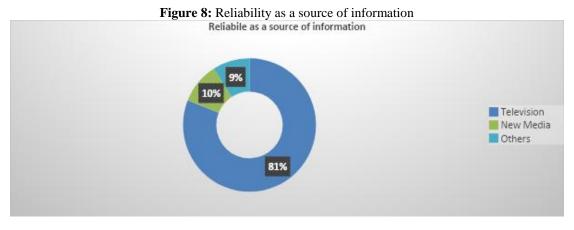
New Media 7%

Television
82 %

It is found while analyzing data that most respondents think television is the truthful media. In *Figure 7*, Data analysis shows that 82% of respondents believe Television as the truthful media while only 7% percent of respondents agree that New Media are truthful media. Moreover, 11 percent of respondents believe both media as truthful.

Reliability of News Media

The following Figure shows the percentage of opinion on the Reliability of Television and New Media:



In *Figure 8*, Data analysis shows that 81 percent of respondents select television as reliable media. They state that television's news gives the full description of an incident with logic, evidence, and witness. The other 10 percent of respondents select New Media as the reliable media. And 9 percent of them think both media has some sort of reliability in presenting the information.

VI. DISCUSSION

According to data, 94.2% population has Television at home but 88% of people watch television in the study area. In a rural area, 100% respondents watch television. And in the urban area, 77% of respondents watch television. Data shows that the Majority of the urban respondents (74%) replied that they use the internet. Rest of the 26% do not use the internet. While the rural people's story is completely different. 43% of rural people use the internet. Rest 57% don't use the internet. But in overall 58.6% of respondents use the internet and 41.4% don't. Among the 58.6% internet user, all use new media for getting information. This data shows the difference media uses of Urban and Rural area. Data show that 72% of respondents watch Television regularly while 48% of respondents use New Media regularly.

It has been found that 73% of the respondent of the study area received news from the television and 58% of respondents of the study area received news from New Media. Here it is evidence that the percentage of Television is high because 94.2% of respondents have Television at home. The percentage of new media is low because Internet-based New Media are not connected to people of all generations. New media are mostly read by the young generation.

The data shows that the most followed topic is National Politics followed by Domestic Issues. In the Rural areas, the most followed topic is National Politics, second Domestic Issues and In Urban Area, Most followed topic is Lifestyle, Second National Politics, and Domestic Issues.

According to data, 5.7 percent of respondents cross-check information, and 88.5% percent don't cross-check their information received from television, and the rest 5.8% don't watch TV And 21.5% respondents cross-check the information received from New Media while 37.1% do not. Rest 41.4% respondents don't use the internet. The received data also states that most of the respondents are not conscious of the information they received. A few respondents cross-check their information. We found 58.6% respondents use the internet. Data shows that 47.1% of respondents search for information on the internet and rest 11.5% don't search for information.

Data shows Most of the respondents believe that Television publishes more accurate news than New Media which sometimes provides wrong information in the name of publishing quick news. On television accuracy, 47.2% of respondents agree with the statement that Television maintains accuracy, while 21.4% of respondents say that they are not agreed with the statement and On New Media accuracy 31.4% of respondents disagree with the statement that the new media maintain accuracy while 14.2% agree.

Half of the respondents think that the news of television is more depth and completeness than that of New Media. Almost all of the respondents believe that television is more expertise in news structure and language infliction, whereas only 7 percent of respondents agree with the New Media. Respondents think that television media recruit expert human resources. So the people working here are careful about the fact and the uses of language. But in the case of New Media, they say there's a lack of expert human resources. 49 percent of respondents state that New Media provides news faster. 39% selects television because most of them do not use the internet. 22% of respondents are getting information from both types of media.

Respondents also agree that television is the reputable media while only a few choose online news portals as reputable media. As the internet connection is not yet available in the village, New Media can't reach Bangladesh's root level people. So, people trust the television more.

More than half of the respondents believe Television keeps their news in balance than New Media do. 62.8% respondents believe that television is publishing news with clarity whereas almost half of the respondent select disagree that new media provides balanced information.

Most of the respondents mistrust the news of the political bit of television and news of Entertainment bit of New Media. And the news of the Sports bit is more reliable to the most Respondents. More than half of the population believes that television is dominated more by politicians and traders than New Media. Most of the respondents believed that television media publish true news. Only a few respondents agree that New Media also publishes true news.

Television is considered by most of the respondents as reliable media. Similar findings have also been found in the earlier study. Johnson and Kaye (1998) have suggested that online media are less credible. Recent research on online journalism showed, 'the more people use the web, the less they trust it'. Another study was operated in Korea by Yi Park (2005). He found that traditional news media is more credible than online news formats.

In another research showed "television was rated more credible than the internet to convey news among non-academic professional staff." (Mehrabi, 2009). In contrary another study, entitled 'Perceptions of Internet Information Credibility', conducted by Flanagin and Metzger (2000), shows that the internet-based information was as credible as television.

They state that television's news gives the full description of an incident with logic, evidence, and witness. As the internet connection is not yet available in the village, New Media can't reach Bangladesh's root level people. So, people trust the television more Internet-based New Media are not connected to people of all generations.

VII. CONCLUSION

The study has found that, even if the respondents get news from the New Media, they think the Television is more reliable. Although the respondents who have been taken as a sample for the study are not much, perceptions about the television's reliability have become clear as the respondents elaborate their opinions. Lastly, every subject has some negative aspects. If those negative aspects can be overcome, it will become benignant for society. In the current study, the respondent give their opinion about their media reliability, they have highlighted some problems of media. So, overcoming this crisis of reliability, the media should publish fair information with authentic sources, which will be beneficial for society as well of the country.

REFERENCES

- [1]. Afroze T., Fatima N. and Chaudhuri A. (2018). *Media in Urban and Rural Area: The Favoritism of Media in Bangladesh*. University of Chittagong, Chittagong, Bangladesh.
- [2]. Bangladesh Telecommunication Regulatory Commission. (2018). (Retrieved from: http://www.btrc.gov.bd/content/internet-subscribers-bangladesh-may-2018)
- [3]. Eastin, M. S. (2001). 'Credibility Assessments of Online Health Information: The Effects of Source Expertise and Knowledge of Content.' *Journal of Computer-Mediated Communication*. 6(4).
- [4]. Johnson, Thomas & Kaye, Barbara K. (1998). *Cruising is Believing?: Comparing Internet and Traditional Sources on Media Credibility Measures*, Journalism & Mass Communication Quarterly. 75, p.325-340.
- [5]. Krotz, F. and Eastman, S.T. (1999). 'Orientation toward Television outside the Home.' *Journal of Communications*. 49 (1), p.5-25.
- [6]. Lu, H. and Andrews, J. E. (2006). 'College Students' Perception of the Absolute Media Credibility about SARS-Related News during the SARS Outbreak in Taiwan.' *China Media Research*. 2(2), p.85-93.
- [7]. Rao, B.S.S. (1992). *Television for rural development*. New Delhi: concept publishing company.
- [8]. Tewari, P. (2017). 'Is Print Readers Declining? A Survey of Indian Online Newspaper Readers,' *Journal of Socialomics*. Volume 5, Issue 4 1000177, ISSN:2167-0358.
- [9]. Wathen, C. N. and Burkell, J. (2002). 'Believe it or not: Factors influencing credibility on the web.' *Journal of the American Society for Information Science*. Vol. 53, Issue: 2, Doi: 10.1002/asi.10016
- [10]. Yi Park, C. (2005). Decomposing Korean News Media Credibility in the Internet Age. Public Opinion Research. 18 (2), p. 238–245.

Mazidul Islam, et. al. "People's Perception about Television as a Reliable Source of Information: A Comparative Study with New Media in Bangladesh." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 25(9), 2020, pp. 12-24.
