

## THE RISE OF ONLINE NEWS BLOGS AMONG UNIVERSITY STUDENTS: MOTIVATIONS, CONSUMPTION PATTERNS, AND SOCIAL CAPITAL IMPLICATIONS

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### Abstract

*Online news blogs are continuously emerging and expanding in today's world, becoming an increasingly popular source of information. This rapid proliferation of online news blogs has transformed the way university students in Lahore consume news. This shift from traditional media to digital platforms has implications for their motivations, perceived credibility, consumption patterns, and social capital. The study explores how these changes influence students' news consumption habits, motivations behind choosing specific blogs, their trust in these sources, and the resulting impact on their social capital. This study utilized a cross-sectional research design to explore the research objectives. To ensure robust and representative findings, an empirical investigation was conducted on a stratified random sample of 562 media students from twelve public and private universities. This approach allowed for a comprehensive analysis of the perspectives and behaviors of media students across diverse educational institutions, providing valuable insights into the research questions. Findings provide the sight of university students' use of online news blogs and their impact on motivation, perceived credibility, and social capital. It finds a positive relationship between frequent blog consumption and increased motivation, trust in information, and social connections. Statistical analysis shows that blog consumption, reading motivation, and credibility trust are strong predictors of social capital. The study also highlights that older students have higher social capital and are more engaged with blogs. Existing literature supports these findings, showing that blogs enhance social connections, provide diverse information, and influence credibility perceptions based on users' trust in the content.*

**Keywords;** Online news blogs, university students, perceived credibility, motivation social capital

### Introduction

News blogs are popular and modern form of online journalism that is extensively adopted universally (Wall, 2005). Online journalism emerged in 1994, coinciding with the rise of the World Wide Web (Palacios & Díaz-Noci, 2009). The adoption of blogs by mainstream news outlets has been swift across the globe. The world's most reputable news organization, the BBC, has embraced a new genre of journalism, known as news blogging (Hermida, 2009).

Online news blogs allow its users to express their opinions, thoughts, and emotions through comments on news stories. The commenting feature of news blogs encouraged users to leave comments on news stories to express their opinions, thoughts, and emotions according to the news story (Tsagkias, et. al., 2009; Kaye, 2005; Wall, 2005). Online news blogs has transformed the journalism industry and the relationship between users and journalism by adopting a conversational style, as opposed to the traditional journalistic approach (Wall, 2005). However, Blogs have not replaced traditional news consumption methods, but they have transformed the way people disseminate news (Saffer, 2013; Blood, 2003). Yet news blogs are a modern way of

communicating, fulfill the addiction to news (Blood, 2003), reliable source for accessing quick information from anywhere (Kaye, 2005) and have a link to other news sources (Blood, 2003). People are motivated to use blogs for various reasons (Kaye, 2005), to get exclusive information (Gil de Zúñiga, et al., 2011; 2013; 2018; Zingsheim, 2011), a wide range of information (Zingsheim, 2011; Saffer, 2013), escapism from traditional media (Kaye, 2005), for entertainment (Gil de Zúñiga, et al., 2011), to participate in online sphere by posting comments (Gil de Zúñiga, et al., 2011), making friends (Kaye, 2005; Gil de Zúñiga, et al., 2013), as well as to access a variety of opinions and perspectives on news through commentary (Saffer, 2013). Researchers in the field of online journalism have a deep interest in blogs, they are very particular and provide a new framework for online journalism (Matheson, 2004).

The modern communication technologies un-doubtly have very powerful impact on the young people lives (Roberts & Foehr, 2004). Young people have opportunity to choose different media to gratify their need, based on their nature, personality social economic culture (Arnett, 1995). Therefore, Alsrudi (2018) observed that young people readily user of online news blogs because they exercised freedom and enjoy interaction.

In Pakistan, young people are using social networking more energetically and have quickly adapted to the online phenomenon. The literature observes that young people tend to use online newsblogs more frequently (Ko, 2008; Howe, 2011; Freeman, 2011). We use original survey data from university students in Lahore, Pakistan, to navigate these associations. This research focuses on variables like the motivation behind online news blogs and the patterns of consumption, as they both demonstrate a positive correlation with social capital. Consequently, new media, such as online news, blogs, and social networking sites, are associated with motivation and positively contribute to the individual-level construction of social capital among youth (Valenzuela et al., 2009). Numerous news organizations in Pakistan, both print and electronic, have established their online blogs to cater their readers. The objective of this study is to explore the popularity of online news blogs among university students as a medium for news consumption. The study also examines the role of demographic characteristics with respect to online news blogs, and social capital. The aim of this research is to examine the motivation behind the use of online news blogs among university students and whether the students perceived online news blogs more credible source of information. This current study also finds the association between consumption of online news blogs and social capital of individuals. As in our country young people are more energetically use social networking and adopted online phenomenon very quickly. Subsequently, it is observed, many news organizations in Pakistan whether print and electronic media created their online blogs for their readers. So the objective of this study is the online news blogs also popular medium of getting news among university students. The role demographics characteristics also examine with reference to this phenomenon, online news blogs and social capital.

To navigate these associations, we utilize original survey data from university students' of Lahore, Pakistan. This research deals with variables such as motivation of online news blogs and consumption pattern because both represent healthy relationship with social capital. Subsequently, new media such as online news, blogs, and social networking sites associated with motivation and positive individual-level construction of social capital of youth (Valenzuela et al., 2009). However, social trust and life satisfaction described within the delineation of social capital (Helliwell & Putnam, 2004).

## Literature review

New technology has changed the world of online journalism by adding features such as interactivity, hypertext, and multimedia. (Steensen, 2010). Blogs are 'participatory media', characterized by their conversational style, frequent updates on the website in reverse chronological order, prioritizing exclusive news, and frequently featuring hyperlinks. Blogs are a modern way of communicating (Blood, 2003), therefore, differ from traditional media (Saffer, 2013). Blogs are the fastest and thriving means of information dissemination; readers learn more as they join the commentary, share their views, read others comments, and use hyperlinks for deep information (Gilmore, 2010). Hence, this interactive element of blogs enables readers to analyze the bloggers' feelings and perceptions as the issue progresses (Zingsheim, 2011). Users are relentlessly linked and proficient at interacting with each other due to the emergence and escalation of social networks like Facebook, micro blogging via Twitter, blogs, and YouTube. Users actively share their thoughts, documents, and jeopardy news, enabling them to circumvent official information regulators (Ding & Zhang, 2010). Comments on an issue initiate the social process; users in their commentary use their friends or other commenter's names to share their views. They posed questions, shared their opinions, and analyzed the story; this phenomenon has the potential to strengthen an individual's social connections (Manosevitch & Walker, 2009) and commentaries on news stories initiate the social process (Johnson & Kaye, 2008). Active users have the opportunity to connect with journalists, become news sources, and contribute to citizen journalism (Johnson & Kaye, 2008).

Journalists of traditional media blogs seldom participate in the commentary, but independent bloggers take part in the discussion; sometimes they initiate conversation by themselves (Gilmore, 2010). Hermida and Thurman (2007) reveal that mainstream popular media incorporates user-generated content, such as news blogs, to their websites, enabling their followers to participate in news journalism. Every media organization, regardless of size, recognizes the importance of blogs, which is why they establish them on their official websites and employ bloggers. CCN, BBC, and New York Times also operate blogs in addition to their online platforms. Online newspaper websites occasionally provide links to blogs, serving as a reliable source for readers seeking unbiased information on various issues (Gilmore, 2010). By incorporating news blogs, News organizations give a chance to the ordinary public to participate; they can upload their comments and videos. Professional journalists cover the issues that active users analyze by commenting on them. The participatory journalism concluded that mainstream media adopted citizen blogs as a platform for their users to participate, commenting and sharing numerous links on any issue. Blogs provide the platform for likeminded people to share their views about similar interests (Hermida et al., 2011).

Gil de Zúñiga et al. (2011) find out the several motivations to access online news blogs for seeking information, for entertainment purpose, and are perceive to be more reliable source. Furthermore, online blogs might be changed the perception of users. Same like, Howe (2011) examines in his article how the popularity of social networks like blogs, social media, and websites with user-generated content influences the pattern of news consumption and distribution. Participants revealed that they use these social networks to share news items, connect with friends, seek guidance on specific issues, and participate in discussions. Armstrong and McAdam (2011) Identified the ways in which young people utilize blogs. Individuals who use blogs to search for information tend to be more trustworthy than those who use them for entertainment news over time. Individual motivations for trusting blogs are as diverse as those for trusting other media. Some blogs effectively understand research material and organize it in a way that draws readers

in. People who read blogs for information or as a supplement to other media evaluate the accuracy, content, and presentation of these blogs. This study suggests that blogs serve as alternative media, sharing several features with legacy media outlets but differing from traditional media. So that blogs are considered the most credible source of political news in terms of their deep information, and people are motivated to use blogs because they contrast from main stream media (Johnson & Kaye, 2008). Consequently, Freeman (2013) reveals the news consumption pattern in young adults. Malaysian young people (61.6%) are more likely to prefer online news, according to a survey by 18- to 24-year-old college students. 18- to 20-year-olds spend less time on online news as compared to 21- to 24-year-old young adults who spend more time on online news. This study further found that males have loftier attentiveness in online news than females. Males are more interested in politics (49.2%), sports (32%), and science news, but the females are interested in knowing other people and expressing themselves. Malaysia's young males (31%) and females (46.8%) consume entertainment news more than any other type of news. Young people aren't submissive spectators. They primarily adopt dynamic media, focusing on the news and media they prefer to interact with. As they age and reach their prime, the interests of Malaysian adults intensify. Jha (2008) further elaborated and found that university students preferred to get news from blogs, and similarly, mainstream media also picked up certain issues from blogs. Blogs are a very popular entity among university students; they prefer to get news or details about an issue from the blogs. Therefore, mainstream media frequently selects stories from blogs and includes a link to the blog alongside the news.

Young people use internet, online news, blogs, and social networks to strive for information and development in communities is associated with positive individual-level construction of social capital (Valenzuela et al., 2009). Some researchers deal with social trust within the delineation of social capital. Social trust is that you can trust the people around you, and a compact social network indicates someone's high level of social trust. Trust plays a significant role in determining an individual's life satisfaction. Individuals' life satisfaction can be predicted by their social connections (Helliwell & Putnam, 2004). Users are relentlessly linked and proficient at interacting with each other due to the emergence and escalation of social networks like Facebook, microblogging via Twitter, blogs, and YouTube. Users actively share their thoughts, documents, and jeopardy news, enabling them to circumvent official information regulators (Ding & Zhang, 2010). Comments on an issue initiate the social process; users in their commentary use their friends or other commenter's names to share their views. They posed questions, shared their opinions, and analyzed the story; this phenomenon has the potential to strengthen an individual's social connections (Manosevitch & Walker, 2009).

Ko (2008) discovered a relationship between blog writing, social bonding, integration, and ties. Blogs can assemble social bonding and capital as users connect to a specific blog. Bloggers who express their thoughts, emotions, and experiences through writing have better connections, social ties, and intimacy with users. Ko conducted an investigation and found that 32.55% of strangers and 38.76% of online friends indicated that self-disclosure on blogs contributed to the expansion of their social network. This study has pointed out that bloggers can build social capital and ties through self-disclosure in their writings. Bloggers who express their thoughts, sentiments, and personal experience more often expand their social capital. This research paper didn't recognize the user-to-user relationship or the effect on their social capital. Li et al. (2012) find the main motivations for the adoption of blogs among university students in Hong Kong and China. Students prefer to use blogs to broaden their social network and express their emotions. Youth

prefer to connect with their friends and have a desire to expand their social connections. Therefore, the trend of blogging and its usage among university students in Hong Kong and China has been on the rise. Li provides a summary of blogging patterns, discusses the motivations behind blogging, and highlights the significant role motivations play. The research for blogging identifies seven motivations: self-documentation, improving writing, self-expression, medium appeal, information, passing time, and socialization. Demographic features and gender influence the motivation configurations; males tend to be more focused on information, while females prefer to express themselves through documentation or for the sake of time. Age shows a negative relationship with self-documentation, expression, and passing time (Li, 2005). Different types of communities establish blogs as social networks by sharing common topics of concern. Social capital is prevalent in imprecise and largely unidentified communities. Blogs connect many communities subliminally by covering the same topic and plainly with other blogs and websites linked by a common cross-hyperlink, strengthening the association with or within the blogosphere. The emerging blogosphere creates a wealth of social capital opportunities across various diverse domains. The topic of a blog determines the level of relationship between individuals, and people who share similar issues and interests demonstrate varying degrees of intimacy. Blogs determine two connections: explicit and implicit. The results show that blogs with the same topic and reference develop implicit connections (loose links), whereas blogs with common cross-links, such as hyperlinks, develop explicit connections among users (Smith et al., 2008). Another study described that interactional element of blogs, as well as the comments of users, create social bonding and maintain social capital beyond geographical boundaries. Discussion on blogs motivates users to learn about other individuals and establish relationships. This study revealed that individuals frequently use blogs to maintain their social capital and connect with their friends. This study shows a weak link between blog content and its impact on users' motivation. Recuero da Cunha (2007) investigates the flow of information in Brazil's blogosphere and how it relates to bloggers' perceptions of social capital concepts. Information flow in blogs creates an individual space to establish social bonds by commenting on the writings. Discussion allows users to learn more about each other and form relationships. Informational articles play a significant role in connecting social capital, while interactive articles serve as additional persuasive tools for fostering social ties and sustaining social capital.

The consumption of online news blogs influences the credibility perception regarding source (Flanagin & Metzger, 2000). Literature also observed that perception of credibility if news sources are depended on the trust in the information given by the blog (Johnson & Kaye, 2004) and ultimately, perception impact on the user's engagement and activeness with sharing contact (Morris, 2012).

Consequently, on the basis of cited literature review following hypotheses will be tested:

**H1:** Consumption of Online news blogs will be positively related to social capital.

**H2:** Consumption of Online news blogs will be positively related to motivation reading online new blogs.

**H3:** Consumption of Online news blogs will be positively related to political perceived credibility.

**H4:** Demographics will be related to (a) social capital, (b) consumption pattern, (c) motivation of online new blogs, and (d) perceived credibility.

## **Method**

In order to meet the objective of the current study cross-sectional research design employed and survey method has selected to test aforementioned hypotheses. Data was collected using a random sampling technique, with cluster sampling applied to gather more accurate data from the entire population. The sample was drawn from the mass communication departments of twelve public and private universities in Lahore. Initially survey forms were distributed to mass communication students as part of a pilot study. A 28-item ( $\alpha = .73$ ), closed ended questionnaire was constructed to capture participants' responses on the online news blogs. Other than demographics, no personal information was required, ensuring the confidentiality of all shared information by the respondents. This research used a 5-point Likert scale with six items related to information seeking, entertainment, and social interaction to assess the motivation for using news blogs. Respondents reported their responses on the scale (1= agree, 5= disagree). Four items of consumption patterns related to frequency of use and type of content consumed were asked. Four items of perceived credibility measured with trustworthiness and fact-checking were asked on the scale (1= agree, 5= disagree). We measured social capital using six item scales, which include life satisfaction, social trusts, and networking, on a 5-point Likert agree to disagree.

After piloting minor alterations have made to the questionnaire. For the actual study, (n=562) respondents completed the questionnaire. We reduced the sample size of this research to 530 by eliminating 32 respondents who left the questionnaire incomplete. Of the participants, 46% (n = 247) were male and 53.4% (n = 283) were female, with standard deviation (SD =.499). The age range of the participants ranged from 15 to 27, with a mean age of 2.46 years (SD =.624). The majority of the sample were 19 or 21 years old, 57.4% (n = 304). 35.7% (n = 85) of the respondents were between 22 and 24 years of age. 5.8% (n = 31) of the sample fell between 25 and 27 years of age, while the least number, 1.1% (n = 6), were between 15 and 18 years of age. The mean education of participants was 2.42 (SD =.494); the range was from graduate to master level. The largest group of respondents were 58.3% (n = 309) graduate students. The second group of respondents were 41.7% (n = 221) master's class students. The majority of participants belonged to the middle class, 82% (n = 435). 17% (n = 90) belonged to the upper class, and the remaining 0.9% (n = 5) belonged to the lower class, with a mean social class of 2.16% (SD =.392). The justification for selecting twelve public and private university students of mass communication is because students are of different educational environments; they may have similarities and differences in terms of uses of online news blogs.

**Results**

The Pearson correlation coefficients among the variables of online news blog consumption, motivation, perceived credibility (PC), and social capital (SC) are presented. Statistical analysis showed that There is significant positive correlation between online news blog consumption and motivation ( $r = .092, p = .035$ ). Online news blog consumption has also moderate positive correlation with perceived credibility (PC) ( $r = .173, p < .001$ ), and social capital (SC) ( $r = .578, p < .001$ ). The analysis shows some clear patterns in how people responded to the study. First, it's evident that the consumption of online news blogs significantly influences motivation, trusting the information more, and building stronger social networks (see Table 1).

*Table 1. Correlation among variables*

	Consumption of online news blog	Motivation	Perceived Credibility	Social Capital
Consumption of 1 online news blog				

Motivation	.092* (.035)	1		
Perceived Credibility	.173** (.000)	.292** (.000)	1	
Social Capital	.578** (.000)	.192** (.000)	.320** (.000)	1

In hierarchical regression analysis, the predictors of social capital (SC) examined across four models. The overall model at each step was statistically significant. Model 1 included the predictors social class, gender, age, and education, and was significant ( $F(4, 525) = 4.435, p = 0.002$ ), explaining 3.3% of the variance in social capital ( $R^2 = 0.033$ ). Significant predictors included age ( $\beta = 0.147, p = 0.005$ ), education ( $\beta = -0.148, p = 0.004$ ), and social class ( $\beta = -0.130, p = 0.003$ ). Gender was not a significant predictor ( $\beta = 0.020, p = 0.643$ ). In Model 2 added the variable use of blog, and the model was significant ( $F(5, 524) = 57.610, p < 0.001$ ), explaining 35.5% of the variance in social capital ( $R^2 = 0.355$ ). Significant predictors included social class ( $\beta = -0.135, p < 0.001$ ) and use of blog ( $\beta = 0.574, p < 0.001$ ). Age, gender, and education were not significant predictors. Model 3 included an additional predictor, consumption of online news blogs, and the model remained significant ( $F(6, 523) = 48.017, p < 0.001$ ), still explaining 35.5% of the variance in social capital ( $R^2 = 0.355$ ). Significant predictors were social class ( $\beta = -0.134, p < 0.001$ ) and use of blog ( $\beta = 0.574, p < 0.001$ ). The character of web blogs was not a significant predictor ( $\beta = -0.022, p = 0.533$ ). In model 4 added motivation and perceived credibility (PC) as predictors. The model was significant ( $F(9, 520) = 40.147, p < 0.001$ ), explaining 41.0% of the variance in social capital ( $R^2 = 0.410$ ). Significant predictors included social class ( $\beta = -0.124, p < 0.001$ ), consumption of online news blogs ( $\beta = 0.521, p < 0.001$ ), and perceived credibility ( $\beta = 0.194, p < 0.001$ ). Motivation ( $\beta = 0.065, p = 0.088$ ), Characteristics of Blogs ( $\beta = -0.044, p = 0.193$ ), age ( $\beta = 0.039, p = 0.345$ ), gender ( $\beta = 0.023, p = 0.502$ ), and education ( $\beta = -0.043, p = 0.302$ ) were not significant predictors. However statistical results found social class consistently social capital of individuals and determine that people with a higher social class had lower social capital. Same like using blogs was strongly linked to having higher social capital and believing the information found on online news blogs to be credible also the reason to enhance social capital (see Table 2).

Table 2. Predictors of social capital regarding online news blogs

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	2.458	.177		13.908	.000
	Age	.119	.042	.147	2.836	.005
	Gender	.020	.043	.020	.463	.643
	Education	-.151	.053	-.148	-2.865	.004
	Social class	-.150	.050	-.130	-3.016	.003
2	(Constant)	2.029	.147		13.810	.000
	Age	.040	.035	.049	1.160	.247
	Gender	.029	.035	.029	.829	.408
	Education	-.075	.043	-.073	-1.719	.086
	Social class	-.156	.041	-.135	-3.819	.000
	Consumption of online news blogs	.234	.014	.574	16.171	.000
3	(Constant)	2.054	.153		13.470	.000
	Age	.039	.035	.048	1.132	.258

	Gender	.029	.035	.029	.814	.416
	Education	-.074	.044	-.072	-1.690	.092
	Social class	-.155	.041	-.134	-3.794	.000
	Consumption of online news blogs	.234	.014	.574	16.159	.000
	Characteristics of Blogs	-.009	.014	-.022	-.624	.533
4	(Constant)	1.637	.160		10.216	.000
	Age	.032	.033	.039	.945	.345
	Gender	.023	.034	.023	.672	.502
	Education	-.043	.042	-.043	-1.033	.302
	Social class	-.143	.039	-.124	-3.616	.000
	Consumption of online news blogs	.213	.015	.521	14.617	.000
	Characteristics of Blogs	-.018	.014	-.044	-1.304	.193
	Motivation	.059	.035	.065	1.707	.088
	Perceived Credibility	.091	.017	.194	5.375	.000

a. Dependent Variable: Social Capital

In table 3 hierarchical regression analyses conducted to examine the predictors of perceived credibility (PC) across four models. The overall model at each step was statistically significant. Model 1 included the predictors social class, gender, age, and education, and was nearly significant ( $F(4, 525) = 2.347, p = 0.053$ ), explaining 1.8% of the variance in perceived credibility ( $R^2 = 0.018$ ). Significant predictors included education ( $\beta = -0.132, p = 0.012$ ). Age, gender, and social class were not significant predictors. In Model 2 added the variable use of blog, and the model was significant ( $F(5, 524) = 5.000, p < 0.001$ ), explaining 4.6% of the variance in perceived credibility ( $R^2 = 0.046$ ). Significant predictors included education ( $\beta = -0.110, p = 0.034$ ) and use of blog ( $\beta = 0.169, p < 0.001$ ). Age, gender, and social class were not significant predictors. Model 3 included an additional predictor, the character of web blogs, and the model remained significant ( $F(6, 523) = 4.700, p < 0.001$ ), explaining 5.1% of the variance in perceived credibility ( $R^2 = 0.051$ ). Significant predictors were education ( $\beta = -0.114, p = 0.028$ ) and use of blog ( $\beta = 0.169, p < 0.001$ ). The character of web blogs was not a significant predictor ( $\beta = 0.075, p = 0.079$ ). Age, gender, and social class were not significant predictors. In model 4 added motivation and social capital (SC) as predictors. The model was significant ( $F(9, 520) = 12.365, p < 0.001$ ), explaining 17.6% of the variance in perceived credibility ( $R^2 = 0.176$ ). Significant predictors included motivation ( $\beta = 0.219, p < 0.001$ ) and social capital ( $\beta = 0.271, p < 0.001$ ). Age, gender, education, social class, use of blog, and the character of web blogs were not significant predictors.

Table 3. Predictors of perceived credibility (PC)

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.384	.381		8.877	.000
	Age	.058	.091	.033	.642	.521
	Gender	-.073	.094	-.034	-.781	.435
	Education	-.288	.114	-.132	-2.529	.012
	Social class	-.169	.108	-.069	-1.573	.116
2	(Constant)	3.114	.382		8.142	.000



	Age	.008	.090	.005	.093	.926
	Gender	-.067	.092	-.031	-.728	.467
	Education	-.240	.113	-.110	-2.121	.034
	Social class	-.173	.106	-.070	-1.626	.105
	Use of blog	.148	.038	.169	3.918	.000
3	(Constant)	2.928	.396		7.395	.000
	Age	.015	.090	.009	.168	.867
	Gender	-.064	.092	-.029	-.691	.490
	Education	-.248	.113	-.114	-2.199	.028
	Social class	-.179	.106	-.072	-1.686	.092
	Use of blog	.148	.038	.169	3.932	.000
	Characteristics of blogs	.065	.037	.075	1.761	.079
4	(Constant)	.863	.442		1.951	.052
	Age	-.036	.085	-.021	-.429	.668
	Gender	-.143	.087	-.066	-1.649	.100
	Education	-.161	.106	-.074	-1.517	.130
	Social class	-.097	.101	-.039	-.959	.338
	Use of blog	-.018	.044	-.021	-.412	.681
	Characteristics of blogs	.055	.035	.064	1.604	.109
	Motivation	.431	.086	.219	4.995	.000
	Social Capital	.580	.108	.271	5.375	.000

a. Dependent Variable: perceived credibility (PC)

In table 4 hierarchical regression analyses employed to examine the predictors of motivation across four models. The overall model at each step was statistically significant. Model 1 included the predictors social class, gender, age, and education, and was significant ( $F(4, 525) = 2.418, p = 0.048$ ), explaining 1.8% of the variance in motivation ( $R^2 = 0.018$ ). None of the predictors were individually significant. Model 2 added the variable use of blog, and the model was significant ( $F(5, 524) = 2.722, p = 0.019$ ), explaining 2.5% of the variance in motivation ( $R^2 = 0.025$ ). Again, none of the predictors were individually significant. Model 3 included an additional predictor, the character of web blogs, and the model remained significant ( $F(6, 523) = 2.555, p = 0.019$ ), explaining 2.8% of the variance in motivation ( $R^2 = 0.028$ ). Still, none of the predictors were individually significant. Model 4 added perceived credibility (PC) and social capital (SC) as predictors. The model was significant ( $F(9, 520) = 15.807, p < 0.001$ ), explaining 21.5% of the variance in motivation ( $R^2 = 0.215$ ). Significant predictors included perceived credibility ( $\beta = 0.444, p < 0.001$ ), general knowledge ( $\beta = 0.180, p < 0.001$ ), and social capital ( $\beta = 0.126, p = 0.002$ ).

Table 4. Models of prediction of Motivation of reading online news blogs

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.916	4	.729	2.418	.048 <sup>b</sup>
	Residual	158.283	525	.301		
	Total	161.200	529			
2	Regression	4.080	5	.816	2.722	.019 <sup>c</sup>

	Residual	157.119	524	.300		
	Total	161.200	529			
3	Regression	4.591	6	.765	2.555	.019 <sup>d</sup>
	Residual	156.609	523	.299		
	Total	161.200	529			
4	Regression	34.627	9	3.847	15.807	.000 <sup>e</sup>
	Residual	126.572	520	.243		
	Total	161.200	529			

a. Dependent Variable: Motivation

## Discussion

New technology has changed the world of online journalism by adding feature of online news blogs. Now universally, news blogs are popular and modern form of online journalism that is extensively adopted by the mainstream media organizations. The study is aimed at examining the use of online news blogs amongst the university students and its subsequent consuming online news blogs is linked to feeling more motivated, trusting the information more, and building stronger social networks. It has been concluded that a positive relationship lies between uses of online news blogs, motivation, perceived credibility and social capital. Similarly, the students who frequently use online news blogs are more socially connected through these blogs and enhance their networking connections. Hence it may be presumed that various motivations are associated with reading blogs and also has direct linked with enhancing social capital. Subsequently, those students who often read online news blogs as they perceived blogs are more credible source of information.

Statistical test revealed that consumption of online news blogs, motivation of reading news blogs and trust on the credibility of news blogs are the strong predictors of the social capital. It is established through previous literature that people are motivated to use blogs for various reasons (Kaye, 2005), to get exclusive information (Gil de Zúñiga, et al., 2011; 2013; 2018; Zingsheim, 2011), a wide range of information (Zingsheim, 2011; Saffer, 2013), escapism from traditional media (Kaye, 2005), for entertainment (Gil de Zúñiga, et al., 2011), to participate in online sphere by posting comments (Gil de Zúñiga, et al., 2011), making friends (Kaye, 2005; Gil de Zúñiga, et al., 2013), as well as to access a variety of opinions and perspectives on news through commentary (Saffer, 2013). Interestingly, demographics also play a crucial role to measure the social capital, motivation and credibility associated with reading online news blogs. Finding shows older age students have slightly higher social capital as they engage or consume more time on the reading news blogs. The findings of this specific study aligned with Freeman's (2013) study on Malaysian University students, older student spent more time on online news blogs and actively participate through them. Apart from that extensive literature support the current findings such as young people use internet, online news, blogs, and social networks to strive for information and development in communities is associated with positive individual-level construction of social capital (Valenzuela et al., 2009). Users are relentlessly linked and proficient at interacting with each other due to the emergence and escalation of social networks like Facebook, micro blogging via Twitter, blogs, and YouTube. Users actively share their thoughts, documents, and jeopardy news, enabling them to circumvent official information regulators (Ding & Zhang, 2010). Comments on an issue initiate the social process; users in their commentary use their friends or other commenter's names to share their views. They posed questions, shared their opinions, and

analyzed the story; this phenomenon has the potential to strengthen an individual's social connections (Manosevitch & Walker, 2009).

Conversely, demographics like age, gender, social class had no significant impact on perceived credibility but education does. Students who are attaining higher level of education are considered news blogs less credible comparatively fresher or early year university students.

This study also revealed that predictors of perceived credibility are motivations of reading of online news blogs and Social capital. The higher motivations of reading online news blogs was linked to higher perceived credibility. Students considered news blogs credible source of information and different motivation associated with the credibility. For example if they connected through online news blog for deep information they perceived blogs content is more trust worthy. Existing literature also support current notion, the consumption of online news blogs influences the credibility perception regarding source (Flanagin & Metzger, 2000). Literature also observed that perception of credibility if news sources are depended on the trust in the information given by the blog (Johnson & Kaye, 2004) and ultimately, perception impact on the user's engagement and activeness with sharing contact (Morris, 2012).

Social capital also significant factor of the perceived credibility of onlije news blogs the same as Li et al. (2012) find the main motivations for the adoption of blogs among university students in Hong Kong and China. Students prefer to use blogs to broaden their social network and express their emotions. Youth prefer to connect with their friends and have a desire to expand their social connections.

Conclusively, study provides the sight of university students' use of online news blogs and their impact on motivation, perceived credibility, and social capital. It finds a positive relationship between frequent blog consumption and increased motivation, trust in information, and social connections. Statistical analysis shows that blog consumption, reading motivation, and credibility trust are strong predictors of social capital. The study also highlights that older students have higher social capital and are more engaged with blogs. Existing literature supports these findings, showing that blogs enhance social connections, provide diverse information, and influence credibility perceptions based on users' trust in the content.

### **Conclusion**

Online news blogs is fast growing phenomenon, warmly welcome by mainstream media out lets. The largest news organizations of the world adopted blogs as a new communication tool for increasing and regain the trust of people. Online news blogs assist as an effective source of information and influential genre of communication. Blogs have chronological order, exclusive or new information are always on the top and several hyperlinked are associated with one blogs. Blogs have certain elements which get attention of readers, interactivity, timeliness, create special forum for discussion, video, image and hyperlinked are associated with news blogs. Mainstream news media also adopt online news blogs to target stream of media users. People chose media to fulfill their needs; online blogs gratify the consumers' news addiction, deep information, social trust and interactivity need. The interactivity characteristics increase the users' social capital and they feel more social trust and life satisfaction. The survey findings revealed that university students use online news blogs for various motivations like to gratify their deep information need and also to fulfill their news addiction. Students believed that blogs are more credible and provide complete facts with deep analyses, additionally online news blogs provide more convenience as compare to mainstream media. University students exposed that interactivity element of online news blogs help in making friends and may increase the social capital of the users. Online news

motivations in this study mainly intricate acquaintance and information. The interactivity element gives opportunity to readers to share their opinion and interact with other people as well as know the variety of opinion of other users. It appears, on the basis of this analysis, that online news blogs is the new genre of information which is getting popularity in our university students. Most of students consume their time on reading news blogs and believed that online news blogs present deep information with analysis.

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