

# Youtuber's Credibility: Analysis Study of Hobby's Makan Philanthropy's Video

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**Abstract.** The research aims to analyze a YouTuber's Credibility of Philanthropy video which is being uploaded by Hobby Makan Channel. The method of the research is a content analysis of the source's credibility. The communicator's credibility was indicated by trustworthiness, attractiveness, and expertise in sending the message. These indicators were shown through comments written by the viewers in the comment box. The Video "Ojol Ini Gak Perduli Hujan, Ternyata Dia Pake Motor Yg Rusak" was shot in the pandemic era, in 2020 has reached 5,4 million and more than 13.000 positive comments. The video tells about Evan, who ordered an online driver to buy him food in the middle of rainy midnight. After the driver came, Evan gave him some money and the food. If the philanthropy's actions in the video were brought by a credible source then the audience would appreciate it and raise the reputation of the channel.

**Keywords:** YouTuber, Credibility, Philanthropy, Video

## 1 Introduction

At the beginning of the year 2020, The world is facing a major crisis dealing with human existence. Covid-19 has spread rapidly and influenced every mankind's activities. This situation forces everyone to adapt to the new situation. People are not allowed to have a face-to-face meetings without sufficient protocols. Interaction and communication in certain places were limited, schools and offices are closed for a while, tourism and trading were suspended in a certain way until the situation was considered to be safe and allowed. This also affects how the audience consumes media. According to hitekno.com, mentioned *11 Covid-10 Consumer Insight, Toluna Online Panel Survey*, YouTube viewers in Indonesia were increased along with the pandemic era. Indonesian read more content on YouTube, increased 78%, video streaming 78%, watching live video 70%, compared with non-covid-19 pandemic era. Some contents highly viewed are about learning video (studying, school and academic materials), cooking class ( sharing about how to cook and preparing meals), coping technique (contents about mentally healing, psychological treatment, stress releasing and all related with preserving mental health), working out at home [1].

On the other hand, research conducted by Gobel (2020), showed that Covid-19 hardly hit the economic sector. Sri Mulyani Indrawati, Indonesia Finance Ministry, explained that Indonesia's economic growth touched – 0,4%. Citizens were included as poverty were 25 million people or same as 9,4% of total Indonesian's citizens. Since the pandemic, poverty in increased to 134.822 people [2]. This situation pursued people not just staying at home to

work and school but also need help, other people. According to *Bisnis.com*, digital donations among millennials are increased. The digital donation was held by some organizations, such as *kitabisa.com*, *Rumah Zakat*, dan *dompot dhuafa*, since March 2020, the increase raised until 3-4 times [3].

People's behavior to media habits since the pandemic also showed significant change. According to a data report in *beritasatu.com*, internet users in Indonesia were up to 202,6 million users, with 94% accessing YouTube, between 16 to 64 years old. There are top 5 social media and social applications run by Indonesian; (1) YouTube, (2) Whatsapp, (3) Instagram, (4) Facebook, and (5) Twitter in 2021-2021, Tik-tok and telegram were rapid growth application run by users [4].

The high use of YouTube in Indonesia is unfortunately not equal to the netizen's behavior in the cyber world. *Indonesiabaik.com* mentioned that Indonesian were placed in the top rank as fewer manner netizens in Asia. This assumption is based on research by Digital Civility Index (DCI) in 2020. This research was involved 16.000 respondents in 32 countries. And 503 respondents come from Indonesia. Four major categories were exposure, behavior, sexual, reputation, and disturbing personality [5]. On contrary, Indonesia has become the highest Muslim population in the world, which ideally should practice Islam more and become an inspiration to others in a good way.

As *Rahmatan Lil 'Alamiin*, Islam suggests the Muslims do good things, take care of their manners, and follow the prophet Muhammad *Salallahu 'Alaihi Wassalam*. Virginia Shea in Agustina (2016), mentioned some rules to be a good netizen called, "Netiket" (Netizen Etiquette). Some of them are: (1) uploaded contents which not disturb other people, (2) appreciate other people's opinions, ethics, and legal, (3) Obey all the rules of social media, (4) showing meaningful and useful content, (5) using an appropriate language structure and showing logic content, (6) sharing knowledge and understanding, (7) emotionally controlled, (8) appreciate other people privacy, (9) have no right to use illegal content, even supported by large power, (10) not everybody understands etiquette [6].

Social media, especially YouTube could be used as da'wah media. Netizen could spread positive and inspirational content, such as humanitarian aid, sharing knowledge, learning to learn Al Qur'an and other good activities. Hobby Makan is a channel with more than 4,8 million subscribers, giving a good example to practice useful content. This channel is owned by Evan and Tiwi, a married couple who lived in Pontianak. Most of the content is reviewing street food and buying all the food and giving it to others. The act, known as "Borong Semua." But since the pandemic, they have to limit their activity outside the house. In May 2002, they change their content by ordering foods or goods using an online delivery application. One of the video, titled "OJOL INI GAK PERDULI HUJAN, TERNYATA DIA PAKE MOTOR YG RUSAK," reached the highest viewers, with 5,4 millions. This research would analyze YouTuber's credibility as philanthropy's act in the video. The YouTuber's credibility was shown in netizen comments, describing three indicators; attractiveness, trustworthiness, and expertise. The video comment bar showed that more than 13.000 comments are positive, inspired, and grateful. This visual message is sent through visual elements, which combine with design's elements and cinematic's narration. How viewers capture the message in the video was influenced by how to produce the video.

## Literatur Review

### *YouTuber Credibility*

The term of YouTuber is often called an *influencer*, the one who could influence others and could be considered to fulfill their community's need of information or content [7]. The relation between YouTuber and their follower, tied by the concept of mutual needs and create the active response, or known as the *Active Reception Theory*. This concept was applied in social media platforms, where every user has a right to share their opinion. And the YouTuber need to maintain their loyal subscriber to run the channel.

Holt (2016) in Brajin and Romanov (2016) explained how celebrities were also an influencer. Because of their capability to sit in front of the camera and make a video which attracted by their followers. Berthon (2012) research celebrities as an influencer, and related technology as tools to make anyone who has the willingness and talent become a celebrity [8].

Deuze (2007) in McQuail, underlined that social media or known as new media, has changed the production of broadcasting. It is simplified with some crews and equipment but could have a high impact. This privately-owned channel could compete with major TV Stations [9]. New Media organizations were developed in 1980, the result nowadays, networking such as Facebook, Twitter, Instagram, YouTube, which could invite individuals to save their private information and also share it with others. These individual or community show owned the channel were also called organization. Shoemaker and Reese explained how Wikipedia could be joined by millions of editors. Many kinds of possibilities in communication could be run by technology [10].

Burgess & Green (2009) in Mahameruaji, et al (2018) described YouTube as becoming the most popular platform these days. One of the content, known as Vlogging (someone who shoots his daily activity by himself). Vlogging usually told about daily activities with simple shooting techniques procedures and editing. YouTuber who likes doing vlogging called Vlogger. There is a lot of things that could be talked about as a vlogger, such as politics, economic, beauty, culinary, sports, lifestyle, etc [11].

### *Philanthropy*

Hidayati (2017) explained that philanthropy is a result of any activities to obtain welfare and prosperity. The first Islamic philanthropy act in Indonesia was in the Deutch era, conducted by *zakat* roled by Islamic leaders and organizations [12]. In the Islamic concept, *zakat* is a part of important religious activity. Its called *maaliyah ijtimaiyyah*, which means that sharing goods with others to help and develop the economic state. There are a lot of ayah in the Al Qur'an sugest muslem to do *zakat*. Type of Islamic philanthropy through *zakat* are: (1) to help in the financial or economic state, (2) Helping in educational and social humanitarian activity, (3) Helping in social welfare, such as building a hospital, helping Covid-19 vaccine, and other, (4) *Zakat as da'wa*, this means *zakat* has a role to preserving Islamic values [2].

Jahar (2015) explained, philanthropy's action, should also involve Islamic organizations. In his research, he underlined how important for Islamic organizations to have a good reputation and show financial transparency [13]. Islamic philanthropy considered as *Bil Hal Da'wa* means *da'wa* method where the activities are distributed welfare, sharing charity and donation, etc [14]. In other research, philanthropic actions were shown through media (television and internet) are more preferred by the audiences compare to verbal *da'wa*. The

study is capturing “Sedekah Subuh” as the best practical da’wa for millennials in Mubarakah Mosque in Bengkulu [15]. Hobby Makan Channel with all the videos they’ve produced has shown to the audience philanthropy actions [16].

### ***Hobby Makan Channel***

Hobby Makan Channel was established by Evan and Tiwi, a married couple from Pontianak – West Kalimantan. In the beginning, the channel contained a cooking video done by the couple. They begin to upload videos in 2017, the concept was simple and talking about culinary. In 2019, the couple started to change the video’s concept with a street food review. They not just buy, tasting and review food, but also share the food with others, and the most important purpose is to encourage the seller to go home early so they could gather with the family and prepare for the next selling [16].

In September 2021, the ad reached 4,89 million subscribers and was watched by 703.295.889 viewers [17]. Every week, the channel regularly uploads 3-4 videos. Since the pandemic situation, they limited their outside activity in 2020, by ordering food or goods from the online driver. But, starting in the middle of 2021, along with decreasing Covid-19 number, they start to review street food again. The major object, are local street food sellers or small sellers in the street. They were known for their famous slogan “Borong Semua” and “Lanjutkan di kamu.”

Since their channel grows so well, they recruit a production team and established the community known as “Pasukan Asik.” This community was maintained through their social media account, and support them with data or facts, about street food location, or people who could be helped. According to Socialblade.com, their channel estimated revenue is between \$ 3.700 to \$ 58.000 US [18]. This couple not only does philanthropy’s act but also shares Islamic values, by inserting hadith or Al Qur’an message at the end of the video.

### ***Video Production***

YouTube’s video production is similar to television production. Fachruddin mentioned some elements that need to be fulfilled in video production, such as design elements, cinematographic, and narration elements. The design element consists of (1) line, the function of the line is to separate or limit the template. (2) Shape, in video production, shape relates to graphic illustration. (3) Texture means the surface quality of material, (4) Space, is the elements that are used to give a comfortable visual of the viewers. (5) Typography, commonly use in title, credit which functions as the art and identity. (6) Color, which gives special images and emotion to the viewers [19].

There are some requirements to produce a video, such as: (1) the idea, this element relates to the objective of the video, and how to represent it. (2) the crews, people who work with the equipment and hold special responsibility in the field. (3) Equipments and location [20]. Cinematographic connect to how the visual or object is captured by camera and lighting. Narration relates to the type of program, whether news or drama. News programs are divided into several types, such as; reportage, reader, voice-over, live on cam, live on tape, etc [19]. Hobby Makan’s video generally forms like reportage (news program), there are several scenes such as; interviewing, reviewing, and covering location.

## 2 Methodology

This qualitative research is using a content analysis approach, where the data is taken from The video which title “OJOL INI GAK PERDULI HUJAN, TERNYATA DIA PAKE MOTOR YG RUSAK.” This video has 5,4 Million viewers on Hobby Makan’s channel and makes it the most viewed video, from 1.163 were uploaded (September 2021). The analysis is based on source credibility’s theory. Speaker, preacher, and YouTuber were also included as sources. Hovland and Weiss (1951) were the first who observed communicator credibility. The research showed that credibility was divided into high and low, the indicator of credibility in this research is the source’s trustworthiness to deliver message and information [21]. In another research about bloggers' credibility, some elements are being analyzed; the source (writer) and visual displayed on the blog [22]. Another research conducted by Brajim, Romanov, and Biedenbach (2016) that the credibility of beauty vloggers used several indicators, such as; attractiveness, trustworthy and expertise [8].

In this research, the credibility of YouTubers was analyzed by viewers’ comments below the video. The comments were classified by the indicator of the vlogger’s credibility which was mentioned by Brajim, Romanov, and Biedenbach. The observation was held from 2019 to 2021, about Hobby Makan’ Channel on YouTube. The duration of the video is 12:14 minutes and uploaded in May 2020, it was near Idul Fitri, which was the first Idul Fitri in the pandemic Covid era. This video will describe how the credibility of YouTuber philanthropy was captured and responded to by the audience through their comments

## 3 Result and Discussion

Hobby Makan’s video mostly talks about sharing and caring. But since the Covid-19 era, they have to make a video at home. Hobby Makan’s team forces their creativity to keep giving their viewers positive content. Then, the idea to make a social experiment video aroused. Online delivery drivers become the target. They ordered the driver to buy goods in the middle of the night. After the driver comes, they give him some money, as appreciation and dedication to serving their customer despite the broken motorcycle he used. The video which title “ OJOL INI GAK PERDULI HUJAN, TERNYATA DIA PAKE MOTOR YG RUSAK,“ were uploaded in May 2020, during end of Ramadhan and the begining of Idul Fitri. There are 13.865 comments and had been viewed by 5.439.475 users. The video had become the most viewed video of Hobby Makan in the pandemic era.



Fig. 1. Video Thumbnail

The video begins with Evan's online order to buy 20 pieces of "Mi Sedap Korean Spicy Soup" in a convenience store in Pontianak. The clock showed 10:23 PM, His order was taken by an online driver in the middle of hard rainfall. Before the driver arrived, the team has set up three hidden cameras and audio equipment, one of them placed in the car near the interviewed setting. When the driver come, Evan welcome him, talk to him for a while, and in the end, he gave some of the goods and money to appreciate the driver's hard work and dedication to serving.

The philanthropy action of the video showed by how Hobby Makan's owner Evan, presented and treated the driver. Evan's personal background is a Muslim man from Melayu ethnic and the driver's personal background is Chinese and non-muslim. Evan greeted the driver warmly and talked to him with polite and soft intonations. The driver seem to touch, and couldn't say anything but thank you, so many times. The interaction between them, also appreciated by the viewers, some of their comments were touched and cried.

At the end of the video, Evan told the driver, that he set him up for an experimental video. The cameraman then showed up from inside the car, and other places. Evan introduce himself and told the driver the aim of the video. The driver looks surprised and feels unbelievable. He told about his experience becoming an online driver, his family condition, and others. His gesture, smile, and intonation showed that he appreciate the content. One of the viewers who know the driver personally also commented on the driver. The driver's name is Aping and has a warm personality among drivers and local citizens. The comments mostly support the channel, some of them relate the video with human relations. Some of them connected and had a conversation with each other. The video not only showed about charity but also viewers opinions, which could become motivation and critics to a producer. The media's ability to interact between the source and the audience is called User Generated Content, which allows the internet user to share their opinions, picture, video, blogs, etc and at the same time they get feedback from others [23].

The credibility's indicator of attractiveness is not only described by the number of viewers, "like" and comments. Attractiveness is also shown by the visual of the video (lighting and brightness, focusing, color) clear audio, and editing. As a source, Evan's major attractiveness showed in his manner and polite language. Trustworthy, mostly mentioned by the source attitude and using appropriate words toward others. Expertise, shown by the source's attitude in handling the situation and the problem in a calm and focused way.

**Table 1.** Analysis of Hobby Makan Philanthropy's Video Credibility

Credibility's Indicator	Comment	Commented by
<b>Attractiveness</b> Viewers showed like to the video	<ul style="list-style-type: none"> <li>• Love this channel</li> <li>• Love the driver</li> <li>• Love to see driver's happiness</li> <li>• I like to see channels like this</li> <li>• This is a creator who educates and does not play a prank</li> <li>• I never get bored to this Channel</li> <li>• The useful content</li> </ul>	<ul style="list-style-type: none"> <li>• Fajar, 886 likes, and 10 replies</li> <li>• Melda Mayang, 81 likes</li> <li>• Marvel the Marvelious 834 likes, 17 replies</li> <li>• Hendri Channel</li> <li>• Hidayat Vlog, 7 likes</li> </ul>

**Trustworthy**

Comments that showed feeling the sincerity and believing the Youtuber's action

- Made my eyes wet or cry
- This video aroused tolerance
- Tear in my eyes
- With respect to all good people
- The world needs a man like Bang Evan
- I send my prayers to the Youtuber
- With respect to this channel

- Like 3500, 34 replies
- Alib Medan, 477 likes, 2 replies
- Like 196
- Rusty, 64 likes
- Its Ekhwandy, 380 like, 17 replies
- Fish predator, 181 likes, 4 replies
- Rafifi Add, 155 likes, 2 replies

**Expertise**

Comments that showed to be motivated or inspired

- #Continuedcontent like this
- This content would reduce racism
- Donation, da'wah
- Do not skip the advertisement to support the channel
- I want to share my experience as a driver too
- I knew this driver, His name is Aping
- This channel is inspired, reminds me to be a good father
- I want to be rich, so I can share with others

- Ang ling, 2700 likes, 71 replies
- Ariel Refferty, 157 likes
- Anggun McFly, 947 likes, 52 replies
- Waldi Dian, 9200 likes, 212 replies
- Ismail Bimantoro, 184 likes, 4 replies
- 145 like, 23 replies
- 5,9 like, 306 replies

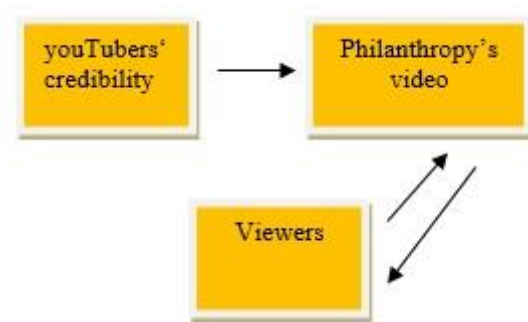
Other comments, like Idul Fitri and Prayer

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The video involved non-muslim as targets and viewers, but Evan and the team treated the driver kind and politely. The online drivers felt touched and cried. He didn't expect to have a generous customer in the middle rainy night. The driver said "Thank You" so many times, the driver's attitude, grateful and hard work also showed and touched the viewers. Many viewers appreciate the drivers.

There are a lot of comments written the same, such as; "I like this channel," "like this video," the video showed tolerance," "I Cry to see the video," etc. All the comments showed positive vibes. The actions conducted by Hobby Makan, presented by polite words and attitudes, repeated in all the videos, make Hobby Makan have a good reputation and appreciation. In terms of philanthropy, This channel not only inspired viewers to donate but also da'wa and shows how to practice Islam as well. At the end of the channel, Evan always closes the video with a message based on Al Qur'an and Hadith.

The comments captured how viewers thought about the video and their reactions toward it. The relation between, philanthropy and credibility, would be explained by the figure below.



**Fig. 2.** Credibility and Philanthropy's Video Relation

Youtuber's credibility which showed philanthropy action was recorded in video. The video was viewed by the audience. As a result, when viewers were touched and got inspired, they tend to give positive comments, share the video, or be inspired to do the same as the video. This term was known as communication's effect, where the stimulus would affect audiences cognitive, affective, and behavior. By making a positive video and having good feedback, Hobby Makan has shared the values of Islam and preserved mutual understanding among viewers.



## 4 Conclusion

The credibility of the source philanthropy shown in the video is considered high. Hobby Makan's philanthropy action in the video is determined by Attractiveness, which implies by the comments: "I Like This Video, Love The Driver, Love the driver's happiness," etc. The trustworthiness, mentioned by the comments which imply the sincerity of Youtuber's action, such as: "The useful content, The Video make me cry, This is aroused tolerance," etc. The indicator of expertise is shown by how the user is motivated and inspired to do the same as YouTuber or the content, the comments such as: "Donation and Da'wa, Don't Skip Advertisement to help others, I want to share my experience as an online driver, etc. The video had become the highest viewed in the pandemic Covid-19 era. The credibility's indicator of attractiveness showed by the visual of the video (lighting and brightness, focusing, color) clear audio, and editing. Evan's most attractiveness showed in his manner and polite language. Trustworthy, mostly mentioned by the source attitude and using appropriate words toward others. Expertise, shown by the source's attitude in calmly solving the problem. The Philanthropy actions done by the YouTuber had moved people to watch, to give positive comments when viewers were touched and got inspired, they tend to do the same philanthropy action.

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