

**Assessment #15**  
**Research Assessment: Evidence of Learning**

**Name: Addie Salvosa**

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**Subject: Journalism**

**MLA citation:**

Liao, Chi-Horng. "Exploring the Influence of Public Perception of Mass Media Usage and Attitudes towards Mass Media News on Altruistic Behavior." *Behavioral Sciences, National Library of Medicine*, vol. 13, no. 8, 26 July 2023, pp. 621–621, <https://doi.org/10.3390/bs13080621>. Accessed 19 Jan. 2024

The article entitled "Exploring the Influence of Public Perception of Mass Media Usage and Attitudes towards Mass Media News on Altruistic Behavior" by Liao studies how perceptions and attitudes toward the positive and negative effects of mass media news affect altruistic behaviors. The author sought to determine the different factors that influence public perception of mass media news. I learned about how mass media facilitates the spread of an immense amount of information and in turn affects people's behavior, emotions, and thoughts.

This information analyzes how media content and mass media influence people's perceptions and cause them to take action. This information is relevant to my learning because I would like to research more about how public perceptions affect views on journalism, and this article provided insightful information about how mass media plays a crucial role in people's thoughts and decision making. Exposure to mass media is a more powerful influence than perceived credibility and social influence on the way it impacts behavior. It can be subtle at first, but increase in exposure can then cause a dramatic influence in behavior changes. Additionally,

this article mentioned how media entities should use this information in order to provide timely, accurate, accessible, and in-depth reporting to the general public which relates to my topic of journalism. Also, the article mentions how there should be a balance on the spread of positive and critical news in order to help foster altruistic behavior. Those expectations also hold true for my ISM topic and emphasize how information needs to be spread in a correct manner to fully benefit society and inspire citizens to take action, especially in times of need.

This information was broken down into an introduction, literature review and hypotheses development, research methodology, results, discussion, theoretical and practical implications, limitations and future research directions, and conclusions. The overall conclusion reached is that combined with transparency and trust, mass media organizations have the power to promote acts of altruism. With trust comes action, and it affects the public's view of usefulness of the information itself. This study contributes to my belief that mass media does influence people's behavior, especially as exposure grows. Media has become a staple in this modern world, and trust in media will influence people's desire to seek the source and topic again, ultimately contributing to more knowledge being spread.

I plan to incorporate this information into my Final Product by discussing this article's key point of how mass media greatly affects society. This article is a real-life example of its effects and is set in Taiwan, a region more susceptible to natural disasters, so media relationships about that topic are better explored. This relates to my Final Product as it discusses altruistic behavior and I aim to inspire students to see the powerful effect of journalism and know how to wield the tool of journalism wisely to make positive change.

This information was beneficial to me and my further research as it discussed more about public perceptions and gave me insight as to how mass media is perceived and affecting society.

I was not surprised by this information, and enjoyed reading about the topic as it combined elements of psychology and human behavior with news and media. This article helped me glean more information that I would like to include in my Final Product and was a fascinating read.

Link to Annotated Article: <https://kami.app/AGA-Gb8-sZX-V9s>