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**Assessing Credibility of Facebook and News Trust: A Case Study of University Students in Khyber Pakhtunkhwa**

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**Abstract**

This research study explores how students in Khyber Pakhtunkhwa perceive the credibility of news on Facebook and examines if there is a relationship between the use of Facebook and the news-sharing attitude of the varsity students in Khyber Pakhtunkhwa (KP), Pakistan. The researcher has adopted a quantitative, cross sectional survey methodology, having a sample of 308 students, via the stratified random sampling. The study is based on a structured questionnaire, with Likert scale items, examining students' perceptions regarding the trustworthiness of news on the social platform, as well as how their engagement in news verification practices. The findings of the Chi-Square test show an important link between frequent use of Facebook and an increased perception of credibility regarding news obtained from the platform, with 62.3% of students engaging in the practice of cross verifying news. However, 10.4% of students showed they do not check the authenticity of news they receive, which pointed to a lack of digital literacy. The study also highlights the importance of media literacy education to counter such issues and increase students' ability for news credibility assessment, with the overall aim of promoting responsible news consumption. The findings reveal certain key information for policymakers, educators, and media to increase critical thinking and digital literacy among students in KP.

**Keywords:** Facebook News Credibility, Social Media Credibility, Digital Literacy, News Verification, University Students, Khyber Pakhtunkhwa

**Introduction**

There has been a significant growth in the extent in which social media platforms, and Facebook in particular, have an impact on the way that the general public interprets information and news stories. Statista 2025 reports that by the year 2025, Facebook will have a phenomenal 2.7 billion daily active users, which will make it the first social network platform to ever achieve this level of engagement (Khoa, 2025). The data report from 2025 says that there are 49.4 million Facebook users in Pakistan, and the data also suggests that 34.2% of adults who are 18 years old and older were using Facebook at the beginning of 2025 (*Digital 2025*, 2025). The findings of a poll that was released by statistic in the year 2025 show that more than 60% of all of the people in Pakistan who use the internet primarily use social media platforms as their primary source of news, among these platforms, Facebook is the most widely used medium for this purpose. This shift has particular impact on the younger generation of viewers, particularly those who are

university students, is more dependent on Facebook in order to stay up to date with events that are happening on a local, national, and global level as a result of this development. Facebook is the primary source of news for people in Pakistan, and it is much more so in the Khyber Pakhtunkhwa (KP) area. It provides students with immediate access to a wide variety of information, including updates on politics, social issues, and entertainment. Given the digital barrier that exists in remote and rural areas of Khyber Pakhtunkhwa, Facebook and other social media platforms have become significant resources for university students who want to take part in current events. However, Facebook poses some unique challenges beside the large amount of information it provides, these challenges include issues related to credibility and the dissemination of misinformation, sometimes omitted because to the platform's flexible and open framework (K. M. Hussain et al., 2023). Concerns about the credibility of the material published on Facebook have grown as it has replaced other sources of information as the primary source for university students in Khyber Pakhtunkhwa (KP). Unlike conventional media sources, Facebook offers a wide variety of content, almost all of which is generated by users. This has led to an absence of meaningful separation between reputable news and possibly disinformation (Ahmad et al., 2025). When one considers the widespread dissemination of fake news, the presence of political bias, and the tendency to exaggerate information, this issue becomes much more challenging to address. The rise of unverified news presents a significant barrier for students, who may not have the critical skills that are required to evaluate the credibility and dependability of the information that they come across (Raza & Waqar Aslam, 2024). Therefore, students who are enrolled in Khyber Pakhtunkhwa (KP) may be at danger of forming beliefs that are not correct or making judgments that are not well thought out as a result of the fact that they are depending on news that contains disinformation. In view of the growing concern over the credibility of information on Facebook, a detailed study of how university students in Khyber Pakhtunkhwa (KP) perceive and assess the credibility of news on social media.

For university students, who are key consumers of information and participants in knowledge exchange, the capacity to critically evaluate news credibility is essential in the digital era. Understanding how students assess and interpret the credibility of information is crucial, particularly as social media platforms, especially Facebook, increasingly serve as news sources (Atiq et al., 2025). This study aims to improve the understanding of university students in Khyber Pakhtunkhwa (KP) and their participation with news on Facebook, a social media platform recognized for its widespread distribution of sensationalism, misinformation, and disinformation. This research examines the factors influencing students' credibility judgments, including source credibility, information type, and social interaction. The findings will provide important insights into the digital literacy skills required to navigate the modern world of media and maintain the credibility of news shared in Khyber Pakhtunkhwa (KP) (S. R. Khan et al., 2021). The findings of this research study will yield practical implications for educators, policymakers, and media, to boost media literacy and critical thinking skills of students, with the aim of promoting better news consumption. Because disinformation creates a threat to public discourse, it is important to understand all the variables that impact the perceptions of news credibility.

### **Research Objectives**

- To assess the perceived credibility of news on Facebook among university students in Khyber Pakhtunkhwa (KP).  
To examine the relationship between perceptions of credibility regarding Facebook news and students news sharing behavior on the platform.

## **Research Questions**

- RQ 1. What is the perceived credibility of news on Facebook among university students in Khyber Pakhtunkhwa (KP)?
- RQ 2. What is the relationship between perceptions of credibility regarding Facebook news and student's news sharing behavior on the platform?

## **Literature Review**

The study examines how university students use Facebook as a platform for news and how they evaluate the credibility of information that are available to them there. This section first discusses the emergence of social platforms, particularly Facebook, as a channel of news for youth the world over and in Pakistan. It also explores how Facebook shapes news exposure through various features like sharing and others. The review also places the discussion within the context of Khyber Pakhtunkhwa.

## **Social Media as a Primary Source of News**

Over the last ten years, social media has transformed from a communication channel of information to principal news source, especially for younger consumer. Global survey show the significant percentage of adults now sometimes gets news from social media platform, with approximately 50% of respondent in some countries indicate that social media is the component of their regular news consumption (Purcell et al., n.d.). Further studies indicated that in many market platform such as Facebook is the primary conduits for news, with younger people increasingly depend on this medium rather than television, print media or news websites or other application (David et al., 2019). Additional Research on young adults indicates a consistent decline in conventional media consumption, but social media is increasingly used not only for amusement and social interaction but also for acquiring information about current events (Twenge et al., 2019). In Pakistan, significant studies has shown that students widely use social media platform such as Facebook which is the main social platform of everyday use to monitor events and get information, underscoring the concept that social media outlets have become integral to their daily information activities (A. Hussain et al., 2020). Simultaneously, these results suggest that among university students, social media has grown from an optional or informal channel to a key component of their news browsing routines, hence making questions into credibility and news perception on platforms such as Facebook especially important to look into (Yusuf et al., n.d.).

## **Facebook's Role in News Dissemination**

With the help of news organizations, influencers, and regular people, Facebook has changed from a simple social networking site into a crucial platform for the delivery of news (Sukić et al., n.d.). Audience engagement through actions such as liking, commenting, and sharing news significantly affects the level of importance or elimination of specific news items, thereby changing users into independent gatekeepers who decide which pieces receive coverage (Welbers & Opgenhaffen, 2018). Recent studies in Pakistan and other situations demonstrate that university students often discover news passively when browsing Facebook for social or entertainment reasons, reducing the distinction between wilful news seeking and subconscious news exposure (Amin et al., 2025). This raises a significant concern about social platforms and news channels, making them strong but sophisticated forums for news transmission, so increasing key concerns about how students assess and verify the credibility of the news they get.

## **Concept of News Credibility in the Digital Environment**

The credibility of news in the digital era has come up as a primary issue due to the increasing influence of internet platforms on public opinion. Early on, credibility was linked to major media organizations recognized for their editorial standards, fact-checking processes, and journalistic integrity (Mansour, 2020) however, digital networks, particularly Facebook, have blurred these differences by allowing both professional news organizations and regular individuals to generate and share content jointly. In this context, credibility relies on both the credibility of the source and the quality of the message, as well as presentation sign and audience perception (Mansour, 2020). Credibility, according to scholars, is a complex idea that includes trustworthiness, knowledge, validity, and belief, on social media, people often judge someone's credibility by factors like the number of likes, comments, shares, and emotional tones in comments, as well as how their page looks and any proof symbols they have this reliance on external cues becomes more obvious when people process information quickly, which happens a lot on sites like Facebook where people move quickly and have too much information to think carefully (Mohammad & Soomro, 2023). Khalil, 2024 suggests that widespread availability of false information and propaganda on Facebook has a significant impact on the credibility of news sources, particularly among university students. Since any individual may create and distribute information on the site, it becomes difficult to determine between true events and narratives that have been exaggerated or fabricated (Khalil, 2024). Furthermore because of the country's heavily active social media population, extreme political polarization, and dependence on user generated content, false information travels fast in Pakistan (A. Khan et al., 2023) misinformation spreads more quickly than factual updates during big national events like elections, political movements, health crises, and natural catastrophes, leading to chaos and a loss of faith in both online and offline news sources (A. Khan et al., 2023). University students are often seen as digital natives while regular interaction with digital platforms does not automatically lead to strong media literacy or ability to critically evaluate news content a significant number of students excel at using social media, they frequently encounter difficulties when it comes to assessing the credibility of online news, confirming sources, or recognizing bias and manipulation (Zulfiqar et al., 2025). Furthermore In environments like Pakistan, where Facebook is widely used for news and information, students frequently rely on quick signs such as post popularity, the accessibility of images, or peer feedback, instead of thoroughly checking the source, evidence, or comparing with other media outlets (Ejaz et al., 2025) Formal education in media literacy, critical thinking, and fact checking is often insufficient in many universities, leading students to frequently develop their evaluative skills through informal methods (Ejaz et al., 2025). Even though they are frequently confronted with political news and other type of news on Facebook, their ability to analyse, critically evaluate, and verify this information is often lacking. The difference between broad exposure and relative moderate evaluative abilities makes university students an important group for examining perceptions of news credibility and understanding the impact of disinformation on university students (Shahzad et al., 2025).

### **Cultural and Regional Context: Pakistan and Khyber Pakhtunkhwa (KP) Perspective**

In Pakistan, social media usage particularly on Facebook has been a primary platform for news and information, with notable variations in usage patterns across different regions. Khyber Pakhtunkhwa (KP), a province characterized by distinct socio-political dynamics and a rich historical background, offers a unique setting for assessing social media news

consumption (S. R. Khan et al., 2021) furthermore. Facebook typically exceeds traditional news sources in Khyber Pakhtunkhwa (KP), where access to traditional media is restricted. News sharing and consumption are also affected by political and ethnic diversity and regional security issues. According to studies Khyber Pakhtunkhwa (KP) people depend highly on Facebook to keep up with local and regional news, politics, and events, according to studies (Mufti, 2013). However Facebook's usage exposes users to propaganda, biased reporting, and disinformation, especially during politically hot events like elections and security situations (Ullah et al., 2025) further adds that in several parts of Khyber Pakhtunkhwa (KP), university students despite being increasingly connected, lack the fundamental abilities to evaluate internet news. Understanding Khyber Pakhtunkhwa (KP) cultural differences and how social media affects local perceptions is vital for ensuring Facebook news' credibility and implementing media literacy initiatives in the area (Ullah et al., 2025). While numerous studies (Mohammad & Soomro, 2023) thoroughly examine the credibility of social media, there is a major absence of tangible proof specifically from Pakistan, especially in Khyber Pakhtunkhwa (KP). Current local studies provide an overview of social media usage; yet they fall short in analyzing how university students assess the credibility of news on Facebook. Further, they do not examine the impact of media literacy on these analyses. As well, the unique cultural and informational environment of Khyber Pakhtunkhwa (KP) has been badly highlighted. This study fills a gap by providing a contextual analysis of credibility evaluations and news perception among university students in Khyber Pakhtunkhwa (KP).

## **Research Methodology**

### **Research Design**

This study uses a quantitative research design using a cross-sectional survey methodology. This study used a descriptive research approach for assessing university student's opinions of Facebook news credibility in Khyber Pakhtunkhwa (KP) and to assess their news sharing habits. This study use Google Forms for data gathering and later statistical analysis using SPSS software to achieve the research objectives and answer relevant questions.

### **Population and Sample**

The target demographic include university students from university students in Khyber Pakhtunkhwa (KP), Pakistan. A stratified random sample procedure was used to ensure accurate representation across gender and course of study. The approach was created to collect opinions of students from multiple fields, including social sciences, engineering, and media studies.

### **Minimum Sample Size**

The original minimum sample size was set at 360, yet, only 308 responses were received. This sample size was chosen by a statistical power study, confirming it is enough to provide solid result while being manageable for data collecting. The criteria for including respondents were age, university enrollment of Pakhtunkhwa (KP) and frequency of Facebook usage

### **Data Collection Method**

Data was gathered using a survey taken online that students filled out themselves. The survey's 20 questions were meant to assess how students felt about the credibility of news on Facebook and how they shared news. The questions were split into the following sections:

**Demographic:** Age, gender, Field, and frequency of Facebook usage.

**Assessing the Credibility of Facebook News:** A Likert scale section requesting students to assess the credibility of Facebook news.

**News Sharing Behavior:** Looks into the frequency with which students share news through Facebook postings and the root purposes for such actions. The survey was pre tested with the 20 students to understand the clarity and its accuracy. Minor adjustments were made to improve the clarity of the questions based on feedback.

### **Instruments of the Study**

A well-structured questionnaire including 20 closed ended statements on a five point Likert scale was created to gather data. Considering the nature on questionnaire, Likert scale was selected as SA = Strongly Agree = 5, A = Agree = 4, N = Neutral = 3, DA = Disagree = 2, SDA = Strongly Disagree = 1. Multiple choice questions about Facebook use patterns were included before to any statements in the questionnaire, after the quick demographic section.

### **Ethical Considerations**

The study obeyed the ethical criteria to protect participants rights and privacy. Participants were given an informed consent form that clarified what the study was about, that they may choose to take part, and that their data would be kept private. To protect the privacy of participant's responses, their names were not revealed. The university Ethics Review Board gave the study an approval, making sure it followed all ethical research guidelines.

### **Limitations**

Many limitation were seen in the study.

**Sampling Bias:** The study only focused on university students of Khyber Pakhtunkhwa (KP), which may not accurately represent the population of Pakistan as one. For a more comprehensive perspective, future studies need to involve students from other regions.

**Self-Report Bias:** Given that the survey depended on self-reported data, there exists the potential for biases such as social desirability, in which respondents may offer responses they perceive to be more socially acceptable.

**Cross-Sectional Nature:** The cross-sectional design offers a sampling of student's perceptions at a specific period in time. To analyze how perceptions, change over time, longitudinal studies would be required.

## Results and Discussion

**Table 1: Population**

Responses	Frequency	Percent	Total%
Engineering	85	27.6	27.6
Media Studies	77	25.0	25.0
Other	71	23.1	23.1
Social Sciences	75	24.4	24.4
Total	308	100.0	100.0

Table 1 shows that 27.6% of the participants were from the Engineering field and 25% participants belongs to the Media Studies while 24.4% of the sample participated from the Social Sciences, however 23.1% represents participants from other fields who took interest in the survey.

Demographics & Media Usage  
308 responses

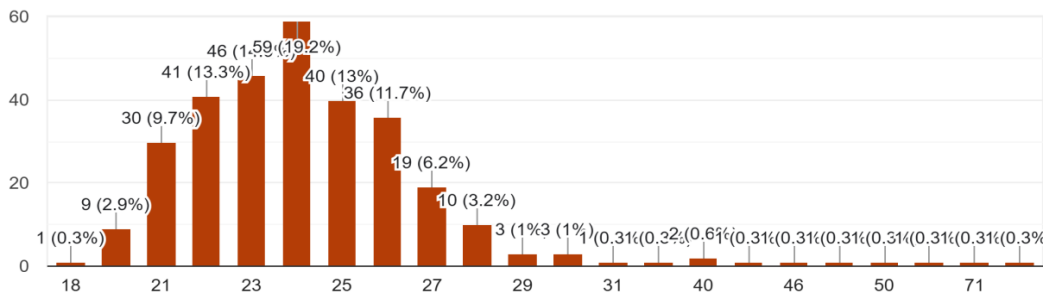


Table 2 shows that 3.26% of the respondents fall within the age group of 18 to 20, representing smallest age segment while 38.11% respondents fall in the 21 to 23 age group showing strong representation from students in their early twenties and the majority of the respondents, however belongs to the 24 and above category, accounting 58.63% of the total sample.

**Table 3: Gender**

Respondents	Frequency	Percent	Total%
Tot Female	136	44.2	44.2
al Male	172	55.8	55.8
Total	308	100.0	100.0

Table 3 shows that gender distribution in the survey, participants shows a relatively balanced figures of male and female students. Specifically, 55.8% of the respondents were male while 44.2% were female. This shows sample has slightly higher numbers of male students, though the overall distribution remains fairly even.

**Table 4: Time Spend on News on Facebook**

News Consumption Time		Frequency	%
Responses	More than 2 hours	147	47.7
	30 minutes - 1 hour	75	24.4
	Less than 30 minutes	26	8.4
	1-2 hour	60	19.5
	Total	308	100.0

Table 4 shows that 47.7% of students consistently used Facebook for news more than 2 hours, whereas 24.4% spend 30 minutes to 1 hour daily on news. 19.5% of students consumed Facebook news for 1 to 2 hour, while 8.4% reported using it for less than 30 minutes. This shows that Facebook is considered the primary news source among most of the university students, with the majority of the using is daily.

**Table 5: Accuracy of Facebook News**

Responses	Frequency	%
1 = Strongly Disagree	20	6.5
2 = Disagree	43	14.0
3 = Neutral	47	15.3
4 = Agree	71	23.1
5 = Strongly Agree	127	41.2
Total	308	100.0

Table 5 shows that most students trust Facebook news. 41.2% of students strongly feel that Facebook news is credible, while 23.1% agree. However, 15.3% are neutral, 14% and 6.5% disagree or strongly disagree. The results suggest that although most students think Facebook news is credible, a small percentage of the table doubts its credibility.

**Table 6: Credibility of Facebook News Source**

Responses	Frequency	%
1 = Strongly Disagree	20	6.5
2 = Disagree	52	16.9
3 = Neutral	54	17.5
4 = Agree	49	15.9
5 = Strongly Agree	133	43.2
Total	308	100.0

Table 6 depicts that greater percentage of students shows consider Facebook news credible. 43.18% of students strongly agree that they see Facebook news sources as credible, while 15.91% show agree. However, 17.53% maintain a neutral stance, while 16.88% and 6.49% of students indicate disagreement or strongly disagreement with the statement. The findings point out that while many students consider Facebook news sources credible, an important percentage remains neutral or uncertain.

**Table 7: Credibility of Political News**

Responses	Frequency	%
1 = Strongly Disagree	26	8.4
2 = Disagree	29	9.4
3 = Neutral	51	16.6
4 = Agree	76	24.7
5 = Strongly Agree	126	40.9
Total	308	100.0

Table 7 shows that the majority of students see political news on Facebook as credible. 40.9% of students strongly agree the credibility of political news, whereas 24.7% only agree. However, 16.6% of students maintain a neutral stance, whereas 9.4% and 8.4% express disagreement or strongly disagreement. This shows that political news is considered with a considerable level of credibility on Facebook, yet some students express doubt towards political information.

**Table 8: Credibility of Health Related News**

Responses	Frequency	%
1 = Strongly Disagree	20	6.5
2 = Disagree	32	10.4
3 = Neutral	54	17.5
4 = Agree	60	19.5
5 = Strongly Agree	142	46.1
Total	308	100.0

Table 8 depicts that Facebook is seen as a very credible resource for health and wellness news. 46.1% of students strongly agree with the statement that they trust health related news on Facebook, whereas 19.5% only agreed. A small proportion, 17.5%, remains neutral, whereas 10.4% and 6.5% show disagreement or strong disagreement. Study suggest that students show high trust in health-related content on Facebook, choosing it as the most credible category of news among the respondents.

**Table 9: Verification of News**

Cross-Verification	Frequency	%
Always	192	62.3
Never	32	10.4
Sometimes	84	27.3
Total	308	100.0

Table 9 depicts that 62.3% of respondents regularly verify news obtained from Facebook with additional sources, showing an important interest in ensuring news credibility. A major percentage, 27.3%, sometimes verify information, whereas a lesser percentage, 10.4%, do not verify the news they encounter on Facebook at all. The findings show that quite a few of respondents participate in fact checking behaviors; however, a smaller percentage of students rarely or never assesses the credibility of news received on social media.

**Table 10: Cross Tabulation of Facebook Usage and Trust in Facebook News**

Count	Trust in Facebook News					Total	
	1	2	3	4	5		
Frequency of Facebook Usage	More than 2 hours	8	8	8	32	91	147
	30 minutes - 1 hour	4	8	12	22	29	75
	Less than 30 minutes	13	4	4	1	4	26
	1-2 hour	8	15	24	6	7	60
<b>Total</b>		<b>33</b>	<b>35</b>	<b>48</b>	<b>61</b>	<b>131</b>	<b>308</b>

**Table 11: Chi-Square Tests**

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	132.254 <sup>a</sup>	12	.000
Likelihood Ratio	117.749	12	.000
N of Valid Cases	308		

Three cells (15.0%) have an anticipated count of less than 5. The minimum anticipated count is 2.79.

Table 10 and 11 provide the Chi-Square test findings, providing important insights into the correlation between Facebook use frequency and credibility in Facebook news, so directly verifying the primary objectives.

**Research Question 1:** To assess the perceived credibility of news on Facebook among university students in Khyber Pakhtunkhwa.

The Chi-Square test findings show a strong relationship between the frequency of Facebook usage and the credibility of the news that is posted there. In accordance with the study, students who spend more than two hours every day on Facebook consuming news that have higher levels of news credibility. A positive view assessment of the platform credibility was shown by 91 respondents (61.84%) who often access Facebook for news. The results imply that more being exposed to Facebook news ultimately results to higher credibility in the platform content, which is fitting with the purpose of analyzing the credibility of Facebook news. Therefore, regular users are more likely to see Facebook news more positively, which increases the platform's perceived credibility.

**Research Question 2:** To examine the relationship between perceptions of credibility of Facebook news and student's news sharing behavior on the platform.

The Chi-Square test mainly studies the correlation between Facebook use and trust these results provide a basis for understanding how credibility news may affect news sharing behavior. The fact that higher credibility in Facebook news correlates with more frequent platform use, it is acceptable to assume that these students are also more likely to share news they find credible. While this particular behavior was not specifically studied in the Chi-Square study, the correlation between credibility and frequent use implies that credibility Facebook news may facilitate higher news sharing, which supports the second objective of the study. This establishes a solid base for further research into the relationship of trust's impact on sharing behaviors on social media sites such as Facebook.

<b>Table 12: Mean Score Assessment</b>			
<b>Statement No</b>	<b>Mean Score</b>	<b>Statement No</b>	<b>Mean Score</b>
1	3.48	18	4.06
9	3.72	8	3.79
15	3.80	7	3.72
17	4.11	11	2.87
16	3.88	10	3.66
20	4.08		
<b>Mean Average of 11 Statements=3.77</b>			

$$\text{MeanScore} = \sum (\text{MeanScoreofEachStatement}) \div \text{NumberofStatements}$$

Table 12 shows The average mean score of 3.77 indicates that respondents agree moderate to strong level with Facebook news credibility, trust, and digital literacy statements. The higher score (e.g., 4.11 for "I believe Facebook should take stronger action against fake news") show that students are concerned about Facebook's misinformation management. Data shows that responses with lower scores (such as 2.87 for "I believe news on Facebook is often biased or incomplete") have less agreement and may suggest concerns about Facebook news credibility. Data shows that responses with lower scores (such as 2.87 for "I believe news on Facebook is often biased or incomplete") have less agreement and could suggest concern about Facebook news credibility.

### **Discussion**

The results of this study shows scrutiny of university students perception on the credibility of news on Facebook and their engagement in news authentication methods. The outcome of Chi-Square evaluation showed a noticeable correlation between the frequency of Facebook usage and the level of credibility students have in news consumed on Facebook, which suggest that usage of Facebook has association with the higher level of trusting the news faced on Facebook. This study suggests that daily obligation with Facebook content can increase the perceived credibility of news consumed, emphasizing how social media interactions like Facebook have a huge effect on how people read the news. The results show that 63.3% of the people who answered in the survey as always are those who check the credibility of the news they read on Facebook. On the other hand, just 10.4% of the people are those who answered as they do not check the news they read, which shows a lack of media literacy. A lot of people do fact checking, but the fact is that only 27.3% of them do it regularly, this shows that even though a lot of students know that how important it is to check news information and its credibility, there Is still a lot of room for improvement in their digital literacy skills. The study also showed that students who come across news on Facebook find it credible source, but their level of trust in it changes depending on how much exposure of news on Facebook can affect how people judge credibility. The results depict that how important it is to teach people on how to think critically and how to judge and read the news responsibly. This makes sure that students are not only consumers of misinformation, but also ready to spot it and interpret it from spreading, especially on sites like Facebook. The analysis points out the need for ongoing efforts to improve importance of news credibility methods among the students, who are increasingly relying on social media like Facebook as their primary and first source of news at sight.

## Conclusion

This study examines into the perceptions of Facebook news credibility among university students in Khyber Pakhtunkhwa (KP), Pakistan, and assesses the link between the use of Facebook frequency and source credibility. According to the results, student's credibility in the news that is shared on Facebook is heavily affected by the frequency with which they access the platform. There is a relationship between the frequency with which students use Facebook for news and the credibility of the news reports appearing on the Facebook page. This shows their views of the credibility of Facebook news are greatly impacted by their heavy exposure to it. On the other hand, those who use Facebook rarely or never for news seem to have concerns about the news items found on the social media platform. Another interesting statistic is that 62.3% of students often look into the news they read on Facebook to make sure it's authentic. However, a sizeable minority of 10.4% does not check the facts, showing a need for better media literacy efforts. Based to the study, there is a significant lack of digital literacy within this age group, especially when it comes to the important abilities required for assessing the credibility of material found online. These results show that Facebook is an important news source for university students in Khyber Pakhtunkhwa (KP), which is examples of a larger global trend concerning the increasing impact of social media platforms on how the public perceives news. However, this study shows the need of boosting digital literacy programs so that students can critically assess the news they see on social media, including changes in credibility levels and verification means. In order to help students in Khyber Pakhtunkhwa (KP) develop their critical thinking abilities and understand the difference between credible and fake news sources, media literacy education should be a top focus in higher education programs. Ultimately, this study shows that university students in Khyber Pakhtunkhwa (KP) require new teaching methods that include media literacy. Students will be better equipped to deal with the complicated digital information network and engage in more responsible news consumption if we make it easier for them to engage with digital media. The results provide a strong basis for further studies into the evolution of social media in news consumption and its larger effects on public literacy in places like Khyber Pakhtunkhwa (KP).

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