

**AN EMPIRICAL STUDY ON THE ADOPTION OF
MOBILE NEWS ARTICLES: FOCUSING ON
HEURISTIC AND SYSTEMATIC CUES OF
CURATED MOBILE NEWS APPS**

by

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ABSTRACT

Online curated news apps, such as Inshorts, have been becoming increasingly popular, largely because they provide users with the highlights of news articles that have been specifically selected for them. Each curated news article is accompanied by a link to the full-length article. In this study, the Heuristic-Systematic Model (HSM) of information processing is employed to examine various factors that may lead users to visit the actual news websites in order to read the full-length article. In particular, this research assesses whether the dimensions of information quality, source credibility, and title attractiveness have a significant relationship with a reader's intention to read the full article. Furthermore, it is proposed that these relationships are negatively moderated by readers' habits of reading online news on their mobile devices, and their proficiency in the English language. This research contributes to the body of knowledge on the HSM, mobile news consumption, and information quality.

LIST OF ABBREVIATIONS USED

AVE	Average Variance Extracted
Amazon MTurk	Amazon Mechanical Turk
BI	Behavioral Intention
ELP	English Language Proficiency
HSM	Heuristic Systematic Modeling
IC	Information Completeness
IR	Information Relevancy
IQ	Information Quality (IQ)
IU	Information Understandability
SC	Source Credibility
TA	Title Attractiveness
CR	Composite Reliability

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CHAPTER 1 INTRODUCTION

The popularity of mobile news apps has been steadily growing in recent years. Smartphones have significantly affected users' news consumption habits, especially those whose habits have yet to be fully formed (Chan-Olmsted, 2013). Indeed, a study published by the Pew Research Center shows that the share of Americans who prefer to get their news online is growing. According to the same study, in 2016, 28% of surveyed Americans said they preferred to get their news through websites, apps, or social media; in 2018, this figure had grown to 34% (GEIGER, 2019). In addition to the findings of such studies, there is an abundance of anecdotal evidence suggesting that a significant portion of the population uses their smartphones to consume news and that they do so via mobile news sites or mobile news apps.

In the last few years, micro-news articles have become more commonplace online, for example, on mobile news apps and social media. However, curation is hardly a new concept. The first instance of curated content emerged in Renaissance Europe five centuries ago in the form of handwritten newsletters, which were circulated privately among merchants to communicate information about economic conditions, social customs, and many other topics. These newsletters were curated by an editor, who was responsible for deciding what information was the most important and relevant, and then organizing it for public consumption (Good, 2016). In more contemporary terms, this form of curation can be seen in traditional newspapers, which generally feature a summary of the day's major news stories on the front page. If we want to read the full story, we can simply go to the section and page listed below the curated headline on the front page. In the online world, we can find curated news in a wide variety of places, such as in our Facebook, Twitter, and Pinterest feeds, and on various apps and websites, such as Alltop, News360, Panda, Techmeme, Flipboard, and Pocket. Curated news articles are condensed articles that provide the highlights of a given news story—thereby giving the reader the main idea of the story—often in fewer than 100 words (Gangwar, 2016).

The content of these condensed news stories is curated by editors in order to highlight the story's most interesting and engaging elements, as this increases the chances of attracting the attention of readers (Good, 2016). However, curating the most salient

elements of a news story requires deep analysis and a number of critical steps, including collection, validation, preservation, adding value, synthesis, formatting, and crediting (Good, 2016). The goal of curators is to motivate readers to engage with their content; in the case of online curated articles, this means getting readers to click on a link that takes them to the original full-length article. While some companies curate news manually using a designated news curation team, some recent curated mobile news apps have employed Artificial Intelligence to condense full-length news articles into a few words (e.g., 60 words) in order to get readers to read either the shortened article, or to visit the news media websites to read the full article (Gupta, 2020). When a reader clicks the link and is redirected to the source website (i.e., the full-length article), the source website owner receives revenue from the advertisements that are shown with the full-length article. This revenue is then shared with mobile news app service providers (Models, 2019). Although some studies have examined factors that influence the adoption of mobile news apps (reviewed in Section 2.2), to the best of my knowledge, little empirical research has been conducted to examine the factors that influence mobile news readers to click the links to the full-length article. Thus, it would be useful to explore whether certain factors increase a reader's intention to click on a link in order to read the full news story.

This study employs the Heuristic-Systematic Model of information processing (Chaiken, 1980) to identify any heuristic and systematic elements embedded in a shortened (curated) article that may increase a reader's intention to visit the linked news website to read the full-length article. More specifically, this study examines whether and how *systematic cues (selected information quality dimensions of the excerpt of a news article)* and *heuristic cues (credibility of journals & title attractiveness)* influence *readers' intentions to visit a full-length article* for further systematic processing. Moreover, this study proposes that these relationships are moderated by both the reader's *English language proficiency* and their *habit of consuming online news via smart phone*. Hence, this research will answer the following research questions:

1. What factors influence a curated online news readers' intention to visit full-length articles?

2. How do heuristic and systematic factors of online curated news influence the reader's intention to visit full-length articles?
3. How do readers' habits of reading news with their mobile devices and their language proficiency moderate the relationship between the heuristic and systematic factors and their intention to visit full-length articles?

Amazon MTurk was used to collect 195 survey data (in months and years) from respondents who read the news using their mobile devices. These data were analyzed using the partial least square technique (using SmartPLS 2.0), with the results showing that, of all the heuristic and systematic cues, title attractiveness had the most significant impact on the respondents' intentions to continue reading. Significantly, the findings also revealed that users' habits did not significantly moderate the relationships between heuristic-systematic cues and intention to continue reading. In addition to contributing to the body of knowledge on the heuristic and systematic model of information processing, the findings of this research have a number of practical implications for those who create, distribute, and read online curated news.

CHAPTER 2 THEORETICAL BACKGROUND

2.1 Literature Review on the Adoption of Online/Mobile News Media

This section provides an overview of prior research examining the adoption of online news media and its contributing factors. For the purpose of this discussion, “mobile news” will refer to news that is published and distributed by a variety of sources ranging from customized news alerts from a short message service or multimedia messaging service, to mobile news sites and convergent mobile news applications. At present, mobile applications are generally referred to as “apps” (Westlund 2003). Furthermore, “curated news” will refer to abbreviated summaries of news content that are often accompanied by links to a longer source article (Wohn & Ahmadi, 2019).

Wolf and Schnauber’s (2015) study of news consumption in the smart phone era revealed that mobile devices have the potential to replace other media platforms as consumers’ primary source of news due to their multi-optionality and flexibility. However, these findings do not mean that established media organizations will not lose their position as institutions; rather, they indicate that the ongoing adoption of mobile devices creates the possibility that they will replace offline news platforms for some topics and situations. Chan-Olmsted et al. (2012) found that the perceived relative advantage, utility, and ease of use of mobile news were positively related to mobile news adoption. In addition, their findings also revealed that young adults’ news consumption patterns, preferences, and use of different news media also played a major role in their adoption of mobile news. Notably, Chan-Olmsted et al.’s findings indicated that owning a smart phone was an important facilitating condition for adopting mobile news versus using traditional media. Smart phones are a relatively new medium through which people can access news and obtain other forms of information. Molyneux (2018) examined people’s news consumption habits on mobile devices in order to identify where and how these devices fit into people’s media repertoires, as well as how their consumption of news via mobile devices differed from other platforms (e.g., print media, computers, television, or radio). Molyneux (2018) found that people engaged with news via their mobile devices or smart phones more times per day, but that these engagements were shorter in duration compared to other platforms. These results suggest that smart phones encourage “news snacking” to a greater extent than more traditional forms of news consumption. N. and

Gupta (2015) proposed a conceptual model with Twin TAM framework to study the impact of smartphone news apps on print media. The study found that usefulness and ease of use of both technologies has an influence on attitude towards news apps and print media, respectively. Further, dissonance (mental conflict that each user goes through while making decision to choose one from print media & news apps) plays an important role in impact of smartphone news apps on print media . It was found that attitude towards print magazine creates more dissonance, whereas attitude towards news app reduces dissonance.

The next prominent change brought about by the growth in smart phone use was the migration of readers from news media websites on their PC to mobile news apps on their phones. This migration of users, along with the small screen sizes of smart phones and people's busy lifestyles, subsequently led to greater curation of mobile news app content. As such, many researchers have directed their efforts to finding ways of improving curation practices and increasing reader engagement. Wohn and Ahmadi (2019) have suggested that curated news articles, also known as micro-news, are more spontaneous than traditional news, as they are updated throughout the day and continuously available to the user. They argue that micro-news consumption requires less cognitive effort than full-form news, as it is strictly a summary and does not go into any sort of in-depth detail. Wohn and Ahmadi (2019) also found that people adopt and continue to consume curated news for five main reasons: to seek information; to pass time; for social utility; for entertainment; and out of habit. Schneider et al. (2016) found that user engagement is influenced by the way in which news stories are curated on social media, and that engagement especially increases when users are able to participate and to recurate the curated news stories by other people. Hong and Pae (2017) found that timeliness are not a key factor influencing people's consumption of curated news articles; if readers want to the most up-to-date news, they turn to traditional news sources (i.e., newspapers, TV, etc). Thus, despite people's positive attitudes towards curated news, it is best thought of as a supplement to traditional news sources, rather than a replacement for it.

Although we know that news apps use recommendation engines or Artificial Intelligence to compile a list of curated news articles for individual readers to engage

with (Gupta, 2020), we still do not know which characteristics that are embedded in curated news articles that motivate users to read the full-length articles. Thus, the present research contributes to the literature on the adoption of mobile news apps by identifying the heuristic and systematic factors that motivate mobile news app users to visit source websites in order to read the full-length article.

2.2 Heuristic Systematic Model of Information Processing

The Heuristic-Systematic Model (HSM) posits that there are two different methods of processing information: systematic processing and heuristic processing. In systematic processing, information is understood through deep thinking and intensive reasoning. In contrast, heuristic processing does not involve detailed analysis of the information; rather, it is based on using noticeable and easily understandable cues in order to make quick judgments (Chaiken et al. 1980; Chaiken & Ledgerwood, 2011). Thus, heuristic processing requires less effort and less time than systematic processing. To illustrate, consider an online product review. The text-based reviews written by customers function as systematic cues that can provide potential consumers with detailed information about the product; on the other hand, other peripheral information, such as the product rating, helpfulness rating, and information about the reviewer are heuristic cues that establish the review's credibility and allow the reader to obtain general information about the product without having to spend too much time reading the product review. These two sets of cues provide the reader with a choice: to make a quick decision based on the heuristic cues (i.e., the product rating), or to evaluate the product more systematically (i.e., by reading the text-based reviews).

Since its introduction, the HSM has been implemented by various researchers to examine various phenomena related to information processing and persuasion (Zhang & Watts, 2008). For example, the HSM has been used to examine how members of online communities adopt information embedded in messages shared by other community members to help resolve problems in their online community (Zhang & Watts, 2008). The HSM has also been applied to identify factors that impact consumers' purchase decision making. The findings of such studies have shown that the quality of the arguments made in online reviews (systematic factor) has a significant effect on consumers' purchase intentions. Furthermore, findings have also shown that heuristic

factors (i.e., source credibility and perceived quantity of reviews) have a direct impact on purchase intentions (Zhang et al., 2014). The HSM has also been applied to the processing of healthcare-related information. In one such study, Trumbo (2002) developed a model to estimate how individuals in a healthcare-related online community perceived risk based on heuristic and systematic cues in messages containing epidemiological information about cancer. Since the HSM has been shown to be useful in explaining phenomena related to information processing and information adoption in a wide range of contexts, this study will use it to explain the key factors driving users' information adoption (processing) behaviors related to curated (shortened) news on mobile news apps.

Mobile news apps provide readers with vast amounts of information by delivering curated news articles based on their profiles and news-consumption behaviors. While some prior research has focused on the adoption of online news (articles) or information adoption from online news (introduced in the following section), to the best of my knowledge there is little research examining the adoption of curated news articles on mobile news apps. In other words, there is a dearth of empirical research examining the factors that motivate a reader to click a link in order to read the full-length version of a curated article in a news app. To address this gap, I use the HSM of information processing to analyze the systematic and heuristic cues embedded in shortened news articles that may motivate reader to click on the link and read the original full-length article. This results of this research will have practical implications for those who generate, distribute and read mobile curated news. The heuristic cues analyzed in this study include news media credibility and title attractiveness, while the examined systematic cue will be the users' perceptions of the quality of information in the shortened articles.

2.3 Systematic Factors in a Shortened/Curated News Article: Information Quality of the News

Almost every curated news article in a mobile news app consists of three main elements: a title or a headline; a summary of 100 words or less; and the name of the original news media website (a.k.a. source website) and a link to it. In this study, I will use these factors in conjunction with HSM to answer my research questions. Since the

reader will assess the summary (either consciously or unconsciously) for its information quality dimensions, it can be considered the systematic cue. Information quality dimensions were first introduced by DeLone and McLean (1992), who argued that online information quality (IQ) could be assessed based on various factors, such as accuracy, comparability, completeness, conciseness, currency, format, meaningfulness, precision, relevance, reliability, and understandability. Lee et al. (2002) would later simplify DeLone and McLean's (1992) list, arguing that information quality dimensions could be divided into four main categories: intrinsic IQ, which refers to a story's accuracy, precision, reliability, and freedom from bias; contextual IQ, which refers to a story's importance, relevance, usefulness, informativeness, sufficiency, completeness, currency, and timeliness; representational IQ, which refers to a story's understandability, readability, clarity, format, appearance, conciseness, uniqueness, and comparability; and accessibility IQ, which refers to a story's usability, quantitiveness, and convenience of access. Furthermore, IQ is a significant construct that is needed to build successful Information System (IS) (DeLone & McLean, 1992). For example, IQ was an important measure in Kuo and Lee's (2009) examination of people's adoption of the Knowledge Management System (KMS); in contrast, Al-Mamary et al. (2014) used IQ, along with other factors, to examine the adoption of management information systems for the purpose of enhancing organizational performance. Although there are various IQ dimensions, it has been suggested that the application and selection of IQ dimensions will vary depending on the type of IS and the use context. For instance, Nelson et al. (2005) suggested that the relative importance of these IQ dimensions may not be transferrable beyond the context of each study. In addition, DeLone and McLean (2003) have suggested that authors may select IQ dimensions based on their research focus. Given this, I have selected the following three dimensions for use in this study: completeness, relevancy, and understandability.

Relevancy refers to the degree to which a curated news article is useful for the reader. This dimension can play a significant role in examining the information quality of the article summary, as readers will be more likely to click the link and read the full-length article if the summary effectively conveys that the article is relevant to the reader's life.

Completeness is the degree to which the information available in a curated news article is complete in and of itself. Information completeness has been found to be a positive factor for information adoption or system adoption (DeLone & McLean, 2003); however, this relationship may be inverted within the context of this study, as readers may be less likely to read the full-length article if the information in the curated article too complete.

Understandability refers to the degree to which the information in the shortened article is clear and comprehensible to the reader. Previous literature suggests that, in the present research context, information understandability is positively related to information adoption (Kuo & Lee, 2009; Al Mamary et al., 2014). As with completeness, I posit that information understandability may work differently from the findings of extant studies in the present research context, as readers will be presented with curated articles in mobile news app, which only contain a few words from the original.

To summarize, completeness, relevancy, and understandability will be the systematic cues that will be examined in this study.

2.4 Heuristic Factors in a Curated News Article

2.4.1 Source Credibility

Source credibility is the degree to which the reader trusts the original source of the content in a curated news article (Veasna et al., 2013). Source credibility has been used in the field of Management Information System (MIS) by various researchers. For example, Sundar et al. (2006) used source credibility and two other cues (i.e., recency and number of related articles) to study the behavior of readers dealing with the overload associated with choosing from the vast selection of news articles on Google News and other news bots. They found that source credibility was the most dominant of the three examined informational cues; articles with a high degree of source credibility were more likely to be selected, while articles with low source credibility were more likely to be removed from users' selection lists (Sundar et al., 2006). Similarly, Zhang and Watts (2008) found that source credibility was an important factor in assessing messages and information adoption in an online community. Zhang and Watts (2008) found that messages with a higher source credibility were strongly associated with higher levels of

information adoption among members of an online community. Therefore, based on the source credibility literature and the fact that news articles in curated mobile news apps generally provide information about the article's source, this source information may be critical in influencing whether or not a reader clicks on the link to reach the full-length article. Readers will usually take a look at a curated article's source, which may impact their decision to visit the source webpage, depending on its perceived level of quality.

2.4.2 Title Attractiveness

The second heuristic cue in the proposed study is title attractiveness, which is defined as the extent to which the title of a curated news article captures the reader's interest and motivates them to read further (Lee & Yang, 2015). Title attractiveness was chosen as an heuristic cue because it provides the reader with peripheral information about the content of the curated article. Lee and Yang (2015) have argued that an attractive title may be sufficient to motivate a reader to read the full message. In this study, I posit that title attractiveness plays an important role in motivating readers to click on the link and read the full-length article. For instance, a news release about a new WhatsApp feature with the title, “**WhatsApp starts rolling out payments service in India from today,**” might garner more attention than an article entitled, “New feature in WhatsApp.” Lee and Yang (2015) found that title attractiveness mitigated the negative relationship between the heuristic cues used in their study and information adoption. Their results suggested that helpfulness rating and degree of referencing were positively associated with new product developers' information adoption, while product rating was negatively associated with it. Significantly, title attractiveness mitigated the relationship between heuristic cues (extremeness of product rating, helpfulness rating) and information adoption, and it positively moderated the relationship between systematic cues (degree of disconfirmation, degree of referencing) and new product developers' information adoption. Based Lee and Yang's (2015) results, I introduce title attractiveness as an heuristic cue in curated news articles, as it is a feature that can provide readers with an idea of the article's contents at a glance, which, along with the other cues, may in turn influence their behavioral intentions.

CHAPTER 3 HYPOTHESIS DEVELOPMENT

Based on the literature reviewed in Chapter 2, I propose the research model illustrated in Figure 1, as well as a set of hypotheses. In the proposed model, the information quality dimensions of a shortened article function as the systematic cues, while source credibility and title attractiveness serve as the heuristic cues. Briefly, information completeness and information understandability are negatively related to a reader's intention to visit the source site and read the full-length article, while relevancy and heuristic cues (source credibility and title attractiveness) are positively related. Moreover, this study also explores whether and how readers' habits of reading the news on their mobile devices and their English language proficiency moderate the relationship between the heuristic and systematic cues and their behavioral intentions.

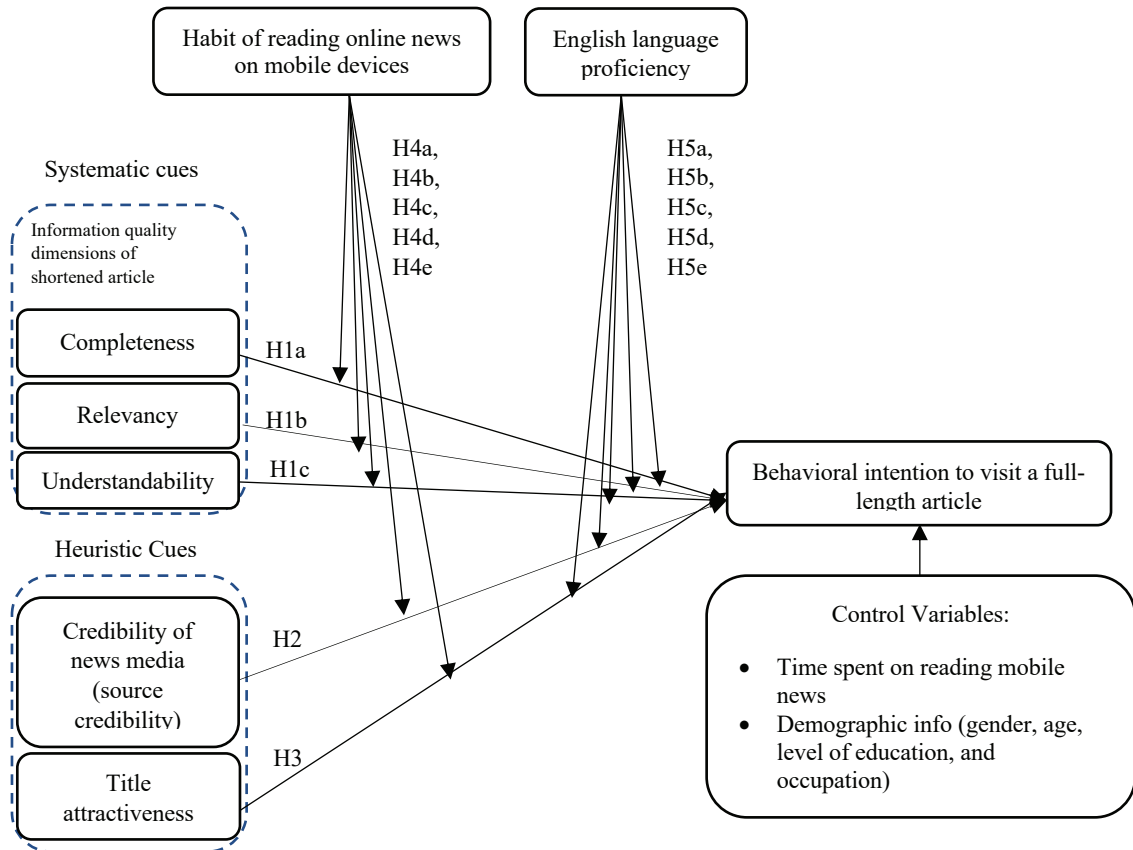


Figure 1 Research Model

3.1 Impact of Systematic Cues

Curated (or shortened) news articles generally consist of a short excerpt from an original full-length article that conveys to the reader what the article is about. In reading these shortened articles, readers can get a sense of the quality of the information being presented. Therefore, the IQ of the shortened article can be considered a systematic cue. I have selected three measures To measure an article's IQ, I have selected three sub-dimensions that I believe are especially relevant to curated articles: information completeness, information relevancy, and information understandability. Ye et al. (2019) suggested that these IQ dimensions (i.e., completeness, relevancy, and understandability) have a positive relationship with the continued use of mobile news apps. Similarly, Freeze et al. (2019) found that, in an e-learning system, these IQ dimensions and system quality had a significant positive relationship with user satisfaction and system use.

Although the literature suggests that information completeness is positively related to information adoption, I argue that this relationship does not hold for curated news articles: if readers are able to get all of the information in the article from the curated summary, they will be much less likely to click on the link and read the full-length article. Hence, I argue that, in the case of curated news articles, information completeness has a negative relationship with behavioral intentions to click the link and read the full-length article. This can be formally stated as follows:

H1a: Information completeness is negatively associated with behavioral intentions to visit the full-length article.

Furthermore, as suggested in the literature (e.g., Ye et al., 2019; Freeze et al., 2019), I argue that relevancy is positively related to information adoption. If readers perceive information from an online source to be relevant to their life, or if they think that reading this information adds value to their life, then they will be more likely to continue reading. Therefore, I argue that people will be more likely to click the link and read the full-length article if they view the curated version as being relevant to their life or work. As such, I hypothesize that information relevancy will have a positive relationship with behavioral intentions to click the link and read the full-length article:

H1b: Information relevancy is positively associated with behavioral intentions to visit the full-length article.

As with information completeness, extant studies suggest that understandability and information adoption are positively related (Ye et al., 2019; Freeze et al., 2019). If readers find it easy to obtain information from and understand online sources/e-learning materials, they are highly likely to continue using these sources. However, in the case of curated news articles, readers may actually be less likely to click the link and read the full-length article if they find the information in the curated article to be completely understandable; if the shortened article allows readers to understand the information completely, there will not be much point in reading the full-length article. Hence, I argue that information understandability has a negative relationship with behavioral intentions to click and read the full-length article. Formally stated,

H1c: Information understandability is negatively associated with behavioral intentions to visit the full-length article.

3.2 Impact of Heuristic Cues

Heuristic processing depends on the peripheral cues in a curated news article that are noticeable at a glance, and that do not require any detailed review. Based on the literature on online news media adoption and studies on the HSM, source credibility and title attractiveness were chosen as the heuristic cues for this study. Both Wu and Wang (2008) and Veasna et al. (2013) define source credibility as the trustworthiness and reliability of the source of the online content being read. In other research, Zhang and Watts (2008) found source credibility to be positively related to information adoption vis-à-vis content sharing in an online community.

In the present study, source credibility is expected to play an important role in influencing readers' behavioral intentions with respect to the news article. Every curated news article provides the name of the source website from which the curated article has been taken. For example, if a mobile news app adds a curated article originally published in "The Tribune," it will say so on the shortened news article. If the reader perceives the source website as credible, they may be more likely to click the link and read the full-

length article than if the source was unknown or not credible (e.g., a blog that they have never heard of). Thus, the following hypothesis emerges:

H2: Source credibility is positively associated with behavioral intention to visit the full-length article.

Banerjee and Chua (2018) investigated how readers' perceptions of online hotel reviews were related to trust across review polarity and hotel category. Their findings revealed that the attractiveness of the review titles and the credibility of the descriptions were positively related to trust in relation to both review polarity and hotel category. Similarly Lee and Yang's (2015) study of Amazon product reviews found that title attractiveness in online reviews is positively correlated with information adoption. Haenens et al. (2004) found that engagement with and recall of news varies from gender to gender depending on their interest in the topic. In the context of the proposed study, I believe that title attractiveness will play a crucial role in motivating the reader to read the full-length version of a curated article. If the reader of the curated news article finds the title to be attractive, they will want to know more about it and seek out the full-length version. This results in the following hypothesis:

H3: Title attractiveness is positively associated with behavioral intentions to read the full-length article.

3.3 Moderating Role of Habit and English Language Proficiency

Christy et al. (2005) examined the relationship between intention and information system usage over time. They found that as time passes, users' habit is formed. As a result, the more usage is performed out of habit and the predictive power of intention will be diluted. Additionally, Chiu et al. (2012) found that users' habits can mitigate the relationship between their beliefs about an IT and their behavioral intentions within an online shopping context.

I posit that readers will form a reasonable intention to read a full-length article if they find that the article is: relevant to their lives (H1a); not complete enough (H1b); not understandable enough (H1c); comes from a credible source (the news media that created the article) (H2); and has an attractive title (H3). However, if a reader is habituated to

reading the news via their mobile phones, then these heuristic and systematic cues' significant effect on their behavioral intention to read the full-length article could be mitigated, as their habit of reading news on their mobile device will lead them read the full-length article anyways, which is in line with the findings reported by Chiu et al. (2012). Thus, the following hypotheses are added to the research model:

H4a: The habit of reading news via a mobile phone has a mitigating effect on the relationship between information relevancy and behavioral intentions to continue reading the full-length article.

H4b: The habit of reading news via a mobile phone has a mitigating effect on the negative relationship between information completeness and behavioral intentions to continue reading the full-length article.

H4c: The habit of reading news via a mobile phone has a mitigating effect on the negative relationship between information understandability and behavioral intentions to continue reading the full-length article.

H4b: The habit of reading news via a mobile phone has a mitigating effect on the relationship between source credibility and behavioral intentions to continue reading the full-length article.

H4e: The habit of reading news via a mobile phone has a mitigating effect on the relationship between title attractiveness and behavioral intentions to continue reading the full-length article.

Furthermore, I posit that a user's language proficiency may have a significant moderating or mitigating impact on the relationships between heuristic and systematic cues and their intention to read full-length articles. Asraf and Ahmad (2003) found that routinely reading in English (a foreign language) leads to improved proficiency; this finding led to the conclusion that extensive reading programs can benefit students from rural schools by improving their English language proficiency and their motivation to read more English language books.

Following the same argument that was used to articulate the influence of habit on the relationship between heuristic-systematic cues and reader' intention to read full-length articles, I suggest the following: if a reader is fluent enough in the language used in the news article, the strength of the relationships between the heuristic-systematic cues and their behavioral intentions to read the full-length article will be reduced. This reduction in behavioral intentions is due to the fact that the reader's language proficiency makes them comfortable in reading the full-length article, which in turn diminishes the influence of their perceptions of information quality, source credibility, and title attractiveness. Further, I argue that, since language proficiency removes barriers with respect to longer texts, language-proficient news readers will be more likely to explore longer articles compared to non-language-proficient readers. Language proficiency will increase readers' intentions to read the full-length articles even though the shortened versions are very understandable and provide complete information. This line of thought yields the following are the hypotheses:

H5a: Language proficiency has a mitigating effect on the relationship between information relevancy and behavioral intentions to continue reading the full-length article.

H5b: Language proficiency has a mitigating effect on the negative relationship between information completeness and behavioral intentions to continue reading the full-length article.

H5c: Language proficiency has a mitigating effect on the negative relationship between information understandability and behavioral intentions to continue reading the full-length article.

H5b: Language proficiency has a mitigating effect on the relationship between source credibility and behavioral intentions to continue reading the full-length article.

H5e: Language proficiency has a mitigating effect on the relationship between title attractiveness and behavioral intentions to continue reading the full-length article.

CHAPTER 4 RESEARCH METHODOLOGY

4.1 Data Collection

To empirically validate the proposed model, I developed a survey questionnaire using the the Qualitrics survey platform. This survey was then administered via Amazon MTurk, with the sample being comprised of online mobile news readers. Amazon MTurk was selected for use in this research because it is able to provide a much more diverse sample than would be possible using only undergraduate students (Buhrmester et al., 2011). Additionally, no significant difference has been found in the reliability of data collected via Amazon MTurk compared to data collected through other means (Buhrmester et al., 2011).

Two hundred and one respondents began the survey, with 195 completing it fully. Thus, the sample for this study consisted of 195 individuals. This study targeted individuals who have read news online using their smart phone; any person who had never read a news article using their mobile phone was disqualified from participating in the survey. The sample was 41.5% (n = 79) female, with 65% (n = 127) of participants being between 20 and 40 years of age. In addition, 85% of the respondents had obtained either a graduate or undergraduate degree (n=166), and 84% (n=163) were currently employed. Additional sample demographic characteristics are presented in Table 1.

Partial Least Square (PLS) analysis was used analyze the collected data and test the hypotheses detailed in Chapter 3. PLS was selected for a number of reasons. Firstly, it is relatively easy to meet the sample size requirements for PLS. According to the 10-times rule, it is recommended that the minimum sample size for PLS be 10 times greater than the relationship links (i.e., the arrows in the research model between the independent and dependent variables) (Kock & Hadaya, 2018; Goodhue et al., 2012). Secondly, this study explores changes in a specific construct—namely, “behavioral intentions”—rather than tests the validity of a comprehensive theory (Hair Jr. et al., 2016). Additionally, PLS is useful in testing prediction-based models. This is a particularly salient feature, as the proposed model is a prediction-based model that attempts to capture the heuristic and systematic cues that motivate readers of curated news articles to click on the link and read the full-length story (Nils et al., 2010). Lastly, PLS supports moderation effect

analysis with effect size calculation (Chin, et al., 2003; Hair Jr et al., 2016). Therefore, PLS was the best method for conducting the proposed research.

Table 1 Demographic characteristics of the sample.

Variable	Value	n	%
Gender	Male	116	59.5
	Female	79	40.5
Age	in my 10s	1	0.5
	in my 20s	56	28.7
	in my 30s	71	36.4
	in my 40s	43	22.1
	in my 50s	13	6.7
	in my 60s (and over)	11	5.6
Education	Middle school degree or equivalent	1	0.5
	High school degree	56	4.6
	Vocational college degree	19	9.7
	Undergraduate (University) degree	86	44.1
	Graduate (University) degree	80	41.0
Employment status	Student	4	2.1
	Employed	163	83.6
	Homemaker	4	2.1
	Self-employed	21	10.8
	other	3	1.5

4.2 Measurement

To fit the mobile curated news usage environment, I modified established scales for use in this study. Table 2 summarizes all of the constructs that were used in this study, along with their references. All of the heuristic (title attractiveness and source of the news) and systematic cues (information quality of the news) were reflective latent constructs measured by multiple items. Similarly, English proficiency and habit of reading news using a mobile phone, which were introduced as moderators between all of the heuristic-systematic cues and behavioral intentions, were also reflective latent constructs. Finally, a number of controls were applied, including time spent reading news using a mobile phone, age, gender, level of education, and occupation.

A pilot test was conducted by collecting data from 60 participants with the help of Amazon MTurk. The participants were provided with a sample news article (Figure 2) taken from a curated news app (mobile application). The participants were asked to read

the article and then respond to the survey questions. It was expected that the article’s information quality dimensions (IC, IU, and IR) and title attractiveness would vary among the respondents, as it was likely that some would consider the title to be very attractive, while other may not. In addition, the respondents’ different levels of background knowledge would likely result in differing perceptions of whether the article was complete or understandable by itself. For the variability of source credibility, I choose the Huffington Post, as the credibility of this outlet has been rated as “mixed” by readers (Watson, 2020).

The pilot study results were used to revise survey items in order to prepare the final instrumentation, which would use the same article as the pilot study. The measurement items were anchored using a 7-point Likert-scale ranging from “strongly disagree (1)” to “strongly agree (7)” with a neutral point “neither agree nor disagree (4).”

Table 2 Survey measures

Variables	Items	References
Behavioral intention (BI)	After reading the given Inshorts article... <ul style="list-style-type: none"> • I intend to continue reading the full article rather than stopping with 60 words in the current version of this article. • I intend to know more about this article. • I intend to go to the actual news blog or website to read it further. Variables: 1 = “strongly disagree” ~ 7 = “strongly agree”	Wu & Wang (2008); Veasna et al. (2013)
Source credibility (SC)	The news source (Huffington Post) of this Inshorts article... <ul style="list-style-type: none"> • is credible. • is trustable to me. • is believable. Variables: 1 = “strongly disagree” ~ 7 = “strongly agree”	Wu & Wang (2008); Veasna et al. (2013)
Title attractiveness (TA)	The title of this Inshorts article... <ul style="list-style-type: none"> • is interesting. • makes me have some questions about the actual content of this article. • makes me read this. Variables: 1 = “strongly disagree” ~ 7 = “strongly agree”	Lee et al. (2015)

Habit (HAB)	<p>The consumption of news via mobile phone...</p> <ul style="list-style-type: none"> • has become a habit for me. • is something I am addicted to. • is something I must do for my life. • has become natural to me. <p>Variables: 1 = “strongly disagree” ~ 7 = “strongly agree”</p>	Limayem et al. (2003); Chauhan & Lal (2012); Lee et al. (2019)
English language proficiency (ELP)	<p>How would you rate your English language proficiency in terms of reading, writing, listening, and speaking?</p> <ul style="list-style-type: none"> • Reading. • Writing. • Listening. • Speaking. <p>Variables: 1=” Far above average” ~ 7= ” Far below average”</p>	Self-created measure
Information completeness (IC)	<p>The information in this Inshorts article...</p> <ul style="list-style-type: none"> • includes all necessary values. • is sufficiently complete. • has sufficient breadth and depth of the news. 	Fisher et al. (2008)
Information relevancy (IR)	<p>The topic of this Inshorts article...</p> <ul style="list-style-type: none"> • is useful to my personal life. • is relevant to my personal life. • is appropriate for my personal life. • is applicable to my personal life. <p>Variables: 1 = “strongly disagree” ~ 7 = “strongly agree”</p>	Fisher et al. (2008)
Information understandability (IU)	<p>The information in this shortened article is ...</p> <ul style="list-style-type: none"> • easy to understand. • easy to comprehend. • easy to follow. <p>Variables: 1 = “strongly disagree” ~ 7 = “strongly agree”</p>	Fisher et al. (2008)



Apple may launch its own search engine soon: Report

Apple might be working on launching its own search engine soon, Coywolf reported. It has posted job listings for search engineers and AI experts [The](#) report added that with iOS 14 beta and iPadOS 14 beta, Apple's Spotlight Search bypasses Google to show results. Reportedly, Google pays Apple to remain default search engine on Safari for iOS, iPadOS and macOS.

Posted 2 hours ago

By Huffington Post

[Swipe left to lead more](#)

Figure 2 Reserach instrument (curated news article)

CHAPTER 5 DATA ANALYSIS

5.1 Measurement Model

To test the proposed model, a confirmatory factor analysis (CFA) using SmartPLS 2.0 was conducted. Composite reliability (CR) and Cronbach's α values were used to assess internal reliability, the results of which are presented in Table 3. As can be seen, the composite reliability and Cronbach's α values for all of the constructs were above the acceptable threshold value (i.e., 0.6) (Fornell & Larcker, 1981). Convergent validity was assessed by factor loadings and Average Variance Extracted (AVE) values. The factor loading scores for all of the constructs ranged between 0.746 and 0.9079, which surpassed the acceptable threshold value of 0.5 (Bagozzi et al., 1991). Similarly, the AVE values ranged between 0.617 to 0.9174, which also exceeded the recommended value of 0.5 (Fornell & Larcker, 1981). These results indicate the presence of convergence validity, as the AVE values are a relatively conservative estimation of the convergent validity (Fornell & Larcker, 1981). Lastly, the discriminant validity was accessed by comparing the square root values of the AVE with the inter-construct correlation coefficients (Fornell & Larcker, 1981). All of the square root values of the AVE are listed in Table 4. These values were diagonal elements (noted in bold italics), and were found to be larger than those of the inter-construct correlation coefficients, indicating that discriminant validity had been adequately achieved.

Table 3 Reliability and convergent validity

Construct	Factor loading	Cronbach's α	CR	AVE
Behavioral intention	0.8781	0.867	0.9184	0.7896
	0.8795			
	0.9079			
English language proficiency	0.9643	0.9701	0.978	0.9174
	0.9523			
	0.9556			
	0.959			
Habit	0.6738	0.794	0.8647	0.617
	0.8257			
	0.8626			
	0.7671			
Information completeness	0.8197	0.8094	0.8874	0.7244
	0.8596			
	0.8731			
Information relevancy	0.844	0.902	0.9315	0.7729

	0.9001			
	0.8934			
	0.8781			
Information understandability	0.7459	0.6924	0.8288	0.6178
	0.7821			
	0.8277			
Source credibility	0.8166	0.7644	0.8644	0.6802
	0.8538			
	0.8029			
Title attractiveness	0.8023	0.7658	0.864	0.6799
	0.7847			
	0.8833			

Table 4 Construct correlations and discriminant validity

	BI	ELP	HAB	IC	IR	IU	SC	TA
BI	0.8886							
ELP	0.2273	0.9578						
HAB	0.6239	0.1721	0.7855					
IC	0.4406	0.2048	0.593	0.8511				
IR	0.6993	0.1783	0.7112	0.5822	0.8791			
IU	0.2691	-0.0386	0.4213	0.4265	0.3292	0.786		
SC	0.4929	0.0446	0.5546	0.6329	0.54	0.5207	0.8247	
TA	0.7831	0.1679	0.6342	0.4853	0.7399	0.3814	0.4806	0.8246

Table 5 Mean and standard deviation table

	Mean	Stdev
BI	5.3231	1.4130
ELP	3.4038	2.1732
HAB	5.3410	1.3827
IC	5.4735	1.2024
IR	5.3308	1.4199
IU	5.7863	0.9856
SC	5.6923	1.0691
TA	5.5607	1.2335

To examine the common method bias (CMB), I performed the full collinearity test recommended by Kock (2015) using SPSS Ver 26. Kock (2015) argues that a model

can be considered to be free from CMB if all VIFs resulting from a full collinearity test are not greater than 3.3. As shown in Table 6, the VIF values for all of the variables were less than 3.3, which means that common method bias is not a major concern in the proposed model.

Table 6 Full collinearity test (VIF) on endogenous variables

Measure	VIF
Source credibility	2.105
Completeness	2.184
Relevancy	2.551
Understandability	1.515
Title attractiveness	1.855
Habit	2.784
English language proficiency	1.314
Age	1.191
Education level	1.171
Occupation or employment status	1.213
Gender	1.051
Time spent on mobile news	1.148

5.2 Structural Model

A partial least squares (PLS) method with the help of SmartPLS 2.0 was used to test the proposed hypotheses, as this approach has been found to be appropriate for use with multi-path models with small sample sizes (Chin, 1998). The PLS algorithm and bootstrapping technique was used to test whether the hypothesized relationships were negative or positive and significant or not significant results. The results of this analysis are illustrated in Figure 3 and displayed in Table 6, and include the variances of endogenous variables (R^2), the path-coefficients (β), the level of significance (p-value) based on t-values, and the effect sizes (ESs) of moderating effects.

Figure 3 and Table 7 present the results of the hypotheses tests for H1~H5. The relationship between information completeness and behavioral intentions was not significant ($p > 0.1$ & $t < 1.645$), which means that a reader's decision to read the full article is not influenced by their perception of the online curated article's completeness (i.e., whether or not they find it to be complete). Next, information understandability has a marginal relationship with behavioral intentions ($1.96 < t < 2.575$). This result indicates

that a reader will have the intention to read the full-length article if they do not find the information in a curated news article to be understandable. As hypothesized, information relevancy, source credibility, and title attractiveness all had a positive relationship with behavioral intentions ($1.96 < t < 2.576$, $t \sim 1.645$, and $t > 3.291$, respectively). Title attractiveness was found to be the strongest heuristic cue in terms of increasing a user's intention to read the full-length news article. The non-significant or marginally significant influence of IC and IU indicate that a reader's intention to read the full-length article may not necessarily be influenced by whether they find the shortened article complete or understandable. The analysis results also indicate that the selected article may provide very good variability in terms of the IC and IU, which could be another reason for a non-, marginal-, or significant impact on readers' intentions.

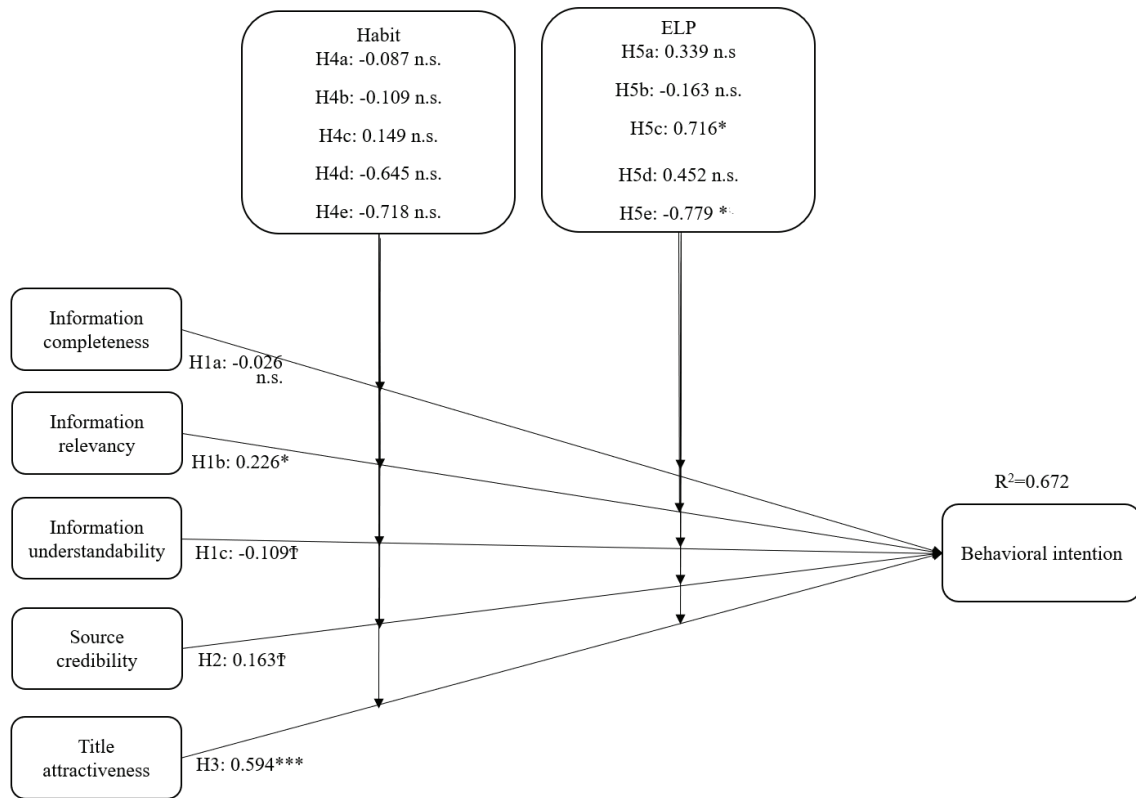


Figure 3 Results of structural model

$p < 0.001$: The relationship is significant at the level of 0.001 → *** (t-value > 3.291)
 $p < 0.01$: The relationship is significant at the level of 0.01 → ** (t-value > 2.576)
 $p < 0.05$: The relationship is significant at the level of 0.05 → * (t-value > 1.96)
 $p < 0.1$: The relationship is significant at the level of 0.1 → † (t-value > 1.645)

Table 7 Summary of hypotheses testing

Hypothesis	Path Coefficient (β)	t	Significant Yes or No	Effect Size
H1a: IC→BI	-0.026 n.s.	0.357	No	---
H1b: IR→BI	0.226*	2.086	Yes, at level 0.05	---
H1c: IU→BI	-0.109†	1.804	Yes, marginal, at level 0.1	---
H2: SC→ BI	0.163 †	1.836	Yes, marginal, at level 0.1	---
H3: TA→ BI	0.594***	6.210	Yes, at level 0.001	---
H4a: IC*HAB→ BI	-0.087 n.s.	0.232	Not significant	0%
H4b: IR*Habit→ BI	-0.109 n.s.	0.285	Not significant	0.3%
H4c: IU*Habit→ BI	0.149 n.s.	0.280	Not significant	0%
H4d: SC *Habit→ BI	-0.645 n.s.	1.260	Not significant	1.3%
H4e: TA*Habit→ BI	-0.718 n.s.	1.272	Not significant	3.7%
H5a: IC* ELP → BI	0.339 n.s.	1.060	Not significant	0.6%
H5b: IR*ELP → BI	-0.163 n.s.	0.620	Not significant	0.3%
H5c: IU*ELP → BI	0.716*	1.970	Yes, at level 0.05	2.2%
H5d: SC*ELP → BI	0.452 n.s.	1.333	Not Significant	1.2%
H5e: TA*ELP → BI	-0.779*	2.272	Yes, at level 0.01	4.0*%

The moderating effects of English language proficiency and one's habit of reading news on one's smart phone were also tested using the procedure introduced in Chin et al. (2003), with effect sizes (Cohen, 2013), path-coefficients (β), and the level of

significance (t-value) of the interaction term (the predictor variable x the moderator variable) being calculated via PLS analysis. The resultant values for the path coefficient and effect size are shown in Table 7. The introduction of habit as a moderator between title attractiveness and behavioral intention led to a significant increase (3.7%) in the R^2 of the behavioral intention (Henseler & Fassott, 2010); however, the interaction term (title attractiveness x habit) was not significant. Thus, based on Chin et al.'s (2003) interpretation of the moderating effect using PLS analysis, it can be concluded that hypotheses H4a, H4b, H4c, H4d, and H4e are not supported, which means that habit does not significantly influence the relationships between the heuristic and systematic cues and behavioral intentions to visit the full-length article. One notable point of interest was that the calculated effect size for the moderation effect of habit on the relationship between title attractiveness and the behavioral intention was not negligible. This result suggests that habit somehow affects—albeit not significantly—the relationship between title attractiveness and newsreaders' behavioral intentions.

Similarly, the introduction of English proficiency as a moderator between all the heuristic and systematic cues resulted in an increase in the R^2 . The value of R^2 increased by 4% point, when English proficiency was inserted as a moderator between title attractiveness and behavioral intentions. Second, a marginally significant in the R^2 (2.2%) was observed when English proficiency was introduced as a moderator between information understandability and behavioral intentions. Therefore, based on Chin et al.'s (2003) interpretation of the moderating effect to make it using PLS analysis, H5e is supported, which means that ELP mitigates the relationship between title attractiveness and behavioral intentions. Furthermore, these results support H5c, which means that ELP enhances the relationship between information understandability and behavioral intentions. This result suggests that, if one is fluent in the language used in a curated news article, they will have greater intentions of following the link to the source news site to read the full-length article, even if the information within the shortened news article is not understandable.

Finally, five control variables—age, gender, education, occupation, and the time a newsreader spend to read news via mobile phones—were added to the analysis. The

results showed that only gender had a marginally significant effect at the 0.1 level, which indicates the females are slightly more likely than males to read the full-length article.

CHAPTER 6 DISCUSSION

6.1 Theoretical Contribution

This study aimed to investigate certain factors that may increase a reader's intention to follow a link to the full-length article after encountering a shortened version of it on a news app on their mobile devices. To this end, I constructed a research model based on the HSM that illustrates the relationship between the heuristic and systematic cues embedded in sampled news articles and readers' intentions to read the full-length article. Three information quality dimensions were introduced as systematic cues, while source credibility and title attractiveness were introduced as heuristic cues.

Firstly, this study's findings contribute to the literature on mobile news media. The topic of mobile news has been gaining attention from scholars in the field of media studies, but my review of the literature revealed that there has been minimal empirical research examining online curated news. Furthermore, there has been little investigation into the factors that help increase the traffic of the source websites. This research helps to fill these gaps by empirically validating the relationships among information quality, source credibility, and key attracting factors of curated news (i.e., title attractiveness), as well as the moderating effects of readers' habits of reading news via mobile devices and their ELP. Future studies can further develop other research topics on readers' online/mobile news consumption based on the results presented herein.

Second, this study contributes to the field of heuristic-systematic model (HSM) of information processing. In this study, I applied HSM to the examine how readers of online content process information. The results of this study demonstrate that the HSM can be used to understand how readers of news on mobile devices process information based on the heuristic and systematic cues embedded in the articles. Future research may extend this study by examining additional heuristic-systematic cues for other information-processing contexts in addition to those examined in this work.

6.2 Practical Contribution

This results of this study have practical implications for news curators, owners of source news websites (e.g. Huffingtonpost, Economist, etc.), and readers. For news

curators, it illuminates the factors that motivate readers to click on the link and visit the source website (i.e., the website with the full-length article). This is significant, as both the curated news app and source site generate more revenue when more people click on the link and read the full-length article; thus, it is critical to generate as much traffic as possible for the source site. Curators can benefit from this research, as the findings of this study indicate that focusing on title attractiveness may be most effective in generating traffic for source web sites, as it was found to be most impactful in getting the reader's intention. Furthermore, the findings showed that information relevancy and understandability and source credibility were also significant factors. As such, news curators may benefit from focusing on crafting attractive titles for their articles, reducing the understandability of the curated article, and only sourcing news from media outlets that are generally seen as credible. The study also helps in cases where news articles are curated with the help of Artificial Intelligence (e.g., the Inshort app). Here, AI (Artificial Intelligence) developers can write their codes to generate the most attractive possible title for curated articles, and to select these articles only from credible news sources and based on users' web-usage patterns, but without complete information in the curated articles.

The results of this study also have implications for the marketing of mobile news apps, particularly the finding that ELP moderates the relationship between some information-processing cues and users' intentions to read the full-length article. Given this finding, market strategies, as well as the algorithms for news curations, should be tailored from region to region depending on the number of non-English speakers who reside there.

For the owners of the source news websites, this study demonstrates the importance of crafting attractive titles for their stories, and ensuring that the content they are providing news curators (e.g., mobile news apps) is credible. As the results of this study show, doing so can significantly increase reader intentions to click on the link to the full-length version of an article, thereby generating traffic for the source site.

6.3 Limitations

This study is hampered by three major limitations that can be addressed by future research. First, this study did not examine all of the possible heuristics. For example,

some curated news apps provide an upvote count and an image or a video along with the shortened article. Thus, future studies may also examine the influence of the type and attractiveness of multimedia and/or upvote counts by including them in the research model.

Secondly, an information quality of 60 words was used as the systematic cue in this study. However, only completeness, relevancy, and understandability were used as information quality dimensions. In the future, other information quality dimensions from the literature, such as reliability and accuracy, can also be used to measure this variable more accurately.

Third, this study did not examine whether receiving notifications from the curated news article app would impact users' news reading behaviors. Thus, future research might include notifications from mobile news apps as an independent variable.

CHAPTER 7 CONCLUSION

This study investigated the role of various heuristic and systematic factors in influencing the behavioral intention to read the long-form version of a curated news article. To this end, I developed and tested a model in order to answer the following research questions: 1.) What factors increase readers of curated online news' intentions to visit the source site to read the full-length article? 2.) How do heuristic and systematic factors embedded in online curated news articles influence readers' intentions to read the full-length version of the article? 3.) How do people's habits of reading news via their mobile devices and their language proficiency moderate the relationship between the heuristic and systematic factors embedded in curated articles and their intentions to read the full-length article? Content curators provide an editorial perspective aimed at highlighting interesting content. This study sought to understand the factors that can help curators select and present content more effectively, thereby taking advantage of the benefits discussed in Chapter 6, particularly increased traffic for the source website, and therefore greater revenues.

The heuristic and systematic factors examined in this work were selected based on an extensive literature review, and were tested using a survey questionnaire that had been designed for readers of online curated news article. Analysis of the survey data revealed that title attractiveness was the strongest factor motivating readers to click the link to the source website in order to read the full-length article. Moreover, the results indicated that English language proficiency boosted the relationship between title attractiveness and behavioral intentions to continue reading; in contrast, people's habit of reading news on their mobile devices did not have any moderating effect. Lastly, the findings showed that information completeness does not have a significant relationship with behavioral intentions to continue reading; that information relevancy has a positive relationship with behavioral intentions to continue reading; and that information understandability and source credibility have a marginal positive relationship with behavioral intention to continue reading.

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