

The credibility of the financial and economic news and influence on the investment decision are studied

Abstract

This research purpose is to probe into invest viewer's assessment to the program credibility of the financial and economic news, and influence of invest viewer's investment decision. This research utilizes plural research approaches such as the analytic approach of the content and in-depth interviewing, collection of materials, analyze, gather together whole explaining, give consideration to quantity and quality two research route at the same time, in the hope of obtaining more complete result of study.

Hold the content to analyze financial and economic news program of the analytic approach within this research, complement, visit finance and economics, experts and scholars of news and read, listen to investor to financial and economic news program factor of evaluation and key to influence investment decision of credibility with in-depth interviewing. In the interview question key link design, with 'credibility', 'professionalism', 'report rapidly, content pluralism', 'social responsibility', etc. Four influence financial and economic news credibility face for set out, go on interview.

Discover, invest viewer's to financial and economic news credibility of program it assesses to be originally: 'credibility', 'professionalism', 'report rapidly, content pluralism'; Finance and economics and news

experts and scholars think the financial and economic news program except should possess 'credibility', beyond 'professionalism', 'report rapidly, content pluralism', etc. influence credibility face, should pay attention to 'social responsibility' even more. This result of study expects to be able to offer reference in managing and operating the financial and economic news program industry person, offer and invest viewer's to the reference indicator that investors assess the program credibility of the financial and economic news.

Key word: Financial and economic news, credibility, investment decision.

