The Effect of News Source Cue, News Recommendation Type, and Perceived News Value on Small User Engagement in Social Media

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Abstract: This study aims to examine how news source cues, news recommendation types, and perceived news value in social media affect users' small engagement. This subject makes it possible to find ways for legacy media to diffuse news agenda through user's engagement of social media. As a result of multiple regression analysis of survey data of 581 social media users, the more you pay attention to news source cue, the more one-click engagement, small story production and comment engagement increases in the order. The subscription type and the acquaintance recommendation type had a statistically significant effect to one-click engagement. The recommendation by SNS acquaintance type and editor recommendation type have a statistically significant positive relationship with 'comment engagement'. The expert recommendation type and editor recommendation type has a statistically significant positive effect on 'small story production'. As result of the relationship between perceived news value and user engagements, the easy explanation, the in-depth coverage, and causal relationship were verified to influence one-click engagement and comment engagement. The in-depth coverage and causal relationship among perceived informational value factors influence small story production.

Keywords: News Source Cue, News Recommendation Types, Perceived News Value, User Small Engagement, Social Media

1. Introduction

Through social media, news users consume news. In Korea, as the number of social media users increases, it is more than just a means of communication. Social media is used not only for work, but also as a tool for sharing information and participating in social and political issues, showing online activism. As a result of the Korea Press Foundation[1], the rate of consuming news through social media reaches 83.5%. Social media plays a key role in the process of forming public opinion. Social media has become a powerful channel for consuming news.

Users save cognitive cost and effort by following or subscribing to information sources on social media. And by following friends and experts, you get a convenient source of reliable news. Due to this, social media can distribute an enormous amount of information at a high speed.

First, users select reliable news sources. A news source is a kind of news cue. It is a heuristic clue that easily determines the reliability of a website or message without cognitive effort based on the authority, familiarity, or reputation of the source[2]. Many users subscribe to reliable news clues or information sources on social media. In an experimental study by[3], it was found that subjects gave different evaluations depending on the newspaper brand even though they were exposed to articles with the same

content. These findings show that news cues are a key factor in determining reliability. Since the news latest consumption behavior of following or subscribing to news sources based on trust in news and information is a kind of selection according to the taste of news brands, the efficacy of news will be high and users' engagement with news will increase.

In addition, it is a concern of social media to increase the length of stay by sniping the tastes of news users. This competition takes place not only among social media, but also among news sources supplying news to social media. To get the attention of users, various news recommendation methods are used. Through active participation of news users, news is shared. The engagement by various users have influences to a recommendation method based on algorithmic rules. When users stay on social media for a long time, platform operators and advertisers can make profits. In fact, Amazon generates 35% of its revenue from recommendations, and 75% of movies rented on Netflix are recommended by algorithms. It has been shown that personalized recommendations like this have 2 to 3 times more viewing effects than recommended videos with high ratings[4]. In addition, research results have shown that in accepting messages on social media, users do not make decisions based on previously obtained information but take other people's decisions as key information and follow them. It shows the homogeneous preference of social media users[5].

In social diffusion study, users are active players: they communicate on and participate in the social media by posting a recommendation, sharing their experiences, rating a product, and so on. The perceived news value of news can affect information processing and the engagement of information users. Perceived informational value is defined as the way or extent to which people believe in an information source[6]. Under normal circumstances, user engagement depends on the extent to which the user deems a message worthy of attention.

Therefore, first, this study examines how news cues affect users' small engagement. Next, this paper searches how news recommendation types and perceived news credibility in social media affects user's small engagement. These research results will provide useful grounds for how legacy media should promote, regulate, and manage users' small user engagement to promote the diffusion of news through social media.

2. Literature Review

2.1 From News Gatekeeping to News Gatewatching in Social Media

Gatekeeping is a product of framework for news production, distribution and consumption that existed in the heyday of the mass media era. Gatekeeping practices should determine which articles are most important to the audience. Editors of newspapers or broadcasting companies go through a gatekeeping process to determine which articles are to be delivered to users. This gatekeeping was needed in a situation where important news had to be selected when the news media was limited. In this case, the editor's authority and influence on the news agenda was exceptionally large. Such gatekeeping processes are distinguished at three distinct stages of the journalistic process: input, output, and response[7]. In the input phase, journalists pre-select news stories that they believe are worth researching and reporting. At the output stage, editors select only the articles they believe are most important to their audience from the mass of articles journalists and reporters are producing. Finally, in the response stage, users' responses after the publication date of the newspaper are checked and selected. This step is intended to allow users to participate and contribute, but in practice it is managed in a closed fashion under the control of journalists and editors.

In the age of digital media, traditional news gatekeeping is losing its grip. Digital media made it possible for users to find press releases from their institutions. Users can also share news with people interested in related topics on various digital platforms, including social media. Gatekeeping is losing

its meaning in digital media.

Furthermore, news articles posted by users' participation are promoted. The news engagement of a sufficiently large and diverse group of dedicated participants can lead to a comprehensive form of news reporting. The decentralized and collaborative efforts of these social media users are viewed by users as generating news. So, gatekeeping virtually ceased to exist and gatewatching emerged.

Gatewatching is when active users observe a particular social media (e.g., Twitter) and see how opinions are filtered, as if most people expressing similar opinions believes that the news is closer to the truth. Gatewatchers are not the ones who exert control over the process of expressing opinions but gather information and decide the truth for themselves based on their opinions. Gatewatcher continuously watches the gates and informs the reader which gates are likely to open with the most useful sources[7]. In social media, a gatewatcher is an active user who engages users. It monitors the gates on social media and let readers know the truth through comments and ratings. This fuels social media as news can be spread, shared, commented upon, and reconstructed within minutes.

2.2 User's Engagement of Social Media and Influential Factors

2.2.1 News Source Cue

Compared to legacy media, such as newspapers and broadcasting, where the amount of physical information is limited, digital media circulates a much larger volume of news. This forces users to spend extra energy choosing which news to watch. An effective way to save energy is to choose a news brand with guaranteed news quality. A news source cue refers to a familiar brand that guarantees authority, familiarity, or reputation to users, such as the title of a newspaper or a channel of a broadcaster[2][3]. In social media, where a huge amount of information circulates at a rapid pace, news source cues reduce cognitive cost and effort. In other words, the news source cues are the same as the title of a media company and is a news brand that is selected according to the user's preference and partisanship. News source cues tend to be useful information processing tools for reviewing and contemplating information with quick judgment and without deliberation. According to Messing & Westwood[8], they found that trust in these news sources has a significant impact on news selection.

Hypothesis 1: News use by news source cue will have a positive effect on user small engagement (one- click engagement, comment engagement, small production).

2.2.2 News Recommendation Type

According to Messing & Westwood[8], the act of obtaining a message through the recommendation of a friend or acquaintance on social media is regarded as a signal to trust 'social assurance'. They found that social media users select news based on strong multiple recommendations, even if they are not close acquaintances. In other words, the fact that users have read, recommended, sympathized with, or shared the news makes it worth watching. Yang Jung-ae[9] investigated the effect of multiple preference information such as 'news viewed most' on users' news selection and found that the index that other users had already watched a lot of news had a significant effect on users' news selection. appear. Related results were confirmed in previous studies[10].

Hypothesis 2: News use by news recommendation types will have a positive effect on user small engagement (one-click engagement, comment engagement, small production).

2.2.3 News Value

The concept of objectivity in journalism consists of a cognitive dimension related to factuality and an

axiological dimension of value evaluation. There is a difference between a media expert's news value and a user's news value. Media experts accept the fairness that exists in news production processes and procedures, but users value fairness in 'news content'. Evaluating the news value of users is a subjective perception and is a key factor in determining the persuasiveness of news messages.

A user's perceived news value leads to acceptance of the message and changes in user attitudes and behaviors[11]. Neutrality is the opposite of prejudice, and truthfulness is related to realism, consistency, distortion and manipulation, and irresponsibility. Balance is understood as the proper expression of positive and negative / pros and cons. It is necessary to examine the effect of users' practical evaluation of news messages on news acceptance and attitude and behavior change.

In particular, the recognition that the news encountered on social media is not biased and not manipulated information will affect users' engagement. This is because users want to expand their good influence by positively evaluating and sharing balanced and fair news.

Hypothesis 3: The use of news according to the perceived news value by social media users will have a positive effect on users' small engagement (one-click engagement, comment engagement, small production).

2.2.4 User Small Engagement

User engagement refers to the extent to which users interact with and have a psychological or behavioral relationship with the targeted content[12]. User engagement is a measure of how actively users participate in news spreading activities of a specific media company, so it is particularly important to secure news viewership[13]. In other words, the more engaged a user is, the greater the relationship with the user and the greater the viral effect of using the post. In a social media environment, user engagement clicks the like button on news post, shares news on a post, or writes the comment on a post to form public opinion and contribute to the development of a networked community[14].

In the social media environment, users have become very productive in several ways. A small user engagement on social media has a beneficial side. Small engagements of users emerge in three everyday media practices.

First, one-click engagement includes various actions (like, share, retweet, link, flag) that occur through social media. User one-click engagement is important in terms of facilitating the economics of the platform. For example, one-click engagement by pressing the 'social button' requires some effort. This engagement gives users a sense of (reciprocal) activity and provides valuable traffic to the platform. This results in abundant user data. Also, in the media industry, big data is used to analyze users as consumers[14].

Second, participation in comments refers to a form of communication as a kind of social behavior that occurs when many people consume news or contents together due to the expansion of Internet use[15]. Comments consist of text that provides additional information or comments on the content of an article. Comments on social media can also provide additional clues about news. Comment communication is more colloquial, interactive, expressive, and free in content and form than in traditional media. Comments have been highlighted by many scholars as an act of participation to realize deliberative democracy in the sense of the expansion of the public realm proposed by Habermas[16]. There is also a research result that comments serve as clues to identify public opinion trends[17]. Comments are known to affect attitudes, perceptions, and behaviors toward news[18]. As suggested by the social comparison theory, the efficacy of comments are explained as a motivation for individuals to compare themselves with others to judge whether their opinions are correct or not, and to be recognized as rational thinkers[19]. News users form public opinion by comparing the opinions of others posted in comments with their own, evaluating the original article itself beyond the level of understanding. In

many studies, people not only recognized public opinion in the online space through comments, but also guessed public opinion in the offline space[20]. Comments demonstrated a third-person effect influencing perceptions of media bias or political attitudes toward others.

Third, post writing, video production, offline activities, blogging and online community operation are classified as information production activities. The production of small stories represents a very discursive audience activity. The production of small stories reflects individual experiences, identities, and interpretations. Although small storytelling in social media has not received much attention, research on information-producing behavior often studies small story-making in relation to the expression of social and cultural identities in the context of minority audiences or marginalized groups. This study defines a small story as a symbolic interaction of self-expression in which people use digital symbolic tools to portray their ideal self[21]. As shown in the study[22] that the production of small stories influences the construction of gender, sexuality, and ethnic identity, the story narrative becomes an important clue to analyze the cultural characteristics of users.

[Table 1] Small Acts of User Engagement[14]

Attentive dimension	Productive practices	Media driven / Audience driven	Interruption	Theoretical concepts
Reading	Liking, sharing, re-tweeting, flagging, checking	Media provide content and structures of audience engagement	Has a role on the aggregate level and indirectly on the content	Sense-making, meaning making
Evaluation of text - content	Commenting, debating	Media provide content and/or structures of audience engagement	Media adopting audience-produced content	Personal productive use of information, identity construction (collectively and individually)
Evaluation of overall media experience	Small stories	Driven by audiences identities, experi-ences, knowledge and skills	Broadening the mainstream	Empowerment – the audience using the productive dimen-sion as a resource
Implication	Satire, re-configurations of content, mocking, flash-mobs, campaigning, promoting a certain issue, slacktivism	Driven by audiences evaluations of content or overall media experience	Challenging the mainstream	Governmentality – resistance against self-disciplining

User engagement behaviors should be conceptualized in terms of productivity levels, from mundane acts such as endorsements, likes, clicks, and votes to more intentional and motivated acts such as sharing, commenting, discussing, and making small talk. User engagement is further conceptualized in terms of effort. Writing a blog post takes a lot of effort, but commenting, liking, or sharing requires truly little effort. User engagement behaviors should focus on intended and unintended effects. It is necessary to conceptualize what kind of effect it has at the level of a more holistic discourse. User in social media allows legacy media to use users for news marketing.

3. Research Methodology

3.1 Data Collection and Analysis

This study conducted an online survey from September 1 to September 14, 2022, through a professional survey company. To minimize the side effects of convenience sampling, the survey was conducted through a survey company with about 300,000 professional panels. The subjects were

targeted at those who had experience using news on social media and digital platforms in Korea by sending URL links through their mobile devices. 600 copies of the questionnaire were collected, but 584 copies were selected excluding insincere answers.

For data analysis in this study, first, reliability was evaluated through Cronbach's alpha coefficient (Cronbach α). Secondly descriptive statistical analysis was conducted to identify typical characteristics of users. Third, the effect of social media users' attention on news cues on users' small engagement was verified. Fourth, the effect of social media users' news curation preference on user's small engagement is verified. Fifth, the effect of social media user's perceived news value on user's small engagement is verified. Statistical processing of the data was performed multiple regression analysis method using SPSS 24.0.

Of the 584 total respondents, 294 (50.3%) were male and 290 (49.7%) were female, with the male and female gender ratios being equally distributed. By age group, 123 (21.1%) were between the ages of 19 and 29, 115 (19.7%) in their 30s, 118 (20.2%) in their 40s, 114 (19.5%) in their 50s, and 60 or older 114 (19.5%) were found. As for education, 113 people (19.3%) graduated from high school or less, 399 people (68.3%) graduated from university/university, and 72 people (12.3%) graduated from graduate school or higher. In terms of political orientation, 158 (27.1%) were conservative, 232 (39.7%) moderate, and 194 (33.2%) progressive.

3.2 Measurement

3.2.1 Dependent Variables: One-Click Engagement, Comment Engagement, Small Production

One-click engagement includes various actions (like, share, retweet, link, flag) that occur through social media. To measure one-click engagement, this study asked social media news users on a 5-point scale ('1' is Not at all and '5' is 'Very much so') by 5 questions related to whether they like, share, retweet, link, or flag the news (M=12.83, SD=4.6, α=.87).

Comments engagement provide additional information or present opinions about the content of an article. Comments can also provide additional clues about news. To measure comment engagement, this study asked social media news users on a 5-point scale by 3 questions related to whether they added additional comments after reading the news (M=7.33, SD=2.97, α=.85).

Small story production represents a very discursive audience activity. Small stories reflect individual experiences, identities, and interpretations. This study asked social media news users on a 5-point scale by 4 questions related to whether they had ever produced a small news story (M=10.63, SD=3.26, α=.75).

3.2.2 Independent Variables: News Source Cue, News Recommendation Types, Perceived News Value

News source cue is a kind of source clue that allows us to guess information about what the content of the news is or who produced the news. News source cues are traditional clues that have been used when it is impossible to examine and judge individual news messages, and many studies have revealed that the credibility of a source affects the credibility of the media itself[23]. Regarding the variable for news source cue, this study asked on a 5-point scale by 3 questions related to whether people choose news presented by news outlets of interest on social media (M=9.67, SD=1.96, α=.63).

News recommendation type is to provide an algorithmic service that analyzes and recommends content based on user data. News recommendation service gives personal value to news through personalization and improves user engagement. The news recommendation types are subscription type in which users directly subscribe to news sources, curation editor recommendation type in which news platform service personnel recommend news, reliability-based expert recommendation type for the information and issues, and SNS-base acquaintance recommendation type. Regarding the variables for

the type of news recommendation, this study examined 5-pont scale by 5 questions related to whether you read news by subscribing to(M=16.6, SD=2.95, α=.69), 5 questions related to whether you read news recommended by acquaintances (M=14.84, SD=3.47, α=.72), 4 questions related to whether you read news recommended by issue expert (M=10.37, SD=3.08, α=.67), or 4 questions related to whether you read news recommended by social media editors (M=10.33, SD=2.99, α=.63).

The perceived news value, which is the criterion for qualitative evaluation of news, refers to the value at which an event, person, or issue are recognized as news. The perceived news value is the expertise of how well a reporter develops a causal relationship by presenting an objective viewpoint related to an event, rather than focusing only on subjective interpretation or listing[24]. To measure the variable of perceived news value[25], this study first asked four questions on a 5-point scale ('1' is not at all, '5' is 'very much so') on how easily news about complex events is explained. (M=13.16, SD = 2.41, α = .66). Second, 4 questions were questioned on a 5-point scale to determine how much the news aroused interest through in-depth analysis (M=13.3, SD=2.4, α =.64). 5 questions were questioned on a 5-point scale (M=13.3, SD=2.6, α=.69).

4. Research Result

4.1 The Impact of News Source Cues on User Small Engagement

To verify the relationship between news source cues and user small engagement, multiple regression analysis was conducted. As a result, it was investigated that news source cue had a statistically significant positive (+) effect on one-click engagement, comment engagement, and small story production. News source cue was found to have the highest impact on one-click engagement among the sub-variables of user engagements, with a score of 16.38. Next, it was investigated that small story production had an influence of 15.39 and Comment Engagement had an influence of 14.83. In other words, the more you pay attention to news source cue, the more one-click engagement, small story production and comment engagement increases in the order. The explanatory power of multiple regression analysis was 31.4% for one-click engagement, 27.3% for small story production, and 28.8% for comment engagement. In the case of simple regression analysis, the general coefficient of determination(R^2) can be used, but in the case of performing multiple regression analysis, it is better to consider the adjusted-R^2 together[26].

[Table 2] The Impact of News Source Cues on User Small Engagement (N=584)

IV	DV	β	t	p	R2	Adj. R2	F
News Source Cue	One-click engagement	.56	16.38***	.000	.316	.314	268.29***
	Comment engagement	.52	14.83***	.000	.274	.273	220.02***
	Small story production	.54	15.39***	.000	.289	.288	236.84***

*p<.05, **p<.01, ***p<.001

4.2 The Impact of News Recommendation Types on User Small Engagement

Multiple regression analysis was conducted to examine the relationship between news recommendation type and user engagement. First, it was investigated that the subscription type and the acquaintance recommendation type had a statistically significant effect to one-click engagement. As the subscription type was preferred, the 'one-click engagement' increased to 2.68. It was found that 'one-click engagement' increased with a slope of 2.83 as the recommendation by SNS acquaintances type was preferred. The other variables, expert recommendation type and editor recommendation type, did not statistically have a significant effect on 'one-click engagement'. In this study, the explanatory power of the regression analysis was 5.1%.

Second, as the result of examining the relationship between news recommendation type and 'comment engagement' among user engagements, it was found that recommendation by SNS acquaintance type and editor recommendation type have a statistically significant positive (+) relationship with 'comment engagement'. The more user preferred the recommendation by SNS acquaintance type, the more 'comment engagement' increased with a slope of 2.02, and the more preferred the editor recommendation type, the more 'comment engagement' increased with a slope of 2.89. The regression analysis of explanatory power of 3.8%.

Third, as the result of examining the relationship between news curation type and 'small story production' through multiple regression analysis, expert recommendation type and editor recommendation type has a statistically significant positive (+) effect on 'small story production'. It was investigated that the 'smaller story production' increases with a slope of 2.07 as editor recommendation type and a slope of 1.83 as the editor recommendation type is preferred. The regression analysis of explanatory power of 3.3%. Subscription type and recommendation by SNS acquaintance type did not show statistically significant effects.

[Table 3] The Impact of News Recommendation Types on User Small Engagement (N=584)

	One-click engagement			Comment engagement			Small production		
	β	t	p	β	t	p	β	t	p
Subscription	.121	2.68**	.01	.034	.75	.45	.050	1.098	.27
Recommendation by SNS acquaintances	.127	2.83**	.01	.091	2.02*	.04	.041	.898	.37
Expert Recommendation	-.016	-.35	.73	-.006	-.14	.89	.082	1.83*	.04
Editor Recommendation	.065	1.46	.15	.129	2.89**	.00	.093	2.07*	.04
R2	.051			.038			.033		
Adj. R2	.045			.031			.027		
F	7.81***			5.70***			5.01***		

* p<.05, **p<.01, ***p<.001

4.3 The Impact of Perceived News Value on User Small Engagement

[Table 4] The impact of perceived news value on user engagement (N=584)

	One-click engagement			Comment engagement			Small story production		
	β	t	p	β	t	p	β	t	p
Easy explanation	.189	4.04***	.000	.161	3.39**	.001	.087	1.828	.068
In-depth coverage	.173	3.66***	.000	.154	3.24**	.001	.100	2.10*	.037
Logicality	.129	2.95**	.003	.143	3.24**	.001	.159	3.61***	.000
R^2	.150			.134			.131		
Adj. R^2	.143			.126			.124		
F	20.461***			17.828***			17.485***		

* p<.05, **p<.01, ***p<.001

Multiple regression analysis was conducted to examine the relationship between news reliability and user engagement. First, among the reliability factors of news, easy explanation, in-depth coverage, and causal relationship were found to influence one-click engagement. Easy explanation had the highest impact (t = 4.04), followed by in-depth coverage (t = 3.66) and causal relationship (t = 2.95). The regression explanatory power of this result is 15.0%.

Second, among news reliability factors, it was found that easy explanation, in-depth coverage, and causal relationship influence comment engagement. Easy explanation had the highest impact on comment engagement (t=3.39), and in-depth coverage (t=3.24) and causality (t=3.24). The regression explanatory power of this result is 13.4%.

Third, it was found that in-depth coverage and causal relationship among news reliability factors

influence small story production. The causal relationship had the highest impact on small story production (t=3.61), and in-depth coverage had an effect (t=2.10). The regression explanatory power of this result is 13.1%.

5. Conclusion

This study showed that news source cues, news recommendation types, and perceived news value, which are news selection methods in social media, affect users' small engagement. These results provide insight into how traditional media can utilize user engagement in a social media environment, as user engagement affects not only the formation of public opinion on news, but also the spread of news and the re-agendalization of news.

First, the news source cue serves as a basis for showing the direction of news company. It was found that users select news as a news source cue, which indicates their preference for media companies, and it affects user's small engagement (one-click participation > small story production > comment engagement). In social media, news selection based on news source cues regards media brands as reliable cues, and in social media, these cues easily facilitate user small engagement. It not only spreads the news being selected by a news source cue, but also produces user engagement news based on trust. Comments on news also allow social media users to understand different perspectives and opinions. Moreover, this paper found that users who select news as a news source cues contribute their opinions and perspectives in the comments.

Second, users who select news according to the news recommendation type obtains individual and customized information. Through the recommendation types, users can quickly identify prominent issues at any time in a brief time and can participate in the agenda in numerous ways. However, as suggested by Boczkowski & Peer[27], the recommendation type risks severely limiting the subject and range of news exposed to individuals. Likewise, it is difficult for users' participation in recommended news types to deviate from a limited topic and scope. The implications of the research results for each recommendation type are as follows. Firstly, the subscription type easily delivers the news subscribed by the user in the latest state. Also, since subscription provides news with certain editorial standards and systems to subscriber, it often guarantees the reliability of news. Users who customize news through subscription services are highly loyal to information providers that fit their interests. It was found that the use of news by this subscription service promotes one-click engagement. This facilitates the dissemination of information based on reliability and loyalty. Next, it is understood that recommendation type of SNS acquaintances is influenced by peers who have similar tendencies to the user himself. This reflects high loyalty to homogeneous preference information. For homogeneous preference information, user engagement is more activated. One-click participation is perceived as an expression of emotional consent to an acquaintance. They also express active and smooth opinions on news recommended by acquaintances. Next, users who prefer news recommended by experts have a prominent level of professional interest and passion in the field, are interested in reliability and in-depth analysis and interpretation of news and tend to want information on the latest trends. For expert-recommendation type, users put the most effort into actively producing news and forming their own identity discourse. Finally, the news recommended by the service editor is recommended by monitoring significant issues and trends. Therefore, users can easily grasp the latest trends. It also analyzes users' browsing history and usage patterns to recommend the news they are most interested in. Therefore, since users have many opportunities to access the news they are interested in, they respond more actively and positively by participating in comments and participate in making small stories.

Third, as result of examining the effect of perceived news value on user engagement, easy explanation, in-depth report, and causal relationship all affected one-click participation and comment engagement. However, in-depth coverage and causal relationships impacted on the production of small

stories. It is interpreted that users rely on professional and reliable news for comment engagement and small engagement. Important news with newsworthiness affects the active engagement of users rather than the news that users want. News production and opinion formation are evolving from the gatekeeping process of legacy media to the gatewatching of social media. Legacy media cannot overlook news response according to news brand, news response according to recommendation type, and news response according to the perceived news value. Because users' news reactions or user engagements accumulate user data in a small way, and comments inform the direction of public opinion and the public sphere. The production of small stories contributes to creating a new agenda, just like YouTube's news creator. Through the analysis of factors that promote user engagement in social media, the direction of news distribution management in legacy media can be set.

This study examined how news source cues, news recommendation types, and the perceived news value affect user engagement. Despite the implications of the research results, there is a limitation in that it has not been able to thoroughly inspect the behavior by approaching engagement in terms of user usage. In the follow-up study, this study will approach the relationship between complex user selection behavior and engagement.

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