




## Designing a Media Trust Model in Sports




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E d i t o r	R e v i e w e r s
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### 1. Round 1

#### 1.1 Reviewer 1

Reviewer:

The abstract should provide more detail on the specific qualitative and quantitative methods used. Consider adding a brief mention of the coding process used in the qualitative phase and the statistical techniques employed in the quantitative phase.

The selection process for the 36 experts should be clarified. What criteria were used to define a "prominent professor or practitioner"? How were these individuals contacted and recruited?

The coding process description is too brief. Provide more detail on how intercoder reliability was ensured and how discrepancies between coders were resolved.

The development of the questionnaire should include more information about the pilot testing process. How many participants were involved in the pilot study, and what changes were made based on their feedback?

The use of Cronbach's alpha to assess reliability is appropriate, but consider adding other forms of reliability and validity testing, such as test-retest reliability or construct validity through factor analysis.

The explanation of eigenvalues before and after rotation should be more detailed. Discuss why rotation was necessary and how it improved the interpretability of the factors.

The conclusion should explicitly mention the limitations of the study related to the qualitative phase. Acknowledge the potential biases in expert selection and the limitations of using interviews as a data source.

Author revised the manuscript and uploaded the updated document.

## 1.2 Reviewer 2

Reviewer:

The sentence "The credibility of media sources influences how audiences perceive sports events, athletes, and associated narratives thereby impacting overall engagement and support" could benefit from a citation to support the claim. Consider referencing relevant studies or reviews on media credibility.

The inclusion of the competitive nature of sports journalism as a factor influencing media trust is insightful but lacks empirical support. Provide specific examples or studies that highlight how competition in sports journalism affects trust.

The description of the systematic library studies could be expanded. Specify the time frame of the literature review, inclusion and exclusion criteria, and how many studies were ultimately included.

The skewness and kurtosis values are reported, but their implications for the normality of the data distribution are not discussed. Provide a brief interpretation of these values in relation to the data's normality.

The discussion on the significant role of media economy could be enriched by discussing the potential mechanisms through which economic stability affects media trust. Are there specific economic practices that enhance trust?

The assertion that human resources are fundamental to media trust is well-founded but needs more empirical support. Include references to studies that have examined the impact of journalist quality and training on media trust.

Author revised the manuscript and uploaded the updated document.

## 2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.