

Cues to Deception in Islamic Websites Text and Design: A Case Study Approach

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Abstract— Deception is not always a lie, but sometimes a factual truth deliberately misleads. The deception continues to grow with the proliferation of the growth of the internet and reliance on internet information to make decisions. Thus, the absence of a deception judgment for websites will make users believe false and deceiving information which poses a serious problem, and there is still little scholarly work on this issue. Hence, the purpose is to investigate the distribution of cues to deception in real websites. A case study approach was carried out using content analysis. The cues were tested against some websites, and the context for the case study is the Prophet Muhammad's biography. As a result, a list of cues was generated and grouped into nine heuristics; five heuristics related to text, and four heuristics related to design. Under each of these developed heuristics are lists of cues. The analysis from the case study confirmed the existence of the cues and enriched and improved the heuristics with more new cues.

Keywords— Cues; Deception; Islamic website; Text; Design; Case Study; Content Analysis.

i. INTRODUCTION

The growth of technology and digitization has resulted in an increase in the number of Islamic websites, from few since Islamic content emerged on the internet in 1980 to millions of Islamic websites recently. Despite the progress of Islamic websites, they face various challenges. Among the problems faced by them is deception, in which online deception in Islamic websites increases due to the exponential development of the internet. One of the simplest questions an individual may ask is whether information technology changes the way individuals produce lies or deception. According to [5], technology has indeed led to more deception. However, one of the online environments mentioned that deception is a salient issue in Islamic websites. Deception in Islamic websites is deviated and contradicts the Islamic teaching and learning that follow *Ahlu-Sunnah wa'l-Jama'ah*. It is by deliberate manipulation of the truth either by hiding truthful information or showing false information to mislead others.

Islamic websites demand special attention due to the nature of the content delivered to users. When individuals come across new information about Islam from websites, they can simply trust what they have found on the web. If these websites are deceiving, there is a rising concern about how deception is measured in Islamic websites. Ideally, there should be an

ii. LITERATURE REVIEW

This section defines the Islamic website; deception; and cues as well as the cues to deception derived for this study.

Islamic websites provide many online services related to various content. For example, the Quran, the Sunnah of the Prophet, the Hajj, lectures and sermons, radio and television channels, chatrooms, Islamic screensavers, e-cards, advertisements, quizzes, games, donating online, and ordering products [1]. However, Islamic websites are defined as a website to portray any of the commandments of Allah (SWT) in accordance with the teachings of the prophet Muhammad (P.B.U.H.), the sunnah. Thus, an Islamic website is a website that provides true information about Islam to the people and allow them to ask questions as well as converse with each other [7]. Deception defines as a deliberate attempt, regardless of success or not, to conceal, fabricate, and/ or manipulate in any other way factual and/or emotional information, by verbal and/ or nonverbal means, to create or maintain another or in other to form a belief that the communicators himself/ herself consider false [14].

Cues are defined based on online dictionaries as a feature indicating the nature of something perceived. The cues here are the indicators of the deception in Islamic websites.

Deception in Islamic websites is found in the text and design of the Islamic websites. The systematic literature review was developed to gather the cues of deception from various online sources, such as Google Scholar and Journals. Overall, there were 12 primary studies that were selected

from searching the literature. The cues of deception found from the systematic literature review help findings and listing out the cues to deception text and design. Also, there are no previous studies that explicitly discussed the cues to deception in content and design that are related to Islamic websites.

iii. METHOD

This section described the sample and the data collection techniques and the reliability of the coding. A Case study is “an empirical inquiry that investigates a modern-day phenomenon within its context and setting, particularly when the boundaries between phenomenon and context are not clear [12]. There are many types of case study approaches. However, an explanatory embedded multiple case study approach is chosen to test the proposed cues to deception in Islamic websites’ text and design. The proposed cues for this stage are based on the cues derived from the interview with the experts.

▪ Interview with Experts

The interview protocol used in this study was adapted from Creswell (2005). A list of guides was followed to achieve a successful interview session. The interview protocol started with familiarization with the topic under study. The researcher lists the type of information that should be gathered from the interview. An appointment arrangement was made to book an appointment for the interview. A consent form was prepared prior to the interview to be signed by an expert. Interview questions were prepared from theories of deception and a systematic literature review. The interview was conducted face to face, in which every respondent’s interview was conducted individually at a different time.

The rationale behind choosing a case study is that it helps to understand and explore the phenomena in its real context.

A. THE CONTEXT OF THE CASE STUDY

This study is set in the context of websites that contain the life story of Prophet Muhammad PBUH. The Prophet Muhammad PBUH is a role model in Islamic beliefs and teaching. Prophet Muhammad PBUH is vital for all Muslims because history showed that Muslims would obtain his direction and guidance for various aspects of their life. His biography of the *Seerah* contains all aspects of human life, such as economic, social, and Islamic political implementation [8]. The websites used for the case study are searchable and accessible on the Internet. For the

present study, an explanatory embedded multiple-case study design was used to explore the data in-depth. The case study question that was answered is: **What are the cues to deception expressed in Prophet Muhammad PBUH websites’ textual content and design?**

B. THE UNITS OF ANALYSIS AND SAMPLING

The units of analysis are those identifiable and discrete elements of the sample population of materials to be analyzed one by one by the researcher to reach the study’s goals. The units are parts of the content of units of analysis relevant to the study [9]. The unit of analysis for this case study scenario is the websites that contain information about Prophet Muhammad PBUH’s life. Additionally, the design of the websites is about the appearance and structural attributes of websites. Each case is defined to be a website that contains textual content and has a design. [11] argued that there are no sampling guidelines informing researchers on how to choose a representative sample size when investigating websites. Since this study uses multiple case studies, the choice for the sampling techniques is automatically purposive sampling. It is used as it allows the researcher to focus deeply on the phenomena and explore information-richest cases.

The samples for the case study were collected by searching and identifying the websites. All the websites were extracted, and the text was pasted on Word files. Apart from that, screenshots of Islamic websites were captured and stored in a specific file. The criteria for selecting the cases that met the requirements of the study are (i) the websites must be in English language, and (ii) the websites must contain information about Prophet Muhammad PBUH’s life.

C. CASE STUDY ANALYSIS METHOD

The captured Islamic websites are analysed using content analysis. Content analysis is an interpretation and analysis method for text documents. However, for the purpose of the present study, content analysis is applied to the design of the website as well. Content analysis is defined as “a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use”. This definition uses content analyses not only for texts but also for other types of sources, such as drawings, videotapes, or websites [13]. Content analysis methods can be used qualitative or quantitative data [3], which can be conducted deductively and inductively.

In addressing the identified research question, direct content analysis is adopted. Direct content analysis is

related to existing research and used to inform the codes as well as themes initially used in the analysis and findings [6]. This method is most suitable for this study due to the body of cues available on the topic from interviews with experts. The criteria used in the content analysis in analysing the case studies (the websites) are based on the cues to deception in the textual content and design. The criteria for interpreting the findings, it is based on strategies implemented in interpreting the findings from multiple case studies using deductive and inductive approaches as presented below.

▪ Deductive Approach

The deductive approach begins with an idea and uses the data to conform or negate the idea [10]. This is done in the present study, due to the availability of the cues that are generated from interviews with experts. Based on the availability of the cues, the researchers embarked on identifying the key ideas as the preliminary coding categories of the analysis, taking them in connection with the text and design of the websites.

The analysis was to explore how the ideas (cues) from experts' interviews were evidenced in the collected websites. Each website was analysed independently, and the categories were established before the analysis started. More specifically, deductive content analysis is the quantitative approach where the frequency of the cues needed to be found.

▪ Inductive Approach

The inductive approach entails using data to generate new ideas (hypothesis generating) [2]. For this study, the inductive approach is to identify new cues that are derived from the data used. This means the cues to deception in Islamic websites' text and design emerge from the data through cautious examination as well as constant comparison. The inductive approach is to generate new cues from data with the same websites used for deductive procedures. Also, it is used to analyse the uncoded text and design within the selected websites.

The inductive approach is done with the following steps:

Open coding: during this process, notes and headings were written while the researcher read the text. The written note and heading were read multiple times, as headiness is written down in the margins of the text in Word documents to label all aspects of the text-based content. The headings of the gathered materials from the margins are placed in the coding sheets [4].

Group the similar codes: After the open coding, to group the similar code, the similar code or categories were placed under a higher order heading.

Categorization: The purpose of grouping is to decrease the number of categories by bringing the related and belonging categories together. The categorization process required regular comparison, between what belongs to certain categories and what does not belong. Based on the interpretations, the researcher decided which things can be put in the same category.

Abstraction: This means formulating a description and producing a category for the research topic. Each category developed is titled using content-characteristic words.

D. CONTENT ANALYSIS RELIABILITY AND VALIDITY

The reliability of a study relating to content analysis refers to the stability and reproducibility of the outcomes and results [16]. The stability involves the coders to re-code the same data in the same manner and producing the same outcome over different times. The reproducibility is referred to as inter-rater reliability, which comprises a group of coders steadily applying the research instrument in the same way.

For content analysis, background references were used for example books "The Biography of The Prophet for Ibn Hisham", and "Learning Web Design". Content analysis provides understanding as to how the I-web contains cues to deception in text and design.

iv. FINDINGS

The choice to pursue the present research as a case study was to better understand and explain how the cues to deception are presented in the I-web's text and design. The study could not tell a complete story by only collecting and reporting data without providing context for this information. The multiple-case studies help contextualized the idea, by only focusing on the biography of Prophet Muhammad PBUH. The case study was analysed through direct content analysis.

The directed content analysis is deductively and inductively. The study was embedded with multiple case studies.

a) The Heuristics in Text-Based Content

▪ Lack of Accuracy and Authority
This is emphasised through the missing contact information on the website as well as websites that have no references. The most frequent cues to deception from the text-based content were derived from lack of accuracy and authority with 15 occurrences in 15 websites for the anonymous author and no responsibilities towards the content. The deceiving website domain has four occurrences in four websites. The absent source of information on the cue's frequency is seven occurrences with seven websites. Figure 1 shows a website that has no author information and no reference at the end of the page.

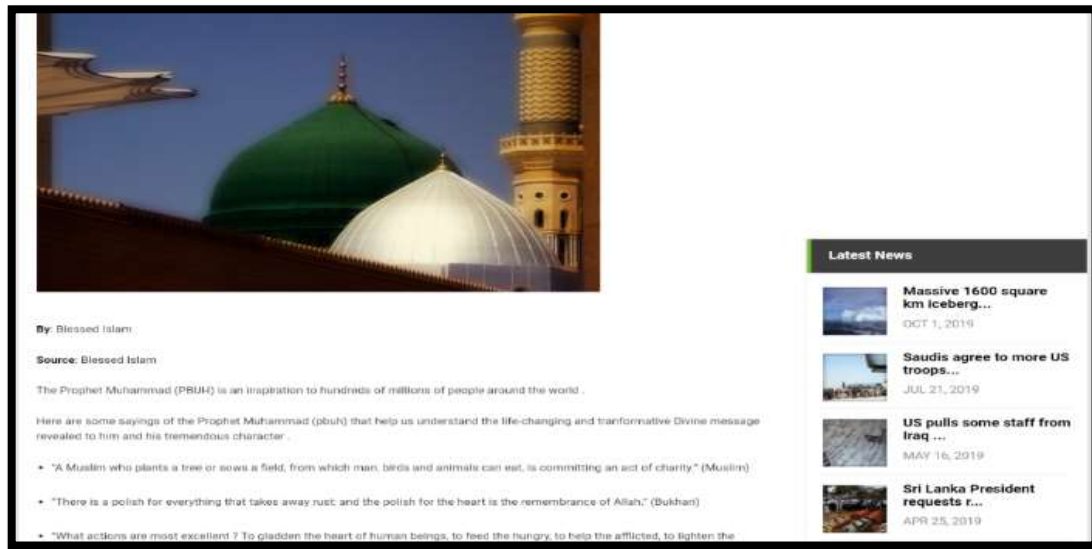


Figure 1: Websites with anonymous authors.

- Lack of Legitimacy

The lack of legitimacy can be defined that the website content that was quoted out of it is context [4], and Hadith has no status of the degree of validity [15].

For the lack of legitimacy, the cues for “criticising Hadith content and cues for interpretation and taking Quranic verses outside of it are context” have two occurrences on

two websites, respectively. While the cues “for refusing the authenticity of the most known Hadith book, and the cues of the verse of the Jihad as well as slavery must be removed” have the same occurrence which is 1 and one websites. Figure 2 displays websites that have no legitimacy.



Figure 2: website lack of legitimacy

▪ Lack of Objectivity

The lack of objectivity refers to the text contains of biasedness, allegations, and accusations regarding Islam.

As for the lack of objectivity cues, the highest cue is “Prophet Muhammad PBUH marrying a lot of women, including a child (Aisha),” with the highest number of occurrences which is 6 times in 6 websites. This is followed

by cues of “Prophet Muhammad PBUH, he is a murderer, a thief, slave trader, rapist, and a sexual predator.”, as well as cues claiming that women have no right in Islam. For example, “Women are forced to wear Hijab”. These cues occur 5 times on 5 websites. The cues for “Prophet Muhammad PBUH have contradictory Hadith and the saying” appeared 2 times on two websites. The cue

“Prophet Mohamed’s concubines were his slaves” and the cue “Denunciation and condemnation of the marriage of Muslim man to four women” appeared each time on one website. Lastly, the cue for “Muslims are violent and terrorist” appeared 3 times on three websites. Figure 3: shows the website’s lack of objectivity.

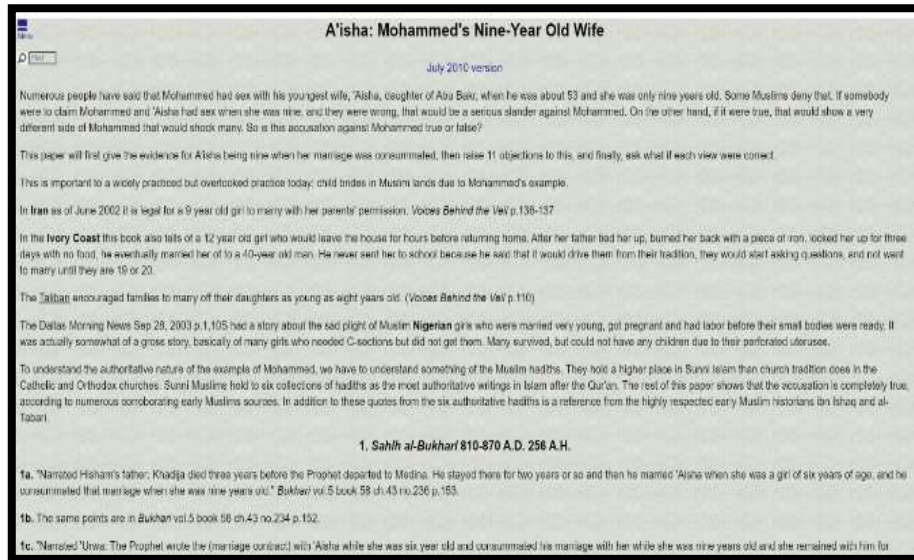


Figure 3: Website with Lack of Objectivity

▪ Linguistic Cues

The writing style was considered deceiving if certain cues appeared such as “I, me”, and the content uses imaginative texts as though the writer wants to create a story, which contains more adverbs, such as “mostly, especially, or roughly”.

The last heuristics in the text section is the linguistic cues. This heuristic has four cues, each cue appearing 1 time on 1 website. The cues contain negative emotion words, such as “hatred”, and “anger”. The cue imaginative texts use more adverbs, like “mostly” mentioned one time, “especially” one time, and “especially” mentioned five times. While the extensive use of negation words, such as “no” was mentioned 30 times in a sentence, like “No reason surfaced to suggest that Muhammad’s Allah was any more significant than the other quadrillion gods contrived throughout human history” ", "not mentioned 64 times, such as “With the epiphany that Qur’an was not Allah’s infallible speech, subsequently, I would approach certain aspects of the religion as man-made.” "Never" was mentioned 14 times, such as “We had never achieved an Islamic utopia and, without an appropriate method for reformation of Islam, the future seemed not promising without a strategic

platform to alleviate the plight of Muslims”. The cue uses more negation words, such as "no" which was mentioned 2 times. “Here is no mention in the Quran of a single miracle attributed to Muhammad”, and "not" was mentioned 13 times in a sentence. Such as “Muhammad Does Not Pass the Test of a True Prophet”, and “It is not acceptable that God sends a slave after sending His eternal Son.”. The Heuristics for Design: The design section consists of 5 heuristics; each heuristic has its own cues. Figure 4: shows a website that contains linguistic cues.



Figure 4: Website contain linguistics cues to deception

b) The Heuristics in The Design

Design is the art and process of combining individual elements of design such as line, shape, texture, logo, and navigation bar into pleasant arrangements that are displayed on the websites to the online users.

▪ Poor and Inconsistent Design

It is defined that the website design and style are inconsistent where every page has a different design, is poorly designed e.g., no header, footer, menu, or inadequate line height, and the website is visually unpleasing, with poor image quality

The first heuristic is the poor and inconsistent design and consists of three cues. The first cue in the heuristic is “The variation and irregularity in website design, each page has its own design”. This cue appeared three times on three different websites. The second cue is “The name of the website and the title of the text on the website are different” which appeared three times on three different websites. While the last cue in this heuristic is the “Bad website structure and poor information visualisation.” This occurs 10 times in 10 different websites. Figure 5 shows websites with poor interface design.



Figure 5: Poor Interface design

▪ Lack of Currency and Update

The lack of currency and update examines to what extent the websites and their content has not been updated or if the information is not of current situation such as the website was last updated a long time ago, the website has no copyright, and the website copyright date is not updated

The second heuristic is “Lack of currency and update” which consists of one cue which is “The website and the information are out of date.” This cue occurs 1 time on one

website. Figure 6 shows a website that was updated a long time ago.



Figure 6: Website has no update and copy write.

▪ Unclear Navigation Hierarchy

It means that it is hard for the users to obtain the needed information which requires a lot of steps.

The third heuristic is “Unclear navigation hierarchy” which consists of three cues. The first cue is “Large, endless blocks of text with information buried inside it” and appeared 6 times on 6 different websites. The second cue is “The unprofessional look, for example, the contact us details missing” and “Broken links.” This has seven-time cue occurrences on seven different websites. Figure 7: shows a website with a large block of text and poor navigation.



Figure 7: Website with Large Block of Text and Poor Navigation.

▪ Lack of Readability and Legibility

Lack of Readability and Legibility means that the website has low-contrast fonts, e.g., the light-coloured font on light-coloured background or dark-coloured font on a dark-

colored background. Another example is when the content uses many font styles such as caps, bold, or italics or the website content uses a small text size that most people may find difficult to read. Other than that, there are also situations where the content stretches all the way across the page, the website displays the information in poor design tables as well as the use of large blocks of text that makes the content unreadable.

The fourth heuristic is “Lack of readability and legibility” and consists of 2 cues. The first cue is “Large block of texts with poor font colour scheme choice, which do not match with the website design.” This cue occurs seven times on seven websites. The second cue is “the use of black background colour with green color highlight belong to the text heuristic, while the heuristic with gray heuristics belong to the design of the website heuristic.” This occurs one time on one website. Figure 8 shows a website used for content analysis.



Figure 8: Website with Lack of Readability and Legibility.

Improper Use of Symbols and Islamic Identity

means that the website displays and supports terrorism-related content, and deceitful pictures, where some of the pictures are distorted or edited, or combined with other images to provoke hatred among people.

The fifth and last heuristic is “Improper Use of Symbols and Islamic Identity.” This heuristic consists of four cues. The first cue is “Depicting the picture of Prophet Muhammad PBUH holding the black stone and the angel Gabriel.” It occurs two times on two websites. While the other four cues share the same number of occurrences, which is one time each on one website. Figure 9 shows a picture of a man beating a woman.



Figure 9: A picture of A Muslim Man Humiliating Women.

The following table 1 shows the result from the deductive and inductive content analysis approach. The heuristics with green color highlight belong to the text heuristic, while the heuristic with gray heuristics belong to the design of the website heuristic.

TABLE 1:

CUES TO DECEPTION IN WEBSITE TEXT AND DESIGN FROM DEDUCTIVE AND INDUCTIVE CONTENT ANALYSIS.

No	THE HEURISTICS AND THEIR ASSOCIATED CUES
1.	Lack of Authority and Sponsorship
2.	The content has no references such as book title, page number, and author name.
3.	The website’s content did not list the references that are cited in the content at the end of the webpage.
4.	The website is sponsored by many unknown scholars.
5.	The website has no profiles of the scholars who manage the website.
6.	The website has no contact information such as an e-mail address, or phone number.
7.	The website has no “about us page” that contains a statement of purpose and information, about the identity of the website’s owner and the website’s objectives.
8.	The website is personal with a URL as a .org.
9.	The website is owned by the Islamic political party.
10.	Lack of Legitimacy
11.	The uses of fabricated (Mawḍū) Hadith, e.g.: “I am the prophet that laughs when killing my enemies.”

12.	The use of Da'if (weak) Hadith to support arguments e.g. "Exaggerate in remembering Allah until others call you mad."
13.	The content contains Hadith that contradict the Sunnah, predicting what will happen and providing specific dates for the event.
14.	The content uses Hadith, without stating Hadith levels of reliability such as Sahih (authentic), Hasan (good), Da'if (weak), or Mawdu (fabricated) in the content.
15.	The Hadith explanation and interpretation are based on unauthentic Hadith books.
16.	The cited Hadith has no reference e.g., book title, page number, or author name.
17.	The interpretation of Quranic verses is not based on recognized interpretation books.
18.	The interpretation of Quranic verse has no reference e.g., book title, page number, or author name.
19.	The content contradicts the Islamic faith, moral values, and Islamic pillar.
20.	Lack of Objectivity
21.	The content contains interpretations from Torah.
22.	The content contains ideologies from Shiaa's perspective.
23.	The content spreads discrimination toward the Quran such as "Quran that was revealed in Madinah conflicts with the Qur'an that was revealed in Makkah."
24.	The content consists of misconceptions toward prophet Muhammad PBUH such as "Muhammad made the Quran."
25.	The content reflects the author's own opinion that "Allah is Muhammad's imaginary friend"
26.	The content contains misinterpretations of certain Quranic verses, e.g.: "kill them wherever you find them" (2:191)." The interpretation: this verse encourages fighting non-believers.
27.	The content has a true statement such as "Muhammad performed many miracles."
28.	The content uses abusive language such as "Adhan is shouting and screaming."

29.	The content contains false allegations about Muslims, such as "we must become Arab to be a Muslim."
30.	The content contains false allegations about Islam, such as Islam falsely meaning peace.
31.	Linguistics Cues
32.	The content contains spelling mistakes such as bacause, descriping.
33.	The content has less use of self-reference such as (I, me, myself).
34.	The content uses imaginative text which contains more adverbs such as (mostly, especially, roughly)
35.	The vocabulary and terms used on the website are not appropriate for young users.
36.	The content contains words such as "kill", "attack", and "sacrifice".
37.	The content uses a lot of negative words "No", "Not", and "Never".
38.	The website content is clear and understandable.
39.	Poor & Inconsistent Design
40.	The style is inconsistent throughout the website.
41.	The website has only one orphan page.
42.	The website name and the content are different.
43.	The website is poorly designed, with no header, or menu.
44.	The website page titles reflect the page content.
45.	The website displays poor-quality images.
46.	The website is visually unpleasant.
47.	The website has no feedback and comment section to allow visitors to comment.
48.	The website was designed with a bad line height.
49.	The website has no contact us page.
50.	Lack of Currency
51.	The website was last updated a long time ago, such as in 2001, or 2002.
52.	The website has no copyrights.

53.	The website copyright date is not updated.
54.	The website and the content are updated frequently.
55.	Unclear Navigation Hierarchy
56.	The website uses large blocks of text with little-to-no breaks in paragraphs.
57.	The website lacks simple navigation and links.
58.	The website has no social media icons such as Facebook, or Twitter.
59.	The website has no overview mechanism on how to navigate it.
60.	The website design does not serve the mobile audience
61.	The information on the website can be easily found.
62.	The website has pages returning 404 errors.
63.	Lack of Readability and Legibility
64.	The website has low-contrast fonts, for example, a lighter font on a light background or a darker font on a dark background.
65.	The content uses many font styles such as caps, bold, and italic.
66.	The website content has a small text size.
67.	The content stretches all the way across the page.
68.	The website displays information in poor design tables, for example, using extra-large table borders.
69.	The use of large blocks of text makes the content unreadable.
70.	Improper use of Symbols and Islamic Identity
71.	The website presents images of Shia people doing their ritual and claims it is an Islamic ritual.
72.	The website presents a sad crying woman wearing a hijab.
73.	The website displays icons such as (ISIS and Al-Qaeda) symbols.
74.	The website has pictures of swords, fire, and weapons.
75.	The website uses a picture of a happy woman wearing a hijab.

76.	The website depicted Muhammad's image with a cartoon character and his head cover was designed as a bomb.
77.	The website presents a picture of a Muslim man holding the Quran in one hand while the other hand holding a knife and a machine gun.
78.	The website design looks professional, but the content is against Islam, e.g., "homosexuality is accepted in Islam."
79.	The website displays images of the Quran and other Islamic books, for example "the books being put in plastic bags".

V. CONCLUSIONS

The case study was used to understand the phenomena in its real context. The phenomena here are the cues to the deception that needs to be tested against the websites. The case study analysis was applied to the case study for this research which is the Islamic websites. Since there is a variety of I-web, this research has chosen a context on the websites to be analysed which is the Prophet Muhammad PBUH's biography websites. The choice of such context is based on the suggestions and recommendations of the experts. Their argument for such a choice is that the personality of Prophet Muhammad PBUH is widely discussed on the internet, especially on Islamic websites. This paper has proven the existence of cues to deception in Islamic website text and design.

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CONFLICT OF INTEREST

The authors declare that there is no conflict of Interest

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