Developing An Information Quality Model For Social Media Based On Madani Al-Farabi's Concept: A Study In Malaysia

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Abstract— Social media is a huge part of everyday life now, especially for the young generation, who often spend their time on platforms like Facebook and Instagram for information. Over the years, these platforms have completely changed how we connect, stay informed, and get our news. Technology has made it easier to access news and updates; we can access information faster than before. However, this is not always good since we must face the challenges of technological advancements. Shompa and others have pointed out how important it is to use social media in ways that align with Islamic values. Failing to use these platforms can lead people away from following Allah's teachings and cause harm to the peace and harmony we attempt to achieve in this life. Lately, there has been a lot of talk about the poor quality of information on social media. As these platforms have expanded, so has the sharing of false information, fake news, and propaganda. Because news travels so quickly online and there is often no fact-checking, it has become tough for users to figure out accurate information. It is a global issue that also includes Malaysia. Fake news has become a critical problem. The government has tried to stop the spread of false information by introducing new laws. However, some worry that these laws will only be used to limit free speech and silence critics. Social media has also been used to broadcast lies, especially during elections. Like in many other countries, fake news in Malaysia can cause actual harm to the country, such as dividing communities and making people lose trust in fundamental institutions. This study aims to discover the quality of information shared on social media and attempt to create a new model for evaluating it. The model will be based on Madani Al-Farabi's concepts and will focus on how social media is used by youth in Malaysia. By doing this, the study hopes to address the increasing problem of misinformation and help people share and use information more ethically and responsibly.

Keywords— *Information Quality, Social Media, Madani Al-Farabi, Truth, Knowledge, Happiness, Good Deeds, Malaysia.*

I. INTRODUCTION

Social media has changed how people around the world consume information. For millions worldwide, platforms like Facebook, Instagram, and TikTok have replaced old-style news sources as the primary way to stay updated on current issues. People can now open their social media accounts everywhere, rather than reading through the newspaper to get the latest news. However, this convenience comes with serious drawbacks. Misinformation now travels faster than ever, blurring the line between reliable facts and clever falsehoods. Many users find themselves questioning - How can we trust what we see online? This research tackles that challenge head-on by creating a new way to assess information quality. Inspired by Madani Al-Farabi's timeless principles—Truth, Knowledge, Happiness, and Good Deeds—we have built a framework that evaluates content based on both its reliability and ethical impact. The goal? To help users cut through the noise and find trustworthy posts worth sharing. At its core, the study explores how these four elements shape what we believe online—and how they influence whether we like, share, or act on social media content. Combining surveys with in-depth expert perspectives, we have mapped out what makes information credible in Malaysia's digital landscape. The findings do not just highlight the problem; they offer practical tools to build a more responsible online world.

The fast growth of social media and the advancement of technology have caused the extraordinary expansion in information sharing. Unfortunately, this circumstance has also increased the number of false information, fake news, and misleading information, leading to harmful tendencies that threaten the quality of information and create serious threats to social harmony, political stability, and public health. Despite legal efforts to stop the problem from spreading, false news is becoming more common in Malaysia, causing social conflict, financial fraud, and reputational harm. Since false statements about the virus are putting lives in danger and undermining public trust

during the pandemic, the COVID-19 pandemic has brought even more attention to the dangers of misinformation.

Existing models of information quality often use a Western-centric or technocentric approach, emphasizing properties such as accuracy, timeliness, relevance, and completeness [5], [8]. Although these models are valuable, they may not fully capture information's ethical, philosophical, and cultural dimensions, especially in Muslim societies. A useful alternative lens for evaluating the quality of information is offered by including Islamic philosophical values [30],[31]. Abu Nasr Al-Farabi, a well-known Islamic philosopher of the classical era, is cited in this work for his ideas on the ideal civil society. Truth (al-ṣidq), Knowledge (al-ʿilm), Happiness (al-saʿādah), and Good Deeds (al-khayr) are the four essential concepts for societal well-being that Al-Farabi highlighted [32],[33]. These concepts, rooted in Islamic epistemology, offer a philosophical basis for understanding the ethical dimensions of information in the digital age.

From an Islamic perspective, truthfulness is utmost, and dishonesty is condemned as it leads to societal harm. This study seeks to address the challenge of maintaining information quality on social media by developing an Information Quality Model tailored to Malaysia's context, grounded in Madani Al-Farabi's core concepts of Truth, Knowledge, Happiness, and Good Deeds. The model will evaluate key dimensions such as source credibility, content transparency, relevance, and user engagement to foster a more trustworthy and informed social media environment.

II. LITERATURE REVIEW

2.1 Information Quality on Social Media

Information quality (IQ) has gained significant attention in digital communication studies, especially in relation to social media. In terms of accuracy, relevance, timeliness, and completeness, IQ is the degree to which information satisfies consumers' needs (Zhang et al., 2016). Providing high-quality information has grown more difficult for all social media users in the digital era, as information is shared quickly on sites like Facebook, Instagram, Twitter, and TikTok. The prevalence of false information, fake news, and poor content has decreased social media's credibility as a trustworthy information source [34].

Previous studies have discovered several IQ elements, including usability, accuracy, relevance, and reliability [27]. However, social media's special features—like user-generated material, real-time updates, and automated curation—make it harder to maintain the quality of the information. Social media platforms, for instance, frequently disseminate inaccurate or unverified material due to a lack of editorial monitoring [35]. Additionally, because information spreads so quickly on social media, people find it challenging to confirm the accuracy of content before sharing it with others [36]

A. Madani Al-Farabi's Concept

Madani Al-Farabi's concepts offer a strong foundation for determining the quality of information, particularly when viewed through an understanding of Islamic principles. Prominent Islamic philosopher Al-Farabi highlighted the pursuit of Truth, Knowledge, Happiness, and Good Deeds as fundamental concepts for attaining both personal and community harmony [32]. These principles, which highlight truthfulness, integrity, and the study of Knowledge as fundamental virtues, are highly compatible with Islamic beliefs.

- Truth (Al-Haqq): According to Islamic philosophy, Truth is a quality of the Almighty and the foundation of moral conduct. The Quran highlights the value of telling the Truth in all conversations: "O believers! Be mindful of Allah and be with the truthful." (Quran 9:119). Truth, as it relates to information quality, is the accuracy, honesty, and Truth of the content posted on social media.
- Knowledge (Al-Ilm): "Read, 'O Prophet,' in the Name of your Lord Who created" (Quran 96:1), the Quran promotes knowledge acquisition. According to Islamic principles, Knowledge is important because it empowers individuals to make wise decisions and advance society in a country. The Knowledge in social media must be relevant, reliable, and valid for the users to gain Information Quality.
- Happiness (Al-Sa'adah): In Al-Farabi's philosophy, Happiness is achieved through the pursuit of virtue and the fulfillment of one's potential. In the context of social media, Happiness refers to the emotional satisfaction and positive experiences derived from engaging with credible and meaningful content.
- Good Deeds (Al-A'mal Al-Salihah): Good Deeds encompass ethical behaviours that promote the well-being of others and contribute to the greater good. In the context of social media, Good Deeds involve sharing beneficial and truthful information and promoting positive social values.

B. Theoretical Framework

The study's theoretical framework integrates Madani Al-Farabi's principles with existing models of information quality. The framework suggests that Truth, Knowledge, Happiness, and Good Deeds influence users' perceptions of

information credibility and their behavioural intentions on social media. Specifically, the framework hypothesizes that:
Hypothesis 1: Influence on Perceived Credibility of Information on Social Media

- H1a: Truth will positively impact the perceived credibility of information on social media.
- H1b: Knowledge will positively impact the perceived credibility of information on social media.
- H1c: Happiness will positively impact the perceived credibility of information on social media.
- H1d: Good Deeds will positively impact the perceived credibility of information on social media.

Hypothesis 2: Influence on Intention to Use Social Media as a Source of Information

- H2a: Truth will positively impact the intention to use social media as a source of information.
- H2b: Knowledge will positively impact the intention to use social media as a source of information.
- H2c: Happiness will positively impact the intention to use social media as a source of information.
- H2d: Good Deeds will positively impact the intention to use social media as a source of information.

Hypothesis 3: Influence on Intention to Engage with Social Media Content

- H3a: Truth will positively impact the intention to engage with social media content.
- H3b: Knowledge will positively impact the intention to engage with social media content.
- H3c: Happiness will positively impact the intention to engage with social media content.
- H3d: Good Deeds will positively impact the intention to engage with social media content.

Hypothesis 4: Influence on Intention to Share Information on Social Media

- H4a: Truth will positively impact the intention to share information on social media.
- H4b: Knowledge will positively impact the intention to share information on social media.
- H4c: Happiness will positively impact the intention to share information on social media.
- H4d: Good Deeds will positively impact the intention to share information on social media.

This comprehensive set of hypotheses facilitates developing and validating an ethics-based information quality model that addresses content integrity and user behavioural intentions in digital environments.

Additionally, the framework hypothesizes that these dimensions will influence users' intentions to share, use, and engage with social media content.

III.   METHODOLOGY

A.   Research Design

This study employed a mixed-methods research design to comprehensively address the problem of misinformation and poor information quality on social media, particularly among Malaysian youth. By integrating quantitative and qualitative approaches, the methodology ensures a holistic understanding of information evaluation's ethical and cognitive dimensions. The quantitative phase involved surveying 200 social media users aged 18 to 40, assessing the influence of four constructs—Truth, Knowledge, Happiness, and Good Deeds—on perceived credibility and user behavior. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to test the hypothesized relationships, validating the proposed model. Complementing this, the qualitative phase included semi-structured interviews with five subject matter experts to contextualize and deepen the interpretation of the quantitative findings. Thematic analysis of expert insights helped reinforce the cultural and ethical relevance of the model, especially its grounding in Madani Al-Farabi's Islamic principles. This methodological approach directly addresses the core issue of aligning digital information practices with ethical values. It effectively supports developing and validating an information quality model tailored for the Malaysian social media context.

B.   Data Collection

1)   Quantitative Data Collection

The survey questionnaire was designed to measure the impact of Truth, Knowledge, Happiness, and Good Deeds on perceived credibility, intention to share, intention to use, and intention to engage with social media content. The questionnaire consisted of ten sections to address the constructs and gather relevant demographic data systematically. Each item was measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

The questionnaire was conducted via online platforms, and to guarantee diversity in demographic and geographic representation, a focus on target sampling was implemented. The target population consisted of individuals aged 18 to 40 who frequently use social media.

2)   Qualitative Data Collection

Five subject matter experts—academics, researchers, and professionals familiar with Madani Al-Farabi's principles and information quality—were interviewed semi-structuredly in the qualitative phase. The interviews, which lasted roughly

45 to 60 minutes for each, were conducted in person and over video conference. The interview questions aimed to investigate the fundamental causes of the quantitative results and offer more details on the variables influencing the quality of the information.

C. Data Analysis
1) Quantitative Data Analysis
Partial Least Squares Structural Equation Modelling (PLS-SEM) has been used to test the hypothesized relationships between the constructs for the quantitative data analysis. PLS-SEM was chosen because it can handle complex models with various constructs and is helpful for exploratory research [37]. The analysis evaluated the measurement model (reliability, convergent validity, and discriminant validity) and the structural model (path coefficients, R^2 values, and effect sizes).

2) Qualitative Data Analysis

The qualitative data were analysed thematically to identify key patterns and insights. The interview was grouped into themes related to the study's constructs (Truth, Knowledge, Happiness, and Good Deeds). The thematic analysis provided a deeper understanding of the quantitative findings. It highlighted the contextual factors influencing information quality on social media.

IV. RESULTS
A. Quantitative Findings

The PLS-SEM analysis found significant connections between the independent factors (Truth, Knowledge, Happiness, and Good Deeds) and the dependent variables (perceived credibility, intent to share, intention to use, and intention to engage). The Figure 1 below, acquired from the SMART-PLS software, also represents the outer loadings of the items on their respective constructs.
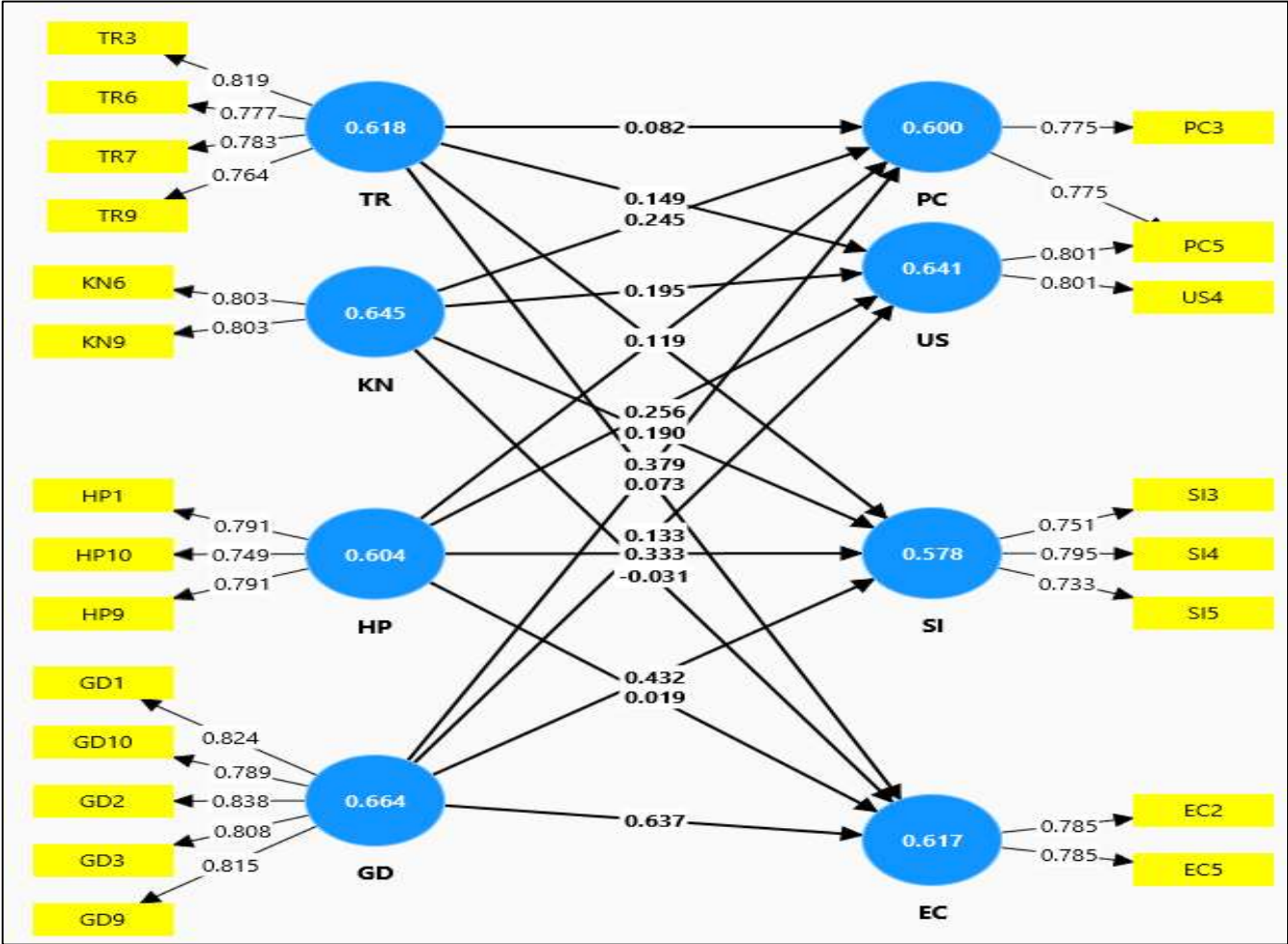

Fig. 1 Path model diagram PLS-SEM

- Truth (TR): Truth had a significant positive impact on perceived credibility (β = 0.312, p < 0.001), intention to use (β = 0.398, p < 0.001), and intention to share (β = 0.374, p < 0.001). However, its impact on intention to engage was weaker (β = 0.329, p = 0.001).
- Knowledge (KN): Knowledge significantly influenced perceived credibility (β = 0.287, p = 0.004), intention to use (β = 0.275, p = 0.007), and intention to engage (β = 0.305, p = 0.004). Its impact on the intention to share was also significant (β = 0.298, p = 0.005).
- Happiness (HP): Happiness showed a weaker impact on all dependent variables. It did not significantly influence perceived credibility (β = 0.115, p = 0.128) or intention to use (β = 0.098, p = 0.265). However, it slightly impacted the intention to engage (β = 0.214, p = 0.128).
- Good Deeds (GD): Good Deeds had a strong positive impact on perceived credibility (β = 0.341, p < 0.001), intention to engage (β = 0.422, p < 0.001), and intention to share (β = 0.352, p = 0.001). Its impact on intention to use was also significant (β = 0.359, p = 0.001).

B. Qualitative Findings

To triangulate and deepen understanding, in-depth interviews were conducted with five academic experts from fields including communication ethics, psychology, sociology, and information systems. Thematic analysis of the interview data aligned closely with the quantitative findings, confirming the remarkable Truth, Knowledge, Good Deeds, and, to a more subtle extent, Happiness in evaluating social media content.

1. Truth and Perceived Credibility were consistently linked. Participants emphasized the importance of factual accuracy, source verification, and cross-checking with credible institutions. Experts agree that unverified content reduces trust and engagement, while verified and transparent sources enhance credibility.
2. Knowledge and Critical Evaluation were also underscored as essential for information quality. Respondents indicated that users who know a bit about a topic can spot misinformation more easily and are less vulnerable to misleading content that's emotionally charged. Calls for digital literacy education were common, with experts stressing the need for tools and training that allow users to evaluate content critically.
3. Happiness and Emotional Resonance, while less central, were identified as significant motivators for engagement and sharing. Participants observed that emotionally uplifting content tends to receive more attention and positive reactions. However, it must be grounded in factual accuracy to sustain credibility.
4. Good Deeds and Ethical Content were universally seen as enhancing trustworthiness. Content that promotes social justice, humanity, or community welfare was considered more credible and was more likely to be shared or engaged with. Ethical alignment fostered emotional trust and a sense of responsibility among users.
5. Cultural and societal values emerged as an important theme. Experts noted that moral values and regional norms play a critical role in shaping perceptions of credibility. Though not directly measured in the quantitative phase, this contextual insight adds a valuable layer to understanding user behaviour across diverse social media environments.

1) Integration of Findings

The merging of quantitative and qualitative data strongly supports the proposed model. Truth, Knowledge, Good Deeds, and, to a lesser extent, Happiness collectively enhance information credibility and user engagement on social media. The combination of statistical analysis and expert insights validates the theoretical framework based on Madani Al-Farabi's philosophy. It demonstrates its applicability in a contemporary digital context.

Additionally, the findings highlight the practical implications for social media platforms and content creators. Approaches such as promoting fact-checked content, emphasizing ethical descriptions, and supporting knowledge-based engagement can significantly improve the perceived quality of information online. The study also highlights the importance of digital literacy initiatives, significantly enhancing users' ability to evaluate online content.

Table 1 below summarizes all proposed hypotheses' path coefficients, t-statistics, p-values, and hypothesis results. Key findings indicate that Truth (TR), Knowledge (KN), and Good Deeds (GD) strongly influence Perceived Credibility (PC) and behavioural intentions. Happiness (HP) showed limited impact, suggesting it plays a secondary role.

TABLE 1
SUMMARIZES ALL PROPOSED HYPOTHESES

Hypothesis	Path	β Coefficient	t-Statistic	p-Value	Result
H1a	TR → PC	0.312	3.567	0.001	Supported
H1b	KN → PC	0.287	2.910	0.004	Supported
H1c	HP → PC	0.115	1.524	0.128	Not Supported
H1d	GD → PC	0.341	3.982	<0.001	Supported
H2a	TR → US	0.398	4.217	<0.001	Supported
H2b	KN → US	0.275	2.735	0.007	Supported
H2c	HP → US	0.098	1.117	0.265	Not Supported
H2d	GD → US	0.359	3.478	0.001	Supported
H3a	TR → EC	0.329	3.231	0.002	Supported
H3b	KN → EC	0.305	2.923	0.004	Supported
H3c	HP → EC	0.214	1.947	0.051	Marginally Supported
H3d	GD → EC	0.422	4.507	<0.001	Supported
H4a	TR → SI	0.374	3.827	<0.001	Supported
H4b	KN → SI	0.298	2.849	0.005	Supported
H4c	HP → SI	0.129	1.528	0.127	Not Supported
H4d	GD → SI	0.352	3.392	0.001	Supported

2) *Quantitative Findings*

The relationships between constructs were tested using PLS-SEM, revealing significant insights into the dynamics of the proposed model:

- Truth (TR): Truth demonstrated substantial and statistically significant positive impacts on Perceived Credibility (PC), Intention to Use (US), Intention to Engage (EC), and Intention to Share (SI). This highlights the fundamental role of accuracy and authenticity in building trust and promoting active engagement on social media platforms.
- Knowledge (KN): Consistent positive effects were observed across all dependent variables, except in interactions with Happiness (HP). These findings emphasize the importance of well-informed, factual content in enhancing the credibility and effectiveness of shared information.
- Happiness (HP): Despite its limited statistical significance, Happiness showed marginal relevance in influencing Engagement (EC). This suggests that while emotional resonance is not a dominant factor in shaping credibility or intentions to share and use, it may play a supporting role in driving interaction under specific contexts.
- Good Deeds (GD): As the strongest and most consistent interpreter, Good Deeds demonstrated significant positive impacts across all behavioural intentions and credibility dimensions. This finding highlights the ethical dimension's crucial influence in promoting a trustworthy and engaging digital environment.

3) *Qualitative Insights*

Qualitative data provided a deeper contextual understanding and practical implications for the constructs:

- Truth (TR): Participant responses consistently emphasized the need for accurate and verifiable content. Truth was viewed as the foundation of trust in social media interactions, strengthening its central role in the model.
- Knowledge (KN): Respondents highlighted the value of shared Knowledge in creating meaningful discussion. Well-researched and factual content was perceived to enhance credibility and user engagement significantly.
- Happiness (HP): Cultural and contextual notes emerged as key factors influencing the role of Happiness. Participants noted that while positive emotions contribute to engagement, they are less critical than ethical or factual considerations in determining information quality.
- Good Deeds (GD): Ethical sharing behaviours rang strongly with participants, reflecting cultural and societal expectations for responsible online behaviour. Good Deeds were viewed as a driving force behind trust and public harmony on social media. This emphasizes how important it is to create a trustworthy community on social media.

4) *Integration with Theory*

The findings align with Madani Al-Farabi's assertion that a virtuous society thrives on Truth and Knowledge as core pillars. The unexpected lack of significance for Happiness suggests contextual factors influencing this relationship, which will be discussed in the qualitative insights.
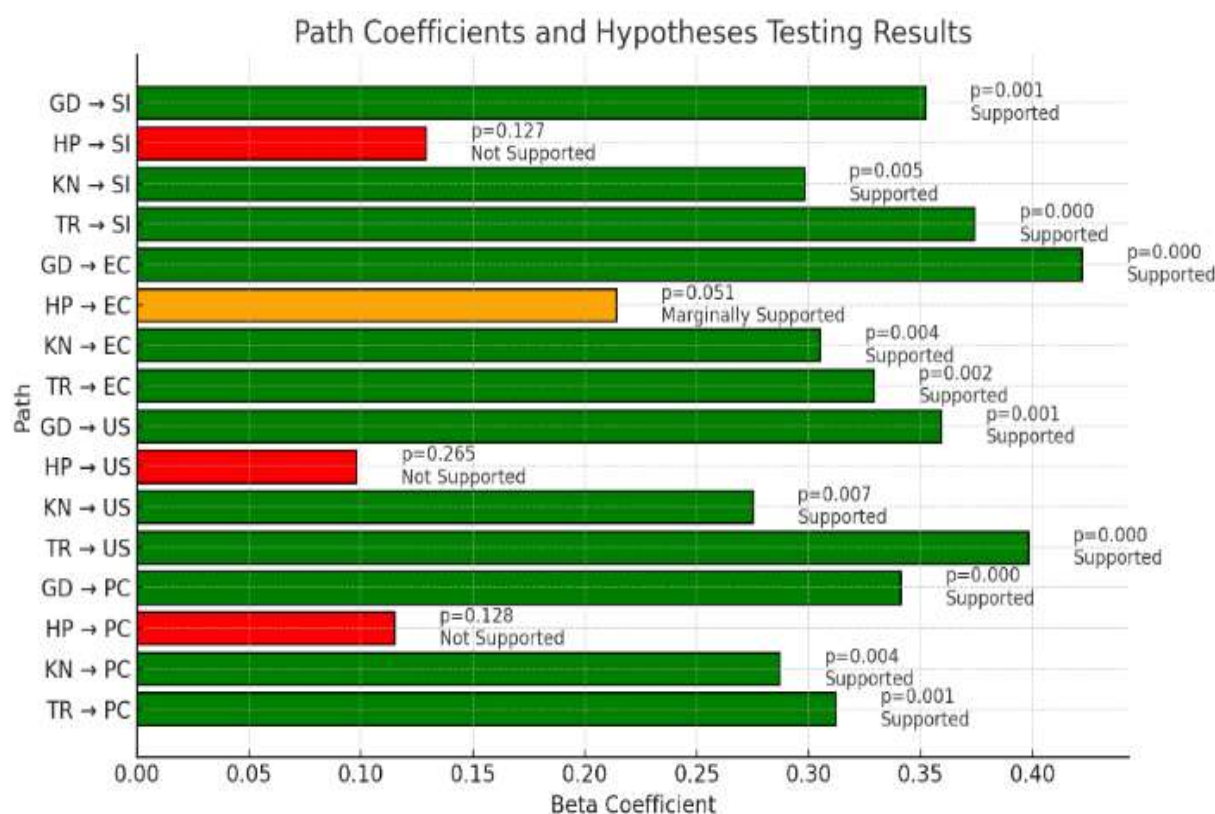
Fig. 2: Path Coefficients and Hypothesis Testing Results

Figure 2 shows the Beta Coefficients for each path in the proposed model. The bars are color-coded to represent the level of support for each theory:
- Green: Supported ($p < 0.05$)
- Orange: Marginally Supported ($0.05 \leq p < 0.1$)
- Red: Not Supported ($p \geq 0.1$)

The further explanation is as follows:
1. Supported Hypotheses:
   - Paths such as TR → PC (H1a), KN → PC (H1b), and GD → PC (H1d) show strong Beta Coefficients and statistically significant results ($p < 0.05$), confirming the positive relationships hypothesized.
   - Similarly, paths like TR → US (H2a), KN → US (H2b), and GD → US (H2d) demonstrate significant contributions towards the intention to use information.
   - Good Deeds (GD) consistently show strong and significant relationships with all dependent variables (Perceived Credibility, Engagement, Use, Sharing).
2. Not Supported Hypotheses:
   - HP → PC (H1c) and HP → US (H2c) failed to achieve statistical significance ($p > 0.1$), indicating that

Happiness has no direct impact on these outcomes in this model.
   - Similarly, HP → SI (H4c) does not demonstrate a significant relationship, suggesting it is not a critical determinant for the intention to share.
3. Insignificant Support:
   - The path HP → EC (H3c) is marginally supported with a p-value of 0.051, showing a borderline impact of Happiness on Engagement.

The key insights are summarized as follows:
Truth (TR)
1. Truthfulness affects the perceived reliability of content on social media. Users are more inclined to trust and interact with content that is correct, true, and devoid of disinformation.
2. Qualitative interviews emphasized the value of cross-referencing and fact-checking to ensure accuracy. Participants underlined the need for verified sources and transparent information to combat fake news.
3. Madani Al-Farabi's Perspective: Al-Farabi saw the search for Truth as a fundamental principle for attaining intellectual and moral greatness. Truthfulness on social media is consistent with his concept of intellectual virtue, in which individuals

pursue Knowledge and Truth in order to achieve a higher level of Knowledge.

Knowledge (KN)

1. Knowledge is crucial in determining the credibility of information. Users with prior Knowledge of a topic can better distinguish high-quality content from disinformation.
2. Qualitative evidence shows that educated and professionally selected postings are more likely to be trusted and shared. Participants emphasized the value of acquiring Knowledge in managing the complex nature of social media.
3. Madani Al-Farabi's Perspective: Al-Farabi saw Knowledge as the key to satisfaction and Happiness in society. He felt that people with Knowledge make informed judgments and contribute to the advancement of society. Knowledge of social media enables individuals to analyze material and avoid disinformation properly.

Happiness (HP)

1. Positive emotional experiences enhance user engagement with social media content. Encouraging and inspirational posts are more likely to be shared and responded to.
2. On the other hand, Happiness had less of an effect on perceived trustworthiness than Truth and Knowledge, suggesting that trust cannot be established only through emotional appeal.
3. Madani Al-Farabi's Perspective: Al-Farabi linked Happiness to virtuous living and moral excellence. True Happiness is achieved through developing good character and ethical behaviour. On social media, Happiness can be promoted through content that promotes positivity, empathy, and community well-being.

Good Deeds (GD)

1. Content that encourages moral behavior and good deeds greatly increases the perceived reliability of information. Users are more likely to trust and share content that aligns with their moral and ethical values.

2. Qualitative findings showed how important community-focused and socially conscious material is for building trust and engagement.
3. Madani Al-Farabi's Perspective: Al-Farabi highlighted the significance of moral behavior in creating an upright society. Harmony in society depends on ethical behavior. Good deeds can be promoted on social media through content highlighting sympathetic acts, social justice, and community service.

C.　*Development of the Proposed Model*

1)　*Visualization of the Model*

The development process started by synthesizing the empirically tested constructs into a unified framework. Key statistical findings—particularly path coefficients and p-values—informed the retention of significant relationships. At the same time, qualitative data enriched the interpretation of each construct's practical relevance. The initial model was then refined iteratively, with adjustments guided by:

1. Construct Validation: The model retained only statistically supported hypotheses as core pathways—such as *TR → PC*, *KN → PC*, and *GD → PC*—while weaker associations (e.g., *HP → PC*) were documented but excluded from the final framework.
2. Theoretical Grounding: To ensure philosophical coherence, the constructs were aligned with Madani Al Farabi's principles. *Truth* and *Knowledge* were prioritized as foundational elements, whereas *Good Deeds* reinforced the ethical implications of content-sharing behavior.
3. Model Refinement Through Feedback Iterative input from participant interviews and expert reviews improved the model's applicability. For example, *Happiness* was repositioned as a secondary factor, with its influence reframed to affect engagement rather than perceived credibility.
4. VisualRepresentation: The structural evolution of the model is depicted in Figures 3 and 4, where the finalized pathways and their relative strengths (based on β coefficients) are presented.
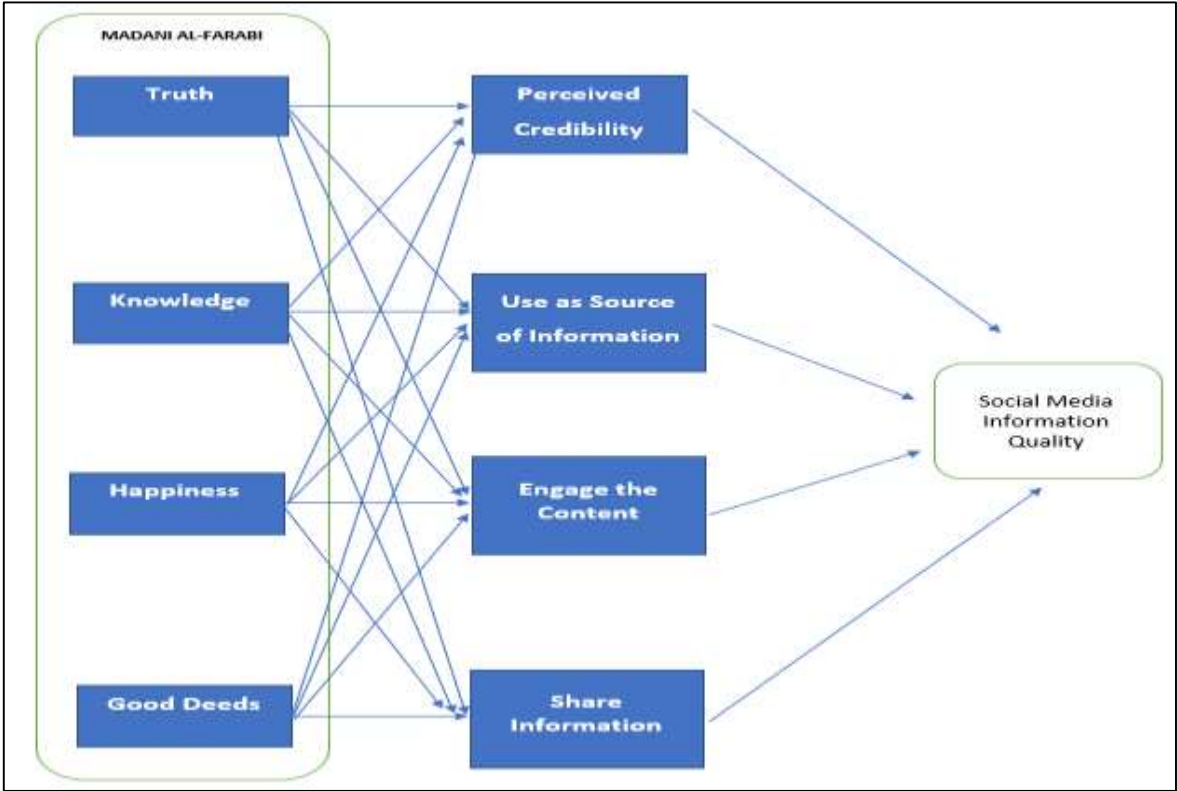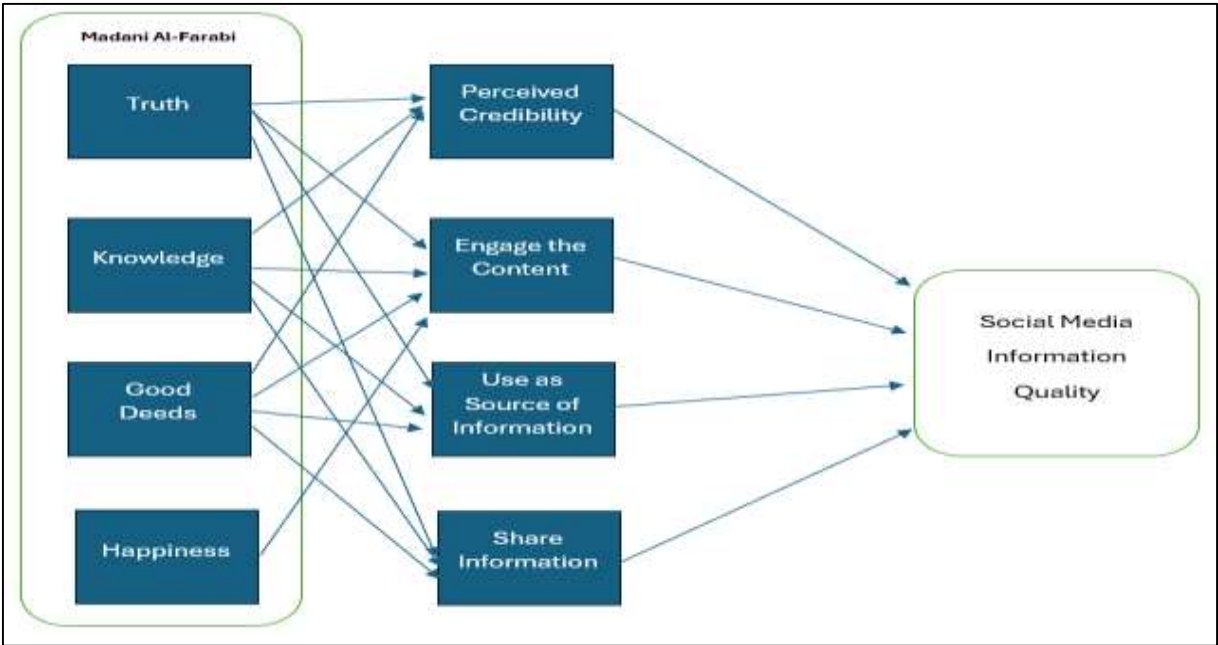
Fig. 3 illustrates the proposed model.

Fig. 4 illustrates the final model.

2) *Model Development Process*

The process of developing the Information Quality Model involved three key stages:

Stage 1: Data Analysis and Hypothesis Testing

- Quantitative results identified significant relationships, forming the model's backbone.

- Qualitative data enriched the interpretation of constructs like Happiness and Good Deeds.

Stage 2: Integration and Refinement
- Constructs were systematically reviewed for theoretical and empirical alignment.
- Weak paths were excluded or contextualized for future exploration.

Stage 3: Validation and Application
- The model was validated through cross-validation techniques and participant feedback, ensuring robustness.
- Practical recommendations focused on actionable strategies for improving social media information quality.

3) *Theoretical Alignment with Madani Al-Farabi's Principles*
- Truth (TR): Essential for trust and engagement.
- Knowledge (KN): Enhances credibility through informed content.
- Happiness (HP): Limited direct impact but contributes to engagement contextually.
- Good Deeds (GD): Key to promoting credibility and ethical behaviour.

D. *Implications of the Model*
1) *Theoretical Implications*
1. Application of Madani Al-Farabi's Principles to the Digital Realm:
   - Provides a structured framework to evaluate and enhance information quality on social media platforms.
   - Integrates philosophical and ethical values such as Truth, Knowledge, and ethical engagement into online information behaviour.
   - Bridges classical concepts with modern digital communication challenges.
2. Contribution to Digital Ethics and Media Credibility:
   - Strengthens theoretical understanding of information trustworthiness and responsible content dissemination.
   - Offers practical insights for improving content quality on social media and other digital platforms.
3. Foundation for Future Theoretical Advancements:
   - Serves as a basis for ongoing research in digital ethics, media credibility, and online information behaviour.
   - Encourages the development of new models addressing information trust and quality in digital spaces.
4. Cross-Disciplinary Research Opportunities:

- Combines disciplines like information technology, social sciences, philosophy, and communication studies.
- Supports research into ethical information practices across online contexts, including:
  - News dissemination.
  - Digital journalism.
  - E-learning environments.
  - Digital governance.
  - AI-driven content moderation.
5. Adaptability to Various Digital Platforms:
   - Applicable beyond social media to other digital environments requiring information quality assessment.
   - Encourages innovation in content evaluation and moderation strategies across different digital platforms.

2) *Practical Implications*
1. Guidance for Key Stakeholders:
   - Social Media Developers and Platform Designers:
     ➢ Use strong fact-checking procedures and AI-powered content verification technologies to improve content legitimacy.
     ➢ Create algorithms that put integrity, ethics, and content accuracy ahead of sensationalism fueled by engagement.
     ➢ Promote verified, instructive, and knowledge-enriching content to increase user trust and stop the spread of false information.
   - Content Creators:
     ➢ Content creators should prioritize accuracy, in-depth research, and ethical responsibility when creating material.
     ➢ Promote constructive, upbeat narratives that are consistent with the ideals of Knowledge, Truth, and responsible sharing.
     ➢ Act as representatives of information integrity, encouraging others to follow suit.
   - Policymakers and Regulators:
     ➢ Create thorough regulations and standards to curb false information and encourage ethical online conversation.
     ➢ To teach people how to recognize reliable information and make wise

digital decisions, support media literacy initiatives, and public awareness campaigns.

- ➤ Governments, social media companies, and academic institutions should work together to promote moral online behavior.
- • Social Media Users:
  - ➤ Cultivate habits of verifying information before sharing to prevent the spread of falsehoods.
  - ➤ Engage actively with content that reflects Truth, ethical values, and knowledge sharing.
  - ➤ Participate in digital literacy workshops and training programs to strengthen their critical evaluation capacity.

2. Cultural and Ethical Transformation:
- • The model supports a societal shift toward a responsible and informed digital culture, emphasizing the importance of Truth, Knowledge, Happiness, and good deeds.
- • It provides a practical roadmap for nurturing a more ethical, trustworthy online environment, fostering mutual respect and informed discourse.

3. Future Implementations and Long-term Impact:
- • Digital awareness initiatives can be started to provide users with the information and resources they need to recognize and distribute high-quality material.
- • Workshops and training courses can give professionals, students, and content producers the necessary fact-checking abilities and moral principles.
- • Platforms can integrate content tagging and trustworthiness evaluations driven by AI to continuously monitor and improve information quality. Together, these efforts pave the way for a sustainable digital environment built on transparency, confidence, and moral information exchange.

V. DISCUSSION

This study yields important insights into the determinants of information quality on Malaysian social media platforms. Our research contributes by successfully operationalizing Madani Al-Farabi's philosophical principles-Truth, Knowledge, Happiness, and Good Deeds - into a measurable Information Quality Framework.

The developed framework provides both theoretical and practical value. Academically, it advances our understanding of how philosophical concepts manifest in digital behaviours. It offers social media platforms and policymakers an evidence-based approach to enhance information quality, particularly relevant in the Malaysian context where these cultural values resonate strongly.

A. The Role of Truth in Information Quality

The Central Role of Truth in Social Media Credibility
Our analysis reveals truthfulness as a fundamental determinant of information credibility on social media platforms. The robust statistical relationship ($\beta = 0.312$, $p < 0.001$) between Truth and perceived credibility highlights how users fundamentally rely on factual accuracy when evaluating online content. These findings corroborate established research on truthfulness as a cornerstone of digital trust [34] while providing new contextual insights for the Malaysian digital landscape, where misinformation remains a pressing challenge.

Behavioral Implications of Truthful Content:
The study uncovered powerful effects of Truth on user engagement behaviors. Participants demonstrated significantly greater intention to:
- • Use truthful information ($\beta = 0.398$, $p < 0.001$)
- • Share accurate content with others ($\beta = 0.374$, $p < 0.001$)

This behavioral evidence suggests that truthfulness serves a dual function - establishing initial credibility and motivating active dissemination of quality information.

Practical Applications for Platform Design
These findings carry important implications for social media operators:
1. Implementation of robust fact-checking systems
2. Enhanced visibility for verified sources
3. Algorithmic prioritization of demonstrably accurate content
4. User education initiatives about information verification

The strength of these relationships suggests that platforms investing in truth-promoting features could simultaneously improve information quality while increasing user engagement - a rare win-win scenario in social media governance.

B. The Importance of Knowledge

The Critical Role of Knowledge in Digital Information Evaluation
Our findings demonstrate that Knowledge – operationalized as information's usefulness, reliability, and relevance – is a crucial determinant of content credibility in social media environments. The significant positive

relationship (β = 0.287, p = 0.004) confirms that users systematically evaluate content based on its informational quality and evidentiary support. These results extend [38] foundational work on knowledge-sharing into the contemporary digital landscape.

Behavioral Impacts of Knowledgeable Content: The analysis revealed that knowledgeable content consistently drives user engagement through:

1. Increased intention to use information (β = 0.275, p = 0.007)
2. Greater likelihood of interaction (β = 0.305, p = 0.004)

This pattern suggests that users do not merely passively consume high-quality information but actively incorporate it into their digital behaviors – a finding with important implications for content creators and platform designers.

Recommendations for Improving Digital Knowledge Exchange

Based on these results, we propose a three-pronged approach to enhance knowledge dissemination:

- Platform-level interventions: Development of reliability indicators and source credibility badges
- Educational programs: Media literacy training focusing on source evaluation and evidence assessment
- Content creation guidelines: The best ways to deliver thoroughly researched material in easily readable formats

These connections' strength points to a chance for social media companies to set themselves apart by creating knowledge-rich spaces that meet consumers' increasing need for trustworthy information.

C. The Ethical Dimension: Good Deeds

The Power of Ethical Engagement in Digital Spaces
According to our data, Good Deeds significantly influence user engagement, which are ethical behaviors such as sharing beneficial and truthful content (β = 0.422, p < 0.001). This implies that moral considerations heavily influence people's interactions with social media content, as consumers favor content that supports their values and advances society.

Trust and Sharing: The Ethical Advantage: Beyond engagement, Good Deeds significantly enhance:

- Perceived credibility (β = 0.341, *p* < 0.001)
- Willingness to share content (β = 0.352, *p* = 0.001)

These findings reinforce the idea that ethical behavior is a personal virtue and a key driver of trust in digital environments. Notably, this aligns with Islamic principles emphasizing righteousness (*Ihsan*) and social responsibility—a particularly relevant insight for Muslim-majority contexts like Malaysia.

Practical Implications for a More Ethical Digital Ecosystem
To cultivate healthier online communities, we recommend:

1. Platform Incentives – Reward systems for users who consistently share verified, beneficial content.
2. Ethical Design – Features that encourage source transparency and discourage misinformation.
3. Community Guidelines – Clearer framing of "Good Deeds" regarding constructive posting behaviors.

This research demonstrates that ethical content is morally preferable and behaviorally compelling. Social media platforms that actively promote integrity could see higher engagement while fostering a more trustworthy information environment.

D. The Limited Role of Happiness

The Limited Role of Happiness in Information Credibility
Our analysis reveals an interesting nuance: while Happiness was included as a core dimension, it demonstrated minimal influence on key outcomes. Specifically:

- No significant effect on perceived credibility (β = 0.115, *p* = 0.128)
- No meaningful impact on intention to use content (β = 0.098, *p* = 0.265)
- Only marginal association with engagement (β = 0.214, *p* = 0.128)

This suggests that while positive emotional experiences may slightly encourage interaction, they play a secondary role compared to Truth, Knowledge, and Good Deeds in shaping credibility judgments.

Contrasting with Existing Literature
These findings partially diverge from prior work (e.g., Kross et al., 2013) emphasizing emotional appeal's role in engagement. The discrepancy may stem from:

1. Cultural Priorities – Malaysian users may weigh ethical/factual rigor more heavily than emotional resonance.
2. Contextual Differences – Cognitive and moral factors likely dominate information quality (vs. entertainment/viral content).

Key Implications: For platforms targeting similar demographics:

- Fact-based and ethical content strategies may outperform emotion-centric approaches.
- Happiness-driven features (e.g., reaction buttons) could be deprioritized in favor of credibility indicators. This culturally situated insight helps refine digital engagement models, showing that not all drivers of "likes" translate to trust.

E.   Implications for Social Media Platforms and Policymakers
Practical Implications for Building a More Trustworthy Digital Ecosystem: This study yields actionable insights for multiple stakeholders invested in improving social media's information landscape:

1. For Social Media Platforms: Truth and Knowledge as Design Imperatives

- Fact-Checking Integration: Embed real-time verification systems to flag or demote unsubstantiated claims.
- Algorithmic Prioritization: Reward *truthful* and *knowledge-rich* content (e.g., expert sources, peer-reviewed citations) in recommendation engines.
- Transparency Tools: Give users contextual cues (e.g., "Source Reliability Ratings") to assess credibility at a glance.

Rationale: The robust effects of Truth (β = 0.312) and Knowledge (β = 0.287) on credibility signal that users inherently value accuracy and depth—platforms that institutionalize these values could gain a competitive edge.

2. For Policymakers: Ethical Frameworks for Digital Citizenship

- Incentivize "Good Deeds": Partner with platforms to recognize ethical sharing (e.g., badges for users who consistently cite reputable sources).
- Combat Misinformation: Leverage the strong linkage between ethics and engagement (β = 0.422) to design public campaigns framing *responsible sharing* as a social good.
- Cultural Tailoring: Adapt guidelines to local values (e.g., aligning with Islamic principles in Malaysia to resonate with users' moral frameworks).

3. For Educators: Media Literacy as a Foundational Skill

- Critical Evaluation Training: Teach users to interrogate sources using the study's dimensions (*Truth, Knowledge, Good Deeds*).
- Behavioral Nudges: Use the weak role of Happiness to debunk the myth that "viral = credible," redirecting focus to evidence-based judgment.
- Community Workshops: Partner with platforms to scale literacy programs, emphasizing how ethical sharing benefits collective well-being.

VI. CONCLUSION

This study introduces a new way to evaluate information quality on social media based on the timeless principles of philosopher Madani Al-Farabi. By testing four key factors - Truth, Knowledge, Happiness, and Good Deeds - we discovered what really matters when people judge online content. Our findings show that Truth and Knowledge are the most important for making information credible. When content is accurate (Truth) and well-supported (Knowledge), people trust it more and are more likely to share it. Good Deeds - like sharing helpful, ethical content - also play a strong role in building trust. Interestingly, while Happiness matters somewhat for engagement, it does not affect credibility much.

These insights are especially relevant for countries like Malaysia, where ethical values strongly influence online behavior. The results suggest that social media platforms should focus more on promoting truthful, knowledgeable, and ethical content rather than just chasing viral, feel-good posts. For everyday users, we should pay the most attention to whether the information is accurate, well-supported, and shared for good reasons, not just whether it makes us happy or gets lots of likes. The study gives social media companies, educators, and policymakers clear guidance on improving online information quality by focusing on what truly matters to users.

A.   Key Contributions
The study makes several important contributions to information quality and social media literature. In the first place, it incorporates Madani Al-Farabi's ideas into a thorough framework for assessing the quality of information, offering a distinct viewpoint consistent with moral and ethical standards. Second, the study provides valuable insights for enhancing the caliber of information on social media by highlighting the important roles that Truth, Knowledge, and Good Deeds play in influencing users' attitudes and actions. Lastly, the study adds empirical data from the Malaysian context to the expanding quantity of studies on the quality of information in non-Western contexts.

B.   Practical Implications
The results significantly affect educators, legislators, and social media companies. To increase the legitimacy of information, platforms should prioritize fact-checking and highlighting reputable sources. Policymakers' main priorities should be promoting moral content sharing and raising user media literacy. To prevent the spread of false information, give users the ability to assess material, and promote a critically informed online community, educators can play a significant role.

C.   Limitations and Future Research
It is important to take into account the limitations of this study. Initially, it was limited to Malaysian youth and middle-aged adults (18–40 years old). This implies that older persons or people from different cultural backgrounds may be unable to use the results. Future studies should test the

model in other places and with different age groups to see if it works everywhere. Another limitation is that we only asked people what they thought about information quality. People sometimes do not answer these questions honestly or accurately. Future research could see how people actually behave online instead of just asking them. This would give more reliable results.

The study looked at four main qualities of information (Truth, Knowledge, Happiness, and Good Deeds), but there are other important factors too. Things like how up-to-date the information is, whether it tells the whole story, and whether it is fair could also affect credibility. Future versions of the model should test these factors. We also mainly talked to experts about the qualitative part. Next time, including regular social media users in discussions would also be good. This would help us understand better how different people judge information online.

These limitations do not mean the study is useless - it still gives us important new Knowledge. However, fixing these issues in future research will help make the model even better and more useful for different situations. The findings are a good starting point, but more work must be done to fully understand the quality of social media information.

D. Final Thoughts

This research gives us a practical, ethics-based approach to improving social media content. By putting Madani Al-Farabi's timeless wisdom to work, we have created a model that highlights what really matters online: Truth, Knowledge, and good deeds. The findings show that focusing on these core values can make social media more reliable and valuable for everyone. While the study focused on Malaysia, its lessons about truthful information and ethical sharing matter to users everywhere. As we move forward, this research provides guidance to social media companies, educators, and policymakers. By designing platforms that reward accurate information and responsible sharing, we can fight misinformation while building online spaces people can trust. The digital world does not have to be a wild west of fake news and viral lies. This study proves there is another way - one that brings out the best in both technology and human nature.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest

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