**Believing in Credibility Measures: Reviewing Credibility Measures in Media Research from 1951 to 2018**

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**ABSTRACT:** Although credibility has been a key concept in communication research for decades, there still is no consensus on its conceptualization and measurement. Indeed, scholars have criticized the lack of theory-driven approaches, conceptual inconsistencies between sub-constructs of credibility, and the problems of applying them to the contemporary media environment. This literature review of quantitative studies of credibility published between 1951 and 2018 explores state-of-the-art definitions and measures of credibility (N=259). While most studies make a conceptual distinction between source, media, and message credibility, measurement scales do not follow this traditional trinity. We propose moving towards a new dual credibility model, instead.

**KEYWORDS:** media credibility, source credibility, message credibility, measurement

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