

**The Role of Satellite TV Channels as News Sources in
Libya: A study of university students**

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by

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ABSTRACT

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The Libyan media has dramatically changed in recent years. This has been most prominently manifest in the introduction of new satellite television news services. This thesis was designed to investigate two elements – patterns of news media consumption and news credibility in Libya. It examined the patterns of major local and international TV news services operating across different media, broadcast and print, and associations between Libyan students' consumption of different news media platforms. In this context, it investigated the news consumption habits of young people, with special attention paid to their consumption of pan-Arab news services broadcast via satellite television. It looked at the perception of gratifications students obtained from these news services. It also reported findings on students' perceptions of the credibility of two local, *Al Jamahiriya* and *Al Libiya TV*, and two pan-Arab TV news services, *Al Jazeera* and *Al Arabiya*.

In order to address the thesis research questions, a survey was administered to a sample of 400 undergraduate students at Al-Fateh University using a stratified random sampling approach, with the sampling *strata* set by demographic variables. The study found that the new TV news services played an important role in attracting young Libyans with information they desire. The spread of new news media sources (television, radio and print) in Libya has created a new type of customer that transcends national boundaries. Statistical analyses indicated that there are distinct news consumption demographic differences defined in part by news platform (TV versus radio versus print) and in part by the type of news provider (local versus non-local TV news services).

The findings were discussed in relation to the growing impact of international satellite broadcast news services and the need for local TV news services to find methods of making themselves distinctive in a way that provides an alternative but still relevant and valued news sources.

With regard to news credibility, in general *Al Jazeera* and *Al Arabiya* were given higher credibility scores than *Al Jamahiriya* and *Al Libiya* news services. Higher credibility ratings, however, were significantly correlated with an increased likelihood of reported watching of both local TV news services, but only one of the pan-Arab TV news services (*Al Jazeera*).

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ABBREVIATIONS

AD	After Death
ANN	The Arabic News Network
ART	Arab Radio and Television
AVM	Faculties of Agriculture and Veterinary and Medicine
BBC	British Broadcasting Corporation
BC	Before Christ
CNN	Cable News Network
DV	Dependent Variable
ESC	Egyptian Satellite Channel
GDP	Gross Domestic Product
GPC	General Press Corporation
IV	Independent Variable
JANA	Jamahiriya News Agency
LBC	Lebanon Broadcasting Corporation
LD	Libyan Dinar
LJBC	Libyan Jamahiriya Broadcasting Corporation
LNA	Libyan News Agency
MBC	Middle East Broadcasting Centre
NST	Faculties of Natural Sciences and Technologies
PBS	Public Broadcasting Services
RTM	Radio Television Morocco
SD	Standard Deviation
SSAL	Faculties of Social Sciences, Arts and Law
UAE	United Arab Emirates
U&G	Uses and Gratifications
UK	United Kingdom
UNESCO	United Nations Educational, Scientific, and Cultural Organization
US	United States of America
USSR	Union of Soviet Socialist Republics
£	British Pound Sterling
\$	American Dollar

Chapter 1 Background and Introduction to the Study

1.1 Introduction

The past decade has witnessed significant changes in the provision of news around the world. News flow has increased dramatically during this period, while technological developments have changed the media landscape (Gunter, 2010). The emergence of the Internet has provided a new news provision platform for established news suppliers, and opened up new access paths to audiences for new news providers, including private citizens (Allan, 2006; Gunter, Campbell, Touri, & Gibson, 2009; The Pew Research Center for the People & the Press, 2000).

The digitisation of mainstream media, such as television, has also increased the overall volume of news. Increased channel capacity has spawned many new TV news channels (Ghareeb, 2000; Gunter, 2010). These changes have created a much more competitive news marketplace and many established news operators have experienced difficulties in maintaining their customer bases, which has had knock-on financial effects. Many print newspapers have had to cut their staff numbers (Kinsley, 2006), while radio and television news rooms have also curtailed their operations to cut costs. Many news providers in the print and broadcast media have established new services on the Internet (Kinsley, 2006). They compete with each other on the same news platform. They also face competition from new news providers that operate only online (Vyas, Singh, & Bhabhra, 2007).

These changes have begun to affect the news landscape in Libya. The most significant development in this context is the emergence of new satellite TV news services (discussed in greater detail in Chapter 3). Also, more than 18 national and local radio stations have recently been launched (IREX, 2006). These services have proved to be very popular, so much so that their presence has given rise to anxieties among older, more established news providers in Libya, for example, *Al Jamahiriya* Satellite TV Channel fears losing its audience to *Al Libiya* Satellite TV Channel. There is, however, a dearth of data on how the changing news media landscape in Libya is affecting the public, and about public opinion concerning these developments. This study is designed to shed new light on these matters. It explores the use of news media in Libya and the nature of public perceptions about different news sources, both new and old. It also investigates which sources – old or new – have the greatest influence on public news awareness.

Much of the focus of this research is placed on the use and impact of new satellite TV news services. These services represent a range of dramatically different news formats from those adopted traditionally by indigenous national news operators. The way information and entertainment are being received in the Middle East has changed since satellite TV services began broadcasting (Ghareeb, 2000). News providers utilising these new media types can provide valued services by updating their users the moment an event occurs. However, it is important that 'these news services to be relevant and credible sources than to be just news' (Sopher, 2010). In this respect, the study concentrates on the news habits of Al-Fateh university students in Libya, who tend to demonstrate stronger news interests and more varied patterns of news consumption (Al-Asfar, 2002).

The thesis tracks news media developments in Libya over time and surveys news consumers for reactions to and opinions about different news suppliers. The research, therefore, targets news audiences with questionnaire surveys. Furthermore, this study focuses on viewers' opinions towards named satellite TV news services more than focusing on the news products themselves; therefore, much of this study measures reasons and news habits by investigating the consumption of news by university students. This research area has not yet been subject to deep investigation.

Audience perception regarding TV news content has long been of interest to mass media scholars (Ayish, 2004b; Bracken, 2006; Flanagan & Metzger, 2001; Gunter, 2005; Johnson & Kaye, 1998). Credibility can be seen as the most important element that relates to news media, which plays an important part in many human interactions (Gunter, 2005; Uslander, 2002). State media which operate over a country have to be seen as a 'credible source'. Establishing the credibility of state media can lead to public consumption of them; this overcomes the main problem with state media, in that they are usually watched less than private-media (American Public Media, 2011; Johnson & Fahmy, 2010). In recent years, questions have been raised about television news in the lives of modern media consumers who are presented with an increasing choice of news supplies, which could result in television news losing its attraction (Gunter, 2005). This study attempts to understand the relationship between perceived credibility and the levels of consumption of different news sources.

Before proceeding, it is essential to acknowledge that this study was carried out when the *Gaddafi* regime still governed Libya and before the mid-February 2011 uprising occurred in Libya. This study began in September 2008 and the main elements

of the study were undertaken at *Al-Fateh* University during December 2009 and January 2010 (see section 5.6). Therefore, it should be acknowledged that all the findings of the study pertain to pre-uprising Libya and its political circumstances.

1.2 Justifications for This Research

As will be seen from the literature canvassed, there has been no prior study done on the media in Libya which takes the present research track. This is a comprehensive study of news consumption and news credibility in broad terms, surrounding both local and non-local news media. This should be helpful to understanding of the news consumption patterns, news interests and credibility of news media in Libya, especially in this age of convergence. In this respect, it has been pointed out that the boundary between different media (TV versus radio versus print versus the Internet) has been blurred with global media developments (Gunter, 2010; Hansen, Cottle, Negrine, & Newbold, 1998; Ofcom, 2007a; 2007b).

1.2.1 Why This Study?

This study attempts to understand the relationship between students' consumption of different news services and their attitudes towards news suppliers. To do this, the study applies a quantitative research model through a self-completion questionnaire survey to gather more 'accurate' data based on Al-Fateh university students in Libya. It ascertains the relationship between the media consumption of the students and several pan-Arab and local TV satellite channels by investigating the ways in which they perceive news broadcast by *Al Jazeera*, *Al Arabiya*, *Al Jamahiriya*, and *Al Libiya*, and the role these TV services play in influencing their student viewers.

This study attempts to produce 'unique' data about the students, particularly among those who study at undergraduate levels. In this context, so far little research has been undertaken related to Libyan university students and news media consumption and credibility perceptions, apart from the few studies produced elsewhere by Boyd (1982), Sakr (2001), Karam (2007a), Lynch (2006) and Omar (2009). Therefore, the findings would be interesting in enhancing our understanding of the development of Libyan media, news satellite channels, news habits, and credibility perception, and the relationship of these to Arab/Libyan youth.

Another reason for undertaking this study is that it can be argued that the timing of this research is quite appropriate since, as has been observed, the global expansion of news has now reached Libya. People now perceive that they are closer to distant news

events than ever before. Notably, media developments have considerably improved the amount and extent of news circulation. Generally, media technology developments have made possible adequate and timely processing and dissemination of information (IREX, 2006; Mahmoud, 2010). The result is that media audiences can now follow events moment by moment (Barker, 1999). Meanwhile, politically, Libya has succeeded since 2000 in ending its international isolation. These changes have increased the growth of local media. New satellite TV channels and other media services have been launched recently in the Arab world, and some changes in appearance and content of the news on television have resulted (Rugh, 2004). This can give rise to sharper competition in the media world as new TV services ‘displace’ the old. As a result, new satellite TV channels in Libya, such as *Al Jazeera* and *Al Arabiya*, are able to provide news programmes which can ‘satisfy’¹ consumer demands (Amin, 2002; Ayish, 2002; Lynch, 2006; Rugh, 2004; Sakr, 2007b; Zayani, 2005). There is more competition between old TV and new satellite channels to cover and treat international news issues to ‘satisfy’ the diversity in audience interest.

Another area of concern is the relationship between news consumption and credibility. Scholars have delved into the relationship between credibility in news channels and news media consumption (Tsfati & Cappella, 2005). For example, there is supporting evidence that when it comes to international news affairs, people usually place a great deal of ‘trust’ in television as one of the most ‘credible’ sources of news (Friends of Canadian Broadcasting, 2009; Gunter, 2005). In this context, the new and old media in Libya offer a wide range of information about news and different interests. This research aims to survey students and their media consumption patterns and media credibility perceptions. It investigates which TV news channels are more likely to be ‘trusted’, new versus old TV. It also attempts to answer the question about the perceived credibility of named TV news services – *Al Jamahiriya*, *Al Libiya*, *Al Jazeera*, and *Al Arabiya*, and the differences between the surveyed students. In other words, it investigates which news sources are regarded as ‘the most credible’. The question is whether there is any evidence that old, established media is losing Libyan ‘public trust’, and if it is no longer the premier source of news in Libya.

¹ Throughout the thesis, the terms ‘satisfaction’ and ‘gratification’ are interchangeably used to refer to the same meaning.

1.2.2 Choice of Research Subjects (students)

The study aims to concentrate on student's perceptions of news, in particular undergraduate students. Those aged 17 to 24 have demonstrated modest interest in watching news programmes, but it is believed that their reasons for consuming news will grow as they become older and gain more responsibilities (Karam, 2007b; Ofcom, 2007a; Sopher, 2010). Libyan students have access to the usual sources of information such as TV, newspapers, radio, family, friends, and the Internet, but their reasons and information sources might be different from others. In general, young adults are seen as being the most likely group to spend their time watching TV due to having plenty of free time and often being jobless (Karam, 2007b) or through surfing the Internet (Rideout, Foehr, & Roberts, 2010; Sopher, 2010). It has been shown that young people aged 20 to 24 spend a great deal of time watching TV (Gunter, 1998; Karam, 2007a; Ofcom, 2007b); this applies particularly to females due to social customs and leisure time (Karam, 2007b; Sakr, 2001). Half of the young people in the UK follow news sometimes and more than 80% of them said they consider it is important to keep up to date with news and current affairs (Ofcom, 2007a; 2007b). High-educated people are therefore especially important as subjects of research into news consumption habits (Diddi & LaRose, 2006; Henke, 1985; Karam, 2007a; Kayany & Yelsma, 2000; Parker & Plank, 2000; Pew Internet & American Life Project, 2002b; The Pew Research Center for the People & the Press, 2002; Vincent & Basil, 1997).

Moreover, young Libyan adults are expected to obtain the greatest benefit from the development of new TV channels in Libya. This is due to three main reasons: their voices can be heard and presented via these channels, these channels are able to meet the wishes of young Libyans by providing the programmes they would like to watch on local rather than through non-local channels, and *in theory* most of these channels are made to meet the desires and demands of young Libyans; 'they are young channels for young people'. In addition, young people play an important role in developing media because they will be the primary users in the future market (Al-Obaidi, Lamb-Williams, & Mordas, 2004), therefore what they learn now will have bearings upon the future (Huang, 2009; Karam, 2007b).

Studies have shown that media producers and policymakers have been interested in young people's attitudes (Al-Asfar, 2002; Harmon, 2008; Karam, 2007b; Schlagheck, 1998). In Libya, Muammar *Al Gadhafi* often employed mass media to spread his opinions and speeches (American Public Media, 2011), thus students and other people

may follow different media to see the opinions of leaders that relate to their future and businesses that affect them (IREX, 2006). Young people have also come to the forefront regarding public action (Karam, 2007b), as they continue to mobilise for demonstrations and change. Studying Libyan students is, therefore, based on the interest of young people in mass media and the following other reasons:

- i. Students make up a particularly important population with which to explore news consumption patterns. Thus, the findings of this study can be linked to those undertaken already in different regions of the world. In other words, to continue searching on what we have already known about young people's news habits.
- ii. Students were found to tend to demonstrate stronger news interests. For example, it is found that in the UK the number of young people who claim that they watch news when something important or interesting is happening has increased from 33% in 2002 to 55% in 2006 (Ofcom, 2007a).
- iii. University students play an important role in the socialisation of news media habits, as they will be new consumers of media content (Henke, 1985). It is important to understand and predict future national media use.
- iv. The dearth of prior research on Libyan students and media data in English literature.
- v. To search for which media market is most used by university students to receive information.
- vi. It seeks to know what the students' reasons for using such news services are (Al-Obaidi et al., 2004).
- vii. In terms of viewing, private satellite TV channels become more popular than state-owned television in the Arab world (Karam, 2007a), since private satellite channels have provided their viewers with 'significant' new information which 'helps' them to develop their picture of the world. In Libya, it will be one challenge of this study to investigate the differences between *Al Libiya* as a new channel and *Al Jamahiriya* as an older medium.
- viii. It is assumed that the TV medium has the advantage of being one of the 'most common' sources of news (Al-Obaidi et al., 2004; Karam, 2007b; Norris, 1996; Robinson & Levy, 1986b; Rugh, 2004; Tewksbury, 1999) and a 'credible' source (Gunter, 2005; 2010; Hargreaves & Thomas, 2002). However, although people often claim it is their main news source, other

evidence suggests they learn more from newspapers (Cobb-Walgren, 1990; Huang, 2009; Kellermann, 1990; Zerba, 2004). In this sense, what the students' opinions on the news credibility of certain TV news services are will be investigated.

1.3 The Importance of the Study

This study is important as it aims to answer crucial questions about the patterns of news consumption in Libya. This means discovering which news sources are the most 'consumed' and 'trusted', with particular examples being *Al Jazeera*, *Al Arabiya*, and two local channels, *Al Jamahiriya* and *Al Libiya*. This topic is of value because evidence emerged indicates that the change in pan-Arab TV being broadcast by satellite rather than terrestrially has important consequences in terms of media development and public society (Al-Asfar, 2002; Al-Shaqsi, 2000). Consequently, these changes could have influenced audience consumption (Lynch, 2006), preferences and perceptions (Ayish, 2001; Karam, 2007b; Rugh, 2004; Wessler & Adolphsen, 2008; Zayani, 2005). Whereas, as the number of newly established satellite television channels has increased that impact, the number of programmes demanded by new consumers has also grown (Sakr, 2007b). For example, it has been found that the viewing figures for local television channels, such as *Al Jamahiriya*, have dwindled during the last two decades (Al-Asfar, 2002). In contrast, the number of people who watch international television channels has rapidly grown, especially with the exponential rise of *Al Jazeera* (Karam, 2007b); this might lead viewers to watch more non-local TV channels. Therefore, the study aims to investigate whether those who obtain news primarily through one news channel or news source are as likely to obtain more news from other sources. In other words, to find if there is any supporting evidence that greater use of one news source is associated with less use of any other news source.

Regarding the development of news media in Libya, it is worth investigating the variety in Libyan students' reasons for viewing TV throughout this transitional period for Libyan media. Of further importance is examining the level of credibility with which students see these four TV channels, and to ascertain how those who watch the channels also judge the qualities of their news provision. It should be noted that the development in Libyan media can be described as 'very gradual'. Moreover, this might not have fulfilled the aspirations of Libya's media, spectators nor audiences.

Another important aspect of this study concerns audiences (students) in Libya, and questions will be asked on how students' awareness and consumption of the news televised by named pan-Arab TV news channels reflects their 'trust' in what they view, especially as regards *Al Jazeera*, *Al Arabiya*, *Al Jamahiriya*, and *Al Libiya*. In other words, to what extent do the surveyed students believe these channels, and how far do they regard them as important sources of information?

Contrary to popular belief, *Al Jazeera* and *Al Arabiya* have 'rebuilt' the mode of Arab media styles and audiences' consumption (Amin, 2002; Ayish, 2001; Fandy, 2007; Lynch, 2006; Miladi, 2006; Rugh, 2004; Sakr, 2007c; Zayani & Ayish, 2006). If so, the question will be in which modes have these channels influenced the perceptions of news among the surveyed students? What do the surveyed students consider about these TV channels in terms of news consumption?

In addition, the importance of this study can be seen in its development of an academic perspective which started when the author taught mass media theories in a number of Libyan universities. He observed that there were 'significant' differences in perceived 'credibility' between news provided by international TV channels such *Al Jazeera*, and local ones. The author had the chance to meet and discuss with many Libyan students who often obtain news information from these TV services, and he has observed that the effects of these channels can be described as a new 'phenomenon' in the Arab world. It should be noted that *Al Jazeera* and *Al Arabiya* news channels have been studied by a number of international and Libyan academic researchers (Al-Asfar, 2002; Al-Ejme, 2008; Alzwai, 2003; Amer, 2001; Elshitawi, 2005; Fahmy & Johnson, 2007; Fandy, 2007; Jamal & Melkote, 2008; Johnson & Fahmy, 2008; 2009; 2010; Lynch, 2006; Omar, 2009; Zayani, 2005). However, so far no research has been conducted associated directly with credibility perceptions and local news, in particular *Al Libiya* TV, regarding their trust among Libyan students.

Furthermore, the advantage of focusing on the two pan-Arab news satellite channels and two local satellite TV channels is that it will be possible to draw significant conclusions that compare pan-Arab channels to local channels. Also, it can be helpful to find out about news consumptions and how surveyed students select their favourite news. It can also lead to promoting the Libyan media to improve their news programmes because they might need to enhance their skills to gain people's attention.

1.4 Objectives

The purpose of this study is to focus on how two major pan-Arab TV services, *Al Jazeera* and *Al Arabiya*, and the indigenous Libyan *Al Jamahiriya* and *Al Libiya* are consumed and perceived by their student viewers. It ascertains whether there is any correlation between the claimed use of local and non-local news media use. The study also contributes towards an enhanced understanding of news consumption patterns in Libya. It examines news consumption patterns to establish just how popular and, therefore, potentially influential the new TV news channels really are, as well as examining which news sources are regarded as the most credible. It is guided by the following objectives:

- i. To ascertain the surveyed students' awareness of news consumption of pan-Arab TV services, in particular their opinions and concerns regarding news broadcast by *Al Jazeera* and *Al Arabiya* on one side, and *Al Jamahiriya* and *Al Libiya* on the other as news sources. To investigate news consumption habits.
- ii. To ascertain the surveyed students' reasons for watching TV channels to comprehend the world around them.
- iii. Mass media can be used differently, so this study delves into whether heavier use of one medium is associated with lighter use of another medium. In other words, to find out whether the surveyed students who reported consuming one source on a regular basis also consumed other specific sources frequently as well.
- iv. To explore the argument that the viewing of local TV is 'displaced' by the viewing of satellite TV; this will be explored by looking at whether the introduction of new satellite TV channels in Libya is taking students away from local TV channels.
- v. To assess the media consumption habits, attitudes and interests of the surveyed students.
- vi. To know which TV news channels are more likely to be 'trusted', new versus old.

1.5 Statement of Research Questions

The current research has examined the nature of news consumption habits of university students in Libya. It places much of its focus on the use of satellite TV channels and in particular enquires into whether the emergence of new international, pan-Arab televised

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news services have taken students away from local TV news services. It examines the reasons students give for watching specific news services and their perceptions of the quality of news provision of new and old news services. The research questions are therefore concerned with where university students get their news from, where they go for news, what they think about different news suppliers, what they are most interested in learning about via the news, and also explores whether new or old news services have different impacts on current new agendas.

Below are the research questions that were addressed in this study. These research questions were divided into three main areas. The first set of questions are on news sources, including questions related to the importance of news, news interests, reasons for keeping up with the news and sources for news, these include:

RQ1: Which topics do Al-Fateh students consider to be news and which news topics they are personally interested in?

RQ2: What use do Al-Fateh students make of news and what gratifications do they derive from it?

RQ3: How much news consumption goes on amongst Al-Fateh students and which sources attract the most interest?

RQ4: Are there any similarities or differences between Al-Fateh students and young people outside Libya?

The second set of questions is related to news consumption patterns and relationships between consumption of different news sources, these include:

RQ5: which news suppliers are the most used by Al-Fateh students?

RQ6: Do new and old TV news media attract distinct audiences? And which, if any, news services are taking audiences (Al-Fateh students) away from others?

RQ7: What relationships exist between consumption of news services presented through different media?

RQ8: To what extent do reasons for news consumption predict viewing of news programmes?

RQ9: What are the key predictors of viewing of different newscasts?

RQ10: What are the key predictors of viewing old and new TV services?

The third set of questions is related to quality and credibility of news sources, these include:

RQ11: In general, how credible do Al-Fateh students perceive news on TV to be?

RQ12: Are some TV news services seen as more credible than others?

RQ13: How do local TV news services compare with international TV news services in terms of their perceived credibility?

RQ14: Is perceived credibility significantly related to level of consumption of different news sources?

RQ15: How satisfied are Al-Fateh students with the quality of televised news?

1.6 Problem

This study seeks to investigate the relationship between Libyan undergraduate students' consumption of Libyan and pan-Arab satellite TV news services and their perceptions of the credibility of these news services. In the Arab world, it is indicated that *Al Jazeera* and *Al Arabiya* have played increasingly 'significant' roles in influencing Arab viewers on some external issues.² These two news channels and the two Libyan channels have provided a 'large amount' of information and programmes in the form of direct daily newscasts, and investigations or interviews with key figures such as leaders or commanders, which may make their viewers feel more connected with current events. A consequence of this is that viewers might 'believe' the information being broadcast 'without' checking its 'validity' due to their 'need for information', since they may want to know the latest news by any means (Lynch, 2006), and they are eager for 'objective' information as well as 'diverse' analyses and viewpoints on the issues facing their societies (Ghareeb, 2000).

Browne (1982) indicates that international broadcasting is a purposeful attempt on the part of the media in one nation to reach audiences in other nations, such as *Al Jazeera* from Qatar and *Al Arabiya* from Saudi Arabia. The rationale behind this is to 'influence' viewers in other nations. The study, therefore, focuses on the relation to the impact of new pan-Arab satellite broadcast news services and the 'need' for local TV news services to find ways of making themselves distinctive in a way that provides an alternative but still relevant and valued news source. Is there any evidence, therefore, that local TV news services are losing 'public trust' and that they are no longer the 'main source' of news in Libya?

One of the questions of particular interest in this study pertains to whether surveyed students have seen news coverage on news services as being a 'credible'

² During the period from 2000 to 2011, the two satellite channels have witnessed some sensitive issues, such as: the Gulf War; the continuing problems in Palestine; the 9/11 attacks, and the general situation in Iraq; Lockerby; explosions in Europe; the execution of Saddam Hussein; the conflict in the Middle East area; the war in Afghanistan and the recent (r)evolutions in the Arab world, which have attracted Arab attention.

source of news or not. ‘Credibility’ is one of the principles for filtering unbelievable information (Wathen & Burkell, 2002). As noted earlier, viewers are less likely to rely on the media they do not perceive as ‘credible’ or less ‘trustworthy’ (Rubin, 1983; Towler, 2003). Therefore, ‘credibility is crucial for watching TV news programmes’ (Gunter, 2010, p. 93).

1.7 Thesis Outline

This thesis consists of two main parts, which are divided into nine chapters. The first part is divided into five chapters: the background and introduction is the first chapter and provides an overview of the thesis and its organisation. It presents the justifications of the study, the study’s importance and objectives. It also presents the statement of the research problem, which mainly delves into news media consumption in Libya and credibility perceptions.

Chapter Two discusses Arab satellite television services. It introduces historical accounts of Arab satellite TV channels. The development of pan-Arab TV since the mid-1950s is outlined, with further focuses on the satellite channels in the era of *Al Jazeera* and *Al Arabiya* TV services.

Chapter Three introduces the structure of Libya and Libyan media development. It starts with the background and general characteristics of Libya, which includes a country profile. The development of Libyan media since it began is briefly discussed with further details about newspapers, radio and television services. The main Libyan television news providers, financial features, problems of Libyan media and electronic news media are also discussed.

Chapter Four discusses the theoretical framework of the study. It reviews other research entirely related to news consumption patterns and news habits, gratifications driven from news, news quality and credibility. Given its concern with news consumption, the study discusses displacement theory and niche theory in respect of its theoretical foundations. The elements of these approaches and their previous applications in different aspects are at the centre of this chapter. It also reviews research on news credibility.

Chapter Five describes the research methodology and fieldwork approaches. Data were obtained by means of a self-completion questionnaire with undergraduate students. It provides details about the reasons for adopting the survey method for this

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study. The study area, the language employed and the design of the questionnaire are presented. The field study and the statistical analysis of the research are also provided.

The second part of this thesis, which is divided into four chapters, starts with Chapter Six. It presents the main results of the survey. It examines data on news interests and importance, and reasons for keeping up with the news. It explores news consumption habits and perceptions of the news provided by international and local satellite TV news services.

Chapter Seven examines news consumption patterns and the relationships between the consumption of different news sources. It looks at the relationships between self-reported consumption of news from specified channels or platforms, programmes and perceptions of the qualities of different news suppliers. It also reports whether new satellite TV news services in Libya that operate across the Arab world have drawn students away from the longer established local news services in print and broadcast media.

Chapter Eight presents the findings concerning the quality of and trust in news sources. It examines the perceptions of surveyed students towards specific TV news services regarding quality and credibility on these news sources. It reports whether students see news coverage on these named TV services as a ‘credible source’ of news, and which news sources are regarded as the most ‘credible’. It also examines whether students would like to see more, less or about the same amount of news topics on local TV channels. It explores how much they are satisfied with the type of news reported and provided by the named TV news services. That is, to indicate their opinions about the news coverage of geographic area regional TV news programmes.

Chapter Nine reviews the main findings of the study, re-visits the main research questions and examines the results of the study in the context of the theoretical frameworks reviewed earlier. In this chapter the limitations of the study and suggestions for further study are provided.

Chapter 2 Arab TV Satellite Services

Since television's beginning in the Arab world in the mid-1950s, there have been rising expectations about exploiting the medium to promote changes in different aspects, and mainly to promote the basic tenets of Islamic culture and political policies (Ayish, 2002).

2.1 Introduction

Technological developments have changed the media landscape in the Arab world. The emergence of new satellite TV channels has provided a new platform for news provision for established news suppliers and opened up new paths of access to audiences for new news providers, including private citizens. This chapter briefly lays out the history of television in the Arab world, with specific reference to the development of TV satellite channels and how Arab television has been controlled by regional governments. These governments and political bodies have controlled this medium predominantly to support their policies and interests. It then looks at the new era of television by introducing *Al Jazeera* and *Al Arabiya*.

2.2 Television History in the Arab World

For many years the media, including television, radio or newspapers, have played an important role in people's lives in the Arab world. This started in the mid-1950s when several Arab TV services were launched. These channels were operated from Morocco, Saudi Arabia and Kuwait (Ayish, 2001). Cultural revival and heritage survival were often the underlying principles of national and regional uses of television and other media (Ayish, 2002). In the 1960s, several other Arabic countries continued to operate their own television programmes when television services became an important medium in political mobilisation and national development. This led to several new Arabic independent nations introducing television which was dominated by their governments (Boyd, 1999).

These governments considered television, in particular news programmes, to be the main source of news for their citizens. Therefore, television services were mostly controlled by ministries of information, similar government bodies or powerful circles within the regimes (Rugh, 2004). Between the 1970s and 1980s, even though several Arab countries had by then launched TV services, they lacked programmes and materials as they faced the challenges to produce their own materials and products which could cover transmission time on a daily basis (Ayish, 2002; Rugh, 2004). These

countries, including Libya, relied upon imported programmes, which were mainly entrainment programmes, from the US, the UK and France (Boyd, 1999; Elfotaysi, 1996). However, Egyptian productions including drama and films were the major source of television serials on Arab television.

Further, the development of Arab world television since the 1980s has been marked by the increasing awareness among government information officials. News programmes were controlled by governmental officers to support their propaganda machines and focus on official business, which completely closed them to political opposition (Lynch, 2006), rather than being used as independent sources of information (Rugh, 2004). These governments put pressure on TV news gatekeepers to select certain topics which were mainly based on existing political, social and cultural arrangements such as Islamic culture.

It used to be that a single-channel environment provided Arab viewers with limited exposure to regional and international TV from neighbouring nations and around the world (Rugh, 2004). For example, the Libyan's terrestrial TV station *Al Jamahiriya* was the only channel providing Libyan viewers with local, regional and international news in the 1970s and 1980s, especially in the winter season or cold weather when most people were unable to receive neighbours' signals (Boyd, 1982; Rugh, 2004). In those days, news information was unattractive to Libyan audiences because of *Al Jamahiriya* TV and its sycophantic leadership. Like other Arab television stations, the channel not only lacked excitement and new technology, but also carried one-sided coverage making it repetitive and predictable (Al-Asfar, 2002). However, Libyans, like many Arabs, were able to watch other countries' television programmes (Omar, 2009). Libyans would be alternatively watching the Italian and Tunisia's televisions during the long warm summer months in the West of Libya (Boyd, 1982, p. 5).

Since the development of Arab television news in the 1970s a number of problems emerged, such as financial matters, insufficient local products, shortages of trained personal and governmental surveillance. These problems faced Arab TV systems until satellite channels expanded, when several Western programme styles were imported and allowed (Ayish, 2001).

2.3 The Era of Arab Satellite Channels

The development of satellite communication technology in the Arab world goes back to the mid-1980s when ARABSAT was launched in 1985. However, the entry of commercial broadcasters with technical and financial resources into the Arab TV world was not been an important development until the early 1990s (Al-Shaqsi, 2000). Therefore, in the 1990s the development of satellite systems and telecommunication technologies provided impetus to a direct broadcast satellite revolution in the Arab world (Boyd, 1999) where Arab audiences were able to view and follow what was going on in the other regions across the world. Satellite broadcasts began to have their major impact for the first time in the Arab media when they were used to transmit daily newspapers such as Al Hayat, edited in London but printed in some Arab capital cities such as Cairo, Beirut, and Riyadh (Ghareeb, 2000). Arabs gained their first taste of satellite programming by watching the Middle East Broadcasting Corporation (MBC) (Ayish, 2001) and then the Arab Radio and Television (ART), Lebanon Broadcasting Corporation (LBC) and Future TV in 1995.

According to Jamal and Melkote (2008), there are three types of Arab satellite TV channels – state owned, state backed and private owned. The latter seems to be the most popular among Arabic countries since The ART and Orbit have operated, though several are not free of charge. The state-owned TV channels are usually local TV channels which are operated by Arab ministries of information to ensure governments' political existence in terrestrial TV (Amin, 2002; Rugh, 2004). At this stage, Arab governments have considered the benefits of creating and operating their own direct broadcast satellite channels that could compete with international TV programmes and news. Lastly, state-backed TV channels are less common in the Arab world. These channels are independently operated and they started when *Al Jazeera* TV was launched in mid-1990s.

Historically, in 1990, Egypt, through the Egyptian Satellite Channel (ESC), was the first Arab nation to start satellite broadcasting. This was a long time after the idea of using an Arab satellite for developing Arab audiences was first discussed in Tunis by Arab Ministers of Information and Culture in 1967 (Karam, 2007a). They adopted this technology to support Arab information systems and the modernisation of mass media and communications in the Arab nations. Egyptian satellite TV (ESC) was followed by other Arab nations who usually changed their terrestrial TV channels to satellite

channels such as Tunisia's Channel-7, Libya's *Al Jamahiriya* TV, and other terrestrial TV channels (Miladi, 2006).

The development of Arab satellite channels always faced difficulties due to the control of regional governments on media outputs. As a consequence, several privately-owned channels transmitted from outside the Arab world, Europe in particular (Lynch, 2006), to avoid local government policies and their pressures. For instance, MBC, owned by the Saudi royal family, operated from London from 1991 and then was moved to Dubai in 2003. The channel used to be the primary provider of news and current affairs on Arab TV in the first half of the 1990s (Rugh, 2004), as it carried credible news programmes with Western-style reporting, and became one of the leaders in news and entertainment programmes (Ghareeb, 2000).

In addition, there is ART TV, a group of television and radio channels broadcasting a mix of programmes including several channels: ART Sports, Children, Music and Film. These are owned by Saudi businessman Salih Kamil and were launched in Rome between 1992 and 1996. The Arab News Network (ANN), owned by Syrian Rifat Al-Assad (the uncle of the current President Bashar Al-Assad), was founded in 1997 in London. Iqra, an Islamic-religious channel, was established in 1998 in Italy (Miladi, 2006). Its funding comes from advertising, sponsorship, and donations. In 1993, a satellite TV channel was launched in Jordan. Morocco followed by establishing its satellite channel RTM in 1994. The Lebanese Broadcasting Corporation (LBC), first established in 1985 as a terrestrial channel by Lebanese Forces militia, began to broadcast through satellite in 1997. It was the first Arabic channel to dub Mexican soap operas, which attracted many Arab viewers (Ghareeb, 2000).

Abu Dhabi satellite TV, a state-owned service, was launched in 2000 in the United Arab Emirates (UAE). It is operated by the Abu Dhabi Media Company (Ayish, 2001). It was the first channel which reacted to the success of *Al Jazeera* by copying its news format in order to gain back their viewers (Wessler & Adolphsen, 2008). During the Iraq war in 2003, the channel aired highly successful news programmes that were utilised and referred to frequently by the Iraqi Information Minister Mohammed Saeed Al-Sahhaf and Western media. The channel is described as the closest channel to *Al Jazeera* news as a competitor (Miles, 2005). Finally, the *Al Libiya* satellite channel, established in Libya in 2007, endeavoured to change its headquarters to Jordan and then to London (Cherian, 2011) in an attempt to avoid government pressure. However, such moves proved futile, as it became a state-owned channel in 2010.

These developments of the transnational Arab satellite channels have had a major impact on Arab viewers, which can be seen as a phenomenon that promised to change public opinion in the Arab world (Ghareeb, 2000; Kraidy, 1998). At present, the Arab audience is exposed to dozens, perhaps hundreds, of private Arabic TV channels via their own satellite dishes. These services brought to Arab viewers new programming types that continue to be distinctive features of Arab government TV services (Ayish, 2001). Although Arab viewers can watch several private-owned and state-backed satellite TV channels, they still watch state-owned TV channels which are directed by state governments.

Auter et al (2005, p. 191) described the emergence of new international TV services by stating that the ‘face of Arab television news has been changed, and at the head of this change was the *Al Jazeera* TV’, then followed by a number of other private-owned and state-backed satellite TV services. This has transformed the way information and entertainment are being received by in the Arab world (Ghareeb, 2000, p. 400). Prior to the satellite dishes, especially before the emergence of *Al Jazeera* TV, Arab viewers used to tune to outside media outlets, like the BBC World, CNN and the Voice of America radio to be well rounded with the happenings around the world (Ghareeb, 2000). In addition, media development has had a great impact on the government television audience, in that many Arabs have abandoned the regional government media in favour of international satellite channels (Ayish, 2001; Ghareeb, 2000).

2.3.1 *Al Jazeera* Satellite Channel

A Qatari-government owned satellite television service, broadcasting from Doha and called *Al Jazeera* was established in February 1996 (Ayish, 2001). It first started airing in November 1996 by broadcasting six hours a day (Zayani, 2005). The channel was funded with US\$150 million by Emir Hamed to construct its services (Fandy, 2007). It is described as the first independent Arab news broadcaster. It now broadcasts 24 hours a day without charge to audiences throughout the Arab world and around the world in both the Arabic and English languages (Sakr, 2007b).

Al Jazeera covers its business by advertising and selling its programmes to different companies (Jamal & Melkote, 2008). It has employed more than 350 media professionals, most of them with experience from the BBC Arab Service, CNN, Orbit Channels and other popular known media. The station’s high financial backing has

allowed it to open offices around the world (Zayani, 2005). However, *Al Jazeera* TV has been criticised by a range of commentators, from regional Arab (Ajami, November 2001) and Islamic governments to Western governments (Powers & Gilboa, 2007). In 2000, the Libyan envoy in Qatar was recalled following criticism of the regime by one of *Al Jazeera's* programmes (el-Nawawy & Iskander, 2002, p. 124). Moreover, Arab governments have described it as being operated by and working for Western governments, especially the US and Israel (Johnson & Fahmy, 2008) and have at least temporarily shut down its bureaus in their countries (el-Nawawy, 2003). This was clearly evident when its presenters and anchors infuriated much of Arab public opinion by inviting Israeli speakers onto its programmes (Zayani, 2005, p. 180), even though Arab audiences have adopted *Al Jazeera* as the most reliable source of news for Arab and international news (Lynch, 2006; Powers & Gilboa, 2007).

Currently, *Al Jazeera* has many different packages: *Al Jazeera* Sport +1, +2, +3, +4, *Al Jazeera* Sport HD, *Al Jazeera* Children, *Al Jazeera* English, *Al Jazeera* Direct, and *Al Jazeera* Documentary; in addition the ability to access its programmes via the Internet (Miladi, 2006).

As mentioned above, the *Al Jazeera* has high-quality presenters who have trained or worked for known channels such as the BBC (Auter et al., 2005), Orbit, and other Arab networks. Such presenters include David Foster, Darren Jordon, Hafez al-Merazi, and Faisal Al Kasim. The channel also employs professionals who know how to deal with camera positioning, news presentation styles and rhythm (Jamal & Melkote, 2008; Lynch, 2006).

Al Jazeera has brought clear images and news about wars such as Operation Desert Fox in Iraq in 1998, the second Palestinian Intifada in 2000, the war in Afghanistan and the Iraq war. This achievement was not celebrated by several Arab governments and their TV services, which pushed them to produce an extremely competitive and increasingly fragmented market which they called the 'moderate alternative' approach to *Al Jazeera* (Lynch, 2006, p. 43). This was made through alliances and co-operations between different mediums such as LBC and the *Al Hayat* Newspaper in 2005 to upgrade the news side of its offerings. Nearly every Arab country offered what they could to support Egypt television in its attempt to counter the development of *Al Jazeera*. Perhaps the most exciting of these challengers has been the Dubai-based *Al Arabiya* TV (Lynch, 2006, p. 43).

2.3.2 *Al Arabiya* Satellite Channel

Al Arabiya TV, the youngest Arabic news channel in the Arab world, was established in Dubai in 2003, only a month before the Iraq war. It is owned by Saudi Arabia and funded by the Saudi royal family (Zayani, 2005; Lynch, 2006; Fandy, 2007). It started with a US\$300 million budget from Saudi Arabia (Lynch, 2006). It broadcasts 24 hours a day with up-to-date news each hour. It is viewed free of charge. The channel carries news, current affairs, business and financial market reports, sports news, entertainment and documentaries. It is part of the (MBC) group which consists of MBC One, Two, and Three (Fandy, 2007). Its programmes have adopted the ‘unbiased’ vocabulary preferred by Arab and Western governments. Moreover, the main reason for establishing it was to respond to Qatar’s media attack, launched through *Al Jazeera* (Lynch, 2006). Its ambition is to establish itself as the responsible alternative to *Al Jazeera* (Lynch, 2006). It aims to provide ‘rational’ news coverage and avoid ambiguous agendas (cited in Wessler & Adolphsen, 2008, p. 442). Karam (2007b, p. 83) indicated that ‘*Al Arabiya* has limited scope for criticising several Arab governments’ policies such as the UAE and Gulf countries’. Zayani and Ayish (2006) explained that:

Al-Arabiya strives to match *Al-Jazeera*’s proclaimed independence while avoiding its provocative style, eschewing its sensationalistic appeal, insisting on making a clear distinction between fact and opinion, and steering clear from the politics of other Arab and especially Gulf countries. By and large, *al-Arabiya* pitched itself as a neutral channel that cares for Arab interests and staying away from pursuing ambiguous agendas and other parties’ interests (p. 483).

With other new TV channels, it is part of the new media platform which has attracted Arab viewers around the world, in that way intensifying ‘the withdrawal of Arabs from watching state-owned TV services’ (Lynch, 2006, p. 43). These new Arab TV services are able to reflect the Arab viewers’ opinions and interests.

2.4 Summary

This chapter has reviewed the development of Arab TV services in an age when satellite dishes have offered Arab viewers different options for information, especially entertainment and news from across the world. Thus, Arab TV services have undergone significant development in recent years as a consequence of the launch of satellite TV services which have expanded the range of channels and especially choice of news services. Prior to the arrival of satellite technology, the majority of ordinary people were

limited to one or two local state-owned TV services. These channels are directly controlled by the government or their ministries of information. This led to many Arabs turning to whatever foreign sources were available, such as the BBC World, before private and state TV satellite channels were introduced (Al-Asfar, 2002).

Several new Arab satellite TV channels were first born sprang in the Western media environment where there is less political pressure exercised on media organizations as well as this setting enjoyed an availability of advanced technological facilities. The emergence of new satellite channels such as *Al Jazeera* and *Al Arabiya* has established the notion that ‘the flow of information and news is not coming from the West only, and the world events are no longer covered by them’ (Harb & Bessaiso, 2006, p. 1075). The arrival of these news TV services is conceptualised as ‘alternative sources of information’ for most Arabs. These new international TV services have revolutionised the Arab world via challenging censorship imposed by the government-controlled media (el-Nawawy & Iskander, 2002). The next chapter examines the development of Libyan media and their impact on Libyan society and culture.

Chapter 3 Libya Structure and Media Development

Libyan government has set all the media agendas: radio, television and print media have all served as a means to promote the government's political, religious, cultural and economic programmes and to filter what receivers hear and see (Rugh, 2004).

3.1 Introduction

This section explores the development of the media structure in Libya, which has been affected by political, economic, culture and social changes in the last three decades. This chapter is divided into several sub-units. It starts with the background and general characteristics of Libya, including geography, population, history, political framework, and economy. It presents media development over the last 50 years. This is followed by an examination the Libyan press, press laws, and newspapers and magazines. It provides historical accounts of broadcasting (radio and television) in Libya, covering Libyan satellite channels, in particular *Al Jamahiriya* and *Al Libiya*. The Libyan news agency, the financial situation of Libyan media over the last 30 years, Libyan media problems and electronic news media are also described.

3.2 Background and General Characteristics of Libya

3.2.1 Geography

Libya is a country in northern Africa, 1,759,540 square kilometres (1,093,327 sq. mi) in area. It is the fourth largest country in Africa and seventeenth largest in the world. It shares borders with six nations: Egypt, Sudan, Chad, Niger, Algeria, and Tunisia. It is also on the Mediterranean Sea, with a coastline of about 1,770 kilometres (CIA, 2011). A greater part of the land is desert. The climate is Mediterranean, which means warm and dry summers, and cold and rainy winters.

3.2.2 Population

There are approximately 6,597,960 million Libyan citizens (CIA, 2011). The majority, 97%, are Muslims who belong to the Sunni branch of Islam, and 2 to 3% are Christians (World Facts Index, 2008). The age distribution is 32.8% aged between 0 to 14, 62.7% aged between 15 and 64, and 4.7% over 65. The median age is 24.4 years. The population growth rate is 2.06% (CIA, 2011). Socially, Libyans are described as mixed modern and Badu. Generally they are influenced by Arab-African culture. The vast majority of Libyans speak Arabic, however, in addition, other languages are spoken; rural groups in the south have different languages such as the nomadic Tuareg, who use

dialects of the Berber and Hausa languages. Many also can understand but not write Italian, English, and French.

3.2.3 History

The first inhabitants of Libya were the Berbers, around the seventh century B.C. Cyrenaica (now Benghazi) in the east, was colonised by the Phoenicians, and Tripolitania (Tripoli) was colonised by the Greeks. At the time Tripolitania was dominated by the Carthaginians. From 46 B.C to 436 A.D the city became part of the Roman Empire. Later on, Cyrenaica became part of the Roman Empire as well. In 642, both cities were invaded by Arab forces, and in the sixteenth century both cities were ruled by the Ottoman Empire. Therefore, the country has been influenced by numbers of foreign conquerors, such as the Phoenicians, the Greeks, the Romans, Ottomans and finally the Arabs. The latter established Islam in the early eighteen century (US, 2007).

In the modern age, between 1911 and 1934 there was fierce fighting between Libyans and Italian troops, finishing with the uniting of Tripolitania and Cyrenaica as the colony of Libya. During this time, the nation was a site of fighting in World War I and II. When the Italians lost the war against the Allies, Libya was governed by the British, French, and the US. In 1951, Libya became independent and its three geographical areas, Tripolitania, Cyrenaica, and Fezzan, were established. The official name was the United Kingdom of Libya, led by King Idris, for nearly two decades.

3.2.4 Political Framework

In 1969, a revolution was led by Muammar *Al Gadhafi* who invented his own political system, the Third Universal Theory (a state of the masses). The official name of the country is the Great Socialist People's Libyan Arab Jamahiriya. Tripoli is the capital. The political system is a combination of socialism and Islam derived in part from ethnic practices. The *Green Book* has been the constitution of the country since the 1970s. In this system the General People's Congress, whose members are elected by universal and obligatory suffrage across a pyramid of people's committees and local government, guides the country. The purpose of government is to serve as the intermediary between the masses and the leadership. The country is governed by Italian and French civil law systems and Islamic law. The system is supposed to be applied by the Libyan people themselves in a unique form of direct democracy.

3.2.5 Economy

Libya is a land of considerable agricultural potential and has a well-established industrial base. Libya has been dramatically developed since oil was found in late 1957, which contributes about 95% of export earnings. The oil is used to construct many facilities. Since 2000, Libya has had one of the highest per capita GDPs in Africa and has recorded favourable growth rates with an estimated 5.8% growth of GDP in 2007 (World Facts Index, 2008). The nation relies on oil, and the main objectives are improvements in agriculture, electrification, industrialisation, transportation, and housing (McDaniel, 1982). However, climatic conditions and poor soils harshly reduce agricultural crop output and, as a result the country imports around three-quarters of its food, consumer goods and textiles.

3.3 Media Development in Libya

The Libyan media, like other Arab media and social institutions, were affected by the government authorities during colonisation. As a result, the press and journalists had to follow official government policies (Rugh, 2004). The following sections shed light on the development of Libyan media beginning with the press.

3.3.1 The Libyan Press

This section discusses the development of the Libyan press since the Ottoman Empire through to the present day. It also presents the laws which have and continue to guide journalism and journalists, as follows:

1. During the Ottoman Empire

Cyrenaica and Tripolitania saw no press development during Ottoman rule. Nonetheless, some publications were started in 1827 by the French foreign counsels in the form of a newspaper called *Al-Munaqqib* (The Investigator). It was available to people who read and understood French (Mezran, 1994). In 1897, an Arabic newspaper called *Al-Taraggi* (Progress) appeared as the first Arabic political newspaper in the country. While the country was controlled by the Ottoman Empire under-Sultan Abdal-Aziz a few items of news were written in Arabic and Turkish in a newspaper called *Tarablus Agharb* (Tripoli of the West) (Martin & Copeland, 2003). The newspaper published news which was related to the Empire in Turkey and the Sultans' news and their families, more or less only covering the elites. At this time people were unable to obtain newspapers because of the expenses of paper, as well the inability to read or to write.

2. Prior to Independence

As mentioned earlier, in 1911 Italian troops took Libya after aggressive fighting with the Libyans and Turks. The country was colonised by Italian Fascists, who began what would become the most severe occupation experienced in modern Libyan history. The colonists did not educate citizens, even though some roads, civic buildings, schools, and hospitals were constructed for their use. As a consequence, the percentage of the population who were unable to read and write was very high and poverty was pervasive in this period. Regarding the press, the *Tarabulus Agharb* was replaced by an Italian newspaper called *Jaridat Al-Italia Al-Jaridat* (the New Italy Newspaper). It consisted of both Arabic and Italian languages (Mezran, 1994). There were no Libyan run newspapers. This did not help to improve the press in Libya. Rugh (2004) indicates that “press development in Libya was even slower, due primarily to the small size of the literate populations. Libya had no Arab-owned newspapers before independence in 1951” (p. 45).

3. After Independence

The post-independence period of Libyan history consists of two different times that have affected the development of local newspapers in Libya; these are the period since independence to the revolution of 1969, and the post-revolution period.

A. From 1951 to 1969

After independence, the United Kingdom of Libya was economically and socially exhausted. People were living at a subsistence level, there were socioeconomic problems, a depletion of resources, health service problems, and a lack of education (Abu-Nasr, 1971). At that time, the majority of the citizens in the Kingdom lived below the poverty level. Newspapers were struggling in this time. However, several different Libyan parties and groups published a number of daily and weekly newspapers reflecting their allegiance to one of the ideologies: communist, capitalist, or Nasserite (those who followed the thoughts of Gamal Abdel Nasser, the Leader and President of Egypt 1953-1970), and also from conservative and religious standpoints. As a result, the government began to restrict the press. Meanwhile, the regime published its papers in Tripoli and Benghazi. Libyan journalists were also employed by British-owned papers (Rugh, 2004).

B. From 1969 to 2010

The revolution of 1st September, 1969, by a group of military officers led by *Al Gadhafi*, set the political, economic, and social structures of Libya based on Gadhafi's

theory; Libya became united under one political and economic entity. Several rules had existed under the King's rule were renewed based on the changes to the country. Officially, the Libyan state owned all the media suppliers, and according to the *Green Book*: "the press is a means of expression of society and is not a means of expression of a natural or corporate person. Logically and democratically, the press, therefore, cannot be owned by either of these" (cited in Ghejam, 1990: p. 237).

Therefore, individuals are not permitted to own newspapers, only government organizations are allowed (Human Rights Watch, 2006). However, since 2005, private Libyan satellite TV channels have been launched as a new media development (Cherian, 2011). The newspapers are designed to be 'impartial', thus they are organised so as to help people to find the right way of making their decisions without being influenced by any 'single ideology'.

Theoretically, people are free to express their thinking, feelings, and beliefs based on social rules, and newspapers are seen as one medium through which state development can take place. Thus, society is the only owner allowed to organise the media, and in the media anyone can express oneself as an important person in a collective group (Ghejam, 1990).

3.3.1.1 The Press Laws

As mentioned earlier, the state owns and controls almost all the media under laws made after the revolution. The concept of the mass media owned by individuals is not acceptable to the regime. In comparison to other ideologies, mass media in Libya are different from those that existed in the former USSR, and current mass media in Western countries, led by the US. In Libya, mass media is used to provide knowledge, teaching and culture to Libyans. In other words, it is a tool which can be used not to gain profit or used as trade. The regime believes that there should not be a trade in knowledge or culture.

According to the law, there are four different languages used to publish newspapers, which are: Arabic, English, French, and Italian. Several international publications are allowed to be distributed in the country. However, this is under strict rules and their entry to the country may be prohibited. In 1993, the government issued new laws to restructure the print media, which merged all the press into one institution called the National Press Organisation. This law was known as decree No. 246 of 1993.

The General Press Institution was launched in 1993 under the decree No. 17 of 1993, issued by the People's General Committee. The launched was amended by the decree No. 246 of 1993, and this institution modified its name to the General Press Corporation (GPC) in 2001 under the decree No. 180 of 2001 that is linked with the Ministry of Information based in Tripoli. The main aim of the organisation is:

- Raising public awareness of the contemporary world, Arabic and African issues, to enlighten public opinion on different world ideologies, in a way that helps to achieve the objectives of the Libyan revolutionary ideas.
- Shedding light on the Al-Fateh revolution's achievements and successes on both the state and international fronts, indeed, creating an intellectual and spiritual bond among the Arab people and the African continent.
- Reflecting the true reality of Libyan society and emphasising its international, African, and Arabic historical context.
- Building up a new generation of journalists, writers, and thinkers that respect Islamic ethics and values, and beliefs in the values and targets of the Al-Faith revolution of 1969.

To achieve these objectives the people's state have to:

- Create specialised press centres for publishing, advertising and distribution.
- Own and publish the social, cultural, economic and political newspapers and magazines.
- Cooperate with different counterparts that share common national and international aims.

3.3.1.2 Newspapers Published by the General Press Corporation (GPC)

Al Shams Newspaper (The Sun), which is a 12-page daily newspaper established in 1962 by *Al Gadhafi* when he was a student at high school, although it was later closed in 1962. After the revolution, *Al Shams* began be published by the GPC under decree No. 47 of 1993. This newspaper has many different sections: political, economic, social, cultural and sports. The number of copies published is about 10,000 daily.

Al Fajr Al Jadeed Newspaper (The New Dawn), which was first published in 1972 and is an 8-page daily newspaper. Since 1993 it merged with the GPC by decree No. 376 of 1993. It has four main sections: political, economic, social, and cultural and sports. The number of published copies is around 10,000 daily.

Al Fajr Al Jadeed Newspaper also began to be published in English in 2000; this edition is primarily aimed at non-Arabic speakers inside and outside of the country. It is issued by decree of the Secretary of the General Press Institution, No. 310 of 1999. It is interested in the distribution of news and activities of the Masses of the People's Congresses, and how the people's authority is exercised. It also provides, like other local newspapers, definitions of the theory of authority as well as third-world news, Arabic and African world news, and the achievements made in the country by the 1969 Revolution.

Al Jamahiriya Newspaper (The People's Republic), which is a 16-page daily newspaper that describes itself as a diverse and comprehensive newspaper. It was established in 1980 by the revaluation boards communications office, and then the newspaper is issued by the GPC. The circulation is around 10.000 copies daily.

Al Zahf Al Akhder Newspaper (The Green Marsh), which is a 6-page daily newspaper, was first published in 1980. It is an ideological organization newspaper. *Al Zahf Al Akhder* is run by Libya's Revolutionary Committees Movement. It deals with explaining the Third Universal Theory, and spreading the notion of new democracy from different perspectives. It is based on *Al Gaddafi's* fundamental ideas.

Kul Al Funun Newspaper (All the Arts) is a bi-monthly newspaper specialising in distributing news, sports, and the arts; it was established under decree No. 267, 2002. The aim of the newspaper is to publish the news of local and Arab artists. It is published by Al Jamahiriya Broadcasting Corporation.

Al Jamahiriya Al Youm (Al Jamahiriya Today) is the first electronic newspaper published in Libya, issued under decree No. 13 of 2003 by the GPC. It publishes the most important news, articles and analysis on other newspapers or the Internet, and relies on Jamahiriya News Agency sources.

It should be noted that the above newspapers are provided with news by the Jamahiriya News Agency (JANA) which was founded in 1964, and the Voice of Africa, which are owned by the government. However, some companies have been permitted to publish a new newspaper. This is described as a new line of media development (Reporters without Borders, 2008).

3.3.1.3 The New Newspapers in Libya

Since 2003, Libya has made steps to return to the international community after thirty years of international isolation. The end of diplomatic isolation has had a number of effects on the country's economy and media, and has widely changed political conditions inside and outside the country (Reporters without Borders, 2008). In terms of print media, several newspapers were established which are described as non-government media – *Oea* and *Quryna* newspapers are the most obvious change. This can be seen as the beginning of the establishment of media institutions independent of the government (IREX, 2006).

Oea Newspaper (The Greek name of Tripoli) is a non-government media established in 2007. It has a different, smarter layout in comparison to other local Libyan newspapers and it was launched by *Al Gaddafi's* son, Saif al-Islam. It is owned by the firm Al-Ghad Group for Media Services (IREX, 2006; Reporters without Borders, 2008), and it is considered to be following a new liberal line that focuses on the development of new media and is more open to public opinion (Arab Press Network, 2007).

Quryna Newspaper (The Greek name of Benghazi), another non-government media, was published in August 2007. It has the same rules as *Oea*, and is also owned by the firm Al-Ghad Group for Media Services. It started by publishing a low number of pages until it published the current 32 pages, in addition to eight specialised supplements – sports, accidents, heritage, economic, cultural, arts, tourism, and *Lamp* (for children) (Quryna, 2011). It covers local news, the Arab world and world news.

Oea and *Quryna* can be primarily read online rather than as hard copy. These newspapers were published online and have proved to be quite popular with readers. The nature of Internet publishing also means they benefit from production efficiencies and economies as compared to the publication of hard copy newspapers. It is easy for them to reach a wide readership everywhere in inside and outside the country by using the Internet.

3.3.2 The Libyan Magazines

During the second Ottoman Empire seven magazines were published. In 1889, *Majallat Al-Funnun* (Magazine of the Arts) was the first Arab magazine published. It was 23-pages in length and consisted of topics related to agriculture, geography, and nature (Mezran, 1994). During World War I, many magazines were established. After 1969,

the Ministry of Information and Culture published a number of new magazines in Arabic such as the following:

Al Bait Magazine (The House) was the first women's monthly magazine, which began to be published in 1965 with a focus on questions concerning Libyan women and children. It was first issued under the name of (Woman) and then changed to (The House) as a broader term that includes men, women, and children, so as to change the relationship between men and women according to the concept of the new society where both are equal. The magazine aims to show women's literary activity and show what women can do to express their views and to defend their rights and earnings.

Al Amal Magazine (The Hope) is a magazine which focuses on children's interests; it started in 1975. It has its own list of goals related to children's physical and moral well-being. It aims to broaden the child's intellectual abilities and to enhance the children's cognitive abilities through scientific methods using stories and cultural, social, sporting and religious material.

Al Edaaha Magazine (The Broadcast) is published by Libyan Jamahiriya Broadcasting Corporation, and concentrates on media affairs.

Dirasat Magazine (Studies) is a session research magazine issued by the World Centre for Studies and Research of the Green Book; it was established in 1981.

New Africa Magazine is published as a weekly magazine, temporarily being published on a monthly basis under decree No. 62, 2002. It is interested in 'the new Africa' and publishes articles, in-depth analysis, political and economic news, and other international issues. The magazine aims to define the role of the nation in the African continent and to spread the thinking, principles, and goals of the Libyan Revolution in international forums.

3.3.3 Libyan Radio

Historically, local radio has been operated and controlled by the local government, in whatever it took. This section briefly explores the developments of radio in Libya.

A. Prior to Independence

In the mid-1930s, the first radio service was launched in Libya. In 1937, an Italian radio station broadcast from Rome to people who lived in Tripoli, Benghazi, and other cities; it was used to persuade local people to stop fighting against Italian troops and join with

them under the Fascist umbrella. People listened to radio in cafés, restaurants, and fields in groups by using loud speakers provided by the Italians (El-Zilitni, 1981).

In 1949, some programmes were broadcast by the British Administration in Tripoli and Benghazi for a few hours a day, mainly consisting of old Arabic songs, English lessons, and one newscast (Al Sharif, 1992). In mid-1954, another radio station was launched in the eastern part of the country, which aired from Tobruk, and was operated by the British Army (Elfotaysi, 1996). The BBC also aired from a radio station in the Western region based in Tripoli.

A few Libyan people were able to hear programmes from the US radio station from Wheelus Air Base in Tripoli. The programmes were aimed at supporting the American servicemen stationed in the country. The broadcast service was provided in Libya until the US servicemen had to leave the country in 1970 (Elfotaysi, 1996).

B. After Independence

When the revolutionary regime came to power in 1969, it devoted a high level of attention to radio, endorsing its expansion so that it could be utilised as a political tool in the “era of the masses” (Ghejam, 1990, p.324). The first act of the revolution was to control all aspects of the state. Therefore, all foreign broadcasters were expelled. The new country had to start with a single medium wave service in Tripoli area, the Eastern part of the country, and in the South (Sebha) (Boyd, 1982) with short wave service and a small broadcasting staff. A minimum of two hours’ programming in the native language of the area was provided. Moreover, radio was under the direct control of the highest governmental levels (the Secretary of Information and Culture).

In the evening, a radio station in Tripoli and Benghazi provided two hours of programmes for European speakers in English and French (Boyd, 1982). The majority of programmes were news, music shows, and the religious beliefs and practices of Islam. Often programmes were broadcast from transmitters in the East and West of the country. Besides the old radio station there are two other radio stations in Tripoli, which are the *Radio Voice of the Koran* and *Voice of the Arab homeland* (Boyd, 1982). The name of the latter has been changed many times due to the changeable political situation, and the station is currently known as the *Voice of Africa*.

Internationally, the *Voice of the Arab homeland* is a station which broadcasts programmes to neighbourhoods, and aims at dealing with Arab issues. It relies upon the Green Book, which encourages Arab listeners to challenge Arab unity (El-Zilitni, 1981; Vandewalle, 2006), and thus the station usually criticises Arab government systems. It

includes a specific programme known as “The Voice of Friendship and Solidarity” (Boyd, 1982: p. 191) which encourages the Arab peoples to hold the authorities to account for their decisions.

Since late the 1990s, the development of Libyan media has allowed several radio stations to become established that provide local news and social activities. Examples of these are Tripoli FM Station, *Al Shbabiyah* Radio, *Al Libiya* FM, *Al Toratiha* Station (Heritage), *Al Hedaya* Station (Guidance), Holy Koran Station, and *Al Thaybat* Station. Interestingly, the number of radio stations has been sharply rising in recent years. The government has launched about eighteen stations, and each county now has its own radio station.

3.3.4 Libyan Television Broadcasting

Discussion will be made about how Libyan broadcasts have developed over the years. It should be noted that there is no specialised satellite news channel such as BBC24, CNN or *Al Jazeera* news, in Libya; rather news programmes are broadcast on television channels that also carry other types of programming. In addition, looking at the history of Libyan television and how it has developed, it can be argued that Libyan television is very much affected by the new look of Arabic satellite channels (Al-Asfar, 2002).

A. Prerevolutionary Television Broadcasting

The history of broadcasting in Libya dates back to the mid-1950s. In 1956, the Kingdom started to provide a television transmission service. However, the first television station was operated by US forces and programmed in the American culture, it was also only broadcast for a very short time (Al-Asfar, 2002). The TV channel offered some programmes to local Libyans, such as twenty minutes for entertainment, fifteen minutes for local issues, and twenty-five minutes for introducing American culture (Elfotaysi, 1996). In 1964, a few local programmes were presented by the Libyan radio station (El-Zilitni, 1981). Libyans were also able to receive some TV channels from neighbouring nations, mainly Tunisia and Italy and also from the Wheelus Air Base Station, which was the earliest television station in the Arab world (Boyd, 1982).

It was not until late 1968 that the first Libyan TV channel started in Tripoli, which was administered by French technicians (Boyd, 1982; Elfotaysi, 1996). Most of the staff and programmes were imported. The channel was begun by using equipment, broadcasters and professionals who were employed by the radio station, and it even

used some of their programmes (Rugh, 2004). Initially, television broadcasting covered just the Tripoli and Benghazi areas, with the latter receiving programmes from the British Forces Broadcasting Service in Tobruk (Frost, 1970). Five to six stations were operated between Tripoli and Benghazi, but owing to the large area and poor transmitters, most Libyans were not able to watch the channel's programmes (Elfotaysi, 1996).

B. The Revolution and Broadcasting

In 1969, after the Libyan Revolution, both radio and television became more important facilities, especially television broadcasting. According to 'the masses of state', the new government believes that the mass media is an important medium which could be used to develop society (the masses) by enlightening and informing people about the government's policies. The Revolutionary (1969) held the view that

"Developments should include every part of Libyan society and many aspects of citizens' lives. Television broadcasting needs to be improved by the foundation of new television transmitters-microwave, submarine and ground cables and the establishment of a new television building, which would contain the most advanced broadcast equipment" (p. 15).

It is argued in some literature that authoritarian regimes see mass media generally as a threat to their power, and they attempt to control its use. In Libya, for example, mass media must be registered with the government directly. Ghejam (1990) pointed out that it is the purpose of mass media "to enhance the right of members of the public to know in order to make decisions for themselves" (p. 332).

3.3.4.1 The First Libyan Television Broadcasting

Al Jamahiriya TV Channel (The Masses) was the first Libyan television channel, launched in 1968 (Boyd, 1982; El-Zilitni, 1981); it is the only national terrestrial TV station run by the Libyan Jamahiriya Broadcasting Corporation (LJBC) (cited in Menassat, 2011). The Channel is state-owned, and started by broadcasting almost all radio programmes from the Quran, newscasts, and some Libyan national songs. Even though the channel broadcasts a range of different programmes, they are described as boring, of low quality, and the channel has the reputation of being very traditional (Al-Asfar, 2002; Elfotaysi, 1996). For example, on Fridays it airs the Friday prayer programme for around two hours. Interestingly, in its early days, commercial advertisements were not aired due to government policy. Moreover, all broadcasting expenses are paid by the public through the national budget (El-Zilitni, 1981).

However, nowadays the government allows the use of advertising in some of their entertainment programmes as a resource to finance the local media. This is a kind of openness and development in the local Libyan TV. The channel follows the government line by airing the Libyan ideology's 'Third University Theory'; however, the channel aims to be both a news and entertainment channel and therefore aims to provide programming that meets the people's 'needs' and interests. The channel has five news programmes aired in the Arabic language, one in English and French, and special news for people with hearing and speech difficulties.

The main news programme is *News 21:30 Clock*, which is around 45 minutes to an hour in length and concentrates on Gadhafi's activities and government news; it also focuses on international news that relates to the government. Since the channel was established, the main newscast has lacked sports, entertainment, or arts news. Therefore, the majority of this channel's news programmes do not attract Libyan viewers' attention, in particular it is unpopular with young adults. Studio equipment, sounds, presenters, pictures, and new technologies are used inadequately. A number of employees are also inexperienced and poorly-trained, and guided by old, ideologically-inclined editors. One could indicate that programming on this channel is very limited, compared to what is offered via satellite.

3.3.4.2 The Libyan TV Satellite Channels

The media industry has been experiencing significant growth in the Arab world during the past two decades (Lynch, 2006; Rugh, 2004). There have been major changes from analogue TV channels to satellite channels and digital channels, and now the Internet. This has applied to radio and newspapers as well. The development of these changes has the potential to reshape the whole picture in the industry. Positively, progress characterises the developments in the Libyan media sector over recent years, although the changes have not been so dramatic in Libya where changes have been great in countries such as Lebanon and Egypt.

Moreover, there is a demand for more TV channels and satellite access, and pressure is being put on the government by the public. This is forcing policy-makers to implement a more amicable approach to the mass media of Libya. As mentioned above, there used to be only one main channel, but the number of channels has now significantly increased, with the first Libyan satellite channel being launched in 1996. As a result of developments in Libya, people were able to compare the programmes

broadcast between the local satellite channels and other satellite channels from outside the nation (Al-Asfar, 2002). However, it is argued that the younger generation of Libya do not watch very much of *Al Jamahiriya* Channel (Terrestrial) and *Al Jamahiriya* Satellite Channel. The reason might be that local channels are considered to be not as interesting as international channels because their news broadcasts focus primarily on the activities of the government (Al-Asfar, 2002).

Receiving and Re-transmitting Satellite Channels, *Shah* (Bright) was launched during the early 1990s as the media sector began to start to make a profit. In 1994, a new private cable company was established which aimed to re-broadcast several Arabic and foreign satellite TV channels to those who paid a fee by a wireless cable system. This was the first time that the Libyan government allowed a private company show programming in Libya (Al-Asfar, 2002). At the beginning of this venture there was a sharp increase in the numbers of people watching these TV channels, with 46,720 families subscribing by 1997.

During the 1990s, the spread of satellite dishes was limited to elites or wealthy Libyans who could afford dishes and the mandatory electronic devices needed to decode incoming signals. The adoption of satellite TV was very expensive as the price of one dish (1.5 metre, 6-feet) was almost more than £2000 (4000 Libyan Dinar) so ordinary people could not afford this technology until the late 1990s. Since 2000, several technology and economic changes (the breaking of Libya's international isolation) made it possible for a majority of Libyans to own a satellite dish. As a result, Libyan people have been able to afford satellite dishes for just less than £150.

This lessening in the cost of owning a satellite dish caused the number of people watching local old channels to significantly decrease. The evolution of satellite technology also enabled Libyans to receive signals with only small and often locally-made dishes. Currently, a fifty-centimetre satellite dish costs no more than £100 including installation charges, sometimes installation is free as people are now able to do it themselves. Although the exact number of satellite dishes in Libya is not known, Al-Asfar (2002) estimates the total at between 350,000 and 450,000, with as many as 800,000 viewers. Satellite dishes provide Libyan audiences with an opportunity to view a greatly increased variety of programming from a number of both government and non-government channels. A number of Libyan satellite TV channels are already on the air, but others are pilot broadcasts, such as Africa Satellite Channel, 9-9-99 TV, Libya

Educational 2, 4 Channels, and *Al Jamahiriya Sport 2* Channel. The next few paragraphs discuss only the satellite television channels which can be viewed in Libya via satellite dishes and are free of charge.

Al Manawa TV (The Diversity) was launched in 1995 and is state-owned. It broadcasts some programmes which are related to Islamic society and culture. The main programmes provided are local events, news, sport, and cultural activities. Also, it concentrates on contemporary and traditional Arab music and children's programmes.

Al Jamahiriya TV was established in 1996 and is owned by the state. Like some new Arab satellite channels, however, the channel had to repeat all of *Al Jamahiriya* Channel's (Terrestrial) programmes due to financial resources. Therefore, Al-Asfar (2002) suggests that the *Al Jamahiriya TV* (Terrestrial) and satellite channel should be independent in its financial resources, facilities, and staff. Despite the tough financial resources it cannot be denied that some noticeable improvements have taken place in the channel over the last few years, compared to the news that was being broadcast before 2005. *Al Jamahiriya TV* satellite today offers news coverage of international appeal and gives more space to international affairs than local ones.

Al Jamahiriya now broadcasts a diverse range of programmes on the official Libyan television channel. The programmes are cultural, entertainment, arts, sports, drama serials, and news. Regarding news, the channel has five main newscasts per a day, starting with news at 10:30 in the morning followed by news at 14:30 and 18:00. The latter newscast includes news for disabled viewers who are hard of hearing, and news at 21:30. The channel finishes its programmes with news at midnight. It also broadcasts two different news programmes for those who are not native speakers; one newscast airs at 12:00 in English and another newscast at 16:00 in French.

Al Jamahiriya broadcasts the same News at Nine Thirty which is *Al Jamahiriya TV* (Terrestrial) is broadcast every day. This news is the main evening news programme broadcast daily. For a long period this news has been considered to be the most watched news programme in the country, but since 2007 it has been overtaken by *Al Libiya TV*, the first privately owned media broadcasting channel in Libya. Currently, the channel plans to air a short economic-news programme twice a week on Wednesday and Sunday at 21:30. This news programme is anticipated to take about 10 minutes and will focus on economic affairs news both inside the country and around the world. It should be

noted that this programme used to be a separate programme before the changing of news schedules and styles.

Al Nadi TV (The Club) was the first sport channel founded in the 1990s in Libya, and it focuses on broadcasting local and national sporting activities. It fulfils the 'needs' of Libyans for local and national news related to sport. The majority of employees are borrowed from *Al Jamahiriya* TV satellite channel. Its programmes are high production values.

Al Libiya TV is a non-governmental channel that was established in 2007, and it is supported by *Al Gadhafi's* son, Saif al-Islam (cited in Menassat, 2011). It is owned by the firm Al-Ghad Group for Media Services (IREX, 2006; Reporters without Borders, 2008). The channel consists of a group of professionals in the field of new television developments. It is described as introducing a new look to Libya's media and providing alternative news and diversity programmes. The staff state that they believe in their jobs and that there is a value in seeing what is going on around the world.

Al Libiya is the first satellite network to offer professional news programmes and entertainment to its Libyan audience. It was also the first to break the taboo of discussing issues related to the affairs of the regime (IREX, 2006). However, the channel has faced different obstacles from the state, especially opposition from powerful circles within Libya and even other neighbour countries, such as Egypt. This pushed the channel to broadcast from other countries such as Jordan and the UK (Cherian, 2011). Currently, the channel belongs to the LJBC after it broadcasted a programme which criticised the policy of the President of Egypt, Hosni Mubarak.

Furthermore, the government believes that the channel is corrupting the public, causing confusion, and that those who are working there are guided by a different ideology. It is thus considered that the channel is leading opposition against the actions of the regime by challenging its revolutionary foundation.

Al Shbabiya TV (The Youth) is a new channel that was launched in 2008, and it is a governmental channel. It broadcasts programmes which are related to young adults. Moreover, the majority of programmes are about music video, traditional and modern music and some newscasts about young people across the world.

Al Badeel TV (Alternative) is a government channel that was established in 2007, and it belongs to the Libya's Revolutionary Committees Movement. Much of what it produces

concerns ideological ideas about *Al Gadhafi's* ideological treatise, *The Green Book*. Moreover, it sometimes offers viewers common perspectives from various parts of the world but with a mission that focuses on the revolutionary Libya (Green Libya). The main aim of the channel is to show the world the new revolution of Libya and to compare it with other ideologies.

Al Hedaya TV (Guidance) is an Islamic channel that was launched in 2008. It provides alternative programmes, current affairs and entertainment programming from an Islamic perspective. Since 2008, it has developed into a platform that some think provides ingenious and practical television complementing the definition of good programming. It aims to provide intelligent, authoritative responses to any questions about Islam, programmes about topics such as theology, worship, human, and business relations. All social and personal issues are answered by Islamic scholars.

Al Jamahiriya Sport 1 TV was launched in 2008 and broadcasts 24 hours a day. It brings sports news, analysis and commentary, and is interested in the business of sports, matches and player news, and all the breaking news from local and world sport.

Libya Educational 1 TV was established in 2008. The main aim is to provide interesting educational programmes and to meet the growing 'needs' of both children and adults. It shows new technologies, animals, cultures, research and new science. The channel has relied largely on government support.

Al Tawasul TV (Networking) is a pilot broadcast for another Islamic channel that was founded in 2008. It is run by a non-governmental Islamic foundation, and its mission is to focus on Islamic media and bring public attention to religious issues. However, the channel is still to commence regular broadcasts. It is similar to *Al Hedaya TV*.

Al Mutawassit TV (The Average) was launched experimentally in 2010. It is a non-governmental channel owned by the Al-Ghad Group for Media Services, a private firm that is close to *Al Gadhafi's* son, Saif al-Islam. When it started its contents did not include any political programmes. It has been limited to a series of programmes of a social nature and comedy. Since it was launched, the channel's broadcasts have been exposed to continuous jamming that has prevented the Libyan people from receiving its satellite transmission (Al-Tawil, 2010).

3.3.5 Libyan News Agency

The first Libyan agency (LNA) was founded in 1964 by the Information Ministry and supported by UNESCO. It used to have two branches: in Tripoli and Benghazi. The agency had several aims, such as to collect news and serve the public, and ordering news from different agencies. In 1977, according to the new line of the revolution, the agency became known as the Jamahiriya Arab News Agency (JANA) (El-Zilitni, 1981); the name was changed again in the 1990s and it became the Jamahiriya News Agency (JANA). Since then, the agency has been the only official source for any news about the nation. The three governmental media – TV, radio and press– have to obtain permission from the JANA to broadcast any information (cited in Menassat, 2011). In other words, information about and in the country is controlled by this agency.

As of 2001, the arrival of modern technology in Libya has had a high impact on the spread of information and news, especially after the proliferation of satellite dishes and the Internet, which made the state realise that it could not have tight control over news sources and that news could even be obtained cheaply. This realisation might explain why the state has allowed the establishment of new satellite television, press and radio channels.

3.3.6 The Main Libyan Television News Providers

Al Jamahiriya and *Al Libiya* TV satellite channels are well-known channels for providing entertainment programmes and especially news in Libya, and they are administered by the LJBC. They provide a variety of local and regional programmes. Both provide news bulletins in Arabic, English and French for Libyan audiences and they have some similarities as well as considerable differences. The two channels are competing to introduce modern technology in their programmes, especially with regards to news and entertainment. It is considered that *Al Libiya* TV (the newer channel) has the advantages of using new staff and qualified personnel who have graduated from arts and media faculty and are seen as new blood being injected into the Libyan media. On the other hand, *Al Jamahiriya* TV (official channel) has recently adopted new technology, in terms of delivering new programmes that can ‘satisfy’ their audiences. For example, before 2009, real names and titles like ‘Sir’ or ‘Dr’ were not allowed to be used or spoken in newspapers or on TV; instead, subjects used to be referred to as ‘brother’ or referred to by occupation. Now local mass media can use real names and titles.

Additionally, in 2009, it also began to offer a short sports news programme in *Al Jamahiriya's* main news (*News at Nine-Thirty*). The overall layout of news programmes has also been changed. Now anchors are allowed to speak and even make light jokes with each other when it is possible during the airing of news programme. They can introduce a news topic by telling their viewers that e.g., a sport presenter (called by name) is going to tell us about what happened to your term football. Here, both the news presenter and sport presenter can chat about the topic before the latter starts the news. This spontaneous communication was disallowed and would never be viewed on *Al Jamahiriya* TV since begun. *Al Jamahiriya* TV enjoys the highest ratings of any terrestrial channel in Libya during certain periods and some occasions, such as Ramadan.

These two channels are the main news providers in Libyan broadcasting. Even though both channels have similar aims, that are to reach a wide audience, there are some differences which are related to their funding and support. While *Al Jamahiriya* TV is part of a non-commercial channel supported by the state, *Al Libiya* TV is a commercial channel that used to be state-private owned and linked to and supported by the son of *Al Gadhafi*, Saif al-Islam. The funding of both channels comes via the LJBC. As *Al Libiya* TV aims to be an attractive channel, it has another funding source through the Al-Ghad Group for Media Services. It aims to present fresh perspectives for Libyan viewers in Libya that they believe would create more freedom of speech and respect for viewers. For example, much of *Al Libiya's* programmes are analogous to those TV services that adopt the Western media style of producing different programmes such as *Al Jazeera* and Abu Dhabi TV. However, what *Al Jamahiriya* TV aimed to do is to follow this pattern in order to establish a new distinctive niche market for itself. Consequently, *Al Jamahiriya* TV could compete with the new TV services.

However, it is believed that it will not be easy for this channel to succeed in Libya. A number of people, especially those from powerful circles within the government, consider that *Al Libiya* has the potential to cause confusion and scepticism among Libyans, who would not believe its claims about freedom and democracy (Al-Tawil, 2010).

Overall, even though the new Libyan media are influenced and guided by old political people, these new media – *Al Libiya* TV, *Al Shhabiya* TV, *Al Mutawassit* TV, *Oea* Newspaper and *Quryna* Newspaper – are shaking the pillars of the regime and perhaps re-building it. These new Libyan channels are challenging the political views of

the government. One evidence of this is that the ‘Tomorrow’s Libya’ project³ is looking forward to providing a strong media that respects the minds of Libyans, helps to spread enlightenment in society, and fights frustration, ignorance and corruption (Mahmoud, 2010).

3.3.7 The Financial Situation of Libyan Media

Mass media in Libya and other social institutions have been affected by social, economic and political changes in the last thirty years. Libya has yet to take part in the media revolution which has engulfed other Middle Eastern countries in the last twenty years. The media has undergone some changes in the past years (Al-Asfar, 2002), both in content and outlook, as we will see, and media is now available via new technology. Thus, many Libyans think that it is just a matter of time and money before Libyan media will be able to produce its own good quality television programmes and newspapers (Gazzini, 2006).

The state believes that the role of the media is critical to the nature of society (the masses). The behaviour of the Libyan people partly depends on decisions taken in the media, as these decisions, in turn, are more or less influential in society. Financially, from 1970 to 1972, the media sector in Libya spent approximately US\$3.5 million to establish the basics of mass media facilities (Boyd, 1982). Moreover, under the plan of development nearly US\$50 million was allocated to continue the construction of the media’s requirements from 1976 to 1980 (Al-Asfar, 2002). Until 1997 nearly US\$33 million was spent to improve its services. In the years following this, it constructed many media facilities by importing new technologies and training staff. Students were allowed to study media. As a result, there was an increase in the numbers of TV stations in Libya from just two stations in 1968 to nearly 150 broadcasting stations in 2000. This allowed local people to receive vast numbers of local and Arab channels from neighbouring countries such as Tunisia, Egypt, Algeria, Sudan, Malta and Italy (Al-Asfar, 2002).

³ This project is led by Saif al-Islam *Al Gadhafi*. It began as a social and economic scheme, but later on became a political plan. It addresses several schemes that relate to issues of economic development, health, education, the courts, human rights, and liberties. In terms of media, Saif al-Islam believes that the existing media are far from the standard that he advocates. As a result, since 2006, more than nine Libyan satellite TV services have been established, while there are hopes to launch a new news agency and a training and translation centre. The later is crucial for organizing the production and flow of the news in a professional way which has the ability to compete with the world’s major news agencies (Mahmoud, 2010).

3.3.8 The Problems of Libyan Media

As noted earlier, a great deal of money has been invested in the media sector in terms of equipment and physical infrastructure. Nevertheless, the media sector, especially TV channels, has suffered from financial problems; as a result it has affected the ability of the channels to produce good quality programmes. The terrestrial TV station (*Al Jamahiriya*) and then *Al Jamahiriya* TV satellite channel have had problems with human resources due to the low salaries that they offer. This might be a reason for the reduction in the size of audiences watching these channels (Al-Asfar, 2002).

The media sector has also suffered from state censorship, though there are now some private media such as radio, television and newspapers that partly avoid this. As a consequence, Libyan people mostly have access to only one type of news and information, which affects the plurality of news information. Despite the financial problems, no television commercials were allowed in the past, which has made the situation deteriorate further. All the media have been mostly financed by the state. The government sees no benefit in advertisements, as the media sector is a medium used to guide people rather than trade with them (Ghejam, 1990).

3.3.9 Online Media

Internet access began in Libya by the end of 1996, but was limited to those who worked for a high position in some wealthy companies or governmental public organisations. With only one Internet Service Provider, Internet users are closely monitored (cited in Menassat, 2011). The majority of Libyan citizens did not gain access to the Internet until the early 2000s. In the years following this, there was a rapid increase in the number of Internet users in Libya. For example, in early 2001, after Internet services were extended to the public, the number of Internet users stood at 300,000. In 2009, the number reached 353,000 Internet users, with 12,432 Internet hosts registered in 2010 (CIA, 2011; The Arabic Network for Human Rights Information, 2004). The amount of Internet users has sharply increased. And now about one million users access the Internet (cited in Menassat, 2011). There are significant numbers of public Internet centres and private Internet cafés located in many cities; positively this availability of Internet access has helped raise the number of Internet users. Therefore, the Internet has become an important source of independent news for Libyans. Dozens of sites based in Libya and abroad provide massive amounts of news about the country and its developments.

There are some of the major opposition and independent websites include: *Akhbar Libya* (News Libya) electronic newspaper deals with Libya's news and its literature and cultures. Libyan Press is a portal to the state-run newspapers and magazines. *Bawabat Libya* (Libya Gate) is a general portal to information on Libya. *Al-Elam* (The World) is supported and run by the General People's Committee of Culture and Media. There are other independent websites such as *Libya Watanona* (Libya Our Home), *Libya Al Mostakbal* (Libya Future), and *Libya Al Youm* (Libya Today). Almost all of Libya's newspapers have a webpage and some TV and radio stations do, which was unusual before recent years (IREX, 2006).

Recently, Libya Telecom and Technology had targets to establish WiMax coverage in eighteen cities; this is a service that would offer wireless Internet access over a very wide area (BBC, 2009). Owing to the ease of use of this service, it has the potential to encourage citizens to access the Internet and read or even watch local and international news. However, most of the Libyans access the Internet, mostly via Internet cafés due to the lack of landlines (cited in Menassat, 2011). In general, electronic media are complete monopolies under direct government supervision.

3.4 Summary

This chapter has discussed the development of the media system in Libya. Since the country ended international isolation, the regime has provided more freedom of speech and cultural developments. In terms of media, several TV, radio, and newspapers were launched; some of these started as a private or part-owned medium before they were included under state control. The chapter has also described the fact that Libyan media are still affected by the Libyan regime's policies for promoting political, religious and cultural life according to the *Green Book*. It has identified that the Libyan news agency remains the main source of news for local media. The financial obstacles to Libyan media development and the nature of the Libyan audience were also discussed.

Mass media serve as important sources of information for most Libyans about events that occur around the world every day. Given the nature of Libyan mass media, which has traditionally been tightly controlled by the government, some interesting changes have been made in the last ten years: non-governmental organisations are allowed to publish and own newspapers, such as *Oea* and *Qurena*, which were founded in 2007 and are owned by a private company. Also, more freedom is given in speeches and writing, such as newspapers and even television.

Chapter 4 Theoretical Backgrounds

4.1 Introduction

This study at its widest perspective deals with the study of the news consumption habits of young adults, with special reference to university students' use of different satellite TV news services, and their reasons for consuming different news sources. Moreover, the later part of the study examined self-reported news interests, gratifications expected from different news media and from a number of news services on television, perceptions of the qualities of news provided by different TV news channels, and especially ratings of the credibility of news provided by these different services. This chapter reviews other research related to news consumption patterns and news habits, gratifications driven from news, news quality and credibility. The study is concerned principally with attempting to understand the impact of new satellite TV news services on the news consumption patterns and the preferences of a student population in Libya. In this context, it will be relevant to examine prior research on news consumption habits and in particular the impact of the emergence of new satellite TV services in a specific media environment upon the use of new and long-established media.

Given its concern with news consumption, the study will draw upon displacement theory and niche theory in respect of its theoretical foundations. These theories are reviewed simply because, first the study will examine whether new news channels on TV have displaced old ones, and second, the study will review research concerning audience reasons for watching news. This is secondary to displacement theory but is nevertheless important because of the role that the reason for consuming something can play in influencing or even determining displacement outcomes – as indicated by functional displacement theory (Dimmick, Kline, & Stafford, 2000; Kayany & Yelsma, 2000). This means that the study will look at the reasons for consuming news and indicate the importance of audience reasons for using news information. In addition to this, the study will discuss TV news consumption in the context of the Libyan audience, and news media use among students, with attention paid to the importance of studying young students' reasons.

Finally, the study will review the perceptions of the qualities of televised news. It will look at news credibility, and the measurement of this, and then specifically discuss Arab news credibility. This is because the perceived attributes and qualities of news programmes could be factors determining programme preferences and could also

interplay with displacement effects. According to some authors, the new Arab news services have cultivated a fresh sense of community across disparate local and national Arab news audiences (Mellor, 2007).

4.2 Displacement Theory

A large and growing body of literature has investigated the ongoing debate about the displacement or replacement effects of new medium on another (e.g., Dimmick, Chen, & Li, 2004; Kayany & Yelsma, 2000; Kim, 2008; Livingstone & Markham, 2008; Nie & Hillygus, 2002; Xiang & Sarvary, 2007). The central concern addressed by these studies has been whether the emergence of a new medium affects the usage of and functions of existing media or whether the new medium displaces or replaces the long-established media. Early discussion on such effects began with whether reading newspapers would replace or affect the reading of books in the beginning of the last century when newspapers became a primary source of information. When radio was a new medium, it was hypothesised that radio broadcasts might displace newspapers as the dominant medium, and newspaper publishers were worried that they would lose their readers (Lazarsfeld, 1940). There was further concern about the television industry in the early 1950s in terms of its potential displacement of radio and newspaper as the most popular news and/or entertainment media (Belson, 1961; S. B. Neuman, 1988; Robinson, 1981). Researchers predicted that television would substitute or displace other media, especially with regards to news provision, both from radio and print media, and even affect the structure of society (Robinson, 1981).

This line of investigation has been continued for almost every new technology – cable television (Kaplan, 1978; Sparkes, 1983), computer-based activities (Coffey & Stipp, 1997; Robinson, Barth, & Kohut, 1997) and more recently the Internet (Althaus & Tewksbury, 2000; Kaye & Johnson, 2003; Nie & Hillygus, 2002; Robinson et al., 1997; Willnat, 2006). For example, Kaplan (1978) found that local television stations viewing and theatre attendance were decreased by the increase of watching cable television. He also found that listening to radio was reduced by consuming information via cable services. Kayany and Yelsma (2000) found that television viewing experienced the most time displacement by Internet users (p. 227).

Even though it is accepted that consumers have different tastes in relation to mass media outlets, there is still no clear evidence whether the amount of media consumption which has increased can displace or replace others. To understand this

phenomenon, media researchers have applied theories such as displacement theory and niche theory. This study is a unique investigation in its field because it attempts to examine the nature of the displacement effects of a number of new international satellite TV news services on local TV services in Libya, taking into consideration the evolution of satellite TV services in the past two decades, and identifies the critical point when the displacement would occur. In relation to niche theory, the study will explain the competition between and coexistence of international and local satellite TV news services and between the new and old local satellite TV services, *Al Jamahiriya*, *Al Libiya*, *Al Jazeera* and *Al Arabiya*. The first two are Libyan TV services and the latter two are pan-Arab TV news services.

Previous studies on the impact of a new medium on old media have involved “time and functional displacement” effects (Lee & Leung, 2008, p. 146). While time displacement simply refers to the logical hypothesis that time spent on one medium comes at the expense of time spent on another (see e.g., Belson, 1961; Kayany & Yelsma, 2000; Kestnbaum, Robinson, Neustadt, & Alvarez, 2002; Nie & Hillygus, 2002; Robinson, 1981), functional displacement indicates that a new medium can displace or replace existing media that are functionally similar. However, before proceeding, it should be borne in mind that there are several problematic issues in reviewing the literature on displacement effects and niche theory. First, most of the literature review that the study relies on was developed in the Western context. This means that there would be cultural differences between Arab/Libyan and Western contexts which could not match the interpretations of the findings of this study.

Second, no previous studies have been found in the Arab world directly linked to the use of displacement and niche theories. Third, more importantly, no Arab media research has attempted to measure the impact of international TV services on local TV ones from the displacement perspective, as the majority of the studies found so far have examined the impact of two different media settings (e.g., international TV vs. Local TV) from different theoretical perspectives, such as the uses and gratifications or cultivation. Fourth, the relationship between new and old television services in the context of news programmes in the Arab world has not hitherto been explored. Finally, no previous studies have attempted to measure the competition between the international and local TV services of news or to explain the competitive impact of new international TV news on local TV news. This study proposes to take a step toward answering the question about the consumption of news across different satellite TV

services by studying the relationship between international and local TV services in the area of news content by adapting displacement theory and niche theory as related to some part of this study.

Although it is not appropriate to discuss the absence of Arab literature on displacement theory here, it is useful to consider the reasons for the lack of attention from Arab authors to such an important topic. Perhaps the most obvious reason is that Arab authors might not be aware of the importance of studying the temporal dimension between two different media. A second possibility for this is that most Arab studies have relied on other different theories to study audiences' perceptions and habits, such as the uses and gratifications model (Auter et al., 2005, p. 193). Another possible explanation is that these two theories might be insufficiently known in the Arab academic field, as the uses and gratifications model is the most popular model that has been used by Arab scholars to study similar subjects. Due to the lack of Arab literature on these theories in the Arab world, therefore, the current study is more likely to depend on the research literature developed in the Western media environment to provide an adequate basis for establishing the theory to underpin part of this study.

4.2.1 Time Displacement

The basic model of time displacement – so-called time budget – is a zero-sum relationship (Kayany & Yelsma, 2000; Nie & Hillygus, 2002). This is explained by the fact that there are only 24 hours in a day, as a result “time spent on one activity must be traded off against time spent on other activities” (Nie & Hillygus, 2002, p. 2). This is because logically users have not enough time to spend on the consumption of different media since they have other activities and business to do each day, especially with regards to reading and viewing, so that they consume one media for different reasons instead. For example, it is found that the reading habits of those who aged 16 to 18 years old were influenced by many different factors; for instance, television viewing has a negative effect on reading time (Nie & Hillygus, 2002; Raeymaeckers, 2002). Robinson (1981) found that viewers who spent more time watching television spent less time with other activities, such as listening to music, reading, and even social activities.

Conversely, other studies have not supported this finding. Lazarsfeld (1940) did not find that radio would replace time reading newspapers maybe because radio and newspapers serve different functions. Nor did Robinson et al. (1997) find that personal computer users displace time spent with radio or television. Even those who shop online

claim that they have time for social relationships (Kestnbaum et al., 2002; Robinson, Kestnbaum, Neustadt, & Alvarez, 2000). It seems that the displacement effect does not automatically occur when a new medium enters a media environment alongside other established media. One reason why simple time displacement does not invariably occur is tied to the functions that different media might provide to audiences (Ha & Fang, 2012; Irkwon & Zhan, 2003).

As stated earlier, because there is no Arab research literature on media time displacement effects, this study depends on Western research literature. However, there are risks here in that we cannot always know with certainty whether cultural differences between the Arab world and Western world will undermine the usefulness of time displacement literature from the West. In respect of simple time displacement, it is perhaps more likely that there will be no great differences between the Arab world and the West. This is because acceptably users in both settings have a limited time budget available to consume media outlets each day and if a new media enters the marketplace and they consume it, this could mean that they reduce the time they allocate to another medium. For instance, it might be expected that those who are heavier *Al Jazeera* users would reduce their time watching or consuming news from other media. And also those who might describe themselves as lighter *Al Jamahiriya TV* consumers would be more likely to watch or follow news programmes on *Al Libiya TV*, especially if a viewer wants to watch news content from a local Libyan media perspective.

4.2.2 Functional Displacement

In respect to functional displacement, it has been indicated that a new medium will displace an existing medium if it can serve the same functions or offer the same gratifications as the new medium (Dimmick et al., 2004; Himmelweit, Oppenheim, & Vince, 1958; Kayany & Yelsma, 2000). For example, Himmelweit et al. (1958) demonstrated that several activities such as listening to radio, attending movies and reading were displaced by television. This is because these activities could have a similar function, such as 'escapism'. Early research on the introduction of television also focused mostly on displacement theory and the principle of functional similarity. According to functional displacement, viewing could replace those activities that cover the same range of functions or gratifications (Raeymaeckers, 2002), whereas media that have different functions and gratifications would not displace others. For example, the Internet would not displace radio news use because they have different functions.

People can ‘read news online while they are listening to the radio’ (Ha & Fang, 2012, p. 185).

Previous research into uses and gratifications study media use and assume audiences to be active, intentional and selective, making different decisions about the consumption of media content (Ha & Fang, 2012). Based on the assumption of active audiences, several studies have adopted the theme of functional displacement effects – the so-called functional equivalence argument – and media temporary replacement when it has been used to study the impact of a new medium on traditional media (Dimmick et al., 2000). The theme started when studies considered the emergence of a new medium used for the same purposes as an older medium; it was seen as a functional alternative to the older medium (Gunter, 2010; Ha & Fang, 2012). Then audiences would evaluate and determine whether it better ‘satisfied’ their ‘needs’⁴ than the old medium. If it did, audiences were more likely to choose the new medium over old medium (Gunter, 2010); that was when displacement effect might occur (Althaus & Tewksbury, 2000; Heikkinen & Reese, 1986).

The functional displacement perspective posits that media displacement should be explained in terms of function, rather than the medium itself (Irkwon & Zhan, 2003). This is because each medium has multiple gratifications and functions and each function is independently susceptible to displacement by a new medium. For example, when a new medium influences existing media, in some contents such as news information, it may displace the old media but in some different contexts, for example entertainment; it may have complementary functions for the old media or have no influence at all (Irkwon & Zhan, 2003). Therefore, displacement is not the only possible outcome of the emergence of a new medium, such as new satellite TV services, but merely one possible outcome (Stempel III, Hargrove, & Bernt, 2000).

Studies have found that different media may be consumed to fulfil different gratifications and ‘needs’ (Flanagin & Metzger, 2001). However, it is not necessarily that one medium replaces the whole gratifications expected from another medium. For example, Grotta and Newsom (1982) found a complementary relationship between cable TV services and television, and they found that watching cable channels increased watching television. Dutta-Bergman (2004) indicated that people use both new and

⁴ Needs throughout this study refers to a psychological aspect that guides an individual to seek information to satisfy feeling e.g., need for information. Moreover, one criticism faced the uses and gratifications model was that the model was built on emotional perspective and failing to measure and identify the meaning of needs.

traditional channels in order to maximise the information or entertainment offer they are interested in, a so-called *increase-increase* relationship (Kayany & Yelsma, 2000, p.217).

The introduction of new international satellite TV services might lead someone to reduce time spent on existing media, for example existing local TV channels. Yet, one can argue that the use of international satellite TV services could result in no significant change or even complementation in the use of local TV services (Willnat, 2006). This is when it comes to different gratifications obtained. Individuals might watch both international and local TV services to fill the gaps in their exposure of news consumption, or more likely, to fulfil their gratifications as international and local could have different functions as providers. Therefore, the users of a medium should have attitudes not only toward the medium but also toward other media that may serve the same functions (Dimmick et al., 2004; Irkwon & Zhan, 2003). Knowing the gratifications obtained from different media help to predict whether a medium would be replaced or displaced by other media or reinforced for overlap (discussed more in the niche theory), and extend the functional benefit.

However, with regard to news provision, the introduction of new satellite TV news services in the Arab world seems to have substituted rather than supplemented most local TV services. For example, it is found that the viewing of Arab local TV channels has sharply reduced viewing of satellite TV channels (Abdel Rahman, 1998; Al-Asfar, 2002; Al-Shaqsi, 2000). Interestingly, even though heavier international satellite TV viewers decreased the time spent on local TV services, they still spent some time on viewing local TV services. Quite plausibly, the amount of substitution depends on the functions to be substituted. Thus, whether news on new international satellite TV services pulls audiences away from local satellite TV services or not may depend on the functions those services provide to their viewers. Simply put, one medium does not automatically displace another; it does so if the new medium provides gratifications that are seen as important to audiences which perform better than the old medium, meaning that a newer medium comes in providing the same services as an older medium (Dimmick et al., 2000; Himmelweit et al., 1958). If it provides different services which are seen by the audiences to be at high level of quality and standard then the audiences will choose the new medium, but if the old medium increases its quality to surpass the new medium, they might win the audiences back again.

More importantly, the decision to switch from an old medium to a new one is driven by judgments made about the gratifications expected and served by different media. However, these functions and how viewers evaluate them may change over time (De Waal & Schoenbach, 2010, p. 480). Reasonably, the new international satellite TV services offer itself develops and consequently attracts more different consumers than before for different reasons. As an example of how a change in functions may alter the influence that these new satellite TV news services have on local TV news providers, early on news-hungry viewers may watch international TV channels, out of curiosity, as supplements to local TV services; while later viewers may turn to those TV services as alternatives. It has been indicated that the international satellite TV services have pulled audiences away from local satellite TV services as a primary source of news information (Al-Asfar, 2002). In this context, this study will examine whether international TV services have drawn Libyan students away from local TV services in the context of news programmes.

4.3 Niche Theory and Uses and Gratifications Model

Media studies on the uses and gratifications model arguably pose a way of understanding audiences' motives⁵ for media use (e.g., Becker, 1979; Blumler, 1979; Katz, Blumler, & Gurevitch, 1973; Katz, Gurevitch, & Haas, 1973; Rubin & Perse, 1987; Rubin, 1994; 2002; Ruggiero, 2000). However, the theory has provided only initial explanations of the link between media use and consumer behavioural reasons. It hypothesised that people consume different media for their benefits and they seek information as far as they consider that knowing more about an issue is useful (Baden, 2007; McDonald & Dimmick, 2003).

The model has been criticised by media researchers who claim that it emphasises individual psychological terms focusing on 'needs' and gratifications experienced rather than on individual sociological terms of media use and prospects (Jamal & Melkote, 2008). For instance, it is argued that many social factors can affect the variations of the media model, such as the capability of the audience to use media stories, media contents, newsrooms, peer pressure, and media policies (Weibull, 1985). Further, the model could not provide any empirical evidence of audience activity and media use or even the existence of audience activity (cf., Massey, 1995). In many cases audiences

⁵ Note that motives throughout this study refer to reasons.

turn to consuming the media out of habits not clearly indicated in this model (Palmgreen & Rayburn, 1979).

In terms of the television news programme as a unit of analysis, the model fails to clarify how and why television news can gratify different people's 'needs'. Windahl (1979 as cited in Henningham, 1982) argued that media content was ignored by uses and gratifications researchers. Instead, they focused on media audiences by looking into the cognitive and emotional motivations for media use. Moreover, the model will be continually criticised for its lack of empirical distinction between 'needs' and motivations and the obstacles in measuring the gratification of 'needs' (Massey, 1995; Ruggiero, 2000). The model also experiences several conceptual problems: a vague conceptual framework, lack of precision in major concepts, a confused explanatory apparatus, and a failure to consider audience perceptions of media content (Swanson, 1977).

It is clear that people spend time using different media sources in various ways (Albarran & Arrese, 2003). Whether they do this to kill time (Katz et al., 1973; Tewksbury, 1999) or as a social instrument (Auter et al., 2005; Rubin, 1994), however, each medium has its own effects and purposes. Ultimately, it is the users who make the decision to use the media by placing value on it; what the uses and gratifications model attempted to do is to provide a background for understanding *why* and *how* different media users become more or less actively involved (Massey, 1995; Swanson, 1987) and what outcomes audiences feel they have gained from the usage (Palmgreen & Rayburn, 1979; Swanson, 1987). The approach is simply concerned with measuring very broad-based notions about reasons and how they relate to the use of specific media, such as television versus radio versus newspaper versus the Internet. It is a very blunt way of measuring behaviour. Building on these assessments, media researchers have attempted to develop other theories that assist understanding of the relationship between media exposure and consumers behaviour; one of these theories was the theory of the niche.

This theory was found in the field of bio-ecology which has been used to explain how organisms that consume similar resources and perform similar functions in an environment compete and coexist. However, the theory has been applied to examine the competition between new and old media (Dimmick & Rothenbuhler, 1984; Dimmick et al., 2004). In media terms, it illustrates how media compete and coexist in their provision to the populations that use them. To illustrate the relationship between different media, the theory utilised three key concepts (Dimmick, 2003, p. 25): Niche

breadth, niche overlap, and competition superiority. Niche breadth pertains to the variety and magnitude of gratifications given to a focal user through its use. The niche breadth “measures the degree to which a medium is capable of gratifying a relatively broad spectrum of statements on a gratification dimension” (Dimmick et al., 2000, p.231). Niche overlap refers to the extent to which two media are used by consumers to provide the same gratifications, while competitive superiority refers to a medium in which more greatly ‘gratifies’ ‘needs’ for a focal group than a competitor within a gratification dimension. It might perform as an indicator of potential displacement in competition situation (Feaster, 2009).

Theoretically, media niche researchers argue that a new medium will compete with an old medium for consumer ‘satisfaction’ and time (Dimmick et al., 2004, p. 22). Dimmick et al. (2000) claimed that competition between mass media will occur when the media forms overlap. Althaus and Tewksbury (2000) indicated that if the medium ‘satisfies’ different ‘needs’, this may lead to a state of complementarity such that users may select that medium over others if it more effectively meets their ‘needs’. For example, Dimmick et al. (2000) emphasised that taking overlap and superiority together define two conditions that must be satisfied for a new medium to either replace or partially replace an older medium (p. 234): a) the new medium must ‘gratify’ the same ‘needs’ as the older medium, which means overlap must be high; and b) the newer medium must be superior to the older medium. So, if two media compete with one another, then the old medium is more likely to suffer the consequence of exclusion or partial displacement, in which the new medium takes over some of the roles played by the old one. The displacement here refers to some but not all functions. Based on the niche theory, when a newer medium enters the marketplace and is adopted, spending on existing media tends to decline because audiences have limited amounts of time that must be reallocated across both old and new media. Replacement of existing media by new media is the result.

As mentioned earlier, the introduction of a new medium, such as international satellite TV services, have not been considered within the context of displacement theory or niche theory in the Arab world. This is an important observation given that the use and selection of a medium typically occurs in place of other options available. Niche theory can be useful to understand the gratifications utilities for watching TV services as it lies in its ability to explain the consequences attending the rise of international satellite TV services in the Arab world. In this context, niche theory is

defined by several different dimensions (cf., Dimmick et al., 2004). McDonald and Dimmick (2003) indicated that the most important resources on niche dimensions are the gratification utilities. All media 'satisfy' 'gratification utilities' within particular domains, and the gratification expectations dimension is the most important element that plays a central role in the use of the newer medium. According to Dimmick et al. (2000) the "gratification [expectations] are defined as consumers' beliefs that a medium allows them to obtain greater opportunities for satisfaction" (p.227). Dimmick et al. (2004, p. 22) argued that gratifications expectations are audience assigned properties of a medium that can either increase or attenuate the expectations of deriving gratification from the medium. For instance, people might watch international satellite TV services because they expect to receive more information about the world than watching local satellite TV services. So, gratification expectations are linked to 'the medium rather than attributes of individual users' (pp. 22-23). For Arab viewers, because *Al Jazeera TV* is offering more information content, it is seen as giving a greater array of gratification expectations to the Arab audience.

Some studies have indicated that the niche of a medium is its position in the multidimensional resource space of the environment (Dimmick et al., 2000). The macro-dimensions of the resource space include gratification, gratifications expectations, advertising, consumer time and consumer spending (p. 230). Some of these macro-dimensions can be divided into several micro-dimensions. For instance, each gratification macro-dimension can be subdivided into gratification-obtained statements. Media studies have tested the niches of different media on different macro-dimensions. Dimmick, Patterson, and Albarran (1992) examined the niches of cable and broadcast television on the advertising dimensions to understand the competition between them. Later on, with Albarran, Dimmick (1993) examined the niches of video as an entertainment channel on the gratification and gratification-expectations dimensions to measure the utility and competition superiority of the video industry. Also, competition between email and telephone use was measured at the level of gratifications derived by consumers using the niche theory. The niches of email on the sociability gratifications and gratification-expectations dimensions were measured to understand the utility gratifications of its users (Dimmick et al., 2000).

Although several studies have measured the niches of media on different gratifications dimensions, this study measured the niches of international TV news services on the gratifications-expectations dimension to understand the competition

between the new international TV news services and local ones, the local TV services typically provide news content to viewers and may 'satisfy' their 'needs' for daily local news information. The gratification-expectations dimension was chosen for investigation because several studies, for example Dimmick et al. indicate this dimension to be of crucial importance in the success of new media. In this respect, consumers tend to allocate their time according to niche gratifications. Consequently, the functional displacement can be explained from the perspective of the overlap and superiority on the gratification expectations dimension. Based on this theory, the study will test the functional displacement effects between the use of international and local satellite TV services in the provision of news. It will compare students' perceived gratifications expected from *Al Jazeera* and *Al Arabiya TV* directly with those from *Al Jamahiriya* and *Al Libiya TV*.

However, from the Arab media perspective, one can expect that a media consumer might watch local TV news services to find out about local and regime news information and they might watch international TV news services for international news affairs. In the same manner, an individual might view one medium for entertainment reasons and watch another for surveillance needs. One could argue that if there is no overlapping function between two mediums, displacement hardly occurs. In this study, one might expect that a university student might watch international TV news services such as *Al Jazeera* and *Al Arabiya TV* to seek international news information and they might spend time watching local TV services such as *Al Jamahiriya* and *Al Libya TV* for local news affairs and local programmes. Simply put, those most interested in news in general should use a variety of channels because they can obtain more diverse information at different times and in different ways (McDonald, Sietman, & Li, 2004).

It would be more complex if a media consumer abandons local TV services in favour of international TV channels to meet some inherent news value 'need' or news interest. In this instance, the use of one medium does necessarily imply a reduction in the use of another medium. Studies have found that the Internet and radio 'satisfy' different 'gratifications', whereas television and Internet do not, they are often overlap (Ha & Fang, 2012, p. 185). The more overlap there is the more likely one medium could displace another if it is seen as better in relation to certain gratifications and functions. For example, in her study Dutta-Bergman (2004, p. 45) stated that 'competition occurs when there is overlap in the sources used by different media'.

Scholars conducted research using different methods to find out about the relationship between media use and gratifications obtained (Gantz, 1978; Greenberg, 1974; Rubin, 1994). In his investigation about the reasons why people spend so much time with media, Greenberg (1974) reported that individuals viewed TV because of relaxation, companionship, habit, passing time, entertainment, social interaction, information, and escape. Gantz (1978) studied the relationship between television news gratification and information recall, and he demonstrated that viewers who were motivated to watch TV news because they sought information were more likely to remember news stories than those whose motivated to watch TV news for entertainment. Rubin (1994) found that the core aspects of media use are instrumental and ritualised gratifications. While the latter is used to pass time (entertainment, companionship and escape), the former is used to perceive the benefit of news media (information and news) (for a comprehensive review, see e.g., Bernoff, 2000; McLeod & Becker, 1974; Perse, 1990; Rubin & Rubin, 1982; Rubin, 1983; Rubin & Perse, 1987).

To apply the previous literature in the context of the Arab media environment, one can argue that when *Al Jazeera TV* was launched in 1996, several Arab satellite TV news services declined because *Al Jazeera* was able to compete with the existing satellite TV services. However, that was not the same case when *Al Arabiya TV* was launched in 2003. This is again because when *Al Jazeera* started its news programmes in the mid-1990s several occasions helped the channel to compete and win the hearts and minds of the majority of Arab viewers among other satellite TV services (el-Nawawy & Iskander, 2002, pp. 47-48). For example, *Al Jazeera TV* was able to broadcast news information which ‘gratifies’ and ‘satisfies’ most Arab viewers (el-Nawawy & Iskander, 2002; Zayani, 2005) and broadcast news content from an Arab perspective (Miladi, 2006, p. 959). The channel was also able to capture its audiences’ attention in different occasions e.g., the Afghanistan war, Iraq war, the Palestinian-Israeli conflict and other issues around the world. In addition, Arab viewers sought news information sources that can be enjoyed and trusted. *Al Jazeera* managed to be seen, among other Arab satellite TV channels, as a credible source of news (Fahmy & Johnson, 2007, p. 245). Several studies have argued that when *Al Jazeera* was established the Arab environment was almost ready to adopt and appreciate its value (Al-Asfar, 2002; Campagna, 2001; el-Nawawy & Iskander, 2002; el-Nawawy, 2003; Ghareeb, 2000; Lynch, 2006; Miles, 2005; 2006; Zayani, 2005).

In an example of coexistence, one might argue that although satellite dishes have offered a great deal of international TV channels and programmes, viewers claim they still have the habit to watch local TV channels and programmes received by aerial. For example, Al-Asfar (2002) and Al-Shaqsi (2000) found that local viewers (Libyans and Omanis respectively) watched satellite and local TV channels at different times for different gratification expectations. Although the authors did not refer to the concept of coexistence, their findings can be interpreted or seen in relation to the theories of displacement and niche. In their studies, there is a degree of competition between satellite and local TV services, though each service has significant degrees of competition superiority over the other within a different gratification obtained. International satellite TV services can be seen to be superior to local TV services for having deep news analyses, news presented from different perspectives, and international news information, while local TV services can be seen to be superior to international satellite TV services for local cultural values and local news community interests. The differentiation between international and local TV services might allow them to coexist with the same audience.

Based on the above argument, this study expects to find students rely on different satellite TV services to obtain information and seek knowledge about news events instead of using one TV service (Al-Asfar, 2002). Also, users rely on different media and channels to ‘satisfy’ their personal habits and varying ‘needs’ (Feaster, 2009, p. 970). Therefore, the four satellite TV services must compete to serve a role within the space of their users. However, this study focused on the competition of one single content genre – news, which can facilitate comparison across the four different satellite TV services.

4.4 The Influence of International News Services on Domestic News Consumption Patterns

In the Arab world, when new satellite TV channels emerged in the 1980s, several local and indigenous TV channels were adversely affected by being consumed less often by Arab viewers (Abdel Rahman, 1998; Al-Asfar, 2002; Al-Shaqsi, 2000; Killani, 2000). This is because Arab viewers have been able to reduce the time spent watching a few state-owned channels and programmes in order to watch a vast number of channels and programmes that they have never seen before (Al-Asfar, 2002; Al-Shaqsi, 2000). Further, because several Arab countries have witnessed significant changes in the way

they present their programmes, especially news provision, when those new satellite TV services have used the Western media styles to present their news and superiority of presentation methods. One clear example of this was that the emergence of *Al Jazeera* in 1996, which arguably changed the media landscape in the Arab world (Zayani, 2005).

Furthermore, studies conducted elsewhere in the Arab world have found that the introduction of satellite TV channels has taken audiences away from older local television channels. In Oman, Al-Shaqsi (2000) was interested in knowing whether young Omanis consumers of satellite services would continue to watch local Omani TV services after the widespread adoption of satellite dishes. He found that local TV has lost viewers as a consequence of the introduction and adoption of satellite TV services. His participants indicated that time spent on watching local TV has sharply declined.

In Egypt, Killani (2000) studied the usage of international TV services broadcasting via satellite dishes in Egypt. She found that there were three main reasons that were given for watching international TV over local TV services: to know new cultures, local TV programmes are of low quality, and the ability to watch many TV channels.

In Libya, Al-Asfar (2002) studied the impact of direct satellite broadcasting on the Libyan audiences for local TV channels. He found that the satellite channels have succeeded in drawing audiences away from local channels by their diversity of programmes, superiority of presentation methods, 24-hour rolling news programmes and ‘satisfaction’ of Libyan audiences’ ‘needs’ and ‘desires’⁶. Similar results were cited by Abdel Rahman (1998) and Baghdadi (2007). However, one could argue that this decline may not influence the popularity of local TV channels as a whole because not all local TV channels are seen as news providers. They can survive because they provide other programmes which might not be seen on international TV services, such as domestic football matches and local events.

Noticeably, most of these studies asked how frequently respondents used different media suppliers and interpreted their findings in terms of a uses and gratifications model. They did not refer to the displacement theory at all. These studies investigated news consumption patterns in different Arab countries which looked at simply where people get news from, where they go for news behaviourally (Al-Asfar,

⁶ Desire can be seen here as a wish to consume a certain media context.

2002; Killani, 2000), which news sources they rate most highly (Baghdadi, 2007), and what are the criteria on which they rate the news (Al-Shaqsi, 2000).

With regard to news presentation, several studies have argued that *Al Jazeera TV* in the short-term was able to reduce time spent by local Arab viewers on many other Arab satellite TV news services, such as the MBC and *Abu Dubai TV*, especially in the uprising time such as the Iraq war 2003 (el-Nawawy & Iskander, 2002; Ghareeb, 2000). Because *Al Jazeera* has been able to provide the same news value and present the same gratifications and ‘needs’ that were provided by other satellite TV services. Also, arguably *Al Jazeera* has met various ‘needs’ that are served by other satellite TV services. As a consequence, Arab viewers have been able to make their own decisions to choose between these services (el-Nawawy & Iskander, 2002; Zayani, 2005). If this study is underpinned by Western literature, which it is, then it can adopt the assumption that media experiencing most displacement at the onset of a new medium are those serving the same functions or offering the same gratifications as the old medium (Himmelweit et al., 1958 as cited in Kayany & Yelsma, 2000, p. 217).

Based on the time displacement assumption, Arab viewers have a limited time budget available to consume *Al Jazeera TV* and other TV services each day; if they claim to watch more of *Al Jazeera TV*, they would be more likely to report a reduction in the time they devote to other TV services. To prove this thesis, MBC TV was the leader in news programming provision for the majority of Arab viewers until the emergence of *Al Jazeera TV* (Ghareeb, 2000, p. 402). That is due to the loss of faith in government news agencies and that *Al Jazeera* has operated news outlets based on Western standards of journalism and press freedom (el-Nawawy, 2003; Jamal & Melkote, 2008; Miladi, 2006; Zayani, 2005). Therefore, *Al Jazeera TV* is in a position to displace rather than supplement long-established TV services, and as it is still emerging, the fully array of its effect has yet to be seen.

However, this scenario can be viewed from another perspective. While it could not be thought that there are convincing arguments in favour of a displacement hypothesis, one might reasonably argue that the amount of local TV broadcast viewing will decrease, but that TV viewing will remain as a habitual activity. For instance, after more than a decade of experience with watching *Al Jazeera TV*, this thesis is becoming more acceptable than the ‘local TV channels will disappear’ assumption, as local TV broadcast viewing has started to decrease observably and will continue to do so if local services do not compete with international TV services.

Several Arab scholars have admitted that the majority of the mass media theories, including the displacement theory, were found and established in Western countries (Ayish, 1998; Mellor, 2007; Sakr, 2005). No Arab academic study has yet attempted to apply the displacement theory to study a similar subject which focuses on the impact of the introduction of new international satellite TV news services on local Libyan TV services. Abdel Rahman explained this by indicating that “Arab social scientists have slavishly followed Western-developed theories [...] without attempting to develop variant theories more suitable for the Arab context” (cited in Mellor, 2007, p.176). Ayish (1998) emphasised that the Arab media theoretical framework has “failed to generate theoretical frameworks powerful enough to account for the varying realities of modern Arab communications” (p.33). In her book ‘Modern Arab Journalism’, Mellor (2007) has devoted a chapter to highlighting and explaining the lack of finding of Arab media theories. He, for example, pointed out that most Arab research can be categorised as “descriptive and administrative” rather than a solid theoretical contribution to media research (p. 179).

Other Arab researchers indicated that they depend on Western literature research because they consider the theoretical framework on the subject in Arabic is lacking (Sakr, 2005 p. 153). Therefore, in terms of displacement theory, it would be difficult to compare the findings of this study with those found in Western countries, due to different cultures, political systems, and social activities. This leads to the question of whether there are critical differences between the Arab/Libyan media environment and those found in the West that could have a bearing on the relevance of Western media research in understanding media developments in the Arab world.

Based on the argument of media displacement, it could be assumed that *Al Jazeera TV* might have the potential to affect the consumption of other international and local TV channels because of its attractiveness and professional practices (Al-Asfar, 2002; Baghdadi, 2007). According to El-Nawawy and Iskandar (2002), “no Arab satellite TV network other than Al-Jazeera has ever attempted to present Arab views, opinions, and beliefs to the West with such vigour and legitimacy” (p.44). More importantly, what are the displacement effects of *Al Jazeera TV* as a source of news information relative to local TV channels? Although there is some research which is been done in the Arab world about a similar subject, not least by Western researchers working with Arab researchers, research has not provided answers to such questions because this phenomenon has not been studied yet. This is again why this study is underpinned by

Western theories and models. Using Western models allows understanding of displacement effects, while at the same time this research will consider that studies that have been conducted in Western countries may have different relevance to the Libyan context. Indeed, one of the challenges of the current study is to understand and investigate whether the patterns of news consumption that are being observed in the US and UK have similar patterns to those that can occur in Libya.

4.5 The Complementary Relationship between New and Old Media

Several studies have found a positive correlation between the use of news media such as the Internet and long established media, in particular when the Internet has been utilised by newspaper organisations (Althaus & Tewksbury, 2000; Willnat, 2006), radio digital stations, and satellite TV services (Althaus & Tewksbury, 2000). One clear indication in such a relationship is that “several traditional news media have been quick to move their content online to capture internet users” (Willnat, 2006, p. 1). For example, Lee and Kuo (2002) studied the relationship between Internet use and television viewing, newspaper reading, radio listening, sports and physical exercise, interaction with family, and socialising with friends. They found that Internet use is positively associated with an increase in newspaper reading and radio listening. They indicated that readers and listeners benefited from Internet use. In Libya, local newspapers have offered more multimedia and interactivity options such as video presentations, discussion platforms and video clips for their readers. News editors also refer and direct their readers to other news sources.

In recent times, every Libyan satellite TV channel has attempted to provide information content from their websites similar to other TV services. *Al Libiya*, for example, has its own website and uses other Internet facilities such as YouTube to re-broadcast some of its programmes (<http://www.youtube.com/user/Rayyisse>), enabling programmes and schedules to be available for viewers on demand. Libyan radio can also be heard via online services. Libyan people may go online to follow up on news they originally received from traditional media, yet because Internet services in Libya are often slow and inadequate when it comes to high-bandwidth activities such as downloading and watching video or TV programmes, it is too early to determine whether TV programmes will soon be replaced by computer-based activities, such as the Internet (Willnat, 2006).

Hence, it is possible that Internet services might enhance the correlations between different news media and other media content, as several studies have found that there is a correlation between Internet usage and other media content *increase-increase* (Kayany & Yelsma, 2000, p.217). Henke (1985) supported this by saying that news television, such as CNN, does not seem to replace any particular news medium. More CNN viewers read a daily newspaper, read a weekly news magazine, and viewed late night television news. Considerably, the Internet might be seen as providing more accessible news to supplement a healthy news appetite (pp. 434-435).

In a similar vein, recent studies have found that Internet users were more likely to read newspapers if they are online, which is considered as a positive or supplemental effect. For example, Willnat (2006) found that the consumption of Internet news is more likely to boost rather than decrease the time spent with traditional news sources. He concluded that Internet users are supplementing rather than displacing their overall news consumption with time spent on the Internet (Willnat, 2006, p. 12). Further, Metzger et al. (2003) found that college students rely heavily on the Internet for studying, news information and entertainment, and that this usage is expected to develop over time. Yet, Kayany and Yelsma (2000) studied whether displacement effects do occur when online technology is utilised in households. They found that even though TV remains the premier source of news information and entertainment, the rising importance of the Internet as a source of news and entertainment has impacted upon the time spent watching television as an entertainment function (Kayany & Yelsma, 2000, p. 227).

Overall, it is clear that displacement effects cannot be dismissed yet. Indeed, users of these new technologies reported significantly higher use of print news media and attendance at movies (Stempel III et al., 2000). A number of studies have claimed that the introduction of a new medium will not cause major changes in the media landscape (Coffey & Stipp, 1997; Stempel III et al., 2000), or it might even have a positive impact on the use of older media, such as reading newspapers and listening to the radio (Althaus & Tewksbury, 2000; Robinson et al., 1997; Willnat, 2006). On the other hand, others have claimed that a new medium can ‘displace’ an old one if it proves more attractive to media consumers (Coffey & Stipp, 1997). One explanation for the inconsistent findings between these studies could be, as Lee and Leung (2008) highlighted, that it is important to use appreciated measurement and scale to measure displacement effects. Lee and Leung applied two different methods “medium-centric

and user-centric” to measure a single set data concerning the displacement effect, and they came up with different results (p. 152). It has also been argued that instead of looking at “the general consumption of one medium and its replacement by the general consumption of another medium (new and old), one should rather look at the correlation between them in terms of complementary media” (Dutta-Bergman, 2004, p. 41).

4.6 News Consumption Patterns

Television, radio, daily papers and the Internet all provide news information to their consumers. However, television has long been seen as one of the ‘most important sources’ of news for media consumers (Chaffee, Zhao, & Leshner, 1994; Gunter, 2005; Henningham, 1982; Robinson & Levy, 1986b). This observation is emphasised by most public opinion relating to television (Gunter, 2005; Henningham, 1982; Schrøder & Larsen, 2010; Towler, 2003). One plausible explanation is that television news has long been consumed to update people about current events and other activities (Al-Asfar, 2002; Huang, 2009; Tewksbury, 2003), knowledge of news issues (Chaffee et al., 1994; Henningham, 1982; Lo & Chang, 2006) or news awareness (Gunter, 1985); there are also others who have indicated that televised news arguably is more trusted than other news services (Abel & Wirth, 1977; Mehrabi, Abu Hassan, & Ali, 2009) when it comes to knowing what is going on in the world (Rubin, 1981), or for political socialisation (Chaffee, Nass, & Yang, 1990).

The importance of televised news, however, can vary with the genre of news being considered. Given the availability of multi-channel platforms, most channels are defined by the type of programming they provide (Gunter, 2010). Viewers may catalogue different television channels and programmes in terms of only movies, only news, only sports, and only comedy. Moreover, there is a doubt on the effect of televised news, specifically on whether viewers are able to recall what they have seen on the news by the time the programme is over (Gunter, 1985; 1987; Henningham, 1982; Neuman, 1976; Robinson & Levy, 1986b), and studies have demonstrated that television news contributes little to the public’s knowledge of public affairs (Robinson & Levy, 1986b). For example, a study by Jamal (2009) on the communicative action and media culture of the Arab minority in Palestine indicated that the media consumption patterns of those minorities are seen to be high in relation to watching televised news. For example, three quarters of those surveyed expressed interest in political programming, indicating that Arab TV viewers preferred to watch

programming dealing with political issues, and they preferred to watch news on *Al Jazeera TV* (p. 569).

In terms of society, mass media traditionally played a significant role in providing information and entertainment to various cultures. Television, in particular, due to its audio-visual stimulating characteristics, has communicatory helpfulness. Regardless of the particular age group being considered, several studies have found that watching television has been and continues to be the ‘most regularly’ reported daily activity (Gunter, 1985; Kayany & Yelsma, 2000; Lo & Chang, 2006; Schrøder & Larsen, 2010). However, other studies have indicated that news sometimes ‘fails’ to give users the basic information they look for (Gunter, 1985; Patterson, 1993). For example, studies of learning from TV news have found that it might not be “effective at enhancing public awareness” (Gunter, 1985, p. 397) and understanding of current news affairs (Gunter, 1985; Neuman, 1976; Stauffer, Frost, & Rybolt, 1978). Thus, news media that individuals obtain at a certain point in time might be ‘functional’ in a variety of subsequent communicatory situations.

Building on recent assessment, this study investigated the levels of news consumption by the respondents and examined the extent to which news programmes were more consumed and credible than others, specifically international and local TV news programmes. This allowed the study to discover which TV services university students indicated as worthwhile. Therefore, the next step of this study aimed to explore why students find these news television services useful, and in a profound sense what constitutes worthwhileness for them. This helps in the acquisition of extensive knowledge about the Libyan students’ news consumption behaviour.

4.6.1 TV News Consumption and the Libyan Audience

There has been major growth in the volume of news provision in the last decade across all Libyan news media (IREX, 2006; Mahmoud, 2010), but especially in the broadcast media and the Internet; the broadcast media has seen very rapid development (with most development occurring within a period of a half decade). Among the most prominent developments has been the introduction of satellite TV transmissions that have brought pan-Arab world news services to Libyan media consumers (for more details see sections 3.3.4 and 3.3.6). Moreover, it seems important at this juncture to bring in a general perspective that one of the essential purposes of conducting this study is to pay attention to this development in the local media in Libya. This development is noticeable if we

consider the view that ‘news and information about public affairs are more available now than ever before’ (Simon & Merrill, 1997, p. 307). From such a growth of local media, one could argue that the Libyan audience will adopt the new mass media as their main source of information as the “mass media are able to set an agenda on public issues which the leaders and public deem as significant” (Mwesige, 2004, p. 70).

For Libyans, local televised news services have also been placed on this transmission platform (Al-Asfar, 2002; Mahmoud, 2010). Since the late 1990s, Libyan audiences have steadily increased their support to international news services, especially *Al Jazeera*, MBC, LBC and *Al Arabiya* (Al-Asfar, 2002; Jamal, 2009; Karam, 2007a; Marghalani, Palmgreen, & Boyd, 1998). Competing with these news sources from outside the country, are two local Libyan television news channels, *Al Jamahiriya* and *Al Libiya*.

These developments have at once opened up a more diverse array of news sources for Libyan news consumers and at the same time pose a threat to indigenous local news services. The pan-Arab world televised news services enjoy more lavish production budgets that result in news programmes that hold more appeal to Libyan news audiences. There is also evidence that the international and local television news services exhibit different psychographic profiles in respect of the motivations of their viewers for tuning in (Al-Asfar, 2002; Al-Shaqsi, 2000; Killani, 2000; Shahin, 2001).

The current study aimed to investigate how important different reasons are in determining how much different television news services are consumed. Thus, the more that is known about these functional patterns, the better will Libyan news providers become able to strategically target their different population segments, as it is not surprising to observe or note that the local TV services have not yet ‘satisfied’ their audiences with most of their productions and content (Al-Asfar, 2002; Killani, 2000; Shahin, 2001). This hypothesis is supported by several Arab studies that were carried out in the Arab world. Most clearly, Al-Asfar’s study (2002) and Al-Shaqsi’s study (2000) demonstrated that many Arab viewers find the variety of programmes and channels on satellite TV services a refuge. Al-Asfar listed several reasons why Libyan audiences, including a sample of university students, abandoned local TV programmes and channels in favour of international satellite TV services. For example, his respondents said that most of the local programmes could be described as boring, less attractive, not relevant to them, and of low quality. Similar findings were cited by several studies (Auter et al., 2005; Killani, 2000). Ghareeb (2000) expressed that

satellite TV services have provided Arab viewers with professional news-marking organisations, addressing their issues in their language (p. 417).

In a similar vein, Ayish (2001) indicated that Arab satellite channels have brought to Arab audiences a wider range of programme choices and new programming genres that continue to be distinctive features from Arab-state television. These Arab satellite channels represent as alternative Arab media to local and state-owned Arab media (Zayani & Ayish, 2006, p. 478). However, Libya has dramatically changed the way in which media have been controlled for more than thirty years. Although the change is limited, it can be seen as positive (Bel-Hajj, 2003; IREX, 2006). Progress has characterised the developments in the media sector over the last five years. Such a movement is 'needed' to build up 'trust' in the media to attract Libyan audiences (discussed in greater in chapter 3). In respect to audiences, different programmes have been established and re-established that attract different demographic groups, as more attention has been paid to audiences' 'desires' and 'needs'. With regard to the youth, for example, two new independent satellite TV services (*Al Libiya* and *Al Shababiya*), two independent newspapers (*Oea* and *Quryna*), and several FM radio station have been launched (IREX, 2006).

The question of what Libyan students 'need' from watching news programmes, particularly from a number of satellite television news channels is still unanswered. That is the reason for utilising a survey approach that contains a list of reasons for exploring elements of why Libyan students watch or avoid watching a number of established media and new TV satellite services and their correlations with trusting and giving credence to certain TV news services. Based on this, the study examined how university students chose media and news content to 'satisfy' their own 'needs' and why they did so in the way they chose. However, little attention has been paid to why Arab audiences watch satellite television news (that is, reasons for watching satellite TV) (Al-Shaqsi, 2000; Auter et al., 2005; Marghalani et al., 1998).

4.6.2 Reasons for News Consumption

Several studies have shared common concerns in investigating the reasons and functions of media usage, especially TV news sources (Greenberg, 1974; McCombs & Shaw, 1972; McQuail, 1992; Rubin, 1981). Media studies are still attempting to understand and explain the reasons behind user actions and their links to other factors, such as social processes and demographic characteristics (Swanson, 1987). News consumers

have been found to be motivated by their psychological, social, and socio-cultural needs to watch or consume mass media (Swanson, 1987, p. 238). The reasons for television usage have been defined as a multidimensional construct, yet three dimensions can be devised from the literature: entertainment/leisure activity, information seeking/surveillance, and socialisation.

The entertainment/leisure activity reason means that television is watched for enjoyment and relaxation purposes (Robinson, 1981; Rubin, 1983). The information seeking/surveillance reason describes that individuals watch television to 'gratify' their information 'needs'. While the socialisation reason represents the role of television as an encourager to communication between individuals. For example, the television industry has been observed to 'play an essential role in the life of children and a number of activities had been reorganised (Raeymaeckers, 2002, p. 370). However, other studies have shown that there are different dimensions to consuming one medium over another; with the majority of these dimensions coming from the utilisation of traditional theories and approaches that have been developed largely in Western media environments (Gunter & Machin, 2009; Henningham, 1982; Rizkallah, Sierra, & Razzouk, 2006).

As with Western literature, previous studies have reported different reasons for television news viewing as opposed to newspaper reading (Neuman, 1976; Robinson, 1981; Robinson & Levy, 1986b). Furthermore, the correlation between the underlying reasons and media selection has been explained using different theories, such as selective exposure theory (Zillmann & Bryant, 1985) and the uses and gratifications model (Rubin, 1981; 1983; 1994; Rubin & Perse, 1987). For example, Finn (1997) mentioned that consumers are driven by their attention to different media content.

Information orientation is guided by a stable interest in a specific subject; media consumers are thus more likely to pay attention to subjects that are relevant to their interests (Zillmann & Bryant, 1985). With the increased number of media choices, media consumption can increase and users can actively search out topics of most personal interest (Al-Obaidi et al., 2004; McDonald et al., 2004). However, with all of this, one might watch TV, listen to the radio, read newspapers and surf the Internet for the same topic, out of interest and to 'gratify' a 'need' such as information needs and entertainment gratifications. This example illustrates the notion of systemic differences among consumers in the consumption of media by specific subject, such as news genre (Diddi & LaRose, 2006).

A study by McDonald et al. (2004) on the law of news consumption and news media effects indicated that those who are interested in news information seek out whichever media supplies news and vice versa. However, one might indicate that people seek out information about events and topics in the public area and utilise that information in their everyday decisions (Baden, 2007; Gunter, 1985; McDonald et al., 2004; Robinson, 1981; Tewksbury, 2003). Individuals have different levels of attention to media outputs (Chandler, 1994). Past research has demonstrated that mass media feature prominently in the lives of audience consumers, so the media express many consumer-related subjects through a media context (Gunter, Berry, & Clifford, 1982; Gunter, 1998). Therefore, they will consume the media they expect to 'satisfy' their perceived 'need' best (Baden, 2007; McDonald et al., 2004).

In an earlier study, Rubin (1981) pointed out that older people had five primary motivations for watching television, which were: passing time, information, entertainment, social interaction, and companionship (p. 160). For instance, elderly people utilise TV to pass the time, which was a strong factor in relief from dullness. He also found that people consume news in order to know what is going on in the world; in addition, due to their informational needs, people indicate that they prefer viewing news programmes to other types of programmes.

On this basis, media have different effects on individuals' attitudes; this depends on many factors, such as education, income, and gender. Survey findings revealed that different demographic groups have different conceptions of the functionalities of some news media (Schrøder & Larsen, 2010). For instance, a number of studies (e.g., Hill, 1985; Park & Kosicki, 1995; Weaver, Graber, McCombs, & Eyal, 1981) have reported that individuals who are highly educated are more likely to be influenced by the mass media agenda. A higher level of education appears to lead people to develop different and more advanced information needs. They look for information which 'satisfies' their 'desires' (Baden, 2007).

In addition, news consumption patterns can be different from one medium to another (Al-Obaidi et al., 2004). Even though this can be true, data such as that gathered by Sherr (2005) have shown that young adults turn to a variety of news sources when they are looking for news information. In her analysis of patterns of news consumption, Sherr found that young people use the Internet for news, but they also read newspapers and watch local news on TV. In the UK, annual surveys of public opinion have confirmed the prominence of TV as a main source of international news, however, it has

emerged rarely as the dominant source to which people indicated they turn for news about local and regional community news (Towler, 2003). On the other hand, the motivation for consuming one medium in the domain of a particular content might lead someone to use another medium for the same content – people may watch television in the morning and later on read newspapers on the same topic to gather more information (Diddi & LaRose, 2006; Sherr, 2005). One possible explanation is that people seek information they expect to find in these media services (Althaus & Tewksbury, 2000; Baden, 2007; Tewksbury, 2003).

Media consumers claim to obtain several gratifications by using different media sources. These gratifications can be clustered into different groups: entertainment, correlation, cultural socialisation, and surveillance (Katz, Blumler, & Gurevitch, 1974). Newspapers, for example, have been found helpful in providing information about society news and in strengthening social stability (Katz et al., 1973). Nonetheless, others indicate that media choice is led by people's desires, reasons, behaviour patterns, media consumption, daily problems, discourse with others, and the characteristics of society (Rosengren, 1974). Jamal and Melkote (2008) discussed that individuals identified as active processors of news and aware receivers of content, selecting different kinds of media programmes and applying techniques of exposure to obtain calculable satisfactions. Moreover, in her study of the importance and use of news media by college students, Henke (1985) found that media consumption and its perceived importance increase with undergraduate students. Through the previous view, this study focused on the patterns of news consumption habits among university students by examining the reported use of major local and non-local news suppliers operating across a range of media – television, broadcast and print.

4.6.3 Importance of Audience Reasons for Using News Information

Questions about how people select from a range media news sources and for what reasons people seek out information, have long been studied by several media researchers. A number of specific functions have been identified that include needs for information, entertainment, escape, companionship and to pass the time (Atkin, 1972; Katz et al., 1974; Kayany & Yelsma, 2000; Levy, 1978; McLeod, Scheufele, & Moy, 1999; Reagan, Pinkleton, Thornsen, Miller, & Main, 1998). The uses and gratifications research is one conceptual framework that has been used to understand the motivations of news consumers in the Arab world (Al-Asfar, 2002; Al-Shaqsi, 2000; Jamal &

Melkote, 2008), as it highlighted the way in which Arab news consumers consume media to 'satisfy' specific 'needs' such as consuming the news to know about what is going on in the world (Heikkinen & Reese, 1986), to get up-to-date news information (Al-Asfar, 2002), and for 24-hour programming availability (Al-Shaqsi, 2000). People might behaviourally rely on different media to learn more about new cultures (Killani, 2000), social roles or news in the world around them.

Scholars have argued that audience experiences with different media are active, interpretive, or constructive accomplishments (Babrow, 1988; Swanson, 1987). News consumers utilise different mass media for different purposes, and they have different reasons for selecting news from different media sources. Past research supports this using different methods to give novel insights into the meaning and determinants of consumer TV behaviour, such as the attitude students have to news programmes (Al-Obaidi et al., 2004; Henke, 1985; Henningham, 1982; Ofcom, 2004; 2007a; 2007b), watching/reading news and satisfaction, and their gratifications. For example, Tewksbury (1999) indicated that different motivations, such as consumerism goals and political information, can direct news consumers to evaluate information and relate to 'political candidates' (p. 4). Those who are interested in an event would have a much higher probability of seeking out relevant news reports and scrutinising and evaluating the implications of the incoming news' (Lo & Chang, 2006, p. 144).

Indeed, interest in following news information is also a factor which can shape people's media consumption habits. The traditional assumption here is that higher interest in a news issue should lead individuals to seek to consume more information about it. According to this, media usually provide a number of subjects which can be thought to have a high interest for people. As one study (Gandy, Matabane, & Omachonu, 1987) proposed, a news topic interest usually drives media news consumers to look for information from different media sources. In addition, whether something is considered interesting is one step in the cognitive processing of mass media messages. The messages will be more influential if people want this information. For instance, if an individual is interested in political events or typically follows news of public affairs, they would be more likely to follow news than someone who is not (Althaus & Tewksbury, 2000; Lo & Chang, 2006). Similarly, people would pay less attention to messages that have no perceived interest value for them (Althaus & Tewksbury, 2000; Stone, 1987; Tewksbury, 2003). This can be good reason to seek information or 'need for information' as Althaus and Tewksbury (2000, p. 26) pointed out. After all, if

consumers do not seek information, it does not matter how much information the news media present (Tewksbury, 2003, p. 697).

More importantly, due to the assumption that different news consumers utilise different media content for different purposes and to satisfy different aims, the effect of one medium on another would depend on the particular reasons of consumers that guide them to consume particular media content. From the media perspective, Gunter (1985) demonstrated that the provision of news is an essential function of any medium, and this can be given as a reason for consuming the media (p. 397). Others have indicated that the presentation style of news programmes can affect the way in which the news is evaluated or considered (Gunter et al., 1982). Similarly, Schröder and Larsen (2010) put forward that if users cannot fit a medium into their time schedule and interest, it has no chance of being consumed (p. 4).

4.6.4 News Media Use among Students

The current study focused on the news consumption habits of university students in Libya. College students make up a particularly important population with which to explore news consumption patterns. A number of research studies of audience reasons have investigated college student samples (Diddi & LaRose, 2006; Henke, 1985; Huang, 2009; Lu & Andrews, 2006; Mokhtari, Reichard, & Gardner, 2009; Rosenberry, 2008; Schlagheck, 1998; Sherr, 2005; Vincent & Basil, 1997). For instance, Henke (1985) investigated patterns of news media consumption and examined the role of Cable News Network in the news media choices of college students. Parker and Plank (2000) studied the media habits of college students by emphasising the three areas of information search, media habits and motivations. Al-Shaqsi (2000) examined university students' reasons, cultivation effects and the impacts of satellite and terrestrial services on students' interests and activities. Huang (2009) examined how a group of college students chose media and content to 'satisfy' their 'needs', why they did so and the ways in which they did so.

Such studies have asked college students where they obtained most of their information and where they checked multiple information sources. Predictably, they drew attention to the rising importance of the new media, especially the Internet among young people, as a source of information and as a job-seeking tool (Chung & Yoo, 2008). However, research conducted in Kuwait found that young people made complex judgments about media content sources and they chose news media services in relation

to the specific ‘needs’ and gratification expectations from each case (Jamal & Melkote, 2008). Tewksbury (2003) explained this by indicating that there is an inconsistency between what media users often indicate they do and what they actually take from news exposure (p. 698).

Furthermore, the relationship between highly-educated people and the use of different news platforms has also been investigated by past research (Al-Obaidi et al., 2004; Amer, 2001; Ayish, 2004b; Diddi & LaRose, 2006; Henke, 1985; Mokhtari & Sheorey, 1994; Pew Internet & American Life Project, 2002a; 2002b; Schlagheck, 1998). The majority of this research has observed that young people display a weak interest in the conventional form of news and are less likely to engage with traditional news sources than older people are (Alzwai, 2003; Kaufhold, 2008; Sherr, 2005). Even with television, however, older consumers were more likely than young consumers to consume TV news. On the other hand, Molen and Voort (2000a; 2000b) found that young adults were found to rely primarily on TV news as their main source of news. Moreover, news interest was found to increase across university years and among students (Al-Asfar, 2002; Al-Obaidi et al., 2004; O’Keefe & Spetnagel, 1973).

News consumption has generally been regarded as important as it is a critical source of information for young people living in political democracies that might be called upon to vote or in other ways express their opinions about government actions and policies. For example, moderate relationships have emerged between young adults’ news consumption and their political awareness (Chaffee, McLeod, & Wackman, 1973; Conway, Stevens, & Smith, 1975). Atkin and Gantz (1978) found that there is a correlation between news exposure and current affairs knowledge. Gunter et al. (2000) found that children learn the most from TV news that has visual-verbal message redundancy. The latter finding can apply to young people as well (Neuman, Just, & Crigler, 1992; Walma van der Molen & van der Voort, 2000a; 2000b). Chaffee et al. (1994) found that television news is the most significant predictor of knowledge of an issue. While Pan et al. (1994) found that exposure to cable and public broadcasting services (PBS) news is associated with Gulf-War knowledge.

4.6.4.1 Importance of Studying Students’ Reasons

There has been ongoing discussion about whether it is appropriate to study young students in relation to social research (e.g., Basil, 1996; Diddi & LaRose, 2006; Peterson, 2001). The main criticism is the homogeneous demographic profile of

students and the fact that their lives are different from those of others in many aspects. However, young people are important as an audience both of the present and of the future. During their late teens and early twenties, youths begin to establish a bigger appetite for news. It is during this time of their development when they also become more politically active and engaged, thus they turn to news media in this context (Henke, 1985; Karam, 2007a; Vincent & Basil, 1997). Also, young people might display distinct preferences in news topics that appeal to them and in the news sources they consume; they use different news sources for particular types of news (Shrff, 2008; The Pew Research Center for the People & the Press, 2002).

Scholars have examined how young people use news television. First (1997) studied adolescents' (aged 12-18) perceptions of the TV presentation of the Arab-Israeli conflict. She demonstrated that those adolescents learned about three issues: intensity, complexity and solvability from the way in which the television news showed them. These findings are bolstered by Sheafer and Weimann (2005), who asserted that the level of television coverage of international issues could influence the individuals who might name these issues as the country's most important problems. More importantly, it is claimed that media works as part of the social system (Adoni & Mane, 1984). Thus Adoni and Mane (1984) considered that the media are a sort of means by which changes are brought about or a new model is created in society.

The media have encouraged different people, including youths, to form images or to learn about their society. Young people who are targeted by media outputs lead changes either sociology or politically. At the level of society, mass media provide young people with information to develop pictures of the community and to do so often by constructing new issues and familiarising them with some supporting opinions, which they might adopt, or with issues with which they might empathise (Adoni & Mane, 1984; Lerner & Pevsner, 1958). Politically, television, for example, is a bridging medium that provides news information to young people who are interested in political knowledge or watching politics from different perspectives. This means that young people are drawn to television to learn about politics.

Furthermore, Hill (1985) demonstrated that college students may be more susceptible to following news media than those who are less educated. Other studies, however, have discussed the issue of educational level, and they consider that highly educated people might not be affected by media news due to their ability to ignore media messages based on their knowledge of the news and 'needs' (Hill, 1985; Iyengar

& Kinder, 1987; Park & Kosicki, 1995); they are active in choosing news media. For example, Park and Kosicki (1995) addressed the issue that those consumers who are well educated display a high level of news media selection according to their opinions about media. Thus they claimed that less-educated people develop a more positive media image when they follow the news closely.

Factors affecting the perception of media are important when exploring young people's evaluation of that media. Motivations can provide a better understanding of surveyed students' reasons for viewing a number of local and non-local TV news services and the sorts of 'gratifications' obtained that these services are 'satisfying' for those who wish to know about the news. In addition, despite the myriad of media choices, individuals seem to make their own decisions to select media programmes (Diddi & LaRose, 2006; Katz et al., 1974). News consumption patterns can be employed to deal with new media consumptions; this attempts to describe the way in which undergraduate students use news products to 'gratify' their 'needs' (Diddi & LaRose, 2006). In light of these considerations, this study investigated the perceptions of different news media consumed by undergraduate students.

Theoretically, some parts of this study are guided by the uses and gratifications model because this study is measuring students' reasons. However, the uses and gratifications model is concerned with asking general questions whether, for example, people watch news for entertainment reasons; however, these types of questions do not provide much information about users' behaviour. A more effective method is to ask whether they watch news because of the way in which the news is presented. This provides much more sophisticated details because this answer can reveal whether a person watches a programme for its quality of news or the variety of news. Measuring the reasons in the latter method also provides more detail. In theory, it should also give more powerful predictions of people's likes and dislikes and their behaviour. For this reason, the current study attempts to develop a more sophisticated measure of reasons. For example, students could indicate their reasons for watching one news programme rather than another (Abboud, 2008; Baghdadi, 2007; Shahin, 2001). The uses and gratifications model, however, remains of some relevance to understanding and measuring the surveyed students' reasons for their news consumption choices.

This study measured news consumption patterns in order to establish what the nature of news consumption was. After the profile of news consumption is established, it can then be used to conduct a more detailed analysis of the reasons why the patterns

of consumption are the way they are. In order to do so, a list of reasons were developed and taken from the literature, which were directly relevant to news programmes themselves and based on research insights into the specific functions of the Libyan media. The study also provides valuable information for news producers: it draws a picture of the growth of competing news media platforms, and measures the extent to which these platforms are consumed and appreciated by Libyan students. Later on, this study explored the correlation existing between consumption of news services presented through different satellite TV services, and whether the reasoned profiles of a number of TV news services are important for students in determining how much they watch different satellite TV services, and whether a TV channel's news programmes have 'satisfied' their news consumers.

4.7 News Credibility

Another factor that defines the quality of news and can, through defining the reputation of news providers, also potentially play a part in influencing news consumption is the credibility of news. Credibility study has featured as a large part of mass media research for more than five decades (McQuail, 1992). Originally, study was focused on the dimensions of sources credibility (e.g., Hovland & Weiss, 1951), while later studies have highlighted variations in the perceived credibility attributed to different media channels (e.g., Gunter, 2005; Hargreaves & Thomas, 2002; McQuail, 1992; Rimmer & Weaver, 1987). Despite the difficulties in identifying the credibility term, simply put, credibility can be defined as believability; credible information indicates believable information (Fogg et al., 2001, p. 61). O'Keefe (1990) defined media credibility as "judgements made by a perceiver [...] concerning the believability of a communicator" (pp. 130-131).

A credible news medium can be defined in different aspects. The medium's reputation among its users as a trustworthy source of information is one important factor; this depends, however, on whether that source has emerged as consistently reliable in terms of factual accuracy of its reporting and an absence of political bias. Some agree that credibility perceptions come from evaluating multiple dimensions simultaneously (Buller & Burgoon, 1996; Stiff & Mongeau, 1994). However, in fact credibility relies on an individual's perceptions (Mehrabian et al., 2009). Sometimes people do not have enough experience with a medium to know whether they can believe it, though they are aware of the value of medium.

Theoretically, research has distinguished credibility in two principal realms: the credibility of “source and medium” (Kiousis, 2001, p.382). The former describes how different adaptations in source characteristics influence individuals’ motivations to modify their attitudes toward certain messages (Hovland, Janis, & Kelley, 1953; Markham, 1968; O’Keefe, 1990), while the latter is defined as an individual communicator, such as a broadcaster or world leader, which has been described as an individual, group, or organisation. Hovland and his colleagues (1953) indicated that the influence of any message depends on the medium as a mass communicator. However, this vision was widely criticised by earlier media research, where it was evaluated as too simplistic and static (Markham, 1968). As a result, Berlo et al. (1969) stated three types of credibility sources: safety, qualifications, and dynamism (p. 563), while Whitehead (1968) added two more: competency and objectivity, as critical components of credibility.

In a similar definition, Tseng and Fogg (1999, p. 42) defined four types of source credibility: presumed credibility, reputed credibility, surface credibility, and experienced credibility. Presumed credibility arises from the assumptions of the perceiver. For example, stereotypes about an object or source, such as ‘Arab state-owned media are generally less credible’, can lead to a credibility judgment. Such as ‘do not believe what the state media say’, absent any other efforts. Reputed credibility is based on source labels and brands. These sources, such as *Al Jazeera* and *Al Arabiya TV*, are labelled as trusted Arab news providers in the Arab world (Fahmy & Johnson, 2007; Zayani & Ayish, 2006), and are perceived as credible by the label of brand. Surface credibility is based on a user’s simple inspection of superficial characteristics, for example, ‘judging *Al Jazeera* by its coverage’. One might argue, for example, that *Al Jazeera TV* receives its high credibility credit from the way in which presents its news programmes (Jamal & Melkote, 2008, p. 12), so that influences people or viewers’ perceptions of its value and credibility. Finally, experienced credibility is based on a user’s first experience with a source over time (Wathen & Burkell, 2002). For example, by watching a certain TV channel programme over time, viewers can assess its competence and trustworthiness. However, experienced credibility may be the most complex method of making credibility judgments, because it can be easily changed over time and by situations such as war time and conflicts (Tseng & Fogg, 1999, p. 43).

The second principle of credibility indicated by Kiousis was medium-level credibility, which applies to the channel through which content is delivered rather than

to the source or sender of that content. In terms of media use, individuals have different evaluations about and perceptions of media, and those users who did not often view news media as credible usually feel doubtful about its outlets and values. It is found that there is a difference between perceptions of media credibility and media preference, as those who did not feel their most preferred medium was the most credible (Westley & Severin, 1964). It is discussed, for instance, that age, education, social status, and gender can impact individuals' perceptions of the credibility of a medium (Abel & Wirth, 1977; Mulder, 1980), a finding supported by several studies. For instance, female, younger, less educated readers of news were more likely than male, older, more educated readers of news to evaluate the media as credible (Bucy, 2003). Younger news consumers were found to regard TV news as more credible than older consumers (Bucy, 2003, p. 225). Also, still considerably more males than females acquire news online and, within this, more younger males than older males (De Waal & Schoenbach, 2010). Westley and Severin (1964) found that television news is typically considered more accurate than newspapers, or more credible than the Internet (Kioussis, 2001; Mehrabi et al., 2009; Metzger et al., 2003), or as credible as the Internet (Flanagin & Metzger, 2000). Previous research has found evidence for a relationship between television news viewing and the perception of both channel and message. It is considered that "the more people use a medium, the more credible they tend to find it" (Melican & Dixon, 2008, p. 157).

With regard to TV services, consistent research evidence has emerged over time and in a number of different studies that television is the most trusted source of news (Gunter, 2005; Kioussis, 2001). This trust is borne out of a perception that television news observes the highest standards of objectivity in its news reporting (McQuail, 1992). Despite this reputation, the quality and relevance of television journalism has been probed. Several scholars have argued that television news has embraced more opinionated discussions of news issues as well as providing accurate, factual reporting (Hargreaves & Thomas, 2002). Kioussis (2001) provided evidence of links between media consumption and people's perceptions of the credibility of conventional news sources but not in new media news.

The complexity of the news landscape around the world has evolved as digital technologies have introduced new platforms for news transmission. While once operating in distinct markets, for example, broadcast and print news media now find themselves competing head-on for news consumers on the Internet (Kioussis, 2001). In

this context, the reputation of news sources has become a branding issue that is no longer simply attached to a specific medium such as television. Increasingly, judgements about the credibility of news are grounded in the established reputation of the named news supplier, regardless of the medium through which news is being communicated. Thus, despite the growth of independent news suppliers in the online world, it is the established news brands such as the BBC, CNN, and *Al Jazeera* that continue to command large audiences (Powers & Gilboa, 2007). One could argue that one overarching pattern resonating in credibility studies is that scholars have failed to agree fully on the core dimensions of the concept.

Based on this, the purpose of this study is to ascertain how credible students believe satellite TV channels news to be in comparison to four different TV channels via a possibility sample of undergraduate students at the University of Al-Fateh. In other words, how do university students judge the credibility of the news issues broadcast by local and non-local TV news services? This question has not been satisfactorily answered by many studies.

4.7.1 News Credibility Measurement

The literature on news media credibility has been critiqued by some academic researchers who have questioned how news credibility can be correctly measured (Kioussis, 2001). The main question concerns how many factors news credibility scales actually measure. In their initial studies, scholars have indicated similar variables which can be used to measure media credibility, such as believability, accuracy, fairness, bias, trustworthiness, completeness, reliability, ease of use, and attractiveness of the medium (Beaudoin & Thorson, 2005; Kohring & Matthes, 2007; Schweiger, 2000). However, news credibility differs depending on media and types of information sought by individuals (Abdulla, Garrison, Salwen, Driscoll, & Casey, 2002).

For news consumers, knowing that television news can be trusted to report news stories accurately, comprehensively and impartially lends it a certain authority and meets their broad expectations of television as a news medium (Rosengren, 1977). The credibility of television news, however, can be measured by a number of ways (for a comprehensive review, see e.g., Beaudoin & Thorson, 2005; Gaziano & McGrath, 1986; Jamal & Melkote, 2008; Kioussis, 2001). For example, Flanagin and Metzger (2001) indicated that credibility varied by medium and types of information sought by people, such as news and entertainment. If credibility depends upon the standards of

objectivity attained, the latter includes a number of attributes. The cornerstone features of news comprise elements of factualness, such as accuracy, completeness or comprehensiveness, and relevance (Abel & Wirth, 1977; Gunter, 1997; Sakr, 2007a).

Although the credibility of television as a news source has been measured in a number of ways, this study followed the approaches of several previous studies (e.g., Gaziano & McGrath, 1986; Kioussis, 2001; Mehrabi et al., 2009; Meyer, 1988). These studies share similarities with the current study by investigating the perceptions of news credibility for television. Some of the items of this study were harvested from these earlier published studies. This research applied such measures to investigate the perceptions of news credibility of specific news sources among undergraduate students, with special attention paid to their trust in a number of local and pan-Arab TV news services broadcast through satellite TV networks. This research also adopted a larger and more diverse selection of items than previous audience studies of credibility have.

4.8 Arab News Credibility

Approximately before the mid-1990s, the majority of Arab media were governed financially or politically by government authorities, and Arab audiences had little free access to both speech and news, therefore, they did not expect much trustworthy information from local sources (Boyd, 1982; Sakr, 2007a). Most news programmes were monitored and media employees were viewed as part of the government system, essentially as governmental mouthpieces (Ayish, 2001; 2004b; Boyd, 1982; Ghareeb, 2000). That has changed with the coming of satellite TV channels and the Internet in the mid-1990s, as more Western media styles have been copied and adopted by several Arab media organisations such as MBC, *Al Jazeera*, and *Al Arabiya*, which adopted the BBC and CNN as a model in developing news broadcasting (Ayish, 2001; 2004b; Ghareeb, 2000). People have been able to compare between the qualities of different news providers (local versus international). For example, *Al Jazeera* apparently is a news provider that attracts Arab audiences and presents its news information in a different manner from Arab governmental perspectives (el-Nawawy, 2003; Johnson & Fahmy, 2008; 2009). It is preferred by more Arab TV viewers than any other channel (Jamal, 2009, p. 568). The new era of Arab satellite TV services is generally seen, in fact, as representing Arab viewers and interests (Jamal, 2009, p. 570). Tsfaty and Cappella (2003) similarly described *Al Jazeera TV* by saying that when media users

trust ordinary media, they typically consume more news, but if they are suspicious of the truth of media outputs, they might seek alternatives (p. 521).

In terms of credibility of sources, *Al Jazeera* is ranked as the most watched channel in the Arab world, followed by *Al Arabiya*, and MBC, and as the most credible source in Arab nations (el-Nawawy, 2003; Fahmy & Johnson, 2007; 2009; Powers & Gilboa, 2007; Zayani, 2005). It is not surprising that *Al Jazeera* is now respected as a 'brand' in Arab countries and even in the world; it is claimed that 24 percent of broadband users in the US access the channel's services (Abdulla et al., 2002; Ayish, 2004b; Rugh, 2004; Wessler & Adolphsen, 2008). So far, no study has examined or compared the credibility of news provision between international satellite TV channels and local channels. Hence, this study aims to investigate whether credibility perceptions are related to reported viewing of television news services by Libyan students.

4.9 Summary

This chapter has looked at a number of areas of empirical and theoretical literature of relevance to the study, starting with displacement theory and its main assumption of the concern about the impact of the emergence of a new medium in a media marketplace upon the use of another longer-established medium. In this context, it has focused on two different perspectives: time displacement and functional displacement. It has been noted that there is a dearth of Arab research on displacement and niche theories. Hence the current literature review has depended primarily on research that was conducted in the West with Western media systems. It has also considered how relevant this literature might be in terms of providing an effective theoretical underpinning of a study based in the Arab world (Auter et al., 2005).

The study also examined the theory of the niche in relation to a uses and gratifications model. This has been reviewed because part of the current study investigated research respondents' reasons for consuming one news provider over another. Furthermore, the motivational concept has featured within displacement theory in regard to the notion of 'functional displacement'. So, it was entirely relevant to look at that type of evidence and to consider different types of displacements. This body of uses and gratifications research indicated that the development of detailed and functionally focused understanding of motivations, linked specifically to news consumption, can provide more powerful indicators of these choices than the broader motives studied in relation to general media consumption. However, according to the

Chapter 4 Theoretical Backgrounds

theory of the niche, news consumers tend to allocate their time and interest according to niche gratifications. In addition to this, the study has reviewed literature related to news motivations, news media use among students, credibility of news sources, and Arab news credibility. The significance of credibility in the context of the current review can be found in its potential to define reputable news sources that news consumers might prefer to turn to.

In view of the fact that the study reported in this thesis focused on the news consumption habits of university students in Libya, this chapter examined whether this category of news consumer provides a valuable source of learning about the drivers of news consumption habits. Although students do not represent the broader news audience in any national news market, they have been extensively used as research samples in the literature. In Libya, students provide a convenient literate sample for study purposes and displayed variances in their reported patterns of news consumption. Some of these young news consumers were promiscuous and consumed news from many sources, while others were more selective and remained loyal to just one or two principal news suppliers. The next phase to studying the heterogeneity of the Libyan news audience was to examine the reasons underpinning the choice(s) of news supplier. Finally, the choice of news supplier is also driven by its reputation to provide good quality news reporting. The credibility of the news supplier as a source is a critical factor in this context. The next chapter discusses the methodology used to answer the research questions of this study.

Chapter 5 The Methodology

5.1 Introduction

This chapter deals with the research methodology for this study. It was designed to reveal Libyan university students' news consumption habits, with reference to the use of different news sources, news interests and reasons for consuming news from different news suppliers. This research is based on a self-completion questionnaire survey. Its main focus is to understand the possible impact of new satellite televised news services, especially broadcasts from outside Libya, on news consumption habits. Therefore, this chapter discusses the methodology and procedure that was used in conducting this research.

5.2 Survey Research

This study is an extension of earlier conducted news consumption studies which have been carried out via survey method (e.g., Al-Asfar, 2002; Al-Obaidi et al., 2004; Al-Shaqsi, 2000; Gunter, 1985; Henke, 1985; McDonald et al., 2004; Reagan et al., 1998; Rubin, 1981; Vincent & Basil, 1997). Nevertheless, some parts of the research questions of this study were new and different in nature than those of other news consumption research. Moreover, this research was principally founded on a self-completion questionnaire survey, as stated above in the introduction.

Mass media research has for a long time used surveys to investigate media audiences and media consumption (Al-Asfar, 2002). This method 'continues to be of crucial importance in mass media research' (Hansen et al., 1998, p. 6). The majority of the research work into the mass media is based on the survey approach, which importantly presents informative statistics; and such data is further appreciated because of its credibility under scientific rigour (Machin, 2002). Gunter (2000) indicated that using surveys is not just a matter of asking respondents a few questions regarding a certain issue. It involves 'much planning and a high level of skill in its administration to ensure solid data are gathered' (p. 23). Hansen et al. (1998) stated that 'surveys could identify not only who adopts different media outlets but also why they do so' (p. 225). Surveys are used most to find out about people's attitudes, opinions, and behaviour towards a number of topics and issues (Gunter, 2000; Hansen et al., 1998).

5.2.1 Reasons for Adopting the Survey Method

The overall aim of the survey was to collect data from a large population on the news consumption habits of Libyan university students, their current opinions, reasons and attitudes, particularly in the context of extensive and rapidly occurring changes to the overall shape of the news landscape in Libya. It was decided to use a quantitative survey to facilitate systematic analysis of reported news consumption behaviour – thus allowing for a higher degree of analytical precision about the subject matter being investigated, that may not have been so readily afforded by a qualitative research methodology (Berger, 2000). There were several reasons underpinning the decision to collect data through a questionnaire method:

- i. First, surveys are used to gather empirical data from a population of individuals about topics or changing patterns of behaviour, self-reported media consumption behaviour and related opinions about different news providers (Hansen et al., 1998).
- ii. Second, a questionnaire survey was used as a convenient and cost effective way of collecting large quantities of data through standardised measures from a large sample (Gunter, 2000; Hansen et al., 1998). However there are risks that standardised questionnaires can restrict the diversity of answers from respondents, this problem can be reduced through careful pilot work, which the study did (discussed more in section 5.5.1).
- iii. Third, the study involved gathering human subjects' (in this case, university students) opinions and attitudes towards news consumption, which rendered a survey method an appropriate approach. As Adams (1989) and Weisberg et al. (1996) indicated, when the focus of research is specifically placed on people's thoughts, emotional states and actions, a survey method is advantageous because it simplifies the way in which researchers can measure what people think and feel.
- iv. Fourth, survey methodology was adopted here to facilitate the use of bi-variate and multivariate analyses to examine complex relationships between the behavioural variables and other measures (Kumar, 2005).
- v. Fifth, the study examined the demographic characteristics of respondents in relation to their attitudes about and reported use of TV news channels. Weaver (2008) and Wimmer and Dominick (2011, p. 185) indicated that 'if researchers wish to analyse various individual characteristics such as age, gender, income, or attitudes about different issues of a large group of population, then survey

technique should be adopted'. An appropriately conducted survey can also enable a researcher to 'generalise the findings over a population' being studied (Wimmer & Dominick, 2011, p. 48).

- vi. Sixth, one of the study's objectives was to compare its findings about university students' news consumption and news credibility with those from studies of young adults' news consumption which were carried out in other countries. For this reason, the 'survey method was chosen to collect data that enabled the comparison' between Libyan university students and those of young adults in other countries (Wimmer & Dominick, 2011, p. 185). Surveys can also generate data in a standardised manner so specific statistical comparisons can be made between uses of one medium over another for news, as well as understanding issues concerning consumption displacement.
- vii. Another rationale for using the survey in this study was that qualitative research would not give the opportunity to look at different kinds of relationship between different subgroups and variables (Kumar, 2005, p. 18). It is also stated that the history of research and studies in this regard is survey-based (cf., Dutta-Bergman, 2004; Gunter, 2000; Kayany & Yelsma, 2000; Pasek, Kenski, Romer, & Jamieson, 2006; Robinson et al., 2000).

Finally, because this study adopted displacement theory as a central framework, a quantitative approach (survey method) was more likely to yield data appropriate to that kind of theoretical analysis (Wimmer & Dominick, 2011, p. 94). Using a qualitative audience research approach would not permit the kinds of behavioural comparisons needed here.

5.3 The Questionnaire

The basic survey tool for data collection is the questionnaire (Hansen et al., 1998). Therefore, to extract primary data from the sample of respondents, a structured self-reported instrument was designed based on the study objectives, which contained only close-ended questions. The major rationale for using a self-reported questionnaire was that questionnaires provide an opportunity to ask a standardised set of questions to respondents in order to establish the consistency of answers to specific types of question (Berger, 2000, p. 191). They also afford the opportunity to 'examine relationships between different sets of variables' (Wimmer & Dominick, 2011, p. 185). The use of

numerical scoring means that complex statistical tests can be used to explore how scores on one variable are related to scores on another variable (Gunter, 2000, p. 24).

A questionnaire-based approach was also adopted here to enable the collection of standardised data about media consumption and opinions towards different news sources across respondents. This would facilitate comparisons between specific respondent sub-groups and allow for analyses that could determine whether news audiences in Libya are fragmented in terms of loyalty to specific news suppliers. Exploring all these issues was important given the rapidly changing news landscape in Libya. In particular, the research aimed to find out whether local TV news services still had a part to play despite the growing competition from pan-Arab news services broadcast from outside the country's borders. This approach has been deemed to be potentially useful in understanding whether specific qualities of news services underpin audience loyalty or rejection.

5.3.1 The Advantages and Disadvantages of a Questionnaire

5.3.1.1 Questionnaire Advantages

The current study adopts a self-completion questionnaire survey which was administered to a sample of Libyan university students. The self-administered questionnaire is considered to be a valuable technique for social science studies and has been widely used (Hansen et al., 1998; Oppenheim, 1992). It has appreciable value compared with other methods of gathering information from audiences. In addition, there are several advantages for applying the questionnaire as the instrument of this study Gillham (2000):

- i. A questionnaire has the potential to save respondents' time and for researchers both time and expense.
- ii. It is suitable for obtaining rich data from respondents in a short time.
- iii. It is convenient for respondents because they can complete the questionnaire when it suits them.
- iv. It is easy to analyse when examining relationships between different sets of variables.
- v. It is a useful tool to generate data in a much standardised way. For example, to make comparisons between uses of different media news suppliers.

Other scholars have indicated respondents can provide sensitive data under other conditions but may be more likely to do so when anonymity is assured (Seliger &

Shohamy, 1995). They can also be as honest as possible in giving their answers because questionnaires are usually anonymous. Kumar (2005) added that the use of a questionnaire is an inexpensive method. Data is more uniform and standard than that generated by some other procedures (Al-Asfar, 2002). Based on the nature of the research, relevant studies, and research questions and design, the questionnaire was used to collect primary data on Libyan university students' behaviour and related opinions about different news providers.

5.3.1.2 Questionnaire Disadvantages

Due to the above advantages and the study aims, the questionnaire approach was chosen. However, like all research techniques, this study acknowledges the problems that can be encountered with this research method, such as a low response rate especially when respondents fail to return the questionnaires (Barce, 2008; Bell, 2005; Oppenheim, 1992). The key disadvantages of the questionnaire are when researchers rely upon mainly respondents giving self reports or verbal reports about their behaviour which may not be accurate. In this regard, Berger (2000, p. 189) indicated that it is difficult to understand why individuals behave the way they do, as there are many different factors behind, for example, individuals' choices of certain media which researchers may not be able to categorise. Berger (2000) also added that questionnaire surveys are often criticised for being able to count only certain issues, but are less able to quantify some issues that could be of great importance. For example, factors such as biology, psychology, and economics have different effects on people's behaviour, and it is difficult to establish how each or any of these factors is involved in a person's behaviour.

Another disadvantage of applying a questionnaire is that respondents might misinterpret questions, especially if the questions are unclear or ambiguous (Berger, 2000, p. 190). This is mostly an issue with self-administered questionnaires when there is no interviewer to explain the meaning of ambiguous questions to respondents. People may often not tell the truth when completing a questionnaire survey. Obtaining a representative sample may be another difficulty if a relatively small percentage of people answer and return questionnaires (Berger, 2000). Questionnaires are also not appropriate for those who are illiterate (Kumar, 2005). In an attempting to address the above issues, the following steps or strategies were implemented with the undertaking of the research:

- i. Respondents were required to return the completed questionnaires to myself directly. They were also encouraged to be honest in their responses as much as they could.
- ii. To encourage as high a completed questionnaire return-rate as possible, it was decided to make this a supervised, self-administered questionnaire. This allowed the study to gain the number of respondents required by ensuring that all the questionnaires were returned.
- iii. To attempt to counter the issue of not receiving a representative sample of completed questionnaires, I was in the fortunate position of being able to approach respondents directly in an informal manner, and thus being able to tell them in a 'friendly' way to complete the questionnaire, if they had not done so.
- iv. There was no problem with literacy level, as the study focused on university students (Gillham, 2000).
- v. I was able to explain any problems regarding the questionnaire when the questionnaires were being completed. To further reduce any problems, there were four pilot studies before the actual study was conducted (see section 5.5.1).

Overall, the questionnaire questions were clearly written and the respondents were able to understand and answer them easily (Bernard, 1994, p. 264).

5.4 Data Collection

The study went through several stages to gather and collect data about respondents' use of different news providers and their reasons for consuming different news broadcasts.

5.4.1 Questionnaire Design

The questionnaire survey used three broad types of question: first, statements with a Likert-type response scale. This scale is widely adopted in media research (Wimmer & Dominick, 2011). Second, questions with multiple choice response options, and finally, questions with two answer choices.

The questionnaire was informed by previous studies of news media consumption and perceptions of television news (e.g., Al-Shaqsi, 2000; Beaudoin & Thorson, 2004; Blumler, 1979; Eveland, 2001; Henningham, 1982; Ofcom, 2007a; Rubin & Perse, 1987; Rubin, Palmgreen, & Sypher, 1994). Moreover, the questionnaire was divided into seven sections, as can be seen from Appendix 1. Below is a summary of the objectives of each of the sections in the questionnaire survey.

Section (1): News Definition and Interest

This section aimed to seek information about the definition of news by looking at first how respondents defined news topics and second how much they were personally interested in watching news topics. The aim of this section was also to explore what news consumers identify as news, and what they are personally interested in. News topics here covered a wide range of areas or issues, and it was worth to understand which respondents were more or less likely to see certain topics as legitimate types of news. The survey asked Al-Fateh students to choose which topics they considered to be news, and then asked them which topics they were personally interested in. 14 news topic items were provided in each question to be evaluated on a four-point scale ('very important/interested' to 'not at all important/interested').

Section (2): Purpose of News

This section aimed to investigate the purpose of news for the respondents, and included one question which asked respondents to indicate what gratifications they obtained from watching TV news programmes generally. Respondents were asked to indicate their agreement with 13 general reasoned items associated with consumption of news on a four-point ('very important' to 'not at all important') scale. The questioning items were harvested from several previous studies that looked into the gratifications obtained from watching news (Blumler, 1979; Rubin & Perse, 1987).

Section (3): News Sources

This section consisted of two questions that concerned which news sources and platforms respondents used to obtain news information. The aim of this section was to gain an insight into the respondents' views about different news sources and platforms. This first question contained eight news sources measured on a seven-point ('daily' to 'don't use') scale: 'TV news on Libyan channels,' 'TV news on Arabic channels,' 'TV news on non-Arabic-channels,' 'local newspapers,' 'local news magazines,' 'local radio,' 'the Internet,' and 'word of mouth with family, friends... etc'

The second question here asked respondents to state how much they consumed different news media from a list of news platforms. The list included (a) news on the main Libyan TV channels including *Al Jamahiriya*, *Al Libiya*, terrestrial and *Al Shhabiya*, (b) news on channels from Arabic countries consisted of *Al Jazeera*, *Al Arabiya*, *ANN News* and *MBC*, (c) news on channels broadcast from non-Arabic-channels including *Al Hurra*, *BBC (Arabic)*, *France24 (Arabic)*, *Russia Today (Arabic)*,

and *Al Alam Today News*, (d) news in newspapers including *Al Jamahiriya*, *Al Shams*, *Al Fajr Al Jadeed*, *Oea*, *Quryna* and *Al Shat*, and (e) news on local radio including *Al Libiya FM*, *Tripoli FM* and *Voice of Africa*. Reported frequency of use responses were recorded originally on a five-point ('daily' to 'don't use') scale.

Section (4): Platforms Used

This section measured reasons for viewing four named TV channels: *Al Jamahiriya*, *Al Libiya*, *Al Jazeera* and *Al Arabiya*. The first two are Libyan and the latter two are pan-Arab TV services. This section included five questions which aimed to find the reasons for viewing specific news programmes on these named TV channels and to discover a number of possible gratifications derived from each programme. In doing so, there were 14 gratification items applied, to which responses were obtained on a five-point agree-disagree scale. The 14 gratification items were similarly used in and harvested from a number of previous studies (Atkin, 1972; Becker, 1979; Blumler, 1979; Eveland, 2001; Henningham, 1982; Jamal & Melkote, 2008; Marghalani et al., 1998; Rubin, Perse, & Powell, 1985; Rubin & Perse, 1987; Tewksbury, 2003; Vincent & Basil, 1997).

Section (5): Standards of News Provision

The aim of this section was to seek information specifically about the respondents' perceptions of the credibility of different news sources. It investigated their opinions about the standards of news reporting on a number of televised news services that are available to Libyans. Measures used here were adapted from earlier studies by Gaziano and McGrath (1986) and Rubin, Palmgreen and Sypher (1994). This section included four questions which were designed to delve into what respondents' thought about the quality and credibility of televised news services. The credibility of news coverage on a number of local and international TV news services were measured on a five-point bipolar-type scale (for example, fair/unfair). Based on this scale, the news credibility indexes consisted of 12 items. The measurement of perceived news credibility indexes was a combination of the total of the 24 items with the credibility ratings of four different TV news channels – *Al Jamahiriya*, *Al Libiya*, *Al Jazeera*, and *Al Arabiya*. The credibility index items were coded or recoded so that they were scaled in the same direction with 5 as the highest possible rating (positive rate) and 1 the lowest possible rating (negative rate).

Section (6): Satisfaction with the Quality of News

This part of the questionnaire was designed to investigate respondents' perceptions of a range of qualities of news, with some of the questioning requiring them to attribute qualities to specified news supplies. This section consisted of four questions that enquired into different areas; the first question referred to the quality of news. The respondents were asked how much they would like to see some news topics. The same 14 news topics, which were provided in questions one and two, were evaluated again. The second question referred to the respondents' 'satisfactions' with news. The question asked how much the respondents were 'satisfied' or 'dissatisfied' with each channel's suppliers – *Al Jamahiriya*, *Al Libiya*, terrestrial, *Al Shhabiya*, *Al Jazeera*, and *Al Arabiya*. The third question aimed at measuring the news coverage of a geographic area. Respondents were asked to provide their opinions of news coverage, and specifically which news channels they considered were providing too much coverage, the right amount of coverage, too little, no coverage, or do not watch. The final question of this section asked the respondents to indicate whether they considered news programmes on the four named TV news services were able to influence Libyans' opinions towards current issues.

Section (7): Personal Details

The last section aimed to elicit information about the demographic of the study. It consisted of six questions related to respondents' personal details: gender, age, subject being studied, year of study, family status, and family monthly income.

5.4.2 Language of the Instrument

Back-translation was done to ensure accurate English to Arabic translation and cultural compatibility. It should be noted that the translation was not literal, rather it attempted to convey the whole meaning of the Arabic version of the question while maintaining the English meaning of the questions. In this respect, it is stated that 'shorter questions guarantee higher completion rates' (Wimmer & Dominick, 2011, p. 199). The Arabic and English translations were checked by Arabic-English speakers (Professor El Jerary and Al-Asfar) who lecture in the Arts and Media faculty in the University of Al-Fateh, Libya. The Arabic version of the questionnaire was also checked by a psychologist (Al-Mabruk) who studies a PhD in the School of Medicine at the University of Leicester. He tested the length and time of completing the questionnaire (Appendix 3). It was determined that it took less than 40 minutes to complete the questionnaire, which was

considered acceptable for students to fill in the questionnaire forms. In this regard, Wimmer and Dominick (2011) indicated that ‘the maximum time limit for self-reported questionnaires in a group situation supervised by a researcher is 60 minutes’ (p. 200).

The questions were written in clear and simple language to hold respondents’ attention while they answered the questionnaire, as it has been experienced that young students ordinarily are impatient (Kumar, 2005; Oppenheim, 1992; Wimmer & Dominick, 2011). Initially questions were guided by those used in research by the UK telecommunication regulator, Ofcom (2007a; 2007b). Pilot research revealed that some of these questions were difficult for Libyans to understand. For example, questions one and two, and questions four (a) and four (b) (see Table: 5.1). Oppenheim (1992) indicated that there is no guarantee that an American or Australian questionnaire, for example, will work equally well in the UK or vice versa. He added that the translation of questionnaires from one language to another is likely to cause a minefield of problems.

5.4.3 Ethics and Confidentiality Issues

A further larger-scale pilot study was arranged to take place in Libya. Prior to this, a research ethics clearance procedure was completed to ensure that the survey complied with the university’s ethics requirements for all research involving human subjects. For example, all the respondents of the study were respectfully treated during the data collection. This was also applied by the fact that all the questionnaires included an introduction and description of the nature and objectives of the study. The introductory statement contained some indications about the value and benefit of the study. Importantly, the respondents were given full right to withdraw from participating at any time even during the filling out of the questionnaire. In this respect, the respondents were willing to and absolutely voluntarily filled out the questionnaire. Finally, the research promised and ensured that the data gathered would be utilised only for academic purposes.

5.5 The Questionnaire Administration

5.5.1 Pilot Study

There were several factors to take into consideration when developing a questionnaire survey, and it was acknowledged that the writing of good survey questions is difficult to achieve (Berger, 2000). “Piloting of drafts of questionnaires on samples which are representative of the target population is essential both to gauge the length of time

which it takes and to investigate whether the questions are properly understood by the respondents” (Sapsford & Jupp, 1996, p. 102). Below are stages of the strategies that were undertaken before conducting the main field work:

- i. Once the first draft of the questionnaire was completed a small pilot study was undertaken in the UK with 10 Libyan students who were studying at the University of Leicester and De Montfort University. This dynamic pilot operation invited respondents to make comments about any of the questions and response options or routing instructions (Barce, 2008). Following this initial test stage, the questionnaire was translated into Arabic, and then sent to three Libyan professional translators with knowledge of media and of the English language (Appendix 3). All the comments in the Arabic version of the questionnaire were carefully checked to avoid ambiguity, confusion, changes to meanings of questions, and discrepancies between the English and Arabic versions. As a consequence of this pilot exercise, a number of changes were made to the questionnaire prior to the main fieldwork being undertaken. The main lessons learned from this pilot were how to ensure that the questions worked as intended, because of this the questionnaire was composed and improved for this study.
- ii. A second pilot study was conducted among students in Libya in December 2008. It was disseminated to 75 undergraduate students at the University of Al-Fateh. This preliminary study was used to test the logistics of carrying out a survey and the efficacy of the questionnaire in terms of the relevance of its questions and respondents’ abilities to understand the issues being addressed by these questions. Respondents were told that the aim of questionnaire was to improve the overall clarity and meaning of the questionnaire and they were invited to offer any critique that would help in this context. The author was present with the respondents as they completed the questionnaire and made a written note of any design issues they mentioned. This exercise confirmed that the questionnaire took on average 25 to 35 minutes to complete. A number of questions were modified or removed, and some words and sentences were added or replaced to ensure that the questionnaire was clear and allowed respondents to express their answers and their ‘satisfaction’ easily (Bell, 2005; Munn & Derver, 1999). For example, after adding a new scale (numbered from 1 to 4) to question three one item, ‘I don’t follow the news’, was removed due to it did not fitting with the new scale.

Table: 5.1 Several Key changes in Question Wording and Structure of the Questionnaire

Original Questionnaire 2008	Final Questionnaire 2009																		
<p>Q1- Which of the following topics or issues do you personally believe it is IMPORTANT for the news in general to cover? [Tick as many as you think apply]</p> <p>Q2- Which types of news are you Personally interested in? [Tick as many as apply]</p>	<p>Q1 and Q2: Separated and added scale from 4 = very important to 1= not at all important.</p> <p>Q2- Added scale from 4 = very interesting to 1= not at all interesting.</p>																		
<table><tr><td></td><td>(Q1) COVER</td><td>(Q2) PERSONALLY INTERESTED</td></tr><tr><td>- Crime News</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>- Weather news</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>- Sports news</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>- Entertainment</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>- Travel news</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr></table>		(Q1) COVER	(Q2) PERSONALLY INTERESTED	- Crime News	<input type="checkbox"/>	<input type="checkbox"/>	- Weather news	<input type="checkbox"/>	<input type="checkbox"/>	- Sports news	<input type="checkbox"/>	<input type="checkbox"/>	- Entertainment	<input type="checkbox"/>	<input type="checkbox"/>	- Travel news	<input type="checkbox"/>	<input type="checkbox"/>	
	(Q1) COVER	(Q2) PERSONALLY INTERESTED																	
- Crime News	<input type="checkbox"/>	<input type="checkbox"/>																	
- Weather news	<input type="checkbox"/>	<input type="checkbox"/>																	
- Sports news	<input type="checkbox"/>	<input type="checkbox"/>																	
- Entertainment	<input type="checkbox"/>	<input type="checkbox"/>																	
- Travel news	<input type="checkbox"/>	<input type="checkbox"/>																	
<p>Q4a- Which of the following have you EVER used for news?</p> <p>Q4b- And which ONE of these do you use MOST OFTEN for news nowadays?</p> <table><tr><td></td><td>Q4a EVER</td><td>Q4b MOST OFTEN</td></tr><tr><td>1. TV news on the main Libyan TV channels (e.g., Al Jamahiriya, Al Libya2,...etc)</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>2. TV news on channels from Arabic countries (e.g., Al Jazeera, Al Arabiya,...etc)</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>3. TV news on channels from non-Arabic-language spoken (e.g., Al Hurra, BBC (Arabic), France 24 (Arabic),... etc)</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>4. Radio</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td>5. Internet (via a PC, café, or laptop)</td><td><input type="checkbox"/></td><td><input type="checkbox"/></td></tr></table>		Q4a EVER	Q4b MOST OFTEN	1. TV news on the main Libyan TV channels (e.g., Al Jamahiriya, Al Libya2,...etc)	<input type="checkbox"/>	<input type="checkbox"/>	2. TV news on channels from Arabic countries (e.g., Al Jazeera, Al Arabiya,...etc)	<input type="checkbox"/>	<input type="checkbox"/>	3. TV news on channels from non-Arabic-language spoken (e.g., Al Hurra, BBC (Arabic), France 24 (Arabic),... etc)	<input type="checkbox"/>	<input type="checkbox"/>	4. Radio	<input type="checkbox"/>	<input type="checkbox"/>	5. Internet (via a PC, café, or laptop)	<input type="checkbox"/>	<input type="checkbox"/>	<p>Q4a became Q4 and added a scale from 7= daily to 1= don't use.</p> <p>Q4b became Q5: How frequently do you consume each of the following TV news programmes or newspapers nowadays?</p> <p>TV news programmes and newspapers were divided into 5 parts, and added a scale from 5= daily to 1= never.</p>
	Q4a EVER	Q4b MOST OFTEN																	
1. TV news on the main Libyan TV channels (e.g., Al Jamahiriya, Al Libya2,...etc)	<input type="checkbox"/>	<input type="checkbox"/>																	
2. TV news on channels from Arabic countries (e.g., Al Jazeera, Al Arabiya,...etc)	<input type="checkbox"/>	<input type="checkbox"/>																	
3. TV news on channels from non-Arabic-language spoken (e.g., Al Hurra, BBC (Arabic), France 24 (Arabic),... etc)	<input type="checkbox"/>	<input type="checkbox"/>																	
4. Radio	<input type="checkbox"/>	<input type="checkbox"/>																	
5. Internet (via a PC, café, or laptop)	<input type="checkbox"/>	<input type="checkbox"/>																	

The pilot questionnaire contained 34 questions. These were mainly closed questions with multiple-choice answers or attitude statements accompanied by linear response scales. The topics covered included, possession of media consumption habits, news consumption behaviour, news interests, opinions about news providers, reasons for watching different news media, and other comments and suggestions. Respondents could comment critically on the questionnaire as they completed it. This pilot work helped to refine the wording of questions and the ordering of question sequences, as it is indicated by Oppenheim (1992). This assisted the author in knowing how actual respondents were likely to react to the questions and the layout of instructions. As this questionnaire was written in the

English language and then translated into Arabic for the pilot, it was essential to avoid any unexpected changes to question meanings as a consequence of the translation.

The key changes made to the original draft of the questionnaire concerned questions one and two, and questions four(a) and four(b) (see Table: 5.1). These had to be separately written as each question had multiple choices, which confused several respondents, and were considered ambiguous. Although these questions were used in research by Ofcom, they did not work well with the Libyan students (see questions one, two, four, and five in the main questionnaire, Appendix 1). In addition, initially question three asked respondents to tick as many answers as apply, this was changed to a format that asked respondents to evaluate each item separately using a scale ranged from one to four.

- iii. The third pilot study aimed to run further checks on question difficulty and clarity. Again, several different levels of students in the UK were asked to provide their opinions about the questions. This pilot work was carried out in November 2009. Respondents were again required to write any further comments about the form of the questionnaire itself. No significant comments emerged at this stage.
- iv. Finally, a fourth pilot exercise was carried out in Libya on 12th December 2009, one week prior to the main field survey. This was run to test further questionnaire design aspects and the logistics of survey administration among a random volunteer sample of 20 students at the University of Al-Fateh. As a consequence, in questions seven, eight, nine, and ten, one of the items listed was 'to be able to choose rather than have the government choose for me'. This item was often misunderstood by the respondents. So it was decided to remove this question because of its ambiguity. The rest of the questionnaire was as expected, it was well-designed and clearly-structured as the respondents did not provide any more feedback or comments about the questions or statements that could obstruct or affect the process of the study. Finally, a few further stylistic changes were made to the questionnaire.

5.6 Main Survey Fieldwork

The main part of the study was undertaken at *Al-Fateh* University, which is the largest university in Libya. The survey was conducted during December 2009 and January 2010.

5.6.1 The Study Sample

The sampled community comprised Al-Fateh University students from its 14 faculties. This university was selected for the following reasons:

- Historically, the university was the first higher-education foundation to be established in Libya 1957. Therefore, it was considered that this university has a history of establishing the education system in Libya and interest in exploring the news consumption of students belonging to this university.
- In terms of population, the university is considered to be the largest university in Libya, which also includes numerous different specialisations. There are approximately more than 40,500 undergraduate students who study at this university (University of Al-Fateh, 2008).
- The university gathers students from different cities and backgrounds which can provide any researcher with an ideal opportunity to examine cultural, political, social phenomena or news interest (Omar, 2009).
- Collecting large quantities data from this university is convenient and cost effective for the author, as he lectures there and it was thus easy for him to contact and reach the university's faculties and departments.
- University students may display distinct preferences in news topics and news sources they consume. For example, Al-Asfar (2002) found that male students are more likely than female students to watch news on *Al Jazeera*, while female students were more interested than male students to watch the MBC. So, the study aimed at discovering what differences in news sources exist for particular types of news that are used by this university's students.
- In regard to news interest, there is supporting evidence that students have exhibited a tendency to show increased interest in the news across their years at university (Al-Asfar, 2002; Al-Obaidi et al., 2004).

A factor which influenced the choice of which university to focus this study upon, was the fact that I was/am a permanent university lecturer at Al-Fateh, working as a lecturer there from 2002 to 2006. Therefore, it was considered that the working relationships that had already been established with those studying at the University of Al-Fateh, as well as with the personnel based at the university who worked in the faculty of Arts and

Media, would prove to be beneficial and help to facilitate the collection of the required data.

5.6.2 Sample Size

It was not possible to find an exhaustive and fully verified list of all students registered at the university, but usable data were eventually appropriated (University of Al-Fateh, 2008). This list contained a total of 40,893 students at the 14 faculties. Sampling was shaped by guidelines and recommendations of other authors. Wimmer and Dominick (2011) and Comrey and Lee (1992) suggested that for many studies samples can be evaluated as follows: “50 = very poor; 100 = poor; 200 = fair; 300 = good; 500 = very good; 1,000 = excellent” (cited in Wimmer & Dominick, 2011, p. 103). Hansen et al. (1998) considered that “research students may be able to work with a sample of between 100 and 300 respondents; undergraduate and postgraduate students with a sample of about 30 upwards” (p.243). It is said that if the population ratio is high, then a sample of 100 participants would be appropriate whether the population is one thousand or a million (Gorard, 2003). The study identified different faculties and recruited students from across these disciplines in an aim to achieve a broad representation of the total study body. 400 undergraduate students was thought a reasonable sample size in this study.

5.6.3 Sample Type

At the time of this research there were 40,893 students at the University of Al-Fateh. A student sample was constructed using stratified sampling with respondents chosen randomly with quotas set by faculty and gender. A stratified sampling frame was used as a means of obtaining a large number of student respondents, thereby permitting more precise estimates of their news habits. Within each faculty, a simple random sample was selected towards a target total sample of 400 undergraduate students. Table: 5.2 shows the total number of students and their gender breakdown.

To illustrate the sampling process, for example in the Faculty of Engineering the total number of students was 7,204. This number was divided by the total number of university students 40,893, to compute its percentage contribution to the total university population. In this case, it represented 17.60% of all students at the university. This percentage figure was set as the quota for recruitment from this faculty, by dividing it by the target sample figure of 400 respondents. In this case, this figure came to 70 students. This process was repeated across all faculties.

Table: 5.2 Sample Size and Characteristics

No.	Faculty of...	Male	Female	No. of Students	%	Students Sample
1.	Engineering	5181	2023	7204	17.60	70
2.	Economy and Political Sciences	3969	1591	5560	13.50	54
3.	Law	1730	2870	4600	11.20	45
4.	Education – <i>Janzour</i>	180	4350	4530	11.00	44
5.	Agriculture	1271	2370	3641	9.00	36
6.	Languages	784	2846	3630	9.00	36
7.	Education – <i>Kaseer Ban Ghashir</i>	186	2350	2536	6.20	25
8.	Arts	324	2002	2326	5.50	22
9.	Education – Tripoli	43	2162	2205	5.50	22
10.	Sciences	727	1325	2052	5.00	20
11.	Arts & Media	609	612	1221	3.00	12
12.	Physical Education	527	22	549	1.50	6
13.	Information & Technology	441	58	499	1.20	5
14.	Veterinary Medicine	198	142	340	0.80	3
Total		16170	24723	40893	100	400

5.7 Procedure

It was essential to first obtain entry permissions. Cover letters were sent to all the deans of faculties to explain the purpose of the study. Assurances were provided that participation in the survey would not affect students' or lecturers' timetables.

The survey was conducted over a three-week period from Sunday 20th December 2009 to Thursday 7th January 2010. In Libya, the week runs from Sunday to Thursday, while Friday and Saturday form the weekend. The author delivered the questionnaires personally and provided a spoken explanation to groups of respondents prior to questionnaire completion. This technique worked well, because delivering the questionnaires personally helped the author to assist respondents to overcome difficulties with the questions, if any. In addition, during the distribution of the questionnaires, the respondents were assured that their answers and personal information would not be used for any purposes apart from the academic study and signed participant consent forms were obtained.

As mentioned earlier, each questionnaire included brief information about the study's aims and how respondents were to complete it. Several respondents were given pens to use in completing the questionnaire and the author was available to help with anyone who needed further assistance. The average time spent on the questionnaire was between 30 and 40 minutes, with some respondents taking as long as 50 minutes. The majority of the questionnaires were filled in during break times, after finishing lectures, or at some other time when it was convenient for the respondents to answer. After

completing the questionnaire, the respondents were thanked for their responses in the study. The returned questionnaires were immediately checked when they were handed in to ensure all questions had been answered. The data were put into Excel software before being transferred into a SPSS data file for analysis.

5.8 Statistical Analysis and Measurement

The analysis of questionnaire data was conducted by using the Statistical Package for Social Science (SPSS) version 16.0 and 18.0. In this context, a series of descriptive, bi-variate and multivariate analyses were computed on the survey data. Initially these analyses comprised the computation of simple percentages, frequencies, crosstabs, means and standard deviations. These were employed to describe the demographic trends in the news consumption viewing habits and quality and credibility of news sources. In different places, *t*-tests, one-way ANOVA and Chi-square tests were applied to compare different variables. In detail:

- Chi-square test was applied to nominal-level data to determine whether two variables measured on nominal or categorical scales are associated with each other (Colman, Pulford, & Corston, 2006).
- Independent-sample *t*-test was used to measure the differences between the mean scores of independent variables, on some continuous variables, with two different levels, gender (Pallant, 2007).
- One-way ANOVA test was appropriate (for scale data) to test the mean scores of independent variables with three or more groups or conditions, family income (Field, 2005).
- Non-parametric statistics, such as Mann-Whitney U test and Kruskal-Wallis H one way analysis of variance, were computed to a single-item scale when necessary (Pallant, 2007). The Mann-Whitney U test was used to identify the mean differences and the significance of the differences between two levels. The Kruskal-Wallis H was applied to measure the significant differences between groups with three or more levels (Field, 2005). This is more conservative than the *one-way* ANOVA test (Al-Shaqsi, 2000).
- Pearson *r* correlation test (*r*) was used for data on the ordinal scale to explore the strength of the relationship between two continuous variables (Pallant, 2007). For example, the relationships between news use and perceptions of news credibility.

- Spearman's ρ (r_s) test was applied on interval scale data to measure, for example, the relationships between the consumption of different news sources and reported use of certain TV news services (Field, 2005). Tests of associations were those which examined the correlations and the degree of this correlation between two or more sets of scores.
- Multivariate analysis was applied when necessary to analyse the data where either two or more dependent variables are measured (Field, 2005).
- Multiple regression was applied in different places to investigate different linear relationships between a numbers of dependent (DV) and independent variables (IV) (Kinnear & Gray, 2009; Pallant, 2007). It was used to predict DV's score based on their scores on several IVs. For example, stepwise multiple regression was computed in predicting how much respondents consume news from *Al Jamahiriya TV*. Doing this revealed which IVs were significant predictors of *Al Jamahiriya*.
- Factor Analysis, with principal component analyses, was run to 'examine correlation between a number of variables in order reduce them to a smaller number of underlying dimensions called factors and to determine the correlation of each of the original variables with each other' (Colman et al., 2006, p. 138).

Finally, in all the analyses of the data, the statistical significance was fixed at a level of 0.05. This was because conventionally this level of statistical significance has been observed to be followed by 'social science researchers' (Kumar, 2005, p. 8).

5.9 Demographic Characteristics of the Sample

Table 5.3 summarises the demographic attributes of the main survey sample. Nearly six out of ten respondents (58%) were females, and the rest were males (42%). Respondents' ages ranged from 17 to 25. The median age of the sample was 21 years old. The greatest single proportion of students who completed the questionnaires came from the Faculty of Engineering. Economics students were the second highest number. Both Law and Education "*Janzour*" students slightly made up the third highest number (11.2% and 11% respectively). The lowest numbers of students sampled were those from the Veterinary Medicine, Information Technology, and Physical Education Faculties. The first constituted just three respondents of the total sample (0.8%), while the latter consisted of six respondents of the total sample (1.5%).

One in three respondents (33%) were categorised as third-year students, just under one in four (23.25%) were second-year students, nearly one in five (19.25%) were first-year students, one in six (15.50%) were in their fourth year, and about one in ten (9%) were in their fifth year. Further, the majority of respondents (see Table 5.3) were students who lived in middle family units of between four and eight members. Most of these families contained more female students than males. One in three of the respondents said they lived in large family households of more than eight persons. One in ten of the respondents said they lived in small family units of fewer than four and 1.8% of the respondents lived on their own.

Table 5.3 Distribution of Respondents by Gender and Selected Demographic Variables

Variables	Male	%	Female	%	Total	%
University Faculties						
Engineering	32	8%	38	9.5%	70	17.6%
Economy	21	5.2%	33	8.2%	54	13.5%
Law	24	6.0%	21	5.2%	45	11.2%
Education <i>Janzour</i>	13	3.2%	31	7.8%	44	11%
Agriculture	19	4.8%	17	4.2%	36	9%
Languages	13	3.2%	23	5.8%	36	9%
Education <i>K-Ben Ghashir</i>	7	1.8%	18	4.5%	25	6.2%
Education <i>Tripoli</i>	8	2%	14	3.5%	22	5.5%
Arts	8	2%	14	3.5%	22	5.5%
Sciences	11	2.8%	9	2.2%	20	5%
Arts & Media	5	1.2%	7	1.8%	12	3%
Physical Education	4	1%	2	.5%	6	1.5%
Information Technology	2	.5%	3	.8%	5	1.2%
Veterinary Medicine	1	.2%	2	.5%	3	.8%
Total	168	42%	232	58%	400	100%
Year of Study						
First year	25	6.25%	52	13%	77	19.25%
Second year	30	7.50%	63	15.8%	93	23.25%
Third year	63	15.75%	69	17.2%	132	33%
Fourth year	31	7.75%	31	7.8%	62	15.50%
Fifth year	19	4.75%	17	4.2%	36	9%
Total	168	42%	232	58%	400	100%
Family Households Size						
Live on my own	4	1%	3	.8%	7	1.75%
Less than 4	24	6%	19	4.7%	43	10.75%
From 4 to 8	94	23.5%	134	33.5%	228	57%
More than 8	46	11.5%	76	19%	122	30.5%
Total	168	42%	232	58%	400	100%
Family Monthly Income*						
Less than £250	52	13%	72	18%	124	31%
From £251 to £500	57	14.25%	89	22.2%	146	36.5%
From £501 to £750	17	4.2%	32	8%	49	12.25%
From £751 to £1000	25	6.25%	19	4.8%	44	11%
More than £1000	17	4.2%	20	5%	37	9.25%
Total	168	42%	232	58%	400	100%

* Note: The UK Pound (£) is roughly double the value of the Libyan *Dinar* (LD).

Family monthly incomes were measured by asking the respondents to indicate what figure best described their monthly family income. Table 5.3 shows that 36.5% of the respondents came from low-income families earning on average from £251 to £500 monthly, followed by those who lived in poor-income families earning less than £250 monthly, those living in middle-income families earning from £501 to £750 monthly constituted 12.2% of respondents, and those living in high-income families earning from £751 to £1,000 monthly constituted 11%. Less than one in ten of the respondents said they lived in rich-income families earning more than £1,000 monthly.

5.10 Summary

This chapter has discussed the design and procedures of the study. The study gathered data about the consumption of news habits, news interest, and credibility of news media. In particular the study investigated the role of satellite TV channels as news sources in the lives of university students in Libya. The study used a non-representative sample of university students. Nevertheless, efforts were made to create a heterogeneous sample of students, on the basis of previous research, who have displayed an interest in new sources of news supply. Painstaking pilot work was used to ensure that the questionnaire adopted an overall design and clarity of articulation of questions that enhanced the overall quality of the data.

The next chapter deals with the results of the fieldwork carried out in the survey. It attempts to answer a number of research questions relating to data on Al-Fateh university students' news media consumption, news habits, and reasons for watching a number of local and non-local TV news services.

Chapter 6 News Media Consumption among University Students

“Young people are leading indicators: their habits, interests and attitudes will guide the country and the world for decades to come. Much has been written about the [new] generation (born 1980-1996), the first of whom are beginning to enter their thirties. Yet surprisingly little has been said about what this group means for the future of news media and civic life, and even less has been said about the potential to strengthen their relationship with both. Almost none of the discussion has come from young people themselves” (Sopher, 2010, p. 5).

6.1 Introduction

The aim of this chapter is to examine data on Al-Fateh University students’ news consumption patterns and their reasons for keeping up with news. The findings draw on the survey of 400 undergraduate students who were asked about their news consumption habits and perceptions of news provided by international and local satellite TV news services. The chapter begins by reporting simple descriptive statistics before examining more complex relationships between variables. The reason for undertaking these analyses is to gain understanding of how students receive their news, their news preferences and what reasons are behind their news consumption. The findings of this study are compared and discussed in the context of previous studies conducted in both the Arab world and Western world to explore the similarities and differences between the two settings. This chapter mainly examines the following questions:

RQ1: Which topics do Al-Fateh students consider to be news and which news topics are they personally interested in?

RQ2: What use do Al-Fateh students make of news and what gratifications do they derive from it?

RQ3: How much news consumption goes on amongst Al-Fateh students and which sources attract the most interest?

RQ4: Are there any similarities or differences between Al-Fateh students and young people outside Libya?

6.2 News Interests

Studies of young people’s interest in the news have shown that they obtain news less often than do older people (Sopher, 2010). However, it is unclear how popular interest in public affairs news can be measured because there is a variation between what ‘people often say they pay attention to and what they get from news exposure’ (Tewksbury, 2003, p. 698). There are, however, many factors impacting upon young

people's attitudes towards media contents such as their social background, cultural settings and political orientations (Sopher, 2010). Recently, it has been shown that even though television strives to provide live coverage of breaking news events, it often fails to increase viewership among young adults (Tuggle, Huffman, & Rosengard, 2007).

There is ample evidence of age differences in the use of news media (Brians & Wattenberg, 1996; Coleman & McCombs, 2007). Furthermore, choices of media content are also driven by different reasons (Huang, 2009; Rubin, 1981; 1983; 1984; 2002; Vincent & Basil, 1997). In the US, 33% of people aged under 30-years old were found to be interested in news, especially sport and entertainment news. Out of 158 Al-Fateh university students, Omar (2009) found that 83.5% students indicated that they watched news. Further, international affairs news was found to be the top news subject for college students (The Pew Research Center for the People & the Press, 2002). In addition, research indicates that people do not make choices of one medium over another as a source of news, rather they consume news from different media. Thus, different news media can complement each other (Bogart, 1968).

6.2.1 Importance of News Topics

Previous studies have demonstrated that young adults aged between 17 to 29 years old may not be major news consumers (Bogart, 1989). Some research evidence has indicated that the busy lifestyles of young people may be responsible for their low news media use, while they also depend more on interpersonal communications for information they value (Huang, 2009; Kellermann, 1990; The Pew Research Center for the People & the Press, 2000). A Pew survey (2010) reported that young adults in the US are the least likely to indicate that they follow the news keenly and the most likely to indicate that they hardly ever or never get news compared to other age groups. They find that about 35% of those aged under 29 years said they follow the news all or most of the time.

In contrast, other studies have shown that young adults continue to spend more time consuming TV content than being engaged in any other media activity (Rideout et al., 2010). For example, US research has indicated that nearly two-thirds of young Americans watch a TV set at the time the programming is originally broadcast (Rideout et al., 2010). Sopher (2010) also found that television remains young people's primary source of local news, with equal position to the Internet for national and international news. Young people in the Arab world increasingly spend a large proportion of their

free time watching satellite television channels (Karam, 2007a). Al-Asfar (2002) reported that Libyan students in an arts and media faculty spent most of their free time watching a variety of programmes on satellite TV channels. A number of these studies predate the Internet and cable news but remain informative about the prevalence of print media and television news consumption (Sherr, 2005).

In fact, news programmes on local Libyan TV (especially the old TV channel) are not usually favoured by the majority of Libyans because local viewers often claim that government delivered or controlled news is of little interest to them (Al-Asfar, 2002). Indeed, this factor may affect the students studied in the present research in terms of their opinions about the importance of news (Omar, 2009). Moreover, university students may distinguish that news on local TV services is often repeated from other professional news sources and lacks any value for them. This picture may have now changed following the change of regime. So, Libyans might observe different media content (Omar, 2009).

Before detailing the specifics of news consumption practices, it is useful to explore what young news consumers identify as news of importance, and what they are personally interested in. Respondents in the current study were asked to evaluate a list of 14 news topics in terms of their perceived importance of the form. News topics were selected to cover a wide range of areas or issues, and it is essential to explore which Al-Fateh students are more or less likely to see certain topics as legitimate types of news. The results are summarised in Table: 6.1.

Table: 6.1 Ranking of News Topics by Important Topics

News Topics	Number	Mean *	Std. Deviation	% saying very important
- Libya-wide politics	400	3.55	.673	64.2
- World-wide politics and current events	400	3.49	.729	61
- Current events in Libya	400	3.46	.710	56.8
- Current events in the Arab world	400	3.36	.711	47.5
- Human interest stories	399	3.34	.802	52.2
- Current local events where I live	400	3.32	.747	46.5
- Politics in the Arab world	400	3.29	.756	44.8
- Weather news	400	3.27	.812	46.2
- City, business and financial issues	400	3.23	.797	42.2
- Crime news	400	3.22	.824	43.8
- Entertainment news	400	2.77	.885	21
- Sports news	400	2.74	1.046	27
- Travel news	400	2.64	1.033	18.2
- Celebrity behaviour	400	2.45	.935	16

*Higher scores equal greater importance. Scale ranges from 4 = very important to 1 = not at all important.

According to the findings in Table 6.1, the majority of the respondents indicated that the most important type of news was local political news and news events. The highest rated news items were Libya-wide politics news topics (64.2%), world-wide politics and current events (61%), current events in Libya (56.8%), and human interest stories (52.2%). Current events in the Arab world (47.5%), current events where I live (46.5%), weather news (46.2%), politics in the Arab world (44.8%), crime news (43.8%), and city, business and financial issues (42.2%) were also seen as very important news topics. Less widely endorsed as very important were sports news (27%), entertainment news (21%), travel news (18.2%), and celebrity behaviour (16%).

Additionally, these data were further analysed using a Mann-Whitney U test and Kruskal-Wallis H test to determine whether any significant differences existed between demographic groups.

6.2.1.1 Gender Differences

There were no marked gender differences in the perceived importance of most news topics. One exception was entertainment news, with female students ($M=2.86$) being more likely than males ($M=2.64$) to rate entertainment news as a very important topic, $U(398) = 16999.0$; exact $P < .05$, 2-tailed. This finding is consistent with previous research done by Al-Asfar (2002) and Omar (2009) who found that young females watch more entertainment news than young males. The finding of the current study is not surprising because, in Libyan culture, young females are more likely than males to stay in-doors, so watching TV networks would be a normal activity they can use to occupy their free time.

6.2.1.2 Year of Study Differences

The Kruskal-Wallis H-test revealed significant differences associated with year of study on three types of news – city, business and financial issues, entertainment, and crime news. More final-year students ($M=3.42$) indicated city, business and financial issues as important news than first-year students ($M=3.17$), $\chi^2(df=3) = 10.306$, $P < .05$. First-year students ($M=3.04$) were more likely than final-year students ($M=2.74$) to say entertainment news was an important topic, $\chi^2(df=3) = 9.840$, $P < .05$. These findings are consistent with the findings of Al-Shaqsi (2000), who found that more freshmen students watched entertainment programmes than senior students. First-year students ($M=3.44$) were more likely than final-year students ($M=3.01$) to report crime news as an important topic, $\chi^2(df=3) = 21.583$, $P < .001$. In a similar vein, research has found that

crime news continues to attract greater interest among young people than older (The Pew Research Center for the People & the Press, 2008). Generally, in most universities in Libya and elsewhere, first-year students are often not as seriously involved in their studies as final-year students (Karam, 2007a).

6.2.1.3 Family Household Size Differences⁷

Those who lived by themselves were more likely to report celebrity behaviour news as important compared with other family household groups. The mean score of those living by themselves (3.29) was higher than the mean scores of those who lived in medium-sized families (2.50), lived in small-sized families (2.40), and lived in large-sized families (2.34), χ^2 (df=3) = 7.464, $P < .05$.

Those who lived in small-sized families ($M=3.60$) were more likely to include world-wide politics and current events item in their issues of importance than those who lived in medium-sized families ($M=3.51$), lived in large-sized families ($M=3.44$), and lived by themselves ($M=2.86$), χ^2 (df=3) = 8.992, $P < .05$. The same held true concerning Libya-wide politics for those who lived in small-sized families ($M=3.67$), compared to those living with large family households ($M=3.60$), those living with medium-sized families ($M=3.53$) and those living on their own ($M=2.86$), χ^2 (df=3) = 11.807, $P < .01$.

6.2.1.4 Family Income Differences⁸

Entertainment news was seen as an important topic to a greater degree by students from low-income families ($M=2.83$), compared to those living in middle-income families ($M=2.69$) and those living in high-income families ($M=2.41$), χ^2 (df=2) = 8.275, $P < .01$. This indicated that those who lived in low-income families were more likely to report entertainment news as an important topic than were other family groups.

6.2.2 Interest in News Topics

Past research has found that young people exhibit interest in watching or following the news. For example, a 2007 survey found that 77% of those aged 18 to 29 years old reported being interested in 'local politics and political issues' (Greenberg & Weber, 2008). Greenberg and Weber (2008) also found that, among young people, high interest

⁷ The family household size variable in this study was clustered into four common groups: [1] those who lived on their own; [2] those who lived in small family members of less than 4 people; [3] those who lived in middle family units of between 4 and 8 people; and [4] those who lived in large family units of more than 8 people.

⁸ The family income variable was divided into three groups: [1] those who lived in low-income families earning less than £500 monthly; [2] those who lived in middle-income families earning from £501 to £1000 monthly; and [3] those who lived in high-income families earning more than £1000 monthly.

goes with specific social issues such as poverty and environment news. Another piece of research found that 22% of young people aged 15 to 25 used some form of television news daily, and less than one-fifth used television several times per week (Kawashima-Ginsberg, Marcelo, & Kirby, 2009). However, other studies have revealed that young people are often not interested in news in general (Ofcom, 2007b; Pew Internet & American Life Project, 2010). There are several reasons for their lower level of consumption. Young people want to spend time consuming different media programmes, but they want more of their news to be quickly updated, very selective, and prioritised, as one study indicted (Vahlberg, Shearer, Peer, Williams, & Figueroa, 2008). Sopher (2010) emphasised that young people aged 18 to 29 years old consume fewer news topics on a daily basis than older people because the quality of news that is offered is below that which can satisfy them. This study attempted to assess whether Al-Fateh students were interested in news or not. Initially, this study has found that students are somewhat interested in some news topics but not others. In this context, respondents were asked to evaluate a list of news topics in terms of their personal interest value. The results are summarised in Table: 6.2.

Table: 6.2 Ranking of News Topics by Interested Topics

News Topics	Number	Mean *	Std. Deviation	% saying very interested
- Current events in Libya	400	3.27	.815	47.2
- Libya-wide politics	400	3.23	.847	46.8
- Crime news	400	3.21	.969	48.2
- Current local events where I live	400	3.20	.830	43
- Current events in the Arab world	399	3.13	.873	36.2
- Weather news	400	3.11	.961	43.2
- World-wide politics and current events	400	3.10	.895	41.5
- Politics in Arab world	400	2.98	.855	30.2
- Human interest stories	400	2.95	.924	32.5
- Entertainment	400	2.83	.919	26.5
- City, business and financial issues	400	2.71	.963	24
- Sports news	400	2.61	1.245	33.8
- Celebrity behaviour	400	2.50	1.097	25.5
- Travel news	400	2.48	1.133	23.5

*Higher mean scores equal greater interest. Scale ranges from 4 = very interested to 1 = not at all interested.

Looking at the percentages of respondents who said they were ‘very’ interested, the highest-rated news topics were crime news (48.2%), current events in Libya (47.2%), Libya-wide politics (46.8%), weather news (43.2%), current local events where I live (43%), world-wide politics and current events news (41.2%), current events in the Arab world (36.2%), sports news (33.8%), human interest stories (32.5%),

politics in the Arab world (30.2%), entertainment (26.5%), celebrity behaviour (25.5%), city, business and financial issues (24%), and travel news (23.5%). Moreover, about one in ten (10.5%) of the respondents were interested in other news topics which related to their age, including news on the latest scientific inventions and information technology, fashion news, religious news, health and medicine, and scientific programmes similar to those broadcast on TV channels such as *National Geographic* or *Discovery*. Similarly, prior research found that 52% of those aged 18 to 29 years old would like more coverage of science news and discoveries, compared with 41% of 50 to 64 years old (Pew Internet & American Life Project, 2010).

Further analyses were carried out on these data using the Mann-Whitney U test and Kruskal-Wallis H test to determine whether differences between different demographic groups were significant.

6.2.2.1 Gender Differences

Female students ($M=3.31$) were more personally interested than male students ($M=3.08$) in watching crime news, $U(398) = 17112.50$; exact $P < .05$, 2-tailed. This result was unexpected, especially in the very strict Libyan culture where people are guided by religion and traditional culture which prohibits the watching of immoral or pornographic programmes including violence.

Further, interest in sports news was statistically different among the males and females. Clearly, male students ($M=2.75$) were more inclined than females ($M=2.52$) to include sports news in their interest, $U(398) = 17237.0$; exact $P < .05$, 2-tailed. This is consistent with an earlier study that shows that men were twice as likely to express an interest in sports news (Ofcom, 2007a). In Libya, men are more culturally acknowledged to engage in different sport activities than females, and this may reflect the interest in the follow-up sports news.

6.2.2.2 Faculty Differences⁹

SSAL respondents ($M=3.29$) were more likely to include Libya-wide politics news in their personal interests than AVM respondents ($M=3.28$) and NST respondents ($M=3.07$), $\chi^2(2, N=400) = 6.073$, $P < .05$. The same held true for politics news in the

⁹ The faculty variable was clustered into three common faculties: [1] Faculties of Social Sciences, Arts and Law (SSAL) including Faculties of Arts & Media, Arts; Education (Tripoli); Education (*Janzour*); Education (*Bengasheer*); Languages; Physical Education; Economics & Political Sciences; and Law. [2] Faculties of Natural Sciences & Technologies (NST) including Faculties of Sciences; Engineering; and Information Technology. And [3] Faculties of Agriculture and Veterinary & Medicine (AVM) including Faculties of Agriculture and Veterinary & Medicine.

Arab world with SSAL respondents ($M=3.05$) rating it as more interesting than AVM respondents ($M=2.95$) and NST respondents ($M=2.80$), χ^2 ($df=2$) = 6.036, $P<.05$. Whereas crime news could be falling out of favour with students of NST ($M=2.99$), students of SSAL ($M=3.30$) and students of AVM ($M=3.18$) showed greater personal interest in it, χ^2 ($df=2$) = 9.922, $P<.01$.

6.2.2.3 Year of Study Differences

First-year students ($M=2.74$) were more likely than final-year students ($M=2.35$) to report celebrity behaviour news as a personal interest news topic, χ^2 ($df=3$) = 8.214, $P<.05$. First-year students ($M=3.08$) were also more likely to include entertainment news within their personal interest topic than final-year students ($M=2.67$), χ^2 ($df=3$) = 9.544, $P<.05$. While first-year students ($M=2.84$) indicated more personal interest in following travel news, final-year students were less interested ($M=2.52$), χ^2 ($df=3$) = 12.073, $P<.01$.

Final-year students ($M=2.88$) were more interested in city, business and financial issues, whereas first years indicated less interest in this topic ($M=2.70$), χ^2 ($df=3$) = 8.126, $P<.05$. Final-year students ($M=3.05$) reported more personal interest in following news about politics in the Arab world than first-year students ($M=2.99$), χ^2 ($df=3$) = 9.156, $P<.05$. First-year students ($M=3.18$), however, showed more personal interest in following current events in the Arab world than did final-year students ($M=3.13$), χ^2 ($df=3$) = 8.316, $P<.05$. This finding can be seen as an indication in that first-year students seem to be personally interested in ‘soft’ news¹⁰, whereas those who tended to be final-year students were personally interested in ‘hard’ news.

6.2.2.4 Family Household Size Differences

Those respondents who lived in small-sized families ($M=3.21$) were personally interested in human interest stories, compared with those who lived in large-sized families ($M=3.04$), those who lived in medium-sized families ($M=2.87$) or those who lived on their own ($M=2.43$), χ^2 ($df=3$) = 8.963, $P<.05$.

In response to Research Question 1, the findings reported above reveal that respondents consider certain topics to be news and they were personally interested in specific news topics, but not others. It is clear that Al-Fateh students were able to

¹⁰ Past research has defined ‘soft’ news as reports about celebrities, human interest, sport and other entertainment-centred stories, while ‘hard’ news consisted of reports about politics, public administration, the economy, science, technology and related topics (cf., Curran et al, 2009, p. 9; De Waal & Schoenbach, 2010).

distinguish between different news topics. They define, for example, Libyan politics news and world news as the most important news topic. In this respect, they revealed demographic differences in the definition of news topics (reported above).

Al-Fateh students also demonstrated personal interest in different types of news, mainly being interested in crime news, Libyan events, and Libya-wide politics news. Statistically, they displayed significant demographic differences. For example, first-year students were more interested in celebrity behaviour news than were final-year students. In this vein, young people are an important audience for the future of news media (Sopher, 2010). They are consuming news, and they continue to express an awareness of and an interest in a variety of social and political topics. Regarding the findings reported above, this study may indicate that Al-Fateh students exhibit news habits and an appetite to consume different news topics. The next segment of this chapter concentrates on general reasoned items that are associated with the consumption of news.

6.3 Reasons for Keeping up with News

This section addresses the findings on the reasons for keeping up with news television. It investigates the reasons given by Al-Fateh students for consuming news television. Demographic differences, regarding these reasons, are also examined; analysis of variance tests for more than one independent variable were applied to test the significance of demographic differences.

With respect to media habits, though much is known about the news habits of young people in general, studies have agreed that today's young people pay less attention to daily news (The Shorenstein Center, 2007). However, young people are still seen as an important audience for news media, for several reasons. First, they are obviously the future consumers of the media's products. Second, when they grow up they will develop their appetites to become more politically active and engaged, so they will turn to news media for further information. Arguably, young people do not, however, appear particularly interested in keeping up with the news on a daily basis (Sopher, 2010). They may access media content via other platforms such as the Internet (Henke, 1985; Huang, 2009; Kellermann, 1990; Murdoch, 2005; Pew Internet & American Life Project, 2002a; 2002b; 2010).

In the current study, respondents were asked to indicate their reasons for keeping up with the news television generally. There were thirteen reasons associated with news

consumption habits on a four-point scale ('not at all important' (1) to 'very important' (4)): 'to acquire knowledge relevant to my studies or business,' 'to join in conversations with friends, family or colleagues,' 'to know what's going on across the country,' 'to know what's going on in the world,' 'for information about daily life, e.g., travel, health, education,' 'for personal interest,' 'as a duty of responsibility to keep up-to-date,' 'for entertainment,' 'to get a different perspective from other countries,' 'through habit,' 'knowing what is happening in the world makes me feel safer,' 'to be able to form my own opinions about issues,' and 'for other reasons.'

Factor analysis through the principal component analysis with varimax rotation was applied to the thirteen general reasons to derive a smaller number of factor variables for subsequent multivariate data analysis. In doing so, the factoring criteria were: a factor Eigenvalue ≤ 1 , a minimum primary loading $\leq .40$ on factor and each item has a loading of $\leq .40$. Further statistics were applied, for example, the reliability of the measurement was tested by using a common reliability test of Cronbach's alpha (.63). Further tests were run using Bartlett's test of sphericity [(428.490) ($P < .000$)], followed by the KMO value, which was .704 ($P < .000$), which signalled that the data were suitable for factor analysis. Brace and his colleagues (2009) stated that for a measure of factorability, a KMO value of more than .60 is acceptable.

Factor analysis yielded a four-factor solution that explained 50.11% of the total variance. Factor 1, called *Information and Interest* comprised four items (Eigenvalue = 2.43; percentage variance = 20.22). Factor 2, called *Surveillance needs* was defined by three items (Eigenvalue = 1.5; percentage variance = 12.25). Factor 3, called *Entertainment and Conversational currency*, also comprised three items (Eigenvalue = 1.09; percentage variance = 9.14). Factor 4, included just one item 'for other reasons' (.793) (Eigenvalue = 1; percentage variance = 8.5). Factor four was excluded for failing to add significantly to the factor solution.

These factors were subsequently used as predictor variables in later analyses. According to the results of principal component analysis, two reasons were deleted because their loadings were lower than .40 [.10]: 'to acquire knowledge relevant to my studies or business' and 'knowing what is happening in the world makes me feel safer.' The amount of variance accounted for by each factor, the mean scores, and the Eigenvalue with the Cronbach alpha consistency reliability scores of these factors are shown in Table: 6.3. The factor mean score was calculated by aggregating scores across all items on a factor and dividing them by the number of items on that factor.

Table: 6.3 Reasons for Keeping up with the News

Reason Factors	Factors			
	Mean*	1	2	3
Factor 1: Information and Interest	2.86			
- For information about daily life e.g. travel, health, etc...	3.46	.731		
- For personal interest	3.20	.659		
- As a duty of responsibility to keep up-to-date	2.08	.595		
- To get a different perspective from another country	2.73	.486		
Factor 2: Surveillance needs	3.40			
- To know what's going on across the country	3.61		.669	
- To know what's going on in the world	3.41		.662	
- To be able to form my own opinions about issues	3.17		.556	
Factor 3: Entertainment and Conversational Currency	2.43			
- For entertainment	2.12			.748
- Through habit	1.97			.664
- To join in conversations with friends, family, or colleagues	3.21			.467
Cronbach's alpha (reliability Score %)	.00	.56	.44	.42

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization (Eigenvalue >1). *Higher mean scores equal greater importance. Scale ranges from 1= not at all important and 4= very important.

When analysing the news reasoned items in the context of the factors the highest mean score occurred for 'surveillance needs' factor (M=3.40). Under this factor, particularly, the first two highest mean scores were given to items 'to know what's going on across the country' (M=3.61) and 'to know what's going on in the world' (M=3.41) respectively. It appears that respondents not only kept up with news to know national news but also to watch world news. Similar indications were cited by young Americans and British who expressed the 'need to know' about news around them. A 2008 Pew survey reported that 33% of young people aged 18 to 24 years old indicated they kept up with news most often (p. 31). Regarding the second highest reason, it was reported by a UK survey that a majority of those aged 16 to 24 years old (57%) indicated that the main reason for keeping with news was to 'know what's going on in the world'. Marghalani, Palmgreen, and Boyd (1998) also found that surveillance of the local and international news appears to be a major motivational factor for Saudi audiences to keep up with news. This similarity infers that Al-Fateh students share a common reason for consuming news media with other young people outside Libya.

Further, under the 'surveillance needs' factor, by assigning the lowest reason for keeping up with news to the statement 'to be able to form my own opinions about issues' (M=3.17), the students in Al-Fateh revealed that they followed news to help them to form their opinions about different issues. This item was logically loaded on

this factor because it consists of knowing news about local and international issues as it is showed by the first two items.

Further, under the ‘entertainment and conversational currency’ factor, the highest mean score was given ‘to join in conversations with friends, family, or colleagues’ ($M=3.21$). It is noteworthy that this item got the fourth highest importance rating among all the 10 items – and it was even at the cost of the item ‘for entertainment’ ($M=2.12$). This way of ranking the reasons reveals that from the perspective of Al-Fateh students, news information is seen more as a channel to aid social discussion than as a source of entertainment or an activity done through habit ($M=1.97$).

Finally, the third factor ‘information and interest’ is rated as the second significant factor ($M=2.86$). Under this factor, the first two highest mean scores were allocated to the item ‘for information about daily life’ ($M=3.46$) and ‘for personal interest’ ($M=3.20$). In the item of this news reason, students seem to be clear about the reason for keeping up with news. They personally kept up with news not only for daily life information, but also for personal interest. However, out of the two reasons, preference was shown toward information about daily life.

Under this factor, the item ‘to get a different perspective from another country’ was rated by students as the third important reason for keeping up with news ($M=2.73$). In contrast, this item was differently loaded from Marghalani et al.’s (1998) measurement that had been rated as ‘the most important’ reason for watching news. In their factor analysis, this item was loaded under surveillance reasons. Finally, the lowest reason, under this factor, was ‘as a duty of responsibility to keep up-to-date’ ($M=2.08$). Similarly, it was found that duty was also less by only 19% of those aged 20 to 24s who cited it as an important reason (Ofcom, 2007a).

In examining further the differences between demographic groups regarding reasons for keeping up with news, two tests were applied: *t*-test and a one-way ANOVA test.

6.3.1 Faculty Differences

There was a significant faculty difference in keeping up with news. Among the third factor, entertainment and conversational currency, SSAL students ($M=2.05$) were particularly likely to endorse keeping with news as a habit (compared to AVM students ($M=1.95$) and NST students ($M=1.76$)), $F_{2,397}=3.168$, $P<.05$. This result is consistent

with the findings of Rubin (1983), who reported that habit is a primary television viewing motivation. Similarly, Huang (2009) confirmed that several students tend to pick up the habit of watching news routinely.

6.3.2 Year of Study Differences

First-year students ($M=2.39$) were significantly more likely than final-year students ($M=2.00$) to say they kept up with the news for entertainment reasons, $F_{3,396}=3.361$, $P<.05$. This finding is similar to prior research, which reveals that entertainment is a reason for watching news media (Harmon, 2008; Huang, 2009; Karam, 2007a; Vincent & Basil, 1997).

In response to Research Question 2, which asked about what respondents make of news and what gratifications do they derive from watching news, Al-Fateh students revealed that they pay less attention to news in general. They consume and keep up with news for different reasons but mainly, which is exposed by this study, for ‘surveillance needs’. It seems that to learn about both local and international news is what mostly drives Al-Fateh students to follow news. These findings are generally consistent with prior research that shows young adults are somewhat likely to watch the news to stay up to date with current events and for entertainment reasons (Abdel Rahman, 1998; Al-Asfar, 2002; Al-Shaqsi, 2000; Marghalani et al., 1998; Ofcom, 2007a). For example, Rubin (1984) found that instrumental viewing motives, utility, intentionality and selective use of media content are used to gratify information needs. Other studies cluster the reasons for watching TV programmes as surveillance needs, social interaction, educational, voyeurism, filling time, and entertainment reasons. Huang (2009) also demonstrated that high school students follow the news to keep up-to-date, to know current issues and what is happening around the world, and to have basic knowledge to refer to in conversations. Young adults watch the news mainly when significant events happen and follow them only for a short time. They like to watch entertainment programmes (Ofcom, 2007a) more, although this is not the only reason for not watching news. Karam (2007a; 2007b) found that young people watch entertainment news because it gives them the chance to forget about problems in their lives or to escape reality. Internationally, 16% of young Americans reported being interested in ‘following national and local television news’, as the Shorenstein Centre survey found (2007).

6.4 Sources for News

There has been a dramatic expansion of news provision in Libya in the last decade and this has been especially manifest on television (Menassat, 2011). The appearance of new satellite TV news channels is posing a threat to local TV news services. It is now much easier for news-consumers to escape contact with specific news sources because there are many channels available to them (Sakr, 2000). Getting news in one form or another in Libya remains a daily habit for most Libyans, however, TV news remains the most widely used source (Al-Asfar, 2002). Libyan audiences, including students, have free access to news sources in multiple formats on multiple platforms. Consequently, it has been claimed that the ability of users to obtain news from a diversity of platforms makes them less reliant on a particular news organisation or on a particular piece of technology in a particular form (Kayany & Yelsma, 2000; Ofcom, 2007b; Pew Internet & American Life Project, 2010; Sherr, 2005). In this research, the last two sections aimed at exploring the importance and personal interest in news topics for Al-Fateh students as well as the reasons for keeping up with news. This section presents the findings of the main sources of news that students turned to when they looked for news information.

6.4.1 News Sources Consumed by University Students

The provision of news is regarded as one of the most important functions provided by mass media, although people still have their own ways to receive news (Robinson & Levy, 1986a). Today, most news-consumers have many different media choices when they seek news information. Furthermore, the media audience is seen as being active rather than passive consumers (Huang, 2009; Katz et al., 1974; Levy & Windahl, 1984; Rubin, 1983; 1984; Vincent & Basil, 1997). Consumers may shift from one medium to another for ‘satisfying’ a ‘need’ or ‘function’. However, some news sources still fail to attract and hold the attention of people (Kellermann, 1990), in particular young adults (Huang, 2009; Ofcom, 2007a; Sopher, 2010).

Additionally, young audience members may not follow the news daily, for example high-educated people do not watch/read news very often (Ofcom, 2007a); however, personal interest in news can drive anyone to consume more news (Tewksbury, 2003). People are more likely to follow the news when there are important events that relate to them or they have a personal interest in it (Huang, 2009; Karam, 2007b; Ofcom, 2007a; 2007b). With respect to young adults, those who are students

might spend most of their time doing study-related activities and passing information to one another (Huang, 2009; Ofcom, 2007a; Smith, 2006). It could be that students are often too busy to consume news from traditional sources (Huang, 2009; Sherr, 2005). However, several studies have reported that some young people are personally interested in news and ‘they will be more interest as they age’ (Sopher, 2010; The Shorenstein Center, 2007). According to the Pew Research Centre survey (2002), more than half of all teens have created content for the Internet and most students get their news through the Internet and television (Huang, 2009).

Factors leading to the choice between news sources, in particular between newspapers and TV news sources, are of particular interest. Moreover, previous studies have explained how young adults consume news sources (Bennett, 2000; Sherr, 2005; Sopher, 2010; The Pew Research Center for the People & the Press, 2002; The Shorenstein Center, 2007). In the current study, respondents were asked to indicate how frequently they consumed news from different media platforms and other sources; these included Arabic TV channels, Libyan TV channels, non-Arabic TV channels, radio, newspapers, news magazines and the Internet. Initially, the news sources were measured on a seven-point scale from ‘daily’ (1) to ‘do not use’ (7). However, the scale has been combined into a four-point scale (with scoring reversed), by combining ‘daily’, ‘most days’ to become *Daily* (4) and combining ‘a few times a week’ and ‘once a week’ to become *Often* (3) and ‘a few times a month’ and less than once a month’ to become *Less often* (2) while keeping the ‘do not use’ (1) point intact. Combining the scale helped to equalise the distribution of respondents across frequency options and avoid the use of data that derived from very small cell sizes. Table 6.4 summarises the frequencies of claimed use of different news sources.

Table 6.4 Frequencies of Claimed Consumption of Different News Sources

News on (N=400)	Daily %	A few times a week %	A few times a month %	Don't use %
Pan-Arab TV channels	61.3	23.5	9.5	5.8
The Internet	51.0	18.8	10.5	19.8
Local radio	50.8	16.5	11.8	21.0
Libyan TV channels	43.3	31.5	13.8	11.5
Local newspaper	28.3	17.0	21.0	33.8
Local news magazines	25.3	18.0	23.8	33.0
Non-Arabic-channels	22.8	22.8	17.0	37.5

As shown in Table 6.4, pan-Arab TV channels emerged as the news sources reportedly most likely to be used on a daily basis (61.3%). With regard to Libya, it is

interesting to note that the Internet and radio finished almost in equal second place on this measure (51% and 50.8% respectively) and ahead of other TV services and print, which included those broadcast or published within Libya. These findings represent the initial evidence from this study that indicates the emergent significance of the new pan-Arab world television news services, such as *Al Jazeera* and *Al Arabiya* (Omar, 2009). While the indigenous Libyan TV news services still command regular viewership from a significant minority of young Libyans, the popularity of these news broadcasts has been superseded by the newer satellite-transmitted pan-Arab news channels.

Further, Mann-Whitey U test and Kruskal-Wallis H test were conducted to determine the significant frequencies of reported use of different news sources. As a result, the following statistically significant differences were shown among Al-Fateh students.

6.4.1.1 Gender Differences

As shown in Table 6.4, those who reported that they watched less news on local Libyan TV platforms were more likely to say they watched news on pan-Arab TV platforms. Male students ($M=2.72$) were regularly more likely to report watching news on pan-Arab TV news channels than females ($M=2.26$), $U(400) = 17124.0$; exact $P < .01$, 2-tailed. This is an unexpected result because usually Libyan females spend more time indoors compared with males. This finding is not consistent with previous research that found young females watch more television because they are much more home-based and are less likely to spend much time outdoors (Karam, 2007a; Sakr, 2001). However, Omar (2009) and O'Keefe and Spetnagel (1973) found that male students consume more TV and newspaper content than females.

News programmes on non-Arabic TV channels were claimed as the least widely-used news platforms in terms of TV channels overall (22.8%). Male students ($M=1.02$) were more likely to watch news on non-Arabic TV channels on a daily basis than were females ($M=0.83$), $U(400) = 17144.0$; exact $P < .05$, 2-tailed. This result is quietly accepted due to the argument that in Libyan culture males, especially young people, are more likely to watch non-Arabic TV channels than females. This finding is consistent with earlier research that shows male students are more likely to watch non-Arabic TV channels for different reasons (Al-Shaqsi, 2000).

Furthermore, the Internet is a platform via which news users can gain access to multiple news sources, including news provided by offline media such as major

newspapers, news magazines, and even TV news stations. Table 6.4 shows that half of the respondents used the Internet as a news source. Male students ($M=2.14$) were more likely to access news via the Internet than were females. ($M=1.96$), $U(400) = 17816.0$; exact $P < .05$, 1-tailed. In this respect, Abdul Karim and Hasan (2007) confirmed that male students use more web sites compared to female students. Gender was found to be a significant feature of Internet users across the EU, with most men using the Internet (O'Donnell, 2003). De Waal and Schoenbach (2010) also found that online news users were mostly younger, more highly educated and males. In addition, Scott and Rockweel (1997) found that male students report a greater likelihood of using the Internet than females.

6.4.1.2 Faculty Differences

AVM respondents ($M=3.18$) reported they watched news on Libyan television more than SSAL respondents ($M=3.14$) and NST respondents ($M=2.82$), $\chi^2(df=2) = 9.750$, $P < .05$. Additionally, less than one-third (28.3%) of students indicated they daily read local newspapers. In this regard, print media were used to a lesser extent by respondents, this could affect the way in which respondents used newspapers as a source of news. It was found that SSAL respondents ($M=2.61$) claimed they read newspapers (compared with a mean of 2.03 for NST respondents and a mean of 1.85 for AVM respondents), $\chi^2(df=2) = 23.981$, $P < .001$. This is an indication that usage of local newspapers by respondents was low compared to local TV, radio and even the Internet. These findings are consistent with several pieces of earlier research that revealed that college students are less likely to read newspapers (Bogart, 1989; Thurlow & Milo, 1993). For instance, Leo (1989) found that only 8% of those aged 18 to 24 years old are frequent newspaper readers. A 2008 Pew survey found that 15% of young people aged 18 to 24 reported they read newspapers the day before the research was undertaken. The study's findings which show local print media are consumed by relatively few Libyan students are somewhat expected.

Local newspapers are not always readily available to student readers; sometimes it is difficult to find a hard copy of a daily newspaper. Newspapers can sometimes be more readily accessed online. Schlagheck (1998) indicated that the print newspaper industry is struggling to understand younger readers and their 'needs'. Students of social sciences, arts and law (SSAL) read local newspapers probably because they produce topics which might relate to their studies and thus provide them with information they

‘need’. This finding is also similar to those reported by a Pew survey (2002) and Schlagheck (1998), who found that those aged under 35 are more likely to read a book on a typical day than to read a newspaper.

News via magazines was also found to be less popular among university students (25.2%). This finding is not surprising – as indicated with newspaper – since young people, especially students, may have their own materials (related to their studies or personal interest) to read and they may thus abandon print media in favour of television and the Internet, which are in many ways more convenient than reading print media (Rideout et al., 2010; Sopher, 2010). Statistically, SSAL respondents ($M=2.57$) reported they read news magazines, compared with NST students ($M=1.96$) and AVM students ($M=1.87$), χ^2 ($df=2$) = 25.981, $P < .001$. Generally, this result is consistent with Rideout et al. (2010) who found that time spent on reading news magazines and newspapers for pleasure has declined from almost 43 minutes daily in 1999 and 2004 to 38 minutes in 2009 (p. 30). Similarly, Jeffers and Atkin (1996) found that the newspaper readership was positively correlated to students’ focus on entertainment, employment, and public affairs. However, Jeffers and Atkin did not find any significant differences in readership among various academic studies. In another study, Gallik (1999) found that three-quarters (75%) of college students reported reading magazines as a popular type of reading material for pleasure. Accessing news in magazines was more common among those aged 16 to 24 years old (Ofcom, 2007a). The result of the current study may be a reflection of social science faculties’ greater interest in news topics such as celebrity behaviour and entertainment.

Table 6.4 illustrates that half (50.8%) of the questioned students claimed to gain access to news via local radio. Although this finding is not completely statistically significant, the users of radio for news appear to be higher than expected compared to other local platforms. Among daily consumers, SSAL students ($M=3.09$) were more likely than AVM ($M=2.74$, $SD=1.21$) and NST students ($M=2.74$, $SD=1.24$) to listen to radio, χ^2 ($df=2$) = 7.438, $P < .05$. This finding is similar to those of Pew’s study (2010), who found that college graduates were more likely to listen to radio news either at home or in the car on a typical day. SSAL were more likely than the other two groups to listen to radio news maybe because arts and media students and social science students were included in this category. Arts and media students are often required to listen to different radio programmes and they may tune to radio for something other than news but listen to the news also. Recently, it has been observed that local radio broadcast

programmes interact with social community matters and youth problems. More importantly, radio news is well-suited for the digital era where users are able to listen to radio via mobile devices anytime and anywhere (Sopher, 2010).

6.4.1.3 Year of Study Differences

It was found that those in their final year ($M=3.56$) were more likely to report watching pan-Arab TV news channels than those in their first year ($M=3.10$), χ^2 ($df=3$) =11.755, $P<.05$. Similarly, it was found that 87.5% of Oman's students who studied at the University of *Sultan Qaboos* preferred to watch news programmes on Arabic TV channels (Al-Shaqsi, 2000).

6.4.1.4 Family Household Size Differences

Those respondents who lived by themselves ($M=2.86$) were most likely to say they watched news on Libyan TV channels, followed by those who lived in large-sized families ($M=2.10$) and those who lived small-sized families ($M=2.05$), with those who lived in medium-sized families being the least likely to do this ($M=1.44$), χ^2 ($df=3$) =8.28, $P<.05$. Notably, there was no significant difference in income with regards to reported use of news on any TV news service. This meant that although there were differences in the mean scores between the family incomes, there remains no statistically significant difference. Also, an equal habit regarding the use of local Libyan channels could be possible across income levels.

6.5 Summary

The chapter has looked at Al-Fateh students' news consumption habits and their reasons for keeping up with news. It has dealt with descriptive data on news consumption patterns and news interests. The chapter provides interesting findings in relation to the way in which Libyan students claim to consume different news media. With regard to news definitions, Libya-wide political news and world-wide politics and current events were defined as news by almost 64.2% of the respondents. There were significant differences in the extent to which specific news topics were endorsed as being 'important'. Females, final-year students and those living in low-income families were more likely than males, first-year students and other family statuses to consider entertainment news as important. Finally, those who lived by themselves rated celebrity news as important.

With respect to personal interest in news topics, crime news, current events in Libya, and Libyan-wide politics were of most personal interest overall. Demographic variables exhibited different personal news interest. While, interestingly, females were interested in crime news, males included sports news as personal interest. Final-year students were less interested in watching celebrity news and travel news than first-year students were. Finally, those who lived in small-sized families were more likely to report watching human interest stories than those lived in large-sized families.

The chapter has also looked at the reasons students gave for their news media preference. Al-Fateh students reported significantly higher average agreement with the statement that ‘media consumers utilise different news media platforms for different purposes and they have different reasons for choosing news from different media sources’ (see Kayany & Yelsma, 2000; Ofcom, 2007a; 2007b). Students surveyed here identified several gratifications that define their reasons for keeping up with the news. The main reasons given for following news were surveillance needs and information, and interest. These findings are in agreement with several studies presented in this chapter and reviewed in the literature. Overall, one could say that news is important for information and surveillance purposes and could also form a source of entertainment. Students are also more likely to say that they can get the news from other sources.

This chapter has explored news consumption among Al-Fateh students. The reported findings indicate that most students follow news on television and other services on a regular basis. In response to Research Question 3, approximately three-fifths of respondents reported that news pan-Arab TV news services have overtaken local Libyan TV news services, including print and broadcast media. Students did not report completely abandoning local TV services in favour of non-local TV services, although they were less likely to watch local TV. This observation is consistent with Al-Asfar (2002), who noted that Libyan viewers seek a mediated refuge in the Arab satellite TV channels (see also Auter et al., 2005; Etefa, 2005; Miladi, 2006). This finding has gone some way towards enhancing our understanding of which news sources attract students most.

Regarding Research Question 4, which focused on exploring similarities and differences among surveyed students and others outside Libya, this study clearly revealed several similarities and differences across different demographic variables reported in different sections. In general, one might argue that there are no major differences between Al-Fateh students and those who live outside Libya in terms of

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their orientations towards news, even though Libyan students and news consumers in the West live in quite different cultural settings.

The next chapter focuses on the dynamic relationships between the consumption of different news sources and the key variables that are related to patterns of news consumption.

Chapter 7 Relationships between Consumption of Different News Sources

7.1 Introduction

This chapter examines the relationships between the use of different news sources and reported use of different TV news services. It explores the student predictors for watching a number of TV news services and news programmes. More specifically, the chapter examines the following questions:

RQ1: Which news suppliers are the most used by Al-Fateh students?

RQ2: Do new and old TV news media attract distinct audiences? And which, if any, news services are taking audiences (Al-Fateh students) away from others?

RQ3: What relationships exist between consumption of news services presented through different media?

RQ4: To what extent do reasons for news consumption predict viewing of news programmes?

RQ5: What are the student type predictors of viewing of different newscasts?

RQ6: What are the key predictors of viewing old and new TV services?

One of the issues being addressed by this research is whether the introduction in Libya of new satellite television news services that operate across the Arab world has drawn news consumers away from the longer established local news services in print and broadcast media. In an initial attempt to explore whether this phenomenon is occurring, survey data on reported frequency of use of different news services were examined using Spearman's *rho* correlation analyses to find out whether greater reported use of one service was associated with lesser reported use of another service. In doing so, this chapter begins with the correlations between different news sources before analysing specific named news sources. Once again, the findings of this chapter are compared and discussed with past studies that were conducted in two different cultural settings (the Arab world and Western world). This allows the study to explore the similarities and differences between both settings.

7.2 Relationships between Reported Use of Different News Sources

Spearman's *rho* (r_s) was used to measure degrees of association between reported levels of use of different news sources. The correlations analysis revealed that watching news on Libyan TV channels was associated positively with watching news via the following

news sources: pan-Arab TV channels ($r_s=.29^{**11}$), non-Arabic TV channels ($r_s=.12^*$), local newspapers ($r_s=.29^{**}$), local news magazines ($r_s=.33^{**}$), and local radio ($r_s=.24^{**}$). Consuming news via Libyan TV channels was not associated with using the Internet for news. A similar finding indicated that there is no relationship between using the Internet for news and viewing TV news (Althaus & Tewksbury, 2000). Moreover, high correlations were found between those who read local newspapers and local news magazines ($r_s=.70^{**}$) and listened to local radio ($r_s=.36^{**}$).

For the pan-Arab TV channels, the correlations showed that watching news via pan-Arab TV channels was correlated with the following news sources: non-Arabic TV channels ($r_s=.34^{**}$), local newspapers ($r_s=.15^{**}$), the Internet ($r_s=.17^{**}$), local magazines ($r_s=.11^*$) and local news radio ($r_s=.10^*$).

With regard to the Internet, using the Internet for news was correlated with the following news sources: non-Arabic TV channels ($r_s=.34^{**}$), local newspapers ($r_s=.20^{**}$), local magazines ($r_s=.22^{**}$) and local news radio ($r_s=.12^*$). These results are consistent with those of Althaus and Tewksbury (2000), who found that using the Internet as a source of news was positively related to reading newspapers. It is also noted that local newspapers and television have used online services to reach their readers and viewers, especially young audiences, ‘who are usually hard to target by newspaper’ (Huang, 2009, p. 107).

Overall, the results (reported above) were not surprising and generally signified that Al-Fateh students who consumed more news through one news source were also likely to consume more news generally through other sources. For instance, the more respondents said they used the Internet for news, the more they also reportedly watched non-Arabic TV channels and read local newspapers and magazines. However, it was clear that there were stronger correlations between claimed use of different local news media than between local and non-local news media use. As can be seen, there were somewhat stronger correlations between use of different non-local news than between local and non-local news media use.

Noticeably, there were no negative correlations among the correlation coefficients. This means that all news sources reported here were scored on frequency scales in the same direction. There is no apparent evidence shown so far that greater use of one news source was correlated with less use of any other news source. These results

¹¹ **. Correlation is significant at the 0.01 level, 2-tailed, *. Correlation is significant at the 0.05 level, 2-tailed.

did not even find that respondents totally abandoned local Libyan media for the new pan-Arab satellite TV channels or non-local TV channels as they watched more news via non-Arabic television channels. The respondents' overwhelming reliance on different news sources for news is reported by this study.

In addition, a factor analysis was run to determine the interrelationships among reported use of different news sources, and to find out whether news-related behaviour clustered according to the nature of specific news services. The factoring criteria were: (a) minimum primary loading $\leq .40$ on a factor; (b) a factor Eigenvalue ≤ 1 ; and (c) each item has a loading $\leq .40$. The principal component analysis, the varimax rotation, yielded the most conceptually meaningful and factorally pure solution. In this analysis, two factors with Eigenvalues greater than one emerged, explaining the 53.74% of the total variance. Table: 7.1 shows the results of the factor analysis along with means of the news sources and the reliability analysis performed for all the factors and their values.

Table: 7.1 Factor Loading for Following News on Different News Sources

News Sources	Factors		
	Mean*	F1	F2
Factor 1: News from Local Media	2.70		
- News in Local Newspapers	2.40	.856	
- News in Magazines	2.35	.848	
- News on Radio	2.97	.636	
- News on Libyan channels	3.06	.492	
Factor 2: News from Regional Media	2.91		
- News on Non-Arabic channels	2.31		.793
- News on Arabic channels	3.40		.718
- News on the Internet	3.01		.617
Cronbach's Alpha (reliability score %)		.71	.55

Extraction Method: Principle Component Analysis. Rotation Method: Varimax (Eigenvalue > 1).

*Higher mean scores equal greater consumption. Scale ranges from 1= do not use to 4= daily.

The reliability of these measurements was tested by using Cronbach's alpha (.70), Bartlett's test of sphericity was [(546.419) ($P < .01$)], and the KMO value was .68, $P < .01$. The two factor solutions were: Factor 1, called *News from Local Media* comprised four items (Eigenvalue =2.48; percentage variance =35.44). Four news sources dealing with local news media were loaded together on this factor. The first two news sources, news on local newspapers and news on magazines, of Factor 1 were found to have extremely high factor loading (both .85). The mean scale of these four news sources was (M=2.70, on a 4-point scale).

Factor 2, called *News from Regional Media* was defined by three items (Eigenvalue =1.28; percentage variance =18.30). Three news sources dealing with regional news media were loaded together on this factor, while it was expected that the Internet may load in a separate factor, in the minds of Al-Fateh students, the Internet apparently was closely connected. These news sources reflected the university students' consumption patterns that included watching news about the world from regional media as well as from the Internet. The mean score for reported use of these three news sources was 2.91, on a 4-point scale.

These outputs offered a very orderly solution that confirmed earlier correlation coefficients between these variables. Al-Fateh students can be clearly clustered into those who were mostly local news media consumers and those who were mostly non-local news media consumers. The interrelationships between the different local news media were particularly strong as evidenced by their Eigenvalue score. However, the interrelationships among non-local news sources were not quite as strong as shown by their lower Eigenvalue score. The factor analysis outputs revealed that even among student news consumers in Libya there are distinct news consumer segments in the population, defined by their preferred news sources.

7.3 Reported Use of Different Television News Channels

The previous section asked respondents about their use of news media or types of news services, while the current section presents data about reported use of specific news services or news publications. At this level of measurement, the research turns to the reported use by Al-Fateh students of named news 'brands'. As before, this section begins with general descriptive data on frequencies of reported use of different named news sources, followed by examination of independent variable differences in claimed use of these sources. Further analyses then examine correlational relationships between the claimed uses of these sources. Once again, these analyses are concerned principally with the question of whether greater reported use of the new satellite TV news broadcasts is associated with less frequent use of older news media in Libya.

7.3.1 Most Watched Television Channels

Young people may have different preferences for television channels linked to their reasons for consuming news (The Pew Research Center for the People & the Press, 2002). Here, it is important to explore whether Al-Fateh students would continue to watch news on local TV channels. This, in many respects, depends on the extent to

which local TV can survive against the competition for specific audiences in Libya.¹² It has been found that Libyan audiences have been pulled away from the old-established local TV services as a consequence of the introduction of satellite channels in the late 1990s (Omar, 2009). Nearly nine out of ten (87%; N=442) of satellite users reported they watched local channels less since the spread of the satellite channels (Al-Asfar, 2002).

Commonly, the most frequently watched satellite TV channels among the Libyan audience are MBC, *Al Jazeera* TV, ESC, *Dubai*, Lebanese Future, *Abu Dhabi*, and LBC (Al-Asfar, 2002; Jamal, 2009; Karam, 2007a; Marghalani et al., 1998). In this study, respondents were asked to specify in more precise terms the sources to which they turn for their news. For the percentages, the news platforms were measured on a five-point scale from 'daily' (1) to 'never' (5), however, the scale was combined to a three-point scale (with scoring reversed), by combining 'daily' and '4-6 days per week' to become *Daily* (3) and combining '1-3 days per week' and 'less than once a week' to become *Occasionally* (2) while keeping the 'never' (1) point intact.

The most watched TV news channels were: MBC (67%); *Al Jazeera* (59.5%); *Al Shbabiya* (56.8%); *Al Arabiya* (50.2%); *Al Libiya* (41%); *Al Jamahiriya* (34%); Terrestrial (29.3%); *Al Hurra* (16.5%); BBC (*Arabic*) (14.8%); *Al Alam Today (Arabic)* (13%); *ANN News* (9.8%); *France24 (Arabic)* (7.5%); and *Russia TV Today (Arabic)* (4.2%).

7.3.2 Differences in Reported Use of Specific Television News Channels

It was expected that respondents would report varying TV news platform consumption patterns. The results of the cross-tabulation showed that there were no significant differences between the respondents in their perceptions of news from different television news services. However, several independent variables revealed different significances. The research applied the Mann-Whitney U test and Kruskal-Wallis H test to determine whether differences between all groups and sub-groups were statistically significant.

7.3.2.1 Gender Differences

There were gender differences in reported use of specific named TV channels. These differences were for *Al Jazeera*, MBC, *Al Hurra*, BBC (*Arabic*) and *Russia TV Today*

¹² Libyans can receive a vast number of satellite TV channels using private dishes which cost less than £100. Moreover, viewing TV programmes is unlicensed and mostly free of charge.

(*Arabic*). The males ($M=2.05$), more so than the females ($M=1.59$) in this sample, watched news on *Al Jazeera*, $U(398) = 16396.50$; exact $P < .01$, 2-tailed. This finding is similar to those of Johnson and Fahmy (2008) and Jamal and Melkote (2008), who found that males were more likely than females to be heavy *Al Jazeera* users.

On the other hand, it emerged that females ($M=2.22$) were more likely than males ($M=1.71$) to watch the entertainment TV channel, MBC, $U(398) = 16410.0$; exact $P < .01$, 2-tailed. The service was originally designed to target female audiences, especially the young who like to watch fashionable women programmes. The channel is a window into Western culture and modifies it in an Arabic style, with such programmes as *Kalam Nawa'em* (Sweet Talk) or Super Star (Omar, 2009).

Respondents were more likely to watch satellite television channels from non-Arabic countries for news. However, some of these channels seem to be not very popular among Al-Fateh students. For instance, the news consumers of *Al Hurra*, were less likely to be female students ($M=0.48$) than male students ($M=0.52$), $U(398) = 17468.0$; exact $P < .05$, 2-tailed. Male students ($M=0.56$) were more likely than females ($M=0.36$) to watch BBC (*Arabic*), $U(398) = 16610.0$; exact $P < .01$, 2-tailed. However, females were more likely to watch news via Russia TV Today (*Arabic*) (0.13 compared to 0.12 of males), $U(397) = 17381.0$; exact $P < .05$, 2-tailed. One source has claimed that the number of viewers watching its programmes is growing as more than 350 million Arab viewers around the world can watch it including news programmes, sports, films and documentaries (RT, 2010). However, the growth of this service is not supported by Lynch who stated that TV channels such as Russia TV Today "[are] most likely to simply disappear into the ocean of other broadcasters" (cited by Heil Jr, 2007, p.2).

With regard to gender, males watched news more often on *Al Jazeera*, BBC (*Arabic*) and *Al Hurra* than did females, whereas females consumed more news via MBC and Russia TV Today (*Arabic*) channels than did males. These results confirm the previous observations that males watched news from more sources than did females (Omar, 2009). Males were more involved in watching news channels and females perhaps were more likely to use television for entertainment and companionship, and viewed television out of habit. These findings enhance our understanding that 'there is evidence that global media (*Al Jazeera* and *Russia TV Today*) traffic is not just one way from the West to the East, even though it is disproportionately weighted in favour of the former' (Thussu, 2007, p. 23).

7.3.2.2 Faculty Differences

There were significant faculty-related differences in watching news programmes on the six named TV news channels: *Al Jamahiriya*, *Al Libiya*, Terrestrial, *Al Shbabiya*, MBC and *Al Alam Today (Arabic)*.

Table 7.2 Reported Use of Different Named News Sources by Faculty

Watching News on...	SSAL		NST		AVM		χ^2	P value
	Mean	SD	Mean	SD	Mean	SD		
- MBC	2.61	.665	2.52	.666	2.31	.832	6.84	.05
- Al Shbabiya	2.56	.648	2.14	.724	2.46	.682	28.51	.001
- Al Libiya	2.33	.675	2.02	.714	2.41	.677	15.34	.001
- Al Jamahiriya	2.23	.677	2.05	.590	2.33	.701	8.04	.01
- Terrestrial	2.03	.824	1.72	.753	1.69	.731	13.70	.01
- Al Alam Today	1.55	.752	1.30	.583	1.54	.682	8.93	.05

Higher mean scores equal greater consumption. Scale ranges from 3 = daily use to 1= do not use. χ^2 = Kruskal-Wallis H test.

While SSAL respondents were more likely to watch news on MBC, *Al Shbabiya* TV, Terrestrial TV¹³, and the Iranian *Al Alam Today* than were NST and AVM students, AVM students consumed more news via *Al Libiya* and *Al Jamahiriya*. It seems that SSAL students preferred to watch a mixture of local and international entertainment TV channels to a larger extent than NST and AVM students.

7.3.2.3 Year of Study Differences

There were a number of significant year of study differences in reported use of named TV channels. Table: 7.3 below shows the results of the mean scores.

Table: 7.3 Reported Use of Different Named News Sources by Year of Study

Watching News on...	First		Fourth		χ^2	P value
	Mean	SD	Mean	SD		
- Al Shbabiya	2.68	.616	2.18	.751	25.034	.000
- Al Libiya	2.48	.598	2.19	.698	8.999	.029
- Al Jazeera	2.29	.741	2.68	.567	24.367	.000
- BBC (Arabic)	1.64	.759	1.78	.780	9.134	.028

Higher mean scores equal greater consumption. Scale ranges from 3 = daily use to 1= do not use. χ^2 = Kruskal-Wallis H value.

The main explanation for these results is that final-year students (M=2.68) reported less viewing of entertainment TV channels such as *Al Shbabiya* TV than did first-year students (M=2.18). In general, final-year students reportedly watched news

¹³ In fact, there are many terrestrial channels which can be received by antenna in Libya. In this study, however, terrestrial TV refers to the local *Al Jamahiriya* TV which shares the same news and some programmes with *A Jamahiriya* Satellite Channel. Libyans watch Italian and Maltese terrestrial TV for entertainment reasons even though they do not speak Italian or Maltese.

televised services such as *Al Jazeera* and BBC ($M=2.68$ and 1.64 respectively) more than first-year students did. Noticeably, the mean score in reported use of *Al Jazeera* TV by final-year students was the same as the mean score for first-year students in viewing *Al Shbabiya* TV ($M=2.68$). Alternatively, one might have expected these results since first-year students showed personal interest in watching entertainment and travel news topics, while final-year students indicated being more personally interested in watching political and current events topics (reported in Chapter Six).

One surprise finding was that no significant demographic differences emerged in regard to reported watching of *Al Arabiya*. Respondents had similar responses and attitudes to this channel. It was assumed that *Al Arabiya* would compete with some international TV channels such as *Al Jazeera* or MBC. There is no clear explanation for this finding.

7.3.3 The Relationships between Reported Use of Different TV News Services

This part of the analysis focuses on the correlational relationships between the claimed consumption of named TV channels. It is principally concerned with the question of whether greater reported use of one satellite TV news broadcast is associated with less frequent use of another news channel in Libya. As mentioned earlier, Libyans have free access to news sources in multiple formats on multiple platforms. This could mean that when a new medium becomes available, such as *Al Jazeera* and *Al Libiya*, viewers would evaluate the usefulness of the new option relative to older media for ‘satisfying’ existing demands. When a new medium is used for the same purposes as an older medium, the new medium is a functional alternative to the older medium, and viewers should choose between them by determining which one better ‘satisfies’ their particular ‘needs’ (Heikkinen & Reese, 1986; Levy & Windahl, 1984; Wright, 1960). As the new satellite TV news services can be seen as functional alternatives to old news TV services such as *Al Jamahiriya*, the potential for media replacement brought about by the introduction of the new TV news channels turns to identifying the particular ‘needs’. If the news satellite TV news services ‘satisfies’ and meets these ‘needs’, then it might be expected that viewers will shift toward the new media.

The correlational relationships between reported news consumption habits are based on the Spearman’s *rho* test. The findings here are surprising, in that they signify that Al-Fateh students who consume news via one news TV channel are quite likely to consume news via other news channels. Locally, on the other hand, it is clear that there

are strong correlations between reported use of local news TV channels, for example, *Al Jamahiriya* was correlated with *Al Libiya* ($r_s=.52^{**14}$), Terrestrial TV ($r_s=.43^{**}$) and *Al Shbabiya* ($r_s=.37^{**}$). This means that those who were interested in watching local Libyan TV channels were more likely to watch news programmes via these TV channels.

There were also positive correlations between the reported consumption of news via Arabic TV channels. The correlation analysis showed that watching news via *Al Jazeera* correlated with *Al Arabiya* ($r_s=.60^{**}$) and ANN News TV ($r_s=.23^{**}$). These results indicated that those who followed news via Arabic TV channels were more likely to watch news on these significant TV channels.

Furthermore, respondents indicated somewhat different correlations between reported use of non-Arabic TV channels such as BBC (*Arabic*) associated with *Al Hurra* ($r_s=.46^{**}$), France24 (*Arabic*) ($r_s=.42^{**}$), Russia TV Today (*Arabic*) ($r_s=.33^{**}$) and *Al Alam Today* (*Arabic*) ($r_s=.31^{**}$). Also, *Al Hurra* correlated with France24 (*Arabic*) ($r_s=.28^{**}$). These results also indicated that respondents who reportedly watched non-Arabic TV channels were more likely to watch news via these TV channels.

A factor analysis was run on these correlation matrices to determine whether there was any overriding pattern to the claimed use of different news channels. The principal component analysis, with the varimax rotation, yielded a very clear and cohesive solution. Four factors with Eigenvalues greater than one emerged, explaining the 61.12% of variation.

In order to explore which news channels factors had the strongest endorsements by the respondents, the average mean scores were computed for each factor and rankings produced from these data. The averaged mean ranking revealed that the most news sources were Arabic entertainment TV channels, followed by Arabic TV channels, local TV channels, and non-Arabic TV channels. Table: 7.4 lists the news TV channels for each of the four factors with the corresponding factor loadings and mean scores.

Internal reliability of factors was tested by Cronbach's alpha (.75), the Bartlett's test of sphericity was [(1240.75) ($P<.01$)], and the KMO value was .75, $P<.01$. The factor analysis produced a very precise solution. Respondents could be clustered into those that were mostly non-Arabic TV channel consumers, those who were local TV

¹⁴ ** Correlation is significant at the 0.01 level, 2-tailed. * Correlation is significant at the 0.05 level, 2-tailed.

channel consumers, those who were mostly Arabic news TV channel consumers, and those who were Arabic entertainment TV channel consumers.

Table: 7.4 Factor Loading for Consuming News on Different News TV Channels

TV Channels	Factors				
	Mean*	1	2	3	4
Factor 1: Non-Arabic TV channels	1.44				
- France24 (Arabic) TV	1.28	.758			
- ANN News TV	1.44	.718			
- BBC (Arabic) TV	1.60	.694			
- Russia TV Today (Arabic)	1.23	.658			
- Al Hurra TV	1.64	.559			
- Al Alam Today (Arabic)TV	1.49	.538			
Factor 2: Local TV channels	2.21				
- Al Libiya TV	2.27		.790		
- Al Jamahiriya TV	2.20		.781		
- Terrestrial TV	1.92		.704		
- Al Shbabiya TV	2.45		.697		
Factor 3: Arabic news TV channels	2.41				
- Al Jazeera TV	2.47			.860	
- Al Arabiya TV	2.35			.836	
Factor 4: Arabic entertainment TV channel	2.56				
- MBC TV	2.56				.906
Eigenvalue		3.39	1.96	1.54	1.06
% variance explained		26.08	15.04	11.82	8.18
Cronbach's Alpha (reliability score %)		.76	.74	.74	

Extraction Method: Principle Component Analysis. Rotation Method: Varimax (Eigenvalue > 1).

*Higher mean scores equal greater importance. Scale ranges from 1= never and 3= daily.

The interrelationships between the different non-Arabic TV channels – even though ANN News TV was an Arabic TV channel based in Syria, it had very strong correlations with non-Arabic TV channels – were strong, as can be seen in their high Eigenvalue scores. Internal consistency for this scale was high (Cronbach alpha =.76).

Further, the interrelationships among local TV channels and Arabic news TV channels were quite strong as shown by their Eigenvalue scores, with the same reliability scale scores (Cronbach alpha =.74). Surprisingly, the entertainment channel MBC was strongly loaded on a separate factor. While it was expected that MBC might load on Factor 3 with Arabic news TV channels, in the minds of respondents these TV channels were apparently closely connected. In fact, world news used to be provided by MBC before *Al Jazeera* and *Al Arabiya* were launched (Ghareeb, 2000).

7.4 Reported Use of Specific Radio Stations

Just as satellite broadcasts have expanded the range of choices of televised news provided to Libyans, there has also been an expansion in the number of radio stations.

Since 2000, the number of Libyan radio stations has gradually increased from four in the 1980s to eleven in 2000 (Al-Asfar, 2002; Elfotaysi, 1996). In 2010, there were 22 national and local radio stations, four of which provided regular international and regime news broadcast – *Al Jamahiriya Radio Broadcasting, Voice of Africa, the Voice of Friendship and Solidarity, and Radio local Tripoli* – while the rest mainly broadcast local news, Arab and Western music, sports news, and other local social activities, and were located in the major Libyan cities (Al-Asfar, 2002). In this study, three radio stations – *Al Libiya FM, Tripoli FM* and *Voice of Africa* – were examined to report the difference of use of radio news. These stations mainly provide different news on a typical day. The first two are new radio stations and their news covers the area of Tripoli¹⁵ where the research took place. These stations were chosen because past evidence has already demonstrated their popularity with Libyan news consumers and especially among young people (Bel-Hajj, 2008). For example, most of the *Al Libiya*'s programmers are broadcast to target and meet the 'needs' of young adults.

The issue being addressed by this research is whether the introduction of new radio stations that operate across Libya has drawn news consumers away from the longer established radio broadcasts. In an initial attempt to explore whether this phenomenon is occurring, survey data on reported frequency use of different radio stations were examined using correlation analyses to find out whether greater reported use of one radio station was associated with lesser or greater reported use of another radio station.

Table 6.4 (Chapter Six) showed that radio finished in third place and ahead of local TV services and newspapers. The majority (M=2.55) of respondents indicated that they obtained news via *Al Libiya FM*. Tripoli FM was the second source for the news (M=1.98). Followed by Voice of Africa (M=1.43). The latter is an ideological station which aims to broadcast revolutionary guidance programmes and incites African people to struggle against Western culture. Because of this agenda perhaps this station has not proved to be appealing to Al-Fateh student listeners. This finding largely confirms those of Bel-Hajj (2008). These radio stations revealed some overlap between their listeners, but this was not a strong feature of their respective audiences.

¹⁵ However, *Al Libiya FM*'s (MHZ 93.4) programmes reach the majority of Arab listeners around the world though the Nilesat, Digital Audio Broadcasting, and the Internet www.allibiya.com. Moreover, some of its programmes are *Aghani Al kemma* (Songs of the Summit): a programme that deals with music news, new Arabic albums, music news and Arabic artists; Cafe Libyan, a programme of Arabic music dedications; Al Libiya Morning that deals with different subjects; Sports programme; Al Libiya Com; and Star's Biography.

Significantly, as before the Mann-Whitney U test and Kruskal-Wallis H test were run on all the demographic groups and all the significant levels are presented below.

7.4.1 Gender Differences

Female students ($M=2.61$) were more likely than males ($M=2.46$) to listen to *Al Libiya* FM, $U(398)=17578.0$; exact $P<.05$, 2-tailed. While Males ($M=1.52$) were more likely than females ($M=1.37$) to listen to news via the Voice of Africa station, $U(398)=17008.50$; exact $P<.01$, 2-tailed. These findings are similar to those of Bel-Hajj (2008), who found that 25% of young adults listened to *Al Libiya* FM, 30.16% preferred to listen to its programmes in the morning, 58.73% at home, and 20.63% in their car.

These findings could be explained in that *Al Libiya* FM is a 'light' radio station which broadcasts 'soft' news. Apparently, *Al Libiya* FM aims to be owned and administrated by young Libyans who are keen to bring changes for the future. For the Voice of Africa station, the difference can be clarified in that the station is more likely to be a 'serious' channel and perhaps males are its target audience. There were no significant gender differences in reported use of news on Tripoli FM.

7.4.2 Faculty Differences

In listening to news via Tripoli FM, the students of AVM ($M=2.05$) and SSAL ($M=2.05$) were found higher than the students of NST ($M=1.77$), $\chi^2(df=2)=8.520$, $P<.05$. Also, AVM students ($M=1.69$) were more likely than the other two groups (SSAL $M=1.43$ and NST $M=1.33$) to say that they listened to news via the Voice of Africa station, $\chi^2(df=2)=6.650$, $P<.05$.

7.4.3 Family Household Size Differences

Those who lived by themselves ($M=1.71$) were more likely to say they listened to news via the Voice of Africa radio than those who lived in small-sized families ($M=1.65$), and those who lived in large-sized families ($M=1.51$) and those who lived in medium-sized families ($M=1.34$), $\chi^2(df=3)=10.909$, $P<.05$.

The correlations (Spearman's ρ tests) among the three named radio stations revealed relatively moderate associations between *Al Libiya* FM and Tripoli FM ($r_s=.38$), *Al Libiya* FM and the Voice of Africa ($r_s=.17$), and the Voice of Africa and Tripoli FM ($r_s=.46$; $N=400$, all $P_s<.01$, all 2-tailed). So far, these correlations indicate that high scores on one radio station were associated with high scores on the other. This

means that there is no supported evidence from these correlations that greater use of a new radio station was lesser correlated with use of an old station.

7.5 Reported Use of Specific Newspapers

Use of the press was generally reported at a lower level than use of broadcast news. Data in Table 7.5 shows that the minority of respondents indicated that they read local print media. However, the older-established newspapers, such as *Al Jamahiriya* and *Al Shams*, were more likely to be read.

Table 7.5 Reported Use of Named of Local Newspapers

	Daily		Occasionally		Never	
	n	%	n	%	n	%
- Al Jamahiriya Newspaper	99	(24.7)	154	(38.5)	147	(36.8)
- Al Shams Newspaper	96	(24)	130	(32.5)	174	(43.5)
- Al Fajr Al Jadeed Newspaper	87	(21.8)	134	(33.5)	179	(44.7)
- Oea Newspaper	70	(17.5)	115	(28.7)	215	(53.8)
- Quryna Newspaper	62	(15.5)	100	(25)	238	(59.5)
- Al Shat Newspaper	48	(12)	84	(21)	268	(67)

The reason behind the low levels of reading local newspapers could be because respondents preferred to receive news by watching TV news or surfing the Internet rather than reading newspapers, which are not available for the readers at all times (Sopher, 2010; The Pew Research Center for the People & the Press, 2002). Thurlow and Milo (1993) found that the prevalence of readership among US college students aged 18 to 25 years was less than 10%. However, Blackwood and colleagues (1991) found that final-year students primarily read newspapers and spend more time reading during vacations than when classes were in session. They also found both genders read for pleasure. A 2008 Pew survey reported that one fifth of young American aged 18 to 24 years old indicated the newspaper as their main source for national and international news.

7.5.1 Differences in Reported Use of Newspapers

There were fewer students who claimed to access news via local newspapers. This is somewhat expected, since several studies have shown that college students are not forming relationships with newspapers (Bogart, 1989; Schlagheck, 1998; Sopher, 2010). However, a study by Abdul Karim and Hasan (2007) investigating reading habits and attitude showed that the majority of the university students (74%) read newspapers at least a few times a week.

Consumption of print by the respondents appears to have a different significance. Once again the significant levels are based on the outputs of two tests – Mann-Whitney U-test and Kruskal-Wallis H-test.

7.5.1.1 Faculty Differences

SSAL respondents reported that they more often read news in *Al Jamahiriya*, *Al Shams*, *Al Fajr Al Jadeed*, and *Al Shat* newspapers than did either AVM or SNT respondents. Also, AVM respondents consumed more news in these newspapers than did SNT or SSAL respondents. The Kruskal-Wallis H test for reporting use of *Al Jamahiriya* newspaper was χ^2 (df=2) =9.40, $P<.01$, for *Al Shams* was χ^2 (df=2) =11.33, $P<.01$, for *Al Fajr Al Jadeed* was χ^2 (df=2) =11.50, $P<.01$, and for *Al Shat* was χ^2 (df=2) =10.30, $P<.01$. The results of the Kruskal-Wallis test indicated that students of SSAL faculties tended to read more newspapers than those from AVM or SNT faculties. This significant result may be due to the nature of SSAL students, who are perhaps required to read more materials than any other students from different fields of study. Thus, their exposure to the reading environment is expected to be higher. In this respect, Mokhtari and Sheorey (1994) found that humanities students read more than natural science, engineering, and mathematics students.

7.5.1.2 Year of Study Differences

There were year of study differences in reading newspapers. These differences appeared for three newspapers: *Oea*, *Quryna* and *Al Shat*. First-year students ($M=1.84$) were more likely than final students ($M=1.61$) to read news in *Oea*, χ^2 (df=3) =8.933, $P<.05$. First-year students ($M=1.74$) were also more likely than final-year students ($M=1.49$) to read news in *Quryna*, χ^2 (df=3) =10.434, $P<.05$. First-year students ($M=1.62$) were more likely than final-year students ($M=1.43$) to say they read news in *Al Shat*, χ^2 (df=3) =8.946, $P<.05$.

7.6 The Relationships between Reported Use of Different Newspapers

This part of the analysis presents the correlational relationships (Spearman's *rho* tests) between the claimed consumption of different newspapers. These results show the extent to which the reported readership of different newspapers was inter-correlated. The findings here were not all that surprising and generally signify that Al-Fateh students who reported greater reading of one newspaper tend to be heavy readers of other newspapers as well.

Table 7.6 shows there were positive relationships between reported use of new and old newspapers. This means that the more respondents claimed to read a new newspaper the more that they also reportedly read old newspapers. These findings did not reveal specific newspaper niche markets.

Table 7.6 Correlations between the Reported Readerships of Different Newspapers

	1	2	3	4	5	6
1- Al Jamahiriya	1.00					
2- Al Shams	.74*	1.00				
3- Al Fajr Al Jadeed	.63*	.80*	1.00			
4- Oea	.50*	.58*	.65*	1.00		
5- Quryna	.44*	.46*	.49*	.69*	1.00	
6- Al Shat	.41*	.46*	.46*	.56*	.58*	1.00

* Correlation is significant at the 0.01 level (2-tailed).

It is claimed that a lack of time, use of another news media, and cost have the biggest impact on reading newspapers (Cobb-Walgren, 1990; Huang, 2009; Zerba, 2004). It has also been found that most young people will never get into the habit of reading newspapers regularly as their parents do (The Pew Research Center for the People & the Press, 2002).

The evidence presented above indicates that the faculty of study was a critical factor in local newspaper reading habits among Al-Fateh students. This factor can be explained through the reading requirement of each faculty. It is indicated that language and art subjects expose more students to reading than other subjects (Pandian, 1997). Naturally, students are required to read more in the social sciences programmes (Mokhtari & Sheorey, 1994), thus they are found to have a more positive habit towards reading newspapers and make more use of the library for reading reasons. AVM and NST students might not be regarded as engaging less in reading local newspapers, nevertheless, they might be engaging in a different sort of reading that is distinctive to their studies (Mokhtari & Sheorey, 1994).

7.7 Factor Analytic Results of Reported Use of All Named News Sources

A further factor analysis was run to determine the interrelationships among reported use of all named news media (22). Criteria for factoring were the same as those adopted with data on reported use of TV news channels. Again, principal component analysis with varimax rotation yielded the most conceptually meaningful and factorally pure solution. Six factors with Eigenvalues greater than one emerged, explaining the 62.7% of total variance. Table 7.7 lists the news sources for each of the six factors with the corresponding factor loadings.

First, the reliability of news media was tested by using a common reliability test of Cronbach's coefficient alpha (.86). The Bartlett's test of sphericity was [(3309.42) ($P < .000$)] and the KMO value was .84, $P < .000$. All news sources had high reliability scores, which indicate that news consumers could be clustered into six different news consumption groups.

Table 7.7 Factor Analysis Results of Reported Use of Named News Sources

News Sources	Factors					
	1	2	3	4	5	6
Factor 1: Local newspapers						
- Al Shams	.847					
- Al Fajr Al Jadeed	.823					
- Oea	.807					
- Al Jamahiriya	.734					
- Quryna	.728					
- Al Shat	.633					
Factor 2: Non-Arabic TV channels						
- France24 (Arabic)		.746				
- BBC (Arabic)		.703				
- ANN News		.679				
- Russia TV Today (Arabic)		.663				
- Al Hurra		.539				
- Al Alam Today (Arabic)		.425				
Factor 3: Local TV channels						
- Al Libiya			.784			
- Al Jamahiriya			.746			
- Al Shbabiya			.666			
- Terrestrial			.655			
Factor 4: Arabic news TV channels						
- Al Jazeera				.857		
- Al Arabiya				.816		
Factor 5: Local radio stations						
- Tripoli FM					.764	
- Voice of Africa					.710	
- <i>Al Libiya</i> FM					.541	
Factor 6: Arabic entertainment TV channel						
-MBC						.859
Eigenvalues	6.04	2.31	1.81	1.43	1.14	1.06
% variance explained	27.46	10.50	8.25	6.50	5.18	4.83
Cronbach's Alpha (reliability score %)	.89	.76	.74	.74	.62	

Extraction Method: Principle Component Analysis. Rotation Method: Varimax (Eigenvalue > 1).

Note: News items measured on a 3-point scale (1= do not use and 3= daily).

These findings clearly indicate that there were distinct news consumption categories defined in part by news platform (television versus radio versus newspaper) and in part by type of news supplier (local versus international TV news services). This could indicate that there may be new niche markets for new television, radio, and newspaper, although these findings indicate that those who claimed consumption of one news source would quite often report use of other news sources as well. There was no

evidence that respondents completely abandoned one news source for another or new for old news sources, even though they indicated they watched some news through non-Arabic TV channels, which was not a totally expected finding.

In sum, this study found that respondents had an overwhelming reliance on different news sources. As mentioned earlier, the data indicated that the everyday viewing of the new pan-Arab TV news services was wider than for the local Libyan TV news channels. This does not mean that the local TV news services were totally rejected by Al-Fateh students, but that they were consumed less often. These findings also underscore the growing importance of some non-local TV channels, such as Russia TV Today (*Arabic*) TV, as a source of news; other TV channels meanwhile, such as *ANN News* TV, are less likely to continue as important news sources. This result was consistent with McDonald, Sietman and Li (2004), who suggested that a diversity of news sources better suits those who actually seek news and offers a better chance to understand how people learn about current events or everyday life. More specifically, it does not appear that consuming one platform displaces another, because Al-Fateh students indicated they watched different TV news services and read different print media.

7.8 Links between Reported Use of New and Old News Sources

Libyans are now able to watch a variety of programmes via satellite TV dishes, more so than at any time before. The available TV schedule offers a range of programme types from serious programming like news and in-depth analysis to soft-core pornography. It seems that the old-established TV channels are struggling to keep their consumers due to the newly launched TV platforms. The old-established TV news channels have not been totally rejected by the respondents, but they are not watched to the same extent in the presence of competition from the new TV services.

Audiences have different reasons and attitudes toward media performances because the users of a medium can use other media that may provide the same functions (Huang, 2009; Rubin, 1983; 1994; Tewksbury, 2003). For example, those who enjoyed watching local TV channels might also view international TV channels because of the function of information provided by both media. In contrast, people might not necessarily hold particular reasons for using one particular medium (McQuail, 1994).

The most popular general platforms for news to emerge from this research were TV news programmes on pan-Arab TV channels such as MBC and *Al Jazeera* TV.

Moreover, the findings reveal that students were more likely to view pan-Arab satellite TV news channels than either local TV channels or non-Arabic TV channels. Respondents tended to prefer pan-Arab TV channels and the new local TV channels owing to their consideration for young interests and because of language and cultural factors (Karam, 2007a); non-Arabic-language satellite TV channels show no such consideration since these news platforms are based in non-Arabic countries. Moreover, TV channels' news agendas may reflect different backgrounds and ideologies (Miladi, 2006; Mobarak, 2004). The minority of the survey respondents said they were less inclined to follow news on TV channels such as *Al Hurra* (16.5%), *BBC (Arabic)* (14.8%), *Al Alam Today (Arabic)* news (13%), and *Russia TV Today (Arabic)* (4.3%).

It is shown that respondents watched less news on *Al Jamahiriya* and old terrestrial TV platforms, while they indicated they watched more news on new satellite TV channels such as *Al Shbabiya* and *Al Libiya*. This means that while most of the respondents classified older Libyan TV channels the least in terms of importance, they classified the new Libyan TV channels, such as *Al Shbabiya*, the highest in importance. This result might have adverse implications on the viewership of Libyan television and could affect the financial resources of these channels as advertisers would target channels that can reach a wide range of audiences in different regions. Unless the older TV channels can still find a niche market for themselves in terms of specific audience groups that might still be attractive to advertisers, their future prospects could be grim.

Previous studies have found that since satellite TV channels have launched, many news consumers have abandoned local TV channels in favour of satellite TV (Al-Asfar, 2002; Marghalani et al., 1998). In Saudi Arabia, the viewing figures for two local TV channels sharply decreased after the spread of satellite dishes. Viewers said they spent more time watching satellite channels than the two local government channels (Marghalani et al., 1998). Al-Shaqsi (2000) found that the Oman TV channel had become less popular among university students, who are often satellite TV consumers. Similar results were found by Al-Asfar (2002). Note that it is evident that students in the Al-Fateh university setting do spend a considerable proportion of their news consumption time watching different TV channels, surfing the Internet, listening to local radio, and reading different print media, while there are significant differences in the amount of news consumption reported for each of these services.

7.9 Key Prediction Factors for Watching Satellite TV Channels

A further stage in this analysis was performed to establish whether specific variables predicated reported frequency of viewing of these four TV news services. Stepwise multiple regression analyses were computed to achieve this. This section presents the findings of Al-Fateh students viewing of specific TV news services. In these analyses several independent variables were entered in order to understand the effects of different variables of certain TV channel consumption. One advantage of adopting the stepwise multiple regression analysis is that it corrects for the correlations among the predictor variables (Brace et al., 2009). This means that variables are entered into the regression model in blocks according to a pre-determined sequence. Upon entering each successive set of independent variables, the predictor model may be changed in respect of the predictor variables that are significantly linked to the dependent variable, and the amount of variance in the later variable accounted for. So, the beta scores, t-scores and p-scores of the first set might have different values.

Table 7.8 Final Squares Models Predicting Reported Watching of Specific TV Channels

	Jamahiriya TV	Libiya TV	Jazeera TV	Arabiya TV
- Credibility of news source	.19**			
- Watch news from different perspectives	.12*			
- News from Libyan TV channels	.24***	.25***		
- News from local radio	.13*			
- Celebrity behaviour news (important issue)	-.17**	-.15*		
- News from local magazines	.15*			
- Talk to friends	.15*			
- Makes up mind about the important issues of the day		.20**		
- The anchors are better		.16*	.13*	.15*
- Entertainment (important issue)		.19**		
- Sports news (interest issue)		.15*	.13*	
- News from pan-Arab TV channels			.37***	.35***
- Word of mouth			-.12*	-.16*
- Trust of news			.17**	
Variance explained (adjusted R ²)	.26	.28	.26	.17
R ²	.29	.30	.27	.18

- Stepwise regression, * $P < .05$, ** $P < .01$, *** $P < .001$.

Note: Scores for news question were collapsed and reversed to 4= daily and 1= don't use.

- The positive scores indicated more consumption/use of these channels, while negative scores indicated less frequent use of these channels.

In the presence of each new set of independent variables, the predictive power of the first set of independent variables may become weaker or not survive, while sometimes it may remain unchanged. If independent variables are powerful predictors, they will remain significant even in the presence of an increased number of other

independent variables. Statistically, it is possible to leave out non-significant variables for the model (Field, 2005) and re-run further stepwise regressions until the last set of independent variables has had no additional impact and change in terms of significance in the criterion variables over and above the independent variables entered earlier. In essence, these analyses were designed to identify which factors were the most significant predictors of reported watching of specific TV news channels.

For *Al Jamahiriya* TV, the procedure adopted was as follows: in the first block all the 14 reasons for watching news on this channel were entered and explained 6% of the total variance; in the second step all the 14 important scores of different news topics were entered and explained 7% of the total variance; in the third step all the 14 personal interest scores of different news topics were selected and explained 10% of the total variance; in the fourth step claimed frequencies of viewing other news sources were entered and explained 19% of the total variance; in the fifth step the ability of certain TV channels to influence Libyans' opinions towards current issues were entered and explained 22% of the total variance; in the sixth step claimed frequencies of talking to others about issues that are happening in the news today were entered and explained 24% of the total variance; and finally, in the seventh step the demographic variables, gender, age, family size and family status, were entered. A significant model emerged ($F_{7,221} = 12.560$, $P < .001$), and explained 26% of the total variance (adjusted R^2 value = .29). The final models (beta scores) of significance prediction variables are exhibited in Table 7.8.

The strongest predictor of watching *Al Jamahiriya* TV was viewing more news on Libyan TV channels ($\beta = .24$), followed by being a credible source of news ($\beta = .19$), reading local news magazines ($\beta = .15$) and talking to friends about issues happening in the news today ($\beta = .15$). Reported viewing of *Al Jamahiriya* TV was also positively predicated by listening to local radio ($\beta = .13$) and the item 'to watch news from different perspectives' ($\beta = .12$), and by less watching of celebrity behaviour news ($\beta = -.17$).

The same process was applied for *Al Libiya* TV, the stepwise multiple regression entered all the 14 reasons for watching the channel as the first block and explained 10% of the total variance; in the second step all the 14 important scores of different news topics were entered and explained 13% of the total variance; in the third step all 14 personal interest scores of different news topics were entered and explained 17% of the total variance; in the fourth step claimed frequencies of viewing other news sources were entered and explained 20% of the total variance; in the fifth step the ability of

certain TV channels to influence the Libyans' opinions towards current issues were entered and explained 21% of the total variance; in the sixth step claimed frequencies of talking to others about issues that are happening in the news today were entered and explained 27% of the total variance; and finally, in the seventh step the demographic variables, gender, age, family size and family income were included. For the last step, a significant model emerged ($F_{6,164}=11.726$, $P<.001$), and explained 28% of the total variance (adjusted R^2 value =.30).

Reported watching of *Al Libiya* was predicated by watching more news on Libyan TV channels ($\beta=.25$), by the item 'it helps me to make up my mind about the important issues of the day' ($\beta=.20$) and watching the channel for entertainment news ($\beta=.19$). Other significant predictors were having better anchors ($\beta=.16$) and watching sports news ($\beta=.15$) and less reported watching of celebrity behaviour news ($\beta=-.15$).

With regard to *Al Jazeera*, a stepwise multiple regression procedure was employed by entering all the 14 reasons for watching *Al Jazeera* as the first block, which explained 8% of the variance; in the second step all the 14 important scores of different news issues were entered and explained 9% of the total variance; in the third step all the personal interest scores of different news topics were entered and explained 12% of the total variance; in the fourth step claimed frequencies of viewing other news sources were entered and explained 24% of the total variance; in the fifth step the ability of certain TV channels to influence Libyans' opinions towards current issues were entered and explained 25% of the total variance; in the sixth step claimed frequencies of talking to others about issues that are happening in the news today were entered and explained 26% of the total variance; and finally, in the seventh step the demographic variables, gender, age, family size and family status were included. A significant model emerged ($F_{5,216}=16.169$, $P<.001$), and explained 26% of the total variance (adjusted R^2 value =.27).

The findings reported in Table 7.8 indicate that watching news on pan-Arab television channels ($\beta=.37$) was the strongest predictor variable significantly associated with viewing *Al Jazeera* TV. Reported viewing of *Al Jazeera* was also positively predicted by the items 'I can trust the information they give me' ($\beta=.17$) and 'the news presenters are better on this channel' ($\beta=.13$) and being interested to watch sports news ($\beta=.13$), and by less reported use of word of mouth as a source of news ($\beta=-.12$). The role of news anchors is consistent with earlier research conducted by Auter and his

colleagues (2005), who reported viewing of *Al Jazeera* was associated with parasocial motives.

Finally, to identify the prediction of watching *Al Arabiya* TV, variable blocks were entered, as for the other three channels, in a stepwise multiple regression, with all 14 reasons for watching news on *Al Arabiya* entered as the first block, which explained 3% of the total variance; in the second step all the 14 important scores of different news issues were entered and explained 4% of the total variance; in the third step all the personal interest scores of different news topics were entered and explained 6% of the total variance; in the fourth step claimed frequencies of viewing other news sources were entered and explained 16% of the total variance; in the fifth step the ability of certain TV channels to influence Libyans' opinions towards current issues were entered and explained 18% of the total variance; in the sixth step claimed frequencies of talking to others about issues that are happening in the news today were entered and explained 18% of the total variance; and finally in the seventh step gender, age, family members, and the monthly family income were entered. For the last step a significant model emerged ($F_{3,206}=15.320, P<.001$) that explained 17% of the total variance (adjusted R^2 value =.18).

Reported viewing of *Al Arabiya* was predicted by more frequent reported watching of pan-Arab TV channels ($\beta=.35$) and the item 'the news presenters are better on this channel' ($\beta=.15$) and less reported use of word of mouth as a source of news ($\beta=-.16$).

7.10 Differences between TV News Services in Reasoned Profiles

Once the general reasons that inform news consumption were established, the analysis examined the differences between respondents' rating of TV news services on specific reasons. Table 7.9 (below), reveals the mean differences between reasons for watching specific TV news services and Bonferroni tests conducted on these mean scores uncovered on significant differences between the two local TV services or between the two pan-Arab TV services. However, differences emerged in the measured reasons between the following news services: *Al Jamahiriya* and *Al Jazeera*; *Al Jamahiriya* and *Al Arabiya*; *Al Libiya* and *Al Jazeera*; *Al Libiya* and *Al Arabiya*. Notably, no significant differences were indicated between the two local TV channels or between the two international TV channels among all the reasons.

Table 7.9 Different Reasons for Watching Specific TV News Services

Reasons	1	2	3	4	F-value
- The newscasters give a human quality to the news	3.35 ^a	3.56 ^b	4.10 ^{ab}	4.00 ^{ab}	26.25***
- The news presenters are better on this channel	3.18 ^a	3.45 ^b	4.05 ^{ab}	3.81 ^{ab}	24.43***
- It keeps up with current affairs and events	3.77 ^a	3.82 ^b	4.32 ^{ab}	4.14 ^{ab}	17.61***
- It gives a summary of what's happening around the world	3.77 ^a	3.77 ^b	4.32 ^{ab}	4.14 ^{ab}	17.14***
- It is a credible source of news	3.80 ^a	3.82 ^b	4.29 ^{ab}	4.19 ^{ab}	15.89***
- I can trust the information they give me	3.77 ^a	3.76 ^b	4.24 ^{ab}	4.02 ^{ab}	13.24***
- It gives me interesting things to talk about	3.70 ^a	3.72 ^b	4.13 ^{ab}	4.07 ^{ab}	12.41***
- To watch news presented from different perspectives	3.60 ^a	3.62 ^b	3.98 ^{ab}	3.93 ^{ab}	9.26***
- I learn how to do things I haven't done before	3.94 ^a	3.78 ^b	4.24 ^{ab}	4.12 ^b	8.27***
- It is uncensored	2.96 ^a	3.03 ^b	3.41 ^{ab}	3.15	6.85***
- It supports my own viewpoints to other people	3.77 ^a	3.85 ^b	4.09 ^{abc}	4.04 ^{abc}	6.54***
- I can pass the information on to other people	3.49 ^a	3.57 ^b	3.85 ^{ab}	3.75	5.45**
- I can compare my own ideas to what the commentators say	3.49 ^a	3.56	3.77 ^a	3.76 ^a	4.44**
- It helps me make up my mind about the important issues of the day	4.02 ^a	3.98 ^b	4.24 ^{abc}	4.02 ^c	3.18*

Note: Means with uncommon superscripts differ significantly at the .05 level. Scores ranged from 1 to 5.

* $P < 0.05$, ** $P < 0.01$ and *** $P < 0.001$.

1= *Al Jamahiriya* TV (n=247), 2= *Al Libiya* TV (n=188), 3= *Al Jazeera* TV (n=243), 4= *Al Arabiya* TV (n=232).

Significant differences in the reasons for watching these four news services emerged on 12 out of the 14 measures used here. The findings show that perceptions of reasons for watching the two local TV news services, *Al Jamahiriya* and *Al Libiya*, did not differ significantly at all. In other words, the two local TV news services deliver similarly on the range of reasons.

The two international Arab satellite TV news services, *Al Jazeera* and *Al Arabiya*, were found to have *no* different reasons for viewing these services. There were just two measured reasons on which these two news services did differ significantly: 'it supports my viewpoints to other people' and 'it helps me make up my mind about the important issues of the day.' On all the other measured reasons, *Al Jazeera* received higher scores. The profiles of these two pan-Arab world TV news services indicate that for Al-Fateh student viewers, *Al Jazeera* was rated as providing a different quality of news service all-round compared with *Al Arabiya*.

Comparisons between the two local TV news services in Libya, *Al Jamahiriya* and *Al Libiya*, and *Al Jazeera*, showed that *Al Jazeera* was universally rated much higher. *Al Arabiya* was generally rated higher in comparisons between the two local TV news services (on 12 out of the 14 measures in comparison with each local TV news station). *Al Arabiya* did not differ significantly from *Al Jamahiriya* on four measures ('I

learn how to do things that I haven't done before,' 'it is uncensored,' 'I can pass the information on to other people,' and 'it helps me make up my mind about important issues of the day') and similarly with *Al Libiya* on four measures ('it is uncensored,' 'I can pass the information on to other people,' 'it helps me make up my mind about important issues of the day,' and 'I can compare my own ideas with what the commentators say').

7.11 Reasons for Watching Specific Newscasts Programmes

The previous sections in this chapter have examined general frequencies of reported consumption of different news sources and the predictor variables for watching specific satellite TV news services. This section examines students' reasons for consuming news from the four main TV newscasts channels – *News 18:00* on *Al Jazeera*, *News 18:00* on *Al Arabiya*, *News 21:30* on *Al Jamahiriya*, and *News 22:00* on *Al Libiya*. These findings may help to explain why Al-Fateh students chose certain newscasts over others as well as how they utilised news information in their lives. Such evidence can also be relevant in understanding what news-consumers gain from different news sources.

News sources have provided audiences with a wide range of choices in getting their daily news fix and have created some distinctive news consumption patterns. In order to understand the role that news plays in Al-Fateh students' lives, respondents who indicated that they watched news 'daily' or 'quite often' were asked to provide their reasons for watching specific news programmes (see above) on specific TV channels. Table 7.10 presents the reasons for watching specific newscasts on these TV channels.

Respondents shared similar opinions about consuming news from pan-Arab TV news services. Column 1 of Table 7.10 shows that for *News 18:00* on *Al Jazeera* the majority (saying 'agree strongly' or 'agree') of respondents said they watched news on this service for the reasons as follows: summarising what is going on in the world (86.8%), keeping up with current affairs (86%), learning how to do things (84%), credibility of the source (83.5%), helping in making up their minds about the important issues (83.5%), supporting their own viewpoints in having interaction with others (82.3%), giving interesting things to talk about (82%), trusting their news (80.7%), the human quality provided by the news presenters (75.7%), passing information to others (73.7%), and finally having news from different perspectives (73.3%). However, only a

minority of the respondents (40.1%) agreed that they used the service because it is uncensored.

Table 7.10 Reasons Associated with Each Newscast Programme

Reasons	1*	2	3	4
- It gives a summary of what's happening around the world	86.8	81	68.1	63.4
- It keeps up with current affairs and events	86.0	81.5	67.9	68.0
- I learn how to do things I haven't done before	84.0	81.5	68.1	73.3
- It is a credible source of news	83.5	82.8	64.9	64.4
- It helps me make up my mind about the important issues of the day	83.5	76.7	74.2	77.6
- It supports my own viewpoints to other people	82.3	78.9	73.4	67.5
- It gives me interesting things to talk about	81.9	82.3	68.1	68.4
- I can trust the information they give me	80.7	75.9	64.4	64.8
- I can pass the information on to other people	73.7	66.8	61.2	55.9
- To watch news presented from different perspectives	73.3	74.1	58.8	55.7
- The newscasters give a human quality to the news	75.7	75.9	56.4	46.2
- The news presenters are better on this channel	70.7	65.1	51.3	40.8
- I can compare my own ideas to what the commentators say	64.2	63.8	60.1	55.1
- It is uncensored	40.1	32.3	27.7	28.0

*1-*Al Jazeera* (n=243), 2-*Al Arabiya* (n=232), 3-*Al Libiya* (n=188), 4-*Al Jamahiriya* (n=247).

Note: Percentages indicate those who agreed strongly or agreed with each item

Column 2 shows that for *News 18:00* on *Al Arabiya*, the respondents reacted positively to all the reasons provided. Most of them (saying 'agree strongly' or 'agree') reported that they viewed *News 18:00* because of its credibility (82.8%), providing interesting things to talk about (82.3%), learning how to do things (81.5%), keeping up with current affairs and events (81.5%), summarising what is going on in the world (81%), supporting their own viewpoints (78.9%), considering important issues (76.7%), the human quality provided by the newscasters (75.9%), trusting their news (75.9%), having news from different perspectives (74.1%), passing information on to others (66.8%), and comparing ideas with what the communicators say (63.8%). The lowest agreement was found for 'it is uncensored (32.3%).'

Column 3 shows that for *News 22:00* on *Al Libiya*, the respondents tended to agree extensively with most reasons. Most extensive agreement occurred for the reasons, in decreasing order: helping in making up their minds about the important issues (74.2%), supporting their own viewpoints to others (73.4%), providing interesting things to talk about (68.1%), summarising what is going on in the world (68.1%), and learning how to do things (68.1%). A majority of the respondents also agreed with the reasons that keeping up with current affairs (67.9%), credibility of the source (64.9%), trusting their news information (64.4%), and the human quality given

by the anchors (56.4%). The lowest agreement was on the reason that it is uncensored (27.7%).

Column 4 shows that for *News 21:30* on *Al Jamahiriya*, the respondents indicated similar reasons as they did for *Al Libiya*. They agreed extensively with the following reasons in decreasing order: helping in making up their minds about the important issues (77.6%), learning how to do things (73.3%), giving interesting things to talk about (68.4%), keeping up with current affairs (68%), supporting their own viewpoints to others (67.5%), trusting their news information (64.8%), and summarising what is going on in the world (63.4%). The lowest agreement was found for 'it is uncensored' (28%).

Further, respondents who fell into different demographic groups displayed different reasons for using different news suppliers. As before, the significant levels are shown based on the Mann-Whitney U test and Kruskal-Wallis H test.

7.11.1 Differences in Watching *News 21:30* on *Al Jamahiriya* TV

7.11.1.1 Faculty Differences

SSAL students ($M=3.86$) were more likely to watch *News 21:30* for the reason of giving interesting things to talk about than AVM ($M=3.35$) or NST students ($M=3.20$), χ^2 ($df=2$) = 13.653, $P < .01$. Also they were more likely to do so for the reason that 'the news presenters are better on this channel' ($M=3.34$ versus $M=3.00$ and $M=2.60$ respectively), χ^2 ($df=2$) = 11.956, $P < .05$. However, AVM students ($M=3.80$) were more likely to watch this broadcast for the reason of the benefit of having news from different perspectives than SSAL ($M=3.69$) or NST students ($M=3.61$), χ^2 ($df=2$) = 8.381, $P < .05$. The AVM students ($M=3.85$) also watched it because they could compare their own ideas to what the communicators say more than the other groups (SSAL $M=3.57$ and NST $M=3.00$), χ^2 ($df=2$) = 12.367, $P < .01$.

7.11.1.2 Year of Study Differences

First-year students ($M=3.98$) were more likely to watch it for the reason of learning how to do things they have not done before than final-year students ($M=3.56$), χ^2 ($df=2$) = 9.718, $P < .05$. Initially, this result is somewhat unexpected since final-year students would be more motivated to watch *News 21:30*, as this news could fit with young adults' preferences. More rigorous studies need to be conducted in order to explore students' news habits.

7.11.2 Differences in Watching News 22:00 on Al Libiya TV

7.11.2.1 Gender Differences

Female students ($M=3.94$) were more likely than male students ($M=3.66$) to view *News 22:00* for the reason of its credibility, $U(188) = 3614.00$; exact $P < .05$, 2-tailed. They also watched it to summarise what is happening in the world ($M=3.91$ versus $M=3.57$ respectively), $U(188) = 3568.00$; exact $P < .05$, 2-tailed. Female students ($M=3.88$) viewed this service because they trusted their news information more than male students ($M=3.60$) did, $U(188) = 3590.00$; exact $P < .05$, 2-tailed.

7.11.2.2 Faculty Differences

SSAL students ($M=3.94$) were more likely to watch *News 22:00* than AVM ($M=3.67$) or NST students ($M=3.55$) for the reason of supporting their own viewpoints to others, $\chi^2(df=2) = 6.237$, $P < .05$. They also viewed it because it helped them to learn how to do things ($M=3.97$ versus NST ($M=3.24$) and AVM ($M=2.60$)), $\chi^2(df=2) = 13.413$, $P < .01$. However, AVM students ($M=4.08$) were more likely to watch it for the reason of summarising what is happening in the world than SSAL ($M=3.83$) or NST ($M=3.36$) students did, $\chi^2(df=2) = 6.063$, $P < .05$. AVM ($M=3.25$) were more likely to view it because it contained uncensored news than the other two groups, SSAL ($M=3.11$) and NST ($M=2.58$)), $\chi^2(df=2) = 6.851$, $P < .05$.

7.11.2.3 Year of Study Differences

Final-year students ($M=3.98$) were more likely than first-year students ($M=3.70$) to watch it for the reason of watching news from different perspectives, $\chi^2(df=2) = 13.520$, $P < .01$. However, first-year students ($M=3.95$) were more likely to watch it because of learning how to do things than final-year students ($M=3.27$), $\chi^2(df=2) = 8.550$, $P < .05$.

7.11.3 Differences in Watching News 18:00 on Al Jazeera TV

7.11.3.1 Year of Study Differences

Final-year students ($M=4.49$) were more likely than first-year students ($M=3.91$) to watch this broadcast because of its credibility, $\chi^2(df=3) = 9.187$, $P < .05$. They were more likely to watch it because of summarising what is happening in the world ($M=4.53$ versus $M=4.00$ respectively), $\chi^2(df=3) = 10.209$, $P < .05$. Final-year students ($M=4.50$) were more likely than first-year students ($M=4.07$) to view it for the reason that it kept them up with current affairs, $\chi^2(df=3) = 10.537$, $P < .05$. Having news from different perspectives was a reason cited by final-year students ($M=4.24$) more than first-year students ($M=3.78$), $\chi^2(df=3) = 9.487$, $P < .05$. Final-year students ($M=4.51$) watched this

broadcast because it helped to make up their minds about the important issues more than first-year students ($M=3.80$) did, χ^2 ($df=3$) =14.705, $P<.01$.

7.11.4 Differences in Watching News 18:00 on Al Arabiya TV

7.11.4.1 Gender Differences

Female students ($M=4.36$) were more likely than males ($M=3.96$) to view *News 18:00* for the reason of its credibility (U (232) =5226.50; exact $P<.01$, 2-tailed), and for summarising what is happening in the world ($M=4.26$ versus $M=4.00$ respectively) (U (232) =5616.50; exact $P<.05$, 2-tailed) and for trusting its news ($M=4.18$ versus $M=3.82$ respectively), U (232) =5132.50; exact $P<.01$, 2-tailed. As can be seen here, females mean scores were higher than those of males. These results are not consistent with those of Jamal and Melkote (2008) who found that young males claim they watch *Al Jazeera* more than young females. It has been reported by this study that males are more likely to watch *Al Jazeera* than females. One possible explanation for this finding is that male students may not see a consistent connection between the news provided by *Al Jazeera* and trust their news.

7.11.4.2 Family Household Size Differences

Those who lived by themselves ($M=5.00$) were more likely to say they watched *News 18:00* because of the human quality provided by the anchors than those who lived in medium-sized families ($M=4.04$), those lived in large-sized families ($M=3.93$) or those who lived in small-sized families ($M=3.82$), χ^2 ($df=3$) =9.582, $P<.05$.

In sum, respondents provide different reasons for viewing of the four newscasts. The initial finding shows that perceptions of reasons for the newscasts on *Al Jamahiriya* and *Al Libiya* delivered similarly across the range of reasons, while the newscasts on *Al Jazeera* and *Al Arabiya* fed different reasons. Respondents generally revealed that they rely upon different news media for different reasons. Even though it seems that *Al Libiya* offered their audience news in attractive packages than the older *Al Jamahiriya*, respondents still watched both local TV channels for similar reasons.

On the other hand, the two pan-Arab TV channels seem to be seen as one great news supplier; the news broadcasts on *Al Jazeera* received the highest mean scores. There is no clear answer – at least in this study – to the question whether the new TV channels would be able to take students away from the old established TV channels. However, what *Al Libiya* has offered its audience with its news programmes differs to the old established TV channel, *Al Jamahiriya*. The displacement of the old channel

would be less likely to occur here even though the new channel has the potential to affect the use of the old channels.

7.12 Key Prediction Factors for Watching Newscasts Programmes

A further stage in this analysis was performed to establish whether specific variables predicted the reported frequency of viewing of specific TV newscasts. To find out the predictive reasons for consuming specific newscasts, a stepwise multiple regression procedure was performed in relation to reported consumption of specific newscasts provided by each of the four main satellite television channels. In doing so, several predictor variables were computed. The stepwise multiple regression was adopted in which all 53 independent variables (or predictor variables) were entered at the same time in one multiple regression. One advantage of this is that it corrects for the correlations among the predictor variables (Brace et al., 2009), and a comparison can be undertaken across dependent variables, 'criterion variables,' to see which independent variables were consistently or inconsistently emerging as significant predictors. It is known that the stronger the relationship, the closer the scores will fall to the regression line and consequently the more accurate the prediction (Brace et al., 2009).

At each step, the analysis indicated whether any of the variables in each block was independently and significantly linked to the reported frequency of viewing of each newscast, and calculated the total amount of variance in the dependent variable explained by that block. Commonly, upon entering a second set of predictor variables, the predictor model could change by increasing the overall number of independent variables regressed across the dependent variables. As a result, the beta scores, t-scores and p-scores of the first set might change as well. Due to the presence of the new set of independent variables, the predictive power of the first set of independent variables could become powerless, while sometimes they remain unchanged. If independent variables are powerful predictors, they will remain significant even in the presence of an increased number of other independent variables. Statistically, it is possible to exclude non-significant variables for the model (Field, 2005), which the study did, and re-run further stepwise regressions until the new set of independent variables has had no additional impact and change in terms of significance in criterion variables over and above the independent variables entered earlier. Table 7.11 shows the key prediction factors (beta scores) that survived the stepwise analysis with their significance as predictors of each dependent variable still intact.

Table 7.11 Final Squares Models Predicting Reported Watching of Specific Newscasts

	News 21:30	News 22:00	News ¹ 18:00	News ² 18:00
- Relevant to me	-.09*			
- News from Libyan TV channels	.36***	.27***		
- Being able to influence the Libyans' opinions	.14**	.15**		
- Being fair		-.14**		
- Watching entertainment (interest news)		-.12*	-.15**	-.18***
- News from local magazines		.15**		
- Human interest stories (interest news)		.11*		
- Tells the whole story			-.13**	
- Watching current events in Libya (interest news)			.10*	
- News from pan-Arabic TV channels			.25***	.17**
- Its reporters are well-trained				-.12*
- News from non-Arabic channels			.19**	.16**
- Being accurate				-.12*
- Watching politics in the Arab world (interest news)	.10*			.15**
Variance explained (adjusted R ²)	.19	.23	.19	.19
R ²	.20	.24	.20	.20

- Stepwise regression, * $P < .05$, ** $P < .01$, *** $P < .001$. ¹*Al Jazeera*, ²*Al Arabiya*.

For *News 21:30* on *Al Jamahiriya* TV, in a stepwise multiple regression in the first block all the 12 opinions about news covered by this channel were entered and explained 1% of the total variance; in the second step all the 14 importance scores of different news topics were entered and explained 2% of the total variance; in the third step all the 14 personal interest scores of different news topics were entered and explained 3% of the total variance; in the fourth step claimed frequencies of viewing different news sources were entered and explained 5% of the total variance; in the fifth step the ability of *Al Jamahiriya* TV to influence the Libyans' opinions towards current issues were entered and explained 19% of the total variance; in the sixth step claimed frequencies of talking to others about current issues were entered and explained 19% of the total variance; and finally, in the seventh step gender, age, family size and monthly family income were entered. A significant model emerged ($F_{4,357}=22.437$, $P<.001$), and explained 19% of the total variance (adjusted R² value =.20). The final model of significant predictor variables are shown in Table 7.11.

The strongest predictor of watching *News 21:30* on *Al Jamahiriya* was viewing more news on local TV channels ($\beta=.36$), followed by the news being able to impact Libyans' opinions ($\beta=.14$) and the news coverage being irrelevant to respondents ($\beta=-.09$). Reported viewing of *News 21:30* was positively predicated by interest in watching politics in the Arab world ($\beta=.10$).

For *News 22:00* on *Al Libiya* TV, in a stepwise multiple regression all the 12 opinions about news presented by *News 22:00* were entered as the first block, and explained 5% of the total variance; in the second block all the 14 importance scores of different news topics were entered and explained 7% of the total variance; in the third block all the 14 personal interest scores of different news topics were entered and explained 8% of the total variance; in the fourth step claimed frequencies of viewing different sources of news were entered and explained 19% of the total variance; in the fifth block the ability of this news to influence Libyans' opinions towards current issues were entered and explained 21% of the total variance; in the sixth block claimed frequencies of talking to others about current issues were entered and explained 23% of the total variance; and finally, in the seventh block gender, age, family size, and the monthly family income were included. A significant model emerged ($F_{6,351}=19.103$, $P<.001$), and explained 23% of the total variance (adjusted R^2 value =.24).

Reported watching of *News 22:00* on *Al Libiya* was predicted by claimed viewing of Libyan TV channels ($\beta=.27$), followed by the newscast being able to impact Libyans' opinions ($\beta=.15$), the reading of local news magazines ($\beta=.15$), and by interest in watching human interest stories ($\beta=.11$). Further significant predictors were the newscast having unfair reporting ($\beta=-.14$) and having less interest in watching entertainment news ($\beta=-.12$).

With regard to *News 18:00* on *Al Jazeera* TV, a stepwise multiple regression procedure was employed; all 12 opinions of news coverage on this channel were entered as the first block and explained 2% of the total variance; in the second block all the 14 importance scores of different news topics were entered and explained 4% of the total variance; in the third block all the 14 personal interest scores of different news topics were entered and explained 6% of the total variance; in the fourth block claimed frequencies of viewing different news platforms were entered and explained 15% of the total variance; in the fifth block the ability of *Al Jazeera* to influence the Libyans' opinions towards current issues were entered and explained 18% of the total variance; in the sixth block claimed frequencies of talking to others about current issues were entered and explained 18% of the total variance; and lastly, in the seventh block gender, age, family members and family monthly income were entered. A significant model emerged ($F_{5,355}=17.509$, $P<.001$), and explained 19% of the total variance (adjusted R^2 value =.20).

The strongest predictor of watching *News 18:00* was viewing more news on pan-Arabic TV channels ($\beta=.25$), non-Arabic TV channels ($\beta=.19$) and less interest in watching entertainment news ($\beta=-.15$). Other significant predictors were interest in watching current events in Libya ($\beta=.10$) and that the newscast did not tell the whole story ($\beta=-.13$).

Finally, with reported watching of *News 18:00* on *Al Arabiya* TV, variable blocks were entered as for the other three stepwise multiple regressions; all 12 opinions about news broadcasts by this channel were entered and explained 4% of the total variance; in the second step all the 14 of the importance scores of different news topics were entered and explained 5% of the total variance; in the third step all the 14 personal interest scores of different news topics were entered and explained 8% of the total variance; in the fourth step claimed frequencies of viewing different news sources were entered and explained 12% of the total variance; in the fifth step the ability of *Al Arabiya* TV to influence the Libyans' opinions towards current issues were entered and explained 16% of the total variance; in the sixth step claimed frequencies of talking to others about current issues were entered and explained 18% of the total variance; and lastly, in the seventh step gender, age, family members, and monthly family income were entered. A significant model emerged ($F_{6,351}=14.661$, $P<.001$) that accounted for 19% of the total variance (adjusted R^2 value $=.20$).

Reported viewing of *News 18:00* on *Al Arabiya* was predicated by more news from pan-Arabic TV channels ($\beta=.17$), non-Arabic TV channels ($\beta=.16$) and having an interest in watching politics in the Arab world ($\beta=.15$). Further significant predictors were less watching of entertainment news ($\beta=-.18$), the newscast was not accurate ($\beta=-.12$) and the reporters being poorly-trained ($\beta=-.12$).

7.13 Discussion

This chapter has examined data on relationships between reported use of different news sources including television, broadcast, and print. It started with reported use of a number of local and non-local TV news services.

In response to Research Question 1, the most popular watched TV services were: MBC, *Al Jazeera*, *Al Shbabiya* and *Al Arabiya*. Male students were more likely than females to report watching news on pan-Arab satellite TV news services, non-Arabic TV services and the Internet. In particular males were more likely than females to watch *Al Jazeera*, *Al Hurra* and BBC (*Arabic*) for news, while females tended to

watch MBC and Russia TV Today (*Arabic*) for news. Overall, these findings represent the initial evidence that indicates the emergent significance of the new pan-Arab world satellite TV news services such as *Al Jazeera*. The results of the most watched TV news services were consistent with the findings of many previous studies conducted in the Arab world and Western world (Al-Asfar, 2002; Auter et al., 2005; Ayish, 2001; el-Nawawy, 2003; Ghareeb, 2000; Jamal & Melkote, 2008; Jamal, 2009; Miles, 2005).

Research Question 2 asked whether new and old media attract distinct audiences, and whether these news services are taking audiences away from others. It shows that the spread of new news media sources in Libya has established a new sort of customer which goes beyond national boundaries. This is an indication that the new international TV news services such as *Al Jazeera*, *Al Arabiya*, and *Russia TV Today* are propelled by the success of media outlets based in world regions outside the non-Western region 'contra-flows' as Thussu (2007, p. 24) and Sakr (2007d) argued. Al-Fateh students have noticed these new TV services as 'alternative source of information.' The new televised news services have been able to capture the attention and interest of student news consumers.

In response to Research Question 3, different correlations coefficients (Spearman's *rho*) emerged both within and between the local TV news services and pan-Arab TV news services, and between these services and international TV news services. Overall, the findings indicate that Al-Fateh students who consumed news via one news TV platform were quite likely to consume news via other news channels. Contrary to the theme that use of one medium displaces another, those students who heavily used one platform tend to be heavy users of others media as well. This may indicate that students look for different news, and they probably try different news sources to triangulate on a topic to explore what these sources are providing (Rugh, 2004). The findings are consistent with those of Zayani and Ayish (2006) who emphasise that when it comes to news and current affairs Arab viewers are not limited to one platform, they can also tune into other platforms even for the same news value (for similar accounts see Ghareeb, 2000; Rugh, 2004).

The chapter has also reported the use of different radio stations for news purposes. It was found that local radio was differently rated from local TV news services. It indicated that the newer radio stations were more likely to be listened to than the older ones. This is because *Al Libiya* FM and Tripoli FM perhaps broadcast more

entertainment, celebrity news, and music programmes than Voice of Africa do. The findings confirm Bel-Hajj's (2008) result.

There are indications of greater levels of cut off for reading local print media. For instance, respondents were less likely to read local newspapers and magazines for news. The research indicated that if students tended to read newspapers, they were more likely to read long-established newspapers than newer ones. One possible explanation of this is that new newspapers 'need' time to become known and capture the attention and interest of young adults.

In response to Research Question 4, further analyses were computed to explore the relationships between self-reported consumption of news from specified TV channels and newscasts programmes. Different reasons were given for watching specific TV news services. Respondents were able to identify the specific reasons that defined individual news services, and could differentiate between local and pan-Arab satellite TV news services and their newscasts on that basis. In that respect this research adds to the findings of earlier research on Arab news consumers (Al-Obaidi et al., 2004; Jamal & Melkote, 2008).

In addition, in relation to Research Question 5, this study attempted to establish the key predictors of viewing of specific newscasts programmes: *News 21:30* on *Al Jamahiriya*; *News 22:00* on *Al Libiya*; and *News 18:00* on *Al Jazeera* and *Al Arabiya*. The key predictors for watching *News 21:30* on *Al Jamahiriya* were watching more news on local TV services, followed by its ability to impact Libyans' opinions, respondent interest in watching politics in the Arab world, and less belief that the newscast was relevant to respondents. Claimed viewing of Libyan TV services, its ability to impact Libyans' opinions, reading local news magazines, and the newscast including unfair reporting were the key predictors for watching *News 22:00* on *Al Libiya*. On the other hand, the strongest predictors of watching *News 18:00* on *Al Jazeera* and *Al Arabiya* were viewing more news on pan-Arab TV services and non-local TV channels, and less interest in watching entertainment news.

In response to Research Question 6, this study revealed clear differences in the student predictors of different newscasts on pan-Arab TV and Libyan news services. The pan-Arab news services – *Al Jazeera* and *Al Arabiya* – were rated differently from even the new local satellite TV news operations – *Al Libiya* – in terms of the quality and usefulness of the news they provided as well as in the quality and professionalism of their news programmes.

The differing reasons for local versus international TV news services confirms earlier research that news consumers utilise different media to access news for different reasons and purposes (Huang, 2009). In the current research, the main reasons for watching *Al Jamahiriya* and *Al Libiya* were that the channels helped students make up their minds about important issues, they gave them interesting things to talk about, and they kept them up to date with current affairs. *Al Jazeera* and *Al Arabiya* provided respondents with summaries of current events, kept them up to date with current affairs, were seen as being credible sources of news and provided interesting things to talk about.

This chapter has given an account of the reported use of different news media by Al-Fateh students, with special reference to their use of different news services (TV, radio, and newspaper). The news consumption patterns observed in this study did much to illuminate important factors behind the rapid adoption of new news programmes on the satellite TV platform. Respondents reportedly watched news on satellite TV news services (for example, *Al Jamahiriya*, *Al Libiya*, *Al Jazeera*, and *Al Arabiya*) because these services gave them the information they desired. However, it was revealed that the pan-Arab TV services were rated as more attractive news sources than local TV news services for a wide range of reasons. The two local TV news services, however, were seen as being similar in terms of what they could offer. The two pan-Arab TV services, while both being more highly rated than local ones, were not equally well received. *Al Jazeera* was differently rated from the others in terms of the quality of its content, attractiveness of programme format, and performance of its news presenters. In that respect this study adds to the findings of earlier studies with Arab news consumers (Al-Asfar, 2002; Auter et al., 2005; Rugh, 2004; Zayani, 2005).

The next chapter investigates data on respondents' perceptions of the credibility of news sources and standards on news reporting on a number of television news services that are available to young Libyans. Mainly, the next chapter evaluates the credibility of news television provided by four TV news sources, which are *Al Jamahiriya*, *Al Libiya*, *Al Jazeera*, and *Al Arabiya*, using a variation of Gaziano and McGrath's items and other similar studies.

Chapter 8 The Quality and Credibility of News Sources

8.1 Introduction

This chapter examines data on Al-Fateh students' perceptions of four TV news services – *Al Jamahiriya*, *Al Libiya*, *Al Jazeera*, and *Al Arabiya* – in terms of quality and credibility in news sources. One of the questions of particular interest in this study pertains to whether students see news coverage on these named TV channels as being credible sources of news or not. In doing so, a range of bipolar adjectival scales (for example, fair or unfair) were developed and piloted for this study.

This chapter also explores correlations between perceptions of news credibility by different demographic variables, focusing on the four named TV news services. It also investigates respondents' opinions on news coverage of the regional area to see whether certain TV news services provided young Libyan people with news about the regional area that they wanted. Furthermore, the chapter explores 'satisfaction' with the quality of news on these TV news services. More specifically, it examines whether there is any link between watching TV news and news satisfaction. Finally, the chapter probes how much respondents would like to see different news topics on local TV stations in terms of their 'satisfaction' with news services.

The aim of this chapter is to investigate the following questions:

RQ1: In general, how credible do Al-Fateh students perceive news on TV to be?

RQ2: Are some TV news services seen as more credible than others?

RQ3: How do local TV news services compare with international TV news services in terms of their perceived credibility?

RQ4: Is perceived credibility significantly related to level of consumption of different news sources?

RQ5: How satisfied are Al-Fateh students with the quality of televised news?

8.2 Standards of News Provision

Credibility can be considered a crucial element for news media. It can reveal how people perceive and evaluate news media (Tsfari, 2003). For this study to assess the perceptions of news credibility of specific news sources a 12-item scale, applied by Gaziano and McGrath (1986) in their study of attitudes toward newspapers and television, was included in the survey questionnaire. However, considering the different cultural background and news credibility of the specific TV news services, four items

out of the twelve were dropped from the original scale and replaced with another four items. The eight commonly identified evaluative constructs from Gaziano and McGrath were: fairness, biasness, telling the whole story, accuracy, separating fact and opinion, concerned about the public interest, factualness, and well-trained reporters. Moreover, the four added items were: 'misleading or not misleading', 'relevant or not relevant to me', 'thorough or superficial', and 'interesting or not interesting.'

To create a composite index, respondents were asked to state their opinions about the news coverage credibility of the four named TV news services. These evaluations were measured on five-point scales. All the evaluative items were coded or recoded so that they were scaled in the same direction with '5' indicating the highest possible (positive) rating and '1' the lowest possible (negative) rating.

Furthermore, before analysing the results of the students' rating of news credibility, the 12-item scale was subject to a data reduction technique to ensure the analysis was more comprehensible. Therefore, the items were factor analysed using principal components analysis with varimax rotation. As a result one item 'interesting or not interesting' was excluded from the model because of its low statistical communality, while the remaining eleven items came up with two orthogonal factors for *Al Jamahiriya* and *Al Libiya* and three orthogonal factors for *Al Jazeera* and *Al Arabiya* TV.

A factor analysis was conducted on these data in respect of each TV news service. This indicated whether the items that were used all comprised a single construct or a number of different constructs. The explanation for using a factor analysis was to find out whether all the items originally selected to assess 'credibility' did actually measure a single construct or a number of constructs or sub-constructs relating to credibility. Using a factor analysis in this way has previously been considered as a useful technique during the initial hypothesis-building stage of scale construction (West, 1994).

The factor analysis criteria for all TV news services were: (a) minimum primary loading $\leq .40$ on a factor; (b) a factor Eigenvalue ≤ 1 ; and (c) each item has a loading $\leq .40$. The principal component analysis, the varimax rotation, yielded the most conceptually meaningful and factorally pure solution. Further statistics were also applied, for instance, the reliability of the measurement was tested by using the common reliability test of Cronbach's alpha, Bartlett's test of sphericity, and the KMO value of the items. Below are the factor analyses for each TV news service.

8.3 Credibility of News Coverage on *Al Jamahiriya* TV

For the ratings of news coverage credibility on *Al Jamahiriya* TV, the reliability of the measurement was (.78), the Bartlett's test of sphericity was [(936.502) ($P=.000$)], and the KMO value was .847 ($P=.000$), which signalled that the data were suitable for factor analysis. In this analysis, two factors with Eigenvalues greater than one emerged. Table 8.1 shows the results of the factor analysis along with means of the news credibility and the reliability analyses.

Here a factor analysis with varimax rotation yielded two factors that explained 45.73% of the total variance. Factor 1, called *Currency*, comprised nine items (Eigenvalue =3.69; percentage variance =33.52). Under this factor, the emergent mean scores in decreasing order were: 'concerned about the public interest' (M=3.80), 'factual' (M=3.57), 'fair' (M=3.41), 'separates fact and opinion' (M=3.24), 'telling the whole story' (M=3.22), 'accurate' (M=2.96), and 'well-trained reporters' (M=2.67). These results are consistent with those reported by the Gaziano and McGrath (1986) scale, but some possibilities for interpretation are apparent. Two new items were loaded on this factor, 'thorough' (M=2.86) and 'relevant to me' (M=2.87).

Table 8.1 Al Jamahiriya TV Credibility Factor Analysis

Credibility Factors	Factor		
	Mean*	F1	F2
Factor 1: Currency	3.18		
- Is accurate or inaccurate	2.96	.723	
- Is factual or opinionated	3.57	.700	
- Is thorough or superficial	2.86	.672	
- Has well-trained or poorly trained reporters	2.67	.645	
- Does or does not tell the whole story	3.22	.641	
- Does or does not separate fact and opinion	3.24	.639	
- Is fair or unfair	3.41	.635	
- Is concerned about the public interest or making profit	3.80	.524	
- Is relevant to me	2.87	.405	
Factor 2: Partialness and Guides	3.20		
- Is biased or unbiased	3.07		.836
- Is misleading or not misleading	3.33		.793
Cronbach's alpha (reliability Score %)		.80	.55

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization (Eigenvalue >1). *Higher scores indicate higher levels of perceived credibility.

Factor 2, called *Partialness and Guides* comprised two items (Eigenvalue =1.34; percentage variance =12.21). Under this factor, two items were loaded: 'misleading or not misleading' (M=3.33) and 'biased or unbiased' (M=3.07) respectively. The latter item was not loaded similar to Gaziano and McGrath's results, as it loaded strongly on the second factor.

8.3.1 Demographics and Ratings of News Coverage on *Al Jamahiriya* TV

Tests of statistical significance of demographic differences in news content ratings are reported below, involving ANOVAs and *t*-tests.

8.3.1.1 Faculty Differences

SSAL respondents ($M=3.53$) were more likely than NST ($M=3.51$) or AVM ($M=3.02$) respondents to rate it as ‘fair’ news ($F_{2,397}=4.426$, $P<.05$), and more likely to rate its news as ‘unbiased’ ($M=3.23$ versus $M=2.75$ and $M=2.72$ respectively) ($F_{2,397}=4.665$, $P<.05$), and more likely to rate its news as ‘accurate’ ($M=3.03$ versus $M=2.59$ and $M=3.00$ respectively), $F_{2,397}=4.008$, $P<.05$.

Further, AVM respondents ($M=3.59$) were more likely than SSAL ($M=3.43$) or NST ($M=2.96$) respondents to rate news coverage on this channel as ‘not misleading’ ($F_{2,397}=4.085$, $P<.05$), and more likely to rate its news as ‘separates fact and opinion’ ($M=3.67$ versus $M=3.33$ and $M=2.81$ respectively) ($F_{2,396}=6.510$, $P<.01$), and more likely to rate its news as factual ($M=4.00$ versus $M=2.72$ and $M=2.43$ respectively), $F_{2,397}=7.675$, $P<.01$.

8.3.1.2 Year of Study Differences

First-year students ($M=3.78$) were more likely than final-year students ($M=3.05$) to rate news coverage on *Al Jamahiriya* as ‘fair’ news ($F_{3,396}=4.419$, $P<.01$), and more likely to rate its news as ‘tells the whole story’ ($M=3.53$ versus $M=2.84$) ($F_{2,393}=3.732$, $P<.05$), and more likely to say it has ‘well-trained reporters’ ($M=3.04$ versus $M=2.39$) ($F_{3,396}=5.151$, $P<.01$), and less likely to rate its news as ‘unbiased’ ($M=2.77$ versus $M=2.94$), $F_{3,396}=2.984$, $P<.05$.

8.4 Credibility of News Coverage on *Al Libiya* TV

The factor analysis was also applied to ratings of *Al Libiya*. The reliability of the measurement was (.75). Further tests were run using Bartlett’s test of sphericity [(1004.909) ($P=.000$)], followed by the KMO value which was .833 ($P=.000$), which signalled that the data were suitable for factor analysis. Two factors with Eigenvalues greater than one emerged.

A factor analysis with varimax rotation yielded two factors that explained 47.12% of the total variance. Table 8.2 shows the factor loading of the perceptions of credibility, the Cronbach’s alpha gave consistent reliability scores, and the mean scores on each item.

Table 8.2 Al Libiya TV Credibility Factor Analysis

Credibility Factors	Factor		
	Mean [*]	F1	F2
Factor 1: Currency	3.38		
- Is accurate or inaccurate	3.36	.757	
- Is factual or opinionated	3.72	.724	
- Is thorough or superficial	3.26	.695	
- Is fair or unfair	3.69	.687	
- Does or does not tell the whole story	3.33	.659	
- Has well-trained or poorly trained reporters	3.11	.631	
- Is concerned about the public interest or making profit	3.80	.621	
- Does or does not separate fact and opinion	3.25	.500	
- Is relevant to me	2.94	.415	
Factor 2: Partialness and Guides	3.35		
- Is misleading or not misleading	3.53		.837
- Is biased or unbiased	3.16		.821
Cronbach's alpha (reliability Score %)		.81	.60

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization (Eigenvalue >1). *Higher scores indicate higher levels of perceived credibility.

Factor 1, called *Currency*, comprised nine items (Eigenvalue =3.70; percentage variance =33.59). Notably, seven of the nine items in the first factor turned up in the first factor here. Under this factor, the mean scores per item were: ‘concerned about the public interest’ (M=3.80), ‘factual’ (M=3.72), ‘fair’ (M=3.69), ‘accurate’ (M=3.36), ‘telling the whole story’ (M=3.33), ‘separates fact and opinion’ (M=3.25), and ‘well-trained reporters’ (M=3.11).

Additionally, two new items were strongly loaded in this factor, which were ‘thorough’ (M=3.26) and ‘relevant to me’ (M=2.94). The surviving Factor 1 items are closely related to Gaziano and McGrath’s results and those of other studies, but could be interpreted differently.

Factor 2, called *Partialness and Guides* comprised two items (Eigenvalue =1.49; percentage variance =13.53): ‘misleading or not misleading’ (M=3.53) and ‘biased or unbiased’ (M=3.16). The latter item was differently loaded from Gaziano and McGrath’s results, which loaded strongly on the second factor.

8.4.1 Demographics and Ratings of News Coverage on Al Libiya TV

There were no statistically significant differences by gender, faculty, family household size, or family income. However, one demographic group showed significant difference – year of study. First-year students (M=3.87) indicated news coverage on *Al Libiya* to be ‘fair’ more than final-year students (M=3.60) did, $F_{3,393}=3.149$, $P<.05$. Also first-year students (M=3.34) said the reporters were ‘well-trained’ more than final-year students (M=3.05) did, $F_{3,392}=3.399$, $P<.05$.

8.5 Credibility of News Coverage on *Al Jazeera* TV

A further factor analysis was also computed on the 11-item credibility scale of news coverage on *Al Jazeera*. The principal component analysis, with varimax rotation, yielded three factors that explained 54.44% of the total variance. The reliability of the measurement was (.70). Further tests were run using Bartlett's test of sphericity [(935.437) ($P=.000$)], followed by the KMO value at .806 ($P=.000$), which signalled that the data were also suitable for factor analysis. Table 8.3 lists the mean scores and the Cronbach's alpha internal reliability scores of the factors rating news coverage on *Al Jazeera* TV.

Table 8.3 Al Jazeera TV Credibility Factor Analysis

Credibility Factors	Factors			
	Mean*	F1	F2	F3
Factor 1: Currency	4.27			
- Is accurate or inaccurate	4.24	.790		
- Is factual or opinionated	4.37	.757		
- Has well-trained or poorly trained reporters	4.36	.718		
- Is thorough or superficial	4.23	.691		
- Does or does not tell the whole story	4.15	.684		
-Is fair or unfair	4.30	.576		
Factor 2: Partialness and Guides	3.42			
- Is biased or unbiased	3.30		.852	
- Is misleading or not misleading	3.53		.830	
Factor 3: Relevance and Interest	3.46			
- Is relevant to me	2.90			.789
- Is concerned about the public interest or making profit	3.78			.630
- Does or does not separate fact and opinion	3.70			.503
Cronbach's alpha (reliability Score %)		.81	.61	.40

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization (Eigenvalue >1). *Higher scores indicate higher levels of perceived credibility.

Initially, the result was quite expected since *Al Jazeera* is generally highly regarded in terms of the quality and usefulness of the news it provides and its quality of professionalism (el-Nawawy, 2003; Gentzkow & Shapiro, 2004). Three factors with Eigenvalues greater than one emerged. Factor 1, called *Currency*, comprised six items (Eigenvalue =3.43; percentage variance =31.20). The composite items for this factor were: factual (M=4.37), well-trained reporters (M=4.36), fair (M=4.30), accurate (M=4.24), and telling the whole story (M=4.14). Here, a new item 'thorough' (M=4.23) loaded on this factor. Factor 2, called *Partialness and Guides* comprised two items (Eigenvalue =1.50; percentage variance =13.57): 'misleading or not misleading' (M=3.53) and 'biased or unbiased' (M=3.30). Factor 3, called *Relevance and Interest*, comprised three items (Eigenvalue =1.06; percentage variance =9.66): 'concerned about

the public interest' ($M=3.78$), 'separates fact and opinion' ($M=3.07$), and 'relevant to me' ($M=2.90$). At first sight, these findings are consistent with previous research. Even more, this study shows the differences in terms of credibility between local and international TV news services.

8.5.1 Demographics and Ratings of News Coverage on *Al Jazeera* TV

Tests of statistical significance revealed no significant gender differences. However, there was a significant year of study difference regarding the rate of news credibility on *Al Jazeera* TV, with final-year students ($M=4.46$) being more likely than first-year students ($M=3.87$) to say news coverage on *Al Jazeera* 'tells the whole story' ($F_{3,394}=3.003$, $P<.05$), more likely to say its news was relevant to them ($M=3.27$ versus $M=2.49$ respectively), and more likely to rate its news as accurate news ($M=4.51$ versus $M=4.03$ respectively), $F_{3,394}=2.747$, $P<.05$.

8.5.1.1 Family Household Size Differences

Those respondents who lived in medium-sized families ($M=4.30$) said the credibility of news coverage told the whole story more than those who lived on their own ($M=3.14$), those who lived in small-sized families ($M=4.09$), or those who lived in large-sized families ($M=3.95$), $F_{3,394}=3.337$, $P<.05$. Further, respondents who lived in medium-sized families ($M=4.41$) significantly indicated that they rated the credibility of news coverage on *Al Jazeera* as 'thorough' more than those who lived in large-sized families ($M=4.06$), those who lived in small-sized families ($M=4.00$), or those who lived on their own ($M=2.71$), $F_{3,394}=7.292$, $P<.001$.

Finally, those who lived in medium-sized families reported the credibility of this news as 'factual' compared with the other family household groups. The mean score of those living in medium-sized families (4.41) was higher than the mean scores of those who lived on their own (2.86), lived in small-sized families (4.35), or lived in large-sized families (4.39), $F_{3,394}=4.882$, $P<.01$.

8.6 Credibility of News Coverage on *Al Arabiya* TV

Finally, with the credibility of news coverage on *Al Arabiya*, the eleven items were factor analysed using the principal component analysis and the vaimax rotation. The reliability of the measurement was tested by using Cronbach's alpha (.72), the Bartlett's test of sphericity was [(937.356) ($P<.001$)], and the KMO value was .787, $P<.001$.

The results of the factor analysis were not greatly surprising as Al-Fateh students who rated news coverage on *Al Jazeera* as credible were also more likely to consider news coverage generally on *Al Arabiya* as a credible source.

Table 8.4 Al Arabiya TV Credibility Factor Analysis

Credibility Factors	Factors			
	Mean [*]	F1	F2	F3
Factor 1: Currency	4.07			
- Is accurate or inaccurate	3.97	.735		
- Is factual or opinionated	4.24	.726		
- Does or does not tell the whole story	3.97	.704		
- Is thorough or superficial	4.00	.677		
- Is fair or unfair	4.12	.649		
- Has well-trained or poorly trained reporters	4.13	.644		
Factor 2: Relevance and Interest	3.34			
- Is relevant to me	2.79		.746	
- Does or does not separate fact and opinion	3.59		.660	
- Is concerned about the public interest or making profit	3.63		.536	
Factor 3: Partialness and Guides	3.16			
- Is biased or unbiased	3.04			.848
- Is misleading or not misleading	3.28			.768
Cronbach's alpha (reliability Score %)		.80	.44	.53

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization (Eigenvalue >1). ^{*}Higher scores indicate higher levels of perceived credibility.

A factor analysis with varimax rotation yielded three factors that explained 54.15% of the total variance. Table 8.4 shows the factor loading (high loading) of the perceptions of credibility, the Cronbach's alpha consistent reliability scores, with the mean scores on each item. Factor 1, called *Currency*, comprised six items (Eigenvalue =3.46; percentage variance =31.47). These were: 'factual' (M=4.24), 'well-trained reporters' (M=4.13), 'fair' (M=4.12), 'thorough' (M=4.00), 'accurate' (M=3.97), and 'tells the whole story' (M=3.97).

Factor 2, called *Relevance and Interest*, was defined by three items (Eigenvalue =1.45; percentage variance =13.23): 'concerned about the public interest' (M=3.63), 'separates fact and opinion' (M=3.59), and 'relevant to me' (M=2.79). Factor 3, called *Partialness and Guides* comprised two items (Eigenvalue =1.04; percentage variance =9.45): 'not misleading' (M=3.28) and unbiased' (M=3.04).

8.6.1 Demographics and Ratings of News Coverage on Al Arabiya TV

Further analyses were run in order to check whether there were significant demographic differences in credibility ratings for this news service. These tests revealed a number of significant differences in evaluations. The findings reported here are based on *t*-test and ANOVAs tests.

8.6.1.1 Gender Differences

The descriptive statistics showed that female students ($M=4.23$) were more likely than males ($M=3.97$) to rate news coverage on *Al Arabiya* as 'fair' news ($t(323) = 2.16$, $P < .05$, 2-tailed), more likely to say its news 'tells the whole story' ($M=4.14$ versus $M=3.72$ respectively) ($t(324) = 3.27$, $P < .01$, 2-tailed), more likely to rate its news as 'thorough' ($M=4.13$ versus $M=3.83$ respectively) ($t(334) = 2.50$, $P < .05$, 2-tailed), more likely to rate its news as 'factual' ($M=4.36$ versus $M=4.08$ respectively) ($t(323) = 2.58$, $P < .01$, 2-tailed), and more likely to say it 'has well-trained reporters' ($M=4.29$ versus $M=3.92$ respectively), $t(319) = 2.88$, $P < .05$, 2-tailed.

8.6.1.2 Faculty Differences

There was a significant faculty difference regarding the credibility of news coverage on *Al Arabiya*, with SSAL respondents ($M=3.20$) rating it as 'unbiased' more than AVM respondents did ($M=2.74$) or NST respondents ($M=2.71$), $F_{2,395} = 4.20$, $P < .05$. While AVM respondents ($M=4.44$) were more likely to report the credibility of news reporters as being 'well-trained' than NST respondents ($M=4.33$) or SSAL respondents were ($M=4.02$), $F_{2,395} = 3.41$, $P < .05$.

8.6.1.3 Year of Study Differences

There was a significant year of study difference in rating the credibility of news coverage on *Al Arabiya*, with first-year students ($M=3.12$) reporting its news as 'unbiased' more than final-year students ($M=2.78$) did, $F_{3,394} = 2.67$, $P < .05$.

8.7 Most Credible Television Channel

It has previously been found that better educated media consumers are more opinionated about matters of trust in news sources than others (The Pew Research Center for the People & the Press, 2008). In order to understand how Al-Fateh students judged the credibility of news coverage, the study made comparisons between the overall credibility ratings of the four TV news services. According to the descriptive statistics previously mentioned here, the ratings of credibility between the local and pan-Arab TV news services were significantly different.

Overall, these findings (see Table 8.5) revealed clear differences between the credibility profiles of pan-Arab TV news services and those that originated within Libya. The pan-Arab TV news services – *Al Jazeera* ($M=3.90$) and *Al Arabiya* ($M=3.71$) – were generally more highly regarded than even the new local TV news operations in terms of credibility.

Table 8.5 Overall Credibility Scores

TV Channels	Mean [*]	SD	Possible Range	n	α
- Al Jazeera TV news credibility index	3.90	1.34	1-5	398	.70
- Al Arabiya TV news credibility index	3.71	1.33	1-5	398	.72
- Al Libiya TV news credibility index	3.38	1.39	1-5	397	.75
- Al Jamahiriya TV news credibility index	3.18	1.49	1-5	400	.78

^{*}Higher scores indicate higher levels of perceived credibility. n= number of respondents α = Cronbach's alpha.

With regard to pan-Arab TV services, a similar finding was reported by Jamal (2009), who found that *Al Jazeera* was preferred by more Arab viewers than any other channel. Al-Asfar found (2002) that *Al Jazeera* was the most popular TV channel with Libyan audiences, and was seen as the most credible source of news (see also, Ayish, 2004b; Fahmy & Johnson, 2007; Gentzkow & Shapiro, 2004; Johnson & Fahmy, 2008), a finding that could support earlier studies that the more individuals rely on a source the more credible they judge it to be (Greenberg, 1966; Wanta & Hu, 1994).

The differing credibility profiles of local versus international TV news services confirmed earlier research that international news channels reflected views quite unlike those of local media (Choi, Watt, & Lynch, 2006). As shown in Table 8.5, credibility profiles revealed that pan-Arab TV services were rated as more credible news sources than local TV news services for a wide range of items. In spite of this, the two local TV services were seen as being similar in terms of credibility perspectives. The two pan-Arab TV services, while both more highly regarded than the local TV news services, were not equally well received. *Al Jazeera* was rated as the different service in terms of the quality of its credibility. This could be related to viewers' perception of it as the most credible source, which leads to its consumption (Beaudoin & Thorson, 2005).

Further analyses were carried out on these bipolar-type items using a repeated measures analysis of variance (ANOVA) test in order to determine whether the mean differences between different TV news channels were significant. The repeated measures ANOVA provides supporting evidence that there were significant differences regarding different TV news services. Significant differences emerged on seven out of the eleven measures used here. Respondents indicated that the credibility of news coverage on pan-Arab TV services was higher than that of local TV services. Overall, the local TV channels, *Al Jamahiriya* and *Al Libiya*, have not been completely seen as credible sources, but could increasingly come to be seen as having less primary relevance for Al-Fateh student consumers in Libya.

Given that the lower ratings of local TV news channels were pinned to their lower news credibility ratings, it would be important for those TV services to adopt the latest trust and credibility perceptives to gain their audiences. Overall, locally, the new TV service, *Al Libiya*, was seen to be a more credible source of news than the long-established service, *Al Jamahiriya*, was; this could be interpreted in that use of *Al Libiya* news could lead to perceptions of it as being more credible than perceptions of news on *Al Jamahiriya* (Beaudoin & Thorson, 2005).

It was found that respondents gave significantly different ratings of credibility to different TV news services. News coverage on *Al Jazeera* ($M=4.31$) was perceived as 'fairer' than news coverage on *Al Arabiya* ($M=4.13$). In contrast, news coverage on the new channel, *Al Libiya* ($M=3.70$), was 'fairer' than perceived news coverage on *Al Jamahiriya* ($M=3.41$), $F_{1,394}=78.015$, $P<.001$.

News coverage on *Al Jazeera* ($M=4.15$) was more likely to be seen as 'tells the whole story' than news reported by *Al Arabiya* ($M=3.97$), *Al Libiya* ($M=3.33$), or *Al Jamahiriya* ($M=3.22$), $F_{1,394}=87.420$, $P<.001$. These findings are consistent with those of Fahmy and Johnson (2007), who found that *Al Jazeera* provides a unique source of information that is not covered in other Arab media (Gentzkow & Shapiro, 2004).

The two local TV services were seen to be less 'accurate' in covering news than international TV services. Specially, respondents indicated that news coverage on *Al Jazeera* ($M=4.24$) was more 'accurate' than news on *Al Arabiya* ($M=3.97$), followed by news on *Al Libiya* ($M=3.37$), and *Al Jamahiriya* ($M=2.96$), $F_{1,394}=152.933$, $P<.001$. Also, respondents said that news coverage on *Al Jazeera* ($M=4.23$) was more 'thorough' than that reported by *Al Arabiya* ($M=4.00$), *Al Libiya* TV ($M=3.27$), or *Al Jamahiriya* ($M=2.85$), $F_{1,394}=188.688$, $P<.001$.

Respondents pointed out that news on *Al Jazeera* ($M=3.70$) successfully managed to 'separate fact and opinion', in contrast to the other TV services (*Al Arabiya* ($M=3.59$), *Al Libiya* ($M=3.25$) and *Al Jamahiriya* TV ($M=3.24$)), $F_{1,394}=21.699$, $P<.001$.

Respondents rated news coverage on *Al Jazeera* ($M=4.37$) as more 'factual' than they did for *Al Arabiya* TV ($M=4.24$). Whereas news coverage on *Al Jamahiriya* ($M=3.58$) was seen as less 'factual' than news on *Al Libiya* ($M=3.72$), $F_{1,394}=86.348$, $P<.001$. Finally, news coverage on *Al Jazeera* ($M=4.36$) and *Al Arabiya* ($M=4.13$) were highly rated because of their 'well-trained reporters'.

These findings are consistent with prior research that found perceptions of news credibility could be affected by the content of news reports (Austin & Dong, 1994) and even by the news anchors delivering the report (Markham, 1968). Alterman (1998) indicated that most of *Al Jazeera's* senior staff live(d) or were educated in the West. Respondents indicated that reporters on *Al Libiya* were better trained ($M=3.10$) than those of *Al Jamahiriya* ($M=2.69$), $F_{1,394}=254.005$, $P<.001$. This could be true since the new channel has adopted new staff members who are 'very well-trained' and 'professional' in delivering news reports. This can be easily seen in their newscast programmes.

8.8 Correlations between News Use and Perceptions of News Credibility

It has been reported previously that those people who are heavy users of certain media should be more likely to perceive their preferred media as more credible (Beaudoin & Thorson, 2005; Greenberg, 1966; Melican & Dixon, 2008; Wanta & Hu, 1994). The current study attempted to examine this hypothesis. In so doing, reported viewing of each of these TV news services – *Al Jamahiriya*, *Al Libiya*, *Al Arabiya*, and *Al Jazeera*—were correlated with its credibility index (all the eleven times). Significant correlations emerged using the Pearson r correlation test.

There was a positive association between reported watching of news via *Al Jamahiriya* and its credibility index ($r(400) = .22$, $P<.01$). Reported watching of *Al Jazeera* news was positively correlated with its credibility index ($r(398) = .21$, $P<.01$). Claimed frequency of watching *Al Libiya* was positively correlated with its credibility index ($r(397) = .12$, $P<.05$). Finally, claimed frequency of viewing *Al Arabiya* was positively associated with its credibility index ($r(398) = .10$, $P<.05$). These findings agreed with Kiouisis (2001) who provided evidence of correlations between media use and viewers' perceived credibility of conventional news sources.

Further, Lee (1978) noted that as a larger audience uses media news as their main source of information, the media must maintain the credibility of what they provide to their audience. For instance, the more people believe a specific TV news service, the more they tune in to it. Here, the Pearson r correlations were computed on credibility evaluations and showed a positive relation among respondents' opinions of credibility across only three TV news services: *Al Jamahiriya*, *Al Libiya*, and *Al Jazeera* TV. However, consumption of news via each TV news service was differently related to

a wide range of credible items. The results are summarised in Table 8.6. Only variables between which significant statistical relationships emerged are shown.

Table 8.6 Links between News Use and Perceived Credibility of News Coverage

Credibility items	Jamahiriya		Libiya		Jazeera		Arabiya	
	<i>r</i>	<i>n</i>	<i>r</i>	<i>n</i>	<i>r</i>	<i>n</i>	<i>r</i>	<i>n</i>
- Is fair or unfair	.25**	400	.13*	397	.14**	398	.35 ^{ns}	398
- Tells the whole story	.21**	400	.06 ^{ns}	397	.11*	398	.08 ^{ns}	398
- Relevant to me	.09 ^{ns}	400	.11*	397	.17**	398	.07 ^{ns}	398
- Is accurate or inaccurate	.15**	400	.09 ^{ns}	397	.16**	398	.09 ^{ns}	398
- Is thorough or superficial	.06 ^{ns}	400	.11*	397	.11*	398	.06 ^{ns}	397
- Separates fact and opinion	.20**	399	.04 ^{ns}	397	.02 ^{ns}	398	.03 ^{ns}	398
- Concerned about the public interest	.12*	398	.10*	397	.12*	398	.07 ^{ns}	398
- Is factual or opinionated	.20**	400	.12*	396	.08 ^{ns}	398	-.04 ^{ns}	398
- Has well/poorly-trained reporters	.21**	400	.10 ^{ns}	396	.13**	398	.07 ^{ns}	398

* $P < .05$. ** $P < .01$. ^{ns} Not significant. Correlation levels 2-tailed.

For three out of the four TV news services examined here, as shown in Table 8.6, there were extensive significant and positive correlations between credibility evaluations and tendency to watch these services. With *Al Jamahiriya*, viewing frequency was positively correlated with positive ratings of the channel in terms of being fair, telling the whole story, having well-trained reporters, separating fact from opinion, being factual rather than opinionated, being accurate, and showing concern about the public interest. With *Al Libiya*, greater reported frequency of viewing was associated with more positive ratings for being fair, being factual rather than opinionated, thorough, relevant, and concerned about the public interest.

For *Al Jazeera*, there was an increased likelihood of reported viewing among respondents who rated that channel more positively in terms of being relevant, accurate, fair, having well-trained reporters, concerned about the public interest, telling the whole story, and thorough. With *Al Arabiya*, no significant correlations were found between news credibility ratings and reported viewing of this service.

In general, the higher the positive credibility rating a channel received, the more likely it was to be viewed for both local television news services and for *Al Jazeera*. Credibility perceptions were largely unrelated to how often respondents claimed to watch *Al Arabiya*. These results are consistent with those who agree that perceived media credibility leads to media use (Beaudoin & Thorson, 2005; Carter & Greenberg, 1965). Here, the findings could be explained in that if respondents consider a news source – *Al Jazeera* – to be credible, they would be likely to use it more than respondents who find the news source to be less credible.

Furthermore, it seems that the significant correlations between credibility ratings and watching news via *Al Jamahiriya*, *Al Libiya*, and *Al Jazeera* TV news services could be related in some ways to the impact of their messages as well as the television news services through which they are transmitted. Regarding pan-Arab TV news services, while watching *Al Jazeera* was positively associated with most of the credibility evaluations, reported consumption of news via *Al Arabiya* was not associated with any of the credibility evaluations at all.

There is no clear explanation for these results, although one might speculate that the positive and significant relationships between claimed watching of the two local TV news services and their credibility evaluations were due to these TV channels being the main local news providers. The significant correlations between the reported frequency of viewing *Al Jazeera* and its credibility ratings could be because it is a credible source of news for most Arabs (Alterman, 1998; el-Nawawy, 2003; Fahmy & Johnson, 2007; Gentzkow & Shapiro, 2004; Jamal & Melkote, 2008; Lynch, 2006). Whereas the insignificant correlations between claimed watching of *Al Arabiya* and its credibility evaluations could be because it is a new TV news channel which has not yet established itself as the main source of news for Libyan audiences, especially young people.

8.9 Satisfactions with Quality of News on a Certain TV News

The descriptive analysis showed that respondents indicated different 'satisfactions' with news and current affairs delivery by the local and pan-Arab TV news services. The news service most extensively rated as 'satisfactory' (based on the percentages saying they were satisfied or very satisfied) was *Al Jazeera* (82%), followed by *Al Arabiya* (71%), and then *Al Libiya* TV (46%) and *Al Jamahiriya* TV (36%). The two local TV channels were rated lowly because they might be late in broadcasting up-to-date news and current events (live events or hot topics) compared to *Al Jazeera* and *Al Arabiya* TV. This lateness in coverage has previously been found to be a source of concern about local TV news in Libya (Al-Asfar, 2002), especially the long-established *Al Jamahiriya*. Al-Asfar (2002) found that local channels are usually late in covering news events. Notably, there were a number of respondents who said they either do not watch or feel neutral about local TV channels. With respect to local TV, these findings represent the initial evidence that indicates the emergent non-significance of the new local TV news services such as *Al Libiya* TV, even though it has different rates because respondents provided similar levels of 'satisfaction' with both new local TV and old. In

other words, they considered that both local TV services provided them with the same type of enjoyment.

Statistically, there was only one significant faculty-related difference regarding respondents' 'satisfaction' with news reports. SSAL respondents ($M=3.35$) were more likely than AVM respondents ($M=2.89$) or NST respondents ($M=2.88$) to say they were 'satisfied' with *Al Jamahiriya* reporting of news and current affairs, $F_{2,370}=5.973$, $P<.01$. Further, the descriptive statistics using the *One-way* test revealed that AVM respondents ($M=3.76$) were more likely than SSAL respondents ($M=3.52$) or NST respondents ($M=3.19$) to say they were 'satisfied' with *Al Libiya* news reports, $F_{2,356}=4.856$, $P<.01$.

8.10 Links between News Use and Satisfaction with News Services

Further analyses were performed to find out whether there was any correlation between consumption of news through named TV news services and 'satisfaction'. Frequencies of consumption of news via *Al Jamahiriya*, *Al Libiya*, *Al Jazeera*, and *Al Arabiya* TV were related to the levels of 'satisfaction' with news reported by these TV news services. To understand how different TV news services relate to 'satisfaction', respondents were asked to indicate how frequently they consumed news from several TV news services including the above TV channels; they were also required to report how 'satisfied' they were with the reporting of news and current affairs by these TV channels.

Pearson r correlation analyses revealed no significant correlations between consuming news via these TV news services and 'satisfaction' with them. The data revealed that news consumption on the two local TV channels were not significantly correlated with their 'satisfaction' scores. Likewise, consumption of news via *Al Arabiya* TV was not associated with 'satisfaction' with its news reporting. Conversely, linkage occurred between viewing news via *Al Jazeera* and feeling 'satisfied' about its news report ($r=.11$, $P<.05$).

One possible explanation for these findings is that *Al Jazeera* was rated as the most credible source of news and most consumed channel. It seems that the two local TV channels are recognised by the respondents to be controlled by the Libyan government which might affect their levels of 'satisfaction'. For example, respondents have agreed and described *Al Jamahiriya* as being less concerned about the public interest, less factual and less fair. *Al Arabiya* tries to pitch itself as a neutral service that

cares for Arab interests and stays away from pursuing ambiguous agendas and an alternative media outlet based on responsible freedom (Zayani & Ayish, 2006), yet it is recognised by the respondents as a channel which reflects Saudi Arabia's agendas. Similarly, Ayish (2001) found that *Al Jazeera* was singled out as having the most frequent newscast. Jamal (2009) found that *Al Jazeera* was favoured by most Arab viewers. It is indicated that *Al Jazeera* has good news coverage, reports stories without evident bias, and is popular with the respondents (Al-Asfar, 2002; Alterman, 1998; Gentzkow & Shapiro, 2004).

When it comes to news and current affairs, Libyan viewers, like most Arab viewers, watch *Al Jazeera*, but they still sometimes turn to other TV news suppliers such as *Al Arabiya*, MBC, LBC, *Abu Dahbi* (Zayani & Ayish, 2006) and even local TV news for more information (for example, Russia TV Today (*Arabic*) has become a recognised network news among Al-Fateh viewers, see Chapters Six and Seven. Thereby, it is hard to argue that students are totally 'dissatisfied' with the two local TV news services since they still watch them even though they know the news is untrustworthy; this could be because local TV has a number of interesting topics or these TV services help Al-Fateh viewers to stay in touch with local society and its news.

8.11 Perceptions of Regional News Coverage of Television

In Libya, there is now a diverse range of TV news services that provide news information about the geographical or regional area. This section reports the findings on what respondents thought and perceived of news coverage of the regional area. They were asked to indicate to what extent they believed that the four named TV news services provided them with news coverage about the regional area.

The descriptive analysis revealed that the two pan-Arab TV services, *Al Jazeera* and *Al Arabiya*, were rated as 'satisfactory' overall by most of the respondents. These services provided more news coverage about the regional area than the two local TV services, *Al Jamahiriya* and *Al Libiya* did. Two out of three (64%) respondents said that *Al Jazeera* provided 'too much news coverage' about the regional area, followed by *Al Arabiya* (54.8%).

Locally, *Al Libiya* was rated as more 'satisfactory' in covering the regional area than *Al Jamahiriya* (46.5% versus 39.3% respectively). Demographically, AVM respondents (M=2.97) said that *Al Libiya* reported 'too much news coverage' about the regional area, which was more than SSAL respondents (M=2.55) or NST respondents

($M=2.32$), $\chi^2 = (df=2) = 11.771$, $P < .01$. AVM respondents ($M=2.49$) said the regional area had 'fair' coverage by *Al Jamahiriya*, which was more than SSAL respondents ($M=2.44$) or NST respondents ($M=2.19$), $\chi^2 = (df=2) = 6.165$, $P < .05$. Furthermore, first-year students ($M=2.60$) were more likely to say the same about *Al Jamahiriya* than were final-year students ($M=2.35$), $\chi^2 = (df=2) = 10.460$, $P < .05$.

8.12 Links between News Use and Satisfaction with News Coverage of Regional Area

Spearman's *rho* correlations tests were computed to investigate if there is any correlation between 'satisfaction' with news services and watching certain TV news services. In so doing, claimed viewing of TV news services was correlated with 'satisfaction' with news coverage of the regional area. Spearman's *rho* showed a positive correlation between satisfaction with the range of news coverage about the regional area and reported use of specific TV news services. Note that there was no significant 'satisfaction' between consuming news through the four TV news services and 'satisfaction' (8.10). Here, 'satisfaction' with news coverage by *Al Jamahiriya* correlated with watching it, $r_s = .25$. The correlation between claimed report of viewing *Al Libiya* and 'satisfaction' with its news coverage was .28. Reported watching of news on *Al Jazeera* correlated with its news coverage of the regional area, $r_s = .25$. Finally, claimed frequency of watching news on *Al Arabiya* correlated with 'satisfaction' with its news coverage, $r_s = .17$ (all $N=400$) $P_s < .01$, 2-tailed. These results indicated that those who were interested in watching local TV news and pan-Arab TV news services were almost 'satisfied' with their news coverage.

8.13 Quantity of Topics Desired on Local TV

The research asked one question in relation to likely news consumption in the future. However, it is often quite hard for young people to anticipate the future. In this survey respondents were asked to indicate whether they would like to see 'more', 'less' or 'about the same amount' of certain types of news on local television. Fourteen news topics were provided. The results are shown in Table 8.7.

The greatest positive response was for news about 'human interest stories', with only less than 10% wanting to see less, and most (59.5%) wanting more. For the majority of respondents, almost 40% said 'about the same', suggesting that their current 'needs' were being adequately met. They would like to see 'more' news about the weather (56%), current local events where they live (50.8%), crime (50.5%), current

events in Libya (50%), Libya-wide politics (46.5%), current events in the Arab world (39.8%), and world-wide politics and current events (35%). A minority of respondents (22%) would like to see ‘more’ celebrity behaviour news and city, business and financial issues (26.8%).

Table 8.7 News Topics Desired on Local TV

News Topics	More%	About the same%	Less%
Human interest stories	59.5	31	9.5
Weather news	56	28.2	15.8
Current local events where I live	50.8	38.8	10.5
Crime news	50.5	29	20.5
Current events in Libya	50	39	11.3
Libya-wide politics	46.5	37	16.3
Current events in the Arab world	39.8	40.2	2
World-wide politics and current events	35	43.8	21
Sports news	34.8	22.8	42.5
Politics in the Arab world	33	40.8	26.3
Entertainment	31.8	38.8	29.5
Travel news	27.2	30.8	42
City, business and financial issues	26.8	46.5	26.8
Celebrity behaviour	22	34.2	43.8

8.13.1 Differences in Reported Desired Topics on Local TV

These data were further analysed using a Mann-Whitney U test and Kruskal-Wallis H test to determine whether there were any significant differences between demographic groups that represent students and their topic desires.

8.13.1.1 Gender Differences

There were significant gender differences in the quantity of topics desired on local TV. These differences were significant for four news topics: entertainment, current events in the Arab world, crime news, and sports news. More female students ($M=1.07$) reported they would like to see ‘more’ entertainment news on local TV than males ($M=0.79$) did, $U(400) = 17292.0$; exact $P < .05$. More females ($M=1.33$) reported they would like ‘more’ current events in the Arab world than males ($M=0.99$) did, $U(400) = 17112.50$; exact $P < .05$. Unlike most news subjects, crime draws somewhat more interest among female students ($M=1.68$) than among male students ($M=1.29$), $U(400) = 16698.0$; exact $P < .01$. Finally, unsurprisingly, more males ($M=1.23$) reported they would like to see ‘more’ sports news on local TV than females ($M=0.91$) did, $U(400) = 17170.50$; exact $P < .05$.

8.13.1.2 Faculty Differences

SSAL respondents ($M=1.92$) wanted to watch 'more' human interest stories than AVM respondents ($M=1.69$) or NST respondents ($M=1.45$) did, χ^2 ($df=2$) = 7.042, $P < .05$. The same held true for politics news in the Arab world, with SSAL respondents ($M=3.05$) rating it as a higher 'desire' than AVM respondents ($M=2.95$) or NST respondents ($M=2.80$), χ^2 ($df=2$) = 6.036, $P < .05$. Whereas crime news could be falling out of favour with students of NST ($M=1.07$), students of AVM ($M=1.69$) and students of SSAL ($M=1.65$) wanted more of it, χ^2 ($df=2$) = 9.660, $P < .01$.

8.13.1.3 Year of Study Differences

First-year students ($M=1.01$) reported that they wanted to view 'more' celebrity behaviour news topics on local TV networks than final-year students ($M=0.40$) did, (χ^2 ($df=3$) = 12.306, $P < .01$), more so to 'desire' entertainment news ($M=1.21$ versus $M=0.71$ respectively) (χ^2 ($df=3$) = 10.487, $P < .05$), more so to call for 'more' crime news ($M=1.83$ versus $M=1.16$ respectively) (χ^2 ($df=3$) = 9.654, $P < .05$), were slightly more likely to 'desire more' sports news ($M=1.40$ versus $M=1.16$ respectively) (χ^2 ($df=3$) = 15.654, $P < .05$), and more so to ask for 'more' travel news ($M=1.21$ versus $M=0.80$ respectively), χ^2 ($df=3$) = 14.212, $P < .01$. However, final-year students ($M=1.68$) said they would like to see 'more' Libya-wide politics on local TV networks, as did first-year students ($M=1.48$), χ^2 ($df=3$) = 10.487, $P < .05$.

Overall, from these significant differences, demographic variables can be predicted and classified regarding the 'desire' to watch different news topics on local TV networks. For example, while first-year and female students who were studying at AVM faculties reported they would like to view 'more' entertainment, celebrity behaviour, and crime news, final-year and male students who were studying at SSAL reported that they would like to watch 'more' sports, travel, Libya-wide politics, and politics in the Arab world news.

8.14 Discussion

Al-Fateh students were surveyed in this chapter to assess their opinions about the credibility of four TV news services broadcast via satellite. Overall, all the four televised news services were regarded as providing a 'credible' news service, when scores were averaged across them on a series of evaluative ratings that assessed attributes such as accuracy, fairness, relevance, thoroughness, and the professional standard of reporting. In relation to the first research question, therefore, the findings

revealed that television news services in Libya were generally perceived as being credible, but in scoring 3.5 out of 5, they were rated as moderately credible rather than overwhelmingly so.

The second question asked whether named TV news services were regarded as more credible than others. Further analyses confirmed that there were differences here between the ways the four televised news channels were rated. The two local services were regarded as less credible than the two pan-Arab TV news services. *Al Jamahiriya* and *Al Libiya* were generally rated as poorer than *Al Jazeera* and *Al Arabiya*. Of the two local TV services, *Al Libiya TV* was more highly regarded than *Al Jamahiriya TV* in terms of credibility. Between *Al Jazeera* and *Al Arabiya*, the former was more highly rated than the latter in credibility terms. In this respect, Ayish (2004a) found that *Al Jazeera* scored the highest credibility score among UAE students ahead of *Al Arabiya TV* and other media. The lower perceived credibility of the two local TV services may be because they were less timely than the two pan-Arab TV services that carried live news about current events, as Al-Asfar indicated. These findings emphasise the notion that the more consumers believe a TV service, the more they turn to it. Tsfaty and Cappella (2003) highlighted that ‘when audiences believe the mainstream media, they consume more mainstream news. When they disbelieve the media, they seek alternatives’ (p. 504). Yet, respondents might have watched local TV services more for local interest stories in order to learn what is happening around them. Further research might investigate if differences can be distinguished if respondents were asked to give their opinions on local TV versus local print media or the Internet.

The third research question explored further whether there were differences in ratings of the local versus pan-Arab TV news services. Evidence emerged from this study that among Al-Fateh students, the two pan-Arab TV news services were more highly regarded than the two local TV services. *Al Jazeera* was especially highly rated across all credibility-related scales used here. The findings are consistent with earlier studies that found that the new international Arab news channel, *Al Jazeera*, was seen as the most credible source of news (Ayish, 2004a; Fahmy & Johnson, 2007; Jamal, 2009; Johnson & Fahmy, 2008). Further, Jamal and Melkote (2008) noted that *Al Jazeera* has succeeded by enhancing naturalness and credibility to news. This finding also supported earlier Western research that the more consumers trust a source of news the more credible they determine it to be (Ayish, 2004a; Greenberg, 1966; Wanta & Hu, 1994).

The fourth research question asked whether credibility perceptions were related to how much television news services were consumed. It has been reported that those users who are heavy consumers of certain media should be more likely to perceive their preferred media as more credible (Beaudoin & Thorson, 2005; el-Nawawy, 2007; Greenberg, 1966; Melican & Dixon, 2008; Wanta & Hu, 1994). In a series of analyses to explore this issue, credibility perceptions were disaggregated in relation to each of the four televised news services. The findings revealed that greater perceived credibility was positively correlated with reported frequencies of viewing television news across a range of credibility ratings for both local TV news channels and for *Al Jazeera*. Such correlations were not found in the case of reported viewing of *Al Arabiya*. This result confirms the observations of others who have argued that people are more likely to consume a news service that is perceived as a credible source (Beaudoin & Thorson, 2005).

The two local Libyan television channels, while both similarly considered, were not equally well received. Out of nine credibility-related evaluative ratings that were significantly associated with reported frequency of watching these four televised satellite news services, seven were significant for claimed viewing of *Al Jamahiriya* compared with five that were significantly linked to claimed viewing of *Al Libiya* (Table 8.6). The latter station is the more recently established. What also emerged was that credibility ratings were more powerfully related to the reported viewing of *Al Jamahiriya* than to that of *Al Libiya*.

For the older local station, increased reported viewing was associated with the clarity and quality of the factual information it was perceived to deliver, while these factors were less important as drivers of viewing the newer local station. Instead, the more recently launched service attracted viewers who rated it more highly for the relevance of its coverage. Relevance of coverage did not emerge as significantly related to reported viewing of *Al Jamahiriya*. The presence of reportage that was ‘factual’ or ‘opinion’ seemed to be less important for the newer station than the ‘need’ for it to be clear about *when* it was being ‘factual’ or ‘opinionated’. These findings could suggest that Al-Fateh student news consumers have an appetite for news that pushes the boundaries and offers different points of view rather than straight factual reporting.

It was clear also that the appeal of *Al Jazeera* was driven not just by the factual quality and perceived professionalism of its reporting (the latter being important also for watching of local television news channels), but also by the relevance and diversity of

the discussion of news that went beyond simple factual reportage (el-Nawawy, 2003). What was also important was that the significance of such credibility perceptions for viewing loyalty was not guaranteed even for new international televised news services. The complete absence of any links between these ratings and reported viewing of *Al Arabiya* reinforced this observation. The findings therefore revealed a selective news consumer market in Libya – at least among Al-Fateh students – that could articulate clear reasons for its news preferences. They also indicate that there is scope for local and pan-Arab television news services to thrive provided they establish a distinctive brand that resonates at least in part with the specific ‘needs’ and interests of the country’s news audiences.

In response to Research Question 5, respondents were more ‘satisfied’ with pan-Arab TV news services than local ones, especially *Al Jazeera*. The two local TV news services were lower rated because they might be late in providing live news and current events compared to the pan-Arab TV services. However, there were no significant correlations between consuming news via the two local TV news services and *Al Arabiya* and ‘satisfaction’ with their news reporting. Only in the case of *Al Jazeera* did a linkage occur between viewing its news and ‘satisfaction’ with its news reporting.

In relation to Research Question 6, respondents showed significant differences in their opinions about the credibility and quality of three TV news services, *Al Jamahiriya*, *Al Arabiya*, and *Al Jazeera*. Demographically, first-year students who were studying at SSAL faculties reported *Al Jamahiriya* as being more credible than the other groups. While final-year students who were studying at NST faculties rated *Al Jazeera* as more credible than the other groups. Finally, *Al Arabiya* was rated as a more credible channel by female students more so than male students did.

Looking to the future, respondents reported they would like to see ‘more’ news on local TV channels that covers human interest stories, weather news, current local events where they live, crime news, and current events in Libya. There were gender differences in patterns of news desire. Whereas females preferred to see entertainment and crime news, males liked to see ‘more’ sports news.

The next chapter discusses the main findings of the study in the context of wider research literature and addresses the extent to which the main research questions have been effectively answered. The limitations of the study and suggestions for further research are also discussed.

Chapter 9 Discussion and Conclusion

9.1 Introduction

This study has contributed to an understanding of news consumption in Libya. A spotlight was placed in particular on the use of new satellite TV news services that originate within and outside Libya by young people registered in higher education. As well as examining the overall profile of news consumption in the presence of a rapidly changing news landscape in Libya, this study also set out to understand some of the factors that might underpin the news consumption habits of those students who were surveyed. These factors included individual media consumers' reasons for watching news, their perceptions of the quality of news services, and their personal characteristics.

This study aimed to fill a gap in the understanding of how news is consumed in Libya and how young Libyans in particular made choices between news from different news sources. Although not representative of all young people in Libya, let alone people in general in the country, the respondents surveyed here did represent an important sub-group within the population. These highly-educated individuals will go on to be leading figures in Libyan society and comprise a group that has been found to display an appetite for news, if not when they are young, then certainly unquestionably when they are older (Gunter, 2010). It should be noted that this research was carried out before the Libyan uprisings in 2011 and so represented an analysis of news habits under a different government regime. More will be said about this later in this chapter.

The significance of the current study also stems from the fact that the infiltration of Libyan media with new news services uplinked from outside Libyan borders has sparked debates about the future of local news in Libya. These services have captured the attention of Libyans and have proven to be especially popular among 'young adult Libyans'. In the face of competition from well-resourced broadcasters such as *Al Jazeera*, what can local Libyan news services do to retain audience interest and loyalty? Do they need to do anything different? Is there room for local and international news in Libya?

The study raised several areas for discussion. This chapter is divided into three parts: (1) the first part comprises the summary and discussion of the main findings of the study, their implications and contributions, and also examines the research questions and compares them with the findings of other research already conducted in the same

area; (2) the second part discusses the main limitations of the study; and (3) the third part provides suggestions for further research and recommendations.

In this study, opinions of *Al-Fateh* university students about their news consumption patterns, their reasons for choosing different news platforms and newscasts and their perceptions of news credibility have been compared with opinions of college students or other similar aged groups in other countries. Before proceeding, however, in order to create a context for the discussion, it is useful to summarise the essential claims of the use of certain theories and models: displacement theory, niche theory, news consumption patterns and news credibility. In displacement theory, a central premise is that the emergence of a new medium might affect the usage of an existing medium and may in particular displace the longer-established medium. In this context, this study examined the possibility that the new satellite TV news services might ‘displace’ pre-existing local news services. So, if the new TV news channel emerges as a more highly valued source of ‘satisfaction’ for news consumers than an old TV news channel, the newer channel may then come to be their favoured news medium (Gunter, 2010).

Concomitantly, displacement effects between media are more likely to occur when two or more mediums share similar functions. If the new TV channel is to displace an old TV channel as an alternative, therefore, it must be able to provide ‘gratifications’ that are already given by the old one. If there is significant overlap between the reasons viewers have for adopting the new and old TV services, then the one that is judged to be the better provider of key ‘gratifications’ will eventually dominate. If the two TV news services cater to different sets of ‘needs’, however, there then could be a niche marketplace for both of them (Dimmick et al., 2000). In other words, if new and old media ‘satisfy’ functionally distinct ‘need’ sets through a specific genre (e.g., news programme) they provide, then they could co-exist in harmony.

Niche theory has provided more explanation of the audience outcomes of overlapping new and old media. It discusses how a new medium can compete and coexist with other media in its provision to the audiences that use them. For example, Dimmick et al. (2000) indicated that any new medium in the media market has to establish itself a new position which has to be seen distinctively from the existing media. Consequently, the new medium has to compete with the old medium for consumer ‘satisfaction’ and ‘time’. Moreover, if it caters to a ‘specific gratification’ more effectively than other media, the audience may ‘displace’ an old medium that

would be seen as ‘less satisfactory’ in its presence (Dimmick et al., 2000; Gunter, 2010; McDonald & Dimmick, 2003).

Additionally, in establishing the background for this research a review was undertaken of research about the nature of audiences' news consumption. Generally speaking, research has revealed that media consumers utilise different news media platforms for different purposes and they have different reasons for selecting news from different news sources (see e.g., Henningham, 1982; Kayany & Yelsma, 2000; Ofcom, 2007a; Rubin, 1981; 1983; 1984). However, audiences' reasons have not only been measured to try to predict broad media consumption choices but more usefully perhaps in relation to understanding why people may turn to one source over another for news on specialist subjects such as political knowledge (Bogart, 1968; Tewksbury, 1999), news awareness (Gunter, 1985), sport (Tsfati & Cappella, 2003) or entertainment news (Bogart, 1968).

A further review was undertaken of the measurement of news credibility because this factor can define the reputation of a news service and in turn might play an important part in creating and maintaining loyal audiences (Gunter, 2005; Tsfati & Cappella, 2005). It has shown that people consume those media that they most ‘trust’. Evidence has revealed that news consumers have rated news television to be the most ‘trust’ and ‘consumed’ (Gunter, 2010). Here, it is worth taking a closer look at the relevant evidence on the overall relationship between news consumption patterns and news credibility. In this respect, the study examines how the students surveyed evaluated news in relation to credibility and how credibility might link to consumption. Given all this, it is interesting to know whether news sources perceived to have higher credibility are most ‘used’ by students.

Because this study is concerned principally with trying to understand the impact of new satellite TV news services on the news consumption patterns and preferences of a student population in Libya, it is relevant to examine prior research on news consumption habits and in particular about the impact of the emergence of new media in a specific media environment upon the use of older and longer-established media. Yet, this study combined many other variables to reach better results and more comprehensive outcomes, such as investigating patterns of news consumption and relationships between consumption of news services presented via different media.

The research used self-reported measures of news consumption and news consumption reasons as guided methods to analyse some parts of the data variables, and

the credibility approach to analyse the data on news credibility items. It reported findings on Libyan university students' perceptions of the credibility of *Al Jamahiriya*, *Al Libiya*, *Al Jazeera*, and *Al Arabiya TV*.

9.2 Summary and Discussion of the Main Findings and Their Implications

Returning to the research questions posed at the beginning of this study, it is now possible to summarise and discuss the main findings.

9.2.1 News Sources among University Students

Analysis of data on university students' consumption of local and non-local news media sources, their reasons for keeping up with news in general and with specific news sources and programmes (discussed in greater detail in Chapter 6 and 7), suggests that to a large extent, *Al-Fateh* students have shared a common interest in news sources and programmes that have been found and confirmed by several studies across the Arab world and Western world. Among the benefits of this study is that it confirms what is already known about young people's news habits and interests in different countries and cultural settings, however, due to the study's methodology and Libyan culture, *Al-Fateh* students' findings may be differently explained.

In response to Research Question 1, evidence emerging from this study, as well as comparative analysis drawn from previous studies, clearly indicates that in terms of news importance, most respondents (more than 80%) indicated local and regional political news as the most important news topics for them. In particular, they insisted that Libya-wide politics news, current events in Libya, and current events in the Arab world were the most important news topics. Fewer respondents (44.2%) considered celebrity behaviour as important news.

This is an indication that *Al-Fateh* students are able to make distinctions between different news topics. These findings confirmed earlier research on news importance across different nations and cultural settings. In Libya, Al-Asfar (2002) and in several Arab countries Karam (2007b) both found that, on average, young Arab people do like and spend time watching different news topics on satellite broadcasts to learn about local and regional news. A survey conducted by the Pew Research Centre in the US found that 77% of those aged 18 to 29 years reported being interested in watching or following 'local news politics and political issues' (cited in Greenberg & Weber, 2008). It is also found that 36% of young Americans aged 18 to 25 years say they are interested in watching and keeping up with national affairs (2007).

When asked how news items were ranked in interest, *Al-Fateh* students displayed a lack of certainty about the types of news they were interested in. There was evidence that they would turn to different televised news sources for different types of news. They had interests in local, regional and international news from their own country and the rest of the Arab world. A number of respondents were also somewhat interested in entertainment-oriented and celebrity news, confirming results from UK research (Ofcom, 2007b). Research from the US indicated that celebrity and entertainment news were the highest news interest among young people aged 18 to 30 (The Shorenstein Center, 2007). In Libya, Al-Asfar (2002) found that college students spend more time watching satellite channels that provide more programmes on news and sports. The Pew Research Centre (2000) found 23% of young adults watched mainly entertainment news, although they generally check the news less often.

What also emerged from this research is that the surveyed students showed distinctive demographic news interest differences. The first-year students, more so than the final-year students, indicated personal interest in ‘soft news’ e.g., celebrity, entertainment, and travel news, while final-year students were interested in ‘hard news’ e.g., city, business, and financial news and political news in the Arab world. This finding was similarly reported by Al-Shaqsi (2000) who found that Omani university students, in particular freshmen students, were more likely to watch entertainment news than senior students. A different study, in contrast, found that young people aged 17 to 26 years do not feel any need to know what is in the news because they have more important priorities and the news is ‘boring’ (Karam, 2007b, p. 92). Therefore, in the light of these findings one can conclude that despite the different cultural settings between surveyed students and those who are outside Libya, there is evidence that surveyed Libyan students shared close similarity in their news interests with young people from other (Western) countries.

In relation to whether respondents would like to see ‘more,’ ‘less’ or ‘about the same amount’ of certain news topics on local TV services (discussed in Chapter 8), the greatest positive response was for news about ‘human interest stories,’ with two out of three desiring to see more. It appears that the news topics of highest importance and interest were *not* necessarily those of major desire. For example, high importance scores went to political topics such as Libya-wide politics, world-wide politics and current events, and to current events in the Arab world. For personal news interest, high scores went to current events in Libya, Libya-wide politics, and to crime news. However, the

most ‘desired’ news topics tended to be those which may have human interest values such as people stories, the weather, current local events where the respondents live, and crime news (the latter was also seen as a personal interest topic). Even though they were somewhat interested in political news, they would not prefer to see more of it on local TV services. The overall picture emerging from this research, in terms of news programmes, indicates that despite the diversity of news programmes now available to young people, most respondents wanted to view news related to their age. This news reflects on the latest scientific inventions and IT, fashion news, and scientific programmes.

From that discussion, one can conclude that respondents were able to see the differences between news importance and news interest. They were aware of the potential of different news programmes. For instance, they considered that political news, either local or non-local, as an important news topic to be broadcast for those who are interested in watching political events. Moreover, this also applied to news interests. However, when it came to respondents' favourite news topics on local TV, they preferred news related to their age and interests (Al-Asfar, 2002; Karam, 2007b). The most obvious finding to emerge from this study is that respondents know what news was important and interesting for them and what they would like to see on local TV services on one hand, and what news was important for others but not for them, on the other hand.

These results reflect the observation that much of the local television services do not broadcast topics which ‘satisfy’ and feed the hunger of students, as much of the programmes on these platforms are *not* relevant to them. This indication was congruent with past research (e.g., Al-Asfar, 2002; Karam, 2007a; Ofcom, 2007b). Findings reported earlier for young Libyans indicated that audiences usually ‘desire’ to watch TV channels which cater for their ‘needs’, interests and age-groups (Al-Asfar, 2002).

9.2.1.1 Reasons for Keeping up with the News

The second research question asked university students to indicate on a scale from 1, not at all important, to 4, very important, how important it was for them to keep up with news. There were several important reasons that university students gave to keep up with the news. ‘Surveillance reasons’ were the most important reasons for keeping up with the news, which are related to finding information about different events. This reason was more important to the respondents because they watched news to be

informed about what was going on across the ‘country’ or the ‘world’. Respondents also exhibited strong news-related reasons for watching news. A mean of 3.46 followed the news ‘for information about daily life’ (the news provided topics of conversation with others) and ‘for personal interest’. The lowest rating went to the news as serving more specific functional purposes such as fulfilling ‘getting news from different perspective’ or a ‘duty or responsibility to keep informed’. A Bahrain study found that 56.5% of 20-to-30-years-olds reported being interested in watching TV for the reasons ‘to gain knowledge and information’ and ‘to know the current events’ (Al-Eid, 2006).

Further, there are two reasons which may explain why surveyed students use news for most surveillance. Firstly, students would like to be up-to-date with the news and current events around them. This could indicate that they feel that they ‘have learned something useful from turning to news information’. Secondly, even though it is agreed that much of the news is *not* relevant to young adults, they agreed that it is important to keep up to date with the news, which is consistent with the findings of Ofcom (2007a). Another explanation could be because news consumption has long been identified as one of the primary reasons for keeping up with news (Rubin, 1983). However, young people still follow news for its entertainment value or when something important or interesting is happening (Ofcom, 2007b).

The current results added to a growing body of literature on news consumption and were consistent with the findings of numerous previous research conducted in Libya and elsewhere in the Arab world into those who use news most for surveillance (Abdel Rahman, 1998; Al-Asfar, 2002; Al-Shaqsi, 2000; Auter et al., 2005; Marghalani et al., 1998; Ofcom, 2007a; Rubin, 1983). These findings also indicate that surveyed students largely shared similar opinions in their reasons for following the news with others around the world. For example, research in Britain conducted by Ofcom (2007a) found that 70% of TV viewers (including young adults) indicated they followed the news to ‘know what is going on in the world’ and 65% wanted to know about ‘what is going on in the UK’.

9.2.1.2 Sources for News

The third research question examined the respondents’ news consumption patterns, by enquiring how much news consumption goes on amongst respondents and which sources attract the most interest. It was very clear that pan-Arab satellite TV services emerged as the news platforms reportedly most likely to be consumed by students on a

typical day. For daily consumption, two out of three (61%) respondents watched pan-Arab TV services, followed by use of local radio, the Internet and Libyan TV services. Less than one in three respondents indicated they consumed less news from local newspapers, local news magazines and non-Arabic TV services (discussed in Chapters 6 and 7).

These findings have largely confirmed the position of research elsewhere that television generally remains as a 'main news source' for many years not only for Western countries consumers, but also for the Arab viewers. However, such opinions vary from country to another. For example, a study found that Canadian news consumers rated television (48%) as their 'main news source' ahead of newspapers (21%), radio (15%) and the Internet (14%) (Friends of Canadian Broadcasting, 2009). A similar result was found in the UK, where 90% of news consumers named television (including BBC1 and 2, Channel 4, ITV, and Five) as their 'main news source', far ahead of newspapers (67%), radio (52%) and the Internet (27%) (2007a; Ofcom, 2007b). In Libya, when Al-Fateh students were asked about their news consumption of different media, TV was perceived as 'important source' of information (46%), followed by radio (20%) and newspapers (10%) (Omar, 2009).

Further, there were clear indications that these findings again underlined the significance of the emergence of new pan-Arab satellite TV news services such as *Al Jazeera*. These results were in accordance with the findings of past research from the Arab world, such as Ghareeb (2000), Al-Asfar (2002), Harb and Bessaiso (2006), Miladi (2006) and Omar (2009) most of whom found that the emergence of new pan-Arab TV services drew viewership away from local Arab news services.

In respect to print media, students indicated that they did not have much appetite for reading local newspapers. However, the long-established local print media were more likely to be read than the newer print media such as *Oea newspaper* overall. These findings confirmed earlier evidence that young adults or college students often exhibit poorly developed news reading habits (Bogart, 1968; 1989; Kaufhold, 2008; Schlagheck, 1998; The Pew Research Center for the People & the Press, 2006). Although it is harder to explain the decrease in reading newspapers, there are at least four possible explanations for this. First, respondents may prefer to receive their news from other, more effortless platforms such as TV, the Internet, and friends; newspapers also may not usually be available to the readers (Kramer, 2003; Pew Internet & American Life Project, 2002a; 2002b).

Second, all Libyan newspapers are state-controlled so respondents might think that these newspapers (new and old) are the same in terms of quality and content and have similar agendas. Moreover, these local newspapers may be considered to be unconcerned about the ‘needs’ and ‘interests’ of the young (Kaufhold, 2008; Kramer, 2003). In this respect, prior research has claimed that newspapers have been unable to turn around the trend with young age groups, as they are struggling to understand younger readers and their needs (Kramer, 2003; Schlagheck, 1998).

Third, young people, to some extent, prefer *not* to read more newspapers and articles as they already have enough to read, although they are often encouraged to read newspapers that can help them in ‘improving language skills and acquiring knowledge about the world’ (Lee & Kuo, 2002). Fourth, an alternative explanation is that it is expected that any new medium needs time to be known and acquire consumers’ attention as well as establish its credibility.

In relation to news consumption patterns, there was clear evidence of market segmentation of news audiences by type of news supplier, which emerged from the principle component analysis that combined reported use of all types of news supplier. Hence, there are news consumers characterised respectively by consumption of local TV news, of non-local TV news, of non-Arabic TV news, of radio stations, or of local print. These findings are evidence that university students consume different news information from different news media.

9.2.2 News Consumption and Relationships between Consumption of Different News Sources

This research also examined data on the reported use of major local and non-local news suppliers operating across a range of media – print and broadcast (Chapter 7). It investigated whether different news media catered to distinctive demographic markets. Respondents were thus able to construct a more well-rounded view of the events by comparing the news information obtained from different regional sources.

Research Question 5 asked respondents to name their most ‘used’ televised news services; those mentioned in order included MBC, *Al Jazeera*, *Al Shhabiya*, *Al Arabiya*, *Al Libiya* and *Al Jamahiriya*. The demographic profiles of students for these televised news services, however, were not habitually the same. For example, *Al Jazeera* was found to be watched more often by males and final-year students, whereas MBC and *Al Shhabiya* were preferred by females and first-year students. This research added to the

findings that were cited by Al-Astar (2002) in Libya, Jamal and Melkote (2008) in Kuwait and Johnson and Fahmy (2008) in several Arab and Islamic countries that these TV news services were more likely to be watched by young adults.

News markets around the world are becoming increasingly competitive as growing numbers of new suppliers come on stream and old suppliers expand their businesses through old and new technology distribution platforms (Althaus & Tewksbury, 2000; Brown, 2000; Gunter, 2010; Ofcom, 2004; Willnat, 2006). The emergence of the Internet has been one driving force, but so too has the growth of digital broadcasting (Brown, 2000; Ofcom, 2004). In relation to Research Question 6, this study found that among the new pan-Arab TV news services, *Al Jazeera*, emerged as the TV news service reportedly most likely to be watched on a daily basis. For local TV, *Al Libiya* was better rated in terms of consumption than the older TV service, *Al Jamahiriya*. This could answer the question about whether or not the introduction of new televised news services has pulled student viewers away from the long-established Libyan TV services. This pattern indicates a tendency to balance several alternative TV services.

These findings also indicate that the new pan-Arab TV services are consumed more regularly than the local ones. Saying this does not mean that the local TV services have been totally rejected, but local media could increasingly come to be seen as having less primary relevance for young news consumers in Libya. This means that they must demonstrate an ability to cater to a distinctive set of ‘functions’ or ‘gratifications’ that sets them apart from pan-Arab television. To put this in international context, these findings enhance our understanding of the phenomenon of *Al Jazeera* (Zayani, 2005); it has been able to hold or capture Libyan students' attentions, while *Al Jamahiriya* is no longer able to do so.

The lower consumption levels reported for local TV services could be linked to programme formats as well as choice of news stories reported. In content terms, there may be room in the evolving news landscape for local TV services to occupy a niche market that still has respect for the Libyan audience. To keep hold of this market, however, quality of delivery would also be essential. The results of this study support the notion that new satellite TV services have succeeded in drawing audiences away from local ones by their diversity of programmes and ability to offer up-to-date news information (Abdel Rahman, 1998; Al-Asfar, 2002; Al-Shaqsi, 2000).

Research Question 7 asked whether there were any distinctive relationship patterns between news consumption via different media. A number of such relationships emerged. For example, use of the Internet for news was found to be associated with watching non-Arabic TV channels ($r_s=.34$), reading local newspapers ($r_s=.20$), reading local magazines ($r_s=.22$) and listening to local news radio ($r_s=.12$). No significant associations were found between consuming news via both Libyan TV channels and pan-Arab TV news services and using the Internet for news. In this situation, the study notes an engagement effect between these media, as these offline media are benefiting from Internet use. These findings are consistent with previous studies that found using the Internet as a source of news was positively related to reading newspapers but not watching TV news (Althaus & Tewksbury, 2000). Lubans (1999) examined the importance of Web-based information relative to information from offline media and found that 30% of students reported using the Internet and newspaper resources equally. It is also noted that local newspapers and television have used online services to reach their readers and viewers (Huang, 2009).

Research Question 8 examined the extent to which reasons for news consumption predicted viewing of news programmes. The research showed clear differences in the motivational profiles for pan-Arab TV news services and for those originating from within Libya. In comparing the reasons for using local and non-local TV news services, the pan-Arab news services, *Al Jazeera* and *Al Arabiya*, were more highly regarded than the new local TV services operations in terms of the quality and usefulness of the news they provided as well as in the quality and professionalism of their news programmes. Similar findings were reported on a number of studies (see e.g., Al-Asfar, 2002; Auter et al., 2005; Jamal, 2009; Karam, 2007a; Sakr, 2001) which have found that Arab viewers, including Libyans, seek a refuge in watching news on the new Arab satellite TV channels. This also could be due to the fact that *Al Jazeera* and *Al Arabiya* are the most popular news services not only among Libyans, but also among the majority of Arabs (Chapter 2). Jamal and Melkote (2008) found that people view *Al Jazeera* because it offers them information they need. Similar findings were cited by Omar (2009). *Al Jazeera* was also chosen as the first channel for international news by 53% of Arab audiences surveyed as Telhami (2008) reported. The differing reasons for local versus non-local TV news services also confirmed earlier findings that news consumers utilise different media to access news for different reasons and purposes (Huang, 2009).

When it came to specific news programmes (Research Question 9), different perspectives were found for different news programmes (*News 21:30* on *Al Jamahiriya*; *News 22:00* on *Al Libiya*; and *News 18:00* on *Al Jazeera* and *Al Arabiya*). The two local TV services, however, were seen as mostly being the same in terms of what they could provide. The two pan-Arab TV services, whereas both were more highly rated than the local ones, were not equally received. *Al Jazeera* was regarded as the better service of the two in relation to the quality of its content, attractiveness of programmes format and performance of its news anchors. These results are consistent with studies conducted earlier in the Arab world (Auter et al., 2005; Ghareeb, 2000; Jamal, 2009; Karam, 2007a; 2007b).

Furthermore, data revealed that the pan-Arab TV services were rated as more attractive news sources than local TV services for a wide range of reasons. The main reasons for watching news on *Al Libiya* and *Al Jamahiriya* were almost the same: they were able to help students to make up their minds about the important issues of the day (74% versus 77.6% respectively) and they provided them with interesting things to talk about (64.1% versus 64.4%). *Al Jazeera* and *Al Arabiya* provided students with summaries of what was going on in the world (86.8% versus 81% respectively), kept them up to date with current affairs and events (86% versus 81.5%), were credible sources of news (*Al Jazeera*) and gave interesting things to talk about (81.9% versus 82.3%).

As previously mentioned, the research findings revealed that among surveyed students a wider view of the world, as represented by news providers, was being sought and appreciated. In general, therefore, it seems that there remains a place for local televised news, but new TV services such as *Al Jazeera* and *Al Arabiya* that broadcast news information from a pan-Arab perspective of current events and issues have quickly emerged as providing important news needs for this audience. To some extent, this perspective has positively affected the Libyan news media (Al-Asfar, 2002; Auter et al., 2005; Miladi, 2006).

With response to Research Question 10, there were major differences in predicated viewing of news on local and non-local TV newscast programmes. These findings enhance our understanding of the key factors of watching TV newscasts. The most predictive factors for watching the two Libyan services were viewing news on other local TV services, their abilities to make up respondents' minds about the important issues (*Al Libiya*) and being credible source of news (*Al Jamahiriya*) and less

interest in following celebrity news. Whereas, the strongest predictors of watching news on the two pan-Arab TV services were watching more news on other pan-Arab TV channels, 'the anchors are better,' and less interest in 'word of mouth news'.

9.2.3 News Credibility

One of the aims of this study was also to examine university students' opinions about the credibility of local Libyan and pan-Arab televised news services broadcast via satellite (*Al Jamahiriya*, *Al Libiya*, *Al Jazeera* and *Al Arabiya*). Past research has indicated that television is the most 'credible' source of news (Gunter, 2005; 2010) and it is 'trusted' even more than most other platforms (Gunter, 2005; 2010; McQuail, 1992). This reputation is enhanced by the ability of television to report news stories 'accurately' and 'factually' (Towler, 2003). Regardless of this long-standing reputation, the relevance of the quality of TV journalism has been taken into consideration (Abel & Wirth, 1977; Carter & Greenberg, 1965; Hargreaves & Thomas, 2002; Lee, 1978; Mehrabi et al., 2009; Rimmer & Weaver, 1987; Schweiger, 2000).

In judging the credibility of news coverage (Research Question 11), it is revealed that the perceived credibility profiles of local and pan-Arab TV news services were significantly different. Across all four television news services, the mean credibility rating was 3.54 of 5. The highest rated services was *Al Jazeera* (M=3.90), followed by *Al Arabiya* (M=3.71), then *Al Libiya* (M=3.38) and *Al Jamahiriya* (M=3.18). In comparing between the local and pan-Arab TV news services regarding the perception of credibility, it emerged from this study that the most pronounced differences occurred between *Al Jazeera* and *Al Jamahiriya* on one hand and between *Al Jazeera* and *Al Libiya* on the other. However, the two pan-Arab TV services were, for the most part, more 'highly' rated than the two local TV services in terms of their overall news 'credibility'. The findings are consistent with those who found that the new international Arab news channel, *Al Jazeera*, is seen as the most 'credible' source of news (Ayish, 2004b; Fahmy & Johnson, 2007; Jamal, 2009; Johnson & Fahmy, 2008). Jamal and Melkote (2008) add that *Al Jazeera* has succeeded by enhancing 'naturalness' and 'credibility' to news. A finding that is also supported by earlier research that the more consumers 'trust' a source of news the more credible they determine it to be (Greenberg, 1966; Wanta & Hu, 1994).

The findings (in response to Research Question 12) indicated clear differences between the credibility evaluations of the pan-Arab television news services. *Al Jazeera*

and *Al Arabiya* were more ‘highly’ regarded than local ones, *Al Jamahiriya*, *Al Libiya*. The two local services were rated less favourably than the two pan-Arab news services in relation to ‘credibility’ and ‘trust’. Among the two pan-Arab news services, however, *Al Jazeera* was seen as more credible than *Al Arabiya*. Similar findings were reported by earlier research (Al-Asfar, 2002; Ayish, 2004b; Fahmy & Johnson, 2007; Jamal, 2009; Johnson & Fahmy, 2008). Al-Asfar (2002) found that *Al Jazeera* is the most watched channel among Libyan audiences and others have found it the most ‘credible’ source of news in the Arab world (e.g., Ayish, 2004b; Fahmy & Johnson, 2007; Johnson & Fahmy, 2008).

For Research Question 13, the differing credibility profiles of local versus pan-Arab TV news services were also consistent with earlier research indicating that pan-Arab TV news services tended to attract distinctive opinions from those associated with local news media (Choi et al., 2006). There were significant differences in relation to these four news services. *Al Libiya* was found to be perceived as more ‘credible’ than *Al Jamahiriya* in respect of ‘fairness’, ‘comprehensiveness’, and ‘factual’ quality of coverage. *Al Jazeera* was rated as better than *Al Arabiya* in seven out of eleven credibility evaluations.

This research has indicated that respondents claimed ‘lower’ levels of perception of credibility with local TV news channels than pan-Arab TV channels. These findings demonstrate that respondents strongly relied upon new pan-Arab TV services regarding their news information (Johnson & Fahmy, 2008). In particular, they indicated that *Al Jazeera* TV was the most ‘credible’ source, which could lead people to consume its news programmes. This finding is also endorsed by the earlier Western notion that the more consumers trust a source of news, the more credible they determine it to be (Beaudoin & Thorson, 2005; Greenberg, 1966; Wanta & Hu, 1994). Thus, the two local TV channels, while both similarly considered, were not equally received. *Al Libiya* was rated as a more ‘credible’ service in terms of its news value. One possible explanation for this result is that the introduction of new local TV sources could have changed surveyed students’ opinions about local media productions. In spite of whether respondents actually have access to *Al Libiya*, its mere presence could have reduced ‘trust’ and ‘consumption’ of the long-established TV station while concomitantly enhancing consumption of other TV news services such as *Al Jazeera*.

For Research Question 14, the current findings have added to the growing body of literature on media use and perceived news credibility (Beaudoin & Thorson, 2005;

Bucy, 2003; Kioussis, 2001). News use is associated with perceived credibility simply because televised news use affects perceptions of news credibility (Johnson & Fahmy, 2008). If users consider a news channel to be credible, they will be more likely to watch it and vice versa. The more people believe a TV station, the more they tune to it (Greenberg, 1966). There is a tendency for people to trust those media they use most often (Greenberg, 1966; Gunter, 2010). To find out whether news sources perceived as having higher credibility are the most consumed, a series of Pearson r correlation were computed and found that credibility perceptions were disaggregated in relation to each of the four TV news services. The findings exhibited that greater perceived credibility was significantly and positively correlated with reported frequencies of viewing TV news across a range of credibility ratings for both local television news services and for *Al Jazeera*. Good credibility perceptions did not guarantee viewing loyalty for new pan-Arab news services, as there were no links between credibility-related evaluative ratings and reported viewing of *Al Arabiya*.

Al Jazeera was seen to share similarity with the newer local TV station (*Al Libiya*) in terms of the perceived ‘professionalism’ of its reporting. However, offering ‘good quality factual content’ and being ‘relevant’ to viewers emerged as key drivers of the channel's appeal to surveyed students.

For Research Question 15, it is true that there are many satellite TV channels on multiple platforms that provide multiple programmes, so that viewers do not even know about them all (Gunter, 2010). This development has provided viewers with choices and at the same time put new challenges for finding out about the programmes they may want to watch. This might lead viewers *not* to recognise whether a channel is new or not. However, when asked to make judgements about different levels of ‘satisfaction’, the descriptive analysis revealed that respondents indicated different ‘satisfaction’ levels with news events reporting by a number of local and pan-Arab TV news services. The service rated most satisfactory was *Al Jazeera*, followed by *Al Arabiya*, then *Al Libiya* and *Al Jamahiriya*. These findings confirmed the notion that ‘media use is positively associated with news attention’ (Chaffee & Schleuder, 1986).

This could indicate that local news services were seen to provide similar levels of ‘satisfaction’, whereas pan-Arab TV news services were seen to provide improved quality of news as they managed to ‘attract’ and ‘capture’ respondents' attentions by what they could offer. In the light of these findings, this current study would suggest that the local TV services could possibly produce several programmes that cater for the

interests, needs, and tastes of different Libyan people, including young adults. They also should consider the diversity of programmes, which they do currently, but not at the expense of quality. Since 2006, however, in Libya the genres of programmes have changed as several new stylish programmes are broadcast which could capture and attract young adults similar to those programmes broadcast in the Arab satellite networks, such as *Al Jazeera*, MBC and Abu Dhabi TV.

9.3 Limitations of the Study

This study has contributed to providing significant new data about news consumption habits in a country where prior research on this subject has been sparse. The research comes at an important time when the news landscape of Libya has changed dramatically over the last five to ten years. New televised news services have begun to uplink news from outside the country's national borders and opened up what was formerly regarded as a highly controlled indigenous news market. The impact of these changes on the way news audiences consume news have not been properly investigated and the current study is an attempt to plug the gap in knowledge.

The study also applied a media credibility scale to obtain evaluations of named TV news services. Several studies have previously noted that the perceived credibility of news media could change over time (Auter et al., 2005; Johnson & Fahmy, 2009; 2010; Wanta & Hu, 1994). This study was conducted before the recent uprisings began in the Arab world in 2011. These events have resulted in several changes of government, changes to political systems, and consequent changes in media landscapes across the Arab region (Lynch, 2012). The events have also affected Arab public opinions about the news media and in some cases shifted their attitudes towards specific news suppliers, such as *Al Jazeera* (Khairy, 2011). It is reasonable therefore that if this study were repeated now, the profiles of news consumption and opinions about news providers might have changed from those recorded in the current research.

As with all studies of this type, however, there are inherent limitations to its design that need to be examined in respect of their implications for the confidence we can have in the findings it has produced. There are a number of important limitations that need to be considered. First, this study represents the university students of the capital city, Tripoli. Thus, the generalisability of this study is limited to the students who were sampled from the university population, and the findings are limited to the University of *Al-Fateh* itself. Consequently, it does not attempt to represent the views of

all young Libyan adults inside or outside higher levels of education. The population from which the sample was drawn was selective in that it extended only to university students in one institution. Within that context, a random quasi-sampling frame was deployed to ensure that a diverse student sample was achieved.

Second, there is an issue about the ideal number of a population to sample, as any errors and mistakes in this process could negatively affect the results of the study. Thus, the sample size used in this investigation might be inadequate to provide a complete picture of the evaluations of media use and credibility perceptions. This study would be more representative if it had included a sample from the whole region to make different comparisons. Moreover, larger samples are preferred for studies that report media audiences, to establish differences and determine relationships between variables. However, the 400 participants used here, given the limitation of time allotted to the project, have perhaps provided a reasonable cross section. The selected sample has revealed findings that, although they do not provide a conclusive answer about a majority of young Libyans in relation to the investigated questions, they have immensely indicated the importance of this group in foretelling the future of media uses. It is studies like these which could provide concrete indicators of the status despite the potential limitations of such studies. This study has also indicated to their active use of news media which determines the level of its importance in their lives. Even though care was taken to choose respondents from an accessible community (using stratified random sampling), this sampling approach has certain intrinsic weaknesses (cf., Gorard, 2003; Kumar, 2005). A different sampling frame might have produced similar outcomes. At the same time, other sampling such as convenience or representative sampling might face similar obstacles regarding their use and approach. Yet while the method and measures here were similar to those used in a number of earlier studies (see e.g., Beaudoin & Thorson, 2005; Diddi & LaRose, 2006; Gaziano & McGrath, 1986; Jamal & Melkote, 2008; Ofcom, 2007a; 2007b; O'Keefe & Spetnagel, 1973; Pew Internet & American Life Project, 2002b; 2010; The Pew Research Center for the People & the Press, 2002; Towler, 2003; Vincent & Basil, 1997), a more comprehensive measure of news might have resulted in different findings.

Third, the questionnaire was designed and used to report university students' patterns of consumption of local and non-local news suppliers operating across a range of media, as well as exploring their perceptions of the credibility of TV news services. Thus, this research depended on a self-completion questionnaire survey as its data-

gathering instrument. However, this technique has its own limitations (see Robinson & Levy, 1986a). Babrow (1988) pointed out that self-completion of reasons for exposure, even when motives are accessible to self-reflection, might be twisted by perceptual and reporting biases and therefore must be treated with caution. On the other hand, it has been argued that questionnaires in audience studies have constraining answer choices that do not leave respondents room to explain their interpretations of the received message. It would have been appropriate if this study had combined two approaches (survey and content analysis) to measure audience opinions and TV news content. In fact, the two approaches are 'complementary' because when they are applied together, they can provide 'more understanding to the picture of audience behaviour than either of the approaches could have accomplished alone' (Stroman & Jones, 1998, pp. 281-282). Although, using self-report data obtained via a questionnaire has in-built limitations for this research, the instrument was extensively piloted to ensure that the questions worked as well as they could.

Fourth, the current study was unable to look in-depth at the development of the Internet and its impact on the consumption of news. This medium has developed alongside other local platforms. It is an essential aspect in developing local media and creating new online social networks. The Internet has a 'real' impact on the ways in which users evaluate media content, as now all local newspapers and some local satellite TV services are also broadcasting their productions through the Internet. Therefore, this study could have taken this aspect into more consideration by asking whether it has really affected the method of news consumption in Libya. However, one cannot ignore as well that a project is always confined to a specific scrutiny that a wider scope could perhaps contribute to deviation from attempting to answer the major question of the project. Perhaps, an acknowledgement of that limitation is anchored to a critical departure for studies to come.

Fifth, efforts have been made to primarily investigate the role of satellite TV news services in influencing university students' perceptions of news issues through the use of the survey method. Neither news radio nor news in print has been exhaustively covered. It can be argued that the changes in the news of Libyan media are not straightforward enough to be fully investigated by just asking university students who did not show great interest in watching local Libyan news (Al-Asfar, 2002). Thus, the changes have not been clearly observed and recognised by the sample, especially the surveyed students who do *not* often read newspapers or watch TV news services. Also, the

changes require more time to be observed; for example, *Al Jazeera* took many years to become recognised as an established TV news channel ‘brand’.

Sixth, it is shown that surveyed students perceived pan-Arab TV news services as their ‘main source’ or most ‘important’ source of news but this is a somewhat blunt measure. It may not actually indicate which news source is the one from which students get most of their news information. However, it is clarified that the most important source is likely to be the one that is most used often (Gunter, 1987; Robinson & Levy, 1986b). It has probably been more useful when students were asked about their opinions concerning specific, named news sources rather than to attempt a measurement of their attitudes towards a medium as a whole.

Finally, there is an issue with comparing the findings of this study with those conducted in the Western media environment or even in certain parts of the Arab world. Although the findings of this study have matched several findings across the world, we cannot ignore the culturally specific context of Libya which is unique if not immensely different from several Arab countries, yet is beyond doubt distinctive from Western countries. Perhaps, the inherent limitation in generalisability of findings to other geographical contexts should be perceived a point of strength in the acknowledgement to possible differences while investigating a diversity of countries.

9.4 Suggestions for Further Research

Given the limitations of this study, further research can be done in different ways in relation to patterns of news consumption in Libya; in particular predominantly among whether there are any lessons learned from this study that could be useful in the context of understanding where Libyan news media are moving and whether there is any predicted status for the future of local news. Therefore, this study has thrown up a number of questions in need of further investigation. These include:

Related research is needed to investigate the role of international TV news services in sharing information and news with local TV services. This could investigate the use and perceptions of different news satellite TV services among Libyan adults, as other characteristics may play a key role in shaping young Libyans' perceptions of news. This should include different demographics from young adults to adults. Also, it would be worthwhile to study the effects of international media, such as *Al Jazeera* TV, on other local media.

The empirical findings of this study revealed that there were distinct variations in news consumption defined in part by news platform and in part by type of news supplier. Future research could be used to extend our understanding of whether there is any possibility for local news to create new niche markets that would have value for the Libyan public.

The research has highlighted that news was important for information and surveillance reasons and could also form a source of entertainment. Respondents were able to identify specific features of individual news services. Prospective research might also look into whether there is any divergence between the two Libyan channels and other local TV services in consideration of audiences' needs in relation to other television programmes, by adopting different research methods, such as interviews, focus groups and observations. It should also be undertaken to attempt to investigate other audiences' reasons and motivations for watching or avoiding satellite TV services.

The varying credibility perceptions for the two local TV channels and for the two pan-Arab TV channels separately indicated that the two local TV news services were rated in similar ways but were seen as different from the two pan-Arab TV news services. Further research might investigate what differences would be distinguished if respondents were asked to give their opinions on local TV versus local print media or the Internet.

Libya is a country in which further study is needed to understand its rapidly expanding and diversifying media sector. There is, however, a dearth of statistical information and academic studies on how the changing news media landscape in Libya is affecting the public, and about public opinion concerning these developments. The absence of normative statistical information about media audiences was one of the obstacles that faced the current study in carrying out its investigation. Research, therefore, is the only way in which information and recommendations can be given to news organisations in respect to helping them to understand their audiences and the evolving markets for news.

According to the results from this study, local satellite TV services have to improve the technical and professional representations of their programmes as well as remove the restrictive measures on news and discussion programmes in order to attract more viewers. They should enter into the age of competition with other international TV services by presenting live news, particularly, those which are in the interest of the young audience.

Finally, the current study has found that the local news sources are not completely favoured by the respondents, as the respondents showed that they did not receive much news information from the local news suppliers (*Al Jamahiriya* and *Al Libiya*). Therefore, it is important for these news suppliers to rethink their news programmes and formulate strategies to gain the attention of their local viewers and customers. They could change the way they present the news or the type of news information they need to present to create a niche market.

9.5 Postscript

Lastly, before finishing this thesis, it should be noted that all the findings reported here predate recent events in Libya from mid-February 2011. It is difficult to predict what the future will hold for Libya at this time, which witnesses dramatic turbulences on different social and political levels especially with the introduced reforms after the abolishment of the previous government of Al Qadhafi. Nevertheless, the findings reported here provide rare insights into the perceptions of a specific sector of the Libyan population about televised news providers. Moreover, one of the clearest findings of this research was that *Al Jazeera* emerged as the most ‘consumed’, ‘trusted’ and ‘credible’ source of news. However, the credibility of this pan-Arab television news service has somewhat suffered among certain sections of the population in Libya following the recent internal conflicts. I have been personally told several times by many Libyans from inside and outside Libya not to follow the news on some Arab TV networks such as *Al Jazeera* and *Al Arabiya* as they exaggerate the news for unknown agendas, at least during the several months before and after the country’s regime change. A number of Libyans believe that the situation in Libya is not the same as that being reported by some Arab TV networks.

Even though *Al Jazeera* TV was one of most watched channels before and during the uprisings of several Arab countries, this does not necessary mean that *Al Jazeera* offers fair coverage to all Arab countries (RT, 2012). For example, the coverage of Libya’s and Bahrain’s recent uprisings have casts doubts on the level of its transparency and objectivity (Lynch, 2012). The coverage of uprisings in Libya was clearly slanted in favour of anti-Ghadhafi protesters (rebels) and went beyond just reporting that which advocates change in Libya, however, its coverage of the Bahrain uprising is not so (Lynch, 2012). Rather the coverage of the Bahrain uprising seems to be ‘very careful’ and ‘minimal’ (Barakat, 2011, p. 54). Moreover, *Al Jazeera* ‘never’

mentioned that there was a large population of Africans who lived and worked in Libya and were not ‘mercenaries’. Because the majority of Libyans also have ‘dark skin’ they could be mistaken as foreigners (Akik, 2011).¹⁶ The Libyan government aired on local TV that many ‘dark-skinned’ people, who were reported by *Al Jazeera* and other pan-Arab channels as ‘foreign mercenaries’, were actually Libyans (The Somaliland Times, 2011).

Worse yet, since the uprisings started several of *Al Jazeera*’s staff members have resigned over what they called ‘a propaganda outlet’ or ‘biased and unprofessional’ coverage of Middle East revolutions by *Al Jazeera*.¹⁷ They claimed that some of *Al Jazeera*’s news was ‘fabricated’ and did not respect the values of ‘credibility’ and ‘professionalism’ (Akik, 2011). Others also believe that *Al Jazeera* has shown a clear ‘bias’ against some of the Arab people and governments and those people no longer ‘trust’ it as a reliable source of news, rather for them other channels have now become reliable sources for seeking news (RT, 2012).

The main lessons learned from this research are that Libyan news consumers seek out news sources they believe to be ‘credible’. Local TV news provision was far from universally liked and the popularity of new TV services broadcast from beyond Libyan borders indicated an appetite for news that extended far beyond the diet provided by local government controlled services. There is no reason to believe this appetite for diverse news sources will disappear in the new Libya that will emerge in the years ahead. However, if this research is repeated now, the results would probably be different from those reported. It would be interesting to apply this research again and to compare the recent experiences of university students with their news services and those evidenced in this research.

¹⁶ Between 17th and 30th February 2011, Hisham Al Shoshan and Ayman Dbpha were among those Libyans who were caught and killed by the rebels and were shown on *Al Jazeera* as ‘African mercenaries’. Later, Libyan TV interviewed their families and relatives, where the TV confirmed the defamation of two Libyans by *Al Jazeera*. This indicates that misinformation and disinformation of news to mislead its viewers has occurred by *Al Jazeera* during the coverage of Libyan issues.

¹⁷ The Beirut bureau chief Ghassan Ben Jeddo, Luna Al Shibl (Syrian), Lina Zahr Al Deen (Lebanon), Ali Hashem (Lebanon), Jumana Nammour (Lebanon), Jullinar Mousa (Lebanon) and Nawfar Afli (Tunisian) resigned from *Al Jazeera*. In Bahrain, Ali Hashem, *Al Jazeera* Arabic’s Beirut correspondent, said that “we were seeing pictures of a people being butchered by the ‘Gulf’s oppression machine’, and for *Al Jazeera*, silence was the name of the game” (Russia Today., 2012).

APPENDICES

Appendix 1: The Questionnaire Form [English Version]

Students' Perceptions of Satellite TV News in Libya

Dear student,

This survey is designed to investigate the media habits of university students in Libya with special reference to the way they use different media for news. The questions are about opinions concerning news sources, and especially those that appear on satellite TV channels in Libya.

This research forms part of a doctoral research project carried out by Mokhtar Elareshi in the Department of Media and Communication, University of Leicester, in the United Kingdom.

Interest here centres on your personal media-related experiences and opinions. Please answer the questions as completely and honestly as possible. Your answers will be used purely for academic research. The questionnaire is completed anonymously and your answers cannot be traced back to you. Your answers will take less than 20 minutes.

[1] Definition of News

Q1- Thinking about news in general, which of the following topics or issues do you personally believe it is **IMPORTANT** for the news in general to cover? [Tick the appropriate number for each given option]

Topics	Very important	Quite important	Not very important	Not at all important
1. Celebrity behaviour	4	3	2	1
2. City, business and financial issues	4	3	2	1
3. Entertainment	4	3	2	1
4. Human interest stories	4	3	2	1
5. World-wide politics and current events	4	3	2	1
6. Libya-wide politics	4	3	2	1
7. Politics in the Arab world	4	3	2	1
8. Current events in Libya	4	3	2	1
9. Current events in the Arab world	4	3	2	1
10. Current local events where I live	4	3	2	1
11. Crime news	4	3	2	1
12. Sports news	4	3	2	1
13. Travel news	4	3	2	1
14. Weather news	4	3	2	1
15. Other (specify 2 max).....	4	3	2	1
.....	4	3	2	1

Q2- Which types of news are you **PERSONALLY interested in? [Tick the appropriate number for each given option]**

Topics	Very interested	Quite interested	Not very interested	Not at all interested
1. Celebrity behaviour	4	3	2	1
2. City, business and financial issues	4	3	2	1
3. Entertainment	4	3	2	1
4. Human interest stories	4	3	2	1
5. World-wide politics and current events	4	3	2	1
6. Libya-wide politics	4	3	2	1
7. Politics in the Arab world	4	3	2	1
8. Current events in Libya	4	3	2	1
9. Current events in the Arab world	4	3	2	1
10. Current local events where I live	4	3	2	1
11. Crime news	4	3	2	1
12. Sports news	4	3	2	1
13. Travel news	4	3	2	1
14. Weather news	4	3	2	1
15. Other (specify 2 max).....	4	3	2	1
.....	4	3	2	1

[2] Purpose of News

Q3-Thinking about your own news consumption, how important is each of the following reasons for you to keep up with the news? [Tick the appropriate number for each given option]

I consume the news...	Very important	Quite important	Not very important	Not at all important
1. To acquire knowledge relevant to my studies or business	4	3	2	1
2. To join in conversations with friends, family, or colleagues	4	3	2	1
3. To know what's going on across the country	4	3	2	1
4. To know what's going on in the world	4	3	2	1
5. For information about daily life e.g. travel, health, education	4	3	2	1
6. For personal interest	4	3	2	1
7. As a duty of responsibility to keep up-to-date	4	3	2	1
8. For entertainment	4	3	2	1
9. To get a different perspective from another country/countries	4	3	2	1
10. Through habit	4	3	2	1
11. Knowing what's happening in the world makes me feel safer	4	3	2	1
12. To be able to form my own opinions about issues	4	3	2	1
13. For other reasons	4	3	2	1

[3] Sources for News

Q4- How often do you use the following news sources?

News Sources	Daily	Most days	A few times a week	Once a week	A few times a month	Less than once a month	Don't use
1. TV news on Libyan channels	1	2	3	4	5	6	7
2. TV news on Arabic channels	1	2	3	4	5	6	7
3. TV news on non-Arabic-channels	1	2	3	4	5	6	7
4. Local newspapers	1	2	3	4	5	6	7
5. Local news magazines	1	2	3	4	5	6	7
6. Local radio	1	2	3	4	5	6	7
7. Internet	1	2	3	4	5	6	7
8. Word of mouth with family, friends etc	1	2	3	4	5	6	7
9. If other please specify.....	1	2	3	4	5	6	7
.....	1	2	3	4	5	6	7

Q5- How frequently do you consume each of the following TV news programmes or newspapers nowadays? [Tick the appropriate number for each given option]

	Daily	4-6 days per week	1-3 days per week	Less than once a week	Never
A-News on the main Libyan TV channels					
1. Al Jamahiriya	1	2	3	4	5
2. Al Libiya	1	2	3	4	5
3. Terrestrial	1	2	3	4	5
4. Al Shbabiya	1	2	3	4	5
B- News on channels from Arabic countries					
5. Al Jazeera	1	2	3	4	5
6. Al Arabiya	1	2	3	4	5
7. ANN News	1	2	3	4	5
8. MBC	1	2	3	4	5
C- News on channels broadcast from non-Arabic-language					
9. Al Hurra	1	2	3	4	5
10. BBC Arabic	1	2	3	4	5
11. France24 (Arabic)	1	2	3	4	5
12. Russia Today (Arabic)	1	2	3	4	5
13. Al Alam Today TV News	1	2	3	4	5
D- Newspapers					
14. Al Jamahiriya	1	2	3	4	5
15. Al Shams	1	2	3	4	5
16. Al Fajr Al Jadeed	1	2	3	4	5
17. Oea	1	2	3	4	5
18. Quryna	1	2	3	4	5
19. Al Shat	1	2	3	4	5
E- News on local radio stations					
20. Al Libiya FM station	1	2	3	4	5
21. Tripoli FM station	1	2	3	4	5
22. Voice of Africa radio	1	2	3	4	5

[4] Which Platforms Are Used for Which Types of News

Q6-How often do you obtain news information from each of the following news programmes?

News Programmes	All the time	Some of the time	Hardly ever	Never
A. News 21:30 on Al Jamahiriya TV	4	3	2	1
B. News 22:00 on Al Libiya TV	4	3	2	1
C. News 18:00 on Al Jazeera TV	4	3	2	1
D. News 18:00 on Al Arabiya TV	4	3	2	1

Q7- If your answer to **Q6a = 3 or 4**, for which of the following **REASONS** do you generally use the **News 21:30 on Al Jamahiriya TV?**

Because...	Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
1. It is a credible source of news	5	4	3	2	1
2. It gives me interesting things to talk about	5	4	3	2	1
3. It supports me own viewpoints to other people	5	4	3	2	1
4. It gives a summary of what's happening around the world	5	4	3	2	1
5. I can trust the information they give me	5	4	3	2	1
6. It keeps me up with current affairs and events	5	4	3	2	1
7. To watch news presented from different perspectives	5	4	3	2	1
8.The newscasters give a human quality to the news	5	4	3	2	1
9. I can compare my own ideas to what the commentators say	5	4	3	2	1
10. I can pass the information on to other people	5	4	3	2	1
11. I learn how to do things I haven't done before	5	4	3	2	1
12. It helps me make up my mind about the important issues of the day	5	4	3	2	1
13.The news presenters are better on this channel	5	4	3	2	1
14. It is uncensored	5	4	3	2	1

Q8- If your answer to **Q6b = 3 or 4**, for which of the following **REASONS** do you generally use the **News 22:00 on Al Libiya TV?**

Because...	Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
1. It is a credible source of news	5	4	3	2	1
2. It gives me interesting things to talk about	5	4	3	2	1
3. It supports me own viewpoints to other people	5	4	3	2	1
4. It gives a summary of what's happening around the world	5	4	3	2	1
5. I can trust the information they give me	5	4	3	2	1
6. It keeps me up with current affairs and events	5	4	3	2	1
7. To watch news presented from different perspectives	5	4	3	2	1
8.The newscasters give a human quality to the news	5	4	3	2	1
9. I can compare my own ideas to what the commentators say	5	4	3	2	1
10. I can pass the information on to other people	5	4	3	2	1

11. I learn how to do things I haven't done before	5	4	3	2	1
12. It helps me make up my mind about the important issues of the day	5	4	3	2	1
13. The news presenters are better on this channel	5	4	3	2	1
14. It is uncensored	5	4	3	2	1

Q9- If your answer to **Q6c = 3 or 4**, for which of the following **REASONS** do you generally use the **News 18:00 on Al Jazeera TV?**

Because...	Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
1. It is a credible source of news	5	4	3	2	1
2. It gives me interesting things to talk about	5	4	3	2	1
3. It supports me own viewpoints to other people	5	4	3	2	1
4. It gives a summary of what's happening around the world	5	4	3	2	1
5. I can trust the information they give me	5	4	3	2	1
6. It keeps me up with current affairs and events	5	4	3	2	1
7. To watch news presented from different perspectives	5	4	3	2	1
8. The newscasters give a human quality to the news	5	4	3	2	1
9. I can compare my own ideas to what the commentators say	5	4	3	2	1
10. I can pass the information on to other people	5	4	3	2	1
11. I learn how to do things I haven't done before	5	4	3	2	1
12. It helps me make up my mind about the important issues of the day	5	4	3	2	1
13. The news presenters are better on this channel	5	4	3	2	1
14. It is uncensored	5	4	3	2	1

Q10- If your answer to **Q6d = 3 or 4**, for which of the following **REASONS** do you generally use the **News 18:00 on Al Arabiya TV?**

Because...	Strongly Agree	Agree	Don't know	Disagree	Strongly Disagree
1. It is a credible source of news	5	4	3	2	1
2. It gives me interesting things to talk about	5	4	3	2	1
3. It supports me own viewpoints to other people	5	4	3	2	1
4. It gives a summary of what's happening around the world	5	4	3	2	1
5. I can trust the information they give me	5	4	3	2	1
6. It keeps me up with current affairs and events	5	4	3	2	1
7. To watch news presented from different perspectives	5	4	3	2	1
8. The newscasters give a human quality to the news	5	4	3	2	1
9. I can compare my own ideas to what the commentators say	5	4	3	2	1
10. I can pass the information on to other people	5	4	3	2	1
11. I learn how to do things I haven't done before	5	4	3	2	1
12. It helps me make up my mind about the important issues of the day	5	4	3	2	1
13. The news presenters are better on this channel	5	4	3	2	1
14. It is uncensored	5	4	3	2	1

[5] Standards of News Provision

The news is usually expected to provide reports that observe certain standards of journalistic objectivity. This can be defined in a number of ways relating to the accuracy, comprehensiveness, and impartiality of coverage. Below, we ask you to give your opinions about the standards of news reporting on a number of televised news services that are available to Libyans.

Q11- What is your opinion of news coverage on **Al Jamahiriya TV**? [Please circle the appropriate number given between each pair of descriptions that best represents your opinion]

fair	1	2	3	4	5	Unfair
Biased	1	2	3	4	5	Unbiased
Misleading	1	2	3	4	5	Not misleading
Tells the whole story	1	2	3	4	5	Doesn't tell the whole story
Relevant to me	1	2	3	4	5	Not relevant to me
Accurate	1	2	3	4	5	Inaccurate
Thorough	1	2	3	4	5	Superficial
Does separate fact and opinion	1	2	3	4	5	Doesn't separate fact and opinion
Concerned about the public interest	1	2	3	4	5	Concerned about making profits
Not interesting	1	2	3	4	5	Interesting
Factual	1	2	3	4	5	Opinionated
Well-trained reporters	1	2	3	4	5	Poorly-trained reporters

Q12- What is your opinion of news coverage on **Al Libiya TV**? [Please circle the appropriate number given between each pair of descriptions that best represents your opinion]

fair	1	2	3	4	5	Unfair
Biased	1	2	3	4	5	Unbiased
Misleading	1	2	3	4	5	Not misleading
Tells the whole story	1	2	3	4	5	Doesn't tell the whole story
Relevant to me	1	2	3	4	5	Not relevant to me
Accurate	1	2	3	4	5	Inaccurate
Thorough	1	2	3	4	5	Superficial
Does separate fact and opinion	1	2	3	4	5	Doesn't separate fact and opinion
Concerned about the public interest	1	2	3	4	5	Concerned about making profits
Not interesting	1	2	3	4	5	Interesting
Factual	1	2	3	4	5	Opinionated
Well-trained reporters	1	2	3	4	5	Poorly-trained reporters

Q13- What is your opinion of news coverage on **Al Jazeera TV**? [Please circle the appropriate number given between each pair of descriptions that best represents your opinion]

fair	1	2	3	4	5	Unfair
Biased	1	2	3	4	5	Unbiased
Misleading	1	2	3	4	5	Not misleading
Tells the whole story	1	2	3	4	5	Doesn't tell the whole story
Relevant to me	1	2	3	4	5	Not relevant to me
Accurate	1	2	3	4	5	Inaccurate
Thorough	1	2	3	4	5	Superficial
Does separate fact and opinion	1	2	3	4	5	Doesn't separate fact and opinion
Concerned about the public interest	1	2	3	4	5	Concerned about making profits

Not interesting	1	2	3	4	5	Interesting
Factual	1	2	3	4	5	Opinionated
Well-trained reporters	1	2	3	4	5	Poorly-trained reporters

Q14- What is your opinion of news coverage on **Al Arabiya TV?** [Please circle the appropriate number given between each pair of descriptions that best represents your opinion]

fair	1	2	3	4	5	Unfair
Biased	1	2	3	4	5	Unbiased
Misleading	1	2	3	4	5	Not misleading
Tells the whole story	1	2	3	4	5	Doesn't tell the whole story
Relevant to me	1	2	3	4	5	Not relevant to me
Accurate	1	2	3	4	5	Inaccurate
Thorough	1	2	3	4	5	Superficial
Does separate fact and opinion	1	2	3	4	5	Doesn't separate fact and opinion
Concerned about the public interest	1	2	3	4	5	Concerned about making profits
Not interesting	1	2	3	4	5	Interesting
Factual	1	2	3	4	5	Opinionated
Well-trained reporters	1	2	3	4	5	Poorly-trained reporters

[6] Satisfaction with Amount/Quality of News

Q15- Now thinking just about news on Libyan TV, Please tell me for each news topic listed below whether you would like to see MORE of, LESS of, or ABOUT THE SAME of it on TV bulletins?

News Topics	More	About the same	Less
1. Celebrity behaviour	1	2	3
2. City, business and financial issues	1	2	3
3. Entertainment	1	2	3
4. Human interest stories	1	2	3
5. World-wide politics and current events	1	2	3
6. Libya-wide politics	1	2	3
7. Politics in the Arab world	1	2	3
8. Current events in Libya	1	2	3
9. Current events in the Arab world	1	2	3
10. Current local events where I live	1	2	3
11. Crime news	1	2	3
12. Sports news	1	2	3
13. Travel news	1	2	3
14. Weather news	1	2	3
15. Other (Please specify 2 max).....	1	2	3
.....	1	2	3

Q16- If you watch the following TV channels then please indicate how satisfied or dissatisfaction you are overall with their reporting of news and current affairs?

TV Channels	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Don't watch
Al Jamahiriya	1	2	3	4	5	6
Al Libiya	1	2	3	4	5	6
Terrestrial	1	2	3	4	5	6
Al Shbabiya	1	2	3	4	5	6
Al Jazeera	1	2	3	4	5	6
Al Arabiya	1	2	3	4	5	6

Q17- And for each of the following TV channels that you watch, do you think the geographic area that its regional TV news programmes cover is ‘too much coverage’, ‘right amount coverage’, ‘too little’, ‘not coverage’, or ‘don’t watch’?

TV Channels	Too much coverage	Right amount coverage	Too little	Not coverage	Don’t watch
1. Al Jamahiriya	5	4	3	2	1
2. Al Libiya	5	4	3	2	1
3. Terrestrial	5	4	3	2	1
4. Al Shbabiya	5	4	3	2	1
5. Al Jazeera	5	4	3	2	1
6. Al Arabiya	5	4	3	2	1

Q18- To what extent do you think the following satellite TV channels are able to influence the Libyans’ opinions towards current issues?

TV Channels	All the time	Some to the time	Hardly ever	Never
1. Al Jamahiriya	4	3	2	1
2. Al Libiya	4	3	2	1
3. Al Jazeera	4	3	2	1
4. Al Arabiya	4	3	2	1

[7] Personal Details

19- Gender: Male [1] Female [2] [Please circle one number]

20- Age [.....years] [Please write in your actual age]

21- What subject do you study?..... [Please write in]

22- What year are you in at university? [Please choose one option below]

1-First [] 2-Second [] 3-Third [] 4-Fourth [] 5-fifth [] 6-sixth []

23- How many people do you live with? [Please choose one option below]

1-Live on my own [] 2-Less than 4 [] 3- From 4 to 8 [] 4- More than 8 []

24- Please indicate the figure that best describes your monthly family income.

[Please choose one option below]

- 1. Less than LD 500 [1]
- 2. From LD 501 to LD1000 [2]
- 3. From LD 1001 to LD1500 [3]
- 4. From LD 1501to LD 2000 [4]
- 5. More than LD 2000 [5]

Thank you for your co-operation with this study ☺

Appendix 2: The Questionnaire Form [Arabic Version]

استبيان حول إدراك الطلبة للأخبار عبر القنوات الفضائية في ليبيا

أخي الطالب،

هذا الاستبيان صمم من أجل البحث لمعرفة مدى متابعة طلبة الجامعة للأخبار في ليبيا مع التركيز على الأساليب المختلفة التي يستخدمها هؤلاء الطلبة في الحصول على الأخبار. الأسئلة موضوعة لمعرفة أرائك حول مصادر الأخبار، خصوصا تلك التي تظهر على القنوات الفضائية التي تشاهد في ليبيا. وللعلم هذه دراسة ميدانية وهي جزء من مشروع دكتوراه يقوم به أ/ مختار العريشي، طالب في قسم الإعلام والاتصال، بجامعة ليستر، ببريطانيا. إننا نهتم بخبرتك وبأرائك الشخصية، لذا الرجاء الإجابة بأكبر قدر ممكن من الدقة. إن إجابتك ستستخدم فقط للأغراض العلمية، لهذا إسمك اختياري كما أن إجابتك لن تدل على هويتك الشخصية.

[1] تعريف الأخبار

س1: من القائمة التالية في رأيك ما هي الأخبار التي تعتقد أنها مهمة بحيث يجب تغطيتها بالأخبار؟ [اختر الرقم المناسب أمام كل خيار]

الأخبار	هام جدا	هام	ليس هاما	ليس هاما بالمرة
1- أخبار نجوم العالم أو المشاهير	4	3	2	1
2- أخبار اقتصادية وقضايا مالية محلية مثلا الأسعار، الأسواق،...	4	3	2	1
3- برامج التسلية أو الترفيهية	4	3	2	1
4- الاهتمام بالقضايا الشعبية العامة	4	3	2	1
5- أخبار السياسة الدولية والمستجدات الحالية في العالم	4	3	2	1
6- الأخبار السياسية في ليبيا	4	3	2	1
7- الأخبار السياسية على نطاق العالم العربي	4	3	2	1
8- الأخبار المحلية في ليبيا	4	3	2	1
9- الأحداث الجارية في العالم العربي	4	3	2	1
10- الأخبار المحلية في مدينتك	4	3	2	1
11- أخبار الجرائم	4	3	2	1
12- أخبار الرياضة	4	3	2	1
13- أخبار تتعلق بالسياحة والرحلات	4	3	2	1
14- أخبار الطقس	4	3	2	1
15- أخبار أخرى (يمكن أضيف 2 على الأكثر)				
.....	4	3	2	1
.....	4	3	2	1

س2: من القائمة التالية ما هي الأخبار التي أنت شخصيا تهتم بمشاهدتها؟ [اختر الرقم المناسب أمام كل خيار]

الأخبار	هام جدا	هام	ليس هاما	ليس هاما بالمرة
1- أخبار نجوم العالم أو المشاهير	4	3	2	1
2- أخبار اقتصادية وقضايا مالية محلية مثلا الأسعار، الأسواق،...	4	3	2	1
3- برامج التسلية أو الترفيهية	4	3	2	1
4- الاهتمام بالقضايا الشعبية العامة	4	3	2	1
5- أخبار السياسة الدولية والمستجدات الحالية في العالم	4	3	2	1
6- الأخبار السياسية في ليبيا	4	3	2	1
7- الأخبار السياسية على نطاق العالم العربي	4	3	2	1
8- الأخبار المحلية في ليبيا	4	3	2	1
9- الأحداث الجارية في العالم العربي	4	3	2	1
10- الأخبار المحلية في مدينتك	4	3	2	1
11- أخبار الجرائم	4	3	2	1
12- أخبار الرياضة	4	3	2	1
13- أخبار تتعلق بالسياحة والرحلات	4	3	2	1
14- أخبار الطقس	4	3	2	1
15- أخبار أخرى (يمكن أضيف 2 على الأكثر)				
.....	4	3	2	1
.....	4	3	2	1

[2] الهدف من استخدام الأخبار

س3: ما مدى أهمية الأسباب التالية لجعلك توابك الأخبار؟ [اختار الرقم المناسب أمام كل خيار]

أقوم بمتابعة الأخـ	بار....	هام جدا	هام	ليس هاما	ليس هاما بالمرة
1- لاكتساب المعرفة ذات الصلة بدراساتي أو أعمالي التجارية	4	3	2	1	
2- للدخول في نقاشات مع أصدقائي أو عائلتي أو زملائي	4	3	2	1	
3- لمعرفة ما يحدث داخل ليبيا	4	3	2	1	
4- لمعرفة ما يحدث في دول العالم	4	3	2	1	
5- تمديني بمعلومات حول الحياة اليومية مثل الصحة، السفر، التعليم،	4	3	2	1	
6- اهتمام شخصي	4	3	2	1	
7- من واجبي أو مسؤوليتي معرفة المستجدات الحالية	4	3	2	1	
8- من أجل التسلية	4	3	2	1	
9- للحصول على رؤية أخرى للأخبار المحلية أو الدولية	4	3	2	1	
10- مجرد عادة لمشاهدة الأخبار	4	3	2	1	
11- معرفة ما يحدث في العالم يجعلني اشعر بالأمان	4	3	2	1	
12- تساعدني في تشكيل رأي حول القضايا المختلفة	4	3	2	1	
13- من أجل سبب آخر	4	3	2	1	

يذكر.....

[3] مصادر الأخبار:

س4: بشكل عام إلى أي مدى تستخدم المصادر الإخبارية التالية في الحصول على الأخبار؟ [اختار الرقم المناسب أمام كل خيار]

المصدر	يومية	أغلب الأيام	مرات في الأسبوع	مرة أسبوعيا	مرات في الشهر	مرة شهريا	لا استخدم
1- أخبار تبث على القنوات الفضائية الليبية الرئيسية	1	2	3	4	5	6	7
2- أخبار تبث على القنوات الفضائية العربية مثل الجزيرة	1	2	3	4	5	6	7
3- أخبار تبث من قنوات غير عربية مثل الحرة، الـ BBC	1	2	3	4	5	6	7
4- الصحف المحلية	1	2	3	4	5	6	7
5- المجالات الإخبارية المحلية	1	2	3	4	5	6	7
6- الراديو المحلي	1	2	3	4	5	6	7
7- الإنترنت	1	2	3	4	5	6	7
8- اتصال شخصي مع العائلة، الأصدقاء، الزملاء	1	2	3	4	5	6	7
9- أخرى تذكر (أضف 2 على الأكثر)	1	2	3	4	5	6	7
.....	1	2	3	4	5	6	7

س5: بشكل خاص إلى أي مدى تستخدم الوسائل الإخبارية التالية في حصولك على المعلومات؟ [اختار الرقم المناسب أمام كل خيار]

الوسائل الإخبارية	دائما	من 4-6 أيام أسبوعيا	من 1-3 أيام أسبوعيا	أقل من مرة أسبوعيا	لا أشاهد بالمرة
1- قناة الجماهيرية الفضائية	1	2	3	4	5
2- قناة الليبية الفضائية	1	2	3	4	5
3- قناة الجماهيرية الأرضية	1	2	3	4	5
4- قناة الشبابية الفضائية	1	2	3	4	5
5- قناة الجزيرة الفضائية	1	2	3	4	5
6- قناة العربية الفضائية	1	2	3	4	5
7- قناة الـ ANN الفضائية	1	2	3	4	5
8- قناة الـ MBC الفضائية	1	2	3	4	5
9- قناة الحرة الفضائية	1	2	3	4	5
10- قناة الـ BBC الفضائية العربية	1	2	3	4	5
11- قناة الفرنسية 24 الفضائية	1	2	3	4	5
12- قناة روسيا اليوم العربية الفضائية	1	2	3	4	5
13- قناة العالم الإخبارية	1	2	3	4	5

س9: إذا كانت إجابة س6- ج دائما أو أحيانا، ما هي الأسباب التي تجعلك تشاهد أخبار الساعة 8:00 مساء على قناة الجزيرة الفضائية؟ [اختار الرقم المناسب أمام كل خيار]

السبب	أوافق بشدة	أوافق	لا أعرف	لا أوافق	لا أوافق بشدة
1- لأنها مصدر موثوق للأخبار	5	4	3	2	1
2- تساعدني في الحديث مع آخرين حول مواضيع مختلفة	5	4	3	2	1
3- تساعدني لدعم وجهة نظري أمام الآخرين	5	4	3	2	1
4- تلخص ما يحدث في العالم من أخبار	5	4	3	2	1
5- يمكن أن أثق بالمعلومات التي تقدمها	5	4	3	2	1
6- إنها تواكب الشؤون والأحداث الجارية	5	4	3	2	1
7- لمشاهدة الأخبار من زاوية مختلفة	5	4	3	2	1
8- المذيعون يعطون اهتمام خاص للأخبار	5	4	3	2	1
9- استطيع مقارنة وجهة نظري مع ما يقوله المذيع	5	4	3	2	1
10- استطيع تمرير المعلومات إلى آخرين	5	4	3	2	1
11- أتعلم أشياء لم أتعلمها بالسابق	5	4	3	2	1
12- تساعدني على تكوين رأي حول القضايا اليومية الهامة	5	4	3	2	1
13- مذيعو الأخبار أفضل على هذه القناة	5	4	3	2	1
14- النشرة لا تخضع لمقص الرقيب	5	4	3	2	1

س10: إذا كانت إجابة س6- د دائما أو أحيانا، ما هي الأسباب التي تجعلك تشاهد أخبار الساعة 8:00 مساء على قناة العربية الفضائية؟ [اختار الرقم المناسب أمام كل خيار]

السبب	أوافق بشدة	أوافق	لا أعرف	لا أوافق	لا أوافق بشدة
1- لأنها مصدر موثوق للأخبار	5	4	3	2	1
2- تساعدني في الحديث مع آخرين حول مواضيع مختلفة	5	4	3	2	1
3- تساعدني لدعم وجهة نظري أمام الآخرين	5	4	3	2	1
4- تلخص ما يحدث في العالم من أخبار	5	4	3	2	1
5- يمكن أن أثق بالمعلومات التي تقدمها	5	4	3	2	1
6- إنها تواكب الشؤون والأحداث الجارية	5	4	3	2	1
7- لمشاهدة الأخبار من زاوية مختلفة	5	4	3	2	1
8- المذيعون يعطون اهتمام خاص للأخبار	5	4	3	2	1
9- استطيع مقارنة وجهة نظري مع ما يقوله المذيع	5	4	3	2	1
10- استطيع تمرير المعلومات إلى آخرين	5	4	3	2	1
11- أتعلم أشياء لم أتعلمها بالسابق	5	4	3	2	1
12- تساعدني على تكوين رأي حول القضايا اليومية الهامة	5	4	3	2	1
13- مذيعو الأخبار أفضل على هذه القناة	5	4	3	2	1
14- النشرة لا تخضع لمقص الرقيب	5	4	3	2	1

[5] معايير تقديم الأخبار

س11: ما هو رأيك في الأخبار المقدمة عبر قناة الجماهيرية الفضائية؟ [1 يعني أنها منصفة جدا، 5 يعني أنها ليست منصفة بالمرّة وهكذا...]

أخبارها منصفة	1	2	3	4	5	أخبارها ليست منصفة
أخبارها متحيزة	1	2	3	4	5	أخبارها غير متحيزة
أخبارها مضللة	1	2	3	4	5	أخبارها غير مضللة
تذيع الخبر كاملا	1	2	3	4	5	لا تذيع الخبر كاملا
أخبارها لها علاقة بي/ تخصني	1	2	3	4	5	أخبارها ليس لها علاقة بي/ لا تخصني
أخبارها دقيقة	1	2	3	4	5	أخبارها غير دقيقة
أخبارها متعمقة	1	2	3	4	5	أخبارها سطحية
تفصل الحقيقة عن الرأي	1	2	3	4	5	لا تفصل الحقيقة عن الرأي
تهتم بالمصلحة العامة وقضايا الجماهير	1	2	3	4	5	تهتم بتحقيق أرباحها الشخصية
أخبارها لا تهتم بعناصر الإثارة	1	2	3	4	5	أخبارها تهتم بعناصر الإثارة
أخبارها واقعية	1	2	3	4	5	أخبارها غير واقعية
لها مراسلين محترفين	1	2	3	4	5	ليس لها مراسلين محترفين

س12: ما هو رأيك في الأخبار المقدمة عبر قناة الليبية الفضائية؟ [1 يعني أنها منصفة جداً، 5 يعني أنها ليست منصفة بالمرة وهكذا....]

أخبارها منصفة	1	2	3	4	5	أخبارها ليست منصفة
أخبارها متحيزة	1	2	3	4	5	أخبارها غير متحيزة
أخبارها مضللة	1	2	3	4	5	أخبارها غير مضللة
تذيع الخبر كاملاً	1	2	3	4	5	لا تذيع الخبر كاملاً
أخبارها لها علاقة بي/ تخصصي	1	2	3	4	5	أخبارها ليس لها علاقة بي/ لا تخصصي
أخبارها دقيقة	1	2	3	4	5	أخبارها غير دقيقة
أخبارها متعمقة	1	2	3	4	5	أخبارها سطحية
تفصل الحقيقة عن الرأي	1	2	3	4	5	لا تفصل الحقيقة عن الرأي
تهتم بالمصلحة العامة وقضايا الجماهير	1	2	3	4	5	تهتم بتحقيق أرباحها الشخصية
أخبارها لا تهتم بعناصر الإثارة	1	2	3	4	5	أخبارها تهتم بعناصر الإثارة
أخبارها واقعية	1	2	3	4	5	أخبارها غير واقعية
لها مراسلين محترفين	1	2	3	4	5	ليس لها مراسلين محترفين

س13: ما هو رأيك في الأخبار المقدمة عبر قناة الجزيرة الفضائية؟ [1 يعني أنها منصفة جداً، 5 يعني أنها ليست منصفة بالمرة وهكذا....]

أخبارها منصفة	1	2	3	4	5	أخبارها ليست منصفة
أخبارها متحيزة	1	2	3	4	5	أخبارها غير متحيزة
أخبارها مضللة	1	2	3	4	5	أخبارها غير مضللة
تذيع الخبر كاملاً	1	2	3	4	5	لا تذيع الخبر كاملاً
أخبارها لها علاقة بي/ تخصصي	1	2	3	4	5	أخبارها ليس لها علاقة بي/ لا تخصصي
أخبارها دقيقة	1	2	3	4	5	أخبارها غير دقيقة
أخبارها متعمقة	1	2	3	4	5	أخبارها سطحية
تفصل الحقيقة عن الرأي	1	2	3	4	5	لا تفصل الحقيقة عن الرأي
تهتم بالمصلحة العامة وقضايا الجماهير	1	2	3	4	5	تهتم بتحقيق أرباحها الشخصية
أخبارها لا تهتم بعناصر الإثارة	1	2	3	4	5	أخبارها تهتم بعناصر الإثارة
أخبارها واقعية	1	2	3	4	5	أخبارها غير واقعية
لها مراسلين محترفين	1	2	3	4	5	ليس لها مراسلين محترفين

س14: ما هو رأيك في الأخبار المقدمة عبر قناة العربية الفضائية؟ [1 يعني أنها منصفة جداً، 5 يعني أنها ليست منصفة بالمرة وهكذا....]

أخبارها منصفة	1	2	3	4	5	أخبارها ليست منصفة
أخبارها متحيزة	1	2	3	4	5	أخبارها غير متحيزة
أخبارها مضللة	1	2	3	4	5	أخبارها غير مضللة
تذيع الخبر كاملاً	1	2	3	4	5	لا تذيع الخبر كاملاً
أخبارها لها علاقة بي/ تخصصي	1	2	3	4	5	أخبارها ليس لها علاقة بي/ لا تخصصي
أخبارها دقيقة	1	2	3	4	5	أخبارها غير دقيقة
أخبارها متعمقة	1	2	3	4	5	أخبارها سطحية
تفصل الحقيقة عن الرأي	1	2	3	4	5	لا تفصل الحقيقة عن الرأي
تهتم بالمصلحة العامة وقضايا الجماهير	1	2	3	4	5	تهتم بتحقيق أرباحها الشخصية
أخبارها لا تهتم بعناصر الإثارة	1	2	3	4	5	أخبارها تهتم بعناصر الإثارة
أخبارها واقعية	1	2	3	4	5	أخبارها غير واقعية
لها مراسلين محترفين	1	2	3	4	5	ليس لها مراسلين محترفين

[6] الرضا عن الأخبار/ جودة الأخبار

س15: إلى أي مدى ترغب في متابعة المحتويات الإعلامية التالية على التلفزيون الليبي؟ [اختار الرقم المناسب أمام كل خيار]

قائمة بالمحتويات الإعلامية	كثيرا	متوسط	ليس كثيرا
1- أخبار نجوم العالم أو المشاهير	1	2	3
2- أخبار اقتصادية وقضايا مالية محلية مثلا الأسعار، الأسواق	1	2	3
3- برامج التسلية أو الترفيهية	1	2	3
4- الاهتمام بالقضايا الشعبية العامة مثلا مشاكل الناس	1	2	3
5- أخبار السياسة الدولية والمستجدات الحالية	1	2	3
6- الأخبار السياسية في ليبيا	1	2	3
7- الأخبار السياسية على نطاق العالم العربي	1	2	3
8- الأخبار المحلية في ليبيا	1	2	3
9- الأحداث الجارية في العالم العربي	1	2	3
10- الأخبار المحلية في مدينتك	1	2	3
11- أخبار الجرائم	1	2	3
12- الأخبار الرياضية	1	2	3
13- أخبار تتعلق بالسياحة والرحلات	1	2	3
14- أخبار الطقس	1	2	3
15- أخبار أخرى (يمكن أضيف 2 على الأكثر)			
.....	1	2	3
.....	1	2	3

س16: ما هي درجة رضاك عن التغطية الإخبارية حول الأخبار والمستجدات الجارية التي تقدمها القنوات التالية؟

القناة	راضي جدا	راضي	معتدل	غير راضي	غير راضي جدا	لا أعرف
1- قناة الجماهيرية الفضائية	1	2	3	4	5	6
2- قناة الليبية الفضائية	1	2	3	4	5	6
3- قناة الجماهيرية الأرضية	1	2	3	4	5	6
4- قناة الشبابية الفضائية	1	2	3	4	5	6
5- قناة الجزيرة الفضائية	1	2	3	4	5	6
6- قناة العربية الفضائية	1	2	3	4	5	6

س17: ما هو تقديرك للأخبار الإقليمية التي تقوم القنوات الفضائية التالية بتغطيتها؟

الوسيلة	تغطية كبيرة	تغطية معتدل	تغطية قليلة	لا تغطيها بالمرة	لا أشاهد
1- قناة الجماهيرية الفضائية	5	4	3	2	1
2- قناة الليبية الفضائية	5	4	3	2	1
3- قناة الجماهيرية الأرضية	5	4	3	2	1
4- قناة الشبابية الفضائية	5	4	3	2	1
5- قناة الجزيرة الفضائية	5	4	3	2	1
6- قناة العربية الفضائية	5	4	3	2	1

س18: إلى أي مدى تعتقد أن القنوات الفضائية التالية قادرة على التأثير على آراء الليبيين تجاه القضايا الراهنة؟

الوسيلة	كل الأوقات	بعض الأوقات	نادرا	لا أعتقد بالمرة
1- قناة الجماهيرية الفضائية	4	3	2	1
2- قناة الليبية الفضائية	4	3	2	1
3- قناة الجزيرة الفضائية	4	3	2	1
4- قناة العربية الفضائية	4	3	2	1

[7] بيانات شخصية

س19: الجنس ذكر [] أنثي []

س20: العمر (..... بالسنوات)

س21: ما هو اسم كليتك؟.....

س22: في أي سنة أنت تدرس؟

1- السنة الأولى [] 2- الثانية [] 3- الثالثة [] 4- الرابعة [] 5- الخامسة [] 6- السادسة []

7- أخرى تذكر.....

س23: كم عدد الأشخاص الذين تعيش معهم في البيت؟ (لو سمحت اختر خانة واحدة)

1 - تعيش لوحده []

2 - أقل من 4 أشخاص []

3 - من 4 إلى 8 أشخاص []

4 - أكثر من 8 أشخاص []

س24: ما هو دخل عائلتك الشهري؟

1 - أقل من 500 دينار ليبي شهريا []

2 - من 501 د.ل إلى 1000 د.ل شهريا []

3 - من 1001 د.ل إلى 1500 د.ل شهريا []

4 - من 1501 د.ل إلى 2000 د.ل شهريا []

5 - أكثر من 2000 د.ل شهريا []

مع خالص الشكر والتقدير لتعاونك معنا ☺

Appendix 3: List of Academic researchers

Name	Occupation	E-mail	Purpose
Prof Al-Sharif, Abideen	The Dean of Faculty of Arts, University of Nasser <i>Omamia</i>	abdinss@hotmail.com	Checking translations
Prof El-Jerary, Abdu Allah	A lecturer at University of Al-Fateh, Faculty of Arts and Media	aeljerary@yahoo.com	Checking translations
Prof Salem Mudallel	A lecturer at University of Al-Fateh, Faculty of Languages	smudallel@yahoo.com	Checking translations
Dr Al-Asfar, Mohammed	Head Department of Media, University of Nasser <i>Al-Omamia</i>	al_asfar@hotmail.com	Checking translations
Dr Al-Faragi, Kareem	A senior lecturer at University of Al-Fateh, Faculty of Arts and Media	alfragy@yahoo.com	Research assistant
Assistant Prof. Memon, Bashir	A lecturer at University of <i>Sindh</i> , Department of Mass Communication, Pakistan	bashir_memon71@yahoo.com	Helping with question design
Dr Mchakulu, Japhet	A lecturer at University of Malawi	japhet.mchakulu@googlemail.com	Helping with question design
Mr Al-Jaber, Khalid	A Head of the Diplomatic section of the <i>Al Watan</i> newspaper in Qatar	K_aljaber@yahoo.com	Helping with question design
Dr Al-Mabruk, Abu Baker	A psychologist lecturer at University of Omer Al-Mukhtar, Libya	aaaa2@le.ac.uk	Checking the length of questionnaire

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