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The American University in Cairo

School of Global Affairs and Public Policy

**PERCEPTIONS OF AL JAZEERA ARAB SATELLITE NEWS
CHANNEL'S IMAGE AMONG YEMENIS AFTER ITS
NEWS COVERAGE OF THE SOUTHERN
YEMENIS MOVEMENT AND THE
NORTHERN YEMENIS
REBELLION**

Thesis Submitted to

Department of Journalism and Mass Communication (JRMC)

in partial fulfillment of the requirements for

the degree of Master of Arts

by Mustafa Al-Ezzi Naji Al-Harazi

(Under the supervision of Dr. Rasha A. Abdulla)

December/2010

THESIS PROPOSAL FORM APPROVAL

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allah the most Gracious the most Merciful

This thesis is dedicated to those who are behind my success in life

إهداء إلى والداي العزيزين

العزي ناجي الحرازي

فاطمه حسين نزار

أبي الغالي . . أمي الحنون ضاعت كلمات تعبيري أمام مشاعري

أبقا كما الله في تمام الصحة والعافية

لكما جزيل الشكر والإمتنان

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Thank you all!

ABSTRACT

Al-Harazi, Mustafa Al-Ezzi Naji. (2010). Perceptions of Al Jazeera Arab Satellite News Channel's image among Yemenis after its news coverage of the Southern Yemenis movement and the Northern Yemenis rebellion. Unpublished Masters Thesis under the supervision of Dr. Rasha Abdulla, Associate Professor and Department Chair, Journalism & Mass Communication Department (JRMC). The American University in Cairo, Egypt.

Purpose of the Study:

In the light of Al Jazeera recent heavy news coverage of the two Yemeni news events: the Southern Yemenis movement and the Northern Yemenis rebellion, this study aims to reveal perceptions of the channel's image among its Yemeni viewers. The study explores how popular the channel is in Yemen among other prominent Arabic-language news channels. It also reveals how its viewers perceive its credibility regarding its general news coverage and its news coverage of the two recent Yemeni events in specific. The study also focuses on the channel's non-viewers and why they do not follow news on Al Jazeera channel.

Methodology:

The study is quantitative in nature where it uses a self-administered survey as a data collection tool. A total of 440 questionnaires were distributed to a non-probability purposive/quota sample targeting Sana'a city, the Capital of Yemen.

Major Findings and Discussion:

Among the primary study group (Al Jazeera viewers), the results reveal that Al Jazeera was rated the highest in popularity among other prominent Arabic-language news channels; however, the reasons behind its popularity were different from the reasons investigated by other studies. The two reasons with highest mean scores behind Al Jazeera popularity in Yemen are a) I follow news on Al Jazeera because it is a 24/7 news channel and b) I follow news on Al Jazeera because it carries extensive news coverage in Arabic. The two reasons with lowest mean scores are a) I follow news on Al Jazeera because it does not censor its news coverage and b) I follow news on Al Jazeera because its news sources are credible.

Regarding the channel's credibility, its Yemeni viewers perceive Al Jazeera general news coverage somehow credible; however, they perceive it as a 'not credible source' in its Yemen-related news coverage. A number of research hypotheses, which examine the relationship between education level, socioeconomic class and exposure against credibility, were all rejected. Such a result is backed up with Osgood's Congruity Theory that focuses on the attitudes held by individuals towards sources of information. It emphasizes how the strength of the relationship between the subject (Al Jazeera viewers) and object (their country: Yemen) determines the attitude held towards the media (Al Jazeera channel).

Among the secondary study group (Al Jazeera non-viewers), the results show that Al Jazeera ranked fourth in popularity after Al Arabiya, BBC Arabic and Al Hurra. The reasons which most non-viewers chose to reflect why they do not follow news on Al Jazeera channel are a) it exaggerates its reporting on news events, b) I trust my social networks' (friends, family, co-workers...etc) opinions who think Al Jazeera news coverage is biased, c) I follow other news channels that my social networks (friends, family, co-workers...etc) trust to be reliable, and d) its news coverage of Yemen-related events is biased. Such a result is backed up by Newcomb's Symmetry Theory and the Two-Step Flow concept which both emphasize the importance that interpersonal communication can play in a society.

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CHAPTER 1: INTRODUCTION

Al Jazeera Arab Satellite News Channel was one of the major factors that have changed the face of television in the Arab world. Before its inception in 1996, there was no 24-hour news television station that broadcasts in Arabic. The introduction of the channel led to many changes in news content and format in the Arab world. It was only preceded in that sense by the American Cable News Network. However, the fact that Al Jazeera broadcasts in Arabic made all the difference (Abdulla, 2010).

The concept of television journalism was very different before the introduction of CNN and Al Jazeera. Hardly did our part of the world, the Arab world, witness true television journalism prior to the 1990s. Arab world television channels were laid back in professional development due to a number of reasons including “close government scrutiny and control” (Auter, 2004, para. 1). According to Rasha Abdulla (2010), in her book chapter “The Changing Middle East: Media over the Past 20 Years: Opportunities and Challenges”, news in the local Middle East television channels was superficial and poor in content before 1990. “...the news bulletin had to first feature the news of the head of state, followed by that of the senior officials of the state, with no regard as to the story’s newsworthiness. In other words, the routine daily meetings of the head of state would necessarily precede news of an international conflict breaking out or a natural disaster killing hundreds of people” (Abdulla, 2010, p. 62). News presenters would either announce that the president/king is receiving another president/king, newly appointed diplomats, or/and a president/king opening charity projects...etc. “...there were no television reporters, just a cameraman who recorded the event, editing-in-camera so to speak, in order that this film or tape could be played directly that evening on the news,

while a presenter read a wire copy from the state or semi-official news agency that had covered the same event” (Schleifer, 2005, para. 1). Before satellite channels started broadcasting in the 1990s, the Arab audience hardly had an idea about true television journalism because they had no access to international news channels such as BBC that has been known to convey news based on international standards (Schleifer, 2005). In fact, in the Middle East countries, “regional news—a coup, a civil war, a massacre—might never be broadcast if deemed embarrassing to a friendly fellow Arab state” (Schleifer, 2005, para. 3). That is how superficial the news content in local Arab channels had been prior to the 1990s.

I. Background on the Yemeni Issues:

Al Jazeera has captivated the attention of media experts all over the world who have described it as the channel that has won the hearts of its Arab viewers even though Arab governments stand against it and criticize it. Al Jazeera, in this case, should have won the hearts of its viewers in Yemen as well. However, no previous research studies have been conducted to define those viewers’ demographics, how popular it is in Yemen and how its viewers perceive the channel’s credibility in general and specifically in regard to reporting the Yemen-related news issues.

Before the year 1990, Yemen was divided into two countries: the Yemen Arab Republic (which used to refer to as the North of Yemen) and the People’s Democratic Republic of Yemen (which used to refer to as the South of Yemen) (al-Suwaidi, 1995). On May 22, 1990, Yemen achieved its dream of becoming a unified one known as the Republic of Yemen. Yemen’s unity was shaken four years after its establishment by the

Yemeni people in the South of Yemen and a civil war broke in 1994 between South people of Yemen and the government. The civil war was a socio-political one; however, the southern Yemenis were defeated and Yemen was able to stand strong again as one unified country (al-Suwaidi, 1995).

Yemen's economy started to modernize and grow after it unified which in return started to benefit the country as a whole. After a while, internal political problems started to rise between southern and northern Yemenis. People from the South of Yemen started to complain about how the northern part of Yemen is benefiting more from the growing economy whilst the southern part is not (al-Suwaidi, 1995). Since then the conflict between the government and the southern Yemenis has become part of local and international media news coverage.

What has also drawn the attention of news media to Yemen is the recent government conflict with the northern Yemenis. Yemen, through the lenses of international media, is known as an Islamic country and a land for Islamic militants specifically North of Yemen; an area known as Houth. "After a Yemen-based branch of al-Qaeda claimed that it was behind a failed attack on a US airliner on Christmas Day 2009, the government stepped up its efforts to clamp down on Islamic militants, but warned that it would need help to win the battle against militancy" ("Yemen country profile," 2010, para. 6). This incident has put the spotlight on Yemen marking it as a major base for Al-Qaeda.

Since then, the two issues have been put on the top of the Yemeni government agenda and have been on the spotlight for media news coverage: 1) to resolve issues with the southerners of Yemen who have declared they want to split from Yemen and go back

to how they were before unification as the People's Democratic Republic of Yemen, and 2) fighting the northern rebels known as Islamists militant or 'Huthis' (Salmoni et al., 2010). "Since the summer of 2009, hundreds have been killed and more than a quarter of a million people displaced by clashes between government troops and northern Houthi rebels...The truce with northern rebels in February 2010 allowed the government to focus its attention on the struggle against al-Qaeda and southern separatists" ("Yemen country profile," 2010, para. 3).

II. Study Objectives:

Due to the limited number of research studies that have been conducted on Al Jazeera Arab satellite news channel in Yemen in addition to the recent extensive coverage of Al Jazeera on the Southern Yemenis movement and the Northern Yemenis rebellion, this research is considered the first media study to reveal perceptions of Al Jazeera's image among Yemenis after its news coverage of the Southern Yemenis movement and the Northern Yemenis rebellion in Yemen since 2009 through measuring Al Jazeera popularity and credibility among Yemeni viewers. Furthermore, it is one of the first media study to define Al Jazeera television viewers' demographics in Yemen.

Moreover, the study aims to investigate the various reasons that either repel or attract Yemenis to watch the channel. In addition to measuring Al Jazeera popularity, the study also aims to compare Al Jazeera popularity among other prominent Arabic satellite news channels. A number of studies have been conducted on a regional and international level during the first years when Al Jazeera was launched. However, a number of other Arabic satellite news channels such as Al Arabiya, Al Hurra, BBC Arabic, Al Alam,

France 24, Rusiya Alyoum launched later. It is interesting to investigate Al Jazeera channel's popularity among these other news channels that launched later.

III. Significance of the Study:

Al Jazeera satellite is an Arab news channel and knowing who its Arab viewers are and how they view its credibility and what motives attract/repel them from watching the channel is important. Yemen, where around 50% of its population lie under the poverty line ("Yemen," 2010) and only 1.6% have Internet access ("Internet World Stats," 2009), is the focus of this study. The study targets a representative sample that includes some of those below poverty lines. According to Hussein Amin (2003), in his article "“Watching the War” in the Arab World,” “Arab Satellite news channels [like Al Jazeera] are now watched by Arabs from all levels of society – the elite in their homes and the lower classes at the neighborhood “ahwa,” or coffeeshop” (para. 1). Low socioeconomic classes in the Middle East constitute a high percentage of the entire Arab society ("CIA: The World Factbook," 2010). Hearing what these people think about Al Jazeera credibility is essential and adds quite a lot to media credibility research.

CHAPTER 2: THEORITICAL FRAMEWORK

This study revolves around cognitive consistency theories which explain how human beings always seek consistency in thoughts, attitudes and behaviors. They explain how human beings, when facing an inconsistency in two thoughts, for example, encounter tension that forces them to restore balance by sticking to the existing thought and abandoning the new one. This study focuses specifically on Osgood's Congruity Theory because it is the most specific cognitive consistency theory in terms of focusing on the relationship between a medium and how its audiences react to the messages it sends to them that contradict their existing thoughts and beliefs. The theory helps draw a vivid picture of how Al Jazeera Yemeni viewers react to the news coverage it has been carrying out concerning the recent two Yemen news events: The Southern Yemenis movement and the Northern Yemenis rebellion.

I. Introduction:

Early mass communication theories have always assumed that media has a powerful effect on its audiences. Theories such as the Bullet Theory assumed that once a message is disseminated through a medium it will accomplish its predetermined effect on all its audiences in the same manner (Severin & Tankard, 2001). In other words, media audiences were thought of as 'passive' and have no control over what media impact can have on them.

Afterwards, mass media scholars came up with theories that negated the assumed powerful effect media can have over its audiences. In a way, media scholars started to classify media audiences as ‘active’—media cannot assume they will accomplish their desired effect on each audience member in the same manner. Media scholars found out the role audiences’ perceptions play in limiting the media effect. Since then, it has become the interest of many mass media scholars to study perceptions—how people interpret media messages in terms of sounds, images, words and what it is that influences audience members’ perceptions. Among those who first studied the media effects and the mediating factors behind that was Joseph Klapper (Severin & Tankard, 2001).

According to Severin & Tankard (2001), Klapper in his book “The Effects of Mass Communication” discussed the limited-effects model stating that media messages go through mediating factors that influence the effects of media. “The mediating factors that Klapper was referring to include the selective processes (selective perception, selective exposure, and selective retention), group processes, group norms, and opinion leadership” (Kalpper, 1960 cited in Severin & Tankard, 2001, p. 263).

Media scholars identified different types of influences on perceptions including ‘functional influences.’ “Functional influences are the psychological factors that influence perceptions, and therefore, introduce some subjectivity into the process” (Severin & Tankard, 2001, p. 73).

Even though media scholars criticized how the limited effects model underestimated the effect of media, the fact that selective process, including selective perception, plays an important mediating factor could not be ignored. Selective

perception according to Severin & Tankard (2001) "...plays an important role in communication of any sort. Selective perception means that different people can react to the same message in very different ways" (p.73).

There are four types of selective process: selective perception, selective exposure, selective attention and selective retention. Selective perception is defined as "...the tendency for people's perception to be influenced by wants, needs, attitudes, and other psychological factors" (Severin & Tankard, 2001, p.73). Perceptions studies is what made media researchers realize that one cannot underestimate the power of individual differences when it comes to constructing media messages aiming at influencing an audience group's attitudes and behaviors. Media messages can contain one message but its intended target audiences will react very different to that very same message (Severin & Tankard, 2001). That is why "No communicator can assume that a message will have the intended meaning for all receivers or even that it will have the same meaning for all receivers" (Severin & Tankard, 2001, p. 73). When it comes to talking about watching television news, what selective perception is telling us is that media audiences will choose/select what news stories they want to watch and through which news channels. What helps an audience make decisions concerning which channel to watch, for example, is a number of psychological factors including 'wants', 'needs' and 'attitudes' of each audience.

II. Cognitive Consistency Theories

Wants, needs and attitudes play an important role in causing harmony in any human being's life. It is consistency, in other words, that human beings aim to achieve in

order to be consonant with their own lives. There are a number of cognitive consistency theories, with emphasis on mass media, that explain the facts behind the importance of consistency in one's life and the different processes any person takes to reach consistency in life. These different theories revolve around one notion which is 'cognitive consistency'. According to Severin & Tankard (2001), "The notions of consistency assume that inconsistency generates "psychological tension" or discomfort within human beings, which results in internal pressure to eliminate or reduce the inconsistency and, if possible, achieve consistency" (p. 133). When it comes to mass media and audience, media scholars use such consistency theories to try to understand how different audiences react to messages that cause dissonance and what such audiences do to reach consonance. One of the core assumptions behind consistency theories, as discussed by Freedman & Sears (1965, p. 69) in their book chapter "Selective Exposure," is that inconsistent information that the media exposes to audience members who view the information as inconsistent generates a dissonance feeling forcing the audience member to avoid any further increase in dissonance.

Consistency theories have many implications for how humans perceive the world, communicate, and use, distort, ignore, or forget the contents of the mass media. In their generality and scope, they apply to both media practitioners and media consumers...Nations can selectively forget unpleasant past events and deny current problems; individuals can selectively perceive objective data, even from highly sophisticated electronic instruments; and presidents can and do selectively misperceive questions and data...The media not only vary in their perceptions of

an event but often also ignore unpleasant facts about their own societies. (Severin & Tankard, 2001, p.146)

Out of all cognitive consistency theories, four strongly overlaps with the mass media field: A) Heider's Balance Theory, B) Newcombs's Symmetry Theory, C) Festinger's Theory of Cognitive Dissonance, and D) Osgood's Congruity Theory, which all look at cognitive consistency from slightly different angles. Robert B. Zajonc (1960), in his journal article "The Concepts of Balance, Congruity, and Dissonance," illustrates the differences between the above four consistency theories in a simple manner stating:

These notions all assume inconsistency to be a painful or at least psychologically uncomfortable state, but they differ in the generality of application. The most restrictive and specific is the principle of congruity, since it restricts itself to the problems of the effects of information about objects and events on the attitudes toward the source of information. The most general is the notion of cognitive dissonance, since it considers consistency among any cognitions. In between are the notions of balance and symmetry, which consider attitudes toward people and objects in relation to one another, either within one person's cognitive structure, as in the case of Heider's theory of balance, or among a given group of individuals, as in the case of Newcomb's strain toward symmetry. (p. 282)

Of the four cognitive theories, Osgood's Congruity Theory is the one that this study mainly revolves around because it is the most specific one in terms of focusing on the relationship between a medium and how its audiences reacts to the messages it sends to them.

A) Heider's Balance Theory

Heider's Balance Theory focuses on achieving balance to reach consistency. The psychologist, Fritz Heider, was one of the earliest theorists who contributed to the understanding of consistency theories. According to Severin & Tankard (2001, p. 134), "As a psychologist, Heider was concerned with the way an individual organizes attitudes toward people and objects in relation to one another within that individual's own cognitive structure. Heider (1958) postulated that unbalanced states produce tension and generate forces to restore balance." In simple, Heider's Balance Theory is about how an individual seeks attitudes' change in order to reach balance cognitively.

B) Festinger's Theory of Cognitive Dissonance

Festinger's Theory of Cognitive Dissonance, by Leon Festinger, looks at cognitive consistency from a broader perspective. Brehm & Cohen (1962, p. 11), in their book "Explorations in Cognitive Dissonance," talk about Festinger's theory of cognitive dissonance stating that "A fundamental condition for the creation of dissonance in a person is that he has two cognitions which are somehow discrepant with each other." The theory focuses on the fact that humans seek consistency in their beliefs and when two beliefs are disharmonious with each other, a person starts to feel psychologically uncomfortable and that will make him/her try to avoid it if possible to reduce the chances of dissonance occurring (Brehm & Cohen, 1962, p. 50; and Cotton, 1985, p. 11). The same applies not only to beliefs but also to attitudes and values (Cotton, 1985).

Therefore, Festinger (1962), in his book “A Theory of Cognitive Dissonance”, states that individuals would expose themselves to information consistent with their beliefs and avoid any other information that goes against their beliefs. Festinger’s Theory is important and can be used as one of the theories that explain when and why different media audiences seek/avoid information. One of the theories assumptions that Festinger focuses on is how dissonance could result due a cultural conflict. For example, dissonance could hit a person when he/she is exposed to information that attacks his national identity. In such situations, according to Festinger (1962), “...the person will actively avoid situations and information which would likely increase the dissonance” (p. 3). Cotton (1985), in his book chapter “Cognitive Dissonance in Selective Exposure,” used a study conducted by Lazarfeld to illustrate how one’s nationality and country matters when discussed in media:

Originally reported by Lazarfeld (1942), this study concerned the listening audience of a series of educational radio programs. The programs focused, in different installments, on how various national groups have contributed to American culture. Lazarfeld found that the audience for each program was generally the national group being praised in that installment. The program was not effective in teaching tolerance because listeners only selected information that promised to agree with their attitudes. Consistent information (praise for one’s nationality) was sought, whereas discrepant information (praise for other nationalities) was avoided. (p. 13)

The study showed how information that is not contrary to a person's belief can cause avoidance from such information. In the study, the people decided to select information that praise their nationality and avoided information that had to do with other nationalities.

Also, no matter how true negative news coverage could be about one's country or nationality, it may still be difficult to accept because one could get defensive when exposed to negative information attacking his/her nationality or country. Cotton (1985) talks about how individuals would try to avoid any information that cause them dissonance no matter how much true value the information carries as long as it does not get along with their existing beliefs. Cotton (1985) also talks about how the magnitude of the dissonance is highly related to the strength of the belief the individual carries.

C) Osgood's Congruity Theory

The Osgood's Congruity Theory was based on Heider's balance theory and was developed by Osgood & Tannenbaum in 1955 (Zajonc, 1960, p.286). "Though similar to balance theory, it deals specifically with the attitudes persons hold toward sources of information and the objects of the source's assertions" (Severin & Tankard, 2001, p. 136). It basically deals with three main elements: a) a person (P), b) a source (S), and an object (O). According to Severin & Tankard (2001, p.136), "...a person (P) receives an assertion from a source (S), toward which he or she has an attitude, about an object (O),

toward which he or she also has an attitude...how much *P* likes *S* and *O* will determine if a state of congruity or consistency exists”.

Zajonc (1960) argues that what determines the direction of congruity is whether the person (*P*) shows greater direction to the source (*S*) or the object (*O*) and what determines that is the “prevailing frame of reference” (p. 287). An example that illustrates the relationship between the above three elements is the CBS news coverage of Mayor Richard Daley. In the USA back in the 1960s, CBS News broadcasted a negative coverage of Mayor Richard Daley who at that time was highly respected in public. The public, when listening to the negative news coverage about its respected public figure, was extremely dissatisfied with the news channel (Severin & Tankard, 2001, p.137). If we put this event in the Congruity Theory model we can classify the CBS news as the source (*S*), Mayor Richard Daley as the object (*O*) whilst the public as the subject (*S*). Therefore, due to the positive attitude the public (*P*) holds for the Mayor (*O*) and because of the negative coverage of the CBS (*S*), the public expressed negative attitudes towards the CBS (*S*) because expressing high respect for the Mayor is within the public’s ‘prevailing frame of reference’ and anything that goes beyond this frame causes dissatisfaction to the public who believe in the mayor.

Zajonc (1960) states that “when the attitudes toward the person and the assertion are incongruent, there will be a tendency to change the attitudes toward the person and the object of the assertion in the direction of increased congruity” (p. 287). Therefore, in an attempt to remain within our ‘prevailing frame of reference’ we may choose not to expose ourselves to messages that do not fall within our prevailing frame of reference. In

addition, avoiding the media messages that do not comply with our frame of reference is not the only possible outcome. In fact, the media credibility can be affected. When we (P) receive negative information about an object (O) that we value from a media communicator (S), "...we may attack the credibility of the communicator..." and that in return will affect the communicator negatively because "A communicator in the news media who lacks credibility probably also has no audience" (Severin & Tankard, 2001, p.137).

In regard to attitude change, it is not necessarily that attitudes change due to incongruity. Zajonc (1960) states that "...incongruity does not invariably produce attitude change, but that it may at times lead to incredulity on the part of the individual. When confronted by an assertion which stands in an incongruous relation to the person who made it, there will be a tendency not to believe that the person made the assertion, thus reducing incongruity" (p. 288). Jones and Kohler experiment is discussed by Zajonc (1960) to illustrate the disbelief:

[...] subjects learned statements which either supported their attitudes or were in disagreement with them. Some of the statements were plausible and some implausible. The results were rather striking. Subjects whose attitudes favored segregation learned plausible pro-segregation statements and implausible anti-segregation statements much more rapidly than plausible anti-segregation and implausible pro-segregation statements. The reverse was of course true for subjects whose attitudes favored desegregation. (p. 289)

Not only attitudes may not change due to incongruity, but also opinions. Brehm & Cohen (1962) discuss that when media expose messages to audience members whose existing beliefs conflict with the media message this "...results in dissonance reduction by avoidance and defensiveness rather than by opinion change" (p. 53).

D) Newcomb's Symmetry Theory

Newcomb's Symmetry Theory, by Theodore Newcomb, focuses more on interpersonal communication. Severin & Tankard (2001) state that "... [Newcomb] took Heider's idea of balance out of the head of one person and applied it to communication between people. He uses the term symmetry theory to distinguish it from balance theory and contends that we attempt to influence one another to bring about symmetry (or balance or equilibrium)" (p. 134). Brehm & Cohen (1962) discuss the theory by an illustrative example stating that there are two persons (P1) and (P2). P1 is in agreement and likes P2 and P2 desires an object (O). Therefore, "...it is fitting...that he [P1] strives to be with the other person [P2] and acquires the object [O], that he assumes the other persons also likes him, and that the object is of value intrinsically, that he assumes the other person also finds the object desirable..." (Brehm & Cohen, 1962, p. 225).

Another mass media concept that overlaps with the Newcomb's Symmetry Theory is the Two-Step Flow. It emerged during the 1940s in a voting study conducted by a group of researchers from Columbia University. The study focused on the mass media effects on public voting behaviors. The study revealed the more important role

played by interpersonal communication rather than mass media in influencing the voting decision of the public (Katz, 1957). In more details, “The researchers proposed that messages from the media first reach opinion leaders, who then pass on what they read or hear to associates or followers who look to them as influentials. This process was named the *two-step flow of communication*” (Severin & Tankard, 2001, p. 202). However, when the Columbia University researchers group examined the results of the voting study, they did not expect the salient role that interpersonal communication played in the study; therefore, the study was not planned to study interpersonal communications (Katz, 1957). Afterwards, a number of studies were conducted that were specifically aimed to investigate the role interpersonal communication played in media communication (Katz, 1957). These studies made media researchers realize that there are a number of sociological and psychological factors that come in between the media messages and the media audience members including interpersonal communication (Robinson, 1976).

One of the early studies was “Patterns of Influence: A Study of Interpersonal Influence and Communications Behavior in a Local Community” which was conducted by Robert Merton (Katz, 1957). The study surveyed 86 participants in New Jersey, USA. The participants were asked to list a number of people whom they used to refer to or ask for advice when it came to making decisions. Those people who were mentioned four times or more were grouped into a category called ‘Opinion Leaders’ and then were interviewed. This study helped investigate the characteristics of opinion leaders but did not show much about their interaction with the people around them. After that came two other studies that took a further step in studying the affected decision of individuals

through those who influence their decision (family, friend, co-worker). These two studies were “Decision-making in Marketing, Fashions, Movie-going and Public Affairs” which was conducted by Katz & Lazarsfeld, and “Voting: A Study of Opinion Formation in a Presidential Campaign” which was conducted by Berelson, Lazarsfeld and McPhee (Katz, 1957). Katz (1957) states that what these latter studies mainly revealed is the fact that “...interpersonal relations are ...sources of pressure to conform to the group’s way of thinking and acting, as well as sources of social support...Thus, interpersonal relations are (1) channels of information, (2) sources of social pressure, and (3) sources of social support, and each relates interpersonal relations to decision-making in a somewhat different way” (p. 77). Robinson (1976) raised an interesting statement about the two-step flow concept stating that “...[The concept] did correctly emphasize that when interpersonal sources and mass media sources are compared or are in conflict, interpersonal sources wield greater influence” (p. 315).

CHAPTER 3: LITERATURE REVIEW

The afterward development in satellite and telecommunication technologies revolutionized the satellite broadcasting in the Middle East. According to Auter (2004, para. 3), “Arabs both rich and poor obtained satellite dishes (even in countries where they were banned), and used them to tap into global media satellite broadcasts that were beyond the direct control of their countries’ governments.” The year 1991 marked the first time when the Arab world witnessed true television journalism. The CNN news coverage of the “...build-up and the eventual combat between American-led Alliance and Iraq...” was broadcasted to Arab satellite television channels (Schleifer, 2005, para. 7). Since then Saudi Arabia recognized the importance of a satellite news channel. “They [Saudi Arabia] quickly moved after the war ended to establish a satellite channel with morning and evening news bulletins transmitting real reports—footage from the field edited into meaningful news stories by Arab correspondents in the field with their cameramen” (Schleifer, 2005, para. 8). The channel was named Middle East Broadcasting Center (MBC) and its staff were trained well through professional executives of well-known news channels such as British Broadcasting Corporation (BBC) and Independent Television News (ITN) (Schleifer, 2005).

Not long since the launch of MBC that other Arab satellite news channels were born such as Al Jazeera—a Qatar-based channel fully funded by Emir of the country founded in 1996 (Schleifer, 2005). With the launch of these satellite news channels, the Arab audiences were able to watch different news channels of their own countries and those of other Arab countries (Auter, 2004).

I. Al Jazeera Arab Satellite News Channel:

A. Introduction

The State of Qatar, one of the Middle East's Gulf countries, is home to Al Jazeera Arab satellite news channel, the first 24-hour Arabic news channel launched in the Middle East. After years of study by the Qatari government, Al Jazeera channel was developed to operate based on the BBC news channel model, which has been a well-known channel in the Middle East for its 'reliable service' (Quick, 2003). The channel's staff members have all had previous work experience in BBC (Schleifer, 2005). After sometime, a noticeable increase in the number of satellite dishes has been witnessed across the Arab world. That proliferation of dishes provided Al Jazeera with a rapidly growing mass audience, now estimated at more than 50 million viewers (Schleifer, 2005). "Al-Jazeera became popular because it reflected the thirst of Arabs for impartial information, of which they were often deprived through their regimes' media" (Quick, 2003, p. 760). Saudi Arabia reacted to such a competition by launching its 24-hour news channel called Al Arabiya whose director and staff members had worked in Al Jazeera for sometime (Schleifer, 2005). The formation of these two satellite channels started to create a spirit for competition between both channels to compete towards winning more public audience through reporting more valuable comprehensive coverage of news (Schleifer, 2005).

Al Jazeera satellite news channel has proven to be more attractive and exciting to the Arab audience in general. According to Auter (2004), what made Al Jazeera captivate and draw the attention of many viewers is its news coverage style that has been known to be "...more objective, dual-sided approach to news coverage; more video of events and

the people that were affected; and a much greater reliance on regularity featured anchors and reporters...” (para. 9). Such a style in news coverage has helped Al Jazeera gain more popularity than any other Arab news channel launched afterwards. Therefore, “While Al Jazeera has faced mounting competition; it remains the one station watched by virtually everyone, making its programs the “common knowledge” of Arab politics...” (Lynch, 2007, p. 103).

It is interesting how television broadcasting has changed tremendously within a couple of decades. Television in the Middle East had been under government control for years prior to the 1990s. According to William Rugh (2004, p. 201) in his book titled “Arab Mass Media, “Arab television in each country was watched almost exclusively by the domestic audience in that country.” Thereafter, starting the year 1990 onwards, major developments took place in the television broadcasting. Before we begin discussing those television developments, it would be worth to dig deeper to find out why for most of the time television had been under direct supervision of Arab government.

An important reason behind the government control is financially related. It was beyond the capability of any private sector in the developing countries to establish a television station (Rugh, 2004). Another important reason is that governments considered television as a major threat that can reach millions of people easily and cross the literacy barriers unlike newspapers that not every one can read. According to Rugh (2004), Arab governments started to use radio and television as political tools when they used to be colonized by other powers such as the British or French. “The British and French colonial administrators tended to put them [TV and Radio] as instruments of colonial rule, and

because their experience at home in France and Britain had been with government sponsored electronic media” (Rugh, 2004, p. 182).

Even though the Arab satellite television was born in 1985, very few were able to buy the traditional big dishes to install them in their houses. Starting the year 1990 onwards, major developments took place in the television broadcasting in the Middle East. With the advancement in technology, cheaper and smaller satellite dishes were affordable by many Arab viewers who were able to buy the dishes and install them in their houses (Rugh, 2004). Since then domestic audience of each Arab country could watch the channels of other Arab countries. The Arab satellite television started to offer Arab audience a variety of interesting and exciting programs such as talk shows.

In more specific, Al Jazeera news channel’s talk shows have astonished the Arab audience. According to Lynch (2007), “Al Jazeera’s talk shows helped to bring into being a new Arab public oriented toward contentious public argument about issues of interest to a shared Arab identity” (p. 101). Not only has Al Jazeera stood out in talk shows, but also in its news style reporting which Rugh (2004) described as “more aggressive and thorough” than other Arab news channels.

Out of all the independent Arab satellite channels that have launched during the 1990s, Al Jazeera has been the most appealing to Arab audience. According to a BBC news feature story, “Country Profile: Qatar” (2009), “The launch of 24-hour satellite TV news channel Al-Jazeera in late 1996 raised Qatar's international profile” (para. 13). However, a number of its offices in the Arab worlds have been shut down due to broadcasting sensitive issues of an Arab country. Even though the channel is funded and owned by the Qatari government, it claims to be an independent news channel (“Country

Profile: Qatar,” 2009). There are a number of reasons why the Qatari government made such a decision of establishing Al Jazeera as an independent station.

One of these reasons is the desire of the Qatari king to follow a new policy in his country that will help the country become more democratic and more liberal. According to Rugh (2004), “Creating al-Jazeera was one of several innovative decisions which Shaikh Hamad took in the first years of his administration which could be considered part of a pro-active and somewhat liberal trend in the country’s leadership” (p. 215).

Another important reason is that the Qatari government wanted to expose the country more internationally given it is one of the smallest countries in the world and not many knew much about it. “The Qatari leadership established al-Jazeera probably to gain some favorable publicity for Qatar in the region and in the world for their country under new management ...[Therefore,] putting his country “on the map” was clearly one of the emir’s motives in founding al-Jazeera” (Rugh, 2004, p. 215).

Over time, Al Jazeera was able to achieve what other Arabic satellite channels were unable to. According to Rugh (2004), “Al-Jazeera’s growth and development was rather dramatic, facilitated by some good luck as well as hard work. Soon after it started broadcasting, al-Jazeera began covering news stories in a way that other Arab television stations had not tried before” (p. 216). Al Jazeera emphasized on broadcasting news from an Arab-perspective which has brought the channel’s objectivity into question.

B. Al Jazeera Objectivity:

According to Mohammed el-Nawawy (2006), “The pursuit of objectivity in journalistic reporting has been a cornerstone of the ideals of news coverage. Every

journalism textbook and news reporting course enshrines and standardizes objectivity as a prime responsibility of a keen and professional reporter” (p. 23).

There are a number of principles that a journalist is supposed to abide by. An important principle is that a journalist has to achieve objectivity when reporting a news event. According to El-Nawawy & Iskandar (2002), “Schools of journalism have consistently enshrined and standardized objectivity as the prime responsibility of a responsible reporter” (para. 1). A news reporter should always tend to detach him/herself from the news event even if he/she relates to that event in any way. Neutrality in telling the news story should be the objective where subjectivity is removed (El-Nawawy, Iskandar, 2002).

Schudson (1978) states that “by the late nineteenth century, the Associated Press had set new standards for objectivity by disseminating news reports that were free from any editorial comment. The notion of objectivity gained more attention in the years following World War I among news organizations as they developed an appreciation for a scientific validation of truths” (Cited in el-Nawawy, 2006, p. 23).

Cunningham (2003) discusses how the term ‘objectivity’ can be easily interpreted differently by different news agencies and their journalists (Cited in el-Nawawy, 2006). el-Nawawy (2006), in his paper titled “Arab Media Terrorism: Is an Objective Journalism Possible? The Case of Al-Jazeera”, adds that “according to Cunningham, this dilemma prompted the Society of Professional Journalists to drop “objectivity” from its ethics code and change “the truth” to simply “truth.” This problematic situation can reduce journalists’ certainty as to the exact meaning of objectivity” (p. 23). Therefore, when it

comes to objectivity, it is important that journalists 'detach' themselves from their subjectivity and that's what all journalists need to abide by (el-Nawawy, 2006).

Schudson (1978) defined objectivity saying that it is "...the belief that one can and should separate facts from values. Facts, in this view, are assertions about the world open to independent validation. They stand beyond distorting influences of any individual's personal preferences" (Cited in el-Nawawy, 2006, p. 24). However, el-Nawawy (2006) refutes what Schudson believes in concerning the definition of objectivity saying "...there are several limitations to the concept of objectivity as it applies to media. One such limitation is the somewhat unrealistic expectation that journalists can be absolutely objective. Even if absolute objectivity were possible, there is no absolute truth or reality to be absolutely objective about" (p. 24). Therefore, "...absolute journalistic objectivity is a myth, and that media outlets cannot be devoid of a perspective that reflects the leanings of their public constituencies. A broadcast network is more likely to present news in a way that is consonant with its audience's norms and values when the event it is covering has a direct impact on that audience" (el-Nawawy, 2006, p. 47).

According to Abd Al-Rahman Al-Rashed of the daily Al-Sharq Al-Awsat, quoted in Arab Media Slammed over War Coverage (2003, para. 5), "I [understand] the feelings of my colleagues, the Arab journalists, who deal with events emotionally rather than reasonably. They collect fragments of news report that suit their hopes. But professionally, a journalist who stays within the limits of the news he has, and does that impartially, renders the best service to his readers and viewers, who will thus be able to see reality as it really is."

According to el-Nawawy (2006), “Although Al-Jazeera executives claim that they present their news in a fair, accurate and balanced manner, they do not deny that the station presents news from an Arab perspective to correct anti-Arab distortions and to counter dominant Western perspectives like CNN and the BBC” (p. 30). The former managing director of Al Jazeera channel, Mohammed Jasim Al-Ali, describes how Al Jazeera staff received their journalism reporting training from BBC and how they have localized their learned skills to fit the Arab world mentality (el-Nawawy, 2006). Scott (2003) states that “along the same lines, Hafez Al-Mirazi, Al-Jazeera former Washington bureau chief, explains that “CNN has an American perspective. We have an Arab perspective. People call it bias. We call it perspective” (Cited in el-Nawawy, 2006, p. 30).

C. Al Jazeera Popularity:

What has helped Al Jazeera jump from being popular to ‘the most popular’ news channel in the Middle East is the September 11 attack on the United States of America. “...after the September 11, 2001 attack on the United States, the West also became very interested in Afghanistan and Usama bin Laden, so al-Jazeera’s exclusive broadcasts from Kabul by its reporter, Tayseer Allouni, were carried on television networks worldwide” (Rugh, 2004, p. 217). Later came the US Iraq invasion in 2003 which also has helped Al Jazeera become a popular channel broadcasting the invasion up-to-date events from an Arab perspective (Rugh, 2004).

According to “Al Jazeera TV Viewer Demographic” (2007) and a BBC feature news story titled “Country Profile: Qatar” (2009), Al Jazeera satellite news channel ‘claims’ to have an approximate number of 40,000,000 ‘potential audience’ distributed

all over the Arab world. Most viewers range in the age of 15-40 and they watch an average of three to four hours a day Al Jazeera satellite news channel. "...the male viewers clearly outnumber the female viewers in every age group" ("Al Jazeera TV Viewer Demographic", 2007, para. 3). However, it is just a claim by Al Jazeera news channel. A more accurate audience number does not exist due to the limited media researches that have been conducted (Rugh, 2004). Yet some International news channels such as BBC estimate Al Jazeera viewers to be more than 40 million (Soliman & Feuilherade, 2006).

According to Ralph D. Berenger (2005), in his Book Essay "Al Jazeera: In Pursuit of 'Contextual Objectivity'," the popularity of Al Jazeera channel in the Middle East lies mainly in the fact that its Arab audience see it a regional/local Arab channel even though it is in fact an international one. It makes them feel connected to their part of the world. "Al Jazeera attracted unprecedented mass audiences with its pioneering coverage of the Iraqi crisis in the late 1990s and the Palestinian-Israeli fighting beginning in 2000" (Lynch, 2007, p. 103). Also, Al Jazeera audiences depend on Al Jazeera for their news because of its independence as an Arab news channel "...that sees the world as they do" (Kafala, 2003, para 25).

Al Jazeera has got friends and foes with different perceptions regarding the channel's credibility. Media scholars, like Marc Lynch (2007), think Al Jazeera, more specifically its talk shows, have created "...a culture that has fundamentally shattered unitary Arab nationalist discourse" (p. 101). Schliefer (2005) also questioned the value of such talk shows saying "... [Al Jazeera] talk shows are too often a vehicle for the collective venting of emotion rather than an exercise in critical thinking" (para. 13). In

regards to the channel news coverage, a noticeable debate has been witnessed since its launch. Since the launch of Al Jazeera, “the channel has also got on the wrong side of several Arab regimes” (Kafala, 2003, para. 28). Therefore, “Its reporters have at times been banned or harassed in Egypt, Kuwait, Jordan and the Palestinian Authority” (Kafala, 2003, para. 29). Johnson & Fahmy (2008) talked about how “Arab governments and US officials criticize Al-Jazeera and label it as an unreliable source at best, and an irresponsible and dangerous source at worst” (p. 341).

The Middle East governments “...criticize Al-Jazeera for negative coverage of Arab leaders and for covering taboo topics such as sex, polygamy and government corruption” (Dresner, 2006; Kim & Jang, 2004; Nisbet et al., 2004; Zayani & Ayish, 2006 cited in Johnson & Fahmy, 2008, p.341). Al Jazeera falls between two main arguments; the Arab world thinks the channel “...is branded as supporting western government and being an agent of the CIA because it presents the views of western leaders, and was the first Arab network to interview top Israeli officials” (Johnson & Fahmy, 2008, p. 341). On the other hand, the Western governments accuse the channel for its news coverage that conveyed through a pro-Arab perspective (Johnson and Fahmy, 2008). According to Johnson & Fahmy (2008), “Al-Jazeera scholar Mohammed el-Nawawy contends that criticism from both the Arab and western world demonstrate that Al-Jazeera is a credible source of information” (p. 342). “The common understanding in the news business is that if you anger both sides, you must be doing something right” (el-Nawawy, 2003 cited in Johnson & Fahmy, 2008, p. 342).

Since the start of Al Jazeera Arab satellite news channel, very few research studies have been conducted to describe the station audience group (Auter et al., 2004a).

In fact, most of the available research studies, which have been conducted on Al Jazeera audience group and its credibility in the eyes of its Arab viewers, depended mostly on either online samples or college students samples (Auter et al., 2004a; Ayish, 2004; Auter, 2004; Johnson & Fahmy, 2008; Johnson & Fahmy, 2006). In the Middle East, however, the Internet penetration is low; around 28% where most of these users come from Iran, Saudi Arabia, and Israel (“Internet World Stats,” 2009).

Conducting further similar researches using other sampling techniques may yield different research results. Using other sampling techniques may provide more concrete description of who watches the station in the Arab world, and their perceptions of the station’s credibility. The samples that researchers have selected in their studies were online samples even though only a small strata of Arab society have access to the Internet. Furthermore, research revealing audiences’ demographics and their perceptions of Al Jazeera’s credibility from the perspective of each Arab country population is limited. For example, a study was conducted by Auter et al. (2004a) on “Who Is Al Jazeera’s Audience? Deconstructing the Demographics and Psychographics of an Arab Satellite News Network.” In their study, an online sample of around 5000 participants living in 137 countries around the world has been surveyed online through Al Jazeera website. The survey goal was to obtain the participants’ demographics and psychographics who watch Al Jazeera channel. Out of 5379 participants, only 80 were from Yemen (Auter et al., 2004a).

Another study was conducted by the same group of researchers (Auter et al., 2005) on “Identifying with Arabic Journalists: How Al-Jazeera Tapped Parasocial Interaction Gratifications in the Arab World.” The study targeted an online sample with a

survey posted on Al Jazeera website. They received "...over 5,300 responses from Arabic readers with Internet access in 137 countries around the world" (Auter et al., 2005, p. 189). Also, another recent research study titled "The CNN of the Arab World or a Shill for Terrorists?" conducted by Johnson & Fahmy (2008), targeted an online sample of 731 participants who filled an online survey through Al Jazeera news website.

Muhammad Ayish (2004), however, targeted students randomly selected from the University of Sharjah to test the news credibility scale of Al Jazeera news channel. Jamal & Melkote (2008), on the other hand, conducted a study on "Viewing and Avoidance of Al-Jazeera Satellite Television Channel in Kuwait" where they surveyed around 2000 Kuwaiti through the phone.

D. Al Jazeera Credibility:

In regard to the channel's credibility, the fact that Al Jazeera does not cover any news items concerning its country, Qatar and its government, is an argument raised by many critics. el-Nawawy (2006), and el-Nawawy & Iskandar (2002) argue that "...even Al-Jazeera supporters criticize the station for not scrutinizing the Qatar government with the same fervor of other Arab nations" (Cited in Johnson & Fahmy, 2008, p. 342).

The credibility of the satellite news channel has been of interest to many media researchers. Johnson & Fahmy (2008) focused their study on examining how credible Al Jazeera audiences view the channel's news coverage. Their study surveyed an online purposive sample of 731 participants "...[those] who seek more information from the Al-Jazeera Arabic website...[and] who have access to the Internet" (Johnson & Fahmy,

2008, p. 346). The survey was in Arabic and had been posted on Al Jazeera Arabic website as a hyperlink for three weeks. Of all the participants, 97.6% came from 20 different Arab countries while the rest from non-Arab countries. The majority of participants came from a “highly educated elite background.” Around 50% of the participants held university degrees and an additional 30% of the sample pool held graduate degrees. There were more male than female participants ‘89 to 11%.’ “Respondents reported they were attentive to, and relied heavily on, Al –Jazeera television for news (mean = 4.52 and 4.7 respectively)” (Johnson & Fahmy, 2008, p. 348).

In terms of the channel credibility, five credibility items were measured to reveal the audience perceptions of Al Jazeera channel credibility in comparison to BBC, CNN and local Arab media: source expertise, trustworthiness, in-depth, accuracy, fair and believability. In general, participants rated Al Jazeera channel higher in credibility than BBC, CNN and local Arab media. On a five-point credibility scale, “The mean scores for believability, accuracy and depth of information and trustworthiness and expertise of Al-Jazeera television news were higher than 4.0, which corresponded with ‘considerable’ ...Although the mean scores for the expertise of CNN and BBC were high (mean = 4.06 and 4.2 respectively), all other mean scores were much lower” (p. 349) with Arab local media scoring the lowest (Johnson & Fahmy, 2008).

Al Jazeera, being an international Arab-perspective news channel, has gained the channel both supporters and attackers who hold different stances towards its credibility. Therefore, “the debates over credibility of Al-Jazeera demonstrate that more attention needs to be spent on source credibility, the extent that people judge individual news

organizations as credible” (Johnson & Fahmy, 2008, p. 339). Even though there are a number of dimensions used to measure source credibility, expertise and trustworthiness are the two most important dimensions of all (Goldsmith et al., 2000; and Johnson & Fahmy, 2005 cited in Johnson & Fahmy, 2008). Hovland et al. (1953) defined expertise as “...the degree to which audience members considered someone qualified to know the truth of a topic, while trustworthiness was measured by the degree to which the audience perceived the person was motivated to tell the truth about that topic” (Cited in Johnson & Fahmy, 2008, p. 339). Ralph Berenger (2004), in his book review of Khalid Al-Jaber’s (2004) book “The Credibility of Arab Broadcasting: The Case of Al Jazeera,” highlighted the motives discussed by Al-Jaber that drive Al Jazeera audience to follow the channel including “up-to-date news” and the channels high credibility which is based on “moral” and “audience-oriented” (para. 4). El-Nawawy (2006) also takes the same stance of Al-Jaber saying that “The interesting aspect about Al-Jazeera viewers is that they perceive the network as credible for the very reason of presenting an Arab news perspective that is consonant with their cultural and social values” (p. 31). El-Nawawy (2006) takes his argument further indicating that out of the three important dimensions of any news channel (popularity, objectivity and credibility), credibility, which Al Jazeera has, is what counts the most. In measuring credibility, Johnson and Fahmy (2008) in their study focused on six angles: “the station depth, accuracy, fairness, believability, trustworthiness and expertise” (p. 349).

Hussein Amin (2003), cited in Johnson & Fahmy study (2008), stated that a group of audience members tend to find a medium credible if that medium is not controlled by the government. However, Al Jazeera channel is generally criticized by Arab

governments for the reason that it is not officially controlled by its government and this in the eyes of Arab governments makes it "...an unreliable source at best, and an irresponsible and dangerous source at worst" (Johnson & Fahmy, 2008, p. 341). However, its public audiences find it appealing that Al Jazeera is breaking the norms of Arab government-controlled media through its negative coverage on Arab leaders and governments corruption (Johnson & Fahmy, 2008, p.341). Such news coverage of Al Jazeera has made its public audiences rank it as a credible source for news.

But the degree to how credible such audiences rank the channel is based on a number of factors including educational level of the audience. Auter et al. (2004a) conducted a study on "Who is Al Jazeera's Audience? Deconstructing the Demographics and Psychographics of an Arab Satellite News Network". Given the wide popularity of Al Jazeera world wide, their study was led by the curiosity to reveal the characteristics of those who watch Al Jazeera news channel's specifically those audiences in the Middle East. The main research question of the study was 'Who is watching Al Jazeera and how much time are they spending with the network?' In defining 'who' watches the channel, the authors used eight classifications: Audience age, gender, marital status, education, household income, location, religion, and life philosophy. The study used a purposive online sample of 5379. An Arabic survey was posted on Al Jazeera Arabic website for a two-week period. The study yielded various results. In regards to location, the results of the study showed that the participants who filled the online Arabic survey appeared to come from 137 different countries. Out of these 5379 participants, 3782 were from the Arab world. The highest number of participants who live in the Arab world came from Saudi Arabia (1215 participants, 20% of the total sample), Jordan (304 participants),

UAE (356 participants) and Egypt (238 participants). On the other hand, the lowest number of participants came from Iraq (30 participants), Sudan (69 participants), Yemen (80 participants) and Lebanon (94 participants). In addition, the highest number of participants who do not live in the Arab world came from the United States of America (597 participants) (Auter et al., 2004a).

In terms of educational level of the study participants, most of the participants fell in the university level or above range. In other words, 46.4% (n=2497) received a bachelor's degree whereas 18.8% (n=1010) received advance university degrees such as a Masters, Ph.D, J.D. degrees. On the other hand, the rest of the participants who earned a lower-than-university degree have been classified as limited-educated participants. 29.7% (n=1595) of the participants pool received a high school certificate whilst 3.4% (n=186) "...received less than the equivalent of a high school degree" (Auter et al., 2004a, para. 8). According to the study results, participants with limited education (n=969) spent more time watching news on Al Jazeera news channel. "While most viewers watched 3-4 hours of Al Jazeera on average, those with limited education tended to watch about one hour more per day..." (Auter et al., 2004a, para. 8).

In terms of age range and the time spent watching Al Jazeera news channel, most participants fell between the '18 to 65+' age range. The age group '35 to 44', which represents 21.4% n=1151 participants, was "...the group that clearly spent the most time watching Al Jazeera..." (Auter et al., 2004a, para. 5).

In another news credibility study, Muhammad I. Ayish (2004) conducted a study on "News Credibility during the Iraq War: A Survey of UAE Students." His study focused on Arab versus Western 'media exposure patterns' and 'media credibility

perceptions' of university students during the US Iraq invasion. The targeted media included television, newspapers and online news websites. The study surveyed a random convenient sample of students from different colleges at the University of Sharjah in the United Arab Emirates. Ayish (2004) interviewed 150 students and distributed a 10-question survey in different colleges at the same university between May to June 2003. "The survey instrument included a news credibility scale adapted from Gaziano and McGrath (1986)" (Ayish, 2004, para. 13). The credibility scale intended to reveal audiences perceptions of three different media: television, newspapers and online news. "Al Jazeera, Abu Dhabi, Al-Arabiya, MBC, and others" were the study target television news channels. "Al-Khaleej, Al-Ittihand, Al-Bayan, Akhbar Al-Arab, and others" were the target print newspapers. On the other hand, "Al Jazeera.net, IslamOnline, BBC.com, CNN.com and others" were the target online news media (Ayish, 2004, para. 14).

Out of the whole sample, 55% were UAE nationals whilst the rest 45% were from different Arab countries, who all were current students at the University of Sharjah. Out of all media, television scored the highest in term of time spent by viewers following news on the US Iraq invasion. "The fact that television took first place is not surprising since satellite television broadcasting has increasingly become an integral part of daily communication experiences of Arabs (Berenger & Labidi, 2004 cited in Ayish, 2004, para. 18). Moreover, television scored the highest in credibility compared to other media (including newspapers and online news websites). Al Jazeera news channel scored the highest in credibility according to viewers rating (credibility scale mean score 118.74) followed by Abu Dhabi news channel (105.12) then Al Arabiya news channel (64.99) and then MBC (24.62). According to Ayish (2004, para. 25) study findings, viewers who

spend more time watching the channel tend to believe it is more credible than those other channels that viewers spend less time watching. “Common sense dictates that people ascribe their favorite news medium with having high believability, otherwise they could not continue use it” (Ayish, 2004, para. 25).

CHAPTER 4: RESEARCH METHODOLOGY

This study investigates the perceptions of Al Jazeera news channel's image among Yemenis. The study is based on the quantitative survey research methodology. The survey measures variables that aim to reveal perceptions of Al Jazeera's image among Yemenis. The image of Al Jazeera is looked at through two dimensions: its popularity and credibility.

The following are the research questions and hypotheses that guide the study:

I. Primary study group (Al Jazeera viewers):

A. Sample Demographics:

RQ1. Who watches Al Jazeera satellite news channel in Yemen? (Audience demographics)

B. Popularity:

RQ2. How much time do Al Jazeera channel viewers in Yemen spend in watching the station's news?

RQ3. What are the differences in Al Jazeera viewership among the three socioeconomic classes: low, middle and high socioeconomic classes?

RQ4. Among Al Jazeera viewers, how popular is Al Jazeera news channel in Yemen in comparison to other Arabic language satellite news channels (Al Arabiya, Al Hurra, BBC Arabic, Al Alam, Rusiya Alyoum and France 24)?,

RQ5. What attracts Al Jazeera viewers in Yemen most about the channel? **RQ6.** What are the differences in the level of agreement among the three socioeconomic classes in regards to the reasons that most attract Al Jazeera viewers to watch the channel?

Auter et al. (2004a) looked at audience education and found that some study participants received university level education (including bachelors degree or its equivalent (Number of participants, N=2497), Master's degree, Ph.D or other similar advance degrees (Number of participants, N=1010)) while other participants received only school education (Number of participants, N=1595) or less than high school education equivalent (Number of participants, N=186). "While most viewers watched 3-4 hours of Al Jazeera on average, those with limited education tended to watch about one hour more per day (less than or equal to a US high school degree: Number of participants, N=969)" (Auter et al., 2004a, para. 8).

Based on the above educational level and exposure level relationship, the following relationship is hypothesized:

RH1. Viewers with limited education tend to spend more time watching Al Jazeera than those with higher education.

C. Credibility:

RQ1. In general, to what extent do Al Jazeera viewers in Yemen perceive the channel as credible in reporting its daily news?

RQ2. How credible do Al Jazeera viewers in Yemen perceive the channel in covering the two major news events in Yemen (the Southern Yemenis Movement and the Northern Yemenis Rebellion)?

Based on Ayish's (2004) study "News Credibility during the Iraq War: A Survey of UAE Students" and Auter et al. (2004b) study "News Credibility in the Arab World: An Analysis of Arabic People's Usage Patterns of Al-Jazeera after September 11, 2001 and Before the Iraq War," the following relationship was hypothesized:

RH1. Those with heavy exposure to Al Jazeera news channel are more likely to perceive it as more credible than those with light exposure.

Westley & Severin (1964), in their study "Some Correlates of Media Credibility" cited in Johnson & Fahmy's (2008), hypothesized the following relationships:

RH2. Viewers who are better educated are likely to view media as less credible.

Based on the study "See No Evil, Hear No Evil, Judge as Evil?" conducted by Johnson & Fahmy (2006), the following was hypothesized:

RH3. Participants from a low socioeconomic class are more likely to perceive a medium more credible than those from high socioeconomic class.

II. Secondary study group (Al Jazeera non-viewers):

A. Reasons for not viewing Al Jazeera:

RQ1. Why do Al Jazeera non-viewers not watch the channel?

B. Al Jazeera popularity among other channels:

RQ2. Among Al Jazeera non-viewers, how popular is Al Jazeera news channel in Yemen in comparison to other Arabic language satellite news channels (Al Arabiya, Al Hurra, BBC Arabic, Al Alam, Rusiya Alyoum and France 24)?

Operational Definitions

Al Jazeera:

The Qatar-based 24/7 Arab satellite news channel.

Arabic language satellite news channels:

Six other Arabic language satellite news channels that launched after Al Jazeera will be investigated: Al Arabiya, Al Hurra, BBC Arabic, Al Alam, Rusiya Alyoum and France 24.

Audience demographics:

Participants' age, gender, education level, marital status, and occupation.

Education:

No education:

Those who have not received any education neither in schools nor universities.

Limited education:

Those who have attended school until high school only (Grade 1 through Grade 12).

Higher education:

Those who have done further education after high school.

Age:

Age is categorized as follow:

Youth:

Those who are 17 to less than 25 years old.

Middle age:

Those who are 25 to less than 45 years old.

Old age:

Those who are 45+ years old.

Exposure:

The number of hours spent watching Al Jazeera news channel per day.

Light exposure:

Those who watch Al Jazeera for under one hour per day.

Medium exposure:

Those who watch Al Jazeera between 1 to under three hours per day.

Heavy exposure:

Those who watch Al Jazeera three hours or more per day.

Socio-economic class:

The classifications of participants' socio-economic level measured by residential area in the Sana'a City according to previous media studies which were conducted in Sana'a using quota sample by Al Faqeeh (1998).

Low socioeconomic class:

Those participants who reside in one of the following streets: Mathbah, Al Qa'a, North Al Safiya, Sa'awan, Old Sana'a, Shou'ob and Khawlan.

Middle socioeconomic class:

Those participants who reside in one of the following streets: Al Da'airi, Hayil, Sheraton, South Al Safiya, Al Adel, Al Hasabah, Al Kuwait, Al Zira'ah and Bir Oubaid.

High socioeconomic class:

Those participants who reside in one of the following streets: Al Tahrir, Al Qiyadah, Al Zubaiyri, Al Haiy Al Siyasi, Hadda, Al Asbahi, Soufan and Al Siteen.

Perceptions of Al Jazeera popularity:

Popularity will be measured through the following concepts:

1. Al Jazeera popularity rank among other prominent Arabic satellite news channel measured through questions asked:
 - A. If the participant watches Al Jazeera and what attracts them most about the channel.
 - B. Al Jazeera rank in term of preference among other well known Arab satellite news channels.
2. Exposure: As defined in previous page 41.

Perceptions of Al Jazeera credibility:

Perceptions of Al Jazeera viewers in Yemen about its news coverage credibility will be measured through two different dimensions:

1. Perceptions of Al Jazeera news events coverage credibility in general among its viewers in Yemen.
2. Perceptions of Al Jazeera news coverage credibility of the two recent major news events in Yemen (the Southern Yemenis movement and the Northern Yemenis rebellion) among its Yemeni viewers.

Both dimensions will be measured through a 5-point semantic differential scale consisting of 12 bipolar words/phrases developed by Gaziano and McGrath (1986):

- A. Fair/Unfair
- B. Factual/Opinionated
- C. Tells the whole story/doesn't tell the whole story
- D. Accurate/inaccurate
- E. Does watch after viewers' interests/ doesn't watch after viewers' interests
- F. Is concerned about the Middle East's well-being/ Is not concerned...etc
- G. Does separate fact and opinion/doesn't separate fact and opinion
- H. Trusted/not trusted
- I. Concerned about the public interest/ concerned about profit making
- J. Biased/unbiased
- K. Has well-trained news reporters/poorly trained news reporters

L. Has well-trained news presenters/poorly trained news presenters

The two major recent news events about Yemen:

The Southern Yemenis movement and the Northern Yemenis rebellion.

Reasons motivating viewers to watch Al Jazeera:

Viewers' motivation towards accepting to watch Al Jazeera will be measured through Likert-scale, which consists of 15 statements, to show the level of agreement of the participants towards each statement. The statements have been pulled out of the literature review and they are:

1. I follow news on Al Jazeera because I feel connected to it since it is a regional channel.
2. I follow news on Al Jazeera because it is a 24/7 news channel.
3. I follow news on Al Jazeera because its news sources are credible.
4. I follow news on Al Jazeera because it presents up-to-date news.
5. I follow news on Al Jazeera because it carries extensive news coverage in Arabic.
6. I follow news on Al Jazeera because it broadcasts comprehensive live news and graphic images.
7. I follow news on Al Jazeera because it presents news with strong dramatic documentaries.
8. I follow news on Al Jazeera because it invites experts to give their professional opinion on the news events.
9. I follow news on Al Jazeera because it presents all views and opinions on an issue.
10. I follow news on Al Jazeera because it carries comprehensive news coverage of timely events.

11. I follow news on Al Jazeera because it does not censor its news coverage.
12. I follow news on Al Jazeera because it extensively covers the events occurring in the Arab world.
13. I follow news on Al Jazeera because it commits to accuracy and balance.
14. I follow news on Al Jazeera because its news reporters are trained well.
15. I follow news on Al Jazeera because it presents news from an Arab perspective.

Research Sample:

The population of the study is divided into two groups: the primary study group and the secondary study group. The primary study group will consist of those Yemenis who have access to satellite news channels and they watch Al Jazeera news channel. The secondary study group will consist of those Yemenis who have access to satellite news channels but they do not watch Al Jazeera.

The study will use a non-probability sampling technique: purposive/quota sample. The purposive sample will be Yemeni nationals who reside in Yemen, those who have access to satellite channels and those who watch Al Jazeera news channel (or do not watch Al Jazeera in the case of secondary study group).

Quota sample is utilized to try to reach a fair representation of the population. Therefore, nine different socioeconomic/educational levels will be targeted. In terms of socioeconomic level, there are three levels: low, middle and high socioeconomic classes. In terms of educational level, there are three levels as well: University degrees holders,

school degree holders and those who have not received any education neither in schools nor universities.

The study sample constitutes of 445 participants (320 Al Jazeera viewers and 125 non-viewers). The survey was distributed in Arabic. At first, the survey was designed in English, then translated to Arabic, then translated back to English to ensure proper quality translation. The study was carried out in the capital of Yemen, Sana'a.

A couple of previous media studies were conducted in Sana'a using quota sample. Mohamed Abdel Wahab Al Faqeeh (1998) visited government offices to help find the strata that are found in the capital and he reached to the following results:

The capital Sana'a consists of 24 streets that represent low, middle and high socioeconomic classes as follows:

- Low socioeconomic class's streets: Mathbah, Al Qa'a, North Al Safiya, Sa'awan, Old Sana'a, Shou'ob and Khawlan.
- Middle socioeconomic class's streets: Al Da'airi, Hayil, Sheraton, South Al Safiya, Al Adel, Al Hasabah, Al Kuwait, Al Zira'ah and Bir Oubaid.
- High socioeconomic class's streets: Al Tahrir, Al Qiyadah, Al Zubaiyri, Al Haiy Al Siyasi, Hadda, Al Asbahi, Soufan and Al Siteen.

Al Faqeeh (1998) depended on information provided by specialized government offices in Sana'a based on the rental value of those streets to categorize them into the three socioeconomic levels.

In addition, surveys also cover three strata of participants in Sana'a based on educational level. Educational level here is defined on the basis of: 1. Those who have

university degrees (Bachelors, Masters, Doctorates...etc), 2. Those who have received school education only (High school, secondary school, primary school), and 3. Those who had no school education at all. The reason is that socioeconomic class is not enough and needs the education factor to complement it. In Yemen, people can be rich but uneducated, poor and educated, rich and educated, and poor and uneducated. The capital Sana'a contains all these four social strata.

Therefore, if both socioeconomic and educational strata are combined, nine total strata will be targeted for this study:

1. Participants from high-socioeconomic class, but no education.
2. Participants from high-socioeconomic class with school education.
3. Participants from high-socioeconomic class with university education.
4. Participants from middle-socioeconomic class, but no education.
5. Participants from middle-socioeconomic class with school education.
6. Participants from middle-socioeconomic class with university education.
7. Participants from low-socioeconomic class, but no education.
8. Participants from low-socioeconomic class with school education.
9. Participants from low-socioeconomic class with university education.

CHAPTER 5: RESULTS

After distributing and collecting the questionnaires from the study participants in the capital of Yemen, Sana'a City, the data were entered into SPSS, a professional software for advanced data analysis.

The study targeted two samples: A) Those who watch Al Jazeera news channel and B) those who do not watch the channel. The main study sample is those who watch Al Jazeera, however, the researcher chose to include a sample of non-viewers to the study to explore reasons for not following news on Al Jazeera channel.

The main study group (Al Jazeera viewers) consisted of 314 participants whereas the secondary study group (Al Jazeera non-viewers) consisted of 126 participants. There was a filtering question at the beginning of the questionnaire that separated those who watch Al Jazeera and those who do not. The filtering question was "*Do you watch Al Jazeera satellite television news channel?*"

I. Primary study group (Al Jazeera viewers):

This section investigated a number of research questions and hypotheses that aim to reveal perceptions of Al Jazeera image among its viewers in Yemen about the channel popularity and credibility.

A. Sample Demographics:

Sample demographics were revealed through the following research question:

RQ1. Who watches Al Jazeera satellite news channel in Yemen?

RQ1. Who watches Al Jazeera satellite news channel in Yemen? There were six questions in the questionnaire that were designed to answer this research question: age, gender, marital status, residential area, educational level and profession. As stated earlier, the main sample group consisted of 314 participants.

Age: Age was classified into three categories as shown in table 5.1: A) 17- less than 25, B) 25- less than 45, and C) 45+.

Most participants' age fell in the "25- less than 45" age group (65.36% of the main sample) whereas 26.8% of the total sample fell in the "17- less than 25", and 7.84% of the sample fell in the "45+" age group.

Table 5.1. Age classifications.

Age		Frequency	Valid Percent
Valid	17 - <25	82	26.80%
	25 - <45	200	65.36%
	45+	24	7.84%
	Total	306	100%
	missing	8	
Total		314	

Gender: According to Table 5.2, most of the participants are male (70.7% of the main sample) whereas the rest are females (29.30% of the main sample).

Table 5.2. Participants' gender distribution.

Gender		Frequency	Valid Percent
Valid	Female	92	29.30%
	Male	222	70.70%
	Total	314	100%
	Missing	0	
Total		314	

Marital status: According to Table 5.3, most of the participants are married (60.1% of the main sample), 37.9% are single, 1% are divorced and 1% are widowed.

Table 5.3. Participants' marital status.

Marital Status		Frequency	Valid Percent
Valid	Single	118	37.9%
	Married	187	60.1%
	Divorced	3	1%
	Widowed	3	1%
	Total	311	100%
	Missing	3	
Total		314	

Residential area: As operationally defined, the residential area was divided into three classifications: A) low socioeconomic class residential area, B) middle socioeconomic class and C) high socioeconomic class. According to Figure 5.1, 35.03% of the main sample fell in the middle socioeconomic class while 34.08% fell in the high socioeconomic class and the remaining 30.89% fell in the low socioeconomic class.

Figure 5.1. Participants' residential area distribution.



Education: It was divided into three classifications: A) No formal education, B) School education and C) University education. According to Table 5.4, most of the sample fell in the university level classification constituting 58.2% of the main sample followed by 31.51% school education and 10.29% no formal education.

Table 5.4. Participants' level of education.

Education		Frequency	Valid Percent
Valid	No formal education	32	10.29%
	School education	98	31.51%
	University education	181	58.20%
	Total	311	100%
	Missing	3	
Total		314	

Profession: According to Table 5.5, 36.04% of the main sample work in the private sector, 24.03% work in public sector, 16.23% are students, 9.416% are self-employed, 8.117% are housewives, 3.896% are craftsmen/workers while 2.273% are retired.

Table 5.5. Participants' profession.

Profession		Frequency	Valid Percent
Valid	Private sector	111	36.04%
	Public sector	74	24.03%
	Student	50	16.23%
	Retired	7	2.273%
	Housewife	25	8.117%
	Craftsman/Worker	12	3.896%
	Self-employed	29	9.416%
	Total	308	100%
	Missing	6	
Total		314	

B. Popularity:

Popularity of Al Jazeera was investigated through the following research questions:

RQ2. How much time do Al Jazeera channel viewers in Yemen spend in watching the station's news?

RQ3. What are the differences in Al Jazeera viewership among the three socioeconomic classes: low, middle and high socioeconomic classes?

RQ4. Among Al Jazeera viewers, how popular is Al Jazeera news channel in Yemen in comparison to other Arabic language satellite news channels (Al Arabiya, Al Hurra, BBC Arabic, Al Alam, Rusiya Alyoum and France 24)?

RQ5. What attracts Al Jazeera viewers in Yemen most about the channel?

RQ6. What are the differences in the level of agreement among the three socioeconomic classes in regards to the reasons that most attract Al Jazeera viewers to watch the channel?

In addition to the above research questions, the following hypothesis is tested:

RH1. Viewers with limited education tend to spend more time watching Al Jazeera than those with higher education.

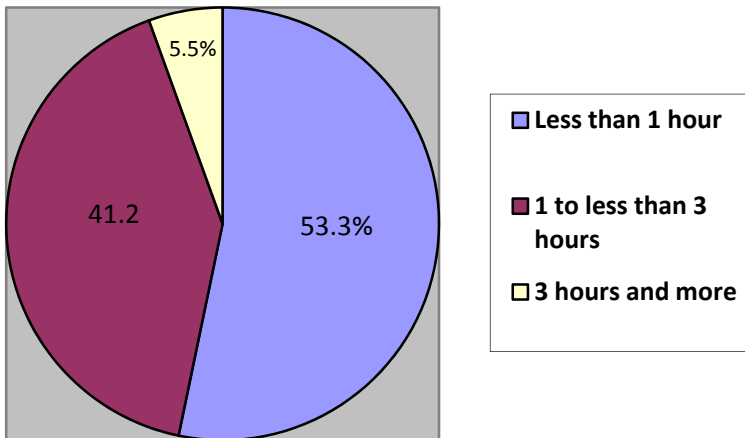
RQ2. How much time do Al Jazeera channel viewers in Yemen spend in watching the station's news?

There was one question in the questionnaire that targeted answering this question. Each participant was asked how many hours on average does he/she spend watching news on Al Jazeera channel per day.

The number of hours each participant spends watching Al Jazeera news coverage per day was divided into three classifications: A) Less than one hour, B) 1 to less than 3 hours and C) 3 hours or more.

According to Figure 5.2, more than half the number of participants indicated they spend less than one hour watching the channel per day (53.3% of the primary study group) while 41.2% spend 1 to less than 3 hours watching the channel per day, and only 5.5% spend three hours or more watching news on Al Jazeera per day.

Figure 5.2. The percentage of participants watching Al Jazeera news channels per day according to the three classifications.



RQ3. What are the differences in Al Jazeera viewership among the three socioeconomic classes: low, middle and high socioeconomic classes?

As mentioned earlier, the primary study group consisted of 97 participants from low socioeconomic class (30.89% of the primary study group), 110 participants from middle socioeconomic class (35.03%), and 107 participants from high socioeconomic class (34.08%).

According to table 5.6, the percentage scores of the three socioeconomic classes in each viewership level is very close to the mean score of that viewership level. To reveal whether there is significance among the percentage of participants in each socioeconomic class with each viewership level mean, a Chi-square was calculated. The Chi-square among classes (χ^2) = 2.00 which shows no significance where (p= 0.7358) and (df=4) indicating no differences between the distribution of time spent per day

watching news on Al Jazeera channel in each class. Therefore, there are no significant differences in Al Jazeera viewership among the three socioeconomic classes.

Table 5.6. The difference between the number of hours spent watching Al Jazeera channel per day among the three socioeconomic classes.

Number of hours per day	Percentage of participants in each socioeconomic class			
	Low	Middle	High	Mean
A. Less than one hour	53.9	52.0	53.9	53.3
B. 1 to less than 3 hours	40.4	41.0	42.3	41.2
C. 3 hours or more	5.6	7.0	3.8	5.5

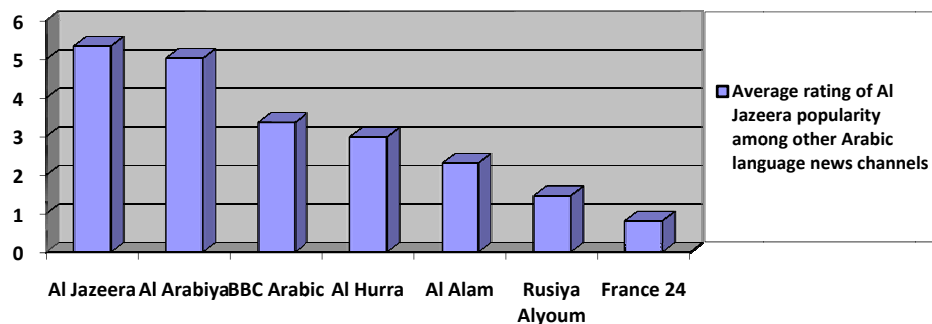
RQ4. Among Al Jazeera viewers, how popular is Al Jazeera news channel in Yemen in comparison to other Arabic language satellite news channels (Al Arabiya, Al Hurra, BBC Arabic, Al Alam, Rusiya Alyoum and France 24)?

There were two questions that targeted comparing Al Jazeera popularity to other Arabic language news channels. In the first question, Al Jazeera viewers were asked to rank seven Arabic language satellite channels from 1 to 7 according to their preference, where 7 is their most favorite and 1 is their least favorite. In the second question, Al Jazeera viewers were asked how often they follow news on the seven Arabic language

news channels. Each of the seven channels was listed on a five-point scale that included the following exposure terms: Never, rarely, sometimes, frequently and always.

In terms of ranking the seven channels from 1 to 7 according to preference, Al Jazeera ranked the highest in preference scoring 5.34 out of 7 followed by Al Arabiya (5.02), BBC Arabic (3.36), Al Hurra (2.98), Al Alam (2.31), Rusiya Alyoum (1.46) then France 24 (0.81). Figure 5.3 shows the average ratings of Al Jazeera popularity among other Arabic language news channels.

Figure 5.3. The average rating of the channels in term of preference.

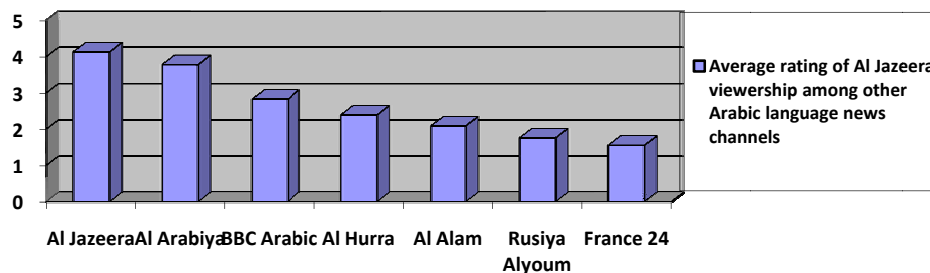


Note: The higher the average rating of a channel the more preferred it is by viewers.

In terms of how often participants watch the seven channels, Al Jazeera ranked the most frequent scoring 4.13 (where 1=never, 2=rarely, 3=sometimes, 4=frequently and 5=always), followed by Al Arabiya (3.78), BBC Arabic (2.82), Al Hurra (2.39), Al alam (2.09), Rusiya Alyoum (1.76) then France 24 (1.55). Al Arabiya and Al Jazeera have

means of above 3 rating, which indicates they are at the 'Frequently to Always' level of viewership. BBC and Al Hurra are in the 'sometimes' level, while the rest of the channels are at the 'rarely' or 'Never' level. Figure 5.4 shows the average score of viewership of Al Jazeera channel among other Arabic language news channels.

Figure 5.4. The frequency of following news on the channels.



Note: The higher the average rating of a channel the more frequent it is watched by participants.

RQ5. What attracts Al Jazeera viewers in Yemen most about the channel? This was measured through 15 statements on a scale from 1 to 5 ranging from 1=strongly disagree to 5=strongly agree. The researcher calculated the mean score of all statements and ranked them from highest to lowest according to the mean score.

The statement with the highest mean score was “I follow news on Al Jazeera because it is a 24/7 news channel” with a mean score of 4.29. On the other hand, the statement with the lowest mean score was “I follow news on Al Jazeera because its news sources are credible” with a mean score of 3.26.

The overall mean score measuring the 15 statements was 3.90. Table 5.7 shows mean scores of all statements, standard deviations and ranking of the statements from highest to lowest according to mean score. It is important to note that most participants were between agree and strongly agree with the listed statements. However, there were three statements out of the fifteen statements that most participants felt reluctant to agree with and decided to show neutrality in their opinion. The statements are: “I follow news on Al Jazeera because it commits to accuracy and balance”, “I follow news on Al Jazeera because it does not censor its news coverage”, and “I follow news on Al Jazeera because its news sources are credible.”

Table 5.7. The level of agreement with the 15 statements concerning Al Jazeera popularity.

Statements arranged according to the mean ratings	Average ratings		
	Mean	SD	Order
9. I follow news on Al Jazeera because it is a 24/7 news channel.	4.29	0.057	1
12. I follow news on Al Jazeera because it carries extensive news coverage in Arabic.	4.26	0.056	2
19. I follow news on Al Jazeera because it extensively covers the events occurring in the Arab world	4.21	0.006	3
13. I follow news on Al Jazeera because it broadcasts comprehensive live news and graphic images	4.17	0.059	4
11. I follow news on Al Jazeera because it presents up-to-date news.	4.15	0.146	5
17. I follow news on Al Jazeera because it carries comprehensive news coverage of timely events	4.11	0.060	6
14. I follow news on Al Jazeera because it presents news with strong dramatic documentaries.	4.02	0.087	7
21. I follow news on Al Jazeera because its news reporters are trained well	4.02	0.329	8
22. I follow news on Al Jazeera because it presents news from an Arab perspective.	3.99	0.098	9
8. I follow news on Al Jazeera because I feel connected to it since it is a regional channel.	3.88	0.060	10
15. I follow news on Al Jazeera because it invites experts to give their professional opinion on the news events.	3.85	0.148	11
16. I follow news on Al Jazeera because it presents all views and opinions on an issue	3.56	0.441	12
20. I follow news on Al Jazeera because it commits to accuracy and balance	3.43	0.329	13
18. I follow news on Al Jazeera because it does not censor its news coverage	3.30	0.370	14

10. I follow news on Al Jazeera because its news sources are credible.	3.26	0.439	15
Mean	3.90		

Note: the statements are put in order in terms of ranking from highest level of agreement mean (0-5) score to lowest.

RQ6. What are the differences in the level of agreement among the three socioeconomic classes in regards to the reasons that most attract Al Jazeera viewers to watch the channel?

According to table 5.8, the differences between the three socioeconomic classes in their agreement to the 15 listed statements are not significant. ANOVA statistical analysis was used to reveal any significance between the three classes:

ANOVA: F between classes = 2.3487 which is not significant (p=0.1079) (df 2/42) indicating no significant differences between classes in the level of agreement. The range of mean average ratings is between 3.73 (high class) to 4.00 (low class), all are at or near the 'Agree' level range.

Table 5.8. The level of agreement of the three socioeconomic classes with the 15 statements concerning Al Jazeera popularity.

Statements arranged according to the mean ratings	Socioeconomic classes' average ratings					Order
	Low	Middle	High	Mean	SD	
9. I follow news on Al Jazeera because it is a 24/7 news channel.	4.34	4.31	4.23	4.29	0.057	1
12. I follow news on Al Jazeera because it carries extensive news coverage in Arabic.	4.27	4.31	4.20	4.26	0.056	2
19. I follow news on Al Jazeera because it extensively covers the events occurring in the Arab world	4.20	4.21	4.21	4.21	0.006	3
13. I follow news on Al Jazeera because it broadcasts comprehensive live news and graphic images	4.13	4.15	4.24	4.17	0.059	4
11. I follow news on Al Jazeera because it presents up-to-date news.	4.21	4.25	3.98	4.15	0.146	5
17. I follow news on Al Jazeera because it carries comprehensive news coverage of timely events	4.17	4.05	4.12	4.11	0.060	6
14. I follow news on Al Jazeera because it presents news with strong dramatic documentaries.	4.04	4.09	3.92	4.02	0.087	7
21. I follow news on Al Jazeera because its news reporters are trained well	4.13	4.28	3.65	4.02	0.329	8
22. I follow news on Al Jazeera because it presents news from an Arab perspective.	4.10	3.96	3.91	3.99	0.098	9
8. I follow news on Al Jazeera because I feel connected to it since it is a regional channel.	3.89	3.82	3.94	3.88	0.060	10
15. I follow news on Al Jazeera because it invites experts to give their professional opinion on the news events.	4.01	3.81	3.72	3.85	0.148	11
16. I follow news on Al Jazeera because it presents all views and opinions on an issue	3.93	3.67	3.07	3.56	0.441	12

20. I follow news on Al Jazeera because it commits to accuracy and balance	3.68	3.56	3.06	3.43	0.329	13
18. I follow news on Al Jazeera because it does not censor its news coverage	3.58	3.44	2.88	3.30	0.370	14
10. I follow news on Al Jazeera because its news sources are credible.	3.36	3.64	2.78	3.26	0.439	15
Mean	4.00	3.97	3.73	3.90		
	0.274	0.294	0.521	0.349		

Note: the statements are put in order in terms of ranking from highest level of agreement mean (0-5) score to lowest.

RH1. Viewers with limited education tend to spend more time watching Al Jazeera than those with higher education, two survey questions contributed to understanding this hypothesis.

In one question, participants were asked about their educational level, which in this study education has three operational defined levels. In the other question, participants were asked how many hours they spend watching Al Jazeera news channel per day. The educational levels were cross-tabulated with the number of hours.

Exposure has been operationally defined as follow: less than one hour is considered low exposure, one to less than three hours is considered medium exposure while three hours and more is considered high exposure. Table 5.9 shows that 11 viewers out of the 174 participants with university and above education scored the highest in exposure while only 1 out of the 27 participants with no formal education scored the lowest in exposure. ANOVA is calculated where $F= 0.013$ while $P= 0.987$ which shows no significance and therefore, the hypothesis is rejected.

Table 5.9. The three educational levels against exposure frequency.

Education	Exposure time/day				
	Frequency (score)				
	<1hour	1 - <3 hours	3+ hours	Total	Mean
No formal education	11 (0.41)	15 (1.11)	1 (0.11)	27(1.63)	0.54
Up to High school	49 (0.54)	38 (0.84)	3 (0.10)	90(1.49)	0.50
University and above	96 (0.5)	67 (0.77)	11(0.19)	174(1.51)	0.50

C. Credibility:

Credibility of Al Jazeera was investigated through the following research questions:

RQ1. In general, to what extent do Al Jazeera viewers in Yemen perceive the channel as credible in reporting its daily news?

RQ2. How credible do Al Jazeera viewers in Yemen perceive the channel in covering the two major news events in Yemen (the Southern Yemenis movement and the Northern Yemenis rebellion)?

In addition to the above research questions, the following hypotheses are tested:

RH1. Those with heavy exposure to Al Jazeera news channel are more likely to perceive it as more credible than those with light exposure.

RH2. Viewers who are better educated are likely to view media as less credible.

RH3. Participants from a low socioeconomic class are more likely to perceive a medium more credible than those from high socioeconomic class.

RQ1. In general, to what extent do Al Jazeera viewers in Yemen perceive the channel as credible in reporting its daily news?

A semantic differential News Credibility Scale, developed by Gaziano and McGrath (1986), targeted revealing viewers' perceptions about Al Jazeera credibility in reporting its daily news. The 5-point scale consisted of 12 bipolar words/phrases which are: Fair/Unfair, Factual/Opinionated, Tells the whole story/doesn't tell the whole story, Accurate/inaccurate, Does watch after viewers' interests/ doesn't watch after viewers' interests, Is concerned about the Middle East's well-being/ Is not concerned about the

Middle East's well-being, Does separate fact and opinion/doesn't separate fact and opinion, Trusted/not trusted, Concerned about the public interest/ concerned about profit making, Biased/unbiased, Has well-trained news reporters/poorly trained news reporters, Has well-trained news presenters/poorly trained news reporters.

Table 5.10 shows both the mean score of each bipolar word/phrase and the overall mean and standard deviation of all words/phrases combined.

It is clear that the study participants have rated Al Jazeera somehow credible in reporting its daily news through both the mean of each bipolar word/phrase and through the overall mean of the credibility scale. The more the credibility scale is towards the number 1 the more the viewers think it has no credibility whilst the more it is towards the number 5 the more the viewers think it is credible and we can see the credibility scale is 3.39. There were two statements though which scored the highest mean score. The two statements are: "It has well-trained news reporters" and "It has well-trained news presenters" with a 4.06 and 4.28 mean score respectively. On the other hand, there is one statement that scored the least mean score and leans more toward negative credibility. The statement is: "Is concerned about the Arab World's well-being" with a 2.73 mean score.

Table 5.10. The mean score of each bipolar word/phrase and the overall mean and standard deviation of all words/phrases combined.

In my opinion, Al Jazeera satellite television news channel:	Mean
Is fair	3.37
Is factual	3.45
Tells the whole story	3.25
Is accurate	3.45
Does watch after viewers' interests	3.37
Is concerned about the Arab world's well-being	2.73
Does separate fact and opinion	3.34
Can be trusted	3.13
Is concerned about the public interest	3.14
Is unbiased	3.17
Has well-trained news reporters	4.06
Has well-trained news presenters	4.28
Overall mean	3.39
Overall SD	0.415

RQ2. How credible do Al Jazeera viewers in Yemen perceive the channel in covering the two major news events in Yemen (the Southern Yemenis movement and the Northern Yemenis rebellion)?

The same credibility scale used in the previous research question with the same number of bipolar word/phrases except in this scale it reveals perceptions of Al Jazeera viewers in regard to its credibility in its news coverage of the two major news events in Yemen. Table 5.11 shows both the mean score of each bipolar word/phrase and the overall mean and standard deviation of all words/phrases combined.

Unlike the previous credibility scale, Al Jazeera viewers perceive the channel not credible in its news coverage of the two major news events in Yemen. Both the mean of each bipolar word/phrase and the overall mean of the credibility scale is leaning more towards the negative side of the scale. Most statements have a mean score of less than or equal to 2.5. The two statements with the lowest mean score are “Is concerned about Yemen’s well-being” and “It is unbiased” with a 2.25 and 1.52 mean score respectively. The overall credibility scale is 2.52 which clearly indicate that, in the eyes of Al Jazeera Yemeni viewers, Al Jazeera is not a credible source in regard to its news coverage of the two major news events. Therefore, they rated the channel as negative in credibility.

Table 5.11. The mean score of each bipolar word/phrase and the overall mean and standard deviation of all words/phrases combined.

In my opinion, Al Jazeera satellite television news channel:	Mean
Is fair	2.43
Is factual	2.46
Tells the whole story	2.35
Is accurate	2.48
Does watch after viewers' interests	2.49
Is concerned about Yemen's well-being	2.25
Does separate fact and opinion	2.52
Can be trusted	2.45
Is concerned about the public interest	2.46
Is unbiased	1.52
Has well-trained news reporters	3.32
Has well-trained news presenters	3.51
Over all mean	2.52
Overall SD	0.436

RH1. Those with heavy exposure to Al Jazeera news channel are more likely to perceive it as more credible than those with light exposure.

This hypothesis was tested first through asking participants how many hours they watch Al Jazeera channel per day. Then the credibility scale was utilized asking the participants how they perceive Al Jazeera credibility in its news coverage (credibility scale consisting of the 12 bipolar words/phrases). In terms of time exposure, three levels have been operationally defined: light viewing (less than one hour), medium viewing (one to less than three hours) and heavy viewing (three hours and more). In terms of Al Jazeera credibility, the scale was grouped into three classifications, negative view of credibility (between 1 and 2), neutral view of credibility (3) and positive view of credibility (between 4 and 5). Table 5.12 shows that those who spend 3 or more hours watching Al Jazeera per day viewed Al Jazeera more credible than the others. The mean score of the high exposure (1.16) was much higher than the medium and low exposure (0.84 and 0.81 respectively).

Looking at the individual score values, it is found that the high exposure against the positive credibility is the highest value 1.97), however, the ANOVA test shows $F=0.82$ and $P= 0.484$, which indicates no significance. The reason behind such a result could be the very low number of viewers in the high exposure category (16 viewers only out of 295) which could bias the mean scores. Therefore, the hypothesis, “those who spend heavy time watching Al Jazeera news channel are more likely to perceive it more credible than those who spend light time watching it,” is rejected.

Table 5.12. The credibility level of Al Jazeera against exposure time.

Exposure time/day	Credibility of Al Jazeera channel			
	Frequency (Mean score)			
	Negative (1+2)	Neutral (3)	Positive (4+5)	Total
Less than 1 hr	91 (0.86)	35 (0.66)	32 (0.91)	158 (0.81)
1 – less than 3 hrs	62 (0.77)	35 (0.87)	24 (0.89)	121 (0.84)
3 and more hrs	2 (0.19)	7 (1.31)	7 (1.97)	16 (1.16)

RH2. Viewers who are better educated are likely to view media as less credible, two questionnaire questions contributed to explain the hypothesis. The first is asking participants about their educational level which has been operationally defined into three classifications: participants with no formal education, participants with school education and participants with university education and above. The other question targeted Al Jazeera credibility in a form of scale. The scale was grouped into three classifications, negative view of credibility (between 1 and 2), neutral view of credibility (3) and positive view of credibility (between 4 and 5). Table 5.13 shows that the mean scores of the three education categories were almost similar which indicate no difference between the education levels concerning their rating of Al Jazeera credibility. ANOVA test shows that

F=0.025 with P=0.96, which indicates no significance. Therefore, the hypothesis, “Viewers who are better educated are least likely to view media credible,” is rejected.

Table 5.13. The credibility level of Al Jazeera against educational level.

Education	Credibility of Al Jazeera News Channel			
	Frequency (Mean score)			
	Negative (1+2)	Neutral (3)	Positive (4+5)	Total
No formal education	4 (0.25)	7 (0.66)	21 (2.82)	32 (3.72)
Up to high school	8 (0.14)	35 (1.07)	55 (2.32)	98 (3.93)
University and above	31 (0.33)	91 (1.5)	60 (1.40)	182 (3.23)

RH3. Participants from a low socioeconomic class are more likely to perceive a medium more credible than those from high socioeconomic class.

To test this hypothesis, participants were asked to state their residential area, which has been classified into three main areas: low socioeconomic, middle socioeconomic and high socioeconomic classes. The credibility scale was then analyzed according to the residential area. Table 5.14 shows both the mean score of each bipolar word/phrase of each socioeconomic class and the overall mean and standard deviation of all words/phrases of each socioeconomic class.

ANOVA was calculated to reveal any significant difference between the three socioeconomic classes in perceiving Al Jazeera credibility. The ANOVA test shows $F=2.062$ and $P=0.143$ indicating no significant differences between classes in the level of perceiving Al Jazeera credibility. The range of mean average ratings is between 3.20 (high socioeconomic class) to 3.57 (middle socioeconomic class) which are all at or near the agree level. Therefore, the hypothesis, “Participants from low socioeconomic class are more likely to perceive a medium credible than those from high socioeconomic class,” is rejected.

Table 5.14. The mean score of each bipolar word/phrase of each socioeconomic class and the overall mean and standard deviation of all words/phrases of each socioeconomic class.

In my opinion, Al Jazeera satellite television news channel:	Average ratings of classes			
	low	Mid	high	Mean
Is fair	3.47	3.56	3.08	3.37
Is factual	3.24	3.63	3.49	3.45
Tells the whole story	3.40	3.47	2.87	3.25
Is accurate	3.31	3.66	3.38	3.45
Does watch after viewers' interests	3.30	3.39	3.42	3.37
Is concerned about the Arab world's well-being	2.98	3.07	2.13	2.73
Does separate fact and opinion	3.27	3.39	3.37	3.34
Can be trusted	3.38	3.47	2.53	3.13
Is concerned about the public interest	3.23	3.22	2.97	3.14
Is biased	3.04	3.26	3.20	3.17
Has well-trained news reporters	4.08	4.30	3.79	4.06
Has well-trained news presenters	4.24	4.44	4.17	4.28
Overall mean	3.41	3.57	3.20	3.39
Overall SD	0.377	0.411	0.544	0.415

II. Secondary study group (Al Jazeera non-viewers):

This section investigated a number of research questions that aim to investigate reasons why Al Jazeera non-viewers do not follow news on Al Jazeera, and the popularity of Al Jazeera news channel among other Arabic language news channels.

A. Reasons for not viewing Al Jazeera:

There was one research question that aimed to explore the different reasons for not viewing Al Jazeera channel:

RQ1. Why do Al Jazeera non-viewers not watch the channel?

To answer this research question, there were two sets of questions in the questionnaire that investigated different possible reasons for not viewing the channel. In both sets of questions, a list of possible reasons were listed. Participants were allowed to tick more than one statement. At the end of each set of questions, there was an open-ended option in case a participant has another reason in mind. All statements were combined as follows: A. It's an unreliable source for news. B. It's dangerous in shaping its news information to its viewers. C. Its news coverage of Arab governments shatters the Arab world unity. D. It supports the western governments' leaders' views. E. It exaggerates its reporting on news events. F. Its news stories are based more on opinion rather than facts. G. Its news coverage of Yemen-related events is not objective. H. I follow other news channels that my social networks (friends, family, co-workers...etc) trust to be reliable. I. I trust my social networks' (friends, family, co-workers...etc) opinions who think Al Jazeera news coverage is biased.

The above statements have been grouped together and then ranked from the strongest reasons to the weakest according to participants' choice. Table 5.15 shows the ranking of the statements from highest to lowest, the frequency and percentage of the participants that chose each statement.

Table 5.15. The ranking of the statements from highest to lowest, the frequency and percentage of Al Jazeera non-viewer participants that chose each statement.

Reasons arranged in order of importance	Frequency	%	order
It exaggerates its reporting on news events.	84	66.7	1
I trust my social networks' (friends, family, co-workers... etc) opinions who think Al Jazeera news coverage is biased.	75	59.5	2
I follow other news channels that my social networks (friends, family, co-workers...etc) trust to be reliable	67	53.2	3
Its news coverage of Yemen-related events is biased.	64	50.8	4
Its news coverage of Arab governments shatters the Middle East unity.	60	47.6	5
It's an unreliable source for news.	57	45.2	6
Its news stories are based more on opinion rather than facts.	44	34.9	7
It supports the western governments' leaders' views.	41	32.5	8
It's dangerous in shaping its news information to its viewers.	40	31.7	9
Other, please specify: *	9		

Total	126		
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Note: One respondent mentioned that the reason for not watching Al Jazeera satellite news channel is the negativity of the channel. Another said he does not follow politics. A third said that he watches other channels. Six other respondents stated the following reasons for not following news on Al Jazeera: “I do not like details”, “Reading is better than watching news on television”, “Al Jazeera is not for this generation, it is the type for fathers and grandparents”, “I always hear my friends say it is trying to make our country Yemen look bad and fakes all its news about Yemen”, “The female announcers have the non-Muslim appearance”, and “The channel works for foreign countries”.

B. Al Jazeera popularity among other channels:

There was one research question that aim to compare Al Jazeera popularity to other Arabic language news channels’ popularity: **RQ2.** Among Al Jazeera non-viewers, how popular is Al Jazeera news channel in Yemen in comparison to other Arabic language satellite news channels (Al Arabiya, Al Hurra, BBC Arabic, Al Alam, Rusiya Alyoum and France 24)?

There were two questions that targeted comparing Al Jazeera popularity to other Arabic language news channels. In the first question, Al Jazeera non-viewer participants were asked to rank seven Arabic language satellite channels from 1 to 7 according to their preference: where 7 is the most favorite to him/her and 1 is the least favorite. In the second question, Al Jazeera non-viewer participants were asked how often do they follow news on the seven Arabic language news channels? Each of the seven channels was listed on a five-point scale that included the following exposure terms: Never, rarely, sometimes, frequently and always.

For the first survey question, Table 5.16 shows the ranking the channels according to preference where 7 is the most favorite and 1 is the least favorite.

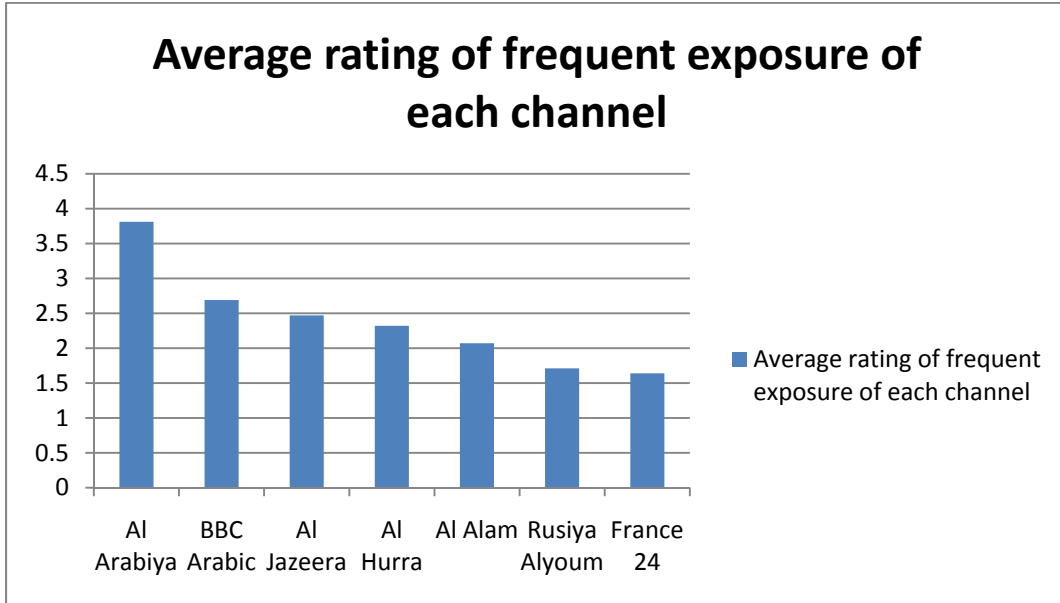
Table 5.16. The ranking of the channels according to preference of Al Jazeera non-viewers where 7 is the most favorite and 1 is the least favorite.

Channels	Average rating of preference of each channel						
	Al Arabiya	BBC Arabic	Al Hurra	Al Jazeera	Al Alam	Rusiyu Alyoum	France 24
Non-viewers	5.05	4.00	3.46	3.13	2.73	1.97	1.46

It is clear that Al Arabiya comes first (5.05) followed by BBC Arabic (4.00) then Al Hurra (3.46) then Al Jazeera (3.13) then Al Alam (2.73) followed by Rusiyu Alyoum (1.97) and finally France 24 (1.46).

For the other question, Figure 5.5 shows how often each of the seven channels is watched ranging between never (1) and always (5). It is clear that Al Arabiya comes first in frequent exposure (3.81) followed by BBC Arabic (2.69) then Al Jazeera (2.47) then Al Hurra (2.32) then Al Alam (2.07) followed by Rusiyu Alyoum (1.71) and finally France 24 (1.64). Some of these who consider themselves as Al Jazeera non-viewers indicated in this question that they rarely or sometimes follow news on Al Jazeera news channel.

Figure 5.5. How often each of the seven channels' news is followed by Al Jazeera non-viewers ranging between never 1 and always 5.



CHAPTER 6: DISCUSSION AND CONCLUSION

I. Discussion:

This study aims to reveal perceptions of Al Jazeera satellite news channel image among its viewers in Yemen after its news coverage of the two major news events: the Southern Yemenis movement and the Northern Yemenis rebellion in Yemen. In more details, the study targeted measuring perceptions of Al Jazeera image in terms of popularity and credibility of the two major news events. The study targeted two groups of samples: primary study group (Al Jazeera viewers) which the study is based on, and secondary study group (Al Jazeera non-viewers) which the study uses only to investigate reasons for not watching the channel and to see how Al Jazeera ranks in the eyes of its non-viewers among other well-known Arabic language satellite news channels. Al Jazeera image, revealed through its popularity and credibility, is investigated through a set of research questions and hypotheses.

Regarding Al Jazeera popularity, measuring exposure of Al Jazeera viewers yielded an interesting finding. More than half the number of participants of the primary study group indicated they spend less than one hour watching the channel per day (53.3% of the primary study group) while 41.2% spend 1 to less than 3 hours watching the channel per day, and only 5.5% of the primary study group spend three hours or more watching news on Al Jazeera per day (Figure 5.2).

This study result contradicts other information sources. According to “Al Jazeera TV Viewer Demographic” (2007) and a BBC feature news story titled “Country Profile: Qatar” (2009), Al Jazeera satellite news channel ‘claims’ that their ‘potential audience’ distributed all over the Arab world, including Yemen, spend an average of three to four

hours a day watching Al Jazeera satellite news channel. The researcher thinks that this contradiction is linked to how the channel's viewers in Yemen perceive its credibility. Since most of the study participants perceive Al Jazeera to be somehow credible in its general news coverage (Table 5.12) and not credible in its news coverage of the Yemen related issues (Table 5.13), its viewers in Yemen watch it less in number of hours than the rest of the Arab world. Therefore, the way its viewers perceive its credibility also plays a role in determining how much time they will spend watching the channel.

In terms of ranking Al Jazeera against six other Arabic language satellite news channels according to preference, Al Jazeera ranked the highest in preference scoring 5.34 out of 7 followed by Al Arabiya (5.02), BBC Arabic (3.36), Al Hurra (2.98), Al Alam (2.31), Rusiya Alyoum (1.46) then France 24 (0.81) (Figure 5.3).

It is important to note how close Al Arabiya scored against Al Jazeera in comparison with the rest of the channels. According to Ralph D. Berenger (2005), in his Book Essay "Al Jazeera: In Pursuit of 'Contextual Objectivity'", the popularity of Al Jazeera channel in the Middle East lies mainly in the fact that its Arab audience see it a regional/local Arab channel. It makes them feel connected to their part of the world and it is a 24/7 Arab news channel. This also may explain why Al Arabiya gets second in highest popularity because its viewers may find it a regional/local Arab channel and sees the world through their lenses.

Popularity RQ5 "What attracts Al Jazeera viewers in Yemen most about the channel?" supports the researcher's argument. There were 15 statements on a scale from 1 to 5 ranging from 1=strongly disagree to 5=strongly agree. The researcher calculated the mean score of all statements and ranked them from highest to lowest according to the

mean score (Table 5.7). The statement with the highest mean score was “I follow news on Al Jazeera because it is a 24/7 news channel” with a mean score of 4.29 out of 5 followed by “I follow news on Al Jazeera because it carries extensive news coverage in Arabic” with a mean score of 4.26 followed by “I follow news on Al Jazeera because it extensively covers the events occurring in the Arab world” with a mean score of 4.21.

Therefore, the results clearly show how popular Al Jazeera channel is in Yemen and how more popular it is compared to the rest of the well-known Arabic language satellite news channels.

Other media studies and literature, such as that of Johnson & Fahmy (2008) and Rugh (2004), discuss how a medium popularity is linked to the credibility of that medium’s news coverage. However, the results of this study show the contrary of what other studies’ results show. The researcher finds out that the reason with the lowest mean score behind Al Jazeera popularity is the statement “I follow news on Al Jazeera because its news sources are credible” with a mean score of 3.26. Therefore, in the case of this study, the channel popularity has no strong link to its credibility.

Regarding Al Jazeera news coverage credibility, its viewers in Yemen ranked Al Jazeera credibility based on two different credibility scales. The first credibility scale was based on Al Jazeera news coverage in general whilst the second credibility scale was based on the two major news events of Yemen (the Southern Yemenis movement and the Northern Yemenis rebellion).

Al Jazeera viewers in Yemen rated the channel as somehow credible in its news coverage in general with an overall mean of 3.39 (Table 5.10). This finding is somehow close to the finding of other media studies such as that of Johnson & Fahmy (2008) that

focused their study on examining how credible Al Jazeera audiences view the channel's news coverage. Their study participants rated Al Jazeera channel high in credibility with a mean score over 4.0 out of 5.

What was surprising, however, is that its viewers perceived the channel not credible in its news coverage of the two major news events of Yemen (the Southern Yemenis movement and the Northern Yemenis rebellion). Both the mean of each bipolar word/phrase and the overall mean of the credibility scale is leaning more towards the negative side of the scale. Most statements have a mean score of less than or equal to 2.5 out of 5 (Table 5.11). The two statements with the lowest mean scores are "Tells the whole story", "Is concerned about Yemen's well-being" and "It is unbiased" with a 2.35, 2.25 and 1.52 mean score respectively.

The overall credibility scale is 2.52 which clearly indicate that, in the eyes of Al Jazeera Yemeni viewers, Al Jazeera is not a credible source in regard to its news coverage of the two major news events. Therefore, they gave the channel a negative credibility.

What was also surprising is how the three credibility hypotheses, RH1. Those with heavy exposure to Al Jazeera news channel are more likely to perceive it as more credible than those with light exposure, RH2. Viewers who are better educated are likely to view media as less credible, and RH3. Participants from a low socioeconomic class are more likely to perceive a medium more credible than those from high socioeconomic class, were all rejected even though they were accepted in some previous research studies (Ayish, 2004; Auter et al., 2004b; Johnson & Fahmy, 2008; Westley & Severin 1964; and Johnson & Fahmy, 2006).

Cognitive consistency theories best describe the reasons behind such results. The four consistency theories that deal with media studies are: A) Heider's Balance Theory, B) Newcombs's Symmetry Theory, C) Festinger's Theory of Cognitive Dissonance, and D) Osgood's Congruity Theory, which all look at cognitive consistency from slightly different angles. One of the core assumptions behind consistency theories, as discussed by Freedman & Sears (1965, p. 69) in their book chapter "Selective Exposure," is that inconsistent information that the media expose to audience members who view the information as inconsistent generates a dissonance feeling forcing the audience member to avoid any further increase in dissonance. Out of the four cognitive consistency theories, Osgood's Congruity Theory is the one that best describes the study results concerning the negative credibility perceived by its Yemeni viewers about the two major news events of Yemen (the Southern Yemenis movement and the Northern Yemenis rebellion). The theory basically deals with three main elements: a) a person (P), b) a source (S), and an object (O). According to Severin & Tankard (2001, p.136), "...a person (*P*) receives an assertion from a source (*S*), toward which he or she has an attitude, about an object (*O*), toward which he or she also has an attitude...how much *P* likes *S* and *O* will determine if a state of congruity or consistency exists."

Zajonc (1960, p.287) argues that what determines the direction of congruity is whether the person (P) shows greater direction to the source (S) or the object (O) and what determines that is the 'prevailing frame of reference.' If we put Al Jazeera news coverage of the two major news events of Yemen with its viewers in this theory, Al Jazeera viewers would be the persons (P), Al Jazeera satellite news channel would be the source (S) whilst Yemen with its two news events as the object (O). Al Jazeera satellite

news channel assertion towards Yemen news coverage is negative while the viewers hold value to their country and nationality, which is the object (O) under negative news coverage. Therefore, when persons (P: Yemeni viewers) receive negative information about an object (O: their country Yemen) that they value, from a media communicator (S: Al Jazeera satellite news channel), the media communicator viewers will probably attack the channels credibility (Severin & Tankard, 2001, p.137). Whether the news coverage holds any true information or not is not the question, but how the viewers react to the information is what matters. Zajonc (1960, p. 288) states that "...incongruity does not invariably produce attitude change, but that it may at times lead to incredulity on the part of the individual. When confronted by an assertion which stands in an incongruous relation to the person who made it, there will be a tendency not to believe that the person made the assertion, thus reducing incongruity."

Brehm & Cohen (1962, p. 53) goes along with Zajonc and add that when media exposes messages to audience members whose existing beliefs conflict with the media message this "...results in dissonance reduction by avoidance and defensiveness rather than by opinion change." That is why the researcher thinks that a possible reason behind the rejection of the hypotheses and the negative portrayal of Al Jazeera credibility is the fact that its Yemeni viewers kept feeling dissonant towards the channel. This showed no significant difference in how its viewers perceive its credibility be it exposure-related, education level-related or socioeconomic class-related.

Concerning Al Jazeera non-viewers, the study showed an interesting finding that the channel's non-viewers find the following reasons most repelling about the channel: "It exaggerates its reporting on news events," "I trust my social networks' (friends,

family, co-workers...etc) opinions who think Al Jazeera news coverage is biased,” “I follow other news channels that my social networks (friends, family, co-workers...etc) trust to be reliable,” and “Its news coverage of Yemen-related events is biased” (Table 5.14). A cognitive consistency theory, Newcomb’s Symmetry Theory, and the two-step flow concept best describe such a study result. The study finding shows that there is more focus emphasized on interpersonal communication where a person influences another person perception about an object. Newcomb’s Symmetry Theory focuses on interpersonal communication. Severin & Tankard (2001, p.134) state that “... [Newcomb] contends that we attempt to influence one another to bring about symmetry (or balance or equilibrium).” Brehm & Cohen (1962) discuss the theory by an illustrative example stating that there are two persons (P1) and (P2). P1 is in agreement and likes P2 and P2 desires an object (O). Therefore, “...it is fitting...that he [P1] strives to be with the other person [P2] and acquires the object [O], that he assumes the other persons also likes him, and that the object is of value intrinsically, that he assumes the other person also finds the object desirable...” (Brehm & Cohen, 1962, p. 225).

Therefore, we can say that P1 and P2 are in agreement and both desire an object (O: their country Yemen/their Yemeni nationality). So if P2 thinks that Al Jazeera news coverage of the two major news events of Yemen is biased, P1 is most probably going to believe P2 and agree with him/her. And if P2 sees other channels as more objective than Al Jazeera in its news coverage of the two Yemen events, P1 is most probably going to act like P2 and watch these other channels and not Al Jazeera. The matter is the strong bond holding P1 and P2 together, which in the case of this study is their sense of nationality and belonging to Yemen.

The Two-Step Flow concept strongly overlaps with Newcomb's Symmetry Theory. The concept states that "...messages from the media first reach opinion leaders, who then pass on what they read or hear to associates or followers who look to them as influentials" (Severin & Tankard, 2001, p. 202). Opinion leaders can be P2 and followers can be P1 if we think in terms of the Newcomb's Symmetry Theory. Within the context of the two-step flow of communication, Katz (1957, p. 77) states that "...interpersonal relations are ...sources of pressure to conform to the group's way of thinking and acting, as well as sources of social support...Thus, interpersonal relations are (1) channels of information, (2) sources of social pressure, and (3) sources of social support, and each relates interpersonal relations to decision-making in a somewhat different way". Whether opinion leaders (or P2s) make true judgment about Al Jazeera credibility concerning its news coverage of the two Yemen events or not is not the issue, but how interpersonal communication appears to be stronger than media sources is what the study finds interesting. Robinson (1976, p. 315) states that "...[The concept] did correctly emphasize that when interpersonal sources and mass media sources are compared or are in conflict, interpersonal sources wield greater influence."

II. Conclusion:

This study's aim was set to reveal perceptions of Al Jazeera Arab Satellite News Channel's image among Yemenis after its news coverage of the Southern Yemenis movement and the Northern Yemenis rebellion. Al Jazeera image is defined as its popularity and credibility. The study has two study groups: a primary study group and secondary study group. However, most of the study focuses on the primary study group. The study attempted to investigate the various reasons that either repel or attract Yemenis

to watch the channel. In addition to measuring Al Jazeera popularity, the study also attempted to compare Al Jazeera popularity among other prominent Arabic satellite news channels such as Al Arabiya, Al Hurra, BBC Arabic, Al Alam, France 24, Rusiya Alyoum. Regarding Al Jazeera credibility, the study attempted to reveal perceptions of its Yemeni viewers about its credibility of: 1) general news coverage, and 2) its Yemeni viewers about its credibility of the two major news events news coverage (the Southern Yemenis movement and the Northern Yemenis rebellion).

The study revealed the following major findings regarding Al Jazeera image:

1. More than half the primary study group indicated they spend less than one hour watching the channel per day (53.3% of the primary study group) while 41.2% spend 1 to less than 3 hours watching the channel per day, and only 5.5% of the primary study group spend three hours or more watching news on Al Jazeera per day. Such an exposure pattern is much lower than other sources of information, which indicate that Al Jazeera viewers spend an average of three to four hours a day watching Al Jazeera satellite news channel. The researcher thinks that the way its viewers perceive its credibility actually plays a role in determining how much time they will spend watching the channel. Therefore, because Al Jazeera viewers do not perceive the channel that credible in its general news coverage and specifically in its news coverage of the Yemeni issues, the viewers spend less time watching the channel.
2. Al Jazeera ranked the highest in preference, to the primary study group sample, scoring 5.34 out of 7 followed by Al Arabiya (5.02), BBC Arabic (3.36), Al Hurra (2.98), Al Alam (2.31), Rusiya Alyoum (1.46) then France 24 (0.81).

According to the study results, however, Al Jazeera popularity is strongly linked to the channel being a 24/7 news channel, its extensive news coverage in Arabic, its news coverage of Arab world issues with mean scores of 4.29 out of 5, 4.26 and 4.21 respectively. The researcher finds out that the reason with the lowest mean score behind Al Jazeera popularity is the statement “I follow news on Al Jazeera because its news sources are credible” with a mean score of 3.26 which shows that there is no strong link of Al Jazeera popularity to its credibility.

3. Al Jazeera viewers in Yemen rated the channel as somehow credible in its news coverage in general with an overall mean of 3.39 which is somehow close to the finding of other media studies.
4. Al Jazeera viewers in Yemen perceived the channel as not credible in its news coverage of the two major news events of Yemen (the Southern Yemenis movement and the Northern Yemenis rebellion). Both the mean of each bipolar word/phrase and the overall mean of the credibility scale is leaning more towards the negative side of the scale. Most statements have a mean score of less than or equal to 2.5/5. The two statements with the lowest mean scores are “Tells the whole story”, “Is concerned about Yemen’s well-being” and “It is unbiased” with a 2.35, 2.25 and 1.52 mean score respectively. The overall credibility scale is 2.52 which clearly indicate that, in the eyes of Al Jazeera Yemeni viewers, Al Jazeera is not a credible source in regard to its news coverage of the two major news events. Therefore, they rated the channel as a negative credible source. The researcher finds a strong link between cognitive consistency theory (Osgood’s Congruity Theory) and how Al Jazeera viewers in Yemen perceive its credibility. Al Jazeera viewers in Yemen acted defensive when the channel carried out its negative news

coverage of the Yemen-related issues. The viewers' sense of belonging to Yemen caused them to perceive the channel as not credible.

5. Interpersonal communication played a role in influencing the secondary study group perceptions about Al Jazeera channel. The study finds out that opinion leaders played a role in deciding for the Al Jazeera non-viewers to choose other news sources rather than Al Jazeera. According to the study results, 59.5% of the secondary study group stated that one of the reasons why they do not watch Al Jazeera is they trust their social networks' (friends, family, co-workers...etc) opinions who think Al Jazeera news coverage is biased, and 53.2% of the same study group stated that they follow other news channels that their social networks (friends, family, co-workers...etc) trust to be reliable". Newcomb's Symmetry Theory and the Two-Step Flow communication concept could explain such results because they both emphasize the importance of interpersonal communication and how it can be more powerful than the medium itself.

III. Study Limitations and Suggestions for Future Research:

It is important to note that the sample demographics of the study cannot be generalized to the Yemeni general public. This is because the study focused on the Capital of Yemen, Sana'a only and was not random causing a major limitation to how representative the sample is to the actual Yemeni society.

The study shows that participants' demographics such as age, gender, educational level, marital status, residential area, and profession were somehow different from the true representation of the Yemeni society. For example, participants' age falls mainly in the '25 to less than 45' age group and participants' gender shows that around 71% of the

whole primary group sample was in the male gender group. Therefore, the researcher emphasizes that the results that came out of this study can only be attributed to the study sample demographics that came out of the study and is no indicator of any representation of the Yemeni society structure.

This was due to the limited sampling techniques that were available for the study to be carried out. Therefore, the study may lack external validity; however, it provides an analytical insight about Al Jazeera image among some viewers in the Yemeni society population where the study results cannot be ignored.

Al Arabiya news channel shows very close results in terms of popularity when compared against Al Jazeera. Al Jazeera ranked the highest in preference scoring 5.34 out of 7 followed by Al Arabiya (5.02) (where 7 is the most favorite whilst 1 is the least favorite). Also, In terms of how often participants watch the seven channels, Al Jazeera ranked the most frequent scoring 4.13 (where 1=never, 2=rarely, 3=sometimes, 4=frequently and 5=always), followed by Al Arabiya (3.78). Furthermore, the secondary study group shows that Al Arabiya ranks first in terms of preference and in terms of exposure. The study could focus mainly on the primary study group so it was not possible, due to time constraints, to investigate more about the image of Al Arabiya channel. Therefore, the researcher invites other interested media researchers to investigate the reasons behind the high popularity of Al Arabiya news channel among Al Jazeera non-viewers.

The fact that the other Arabic-language news channels scored lowest in terms of popularity makes it worth investigating the reasons behind that. It could be that the Arab audience members know that these channels are of western origin and that is why the

Arab audience members may avoid watching them? Further research may be conducted to investigate the issue.

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APPENDIX

APPENDIX A: ENGLISH QUESTIONNAIRE SAMPLE

Dear Participant,

This is a survey conducted for a journalism and mass communication graduate thesis, with the aim of studying the audience perceptions of Al Jazeera satellite news channel image in Yemen. The results of this survey are completely anonymous. Please take a few minutes to answer the following questions:

1. Do you follow news on Arab satellite television news channels?

- A. Yes.
- B. No (Please terminate, thank you for your time!).

2. Do you watch Al Jazeera satellite television news channel?

- A. Yes (Jump to Question 5).
- B. No (Please answer Question 3 through 6 then terminate!).

3. I do not watch Al Jazeera satellite news channel because...: (Feel free to check more than one answer!)

- A. It's an unreliable source for news.
- B. It's dangerous in shaping its news information to its viewers.
- C. Its news coverage of Arab governments shatters the Arab world unity.
- D. It supports the western governments' leaders' views.
- E. It exaggerates its reporting on news events.
- F. Its news stories are based more on opinion rather than facts.
- G. Its news coverage of Yemen-related events is not objective.
- H. Other, please specify: _____.

4. Why do you not watch Al Jazeera...: (Feel free to check more than one answer)

- A. I follow other news channels that my social networks (friends, family, co-workers... etc) trust to be reliable
- B. I trust my social networks' (friends, family, co-workers... etc) opinions who think Al Jazeera news coverage is biased.
- C. Other, please specify: _____.

5. In terms of television news, please rank the seven Arabic language satellite channels from 1 to 7 according to your preference: where 1 is the most favorite to you and 7 is the least favorite.

- _____ Al Arabiya.
- _____ Al Jazeera.
- _____ Al Hurra.
- _____ BBC Arabic.
- _____ Al Alam.
- _____ Rusiya Alyoum.
- _____ France 24.

6. How often do you follow news on the following satellite news channels? Please mark with a (√)

	Never	Rarely	Sometimes	Frequently	Always
A. Al Arabiya					
B. Al Jazeera					
C. Al Hurra					
D. BBC Arabic					
E. Al Alam					
F. Rusiya Alyoum					
G. France 24					

7. On average, how many hours do you spend watching news on Al Jazeera channel per day?

- A. Less than one hour.
- B. 1 to less than 3 hours.
- C. 3 hours or more.

Please indicate with (√) your level of agreement about Al Jazeera news channel in general with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
8. I follow news on Al Jazeera because I feel connected to it since it is a regional channel.					

9. I follow news on Al Jazeera because it is a 24/7 news channel.					
10. I follow news on Al Jazeera because its news sources are credible.					
11. I follow news on Al Jazeera because it presents up-to-date news.					
12. I follow news on Al Jazeera because it carries extensive news coverage in Arabic.					
13. I follow news on Al Jazeera because it broadcasts comprehensive live news and graphic images					
14. I follow news on Al Jazeera because it presents news with strong dramatic documentaries.					
15. I follow news on Al Jazeera because it invites experts to give their professional opinion on the news events.					
16. I follow news on Al Jazeera because it presents all views and opinions on an issue					
17. I follow news on Al Jazeera because it carries comprehensive news coverage of timely events					
18. I follow news on Al Jazeera because it does not censor its news coverage					
19. I follow news on Al Jazeera because it extensively covers the events occurring in the Arab world					
20. I follow news on Al Jazeera because it commits to accuracy and balance					
21. I follow news on Al Jazeera because its news reporters are trained well					

22. I follow news on Al Jazeera because it presents news from an Arab perspective.					
--	--	--	--	--	--

Can you please give your opinion about Al Jazeera news channel by filling/highlighting one of the circles between each pair (of words and phrases with opposite meanings) that best represent how you feel towards Al Jazeera channel? The closer the circle is to the word/phrase, the more you agree about it concerning the channel.

23. In my opinion, Al Jazeera satellite television news channel:

Is fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is unfair
Is factual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is opinionated
Tells the whole story	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Does not tell the whole story
Is accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is inaccurate
Does watch after viewers' interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Does not watch after viewers' interests
Is concerned about the Arab world's well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is not concerned about the Arab world's well-being
Does separate fact and opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Does not separate fact and opinion
Can be trusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Cannot be trusted
Is concerned about the public interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is concerned about making profits
Is unbiased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Is biased
Has well-trained news reporters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Has poorly-trained news reporters
Has well-trained news presenters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Has poorly-trained news presenters

24. In my opinion, in its news coverage of the current Yemeni news, Al Jazeera channel:

Was fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Was unfair
Was factual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Was opinionated
Told the whole story	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Did not tell the whole story

Was accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Was inaccurate
Did watch after viewers' interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Did not watch after viewers' interests
Was concerned about Yemen's well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Was not concerned about Yemen's well-being
Did separate fact and opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Did not separate fact and opinion
Could be trusted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Could not be trusted
Was concerned about the public interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Was concerned about making profits
Was unbiased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Was biased
Had well-trained news reporters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Had poorly-trained news reporters
Had well-trained news presenters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Had poorly-trained news presenters

25. **Your Age:** _____

26. **Gender:**
A. Female B. Male

27. **Marital Status:**
A. Single B. Married C. Divorced D. Widow/Widower

28. **Area of residence:** _____

29. **Level of education:**
A. No formal education
B. Primary-Secondary School
C. High School
D. University Education (Undergraduate Student/Bachelor degree holder)
E. University Education (Graduate Student/Graduate degree holder)
G. Other, please specify: _____

30. **Profession:**
A. Private sector
B. Public sector
C. Student
D. Retired
E. Housewife
F. Craftsman/worker
G. Self-employed
H. Other, please specify: _____

Thank you for your Participation!

APPENDIX B: ARABIC-TRANSLATED QUESTIONNAIRE SAMPLE

عزيزي المشارك

يهدف هذا الاستبيان الأكاديمي إلى البحث في موضوع تصورات الجمهور اليمني تجاه قناة الجزيرة للأخبار وهو جزء من رسالة ماجستير . المعلومات المستخدمة سرية ولا حاجة منكم لذكر أسماء . رجاء التفضل بدقاتك من وقتكم للإجابة على الأسئلة التالية:

1- هل تتابع الأخبار على قنوات الأخبار العربية التلفزيونية ؟

أ- نعم .

ب- لا (إنتهى الاستبيان، شكرًا) .

2 . هل تشاهد تغطية الأخبار على قناة الجزيرة ؟

أ- نعم (انتقل إلى السؤال رقم 5) .

ب- لا (أجب على الأسئلة من 3 إلى 6 فقط ثم أرجع الاستبيان ، شكرًا) .

3 . أنا لا أشاهد تغطية الأخبار على قناة الجزيرة لأنها : (يمكنك إختيار أكثر من إجابة واحدة)

أ- مصدر عديم الثقة للأخبار .

ب- تلعب دور خطير في عملية تشكيل معلوماتها الأخبارية لمشاهديها .

ج- تغطيتها الإخبارية عن الحكومات العربية تحطم وحدة العالم العربي .

د- تدعم وجهات نظر رؤساء الحكومات الغربية .

هـ- تبالغ في تقريرها عن الأحداث الإخبارية .

و- تستند قصصها الإخبارية أكثر على الرأي بدلا من الحقائق .

ز- تغطيتها الإخبارية المتعلقة بأحداث اليمن غير موضوعية .

ح- أسباب أخرى ، من فضلك اذكرها:

.....

4 . لماذا لا تشاهد تغطية الأخبار على قناة الجزيرة: (يمكنك إختيار أكثر من إجابة واحدة)

أ- أتابع قنوات أخبار أخرى يثق فيها روابط المجتمع الذي أعيش فيه (الأصدقاء ، العائلة ، زملاء العمل ... الخ) .

ب- أنا أتق في آراء وروابطي الإجتماعية (الأصدقاء ، العائلة ، زملاء العمل ... الخ) الذين يفكرون أن تغطية الجزيرة الإخبارية متحيزة .

ج- أسباب أخرى ، برجاؤ ذكرها:

.....

5 . برجاؤ تصنيف قنوات الأخبار الفضائية العربية السبع من 1 إلى 7 حسب تفضيلك: (1 الأكثر تفضيلا إليك و7 الأقل تفضيلا) .

___ قناة العربية .

___ قناة الجزيرة .

___ قناة الحرة .

___ قناة بي بي سي العربية .

___ قناة العالم .

___ قناة روسيا اليوم .

___ قناة فرنسا 24 .

6 . ما مدى متابعتك للأخبار على القنوات التالية؟ برجا - الإشارة بعلامة (٧)

القناة	أبداً	نادراً	أحياناً	كثيراً	دائماً
أ. العربية					
ب. الجزيرة					
ج. الحرة					
د. بي بي سي العربية					
هـ. العالم					
و. روسيا اليوم					
ز. فرنسا 24					

7 . ما هو متوسط عدد الساعات التي تقضيها في مشاهدة الأخبار على قناة الجزيرة يومياً؟

أ- أقل من ساعة واحدة .

ب- ما بين ساعة واحدة إلى أقل من ثلاث ساعات .

ج- ثلاث ساعات أو أكثر .

ضع علامة (٧) للتعبير عن مدى موافقتك على الجمل الآتية حول قناة أخبار الجزيرة:

أوافق بشدة	أوافق	محايد	أرفض	أرفض بشدة
				8 . أتابع الأخبار على قناة الجزيرة لأنني أشعر بارتباطي بها حيث أنها قناة إقليمية .
				9 . أتابع الأخبار على قناة الجزيرة لأنها تعرض الأخبار على مدى أربعة وعشرين ساعة يومياً .
				10 . أتابع الأخبار على قناة الجزيرة لأن مصادر أخبارها موثوق بها .
				11 . أتابع الأخبار على قناة الجزيرة لأنها تقدم أحدث الأخبار .
				12 . أتابع الأخبار على قناة الجزيرة لأنها تحمل تغطية إخبارية شاملة باللغة العربية .
				13 . أتابع الأخبار على قناة الجزيرة لأنها تذييع أخباراً حية شاملة وصوراً مرئية .
				14 . أتابع الأخبار على قناة الجزيرة لأنها تقدم أخباراً ملحقه بيوتاتقيات مشيرة ومؤثرة .
				15 . أتابع الأخبار على قناة الجزيرة لأنها تدعو خيراً ، للتعبير عن آرائهم في الأخبار .
				16 . أتابع الأخبار على قناة الجزيرة لأنها تقدم كل وجهات النظر والآراء المختلفة عن أي قضية .
				17 . أتابع الأخبار على قناة الجزيرة لأنها تحمل تغطية إخبارية شاملة عن الأحداث في وقتها .
				18 . أتابع الأخبار على قناة الجزيرة لأن تغطيتها الإخبارية لا تخضع للرقابة .
				19 . أتابع الأخبار على قناة الجزيرة لأنها تغطي الأحداث التي تحدث في العالم العربي على نطاق واسع .
				20 . أتابع الأخبار على قناة الجزيرة لأنها تتعهد بالدقة والتوازن .
				21 . أتابع الأخبار على قناة الجزيرة لأن مراسلي أخبارها مدربون تدريباً جيداً .
				22 . أتابع الأخبار على قناة الجزيرة لأنها تقدم الأخبار من منظور عربي .

تعتبر الخمس المستطيلات ومادة اللون التالية مقياساً لآرائكم تجاه تغطية قناة الجزيرة للأخبار . برجاء وضع علامة (✓) داخل إحدى المربعات الرمادية لتمثل رأيك تجاه قناة الجزيرة على اقرب وجه . كلما اقترب المستطيل للكلمة أو العبارة كلما إتفقت أكثر معها فيما يتعلق بالقناة .

23. رأي في تغطية قناة الجزيرة للأخبار عامة:

عادلة في تغطية الأحداث					غير عادلة في تغطية الأحداث
الأخبار المقدمة تستند إلى حقائق					الأخبار المقدمة تستند إلى آراء
تعرض الموضوع بأكمله					لا تعرض الموضوع بأكمله
دقيقة					غير دقيقة
تهتم بمصالح المشاهدين					لا تهتم بمصالح المشاهدين
تهتم باستقرار العالم العربي					لا تهتم باستقرار العالم العربي
تفصل بين الحقيقة والرأي					لا تفصل بين الحقيقة والرأي
يمكن الوثوق بها					لا يمكن الوثوق بها
تهتم بالصالح العام					تهتم بتحقيق الأرباح
غير متحيزة					متحيزة
لديها مراسلو أخبار محترفون					لديها مراسلو أخبار ضعيفي التدريب
لديها مقدمو أخبار محترفون					لديها مقدمو أخبار ضعيفي التدريب

24. رأي في تغطية قناة الجزيرة للأحداث اليمنية (مرد الحوثيين وحراك الجنوب) :

عادلة في تغطية الأحداث					غير عادلة في تغطية الأحداث
الأخبار المقدمة تستند إلى حقائق					الأخبار المقدمة تستند إلى آراء
تعرض الموضوع بأكمله					لا تعرض الموضوع بأكمله
دقيقة					غير دقيقة
تهتم بمصالح المشاهدين					لا تهتم بمصالح المشاهدين
تهتم باستقرار اليمن					لا تهتم باستقرار اليمن
تفصل بين الحقيقة والرأي					لا تفصل بين الحقيقة والرأي
يمكن الوثوق بها					لا يمكن الوثوق بها
تهتم بالصالح العام					تهتم بتحقيق الأرباح
غير متحيزة					متحيزة
لديها مراسلو أخبار محترفون					لديها مراسلو أخبار ضعيفي التدريب
لديها مقدمو أخبار محترفون					لديها مقدمو أخبار ضعيفي التدريب

25 . السن:

26 . النوع:

- أ- أنثى .
- ب- ذكر .

27 . الحالة الاجتماعية:

- أ . أعزب/عزبا .
- ب . متزوج/متزوجة .
- ج . مطلق/مطلقة .
- د . أرمل/أرملة .

28 . منطقة الإقامة:

29 . مستوى التعليم:

- أ- غير متعلم
- ب . شهادة ابتدائية- إعدادية
- ج . شهادة ثانوية عامة
- د- تعليم جامعي (طالب جامعي / حامل شهادة جامعية)
- هـ- تعليم جامعي عال (طالب دراسات عليا / حامل شهادة دراسات عليا)
- و- تعليم آخر ، رجا . تحديده:

30 . المهنة:

- أ- قطاع خاص
- ب- قطاع عام
- ج . طالب
- د . متقاعد
- هـ . ربة منزل
- و . حرفي / عامل
- ز . صاحب عمل
- ح . مهنة أخرى ، يرجى التحديد

شكرا لمشاركتكم !