



United Nations
Educational, Scientific and
Cultural Organization



European Union

NET MED

YOUTH

NETWORKS OF MEDITERRANEAN YOUTH

[#netmedyouth](https://www.instagram.com/netmedyouth)

The NET-MED Youth Project is funded by the European Union



United Nations
Educational, Scientific and
Cultural Organization



European Union



Survey of young adults' perceptions and attitudes regarding media coverage in Israel



Commissioned by UNESCO (in the framework of the NET-MED Youth Project), to
Geocartography Knowledge Group,
which is directed by:

Prof. Avi Degani

Dr. Rina Degani

The NET-MED Youth Project is funded by the European Union

This survey has been produced with the assistance of the European Union. Its contents are the sole responsibility of Geocartography Knowledge Group, and can in no way be taken to reflect the views of the European Union nor UNESCO.

RESEARCH PURPOSE & METHODOLOGY



Research purpose

The study was designed to examine the perceptions and attitudes of young adults regarding how the media in Israel cover key issues affecting them (related to housing, employment, civic engagement/ political participation/influence on policies, education), as well as how media in Israel generally represent young adults

Respondents

Men and women aged 18 to 35, comprising a representative national sample of the young population in this age range in Israel

Sample size

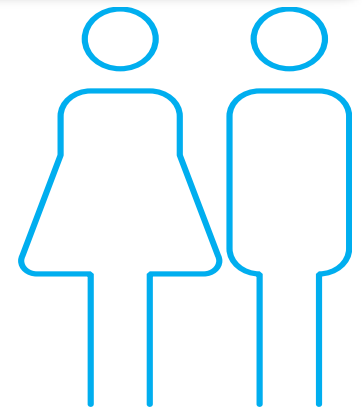
N=600

Margin of error

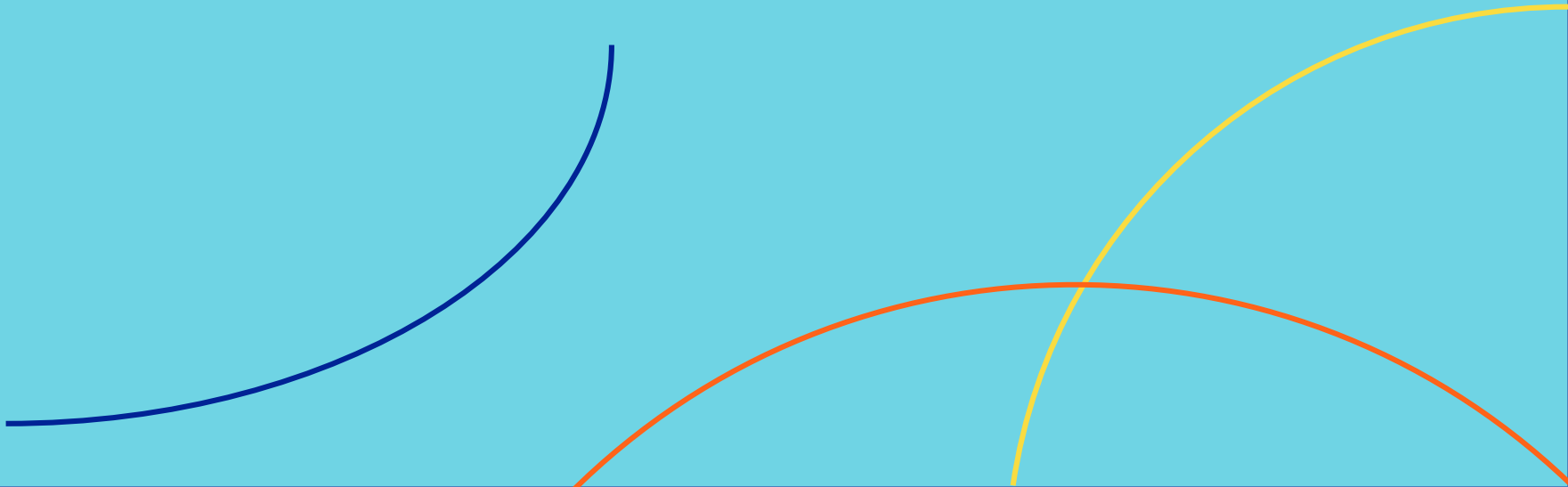
Max error range of $\pm 4.0\%$, with a statistical significance level of 95%.

Polling date

4th week of March



EXECUTIVE SUMMARY



The purpose of this study is to examine young adults' perceptions and attitudes regarding how the media in Israel covers issues related to housing, employment, education, political participation; as well as how media in Israel generally represent young adults.

The main media source for following the news in Israel

- ❖ Among young adults, the Internet is the main source (61%) for following the news in Israel.
- ❖ The use of online media is significantly higher among the Jewish sector, whereas television ranks relatively higher among the Arab sector as the main source for following news.
- ❖ As the age increases, there is a distinct preference toward television as the main media source to follow the news, whereas the rates corresponding to social networks decrease. There are no significant differences among men and women in this regard.

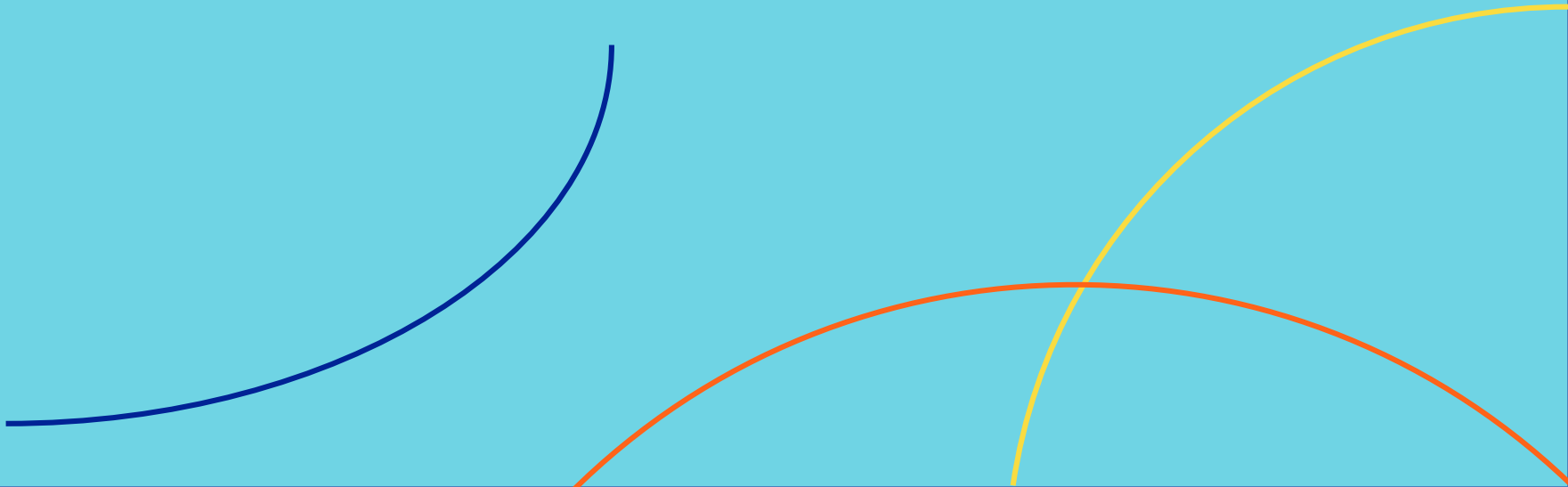
Perceptions of the most reliable source of information

- ❖ The source that was rated the highest in terms of providing “reliable information” was Ynet website, followed by Channel 2.
- ❖ Whereas Ynet website and Channel 2 showed the highest rates among the Jewish sector, Panet website was ranked the highest among the Arab sector.
- ❖ The frequency with which Ynet website was mentioned was significantly higher among men, and Channel 2 and Panet website were mentioned with a relatively higher frequency among the youngest age group (18-22).
- ❖ In addition, as the age increases, the frequency with which Channel 10 is mentioned increases, while it decreases in the case of the Mako website.

Level of agreement with statements regarding representation of youth/coverage of issues of key relevance to them in the media

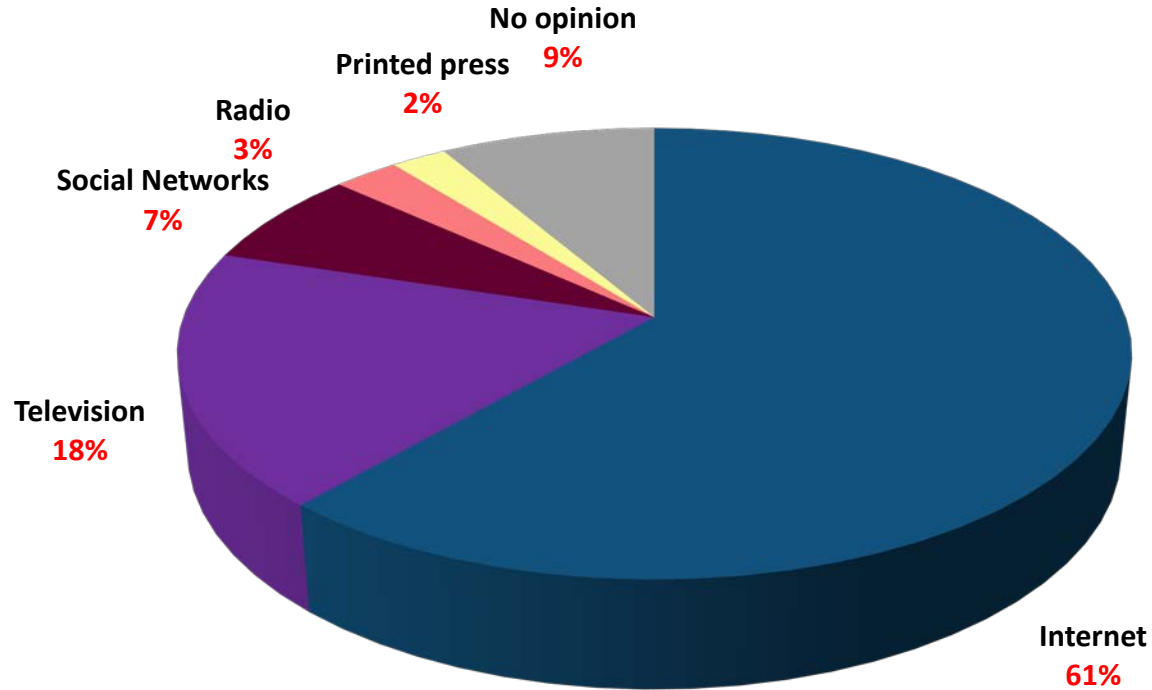
- ❖ The level of agreement with all of the statements was relatively low.
- ❖ The statement that relatively got the highest agreement level was the one focused on media coverage of the young adults' difficulties regarding the cost of living.
- ❖ The statement that relatively got the lowest agreement level was the one pertaining to the extent to which young adults learn from the media on how to deal with employment issues.
- ❖ The agreement level with most of the statements is higher among the Jewish sector, except for the statement about the media providing information regarding questions about higher education, which is higher among the Arab sector.
- ❖ The agreement level with the statement about learning from the media on how to deal with housing issues increases along with the respondent's age. No other significant differences according to age were found in the case of all other statements.
- ❖ No significant differences according to gender were found in the responses to any of these statements.

DETAILED FINDINGS



Main media source for following the news in Israel

What is the main media you are using to keep track of news in Israel?

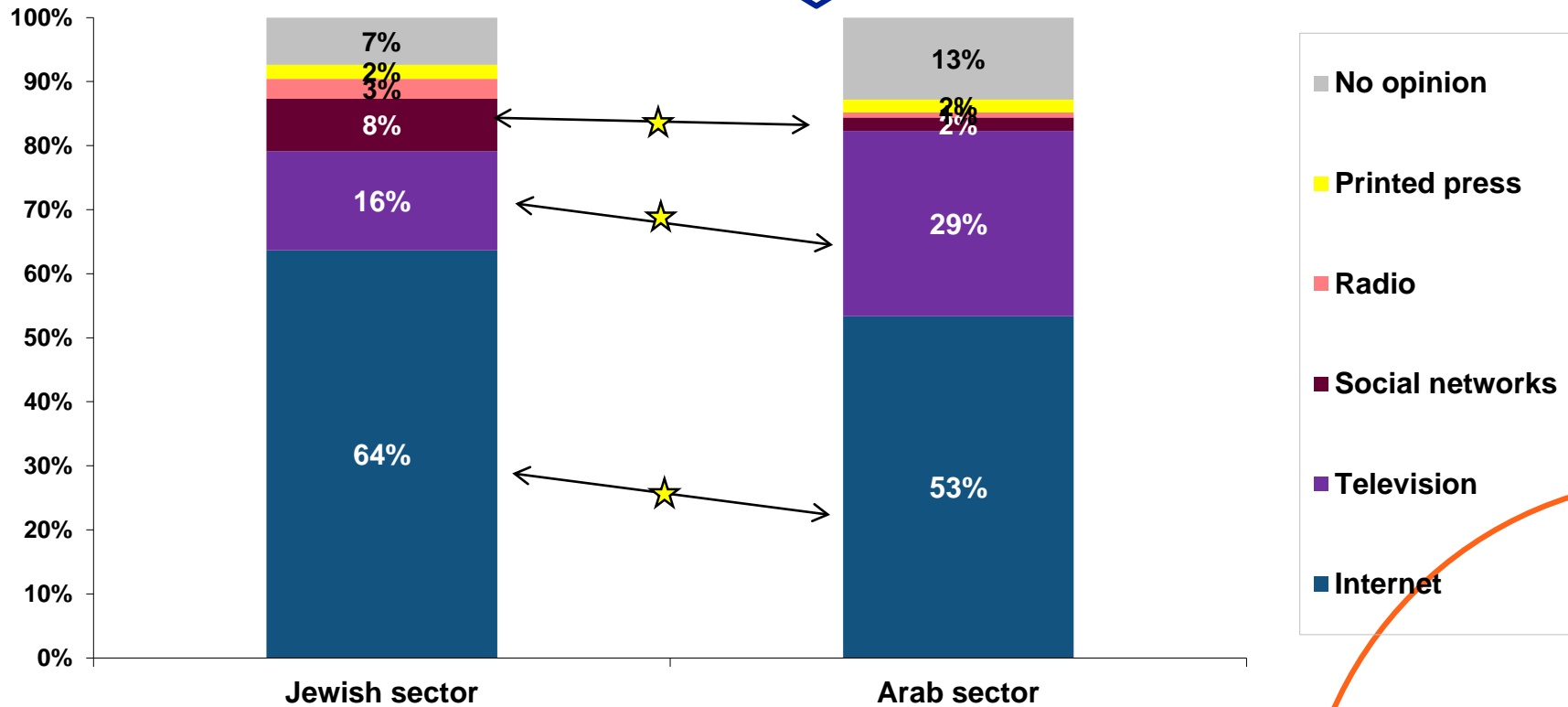


Among young adults, the Internet is the main source for following the news in Israel

Main media source for following the news in Israel

Segmentation by population sector

What is the main media you are using to keep track of news in Israel?



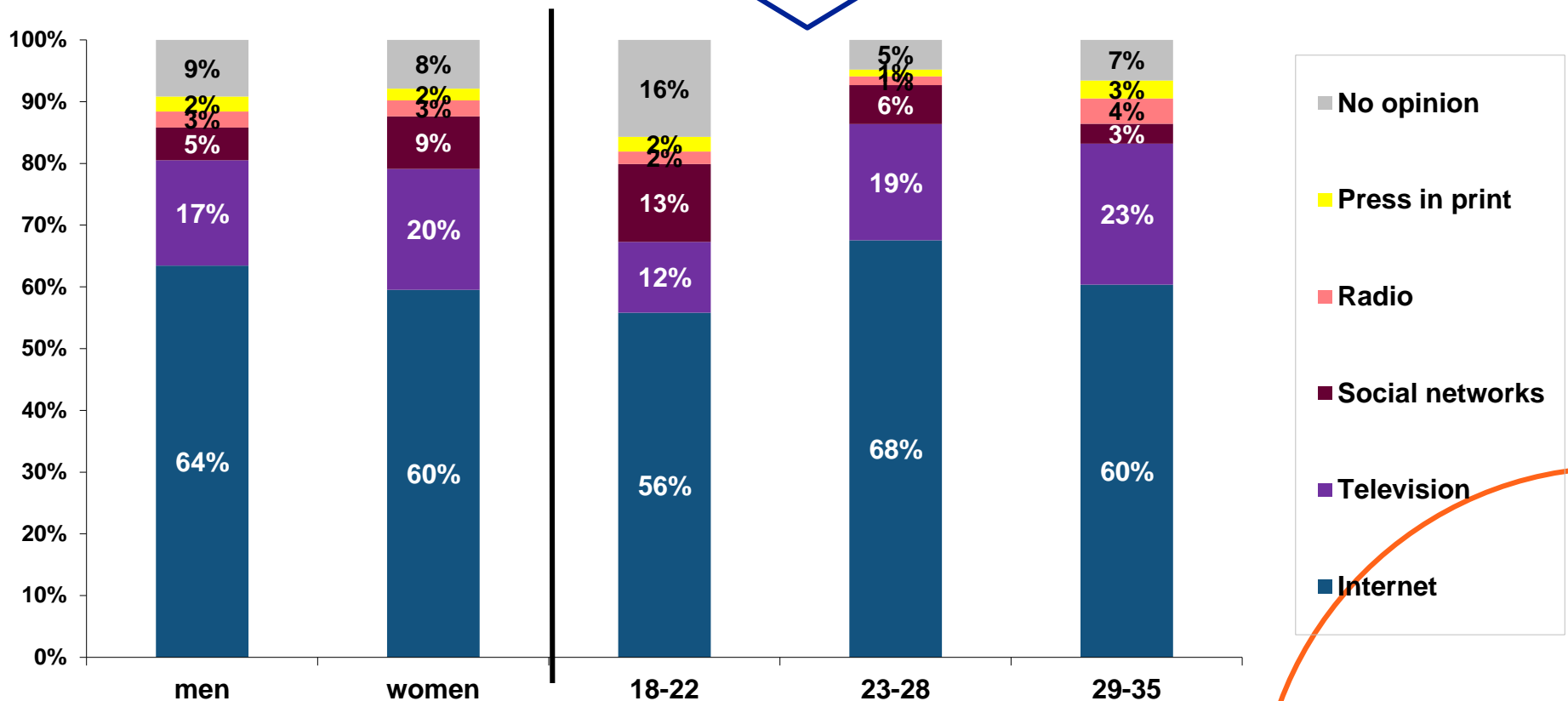
★ Significant difference

The use of online media is significantly higher among the Jewish sector, whereas television ranks relatively higher among the Arab sector as the main source for following the news

Main media source for following the news in Israel

Segmentation by age and gender

What is the main media you are using to keep track of news in Israel?

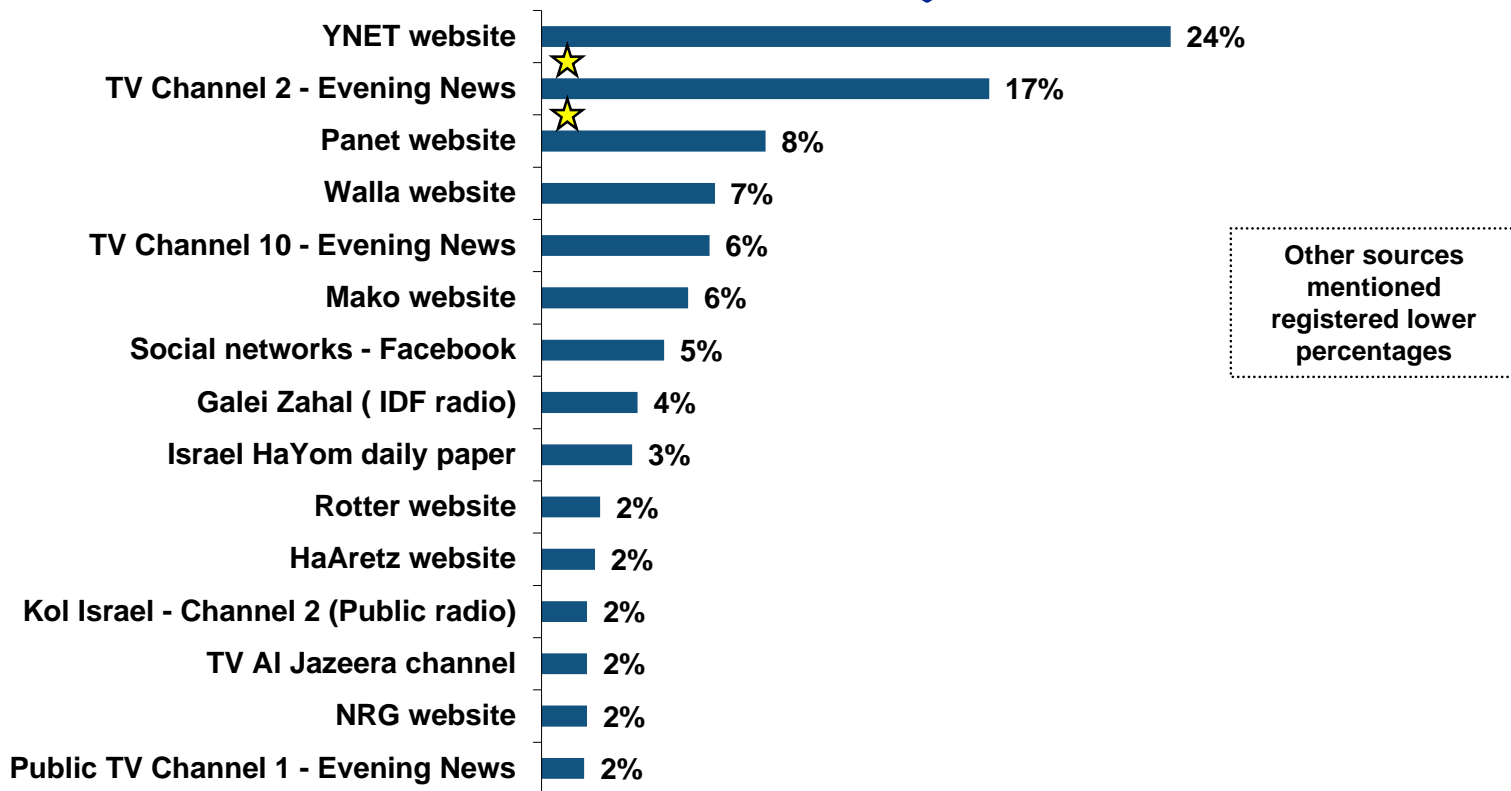


Relatively, as the age increases, there is a distinct preference toward television as the main media source to follow the news, whereas the rates corresponding to social networks decrease.

There are no significant differences between men and women in this regard

Perceptions of the most reliable source of information

What is for you the most reliable source of news ?



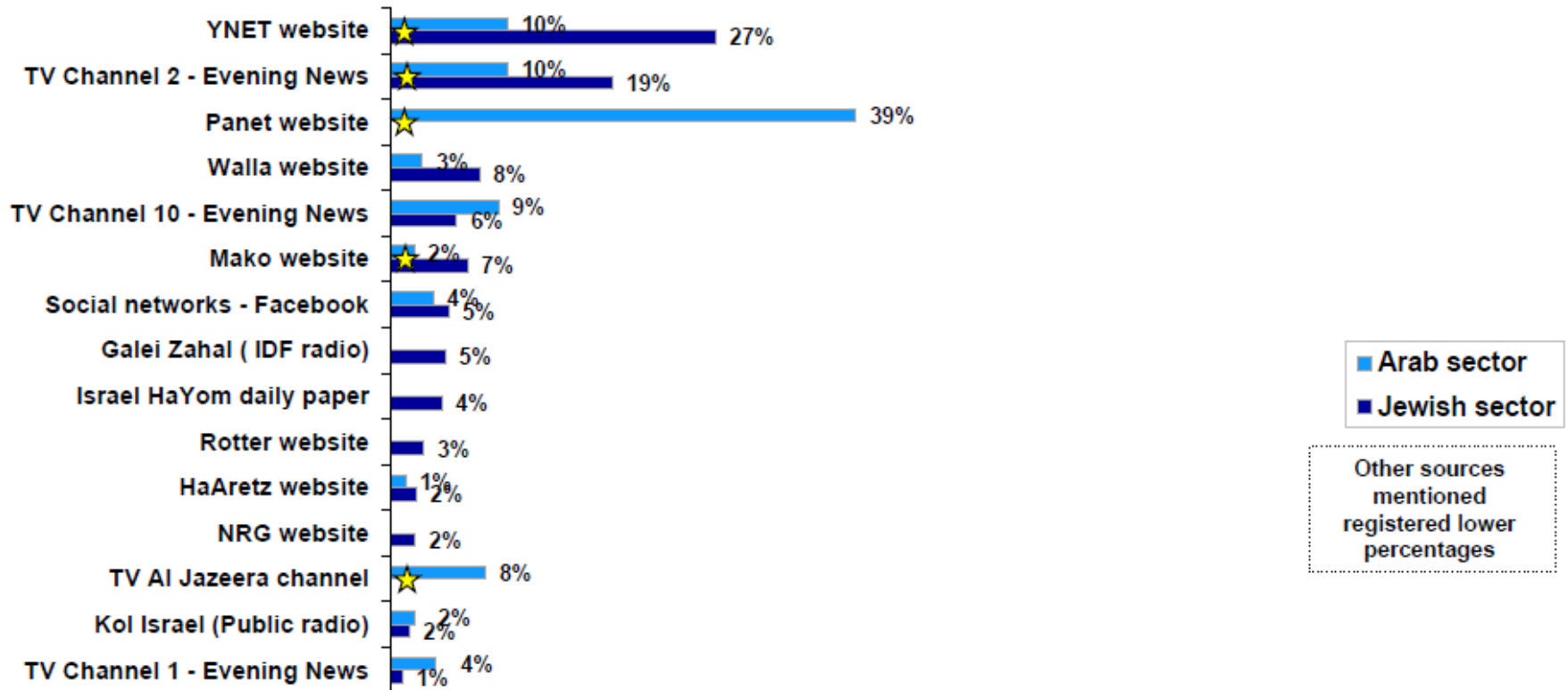
★ Significant difference

The Ynet website was rated the highest in terms of providing “reliable information”, followed by Channel 2

Perceptions of the most reliable source of information

Segmentation by population sector

What is for you the most reliable source of news ?



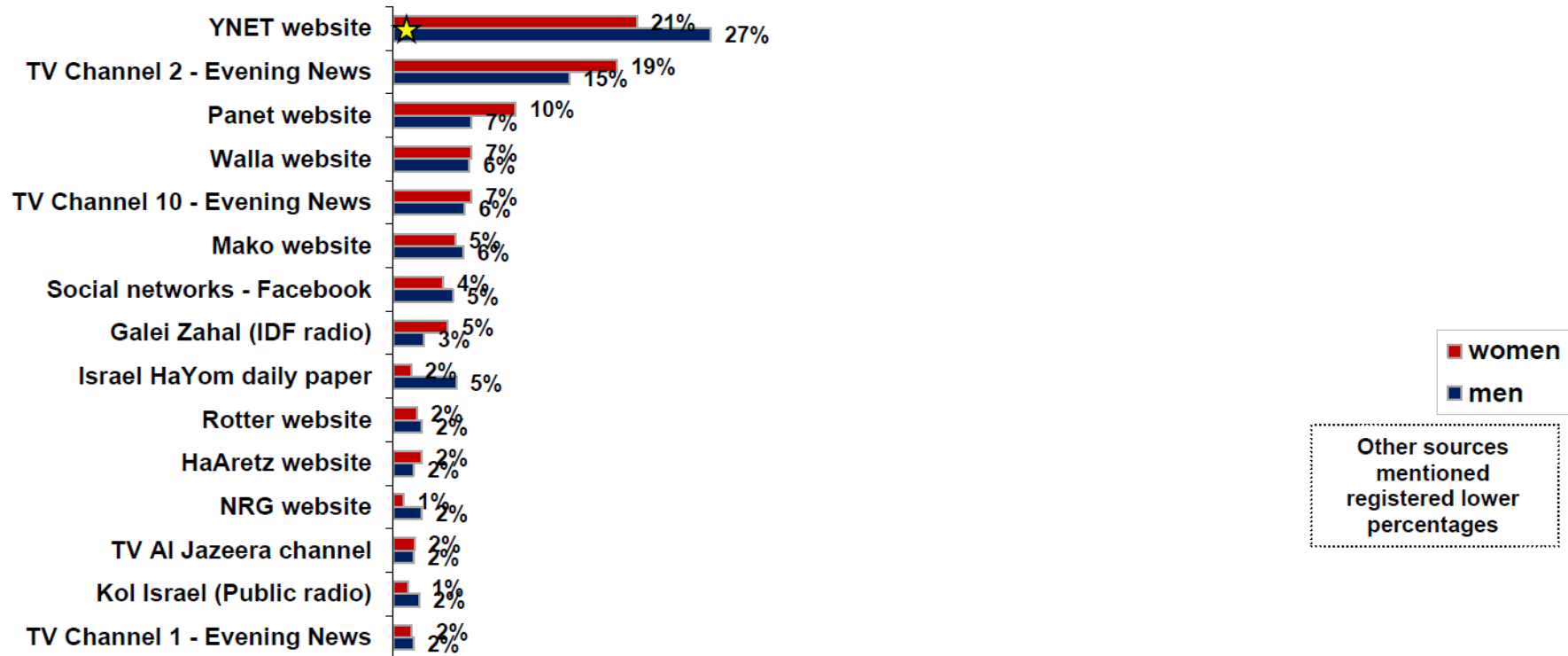
★ significant difference

Whereas Ynet website and Channel 2 showed the highest rates among the Jewish sector

Perceptions of the most reliable source of information

Segmentation by gender

What is for you the most reliable source of news ?



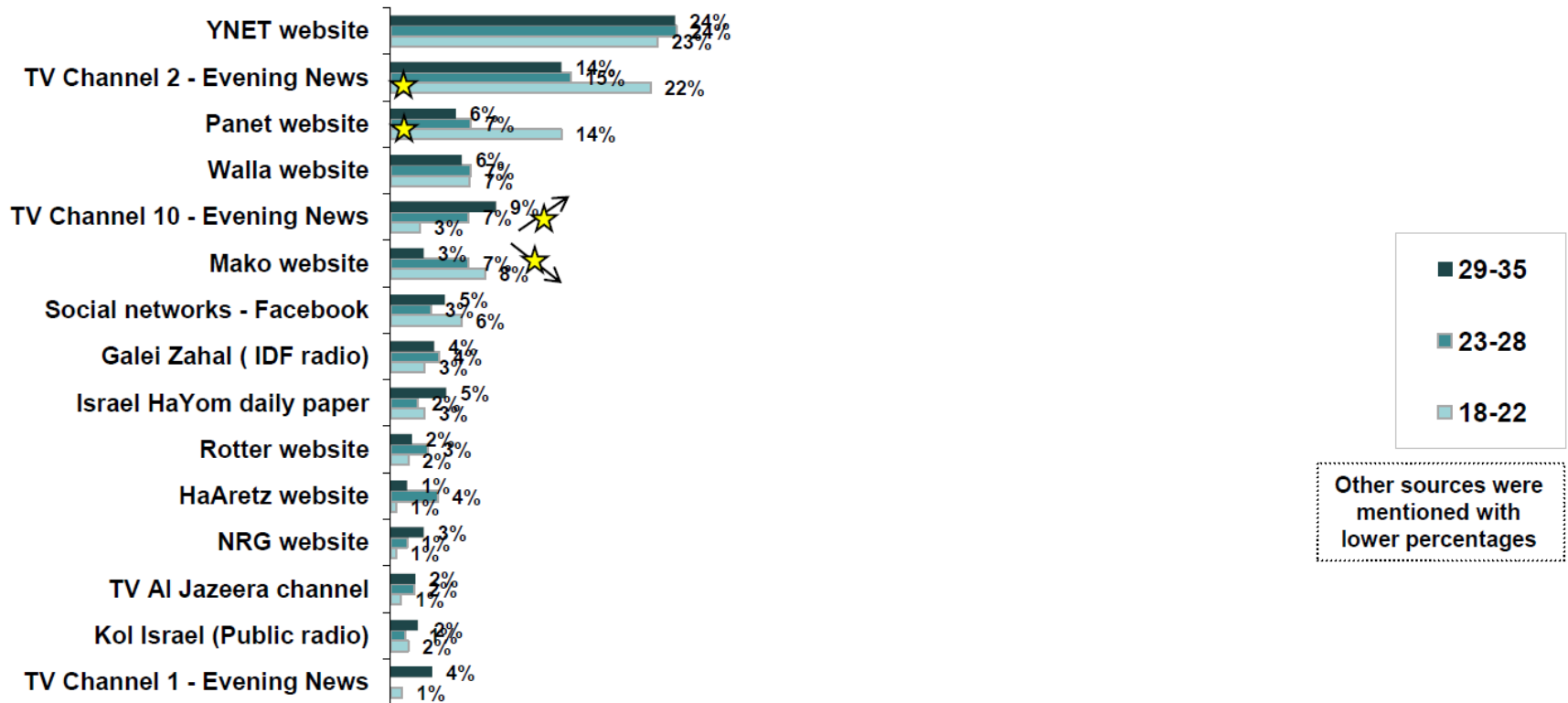
★ Significant difference

The frequency with which Ynet website was mentioned was significantly higher among men

Perceptions of the most reliable source of information

Segmentation by age

What is for you the most reliable source of news ?

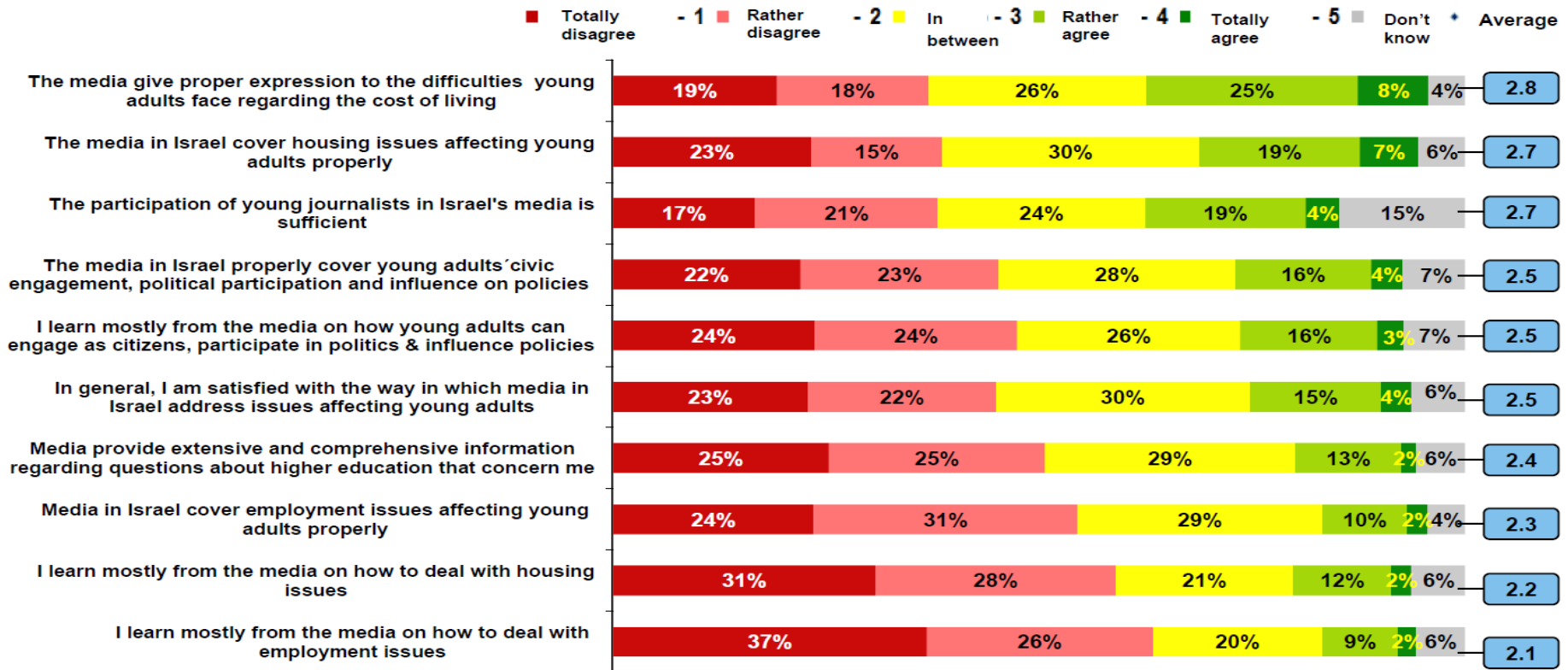


★ Significant difference

As the age increases, the frequency with which Channel 10 is mentioned increases, while it decreases in the case of the Mako website rates. Channel 2 and Panet website were mentioned with a relatively higher frequency among the youngest age group (18-22)

Level of agreement regarding representation of youth/coverage of key issues in the media in Israel

Please rate how much you agree or disagree with each of the following statements

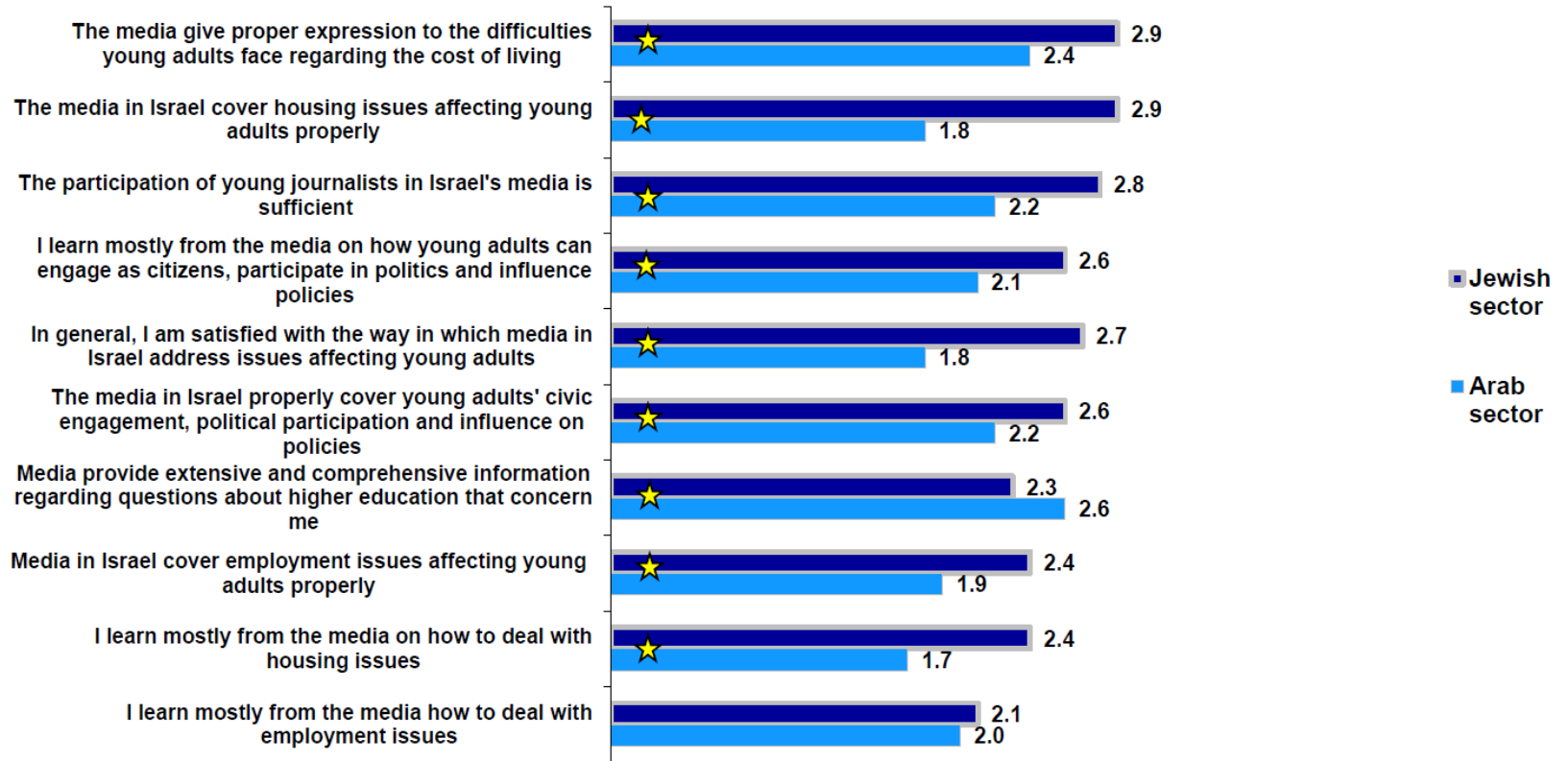


The level of agreement with statements is low to moderate. The statement that relatively received the highest agreement level was that the media gives proper expression to the difficulties young adults face regarding the cost of living. The statement that respondents relatively disagreed with the most is "I learn mainly from the media on how to deal with employment issues"

Level of agreement regarding representation of youth/coverage of key issues in the media in Israel

Segmentation by sector (averaging 1-5)

Please rate how much you agree or disagree with each of the following statements



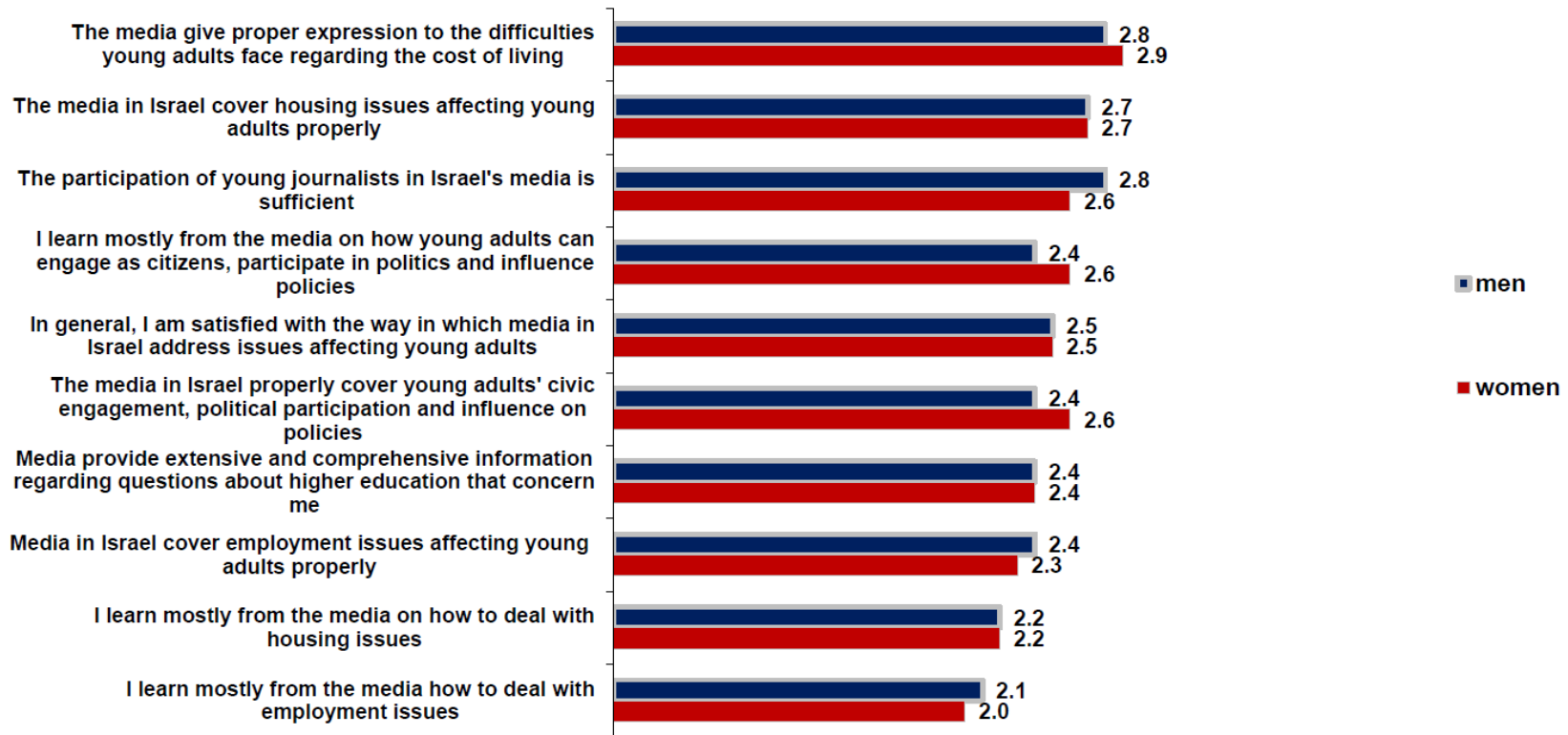
★ Significant difference

The agreement level with most of the statements is higher among the Jewish sector, except for the one about media providing extensive and comprehensive information regarding questions about higher education that concern me, which is higher among the Arab sector.

Level of agreement regarding representation of youth/coverage of key issues in the media in Israel

Segmentation by gender (averaging 1-5)

Please rate how much you agree or disagree with each of the following statements



There are no significant differences in the degree of agreement with statements between men and women