



United Nations
Educational, Scientific and
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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 on the Knowledge, Attitudes and Perceptions of Youth regarding Mass Media in Lebanon

Prepared for UNESCO Regional Bureau- Beirut
by

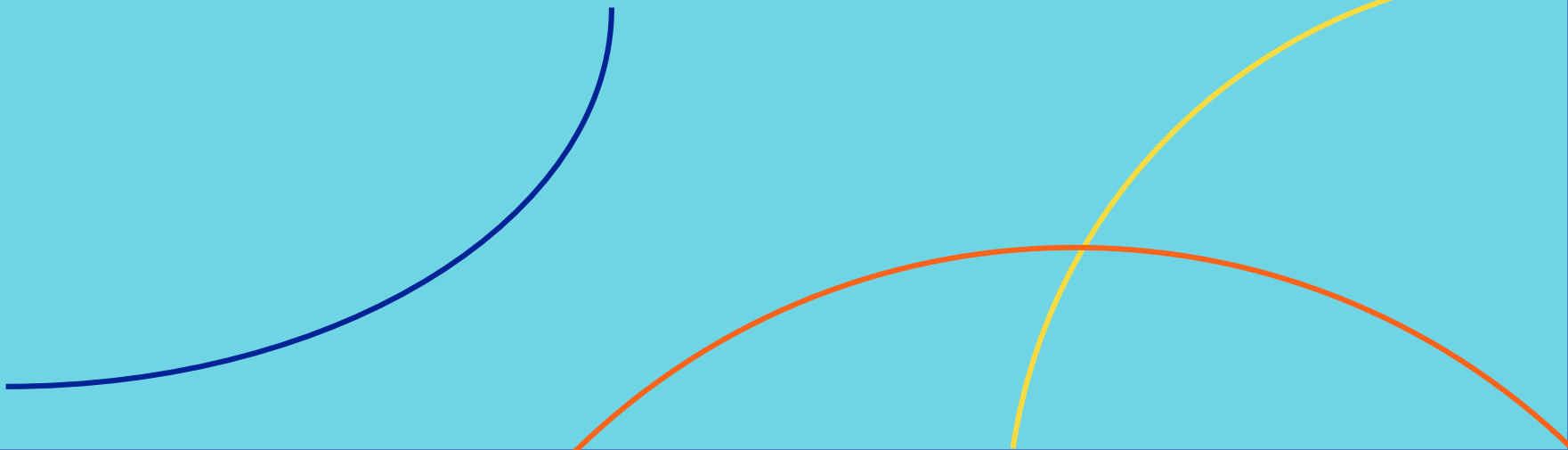


In the framework of the NET-MED Youth Project

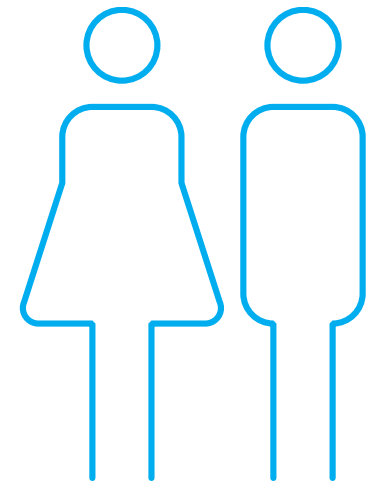
The NET-MED Youth Project is funded by the European Union

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DETAILED METHODOLOGY

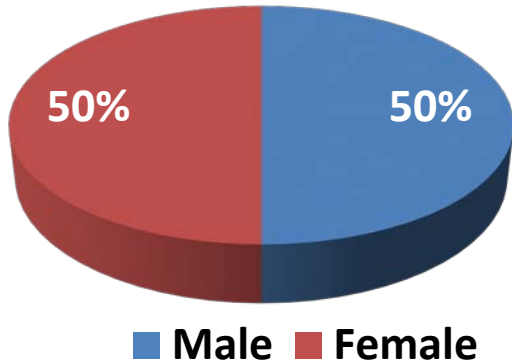


- **This survey was conducted by Statistics Lebanon Ltd between January 15 and January 28, 2015.**
- **The sample size for this survey was n=1200.. Lebanese males and females (50/50) aged between 14 and 29 years, covering the various Lebanese governorates and socio-economic groups.**
- **The sample by governorate and frequency : Mount Lebanon, 480 (40%); North, 240 (20%); Bekaa, 160 (13.3%); Beirut, 120,(10%); South, 130, (10.8%); and El Nabatieh ,70 (5.8%).**
- **The sample was divided by religion: Christians (39.2%); Sunnis (26.7%); Shia (25.8%); and Druze (8.3%)**
- **The sample was drawn using the Probability Proportional to Size (PPS) sampling technical.**
- **Interviews were conducted face-to-face.**
- **Statistical data analysis was conducted using SPSS 21.**
- **The survey's margin of error is \pm 2.83%.**

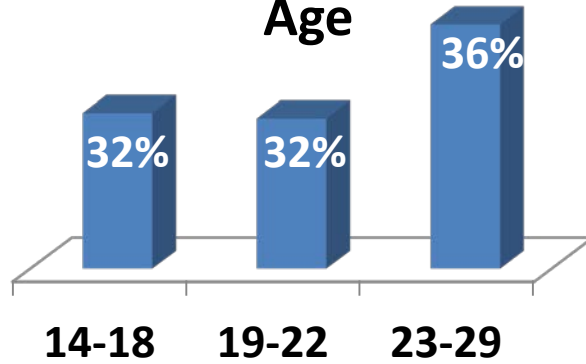


Demographics

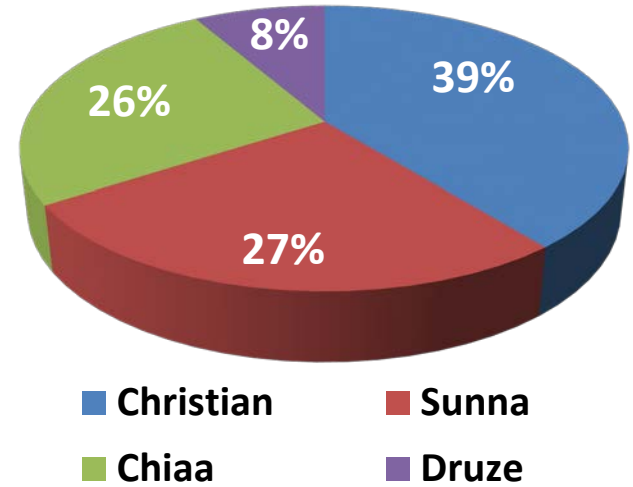
Gender



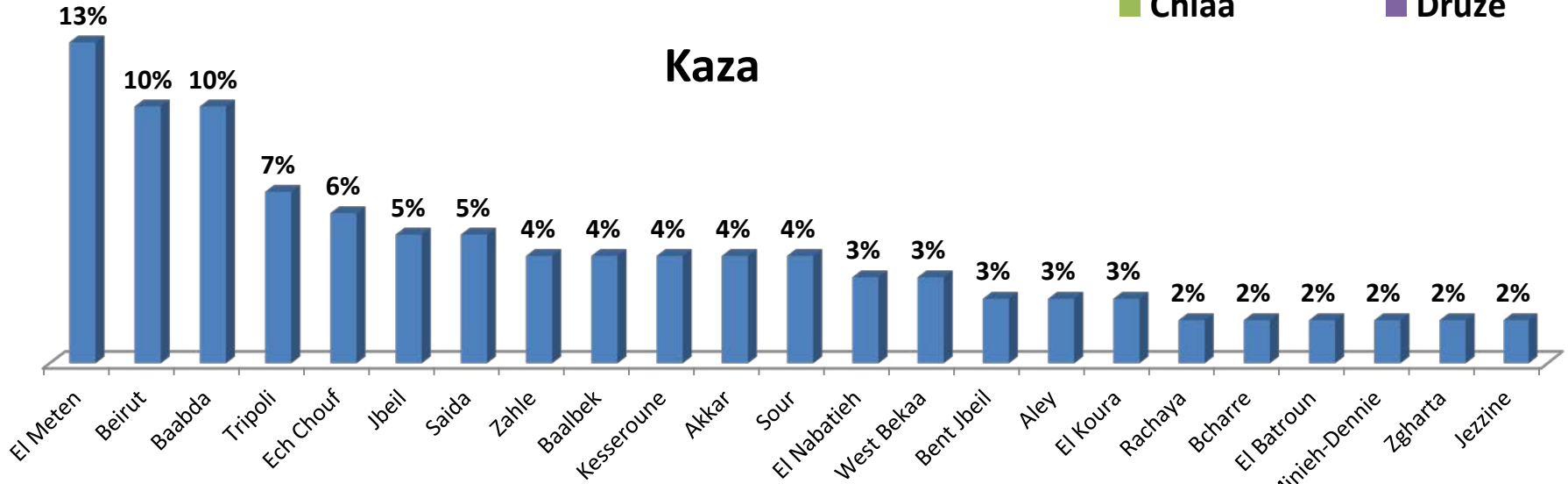
Age



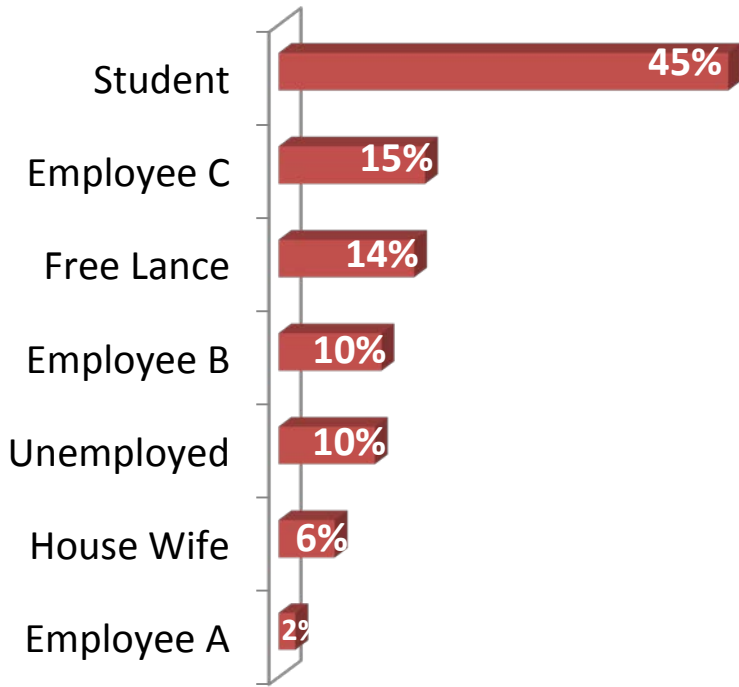
Religion



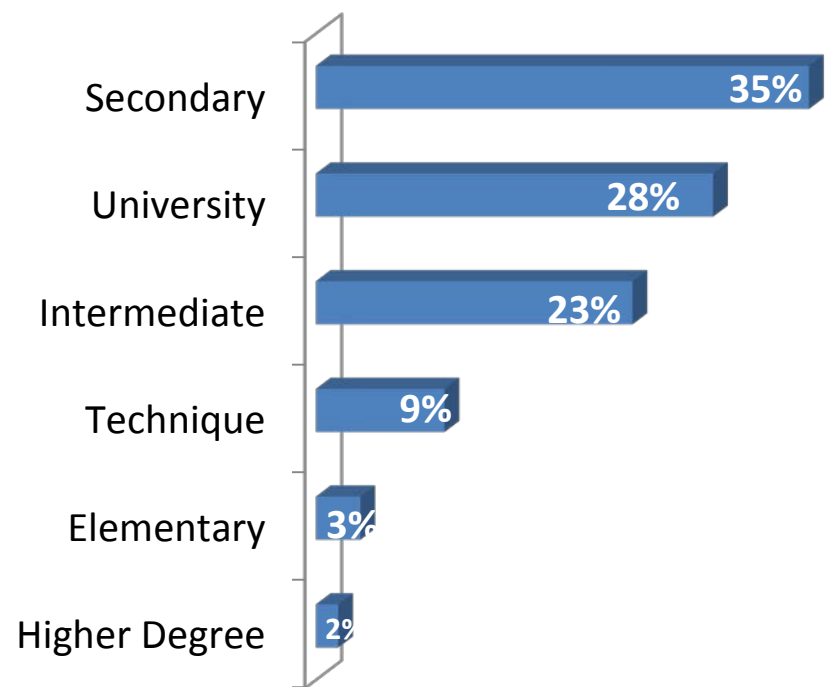
Kaza



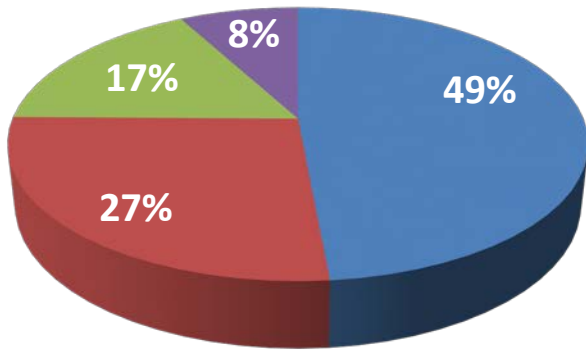
Occupation



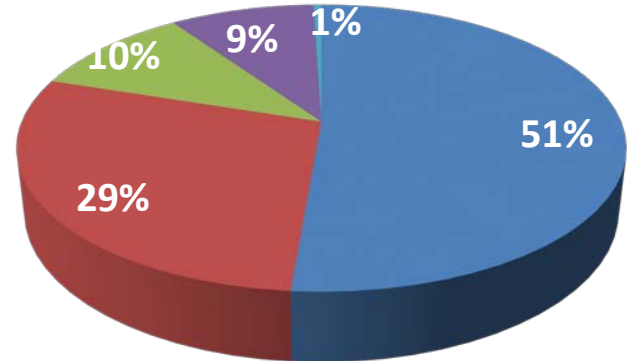
Education



Personal Income



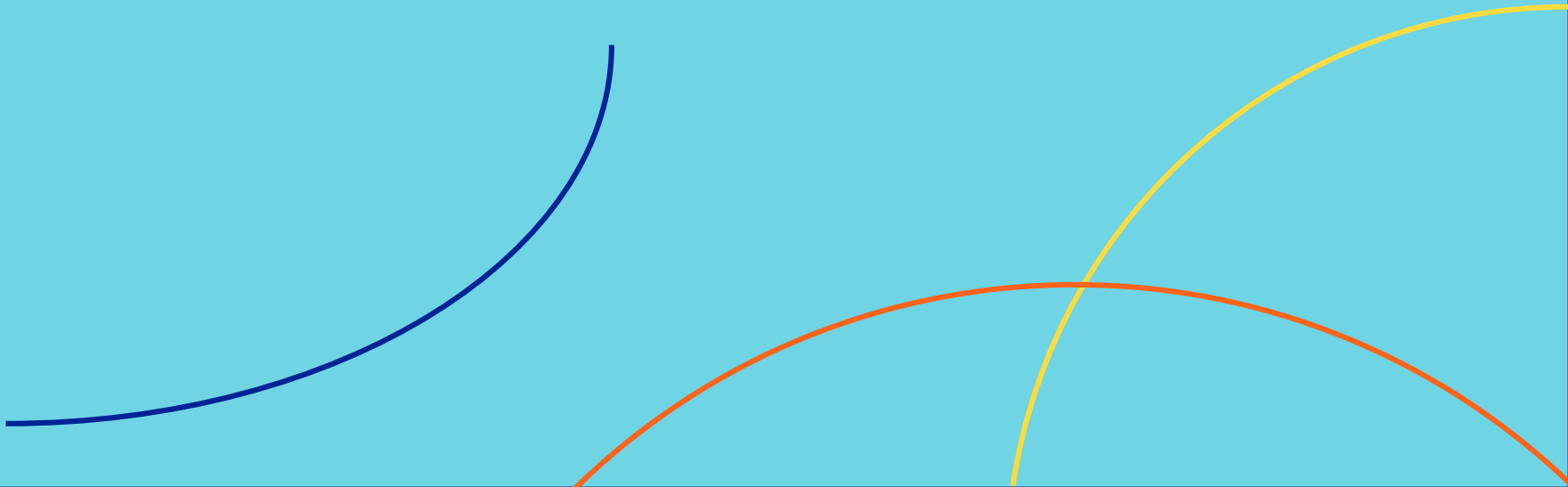
Family Income



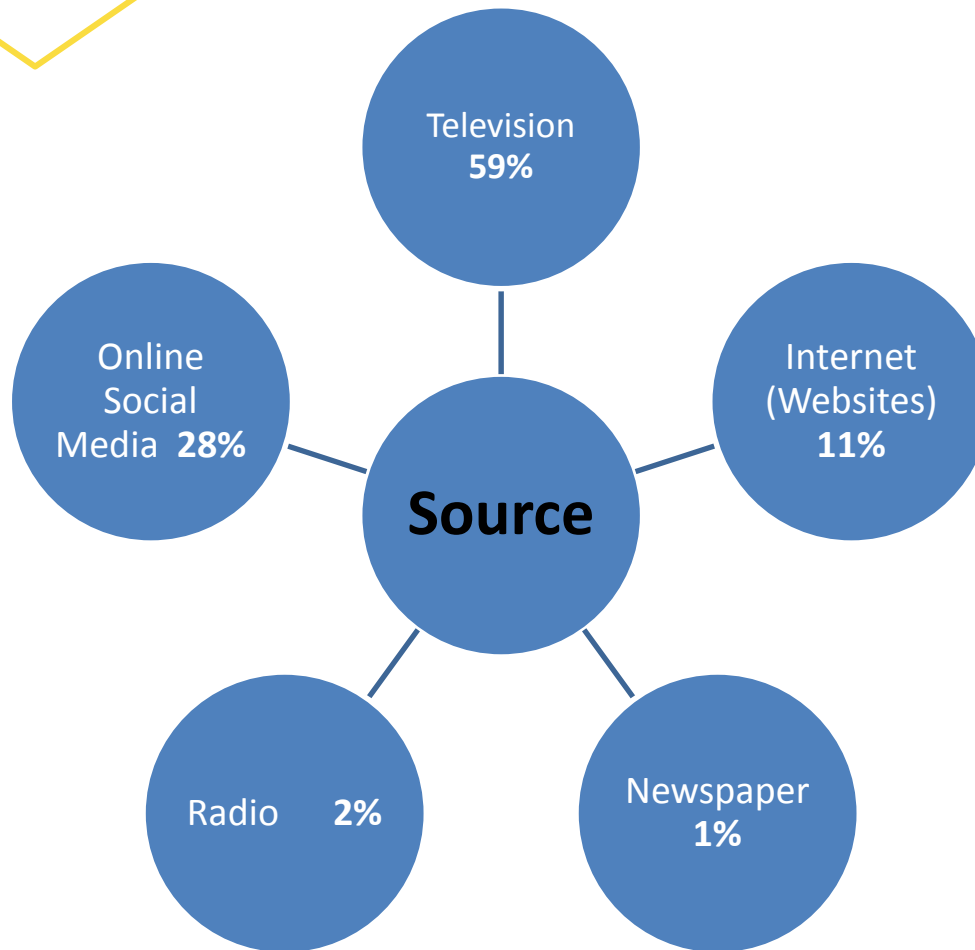
■ \$ 500++ ■ \$ 301-500 ■ \$ 101-300 ■ <100\$

■ 1001-2000 \$ ■ 2001-3500 \$ ■ 3501++ \$ ■ 501-100 \$ ■ <500 \$

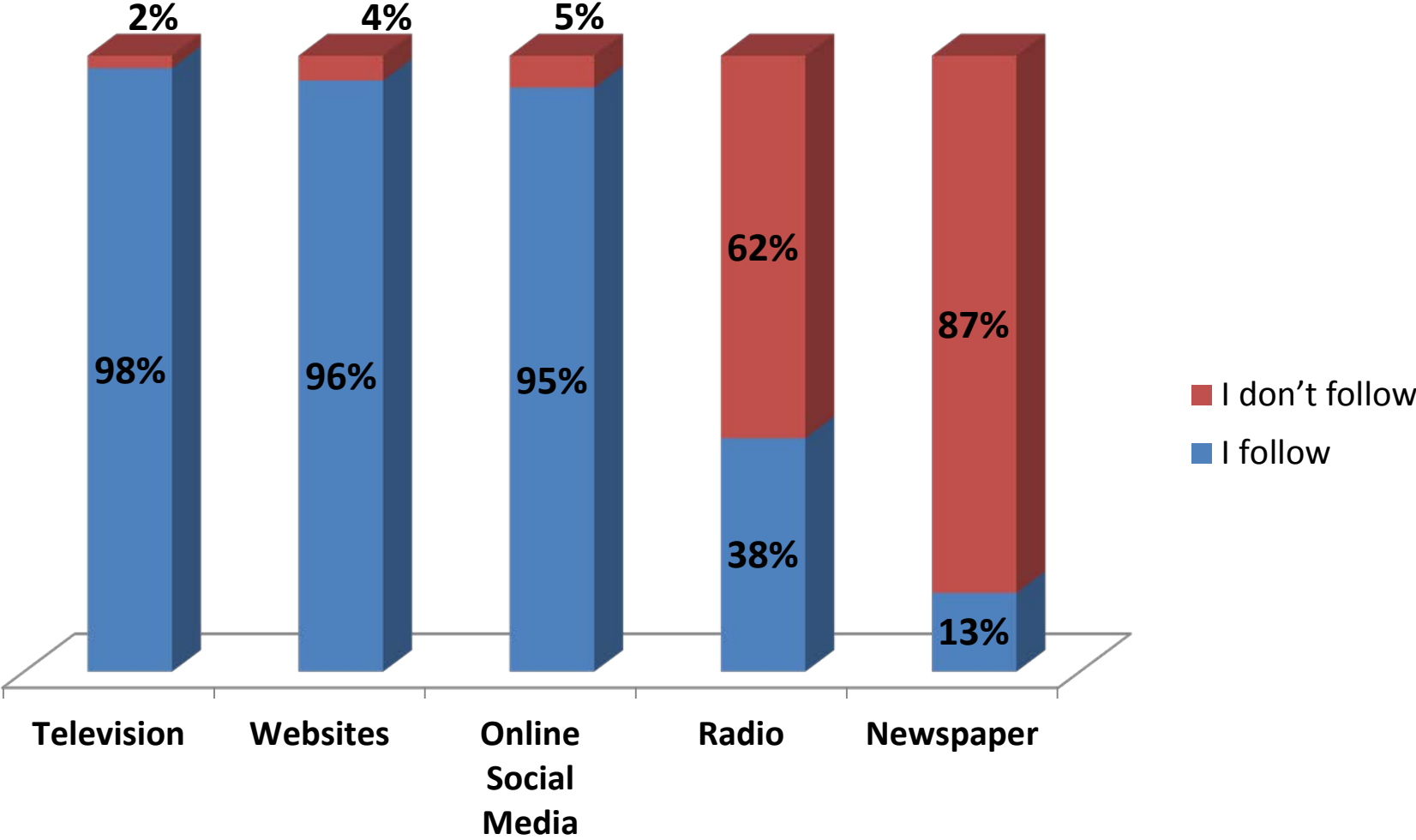
SURVEY RESULTS



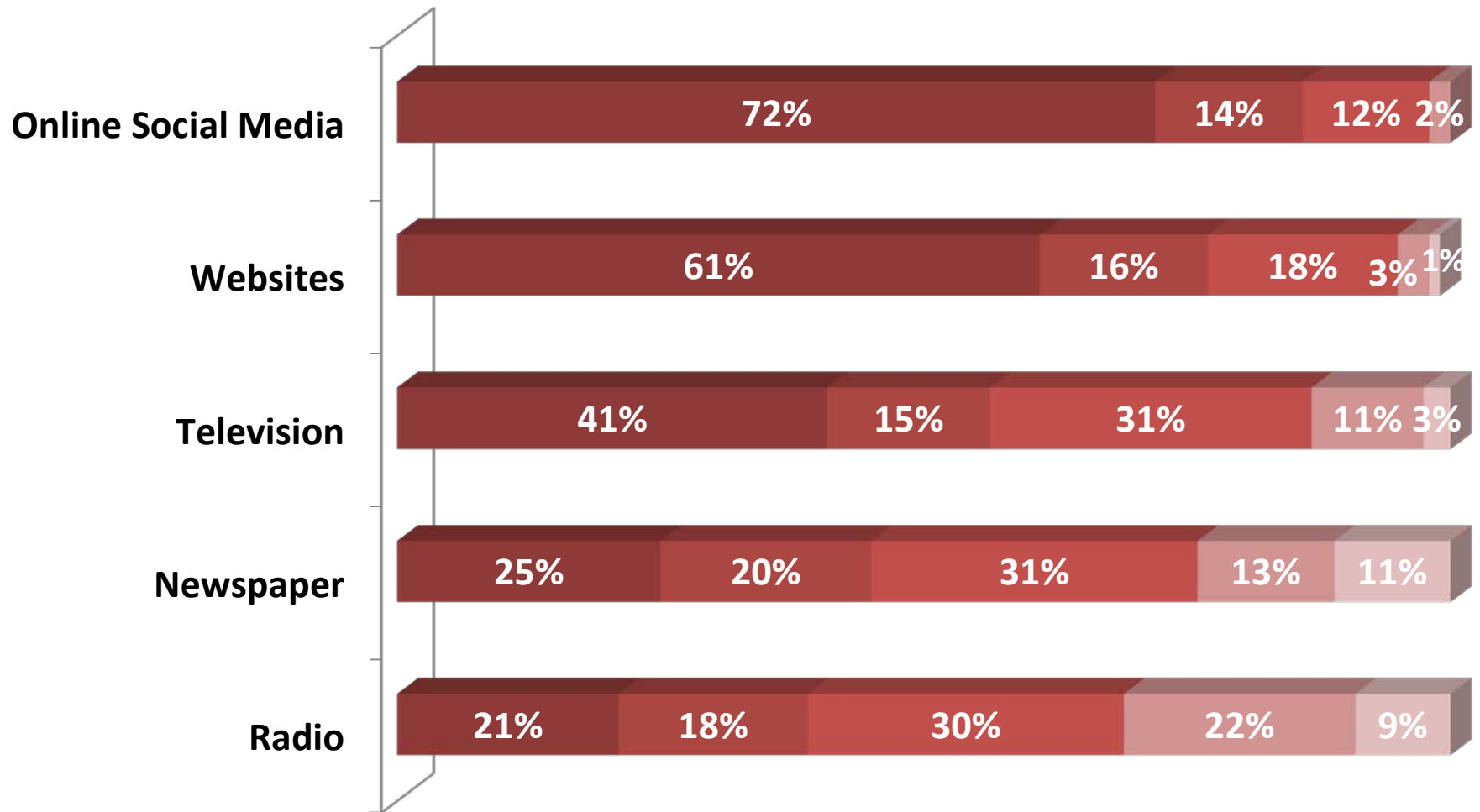
When taking into account the media (radio, TV, newspapers, Internet, social networking sites), which kind of media comes first to mind?



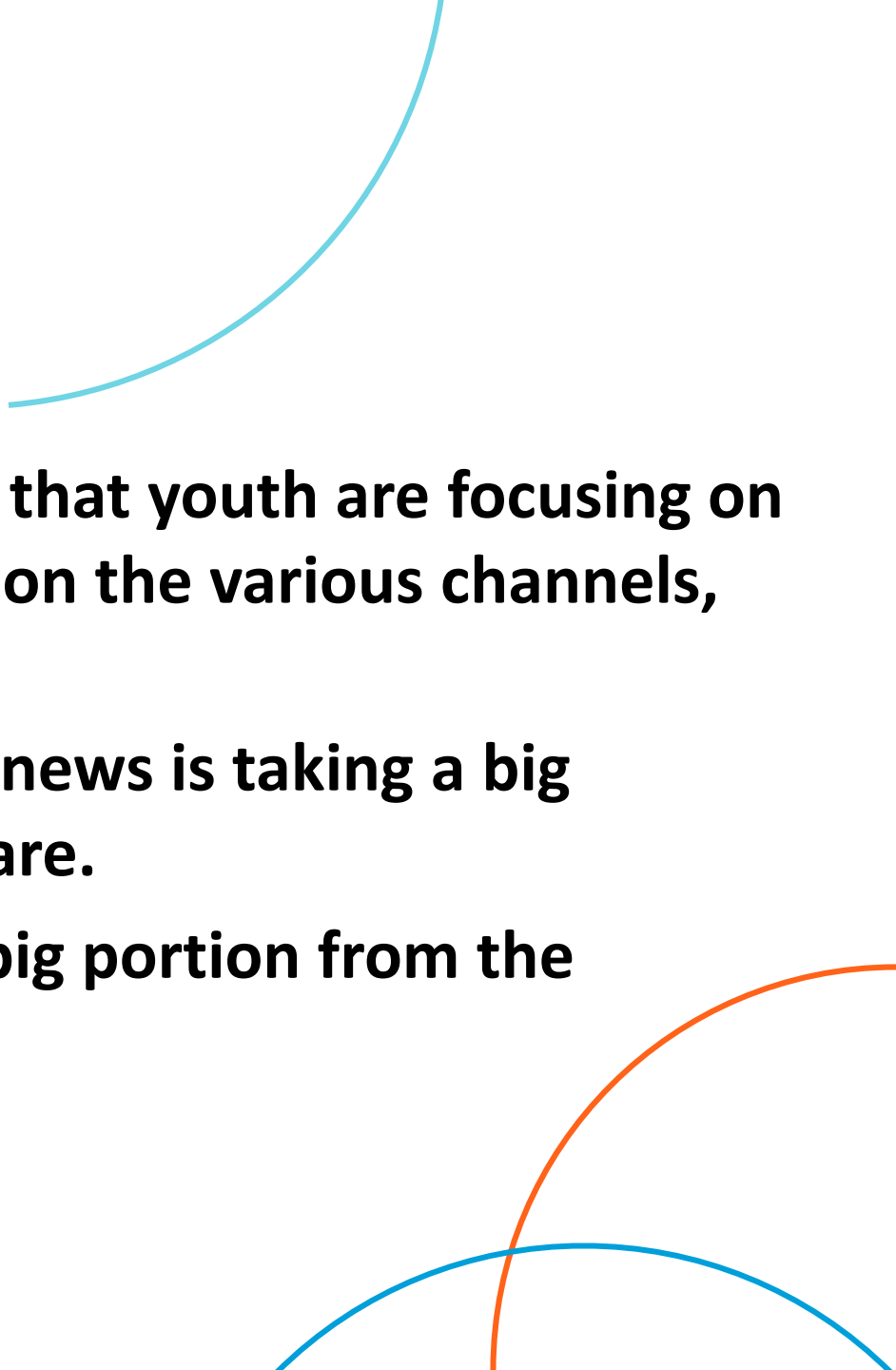
Which are the media that you usually follow?



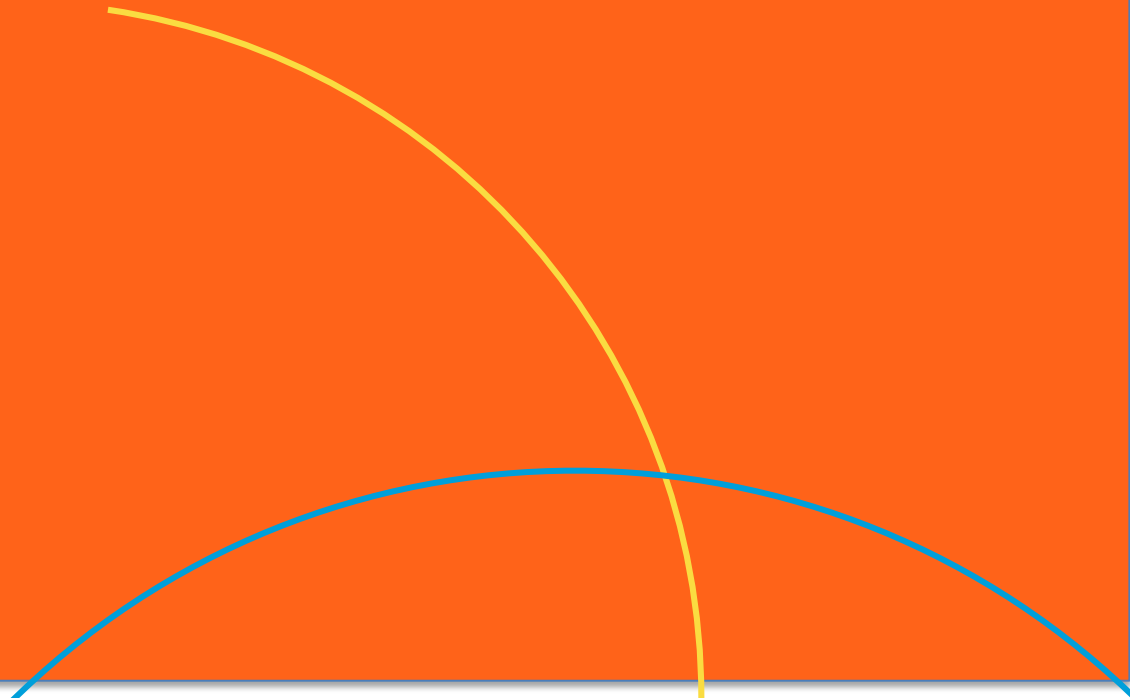
Extent which each type of media is followed

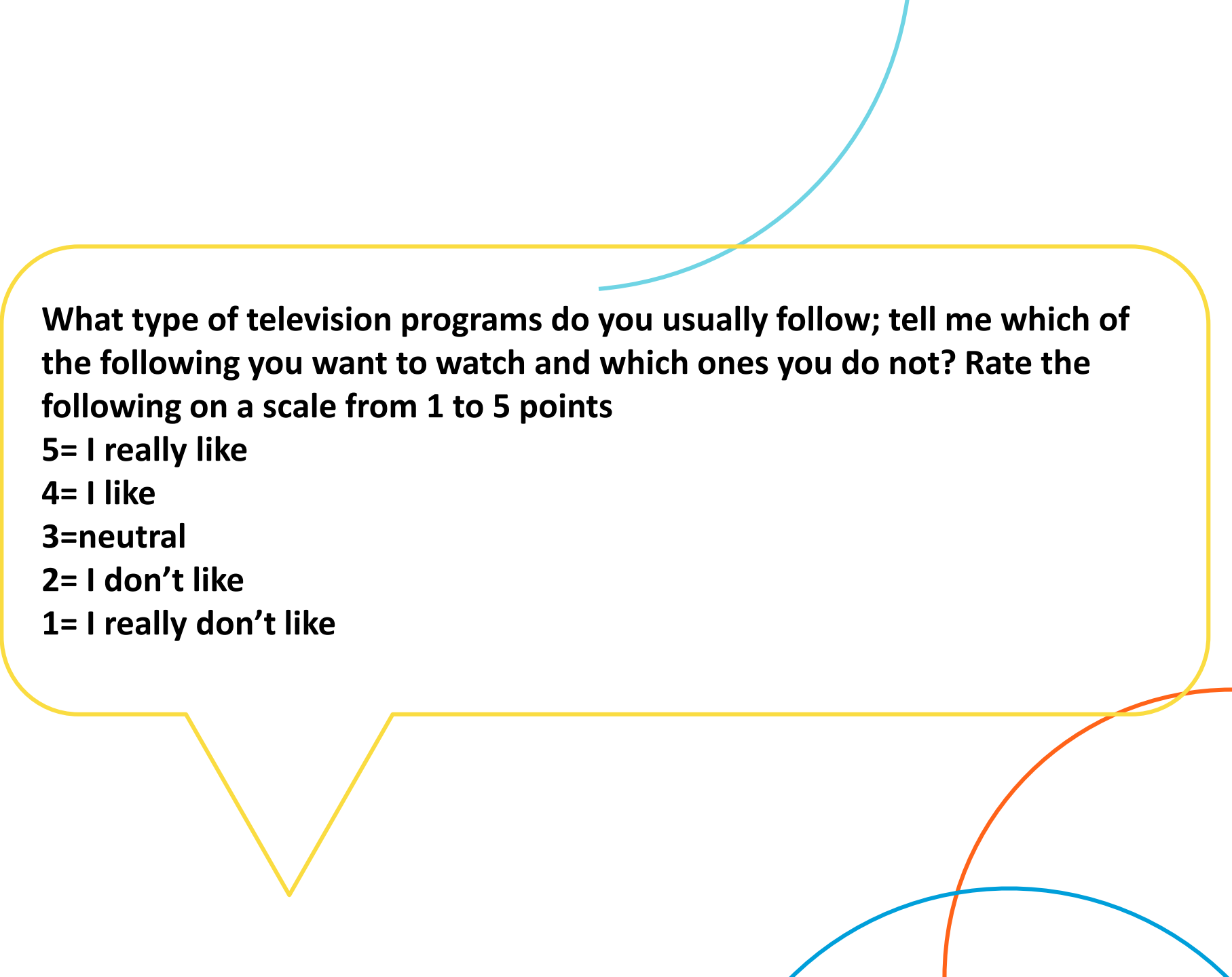


■ Very large extent ■ Large extent ■ To some extent ■ fairly ■ Very small extent

- 
- **It is clear from the findings that youth are focusing on programs related to adults on the various channels, mainly the local ones.**
 - **Moreover, we can say that news is taking a big portion of the audience share.**
 - **Sports, as well, is taking a big portion from the audience share.**

TELEVISION





What type of television programs do you usually follow; tell me which of the following you want to watch and which ones you do not? Rate the following on a scale from 1 to 5 points

5= I really like

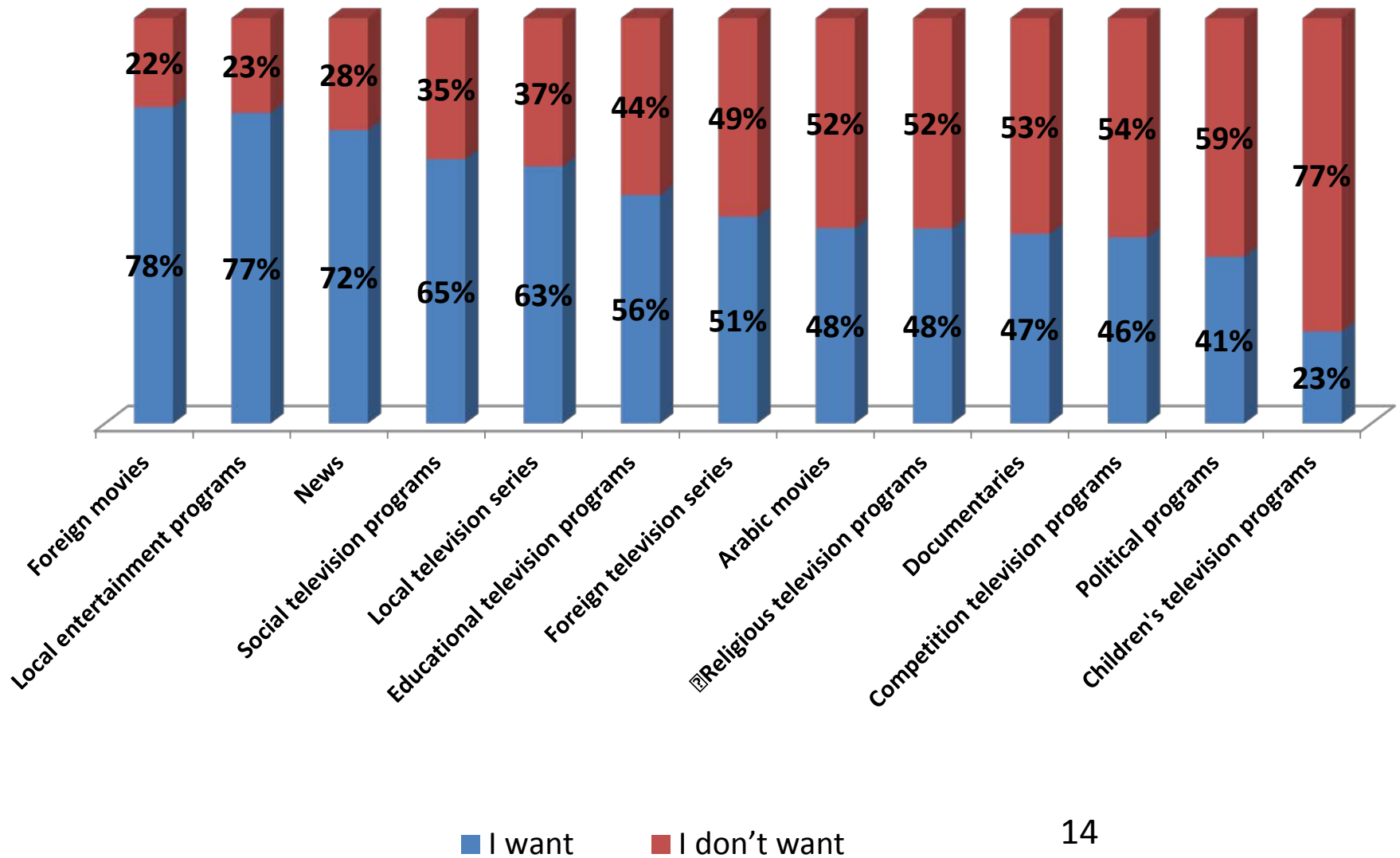
4= I like

3=neutral

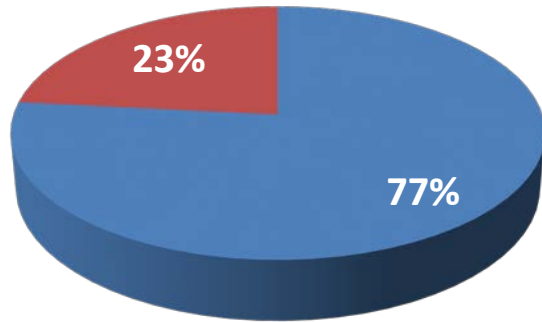
2= I don't like

1= I really don't like

Type of television programs that usually followed

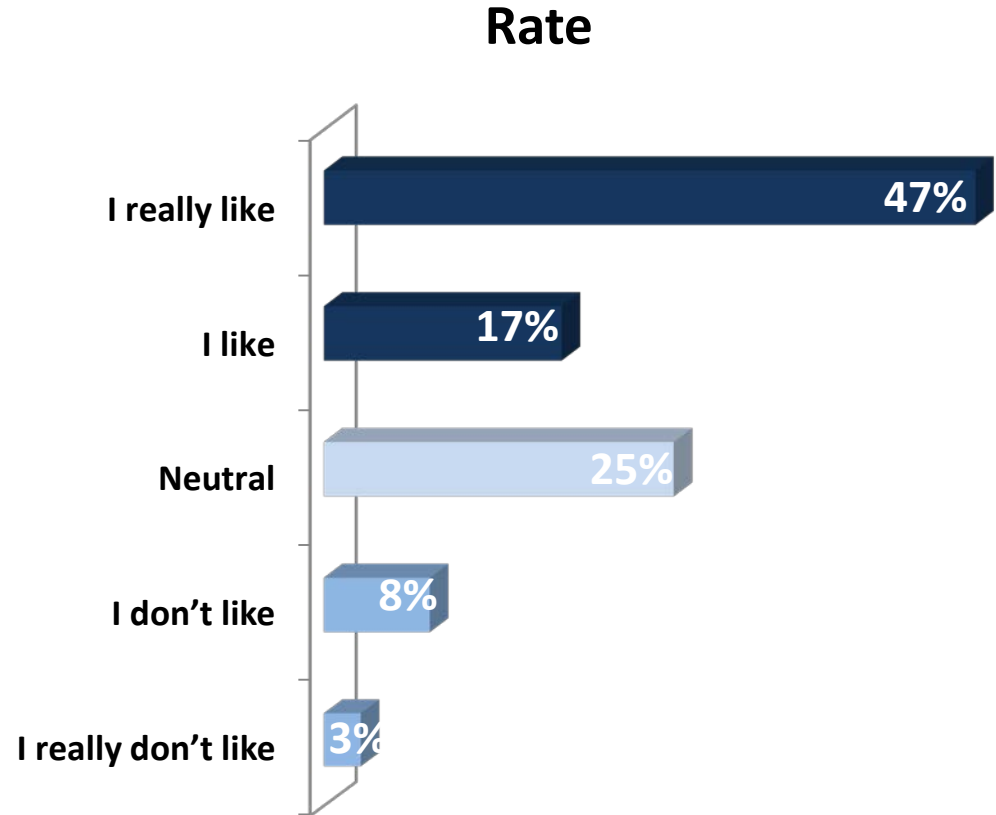


Local entertainment programs

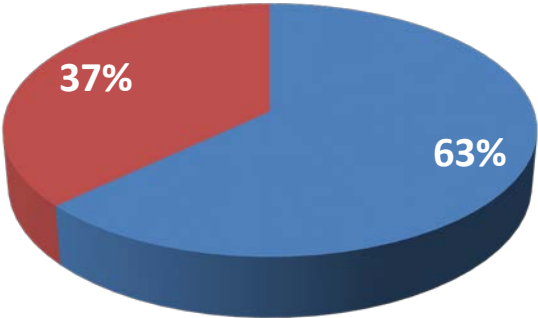


■ I want ■ I don't want

Average 3.99

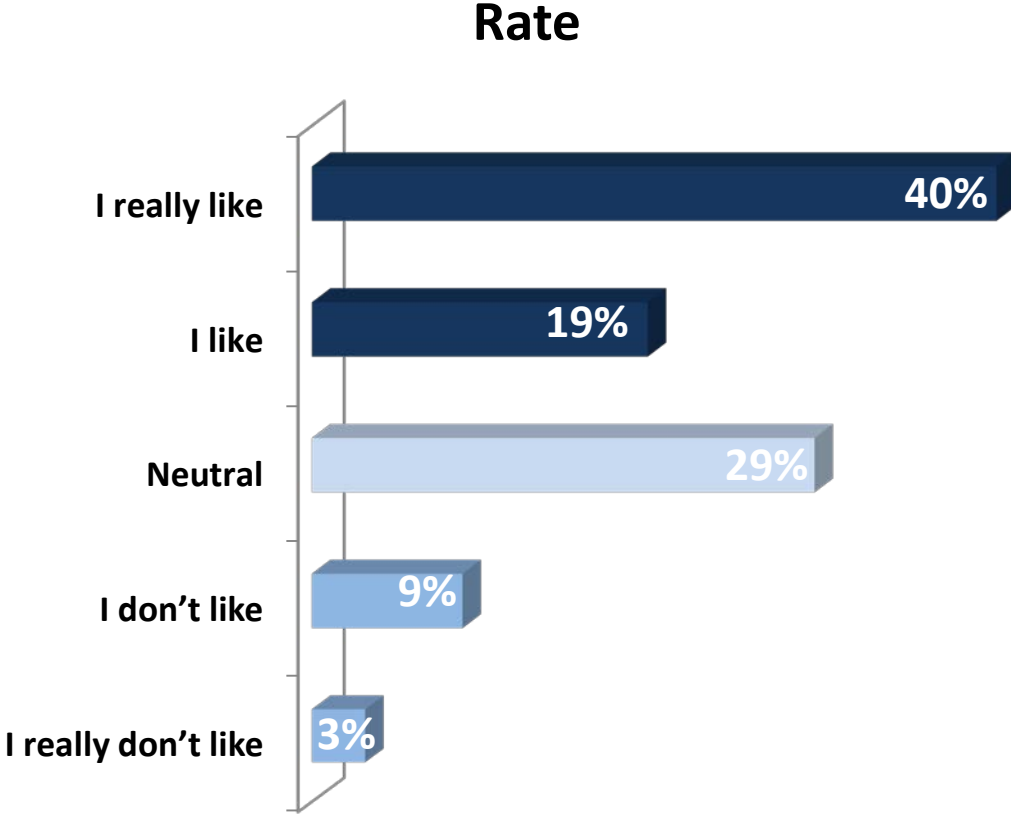


Local television series

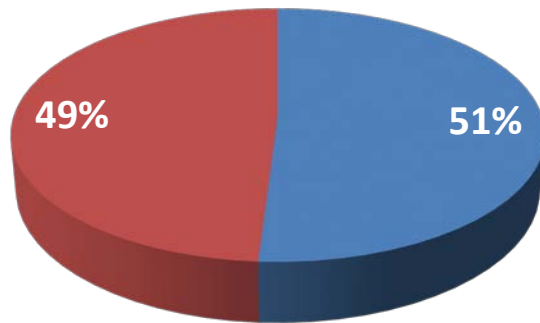


■ I want ■ I don't want

Average 3.84

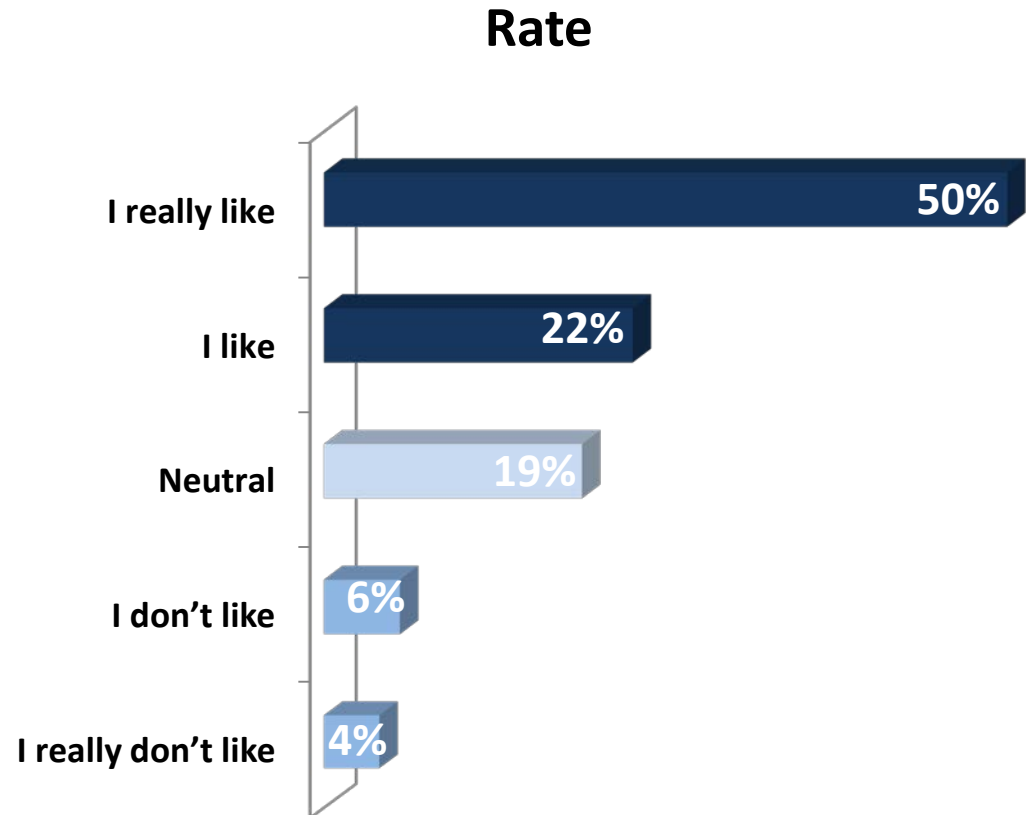


Foreign television series

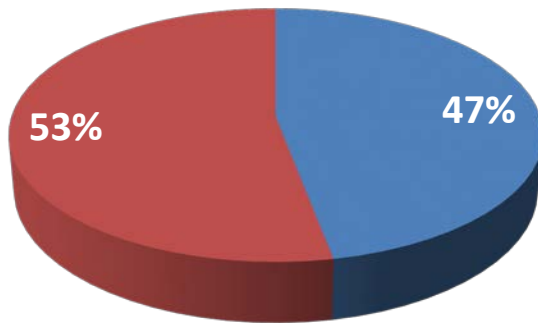


■ I want ■ I don't want

Average 4.08

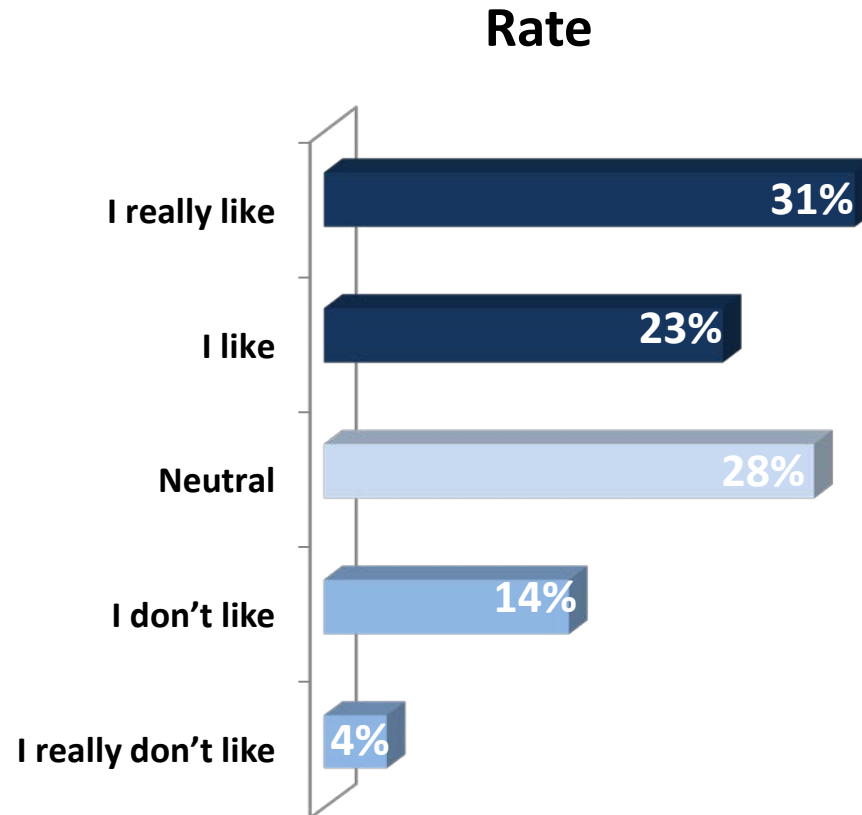


Documentaries

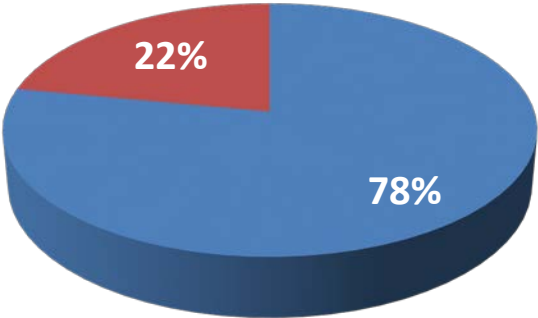


■ I want ■ I don't want

Average 3.63



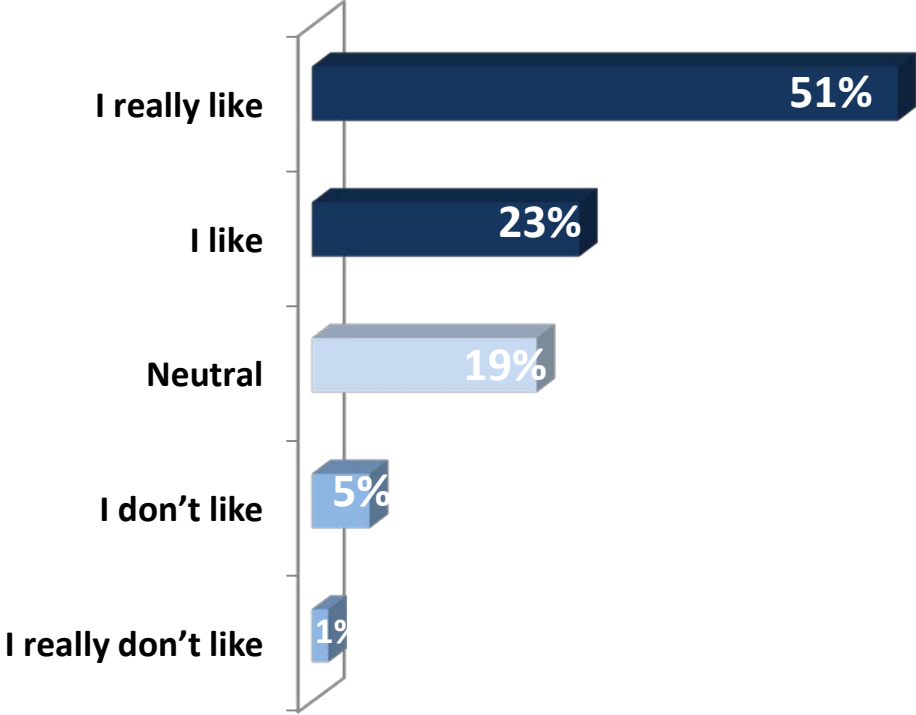
Foreign movies



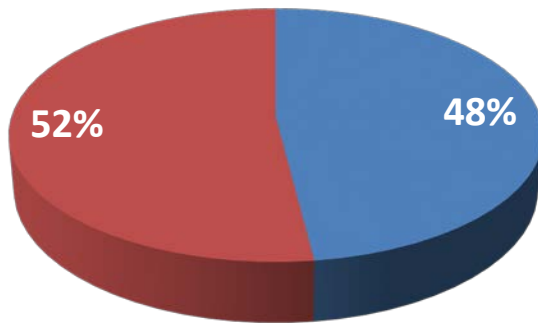
■ I want ■ I don't want

Average 4.17

Rate

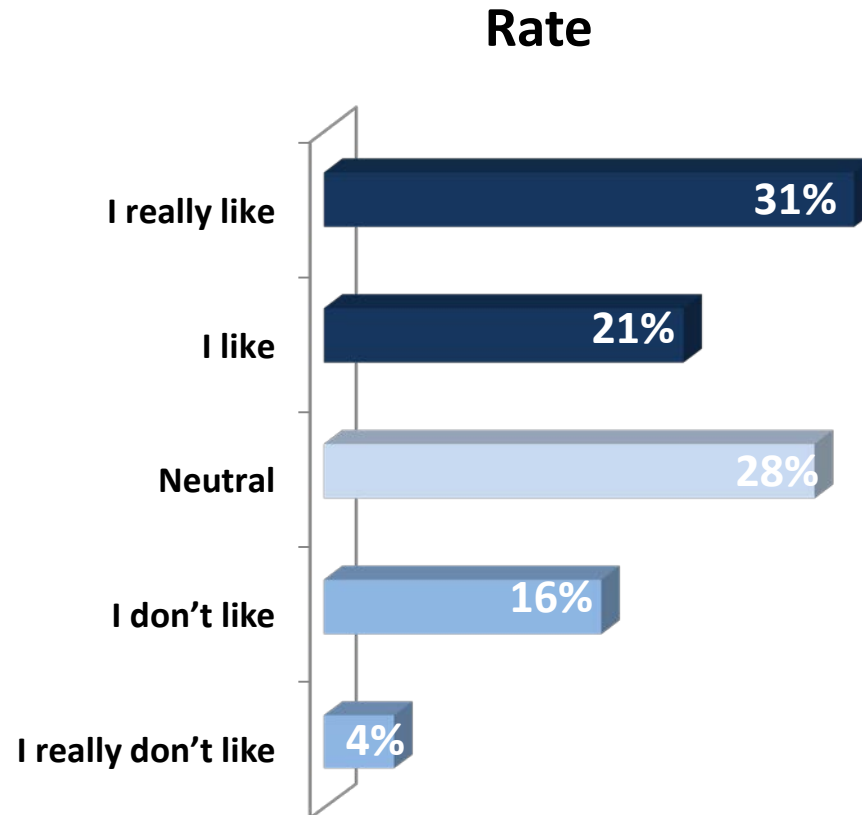


Arabic movies

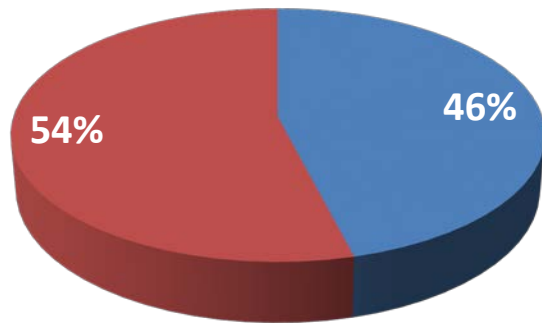


■ I want ■ I don't want

Average 3.58

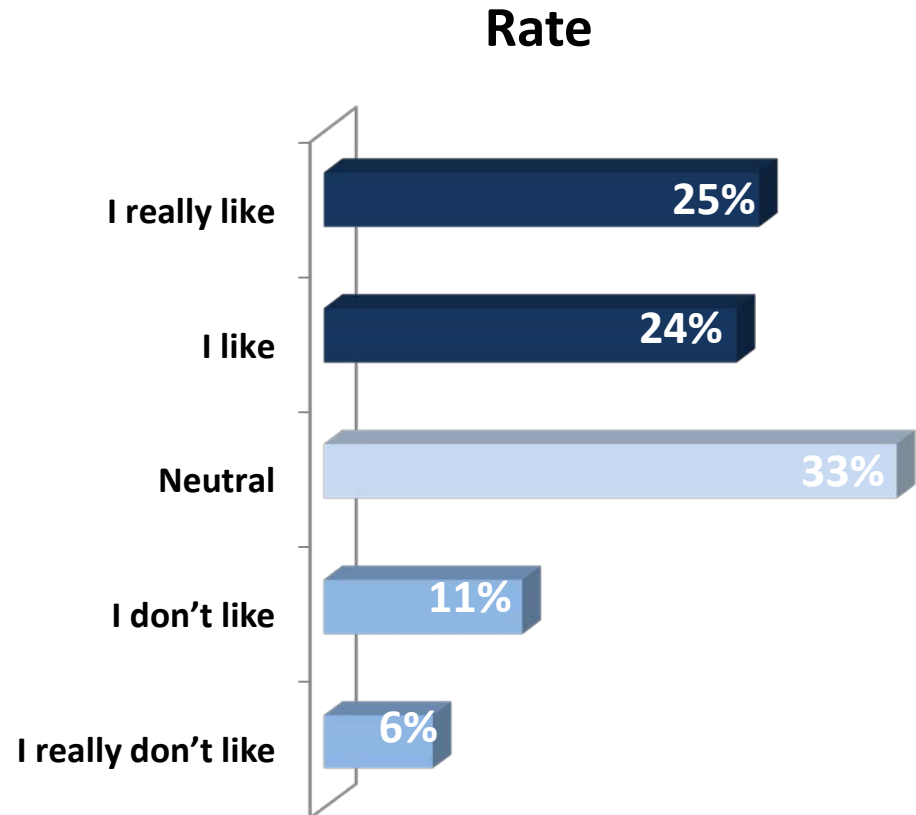


Competition television programs

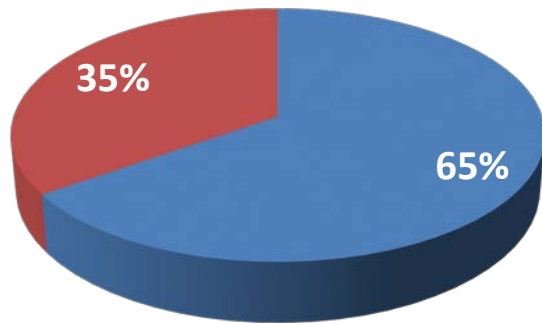


■ I want ■ I don't want

Average 3.5

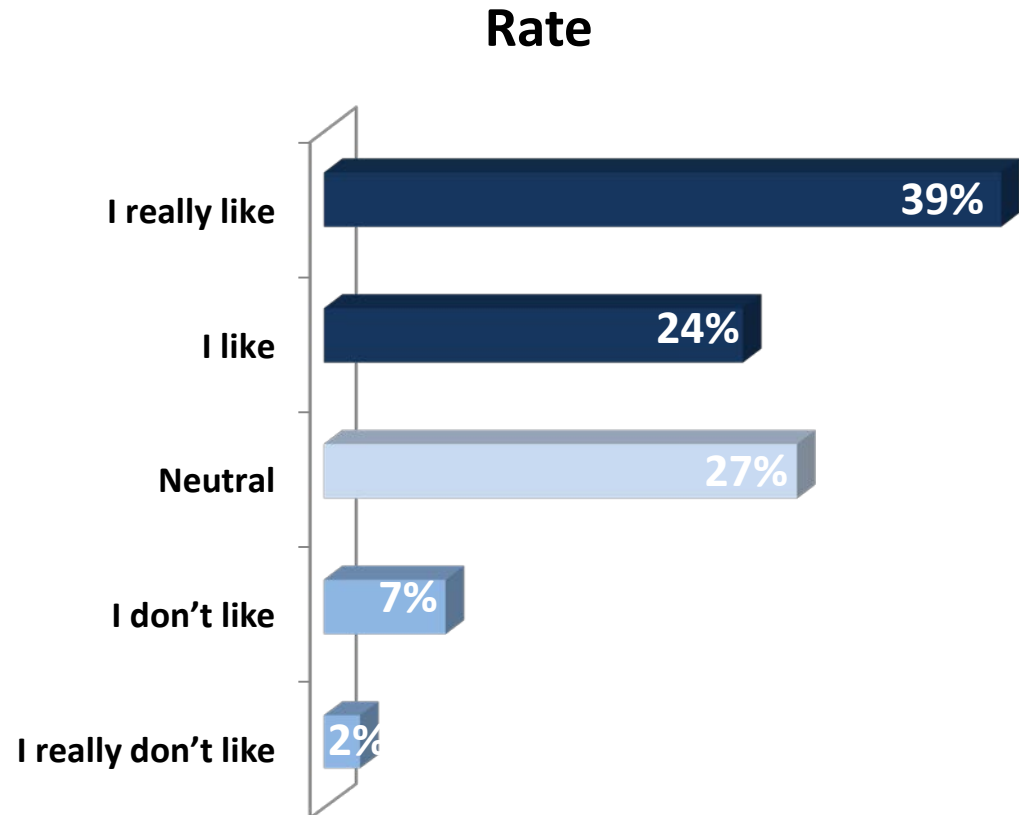


Social television programs

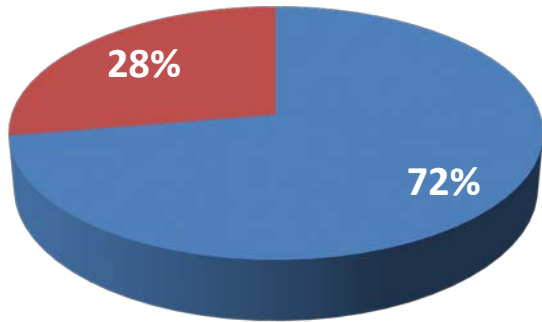


■ I want ■ I don't want

Average 3.92



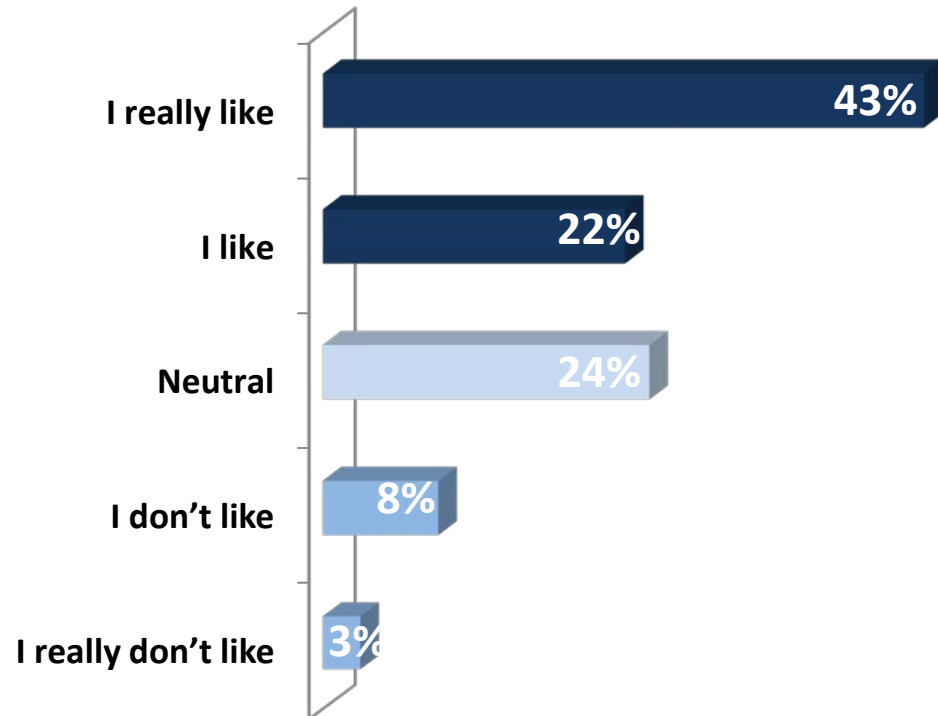
News



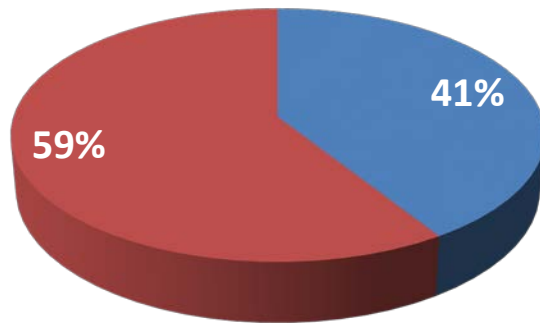
■ I want ■ I don't want

Average 3.95

Rate

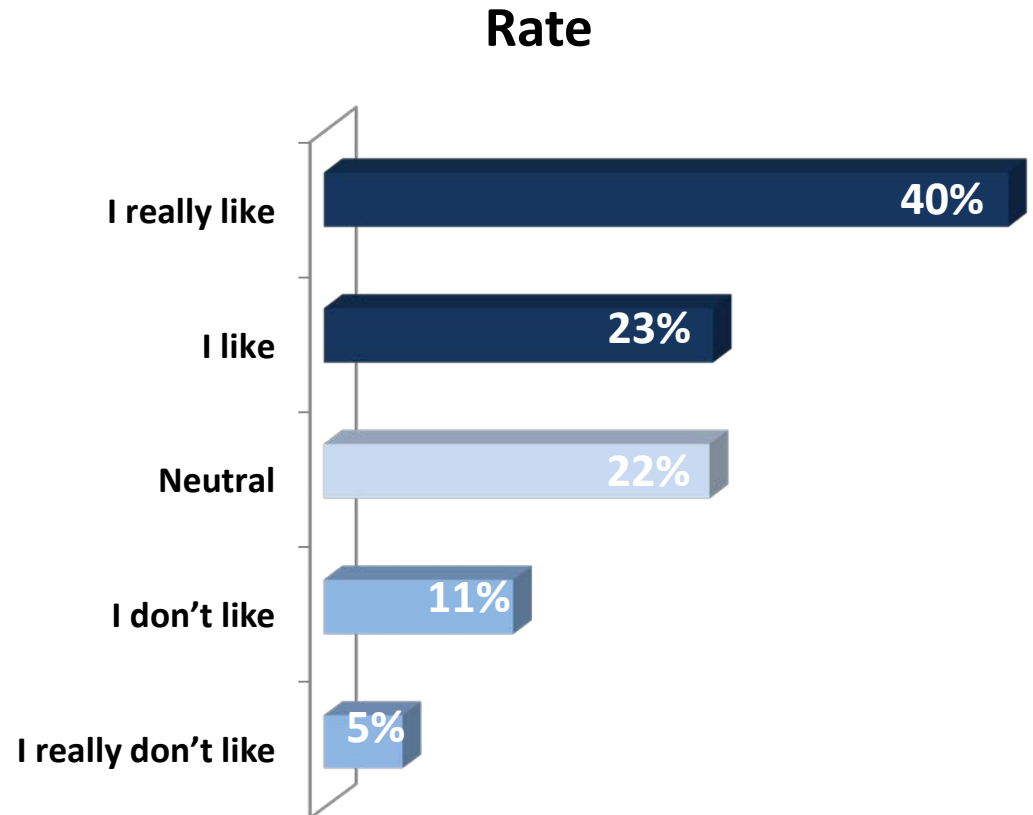


Political programs



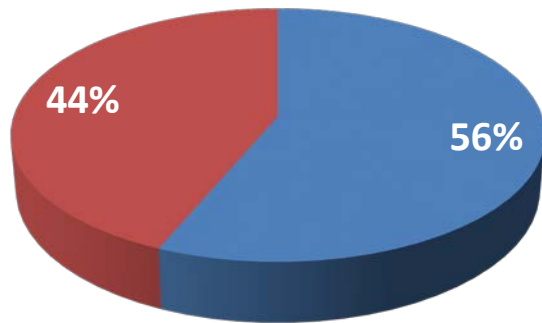
■ I want ■ I don't want

Average 3.82



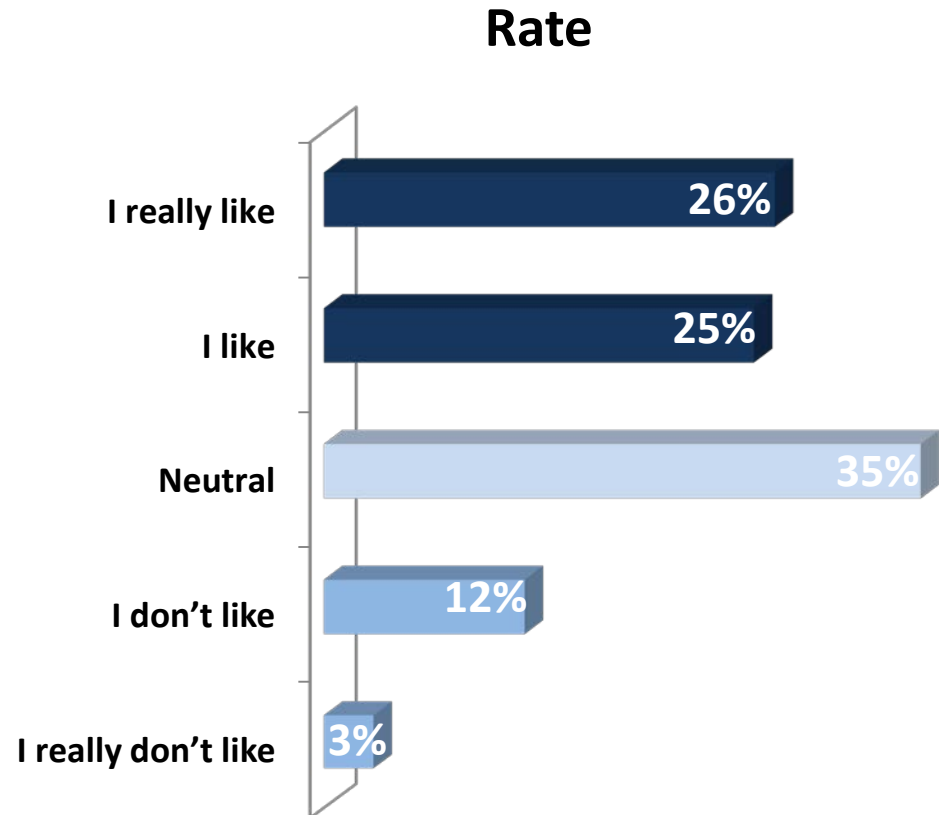
It is worth mentioning that Youth are still interested in political programs

Educational television programs

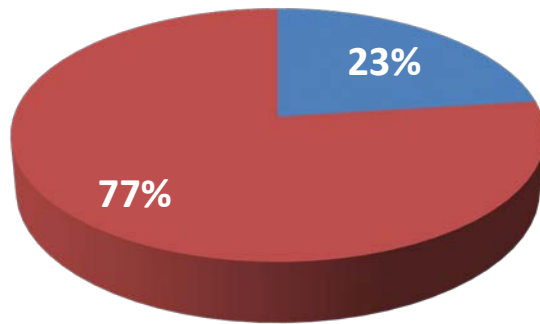


■ I want ■ I don't want

Average 3.6

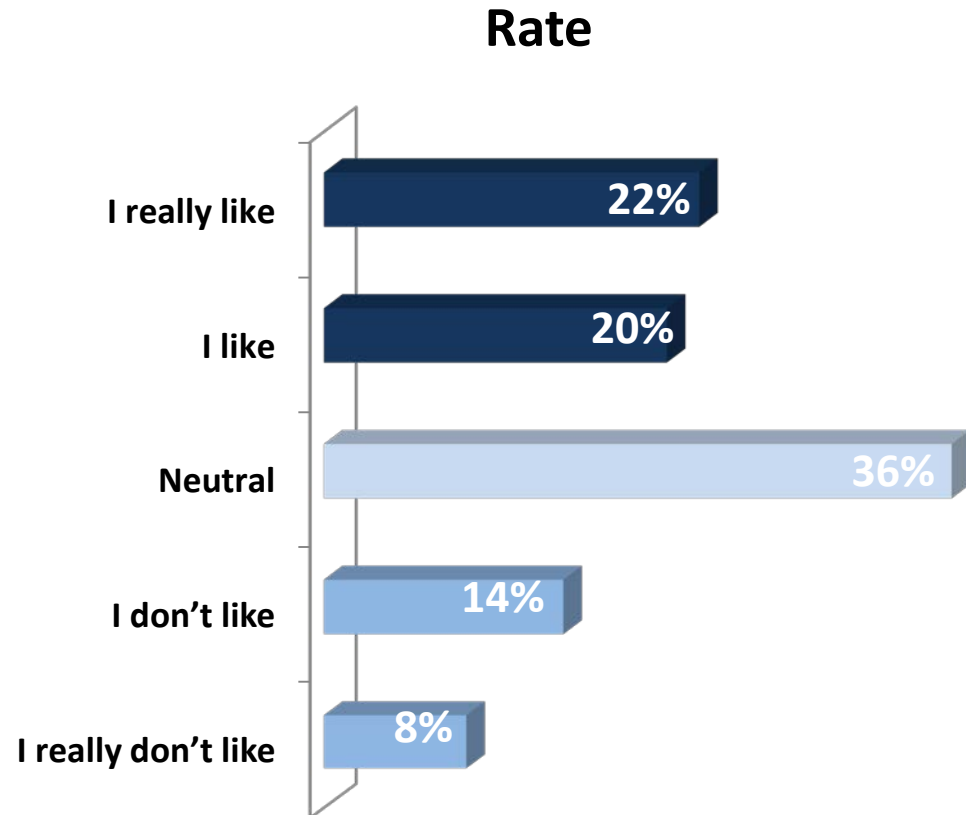


Children's television programs



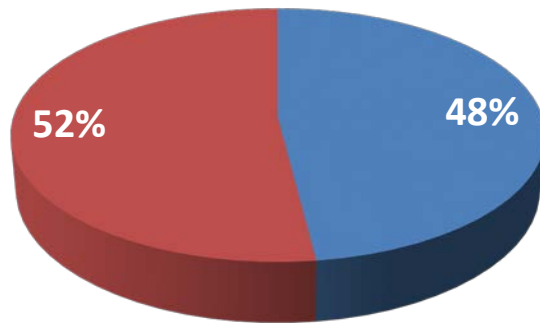
■ I want ■ I don't want

Average 3.33



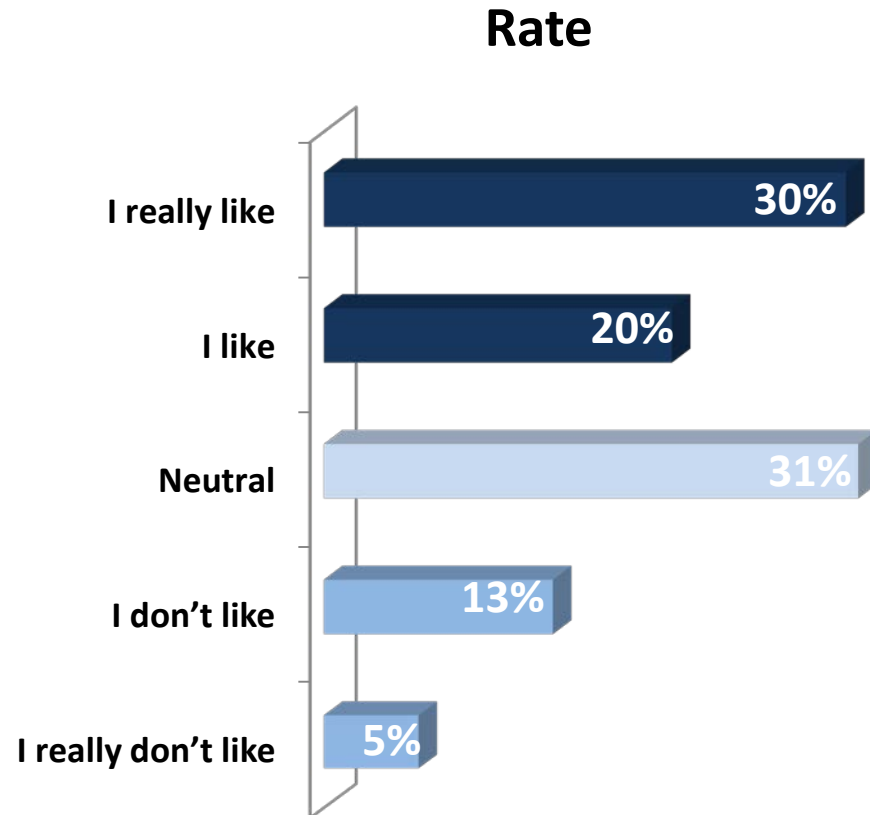
Youth are not interested in children's TV Programs.

Religious television programs

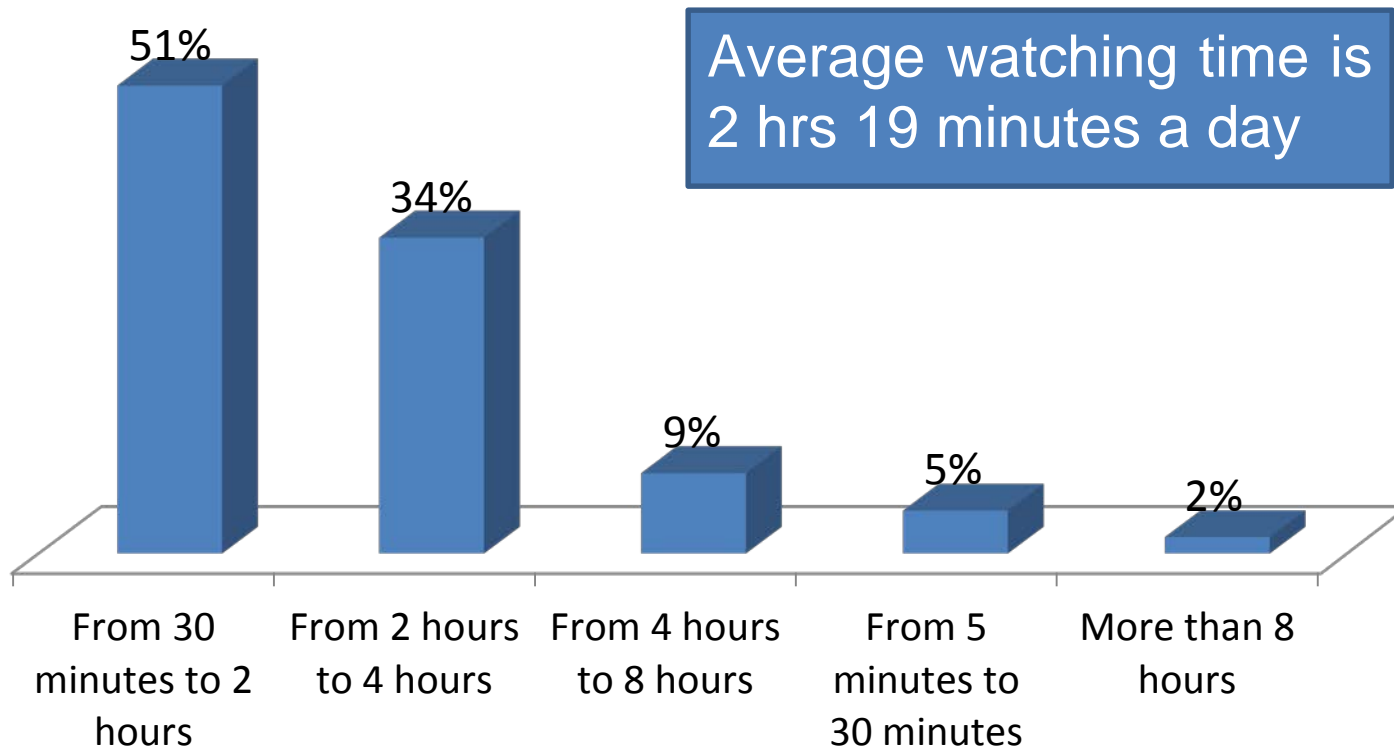


■ I want ■ I don't want

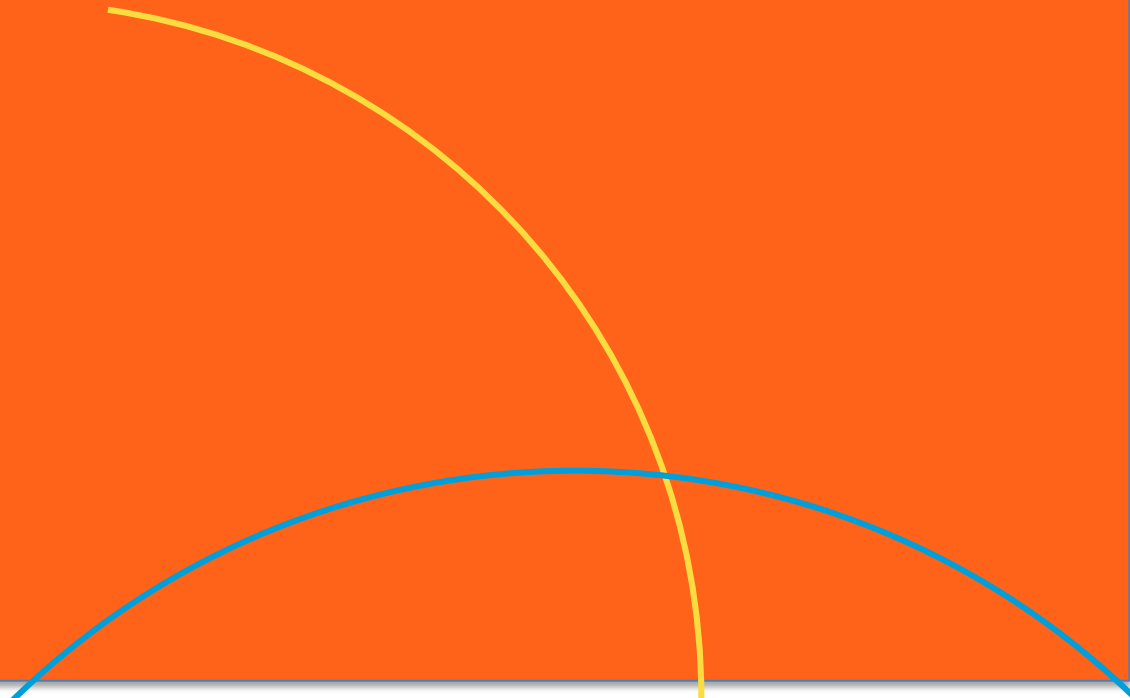
Average 3.56

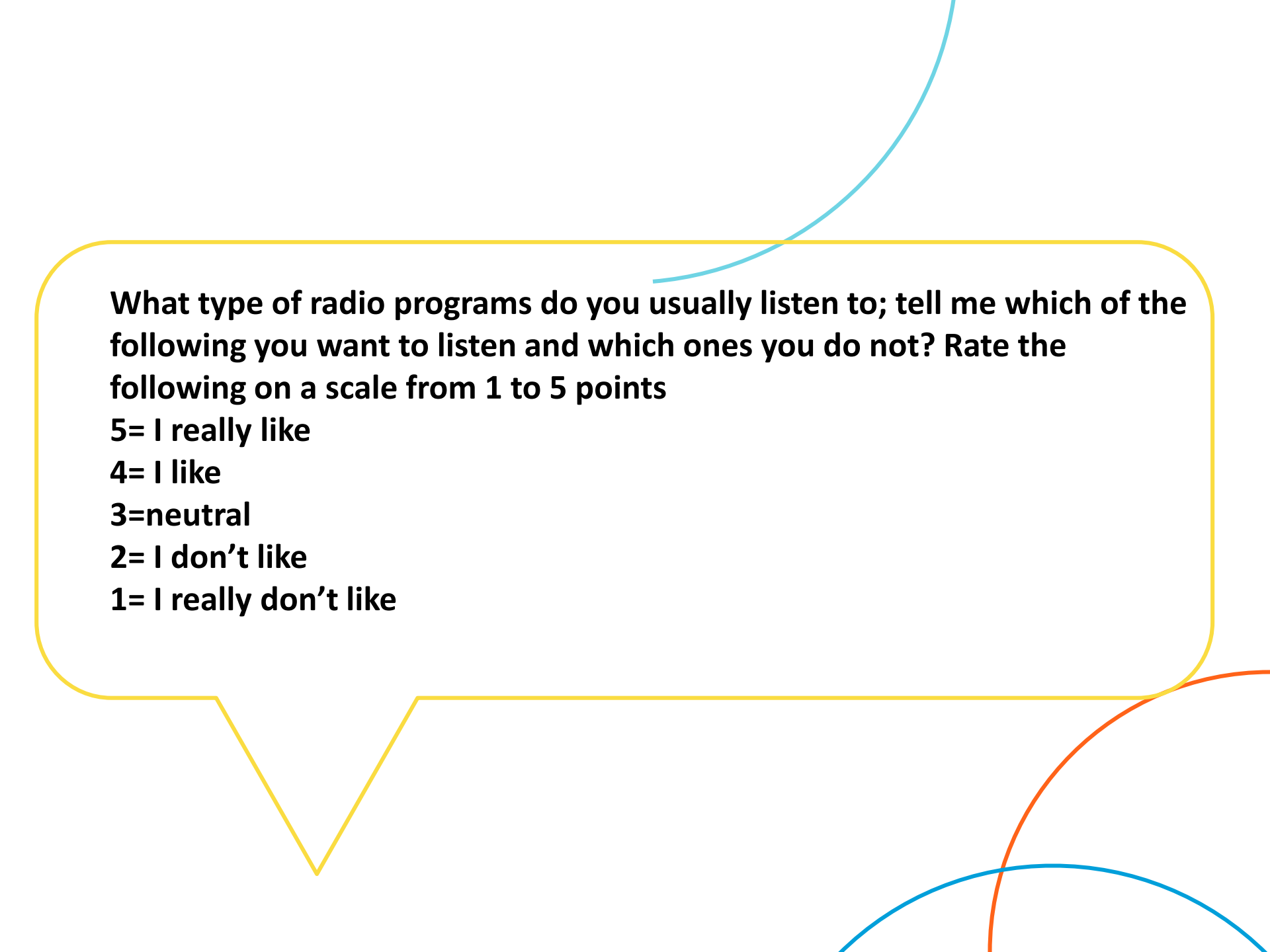


How many hours do you spend watching television on a daily basis?



RADIO





What type of radio programs do you usually listen to; tell me which of the following you want to listen and which ones you do not? Rate the following on a scale from 1 to 5 points

5= I really like

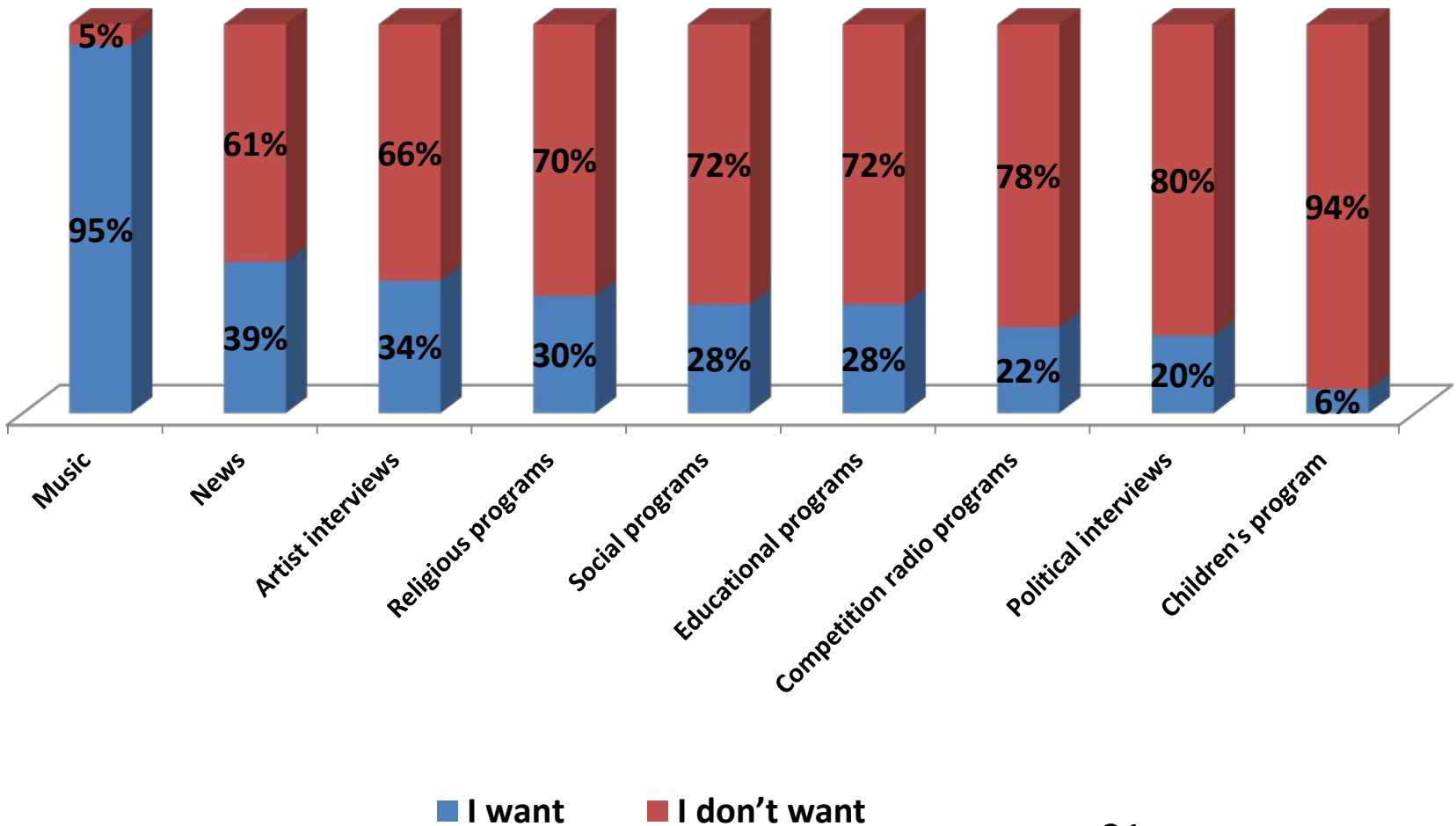
4= I like

3=neutral

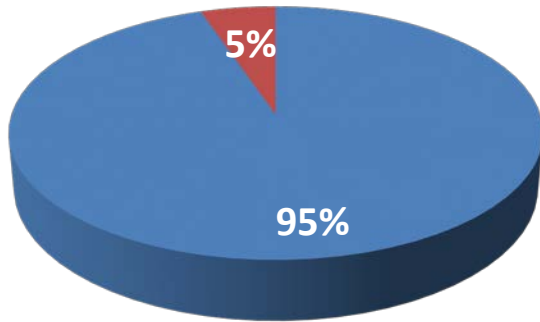
2= I don't like

1= I really don't like

Type of radio programs usually listened to



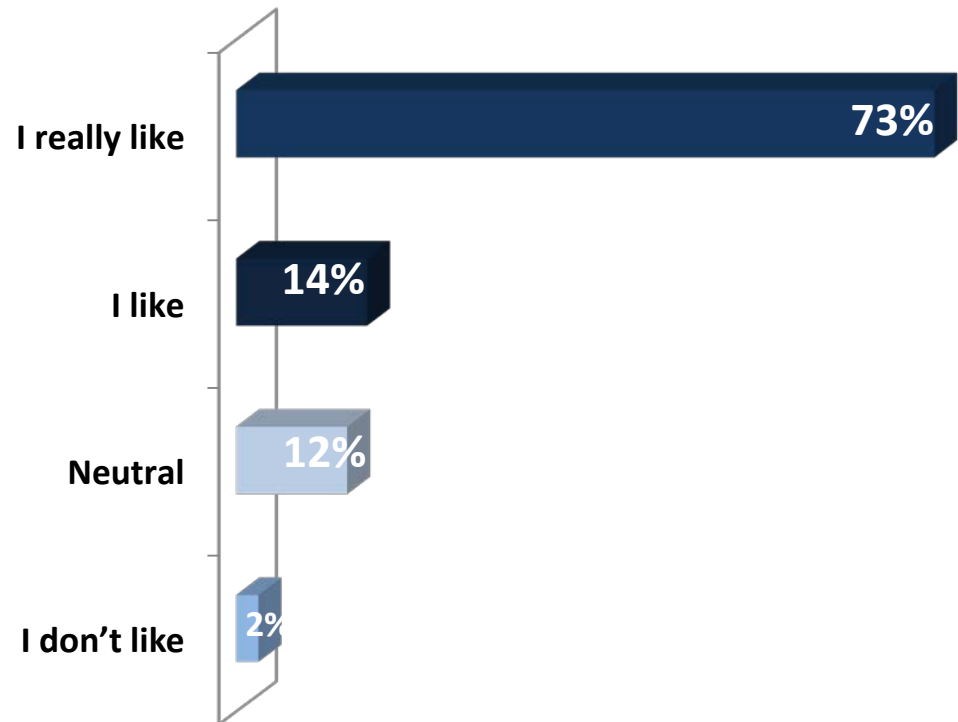
Music



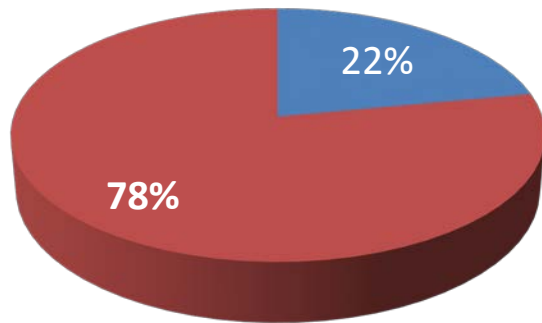
■ I want ■ I don't want

Average 4.56

Rate

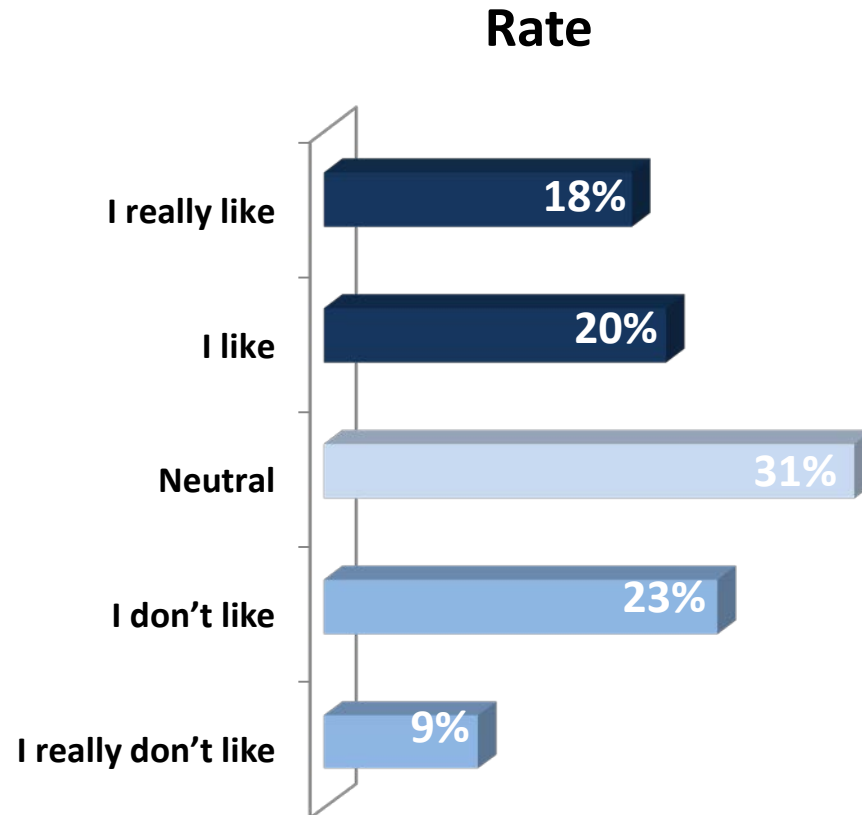


Competition radio programs

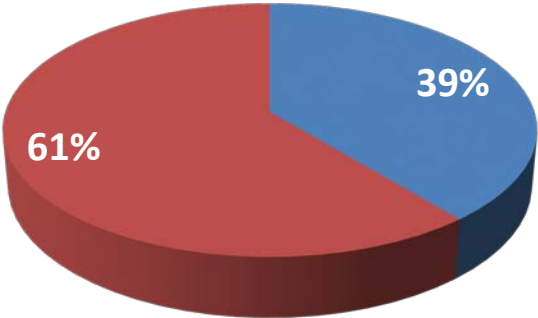


■ I want ■ I don't want

Average 3.15



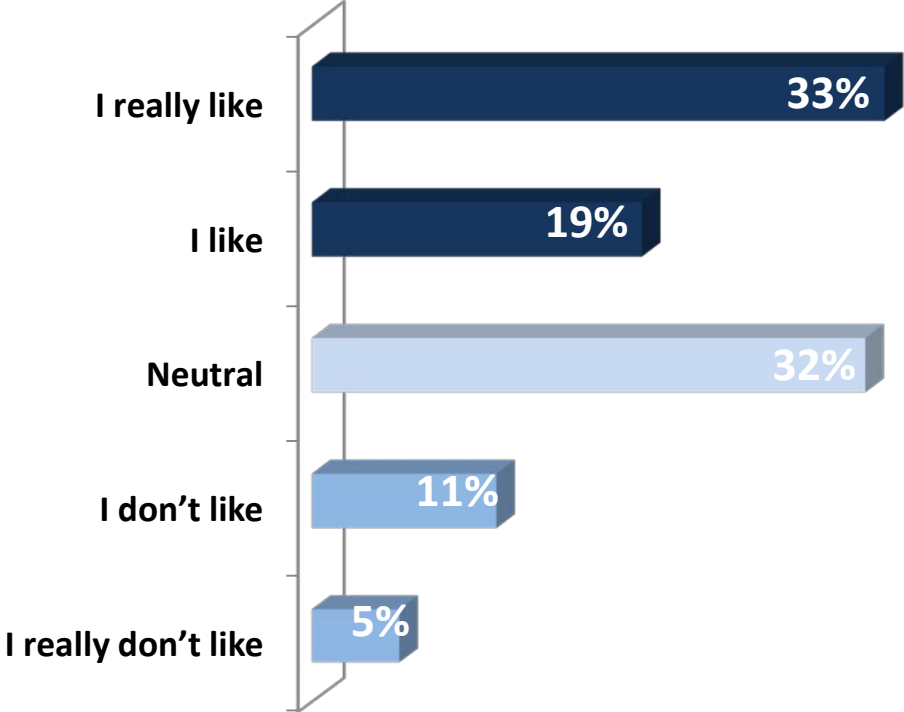
News



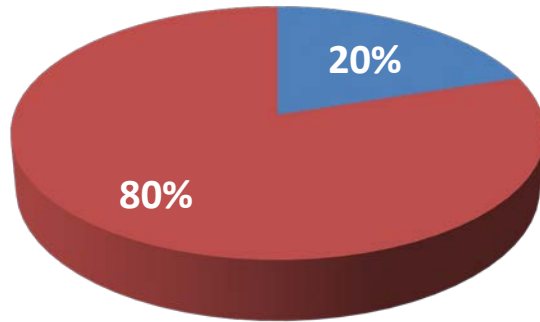
■ I want ■ I don't want

Average 3.65

Rate

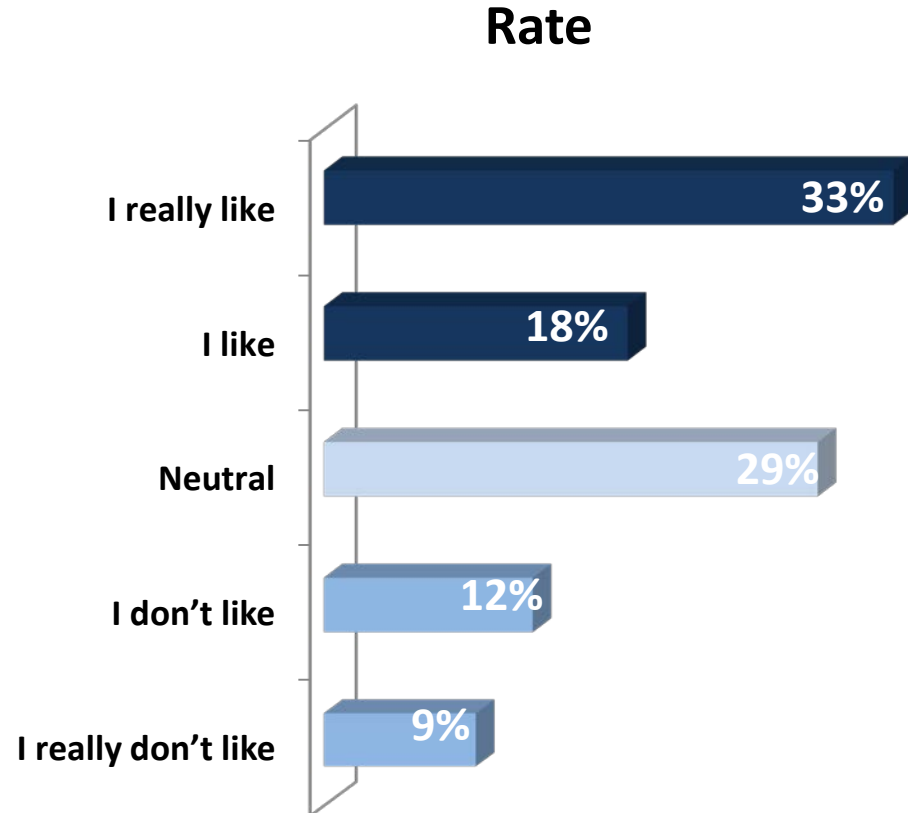


Political interviews

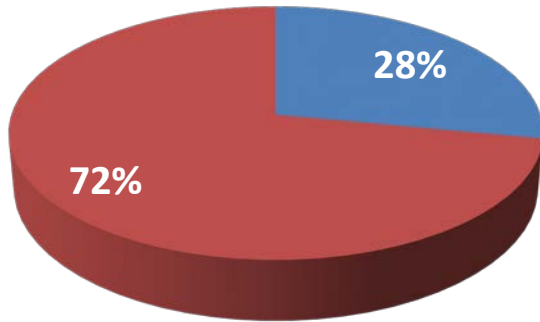


■ I want ■ I don't want

Average 3.54

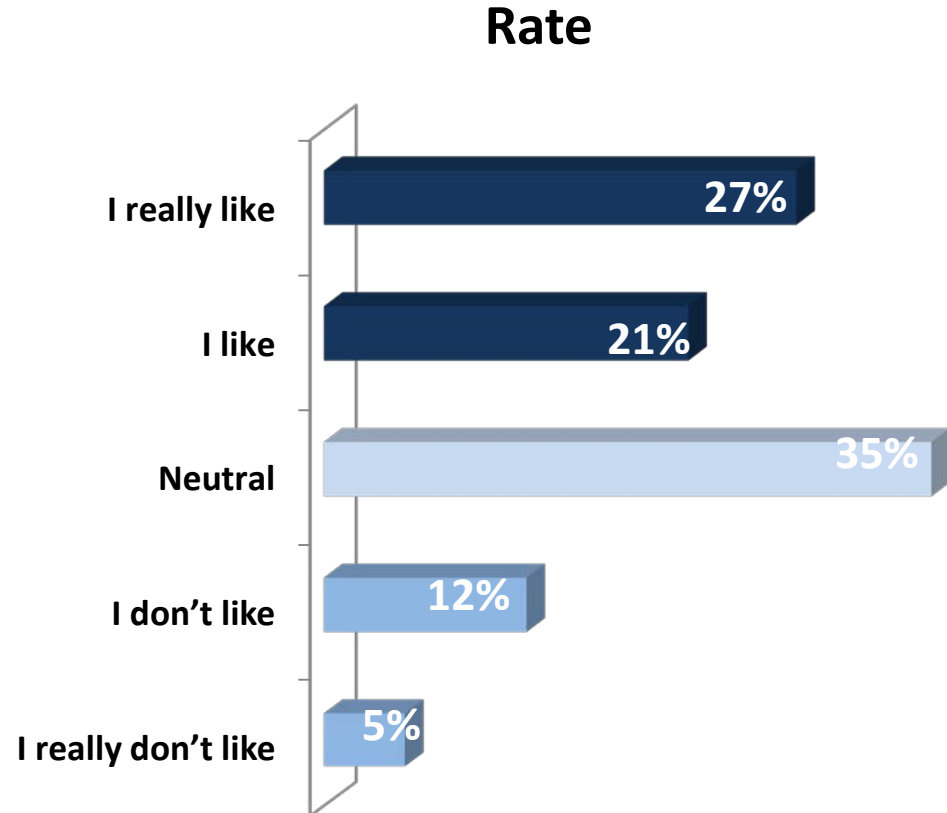


Social programs

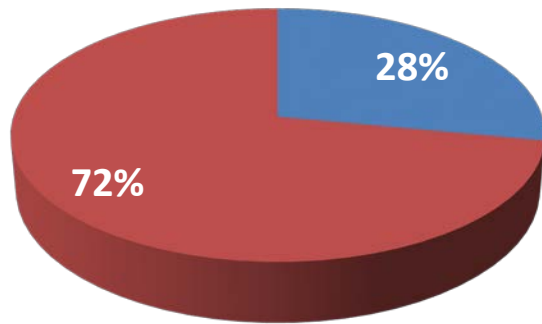


■ I want ■ I don't want

Average 3.55

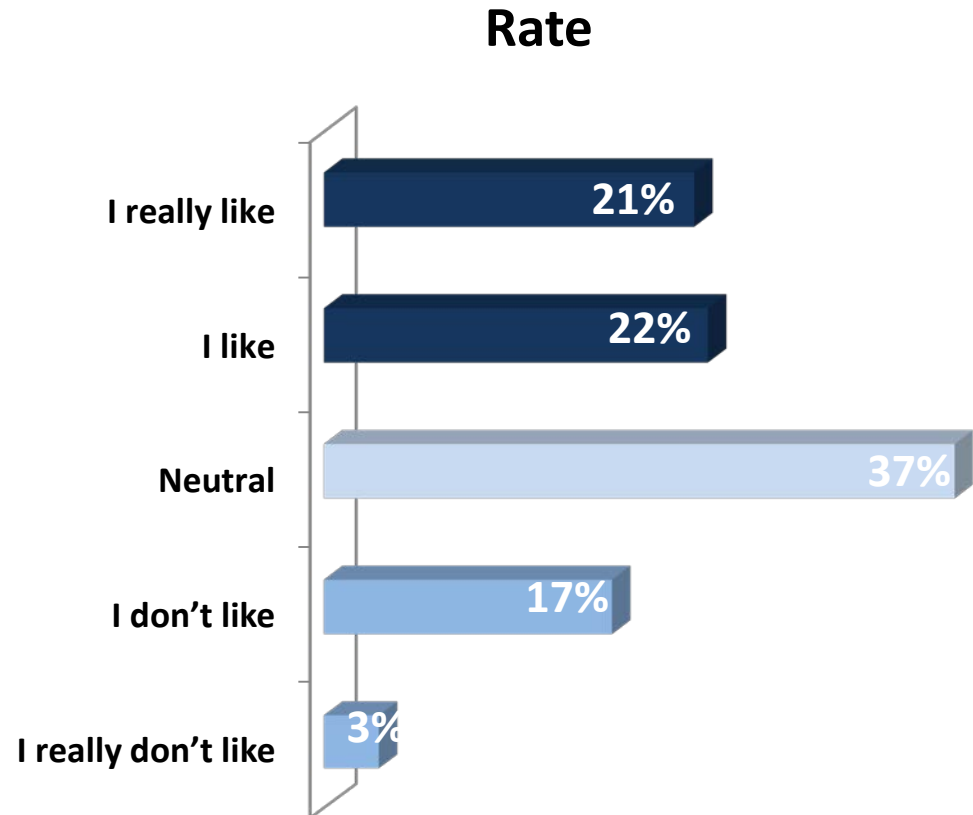


Educational programs

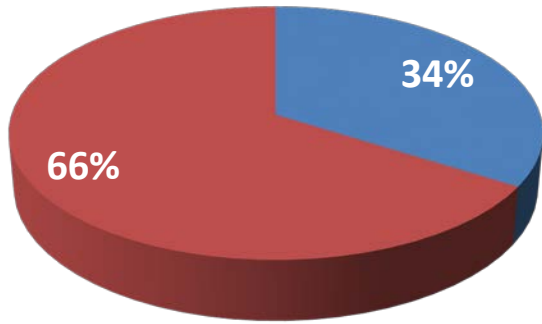


■ I want ■ I don't want

Average 3.42

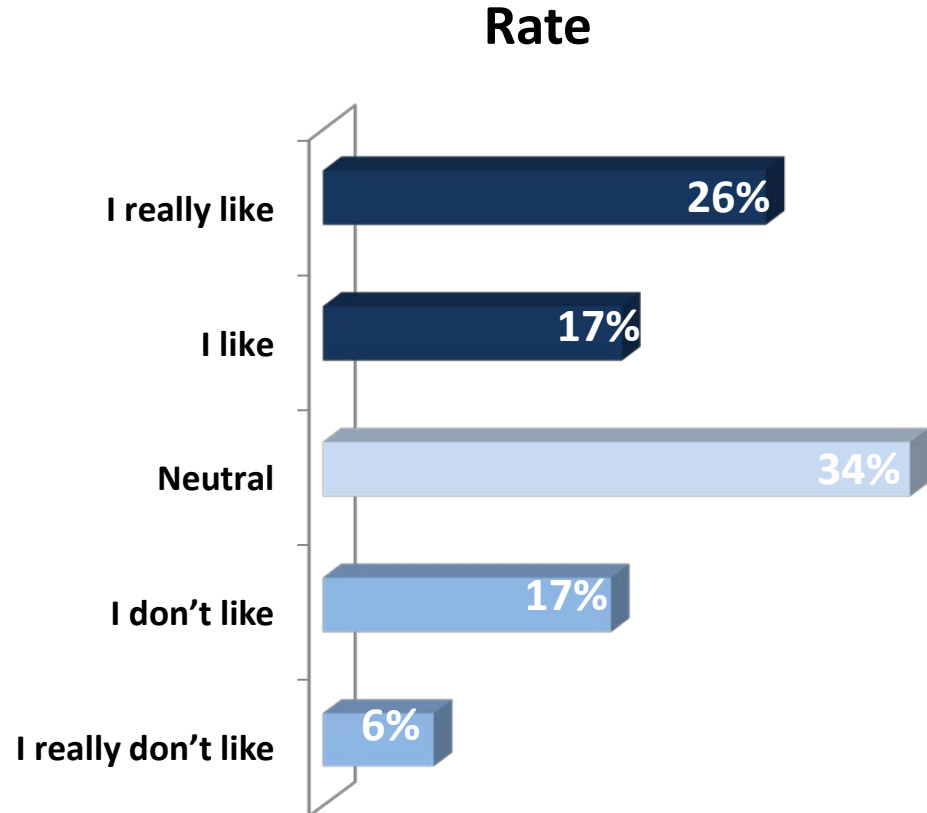


Artistic interviews

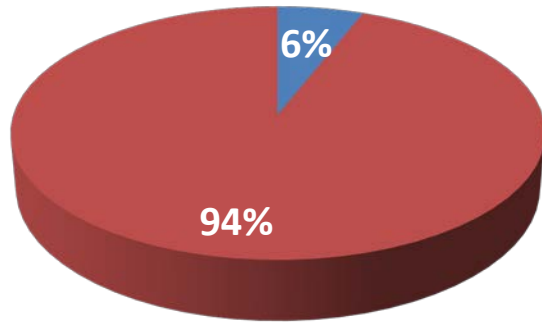


■ I want ■ I don't want

Average 3.39

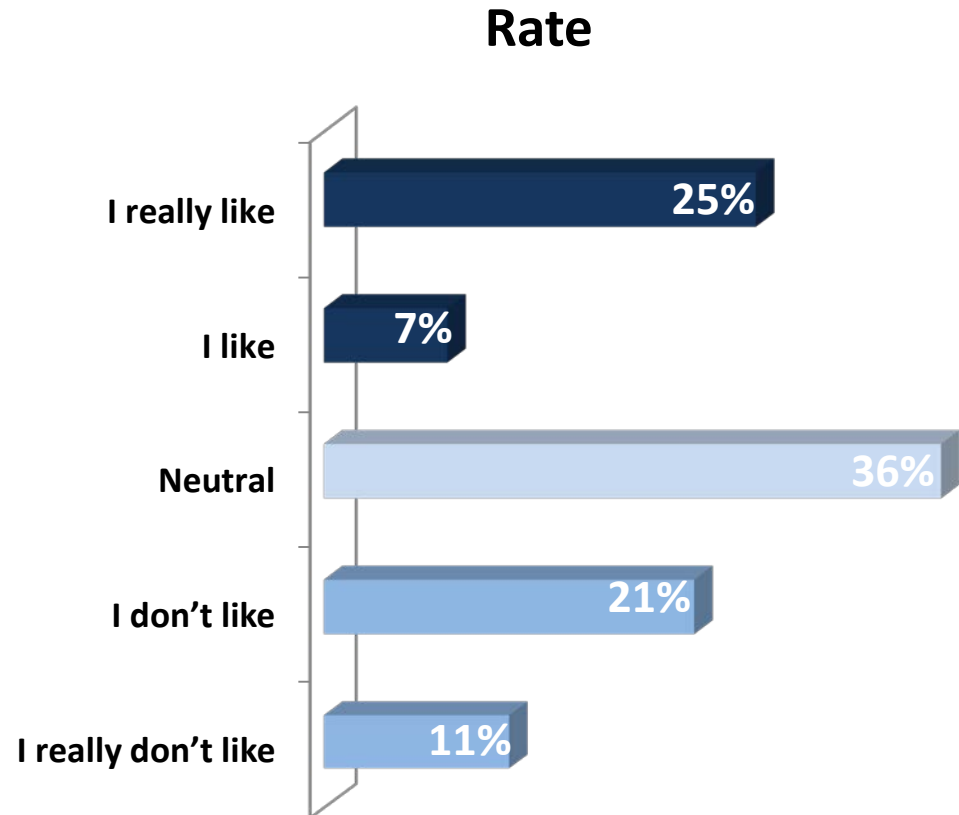


Children's programs

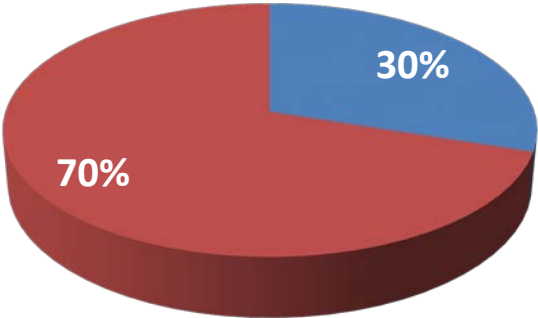


■ I want ■ I don't want

Average 3.14

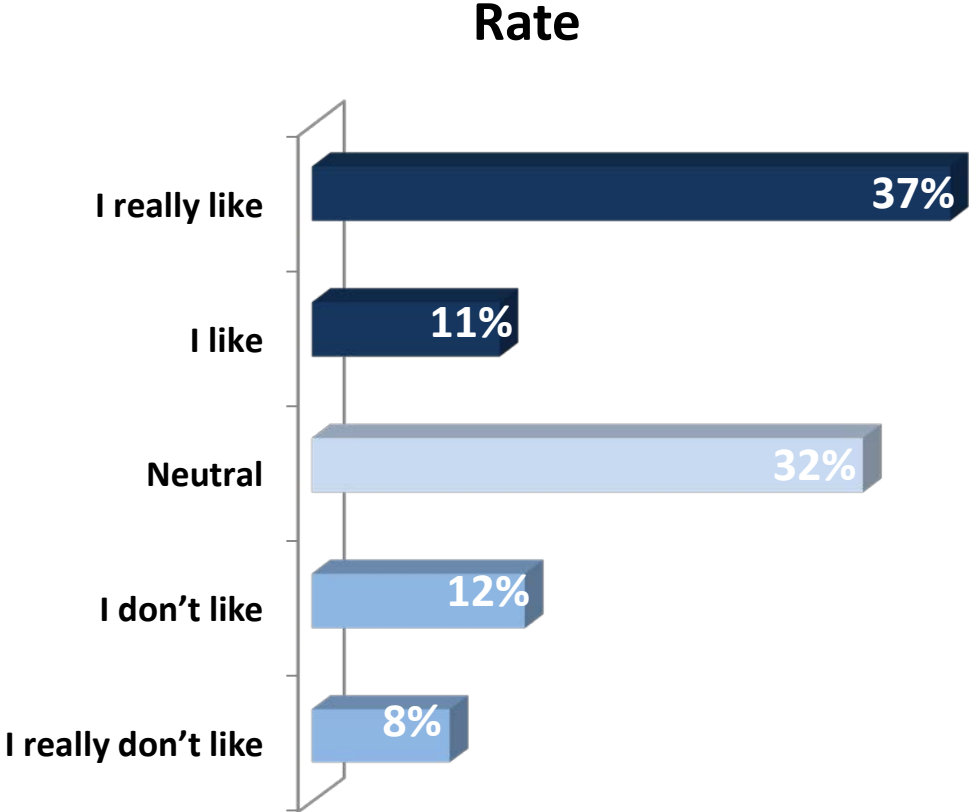


Religious programs

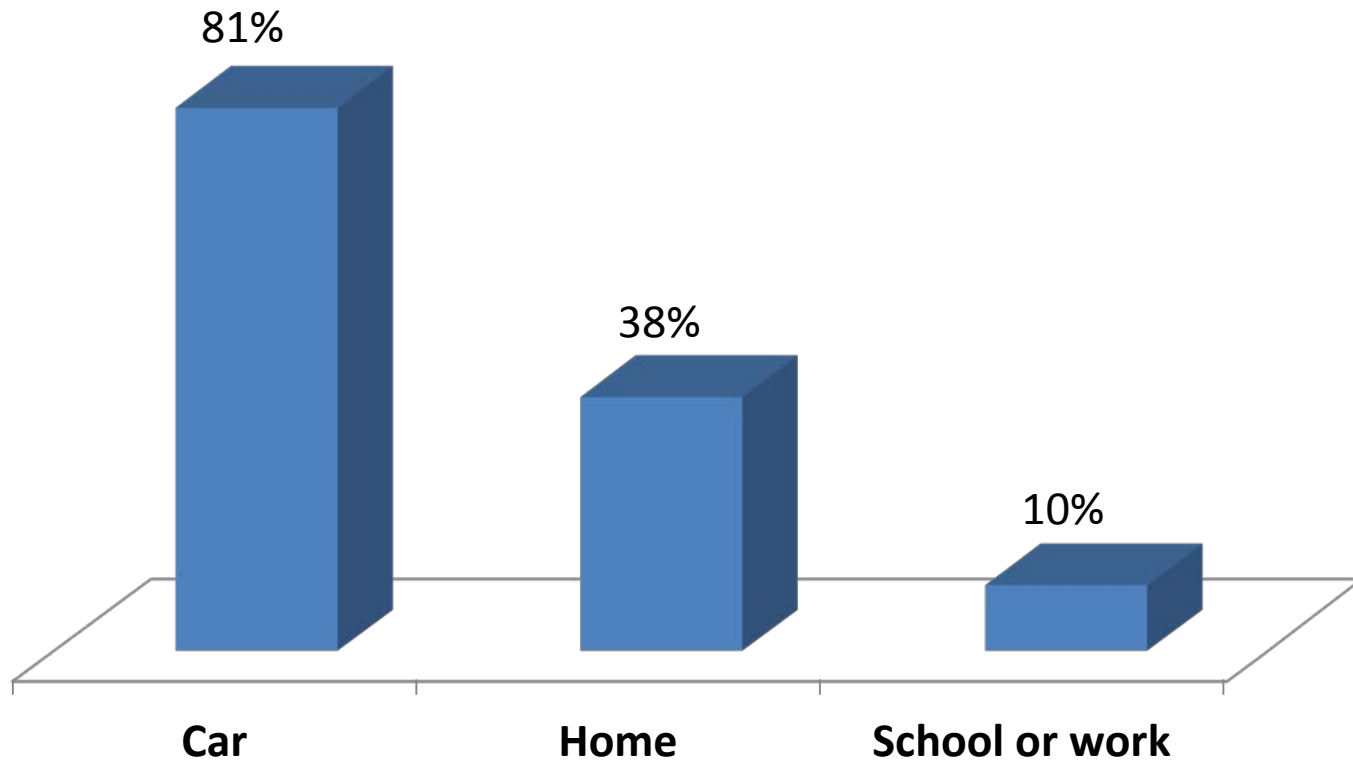


■ I want ■ I don't want

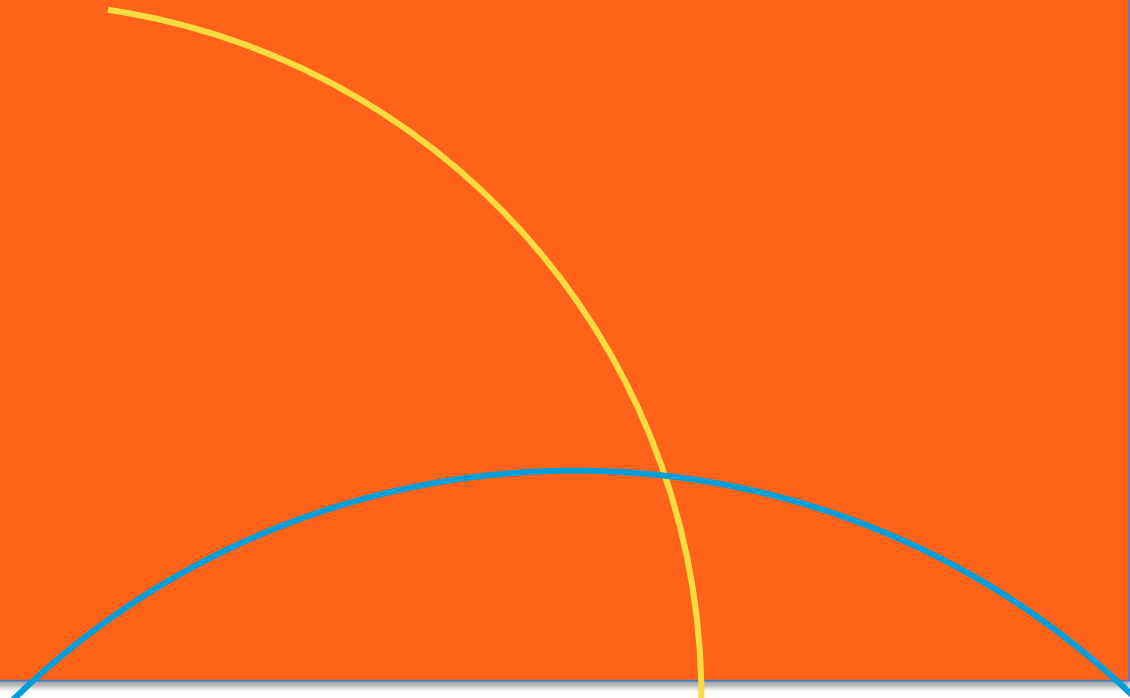
Average 3.57



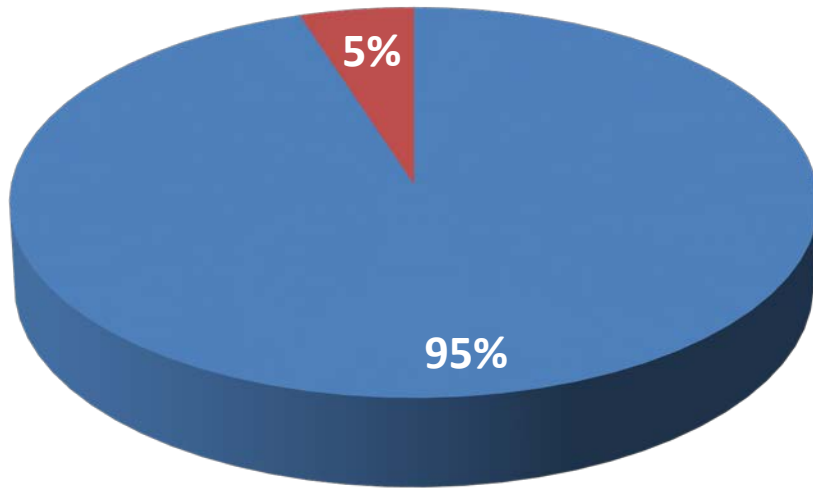
Where do you listen to the radio?



INTERNET

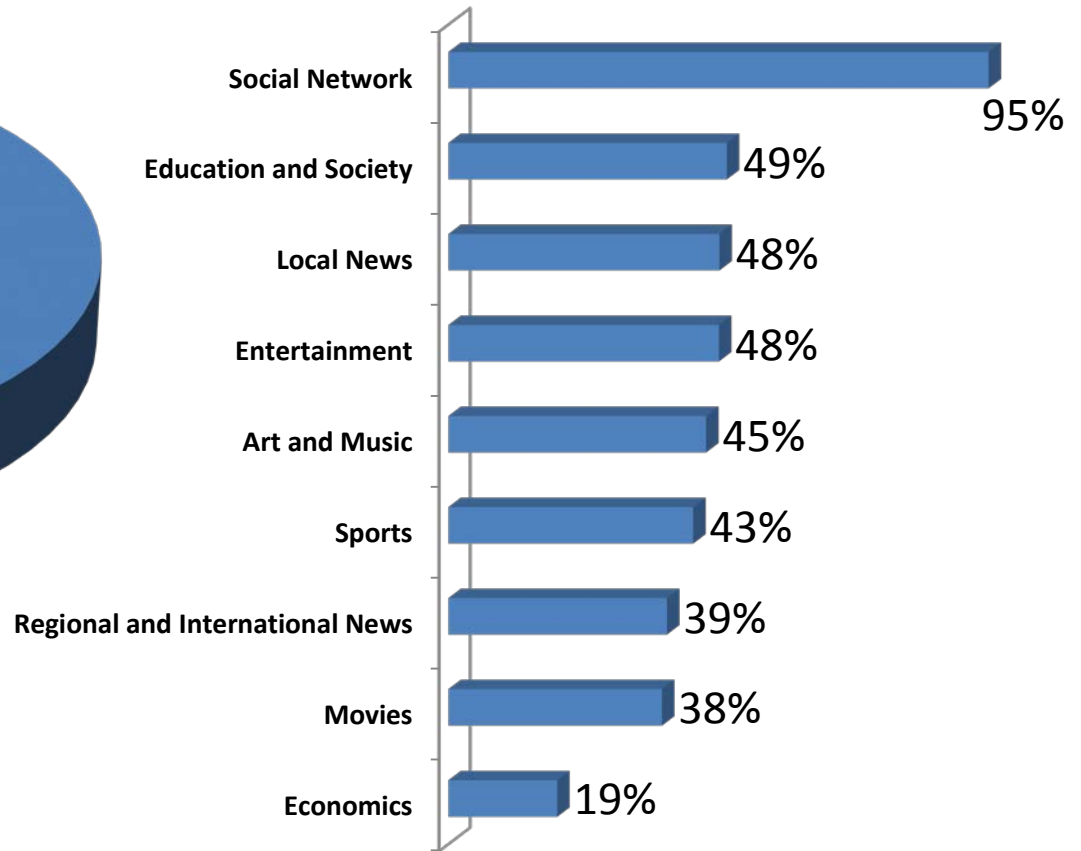


Are you subscribed to an Internet network service?

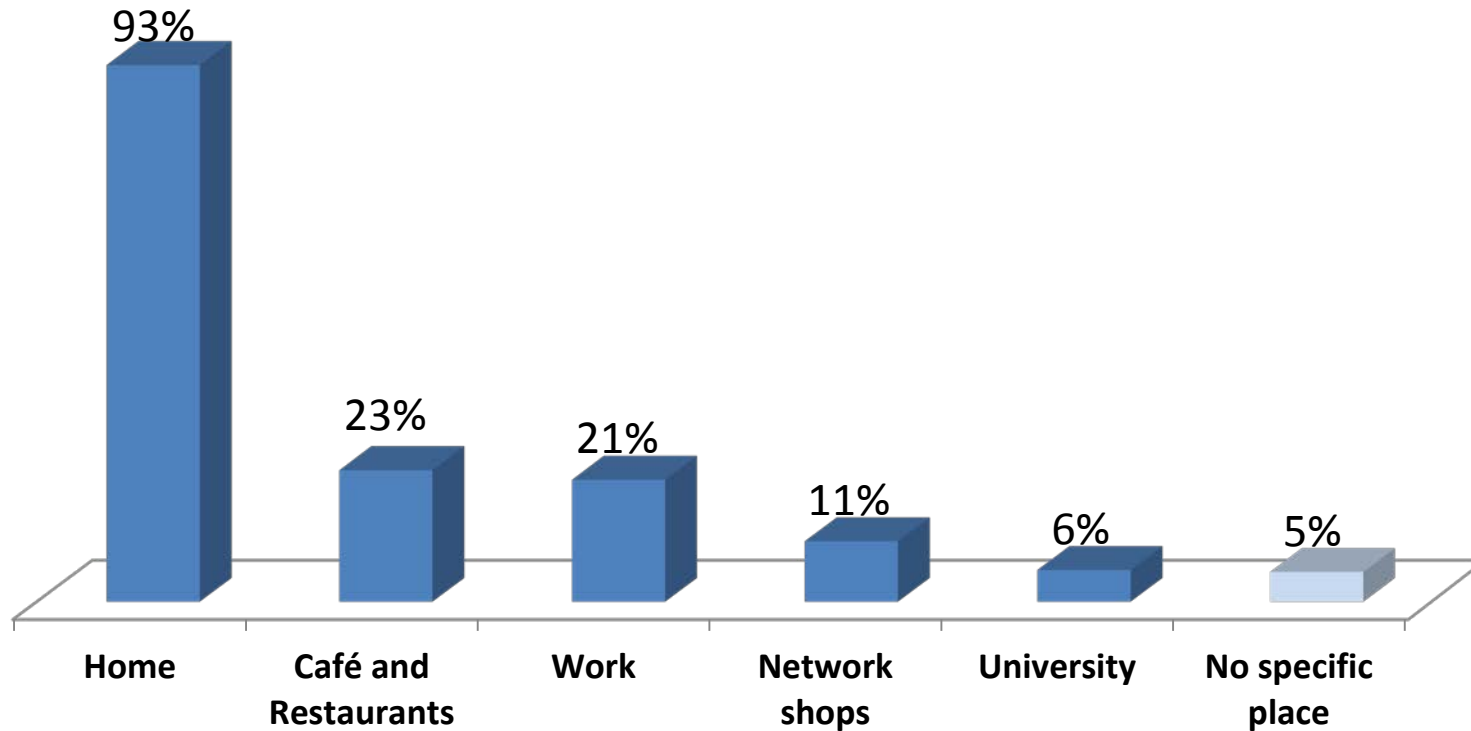


■ Yes ■ No

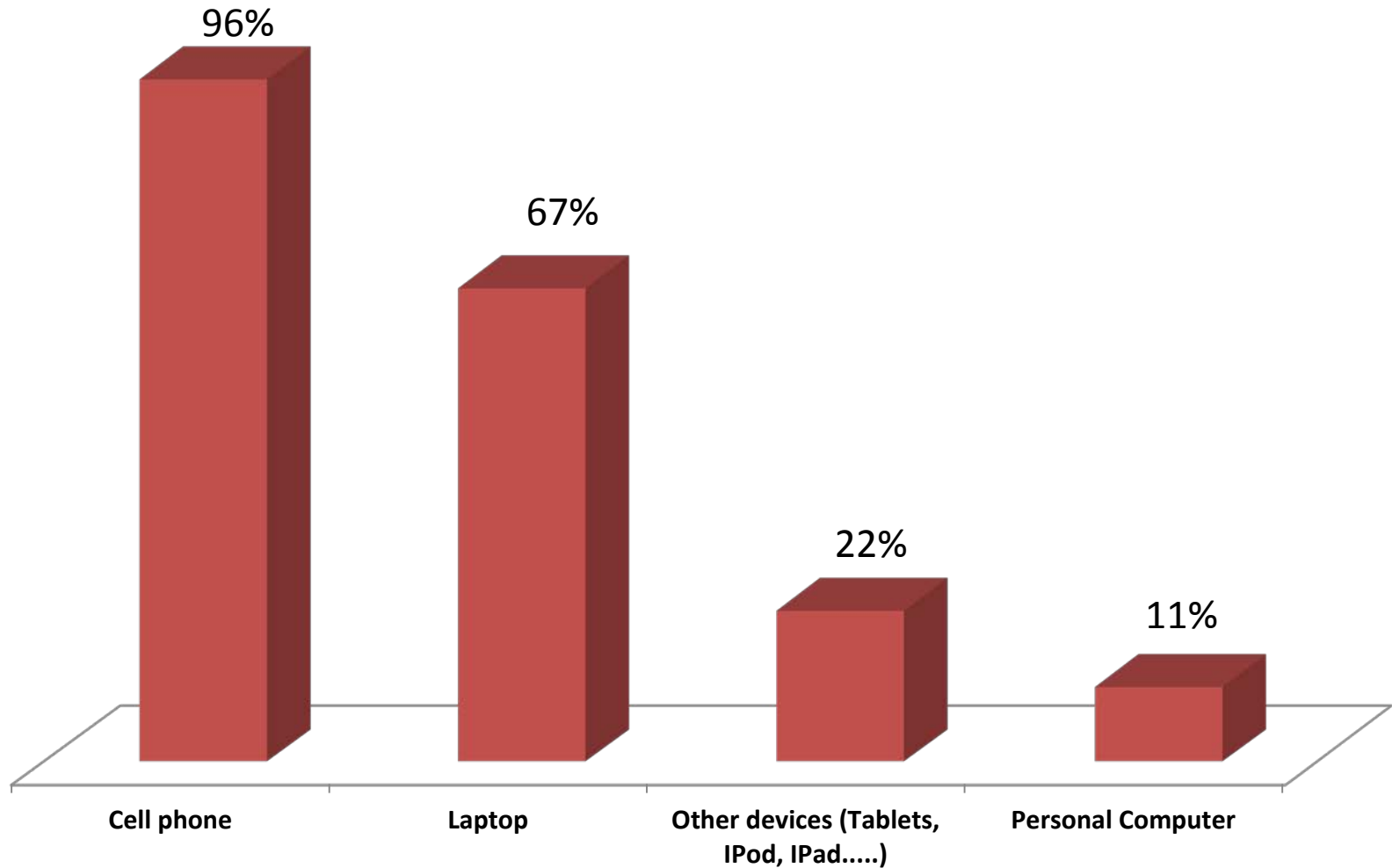
If yes, what do you usually surf for on the Internet?



Where do you usually use the Internet?

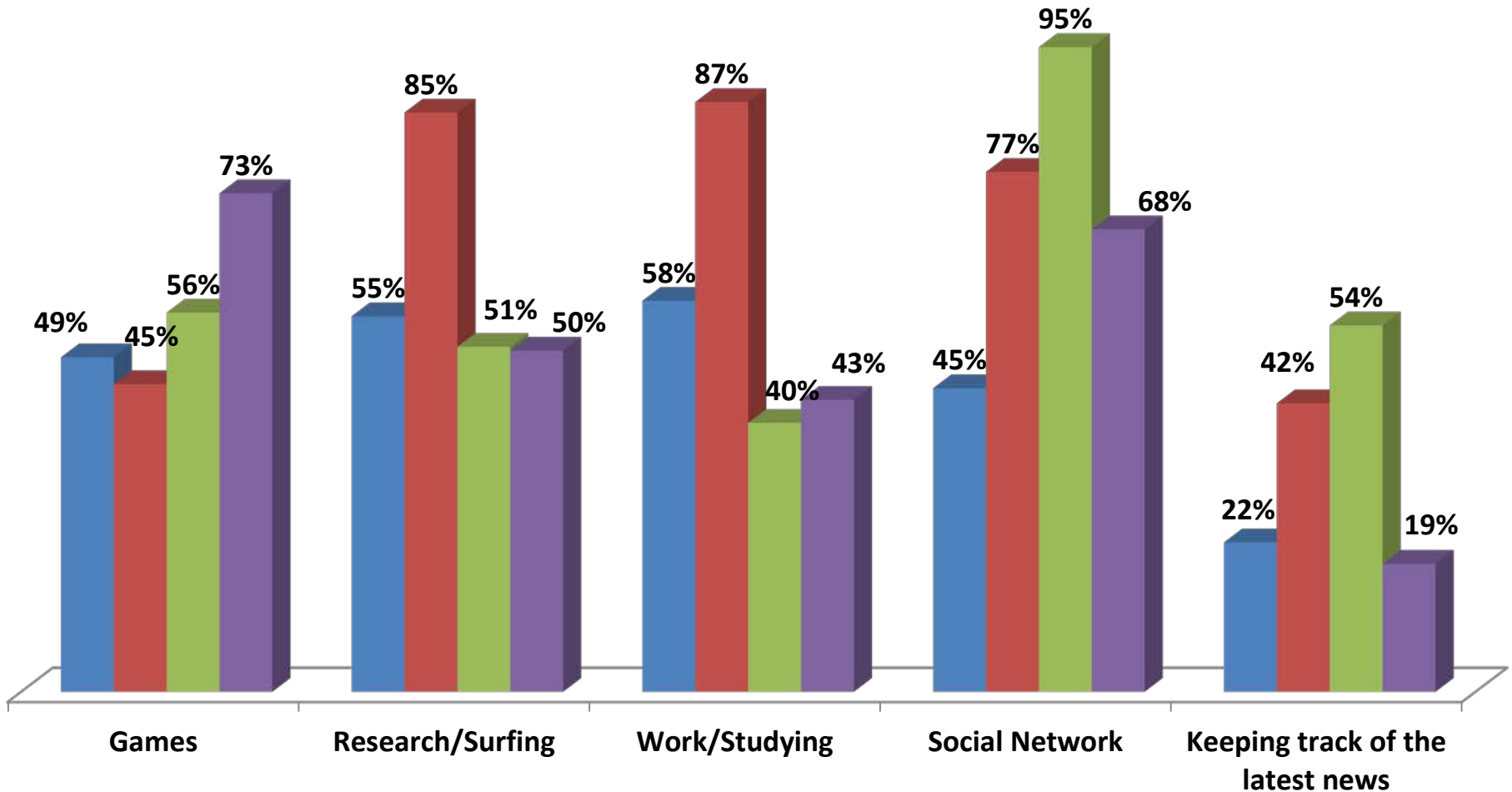


What are the electronic devices that you use to access the Internet?

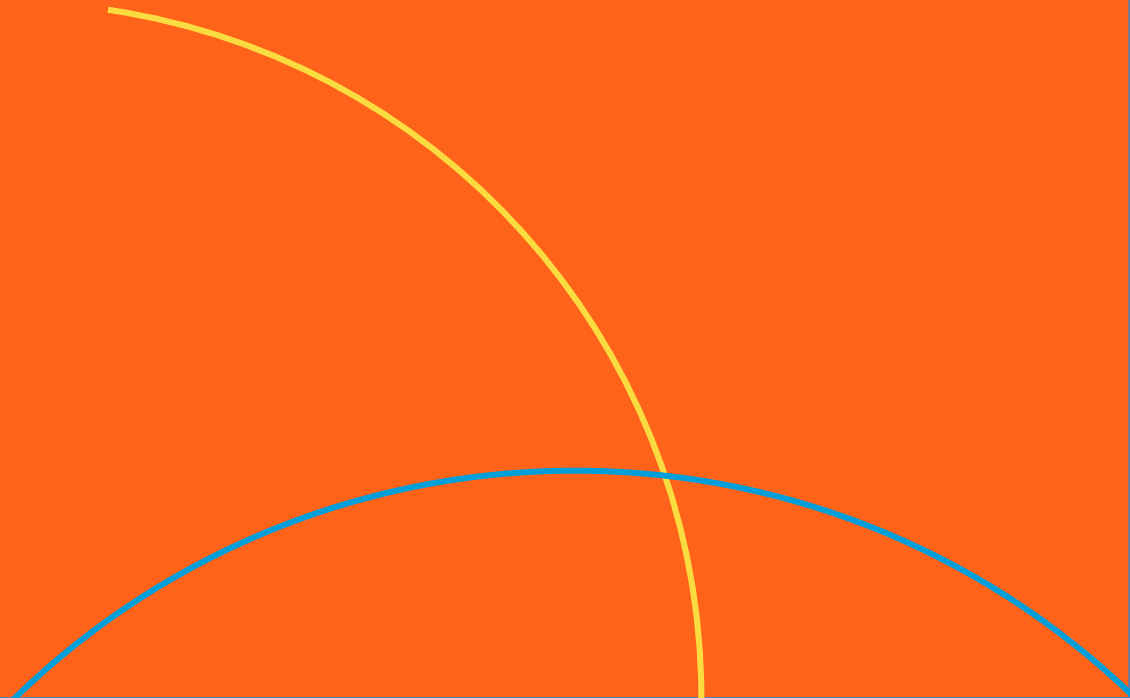


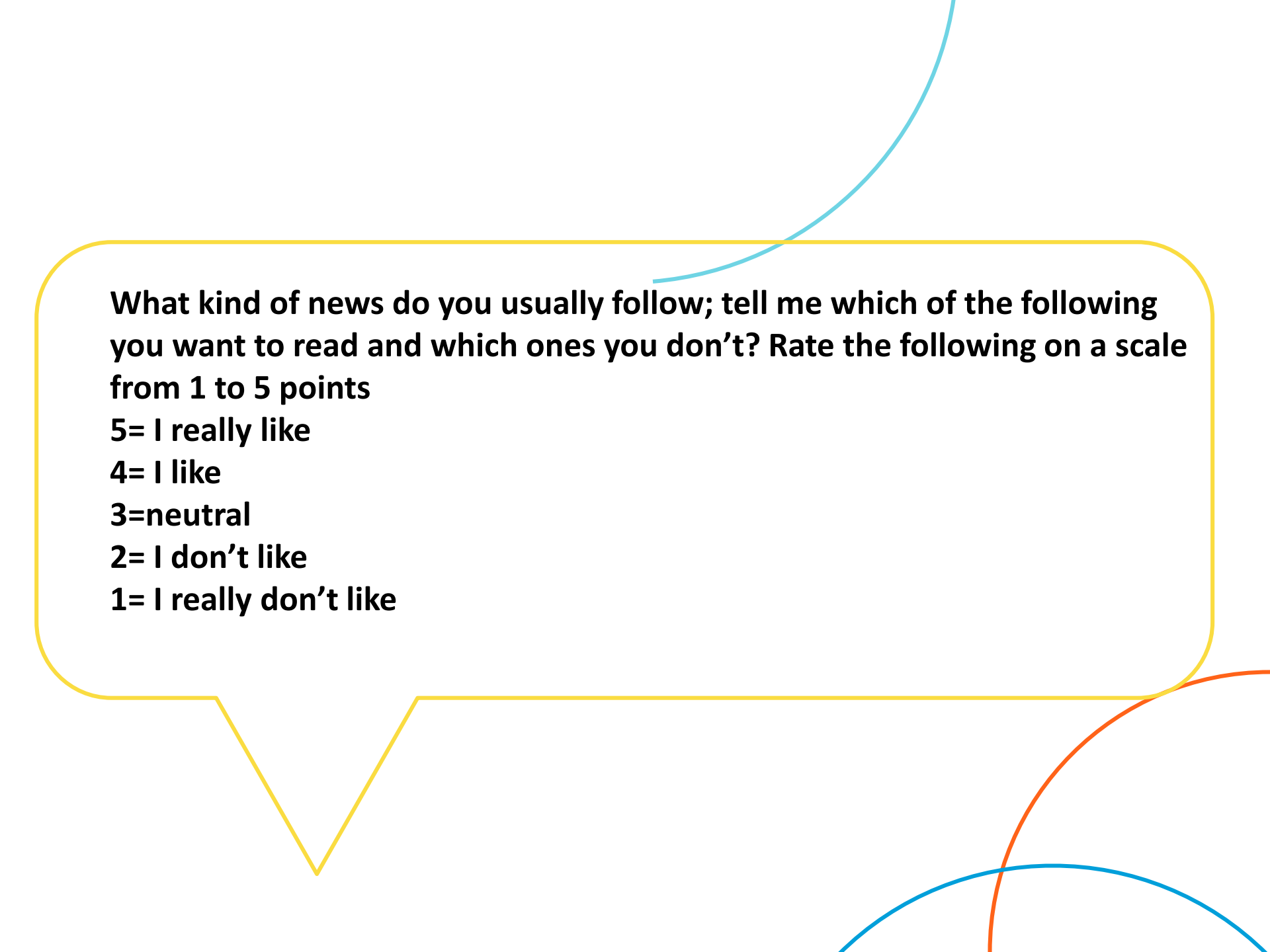
What do you use the following devices for?

■ Computer ■ Laptop ■ Cell phone ■ Other devices (tablets, Ipad, Ipod...)



NEWSPAPERS





What kind of news do you usually follow; tell me which of the following you want to read and which ones you don't? Rate the following on a scale from 1 to 5 points

5= I really like

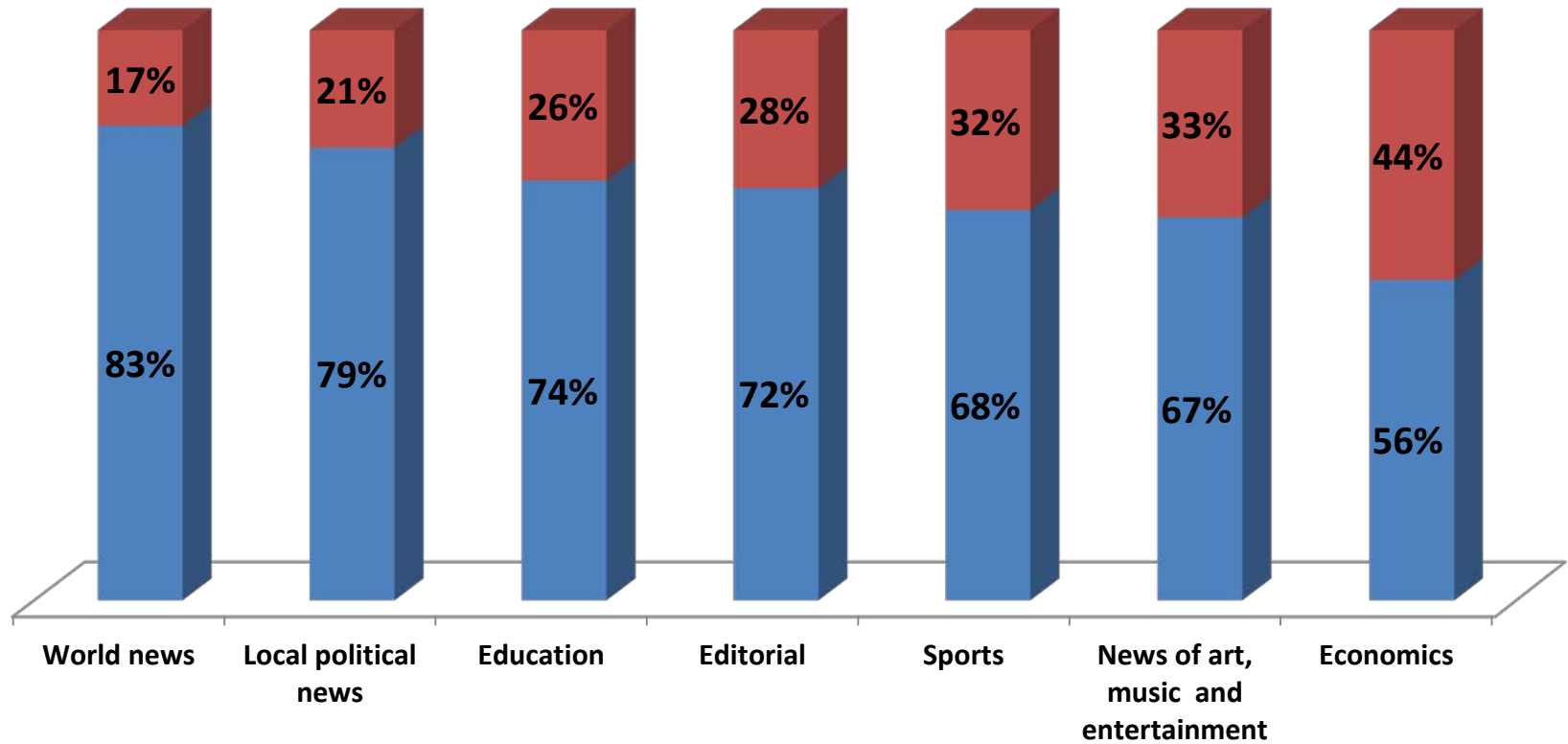
4= I like

3=neutral

2= I don't like

1= I really don't like

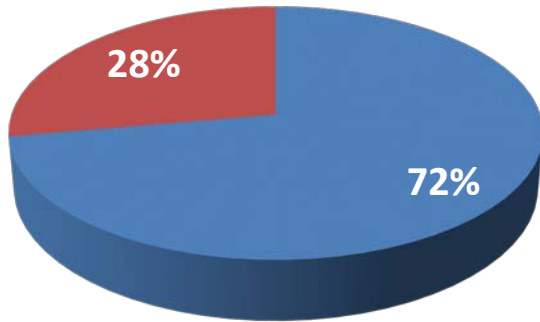
Kind of news usually followed



■ I want

■ I don't want

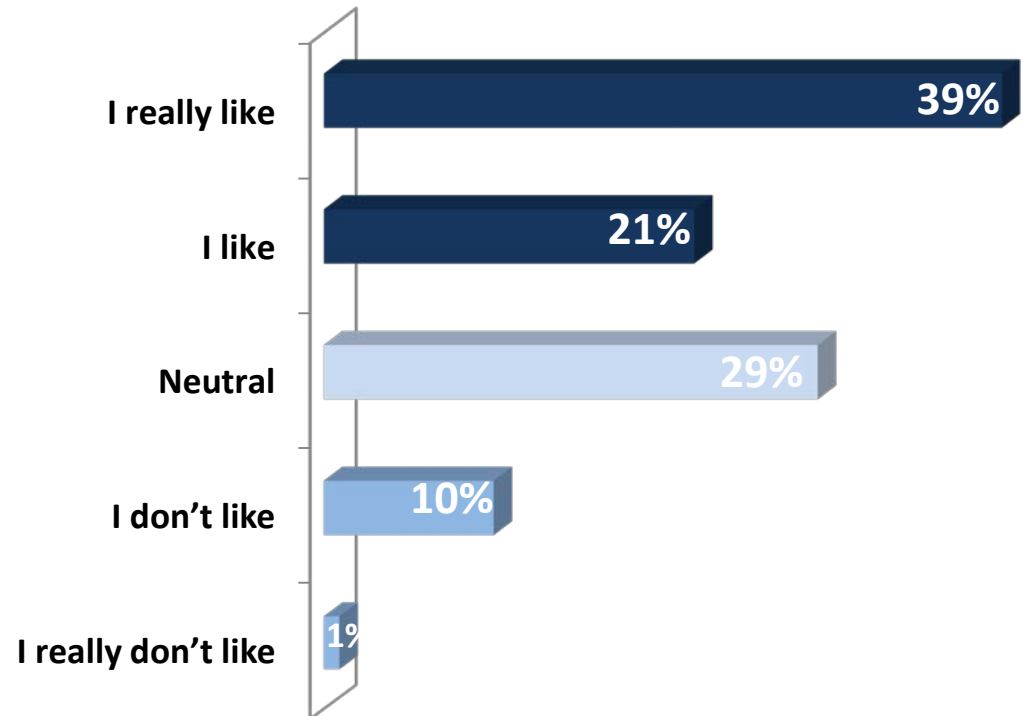
Editorial



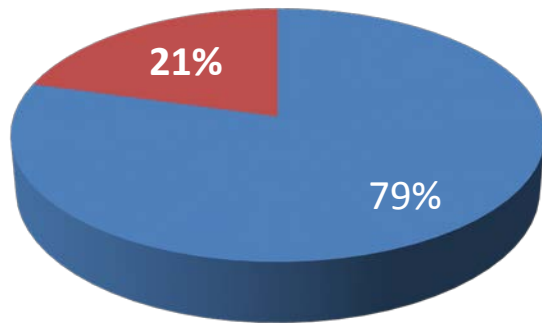
■ I want ■ I don't want

Average 3.88

Rate

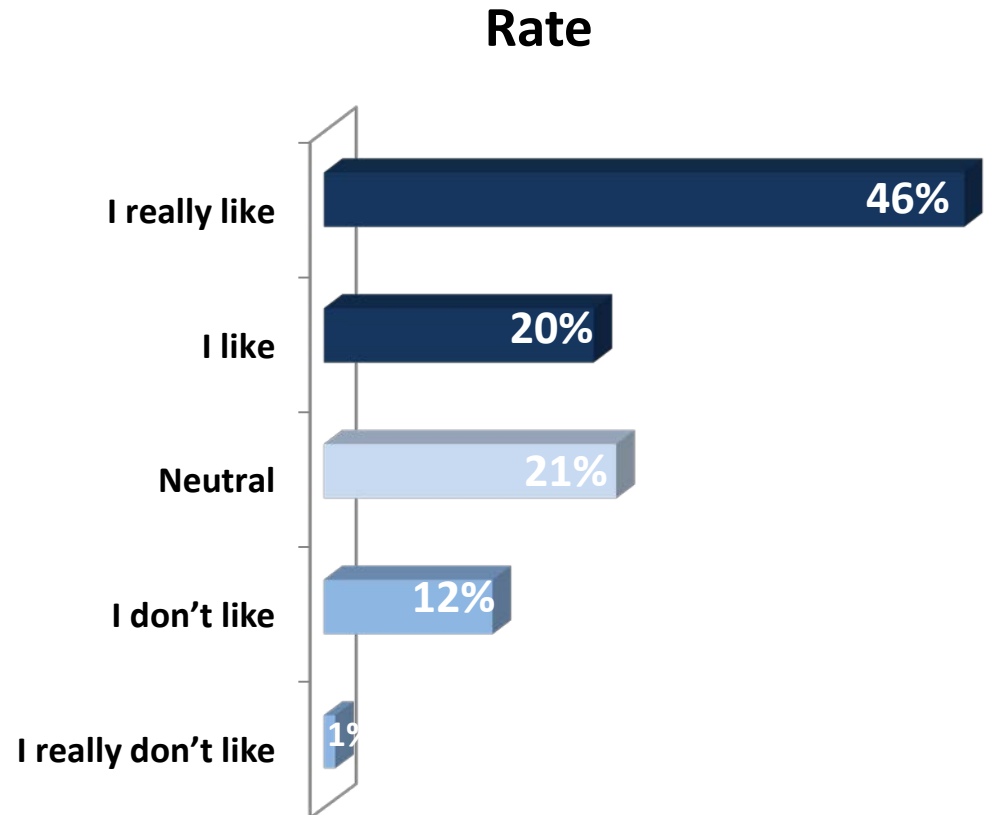


Local political news

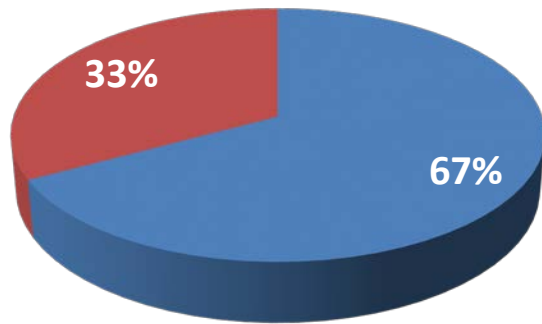


■ I want ■ I don't want

Average 3.98

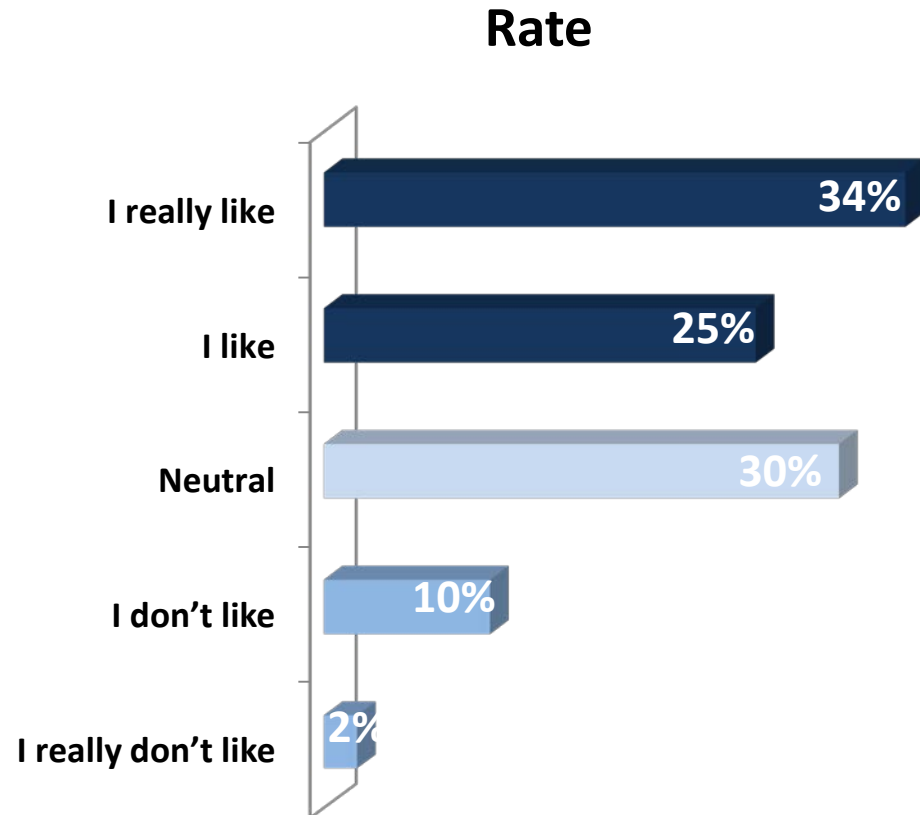


News about art, music and entertainment

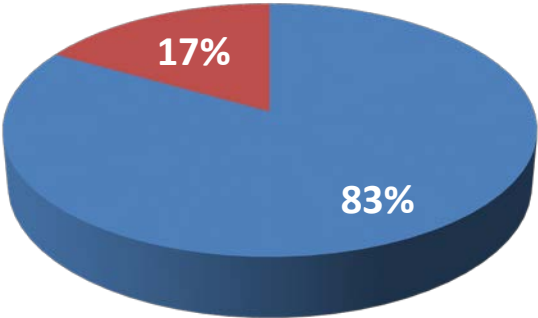


■ I want ■ I don't want

Average 3.79



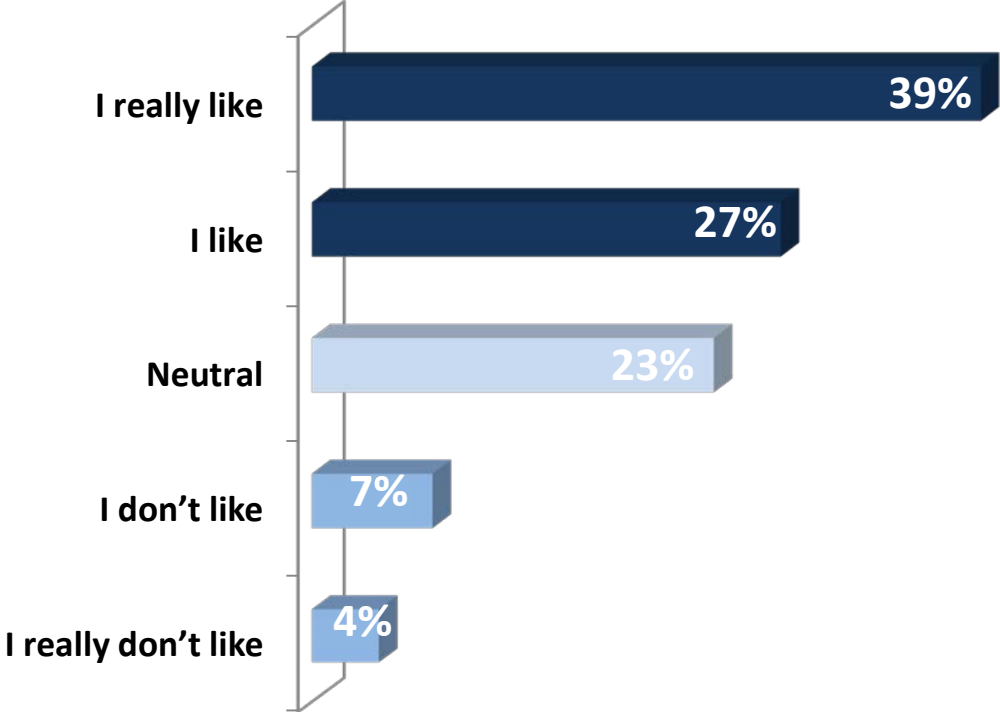
World news



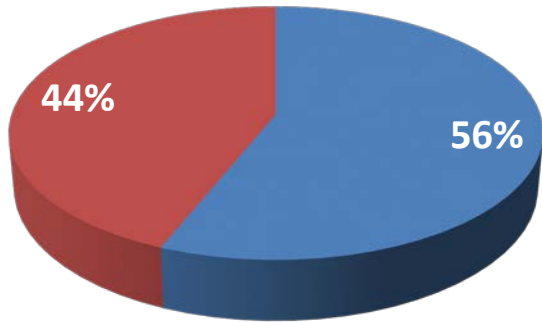
■ I want ■ I don't want

Average 3.90

Rate



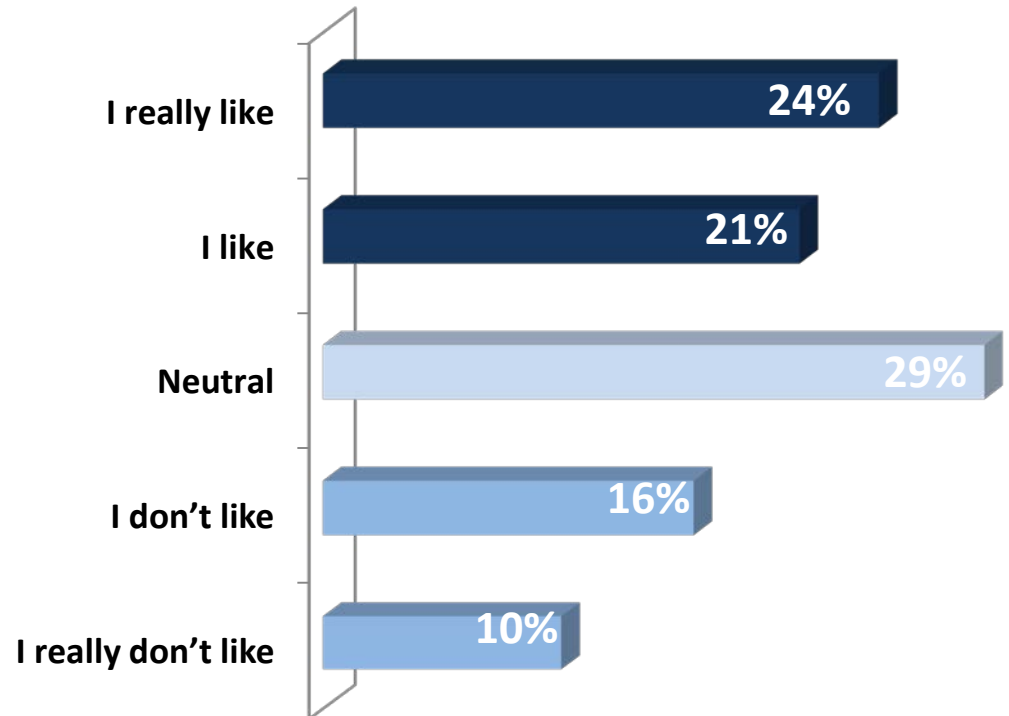
Economic



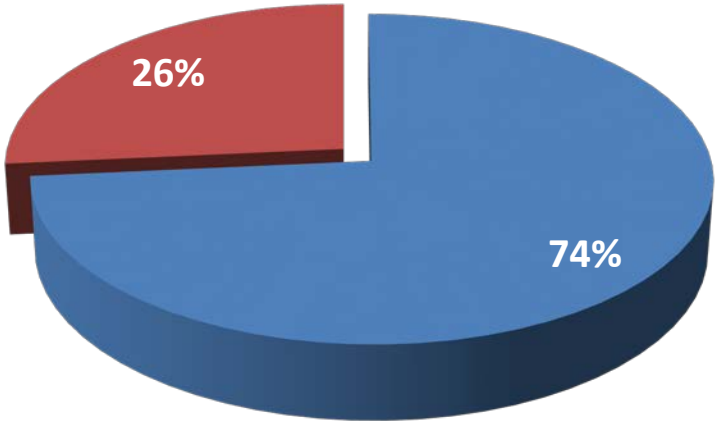
■ I want ■ I don't want

Average 3.32

Rate



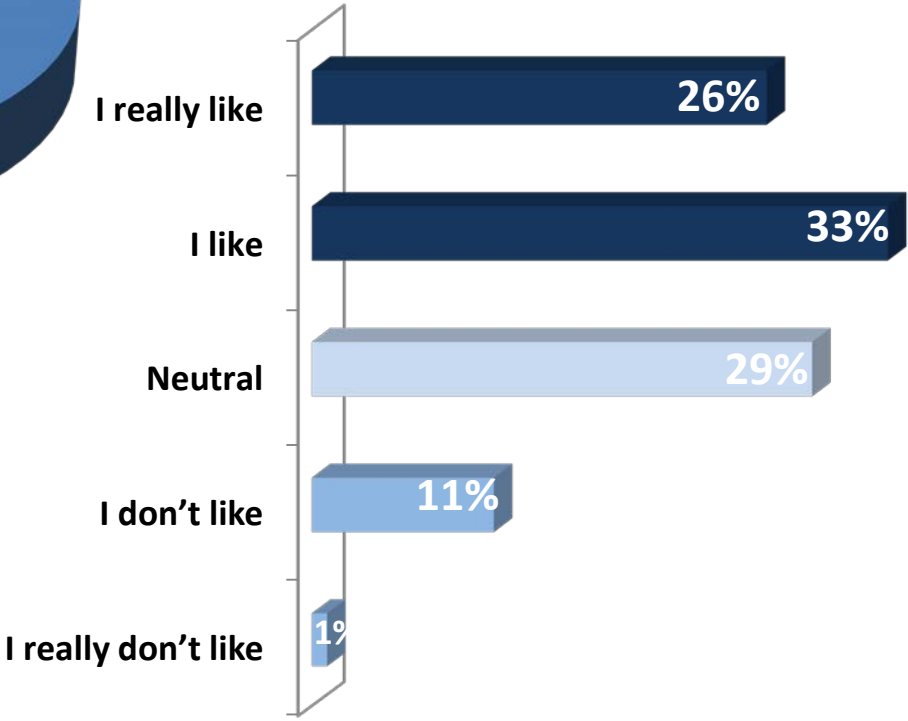
Education



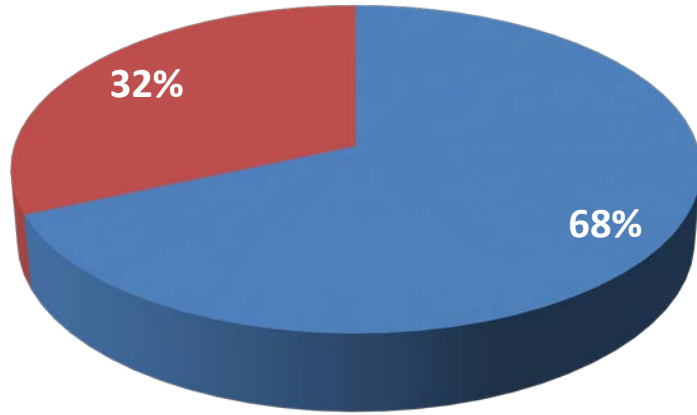
■ I want ■ I don't want

Average 3.74

Rate



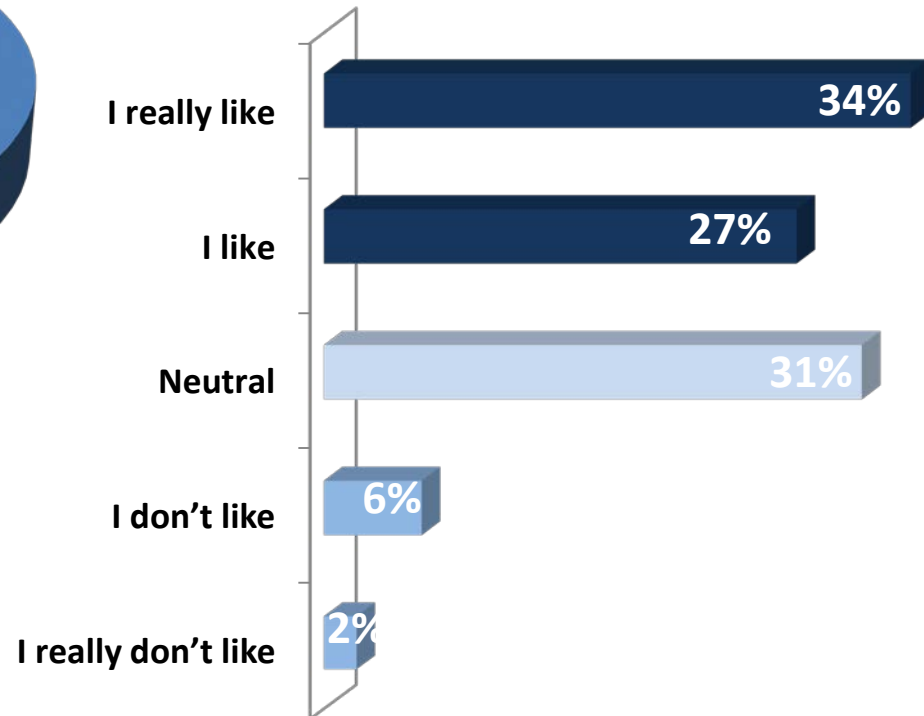
Sports



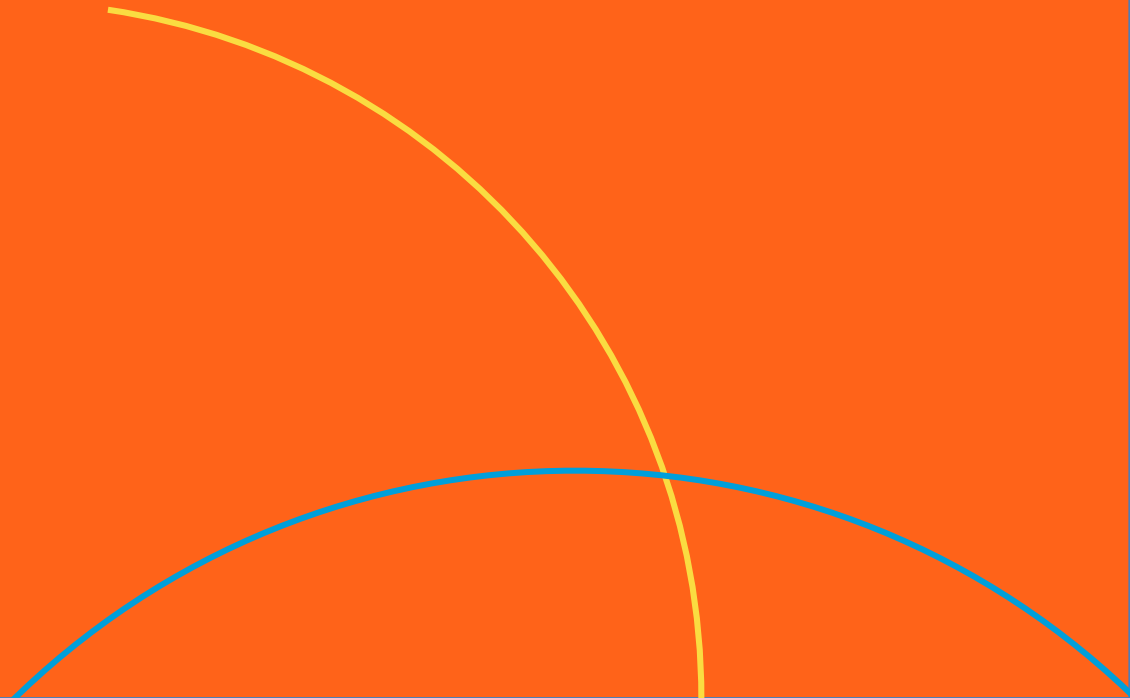
■ I want ■ I don't want

Average 3.86

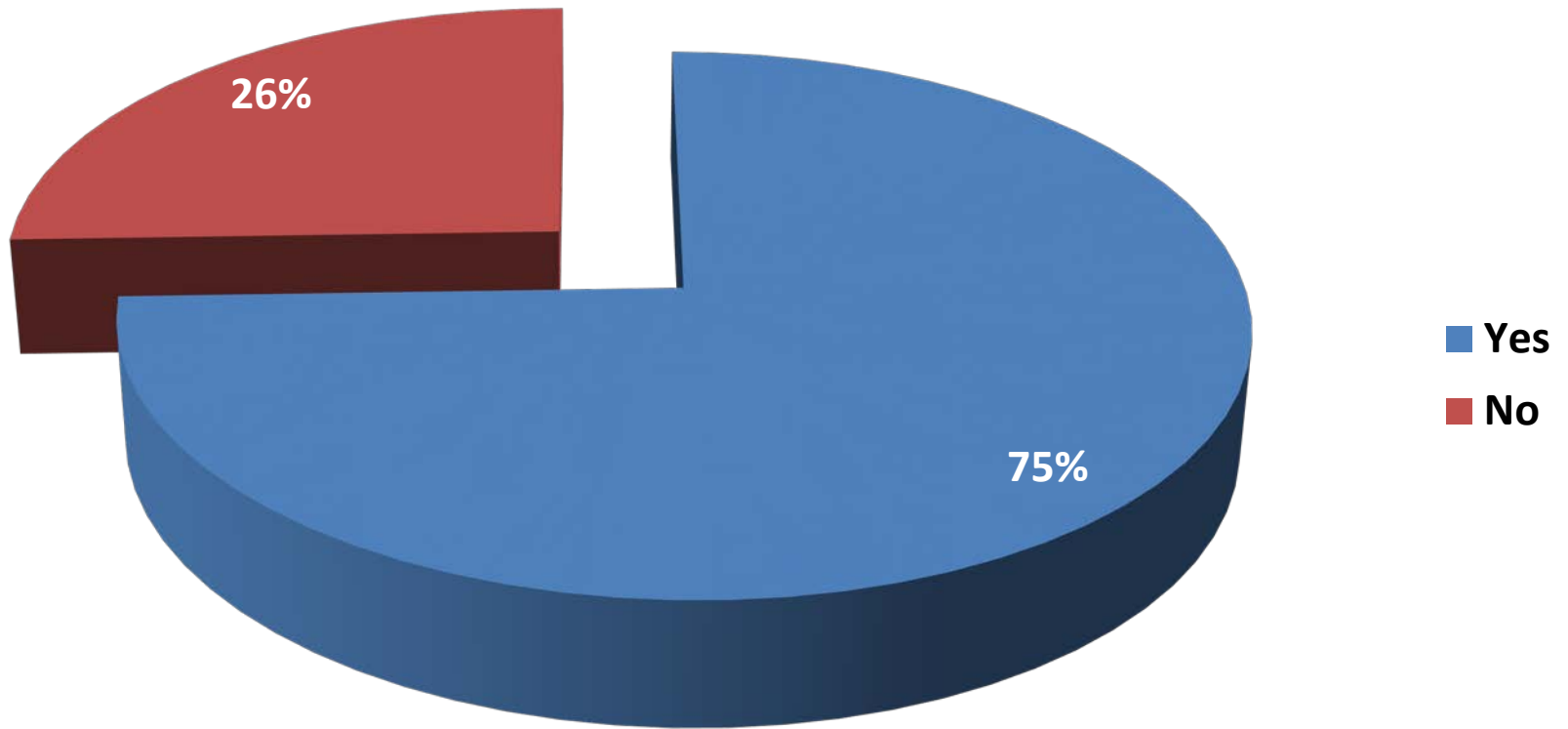
Rate



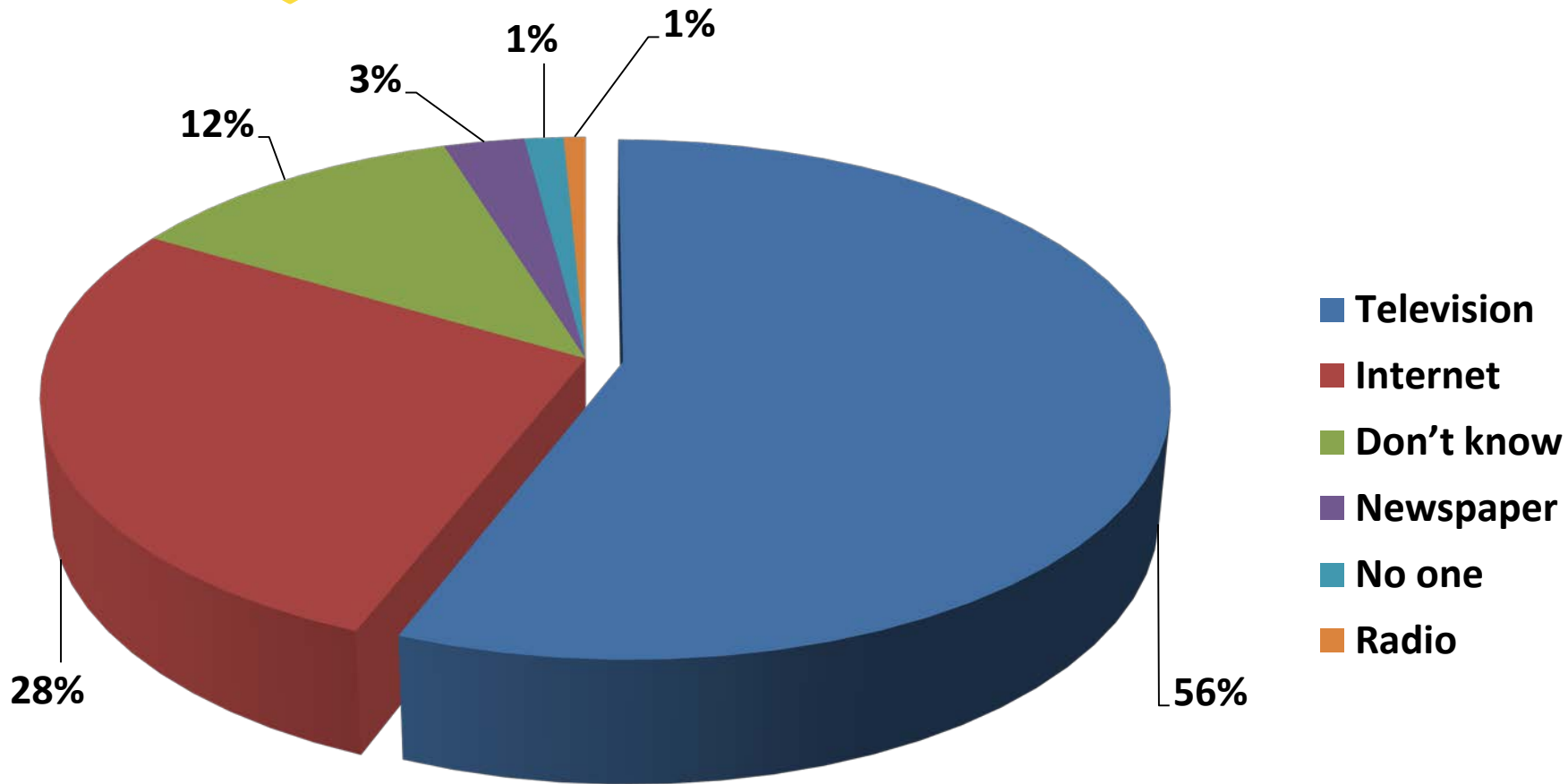
OTHER RELEVANT FINDINGS



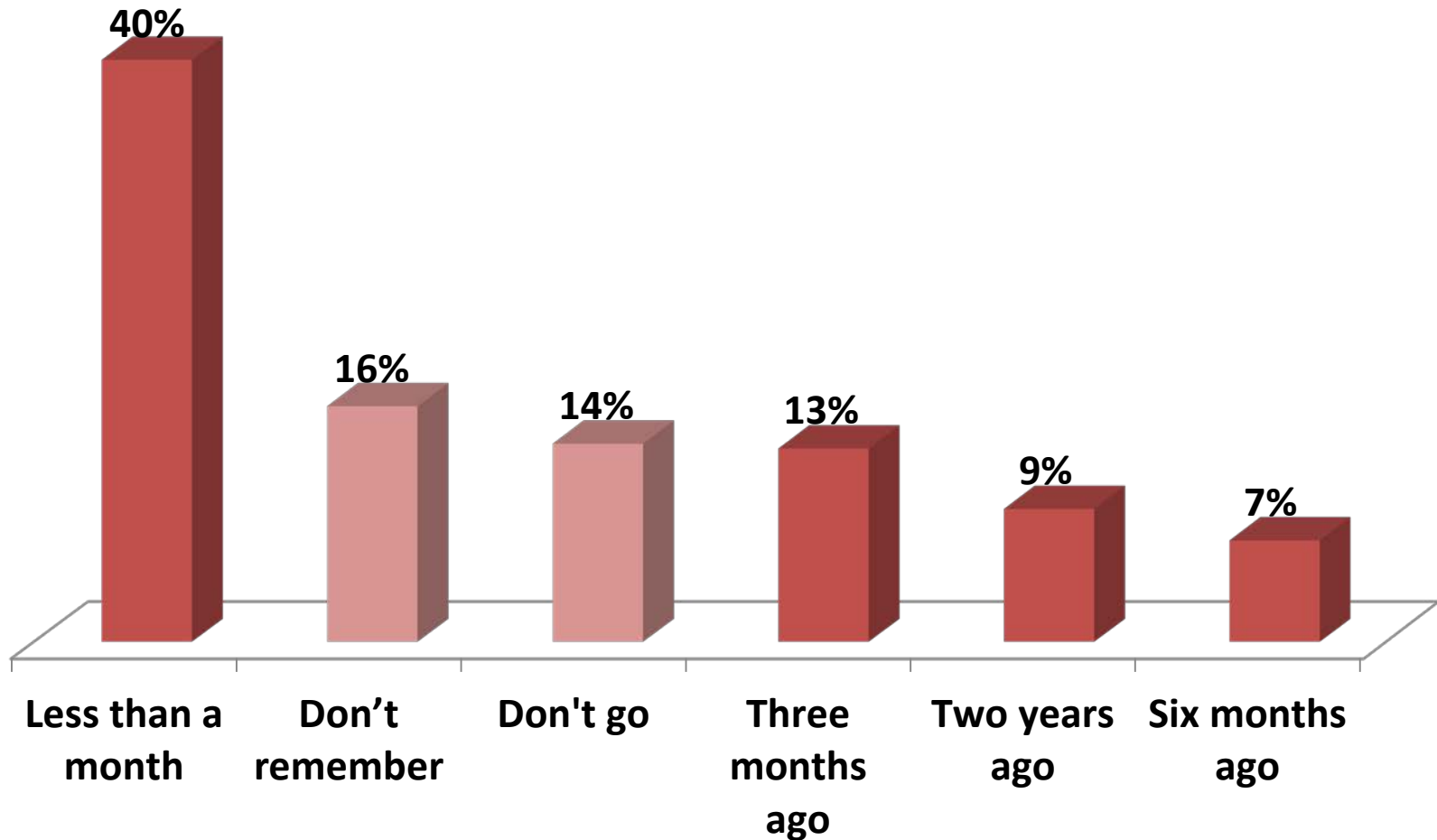
Do you follow political and security news?



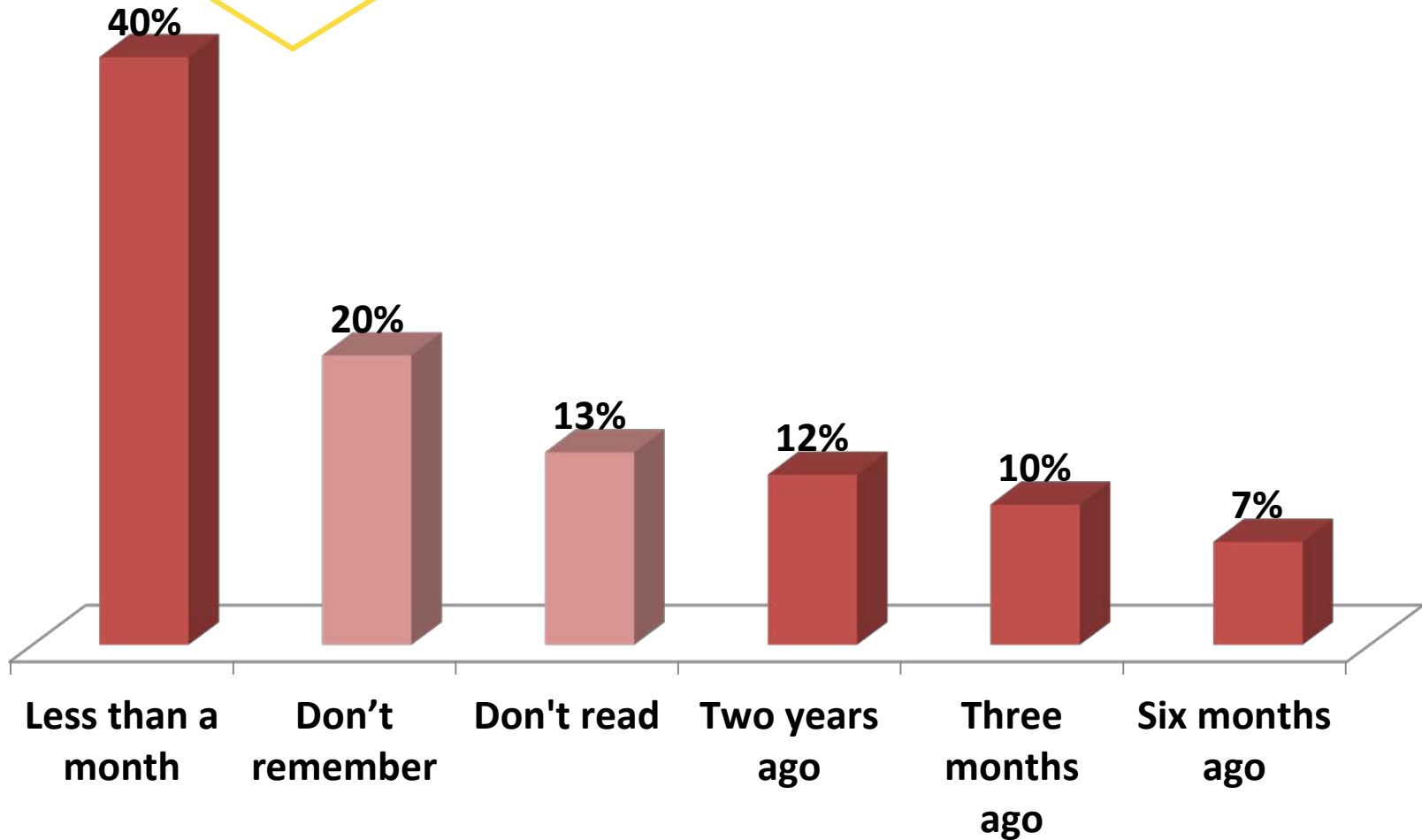
In your opinion, what is the best and most credible source to follow the news?



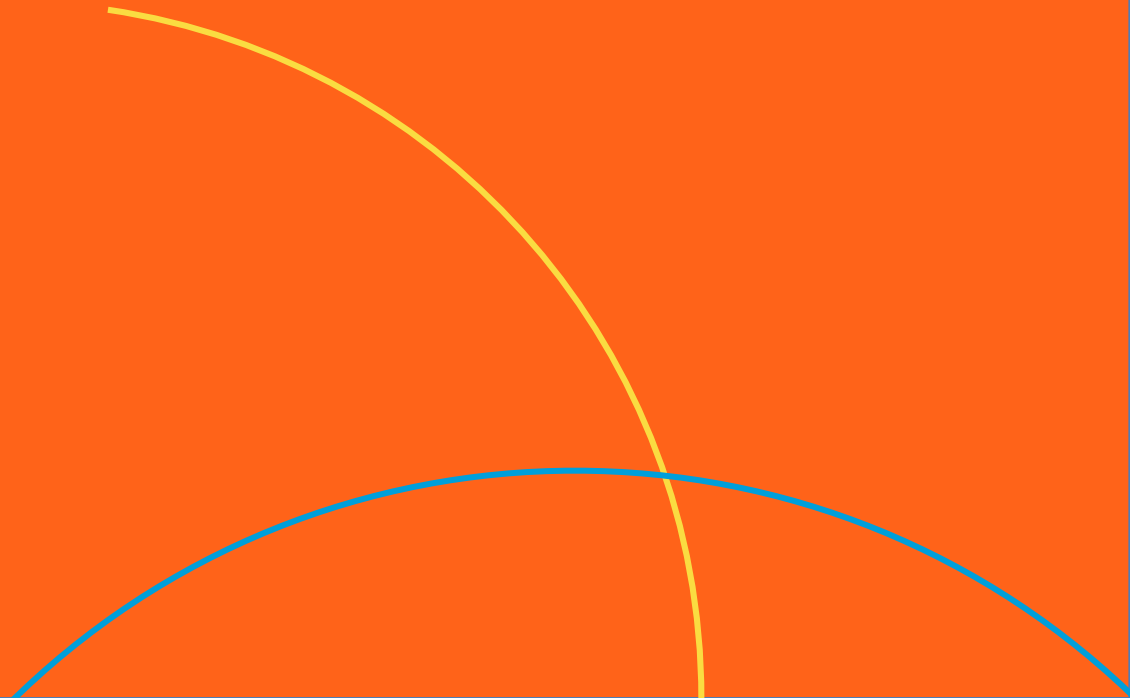
When was the last time you went to the cinema?



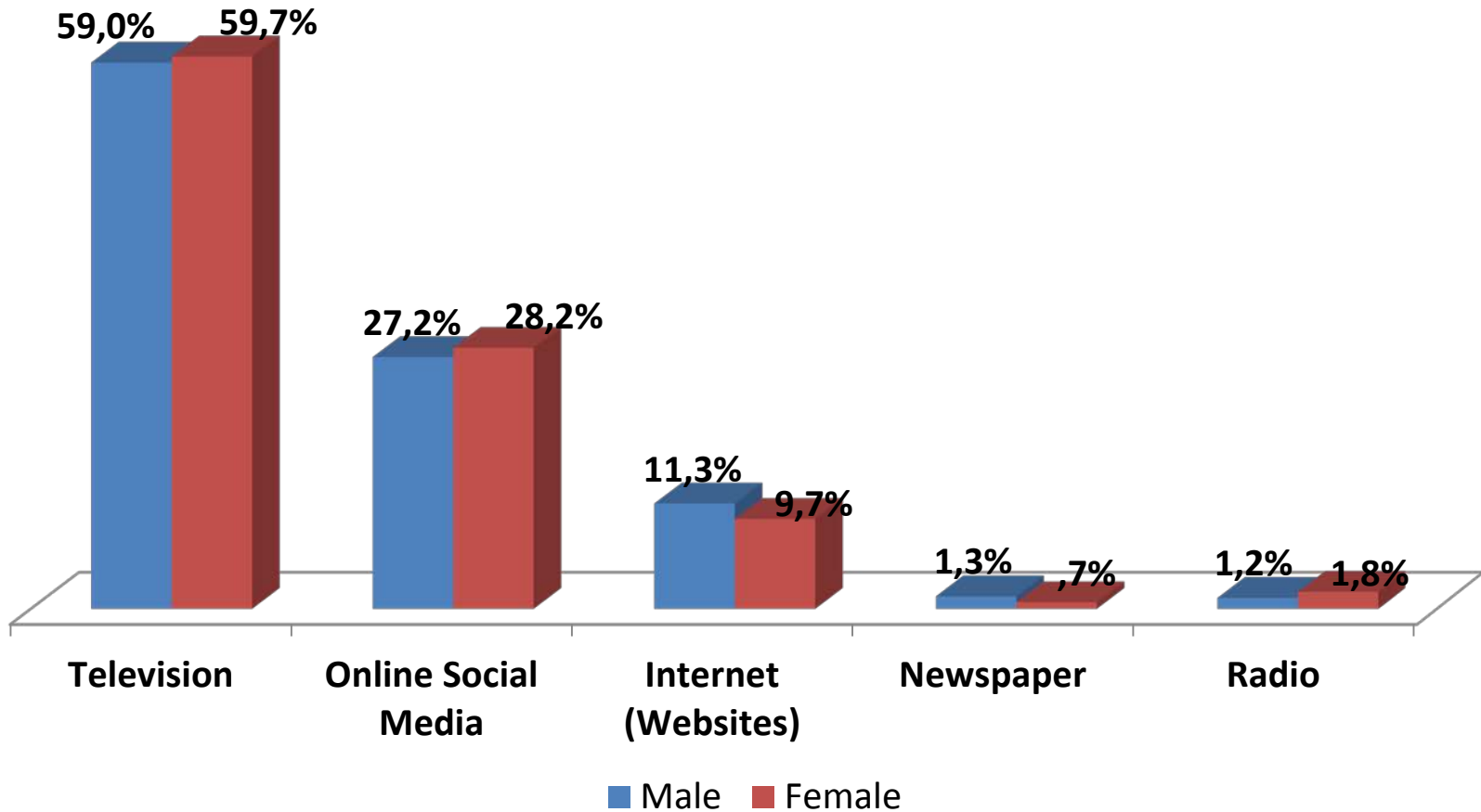
When was the last time you read a book?



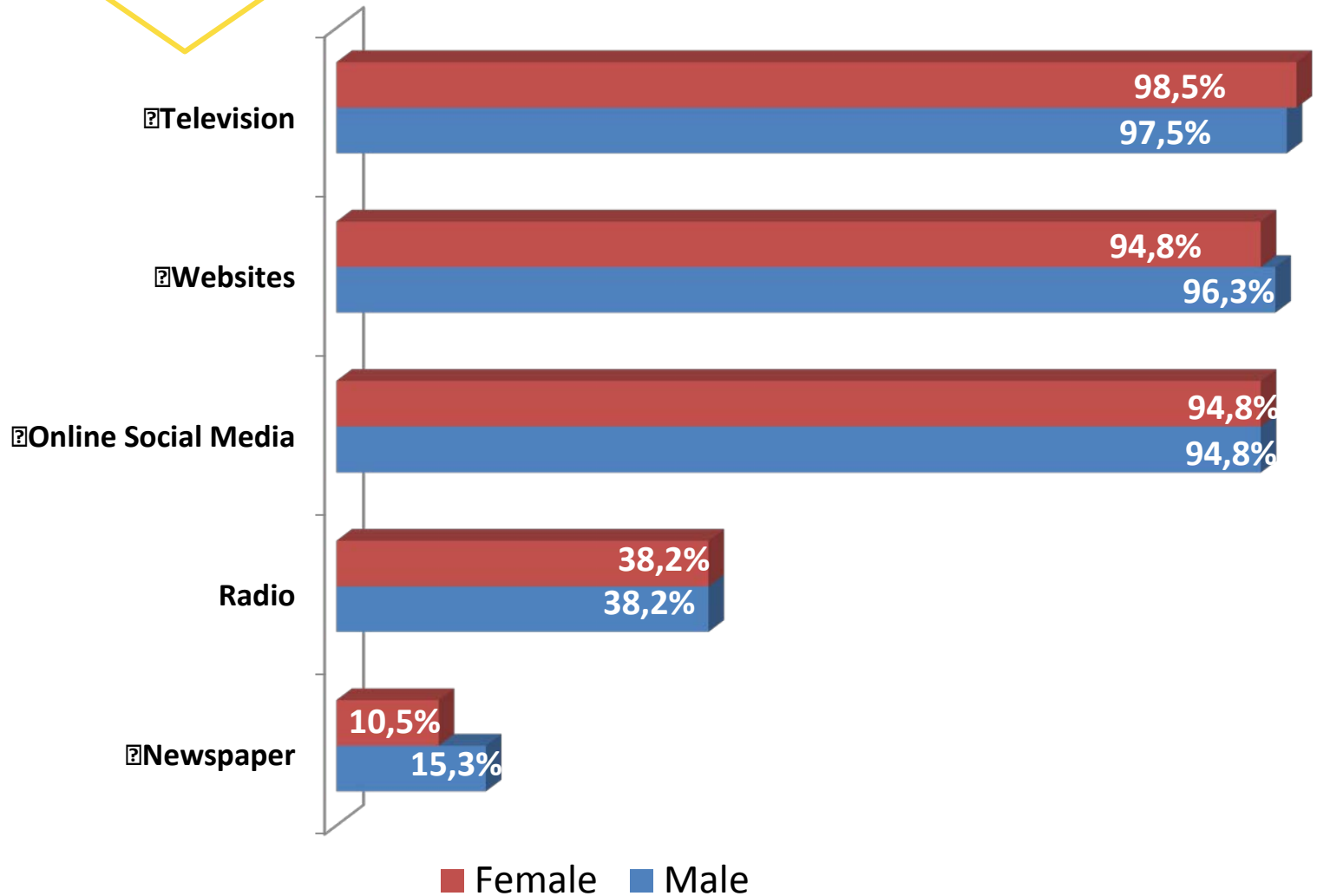
CROSSTAB BY GENDER



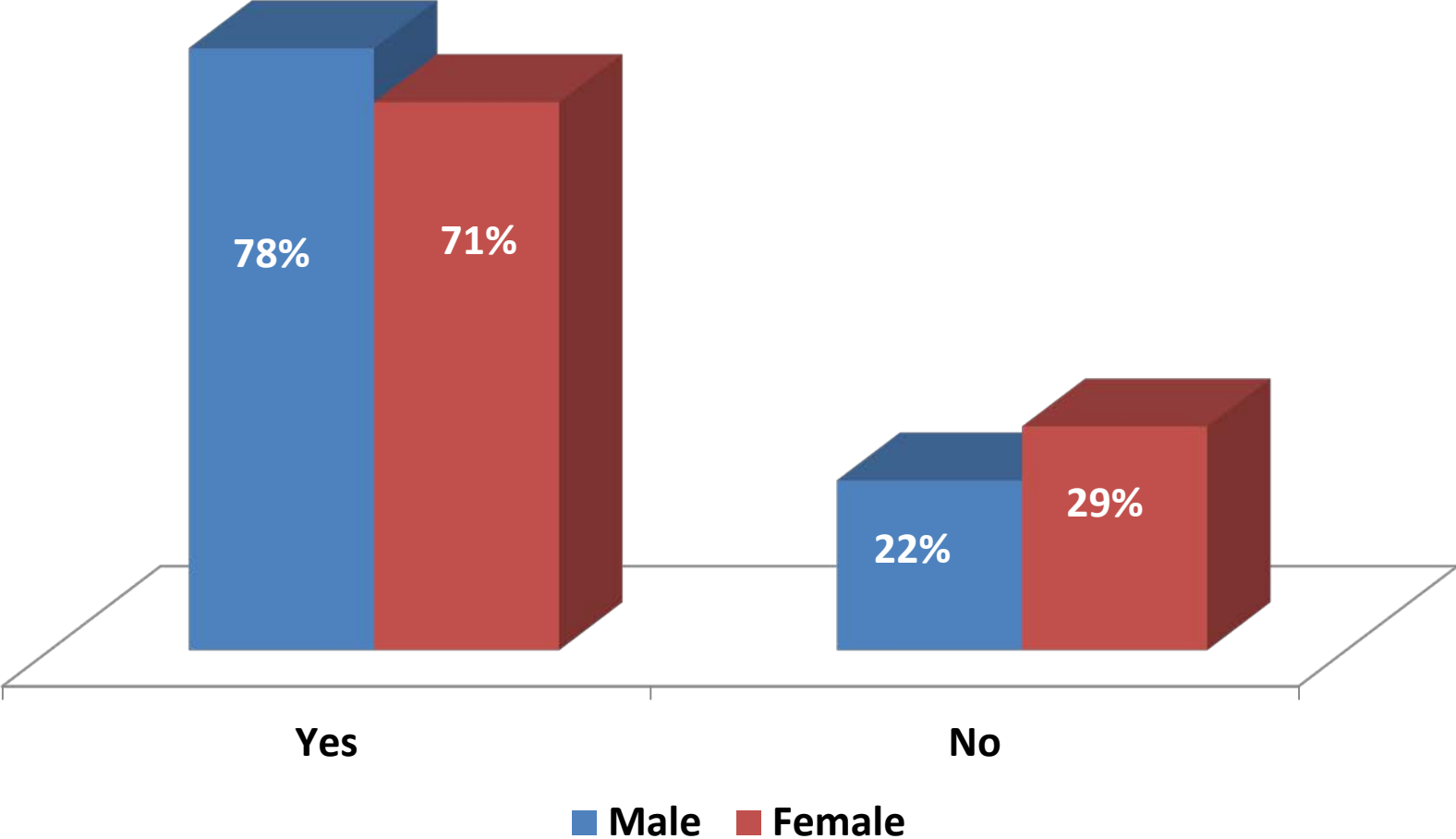
When taking into account the media (radio, TV, newspapers, Internet, social networking sites) which kind of media comes to mind at first?



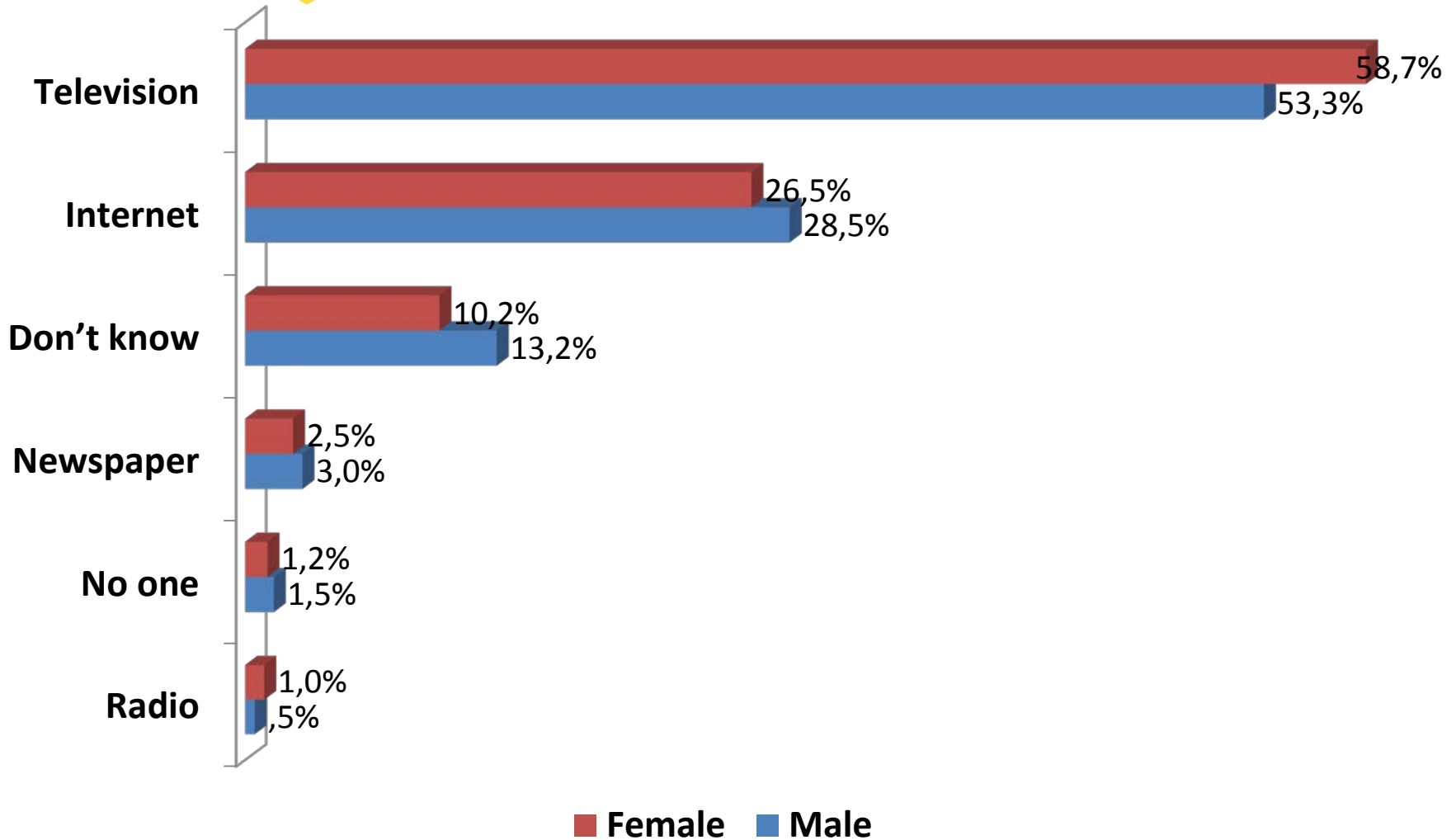
Which type of media do you usually follow?



Do you follow political and security news?



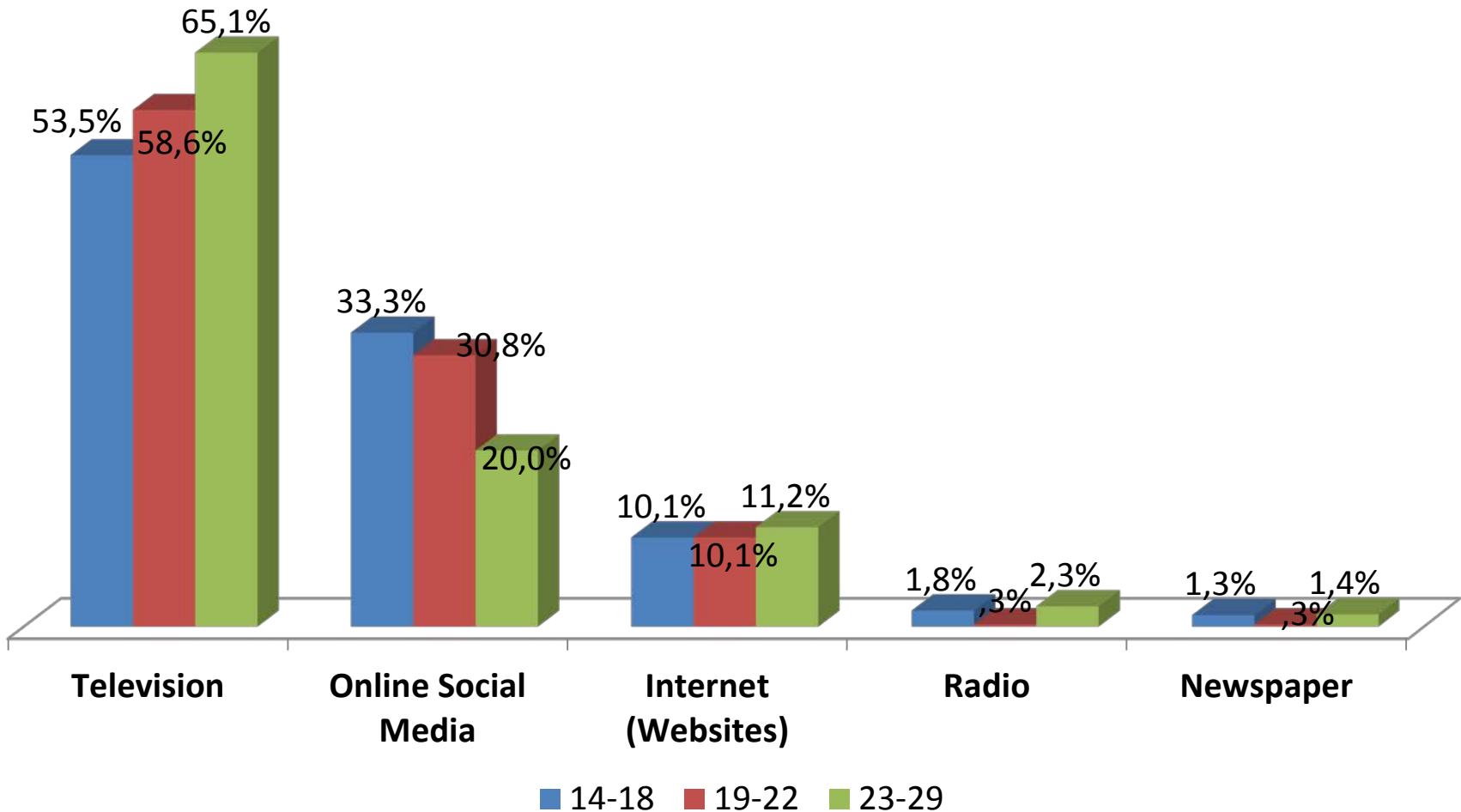
In your opinion, what is the best and most credible source to follow the news?



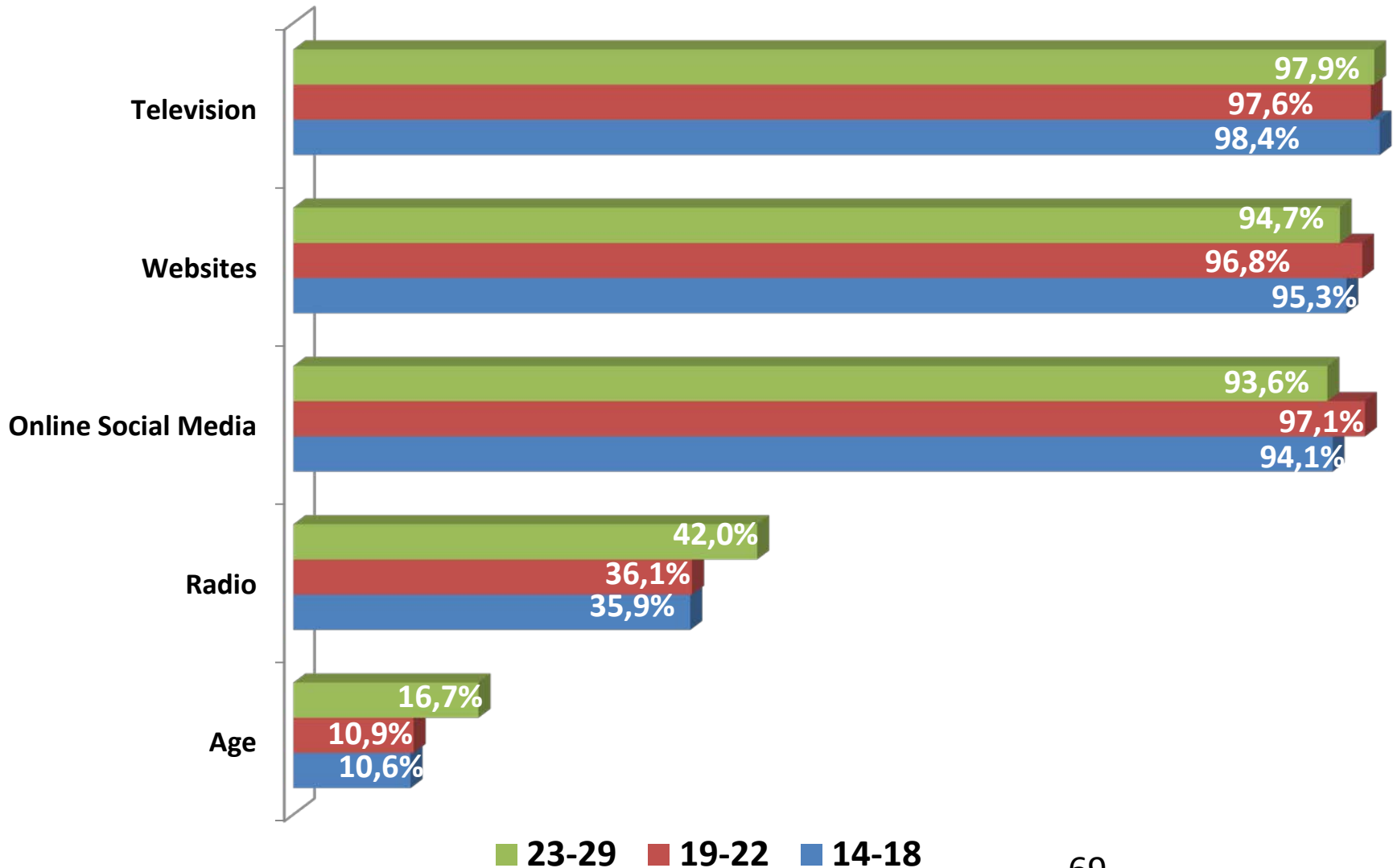
CROSSTAB BY AGE



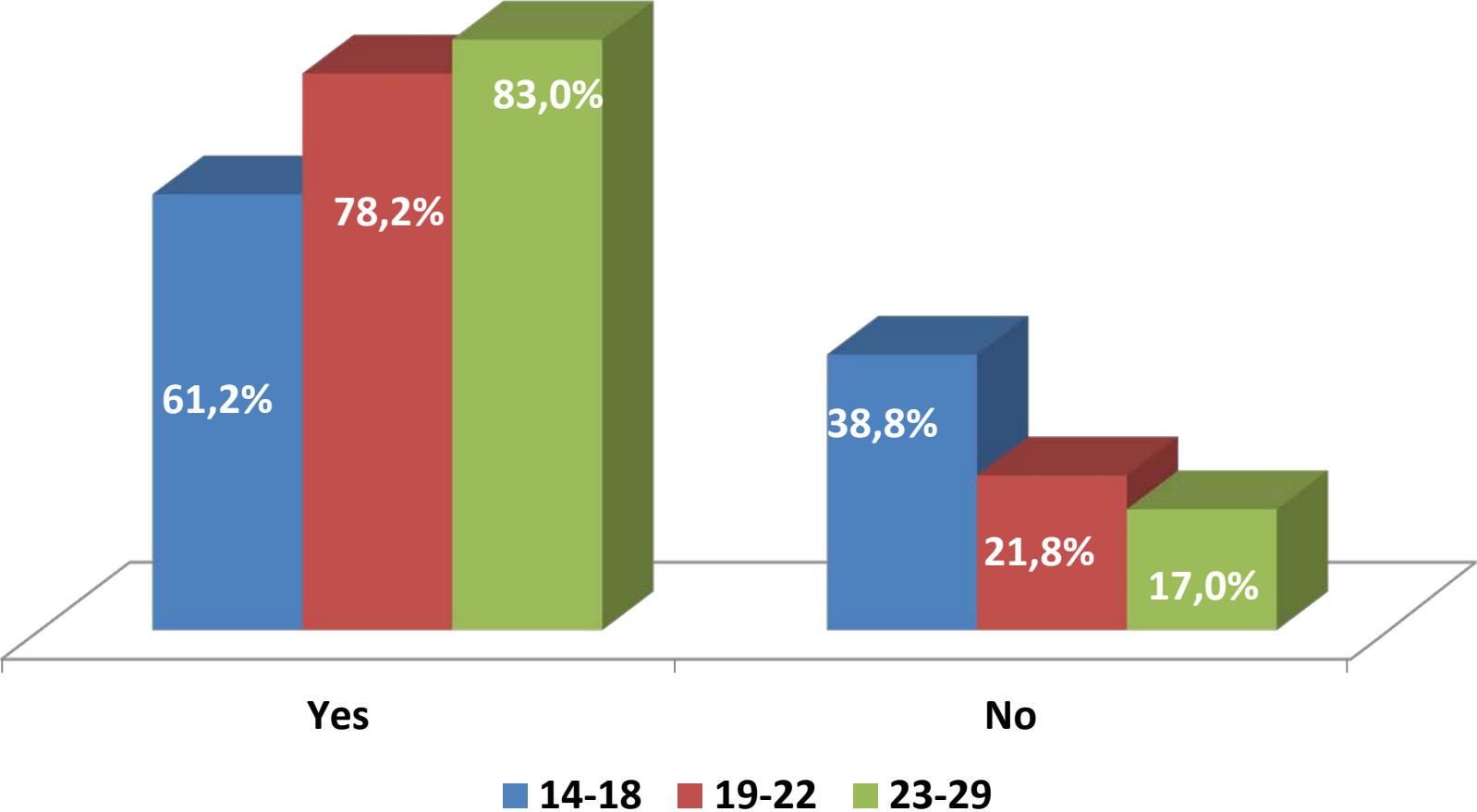
When taking into account the media,(radio, TV, newspapers, Internet, social networking sites) which kind of media comes to mind at first?



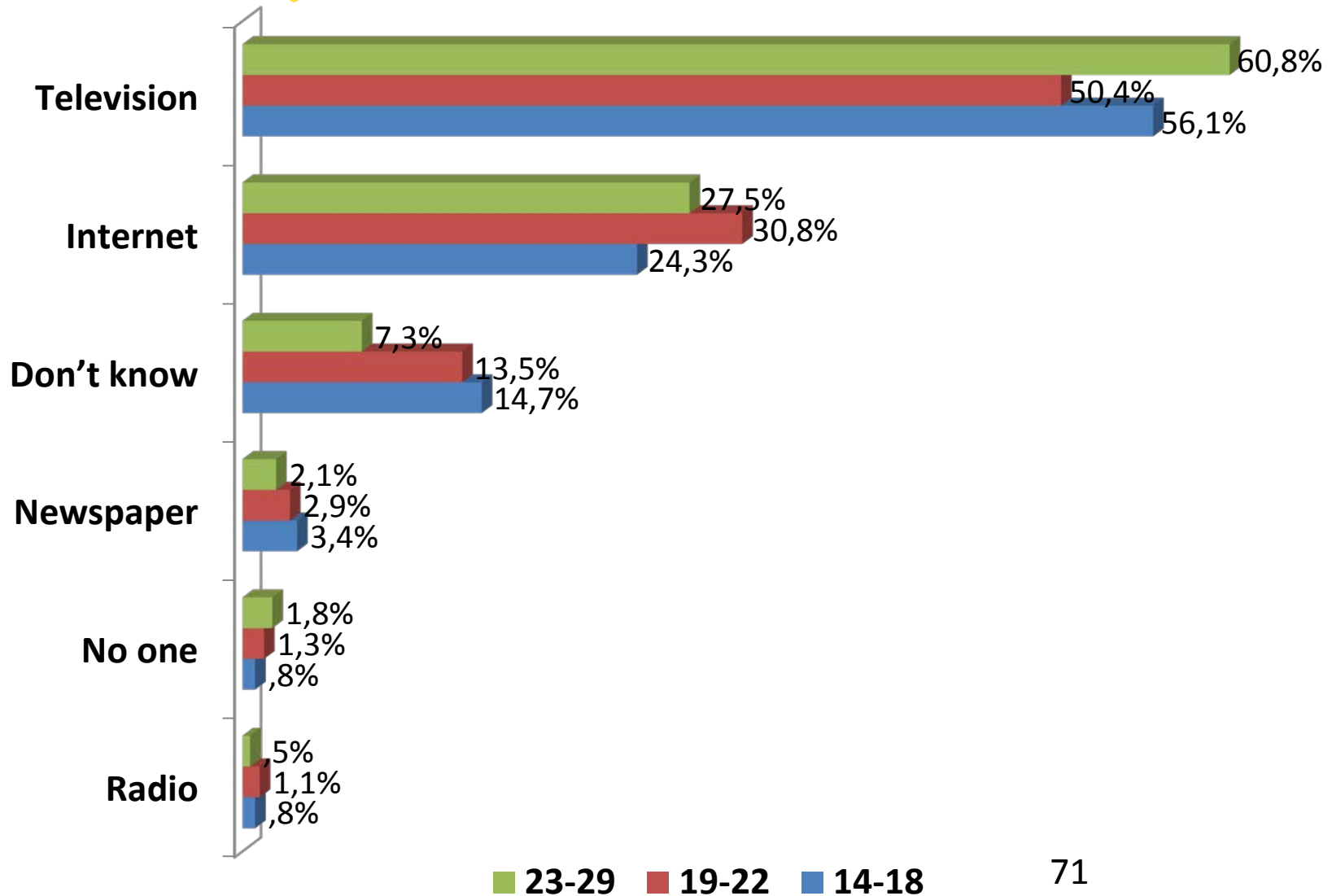
Which type of media do you usually follow?



Do you follow political and security news?

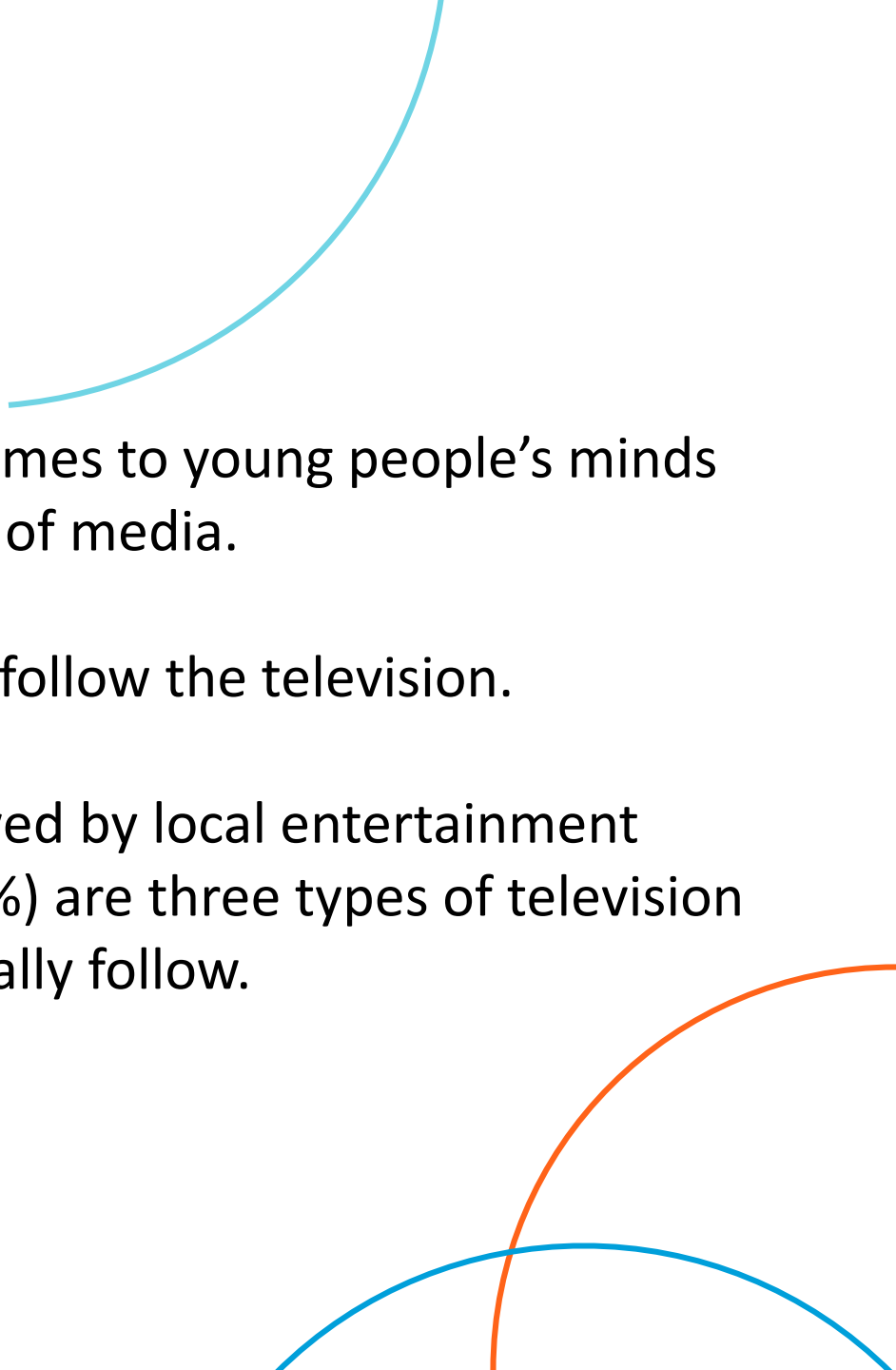


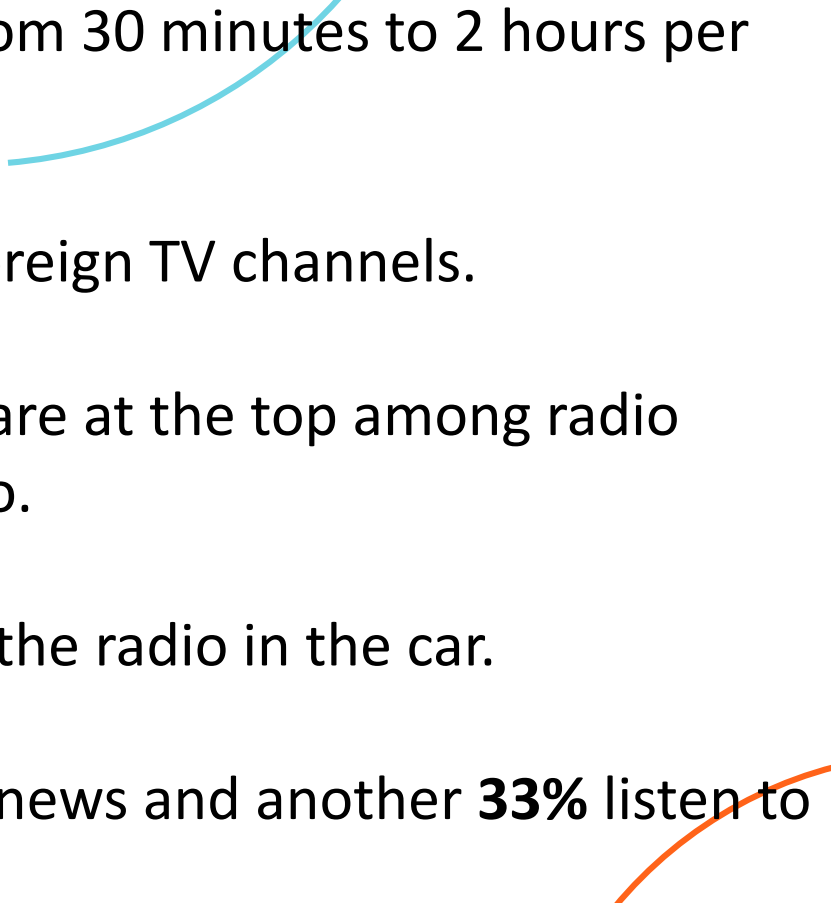
In your opinion, what is the best and most credible source to follow the news?

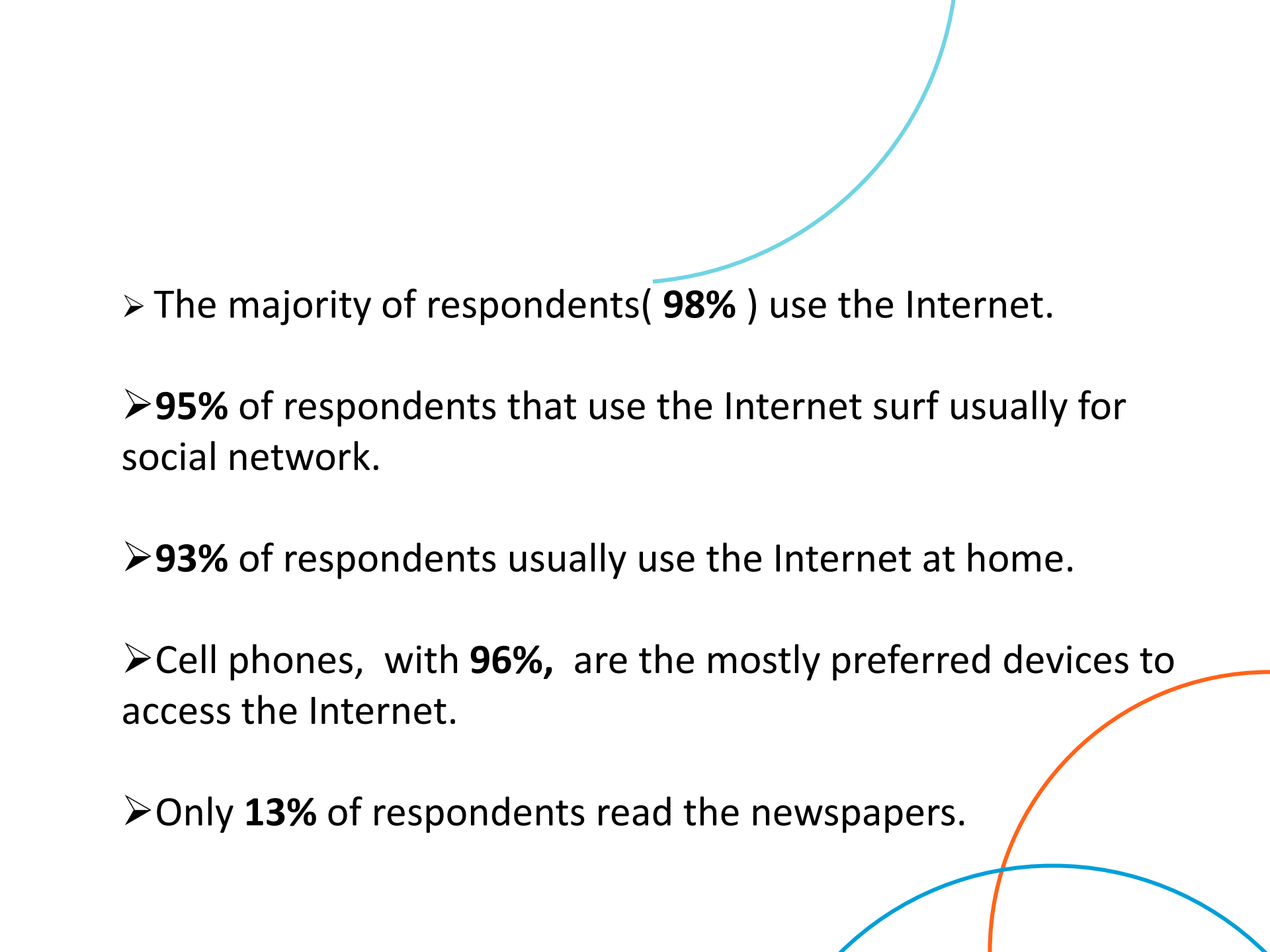


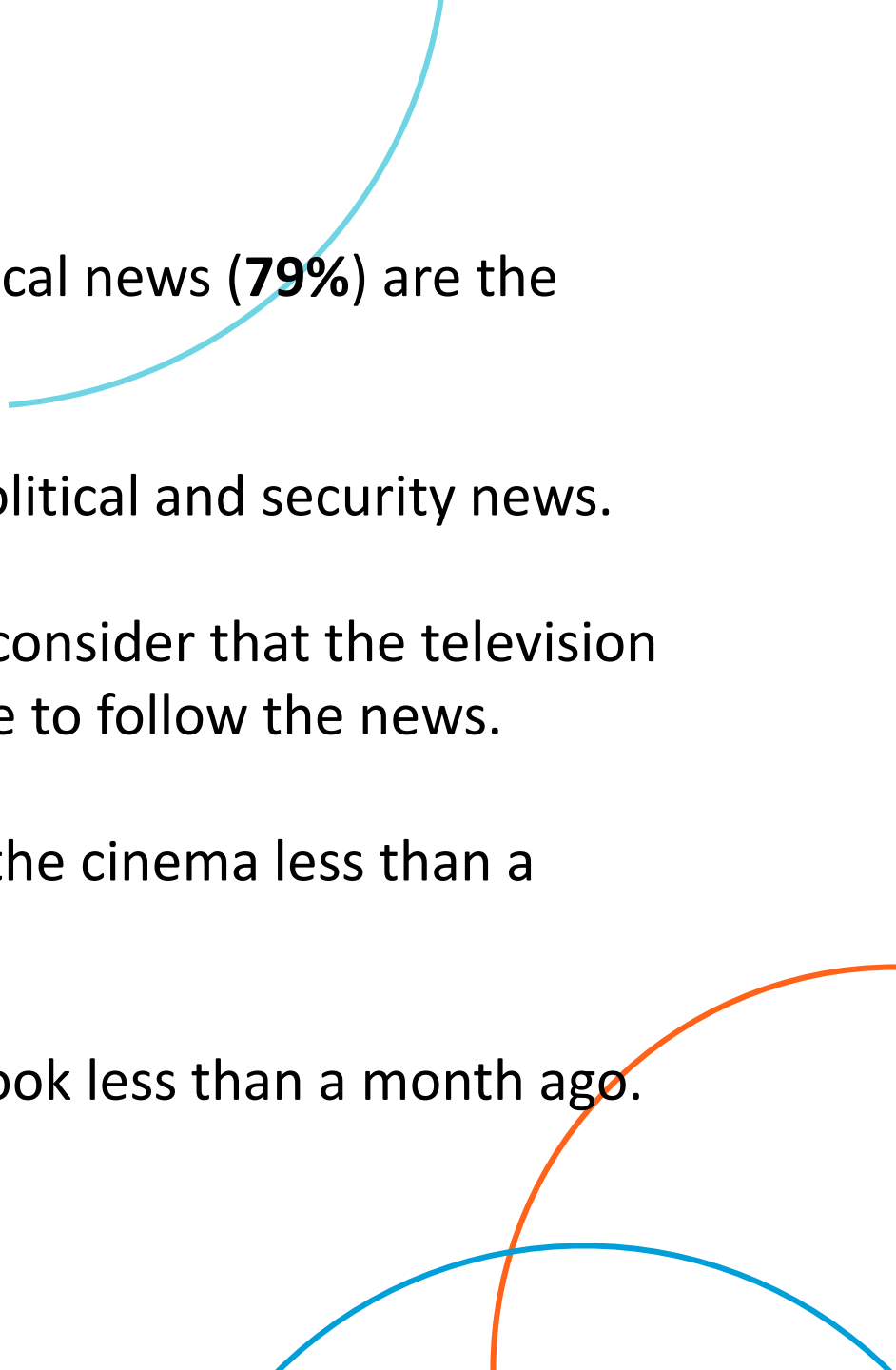
CONCLUSIONS



- 
- Television, with **59%** , first comes to young people's minds when asked to mention a type of media.
 - **98%** of respondents usually follow the television.
 - Foreign movies (**78%**), followed by local entertainment programs(77%) ,and news (72%) are three types of television programs that youth most usually follow.

- 
- **51%** of respondents spend from 30 minutes to 2 hours per day watching TV.
 - **89%** of respondents watch Foreign TV channels.
 - Music programs , with **78%**, are at the top among radio programs youth usually listen to.
 - **81%** of respondents listen to the radio in the car.
 - **33%** of respondents listen to news and another **33%** listen to political interviews.

- 
- The majority of respondents(**98%**) use the Internet.
 - **95%** of respondents that use the Internet surf usually for social network.
 - **93%** of respondents usually use the Internet at home.
 - Cell phones, with **96%**, are the mostly preferred devices to access the Internet.
 - Only **13%** of respondents read the newspapers.

- 
- World news (**83%**) and local political news (**79%**) are the top kind of news usually followed.
 - **75%** of the respondents follow political and security news.
 - Most of **56%** of the respondents consider that the television is the best and most credible source to follow the news.
 - **40%** of the respondents went to the cinema less than a month ago.
 - **40%** of the respondents read a book less than a month ago.