Measuring Individual Attitude towards Arabic-Speaking TV Channels and the Impact of These Channels on Current Events

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Abstract

The current study aims to measure the individual attitude towards Arabic-speaking TV channels as well as the impact of these channels on current events. The dimensions contained in this study include attributes, importance, beliefs, effect, and attitude. In this study, there are four main dimensions, each one of them has its own hypothesis. A questionnaire was developed according to Bass and Talarzyk model. To collect the data required for testing hypotheses and to reach a conclusion, the questionnaire was randomly distributed to 35 individuals. The questionnaire was then evaluated by experts in the fields of marketing and media in order to draft the final form. The final form of this questionnaire was posted on Facebook for a month, subsequently, 422 answers were valid for statistical analysis.

The process of data analysis has adopted certain statistical methods including a special technique used in the application of multi attributes models. The results of the statistical analysis indicate a variation in evaluating the importance of attributes according to individuals study sample. Moreover, the beliefs of those individuals toward news channels are also varied, thus, their attitudes about these channels are also varied. Furthermore, the study indicates that these channels affect individuals' attitudes as well as the current events; thereby; the three hypotheses H1, H2, H4 were accepted and hypothesis H3 was rejected.

Keywords: attributes, TV channels, importance, beliefs, attitude

1. Introduction

TV channels are considered to be one of the most important means of media and communication since they play a prominent role in influencing the communities and individuals at all local, regional and international levels. As evident in the so-called Arab Spring, news channels have an important role in affecting not only the individuals within those communities but also the success of these events, as witnessed in Tunisia, Egypt, Libya, Yemen and currently in Syria.

This study is based on the concept of media marketing as it has not acquired the same attention by researchers compared with products and services marketing. According to (Alsamydai & Rudaina). in their book (Media Marketing, 2003)., Media Marketing was defined as the overall operations and events that must be managed scientifically and systematically through using the elements of the marketing mix for an intentional and specific purpose that must be achieved by media organization. They have stated that media work is characterized as:

A marketing operation that seeks to create specific convictions for individuals in accordance with the media organization's goals.

A strategic operation that must include strategic thinking in formulating the successful media strategies in accordance with the requirements of the media work and the prevailing circumstances.

A behavioral operation aims to make change in the individuals' directives and attitudes in order to create new behavioral convictions in line with the general trends prevailing in the various countries.

In light of this, media marketing is seen as representing one of the recent trends in the science of marketing as it considers the marketing, strategic and behavioral dimensions.

On the other hand, this study focuses on measuring the individuals' attitudes towards Arabic News Channels and

its impact on current events in the Arab region through using Multi-attributes attitude models. The works presented by many researchers and especially Rosenberg, 1956 and Fishbein, 1967 are considered to be the main base for these models while the model presented by Bass & Talarzyk, 1972 is viewed as one of the successful adaptations for Fishbein model in Marketing (Alsamydai & Rudaina, 2005).. This is indeed one of the reasons that lead us to apply this model in this study.

Moreover, Bass & Talarzyk have used the Importance concept instead of the Evaluation factor in Fishbein's. This concept facilitates understanding the individuals where it is important to know their attitudes toward TV News Channels.

This study includes many features in order to determine their importance in the selection of individuals for TV news channels evaluation.TV news channels will be evaluated according to these elements Belief. Additionally, the study also includes measuring the impact of these channels on the attitudes of individuals and current events within the so-called Arab Spring. These trends make this study important as it addresses the evaluation of news channels Arabic-speaking channels and seeing the degree to which the individuals prefer these channels through the important features and characteristics for viewers that they offer and their impact on events.

2. Research Questions

Due to the large and influential role played by televised news channels on the individuals' public opinion toward the various political, economic, social and other issues where these channels represent a compression tool on the views and attitudes of individuals and direct them toward achieving their goals of, this study focuses on measuring the attitudes of individuals towards Arabic-speaking TV news channels and the impact of these channels on the prevailing events in the Arab region. Therefore, the research questions are:

Are the individuals' opinions toward Arabic-speaking news channels positive?

Do the individuals' opinions vary according to the type and nature of the news channel?

Are the individuals' opinions toward Arab channels more positive than Arabic-speaking foreign channels?

What is the extent of news channels effects on the attitudes of individuals with regards to the ongoing events in the Arab region?

3. The Objectives of the Study

This study aims to measure the individuals' attitudes towards Arabic-speaking news channels and their impact on the individuals' opinions about the current events within the so-called Arab Spring. Therefore, the objectives of this study are summarized in the following:

- Identifying the variation in assessing the importance of characteristics for individuals.
- Measuring the individuals' attitudes toward English-speaking news channels.
- Identifying the difference in individuals' attitudes between Arab and foreign channels speaking in Arabic.
- Identifying the impact of these channels on the current events in the Arab region within the Arab Spring.

4. The Study's Model

The model of this study is based on the Multi-Attributes Attitude Models, and in particular the compensatory and linear ones that concern measuring the individuals' attitudes toward something. The models of Rosenberg, 1956 and Fishbein, 1967 are the basis of this study in addition to the works of Bass & Talarzyk (1972), Sheth(1970), Cohen and Houston 1971 and Sheth & Yalarzyk (1970), Fishbein and Ajzen (1975).

It is worth mentioning here, that such studies are not carried out in an accurate and wide manner contrary to what this study seeks to achieve. The model of this study can be presented as follows:
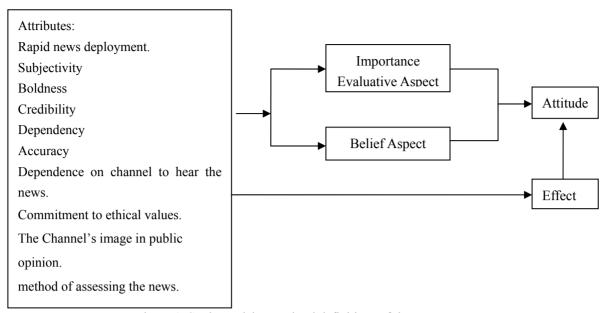
Attributes:

Rapid news deployment.

Subjectivity

Boldness

Credibility

Dependency

Accuracy

Dependence on channel to hear the news.

Commitment to ethical values.

The Channel's image in public opinion.

method of assessing the news.

Importance Evaluative Aspect

Belief Aspect

Attitude

Effect

Figure 1. Study model procedural definitions of the components

4.1 The Attitude

The term Attitude is one of the most essential concepts in many sciences including humanities due to its association and impact in determining the behavior of the individual and therefore many of the behavioral and psychological sciences researchers have tried to give a specific concept for attitude, including: (Thomas & Znaniecki, 1956)., (Steotzel, 1963) and (Wyer, 1974). Defined attitude as the way in which the individual expresses things in value, while Newcomb (1957) indicates that the attitude is anything that is ready to become a reality or a movement to a relationship with this thing.

Breckler & Wiggins (1989) state that "The concept of attitude has evolved to refer to a person's mental and Mental state of neediness". Furthermore, Rosenberg (1956), Fishbein (1967), Wyer (1974). and Mc, Cuire (1968) Stated that: "Individual's attitude toward any object is a function of this evaluation belief about that object".

According to Fishbein and Ajzen (1975) the individual's attitude is the Belief at a specific moment, therefore, Fishbein's point of view as mentioned in Authman (1986) is:

Belief is the cause of the attitude.

Attitude is determined by the total beliefs.

Changing the attitude must be due to change beliefs.

On the other hand, "The definition of attitude should consist of cognitive, affective, and cognitive components" (Azjen, 2005). Moreover, attitude is defined as "Affect for against a psychological object" (Azjen, 2006).

Eagly & Chaiken (1993) define attitude as "A psychological to evaluate an object with some degree of favor or disfavor".

Bertram & Golen (2007) state that "The term attitude could be used as a general integrative label that subsumes any aspect or process that is responsible for positive or negative responses toward a given object".

Melodey et.al (2004) state that "An Attitude as learned predisposition of human beings"

Hogg & Vaughan (2005) state that "An attitude is a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups event or symbols" (Saul Mcleod, 2009).

It is clear then that Attitude is:

"The mediator between belief and behavioral intention, and entertainment belief has the strongest effect on attitude" (Mandy et al, 2008).

Lastly, the definition introduced by Nathan & Eleaner (2011). is a simple and expressive one: "An attitude can be defined as an individual's tendency to evaluate an objects as positive or negative".

This goes with what was mentioned by (ALsamydai & Rudaina, 2005).. They defined attitude as preparing the individual to evaluate a specific issue positively or negatively (idea, product, service,).. At the same time, they

have emphasized the key role that beliefs play in the formation of individuals' tendencies and attitudes towards things, and that these attitudes place the individual in the position of assessing things positively or negatively, as some attitudes associated with established beliefs are very difficult to be changed. Nevertheless, the attitude as a mental and neurological psychological case is formed through experience that affect the individual's actions in all the things facing the individual, so this attitude could be changed through experience, i.e. the experience plays an important role in forming and changing attitude.

In order to understand this clearly, it is important to refer to the attitude's components that play a role in forming attitudes. These components are ALsamydai & Rudaina (2005):

Knowledge component: made from the motives' impact that represent the trend towards a certain action, thus, this component makes the attitude closer to actual behavior, but does not replace it.

Affective component: made from an integration between perception and image, which shows us the emotions and feelings of individuals towards the subject.

Cognitive component: represents judgments that reflect knowledge in mental content and therefore the attitude toward this content.

These three components form the mental element of the attitude (understanding what is observed, joining what is understood). In general, the content of the verdict or decision is a set of beliefs that are linked with awareness and intelligence where memory plays an active role in that, and then the individual's attitude is determined. Interpretations of these components and the role of each component in forming the attitude and determining the behavior were different since there are some people who refer to the knowledge component the reality's influence on making decision and behavior and affective component through the interaction between cognition and image in forming appropriate or inappropriate attitudes. However, in reality, the attitude is made as a result of the interaction between these three components.

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┌──────────────┐        ┌──────────────┐        ┌──────────────┐
│  Cognitive   │        │  Knowledge   │        │  Affective   │
│  Component   │        │  Component   │        │  Component   │
└──────┬───────┘        └──────┬───────┘        └──────┬───────┘
       │                       │                       │
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                       │      │ │      │
                    ┌──▼──────▼─▼──────▼──┐
                    │      Attitude       │
                    └─────────────────────┘
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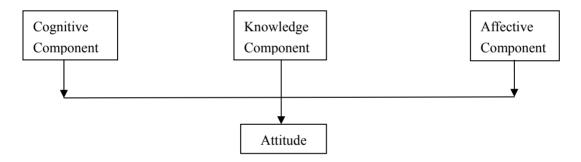
Figure 2. Attitude components

Source: ALsamydai & Rudaina, 2005

The components of an attitude including belief and behavior are at odds and an individual may adjust one to match the other (Brink, 2008).

It should be noted that the hereditary variables may affect attitude but believes that they may do so indirectly. As with any type of heritability, to determine if a particular trait has basis in our gens, twin studies are used (Brandt & Wetherell, 2012).

Ajzen states (2006) that the beliefs and values are supposed to offer cognitive and affective foundations to the attitudinal, determinants in identifying individuals' considerations of behavioral decisions.

4.2 Multi Attribute Attitude Model

Multi-attributes model indicates that the individual's attitude towards something is the function of this thing's characteristics, and that the total attitude for any individual toward anything can be explained through several properties represented to this individual as partial dimensions or variables used in comparing between alternatives (ALsamydai, 1986).

4.2.1 Theoretical Background for These Models

The theoretical basis for these models is based on the theory of forming and changing the attitude. Fishbein & Rosenberg and Osgood & Tannebaum are the researchers of these models where:

"The work of Rosenberg, Fishbein and others has strongly indicated that an individual's attitude toward any object is the function of his evaluative beliefs about that object" (Reza & Douglas, 1971). Since attitudes represent one of the important and basic stages of accepting something a product, news, media messages, and specific ideas the properties contained in something is the basic rule of these models to measure the individual's attitude toward this thing. These models consider that the overall individual's attitude toward any available thing depends on what is presented by this thing including the different properties that may concern this individual. Thus, measuring this attitude is done on the multi-dimensional basis that determines how the individual assesses these properties, and therefore, the total ratings weighted value given for each property represents the individual's attitude toward this thing.

Studying the differentiation's procedures in order to choose between the available alternatives carried out by the individual especially with regard to consumer and differentiation procedures to select products goods, services, and ideas has become an important aspect in studying the consumer behavior. The evolution and growing of researches carried out in this direction is heading towards the quantitative mechanical study in which the consumer can develop his current attitude toward a specific product or brand. Therefore, The purpose behind finding out and discovering the individual's actions which show his intent to purchase and hence his decision to buy, which help in determining consumer behavior towards a specific product. The structure of the individual's decision includes (Corn & Clark, 1994) (ALsamydai & Rudaina, 2003):

- Various information that build the individual's cognitive structure toward things or products.

- The relative importance given by the individual for each type of information, i.e. objective weighting expressed in the value system.

- The foundations of making decision and this is done through integration of information in order to make a decision to choose between different alternatives.

- Integration between the above-mentioned points show the so-called Approximate model of decision through which the multi-characteristics models try to answer the following (ALsamydai, 2000).:

- How to choose an available alternative?

- Is the individual able to identify the specific attributes on which the process of differentiation between the available alternatives based on?

- How, then, does the consumer make differentiation decision and choose between the available alternatives?

In light of the above, it is clear that the individual has an evaluation system represented in giving weight to each one of the attributes provided by each of the available alternatives to be chosen. Each one of the attributes provided by each alternative provides an advantage for the individual, hence, this evaluation will determine the attributes that will be the standards for choosing, and therefore, it will determine the differentiation system for the individual (ALsamydai, 1987).

4.2.2 Types of these Models

Multi-attributes models of the attitude are divided into many types according to theoretical and applied aspects in each group. Pras (1977) refers to many types including: Additional linear models, Satisfaction models and Lexicographic models.

ALsamydai (2000, 1987) have divided these models into two groups in terms of theoretical and applied aspects: Compensatory models and Non-compensatory models. Each group includes several models, as illustrated in Figure 3.
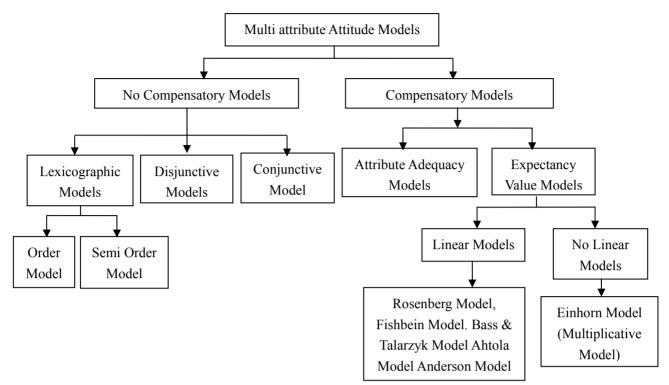
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                        ┌─────────────────────────────┐
                        │  Multi attribute Attitude Models │
                        └─────────────────────────────┘
             ┌──────────────────────┐         ┌──────────────────────┐
             │ No Compensatory Models│         │  Compensatory Models  │
             └──────────────────────┘         └──────────────────────┘
   ┌──────────────┐ ┌────────────┐ ┌────────────┐  ┌──────────────┐ ┌──────────────┐
   │ Lexicographic│ │ Disjunctive│ │ Conjunctive│  │  Attribute   │ │  Expectancy  │
   │    Models    │ │   Models   │ │   Model    │  │   Adequacy   │ │ Value Models │
   └──────────────┘ └────────────┘ └────────────┘  │    Models    │ └──────────────┘
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   │ Order │ │  Semi  │                             ┌──────────────┐ ┌──────────────┐
   │ Model │ │ Order  │                             │ Linear Models│ │  No Linear   │
   └───────┘ │ Model  │                             └──────────────┘ │    Models    │
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Figure 3. Multi attributes model types

Source: ALsamydai, 2000

4.2.2.1 Compensatory Models

The theoretical basis of these models is that the benefit resulting from any act taken by the decider is provided with a quantitative relationship and that the value of this quantitative relationship is the one that allows arranging all the different alternatives. Therefore; all the different standards will allow arranging the alternatives in descending manner. This means that the decider has several levels of decisions where he should only choose one of them according to the available alternatives. According to these models, poor standard (poor property) can be compensated with one of the alternatives using the strong standard (strong property). for example, if there is a property that is evaluated poorly, this property can be compensated with other strong attributes (ALsamydai, 2000).

These models include two main groups: Linear and Non-linear models.

* Linear models

They are considered as additional models since they follow a liner way in setting the individual's preference system. The individual's preference is organized in a linear manner and therefore the value and the level of the benefit for any characteristic are correlated: (ALsamydai, Rudaina, 2005)..

- The possibility of compensation between the different levels of attributes, where the little saturation from the poor attributes can be compensated in a higher saturation associated with a high value of other attributes of the same alternative.
- Levels of benefit associated with different attributes values are independent from one another.
- In light of this, these models assume that the individual or decider will choose the alternative that takes very high total marks in accordance with the given relative weighting (the evaluation)..

The models of Rosenberg, 1956, Fishbein, 1967, Bass & Talarzyk, 1972 and Ahtola Model, 1975 are considered to be the most important ones.

4.2.2.2 Non-Linear Models

The theoretical basis of these models is that (ALsamydai, 2000).

Alternative cannot be rated or evaluated highly if this alternative is a poor characteristic.

Marks located at the top of the assessment scale attract the attention of individual or decider.

Therefore, the marks at the top of the assessment scale are the ones that affect the choice and therefore the preference for the alternative which has the high evaluation. Einhorn (1971). Models considered these to be the most important ones.

* Non-compensatory models:

The theoretical basis for these models is that the negative evaluation of any available characteristic in any alternative could not be compensated by the positive assessment for the other available characteristics in this alternative.

The most important of these models are: Conjunctive, Dis-conjunctive , and Lexicographic Models

4.3 Characteristics Determining the Individual's Decision

These characteristics have been introduced by (Myers & Alpert, 1968). as those characteristics that are important for individuals and by which they discriminate and evaluate the available alternatives to choose. In order for any characteristic to be specific to choose among the available alternatives, it should have three key aspects: (Alsamydai & Rudiana, 2005).

* Feature:

This term has been used by both Krech & Crutchfied, 1948 and then used by Fishbein, 1967 in his study of the attitudes, where he has noted that through this term (feature or attribute), it is possible to identify and distinguish between the attitudes of individuals toward the alternative characteristic (commodity, service, the idea) that determine the selection decision.

* Distinguishing:

Krech & Crutcfield (1948) have identified distinguishing as the basis that makes the individuals beliefs do not appear equal or symmetrical in the field of cognition.

* Importance:

When the characteristic is important, it will have a high and expressive impact in selecting decision or the overall arranging of competing alternatives.

The concept of specific characteristic for the selecting decision has been introduced by Myers & Alpert (1968).. They have stated that the attitude toward the specific characteristics that are taken into account by the individual's preferences or in making decision are called the Specific characteristics for making the selection decision. In order for the characteristics to be specific to make the selection decision and to be a basic standard, they should be essential and have the sufficient importance in this decision and should exist in the individual's mind. AL Samydai & Rudaina (2005) have stated that it is important to pay attention that not all the important characteristics considered as an assertive and determinant standard for selection or purchasing decision, nevertheless, they should have an attribute, i.e. it should represent an element that differentiate between the alternatives (products).. For example, when the individual differentiate and compares between cars, he might be attracted towards the durability characteristic in the car, therefore, he will compare cars to choose between them at the level of availability of this characteristic, thus, the car that offers this characteristic will be within the circle of choice. Consequently, this characteristic is considered as an important standard for the individual's selection, at the same time, a characteristic that is special but not important for the individual and does not affect the purchase decision cannot be considered as a standard for the selection decision. Therefore, it is not enough to be an important characteristic to play a major role in the selection decision, but it must be present in the sense of the individual when making decision. This can be represented in figure 4 as follows:
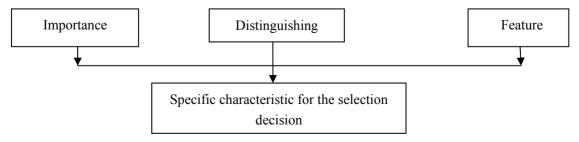
Figure 4. Characteristics determining the individual's decision
Source: Alsamydai & Rudaina, 2005

5. Study Hypotheses

In light of the study objectives and model, the study hypotheses are formulated as the following:

H1: The evaluation of attributes' importance is varied according to individuals (study sample). through choosing Arabic-speaking news channel.

H2: Providing the important attributes by Arabic-speaking TV news channels would be different according to individuals' (study sample) beliefs.

H3: The individuals (study sample) have a positive attitude towards Arabic speaking news channels.

H4: There is a positive effect of Arabic speaking TV news channels on individuals' attitudes as well as the events in the Arabic region.

6. Methodology

6.1 Data Source

This study has utilized two types of Data Sources necessary to implement this study:

-Secondary Sources:

Data and information obtained from reviewing the literature and research findings related with this study and its objectives. They are also used in the development of the study's model as well as the attitude models to be applied.

-Primary Sources:

The Data necessary to develop the final questionnaire of the study, where two questions were raised, the first one is about the characteristics that are important to the viewers, and the second one is about the televised news channels that are tracked continuously by individuals and viewers. This questionnaire was randomly distributed to 65 individuals. Based on the results, the final questionnaire has been designed and then evaluated by many specialists who provided observations and suggestions for its final drafting, which included (63) questions distributed over four dimensions.

Five channels have been selected according to the views of the individuals in the initial questionnaire. The final questionnaire was posted on Facebook for the period from 18/7/2012 to 18/08/2012 for a month. The number of correct answers and reconciliation for analysis amounted to (422), answer.

6.2 The Scale and Dimensions

This study is based mainly on applying the model (Bass & Talarzyk 1972) which is one of the successful adaptations of (Fishbein 1967) model and that the equation of this model is (Bass & Talarzyk 1968) (Bass & Talarzyk 1971) (ALsamydai 1986)(Othman 1986)(ALsamydai 2000).

$$Aj = \sum_{i=1}^{n} Wi \bullet Bij \qquad (1)$$

Aj = Attitude toward j.

The alternative j whether a product or a brand or service

Wi= The importance of the attributes for the individual (likely relative weight).

Bij= Evaluation or belief that the characteristic in the alternative b. i.e. the positive or negative assessment.

N= Number of characteristics and the number of test standards.

Bass & Talarzy have used an unilateral similar to Likert scale (1....5). This has not been used by Fishbein in applying his model where he has used binary scale (-3 to +3). As this study based on the model of Bass & Talarzyk. The impervious scale (1...5). i.e similar to Likert quintet scale.

The phrases are used according to three classes:

Importance: Very important, Important, Neutral, Unimportant, Never important.

Rating: Very available, available neutral, Not available, Never available.

Impact: Very touching, touching moving, Neutral, Non-influential, Never touching.

In addition, this study is divided into four dimensions according to the study's model and the applied model:

The importance of characteristics (Dimension 1).

Evaluation (belief) (Dimension2).

Attitude (Dimension 3).

Influence on attitudes (Dimension 4).

6.3 Analyzing Method

Several statistical techniques are used in this study including the Descriptive analysis, frequency analysis, Cronbach's alpha, one simple t-test). To test the acceptance or rejection of hypotheses as well as the technique used in applying Bass & Talarzyk model to extract the attitude value to prove the third hypothesis concerning attitude toward TV news channels under study. The midpoint will be selected by adding the lower coded value of liker scale 1 and upper code 5 of the Likert scale.

7. Literature Review

The objective of this study is to measure the attitudes of individuals toward news channels (television). and the impact of these channels on the performance and attitudes of viewers of news that are transmitted and displayed on those channels. The research within the direction of this study is a few of its kind, on the contrary, many researchers have addressed the attitude, its concept and how to be composed like (Osgood and Tannenbaum, 1955)., (Rosenberg, 1956)., (Fishbein, 1967)., (Sheth, Talarzyk, 1970)., (Seth , 1970)., (Cohen and Houstoan, 1971)., (Ajzen, 1985)., (Ajzen, 1991)., (Ajzen, 2001)., (Ajzen, 2002)., (Flazio & Olson, 2003)., (Ajzen, 2006)., and other researchers. Their studies are characterized by providing the concept of attitude, its structure, manner, beliefs, values and attitudes relationship with behavior, as well as the impact of the characteristics on creating the attitude and intention to purchase with respect to the consumer. At the same time, these studies have contributed in modeling attitude models that were later called multi-characteristics models to study the attitude. The model of (Rosenberg, 1956, Fishbein, 1967) represents the base of these models. Bass & Talarzyk (1971) have tried to adapt these models in marketing, where this was considered as a successful contribution despite of the surrounding criticism, in particular the use of the Importance term for characteristics. There is also the" evaluation" aspect, as well as the uni-polar scale (1, 2, 3, 4, 5), while Fishbein has used the bipolar scale (2+, 1+, 0+, 1-, 2-). (Ndong, 1983)., (ALsamydai, 1986)., (Othman, 1986) and (Alsamydai, 1987). have provided several successful applications for these models in the market.

The studies related to the measurement of the attitudes by the means of communication within the media marketing are very specific though the attitude concept has a positive role in communication studies. In cultural communications for example, attitude is of great importance.

For assessing stereotypes, bias, prejudice and persuasion (O 'Sullivan et al, 1994). Where in Organizational communication, Hofstede (1998). researched the effect of attitudes on organizational culture and found out that communication and cooperation affect attitude greater than any other organizational practice.

The study of Ledbetterm (2009) stated that: "I have investigated how attitudes affect intentions to communicate via computer - mediated communication and social networking sites.

According to Tshering's (2009) study on attitude toward mass media, it "has provided evidence that moderate exposure to television is likely to enhance people, environmental attitude and outlook".

According to the study provided by European commission (2004). It was stated that "The information provided by television is obtained first and foremost through news programmers. All of the viewer categories in almost all of the member states watch the television news. Indeed for some individuals who do not read the press and do not listen to radio news, television is the only source of regular information on current affairs.

The study of Alazam & Al katby (2010) has addressed the Jordanian attitude toward media performance. This exploratory study reveals the attitudes towards the performance of Jordanian media in a number of economic, social, political and security issues. The most important findings of the study might be represented in the overall satisfaction for the sample's members on the performance of Jordanian media. Additionally, there were positive trends by the Jordanian media with regard to several topics, the commitment of credibility by these media to broadcast news, and addressing the events in an intermediate manner.

PSB Report (2010,). about perceptions of, and attitudes towards television has focused on the integrity of the news. About 93% of the respondents pointed to the importance behind TV broadcasting of neutral news, followed by 89% for radio, 88% for newspapers, 79% for the Internet and finally 73% for the magazines. Furthermore, 45% of viewers in UK indicate that BBC channel is their favorite TV channel and that they would choose it if they could have access to only one TV channel.

The current study will focus on new aspects that have not been addressed previously in such ways, these aspects measure the individuals' attitudes towards several TV news channels speaking (English or Arabic). in order to

reach the best value for the attitude through the available characteristics, in addition to studying the effect of these channels on current events so far in the Arab Spring.

8. Results

8.1 Test of Reliability

The reliability coefficient of Cronbach's Alpha is considered to be "acceptable" when it is about 70% or higher in most social science researches. The following table shows the result of this test in the current study which is 81%.

Table 1. Reliability coefficients

N of cases	Cronbach's alpha	N of items
422	.81	63

8.2 Application of Bass and Talarzyk Model

The technique used to apply this model is based on works of ALsamydai, Mahmod (1986-1987), Othman, Rudaina (1986) and the common works between them (2000, 2001, 2003, 2005).

In order to facilitate the model application, each characteristic has been given a symbol as shown below:

X1 $\longrightarrow$ rapid news deployment.

X2 $\longrightarrow$ objectivity in news deployment.

X3 $\longrightarrow$ boldness in news deployment.

X4 $\longrightarrow$ creditability in news deployment.

X5 $\longrightarrow$ independence in news deployment.

X6 $\longrightarrow$ accuracy in news deployment.

X7 $\longrightarrow$ dependence on channel to hear the news.

X8 $\longrightarrow$ commitment to ethical values when deploying news.

X9 $\longrightarrow$ channel image in public opinion.

X10 $\longrightarrow$ method of assessing the news.

Dimension 1 (H1): Attributes' Importance, Wi according to Study Sample. The first aspect of Bass and Talarzyk model is the attributes' importance's that represent the evaluation aspect of (Fishbein). The descriptive analysis was used to determine the importance of each of the ten attributes depending on their means. This dimension includes ten questions from 1 to 10.The results are as shown in table 2.

Table 2. Attributes importance

Attributes	Mean (Wi)	Rank
X1	2.91	9
X2	3.31	4
X3	3.13	7
X4	3.81	2
X5	3.11	8
X6	3.88	1
X7	3.29	5
X8	3.55	3
X9	2.75	10
X10	3.27	6

It is shown that the mean of all questions are over the hypothetical mean (3), except for questions (1, 9). It can be clearly seen from the above table that there is a variation in evaluating the attributes by individuals study sample and this indicates that hypothesis H1 is accepted, thus, the evaluation of attributes' importance is varied according to individuals study sample through choosing Arabic-speaking news channels.

Dimension 2 (H2): Belief aspect, (Bji) According to study sample.

By using descriptive analysis to determine the mean for each attribute, it can be seen that:

Aljazeera channel

The audience' beliefs toward this channel include ten questions from 11to 20. Descriptive analysis was used to determine the importance of each of the ten attributes based on its mean, the analytic results are as shown in table 3.

Table 3. Attributes availability in Aljazeera channel

Attributes	Beliefs mean (Bij).	Rank
X1	2.81	10
X2	3.68	3
X3	2.89	9
X4	3.49	6
X5	3.72	2
X6	3.74	1
X7	3.59	5
X8	3.66	4
X9	3.32	7
X10	2.93	8

Al-Arabiya channel

The audience' beliefs toward this channel include ten questions from 21to 30.Descriptive analysis was used to determine the importance of each of the ten attributes based on its mean, the analytic results are as shown in table 4.

Table 4. Attributes availability in Al-Arabiya channel

Attributes	Beliefs mean (Bij).	Rank
X1	3.74	3
X2	2.76	9
X3	2.82	8
X4	3.58	5
X5	3.18	6
X6	3.68	4
X7	2.42	10
X8	2.91	7
X9	3.87	1
X10	3.79	2

BBC channel

The audience' beliefs toward this channel include ten questions from 31 to 40. Descriptive analysis was used to determine the importance of each of the ten attributes based on its mean, the analytic results are as shown in table 5.

Table 5. Attributes availability in BBC channel

Attributes	Beliefs mean (Bij).	Rank
X1	3.75	1
X2	3.05	4
X3	2.75	9
X4	2.97	7

X5	3.03	5
X6	3.42	3
X7	2.85	8
X8	3.42	3
X9	2.98	6
X10	3.53	2

The CBC channel

The audience' beliefs toward this channel include ten questions from 41 to 50.Descriptive analysis was used to determine the importance of each of the ten attributes based on its mean, the analytic results are as shown in table 6.

Table 6. Attributes availability in the CBC channel

Attributes	Beliefs mean (Bij).	Rank
X1	3.53	1
X2	2.73	8
X3	2.16	10
X4	3.25	3
X5	3.08	5
X6	2.83	6
X7	2.77	7
X8	3.21	4
X9	2.32	9
X10	3.29	2

Al-Hurra channel

The audience' beliefs toward this channel include ten questions from 51 to 60.Descriptive analysis was used to determine the importance of each of the ten attributes based on its mean, the analytic results are shown in table 7.

Table 7. Attributes availability in Al-Hurra channel

Attributes	Beliefs mean (Bij)	Rank
X1	2.84	7
X2	2.73	8
X3	3.38	2
X4	3.30	3
X5	2.72	9
X6	3.12	5
X7	3.68	1
X8	2.86	6
X9	3.15	4
X10	2.23	10

Dimension 3 (H3): Attitude's values, (Aj). According to Study Sample. In this dimension, table 2 is concerned with the values of importance, and tables (3, 4, 5, 6, 7). are concerned with beliefs in attributes' availability. To extract attitude values (Aj). for each channel and to know the positivity and the negativity of each attitude, we will depend on extracting the value of standard attitude based on midpoint (3) thus, the (Aj). Standard value is equal to (90). Where the channel attitude value that is above the normative value is positive and the value that is below the normative value is negative as shown in table 8.

Table 8. News channels attitude values (Aj)

Channels	Attitude value (Aj).	Standard value (Aj).	Difference	Rank
Aljazeera	112.9	90	+ 12.9	1
Al-Arabiya	107.6	90	+ 7.6	3
BBC	109.2	90	+ 9.2	2
CBC	82.6	90	- 7.4	5
Al-Hurra	88.7	90	-1.3	4

As seen in table 8, it is clear that there is a difference in attitude values for each channel, where Aljazeera, Al-Arabiya and BBC channels have positive attitude values while CBC and Al-Hurra channels have negative attitude values , so the hypothesis H3. The attitude of the individuals study sample is positive towards Arabic speaking news channel is rejected.

Dimension 4 (H4): The effect of the channels

The current research findings for the fourth dimension table 9 reveal that the respondents indicate a weak response towards the effect of the channels on individuals' attitude and on events.

The analysis in table 9 illustrates the overall mean score of respondents, which measures this dimension H4. The results were further validated by one sample t-test that revealed that the overall mean difference for this dimension (H4). As a whole was statistically significant N=0.00 at Ns=0.05 with high t-value t=12.93 which is higher than the tabular t tabular t= 1.96. As a result the hypothesis H4 is accepted meaning. There is positive effect of Arabic speaking TV news channels on individual attitude and on the events in the Arabic region.

Table 9. The effect of the channels

Dimension 4 (H4). the effect of the channels	Test value = 3 Mean score	Std. dev	T value	Sig (N).
Does an Arabic speaking TV news channels affect your attitude regarding events.	3.13	0.401	6.88	0.00
Do you believe that Arabic speaking TV news channels have an effect on the current events in Arabic region	3.50	0.766	13.58	0.00
Does an Arabic speaking TV news channels have an important role in the Arabic spring success.	3.04	0.475	2.16	0.00
(H4). The fourth dimension.	3.23	0.366	12.93	0.00

9. **Discussion and Conclusion**

This study aims to measure the individuals' attitude towards Arabic speaking TV news channels as well as the impact of these channels on the current events. The study addressed four dimensions according to the model that was developed for the study in order to reach its goals.

The study includes five TV news channels (Aljazeera, Al-Arabiya, BBC, CBC, and Al-Hurra). These channels have been evaluated on ten attributes.

According to Bass and Taralzyk (1972) model, which is one of the multi-attributes models and the adaptation of Fishbein model in marketing , this study has also examined the effect of these channels on individuals' attitude and on the current events within the so called the Arabic spring.

Four hypotheses were developed based on the model and pre-test study, the analysis of data was mainly based on conducting descriptive statistics to extract the means to be used in addressing the importance of the ten attributes represented by the study as (Wi). According to Bass and Talarzyk model, it has been also used to extract the beliefs (Bij). In the availability of these attributes in the TV news channels, Wi and Bij were then used to extract

the attitude values. One sample t-test has been then used to measure the effect of these channels on individuals attitude and on current events. The most important results of this study were:

The evaluation of the attributes importance was varied. The evaluation of eight attributes was positive (higher than the midpoint (3)). Where (the accuracy in news deployment) takes the first rank with 3.88 mean, followed by independency in news deployment with 3.81 mean. This result (regarding independency) is in accordance with what is mentioned in PSB report 2010 and differs from what is mentioned in Alazam & Alkatiby (2010) the evaluation of the two attributes rapid news deployment and channel image in public opinion was below the midpoint 2.91 and 2.75 respectively, so its importance was not evaluated positively.

The aspect of Beliefs in what is provided by each channels from important attributes where Aljazeera channel was evaluated positively for seven attributes, the highest one was accuracy in news deployment with 3.74 mean while the lowest one was rapid news deployment with 2.81 mean. Al-Alarabiya channel was evaluated positively for six attributes; the highest one was (method of assessing the news). With 3.87 mean and the lowest one was Dependence on the channel to hear the news with 2.42 mean. The BBC news channel was evaluated positively for six attributes, the highest one was rapid news deployment with 3.75 mean, and the lowest one was (boldness in news deployment with 2.75 mean, 0.366 while CBC news channel was evaluated positively for five attributes, the highest one was rapid news deployment with 3.53 mean and the lowest one was boldness in news deployment with 2.16 mean. Finally, Al-Hurra a news channel was evaluated positively for six attributes, the highest one was Dependence on the channel to hear the news with 3.68 mean and the lowest one was method of assessing the news with 2.23mean.

By applying Bass and Talarzyk model, Aljazeera news channel was on the first rank with an attitude value of (112.9), which is higher than the standard value (12.9)., followed by BBC news channel with an attitude value of 109.2, which is higher than the standard value by 9.2. Al-Arabiya news channel takes the third rank with an attitude value of (107.6). This is higher than the standard value by 7.6. While Al-Hurra takes the fourth rank with an attitude value of (88.7). which is lower than the standard value by (1.3). And finally, CBC news channel ranked fifth with an attitude value of 82.6 which is lower than the standard value by 7.4.

The effect of these channels was extracted by using (one sample t-test). That has t- value of (12.933). This is higher than tabular t- value (1.96)? So these channels affected individuals' attitudes and the current events within the so called (the Arabic spring). The application of (Bass and Talarzyk) Model shows the ability of this model on determining individuals' attitudes and preferences and this corresponds with application of NDONG 1983, Alsamydai 1987 , Othman 1986 and Alsamydai 1987 models.

The first, second and the fourth hypotheses were accepted while the third one concerned with positive evaluation of attitude was rejected because CBC and Al-Hurra channels had a negative attitude evaluation.

Finally, in spite of the breadth of aspects covered by the study (ten attributes, five TV news channels). In addition to studying the effect of these channels on individuals' attitudes and on the current events, this study presents multi results that were not addressed in previous studies and can be considered as a base for future researches in the same direction and for Arab or foreign TV channels. These results are also useful for both researchers and channels that were addressed in this study especially those channels with a negative attitude evaluation.

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