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**Research Abstract
On**

**Arabic Media on the Internet Network
Analytical, Evaluative Study on a Sample from Arabic
Media Websites on the Internet**

A study presented for getting PHD degree

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Study Objectives:

Through this study, I have tried to examine how the Arabic mass media (including newspapers, magazines, radio stations and TV channels) make use of technology benefits and interactive services provided by the worldwide web (internet), and the level to which these websites provide the elements of the content which supports mass media by which it is provided, using analytical, evaluative methods as a necessary start for developing insights and reasonable solutions for the defects in internet services provided by such mass media through its websites on the Internet.

Study Sections:

This study is compromised of two basic parts, one of which is a theoretical and the other is a practical, including seven sections and a conclusion as follows:

Part 1: Study Theoretical Frame.

It constitutes of 4 chapters:

Chapter 1: Research Problem & Methodology.

Chapter 2: Internet studies.. Theoretical Introductions and Assessment Criteria.

Chapter 3: Electronic Mass Media—International Samples.

Chapter 4: Arabic Electronic Media - Origin & Development.

Part 2: Study Practical Frame.

It constitutes of 3 chapters:

Chapter 5: Methodical Procedures of the Analytical Study.

Chapter 6: Analytical Study Results

Chapter 7: Study Assumptions Testing

Conclusion: including the Research Abstract and the most Important Results and Recommendations.

Study Methodology:

The study has based upon the methodology of survey (by samples), since the comprehensive survey of all internet websites related to the Arabic mass media on the internet is found to be extremely difficult. The comparative methodology has been used to make comparisons between various Arabic Mass Media (TV channels, radio stations and the press) on the basis of how each of them make use of the massive capabilities provided by the Internet in the field of information services, and also, the historical methodology has been used to trace the origin, rise and development of the Arabic and international internet websites on the Worldwide web (the Internet) ..

Research Sample:

The study is based upon a variety of samples and internet research browsers, in order to get a sample represents internet websites related to various Arabic Mass Media (including newspapers, magazines, radio stations and TV channels). The analysis sample included (122) internet websites, and it is a selected sample represented in the internet websites of the Arabic

Mass Media, which are included in the list of The Most Popular 100.000 Sites on the web, according ALEXA statistics.

Research Time Domain

As for the sample analysis time, it took nine months, passing through three stages:

Stage 1: During (September 2005) a survey has been conducted over 344 sites related to Arabic Mass Media, through search browsers and engines, And it has been limited to (122) sites, for they were the most important in ALEXA statistics.

Sage 2: During (December 2005) an analytical study was conducted and some evaluative criteria (related to the study) were applied so as to know how the Arabic Mass Media, through its sites, make use of technological benefits and interactive services provided the internet, and the extent to which these sites provide the content elements which support the mass media published by the them.

Stage 3: During (June 2006), the Analytical Study criteria have been applied to the sites, study sample, for the second time, so as to know the level of growth or retreat occurred in the (efficiency and interactivity) criterion and the criterion of (the site support of the media by which it is published).

Analysis Tool:

Through the study, the tool of (content analysis) has been used. In addition, I have designed two (quantitative criteria), the first of which aims at measuring the level of the (efficiency and interactivity) of construction elements in the editorial pages of the Arabic Mass Media Websites and constitutes of 100 points, and the other measures the level websites support of the mass media by which it is published and constitutes of 100 points as well..

Important Conclusions:

- The results showed the internet websites, study sample, has succeeded in presenting the supporting elements of the mass media by which it is published more than in making use of the technological benefits and interactive services provided by the Internet (efficiency and interactivity), since the sites, as a whole, failed to get an average degree equals at least o 50% of the (efficiency and interactivity) criterion points, which constitutes of 100 points. The site which scored the first was (Al-Jazeera Net), scoring (77 points), then followed by the Lebanese site of (Al-Nahar) and (Mont Carlo radio) site, then followed by the Egyptian site of (Al-Akhbar), then the (Emirate Foundation for Information), then the Saudi site of (Ukaz), and then (Oman Radio Net) site.

As for the criterion of mass media support through websites, the study related sites scored 64 points out of 100 points, and 79.5% of the sites scored more than 50 points according to the criterion. The sites of (Al-jazeera TV and Al-Arabia) and the Lebanese Newspaper of Al-Nahar were

the best in mass media support, scoring up to 95% according to the criterion.

- The websites, of the study sample, scored a slight growth in the criteria of (efficiency and interactivity) and (mass media support) after 6 months of the first stage of analysis. However, the growth was more clear in the first criterion, since the difference between the two has a statistic significance in both the efficiency and interactivity criterions between the average degree scored by the sites in December 2005 and June 2006, but it has no statistic significance in the second criterion, except in one sub-criterion of (Variety of forms of presenting the mass media content).

Study Assumptions test:

First Assumption:

The study results have proved that the first assumption is true. It refers to the existence of differences having statistic significance between the level of providing technological benefits and interactive services (efficiency and interactivity) in the intended sites, and the level of providing the elements of (mass media support). The test result of the (first assumption) means that the sites, of the study sample, succeeds in presenting itself as extensions or electronic browsers of the traditional mass media by which it is published, more than in succeeding as electronic sites providing information service and make use of the (web) benefits, especially the interactivity benefit..

Second Assumption:

The results proved that this assumption is true. It refers to the existence of differences having statistic significance in the levels of providing technological benefits and interactive services between the study sites. Only the scores of (magazines sites) showed the existence of differences having statistic significance between them and the scores of other sites, i.e. the scores of the other magazines sites were (the source of difference).

Third Assumption:

The study results found that the third assumption is untrue. It refers to the existence of differences having statistic significance in the degrees of the (total criterion) of providing the elements of the mass media support on the websites, of the study sample,.

Fourth Assumption:

The results proved that the fourth assumption is partially true, since the variant of (mass media kind) has affected the degrees of electronic sites in a number of efficiency and interactivity criteria. The differences between the degrees of sites produces by the various mass media had a statistic significance in the criteria of (diversification of the content choices, and the update level and real time). The magazines sites were the source of difference in both the criteria.

Fifth Assumption:

The study results proved that the fifth assumption is true. It says that the mass media kind affects the degrees of the four mass media support criteria, and that the sites degrees varies according to the mass media published by it in the four criteria, since the differences had a statistic significance between the total scores of the five sites in each criterion of mass media support criteria. The (assembled) sites were the source of difference in the criterion of the mass media identification, the (magazine) sites were the source of difference in the criterion of the variety of the forms of the mass media content, the (TV) sites were the source of difference in the criterion of the time of mass media archive, and the (radio) sites were the source of difference in the criterion of subscription information and commercial advertisement.

Sixth Assumption:

The study results have found that the sixth assumption is untrue. It says that the mass media volume (whether it is local, Arabic or international) affects the scores of the criterion of efficiency and interactivity of the electronic sites published by such mass media. However, the results proved that there are difference having statistic significance between the (assembled) sites published by major information foundations and the (non-assembled) sites in the gross criterion of efficiency and interactivity. The differences were more clear for the sake of the (assembled) sites in the criterion of (diversification in the content choices)..

Seventh Assumption:

The tests of proved that the seventh assumption is true in some criteria of mass media support, since the volume of the mass media (whether local or not) affects only the scores of the websites in the criterion of (the time of mass media archive in the site), While the volume of the mass media of the (major foundations\one mass media) affects the scores of the site in the gross criterion of the mass media support, and the two sub-criteria of (mass media identification and the diversification of the mass media content forms in the site)..

Eighth Assumption:

The results proved that the eighth assumption is partially true, and referred that the government possession of the (official and non official) mass media affects the scores of its websites in two criteria of efficiency and interactivity; The criterion of the diversification in the content choice and the criterion of update and real time..

Ninth Assumption:

The results have found that the ninth assumption is untrue. It says that the (government possession the official mass media) affects the scores of the criteria of the mass media support through its website.