



The New Media

Global Media Congress

15-17 November 2022

Abu Dhabi, United Arab Emirates

This report was prepared **by the Arab Youth Centre in collaboration with Why5Research** to understand and address the Arab youth's views, perceptions, needs and desires towards media. Moreover, it is also to highlight the role and impact of the media industry.

Media is youth's window to the world...

Arab youth have expressed that the most important need from the media is transparency and relevant content despite the technology's opportunities in terms of reach, participation and engagement with content

Executive Summary

New technologies have led media content to become more interactive, integrable, flexible with faster audience reach. Furthermore, they have contributed to the evolution of the traditional media which has led to an enhanced experience in how people consume media today. Consequently, tech and digital advancement have become vital for media providers to create an **"in-moment"** and relevant digital content.

In fact, the media industry is shifting from being the **fourth estate "press"** in societies to become the **first one**. Thus, it has become used as a tool by the Arab youth to access relevant content such as information, entertainment, and news.

The Arab youth have defined the new media as virtual and global, and having diverse sources with the capability of having wider reach and higher impact, despite all the technological advancement taking place today, the utmost necessity of having a transparent and relevant media content operating within an ethical framework remains inevitably crucial. This is because it makes media a safe harbour to societies where they can feel a sense of belonging.

Therefore, the amalgamation between the traditional and new media can be a great opportunity to merge a rich and wide content and ethical framework with the new means of media such as digital and social media platforms to have a significant reach and engagement from audiences.

A such, the Arab media must adapt a **human-centric** approach to be closer to their audiences and achieve greater engagement from the public and namely the youth.

Arab youth motivations towards media

In this research we adopted the Why5Research psychoanalytical framework to understand youth's behaviours and their motivations towards media on both the individual and social levels.

Four main drivers of how Arab youth consume media:

1 SAFE HARBOUR

MEDIA AS A SENSE OF REASSURANCE AND SECURITY

Media as a window to:

- Fit in with others
- Become up to date to cope with everyday life
- Be informed on what is happening around me

2. PERSONAL GROWTH

MEDIA AS FUEL FOR PERSONAL GROWTH

- Media supports personal learning and development
- Media as a window to progress, and expand my horizons
- Media as a tool to evolve, learn and move forward in life

3. SOCIAL CONNECTION

MEDIA AS BONDING AND TOGETHERNESS

- Media as a window to social openness
- Media as an opportunity for youth to interact and connect with each other
- Media allows the world and cultures to come together

4. PERSONAL PROFILING

MEDIA AS A MEAN FOR INDIVIDUAL PROFILING

- Media as a catalyst and promoter of personal growth and development
- Being the first to know
- Being amongst the few to learn something new and unique

The Arab media efforts must entail proactiveness, innovation and readiness in terms of technical and legal framework as well as integrating human-upskilling to cope with today's rapid media needs

Technological advancement, automation, and AI adoption by media institutions are key pillars for a successful transformation to attract talents and upskill them, and to create a meaningful impact on the Arab youth.

Similarly, media institutions must have a deep understanding of the local culture and the history of the Arab region to have greater influence on the Arab youth.

Nonetheless, taking advantage of new technological channels is a necessity to maintain the revenues of media institutions, and preserve their continuity.

Climate action is a social responsibility

Arab media should adopt climate change initiatives to strengthen the awareness and increase the engagement of Arab youth as well as to highlight the idea of **fostering good citizenship**. The Arab media should reiterate the importance of citizens to share responsibility with governments in addressing climate challenges and raising awareness of youth and defining their roles in climate action. Moreover, such developments should also involve supporting young leaders in the field to broadcast high-quality Arabic content on sustainable developmental issues and highlight the fact **that climate action is everyone's responsibility**.



The Arab youth's increased use of digital and social media platforms has contributed to the development of personal identity.

To preserve national identity, valuable **Arabic content** must be intensified on various digital and social media platforms, and investments in **language programming** must be enhanced, so that the Arab media can benefit from AI technologies. As a result, this contributes to the strengthening of the role of electronic journalism and meets the needs of Arab audiences.

Practically, these technological advancements lead to the increased use of digital and social media platforms by the Arab youth, and thus the re-shaping of their personal identity.

As such, traits, skills, and behaviours alone no longer define the individual's personal identity. Instead, personal profiles on social media platforms have become a crucial integrative element of their identity.

Respectively, the Arab youth believe that developing their **social media profiles** will improve their career opportunities.



Methodology

A hybrid research approach was conducted in this study involving focus groups, in-depth interviews and quantitative surveys.

The aim of this study was to understand their views and perceptions towards the new media. Moreover, this study aims at identifying needs in the new media, and how technological and technical advancements can contribute to the media industry.

8 Qualitative sessions were conducted with respondents from across the Arab world.

Two of these sessions were also conducted with Arab youth who are interested in **environmental issues**.

Furthermore, a quantitative approach was implemented of two surveys which were distributed across young people from 16 different Arab countries:

(16-18) years old: 4% of the total respondents

(19-22) years old: 16% % of the total respondents

(23-30) years old: 43% % of the total respondents

(31-40) years old: 37% % of the total respondents

Note that, male representation was 66% of the total respondents compared to 34% of females

Survey I: **Arab youth's perceptions towards media**, and the sample size was 296 Arab youth participants coming from different Arab countries.

Survey II: **Arab youth's media consumption**, and the sample size was 1916 young participants coming from different Arab countries.

Introduction

Introduction

Nowadays, the prevalence of modern-day technology in all aspects of life has led to a powerful shift in the quality of products, services and pursue of knowledge. For instance, the time dimension has become inevitably the governor of all forms of evolution and advancement. This shift has created a golden ticket to the technologies of the Fourth Industrial Revolution, which is period of technological boom that has been reputable for the significant upsurge in the performance of various societal institutions and has contributed to the transition of societies from a traditional approach to a more futuristic one. This approach fundamentally focuses and stresses on the importance of the diffusion of knowledge and openness towards a global civilization to produce a more flexible, and innovative environment in meeting the growing needs and demands of clients.

Therefore, if all financial and social institutions are looking to follow the technological progress and digital revolution, it is inevitable not to consider the media institutions as the leading voices calling for technological advancement and involvement in the digital age, which is showing a rapid growth day-by-day, and witnessing a substantial rise in the use of digital and social media platforms, and dispersion of information and news to eventually become today the real rival to the traditional media.





Media: The Present and Future

Media: The Present and Future

Over the years, technical advancement has contributed to the development of new communication tools distinguished by their communicable features and roles, which have led to changes in the traditional media that was previously reliant for decades on 2 main factors “the sender and the receiver” or what is known as “vertical media”. However, the media has become based on a circular theory whereby all is a sender and a receiver, an initiator, and a recipient where feedback processes provided by modern technologies contributed to the transfer of the media to its new content to become a more proactive media that is able to consolidate, process, coordinate, send, receive, and store media contents with high flexibility.

The new media is not a solo broadcast or a mandatory reception of information like the old media. In fact, it is characterized by various features and are the following:

Interactivity: a feature where audiences select their demands and express their opinions at the same time about the displayed content, during which the communication becomes reciprocal and interactive; thus, constituting a dialogue between two parties rather than in a one-way direction manner.

Asynchrony: ability to interact with the communication system at the right time for the individual whether s/he is a receiver or a sender.

Participation and transmission: new media allow the individual who has simple tools to act as an author who sends his/her message to others.

Mobility and flexibility: ability to transmit new communicative features by accompanying the receiver and the sender such as the laptop, mobile phone, tablets, and taking advantage of wireless networks.

Universality: a feature where the communicative environment becomes a global one surpassing the barriers of time, place, and censorship.

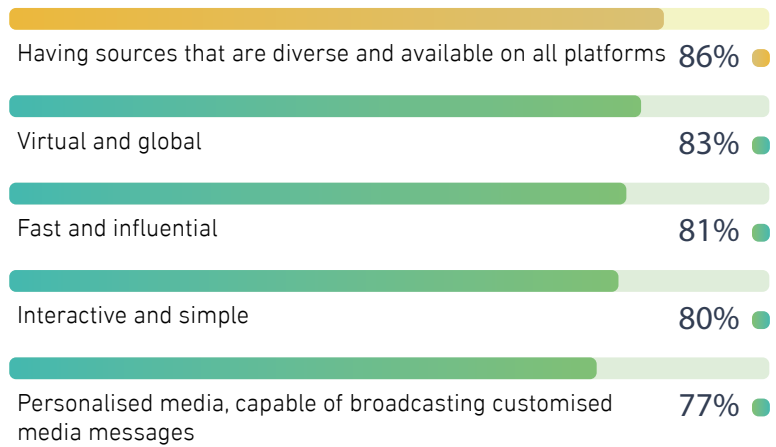
Media Fusion: new media involves the use of all modes of communication such as texts, audios, images, moving images, two and three-dimensional graphics etc.

Attentiveness: recipients in new media play a proactive role in content selection, thus exerting a high level of attentiveness and focus unlike the exposure to traditional media where the recipient does not have full control in choosing the type of displayed content thus having a more superficial and simple focus.

Storage and safeguarding: a feature that facilitates the storage and conservation of communicative message and their retrieval as a part of the characteristics of the medium itself.

The Arab Youth has defined the new media as a media with diverse sources and platforms both virtual and global in scope, fast spreading and influential, as well as being interactive media and capable of broadcasting customized media messages.

Arab Youth Define New Media as:



Why5Research – Arab youth Media Perception Survey 2022
Sample size: 296

Arab Youth and Media Consumption

Various media channels seek to, through their provided content, to establish a solid relationship with their followers and build trust and thus a long-term relationship with them. This is because the media with its different channels and platforms, represents a window to the world and its various cultures, and presents a tool of communication between different groups in a society. **Therefore, a good understanding consumers needs is a fundamental base in building this relationship.**

In fact, the diversity and richness of media channels and their various platforms, whether traditional or modern, reflect the diversity and richness of the target audience. In addition, media channels often seek to target their audience according to their expectations and needs based on the provided information.

The Arab Youth Centre in cooperation with Why5 Research conducted this study to understand the behavior of Arab youth towards the media. Why5Research's analysis focuses on understanding the human behavior and motivations to provide better understanding and insight on the consumers coming from various categories.

The psychological analysis on which Why5Research relies, shows that consumers or customers differ from each other in two main dimensions: **personal and social:**

The personal dimension:

1. A mean of joy and entertainment
2. A mean for peace and security

The social dimension:

1. A mean of social networking and building social connections
2. A mean to stand out and achieve self-realization

The study revealed four main drivers (psychological and emotional) for media consumption, and are the following:

1. SAFE HARBOUR

MEDIA AS A SENSE OF REASSURANCE AND SECURITY

- Media as a window to fit in with others
- To be up-to date-to cope with everyday life
- To be informed on what's happening around us

2. PERSONAL GROWTH

MEDIA AS A FUEL FOR PERSONAL GROWTH

- Media supports personal learning and development
- Media as a window to develop and expand our horizons
- Media as a tool to evolve, learn and move forward in life

3. SOCIAL CONNECTION

MEDIA AS TOOL FOR BONDING AND TOGETHERNESS

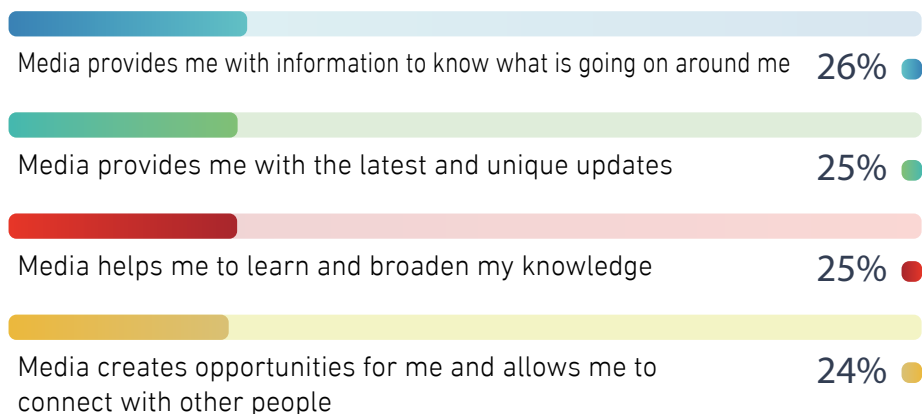
- Media as a window to social openness
- Media offers opportunities for youth to interact and connect with each other
- Media allows the world and cultures to come together

4. PERSONAL PROFILING

MEDIA AS A MEAN FOR INDIVIDUAL PROFILING

- Media as a catalyst and promoter of personal growth and development
- Being the first to know
- Being amongst the few to learn something new and unique

Why Arab youth engage with media?



Why5Research – Arab youth Media Consumption Survey 2022
sample size: 1916

4 type of relationships Arab youth engage with Media..

PERSONAL GROWTH

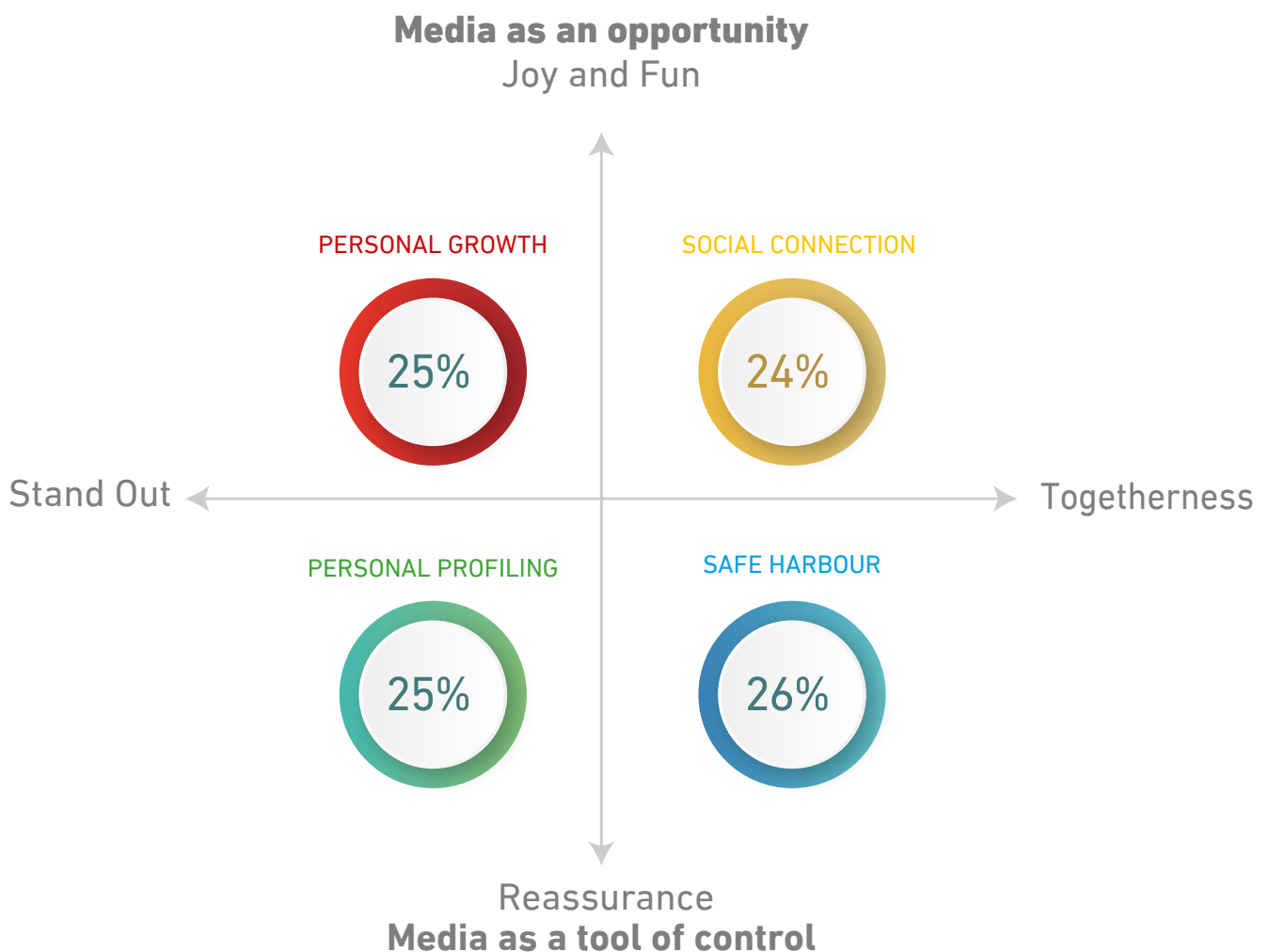
MEDIA A FUEL FOR PERSONAL GROWTH

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SOCIAL CONNECTION

MEDIA IS BONDING AND TOGETHERNESS

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- Creating opportunities for youth to interact and connect with each other's
- Media allows the world and cultures to come together



PERSONAL PROFILING

MEDIA IS A MEAN FOR INDIVIDUAL PROFILING

- Media as a window to affair youth superiority
- Being the first to know
- Being amongst the few to learn something new and unique
- The best is sought in all aspects

SAFE HARBOUR

MEDIA IS REASSURANCE AND SECURITY

- Media as a window to fit in with others
- To be up to date to cope with requirements of everyday life
- To be informed of what's happening around me

**Technical
development
role in shaping
the future of
media**



Technical development role in shaping the future of media

An evident change in the hierarchy of working institutions, a radical transition in the creation of media content and the ways of displaying it to the public are required for digital transformation. This starts by the liberation from rigid and stagnant models to the invention of new methods that promote the presence of traditional media and its influence through its existence on interactive platforms that keep track with the needs and preferences of the audience.

In developed countries that have already experienced the era of media through digital platforms, digital transformation has become a living reality. For instance, the 5th generation technology has welcomed digital transformation to incorporate all media practical methods and thereby having the **Artificial Intelligence technology** become an essential part in the boom of contemporary media. For instance, AI has contributed to the rise in the **machines and robots'** ability to process data, handle media content, review texts, and even **stipulate news bulletins and television programmes**. As a result, the provision of automated news reports has become accessible, and in other cases the human element of reporters and photographers has been replaced by robots. In one report, the Associated Press revealed that 11 robots were integrated to shoot the Olympic Games held in 2016 from angles that are difficult to be performed by human beings. Nevertheless, **drones** have been also incorporated to cover the displacement of hundreds due to natural and war-related disasters in a high-quality professional manner.

Nonetheless, technical developments are ongoing, and the adoption of **chatbots** on social media networks has become a trend. For example, Facebook Messenger integrates nearly 30 thousand chatbots that respond to users' messages. Moreover, **language programming** and AI technologies have had a significant impact on the world of translation whereby it converted videos and texts into more than one language and produced them in multiple forms to suit all platforms and smart devices. Additionally, modern technologies have also assisted journalists in identifying the names of official and key persons at press conferences through the adoption of image recognition technologies.

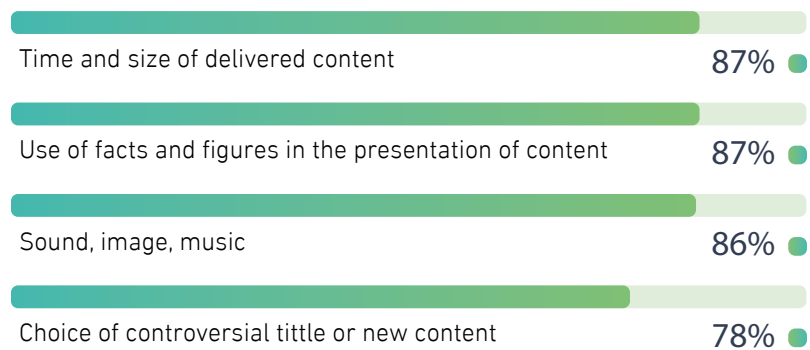
Furthermore, the **voice recognition technology** has also helped in promoting scientific and social conferences, by distinguishing the presenter's voice and transforming it on screens as a written language, not to mention its aid in people of determination such as people who have hearing impairment.

The presence of technology, and the use of new innovations are imperative to ensure the transmission of high-quality media messages, such as broadcasting in 4K, 8K and A1, which have become necessary for the public, and have enhanced the media's ability to broadcast from everywhere.

In fact, AI and modern technologies carry a lot of development for the **world of Journalism** both **quantitatively and qualitatively**, as it can be used to produce a huge amount of news stories compared to what news agencies used to produce, by converting data and numbers into texts. Furthermore, it can also be used to convert texts into videos that summarise a particular event. Finally, AI can also be incorporated to produce multiple templates that address the same news from various angles, and across different platforms such as making tweets and headlines, a summary of the news story, and preparing a video to be displayed on social media platforms.

Technological developments play a crucial role in the provision of more impactful content, especially with the distinctive features they offer in terms of integrating texts with music and videos. This contributes to broadcast a rich and customisable content within a short period of time, which is compatible with social needs

Needs of Influencing Content Industry



why5research – Arab youth Media Survey 2022
sample size: 296

The Arab youth expressed that the accuracy and time of delivered content, and the insertion of images with texts and music had a great impact on attracting young people and enriching the presented content.

Moreover, the Arab youth also believe that the power of influence in the media needs the following:

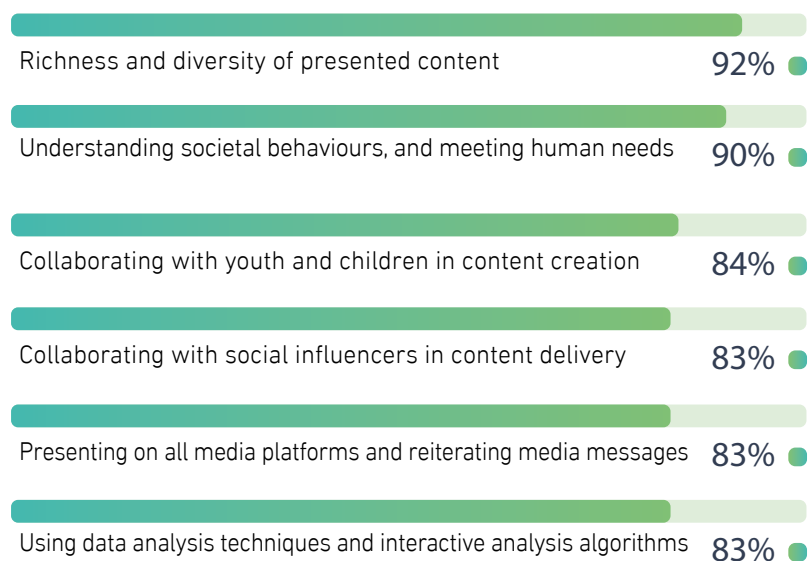
- Availability of rich media material on all digital and media platforms.
- Understanding community-based behavior and meeting human needs in the presentation of media information.
- Presence on all media platforms and reiteration of the media messages.
- Understanding media modern technologies and algorithms on which different social media platforms are built, to provide content that suits each platform.

In fact, this is what modern technologies support, as the trend in the development of **visual data interpretation** technology has contributed to the development of news writing algorithms and the collection and analysis of massive data, allowing journalists to produce more in-depth and diverse reports.

Nonetheless, news gathering technologies such as Storyful and Nuzzle offered remarkable opportunities for the development of sources of information and news. For example, the Storyful News aggregator permitted journalists to monitor social media sites through keywords related to news events. Additionally, the use of innovative photo editing applications such as FotoStation and Fotoware Digital Asset Management has had an effective impact in enabling journalists to instantly obtain photos as they are vital editorial tools in newsrooms today.

On the other hand, data aggregation algorithms in AI technology have saved a lot of time and effort spent by journalists and media professionals in collecting, filtering, and formulating news and information, as well as in understanding the societal behaviours and preferences.

The Requirements for an Influential Media



why5research – Arab youth Media Survey 2022
sample size: 296

Media in the Arab World



Media in the Arab World

The Arab media industry is witnessing a fundamental turning point under the influence of accelerating technological developments. This presents a set of sequential challenges and are the following:

- Ability to catch up with advanced technology and understand how to implement it in the media industry.
- Decrease in media revenues of which commercials constituted the largest part due to the control of big companies such as Google and Facebook in the digital advertising market.
- Social changes in the consumer habits and behaviours.
- Challenges associated with the content industry and its suitability with the requirements of different digital platforms, and the needs of different audiences, who need customised media messages

For instance, the emergence of these challenges is due to the rise in the percentage of internet users in Middle Eastern countries, reaching now 70% of the population at 182.1 million users, according ServicePlan Middle East. Conversely, the number of users of social networking sites in the region has reached nearly 125.4 million individuals or what constitutes 48% of the population. Nonetheless, a report by ICT usage index in the GCC in 2021 has also shown that the distribution levels of internet and telecommunications services in the GCC countries significantly exceeds that of global averages, representing nearly the highest at a regional level.

In fact, the UAE topped the index which measures the distribution rate of the internet and telecommunications services achieving 5.43 points, followed by Kuwait with 3.74 points, Saudi Arabia with 3.64 points. Qatar occupied the 4th place with 3.62 points, followed by Oman with 3.49 points, and then Bahrain with 3.38 points.

In the GCC countries, the percentage of internet users reached 98.21% as compared to the population whilst the global average constituted 63%. Moreover, mobile phone subscribers reached around 137.66%, whilst the global average represents approximately 55%.

All these facts push the Arab media and Arab governments to accelerate the pace to catch up and even surpass this new media, as the percentage of those who consumes news through the internet and smartphones is increasing year after year.

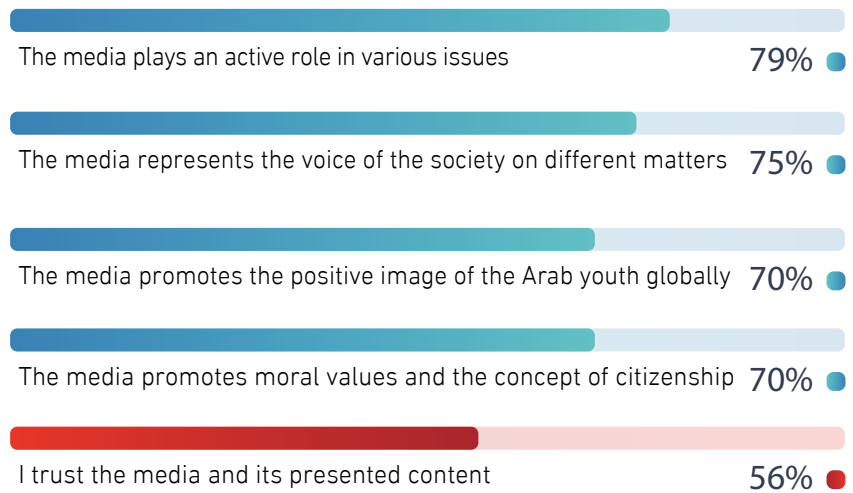
As a matter of fact, the whole world has become like a small village where individuals are facing a form of “globalization of the media”, where the borders between countries have dissolved, and the influence of international public opinion on domestic public opinion has risen.

To preserve the Arab identity, it is important to have a robust media that attracts the public by relying on modern technologies, and even starting to produce them and provide reliable information. This also involves enabling easy access to this media and meeting the desires and needs of society.

Therefore, all of this requires building smart and effective media and marketing strategies.

Although the Arab youth believe that the Arab media plays a crucial role at multi-levels including the promotion of a positive image of young people and support for the concepts of good citizenship, it still suffers from challenges like trust towards the delivered content

Arab Youth’s Perceptions towards Arab Media



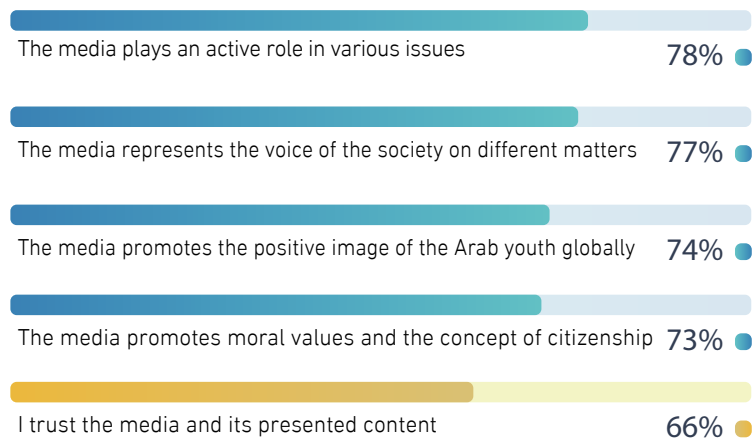
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sample size: 350

The Arab youth views that the media has switched from being the 4th authority to being the 1st authority in societies **due to the benefits of technology in terms of speed, interactivity, and dissemination.**

Despite the efforts exerted by the media in various societal issues and highlighting them, it is still facing challenges related to the establishment of trust with the audience. In GCC countries, trust has shown to be greater due to the improvements implemented by the governments in the process of communication with societies, especially with the youth. Additionally, the existence of better living and economic conditions as compared to other Arab countries reflected in the greater confidence towards the government's efforts and the media's as well.

Establishing trust with societies and communities is an ongoing process that requires joint efforts and transparency. Therefore, the Arab media should start reforming its media strategies to get closer to the public and most importantly the involvement of the youth as they are the present and the future of the society.

The Arab youth's Perceptions towards Media in the GCC Countries



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sample size: 88

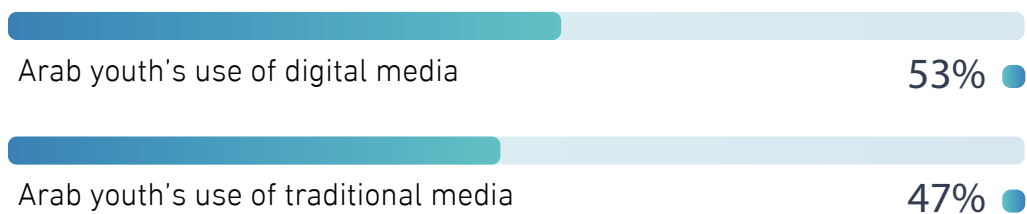
New media is more popular among Arab youth than traditional media, and the increased use of digital and social media platforms has contributed to the development of personal identity

The ICT sector in the Arab region has recorded remarkable progress towards digital integration and adaptation to fit the requirements of new media.

Even though television remains the main source of entertainment and information in the Arab world, it eventually left the “old media” context. For instance, its impact has become measured by its ability to deliver television content across multi-platforms such as fixed, moving, digital and interactive platforms. TV channels have diversified their sources to produce a content that is suitable for various platforms, as digital viewing platforms are witnessing a great demand in the region and the world. These platforms have succeeded in positively influencing the media sector in general and in developing the content industry, especially with the rise of competitiveness regarding the attractiveness of content through new media applications as a way to remain influential and achieve balance with traditional media.

The Arab youth confirmed their use of digital media by 53% as compared to their use for traditional media that constituted 47%.

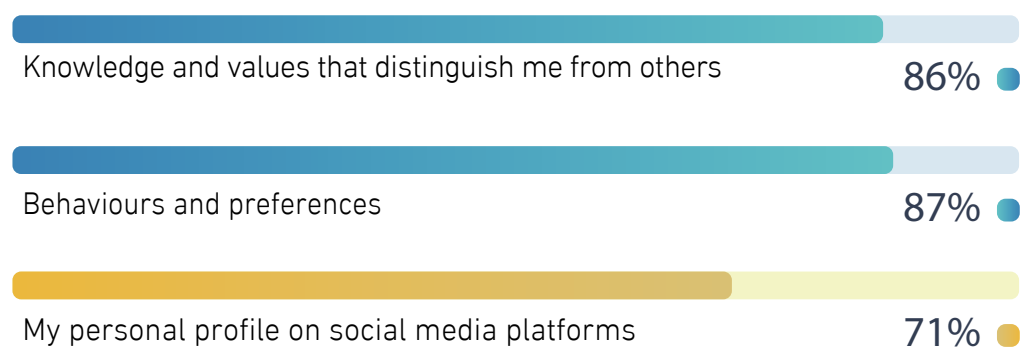
New Media vs Traditional Media



why5research – Arab youth Media Consumption Survey 2022
sample size: 1916

According to the Arab youth, the progress in the use of digital platforms and the rise of popularity of social media have led to the creation of a new definition of personal identity. For instance, 71 % of Arab youth confirmed that one of the characteristics of personal identity today is related to the profile and personal account on social media platforms. To them, creating a profile on these digital platforms enhance career opportunities alongside the access to the knowledge, values and behaviours that distinguish individuals from others.

How Arab Youth Define Personal Identity



why5research – Arab youth Media Consumption Survey 2022
sample size: 1916

The Future of Traditional Media



The Future of Traditional Media

The old means of communication have not fully disappeared in the face of constant advancement in the new media technology. Instead, the old media has significantly changed and developed in the presence of the new media. This has led to the amalgamation of the two different types of media which previously operated in a separate manner.

In fact, traditional media has been adapting to technical and digital changes. The marriage between the old and new media has been achieved to provide harmonisation between the enhanced use of rich and valuable content of the traditional media, and the positive features of new media which are popular and fast in terms of public reach and impact.

This harmonisation also contributed to a more effective performance from the media institutions, and to a more valuable content and faster propagation. This has facilitated the ability to evaluate Arab television and radio production, and the ability to study the audience's reactions towards any TV programme or drama.

The TV and radio offer a deeper media release than the digital platforms. The delivery of content still needs a powerful digital platform, which naturally cannot achieve high following rates and engagement without strong content. Therefore, the combination between the platform and content is directly reflected in greater following rates and engagement.

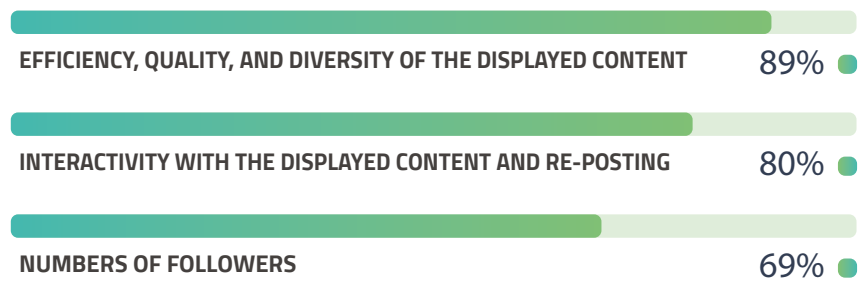
Nevertheless, the digital platforms and the emergence of citizen journalism "collaborative media" have also motivated press and media professionals to deliver their best and break from the traditional framework in dealing with various topics and news.

The amalgamation between the traditional media and new media also includes the phenomenon of **social media influencers**, where Arab youth believe that the engagement with those who run the social media platforms and are followed by millions worldwide would contribute to the evolution of the interaction with media messages. This is especially that many of them carry positive messages that can benefit societies. Thus, attracting these models and placing them in a professional framework would deliver a high-end media message both accepted by societies, and filled with greater interaction because they are characterised by straightforwardness and spontaneity.

In fact, 83% of Arab youth agreed that collaborating with social influencers can be effective in providing more influential and widespread content.

On the other hand, Arab youth believe that not anyone who has a huge number of followers is a social influencer. This should be primarily associated with the presence of high-end and useful content and interaction with the displayed content. As such, Arab youth defined social influencers as individuals capable of continuously producing positive and upscaling content in a way that achieves high rates of following, interaction, and admiration. Also, Arab youth also believe that it is important to support educational content and support influencers who offer such content.

Characteristics of a Social Influencer



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sample size: 1916

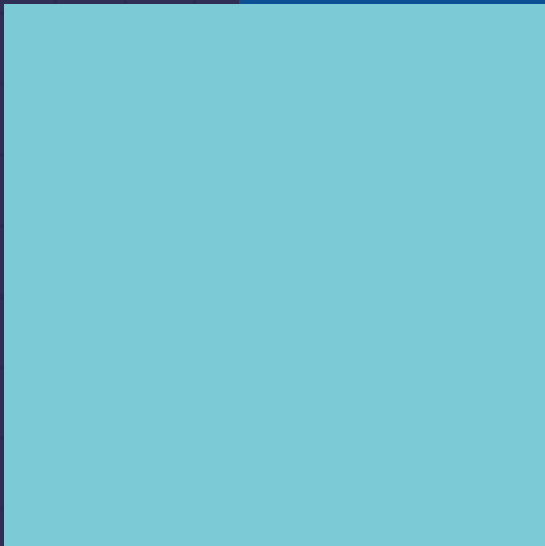
To conclude, traditional media platforms be it a broadcast or radio, are likely to dissolve if they do not keep track with technical changes in the media industry, and consumer habits changes. Platforms that have integrated digital media, changed their marketing strategies, and provided necessary training and empowerment for their media professionals and journalists, would have greater opportunities for growth and influence as compared to those who did not witness such changes. This is especially that unlike the tv screens, digital platforms do not suit all types of videos. Therefore, a deep understanding and benefit from new channels that technology offered to the media is crucial to maintain and increase the revenues of Arab media institutions and ensure their prosperity.

Finally, the new media can be viewed as an offshoot or an extension to the traditional media where both means are interdependent; one completes the other.

Arab youth define a social influencer as a person capable of continuously producing positive and upscaling content in a way that achieves high rates of following, interaction, and admiration. Also, Arab youth believe that is important to support educational content and support influencers who offer such content



Human Power in Media



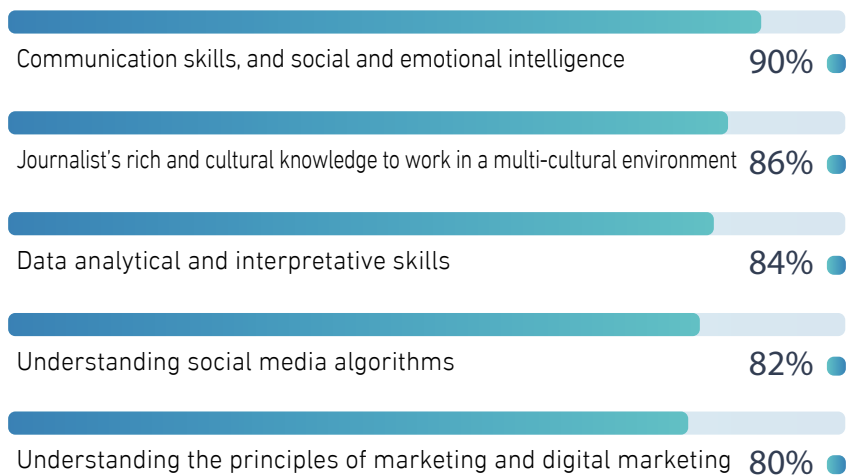
Human Power in Media

The transition from the traditional media, which was based on two main determinants the sender and the recipient to the new media which is characterized by the fact that everyone is a sender and a recipient, has brought about challenges to both media and journalism.

For instance, journalists started working in an open multicultural environment, which in turn imposed new skills on them.

According to the Arab youth, the skills needed by the new media are the following:

Skill needs in the media industry



why5research – Arab youth Media Survey 2022
sample size: 296

- Diversity and cultural richness since the available content no longer exclusively targets the local society. Thus, it is important for journalists to be informed and highly knowledgeable of the culture to provide high-quality content that is relevant and in the open-global virtual world.
- Activity on social networks and presence of skills to provide content contingent with media platform pioneers, and the platforms' algorithms to create content that is both influential and capable of spreading.
- Ability to provide simple content that touches the needs of societies and their emotions in a positive and spontaneous manner.
- Understanding the principles of marketing and digital marketing, in which the content is ultimately the product that needs to be published whilst receiving higher engagement rates.
- Incorporation of programming and data analysis within the functions of media organisations to benefit from available big data to build more effective marketing strategies as well as the ability to filter fake news and accessibility of more credible content.
- Continuous training and empowerment on modern technologies in the media to develop the ability of assimilating them.

The ideal media is an honest and transparent media, capable of understanding and presenting the issues of societies, and thus offering solutions to them. The ideal media is rich in content and suitable to the culture, customs, and traditions of societies. In fact, the Arab youth expect it to be accessible to everyone, even in areas that are deprived from the internet.

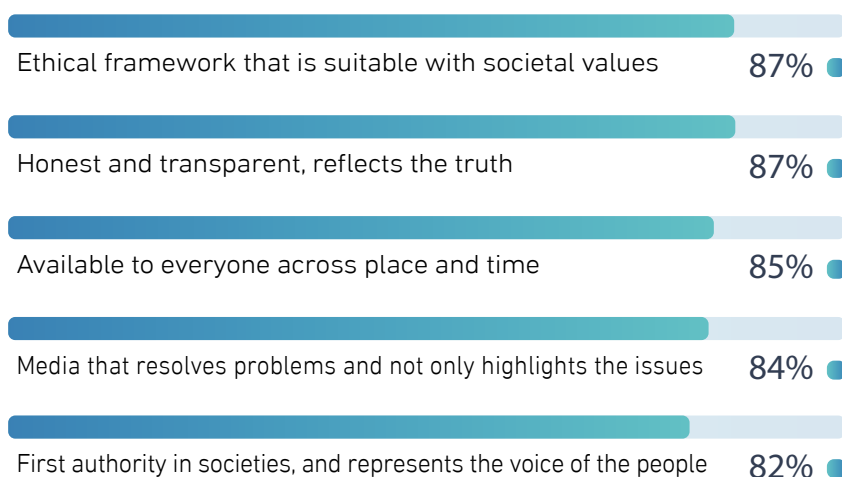
The Ideal Media

The media is a window to the world and a mean of communication, thus building social and professional relationships. It is also the essence for openness and acquaintance to various cultures. Therefore, **delivering reliable and professional** news is the basis for building trust with different communities.

Technology alone cannot produce prosperous media if it does not have behind it an **innovative media professional** who investigates and checks the information with scrutiny before presenting it to the readers, viewers, or listeners.

The Arab youth expressed that despite the opportunities provided by the technology to the media in terms of dissemination, participation, and interaction with the news; transparency and honesty remain the most important elements of the media. Also, it is equally important to offer an **ethical framework** that contributes to building a high-end and safe media, and a community-like media that addresses solutions instead of highlighting problems only.

Characteristics of Ideal Media



why5research – Arab youth Media Survey 2022
sample size: 296

To achieve the requirements of the ideal media necessitates keeping abreast of the developments in the communication systems, since that each transformation and evolution is accompanied by a change in the work environment, concepts, tools, and presentative methods. Therefore, the media message cannot remain in a static position. As such, **it is required from the media to be innovative and proactive in adapting to such developments, and ready to use modern technologies and benefit from them at technical, human, and legal levels.**

The integration of AI in the field of journalism necessitates initial training of the professionals to keep track of their evolution. And this contributes to the development of the AI systems in any journalism institutions, leading to its increase in its editorial production.

These technologies were primarily invented to facilitate the work of the journalists and saving their time and efforts to give them room for stories that require more innovative and human efforts such as investigative journalism. Similarly, working on these matters have a great impact and local and global diffusion.

The future of media relies on the work of journalists and media professionals alongside AI machines. And this requires an increased effort from the media institutions namely in developing countries to develop its programmes and functions to withstand an influence on their communities. Moreover, it is important to emphasise that well-informed and experienced **journalism that enjoys deep understanding to local culture and regional history will have the greatest impact in producing persuasive media material.**



Media and the issues related to Climate Change and Sustainable Development

The issue of climate change has formed a global threat whereby its repercussions have surpassed the environmental agenda to involve economic, societal, and climate-related challenges. This is especially that the climate experts' estimations indicate that weather-related accidents and phenomena have increased 400% during the past 7 years. Greenhouse gas emissions caused by humans are on the rise, reaching their highest levels in history according to a UN report. These issues are likely to be more prominent in disadvantaged and vulnerable areas.

The Arab World is not free from these climate threats. Today, it is highly crucial to treat these climate change issues in a more prompt and serious manner to look forward for a better future. And today more than ever, the media can contribute to supporting this agenda and guarantee its resonance to a greater audience through its diverse platforms.

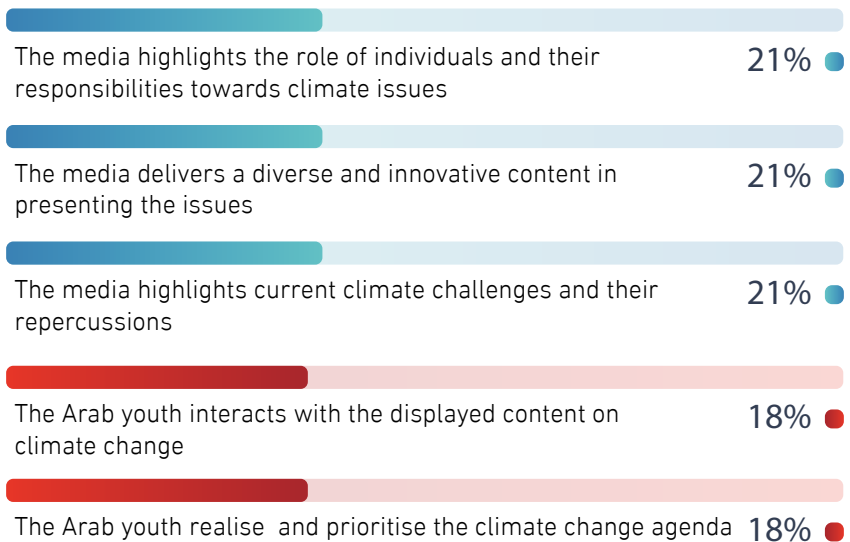
Nonetheless, water scarcity has become a highly dangerous climate crisis, as international figures indicate that 17 Arab countries are currently settled on water poverty line, 12 of which have gone below the line. As for drought, 16 countries in the Arab region are currently experiencing, and out of 33 countries in the world are threatened by drought by 2040.

An Arab citizen's share of fresh water is 10% of the average per capita consumption globally, which is estimated at 1,000 cubic meters annually. Agriculture consumes 85% of our available water resources whilst the industrial sector 7%, in addition to the relevance of these challenges and their impact on the Arab food security.

A good citizen takes responsibility alongside the government in tackling climate challenges. Therefore, climate action is everyone's responsibility, and raising awareness and defining the role of youth in climate action must be the essence of the new media messages

21% of Arab youth considered the media to play as a good awareness tool towards and environmental challenges and a climate action. Moreover, 21% of Arab youth indicated that the media content on climate change and sustainable development is improving in terms of richness and presentation. Finally, Arab youth’s awareness towards environmental challenges is still limited in terms of climate repercussions. For instance, only 36% of Arab youth expressed that they are aware of the environmental risks.

The Role of Media towards Climate Change



why5research – Arab youth Media Survey 2022
sample size: 296

In this study, the interviewed young Arabs expressed their interest in environmental issues; however, they explained that media still needs a lot of improvements in presenting climate change issues. It is noteworthy to state that the Arab youth play a key role in achieving development. This is due to their leading roles in combining economic growth and ensuring environmental sustainability not to forget that they constitute the largest population (youth population) in major Arab societies. Therefore, referring to the youth and seeking to improve their knowledge and awareness of environmental issues, clarifying their responsibilities in the face of these issues will have an effective impact in ensuring a more sustainable future.



The Arab youth believe that the Arab media can play a crucial role in building environmental awareness in societies through the following:

- Clarifying the responsibility towards climate change and emphasizing that good citizenship also requires taking responsibility together with the government to mitigate these effects by asserting that climate action is everyone's responsibility.
- Supporting and trusting young leaders on environmental matters so that their voices can be heard through various media platforms.
- Developing Arabic content on climate change issues and their repercussions all over the Internet and digital platforms, to help raise awareness on such issues.
- Encouraging collaboration between media institutions and the educational sector to create initiatives that contribute to enhancing the role of children and youth in creating innovative media content serving environmental issues.
- Adopting a human-centric environmental approach, in the sense of sympathizing with the communities' challenges caused by climate change, highlighting them in the media, and working with the affected local community to find solutions.



Arab Youth Media Consumption

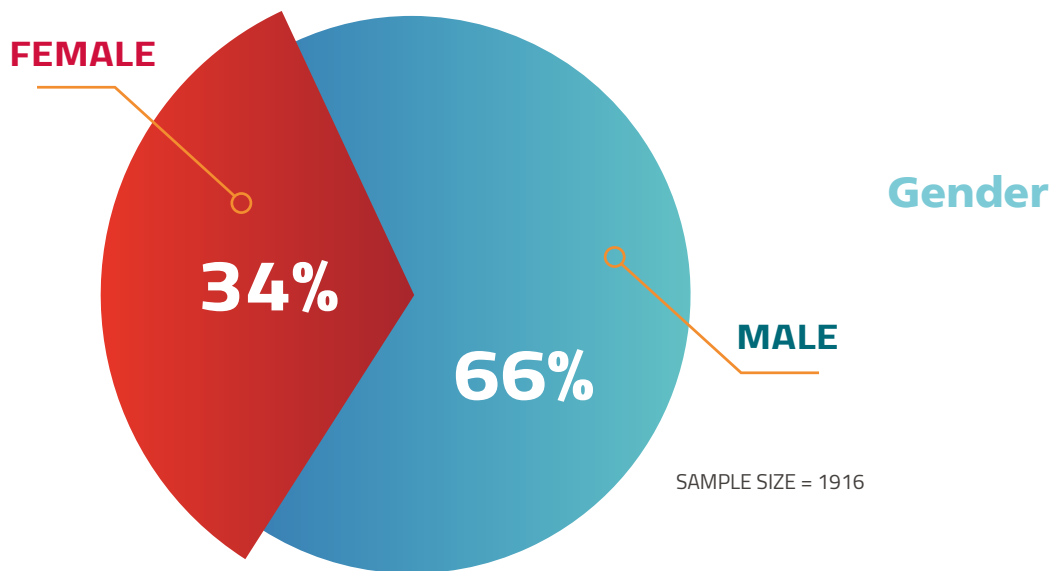


Geographical Coverage

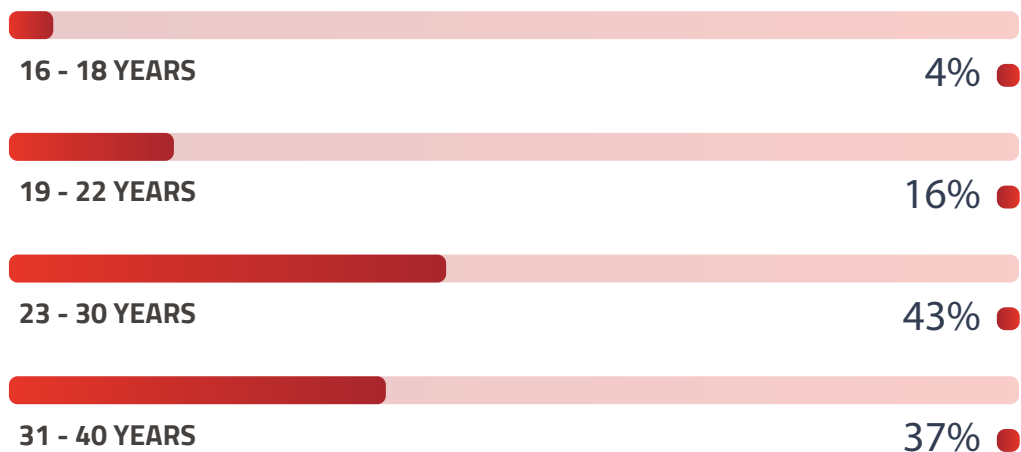
**16
Countries**

TUNISIA	BAHRAIN	OMAN	LEBANON
SUDAN	EGYPT	QATAR	UNITED ARAB EMIRATES
MOROCCO	KUWAIT	JORDAN	IRAQ
SAUDI ARABIA	ALGERIA	YEMEN	PALESTINE

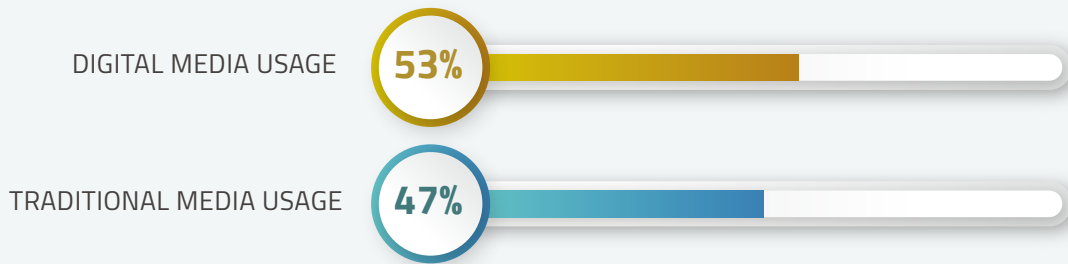
Gender & Age Groups



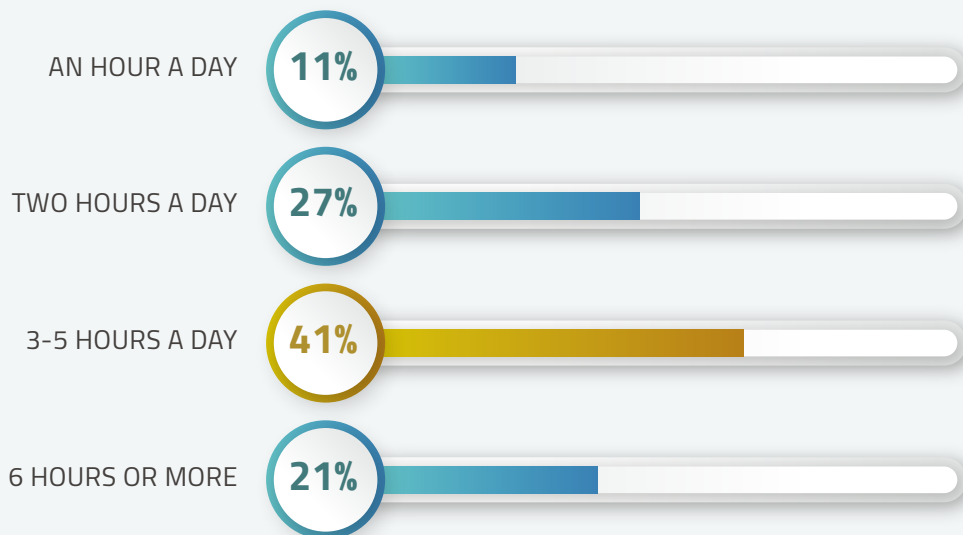
Age Groups



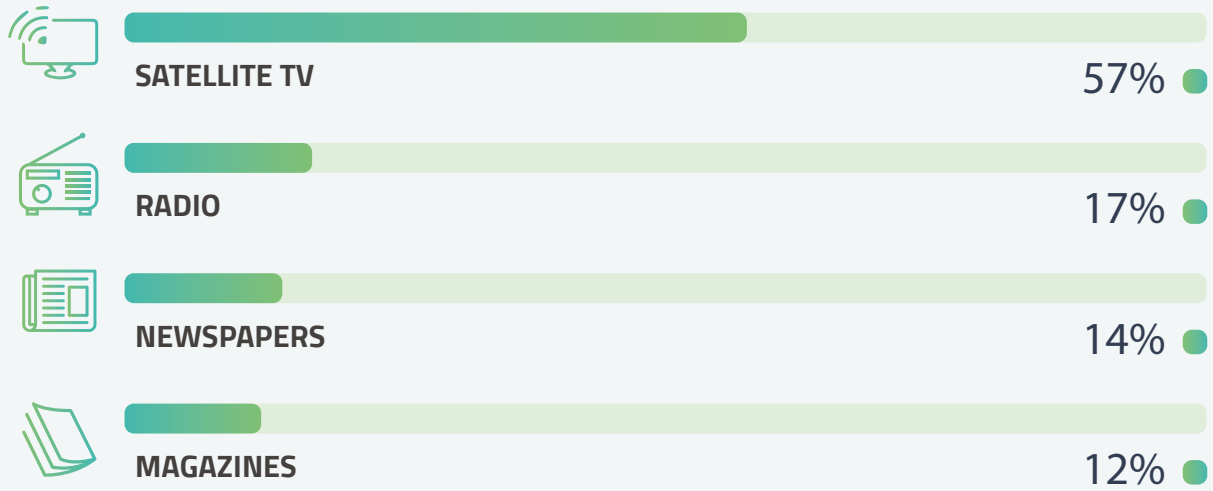
Arab youth usage of digital media versus traditional media



Amount of time spent on social media

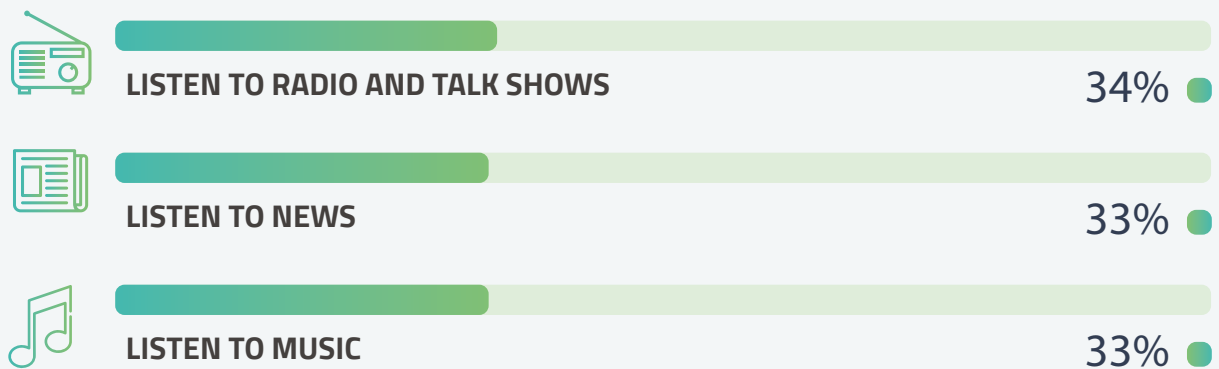


How Arab youth consume news and entertainment content via traditional channels



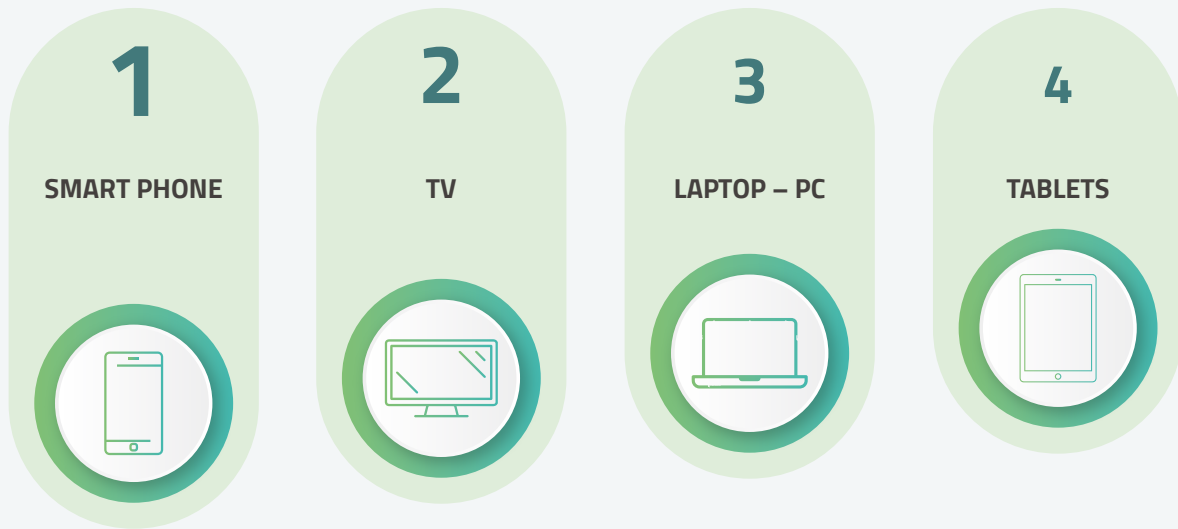
Which of the following traditional media channels that you use for following the news and for fun and entertainment purposes?
Sample size = 901
Why5Research Media Consumption Survey 2022

Arab youth using radio to



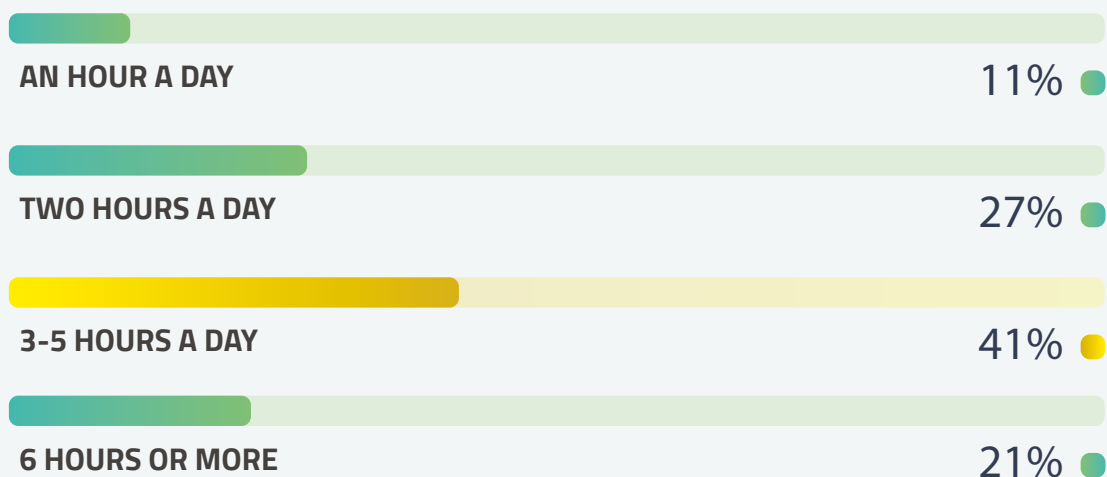
I use radio to:
Sample size = 1916
Why5Research Media Consumption Survey 2022

The most used devices to watch different types of media content for Arab youth



When it comes to watching the different media type content, please rank the following devices (from most to least used)?
 Sample size = 1916
 Why5Research Media Consumption Survey 2022

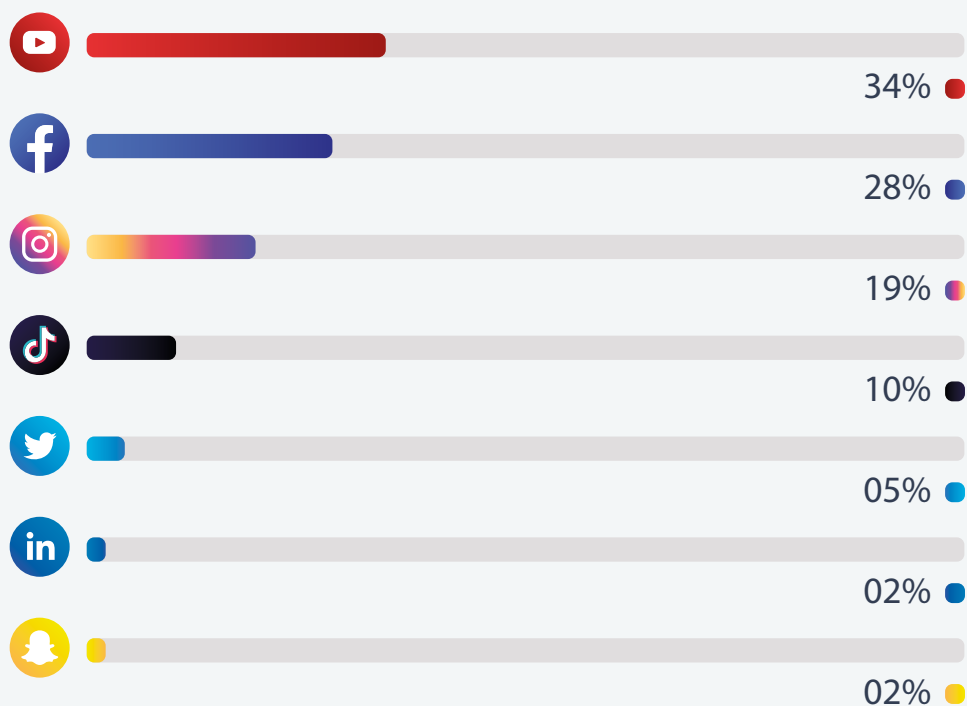
Amount of time spent on social media



In general, please specify the amount of time you spend using the social media?
 Sample size = 1916
 Why5Research Media Consumption Survey 2022

Social media channels

The most used social media channels for Arab youth



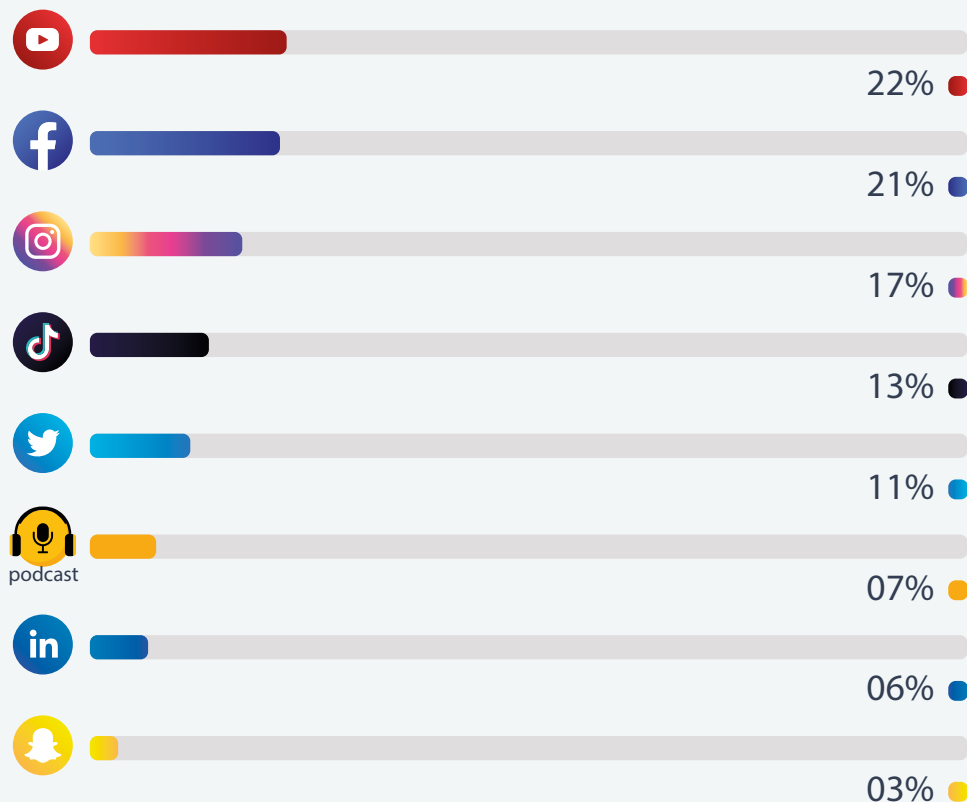
And from the following social media platforms, which one do you use the most?

Sample size = 1916

Why5Research Media Consumption Survey 2022

Digital media platforms

How Arab youth consume news and entertainment content via digital channels



Which of the following digital media channels that you use to watch different types of media content for news and entertainment?

Sample size = 1015

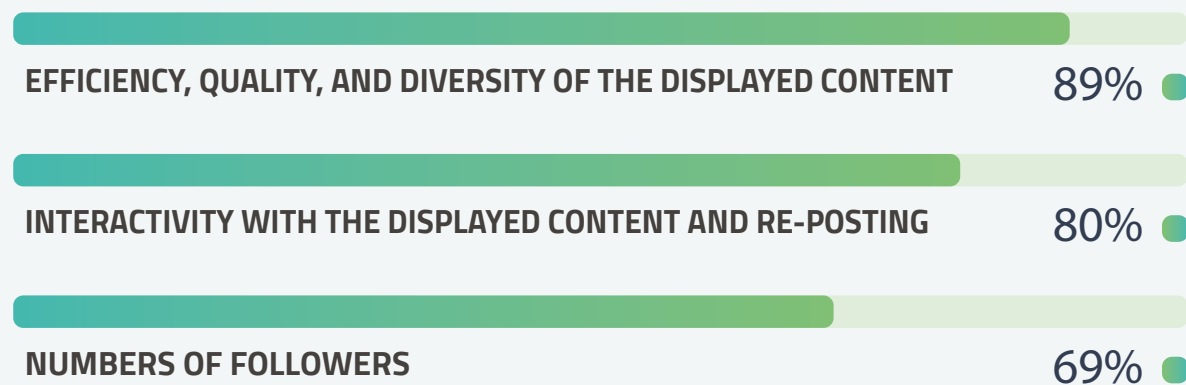
Why5Research Media Consumption Survey 2022

I use social media to..



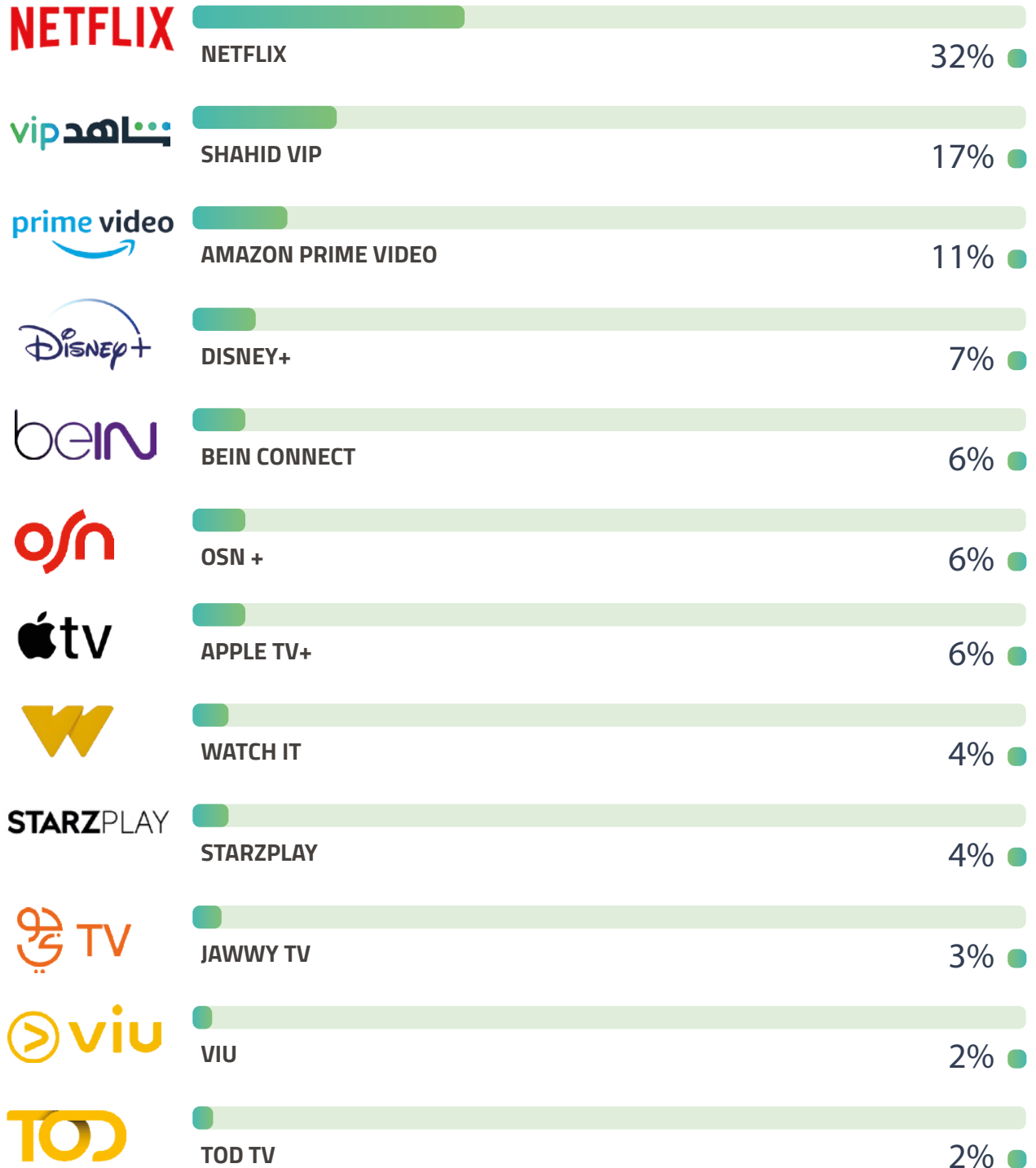
For what purpose do you use social media? Please select all applicable
Sample size = 1916
Why5Research Media Consumption Survey 2022

Social Media influencer characteristics defined by



To what extent do you agree or disagree that the following statements define the social influencer characteristics and standards?
Sample size = 1916
Why5Research Media Consumption Survey 2022

How Arab youth consume paid streaming platforms

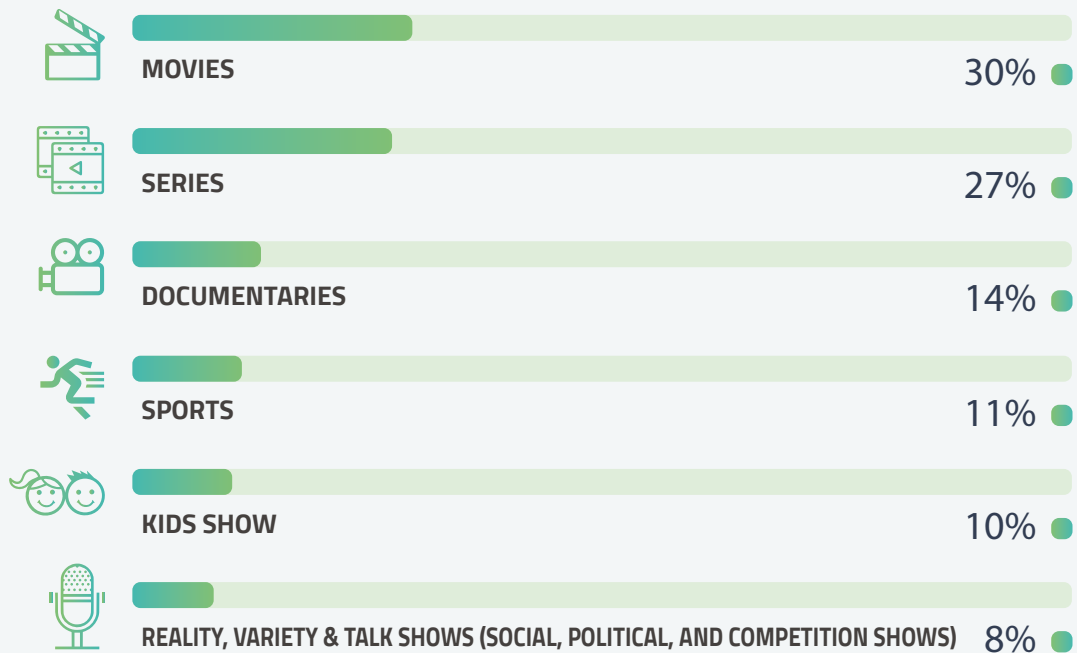


Which of the following paid streaming platforms do you currently use? (Select all applicable)

Sample size = 1351

Why5Research Media Consumption Survey 2022

Type of content that Arab youth watch on paid streaming platforms

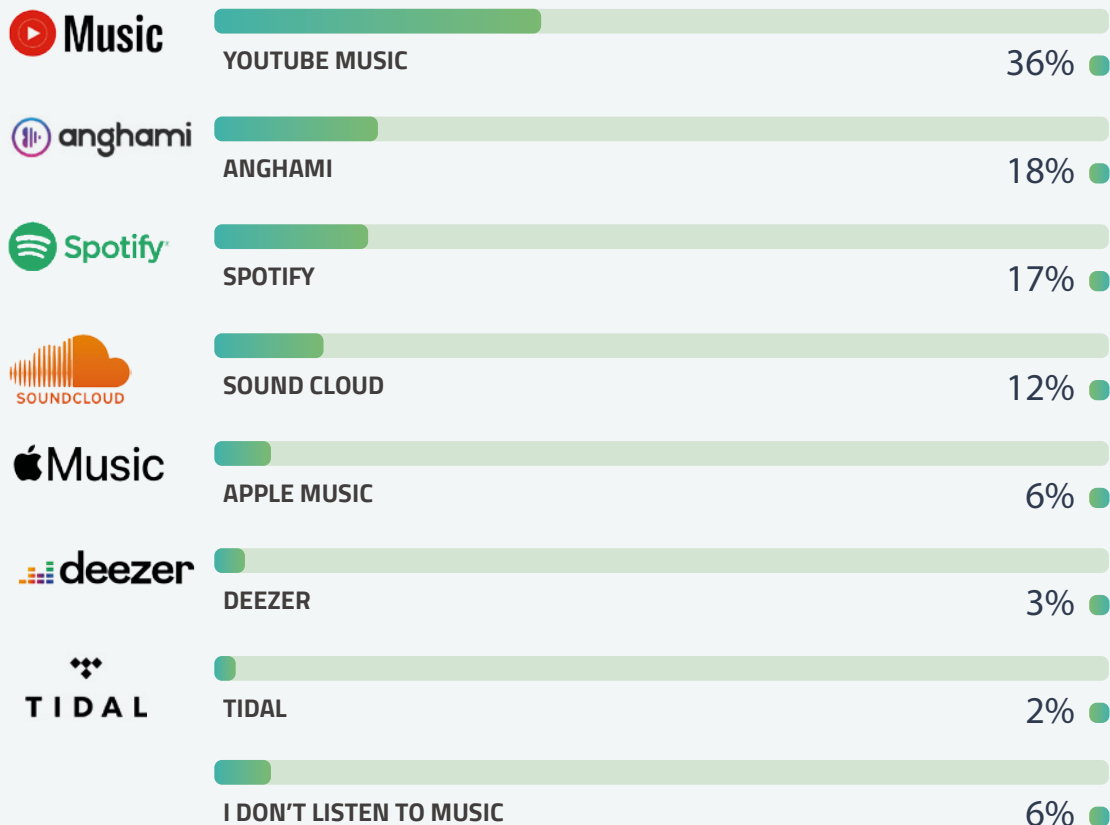


Please specify the type of content that you watch on the paid streaming platforms.

Sample size = 1351

Why5Research Media Consumption Survey 2022

How Arab youth consume music platforms?



Please specify the platform(s) that you use to listen to music.

Sample size = 1916

Why5Research Media Consumption Survey 2022

Arab youth personal identity is defined by..



To what extent do you agree or disagree that the following statements define the personal identity?
Sample size = 1916
Why5Research Media Consumption Survey 2022

Arab youth national identity defined by..



To what extent do you agree or disagree that the following statements define the national identity?
Sample size = 1916
Why5Research Media Consumption Survey 2022

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About the Arab Youth Center

The **Arab Youth Center (AYC)** was established to realize the vision of His Highness Sheikh Mansour bin Zayed Al Nahyan, Deputy Prime Minister and Minister of Presidential Affairs, to empower Arab youth and address their needs.

The Center provides a unique platform for developing youth capabilities and supporting innovation and creativity among youth. AYC implements meaningful initiatives across diverse sectors, as well as conducts research on Arab youth to help decision makers shape policies that will enable them to advance.



Why5Research is a specialized diagnostic market research agency that reveals the hidden motivations in people's choices towards brands, products, services and institutions. We offer tailor-made qualitative and quantitative research: from the in-depth understanding of people and their behavior to the evaluation of ideas and tracking of marketing mix elements.

By implementing upfront thinking, proven expertise and continuous research innovation we shape your marketing strategy with profound insights and recommendations.

Why5Research conducts projects in more than 50+ countries out of the EMEA hub offices in Antwerp, Brussels, Ghent and Dubai.

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