

Syria Audience
Research
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m'CT

Top level findings

The media culture of Syrians is strongly dominated by satellite television which is the most widely accessible type of media for Syrians across the sample. Beyond satellite television, access to media is primarily dependent on location with people in government controlled areas enjoying the best access and people in refugee camps in Turkey being the most badly serviced.

Within Syria, especially access to newspapers is strongly location dependent with anti-regime controlled areas being almost completely cut off from distribution. Where media is less widely available people rely more heavily on personal sources of information such as oral communication, mobile phones and email. When access is not an issue, as given in government controlled areas, television and the internet are the most used types of media.

The levels of those who actually use radio and newspapers as sources of news are comparable within Syria when only those who have access are considered. Television and the internet are high intensity types of media with over half of the audience spending more than two hours daily with news or entertainment. In contrast newspapers and radio are most commonly consumed for less than 1 hour per day. Demographic differences have only minor effects on access and use of media and on preference for sources of news.

Regime supporting channels are more popular in government controlled areas while cross regional channels and oppositional channels have greater audiences and enjoy more trust in anti-regime and contested areas. In these areas, people are also far less likely to name a radio station they trust. Further, there are discrepancies between trusting and actually consuming a specific news outlet that may indicate that content, availability and audience preferences may be mismatched in some locations. Syrians tend to be consumers rather than producers of social media content.

Contents

Top level findings	2
Introduction	4
Results & Interpretation	5
Media access	5
Media use	8
Preference and consumption of sources of news and online behavior	12
Appendix 1 – Methodology	17
Appendix 2 – Further descriptive tables and figures	21

Table 1	Access to media in current country of residence – figures in % (n)	5
Table 2	Access to media in current living location – figures in % (n)	6
Table 3	Access to media in Syrian regions – figures in % (n)	7
Table 4	Access to and use of the media figures in % (n)	9
Table 5	News consumption before and during the conflict – figures in % (n)	10
Table 6	Time spent on news per day figures in % (n)	11
Table 7	Time spent on entertainment per day figures in % (n)	11
Table 8	Importance of news sources (important/very important)	12
Table 9	Most viewed TV news source – figures in % (n)	13
Table 10	Most trusted TV news source in current country of residence – figures in % (n)	15
Table 11	Posting news about Syria – figures in % (n)	16
Table 12	Age structure	18
Table 13	Educational background (Highest level of education obtained)	18
Table 14	Approximate current monthly household income	19
Table 15	Syrian province you permanently lived in before the war	19
Table 16	Current living area	20
Table 17	Access to satellite TV and educational background	21
Table 18	Access to radio and educational background	21
Table 19	Access to newspapers and educational background	21
Table 20	Access to internet on a computer and educational background	22
Table 21	Access to internet on a mobile phone and educational background	22
Table 22	Access to internet on a mobile phone and age groups	22
Table 23	Access to internet on a mobile phone and household income	22
Table 24	Time spent on news per day in current country of residence – figures in % (n)	23
Table 25	Time spent on news per day of the different age groups – figures in % (n)	24
Table 26	Time spent on news and educational background – figures in % (n)	25
Table 27	Most trusted TV news source – figures in % (n)	27
Table 28	Most followed TV news source in current country of residence – figures in % (n)	27
Table 29	Posting news about Syria and age groups – figures in % (n)	28
Table 30	Posting news about Syria and educational level – figures in % (n)	29
Table 31	Access to media in government controlled / stable areas (Damascus, Hamah, etc.)	30
Table 32	Access to media in government controlled / stable areas (Damascus, Hamah, etc.)	31
Table 33	Access to media in government controlled / stable areas (Damascus, Hamah, etc.)	31

Introduction

In June 2013 members of the Global Forum for Media Development (GFMD) started an initiative to discuss and coordinate media development work in Syria. The expressed urgent need for audience research prompted the German non-profit organization MICT to commission the Media Studies Program at the American University of Beirut to carry out this study. It aims to shed more light on the media use of Syrians inside Syria and its neighboring countries and hopes to aid all local and international media organizations to better target their current activities within Syria.

Radio in Syria is a particularly long-neglected research area. Especially non-government sponsored radio has always been badly funded and ill-equipped. The dominance of regional satellite TV masked the near complete absence of reliable and unbiased local and hyper local content. In addition, many journalists and activists had never undergone formal training, were entirely new to the trade and lacked the funds to sustain themselves and their newly established 'media outlets' and correspondent networks. Today, three years into the war, the independent radio scene is still largely in a deplorable state, with pro-government outlets dominating southern and central Syria while the north is predominantly serviced by Turkish stations. Despite these challenging conditions, the production and broadcasting of radio programs via FM in Syria has the potential of reaching hundreds of thousands of listeners in areas that are controlled by different political factions, and many more via satellite and internet. Such independent programming could fill the immediate information needs of the Syrian public, including local news, health, security and other service programs.

To fill these information needs, MICT initiated the formation of a network of Syrian radio stations called SYRNET or Syria Radio Network in September 2013. When the SYRNET network was formed it aimed at responding to the most pressing needs of the newly emerging media and virtually non-existent independent radio scene in the country. The formation of the network was accompanied by an initiative to improve the radio infrastructure within the country: MICT began to install FM transmitters in Syria and to develop mini-transmitters that were later distributed inside Syria. Today wide parts of northern Syria are serviced by SYRNET's FM transmitters and further mini-transmitters extend the reach by up to 10 km in a number of different Syrian cities that are outside the reach of the larger transmitters, essentially constituting SYRNET's very own FM infrastructure.

Since January 2014 SYRNET has been broadcasting 18 hours of daily programming via FM in Syria, the Nilesat satellite and online. SYRNET members receive regular training to improve their journalistic and technical skills. They are coached on the job and programs are developed together to cater to the information needs of the Syrian public within a commonly endorsed code of ethics. Today the network consists of 9 radio stations.

While Syrians everywhere rely predominantly on satellite television for their information needs, there remains huge potential for radio that deviates from the status quo.¹ While radio is less widely available in anti-regime controlled and contested areas (74% compared to 92% in government controlled areas) the number of people who actually use the radio as a source of information is comparable in both areas at 60% of those who have access. At the same time, Syrians in anti-regime controlled and contested areas are far less likely to name a radio station they trust than respondents in government controlled parts of Syria which may indicate that listeners in contested areas are currently badly serviced due to the dominance of radio stations that are close to the regime. MICT hopes to employ the findings of this study to better target its intervention to fill the existing information needs, for example by further nurturing programming that deviates from the status quo and by addressing the differences in access across locations that may require further extension of the FM infrastructure and creative solutions for potential listeners in diaspora (especially in refugee camps).

4

¹ Given the large numbers of displaced people from all parts of Syria, existing population data cannot be considered reliable, which makes it impossible to construct a survey that is truly representative of the actual situation in Syria. However, the survey was constructed to be as inclusive and unbiased as possible and can therefore provide invaluable indicative insights into Syrian media behavior that will translate into more appropriate media for development interventions.

Key findings:

- 1 Satellite television is the most widely accessible medium
- 2 Demographic differences have only small effects on access to media
- 3 Access is primarily dependent on location
 - 3.1 Access to media products in government controlled areas of Syria is good
 - 3.2 Access to media products in contested and anti-regime parts of Syria is restricted, in particular newspapers are difficult to access
 - 3.2 Access to media products in refugee camps is severely restricted, especially in Turkey

5

Syria is a TV oriented country, with access to satellite television being almost ubiquitous, even in refugee camps and the northern liberated areas. Beyond location, access to media is fairly homogeneous and only marginal differences can be detected across demographics (For detailed descriptive figures please see Table 17, Table 18, Table 19, Table 20, Table 21, Table 22, Table 23 in appendix II).

Internet access is widely available to Syrians either through mobile phones or computers. Other traditional forms of mass media like radio and newspapers are less widely accessible. The study surveyed Syrians in their home country as well as Syrian refugees in Jordan, Lebanon and Turkey. Media access varies strongly across different locations (Table 1). While satellite television is widely accessible everywhere, media access for Syrians in diaspora is generally poorer – especially for those living in refugee camps (Figure 1 & Table 2). Table 1 shows that almost all Syrians have access to satellite television and that three in four people have access to a mobile phone.

Table 1

Access to media in current country of residence – figures in % (n)
To which of these media do you have access where you currently live?

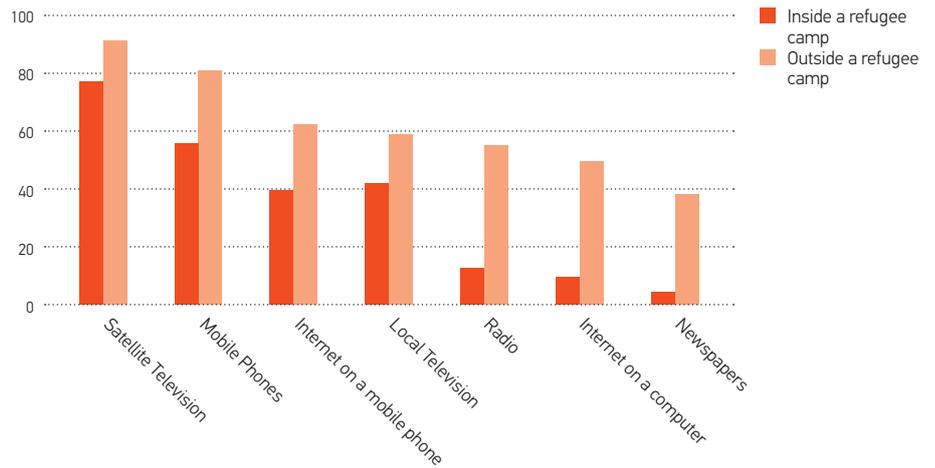
	Syria	Lebanon	Jordan	Turkey	Total
Satellite Television	95.8	78.6	87.0	87.2	88.2 (1921)
Mobile Phones	83.7	72.5	85.2	1.2*	74.5 (1622)
Internet on a mobile phone	67.6	42.8	52.0	60.5*	56.4 (2177)
Local Television	61.7	82.8	33.9	.9	55.8 (1215)
Radio	82.4	18.5	30.2	1.2	45.5 (991)
Internet on a computer	74.7	11.0	24.9	23.3	40.8 (888)
Newspapers	58.2	11.0	17.6	0.6	30.6 (666)

Over 70% of survey participants have fled from their home region since the war broke out in 2011. Media access for Syrians in diaspora is lower and especially those who have fled to Turkey have very poor access to media – though satellite television is still widely available. The low degree of radio, local television and newspaper penetration in Turkish refugee camps can perhaps be attributed to the low availability of products in Arabic language. Further, those refugees who fled to Turkey tend to be from the northern periphery of Syria which is further removed from Syria's big cities and where people tend to be poorer. Also, compared with refugees who went to Lebanon and Jordan they tend to actually live in refugee camps with little contact with the outside world, while other Syrians in Arabic speaking countries can move more freely and frequently have family in the country they have fled to, leading to higher degrees of integration with the non-refugee population.

* The discrepancies in the data here (i.e. higher degrees of internet access via a mobile phone than access to mobiles) can be attributed to confusion over the use of Syrian and Turkish phones. Interviewers asked about access to Syrian phones, which generally do not work in Turkey. AUB researchers noted that access to Turkish phones is probably far higher as the numbers on internet access via a mobile phone indicate.

Figure 1

Access to media in current living location – figures in %
To which of these media do you have access where you currently live?



6

Table 2

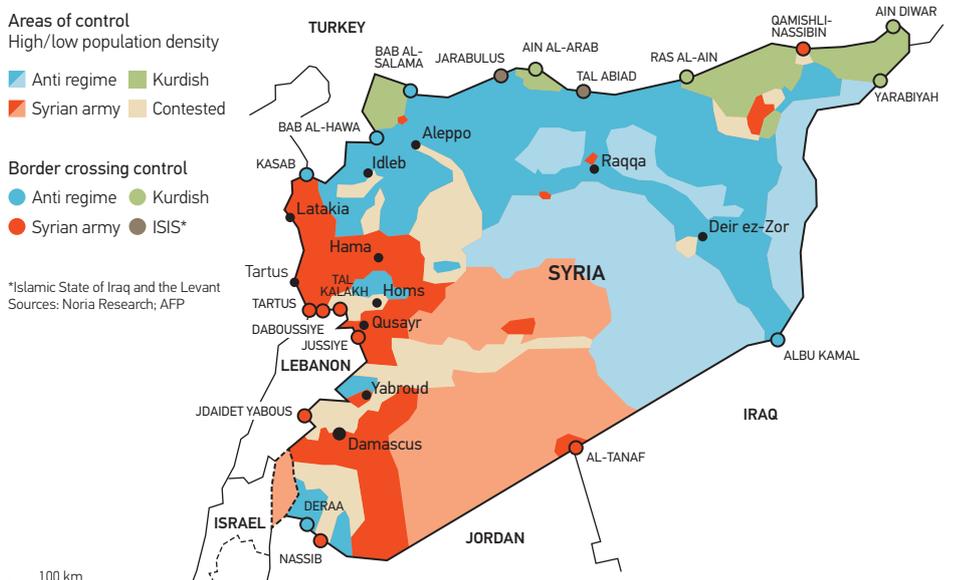
Access to media in current living location – figures in % (n)
To which of these media do you have access where you currently live?

	Inside a refugee camp	Outside a refugee camp	Total
Satellite Television	77.0	91.1	88.3 (1852)
Mobile Phones	55.7	80.8	75.7 (1588)
Internet on a mobile phone	39.3	62.2	57.5 (1207)
Local Television	41.9	58.9	55.4 (1163)
Radio	12.6	54.8	46.2 (969)
Internet on a computer	9.4	49.4	41.3 (866)
Newspapers	4.2	38.2	31.3 (657)

Table 3 sheds light on the media access of Syrians who have stayed in their original place of residence since the beginning of the war.² As Table 3 indicates, beyond television there are great differences in access to different forms of media, especially newspapers, depending on location. Therefore, for parts of the analysis respondents were grouped according to whether their current place of residence within Syria is government controlled or contested.³ Please also see Map 1 below for an overview of the areas of control in March 2014.⁴

Map 1

Areas of control (March 2014 – Source The Economist)⁵



2 Due to the low numbers of responses in some of the segments these findings are only indicative and cannot be considered representative.

3 Groupings reflect the situation in January 2014 when the survey was conducted; Since the place of residence of people who have been displaced within Syria cannot be identified, these respondents had to be excluded for analysis. People were asked where they lived before the war and the response option "In Syria, in a place different from where I lived before the war" for the question "Where do you live now?" does not allow for identification of the exact place of residence within Syria.

4 Data collection took place in January and February 2014.

5 <http://www.economist.com/blogs/pomegranate/2014/03/syrias-borders>

Table 3

Access to media in Syrian regions – figures in % (n)

To which of these media do you have access where you currently live?

	Damascus (214)	Al- Hasakah (177)	Aleppo (87)	Hamah (73)	Latakia (35)	Homs (25)
Satellite Television	95.3	97.7	96.6	98.6	100	100
Mobile Phones	95.3	53.7	93.1	91.8	100	92.0
Internet on a mobile phone	87.4	50.8	56.3	43.8	97.1	56.0
Local Television	91.1	25.4	77.0	46.6	100	8.0
Radio	93.5	80.2	72.4	87.7	97.1	24.0
Internet on a computer	92.1	52.0	63.2	71.2	100	100
Newspapers	92.1	35.0	6.9	82.2	91.4	4.0

7

Again, the data show the widespread availability of satellite television throughout the country. Access to all media is particularly good in Damascus, its suburbs (rif Dimashq) and other government controlled areas. Overall access remains relatively good in contested and anti-regime controlled areas with newspapers being a particularly noteworthy exception as cities like Aleppo and Homs seem to be almost completely cut-off due to the danger of distribution.⁶ Radio is widely available to Syrians throughout the country with access being slightly lower in anti-regime controlled areas like Aleppo.⁷

There is more variation in access to the internet, regardless of whether it is accessed through a mobile phone or a computer. Most Syrians have access to a mobile phone (more than 90%). The notable exception here is the Northern liberated area where the security situation is further aggravated due to the presence of ultra-extremist opposition groups.⁸

Mobile phone penetration in the Northern liberated area is much lower than in the remaining country. Those who have access to mobile phones there, mainly use Turkish phones and networks (and internet providers) apart from those close to the border with Iraq who use Iraqi mobile phones and internet providers.

Despite this, interviewees still indicated fairly good access to other types of media in the area:⁹ half of the interviewees in the “liberated area” have access to the internet, one in four can receive local television and one third has access to newspapers. Electricity provision is particularly bad in this area of Syria, thus the data should be considered with some caution. It is likely that the high degree of access to satellite television may not reflect whether people answered this question with the unspoken caveat “if there is electricity” in mind.

However the common perception of persistent power outage in other parts of Syria may be misconceived¹⁰ and no effect on media access can be detected in the data at hand.

6 The AUB researchers noted that distribution of newspapers in Aleppo and Homs is too dangerous.

7 Please note that there were too few respondents from Homs to be taken into consideration.

8 The researchers from AUB commented on this: “Here the political situation is much more chaotic than in the south and west. Whereas in the south, people are mainly fleeing from the battles between the government and opposition groups who are relatively moderate, those in the north are dealing with ultra-extremists (like ISIS) who not only are slaughtering ‘infidels’ but are also banning music and media.”

9 Please note that the data collection for this survey took place in January and February 2014 and that the situation is likely to have changed since then.

10 This was also noted by the researchers from the American University of Beirut who oversaw the data collection for the study.

Media use

Key findings regarding media use:

- 1 When access is not an issue television and internet are the most used types of media, radio and especially newspapers are less widely used
- 2 Low access drives up reliance on personal sources of information
- 3 Use is driven by access and preference
 - 3.1 Reduced use of newspapers may be due to access difficulties
 - 3.2 Reduced use of radio may be due to preferences
- 4 Television and internet are high intensity media compared to radio and newspapers

8

This section examines how people actually use the media they have access to. It shows which platforms they use, how demographic factors influence use and how much time Syrians spend with the different types of media that are available to them.

The media culture in Syria is strongly dominated by television consumption regardless of location and demographic factors.¹¹ Access and use of radio, newspapers and the internet show more variation between different locations. In government controlled areas of Syria, roughly 90% of the population¹² have access to radio and more than 50% of those who have access actually use it. Outside government controlled areas people are even more likely to use radio (more than 60% of the population) or newspapers (almost 50%) if they have access to it. Given the low degrees of access to radio and newspapers in refugee camps (see Table 4) it is not surprising that absolute percentages of radio listeners are small among Syrians in diaspora (between 0 and 17%). However, similarly to respondents in contested and anti-regime controlled areas, those who do have access in these badly serviced locations also tend to actually use radio as a source of information. The differences in radio consumption between Syrians at home and abroad can primarily be explained by the prevalence of television and almost complete absence of radios or broadcast infrastructure in refugee camps. Further, the situation in Turkey is more aggravated since radio and newspapers are most likely to be available in Turkish.

Outside government controlled areas, people are more likely to have access to the internet via a mobile phone rather than a computer. Those who have access to the internet also tend to use it regardless of place of residence.

Mobile phones are widely available both inside and outside Syria. However, people tend to rely more on their phones as sources of information in areas with lower degrees of access to a variety of media products. Here using a mobile phone as a source of information refers to the traditional use of a mobile phone i.e. calling and texting and thus constitutes a personal source of information.

The picture that emerges is that if people have access to everything (government controlled areas) they predominantly rely on television and the internet – in locations where access is restricted people are more likely to actually use the types of media that are available to them. A result of the low availability of traditional media products in refugee camps (Table 6 and Table 7) may lead particularly Syrians in Turkey to indicate that they depend on oral news dissemination for their information needs.

11 Given the strong differences in access to media in the places where the survey was conducted we have chosen to present the influence of demographic factors only for Damascus, Hamah and Latakia where access to different types of media is very high – this serves to ensure that behavior isn't driven by necessity, but primarily to circumvent the problem of low response rates in the segmentation.

12 In Homs only 24% indicated that they have access to radio, however response rates in this area were particularly low and may not depict the reality at this location.

Table 4

Access to and use of the media – figures in % (n)

	Syria (provinces under government control) ¹³			Syria (contested provinces, rebel control) ¹⁴		
	Access n=327	Use ¹⁵	Adjusted use ¹⁶	Access n=334	Use	Adjusted use
TV (satellite)	96.0	94.8 (327)	95.9 (314)	97.6	95.8 (331)	96.6 (324)
TV (local)	81.3			38.6		
Radio	92.4	54.2 (325)	56.0 (300)	73.7	51.7 (302)	62.7 (244)
Press	89.3	43.1 (327)	45.2 (292)	28.1	14.8 (291)	47.7 (86)
Mobile phones	94.8	39.4 (327)	38.7 (310)	68.6	51.6 (248)	68.2 (179)
Internet (mobile)	78.6	78.0 (327)	82.2 (298)	54.5	69.2* (302)	86.6 (238)
Internet (computer)	87.8			61.1		
Talking to people	-	91.4 (327)	-	-	97.0 (328)	-

	Syrian refugees in camps in Lebanon/Jordan			Syrian diaspora outside refugee camps in Lebanon / Jordan		
	Access n=322	Use	Adjusted use	Access n=817	Use	Adjusted use
TV (satellite)	73.0	78.1* (288)	90.5 (232)	86.4	83.0 (801)	89.6 (703)
TV (local)	46.3			64.5		
Radio	15.8	16.7 (203)	65.9 (44)	27.4	13.3 (603)	32.9 (219)
Press	5.6	6.2 (194)	64.7 (17)	17.5	11.5 (589)	42.1 (140)
Mobile phones	66.5	55.5 (247)	70.3 (182)	83.4	49.7 (690)	54.6 (606)
Internet (mobile)	35.1	32.5 (209)	72.8 (92)	52.0	45.3 (642)	94.6 (148)
Internet (computer)	6.5			22.0		
Talking to people	-	85.6 (313)	-	-	81.9 (801)	-

	Syrian refugees in Turkey		
	Access n=172	Use	Adjusted use
TV (satellite)	87.2	93.0*	98.7 (150)
TV (local)	2.9		
Radio	1.2	-	-
Press	0.6	-	-
Mobile phones	1.2	1.2	50.0 (1)
Internet (mobile)	60.5	65.7* ¹⁷	100.0 (111)
Internet (computer)	23.3		
Talking to people	-	99.4	-

13 This group comprises respondents who have not been displaced from Damascus, Hamah, Latakia, Al-Suwayda, Quneitra, Tartus.

14 This group comprises respondents who have not been displaced from Al-Hasaka, Aleppo, Homs, Raqqa, Daraa, Deir ez-Zor, Idlib.

* Interviewer error – this figure indicates that there was some confusion over the distinction between access and use.

15 Use means – respondents indicated that they use the type of media in question at least 30 mins per day, where use exceeds access interviewer error or comprehension problems have to be assumed; Adjusted users only includes respondents who have indicated that they have access.

16 Adjusted use is expressed as a % of the people who actually have access to the respective type of media.

17 Syrian phone lines do not work in Turkey, which explains the low degrees of access to mobile phones, however many Syrians in Turkish diaspora use smart phones to connect to the internet even if they cannot use their phones to call or text.

18 To ensure that access did not influence media use, the effect of demographics was only analyzed for government controlled areas where overall access is highest.

19 No analysis possible for the lowest educational segment (less than elementary school) (n=7). Only indicative analysis possible for next lowest educational segment (completed elementary school) (n=21). No analysis possible for the highest level of education (completed a university graduate degree) (n=7).

The effect of demographic variation on media use is small (please see detailed tables on the effect of demographics on access and use of different types of media in appendix II – Table 31, Table 32, Table 33).¹⁸ Age has only a minor effect on media use. Those under 24 rely slightly more on television and the internet for information and hardly read any newspapers even when they are widely available. While access to mobile phones is very good across all age groups, the presence of other sources of information reduces the use of mobile phones as a source of information. With rising income people become more diversified in their reliance on different sources of news. People in the lowest income bracket mainly rely on TV for news – however use of the internet is still high. People in the lowest income bracket also have less access to newspapers, which may be explained by higher levels of illiteracy in this segment. With rising educational level people become more likely to access the internet through their mobile – access through a computer also rises with level of education.¹⁹

Women are more likely to use the radio as a source of news (59% vs. 49%) and are slightly more likely to rely on personal communication via mobile phones as a source of information than men. Further, women tend to access the internet through their mobile phones while men are more likely to access the internet through a computer.

The vast majority of Syrians said they spent more time consuming news now compared to before the war (Table 5). This is not unusual, as several studies have established a heightened connection to news during times of conflict and disaster.²⁰

Table 5

News consumption before and during the conflict – figures in % (n)
Compared to before the war, do you spend nowadays more, less or the same time following the news?

	%	N
Less	6.5	143
The same time	9.2	201
More	82.5	1808
n/a	1.8	40
	100	2192

10

Figure 2

Time spent on news per day, n=2192

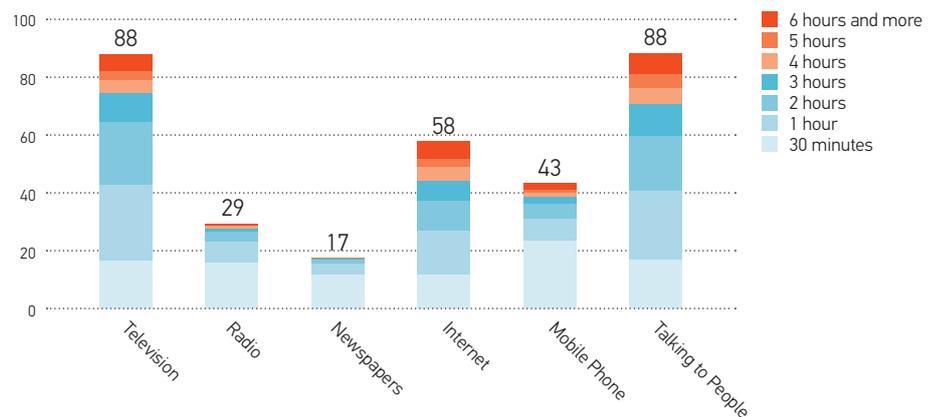


Figure 2 shows how many people use each type of media (at least 30 min per day) and also depicts the amount of time people spend with the respective platform. Over 80% of respondents spend at least 30 minutes per day on gathering information by watching television and talking to people. Television is used intensely, for at least two hours per day by over half of those who use television as a source of information. Similarly, over half of those who use the internet as a source of information use this medium for extended periods every day. In contrast radio and newspapers, which are used as sources of information by far smaller absolute numbers, are listened to and read for less than an hour by the majority of users.

20 See for instance: Vladimir Bratic (2006) Media effects during violent conflict: Evaluating media contributions to peace building, conflict & communication online, 5:1, 1-11, retrieved from http://www.cco.regener-online.de/2006_1/pdf_2006-1/bratic.pdf; Douglas Blanks Hindman & Kathy Coyle (1999) Audience orientations to local radio coverage of a natural disaster, *Journal of Radio Studies*, 6:1, 8-26, DOI: 10.1080/19376529909391705.

Table 6

Time spent on news per day – figures in % (n)

	Television	Radio	News-papers	Internet	Mobile Phone	Talking to People
30 minutes	16.5	15.6	11.5	11.5	23.2	16.6
1 hour	26.0	7.4	4.0	15.3	7.9	24.0
2 hours	21.9	3.5	1.2	10.5	5.1	19.1
3 hours	9.8	1.1	.4	6.7	2.1	10.8
4 hours	4.8	.9	.2	4.8	1.7	5.7
5 hours	2.9	.1	.1	2.8	.8	4.6
6 hours or more	6.0	.4		6.2	2.5	7.5
Overall % of respondents who use this type of media for entertainment	87.9	29.0	17.4	57.8	43.3	88.3

11

Figure 3

Time spent on entertainment per day, n=2192

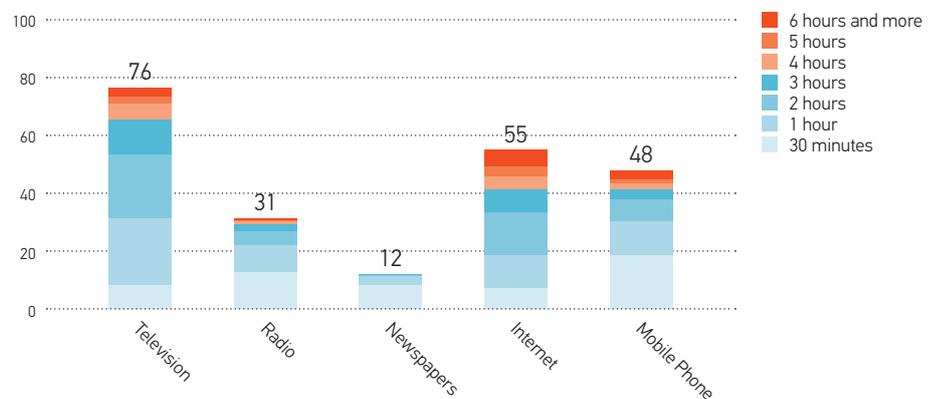


Table 7

Time spent on entertainment per day – figures in % (n)

	Television	Radio	News-papers	Internet	Mobile Phone
30 minutes	8.0	12.5	8.2	7.0	18.6
1 hour	23.3	9.4	3.0	11.5	11.6
2 hours	22.0	5.0	.6	14.8	7.6
3 hours	11.9	2.4	.1	7.9	3.6
4 hours	5.8	.9	.1	4.4	2.0
5 hours	2.3	.4		3.5	1.2
6 hours or more	3.1	.7		5.9	3.2
Overall % of respondents who use this type of media for entertainment	76.4	31.3	12.0	55.0	47.8

Overall, fewer respondents use media for entertainment than to stay informed though the differences are small. Especially radio, the internet and mobile phones are used by equal numbers of people as a source of news and for entertainment.

This behavior does not seem to be location dependent, meaning that if television and internet are available, Syrians everywhere exhibit similar media behavior (see Table 24, Table 25, Table 26 in appendix II).

Preference and consumption of sources of news and online behavior

Key findings:

- 1 Television is the most important source of news for Syrians across the sample
- 2 Personal forms of communication are very important sources of news for people outside government controlled Syria
- 3 Demographics play only a marginal role in explaining preference for sources of news
- 4 Regime supporting channels are more popular in government controlled areas while cross regional channels and oppositional channels have more followers in contested areas
- 5 There are discrepancies between trusting and actually consuming a specific news outlet that may indicate that content, availability and audience preferences may be mismatched in some locations
- 6 Syrians tend to be consumers rather than producers of social media content

12

The previous sections have described which types of media people have access to and which types of media they actually use. The following section now depicts which sources of news people find to be the most important including the relative importance of online tools such as blogs, emails, news websites and social media.

Television is most widely accessible and the most used form of media and unsurprisingly, it is also considered to be the most important source of news across the sample. Syrians everywhere tend to gather most of their information through television. People in refugee camps are more likely to consider personal forms of communication such as oral communication and email²¹ to be very important sources of news about Syria than people living inside Syria. News websites and social media play a slightly larger role for people within Syria, both in government controlled areas and contested and anti-regime controlled areas. Radio and newspapers show the greatest variation. In government controlled areas almost 50% of respondents consider the radio to be an important source of news, compared to 44% in government controlled areas and 35% in refugee camps in Jordan and Lebanon.²²

Table 8

Importance of news sources (important/very important) – figures in % (n)

	Syria (provinces under government control)	Syria (contested provinces, rebel control)	Syrian refugees in camps in Lebanon/Jordan	Syrian diaspora outside refugee camps in Lebanon / Jordan	Syrian refugees in Turkey n=172
TV	94.1 (325)	91.8 (329)	91.8 (329)	83.7 (808)	93.5
Radio	48.1 (320)	43.6 (296)	43.6 (296)	24.1 (694)	1.3
Press	34.7 (320)	15.0 (266)	15.0 (266)	26.2 (670)	1.3
News websites	55.1 (320)	58.3 (280)	58.3 (280)	52.9 (654)	12.4
Blogs	13.3 (322)	16.6 (265)	16.6 (265)	23.1 (611)	1.4
Social media	60.6 (320)	68.5 (283)	68.5 (283)	57.1 (649)	77.8
Mobile phones	33.7 (321)	36.3 (223)	36.3 (223)	44.9 (655)	-
Emails	11.3 (318)	12.3 (269)	12.3 (269)	25.7 (619)	1.3
Talking to people	75.0 (324)	83.3 (324)	83.3 (324)	72.7 (796)	95.9

21 The importance of mobile phones as sources of information is difficult to interpret – mobile phones are consistently listed as important in locations outside Syria. However this often means that respondents used their smart phone to access the internet rather than to call people. In fact, many Syrian phones do not function outside Syria (explanation provided by AUB researchers).

22 Interesting since less than 20% of respondents in refugee camps in Jordan and Lebanon have access to radio (see Table 4 for details on access by location).

23 These questions were open questions for several reasons: Through open questions the classification of “state-media” and “oppositional media” could be avoided in the questionnaire. However, respondents’ tendency to trust state, opposition or foreign media and news outlets can still be deduced from their answers as the named preferred TV channel, radio station, newspaper or website can be categorized in this way retrospectively.

Interviewees were also asked about their specific preferences for and trust in media channels and news outlets.²³ Almost 90% of respondents answered the question on their preferred TV channel – altogether more than 50 TV channels were named. The news channels Al-Arabiya and Al-Jazeera were most frequently listed, followed by Orient TV (an oppositional TV satellite channel, owned by the Christian

businessman Ghassan Aboud), Sama TV (a private channel based in Damascus, close to the regime), the private Lebanese TV channel Al-Jadeed TV and the Lebanese private satellite TV channel Al-Mayadeen (very close to Hezbollah and to the Syrian regime) (see table 9 for TV channels that were listed by at least 1% of respondents).

Table 9

Most viewed TV news source – figures in % (n)

Which TV news source about Syria do you follow the most?

	Complete sample		% of respondents who indicate the channel they view most in government controlled areas (n=312)	% of respondents who indicate the channel they trust most in government controlled areas (n=308)	% of respondents who indicate the channel they view most in Contested/Anti regime controlled areas (n=319)	% of respondents who indicate the channel they trust most in Contested/Anti regime controlled areas (n=260)
	%	n	%	%	%	%
Al-Arabiya	25.7	505	12.8	8.1	25.4	18.5
Al-Jazeera	14.9	327	7.4	5.2	13.2	9.6
Orient TV/ Al-Mashreq TV	8.5	167	1.0	2.3	10.0	10.0
Sama TV	7.9	155	24.4	14.9	3.8	4.6
New TV/ Al-Jadeed TV	6.9	136	6.4	7.1	0.6	1.2
Al-Mayadeen	5.1	100	12.8	22.1	5.6	5.0
BBC	3.5	69	5.1	5.2	9.7	18.5
Al-Ikhbaria Syria	3.3	65	8.7	10.1	2.8	3.8
Sky News Arabia	3.1	60	1.9	2.6	8.8	10.4
Syria Satellite TV (RTV)	2.6	52	-	5.2	-	2.3
Al Arabiya Al Hadath	2.0	39	-	-	0.9	0.4
Free Syrian Army TV	1.6	31	-	-	-	-
Al-Manar	1.3	25	2.2	2.3	-	-
Halab Today/ Halab Al-Youm	1.1	21	-	-	-	-
Other TV channels < 1%	12.6	215	17.3	14.9	19.2	15.7
	100	1965	100	100	100	100

As expected, especially channels that are considered close to the Assad regime have higher numbers of viewers in the government controlled areas while cross regional channels such as Al-Jazeera and Al-Arabiya and the oppositional channel Orient TV have more viewers in contested areas.

Where there is only partial congruence between those who trust and those who actually watch the channel this analysis also provides some information on the role of brands that hold independently of access.²⁴ Al Arabiya is an example of a channel that enjoys higher viewership in contested/anti-regime controlled areas, however not all those who watch the channel seem to trust it. This may indicate that Al Arabiya is widely available and offers a good alternative to channels that are openly aligned with the Assad regime but the content may still be seen as polarizing. In contrast the BBC also enjoys higher viewership and trust in contested/anti-regime areas but here the number of people who trust the channel seems to be higher than the number of people who actually watch it. This may indicate limited access or general preference for channels that originate in the region despite the BBC's reputation. Among the channels that are close to the Assad regime Sama TV and Al Mayadeen

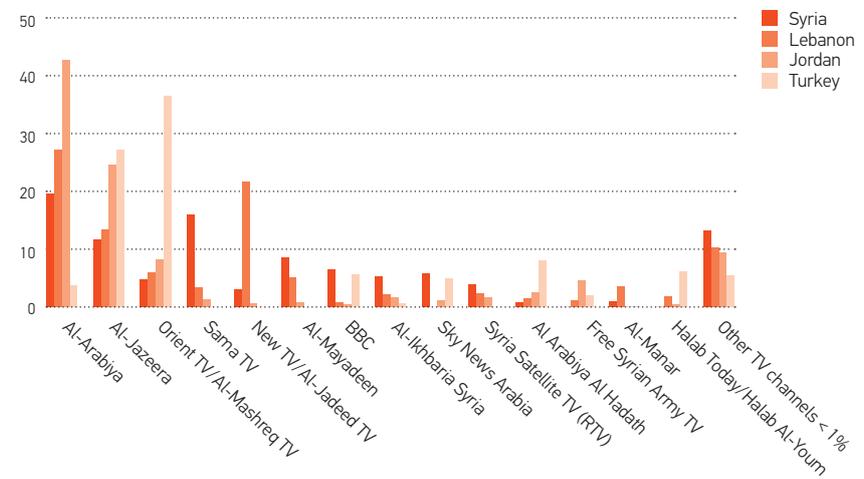
24 This analysis is based on the numbers in Table 9; given the low response rates on this open ended question and the widespread of channels that were listed results in this section can only be seen as indicative and are not representative of the Syrian population.

are noteworthy. Sama TV follows the same pattern as Al Arabiya in the anti-regime areas indicating that the channel is widespread but that its content may be perceived as polarizing. Al Mayadeen appears to enjoy higher levels of trust than actual viewership which may indicate that the channel is not available everywhere or that the channel's reporting reputation is particularly good in the area.

The results show differences between those Syrians that stayed in their country and the Syrian refugees in Jordan, Lebanon and Turkey (Table 10, Figure 4, Figure 5): Both Al-Arabiya and Al-Jazeera have more followers among displaced Syrians. The same is true for the oppositional channels: Orient TV and Halab Today are particularly popular among Syrians in Turkey, while Syrians in Jordan are more likely to follow the Free Syrian Army channel (a channel close to the rebels). In Lebanon, however, displaced Syrians frequently list the Lebanese channels New TV and Al-Manar both of which are close to Hezbollah – and to the Syrian regime (see Table 27, Table 28, Figure 8, Figure 9 in appendix II).²⁵

Figure 4

Most followed TV news source in current country of residence
Which TV news source about Syria do you follow the most?



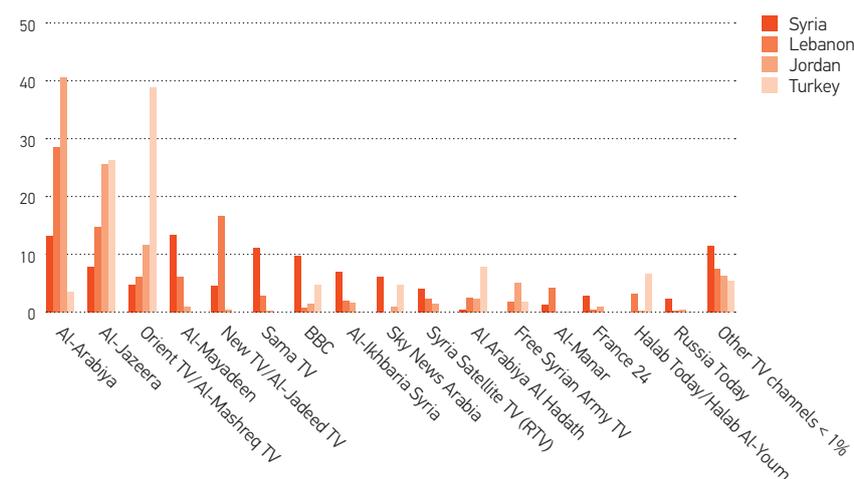
Other TV channels that were named by less than 1% of respondents include other Syrian opposition media like the TV channels Syria al-Shaab and Syria al-Ghad. Table 30 shows that the ranking of the most followed and most trusted TV news source differs slightly. While Al-Arabiya and Al-Jazeera are still listed most, Sama TV ranks less prominently and Al-Mayadeen seems to enjoy a bit more trust. In addition, France 24 and Russia Today are listed among the most trusted sources but were not mentioned among sources that are followed the most.

Among refugees in Lebanon and Jordan Al-Arabiya and Al-Jazeera are not just the most followed channels but also the most trusted sources. While pro-regime channels are considered more trustworthy by Syrians inside Syria, the oppositional media were more often named by Syrians in refugee camps and living outside their home country (Figure 5 & Table 10).

25 These figures need to be interpreted with caution as it is not clear how comfortable people were in stating their preferred TV channel truthfully.

Figure 5

Most trusted TV news source in current country of residence Which TV news source about Syria do you trust the most?



15

Table 10

Most trusted TV news source in current country of residence – figures in % (n) Which TV news source about Syria do you trust the most

	Syria	Lebanon	Jordan	Turkey	Total
Al-Arabiya	13.2	28.6	40.5	3.6	22.6 (402)
Al-Jazeera	7.9	14.7	25.6	26.3	15.5 (276)
Orient TV/Al-Mashreq TV	4.7	6.1	11.6	38.9	9.9 (176)
Al-Mayadeen	13.4	6.1	0.9	-	7.4 (132)
New TV/Al-Jadeed TV	4.5	16.6	0.5	-	6.1 (109)
Sama TV	11.1	2.9	0.2	-	5.4 (97)
BBC	9.7	0.7	1.4	4.8	5.1 (90)
Al-Ikhbaria Syria	6.9	2.0	1.7	-	3.8 (68)
Sky News Arabia	6.1	-	0.9	4.8	3.3 (58)
Syria Satellite TV (RTV)	4.0	2.3	1.4	-	2.6 (46)
Al Arabiya Al Hadath	0.4	2.5	2.4	7.8	2.1 (37)
Free Syrian Army TV	-	1.8	5.0	1.8	1.8 (32)
Al-Manar	1.3	4.3	-	-	1.6 (29)
France 24	2.9	0.5	0.9	-	1.6 (28)
Halab Today/Halab Al-Youm	-	3.2	0.2	6.6	1.5 (26)
Russia Today	2.4	0.2	0.5	-	1.2 (21)
Other TV channels < 1%	11.5	7.5	6.3	5.4	8.5 (154)
	100	100	100	100	100 (1781)

Response rates on questions regarding the most trusted and most followed radio stations, newspapers and websites across the whole sample were far lower than those for television, mirroring the low availability of radio and newspapers in many locations. When looking at response rates inside Syria, 51.4% of respondents in government controlled areas named a radio station they trust. In contrast, only 32.6% of respondents in contested and anti-regime controlled areas answered the question. While people in contested areas are more likely to struggle to name a radio station they trust, the differences in naming radio stations that are actually followed were less dramatic: 51.4% in government controlled and 46.6% in contested areas answered the question. Beyond differences in access (see table 4 for details on access), this may indicate that listeners in contested areas are currently badly serviced due to the dominance of radio stations that are close to the regime.

Across the sample more than 40 radio stations were named, however most of them were mentioned by less than 1% of respondents with very few exceptions.

The greatest group of radio listeners among the respondents followed Sham FM (named by 7.4% of respondents), a private radio station, based in Damascus that politically adopts the regime's way of thinking. Sham FM was also considered by the greatest group as trustworthy (9.2% of respondents). 2% of respondents said they listen most often to the BBC and 2.4% considered the BBC to be the most trustworthy source. Radio Monte Carlo (1.5% followers; 1.6% trust) and Sawt al-Shaab²⁶ (1.2% and 1.5%) were also listed by more than 1% of respondents.

Only 12% of respondents across the whole sample named newspapers that they trust and follow most: Between 1 and 2% respectively mentioned Al-Watan (a Syrian private newspaper) as well as Tishreen, Al-Thawra, and Al-Ba'ath (all official organs of the Syrian regime), and also Al-Akhbar (a Lebanese newspaper, very close to Hezbollah, Iran and the Assad regime). As for the news websites, around 20% of Syrians named their favorites. Among these are the websites of Al-Arabiya, Al-Jazeera, and the BBC ranging between 1 and 2% respectively as well as sana.sy (Syrian Arab News Agency), syria-news.com and welati.net.

When it comes to participation in social media, Syrians are fairly active. Even among the oldest demographic segment (55+) more than 16% use Facebook with varying regularity. However, the majority of social media activism appears to be for private communication purposes. While more than a third of respondents indicated that they sometimes or often post news about Syria on Facebook, less than 10% of respondents engage in content production for other platforms such as YouTube, Twitter, Blogs and online discussion forums (Table 11). Other social media activity seems to be predominantly about private communication (e.g. What's app, mobile phone, SMS and emails).²⁷

Not surprisingly, the younger generation and those with a higher educational level use social media more often than other segments of the population (Figure 6 and Table 29, Table 30 appendix II).

Table 11

Posting news about Syria – figures in % (n)

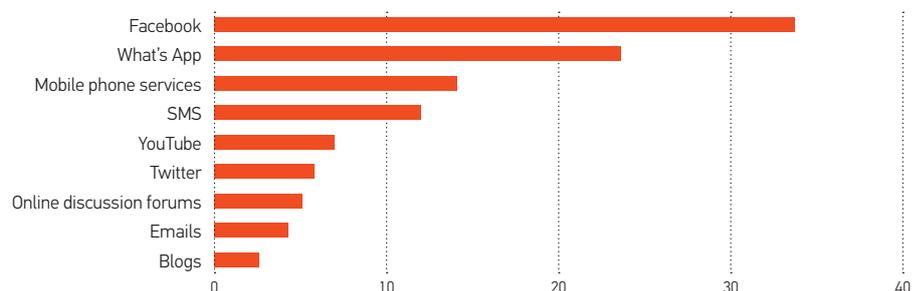
I sometimes or often post news and information about Syria on...

	%	n
Facebook	33.7	573
What's App	23.6	405
Mobile phone services	14.1	235
SMS	12	202
YouTube	7.0	118
Twitter	5.8	97
Online discussion forums	5.1	85
Emails	4.3	72
Blogs	2.6	43

Figure 6

Posting news about Syria – figures in %

I sometimes or often post news and information about Syria on...



²⁶ There are two radio stations with this name: one is Lebanese, based in Beirut. Though belonging to the communist party this station is closer to the Syrian regime than to the opposition. The other one is based in Damascus and runs officially under the RTV umbrella.

²⁷ Here it cannot be determined from the existing data whether these forms of private communication are e.g. used for activism.

Appendix 1

Methodology

Using a survey questionnaire, the study examined the media habits of 2,401 Syrians in Syria as well as in the three countries with the greatest number of displaced Syrians: Lebanon, Jordan and Turkey. Media use has been segmented by current place of residence and various demographic variables. Completion of the questionnaire was accompanied by a researcher to avoid comprehension problems due to varying degrees of literacy among respondents. This approach ensured higher reliability and more complete information. The survey questionnaire comprised 35 closed questions and took approximately 15 minutes to complete face-to-face and 30 minutes to complete on the telephone or via Skype. The questionnaire was conducted in Arabic.

Recruitment of participants

17

The study targeted Syrians between the ages of 18 and 65 who currently live in Syria as well as the Syrian diaspora in Jordan, Lebanon, and Turkey.

Since family or household structures are often upheld inside Syrian refugee camps, a weighted multistage cluster sampling technique was used for recruitment. Multistage cluster sampling is one of the common methods used in refugee camps, especially when it is not possible to use a simple random sample and a sampling frame is not available. Refugee camps are organized into clusters with each cluster containing several “households” (in most cases a family living in a tent or mobile home). First, a random sample of “clusters” from each camp was selected. This was followed by selection of a random sample of “households” from each cluster. Within each household, one person was interviewed following a selection protocol that ensures diversity: the oldest male under 65, then the youngest female above 18, then the youngest male above 18, then the oldest female under 65, and so forth.

In addition to Syrians inside refugee camps, displaced Syrians living outside camps were targeted. These so-called ‘socially invisible communities’ tend to be unregistered and widely dispersed in homes of relatives and friends as well as hotels and privately rented apartments across each country. The best method of recruitment for such a population where no adequate sampling frame or contact lists exist is a snowball sampling technique with multiple entry points. To reduce selection bias, researchers used multiple and diverse entry points, using a small number of links from each entry point. Researchers used their own Syrian contacts as entry points, these included AUB students and faculty, Syrian researchers, students and colleagues who were part of the Media and Digital Literacy Academy of Beirut (MDLAB) network, as well as Syrians who had taken part in the various workshops and activities conducted by the Media Studies program and partner NGOs and CSOs. Additionally, aid organizations (IRC, UNHCR) provided valuable information about potential participants who approach them for registration. Within each family that could be recruited using the method outlined above, the same selection protocol that was used inside refugee camps was implemented to determine the individual to be interviewed.

In addition, 150 respondents were interviewed by phone or Skype with the help of members of the Syrian diaspora in Germany. A snowball sampling method with different entry points was employed to minimize selection bias. The aim was to target Syrians living in the Northern “liberated areas” of the country where no face-to-face interviews could be conducted due to security concerns. Due to bad telephone and internet connections interviews were often interrupted or had to be stopped completely.

Another problem was flagged by inhabitants of the city of Al-Raqqah who named specific cases of censorship due to the ISIS presence. Frequent electricity outages are another problem in this area.

Sample

Syrians aged between 18 and 65 were interviewed during the period of January to February 2014. An overall sample size of 2,401 participants was calculated based on a population of 22.4 million, a 95% confidence interval (CI) and a $\pm 2\%$ sampling error.²⁸ Given that no up-to-date population data on Syria is available and the grave instability in the country at present, the achieved sample cannot be considered representative and thus does not provide accurate information on the reach of media platforms and sources. However, the sample does cover all demographic segments of Syrian society and provides indicative information on the media behavior and preferences of Syrians across different locations. It should however be considered that data collection in some parts of Syria was particularly challenging.

2,192 questionnaires were deemed valid and used for analysis. 40% of respondents are from inside Syria (40%), 28% are from Lebanon, 25% from Jordan, and 8% from Turkey. The final sample (see Table 12, Table 13, Table 14 for details on sample construction) contained 54% males and 46% females. 20 % of respondents live inside refugee camps, 80% live outside a camp (Table 16). More than 60% of respondents are under 34 years old (Table 12). The majority of participants (75%) had no university degree, and almost half had no high school degree. Yet, almost 70% attended school (though in different levels). Interviewers also noted the significant number of illiterate interviewees (Table 13). The figures related to the monthly household income demonstrate that most of the participants live under extremely poor conditions: only 10% make more than 10000 Syrian Pounds per month, approximately 700 US Dollars. 43% of the interviewees live on less than 25,000 Syrian Pounds (175 US Dollars). These income levels are not unusual for a country where minimum wage at the beginning of the conflict was \$212 per month, and median wage stood at around \$255 per month.²⁹

18

Table 12

Age structure

	%	n
18-24	28.5	626
25-34	34.0	746
35-44	17.4	381
45-54	12.0	264
55-65	7.3	159
n/a	0.7	16
	100	2192

Table 13

Educational background (Highest level of education obtained)

	%	n
Less than elementary school	7.2	157
Completed elementary school	15.9	348
Completed middle school	23.4	512
Completed high school or technical education	28.1	616
Completed a university Bachelor's degree	21.3	467
Completed a university graduate degree	3.0	65
n/a	1.2	27
	100	2192

28 The following tables may contain SPSS rounding errors $\pm 1\%$.

29 Hisso, Motz. (2013, August 10). The Poor Get Poorer in Syria. Retrieved from: <http://english.al-akhbar.com/node/16688>

Table 14

Approximate current monthly household income

	%	n
Less than 10.000 SYP/month (\$70 USD)	16.7	365
10.000 - 25.000 SYP/month (\$75-175 USD)	23.2	508
25.001 - 50.000 SYP/month (\$176-350 USD)	26.1	572
50.001 - 10000 SYP/month (\$351-700 USD)	18.2	400
10001 - 200.000 SYP/month (\$701-1400 USD)	6.9	151
200.001 - 400.000 SYP/month (\$1401-2800 USD)	2.2	47
n/a	6.8	149
	100	2192

Table 15 shows respondent's place of residence before the outbreak of the war. The vast majority (80%) was living outside of refugee camps. All Syrian provinces are represented in the sample, with the largest constituency coming from Damascus and its suburbs (rif Dimashq). Looking at those regions where most of the interviewees had lived before the war started, one can summarize: While 90% of the interviewed people from Al-Hasakah and 54% of those originating from Hamah still lived there, only 30 % of the interviewed people from Aleppo, 31 % of the interviewees from Damascus, 24% of the interviewees from Idlib, 1% of the interviewees from Daraa and 7 % of the interviewees from Homs still live in their home region today. Interviewees from Aleppo (35%), Homs (49%) and Damascus (29%) were mainly displaced to Lebanon, interviewees from Daraa (93%) have fled mainly to Jordan and those originating from Idlib (35%) have fled to Turkey. The figures in table 5 give a more general picture of the internal and external displacement of the interviewees and show that not even a third of the participants still live where they lived before the war started.

Table 15

Syrian province you permanently lived in before the war

	%	n
Al-Hasakah	8.9	196
Al-Raqqah	1.4	31
Al-Suwayda	0.5	12
Aleppo	13.1	287
Damascus (including Rif Dimashq)	31.3	686
Daraa	10.9	240
Deir ez-Zor	0.9	20
Hamah	6.2	135
Homs	16.1	353
Idlib	6.4	140
Latakia	2.8	61
Quneitra	0.8	17
Tartus	0.4	8
n/a	0.3	6
	100	2192

Table 16

Current living area

	%	n
In Syria, in the same place I lived before the war	30.2	662
In Syria, in a place different from where I lived before	9.3	204
In Lebanon, inside a refugee camp	6.8	148
In Lebanon, outside a refugee camp	20.3	445
In Jordan, inside a refugee camp	7.9	174
In Jordan, outside a refugee camp	17.0	372
In Turkey, outside a refugee camp	4.3	95
In Turkey, inside a refugee camp	3.5	77
n/a	0.7	15
	100	2192

20

Given the current political climate in Syria and to avoid endangering survey participants and interviewers, the question on trust in media channels and specific news outlets was phrased as open ended, which may have contributed to the low response rates on this question. Open format questioning meant that the classification of “state-media” and “oppositional media” could be avoided in the questionnaire. However, respondents’ tendency to trust state, opposition or foreign media and news outlets can still be deduced from their answers as the named preferred TV channel, radio station, newspaper or website can be categorized in this way retrospectively.

Appendix 2 Figure 7

Further descriptive tables and figures

21

Access to media in current country of residence – figures in %
To which of these media do you have access where you currently live?

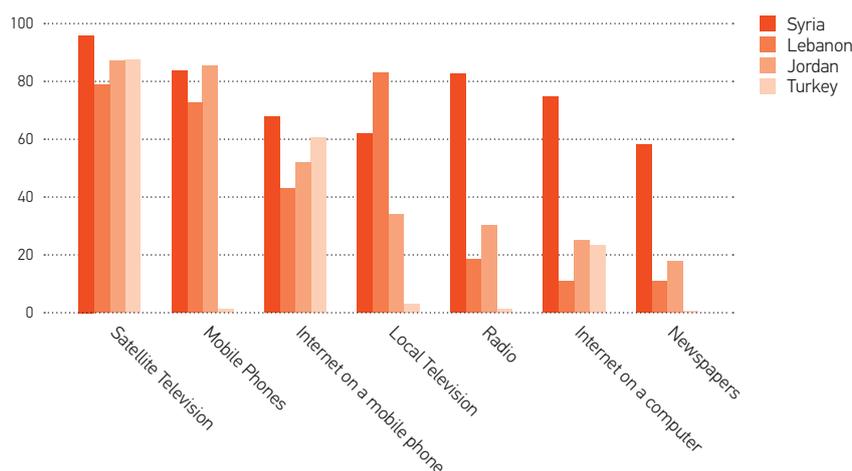


Table 17 Access to satellite TV and educational background

	%	of n
Less than elementary school	76.4	157
Completed elementary school	83.6	348
Completed middle school	86.7	512
Completed high school or technical education	90.7	616
Completed a university Bachelor's degree	94.0	467
Completed a university graduate degree	89.2	65

Table 18 Access to radio and educational background

	%	of n
Less than elementary school	21.0	157
Completed elementary school	25.6	348
Completed middle school	38.1	512
Completed high school or technical education	53.6	616
Completed a university Bachelor's degree	63.0	467
Completed a university graduate degree	64.6	42

Table 19 Access to newspapers and educational background

	%	of n
Less than elementary school	9.6	157
Completed elementary school	14.9	348
Completed middle school	25.8	512
Completed high school or technical education	36.7	616
Completed a university Bachelor's degree	44.3	467
Completed a university graduate degree	50.8	65

Table 20

Access to internet on a computer and educational background

	%	of n
Less than elementary school	8.9	157
Completed elementary school	12.6	348
Completed middle school	24.8	512
Completed high school or technical education	52.1	616
Completed a university Bachelor's degree	70.4	467
Completed a university graduate degree	80.0	65

Table 21

Access to internet on a mobile phone and educational background

	%	of n
Less than elementary school	19.1	157
Completed elementary school	35.6	348
Completed middle school	51.2	512
Completed high school or technical education	65.1	616
Completed a university Bachelor's degree	76.4	467
Completed a university graduate degree	75.4	65

Table 22

Access to internet on a mobile phone and age groups

	%	of n
Less than 18	70.2	47
18-24	72.5	579
25-34	61.9	746
35-44	45.1	381
45-54	32.6	264
More than 55	34.0	159

Table 23

Access to internet on a mobile phone and household income

	%	of n
Less than 10,000 SYP/month (\$70 USD)	39.5	365
10,000 - 25,000 SYP/month (\$75-175 USD)	54.5	508
25,001 - 50,000 SYP/month (\$176-350 USD)	59.3	572
50,001 - 100,000 SYP/month (\$351-700 USD)	68.0	400
100,001 - 200,000 SYP/month (\$701-1400 USD)	72.2	151
200,001 - 400,000 SYP/month (\$1401-2800 USD)	91.5	47

Table 24

Time spent on news per day in current country of residence – figures in % (n)
 When it comes to following news during a typical day, how much time approximately do you spend on the following media?

		Syria (863)	Lebanon (562)	Jordan (527)	Turkey (172)	Total (2124)
Television	0min	5.3	19.9	16.5	7.0	12.1
	30min	15.2	18.9	16.9	14.5	16.5
	1 hour	30.0	20.3	23.1	32.0	25.9
	≥ 2 hours	49.5	40.9	43.5	46.5	45.5
		100	100	100	100	100
		Syria (832)	Lebanon (342)	Jordan (464)	Turkey (172)	Total (1810)
Radio	0min	51.0	83.0	87.9	100	71.2
	30min	27.6	6.1	6.7	-	15.6
	1 hour	12.1	5.8	2.6	-	7.3
	≥ 2 hours	9.3	5.0	2.8	-	5.9
		100	100	100	100	100
		Syria (822)	Lebanon (323)	Jordan (460)	Turkey (172)	Total (1777)
Newspapers	0min	72.1	85.1	93.0	100	82.6
	30min	19.5	7.4	4.1	-	11.4
	1 hour	5.6	5.9	1.3	-	4.0
	≥ 2 hours	2.8	1.5	1.5	-	2.0
		100	100	100	100	100
		Syria (833)	Lebanon (374)	Jordan (477)	Turkey (172)	Total (1856)
Internet	0min	28.5	67.6	50.1	34.3	42.5
	30min	16.7	7.2	9.6	0.6	11.5
	1 hour	20.4	10.4	9.6	16.9	15.3
	≥ 2 hours	34.5	14.7	30.6	48.3	30.8
		100	100	100	100	100
		Syria (773)	Lebanon (416)	Jordan (521)	Turkey (172)	Total (1882)
Mobile Phone	0min	56.7	62.5	37.8	98.8	56.6
	30min	30.1	19.2	23.8	-	23.2
	1 hour	7.2	7.0	12.3	-	7.9
	≥ 2 hours	6.0	11.3	26.1	1.2	12.3
		100	100	100	100	100
		Syria (859)	Lebanon (578)	Jordan (536)	Turkey (172)	Total (2145)
Talking to people	0min	6.5	18.3	15.7	0.6	11.5
	30min	15.4	20.8	13.8	18.6	16.7
	1 hour	24.4	16.8	25.0	43.6	24.1
	≥ 2 hours	53.7	44.1	45.5	37.2	47.7
		100	100	100	100	100

Table 25

Time spent on news per day of the different age groups – figures in % (n)
 When it comes to following news during a typical day, how much time approximately do you spend on the following media?

		18-24 (611)	25-34 (726)	35-44 (370)	45-54 (259)	55-65 (156)	Total (2122)
Tele- vision	0min	16.9	13.9	8.1	6.9	4.5	12.2
	30min	22.6	16.9	13.5	10.0	6.4	16.4
	1 hour	25.9	26.2	25.1	27.4	26.3	26.1
	≥ 2 hours	34.7	43.0	53.2	55.6	62.8	45.4
		100	100	100	100	100	100
		18-24 (543)	25-34 (618)	35-44 (302)	45-54 (221)	55-65 (125)	Total (1809)
Radio	0min	74.0	69.4	70.9	70.6	72.0	71.4
	30min	15.8	15.0	15.2	16.7	14.4	15.5
	1 hour	6.1	7.9	8.9	5.9	7.2	7.2
	≥ 2 hours	4.1	7.6	5.0	6.8	6.4	5.9
		100	100	100	100	100	100
		18-24 (538)	25-34 (599)	35-44 (302)	45-54 (216)	55-65 (120)	Total (1775)
News- papers	0min	86.8	80.1	81.1	82.9	82.5	82.8
	30min	8.2	13.2	12.6	13.0	9.2	11.3
	1 hour	3.3	4.2	4.0	2.8	6.7	3.9
	≥ 2 hours	1.7	2.5	2.3	1.4	1.7	2.0
		100	100	100	100	100	100
		18-24 (567)	25-34 (641)	35-44 (311)	45-54 (216)	55-65 (120)	Total (1855)
Internet	0min	26.6	36.3	54.3	65.3	75.8	42.3
	30min	16.0	9.4	9.3	11.6	5.8	11.4
	1 hour	18.0	17.2	12.9	10.2	8.3	15.3
	≥ 2 hours	39.3	37.1	23.5	13.0	10.0	30.9
		100	100	100	100	100	100
		18-24 (562)	25-34 (640)	35-44 (323)	45-54 (225)	55-65 (129)	Total (1879)
Mobile Phone	0min	53.6	53.6	56.7	64.9	70.5	56.6
	30min	18.7	25.0	27.6	24.0	21.7	23.2
	1 hour	9.6	9.1	5.3	7.6	2.3	7.9
	≥ 2 hours	18.1	12.3	10.5	3.6	5.4	12.2
		100	100	100	100	100	100
		18-24 (618)	25-34 (739)	35-44 (371)	45-54 (258)	55-65 (157)	Total (2143)
Talking to people	0min	12.0	12.7	9.4	11.6	9.6	11.6
	30min	18.1	16.2	15.6	16.3	15.9	16.7
	1 hour	28.3	21.1	22.4	26.7	21.7	24.1
	≥ 2 hours	41.6	49.9	52.6	45.3	52.9	47.6
		100	100	100	100	100	100

Table 26

Time spent on news and educational background – figures in % (n)

When it comes to following news during a typical day, how much time approximately do you spend on the following media?

Television	Less than elementary school (152)	Elementary school (328)	Middle school (499)	High school/technical education (605)	University Bachelor's degree (463)	University graduate degree (65)	Total (2122)
0min	18.4	13.7	13.2	10.4	10.4	6.2	12.0
30min	16.4	17.7	18.0	18.0	13.0	10.8	16.5
1 hour	30.3	24.4	23.8	26.6	25.9	32.3	25.9
≥ 2 hours	34.9	44.2	44.9	45.0	50.8	50.8	45.5
	100	100	100	100	100	100	100
Radio	Less than elementary school (152)	Elementary school (246)	Middle school (396)	High school/technical education (549)	University Bachelor's degree (433)	University graduate degree (62)	Total (1801)
0min	85.2	85.8	75.5	67.6	60.7	64.5	71.2
30min	7.0	6.9	14.1	18.8	19.6	19.4	15.6
1 hour	3.5	4.9	4.3	7.3	12.5	9.7	7.4
≥ 2 hours	4.3	2.4	6.1	6.4	7.2	6.5	5.8
	100	100	100	100	100	100	100
News-papers	Less than elementary school (109)	Elementary school (241)	Middle school (386)	High school/technical education (545)	University Bachelor's degree (429)	University graduate degree (61)	Total (1771)
0min	99.1	93.8	84.7	82.4	73.4	62.3	82.6
30min	-	4.6	9.8	11.6	17.7	23.0	11.4
1 hour	-	1.7	3.6	3.9	5.8	11.5	4.0
≥ 2 hours	0.9	-	1.8	2.2	3.0	3.3	2.0
	100	100	100	100	100	100	100
Internet	Less than elementary school (111)	Elementary school (250)	Middle school (414)	High school/technical education (567)	University Bachelor's degree (447)	University graduate degree (61)	Total (1850)
0min	91.9	78.0	54.6	31.2	16.6	11.5	42.2
30min	2.7	6.0	11.4	13.4	12.8	21.3	11.4
1 hour	0.9	4.0	11.1	18.0	24.2	24.6	15.2
≥ 2 hours	4.5	12.0	22.9	37.4	46.5	42.6	31.1
	100	100	100	100	100	100	100

Mobile Phone	Less than elementary school (131)	Elementary school (287)	Middle school (434)	High school/technical education (538)	University Bachelor's degree (422)	University graduate degree (60)	Total (1872)
0min	78.6	60.6	51.8	57.1	50.9	60.0	56.6
30min	16.8	20.9	27.9	21.6	23.2	26.7	23.1
1 hour	1.5	7.7	6.0	8.7	11.4	3.3	7.9
≥ 2 hours	3.1	10.8	14.3	12.6	14.5	10.0	12.4
	100	100	100	100	100	100	100

Talking to people	Less than elementary school (152)	Elementary school (338)	Middle school (506)	High school/technical education (613)	University Bachelor's degree (461)	University graduate degree (64)	Total (2134)
0min	20.4	13.6	13.2	9.3	7.6	17.2	11.6
30min	21.7	18.6	17.6	14.8	14.5	21.9	16.7
1 hour	23.0	23.1	21.5	25.3	25.4	25.0	23.9
≥ 2 hours	34.9	44.7	47.6	50.6	52.5	35.9	47.8
	100	100	100	100	100	100	100

Figure 8

Most followed TV news source

Which TV news source about Syria do you follow the most?

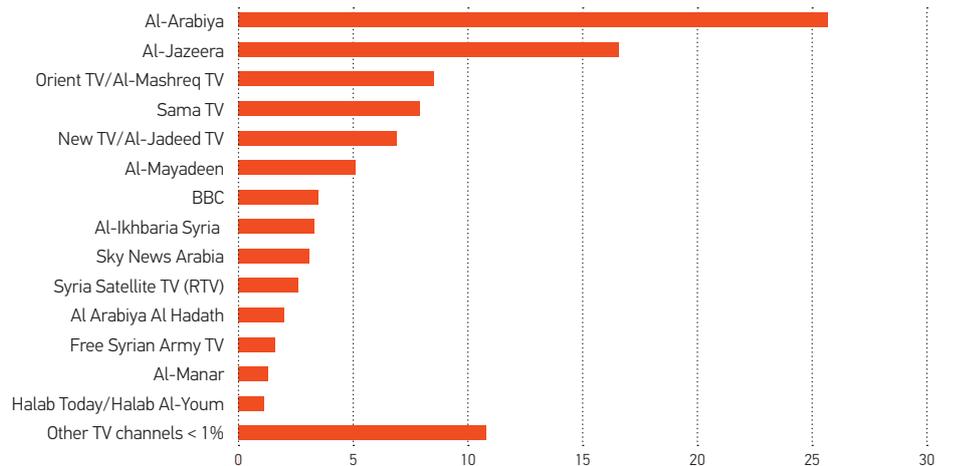


Table 27

Most trusted TV news source – figures in % (n)
Which TV news source about Syria do you trust the most?

	%	n
Al-Arabiya	22.6	405
Al-Jazeera	15.5	278
Orient TV/Al-Mashreq TV	9.8	176
Al-Mayadeen	7.4	133
New TV/Al-Jadeed TV	6.1	109
Sama TV	5.4	97
BBC	5.0	90
Al-Ikhbaria Syria	3.8	68
Sky News Arabia	3.2	58
Syria Satellite TV (RTV)	2.7	48
Al Arabiya Al Hadath	2.1	37
Free Syrian Army TV	1.8	32
Al-Manar	1.7	30
France 24	1.6	28
Halab Today/Halab Al-Youm	1.5	26
Russia Today	1.2	22
Other TV channels < 1%	8.7	158
	100	1793

27

Table 28

Most followed TV news source in current country of residence – figures in % (n)
Which TV news source about Syria do you follow the most?

	Syria	Lebanon	Jordan	Turkey	Total
Al-Arabiya	19.5	27.1	42.7	3.7	25.7 (503)
Al-Jazeera	11.7	13.4	24.6	27.2	16.6 (324)
Orient TV/Al-Mashreq TV	4.8	5.9	8.2	36.4	8.5 (167)
Al-Mayadeen	16.0	3.3	1.3	-	7.9 (154)
New TV/Al-Jadeed TV	3.1	21.6	0.6	-	6.9 (135)
Sama TV	8.6	5.1	0.8	-	5.1 (100)
BBC	6.5	0.8	0.4	5.6	3.5 (69)
Al-Ikhbaria Syria	5.3	2.2	1.7	0.6	3.3 (64)
Sky News Arabia	5.7	-	1.1	4.9	3.1 (60)
Syria Satellite TV (RTV)	3.8	2.4	1.7	-	2.6 (51)
Al-Manar	0.8	1.4	2.5	8.0	2.0 (39)
France 24	-	1.2	4.6	1.9	1.6 (31)
Halab Today/Halab Al-Youm	1.0	3.5	-	-	1.3 (25)
Russia Today	-	1.8	0.4	6.2	1.1 (21)
Other TV channels < 1%	13.2	10.3	9.4	5.5	10.8 (211)
	100	100	100	100	100 (1954)

Table 30

Posting news about Syria and educational level – figures in % (n)
How often do you post news and information about Syria on the following media?

Facebook	Less than elementary school (87)	Elementary school (207)	Middle school (362)	High school/technical education (536)	University Bachelor's degree (429)	University graduate degree (63)	Total (1684)
Never	93.1	86.0	71.3	50.4	36.1	57.1	58.1
Rarely	2.3	3.4	5.8	10.3	10.3	12.7	8.1
Sometimes	3.4	5.3	10.5	20.5	27.0	12.7	17.0
Often	1.1	5.3	12.4	18.8	26.6	17.5	16.8
	100	100	100	100	100	100	100

What's App	Less than elementary school (89)	Elementary school (212)	Middle school (372)	High school/technical education (536)	University Bachelor's degree (424)	University graduate degree (64)	Total (1697)
Never	88.8	82.5	72.6	65.3	56.4	70.3	68.2
Rarely	4.5	6.6	4.8	7.1	12.7	15.6	8.1
Sometimes	2.2	5.2	11.3	16.6	19.1	7.8	13.6
Often	4.5	5.7	11.3	11.0	11.8	6.3	10.1
	100	100	100	100	100	100	100

Mobile Phone Services	Less than elementary school (87)	Elementary school (202)	Middle school (356)	High school/technical education (528)	University Bachelor's degree (417)	University graduate degree (63)	Total (1653)
Never	95.4	90.1	82.9	78.6	78.4	85.7	82.0
Rarely	4.6	3.0	2.5	4.9	3.8	3.2	3.8
Sometimes	-	5.4	7.0	11.9	12.5	6.3	9.4
Often	-	1.5	7.6	4.5	5.3	4.8	4.8
	100	100	100	100	100	100	100

SMS	Less than elementary school (88)	Elementary school (206)	Middle school (364)	High school/technical education (530)	University Bachelor's degree (418)	University graduate degree (62)	Total (1668)
Never	96.6	93.7	79.4	74.9	77.3	79.0	80.1
Rarely	2.3	2.4	6.6	10.0	10.3	9.7	8.0
Sometimes	1.1	3.4	9.6	10.9	10.0	11.3	9.0
Often	-	0.5	4.4	4.2	2.4	-	2.9
	100	100	100	100	100	100	100

Table 31

Access to media in government controlled / stable areas (Damascus, Hamah, etc.)
Income & Use of news sources (>30 min), in government controlled / stable areas
(Damascus, Hamah, etc.), n=319

	Less than 10.000 SYP/ month (\$70 USD) n=23		10.000 - 25.000 SYP/ month (\$75-175 USD) n=97		25.001 - 50.000 SYP/ month (\$176-350 USD) n=90	
	Access	Use	Access	Use	Access	Use
TV (satellite)	91.3	100 ^{30*}	94.8	93.8	94.4	96.7*
TV (local)	78.3		71.1		77.8	
Radio	78.3	47.8	91.8	51.5	92.2	64
Press	69.6	17.4	86.6	51.5	92.2	47.8
Mobile phones	87	52.2	94.8	42.3	94.4	41.1
Internet (mobile)	73.9	69.6	68	73.2*	75.6	76.7*
Internet (computer)	69.6	78.3*	81.4	90.7*	85.6	96.7*

	50.001 - 100.000 SYP/ month (\$351-700 USD) n=61		100.001 - 200.000 SYP/ month (\$701-1400 USD) n=33		200.001 - 400.000 SYP/ month (\$1401-2800 USD) n=15	
	Access	Use	Access	Use	Access	Use
TV (satellite)	98.4	95.1	100	90.9	100	100
TV (local)	93.4		93.9		93.3	
Radio	98.4	58.3	93.9	45.5	86.7	26.7
Press	95.1	41	93.9	27.3	86.7	46.7
Mobile phones	96.7	32.8	97	36.4	93.3	33.3
Internet (mobile)	86.9	80.3	97	84.8	93.3	100*
Internet (computer)	96.7	88.5	100	93.9	100	93.3

30

30 Where use exceeds access we suspect interviewer error – this incidents are marked by *.

Table 32

Access to media in government controlled / stable areas (Damascus, Hamah, etc.)
Education & Use of news sources (>30 min), in government controlled / stable areas
(Damascus, Hamah, etc.), n=323

	Less than elementary school ³¹ n=7		Completed elementary school n=21		Completed middle school n=55	
	Access	Use	Access	Use	Access	Use
TV (satellite)	100	100	100	100	96.4	98.2
TV (local)	85.7		85.7		81.8	
Radio	85.7	42.9	90.5	38.1	92.7	65.5
Press	85.7	-	85.7	28.6	90.9	50.9
Mobile phones	100	-	95.2	28.6	96.4	58.2
Internet (mobile)	85.7	-	71.4	33.3	67.3	80*
Internet (computer)	85.7	100*	81	100*	81.8	92.7*
	Completed high school or technical education n=116		Completed a university Bachelor's degree n=103		Completed a university graduate degree) n=21	
	Access	Use	Access	Use	Access	Use
TV (satellite)	97.4	94.8	93.2	91.3	95.2	95.2
TV (local)	78.4		82.5		90.5	
Radio	91.4	48.3	94.2	59.8	90.5	45
Press	88.8	32.8	89.3	50.5	90.5	61.9
Mobile phones	94	39.7	95.1	35.9	90.5	19
Internet (mobile)	77.6	80.2*	86.4	86.4	90.5	90.5
Internet (computer)	87.9	88.8*	92.2	92.2	95.2	90.5
	Total n=323					
TV (satellite)	96					
TV (local)	81.7					
Radio	92.3					
Press	89.2					
Mobile phones	94.7					
Internet (mobile)	79.3					
Internet (computer)	88.2					

31

Table 33

Access to media in government controlled / stable areas (Damascus, Hamah, etc.)
Gender & Use of news sources (>30 min), in government controlled / stable areas
(Damascus, Hamah, etc.), n=326

	Male n=159		Female n=167		Total n=326
	Access	Use	Access	Use	
TV (satellite)	96.2	95.0	95.8	94.6	96.0
TV (local)	79.2		83.8		81.6
Radio	91.2	48.7	93.4	59.0	92.3
Press	88.1	44.0	90.4	42.5	89.3
Mobile phones	95.0	36.5	94.6	41.9	94.8
Internet (mobile)	73.0	74.2*	84.4	81.4	78.8
Internet (computer)	87.4	94.3*	88.0	88.6*	87.7

31 No analysis possible for the lowest educational segment (less than elementary school) (n=7).

Only indicatory analysis possible for next lowest educational segment (completed elementary school) (n=21).

No analysis possible for the highest level of education (completed a university graduate degree) (n=7).

With rising educational level people become more likely to access the internet through their mobile phone – access through a computer also rises with level of education.

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