

The GCC Youth Attitudes towards News Ticker as a Source of News Attitude

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Abstract

This study aims to identify the extent of reliance of young “students of information and communication” in the Gulf Cooperation Council (GCC) countries on the news ticker of satellite channels as a source of news. The under screen moving news ticker is considered as one of the most important news service provided by television. It is a service offered continuously on the screen which summarizes news within specific words, including some details in a comprehensive manner, regarding place and time of occurrence, people involved, the effects there of, the circumstances surrounded by- in order to serve people who do not have time to follow the news, and to motivate them to follow up the details in the next news bulletin. This kind of news service was not adequately studied to figure out the benefit received from it to develop it, though the TV relies on, and is eager to know the public opinion, and their extent of reliance on this service to get news. Results showed that (84.8%) of information and communication students rely on the news ticker as a source of news; and there are significant statistical differences between the extent of respondents’ reliance on the news ticker as a source of news and their scientific specialization in information and communication. The calculated value of chi-square (χ^2) was (20, 058) which is statistically significant at the probability level of = (0,000).

Keywords: news ticker, news credibility, media reliance theory, university students in the states of Gulf Cooperation Council (GCC)

Introduction

Media play a crucial role in contemporary societies; it is a means of communication and understanding between peoples, and a tool for information transfer, especially after having modern techniques capable of transferring this information immediately after receiving it from its source at the moment it occurs. (Awad, 2000).

Satellite channels are considered an important part of the media system. They are divided and many of them become specialized in a particular area or a specific service. News is considered an important and fundamental part of the content elements presented by different radio and television stations, with which news has been associated since their establishment. News developed with these stations; nowadays, rivalry among satellite channels increased to attract the public, which is a key element in the information process. Satellite news channels focused on providing direct news service to viewers by showing a moving tape at the screen bottom, which shows major political, economic and sports news items and others, in addition to weather conditions, temperatures and stock prices. This is done in the context of competition to attract the public. (Al Shihhi, 2014)

The news ticker, which is displayed at the screen bottom, is shown in a different color and contains concise news and information through which the viewer understands the news in general, without precise details. The news sticker may be one or more depending on the nature of the channel. It provides the public with instant information which remains for a period of time and allows the public to quickly follow-up while watching some other programs. The news ticker is looked at as global television news service, which allows the viewer to get a quick overview of the latest news. Our world, however, is described today as the era of speed; this is due to the enormous development that has occurred in the communication systems and messages to the extent that developments were described as "information revolution". Experts call it the era of information revolution, or the era of news and image, or the era of computer and technology. (Ismail, 2010).

Due to the importance of this news service provided by most satellite news and variety channels, the researcher decided to conduct a study to find out the extent of reliance by young specialists in information and communication department on the news ticker as a source of news in the Arab Gulf.

Problem of the Study

In recent years, an observer of the satellite channels can notice an increase in the competition to attract the public attention, as these channels present the best service to keep them abreast with the daily information needed. Part of these services is placing continuously moving news ticker at the screen bottom, which summarizes comprehensively the news in about ten words, including some details regarding news location, time of occurrence, those involved, the resulting effects and the surrounding circumstances, in order to serve people who do not have time to follow up news, or unable to do so because of their work nature, and to motivate them to follow up the news in details in the next news bulletin.

The researcher also noticed that this type of news service was not studied in a way which may reflect its value and suggest ways of developing it, despite the importance of such studies for channels which are keen to recognize the public opinion; and the extent of reliance on this service to get information; thus the researcher realized the importance of studying the news ticker to find out the young people represented by the information and communication students' reliance on the news ticker as their source of news, and gratification of cognitive needs and interests. The problem of the study focused on answering the following question: *To what extent do young students of information and communication in the (GCC) countries rely on the news ticker on satellite channels as a source of news?*

Importance of the Study

The study importance stems from the topic as a new term in the news and the basic motives of thinking about the news ticker as a phenomenon under study, which is looked at as a pivotal input entrance dominating the research project. (Ismail, 2010)

The Importance of the study is summarized in the following

- The importance of the subject itself, as this news service connects the viewer with what is going on around the clock, of local and international events.
- This study tracks the diversity process of drafting news ticker, and the space it occupies, to access in the optimal way to show the news ticker.
- The importance of the study population represented by student specialist in information and communication, and their exposure to news ticker.

Objectives of the Study

Through this study, the researcher intends to achieve a number of objectives:

- 1.To identify the most important channels watched by respondents and to rank order channels of the study accordingly.
- 2.To identify the interest of the study sample represented in the information and communication students, in following up the news ticker on the satellite channels.
- 3.To determine the relationship between following up news ticker, and subsequent news bulletins presented by the same channel.
4. To find out the sample degree of reliance on the news ticker as a source of news.

Questions of the Study

To achieve the objectives of the study, the researcher formed a number of questions, as follows:

- 1.To what extent do the public follow up a news ticker which appears on satellite channels?
- 2.What is the appropriate time the news ticker needs to run on the screen for a complete round?
- 3.What is the importance of disclosing the news source in the news ticker on the satellite channels?
- 4.How much is the period in which the audience watch the news ticker on the satellite channels?
- 5.What sort of news is the public interested in watching on the news ticker?
- 6.What factors encourage the public to follow the news ticker?
- 7.To what extent does the news ticker motivate the public to follow up news programs?
8. To extent does the public rely on news sticker as source of news?
- 9.What are the reasons for the public reliance on news ticker as a source of news?
- 10.What is the impact of the public watching the news ticker on following up a specific satellite channel?

11. To what extent do the public depend on the news ticker in decision-making related to public affairs?

Hypotheses of the Study

1. There is correlation between channel credibility, and reliance of the public on satellite channels in satisfying their cognitive needs.
2. There are significant statistical differences between the public follow up of news ticker and their scientific specialization.
3. There are significant statistical differences between the public's reliance on the news ticker as a source of news, and their scientific specialization
4. There is a direct correlation between scientific specialization and watching news ticker.
5. There are significant statistical differences between the public duration of watching news ticker and gender variable.
6. There are significant statistical differences between the public duration of watching news ticker and their scientific specialization.
7. There are significant statistical differences between the public reaction at broadcasting news of interest, and the importance of news source in the news ticker.

Review of Related Studies

1. This paper reports a study entitled “How GCC University Students Get Local News and Information” by (Areshi M, Ziani A, Gunter, B, 2014). With the expansion of pan-Arab news services, especially via satellite TV channels, concern has grown that these well-resourced news operations have pulled audiences away from local news suppliers. New research reported here indicates that there is still an appetite for local news and that even young people – who have displayed the greatest enthusiasm for the newer services – will tune into local news services both online and offline. Local services may represent niche markets and cater to specific news interests that have prevailed despite the popularity of pan-Arab news services. 1221 media and communication students completed a survey, reporting how and where they get their news in different GCC regions. The research found that most respondents followed what was happening in their local communities and that their news consumption could be quite varied. Rather than relying on one or two main sources of local news, most respondents reportedly used a wide variety of online and non-online sources depending on which local topic they were seeking information about.

2. (Ziani, et al, 2014) did a research on the “Young adults’ perceptions of satellite TV news services in Bahrain”. The study investigates the relationship between university students’ consumption of satellite TV news services and their perceptions of news issues. It examined students’ general news consumption habits and their motives for the choices they make as well as the gratifications they obtain. A survey was administered to a random sample of 325 university students to determine the varying gratifications associated with satellite TV. The findings showed that time spent watching local TV channels was affected by the use of international TV services. Respondents received fewer programs than they desired from local TV. The data also revealed that entertainment and surveillance needs were the most important gratifications obtained from satellite TV. Interestingly, students have abandoned Al Jazeera TV programs in favor of other TV services. These findings are discussed in relation to the growing impact of satellite TV services and the emergence of new niche markets in news in Bahrain.

3. Al Quraini, (2013) conducted a study entitled “The role of satellite channels in supplying the Saudi audience with information about external events”

In this study the researcher sought to apply the knowledge gap theory on satellite channels, and their role in supplying the Saudi public with information about external events, and the study included measuring knowledge gap resulting from exposure to space channels application regarding external events. This study aims to identify the role played by the Satellite TV in providing the Saudi public with information about external events. The researcher used the descriptive approach to describe, interpret and identify circumstances and relationships that exist between facts. The study findings are : watching the MBC channel ranked first among other space channels by (59.5%) , The second came Al-Arabiya by (45.5%), and the third channel was Iqra’(Read) by (43.5%), in the fourth place came Al-Jazeera by (41.75%), and finally Al-Jazeera Sports came in the fifth place by (37%).

4. (Shehhi, 2014) conducted a study on “The UAE audience reliance on the news ticker as a source of news and information.” This study aims to find out the public degree of reliance on the news ticker as a form of news service presented by satellite channels, as a source of knowing the most important news, in addition to recognizing the effects of cognitive, emotional, behavioral outcomes resulting from this reliance. The study adopts the survey method, which is used to study the public individuals of media, and to know their opinions and the psychological and social effects of media on the members of this audience. The study also focuses on the analytical survey in order to find out the correlation relationships between variables.

The most important results of this study showed a high exposure of public for rapid news service, including, news headlines and news tickers. Results also show a high proportion of those who consider news ticker an essential source of news.

Theory of the Study

News Credibility

In the field of mass communication, credibility was originally defined as the audience attitudes toward perceptions of sources of information in the mass media (e.g., Hovland, (Janis & Kelley, 1998). Gunther (1992) argues, however, that credibility is a relational variable based on audience response and not an attribute of the message source per se. In other words, it's the audience's perception of the source that matters rather than the source itself. Gunther (1992, p 152) also posits that involvement with a topic or issue is a better predictor of perceived credibility, providing evidence that “a person's involvement in situations, issues, or groups show the greatest explanatory power” in how people assign credibility judgments. Bracken (2006, p 723) agrees, suggesting that the source of credibility is “the amount of believability attributed to a source of information (either a medium or an individual) by the receivers”.

According to *McQuail (2005, p 509)*, the extent to which people find a source credible contributes to news learning effects. “Some trust is essential for a news source to be effective, although there is plenty of evidence that people do habitually pay attention to media sources that they do not trust”. Indeed, a number of surveys have shown a clear distinction between more trusted and a less trusted television station. Gaziano and McGrath (1987), who developed a 12-item news credibility index that includes trustworthiness, bias, accuracy, fairness, and community relations, later found that credibility had more to do with perceived fairness, lack of bias, and good faith rather than perceived accuracy or reliability of the information itself. “Relevant component was the [audience's] perception of the medium as having the interest of the public at heart” (*as cited in McQuail, 2005, p. 509*).

How the public perceives the credibility of specific television programs has long been of interest to communication researchers (e.g., *McCroskey & Jenson, 1981; Newhagen & Nass, 1989; Sargent, 1965*). The general trend of research results is that audiences rate their primary source of news as credible (e.g., *Johnson & Kaye, 1998; Sundar, 1998*). Markham (1968), in an experiment, examined the credibility of television news anchors and found several distinct dimensions of credibility. Like Gunther (1992, p 160), he observed that source of credibility may also “be influenced by audiences' sensations of ‘presence’ or at least by the level of immersion they experience while viewing the program”. Other researchers have argued that viewers find programs with low professional and technical qualities and those that feature too many sensational stories as not credible at all.

Media Dependency Theory

Why people choose a news channel or a program over another may also be partly explained by the tenets of the media dependency theory.

Dependency, according to Ball-Rokeach and DeFleur (1976, p6), is “a relationship in which the satisfaction of needs or the attainment of goals by one party is contingent upon the resources of another party”. In this case, it specifically refers to the satisfaction of audience needs or the attainment of their goals that is contingent upon the information resources of the mass media.

Although many scholars regard media dependency theory as an extension of uses and Gratifications, (Blumler and Katz, 1974), there are two key differences between these two theoretical frameworks. The first is that media dependency looks at audience goals as the origin of the dependency, while uses and gratifications emphasizes audiences' needs, most of which are intangible and unpredictable, as the major motivation. Second, in dependency theory, the interrelationships between audience, media and society are the focal point of analysis.

Ball-Rokeach and DeFleur (1976, p 6) put forward three major needs that strengthen people's dependency on the media: "(1) the need to understand the world, (2) the need to act meaningfully and effectively in that world, and (3) the desire to escape from the anxieties and tensions of reality". They suggest that the cognitive, affective and behavioral effects of media exposure will be heightened if the message is more central to people's needs, especially when there is a high degree of social instability due to rapid change and conflict. With limited time to digest large volumes of information, active audiences are likely to be dependent on the media that can supply the central messages.

The axioms of media dependency had been widely employed as independent variables to explain selective exposure to certain media, but they cannot fully explain the determinants or antecedents of those dependencies. To fill this research gap, Ball-Rokeach in 1985 set out to identify the origins of individual media system dependency. She proposed factors that fall under three broad categories: those with historical/structural origins, individual origins, and social/environmental origins.

Historical/structural origins: In modern society, information is regarded as power.

Shifts in power usually involve shifts in who controls and enjoys the rights to access and disseminate information. As Kellner (1981) said, information control goes along with political and economic control, and such control plays "a genetic role" in individuals' dependency (Ball-Rokeach, 1985, p. 486). Individuals are born into societies where the media system has a range of communication roles. From this perspective, individuals are prompted to depend on the information supplied by the media system to be oriented to and to navigate their way through modern political-economic systems (Ball-Rokeach, 1985).

Individual origins: Factors that lead to dependency with individual origins refer to

Personal goals or human motivations brought about by individual ideologies, perspectives, knowledge, personality, and experience. Some elements of (Ball-Rokeach's (1985, p 495) individual media dependencies do overlap with factors that have structural and/or environmental origins because personal motivations are difficult to detach from an individual's social environment. In short, a person's goals are functional results of historical and social environmental factors.

Individual motivations are said to strengthen personal growth and development and are determined by the individual's unique situation. For this reason, individual origins especially point to "self-maintenance" and "self-growth." According to Ball-Rokeach, one significant individual dependency is to "keep in touch with the world" (p. 496).

Social/environmental origins: The social environment can either change or confirm an individual's goals and motivations so that the individual's media dependencies are affected. Within one's social environment are problems that involve conflict and change, all of which share the same basic features—unpredictability and ambiguity (Ball-Rokeach, 1985, p 498). Under unpredictable and ambiguous social situations, people are likely to suffer both "cognitive and affective discomfort. The degree of this discomfort should vary with the importance of those environs for individual and collective welfare". To ease this discomfort, people seek information from—and will be highly dependent on—whatever resources are available and useful. Among such resources are the mass media that have assumed accountability for providing information and expert interpretation of events and issues beyond interpersonal interactions.

Methodology of the Study

This descriptive study requires describing and analyzing a phenomenon. As methodology is a set of rules and procedures upon which the researcher depends as tools for dealing with data and information through observation, description, analysis, and interpretation to access results, (Hizan, 2004). The descriptive method is the most suitable approach for this type of studies; therefore, the researcher used the following:

Instruments of Data Collection

The Questionnaire: It is a form which contains many questions subject to validity and reliability standard. It aims to clarify the views of the respondents about media phenomenon. The questionnaire was designed to include a series of questions along with proposed answers presented to the respondent, with the possibility of putting an answer, or a special note.

Sample of the Study

Because of the large study population which includes more than 19 universities with departments and faculties of media and communication in the (GCC) countries, the researcher limited the study sample to media and communication students at the public universities of six countries (Saudi Arabia, Kuwait, Muscat& Oman, Qatar, United Arab Emirates and Bahrain) and by using the available sample style, 747 students responded.

Instrument Validity and Reliability: to ensure validity of the instrument, the researcher submitted it to a number of media and sociology professors who expressed a number of notes. To measure reliability of the questionnaire, the researcher used the test and re-test method on a random sample of (15) individuals to measure the answers reliability. After a week, the researcher distributed the questionnaire on the same sample, in order to figure out the consistency and coherence between answers in the first and second time. Based on this data, the researcher calculated reliability according to (Cooper) equation and the value of reliability coefficient was (0.95) which is a high result and proves the questionnaire validity.

Statistical Methods

To achieve the objectives of the study, and to analyze the data collected many appropriate statistical methods were used through the statistical package for social sciences (SPSS). Following is a set of statistical methods the researcher used: simple frequency tables, correlation coefficient, and probability level of alpha (α) and chi square.

Results of the Field Study

The researcher displays at this part the results of the field study conducted on (747) individuals as a sample of media and communication students in the Gulf Cooperation Council (GCC) countries.

Sample Description

Type

Table No. (1): Shows Distribution of the Sample According to Gender, and Specialization

Categories & Frequencies Variable	Categories	Total	%
Gender	Male	346	%46.3
	Female	401	%53.7
	Total	747	%100
Specialization	Press	492	%65.8
	Public Relations and Advertisement	165	%22
	Radio and TV	90	%12
	Total	747	%100

The frequency and relative distribution table of the study sample shows that males represent (46.3%) and females are (53.7%). This may be due to the fact that media and communication female students in the GCC countries are more because females in the six (GCC) countries are more than males.

The table above shows that the highest percentage in the media specialty was press by (65.8%), and public relations and advertising by (22%); and radio and television specialty reached a percentage of (12%) of the sample size. One can notice that press specialty is the highest percentage as it is one of the oldest major in the media departments of the (GCC) countries.

Respondents Watching Satellite Channel News

Results of the study indicate that students of media and communication sample, who (always) watch satellite news channels are (51%), followed by those who (sometimes) watch by (47.8%), while the percentage of those who (rarely) watch is (1.2%). Hence, all respondents are watching satellite news channels, but with varying degrees. These results are consistent with the study of (Al-Zayani, 2014) in which the number of Bahraini students who watch news channels was 85.9%.

Order of Space Channels According to their Importance to Respondents

Table No. 2: Shows the Order of Space Channels According to their Importance to Respondents

Expected Rank Channels	1st	2 nd	3rd	4th	5th	6th	7th	Expected Rank		
	Total	Total	Total	Total	Total	Total	Total	Total of Expected Rank by points	%	Final Expected Rank by points
Al-Arabiya	354	99	18	24	33	51	99	1386	22.1%	1
Al Jazeera	69	201	15	39	72	114	114	1048	16.7%	2
BBC Arabic	156	87	42	90	93	114	114	1047	16.7%	2
Free US	48	123	42	90	114	102	117	877	14%	3
French 24	51	105	39	108	108	108	108	841	13.4%	4
Al Mayadeen	33	63	15	135	144	102	114	768	12.3%	5
Russia Today	16	12	279	24	24	24	18	299	0.5%	6
Others	/	/	/	/	/	/	/	/	0%	/
Total of Expected weights								6266	100.0%	

The table above shows that (Al-Arabiya) channel came first, in terms of respondents’ order of the most important channels by (22.1%), whereas Aljazeera and (BBC Arabic) came in the second place by (16.7%) for each of them. The (US Al Hurrah) channel ranked third by (14%) , while in the fourth place came France 24 channel by (13%), followed by the (Lebanese Al Mayadeen) channel in the fifth place by (12%), then(Russia Today) channel ranked sixth by (0.5%). These results are consistent with the findings of (Quraini 2013) study which showed that Al-Arabiya channel obtained the highest percentage of (49.2%). These results also agree with the study of (Zayani 2014) in which Arabiya channel got (81.7%), followed by the BBC by (65.8%) and Al-Jazeera by (41.7%), in addition to (Shehhi ,2014) study which shows that Al-Arabiya channel was ranked first by (74.8%) and Al-Jazeera in the second place by (72.9%) of the UAE audience. One can notice the decline in the status of Al Jazeera as a favorite channel for the Gulf audience since 2011, because Al Jazeera's coverage of some events in the region did not receive acceptance of the Gulf people.

Respondents’ Follow-up of News Ticker

The results showed that (53.8) of the respondents (always) follow the news ticker which appears on satellite news channels ,followed by those who (sometimes) watch it by (41%), while those who (rarely) watch it were (5.2%) When adding the first option to the second, the ratio becomes 95%. This high percentage reflects the sample interest in following-up news ticker and gives a clear indication of its importance. This is, however, one of the objectives of the study which focuses on the sample interest in following -up news ticker, and serves satellite channels by making them know the extent of particular audience follow-up of this service so as to focus on improving news ticker.

The Relationship between the Respondents’ extent of Following-Up News Appearing on news Ticker and Gender

Table No. (3): The Relationship between the Respondents’ Degree of Following –Up and Gender

Gender	Males		Females		Total	
	Total	%	Total	%	Total	%
News Follow up						
Always	191	55	211	22.2	402	53.8
Sometimes	138	40,8	168	44,4	306	41
Rarely	17	4,2	22	33.0	39	5,2
Total	346	100	401	100	747	100

Chi square=15,894

Degree of Freedom=02

Probability Level =0.000

Table 3 shows the relationship between the respondents' follow-up of news that appear in the news ticker and gender. It can be noticed from the table above that chi square calculated value is equal to (15, 894), which is statistically significant because probability level is equal to (0.000), and it is less than the significance level of (0.05) adopted by the study. It is noticed that males' percentage who (always) follow news ticker form (55%), while females' percentage who (sometimes) watch the news ticker rises to (44.4%). This indicates that males' follow-up the news ticker more than females. This means that there are significant statistical differences among those who follow-up news ticker attributed to their gender.

The Relationship between the Respondents' Degree of follow-up of news that Appears on the News Ticker and Specialization

Table (4): Shows the Relationship between Respondents' Follow-Up of News Ticker and Specialization

Specialization News Follow up	Press		Public Relations and Advertising		Radio & TV		Total	
	Total	%	Total	%	Total	%	Total	%
Always	201	60	135	57,9	65	53,8	401	53,8
Sometimes	274	36,7	23	37,2	10	41	306	41
Rarely	17	3,3	7	4,9	15	5,2	39	5,2
Total	492	100	165	100	90	100	747	100

Chi square=7,092 Degree of Freedom=04 Probability Level =0,131

Table 4 shows the relationship between the respondents' follow-up of news that appear in the news ticker and their specialization. It can be noticed from the table above that chi square calculated value is equal to (7,092), which is not statistically significant because probability level is equal to (0.131). This indicates that there are no significant statistical differences among those who follow-up news ticker attributed to their specialization. Despite the lack of a clear indication, the proportion of those who watch news ticker of press specialty was (60%), the public relations and advertising was (57.9%) and radio and television was (38.2%). The radio and television ratio of (sometimes) was amounted to (54, 5%); public relations and advertising was (37.2%), and press was (36.7%). This is a reversal process from which one can conclude that: (whenever specialization is linked with the respondents' editing news, their watching of the news ticker gets less), depending on their specialization in the field of media, as reported in table 4.

News Ticker Motivates Respondents to Follow-Up News Programs

Results of the study show that two-thirds of respondents, or (66.3%) are (sometimes) motivated by news ticker to follow up news programs, while those who are (always) motivated by the news ticker are (24.5%) and those who are (not) motivated by the news ticker are (9.2%).

These percentages show the relationship between watching new sticker and following -up subsequent news bulletins, as the percentage of those motivated by the news ticker of the first and second options is equal to (91%). This finding shows the impact of following-up news ticker on the following-up of subsequent news bulletins on the respondents favored satellite channel.

Respondents' Sufficiency of Following Up News Ticker without other News Programs

Results indicate that the percentage of those who do not just follow up news ticker without other news programs were (48.6%), while (46.2%) of the sample are (sometimes) content to follow up the news ticker without watching other news programs, and (5.2%) are (always) content to follow up news ticker without the other news programs. This weak rate means that there is a clear relationship between the sample's interest in the news ticker and following up other news programs. This is consistent with the findings of the (Al-Shehhi, 2013) study which showed that (76.8%) do not just follow-up news ticker, but they also follow-up news bulletins for more details. This study findings are also consistent with the results of a (Arish, 2014) study which showed that (77.6%) of the young people in the GCC countries are keen on following up news bulletins for news details after following-up news ticker.

Reasons for the Respondents Content to Follow Up News Ticker without other News Programs

The study data indicate that the most important reasons that made respondents content to follow up the news ticker without other news programs are :(the presence of adequate summary of news in the news ticker) by (36.7%), followed by (you do not have time) by (31.2%), While (reading news ticker while following up other programs) came by (18%), and (do not follow up news programs and content with knowing the news in general) by (10.2%).The lowest percentage (4%) went to (just a habit) . This content does not mean a lack of motivations as most respondents are motivated by the news ticker, for the reasons already mentioned, while the reasons for showing sufficiency appear through the table.

Respondents’ Reliance on the News Ticker as a Source of News

Results of the study indicate that two- thirds, or (63.5%) of respondents rely (to some extent) on news ticker as source of news; while the proportion of respondents who (largely) rely on the news ticker as a source of news was (21.3%). Those who relied on the news ticker to a (little extent) were (15.3%). One of the pillars of relying on the media theory is the individuals ‘quest to get information sources which concern them, of course. It is clear that the majority of respondents rely on the news ticker as a source of news. This finding gives a clear indication that news ticker is important in providing employees with information and news. These results were consistent with those found out by (Zayani, 2014) where the percentage of those who depended on the news ticker as a source of news was (66.7%). Another study (Arish, 2014) showed that (69.3%) of the (GCC) young people rely on the news ticker as a source of local news. The study of (Shehhi .2013), however, showed that (89.3%) of the young Emiratis rely only on news ticker as the only source of news.

The Relationship between the Respondents’ Reliance on the News Ticker as a Source of news and Specialization

Table No. (5): Shows the Relationship between the Respondents’ Reliance on the News Ticker as a Source of News and Specialization

Specialization Degree of Reliance	Press		Public Relations and Advertising		Radio & TV		Total	
	Total	%	Total	%	Total	%	Total	%
Large	66	40%	48	22,6%	45	7,3%	159	21,3%
Mediocre	200	53,3%	101	65,2%	40	63,2%	474	63,5%
Little	28	6,7%	16	12,2%	29	29,1%	114	15,3%
Total	294	100%	165	100%	90	100%	747	100%

Chi square=20,058

Degree of Freedom=04

Probability Level =0,000

Table No. 5 shows the relationship between the extent of the respondents’ reliance on the news ticker as a source of news and specialization .It can be noticed from the table above that chi square calculated value is equal to(20,058) which is statistically significant because the probability level which is equal to (0,000) is less than (0,05).This indicates that there are significant statistical differences among those who follow-up news ticker as a source of news attributed to their specialization. It is obvious that two-thirds of respondents in all media disciplines watch the news ticker at the mediocre level by (63.5%).

Reasons for the Respondents’ Reliance on the News Ticker as a Source of News

The results of the study showed that the most important reason for the respondents reliance on the news tickeris the (existence of breaking news) at a rate of (59.4%), followed by (following-up events-instantly) by (35%), while (lack of time to follow up all news in the bulletin) ranked third by (34.1%), followed by (for the use of information and news in my job) by (9.6%). In the last place came (my confidence in the satellite channels I watch) by (7.2%). The study results of (Shehhi,2013), which is consistent with the current study, showed that the main causes of the UAE public's reliance on the news ticker as a source of news is to (know breaking news) by (36%), and quick follow-up of news rather than following up the detailed bulletin by (26%) of the total sample.

The time at which the Respondents Watch the News Ticker

The results indicate that more than half of respondents, or (53.3%) watch news ticker (whenever the opportunity arises); followed by (at night) by (28.5%); while in the (evening) period occupied the third place by (11.3%). The (noon) period, however, came in fourth place with (4.8%), and the (morning) time was ranked last by (1.6%).

Thus, the news ticker should be given importance, and should appear on the screen at all times as respondents watch it most the day times; this means that the largest proportion is for the category of (whenever the opportunity arises) by (53.3%).

The Relationship between the Time at which Respondents watch the News Ticker and Gender

Table No. (6): Shows the Relationship between Watching Time and Gender

Gender	Males		Females		Total	
	Total	%	Total	%	Total	%
In the Morning	12	1,7%	00	00%	4	1,6%
At Noon	36	5%	00	00%	12	4,8%
In the Evening	78	10,8%	2	22,2%	28	11,2%
At Night	210	29,2%	1	11,1%	71	28,5%
Whenever the Opportunity Arises	384	53,3%	6	66,7%	134	53,8%
Total	346	100%	401	100%	747	100%

Chi square=2,879

Degree of Freedom= 4

Probability Level =0,578

Table No. 6 shows the relationship between the respondents' time of watching newsticker and gender. It can be noticed from the table above that chi square calculated value is equal to (2, 879) which is not statistically significant because the probability level which is equal to (0,578) is greater than (0,05). This finding indicates that there are no significant statistical differences for the time at which the respondents watch the news ticker attributed to their gender.

The Relationship between the Respondents' Time of Watching News Ticker and Specialization

Table No. 7: Shows the Relationship between the Time of Watching and Specialization

Specialization	Press		Public Relations & Advertising		Radio & TV		Total	
	Total	%	Total	%	Total	%	Total	%
In the Morning	1	3.3%	03	1,8%	00	%00	4	1,6%
At Noon	3	10%	09	5,5%	00	%00	12	4,8%
In the Evening	3	10%	20	12,2%	5	%9,1	28	11,2%
At Night	9	%30	47	%28,7	15	%27,3	71	%28,5
Whenever the Opportunity Arises	14	%46,7	85	%51,8	35	%63,6	134	%53,8
Total	30	100%	164	100%	55	%100	249	100%

Chi square= 7,810

Degree of Freedom= 08

Probability Level = 0,452

Table No. 7 reflects the relationship between the respondents' period of watching news ticker and media specialization. It can be noticed from the table above that chi square calculated value is equal to (7,810) which is not statistically significant because the probability level which is equal to (0,452) is greater than (0,05). This finding indicates that there are no significant statistical differences for the period in which the respondents watch the news ticker attributed to their Media specialization.

Type of news respondents interested in

Table (8): Shows Type of news Respondents Interested in

Expected Rank News Type	1st	2 nd	3rd	4th	5th	6th	7th	Expected Rank		
	Total	Total	Total	Total	Total	Total	Total	Total of Expected Rankby points	%	Final Expected Rank by points
Political	588	78	12	12	12	21	3	1591	24,7%	1
Economic	39	264	162	75	72	54	30	1174	18,3%	2
Cultural	27	87	153	177	135	57	18	907	14,1%	3
Health	27	75	96	159	156	105	21	818	12,7%	4
Sports	33	105	93	78	63	132	129	740	11,5%	5
Military	12	102	108	84	81	75	159	708	11%	6
Weather	9	24	51	54	99	156	207	498	7,7%	7
Total of Expected weights								6436	100%	

Table No. 8 shows that respondents rank political news in first place by (24.7%); while economic news came in the second place by (18.3%); then the cultural news came in third place by 14 0.1%; while health news ranked fourth by (12.7%); and in fifth place came sports news by (11.5%); followed by military news in the sixth place with 11%; then weather news ranked last in the seventh place by (7.7%). In general, all news is considered important even if ratios are varied. Emphasis was placed on the political and economic news, but what matters to the respondent is important and breaking news of all types to obtain a clear and concise image about daily events according to the preceding tables. The current study is in line with (Zayani, 2014), which shows the same results as political news ranked first by (44.6. %) and sports news came by (26.9%). Whereas the study of (Shehhi, 2013) showed that political news came in the first place among the United Arab Emirates audience by (31.8%) and sports news came in the second place by 18.9%. The study of (Arish, 2014) showed that political news occupied the first place by (39.7%) and sports news came in the second place by 17.8%. However, the study results of (Quraini, 2013) came different and in favor of the sports news favored by the Saudi public at a rate of (27.9%), and political news was ranked second by (17.9%). This is due to the specificity of the Saudi people who are greatly interested in sports news.

The Impact of the Respondents’ Watch of the news ticker on Following up a Specific News Satellite Channel

The study results indicate that more than half of the respondents or (54.6%) of those whose watching of the news ticker has effect on their follow-up of a specific satellite channel. About (8.8%) of those who (always) watch news ticker state that their watching has impact on their follow up of a specific satellite channel. While the percentage of those whose watching of news ticker does (not) influence the watching of a specific satellite channel constitute (36.5%). If we add the first and second ratios, they will be (63.4%).

These results give an indication that interest in the news ticker is very important, because it encourages sample members to follow up a specific channel. These results are in line with the findings of (Al-Zayani, 2014) study which showed that (49.1%) of the respondents follow up a specific satellite channel. The study of (Shehhi, 2013) showed that (72.9%) are content with following up a specific satellite channel to get news. However, the results of (Quraini, 2013) study) differs from the current study as the percentage of those who follow more than one channel is (83.7%). This is due to the Saudi public nature and the multiplicity of channels they watch.

Rank Ordering of the most Important Preferable Channels for Respondents to Follow News Ticker
Table No. (9): Shows ordering of the most Important Preferable Channels for Respondents to Follow News Ticker

ExpectedRanks Channels	1st	2 nd	3rd	Expected Rank		
	Total	Total	Total	Total of ExpectedRanks by points	%	Final Expected Rank by points
Al-Arabiya	345	96	120	449	31,8%	1
BBC Arabic	162	141	162	310	22%	2
Al Hurra	54	150	126	196	13,9%	3
Al Jazeera	45	168	114	195	13,8%	4
France 24	57	96	81	148	10,5%	5
Al Mayadeen	23	48	63	77	5,5%	6
RussiaToday	29	6	12	35	2,4%	7
Total of Expected Weights				1410	100%	

The previous table data indicate that Al-Arabiya ranked first in terms of the respondents order of the most important channels that they prefer to follow news ticker on by (31.8%); while BBC Arabic channel came second with (22%); then in the third place came the US AlHurra channel by (13.9%); while Al-Jazeera was ranked fourth by (13.8%); in the fifth place came France 24 channel by (10.5%); followed by AlMayadeen channel in the sixth place by (5.5%), and then came in the seventh and last place Russia today channel by (2.4%). This study results are consistent with the results of table No. 2 as Al-Arabiya ranked first among the Gulf audience preferred list of channels by (22.1%); while (Al Jazeera) and (BBC Arabic) came second with (16 0.7%) each; then (The US Al Hurra channel) ranked third by (14%). The results of both tables (2) and (9) of this study are consistent with the findings of (Qurani.2013) study on the Saudi audience, where Al Al-Arabiya channel attracted most viewers, or (59.5%), followed by MBC by (49.2%). In the study of (Zayani, 2014) on the Bahraini audience, Al Arabiya channel got the highest percentage of (81.7%), followed by BBC channel by (65.8%) and Al-Jazeera by (41.7%). In addition, the study of (Shehhi, 2014) proved that Al-Arabiya channel was ranked first by (74.8%) and Al-Jazeera in the second place by (72.9%) of the UAE public

Factors that Encourage Respondents to follow up News Ticker

Results of the study indicate that (constantly updating news) is one of the big factors that encourage respondents to follow up new ticker with a percentage of (50.2%); followed by (credibility of the satellite channel) by (48.2); while (shortcut) ranked third by (34.5%), followed by (the presence of news source) by (24.1%). In the fifth place came (speed of news ticker displayed on the screen) by (16.1%); and (duration of showing news ticker) ranked last by (12.9%). Thus, it can be concluded that all aforementioned factors should be taken into account, with a focus on news credibility and constantly updating news.

The Appropriate duration for News Ticker to Pass on the Screen for One Round

The results of the previous table indicate that nearly half of respondents, or (49.4%) believe that (less than 5 minutes) is the appropriate time for the news ticker to pass on the screen for one round; followed by (from 5 to less than 10 minutes) by (36, 9%), and (from 10 to less than 15 minutes) came by (8.8%), while (over 20 minutes) received (4%), and (from 15 to less than 20 minutes) ranked last by (0.8%). Thus, the appropriate time is (less than 5 minutes). The highest percentage was (38.51%). Part of the reasons that made respondents follow-up the news ticker is the short duration, lack of time to follow up news bulletins, or following-up other programs. If the time exceeded (10 minutes) there would be an opportunity to follow up other news program. The findings of (Shehhi, 2013) differ greatly as (65.1%) of the United Arab Emirates audience believe that the best duration for broadcasting news ticker is two minutes, while (35.2%) believe in less than 3-5 minutes.

The Importance of Showing News Source in the News Ticker

The results of the study showed the respondents' opinion about the importance of stating news source in the news ticker. According to the frequencies obtained, (stating news source is important) came as the highest by (92%), on the other hand, (not mentioning news source) came at a low rate by (8%).

This is evidence of the importance of showing news source during displaying news ticker on the screen. Showing news source increases channel credibility, strengthens news and prevents news leakage or any unconfirmed information. This finding manifests the sample’s interest in knowing the news source as these sources give more credibility to the news. These results coincide with the findings of both (Arishi, 2014) where the youth confidence in news with clear sources was about (87.5%), and the study of (Zayani, 2014) which showed that young people prefer news of obvious sources by (83.2%).

Reliance of Respondents on news ticker in Decisions- Making on Public Affairs

Results of the study indicate that (61.8%) of the respondents rely (sometimes) on the news ticker in decision-making on public affairs, while the percentage of those who depend on the news ticker as (always) in making their decisions on public affairs was (5.2%); and the percentage of those who do not rely on the news ticker was (32.9%). The results also showed that (67%) rely on their decisions regarding public affairs on news ticker as is the case in holidays, strikes, natural disasters, military conflicts and so on.

The Reaction of Respondents upon Receiving News that Concerns them

Results of the study indicate that (following-up news bulletin for more details) is the reaction of respondents when they receive news which concerns them by (44.6%), followed by (to make sure of the news source) by (41.4%), while (approaching concerned parties) was ranked last by (14.1%).

This finding emphasizes two things: the importance of mentioning the source on the one hand, and the link of news ticker with subsequent news bulletin, on the other hand. Mentioning the source often encourages to follow-up news bulletin for more details of important news. These findings are consistent with those of (Shehhi, 2014) where the percentage of those who follow up the news bulletin for more details about news was (61.7%) of the UAE public.

The Relationship between the Respondents’ Reaction when Receiving news of Concern and, the Source of news in the News Ticker

Table (10): Shows the Relationship of Respondents’ Reaction when Receiving News of Concern with the Importance of News Source

Importance of News Source Reaction	Important		Unimportant		Total	
	Total	%	Total	%	Total	%
Making sure of news source	291	42,4	18	30	309	41,4
Communicating with concerned parties	102	14,8	3	5	105	14,1
Following up news bulletin for more details	294	42,8	39	65	333	44,6
Total	687	100	60	100	249	100

Chi Square =3,982 Degree of Freedom= 02 Probability Level = 0.137

Table No. 10 reflects the relationship between the respondents’ reaction when receiving news of concern and the source of news in the news ticker. It can be noticed from the table above that chi square calculated value is equal to (3,982), which is not statistically significant because the probability level which is equal to (0,137) is greater than (0,05). This finding indicates that there are no significant statistical differences for the respondents’ reaction when receiving news of concern attributed to the importance of news source in the news ticker.

The Most Important Results

- 1.(84.8%) of the media and communication students –the study sample – confirmed that they rely on the news ticker as a source of news, especially which is related to their work.
2. (78%) of media and communication students -the study sample -rely on the news ticker due to the lack of sufficient time to follow-up other news programs of fixed times, and because it presents adequate summary of news which makes it enough to rely on.

3. Following-up news ticker, significantly influence the choice of a particular satellite channel, as it motivates viewers to watch other news programs for more details.
4. (31.8%) of the sample prefer to follow up the news ticker through AlAl-Arabiya channel, then through BBC Arabic, and then France 24 channel.
5. The most important factors affecting exposure to news ticker are:
 - i. Duration of showing news ticker: it should not be more than five minutes, as it is on Al-Arabiya channel and BBC Arabic.
 - ii. Brief and adequate summary.
 - iii. Mentioning news source increases its reliability.
 - iv. Updating news constantly.
 - v. The appropriate speed for reading is from (5-10) seconds.
1. The study proved that there is correlation between the channel, credibility and the respondent reliance on in satisfying his/her cognitive needs.
2. The study did not prove that the hypothesis statistically significant as it confirmed that there were no significant statistical differences for the duration in which the respondents watch the news ticker attributed to their gender.
3. The study proved the hypothesis that there were significant statistical differences at the extent at which the respondents rely on the news ticker as a source of news, attributed to their scientific specialization.
4. The study did not prove that the hypothesis is statistically significant as it confirmed that there were no significant statistical differences for the duration in which the respondents watch the news ticker attributed to their gender.
5. The study did not prove the hypothesis that there are significant statistical differences for the period in which the respondents watch the news ticker, attributed to their scientific specialization.
6. The study did not prove the hypothesis that there is a direct correlation, but that the relationship was an inverse between scientific specialization and watching the news ticker: (whenever specialization is linked with news editing for the respondents, their watch of the news ticker becomes less).
7. The study found no significant statistical differences for the respondents' follow-up of news, which appears in the news ticker attributed to their specialization.
8. The study found no significant statistical differences in the respondents' reaction when receiving news of concern attributed to the importance of the news source in the news ticker.

Recommendations of the Study

In the light of the study findings, the researcher recommended that:

1. There should be pre-planning for the process of news ticker preparation, production, and drafting of the news briefly.
2. The news ticker should contain the most important and prominent news as well as some important announcements of general nature.
3. News source should appear in the news ticker.
4. Information and news should be written in clear line appropriate to the size of the news ticker.
5. The period of time it takes to pass on the screen should not exceed (5) minutes at most, and the appropriate speed should not be more than 7 seconds.
6. Long and important news should be divided into two parts or more, so that the reader can follow it, on the one hand, and not to distract his thought on the other hand.
7. The appropriate number of news ticker should be one and should be displayed at the bottom of the screen. It should contain important news, and some advertising of a general and indicative nature.

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