Shabab Live

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Bridging the gap
Youth and Broadcasters in Arab countries

A focus group survey in Morocco, Algeria, Tunisia, Lebanon, Jordan and Palestine

Conducted by
Arab World for Research and Development

AWRAD
مركز العالم العربي للبحوث والتنمية
Arab World for Research & Development

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Executive summary

This study serves as the corner stone for *Shabab Live*, a joint project of DW Akademie, Al Khatt, and AL-JANA, funded by the EU and supported by the Federal Foreign Office. *Shabab Live* aims to strengthen youth participation in broadcasting media in six countries of the Arab region – Morocco, Algeria, Tunisia, Lebanon, Palestine and Jordan. The project connects youth with NGOs and various TV and radio broadcasters. With the support of the project, young people, supported by NGOs, may produce content, voice their concerns and reach a wider audience via established broadcasters, who will give youth a say in designing their television and radio programs targeting youth.

Arab World for Research and Development (AWRAD) conducted a focus group survey in the six target countries for *Shabab Live* in order to highlight the perceptions and expectations of youth towards the large broadcasters in their countries. While several recent studies clearly show that youth are turning away from broadcasters and towards web and social media, there is only limited analysis of the specific causes of this disconnection from traditional media, and no recommendations for the way forward. The present survey "Bridging the gap: Youth and broadcasters in Arab countries" is an effort to fill that research gap.

AWRAD utilized a mixed-method approach including twenty-four focus groups with 334 women and men aged from 15 to 30 years.

Discussions in the focus groups revealed that participants have deeply rooted perceptions of broadcasters, as well as concerns and hopes towards them. They also revealed the participants' needs and priorities as they look for a secure future in their countries. Although the survey participants overwhelmingly agree that their preferred platform is social media, the study shows that they continue to follow broadcasters' content via TV and radio or through their online presences. However, there is a significant gap between the needs and expectations of the survey participants and both the content and style of current broadcasters' programming. This trend reflects the growing divide between traditional media that is seen as not being inclusive of youth and their concerns, and young people who at the same time have access to almost unlimited sources of news and media content on the Internet and look for a place where they feel truly being represented.

Youth distrust their national broadcasters

The FG discussions revealed that lack of trust combined with perceptions of limited credibility seem to be a defining element of the gap between the youth survey participants and broadcasters. A large majority of participants perceive broadcasters as directly or indirectly affiliated and co-opted

by the government or by influential political, social and business parties, actors, and interests in their respective countries. In their view, this affiliation has a negative effect on broadcasters' objectivity, credibility, and impartiality. They believe that most broadcasters are tools in the hands of governments or political parties, promoting partisan agendas, particular interests, and traditional social norms. In their view, broadcasters further focus on superficial and irrelevant topics, instead of covering issues that are seen as more important such as unemployment, inequality, health, education and political participation. According to survey participants, broadcasters' programs tend to reflect the present political systems in their countries that they see as unable or unwilling to integrate young peoples' needs or vision for the future into their agendas.

As a result broadcasters end up presenting contents and messages that are far from – and at times at odds with – the interests of young people in their own countries. These perceptions are shared across all countries, with higher levels of mistrust in Algeria, Morocco and Tunisia than in Lebanon, Jordan and Palestine.

Youth criticize the lack of freedom of expression on TV and radio

Many participants believe broadcasters to be censored by the ruling political parties, government, private sector interests, and traditional social actors. In addition, they state that broadcasters use self-censorship to stay in line with the public authorities' narrative and satisfy the interests of the ruling class and party.

Feelings of oppression of the right to freedom of expression are common among participants with a notable exception of Lebanese participants. A large majority of the interviewees feel that by most traditional media, their right to hold an opinion without interference and to seek and impart information without fear of reprisal is not respected. This, in their view, reinforces the gap between youth and broadcasters and directly contributes to young people turning more and more to online platforms that offer them more space to voice their opinions. This criticism was particularly sharp with regard to public/state-owned broadcasters, while more nuanced in the case of private broadcasters, who in the view of most participants, allow more space for plural debates in their programs.

Youth feel broadcasters play a negative role or no role in their lives

To the survey participants, existing broadcasters either play a negative role or no role at all in their lives. This is mainly due to the near absence of youth and their voices on TV and radio – a criticism that the participants expressed against all major broadcasters in their countries, but with some nuances in the case of private broadcasters, which they see as usually less biased against the youths. Overall, participants do not believe that broadcasters want to play a catalytic role in empowering young people and fostering positive change in their surrounding reality.

Youth struggle to find content that echoes their interests

Youth find the content broadcasted mostly irrelevant to their interests, concerns and priorities. Across all countries, survey participants mentioned the following priorities: unemployment, quality of education, poor economic opportunities, entrepreneurship, rising costs of living, political participation, corruption, civic engagement, health (including sex education), nutrition, housing, marriage, and youth emigration. They believe broadcasters need to make efforts to improve the coverage of key issues in their countries, to tackle them proactively and with the goal to present solutions, provide access to decision makers and attempt to hold them accountable. They expect broadcasters to follow up on the issues they broadcast and publish whether solutions have been reached.

No focus on marginalized groups

The participants stated that broadcasters' show little interest in marginalized groups and their living conditions. These include people in remote areas, people with disabilities, refugees (in Jordan, Lebanon and Palestine), political prisoners (in Palestine), ethnic and religious minorities, women, and children. Youth feel that broadcasters mainly produce and present content that relates to people living in large cities, members of the private sector, the privileged and/or their own limited political, ethnic or religious group.

Unattractive presentation and style

In addition to the content, survey participants criticized the presentation, style, and technical quality of broadcasters' programs. They felt that broadcasters should put more effort in the production of content in order to make it more attractive and youth-friendly. To them, the technical capabilities of broadcasters (i.e., equipment, technology, teams' skills, etc.) are weak and undermine the quality of the programs. A key concern was the weak performance of the broadcasters' presenters, which hinder youth's identification with the programs, as they find the presenters uninteresting and unprofessional. As they often belong to the older generation, young people find it difficult to relate to them. Concerning programs they particularly dislike, participants mentioned classical one-way presentation of information, talk shows that "turn into chaos" rather than a fruitful discussion, programs with no value or purpose to them or which are difficult to understand (e.g. complex economic topics), and technically weak programs.

A strong differentiation was made however between programs of public and private broadcasters, the latter being seen as significantly better in terms of creativity, presentation style and overall technical quality.

Youth wish for programs that are interactive, forward looking and open to youth

Survey participants provided suggestions how a program for young people could look like. The most recurring elements were the following:

- programs created, prepared and presented by young people
- programs focusing on issues concerning youth
- programs with a purpose and encouraging of civic values, morals and behaviors among youth
- programs building youth capacities, providing them with options and raising their awareness on important issues
- programs that are objective, neutral and credible
- programs with a forward-looking and optimistic spirit
- programs that provide space for interaction with audiences
- programs with high production/technical quality, human resources capabilities, and using modern technology
- innovative programs

Youth expect broadcasters to open space for young people in their programs and their teams

The majority of survey participants are in principle willing to cooperate with broadcasters and engage with them in order to improve the status quo and reduce the gap between them. They raised that to start a mitigation process broadcasters should reach out more closely to young people in order to initiate a conversation and dialogue process.

Survey participants expect the broadcasters to challenge the status quo and introduce the views of youth in general, and marginalized youth in particular. They also believe that broadcasters should approach youth and solicit their feedback through multiple methods and platforms, in order to reflect their opinions, and that they should network with youth organizations and groups to maintain a connection to youth. Furthermore, participants expect broadcasters to raise awareness for the rights of youth, and to make an effort to voice their concerns to decision makers. In order to achieve this, participants feel that broadcasters need to be more inclusive and representative of youth within their teams and management.

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I. Objectives and methodology

The present study serves as the corner stone for *Shabab Live*, a joint project of DW Akademie, Al Khatt, and AL-JANA, funded by the EU and supported by the Federal Foreign Office. *Shabab Live* fosters youth participation within broadcasting media in six Arab countries – Morocco, Algeria, Tunisia, Lebanon, Jordan and Palestine. The project brings together youth with NGOs and various broadcasters. With the support of the project, young people, supported by NGOs, may produce content, voice their concerns and reach a wider audience; broadcasters will give youth a say in designing their television and radio programs.

As the first step of this project, scheduled to run until 2021, DW Akademie contracted Arab World for Research and Development (AWRAD) to conduct a focus group survey in the six target countries in order to highlight the perceptions and expectations of young Arabs towards the large broadcasters in their country. While recent studies clearly show that young Arabs are turning away from broadcasters towards web- or social media, there are only few studies that analyze the specific causes for this disconnection and present solutions and recommendations for the future. The present survey "Bridging the gap: Youth and broadcasters in Arab countries" is an effort to fill that research gap. It aims at answering the following research questions:
- How do young Arab women and men generally perceive the major TV and radio stations in their country?
- How do young Arab women and men perceive the programs currently available on large TV and radio stations in their country (incl. programs addressing them as a specific target group)
- How do they assess the actual presence of young voices in those programs?
- What are the topics and formats young people would like to see more in TV and radio programs?

The survey focuses on the major television and radio broadcasters – both, private and public – with national outreach in each country. The following definition was provided to the participants: *Broadcasters are public (state-owned) or private media organizations that transmit media content (audio and video) through television and/or radio to their audiences. Broadcasters' content is mainly followed on TV and/or radio but can be followed online as well, if the broadcasters have an online presence*.

To achieve the objectives of this study, AWRAD adopted a mixed-method approach, collecting quantitative and qualitative data. It utilized the following specific sources and tools:

Desk research/review:

The AWRAD research team carried out a comprehensive review of key documents of relevance to Arab youth, media (TV, radio, new media) and the relationship between the two. The objective of this step was to identify the main issues that must be addressed in the research tools, provide a

context to the findings of the FG survey, and develop a country factsheet (for the six countries in the scope of this survey). The desk review resulted in quantitative and qualitative data in the following categories of interest:

- Youth population
- Youth participation
- Youth and media

Among the key sources consulted and reviewed were the Global Youth Development Index, the Arab Youth Survey 2018, and a Study on Youth in the MENA Region, and reports from UNESCO's NET-MED Youth Project. A list of all sources consulted is available in Annex D of this report.

Youth focus groups

The AWRAD team organized and implemented 24 focus groups of young broadcasters' users in the period between November and December 2018. Two primary research tools were used during the focus groups:

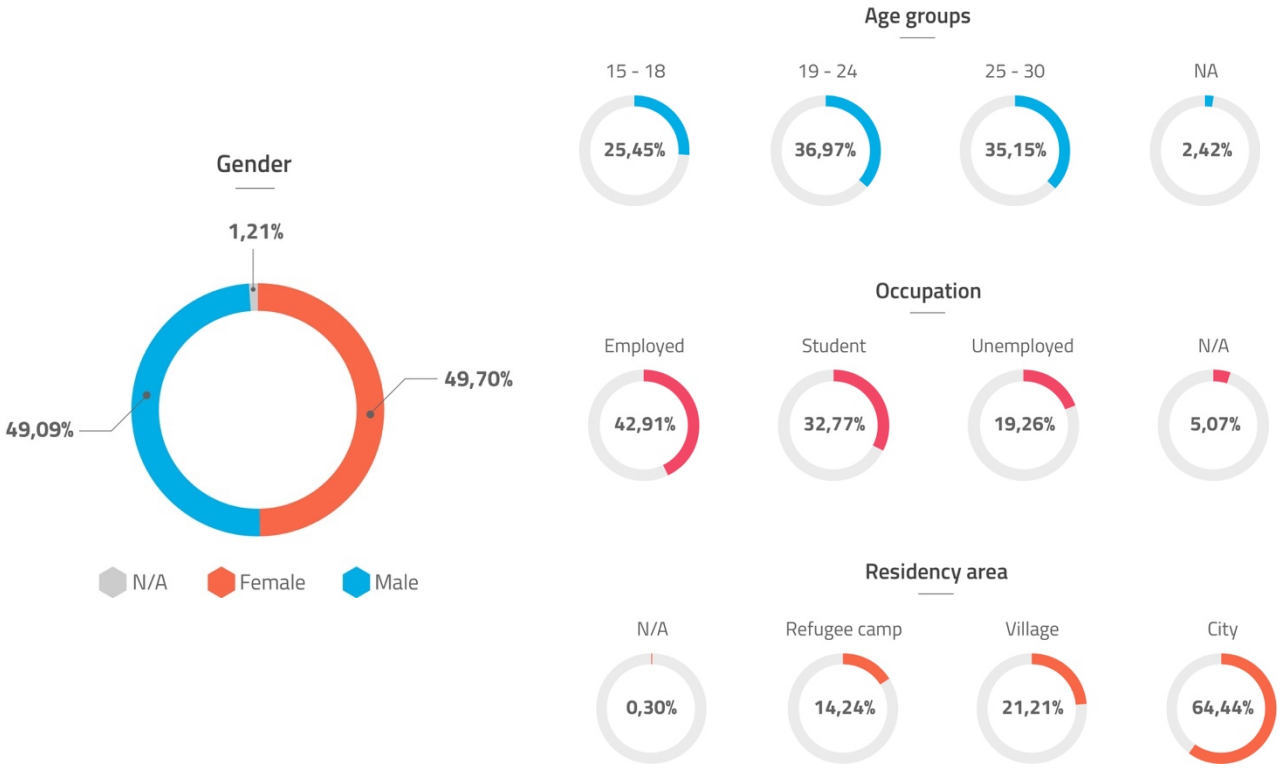
- A brief questionnaire (quantitative)
- Guidelines qualitative discussions

The focus groups were conducted in Morocco, Algeria, Tunisia, Lebanon, Palestine and Jordan, with participants selected based on the following criteria:

- Age group: 15-30 years old
- Gender: 50:50 male/female
- Residency area: urban, rural, refugee camps (Palestinian and Syrian refugees in Jordan, Palestine and Lebanon)
- Occupation: employed, unemployed, student
- Representation of regions that capture the ethnic/religious/sectarian variation in a country (e.g., religion/sectarian in Lebanon; ethnic in Morocco, Algeria and to some extent Tunisia)
- Strong interest/involvement in civic/political affairs

To set-up the focus groups, AWRAD and its local country facilitators coordinated with various youth and civil society organizations (CSOs) in each country. This method facilitated achieving two key criteria: having participants interested/involved in civic and political affairs and ensuring that groups such as refugees or ethnic minorities are represented among the participants. This certainly impacted the outcomes of the focus group discussions as most participants had strong opinions on youth empowerment, social and political affairs in their country, as well as on the role broadcasters should play in the society. Further details about the selection process in each country are provided in the section "Country-specific findings".

A total of 334 young people participated in the focus groups across the six countries. The focus groups compositions was as follow:



The focus group guidelines and the quantitative questionnaire (research tools) that were used in this survey are attached in Annex (C).

II. Youth in the MENA region

The population of the MENA region is amongst the youngest in the world. In Jordan, Palestine, Lebanon, Tunisia, Morocco and Algeria, the total youth population is approximately 28 million, making up an estimated 27 percent of the total population in these countries. Compared to the 24 percent of youth population in the world, the proportion of youth in the MENA countries is above average (World Bank Group, 2018).

Well-educated but facing precarity

The young population in the MENA region is considerably different from their ancestors. Literacy and education rates amongst them are the highest they have ever been in the region. However and in spite of the historically high level of education, one of the main defining factors of this generation is the high and steadily rising rate of unemployment. The average rate of youth unemployment in the countries included in this study is a disquietingly high of 29.8 % (World Bank Group, ILO, 2017). The highest youth unemployment rate is in Palestine, reaching 43 % in 2017, and the lowest is in Lebanon at 17.6 %. Even more alarming is the fact that an estimated 30 % of the unemployed youth are university graduates. These unsettling rates hamper financial independence and young entrepreneurship, especially with the precariousness of job availability and the ongoing socio-economic and political marginalization of young women (UNDP, 2016).

Critical of their governments but disengaged from formal political participation

Young people are also very well-connected due to the ubiquity of Internet and social media, which reflects the far extent to which this generation is informed about and engaged in global matters. Youth in the MENA region are very critical of their governments, particularly of corruption and under-representation, as was seen in the wake of the uprisings in the region (MedMedia, 2017). Specifically, they are most politically concerned about the security of basic rights, absence of violence, and the freedom of opinion and speech (Friedrich Ebert Foundation, 2017) and show a higher desire for stability over democracy (Arab Youth Survey, 2018). It is also noteworthy that MENA youth are significantly more pessimistic about political change and less inclined to trust the abilities of their leaders to bring forth positive changes compared to their counterparts in the Gulf countries (Arab Youth Survey, 2018).

Despite these concerns and the increased connectivity, the level of participation in social and political affairs is alarmingly low among the MENA youth. The Commonwealth Youth Development Index scores the level of political participation in the MENA region with a low 0.340 and the level of civic engagement with 0.480, while some countries in this study, such as Algeria, have received a political participation score of 0.045 – the second lowest in the world (Commonwealth. Youth Development Index, 2016). When asked about the most important factors for the Arab World to

move in the right direction, young people in the Levant and North Africa were most concerned with the creation of new, well-paid jobs (32%), defeating terrorist organizations (30%), cracking down on government corruption (30%), and modernizing the education system (27.5%) (Araba Youth Survey 2018).

Turning to online media for engagement and self-expression

For the first time, in 2018 more young Arabs received their news more from social media (63 %) than from television (51 %). This marks a significant shift since 2015, when only 25 % reported social media as their main news source, compared to 60 % who obtained the news via television (Arab Youth Survey, 2018). Facebook plays a key role in this transformation, evolving to the main daily news source for a majority of young Arabs. Another significant change is the emergence of WhatsApp as a key daily communication platform for 68 % of young Arabs.

However, the impact of traditional media on young people in the MENA region is not to be ignored. Television news channels remain the primary source of news for 30 % of Arab youth (Arab Youth Survey, 2018). In addition, the channels enjoying the greatest popularity amongst young audiences, such as MBC and MTV, are still able to attract young Arab audiences. This is mainly due to their entertainment programs, soap operas, reality television and competition shows such as “Arab Idol” and “The Voice.” These channels spend significant budgets on these programs, something unmatched by their public counterparts (MedMedia, 2017).

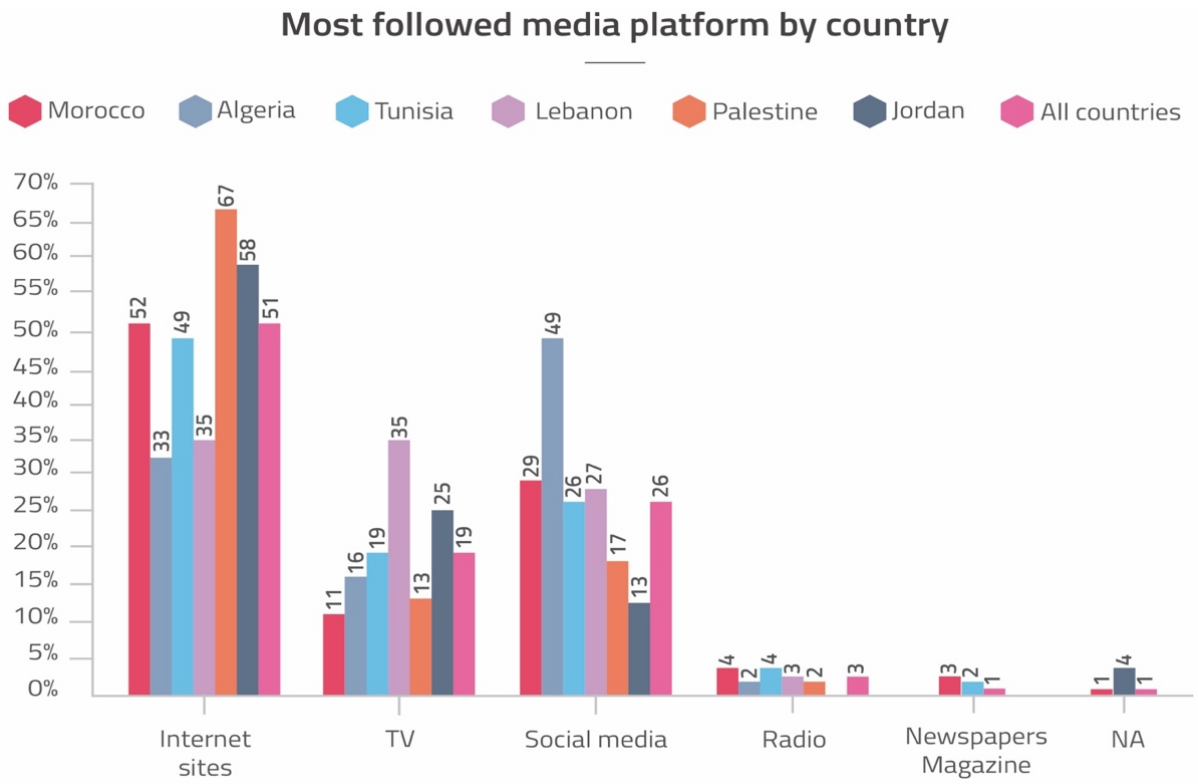
Young Arabs are turning to new media as a source of knowledge, culture and communication (NET-MED Youth, 2017). This is partially due to their preference for mobile, bite-sized extracts that are easily consumed, shareable, and readily available at any time. Furthermore, there has not been any real change in content produced for and by young audiences in the past decade, and, unfortunately, young people are still not seen by the political class and broadcasters as worthy interlocutors capable of valuable contribution. Coupled with the soaring rates of youth unemployment and the widespread disillusionment with the political classes, the lack of representation in print and broadcast media is exacerbating youth exclusion from national discourse and debate (Anna Lindh, 2016). As a result, local traditional media platforms are often perceived as being archaic and irrelevant compared to the diverse transnational media available online (MedMedia, 2017).

The above findings imply the need for further in-depth research. More importantly, it raises the question regarding the present and future value and relevance of traditional media in Arab societies, if the demands, voices and perspectives of young Arabs are ignored or limited. The results of the study imply that broadcasters should engage with youth if they would like to have a strong market position in the future.

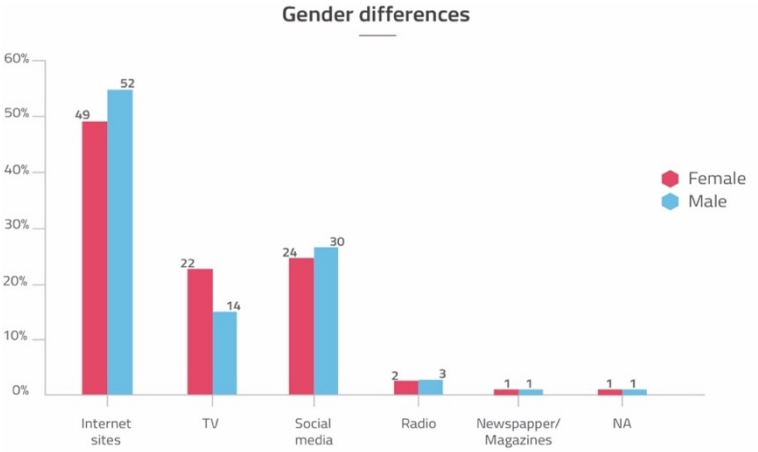
III. Results of the youth focus groups

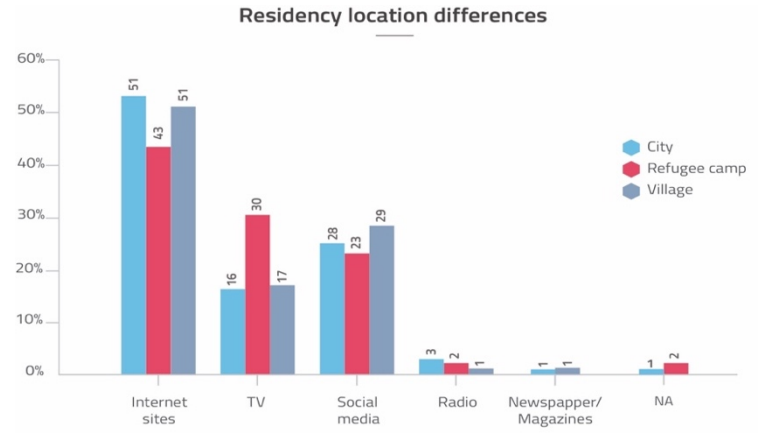
A. Media habits of the participants

As described in the methodology section, each focus group participant was asked to answer a brief questionnaire on his/her interests and habits in relation to media and broadcasters. The following graphs present the overall results for all six countries, and the detailed results for each country (Algeria, Morocco, Tunisia, Lebanon, Palestine and Jordan). They also provide disaggregated results by age and gender where significant variations exist.



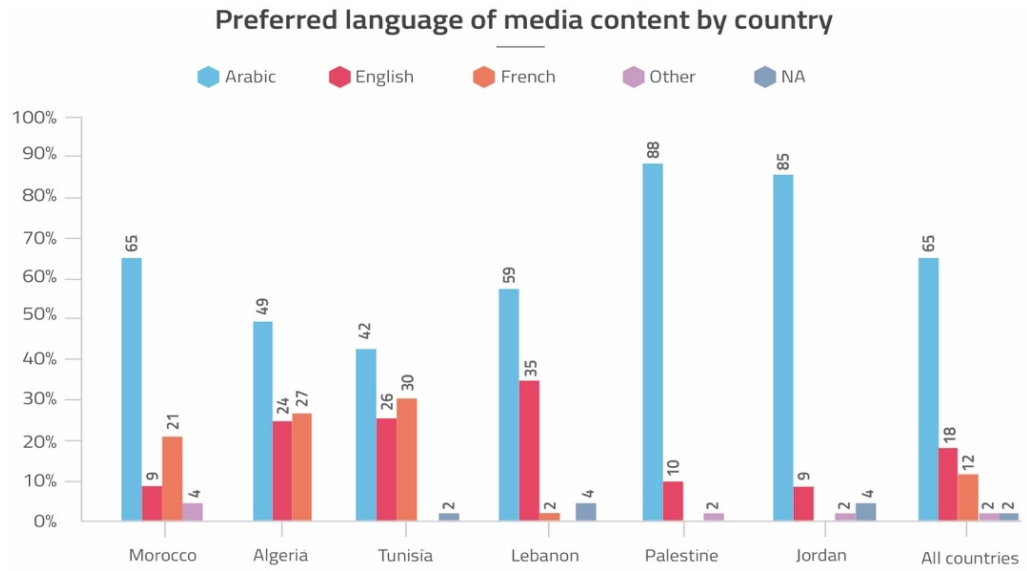
TV is followed most by Jordanian and Lebanese interviewees, where it comes 2nd after Internet sites, while in Morocco and Palestine it is followed the least.



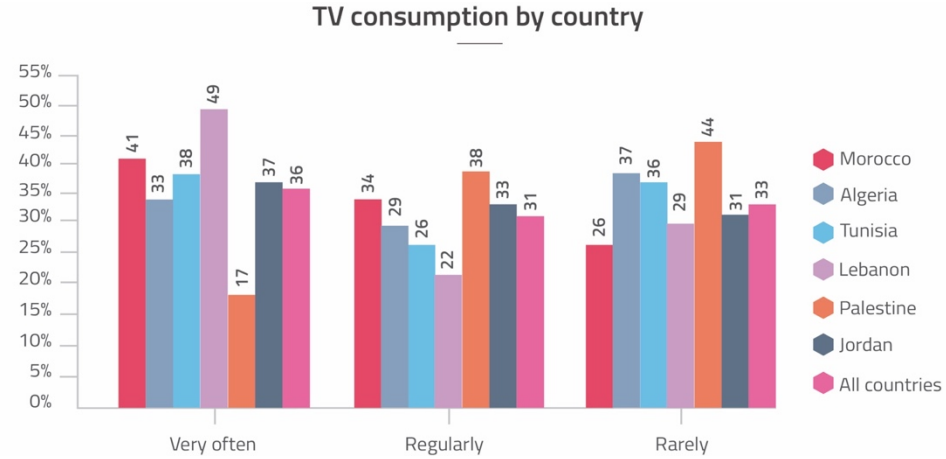


Preferred language of media content

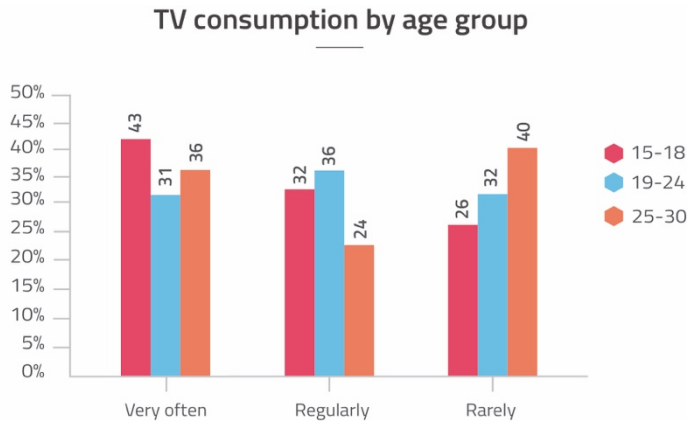
Arabic was the preferred language for participants, followed by English and French. However, language preferences differ across countries as the following graph shows:



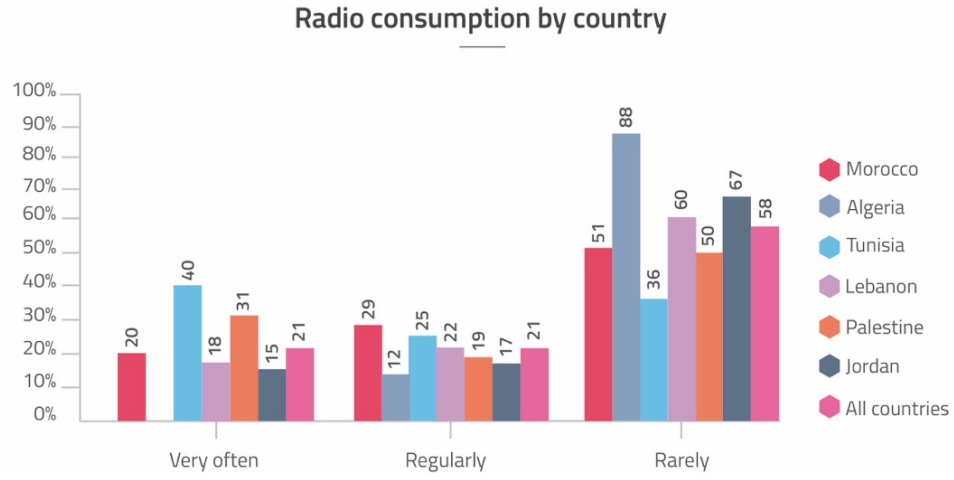
TV consumption



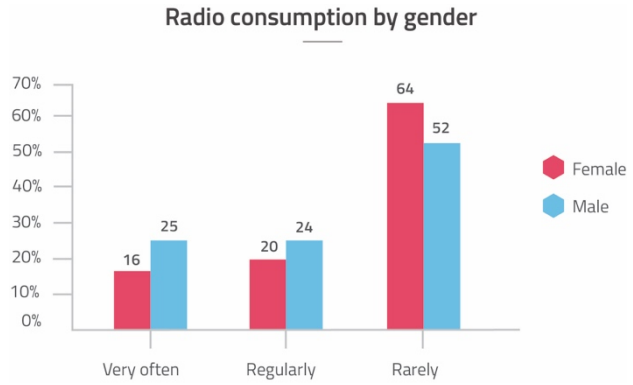
Participants from the age group of 15-18 years were most likely to watch TV daily or 5-6 times per week (very often) than participants from other age groups, as the following graph shows:



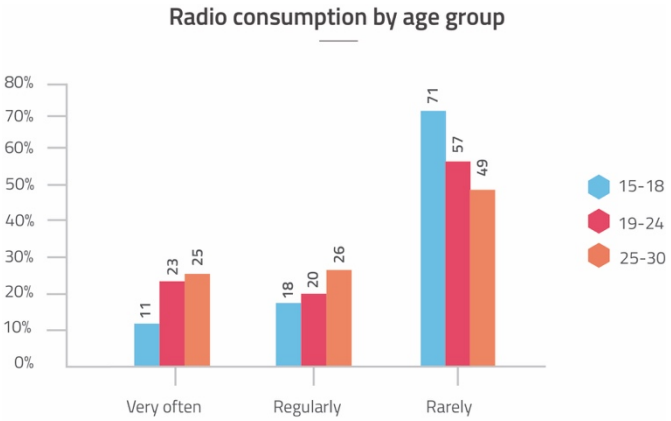
Radio consumption



As the following graph shows, females are less likely to listen to radio than their male counterparts.

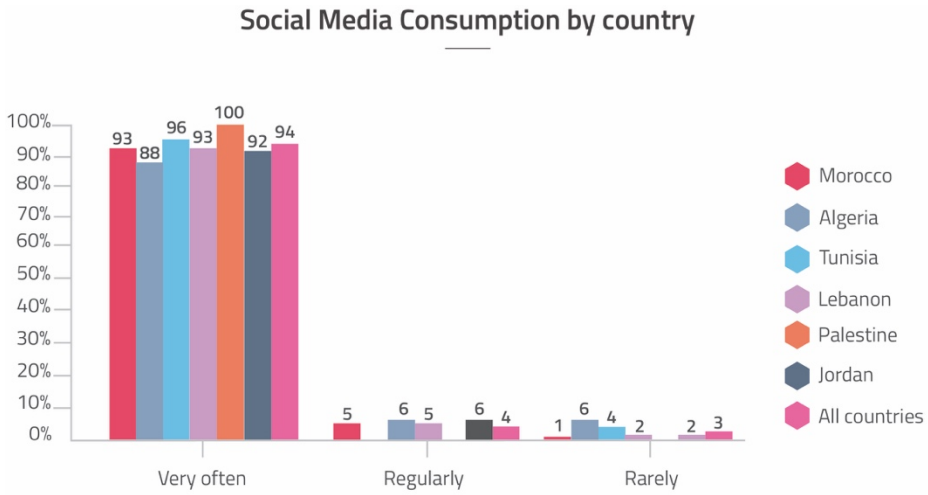


Participants from the age group of 15-18 years were least likely to listen to the radio compared to participants from other age groups, as the following graph shows:



Social media consumption

When it comes to following social media platforms, no significant variances existed in terms of gender, residency location or age groups.



B. Findings of the youth focus groups

This part presents the outputs of the focus group discussions and is divided into two main sections, the first discussing the *overall* findings and the second providing a *country view* of these findings.

All countries

This section presents the participants' perceptions and expectations of broadcasters in their countries and the region. It includes findings related to (1) how participants generally perceived TV and radio channels, (2) how they assessed current TV and radio programs and (3) their expectations towards TV and radio programs.

General perceptions of broadcasters

The majority of the participants across all countries held negative views and perceptions towards TV and radio channels. The main points stipulated by survey participants were as follows:

Youth distrust their national broadcasters

Youth stated concerns regarding the credibility and objectivity of broadcasters. These sentiments were common among youth participants in all six countries covered by the study and characterized by varying degrees of distrust. Participants from Algeria, Morocco and Tunisia had the strongest opinions in this regard and expressed the lowest level of trust for broadcasters, respectively followed by participants from Palestine, Jordan and Lebanon, who shared this opinion but were able to differentiate among broadcasters.

With very few exceptions, participants perceived broadcasters as lacking credibility in providing news and information. This is rooted in their voiced deep belief that broadcasters are owned by either governmental institutions/figures or influential actors who pursue their own agendas. These broadcasters are not perceived as a voice for the people or tools to empower the public. According to the survey participants, this political and business affiliation is one of the most problematic aspects of the broadcasting media landscape in the Arab World.

> *"Each channel covers news of interest to them and their owners, some TVs would not even mention certain big news and events even though the whole country is concerned with them. When they want, they make a piece of news a very big deal, other times they make it a small issue and ignore it." Participant, Tyre, Lebanon*

Survey participants mistrust the news and information being broadcasted, suspecting that TV or radio programming is intentionally covering news in an inaccurate and self-serving manner that correspond to their own interests. In their opinion, this bias leads to a tabulation of certain news or unexplained coverage delay. Participants believed such delays to be owed to the time that broadcasters dedicate to assess the narrative and its interplay with the current status quo and decide if they want to report the news or not.

> *"(…) you would eventually see the news being covered by some channels, but too late after the events took place. They take time to examine if they want to cover the news or not, and make sure the coverage is in line with their agendas. This is not objective journalism." Participant, Amman, Jordan*

As a result, participants would resort to online and social media in order to find the news they want from different sources and assess by themselves what they believe accurate and trustworthy.

> *"I don't need TV and radio to be up to date on recent events, I just go to social media platforms, get immediate updates and choose the sources of information that I trust." Participant, Casablanca, Morocco*

> *"If I'm not connected, I watch TV, and only for entertainment. If I have Internet connection, I only go online." Participant, Beirut, Lebanon*

As one of the reasons for their mistrust, survey participants also raised that they perceive broadcasters as partners of what they considered as authoritarian policies of the governments. To them, broadcasters would distract their viewers and listeners, especially youth, with content far removed from the real issues in their lives. Across all countries, participants overwhelmingly agreed that the content of TV and radio programs isn't relevant to the issues they deemed essential and doesn't add value to their lives. Instead of providing content that could help towards developing the country and its people, so the participants' views, existing broadcasters focus on entertainment, specifically on comedy shows with little substantive significance.

Participants felt very strongly about these issues, as they think the negative results of this are people believing the inaccurately reported news on the one hand, and on the other hand, people being distracted by the substance-free programs instead of concerning themselves with important matters in their countries.

Youth criticize the lack of freedom of expression on TV and radio

As one of the root causes of their mistrust, survey participants stated that they perceive broadcasters as partners and supporters of what they described as "authoritarian practices" of the public authorities, especially regarding limitations on freedom of expression.

The issue of freedom of expression was a recurring theme across all aspects discussed within the focus groups. This view was shared by a majority of participants across all countries, and largely determined their negative attitude towards broadcasters. In their view, the lack of freedom of expression affects broadcasters' credibility the willingness of young people to engage with broadcasters, i.e. by participating as guests in certain programs, providing their opinions on TV or radio, or being part of broadcasters' teams. This, in turn, naturally limits the representation and participation of youth within TV and radio and leads to a viral cycle of alienation and to further widening the gap between broadcasters and youth.

Youth feel broadcasters play a negative role or no role in their lives

During the focus group discussions, the participants assessed the role of broadcasters in their lives and were mostly dissatisfied. The majority voiced a negative role to broadcasters, and some dismissed them totally as having no role in their lives. Some participants went further and accused broadcasters of "working against youth" in cooperation with the current political, economic, and social elite, in a manner that maintains the status quo and advance their interests.

> *"Broadcasters' role would have been positive if the authorities behind them had good intentions." Participant, Algiers, Algeria.*

> *"They play a role in making youth stupid. Broadcasters want youth lost, so they focus on music and sports." Participant, Casablanca, Morocco*

Only few participants considered broadcasters to have a positive role in providing information and increasing awareness on some topics. This includes TV and radio's educational programs, documentaries, news on certain social phenomena (e.g. drug use, sexual harassment, etc.) and other beneficial content. These participants believe that this type of content can be found with certain broadcasters and through avoiding others that are believed to be non-credible.

> *"If you want to find good content you can. I'm not saying it is the mainstream, but there are some good programs that add value to our lives, and teach us good things." Participant, Algiers, Algeria.*

Youth criticize the lack of space for youth's voices and concerns

Participants across all countries stipulated that broadcasters do not care about soliciting their views and opinions. They believe there is no meeting point between themselves and the broadcasters. This is manifested in several ways according to participants. To them, broadcasters would not listen to youth, as their views are not consistent with their own interests. They see in this the reason why broadcasters would not give young people a chance to participate or provide feedback.

> *"They know we will criticize them or say opinions they don't agree with, so they don't ask." Participant, Tunis, Tunisia.*

In the participants' view, when broadcasters do solicit feedback from young people, they mostly require them to voice certain opinions or censor their views if it contradicted their interests.

> *"I participated once in a program on TV, and I said everything I wanted to say freely, and I waited to watch it when the program was on air, but I didn't… They cut me out. They kept the other opinions that matched their position." Participant, Algiers, Algeria.*

Furthermore, participants believe that even if they were approached and invited by broadcasters to provide their input on key issues, the lack of freedom of expression in their countries poses a barrier that will discourage them from speaking their minds openly.

> *"We are too afraid to say what we want; consequences are too high." Participant, Tunisia, Tunisia.*

Participants believed that broadcasters showed unwillingness and general dismissal to young voices. According to youth participants broadcasters consider them immature, unaware and unable to provide good feedback and opinions on important matters. Many participants felt that when broadcasters approach young people, it is usually on trivial matters that they think youth are interested in, ignoring material, substantive and real concerns and priorities.

> *"When broadcasters decide to reach young people, they ask them silly questions... One program went to the streets and asked young men: what are the characteristics of the woman you wish to marry? What will you get your girlfriend for Valentine's day?" Casablanca, Morocco*

In the participants' view, the fact that broadcasters don't believe in the potential of young people has wider ramifications. For example, TV and radio programs repeatedly inviting the same older guests who don't have any connection to or understanding of the young generations. Or the underrepresentation of young journalists, technicians or presenters who could contribute to improving their programs.

Moreover, participants were frustrated with broadcasters who provide space for those youth who already succeeded at something, but ignore stories of other youth who are still struggling and who would benefit from media support in their journey.

> *"We keep seeing the same success stories on all channels. Nothing new." Participant, Tiflet, Morocco.*

Finally, although most participants acknowledged the important role broadcasters do play in society in providing information and drawing attention of public opinion on certain issues, they deplored that broadcasters do not use this position to bring youth issues and expectations into public light.

> *"But broadcasters are against youth, how would they lobby for them?" Participant, Tiflet, Morocco.*

> *"Broadcasters themselves don't enjoy rights such as freedom of expression, how would you expect them to raise awareness about it or encourage youth's expression?" Participant, East Amman, Jordan.*

Participants did agree that there are exceptions: some broadcasters ask young people to provide their feedback and solicit their opinions. However, participants wish that these opinions were translated into institutional and systematic approach in a manner that is tangible, and driven by a commitment to real changes. They believe in broadcasters' strong position and role in inducing changes in societies, and urge them to allow, adopt, and encourage the voices of youth. This, participants believe, would be highly motivating and would make youngsters feel appreciated and heard.

> *"I know some broadcasters that really care about our opinions, and they ask for them and do their research to get youth's feedback. I'm just not sure what they do with it afterwards, we need to see changes." Participant, Hebron, Palestine.*

The participants held similar negative views upon the major public and private broadcasters in their countries, especially in their criticism of the lack of youth presence in TV and radio programs. To them, both private and public/state-owned broadcasters would follow similar agendas. Much of the criticism expressed by the participants towards private broadcasters was linked to their perception that they are as well closely affiliated with public authorities.

> *"When the new audiovisual law was issued, we were very happy and excited about the opening of private broadcasters, but when they did, we found it serving the interests of elite groups, not the people." Participant, Southern Areas, Algeria*

On another level though, many participants did make some distinctions between private and public broadcasters. To them, private broadcasters are less biased against youths and allow higher levels

of free expression. Furthermore, they are more creative, innovative and show better presentation styles and technical performances. The participants' answers, when asked about the television and radio channels they follow the most, reflect this view, with a clear preference for private over public channels.

Perception of current TV and radio programs

The following were the key concerns participants discussed regarding the type of content and format that broadcasters produce and present, which, in their view, directly follow from the political affiliation of broadcasters and restricted freedom of expression in their programs.

Youth struggle to find content that echoes their interests

Common priorities and concerns for focus group participants were discussed in all countries, including: unemployment, quality of education, poor economic situation, high cost of living, key political events and developments, youth's political participation and civic engagement, corruption, health issues (e.g., health insurance, health awareness, sexual education, and nutrition), marriage and related costs, and youth emigration. Moreover, there were specific needs and concerns expressed by participants within each country. Examples include the issue of political division in Palestine, the issue of garbage, environmental pollution, water and electricity in Lebanon, the crisis of refugees (especially Syrian refugees) in Jordan, and youth emigration in Morocco and Algeria.

Across all countries, participants felt that broadcasters should have two roles: firstly to produce and broadcast content that is relevant to their needs and priorities, and secondly to ensure that this content adds value to youth's lives and helps guide them towards a better future.

Youth believed most broadcasters fail at both roles. Participants raised that the current type of content is rarely relevant and does not focus on youth's needs, concerns and priorities. On the contrary, most content they find on TV and radio is focused on entertainment, with music and sports as the most common programs specifically targeting youth. Participants further believe that even when broadcasters produce and present relevant content, it is usually lacking in terms of benefit and value.

For instance, participants agreed that the issue of youth's unemployment is frequently discussed on TV and radio; however, they deplored that broadcasters do not offer new insights or make the effort needed to report about possible solutions for the problem. Another key example mentioned by participants was the available political programs: in their view, those programs are rarely constructive and mostly dominated by debate shows in which the guests quarrel on live TV to attract new viewers and, accordingly, increase advertising revenues.

Youth missed value-adding content and expected broadcasters' programs to do more than just debate; they want them to reach out to decision makers, to be a platform for dialogue, to enable and initiate dialogue with the powerful, and make efforts to contribute towards solving the issues being discussed.

Another point of criticism shared across all focus groups was the incomplete or superficial coverage of relevant topics. The participants believed that broadcasters focus on specific details of a topic and miss or ignore other valuable or very practical information that would be needed.

> *"(…) they would start broadcasting messages to encourage political participation, joining political parties, voting, etc. All is good, but I don't know anything about the political parties, I want to understand how to be politically active, they don't give us any useful details, it's just like advertising." Participant, Amman, Jordan.*

> *"You find broadcasters covering the issue of youth emigration, as a bad phenomenon of course, but then they don't discuss the reasons for their emigration, they don't provide the full picture." Participant, Algiers, Algeria.*

Participants perceived this issue to be a result of either a lack of concern for youth or biased content due to the broadcasters' affiliation with government or influential parties. Some participants went further and perceived it as a deliberate attempt to distract youth away from real issues in the country.

> *"It's all for the benefit of the station and its interests, never for the people." Participant, Southern areas, Algeria*

> *"We made the revolution so that youth can improve their situation, but unfortunately, after the revolution, they started fighting us with inappropriate content, so we don't get our voices through." Participant, Kairouan, Tunisia*

Participants uttered the need for broadcasters to encourage them to succeed and support their achievements; however, participants are concerned that the current broadcasters' coverage of success stories is counterproductive. Participants in Morocco and Algeria had the strongest positions in this regard.

> *"We are having a big issue with the mandatory army service as youth in Algeria, and we are voicing our concerns and worries, but broadcasters are actually fighting us on this, and they disseminate messages to encourage it instead." Participant, Ain Defla, Algeria.*

> *"You find broadcasters covering the success stories of youth here a lot, but these successful youths are either singers or in similar professions. They don't promote other models of success, in other fields. You never see the stories of youths who participated in international competitions for example." Participant, Southern areas, Algeria.*

> *"They focus on music, sports and cooking, that's what we should aspire to achieve." Participant, Rabat, Morocco.*

> *"Broadcasters don't acknowledge youth's successes on social media, on the contrary, they keep portraying Facebook as a very bad platform that we should avoid." Participant, Algiers, Algeria.*

Within the same perception, Jordanian participants felt that some broadcasters ignore certain news, especially political protests, in order to distract youth from such developments, and focus instead on other trivial matters.

> *"During the protests on the 4th circle, the Jordanian TV didn't cover any of it. One prominent TV was actually discussing the benefits of Meramiyya (a traditional herbal drink)." Participant, Irbid, Jordan.*

Inadequate coverage on the marginalized

According to participants, coverage of marginalized groups by broadcasters is inadequate. These groups include people living in remote areas, disabled people, refugees (in Jordan, Lebanon and Palestine), prisoners (in Palestine), women, and children.

Participants believed that broadcasters lack inclusivity in this aspect. They felt that TV and radio channels mainly produce and present content that relates to people living in the capital cities and other major urbanized areas within their countries. They saw this as disrespectful to other parts of the population. For instance, in Algeria, participants in the southern areas felt that they are not even being treated as Algerians.

> *"Broadcasters have no role on our lives. We are not considered Algerians, as if we were out of the map." Participant, Southern areas, Algeria.*

In Jordan, participants saw broadcasters as only following their own interests, even when they do cover stories about marginalized people. They felt this coverage is motivated by the broadcasters' objectives to increase the number of viewers, increase profits, or follow the interests of their owners.

> *"When they talk about people with disabilities, it's to get funds and use them. No credibility." Participant, Al-Karak, Jordan.*

> *"Yes broadcasters do cover stories of marginalized people, but you'll find it's usually linked to reporting on a famous person or a government official visiting these people/areas." Participant, Irbid, Jordan.*

Another key motive for broadcasters to cover only certain groups in society is believed to be linked to international donors and funding. Participants feel that broadcasters would increase their content on women, people with disabilities or other marginalized groups if they had a donor organization that is interested in this. However, once the funding ends, the content also stops. For instance, this was primarily evident in the coverage of topics specifically related to women, which, according to several participants, rose drastically when donors introduced a gender equality agenda in the media. This trend implies that the coverage is not sustainable and will stop once funds are diverted into another area of focus.

A comparison between broadcasters and social media was immediately drawn by participants regarding the coverage of marginalized groups. They saw social media as much more advanced in this respect, content and stories covering all areas and all societal groups being easily available on social media as opposed to sparse coverage on the same topics on TV or radio programs.

Presentation and style unattractive and not youth-friendly

Participants did not find the production and content of broadcasters attractive or youth-friendly. They felt it lacks innovation and creativity, and suffers from weak technical capabilities. Key issues and points discussed by participants regarding the characteristics of production and content of broadcasters included:

- Hosting guests to discuss topics which are of no concern to them, such as hosting older guests or guests with little or no experience or expertise on the subject to discuss youth-related topics.

  "Once, they were discussing unemployment, and the guest was a previous Minister of Labor, why not host the current Minister? Or someone else who can now impact decision making." Participant, Irbid, Jordan

- Lack of originality, innovation, creativity or even new content within national broadcasters was a key point mentioned by participants in all countries. They all agreed that programs do not change, old documentaries are repeated frequently, and the same individuals present the programs for very long periods of time. Therefore, participants find the same ideas re-produced repeatedly or the ideas from western programs replicated.

  "The morning show has had the same presenters since I was a child… As if there are no young media graduates… And they offer the same information on the same topics ever since." Participant, Irbid, Jordan

- Lack of use of modern technology, which would affect the attractiveness of these programs to youth, who are very much interested in technology and modern advancements in media production.

- Inappropriate timing is sometimes an issue. Some participants mentioned examples of good programs that were broadcasted very early or very late or at times when youth would not be able to follow.

> *"I swear I saw this program by coincidence when I was up until morning one day, it was at 7:30 AM on a Friday! The program was good for youth, but who would wake up at such a time on the weekend?" Participant, Amman, Jordan*

Another key area of weakness in broadcasters' content, according to participants, was weak technical capabilities of TVs and radios. This includes various aspects, such as:

- Weak technical abilities of the broadcasters' teams, including the staff working in editing, directing, production, etc. Participants also deplored the limited skills and capabilities of presenters both on TV and radio who in their view would make mistakes while reading scripts, lack proper facial expressions and, most importantly for participants, lack professionalism and respect when talking to people or guests. Participants in Jordan especially emphasized this as a key issue within broadcasters, especially official government TV and radio channels.

> *"(…) a radio presenter made fun of a young female who called the program, she was disrespectful, and there was so much talking about the incident on social media, but the presenter never apologized for her behavior, and insisted it was okay." Participant, Amman, Jordan*

- Weak technical equipment such as outdated or inadequate cameras, lighting equipment, studios, etc.

The focus group discussions showed that as a result of the above perceptions towards broadcasters' content, youth are turning away from TV and radio programs and increasingly replacing them with online media, especially social media. Moreover, participants report following broadcasters mainly for entertainment content, while looking for other valuable content on key issues and priorities on social media platforms.

The following table summarizes participants' opinions (i.e., likes and dislikes) of content and types of programs:

√	Notes/reason
Interactive programs and shows	Allowing people to participate and share their views and feedback. They preferred this type of program because it engages the people rather than their merely being recipients of information.
Talk shows (including debate programs)	If the topics are interesting (e.g., not political), guests are experts on the topic being discussed, and the presenter is experienced and skilled. They preferred this type of program because it allows for listening to different points of view and understanding the topic from different angles.
Documentaries or other educational programs	With high quality and interesting content (similar to National Geographic programs).

X	Notes/reason
Programs with no purpose or seeking profit and followers	Examples include: Substance-free comedy shows, horoscopes, weather. Or Programs covering negative stories of people or presenting issues but without discussing any solutions.
One-way programs	One presenter providing information on certain topics without including experts or other opinions or engaging the audience.
Debate shows that turn into chaos	Guests with different views are brought in to discuss a topic, but instead they merely quarrel (a recurring example was Al-Itijah Al-Mo'akes, a famous program on Al-Jazeera TV)
Programs with presenters lacking ethics or entertainment skills	Examples include being disrespectful or sarcastic to people or guests, or the lack of charisma and ability to entertain the audience
Politically affiliated talk shows or programs hosting decision makers without counterpart	Biased and lacking objectivity. Participants raised those programs do not offer a space for the audience to participate, a chance to provide opinions or to dialogue and challenge decision makers.
Morning programs	Those programs were perceived as very repetitive by the participants.
Difficult to understand programs	Examples include complicated economic programs.
Indecent programs	Programs that are not in line with society and family values and ethics. Examples include programs with inappropriate sexual content and programs that reveal secrets about people's lives (scandals).

Expectations and recommendations

The following pages present the participants' recommendations to improve the relationship between them and broadcasters and what they expect from a broadcaster's program.

Recommendations to build trust and connection

As discussed above, the most significant issue was a major loss of trust in broadcasters by the participants. The majority of participants across all countries questioned the credibility of broadcasters, and considered this to be the major impediment to any future improvement of the relationship with broadcasters. Accordingly, many participants recommended that broadcasters try to rebuild this trust, prior to any other desirable and necessary improvements.

In this regard, participants believe that broadcasters should:

- **Challenge the constraints on freedom of expression**, as this will help regain youth's trust in them and also encourage more young people to join broadcasters' teams and work with them. This includes being impartial and objective when providing news and information, allowing different views to be broadcast, providing youth with space to express their opinions, and lobbying and advocating for increased youth participation.

- **Reach out to youth and follow their stories, issues and interests,** through establishing a unit or a department within broadcasters' organizations that focuses mainly on youth and how to respond to their needs and concerns. In the participants' views, broadcasters should also examine ways to solicit feedback from youth regularly (e.g. implement a poll on youth's priorities and issues using social media, or implement focus groups with youth to develop relevant content). They also suggested networking with youth organizations and groups to keep a connection to youth in their areas.

- **Make efforts to deliver the voices of youth to decision makers,** by hosting both young people and government officials or decision makers within the same program, soliciting youth's feedback and opinions on live programs to encourage honesty and freedom of expression, following up on issues being discussed within their programs and reporting back on progress made in these efforts.

- **Increase youth representation within broadcasters' creative teams**. Broadcasters should introduce an internal policy of a minimum quota of youth's representation in their teams and adopt the measures needed to meet such policies.

- **Build and develop the capacities of journalists** in order to improve content creation and production capabilities to meet youth's expectations.

- **Lobby for a law that guarantees a minimum quota of young people's participation** in TV and radio programs.

- **Designate a day for youth on media** on which all broadcasters and media organizations focus on youth and relevant content and concerns.

Youth's perceived role

In order to improve youth's relationship with broadcasters and increase and enhance their content; participants believed they have a role to play, which can be summarized as follows:

- Youth should coalesce with each other to deliver unified messages and find effective ways to be better represented and respected.
- Youth should not wait for broadcasters to approach them, but use social media to express their concerns and interests and demand their rights. They should also use these platforms to show their successes and their talents.
- Youth could establish a youth council (composed of key media figures) to present and discuss youth's interests and concerns to broadcasters.
- Youth should produce their own content and publish it through all different media platforms, including broadcasters.

Elements of an ideal TV and/or Radio program

Most participants agreed that most content offered on TV and radio does not resonate with their priorities, concerns and interests. They all wish that broadcasters take measures to upgrade their content and meet youth's needs. Some actions proposed by participants were as follows:

- Broadcasters should consider establishing a youth-focused channel that provides content specifically targeting young people. Young people should be in charge of such a channel and manage all its programs. It should also have an online presence.
- Increase the number of programs that focus primarily on youth issues and concerns within their relevant channels.

Against this backdrop, what would be the key ingredients of an ideal program on TV and radio according to youth? Below is a summary of what survey participants across all countries see as elements of a good TV and/or radio program.

(1) Programs opening space for youth – in production and content:

- Created, prepared, implemented and presented by young people.
- Interactive, providing youth with the chance to engage, participate and give their views
- Hosting young guests on programs
- Supporting social media activists and giving them the chance to surface

(2) Programs with a purpose, educational aim and/or practical use for the daily life – bringing youth (and society) forward:

- Having a purpose and encouraging good values and behavior among youth.
- Building youth capacities, guiding them and raising their awareness on important issues. Examples include more programs on: intellectual content to help build young people's critical thinking and knowledge and pushing youth towards thinking outside the box, scientific and intellectual creativity, guiding youth towards making the correct choices of education, content that discourages backward thinking (especially on gender and traditions)

(3) Programs covering new or underrepresented content:

- Focusing on locally relevant ideas (as opposed to imported program ideas from Western countries).
- Focusing on issues of concern to youth.
- Covering local youth initiatives and groups and focusing on local success stories, or stories about youths who are trying to succeed, in order to support them.
- Including underrepresented content such as: cultural and educational content, economic content (in simple methods and language), scientific and intellectual content, gender content (to be led by teams of female youth), content on what is considered taboo topics (i.e., sexual education, religion, extremism and politics), content on marginalized groups including people living in remote areas, people with disabilities, refugees (in Jordan, Lebanon and Palestine), prisoners (in Palestine), and women.

(4) Programs with high technical quality and innovation

- Innovative, bringing new ideas (e.g. a mobile studio on the streets).
- Short duration, such as short video clips (similar to social media content).
- High production quality and use of modern technology. Using creative arts to deliver content (e.g., arts to fight terrorism).
- High team capabilities, including production teams and presenters. Presenters should be young, have an engaging style and positive energy (e.g. a role model, a social media influencer for cultural programs, etc.) and possess strong technical abilities and personalities.

(5) Programs that are trustworthy and relevant

- Objective, neutral and credible.
- In Arabic (as opposed to English or French).
- Hosting relevant experts as guests
- An Arab-world focused program, where Arab youth share many concerns and interests.

Moreover, participants shared specific criteria and characteristics that they would prefer for each of the following types of programs:

Content	Specific characteristics
✓ News and politics	Objectivity, neutrality, civilized discussion, unbiased, inclusive of different views, credible sources of information, respectable presenter, involving and engaging youth, providing access to decision makers
✓ Educational, social, cultural topics	To provoke thinking outside the box, focusing on youth's issues and interests (e.g., new technology), focusing on arts (music, theatre, cinema, etc.), developing talents, developing critical thinking, inclusive of diverse social groups, involving youth, focusing and emphasizing people's local identity and history
✓ Entertainment	Humorous but avoiding clownish type of comedy, respecting family values, having a purpose, diverse (more than just music and sports), addressing different social groups
✓ Economic	Presented by experts, easy to understand in content and language, focusing on youth's economic issues, reporting on solutions, pushing youth toward acting and taking action itself, providing new information and insights, providing access to decision makers

Country-specific findings

This section provides a disaggregation of some of the key findings by country, wherever differences or trends were observed. It summarizes the top topics of concern of the young participants in each country, their criticism of radio and/or TV program as well as what, in their view, constitutes an ideal program. The country summaries also include a list of the most followed TVs, radios and examples of good programs within each country according to participants' feedback during the focus group discussions.

MOROCCO

Focus group distribution and participants' recruitment in Morocco

In addition to the main demographics, the selection of the focus group participants in Morocco took into consideration the specific linguistic diversity of the country. Among the Moroccan participants thus were young people speaking classical Arabic as well as Berber (Amazigh). Four focus groups were conducted in: Rabat region, Tiflet, Casablanca and Azilal. To recruit the participants, several community-based organizations were contacted such as *Youth Empowerment Society*, the *Moroccan Coalition for Young Researchers for Territorial Development*, *Azilal Society for Development, Environment and Communication* and the *Maison des Jeunes Sidi Othmane*.

Country-specific findings

Moroccan participants felt their broadcasters' content was far removed from reality and unreliable, aiming to spread certain messages based on their affiliation. They deplored that broadcasters lack connection to the people, and especially to youth. However, radio was perceived a bit more positively than TV in Morocco, being considered more credible, uncovering truths and in general providing more valuable content. Moreover, when answering which TV and radio stations they follow the most, the participants in Morocco showed a preference for private broadcasters as shown in the list below.

Top topics of concern

- Economic development (mostly focused on unemployment)
- Local Moroccan social issues
- Education (e.g., quality of education, students' school dropout)
- Health issues
- Political issues
- Youth emigration
- Graduate development and capacity-building to access the labor market

Main criticism of TV/radio content

- Unreliable and biased content
- Vast amount of substance-free content, especially within entertainment and comedy programs
- Content underestimates people and especially youth, assuming that their main interests are music and sports.
- Inadequate coverage of youth's priority issues and concerns. Least-covered topics mentioned:
  - ✓ Unemployment
  - ✓ Health
- Content is not inclusive of all societal groups, especially youth and people living in remote areas.
- Content focuses on delivering certain messages and imposing certain opinions on people.
- Coverage of youth's success stories is unsatisfactory; broadcasters focus mainly on young people who succeed in the entertainment field and ignore other fields such as science, creative arts, etc.
- Technical capabilities below standard
- Lack of innovation and creativity

Liked and disliked TV and/or radio programs

Preferred program types/formats:

- Interactive programs that provide a space to interact with people
- Talk shows which provide advice and guidance to people
- Educational and awareness-raising programs (e.g., programs on health, drug use, and other programs that guide youth)
- Cultural programs (focusing on Moroccan culture and heritage)
- Programs that host experts on the subject matter to provide real solutions to problems

Disliked program types/formats:

- Programs (especially comedy shows) that have no purpose
- Drama series

Key ingredients of an ideal TV and/or radio program
An ideal program would: ▪ Have a Moroccan identity ▪ Encourage diversity and respect for different opinions, be inclusive of all societal groups ▪ Focus on youth's abilities, creativity and success ▪ Guide youth to better futures ▪ Encourage innovation and use modern technology ▪ Use simple language (especially economic programs) ▪ Be created and implemented by youth and contribute to unify youth ▪ Allow for freedom of expression
Most followed TV channels and Radio stations
Private ownership: ✓ Medi 1 TV – A focus on cultural, social and diverse matters, relatively objective, high production quality and strong online presence ✓ Tele Morocco – Youth-relevant content, allows freedom of expression and is relatively objective Mixed ownership: ✓ 2M TV – Strong youth presence, relevant youth issues, inclusive Government owned: ✓ El-Riyadiyya Sports – Good sports coverage
Positive examples of TV and/or radio programs
✓ Wash Hna Hums Hna? (واش حنا هما حنا؟) ✓ 45 Minutes (٤٥ دقيقة) ✓ Génération News ✓ Kollona Abtal (كلنا أبطال) ✓ Deif El-Oula (ضيف الأولى) ✓ Mubashara Ma'akom (مباشرة معكم) ✓ Amodo (امودو) ✓ Sada Al-Ibda'a (صدى الابداع)

ALGERIA

Focus group distribution and participants' recruitment in Algeria

In addition to the main demographics, the selection of the focus group participants in Algeria took into consideration the ethnic diversity and regional disparities of the country. Four focus groups were conducted in: Northern region (Algeria city), Northern region (Algeria city surrounding neighborhoods), Internal (mid) region, and Southern region. To support the selection of the participants, several community-based organizations were contacted such as *Youth Empowerment Skills (YES)*, *Association Sidra* or local sport clubs.

Country-specific findings

Algerian participants were highly unsatisfied with the content of the broadcasters in their country. They felt their country needed content that can guide people towards developing themselves and their societies, while what they find is substance-free programs that distracts people and distances them from the real issues. They were extremely frustrated with all the entertainment content, which they felt is underestimating people, their minds and abilities. This, they believe, is highly de-motivating to everyone, and especially to youth. Moreover, when answering which TV and radio stations they follow the most, the Algerian participants showed a clear preference for private broadcasters as shown in the list below.

Top topics of concern
▪ Economic issues (e.g., unemployment, housing problems) ▪ Youth Emigration ▪ Basic human rights (e.g., freedom of expression, economic equality) ▪ Mandatory military service ▪ Quality of education ▪ Marriage
Main criticism of TV/radio content
▪ Politically affiliated content that lacks credibility and underestimates people's intelligence ▪ Too much substance-free content, especially within entertainment and comedy programs ▪ Inadequate coverage of youth's priority issues and concerns. Least-covered topics mentioned: ✓ Unemployment ✓ Schools and quality of education ▪ Content is focused on the capital city and other large urbanized areas and is not inclusive of all societal groups, especially marginalized groups (e.g., women, old people, people living in southern areas).

- Coverage of youth's success stories is unsatisfactory, with broadcasters focusing mainly on young people who succeed in the entertainment field and ignoring other fields, such as youth who participate in international intellectual fields or succeed on social media platforms.

Liked and disliked TV and/or radio programs

- Low quality of production and broadcasting technical abilities
- Lack of creativity and innovation

Preferred program types/formats:

- Interactive programs
- Talk shows that offer a diverse set of views (and in which the guests are real experts on the topic)
- Programs that focus on the culture and traditions of the country
- Educational and awareness-raising programs
- Programs with strong presenters/journalists who have an engaging/attractive style

Disliked program types/formats:

- Political debate shows that turn into chaos rather than actual constructive debates
- Programs that invade people's privacy
- Programs that are one-way only, such as one presenter providing one-way information on a certain topic
- programs (especially comedy shows) that have no purpose

Key ingredients of an ideal TV and/or radio program

An ideal program would:

- Be objective and neutral
- Provide solutions to real issues or at least provide access to decision-makers
- Have strong presenters/journalists who have an engaging/attractive style
- Be in Arabic and local dialects, but not French
- Be entertaining, but with a purpose

Most followed TV channels and Radio stations

Private ownership:

- ✓ El-Shurouq TV – Credible, covers issues of interest to people and youth. Also focuses on humanitarian issues, volunteerism, etc.
- ✓ El-Nahar TV – Broadcasts some programs that include and support youth (e.g., entrepreneurship, creativity)
- ✓ El-Djazairia TV – Broadcasts some youth friendly programs with focus on young women
- ✓ El-Haddaf – Sports coverage

Positive examples of TV and/or radio programs
✓ Wa Ifa'alu Al-Khair (وافعلوا الخير)
✓ Hashtag
✓ For Shabab
✓ Khat Ahmar (خط أحمر)

TUNISIA

Focus group distribution and participants' recruitment in Tunisia

Four focus groups were conducted in: Greater Tunis (covers 4 key governorates), Greater Tunis (City area), Kairouan and Sfax. To recruit the participants, several community-based organizations were contacted such as *Association Positiver*, *Social Innovation Hub El Space*, or *Centre d'Affaires de Kairouan*.

Country-specific findings

Tunisian participants had similar opinions as their neighboring countries, with only an additional focus on the frustration caused by the way broadcasters dismiss people's needs and priorities, especially those of young people. They felt that the broadcasters' main concern is to serve the interests of their owners and to make a profit, both objectives leading to content that is focused on humorously exaggerated shows or political debate shows that add no value. Moreover, Tunisian participants believed that broadcasters go beyond this by portraying youth as an incapable generation. This was especially frustrating for the young participants as they feel the opposite should take place after the revolution, when they need support and empowerment to gear their country in the right direction. In addition, Tunisian participants expressed a clear preference for private TV and radio stations over public broadcasters as shown in the list below.

Top topics of concern
▪ Economic (especially unemployment of graduates with high degrees) ▪ Health (e.g., mental health, general health) ▪ Political situation in the country ▪ Quality of education
Main criticism of TV/radio content
▪ Content underestimates youth's capabilities and limits them to entertainment (mostly aimless content). ▪ Old repetitive content ▪ Contradicts local values and ethics in many cases ▪ Inadequate coverage of youth's priority issues and concerns. Least-covered topics mentioned: ✓ Unemployment ✓ Religion ✓ Cultural topics ✓ New technology ✓ Scientific programs ▪ Content is focused on capital city and other large urbanized areas.

Liked and disliked TV and/or radio programs
▪ Low quality of production and broadcasting technical abilities ▪ Lack of creativity and innovation (e.g., copied from French broadcasters) <u>Preferred program types/formats:</u> ▪ Interactive programs ▪ Educational and awareness-raising programs ▪ Creative and innovative documentaries <u>Disliked program types/formats:</u> ▪ Worthless programs (especially comedy shows) that have no purpose ▪ Political debate programs ▪ Old and obsolete documentaries
Key ingredients of an ideal TV and/or radio program
An ideal program would: ▪ Be objective and neutral ▪ Provide solutions ▪ Respect youth's capabilities and involve- them as responsible and capable people. Also focus on youth's success and experience ▪ Avoid comedy programs with no substance ▪ Be created and implemented by youth ▪ Be inclusive and respect everyone ▪ Provoke critical thinking ▪ Be entertaining, but focus on creative arts, festivals, talent development; funny but clever ▪ Be motivating and giving positive energy
Most followed TV channels and Radio stations
Private ownership: ✓ Nesma ✓ Al-Tase'a ✓ Zaytouna ✓ Al-Hiwar Al-Tunisi – Followed for entertainment Government owned: ✓ Al-Wataniyya 1 and 2 International: ✓ National Geographic – Documentaries
Positive examples of TV and/or radio programs
✓ Shabab talk ✓ Al-Abaqera (in Egypt) ✓ Yawmeyyat Mowaten (يوميات مواطن)

LEBANON

Focus group distribution and participants' recruitment in Lebanon

In addition to the main demographics, the focus groups distribution and participants' recruitment process in Lebanon took into consideration the religious diversity of the country, as well as the large populations of Palestinian and Syrian refugees within various Lebanese regions and cities. Four focus groups were conducted in: Beirut – West Beirut, South of Lebanon – Tyre, North of Lebanon – Tripoli, Beirut – Achrafieh. Several community-based organizations were contacted to support the recruitment process, such as *March*, *Dammeh Community Center* and *Dream of a Refugee Association*.

Country-specific findings

Lebanese participants also agreed that most of their broadcasters are linked to either a political party, the government or to other influential people in the country. They were more moderate in their perception, believing that there are some good broadcasters which can be trusted. Moreover, they were satisfied with the entertainment content that the Lebanese broadcasters provided, unlike participants in Tunisia, Algeria and Morocco, as explained above. As in the other countries, the participants in Lebanon showed a clear preference for private TV and radio stations over the public broadcasters, as shown in the list below.

Top topics of concern
▪ Economic (e.g., cost of living, unemployment) ▪ Youth emigration ▪ Garbage and environmental pollution ▪ Water and electricity crisis ▪ Quality of education ▪ Health and health insurance ▪ Social security ▪ Syrian refugees ▪ Corruption
Main criticism of TV/radio content
▪ Content is influenced by channels' interests and affiliation. ▪ Content is not diverse, same topics and issues continue to receive coverage at the expense of other interests and issues. ▪ Inadequate coverage of youth's priority issues and concerns. Least-covered topics mentioned: ✓ Unemployment ✓ Education ✓ Health issues

- ✓ Refugees
- ✓ Corruption

Liked and disliked TV and/or radio programs

- Low quality of production and broadcasting technical abilities
- Lack of creativity and innovation

Preferred program types/formats:

- Interactive
- Entertaining programs with a purpose
- Exhibiting diversity within the team working on the program
- Using modern technology, including utilizing social media

Disliked program types/formats:

- Shallow entertainment programs with no purpose
- Programs that emphasize certain stereotypes (e.g. about women, refugees, etc.)

Key ingredients of an ideal TV and/or radio program

An ideal program would:

- Try to bring different youth groups together (e.g. a program on youth's initiatives across different locations, nationalities, ethnicities, etc.)
- Try to build capacities of youth (e.g. focus on empowering young females and their confidence)
- Support successful youth, especially those who succeeded on social media
- Focus on marginalized groups (e.g. active youth groups in villages, older people)
- Portray independence and neutrality (unbiased)
- Be respectful to people and their values

Most followed TV channels and Radio stations

Private ownership:
- ✓ Al-Jadeed TV – Good news coverage
- ✓ MTV – Entertainment, good youth presence
- ✓ Al-Mustaqbal

Government owned:
- ✓ TeleLiban

Regional/ international:
- ✓ MBC Group – Diverse content, entertainment
- ✓ OSN – Entertainment
- ✓ National Geographic – Documentaries

Positive examples of TV and/or radio programs

- ✓ Linnashr (للنشر)
- ✓ Ahmar Bil-Khat Al-'Areed (أحمر بالخط العريض)
- ✓ Sar El-wa't (صار الوقت)

- ✓ Star Academy
- ✓ Al-Musameh Al-Kareem (المسامح الكريم)

PALESTINE

Focus group distribution and participants' recruitment in Palestine

Four focus groups were conducted in: West Bank – Ramallah governorate, West Bank – Hebron governorate, Gaza Strip – Gaza Governorate and Gaza Strip – Rafah refugee camp. In order to facilitate the recruitment process of the participants, several community-based organizations were contacted such as *Tamer Institute for Community Education*, *Sharek Youth Forum*, the *Palestinian Youth Association for Leadership and Rights Activation (PYALARA)* or *Radio Nisaa*.

Country-specific findings

Palestinian participants had the same views regarding credibility and political affiliation as other countries, but for them, the main impact of this affiliation was the contribution to the political division currently existing between the two authorities in Gaza Strip and the West Bank. The broadcasters, participants believed, are instrumental in encouraging the political division, which ultimately translates into division at the people's level. This perception was held towards all Palestinian TV and radio stations, but mostly towards the official government TV and radio (Palestine TV and Sawt Falasteen) as well as the Hamas affiliated TV and radio stations. Moreover, the participants expressed a clear preference towards private TV and radio stations over the public broadcasters, as shown in the list below.

Top topics of concern
▪ Unemployment (especially among fresh university graduates) ▪ Social security ▪ Refugees ▪ Freedom of expression (especially of criticizing the government) ▪ The political situation (conflict with Israel and the Palestinian political division)
Main criticism of TV/radio content
▪ Inadequate coverage of youth's priority issues and concerns. Least-covered topics mentioned: ✓ Unemployment ✓ Youth's participation ✓ Youth's success stories ✓ Marginalized groups (such as people with disabilities) ✓ The right to freedom of expression ✓ Gender and gender-based violence ✓ Social issues such as divorce

- ✓ Cost of marriage
- ✓ Corruption and accountability of authorities
- ✓ Youth emigration (especially mentioned in Gaza)

- Content is not inclusive of all social groups especially excluding marginalized groups. Also, participants believe that broadcasters cause further marginalization of women, youth and disabled people through their unsatisfactory coverage of them, focusing on gloomy situations to gain the sympathy of people, but not adding value to the program.
- Content does not add value or new insights, and does not lead to finding solutions to problems.
- Content that tries to impose certain opinions and messages on people.
- Coverage of youth's success stories is unsatisfactory; participants believe the political affiliation of people affects whether they get broadcasters' coverage or not.

Liked and disliked TV and/or radio programs

- Poor technical abilities (equipment and human resources) which impact on the quality of the production
- Boring program formats, lack of innovation

Preferred program types/formats:

- Educational and awareness-raising programs (e.g., programs on drug use)
- Documentaries
- Talk shows
- Interactive programs (offering space for audience interaction)
- Debate shows

Disliked program types/formats:

- Programs that are one-way only (i.e., that do not offer people the chance to contribute or participate in the discussion - such as one presenter providing one-way information about a topic - or programs that host government officials or decision makers but do not offer people the chance to participate)
- Programs with no purpose, such as empty comedy shows
- Manipulative programs which only aim to make profit, such as competition programs

Key ingredients of an ideal TV and/or radio program

An ideal program would:

- Encourage diversity and respect for different opinions
- Be creative and innovative in terms of its content and format (e.g., a mobile studio on the streets, a debate show between local youth and youth who emigrated, a social program that is hosted by social media influencers)
- Be created and implemented by young teams
- Be objective, and would present all aspects of a topic, thus providing an unbiased picture
- Be motivating, such as programs that present youth's success stories
- Plant new ideas and new ways of thinking in youth's minds
- Offer a chance to reach decision-makers

- Focus on youth's talents and creativity
- Be entertaining, regardless of the topic
- Have a good quality

Most followed TV channels and Radio stations

Private ownership:

- ✓ Maan – Mainly for political content and analysis of Israeli journalism
- ✓ Al-Kufiyya – Reflects daily Palestinian reality, sheds light on youth issues and successes
- ✓ Al-Kitab (Belonged to the Islamic University in Gaza, but was closed early 2018 due to financial issues) – Focused on youth issues, staff were young
- ✓ Palestine News Network (PNN) – Credible, focuses on local and international news
- ✓ Palestine today – Credible, youth focus
- ✓ Al-Aqsa – Portrays Palestinians as resilient people (good image)

International:

- ✓ National Geographic – Documentaries

Positive examples of TV and/or radio programs

- ✓ Al-Hasaad – Translation of Hebrew Newspapers with Nasser Lahham
- ✓ Khawater (خواطر)
- ✓ Wast El-Balad
- ✓ Tawwel Balak (طول بالك)
- ✓ Fawqa Al-Sulta (فوق السلطة)
- ✓ Al-Saleet Al-Ikhbaari (السليط الإخباري)

JORDAN

Focus group distribution and participants' recruitment in Jordan

In addition to the main demographics, the focus groups distribution and participants' recruitment process took into consideration the large populations of Palestinian and Syrian refugees living in the country. Four focus groups were conducted in: Greater Amman (West Amman), Greater Amman (East Amman in a refugee camp), Northern Jordan (Irbid) and Southern Jordan (Al-Karak). To support the recruitement process, several community-based organizations were contacted such as *Ya'rob Society*, *Tamim Ben Aws Al-Dari Society* and the *Family and Childhood Protection Society.*

Country-specific findings

Jordanian participants made a key differentiation between private broadcasters and government-owned broadcasters, with the latter being perceived more negatively as biased and lacking credibility. Accordingly, when asked about their preferred TV and radio stations, privately-owned broadcasters (mostly Ro'ya TV) as well regional/ international broadcasters clearly came first, over public broadcasters, as shown in the list below.

The main concern raised by the participants was the complete absence of certain news in some TV and radio programs. For instance, several recent political events were mentioned as examples of news that were not covered at all by certain TV stations, due to their political affiliation. This causes youth to go directly to new media sources in order to obtain news and information that they trust.

Top topics of concern
▪ Economic issues, especially the high cost of living (e.g. cost of marriage) and unemployment ▪ Political concerns, such as risk of terrorism incidents, refugee crisis, corruption and others
Main criticism of TV/radio content
▪ Inadequate coverage of youth's priority issues and concerns. Least-covered topics mentioned: ✓ Economic: unemployment, cost of getting married ✓ Political: political participation and political awareness in general, key political events (e.g., the gas deal between Jordan and Israel) ✓ Educational and awareness-raising about: health (e.g., nutrition, sexual education), drug use, human rights (e.g., workers' rights) ▪ When relevant issues are covered, they are repetitive and do not provide new insights or original ideas, such as contributing towards finding solutions for these issues. ▪ Coverage of marginalized people is inappropriate, it is only included to increase viewership and accordingly generate income. No real concern for these groups is shown and no actual

help is granted. Examples were the coverage of people with disabilities and of refugees in Jordan, which participants feel lacks purpose and only presents these people's difficult circumstances without really contributing towards improving the situation. Also, participants believe that the overall coverage of marginalized groups is inadequate.

- Coverage is focused on Amman and ignores other areas in Jordan.
- Youth are portrayed negatively by many broadcasters, a result of low youth representation within their organizations.
- Coverage of youth's success stories is unsatisfactory; participants believe the types of success shown are repetitive and that the selection of successful youth is not transparent.

Liked and disliked TV and/or radio programs

- Lack of proper media skills, experience and professionalism among broadcasters' teams, especially presenters
- Old equipment, which impacts on the quality of the production
- Hosting "wrong guests" who participants believe are either not experts on the subject or are too old to represent youth's views.

Preferred program types/formats:

- Debate programs
- Competition programs
- Documentaries
- Interactive programs

Disliked program types/formats:

- Debate programs which turn into chaos and quarrelling
- Radio programs that only receive calls from listeners and play music
- Programs about the weather, horoscopes and similar content that does not add value

Key ingredients of an ideal TV and/or radio program

An ideal program would:

- Inspire youth to make positive changes in their lives. Khawater program was mentioned as a positive example
- Provide guidance to youth on important matters, such as guiding them to choose their study specializations properly
- Challenge and fight extremism and backward thinking (e.g., on gender and traditions)
- Be created, prepared, implemented and introduced by young people
- Have strong technical and people abilities

Most followed TV channels and Radio stations

Private ownership:

- ✓ Ro'ya TV – Youth focus, young staff, purposeful, relatively objective, good coverage of local news and events, strong online presence

Regional/ international:

- ✓ Al-Jazeera – Credible, diverse content (debate shows, documentaries, etc.), strong journalism, strong online presence
- ✓ National Geographic – Documentaries
- ✓ MBC group – Diverse content, entertainment

Government owned:

- ✓ Jordan TV – News coverage

Positive examples of TV and/or radio programs

- ✓ Khawater (خواطر)
- ✓ Caravan
- ✓ Shabab talk
- ✓ Al-Wakeel
- ✓ Sabah Al-Kheir ya Arab (صباح الخير يا عرب)
- ✓ Al-Ittijah Al-Mu'akis (الاتجاه المعاكس)
- ✓ Star Academy

Annex A: Country fact-sheets

Morocco Youth		
Demographic and general data		
Youth population (15-29) as a percentage of total population	25.2%	
Religion		
Muslim	98.7%	
Christian	1.3%	
Youth unemployment rate (% of total labor force ages 15-24)	18%	
How would you assess the economic situation of your family today?	Female	Male
Rather/very good	88%	88%
Rather/very bad	12%	12%
Youth and Participation		
Are you interested in politics? (values in percent "very interested/interested")	Female	Male
	25%	32%
Are you committed to social or political goals or for the benefit of other people on one of the following topics? (top three below) Values in percent "frequently"	Female	Male
For the interest of the young people	19%	19%
For improving living together in my area of residence	10%	15%
For helping poor and vulnerable people	18%	16%

Sources

- Morocco Higher Planning Commission (2017). Indices Statistiques. https://www.hcp.ma/Indices-statistiques_r102.html
- International Labour Organization, ILOSTAT database (2018).
- Friedrich Ebert Foundation, TNS Infratest Political Research, and University of Leipzig. Youth in the MENA Region: Coping with Uncertainty. Report. 2017.

Algeria Youth		
Demographic and general data		
Youth population (15-29) as a percentage of total population	24.1 %	
Religion		
Muslim	99%	
Christian	1%	
Education	Female (%)	Male (%)
University or higher	41%	59%
Youth unemployment rate (% of total labor force ages 15-24)	24.3%	
Sources		
• The National Office of Statistics (2004). - Algeria Family and Health Survey. http://ghdx.healthdata.org/record/algeria-family-health-survey • International Labour Organization, ILOSTAT database (2018). • CIA. World Factbook (2018). Algeria. https://www.cia.gov/library/publications/resources/the-world-factbook/geos/ag.html		

Tunisia Youth		
Demographic and general data		
Youth population (15-29) as a percentage of total population	24.4 %	
Religion		
Muslim	98.8%	
Christian	1.2%	
Education		
No education	4.1%	
Primary education	19.2%	
Secondary education	58%	
Higher education	22%	
Youth unemployment rate (% of total labor force ages 15-24)	36.3%	
How would you assess the economic situation of your family today?	Female	Male
Rather/very good	80%	79%
Rather/very bad	20%	21%
Youth and Participation		
Are you interested in politics ? (values in percent "very interested/interested")	Female	Male
	12%	14%
Are you committed to social or political goals or for the benefit of other people on one of the following topics? (top three below) Values in percent "frequently"	Female	Male
For the interest of the young people	12%	15%
For improving living together in my area of residence	11%	12%
For helping poor and vulnerable people	12%	12%
Sources		
• Statistiques Tunisia. (2014). Demography, Education and Employment. http://census.ins.tn/en/results-en#horizontalTab3 • Friedrich Ebert Foundation, TNS Infratest Political Research, and University of Leipzig. *Youth in the MENA Region: Coping with Uncertainty* Report. 2017 • International Labour Organization, ILOSTAT database (2018).		

Lebanon Youth		
Demographic and general data		
Youth population (15-29) as a percentage of total population	27.6%	
Religion		
Muslim	56%	
Christian	44%	
Education	Female (%)	Male (%)
No education	25.21	17.42
Elementary education	21.53	26.91
Middle education	20.59	22.09
Secondary education	18.19	16.78
University or higher	14.24	14.24
Youth unemployment rate (% of total labor force ages 15-24)	17.6%	
How would you assess the economic situation of your family today?	Female	Male
Rather/very good	76%	77%
Rather/very bad	24%	23%
Youth and Participation		
Are you interested in politics? (values in percent "very interested/interested")	Female	Male
	12	20
Are you committed to social or political goals or for the benefit of other people on one of the following topics? (top three below) Values in percent "frequently"	Female	Male
For the interest of the young people	15%	20%
For improving living together in my area of residence	15%	20%
For helping poor and vulnerable people	25%	22%
Sources		
• Lebanon Central Administration of Statistics (2014). Statistical Yearbook: Lebanon in Figures. http://www.cas.gov.lb/index.php/statistical-yearbook#2014 • International Labour Organization, ILOSTAT database (2018). • Friedrich Ebert Foundation, TNS Infratest Political Research, and University of Leipzig. Youth in the MENA Region: Coping with Uncertainty, Lebanon. Report. 2017.		

Palestine Youth		
Demographic and general data		
Youth population (15-29) as a percentage of total population	29.1%	
Religion		
Muslim	99%	
Christian	1%	
Education	Female (%)	Male (%)
No education	1.8	4.7
1-6 years	18.5	16.6
7-9 years	22.7	19.4
10-12 years	31.7	31.2
13 or more years	25.3	28
Youth unemployment rate (% of total labor force ages 15-24)	34%	
How would you assess the economic situation of your family today?	Female (%)	Male (%)
Rather/very good	77	70
Rather/very bad	23	30
Youth and Participation		
Are you interested in politics? (values in percent "very interested/interested")	Female	Male
	14%	23%
Are you committed to social or political goals or for the benefit of other people on one of the following topics? (top three below) (Values in percent "frequently")	Female	Male
For the interest of the young people	9%	18%
For improving living together in my area of residence	9%	17%
For helping poor and vulnerable people	17%	23%
Sources		
• Palestine Central Bureau of Statistics (PCBS) (2017). The Statistical Yearbook of Palestine: Palestine in Figures. http://www.pcbs.gov.ps/Downloads/book2362.pdf • International Labour Organization (2017) • Friedrich Ebert Foundation, TNS Infratest Political Research, and University of Leipzig. *Youth in the MENA Region: Coping with Uncertainty - Palestine*. Report. 2017		

Jordan Youth		
Demographic and general data		
Youth population (15-29) as a percentage of total population	28,5%	
Religion		
Muslim	97%	
Christian	2,2%	
Education	Female (%)	Male (%)
No education	1.7	2.5
Elementary education	4.9	6
Middle education	8.3	22.4
Secondary education	37.9	46.2
Some university education	7.85	4.75
University or higher	40.1	33.3
Youth unemployment rate (% of total labor force ages 15-24)	39,8%	
How would you assess the economic situation of your family today?	Female	Male
Rather/very good	80%	79%
Rather/very bad	20%	21%
Youth and Participation		
Are you interested in politics (values in percent "very interested/interested")	Female	Male
	12%	14%
Sources		
• Jordan Department of Statistics (DOS). (2017). Jordan Statistical Yearbook and Jordan in Figures. http://dosweb.dos.gov.jo/products/statistical_yearbook2017/ • International Labour Organization, ILOSTAT database (2018). • Friedrich Ebert Foundation, TNS Infratest Political Research, and University of Leipzig. *Youth in the MENA Region: Coping with Uncertainty Jordan*. Report. 2017 • The United Nations Refugee Agency (UNHCR). (2018). Refugees in Jordan to- date. https://data2.unhcr.org/en/situations/syria/location/36		

Annex B: research tools

FGD guidelines

DW Akademie aims to strengthen the human right to freedom of expression by developing free media systems, creating access to information and setting standards for media education and independent journalism. As part of its efforts, DWA is currently implementing the project "Empowering Youth in the Middle East and North Africa: Young Voices Speak Up and Media Make Them Heard". The objectives of the project are: to support Arab youth in order to open spaces for increased participation through, in, and with broadcast media (TV/Radio), to help young voices to be heard through more presence and visibility on air (TV and radio), to encourage new youth content and formats to emerge on TV and radio, and to help youth develop their skills to produce content and get their messages across through media.
As part of this project and to support its future activities, Arab World for Research and Development (AWRAD) in partnership with DWA is implementing a FG survey on perceptions and expectations of young Arabs towards their broadcasters. Your participation will contribute to a better understanding of how youth relate to broadcasters, how they engage with them and how they are represented in radio and TV. It will help to sensitize the general public, TV and radio channels to the topics that matter the most to young people in Arab countries. It will also inform them about the topics and formats young people would like to find in their programs. Your objective and honest answers will provide a vital insight that will assist DWA to empower youth to speak up and support broadcasters to become more inclusive of youth and their concerns.

The research team will distribute a questionnaire to be filled in by the participants upon arrival **(draft questionnaire is included in the document below)**

Duration: Two Hours

Overall introduction and management of the FGD (10 minutes)

- Welcoming participants and introducing the team (moderator, transcriber)
- Explaining the method of selecting participants
- Discussing the process of the FGD
- Outlining general ground rules and discussion guidelines, including the importance of everyone contributing, only one participant speaking at a time, being prepared for the moderator to interrupt and facilitate discussion to insure that all topics are covered.

- Addressing and ensuring confidentiality and getting consent about audiotaping the discussion
- Informing the group that information and opinions discussed will be analyzed anonymously and at a general level, and when using citations, these will be anonymized.
- Informing the group that information and data results of the Focus groups will be kept in a safe place and will not be shared with anyone outside the project's team.

1. **Introduction of participants and overall assessment (20 minutes)**
   Please introduce yourself; who you are; what are your current interests/hobbies, how do you spend your time (mostly)

   - How do you view the current broadcasters (TV and radio) in your country and in the region? What are the points of strength? Weaknesses? What do you like/dislike about the overall TV/radio scene?
   - What are your priorities (social, economic, political, and institutional) that you feel are not sufficiently addressed and must be further addressed by your countries TV/radio broadcasters?

2. **Preferred media outlet and content (30 minutes):** Media use and preferred media outlets (Which media do young women and men use and follow?)

   How do you assess/perceive the traditional media – Radio and TV – in comparison to online media?

   TV:

   - Which TV broadcasters (national, local, private, public, civil society) do you prefer?
     - ✓ Why? What do they offer that others do not?
     - ✓ Please assess in terms of: Objectivity? Reliability? Quality? Inclusiveness (representation of various social, cultural and political views)? Representation of youth and their concerns? Reaching out to youth?
     - ✓ How do you perceive their online presence? Does this play a role in your preference for a specific TV?)
   - Which TV program types/formats do you prefer (talk show, panels, interactive with audience etc.)? Why? What features attract you in these programs?
   - Which TV program types/formats do you dislike (talk show, panels, interactive with audience etc.)? Why? What features do you dislike in these programs?
   - Please provide examples of specific TV content or programs that you like and dislike? Please explain why? (Popular, trustworthy, informative, accurate, inclusive, entertaining, interesting, representing youth and their concerns, reaching out to youth, etc.)

Radio:

- Which radio broadcasters (national, local, private, public, civil society) do you prefer?
  - ✓ Why? What do they offer that others do not?
  - ✓ Please assess in terms of: Objectivity? Reliability? Quality? Inclusiveness (representation of various social, cultural and political views)? Representation of youth and their concerns? Reaching out to youth?
  - ✓ How do you perceive their online presence? Does this play a role in your preference for a specific Radio?)
- Which radio program types/formats do you prefer (talk show, panels, interactive with audience etc.)? Why? What features attract you in these programs?
- Which radio program types/formats do you dislike (talk show, panels, interactive with audience etc.)? Why? What features do you dislike in these programs?
- Please provide examples of specific radio content or programs that you like and dislike? Please explain why? (Popular, trustworthy, informative, accurate, inclusive, entraining, interesting, representing youth and their concerns, reaching out to youth, etc.)

3. **Youth and the media (30 minutes – Make sure to provide specific examples/evidence)**
   - In your opinion, what role do TV/radio broadcasters in your country play in youth's lives?
     - o How do you assess this role? (positive/negative)? Why? Please provide examples
   - How do you assess the impact/the content of TV and radio broadcasters in your country on youth in relation to the following:
     - ✓ Youth's concerns, priorities, needs, issues of interest?
       - o Do you feel broadcasters in your country cover youth's concerns, priorities, needs, issues of interest?
       - o What concerns and interests are most/least covered by broadcasters? Are there certain concerns/interests that you do not see covered adequately? Please provide examples
     - ✓ The views/voices of youth?
       - o Do they respect and present the views of youth?
       - o Do they provide youth with an opportunity to voice their own views; present their successes; present role models?
     - ✓ Young women? Youth from marginalized areas etc.?
       - o Are you satisfied with how broadcasters in your country present the views of young females, youth from marginalized areas, minority groups, and refugees (as relevant in each country)? What is especially good/ bad about this presentation? Please provide examples
     - ✓ Methods and content of broadcasters in relation to youth?
       - o Is it relevant/appropriate for youth (style, presentation, representation of youth, attractiveness, etc.)?

- ✓ Youth rights and the possibility for young people to participate in society? In shaping the future of their countries?
  - o Do you see broadcasters in your country as a potential forum for awareness of youth rights and issues?
  - o Can you think of examples of when broadcasters played an advocacy/lobbying role for youth's rights and participation?
  - o Would you go for broadcasters in your country to raise awareness/advocate on youth related issues? In what ways? Why? What do you think broadcasters offer that other media methods do not? Please provide examples.

4. Recommendations: Overall (40 minutes)

- What would be the main characteristics of an ideal TV/ radio program in general?
- What would be the main characteristics of an ideal TV/ radio program in the following genres, if further characteristics exist:
  - ✓ News and politics
  - ✓ Social and cultural
  - ✓ Entertainment
  - ✓ Economic
- Do you think there is a need to increase youth-related content on TV and radio? If yes:
  - ✓ What kind of content is mostly missing (please prioritize)?
  - ✓ How do you think TV and radio can make sure that they're covering youth related content?
  - ✓ How do you think young people can make sure that their interests and concerns are covered by broadcasters in their countries? What roles do you see youth playing to achieve this?
- Do you think there is a need to increase youth's representation in TV and radio? If yes:
  - ✓ Which specific voices/groups should be more represented?
  - ✓ How could this representation be achieved? What is young people's role in this? What is the broadcasters' role in this?
  - ✓ Do you think there should be more interaction between youth and broadcasters? If yes, how can this interaction improve? What should young people do? What should broadcasters do to reach out to youth?

Closing notes and thanks you.

Questionnaire

Introduction

Please fill out this short questionnaire that will provide us with demographic information on the participants and will help us in the data analysis. All your answers are confidential and will be kept with the utmost privacy. There is nothing in the questionnaire that indicates your identity. If you have any questions, please feel free to ask our research team available

Section 1: Background of participant

1- Region/Governorate of your residence: All governorates in the relevant country will be listed and coded
2- Are you a refugee/or of refugee origins: □ Yes □ No (asked only in Jordan, Lebanon, Palestine)
3- Place of residence: □ City/urban □Village/rural □Refugee gathering camp/neighborhood (in countries where applicable)
4- Sex of participant: □ Female □ Male
5- Age: □15-18 □20-24 □25-30
6- Marital status: □ Single □ Married □ Other
7- Educational level:

□9 years of schooling or less □10-12 years (high school/secondary)

□2-year diploma degree

□Bachelor's degree

□Master's degree/other advanced professional degree.

8- Employment: □ Unemployed □ Employed □ Student
9- If employed, which sector: □ Governmental/public □ Private sector
□ Non-profit (Civil society/NGO)
10- Your household's relative income level compared with your surrounding community (self-assessment):
□ Less than the average household income
□ About the average household income
□ More than the average household income

Section 2: Media uses and preferences

1. Which of the following media platforms do you follow the most?

a. Television
b. Radio
c. Newspapers\Magazines)
d. Internet websites (such as websites of online news agencies, entertainment websites, informational websites (e.g., Wikipedia), e-commerce websites (e.g., Amazon), etc.)
e. Social media (e.g., Facebook, Twitter, etc.)

2. What is your preferred language when using the above-listed media outlets?
   - ✓ Arabic
   - ✓ English
   - ✓ French
   - ✓ Other (specify: ----)

3. Please prioritize the following types of content you watch/listen to (rank in terms of your viewing/listenership from 1-8, with 1 being highest priority and 8 the least):

Content type	Priority
Music	
Movies	
Comedy clips	
Religious content/ programs	
Drama series	
News	
Sport events/ clips	
Documentaries	

4. How often do you watch TV?
   - ✓ Daily
   - ✓ 5-6 days/ week
   - ✓ 3-4 days/ week
   - ✓ 2 days/ week
   - ✓ Once a week or less
   - ✓ I don't watch TV

5. How often do you listen to the radio?
   - ✓ Daily
   - ✓ 5-6 days/ week
   - ✓ 3-4 days/ week
   - ✓ 2 days/ week
   - ✓ Once a week or less
   - ✓ I don't listen to the radio

6. How often do you watch / listen to social media
   Daily
   5-6 days/ week
   3-4 days/ week
   2 days/ week
   Once a week or less
   I don't watch/ listen to social media

7. In your opinion, what is the most **credible** TV broadcaster in your country?
   ----
8. In your opinion, what is the most **credible** radio broadcaster in your country?
9. In your opinion, what is the most **credible** social media in your country
   ----
10. In your opinion, what is the most the most youth-friendly TV broadcaster in your country? Why?
    ----
11. In your opinion, what is the most the most youth-friendly radio broadcaster in your country? Why?

12. What is the best media program for youth in your view? On the radio? On TV? Why?

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