Deanship of Scientific Research

News Repertoires in Jordan: Navigating Technological Advancements and Shifting Audience Dynamics

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Abstract

Objectives: This study aims to identify news repertoires in Jordan based on Jordanian citizens' media diets.

Methods: This research used a mixed-methodology approach that deployed semi-structured in-depth interviews, coupled with a card sorting exercise run through factor analysis, to produce quantitative results alongside the qualitative data collected, in what is known as Q Methodology.

Results: The findings reveal distinct news repertoires in Jordan, each prioritizing specific media outlets. The results indicate that most surveyed individuals in Jordan follow the news to understand the potential impact of current events on their lives, reflecting a fundamental necessity to stay informed about external f actors.

Conclusions: The study's findings imply that robust family bonds and household cultures in Arab nations, including Jordan, wield a considerable impact on individuals' news engagement behaviors. These familial and cultural influences, whether deliberate or subconscious, play a role in shaping individuals' perceptions and preferences concerning the news they encounter and consume.

Keywords: News repertoires, news clusters, think-aloud protocol, media diet, news engagement.

الأوعية الإخبارية في الأردن: التسارع التكنولوجي وتحولات الحمية الإخبارية لدى مستهلكي الأخبار

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ملخّص

الأهداف: يهدف البحث لاستكشاف وتحديد الأوعية الإخبارية أو تشكيلات الأخبار السائدة في الأردن استنادًا إلى نماذج الإعلام التي يتبعها المواطنون الأردنيون وفقا لطريقة تفاعلهم مع الأخبار واستهلاكهم لها. ويتعمق البحث في خلفية المشهد الاجتماعي والسياسي في الأردن مركزا على دور الأخبار في تشكيل ديناميكيات التفاعل اليومية للجمهور مع مصادر الأخبار وطبيعتها.

المنهجية: اعتمدت هذه الدراسة منهجاً مختلطاً، حيث استخدمت المقابلات شبه المهيكلة المعمقة مع مجموعة من المشاركين الذين تم اختيارهم وفقًا لعوامل ديموغرافية مدروسة بعناية، بالإضافة إلى تمرين فرز البطاقات الذي أجري في إطار تحليل العوامل الكمّي، بهدف توليد نتائج كمّية إلى جانب البيانات النوعية المجمعة، وهو ما يعرف بمنهجية.Q

النتائج: خلصت الدراسة إلى أن الأردنيين يندرجون ضمن خمسة أوعية إخبارية لكل منها تفضيلاتها المتعلقة بطبيعة الأخبار ومصادر الحصول عليها، ولكل منها محددات ديمغرافية كما أشارت الدراسة إلى أن الروابط الأسرية والثقافية تؤثر بشكل كبير في سلوكيات المشاركة الإخبارية، مما يبرز أهمية الثقافة المجتمعية في تفضيلات الأخبار.

الخلاصة: الروابط الأسرية القوية والثقافات الأسرية في الأردن، لها تأثير كبير في سلوكيات الأفراد في المشاركة الإخبارية. وتؤدي هذه التأثيرات الأسرية والثقافية، سواء كانت واعية أو غير واعية، دورًا في تشكيل تصورات الأفراد وتفضيلاتهم تجاه الأخبار التي يتعرضون لها ويستهلكونها.

الكلمات الدالة: الأوعية الإخبارية، الحمية الإعلامية، أنماط التفاعل مع الأخبار، استهلاك الأخبار.

1. Introduction:

In the rapidly evolving landscape of media consumption, news repertoires in Jordan find themselves at the intersection of technological advancements and the dynamic nature of contemporary audiences (Al Ali et al., 2021). The metamorphosis of media diets is emblematic of a broader global trend, where the traditional contours of news consumption are being reshaped by an amalgamation of technological innovations and the changing preferences of an increasingly diverse audience (Albadri, 2023).

As we stand at the precipice of the third decade of the 21st century, the advent of digital technologies has catalyzed a profound transformation in the way news is disseminated and consumed (Wall, 2012). The ubiquitous presence of smartphones, tablets, and other digital devices has revolutionized the information ecosystem, redefining the very essence of news repertoires (Stephansen & Terre, 2019). The contemporary news consumer is no longer tethered to traditional media outlets; instead, they navigate a vast and dynamic digital landscape to satiate their appetite for information. This paper seeks to unravel the nuances of this technological shift and its implications for the news consumption patterns prevalent in Jordan.

Furthermore, the changing nature of audiences plays a pivotal role in shaping the contours of news repertoires (Edgerly & Vraga, 2017). With audiences becoming more diverse and discerning, their expectations from news sources have evolved. Understanding these evolving preferences is paramount, as news outlets grapple with the challenge of catering to an audience that demands not only information but also an interactive and personalized news experience (Balta, 2020). Moreover, the political landscape in the region adds an extra layer of complexity, as news consumption is intricately woven into the fabric of the socio-political situation in Jordan (Tweissi, 2021).

In this context, it is crucial to recognize the indispensable role that gadgets play in the contemporary news ecosystem (Burkey, 2018). As news consumers increasingly rely on their devices to access information, the paper delves into the interdependent relationship between technological platforms and news consumption behaviors. The prevalence of smartphones and other digital devices has not only enhanced accessibility but has also engendered a palpable sense of addiction to news among the populace, as highlighted by Westlund's work (2015).

The evolution of participatory news consumption has transformed news into a communal experience (Lee & Ma, 2012; Lee & Tandoc, 2017). Individuals have shifted towards obtaining news from a diverse array of sources and various platforms. Empirical studies, such as those by Purcell (2010) and others, reveal a noteworthy trend where people routinely acquire news from multiple sources, moving away from traditional entry points like print newspapers, weeklies, and magazines.

Beyond the role of passive news recipients, audiences have adapted their news consumption habits to mirror changing lifestyles and navigate the rapid progress in technology and information dissemination. This shift is marked by active engagement, including actions such as recording, reporting, expressing preferences through "like" or "dislike," sharing, and occasionally becoming participants in the news-making process (Topsakal, 2018).

Taking into account all of the above, this research aimed at answering the following main questions through various data collection methods.

RQ1- What are the news consumption/engagement repertories Jordanians fall into? And how do they formulate?

RQ2 - How do demographic factors and lifestyles affect the formulation of news repertoires Jordanians fall into?

RQ3- What are the consumer's preferred entry points to news in Jordan?

This research endeavors to delve into the multifaceted dimensions of news consumption in Jordan, shedding light on the intricate interplay between technology, audience behavior, and the broader socio-political context.

2. Significance of the Research

This study is important due to its exploration of the profound impact of news engagement on individuals' perceptions, behaviors, and societal norms. Understanding the motivations and patterns of news engagement is crucial, given its correlation with democratic participation. (Bimber 2001), (Gil de Zúñiga et al.2017), and (Charron and Annoni 2021).

Different mediums influence the type and quality of news intake, impacting political involvement both online and offline. Moreover, in the digital age, news consumers can easily filter undesirable content, leading to a shift towards entertainment-driven news consumption or even news avoidance. (Kim 2022). This trend raises concerns about declining democratic participation, particularly among younger generations.

Conducted in Jordan, part of the Levantine, this study addresses a gap in Middle Eastern literature regarding news consumption trends. To my knowledge, -Q method has never been used in studies conducted and published in the Arab academic world, which is in itself an added value to the bulk of academic audience studies literature,

3. Operational Definitions:

For the purpose and scope of this research, the researcher has chosen to define and utilize the following terminology as follows:

- Media diet: A media diet refers to the sum total of media exposure an individual consumes on a daily, weekly, or monthly basis. This includes all forms of media encountered consciously or unconsciously, originating from various sources and entry points.
- News Repertoire: The collection or selection of news sources and platforms that an individual regularly engages with to obtain information about current events and news topics. This term encompasses the diverse array of media outlets, such as newspapers, television channels, websites, social media platforms, and podcasts, that individuals incorporate into their consumption habits to stay informed.
- News engagement: individuals' level of interaction, involvement, and participation with news content and media sources. News engagement reflects an individual's interest, attentiveness, and interaction with the information and stories presented by various news outlets.

4. Theoretical Framework

4.1 Media Repertoire Theory

Media Repertoire Theory revolves around individuals' patterns of consuming media and the array of media they utilize to fulfill diverse needs. This theoretical framework suggests that people maintain a "repertoire" of various media sources for information, entertainment, and communication. Originating in the 1960s and 1970s within media studies, scholars aimed to scrutinize the influence of media on individuals and society alongside the evolution of media technologies and platforms.

A key implication of this theory lies in its focus on understanding how distinct media serve the specific needs of individuals. This insight is crucial for media producers and marketers, empowering them to tailor content and advertising more effectively by taking into account users' varied media preferences.

Moreover, the theory aids in understanding how media consumption evolves with the emergence of new technologies and platforms. For example, as social media gains prominence, individuals incorporate it into their media repertoire, using it for communication, accessing news, and consuming entertainment content. (Bolton et al., 2013).

The concept of the repertoire, signifying the subset of available media consistently used by an individual, is a well-documented behavior adopted to navigate the plethora of media choices (Webster & Phalen, 1997). Media Repertoire Theory explores how audiences use media, shedding light on the role of media in daily life. It underscores the adaptability and complexity of media in audience studies, assisting researchers in understanding evolving media behaviors, audience preferences, and the impact of media on cultural practices.

As early as the 1980s, scholars explored how media transcends platforms, emphasizing diminishing technological barriers enabling content to traverse various media platforms (De Sola Pool, 1983). The theory gained prominence in the 1990s, with scholars like Sonia Livingstone and Nick Couldry contributing to audience research.

Media Repertoire Theory, as an organized framework in media and communication studies, has found extensive application in notable research endeavors. For instance, Jose van Dijck's (2007) work, "Media Repertoires and the Reconfiguration of Memory," examined how individuals use diverse media channels to preserve and share personal

memories. Similarly, Neil Thurman and Jessica Kunert's (2017) study, "Exploring Digital News Repertoires: A Multi-method Approach," employed mixed methods to scrutinize digital news consumption patterns in the UK.

In another investigation, Homero Gil de Zuniga, Alberto Ardèvol-Abreu, and Hernando Rojas (2017) explored affective and cognitive factors' impact on digital news consumption in "Beyond the Multitasking Paradigm: Affective and Cognitive Influences on Digital News Consumption." Additionally, Andreas Hepp and Friedrich Krotz's (2014) study, "Media Repertoires and Institutional Change," examined how changes in media institutions and technologies influenced individuals' and society's media repertoires.

Furthermore, Nick Couldry and Sonia Livingstone's (2011) research, "Media Repertoires and the Changing Media Environment," delved into how individuals adapt their media repertoires in response to changes in the media environment, including the rise of digital media. In a different perspective, Kim Christian Schrøder and Kobbernagel et al. (2016) demonstrated the utility of media repertoire theories in understanding how individuals navigate the media landscape, focusing on communicative figurations and news repertoires.

Inspired by works such as Schrøder's, the present research aims to unveil preferred news repertoire clusters among average Jordanian consumers. This will be achieved by examining overall media consumption patterns, encompassing various types of media.

4.2 Audience engagement theory

Audience Engagement theory, initially introduced by Tunstall (1989), distinguishes between primary, secondary, and tertiary styles of audience engagement. In the primary style, audiences actively immerse themselves in media content, paying close attention to text, images, and narrative regardless of the medium. The secondary mode involves media content being in the background as audiences focus on other activities, indicating a less intense form of engagement, often witnessed in scenarios like ambient television. In the tertiary mode, audiences engage without being aware of the media message, exemplified by everyday encounters with billboards and advertising hoardings. Walmsley (2021) advocates for an audience-centered approach, viewing engagement as a philosophy rooted in recognizing audiences as equal partners in artistic exchange.

Research on audience engagement, such as Powers (2018), Broersma (2019), and Carlson (2020), often relies on quantitative metrics to understand how audiences interact with news stories. However, there is a debate about the definition of audience engagement, with scholars like Katz et al. (1973) and Nelson (2021) pointing out variations across disciplines. Despite explicit concerns about the lack of concrete definitions, Broersma (2019) suggests a starting theoretical framework: "the cognitive, emotional, or affective experiences that users have with media content or brands." A more concise perspective from Hill (2018) views engagement as involving how audiences "experience media content, artifacts, and events, or participation in media itself."

Engagement is evidently influenced by a myriad of personal factors, such as gender, ethnicity, race, class, nationality, political outlook, generation, educational level, regional affiliation, and other social variables (Chua & Westlund, 2019). Jackson et al. (2020) found gender disparities in news engagement, with women more likely to use TV news programs, while men express higher interest in political news. Young people, as revealed in the 2019 Digital News Report, exhibit distinct news consumption patterns, relying more on digital and social media with weaker brand loyalty. Toff and Palmer (2019) noted that domestic responsibilities shape how women in the UK consume news, sometimes leading to deliberate news avoidance.

Ethnicity also plays a role, as Wang (2021) explored how it affects media engagement and news consumption patterns, revealing disparities in social media use among racial groups. Demographics and geographical location further impact news engagement, with individuals reacting differently to news events based on their socio-cultural contexts (Robinson & Tuchman, 1981). Spatiotemporal characteristics, such as when and where people consume content, significantly influence news consumption patterns.

According to Steensen et al. (2020), the social aspect of engagement is closely tied to the spatiotemporal dimension,

which accounts for the relational aspects of engagement between people across time and space. Building on this perspective, the researcher interprets her results, emphasizing how personal variables determine individuals' engagement with news.

The remarkable adaptability of contemporary online "news" platforms empowers audiences to actively curate and personalize their information environment. Users can freely customize their news exposure by following or liking additional news outlets. Some audience researchers argue that algorithms underpinning these platforms make online news exposure not incidental but curated or predetermined based on user behavior (Kümpel, 2020).

This technological and informational landscape, characterized by a continuous flow of content, enables news consumers to access information directly from the source, bypassing the filtering of news organizations or government censorship. Perloff (2019) describes this as a shift in agenda-setting, transferring influence from big media to individuals within a networked public sphere.

However, this unprecedented news flow, coupled with technological advancements, has led to a contrasting trend – the inclination to disengage from news by avoiding it altogether. Media researchers recognize news avoidance as a form of engagement, challenging the conventional notion that engagement necessitates active participation. The growing number of individuals "tuning out" from news (Lindell & Mikkelsen Båge, 2022) should be acknowledged as a deliberate choice or a unique form of engaging with news content.

5. Literature review

In a study conducted by Taneja et al. (2012), four distinct media repertoires were identified, examining the influence of patterns of availability and individual traits on media use repertoires. The individual characteristics considered included age, income, gender, education (measured by completed school years), and employment status. Utilizing a representative sample of US adults observed twice in different seasons for a full day, the study revealed that the composition of these repertoires was not solely dictated by superficial affinities for specific media but rather influenced by the social context in which the medium was used.

A pilot study in Germany by Hasebrink and Domeyer (2012) employed various data collection methods, including media diaries and qualitative interviews, to investigate media repertoires. Despite the small sample size of five respondents, the study underscored that media repertoires are a meaningful composition shaped by social contexts, individual values, and ambitions. Beyond frequency and duration of use, indicators such as embeddedness into daily routines and individual preferences for specific media content emerged as critical factors.

Research from Sweden (Jansson & Lindell, 2014) explored news consumption patterns across different age groups (16-84) and their spatial orientations. The study identified two orientations: local and extra-local, with individuals finding relevance in news flow based on their context of living or home towns (Gothenburg, Stockholm, and Oslo). Additionally, education and urbanism played roles in determining news repertoires. While the study focused on a homogenous society, its attempt to identify media repertoires in a transmedia age remains valuable, suggesting the potential for more diverse news consumption modes with broader geographical representation.

Boczkowski et al.'s (2018) research in Argentina highlighted the pervasive use of multiple social media platforms among young people. Social media users strategically assembled repertoires of practices on different platforms, such as using WhatsApp for close circles, Facebook for wide dissemination, and Instagram for curated visual representations of everyday life. In South Korea, Kim (2014, 2016) identified five distinct media repertoires, demonstrating significant differences in background characteristics, news media use, political interest, and political knowledge among representatives of each repertoire.

In a pioneering pilot study conducted by The American University of Beirut, media literacy scholar Professor Jad Melki surveyed 2,744 university and high school students in Jordan, Lebanon, and the United Arab Emirates. This explanatory study focused on participants' media consumption and production habits, attitudes toward certain media, language preferences, favorite news platforms, and news genres. Utilizing a self-administered questionnaire with fifty-nine closed-ended and one open-ended question, the survey explored responses on a scale of (Often, rarely, never) and generated 370

variables. The primary conclusion indicated a high level of trust in social media among Arab university students.

Similarly, research by Martin (2011) studied young Jordanians, revealing that TV news, newspapers, and interpersonal contacts were primary sources for current events information. The study noted an association between TV news use, reliance on interpersonal sources, and negative views toward the US government, with gender influencing trust in media. Alhabash and Kononova (2012) investigated multitasking in Kuwait, finding that younger media users tended to multitask more, particularly with electronic media. The study highlighted predictors of media use and multitasking behaviors, emphasizing the need to consider factors beyond frequency and duration.

Studies from the Gulf region explored the changing roles of traditional and online media in Qatar and examined news consumption patterns among media and communication students in the GCC. A cross-national comparative study in Europe (Adoni et al., 2017) used Q methodology to identify distinct news repertoires in twelve countries, accompanied by demographic profiles. Peters and Schrøder (2018) focused on digital news consumption, emphasizing the formation of news repertoires and the interdisciplinary nature of repertoire research. Additionally, Al-Makaty et al. (1994, 1995) conducted Q studies during the Gulf War and in Saudi Arabia, identifying distinct groups based on information-seeking behaviors and attitudes toward satellite broadcasts.

6. Methodology

This research uses Q methodology, incorporating a card-sorting exercise and an in-depth analysis of respondent narratives. The implementation and later interpretation of the chosen think-aloud protocol allowed for the recording and contextualization of respondents' verbal expressions to assess their responses. The data derived from the primary data collection method, the card sorting exercise, underwent a transformation into quantitative data using factor analysis software. This transformation aimed at bolstering the robustness of the findings and facilitating the quantification of results.

Q methodology, developed by William Stephenson in the 1930s (McKeown & Thomas, 1988), is centered on understanding individuals' subjective viewpoints through their whole pattern of responses. Participants sort statements in what is known as a Q-sort, revealing their subjectivity. Through factorial analysis, similarities and differences among participants are rigorously compared, leading to a typology of news consumption.

This approach derives configurations from participants' perspectives, ensuring empirical evidence guides the analysis rather than predetermined assumptions. These configurations, interpreted through social narratives (Stephenson, 1965), shed light on how individuals experience the topic.

Q methodology, suitable for studying media reception, is experimental and interpretive, employing factor analysis to map audience subjectivity (Davis & Michelle, 2011). It objectively describes subjective viewpoints, aligning with the essence of this study.

The research in this paper process can be summarized as follows:

1. Participant Selection: Thirty-six participants were recruited using a specific equation that considered factors such as age, gender, and academic qualifications.

2. Screening and Familiarization: The recruited participants underwent a screening process and were familiarized with the study's scope and nature before proceeding.

3. Card Sorting Exercise: In-depth semi-structured interviews were conducted using a Q sorting technique, a qualitative inductive approach. This technique involved participants organizing and sorting 36 cards on a forced pyramid grid. Each card holds a particular media outlet tagline or a news genre.

4. Factor Analysis: Thirty-six grids, with the assigned values on each slot, were run through a factor analysis software that generated a quantitively ranking that resulted later in clusters (News repertoires).

The quantitative approach in this thesis was applied in the factor analysis conducted using a Q methodology software, Kade analysis, which produced loadings that were later interpreted and classified by the researcher resulting in the news repertoires. Quantitative analysis was also used in gathering and interpreting questionnaire responses from the screened candidates (36) responses.

The Q-sort exercise served as a quantitative design element, allowing for factorial analysis to compare the similarities and differences among participants rigorously. The result is a set of repertoires that approximate the typology of news consumption in the studied country. The process generates a relative set of evaluations, and factor analysis reveals groups of individuals with similar preferences or characteristics.

Unlike typical factor analysis that examines traits, this approach analyzes individuals as variables. Factor analysis as deployed in this paper explored the similarities in how participants sorted statements, providing a holistic understanding of the overall pattern. Participants with similar rankings contribute to the same factor, unveiling consistent patterns of subjective views expressed through their sorted statements. It's crucial to emphasize that the significance of these configurations arises from inductive analysis based on empirical evidence and interpretation rather than predetermined assumptions.

4.1 The sampling method

The respondents' sample comprised 36 individuals and was intended to be as diversified as possible, with an equal percentage of males and females. The sample constituted different academic levels, ages, and types of business/study, as shown in Stephenson (1965).

Participants for this study were recruited using a semi-snowball sampling technique, initially contacting individuals known to the researcher who met the criteria outlined in the methodology, including factors such as generation, age, educational level, and gender. Following the initial interviews, respondents were asked to recommend other individuals who also met the specified requirements, and the process continued iteratively.

This study selected three demographic variables: gender, generation, and education. These variables were chosen based on their relevance to news repertoires, supported by existing scholarly works. (Peters & Christian Schrøder, 2018), (Edgerly & Vraga, 2017). By incorporating these demographic variables into the study, we aimed to understand how gender, generation, and education influence news repertoires in Jordan.

As per the following equation: 2x3x3 = 18 combinations = 36 respondents.

Distributed as follows: —ACF, ACG, ACH, BEG, BEH, BED, etc. (S. R. Brown, 1993)

The formula used to choose the study sample, as described by S.R. Brown in 1993, is distributed based on a combination of letters representing different categories or groups. In this case, the categories or groups are ACF, ACG, ACH, BEG, BEH, BED, etc. Each letter represents a specific characteristic or demographic variable.

6.2 Data Collection Method

Jordan's interviews and data were conducted and collected during the first three months of the year 2022.

Card sorting exercise and think-aloud protocol where participants placed the Q set comprising 36 cards, each carrying the name of either a new outlet category or news genre on a pyramid-shaped grid while justifying their choices. Each card sorting exercise lasted between 40- 60 minutes and was recorded using a voice recorder app on a smartphone. The narrative generated from this exercise was used to enhance, and during the card sorting exercise, which has been analysed quantitatively and qualitatively. Along with this research, specific themes related to news engagement, avoidance, and consumption were repeatedly detected. The think-aloud protocol is an analysis tool, yet I used this valuable input to reinforce the themes detected in the "Day in the Life interview" and fortify them. This has been logical and appeared to be natural and valuable, as both the interview and the card sorting exercise took place in the same meeting.

4.5 Card tags (derived from the concourse) were as follows:

1) National TV news bulletin on a public service channel.

2) National TV news bulletin on a commercial channel.

3) Regional TV news bulletin

4) TV current affairs (Light)

5) TV current affairs (serious)

6) National 24-hour TV news channel

7) Regional 24-hour TV news channel

8) TV news foreign/international providers.

9) National News talk on TV.

10) Regional/International talk shows.

11) Radio news on a local channel.

12) Radio news on regional/international channels.

13) current Radio affairs (serious)

14) Radio news (Light).

15) National daily quality newspaper (print).

16) National Weekly newspapers (print)

17) Regional daily newspaper (print).

18) Local weekly, monthly news publication (print)

19) National quality newspaper online.

20) International quality newspaper online.

21) Regional daily newspaper online.

22) News magazine/weekly /monthly online.

23) International online news provider.

24) Local websites (light news).

25) News on Facebook feed ('friend's posts).

26) News on Facebook (Well- known journalistic brands)

27) News on Twitter.

28) YouTube channels /programs.

29) News on other social media.

30) Blogs with the news.

31) News received by email.

32) News received by direct messaging Apps.

33) News via local news aggregators.

34) News via regional/international news aggregators.

35) News acquired through family discussions.

36) News acquired through study mates'/friend circles

A sample of a filled grid
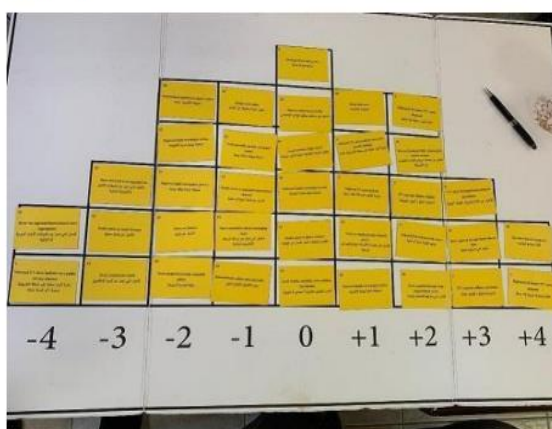
5. Results

The following table presents a comprehensive overview of news repertoires observed among individuals in Jordan, shedding light on their preferred news media, engagement patterns, and demographics. These distinctive news repertoires, ranging from Social Circles News Seekers to National News Lovers, offer insights into the diverse ways in which Jordanian news consumers access and interact with information. The table categorizes individuals based on their demographic characteristics, highlighting variations in age, gender, and education level, providing a nuanced understanding of the evolving news consumption landscape in the region. Explore the intricacies of each news repertoire to gain a deeper appreciation of Jordan's dynamic media landscape.

Jordan's news repertoires

News Repertoires					
	Social circles news Seekers	**Facebook Addicts**	**Digital diet dependents**	**National News Lovers**	**News on Phone**
Most important news media	YouTube channels /programs	Local websites (light news)	Regional news Aggregators	National Talk shows	Regional daily newspaper online
	Family discussions	News on Facebook	YouTube channels	family discussions	News on Twitter
	Local websites (light news)	Friends' posts on Facebook	News on other social media	direct messaging Apps	regional/international news aggregators
	Regional TV news bulletin	News on other social media	study mates/friend circles news	National daily quality newspaper	
Demographics	Mostly Generation Z	Mostly Gen Y and X	Mostly Gen X	Mostly Gen X	Mostly Gen Y
	Mostly Females	No gender difference	Mostly Females	Mostly Females	Mostly Females
	Mostly less educated	Mostly university level	Mostly High educated	Mostly university level	Almost all high educated

Repertoire 1

Social circles news Seekers (YouTube Lovers)

The first news media repertoire strongly emphasizes re-reverting to social circles news as a medium and source of daily news. Individuals in his repertoire also indicated they consume a good portion of their news through following regional news websites and spend a relatively higher amount of time listening to the news their family members share in the household. Aya, a 25-year-old female seems to get her news in the morning before going to university; in her words, she says that she likes switching to Roya[1] news bulletin while dressing up . She expressed a deep trust in what this local channel reports saying, "They report on the details of the Ammani community, " making her daily life easier to plan.

Even though most individuals falling under this repertoire are females, one classic example of a YouTube fan motivation comes from a male engineer in his late thirties. Bilal uses these words to describe his incorporating YouTube into his daily diet "I prefer to watch my news rather than read them. Every incident that happens would be presented visually. I prefer seeing to reading"

Repertoire 2:

Facebook Addicts (social media)

Many respondents named Facebook as a primary news source. The app's social pentation rate in Jordan reached 88% in early 2023 (social media Stats Jordan, n.d.). It was noted that respondents falling under this repertoire said they follow both the news presented through friends' posts and those shared by well-known news journalistic brands.

Respondents in Jordan, and this repertoire as a primary source of information, also consider other social media outlets.

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[1] Jordanian private TV channel.

Repertoire 3

Digital diet /News aggregator's dependents

(This repertoire was presented as a Bipolar factor)

This repertoire consisted of individuals who confirmed they pay much attention to news notifications popping right into their smartphone screens. They all said they had installed local and international news aggregators on their devices and almost clicked on each news link they received. Although they also follow up on the news disseminated through social media channels they follow, it seems they share a particular inclination towards trusting well-known journalistic brands distributing news more than news stories shared through social media outlets, away from well- known news providers' official pages. It was noted that most of the news consumers in this repertoire are females, and the majority belong to Generation X.

An exciting way of getting news, or "updates" as Shifa describes, is following up on celebrities' accounts on social media; the school teacher, who is in her fifties, says she closely follows up on Billie Eilish's[2] latest productions as her works play an essential role in drugs awareness and youth issues. Having a teenage daughter forces Shifa, in some way or another, to be in the know of what is going on social media. "I use YouTube for news when I hit the gym," this is how Wasim (1976) CEO, described his evening news routine, saying that although he ignores the visuals, listening to specific YouTube channels during his daily workout helps a lot in keeping him abreast of the updates

Repertoire 4

National News Lovers

Participants in this news repertoire expressed keen interest in national and local news. They watch local talk shows hosting regular politicians and officials at 18 American singer and song writer. Certain times and get a lot of their news through subscribing to newsletters of certain local online newspapers, which disseminate news via direct messaging apps, especially WhatsApp.

They all stated they were waiting to hear the day's wrap-up news via the official Jordan TV channel at 6:00 and 8:00 PM, respectively, the first bulletin bearing the local and national news and the latter shedding light on regional and international news stories.

Ibrahim, a security guard with a high school degree (1976), is one of them. He tells of his evening routine "When I get home after my night shift, I switch to Tele text TV for an hour or two, I watch local news headlines, sometimes follow what Erdogan19 does, before the kids force me to change channels," he adds with a smile.

Repertoire 5

News on Phone Receivers

Almost every single respondent in this repertoire is highly educated. Individuals in this repertoire indicated they use Twitter for news gathering and instantly check their Twitter notifications the minute they arrive. Participants in this repertoire said they check their phones constantly to see what is happening around them; thus, they use at least one regional news aggregator to feel updated constantly. The minute I woke up, still in bed, I opened my smartphone and started checking CNN, Washington Post, and international news online. My studies and job require me to know it all and know it early" With these words, Farah, a UNRWA employee and a master's student in human rights, described how her phone plays a significant role in keeping her informed.

In this repertoire, the news is essential to who the participants are and how they interact with their surroundings and manage their jobs and lives. Respondents in this category, however, said they do not prefer to listen to the <u>news on radio</u>. Everyone said they would never switch to the news, even on their way to work or running errands, and they might sometimes listen to music instead as a way to "chill" after a long and busy day, as one of the participants described it.

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[2] American singer and song writer.

6, Discussion

As this paper shows the formulation of news repertoires in Jordan is influenced by many factors that shape individuals' media consumption habits. Several key factors have been identified that contribute to the diverse news repertoires observed in the local community. It is worth noting that household habits also play a role in shaping news repertoires. Individuals often observe and adopt news consumption practices from their immediate social circles, including family members, relatives, and colleagues

Research Question 1 answered: What are the news consumption/engagement repertories Jordanians fall into? And how do they formulate?

Jordanians fall into five different news repertoires, as follows:
• Social circles news Seekers
• Facebook Addicts
• Digital diet dependents
• National News Lovers
• News on Phone

Personal preferences regarding news, varying levels of available free time, unique work and study schedules for individuals, and their interests all contribute to formulating new repertoires (Basyouni, 2020; Esser Strömbäck, 2014). People's preferences for specific news genres, platforms, and sources are influenced by their inclinations and priorities. Moreover, other contextual factors, such as the availability and accessibility of different news outlets, media ownership structures, and the level of media pluralism, also contribute to the diverse news repertoires observed in Jordan. (Karolak & Khamis, 2020; Basyouni, 2020). The interplay of these factors creates a complex landscape of news engagement patterns unique to each individual. By recognizing the impact of individual preferences, time constraints, work and study commitments, and other contextual elements, researchers and practitioners can gain a more thorough insight into the complex dynamics influencing the construction of news repertoires in Jordan. This understanding serves as a foundation for developing targeted news strategies and interventions that accommodate the diverse needs and circumstances of individuals within these societies.

Additionally, various factors, including educational background, socioeconomic status, political affiliations, and media regulations, contribute to the shaping of news repertoires in the Middle Eastern context (Kraidy, 2007). The development of news repertoires in this research was influenced by several factors, as revealed through the responses obtained during day-in-the-life interviews with participants. These factors encompass their daily choices regarding media and news, favored genres, access to technology, and the number of media devices they own or use for news consumption. Furthermore, the amount of available free time significantly impacts individuals' patterns of news consumption. The participants' consistent exposure to diverse media sources, specific genre preferences, and interactions with various news outlets were evident in their prioritization of particular news mediums and platforms over others. This in-depth understanding of their daily, weekly, and monthly media and news consumption patterns provides insight into how news repertoires are shaped and adjusted based on individual circumstances and preferences.

Research Question 2 answered: How do demographic factors and lifestyles affect the formulation of those repertoires?

Household culture, familial viewership preferences, parental political orientations, and traditional news consumption practices played pivotal roles in determining how, when, and where the younger generations (referred to as Y and Z) accessed their news in the context of this thesis. Many respondents from Jordan emphasized that their early exposure to news was heavily influenced by their parents' viewing habits, with instances cited in the thesis underscoring the impact of witnessing a father consistently engaged with Al-Jazeera.

The formulation of news repertoires is substantially influenced by demographic factors and lifestyles, shaping individuals' preferences, habits, and news consumption behaviors. Within a broader perspective, distinct age groups exhibit varied preferences for news sources, formats, and genres. Younger generations tend to favor digital and social media platforms, while older generations may lean more towards traditional media outlets. This generational contrast was evident in the think-aloud protocol conducted alongside the Q-exercise and card sorting. Interestingly, respondents from older age

groups often mentioned print media, although not necessarily prioritizing them as their primary sources of news.

In this paper however, level of education did not seem to have a considerable impact on where individuals get their news from; on the other hand, and contrary to the researchers' personal expectations, content generators and people working in the media field were less reluctant to share the news at times, outside their work environments, some of the referred that to separating personal and professional lives.

Lifestyle factors determine the patterns and intensity of news consumption, influencing news repertoires accordingly. This was apparent in the results, where individuals talked in detail about their media and news consumption routine (A Day in the Life interview), mentioning how they would, for example, listen to radio news while commuting to school or work while reverting to entrainment at night when their energy levels are down or consuming more news when they have more time to spend on screens. These demographic factors and lifestyle considerations intertwine and shape individuals' news repertoires.

Question 3 answered: RQ3- What are the consumer's preferred entry points to news in Jordan?

Through the analysis of collected data, it became evident that the preferred entry point to news, in terms of news medium, for news consumers in Jordann is the smartphone. Participants repeatedly emphasized their frequent checking of smartphones throughout the day to stay updated with the latest news. Respondents highlighted WhatsApp as a social and family news platform in Jordan, while Facebook was preferred for accessing local and regional news. They expressed that these platforms gave them a comprehensive understanding of events around them. These findings were solidified by other research papers' findings, where Facebook was a social media platform that provides a public space for the public to share information and express their voices (Aljalabneh et al., 2023). most participants preferred using YouTube as a go-to platform when catching up on missed shows or accessing specific news content. These findings highlight the significance of smartphones as the primary medium for news consumption.

7. Conclusions:

First: The study's findings imply that robust family bonds and household cultures in Arab nations, including Jordan, wield a considerable impact on individuals' news engagement behaviors. These familial and cultural influences, whether deliberate or subconscious, play a role in shaping individuals' perceptions and preferences concerning the news they encounter and consume. Second: The media environment in the Arab region demonstrates an increasing variety and diversity of news outlets. Through digital platforms and social media, people have the ability to connect with various news sources, encompassing traditional media entities, online news platforms, and initiatives in citizen journalism. This rich news ecosystem offers audiences a range of perspectives, fostering a more nuanced comprehension of current events.

Third: The results indicate that a majority of the surveyed individuals in Jordan identified their main reason for following the news as the desire to understand the potential impact of current events on their lives. This motivation reflects a fundamental necessity to stay informed about external factors that could influence their circumstances. Furthermore, the second most common reason reported by respondents was the aspiration to actively participate in discussions and conversations with family and friends about public issues. This motivation consistently emerged during the think-aloud protocol accompanying the Q-sort exercise, highlighting the significance of engaging in social discourse and exchanging perspectives on matters of collective concern.

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