

## The Dependence of the Jordanian Community in the Arab Republic of Egypt on Satellite Channels as A Source of Information about Events and Issues

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### Abstract

**Objectives:** The study aimed at identifying the degree of dependence of the Jordanian community in the Arab Republic of Egypt on satellite channels as a source of information about events and issues in Jordan, in order to reveal the cognitive, emotional and behavioral effects.

**Methods:** The study adopted the media audience survey method. A questionnaire was distributed to an available sample of (377) individuals, selected based on the formula of the American Association for Education, for shedding light on the degree of their dependence on Jordanian satellite channels, and the cognitive, emotional and behavioral effects of this dependence.

**Results:** The results showed that (%41) of the respondents depend, to a moderate degree, on the Jordanian satellite channels. Al-Mamlaka channel came at the forefront of those channels. As for the cognitive effects, its means was (3.62); being at the forefront of the effects of the respondents' dependence on the Jordanian satellite channels, followed by the emotional effects (3.56), then the behavioral effects (3.54).

**Conclusions:** Jordanian satellite channels should pay attention to all events and issues in Jordan, and highlight it through analysis and interpretation. This prompts the respondents to depend on these channels, as a source of information about local affairs.

**Keywords:** Media effects, dependency theory, satellite channels, social motives, Jordanian community.

### اعتماد الجالية الأردنية بجمهورية مصر العربية على القنوات الفضائية كمصدر للمعلومات حول الأحداث والقضايا

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#### ملخص

**الأهداف:** هدفت الدراسة تعرّف درجة اعتماد الجالية الأردنية المقيمين بجمهورية مصر العربية على القنوات الفضائية كمصدر للمعلومات حول الأحداث والقضايا في الأردن، والكشف عن التأثيرات المعرفية والوجدانية والسلوكية الناتجة عن اعتمادهم على تلك القنوات.

**المنهجية:** استندت الدراسة إلى منهج مسح جمهور وسائل الإعلام، عبر توزيع استبيان على عينة متاحة قوامها (377) مفردة، جرى اختيارها بناءً على معادلة الرابطة الأمريكية للتربية، بهدف معرفة درجة اعتمادهم على القنوات الفضائية الأردنية، والتأثيرات المعرفية والوجدانية والسلوكية المترتبة عن هذا الاعتماد.

**النتائج:** أظهرت نتائج الدراسة أنّ (41%) من المبحوثين يعتمدون بدرجة متوسطة على القنوات الفضائية الأردنية، وجاءت قناة المملكة في مقدمة تلك القنوات التي يعتمد عليها المبحوثون، بينما جاءت التأثيرات المعرفية في مقدمة التأثيرات الناتجة عن اعتماد المبحوثين على القنوات الفضائية بوسط حسابي بلغ (3.62)، ثم التأثيرات الوجدانية بوسط حسابي بلغ (3.56)، ثم التأثيرات السلوكية بوسط حسابي بلغ (3.54).

**الخلاصة:** ضرورة اهتمام القنوات الفضائية الأردنية في تقديم كافة المعلومات المتعلقة بالأحداث والقضايا في الأردن وتبسيط الضوء عليها من خلال التحليل والتفسير؛ مما يدفع المبحوثين إلى الاعتماد على تلك القنوات كمصدر للمعلومات حول المستجدات في الشأن المحلي.

**الكلمات الدالة:** تأثيرات الإعلام، نظرية الاعتماد، القنوات الفضائية، الدوافع الاجتماعية، المجتمع الأردني.

## Introduction

In the 21<sup>st</sup> century, satellite channels have received great development due to the technological and digital revolution and the media openness accompanying this development. Undoubtedly, these channels have become one of the most important channels influencing the process of persuasion with the public, and the formation of its attitudes towards various events and issues in society because of its effectiveness and its widespread, especially, after the emergence of new media attempting to raise the level of freedom to convince the public to follow them for providing media materials that meet their needs and desires (Abuhasirah, 2019).

According to the Annual Report on Arab satellite broadcasting (2020), the number of satellite channels broadcast or re-broadcast by Arab corporations reached a total of (1101) channels, distributed between Arab private channels (907), Arab public channels (185), and foreign public channels (9). As for Jordan; there are 23 licensed satellite television channels, varying between governmental and private, and between public and specialized, only five of these channels broadcast locally produced programmes: Al-Mamlaka, Roya, Jordan television and Al-Haqiqa Al-Dawliya, while the rest are Arab channels (Saudi and Iraqi), and the other channels known as “Slide television”, which depends mainly on broadcasting ticker advertisements, while showing still images and songs on the home page (UNESCO, 2015).

Accordingly, Jordanian satellite channels have taken huge strides in order to present events and issues related to the Jordanian issues in order to establish a large fan base for them, whether Jordanians who are inside Jordan itself, Arab or Jordanian communities living abroad, by providing a comprehensive media and news service informing them of the latest issues, developments and daily events in Jordan in order to focus on their various issues and problems on the one hand, and decreasing their sense of non-alienation on the other hand, as the number of the Jordanian community residing in Egypt is about 20,000, including about 5,000 students, of whom 2,500 are university students, and more than 700 students are enrolled in graduate programs.

Based on the above, Jordanian satellite channels are among the most influential media for shaping Jordanian audiences' knowledge, and the attitudes of various groups and communities residing abroad towards various issues and events, due to their widespread success in the communication of messages and media content, where the Media Dependency Theory as a model asserts that the more the public depends on the media; Media institutions will be reconfigured to serve this dependence, and consequently their general influence will increase, and their role in society will become more central. Hence, this study is concerned with studying the dependence of the Jordanian community living in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan.

## 1. Literature Review

In addition to earlier research related to the current study, the study examines a review of the theoretical literature in terms of the theory used, namely: Dependency Theory and its relation to media highlighting its objectives, motives, and effects.

### 2.1 Previous Studies

By reviewing the literature related to the media dependency theory as a model, it becomes clear that there is a great accumulation and wide interest in this field; however, according to the best knowledge of the researcher- there are no direct studies that have focused on dealing with the dependence of the Jordanian community in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan. Accordingly, the researcher addresses the previous studies that are close and related to the current study:

**Melki & Kozman (2021)** conducted a study titled “Media Dependency, Selective Exposure and Trust during War: Media Sources and Information Needs of Displaced and Non-Displaced Syrians.” This study examines the theoretical frameworks of media dependency and selective exposure during the war. Through a survey of 2,192 Syrians living in Syria, Lebanon, Jordan, and Turkey during the conflict. The study aimed to understand how these four groups trust and rely on different media sources to meet their information needs. The study concluded that television channels were at the forefront of the media that respondents rely on as a source to meet their information needs, and the most prominent motives for

relying on these channels were due to the interest in knowing the news about the events, while the most prominent cognitive effects were the provision of information related to the threat and danger towards the events, the emotional effects that increase the sense of threat, violence and danger to life, and lastly, the behavioral effects in the search for safe and comfortable places to practice a normal life.

**Ershaidat & Nejadat (2021)** conducted a study entitled “The Role of Jordanian Television Channels in Educating Jordanian Society about Coronavirus Pandemic.” aimed to find out the degree to which the Jordanian audience relies on Jordanian satellite channels to obtain information on coronavirus pandemic, by using the media audience approach on a ration sample of (450) divided equally among the three regions of Jordan (North, Central, and South). The study concluded that the largest proportion of the respondents depend, to a moderate degree, on Jordanian satellite channels to follow up on the news of the Corona pandemic, and the most prominent motives for relying on these channels because of transmitting them to the government press briefing, while the most prominent cognitive effects were the access to the statistics of the injured, the recovered and the deaths inside Jordan, and the emotional effects in sympathy with the unemployed, and the behavioral effects in adhering to government procedures related to daily life.

**Al-Qahs et al. (2020)** conducted a study entitled “Kuwaiti Audience Dependence on Mass Media during Crisis: Covid-19 as an Examples.” The study aims to investigate the extent of the Kuwaiti audience's dependency on mass media during the COVID19 crisis. The study used an available sample of (1031) Kuwaiti citizens. The results indicated that the WhatsApp application was at the forefront of traditional and modern media that respondents rely on to follow news and information, and the most prominent motives for this dependence were obtaining guidance and directions, while the most prominent cognitive effects were the knowledge of the latest news and information, the emotional effects have been observed in the process of increasing cohesion and national unity in society. As for the behavioral effects, they are more observed in helping to follow events through more than one media.

Moreover, **Hjarvard (2019)** conducted a study titled "The Janus Face of Digital Connectivity: The Transformation of Social Dependencies." The study examines the tensions between experiences of increased individual autonomy and new forms (Online Media) of dependencies on systemic and institutional powers. The empirical results are based on a survey conducted among 1510 respondents. The study results indicated that the largest proportion of respondents depend on the media to obtain information, and the most prominent motives for dependence were "spending time and increasing independence".

Additionally, **Al-Badri (2019)** conducted a study titled “Dependence of Jordanian Elites on Al-Mamlaka TV in Covering Local Issues.” The study aimed at identifying the extent of Jordanian elites rely on the Al-Mamlaka Channel to follow up on local issues, the reasons for this relay, its objectives, motivations and the effects resulting from this relay. The study adopted the descriptive method, using the sample survey method through a sample of (150) Jordanian elites. The results show that the most prominent cognitive effects were represented in increasing knowledge of what is going on local events, and emotional effects are observed to be related to increasing the feelings of anxiety and fear about the Jordanian local reality.

Furthermore, **Al-Mahameed (2019)** conducted a study titled “The Level of Dependence of Jordanian Youth on Official Media during Crises.” The study aimed at identifying the degree of Jordanian youth's dependence on the official media as a source of news during crises and highlight the forms of official media (visual, audible, and readable) on which the Jordanian youth depend as a source of news in times of crises. The study adopted the descriptive survey method through a random stratified sample of (1134) respondents. The results of the study showed that the social networks were at the forefront of the media on which the respondents depend on, while the official television was in the third place. The Jordanian satellite channels were in the fifth place. The most prominent motives for the dependence were due to the conviction of the official media because it chooses the most appropriate term for the event.

## **2.2 Media Dependency Theory**

This study is based on the dependency on media as being a model, which was developed by: Ball-Rokeach and Defleur in 1976. The model is based on the fact that the power of the media lies in its control over the sources of information that

others rely on to achieve specific goals. (Ball-Rokeach & Grant, 1990).

Through the dependence on the media, individuals seek to achieve three main goals: (cognitive) e.g., affecting an audience's attitudes, beliefs, and values; where an individual needs to understand the values that shape his/her personality, enable him/her to overcome crises, and understand the functions of the society in which he/she lives, and affective e.g., affecting an audience's feelings of fear and anxiety about living in certain neighbourhoods as a result of overexposure to news reports about violent events in such areas, by acquiring guidelines to carry out behavior which is appropriate to the expectations and values of society, as for the third goal (entertainment), it relates to an individual with the media for fun and entertainment and spending time to escape from reality and the surrounding social environment. (Kim & Jung, 2017).

More deeply, Ball-Rokeach & DeFleur identifies three types of effects affected by individuals' dependence on the media, and these effects are as follows:

**- Cognitive effects:** It is represented in removing the ambiguity resulting from information or its conflict, or when huge events occur in society, and the formation of attitudes through the media's handling of prominent issues and events, as the media contribute to the formation of individuals' attitudes towards these issues and events, and prioritizing the public's attention towards various events and issues according to the media's arrangement, focus and interest in them, and to expand individuals' beliefs through the dissemination of new information; which leads to influencing their opinions and attitudes. (Ball-Rokeach & DeFleur, 1976).

**- Affective or emotional effects:** These effects are the feelings that an audience forms based on the environment around them, and they appear when the media present messages that carry certain information influencing their feelings, and these effects include emotional apathy and tension, anxiety and fear, and moral effects such as alienation; as the presence of such information in the media, may have a moral effect on individuals who depend on the media. (Ball-Rokeach & DeFleur, 1975).

**- Behavioral influences:** These effects are seen to be associated to the connection of both cognitive and emotional effects, and are represented in changing attitudes, beliefs or ideas; which is reflected on the behavior of an individual, and these effects include the effectiveness through the individual doing a certain action after exposure to the media, and the ineffectiveness associated with the individual's avoidance of doing something when exposed to the media as a result of his/her inability to make decisions that affect his/her life. (Ball-Rokeach, 1985).

## 2. Problem Statement

Indeed, the widespread of Jordanian satellite channels, and the Jordanian public's dependence on them at all levels, sectors and communities residing abroad, has led to a growing awareness of their various issues. Such variety of issues clearly impacts the degree of public dependence on these satellite channels to obtain various information, especially, expatriates living in Egypt given the need for news and information that would enable them to know, understand and interpret the current local events and issues in Jordan. Therefore, the dependence of the Jordanian community in the Arab Republic of Egypt on Jordanian satellite channels raises a problem in understanding and realizing the impact of these satellite channels on the public during their coverage, handling and media treatment of various Jordanian affairs, events and issues. Indeed, the audience follows the Jordanian satellite channels to achieve their goals, meeting their cognitive needs, building their behavioral attitudes, and increasing their exposure to them. Such dependence is seen to be more in times of crises or major events in society, and in the context of the foregoing, and in light of the succession of events as well as issues and their outgrowth in Jordan, and due to the paucity of Jordanian media studies on which the Jordanian community in Egypt, which has about 20 thousand people, depends. Additionally, this can be seen in light of the intense competition between satellite channels to attract the largest number of audiences to their screens, providing professional news coverage and accurate information in various fields, and the difference and disparity in media coverage of local events, issues and local topics related to citizens' concerns. Accordingly, the problem of the study is represented in the following main question: What is the degree of the dependence of the Jordanian community in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan?

### **3. Significance of the Study**

#### **Theoretical Significance**

- The importance of identifying the most popular Jordanian TV channels that the Jordanian community in the Arab Republic of Egypt relies on as a source of information about events and issues in Jordan, in shed light of the scarcity of Jordanian studies that dealt with Jordanian communities abroad, as the researcher did not find any study related to the public of the Jordanian community in the Arab Republic of Egypt.

- The succession and development of Jordanian events and issues, and the increasing crises in Jordan lately, which may encourage Jordanian communities abroad to make a constant effort to follow these events and issues and their evolution through Jordanian television channels. In shed light of the increasing role of these channels in providing reliable information, as well as the spreading rumours on social media platforms.

#### **Practical Significance**

- The importance of understanding the role of Jordanian satellite channels as a major source of news and information for the Jordanian community in the Arab Republic of Egypt, which allows the decision-maker in Jordan to identify the most important Jordanian satellite channels that the population depends on abroad for news and information, then providing important information through these channels.

- The findings of this study are useful for identifying the relationship of interdependence between the Jordanian community of the Arab Republic of Egypt and the Jordanian television channels as a source of information, which contributes to taking advantage of this information to identify the various community problems of concern to Jordanian citizens, and shed light on them in order to follow and resolve them.

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### **4. Objective of the Study**

The objectives of the study are as follows:

1. To identify the degree of dependence on Jordanian satellite channels as a source of information about events and issues in Jordan among Jordanian community living in the Arab Republic of Egypt.
2. To identify the objectives and motives for dependence on Jordanian satellite channels as a source of information about events and issues in Jordan among Jordanian community living in the Arab Republic of Egypt.
3. To reveal the most important Jordanian satellite channels that Jordanian community living in the Arab Republic of Egypt depends on as a source of information about events and issues in Jordan.
4. To identify the most prominent Jordanian events and issues that Jordanian community living in the Arab Republic of Egypt follows in the Jordanian satellite channels.
5. To assess the cognitive, emotional and behavioral effects affected by the dependence of Jordanian community living in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan.

### **5. Research Questions**

1. What is the degree of dependence on Jordanian satellite channels as a source of information about events and issues in Jordan among Jordanian community living in the Arab Republic of Egypt?
2. What are the objectives and motives for such dependence on Jordanian satellite channels as a source of information about events and issues in Jordan among Jordanian community living in the Arab Republic of Egypt?
3. What are the most important Jordanian satellite channels that Jordanian community living in the Arab Republic of Egypt depends on as a source of information about events and issues in Jordan?
4. What are the most prominent Jordanian events and issues that Jordanian community living in the Arab Republic of Egypt follows in the Jordanian satellite channels?
5. What are the cognitive, emotional and behavioral effects affected by the dependence of Jordanian community living in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan?

## 6. Research Hypotheses

- There is statistically significant relationship between the dependence of Jordanian community living in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan and the following demographic factor: gender, age, educational level, reason for residence in the Arab Republic of Egypt.
- There is statistically significant relationship between the cognitive, emotional and behavioral effects affected by the dependence of Jordanian community living in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan and the following demographic variables: (gender, age, educational level, reason for residence in the Arab Republic of Egypt).
- There is a statistically significant relationship between the dependence of Jordanian community living in the Arab Republic of Egypt on Jordanian satellite channels as a source of information about events and issues in Jordan, and the cognitive, emotional and behavioral effects affected by this dependence.

## 7. Methodology and Data Collection

### 8.1 Study Methodology

This study is part of the descriptive studies which aim to study the characteristics of a particular phenomenon, situation or issue, in order to obtain sufficient information and data to interpret and analyze it, and then presents some conclusions. And in the descriptive studies, the study relied on the sample survey research method. This was achieved by distributing a questionnaire aiming to identify the opinions and motives of the Jordanian community audience in the Arab Republic of Egypt towards their dependence on Jordanian satellite channels as a source of information about events and issues in Jordan, and to reveal the cognitive, emotional and behavioral effects of this dependence.

### 8.2 Study's Population and Sample

The study population includes all Jordanian community living in the Arab Republic of Egypt containing 20 thousands according to the latest statistics of the Jordanian Ministry of Foreign Affairs for the year 2021<sup>1</sup>, As for the exact study sample, the researcher selected a sample of (377) individuals based on AAE in determining the appropriate sample size, with a confidence of 95%, and a standard error of 0.5 as follows:

$$\frac{\text{Population number} * (\text{The value of the standard error of the ratio divided by two}) * {}^2(\text{Standard score for confidence level})}{(\text{The value of the standard error of the ratio divided by two}) {}^2(\text{Standard score for confidence level}) + (1 - \text{population number})(\alpha)}$$

$$\frac{20000 * (0.25) * (3.8416)}{(0.25) (3.8416) + (19999)(0.0025)} = \frac{19208}{50.9579} = 377$$

**Table (1) Personal characteristics of the respondents**

Variable	Category	Frequency	Percentage
Gender	Males	214	56.8%
	Females	163	43.2%
Age	18- Less than 28	30	8%
	28- Less than 38	140	37.1%
	38- Less than 48	153	40.6%
	48 and more	54	14.3%
Educational level	High school or less	35	9.3%
	Intermediate Diploma	50	13.3%
	Bachelor	182	48.3%

<sup>1</sup> <https://www.mfa.gov.jo/bilateral/11>

Variable	Category	Frequency	Percentage
	Postgraduate Studies (Masters/PhD)	110	29.2%
Reason for residence in the Arab Republic of Egypt	Study	199	52.8%
	Work	102	27.1%
	Treatment	44	11.7%
	Visiting relatives	19	5%
	Tourism	13	3.4%
<b>Total= 377</b>			

### 8.3 Data Collection Tool

The study distributed a questionnaire as a tool for data collection, by designing an online questionnaire on Google Drive, and the online link was sent to the respondents via e-mail, Facebook, and WhatsApp, during the time period from (October 18 - 4 December 2021).

### 8.4 Validity and Reliability

In order to measure validity, the questionnaire was presented to a number of media professors at the Faculty of Media at the Middle East University in Jordan to express their opinion, then, the appropriate modifications were made. The researcher also conducted a pre-test by distributing the questionnaire to a partial sample of the study consisting of (38) individuals, and at a rate of (10%) of the total sample of the original study of (377) individuals, with the aim of identifying the respondents' opinions and observations, and then making modifications necessary; to improve the form and content of the questionnaire, and to ensure its suitability for field application. In order to ensure the reliability of the questionnaire, the researcher used the (Test-Retest) method by distributing the questionnaire on (10%) of the original study sample of (377) individuals, at a rate of (38) individuals, two weeks after the first application, and the reliability of the scale was achieved by (92.8%). The researcher also used the (SPSS) software for (Cronbach Alpha) to measure the internal coefficient of the study tool and to ensure its reliability, and the value of the validity coefficient for all study items was (94.6%).

## 8. Study's Results

### 9.1 Results of the Field Study:

- Results of the First Question: What is the degree of respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan?

**Table (2) The degree of respondents' dependence on Jordanian satellite channels**

Dependence degree	Frequency	Percentage
To a great extent	101	30.9%
To a moderate degree	134	41%
To a small degree	60	18.3%
Don't depend	32	9.8%
<b>Total</b>	<b>327</b>	<b>100%</b>

Table (2) indicates that the number of those who rely on media to a moderate degree are in the first place with a percentage of (41%), followed by those who depend on these channels "to a great extent" with a percentage of (30.9%), then in the third place those who depend on it "to a small degree" with a percentage of (18.3%). The last percentage was for those who do not depend on these channels with a percentage of (9.8%).

- **Question Two: What are the objectives and motives for respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan?**

**Table (3) Objectives and motives for respondents' dependence on Jordanian satellite channels**

Objectives and motives for dependence on Jordanian satellite channels	mean	Standard deviation
<b>Understanding goals and motives</b>		
Familiarity with events and issues in Jordan	4.00	0.717
Demystify and get an explanation of events and issues	3.91	0.783
Understanding and realizing the facts of events and issues and their various dimensions and developments	3.80	0.731
<b>The overall average of the goals and motives for understanding</b>	<b>3.90</b>	<b>0.743</b>
<b>Direction objectives and motives</b>		
The ability to deal with the merits and developments of various events and issues	3.99	0.785
obtaining guiding principles and guidelines related to events and issues for appropriate behavior consistent with the expectations and values of society	3.76	0.777
Gain dialogue and interaction skills, understand the thoughts and behaviors of others, and act effectively on events and issues in Jordan	3.69	0.781
<b>The overall average of the objectives and motives of guidance</b>	<b>3.81</b>	<b>0.781</b>
<b>Objectives of entertainment motives</b>		
Exchange and discuss with others about events and issues	3.93	0.764
Spend free time or eliminate boredom	3.75	0.760
Have fun, relax, and escape from reality and the social environment	3.20	0.826
<b>Overall average of entertainment objectives and motives</b>	<b>3.62</b>	<b>0.783</b>
<b>The overall average of the objectives and motives for dependence</b>	<b>3.78</b>	<b>0.769</b>

Table (3) indicates that the objectives and motives for understanding were at the forefront of the objectives and motives for respondents' dependence on Jordanian satellite channels with a mean of (3.90), and the goals and motives of directions and guidance was in the second order with a mean of (3.81), while the goals and motives of entertainment was in the third place with a mean of (3.78), and the overall average of the goals and motives of dependence was (3.78).

**Question Three: What are the most important Jordanian satellite channels that the respondents depend on as a source of information about events and issues in Jordan?**

**Table (4): The Jordanian satellite channels on which the respondents depend on**

Jordanian satellite channels	To a great extent		To a moderate degree		To a small degree		Don't depend		mean	Standard deviation
	N	%	N	%	N	%	N	%		
Al-Mamlaka TV	108	%33	154	%47.1	53	%16.2	12	%3.7	2.09	0.795
Ro'ya TV	107	%32.7	136	%41.6	65	%19.9	19	%5.8	2.01	0.872
Jordan TV	17	%5.2	133	%40.7	101	%30.9	76	%23.2	1.28	0.879
Al-Haqiqa Al-Dawliah TV	18	%5.5	107	%32.7	84	%25.7	118	%36.1	1.08	0.951
Amman TV	10	%3.1	58	%17.7	99	%30.3	160	%48.9	0.75	0.853
A One TV	6	%1.8	63	%19.3	69	%21.1	189	%57.8	0.65	0.851
<b>overall average</b>									<b>1.31</b>	<b>0.866</b>



Table (4) shows that "Al-Mamlaka" channel was at the forefront of the Jordanian satellite channels that the respondents depend on as a source of information with a mean of (2.09), and "Roya" channel was in the second place with a mean of (2.01). This is followed by "Jordan TV" as being the third rank with a mean of (1.28), and "Al-Haqiqa al-Dawliyah" channel was in the fourth rank, with a mean of (1.08), while in the fifth rank was for "Amman TV" with a mean of (0.75), and lastly "A ONE TV, was the lowest followed TV channel with a mean of (0.65).

**Question Four:** What are the most prominent Jordanian events and issues that the respondents follow through the Jordanian satellite channels?

**Table (5): The most prominent Jordanian events and issues that respondents follow through Jordanian satellite channels**

The events and issues that the respondents follow through Jordanian satellite channels	Mean	Standard Deviation
Corona virus crisis and its updating events	1.95	.8510
Jordan's current economic situation	1.93	.9600
Jordanian government decisions	1.91	.9520
Demonstrations and Protests	1.89	.9020
Acts of family and community violence, murder and crimes	1.73	.8290
Jordan's foreign affairs	1.72	.9150
Corruption, cronyism and nepotism	1.54	0.832
Low levels of public services in Jordanian institutions	1.52	.8590
Jordan's security campaigns	1.11	.9200
Meetings and decisions of the Jordanian Parliament	1.10	0.912
<b>Overall average</b>	<b>1.64</b>	<b>0.893</b>

Table (5) shows that "developments of the Corona virus crisis and its developments" was at the forefront of Jordanian events and issues, the most prominent follow-up to the respondents through Jordanian satellite channels with a mean of (1.95), followed by the "current economic situation" with a mean of (1.93), then "The Jordanian government's decisions" with a mean of (1.91), while the least Jordanian events and issues that the respondents follow through the Jordanian satellite channels were regarding: "Jordanian security campaigns" with a mean of (1.11), then "the meetings and decisions of the Jordanian parliament" with a mean of (1.10).

**-Question Five (a):** What are the cognitive effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan?

**Table (6): The cognitive effects affected by the respondents' dependence on Jordanian satellite channels**

Cognitive effects	Mean	Standard Deviation
It contributed to increasing my information and knowledge and expanding my beliefs about events and issues in Jordan	3.68	0.810
It helped me build a general attitude and opinion about events and issues in Jordan	3.68	0.863
It helped me explain the importance of the values that Jordanian society seeks to preserve, which gave me new values and customs	3.61	0.821
It removed the ambiguity about many events and issues, as it provided me with the correct information about them	3.60	0.804
It helped me arrange my priorities in knowing the most important events, problems and issues that Jordanian society suffers from	3.56	0.835
<b>Overall average</b>	<b>3.62</b>	<b>0.826</b>

Table (6) shows that the most prominent cognitive effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan were presented in the following items: "It contributed to increasing my information and knowledge and expanding my beliefs about events and issues in Jordan" and "It helped me in forming a general attitude and opinion about events and issues in Jordan" with a mean of (3.68) for each of them, then "it helped me clarify the importance of the values that Jordanian society seeks to preserve, which gave me new values and customs" (3.61), then "removing the ambiguity regarding many events and issues, as it provided me with the correct information necessary about them" with the mean of (3.60), then "helping me to arrange my priorities in Knowing the most important events, problems and issues that Jordanian society suffers from" with the mean of (3.56).

**- Question Five (b): What are the emotional effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan?**

**Table (7): The emotional effects influenced by the respondents' dependence on Jordanian satellite channels**

Emotional effects	Mean	Standard Deviation
The feeling of non-alienation and the increase of national belonging as a result of my keenness and interest in following up on events and issues in Jordan	3.76	0.875
Reducing my feeling of fear and anxiety over the future of Jordan in light of the acceleration of events and issues	3.72	0.829
It contributed to moral support regarding the most prominent events and issues in Jordan	3.60	0.844
Feeling relieved and emotionally relaxed as a result of its focus on the most prominent events and issues in Jordan	3.40	0.839
Feeling of optimism and satisfaction and not stress or sadness as a result of focusing on the most important events and issues in Jordan	3.32	0.851
<b>Overall average</b>	<b>3.56</b>	<b>0.847</b>

Table (7) illustrates that the most prominent emotional effects influenced the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan were presented in the following items: "The feeling of non-alienation and the increase of national belonging as a result of my keenness and interest in following up on events and issues in Jordan" with the mean of (3.76), then "reducing my feeling of fear and anxiety about the future of Jordan in light of the acceleration of events and issues" with the mean of (3.72), then "contributing to moral support regarding the most prominent events and issues in Jordan" with the mean of (3.60), then "feeling of relief and lack of emotional apathy as a result of its focus on the most prominent events and issues in Jordan" with the mean of (3.40), then "feeling optimism and satisfaction and not being stressed or sad as a result of focusing on the most important events and issues in Jordan" with the mean of (3.32).

**- Question Five (c): What are the behavioral effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan?**

**Table (8): Behavioral effects affected by respondents' dependence on Jordanian satellite channels**

Behavioral effects	mean	Standard Deviation
Expressing opinion, publishing information and writing on social media platforms about the most prominent events and issues in Jordan	3.88	0.879
Participate in dialogues and discussions about events and issues in Jordan	3.72	0.891
Research, investigation and access to everything related to current events and issues in Jordan	3.69	0.826
Participation in polls presented by Jordanian satellite channels through their websites and social platforms on current events and issues in Jordan	3.25	0.859
It contributed to changing my attitudes, which made me take a reaction and take positive behaviors about events and issues	3.20	0.892
<b>Overall average</b>	<b>3.54</b>	<b>0.8694</b>

Table (8) demonstrates that the most prominent behavioral effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan were associated to the following items: "Expressing opinion, disseminating information and writing through social media platforms about the most prominent events and issues in Jordan" with the mean of (3.88). Then "Participation in dialogues and discussions about events and issues in Jordan" with the mean of (3.72), followed by the item of "Research, investigation and access to everything related to current events and issues in Jordan" with the mean of (3.69), then "Participation in polls presented by Jordanian satellite channels through their websites and social platforms about current events and issues in Jordan" with the mean of (3.25), lastly "it contributed to changing my attitudes, which made me take a reaction and take positive behaviors about events and issues" with the mean of (3.20).

## **9.2 Results of Testing Hypotheses of the Study:**

- First hypothesis: The results of the first hypothesis test are presented as follows:

- **Gender:** The T-test showed that there were no statistically significant differences in the degree of respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan regarding the gender variable, where the t-value was (-0.387), at the significance level of (0.424) which is above at the (0.05) level.

- **Age:** The ANOVA test showed that there were no statistically significant differences in the degree of respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan regarding the age variable.

- **Educational level:** ANOVA test showed that there were no statistically significant differences in the degree of respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan related to the educational level variable.

- **Reason for travel or residence in the Arab Republic of Egypt:** ANOVA test showed that there were no statistically significant differences in the degree of respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan, according to the reason for travel or residence in the Arab Republic of Egypt.

**The second hypothesis:** The results of the second hypothesis are presented as follows: - Gender: The T-test showed that there are statistically significant differences in the total cognitive, emotional and behavioral effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan according to the gender variable in favor of males, where the value of T (-1.980) , at the significance level (0.023), which is deemed to be a statistically significant value at the level (0.05). It was also proved that there were statistically significant differences in the behavioral effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan according to gender in favor of males, where the value of T-value was (-2.094), at the significance level (0.001), which is a statistically significant value at level (0.05), while there were no statistically significant differences in the cognitive and emotional effects affected by the dependence.

**Age:** The ANOVA test showed that there were no statistically significant differences in the total cognitive, emotional and behavioral effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan regarding the age variable, where the value of F-value was (1.924), at the significance level (0.668) indicating that there were no statistically significant differences in the cognitive, emotional and behavioral effects affected by this dependence.

- **Educational level:** (ANOVA) test showed that there were no statistically significant differences in the total cognitive, emotional and behavioral effects affected by the respondents' dependence on Jordanian satellite channels as a source of information about events and issues in Jordan associated to the educational level variable, where the P significance level (0.582) indicating that there were no statistically significant differences in the cognitive, emotional and behavioral effects affected by this dependence.

- **Reason for travel or residence in the Arab Republic of Egypt:** ANOVA test showed that there are no statistically significant differences in the total cognitive, emotional and behavioral effects affected by the respondents' dependence on

Jordanian satellite channels as a source of information about events and issues in Jordan related to the variable of the reason for travel or residence in the Arab Republic of Egypt, where the significance level (0.280), which is a non-statistically significant value at the level (0.05) indicating that there were no statistically significant differences in the cognitive, affective and behavioral effects affected by this dependence..

**The third hypothesis:** The fourth hypothesis was accepted showing that “There is a statistically significant relationship between the degree of respondents’ dependence on Jordanian satellite channels as a source of information about events and issues in Jordan, and the cognitive, emotional and behavioral effects affected by this dependence”, where the value of Spearman’s correlation coefficient was (0.249\*\*), at the significance level of (0.000) for the total effects affected by the dependence on Jordanian satellite channels, which is statistically significant at the level of (0.000) indicating that there was a statistically significant correlation between the degree of respondents’ dependence on those channels, and the cognitive, affective and behavioral effects of this dependence where the value of Spearman’s correlation coefficient was (0.250\*\*) for cognitive effects, (0.216\*\*) for emotional effects, and (0.227\*\*) for behavioral effects at the significance level (0.000), which is statistically significant at the (0.000) level.

### 9.3 Results Discussion and Conclusion:

The results of the study confirm what the model of media dependency theory poses, where the model confirms that members of the audience establish dependent relationships with satellite channels when their need for information increases in times of crisis, and they resort to those satellite channels in order to meet their cognitive needs, re-evaluate their ideas and beliefs, and build their behavioral attitudes, based on the cognitive, emotional and behavioral effects influenced by their dependence on these satellite channels, and the audience’s exposure to satellite channels increases, the more instability in society increases. The model also puts forward the hypothesis that active individuals choose the media based on individual needs and external factors such as: culture, social, political and economic conditions, so that dependence on these means increases when the media alternatives available to an individual to satisfy his/her needs which are reduced, and the different personal as well as social goals and interests of individuals. In addition, it is found that the psychological characteristics affect the degree of the media dependence. The most important results of the study were represented in the following:

- The largest proportion of respondents depend on satellite channels to a moderate degree (41%), then to a great extent (30.9%), then to a small degree (18.3%), which indicates the distinguished position that Jordanian satellite channels enjoy among the Jordanian community living in the Arab Republic of Egypt, and their dependence on it as a main source of information through its ability to provide opinions and content that meet their knowledge needs, in addition to its continuous follow-up on issues in Jordan and its comprehensive news coverage of everything new.

- The most important objectives and motives for understanding affected by the respondents’ dependence on satellite channels were represented in “familiarity with events and issues in Jordan” with a mean of (4.00), and the most important objectives and motives for directions/guidance was seen in: “the ability to deal with the merits and developments of various events and issues in Jordan” with a mean of (4.00), while the main objectives and motives of entertainment was seen in the item of: “Exchanging and discussing opinions with others about events and issues” with a mean of (4.00), and these results confirm what media dependency theory model proposes illustrating that the audience seeks through the dependence on these means to understand the functions of the society that an individual lives in it enabling him/her to understand the various issues and events in society in order to overcome the crises facing him/her, in addition to understanding the complex and ambiguous environments that he/she has no explanation for, and then gain practical guidelines/directions that enable him/her to take appropriate actions and interactions and carry out the appropriate behavior effectively to the expectations and values of the society.

- “Al-Mamlaka” channel was at the forefront of the satellite channels that the respondents depend on, with a mean of (2.09), and “Roya” channel was in the second place “Roya” channel with a mean of (2.01), and these results confirm that the superiority of the Al-Mamlaka channel over the private Roya channel in the degree of dependence on it as a main source of information, which indicates the importance of Al-Mamlaka channels in providing the audience with information about events and issues by presenting various news programs, in addition to the balanced media approach and the wide space that

the channel allocates to discuss and analyze all events at the Jordanian level. These results also confirm that expatriates living abroad tend to rely on official channels more than private channels as a source for obtaining information related to the Jordanian issue.

- "The developments of the Corona crisis and its updating events" was to the most covered event presented by channels the respondents follow, with a mean of (1.95), and this result seems logical in light of the large amount of information and news related to the Corona virus crisis and its updating events on the screens of satellite channels, and the respondents' tendency to obtain those information, as well as knowledge of the effects of the spread of the Corona epidemic and the dangerous epidemiological situation inside Jordan.

- The most prominent cognitive effects affected by the respondents' dependence on Jordanian satellite channels were represented in the following item: "Increasing information and knowledge and expanding beliefs about events and issues in Jordan" with a mean of (3.68), and the most prominent emotional effects affected by this dependence were: "Feeling of non-alienation and increasing national belonging" with a mean of (3.76), while the most prominent behavioral effects were presented in following item: "Expressing opinion, publishing information and writing through social media platforms" with a mean of (3.88). These results confirm the interest of satellite channels in providing all information related to events and issues in Jordan and highlighting them through analysis and interpretation. This prompts the respondents to resort to these satellite channels as a source of information on the latest developments in local affairs, as this information contributes to strengthening the sense of non-alienation and increasing national belonging. Thus, the cognitive and emotional influences were all reflected as behavioral influences through the respondents' expression of their opinions and positions through social media platforms about the most prominent events and issues in Jordan.

## **9. Suggestions**

- The necessity for private satellite channels to pay attention to content and topics that affect the interests of Jordanian society, raise the quality of media content, and to address issues related to the members of communities abroad, as the results showed the superiority of the government channel (Al-Mamlaka) in the degree of audience dependence on the channel as a main source of information about events and issues in Jordan.

- The necessity for the Jordanian public and private satellite channels to be interested in explaining and clarifying issues and events of interest to all segments of Jordanian society, as the results showed that the respondents' understanding and awareness of facts related to events and issues in Jordan came in last place in terms of the objectives and motives for relying on satellite channels.

- Jordanian satellite channels should pay attention to all issues and current events on the local scene, and not to allocate all their programs to a specific issue or event, as there are many issues and events of interest to Jordanian society at home and abroad that did not receive appropriate media coverage, such as: poverty, acts of violence, corruption, cronyism, and low levels of public services in Jordanian institutions.

- The necessity for satellite channels to help members of the public to prioritize the important issues, events and problems that Jordanian society suffers from, as the results of the study showed that the satellite channels did not play an adequate role in prioritizing the respondents on the most important events, issues and problems.

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