UNIVERSITY OF BAHRAIN

College of Arts

Department of Mass Communication,
Tourism and Fine Arts

The Public's Reliance on the Websites of Bahraini Electronic Newspapers as a Source of Information
An Analytical and Field Study

A Thesis Submitted in Partial Fulfillment of the Requirements for the Master Degree in
MA in Mass Communication

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Abstract

The current study aimed to identify the extent to which the public relies on the websites of Bahraini electronic newspapers as a source of information, and their motives for using the electronic press, and the most important topics they follow.

This research is based on the descriptive study. The study was limited to youth in Kingdom of Bahrain, because of the demand of this category to use modern ways of electronic communication, including electronic journalism more than other social groups. The study was limited to three daily newspapers in the Kingdom of Bahrain, on the basis that they are the most popular sites in Bahrain: the website of Akhbar Al Khaleej, the Al Ayam website, and the Gulf Daily News website.

A field study was carried out on a random sample of the 146 snowballs (63 males and 83 females), which was withdrawn from the study population. A questionnaire was prepared by the researcher.

The study found that 38.4% of the respondents rely on websites as a permanent source of information, and 32.9% of respondents use electronic journalism less than 6 months. And 69.2% of the respondents use electronic journalism less than 5 hours per week, and 45.6% of respondents use electronic journalism at the workplace or study. Al-Ayyam’s website ranked first in the follow-up to youth in Bahrain by 88.8%, and 54.8% of the sample did not rely on the printed press as a source of information. And social subjects ranked first in the follow-up of the Bahraini youth by 83.8%.

Based on this result can To say that the study hypothesis, which states: "the public Bahraini youth depends on the websites of Bahraini newspapers as a primary source of information compared by means of other media" have not been met, where the most important sources of information for members of the sample are the means of social communication and not websites Bahraini newspapers. The majority of the respondents only read the topics at 66.4%, and more than half of the respondents do not participate in the discussions at these sites, by 50.7%. The main motives for the use of electronic newspapers are the use of mobile phones in the browsing of electronic newspapers. The first ranking was 96.42%, followed by the second with 95.76% in the second category, and the third with the 89.43% of the "images or news to friends and acquaintances through these sites" The study also presented a set of recommendations and recommended studies.