

## Abstract

### **The Image of the United States as Seen by the Palestinian Youth (University Students as a model)**

This study aims at identifying the image of the USA as seen by the young at Palestinian universities namely (Birzeit, Najah, Hebron). The study is specifically after answering the following questions:

- How is the US image among the Palestinian University students? Do such students distinguish between the American government and the American individual? Does the American foreign policy play a role in identifying the attitudes of the Palestinian students towards the USA?
- How far do the Palestinian university students desire to immigrate to the US? Are there significant differences concerning the desire to immigrate to the US when dividing the subjects according to gender?
- What are the data sources for Palestinian students about the US? What is the role of the Palestinian media in forming the image of the US among the Palestinian university youth? Has the US campaign to ratify the American image affected the Palestinian university students?
- Are there significant differences in the image of the US among the Palestinian university students when the subjects are categorized according to gender, place of residence (city, village, refugee camp), the economic level of the family, the university, and the political affiliation?

This study is a descriptive research where the survey (questionnaire) was used because it is one of the best tools to achieve the goals of this study. The researcher picked a non-random sample of the three universities (Birzeit, Hebron and Najah). This non-random sample is appropriate for this study because of the parallelism among students in their view of and attitude towards the US image. The researcher considered Sloven equation in specifying the number of the subjects at 0.05 error rate. 400 questionnaires represent Palestinian university students on the subject of the study at a percentage of 95%.

The researcher used the quantitative and qualitative approach where she collected the necessary data from the questionnaire which was designed by the researcher and it was made up of three parts. It was given to a group of

referees to check its validity and credibility. It was also applied to a preliminary sample of the study subjects. The interior harmony variable for parts of the questionnaire (kronpakh alpha) was 0.89.

From this study it was found that 75% of the subjects have a negative image of the US. The subjects also distinguished between the American government and the American individual by 51%. 68% of the subjects believe that the American foreign policy was generally the cause of the negative image they hold against the US. There was confusion among the subjects in distinguishing between the US government and the American people. That was evident from the answers given by the subjects.

It was clear while testing the statistically significant differences that there are no differences among the subjects on the image of the US when they are categorized according to the place of residence. Still there were relative differences when the subjects were categorized according to gender, economic level of the family, the university they study at and the political affiliation.

As for the Palestinian media it was clear that it had very little impact on the subjects of the study. The subjects were not sure on the quality of the programs broadcast on such media and this is valid evidence that they do not follow up on such programs.