

Abstract

The Role of the Media in Developing Environmental Awareness among University Students in the Governorate of Ramallah and El-Bireh

By

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This study aimed at investigating the role played by the media in developing environmental awareness amongst university students in the Ramallah and El-Bireh governorate, by addressing the following questions:

- 1- What roles do environmental topics raised in the press play in the development of environmental awareness amongst university students?
- 2- What role do broadcast programs play in the development of environmental awareness among university students in the governorate of Ramallah and El-Bireh?
- 3- What role do television programs play in the development of environmental awareness amongst university students in the governorate of Ramallah and El-Bireh?
- 4- Does the role of the media in developing the environmental awareness differ amongst university students with regards to the following: sex, high school specialization (arts, science), educational institution (BZU, Ramallah Women's Teaching College, Ramallah Men's Teaching College), or the resident location of the students (city, village, camp)?

The study was conducted on a sample consisting of 745 students (M=331, F=414), and which comprised 13.93% of the original study population. A cluster simple random procedure was used to select the sample. 600 of the distributed questionnaires were returned. Additionally, a number of newspaper articles environmental

issues taken from their major newspapers in Palestine (Al Quads, Al Ayam, Al Hyatt Al Jadida) were both consulted and analyzed. Also, environmental programs presented by the Palestinian broadcasting corporation and Palestine television station were analyzed.

Another research method used in the study was the quantitative and qualitative research method. The relevant data were collected using a study instrument, which was a survey measuring environmental awareness among university students in Ramallah and Al-Bireh, and the role of the media in developing that awareness. The survey consisted of 45 parts and was examined by a group of professionals who asserted its validity, and measured by test-retest ($r=0.84$) and internal consistency (Chronbach Alpha=0.79) methods respectively.

The results revealed that the environmental awareness of the students (sample) appears to fall into the moderate range ($M=3.79$) based on the survey results. The One- Way Analysis of Variances conducted on the data used to test the four hypotheses revealed that: No statistically significant discrepancy in the environmental awareness among students (the sample) based on sex, high school specialization or residential location was found to exist. Significant results indicating such discrepancies were found to exist between educational institutions, particularly the Ramallah Men's Teaching College.

Survey and analysis results of the environmental subjects presented by the media showed that despite the innumerous programs and subjects on environmental issues, the media bare such issues and problems great importance. They attempt to develop the environmental awareness among citizens by providing various environmental programs. The results also revealed an interest among students-though it may not be as great as it should be- in such programs and the impact they have upon the students.