



European Union



Summary Report

Youth in Palestinian Media

Media Monitoring Focused on a
Sample of Television Channels

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This summary report has been conceived as a working document to encourage discussion among youth, media professionals, regulatory bodies, specialized CSOs and other concerned actors. Comments by readers regarding its findings and recommendations are welcome, and can be sent to: Ramallah@UNESCO.org.



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1. INTRODUCTION

Context

This summary report presents the results of monitoring three television channels in Palestine over a period of 21 days (11-31 May 2016) undertaken in the framework of the Networks of Mediterranean Youth Project (NET-MED Youth), which is funded by the European Union (EU) and implemented by UNESCO. This youth-focused pilot monitoring exercise was conducted by representatives of youth organizations, young students and journalists in Palestine who are members of the NET-MED Youth media sub-working group, in partnership with MENA Media Monitoring. The purpose of this effort was not only to measure the presence of young women and men in Palestinian media, but also to understand how the selected television channels that were monitored treated youth-related matters, in order to subsequently determine and address shortcomings in such coverage and establish a basis for discussion on the representation, role and status of youth in Palestinian mass media today.

Networks of Mediterranean Youth Project

The NET-MED Youth Project (2014-2017) seeks to reinforce the civic engagement of young women and men by building capacities among networks of youth organizations in three key domains:

- i) Youth policies: empowering youth to participate in the development, revision and implementation of national youth strategies or public policies pertaining to youth;
- ii) Media: improving young women and men's representation in media; and
- iii) Employment: bringing together youth organizations, employment experts and different national stakeholders to engage in dialogue and define strategies to support young people's transition to the labor market.

Rationale

Monitoring the content disseminated via various media platforms is considered a tool to acquire accurate data and draw a picture of the type of messages conveyed by media, the way and extent to which a certain social group is represented or a particular theme is covered. Monitoring has become a prominent pillar for promoting change in the media landscape, serving as a basis upon which civil society, media actors and concerned governmental institutions can foster positive reforms. Monitoring media allows us to collect and analyze quantitative and qualitative data on media coverage regarding a number of key aspects that are important for assessing how media address youth's concerns and the place they give to young people in their content.

Why are we doing this as part of the NET-MED Youth project?

The quantitative and qualitative data about youth in the media collected through media monitoring and the resulting recommendations are feeding into an active outreach strategy implemented under NET-MED Youth to encourage mainstream media to (i) become more supportive of youth's perspectives and positioning *vis-à-vis* national policies and programmes; (ii) regularly showcase youth news and achievements and feature young voices that otherwise tend to be confined to social media alone; and (iii) increasingly interact with young women and men. Moreover, the media monitoring findings are also helping shape awareness-raising activities to foster media and information literacy among young women and men. Media monitoring efforts serve to advance all of NET-MED Youth's expected results, particularly the project's aim to promote a fair and objective coverage of youth news, rights, achievements and perspectives in mainstream media, along with the positioning of youth *vis-à-vis* national policies and programmes across various sectors.

Methodology

The distinctive methodology used, which was prepared by MENA Media Monitoring,¹ was validated via a participatory approach by young people that are part of the NET-MED Youth network, through two sub-regional capacity-building workshops held respectively in Tunis (14-20 December 2014, bringing together youth from Algeria, Morocco and Tunisia) and Beirut (30 March-2 April 2015, including participants from Lebanon, Jordan and Palestine and Syrians living in Lebanon). Subsequently, a plan was developed for conducting the media monitoring exercise in Palestine, and young monitors were trained locally. MENA Media Monitoring recorded data covering content broadcasted by three selected TV channels during a 21-day period, further coached young monitors, supervised their work in observing media content and undertook data analysis. The current summary report reflects the findings and recommendations emerging from the abovementioned process.

1. This methodology was inspired by the media monitoring approaches used in the Global Media Monitoring Project and by the Italian observatory "Osservatorio di Pavia".

Monitoring Scope

The monitoring process covered broadcasted news and political, social, cultural and entertainment programmes in the selected TV outlets. It excluded fiction (movies and series), football games and commercials, because these are not journalistic products; therefore, they do not fall under the sensitization strategy targeting journalists, editors and media managers that would be supported by NET-MED Youth. Also, not covered by the monitoring were other productions that are not prepared by the TV channel itself.

The monitoring sample was determined based on discussions with participants during the local media monitoring training in Palestine. The decisive criterion was the viewership rate. Surveys conducted by the Palestinian Center for Policy and Survey Research showed that three TV channels (Palestine TV, Maan TV and Al-Aqsa TV) had scored higher viewership rates among the Palestinian audience than the other TV channels, and they were therefore selected for monitoring purposes. In 2015, viewership rates of Palestine TV reached 20%-22%, while those of Al-Aqsa TV stood at 12%-23% and those corresponding to Maan TV were at 16%-19%.²

High viewership was also the determining criterion when selecting the broadcasting times to be observed, that is between 18:30 and 23:30. The selected tranche covers the peak time for audiences following newscasts, i.e. 21:00 for Palestine TV, 20:00 for Maan TV and 21:00 for Al-Aqsa TV. Programming during the selected time slots also included debates, talk shows, entertainment programmes, variety shows, cultural programmes and documentaries. Commercials, drama series and movies were excluded from the monitoring scope.

Within this methodology, each piece of news in a television newscast was considered a unit of information (or unit of analysis), which was referred to as a news module. During the observation process, each news module was numbered by the monitors in accordance with the chronological or hierarchical order in which it was broadcasted. Entertainment programmes and other programmes were considered full units of analysis in themselves (news modules) since they tackle different topics which are hard to divide into separate news modules. Consequently, each of these programmes was numbered only once and considered as a whole.

In the context of the NET-MED Youth project, the age groups that were considered as a determinant of the presence of young people in broadcasted content and within media institutions were the categories of 19-24 years old and 25-35 years old.

In turn, the methodology categorized the persons who are, in one way or another, present/ featured in the media content as follows: persons (males and females) from within the media institutions and persons (males and females) from outside the media institutions. It then analyzed a series of variables, such as the nature of their presence, their sex, role and the topics regarding which youth get to speak or in which they are mentioned; and relevant data was gathered using these variables.

2. For more information, see the periodic public surveys conducted by the Palestinian Center for Policy and Survey Research in 2015: <http://www.pcpsr.org/en/node/154>.

2. RESULTS

2.1 Overall results of monitoring coverage of youth issues and young people's presence in Palestinian TV channels

Table (1) shows the breakdown per channel of the total 2042 news modules (i.e. units of analysis) that were monitored, which included newscasts and cultural, social and political programmes and excluded series, movies and sport games.

Table 1: Distribution of news modules by TV channel

Channel	%	Total
Maan TV	37	756
Al-Aqsa TV	33	670
Palestine TV	30	616
Total	100	2042

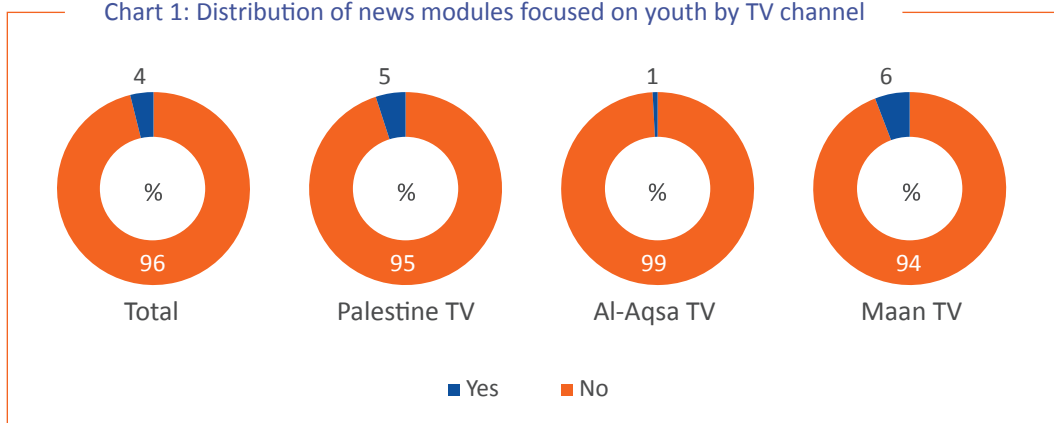
Table (2) indicates that, in the content broadcasted by the three TV channels in May 2016, a very low share (4%) was centered on youth, i.e. consisted of news, information or programmes that were focused on youth or on topics concerning youth.

Table 2: News modules focused on youth by TV channel

Channel	Yes	No	Total
Maan TV	45	709	754
Al-Aqsa TV	7	665	672
Palestine TV	29	587	616
Total	81	1961	2042

Chart (1) demonstrates that the content focused on youth in newscasts and cultural, social and political programmes aired in the three TV channels (which, as was explained, amounted to an overall 4% of the content observed), represented 6% of the news modules monitored in Maan TV, 5% of the monitored content of Palestine TV and only 1% of the news modules analyzed in the case of Al-Aqsa TV.

Chart 1: Distribution of news modules focused on youth by TV channel

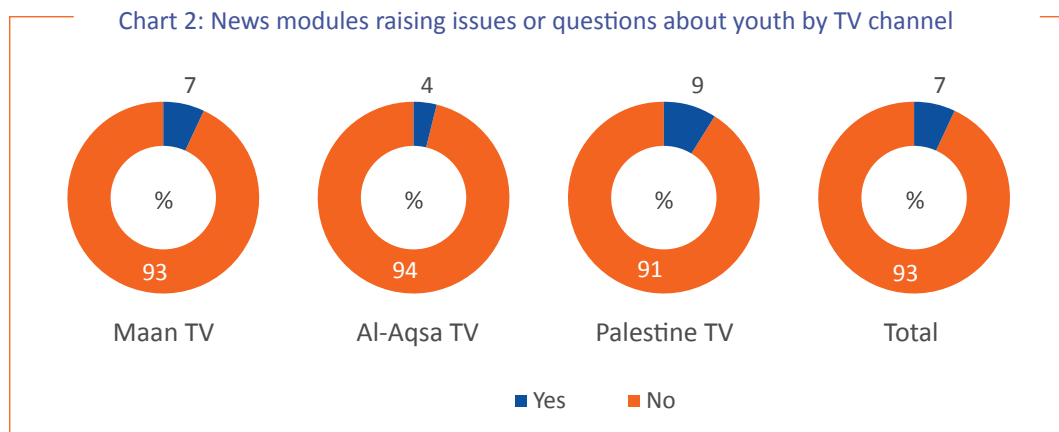


Even in the case that a news module is not centered on youth, there is a possibility that, when addressing a general topic, it features **a question or a comment that raises an issue pertaining or connected to youth** (for example, when talking about elections, one of the speakers or guests might raise the issue of youth participation in the electoral process).

Table (3) shows news modules raising issues or questions about youth by TV channel.

Table 3: News modules raising issues or questions about youth by TV channel

Channel	Yes	No	Total
Maan TV	53	703	756
Al-Aqsa TV	28	642	670
Palestine TV	53	563	616
Total	134	1908	2042



As shown in Table (4), there was only one time when stereotypes and clichés about youth were detected.

Table 4: Stereotypes about youth by TV channel

Channel	Yes	No	Total
Maan TV	1	755	756
Al-Aqsa TV		670	670
Palestine TV		616	616
Total	1	2041	2042

2.2 Youth's Presence in TV Programmes

2.2.1 Persons from outside the media institutions

- External persons in terms of age and sex

Among the persons from outside the media outlets that were featured in one way or another in the monitored content, only 15% were within the 19-35 age group, which indicates a weak performance by TV institutions in terms of giving space to youth. Moreover, the results were disappointing when checking the 19-24 age group which represented only 4% of the external actors featured in the content observed. A similar trend applies to the presence of females among external persons, with 16% (1222) of women falling in this category as compared with 84% (6485) for men. As for the 19 to 35-year-olds, only 26 % (302) of them are women, while 74% (840) are men.

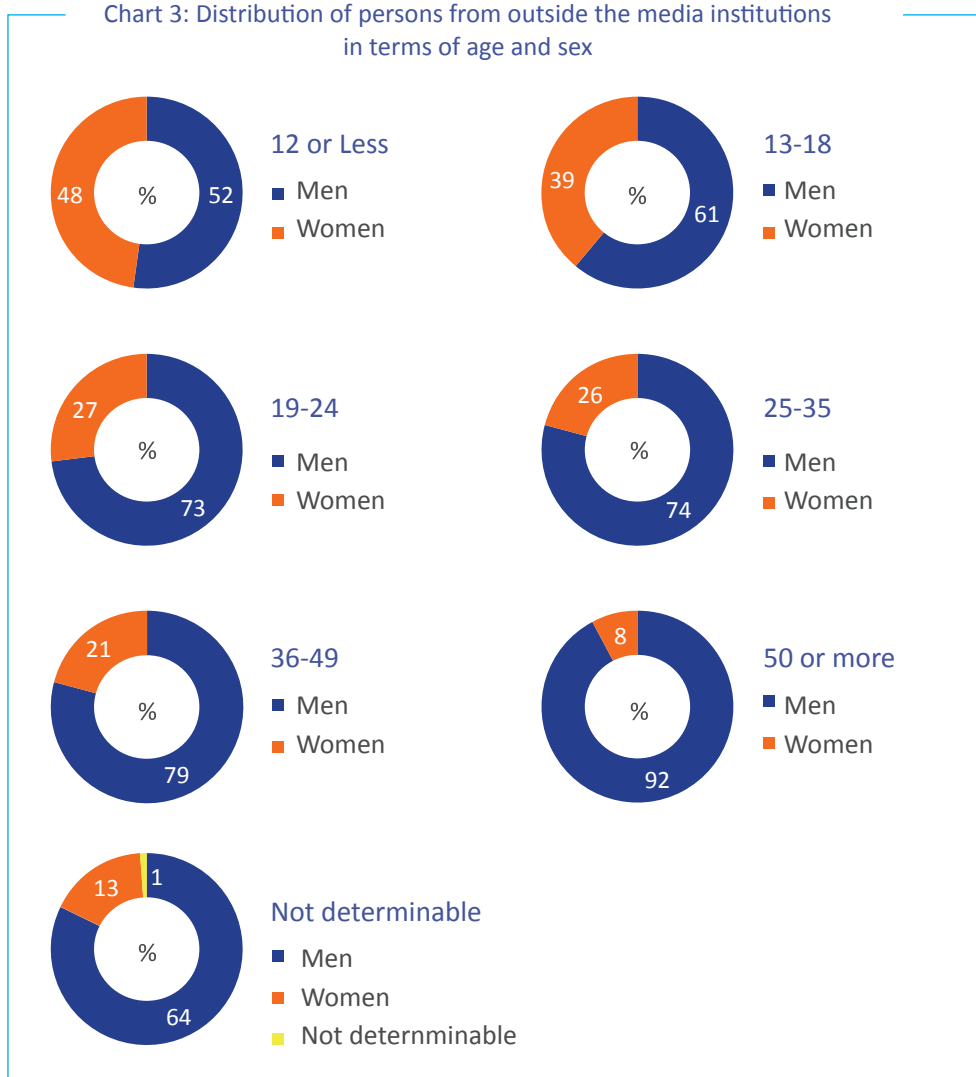
Table (5) shows the distribution of persons from outside the media institutions in terms of age and sex.

Table 5: Distribution of persons from outside the media institutions in terms of age and sex

Age	Women	Men	Not determinable	Total	%
12 or less	49	53		102	1
13-18	24	37		61	1
19-24	89	241		330	4
25-35	213	599		812	11
36-49	379	1417	2	1798	23
50 or more	258	3058	4	3320	43
Not determinable	210	1080	15	1305	17
Total	1222	6485	21	7728	100

Chart (3) below illustrates a decline in the number of women featured in media content as the age group gets older, when looking at the external persons category. The figures analyzed appear to be reflecting not only a low level of presence of youth in media but also a conservative culture towards women's participation in Palestinian TV channels and the absence of a media policy that is sensitive or responsive to gender.

Chart 3: Distribution of persons from outside the media institutions in terms of age and sex



- **Nature of the presence of external persons in the monitored TV content**

Among the external persons featured in the observed content, the highest frequency (49%) corresponds to those interviewed in the studio or outside of it over the phone, i.e. those who had a direct participation as compared with other forms of presence. Nevertheless, within that category, the rate at which persons belonging to the 19-24 and 25-35 age groups were interviewed was, collectively, weaker than that of the older age groups. As shown in Table (6), the figures registered were 671 when considering those within both the 19-24 and 25-35 age groups, 1135 for those in the 36-49 age bracket and 1610 for those who are 50 years old or more. Moreover, the results reflect a poor presence of youth in the other forms in which external actors are featured in news and social, cultural and political programmes.

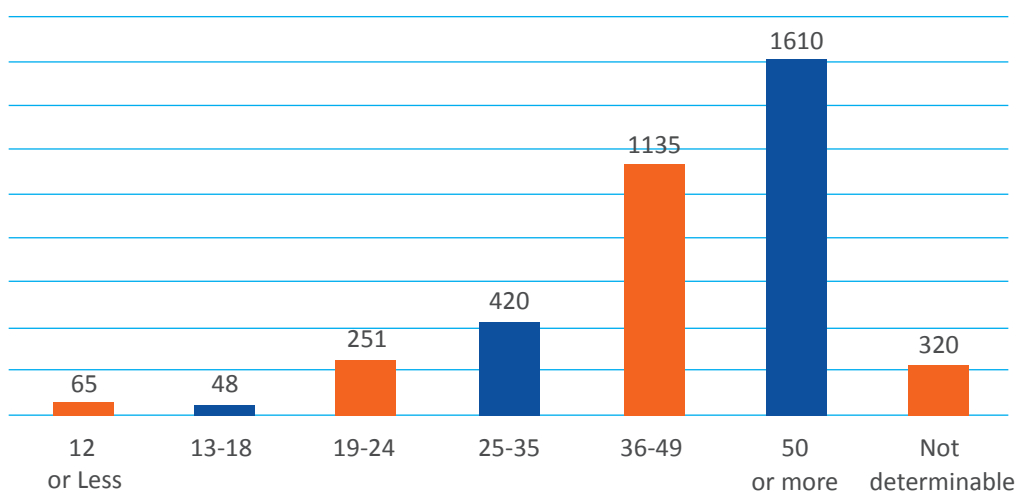
Table (6) displays the distribution of external persons in terms of the nature of their presence in the monitored TV content.

Table 6: Distribution of external persons in terms of the nature of their presence in the monitored TV content

Role	12 or less	13-18 year	19-24 year	25-35 year	36-49 year	50 or more	Not determinable	Total	%
Interviewee (in studio, outside, by phone, live, etc.)	65	48	251	420	1135	1610	230	3759	49
Someone being spoken of	21	5	50	150	275	761	408	1670	22
Someone who was mentioned	15	5	19	124	111	581	604	1459	19
Guest participating in discussion/debate			3	33	115	152	6	309	4
Someone whose participation in a press conference or a YouTube video is re-aired	1		3	25	74	175	12	290	4
Another person from outside the media institution		1	4	28	36	10	41	120	2
Someone participating in a demonstration/performance		2		15	43	26		86	1
Audience in the studio				17	9	5		31	0
Not determinable							4	4	0
Total	102	61	330	812	1798	3320	1305	7728	100

Chart (4) below indicates that the presence of external persons as interviewees tends to increase as the age group gets older.

Chart 4: External persons interviewed in the monitored programmes by age group



- **Presence of persons from outside the media institutions in terms of theme and age**

The number of persons who were featured in political programmes represented more than half of all external actors observed, yet youth presence among them was weak (9% when considering the group that encompasses both the 19-24 and the 25-35 categories, and decreasing even more to 2% when looking at the 19-24 age group). A similar trend of insufficient youth representation applies to programmes focused on all other themes analyzed, except sports. Youth belonging to the 25-35 age group were remarkably present in sports programmes, amounting to more than twice the number of 36 to 49-year-olds and featuring notably more frequently than the 50 or older age group.

Table (7) shows the distribution of persons from outside the media institutions in terms of theme and age.

Table 7: Distribution of persons from outside the media institutions in terms of theme and age

Theme	12 or less	13-18 year	19-24 year	25-35 year	36-49 year	50 or more	Not determinable	Total
Economy and business	2	2	2	46	162	169	62	446
Entertainment		2	34	35	11	37	37	156
Culture and media	1	5	52	41	47	83	39	268
Crime and violence	5			18	24	34	28	109
Sports		2	14	148	65	94	93	416
Politics	56	8	102	309	980	2215	709	4379
Health	4			21	34	62	36	157
Science and environment		18	35	27	91	78	14	263
Social issues	25	15	48	99	175	342	203	907
Legal issues		4	40	61	138	140	58	441
Not determinable		1		1	20	26	3	51
Other fields	8	4	3	6	51	40	23	135
Total	102	61	330	812	1798	3320	1305	7728

- **Presence of persons from outside the media institutions in terms of profession**

The “Politician” and “Citizen” categories were featured the most among external actors (registering similar overall frequencies of 1588 and 1472 respectively). However, the disparity in presence across age groups within these categories is noticeable, as the table below indicates. Within the “Politician” category, 34 persons were registered under the 25-35 age group (i.e. 2% of the total within that profession) and 24 persons (1.5%) fell under the 19-24 age group, while there were 1198 persons (76%) aged 50 years or older. On the other hand, within the “Sportsman, coach, referee” category, youth presence is evidently high, particularly in the case of the 25-35 age group of which 138 persons were featured, versus 28 appearances for the 36-49 group and 33 for people aged 50 years or older.

Table (8) sets out the distribution of persons from outside the media institutions in terms of profession.

Table 8: Distribution of persons from outside the media institutions in terms of profession

Profession	12 or less	13-18	19-24	25-35	36-49	50 or more	Not Determinable	Total
Politician (prime minister, minister, member of parliament, party leader, spokesperson)		0	23	31	268	1198	61	1581
Citizen (category used when no other information on profession or social status was found)	3		77	252	361	492	281	1466
Other	4		4	64	233	215	198	718
Civil society activist, member of an NGO, an international organization or a trade union			36	89	245	264	22	656
Not determinable	4	7	21	43	72	55	787	989
President/political authority					2	400	11	413
Director/head of public department				11	152	171	9	343
Sportsman, coach, referee		2	14	138	28	33	53	268
Student		38	97	26		4	12	177
Religious man or woman				2	18	80	63	163
Academic/teacher/educator/trainer			1	9	79	57	7	153
Advocate\low expert\lower			2	2	60	55	18	137
Child, teenager, youth aged 18 years or less	91	12	0			0	0	103
Media professional, journalist			6	30	44	13	23	116
Professional in the field of culture (director, writer, artist, etc.)	0		20	10	26	30	28	114
Blogger, citizen journalist, opinion leaders			3	11	32	21	20	87
Monarch/ member of the royal family		2	3	2	12	50	13	82
Sales representative, craftsperson, laborer, domestic employee			1	18	32	24	1	76

Profession	12 or less	13-18	19-24	25-35	36-49	50 or more	Not Determinable	Total
Housewife, househusband, mother, father				9	17	35	12	73
Celebrity, musician, actor, performing arts professional		0	12	18	8	24	7	69
Police, military, civil defense				2	18	33	13	66
Doctor, psychologist, health professional	0		2	9	27	8	19	65
Scientist, engineer, technician, information technology specialist			1	8	24	18	7	58
Farmer, fisherman, livestock breeder				3	15	24	1	43
Entrepreneur, businessman/businesswoman, stockbroker, financial expert, economist			2	2	21	11	3	39
Criminal, suspected criminal				5			7	12
Office or service worker, without managerial duties				4	2	2	3	11
Unemployed				8				8
Worker in the informal sector			4		1		1	6
Retiree						1		1
Total	102	61	329	806	1797	3318	1680	8093

- **Presence of persons from outside the media institutions in terms of function**

Youth were more present in the analyzed content as persons who raised questions. Persons belonging to the 19-24 age group appeared under this category 18 times, while those in the 25-35 age group were featured asking questions 13 times, as compared to the 8 times registered for both the older age groups. In general, youth appearing under the category of persons asking questions represent more than 50% of the total number of persons of all age groups falling within this category. On the other hand, the frequency at which youth made an appearance as experts or analysts was very low, compared to older age groups. Youth aged between 25 and 35 years appeared only 26 times and those within the 19-24 years old group only twice, while the 35-49 age group was featured 161 times and those who are 50 years of age or older appeared 367 times. A similar yet less marked trend is applicable to persons presenting an experience or expressing a personal opinion.

Table (9) presents the distribution of persons from outside the media institutions in terms of function.

Table 9: Distribution of persons from outside the media institutions in terms of function

Function	12 or less	13-18 year	19-24 year	25-35 year	36-49 year	50 or more	Not determinable	Total
Protagonist or co-protagonist	34	45	187	365	712	1353	394	3090
Not determinable	19	3	13	62	83	341	588	1109
Spokesperson		3	25	84	334	574	32	1052
Personal opinion/experience	26	4	54	128	249	381	101	943
Expert or analyst			2	26	261	367	18	674
Other	3	3		25	54	170	121	376
Public opinion	6	1	21	69	31	58	24	210
Testimony	14	2	6	28	57	63	9	179
Person asking questions			18	13	8	8	18	65
Professional performance			4	12	9	5		30
Total	102	61	330	812	1798	3320	1305	7728

- **Persons from outside the media institutions in terms of geographical context**

The results of the monitoring show that 82% of the external people who participated in or attended the TV programmes were from the West Bank or the Gaza Strip, while representation of persons from other areas was low. The same trend applies to youth who were featured in the analyzed content.

Table (10) clarifies the distribution of persons from outside the media institutions in terms of geographical context.

Table 10: Distribution of persons from outside the media institutions in terms of geographical context

Geographical context	12 or less	13-18 year	19-24 year	25-35 year	36-49 year	50 or more	Not determinable	Total
National	97	54	278	681	1582	2591	1062	6345
International			46	93	114	448	99	800
Refugees/community abroad	5	5	4	22	34	144	74	288
Palestine 1948		2	2	8	46	69	27	154
Gulf countries				7	8	37	4	56
Not determinable				1	6	15	31	53
Arab Mashreq					4	14	8	26
Arab Maghreb					4	2		6
Total	102	61	330	812	1798	3320	1305	7728

- **Persons with disabilities appearing in media (among the persons from outside the media institutions)**

Results indicate that the monitored Palestinian media give a negligible space to people with disabilities in their content: only 84 people with disabilities were featured in the analyzed content, representing 1% of the persons from outside media institutions who were featured.

Table (11) shows the distribution of persons with disabilities featured in media (among the persons from outside the media institutions) in terms of age.

Table 11: Persons with disabilities featured in media (among the persons from outside the media institutions)

Disability	12 or less	13-18 year	19-24 year	25-35 year	36-49 year	50 or more	Not determinable	Total
Not determinable	3	7	22	47	1098	34	99	1310
No	57	79	296	729	202	1755	3216	6334
Yes	1	16	12	36	5	9	5	84
Total	61	102	330	812	1305	1798	3320	7728

2.2.2 Persons from within the media institutions

- **Persons from within the media institutions in terms of age and sex**

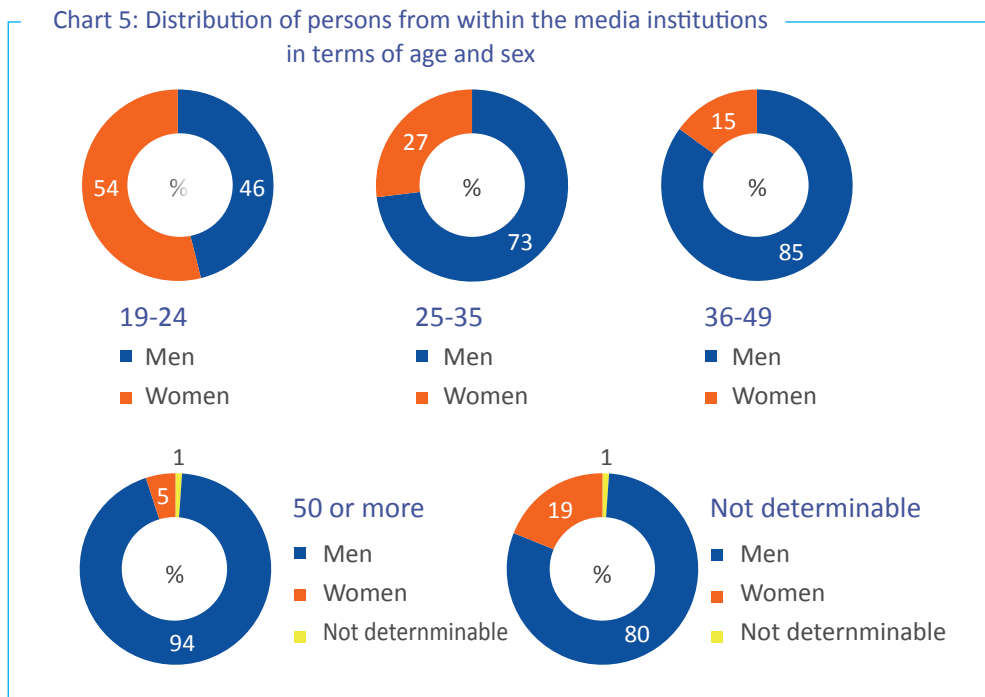
The monitoring showed that 39% of the persons from within the media institutions who appeared on the examined TV content were youth aged between 25 and 35 years (the low frequency corresponding to the 19-24 age group can be due to the fact that many within this group might not have entered their professional life yet). Nonetheless, the balance between males and females from within the media outlets diminishes with age. Once beyond the age of 49, we see that only 5% of the persons internal to the media institutions are women.

Table (12) portrays the distribution of persons from within the media institutions in terms of age and sex.

Table 12: Distribution of persons from within the media institutions in terms of age and sex

Age	Women	Men	Not determinable	Total	%
19-24	26	22		48	2
25-35	209	560		769	39
36-49	68	382		450	23
50 or more	12	207	2	221	11
Not determinable	89	371	6	466	24
Total	404	1542	8	1954	100

Chart (5) illustrates the presence of women as compared to men in each age group, when considering persons from within the media institutions.



Presence of persons from within the media institutions in terms of role

The group of youth aged between 19 and 35 years featured prominently among programme presenters, amounting to 48% of them. They also make up 41% of those falling under the “Journalist, writer, producer” category.

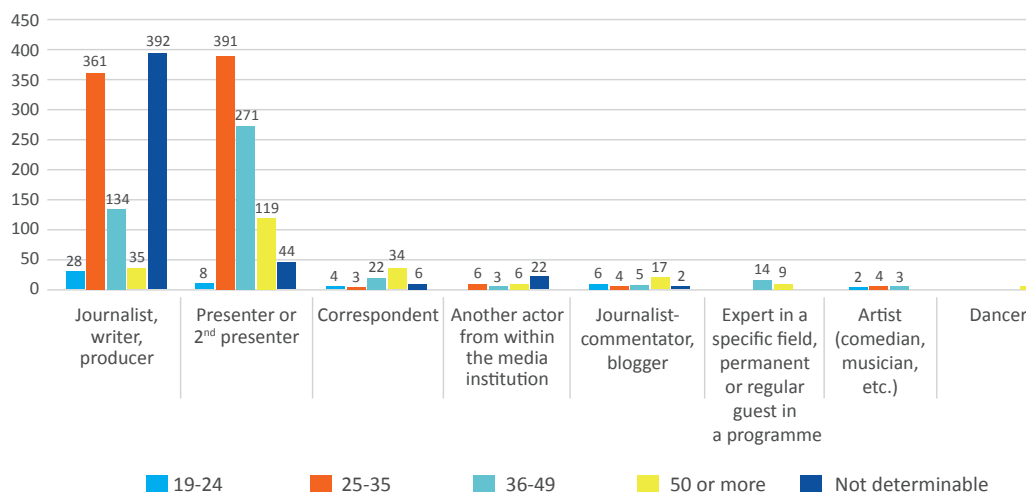
Table (13) details the distribution of persons from within the media institutions in terms of role.

Table 13: Distribution of persons from within the media institutions in terms of role

Role	19-24 year	25-35 year	36-49 year	50 or more	Not determinable	Total
Journalist, writer, producer	28	361	134	35	392	950
Presenter or 2 nd presenter	8	391	271	119	44	833
Correspondent	4	3	20	34	6	67
Another actor from within the media institution whose voice is not heard and who is not seen, like a technician		6	3	6	22	37
Journalist-commentator, blogger	6	4	5	17	2	34
Expert in a specific field, permanent or regular guest in a programme			14	9		23
Artist (comedian, musician, etc.)	2	4	3			9
Dancer				1		1
Total	48	769	450	221	466	1954

Chart (6) depicts the distribution of persons from within the media institutions in terms of role.

Chart 6: Distribution of persons from within the media institutions in terms of role



- **Presence of persons from within the media institutions by programme category**

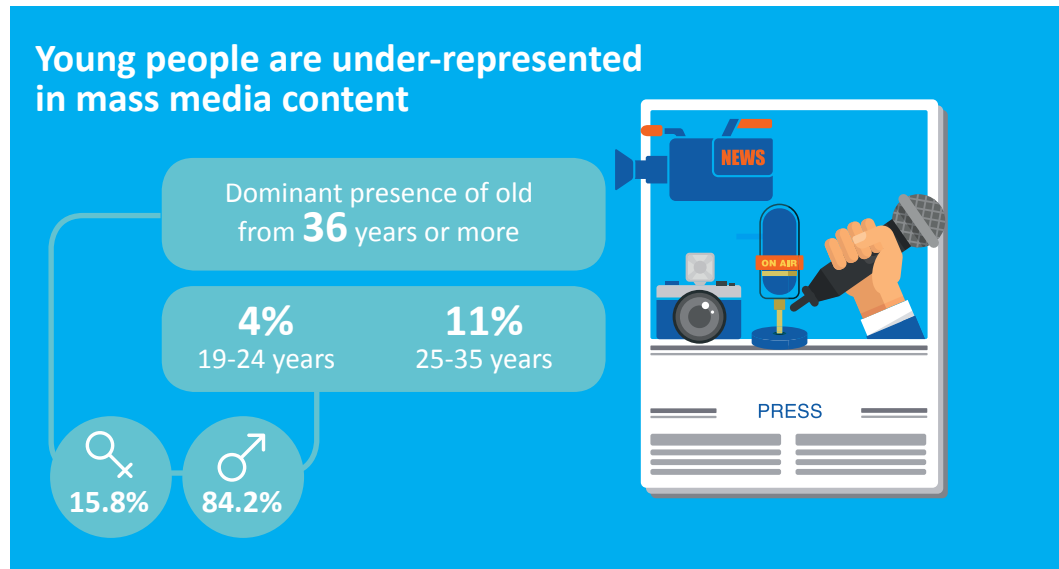
The 25-35 age group outperformed the other groups in all programme categories, except in the case of religious programmes, programmes reporting accidents and those focused on services and spots providing, for instance, information about the status of traffic. Youth presence is especially marked in news programmes. These programmes gathered 62% of all appearances by persons internal to the three monitored channels, of which 48% correspond to youth between 19 and 35 years old. The presence of the 25-35 age group also noticeably exceeds that of other groups in sport programmes, with 53% of persons within this category corresponding to youth aged between 25 and 35 years.

Table (14) shows the distribution of persons from within the media institutions in terms of programme category.

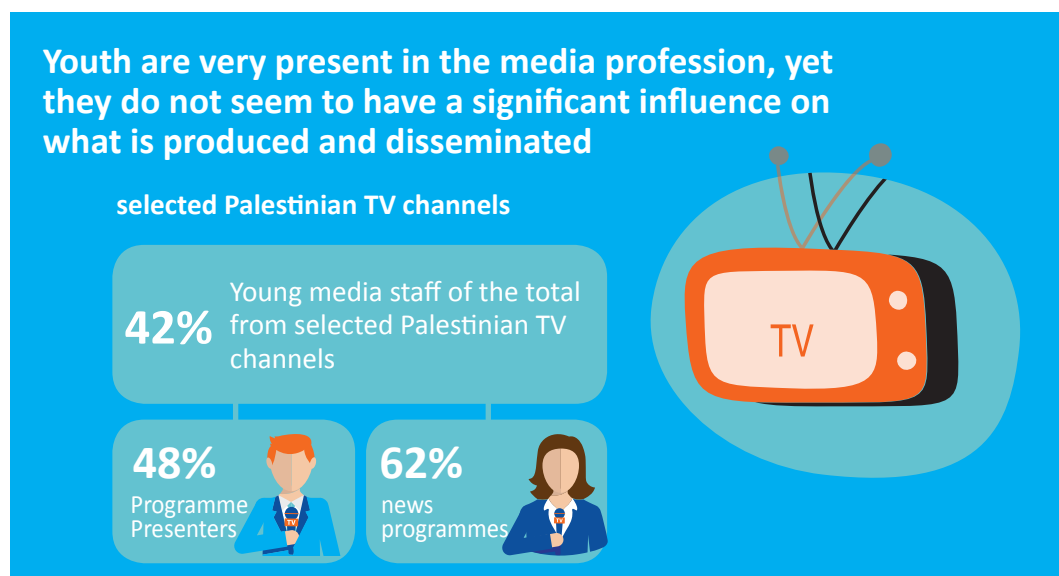
Table 14: Distribution of persons from within the media institutions by programme category

Programme Category	19-24 year	25-35 year	36-49 year	50 or more	Not determinable	Total
News	44	539	247	115	271	1216
Cultural, scientific or documentary journal	1	71	22	22	61	177
Report or magazine (programme that covers current political and social events or presents in-depth investigations into certain topics)	1	45	41	20	45	152
Debate programme	2	50	33	16	44	145
Religious programme		6	44	18	6	74
Programme that presents local news		8	27	16	15	66
Sports journal		29	2	9	15	55
Other programmes		10	12	5	3	30
Musical or entertainment programme	3	10	6			19
Service broadcasts and spots (which present useful information such as weather news and traffic information)		1	15			16
Street interviews					3	3
Light talk show (where a host talks with two speakers or more about various topics)			1			1
Total	51	769	450	221	463	1954

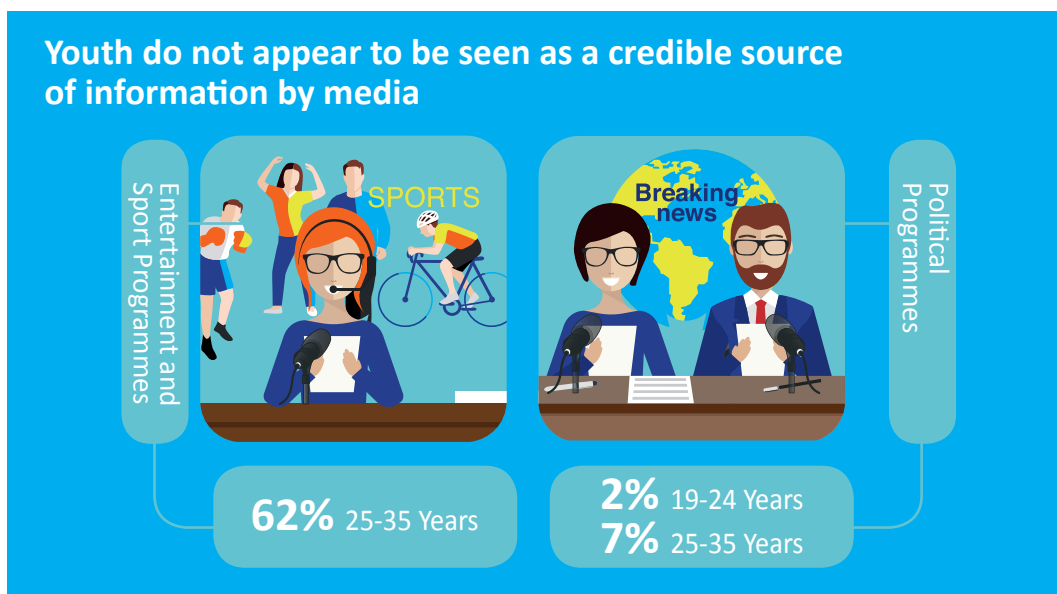
3. CONCLUSIONS



The monitoring revealed a dominant presence of older groups (36 years or more) in the covered media, when considering persons who are not media staff. Namely, young people between 25 and 35 years old did not exceed 11% of the total external actors appearing in the analyzed content. Even more disappointing were the results corresponding to the 19-24 age group, which did not surpass 4% of the external persons featured in the monitored media. The outlook is also worrying from a gender perspective. Considering all age groups, the percentage of women featured in media compared to men did not exceed 15.8%. These figures appear to reflect the absence of an insightful gender-sensitive, gender-responsive and gender-transformative policy enacted by Palestinian media managers. In terms of content, the selected media appeared to be neither catering to youth nor paying sufficient attention to them. Only 4% of the overall broadcasted content that was monitored was focused on youth, while only 7% raised an issue or question that concerns youth when addressing a more general topic.



The results of monitoring the selected Palestinian TV channels showed that 39% of the professionals from within these outlets who appeared in the analyzed content were youth belonging to the 25-35 age group; and if one also adds the 19-24-year-old category, that brings young media staff close to 42% of the total. Young people within the 19-35 age bracket constitute 48% of programme presenters in the monitored TV channels. The presence of young people who work in the monitored media was concentrated in news programmes. These programmes gathered 62% of the appearances by persons internal to the channels monitored; and 48% of these appearances corresponded to youth between 19 and 35 years old. Youth notably outperformed other age groups in terms of their presence in sports programmes. However, this marked presence within media houses did not seem to facilitate the existence of content focused on youth or reflecting youth concerns (in light of the results summarized in the previous point). Thus, this great proportion of young workers in media outlets somehow appears to be a façade rather than meaning that youth are substantially involved in content production.



Judging from the nature and magnitude of youth's presence in political, economic and social programmes, it would seem that the current situation prevents them from being presented to the audience as "young experts" or "young leaders" who constitute promising models. The presence of youth aged between 25 and 35 years in programmes focused on politics was at 7% only, a figure that decreased further when considering the 19-24 age group, which represented 2% of the appearances in that category. A similar trend applies to programmes focused on social and economic issues. This means that an important part of the Palestinian community is not sufficiently represented in a key platform for sharing their opinions, aspirations, expectations and positions regarding politics, current affairs and other essential matters affecting their lives. On the other hand, youth whose age ranged between 25 and 35 were strikingly present in entertainment and sport programmes.

With regard to young people, their subjects of interest and the focus of media, it is worth noting that, based on the results of the monitoring, it could seem that those responsible for media content tend to have presumptions and prejudgments about youth according to which the latter are believed to be more interested in entertainment topics rather than political, economic and social issues. As per the figures emerging from the monitoring, when it comes to discussing political, economic and social matters - which could be referred to as "serious issues", the presence of youth is low, while that of their seniors is heavily dominating. Thus, one could ask whether this reflects the fact that mass media tend not to present youth as being responsible, competent or expert in public issues that concern the vast majority of the audience.

Low representation of people with disabilities

1%

Only 84 persons with disabilities were present in the content observed



Results indicate that the monitored TV channels give insufficient space to people with disabilities. Throughout the monitoring period of 21 days, only 84 persons with disabilities were present in the content observed (that is only 1% of the overall number of people featured). This confirms that the marginalization that these persons face in society is also reflected in the media; in addition, it seems to be indicative of the little interest that those in charge of Palestinian media take in the issues concerning people with disabilities.

Youth's under-representation in media implies multiple ways in which they are excluded

Media, which play a key role in the public arena, should not exclude a certain societal sector. The representation and the presence of youth in media is linked to public dialogue and the extent to which the voice of every individual - regardless of age or sex - flows and contributes to the creation of a model of collective representation. It is in this context that we have to reflect on and improve the status of youth in media. Young women and men constitute the future of Palestine; they can be neither excluded nor marginalized. They should be given sufficient space to express their voices and invest themselves in public life; and media is a critical platform for this to happen.



4. RECOMMENDATIONS

This report was conceived in the framework of NET-MED Youth primarily as a basis for reflection and dialogue between civil society and mass media about how to improve youth's representation in media in Palestine, encouraging them to address questions such as the following:

- **Why are there so few spaces for expression for and by youth in the main mass media?**
- **Why is there a huge absence of youth in the media in general and a particularly low participation or involvement of young people in content focused on political and social matters?**
- **Why does it seem that there are only few journalists who are competent in relation to youth issues?**



Based on the report's findings, a series of recommendations was formulated for key stakeholders in the media domain as follows:

- **Directors and senior managers within media institutions:**
 1. Consider youth as a key variable when designing programming grids and see young people themselves as vital players in developing youth programmes;
 2. Raise youth's awareness of the importance of participating in discussions and talk shows, and invite them to take part in these so they will be able to express themselves and present their positions regarding political, social and economic issues;
 3. Train journalists on covering youth issues and integrating young people in media content without discrimination based on age and sex;
 4. Pay more attention and show care towards marginalized sectors, such as people with disabilities, and ensure the representation of youth with disabilities in media.



- **Journalists:**

1. Take into account gender considerations in issues concerning youth, particularly when preparing reports and covering events and activities;
2. Contribute to the empowerment of youth to freely express themselves in media material, especially regarding current social, political and economic issues;
3. Diversify the topics and contents targeting youth, involving young people so they can express their positions and opinions beyond the fields and domains which they are typically present in;
4. Avoid discrimination based on age when verifying information and/or requesting help or expertise regarding a specific topic.



- **Ministry of Information (Higher Media Council in the future)**

1. Conduct periodic monitoring of youth's presence and image in media;
2. Organize awareness-raising workshops for journalists focused on youth issues and concerns.



- **Civil Society:**

1. Conduct periodic monitoring of youth's presence and image across different types of media;
2. Establish a network composed of civil society organizations to set up a strategy for improving youth's representation in media based on the results of monitoring efforts;
3. Organize workshops benefiting youth and allowing them to develop skills to express themselves in media platforms.





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