#netmedyouth

The NET-MED Youth Project is funded by the European Union
Survey of young adults’ perceptions and attitudes regarding media coverage in Israel

Commissioned by UNESCO (in the framework of the NET-MED Youth Project), to Geocartography Knowledge Group, which is directed by:

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RESEARCH PURPOSE & METHODOLOGY
| Research purpose | The study was designed to examine the perceptions and attitudes of young adults regarding how the media in Israel cover key issues affecting them (related to housing, employment, civic engagement/political participation/influence on policies, education), as well as how media in Israel generally represent young adults |
| Respondents | Men and women aged 18 to 35, comprising a representative national sample of the young population in this age range in Israel |
| Sample size | N=600 |
| Margin of error | Max error range of ±4.0%, with a statistical significance level of 95%. |
| Polling date | 4th week of March |
The purpose of this study is to examine young adults’ perceptions and attitudes regarding how the media in Israel covers issues related to housing, employment, education, political participation; as well as how media in Israel generally represent young adults.

The main media source for following the news in Israel

- Among young adults, the Internet is the main source (61%) for following the news in Israel.

- The use of online media is significantly higher among the Jewish sector, whereas television ranks relatively higher among the Arab sector as the main source for following news.

- As the age increases, there is a distinct preference toward television as the main media source to follow the news, whereas the rates corresponding to social networks decrease. There are no significant differences among men and women in this regard.
Perceptions of the most reliable source of information

- The source that was rated the highest in terms of providing “reliable information” was Ynet website, followed by Channel 2.

- Whereas Ynet website and Channel 2 showed the highest rates among the Jewish sector, Panet website was ranked the highest among the Arab sector.

- The frequency with which Ynet website was mentioned was significantly higher among men, and Channel 2 and Panet website were mentioned with a relatively higher frequency among the youngest age group (18-22).

- In addition, as the age increases, the frequency with which Channel 10 is mentioned increases, while it decreases in the case of the Mako website.
Level of agreement with statements regarding representation of youth/coverage of issues of key relevance to them in the media

- The level of agreement with all of the statements was relatively low.

- The statement that relatively got the highest agreement level was the one focused on media coverage of the young adults’ difficulties regarding the cost of living.

- The statement that relatively got the lowest agreement level was the one pertaining to the extent to which young adults learn from the media on how to deal with employment issues.

- The agreement level with most of the statements is higher among the Jewish sector, except for the statement about the media providing information regarding questions about higher education, which is higher among the Arab sector.

- The agreement level with the statement about learning from the media on how to deal with housing issues increases along with the respondent’s age. No other significant differences according to age were found in the case of all other statements.

- No significant differences according to gender were found in the responses to any of these statements.
Main media source for following the news in Israel

What is the main media you are using to keep track of news in Israel?

Among young adults, the Internet is the main source for following the news in Israel.
Main media source for following the news in Israel
Segmentation by population sector

What is the main media you are using to keep track of news in Israel?

The use of online media is significantly higher among the Jewish sector, whereas television ranks relatively higher among the Arab sector as the main source for following the news.
What is the main media you are using to keep track of news in Israel?

Relatively, as the age increases, there is a distinct preference toward television as the main media source to follow the news, whereas the rates corresponding to social networks decrease. There are no significant differences between men and women in this regard.
Perceptions of the most reliable source of information

What is for you the most reliable source of news?

- YNET website: 24%
- TV Channel 2 - Evening News: 17%
- Panet website: 8%
- Walla website: 7%
- TV Channel 10 - Evening News: 6%
- Mako website: 6%
- Social networks - Facebook: 5%
- Galei Zahal (IDF radio): 4%
- Israel HaYom daily paper: 3%
- Rotter website: 2%
- HaAretz website: 2%
- Kol Israel - Channel 2 (Public radio): 2%
- TV Al Jazeera channel: 2%
- NRG website: 2%
- Public TV Channel 1 - Evening News: 2%

Other sources mentioned registered lower percentages

The Ynet website was rated the highest in terms of providing “reliable information”, followed by Channel 2.
Perceptions of the most reliable source of information
Segmentation by population sector

What is for you the most reliable source of news?

- YNET website: 10% (Arab) 27% (Jewish)
- TV Channel 2 - Evening News: 10% (Arab) 19% (Jewish)
- Panet website: 3% (Arab) 39% (Jewish)
- Walla website: 8% (Arab) 9% (Jewish)
- TV Channel 10 - Evening News: 6% (Arab) 9% (Jewish)
- Mako website: 7% (Arab) 7% (Jewish)
- Social networks - Facebook: 4% (Arab) 5% (Jewish)
- Galei Zahal (IDF radio): 4% (Arab) 5% (Jewish)
- Israel HaYom daily paper: 4% (Arab) 4% (Jewish)
- Rotter website: 3% (Arab) 3% (Jewish)
- Haaretz website: 2% (Arab) 2% (Jewish)
- NRG website: 2% (Arab) 2% (Jewish)
- TV Al Jazeera channel: 8% (Arab) 8% (Jewish)
- Kol Israel (Public radio): 2% (Arab) 2% (Jewish)
- TV Channel 1 - Evening News: 1% (Arab) 4% (Jewish)

Whereas Ynet website and Channel 2 showed the highest rates among the Jewish sector, Panet website reached the highest rate among the Arab sector.

★ significant difference
Perceptions of the most reliable source of information
Segmentation by gender

What is for you the most reliable source of news?

<table>
<thead>
<tr>
<th>Source</th>
<th>Women (%)</th>
<th>Men (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YNET website</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>TV Channel 2 - Evening News</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Panet website</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Walla website</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>TV Channel 10 - Evening News</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Mako website</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Social networks - Facebook</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Galei Zahal (IDF radio)</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Israel HaYom daily paper</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Rotter website</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>HaAretz website</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>NRG website</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>TV Al Jazeera channel</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Kol Israel (Public radio)</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>TV Channel 1 - Evening News</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

The frequency with which Ynet website was mentioned was significantly higher among men.
Perceptions of the most reliable source of information
Segmentation by age

What is for you the most reliable source of news?

As the age increases, the frequency with which Channel 10 is mentioned increases, while it decreases in the case of the Mako website rates. Channel 2 and Panet website were mentioned with a relatively higher frequency among the youngest age group (18-22).

Significant difference
Level of agreement regarding representation of youth/coverage of key issues in the media in Israel

Please rate how much you agree or disagree with each of the following statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>Totally disagree</th>
<th>Rather disagree</th>
<th>In between</th>
<th>Rather agree</th>
<th>Totally agree</th>
<th>Don't know</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>The media give proper expression to the difficulties young adults face regarding the cost of living</td>
<td>19%</td>
<td>18%</td>
<td>26%</td>
<td>25%</td>
<td>8%</td>
<td>4%</td>
<td>2.8</td>
</tr>
<tr>
<td>The media in Israel cover housing issues affecting young adults properly</td>
<td>23%</td>
<td>15%</td>
<td>30%</td>
<td>19%</td>
<td>7%</td>
<td>6%</td>
<td>2.7</td>
</tr>
<tr>
<td>The participation of young journalists in Israel’s media is sufficient</td>
<td>17%</td>
<td>21%</td>
<td>24%</td>
<td>19%</td>
<td>4%</td>
<td>15%</td>
<td>2.7</td>
</tr>
<tr>
<td>The media in Israel properly cover young adults’ civic engagement, political participation and influence on policies</td>
<td>22%</td>
<td>23%</td>
<td>28%</td>
<td>16%</td>
<td>4%</td>
<td>7%</td>
<td>2.5</td>
</tr>
<tr>
<td>I learn mostly from the media on how to deal with employment issues</td>
<td>24%</td>
<td>24%</td>
<td>26%</td>
<td>16%</td>
<td>3%</td>
<td>7%</td>
<td>2.5</td>
</tr>
<tr>
<td>In general, I am satisfied with the way in which media in Israel address issues affecting young adults</td>
<td>23%</td>
<td>22%</td>
<td>30%</td>
<td>15%</td>
<td>4%</td>
<td>6%</td>
<td>2.5</td>
</tr>
<tr>
<td>Media provide extensive and comprehensive information regarding questions about higher education that concern me</td>
<td>25%</td>
<td>25%</td>
<td>29%</td>
<td>13%</td>
<td>2%</td>
<td>6%</td>
<td>2.4</td>
</tr>
<tr>
<td>Media in Israel cover employment issues affecting young adults properly</td>
<td>24%</td>
<td>31%</td>
<td>29%</td>
<td>10%</td>
<td>2%</td>
<td>4%</td>
<td>2.3</td>
</tr>
<tr>
<td>I learn mostly from the media on how to deal with housing issues</td>
<td>31%</td>
<td>28%</td>
<td>21%</td>
<td>12%</td>
<td>2%</td>
<td>6%</td>
<td>2.2</td>
</tr>
<tr>
<td>I learn mostly from the media on how to deal with employment issues</td>
<td>37%</td>
<td>26%</td>
<td>20%</td>
<td>9%</td>
<td>2%</td>
<td>6%</td>
<td>2.1</td>
</tr>
</tbody>
</table>

The level of agreement with statements is low to moderate. The statement that relatively received the highest agreement level was that the media gives proper expression to the difficulties young adults face regarding the cost of living. The statement that respondents relatively disagreed with the most is "I learn mainly from the media on how to deal with employment issues."
Level of agreement regarding representation of youth/coverage of key issues in the media in Israel
Segmentation by sector (averaging 1-5)

Please rate how much you agree or disagree with each of the following statements

- The media give proper expression to the difficulties young adults face regarding the cost of living
- The media in Israel cover housing issues affecting young adults properly
- The participation of young journalists in Israel’s media is sufficient
- I learn mostly from the media on how young adults can engage as citizens, participate in politics and influence policies
- In general, I am satisfied with the way in which media in Israel address issues affecting young adults
- The media in Israel properly cover young adults' civic engagement, political participation and influence on policies
- Media provide extensive and comprehensive information regarding questions about higher education that concern me
- Media in Israel cover employment issues affecting young adults properly
- I learn mostly from the media on how to deal with housing issues
- I learn mostly from the media on how to deal with employment issues

The agreement level with most of the statements is higher among the Jewish sector, except for the one about media providing information on higher education, which is higher among the Arab sector.
Level of agreement regarding representation of youth/coverage of key issues in the media in Israel
Segmentation by gender (averaging 1-5)

Please rate how much you agree or disagree with each of the following statements:

- The media give proper expression to the difficulties young adults face regarding the cost of living
  
- The media in Israel cover housing issues affecting young adults properly

- The participation of young journalists in Israel's media is sufficient

- I learn mostly from the media on how young adults can engage as citizens, participate in politics and influence policies

- In general, I am satisfied with the way in which media in Israel address issues affecting young adults

- The media in Israel properly cover young adults' civic engagement, political participation and influence on policies

- Media provide extensive and comprehensive information regarding questions about higher education that concern me

- Media in Israel cover employment issues affecting young adults properly

- I learn mostly from the media on how to deal with housing issues

- I learn mostly from the media how to deal with employment issues

There are no significant differences in the degree of agreement with statements between men and women.