THE RESULTS OF A SURVEY ON THE MEDIA SCENE AND TV CHANNELS IN LIBYA

36%



60%



CMI
Martti Ahtisaari Centre

INTRODUCTION

The study has been commissioned by **CMI** within the framework of its media sector dialogue project, and implemented by MOOMKEN. The project has been made possible by funding from the **Robert Bosch Stiftung** Foundation.

Provided in the survey was a number of elements that make it a worthwhile poll and one useful in the evaluation of the media landscape and the monitoring of public opinion against the media, especially the Internet and satellite channels, of these elements there came a diversity in terms of the age of the participants and their levels of education and geographical deployment.

What distinguishes the poll was that it was completed in a critical period when a sharp political polarization was happening and media played an important role in enhancing those symptoms, and there was five years of media mobility, since the lifting of restrictions on the media in February 2011, hence allowing us to capture was a clear image of its features of the survey is supposed to contribute to an elucidation of the features of the media landscape.

THE RESULTS OF A SURVEY ON THE MEDIA SCENE AND TV CHANNELS IN LIBYA

The total number of participants

930



37 Questions with the freedom to answer or not





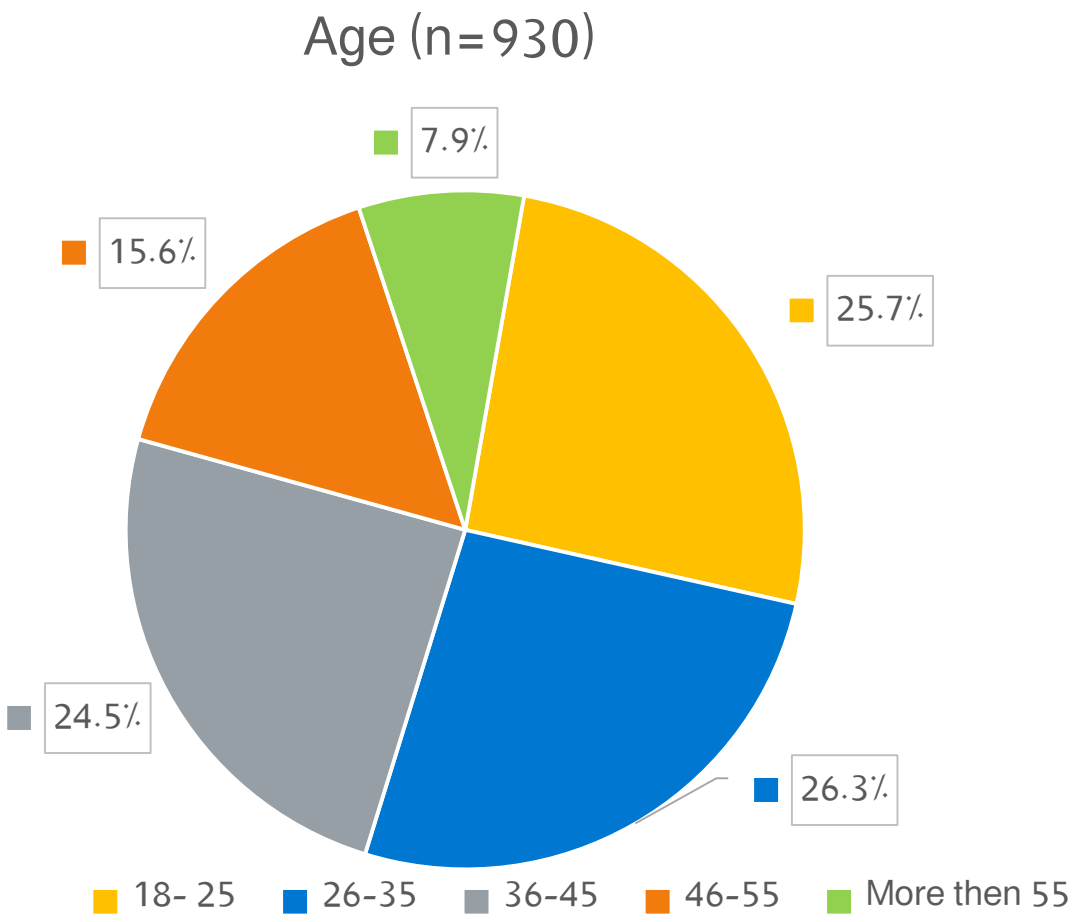
Period from April 15 to May 5

±3% MARGIN OF ERROR AT 95% CONFIDENCE INTERVAL.

Media Influence Survey Results, Libya

Age group

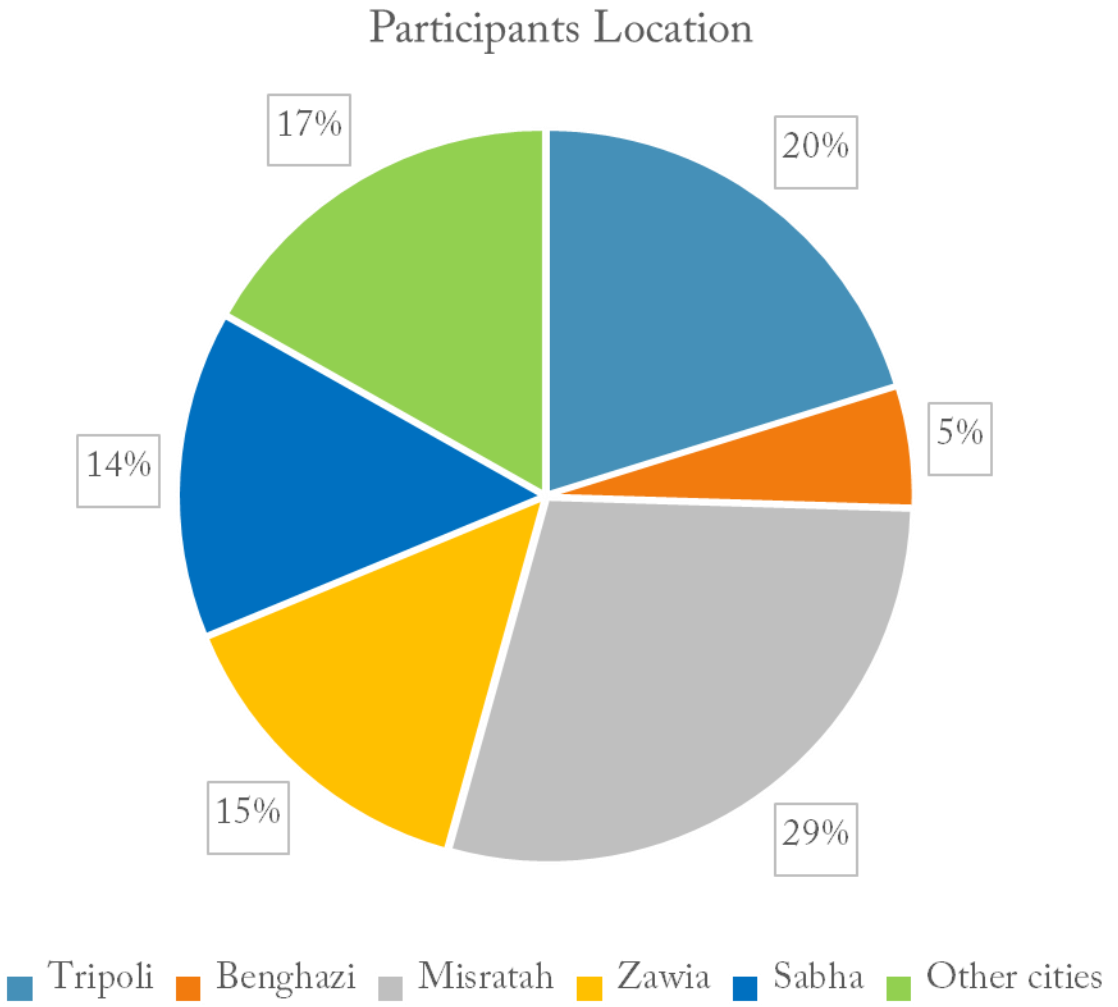
The results of the survey show that more than 50% of the participants are young people under the age of 35 years, and if raised to 45 years of age, the participation level is more than 75 percent, which means that the majority of the sample of the community are young people, especially considering the small size of the elderly segment, those participating over 60 years, did not exceed 8%. due to this when you read the results, it is important to know that the age has an effect on the observers choices of media means as will be seen later.



Media Influence Survey Results, Libya

Participants Location

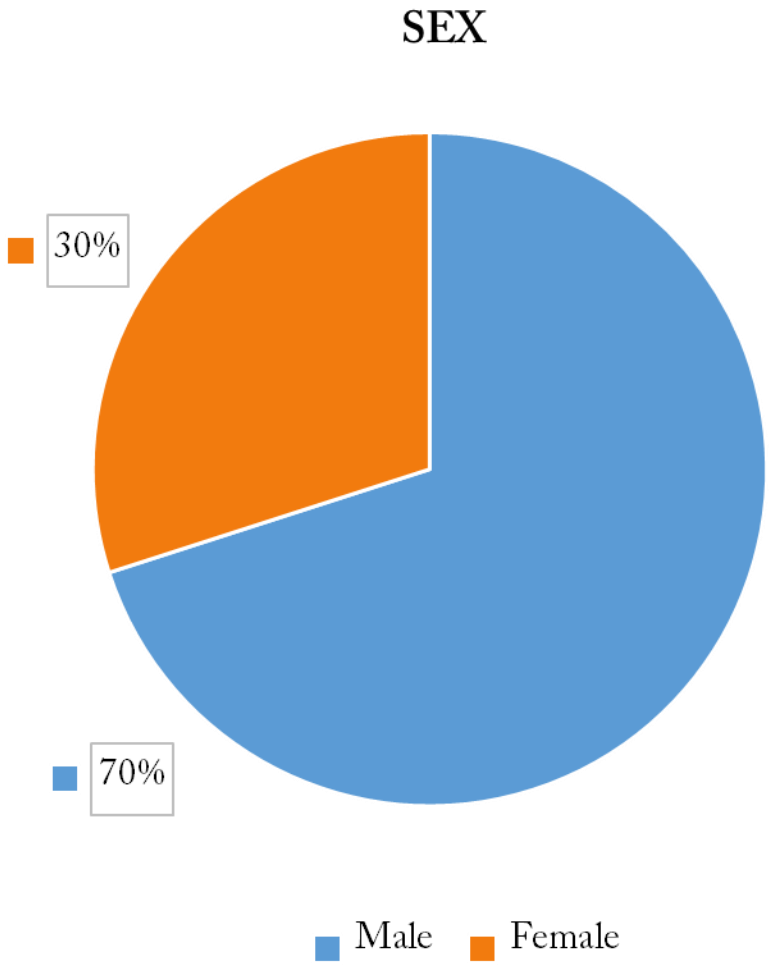
With regard to the geographical distribution of the participants in the poll only five cities accounted for the highest percentage of participation, or about 65% of the total respondents, and cities are Tripoli, Benghazi and Misrata and Sabha and AlZawya. Tripoli recorded the highest rates of participation and a marked 42%. Despite the decline of the survey in these cities, it should be noted that these cities account for 50% of the population approx.



Media Influence Survey Results, Libya

Sex

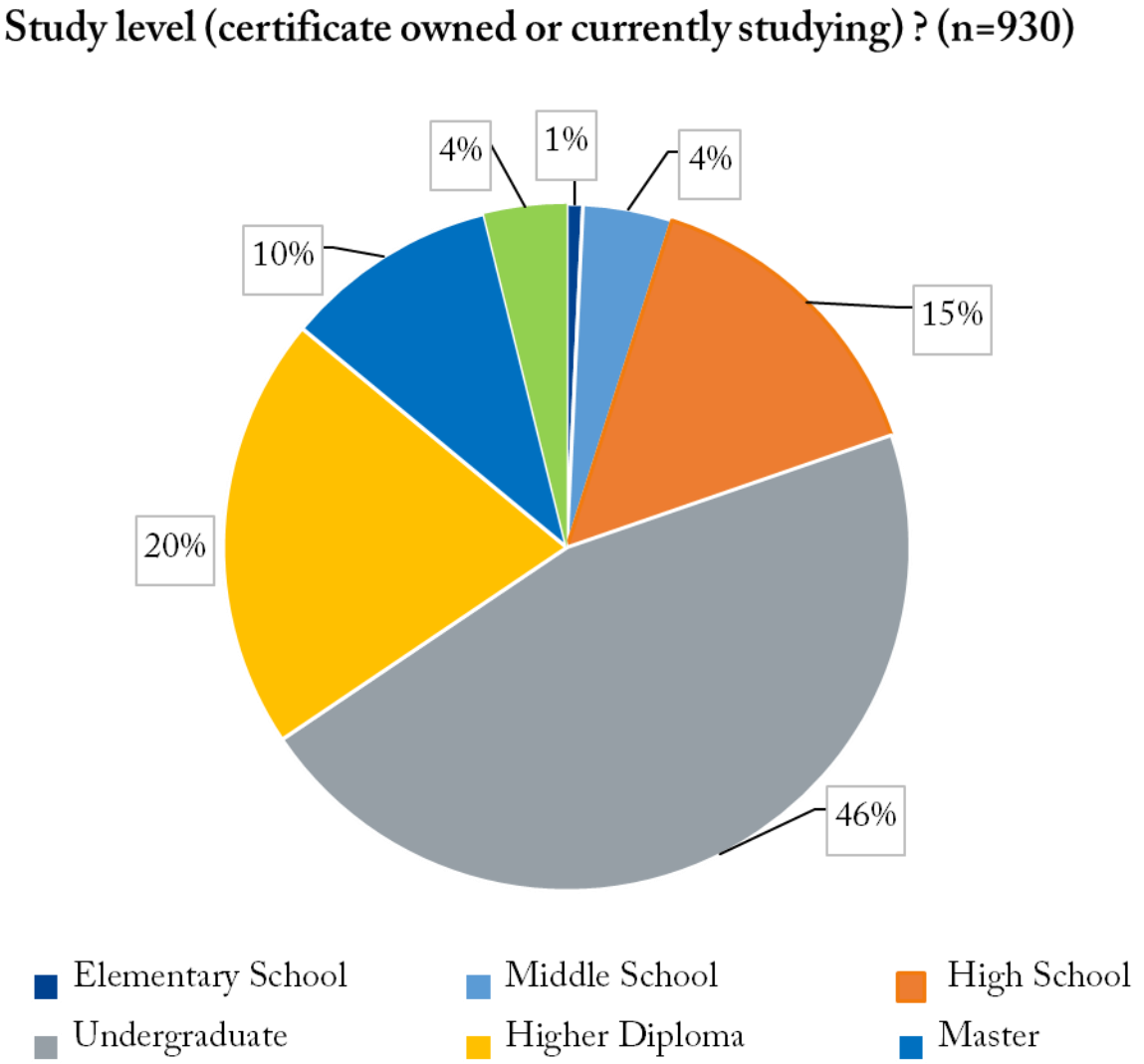
The results of the survey reflects that this is a man biased community with masculine privilege where the ratio of males was over 70%, and the face of significance here is that females in conservative societies, including the Libyan society follow the media more especially television as they are culturally obliged to stay at home longer for longer periods of time than the male, and they are less concerned about the political issues, taking into account the change in sentiment and concerns, which occurred after February 2011 where a women's considerable interest in public affairs and participation in a remarkable number of political and media public events and civic activism increased.



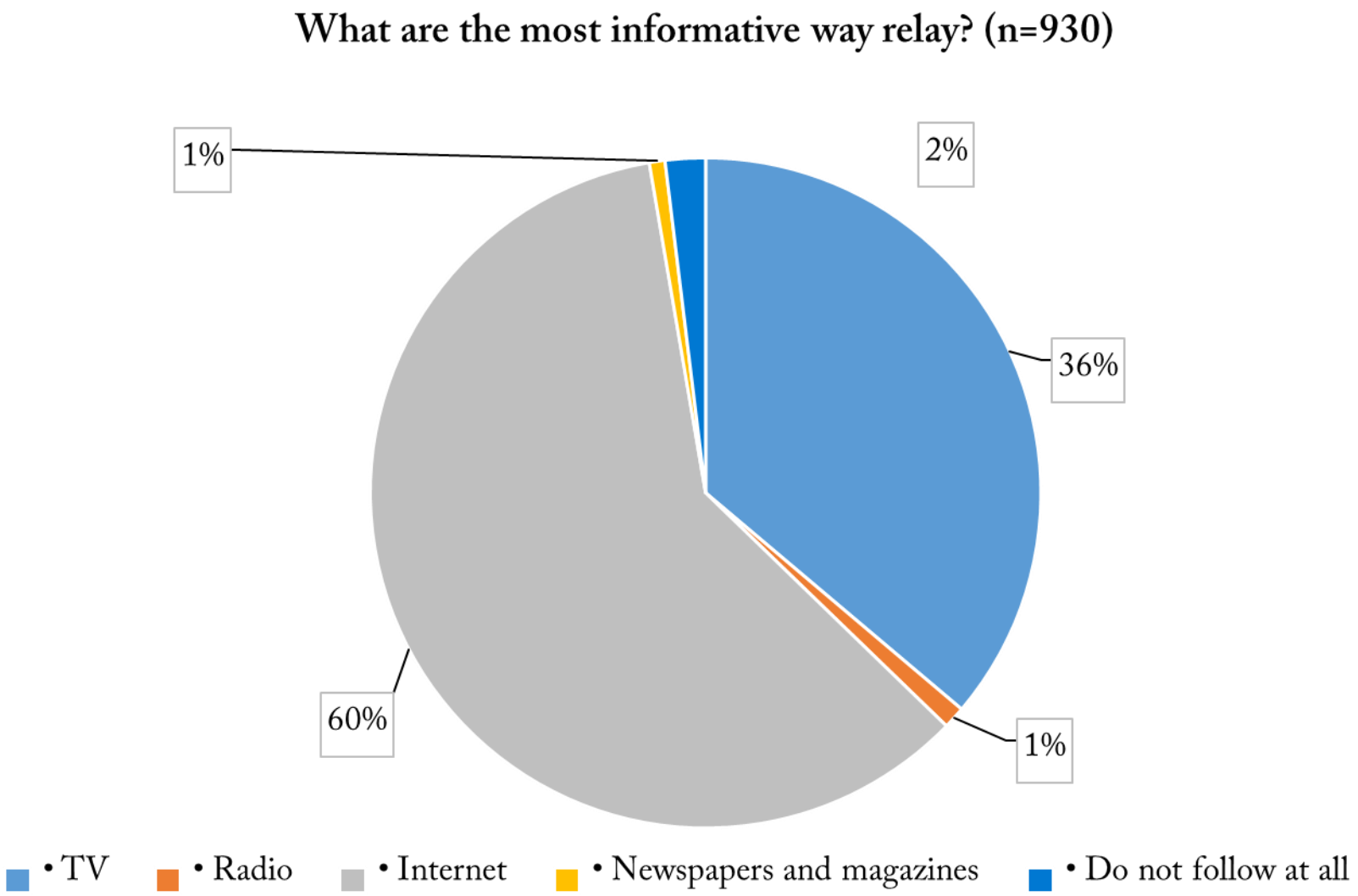
Media Influence Survey Results, Libya

Educational level

The sample is dominated by the educated society where the total number of university graduates formed 80% or above of the respondents to the survey, in addition more than two-thirds of the rest are high school graduates. This is also an important indication, since the taste and interests of learners is different, where they usually tend to have a link with reality and its scientific and cultural substance .

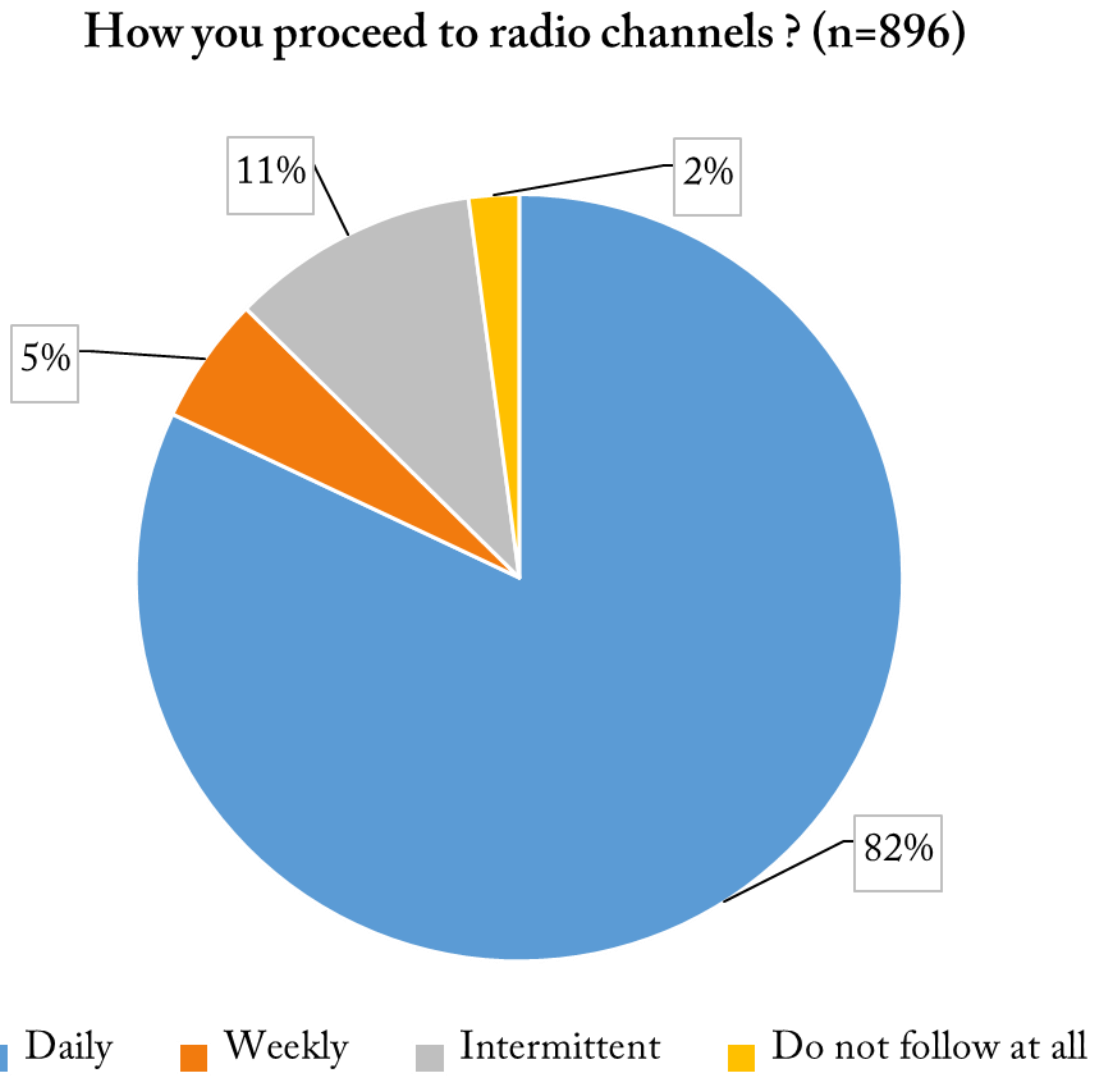


Media Influence Survey Results, Libya



Media Influence Survey Results, Libya

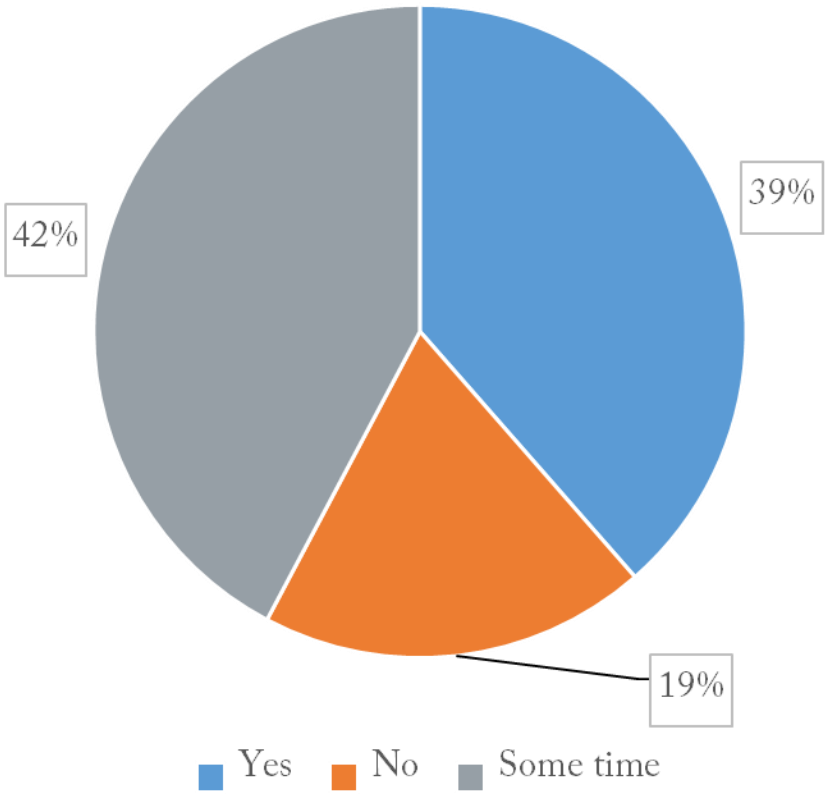
The survey showed that the Internet and television dominate the media landscape where 96% of respondents favored them, as emphasized the two-thirds of these (60%) said they surfed online more which is consistent with the results of the question on age groups who participated in the survey, which is a young majority. Note that the follow-up on recent media is usually on a daily basis for about 82% and this is significant when understanding the extent of the impact of the internet and television on the lives of the participants in the poll.



Media Influence Survey Results, Libya

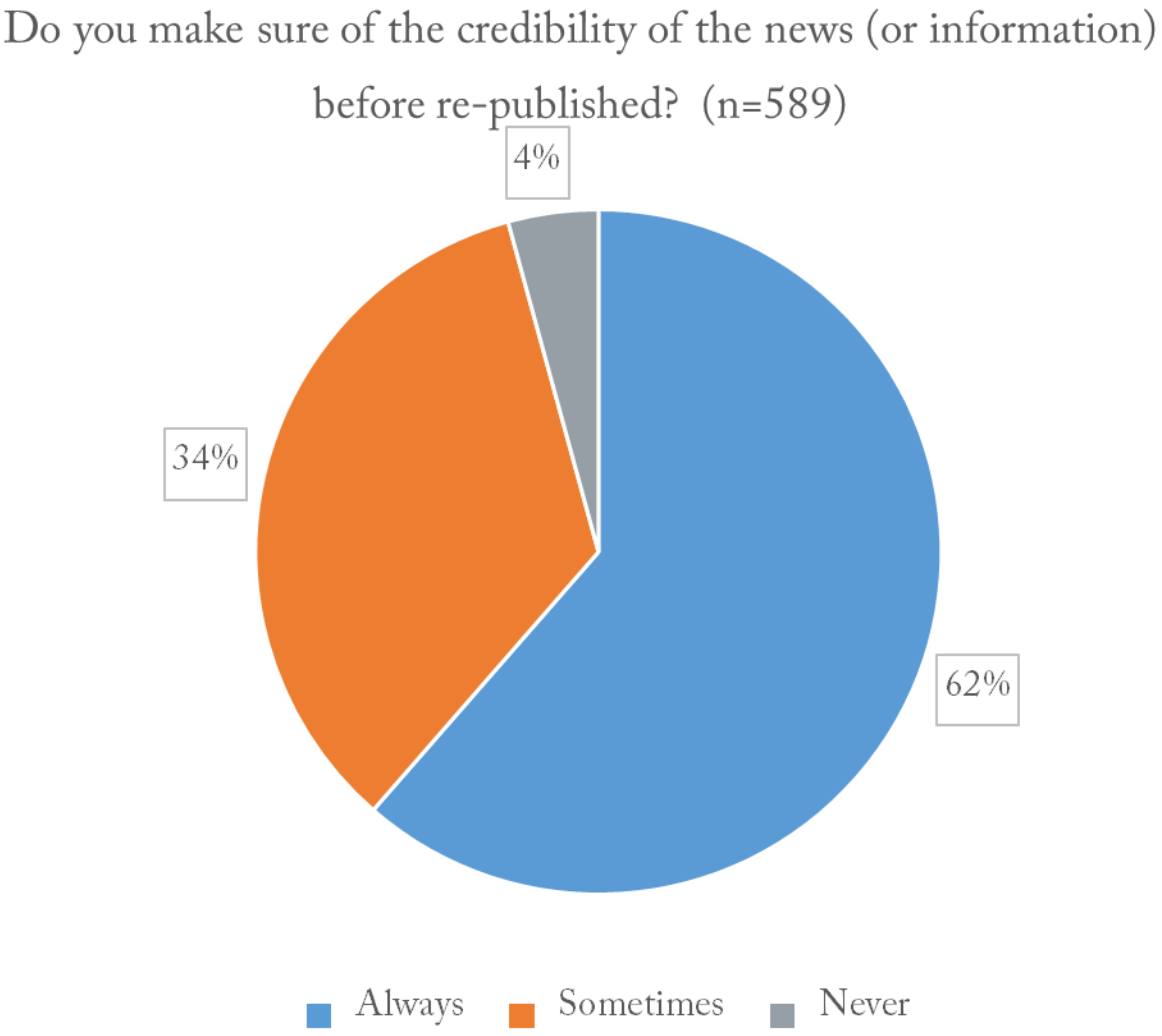
The results showed that the values and ethics are not clear on the Internet nor television for a large group of the participants, given those who chose to answer" not definitively" or "it is not clear" is nearly 60%, while it was clear for only about 39%. The result are however logical given the multiplicity of choices and variety of programs on media channels combined with the absence of a legalized control system on the use of social networking sites results in the Facebook surfer - which is the most popular social media in the opinion of a large segment of respondents (92%) –to come across items that are opposed to the common values and collide with ethics .

is It clarify societal values and morals of right and wrong for you during your watching TV or browsing the Internet? (n=896)



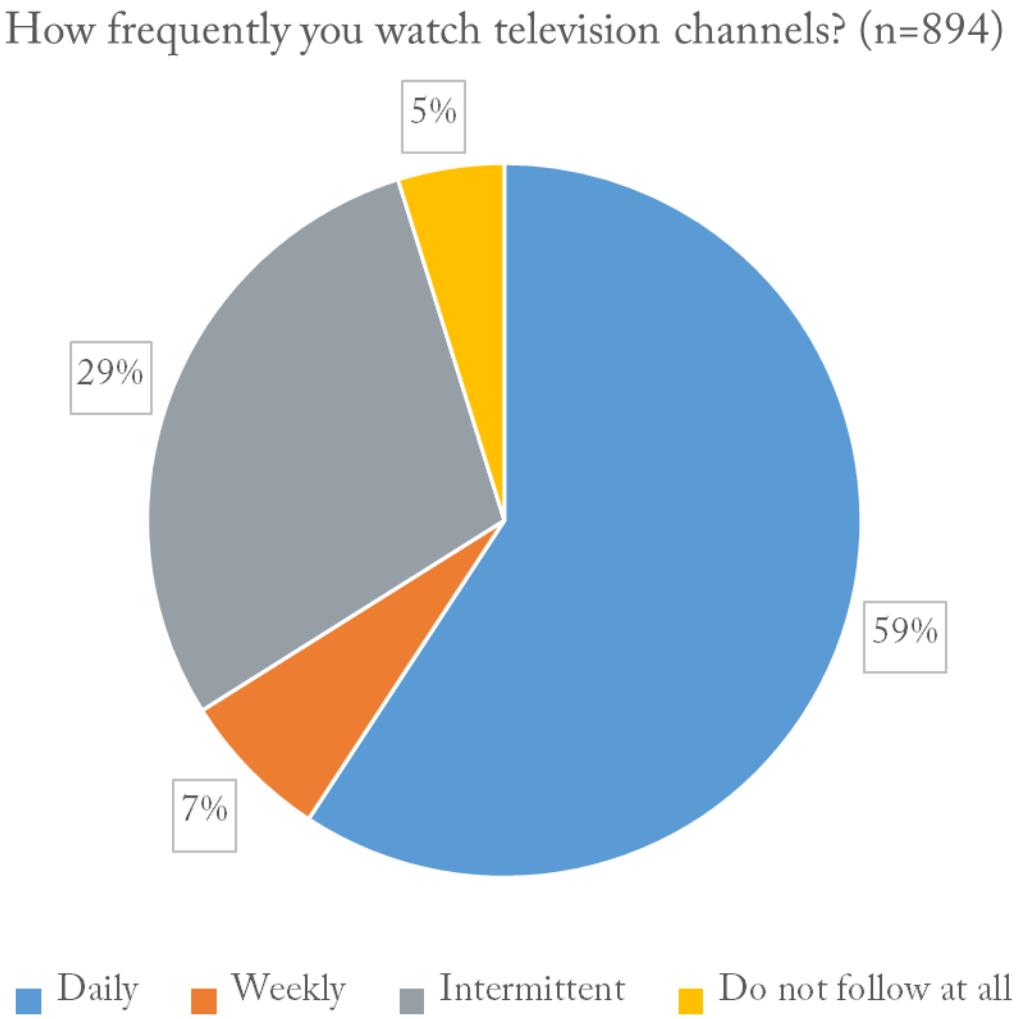
Media Influence Survey Results, Libya

61% of respondents said they made sure of the veracity of news or information before redeploying it, but the follow-up and investigation indicate that most of what is on Facebook is not accurate. What is inclusive of the result of the poll and proclaim of the investigation is the understanding of the concept of accurate of news. It is unexpected that the means of accuracy checking by the participants is as detailed as those of a scientific poll or precise as the means adopted by journalists and researchers.

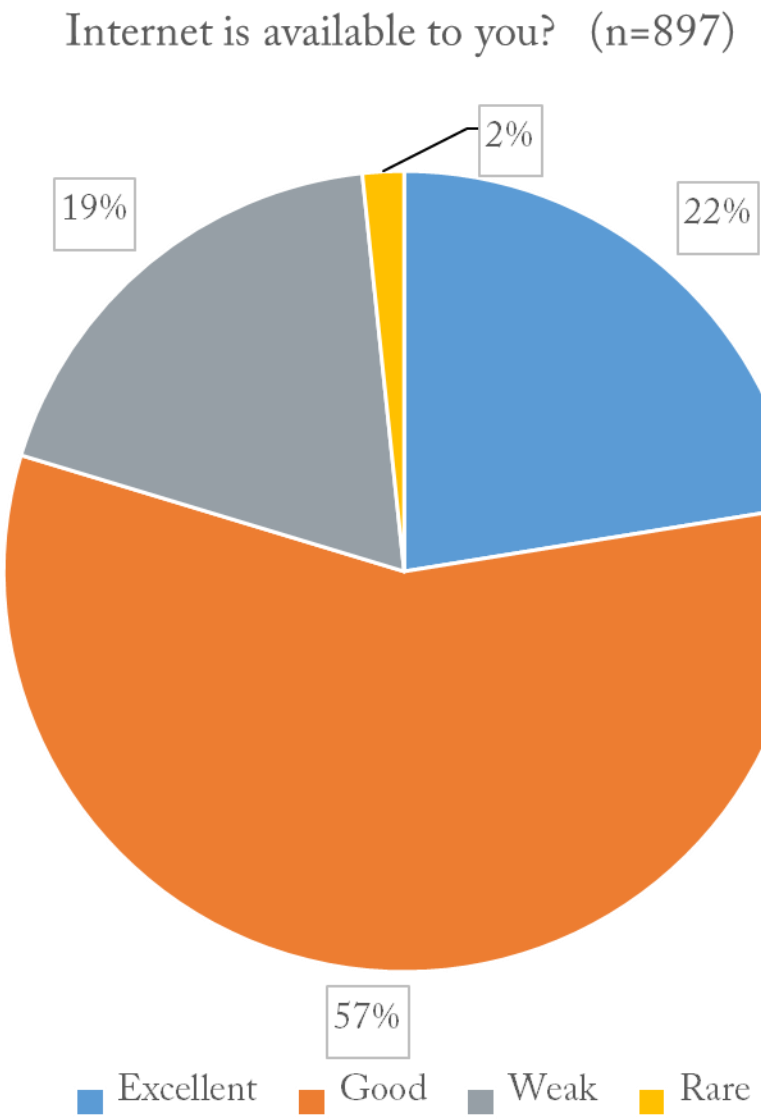


Media Influence Survey Results, Libya

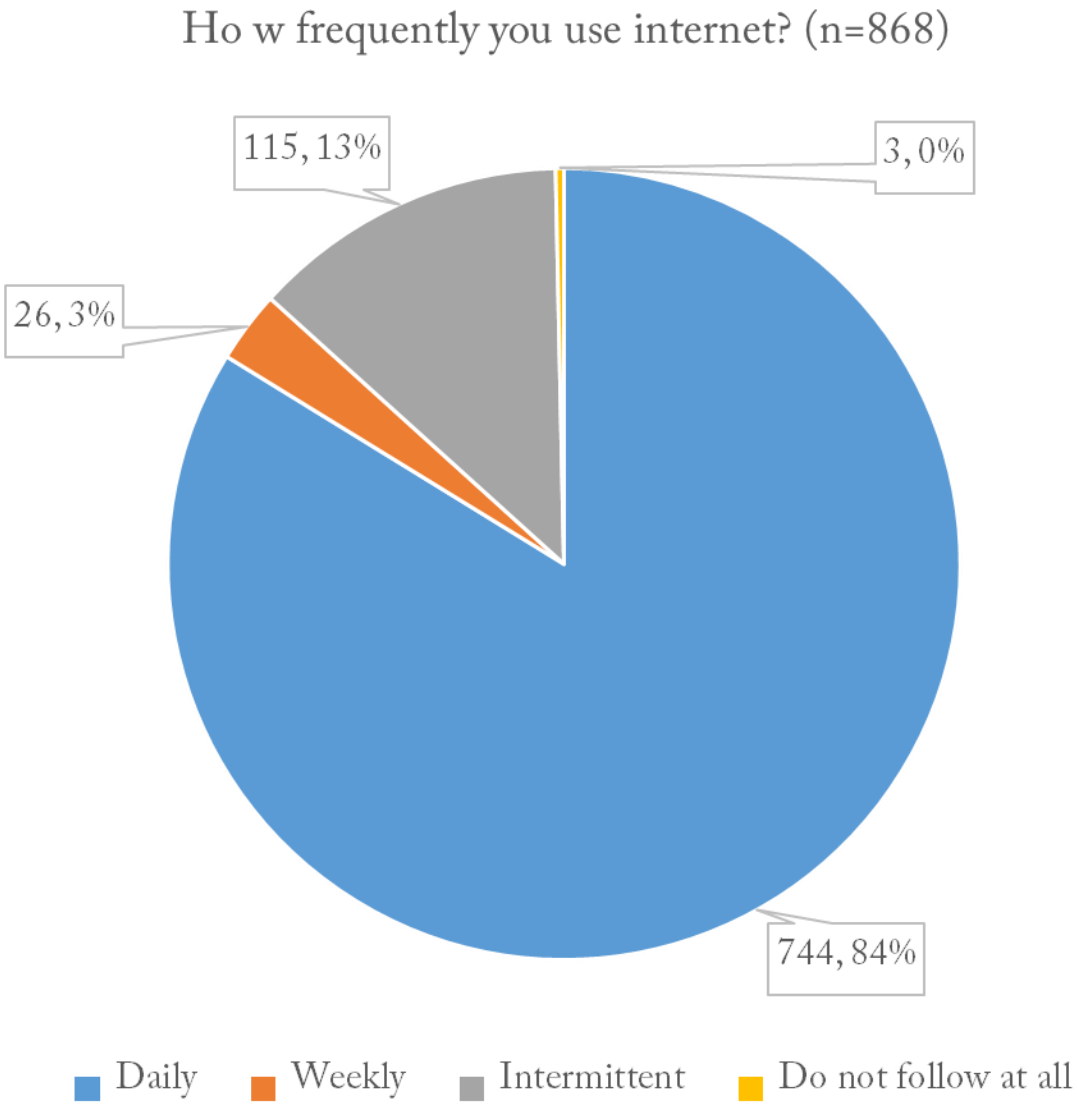
About 95% of respondents believe that Facebook has an effect on what is happening in the country, and more than half of them believe that it has a large impact. What is important is that the majority of respondents (70%) believe that it has a negative impact not positive.



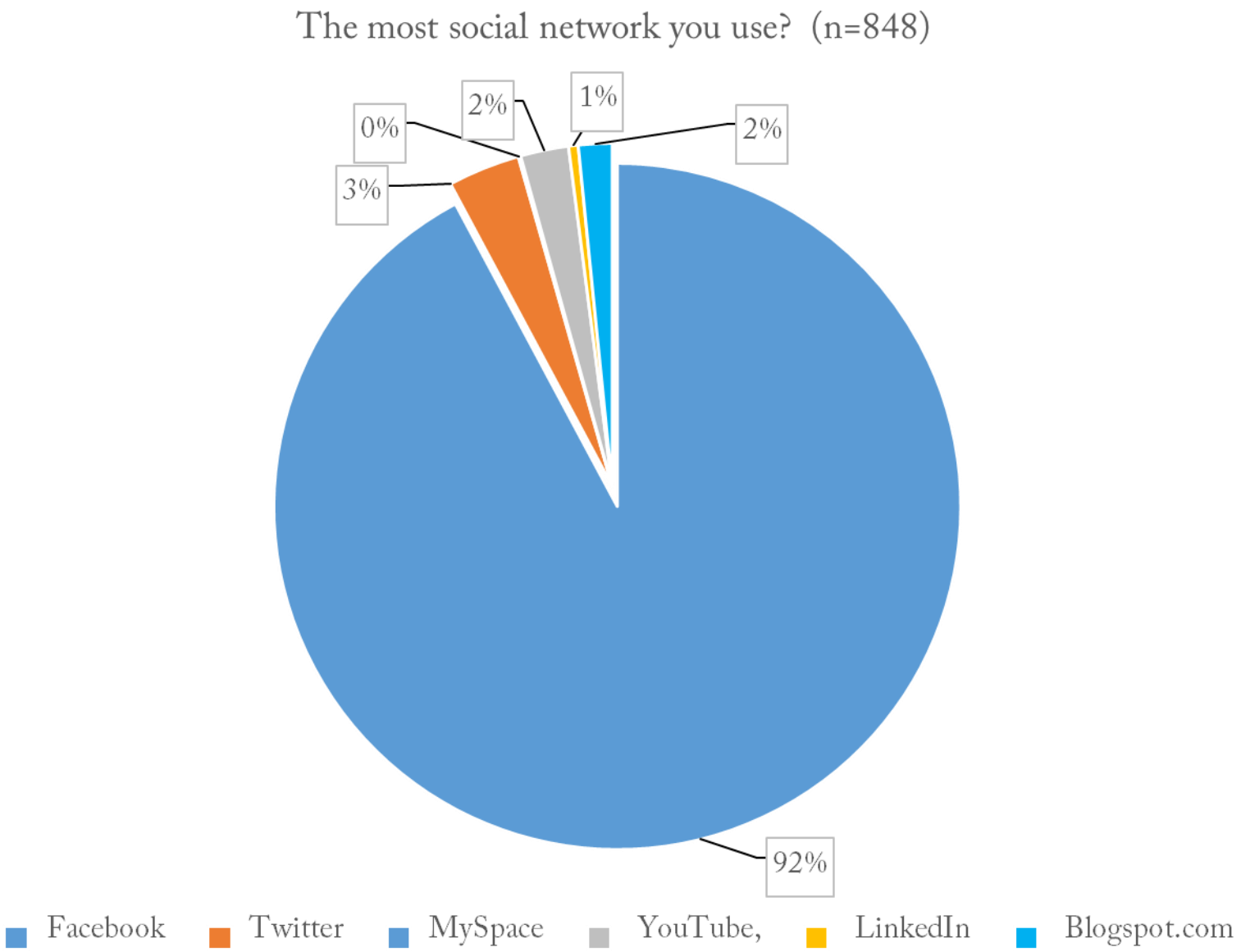
Media Influence Survey Results, Libya



Media Influence Survey Results, Libya

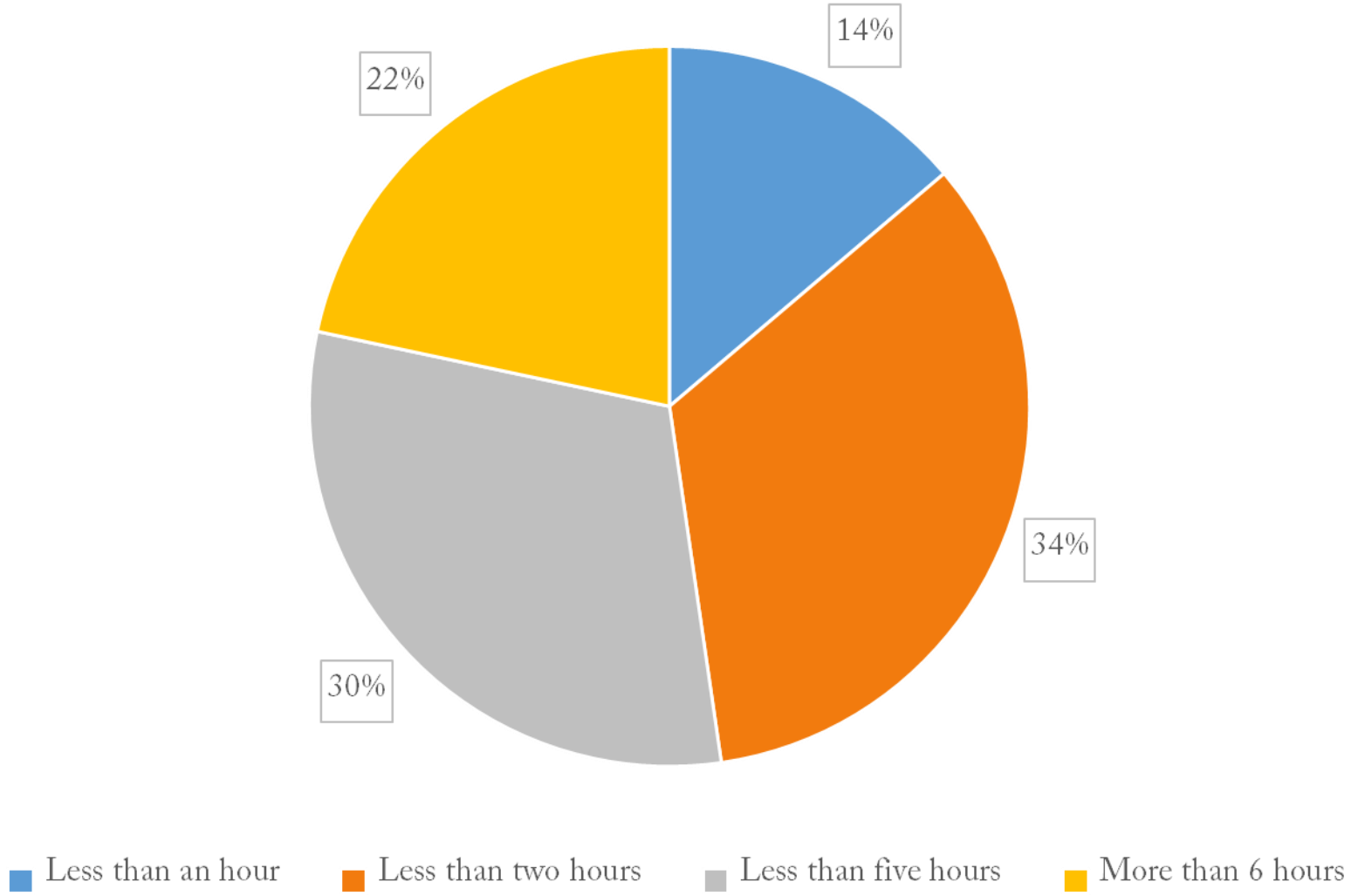


Media Influence Survey Results, Libya



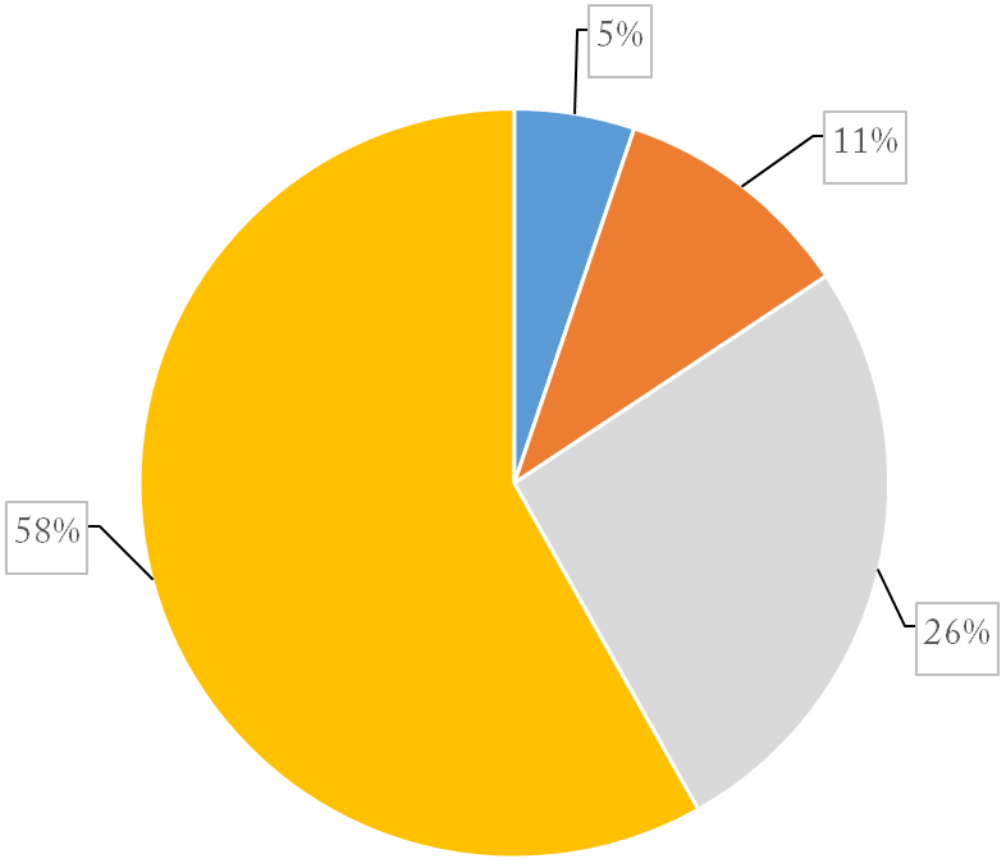
Media Influence Survey Results, Libya

How many hours a day you spend using social network sites? (n=928)

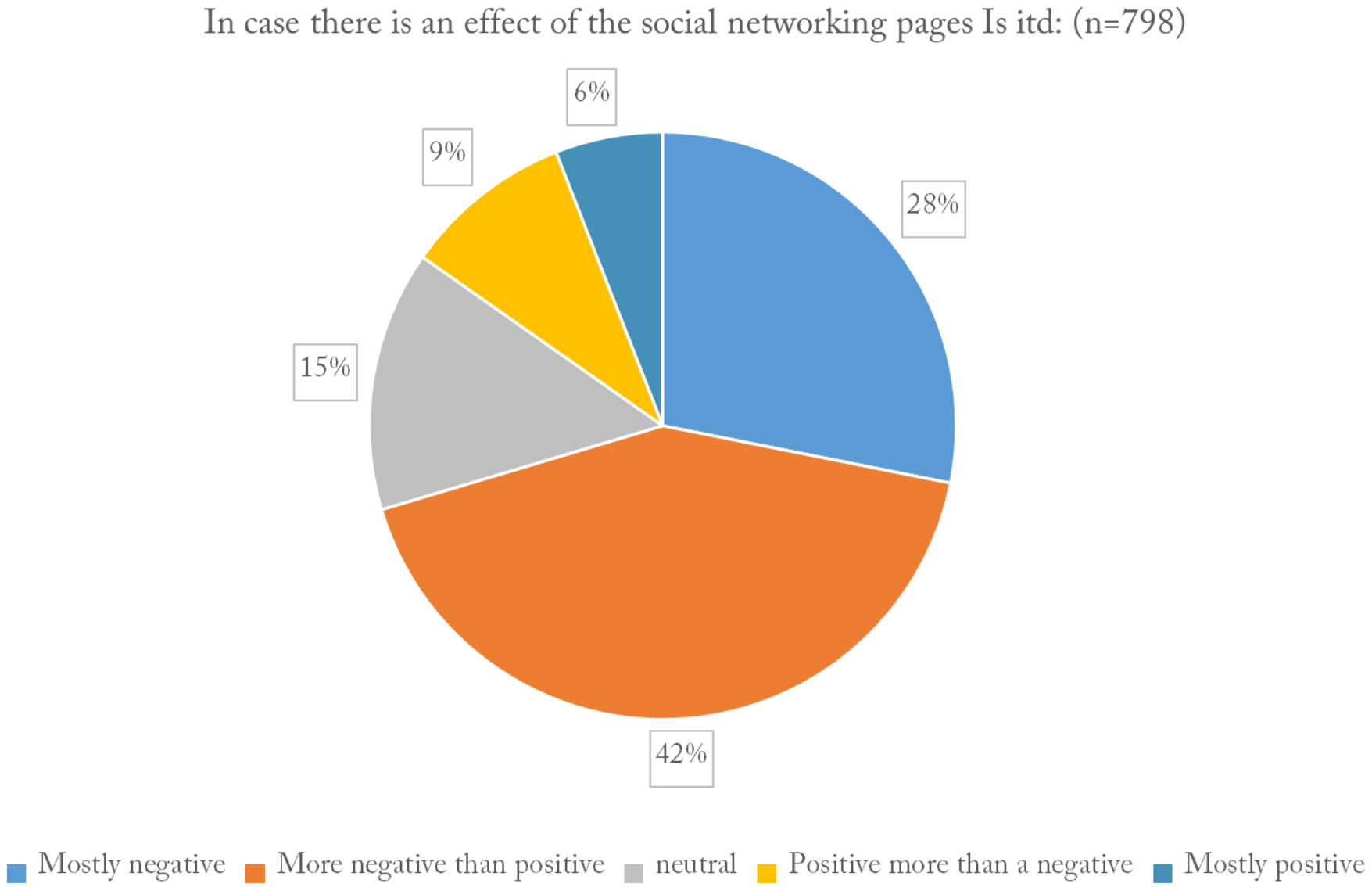


Media Influence Survey Results, Libya

Do you think that the pages of the social network have an impact on the situation in Libya? (n=888)

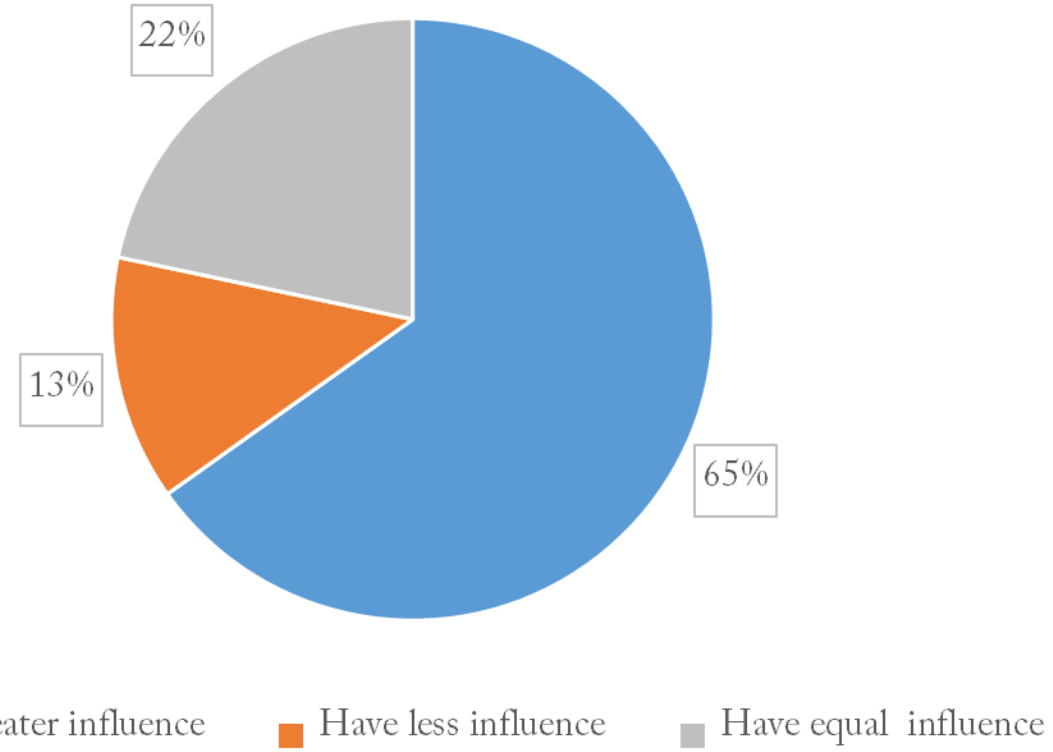


Media Influence Survey Results, Libya

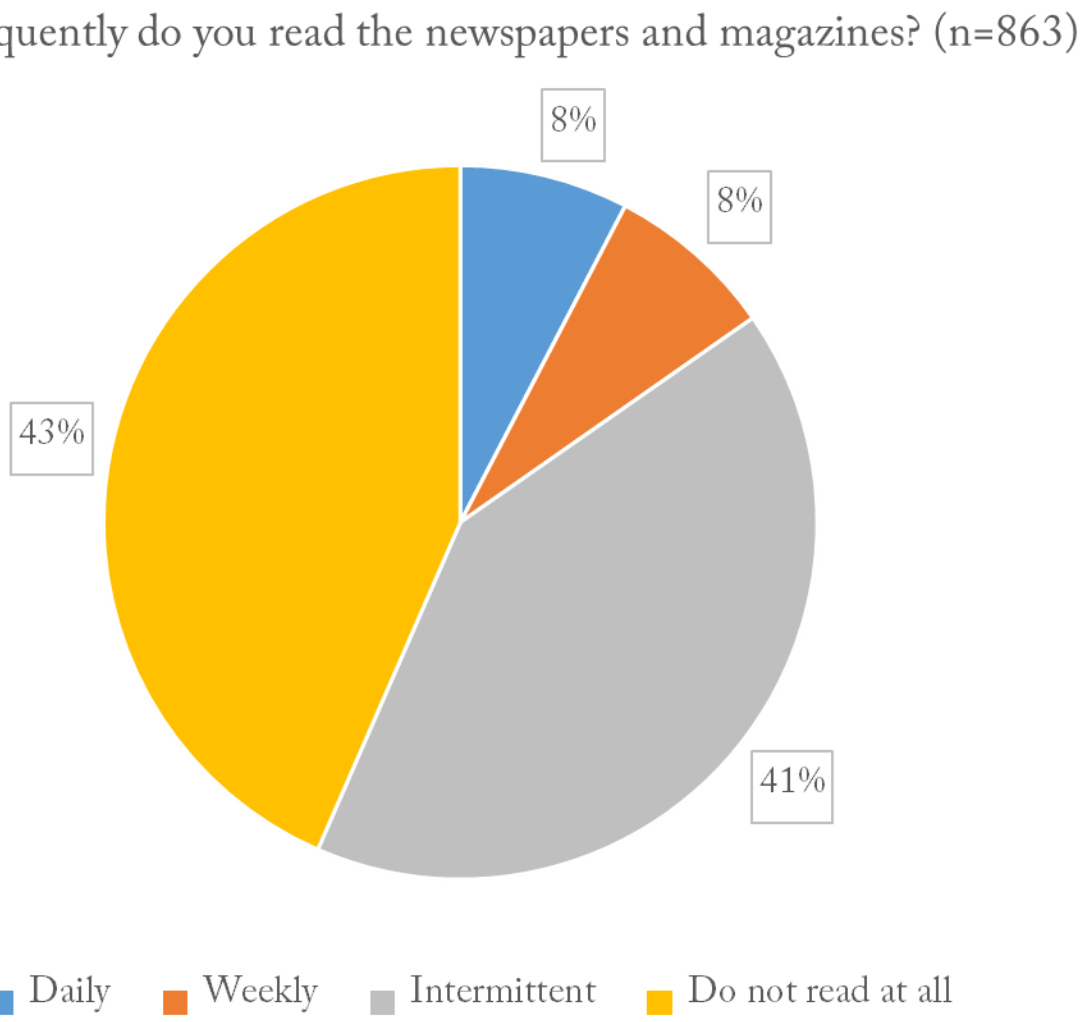


Media Influence Survey Results, Libya

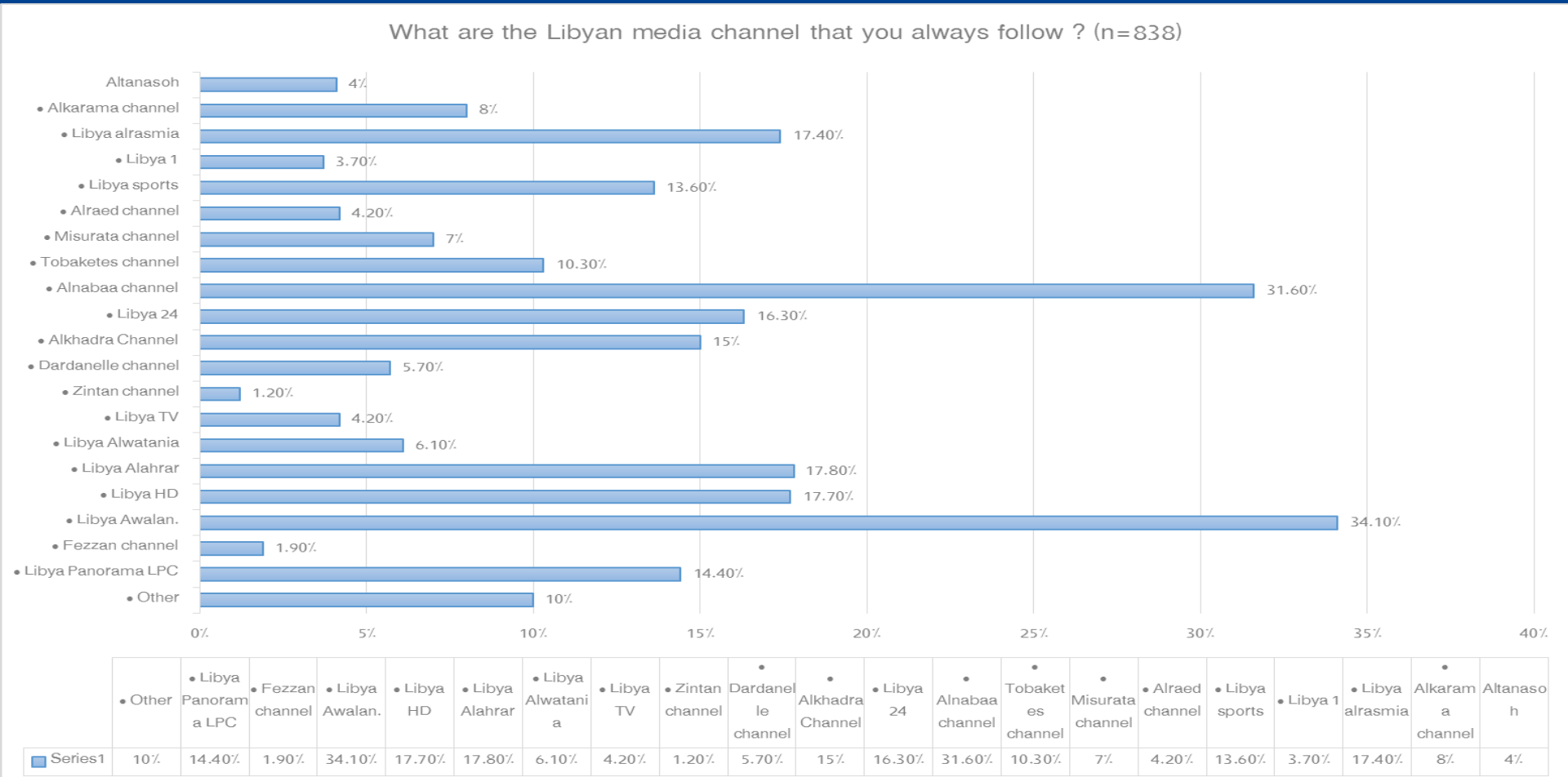
Do you think that social media has a more or less effect than the traditional media ? (n=882)



Media Influence Survey Results, Libya

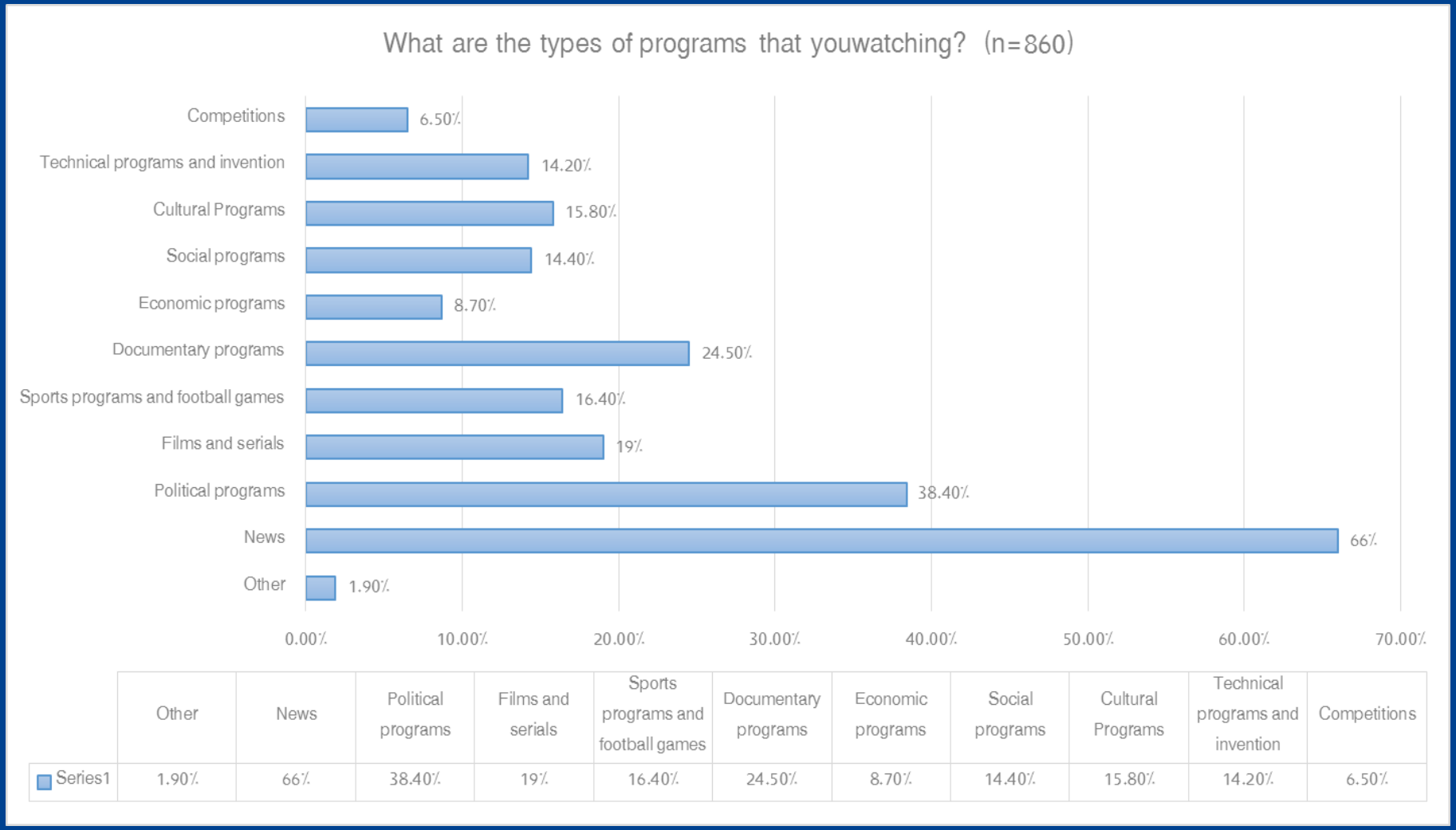


New channel were arranged by the participants in the survey where channel Libya 218 obtained the highest rate of follow-up by a large margin compared to most of the channels. Channel HD Libya and Libya 24, one of the new channels, gained a relatively advanced position within rating. The Al Naba channel came in second place, followed by, with a great difference, Green channels, Libya Alrasmiya then Libya panorama. The survey showed that channels originating from other regions provided late follow-ups and hence their effect was late to for example Tobactus, Misrata, Zintan and Fezzan channels.



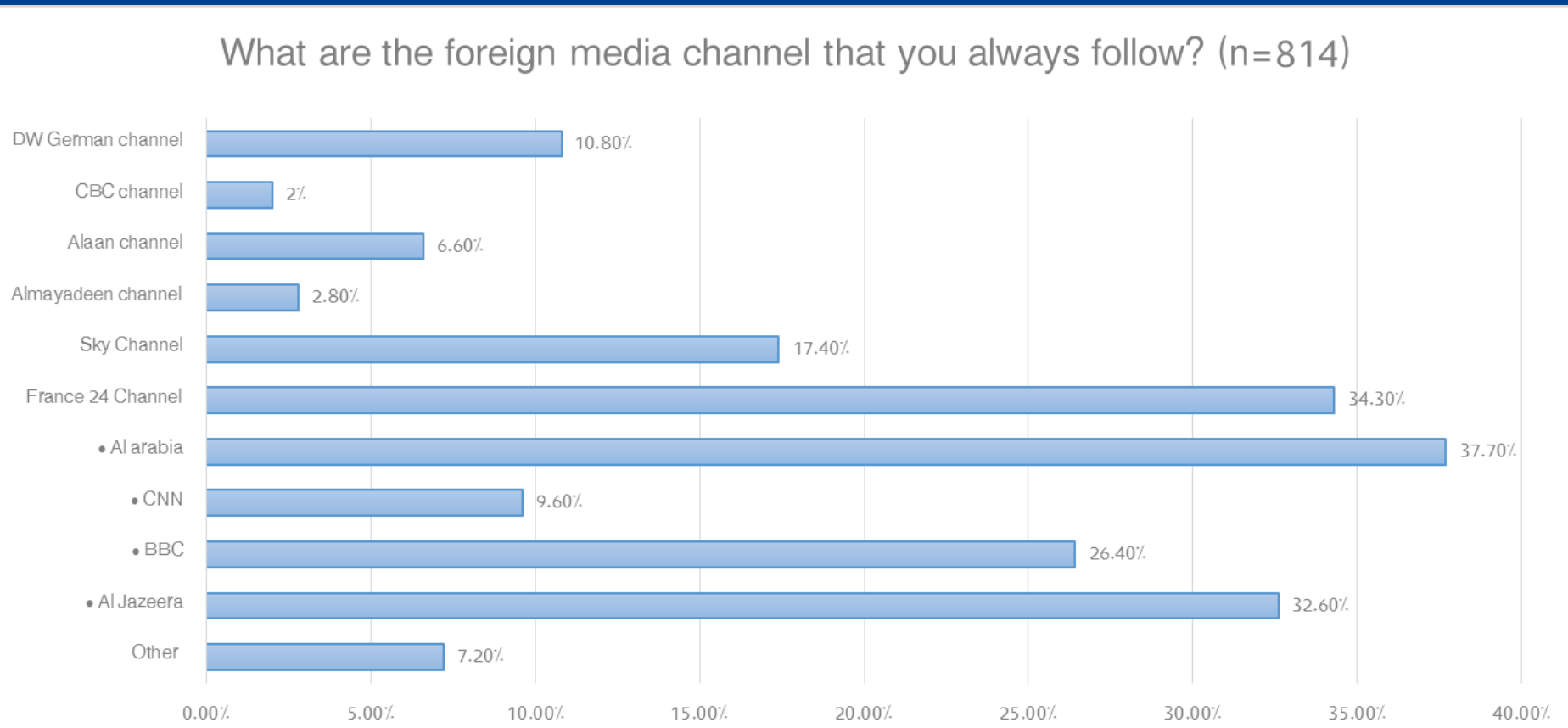
	• Other	• Libya Panorama LPC	• Fezzan channel	• Libya Awalan.	• Libya HD	• Libya Alahrar	• Libya Alwatania	• Libya TV	• Zintan channel	• Dardanelle channel	• Alkhadra Channel	• Libya 24	• Alnabaa channel	• Tobaketes channel	• Misurata channel	• Alraed channel	• Libya sports	• Libya 1	• Libya alrasmia	• Alkarama channel	Altanasoh
Series1	10%	14.40%	1.90%	34.10%	17.70%	17.80%	6.10%	4.20%	1.20%	5.70%	15%	16.30%	31.60%	10.30%	7%	4.20%	13.60%	3.70%	17.40%	8%	4%

Given the threads watched by participants results showed that the participants are closer to the elitist and activists since the news came up very high on first place, followed by the political programs and documentaries, while entertainment programs of films, serials and films came much later, which is consistent with previous results where the majority of the sample is educated as I have already noted.



	Other	News	Political programs	Films and serials	Sports programs and football games	Documentary programs	Economic programs	Social programs	Cultural Programs	Technical programs and invention	Competitions
Series1	1.90%	66%	38.40%	19%	16.40%	24.50%	8.70%	14.40%	15.80%	14.20%	6.50%

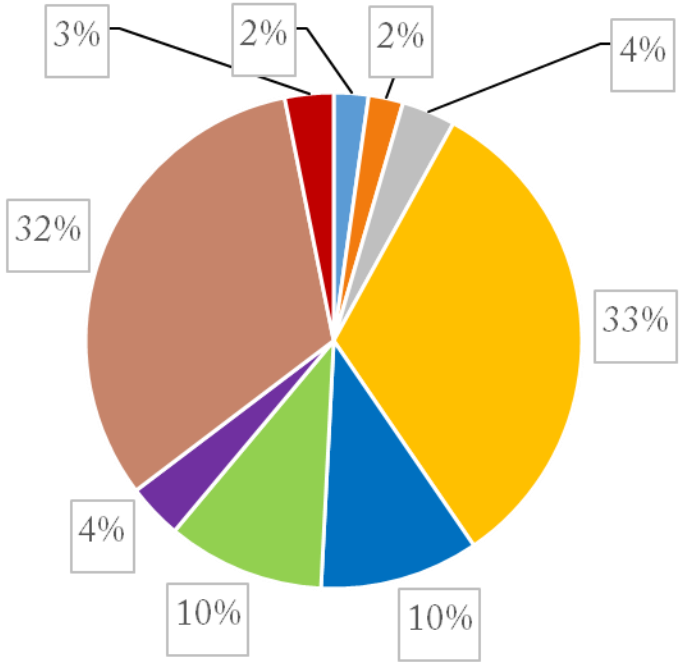
Concerning the popularity for non Libyan channels there was a reversed political division and discord evident on the change of the attitude of the main Arab channels, where the Al-Arabiya recorded the highest percentage of follow-up, followed by the Al Jazeera, and the scene was certainly different before the revolution especially in its early stages, where Aljazeera was the channel of the revolution and the most up unchallenged .



	Other	• Al Jazeera	• BBC	• CNN	• Al arabia	France 24 Channel	Sky Channel	Almayadeen channel	Alaan channel	CBC channel	DW German channel
Series1	7.20%	32.60%	26.40%	9.60%	37.70%	34.30%	17.40%	2.80%	6.60%	2%	10.80%

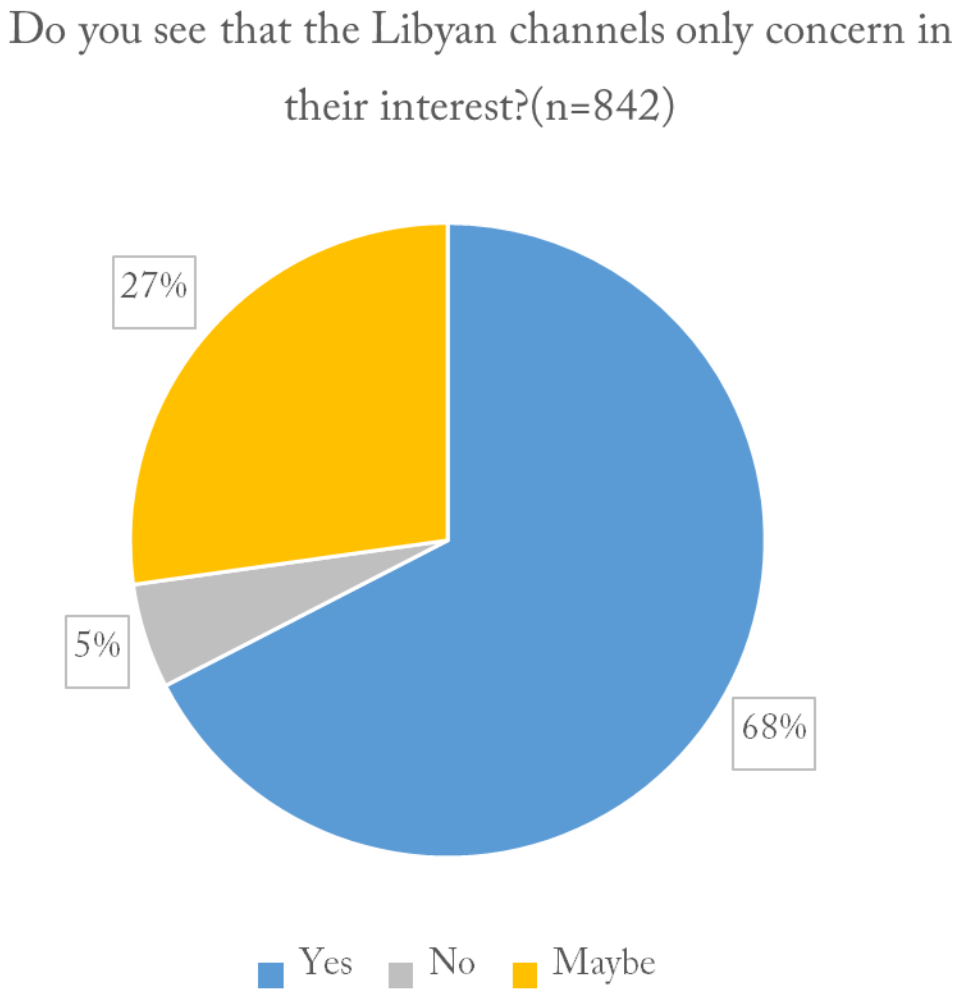
Answers to the question on the intellectual and political orientation of channels showed the moderation of the participants, where most, as previously stated, where from the youth category. Around 40% of them prefer a moderate and professional channel, about 30% prefer conservative channels with a relative disparity in the degree of the province, while the percentage of those who backed liberal channels was about 10% varying in the degree of liberalism.

I keep watching a TV channel because its? (n=897)



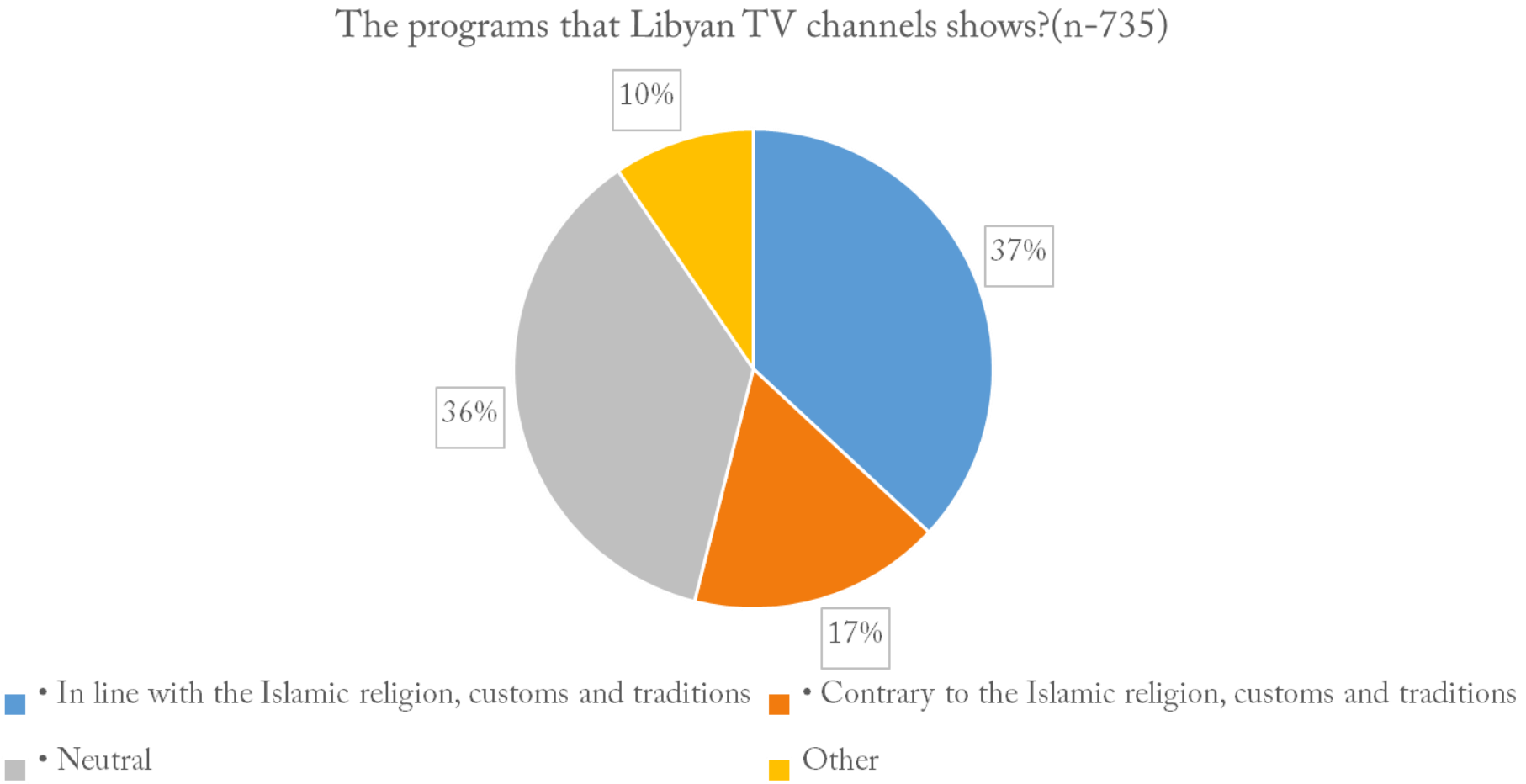
Media Influence Survey Results, Libya

Respondents had a very negative position with respect to the goals and objectives of the Libyan channels where more than 67% of the participants found that the Libyan channels placed their interest before the public interest, and the proportion of those who believe that without aver was 27%.



Media Influence Survey Results, Libya

It was voted that Libyan channels were beneficial and its focus on its own interests does not affect the opinion of the participants about the harmony of what programs they offer around religion and cultural values since said about 37% said that content of Libyan media channels is consistent with their religion, values and traditions and the percentage of those who deemed it to clash with them was 17%.

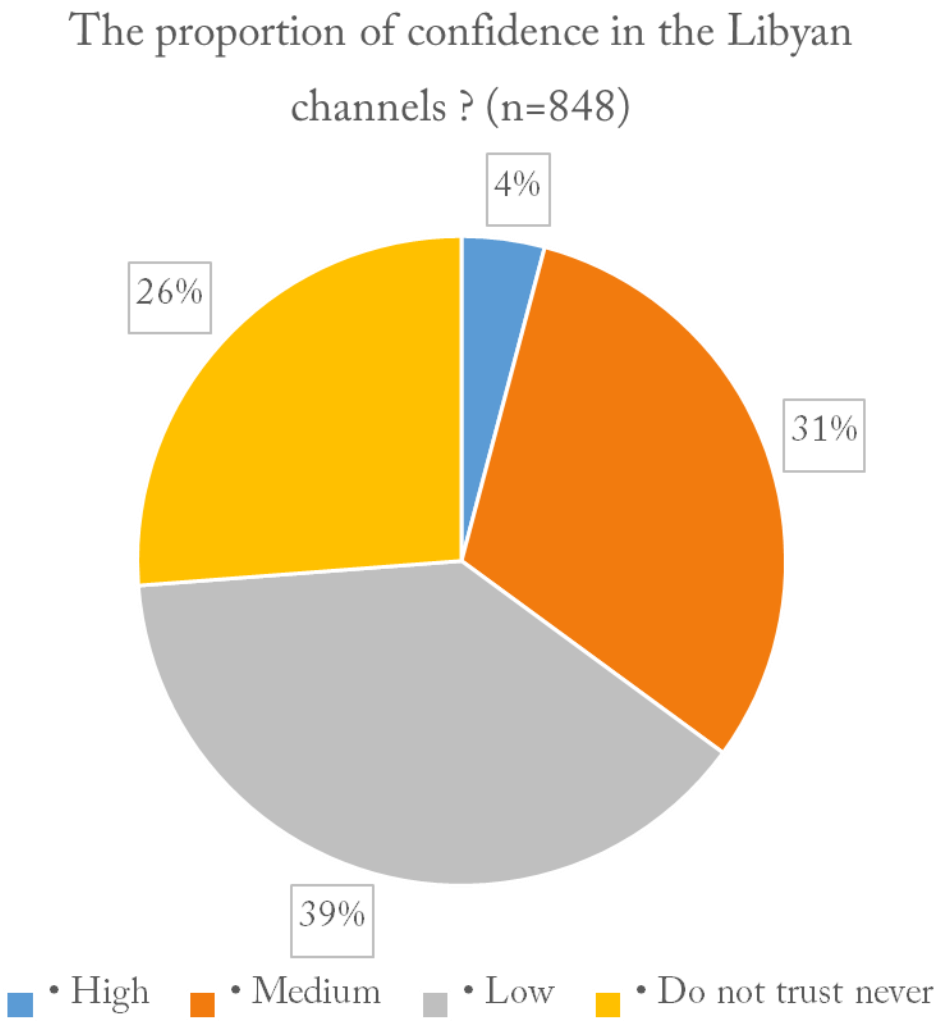


Media Influence Survey Results, Libya

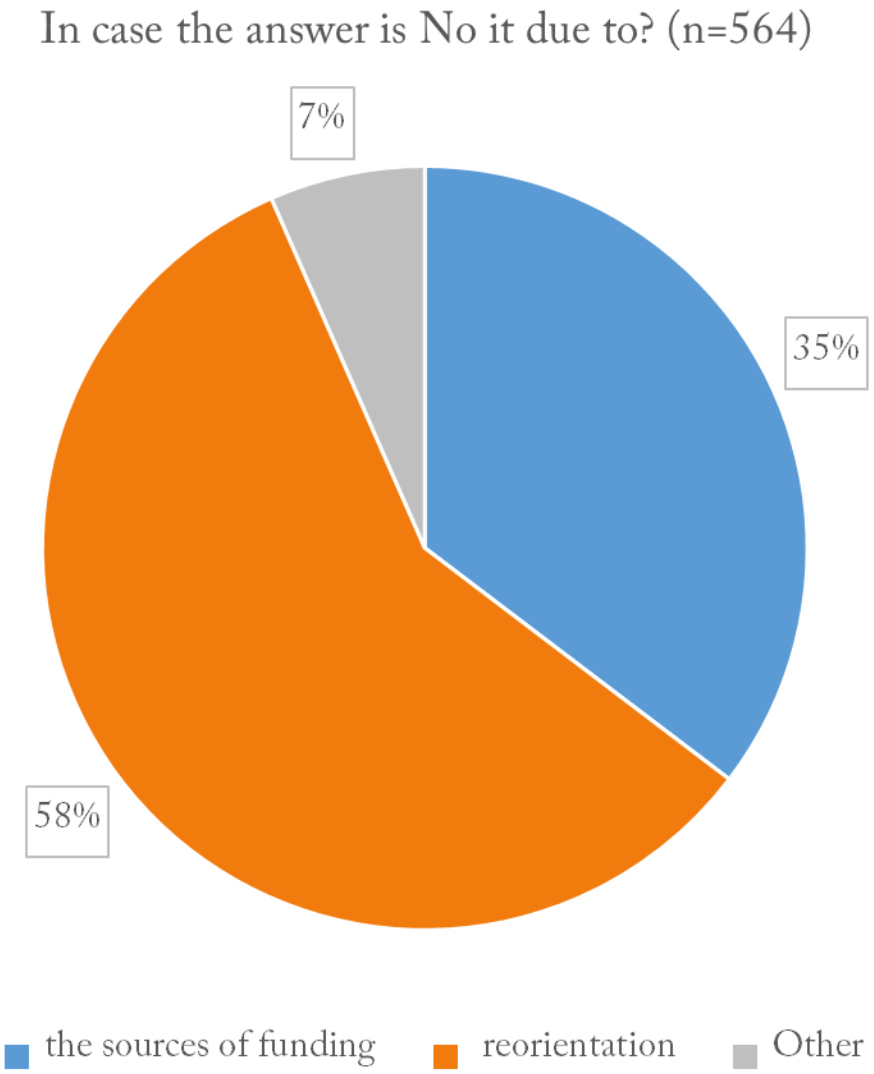
The negative sensation that the terminal goals of the channels and the fact that they place their interest over the public interest caused was not reflected in the same proportion to the confidence of its participants, where a large segment of the participants confirmed their confidence in Libyan channels (4% high confidence, 31% medium) while about 26% claimed that they do not trust in them. This is because, according to the participants in the survey, were as follows:

- The channel's orientation (60%)
- Funding (35%),

The majority of the participants Also confirms on the lack of confidence in the Libyan channels broadcasting from abroad (53%), and also concludes that the majority of respondents believe that those channels are a factor to the instability in the country.

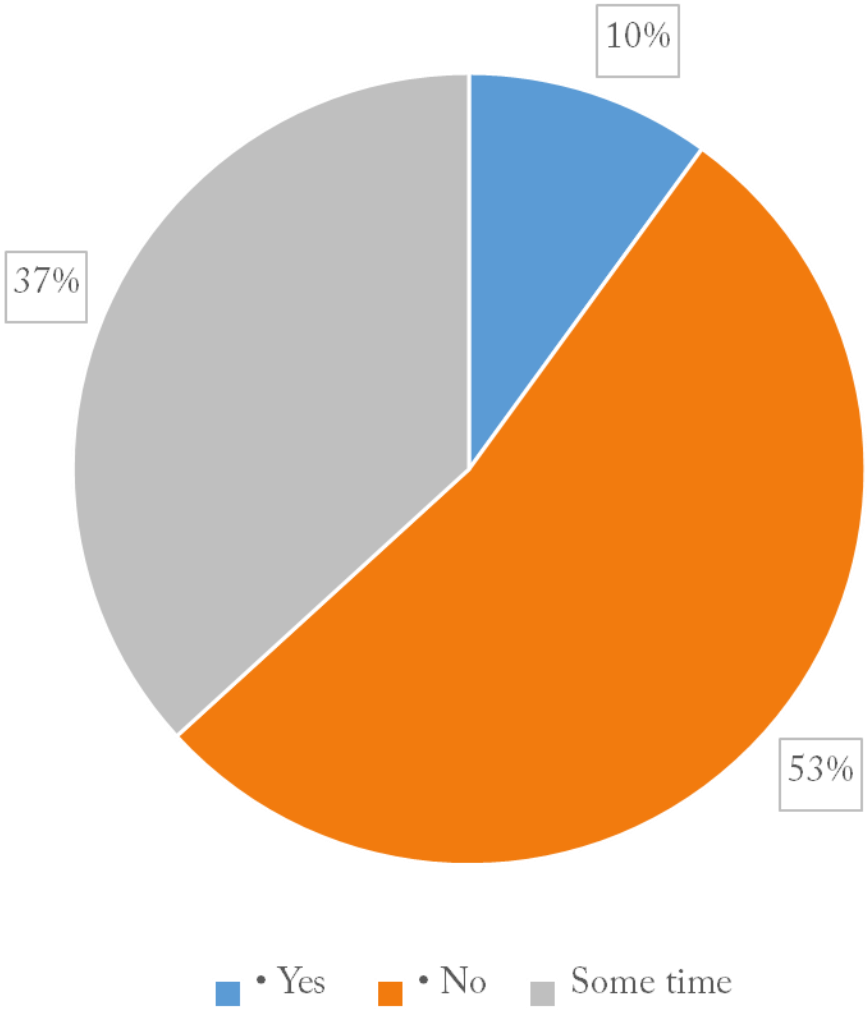


Media Influence Survey Results, Libya



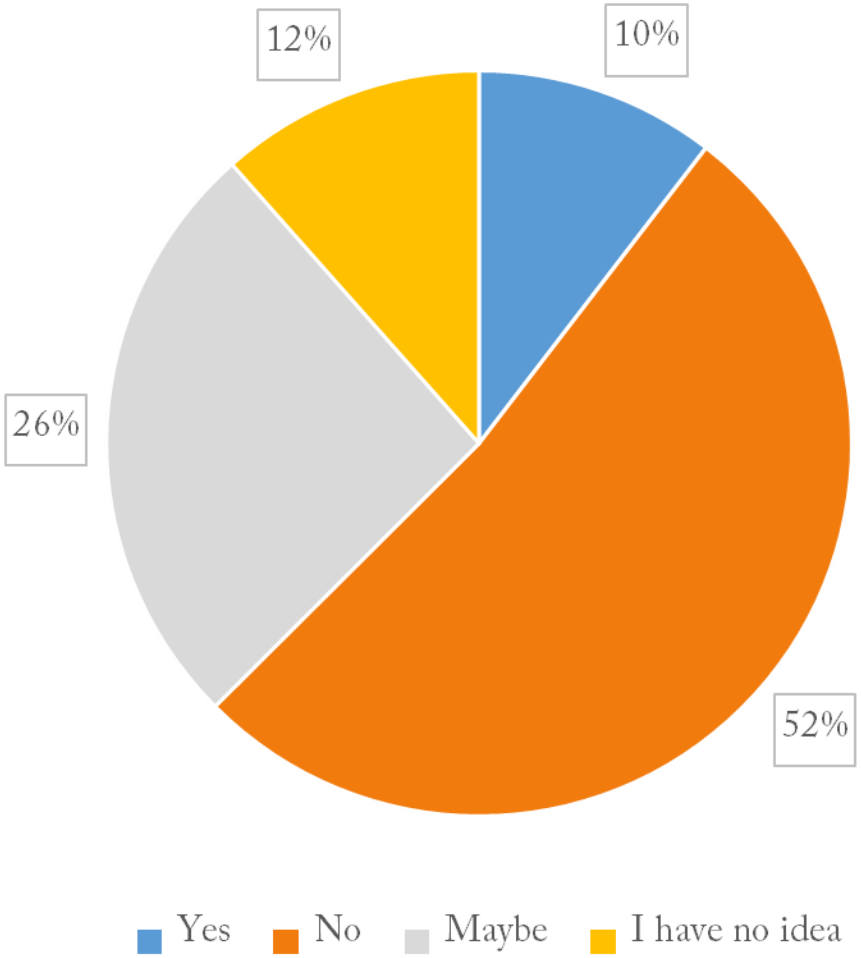
Media Influence Survey Results, Libya

Do you trust the Libyan channels that their headquarters outside Libya ? (n=841)



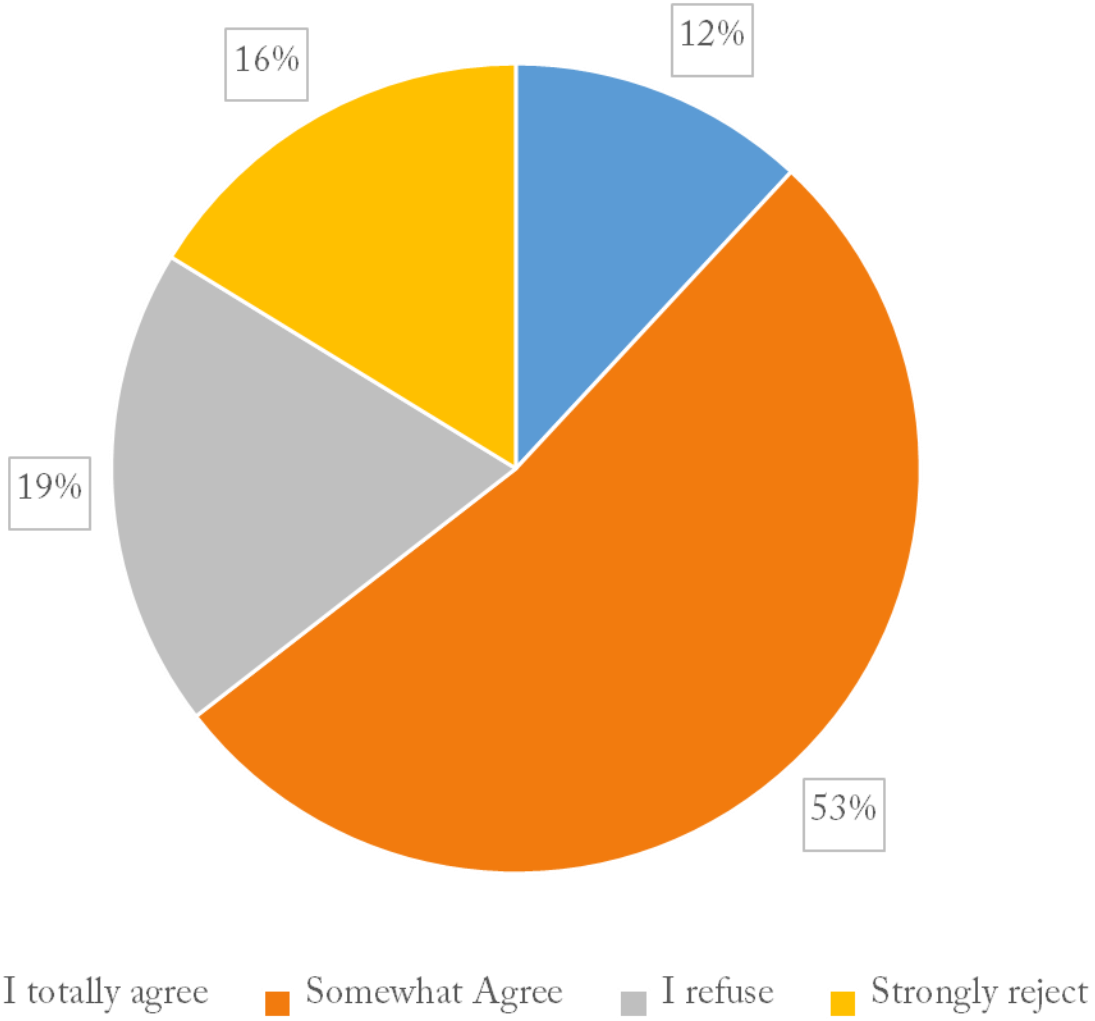
Media Influence Survey Results, Libya

Do you think that the programs that Libyan TV channels contributes to the stability of the country? (n=807)

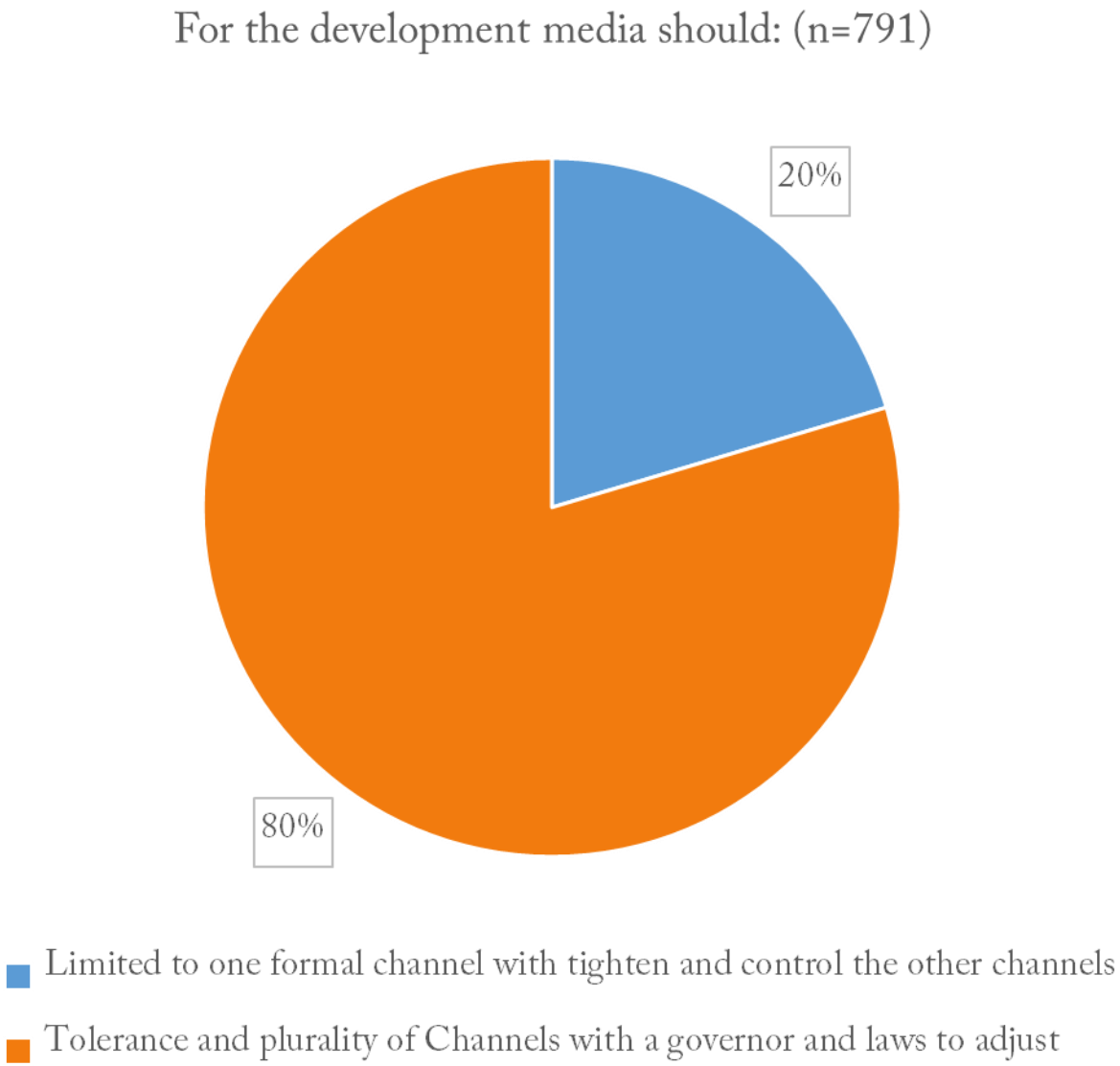


Media Influence Survey Results, Libya

The media in various ways improved after the February 2011? (n=807)

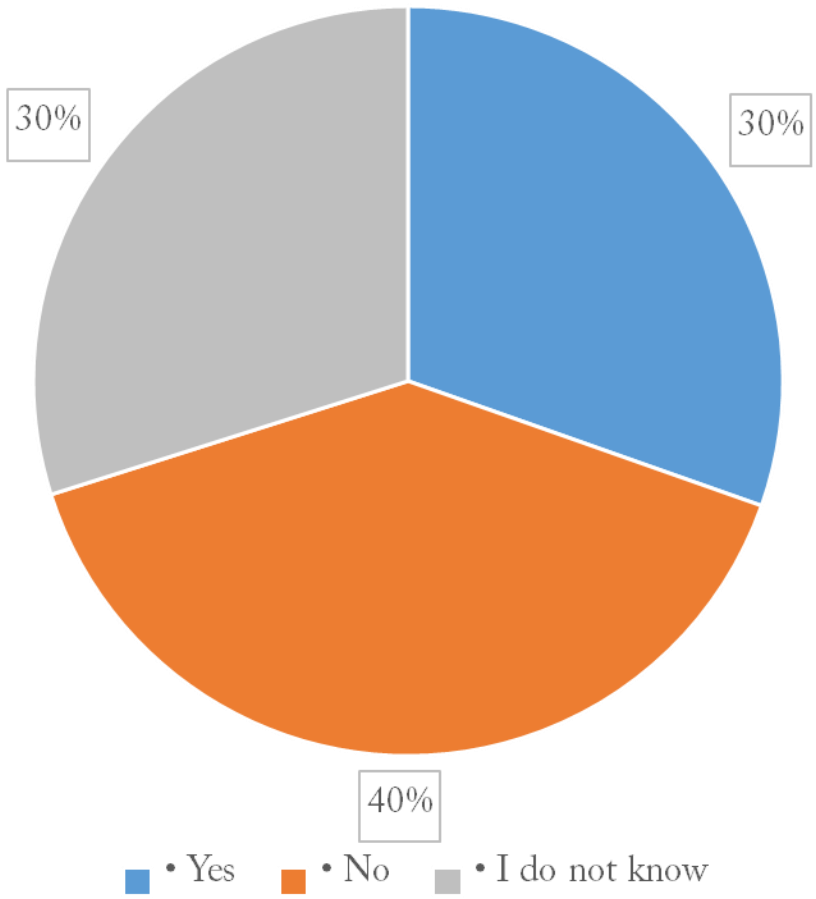


Media Influence Survey Results, Libya



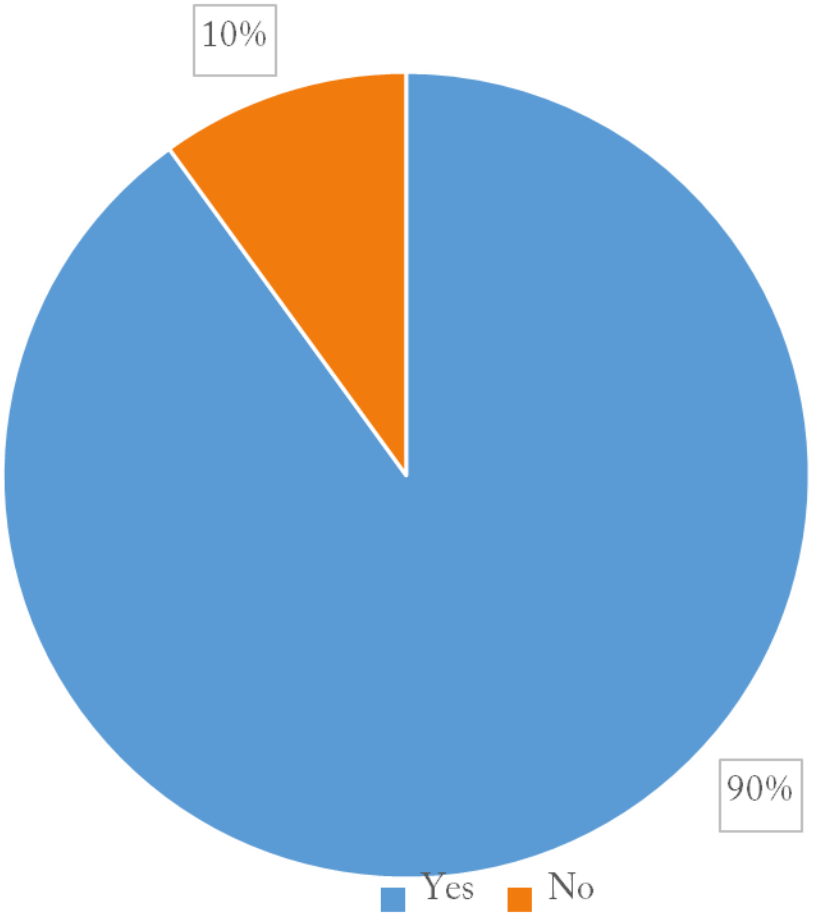
Media Influence Survey Results, Libya

Do you believe that there is freedom for the work of media institutions in Libya Libya? (n-807)



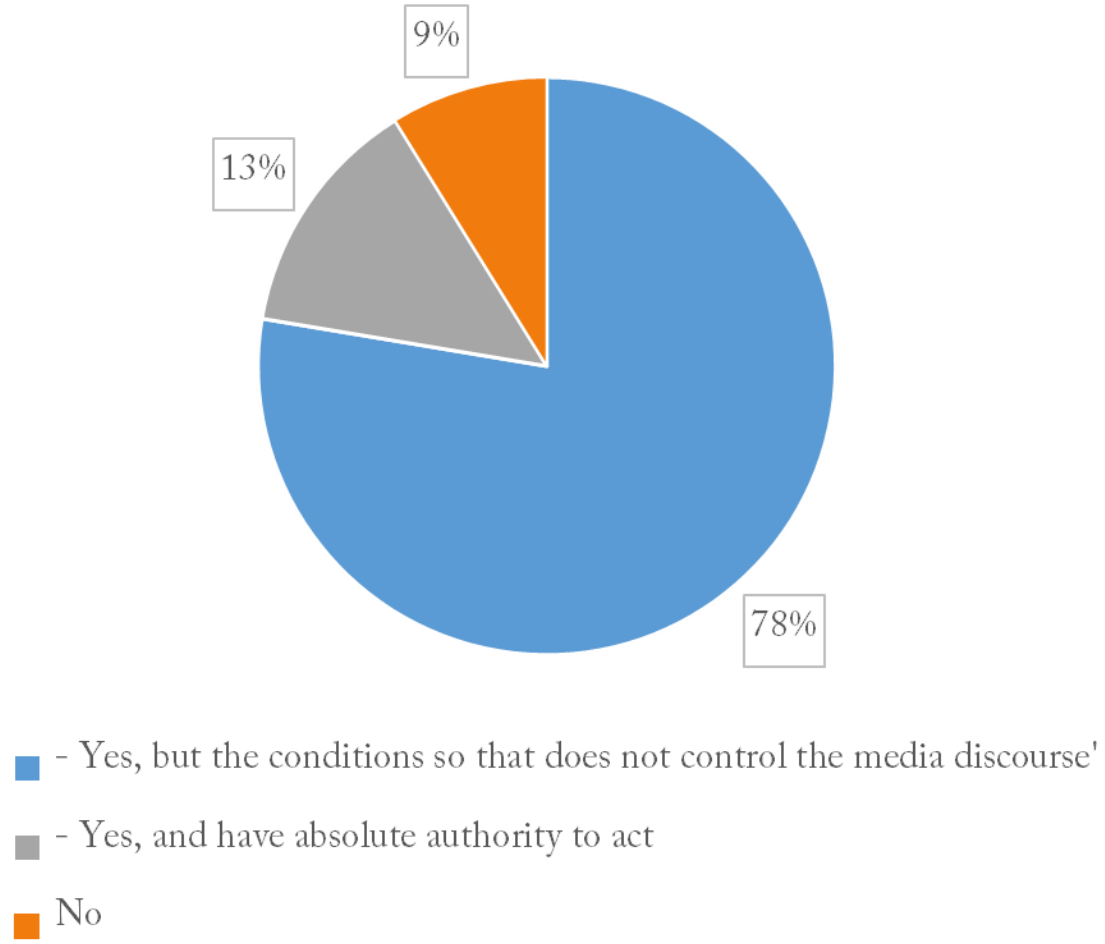
Media Influence Survey Results, Libya

Do you think the code of honor should be responsible for punishment of media channels and or journalists in the case they violate the code? (n=772)

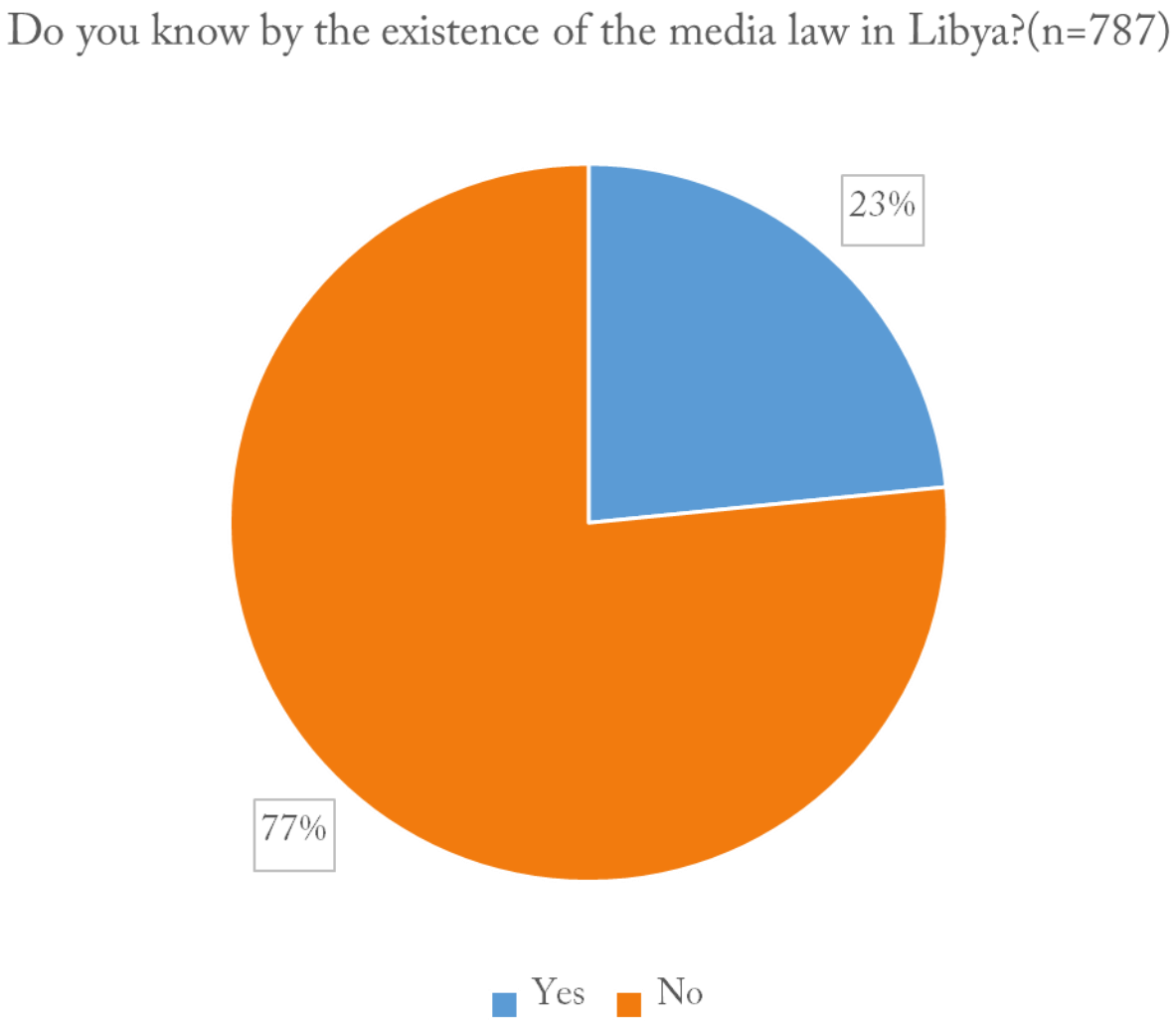


Media Influence Survey Results, Libya

Do you support the existence of a body or ministry to be coordinator and supervisors of media course and content? (n=761)

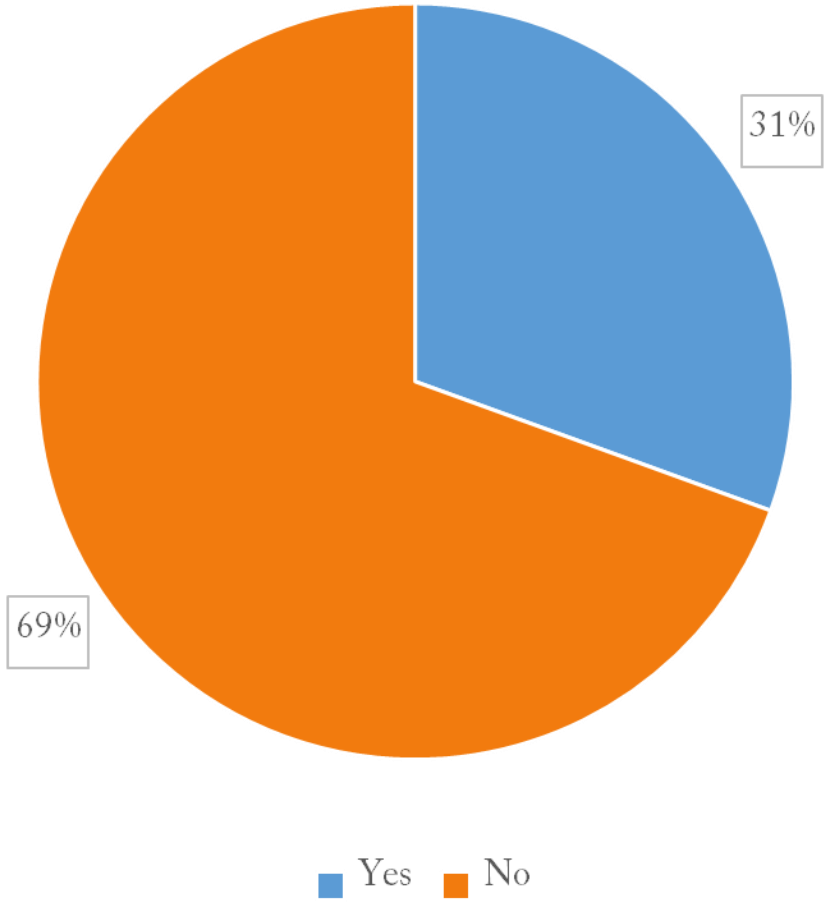


Media Influence Survey Results, Libya



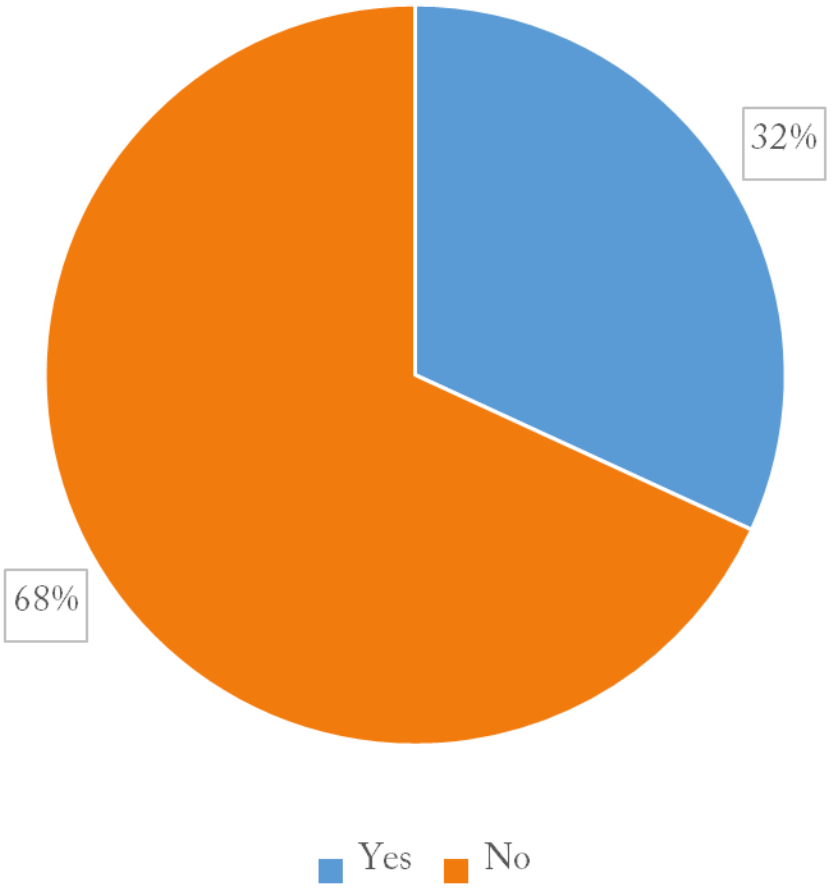
Media Influence Survey Results, Libya

If you answered yes, do you think it is appropriate to the current situation? (n=312)



Media Influence Survey Results, Libya

Do you think that the Libyan channels will implement media law? (n=726)



Also, despite the negative judgment on the orientations of the channels and outputs, 64% of respondents believe that the media has improved after February 2011, even though they differ in the assessment of freedom degrees available today when 40 percent voted the absence of media freedom while 30% said it was available. In addition about 79% rejected the idea of only one official channel model, instead they emphasized the importance of pluralism in the media, with the need for controls and sanctions whom the Ministry of Media should ensure its implantation (77.5%) and is guaranteed by the media code of honor - not media law - where 90% of participants in the survey supported the existence of the Coder, while 76.4% rejected the law, noting that 68% of the participants did not seem optimistic about the channel's commitment to the law and the Code.

Names journalists who have been mentioned in the survey:

- Noman Ben Othman 28 times,
- Faten al-Lami 19 times,
- Fathi Fadhli 17 times,
- Salah Baccouche 16 times,
- Ezzedine Aqeel 16 times,
- Hamza Thami 12 times,
- Alhady Aghannaa 10 times,
- Nabil ElHaj 11 times
- Mohamed Zidan 11 times,
- Mahmoud al-Misrati 8 times,
- Safwan Abusshman 6 times,
- Essam Al-Zubair 6 times,
- Faraj Abordjaah 6 times,
- Nazim Taiara 5 times,
- Ashraf Alshoh 5 times,
- Mahmoud Shamam 4 times,
- Abdelaziz rich 4 times,
- Salah Shalawi 4 times,
- Sanusi Pescra 4 times,
- Nizar Kreksh 4 times,
- Faraj Zeidan 4 times,
- Mays Al Reem 3 times,

Participants in the survey believed that the financiers of media channels are:

- Business men,
- UAE,
- Foreign agendas,
- Political parties and movements,
- The remnants of Gaddafi,
- Foreign Intelligence,
- Qatar,
- The Muslim Brotherhood,
- People with political Power,
- Funded by people from other countries,
- People with self-interest and ideological,
- People want to have a authority in Libya,
- Gulf states,
- Intellectuals,
- Turkey,
- Militias,
- Ministry of culture and media.

Participants answered how can adjust the media discourse in Libya:

- For all the channels to work under one roof, a Ministry of Media and the development of laws and regulations that govern the work of the channels.
- Commitment to religion based on the curriculum of Ancestors.
- Each channel will be responsible for what it publishes or broadcasts, and be held accountable for dishonest news by paying a fine and apologizing to viewers, otherwise it will be shut down .
- Law and accounting of false news.
- Code of ethics and means of regulation for those working in the media.
- Issuing strict laws to prevent discord.
- Tight surveillance.
- Broadcast from within the Libyan state and tighter legal censorship.
- There has to be an effective deterrent force law.
- A new law controlling the media and applying sanctions on the convicted also rapidly responding to cases brought in complaining against the media.
- It's a Big issue firstly you need to ensure security and stability and build state institutions and then work on the issuance and enforcement of laws.
- Issue a law criminalizing speech inciting violence.
- National spirit and sense of responsibility.
- Higher Media Council.
- Using a legitimate media surveillance run by the government.
- Through a media code of conduct
- That there is an association or union for Media, and a code of conduct that should be adhered to each media.
- Prevent external financing channels.
- Organize media discourse and place regulations on media officials.
- Litigation against the media in cases of defamation and lies.
- If strong surveillance is found
- The Ministry of Media and Culture
- Develop a road map of the scientists (independent care about Libya only) scientists and media experts
- Establish a monitoring center for media channels belonging to the Libyan state in addition to other non-governmental centers,
- Awareness and culture
- A patriotic and religious criteria agreed upon by those involved in the media.
- Everyone listens to one another and gives an opportunity regardless of their political orientation
- Fair dialogue channels with officials
- Supervision by a ministry especially for the media
- Spreading awareness and to educate for recipient
- Restrictions and controls and strict laws
- To report the funding party.

Conclusion

In the midst of the many negative aspects revealed by the answers of respondents, particularly the low confidence in the channel and Facebook pages and outputs, the results of the survey however revealed certain positive elements that need to be focused upon concerning the proper incorporation of media and guarantees of free media, particularly the development of:

- Rejection of the totalitarian model and to insist on the need for pluralism in the media landscape
- Support the idea of Media Code of Honor and not the media law, where the Code of Honor represents what is approved on by the people of expertise where as typically dominated the view of the decision-makers is that that is implemented.
- A huge focus by a large number of respondents on the importance in moderation in judgment and appreciation of professionalism and objectivity, and focus on credibility within the ethics of the profession.
- The level of awareness and private follow-up within the young segment of the population, who formed the majority of the participants in the survey, and their ability to evaluate which confirms their ability to play a vital role in repairing the situation in the country in general, and the development of media in the case they received training and the necessary guidance.

Accordingly, the poll places in front of researchers, activists, journalists and decision-makers important information which can be used to plan an improvement plan to correct and reform the media landscape in Libya which will ensure the achievement of the democratic transition and to promote national unity and coexistence between the various constituents and attitudes within Libyans.


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