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**The Role of the Daily Jordanian Press in Health Awareness
A Content Analysis Study**

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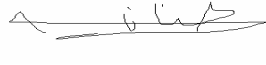
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2009 /

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نسخ من رسالتي للمكتبات أو الهيئات أو الأشخاص عند طلبها

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The Role of the Daily Jordanian Press in Health Awareness

A Content Analysis Study

Prepared by
Hanan Al-Kiswany

Supervisors
Prof. Issam Al-Mousa
Prof. Tahseen Mansour

Abstract

This study aimed at examining the role of the Jordanian daily newspapers represented by three dailies Al-Rai, Al-Ghad, Al-Dustour in raising public health awareness. It explored if the newspapers included clear and significant agendas among their priorities concerning promoting health awareness. In this respect, the study employed the descriptive-analytic approach, using the tool of content analysis that included a number of content analyses of 8 main categories, with a sum of 53 categories, both main and sub. Then, Holsti test formula reliability test was conducted, yielding an 81% intercoder. The tool was applied to a sample of 69 issues of the three newspapers during the year 2007.

For the purpose of analyzing the collected data, proper statistical checks were conducted. Where the study found an increase in the attention paid to health issues in the Jordanian newspapers, which became notable following the increase in educating campaigns to fight epidemic and non epidemic diseases, in addition to increasing concern with maternity, women and child health and food and drugs. Besides, the study findings revealed a lack of a clear agenda in the above mentioned daily newspapers to cover health topics albeit preventive health topics recorded the highest rates of coverage.

The study also underlined a retreat in the role of Jordanian News Agency (Petra) as a source of news for the Jordanian dailies in comparison with the findings of previous studies. At the same time, International news agencies (Arab and foreign) topped the sources of news in the year surveyed in this study. Nevertheless, the results of this study showed that Al-Ghad daily newspapers surpassed the other newspapers health-wise for dedicating a daily page for health issues in its lifestyle daily supplement, 'Hayatuna.'

The study recommended that newspapers should be called to pay more attention to health issues and place them among the priorities in their agendas, along with the political and economical topics that seize their front pages. Meanwhile, the study suggested implying clear media messages that aim to promoting healthier public behavior.

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:(Agenda –Setting Theory)

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.(Wenner: 1982 p254)

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.(297 :)

"McCombs and Ston"

"McCombs and Ston"

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.(Lynn , 2001: p5)

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.(168 :1996)

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.(Piotrow, et al., 1997: pp 2-3)

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.(Piorrow, et. al., 1997:P27)

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.(USAID: pp1-6)

-27 :2006)

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" (2001) A. Merton and M.duck

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117

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" (2002) MARC Boulay et al.

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⁽¹⁾.(2007) .

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(1) (141-140 :1989)

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893	14190	13260	1- 21
908	14205	13275	2 - 5
9233	14220	13290	2-20
938	14235	13304	3-7
953	14250	13320	3-22
969	14266	13336	4-7
984	14281	13351	4-22
999	14296	13366	5-7
1014	14311	13381	5-22
1029	14326	13396	6-6
1044	14341	13411	6-21
1060	14357	13427	7-7
1075	14372	13442	7-22
1090	14387	13457	8-6
1105	14402	13472	8-21
1120	14417	13487	9-5
1135	14432	13502	9-20
1151	14448	13518	10-6
1164	14461	13533	10-21
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.(WHO, 2005: p160)

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¹ <http://www.who.int/features/qa/62/ar/index.html>

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¹ http://news.bbc.co.uk/hi/arabic/arabic/newsid_1068000/1068879.stm

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¹ <http://www.aawsat.com/details.asp?section=15&issueno=10425&article=423523&feature=1>

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(135 :1992) "

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.(243 :2004)

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.(56 :1984)"

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.(102 : 2000) "

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" : - 5/5

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.(187 :2003) " (

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(133 :1992) "

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1998)

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.158-226

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$$81.1\% = \frac{86}{106} = \frac{2 \times 43}{53 + 53}$$

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28.40	115	40.00	46	38.26	44	21.74	25	
21.48	87	51.72	45	18.39	16	29.89	26	()
19.26	78	56.41	44	15.38	12	28.21	22	
8.64	35	60.00	21	17.14	6	22.86	8	
5.68	23	52.17	12	30.43	7	17.39	4	
3.95	16	62.50	10	18.75	3	18.75	3	
3.46	14	64.29	9	21.43	3	14.29	2	
3.46	14	50.00	7	21.43	3	28.57	4	
2.72	11	63.64	7	9.09	1	27.27	3	
1.73	7	57.14	4	14.29	1	28.57	2) (
1.23	5	80.00	4	0.00	0	20.00	1	

(3)

	(%21.5)	(28.4)
	(%8.6)	(%19.3)
	(%5.95)	(%5.68)
	(%3.5)	
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	.)	
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(%40.0)		
	.(%21.7)	(%38.3)
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		.(%15.4)
.(%17.1)	(%22.9)	(%60.0)
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	.(%17.4)	(%30.4)
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(3)

(Chi-square)

0.039	2	*6.488	
0.002	2	**11.989	()
0.001	2	**13.683	
0.001	2	**13.141	
0.055	2	5.810	
0.216	2	3.069	
0.166	2	3.594	
0.345	2	2.126	
0.288	2	2.488	
0.312	2	2.327	
0.354	2	2.075	()

(0.01)

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(0.05)

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Chi-)

(Square

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،13.683 ، 11.989 ،6.488)

(13.141 على التوالي، وعند دلالة إحصائية أقل من (0.05)

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61.2	248	51.6	128	21.4	53	27.0	67	
17.8	72	52.8	38	25.0	18	23.6	17	
21.0	85	50.6	43	29.4	25	18.8	16	

(4)

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(%25.0)

(%52.8)

.(%23.6)

(5)

(Chi-square)

0.001	2	**19.998	
0.001	2	**13.403	
0.021	2	**7.681	

(0.01)

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Chi-)

(Square

(13.403 ،19.998)

(5)

على التوالي، وعند دلالة إحصائية أقل من (0.01)

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(6)

64.44	261	51.0	133	25.3	66	23.8	62	المملكة عامة
26.42	107	56.1	60	20.6	22	23.4	25	دول أجنبية
6.17	25	44.0	11	20.0	5	36.0	9	دول عربية
2.96	12	41.7	5	25.0	3	33.3	4	غير ذلك*

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(%26.4)

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(%51.0)

(56.1%)

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(%33.3)

(7)

(Chi-square)

0.001	2	**15.007	
0.001	2	**21.557	
0.003	2	**11.540	

(0.01)

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(Chi-Square)

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(11.540 ، 15.007 ، 21.557) على

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(7)

التوالي، وعند دلالة إحصائية أقل من (0.05)

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(8)

58.52	237	49.79	118	23.21	55	27.00	64	
16.79	68	52.94	36	26.47	18	20.59	14	
16.79	68	70.59	48	14.71	10	14.71	10	
7.90	32	21.88	7	40.63	13	37.50	12	

(6)

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(8)

(%21.9)

(9)

(Chi-square)

0.036	2	*6.656	
0.001	2	**14.125	
0.001	2	**15.846	
0.352	2	2.089	

(0.05)

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(0.01)

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(Chi-Square)

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(15.846 14.125 6.656)

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40.49	164	49.39	81	24.39	40	26.22	43	
26.17	106	59.43	63	15.09	16	25.47	27	
11.11	45	51.11	23	46.67	21	2.22	1	
6.91	28	35.71	10	50.00	14	14.29	4	
5.43	22	68.18	15	13.64	3	18.18	4	
4.69	19	21.05	4	0.00	0	78.95	15	
1.48	6	100.00	6	0.00	0	0.00	0	
1.48	6	50.00	3	16.67	1	33.33	2	
1.48	6	66.67	4	16.67	1	16.67	1	
0.74	3	0.00	0	0.00	0	100.00	3	

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(%40.5)

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(Chi-square)

0.011	2	*9.006	
0.001	2	**21.756	
0.001	2	**16.391	
0.009	2	**9.501	
0.049	2	*6.050	
0.006	2	**10.394	
0.001	2	**16.861	
0.608	2	0.995	
0.210	2	3.125	
0.008	2	**9.772	

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(Chi-Square)

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6.050 9.501 16.391 21.756 9.006)

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29.88	121	70.25	85	19.01	23	10.74	13	
25.43	103	57.28	59	18.45	19	24.27	25	
13.09	53	26.42	14	20.75	11	52.83	28	
7.65	31	48.39	15	25.81	8	25.81	8	
7.16	29	31.03	9	68.97	20	0.00	0	
5.19	21	95.24	20	0.00	0	4.76	1	
3.95	16	18.75	3	68.75	11	12.50	2	
0.74	3	0.00	0	0.00	0	100.00	3	
0.74	3	0.00	0	100.00	3	0.00	0	
6.17	25	16.00	4	4.00	1	80.00	20	

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(Chi-square)

0.001	2	**18.593	
0.306	2	2.371	
0.001	2	**28.539	
0.001	2	**14.832	
0.001	2	**21.897	
0.075	2	5.174	
0.242	2	2.840	
0.376	2	1.957	
0.352	2	2.091	
0.291	2	2.468	

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(Chi-Square)

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58.77	238	45.38	108	25.63	61	28.99	69	
41.23	167	60.48	101	20.96	35	18.56	31	

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.(%41.2)

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(%29.0)

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(Chi-square)

0.002	2	**12.358	
0.001	2	**29.560	

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(Chi-Square)

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45.19	183	39.34	72	32.24	59	28.42	52	-
40.49	164	70.12	115	6.71	11	23.17	38	-
10.62	43	30.23	13	55.81	24	13.95	6	-
3.70	15	60.00	9	13.33	2	26.67	4	-

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(%40.5)

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(%60.0)

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(Chi-square)

0.087	2	4.887	
0.081	2	5.034	
0.001	2	**15.498	
0.001	2	**37.150	

(0.01)

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(Chi-Square)

(37.150 15.498)

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100	405	51.60	209	23.70	96	24.69	100	
70.37	285	58.60	167	21.75	62	19.65	56	
37.77	153	49.20	75	24.18	37	26.80	41	
17.28	70	44.29	31	11.43	8	44.29	31	

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.(%24.0)

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.(%24.2)

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(Chi-square)

0.001	2	**25.318	
0.021	2	*7.765	
0.001	2	**17.054	
0.001	2	**32.835	

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(Chi-Square)

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(32.835 17.054 7.765 25.318)

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3.70	15	-
45.18	183	-
10.61	43	-
40.49	164	-

(%40.5)

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100	405	
17.28	70	
37.77	153	
70.37	285	

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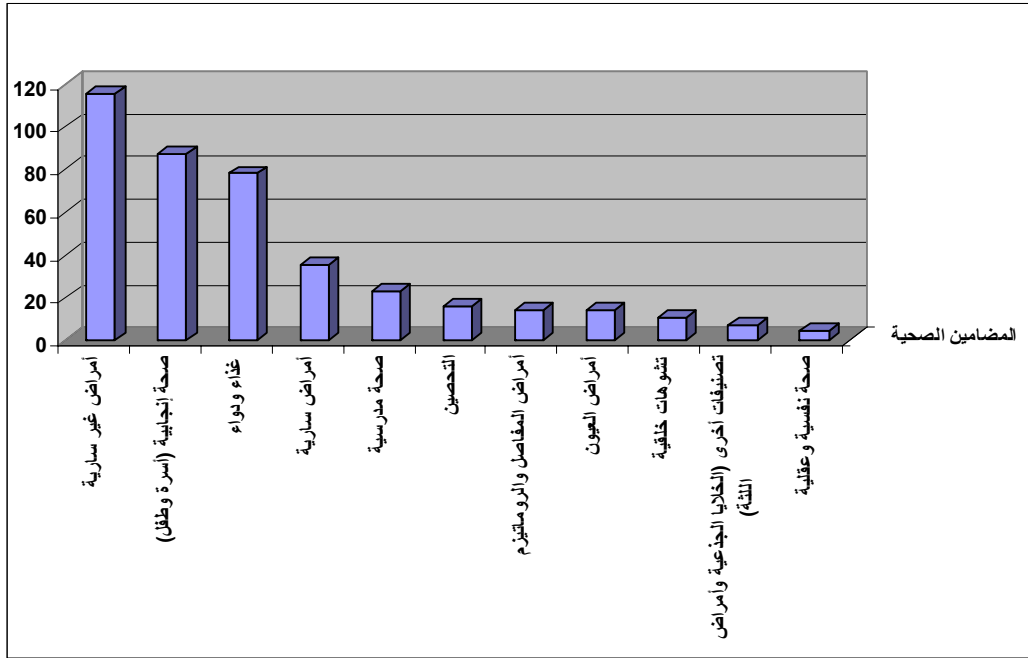
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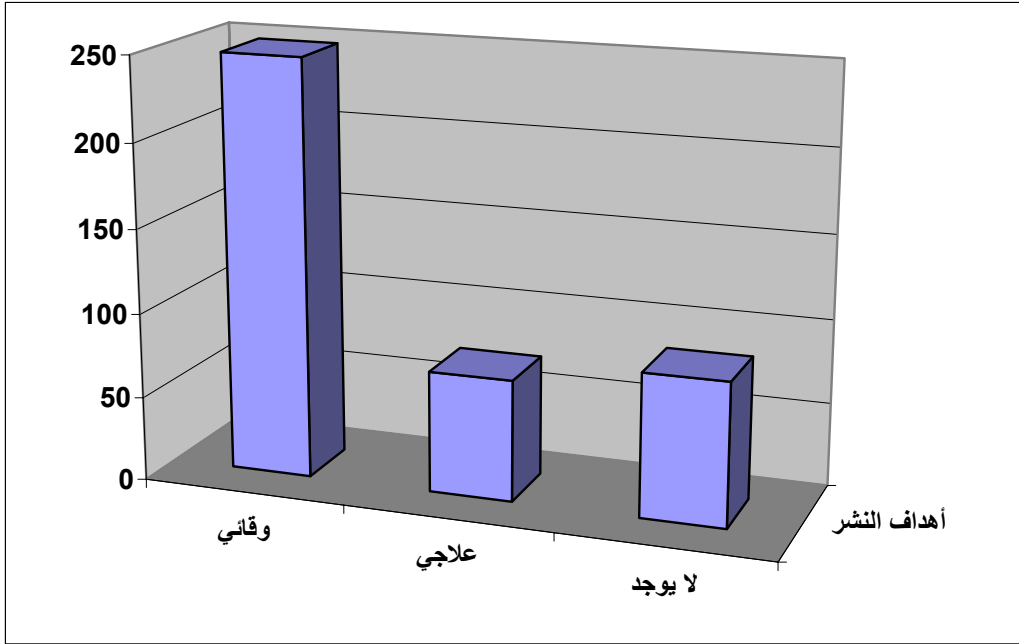
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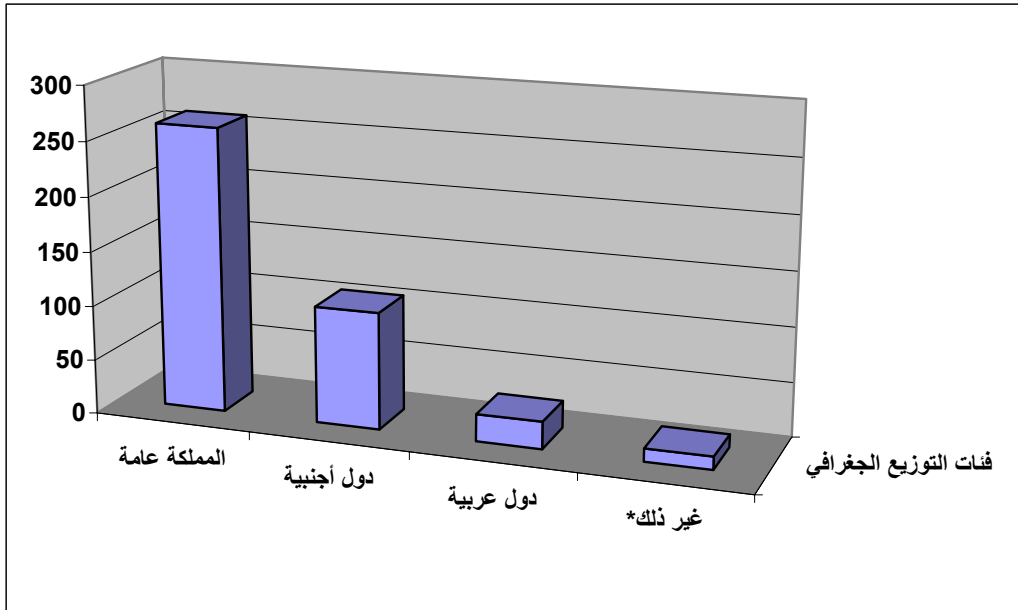
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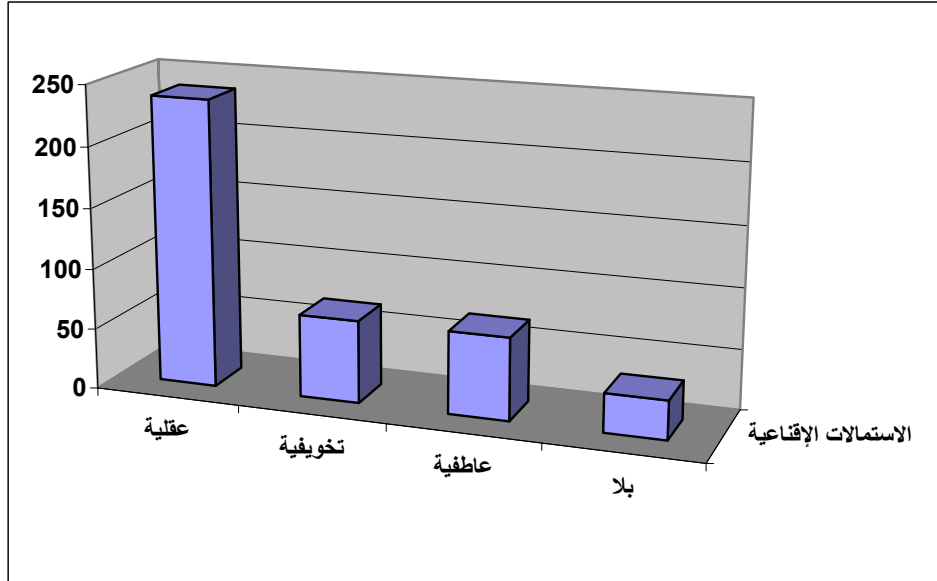
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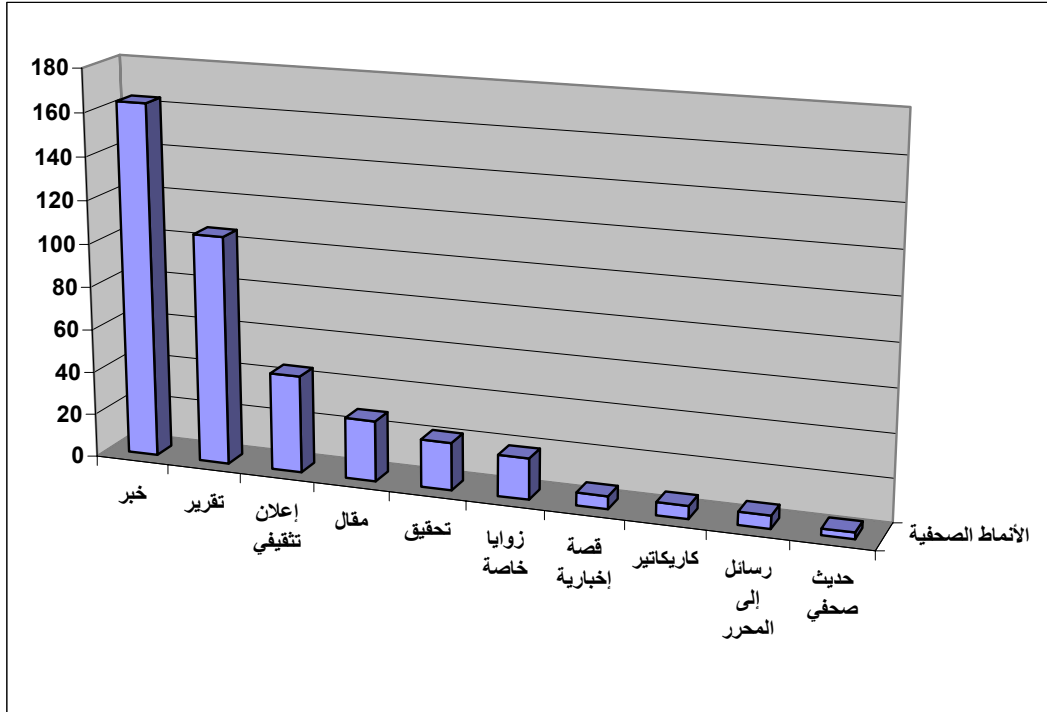
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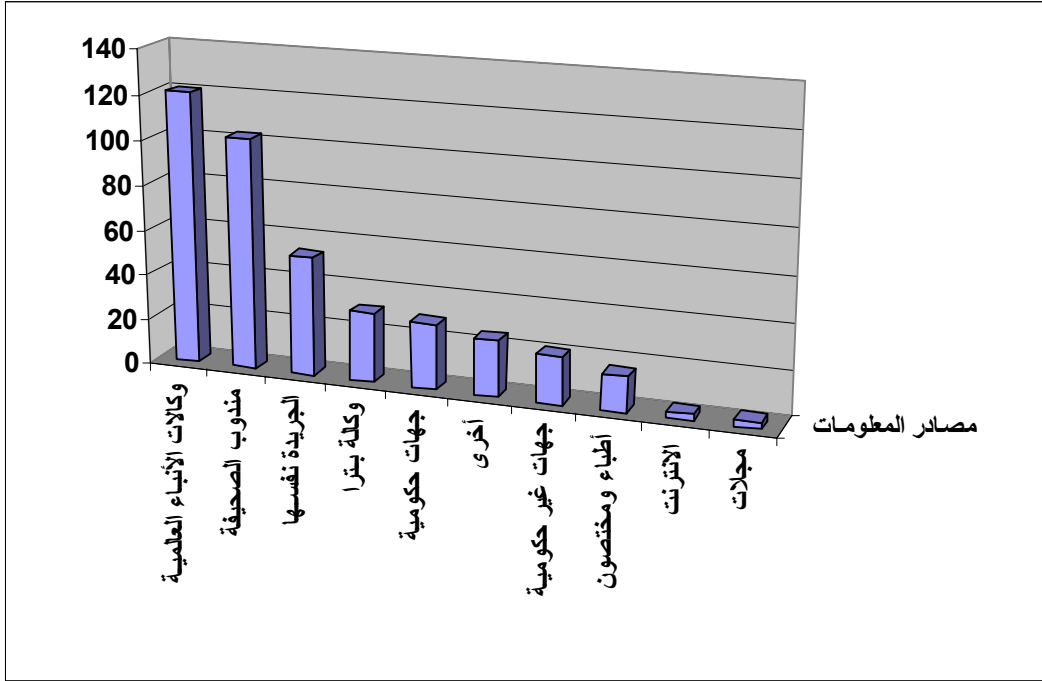
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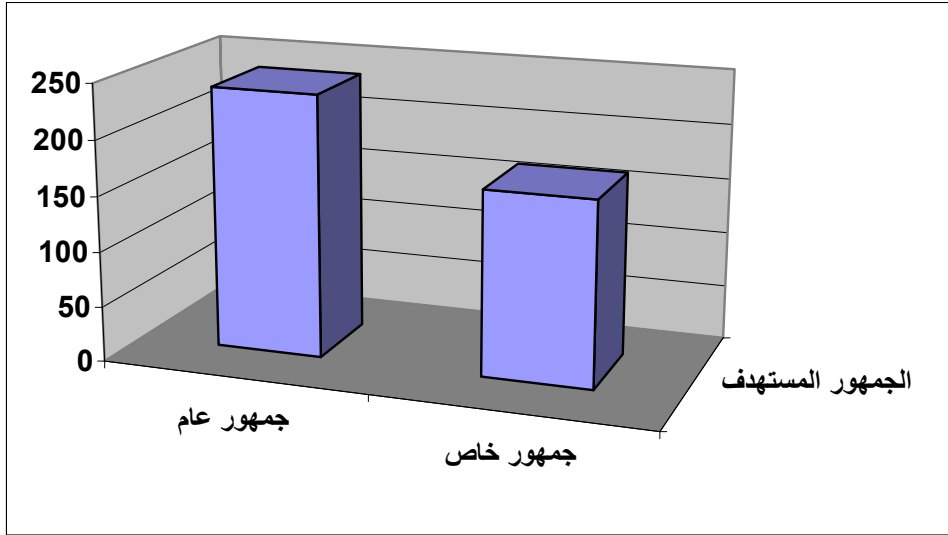
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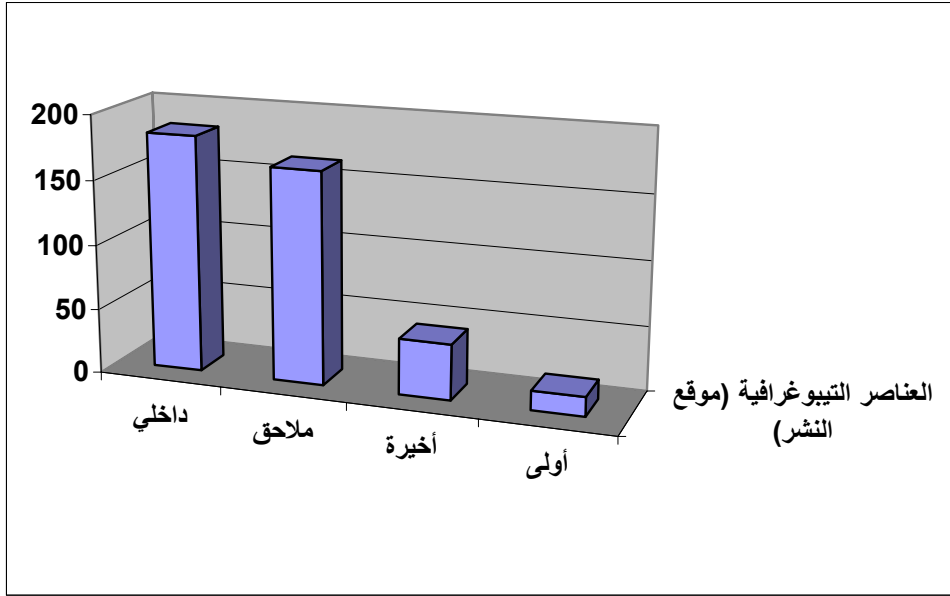
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