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Online news services among Jordanian universities students: A comparison study between Hybrid & Pure online news websites

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AUTHORIZATION

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DEDICATION

To my father and mother

No words can make me express my grateful and love

To my brothers and sisters

To my best friends in MEU

To all my family and friends

To my dream and hope

To the souls of martyrs of freedom everywhere

Acknowledgement

All the praises and thanks be to Allah, the Lord of all worlds and exist, the most Gratitude and the most Merciful

I would like to express my gratitude to my supervisor, Dr. Ashraf Bany Mohammad, whose expertise, understanding, and patience, added considerably to my graduate experience. I appreciate his vast knowledge and skill in many areas, and his assistance in writing reports (i.e., grant proposals and this thesis). Dr. Ashraf is the one teacher who truly made a difference in my life. He provided me with direction, technical support and became more of a mentor and friend, than a teacher

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ONLINE NEWS SERVICES AMONG JORDANIAN UNIVERSITIES STUDENTS

A COMPARISON STUDY BETWEEN HYBRID & PURE ONLINE NEWS WEBSITES

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ABSTRACT

As the rapid increasing of internet users in Jordan, and being ones the most visited websites by Jordanian people, online news services are acquiring an important position as news platforms for the Jordanian people. This study is concerned in the two main types of online news services: the hybrid online news service (the online version of a traditional newspaper) and there are 15 Jordanian websites of this type, and the pure online news service (the online news service that doesn't belong to a traditional media and newspaper) and there are 76 pure online services in Jordan.

This study has two main objectives: the first one is to determine the features and characteristics of both types, so the researcher prepared a structure comparison that contains 18 criteria and used four analysis tools via internet to collect data according to the structure comparison.

The second objective is to find out the dimensions that have an effect on the Jordanian universities students' choices for the type of online news service. For this

objective, the researcher designed a questionnaire consisting 20 items to gather information from the study sample that contained 630 Jordanian universities students from five different universities.

The results showed that the pure online news services ranked higher than the hybrid online news services in Jordanian traffic, and they have more links, images and animations (multimedia) too. Pure online services have a blog and RSS feed and connected with social networks more than the hybrid websites.

Results also showed that from the demographical dimensions only gender, age and computer skills had a significant effect on the students' choice for the type of online news service. Content dimension also effects on the students' choice.

الخدمات الإخبارية عبر الإنترنت بين طلبة الجامعات الأردنيــة

دراسة مقارنة بين المواقع الإلكترونية الإخبارية الهجينة و المواقع الإلكترونية الإخبارية الصرفة

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الملخص باللغة العربية

مع تزايد نسبة استخدام الإنترنت في الأردن في السنوات الأخيرة، و الازدياد الملحوظ في عدد المواقع الإلكترونية الإخبارية الأردنية و الإقبال عليها، و نظراً لكون المواقع الإخبارية الأردنية هي الأعلى إقبالاً من قبل مستخدمي الإنترنت في الأردن، فقد كان هذا كافياً من أجل دراسة هذه النوعية من المواقع الإلكترونية.

بشكل عام، يلاحظ أن هناك نوعين من المواقع الإخبارية: المواقع الإخبارية الهجينة و المواقع الإخبارية الصرفة. و مع أن المواقع الإخبارية الهجينة (التابعة لصحف مطبوعة) يفترض أنها تمتلك تاريخاً أكبر و خبرة أعلى في المجال الإعلامي في الأردن، إلا أنها تأتي

في مراتب متأخرة عن عدد من المواقع الإخبارية الصرفة و التي بدأت بالانتشار بشكل واسع في الأشهر و السنوات القليلة السابقة.

يوجد لهذه الدراسة هدفين رئيسيين، الأول هو تحديد الخصائص المميزة لكلا النوعين من المواقع الإلكترونية الإخبارية، و من أجل هذا الهدف قام الباحث بإعداد قائمة من المعايير للمقارنة بين كلا النوعين من حيث نسبة زيارتهما أردنياً و عالمياً، و إمكانية الوصول إلى الموقع و سهولة ذلك، و وضوح محتوياته و تنوعها، و جمالية شكله و تناسقه مع الأهداف المعد لأجلها، و أخيراً من خلال قدرة الزائر على التفاعل مع محتوياته.

و قد تبين من خلال النتائج أن أكثر المواقع الإلكترونية الإخبارية زيارة من قبل طلبة الجامعات الأردنية هي المواقع الإخبارية الصرفة، كما تبين أن المواقع الإخبارية الصرفة تحتوي على مواضيع و صور و روابط (hyperlinks) أكثر من المواقع الإخبارية الهجينة، كما أنها أكثر تفاعلية مع زوار الموقع من المواقع الإخبارية الهجينة. في حين كانت المواقع الهجينة أكثر شفافية من حيث ذكر تفاصيل عن إدارة الموقع الفنية و التقنية، كما كانت بشكل عام أعلى سرعة في تحميل صفحاتها عبر الإنترنت.

أما الهدف الثاني فهو من أجل تحديد الأبعاد التي يتوقع أن لها تأثير على اختيار طلاب الجامعات الأردنية (مجتمع الدراسة) لنوع الموقع الإلكتروني الإخباري، و الأبعاد التي اختارها الباحث في هذه الدراسة هي الأبعاد الديمغرافية و المهارات التقنية، و أبعاد محتوى الموقع الإلكتروني الإخباري، و خصائص الموقع الإلكتروني، و مقدم الخدمة الإلكترونية.

و لتحقيق أغراض هذا الهدف قام الباحث بتطوير استبانة مكونة من (20) فقرة، لقياس مدى تأثير هذه الأبعاد على خيارات الطلاب لنوع الموقع الإلكتروني الإخباري. و قد وزعت على عينة مكونة من 630 طالبا من عينة من خمسة جامعات أردنية هي الجامعة الأردنية، و جامعة العلوم و التكنولوجيا و جامعة مؤتة، و جامعة العلوم التطبيقية، و جامعة الشرق الأوسط للدراسات العليا.

و قد أظهرت النتائج أن هناك فروقا ذات دلالة إحصائية في اختيار الطلاب لنوع المواقع الإلكترونية الإخبارية تعزى لمتغيرات الجنس و العمر و مهارة استخدام الحاسوب، كما أظهرت أنه يوجد أثر ذو دلالة إحصائية لأبعاد محتوى الموقع الإلكتروني على اختيار الطالب لنوع الموقع الإلكتروني.

Chapter One

Study General Framework

1.1 INTRODUCTION

1.2 STUDY PROBLEM

1.3 STUDY QUESTIONS AND HYPOTHESES

1.4 SIGNIFICANCE OF THE STUDY

1.5 OBJECTIVES OF THE STUDY

1.6 STUDY LIMITATIONS

1.7 STUDY DELIMITATIONS

1.8 STUDY MODEL

1.9 TERMINOLOGIES OF THE STUDY

1.1 INTRODUCTION

In the last two decades the world has witnessed significant developments and innovations in the field of information and communications technologies more than anyone could imagine. Internet has emerged as a new media form and platform for creating, sharing and disseminating huge volumes of information and knowledge around the Globe. With the advancement of web tools (such as Web 2.0) users experience has been exploited new features that support personalization, interactivity, content creation, and accessibility to real-time data, information and news (Jankowski & Van Selm, 2000; Ha & James, 1998; Laudon & Laudon, 2006). Such features allowed more and more people to rely on Internet as their ultimate source of information and news. This made the World Wide Web news service providers the primary media source for many people.

Consequently, after more than three centuries of traditional media domination, traditional media was under a huge pressure to change their business processes and adopt these new Internet technologies and tools to sustain their business and address this competitive environment.

Therefore, in keeping pace with these huge technology advancements and moving into the digital age an electronic versions of the traditional newspapers were launched (the hybrid versions for news providers). However, with the introduction of Web 2.0 and the development of the user created connect tools, new competitors rose to compete with these traditional news providers and their electronic (hybrid) model. These competitors introduce more interactive user-centered online news. These competitors were generally journalists and media players who managed to utilize the new web technologies to create

"pure" online news websites that don't have any physical presence with very much less costs than the other media forms. These new providers relied on user created content, citizen-reporter model, less censorship and more interactivity in their news websites. These features allowed readers to become part of the news through different forms. User can now write articles and comments with less censorship, share videos, become a reporter and even an editor. These features made these new media forms more attractive than the traditional news websites which were operated in the same way as the offline news form and did not change much with the development of technology.

In Jordan, as many other developing countries, news was almost dominated by few traditional governmental or semi-governmental news service providers (newspapers and national TV). However, with the increased diffusion of Internet in Jordan, everything has changed, the number of the pure online news service providers and their audience grew significantly, and we have witnessed the introduction of more than 100 pure online news service providers from this category. As the Internet users population is growing in Jordan, accounting for almost 1.741.900 persons (27.2% of the population) according to Internet World Stat in December 2010, more and more people are migrating toward these new online news providers.

Current numbers from Alexa clearly show that the pure online media providers in Jordan are ranked (visited) in much higher positions than the traditional newspaper websites. For instance, Saraya news ranked 9th in the most visited websites by Jordanian people; while Ammon news ranked 11th and Khaberni ranked 14th according to Alexa rank in December 2010.

Thus, traditional newspapers hybrid version needs to pay more attention in order to meet these huge challenges, and to stop the reader's migration toward these new service providers.

1.2 STUDY PROBLEM

In the light of the previous discussion, and while the number of pure online media providers and users (youths represent the majority of Internet users, and mostly educated students) in Jordan is increasing, and more readers are migrating to pure online media, the need to explain the differences in the users preferences between the two types of the online news service providers becomes critical. Thus, media providers need to understand why and how these changes are undertaken. Both news service providers need to explore the factors that contribute in the growth of their business. This thesis aims to address the key feature differences between the online versions of traditional newspapers and the pure online news media and how different features and other factors control their readership.

1.3 STUDY QUESTIONS AND HYPOTHESES

This thesis seeks to answer two main questions:

Q1: In terms of technical characteristics, what are the differences between the two types of news websites?

Q2: What are the main dimensions that affect the Jordanian students' choices? and how much each of these factors affects their choices?

In this study four dimensions are identified and will be tested to measure each ones' impact on the users' preferences, these are: demographic dimensions & technical skills, content dimensions, website features dimensions, and media provider dimensions.

From the last question (Q2) the main hypothesis can be summarized as follows:

Ho1: There are no statistically significant differences of the Technical skills and the demographic dimensions in choosing the type of news website at level ($\alpha \leq 0.05$).

Ho2: There are no statistically significant differences of the content dimensions in choosing type of news website at level ($\alpha \leq 0.05$).

Ho3: There are no statistically significant differences of the website features dimensions in choosing type of news website at level ($\alpha \leq 0.05$).

Ho4*:* There are no statistically significant differences of the media provider dimensions in choosing type of news website at level ($\alpha \leq 0.05$).

1.4 SIGNIFICANCE OF THE STUDY

The importance of this study lies under the following reasons:

1. Benchmarking the key features of success for media websites.
2. Exploring and identifying the user preferences and attempting to explain and forecast user the needs from hybrid and pure online media sector.

3. Result from this research may reveal useful recommendations for both types of online newspapers which can contribute in improving websites and increasing audiences.

4. Scarcity of similar studies of this kind in Jordan

1.5 OBJECTIVES OF THE STUDY

There are two main objectives for this study:

1. Differentiate between Hybrid and Pure online news websites features in terms of accessibility, currency and clarity of design.

2. Define the impact of the following four dimensions on user preferences:

   a. Demographic dimensions (sex, age, educational level, Internet access availability, computer availability, Internet skills, and computer skills).

   b. Content dimension (Geographical, language diversity, multimedia, entertainment, job advertising, and classified ads).

   c. Website features (accessibility, clarity, design, and interactivity).

   d. Media provider (reputation, credibility and length of internet presence).

1.6 STUDY LIMITATIONS

- Location limitation: all Jordanian news websites (the two types of online newspapers)

- Timeline limitation: The academic year 2010-2011

- Human resource limitation: Jordanian universities students

1.7 STUDY DELIMITATIONS

- This research is limited to a sample of Jordanian universities.

- Only a sample of students from the selected universities was taken in this research.

1.8 STUDY MODEL

*Oval shapes: Independent variables.   *The square shape: the dependent variable
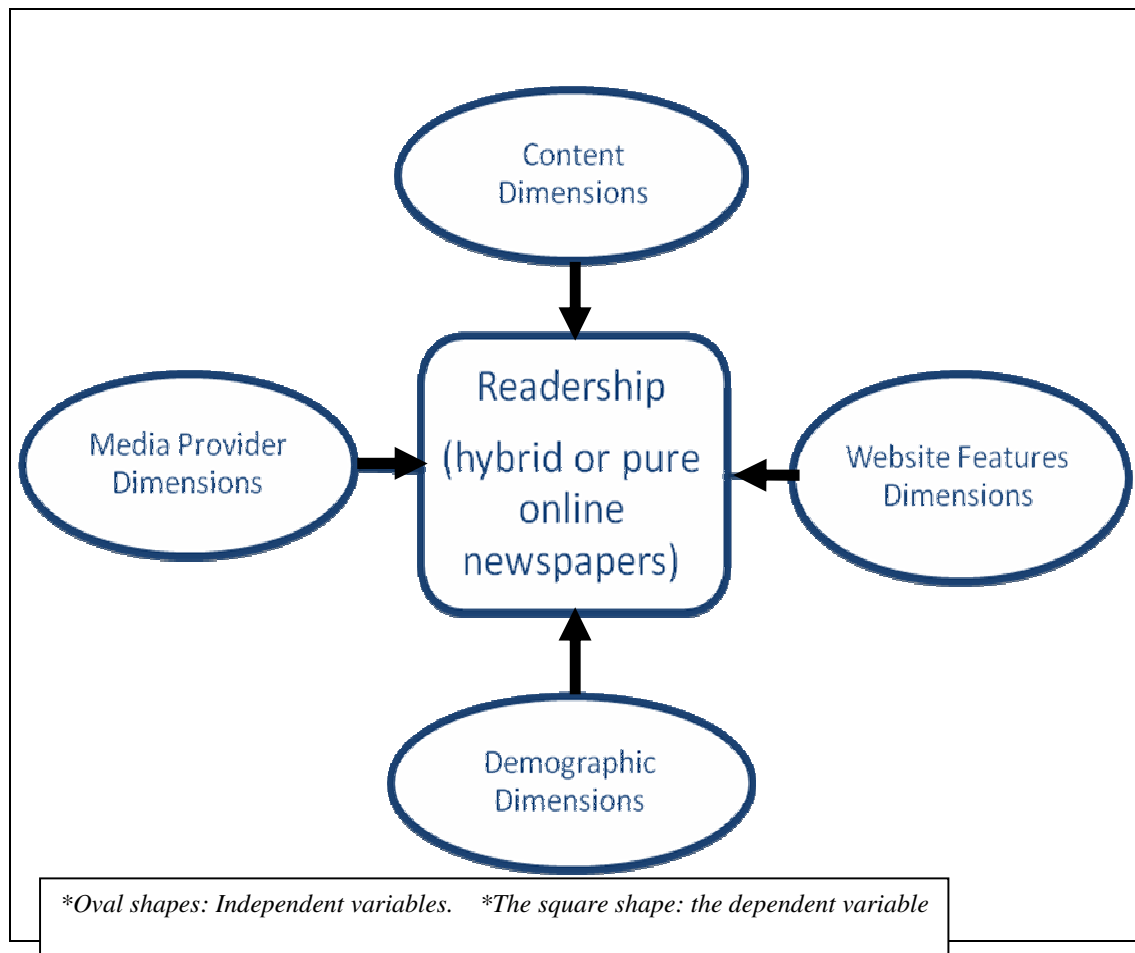
Figure (1-1) Study model (prepared by the author)

1.9 TERMINOLOGIES OF THE STUDY

1. Circulation: is the number of copies it distributes on an average day (Kaiser & Kongsted, 2005:5).

2. Classified Ads: a short advertisement in a newspaper or a magazine (usually in small print) and appearing along with other advertisements of the same type (Kumar, 2002:48).

3. Content dimensions: are the dimensions which are concerned with the content of newspaper such as text news, multimedia, entertainment, and advertising.

4. Credibility: refers to an audience's perceptions of the newspaper. It's measured by four factors: believability, fairness, accuracy, and depth of information (Johnson, 2004).

5. Technical skills & Demographic dimensions: Gender, age, education, computer availability, Internet availability, computer skills, and Internet skills.

6. Entertainment: is the entertaining and play services in the website such as towers and games like Sudoku and crosswords (Martin & Adam, 1994:248).

7. Geographical scope: differences of news orientation by website geographical scopes (national or local).

8. Hybrid newspaper: is a newspaper that provides the news in both versions print and online (Chyi et al, 2009:2).

9. Job advertising: is an advertisement placed when a job vacancy arises within a company or an organization (Kumar, 2002:48).

10. Languages diversity: the diversity and availability of website service and information in several languages.

11. Length of Internet presence: is frequently counted using the age of website (Zeng, 2002).

12. Multimedia: is the use of several media tools to convey information (text, audio, graphics, animations, video, and interactivity) (Kumar, 2005:13).

13. News currency: the information that can be refreshed to reflect the most current updates to the content (Bruce, 2004).

14. Online news services: a website which provides news on a basis which is close to real time (Wurff & Lauf, 2005:20).

15. Online newspaper: is a newspaper that exists on the World Wide Web or Internet, either separately (pure online media) or as an online version of a printed newspaper (Wurff et al, 2008:403).

16. Print Newspaper: is the newspaper which provides news and other content by papers (Martin & Adam, 1994:248).

17. Pure online news services: is just online newspaper without a physical newspaper companion (Chyi et al, 2010:62).

18. Reputation: overall estimation of the character or quality of a newspaper generally held by those who know it or read it (Park & Lee, 2009).

19. RSS feed: is a family of web feed formats used to publish frequently updated works; such as blog entries, news headlines, audio, and video; in a standardized format (Smith, 2009:194).

20. Technical characteristics: in this study, it means the features of the websites, such as accessibility, clarity, currency, interactivity and design.

21. Title bar: This wide horizontal bar spanning the top of any window, where the title of window appear (Quercia & O'Reilly, 1993:8).

22. Web accessibility: how people with disabilities can perceive, understand, navigate, and interact with the Web, and can contribute to the Web. Web accessibility also benefits others, including older people with changing abilities due to aging (Calero et al, 2008:21).

23. Website features dimensions: are website set of characteristics such as accessibility, interactivity, and links (Zhang et al, 2002).

24. Website traffic: is the amount of data sent and received by visitors to a website (Heijden, 2003).

Chapter Two

Theoretical Framework and Previous Studies

2.1 Introduction

2.2 Background

2.2.1 Media throughout history

2.2.2 Newspaper

2.2.3 Online news services

2.3 Theoretical Framework component

2.4 Previous Studies

2.1 INTRODUCTION

This chapter discusses the literature review and presents previous relevant research. This includes topics on media and newspapers history and development, online newspapers development and types, and the growth of online news services in Jordan.

Later in this chapter, theoretical framework (variables and dimensions in this study) will be discussed. Finally, this chapter will present the most relevant previous studies which were useful for this study.

2.2 BACKGROUND

2.2.1 MEDIA THROUGHOUT HISTORY

Media has been around ever since human being started to gather themselves into tribes and nations. Humans have developed methods of communications in order to expand the scope of a man's information and knowledge. The Paleolithic paintings found at Lascaux caves in France were an inevitable evidence of media existence before more than tens of thousands of years. These paintings are no less viable expressions of media than magazines and newspapers (Thwaites, 2000:21).

The revolution in media started with the invention of printing. Newspapers, magazines, and books were the main characters of that revolution. At the ending of the nineteenth century, the age of information and communication technology started, radio, wired telephone, TV, and fax are some of the main tools of media since that time (Reynolds, 2009:169).

However, all of these media channels had changed with the rise of Internet age and globalization. New media form and platform with new features was developed. Convergence and universal access of news became visible. (Chun & Keenan, 2006:4)

2.2.2 NEWSPAPER

Historical background

In 1820, the monthly literary register (Oxford University) defined newspaper as any paper, magazine or periodical containing public news, intelligence or reports of events, or any remarks or observations thereon (Martin & Adam, 1994:248).

Printed newspaper appeared several centuries ago. Since then newspaper stayed as one key media form. Newspapers have been characterized through following four main factors (Faulstich, 2000):

- Publicity: Its contents are reasonably accessible to the public.

- Periodicity: It is published at regular intervals.

- Currency: Its information is up to date.

- Universality: It covers a range of topics.

Content and types of Newspapers

Newspaper usually contains political, economical, artistic, entertainment, and sports news. Newspaper also contains articles and opinions of politicians, writers or journalists, and it also contains entertainment features such as crosswords, Sudoku, and horoscopes, and publishes weather news and forecasts, and flights times. Newspaper also

has some special columns that talk about issues like health and social advices, movies reviews, and displays advertisements (Martin & Adam, 1994:248).

NEWSPAPER IN JORDAN

Since the establishment of Eastern Jordan Emirate in 1921, the print newspapers emerged in Jordan. The right is above (Alhaq Ya'aloo) was the first published newspaper in Jordan in 1921 in Ma'an, and in 1923 the Jordanian government bought the first new printer in Jordan (O'dat & SHokor, 2008:1).

In fact, the first real Jordanian newspaper appeared in the mid-sixties of the last century during the conflict with Israel in 1967, and it was called: Addustour; daily and political newspaper, followed a few years by Alrai and Al-liwa newspapers (Alkhaza'leh, 2003), and since that time Jordan witnessed the establishment of many newspapers, and now in 2011 there are 46 Jordanian print newspapers; 8 of them are issued daily (Njadat, 2009)

2.2.3 ONLINE NEWS SERVICES

Internet and media

Since the end of the last century; when Internet emerged, a lot of things related to the media have changed. The picture of media in people minds has also changed. The Internet changed the definition of communications by killing the distances between peoples and countries, between events and peoples, and between media channels and peoples (Cairncross, 1997:3).

Internet introduced a new model in media, which was capable of fulfilling anyone's needs; so the old man who got used to read his newspaper daily can read the same newspaper on Internet, and the kid who loves TV cartoon shows can watch them on Internet too, and the lady who is obsessed by calling her friends on the phone can do it on the Internet the same way, and the list goes taller and taller. About two billions use Internet around the world (Internet World Stat, see table 2-1).

Table (2-1) the increasing Internet users around the world in last 10 years from Internet World Stat website (compiled by author)

Population (2010 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2010
6,845,609,960	360,985,492	1,966,514,816	28.7 %	444.8 %

Internet features significantly supported the development of media and communications. Huge volume of information, real time cross borders communication, content creation, multimedia content, ease of use, easy access, and 24/7 availability (Wurff et al, 2008:410) are just some of what made the Internet media interesting.

New electronic media is considered very diverse; it comes in many forms and can be accessed from anywhere, it is less controllable; offers more freedom, and little startup cost (Al Dulaimi, 2011:18)

WEB 2.0 AND INTERACTIVITY IN ONLINE NEWSPAPERS

One of the most significant properties of Web 2.0 is interactivity; the reader was given the ability to interact with the online material and discuss his or her opinion with more space and much less censorship. Thus, Web 2.0 pushed the introduction of many new significant forms of online media; Blogs, wiki's and social websites represented one of the biggest steps toward the popularity of user created media and online news services, and toward enhancing the user controlled online media experience (Hammer & Kellner, 2009:207).

Yet, interactivity is a flexible word; we may say: this website provides more interactivity with the user than others. There are many dimensions to measure the interactivity, and they are (Al-najjar, 2009:566):

1. The multiplicity of choices available to users
2. The possibility of contacting the newspaper and its editors
3. The possibility of personal communication
4. Continuous monitoring of the website
5. The "search" feature
6. The possibility of adding

According to these dimensions, many different levels of interaction were found between websites, and these levels are controlled by many factors, mainly by the service providers.

Online news services

Electronic media is a term that represents a wide set of media forms that include: TV, Radio, Fax, Internet and any other electronic media type. However, in this study we focus on the electronic forms of news services that are presented over Internet, and there are two types of these news services: the first type is the online news service that represents a traditional newspaper or media channel, and the second one is the online news service that doesn't have any physical presence. In this study we address the professional online news services, not blogs or Facebook, but professional news services websites that provide news on a real time basis and in a professional manner.

Many studies (such as Chyi, 2009) have differentiated between the online news services, and classified them to hybrid (the online version of print newspapers or traditional media channel) and pure online news websites.

a. Online version of newspaper

Because of the rapid growth of Internet users, classical (traditional) media channels had to move and address the risks and threats and turn them into new opportunities.

Newspapers (and other traditional media) like any business seek to enjoy the benefit from Internet. Therefore, traditional newspapers made their own websites which reflected the same structure and material of print versions but with some additional features such as multimedia. This type of websites is called the online version of traditional newspaper (Kaiser & Kongsted, 2005:1). Figure 2-1 shows an example of such case.

Figure (2-1) website of Alrai newspaper 2011

In recent years newspaper providers are presenting news in two versions of media (print and online) or as print newspaper with a companion website, (called hybrid newspaper in Chyi et al, 2010:62).

According to (Kaiser&Kongsted, 2005:7) this form of news providers has three degrees of influence:

i. Negative effects of website visits on circulation: this may happen if the audiences of the print newspaper go to the online version, then the sales of print newspaper will decrease.

ii. Positive effects of website visits on circulation: when the companion website raise the sales of print version by giving the online readers a good picture and idea about the other version, or by offering online subscription for its print version.

iii. No effects: if the last two degrees of effects are equal.

b. Pure online media

A new type of online newspapers has emerged in the last few years. This type comes in the form of a website, but with special characteristics. These websites were characterized by less control and governance (censorship), more interactivity and chances to make people contribute in the news creation and dissemination process.(Chun & Keenan, 2006:12)

This type of online media is spreading very quickly, as people are getting more involved in events and news. Like any newspaper or media, this type has high diversity and many types of content (such as politics, economics, business, culture, art and sport). Figure shows a snapshot of such type of news websites.

Figure (2-2) Saraya news website 2011

Online news services in Jordan

In the last few years, online news services in Jordan have increased dramatically, due to the rapid spread of Internet services and Internet knowledge, especially among students of all levels of education including high school, undergraduates, and graduates. (Figure 2-1) shows how the number of Internet users in Jordan is increasing rapidly
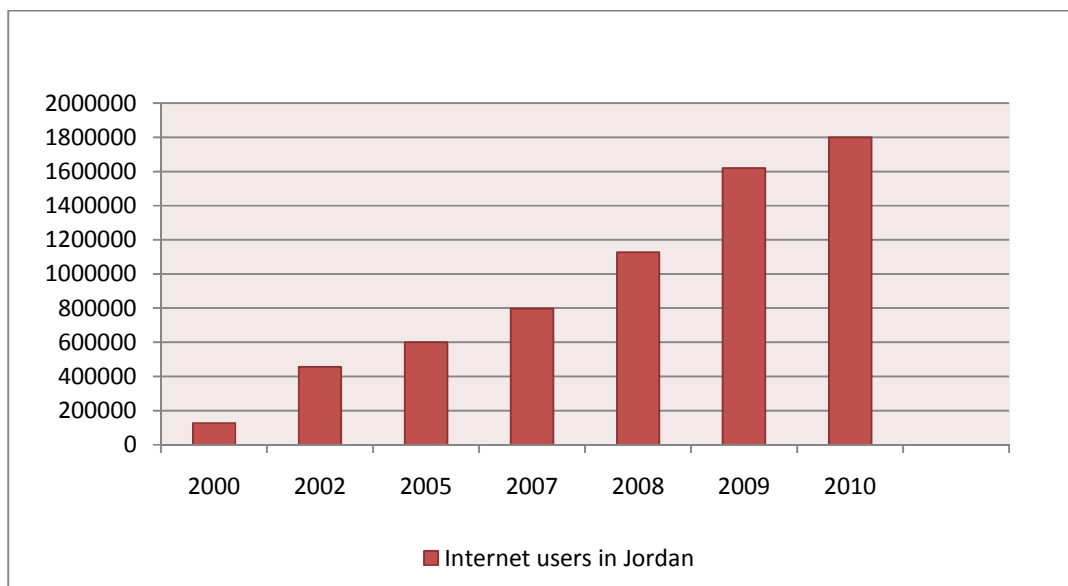
Figure (2-3) Internet users in Jordan in last decade (complied by author, data source from Internet world stat 2010)

The percentage of using Internet in Jordan is (27.2%) in 2010. This means that there are a large number of people using Internet as a communication and information channel, this was an enough reason for the Jordanian newspapers to consider entering the Internet market. And now there are 15 Jordanian print newspapers that have a website (appendix 1), and there are many pure online newspapers (appendix 2).

About 100 Jordanian websites provide online news now, but do they have a considerable audience? And a good traffic percents?

Table (2-2) top 20 websites visited by Jordanians from Alexa in April, 2011
(compiled by the author)

No.	Website	No.	Website
1	Facebook.com	11	*Ammonnews.net*
2	Google.jo	12	msn.com
3	Youtube.com	13	wikipedia.org
4	Google.com	14	*khaberni.com*
5	Yahoo.com	15	4shared.com
6	Live.com	16	Xnxx.com
7	Maktoob.com	17	Twitter.com
8	Kooora.com	18	Aljazzera.net
9	*Sarayanews.com*	19	*Alghad.com*
10	blogspot.com	20	*Almadenahnews.com*

- *Jordanian online news websites*

Table (2-2) shows that just five Jordanian websites are in the top 20 favorite website for Jordanian people, (Facebook, Google, Yahoo and YouTube are the best traffic websites around the world –not only in Jordan-), but what are the five Jordanian websites in this list?

Those websites are not ministries websites, universities websites, huge companies or organizations websites, all of these five websites are online newspapers or news services providers.

2.3 THEORETICAL FRAMEWORK COMPONENT

According to the previous studies (Appendix 6), there are many features and properties for the online news services that make them different from traditional media, and other websites.

In this study, four main dimensions were defined:

1. The content of website (De Wall, 2009, Wurff, 2008): The content of website contains terms and subjects issued by the websites, these terms and subjects change from a website to another in terms of the type of news provided (political, economical, athlete, artistic, scientific, etc) (Chyi, 2010; De Waal, 2005), geographical particular of provided news (Local or national news) (Sylvie, 2007), political orientation (governmental, independent, opposed). (Golde, 2010), and the available languages in the website (Wurff, 2008), Texts (news and information), multimedia (videos, flash, images … etc), entertainment (such as games and towers), job advertisements, classified and display ads, and official announcements and deaths.

2. Website features dimension (Chyi, 2009, Wurff, 2008): Internet has supplied service providers by many features and properties. New features and technologies emerged and improved websites services. Yet features vary from website to another due to many reasons such as audience need, financial capacity, technological capacity, and the ambition.

This dimension is very important, but on the other hand it is very wide. These are some of the website features variables:

a- Domain name, title and keywords (Whois.domaintools.com)

Domain name may be evaluated by many variables such as age of domain name and domain relevancy, title of the page and its relevancy: words in the top of web browser to describe the website contents, and keywords and its relevancy: word using to find the website via search engines.

b- Accessibility (Abanumy, 2005)

It can be measured by the time of download, search engine rank, helping special needs people (Davies, 2001), and using social networks (Facebook, twitter)

c- Multimedia (Wurff, 2008)

Such as videos, flash and animations, audio, images, and RSS feed (Really Simple Syndication)

d- Design and shape (Zhao, 2003)

It concerns about the text and headings (Colors, type of font, size of font), amount and size of multimedia, number of terms and subjects, size and number of pages, and the background and themes of pages.

e- Interactivity (Deborah, 2009, Alghareeb, 2009)

Which has many faces and ways, such as blogs (Johnson, 2004), conversation forms (website grader), author and technical contact information (Domain tool), and RSS feed (Really Simple Syndication)

f- Hyperlinks (Aladwani, 2002)

Hyperlinks in websites have many types, according to their goals:

i-   External links: links to pages outside the website (Scholtz, 1998)

ii-   Internal links: links to other pages within the website (Scholtz, 1998)

iii- Invalid external or internal links.(Smith, 2001)

g- Currency of information (Kunst, 2002): the information that can be refreshed to reflect the most current updates to the content (Bruce, 2004)

h- Rich Text Format(RTF): document file format with published specifications (Kent, 1996:43)

3. Media provider (online news services website owners) dimension.

The service provider of news and media is a very important element in media circle. Many characters or variables can describe or evaluate the news service providers.

According to many previous studies, the researcher found that media providers' dimension can be: the political orientations of media provider (McCabe, 2010), the reputation of media provider, and the credibility (Kunst, 2002). According to (Johnson, 2004) credibility consists of four variables: the believability, the fairness, the depth of information, and the accuracy of transferred news, and length of Presence (Zeng, 2002).

4. Demographic dimensions

There is no doubt that our own personal characteristics have a significant impact on our choices

Demographic dimension may have an effect on choosing the type of media or online news services website. (Mersey, 2005; Hope, 2004)

There are many demographic variables, such as gender (Chyi, 2010), age (Chyi, 2010), income (Bentley, 2000), culture (Hong, 2008), educational level (De Waal, 2005), race (Mersey, 2007), favorite type of news (political, economical,

athlete, artistic … etc.). (De Waal, 2005), having computer and Internet (Al Dalo, 2002), computer skills (Al Dalo, 2002), Internet skills and experience (Al Dalo, 2002).

2.4 PREVIOUS STUDIES

- Al Dalo (2002) in his study, titled "Electronic media and the potential impact on print newspapers", explored and identified the electronic press in Palestine with regard to technical and human capabilities, and the possibility of having an influence on the printed press in Gaza Governorates in particular. For this research, the researcher distributed 100 surveys to a sample of 1200 organizations in Gaza have a subscription in internet (the community).

The study revealed that: Palestine has known electronic press at an early time in comparison with other Arab countries and that the electronic press relatively appears in the PDF and it is supervised by specialized companies.

The study also showed that 64.28% of the studied samples are in favor in one way or another of reading the printed papers after their subscription to the internet and about 81.26% of them kept buying the printed papers regularly and sometimes occasionally after subscribing to the internet. However, 37.8% of the sample attributes their referring to electronic press to the fact that it offers extra information; the same ratio thinks that it is more independent.

- In (Zing, 2002) research entitled "From print to online world: examining the predictors that influence the level of interactivity of newspaper's World Wide Web pages", examined the predictors that influenced the interactivity of U.S. daily newspapers Web sites, namely the market size of newspapers, newspapers ownership, the number of online newspaper technical staff, length of newspaper Web site existence. A content analysis of 106 U.S. daily newspapers Web sites revealed that market size and length of Internet presence of the newspapers sites are correlated to the

interactive level of newspapers Web sites. National newspapers are also found having more interactive Web sites than local newspapers.

- Research (Johnson & Kaye, 2004) under title "Wag the blog: How reliance on traditional media and the internet influence credibility perceptions of weblogs among blog users". In This research they explained that weblogs (diary-style websites that generally offer observations and news listed chronologically on the site as well as commentary and recommended links), surged in popularity after the events of 9/11.

While the debate over whether the Internet as a whole should be judged as a credible source of news and information has ebbed as more users have flocked to news sites sponsored by traditional media, the question remains of how much faith users should place in certain online components such as weblogs (also known as blogs).

This research surveyed weblog users online to investigate how credible they view blogs as compared to traditional media as well as other online sources. This study also explored the degree to which reliance on weblogs as well as traditional and online media sources predict credibility of weblogs after controlling for demographic and political factors. Weblog users judged blogs as highly credible—more credible than traditional sources. They did, however, rate traditional sources as moderately credible. Weblog users rated blogs higher on depth of information than they did on fairness.

- Research (Hope & Li, 2004) under title "Online newspapers: the impact of culture, sex, and age on the perceived importance of specified quality factors".

The researchers found that, factors affecting the quality of online newspapers remain only partially understood. Based on a two-factor model of hygiene and motivator factors, this research examined quality for online newspapers giving

attention to differences across culture, sex, and age. Hygiene factors are essential requirements whose absence causes dissatisfaction, while motivators are desirable elements that add value and increase user satisfaction. The paper presents findings from an empirical study of 84 Web users. Results show that hygiene factors for our respondents were: Timeliness, Content attractiveness, Content coverage, Usefulness, and Navigation, while motivators were: Writing style, Layout, Archives, Services, Interactivity, and Multimedia presentation. Four factors were borderline: Journalism ethics, Ease of use, Front page and headlines, and locating information.

- (Kaiser & Kongsted, 2005) under title "Do Magazines Companion Websites Cannibalize The Demand for the Print Version?", studied the impact of the internet (companion website for newspaper) on the print version circulation, number of audience, and the revenues for the newspapers.

This research analyzed the relationship between website visits, magazine demand and the demand for advertising pages using Granger non-causality tests on the basis of an extensive and externally audited quarterly data set for the German magazine market spanning the period 1998 to 2004. The researchers used traditional panel data estimators and an estimator suitable for heterogeneity across magazines. The research found very robust evidence for positive effects from website visits to circulation. There is no evidence of causality running in the opposite direction. The research findings are contrary to the widespread belief that the Internet will cannibalize print media markets.

- De Waal et al, 2005 research, entitled "Online newspaper: a substitute or complement for print newspaper and other information channels?" used a survey filled

by almost 1,000 respondents, representative for the Dutch adult population studied the substitution relation between print and other information channels forms.

This research found that visiting online newspapers doesn't seem to be a substitute for reading traditional newspaper. In this study the researchers looked at to what extent online newspapers 'take over' from printed newspapers and other information channels. They investigated the relation between using online newspapers and other media channels, and looked into the usefulness of online newspapers for different types of information compared to their offline counterparts and other information channels.

The result showed that visiting online newspapers is negatively related to using print newspapers among the young, and more time spent on them seems to reduce the time spent watching television, at least, among males and lower educated respondents. Online newspapers do not seem to diminish the use of other media or the time spent on them though.

- In his study titled "Is internet content different after all? A content analysis of mobilizing information in online and print newspapers", (Hoffman, 2006) studied six of American newspapers and their websites to test which of these types of newspapers have the most influence on the readers.

This research answered analyze the content of online news, assessing differences between print and online newspapers in frequency of mobilizing information (MI)-information aiding people to act on pr-existing attitudes. Conceptual and operational definitions of location, identification, and tactical MI are included. Results revealed that online newspapers did not have significantly more MI than their

print counterparts. This finding counters the assumption that online newspapers have more mobilizing content than print.

- In (Mersey, 2007) research entitled "Can the internet help preserve journalism? Sense of community differences among print and online local news consumers", a survey of a random sample of 1,171 adults living in Maricopa County, Arizona, U.S, sought insight into the changing relationship between news and geographically defined communities by focusing on two local news products, The Arizona Republic and "azcentral.com". To measure this community connection, this work drew together concepts from social identity theory and psychological sense of community research, suggesting empirical tools for measuring both geographical and; online sense of community. With these measures, analysis focused first on the nature of the news-community relationships and then compared them based on the media preferences of respondents. Results suggested that the Internet may not be as powerful a geographic community builder as the print product and that geographic community connections are stronger than those online regardless of respondents' usage habits.

- Research (Sylvie & Chyi, 2007) under title "One Response to one product, two markets: How geography differentiates online newspaper audiences", showed the importance of the role of the Internet in media (newspapers). To demonstrate the usefulness of entering this market for traditional newspapers by adopting an online newspaper, the researchers studied 136 U.S online newspapers to know how this market helps the newspapers to increase their space locally or among long distances in two ways; information and news market and the advertising market.

Results showed that online newspaper penetration is stronger in the local market, but the local market accounts for less than 50% of the overall traffic—suggesting that the size of the long-distance readership is larger than previously anticipated.

- (Dailey et al, 2008) in work titled "Newspaper Political Blogs Generate Little Interaction"; analyzed a staff-produced blogs at 42 general circulation daily newspapers one week before the 2006 United States House of Representatives election, to determine how many online newspapers carry political blogs and how much the readers interact with these blogs.

The results showed that the blogs contained a small number of postings and failed to create much interaction between bloggers and readers.

- (Van der Wurff et al, 2008) research titled "Online and print newspapers in Europe in 2003" was conducted to determine the dimensions that can affect the choice of the reader to the type of newspaper, which he wants to read (print or online for the same newspaper). This research studied print and online front page 51 newspapers from 14 countries in Europe in 2003.

The dimensions which have been studied in this research divided in three types of dimensions: Content dimensions, news item dimensions and internet features.

One subset of online newspapers charges for services, and offers more content and personal interactivity. Another, partly overlapping subset offers more original news; in a short and anonymous format. Overall, however, online newspapers in Europe make up a heterogeneous group, suggesting that online newspapers still have to find their definite form and role in the European news market.

• In their research "Interactive and cultural differences in online newspapers", (Hong et al, 2008), studied the differences of the degree of the audience interactivity in daily online newspapers between U.S. and South Korean online newspapers. It also examined the effect of the differences of culture between the two countries on the interactivity (dimensions, levels, and features of interactivity). This research studied 116 online newspapers from the two countries.

Result showed that online versions of Korean newspapers use more active interactivity features than do U.S. online versions. However, online versions of U.S. newspapers demonstrated more inactive interactivity features than Korean online newspapers. (Chyi et al, 2009) research titled "Exploring differences between hybrid and online-only users", studied the differences between the hybrids media (print newspaper with a companion website) and the online only users.

Using survey data gathered from 28 newspaper Web sites, this study examined key distinctions between "hybrid" and online-only users. They found that hybrid readers used the online version of their local newspaper more purposefully to seek everyday information and also were more satisfied with the Web site. These findings raise questions about the perceived utility of online newspaper sites and the "active" nature of seemingly "passive" traditional media users.

This research concern also studied how the demographic dimensions (age, sex, level of education, income and race).

• Njadat (2009) research entitled "The future of Jordanian print newspapers against electronic media in light of information and knowledge revolution", studied the competition between Jordanian print newspapers and online news services website

called by the researcher "electronic media", and what kind of relationship between these two types of Jordanian media. The researcher used a survey to collect data, by studying sample of 403 Jordanian universities students.

The results showed that only 9.9% of the sample visits online newspapers, while 53.3% reads print newspaper. It showed also that 63.5% of the sample believes that electronic media will raise the margin of freedom in media in Jordan and only 15.3% refused that.

Finally it showed that three quarters of the sample see that the relationship between print and electronic media is complimentary.

- Research (Al Ghareeb, 2009) entitled "Interactivity in Arab newspapers on the Internet" developed a theoretical framework for studying interactivity in online newspapers. Using content analysis, the researcher research analyzed 71 Arabic online newspapers, proposed an operational definition for interactivity and groups the different features of interactivity found in Arabic online newspapers into six different dimensions. In doing so, the paper developed 18 measures to analyze the interactivity in the newspapers subject to the study. The tested hypothesis revolved around the effect of the type of online newspaper on the level of interactivity.

- In his study "How readers perceive journalists' functions at online community newspapers", Chung (2009) used analytical methods of research, and collected data from a sample of 113 persons to look into the online newspaper audience's perception of current online journalist's roles.

The results of this research show that a high percentage of the sample think that the journalists in online newspaper are different for journalists in traditional

newspapers and less professional. As well, the researcher showed that there is a high percentage of the sample thinks that the online newspaper has more interactivity.

- Chyi et al, 2010 in their research entitled "Use of and satisfaction with newspaper sites in the local market: exploring differences between hybrid and online-only users", studied 28 U.S newspapers website by using a survey to determine which type of readers are more than other (hybrid readers or online-only readers), and which type of readers are more active with website and its content. Results show that hybrid readers outnumber online-only users by a 2-to-1 margin and use their local newspaper sites more actively. Regression analysis identifies predictors of site satisfaction and user type. These findings provide new perspectives on the nature of multiplatform news consumption as readers weigh related goods of news and information.

Chapter Three

Method and Procedures

3.1   *Introduction*

3.2   *Study Methodology*

3.3   *Study Population and Sample*

3.4   *Study Tools and Data Collection*

3.5   *Statistical Treatment*

3.6   *Reliability and Validity*

3.1 Introduction

This chapter is divided into six sections: study methodology; study populations and samples; study tools and data collection; statistical treatment; reliability and validity.

3.2 Study Methodology

Descriptive research method will be used from relevant published literature by previous scholars in books, scientific studies and articles, and official reports.

Moreover, statistical and analytical methods using regression and website evaluation tools and techniques with a practical manner will be utilized to collect, analyze data and test hypotheses.

3.3 Study Populations and Samples

In this research there are two populations.

- The first population was all the Jordanian news websites in both types (hybrid or pure online newspapers).

   All members of population was taken because of the small size of population

- The second population was the students of Jordanian universities.

A convenience sample (Anderson, et al, 2008:290) of students was taken from Jordanian universities students of five universities. (The percent's and numbers were taken into consideration). (Appendix 3)

The sample of Jordanian universities was (University of Jordan, Jordan University of Science and Technology, Mutah University, Middle East University, Applied Science University). Table (3-1) shows how the students sample was distributed among Jordanian universities sample (630 questionnaires are valid from 680 was distributed).

Table (3-1) Number of students' samples among the sample of Jordanian universities (compiled by author)

No.	Type of University	Distributed No.	Recovered and valid No.	Percent retrieved	Percent from sample
1	Governmental universities	480	455	94.8%	72.2%
2	Private universities	200	175	87.5%	17.8%
Total		680	630	92.6%	100%

Table (3-2) shows the demographic variables to study sample gender; faculty type; university type; age; educational Level; having computer & internet.

Table (3-2) Demographic variables of study sample (compiled by author)

No.	Variables	Categorization	Frequency	Percent
1	Gender	Male	269	42.7%
		Female	361	57.3%
Total			**630**	**100%**
2	Faculty	Scientific	374	59.4%
		Humanist	256	40.6%
Total			**630**	**100%**
3	Type of university	Governmental	455	72.2%
		Private	175	27.8%
Total			**630**	**100%**
4	Age	17 – less than 21	334	53.0%
		21 – less than 25	254	40.3%
		25 – less than 29	26	04.1%
		29 and more	16	02.5%

		Total	630	100%
5	Educational level	Bachelor	581	92.2%
		High graduate	49	07.8%
	Total		630	100%

Last table reports the results of descriptive analysis of demographic variables of respondents' members of the study sample. It is clear that 57.3% is female (52.5% of Jordanian universities is Female), and about 60% are belong to scientific faculties, while it is according to the Jordanian ministry of higher education & scientific research in 2010 not more 40% (because of the sample of Jordan University of Science and Technology students). Just 27.8% from the sample studies in private universities (official percent is 25%), and more than 90% from the sample studies in the bachelor programs with less than 25 years old (almost like the official percents). Look at appendix 3.

Table (3-3) shows the technical skills of study sample (computer skills & internet used experience).

Table (3-3) Descriptive the technical skills variables of study sample (compiled by author)

No.	Variables	Categorization	Frequency	Percent
1	Computer skills	Low	18	02.9%
		Middle	403	63.9%
		High	209	33.2%
	Total		630	100%
2	Years of using internet	Less than 3 years	144	22.9%
		3 – 5 years	172	27.3%
		More than 5 years	314	49.8%
	Total		630	100%

In term of user preferences, Figure (3-1) shows what type of news are the students prefer.
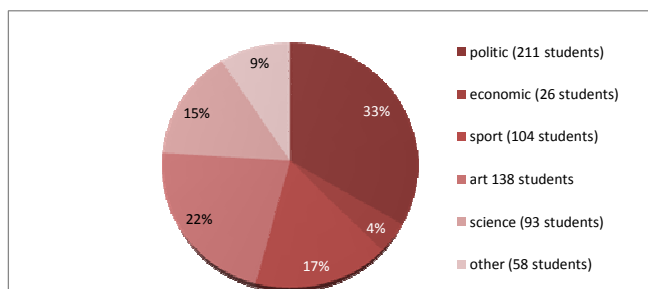
Figure (3-1): descriptive the favorite type of news according to study sample (Compiled by the author)

As can be seen from previous figures, it is clear that one third of sample preferred politics news, art and sport news have also a big audience.

The next table (table 3-4) illustrates user preferences in term of online news services websites type as well as users visit to these sites.

Table (3-4) favorite type of online news website and degree of visiting (compiled by author)

		No.	Per.
Type of favorite online news services	Hybrid	269	42.7%
	Pure	361	57.3%
Total		**630**	**100%**
Visiting online news services	Always	190	30.1%
	One hour daily, less	192	30.5%
	Every 3 days	54	8.6%
	Weekly	23	3.7%
	Rarely	171	27.1%
Total		**630**	**100%**

3.4 STUDY TOOLS AND DATA COLLECTION

The current study used descriptive and analytical methods to collect and analyze data and answer questions and test hypothesis. The data were based on two sources:

1- Secondary sources: books, journals, articles thesis to write the theoretical framework of the study.

2- Primary sources: these can be divided into two resources:

  a. To answer the first question, a structured comparison was prepared to test the websites technical characteristics.

  W3C guidelines and other technical criteria from many previous researches and books were used to identify the criteria to be tested. 18 technical characteristics (available in Appendix 4) were used to determine the technical differences between the main two sets of websites. This criteria collected from official and specialized sources (books, researches and websites) was chosen depending on the type of these websites contents (as a Jordanian website provide news), and their audience of these websites (mostly Jordanian people). Moreover, this list of criteria was arbitrated by Dr. Motaz Aldebei (director of the University of Jordan website). These technical characteristics were collected by using four internet tools:

  i- Domain tools (Balka, 2006); which use by Whois.domaintools.com. This website is in the top 200 websites around the world according to alexa

ranking. Their data collected by officials and high skills employees from the top of web hosting companies and domains investors.

ii- Woo rank (Amalia, 2010), used by www.woorank.com. This new website or tool provides many technical analyses for any webpage. The service is also provided in many languages.

iii- Website grader (Haynes & pitts, 2010). Under the domain www.websitegrader.com.

This website evaluates the interactivity tools of websites, such as blog (found or not, blog traffic and rank), Twitter account and how many tweets, conversation forum and RSS feeds.

iv- Alexa.com (Murphy, et al, 2005) was founded in April 1996; Alexa Internet services grew out of a vision of intelligent Web navigation constantly improving through its users. Since then, Alexa users have downloaded millions of Toolbars, and Alexa has created one of the largest Web crawls, and developed the infrastructure to process and serve massive amounts of data. Many services provide by this tool, such as traffic rank, search analytics, audience data and load time of pages.

b. To answer the second question and its hypothesis, a questionnaire was designed (Appendix 5) to understand the influence of each dimension of the theoretical model on user preferences.

The questionnaire was developed based on the variables of this study identified based on list of previous studies presented in Appendix 6. The questionnaire entails five sections. These sections are:

i- Technical skills & demographic variables (part 1): which was collected by closed-ended questions (gender, faculty, type of university, age, educational level, having computer and internet, and favorite type of news).

ii- Technical skills and experiences (part 1): computer skills and number of using internet years.

iii- Content variables (part 2): the effect of content of online newspaper which was measured through six dimensions and items in Likert-type scale (type of news, geographic orientation, language diversity, multimedia, entertainment and advertisements).

iv- Website features variables (part 3): the effect of website features measured was through four dimensions and seven items in Likert-type scale (accessibility, design, clarity and interactivity).

v- Media provider variables (part 4): the effect of media provider which was measured by three dimensions and seven items in Likert-type scale (political orientation, reputation, credibility).

vi- And finally the type of student preferences from Jordanian online news website.

3.5 STATISTICAL TREATMENT

Data from the returned responses were collected for the analysis of the study questions. The researchers used the Statistical Package for the Social Sciences SPSS (V.19) to analyze the data. Finally, the researcher used Statistical methods that consist of:

- Cronbach Alpha (α) to test Reliability.

- Percentage and Frequency.

- Arithmetic Mean and Standard Deviation to answer the study questions.

- Independent sample (T) test.

- Relative importance, assigning based on following formulate:

$$Class\ Interval = \frac{Maximum\ class - Minimum\ Class}{Number\ of\ level}$$

$$Class\ Interval = \frac{5-1}{3} = \frac{4}{3} = 1.33$$

- The Low degree from 1- less than 2.33

- The Median degree from 2.33 – 3.66

- The High degree from 3.67 above.

3.6 VALIDITY AND RELIABILITY

3.6.1 VALIDATION

To test the questionnaire for clarity and coherency of research questionnaire, a macro review covers all the research constructs was accurately performed by eleven professors and doctors (as academic reviewers) from different Jordanian universities (Appendix 7). Some items were added based on their valuable recommendations while other items were reformulated.

3.6.2 RELIABILITY

The reliability analysis applied the level of Cronbach Alpha (α) as the criteria of internal consistency. The overall Cronbach Alpha (α) is (0.864) which are acceptance result (Sekaran & Bougie, 2009; Hair, et al, 2011:237). The results of all parts were shown in table (3-4).

Table (3-4) Cronbach Alpha (α) value for questionnaire items by SPSS 17.0 (compiled by author)

Dimensions	Cronbach Alpha (α)
Content	0.642
Website Features	0.785
Media Provider	0.752
All Questions	0.864

Chapter Four

Results and Hypothesis Testing

4.1   Introduction

4.2   Study Questions Answers

4.3   Study Hypothesis Testing

4.1 INTRODUCTION

According to the research purpose and research framework presented in the previous chapter, this chapter describes the results of the statistical analysis of the data collection for research question and research hypothesis.

The data analysis included the result of the structure benchmark of all websites, and a description of the means and standard deviations for questionnaire results to answer study questions and test study hypotheses.

4.2 STUDY QUESTIONS ANSWERS

Q1: In term of technical characteristics, what are he differences between these two types of website news?

To answer this question, the researcher used the first primary data collection and utilized web tools described in section (3-4) to test the technical characteristics. The researcher has divided the website features into six parts:

1- Traffic

The researcher divided traffic into two groups (world and Jordanian traffic). To know which type has more traffic, the researcher used Alexa rank for websites

   a- World traffic rank: what are the international ranks for all Jordanian online news services websites based on world traffic?

Table (4-1) a comparison between hybrid and pure news websites in world traffic by Alexa in April, 2011 (complied by author)

Type of website	Top 50000	50000 – 200000	200000 - 1000000	More than 1000000.
Hybrid	4	3	1	7
Pure	5	2	32	37

Table (4-1) shows that (26.7%) from hybrid websites are in the top50000 website around the world, while just (6.6%) pure online news in the same list. But about half of the two types are ranked more than 1000000 around the world.

These results show that Jordanian online news websites don't have high traffic around the world, but comparatively, the hybrid websites have higher international traffic than pure.

Table (4-2) shows the 10 Jordanian news websites based on world traffic. Six website are pure. Ammon news (pure online news website) is the first one, then Alrai (Hybrid), then Saraya news (pure).

Table (4-2) top ten Jordanian news websites in international traffic rank by Alexa in April, 2011 (compiled by author)

No.	Website	Rank	No.	Website	Rank
1	Ammon news	15,047	6	Addustour	24,797
2	Alrai	16,032	7	Almadenah	31,379
3	Saraya news	16,158	8	Assawsana	34,044
4	Alghad	21,598	9	Fact Jo	49,129
5	Khaberni	22,888	10	Jordan Zad	66,858

b- Jordanian Traffic rank: What are the Jordanian ranks for all Jordanian online news services websites, based on Jordanians' traffic?

Table (4-3) a comparison between hybrid and pure news websites in Jordanian traffic by Alexa in April, 2011(compiled by author)

Type of website	Top 50	50 – 100	100 – 500	More than 500
Hybrid	4	1	2	8
Pure	6	2	19	49

From table (4-3), about half of hybrid website is in the top 500 website visited by Jordanian people (7 websites), more than quarter of them in the top 50 (4 websites), while about two thirds of pure websites were ranked more than 500 in the same list.

However, table (4-4) clearly shows that the first three websites are pure websites, and five of the first six are pure websites in Jordan traffic.

Table (4-4) top ten Jordanian news websites in Jordanian traffic rank by Alexa in April, 2011 (compiled by author)

No.	Website	Rank	No.	Website	Rank
1	Saraya news	9	6	Assawsana	24
2	Ammon news	11	7	Alrai	25
3	Khaberni	14	8	Addustour	29
4	Alghad	19	9	Fact Jo	30
5	Almadenah	20	10	Gerasa news	43

So, comparatively, the Jordanian people visit the hybrid websites more than the pure websites. But they prefer three of pure websites more than all of hybrid.

2- Load time: time spent to open the home page of websites.

As it is shown in table (4-5), the load time is divided into three parts, less than 2 seconds, from 2 to 5 seconds, and more than 5 seconds.

Table (4-5) a comparison between hybrid and pure news websites in load time by Alexa (compiled by author)

Type of website	Less than 2 seconds	2 – 5 seconds	More than 5 seconds
Hybrid	4	8	3
Pure	9	46	21

Most of these websites spend more than 2 second (by Alexa tool) to load the page. But (26.7%) of hybrid websites spend less than 2 seconds to load the page, while just (11%) of pure website need less than 2 seconds.

3- Content (links, terms, multimedia): any page of websites contains text, terms, links, and multimedia. But each website has different amounts of these components.

The content has divided for two parts:

a- Links and terms:

From table (4-6), it is clear that links in pure news websites are more than hybrid. Terms also in pure news website are more.

Table (4-6) a comparison between hybrid and pure news websites in links and terms by domain tool (compiled by author)

Type of website	Links (mean)	Unique terms (mean)	Linked terms (mean)
Hybrid	105.87	566.27	344.87
Pure	156.41	772.80	686.92

b- Multimedia: it has many different shapes, but in this study the researcher took just the number of images and if the website contain flash.

Table (4-7) shows that pure news websites contains more images than hybrid websites.

Table (4-7) a comparison between hybrid and pure news websites in images and flash by Woo Rank (compiled by author)

Type of website	Images (mean)	Contain Flash
Hybrid	80.27	9
Pure	94.27	44

On the other hand, nine hybrid websites (60% from hybrid) and 44 pure news websites (58% from pure) use flash in these pages.

Many of Jordanian online news website use YouTube videos in these pages to provide news in video.

4- Domain and title relevancy with content

Table (4-8) shows that the mean ages of hybrid domain name is more than double of pure news websites mean ages.

Table (4-8) a comparison between hybrid and pure news websites in domain name by domain tool (compiled by author)

Type of website	Title relevancy (percent)		Domain age (mean)
	0 – 50%	51% - 100%	
Hybrid	5	10	6 years, 11 months, 3 weeks
pure	41	35	2 years, 7 months, 3 weeks

According to domain tool, two thirds of hybrid websites titles are more than 50% relevant with the contents and domain names, While 46% of pure news website have the same percent.

5- Interactivity:

According to study literature, interactivity has many faces. In this study, the researcher divided the interactivity features into two parts (contact information, ability to interact with news.

a- Contact information: it means if the website shows enough information about the owners, administrators, and technical administrators.

Table (4-9) shows that 6o% of hybrid websites and 48.7% stated their administrators and technical administrators contact information in their websites.

Table (4-9) a comparison between hybrid and pure news websites in contact information by domain tool (compiled by author)

Type of website	Admin contact	Tech. contact
Hybrid	9	9
Pure	37	37

b- Ability of interact with news: tools give reader the ability to comment or vote or giving his opinion about shown news.

Table (4-10) shows that just six hybrid websites and 27 pure news websites have a blog. But 13 (from 15) hybrid websites and 59 (from 76) pure news websites have a conversation forum.

Table (4-10) a comparison between hybrid and pure news websites in interactivity tools by website grader (compiled by author)

Type of website	blog	Forum	RSS feed
Hybrid	6	13	6
Pure	27	59	34

Six hybrid websites have RSS feeds (40% of hybrid website). In the other hand, 34 pure news website have RSS feed (44.7% of pure news websites).

c- Social network: if the website has a page on one or more social network, which gives the reader new opportunity to interact and read more new news from his account in Facebook or Twitter.

There are only seven hybrid websites which have a page in Facebook, compared 47 pure news websites. Only four hybrid website have a twitter account against 39 pure news websites. Look at table (4-11).

Table (4-11) a comparison between hybrid and pure news websites in social network by Woo Rank and website grader (compiled by author)

Type of website	Facebook	Twitter	Wikipedia
Hybrid	7	4	12
Pure	47	39	15

But comparatively, the hybrid websites have more links than pure news websites in Wikipedia.

Q2: *How important are the dimensions of news websites in Jordanian students' choice for news website type?*

The researcher has divided this question to three sub-questions.

Sub-question 1: *How important are the content dimensions in Jordanian students' choice for the online news services website?*

To answer this question the researcher uses the arithmetic mean, standard deviation, item importance and importance level as shown in table (4-12).

Table (4-12) arithmetic mean, standard deviation, item importance and importance level of content items (compiled by author)

No.	Content items	Mean	Standard deviation	Item important	Important level
1	Type of news	3.830	0.954	1	High
2	Geographic news	3.460	0.984	3	Median
3	Language diversity	3.368	1.152	4	Median
4	Multimedia	3.765	1.116	2	High
5	Entertainment	3.365	1.277	5	Median
6	Job, classified and official ads	3.264	1.255	6	Median
General arithmetic mean and standard deviation		3.509	0.676		

Table (4-12) shows that the important level of the content dimension in choosing the online news services website, where the arithmetic means range between (3.264) and (3.830) comparing with general arithmetic mean amount of (3.509).

From the same table, it is clear that the type of news has the highest mean with arithmetic mean (3.830) and standard deviation (0.954). Multimedia has a high mean with arithmetic mean (3.765) and standard deviation (1.116). While the other six items (variables) have a median important level.

The lowest mean was for Job, classified and official advertisements. In general, the importance level of content dimension in Jordanian students' choice for the online news services website was median.

Sub-question 2: How important is website feature dimension in Jordanian students' choice for the online news services website?

To answer this question, the researcher used the arithmetic mean, standard deviation, item importance and importance level as shown in table (4-13).

Table (4-13) arithmetic mean, standard deviation, item importance and importance level of website features items (compiled by author)

No.	Website features items	Mean	Standard deviation	Item important	Important level
1	Accessibility	3.805	1.081	5	High
2	No interruption	3.902	1.046	3	High
3	Design of website	3.887	1.047	4	High
4	Clarity of content	3.978	1.027	2	High
5	Currency of information	4.038	1.019	1	High
6	Interactivity with content (comment, edit, add news)	3.562	1.152	6	Median
7	Ability of Contact with website's administrators	3.098	1.259	7	Median
General arithmetic mean and standard deviation		3.753	0.722		

Table (4-13) shows the important level of the website features dimension in choosing the online news services website, where the arithmetic means range between (3.098) and (4.038) comparing with general arithmetic mean amount of (3.753).

From the same table, it is clear that the contact with the website administrators has the lowest mean with arithmetic mean (3.098) and standard deviation (1.259). The interactivity with content also has a median importance with arithmetic mean (3.562) and standard deviation (1.152). While the other five items

(variables) have high importance level, and the currency of information is the highest mean with arithmetic mean (4.038) and standard deviation (1.019).

In general, the importance level of website features in Jordanian students' choice for the online news services website was high.

Sub-question 3: How important is the services provider dimension (media provider dimension) in Jordanian students' choice for the online news services website?

To answer this question, the researcher uses the arithmetic mean, standard deviation, item importance and importance level as shown in table (4-14).

Table (4-14) arithmetic mean, standard deviation, item importance and importance level of media provider items (compiled by author)

No.	Media provider items	Mean	Standard deviation	Item important	Important level
1	Political orientation	3.471	1.250	5	Median
2	Perceived reputation	3.629	1.059	3	Median
3	Perceived believability	3.868	1.128	4	High
4	Perceived fairness	3.697	1.143	2	High
5	Perceived accuracy	4.827	1.066	1	High
6	Familiarity	3.556	1.077	6	Median
7	Length of internet presence	3.000	1.272	7	Median
General arithmetic mean and standard deviation		3.578	0.726		

From the last table, the important level of the website features dimension in choosing the online news services website, where the arithmetic means range between (3.000) and (4.827), compared with general arithmetic mean amount of (3.578). It is clear

that there are three items (variables), which have a high important level, and four items with a median importance level.

The highest mean was for the perceived accuracy with arithmetic mean (4.827) and standard deviation (1.066), and the lowest mean was to the length of internet presence with arithmetic mean (3.000) and standard deviation (1.272).

In general, the importance level of online news services provider dimension in Jordanian students' choice for the online news services website was median.

4-3 STUDY HYPOTHESES TESTING

In this section, the researcher tested the hypotheses of this study, through the independent sample T test to determine which variables made a difference in students' choice.

Ho1: There are no statistically significant differences on choosing type of newspaper website by the technical skills of demographic dimensions at level (α ≤ 0.05).

(Gender, Faculty, type of university, Educational level, Age, Computer skills, Internet experience, and favorite type of news).

So this hypothesis was divided to eight sub-hypotheses.

Ho1a: *there are no statistically significant differences on choosing type of newspaper website by the gender at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the gender as shown in table (4-15)

Table (4-15) T test result to the significant differences on choosing type of newspaper website by gender (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig
Gender	3.121	1.960	628	0.002

From table (4-15), it is clear that there are significant differences by gender on choosing type of online news services website. Since absolute value of T calculated (3.121) is greater than T tabulated at level (α ≤ 0.05) which was (1.960), so that's mean the first null hypothesis is unacceptable, and the alternative hypothesis accepted:

Ho1b: *there are no statistically significant differences on choosing type of newspaper website by the faculty of student at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the faculty of student as shown in table (4-16).

Table (4-16) T test result to the significant differences on choosing type of newspaper website by students' faculty (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig
faculty	0.266	1.960	628	0.791

From table (4-16), it is clear that there are no significant differences between faculty students on choosing type of online news services website. Since absolute value of T calculated (0.266) is less than T tabulated at level (α ≤ 0.05) which was (1.960), so that's mean the null hypothesis is accepted:

Ho1c: *there are no statistically significant differences on choosing type of newspaper website by the type of student's university at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the type of student's university as shown in table (4-17)

Table (4-17) T test result to the significant differences on choosing type of newspaper website by the type of student's university (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig
Type of student's university	- 0.626	1.960	628	0.532

From table (4-17), it is clear that there are no significant differences by the type of student's university on choosing type of online news services website. Since the absolute value of T calculated (0.626) is less than T tabulated at level ($\alpha \leq 0.05$) which was (1.960), so that's mean the null hypothesis is accepted:

> 𝕿𝖍𝖊𝖗𝖊 𝖆𝖗𝖊 𝖓𝖔 𝖘𝖙𝖆𝖙𝖎𝖘𝖙𝖎𝖈𝖆𝖑𝖑𝖞 𝖘𝖎𝖌𝖓𝖎𝖋𝖎𝖈𝖆𝖓𝖙 𝖉𝖎𝖋𝖋𝖊𝖗𝖊𝖓𝖈𝖊𝖘 𝖔𝖓 𝖈𝖍𝖔𝖔𝖘𝖎𝖓𝖌 𝖙𝖞𝖕𝖊 𝖔𝖋 𝖓𝖊𝖜𝖘𝖕𝖆𝖕𝖊𝖗 𝖜𝖊𝖇𝖘𝖎𝖙𝖊 𝖇𝖞 𝖙𝖍𝖊 𝖙𝖞𝖕𝖊 𝖔𝖋 𝖘𝖙𝖚𝖉𝖊𝖓𝖙'𝖘 𝖚𝖓𝖎𝖛𝖊𝖗𝖘𝖎𝖙𝖞 𝖆𝖙 𝖑𝖊𝖛𝖊𝖑 ($\alpha \leq 0.05$)

Ho1d: *there are no statistically significant differences on choosing type of newspaper website by the educational level for students at level ($\alpha \leq 0.05$).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the level of education as shown in table (4-18).

Table (4-18) T test result to the significant differences on choosing type of newspaper website by level of education (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig
Level of education	- 0.808	1.960	628	0.420

From table (4-18), it is clear that there are no significant differences by educational level for students on choosing type of online news services website. Since the absolute value of T calculated (0.808) is less than T tabulated at level (α ≤ 0.05) which was (1.960), so that's mean the null hypothesis is accepted:

> **There are no statistically significant differences on choosing type of newspaper website by educational level for students at level (α ≤ 0.05)**

Ho1e: *there are no statistically significant differences on choosing type of newspaper website by the age of students at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the age of student as shown in table (4-19).

Table (4-19) T test result to the significant differences on choosing type of newspaper website by age (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig
Age	3.233	1.960	628	0.001

From table (4-19), it is clear that there are significant differences by age on choosing type of online news services website. Since the absolute value of T calculated (3.233) is greater than T tabulated at level (α ≤ 0.05) which was (0.001), so that's mean the null hypothesis is unaccepted, and the alternative hypothesis will be accepted:

> **There are statistically significant differences on choosing type of newspaper website by the age of students at level (α ≤ 0.05)**

Ho1f: *there are no statistically significant differences on choosing type of newspaper website by the student's computer skills at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the computer skills as shown in table (4-20).

Table (4-20) T test result to the significant differences on choosing type of newspaper website by computer skills (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig
Computer skills	2.705	1.960	628	0.007

From table (4-20), it is clear that there are significant differences by student's computer skills on choosing type of online news services website. Since the absolute value of T calculated (2.705) is greater than T tabulated at level (α ≤ 0.05) which was (1.960), so that's mean the null hypothesis is unaccepted, and the alternative hypothesis will be accepted:

There are statistically significant differences on choosing type of newspaper website by the student's computer skills at level (α ≤ 0.05)

Ho1g: *there are no statistically significant differences on choosing type of newspaper website by students experience in using internet at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the internet experience as shown in table (4-21).

Table (4-21) F test result to the significant differences on choosing type of newspaper website by internet experience (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig
Internet experience	1.208	1.960	628	0.227

From table (4-21), it is clear that there are significant differences by the student's internet experience on choosing type of online news services website. Since the absolute value of T calculated (1.208) is less than T tabulated at level (α ≤ 0.05) which was (1.960), so that's mean the null hypothesis is accepted:

𝕿𝖍𝖊𝖗𝖊 𝖆𝖗𝖊 𝖓𝖔 𝖘𝖙𝖆𝖙𝖎𝖘𝖙𝖎𝖈𝖆𝖑𝖑𝖞 𝖘𝖎𝖌𝖓𝖎𝖋𝖎𝖈𝖆𝖓𝖙 𝖉𝖎𝖋𝖋𝖊𝖗𝖊𝖓𝖈𝖊𝖘 𝖔𝖓 𝖈𝖍𝖔𝖔𝖘𝖎𝖓𝖌 𝖙𝖞𝖕𝖊 𝖔𝖋 𝖓𝖊𝖜𝖘𝖕𝖆𝖕𝖊𝖗 𝖜𝖊𝖇𝖘𝖎𝖙𝖊 𝖇𝖞 𝖙𝖍𝖊 𝖘𝖙𝖚𝖉𝖊𝖓𝖙'𝖘 𝖎𝖓𝖙𝖊𝖗𝖓𝖊𝖙 𝖊𝖝𝖕𝖊𝖗𝖎𝖊𝖓𝖈𝖊 𝖆𝖙 𝖑𝖊𝖛𝖊𝖑 (α ≤ 0.05)

Ho1h: *there are no statistically significant differences on choosing type of newspaper website by the preferred type of news for students at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the type of news as shown in table (4-22).

Table (4-22) T test result to the significant differences on choosing type of newspaper website by favorite type of news (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig.
Type of news	0.363	1.960	628	0.717

From table (4-22), it is clear that there are significant differences by the preferred type of news for students on choosing type of online news services

website. Since the absolute value of T calculated (0.363) is less than T tabulated at level (α ≤ 0.05) which was (1.960), so that's mean the null hypothesis is accepted:

> **There are no statistically significant differences on choosing type of newspaper website by the preferred type of news for students at level (α ≤ 0.05)**

Ho2: *There are no statistically significant differences by the content dimensions on choosing type of newspaper website at level (α ≤ 0.05).*

To test this hypothesis, the researcher used the independent sample (T) test to insure if there any differences on choosing type of website by the content dimensions as shown in table (4-23).

Table (4-23) T test result to the significant differences on choosing type of newspaper website by the content dimensions (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig.
Content dimensions	2.662	1.960	628	0.008

From table (4-23), it is clear that there are significant differences by the content dimensions of online news website, on choosing type of online news services website.

Since the absolute value of T calculated (2.662) is more than T tabulated at level (α ≤ 0.05) which was (1.960), the null hypothesis is unaccepted, and the alternative hypothesis will be accepted:

> **There are statistically significant differences by the content dimensions on choosing type of newspaper website at level (α ≤ 0.05)**

Ho3: There are no statistically significant differences by the website features dimensions on choosing type of newspaper website at level (α ≤ 0.05).

To test this hypothesis, the researcher used the independent sample (T) test to insure if there are any differences on choosing type of website by the website features dimensions as shown in table (4-24).

Table (4-24) T test result to the significant differences on choosing type of newspaper website by the website features dimensions (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig.
Website features dimensions	0.036	1.960	628	0.971

From table (4-24), it is clear that there are no significant differences by the website features of online news services website dimensions generally, on choosing type of online news services website.

Since the absolute value of T calculated (0.036) is less than T tabulated at level (α ≤ 0.05) which was (1.960), so that's mean the null hypothesis is accepted:

> There are no statistically significant differences by the website features dimensions on choosing type of newspaper website at level (α ≤ 0.05)

Ho4: There are no statistically significant differences by the media provider dimensions on choosing type of newspaper website at level (α ≤ 0.05).

To test this hypothesis, the researcher used the independent sample (T) test to insure if there are any differences on choosing type of website by the media provider dimensions as shown in table (4-25).

Table (4-25) T test result to the significant differences on choosing type of newspaper website by the media provider dimensions (compiled by author)

Variable	T calculated	T tabulated	Degree of freedom	Sig.
Media provider dimensions	0.074	1.960	628	0.941

From table (4-25), it is clear that there are no significant differences by the media provider of online news services website dimensions generally, on choosing type of online news services website.

Since the absolute value of T calculated (0.074) is less than T tabulated at level ($\alpha \leq 0.05$) which was (1.960), so that's mean the null hypothesis is accepted:

There are no statistically significant differences by the media provider dimensions on choosing type of newspaper website at level (/ $\leq$ 0.05)

Chapter Five

Results Analysis & Recommendations

5.1   Results Analysis

5.2   Recommendations

5.3   Discussion (Open Issues and Future Work)

5.1 RESULTS ANALYSIS

Based on the statistical analysis presented in the previous chapter; this chapter presents the key results of the analysis and discusses them. Key findings from this research can be summarized as following:

1) Pure online news services are a new promising and rapidly growing media type in Jordanian society (76 websites with 2 years and seven months as mean age) compared with the hybrid newspapers (15 website with seven years as mean age). Thus more attention should be paid to the growth of these websites and to their significant role in shaping the general opinion.

2) Three quarters of the study sample visit the online news services, more than 80% of them visit online news services daily. This result is different from the results of Njadat (2009), which proposes that only 9.9% of Jordanian universities students visit the online news services. This difference can be attributed to the rapid emergence of pure online news services in Jordan and the increasing importance of these news websites in the last two years.

3) Pure online news websites have higher traffic by the Jordanians than hybrid newspapers, which can be attributed to the real time and frequent updates in these websites than the other classical forms. Moreover, the less censorship and more interactive feature make it more attractive to people to visit. Thus, while all of Jordanian online news websites have a very low international traffic, pure online news services are dominating the local traffic.

4) Pure online news websites have more images, animations, terms and links than hybrid newspapers, which can be because of the structural and the other constraints of hybrid newspapers. This can attract more people as more entertainment can be found.

5) 27 pure news websites have blogs, and 34 have RSS feeds, while only six hybrid newspapers have blogs and RSS feeds. This shows that many pure news websites are more oriented toward interactivity with readers than those of the hybrid newspapers.

6) Pure news websites have more social networks (such as Facebook & Twitter) features than hybrid newspapers. This result explains the importance of interactivity for the pure news websites.

7) From Ho1a, the statistical analysis shows that there are statistically significant differences on choosing the type of the online news services website by the gender of students. Females prefer pure online news websites more than males; this can be explained by the huge diversity of topics available on the pure online news than these by the traditional newspaper websites. All of the pure online websites have material about issues more relevant to women than men.

8) From Ho1e, there are statistically significant differences on choosing the type of the online news services website by the age of students. These differences was clear between 17 to less than 21 years old, and 21 to less than 25 years old. These differences can be explained by their needs to share and get involved in news making.

9) From Ho1f, there are statistically significant differences on choosing the type of the online news services website by the computer skills of students. The differences were between low computer skills students and others. This indicates that students with low computer skills don't know enough about pure online news websites. However, computer skills will not take a long time until it become as popular as the ability of reading.

10) Internet experience for students makes no differences on choosing the type of the online news services websites (according to Ho1g). This can be explained by the fact that people don't need a lot of internet experience to choose between the two types of online news services and find out the differences between them.

11) Perhaps the most significant result was revealed from Ho2, Ho3 and Ho4 which revealed that content of online news website dimension have a statistically significant effect on contents in online newspapers, while all other dimensions (website features and media provider dimensions) have no effect on choosing the type of the online news websites (Hybrid or pure online news services website). This result clearly illustrates the significant need of people to have more free, real-time and interactive news. Content plays the most significant role in the choosing process. People don't care much about websites and service providers if they find the content they want.

5.2 RECOMMENDATIONS

Jordanian online news services have imposed important changes on the Jordanian society, and became a major source of news and information for the Jordanians (based on previous studies analysis and results). Following recommendations can be considered to improve both types of websites:

1- In the light of the growing Internet features, especially web 2.0 and the new multimedia, it is necessary for traditional media to utilize more of these features in the favor of their business.

2- Hybrid newspapers have to change its image as an electronic version from the old classical print newspapers; people need less censorship and richer platform for the content sharing between the media service provider and them.

3- Hybrid newspapers should pay more attention to the interactivity with the readers. Not necessarily to become such as Pure, but it must keep pace with social networks to provide more interactive features that people need.

4- More focus from the pure online news websites should be paid to the advertising and the continuous progress especially to the youngsters as more educated and younger people, as they are entering the scope of their business. Continuous care for youngsters need is important for the future.

5- Both Pure and hybrid online news websites should pay more attention to the website design and should add more multimedia tools. Design and multimedia attract the reader and induce him to visit the website.

6- Online news websites should have more content diversity to satisfy all the readers' needs. As we found that females were more attracted by the pure news service providers.

7- As content has the most significant impact on the user's choice, more care from both types of online news service providers should be paid to this dimension. A free, interactive, and real-time content presents the guarantee of some levels of success and presence in the market.

5.3 DISCUSSION (OPEN ISSUES AND FUTURE WORK)

Although this study tried to answer few questions about the growth of the online news services in Jordan, many other questions and problems need to be addressed in the future. These include:

1- What business model can be created based on the new pure online media than the existing business models that are based on ads and direct support.

2- How will the integrity, freedom and fairness of the pure online news service providers be guaranteed and how can these aspects draw peoples' attention.

3- What is the impact of the user created content on the technical needs of pure online service providers? What factors will control the need for interactivity and the need for growth?

4- How will the local media compete in the regional and global market of news? What will be the significant factors for creating powerful online media regionally and globally?

5- How social media (Facebook, twitter, YouTube) is dominating the use of internet? What induces people to the use of these media types? (Not the pure or hybrid online news services).

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APPENDIX 1: LIST OF JORDANIAN HYBRID NEWSPAPERS

No.	Name of the newspaper	website	Note
1	Alrai newspaper	www.alrai.com	Arabic, daily, political
2	Addustour newspaper	www.addustour.com	Daily, independent, political, Arabic
3	Alarabalyawm newspaper	www.alarabalyawm.net	Arabic, daily, political
4	Alghad newspaper	www.alghad.com	Arabic, daily, political
5	Alanbat newspaper	www.alanbat.net	Jordanian, daily
6	Jordan times newspaper	www.jordantimes.com	Jordanian, daily
7	Shihan newspaper	www.shihannews.net	Political, social, weekly
8	Al-liwa newspaper	www.al-liwa.com	weekly
9	Alhaqiqa (the fact newspaper)	www.factjo.com	Weekly, international, Arabic and English,
10	Al-kalima newspaper	www.el-kalima.com	Political, weekly
11	Al-hadath newspaper	www.al-hadath.com	Political, weekly
12	Ahali newspaper	www.hashd-ahali.org.jo	Political, weekly
13	Almajd newspaper	www.almajd.net	Political, weekly
14	Assabeel newspaper	www.assabeel.net	Political, daily
15	The star newspaper	www.star.com.jo	English ,weekly

APPENDIX 2: LIST OF JORDANIAN PURE ONLINE NEWSPAPERS

No.	Pure online newspapers	No.	Pure online newspapers
1	www.nebrasnews.com	39	www.days-news.net
2	3rbnews.net	40	www.amwajnews.net
3	www.airssnews.com	41	www.donianews.net
4	www.almadarnews.com	42	www.mouab.com
5	www.irbidnews.com	43	www.zarqanews.com
6	www.efranews.net	44	jazeeranews.net
7	www.watanynews.com	45	www.akherkhabar.net
8	www.alrebatnews.com	46	www.arabellanews.com
9	www.alkhatalahmar.com	47	www.noornews.net
10	www.watananews.com	48	www.alarrabnews.com
11	www.tarbeahnews.net	49	www.akhbarna.net
12	www.deeretnanews.com	50	www.almuharrir.net
13	www.shamsnews.com	51	alrasednews.com
14	www.amiranews.com	52	www.alordonia.com
15	www.ain.jo	53	www.almasarnews.com
16	watnnews.net	54	www.jebalamman.com
17	www.addarnews.com	55	www.nashamanews.net
18	assqrnews.com	56	www.almadenahnews.com
19	baladnanews.com	57	www.albaladnews.net
20	www.basmannews.com	58	www.horannews.com
21	www.heilnews.com	59	www.allofjo.net
22	alurdonnews.com	60	www.gerasanews.com
23	ramthanews.com	61	www.albalqanews.net
24	ainnews.net	62	www.marayanews.com
25	www.ajlounnews.net	63	www.ilanews.net
26	www.altaqrer.net	64	www.khaberni.com
27	www.taifjo.com	65	www.jornews.com

28	www.almejharnews.com	66	www.ammannet.net
29	www.niroonnews.com	67	www.samaalordon.net
30	aldarbnews.com	68	www.jorday.net
31	www.kawaleesnews.com	69	www.7iber.com
32	tajnews.com	70	www.ejjbed.com
33	zaranews.net	71	www.ammonnews.net
34	www.iktesad-news.com	72	tvjordan.com
35	alhyaa.com	73	www.jordanzad.com
36	www.hasadnews.com	74	www.sarayanews.com
37	alkhandaq.com	75	www.assawsana.com
38	www.alnasnews.com	76	www.alsiasi.com

APPENDIX 3: NUMBER OF STUDENTS IN JORDANIAN UNIVERSITIES IN 2010

Taken from the Ministry of higher education & scientific research (compiled by author)

University	bachelor	High graduate	Total	percent
Jordan University of Science and Technology	20,606	1,599	22,205	9.1%
Mutah University	14,458	1,794	16,252	6.7%
Middle east university	812	782	1594	0.7%
Applied Science University	7,826	40	7,866	3.2%
University of Jordan	32,767	4,943	37,710	15.4%
All governmental universities	165,644	16,835	182,479	74.7%
All private universities	58,865	2,860	61,725	25.6%
All Jordanian universities	224,509	19,695	244,204	100%

APPENDIX 4: WEBSITE EVALUATION CRITERIA WHICH USED TO COMPARE BETWEEN ONLINE NEWS WEBSITES

No.	Websute evaluation criteria
Whois.domaintools.com	
1	Web pages
2	Administrative contact
3	Technical contact
4	Title Relevancy
5	Meta Keywords Relevancy
6	Images
7	Links
www.woorank.com	
8	Flash
9	W3C validity
10	Twitter
11	Facebook
12	Wikipedia
websitegrader.com	
13	Blog
14	RSS feeds
15	Conversation forms
www.alexa.com	
16	Average load time
17	Jordan rank
18	Alexa rank

أخي الطالب ... أختي الطالبة ...

تحية طيبة وبعد..

انتشرت في الأردن في السنوات الأخيرة المواقع الإخبارية الإلكترونية نظرا للانتشار الكبير للانترنت بشكل سريع ومتزايد . و قد قسَمت المواقع الإلكترونية الإخبارية إلى نوعين ؛ مواقع إخبارية تابعة للصحف المطبوعة الأردنية (مثل موقع صحيفة الرأي أو الدستور أو الغد ... الإلكتروني) أو مواقع إلكترونية إخبارية صرفة مثل موقع سرايا أو عمون أو خبرني الإلكتروني الإخباري.

في هذا الاستبيان أسئلة يريد الباحث من خلالها أن يقارن بين كلا النوعين من وجهة نظرك أنت عزيزي الطالب، من أجل اتمام بحث علمي متعلق بهذا الموضوع . لذا أرجو التكرم بالإجابة على كل فقرة من فقرات الاستبيان، بكل دقة وموضوعية، علماً بأن المعلومات التي ستدلي بها، ستعامل بسرية تامة، ولن تستخدم إلا لأغراض البحث العلمي فقط .. و لكم جزيل الشكر ..

الباحث: عمرو معاذ السراج

جامعة الشرق الأوسط للدراسات العليا

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Tel: 0788510620

❖ **البيانات الشخصية :** *ضع اشارة √ عند الاجابة التي تراها مناسبة (اختر اجابة واحدة فقط)*

الجنس   أنثى ☐   ذكر ☐

التخصص الأكاديمي   انساني ☐   علمي ☐

نوع التعليم الجامعي   خاص ☐   حكومي ☐

العمر   ☐ 17 – اقل من21   ☐ 21 – اقل من 25   ☐ 25 – اقل من 29   ☐ 29 أو أكثر

المستوى التعليمي   دراسات عليا ☐   بكالوريوس ☐

توافر جهاز حاسوب(في المنزل او العمل او الجامعة)   نعم ☐   لا ☐

توافر انترنت(في المنزل او العمل او الجامعة)   نعم ☐   لا ☐

❖ **المهارات التقنية** : *ضع اشارة √ عند الاجابة التي تراها مناسبة (اختر اجابة واحدة فقط)*

مستوى مهارة الحاسوب   ☐ لا تستخدم الحاسوب   ☐ استخدام متوسط   ☐ استخدام برامج متقدمة

سنوات استخدام الانترنت   ☐ ا – اقل من 3 سنوات   ☐ 3 – اقل من 5 سنوات   ☐ 5 سنوات او اكثر

درجة مطالعة المواقع الإلكترونية الإخبارية   ☐ بشكل متواصل   ☐ أقل من ساعة يوميا

☐ مرة كل ثلاثة أيام   ☐ مرة كل أسبوع   ☐ نادرا و بشكل متقطع

أولا : ما هو نوع المادة الإخبارية المفضلة بالنسبة إليك على غيرها؟ *رجاءا ضع اشارة √ عند الاجابة المناسبة*

☐ أخبار سياسية   ☐ أخبار اقتصادية   ☐ أخبار رياضية   ☐ أخبار فنية

☐ أخبار علمية   ☐ غيرها

ثانيا : ايها تفضل المواقع الإلكترونية الاخبارية ؟ *رجاءا ضع اشارة √ عند الاجابة المناسبة (اختر اجابة واحدة فقط)*

☐ المواقع الإلكترونية الإخبارية الأردنية التابعة لصحف مطبوعة (مثل موقع صحيفة الرأي أو الدستور أو الغد الإلكتروني)   ☐ المواقع الإلكترونية الإخبارية غير التابعة لوسائل إعلام تقليدية (مثل موقع سرايا أو عمون أو خبرني)

ثالثا : هل أثرت العوامل التالية على اختيارك للموقع الالكتروني الإخباري (إما تابع لصحيفة مطبوعة أو موقع إلكتروني إخباري صرف)؟ و ما مدى هذا التأثير؟ رجاءا ضع اشارة √ عند الاجابة المناسبة (اختر اجابة واحدة فقط)

ضعيف جدا	ضعيف	متوسط	قوي	قوي جدا	العامل	الرقم
					أولا : محتوى الموقع الالكتروني الاخباري	
					نوع المادة الإخبارية	1
					البعد الجغرافي للموقع الإخباري (محلي ، دولي)	2
					اللغة التي تقدم من خلالها المادة الإخبارية (توافر لغات متعددة)	3
					تقديم المادة الإخبارية باستخدام وسائط متعددة (فيديو، صور، فلاش)	4
					احتواء الموقع الإلكتروني الإخباري على وسائل ترفيهية (ألعاب، أبراج، نشرة جوية، ...)	5
					احتواء الموقع الإلكتروني الإخباري على الإعلانات الرسمية و إعلانات توظيف و إعلانات مبوبة و غبرها	6
					ثانيا : خصائص الموقع الالكتروني الاخباري	
					امكانية الوصول إلى الموقع الإلكتروني من مواقع أخرى	1
					توفر الموقع الإلكتروني بشكل غير متقطع	2
					شكل الموقع الإلكتروني (الخط، الألوان، الصور ...الخ)	3
					مدى وضوح محتويات الموقع للزائر من صور و فيديو و نصوص و تناسقها مع بعضها	4
					السرعة في نقل الخبر عبر الموقع الإلكتروني	5
					إمكانية التفاعل مع الأخبار من خلال التعليق عليها أو إمكانية الإضافة من الزائرين	6
					إمكانية التواصل مع إدارة الموقع الإخباري و محرريه	7
					ثالثا : مقدم الخدمة الإخبارية الإلكترونية	
					التوجه السياسي للموقع الإلكتروني الإخباري (حكومي، حزبي، مستقل، ...)	1
					السمعة المدركة للمؤسسة الإعلامية التي يتبع لها الموقع الإلكتروني الإخباري	2
					الصدق المدرك الموقع الإلكتروني الإخباري	3
					الحيادية المدركة الموقع الإلكتروني الإخباري	4

					الدقة المدركة المعلومات التي ينشرها الموقع الإلكتروني الإخباري	5
					الألفة مع الموقع الإلكتروني الإخباري	6
					تاريخ تأسيس الموقع الإلكتروني الإخباري	7

رابعا : رتب المعايير التالية حسب الأكثر تأثيرا على قرارك في اختيار الموقع الإلكتروني الإخباري؟ /الأكثر تفضيلا (1) ثم التالي (2) و الأقل تأثيرا (3)

☐ محتوى الموقع الإلكتروني الإخباري

☐ خصائص و مميزات الموقع الإلكتروني الإخباري

☐ مقدم الخدمة الإخبارية الإلكترونية (المؤسسة التي تملك و تدير الموقع الإلكتروني)

هل تريد إضافة أي ملاحظات أخرى ؟

أشكرك شكرا جزيلا لاجابتك ...

Research	Factors (Independent Variables)	Dependent Variables	Year	Author
1- One Response to one product, two markets: How geography differentiates online newspaper audiences	Media and content: a. Circulation before internet b. Local or national	Visiting news website	2007	Sylvie G. & Chyi H.I.
2- Interactive and Cultural Differences in Online Newspapers	1- Internet features: Interactivity 2- demographic: Culture affect on interactivity	Comparison between online newspaper in U.S. and south Korea	2008	Hong, M. et al
3- Make my day: ritual, dependency and the habit of newspaper reading	1- Habit 2- Demographic 3- Type of content	Reading print newspaper	2000	Bentley, C.H.
4- Online and print newspapers in Europe in 2003. Evolving towards complementarity	1- Content dimensions (8 dimensions) 2- News item dimensions (6 dimensions) 3- Internet features (7 dimensions)	Choosing print or online	2008	Van Der Wurff, R.
5- Exploring Differences Between Hybrid and Online-Only Users	1- Demographic 2- Internet use 3- Internet features 4- Content interest	Choosing hybrid or just online	2009	Chyi, H.I. et al
6- Online newspaper: a substitute or complement for print newspaper and other information channels?	1- Demographic 2- Type of content	Choosing print or online	2005	De Waal, E. et al
7- Is INTERNET CONTENT DIFFERENTAFTER ALL? A CONTENT ANALYSISOF MOBILIZING INFORMATION IN ONLINE AND PRINT NEWSPAPERS	Mobilizing information in newspapers (print or online)		2006	Hoffman L.H.
8- Wag the blog: How reliance on traditional media and the internet influence credibility perceptions of weblogs among blog users	Credibility of Traditional and Online media: believability, fairness, accuracy, and depth	Weblog credibility: believability, fairness, accuracy, and depth	2004	Johnson T.J. & Kaye B.K.

9-	Can the internet help preserve journalism? Sense of community differences among print and online local news consumers	demographic	Choose a print or online	2007	Mersey, R.D.
10-	Electronic media and the potential impact on print newspapers	1- Subscribe to the Internet 2- demographic	Reading a print newspaper	2002	Al Dalo, J.R.
11-	From print to online world: examining the predictors that influence the level of interactivity of newspaper's World Wide Web pages.	length of Internet Presence	the interactivity level	2002	Zeng, Q.
12-	Interactivity in Arab newspapers on the internet	Internet features: The rate interactivity: 1-The multiplicity of choices available to users 2-The possibility of users to connect newspaper and its editors 3- The possibility of personal communication 4-Continuous monitoring of the website 5- The possibility to search for information 6-The possibility of adding information	Online newspaper	2009	Al Ghareeb, S.M.
13-	How readers perceive journalists' functions at online community newspapers	Internet features: 1- Navigational interactivity 2- Adaptive interactivity 3- Functional interactivity	Online newspaper readership	2009	Deborah S. Chung
14-	Do magazines companion websites cannibalize the demand for the print version?	Companion website : 1- Circulation 2- Awareness 3- online 4- subscription 5- additional service(internet features) 6- advertising fees from website	Print newspaper	2005	Kaiser, U. & Kongsted, H.C
15-	Online newspapers: The impact of culture, sex, and age on the perceived importance of specified	Demographic 1- Culture 2- Sex 3- age 4- Hygiene factors:		2004	Hope B.G. & Li, Z.

quality factors	Timeliness, Content attractiveness, Content coverage, Usefulness, and Navigation 5- Motivate factors: Writing style, Layout, Archives, Services, Interactivity, and Multimedia presentation			
16- Newspaper political blogs generate little interaction	Internet features: Degree of interactivity	Newspaper's blogs	2008	Dailey, L. et al
17- Use of and satisfaction with newspaper sites in the local market: exploring differences between hybrid and online-only users	1- Demographic 2- Content intrest 3- Internet use	Read pure online or hybrid	2010	Chyi, H.I. et al

APPENDIX 7: PROFESSORS' QUESTIONNAIRE JURY

No.	Prof. name	University	Faculty
1	Amal Alomari	MEU	Arts and sciences
2	Faisal Al-Madi	NYIT	Business Admin.
3	Haitham Halloush	Hashemite university	Commercial Law
4	Husam Khadash	Hashemite university	Accounting
5	Khadair Alfarjat	Hashemite university	Business Admin.
6	Laith Alrobayei	MEU	Business Admin.
7	Mahmod Amrir	Applied science private university	Business Admin.
8	Modar Abdullatif	MEU	Accounting
9	Mohammed Alnuaimi	MEU	Electronic Business
10	Motaz Aldebei	University of Jordan	MIS
11	Nader Abu Shikha	Hashemite university	Business Admin.
12	Redwan Alkharansheh	Hashemite university	Business Admin.