

Al Jazeera and Al Arabiya's Coverage of Gaza War 2023: Attitudes of Media Professors at Jordanian Universities

Rasha Al-Ahmad*, Hadeel Sameer Shqair

Department of Radio and Television, Faculty of Mass Communication, University of Petra, Amman, Jordan. *Corresponding Author's Email: academicresearch772@gmail.com, rasha.alahmad@uop.edu.jo

Abstract

This research analyzed the attitudes of media professors at Jordanian universities regarding Al Jazeera and Al Arabiya's coverage of Gaza war 2023. A quantitative approach based on the analysis and interpretation of quantitative data was employed. The study population consisted of all media professors at Jordanian public and private universities, represented by Yarmouk University, Petra University, Zarqa University, Middle East University, the Arab Open University and Jadara University. To collect the study data, a pre-designed questionnaire was used. Using Google Forms, the questionnaire was distributed electronically. The electronic questionnaire link was sent via the Jordanian public and private universities' official email addresses and their public social media pages. A total of 80 media professors participated in the study. The results showed a high level of watching both Al Jazeera and Al Arabiya among media professors at Jordanian universities during the war. The results confirmed that media professors at Jordanian universities rely on Al Jazeera and Al Arabiya for news coverage due to several professional and complementary motivations. Al Arabiya is characterized by its speed, diverse news sources and comprehensive coverage, while Al Jazeera offers higher-level objectivity and a deeper level of analysis. Moreover, the results indicated a positive attitude among Jordanian university media professors regarding Al Jazeera and Al Arabiya's coverage of the Gaza war. The research recommended to encourage the use of data analytics and AI to monitor and evaluate the quality of coverage at both the text and image levels.

Keywords: Al Arabiya, Al Jazeera, Attitude, Gaza War 2023, Media Coverage, Media Professors at Jordanian Universities.

Introduction

Satellite and media channels have gained a significant impact on public opinion due to their ability to highlight conflicts and wars and convey images and events as they unfold (1-4). In this field, Arab news channels enjoy broad reach and popularity among audiences and are considered highly influential on the Arab public through their continuous news and media coverage (5). These satellite channels have been keen to address political issues affecting the security of the Arab region and the Middle East, including the Arab-Israeli conflict, which constitutes a state of tension and ongoing conflict dating back to the end of the nineteenth century (4). The Palestinian issue is considered one of the most important Arab-Israeli conflicts, marked by numerous instances of displacement of Palestinians from their villages and cities (6). On October 7, 2023, the Palestinian resistance group in the Gaza Strip launched a land, sea and air attack on several settlements surrounding the Gaza Strip (7). The operation was

considered one of the largest attacks against Israel (8-10). Like other nations, the Arab world was profoundly affected on all levels by the Gaza war 2023 (11). This war constituted a historical turning point for the entire world and the media played a major role in reporting the events of the war on Gaza since October 7, 2023 (7). During the war on Gaza, Arab satellite channels were keen to cover events continuously, transmit news quickly and monitor reactions at the global and Arab levels (2, 4). Arab satellite channels paid significant attention to reporting on events in the Gaza Strip during the war (12). Some channels adopted a neutral stance; some supported the war and some explicitly opposed it (4). Satellite channels arranged their agendas between negativity and positivity, skepticism and incitement, resulting in a diverse media landscape and varied approaches to covering the events of the war (2, 12). Within this context, Al Jazeera and Al Arabiya, considered among the most important Arab news channels

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which covered the events of the war in Gaza (2). Al Jazeera is distinguished by its strong presence and meticulous planning, while Al Arabiya stands out as a significant and fundamental influence on the public and the formation of public opinion (5). Despite numerous studies examining satellite and news channels' coverage of conflicts and wars (2, 5, 6, 13), research into the perspectives of academics and media specialists has not received the necessary attention, particularly concerning Al Jazeera and Al Arabiya's coverage of the war on Gaza within the Jordanian context. Therefore; the problem of this research is to analyze the attitudes of media professors at Jordanian universities regarding Al Jazeera and Al Arabiya's coverage of the Gaza war 2023. This will include revealing the extent to which media professors at Jordanian universities watched Al Jazeera and Al Arabiya channels during the war and determining the motivation of watching Al Jazeera and Al Arabiya channels during the war.

In this context, news framing theory represents one of the theories concerned with the content of advertising media and television channels in particular (14, 15). This theory is based on analyzing the news treatment by media outlets, especially news materials, news programs and news interviews across websites and satellite channels (16-19). News framing theory assumes that media content only has meaning when placed within a specific framework that connects events to convey them to the listener and viewer within a particular understanding. This framework may also omit certain aspects to align with its objectives and media policy (4, 20-22), thereby influencing the ideas, behaviors and attitudes formed by the audience (23, 24).

Several past studies have been conducted in this research field. A study examined Al Jazeera's framing of the Israeli war on Gaza in October 2023 using critical discourse analysis (2). The study concluded that Al Jazeera portrayed Palestinians positively while portraying Israel negatively. It also demonstrated that the ideological frameworks employed by Al Jazeera in its media coverage supported the Palestinian cause and highlighted a moral stance (2).

Another study compared the media coverage of the Arab-Israeli conflict by Al Jazeera and Al Arabiya during the 2009 Gaza War. The results confirmed that both networks used framing mechanisms that

presented Palestinian perspectives on the war at the expense of Israeli perspectives (4). Both channels also highlighted the heavy losses suffered by the Palestinians. The findings also indicated that Al Jazeera allocated more time and resources to covering the conflict than Al Arabiya, in addition to maintaining high professional standards in its news reporting by producing reports that accurately depicted the situation on the ground. Al Arabiya, on the other hand, relied on voiceovers in its reports, which included footage purchased from news agencies such as Reuters and the Associated Press, a method that was less expensive than Al Jazeera's reporting (4).

A further study examined the differences in semantic contexts between Al Jazeera and Al Arabiya in their news coverage of Gaza in 2023 (5). The results confirmed differences between the two channels in their descriptions of the war on Gaza, their portrayal of war victims and the slogans adopted by each channel. The study also highlighted the significant influence each channel had on public opinion (5). Other study compared Al Jazeera English (AJE) and the BBC's coverage of the October 7, 2023 war (6). It found no significant difference between the two channels in their news coverage, but the results also indicated qualitative differences in their portrayal of Palestinian casualties. Al Jazeera adopted a balanced and realistic approach to reporting the events of the war, while the BBC did not acknowledge Israel's perpetration of genocide or characterize its actions as terrorism (6).

A review of previous studies reveals researchers' interest in the Palestinian issue and the ongoing conflict in the Gaza Strip. However, to the best of the researcher's knowledge, no previous study has been found that specifically aimed to clarify the attitudes of media professors at Jordanian universities regarding the coverage of the Gaza war by Al Jazeera and Al Arabiya channels between 7th October 2023 to 7th October 2025. This underscores a persistent research gap that needs further investigation and research in this area and this what the current study aims to reveal.

Methodology

To achieve the research objectives, a quantitative approach based on the analysis and interpretation of quantitative data will be employed. The quantitative approach is considered the most

suitable for the current research topic considering media framing theory, which focuses on how academic elites perceive the way media events are presented.

Sample and Procedure

The study population consisted of all media professors at Jordanian public and private universities, represented by Yarmouk University, Petra University, Zarqa University, Middle East University, the Arab Open University and Jadara University.

Using Google Forms, the questionnaire was distributed electronically, specifically targeting media professors at Jordanian public and private universities, represented by Yarmouk University (Irbid; approximately 32.55° N, 35.85° E), Petra University (Amman; approximately 31.88° N, 35.84° E), Zarqa University (Zarqa; approximately 32.08° N, 36.10° E), Middle East University (Amman; approximately 31.82° N, 35.78° E), the Arab Open University (Amman; approximately 31.95° N, 35.91° E) and Jadara University (Irbid; approximately 32.55° N, 35.85° E).

A convenience sampling approach was employed. The inclusion criteria required participants to be faculty members in media departments at Jordanian universities. The electronic questionnaire link was distributed to media professors at Jordanian public and private universities through official university email addresses and public social media pages. Participation was voluntary and only completed responses were included in the analysis. A total of 80 professors constituted the final study sample of the year 2025.

Data Collection Method

To collect the study data, a pre-designed questionnaire was used. The questionnaire was designed based on previous studies closely related to the research area (2, 4, 5, 6). The instrument was not directly adopted from a single previous study; rather, it was developed by adapting relevant items and concepts from the existing literature to fit the context of Al Jazeera and Al Arabiya's coverage of the 2023 Gaza War and the target population of media professors at Jordanian universities. The questionnaire consisted of four main sections as follows:

Section 1: contains demographic data for the study sample, including gender, nationality, academic rank, university (public, private) and years of

experience. This section also required specifying the channel being followed to complete the questionnaire (Al Jazeera or Al Arabiya).

Section 2: contains statements that refer to the extent of which media professors at Jordanian universities watch Al Jazeera and Al Arabiya channels during the war.

Section 3: contains statements that refer to the motivations of media professors at Jordanian universities to watch Al Jazeera and Al Arabiya channels during the war. In this study, motivations refer to the reasons that encourage media professors to watch Al Jazeera and Al Arabiya during the Gaza War. These motivations are related to the perceived characteristics of news coverage, including comprehensiveness, objectivity, diversity of journalistic formats, impartiality and timeliness of reporting. The questionnaire assessed perceived objectivity from the perspective of media professors by measuring their evaluations of whether the channels' coverage was balanced, impartial and free from excessive bias.

Section 4: contains statements that refer to the attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza. In this study, attitude refers to media professors' overall positive or negative evaluation of Al Jazeera's and Al Arabiya's coverage of the 2023 Gaza War and was measured through the questionnaire items.

To collect the data, the questionnaire as shown in the Appendix was distributed electronically to the selected sample study via Google Forms. The electronic questionnaire allows respondents time to answer the questions and to consider their response as best they can.

Validity of The Data Collection Tool

To ensure the validity of the research instrument's content, it was reviewed by a committee of five highly qualified and experienced experts specializing in media, journalism and media coverage. These experts provided valuable feedback and recommendations regarding the clarity, relevance and alignment of the questionnaire items with the study's objectives. Based on their feedback, several modifications were made, including rewording some items to enhance their accuracy and contextual relevance. In addition to expert validation, statistical validation was performed using SPSS software. The instrument's structural integrity was assessed

by calculating Pearson correlation coefficients for the study's dimensions. Table 1 shows the correlation coefficients, confirming the strong

relationships between the study's dimensions and the overall structure of the instrument.

Table 1: Pearson's correlation coefficients between the study dimensions and the tool as a whole

Variables name	The extent of which media professors at Jordanian universities watch Al Jazeera and Al Arabiya channels during the war	The motivations of media professors at Jordanian universities to watch Al Jazeera and Al Arabiya channels during the war	The attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza	Overall instrument
The extent of which media professors at Jordanian universities watch Al Jazeera and Al Arabiya channels during the war	1	0.657**	0.540**	0.713**
The motivations of media professors at Jordanian universities to watch Al Jazeera and Al Arabiya channels during the war		1	0.451**	0.666**
The attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza			1	0.919**
Overall instrument				1

Note: Pearson's correlation coefficients were used to assess the internal consistency (construct validity) of the questionnaire dimensions. ** indicates statistical significance at the 0.01 level (2-tailed)

Pearson's correlation coefficients were used to analyze the three study dimensions (extent of watching, motivations and attitudes), as well as the connections between each dimension and the overall instrument score. Table 1 shows that all the dimensions had strong, positive and statistically significant correlations with the overall instrument (Attitudes: $r = 0.919$; Extent of Watching: $r = 0.713$; Motivations: $r = 0.666$), suggesting that each is a crucial component of the overall construct. the moderate-to-strong relationship between Motivations and Extent of Watching ($r = 0.657$) is consistent with theoretical expectations that link motivation to viewing behavior and the correlations between Attitudes and Motivations ($r = 0.451$) and between Attitudes and Extent of Watching ($r = 0.540$) are both moderately strong enough to confirm that each dimension captures unique aspects of the phenomenon while still being strong enough to show conceptual relatedness. The instrument has strong internal structural validity, as shown by the correlation matrix in Table 1. Significant and

positive relationships exist between the three dimensions and the overall score.

Reliability of the Data Collection Tool

The study assessed the reliability of the variables, a critical aspect in social science research to ensure the consistency and dependability of measurement instruments. The primary objective of this analysis was to determine the extent to which the items used to measure each variable reliably capture the intended constructs. Among the various methods available, Cronbach's Alpha is the most widely adopted statistical measure for evaluating the internal consistency of a scale. This coefficient ranges from 0 to 1, with higher values indicating greater reliability. Although scholars have proposed different thresholds for acceptable reliability, most researchers concur that a Cronbach's Alpha value of 0.6 or above is generally considered acceptable for establishing the reliability of a measurement instrument (25). Therefore, higher coefficient values reflect a stronger degree of measurement reliability. Table 2 shows the result.

Table 2: Reliability Results

Variables name	Items numbers	Reliability	Status
The extent of which media professors at Jordanian universities watch Al Jazeera and Al Arabiya channels during the war	5	0.880	Reliable
The motivations of media professors at Jordanian universities to watch Al Jazeera and Al Arabiya channels during the war	5	0.874	Reliable
The attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza	13	0.619	Reliable
Overall instrument	23	0.753	Reliable

The reliability analysis shows that the study instrument has acceptable internal consistency across all dimensions. The behavioral and motivational scales demonstrate strong alignment, while the attitudinal scale, though slightly lower, remains within the acceptable range. Overall, the instrument is reliable and supports the validity of the statistical analyses.

Results

The Statistical Package for the Social Sciences (SPSS) was used for data analysis. Since the study aimed to describe media professors' viewing patterns, motivations and attitudes toward Al Jazeera and Al Arabiya's coverage of the Gaza War, descriptive statistical techniques were employed. Frequencies and percentages were used to describe participants' responses regarding watching both channels during the war, while

arithmetic means and standard deviations were calculated to identify the levels of viewing motivations and attitudes toward the two channels' coverage. The results were interpreted based on the calculated means and standard deviations. The questionnaire responses were coded numerically for statistical analysis in SPSS. Likert-scale responses were coded from 1 (strongly disagree) to 5 (strongly agree), while categorical variables were coded according to their response categories. The following sections represent this.

Demographic Characteristics of The Sample

The demographics of the sample are given in Table 3 which presented their demographics characteristics.

Table 3: Demographic Characteristics of The Participants

Demographic	Frequency	Percentage (%)
Gender		
Male	51	63.7
Female	29	36.3
Nationality		
Jordanian	55	68.8
Non-Jordanian	25	31.2
Academic Rank		
Lecturer	25	31.2
University Professor	19	23.8
Associate Professor	19	23.8
Professor (Doctor)	17	21.2
University Type		
Public	54	67.5
Private	26	23.5
Years of Experience		
1 – less than 5 years	21	26.3
5 – 10 years	34	42.5
over 10 years	25	31.2

Which channel were you watching during the last war on Gaza

Al Jazeera	45	56.3
Al Arabiya	35	43.2

What is the average amount of time you spent daily watching the channel

Half an hour - Less than an hour	37	46.2
One hour - Two hours	5	6.3
3 hours - 5 hours	20	25
More than five hours	18	22.5

As shown in Table 3, the study sample consisted of 80 media professors from Jordanian universities, representing a diverse group across several demographic characteristics. In terms of gender, the participants included 51 males (63.7%) and 29 females (36.3%), while the majority were Jordanian nationals (55; 68.8%) compared to 25 non-Jordanians (31.2%). Academic ranks were distributed among lecturers (25; 31.2%), associate professors (19; 23.8%), professors (17; 21.2%) and university professors (19; 23.8%), reflecting a balanced academic composition. Most participants were affiliated with public universities (54; 67.5%), whereas 26 (32.5%) belonged to private institutions. Regarding years of experience, 34 participants (42.5%) reported between five and ten years, 25 (31.2%) had more than ten years and 21 (26.3%) had less than five years.

As for the channel they were watching during the last war on Gaza, 45 participants (56.3%) reported watching Al Jazeera, while 35 (43.2%) followed Al Arabiya. In terms of viewing time, 37 participants (46.2%) spent less than one hour daily, 5 (6.3%)

watched between one and two hours, 20 (25%) reported three to five hours and 18 (22.5%) spent more than five hours per day. The demographic profile creates a sample that is both sufficiently diverse for insightful subgroup analysis and retains the professional credentials required for knowledgeable commentary on media performance during times of war.

The Extent to Which Media Professors at Jordanian Universities Watches Al Jazeera and Al Arabiya Channels During the War

To examine the extent to which media professors at Jordanian universities watched Al Jazeera and Al Arabiya channels during the war, frequencies and percentages were presented for each scale (strongly agree, agree, neutral, disagree, strongly disagree). The mean and standard deviation of the scale items were also used to compare the variables. Tables 4 and 5 show the results for each channel.

Table 4: Number (percent) and Mean (Standard Deviation) for Al Jazeera Watched During the War

Item	No. of respondents (%) (n=45)					Mean (SD)	Degree
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		
I prefer watching this channel for its excellent coverage during wartime.	4(8.9)	39(86.7)	2(4.4)	0	0	4.04(0.367)	High
I make sure to watch the channel regularly, especially during wartime.	3(6.7)	42(93.3)	0	0	0	4.07(0.252)	High
I trust that this channel is a comprehensive source for political events during wartime.	15(33.3)	29(64.4)	0	1(2.2)	0	4.29(0.589)	V. high
I believe this channel eliminates the need to watch other channels during wartime.	5(11.1)	39(86.7)	0	1(2.2)	0	4.07(0.447)	High

I organize my time to watch my favorite programs on this channel during wartime.	2(4.4)	42(93.3)	0	1(2.2)	0	4.02(0.260)	High
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The extent of which media professors at Jordanian universities watch Al Jazeera during the war **4.09(0.215)** **High**

Note: SD = Standard Deviation

The result in Table 4 presents the extent to which media professors at Jordanian universities watched Al Jazeera during the war on Gaza, revealing exceptionally high and consistent levels of engagement among the respondents who identified Al Jazeera as their primary channel. The composite mean of 4.09 (SD = 0.215) indicates a very high overall level of viewing, with all five individual items scoring above 4.0. Trust in the channel as a comprehensive source for political events emerged as the strongest dimension (M = 4.29, SD = 0.589), with 97.7% agreement, suggesting that credibility serves as the foundational element driving viewing behavior. Regular viewing habits demonstrated remarkable consensus, with 100% agreement on making sure to watch regularly (M = 4.07, SD = 0.252) and 97.7% agreement on organizing time to watch favorite programs (M = 4.02, SD = 0.260), indicating that engagement with Al Jazeera represents structured, intentional activity rather

than casual viewing. Notably, 97.8% of respondents agreed that Al Jazeera eliminates the need to watch other channels during wartime (M = 4.07, SD = 0.447), reflecting a perception of the channel as a sufficient standalone source for war coverage. The consistently low standard deviations across most items (ranging from 0.215 to 0.447) indicate strong consensus among respondents, media professors exhibit a hierarchical pattern of engagement, according to the data, with regular viewing habits and the belief that Al Jazeera is the only source of information during times of war stemming from a trust in comprehensiveness. Al Jazeera has established itself as the leading and reliable information source for this knowledgeable audience during coverage of regional conflicts, as evidenced by this pattern and the viewing intensity data, which shows 47.5% of viewers watch for three or more hours every day.

Table 5: Number (percent) and Mean (Standard Deviation) for Al Arabiya Watched During the War

Item	No. of respondents (%) (n=35)					Mean (SD)	degree
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		
I prefer watching this channel for its excellent coverage during wartime.	6(17.1)	29(82.9)	0	0	0	4.17(0.382)	High
I make sure to watch the channel regularly, especially during wartime.	4(11.4)	31(88.6)	0	0	0	4.11(0.323)	High
I trust that this channel is a comprehensive source for political events during wartime.	12(34.3)	23(65.7)	0	0	0	4.34(0.482)	V. high
I believe this channel eliminates the need to watch other channels during wartime.	2(5.7)	33(94.3)	0	0	0	4.06(0.236)	High
I organize my time to watch my favorite programs on this channel during wartime.	1(2.9)	34(97.1)	0	0	0	4.03(0.169)	High
The extent of which media professors at Jordanian universities watch Al Arabiya during the war						4.14(.124)	High

Note: % = Percentage, SD = Standard Deviation

The results in Table 5 show that a large proportion of media professors at Jordanian universities expressed agreement with the statements regarding their engagement with Al Arabiya during the war. Specifically, 82.9% agreed that they prefer the channel for its excellent coverage, while 88.6% agreed that they make sure to watch it regularly. Trust in the channel as a comprehensive source for political events was confirmed by 65.7% of respondents. In addition, 94.3% agreed that Al Arabiya eliminates the need to watch other channels and 97.1% agreed that they organize their time to watch their favorite programs. These percentages highlight a consistently high level of agreement across all

items, reflecting strong reliance on Al Arabiya's coverage during wartime.

The Motivation of Media Professors at Jordanian Universities to Watch Al Jazeera and Al Arabiya Channels During the War

The arithmetic means and standard deviations of the respondents' evaluations for each channel. The motivations were then ranked according to the frequency and strength of the sample responses was calculated. Those with the highest mean scores were classified as the most impactful and prioritized motivations. These findings are presented in Tables 6 and 7.

Table 6: Arithmetic Means and Standard Deviations of The Study Sample Regarding Motivation to Watch Al Jazeera Channels During the War

Statement	Mean	SD	Degree of Impact	Rank
The channel provides excellent and comprehensive coverage of the war.	4.09	0.358	H	2
The channel covers the war with complete objectivity.	4.18	0.442	H	1
The channel covers the war using various journalistic formats and a diverse range of programs.	4	0.213	H	5
The news coverage provided by the channel during wartime is characterized by greater impartiality than that of other satellite channels.	4.02	0.260	H	4
The news coverage provided by the channel during wartime is characterized by its speed and timeliness.	4.04	0.298	H	3
Motivation to Watch Al Jazeera Channels During the War	4.06	0.244	H	

Note: SD = Standard Deviation, H = High

Table 6 shows the arithmetic means, standard deviations and the rank order of the motivational factors for media professors in Jordanian universities to watch Al Jazeera during the war on Gaza and it is obvious that there is a definite hierarchy of motivational factors. The mean of 4.06 (SD = 0.244) suggests a consistently high level of motivation among all items, each of which scored above 4.0. Objectivity emerged as the primary level of motivation, with "the channel covers the war with complete objectivity" being ranked first (M = 4.18, SD = 0.442), suggesting that impartiality is the most significant level of motivation in choosing a medium among media academics. Comprehensiveness emerged as the second level of motivation (M = 4.09, SD = 0.358), referring to professors' preference for accessing broad and detailed information that covers different aspects and developments of the Gaza War. This suggests that professors simultaneously prioritize both impartiality in reporting and comprehensiveness

of information. Speed and timeliness emerged as the third level of motivation (M = 4.04, SD = 0.298), suggesting that although speed is a significant consideration, it is a consideration secondary to the quality of reporting. Ranking fourth were comparative impartiality relative to other channels (M = 4.02, SD = 0.260), followed by the importance of format diversity, which ranked fifth (M = 4.00, SD = 0.213). These results indicate that stylistic and comparative considerations have the least impact on media professors' viewing behavior. The low standard deviations across all the variables (all ranged from 0.213 to 0.442) indicate a high degree of consensus among the media professors concerning the motivational priorities. Such a hierarchy of values, prioritizing objectivity above all else, followed by comprehensiveness as a secondary consideration and format diversity as the least influential factor, indicates that media professors evaluate news sources based on a rubric of professional journalistic values, prioritizing the

core values over the peripheral ones and supports the argument that the reputation for impartial reporting is the chief attraction of Al Jazeera to the

media professors as a means to better comprehend complex conflict situations.

Table 7: Arithmetic Means and Standard Deviations of the Study Sample Regarding Motivation to Watch Al Arabiya Channels During the War

Statement	Mean	SD	Degree of impact	Rank
The channel provides excellent and comprehensive coverage of the war.	4.06	0.236	H	1
The channel covers the war with complete objectivity.	3.94	0.338	H	4
The channel covers the war using various journalistic formats and a diverse range of programs.	4	0.243	H	2
The news coverage provided by the channel during wartime is characterized by greater impartiality than that of other satellite channels.	3.86	0.550	H	5
The news coverage provided by the channel during wartime is characterized by its speed and timeliness.	4	0.000	H	2
Motivation to Watch Al Arabiya Channels During the War	3.97	0.146	H	

Note: SD = Standard Deviation

Table 7 presents the arithmetic means and standard deviations of the study sample regarding their motivation to watch Al Arabiya channels during the war. The strongest motivation was the perception that the channel provides excellent and comprehensive coverage, with a mean of 4.06 (rank 1, high impact). The use of diverse journalistic formats and programs, as well as the speed and timeliness of coverage, both recorded means of 4.00 (rank 2, high impact). The impartiality of Al Arabiya compared to other satellite channels was rated lowest, with a mean of 3.86 (rank 5, high impact). Objectivity in coverage was also slightly lower, with a mean of 3.94 (rank 4, high impact). Overall, the composite mean score

of 3.97 indicates that motivations to watch Al Arabiya during wartime were consistently high, though slightly less pronounced than those reported for Al Jazeera.

The Attitudes of Media Professors at Jordanian Universities Towards Al Jazeera and Al Arabiya's Coverage During the War on Gaza

The arithmetic means and standard deviations were calculated, according the attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza for each channel. Tables 8 and 9 shows the results.

Table 8: Arithmetic Means and Standard Deviations of the Study Sample Regarding Attitudes Towards Al Jazeera Channels During the War

Statement	Mean	SD	Degree Of Agreement
The channel contributed to the wave of change in the Arab world and the world at large regarding the war on Gaza.	4.02	0.260	H
The channel reflected the war on Gaza with complete credibility.	4.04	0.208	H
The channel represents the viewpoint of its owners to serve their interests regarding the war.	4.02	0.149	H
During the war on Gaza, the channel contributed to shaping the opinions of media academics.	4.02	0.149	H
During the war on Gaza, the channel contributed to shaping public opinion.	4.11	0.438	H
The channel used emotional language to influence viewers during the war on Gaza.	4.02	0.260	H
The channel used advertising breaks that helped influence viewers during the war on Gaza.	4.13	0.344	H
The channel hosted figures who contributed to shaping political events and public opinion regarding the war.	4.40	0.495	VH

The channel presented news content about the war with complete bias and a lack of objectivity.	4.02	0.149	H
The channel reported news about the war only from its own perspective and did not highlight other viewpoints.	4.02	0.149	H
The channel diversified its sources for covering the war and did not limit itself to its own sources.	3.20	0.726	M
The news reported by the channel during the war was characterized by sensationalism and exaggeration.	3.98	0.398	H
The channel was able to shape my viewpoint as a viewer about the war with objectivity and credibility.	4.16	0.367	H
Attitudes Towards Al Jazeera Channels During the War	4.01	0.155	H

Note: SD = Standard Deviation, H = High, V.H = Very High, M = Moderate

Table 8 presents the arithmetic means and standard deviations of the study sample regarding attitudes towards Al Jazeera channels during the war. The highest-rated attitude was the perception that the channel hosted figures who contributed to shaping political events and public opinion, with a mean of 4.40 (very high agreement). Other strong attitudes included the belief that the channel shaped viewers' perspectives with objectivity and credibility (4.16, high) and that advertising breaks helped influence viewers (4.13, high). The contribution of Al Jazeera to shaping public opinion was also notable (4.11, high). Several items

recorded consistent means of 4.02, including the channel's role in reflecting the war with credibility, representing owners' viewpoints, shaping the opinions of media academics, using emotional language, presenting biased content and reporting only from its own perspective. Speed and timeliness of coverage were reflected in a mean of 4.04, while sensationalism and exaggeration scored 3.98 (high). The lowest-rated item was diversification of sources, with a mean of 3.20 (moderate agreement). Overall, the composite mean of 4.01 indicates that attitudes towards Al Jazeera during the war were generally high.

Table 9: Arithmetic Means and Standard Deviations of The Study Sample Regarding Attitudes Towards Al Arabiya Channels During the War

Statement	Mean	SD	Degree of Agreement
The channel contributed to the wave of change in the Arab world and the world at large regarding the war on Gaza.	4.11	0.323	H
The channel reflected the war on Gaza with complete credibility.	4.11	0.323	H
The channel represents the viewpoint of its owners to serve their interests regarding the war.	3.94	0.236	H
During the war on Gaza, the channel contributed to shaping the opinions of media academics.	3.94	0.338	H
During the war on Gaza, the channel contributed to shaping public opinion.	4.11	0.323	H
The channel used emotional language to influence viewers during the war on Gaza.	4.17	0.382	H
The channel used advertising breaks that helped influence viewers during the war on Gaza.	4	0.000	H
The channel hosted figures who contributed to shaping political events and public opinion regarding the war.	4.34	0.482	V.H
The channel presented news content about the war with complete bias and a lack of objectivity.	4	0.000	H
The channel reported news about the war only from its own perspective and did not highlight other viewpoints.	4	0.000	H
The channel diversified its sources for covering the war and did not limit itself to its own sources.	3.46	0.657	H
The news reported by the channel during the war was characterized by sensationalism and exaggeration.	3.83	0.514	H
The channel was able to shape my viewpoint as a viewer about the war with objectivity and credibility.	4.17	0.382	H

Table 9 presents the arithmetic means and standard deviations of the study sample regarding attitudes towards Al Arabiya channels during the war. The highest-rated attitude was the perception that the channel hosted figures who contributed to shaping political events and public opinion, with a mean of 4.34 (very high agreement). Other strong attitudes included the use of emotional language to influence viewers (4.17, high) and the ability of the channel to shape viewers' perspectives with objectivity and credibility (4.17, high). Several items scored 4.11 (high), including the channel's contribution to the wave of change in the Arab world, reflecting the war with credibility and shaping public opinion. Advertising breaks and presenting news with bias both recorded means of 4.00 (high). Slightly lower means were observed for representing owners' viewpoints (3.94, high), shaping the opinions of media academics (3.94, high) and sensationalism (3.83, high). The lowest-rated item was diversification of sources, with a mean of 3.46 (high but relatively weaker). Overall, the composite mean of 4.01 indicates that attitudes towards Al Arabiya during the war were generally high.

Although the study relied on descriptive statistics, the comparison between Tables 8 and 9 reveals both similarities and subtle differences in professors' attitudes toward Al Jazeera and Al Arabiya. Both channels recorded the same overall mean (4.01), indicating generally high attitudes. However, Al Jazeera scored higher in hosting influential figures ($M = 4.40$) and shaping public opinion, while Al Arabiya scored slightly higher in emotional language ($M = 4.17$) and source diversification ($M = 3.46$ vs. 3.20). These descriptive differences suggest nuanced variations in perceptions, even if the overall trend appears similar. While inferential tests such as the paired samples t-test could further validate these differences, the current analysis provides a multidimensional interpretive reading of the descriptive results, acknowledging methodological limitations and recommending future research to employ inferential methods.

Discussion

Regarding the extent to which media professors at Jordanian universities watched Al Jazeera and Al Arabiya channels during the war; the results showed that media professors at Jordanian universities recorded a high level of viewership for both Al Jazeera and Al Arabiya channels during the war on Gaza. This indicates a clear reliance on satellite news channels as a primary source of information during times of crisis. The high viewership level may be explained by the interest of the sample group, who belong to the academic media elite, in news coverage. This result supports the findings which stated that Al Jazeera's distinctive strong presence and meticulous planning in media coverage (5). This result also indicates that the intensive news coverage provided by both channels made them a primary source of information in the crisis and this is consistent with the news framing theory, which emphasizes that the way events are constructed and presented within specific interpretive frameworks enhances the public's interest in these events (4, 19).

However, when comparing the average values for each channel separately, it becomes clear that Al Jazeera outperformed Al Arabiya in terms of preference, regularity of viewing, trust in content and comprehensiveness of coverage during the war. This result may indicate Al Jazeera's superiority in its news coverage style and its reliance on human-interest narratives supported by powerful visuals, which enhances its perception as a media source close to the event. This finding underscores the role of different media frameworks in shaping public awareness and media perceptions during conflicts and wars (4). This result also suggests that individuals' and viewers' stances are determined by their reliance on a specific website or channel for news coverage, which influences their public opinion and intellectual frameworks (16). This result also supports the finding which confirmed the high level of professionalism of Al Jazeera in its coverage of the War in Gaza, where it adopted a methodology that reflected the reality of the war and the events in Gaza (6).

Regarding the motivation of media professors at Jordanian universities to watch Al Jazeera and Al

Arabiya channels during the war, the results confirmed a high overall motivational rating of both channels, indicating that the study participants considered them primary and reliable news sources during times of war and conflict. The analysis revealed some differences in preference patterns between the two channels, suggesting a high level of professional awareness of the subtle differences in their editorial performance. Regarding Al Jazeera, media professors recognized the channel's commitment to professional standards of objectivity in reporting narratives and events, particularly concerning political and humanitarian details. Al Arabiya, on the other side, stood out for its extensive coverage that effectively and efficiently linked events. This result aligns with the finding which stated that Al Jazeera successfully provided highly professional news coverage of the 2023 Gaza war, accurately reflecting the reality in the Gaza Strip (6).

Moreover, the results showed that Al Arabiya channel outperformed Al Jazeera in its reliance on diverse sources. This result may reflect Al Arabiya's use of correspondents and local reporters from diverse backgrounds, its reliance on multiple official, regional and international sources and its commitment to presenting diverse political viewpoints within its news framework. There is a clear difference between Al Jazeera and Al Arabiya in their news coverage strategies (2). However, this finding contradicts the results of Issa (2), which indicated that Al Jazeera's sources are more diverse than Al Arabiya's, as the current study demonstrates the opposite. The current study found that Al Arabiya's sources are more diverse and comprehensive than Al Jazeera's in reporting news events.

The results also indicated that Al Arabiya was faster than Al Jazeera in its news coverage of the war, as speed is a crucial factor in attracting viewers during news coverage. This result could explain the higher rating of Al Jazeera's objectivity. Some academics attribute this to the channel's excessive speed in news coverage, coupled with a lower level of verification and in-depth analysis of events and their details. The motivational findings can be explained within the framework of media framing theory, which posits that media outlets do not simply report events but frame them by relying on multiple sources and diverse narrative styles that influence the audience's perception (4). This is

evident in the high ratings given to Al Jazeera and Al Arabiya by media professors at Jordanian universities. However, these motivations varied depending on the discursive frameworks employed by each channel in its news coverage.

Regarding the attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza, the results showed that the study sample's attitudes towards Al Jazeera and Al Arabiya's coverage of the war on Gaza were positive, with very similar overall ratings. This reflects the two channels are recognized as key players in media coverage during wars and conflicts. The hosting of prominent figures who influence political events and public opinion was a top priority for both Al Jazeera and Al Arabiya, underscoring their significant role in shaping public opinion through the selection of appropriate guests and experts. In light of media framing theory, this result can be explained by the fact that Al Jazeera and Al Arabiya employ different news frameworks in reporting events and covering the news (16). This finding supports the theoretical assumptions of the news framing theory, which included that the way events are organized and certain elements are highlighted over others influences audiences' assessments of credibility, objectivity and the quality of media performance (4). For media professors, their extensive academic experience allowed them to recognize these differences within the news frameworks used by the two channels, which was reflected in their positive evaluation while also acknowledging the professional strengths of each channel. Al Jazeera focuses on highlighting the political and humanitarian context, while Al Arabiya tends to emphasize broad news coverage and use language that resonates with viewers. This result may also reflect the ability of media professors at Jordanian universities to distinguish between news and media frameworks and to interact with them critically, framing analytical perspectives. Media professors rely on their academic and professional experience in analyzing media performance, which gives the results a deeper interpretive dimension in terms of the professional standards that govern news coverage during armed conflicts.

Media professors perceived Al Jazeera's coverage as more objective than Al Arabiya's coverage, while Al Arabiya demonstrated a stronger presence in

the category of using emotional language. This indicates Al Jazeera's tendency to present a discourse perceived as more balanced and analytical (5), while Al Arabiya relies more heavily on persuasive language to sway viewers. The results also showed Al Arabiya's superiority over Al Jazeera in the category of diversifying sources. This finding aligns with past studies (4), which emphasized that public attitudes toward a particular issue or event can be influenced by the meanings, images and ideas disseminated by the media. These images and ideas inevitably affect public attitudes, behaviors and orientations toward the issue at hand.

Conclusion

The current research presents analyses related to Al Jazeera and Al Arabiya's coverage of Gaza war 2023. The results showed a high level of watching of both Al Jazeera and Al Arabiya among media professors at Jordanian universities during the war, reflecting a professional awareness of the importance of consulting multiple reliable sources during conflict. The comparative analysis also revealed Al Jazeera's superiority over Al Arabiya in indicators of preference, trust and reliance as a comprehensive source for reporting political events during the war.

The results confirmed that media professors at Jordanian universities rely on Al Jazeera and Al Arabiya for news coverage due to several professional and complementary motivations. Al Arabiya is characterized by its speed, diverse news sources and comprehensive coverage, while Al Jazeera offers higher-level objectivity and a deeper level of analysis.

The results also indicated a positive attitude among Jordanian university media professors regarding Al Jazeera and Al Arabiya's coverage of the Gaza war. These professors considered both channels influential media actors in shaping public opinion during wartime. Furthermore, some minor differences were observed in the editorial styles employed by the two channels. Al Jazeera was perceived as more balanced in its narrative structure, while Al Arabiya was characterized by a more impactful and diverse style due to its reliance on a wider range of sources. The study's findings confirm the validity of news framing theory as an explanatory framework for understanding media

professors' evaluations of Arab media coverage during armed conflicts.

It is worth mentioning that this study differs from previous studies in that it does not focus on public opinion or media content analysis; rather, it examines the perspectives of media professors at Jordanian universities. Media professors were selected as the study population because they represent an expert group with academic knowledge and professional understanding of media practices and journalistic standards. Unlike the public or students, their evaluation of news coverage is based on analytical and professional criteria, including objectivity, credibility and framing practices. Their perspectives also differ from those of journalists and media practitioners, as they provide an academic assessment of media performance rather than an insider professional perspective. Therefore, this study offers a significant contribution by providing empirical evidence reflecting the academic elite's assessment of Al Jazeera and Al Arabiya's coverage of the Gaza war, thus enriching the literature on media credibility, particularly the extent to which news coverage is evaluated by media professors in terms of reliability, accuracy and professional performance during times of crisis and conflict.

This study has some limitations that should be considered when interpreting the findings. First, the study relied on media professors' self-reported evaluations of Al Jazeera and Al Arabiya's coverage; therefore, their responses may have been influenced by contextual factors related to the Gaza War, including political orientations, national identity, or personal attitudes toward the conflict. Although the participants represent an academically informed group, such factors may shape perceptions of media coverage during highly sensitive events. Future research may consider examining additional contextual variables or employing content analysis approaches to provide a more comprehensive assessment of news coverage.

Based on the research findings, it is recommended to establish interactive platforms between media professors and local and regional media outlets to exchange perspectives. It is also recommended to encourage the use of data analytics and artificial intelligence (AI) to monitor and evaluate the quality of coverage at both the text and image levels.

Researchers can conduct further studies in the future to understand the motivations behind editorial line choices by conducting in-depth interviews with editors and journalists at both channels. It is also important to study the Jordanian public's responses to the impact of the coverage on their opinions and political orientations.

Abbreviations

None.

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Author Contributions

Rasha Al-Ahmad: Conceptualization, Conducted the Study, Data Collection, Analysis, Data Interpretation, Writing – Original Draft, Hadeel Sameer Shqair: Conceptualization, Writing. The two authors critically reviewed the final manuscript.

Conflict of Interest

The author declares no conflict during the study.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request, subject to ethical and confidentiality considerations. The questionnaire used in this study has been provided as Appendix to enhance research transparency and facilitate understanding of the measurement process.

Declaration of Artificial Intelligence (AI) Assistance

The authors declare that no generative AI or AI-assisted technologies were used in the writing process of this manuscript. The authors take full responsibility for the content's originality, interpretation and accuracy.

Ethics Approval

The study was conducted in accordance with ethical research standards. Participation was voluntary and informed consent was obtained from all participants prior to data collection. Participants were assured of the confidentiality and anonymity of their responses and no personal identifying information was collected. The study

did not involve any procedures that could cause harm to participants.

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APPENDIX

Mass media contributes to shaping the attitudes of the audience exposed to its content, choosing an appropriate method for presenting the subject matter in a way that influences the audience and guides them to think in a particular way about the issue. During the war on Gaza and the significant escalation of Israeli aggression against the Gaza Strip. Arab satellite channels were keen to cover events continuously, transmit news quickly and monitor reactions at the global and Arab levels, including Al Jazeera and Al Arabiya, considered among the most important Arab news channels. The current questionnaire is a part of a study titled '**Al Jazeera and Al Arabiya's Coverage of Gaza War 2023: Attitudes of Media Professors at Jordanian Universities**'. The study aims to analyze the attitudes of media professors at Jordanian universities regarding Al Jazeera and Al Arabiya's coverage of the Gaza war.

The collected data will only be used purely for academic research purposes and all information provided in this survey will be treated confidentially. This questionnaire will require you no longer than 10 -15 minutes. Your participation in this study is totally voluntary and you have the right to withdraw for any reason and at any time and your responses will be directly damaged.

Thank you for your cooperation

Section (1): Demographic Information

Please put this sign (√) in the box that represents the most appropriate option from the following questions:

What is your gender?

☐ Male

☐ Female

What is your nationality

☐ Jordanian

☐ Non-Jordanian

What is your academic rank

☐ Lecturer

☐ University Professor

☐ Associate Professor

☐ Professor (Doctor)

What is your university type

☐ Public

☐ Private

How many years of experience have you had?

☐ 1 – less than 5 years

☐ 5 – 10 years

☐ over 10 years

Which channel were you watching during the last war on Gaza?

Please note that your answers to the following survey questions will be related to one channel, specifically the one you watched most frequently during the war on Gaza.

☐ Al Jazeera and Al Arabiya

☐ Al Jazeera and Al Arabiya

What is the average amount of time you spent daily watching the channel?

☐ Half an hour - Less than an hour

☐ One hour - Two hours

☐ 3 hours - 5 hours

☐ More than five hours

Section (2): The extent of which media professors at Jordanian universities watch Al Jazeera and Al Arabiya channels during the war

The following are statements represent the extent of which media professors at Jordanian universities watch Al Jazeera and Al Arabiya channels during the war. For each of the statements, put (√) sign beside the alternative that you considered it as the most appropriate answer to the next statement in your opinion.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I prefer watching this channel for its excellent coverage during wartime.					
I make sure to watch the channel regularly, especially during wartime.					
I trust that this channel is a comprehensive source for political events during wartime.					

I believe this channel eliminates the need to watch other channels during wartime.
I organize my time to watch my favorite programs on this channel during wartime.

Section (3): The motivations of media professors at Jordanian universities to watch Al Jazeera and Al Arabiya channels during the war

The following are statements represent the motivations of media professors at Jordanian universities to watch Al Jazeera and Al Arabiya channels during the war. For each of the statements, put (√) sign beside the alternative that you considered it as the most appropriate answer to the next statement in your opinion.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The channel provides excellent and comprehensive coverage of the war.					
The channel covers the war with complete objectivity.					
The channel covers the war using various journalistic formats and a diverse range of programs.					
The news coverage provided by the channel during wartime is characterized by greater impartiality than that of other satellite channels.					
The news coverage provided by the channel during wartime is characterized by its speed and timeliness.					

Section (4): The attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza

The following are statements represent the attitudes of media professors at Jordanian universities towards Al Jazeera and Al Arabiya's coverage during the war on Gaza. Please put (√) sign beside the alternative that you considered it as the most appropriate answer to the next statement in your opinion.

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The channel contributed to the wave of change in the Arab world and the world at large regarding the war on Gaza.					
The channel reflected the war on Gaza with complete credibility.					
The channel represents the viewpoint of its owners to serve their interests regarding the war.					
During the war on Gaza, the channel contributed to shaping the opinions of media academics.					
During the war on Gaza, the channel contributed to shaping public opinion.					
The channel used emotional language to influence viewers during the war on Gaza.					
The channel used advertising breaks that helped influence viewers during the war on Gaza.					
The channel hosted figures who contributed to shaping political events and public opinion regarding the war.					
The channel presented news content about the war with complete bias and a lack of objectivity.					

The channel reported news about the war only from its own perspective and did not highlight other viewpoints.

The channel diversified its sources for covering the war and did not limit itself to its own sources.

The news reported by the channel during the war was characterized by sensationalism and exaggeration.

The channel was able to shape my viewpoint as a viewer about the war with objectivity and credibility.
