



Capstone Research

Media Effect on Syrian Viewers

By: Vache Badros

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WHY I WAS INSPIRED TO DO MY

RESEARCH ABOUT THIS TOPIC

- I was a victim of the media after leaving Syria because of the war.
- I want to raise awareness and spread the message that people should not let the news affect their mentality.
- Syrians around the world should wake up and realize that what they might see on the news doesn't answer all questions about what's happening in real life.

INTRODUCTION

- Research
- Expectations

RESEARCH QUESTION

Did media have an impact on Syrian individual's mental health, behavior, and choosing a side (pro or anti-Assad) that live out of Syria by seeing different perspectives shown on social media?

GENERAL INFORMATION

- Syrian Civil War
- Channels Covering the War
- Sunni-Shia conflict
- Refugees

CULTIVATION THEORY

- FOUND BY GEORGE GERBNER, A PROFESSOR AND RESEARCHER AT THE UNIVERSITY OF ILLINOIS, 1976
- EXAMINED THE LONG-TERM EFFECTS OF TV ON VIEWERS
- FOCUSED ON THE EFFECT THAT TV HAS ON ITS HEAVY VIEWERS PERCEPTIONS

METHODOLOGY

- Creating a survey
- Sending requests to Syrian refugee camps in Europe, and sending forms to Syrians living in the Arab world to join the research by answering the questions
- Giving out written form that mentions all details needed about the research and that it is safe and only for educational use, adding that if they accept it could be fully anonymous
- Randomly Choosing 60 participants (20 from Europe, 20 from Arab world, 20 from Armenia)

Locations

<i>United Arab Emirates</i>	<i>Kingdom of Saudi Arabia</i>
<i>Qatar</i>	<i>Kuwait</i>
<i>Lebanon</i>	<i>Jordan</i>
<i>Iraq</i>	<i>France</i>
<i>Australia</i>	<i>Canada</i>
<i>Germany</i>	<i>Sweden</i>
<i>Netherlands</i>	<i>Belgium</i>
<i>United States of America</i>	<i>Armenia</i>

SURVEY QUESTIONS / PART 1

1: Background and early stage of watching news.

Age.

Country they live in.

Religious beliefs.

Which side do they support?

Do they watch news about Syria?

When did they start?

Who do they have in Syria?

What do they own in Syria?

SURVEY QUESTIONS / PART 2

2: News channel picking to get information about Syria.

Which news channel do they get their information about what's happening in Syria?

Why do they refer to this specific channel?

SURVEY QUESTIONS / PART 3

3: Feelings after watching a news about Syria and what message they received.

Have you ever reconsidered the side your with due to something you've seen on the news?

What's the first thing that comes to your mind when you see footage of mass destruction in a neighborhood that took lives of many civilians?

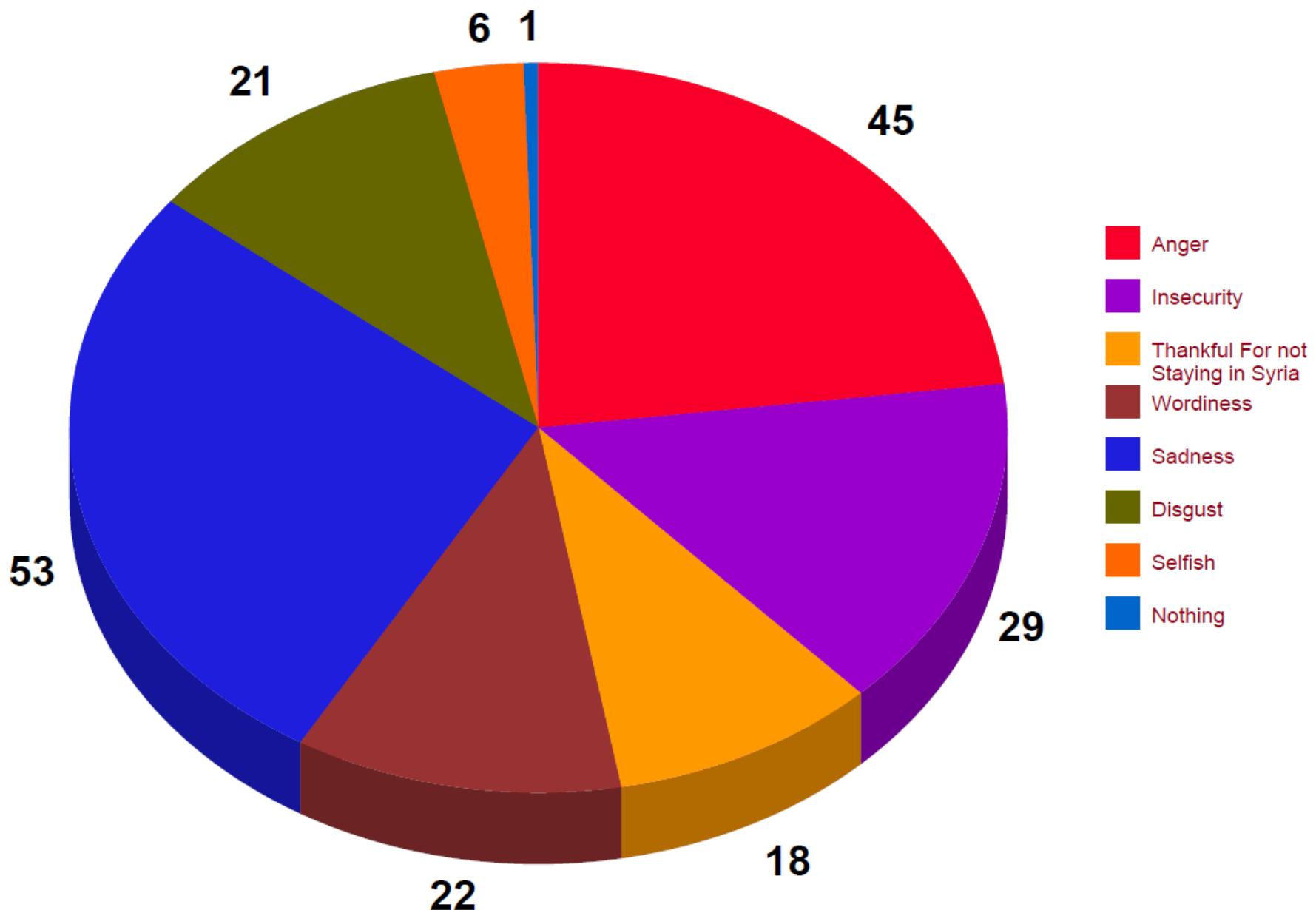
Can be answered by more than one choice.

Did any specific footage you've seen from the channel you watch make you want to go back to Syria? If Yes. Why did that feeling of going back to Syria appear in you? If No. why not?

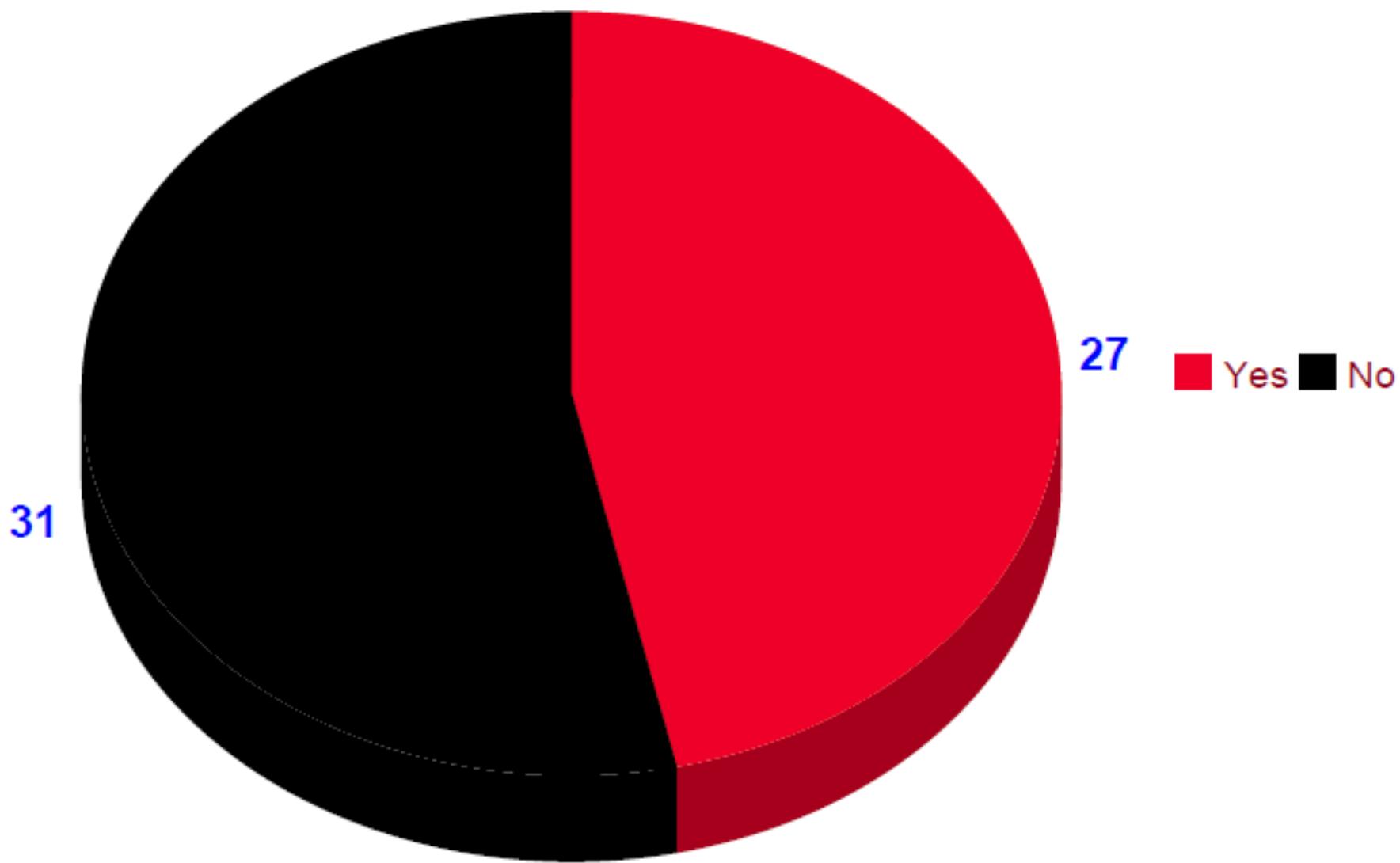
In general what's the message you've received from watching a specific channel?

In 2 or 3 Sentences please describe: After watching all this news about Syria, what is your world view?

Feeling After Watching News About Syria



Have You Ever Reconsidered Your Side After Watching
A News Channel



CONCLUSION / FINDINGS

Media does have an affect on Syrian viewers mentality and thinking way.

Difficulties faced and solutions

- Refusal of contribution
- Refusal to sign



**THANK
YOU!**