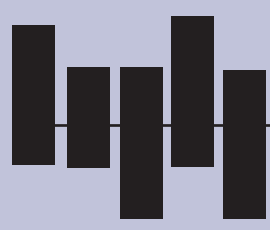


Prepared for Sir Bani Yas Forum
Abu Dhabi, United Arab Emirates
November 18-20, 2011
Prepared by Dr. James Zogby
Zogby Research Services



Social Media & the Arab Spring



Zogby Research Services, LLC

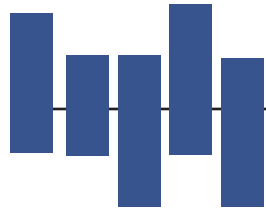
Dr. James Zogby
Elizabeth Zogby
Sarah Hope Zogby

JZ Analytics, LLC

Jon Zogby
Chad Bohnert
Joe Mazloom
Karen Scott
Mike Calogero

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Social Media & the Arab Spring

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Summary Observations

The Internet and its offspring, social media, have had a transformative impact on global and interpersonal communication. The exact nature of that impact and its consequences, with specific focus on the contemporary Arab World, were the subject of a comprehensive study undertaken by Zogby Research Services for the Sir Bani Yas Forum.

As part of this study, during the month of September we conducted a survey of 4,100 Arabs in six countries (Tunisia, Egypt, Lebanon, Jordan, Saudi Arabia, and UAE) and 1,000 individuals in Iran. We also conducted two online surveys (of more than 1,100 adults split between Tunisia and Egypt), a comprehensive review of Facebook and Twitter use in Tunisia and Egypt (during the period December, 2010, to March, 2011), a review of traditional media coverage of the Arab Spring in Arab media, and a survey of overall Internet and social media penetration across the Arab region.

The questions for which we sought answers included: how widespread are Internet and social media activity? What are the demographics of users? How are they using the Internet and social media? How reliable do users consider the information they receive from social media? Have these information/communication vehicles impacted reliance on more traditional media? And what was the impact of these tools on the Arab Spring?

I. INTERNET ACCESS

The past decade witnessed a dramatic expansion of Internet accessibility around the world, and the Arab region was no exception. Ten years ago, with the exception of the UAE, Internet penetration in most Arab countries was in the low single digits. In 2000, for example, less than 1% of Egyptians and less than 3% of Tunisians and Jordanians had Internet access. By 2008, Internet penetration had grown to include about one quarter

of the population in each of these countries. Today, it is more than a third, with significantly greater numbers in urban areas.

“The dramatic expansion of Internet across the Arab World”

II. SOCIAL MEDIA

Beyond providing instant access to a world-wide web of information, a by-product of the Internet has been the development of “social media” which has created a communication vehicle linking individuals to networks of family, friends, and like-minded associates.

Newspapers went online inviting reader comments, religious leaders did as well, so too did groups of individuals seeking support for any and all causes they might espouse. With the development of YouTube, Facebook, and later Twitter, the ability to create one’s own platforms





for communication and discussion grew exponentially. Anyone could download and post a video on YouTube, create a Facebook page or a Twitter account, and begin the process of sharing information and communicating with anyone who chose to join in and participate. An individual with a point of view could find an audience, and opinions could be expressed and debated on any topic.

A review of both hard data and our polling results of the most frequently visited Internet sites in each of the countries covered in this study finds a near even split between social media and informational sites. Facebook, YouTube, Google, and Yahoo/Maktoob top the charts in every country, with Windows Live, a social media site, having a significant presence in most countries.

It should be obvious, but still worth noting, that the uses put to the Internet, in general, and social media, in particular, are varied. What comes through quite clearly in our polling across the region is the fact that most Arabs who use social media do so for social and informational reasons. From our survey results we learn that the principal uses of social media are “communicating with family and friends” and “as a source of news and information.” “Becoming involved in politics” was only cited as an important use in Tunisia.

A review of the most popular Facebook pages in each country demonstrates the wide-ranging interests of Arabs across the region. There are the very popular sports chat-rooms, the sites of religious figures offering advice to the faithful,

commercial product information and service sites, in addition to the widely publicized political sites.

But what of the political role played by these media tools? What role did they play and how influential was their role in the recent uprisings across the region?

We witnessed the power of the Internet and social media in American politics first with MoveOn.org, an anti-war group that quickly built up a huge support base of young left-leaning followers. They were able to organize “flash meet-ups” of supporters by sending messages calling on them to spontaneously demonstrate at designated sites. This group was influential in powering the Howard Dean presidential bid in 2004.

But it was with Barack Obama’s campaign in 2008 that the power of social media as a political/communications tool grew in prominence. One example that comes to mind was the way social media transformed a defeat into a powerful victory. Obama’s concession speech following his loss in the New Hampshire primary was quite good. But not as great as it became when his words (which

included the tagline “Yes we can!”) were put into a music video accompanied by a number of popular entertainment figures. The video “Yes we can” was posted on YouTube and within three days was seen by more than

three million viewers. As it spread, it was eventually seen by more than ten million and became an anthem for the campaign. The Obama campaign’s

“Facebook creates a platform for communication and organization”





use of the Internet to share information, to organize voters, and to raise money became the stuff of legends. But there are limits to the effectiveness and the sustainability of these tools and this too must be considered.

Much the same occurred in the Arab Spring. During the past decade, both Tunisia and Egypt, for example, witnessed tremendous growth in both Internet access and participation in various forms of social media.

It was, for example, this ever-expanding social media network, and the ability it provided for communication and organization that helped Egypt's April 6th Movement grow. For years, Egypt's opposition movements had been hampered by their inability to get their message out and organize supporters because of their limited access to mainstream media. But with the growth of social media, that blockage was removed and space was created for them to communicate and connect with a growing base of support.

The development of the Facebook page "We Are All Khaled Said," dedicated to a young man alleged to have died in prison, a victim of torture by the police who held him, grew quickly to include hundreds of thousands of fans. The growth of this page, itself, tells a story of the power of this medium.

It was a small group of friends, organized by Wael Ghonim who first put this page together and administered it. As the page's fan base expanded, reflecting the widespread rage that existed against abusive police practices, the authorities attempted to stamp it out. When Wael was arrested, "We Are All Khaled Said" had 600,000 fans. After his release, 12 days later, and his dramatic appearance

on Egyptian TV, the page's fan base grew to 800,000. Today it has 1.7 million fans.

The network of like-minded individuals created by this page and other similar sites, not only allowed organizers to communicate with each other, sharing news and information, it also provided a platform enabling them to mobilize for political action, without needing to rely on other forms of media, to which they had limited or no access. Much like the MoveOn.org "meet-ups," organizers announced a demonstration asking "fans" to sign up. One early effort drew a half million demonstrators, about one hundred thousand of whom had signed up online.

The use of YouTube also proved invaluable. Videos of organizers like Asmaa Mahfouz urging Egyptians to demonstrate spread virally (not unlike the Obama videos) reaching hundreds of thousands. Ms. Mahfouz's Twitter account currently has more than 100,000 followers.

YouTube was not only a means of communicating; it also provided an opportunity for organizers to create a synergy between social media and more traditional media. Videos were downloaded and sent to international satellite media, bringing the immediacy of the demonstrations and the repression they encountered to a world audience. In turn, important news coverage of unfolding events were downloaded and "tweeted" or posted online and viewed by hundreds of thousands of "fans."

In Tunisia and Egypt demonstrators and the public at large followed news of the events in their own countries on many forms of media. In our survey we found that far from eclipsing the





public's reliance on traditional media, use of these forms of media complemented one another.

A cautionary note: While social media sites proved to be helpful tools for protest organizers, a review of press accounts in mainstream media shows that these sources greatly inflated the role of social media, going so far as to term the events of the Arab Spring as "The Facebook Revolution." Many of the protest leaders, and the majority of respondents to our region-wide survey, had a more cautious interpretation. Therefore, a few additional observations are in order.

First, the protesters were not alone in using social media. The ruling party in Egypt established an "electronic army" of their own and in a survey of social media "conversations" occurring during the first few months of 2011, we find that on some days the volume of Facebook and Twitter activity generated by the government far exceeded that being produced by the protesters.

Second, in the end their intensity and commitment alone couldn't make the difference for the protesters. Other factors like strong personal ties, and organizing capacity and strategy were far more important.

For example, a tally of social media messaging in the lead up to Egypt's "Constitutional Reform" referendum, showed the supporters of the reforms proposed by the Supreme Council of the Armed Forces (SCAF) clearly winning the "Facebook" vote over the protest leaders who opposed the reforms. The intensity, media prowess, and "street smarts" of the protesters were able to win the day in Tahrir Square, but they

were unable to win the vote on the Constitution. Here, the organizing capacity and the extensive reach of the political parties (including the Muslim Brotherhood) who supported the SCAF proposals won the vote by a rather decisive margin of 77% to 23%.

Organizers like Ahmad Maher of Egypt's April 6th Movement understood both the power and the limits of social media. He and other organizers in Egypt object to calling their efforts a "Facebook revolution." It was invaluable as a communication tool and as a means of broadening their base, but, as he told me, "To advance, we must go beyond social media. We must find new ways to reach people and be relevant to them where they are on the streets."

Our survey found Arabs across the region demonstrating some agreement on this point. Overall, more than one-half (53%) agree with the proposition that with regard to the Arab Spring "social media accelerated a process that was already underway," and 10% claim that "social media had little or no impact on the uprisings" as opposed

to the 37% who claim that "the recent uprisings...could not have occurred without the role played by social media."

“Traditional media still dominates”

III. IMPACT ON TRADITIONAL MEDIA.

With so much attention paid to the role of social media in the Arab Spring, the impact of the dramatic events of the first quarter of 2011 on traditional media has been given short shrift. What our survey across the Arab region reveals is that





traditional sources of information and news (e.g., television, newspapers, etc.) remained dominant throughout the Arab Spring and beyond. This was true among both Arabs who are online and searching web-based information sources, and Arabs who are without Internet access. There has been some movement away from reliance on traditional media, especially among younger or university-educated Arabs. But even with these two demographic groups, traditional media remains the dominant source of news.

Among the venues available to the information consuming public, it is television that is the most frequented and is considered the most reliable source, with satellite TV networks rated highest in Egypt and Tunisia, and local or national TV seen as more reliable in Lebanon, Jordan, Saudi Arabia, and UAE. Overall, across the region, these two television sources split the market. Newspapers come next on the reliability scale, with reliance on “talking to family and friends” close behind. Interestingly, Internet news sites and social media sites (specifically Facebook and Twitter) rated fairly low on the reliability scale. The bottom line here is that for many Arabs “the jury is still out” on the trustworthiness and objectivity of Internet- and social media-derived news. Coming in last place in the reliability rankings are Western media outlets. Only in Tunisia were Western networks watched in large numbers. But while Tunisians watched these outlets more than they watched their state-controlled networks during the Arab Spring, they weren’t and aren’t the most trusted sources of news. And in what may be one of the more interesting findings of this survey, we found that while 29% of Arabs overall report now using social media more frequently to get news and information, a significantly higher

49% report now using traditional media more often for news and information.

What follows is a narrative presentation of the results of two sets of polls we conducted across the Arab World and in Iran. The first set were 5,100 face-to-face surveys conducted in Tunisia (831), Egypt (1,028), Lebanon (500), Jordan (516), Saudi Arabia (821), UAE (509), and Iran (1,017) during the time period September 13 to October 5, 2011. They were conducted in largely urban areas (survey methodology can be found in Appendix B).

The second set of surveys, found in Appendix A were conducted with online users in Tunisia and Egypt in September, 2011.



I. Internet Access

1. Internet Penetration

Percentage of population with Internet access

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
2000	2.7	0.6	7.9	2.6	2.2	23.6	0.9
2004	8.5	4	9	11.6	10	30	7.5
2007	17	12.5	18.7	20	30	61	9.4
2008	22.5	18	22.5	23	36	72	10
2010	36.8	26.7	31	38	41	78	13

Internet access has expanded at an extraordinary pace across the Arab World. In 2000 the penetration rate, as a percentage of the overall population, was in the low single digits—everywhere but UAE. By 2010, the rates were up to an average of one-third of the overall population—with access rates more than double these national averages in urban areas.

The above table demonstrates this growth and the steady and dramatic increases that have occurred over time.

While rates have increased among Arabs, Iran, after a good start at the beginning of the decade, has stalled and stagnated.





2. Top Five Web Sites by Country

Rank	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE *	Iran
1	Facebook	Facebook	Facebook	Facebook	Google	Yahoo	Google
2	Google	Google	Google	Google	YouTube	Google	Yahoo
3	YouTube	YouTube	YouTube	YouTube	Facebook	YouTube	Blogfa
4	Yahoo	Yahoo	Windows Live	Yahoo	Windows Live	Facebook	Peyvandha
5	Blogger	Youm7	Yahoo	Windows Live	Yahoo	Orkut	Mihanblog

Source: Alexa.com
* Compiled by *The Dubai Expat Diaries* using Alexa traffic rankings

The use of Internet for both information and communication can be seen in the listing of sites most visited in each country. Overall, the choices are split between information/portal sites like Google or Yahoo and the most popular social media sites: Facebook, YouTube, and Windows Live. A closer look at the uses made of the Internet and social media reveals varied activity, including: seeking news and information, shopping, conversations with family and friends, sports, and conducting business.

Because of tight controls on the Internet in Iran, access to Facebook and other sites are restricted (although ways have been found to circumvent these controls). The most popular sites in Iran are of local origin.



3. On the Web?

Question: Do you have access to the Internet?

Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Yes	Yes	Yes	Yes	Yes	Yes	Yes
70	61	78	76	81	87	73
Note: Urban users only.						

	Arab Aggregate*	Gender		Education		Age	
	Total	Male	Female	No Univ	Univ+	Under 25	Over 36
Yes	74	76	71	68	87	84	64
* "Arab Aggregate" is the aggregation of the six Arab countries surveyed. Note: Urban users only.							

Since our survey was conducted in mainly urban concentrations across the region (see Methodology note in Appendix B), reported Internet access rates are significantly higher than they are nationwide. Not surprisingly, university-educated respondents are considerably more likely to have access to the Internet than those with less education (88% to 67%); this gap is most significant in Tunisia and Egypt. In addition, younger respondents are far more likely to have Internet access than even slightly older adults (under 25: 85%; over 36: 62%); the widest margins between respondents under 25 and those over 36 are in Lebanon and Jordan.

4. Where Do You Access?

Question: Where do you most frequently access the Internet?

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
At my home	86	85	71	72	84	95	62
An Internet cafe or other public location	5	9	9	15	8	4	7
At the home of a friend or family member	7	3	2	7	0	0	2
At my place of work	0	2	13	6	1	0	8
On my mobile phone, with Internet access	2	1	5	0	8	1	12
At school or a library	0	0	0	0	0	0	9

5. How Do You Access?

Question: Which of the following do you own? (Multiple answers possible)

	Arab Aggregate *	Internet Access?		Gender		Education		Age	
	Total	Yes	No	Male	Female	No Univ	Univ+	Under 25	Over 36
Personal computer, with Internet access	65	88	0	66	63	60	77	72	57
Personal computer, without Internet access	13	8	28	12	14	14	10	13	14
Mobile phone, with Internet access	29	36	9	31	27	27	33	34	23
Mobile phone, without Internet access	81	77	95	81	82	83	77	78	85

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.

Two-thirds of Arabs living in urban areas (where these surveys were conducted) report owning personal computers. The numbers of Arabs who are accessing the Internet on “smart phones” is growing—with rates averaging 40% in some countries. Lower numbers in Tunisia and Egypt bring the overall average down to just under 30%. And note that while a growing number own, and presumably use them, these devices do not appear to be where individuals most frequently access the Internet.



II. Social Media Use

1. Social Media Sites

Question: Have you ever used any of the following social media sites? (*Note: "Use" does not suggest actual membership, which may be a smaller number.)*

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Facebook	94	99	98	68	77	93	42
Twitter	12	33	27	20	38	59	18
YouTube	36	100	63	75	81	99	26
Koora.com	5	16	7	3	12	23	0
Myegy.com	3	28	0	2	5	8	0
Yallakora.net	1	18	0	2	20	17	0
Mediafire.com	0	10	1	10	11	15	0
4shared.com	4	6	4	11	11	14	0

Iran	
35	LinkedIn
32	Blogfa.com
31	Mihanblog.com
39	persianblog.ir
30	Cloob.com
33	blogsky.com

Facebook Demographics by Country

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE
# of FB users (in millions)	2.7	8.9	1.3	1.9	4.5	2.6
FB users as % of total population	26	11	31	30	18	53
FB users as % of those with Internet access	76	52	129	110	46	69
18-24	39	41	36	42	36	46
25-34	29	28	29	25	33	22
Male/Female	59/41	64/36	54/46	58/42	69/31	67/33

Source: Socialbakers.com



As was established from the data I.2, Facebook and YouTube are the top two social media sites overall, with almost three times as much reported use as their nearest competitors. YouTube has a high rank among all subgroups, but is noticeably favored among young people. Twitter is consistently the next highest ranking site. Also notable is the heavy usage of Kooraa and YallaKooraa, two sports-related sites.

[Note: The “Facebook demographics” are “official statistics,” not results from our polling. However, polling numbers, though reporting “use” (not membership) still largely track this data, except in the case of Iran, where, for example, our respondents report much greater traffic in “Facebook” than this data would indicate, most likely owing to the means they use to access this site.]

Question: How often do you use social media sites?

	Arab Aggregate*	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Frequently	75	81	85	78	61	67	71	47
Occasionally	23	16	13	18	37	30	25	28
Rarely	3	3	1	5	2	2	4	26

* “Arab Aggregate” is the aggregation of the six Arab countries surveyed.
 Note: “Frequently” is the aggregation of “more than once a day” and “once a day.” “Occasionally” is the aggregation of “several times a week” and “once a week.” “Rarely” is the aggregation of “less than once a week” and “never.”

Amongst those Arab respondents who affirmed that they use social media, three-quarters report that this use has become woven into their daily routine, as they use social media sites at least once a day, rather than a weekly or occasional visit. Across age, gender, and education level, social media has become broadly and frequently utilized in the Arab World, with little variation across demographic groups or countries. Iran has the lowest reported rate of social media use, with those reporting frequent use almost 30 points less than the Arab average and more than one quarter of respondents reporting only rare use. And use of social media in Iran is significantly less than it is in all the Arab countries covered in our survey.

2. Why Do You Use Social Media?

Question: Do you use social media sites for the following reasons?

	Arab Aggregate *	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Communicating with friends and family	83	59	94	96	84	85	87	69
Meeting new people	63	29	69	58	80	76	67	55
Expressing my views	69	75	68	65	47	69	87	18
Become involved in politics	37	68	44	23	11	25	37	10
As a source of news or information	75	88	91	58	69	71	57	43
For business (e.g., professional networking, or for marketing a product or service)	17	8	19	36	28	16	4	0

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.

	Internet Access?	Gender		Education		Age	
	Yes	Male	Female	No Univ	Univ+	Under 25	Over 36
Communicating with friends and family	83	83	84	85	80	86	80
Meeting new people	63	65	60	65	57	66	57
Expressing my views	69	71	67	67	74	69	70
Become involved in politics	37	36	37	34	43	33	43
As a source of news or information	75	72	77	74	76	75	75
For business (e.g., professional networking, or for marketing a product or service)	17	19	16	17	19	18	16

The ways individuals report using social media vary quite significantly across the seven nations. Strong majorities in all countries report that communicating with family and friends is a reason for their use of social media (83% of Arab respondents overall). Almost all respondents in Egypt and Lebanon affirm this as a reason for using social media sites (94%; 96%). In Tunisia, on the other hand, 6 in 10 say that they use social media to communicate with family and friends.



In all countries except Tunisia, majorities cite meeting new people as a reason for using social media. More than three-quarters of those in Jordan and Saudi Arabia affirm this use, while less than one-third of Tunisians report this reason for using social media. Younger respondents (those under 25) and those without university education are more likely to report that they use social media because they want to meet new people.

In Tunisia and Egypt, about 9 in 10 respondents report using social media sites as a source of news and information, which is far more than in the other countries surveyed. In Lebanon and Saudi Arabia, those who are university educated are more likely to say they use social media because it is a means to access news and information.

Overall, about seven in ten Arab respondents say they use social media as a means of expressing their views. The lowest rates of response for this use are found in Jordan (47%) and Iran (18%).

Tunisia is the only country surveyed where a majority of respondents (68%) say that they use social media to become involved in politics; overall, just over one-third of Arab respondents report this use of social media. In Lebanon, Jordan, Saudi Arabia, and Iran less than one-quarter of respondents report using social media for political engagement. Interestingly, political activity and age are correlated; those over age 36 are more likely than those under 25 to become involved in politics through social media (over 36: 43%, under 25: 33%). Also, women in Tunisia (74%) report slightly more political activity through social media sites than men (62%); the reverse is true in Lebanon (men: 27%, women: 19%).

Business and professional networking are not major reasons for social media use in any of the countries surveyed, but some respondents in Lebanon (36%) and Jordan (28%) do report this use. It is more likely among men than women (Lebanon: 43%/29%, Jordan: 31%/24%), those over 36 (about four in ten in each country), and the university-educated (particularly in Jordan: 45% vs. 23% without university education).



Question: When you use social media sites, do you tend to do the following?

	Arab Aggregate*	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Read other people's posts or follow posted links	73	20	81	86	89	87	84	70
Post information (e.g., blog entries, updates, tweets, links to articles, upload videos or photos)	74	74	68	56	80	71	93	38
Communicate directly with friends (e.g., send messages, chat)	89	81	89	96	92	90	89	75
Connect with groups or organizations	28	7	31	19	17	30	67	30

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.

	Gender		Education		Age	
	Male	Female	No Univ	Univ+	Under 25	Over 36
Read other people's posts or follow posted links	73	73	75	68	77	67

When asked about activities they tend to do when using social media sites, respondents are fairly consistent across all countries surveyed. Direct communication with friends is the most frequently cited activity. Overall, almost nine in ten Arab respondents report that they communicate directly with friends.

Posting information and reading the information posted by others are also common activities claimed by more than seven in ten respondents overall. In Iran, only 38% post information. In Arab countries, those who are younger than 25, tend to read others' posts more commonly than those who older than 36 (77% vs. 66%). In Tunisia only one in five respondents say they tend to read other's posts when using social media sites, while in all other Arab countries surveyed more than 70% of respondents use these sites to read others' posted information. Connecting with organizations and groups is the least common category of activity, with less than one-third of respondents in most countries saying that they use social media in this way. Of those surveyed in UAE, however, two-thirds use social media to connect with groups and organizations.

3. Government Monitoring of Social Media

Question: How concerned are you that social media sites like Facebook and Twitter may be monitored by the government?

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Concerned	56	31	41	19	66	39	28
Not concerned	44	66	57	81	34	50	70

	Arab Aggregate*	Internet Access?	
		Yes	No
Concerned	43	50	24
Not concerned	54	48	71

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.

When asked if they are concerned that social media sites like Facebook and Twitter may be monitored by the government, overall 43% of respondents in the six Arab nations surveyed are very or somewhat concerned and 54% are only a little or not concerned. Among those who have access to the Internet a slim majority are concerned with this potential monitoring, while among those without Internet access three times as many people are not concerned as are concerned about this issue.

Age is another significant factor, as younger respondents express greater concern about this potential government scrutiny, particularly in Egypt, Tunisia, UAE, and Saudi Arabia. In Tunisia, university educated respondents are more concerned than those with less education (63% vs. 50%).

In Iran, only 28% of respondents say they are concerned about government monitoring of social media sites, while seven in ten say they are unconcerned.

Question: Does the concern that government may be monitoring social media sites limit people's use of Facebook, Twitter or other forms of social media?

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Yes	30	27	38	86	80	26	65
No	70	73	62	14	20	74	35

When asked if potential government monitoring of social media sites limits people’s use of these sites, we can observe considerable variations among the respondents from the seven nations surveyed. Jordanians and Saudis are far more likely to believe that people do limit their use of social media because of potential government scrutiny (86%; 80%) than Lebanese (38%), Tunisians (30%), Egyptians (27%), and those in the UAE (26%). The low figures in Tunisia and Egypt may indicate that after the uprisings in these countries respondents assume that their fellow countrymen will not be limited by fear of their governments from using social media.

Although only 28% of Iranian respondents say they are concerned about government monitoring of social media sites (see above), almost two-thirds of Iranians say that they believe that concern about government monitoring limits use of social media.

4. Social Media and the Arab Spring

Question: Which of the following statements most closely reflects your opinion?

	Arab Aggregate*	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
The recent uprisings in the Arab world could not have occurred without the role played by social media	37	6	46	32	39	62	29	27
Social media sites accelerated a process that was already underway	53	89	48	48	44	34	48	61
Social media sites had very little or no impact on the recent uprisings in the Arab world	10	5	6	20	17	4	23	12

* “Arab Aggregate” is the aggregation of the six Arab countries surveyed.

Opinions about the role social media played in recent uprisings in the Arab World are quite divided. Overall, 37% of Arab respondents believe that the recent uprisings in the Arab World could not have occurred without the role played by social media sites, 53% think that social media sites accelerated a process that was already underway, and just 10% feel that social media sites had very little or no impact on the uprisings.

But these overall figures belie deep disparities among the nations surveyed. In Tunisia, 89% of respondents say that social media accelerated a process that was already underway; this is almost twice as high as the incidence of this opinion in other nations surveyed. In Egypt, opinion is evenly divided between those who agree that social media was essential to the uprisings (46%) and those



who believe that social media was an accelerant on an existing process (48%). The strongest opinion about social media being essential to the Arab Spring is held by those surveyed in Saudi Arabia (62%). A denial that social media played any role is held by fewer than one-quarter of each nation's respondents.

In Iran, more than one quarter of respondents think that social media was essential to the uprisings, six in ten think social media accelerated a process already underway, and just 12% think social media had no impact.

5. Arab Spring's Impact on Your Reliance on Social Media

Question: Have the recent uprisings in the Arab World had an impact on your reliance on social media (Facebook, Twitter, blogs etc) for news information?

With Internet Access	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
I now use social media for news more often	40	62	17	41	37	33	20
I now use social media for news less often	44	24	8	1	26	33	25
There has been no impact	3	14	71	51	38	35	45
I don't use social media	13	0	4	8	0	0	10

	Arab Aggregate *	Education		Age	
	Total	No Univ	Univ+	Under 25	Over 36
I now use social media for news more often	29	28	33	37	23
I now use social media for news less often	18	15	25	18	18
There has been no impact	23	22	26	27	19
I don't use social media	29	34	17	19	40
* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.					

Respondents were asked how the recent uprisings in the Arab World have impacted their reliance on social media for news information. Overall, 29% of Arab respondents say they now use social media more often, 18% said they use it less often, and 23% said it had no impact on their social media use for news information. (Twenty-nine percent are not users of social media at all.) Across





all Arab countries surveyed, those that are younger and more educated now use social media for news more often, while those who are older without a university education are more likely not to use social media at all.

More interesting observations can be found by taking a closer look at the 18% of respondents who say they now use social media for news less often. While this group reports using social media for news less often, the recent uprisings have not affected their overall use. Ninety percent of this group still uses social media at least once a day, including 58% of them who report using Twitter. Three-quarters of this group use social media sites to communicate with family and friends, and 40% use it to get involved in politics (a higher rate than respondents overall). More than eight in ten respondents in this group say they are better informed about news since the advent of the Internet and social media site, and two-thirds find Internet news very or somewhat reliable. This group is comprised disproportionately of Tunisians (34%) and Egyptians (23%) who are, overall, significant users of social media. So rather than assuming that decreased use of social media sites for news indicates some kind of rejection of this vehicle, a more likely interpretation is that Tunisians and Egyptians, as well as others in the Arab world, who were extremely engaged with social media in order to get immediate news during the uprisings, have now decreased their reliance on using social media simply for news, and are now using this media for other purposes.

6. Do the Internet and Social Media Make You Better Informed?

Question: Do you agree or disagree that you are better informed about news since the advent of Internet and social media sites?

	Arab Aggregate*	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Agree	82	88	83	66	91	78	83	55
Disagree	12	0	15	28	3	15	16	44
Not sure	6	12	2	6	6	8	0	2

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.
Table only includes those with Internet access.

More than eight in ten Arab respondents with Internet access agree that they are better informed about news since the advent of the Internet and social media sites. Those who agree are more likely to be under 25 and university educated.

Those in Jordan and Tunisia are the most likely to feel they are better informed using social media (91%, 88%), while those in Lebanon and Iran are least likely to think so (66%, 55%). These rankings are closely aligned with the rankings of countries with respect to opinions about the reliability of





Internet news and social media sites (see Section III.5 above). Again, the demographics of those who see these sources as reliable are similar to those who feel that they are better informed since the advent of the Internet and social media: they are more likely to be younger and university educated. One interesting difference, however, is that the opinions about being better informed are far stronger than those about reliability across the board.

7. Does Social Media Make Political Involvement Easier?

Question: Do you agree or disagree that social media has made it easier to get involved in politics?

	Arab Aggregate *	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Agree	71	80	84	78	90	60	35	18
Disagree	24	9	12	15	9	38	64	59
Not sure	4	10	4	7	1	2	1	23

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.
Table only includes those with Internet access.

More than seven in ten Arab respondents with Internet access agree that social media has made it easier to get involved in politics. Jordan has the highest rate of agreement (90%). In Tunisia and Jordan, those who agree are more likely to be university educated and under 25. Respondents in the UAE hold the opposite view, with almost two-thirds of those surveyed saying that they disagree that social media has made it easier to get involved in politics. Iranians are also skeptical, with only 18% agreeing that social media facilitates political involvement, 59% in disagreement, and almost one-quarter saying they are unsure.

8. Does Social Media Make Expressing Your Views Easier?

Question: Do you agree or disagree that social media has made it easier for people to express their views and share information?

	Arab Aggregate	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Agree	88	81	87	89	96	88	90	55
Disagree	8	9	8	6	3	10	8	25
Not sure	5	10	6	5	1	3	2	20

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.
Table only includes those with Internet access.



Overall, 88% of Arab respondents with Internet access agree that social media has made it easier for people to express their views and share information. Age and education levels only appear to make a difference in Tunisia and UAE; in these two countries those who agree were more likely to be younger with more education. Only 55% of Iranian respondents agree, while one-quarter disagree, and 20% are unsure about the impact of social media on the ability of people to express their views and share information.

9. Social Media and the Arab Spring

Question: With which of the following statements do you most agree?

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Social media sites helped the international community better understand recent developments in the Arab world	70	75	45	53	65	32	39
Social media sites were responsible for spreading misinformation about recent developments in the Arab world	0	7	36	32	22	30	56
Social media sites had little or no impact in communicating information about recent developments in the Arab world	30	18	18	16	13	38	6

	Arab Aggregate *	Internet Access?		Gender		Education		Age	
	Total	Yes	No	Male	Female	No Univ	Univ+	Under 25	Over 36
Social media sites helped the international community better understand recent developments in the Arab world	61	66	45	60	62	59	64	66	57
Social media sites were responsible for spreading misinformation about recent developments in the Arab world	18	20	13	18	18	18	19	18	17
Social media sites had little or no impact in communicating information about recent developments in the Arab world	21	14	41	22	20	23	17	16	25

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.



More than six in ten Arab respondents overall tend to see the role of social media as a positive force in spreading information about the recent developments in the Arab World to the international community. Those who feel that social media had no impact in this area are more likely to have no Internet access and be over 36. Egypt and Tunisia have the highest rates of agreement that social media helped the international community better understand Arab developments (75%, 70%), while Iran and UAE have the lowest rates of agreement that social media played this positive role (39%,32%). Conversely, Iran, Lebanon, Jordan, and UAE have the highest rates of agreement that social media sites were responsible for spreading misinformation about recent developments in the Arab world (56%, 37%, 32%, 30%).





III. Traditional Media Use

1. Did You Follow the Arab Spring Using Traditional Media?

Question: How closely did you follow events that unfolded earlier this year in Tunisia and Egypt by using traditional media (e.g., television, radio, newspapers, etc.)?

	Arab Aggregate *	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Frequently	81	91	85	60	64	87	89	77
Occasionally	15	9	14	18	36	9	11	20
Rarely	4	0	1	6	0	4	0	2

**Arab Aggregate* is the aggregation of the six Arab countries surveyed.
Note: "Frequently" is the aggregation of "more than once a day" and "once a day." "Occasionally" is the aggregation of "several times a week" and "once a week." "Rarely" is the aggregation of "less than once a week" and "never."

Traditional media is still a critical information source for the vast majority of people in the six Arab nations surveyed and Iran. When asked how closely they had followed recent events in Tunisia and Egypt by using traditional media like television, radio, and newspapers, overall 81% of the Arab respondents and 77% of Iranians reported at least daily use of such media, while an additional 15% of Arab respondents and 20% of Iranians reported at least weekly use. The frequency of traditional media use is not affected by access to the Internet; that is, Internet users are just as likely as non-Internet users to have followed the events in Tunisia and Egypt using traditional media. In an overall comparison, those over 36 do tend to use traditional media more than their younger compatriots, that being the only demographic where a significant difference can be detected.

Looking at the results in individual countries, one finds that Tunisians, Egyptians, and those in Saudi Arabia and UAE, regardless of Internet access, age, gender, or education, are more likely (by a 25 point margin) than Lebanese and Jordanians to have made use of traditional media to follow the events that unfolded this year using traditional media at least once a day in comparison to those in Lebanon and Jordan. Among the frequent users in Tunisia, Egypt, Saudi Arabia, and UAE, there are no significant differences with respect to age, gender, Internet access, or education. However, the at-least-daily consumers of traditional media in Lebanon and Jordan are more likely to be male, over 36, and not to have access to the Internet.



2. Your Choice for News and Information

Question: What are the two most important ways that you follow news and information about events in your country? (Choose two)

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Satellite television networks	65	76	43	42	32	18	0
National or local television networks	20	41	85	62	58	56	53
Newspapers	13	14	13	27	33	48	57
Internet news sites	9	28	19	38	24	9	29
Facebook/Twitter/other social media sites	62	23	9	3	10	15	3
Talking to friends and family	27	18	25	28	42	53	59

	Arab Aggregate *	Internet Access?		Gender		Education		Age	
	Total	Yes	No	Male	Female	No Univ	Univ+	Under 25	Over 36
Satellite television networks	50	45	64	48	52	52	44	47	53
National or local television networks	50	44	66	50	50	53	43	47	51
Newspapers	23	24	22	26	20	23	25	20	24
Internet news sites	22	26	8	22	21	21	23	26	18
Facebook/Twitter/other social media sites	23	29	6	23	23	18	35	28	22
Talking to friends and family	31	29	34	31	31	31	29	30	30

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.

Among those surveyed in the six Arab nations, the most commonly cited means of following news and information about events in their countries are satellite television networks and national or local television networks (50%; 50%). Talking to friends and family (31%) is also an important way people follow the news in their home countries. Less than one-quarter of respondents reported using newspapers, Internet news sites, and social media sites as sources for national news. Access to the Internet, education level, and age are all significant factors in these choices, as those who cited relying mainly on television are 50% more likely not to have Internet access, about 20% more likely not to have a university education, and slightly more likely to be over 36. Social media users,



on the other hand, are twice as likely to be university educated and somewhat more likely to be under 25.

Tunisians and Egyptians are more likely than other Arabs from other nations surveyed to report getting most of the information about events in their country from satellite television networks (65%; 76%), while those in Lebanon, Jordan, Saudi Arabia and UAE report a heavier reliance on national and local television networks (85%, 62%, 58%, 56%).

Amongst Tunisians, the second most frequently cited source of information on local news is social media (62%); the respondents who cite social media as a source are more likely to be university educated (76% vs. 51%), under 25 (71% vs. 57% over 36), male (66% vs. 57% female), and, of course, to have Internet access (81%). Although only 23% of Egyptians say social media sites are one of their two most important ways of following national news, Egyptians follow much the same pattern as Tunisians: having Internet access, being younger, and having a university education. (Gender is not a factor in Egypt.)

Social media sites are not frequently used as a source of national news for respondents in the other countries surveyed (UAE: 15%, Saudi Arabia: 10%, Lebanon: 9%, Jordan: 3%). However, Internet news sites are more significant in Jordan (38%), Egypt (28%), and Saudi Arabia (24%) than in Tunisia (9%) and UAE (9%).

In Iran, talking to family and friends (59%), newspapers (57%), and national/local television networks (53%) are the three most important ways that respondents follow news about events in their country. Fewer than one-third use Internet sites, and just 3% use social media sites, to follow national news.



3. How Did You Follow the Arab Spring?

Question: What are the two most important ways that you followed the news of the recent uprisings in the Arab world? (Choose two)

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
Satellite television networks	82	77	54	91	73	56	8
National or local television networks	0	39	72	23	18	15	51
Newspapers	16	16	14	10	20	31	50
Internet news sites	13	24	19	52	42	33	27
Facebook/Twitter/other social media sites	56	26	12	6	13	20	21
Talking to friends and family	33	18	25	19	33	45	44

Demographics of Tunisian and Egyptian Media Users

	Total	Internet Access?		Gender		Education		Age	
		Yes	No	Male	Female	No Univ	Univ+	Under 25	Over 36
Tunisia	56	73	17	56	56	48	66	66	51
Egypt	26	41	4	27	26	24	40	35	20

	Arab Aggregate *	Internet Access?		Gender		Education		Age	
		Yes	No	Male	Female	No Univ	Univ+	Under 25	Over 36
Satellite television networks	73	70	83	73	73	75	70	73	75
National or local television networks	26	19	46	25	28	29	19	24	29
Newspapers	18	17	20	19	16	18	17	14	20
Internet news sites	29	36	11	30	28	28	32	34	24
Facebook/Twitter/other social media sites	24	31	8	24	25	21	34	28	22
Talking to friends and family	28	27	32	28	28	28	27	25	31

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.



When asked specifically about how they had followed the news of the recent uprisings in the Arab world, Arab respondents overall relied predominantly on satellite television (73%). Note the extremely low use of satellite television reported in Iran. Other sources comprise a second tier: Internet news sites (29%), family and friends (28%), national or local television (26%), and social media (24%). Newspapers are the least frequently cited source for news about the Arab Spring (18%), though they are one of the top sources for news in Iran (50%).

Those who cite satellite television as their preferred news source are somewhat more likely not to have Internet access, those who cite national or local networks are more than twice as likely not to have Internet access, and are less likely to have a university education. Those who cite either Internet news sites or social media sites are more likely to be under 25 and to have university educations.

In Tunisia, social media sites are much more significant, with 56% of respondents citing them as a principle news source about the uprisings. These respondents are more likely to be university educated (66% vs. 48%) and younger (66% vs. 51%), a pattern that is seen in Egypt as well. Gender is not a factor among those who used social media sites for news of the uprisings.

Internet news sites were very important for following news of the uprisings in the Arab World: Jordan (52%), Saudi Arabia (42%), and UAE (33%), particularly among those under 25.

Talking to family and friends was particularly significant in UAE (45%), Iran (44%), and Saudi Arabia (33%).



4. Arab Spring's Impact on Your Reliance on Traditional Media

Question: Have the recent uprisings in the Arab World had an impact on your reliance on more traditional media sources (television, newspapers, radio etc) for news information?

	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
I now use traditional media sources more often	65	54	33	46	44	39	42
I now use traditional media sources less often	34	32	9	7	18	29	37
There has been no impact	1	14	58	47	35	20	22
I don't use traditional media sources	0	1	0	0	3	13	0

	Arab Aggregate *	Internet Access?		Age	
	Total	Yes	No	Under 25	Over 36
I now use traditional media for news more often	49	45	60	43	53
I now use traditional media for news less often	24	26	15	26	22
There has been no impact	25	28	18	29	22
I don't use traditional media sources	2	1	6	2	4

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.

Overall, the recent uprisings had a positive impact on the reliance on traditional media for news information, with almost half of Arab respondents (49%) reporting that they use traditional media more often now. This is particularly true among those without Internet access and those over 36, but it is also the case that 45% of those with Internet access and 43% of those under 25 say they use traditional media more often now. And note that this 49% of all Arabs who report using traditional media more often for news is significantly higher than the 29% who reported (in II.5) now using social media more often for news.

Respondents in Tunisia and Egypt are the most likely to report an increased use of traditional media for news information (65%; 54%), with high numbers also reporting a reduction in their use of traditional media for news (one-third in each). In Saudi Arabia, UAE, and Iran pluralities say the uprisings have caused them to use traditional media more often, though not insignificant



percentages report decreased use (Saudi Arabia: 18%, UAE: 29%, Iran: 37%).) In Jordan, equal numbers of respondents say they use traditional media more often (46%) and that the uprisings have had no impact on their use of traditional media (47%). In Lebanon, just one-third of respondents (the lowest of any nation surveyed) say they are using traditional media for news information more now, with almost six in ten respondents reporting that the recent uprisings had no impact on their use of these sources.



5. Reliability of Different Media Sources

Question: How reliable do you think the information is that you receive from each of the following sources?

		Arab Aggregate *	Tunisia	Egypt	Lebanon	Jordan	KSA	UAE	Iran
National TV	Reliable	62	100	70	59	85	53	61	78
	Not reliable	27	0	28	38	15	47	39	22
Satellite TV	Reliable	66	99	73	37	53	57	55	5
	Not reliable	32	1	25	56	47	43	45	3**
Western TV	Reliable	41	84	31	27	22	44	24	5
	Not reliable	48	14	55	46	78	49	56	3**
Newspapers	Reliable	72	85	68	53	89	74	58	69
	Not reliable	19	15	21	24	11	19	27	31
Internet news	Reliable	54	69	48	37	72	56	39	36
	Not reliable	19	1	5	23	20	33	46	37
FB/Twitter/ etc	Reliable	40	69	41	30	27	30	32	20
	Not reliable	30	1	12	32	57	47	53	47
Family & friends	Reliable	71	92	87	66	40	56	69	74
	Not reliable	27	8	11	27	60	44	31	27

Note: "Reliable" is the percentage of respondents who rated information from source as very or somewhat reliable. "Not reliable" is the percentage of respondents who rated information from source as not very reliable or not reliable at all. Percentages may not add up to 100% because the Not sure/I don't use ratings are not included.

* "Arab Aggregate" is the aggregation of the six Arab countries surveyed.

**In Iran, 92% of respondents say they do not watch satellite television networks or Western television networks.

Ranking of information sources by reliability

	Tunisia		Egypt		Lebanon		Jordan		KSA		UAE		Iran	
	Internet Access	No Internet Access	Internet Access	No Internet Access	Internet Access	No Internet Access	Internet Access	No Internet Access	Internet Access	No Internet Access	Internet Access	No Internet Access	Internet Access	No Internet Access
National TV	1	1	6	2	2	1	2	1	5	2	3	1	1	1
Satellite TV	2	1	3	3	6	4	4	3	2	2	4	2	6	7
Western TV	6	5	7	4	7	5	7	7	6	5	7	6	6	6
Newspapers	7	4	3	5	3	3	1	1	1	1	2	4	3	3
Internet news	4	7	2	6	4	6	2	5	4	7	5	5	4	4
FB/Twitter/etc	5	6	5	7	5	6	6	6	7	6	6	6	5	5
Family & friends	3	3	1	1	1	2	5	4	3	4	1	3	2	2

Note: Rankings are determined by putting in order the percentages of respondents in each country (with and without Internet access) who say that the sources are very or somewhat reliable.



People in the six Arab countries were asked about how reliable they think the information is that they receive from a variety of sources. Overall, newspapers and “talking to family and friends” are considered the most reliable sources of information, with more than seven in ten Arab respondents rating them either very or somewhat reliable. Satellite and national or local television networks are also generally thought to be reliable by more than six in ten respondents. A majority of Arab respondents overall rate Internet news sites as reliable, though more than one-quarter of those surveyed are not sure or do not use this source. Western television networks are deemed reliable by 41% of respondents, but this source ranked first in unreliability ratings, with 48% of respondents finding Western television to be not very or not at all reliable. Finally, social media sites are considered reliable by 40% of Arab respondents, but 30% of those surveyed are not sure or do not use these sites.

Newspapers are considered most reliable by those surveyed in Jordan (89%) and Tunisia (85%). Countries where newspapers are not as highly rated include UAE (58% reliable, 27% not reliable) and Lebanon (53% reliable, 24% not reliable).

More than two-thirds of respondents in Tunisia, Egypt, Iran, UAE, and Lebanon think that their family and friends are a reliable source of information, but distrust of relying on these personal connections for accurate information are quite high in Jordan (60% not reliable), Saudi Arabia (44%), UAE (31%), and Lebanon (27%). The sizable group of Jordanians who do not find family and friends to be reliable sources of information are more likely to be university educated and over 36.

Views of reliability of satellite television networks and national or local television networks are generally consistent within most Arab country. Virtually all Tunisians, for example, find both sources to be either very or somewhat reliable, while about seven in ten Egyptians find both sources to be reliable. A smaller majority in Saudi Arabia and UAE also have consistent views on these types of television networks. This, however, is not the case in Lebanon or Jordan. National or local networks are considered reliable by 59% of Lebanese, while 56% of Lebanese report finding satellite TV unreliable. Eighty-five percent of Jordanians rate national or local TV as reliable, but only 53% feel the same way about satellite TV (and 47% saying that it is unreliable).

Western television is deemed reliable only in Tunisia (85% vs. 15% unreliable), while respondents in all other countries disagree. Large groups in Jordan (78%), UAE (56%), Egypt (55%), Saudi Arabia (49%), and Lebanon (46%) reporting that they see Western TV networks as unreliable.

The Iranian numbers, particularly with respect to television, are striking, with respondents saying that they only believe that local TV, talking to family and friends, and newspapers as reliable sources of news. The 92% who say that they “do not watch” either Western TV or other satellite channels coming from outside Iran is quite high.





Majorities of respondents in Jordan, Tunisia, and Saudi Arabia think that Internet news sites are reliable; in Jordan and Tunisia, these respondents are more likely to be under 25 and university educated. Those surveyed in UAE are the least impressed by the reliability of Internet news sites, with 46% saying they are not very or not at all reliable; unexpectedly, these respondents are also more likely to be under 25 and university educated. More than four in ten respondents in Egypt and Lebanon said they were unsure or do not use Internet news sites; in both countries, this group is far more likely to be over 36, without a university education, and lacking Internet access.

Almost seven in ten Tunisians, many of whom are younger than 25 and university educated, think that social media sites are reliable, while less than one-third of those surveyed in Iran, UAE, Saudi Arabia, Lebanon, and Jordan agree. In fact, majorities in Jordan and UAE consider social media sites unreliable as sources of information. Sizable groups either are unsure or do not use social media sites for information in Egypt (47%) and Lebanon (38%); as with Internet news sites, these respondents are far more likely to be over 36, without a university education, and lacking Internet access.

When looking at the relative rankings of information reliability based on respondents' access to the Internet, a few additional findings become apparent. First, not surprisingly, those with Internet access consider Internet news sites to be reliable sources of information and rate these sites higher than many other information sources. This is particularly evident in Egypt and Jordan, where Internet news sites hold the number two spot in reliability rankings for those with Internet access, while they are much farther down the list for those without Internet access. Second, national television networks are considered far less reliable by those with Internet access, particularly by respondents in Egypt and Saudi Arabia. Finally, there is little disparity between the opinions of those with Internet access and those without it with respect to the reliability of social media sites and Western media sites, both of which tend to languish toward the bottom of these rankings.

APPENDIX A—ONLINE SURVEY DATA: TUNISIA AND EGYPT

I. Facebook

1. Why did you join Facebook?

	Tunisia	Egypt
To communicate with family and friends	61	66
To meet new people	34	34
To express my views	14	17
To get news or information	48	34
To become involved in politics	3	6
For business (e.g., professional networking or to market a product or service)	7	6

Primary reasons for joining Facebook in both Tunisia and Egypt are “to communicate with family and friends” and “to get news and information.” “Meeting new people” is also ranked high.

2. Now that you are a member of Facebook, how helpful to you, personally, has Facebook been for: Communicating with family and friends

	Tunisia	Egypt
Very helpful	59	59
Somewhat helpful	33	32
Not helpful	2	2
I don't use it for this	6	7

Meeting new people

	Tunisia	Egypt
Very helpful	33	35
Somewhat helpful	46	40
Not helpful	5	6
I don't use it for this	16	19

Expressing my views

	Tunisia	Egypt
Very helpful	45	53
Somewhat helpful	41	35
Not helpful	5	4
I don't use it for this	9	8

Getting news or information

	Tunisia	Egypt
Very helpful	62	57
Somewhat helpful	31	35
Not helpful	5	5
I don't use it for this	3	3



Becoming involved in politics

	Tunisia	Egypt
Very helpful	20	33
Somewhat helpful	33	31
Not helpful	15	12
I don't use it for this	32	24

Professional networking or marketing a product or service

	Tunisia	Egypt
Very helpful	21	26
Somewhat helpful	34	33
Not helpful	12	11
I don't use it for this	33	31

In both Tunisia and Egypt, Facebook is seen as very helpful in serving the two functions for which most people join—"communicating with friends and family" and "getting news and information." Respondents also find Facebook helpful as a way to "meet new people." And while "expressing my views" isn't a major reason cited for joining Facebook, it is rated helpful in this area. Facebook is rated much less helpful for getting involved in politics or conducting business.

3. When you use Facebook, how often do you tend to:

Read other people's posts or follow posted links

	Tunisia	Egypt
Frequently	50	56
Sometimes	41	36
Rarely	9	5
Never	1	2

Post information (e.g., blog entries, updates, links, to articles, upload videos or photos)

	Tunisia	Egypt
Frequently	38	34
Sometimes	42	44
Rarely	16	16
Never	3	6

Communicate directly with friends (e.g., send messages, chat)

	Tunisia	Egypt
Frequently	59	57
Sometimes	30	31
Rarely	9	9
Never	2	2



Connect with groups or organizations

	Tunisia	Egypt
Frequently	16	16
Sometimes	29	31
Rarely	31	27
Never	25	27

Once again respondents make clear that the main use to which they put Facebook is “communicating with family and friends,” followed closely by “reading other people’s posts and following their links.”

4. How many Facebook friends do you have on your account?

	Tunisia	Egypt
1-50	32	33
51-100	23	23
101-200	22	19
200-400	15	12
More than 400	9	13

How often do you log on to Facebook?

	Tunisia	Egypt
More than once a day	62	57
Once a day	23	20
A few times a week	13	18
Once a week	2	2
Once a month	1	1
Less than once a month	0	2

Numbers given here compare favorably with international averages compiled by Facebook. Interestingly, the average Facebook user has 130 friends and more than 50% of active users logon to Facebook daily.

5. Why don't more people in your country use Facebook?

	Tunisia	Egypt
Language barrier	10	17
It is too expensive to go online	28	14
Privacy concerns	25	35
Lack of Internet access	35	33
Not enough time	34	36
Not interested	30	49
Lack of tech knowledge	33	51
The authorities in my country block access to Facebook	3	1



II. Twitter

1. Why did you join Twitter?

	Tunisia	Egypt
To communicate with family and friends	20	31
To meet new people	34	33
To express my views	31	33
To get news or information	53	44
To become involved in politics	7	13
For business (e.g., professional networking or to market a product or service)	24	15

The primary reason given for getting a Twitter account is “to get news and information.” Other reasons given some priority were “meeting new people” and “expressing my views.”

2. Now that you are a member of Twitter, how helpful to you, personally, has Twitter been for: *Communicating with family and friends*

	Tunisia	Egypt
Very helpful	18	15
Somewhat helpful	26	36
Not helpful	22	22
I don't use it for this	33	27

Meeting new people

	Tunisia	Egypt
Very helpful	15	17
Somewhat helpful	42	46
Not helpful	17	10
I don't use it for this	25	27

Expressing my views

	Tunisia	Egypt
Very helpful	30	31
Somewhat helpful	38	44
Not helpful	15	10
I don't use it for this	18	15

Getting news or information

	Tunisia	Egypt
Very helpful	44	32
Somewhat helpful	31	36
Not helpful	9	11
I don't use it for this	16	21



Becoming involved in politics

	Tunisia	Egypt
Very helpful	22	18
Somewhat helpful	32	30
Not helpful	12	18
I don't use it for this	34	33

Professional networking or marketing a product or service

	Tunisia	Egypt
Very helpful	25	22
Somewhat helpful	23	33
Not helpful	19	10
I don't use it for this	33	34

When asked how helpful Twitter has been in serving a variety of functions, it was rated most helpful in “getting news and information” and as a vehicle for self-expression.

3. How many followers do you have on Twitter?

	Tunisia	Egypt
0–10	64	63
11–30	18	13
31–50	4	8
51–100	5	7
101–300	6	7
301–1000	3	1
More than 1000	0	1

How many people do you follow on Twitter?

	Tunisia	Egypt
0-10	63	54
11-30	13	16
31-50	4	10
51-100	10	10
101-300	6	5
301-1000	2	4
More than 1000	2	1

Once again data here compares favorably with international averages. The average Twitter user has 27 followers and follows approximately the same number.





4. Do you personally tweet, or do you use Twitter mainly to read other people's tweets?

	Tunisia	Egypt
I personally tweet	21	14
I mainly read others' tweets	50	48
Both	29	39

5. Why aren't more people in your area on Twitter?

	Tunisia	Egypt
Language barrier	13	34
It is too expensive to go online	25	15
Privacy concerns	17	15
Lack of internet access	20	27
Not enough time	21	30
Not interested	50	59
Lack of tech knowledge	39	62
The authorities in my country block access to Twitter	1	1

III. Social Media General

1. Have you ever used any of the following social media sites?

	Tunisia	Egypt
Facebook	93	95
Twitter	31	46
MySpace	19	20
Orkut	2	3
YouTube	86	89
LinkedIn	18	18
Flickr	9	13
Blogspot.com	11	12
Koora.com	14	19
Fatakat.com	4	30
Myegy.com	14	53
Triadnt.net	2	4
Yallakora.net	3	25
Jeeran.com	3	8
Mediafire.com	17	41
4share4e.com	29	39



2. How concerned are you that social media sites like Facebook and Twitter may be monitored by the government?

	Tunisia	Egypt
Very concerned	23	15
Somewhat concerned	28	24
A little concerned	15	16
Not concerned	27	41
Don't know	7	4

Does the concern that government may be monitoring social media sites limit people's use of Facebook, Twitter or other forms of social media?

	Tunisia	Egypt
Yes	61	47
No	39	53

3. Which of the following statements most closely reflects your opinion?

	Tunisia	Egypt
The recent uprisings in the Arab world could not have occurred without the role played by social media.	31	33
Social media sites accelerated a process that was already underway.	63	62
Social media sites had very little or no impact on the recent uprisings in the Arab world.	6	5

4. Do you agree or disagree that you are better informed about news since the advent of the Internet and social media sites?

	Tunisia	Egypt
Agree	79	87
Disagree	5	3
Not sure	16	10

5. With which of the following statements do you most agree?

	Tunisia	Egypt
Social media sites helped the international community better	81	79
Social media sites were responsible spreading misinformation	15	15
Social media sites had little or no impact in communicating	4	6



IV. Media Use

1. How closely did you follow events that unfolded earlier this year?

	Tunisia	Egypt
More than once a day	71	65
Once a day	12	16
Several times a week	11	11
Once a week	2	2
Less than once a week	2	3
Never	2	2

2. What are the two most important ways that you follow news and information about events in your country?

	Tunisia	Egypt
Satellite television networks	66	69
National or local television networks	15	9
Newspapers	6	13
Internet news sites	31	45
Facebook/Twitter/other social media sites	62	42
Talking to friends and family	9	10

3. What are the two most important ways that you followed the news of the recent uprisings in the Arab world?

	Tunisia	Egypt
Satellite television networks	73	74
National or local television networks	14	10
Newspapers	5	14
Internet news sites	33	46
Facebook/Twitter/other social media sites	57	39
Talking to friends and family	8	9

4. Did you use social media sites to follow the recent uprisings in the Arab world?

	Tunisia	Egypt
Yes	86	76
No	14	24

5. Do you read newspapers ...?

	Tunisia	Egypt
Online	31	37
In print	19	12
Both	28	38
I do not read the newspaper	23	14



6. Do you visit any of the following sites?

	Tunisia
Facebook.com	89
Google .com	89
Youtube.com	76
Yahoo.com	60
Blogspot.com	11
Live .com	14
Aljazeera.net	52
Bbc.com	13
Tunisia-sat.com	28
Wikipedia.org	43
Msn.org	18
Megaupload.com	24
Babylon.com	4
Twitter.com	22
Mosaiquefm.net	45

	Egypt
Facebook.com	88
Google .com	89
Youtube.com	83
Yahoo.com	73
Blogspot.com	13
Live .com	11
Aljazeera.net	32
Bbc.com	23
Fatakat.com	26
Maktoob.com	38
Myegym.com	39
Mediafire. com	31
Masrawy.com	46
Yallakora.com	22
Ahram.org.eg	20
Youm7.com	51

7. Which of the following Internet sites do you most often go to for news?

	Tunisia
Facebook.com	83
Google .com	59
Youtube.com	41
Yahoo.com	26
Blogspot.com	2
Live .com	4
Aljazeera.net	40
Bbc.com	6
Tunisia-sat.com	12
Wikipedia.org	8
Msn.org	4
Megaupload.com	2
Babylon.com	0
Twitter.com	5
Mosaiquefm.net	21

	Egypt
Facebook.com	65
Google .com	44
Youtube.com	33
Yahoo.com	25
Blogspot.com	2
Live .com	2
Aljazeera.net	28
Bbc.com	16
Fatakat.com	4
Maktoob.com	10
Myegym.com	3
Mediafire. com	1
Masrawy.com	24
Yallakora.com	6
Ahram.org.eg	15
Youm7.com	43

8. Have the recent uprisings in the Arab World had an impact on your reliance on social media (Facebook, Twitter, blogs etc) for news information?

	Tunisia	Egypt
I now use social media for news more often	63	56
I now use social media for news less often	15	10
There has been no impact	18	30
I don't use social media	4	4





APPENDIX B—METHODOLOGY AND DEMOGRAPHICS

Zogby Research Services commissioned JZ Analytics to conduct surveys in Iraq, Afghanistan, Tunisia, Egypt, Lebanon, Jordan, Saudi Arabia, and the United Arab Emirates, and additional online surveys in the United States, Tunisia, and Egypt. Various methodologies were utilized using trusted partners in the countries surveyed. The following methodologies were developed to most effectively contact the samples requested.

In Iraq, interviews were conducted from September 13-21, 2011, in Baghdad, Basra, Dhi Qar, Babil, Najaf, Anbar, Diyala, Ninawa, Sulamaniya, and Arbil with respondents aged 18 and above living in both urban and rural households from the six Iraqi governorates. The margin of error is +/-3.2 percentage points. The sample is randomly drawn based on the 2007 projection of the 1997 general census, the most recent and comprehensive official census study conducted in the country.

In Lebanon, face-to-face interviews were conducted from September 12-29, 2011, in Beirut, Aley, Metn, Baabda, Tripoli, Tyre, Saida, and Chouf with respondents aged 18 and above living in both urban and rural households. The margin of error is +/-4.5 percentage points. The sample is randomly drawn based on a systematic random sample adopting a population proportionate weight based on the approximate estimated make-up/weight of the areas covered in each selected neighborhood.

Interviews were conducted face-to-face in Egypt, Tunisia, Jordan, Iran, and Afghanistan. Multi-stage stratified probability sampling was used to ensure a random, representative sample. However, broad demographic quotas were maintained at an aggregate (country) level to ensure that the sample was in line with the sample in earlier years. Interviews were conducted in Egypt from September 12-29, 2011, in Cairo, Giza, Shoubra Al Khima, Alexandria, Menia, Mansoura, and Asyut. The margin of error is +/-3.1 percentage points. Interviews were conducted in Tunisia, from September 12-29, 2011, in Tunis, Safaqis, Sousse, Bizerte, and Gafsa. The margin of error is +/-3.5 percentage points. Interviews were conducted in Jordan from September 12-29, 2011, in Amman, Zarqa, Irbid, and Madaba. The margin of error is +/-4.4 percentage points. Interviews were conducted in Iran from September 12-29, 2011, in Teheran, Rasht, Esfahan, Yazd, Shiraz, Kerman, Mashhad, Tabriz, and Ahwaz. The margin of error is +/-3.1 percentage points. Interviews were conducted in Afghanistan from September 12-29, 2011, in Kabul, Kandahar, Mazar-e-Sharif, Jalalabad, Baghlan, and Heart. The margin of error is +/-3.5 percentage points.

In Saudi Arabia and the United Arab Emirates, where door-to-door sampling is not possible, a referral sampling approach was used. Adequate measures were taken to ensure that the sample was broadly representative and not skewed. Broad country level demographic quotas were followed to ensure the final sample has characteristics of the population. Interviews were conducted in Saudi Arabia from September 12-29, 2011, in Riyadh, Buraydah, Jeddah, Taif, Makkah, Dammam, and Khobar. The margin of error is +/-3.5 percentage points. Interviews were conducted in UAE from September 12-29, 2011, in Abu Dhabi, Dubai, Sharjah, and the North Emirates. The margin of error is +/-4.5 percentage points.

In addition, JZ Analytics conducted online surveys of 1,054 adults in the United States on September 13-15, 2010, 602 adults in Egypt on September 15-19, 2010, and 531 adults in Tunisia, September 15- October 5, 2010. Using trusted interactive partner resources, thousands of adults were invited to participate in this survey. Each invitation is password coded and secure so that each respondent can only access the survey one time.

Based on information from census data, CIA fact books, and exit polls, complex weighting techniques are utilized to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.





	Jordan		Egypt		Lebanon		Tunisia		KSA		UAE*		Iran		Egypt Online		Tunisia Online	
	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%
Total	516	100	1028	100	500	100	831	100	821	100	509	100	1017	100	602	100	531	100
Under 36	317	61	601	59	288	58	397	49	506	62	306	60	646	64	478	79	392	74
36+	199	49	427	52	212	42	434	52	315	38	203	40	371	37	124	21	139	26
Live in city	385	79	989	96	469	94	796	96	650	79	356	70	635	62	539	90	440	83
Live outside city	131	21	39	4	31	6	12	1	171	21	153	30	382	38	47	8	80	15
Less than university	408	79	874	85	343	69	464	56	643	78	290	57	637	63	85	14	107	21
University+	108	21	154	15	155	31	367	44	178	22	219	43	380	37	509	86	412	79
Sunni	390	76	939	91	110	22	784	94	722	88	486	96	47	5	503	89	496	97
Shia					175	35	-	-	40	5	16	3	969	95				
Christian	26	5	89	9	180	36								60	11	10	2	
Druze	-	-	-	-	35	7	-	-	-	-	-	-	-	-				
Male	262	51	518	50	252	50	416	50	460	56	374	74	542	53	331	55	265	50
Female	254	49	510	50	248	50	415	50	361	44	135	27	475	47	271	45	266	50

* Includes approximately 350 Emiratis and 150 Arabs working in UAE. Note: Total may not equal 100% due to rounding.

	Iraq	
	freq	%
Total	1000	100
Under 25	168	17
25-36	208	21
36+	384	38
Urban	696	70
Rural	304	30
Less than university	884	88
University+	116	12
Married	660	66
Single	227	28
Divorce/widowed/separated	63	6
Arabic	848	85
Kurdish	139	14
Assyrian	9	1
Shia	612	61
Sunni	375	38
Male	529	53
Female	471	47

Note: Total may not equal 100% due to rounding.

	Afghanistan	
	freq	%
Total	837	100
Under 36	530	63
36+	307	37
Live in city	837	100
Live outside city	-	-
Less than university	-	-
University+	-	-
None/ Primary	700	84
Tech/Secondary	84	10
Professional/Higher	53	6
Employed	337	40
Not employed	500	60
Sunni	661	79
Shia	176	21
Male	426	51
Female	411	49

Note: Total may not equal 100% due to rounding.

	U.S. Online	
	freq	%
Total	1054	100
18-29	217	22
30-49	355	36
50-64	246	25
65+	168	17
East	231	22
South	272	26
Central Great Lakes	314	30
West	231	22
No College Degree	650	62
College Degree+	399	38
Liberal	219	21
Moderate	337	32
Conservative	408	39
White	717	68
Hispanic	137	13
African American	126	12
Asian	42	4

Note: Total may not equal 100% due to rounding.







Zogby research services, llc

1600 K Street, NW
Suite 603
Washington, DC 20006
202-652-4977