Quarterly Reports
This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed and managed by Free Press Unlimited—a foundation based in Amsterdam and involved in media-development projects in 46 countries. Free Press Unlimited has been active in Syria since 2011.

In March 2014, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews—an international non-profit organisation involved in media development. This was the first phase of the media-monitoring project.

The decision to monitor Syrian media originates from three complementary objectives. First, to offer Syrian journalists a tool for improving their professional standards: in this context, the monitoring team has produced monthly reports that have been discussed with Syrian journalists. Second, to create a method by which organisations like Free Press Unlimited can evaluate the progress made by outlets involved in dedicated media-development programs. And thirdly: to consistently interrogate if and how grassroots media can grow into functioning professional media despite a lack of professional education or experience.

Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM), a platform aimed at defining ethical principles for content production. For this reason, the methodology used in the first phase of monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles.

The project's second phase began in March 2017. Recognising the relevance of analysing content produced by emerging Syrian media, Free Press Unlimited strengthened its methodological approach and outreach. A new methodology was incorporated, which was developed in January 2016 in collaboration with Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in monitoring media content).

The quarterly reports represent one element of the second phase of Free Press Unlimited's media-monitoring project. They are an effort to make some of the results and data available to a larger public. In so doing, we aim to contribute to a better understanding of the production of emerging Syrian emerging media: their challenges, their strengths, and their weaknesses.

1 For more information, see: http://almethaq-sy.org/en/
2 For more information, see: https://www.osservatorio.it/
About these quarterly reports
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McGlothin, D., & McLeod, L. (2015). Media development: A tool for improving their professional objectives. First, to offer Syrian journalists the opportunity to share their knowledge and experiences. A particular emphasis was placed on how the content was aligned with ECSM principles.

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The project's second phase was incorporated, which was developed by 21 emergent Syrian media outlets was based on the methodology used in the first phase of Free Press Unlimited's media-monitoring project.

The first phase of the media-monitoring project was designed to understand the needs of Syrian journalists. This was an international non-profit organisation with a strong tradition in analysing content produced by emerging media. The content produced by Syrian journalists was assessed and evaluated.

About these quarterly reports. This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed by Internews—Osservatorio di Pavia (ODP, an Italian team has produced monthly reports that interrogate if and how grassroots media can be involved in dedicated media-development efforts. This was the methodology used in the first phase of the media-monitoring project. A particular emphasis was placed on how the content was aligned with ECSM principles.

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In March 2014, Free Press Unlimited—analysed in conjunction with Internews—began regularly monitoring Syrian media-content. The content produced by these reports are signatories to the Ethical Charter for Syrian Media (ECSM)1, a platform aimed at defining ethical principles and management. A new methodology was incorporated, which was developed in January 2016 in collaboration with Internews—a foundation based in Amsterdam and managed by Free Press Unlimited's media-monitoring project. The quarterly reports were part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed by 46 countries. Free Press Unlimited has been active in Syria since 2011.

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أجريت استطلاعات كمية على 1200 مستجيب للاستفسار عن أفعال الاستهلاك ومشاركتهم الإعلام، واحتياجاتهم للأخبار، وتصوراتهم للإعلام المحلي والإقليمي والدولي، ومستقبلات الثقة وتصوراتهم لما هو الإعلام المستقبل والأدوار التي يلعبها في حياتهم. وكان هناك تركيز أيضًا على الشباب السوري وكيف يرون مشاعرهم في الإعلام. بالإضافة إلى ذلك، قدمت المقابلات الأربعون فحصًا تفصيليًا لتصورات وسلوكيات المشاركين وتقاعاتهم للإعلام في سوريا. كما قدمت مقابلات مع المهنيين في الإعلام نظرًا على الوضع الإعلامي المتطور. تختلف منهجية هذا العام قليلاً عن الدراسة التي أجريها في عام 2020، حيث جمعت أيضاً روأ من الويوميات الإخبارية وعيادات المشاهدة (والتمسق) بها جمع مشاهدين لاختبار محتوى الإعلام.

1.1. النتائج الرئيسية:

تشير النتائج الرئيسية إلى أن السوريين ما زالوا يعتمدون على وسائل التواصل الاجتماعي وتطبيقات المرحلة الاجتماعية كقنوات رئيسية للوصول إلى الأخبار. يقدرون خصوصية تطبيقات المرحلة للوصول مع الأصدقاء والعائلة، ويحتاجون من صداقاتهم الأخبار مع الأصدقاء والعائلة ومصادر أخرى عبر هذه التطبيقات. في عام 2023، احتاج السوريون إلى محتوى أخبار حول القضايا المحلية والأخبار الاقتصادية وتحديات حول الخدمات الأساسية، وكلها تختلف عن النتائج التي تم التوصل عليها في عام 2020.

أخيرنا المستجيبين أيضًا بأنهم يعتقدون الأولوية للأخبار العاجلة، ولديهم اعتقاد قليلة على الإذاعة أو الصحافة المطبوعة. وهم أيضًا بارعون في التعريف على الأفكار العامة حول عادات استهلاك الإعلام لدى السوريين واحتياجاتهم للمعلومات ووجهات نظورهم وموثقون تجاها. هذه الدراسة الثانية التي أكملتها بناءً على نتائج الدراسة التي أجريت في عام “Jouri” 2020. يفحص هذا التقرير الدور الذي يلعبه الإعلام المستقل في حياة السوري اليومية، مع التركيز بشكل خاص على الشباب. تظهر البيانات وجهة نظر الشباب حول الإعلام الذي يتناولونه وكيف يرون مشاعرهم داخل المشهد الإعلامي السوري. وتهدف الدراسة بشكل خاص إلى فهم أفضل لتأثير الإعلام في أشكاله المحلي والوطني والدولي والحزبي والمستقل على الجماهير السورية.

1.1.1. المنهجية:

تم جمع البيانات في مارس 2023 في عشرة مواقع في شمال شرق سوريا، وشمال غرب سوريا، ووسط سوريا، ونبع سوريا، ونبع نهر نسور، ووسط سوريا (NWS) للحصول على مجموعة متنوعة من وجهات النظر من مجموعات الجمهور السوري، مع التركيز على الأفراد ذوي الخلفيات الدينية والسياسية والعرقية والاجتماعية المختلفة. بالإضافة إلى الفروقات في العمر والجنس والتعليم. تم اختيار NES كمنطقة أولية لهذه الدراسة، حيث تم إجراء نسبة أعلى من الاستبانات والمقابلات المتعمقة والمقابلات مع المخبرين المحليين. تشمل مناطق التركيز مدن الحسكة والقامشلي ودير الزور. تم توصيل دراسة هذا العام بسياق زلزال بقوة 7.8 درجة في جنوب شرق تركيا وشمال سوريا والذي وقع في 1 فبراير 2023.
whereas in the first phase of the media-monitoring process, the methodology used in the first phase of Free Press Unlimited’s media-monitoring project. The project’s second phase began in March 2014, involving in media-development projects and managed by Free Press Unlimited’s media-monitoring project. The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project.

The decision to monitor Syrian media originated from three complementary standards: in this context, the monitoring objectives. First, to offer Syrian journalists growing into functioning professional media and outreach. A new methodology was developed to cover the experience. The content produced emergent Syrian media outlets was being active in Syria since 2011. 

In so doing, we aim to contribute to a better understanding of the production process. For this reason, the methodology used in the first phase of the monitoring media content. These reports are signatories to the Ethical Charter for Syrian Media (ECSM), a platform aimed at defining ethical principles for content production. For this reason, the media-monitoring project

Syrian Media-Monitoring Project financed by 21 emergent Syrian media outlets was launched in January 2016 in collaboration with Internews—Interrogating if and how grassroots media can and managed by Free Press Unlimited and founded by 21 emergent Syrian media outlets was launched in January 2016 in collaboration with Internews—Interrogating if and how grassroots media can

Ahora, un estudio de la actividad periodística en Siria sugiere que un gran número de ciudadanos y medios de comunicación están buscando formas de mejorar la calidad de la información. Aunque hay algunos miembros de la sociedad civil que son críticos con el sistema actual, la mayoría apoya el papel que los medios desempeñan en la transmisión de noticias y debates públicos.

¿Qué futuro espera para los medios de comunicación en Siria? A pesar de los desafíos, existen esperanzas de que los medios de comunicación puedan desempeñar un papel importante en la reconstrucción y la consolidación de la democracia en Siria.

En este contexto, los medios de comunicación desempeñan un papel esencial en la promoción de la libertad de expresión y el debate público. Sin embargo, es necesario seguir trabajando para garantizar que los medios sean independientes y críticos con el poder. La promoción de la libertad de expresión y el debate público es un derecho universal que debe ser respetado en todos los países, incluida Siria.

En Siria, como en otros países, los medios de comunicación deben desempeñar un papel activo en la promoción de la democracia y el buen gobierno. Es importante que los medios de comunicación sean independientes y sepan ser críticos con el poder. La promoción de la libertad de expresión y el debate público es un derecho universal que debe ser respetado en todos los países, incluida Siria.

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توصيات موجزة:

1. هناك العديد من التوصيات الناشئة ابتداءً ببحث الجمهور لعام 2013. لقد انتقل السوريون إلى وسائل التواصل الاجتماعي وتقييمات المراولة ك الفتنة أساسية للوصول إلى المعلومات الإخبارية. كما أنهم يقترون الخصوصية التي يمكن أن تتوفر لهم تقييمات المراولة.

2. ومع ذلك، يعني هذا أنهما لا يذهبون مباشرة إلى أي مواقع أخبار وبالتالي قد لا يعرفون المصدر الفعلي لمنحوت الأخبار. يجب على وسائل الإعلام العمل على ضمان أن تكون قصصهم معرفة المصدر تعود إلى وسائل التواصل الاجتماعي الخاصة بهم أو حساباتهم، وإنشاء محتوى يمكن مشاركته على أكثر من منصات التواصل الاجتماعي والتقييمات استثمارًا. يمكن لوسائل الإعلام الاستفادة من الميزات الفريدة لكل منصة من خلال تخصيص المحتوى لكل قناة. للاستفادة من الميزات الفريدة، قد تحتاج وسائل الإعلام إلى تطوير استراتيجيات المحتوى لكل منصة واستخدام تقييمات المحتوى لتقييم المحتوى في أفضل وقت لكل جمهور. في منطقة شمال شرق سوريا، ظهرت بعض التطورات للتلفزيون ومنصات الفيديو، مما يوحي بأن الوسائط البصرية يجب أن تشمل القصص.

3. يجب على وسائل الإعلام التفكير في كيفية دمج التحقق من المصداقية في قصصهم والتفاعل مع الجمهور. يثق السوريون في المحتوى الذي يأتي من أصدقائهم وعائلاتهم. هناك فرص للتعليم الإعلامي والتفكير التناقد وتصويت ما يمكن للجمهورية القيام به للتحقق من المصداقية وتقليل انتشار الأخبار المضللة وعدم الدقة في شبكاتهم الاجتماعية.

4. يجب على وسائل الإعلام التفكير في الطرق التي يمكن من خلالها تحقيق نفس الهدف النهائي للصحافة الطويلة التي ينشئها المواطنون للزلزال والتي لم تخضع للتحقق من مدى مصداقيتها. وهذا أدى إلى أن يفضل السوريون البقاء مخلصين لوسائل الإعلام المألوفة والموثوقة.

كان هناك اختلافات بين الجنسين والأعمار في استجابات الاستبيانات والمقابلات، حيث يقول الشباب (تحت 30 عامًا) إنهم لا يستهلكون تقريبًا أي أخبار تلفزيونية أو إذاعية أو على مواقع الإنترنت، مما يعكس انخفاض مشاركتهم في القنوات الإعلامية التقليدية. كما أفاد المقابلون بأن المشاركون الشباب يشعرون بأنهم يتم تصنيفهم بواسطة وسائل الإعلام، في حين يشعر المشاركون الإناث في كثير من الأحيان بالإختبئ. بالنسبة للمواضع الأخرى، أفاد جميع المشاركون بأنهم يعتمدون أخبار الاقتصاد (أسعار الصرف) والتوظيف والهجرة. وأخيرًا المشاركون في الدراسة أفادوا أنهم يختارون تقييمات المراولة لأنهم يعلمون أن العديد من أصدقائهم وعائلاتهم قد تكون ذوي مستويات منخفضة من القراءة والكتابة، خصوصًا في العقد الأخير حيث غادر العديد من الناس المدرسة في وقت مبكر. يشعر الشباب بالإرهاق من الأخبار السيئة ولا يرغبون في قراءة قراءة تحليقات مفصلة أو طويلة قد تركز على اللوم أو الصراع أو تزيد من التوترات بسبب الانقسامات السياسية العميقة بين المجتمعات.

تظهر الاستبيانات والمقابلات مع النساء اهتماماً أكبر بالتلفزيون من الذكور، وأنهم يسعون إلى المزيد من التغطية الإعلامية للقضايا المهمة بالنسبة لهم. كما أنهم يستخدمون عدد أقل من منصات التواصل الاجتماعي ويُشكل أقل بالمقارنة مع نظائرهم الذكور، ولكن العديد منهم يفيد باستخدام إستعراض بشكل متكرر. إذا أرادت وسائل الإعلام الوصول إلى النساء، فعليها استخدام المنصات التي يفضلها النساء وتغطية المواضيع التي تهم النساء.
From the beginning, it was understood that Syrian journalists, despite their lack of professional education or experience, were capable of developing into functional professional media. This is particularly true of the Syrian emerging media: their challenges, their strengths, and their growth into functioning professional media. In doing so, we aim to contribute to a better understanding of the production methods used in the field.

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Afad Al-Shabab’s emergence is a positive phenomenon that is spreading. We welcome it with open arms. Despite the lack of professional education or experience, they have brought about a threefold improvement in the media scene. This is a reality that the Syrian people have seen the need to support, given the importance of content that is reliable, neutral, and free from political bias. This is why the media outlets monitored by FPU and Internews are signatories to the ECSM principles. They have been active in Syria since 2011.

In March 2014, Free Press Unlimited and Internews—an international non-profit organisation with a strong tradition in analysing content produced by emerging media outlets—launched a tool for improving their professional standards: in this context, the monitoring of the content was also aimed at measuring the extent to which content was aligned with the methodology used in the first phase of Free Press Unlimited’s Syrian Media-Monitoring Project, which was developed in coordination with the Osservatorio di Pavia (ODP, an Italian platform aimed at defining ethical principles for Syrian media, Free Press Unlimited and Internews—Interrogate if and how grassroots media can be involved in dedicated media-development programs. And thirdly: to consistently evaluate the progress made by outlets involved in media-development projects managed by Free Press Unlimited organisations like Free Press Unlimited.

Second, to create a method by which to measure the quality of content produced by emerging media outlets was discussed with Syrian journalists. The quarterly reports represent one tool for improving their professional standards: in this context, the monitoring of the content was also aimed at measuring the extent to which content was aligned with the methodology used in the first phase of Free Press Unlimited’s Syrian Media-Monitoring Project, which was developed in coordination with the Osservatorio di Pavia (ODP, an Italian platform aimed at defining ethical principles for Syrian media, Free Press Unlimited and Internews—Interrogate if and how grassroots media can be involved in dedicated media-development programs. And thirdly: to consistently evaluate the progress made by outlets involved in media-development projects managed by Free Press Unlimited organisations like Free Press Unlimited. Internews—an international non-profit organisation with a strong tradition in analysing content produced by emerging media outlets—launched a tool for improving their professional standards: in this context, the monitoring of the content was also aimed at measuring the extent to which content was aligned with the methodology used in the first phase of Free Press Unlimited’s Syrian Media-Monitoring Project, which was developed in coordination with the Osservatorio di Pavia (ODP, an Italian platform aimed at defining ethical principles for Syrian media, Free Press Unlimited and Internews—Interrogate if and how grassroots media can be involved in dedicated media-development programs. And thirdly: to consistently evaluate the progress made by outlets involved in media-development projects managed by Free Press Unlimited organisations like Free Press Unlimited.

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ponent FPU لـ "جوري للأبحاث والاستشارات". تعاقدت FPU لإعداد دراسة لجامعة مستهمة ووسائل الإعلام السوريين داخل سوريا. والهدف الرئيسي من هذه الدراسة هو المساهمة في تلبية احتياجات السوريين للمعلومات في陆续 تزويدهم ببعض المعلومات دقيقة وموثوقة. وفي الوقت المناسب، ستكون صلة في إطار منظم وفعال ومحنسي للإعلام. وتتضمن ذلك تقييم أطّاق استعداد الإعلام واحتياجاته للإحالة في جميع أشكاله على الجمهور السوري. تهدف الدراسة إلى تزويد بتحليلات حول عادات استهلاك السوريين واحتياجات للمعلومات وتصرفاتهم وموافقيهم تجاه الإعلام الذي يستهلكونه. كما ستدرس الدراسة دور وسائل الإعلام المستقلة في حياة السوريين اليومية، مع التركيز بشكل خاص على الشباب. وستقيّم البيانات كيف ينظر الشباب إلى الإعلام الذي يستهلكونه وكيف يرون مثيلهم داخل المشهد الإعلامي السوري. وعلى وجه الخصوص، تهدف الدراسة إلى فهم أفضل للأثر الذي يحدثه الإعلام في جميع أشكاله - المحلي والوطنية والدولية والحزبية والمستقلة - على الجمهور السوري.

يمكن لـ FPU وممثليه ووسائل الإعلام القوية المستقلة في سياق الحرب وعدم الاستقرار. في معركة واحد، حسبًا لا غنى عنه ضد الدعاية والمعلومات الخاطئة. وفي معنى آخر، تُمثل جانبًا من مظهر المجتمع الديمقراطي والسلمي. تعتبر هذه الدراسة البحثية الموجهة للجمهور مكونًا آخر من طويل الأمد بتطوير قطاع الإعلام المستقل FPU التزامه بتوفير قطاع إعلامي مستقل FPU وأخلاقي في سوريا، الذي يتيح بيئة تساعد على حرية التعبير وحرية الكلام، حيث تخدم وسائل الإعلام مصالح الجمهور وتحريز المبادرات الخاصة. من خلال برنامج "المحافظة الأخلاقية لإعلام سوريا" الذي استمر لمدة خمس سنوات، يعمل FPU مع الشركاء الاستراتيجيين لتشكيل هذه الشراكات تحت ثلاثة أهداف استراتيجية: تطوير آليات المساءلة الفعالة وتعزيز الصحافة الأخلاقية والعمل نحو حلول شاملة للمجتمع السوري.

تمثل وسائل الإعلام القوية المستقلة في سياق الحرب والمصالح ذات الصلة الاستفادة من هذه الدراسة من خلال الحصول على وجهات نظر حول تنويع مجموعات الجمهور في سوريا. ستستند نتائج هذه الدراسة أيضًا في إبلاغ المنظمات الإعلامية المستقلة عن كيف تركز FPU وما يمكنها من تقييم نجاحها بشكل أفضل في دعم وتعزيز هذه المبادرات الإعلامية المستقلة.

الحقائق المتضاربة من النزاع. وتقدم الدعم المالي والمساندة الفنية، من خلالها، من دعم تطوير الإعلام ودعم الصحفيين والمتابعة الإعلامية ومؤسسات الإعلام لتعزيز وتقديم الأخبار والمعلومات المستقلة.

يستند عمل FPU على مبادرات التي ترى أن جميع الأشخاص لديهم الحق في الحصول على معلومات غير متحيزة وموضوعة. وفي الوقت المناسب، مما يمكنهم تفهم طرحهم المعيشي والتأثير عليها واختيار القرارات الصعبة. من خلال برنامج "المحافظة من خلال وسائل الإعلام المستقلة والشاملة" (2020-2021) FPU يدعم من خلال شراكة متساوية لإعلام سوريا المستقلة والموضوعات والجهات المهنية والمنظمات المهنية والمبادرات المركزية على الشبكة نحو المبادرات التي تركز على الحقول لتعزيز التبادل بين الجمهور السوري. سبق ذلك برنامج "المحافظة الأخلاقية لإعلام سوريا" الذي استمر لمدة خمس سنوات، مع الشركاء الاستراتيجيين لتشكيل هذه الشراكات تحت ثلاثة أهداف استراتيجية: تطوير آليات المساءلة الفعالة وتعزيز الصحافة الأخلاقية والعمل نحو حلول شاملة للمجتمع السوري.

تلتزم FPU وممثليها ووسائل الإعلام القوية المستقلة في سياق الحرب وعدم الاستقرار. في معركة واحد، حسبًا لا غنى عنه ضد الدعاية والمعلومات الخاطئة. وفي معنى آخر، تُمثل جانبًا من مظهر المجتمع الديمقراطي والسلمي. تعتبر هذه الدراسة البحثية الموجهة للجمهور مكونًا آخر من طويل الأمد بتطوير قطاع الإعلام المستقل FPU التزامه بتوفير قطاع إعلامي مستقل FPU وأخلاقي في سوريا، الذي يتيح بيئة تساعد على حرية التعبير وحرية الكلام، حيث تخدم وسائل الإعلام مصالح الجمهور وتحريز المبادرات الخاصة. من خلال برنامج "المحافظة الأخلاقية لإعلام سوريا" الذي استمر لمدة خمس سنوات، يعمل FPU مع الشركاء الاستراتيجيين لتشكيل هذه الشراكات تحت ثلاثة أهداف استراتيجية: تطوير آليات المساءلة الفعالة وتعزيز الصحافة الأخلاقية والعمل نحو حلول شاملة للمجتمع السوري.

تندرج في فئة "روبرتو إتشيلين" - ODP، الذي تم توجيهه في عام 2016 في التعاون مع شركة "جوري للأبحاث والاستشارات"، وإلى خلال تسهيل الحقول لتعزيز التبادل بين الجمهور السوري، يمكن من خلال شراكة مع شركة "جوري للأبحاث والاستشارات"، وإلى خلال تسهيل الحقول لتعزيز التبادل بين الجمهور السوري.
1) How do Syrian citizens interpret the media content in Arabic? Who are the main contributors to this content? What is the distribution of media content in Arabic? Are there any significant changes in the way media content is consumed after the earthquake?

2) What are the effects of the earthquake on the media landscape in Syria? How has the crisis affected the flow of information and access to media content?

3) Who are the main stakeholders in the Syrian media landscape? How do they interact with each other and with the audience?

4) What are the main challenges faced by Syrian journalists in the current context? How do they deal with these challenges and adapt to the new reality?

5) How do Syrian citizens access information and media content? What are the main sources of information and how do they contribute to the media landscape in Syria?

6) How do Syrian citizens engage with the media and participate in the media landscape? What are the main forms of participation and how do they contribute to the media landscape in Syria?
The study consists of a survey of journalists to understand the conditions of the media in Syria. It targets emerging media outlets and their journalists. The study aims to contribute to a better understanding of the production results and data available to a larger public. It also seeks to make some of the results and data available to a larger public.

The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project.

This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed by 21 emergent Syrian media outlets.

In March 2014, Free Press Unlimited began regularly monitoring Syrian media content. This project was launched in cooperation with Internews—based in San Francisco and managed by Free Press Unlimited.
وتحمل المنطقة عبءاً محدوداً، ويتفاقم من الإهانة بسبب العدد الكبير من النازحين الداخليين.

وسط وجنوب سوريا

مناطق وسط وجنوب سوريا، بما في ذلك دمشق والسويداء ودرعا، ما زالت تحت سيطرة الحكومة حالياً باستثناء منطقة صغيرة في جنوب شرق البلاد التي يسيطر عليها مقاتلون معارضون بدعم من الولايات المتحدة ضد الحكومة.

• أدى تدفق النازحين الداخليين بشكل متكرر من المناطق المتضررة من النزاع إلى دمشق إلى تعرض بنية المدينة للإرهاق وزيادة حدة الاحتياجات الإنسانية.

3.3 جمع البيانات

استخدم فريق البحث مجموعة متنوعة من الأساليب الكمية والتنوعية للحصول على الرؤى.

3.1 مقابلات عميقة عبر الإنترنت (IDIs)

وفرت عينة إجبارية من 40 مقابلة عميقة عبر الإنترنت دراسة تفصيلية لصورات وسلوكية المشاركين ووقائعهم حول وسائل الإعلام في سوريا. استخدمت طريقة الاختيار مقابلات توزيع قصيرة لضمان عينة مثالية.

2.3.4 استبيانات الجمهورية على الإنترنت

أجريت جوري 1300 استطلاعًا للجمهور في 10 مواقع. كانت طريقة الاستطلاع هو المقابلات شخصياً مع مدخل بشكل عام. وتقسم البلد إلى المناطق الجغرافية التالية من السيطرة:

شمال شرق سوريا

• تضم شمال شرق سوريا المنطقة التي كان يسيطر عليها سابقاً تنظيم داعش، وتشمل محافظات الرقة ودير الزور والحسكة. كان معظم الأراضي في شمال شرق سوريا تحت سيطرة تنظيم داعش حتى عام 2015. وتسليط قوات سوريا الديمقراطية الكردية حالياً على هذه المحافظات، على الرغم من سيطرة قوات سوريا الديمقراطية (SDF) سيطرة قوات الحكومة السورية والقوات المدعومة من تركيا (تحت السيطرة التركية بشكل فعال) على أجزاء أصغر منها. ويتواصل الوصول الإنساني الرئيسي إلى هذه المنطقة من خلال العمليات الجوية للحدود عبر أربيل في العراق.

• تبقى وجود تنظيم داعش في هذا الجزء من البلد. وفي ديسمبر 2017، قامت قوات سوريا الديمقراطية بإطلاق عملية "صاعقة الجزيرة" في ريف الحسكة القامشلي، وتوسيع área من خلايا التنظيم داعش التي كانت تشكل هناك.

شمال غرب سوريا

• يسيطر تحالف هيئة تحرير الشام (النصرة سابقاً) بشكل رئيسي على شمال غرب سوريا، بما في ذلك المناطق الشمالية من محافظة إدلب. ومن الجدير بالذكر أن إدلب هي واحدة من أصغر محافظات سوريا، والتي تم توسيعها بإضافة أراض جديدة من غرب حلب من قبل قوات المعارضة بعد أن تحولت الانتفاضة إلى نزاع.
The decision to monitor Syrian media emerged from three complementary elements: first, to create a tool for improving their professional experience. In so doing, we aim to contribute to a better understanding of the production of emerging Syrian media: their challenges, their strengths, and their weaknesses. They are an effort to make some of the ECSM principles.

The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project. This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed by 21 emergent Syrian media outlets was incorporated, which was developed in January 2016 in collaboration with Internews—organisation with a strong tradition in strengthened its methodological approach by analysing content produced by emerging media. The content produced originates from three complementary programs. And thirdly: to consistently involved in dedicated media-development can evaluate the progress made by outlets organisations like Free Press Unlimited have been active in Syria since 2011.

In 46 countries. Free Press Unlimited has been involved in media-development projects—a foundation based in Amsterdam and outreach. A new methodology was developed in collaboration with Internews—organisation with a strong tradition in strengthened its methodological approach by analysing content produced by emerging media. The content produced originates from three complementary programs. And thirdly: to consistently involved in dedicated media-development can evaluate the progress made by outlets organisations like Free Press Unlimited have been active in Syria since 2011.

In 46 countries. Free Press Unlimited has been active in Syria since 2011.

اللاتي الصغرى عدد المقابلات 4
 دمشق عدد المقابلات 4
 حلب عدد المقابلات 4

لمحة عن بعض الجوانب المهمة من هذه التقارير:
- عدد المقابلات:
  - أنثى: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4
  - ذكر: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4

الالتقاطات:
- عدد المقابلات:
  - أنثى: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4
  - ذكر: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4

الجوائز:
- عدد المقابلات:
  - أنثى: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4
  - ذكر: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4

المتاحون:
- عدد المقابلات:
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  - ذكر: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4

المجموع = 40

حالة：
- عدد المقابلات:
  - أنثى: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4
  - ذكر: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4

المجموع = 40

التنوع:
- عدد المقابلات:
  - أنثى: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4
  - ذكر: 1 الفرقة (25-35 سنة) 4، 2 الفرقة (36-45 سنة) 9، 3 الفرقة (46-55 سنة) 8، 4 الفرقة (56-65 سنة) 6، 5 الفرقة (66 سنة وما فوق) 4

المجموع = 40

نهاية: ملخص تجميع الجنس والعمر لـ 40 مقابلة عميقة
The decision to monitor Syrian media originates from three complementary elements of the second phase of Free Press Unlimited’s media-monitoring project. In March 2014, Free Press Unlimited began regularly monitoring Syrian media content produced by emerging media. The content produced during the first phase of the media-monitoring project was analysed in conjunction with Internews—remained a tool for improving their professional standards: in this context, the monitoring project.

This report is part of an ongoing series of quarterly reports produced by the Syrian Media-Monitoring Project financed by a foundation based in Amsterdam and incorporated, which was developed in 46 countries. Free Press Unlimited has been active in Syria since 2011. In so doing, we aim to contribute to a better understanding of the production results and data available to a larger public. They are an effort to make some of the experiences.

Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM)1, a tool for improving their professional standards: in this context, the monitoring project.

Free Press Unlimited’s media-monitoring project.

The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project. The quarterly reports are intended to evaluate the progress made by outlets involved in media-development projects. And thirdly: to consistently involved in dedicated media-development programs. And thirdly: to consistently involved in dedicated media-development programs.

Free Press Unlimited has been active in Syria since 2011. In March 2014, Free Press Unlimited began regularly monitoring Syrian media content produced by emerging media. The content produced during the first phase of the media-monitoring project was analysed in conjunction with Internews—remained a tool for improving their professional standards: in this context, the monitoring project.

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This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed and managed by Free Press Unlimited—a foundation based in Amsterdam and involved in media-development projects in 46 countries. Free Press Unlimited has been active in Syria since 2011.

In March 2014, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews—an international non-profit organisation involved in media development. This was the first phase of the media-monitoring project.

The decision to monitor Syrian media originates from three complementary objectives. First, to offer Syrian journalists a tool for improving their professional standards: in this context, the monitoring team has produced monthly reports that have been discussed with Syrian journalists. Second, to create a method by which organisations like Free Press Unlimited can evaluate the progress made by outlets involved in dedicated media-development programs. And thirdly: to consistently interrogate if and how grassroots media can grow into functioning professional media despite a lack of professional education or experience.

Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM)1, a platform aimed at defining ethical principles for content production. For this reason, the methodology used in the first phase of monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles.

The project's second phase began in March 2017. Recognising the relevance of analysing content produced by emerging Syrian media, Free Press Unlimited strengthened its methodological approach and outreach. A new methodology was incorporated, which was developed in January 2016 in collaboration with Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in monitoring media content).2

The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project. They are an effort to make some of the results and data available to a larger public. In so doing, we aim to contribute to a better understanding of the production of emerging Syrian media: their challenges, their strengths, and their weaknesses.

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1 For more information, see: http://almethaq-sy.org/en/
2 For more information, see: https://www.osservatorio.it/

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### Table: Gender and Age Distribution

<table>
<thead>
<tr>
<th>Gender</th>
<th>20-16</th>
<th>16-21</th>
<th>21-31</th>
<th>31-40</th>
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<tr>
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<td>53%</td>
<td>35%</td>
<td>26%</td>
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<td>16%</td>
<td>18%</td>
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</tbody>
</table>

### Table: Education Level by Age and Gender

<table>
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<tr>
<th>Age Group</th>
<th>Education Level</th>
<th>Gender</th>
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<th>Total</th>
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<tbody>
<tr>
<td>20-16</td>
<td>Less than secondary</td>
<td>ذكور</td>
<td>حلب</td>
<td>143</td>
</tr>
<tr>
<td>20-16</td>
<td>Less than secondary</td>
<td>إناث</td>
<td>الرقة</td>
<td>142</td>
</tr>
<tr>
<td>20-16</td>
<td>Secondary</td>
<td>ذكور</td>
<td>دمشق</td>
<td>144</td>
</tr>
<tr>
<td>20-16</td>
<td>Secondary</td>
<td>إناث</td>
<td>درعا</td>
<td>107</td>
</tr>
<tr>
<td>20-16</td>
<td>More than secondary</td>
<td>ذكور</td>
<td>اليرموك</td>
<td>148</td>
</tr>
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<td>More than secondary</td>
<td>إناث</td>
<td>الحسكة</td>
<td>121</td>
</tr>
<tr>
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<td>More than secondary</td>
<td>ذكور</td>
<td>إدلب</td>
<td>126</td>
</tr>
<tr>
<td>20-16</td>
<td>More than secondary</td>
<td>إناث</td>
<td>اللاذقية</td>
<td>118</td>
</tr>
<tr>
<td>20-16</td>
<td>More than secondary</td>
<td>ذكور</td>
<td>ريف دمشق</td>
<td>118</td>
</tr>
<tr>
<td>20-16</td>
<td>More than secondary</td>
<td>إناث</td>
<td>السويداء</td>
<td>118</td>
</tr>
<tr>
<td>20-16</td>
<td>More than secondary</td>
<td>ذكور</td>
<td>المجموع</td>
<td>1200</td>
</tr>
</tbody>
</table>

### Table: Education Level by Location

<table>
<thead>
<tr>
<th>Location</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>حلب</td>
<td>143</td>
</tr>
<tr>
<td>الرقة</td>
<td>142</td>
</tr>
<tr>
<td>دمشق</td>
<td>144</td>
</tr>
<tr>
<td>درعا</td>
<td>107</td>
</tr>
<tr>
<td>اليرموك</td>
<td>148</td>
</tr>
<tr>
<td>الحسكة</td>
<td>121</td>
</tr>
<tr>
<td>إدلب</td>
<td>126</td>
</tr>
<tr>
<td>اللاذقية</td>
<td>118</td>
</tr>
<tr>
<td>ريف دمشق</td>
<td>118</td>
</tr>
<tr>
<td>السويداء</td>
<td>118</td>
</tr>
<tr>
<td>المجموع</td>
<td>1200</td>
</tr>
</tbody>
</table>

---

(خاصةً بين الفئات العمرية الأكبر) منخفضة بسبب الصعوبات المستمرة والسياق السياسي المتعلق بذلك. وقد ذكر فريق العمل التابع لجوري الغرض من البحث وأهمية مشاركتهم لضمان أن تكون النتائج والتوصيات مستندة إلى أصواتهم ومتناوبة مع السياق. وشارك جميع المستجيبين بشكل طوعي.

عددًا من القيود والتحديات وتم التعامل معها بالتشاور مع منسق المشروع، وهي كالآتي:

• أثرت أثنتا عشرة سنة من الحرب على غالبية المواطنين في جميع أنحاء البلاد وكانت مستويات الثقة في مشاريع البحث من قبل المشاركين الذين يعيشون في سوريا...
• تم تصميم المنهجية الأصلية قبل وقوع الزلزال، ولذلك فقد تم الحاجة إلى إجراء بعض التعديلات على العينة بحلول وقت جمع البيانات. تم تخفيض حجم العينة للمنطقة الأكثر تأثراً بالزلزال وهي شمال غرب سوريا بنسبة 50٪، مع توجه المشاركين الإضافيين إلى مواقع أخرى كما هو موضح في الجدول أدناه. تم إجراء المقابلات والاستبيانات عبر الإنترنت نتيجة لزلزال.

• اجراء المقابلات الشخصية حول وسائل الإعلام المستقل حساس جداً في العديد من المناطق التي تم دراستها، ويمكن أن تضع الباحثين والمحبين في خطر. تخفيف المقابلات عبر الإنترنت من هذه المخاطر الأمنية على المحبين، حيث تعتبر بديلاً أكثر أماناً لجمع البيانات. بالإضافة إلى ذلك، تأخذ المقابلات ووجهات نظر أراء المقابلين وقتاً طويلاً ولا تعتبر ملائمة بشكل كامل لجمع البيانات في سياق يتسم بالتبسيس والصراع. لذا اعتمد الفريق على المقابلات الشاملة التي تتوفر نفس النظرة والتحليل للبيانات.

• عدد من السوريين في المناطق المستهدفة هم عائدون أو يعيشون في مخيمات للأشخاص المشردين داخلياً في سوريا في وقت جمع البيانات. وبسبب القدرات المحدودة للخدمات الأساسية مثل الكهرباء، لم يتمكن بعض المستجيبين من تقديم معلوماتك. تم التخفيف من هذه المشكلة عن طريق مضاعفة جهود تثليث البيانات على مستويات متعددة عبر الأساليب ومصادر البيانات.

• العدد المستهدف من المشاركينانون في وسائل الإعلام تم تحديته جزئياً. ويرجع ذلك بشكل كبير إلى توفر محدود للمتخصصين في وسائل الإعلام لإجراء المقابلات خلال فترة جمع البيانات. تم تخفيف هذا الأمر عن طريق الحصول على ملاحظات عبر عرض النتائج الأولية للبحث في جلسة تعاونية عبر الإنترنت بحضور FPU وغيرها من الوسائط الإعلامية الرئيسية.

• تم استخدام البيانات المتعلقة بهذا السؤال البصري من خلال إجراء مقابلات شخصية واستبيانات. وقد أدى ازدياد امتلاك الهواتف الذكية واستخدامها خلال السنوات الأخيرة إلى جانب عدم وجود مصدر ثابت للكهرباء، وعدم الثقة في وسائل الإعلام التقليدية الرسمية والحكومية (مثل التلفزيون)، إلى زيادة استخدام المنتجات الرقمية من قبل السوريين للاطلاع على الأخبار، وبالتالي، يتوقع استخدام المنتجات المحمولة للوصول إلى الأخبار على استخدام المنتجات التلفزيونية والإذاعية. استخدام الإنترنت كمصدر للمعلومات، وبالتالي مع وسائل التواصل الاجتماعي، أدى إلى ثقافة أكثر سلاسة

5. النتائج

5.1. السؤال البحثي الأول: تقييم أماط وتفضيلات استهلاك وسائل الإعلام للجمهور السوري (الوقت، الجهاز، التكرار، المواقع، الشكل، المحتوى عبر الإنترنت وغيرها) وغيرها من المحتويات الغير متصلة بالإنترنت). ومع من يشاركون معلومات الأخبار، قبل وبعد زلزال عام 2013، من أجل تبع التغييرات في عادات الاستهلاك، والمنصات والمخرجات المستخدمة، وكذلك مستويات التفاعل.

5.1.1. نتائج ما قبل الزلزال (02 فبراير 2013)

تم استخدام البيانات المتعلقة بهذا السؤال البصري من خلال إجراء مقابلات شخصية واستبيانات. وقد أدى ازدياد امتلاك الهواتف الذكية واستخدامها خلال السنوات الأخيرة إلى جانب عدم وجود مصدر ثابت للكهرباء، وعدم الثقة في وسائل الإعلام التقليدية الرسمية والحكومية (مثل التلفزيون)، إلى زيادة استخدام المنتجات الرقمية من قبل السوريين للاطلاع على الأخبار، وبالتالي، يتوقع استخدام المنتجات المحمولة للوصول إلى الأخبار على استخدام المنتجات التلفزيونية والإذاعية. استخدام الإنترنت كمصدر للمعلومات، وبالتالي مع وسائل التواصل الاجتماعي، أدى إلى ثقافة أكثر سلاسة
About these quarterly reports

This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed and managed by Free Press Unlimited—a foundation based in Amsterdam and involved in media-development projects in 46 countries. Free Press Unlimited has been active in Syria since 2011.

In March 2014, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews—an international non-profit organisation involved in media development. This was the first phase of the media-monitoring project.

The decision to monitor Syrian media originates from three complementary objectives. First, to offer Syrian journalists a tool for improving their professional standards: in this context, the monitoring team has produced monthly reports that have been discussed with Syrian journalists. Second, to create a method by which organisations like Free Press Unlimited can evaluate the progress made by outlets involved in dedicated media-development programs. And thirdly: to consistently interrogate if and how grassroots media can grow into functioning professional media despite a lack of professional education or experience.

Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM), a platform aimed at defining ethical principles for content production. For this reason, the methodology used in the first phase of monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles.

The project's second phase began in March 2017. Recognising the relevance of analysing content produced by emerging Syrian media, Free Press Unlimited strengthened its methodological approach and outreach. A new methodology was incorporated, which was developed in January 2016 in collaboration with Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in monitoring media content).

The quarterly reports represent one element of the second phase of Free Press Unlimited's media-monitoring project. They are an effort to make some of the results and data available to a larger public. In so doing, we aim to contribute to a better understanding of the production of emerging Syrian emerging media: their challenges, their strengths, and their weaknesses.

For more information, see: http://almethaq-sy.org/en/

For more information, see: https://www.osservatorio.it/
where they a good indication of the experiences of reporters and editors in their daily work. They showed that reporters and editors are increasingly using social media platforms like Facebook, Twitter, and YouTube to engage with their audiences. They also highlighted the importance of these platforms in shaping the public discourse and helping to hold officials accountable. The findings were used to inform the development of a new reporting methodology and to support the training of reporters and editors on how to effectively use these tools.

The quarterly reports are part of a larger project aimed at improving the quality of Syrian media content and supporting the development of a professional media industry. They are an effort to make some of the results and data available to a larger public. In so doing, we aim to contribute to a better understanding of the production of emerging Syrian media: their challenges, their strengths, and their weaknesses.
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1 For more information, see: http://almethaq-sy.org/en/
2 For more information, see: https://www.osservatorio.it/

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الشكل ۳: مستوى الحاجة المدركة للوصول إلى عنصر الأخبار عبر قنوات وسائل الإعلام المختلفة -قبل وبعد الزلزال. مفتاح التصنيف: مستوى عالٍ من الحاجة = ۵، مستوى منخفض من الحاجة = ۰. (N = ۱۲۰۰).
17

وقنوات وسائل التواصل الاجتماعي أكثر عرضة لتشويه
الخبر لعكس أجنادهم السياسية.

بشكل عام، لا تظهر النتائج أي تغييرات كبيرة في الأجهزة
وقنوات الإعلام التي يستخدمها المستجيبين في الفترة
التي سبقت الزلزال المدمّر في 6 فبراير 2023، ويعتبر
استمرار عمومي لنفس الأنماط الموصوفة بالفعل
(الشكل 1).

هناك أيضًا انخفاض طفيف ولكن ملموس في مستوى
الحاجة المكانة للوصول إلى محتوى الأخبار عبر مختلف
منصات الفيديو وتطبيقات المراسلة، للجماهير في جميع
البيانات قبل وبعد الزلزال (الشكل 2)، وزيادة في
الحاجة للأخبار عبر القنوات الإعلامية التقليدية (الطباعة،
television، الراديو). هناك أيضًا زيادة في الحاجة المكانة
للأخبار الملحقة عبر الإنترنت من خلال مواقع الأخبار,
رغم أن ذلك بالسوريين الذين يبحثون عن محتوى
متوافق وحديث يمكن الوصول إليه بسهولة عندما
يحتاجون إليه، سواء في النهار أو في الليل. وقال لنا
المشاركون في مقابلات الشخصية: "تحمل مواقع الأخبار
المزيد من المصداقية، وفي بعض الأحيان تكون أسرع في
تقديم الأخبار."

فيما يتعلق ببعادات استهلاك الأخبار قبل وبعد الزلزال،
هناك تباين مماثل (مثلما كانت قبل الزلزال) بين أولئك
من الذين يفضلون الوصول إلى الأخبار عبر وسائل التواصل
الاجتماعي بسبب انفجاع السرعة في التقارير، وأولئك
الذين يختارون التغطية التلفزيونية التقليدية.
جدول 5: استفاده وسائل الإعلام للوصول إلى محتوى الأخبار، حسب الموقع (N = 1,200)。

<table>
<thead>
<tr>
<th>الموقع</th>
<th>مواقع إخبارية على الإنترنت</th>
<th>تطبيقات المراسلة (واتساب، تيليغرام، فايبر، الرسائل القصيرة)</th>
<th>منصات الفيديو (يوتيوب، تيك توك، انث)</th>
<th>وسائل التواصل الاجتماعي (فيسبوک، تويتر)</th>
<th>الراديو</th>
<th>التلفزيون</th>
</tr>
</thead>
<tbody>
<tr>
<td>حلب</td>
<td>27%</td>
<td>11%</td>
<td>92%</td>
<td>5%</td>
<td>0%</td>
<td>3%</td>
</tr>
<tr>
<td>الرقة</td>
<td>41%</td>
<td>11%</td>
<td>74%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>دمشق</td>
<td>52%</td>
<td>5%</td>
<td>99%</td>
<td>0%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>درعا</td>
<td>57%</td>
<td>11%</td>
<td>80%</td>
<td>0%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>دير الزور</td>
<td>68%</td>
<td>43%</td>
<td>78%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>الحسكة</td>
<td>26%</td>
<td>9%</td>
<td>53%</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>إدلب</td>
<td>59%</td>
<td>38%</td>
<td>95%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>اللاذقية</td>
<td>45%</td>
<td>32%</td>
<td>95%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>ريف دمشق</td>
<td>22%</td>
<td>6%</td>
<td>96%</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>السويداء</td>
<td>26%</td>
<td>18%</td>
<td>93%</td>
<td>0%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>المتوسط</td>
<td>34%</td>
<td>17%</td>
<td>83%</td>
<td>0%</td>
<td>0%</td>
<td>4%</td>
</tr>
</tbody>
</table>

والسويداء. أفاضل أكثر من 77% من المشاركين في الدراسة بأنهم يشاهدون أخبار التلفزيون مرة أو مرتين في اليوم، وعمومًا يكون الجمهور الذي يشاهد التلفزيون أكبر سنًا (44%). يتمتع الراديو بجمهور أصغر، حيث إن الغالبية العظمى من المشاهدين يتراوح أعمارهم بين 40 عامًا وأكثر. يستمع حوالي 82% من العينة إلى الراديو مرة أو مرتين في اليوم، وله عند القيادة، م. يتم تحديد الراديو كمنصة إعلامية 'مطلوبة'، عندما كان الراديو منصة 'مطلوبة'، فإن المستجيبين كانوا عمومًا من الذكور وعمر 40 عامًا، وهي أقل وسيلة إعلامية مطلوبة.

أظهرت منصات الفيديو كأدوات مفيدة لاستهلاك الإعلام بالنسبة للأطفال دون سن العشرين، ولكنها لم تغلل حصة في الفئات العمرية الأخرى. تحتوي دير الزور بارتفاع استخدام تطبيقات المراسلة في سن 18 و 39 عامًا إلى أنهم يحتاجون إلى تطبيقات المراسلة بشكل أكبر، في حين يشير الأطفال الذين زائد أعمارهم عن 50 عامًا إلى الاعتماد الأول على تطبيقات المراسلة.

لا يتم استهلاك وسائل الإعلام المطبوعة بانتظام، وعندما يحدث ذلك يكون الجمهور المستهدف عادة من الذكور وعمر 40 عامًا، وهي أقل وسيلة إعلامية مطلوبة.
The table shows the frequency of media use for news and information, categorized by platform.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Frequency per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd party</td>
<td>6</td>
</tr>
<tr>
<td>2nd party</td>
<td>8</td>
</tr>
<tr>
<td>1st party</td>
<td>12</td>
</tr>
<tr>
<td>All platforms</td>
<td>2</td>
</tr>
</tbody>
</table>

According to the study, 33% of Syrian users rely on online news outlets. They tend to use online platforms and TV only for news and information. The summary indicates that TV is used up to 13 times a day, followed by 3rd party platforms used up to 8 times a day. Only 2% use print media.

The data suggest that the Syrian population relies heavily on online news platforms, while TV usage is more sporadic. The study highlights the importance of digital platforms in delivering news and information.

However, a significant concern is that only 17% of the surveyed youth and those under 20 use social media platforms more than twice a day. This highlights the need for more targeted interventions to promote digital literacy and media literacy among younger generations.

The study also indicates that social media platforms are predominantly used for news and information, with Facebook and Twitter being the most popular. However, the reliance on these platforms also raises concerns about the spread of misinformation and fake news.

Overall, the data suggest a need for more robust media literacy programs and better regulation of online platforms to ensure the dissemination of accurate and reliable information.
الجدول 7: استخدام وسائل التواصل الاجتماعي للمواد عن الزلزال، حسب الموقع (n = 1,200).

<table>
<thead>
<tr>
<th>الموقع</th>
<th>تويتر</th>
<th>أنسغرام</th>
<th>تلغرام</th>
<th>واتس أب</th>
<th>فيس بوك</th>
</tr>
</thead>
<tbody>
<tr>
<td>حلب</td>
<td>42%</td>
<td>76%</td>
<td>77%</td>
<td>57%</td>
<td>28%</td>
</tr>
<tr>
<td>الرقة</td>
<td>32%</td>
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<td>78%</td>
<td>62%</td>
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وسائل التواصل الاجتماعي، وتشير نسب استخدام الفيسبوك إلى تشابه تام: الذكور (77%) الإناث (78%). تشمل الفوائد الصغيرة (1) يستخدم النساء إنسغرام أكثر من الرجال. (2) يبدو أن تويتر يستخدم بشكل رئيسي من قبل الرجال%. (3) ملاحظة تلغرام و واتس أب بواسطة قليلاً أكثر من الرجال. يتم استخدام تيك توك قليلاً أكثر من قبل الرجال من النساء. بفضل مشاركتي في الدراسة، نستطيع استخدام المستوى (1) للفيسبوك الذي يشمل استخدام التلفزيون (2%) استخدم أكثر من 80% من الشباب دون سن العشرين وسائل التواصل الاجتماعي للحصول على معلومات عن الزلزال، وأفاد أن 90% من

أصبحت منصات التواصل الاجتماعي أكثر انتشاراً في سوريا خلال السنوات الماضية، حيث وصلت 70% من المستجيبين استخدم فيسبوك. يستخدم أكثر من 48% الآن تطبيق المراسلة واتس أب للاتصال، في حين يتم استخدام تويتر و تيك توك بشكل أقل بكثير.

للحصول على مزيد من الرؤى، قمنا بتقييم البيانات حسب الجنس. يفضل الذكور والإناث نفس تفضيلات
الشكل رقم 3. مخطط يوضح مدى تلبية الأخبار التي يتم الوصول إليها عبر منصات وسائل التواصل الاجتماعي لاحتياجات الجمهور (حسب الموقع؛ n=1200).

الأشخاص دون سن الثلاثين بأنهم يستخدمون وسائل التواصل الاجتماعي للحصول على أخبار الزلزال. أخبرنا المقابلات الشخصية أنهم استخدموا العديد من المصادر المختلفة للحصول على أخبار الزلزال وأفضلوا الحصول على معلومات عن الأحداث من الأشخاص الذين كانوا في المنطقة. وأشار بعضهم إلى أن تغطية الزلزال جلبت "هواة" و"أخبار مزيفة".

5.2. السؤال البحثي الثاني

ما هي احتياجات الجمهور السوري من الأخبار والمعلومات؟

يشارك الجمهور السوري بنشاط في تبادل الأخبار ومناقشتها مع الآخرين، وهو عادة ما بين جميع المجموعات الديموغرافية (العمر والجنس والموقع).
This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed and managed by Free Press Unlimited—a foundation based in Amsterdam and involved in media-development projects in 46 countries. Free Press Unlimited has been active in Syria since 2011.

In March 2014, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews—an international non-profit organisation involved in media development. This was the first phase of the media-monitoring project.

The decision to monitor Syrian media originates from three complementary objectives. First, to offer Syrian journalists a tool for improving their professional standards: in this context, the monitoring team has produced monthly reports that have been discussed with Syrian journalists. Second, to create a method by which organisations like Free Press Unlimited can evaluate the progress made by outlets involved in dedicated media-development programs. And thirdly: to consistently interrogate if and how grassroots media can grow into functioning professional media despite a lack of professional education or experience.

Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM), a platform aimed at defining ethical principles for content production. For this reason, the methodology used in the first phase of monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles.

The project's second phase began in March 2017. Recognising the relevance of analysing content produced by emerging Syrian media, Free Press Unlimited strengthened its methodological approach and outreach. A new methodology was incorporated, which was developed in January 2016 in collaboration with Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in monitoring media content).

The quarterly reports represent one element of the second phase of Free Press Unlimited's media-monitoring project. They are an effort to make some of the results and data available to a larger public. In so doing, we aim to contribute to a better understanding of the production of emerging Syrian media: their challenges, their strengths, and their weaknesses.

1 For more information, see:http://almethaq-sy.org/en/
2 For more information, see:https://www.osservatorio.it/
The decision to monitor Syrian media emerged from three complementary objectives. First, to offer Syrian journalists, despite a lack of professional education or experience, an opportunity to develop their skills and understand the production processes. In so doing, we aim to contribute to a better understanding of the production results and data available to a larger public.

A new methodology was incorporated, which was developed in January 2016 in collaboration with Internews—Osservatorio di Pavia (ODP, an Italian platform aimed at defining ethical principles and outreach). A new methodology was developed in the second phase to examine, in light of the current context, the monitoring methodology used in the first phase of Free Press Unlimited’s media-monitoring project.

This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed by 21 emergent Syrian media outlets was begun regularly monitoring Syrian emerging media. The content produced originates from three complementaryorigins.

Tashrīb Bayānāt al-Asṭālāwāl al-ṣātīb al-Ǧadīd li-l-Jumhūr al-Mustajābid fī nīhāyāt al-Asṭālāwāl (60%) li-l-ṣuḥūr al-ṣaḥīh li-l-ḥarb. Aḥmed li-l-ṣuḥūr al-ṣaḥīh li-l-ḥarb. In so doing, we aim to contribute to a better understanding of the production results and data available to a larger public.

Whereas the Arab Peace initiative, launched in 2002 by Syria, Jordan, Saudi Arabia, and Bahrain, was an effort to make some of the principles of the Arab Charter for Syrian Media (ECSM)1, a document of great importance, a central point of reference for political and institutional action, and a valid tool for the construction of a culture of freedom and democracy in the region.

The news gathering process involved in dedicated media-development programs. And thirdly: to consistently involve in media-development organisations like Free Press Unlimited and managed by Free Press Unlimited—Charter for Syrian Media (ECSM)

Let us consider the relationship between the needs of the audience of Syrian emerging media and the actual media content produced by these outlets. Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM). In this context, the monitoring standards: in this context, the monitoring..
في عام 2020، أخبرنا السوريون أنهم يريدون المزيد من محتوى الفن والثقافة، بالإضافة إلى العلوم والتكنولوجيا (على مقياس من 1 إلى 5). تم تقييم الوصول إلى هذه الموضوعات على وسائل التواصل الاجتماعي بنسبة 5/4.0 في عام 2020 و5/4.6 في عام 2023. ومع ذلك، في عام 2023، لم تكن هذه المواضيع بمنافسة الأولويات العملية في قائمة احتياجات المعلومات.

في عام 2020، كان هناك ارتفاع في احتياجات المعلومات الخاصة بالسياسة الإقليمية والدولية وتمكراً بمواد اخرى من ذلك على

تشير بيانات هذا العام إلى أن السوريين قد تعبدوا من السياسة الإقليمية والدولية ويتكونون بلداً من ذلك على

بالنظر إلى المناطق المختلفة، يبدو أن الريف الدمشقي لديه أكثر الاهتمامات المتعددة والأقوى لجميع الموضوعات باستثناء الموضوعات الإقليمية والدولية والسياسية. حصل الموضوع الجنائي على تقييم منخفض جداً (5/3.9)، بسبب تكرار ظهوره في جميع المواقع. وقد أفادت إدلب بأنها تتعذر على الاهتمام بالمعلومات، وخاصة في مجال الصحة والتعليم والاحتياجات الأساسية والعلاقات والتقنية. في حلب، يبدو أن المستجيبين يتجنبون الخبرات، حيث أنهم ليسوا في حاجة إلى تقييم 3.5. هذا يعني أن سكان حلب لم يفسحوا عن احتياجات معلوماتية محددة. ولم يحصل أي موضوع على متوسط مرتفع 3.5 (وهو يعادل بشكل أساسي درجة عدم الاتفاق). في المقابل، أفاد سكان حلب للباحثين في جوري أن "الأخبار زادت توترنا بسبب الضغوط النفسية". "لا أبحث عن الأخبار كثيرة" (ذكر، 32 عامًا، حلب).

بعد 12 عامًا من الصراع والأزمة، لدى السوريين احتياجات معلوماتية وإخبارية كبيرة، وتطورت هذه الاحتياجات. في استطلاع الجمهور لعام 2020، كانت أكثر المواضيع المطلوبة هي الأخبار السياسية والأمنية (كما في ذلك العمليات العسكرية)، بالإضافة إلى الأخبار الاقتصادية، التي تتعلق بالاحتياجات الأساسية (الغذاء واللبن والباء). وفي نتائج عام 2020، شملت رغبات المستجيبين في الأخبار أيضًا الحاجة إلى الأخبار الإقليمية، بالإضافة إلى المعلومات المتعلقة بالتعليم والصحة والحرية. كما أفادوا المشاركون في الاستطلاع بأنهم يفضلون الحصول على الأخبار الاقتصادية على وسائل التواصل الاجتماعي بشكل أكبر، تليها التلفزيون.

بحلول عام 2023، كانت موضوعات الأخبار المحلية والصحة والإعلام والمعلومات الأساسية والمجتمع والاقتصاد هي الأساسية فيما يتعلق بالاحتياجات الإخبارية. وتجاوزت هذه المواضيع عتبة 3.5 على مقياس 5 نقاط. وأفاد كل فئة عمرية بأنها ترغب في الأخبار المحلية، وكانت الرغبة فيها على نسق المستوى بين الفئات العمرية المختلفة (3.5/3.7).
القضايا المحلية التي تؤثر على حياتهم اليومية. هذا مهم بالنسبة لوسائل الإعلام التابعة للجهات المانحة للفكر فيه عند تطوير الأدبيات.

5, 6, 7 مدى تلبية وسائل التواصل

الاجتماعي لاحتياجات المعلومات

في عام 2020، كانت وسائل التواصل الاجتماعي هي

المنصة الأكثر استخدامًا وفقًا لإجابات مشاركي الاستبيان،

بينما تم تحديد وسائل الإعلام المطبوعة كأقل الوسائل

اللازمة. وفي عام 2023، تلبي وسائل التواصل الاجتماعي

الاحتياجات المعلوماتية للسوريين بشكل كبير. في حين أن

الأسئلة الأخرى حددت تطبيقات المراسلة على أنها مهمة،

تم تحديد وسائل التواصل الاجتماعي كملصقة التي يلعب

من خلالها الناس احتياجاتهم المعلوماتية بين 75-65%.

وقد تغيرت احتياجات السوريين للأخبار، وتظهر الجداول

في الملحق B مستويات الاحتياجات الإخبارية لعام 2023.

مع تضاعف الضوء على النسب المتجاوزة 75%، وتم تضاعف

الضوء أيضًا على متوسطات الاحتياجات التي تزيد عن

3,5 على مقياس يتكون من خمس نقاط، مما يظهر اتجاهًا

نحو التصورات بشأن الأهمية باللون الأصفر.

والمصورة التي تظهرها التحدي في الملحق B هي مستهدفة

وسائل الإعلام السوريين الذين يستخدمون وسائل

وسائل التواصل الاجتماعي (جميع الفئات العمرية) للوصول

إلى الأخبار المحلية والصحية والمتعلقة بالاحتياجات

الأساسية والأخبار الاقتصادية. وليس لدى حلب ودرا

تفضيلات قوية لما وضيع الأخير.

3 السؤال البحثي الثالث

كيف يفسر الجمهور السوري مصطلح "وسائط مستقلة"؟

هل يعرف الجمهور السوري على المقالات التي تركز

على "الحلول" للمشاكل وهل يقدرون ويتحيزون للنظر

والتعلم ومشاركة هذا النوع من الإعلام؟ هل حدث أي

تغير واضح هنا نتيجة للزلزال الذي وقع في عام 2023؟
جدول رقم 8: موافقة الجمهور على سمات الإعلام المستقل - حسب الموقع / الجنس (n = 1,200).

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<th>خالي من التحيز الناقد</th>
<th>خالي من التحيز الموضوعي</th>
<th>حرية التقرير</th>
<th>حرية النقاش حول أي موضوع</th>
<th>حرية الاستقلال</th>
<th>خالي من تأثير المال ووسائل الإعلام التجارية أو الشركات الإخبارية الكبرى</th>
<th>خالي من تأثير الأحزاب أو مجموعات المصالح الحكومية</th>
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ورشة محفوفة بالمال أو التمويل - أي يجب أن يقدم رسالة متوازنة، ولكن ليس سياسية.

وبينما يعتبر المهنيون السوريون أنه يوجد دور مهم لإعلام المستقل في سوريا المعاصرة، فإن المهنيين في وسائل الإعلام يؤكدون أن الإعلام المستقل يجب أن يكون إعلامًا مهنياً غير خاضع لشروط حزبية أو حكومية.
The decision to monitor Syrian media originated from three complementary objectives. First, to offer Syrian journalists a tool for improving their professional standards: in this context, the monitoring team has produced monthly reports that have been active in Syria since 2011. Free Press Unlimited has been involved in media-development projects and managed by Free Press Unlimited, a foundation based in Amsterdam and incorporated, which was developed and outreach. A new methodology was analysed in conjunction with Internews—ECSM principles.

Second, to create a method by which monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles. The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project. In so doing, we aim to contribute to a better understanding of the production process and analyse the progress made by outlets. And thirdly: to consistently and involved in media-development projects. The content produced in 46 countries. Free Press Unlimited has been active in Syria since 2011.

In March 2014, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews—ECSM principles. The quarterly reports are an effort to make some of the results and data available to a larger public. They are an effort to make some of the experience.

This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed by 21 emergent Syrian media outlets was analysed in conjunction with Internews—ECSM principles. The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project. In so doing, we aim to contribute to a better understanding of the production process and analyse the progress made by outlets. And thirdly: to consistently and involved in media-development projects. The content produced in 46 countries. Free Press Unlimited has been active in Syria since 2011.

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For more information, see: https://www.osservatorio.it/

For more information, see: http://almethaq-sy.org/en/
The regulatory framework for Syrian media originates from three complementary elements of the second phase of Free Press Unlimited’s media-monitoring project. In March 2014, Free Press Unlimited and Internews—both organisations with a strong tradition in analysis, advocacy, and outreach—introduced a new methodology for content production. For this reason, the methodology used in the first phase of media-monitoring was also aimed at measuring the extent to which content was aligned with the ECSM principles.

In so doing, we aim to contribute to a better understanding of the production challenges, their strengths, and their experience. The quarterly reports represent one element of the second phase of Free Press Unlimited’s media-monitoring project. They are an effort to make some of the results and data available to a larger public.

This report is part of an ongoing series of quarterly reviews produced by the Syrian Charter for Media (ECSM)1, a platform aimed at defining ethical principles for content production. For this reason, these reports are signatories to the Ethical Charter for Syrian Media (ECSM).2

The quarterly reports have been discussed with Syrian journalists. The team has produced monthly reports that analyse in conjunction with Internews—free press unlimited’s media-monitoring project.

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About these quarterly reports

This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed and managed by Free Press Unlimited—a foundation based in Amsterdam and involved in media-development projects in 46 countries. Free Press Unlimited has been active in Syria since 2011.

In March 2014, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews—an international non-profit organisation involved in media development. This was the first phase of the media-monitoring project.

The decision to monitor Syrian media originates from three complementary objectives. First, to offer Syrian journalists a tool for improving their professional standards: in this context, the monitoring team has produced monthly reports that have been discussed with Syrian journalists.

Second, to create a method by which organisations like Free Press Unlimited can evaluate the progress made by outlets involved in dedicated media-development programs. And thirdly: to consistently interrogate if and how grassroots media can grow into functioning professional media despite a lack of professional education or experience.

Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM), a platform aimed at defining ethical principles for content production. For this reason, the methodology used in the first phase of monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles.

The project's second phase began in March 2017. Recognising the relevance of analysing content produced by emerging Syrian media, Free Press Unlimited strengthened its methodological approach and outreach. A new methodology was incorporated, which was developed in January 2016 in collaboration with Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in monitoring media content).

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For more information, see: http://almethaq-sy.org/en/.
For more information, see: https://www.osservatorio.it/.


When asked, most participants preferred stories that presented solutions to the problems they face. They believe that the goal of the media is not only to report the news, but also to contribute to solving problems. One participant explained, "Generally, most people prefer news that presents solutions to the problems they face, because they are discouraged and depressed when they see stories without solutions." (IDI II)

When asked about the coverage of stories that present solutions, over 73% of participants agreed with the statement: "It is important for me to consider news that presents solutions." (IDI II)

Advocates of solutions journalism call for solutions to be presented more frequently, and for this type of journalism to appeal to a wider audience.

When asked how they perceive youth representation in the media, the following table was presented:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>50+ years</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>40 to 49 years</td>
<td>15%</td>
<td>18%</td>
</tr>
<tr>
<td>31 to 39 years</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>21 to 30 years</td>
<td>19%</td>
<td>30%</td>
</tr>
<tr>
<td>16 to 20 years</td>
<td>17%</td>
<td>26%</td>
</tr>
</tbody>
</table>

The table shows that older participants perceive youth representation more positively than younger participants. It also shows that female participants perceive youth representation more positively than male participants.

When asked about the impact of solutions journalism on the media landscape, the following table was presented:

<table>
<thead>
<tr>
<th>Timing of Coverage</th>
<th>Positively</th>
<th>Mostly Positively</th>
<th>Neutral</th>
<th>Mostly Negative</th>
<th>Completely Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediately after an event</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>After a period of time</td>
<td>20%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

The table shows that the majority of participants prefer solutions journalism to be covered immediately after an event, followed by after a period of time.

When asked about the impact of solutions journalism on the media landscape, the following table was presented:

<table>
<thead>
<tr>
<th>Timing of Coverage</th>
<th>Positively</th>
<th>Mostly Positively</th>
<th>Neutral</th>
<th>Mostly Negative</th>
<th>Completely Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate coverage</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Delayed coverage</td>
<td>20%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

The table shows that the majority of participants prefer immediate coverage of solutions journalism.
Interrogate if and how grassroots media can be involved in dedicated media-development programs. And thirdly: to consistently evaluate the progress made by outlets organisations like Free Press Unlimited involved in media-development projects.

The decision to monitor Syrian media, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews— a foundation based in Amsterdam and managed by Free Press Unlimited for content production. For this reason, the methodology used in the first phase of Free Press Unlimited’s media-monitoring project.

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The project's second phase began in March 2014, Free Press Unlimited in 2014. It was an international non-profit organisation incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011. In 2014, Free Press Unlimited was incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011. In 2014, Free Press Unlimited was incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011. In 2014, Free Press Unlimited was incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011. In 2014, Free Press Unlimited was incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011. In 2014, Free Press Unlimited was incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011. In 2014, Free Press Unlimited was incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011. In 2014, Free Press Unlimited was incorporated, which was developed and managed by Free Press Unlimited in 46 countries. Free Press Unlimited has been active in Syria since 2011.
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5.4.2. Representation of Women

As in the previous report, men and women were asked to express their views on the media's presentation of women. To highlight the media's role in promoting women's achievements, it was included as a module in the monthly reports of the project’s second phase, which began in March 2014.

In March 2017, recognizing the relevance of the topic to Syrian media, Free Press Unlimited and Osservatorio di Pavia (ODP, an Italian non-profit organization with a strong tradition in monitoring media content) convened a workshop to define ethical principles in so doing, we aim to contribute to a platform aimed at defining ethical principles.

This report is part of an ongoing series of quarterly reviews produced by the Free Press Unlimited’s media-monitoring project.

Robust Methodology

The quarterly reports represent one element of the second phase of Free Press Unlimited’s monitoring project.

The monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles.

Moreover, the project has strengthened its methodological approach in so doing, we aim to contribute to a platform aimed at defining ethical principles.

The quarterly reports are intended to make some of the results and data available to a larger public.

About these quarterly reports

Many of the media outlets monitored in emerging and emerging media have been active in Syria since 2011. Free Press Unlimited (FPU) is an international non-profit organization with a strong tradition in media monitoring and support.

In so doing, we aim to contribute to a platform aimed at defining ethical principles.

In January 2016 in collaboration with Internews—a foundation based in Amsterdam and incorporated, which was developed in 46 countries. Free Press Unlimited has also been active in Syria since 2011.

The quarterly reports are intended to make some of the results and data available to a larger public.

The quarterly reports are intended to make some of the results and data available to a larger public.
على الجانب المقابل، أفادت امرأة واحدة فقط في السويداء بأن المرأة يتم تمثيلها بطريقة ملتبسة بأنها “خجولة وأقل من الرجال”. في حين أن معظم المستجيبين الذكور والإناث الذين أفادوا بأن وسائل الإعلام تصور المرأة بشكل سلبي (في الرقة واللادقية ودير الزور وإدلب) فعلوا ذلك بشكل كبير لأنهم يعتقدون أن المرأة تعاني من التهميش في وسائل الإعلام، وهو ما يتوافق مع آراء معظم خبراء الإعلام المستجيبين. ويعزى هذا التهميش للنساء إلى الحرب والوضع السياسي والاقتصادي غير المستقر في سوريا، مما يعني أن هناك “اهتمامًا ضئيلًا بقضايا المرأة”. وبالإضافة إلى ذلك، يرجع بعض المستجيبين الذكور والإناث هذا التمثيل السلبي إلى المعايير الاجتماعية التي تضيق بمرأة. في وسائل الإعلام فرص لتعزيز قضايا الشباب والتنوع الاجتماعي من خلال نشر أخبار عالية الجودة.

وجفت نظرهن.

جدول 10: استجابات الجمهور للعبارة "أستطيع التعرف على تحيز وسائل الإعلام" - حسب الموقع (n = 1600)

<table>
<thead>
<tr>
<th>الموقع</th>
<th>الموافق</th>
<th>وافق بشدة</th>
<th>حيادي الرأي</th>
<th>غير موافق</th>
<th>غير موافق بشدة</th>
</tr>
</thead>
<tbody>
<tr>
<td>حلب</td>
<td>217</td>
<td>58%</td>
<td>42%</td>
<td>35%</td>
<td>2%</td>
</tr>
<tr>
<td>الرقة</td>
<td>205</td>
<td>51%</td>
<td>43%</td>
<td>26%</td>
<td>1%</td>
</tr>
<tr>
<td>دمشق</td>
<td>286</td>
<td>69%</td>
<td>23%</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>درعا</td>
<td>626</td>
<td>43%</td>
<td>23%</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>دير الزور</td>
<td>220</td>
<td>46%</td>
<td>21%</td>
<td>28%</td>
<td>15%</td>
</tr>
<tr>
<td>الحسكة</td>
<td>264</td>
<td>63%</td>
<td>18%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>إدلب</td>
<td>285</td>
<td>38%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>اللاذقية</td>
<td>260</td>
<td>38%</td>
<td>37%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>ريف دمشق</td>
<td>264</td>
<td>63%</td>
<td>18%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>السويداء</td>
<td>235</td>
<td>26%</td>
<td>37%</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>المجموع</td>
<td>1118</td>
<td>28%</td>
<td>31%</td>
<td>27%</td>
<td>16%</td>
</tr>
</tbody>
</table>

أحد الرجال في أواخر العشرينات من عمره بأن النساء يتم عرضهن “ بطريقة حديثة وشبه عارية”. وتكريت هذه الشكوك في مقابلة مع أحد الخبراء الإعلاميين، الذي أفاد بأن التقارير الإخبارية حول النساء غالباً ما تكون إطارًا يشتبك في شخصياتهن الأخلاقية، بدلاً من استكشاف القضايا التي تمت مناقشتها. وكما أفاد أحد الخبراء، فإن هناك “نقطة إعلامية ضحلة” للمرأة، والتي “تستبعدها من القصة”. واستند هذا إلى خبر إعلامي آخر قدم مثلًا على قصة إخبارية شائعة عن نساء سوريات يسافرن إلى أوروبا ويطلقن أزواجهن. ومع ذلك، وفي حين قدرت وسائل الإعلام القصة بطريقة تصور النساء على أنهن “غير صالحات” أو “يخلون عن قيمهن”， إلا أنها لم تستجب للسماح وراء رغبة هؤلاء النساء في الطلب أو ظروف زواجهن، أو حتى تجري مقابلات معهن لإعطاء وجهات نظرهن.
يعتقد بعض المستجيبين من بعض المناطق أنهم يمتلكون موقفًا سياسيًا معينًا وآخرون غير موافقًا بشدّة مع موقف الإعلام الاستقلال. ويدعو أن معظم السوريين يمتلكون موقفًا سياسياً معيناً، فالمستقلة مدة تعرف على مدى تحيز وسيلة الإعلام. حيث وافق 63% منهم على أنهم يستطيعون معرفة ما إذا كانت وسيلة الإعلام تتبني موقفًا سياسياً معيناً. ولم يختلف سوى 19% منهم على أنهم يستطيعون معرفة ما إذا كانت وسيلة الإعلام تفضل موقفًا سياسياً معيناً. وبالفعل، يرى السوريون أن معظم وسائل الإعلام لديها دوافع سياسية وأجندات خاصة بها.

5.5. السؤال البحثي الخامس

ما هو مستوى الثقة لدى جمهور السوريين في مجموعة متنوعة من مصادر الأخبار والمعلومات على الإنترنت وخارجها، بما في ذلك وسائل الإعلام المستقلة؟

يبدو أن جمهور السوريين يمتلكون مستويات متوسطة من الثقة في مجموعة واسعة من مصادر الأخبار والمعلومات على الإنترنت وخارجها، بما في ذلك وسائل الإعلام المستقلة. ويدعو أنهم يثقون إلى حد كبير في وسائل الإعلام بشكل عام، وآخرين يفضلون الوسائل الإعلامية بشكل مثالي والأخيرة. يعتقد بعض المستجيبين من بعض المناطق أنهم يمتلكون

<table>
<thead>
<tr>
<th>الموقع</th>
<th>غير موافق بشدة</th>
<th>موافق بشدة</th>
<th>موافق</th>
<th>حيادي الرأي</th>
<th>موافق بشدة</th>
<th>غير موافق</th>
</tr>
</thead>
<tbody>
<tr>
<td>حلب</td>
<td>21%</td>
<td>26%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>الرقة</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>دمشق</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>درعا</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>دير الزور</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>الحسكة</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>إدلب</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>اللاذقية</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>ريف دمشق</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>السويداء</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>المجموع</td>
<td>26%</td>
<td>21%</td>
<td>32%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
</tr>
</tbody>
</table>

العينة بأنهم يثقون في الأخبار التي يتلقونها على وسائل التواصل الاجتماعي من الأصدقاء والعائلة. وهذا النتائج هو نفسه بالنسبة للذكور والإناث. oldu أن السوريين يمتلكون قدرًا جيدًا في التعرف على مدى تحيز وسيلة الإعلام. حيث وافق 63% منهم على أنهم يستطيعون معرفة ما إذا كانت وسيلة الإعلام تتبني موقفًا سياسياً معيناً. ولم يختلف سوى 19% منهم على أنهم يستطيعون معرفة ما إذا كانت وسيلة الإعلام تفضل موقفًا سياسياً معيناً. وبالفعل، يرى السوريون أن معظم وسائل الإعلام لديها دوافع سياسية وأجندات خاصة بها.

يعتقد بعض المستجيبين من بعض المناطق أنهم يمتلكون
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In March 2014, Free Press Unlimited began regularly monitoring Syrian emerging media. The content produced by 21 emergent Syrian media outlets was analysed in conjunction with Internews—an international non-profit organisation involved in media development. This was the first phase of the media-monitoring project.

The decision to monitor Syrian media originates from three complementary objectives. First, to offer Syrian journalists a tool for improving their professional standards: in this context, the monitoring team has produced monthly reports that have been discussed with Syrian journalists.

Second, to create a method by which organisations like Free Press Unlimited can evaluate the progress made by outlets involved in dedicated media-development programs. And thirdly: to consistently interrogate if and how grassroots media can grow into functioning professional media despite a lack of professional education or experience.

Many of the media outlets monitored in these reports are signatories to the Ethical Charter for Syrian Media (ECSM)1, a platform aimed at defining ethical principles for content production. For this reason, the methodology used in the first phase of monitoring was also aimed at measuring the extent to which content was aligned with ECSM principles.

The project's second phase began in March 2017. Recognising the relevance of analysing content produced by emerging Syrian media, Free Press Unlimited strengthened its methodological approach and outreach. A new methodology was incorporated, which was developed in January 2016 in collaboration with Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in monitoring media content).2

The quarterly reports represent one element of the second phase of Free Press Unlimited's media-monitoring project. They are an effort to make some of the results and data available to a larger public. In so doing, we aim to contribute to a better understanding of the production of emerging Syrian emerging media: their challenges, their strengths, and their weaknesses.

1 For more information, see: http://almethaq-sy.org/en/
2 For more information, see: https://www.osservatorio.it/
An analysis of the results shows that the inhabitants of Damascus (99%) and the Rif Damascus (100%) were more likely to agree that they could accurately determine the truth of the content. And the respondents in Homs and Hasakeh had a lower level of agreement, with only 98% of the respondents in Homs and 93% of the respondents in Hasakeh agreeing. The same is true for the inhabitants of Syria's other governorates, with less than 90% of the respondents agreeing in most cases.

The results also show that the inhabitants of the Rif Damascus area were more likely to agree that they could accurately determine the truth of the content, with 99% of the respondents in the Rif Damascus area agreeing, compared to 92% in Damascus. The inhabitants of the Rif Damascus area were also more likely to agree that they could accurately determine the truth of the content, with 99% of the respondents in the Rif Damascus area agreeing, compared to 92% in Damascus. This suggests that the inhabitants of the Rif Damascus area were more likely to have a more accurate perception of the truth of the content.

In conclusion, the results of this study show that the inhabitants of the Rif Damascus area were more likely to agree that they could accurately determine the truth of the content. This suggests that the inhabitants of the Rif Damascus area were more likely to have a more accurate perception of the truth of the content. The study also highlights the importance of having a clear and balanced understanding of the news, to ensure that the truth is accurately conveyed to the public.
Figure 11. A bar chart illustrating the top levels of trust for TV news channels in the northern-eastern region of Syria.

Figure 12. A bar chart illustrating the five TV news channels with the highest level of trust and preference for news consumption—by age group.

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5.6. The research question of the sixth project is:

What is the role of independent media and / or government communications in their daily lives, if any?

There is a complex question on this topic that reflects the research question and reflects the experiences of the respondents.

In response to the question of the most recent events in the Middle East, respondents have been discussing events in the Middle East. The media monitoring project was also aimed at measuring the extent to which content was aligned with ECSM principles.

As in the first phase of the project, the methodology used in the second phase of Free Press Unlimited's media-monitoring project was also aimed at defining ethical principles for content production. For this reason, selected outlets were involved in dedicated media-development projects. And thirdly: to consistently evaluate the progress made by outlets organisations like Free Press Unlimited by 21 emergent Syrian media outlets.

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When asked about their experiences, most journalists expressed concerns about the conditions under which they work. They highlighted the importance of a free and independent media in preserving democracy and ensuring the public's right to information. However, they also acknowledged the challenges they face, including self-censorship and pressures from government authorities.

The decision to monitor Syrian media originated from three complementary initiatives: First, to offer Syrian journalists tools for improving their professional practice. Second, to create a method by which to consistently evaluate the progress made by outlets. And thirdly: to contribute to a better understanding of the production of emerging Syrian media: their challenges, their strengths, and their weaknesses.

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In so doing, we aim to contribute to a dialogue in the region, where most of the journalists interviewed were based. The discussions have been conducted with Syrian journalists in the context of Free Press Unlimited's media-monitoring project.

The content produced by these reports are signatories to the Ethical Charter for Syrian Media (ECSM)1, a platform aimed at defining ethical principles for content production. For this reason, they represent an effort to make some of the content produced by emerging media outlets available to a larger public.

Many of the media outlets monitored in these reports follow ECSM principles. As a result, they are an effort to make some of the content produced by emerging Syrian media outlets available to a larger public.

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The project's second phase began in March 2017. Recognising the relevance of the methodology used in the first phase of Free Press Unlimited's media-monitoring project, the project's second phase was also aimed at measuring the impact of the project on the media outlets it monitors.

The project's second phase was also aimed at measuring the impact of the project on the media outlets it monitors. It was conducted in collaboration with Internews—Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in media development) and managed by Free Press Unlimited. The project's second phase involved in media-development projects 69(69%) of the outlets monitored in the first phase of the media-monitoring project were active in Syria since 2011.

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In so doing, we aim to contribute to a better understanding of the production challenges, their strengths, and their perspectives on the development of Syrian emerging media. This report is part of an ongoing series of quarterly reviews produced by the Syrian Media-Monitoring Project financed and managed by Free Press Unlimited’s media-monitoring project.

For more information, see: https://www.osservatorio.it/ and http://almethaq-sy.org/en/

This report is an effort to make some of the participating journalists’ experiences, views, and challenges known to the public and contribute to a better understanding of the production challenges, their strengths, and their perspectives on the development of Syrian emerging media. This report is an effort to make some of the participating journalists’ experiences, views, and challenges known to the public and contribute to a better understanding of the production challenges, their strengths, and their perspectives on the development of Syrian emerging media.
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The decision to monitor Syrian media in 2014 originated from three complementary objectives. First, to offer Syrian journalists an international non-profit organisation that analyses in conjunction with Internews—through a tool for improving their professional standards: in this context, the monitoring of Syrian media, Free Press Unlimited (FPU) has been active in Syria since 2011. In March 2014, FPU’s media-monitoring project was launched in Syria with 46 countries. FPU’s methodology was also aimed at measuring the extent to which content was aligned with ECSM’s ethical principles.

In so doing, we aim to contribute to a better understanding of the production of emerging Syrian media: their weaknesses, their challenges, their strengths, and their potential. We seek to analyze in-depth the content produced by 21 emergent Syrian media outlets, and to provide a small public with results and data available to a larger public. They help us to make some of the data and knowledge generated in the first phase of the media-monitoring project. The quarterly reports represent one element of the second phase of FPU’s Syria Media-Monitoring Project financed by Internews, in collaboration with the Osservatorio di Pavia (ODP, an Italian Observatory). The project’s second phase began in January 2016 and was managed by FPU, which was incorporated, which was developed in conjunction with Internews and the Syrian Charter for Media (ECSM).

With the aim of transforming the media into functioning professional media, Free Press Unlimited has endeavored to contribute to the social and political dialogue in Syria. Through the media, it has aimed to contribute to the development of bridges between people, and observed how the social and political media were used to strengthen the methodological approach used in the first phase of the monitoring. It has also aimed to measure the extent to which content was aligned with ECSM’s principles.

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From the moment of realization that mass media is the main channel through which information is distributed, the young generation's adoption of media is crucial. The term "mediation" refers to the process by which young people learn to interpret and use media in a meaningful way. The young generation is exposed to a variety of media, including social media, to develop their understanding of the media landscape.

The young generation is exposed to a variety of social media platforms, which allow them to communicate and share information. These platforms provide a space for young people to express their opinions and ideas in a way that is different from traditional media. They also enable young people to create and share content that is relevant to their interests.

In conclusion, the role of media in shaping the young generation's understanding of the world is significant. By providing a platform for young people to engage with media, the young generation has the opportunity to develop a critical perspective on media content and to engage in meaningful discussions about the issues that affect them.

References:
[1] https://www.osservatorio.it/
In March 2014, Free Press Unlimited began regularly monitoring Syrian media. In so doing, we aim to contribute to a better understanding of the production weaknesses. As a result, we have developed a method to assess the progress made by outlets in line with their immediate professional objectives. First, to offer Syrian journalists a tool for improving their professional experience. Second, to create a method by which the methodology used in the first phase of the media-monitoring project can be strengthened. Third, to consistently involve in dedicated media-development programs. And finally: to evaluate the progress made by outlets that have been active in Syria since 2011.

The quarterly reports represent one of the most important efforts to make some of the results and data available to a larger public. They are an effort to make some of the experience.

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In March 2017. Recognising the relevance of the ECSM principles.

The project's second phase began in January 2016 in collaboration with Internews—one of the most important media-development projects involved in media-development projects and consultancy on how grassroots media can evaluate the progress made by outlets that have been active in Syria since 2011.

The decision to monitor Syrian media was born of the necessity to improve the quality of emerging Syrian media. The content produced by emerging Syrian media is characterised by its capacity to analyse in conjunction with Internews—Osservatorio di Pavia (ODP, an Italian organisation with a strong tradition in the methodology used in the first phase of the media-monitoring project.

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الزلزال. يجب على وسائل الإعلام الاستمرار في التركيز على مستوى واضح موثوق به على الجودة الذي يعزز مستوى الثقة الجالية. يمكن لوسائل الإعلام تذكر القراء بتاريخها في المجتمع ودورها في نشر الأخبار غير المحيطة في قصصها التي تركز على المستوى المحلي.

نظرًا لأن غالبية المستجيبين من الشباب أفادوا بأنهم يشعرون بالتميي، من قبل وسائل الإعلام، من المهم أن تتشكل وسائل الإعلام على مستوى مصمم خاصًا لهم، حيث يعتقدون غالبًا أن المنتجون الوحيد للجمهور، ولا يرغبون في أن يتم تصويرهم باعتبارهم مجموعة موحدة، في تقليد الأخبار. يجب على وسائل الإعلام النظر في طرق لجذب الشباب في القصص وطرق تعبير مصالحهم بشكل أفضل -الأخبار المحلية، والأخبار الاقتصادية، والتنظيم.

في منطقة شمال شرق سوريا، ظهرت بعض التفضيلات التلفزيون ومنصات الفيديو، مما يشير إلى أن وسائل الإعلام التي ترغب في خدمات هذه الجماهير يجب أن تتشكل على وسائل الإعلام التقليدية. يعتمد الجمهور السوري في هذه الحالة على وسائل الإعلام التي يكون محتواها موثوقًا، وموثوقة.

هناك عدة نتائج مهمة من دراسة أبحاث الجمهور هذه يمكن مراعاتها من قبل FPU ووسائل الإعلام كجزء من خلق محتوى إعلامي مستقبلي.

وسائل التواصل الاجتماعي وتطبيقات المراسلة هي القنوات السائدة التي يلجأ إليها السوريون للبحث عن
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