The Role of Local Satellite Channels in Social Development of The Emirati Society—A Survey Study on a Sample of UAE Audience

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The paper investigates the contributions of TV Social Programs in UAE channels in promoting the social changes among youths in UAE, and to what extent it effects their attitudes towards the society and its values and traditions. The study used the expecting value model and the third person effect concept in analyzing the perceptions of the UAE's youths towards the practices of local channels. The sample of the study was 200 male and female from several emirates. The study concluded that 88% of the audience in UAE watch the UAE satellite channels. Dubai channel comes in the top most watched channels, followed by Sharjah Channel, then Abu Dhabi channel. Most of the audience watch these channels in their homes. 78% of the audience watch the TV social programs. The most watched program is Khatwa program in Abu Dhabi channels, followed by shabnaa program. The reasons for watching the social programs are: finding relieve from their problems (66%), the diversity of these programs (64%), and the popularity of social programs' anchors (5%). The most discussed issues are Youths problems and unemployment (91%), local problems (73%), divorce issues (31%). They said that these programs encourages for persevering the local heritage (62%), respect the family values (51%), and social traditions (48%). While the most positive features of the social programs are: promote the local anchors (90%), the most negative features are promoting the western values (94%), and discussing some issues which are not fit with the local traditions (88%). In general the study found that the local TV channels played an important role in social changes in UAE.

Keywords: Satellite channels, social development, Emirates, UAE society

Introduction

Technology revolution and its spread all over the world during this decade, which is represented in the development of Internet and Satellite Channels that gained great importance as it affected communication among countries of the whole world through turning the world into a small village linked by one communication network through satellites. Strength of satellite media increased through broadcasting several scientific, social, entertaining and ideological programs that are directed to societies with all their categories; especially youth with their different age groups (Farid, 2006).

Satellite channels and their social broadcasted programs became highly important since they turned into a tool that affects youth's personalities and behaviors, but rather affecting youth negatively or positively. Those

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effects of youth's thinking methods and behaviors are observed through the study of the social directive impact, which is represented in those programs broadcasted by satellite channels (Al-Sayed, 2003).

Importance of this research in this field is also emphasized by the developing impact of news satellite channels on the Arab political arenas as well as cognitive, cultural and social frameworks of individuals and Arab societies, their contributions in making political and cultural change with all their methods and approaches since those channels operate upon current variables and reality of societies with a great tangible effect on all levels due to news and communicational requirements met by them in light of the image reflected by the satellite channels in a professional manner as well as providing information rapidly (Barakat, 2003).

Research Problem

Based on the foregoing, this study aims at knowing the extent of contribution made by social programs broadcasted by the Emirati Satellite Channels in order to make social change for youth in the Emirati society, knowing the impact of those programs in making change through what they provide this social category with negatively and positively, understanding the comprehensive changes and benefiting from changing lessons in order to make wider changes that serve development issues in the Emirati society, not to mention providing those, who are in charge of these channels with information that benefit them in choosing the type of programs presented to the audience nowadays and to attract a wide range of audience to benefit from them (Noufal, 2005).

Importance of Study and Choice of Topic

Importance of this study is crystalized in providing an informational database of those channels, which in their turn, represent a significant reference for media political decision-makers in UAE. Moreover, the study is based on a methodological concept, which aims at evaluating performance through work values: i.e., supporting all positives of satellite channels performance while correcting negatives or anything that may harm the society (Hamid, 2005).

The current study is based on two major scientific models, which can interpret the attitudes-formation process for individuals towards different topics; which are: (1) Expecting Values Model; (2) Others' subjection and being affected by mass media contents or the Third Person Effect Model (Moez, 1984).

The first model (Expecting Values Model) considers that the attitudes-formation process needs getting acquainted with Catism, through which the spiritual aspect of spectators' information on various topics, establishments and channels are known in the society: especially when those channels are characterized by modernity since Emirati Channels are considered a modern entity for the Emirati Spectators. However, spectators have a similar referential framework between previous land channels and satellite channels, which can be used in forming their opinions regarding the new channels, not to mention their evaluation, relative weight and performance in the Egyptian society (Hussain, 1976). Expecting Values Model, which is presented by Fishbein in its final form in 1967 is considered a model of the interpretative theoretical framework of the current study. This model indicates that different information and facts relevant to a certain topic have relative weight of significance (Sulaiman & Lemkawy, 1987), and this is based on an individual's realization of the relative significant of the components of those information as well as their prominence and the extent of being suitable with the subject values, and thus, those information would be highly effective in forming the final attitude of an individual towards that topic (Fishbein, 1967).

Researchers, who are specialized in the field of TV and media production, indicate that measuring spectators' attitudes towards TV performance in general and media performance in particular, is conducted through combining spectators' beliefs towards professions known by them through television or those, which are presented to spectators through advertisement (Lo & Paddon, 2000). Expecting Values Model represents a new state of mind in measuring attitudes in the form of a cognitive collector while other models focused on forming an attitude, amending it according to human operations or, on the contrary, according to an individual's inner dissonance; i.e., his/her Cognitive Balance when forming attitudes towards different topics, and thus, those models do not provide an interpretative perspective of the attitudes formation mechanism and factors affecting it (Alwitt & Prabhaker, 1992).

Second: The Third-Person Effect Model and Being Affected by Contents of Mass Media: It is a newly innovated model for studying the general opinion and attempting to know the impacts of mass media. It considers that beliefs of an individual or its counterpart from the same social, cultural or professional category are not affected by impacts of mass media, while other audience individuals are highly affected. In this study, the researcher is attempting to examine the extent of those effects existence on the media practitioners level (the specialized audience) as well as the common audience and its attitude, and that the matter is related to the evaluation of the effects of a new media entity, which is represented in satellite channels that express interests and orientations of certain individuals and communities (White, 1997).

The Third-Person Effect Model dealt with mass media effects from a psychological perspective related to difference in—an individual due to the impacts of those mass media, which affect him/her compared to other individuals from the audience. It is believed that an individual is unique and differs from others while other individuals from the public audience are characterized by negativeness and deception of mass media. Brian and others 1997 interpreted individual's benefits from direct impacts of mass media on others as follows: (1) an individual's belief that it is more intelligent than others refers to motivations related to supporting a positive self-image, and that mass media impacts reach others because they are less intelligent and more likely to be subjected to mass media impacts. (2) There is a prevailing belief adopted by some individuals stating that mass media correlatives are persuasive ones, and that they aim at deceiving the audience according to intentions and objectives of communicators (Lo & Paddon, 2000).

The Third Person Effect Model is based on mass media impacts on: (1) the Perceptual Component, which is related to an individual's classification for mass media impacts into two types: Mild Impacts: which may affect him/her not to mention compatibility with him/her in terms of culture and profession. Effective and Progressive Impacts: to which the rest of the audience, who lack self-defense to resist their different cognitive, spiritual and behavioral impacts. (2) Behavioral component, are subjected, and it is closely related to the desire of monitoring mass media against its content, which threatens the society and expose it to media and cultural deterioration.

Previous Studies

Study of Mr. Khalid Salah Al-Din (2003) asserted that media practitioners see that Egyptian private channels do not undertake duties of maintaining both Arabic and Islamic identities, and that they transgress customs and traditions in the society although they are featured by a remarkable amount of freedom (Littlejohn, 1983).

A study conducted by the Researcher: on The Emirati Woman's Use of Satellite Channels: A Field Study, and the recommendations of this study are the necessity of paying attention to satellite channels for raising

woman's awareness to follow-up specialized programs on satellite channels through continues notifications about those programs for encouraging women to watch them, knowing the reasons of woman's unwillingness, lack of paying attention to them, and encouraging women to participate positively in those programs, the importance of paying attention to national programs, which are represented in the society and increasing the number of cultural, political awareness and researches related to the educational level in order to know its educational requirements (Al-Ali, 2004).

Bahgat Abu Za'anuna's study (2010) aimed at knowing the Palestinian Youth's opinions on the role of Arab satellite channels in disseminating culture of globalization, and the problem of study was represented in the danger of culture disseminated by those channels and its extent of reflection on the life of Palestinian University Youth. The most important results and recommendations of the study were as follows: The study revealed that Arab satellite channels have advantages from the perspective of university youth; such as paying attention to their issues. Moreover, the university youth stated that satellite channels have disadvantages; such as enrooting foreign cultures. The study recommended that Arab satellite channels have to focus on producing programs locally and avoiding importation as well as supporting programs, which enhance customs and traditions of the society and increasing the number of religious programs (Nada, 2003).

A study titled "Impact of Networks and TV Satellite Channels": Spectators' stance in Kuwait on the Egyptian satellite channels upon liberation (1994). The study aimed at measuring the amount of watching programs shown on Egyptian satellite channels in Kuwait in order to get acquainted with their traditions. The most important results of study were: the percentage of value individuals reached (94.4%) and a percentage of 78.8% prefers watching drama movies. Moreover, 76.3% of them stated that they prefer watching Arabic Movies, and 73.5% prefers watching News bulletin (Zaanuna, 2010).

Hassan Ali's study (1997) on Cultural and Social Impacts of Live Foreign Broadcasting, which sought to make samples and cognitive patterns of spectators well-acquainted with live foreign broadcasting, knowing the extent of its impact on an Egyptian citizen's culture and the extent of its social perception to all surroundings. Number of research sample individuals was (200), and the most important results achieved by the study: TNT TV channels occupied the first position in terms of foreign channels preference as 66% of the sample stated that it preferred foreign channels rather than other channels and a percentage of 65% preferred watching foreign movies (Yosry, 2002).

The study of Inshirah Al-Shaal 1994 on "Foreign Broadcasting on TV" aimed at knowing the impact of foreign programs from the perspective of their spectators. The study was conducted on a sample consisting of 173 individuals. It concluded that satellite channels is considered a threat against values, religion and ethics. They also affect national loyalty and identity since 38% of the sample of study considers that foreign programs violate religious teachings and a sample of 22% states that those programs destroy values (Al-Hammoud, 2003).

Granzberg's Study 1982: It was conducted to know the impact of American TV programs on one of the Indian tribes living in Canada. This study concluded that individuals of this tribe had lost much of their native culture due to their exposure to American programs, which attracted them closely to the American life, consumption of foreign goods increased, educational aspiration level decreased, youth's respect for customs and traditions decreased and they tended to adopt American behaviors in their lives (Selim, 2005).

Comments on Previous Studies

Reviewing previous studies reveal that they focused on studying private satellite channels in terms of

being methods. Moreover, it focused on satisfactions achieved through watching such satellite channels, however, it did not pay attention to studying, analyzing and observing their role and impact on ethical mode of the society as well as supporting Arab national issues, which are considered the justification of carrying out this study.

Questions Intended to Be Answered Through The Research

- What are the most important social programs in which the sample is interested?
- What are the most important topics included in the social programs broadcasted by the Emirati Satellite Channels?
- What are the motives that encourage the public audience to watch those programs?
- What are the most significant values included within the social programs broadcasted by Emirati Satellite Channels?
- What is the extent of compatibility between those values and the society's need for change?
- What are the effects of watching those programs from the perspective of the research sample?
- What is the audience's opinion about supporting national issues by the Emirati Satellite Channels? How can disadvantages be confronted in terms of social programs broadcasted by local satellite channels? And how can advantages of those programs be admitted through the location of Sharjah TV?
- What are the topics discussed in social programs shown on those satellite channels?

Social Change

Change that takes place in the society or the transformation, which occurs to any of the society aspects within a certain period of time. However, not all changes occurring to the society are social ones; there are several changes in the society related to financial and moral aspects of culture. There is difference in patterns of relations among individuals, groups as well as difference in social roles, functions, systems, values, customs and traditions, experiences and tools used etc. Thus, what is the social change among those changes occurring in the society (Al-Din, 2003).

Sociologists agreed that social change is the most important feature of human societies due to its direct relation to the philosophy of affecting the behavior of an individual, group and the different social relations according to mechanisms highlighting the society's ability to create a dynamic social change that maintains the interests of its individuals and institutions. The process of social change in the past depended on using power; however, it depends in the modern age on persuasive methods, making rules and legislations regulating the society as well as using TV programs.

Thus, the idea of social change is considered an essential one on which social programs broadcasted by the Emirati satellite channels in the UAE society are based with the aim of making change in individuals' behavior as well as adopting values that serve the society.

Concept of Social Programs: A group of activities and methods necessary to be performed for being sequenced in a number of coherent duties through which limited objectives are achieved.

- An organized group of projects and services, which aim at achieving certain objectives.
- Aiming at satisfying human requirements and facing problems.
- Therapeutic Objectives: Facing and solving problems.
- Precautionary Objectives: Meeting unsatisfied social requirements and avoiding problems.
- Developmental Objectives: Through developing individuals' abilities and investing them properly.

Remark: The three objectives can be combined (Al-Din, 2004).

Methodological Frame of Study: Type of Study: Problem of this research and its type is represented in the attempt of knowing the extent of contribution made by social programs broadcasted by Emirati satellite channels for making youth's social change in the Emirati society and knowing the impact of those programs on making change through negative and positive feedback provided to this category. This research is considered an exploratory research, which reveals a certain aspect within a group of aspects and shedding more light on it. This type of studies is considered the first leading step in the process of scientific research.

Research Sample

The society of study is represented in male and female students of Sharjah University consisting of 200 individuals whose ages range between 17 to 22 years old from different educational stages. The researcher intended to have a sample including comparative scientific and social levels and different age groups as much as possible in terms of living in cities and countryside. Cities of Abu Dhabi, Sharjah and Dubai were chosen, while the following were chosen as being rural areas: Khor Fakkan, Al-Dhaid and Dibba Al-Hisn. The number of sample individuals is (120) urban against (80) rural.

Statistical Manipulation of Data

The researcher used a number of statistical analyses for testing hypotheses of the study and answering its questions, which included:

- T-test for choosing hypotheses among subjects' averages after being evaluated for the media performance components of the Emirati satellite channel and Spearman's Coefficient was used for measuring the correlation between the public audience and media practitioners in terms of their channels and their contents' preference. Pearson's coefficient was used for measuring correlations in terms of media practitioners' beliefs regarding the impact of satellite channels on spectators.

Data Collection Method

Within the framework of survey approach, a questionnaire was designed including the study inquiries and a group of questions, which reflect the study objectives. The questionnaire included questions on the sample's exposure to social programs broadcasted by the Emirati satellite channels as well as their negative and positive effects and providing officials, who are in charge of those satellite channels with contents in order to modify programs they include.

The Researcher depended on codified Questionnaires as a research data-collection method. The survey report included the following stages:

- Drafting a number of closed questions targeted by the research and putting them in a logical sequence as they give the subject of research an opportunity to choose one of the given answers provided to the researcher. (31)
- Presenting the survey report to a group of arbitrators for measuring the extent of the subjects' response to the research objectives and modifying the report as per the arbitrators' instructions.
- Applying the report to a limited number for testing its application validity.

Time Frame

Working on the form and its implementation took approximately three months after finishing the theoretical and methodological part, which took three months during 2009. Field revision and manual

data-collection of forms for collecting results, commenting on tables and writing the final report (Barakat, 2003). Defining Type of Questionnaire: The researcher considered the possibility of providing the research sample with the questionnaire to enable each research individual to fill in the questionnaire by itself.

Steps of Questionnaire Preparation: The questionnaire is designed in its initial form through the researchers experience and observation of local channels, and its preparation included steps and scientific conditions.

Data-Analysis Method: The researcher depended on the statistical analysis line of field-study data for calculating percentages of different answers and the order of some answers among items of each form according to gender.

Table 1 shows the studied sample distribution as per the most important topics included in social programs broadcasted by Emirati Satellite Channels from its Perspective.

Table 1

Results of Field Study

Gender most important topics	Males		Females		Total	
	%	ك	%	ك	%	ك
Which deal with problems of life facing the audience	78.9	75	68.4	65	73.6	140
Dealing with general issues	42.1	40	31.5	30	36.8	70
Youth problems like unemployment	89.4	85	92.6	8	91.0	173
Pure Family Issues	94.7	90	88.5	85	92.11	175
Divorce Problems	68.4	65	63.1	60	31.5	92.1
Marriage in	57.8	55	78.9	75	68.4	130
Other		-				
Total		95		95		190

Table 1 indicate several results:

On the total level, the most important topics of social programs broadcasted by satellite channels are: problems of youth and unemployment as well as pure family issues. Percentages of each one reached (92,1%) and (91,0%) and there are no differences between them.

- This indicates agreement between values and topics included in social programs broadcasted by satellite channels, and it occupied the first position.
- On the males and females level, percentages reached (89.4%), (92.6%), (94.7%), and (88.5%) respectively, and it occupied the second position. Differences among them are not statistically significant at the confidence level 95%.

While including local problems facing the audience, it reached (73.6%) on the total level and occupied the second position. On males and females level, percentages reached (78.9%) and (68.4%) and the difference is not statistically significant at confidence level 95%, which indicates the agreement between males and females on this reason.

Whereas, the problems of marriage and divorce included in programs, it occupied the third position on the total level, while on males and females level, percentages reached (57.8%) and (78.9%) respectively, and the difference between both percentages is statistically significant, which indicates females' interest in the content of social programs in terms of including problems of marriage and divorce, which states the sample individuals' confidence in social programs and their help for them.

While programs that include pure family issues occupied the last position (31.5%) on the total level, whereas on males and females level, the percentage reached (68.4%) and (63.1%) and difference between both percentages is not statistically significant, which indicates that the sample is not interested in including general problems within programs.

Table 2 shows the studied sample distribution as per the motives of being exposed to social programs from its perspective.

Table 2

Percentage of Population Categorized in Motives of Being Exposed to Social Programs

Gender Motives	Males		Females		Total	
	%	ك	%	ك	%	ك
Dealing with their Problems and Finding Solutions for them	86.3	82	78.9	75	82.6	157
Helping them in Communicating with Officials	47.3	45	40.0	38	43.6	83
Considered a Rescue for Them	73.6	70	68.4	65	71.0	135
Presenting Woman Issues	26.3	25	89.4	85	57.8	110
Presenting Childhood Issues	31.5	30	68.4	65	50.0	95
Presenting Society Issues	57.8	55	31.5	30	44.7	85
Total		95		95		190

Results of Table 2 are as Follows:

On the total level, the most important motives of the sample that enabled social programs to deal with its problems and find solutions for them reached a percentage of 82.6% and it occupied the first position followed by “Considered a Rescue for Them” with a percentage of (71.0%), which occupied the second position: indicating the audience’s confidence in social programs that find solutions for their problems.

Whereas in terms of other motives: topmost of which is woman’s issues, which reached (57.8%), followed by Childhood Problems (50%), helping them in communicating with officials (73.6%), and society’s issues (44.7%), which is a convergent rate and difference between them is not statistically significant at confidence level 95.

While on males and females level, you will find that the most important motive, which occupied the first position, is woman’s issues, which occupied in terms of females (89.4%) against (26.3%) for males and difference between percentages is statistically significant at confidence level 95, which indicates the extent of woman’s motives and interest in knowing thoughts of programs in solving problems.

This is followed by dealing with their problems and finding solutions for them since the males’ percentage reached (86.3%) against (78.9%) for females and difference between percentages is not statistically significant at confidence level 35%. It occupied the second position.

“Considered a Rescue for Them” occupied the third position since the percentage reached (73.6%) for males against (98.4%) and difference in percentage is not statistically significant, which indicates males and females’ interest in those programs and their motives to get well-acquainted with them.

The motive of “Presenting Society Issues” occupied the fourth position, which reached (57.8%) for males against (31.5%) for females, and difference between them is statistically significant at confidence level 95, and it indicates males motives and interest in watching those programs due to dealing with social issues.

Concerning “Presenting Childhood Issues”, it occupied the fifth position with a percentage of (31.5%) for males against (68.4%) for females, and difference between both percentages is statistically significant at

confidence level 95, and it indicates females' interest in childhood issues.

The motive of "Helping Them in Communicating with Officials" reached (47.0%) for males against (4.0%) for females, and difference between percentages is not statistically significant, which indicates the sample's interest in the motive of knowing social programs, which help them in communicating with officials.

It also indicates audience's confidence in the ability of programs to enable them to communicate with officials and solve their problems.

A degree of compatibility is found among the motives of males and females in terms of dealing with their problems and finding solutions for them as well as "Presenting Woman's Issues". Through communication between them, a degree of variation is found in "Presenting Childhood Issues", which generally indicates a high degree of compatibility between ritual and utilitarian motives of males and females in terms of the motives of their exposure to the Emirati Satellite Channels.

Table 3

Sample of Study Distribution As Per The Most Important Values Included in Social Programs Broadcasted by Emirati Satellite Channels

Gender Values Included	Males		Females		Total	
	%	ك	%	ك	%	ك
Presenting More Religious Topics	26.3	25	21.1	20	23.6	45
Interested in Values Encouraging Loyalty to Nation	33.6	32	29.4	28	31.5	60
Interested in Values of Adhering to Customs and Traditions	47.3	45	50.5	48	48.9	93
Being Acquainted with Heritage of Society	60	57	68.8	62	62.6	119
Respecting Family Life	57.8	55	44.2	42	51.0	97
Interested in Values Encouraging Religious Commitment	31.5	30	29.4	28	30.5	58
Encouraging Perseverance and Seeking Knowledge	45	43	47.3	45	46.3	88
Other, Mention	-	-	-	-	-	-
Total	-	95	-	95	-	190

Results of the Table 3 indicate the following:

The most important values included in social programs broadcasted by Emirati Satellite Channels are: maintaining heritage of society (62.6%), Respecting Family Life (51.0%), "Interested in Values of Adhering to Customs and Traditions (48.9%) and Encouraging Perseverance and Seeking Knowledge (46.3%), and differences among those percentages are not statistically significant at confidence level 95.

Males and females are equal in terms of the programs' interest in the heritage of society since the percentage of males reached (60%) against (68.8%) for females, and difference between percentages is not statistically significant at confidence level 95.

In terms of "Presenting More Religious Topics", both males and females had equal percentages since males had (26.5%) against (21.1%) for females, which is considered a low percentage occupying the last position in relation to the rest of the values, which indicate the extent of skillfulness of males and females sample regarding the shortage of this value in the programs.

Moreover, the value encouraging religious commitment reached (31.5%) for males against (29.4%) for females, and difference in percentages is statistically significant at confidence level (95%), which is a low percentage compared to the rest of the values as well, which indicates the extent of skillfulness of the sample since programs are not interested in this value.

This is followed by “Values Encouraging Loyalty to the Nation”, which had a low percentage (33.6%) for males against (29.4%) for females, which also indicates skillfulness of males and females regarding the shortage of such value in the programs, and the difference between values does not have a statistical significance.

Table 4

Shows Sample of Study Distribution on The Range of Those Values' Conformity With The Society's Need for Change

Gender Conformity between values	Males		Females		Total	
	%	ك	%	ك	%	ك
To a Very Large Extent	26.3	25	26.8	35	31.5	60
To a Large Extent	44.2	42	29.4	28	36.8	70
To Some Extent	15.7	15	12.6	12	14.2	27
To a Limited Degree	7.3	7	10.5	10	8.9	17
To an Extremely Limited Degree	6.3	6	10.5	10	8.4	16
Total	100	95	100	95	100	190

The following is evident through Table 4:

On the total level, we find that a percentage of (36.8%) from the value items that those values are in conformity with the society's need for change to a large extent, and it occupied the first position, followed by “to a very large extent” with a percentage of (31.5%), which occupied the second position, and the difference between both percentages is not statistically significant since the calculated value (22) is less than the table value (1.96), which indicates a relation of distinction between both percentages at confidence level 95%.

Those, who find that values are identical “to a limited degree” and “to an extremely limited degree”, with percentages of (8.9%) and (8.45). Difference between both percentages is also not statistically significant since the calculated value (5) (0.32) is less than the table value (1.96), which indicates existence of a relation between both variables at confidence level (95%), which indicates that the value is achieved since the included value is not identical to the society's need for change as there are other values that conform with the society's need for change.

While on males and females level, which is followed by “to a very large extent” with a percentage of (44.2%) for males against (29.4%) for females, and it occupied the first position, and the difference between both percentages is not statistically significant.

We found that the percentage of those, who admitted conformity between those values and the society's need for change with a percentage of (26.3%) for males against (26.8%) for females, and the difference between both percentages is statistically significant at confidence level (95%), and it occupied the second position.

Males and females had equal percentages in the rest of the them, “to some extent”, “to a limited degree” and “to an extremely limited degree”, which reached (15.7%), (7.3%) and (6.3%) for males against (12.6%), (10.5%) and (10.5%), and occupied the last position.

Results of Table 5 are reveal the following:

The total amount of those, who found that the positive aspects of satellite channels focused on local media practitioners, reached (9.05%), and it occupied the first position followed by “Combining all The Emirates with Their Population”, which reached (57.2%), and it occupied the second position.

The research sample is equal in three opinions about the positive aspects of satellite channels, which are “Being Interested in Maintaining Cultural and Historical Heritage”, “Increasing Knowledge of Local Audience” and “Discussing Local Issues”, and percentages reached (55.2%), (52.6%) and (41.5%) respectively. Difference between percentages is not statistically significant, which indicates the extent of their agreement in terms of positive aspects relevant to satellite channels.

The value agreed that “Audience’s Openness Towards The Outer World” is the least positive aspect of those channels, which reached (13.6%) compared to other positive aspects, although it is the most important since it is capable of revealing the prestigious position of UAE and its audience among all the developed countries of the world.

On the detailed level: Males and females are equal in the following positive aspects, which are: “Focused on Local Media Practitioners” and “Combining all The Emirates with Their Population”. Percentages reached (91.5%) for males and (89.4%) for females, (71.5%) for males against (78.9%) for females respectively.

While the remaining aspects also reached convergent percentages and the least positive aspects are: “Audience’s Openness Towards The Outer World”, which reached (14.7%) for males and (6.12%) for females. (38.8%) for males and (47.3%) for females, which refers to the agreement among sample individuals including males and females upon the positive aspects of satellite channels from their perspective.

Table 5

Sample of Study Distribution Regarding its Opinion on The Positive Aspects of Emirati Satellite Channels

Gender Positive aspects	Males		Females		Total	
	%	ك	%	ك	%	ك
Openness of Emirati Audience towards The Outer World	14.7	14	12.6	12	13.6	26
Focused on Local Media Practitioners	91.5	87	89.4	85	90.5	172
Increasing Knowledge and Information of Local Audience	57.8	55	47.3	45	52.6	100
Discussing Local Issues Effectively	38.9	37	44.2	22	41.5	79
Combining all the Emirates with their Population	71.5	68	78.9	75	75.2	143
Being Interested in Maintaining Cultural and Historical Heritage of Society	63.1	60	47.3	45	55.2	105
Total	100	95	-	95	-	190

Results of the previous Table 6 reveal the following:

On the total level, percentages of those, who see that the most important disadvantage of satellite channels is that they “Promote Strange Foreign Ideas about Society”, which occupied the first position with relative difference that is not statistically significant between males and females since males’ percentage is (100%) against females’ percentage, which is (89.4%).

The next disadvantage, which is “Discussing Topics that Do not Comply with Local Traditions”, with a percentage of (88.4%), and it occupied the second position. On males and females level, the percentage of males reached (89.4%) and that of females reached (87.3%), and the difference between percentages is not statistically significant at confidence level 95%.

Sample individuals were equal in the following negative aspects: “Enrooting Strange Behavioral Patterns Relevant to Society”, and “Distorting the Image of Several Categories in The Society; Such as Woman and Youth”. Percentages reached (80%), (745), (77.6%), and (82.1%) respectively.

This refers to the extent of agreement between males and females regarding the negative aspects shown by Emirati Satellite Channels.

The disadvantage of “Imitating Arab and Foreign Channels Blindly”, which is revealed by Emirati Satellite Channels, occupied the last position with a percentage of (64.7%), and percentages of males and females indicated convergence. They were (71.5%) and (57.8%) respectively.

Table 6

Shows Sample Distribution According to Its Perspective in Terms of Revealing Negatives of Emirati Satellite Channels

Gender	Males		Females		Total	
	%	ك	%	ك	%	ك
The Most Apparent Negatives						
Discussing Topics that do not Comply with Local Traditions	89.4	85	87.3	83	88.4	168
Enrooting Strange Behavioral Patterns Relevant to Society	80	76	74.7	71	77.3	147
Imitating Arab and Foreign Channels Blindly	71.5	68	57.8	55	64.7	123
Promoting Strange Foreign Ideas about Society	100	95	89.4	85	94.7	180
	73.6	70	82.1	78	77.8	148
Total		95	-	95	-	190

Table 7

Sample Distribution As Per The Extent of Satellite Channels' Commitment to Ethical Guidelines

Gender	Males		Females		Total	
	%	ك	%	ك	%	ك
Ethical Guidelines						
Commitment to Ethical Guidelines of Media Profession	45.2	43	44.2	42	44.7	85
Interested in Credibility of Discussing Topics	36.8	35	34.7	33	35.7	68
Programs do not Violate Public Taste and Public Morals	27.3	26	26.3	25	26.8	51
Respecting Values, Ethics and Traditions of Local Society	21.0	20	18.9	18	20	38
Being Interested in Regulations of Conversation and Discussion	73.6	70	65.2	62	69.4	132
Respecting Audience's Mentality	89.4	85	81.1	77	85.2	162
Inviolable ... Do not Infringe on Privacies	63.1	60	57.8	55	60.5	115
Considering not to Broadcast Improper Scenes	86.3	82	84.2	80	85.2	162
Discussions are Characterized by Accuracy and Objectivity	68.4	65	63.1	60	65.5	125
Focusing on Negative Topics in Society	34.7	33	23.1	22	28.9	55
Considering Excitement in Manipulation	47.3	45	38.8	35	42.1	80
Total	-	95	-	95	-	190

Data of the Table 7 indicates the following:

On the total level, it is evident that the most important ethical guidelines to which Emirati Satellite Channels are committed are: “Considering not to Broadcast Improper Scenes”, “Avoiding Blind Imitation”, which reached (85.2%) and occupied the first position. This is the ordinary result of Channels broadcasting from a conservative, Muslim society that adheres to customs and traditions.

Percentages are equal in terms of “Being Interested in Regulations of Conversation and Discussion through Accuracy and Objectivity”, which reached (69.4%) and (65.5%) respectively. The difference between both percentages is not statistically significant at confidence level 95%.

While “Respecting Values, Ethics and Traditions of Local Society” reached (20%), and it occupied the last position. “Programs do not Violate Public Taste and Public Morals” reached (26.8%), which are both considered very low percentages due to importance of this subject. Both males and females agreed upon the ethical guidelines in this aspect, which reached (21.0%) for males and (20%) for females, and the difference between both percentages is not statistically significant.

Moreover, both males and females agreed upon expressing their interest in those ethical guidelines as these are low percentages compared to other ethical guidelines.

Table 8

Shows Sample of Study Distribution According to Its Extent of Agreement or Disagreement With The Following Phrases About Social Programs on Emirati Satellite Channels

Gender Agreement on Social Programs	Males		Females		Total	
	%	ك	%	ك	%	ك
A New Phenomenon to Me.	89.4	85	91.5	87	90.5	172
Being Interested in Discussing Critical Issues of Society.	63.1	60	57.8	55	60.5	115
Programs Distinguished from Other Ones.	78.9	75	80	76	79.4	151
Being Interested in Excitement rather than Serious Content.	73.6	70	82.1	78	44.7	85
Characterized by Its Presentation... Serious in Its Programs.	47.3	45	54.7	52	27.3	97
Affecting, Through Passage of Time, Audience's Behavior.	82.1	78	83.1	79	82.6	157
Expressing Emirati Reality Truthfully.	47.3	90	93.6	89	94.2	179
Most of Their Ideas are Imported from Abroad.	36.8	35	23.1	22	30.0	57
Promoting Strange Cultures and Concepts that are irrelevant to UAE.	21.0	20	18.9	18	20.0	38
Not Having Absolute Freedom of Discussing Topics and Opinions.	89.4	85	91.5	87	90.5	172
Providing the Audience with New Information on Social Issues.	68.4	65	65.2	62	66.8	127
Their Social Impact on Audience's Opinions.	52.6	50	45.2	43	48.9	93
Their Impact on Audience's Behavior.	65.2	62	71.5	68	35.0	130
Expressing New Perspectives of Social Issues.	78.9	75	75.7	72	77.3	147
	71.5	68	62.1	59	66.8	127
Total	-	95	-	95	-	190

Results of the Table 8 indicated the following:

On total level, it is obvious that there is agreement or disagreement on 3 topics, which are: "A New Phenomenon to Me", "Expressing Reality Truthfully", and "Does not have Absolute Freedom of Discussing Topics", which reached the following percentages: 90.5%, 94.5%, and 90.5%, which gained the first position among other topics.

On males and females level, it is also evident that there is agreement or disagreement on two topics, which are: "Expressing New Perspectives for Social Issues" and "Does not have Absolute Freedom of Discussing Topics". They had the following percentages: (89.4%) for males, (91.55%) for females, and the difference between both percentages is not statistically significant at confidence level 95%. It occupied the third position.

- (89.4%) for males, (91.5%) for females, and difference in percentages is not statistically significant.

This indicates the extent of agreement between males and females in terms of their agreement or disagreement upon social programs.

The sample also agreed upon the total level of social programs, which are distinguished from other ones, "Expressing New Perspectives for Dealing with Society Issues" and "Affecting, Through Passage of Time, Audience's Behavior", which reached the following percentages respectively: (79.4%), (57.3%), and (82.6%), and difference among percentages is not statistically significant at confidence level 95%.

On males and females level, it is obvious that they agree upon social programs regarding the same topics, which reached the following percentages: (78.9%) for males, (80.0%) for females, (78.9%) for males, (75.0%) for females, (82.1%) for males and (83.1%) for females, and the difference among percentages is not statistically significant at confidence level 95%. It occupied the fourth position.

This indicates their agreement in terms of gender upon social programs regarding their agreement or disagreement.

Relevant to Value Agreement in terms of Agreement or Disagreement upon Social Programs as follows:

“Being Interested in Discussing Critical Issues of Society”, Providing Audience with New Information on Social Issues” and “National Sense of What we Handle”, which reached the following percentages: (6.5%), (66.8%), and (66.8%) and occupied the fifth position. Differences among percentages are not statistically significant at confidence level 95%.

In brief, the researcher sees that the sample’s agreement or disagreement upon social programs in terms of the three previous issues, is considered insignificant compared to its importance towards the society.

Results of Study

The most important topics included within the social programs broadcasted by Emirati Satellite Channels are: dealing with “Problems of Youth and Unemployment”, “Family Issues” and “Local Problems Suffered by the Audience” (73.6%), which occupied the second position although they are the most important topics that must be handled by social programs.

Finally, problems of divorce descended and it is a significant problem in the society on which the society is developed since destroying family ties hinders the process of social development in the society.

The most important motives of exposing the sample to social programs are: “handling their problems by the social programs and finding solutions for them”, which occupied the first position, followed by “Being Considered a Rescue for Them”, while other motives discuss woman issues, childhood problems and help them in communicating with officials.

The most important values included in social programs are: Maintaining heritage of society followed by “Respecting Family Life”, and “Being Interested in Values that Encourage Commitment to Customs and Traditions” and Encouraging Perseverance and Seeking Knowledge” (Males and females were equal in this respect).

Regarding the extent of conformity between values and the society’s need for change, the percentage indicating “To a Large Extent”, “To a Very Large Extent”, and “To Some Extent”, this is called the sample individuals’ agreement on conformity of those values with the society’s need for change.

The most important positive aspects, in the sample’s opinion, relevant to Emirati Satellite Channels are crystalized in “Focusing on Local Media Practitioners”, followed by “A Link between UAE and its Population”, which occupied the second position, as well as “Maintaining Cultural and Historical Heritage of Society.

The most important disadvantages of Emirati Satellite Channels from the sample’s perspective are: “Promoting Strange Foreign Ideas Irrelevant to the Society”, followed by “Discussing Topics that do not Agree with Local Traditions”; whereas each of “Enrooting Strange Behavioral Patterns” and “Distorting Images of Several Categories in Society; such as Woman and Youth” had equal percentages.

The most important ethical guidelines to which satellite channels are committed from the sample’s perspective are: “Non-broadcasting Improper Scenes” and “Respecting Audience’s Mentality”. Percentages varied in terms of “Being Interested in Regulations and Discussion” and “Discussions are Characterized by Accuracy and Objectivity”. Differences between both percentages are not statistically significant.

Topmost Recommendations

Increasing the quantity of social programs presented on satellite channels for satisfying audience’s desire due to the increasing acceptance of watching this type of programs.

Social programs must be put into consideration since the audience it considered them the only rescue and source of entertainment in order to express other social problems. Thus, the researcher recommends paying attention to them, developing them and trying to communicate with audience to satisfy their desires and provide them with social and psychological assistance needed.

The most important problems dealt with through programs in a simple way although being considered a milestone in building the society. First of which discusses the problem of divorce, and thus, the researcher recommends paying attention to this aspect since audience's problems and their family breakdown can be identified through such programs.

The researcher recommends notifying the officials through social programs about the importance of values included within the programs, which are represented in "Adhering to Customs and Traditions, Perseverance and Seeking Knowledge, which are included within programs in small amounts compared to other values since they are considered significant for the audience and society".

Regarding the extent of conformity of those values with the society's need for change, the sample expressed conformity to a large extent with a percentage of (36.8%), which indicates the audience's interest in the values included within programs and the extent of their conformity with requirements of society. Programs must consider those values due to their importance for audience and society.

The sample found that the most important aspects of Emirati Satellite Channels are the programs presented to the locals, and this provides them with positive energy since locals are the ones, who deal with local issues of the audience, and due to the fact they are well-acquainted with customs and traditions, as well as local audience's suffering.

The study revealed the most important disadvantage, which is "Promoting Strange Ideas, and thus, social programs must reconsider their opinion and avoid those disadvantages represented in topics, which do not agree with local customs and traditions, and impose strange behavioral patterns on the society".

Paying special attention to Emirati Satellite Channels (Regarding social programs and providing them with materials and speakers, who are experienced in dealing with audience and their problems).

Paying special attention to locals and providing them with scientific facts and real information, as well as building self-confidence in order to be capable of choosing and differentiating between channels and their contents.

Increasing the quantity of social programs due to their popularity and acceptance represented by audience.

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