The Information sources of the Foreign Residents in Egypt about Current Events

A FIELD STUDY

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Abstract
This study identifies the information sources of the foreign non-Arab residents in Egypt about the current events and investigates the role of the Egyptian and international newspapers and magazines in providing them with such information about the important issues and affairs, shedding lights on the foreigners' motivations behind reading the different kinds of newspapers and magazines and the gratifications obtained by such usage.

Within the framework of the uses and gratifications approach and media dependency theory, the study employs both quantitative and qualitative data analysis methods to come up with deeper illustrations and explanations. 250 respondents participated in the survey while 10 foreign residents participated in the in-depth interviews.

The findings of the research showed that foreign residents in Egypt tended to depend on a mix of sources to acquire information about the current affairs including Egyptian media, media from their homelands as well as international media outlets. A positive correlation was found between the length of the foreigners' stay in Egypt and the degree of their dependence on the Egyptian Arabic language television, newspapers and magazines to get information about the current events.

Keywords: Information, non-Arab residents, current events, Egypt.

Introduction
Since the outbreak of the 25th of January revolution in 2011, the escalation of political events in Egypt with unprecedented speed has led to a more imperative need for providing the foreign non-Arab residents in Egypt with an accurate picture about the current affairs which directly influence their lives, families and work here.

Settling down in a new society can be one of the most dynamic and complex processes in an individual's life. Previous literature found out that foreigners and expatriates tend to have different communicative needs and activities from the native citizens living in a certain country, especially if they encounter some hardships because of the language barriers and the cultural difference in the host country.

Therefore, studying the information sources, especially the media outlets, which foreign non-Arab residents depend on to acquire information about the current events and affairs in Egypt became a necessity that cannot be ignored.

Such media and news sources play a vital role in forming the foreigners' knowledge about the political issues as well as their opinions and attitudes towards them which significantly influence their political, cultural, economic and investment activities and practices in Egypt and affect the image they will eventually convey to their countries and homelands when they return back, whether they are diplomats, business owners, students, university professors,...etc.

Literature review
In spite of all the variations and circumstantial differences between expatriates, immigrants, international students and refugees, all individuals crossing cultures, face some common challenges as their pioneers lived of up rootedness and gradually established working relationships with their new milieus. The gap between the familiar and comfortable surroundings of home

and the unfamiliarity of the host environment limits their ability to function effectively (kim, 2000, p.4).

Thus, the researcher decided to broaden her review of the literature to include studies about anyone who left his homeland to live in another country, despite of his/her classification to provide a deeper understanding the role of the different media outlets in providing anyone who lives outside the boundaries of his home country with information about current events.

A number of studies were concerned with studying the foreign workers and expatriates in any foreign country and exploring their different motives to consume host and homeland media for different purposes. People were found to retain their senses of community to their hometowns despite living abroad (Kluber, 2013). The salient motives for expatriates' use of different media were surveillance (news and information) learning new things, getting in touch with their home-country and companionship or feeling less lonely (Al-Shaqsi, 2013).Unlike the acculturation process of the international students in which internet was always the most used medium (Yang, Wu, Zhu, Southwell, 2004), television was found to be the most used medium between overseas Filipino workers of older ages, followed by the printed media, the Internet, and the radio (Paragas, 2006).

Other researchers focused more on media usage among foreign students and how consuming host country media can help them acquire language and communication competence and acculturate.

In his study, Qian (2009) found out that using host mass media have major influence on the Chinese students' acquisition of host communication competence, perceptions of and acculturation to Canada. However, Lee's study (2005) investigated the relationship between mass media usage patterns of Koreans living in Kentucky and their degree of acculturation. The findings revealed that there was not only a significant negative relationship between acculturation and usage of the Korean language on the Internet, but also there was a significant relationship among marital status, age, and degree of acculturation.

Moreover, a large number of studies paid special attention to the central role media played in the lives of the immigrant families, especially, the television, and how immigrants changed their media consumption when they moved across cultural boundaries.

Given the assumption that mass media reflects the cultural values of a society, Moon and Park (2007) investigated the effects of American and Korean mass media on Korean immigrants' acculturation process. The results showed that the exposure to American mass media was a significant positive predictor for the acceptance of American cultural values and a significant negative predictor of the affinity for Korean cultural identity.

Lee (2004) based his research on in-depth interviews with 10 Korean immigrants who watched Korean satellite television. The findings here showed that Korean satellite television contributed much to the reinforcement of the viewers' ethnic identity. In addition, satellite television replaced other Korean ethnic media due to its real time news delivery. However, an earlier landmark study found out that while the immigrant groups did not increase their total media consumption, their consumption across different media types followed both assimilation and ethnic affirmation models. This acculturation process seemed to be affected by immigrants' original media consumption behavior and language ability (Lee&Tse,1994) .

Huang (1993) employed a uses and gratifications approach to examine media consumption and acculturation among Chinese immigrants in Silicon Valley in the USA. The findings also showed a clear pattern of media use among the subjects: they sought and used the Chinese-language media heavily for information and entertainment and used only some English-language media, mostly for entertainment and language learning purposes.

Recent studies focused more on the central role of the internet and social media in the lives of the foreigners whether they are expatriates or immigrants as an information source and a tool for accelerating the integration and acculturation processes. Hattingh, Matthee & Lotriet (2014) examined the internet usage among expatriates living in the Kingdom of Saudi Arabia. The results

demonstrated that Internet is an integral part of the lives of expatriates and it is more than just a medium that facilitates communication as expatriates used the internet as an everyday tool for communication, entertainment purposes, e-commerce activities, online banking, reading online news, etc.

On the other side, to describe the role of the social media in the lives of Hispanics in the United States, Li and Tsai (2015) examined how English and Spanish social media usage affected Hispanic users' acculturation into the American culture trying to investigate the unique effects of different social media platforms on Hispanic acculturation. It was found that English social media usage helped them develop strong orientation towards the mainstream American culture, while Spanish social media consumption reinforced their ethnic Hispanic cultural identification.

Because ethnic media, that is any media□by and for□ethnics in a host country with content in ethnic languages, was popular among expatriates and immigrants in some countries, some researchers paid attention to investigating the ethnic media use by foreigners in different host countries and how they can satisfy their needs for information and whether they hinder or help the acculturation process. A recent study investigated ethnic media use by Somalis living in Canada. The results indicated that Somali media played an important role in the context of a double constraint; that is, the ad-

aptation to the host society and the difficult situation in the country of origin (Houssein, 2013).

Similarly, it was proved that Korean immigrants in United States pursued their salient cognitive needs, followed by internal security needs and identity-related needs from the Korean ethnic media that were responsive to the pending issues or events of America and especially to the issues related to immigrants such as the change in immigration and nationality act (Pae, 2001).

However, within this context, large number of Arab and foreign researchers were interested in studying the role of the Arabic media, especially the Arab satellite channels, in the lives of the Arab foreigners and immigrants residing in various European countries and how they can help them maintain ties with their homelands and preserve their own ethnic identity and mother language.

In his study, El-Rabaie (2011) examined the exposure habits of Arab immigrants in Sweden to the Arabic satellite channels. The findings of the study showed that Arab immigrants in Sweden paid a lot of attention to watching Arabic satellite channels. High percentage of the respondents believed in the importance of the role the Arabic satellite channels played as a way for preserving their original culture and identity and spreading them among the sons of the Arab communities. Rizkallah and Razzouk (2006) showed that the primary motive for watching Arabic TV among Arab American households in the US

was to keep informed about what was happening in the country of origin and around the world. The place of birth whether in the US or in the country of origin, and the length of time in the U. S. appeared to have an impact on the TV viewing habits of Arab Americans.

On the other side, many Egyptian and Arab scholars investigated the information sources that Arab communities in Egypt depend on to acquire information about the current events and some of them concentrated on the role of the press (newspapers and magazines) in providing the Arab residents with the required information about the important current issues.

In a recent study at Cairo University, Said, S. (2014) examined the role of newspapers in providing the Arab residents in Egypt with information about the current issues. The findings pointed out that 71% of the respondents cared about getting information about current issues. The most important media outlets the sample depended on to get information from were Egyptian newspapers and magazines (70.5%), the Arabic newspapers and magazines (58.3%) followed by the foreign newspapers and magazines, internet, then, Egyptian and Arabic satellite channels.

Rasheed (2008) also sought to identify the different information sources the Iraqi community in Egypt depended on to follow up developments of the internal affairs in Iraq. The results demonstrated that most of the sample subjects depended on mass media, especially, satellite channels with a percentage

that reached 82.3% for the following reasons: Knowing what happens in Iraq, the Arab countries and the world, keeping a track of the exclusive news the news satellite channels broadcast and their comprehensive coverage of all local, Arabic and international events.

Goals of the current study:

The study sought mainly to indentify the main information sources the foreign non-Arab residents in Egypt rely on to gain information about the current events and the degree of their dependence on such sources, especially the journalistic sources (newspapers and magazines). A number of sub-goals that emerge as follows:

• Exploring the role the newspapers and magazines play in providing foreign residents with information about the current events and recent issues.

• Finding out the motivations behind the foreigner's dependence on the different homeland, host-country and international newspapers and magazines.

• Identifying the main topics the foreign residents show more interest to seek information about as well as the main current issues that occupy their minds nowadays and stating the names of the main Egyptian and international newspapers, magazines and news sites the respondents regularly read.

• Examining to what extent the foreign residents perceive the Egyptian Arabic and foreign language newspapers and magazines as cred-

ible, balanced and objective in comparison to other international journalistic sources.

• Measuring the foreigner's daily and weekly exposure rates to the online and printed newspapers and magazines.

• Investigating the perceived credibility of the print and online newspapers and magazines from the respondents' points of view.

Hypotheses

In light of the above literature reviews as well as the assumptions of the uses and gratifications and media dependency theories, this study sought to test the following hypotheses:

H1: There's a positive correlation between the foreigner's motivations behind reading print and online newspapers and magazines and the gratifications obtained.

H2: The longer the foreign residents stay in Egypt, the more likely they will depend on the Egyptian Arabic language media to acquire information about the current events.

H3: The perceived credibility of the print and online newspapers and magazines is positively correlated to the foreigner's exposure rates to them.

H4: There are no significant differences in the degree of dependence on print and online newspapers and magazines between:

• Males and females (gender of respondents)
• temporary and permanent residents (type of residence)

H5: The more instrumental and ritualized motives the foreign residents have behind reading Egyptian newspapers and magazines, the greater degree of dependence they tend to have on them.

Research Methodology:

The survey research method was utilized in the current study. The survey was conducted on a sample of 250 foreign non- Arab residents in Egypt to identify the main sources they depend on to keep track of the current events and investigate their motivations behind reading the different kinds of Egyptian and international newspapers and magazines.

However, the current study was not only restricted to the quantitative research methods but also used the qualitative methods through conducting 10 in-depth interviews with 10 foreign residents in Egypt (7 males and 3 females) from different nationalities from around the world. This provided the researcher with clear explanations and illustrations for the quantitative results and helped dig deeper behind the reasons of the different phenomena and variables studied in this research.

Sampling Setting:

The survey was conducted between May and August 2015 on a convenience sample of 250 respondents of the foreign residents who have been living in Egypt for more than 6 months and are 18 or more than 18 years old in order to be aware of the current events that take place around them. The ques-

tionnaire was distributed in two governorates (Cairo and Giza) in a large number of foreign embassies, consulates, cultural centers, international schools, foreign universities as well as some centers for teaching Arabic for the non-native speakers.

The sample included both males and females from 18 to more than 55 years old. The questionnaire was mainly distributed in English, however, an Arabic version was given for those foreigners who could not speak English but could learn Arabic during their stay in Egypt.

The sample contained foreign residents in Egypt from 48 countries around the world that can be classified by continents as follows:
• Europe: (61 respondents from 17 European countries)
• Asia: (68 respondents from 12 Asian countries)
• Africa: (82 respondents from 17 countries)
• United States of America: (37 American respondents from different states).
• Australia: (2 respondents)

In addition, 10 in-depth interviews were conducted with 10 foreign residents in Egypt (7 males and 3 females) from different nationalities (1 American, 1 Finnish, 1 Chinese, 1 Japanese, 1 Nigerian, 1 Dutch, 1 Korean, 1 Tajikistani, 1 Tanzanian and 1 French) aiming to deepen the study and find some clear explanations and illustrations for its different results. Each interview lasted from 30 to 45 minutes. The age of the participants ranged from 20 to 55.

Data Collection Tools:
This study depended on the ques-

tionnaire as the main data collection tool. The study also depended on in-depth interviews with 10 foreign residents in Egypt as a tool for collecting more in-depth explanations and illustrations.

The paper-and-pen survey was distributed and the researcher was present all the time during the data collection process. The questionnaire employed closed-open and closed-ended questions to make it easier for the respondents and to save some time because of the questionnaire's length. The questionnaire consists of 14 questions in addition to 7 personal questions at the end. Some of the questions consisted of two or three parts.

Theoretical framework
Uses and Gratifications theory
The uses and gratifications approach focuses on the consumer –the audience member- rather than the message. Unlike the powerful-effects tradition, this approach imagines the audience member to be a discriminating user of media (Littlejohn & Foss, 2008, p. 300-301).□
Blumler, Katz, and Gurevitch (1974) say that the audiences are "active" and responsible for selecting media in order to satisfy their desires. Blumler, Katz, and Gurevitch explain the original idea of the Uses and Gratifications approach as follows:

Compared with classical effects studies, the uses and gratifications approach takes the media consumer rather than the media message as its starting point and explores his com-

munication behavior in terms of his direct experience with the media. It views the members of the audience as actively utilizing media content rather than being passively acted upon by the media. Thus, it doesn't assume a direct relationship between messages and effects, but postulates instead the members of the audience put message to use and that such usage act as intervening variable in the process of effect (p.12)

In other words, the audience is assumed to be active and goal-oriented. The audience members are largely responsible for choosing media to meet their own needs. In this view, media are considered to be only one factor contributing to how needs get met, and audience members are assumed to have considerable agency: they know their needs and how to gratify those needs (Littlejohn & Foss, 2008, p. 301).□

Through the previously mentioned analysis of literature, it appears that the uses and gratifications theory presents a sound framework for explaining the reasons behind foreigners' usage of a certain medium, their actual media behavior, the relationship between the expected and obtained gratifications.

Therefore, the uses and gratifications theory will provide an appropriate framework for the current study that aims to identify the information sources of the foreign residents in Egypt about the current events. The theory helps examine

media usage among non-Arab foreigners in Egypt and define their communicative needs and different instrumental and ritualized motives behind reading newspapers and magazines from the host country (Egypt) on one side and from their homelands on the other.

Media Dependency Theory

Sandra Ball-Rokeach and Melvin Defleur (1976) originally proposed dependency theory. Like uses and gratifications theory, this approach rejects the casual assumptions of the early reinforcement hypothesis, the old idea that media simply reinforce previously held attitudes. To overcome this weakness, these authors take a broad systems approach. In their model, they propose an integral relationship among audiences, media, and the larger society. (Littlejohn & Foss, 2008, p. 302-303).

The first relationship, between the society and the media, affects media access and availability as important antecedents to an individual's experience with the media. The second relationship, between the media and the audience, is the key variable in the model because it affects how people might use a mass medium. The third relationship is between the society and the audience. Societies influence consumers' needs and motives for media use and provide norms, values, knowledge and laws for their members (Rubin & Windahl, 1986, p. 185).

The dependency theory brings forth many unique propositions and functions. As Sandra Rokeach and Melvin DeFleur explain (1976), "The

basic propositions of the Dependency Theory can be brought together and summarized as follows: The potential for mass media messages to achieve a broad range of cognitive, affective, and behavioral effects will be increased when media systems serve many unique, and central information functions." This again reiterates the idea that the more the medium has to offer, the more useful it will become. (p.7)

?The main focus of this theory is the relationship between media and its audiences. In the present modern world, it is found that individuals highly depend on media to satisfy a range of their needs. These needs could range from political, to fashion to entertainment (Yang, " Media Dependency Theory", n.d.).

The literature on media dependency suggests that citizens are more likely to turn to mass media as a source of reassurance and information during periods of political instability, and in doing so; they are more likely to be influenced by mass media (DeFleur & Rokeach, 1976, p.7).

It reinforces the notion that in periods of transition, mass media – at the broadest level – can serve as a source of information to help understand political developments. Citizens of countries in transition are likely to be heavy media consumers in order to reassure or inform themselves, and it is anticipated that these individual-level patterns of media use will be weakened as institutional reform progresses (Pye, 1963, p. 164).

The Media dependency theory

also provides an appropriate framework for examining how and why foreigner residents in Egypt depend on various types of mass media to get information about the current events, especially during the unstable political circumstances and successive crises Egypt has been witnessing since the early days of revolution. It will also allow the researcher to examine the size and extent of dependence on the different media sources and help identify the role of the Egyptian foreign language press as a source of information and understand the intermediate and the demographic variables that affect the audience's dependency on the mass media.

Foreigners and Mass Media: A Quick Glance

Due to the developments of transportation means, the crossing of borders has become easier and less complicated as tens of thousands of people tend to cross the borders of different countries seeking quality of life, family unification or political asylum (Elias, 2003, p.2).

Millions of people change homes each year crossing cultural boundaries—from immigrants and refugees resettling in search of a new life, to temporary sojourners finding employment overseas, governmental agency employees, Peace Corps volunteers, military personnel, and exchange students, to name only a few. Settling down in a new society can be one of the most dynamic and complex processes in an individual's life. Personal and cultural changes are enmeshed in con-

tinuous processes of discovery, up-heaval and crisis (Elias & Lemish, 2008, p.21).

Researchers have used the uses and gratifications theory in defining how displaced audiences use the media in their new communities. Expatriates were found to have different personal needs which include: (a) physical safety, (b) the ability to communicate with family and friends quickly and frequently, (c) quality of education, (d) availability of medical resources, (e) need for entertainment, (f) the ability to buy/obtain home country products, (g) the ability to integrate with local community (Hattingh & Matthee & Lotriet, 2014, p. 25).

The analysis of the literature on the uses and gratifications of expatriates, immigrants and foreign residents in different countries proved that foreigners and expatriates can depend on media from their homeland, host country or even international media from other countries aiming to achieve different sets of uses and gratifications and satisfy certain motives other than the previously mentioned motives of the native audiences (Paragas, F. 2006, P.283, 284).

The 'Inward' and 'Outward' model for understanding the importance of the mass media in the lives of immigrant families:

Nelly Elias and Dafna Lemish (2008) introduced an initial model for understanding the place of the mass media in the lives of immigrant families. The model distinguishes be-tween two primary challenges that the immigrant family has to face: 'outward' integration, which means the social and cultural adaptation to the host society, and 'inward' integration which can be defined as the efforts to preserve internal family unity and shared cultural heritage that is shattered due to moving to another country. The former requires preserving the shared cultural heritage, and first and foremost, the mother tongue is necessary for everyday communication between family members. (p. 36, 37)

These different paths of integration, which could also be seen as the main challenges that immigrant families have to confront, are expressed in different media roles. In integration oriented 'inwards', the media's roles include vesting mother-tongue linguistic skills, transmitting cultural heritage and spending time with family members. For integration oriented 'outwards', the media contributed by vesting host-language skills, adopting local youth culture and spending time with peers and many others.

Using mass media from the host country:
During the acculturation stage, the most salient mass communication needs of the foreign residents or immigrants become mainly concentrated on the acquisition of various kinds of information from and about the host society while the second need is usually the improvement of language Competence of the host country. The third salient mass communication need is the acquisition of knowledge about the host country's culture, which embrace norms, values, customs, education, history, religion, attitudes and behaviors accepted and practiced by the ongoing system.(Qian, 2009, P. 193,194)

Mass media in the host language facilitates the newcomers' acceptance of the host cultural values and adaptation motivation (Stilling, 1997, p. 77). Thus, mass communication enables newcomers to learn about the host culture beyond their interpersonal environment. Within this context, Kim found a positive correlation between host language competence and host media use in a study about Southeast Asian refugees while Shah (1991) found a strong association between host media use and cross-cultural adaptation in Asian Indian immigrants (p.311)

Using mass media from the homeland
The ethnic interpersonal relationships and homeland media use aid newcomers' short-term adjustment to the new environment (Cui et al., 1998). While ethnic interpersonal relationships allowing newcomers a link to their ethnic background, media from the homeland provide them with information, services and updates from their own culture (Kim, 2001). According to Kim, as "many strangers initially lack host communication competence and do not have access to the resources they need to be self-reliant, they tend to seek out and rely heavily on ethnic community assistance" (p.77)

In other words, media in the for-

eigners' mother tongue serves a double role. On the one hand, it is a means of learning about the new society and about ways to adapt to it (Hwang and He, 1999; Viswanath and Arora, 2000; Walker, 1999). At the same time, it also preserves the immigrants' cultural heritage and strengthens the sense of intra-group solidarity. Accordingly, it may be claimed that the global media is one of the central factors shaping and developing transnational communities in different diasporas (Elias & Lemish, 2008, p.22).

Foreigners in Egypt: A Quick Glance

Throughout history, Egypt has been welcoming foreigners from around the globe who used to come for the purposes of studying, working, tourism or escaping from unstable political conditions or civil wars in their countries.

Over years, foreigners have made significant contributions to Egyptian economic, social, and cultural activities, perhaps never so dramatically as they did after World War I. In the years roughly from 1918 until 1948, they began to reshape the Egyptian economy (Tignor, 1980, p.416).

The 25th of January revolution and the transitional stage Egypt passed by during and after 2011 influenced the numbers of foreigners in Egypt dramatically as they witnessed severe unprecedented decline. The Egyptian revolution carried a challenging transition phase, starting out with problems such as low foreign direct investments (FDI) and high budget deficit (Abdou & Zaazou, 2013, p.29).

The latest reports of the Central Agency for Public Mobilization and Statistics, over the past years pointed to the noticeable decrease in the number of foreign employees working in the private and investment sectors that reached (18234) foreigners in 2011 and decreased in 2012 to reach (16712) and then decreased again in 2013 to reach (14699) and then (13486) in the latest records in 2014 which is a serious indicator about the influence of the terroristic attacks and political unrest Egypt has witnessed during the last years which obliged dozens of foreign residents to leave Egypt and return back to their home countries because of security concerns.

On the other side, statistics showed that the total number of the foreign employees in the governmental and public/public business sectors in Egypt reached 560 foreigners in 2014 compared to 956 foreigners in 2013, which indicates a decline of 41.4% due to the decrease in the number of foreign employees especially in Petroleum Sector after June 30 revolution.

The previous insightful indicators about the current circumstances in Egypt and the numbers of the foreigners living here asserts how the media outlets those foreign residents are exposed to might play a vital role in influencing their understanding and forming their image about the local current situations and might also affect the extent to which they feel safe or worried about their future which gives this study a special importance during this critical period of time.

Results:

Finding I: Media Usage among foreign residents and motivations of reading newspapers from the foreigner's homeland, and from the host country:

In order to investigate the extent to which the respondents depend on the different media outlets to acquire information about the current events in Egypt, the respondents were asked to identify the degree of their dependency on various media sources. 39.9% of the respondents reported that they (always) depend on the internet news websites and social media to get information about the Egyptian current events while 22.9% reported that they (always) depend on interpersonal communication including discussions with friends and attending seminars for the same purpose.

The reasons of this lie behind the vital role internet and social media play to maintain foreigners' social connections with families and friends back home as well as helping them acculturate to the host society and make new friendships with some of its members. In addition, new media could also provide them with an easily accessible source for information around the clock.

The biggest percentage of the respondents' answers (34.23%) indicated that they depend on Al-Ahram Weekly newspaper as the main Egyptian foreign language newspaper to acquire the needed information about the current events. However, Al-Masry Al-Youm was the main Egyptian Arabic language newspaper the biggest percentage of respondents (28.96%) seek in-

formation from, followed by Al-Ahram newspaper that came at the second place with (25.83%).

Among the international newspapers and magazines the respondents, The Guardian came on the top with a percentage that reached 25.58% while New York Times newspaper came at the second place with 24.87%. On the other side, Al-Ahram online came at the top of the news sites the respondents prefer to read regularly with 36.9%, followed by Egypt independent at the second place with 24.3%.

When the respondents were asked to choose the kinds of news they prefer to read, (25.9%) of the respondents reported that they were concerned with reading political news while (19.9%) said they prefer social news and (17.3%) indicated that they prefer to read news about arts and culture.

On the other side, the study findings partially accepted the validity of the hypothesis "The longer the foreign residents stay in Egypt, the more likely they will depend on the Egyptian Arabic language media to acquire information about the current events" as Pearson correlation analysis proved the existence of a positive correlation in both cases of the Egyptian Arabic newspapers and magazines and the Egyptian Arabic television.

On the contrary, no correlation between the length of stay and the respondent's dependence on Egyptian Radio was found as Pearson Correlations equals (.34) and (Sig= 0.594) when (N= 248).

The relationship between the in-strumental and ritualized motives of the foreign residents behind reading Egyptian newspapers and their degree of dependence on them was also evaluated on two levels. The results proved the existence of a positive correlation between the foreigner's instrumental motivations of using Egyptian foreign language newspapers and magazines and the degree of their dependence on them as a source of information when (Pearson correlation = .236) which is statistically significant at the 0.01 level (Sig=.000) when N= 225.

Similarly, the Pearson correlation also proved the existence of a positive correlation between the foreigner's ritualized motivations of using Egyptian foreign language newspapers and magazines and the degree of their dependence on them (Pearson correlation = .161) which is statistically significant at the 0.05 level (Sig=.015) when N= 227.

On the other side, the instrumental motives behind using Egyptian Arabic newspapers was found to be positively correlated to the degree of the respondent's dependence on them. However, no correlation between the ritualized motives and the foreign resident's dependence on the Arabic newspapers and magazines was found.

This was explained by most of the respondents in the qualitative study who reported using Arabic language press mainly to acquire more information about the local affairs and for learning Arabic language more than entertainment or companionship because the Arabic language is completely unfamiliar for them and different from their own languages

and cultural backgrounds so they do not depend mainly on them for achieving the entertainment and companionship goals.

Finding II: Exposure rates to the printed and online newspapers and magazines and their perceived credibility from the foreigners' point of view:

As for exposure rates to print and online media, the majority of respondents (47.7%) of the respondents revealed that they read printed newspapers and magazines once a week while (23.4%) indicated that they read them twice. On the other side, (28.8%) of the respondents declared that they read online news sites more than 4 days a week while (21.8%) read them 4 days a week and 18.3% read them once a week. The higher exposure rates to the online newspapers, magazines and news sites indicate their popularity as a source of information about the current events between the foreign residents in Egypt.

Similarly, 62.0% of the respondents who read print newspapers and magazines revealed that they usually spend less than an hour daily on reading them. However, 37.6% of the respondents who read online media reported that they usually spend from one hour to less than two hours on reading online newspapers and news sites while 35.8% said they read them for less than one hour daily.

As expected, a positive correlation was revealed between the foreigner's motivations behind reading print newspapers and magazines and the

gratifications obtained by reading them. (Pearson correlation = .474) that is significant at the level .01 (.000) when (N= 209). Similarly, Pearson correlation analysis also proved the existence of a significant correlation between motivations of reading online news sites and the gratifications achieved (Pearson correlation = .465) that is significant at the level .01 (.000) when (N= 255). This correlation also confirms the active audience context as foreign residents choose to depend on printed or online media because they have certain motives and seek to achieve certain gratifications.

In addition, the study findings rejected the hypothesis saying "The perceived credibility of the print and online newspapers and magazines is positively correlated to the foreigner's exposure rates to them" as no significant correlations were found between the credibility of the printed newspapers and online news sites and the foreigner resident's exposure rates to them.

Also, the T-Test revealed that there is no statistical differences between males (M =6.58, SD =1.98) and females (M = 6.95, SD = 2.136) in their dependency on printed newspapers and magazines when (t= .962) which is not statistically significant as (Sig=0.338). Similarly, there are no statistical differences between males (M =4.425, SD =1.767) and females (M = 3.94, SD = 1.77) in their dependency on online news sites when (t= 1.37) which is not statistically significant as (Sig=.174).

However, significant differences in

the degree of dependence on printed newspapers and magazines were noted between permanent (M =7.167, SD =2.197) and temporary foreign residents (M = 6.409, SD = 1.884) residents when (t= 1.955) which is statistically significant as (Sig=0.053). Yet, no significant differences in the degree of dependence on online news sites between permanent and temporary foreign residents were proved.

Finding III: Comparison between the Egyptian foreign and Arabic language press and international press in terms of objectivity, credibility and balance:

During the times of crises and political unrest in Egypt, the results indicated that 39.7% of the respondents reported that they depend more on international press while 34.7 reported that they tend to depend on the Egyptian Arabic language press during such times and only 25.6% indicated that they depend on Egyptian foreign language press during these critical periods.

?As expected, in comparison to the Egyptian foreign and Arabic language press, international newspapers and magazines occupied the first place in all the evaluation criteria that were given to the respondents. 59.1% of the respondents said international newspapers and magazines have higher credibility, 55.8% reported that they have sufficient coverage for the events. Also, 50.2% said they have greater network of correspondents on spot, 54.5% believed they provide wider range of information and facts, 60.8% indicated that they provide a balanced pres-

entation of all the points of views.

Discussion

Previous literature showed that media play an instrumental role in the lives of expatriates, immigrants, foreign students, refugees or any other foreigners living in any country in the normal circumstances. However, when it comes to Egypt, the media sources were proved to be of utmost importance for the foreign residents who are surrounded by all these political transitions and security concerns. Thus, they resorted to many information sources and preferred to depend on more than one media outlet to get a clearer image about what is really happening.

It was logical to find out a positive correlation between the length of the foreigners' residence in Egypt and their exposure rates to the printed and online newspapers and magazines which would enable them to know more about what is going on inside Egypt or even acquire information about the current events in their home countries.

This also explains why differences were found between those who intend to live in Egypt permanently and those who intend to stay temporarily in terms of their degree of dependence on the printed media as those who intend to live permanently showed more interest in buying the printed newspapers and magazines to read them and know more about what is happening in Egypt than those who want to stay only for a short period of time.

As the time passes and the foreigners start to learn the host country's language, the host country me-

dia become a vital component in their lives as it helps them acculturate to the new society's culture, norms, values, customs and traditions and learn its official language proficiently. This is what the one of the hypotheses revealed as it showed that the longer the foreign residents stay in Egypt, the more likely they would depend on the Egyptian Arabic language television, newspapers and magazines to acquire information about the current events in Egypt and adapt to the Egyptian society. These results go with the findings of the previous studies and researches.

During their stay in the host country, the foreign residents were found to use the different media outlets selectively because they have certain instrumental and ritualized motivations in min. The results showed that the more the foreign residents have certain motivations behind reading printed or online newspapers and magazines in their minds, the more likely they would achieve the gratifications sought by using them.

In brief, the current study turns the attention to two main crucial issues; the first is the image the international media try to convey all the time about the local Egyptian situation as well as the important role the Egyptian media must play to provide a realistic image about what is going on in Egypt for both the foreign residents inside Egypt and the international readers around the world. As most of the interviewees in the in-depth interviews explained, the international media portray Egypt as a hot zone and concentrates only on its local conditions when there are

major strikes, terroristic attacks or political or economic crises.

Although most of the respondents said they do not feel scared in Egypt and they are not very worried about the future here, they insisted that all of their families back in their home countries see Egypt as a scary place with obscure future because of what is published in the international media and even in the media in their homelands. However, most of them still find international media outlets better information sources than Egyptian media that lack credibility and freedom of expression from their point of view. This directs the attention to a second crucial issue related to the quality of the journalistic content provided by the Egyptian media, and the assessment of the local and international foreign readers for it.

Here, we should move to an important aspect which is how Egyptian media outlets, whether they are issued in Arabic or foreign languages, must pay special attention to developing their professionalism standards and improving their reputation among foreigners inside and outside Egypt and how the big media institutions can introduce a strategy for turning their media product into a considerable information source for people who want to know about Egypt's local affairs from around the world.

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