

Egyptian Media and US Presidency Candidates 2016

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Objectives

1- To Know how the Egyptian people evaluate the candidates worthiness to be the US president

2- To define the news frames and central ideas of the articles that introduce the presidency candidates in the Egyptian media.

3- To investigate the impact of the educational background in the interest of the foreign affairs.

Why?

1- The huge debates that took place in the society about Hillary Clinton and Donald J. Trump

2- The observed unclear vision about both candidates in the Egyptian media with an unjustified tendency to prefer Trump as next president of the US

3- The probable impact of the cultural background in opinion formation of the foreign policy issues

Methodology

1- Content Analysis

Employed to identify the frames of the US presidential campaigns in Al-Ahram national newspaper within 322 news articles from April to December 2016. (71% news, 29% articles)

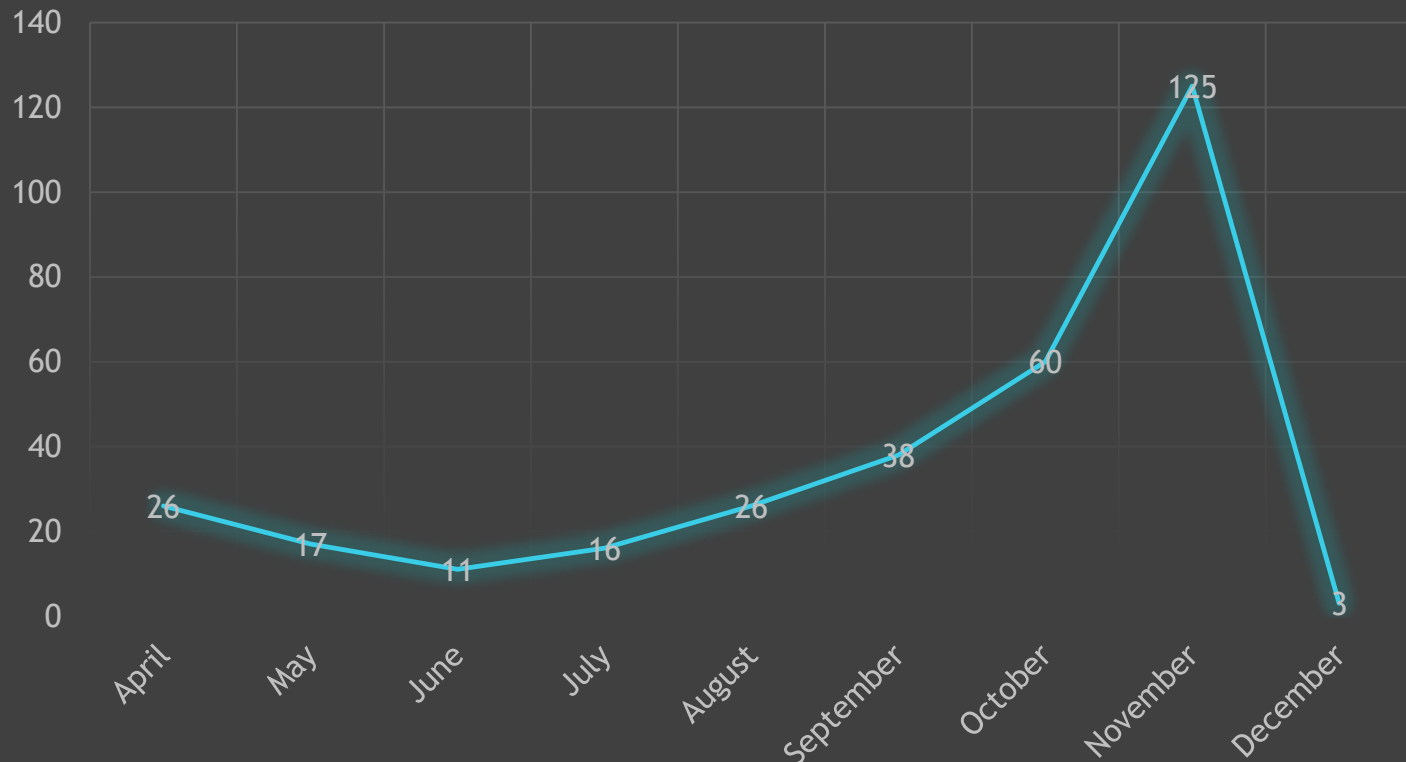
2- Survey

Applied to investigate the opinions of 280 Egyptians about the worthiness of candidates to be the next US president.

Results



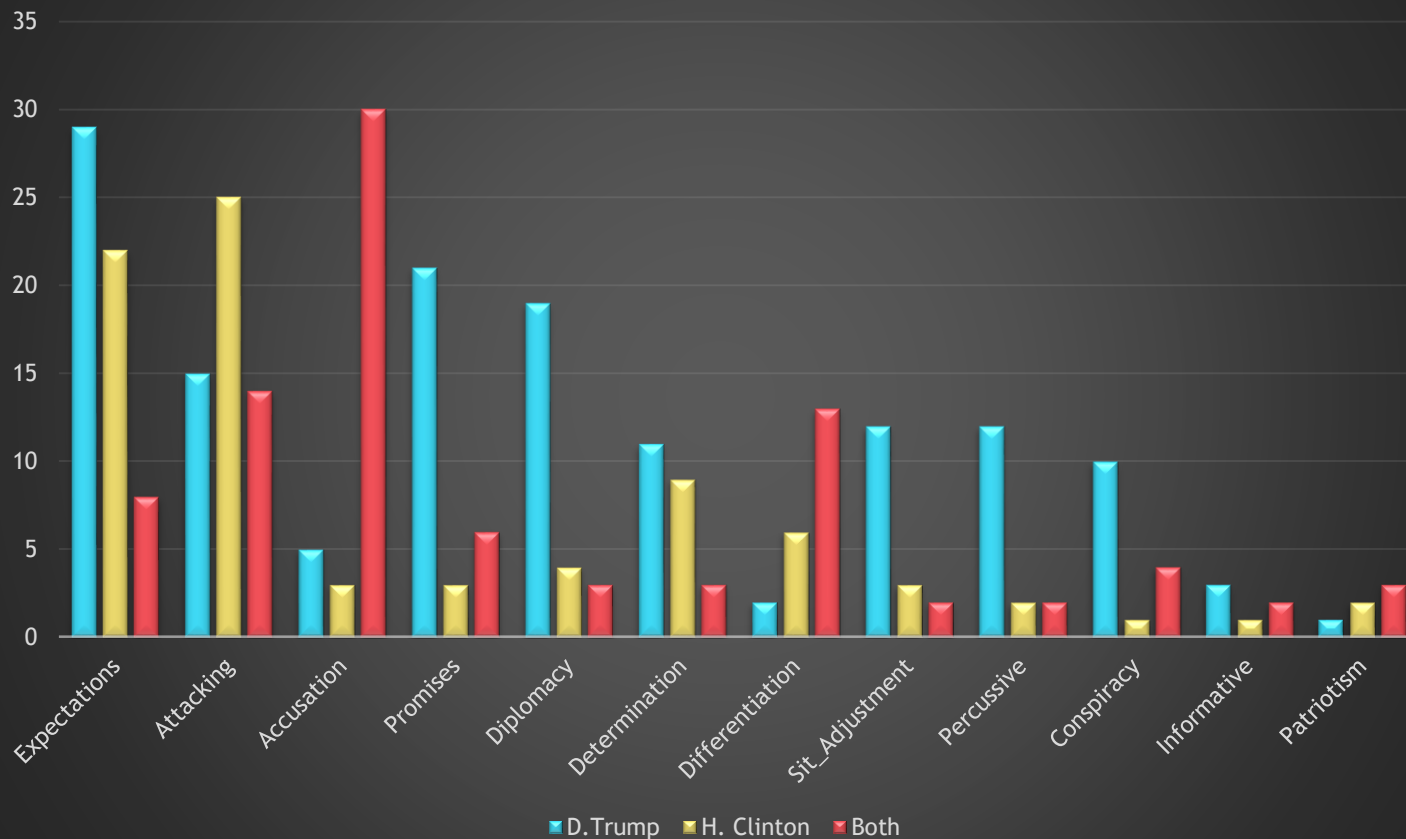
Publishing Frequency in Al-Ahram



Results



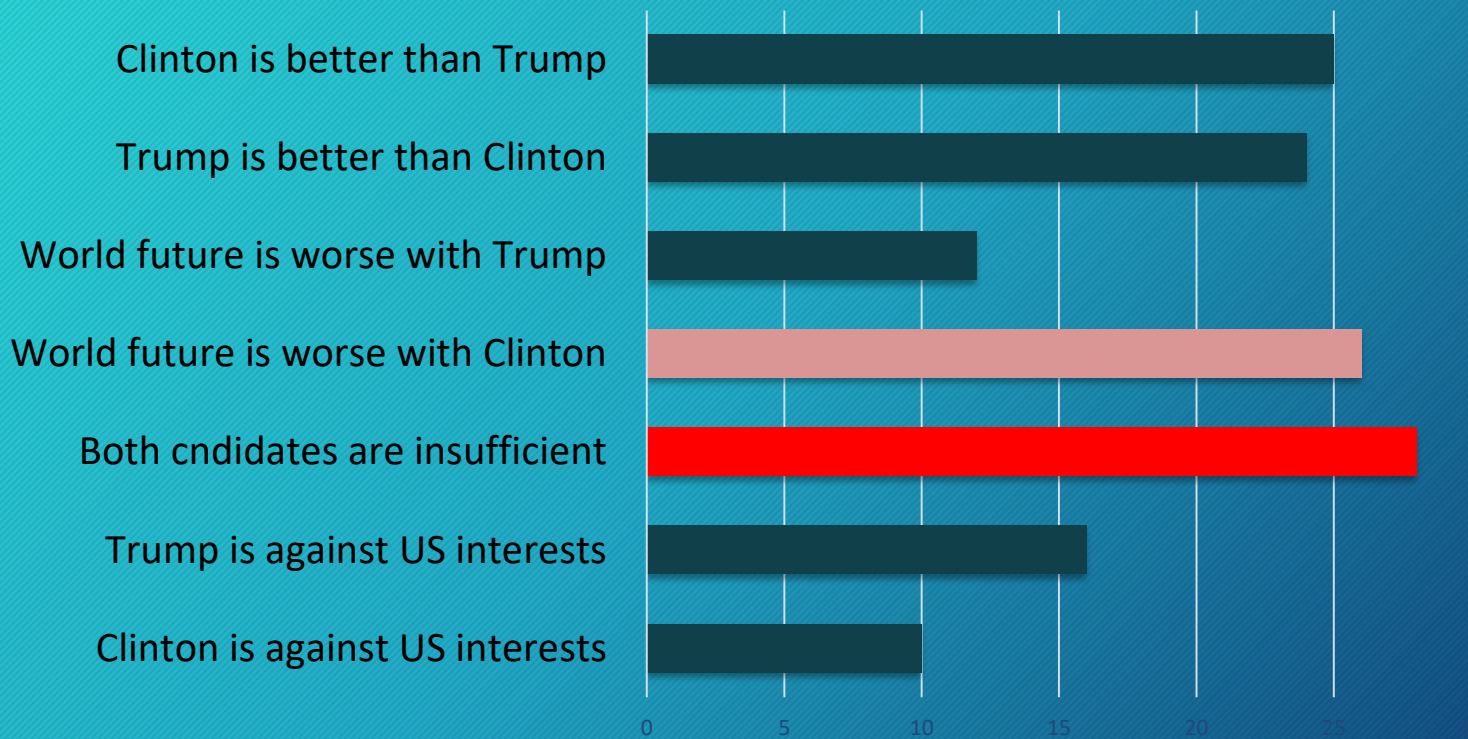
News Frames of Trump and Clinton in Al-Ahram



Results

3

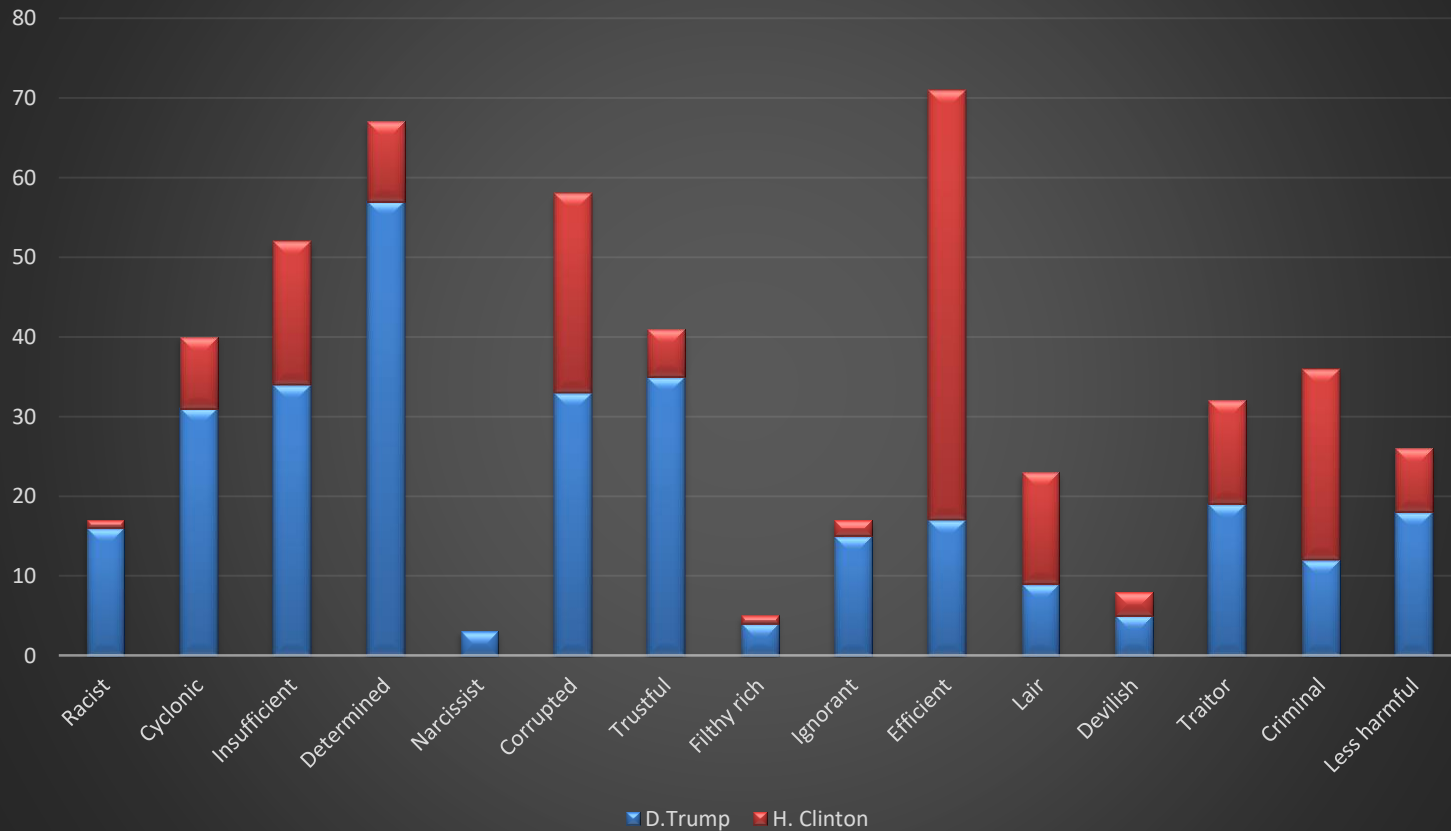
Theses in the Articles



Results



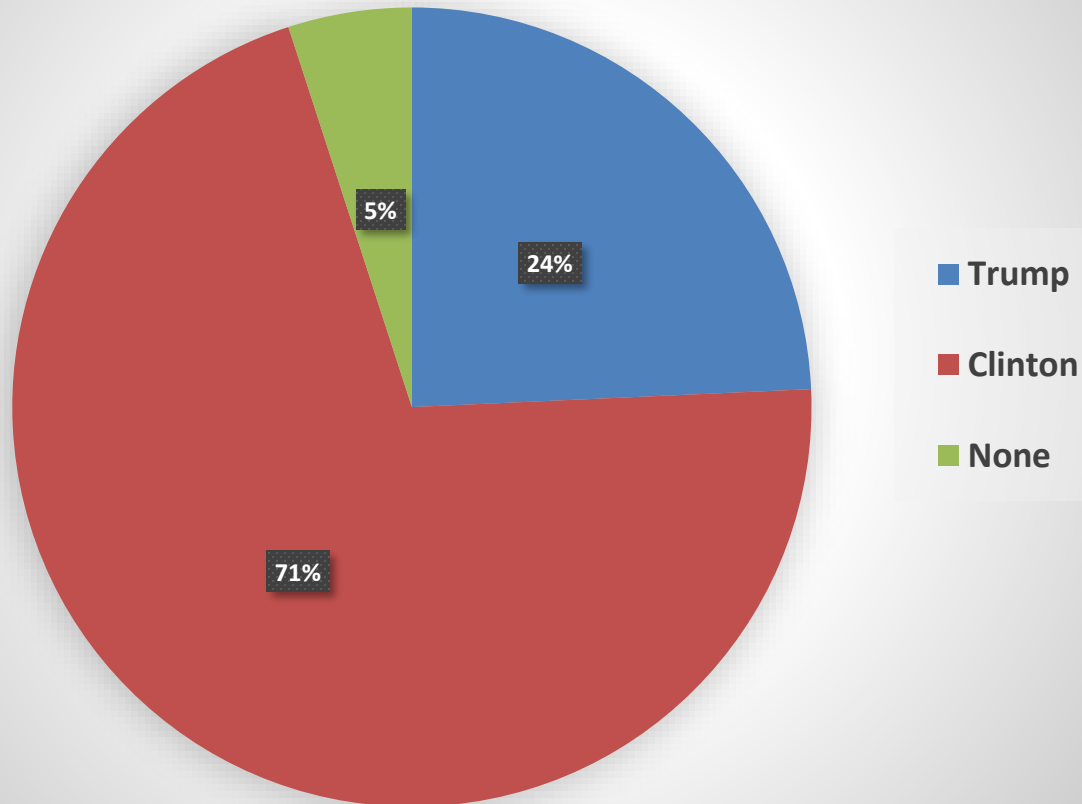
Traits of Trump and Clinton in Al-Ahram



Results

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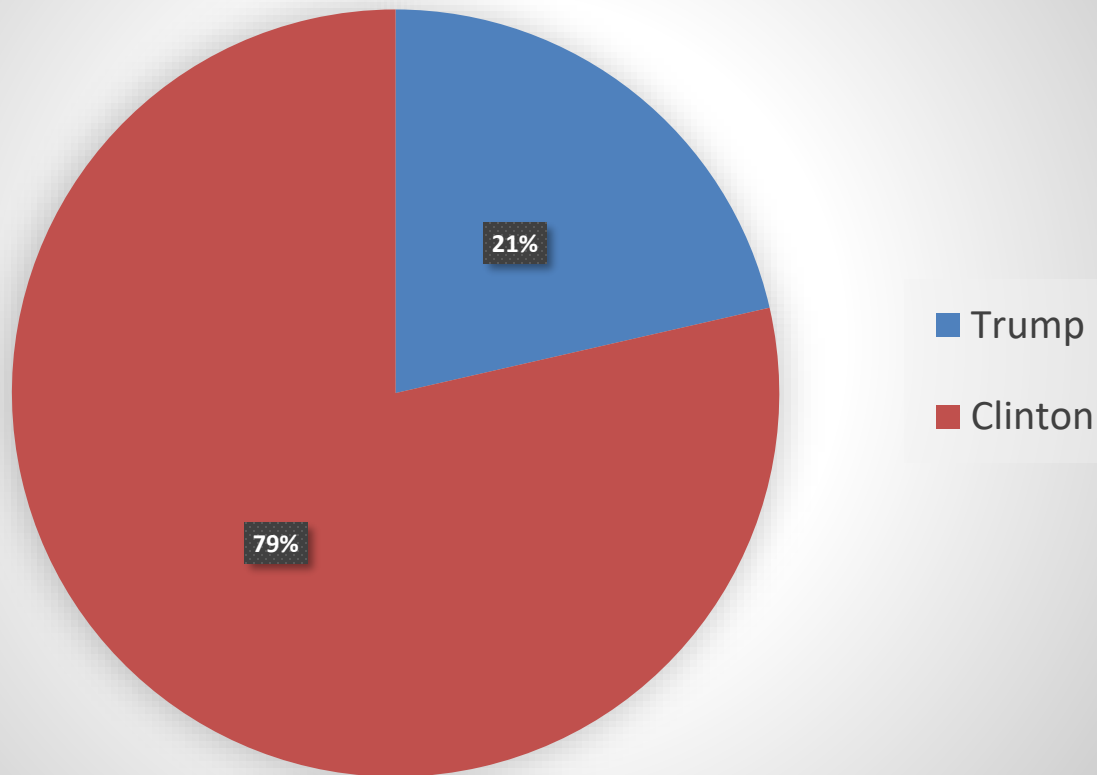
More Convincing candidates for Egyptians



Results

6

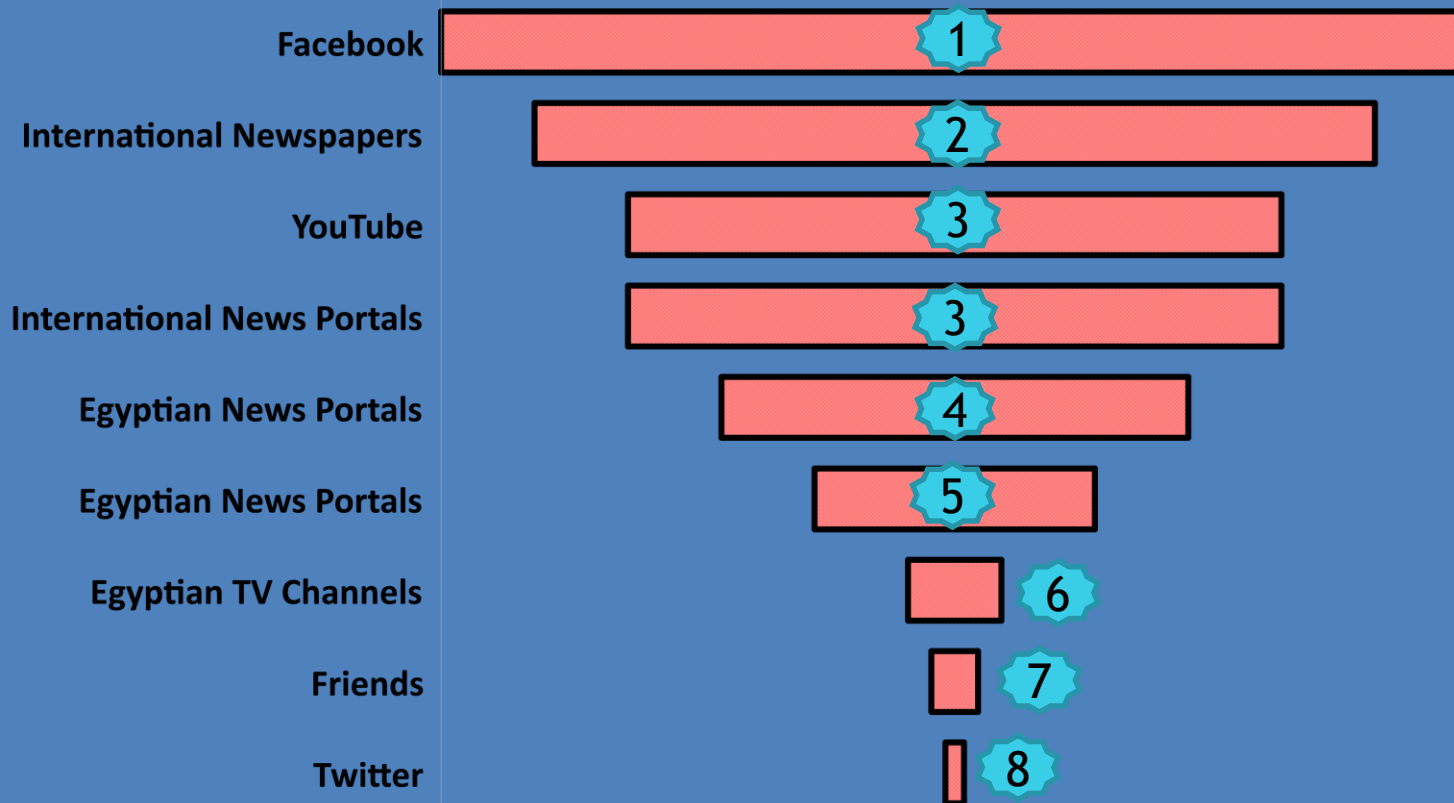
More Representative to American Values



Results



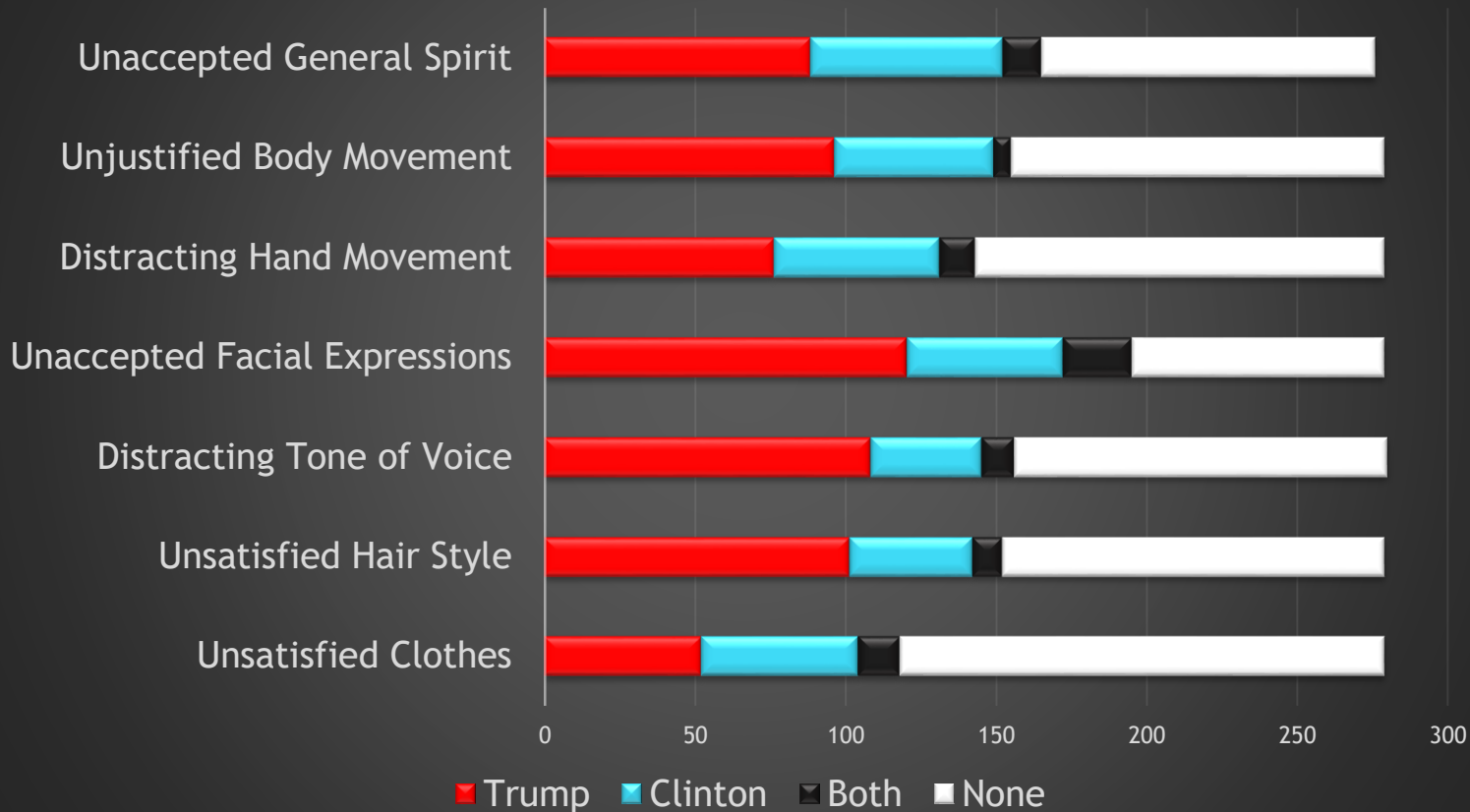
MEDIA RANKING TO FOLLOW PRESIDENCY ELECTIONS



Results



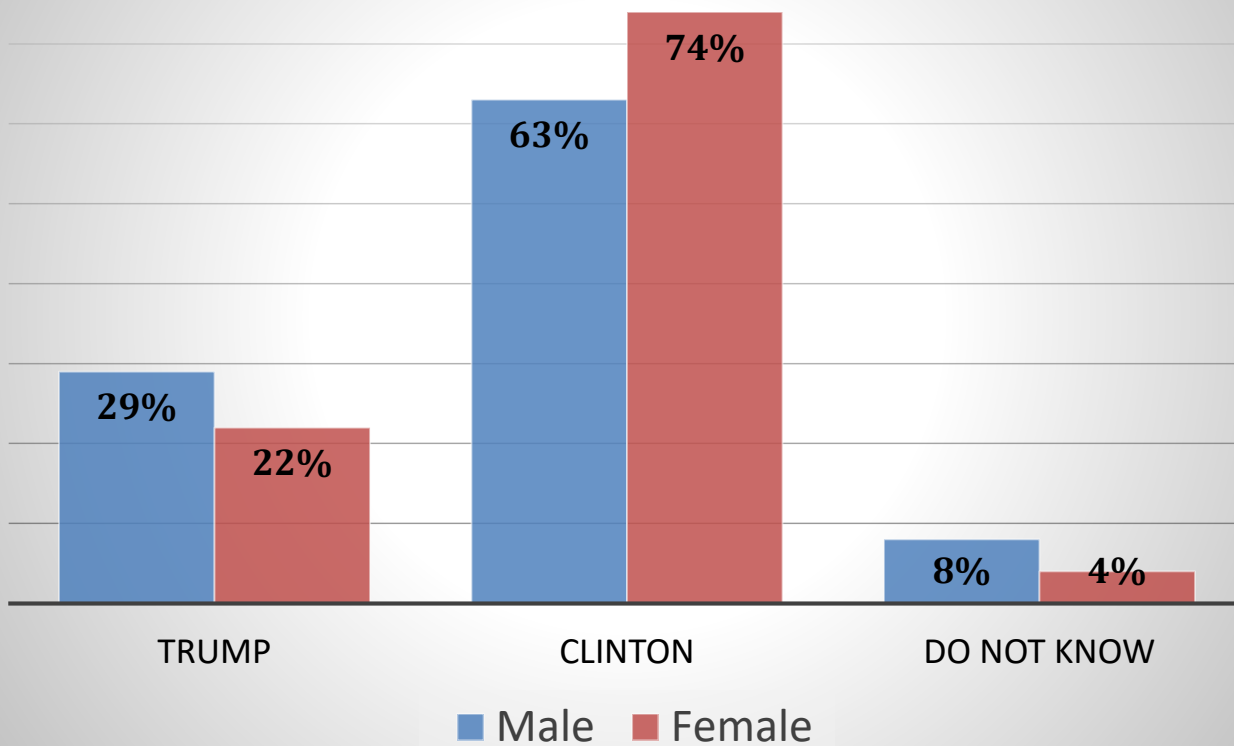
Speech Codes interpretations



Results



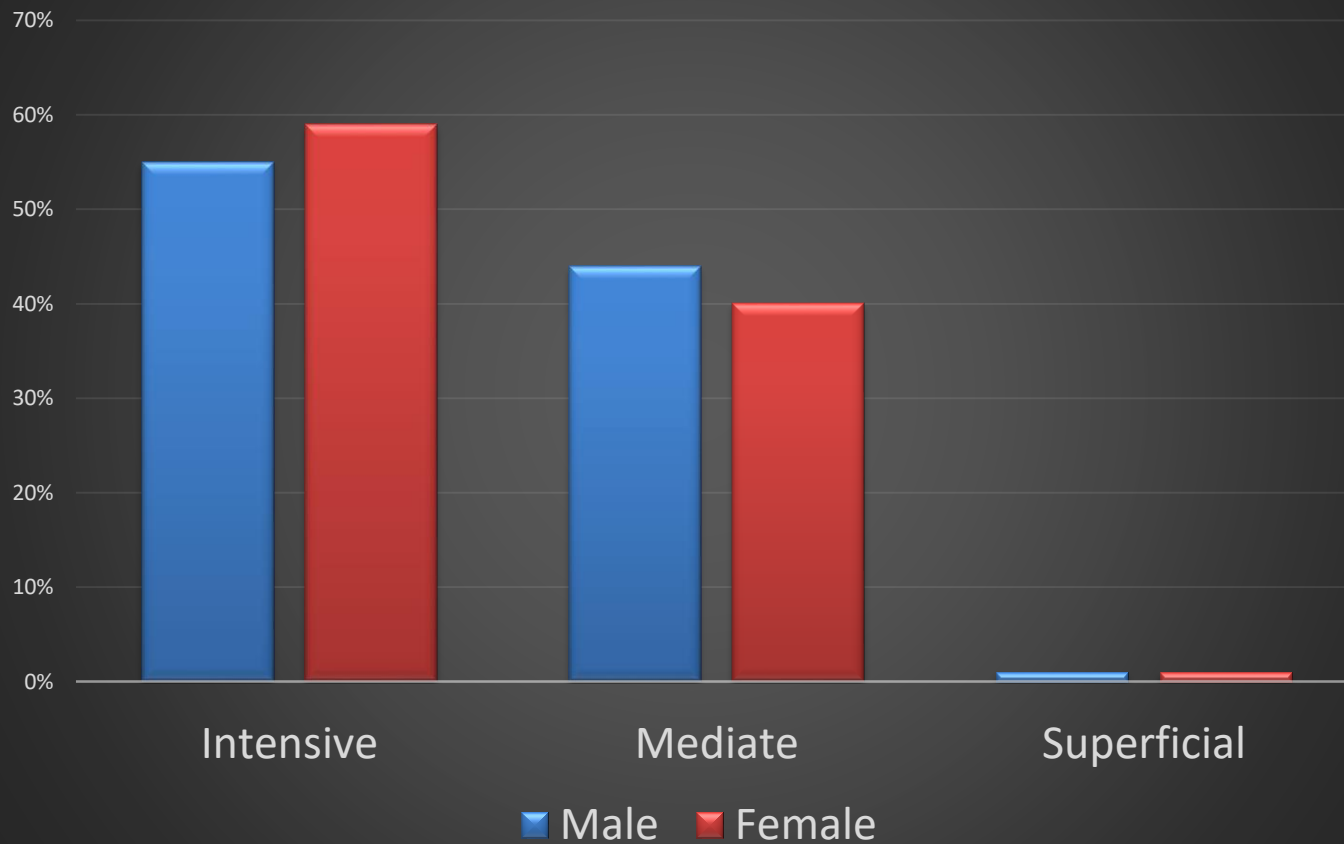
Gender and Anticipating the Next President



Results



Gender and following degree of the debates



Conclusions

1- Showing no significant differences between groups with local and foreign type of education in describing or anticipating the next president of the US. This result leads to pay attention to the other variables such as social media activities specially Facebook and YouTube.

2- Speech codes misinterpretations by the public may affect the worthiness evaluation of the presidential candidate.

3-Gender is not always a determine variable to decide the worthiness of electing a president.

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