### Egyptians' Readership of International News: A Case Study of Russian-Ukrainian War from the perspective of Seeking-Information Behavior Model

#### Fedaa Mohamed Abdel Aziz\*

#### Abstract:

At times of crises, conflicts, and wars, people, in general, consumes more news more often, even if it is in the digital format preferring online access over the traditional printed versions. This study explores the reader's attention towards the Russia-Ukraine war stories trying to figure out whether the Egyptians depend on the local or international to fetch information. The study uses the Information-Seeking Behavior model to analyze the process of their seeking trying to figure out if their interests in politics, will push them to be motivated to seek information about the Russia – Ukraine War. The study results revealed that the Egyptians rely on the international newspapers to fetch news about Russia – Ukraine War. It is also revealed that audience dependency on the newspapers is neither increasing nor decreasing with the rise in wars, however, it is still resulting in greater probabilities of the newspapers' probable effect.

**Keywords:** Readership, Russia-Ukraine, War, International Journalism, Seeking Information

<sup>\*</sup> Assistant Professor of Journalism, Faculty of Mass Communication, Ahram Canadian University

المجلة المصرية لبحوث الرأي العام- المجلد الحادي والعشرون- العدد الثالث- يوليو/ سبتمبر 2022

قارئية الجمهور المصرى للأخبار الدولية:

دراسة حالة على الحرب الروسية الأوكرانية في ضوء نموذج البحث عن المعلومات الملخص:

في أوقات الأزمات والصراعات والحروب ، يستهلك الناس عمومًا المزيد من الأخبار في كثير من الأحيان، حتى لو كانت مكتوبة رقميًّا، مفضِّلِين الوصول عبر الإنترنت على النسخ المطبوعة تقليديًّا في ورق. تستكشف هذه الدراسة اهتمام القارئ بقصص الحرب الروسية الأوكرانية في محاولة لمعرفة ما إذا كان المصريون يعتمدون على المحلي أو الدولي في الحصول على المعلومات. تستخدم الدراسة "نموذج سلوك البحث عن المعلومات" لتحليل عملية سعيهم للوقوف على ما إذا كانت اهتماماتهم بالسياسة هي التي تدفعهم إلى البحث عن معلومات حول الحرب الروسية الأوكرانية أم لا. وكشفت نتائج الدراسة أن المصريين يعتمدون على الصحف العالمية للحصول على أخبار الحرب بين روسيا وأوكرانيا. كما كشفت أن اعتماد الجمهور على الصحف لا يتزايد ولا يتناقص مع زيادة الحروب ، ومع ذلك ، فإنه لا يزال ينتج عنه احتمالات أكبر للتأثير المحتمل للصحف.

#### الكلمات المفتاحية:

قارئية ، روسيا - أوكرانيا ، الحرب ، الصحافة الدولية ، البحث عن المعلومات

#### **Introduction:**

Newspapers play a crucial role in representing conflicts. War stories are always read by the people, however, that war information is restricted because no single organization can cover all sides of any topic.

In October 2021, Russia began moving troops and military equipment near its Ukraine border, uprisings the concerns over a probable invasion setting an emergency bell for Ukraine to stay away from joining the North Atlantic Treaty Organization (NATO) to obligate against further NATO expansion toward Russia. Later, on the 24th of February 2022, Russia launched a wide-ranging attack on Ukraine in response to NATO's positioning of the additional forces in Eastern Europe.

To more precisely measure the Egyptian readership of newspapers applying to the case study of the Russia-Ukraine War, this study analyzed the sources from which the people seek their information using the Information-Seeking Behavior model.

Curiosity and Motivation are the inner forces that make people act and choose the type of newspaper to seek information from, so this study attempts to find out the reasons that lie behind their seeking of information in the newspapers in the Russia – Ukraine War.

#### **Research Problem:**

Knowledge of international newspapers readership whether printed or online is still not well research developed; this is even more problematic because it is unknown now whether the people depend on the international information from their national newspapers, or they seek information from the international newspapers as a dominant source. Questions have been raised about the Egyptian people's choices and seeking of information about Russia-Ukraine war that started at 2022. What is not yet clear is whether their interests in politics can be a motive enough for the Egyptians to seek information about Russia – Ukraine War.

#### **Research Importance:**

One of the most significant current discussions nowadays is the unknown source of information the Egyptians rely on to seek information about any breaking news topics, especially what happens in the world and not in their country of origin which is Egypt.

#### **Research Objectives:**

The study aims:

- 1- To find out if they depend on different sources than the national newspapers of their country of origin.
- 2- To find out the readability of the international newspapers in the Russia Ukraine War.
- 3- To find out the international newspapers that people mostly read during the Russia Ukraine War.
- 4- To find out the reasons that lie behind their seeking of information in the international newspapers in the Russia – Ukraine War.

#### **Literature Review:**

From 2000 to 2020, readership for print newspapers fell due to the emergence of the Internet as it has changed the print media landscape not in a specific country but the world over as will be presented in the review of the literature.

From the previous studies, it can be concluded that there is a decline in people's readership in general and in the newspapers specifically. Many studies returned that to the emergence of the digital era, although the studies presented other factors that caused the declination.

In (Amadu, Mohammed, Alhassan, & Mohammed, 2018) study, the readership of printed newspapers was explored in the Ghanaian media landscape where it was found that it declined and online consumption is now favored; however, it was highlighted that it still, the printed wins those readers who are seeking credibility.

Also, (Thurman, Newspaper Consumption in the Mobile Age: Reassessing multi-platform performance and market share using "time-spent", 2017) study showed that the consumption of the UK newspapers declined and decreased and it explained that this happened after the "mobile devices have overtaken PCs as the preferred means of accessing newspaper brands online".

Another confirmation for the decline was revealed in (**Thornton, 2016**) study who explored the US press market and confirmed that there is a decline in the traditional printed newspapers readership on the other side online is increasing but returned the problem to the newspaper readership.

In addition to (**Edegoh, Ezeh, & Samson, 2015**) study investigated the rate of readership of newspapers in Anambra State, Nigeria. The results showed that citizens do not consume printed newspapers because of the high rate of poverty as they cannot afford to buy the newspapers, that's why the rate is low.

Similarly, the (Al-Shaqsi, 2013) study highlighted that still reading newspapers is popular in Oman however many switched to the version of the online newspaper. Also, (Aliagan, 2011) study considered the readership in the Ilorin metropolis and the results showed that it is low readership but it is not because of the emergence of the internet or even because citizens shifted to online newspapers, but it is due to other factors related to the topics published in the newspapers itself "the way they report the activities of the people of the Ilorin metropolis".

Spanish press market was examined in (**Casero-Ripollés & Izquierdo-Castillo, 2013**) study where it revealed that the traditional printed newspapers readership declined and the reason returns to the free access showing that "the number of online newspaper readers increased from 27% to 37% of the total of the Spanish population".

Moreover, (**Patel, 2010**) study examined the ways the newspapers may survive in the digital era revealing that the emergence of technology changed a lot in the patterns of news consumption as people preferred the online versions for many reasons. The most important reason was the free content that the online newspapers provide for their readers. Italian press market was examined in (**Filistrucchi, 2005**) study that questioned whether the traditional and online are alternatives or not in the Italian press market. Findings showed that the online caused a negative impact on the traditional market making it lose its circulation. The question of readership of international newspapers had not initially received much attention in the literature after the 2000s, however, it was previously one of the major newspaper research pillars.

Among those rare studies are (Widholm, 2018) study that investigated the diversities of global news consumption in Sweden, and the reasons behind their reading of foreign news services. Findings revealed that 27% of the Swedish citizens read on weekly basis. Also, it was noted that the citizens who traveled abroad or had various countries' backgrounds, usually "consume non-Swedish news media". In addition to finding a moderate relationship between age and the high consumption of foreign news media. In addition to (Thurman, Newspaper consumption in the digital age: Measuring multichannel audience attention and brand popularity, 2014) study explored the circulation of the UK newspapers by carrying out comparative and longitudinal analyses. This study questioned the domestic and overseas readership and popularity among people. The results showed that the domestic audience preferred reading the print version of the newspapers however the overseas spent more time reading the online version.

#### **Theoretical Framework:**

The study will depend on the information-seeking behavior model (ISB) which discusses the method of how people hunt for and use information as stated in (**Oza & Patel, 2021**) study. The researchers highlighted that the ISB aims to define the method that the "user follows to satisfy his information need and while fulfilling that need", in which the user tries in all ways possible to approach the various sources of

information where consequently he will be able to fetch the desired information. Noting that the term was first identified by Wilson in 1981. There are 5 well-known ISB models which are summarized and presented in (**Bukhari, Hamid, Ravana, & Ijab, 2018**) study.

This study will be applying Ellis (1989) model which started with four features and another two were added to be six features. The process of the user in Ellis model begins with the searching where the user "starts" to fetch and seeks information, then the user starts to "chain" and connect the "citation or references in material", then the user works additional "browsing", to collect more information than the one gathered at the beginning, then the user starts filtering the needed information from the unneeded ones "differentiating" the important information he wants to keep. Later, the user keeps "monitoring" to be updated, and then finally the user takes the final decision by "extracting" the applicable information and scans its accuracy by verifying it where the user will be reaching the "end of the project".

Also, this study will be applying the latest model in the ISB which is created by Robson and Robinson in 2013. The researchers here merged the ISB and the communication models to make it easier to apply the ISB in the communication field. The model included nine features which are "context, demographics, expertise, psychological factors, and information user needs, wants and goals, and information provider's needs, wants and goals, motivating and inhibiting factors, features of the information-seeking process and characteristics of information and sources".

This model explains how the user gets the information and processes it where accordingly new information is communicated. Consequently, information formation occurs in the way new information is articulated after some other information has been hunted and found as stated in (**Robson & Robinson, 2013**) study.

#### **Research Methodology:**

The survey is the most suitable method of gathering and collecting data. Respondents were asked how often they read international news from other countries than their origin, what platforms they use whether it's the international newspapers or the news agencies, as well as a series of questions relating to motives behind their reading.

#### **Research Sample:**

The sample size of the study was 100 respondents. The choice of 100 respondents as the sample size was informed by (**Dominick & Wimmer, 2006**).

#### **Research Hypothesis:**

- 1- The more the reader is interested in politics, the more the reader will seek information about Russia Ukraine War.
- 2- There is statistically significant relationship between the respondent's genders and their interests in news about Russia-Ukraine war.
- 3- There is statistically significant relationship between the respondent's age groups and their interests in news about Russia-Ukraine war.

#### **Research Questions:**

- 1. Which type of newspapers did the people rely on to fetch news about Russia Ukraine War?
- 2. What are the newspapers that people mostly read at the time of Russia Ukraine War?
- 3. How regularly do they read the international newspapers?
- 4. How regularly do they read the national newspapers?
- 5. What are the factors behind their international newspapers readership at the time of Russia Ukraine War?
- 6. To what extent, the news readers are dependent on international newspapers to fetch news about Russia Ukraine War?

- 7. Which do consumers tend to do when they see posts from the news organizations, trending news, news stories shared from your family or friends and news stories from other people you follow on social media platforms?
- 8. How does consumption vary depending on social factors such as age, and political interest in international news media use?

#### **Results:**

Tuble 1.1 copie interests about it	Tuble 1. I copie interests about Russia-Omaine war							
How interested are you in news about the war between Russia and Ukraine?								
Frequency Percen								
Very Disinterested	7	7.0						
Fairly Disinterested	16	16.0						
Neither Interested nor Disinterested	31	31.0						
Fairly Interested	17	17.0						
Very Interested	29	29.0						
Total	100	100.0						

Table 1: People Interests about Russia-Ukraine War

Data in table one was designed to find out the level of interest of Egyptian people towards the Russia-Ukraine war. The figures show that Egyptians were neither Interested nor disinterested with 31% reading or knowing about the Russian-Ukrainian war. However, still, 29% of the survey respondents are very interested superior to those who are very disinterested with only 7%.

	No			Yes	Walahtad
	Count	Row N %	Count	Row N %	Weighted Percent
Television	56	56.0	44	44.0	28.2
Newspapers	82	82.0	18	18.0	11.5
Radio	98	98.0	2	2.0	1.3
Social media	31	31.0	69	69.0	44.2
Word of mouth (family / friends / colleagues) – in person/by phone/email	77	77.0	23	23.0	14.7
Total			1	56	100.0

Table 2: Respondents' Dependency on the different mediums

Data in table two was designed to find out the mediums the people mostly depend on to fetch the news. It was revealed that 44.2% of the

respondents depend on social media, then 28.2% on television. The minority chose 1.3% of the radio as a source of news information.

Where do you tend to go most often for each of the following types of news content?							
	N	No		es	Weishted		
	Count	Row N %	Count	Row N %	Weighted Percent		
Local News	69	69.0	31	31.0	17.2		
International News	46	46.0	54	54.0	30.0		
Headlines – i.e. Top stories	66	66.0	34	34.0	18.9		
Breaking news – i.e. News that's happening now	53	53.0	47	47.0	26.1		
In depth analysis	86	86.0	14	14.0	7.8		
Total			1	80	100.0		

 Table 3: The news content types preferences

Data in table three was designed to find out whether people head to the local or international or to the top stories headlines or the breaking news or the in-depth analysis in order to fetch information about the Russia-Ukraine war. It was revealed that people tend to fetch information in the international newspapers with 30% then comes as a second choice, the breaking news with 26.1% to find out the latest news about Russia-Ukraine. It is also noted that people are not interested to read an in-depth analysis as it came at the last with 7.8%.

Do you prefer reading about the war from local or international newspapers?							
Frequency Percent							
Local	24	24.0					
International	76	76.0					
Total	100	100.0					

 Table 4: Local Vs International Preferences

Data in table four was designed to follow up on the previous question to make sure that the survey respondents were reliable and it was confirmed that people fetch for Russia-Ukraine war from the international platforms with 76%.

Which of the following do you consume from the international news media from other countries than your country of origin?									
		No	Y	Yes	Weighted				
	Count	Row N %	Count	Row N %	percent				
International Printed Newspapers	97	97.0	3	3.0	1.9				
International Electronic Newspapers	61	61.0	39	39.0	25.0				
Social Media of the International Newspapers	34	34.0	66	66.0	42.3				
News Agencies	52	52.0	48	48.0	30.8				
Total	1	56	100.0						

المجلة المصرية لبحوث الرأي العام- المجلد الحادي والعشرون- العدد الثالث- يوليو/ سبتمبر 2022

**Table 5: People Consumption towards International News Media** 

Data in table five was designed to find out the people's consumption of the international news media away from their consumption in their country of origin which is Egypt. The results revealed that the social media of the international newspapers come as the choice number one for the survey respondents with 42.3%. Then, comes the news agencies with 30.8% then international electronic newspapers with 25%, and last comes the international printed newspapers with 1.9%.

Lubie of Libine of he	The second secon		0,1				
	No			Yes	Waishtad assessed		
	Count	Row N %	Count	Row N %	Weighted percent		
Al-Ahram Newspaper	82	82.0	18	18.0	7.6		
Watan Newspaper	93	93.0	7	7.0	3.0		
Shoruk Newspaper	92	92.0	8	8.0	3.4		
BBC News	48	48.0	52	52.0	21.9		
CNN	56	56.0	44	44.0	18.6		
Al Arabiya	52	52.0	48	48.0	20.3		
RT (Russia Today)	97	97.0	3	3.0	1.3		
Moscow Times	90	90.0	10	10.0	4.2		
Russian news agency	100	100.0	0	0.0	0.0		
Kyiv Post	92	92.0	8	8.0	3.4		
The New York Times	83	83.0	17	17.0	7.2		
The Washington Post	88	88.0	12	12.0	5.1		
The Guardian	90	90.0	10	10.0	4.2		
Others	0	0.0	0	0.0	0.0		
Total				237	100.0		
11							

Table 6: Profile of newspapers read by Egyptians about Russia-Ukraine

Data in table six was designed to establish the newspaper readership profile of Egyptians towards the Russia-Ukraine War. The data showed that 21.9% read BBC News, 20.3% read Al Arabiya, 18.6% visited CNN and 7.6% read Al-Ahram Newspaper in Egypt.

Egyptians about Russia-Okraine							
	No		Yes		Weighted		
	Count	Row N %	Count	Row N %	percent		
Is Accurate	62	62.0	38	38.0	16.6		
Is Trustworthy	59	59.0	41	41.0	17.9		
Is Neutral	79	79.0	21	21.0	9.2		
Offers a range of opinions	56	56.0	44	44.0	19.2		
Helps me make up my mind	93	93.0	7	7.0	3.1		
Helps me understand what's going on in the world today	46	46.0	54	54.0	23.6		
Has a depth of analysis and content not available anywhere	76	76.0	24	24.0	10.5		
Total	Total			229	100.0		

 Table 7: Reasons behind the Profile of newspapers read by

 Egyntians about Russia-Ukraine

Data in table seven was designed to find out why the survey respondents chose and depended on the previous profiles of newspapers read by Egyptians about Russia-Ukraine. The number one reason was that it helped them understand what's going on in the world today with 23.6%. The second reason for their choices with 19.2% was because it offers a range of opinions not only one-sided views. Then the third reason with 17.9% was because it is trustworthy as they view it as credible which consequently means that they trusted it after depending on it as the main source of news many times in different issues and conflicts. Also, 16.6% of the survey respondents depended on those profiles because they are accurate. المجلة المصرية لبحوث الرأي العام- المجلد الحادي والعشرون- العدد الثالث- يوليو/ سبتمبر 2022

Table 8: Respondents Sausfaction about the quality of International News							
How satisfied are you with the quality of international news available from the							
sources you chose in the previ	sources you chose in the previous question?						
Frequency Percent							
Very Dissatisfied	0	0.0					
Fairly Dissatisfied	13	13.0					
Neither Satisfied nor Dissatisfied	52	52.0					
Fairly Satisfied	18	18.0					
Very Satisfied	17	17.0					
Total	100	100.0					

Table 8: Respondents Satisfaction about the quality of International News

Data in table eight was designed to find out the level of satisfaction of the survey respondents towards the quality of international news. Results revealed that 52% are neither satisfied nor dissatisfied with the quality. That means they head for the international news to find out the latest news as mentioned before and for the reasons mentioned before not because of the quality.

What are your motives towards foreign news media?								
		No		Yes	Weighted			
	Count	Row N %	Count	Row N %	percent			
They provide different perspectives than your country of origin news media does	64	64.0	36	36.0	19.6			
They help me understand the outside world	42	42.0	58	58.0	31.5			
They are of higher quality than your country of origin news media provides	45	45.0	55	55.0	29.9			
They are more trustworthy than your country of origin news media	65	65.0	35	35.0	19.0			
Total				184	100.0			

 Table 9: Egyptians motives towards foreign news media

Data in table nine was designed to find out the motives for Egyptian's use of foreign news media. 31.5% of the survey respondents revealed that it helps them understand the outside world, while 29.9% consider it a higher quality than their country of origin news media provides.

=

# Table 10 (Which is divided into 5 Parts as each part contains the statistics of the choices): Respondents' Response on which of the following do you tend to do when you see posts from the following on social media platforms?

Choice 1: Look at a news post or video but don't click on it							
		No		Yes	Weighted		
	Count	Row N %	Count	Row N %	percent		
Look at a news post or video but don't click on it (News Organizations)	60	60.0	40	40.0	30.3		
Look at a news post or video but don't click on it (Trending News)	59	59.0	41	41.0	31.1		
Look at a news post or video but don't click on it (News stories shared from your family or friends)	68	68.0	32	32.0	24.2		
Look at a news post or video but don't click on it (News stories from other people you follow)	81	81.0	19	19.0	14.4		
Total	•	•		132	100.0		

On Trending News with 31.1%, people look at a news post or video but don't click on it. Then comes in the second rank, the News Organizations with 30.3%, people do the same action.

Choice 2: Click on a news article or video								
		No		Yes	Weighted			
	Count	Row N %	Count	Row N %	percent			
Click on a news article or video (News Organizations)	56	56.0	44	44.0	30.3			
Click on a news article or video (Trending News)	52	52.0	48	48.0	33.1			
Click on a news article or video (News stories shared from your family or friends)	68	68.0	32	32.0	22.1			
Click on a news article or video (News stories from other people you follow)	79	79.0	21	21.0	14.5			
Total				145	100.0			

On Trending News with 33.1%, people click on a news article or video. Then comes in the second rank, the News Organizations with 30.3%, people do the same action.

Choice 3: Look at comments about the news							
		No		Yes	Weighted		
	Count	Row N %	Count	Row N %	percent		
Look at comments about the news (News Organizations)	65	65.0	35	35.0	26.7		
Look at comments about the news (Trending News)	62	62.0	38	38.0	29.0		
Look at comments about the news (News stories shared from your family or friends)	70	70.0	30	30.0	22.9		
Look at comments about the news (News stories from other people you follow)	72	72.0	28	28.0	21.4		
Total	•			131	100.0		

المجلة المصرية لبحوث الرأي العام- المجلد الحادي والعشرون- العدد الثالث- يوليو/ سبتمبر 2022

On Trending News with 29.0%, look at comments about the news. Then comes in the second rank, the News Organizations with 26.7%, people do the same action.

Choice 4: Make comments							
	No			Ye	S	Weighted	
	Count	Row N 9	6 C	ount	Row N %	percent	
Make comments (News Organizations)	80		80.0	) 20	20.0	16.8	
Make comments (Trending News)	69		69.0	) 31	31.0	26.1	
Make comments (News stories shared from your family or friends)			52.0	) 48	48.0	40.3	
Make comments (News stories from other people you follow)	80		80.0	) 20	20.0	16.8	
Total				119	9	100.0	

People responds and write comments down on the news stories shared from your family or friends with 40.3%. Then comes in the second rank, the Trending News with 26.1%, people do the same action.

Choice 5: Share/Retweet								
		No	<b>*</b> ·	Weighted				
	Count	Row N %	Count	Row N %	percent			
Share / retweet (News Organizations)	70	70.0	30	30.0	25.0			
Share / retweet (Trending News)	63	63.0	37	37.0	30.8			
Share / retweet (News stories shared from your family or friends)	72	72.0	28	28.0	23.3			
Share / retweet (News stories from other people you follow)	75	75.0	25	25.0	20.8			
Total	1	100.0						

=

People shares or retweet according to the platform in the Trending News with 30.8%. Then comes in the second rank, the News Organizations with 25.0%, people do the same action.

Gender		
	Frequency	Percent
Male	53	53.0
Female	47	47.0
Total		
	100	100.0
Age		
	Frequency	Percent
20-30	37	37.0
30-40	27	27.0
40 - 50	17	17.0
+ 50	19	19.0
Total	100	100.0
Interested in Politic	es	
	Frequency	Percent
Very interested	15	15.0
Fairly interested	15	15.0
Neither interested nor disinterested	35	35.0
Fairly interested	18	18.0
Very interested	17	17.0
Total	100	100.0

**Table 11: Respondents' Demographic Characteristics** 

Table eleven contains data on the demographic characteristics of the respondents. As shown in the table, 53% of the respondents were male and 47% were female.

On the age distribution of the respondents, 37% were aged 20 - 30 years, 27% were within the age bracket 30 - 40 years while the age range 40 - 50 had 17% and finally 19% for those who are above 50 years old.

Political Interests of the respondents show that majority of them are neither interested nor disinterested in politics with 35%, then comes 18% for those who are fairly interested in politics.

Gender		N		Mean	Std. Deviation	T Test	P_value	
How interested are you	How interested are you Male			3.32	1.283			
in news about the war between Russia and Ukraine?	Female	47	,	3.60	1.228	-1.092	0.278	
How satisfied are you	Male	53		4.30	0.845			
with the quality of international news available from the sources you chose in the previous question?	Female	47	,	4.49	0.997	-1.017	0.312	
T	Male	53		3.19	1.257	0.000	0.325	
Interested in Politics	Female	47		2.94	1.292	0.990		
Age Groups			N	Mean	Std. Deviation	F Test	P_value	
How interested are you	20 - 30		37	3.76	1.116		0.122	
in news about the war	30 - 40		27	3.37	1.275	1.982		
between Russia and	40 - 50		17	2.88	1.409	1.982	0.122	
Ukraine?	+ 50		19	3.47	1.264			
How satisfied are you	20 - 30		37	4.51	0.961		0.497	
with the quality of	30 - 40		27	4.33	0.920			
international news	40 - 50		17	4.12	0.928	0.801		
available from the sources you chose in the previous question?	+ 50		19	4.47	0.841			
Interested in Politics	20 - 30		37	3.08	1.320		0.745	
	30 - 40		27	2.89	1.251	0.412		
	40 - 50		17	3.06	1.435	0.412		
	+ 50		19	3.32	1.108			

 Table 12: Gender and Age Group in Relation to People's Interests in Politics

Here, the Independent Sample T-Test was used to test the two-research hypothesis that if there is a statistical difference between the genders or the age group towards their interests in news about the war between Russia and Ukraine. It was revealed that there is no difference at all in both the gender and age group.

\_

			ai uilu		erested in Po		point point	
				Inte	n	nucs	1	
			Very intereste d	Fairly interested	Neither interested nor disintereste d	Fairly interested	Very interested	Total
	Very	Count	5	1	0	0	1	7
	Disintereste d	% of Total	5.0%	1.0%	0.0%	0.0%	1.0%	7.0%
	Fairly Disintereste d	Count	1	5	8	0	2	16
How D interested		% of Total	1.0%	5.0%	8.0%	0.0%	2.0%	16.0 %
are you	Neither	Count	4	7	14	5	1	31
between	Interested nor Disintereste d	% of Total	4.0%	7.0%	14.0%	5.0%	1.0%	31.0 %
Russia and	Fairly Interested	Count	0	1	5	7	4	17
Ukraine?		% of Total	0.0%	1.0%	5.0%	7.0%	4.0%	17.0 %
	Very Interested	Count	5	1	8	6	9	29
		% of Total	5.0%	1.0%	8.0%	6.0%	9.0%	29.0 %
Total % of		Count	15	15	35	18	17	100
		% of Total	15.0%	15.0%	35.0%	18.0%	17.0%	100.0 %
Pearson Chi-Square $\begin{array}{c} 47.80\\ 0^{a} \end{array}$		Contingency Coefficient		0.569	P_value		0.000	

## Table 13: The relationship between the extent of people's interestin Russia-Ukraine war and the level of their interest in politics

The research hypothesis was tested using the Pearson Chi-Square and it was revealed that the hypothesis was accepted as the more the reader is interested in politics, the more the reader will seek information about Russia – Ukraine War.

#### **Conclusion:**

The study examined the Egyptian readership of the international newspapers applying to a case study on the Russia-Ukraine War.

The main findings for the eight research questions and three hypotheses posed at the beginning of this article are summarized below.

The study questioned the types of newspapers that the people rely on to fetch news about Russia – Ukraine War and it was revealed that they depend on the international news rather than the national or the local of their country of origin which in this case is Egypt. The following news, they depended on the most was BBC News, then Al Arabiya, the thirdranked came CNN, and in the fourth-ranked came the Egyptian Al-Ahram Newspaper. Noting that the majority fetched the news from the social media of the international newspapers. Also, the study questioned the factors behind their international newspapers' readership at the time of the Russia – Ukraine War, and it was revealed that it helped them understand what's going on in the world today then it offers a range of opinions not only one-sided views. Also, the study revealed that the motives for Egyptian's use of foreign news media helped them understand the outside world, and come after it because it offers a higher quality than their country of origin news media provides. The study questioned too the attitudes of the consumers towards the posts they see from the news organizations, trending news, news stories shared by their family or friends, and news stories from other people they follow on social media platforms. It was revealed that the people tend to take action towards the trending news the most as sometimes they look at a news post or video but don't click on it and sometimes they click on a news article or video and sometimes they only look at comments about the news. Also, they sometimes share or retweet. Only people respond and write comments down on the news stories shared by your family or friends. It was revealed too that the consumption did not differ in the genders or age groups or even in their political interests.

\_

The study tested three main hypotheses and concluded the more the reader is interested in politics, the more the reader will seek information about Russia – Ukraine War and that that there is no a statistical difference between the genders or the age group towards their interests in news about the war between Russia and Ukraine.

It is concluded that the people who read the news think that it is important to keep up with current events, issues, conflicts and wars.

It is also concluded that audience dependency on the newspapers is neither increasing nor decreasing with the rise in wars, however, it is still resulting in greater probabilities of the newspapers' probable effect. Egyptians' dependency on seeking information from the international newspapers about the Russia-Ukraine war shows that they are now media literate and are now able to fetch verified information and stories. To conclude, Egyptian people exercise their choice in the kind of warrelated information they seek, the type (local – international) they trust, and go back to for more information.

In summary, respondents identified social media newspapers accounts are trustworthy media for Russia-Ukraine-related news/information.

#### Works Cited

Aliagan, I. (2011). Newspaper readership pattern in Ilorin. Interdisciplinary Journal of Contemporary Research in Business, 3(5), 451-466.

Al-Shaqsi, O. S. (2013). Readership and Readers' Perception of Omani Newspapers. Global Media Journal, 1-38.

Amadu, M. F., Mohammed, A. M., Alhassan, A., & Mohammed, F. (2018). Assessment of newspaper circulation and readership in Northern Ghana. UDS International Journal of Development [UDSIJD], 5(2), 108-120.

Bukhari, S., Hamid, S., Ravana, S. D., & Ijab, M. T. (2018). Information-Seeking Behaviour Model of International Students' Use of Social Media. Knowledge Management International Conference. Malaysia.

Casero-Ripollés, A., & Izquierdo-Castillo, J. (2013). Between decline and a new online business model: The case of the Spanish newspaper industry. Journal of Media Business Studies, 10(1), 63-78.

Chiang, M.-H., Wu, H., & Su, B.-C. (n.d.). Modeling a Reader's Preferences for Online News Presentation Formats: Effects of Interactivity. Taiwan.

Dominick, J., & Wimmer, R. D. (2006). Mass Media Research: An Introduction. California: Wadsworth.

Edegoh, L. O., Ezeh, N. C., & Samson, A. C. (2015). Evaluation of Newspaper Reading Habits of Youths in Anambra State, Nigeria. New Media and Mass Communication, 37, 63-71.

Filistrucchi, L. (2005). The Impact of Internet on the Market for Daily Newspapers in Italy. European University Institute.

Oza, N. D., & Patel, P. Y. (2021). An Analytical study of Information seeking behaviour models. Library Philosophy and Practice (e-journal).

Patel, A. (2010). The Survival of the Newspaper in the Digital Age of Communication. Bachelor of Science, New York University.

Robson, A., & Robinson, L. (2013). Building on models of information behaviour: linking information seeking and communication. Journal of Documentation, 69(2), 169-193.

Thornton, L.-J. (2016). The road to "reader-friendly": US newspapers and readership in the late twentieth century. Cogent Social Sciences, 2, 1-13.

-

Thurman, N. (2014). Newspaper consumption in the digital age: Measuring multi-channel audience attention and brand popularity. Digital Journalism, 2(2), 1-25. doi:10.1080/21670811.2013.818365

Thurman, N. (2017). Newspaper Consumption in the Mobile Age: Re-assessing multi-platform performance and market share using "time-spent". Journalism Studies, 19(10), 1409-1429.

Train, K. (2002). Discrete Choice Methods with Simulation. Cambridge University Press.

Widholm, A. (2018). Transnational News Consumption and Digital Content Mobility. Journalism Studies, 1-19. doi:10.1080/1461670X.2018.1526642

\_