



# Media Quality Indicators and their Role in Enhancing Journalistic Content in Palestinian Electronic News Websites a Field Study in GAZA

Dr. Hassan Muhammad Abu Hashish<sup>1</sup>, Islam Ahmed Al-Hosari<sup>2</sup>

<sup>1</sup>Associate Professor of Media

<sup>2</sup>Master of Communication

**\*Corresponding Author:** Dr. Hassan Muhammad Abu Hashish, Associate Professor of Media

**Abstract:** This study aims to identify indicators of media quality and their role in enhancing journalistic content on electronic news websites. The study is a descriptive research, and it relied on the survey method. The questionnaire and in-depth interview tools were used. The study sample consisted of 100 individuals working in Palestinian news websites in the Gaza Strip.

The study concluded that the degree of knowledge of quality was medium, and the achievement of media quality is through excellence in production in all services of the site, and through a modern administrative system. It provides these sites with the possibility of providing content that suits the era of technology and the desires of the public.

## 1. INTRODUCTION

The media lacks to objective and specific indicators that can be used to measure its performance efficiency, especially in the absence of quality units and centers responsible for the overall institutional performance evaluation. This evaluation can be carried out at the level of employees' performance within their departments, departmental performance within the framework of the organization's general policies, and the organization's performance in interacting with the surrounding environment with its political, economic, and social variables. These indicators should be based on efficiency, effectiveness, productivity, and product quality. Furthermore, the performance evaluation process within some media organizations lacks a scientific and systematic approach. Instead, it relies on personal criteria set by the leadership to evaluate the employees, resulting in a lack of objectivity in the evaluation. Even the reports issued by unions and entities responsible for regulating press and media affairs are limited to assessing the adherence of newspapers to professional and ethical standards, without addressing administrative performance evaluation or measuring the efficiency of economic performance, despite the fact that these cannot be separated from professional performance. Additionally, studies and research have not yet identified specific indicators that can be used to evaluate media performance.

Therefore, many institutions and bodies are concerned with performance evaluation as a fundamental pillar that enables an organization to measure the results achieved from its intended objectives, ensure the efficiency of execution, identify obstacles that hinder the achievement of certain goals, diagnose their causes, and recommend ways to resolve them to avoid repeating mistakes in the future.

Performance evaluation, as a process, has inputs represented by the intended goals to be achieved by employees in various sectors of the organization. It requires a set of executive activities performed by these employees to reach the outputs or achieved results. These outputs can be used to judge the extent of the organization's success in achieving its intended goals. To conduct a performance evaluation objectively, it is necessary to establish clear and defined indicators that can be measured. These indicators should stem from the organization's vision, mission, and work philosophy. However, auditors of most media organizations find them struggling and lacking professionalism, economy, and administration in their performance. This is due to the low level of content provided by some newspapers, focusing on sensationalism and avoiding discussing serious issues, as well as the decline

in their professional and societal responsibilities. In addition, they suffer from reduced advertising revenues, declining distribution numbers, rising printing and production costs, intense competition with digital media, and the stagnation of administrative and organizational thinking, which hinders their development.

The primary goal for any media institution is to achieve the best media performance, as it enables control over the internal work system within the institution, as well as the regulation of media content quality.

According to the concept of media engineering, it is necessary to create a quality control system within the media institution. This system, which is based on media quality control, should oversee all aspects of work, both inside and outside the institution, through the produced content. It is impossible to work without it or even dispense with it. The media engineering of an institution may involve quality control factors within the media institution, supervising the quality and regularity of work activities, as well as controlling the media product produced by the media institution.

## **2. PREVIOUS STUDIES**

Previous studies have focused on various aspects of quality assessment in the media industry. Here are some examples:

- **Al-Tweissi (2019)** conducted a study to monitor the criteria of professional quality in Jordanian media and assess the levels of quality in both the internal and external environments of the media outlets. The study identified several criteria for measuring professional quality, such as the internal environment and the external environment associated with the media system.
- **Ahmed (2019)** aimed to identify the requirements and mechanisms necessary to improve the status of newspapers and online news websites. The study concluded that achieving quality standards in news websites requires a focus on local information content to enhance the information culture of website users.
- **Hassani (2019)** shed light on the quality criteria available in photojournalism published on news websites. The study revealed the limited role of photojournalists on these websites and the reliance of website administrators on the internet as a source of photos to be published with reports and news articles.
- **Shahata (2019)** aimed to develop a model for evaluating the quality of media observatory websites in the fight against terrorism and extremism. The study found that the websites of Al-Azhar and fatwa observatories use criteria such as attractiveness, availability of media, clarity, color, and others.
- **Abu Bakr (2018)** diagnosed the orientation of the Algerian daily newspaper "Echorouk" towards adopting the concept of Total Quality Management (TQM). The study revealed that implementing TQM added many advantages but faced challenges due to the lack of specialized competencies.
- **Al-Sabai (2018)** conducted an evaluation of the performance of Egyptian media institutions within the framework of Total Quality Management (TQM). The study identified the lack of a dedicated management for TQM as a significant obstacle affecting the workflow. It also highlighted that the implementation of TQM improves the performance within media organizations.

These studies highlight the importance of assessing and improving the quality of media outlets, whether it is related to internal processes, content production, or the overall management of the organization.

## **3. PROBLEM OF THE STUDY**

The problem of the study lies in identifying the indicators of media quality in Palestinian online news websites, considering the challenges that arise from the evaluation process of news websites. Furthermore, there is a scarcity of studies that have addressed the extent to which websites comply

with quality indicators for building digital media content. Within the context of the increasing interest in applying comprehensive quality indicators in various fields, including the media field, this study aims to develop a future perspective for the development and organization of digital media content in news websites. This is intended to enhance their competitiveness, media performance, and to establish plans and strategies that can enhance the value of media content in the digital space.

#### **4. SIGNIFICANCE OF THE STUDY**

1. The study responds to the need for more field studies on online news websites and the standards applied in the publishing process on the internet.
2. There is a need to establish new foundations for media work based on a quality system that enhances the performance and mission of media work. This includes developing a measurement scale for media quality based on clear indicators to strengthen Palestinian online news websites.
3. The study helps in identifying the professional factors that can influence journalistic practices and highlights the strengths in the professional performance of those managing Palestinian online news websites. It provides insights for enhancing their work, identifying areas of weakness, and addressing them.

#### **5. RESEARCH QUESTIONS**

Main Research Question: What are the indicators of media quality and their role in enhancing journalistic content on online websites? **This main question leads to several sub-questions, which are as follows:**

1. What are the essential indicators of media quality that should be present to improve quality performance on online websites?
2. How can media quality be evaluated to enhance digital content on online websites?
3. To what extent is there a need to establish work foundations and define indicators of journalistic quality to align with its professional mission?
4. What is the relationship between academic achievement and the improvement of professional quality performance?
5. What is the nature of editorial policy and its influence on the communicators within the study sample, and how does it impact their professional performance from the perspective of media quality?
6. What is the impact of personal characteristics (gender, age, political affiliation) of the communicators within the study sample on their professional performance based on media quality?
7. How interested is the management in developing professional skills, and to what extent are journalistic and technical resources available to improve the communicators' performance?
8. How can the professionalism of communicators in online news websites be enhanced technically and technologically?
9. How important is specialized academic study in media quality to achieve professional indicators on online websites?
10. What are the obstacles that affect professional performance in implementing quality on online websites?
11. What are the visions that the institution aims to develop in order to enhance and keep up with media quality?

#### **6. STUDY TYPE, METHODOLOGY, AND TOOLS**

1. **Study Type:** This study falls under the category of descriptive research.
2. **Study Methodology:** The study employed a survey research method, specifically using a survey to explore the practices of journalists working in online websites in the Gaza Strip regarding media quality.

3. **Study Tools:** The study utilized two main data collection tools:
  - a) **Questionnaire:** A questionnaire was used to collect data from editors and heads of editorial departments in the selected websites. The questionnaire aimed to measure the opinions of Palestinian journalists working in online websites in the Gaza Strip regarding media quality in online news websites. The questionnaire was reviewed by a group of experts and specialists to ensure its ability to answer the research questions and achieve the desired objectives.
  - b) **In-depth Interviews:** In-depth interviews were conducted with selected participants, including editors-in-chief, deputy editors, and managing editors of the online news websites. Additionally, the study sought the opinions of experts, academics, and journalists with relevant expertise in the field of study. These interviews were pre-prepared, structured, and specific in terms of time, place, and the expected answers, aiming to gather insights for the theoretical aspects of the study.

### **6.1. Study Population and Sample**

The total number of Palestinian online news websites in the Gaza Strip was 22. A simple random sample of 100 individuals was selected from the population of communication practitioners, including media organization managers, editorial department directors, or their representatives in Palestinian online news websites.

#### **Study Terminology:**

1. **Indicators:** These are a set of signs or signals observed by an auditor or evaluator that indicate the presence, absence, or level of quality of something. In the context of media, the term "indicators" refers to behaviors, conditions, or evidence that indicate the presence of a specific state or the achievement of a particular goal. These indicators may also be used to assess the level of performance as a criterion for acceptance.
2. **Quality:** Linguistically, the term "quality" is derived from the word "agada," which means "to bring good" in Arabic. It refers to the state of being good or the act of making something good. In the field of standards, the American National Standards Institute (ANSI) defines quality as the totality of features and characteristics of a product or service that enable it to meet specified needs.
3. **Total Quality:** It is the process of applying a set of specifications and criteria to improve the quality of a product and the performance of work correctly from the beginning. Total quality is a standard, goal, or set of requirements. Quality can be measured and is not just a vague sense of suitability. It is an ongoing effort for improvement and not a specific degree of excellence.

**Operational Definition of Total Quality:** It is "a set of specified specifications and criteria that continuously work to develop and improve journalistic performance."

**Content Quality:** It refers to the accuracy of information published on a website and its inclusion of balanced, comprehensive, and objective information.

**Media Quality:** It means the alignment of media content (the delivered product) with the desires and needs of the user (reader, viewer, listener) by providing a sophisticated media service that keeps up with technological advancements and respects the professional and ethical standards governing media coverage.

**Media Content:** It refers to the information and experiences that may have value to the end-user and the public in various fields. Content can be delivered through any medium such as the internet, television, audio CDs, as well as live events like conferences and theatrical performances. This term is used to identify and categorize the forms and types of information as valuable components of media.

**Palestinian News Websites:** These encompass all Palestinian electronic news platforms that continuously update their news interfaces throughout the day, utilizing news agencies or correspondents. They have an official and licensed working headquarters.

**7. RESULTS OF THE FIELD STUDY**

**Table1.** *Level of Awareness of Media Quality in Electronic Websites.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Very high level	25	25
High level	45	45
Moderate level	30	30
Total	100	100.0

Based on the previous table, it is evident that 70% of the study sample stated that they have a high level of awareness regarding media quality in electronic websites, while 30% mentioned having a moderate level of awareness. The researchers consider this percentage to be advanced and reflective of the awareness among those involved in managing and producing content for Palestinian news websites.

**Table2.** *How to achieve media quality in implementing quality in all website services*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Organizational Culture in an Institution	43	14.3
Modern administrative system	52	17.3
Conformity of the site with the specified international standards	41	13.6
Excellence in production	61	20.3
His ability to meet the needs of the public	66	21.9
Conforming to the specifications and standards of the schemes set by the organization so that the product is of quality	37	12.3
Other	1	0.3

Based on the previous table, it is evident that 21.9% of the study sample stated that achieving media quality in implementing quality in all website services is through its ability to meet the audience's needs. Additionally, 20% mentioned that achieving media quality is through excellence in production, while 17.3% indicated that it is through a modern management system. Furthermore, 14.3% stated that achieving media quality is through an organizational culture within the institution, and 13.6% mentioned that it is through aligning the website with specified global standards. Another 12.3% stated that it is through complying with the specifications and standards included in the institution's plans to ensure product quality, and 0.3% indicated that there are other ways to achieve media quality in implementing quality in all website services.

The researchers perceive that the participants' understanding of these criteria and factors, as indicated in the low percentages, is insufficient and that there is a lack of general comprehension regarding quality outcomes. This poses a problem in overall understanding and the application of specific details, which is necessary for individuals working on websites.

**Table3.** *Degree of Management Importance in Implementing Media Quality on the Website.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Very high level	34	34
High level	48	48
Moderate level	14	14
Low level	1	1
Very low level	3	3
Total	100	100.0

Based on the previous table, it is evident that 82% of the study sample said that the degree of management importance in implementing media quality on the website is high. Additionally, 14% stated that the degree of management importance is moderate, while 4% mentioned that it is low.

Dr. Yahya Ayash, an expert in digital media, believes that these results reflect the management's attention to quality in websites and its impact on content and its value to the audience.\*

Dr. Yahya Ayash, Professor of Digital Media at the University College in Gaza, phone interview on 3/12/2023.

**Table4.** *The Beneficial Return of Implementing Quality Indicators in Work.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Develop myself and my journalistic performance	81	38.4
Promotion to a higher position	13	6.2
Job discrimination	50	23.7
Salary increase and bonus	14	6.6
Respect for myself and raise my practical efficiency	53	25.1

Based on the previous table, it is evident that 38.4% of the study sample participants stated that the beneficial return of implementing quality indicators in work is reflected in their personal and professional development as journalists. Additionally, 25.1% mentioned that the beneficial return is manifested in self-respect and increased work efficiency. Moreover, 23.7% indicated that the beneficial return lies in professional differentiation, while 6.6% emphasized the impact on salary increase and rewards. Lastly, 6.2% mentioned that the beneficial return is in the form of promotion to higher positions.

**Table5.** *Application of Media Quality on the Website.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Reducing costs and increasing profits for the site	21	8.8
Reducing public complaints and increasing turnout	28	11.8
Increase site visitors	57	23.9
Motivating workers to create job satisfaction on site	72	30.3
Provide the site for all services continuously	58	24.4
Others	2	0.8

Based on the previous table, it is evident that 30.3% of the study sample participants stated that the application of media quality on the website is achieved by motivating employees to create job satisfaction on the website. Additionally, 24.4% mentioned that the application of media quality on the website is accomplished by continuously providing all services. Furthermore, 23.9% stated that the application of media quality on the website leads to an increase in website visitors. Moreover, 11.8% expressed that the application of media quality on the website results in reducing public complaints and increasing public interest. Additionally, 8.8% believed that the application of media quality on the website leads to cost reduction and increased profits for the website. Lastly, 0.8% mentioned that the application of media quality on the website can be achieved through other methods.

The media professional, Ismail Al-Thawabteh, and the responsible of the Opinion Agency, stated that these percentages require development plans to enhance the understanding of employees. Understanding and perception of the benefits of implementing quality aspects are essential and key to creating an impact on the form and content of websites.

**Table6.** *Does the management establish plans to enhance the website that include quality indicators, and do they work on renewing them each time.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Very high level	23	23
High level	48	48
Moderate level	24	24
Low level	4	4
Very low level	1	1
Total	100	100.0

According to the previous table, it is evident that 71% of the study sample individuals stated that the management establishes plans significantly to enhance the website that include quality indicators and works on renewing them each time. Additionally, 24% mentioned that the management moderately develops plans to improve the website that include quality indicators and updates them regularly. Furthermore, 5% stated that the management establishes plans to a limited extent to enhance the website that include quality indicators and works on renewing them each time.

**Table7.** *The institution I work for provides logistical and office supplies in order to meet the required quality requirements.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Always	52	52
Often	33	33
Sometimes	13	13
Rarely	2	2
Total	100	100.0

According to the previous table, it is evident that 52% of the study sample stated that the institution they work for always provides the necessary logistical and office supplies to meet quality requirements. Additionally, 33% said that the institution usually provides the logistical and office supplies to meet quality requirements, while 13% mentioned that the institution occasionally provides such supplies. Only 2% reported that the institution rarely provides the necessary logistical and office supplies for quality requirements.

The researchers believe that these results confirm the management's focus on quality and the positive sentiment among employees, which reflects on content creation in websites.

**Table8.** *The extent of your use of media quality on the website.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Very high level	29	29
High level	60	60
Moderate level	11	11
Total	100	100.0

According to the previous table, it is evident that 89% of the study sample stated that they use media quality on the website to a great extent, while 11% mentioned that they use it to a moderate extent.

**Table9.** *The extent of the availability of media quality with the features of online journalism on websites in general.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Very high level	18	18
High level	41	41
Moderate level	38	38
Low level	2	2
Very low level	1	1
Total	100	100.0

According to the previous table, it is evident that 59% of the study sample stated that the availability of media quality with the features of online journalism on the website is high. Additionally, 38% mentioned that it is moderate, while 3% reported that it is low.

**Table10.** *Indicators of the use of media quality on websites.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Focus and abbreviation	45	9.5
Editorial policy	57	12.0
The speed of spreading the news	49	10.3
Trust and credibility	65	13.7
Attract and capture the audience's attention	51	10.7
Culture and linguistic wealth	32	6.7
The availability of an electronic guide that explains the mechanism of dealing with the site	15	3.2
The nature of the journalistic material	43	9.0
The speed and accuracy of the answer to the inquiries of the site surfers	22	4.6
Possibility of using multimedia	35	7.4
A summary of the link content appears before clicking on it	21	4.4
Check sources, photos, etc.	32	6.7
The ability to comment on the news	9	1.9

According to the previous table, it is evident that 13.7% of the study sample stated that trust and credibility are important indicators of using media quality on websites. Additionally, 12.0% mentioned that editorial policy is an important indicator, while 10.7% reported that attracting and engaging the audience is important. Furthermore, 10.3% highlighted the importance of speed in news dissemination, and 9.5% emphasized the importance of focus and conciseness. Other indicators mentioned include the nature of the journalistic content (9%), the ability to use multimedia (7.4%), verifying sources and images (6.7%), prompt and accurate responses to user queries (4.6%), displaying a summary of the content before clicking on the link (4.4%), the availability of an electronic guide explaining the website's functionalities (3.2%), and the ability to comment on articles (1.9%).

From the perspective of Dr. Ayman Abu Nakira, a professor of online journalism at the Islamic University, he believes that these aspects and their respective proportions in websites need to be reviewed and increased in order to enhance their role and impact on Palestinian online content.

**Table11.** *The most important factors influencing the dissemination of journalistic content.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Institution's editorial policy	75	35.2
Society's values and customs	42	19.7
Partisan orientations of the institution's officials	20	9.4
Moral and religious values	44	20.7
Compliance with applicable law	18	8.4
Margin of freedom of expression	14	6.6

Dr. Ayman Abu Nakira, Professor of Online Journalism at the Islamic University in Gaza, interviewed in his office on March 14, 2023.

According to the previous table, it is evident that 35.2% of the study sample stated that editorial policy of the institution is one of the most important factors influencing the dissemination of journalistic content. Additionally, 20.7% mentioned that ethical and religious values are important factors, while 19.7% highlighted the significance of societal values and customs. Furthermore, 9.4% mentioned that party affiliations of institution officials affect the dissemination of journalistic content, and 8.4% stated that compliance with the applicable law is a significant factor. Additionally, 6.6% emphasized the importance of freedom of expression as a factor influencing the dissemination of journalistic content.

**Table12.** *The most important indicators considered as an integral part of the news quality used by websites.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Commitment to media ethics and charters	84	23.7
Free expression of opinion	48	13.5
Excitement and suspense	30	8.5
Literary rhetoric	29	8.2
professional independence	46	13
Honesty and objectivity	71	20
Compatibility of the news article with the design	19	5.4
Analyze statements and positions	22	6.2
Other	6	1.7

According to the previous table, it is evident that 23.7% of the study sample stated that adherence to media ethics and codes of conduct is one of the most important indicators considered as an integral part of the news quality used by websites. Additionally, 20% mentioned that truthfulness and objectivity are important indicators, while 13.5% highlighted the significance of allowing freedom of expression and opinion. Furthermore, 13% mentioned that professional independence is an important indicator, and 8.5% stated that provocation and sensationalism are considered as integral parts of news quality. Additionally, 8.2% emphasized the importance of literary eloquence, 6.2% mentioned the analysis of statements and positions, 5.4% highlighted the alignment of news content with design, and 1.7% mentioned the existence of other indicators considered as integral parts of news quality used by websites.



**Table13.** *Distinctive reasons believed to contribute to the superiority of the website.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
The power of style	72	18.8
Editorial policy	56	14.6
Specialization in specific issues	40	10.4
Arouse human feelings	22	5.7
suitable for the method	17	4.4
Take into account the wishes of the readers	45	11.7
Availability of reports in multiple formats such as word pdf	12	3.1
Previous years' information is archived for timely reference	31	8.1
Trust the information the site presents	53	13.8
Suitability of the news article	20	5.2
There is an e-mail for those in charge of the site to contact them	14	3.7
Other	1	0.3

According to the previous table, it is evident that 18.

8% of the study sample stated that the power of expression is one of the distinctive reasons believed to contribute to the superiority of the website. Additionally, 14.6% mentioned that the editorial policy is an important factor, while 13.8% mentioned trust in the information presented by the website as a significant factor. Furthermore, 11.7% highlighted the importance of considering readers' preferences, and 10.4% mentioned the relevance of the website's specialization in specific issues. Moreover, 8.1% mentioned the availability of archived information from previous years as a contributing factor, 5.7% emphasized the importance of appealing to human emotions, and 5.2% mentioned the suitability of the website's content. Additionally, 4.4% highlighted the compatibility with the medium, 3.7% mentioned the presence of an email for contacting the website administrators, 3.1% mentioned the availability of reports in multiple formats such as Word and PDF, and 0.3% stated that there are other distinctive factors believed to contribute to the superiority of the website.

From the researchers' perspective, these results reflect the extent of the diversity of quality aspects aimed at enhancing the form and content of Palestinian websites. These aspects are interconnected and unified in influencing public opinion on the issues at hand. Any decline or disruption in any of these factors negatively affects the performance of the websites.

**Table14.** *Availability of indicators (content indicators, website indicators, editor indicators) on the quality of websites.*

<b>Dimension</b>	<b>Opinion of Sample Individual</b>	<b>Arithmetic mean</b>	<b>Standard deviation</b>	<b>Relative weight</b>	<b>Ranking by paragraphs</b>	<b>Dimension arrangement</b>
Content related indicators	Link the topic to the audience and its interests	4.450	0.672	89.00	1	1
	Interactive	4.210	0.782	84.20	3	
	News format and media	4.020	0.816	80.40	5	
	News and objective values	4.130	0.734	82.60	4	
	Availability of information and event sources	4.360	0.785	87.20	2	
	Intellectual responsibility and freedom of expression	3.990	0.893	79.80	6	
	Arithmetic Mean	4.193	0.781	83.87		
Site-specific	Website editorial policy	4.120	0.913	82.40	1	3

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indicators	The nature of the site design and its appearance	3.840	0.907	76.80	3	
	The purpose of the site and its adaptation to the user interface with freedom of expression	3.810	0.961	76.20	5	
	Easy navigation and compatibility with links	3.820	0.892	76.40	4	
	Security and privacy	4.030	0.937	80.60	2	
	Arithmetic Mean	3.924	0.922	78.48		
Editor-specific indicators	Devotion and experience	4.050	0.809	81.00	2	2
	Taking into account the desires and needs of readers	4.180	0.925	83.60	1	
	The independence and orientation of the journalist	3.930	0.902	78.60	4	
	View and master	4.050	0.947	81.00	2	
	Arithmetic Mean	4.053	0.896	81.05		
Overall mean		4.057	0.866	81.13		

According to the previous table, the overall relative weight of the impact of indicators (content indicators, website indicators, editor indicators) on the quality of websites is 81.13%. The indicators ranked as follows:

- Content indicators ranked first with a relative weight of 83.87%.
- Editor indicators ranked second with a relative weight of 81.05%.
- Website indicators ranked third with a relative weight of 78.48%.

Content Indicators:

From the previous table, it is evident that:

- "Linking the topic to the audience and their interests" ranked first with a relative weight of 89.00%.
- "Availability of information and event sources" ranked second with a relative weight of 87.20%.
- "Interactivity" ranked third with a relative weight of 84.20%
- "News values and objectivity" ranked fourth with a relative weight of 82.60%.
- "News format and media" ranked fifth with a relative weight of 80.40%.
- "Intellectual responsibility and freedom of expression" ranked last with a relative weight of 79.80%.
- The relative weight of content indicators is 83.87%.

**Website Indicators:**

From the previous table, it is evident that:

- "Editorial policy of the website" ranked first with a relative weight of 82.40%.
- "Security and privacy" ranked second with a relative weight of 80.60%.
- "Website design and appearance" ranked third with a relative weight of 76.80%.
- "Ease of use and link compatibility" ranked fourth with a relative weight of 76.40%.
- "Website's purpose and adaptation to user interface with freedom of expression" ranked fifth with a relative weight of 76.20%.
- The relative weight of website indicators is 78.48%.

**Editor Indicators:**

From the previous table, it is evident that:

- "Consideration of readers' desires and needs" ranked first with a relative weight of 83.60%.
- "Dedication and expertise" ranked second with a relative weight of 81.00%.
- "Knowledge and proficiency" tied for second place with a relative weight of 81.00%.
- "Journalist's independence and orientations" ranked last with a relative weight of 78.60%.
- The relative weight of editor indicators is 81.05%.

**Table15.** *Reasons for not implementing quality indicators in websites.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Not fully aware of it	66	17.5
Lack of mastery	39	10.3
Editorial policy	42	11.1
Lack of capabilities available on the site	42	11.1
Indifference to the audience	28	7.4
Inexperience	58	15.3
The ease of traditional art templates	25	6.6
Not realizing its importance	43	11.4
Unwillingness to change the usual editorial style	31	8.2
Other	4	1.1

According to the previous table, it is evident that 17.5% stated that lack of full knowledge is one of the main reasons for not implementing quality indicators in websites, 15.3% stated that lack of expertise is one of the main reasons, 11.1%

4% stated that lack of awareness of their importance is one of the main reasons, 11.1% stated that editorial policy or limited resources in a website are among the main reasons, 10.3% stated that lack of proficiency is one of the main reasons, 8.2% stated that reluctance to change the usual editorial style is one of the reasons, 7.4% stated that lack of concern for the audience is one of the reasons, 6.6% stated that ease of traditional technical templates is one of the reasons, and 1.1% stated that there are other reasons for not implementing quality indicators in websites.

**Table16.** *Challenges faced by journalists in using media quality in websites.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Not well known	74	18.8
Some of the methods are similar to each other	32	8.1
Unwillingness to keep up with modern technology	38	9.7
The institution's management does not adopt quality indicators	43	10.9
The site's policy does not match it	27	6.9
Insufficient experience in using it	62	15.8
Weak editorial capabilities of journalists	47	12.0
The absence of training courses on modern editorial methods	42	10.7
Absence of the institution's role in training journalists to use it	26	6.6
Other	2	0.5

According to the previous table, it is evident that 18.8% of the study sample stated that lack of good knowledge is one of the main challenges faced by journalists in using media quality in websites, 15.8% stated that lack of sufficient experience in using it is one of the main challenges, 12.0% stated that the limited editorial resources for journalists are among the main challenges, 10.9% stated that the management of the institution not adopting quality indicators is one of the main challenges, 10.7% stated that the absence of specialized training courses on modern editorial methods is one of the challenges, 9.7% stated that the lack of willingness to keep up with modern technology is one of the challenges, 8.1% stated that the similarity of some methods is a challenge, 6.9% stated that the website's policy does not align with the methods, 6.6% stated that the absence of the institution's role in training journalists on using the methods is a challenge, and 0.5% stated that there are other challenges faced by journalists in using media quality in websites.

The researchers view these results as reflecting the participants' awareness of the reasons behind the decline in quality, as confirmed by some results from the previous tables, indicating their knowledge of the aspects of quality, its importance, and the necessity of its presence.

**Table17.** *Suggestions that can enable journalists to use modern quality methods in websites.*

<b>Opinion of Sample Individual</b>	<b>Frequency</b>	<b>Percentage%</b>
Implementation of training courses that will educate journalists on how to use media quality in electronic news websites	93	21.2
Activating the role of the university in educating and training journalists about modern media quality during their studies	64	14.6
Educating journalists about the importance of excellence in websites in order to attract public attention according to quality standards	68	15.5
Linking media quality with modernity and increasing the number of electronic news websites	64	14.6
Preparing press competitions related to quality, empowerment, and differentiation between websites	45	10.3
Encouraging practical research in ways of applying media quality in the use of electronic news	66	15.1
Enriching university and media libraries with books specialized in media quality	35	8.0
Other	3	0.7
<b>Total</b>	<b>*438</b>	<b>100.0</b>

According to the previous table, it is evident that 21.2% of the study sample stated that conducting training courses to raise journalists' awareness of how to use media quality in news websites is one of the most important suggestions that can enable journalists to use modern quality methods in websites. Additionally, 15.5% stated that raising journalists' awareness of the importance of excellence in websites to attract audience attention based on quality standards is an important suggestion. Moreover, 15.1% stated that promoting practical research in the application of media quality in using online news is among the important suggestions. Furthermore, 14.6% stated that activating the role of universities in educating and training journalists about modern media quality through studies or linking media quality with modernity and increasing the audience of online news websites is an important suggestion. Additionally, 10.3% stated that organizing journalism competitions related to quality, empowerment, and differentiation between websites is a suggestion that can enable journalists to use modern quality methods in websites. Moreover, 8.0% stated that enriching university and media libraries with specialized books on media quality is a suggestion that can enable journalists to use modern quality methods in websites. Lastly, 0.7% stated that there are other suggestions that can enable journalists to use modern quality methods in websites.

The researchers believe that this repetition of participants' knowledge about the impact of the presence and absence of quality has helped them generate various ways to enhance quality and overcome obstacles and deficiencies. They also believe that these suggestions align with technological advancements and the reliance on them in the production of content for websites.

## **8. SUMMARY OF STUDY RESULTS**

1. It was found that 21.9% of the study sample stated that achieving media quality in adopting quality in all website services is through its ability to meet the needs of the audience, and 20% stated that achieving media quality in adopting quality in all website services is through excellence in production, and 17.3% stated that achieving media quality in adopting quality in all website services is through a modern management system.
2. About 38.4% of the study sample said that the beneficial return of applying quality indicators in work is reflected in their personal and journalistic development, 25.1% said that the beneficial return of applying quality indicators in work is reflected in their self-respect and improved efficiency, and 23.7% said that the beneficial return of applying quality indicators in work is reflected in professional distinction.
3. It was evident that 21.1% of the study sample said that talent and the desire to work in media are among the most important specifications and characteristics that media institutions should adopt in selecting employees according to the perspective of media quality, and 19.5% said that possessing multiple skills and continuous self-improvement are among the most important specifications and characteristics that media institutions should adopt in selecting employees according to the perspective of media quality.
4. The results showed that 30.3% of the study sample said that implementing media quality on the website is achieved by motivating employees to create satisfaction in their work on the site, 24.4% said that implementing media quality on the website is achieved by providing continuous services on the site, and 23.9% said that implementing media quality on the website is achieved by increasing website visitors.
5. It was evident that 23.3% of the study sample said that the application of media quality on websites is achieved through the ease of finding information and browsing the site, 18.1% said that the application of media quality on websites is achieved through an attractive design that innovates, 13.9% said that the application of media quality on websites is achieved through the presence of a search tool within the site's content, and 13.0% said that the application of media quality on websites is achieved through the presence of communication tools and feedback between users and the site.
6. 13.7% of the study sample considered trust and credibility to be important indicators of using media quality on websites, 12.0% said that editorial policy is an important indicator of using media quality on websites, 10.7% said that attracting and capturing the audience's attention is an important indicator of using media quality on websites, and 10.3% said that speed in news dissemination is an important indicator of using media quality on websites.
7. It was found that 35.2% of the study sample said that the editorial policy of the institution is one of the most important factors influencing the dissemination of journalistic content, 20.7% said that ethical and religious values are among the most important factors influencing the dissemination of journalistic content, 19.7% said that societal values and customs are among the most important factors influencing the dissemination of journalistic content, and 9.4% said that the party directives of the institution's officials.
8. It was found that 17.5% said that lack of full knowledge is one of the main reasons for not applying quality indicators in electronic websites, 15.3% said it is due to a lack of experience, 11.4% said it is due to a lack of awareness of its importance, and 11.1% said that editorial policy or a lack of available resources in a site are important reasons for not applying quality indicators in electronic websites.

## **9. RECOMMENDATIONS AND SUGGESTIONS**

In the light of the results of the field study, this section reviews the most important recommendations proposed by the two researchers to improve the level of use of media quality by Palestinian journalists working on websites in the governorates of Gaza:

1. Media quality should be used in editing electronic news, away from its traditional style, as quality indicators in electronic editing allow breaking out of the familiar template and using innovative and new methods, and attention should be paid to the editorial levels to which news material is subject.
2. A renewal and development should be introduced in the academic courses specialized in media, attention to media quality and electronic content in Palestinian universities, an increase in training courses related to this, and the establishment of a media quality course similar to the university newspaper, to develop their skills and capabilities, in addition to the need to update books in university libraries and provide them with what is new in this field.
3. Scientific and professional qualification of the media staff working on the Palestinian websites through holding more training courses in the field of media quality, and the development of content and output methods, to serve as a fingerprint that distinguishes one website from another.
4. Websites need to be developed in form and content to accommodate all printed, illustrated and visual methods and tools and professional electronic output, to be highly attractive to readers, with diversification in news, explanatory and analytical forms of journalism, while taking advantage of all modern technological techniques that serve the media message and activate it through platforms Social networks.
5. The necessity of facilitating with media professionals to participate in external and international activities and events to exchange experiences, competencies and international languages.
6. The study calls for not relying on anonymous journalistic sources, with the need to rely on the diversity of journalistic sources with increased attention to self-sources, because of their great role in enhancing credibility and gaining the reader's confidence in the published information, in addition to the functions that these sources can achieve and the importance they add on the published article.

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[20] Ismail al-Thawabeh, Editor-in-Chief of the Gaza State Agency, telephone interview 13/3/2023.

[21] Dr. Ayman Abu Nakira, Professor of Electronic Journalism at the Islamic University of Gaza, interviewed in his office, 14/3/2023.

#### **AUTHORS' BIOGRAPHY**



**Hasan Muhammad Abd al-Rahman Abu Hashish**, is Born in Gaza City, Palestine 7-11-1967. Associate Professor of Media at the Islamic University of Gaza. He has a role in establishing the Palestinian media, Media consultant for the Palestinian media, Writer and political analyst for local and international media, author of a number of books on media and politics. He has a large number of media researches in the field of media.



**Islam Ahmed Al-Hosari**, worked in many media and press institutions and participated in various conferences and has various contributions in the media field. Qualifications are Intermediate Diploma in Public Relations and Advertising, Bachelor of Information and Communication Technology, Master of Journalism and Media.

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