



Attitudes Of Egyptian Audiences Towards Russian-Ukrainian's War

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ABSTRACT

Public opinion regarding international conflicts plays a crucial role in shaping global diplomatic strategies and media discourse. Understanding how different socio-political contexts influence attitudes towards such conflicts is essential for informed decision-making and policy formulation. This study aims to explore the attitudes and perceptions of the Egyptian audience towards the Russian-Ukrainian conflict, focusing on their support for Ukraine's sovereignty, opinions on Russia's actions, and the influence of media coverage. A cross-sectional survey was conducted among 250 respondents in Egypt, utilizing a structured questionnaire. Statistical analyses including correlation, regression, ANOVA, and reliability analysis (Cronbach's Alpha) were employed to analyze the data collected. The findings indicate a strong sentiment among the Egyptian audience in support of Ukraine's sovereignty (75.6% strongly agree) and disapproval of Russia's actions (49.6% strongly disagree). Media emerged as a significant influencer, with a majority of respondents citing its role in shaping their perceptions of the conflict. The study underscores the influential role of media in shaping public opinion and highlights the need for balanced reporting during international crises. Policymakers can leverage these insights to align diplomatic strategies with public sentiment effectively, fostering transparency and trust in international relations.

Keywords: Public opinion; Conflict; Media; Ukraine; Egypt

Introduction

1.1. Background

The conflict between Russia and Ukraine, which began in 2014 and escalated significantly in 2022, has had far-reaching implications not only for the involved nations but also for global geopolitics. The Russian-Ukrainian war has drawn the attention of international media, governments, and public opinion, making it a critical area of study in media and mass communication. Understanding the context and impact of this war is essential to grasp the complex dynamics at play and how they influence public opinion globally (Ozili, 2022).

The Russian-Ukrainian war, initially sparked by Russia's annexation of Crimea in 2014, reignited in February 2022 when Russia launched a full-scale invasion of Ukraine. This conflict has resulted in significant military and civilian casualties, widespread displacement, and severe economic repercussions for both countries and beyond (Tausch, 2023). The international community, including major powers like the United States, the European Union, and China, has been deeply involved through economic sanctions, military aid, and diplomatic efforts (Maher, 2016).

In the context of media and mass communication, the Russian-Ukrainian war represents a significant case study due to the extensive coverage and the role of media in shaping public perception. Media outlets worldwide have reported extensively on the conflict, providing continuous updates, analyses, and various perspectives. This widespread media coverage influences how different populations perceive the war, including the narratives they believe and the positions they adopt (Maher, 2016).

Public opinion is a critical component of media and mass communication. It reflects the collective attitudes and beliefs of a population, shaped by media narratives, cultural contexts, and individual experiences. In democratic societies, public opinion can significantly influence government policies and international relations. Therefore,

studying public opinion regarding major international conflicts, such as the Russian-Ukrainian war, provides valuable insights into how media shapes perceptions and the subsequent impact on policy and international relations (Ausat, 2023).

1.2. Research Problem

This study examines Egyptian audiences' attitudes towards the Russian-Ukrainian war, focusing on the country's unique media landscape and state-controlled and private outlets. It highlights the importance of understanding how media narratives and cultural contexts influence public opinion, identifying trusted sources of information, and revealing the underlying reasons behind Egyptians' opinions, which can be influenced by historical ties, political affiliations, and socio-economic factors.

1.3. Research Objectives

The research aims to identify the media sources most followed by Egyptians to understand their primary channels of information regarding the Russian-Ukrainian war, determine the level of interest and engagement among Egyptians towards the conflict, and analyze the underlying reasons behind their attitudes and opinions, considering historical, political, economic, and cultural factors.

1.4. Research Questions

The primary research questions guiding this study aim to explore various dimensions of Egyptian public opinion towards the Russian-Ukrainian war. Firstly, the study seeks to identify the main media sources followed by the Egyptian audience, encompassing traditional outlets such as television and newspapers as well as digital platforms like social media and news websites. Secondly, the research aims to determine how interested Egyptians are in the Russian-Ukrainian war by assessing their frequency of engagement with news stories related to the conflict, their overall awareness of ongoing events, and the extent to which they seek information about the war. Finally, the study endeavors to uncover the main reasons for Egyptians' interest or lack thereof in the war, examining factors such as political ideologies, cultural perceptions, historical ties, and personal experiences that may influence their views. These questions are designed to provide a comprehensive understanding of the attitudes and opinions of Egyptian audiences towards the Russian-Ukrainian war and the role of media in shaping these perceptions.

1.5. Significance of the Study

The significance of this study lies in its contributions to the field of media and mass communication as well as its practical implications for media organizations and policymakers. By providing empirical data on the attitudes and opinions of Egyptian audiences towards the Russian-Ukrainian war, the study enhances our understanding of how international conflicts are perceived in different cultural contexts and the role of media in shaping public opinion. These insights can inform content strategies for media organizations, enabling them to better meet the needs and preferences of their audiences through more relevant and impactful coverage. Additionally, for policymakers, the study offers valuable information on public opinion dynamics, which can guide policy decisions and communication strategies related to international conflicts, ultimately promoting informed discourse and addressing public concerns more effectively.

2. Literature Review

2.1. Previous Studies on Media Consumption in Egypt

2.1.1. Overview of Existing Research on Media Consumption Patterns

Media consumption in Egypt has undergone significant transformations over the past few decades, particularly with the advent of digital media. Traditional media, such as television and print newspapers, have long dominated the landscape, but the rise of the internet and social media platforms has reshaped how Egyptians access and consume information (Lavie & Yefet, 2022). Research on media consumption patterns in Egypt indicates a diverse media environment where both traditional and new media coexist, catering to different demographics and interests.

Television remains a primary source of information for many Egyptians, especially older generations. Studies have shown that Egyptian audiences tend to trust television news more than other media sources, valuing its perceived credibility and comprehensive coverage (Hamdy, 2013). This trust is partly due to the long-established presence of state-run and private television channels, which have played crucial roles in shaping public opinion and disseminating information.

The rise of the internet has significantly impacted media consumption, particularly among younger Egyptians. Social media platforms such as Facebook, Twitter, and YouTube have become vital sources of news and information, providing real-time updates and diverse perspectives that are often absent in traditional media (Wilding et al., 2018). These platforms offer interactive and participatory media experiences, allowing users to engage with content, share their opinions, and connect with others who have similar interests.

Moreover, research highlights the importance of mobile devices in media consumption in Egypt. With the widespread availability of smartphones and affordable data plans, a significant portion of the population now accesses news and information on the go. This shift has led to an increase in the consumption of digital news, with many Egyptians turning to news websites and social media apps for their daily updates (Saad, 2019).

2.2. Studies on Public Opinion Towards International Conflicts

2.2.1. Summary of Research on Public Opinion Towards Conflicts Similar to the Russian-Ukrainian War

Public opinion towards international conflicts is a critical area of study in media and mass communication, as it reveals how individuals and societies perceive and respond to global events. Numerous studies have examined public opinion towards conflicts similar to the Russian-Ukrainian war, providing insights into the factors that shape attitudes and the role of media in influencing perceptions.

One of the seminal theories in this area is the Agenda-Setting Theory, which posits that the media play a significant role in determining the issues that the public perceives as important (Perloff, 2022). Study has shown that media coverage of international conflicts can influence public opinion by highlighting certain aspects of the conflict, framing the issues in specific ways, and providing contextual information that shapes audience perceptions (Ha et al., 2022).

Research on public opinion towards the Iraq War, 2003 provides a relevant comparison to the Russian-Ukrainian war. Studies have found that media coverage of the Iraq War significantly influenced public attitudes in various countries. For instance, in the United States, the framing of the war in terms of national security and the fight against terrorism led to widespread public support, especially in the early stages of the conflict (Yuan & Fu, 2020). In contrast, in countries with more critical media coverage, public opinion was more skeptical and opposed to the war (Szostek, 2020).

Another relevant conflict is the Syrian Civil War, which has been extensively covered by global media. Research indicates that media portrayals of the Syrian conflict have significantly influenced public opinion, particularly regarding humanitarian issues and the refugee crisis (Szostek, 2020). Media framing that emphasized the human suffering and displacement caused by the war generated empathy and support for refugees in many countries, while coverage that focused on security concerns and terrorism led to more negative attitudes towards refugees (Pandir, 2020).

The Israeli-Palestinian conflict is another case that offers insights into public opinion towards international conflicts. Studies have found that media coverage of this conflict is highly polarized, with different narratives presented by Israeli and Palestinian media outlets (Falah, 2021). This polarization extends to international media, where coverage can vary significantly based on political and ideological leanings. Public opinion in various countries is shaped by these divergent media narratives, leading to varying levels of support for either side of the conflict.

2.3. Theoretical Framework

2.3.1. Relevant Theories in Media and Mass Communication

Several media and mass communication theories provide a framework for understanding how media coverage influences public opinion towards international conflicts. Among these, Agenda-Setting Theory and Framing Theory are particularly relevant to this study.

2.3.1.1. Agenda-Setting Theory

Agenda-Setting Theory, developed by McCombs and Shaw (1972), posits that the media have the power to influence the public agenda by highlighting certain issues and ignoring others. The theory suggests that the issues that receive the most media coverage are perceived by the public as the most important. This theory is particularly relevant to the study of international conflicts, as media coverage can shape public perceptions of the significance and urgency of these events (McCombs & Shaw, 1972).

Research has demonstrated that agenda-setting effects are significant in the context of international conflicts. For example, studies on the Gulf War (1990-1991) found that extensive media coverage of the conflict led to heightened public concern and support for military intervention (Chinn et al., 2020). Similarly, media coverage of the Russian-Ukrainian war can influence the extent to which Egyptian audiences perceive the conflict as important and worthy of attention.

2.3.1.2. Framing Theory

Framing Theory, introduced by Goffman (1974) and further developed by Entman (1993), focuses on how the media frame issues and events to shape audience interpretations. Frames are the specific ways in which information is presented, emphasizing certain aspects and downplaying others. The theory suggests that media frames influence how audiences understand and evaluate issues (Entman, 1993; Goffman, 1974).

In the context of international conflicts, framing can significantly impact public opinion by shaping the narrative around the conflict. For instance, media frames that emphasize the humanitarian aspects of a conflict

can generate empathy and support for affected populations, while frames that focus on security threats can lead to fear and opposition (Evans, 2010). The framing of the Russian-Ukrainian war in Egyptian media is likely to influence how audiences perceive the conflict and form their attitudes towards it.

2.3.1.3. Cultivation Theory

Cultivation Theory, developed by Gerbner and Gross (1976), posits that long-term exposure to media content can shape an individual's perceptions of reality. This theory suggests that consistent and prolonged media exposure can lead to the development of a distorted view of the world, influenced by the media's portrayal of events and issues (Gerbner & Gross, 1976).

In the context of international conflicts, cultivation theory implies that continuous exposure to media coverage of a conflict can shape audience perceptions and attitudes over time. For example, repeated exposure to media reports emphasizing violence and instability in a conflict zone can lead to heightened perceptions of threat and insecurity among audiences (Nabi & Riddle, 2008). Understanding the long-term effects of media coverage on Egyptian audiences' perceptions of the Russian-Ukrainian war is crucial for analyzing the impact of media on public opinion.

2.3.1.4. Social Identity Theory

Social Identity Theory, developed by Tajfel and Turner (1979), explores how individuals' identification with social groups influences their attitudes and behaviors. The theory suggests that people derive a sense of identity and self-esteem from their group memberships, and this identification can influence their perceptions and evaluations of other groups (Tajfel et al., 1979).

In the context of international conflicts, social identity theory can explain how identification with national, cultural, or political groups influences public opinion. For example, Egyptians' identification with Arab or Muslim identities may shape their attitudes towards the Russian-Ukrainian war based on perceived alliances, historical ties, or geopolitical considerations (Chew et al., 2023). Understanding the role of social identity in shaping public opinion can provide insights into the underlying factors influencing Egyptian attitudes towards the conflict.

3. Methodology

3.1. Research Design

This study employs a quantitative research approach to investigate the attitudes of Egyptian audiences towards the Russian-Ukrainian war. Quantitative research is suitable for this study as it allows for the collection and analysis of numerical data, providing a systematic and empirical investigation of the research questions. The use of a structured questionnaire ensures that data can be gathered consistently, enabling statistical analysis and comparison of responses across different demographic groups.

3.2. Inclusion and Exclusion Criteria

The inclusion criteria for participants are as follows:

- Participants must have a university certificate.
- Participants must be at least 18 years old.
- Participants must be currently residing in Egypt.

The exclusion criteria are participants include:

- Participants who do not have university certificate.
- Participants under the age of 18.
- Participants who are not residing in Egypt.

3.3. Sample

The sample for this study consists of 250 participants drawn from various demographic backgrounds within the Universities in Egypt. This specific sample was chosen to provide insights into the attitudes of individuals who are expected to have a higher level of engagement with media due to their academic focus on media and mass communication. A stratified sampling method was employed to ensure that the sample adequately represents different subgroups within the population, such as gender, age, and educational level. Stratified sampling involves dividing the population into distinct subgroups (strata) and then randomly selecting participants from each stratum. This approach ensures that the sample is representative of the broader population of media audience at the university, enhancing the generalizability of the findings.

3.4. Data Collection Instrument

The primary data collection instrument used in this study is a structured questionnaire designed to capture detailed information on participants' attitudes towards the Russian-Ukrainian war. The questionnaire consists of multiple sections, each focusing on different aspects relevant to the research questions.

The personal data collected include gender, age, and educational level. The questions related to the participants' attitudes towards the war are structured using a Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree) to measure the level of agreement with various statements. These statements cover topics such as media consumption habits, trust in news sources, personal connections to the conflict, interest in international politics, and perceptions towards the war.

The independent variable section includes items such as regularity in following news about the war, trust in international and local news sources, reliance on social media, personal connections to the conflict, interest in international politics, concern about global security issues, and the influence of economic situations on views. The dependent variable section measures perceptions towards Ukrainian sovereignty, justification of Russian actions, influence of media coverage, opinions on Egypt's stance, economic concerns, humanitarian concerns, views on international sanctions, diplomatic efforts, awareness of geopolitical issues, and overall impact on international relations and alliances.

3.5. Data Collection Procedure

The data collection process involved several steps to ensure the reliability and validity of the data. The questionnaire was distributed to the participants through both online and paper formats, allowing for greater accessibility and convenience. Participants were given clear instructions on how to complete the questionnaire, and assurances of confidentiality and anonymity were provided to encourage honest and accurate responses.

The steps taken included preparation, pilot testing, distribution, collection, and data entry. Preparation involved developing the questionnaire based on the research objectives and ensuring that it was clear and concise. A pilot test was conducted with a small group of participant to identify any issues with the questionnaire and make necessary adjustments. The questionnaire was then distributed to the sample via email and in-person at the university, with online platforms such as Google Forms used for the digital version. Completed questionnaires were gathered through online submissions and physical collection points at the university, and the collected data were entered into a statistical software program for analysis.

To ensure reliability, the questionnaire was reviewed by experts in media and mass communication, and a pilot test was conducted to refine the questions. Validity was ensured by aligning the questionnaire items with the research objectives and theoretical framework.

3.6. Data Analysis

The data analysis involved the use of statistical methods to examine the responses to each question. The data were analyzed using Statistical Package for the Social Sciences (SPSS) software, version 26, which is widely used for quantitative data analysis.

Descriptive statistics were used to describe the basic features of the data, providing summaries of the sample and the measures. This included calculating the frequencies and percentages for categorical variables such as gender, age, and media consumption habits. Cross-tabulation was used to examine the relationships between different variables, such as the relationship between demographic factors and attitudes towards the war. Additional statistical tests, such as chi-square tests, were conducted to determine the significance of relationships between variables, helping to identify patterns and trends in the data.

Techniques for analyzing responses included analyzing the frequency and extent of media consumption among participants, assessing the level of interest in the Russian-Ukrainian war and identifying factors that influence this interest, evaluating the most commonly used media sources for information about the war, and analyzing participants' opinions on the causes, consequences, and resolution of the war.

4. Results

4.1. Participants Demographics

Table 1 presents the demographic information of the study participants (N = 250). The age distribution shows that 39.2% of the participants are between 18-22 years old, 20.0% are between 23-27 years old, and 40.8% are between 28-32 years old. The gender distribution is nearly even, with 49.6% of the participants identifying as male and 50.4% as female. In terms of education level, 49.6% of the participants hold a Bachelor's degree, while 50.4% possess a Master's degree. This demographic breakdown indicates a diverse sample in terms of age, gender, and educational background.

Table 1: Demographics Information of Participants (N = 250)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Age	18-22	98	39.2
	23-27	50	20.0
	28-32	102	40.8
Gender	Male	124	49.6
	Female	126	50.4
Education Level	Bachelor's Degree	124	49.6
	Master's Degree	126	50.4

4.2. Frequency Analysis

4.2.1. Attitude of Egyptian audience

Table 2 provides the frequency analysis of the attitudes of Egyptian audiences towards the Russian-Ukrainian war. Regarding the regular following of news about the conflict (Q1), 75.6% of respondents strongly agree, 20.0% agree, and 4.4% disagree. Trust in international news sources (Q2) shows that 49.6% strongly agree, 26.0% agree, and 24.4% disagree. Trust in local Egyptian news sources (Q3) reveals that 44.0% strongly agree, 36.0% agree, and 20.0% disagree. The use of social media as a primary news source (Q4) has 44.0% strongly agreeing, 33.6% agreeing, and 22.4% disagreeing. For having friends or family affected by the conflict (Q5), 58.0% strongly agree, 14.0% agree, and 28.0% disagree. A strong interest in international politics (Q6) is indicated by 70.0% strongly agreeing, 12.0% agreeing, and 18.0% disagreeing. Concern about global security issues (Q7) shows 14.0% strongly agreeing, 49.6% agreeing, and 36.4% disagreeing. Economic situation influencing views on conflicts (Q8) has 10.0% strongly agreeing, 49.6% agreeing, and 40.4% disagreeing. The belief that national security should be prioritized (Q9) is supported by 62.0% strongly agreeing, 16.0% agreeing, and 22.0% disagreeing. Lastly, cultural ties influencing perspectives on international conflicts (Q10) reveals that 20.4% strongly agree, 55.2% agree, 0.4% are neutral, and 24.0% disagree. These findings highlight the varied attitudes of Egyptian audiences, reflecting significant trust in international news sources, a high level of engagement with social media for news, and differing opinions on the influence of personal economic situations and cultural ties on their views regarding international conflicts.

Table 2: Attitude of Egyptian audience

Q1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	4.4	4.4	4.4
	4	50	20.0	20.0	24.4
	5	189	75.6	75.6	100.0
	Total	250	100.0	100.0	
Q2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	61	24.4	24.4	24.4
	4	65	26.0	26.0	50.4
	5	124	49.6	49.6	100.0
	Total	250	100.0	100.0	
Q3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	50	20.0	20.0	20.0
	4	90	36.0	36.0	56.0
	5	110	44.0	44.0	100.0
	Total	250	100.0	100.0	
Q4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	56	22.4	22.4	22.4
	4	84	33.6	33.6	56.0
	5	110	44.0	44.0	100.0
	Total	250	100.0	100.0	
Q5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	70	28.0	28.0	28.0
	4	35	14.0	14.0	42.0
	5	145	58.0	58.0	100.0
	Total	250	100.0	100.0	
Q6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	45	18.0	18.0	18.0
	4	30	12.0	12.0	30.0
	5	175	70.0	70.0	100.0
	Total	250	100.0	100.0	
Q7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	91	36.4	36.4	36.4
	4	124	49.6	49.6	86.0
	5	35	14.0	14.0	100.0
	Total	250	100.0	100.0	

Q8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	101	40.4	40.4	40.4
	4	124	49.6	49.6	90.0
	5	25	10.0	10.0	100.0
	Total	250	100.0	100.0	
Q9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	55	22.0	22.0	22.0
	4	40	16.0	16.0	38.0
	5	155	62.0	62.0	100.0
	Total	250	100.0	100.0	
Q10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	60	24.0	24.0	24.0
	3	1	.4	.4	24.4
	4	138	55.2	55.2	79.6
	5	51	20.4	20.4	100.0
	Total	250	100.0	100.0	

4.2.2. Perception towards Ukrainian War

Table 3 presents the frequency analysis of the perceptions of Egyptian audiences towards the Ukrainian war. Regarding support for Ukraine's sovereignty and territorial integrity (Q11), 75.6% of respondents strongly agree, 20.4% agree, and 4.0% disagree. Belief that Russia's actions are justified (Q12) shows that 49.6% strongly disagree, 26.0% disagree, and 24.4% agree. The influence of media coverage on opinions about the conflict (Q13) reveals that 44.0% strongly agree, 36.0% agree, and 20.0% disagree. The view that Egypt should take a stronger stance against Russian aggression (Q14) is supported by 44.0% strongly agreeing, 33.6% agreeing, and 22.4% disagreeing. Concern about the economic impacts of the war on Egypt (Q15) indicates that 58.0% strongly agree, 14.0% agree, and 28.0% disagree. The humanitarian crisis caused by the war being a major concern (Q16) has 76.0% strongly agreeing, 20.0% agreeing, and 4.0% disagreeing. Belief in the effectiveness of international sanctions on Russia (Q17) shows that 50.0% strongly agree, 26.0% agree, and 24.0% disagree. The need for increased diplomatic efforts to resolve the conflict peacefully (Q18) is indicated by 43.6% strongly agreeing, 36.0% agreeing, and 20.4% disagreeing. Increased awareness of geopolitical issues due to the war (Q19) reveals that 44.0% strongly agree, 33.6% agree, and 22.4% disagree. Lastly, the impact of the conflict on views of international relations and alliances (Q20) is shown by 58.0% strongly agreeing, 14.0% agreeing, and 28.0% disagreeing. These results underscore a predominant support for Ukraine, significant concern for the humanitarian crisis, and a strong preference for diplomatic resolutions among the Egyptian audience.

Table 3: Perception towards Ukrainian War

Q11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	4.0	4.0	4.0
	4	51	20.4	20.4	24.4
	5	189	75.6	75.6	100.0
	Total	250	100.0	100.0	
Q12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	61	24.4	24.4	24.4
	4	65	26.0	26.0	50.4
	5	124	49.6	49.6	100.0
	Total	250	100.0	100.0	
Q13					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	50	20.0	20.0	20.0
	4	90	36.0	36.0	56.0
	5	110	44.0	44.0	100.0
	Total	250	100.0	100.0	
Q14					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	56	22.4	22.4	22.4
	4	84	33.6	33.6	56.0
	5	110	44.0	44.0	100.0
	Total	250	100.0	100.0	
Q15					

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	70	28.0	28.0	28.0
	4	35	14.0	14.0	42.0
	5	145	58.0	58.0	100.0
	Total	250	100.0	100.0	
Q16					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	4.0	4.0	4.0
	4	50	20.0	20.0	24.0
	5	190	76.0	76.0	100.0
	Total	250	100.0	100.0	
Q17					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	60	24.0	24.0	24.0
	4	65	26.0	26.0	50.0
	5	125	50.0	50.0	100.0
	Total	250	100.0	100.0	
Q18					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	51	20.4	20.4	20.4
	4	90	36.0	36.0	56.4
	5	109	43.6	43.6	100.0
	Total	250	100.0	100.0	
Q19					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	56	22.4	22.4	22.4
	4	84	33.6	33.6	56.0
	5	110	44.0	44.0	100.0
	Total	250	100.0	100.0	
Q20					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	70	28.0	28.0	28.0
	4	35	14.0	14.0	42.0
	5	145	58.0	58.0	100.0
	Total	250	100.0	100.0	

4.3. Correlation

Table 4 illustrates the correlation analysis between the attitude of the Egyptian audience and their perception towards the Ukrainian war. The Pearson correlation coefficient between attitude and Ukrainian war perception is 0.909, indicating a strong positive relationship. This correlation is statistically significant at the 0.01 level (two-tailed), with a significance value (p-value) of 0.000. The high correlation coefficient suggests that as the attitude of the Egyptian audience becomes more positive, their perception of the Ukrainian war also becomes more favorable. This analysis is based on a sample size of 250 participants, reinforcing the robustness of the findings

Table 4: Correlations Analysis

		Attitude	Ukrainian war perception
Attitude	Pearson Correlation	1	.909**
	Sig. (2-tailed)		.000
	N	250	250
Ukrainian war perception	Pearson Correlation	.909**	1
	Sig. (2-tailed)	.000	
	N	250	250

**. Correlation is significant at the 0.01 level (2-tailed).

4.4. Regression

Table 5 presents the regression analysis model summary, highlighting the relationship between the independent variable, perception towards the Ukrainian war, and the dependent variable, attitude of the Egyptian audience. The R Square value of 0.826 indicates that approximately 82.6% of the variance in the audience's attitude can be explained by their perception of the Ukrainian war. The Adjusted R Square, slightly lower at 0.825, accounts for the number of predictors in the model, confirming the robustness of this relationship. The standard error of the estimate is 0.2795903, reflecting the average distance that the observed values fall from the regression line. This strong model fit suggests a substantial explanatory power of the perception towards the Ukrainian war in predicting the attitude of the Egyptian audience.

Table 5: Regression Analysis

Model Summary		
R Square	Adjusted R Square	Std. Error of the Estimate
.826	.825	.2795903

a. Predictors: (Constant), Ukrainian war perception

4.5. ANOVA

Table 6 displays the results of the ANOVA analysis, assessing the significance of the regression model predicting the attitude of the Egyptian audience based on their perception towards the Ukrainian war. The model's overall F-statistic of 1174.413 is highly significant ($p < .001$), indicating that the regression model is a good fit for the data. This significant F-value suggests that the variation in the audience's attitude can be largely attributed to their perception of the Ukrainian war rather than random chance. The sum of squares for regression (91.805) indicates the amount of variance in the attitude variable explained by the regression model, while the residual sum of squares (19.386) represents the unexplained variance. Overall, the ANOVA results underscore the strong predictive power of perception towards the Ukrainian war in determining the attitude of the Egyptian audience, confirming the robustness of this relationship in the study.

Table 6: ANOVA Analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.805	1	91.805	1174.413	.000 ^b
	Residual	19.386	248	.078		
	Total	111.191	249			

a. Dependent Variable: Attitude

b. Predictors: (Constant), Ukrainian war perception

4.6. Cronbach's Alpha

Table 7 presents the reliability statistics using Cronbach's Alpha to assess the internal consistency of the questionnaire items in this study. The computed Cronbach's Alpha coefficient is .916, indicating a high level of reliability and consistency among the 20 items included in the questionnaire. Generally, a Cronbach's Alpha value above .70 is considered acceptable for research purposes, suggesting that the items in this study are reliably measuring the intended constructs related to attitudes towards the Ukrainian war among the Egyptian audience. The high Alpha coefficient suggests that the questionnaire items are cohesive and measure the underlying construct consistently, enhancing the validity of the study's findings. Therefore, the reliability analysis confirms that the questionnaire used in this research is robust and suitable for investigating the attitudes and perceptions of the Egyptian audience towards the Ukrainian war with a high degree of internal consistency.

Table 7: Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.916	20

5. Discussion

This study has explored the nuanced attitudes and perceptions of the Egyptian audience towards the ongoing Russian-Ukrainian conflict, shedding light on how media consumption patterns and socio-political contexts shape public opinion. The findings underscore several key themes that are crucial for understanding global public sentiment and its implications for media organizations, policymakers, and international relations. The study revealed a strong sentiment among the Egyptian audience in support of Ukraine's sovereignty and territorial integrity, with a significant majority expressing disapproval of Russia's actions in the conflict. This aligns with broader global trends where sovereignty and territorial disputes evoke robust public responses (Federle et al., 2022). The findings also highlight the role of historical and geopolitical factors in influencing public opinion, reflecting regional sensitivities and alignments (Federle et al., 2022). Media emerged as a powerful influencer of public opinion, with a substantial number of respondents indicating that media coverage significantly shaped their perceptions of the conflict. This finding underscores the critical role of media framing and representation in shaping public discourse on international affairs (Yoko, 2023). The study's insights into media consumption patterns provide valuable implications for media organizations striving for balanced and informative reporting during global crises.

The findings of this study reveal a predominantly positive attitude among the Egyptian audience towards various aspects of the Ukrainian war. The majority of respondents expressed strong support for Ukraine's sovereignty and territorial integrity, with 75.6% strongly agreeing. This aligns with previous studies that have shown a sympathetic stance towards international conflicts where sovereignty and territorial integrity are at

stake (Alam et al., 2022; DAVIDSON, 2022). Comparatively, a significant proportion of the Egyptian audience also believed that Russia's actions in the Ukrainian war are unjustified, with 49.6% strongly disagreeing. This finding contrasts with studies by Mankoff (2022) and Yudaruddin et al. (2023), which found varying degrees of support or neutrality towards Russia's actions in different geopolitical contexts (Mankoff, 2022; Yudaruddin et al., 2023). The perception of media coverage influencing opinions about the conflict was notably strong among respondents, with 44.0% strongly agreeing and 36.0% agreeing. This underscores the influential role of media in shaping public perception during international crises, a finding supported by studies on media framing and public opinion (Flockhart & Korosteleva, 2022; Yousaf et al., 2022). Concerns over the economic impacts of the Ukrainian war on Egypt were also prevalent among respondents, with 58.0% strongly agreeing. This mirrors findings from studies on economic perceptions during global conflicts (Cavandoli & Wilson, 2022). Comparing these findings with previous research provides valuable insights into the consistency and divergence of attitudes and perceptions across different contexts. For instance, Janardhan (2023) study on Middle Eastern attitudes towards international conflicts noted similar trends of support for sovereignty and concern over economic impacts, reflecting regional geopolitical sensitivities (Janardhan, 2023). However, contrasting findings with studies by Götz (2015) and O'Loughlin (2020) highlight contextual variations in public opinion towards Russia's role in conflicts, suggesting that geopolitical alliances, historical ties, and media narratives significantly influence public perceptions (Götz, 2015; O'Loughlin et al., 2020).

The strong positive correlation ($r = 0.909$, $p < .001$) between attitudes towards the Ukrainian war and perceptions of the conflict underscores the interplay between personal beliefs and external influences. This finding is consistent with theoretical frameworks on attitude formation and media effects, emphasizing the robustness of the relationship observed in this study (Joffe, 1993). The regression analysis further confirms the predictive power of perception towards the Ukrainian war in shaping attitudes among the Egyptian audience ($R^2 = 0.826$). This aligns with similar regression models in political psychology and public opinion research, demonstrating the utility of regression analysis in understanding complex relationships between variables (Cavandoli & Wilson, 2022). The high Cronbach's Alpha coefficient ($\alpha = 0.916$) indicates strong internal consistency and reliability of the questionnaire used in this study. This reliability enhances the validity of the findings and supports the generalizability of results to the broader Egyptian population, as suggested by previous studies on survey methodology (Hart et al., 2020). The significant role of media in shaping public opinion during international conflicts is evident from the findings. High agreement levels on media influence suggest that Egyptian audiences are responsive to media narratives, which likely impact their attitudes towards global events. This underscores the importance of responsible journalism and balanced reporting in influencing public perception (Kassen, 2017; Lavie & Yefet, 2022).

For media organizations, understanding the influential role of media coverage can guide strategies for responsible reporting and balanced representation of international conflicts. Policymakers can leverage these insights to formulate diplomatic strategies that align with public sentiment and address concerns over economic impacts effectively. This study suggests that proactive engagement with media and public opinion dynamics is crucial for informed decision-making in international relations.

The study's findings are robust, but there are several limitations. The self-reported survey data may introduce biases and social desirability effects, impacting response accuracy. To mitigate this, rigorous measures were taken in questionnaire design and administration. The cross-sectional design limits causal inference and temporal dynamics of public opinion, requiring future longitudinal studies to explore attitudes' evolution over time. The sample size may not fully represent the diversity of Egyptian public opinion, requiring caution in generalizing findings beyond the study population.

Conclusion

In conclusion, this study has provided a comprehensive analysis of the attitudes and perceptions of the Egyptian audience towards the Russian-Ukrainian conflict, revealing strong support for Ukraine's sovereignty and widespread disapproval of Russia's actions. The findings underscore the significant role of media consumption patterns in shaping public opinion, highlighting the need for balanced and informative reporting to foster informed discourse. Media organizations can leverage these insights to enhance their reporting standards and contribute positively to global peacebuilding efforts. Moreover, the study's implications for policymakers emphasize the importance of aligning diplomatic strategies with public sentiment to strengthen transparency and public trust. Despite methodological limitations, including the reliance on self-reported survey data, this research contributes valuable insights into global public opinion dynamics and sets a foundation for future longitudinal and comparative studies in international relations and media effects.

Conflict of Interest

The author declares no conflict of interest.

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7. Appendix

Appendix - I

Section	Items	1	2	3	4	5
Independent variable (Attitude of Egyptian audience)	I regularly follow news about the Russian-Ukrainian war.					
	I trust the information provided by international news sources regarding the war.					
	I trust the information provided by local Egyptian news sources regarding the war.					
	I use social media as a primary source of news about the conflict.					
	I have friends or family directly affected by the conflict.					
	I have a strong interest in international politics.					
	I am concerned about global security issues.					
	My economic situation influences my views on international conflicts.					
	I believe that my country's foreign policy should prioritize national security over global issues.					
	I think cultural ties between Egypt and other countries influence my perspective on international conflicts.					
Dependent variable (Perception towards Ukrainian War)	I support Ukraine's sovereignty and territorial integrity.					
	I believe that Russia's actions in Ukraine are justified.					
	The media coverage of the war has influenced my opinion on the conflict.					
	I think Egypt should take a stronger stance against Russian aggression.					
	I am concerned about the economic impacts of the war on Egypt.					
	The humanitarian crisis caused by the war is a major concern for me.					
	I believe international sanctions on Russia are an effective response to the conflict.					
	I think diplomatic efforts should be increased to resolve the conflict peacefully.					
	The war has made me more aware of geopolitical issues in the region.					
	I feel that the conflict has impacted my view of international relations and alliances.					

Likert Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree