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جامعة نورثويسترن  
في قطر

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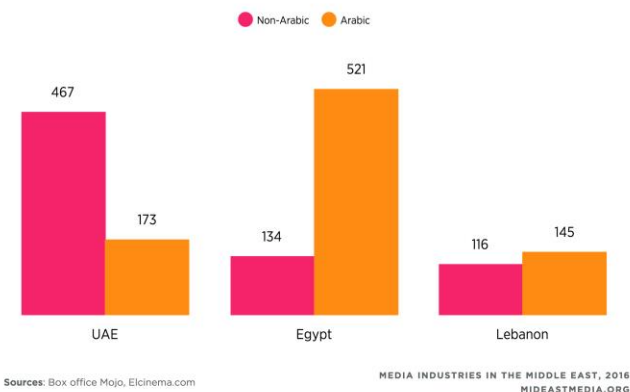
## **NU-Q Faculty Present Research at Journalism Convention in the United States**

**Doha, Qatar – August 10, 2016** -- Faculty from Northwestern University in Qatar presented their research at the annual Association for Education in Journalism and Mass Communication (AEJMC) conference from 4<sup>th</sup> to 7<sup>th</sup> August in Minneapolis. AEJMC is the premiere association in the United States for journalism and mass communication education and research.

“Research conducted by NU-Q faculty continues to contribute significantly to international research taking place among the leading universities in the world. From our leading research on communications in the Middle East through usage and by industries, to the broader topics on freedom of expression and media law and policy, our faculty are leading voices in communication and journalism research,” said Dean Everette E. Dennis.

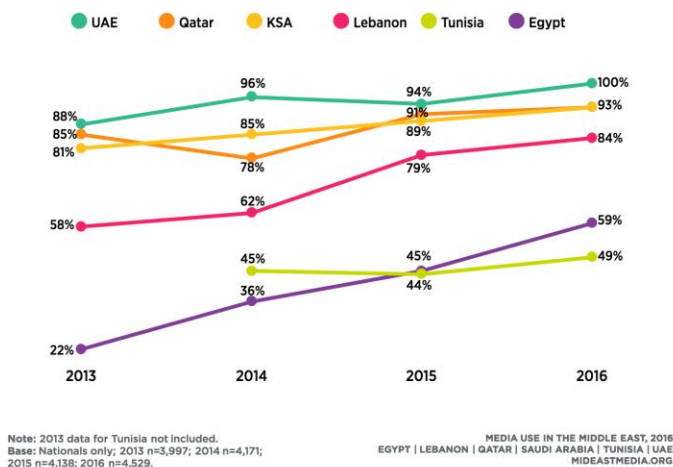
During a panel on ‘Media Use & Media Production in the Middle East: Results from Longitudinal Surveys and an Inventory of Media Industries’, Klaus Schöenbach, Associate Dean for research at NU-Q, discussed NU-Q’s region-wide study, *Media Industries in the Middle East, 2016*, that showed an increased and continued consolidation of media production in Arab media hubs like Cairo, UAE, and Lebanon. (The full report can be found here: <http://www.mideastmedia.org/industry/2016/>)

Average Box Office Revenue per Title: Non-Arabic vs. Arabic Films (USD thousands), 2015



The panel also discussed the 4<sup>th</sup> annual media use survey, which examines media and communication behavior, and political and cultural attitudes in the Middle East. Among the key findings in this year’s survey; soaring internet connectivity in the region has provided more digital options, with consumers in the region using more Arabic content and less English. (The full report can be found here: <http://www.mideastmedia.org/survey/2016/>)

Internet penetration, by country



Schönenbach was joined by Justin D. Martin, Assistant Professor, journalism; Ilhem Allagui, Associate Professor, journalism; and Marium Saeed, Research Assistant on the panel.

Amy Sanders, Associate Professor in residence, journalism, also participated in several panels at the convention. Sander, who has a PhD in mass communication law, as well as a law degree, is an expert on legal issues in the fields of journalism and communication. Sanders participated in three panels: ‘Comparative Law in the Classroom — Internationalizing Your Instruction’; ‘The

Freedom of Information Act 50 Years Late: Is The U.S. Law Still Serving as the Touchstone?’ and ‘The Internationalization of Media Law and Policy’.

Justin D. Martin, also presented a paper ‘*Media use predictors of online political efficacy among internet users in five Arab countries*’, which was developed with two NU-Q students Ralph Martins and Shageaa Naqvi. Martin, a graduate of the Class of 2016, joined Professor Martin for the presentation.

Also Susan Dun, Assistant Professor in residence, and Syed Owais Ali, a recent NU-Q graduate presented a paper on a faculty/student research project. The paper, “*Enabling Tailored Message Campaigns: Discovering and Targeting the Attitudes and Behaviors of Young Arab Male Drivers,*” is based on a study aimed at discovering the driving attitudes and behavioral intentions of young Arab men. Dun also participated in a panel on women, sports, and media – ‘From Kane to Cooky and Beyond: Research on Women, Sport and Media.’

As one of AEJMC main goals, the encouragement of communication research as well as defending and maintaining the “freedom of communication in an effort to achieve better professional practice, a better informed public, and wider human understanding” is a key priority. Its annual conference feature sessions, panels and workshops on the latest research, teaching methods and public service in journalism and mass communication.

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***About Northwestern University in Qatar***

*Northwestern University in Qatar draws from its parent organization, [Northwestern University](#) (Evanston, Illinois), a distinguished history, famous programs and an exceptional faculty. Founded in partnership with Qatar Foundation, NU-Q provides a framework through which students explore the world and, ultimately, shape its future through its distinguished schools of [communication](#), [journalism](#), and [liberal arts](#).*