Audience Knowledge and Attitudes toward Green Economy

Challenge in the Egyptian Media

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Abstract:
This paper explores the possible attitudes of the Egyptian audience toward the different topics that are included in the universal interest of the environmental issue of the green economy. The Egyptian newspapers address the ecological concern by reporting news stories and articles that tackle the industrial, commercial, educational, and scientific facets of the topic and define the proposed solutions to mitigate the environmental crisis. This study employs a mixed method technique to combine content analysis of the newspapers with surveying the attitudes of the audience to evaluate the impact of media reporting in raising public awareness of the environmental issue and the necessity of adopting green economy politics.

Keywords: Green economy – renewable resources – sustainable development – climate change – environmental crisis – innovative solutions.

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اتجاهات ومعارف الجمهور حول التحديات التي يواجهها الاقتصاد الأخضر كما يقدمها الإعلام المصري

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مجموعة من الطلاب

الملخص:

تتناول هذه الورقة البحثية الاتجاهات المحتملة للجمهور المصري تجاه الموضوعات المختلفة التي تندرج تحت الاهتمام العالمي بقضية البيئة المتمثلة في الاقتصاد الأخضر. وتتناول الصحف المصرية الاهتمام البيئي من خلال نشر قصص إخبارية ومقالات تتناول الجوانب الصناعية والتجارية والتعليمية والعلمية للموضوع وتحدد الحلول المقترحة للتخفيف من حدة الأزمة البيئية. وتستخدم هذه الدراسة أسلوبًا مختلطًا يجمع بين تحليل محتوى الصحف واستطلاع آراء الجمهور لتقييم تأثير التقارير الإعلامية في رفع الوعي العام بالقضية البيئية وضرورة تبني سياسات الاقتصاد الأخضر.

الكلمات الدالة: الاقتصاد الأخضر – الموارد المتجددة – التنمية المستدامة –التغير المناخي – الازمة البيئية – الحلول المبتكرة

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Theoretical Framework

The social science paradigm is an objective approach to investigating relationships between variables (Croucher, 2015). Employing this paradigm is consistent with the main topic and the suggested design of the investigation. In this research, grounded theory is employed to ensure that the theoretical framework is deeply rooted in empirical data.

The main objectives of this research are to identify the media influence on public awareness of green economy issues, to define the priorities of these issues, to evaluate public awareness based on media exposure, and to conclude a procedural plan can be applied by the media to improve the effectiveness of reporting about green economy issues.

Based on these objectives, the analysis aims to find answers to the following questions:

RQ1. What are the green economy topics that are reported by Egyptian newspapers?

RQ2. What are the publishing priorities of these topics?

RQ3. What are the limits of public awareness of the green economy?

RQ4. What procedural steps and editorial decisions should be taken to improve the reporting effectiveness about green economy issues?

This is a descriptive study that applies the theoretical assumptions of agenda-setting theory. The agenda-setting theory presents three basic assumptions that go hand in hand. First and foremost, each medium establishes its own agenda through which it showcases and/or gatekeeps information to filter and shape reality. Secondly, there is a direct relation between the content put out and transcended by the medium, and the impact it has on the public perception, therefore influencing the policymakers' agenda. Lastly, the policymakers and the public's agenda have the possibility of affecting the media's agenda as well.

And the hypotheses of this study are the following:

H_1. The more complex the coverage of the topics is, the less likely it is to be understood by the audience.

H_2. The decreased applicability/ practicality of the green economy initiatives will decrease the likelihood of its execution.

H_3. The choice of words and visuals in reporting green economy has an impact on the audience's attitudes mediated by the timing of the exposure and the medium endorsing it.

Problem Statement:

The problem of this research is the clear discrepancy between the role that the media is supposed to play in raising public awareness about the environmental crisis and the knowledge that people have and their attitudes towards pressing environmental issues. Therefore, this research aims to explore the potential impact of electronic newspapers on people's awareness of environmental issues to come up with conclusions that benefit the media in playing the comprehensive role expected of them towards this vital issue in Egyptian society.

Literature Review:

The media interest in the environmental crisis takes different facets that reflect on public knowledge and awareness of this crisis. This section illustrates the previous studies that address the relationship between media reporting about the green economy and climate change challenges and the possible impact on the audience's attitudes toward these issues. This exploration may include the green economy topics that have been shown as critical by media, the priority order of these topics, the public awareness of the meaning of the green economy and other issues associated with it, the intellectual and behavioural impact of the media on the audience, and the extent to which this influence could be effective in the future.

Green economy and public awareness

The green economy and other issues surrounding it have been a concern ever since human existence; however, people are either not aware of them or are aware but not taking any initiative toward change. It all goes back to the media coverage and the way people respond to it. Taking plastic recycling as an example, it has gotten quite popular among the public, yet they are still not educated enough on the topic. According to a study by Soares et al., 2021, aimed to analyse some perceptions about plastic pollution through a self-report questionnaire. The findings of this study showed that participants have a large amount of general knowledge on the topic and the threats it presents. Despite the high knowledge they acquire, they do not fully acknowledge that daily-use items like plastic bottles or bags are not

the only products contributing to plastic pollution. Furthermore, there is a failure to recognize the presence of microplastics in a lot of consumer products such as personal care goods. Consequently, their environmental behaviour could be justified by the lack of resources and information. Another study suggested that individuals, who frequently consume take-out food, ranging from four to seven times per week, may ingest microplastics in containers that range from 12 to 203 pieces (Du et al., 2020). This highlights the importance of increasing scientific knowledge in understanding the potential effects of microplastics on human health. The public should be educated about waste management through various channels such as schools, the Internet, as it has been shown to contribute to green economic growth (Wang et al., 2021), news articles, advertisements, and leaflets. However, Plastic pollution is not the only environmental concern as other topics have been covered by the media. One more interesting example is renewable energy resources which refers to energy coming from natural sources that self-replenishes, for instance, wind energy, Solar thermal energy, and hydropower. When discussing the public's awareness about renewable resources of energy, it has been found that people generally have moderate knowledge about the topic (Almulhim, 2022), with all their information mainly surrounding wind and atomic energy generation systems (Khambalkar et al., 2011). Despite the adequate knowledge of the issue, the adoption of it would be hard to implement due to the expensive costs it requires to take advantage of this type of energy (Zakaria et al., 2019, Almulhim, 2022, Szeberényi et al., 2022).

Intensity of media coverage and attitudes

The relationship between media coverage of the green economy and climate change concerns is an issue of considerable scientific interest. The media is very important in forming public opinion, influencing political decisions, and increasing public knowledge of environmental problems. Understanding the way the media presents the green economy and climate change issues can provide useful insights on public opinion, policy development, and the overall success of environmental campaigns. The "Impact of Media Framing on Public Support for Climate Change Policies" research by Cheng et al. (2020) shows how public support for climate change measures in the US is

affected by media framing. The researchers discovered that public support for green laws rises when they portray climate change as an issue that can be resolved by both individual and technological advancements. The research "Media Reporting on the Green Economy: Exploring the Role of News Framing and Sources" by Codignola et al. (2020) is another important research. This study looks at how sources and framing in the media affect how the general public views the green economy. According to the authors, news reports that highlight the economic advantages of the green economy tend to be liked by the public, but those that emphasize its environmental benefits face more criticism. These researches have indicated that public attitudes and support for climate change measures can be influenced by the framing and sources used in the media.

Behavioural Impact of Media on Audience

Social media uses trends to influence how people behave. The media facilitates political engagement and encourages the purchasing of new goods. Modern and non-traditional media are involved in voter knowledge and contributing to his participation in politics and elections (Drew & Weaver, 2006). Besides, the media's impact would be tied to their agenda policy, encouraging debate of particular viewpoints and ideologies rather than opposing ones (Ferreira, 2014). According to (Jashari & Rrustemi, 2017) research, the high percentage of social media use among Pristina's consumers also affects how they behave as customers, influencing every phase of the decision-making process. Additionally, people who are exposed to more green social content are more inclined to behave in ways that are positive for the environment (Zhou et al., 2018). Moving on (Chang et al., 2015) proposed that there are two ways that messages in green advertising may be designed: as a "gain frame," which emphasizes the benefits (pleasing attributes) of buying a certain product, or as a "loss frame," which emphasizes the drawbacks of not doing so. One of the techniques of the "gain frame" design is the self-benefit approach, as when purchasing a product from a mainstream brand benefits the consumer; they are more inclined to make sustainable purchases (Holmes et al., 2002). Consistent with (Balaskas et al., 2023) Emotions emerged as significant influencing factors on how customers perceive and behave when it comes to being green.

Unexpectedly, the results have shown that according to the research design, there is an influence on people's motivation to purchase green products, especially when it comes to successfully evoking strong emotions like guilt, fear, and disgust. While, increased levels of positive emotions, turns to cause people to be less likely to buy environmentally friendly goods (Balaskas et al., 2023). All in all, the previous information highlights how important it is to use emotional appeals to encourage eco-friendly product adoption and consumer pro-environmental behavior.

Popular Green Economy Topics in Media

The media plays a crucial role in shaping public opinion and influencing behaviours in society. When it comes to green economy topics such as plastic use and climate change, media platforms have the power to educate raise awareness and drive positive change. For example, Plastic pollution has become a pressing global issue and its harmful effects on the environment are well known (Soares et al., 2021). The media has increasingly highlighted the urgency of reducing plastic use through various channels including news articles, research papers, documentaries, and social media campaigns. The production and disposal of plastic products contributes to pollution and habitat destruction including aquatic and terrestrial environments and the release of greenhouse gases (Derraik, 2002; Chae & An, 2018). The media often highlights the detrimental effects of single-use plastics such as bottles and bags and raises awareness about the need for sustainable alternatives. For instance, news reports often cover initiatives directed at reducing plastic waste such as bans on plastic straws and the promotion of reusable shopping bags. This media-driven awareness has significantly helped with the rise of eco-friendly alternatives and the implementation of plastic reduction policies worldwide. Studies by (Carvalho & Pereira 2008; Luo et al., 2019) show another pressing global problem that the media has brought attention to which is climate change and its detrimental effects on the green environment and various aspects of people's lives. The way climate change is portrayed in the media can influence public perception policy debates and individual action. According to a study by (King et al., 2019), one common representation of climate change in media is through news articles. These articles often highlight the

latest scientific findings on the impact of climate change on communities and ecosystems. However, it is important to note that news articles can vary in their accuracy and balance leading to potential biases in the information presented. But in recent years, social media platforms have emerged as a more influential source of information and discussion on climate change. Hashtags like #climatechange and #globalwarming allow users to share news articles, scientific studies and personal opinions on the topic. However, the unsteady nature of social media can also lead to the spread of misinformation and the development of certain narratives. On the other hand, accurate and engaging media coverage can promote a sense of urgency, promote understanding, and mobilize public action. Furthermore, social media platforms have enabled environmental activists and organizations to boost their messages, assemble large audiences, and evoke positive change.

Methodological Design:
This study applies a mixed method approach combining content analysis of the newspaper content, specifically news stories, about green economy issues in addition to the survey technique collecting data on the exposure to the media to explore the knowledge and attitudes of the audience. Mixed methods research is the research paradigm that advocates for the combined use of qualitative and quantitative research elements to answer complex questions, which can be applied at the primary empirical study level as well as at the synthesis level (Heyvaert et al., 2011).

The structural design of the survey will be divided into four sections, each measuring a different aspect. The first section will determine the audience's awareness as well as their level of exposure to the green economy content provided by the media. The second section will examine the audience's attitudes toward the green economy topics. The third section assesses the density of the media coverage in conjunction with the approach it employs. The fourth and last section evaluates the effectiveness of the media's role in positively impacting the environment. Finally, this survey will be sent out and filled out by 400 environmentalists living in both Cairo and Alexandria to conclude a plan to help better achieve a greener economy.

The sample of newspapers is non-randomized and conveniently selected from the highest circulation figures. Al-Ahram, Youm7, and El-Masry Alyoum are the selected newspapers and the time between November 2022 and November 2023 is the temporal sample.

Moving on, the population that this study targets is young adults ranging from 21 to 28 living in urban areas like Alexandria and Cairo. This age category by evidence forms about 17.3% of the entire Egyptian population according to the Central Agency for Public Mobilisation and Statistics (CAPMAS). Consistent with research studies, younger generations are recognized as significant contributors to environmental and sustainability issues. They tend to promote sustainable behavior and share their knowledge and enthusiasm to change the attitudes of older generations toward these issues (Hartley et al., 2018). They also should have a form of higher education like a Bachelor's, MA, or Ph.D. Similarly, it targets those from both classes A and B with an average household income of 8k+.

Results

This study aimed to investigate the knowledge and attitudes of the audience toward green economy topics as portrayed in Egyptian media. The research utilized two primary methods: content analysis and a survey. Starting with the survey, it was conducted with a hundred respondents varying in age from 20 up to 60. This next part deals with the answers given by the respondents which will be categorized into three groups, each group serving to measure a different variable. The first group contains the main demographic information where respondents were asked about their age, gender, education, job (if they had one), their preferred platform, and whether they follow any TV and radio programs or not. As for the second group, it encompasses the audience's level of knowledge about the green economy topics as well as their sources of information. The final group includes information about the audience's attitudes toward the green economy topics.

Demographics of the audience

As seen in Figure 1, the majority of the respondents were of a younger age ranging from 20 to 40 which is, as demonstrated, 72%. At the same time, the minority are of ages 41 to 60 representing only 28% of the sample.

Figure 1

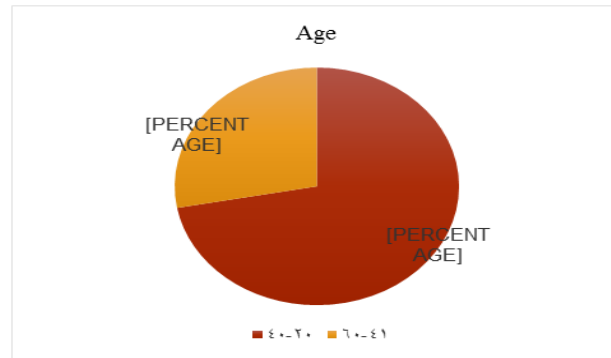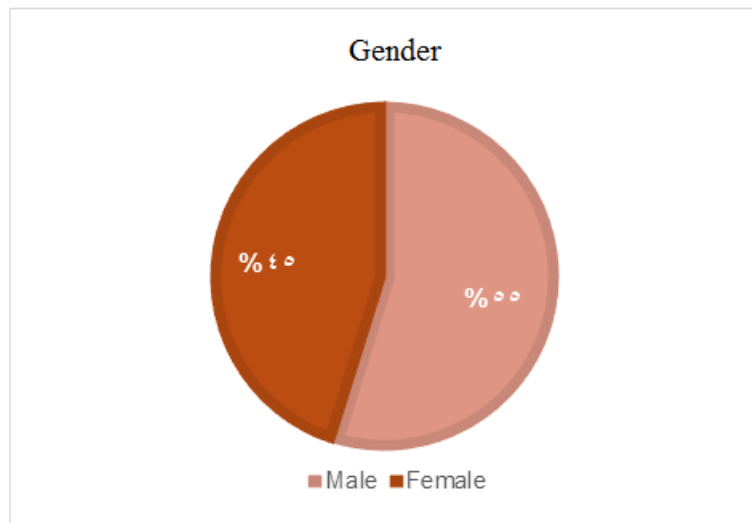**Age**

[PERCENTAGE]

[PERCENTAGE]

■ ٤٠-٢٠   ■ ٦٠-٤١

Figure 2 showcases approximately the number of respondents of each gender. While there was not much of a gap between the two genders, it should still be noted that 55% of the respondents were males whereas the females represented 45%.

Figure 2

Gender

%٤٥

%٥٥

■ Male ■ Female

According to the displayed Figure 3, the results showed that 42% of the respondents have a secondary degree. This means that the majority answering the survey are still students. Right after are the bachelor's degree holders representing 36% of the sample size. Lastly, those with a master's degree and Ph.D. form 16% and 6% of the population respectively.
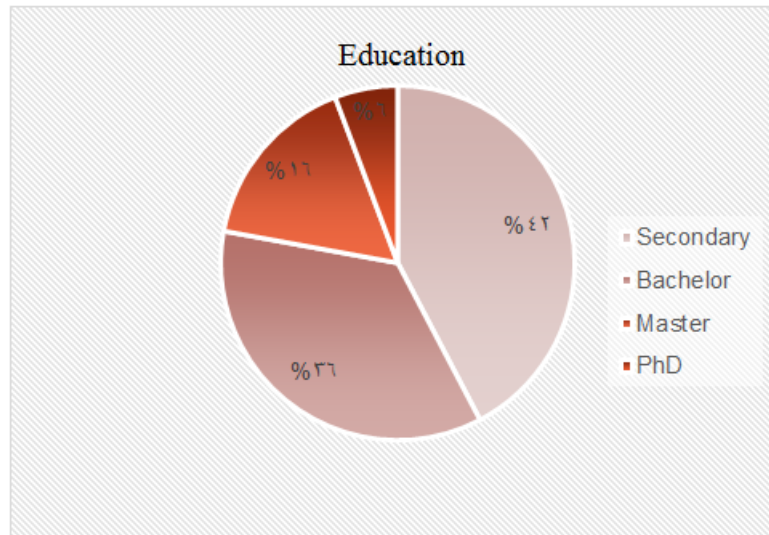
Figure 3

Education

Figure 4 demonstrates the different positions the respondents occupy in the work field. As mentioned before, the majority of the sample held a secondary degree, meaning that those 42% are students. While 26% chose "other" implying that they are either unemployed or work in another field. With results fairly close, 14% of respondents filled out the academic positions, and 18% filled out the managerial positions.
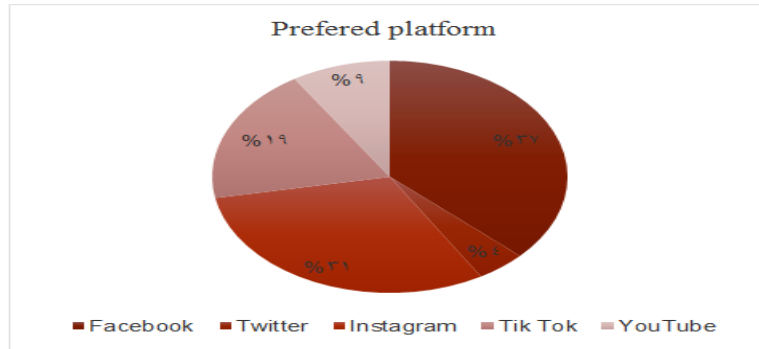
Figure 4

Job
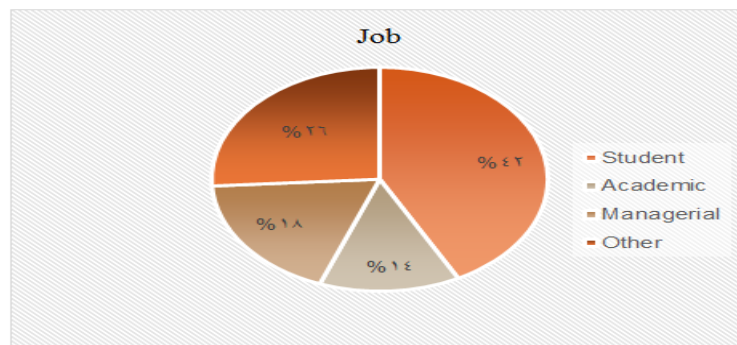
When asked about their preferred platform on social media, 37% of the respondents picked Facebook as the one they would rather spend their time on. Coming in second is Instagram with 31%, following is

TikTok with 19%. The least chosen platforms were YouTube then Twitter respectively with only 9% and 4%.

Figure 5

Based on the bar chart portraying percentages for different categories, represents the types of TV programs or content people consume the most. The category with the highest percentages is "None" at 52% while "politics", "economics", and "entertainment" follow it with varying degrees at 26.9%, 23.1%, and 21.2%. However, this figure indicates moderate consumption of programs related to "social" and "drama" as they represent 8.7% and 1%.

Figure 6
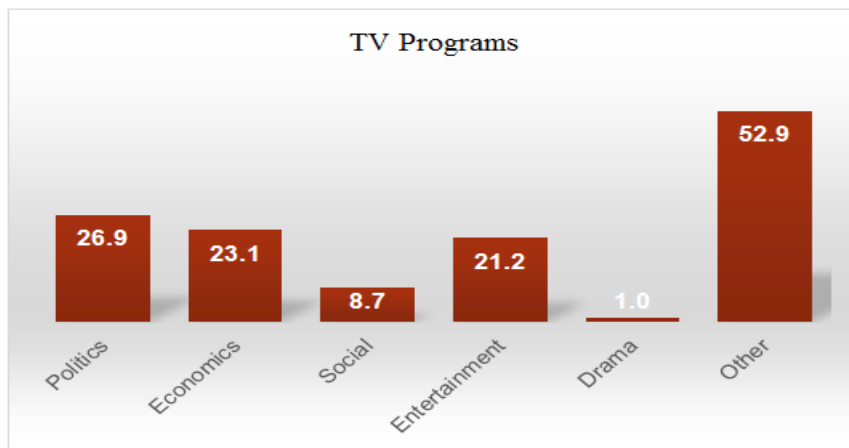
When respondents were asked whether they followed any radio programs or not, according to the responses displayed in Figure 7, 85% of the respondents voted (no), while only 15% of the respondents voted (yes).

Figure 7
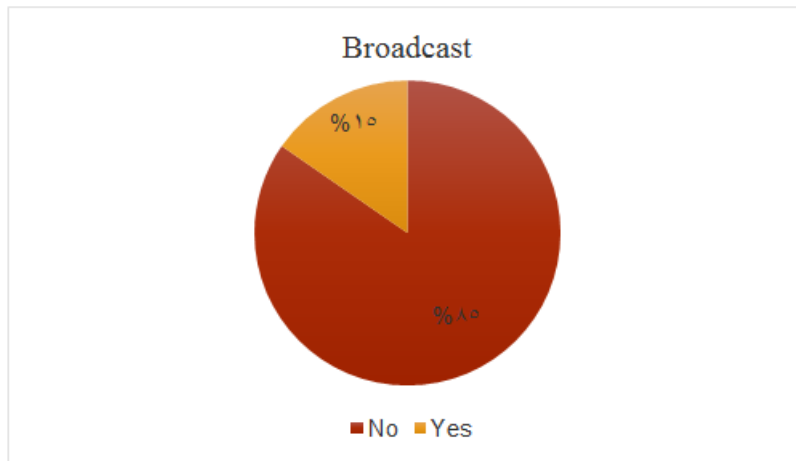
Audience Knowledge toward Green Economy

When respondents were asked about what the phrase green economy means to each of them, the majority responded with answers that had to do with environmental preservation whether by utilizing sustainable resources or increasing green spaces to improve the conditions of life through which humans exist. The second most common answer was a clean environment implying that the green economy is the goal that human beings strive to achieve. Moving on to a recurring yet surprising answer, respondents revealed that they did not have enough information to reply to that question. Finally, other answers were relevant like a secure future or a better life and then there were irrelevant ones like halal money, a Sharia-compliant environment, and a green economy.

Table 1
Respondents' definition of green economy

Categories	Frequencies
Environmental Preservation	50
Clean Environment	32
I Don't Know	9

Secure Future	4
Better Life	3
Important Issue	3
Halal Money	1
Sharia-Compliant Environment	1
Geen Economy	1

This pie chart represents the perceived importance or significance of green economy topics, the chart clearly demonstrates that nearly most respondents consider green economy topics to be either very important or at least important to some degree. Only a negligible 3% express uncertainty, while virtually no one views these topics as unimportant based on the data presented.

Figure 8
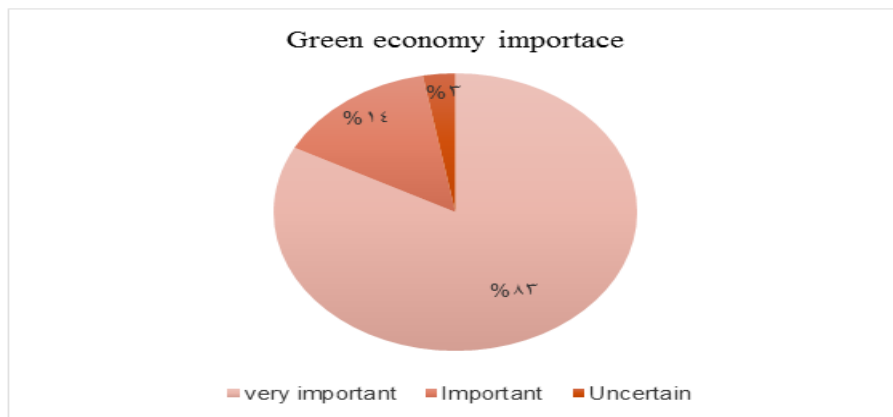
When respondents were asked to arrange the following topics as they see them in terms of importance in addressing the issue of green economy, 37.5% of people agreed that disposing of waste correctly should be ranked first, while 27.9% saw that using renewable energy resources comes in second. The third and fourth ranks were occupied by replacing fossil fuels with clean fuels as 30.8% and 23.1% respectively settled on this specific topic being third and fourth in importance. Reducing carbon emissions from factories and vehicles got 26% of the population to decide that it is fifth in addressing the

issue of green economy. The sixth and final rank is filled by relying on alternatives to plastic with 39.4%. It is important to note that there was one more topic that did not seem to get any rankings as a result of respondents viewing it as unimportant.

Figure 9
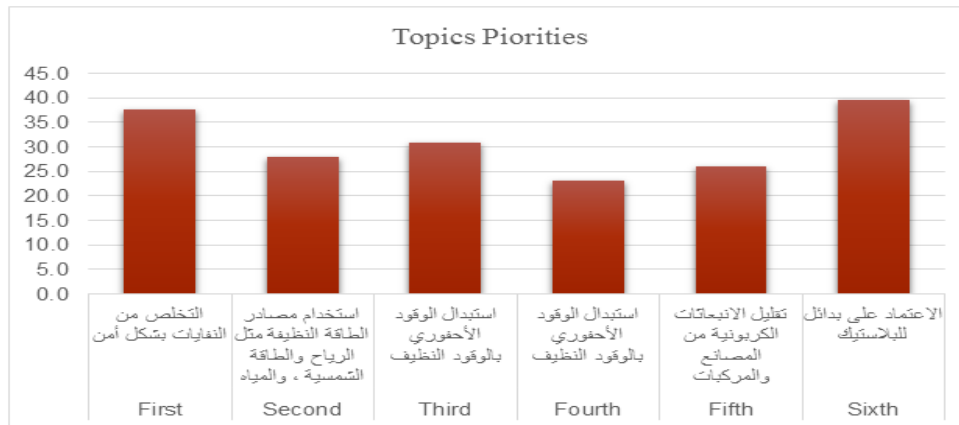
As seen in table 2, the most responses were given to the social media category, suggesting that social media sites are a major informational resource for individuals interested in green economy issues. Social media's dominance in spreading knowledge on this topic is probably due to the fact that it is the most accessible. Google comes in second place, indicating that many individuals learn about green economy themes and get their knowledge from online searches as they provide a diverse range of information.

While the responses indicate that the most popular channels for learning about green economy subjects are social media and internet resources like Google, traditional media channels like TV and newspapers continue to have a significant impact. A significant number of people (22 answers) still rely on television and news sources for information on the green economy, due to its credibility and accuracy. Besides, an unnoticeable number of people answered other than that like awareness campaigns, documentaries, and the Arab Journal for Media and Communication Research. Lastly, some of the very few people did not mention something specifically, and only two said none, suggesting they knew nothing about the topic.

Table 2

Respondents' source of information

Categories	Frequencies
Social media	64
Google	14
TV	11
News	11
Newspaper	3
Awareness Campaigns	2
Documentaries	1
Arab Journal for Media and Communication Research	1
Nothing Specific	5
None	2

This bar chart ranks different media platforms or sources based on their perceived importance in defining and covering topics related to the green economy. The platform ranked first with 35.6% being TV, suggesting television is viewed as having the most significant role in shaping discussions and coverage around green economy topics. The second and third positions are occupied by YouTube (22.1%) and Instagram (26.0%), indicating social media platforms are also seen as important outlets for green economy discourse. Broadcast shares the fourth position with 26.0%, and the fifth position is held by Newspaper (17.3%), highlighting the continued relevance of traditional media formats. Further down, TikTok follows (18.3%) in sixth, and Facebook (12.5%) in seventh place. The category ranking the eighth position is "other" which likely indicates additional media sources or platforms not explicitly listed.

Figure 10
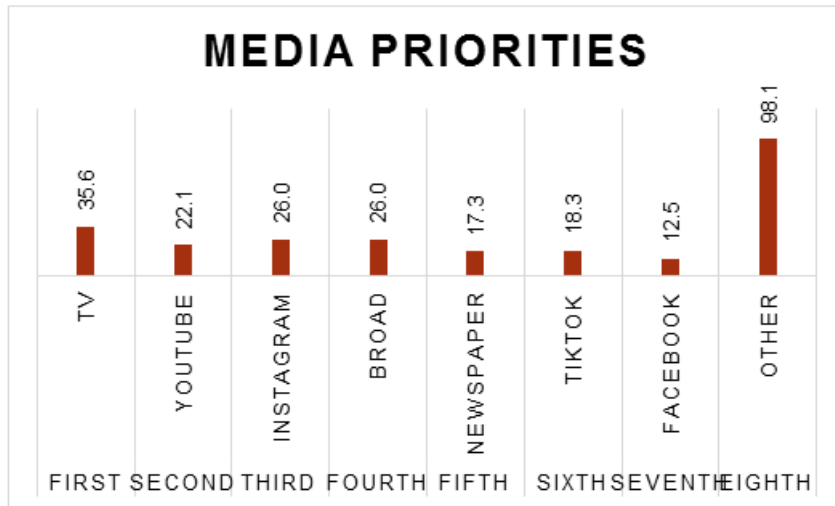
The results in Figure 11 explain respondents' knowledge about green economy projects created by the government designed to promote a safer environment. Some of the projects listed were popular among the respondents while others were not as much. The Bennban Solar Energy Station in Aswan earned 45.2% of the sample's knowledge. It is important to notice that while this project had the most votes, those votes also are equivalent to less than half of the population. Then the Power Generation Station in Abu Rawash got 37.5% knowledge from respondents, followed is the Sewage Treatment Projects in New Beni Suef with 36.5% knowledge. Moving on to the development and purification of the Northern Lakes project which had a 30.8% recognition and the Wind turbine station at Jabal Al Zeit with a 21.2% recognition. The project with the least recognition was the Consortium project for renewable energy which only 18.5% knew about and another 13.5% either had no knowledge about any of the projects or heard of other ones.

Figure 11
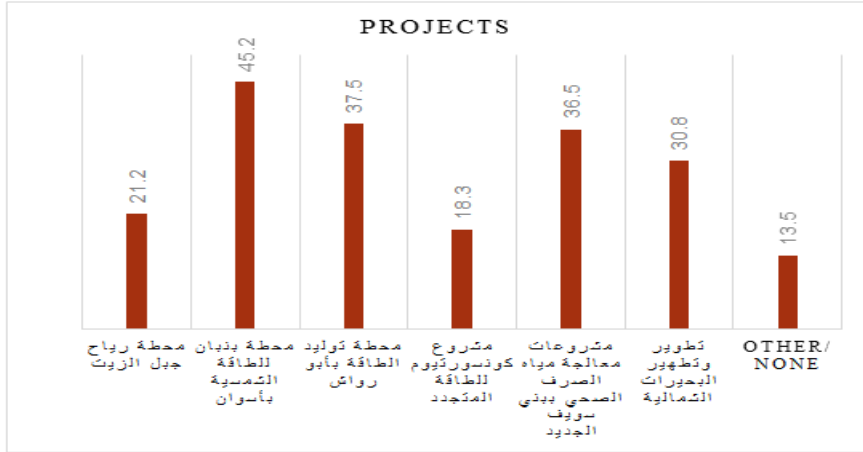
Audience Attitudes Toward Green Economy

This pie chart represents the proportion of agreement levels regarding the media's need to focus more on topics related to the green economy. The chart shows that 74% of the respondents strongly agreed, and 22% of the respondents agreed or had some level of agreement. However, the remaining 4% of the respondents showed no interest or were not interested in the topic.
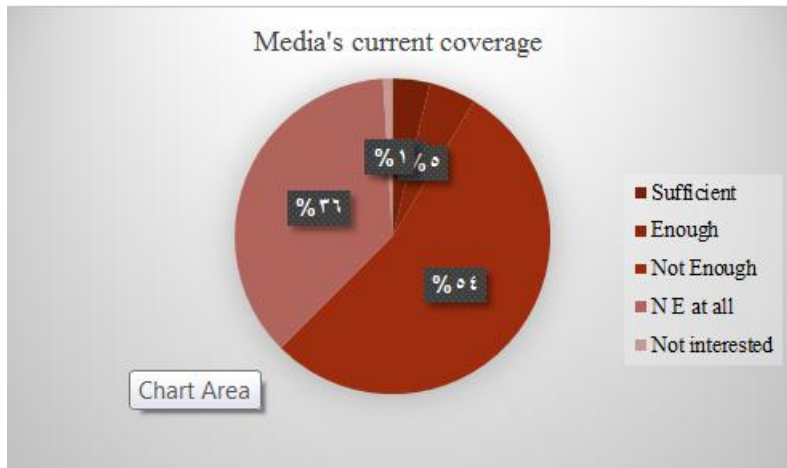
Figure 12
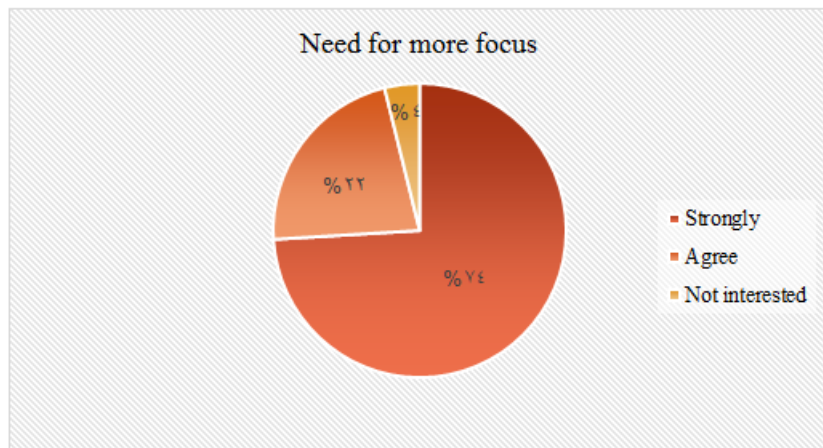
When respondents were asked whether the media's current attention to the green economy is enough or not, 36% of respondents chose "Not

enough at all" while 54% of respondents chose "Not enough". On the other hand, 5% of respondents said that the coverage is "enough", and 4% said it is "sufficient". Lastly, only 1% said that are not interested in this topic.

Figure 13

This pie chart shows to what extent people are willing to respond to green economy campaigns. The chart shows that 51% answered that they will be very responsive, while 45% answered that they will respond to some extent, and only 4% said that they do not know what their response would be.

Figure 14
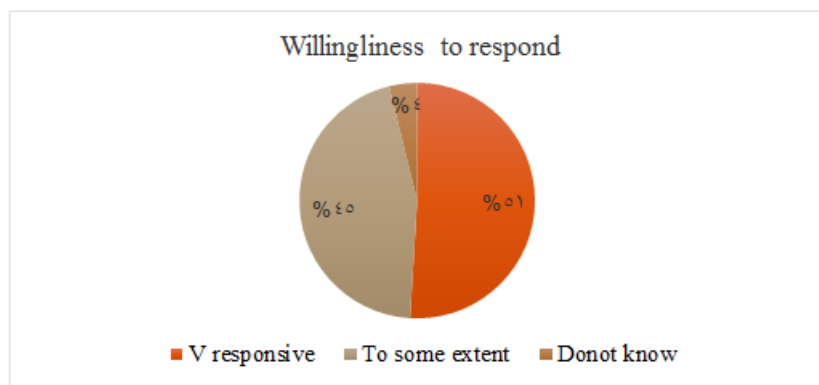
Qualitative analysis results

The analysis of newspaper content from Egyptian publications yields several key observations regarding the reporting of green economy topics. Firstly, it is evident that the majority of news stories utilize technical and environmental terminology extensively. This reliance on specialized language may present challenges for audience comprehension, potentially alienating readers who are not well-versed in these subjects. Additionally, the prevalent use of images featuring people unrelated to the topics being discussed suggests a discrepancy between textual content and visual representation. Furthermore, the absence of maps, graph charts, or infographics deprives readers of visual aids that could facilitate understanding of complex information. Moreover, a notable trend is the emphasis on economic aspects over environmental considerations within the context of green economy topics.

These findings directly address the research questions posed. For RQ1, the analysis provides insights into the specific green economy topics covered by Egyptian newspapers, highlighting a predominant focus on economic aspects rather than environmental concerns. This suggests a potential imbalance in the breadth of coverage within the realm of green economy issues. For RQ2, the observation regarding the publishing priorities sheds light on the editorial decisions guiding the selection of visual elements in news stories. The disproportionate emphasis on images of people unrelated to the topics suggests a divergence between the content's thematic focus and the editorial priorities governing visual representation.

In terms of testing the research hypotheses, the findings support both H1 and H3. The extensive use of technical and environmental terminology aligns with H1, which posits that the more complex the coverage of topics, the less likely it is to be understood by the audience. Furthermore, the choice of words and visuals, characterized by technical language and unrelated imagery, may influence audience attitudes, as suggested by H3. The absence of visual aids such as maps or infographics further underscores the potential impact of these choices on audience engagement and comprehension.

Regarding Topics illustrations and clarity, it is noted that out of 50 news stories analyzed 49 included images, indicating a usage rate of

98% for images. None of the news stories included infographics, resulting in a usage rate of 0% for infographics. Only one news story included a map, resulting in a usage rate of 2% for maps. None of the news stories included graph charts or tables.

Regarding the content of the images, out of the 49 images, 14 were related to the topic being discussed, accounting for approximately 29%. The remaining images depicted people unrelated to the topics.

In terms of language clarity, it is observed that 28 out of 50 news stories contained terminology that's hard to be understood by the average audience, resulting in a clarity rate of 44%. These findings underscore the heavy reliance on images, particularly those featuring people unrelated to the topics, and the scarcity of visual aids such as infographics, maps, graph charts, or tables. The prevalence of technical terminology in nearly half of the news stories analyzed highlights a significant challenge in ensuring accessibility and comprehension for the average audience. Improving clarity in language usage and incorporating more topic-relevant visual aids could enhance audience engagement and understanding of green economy topics in Egyptian newspapers.

In summary, the analysis of newspaper content provides valuable insights into the reporting practices surrounding green economy topics in Egyptian media. These insights not only address the research questions posed but also contribute to the testing of research hypotheses, ultimately enhancing our understanding of how information about sustainability and economic development is communicated to the public.

Testing hypotheses

Testing hypotheses play a role in evaluating how well our data aligns with or contradicts the theories proposed in our research inquiries. Through the use of analyses, we seek to uncover trends, connections, and impacts within the data thereby enriching the collective understanding in our field. Starting with age and its relationship with other variables, a significant relationship has been confirmed between age and using certain social media platforms (Facebook= 0.003), and (Instagram= 0.002).

Figure 15
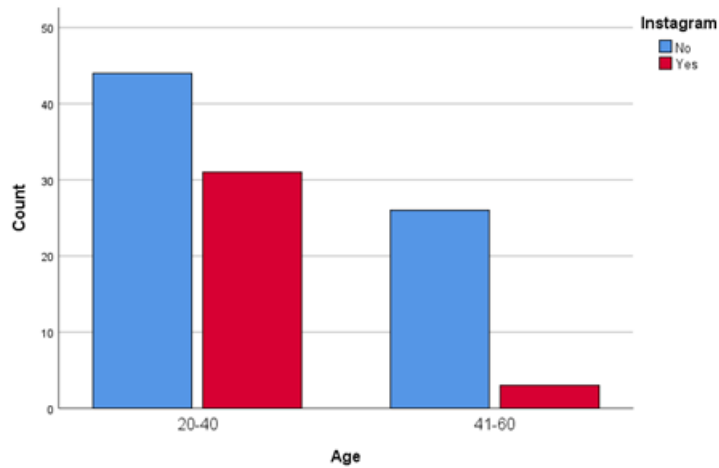
However, no significant relationship has been found between age and opinions regarding the sufficiency of current coverage of the green economy topics or the need for more attention. This suggests that every age group thought it was necessary for the media to intensify its coverage. Additionally, there has been a significant relationship between the audience's age and the programs they follow in the Egyptian media (Politics= 0.001) (Economics= 0.002). Along with the "other" variable with 0.005 significance implying undefined fields.

Figure 16
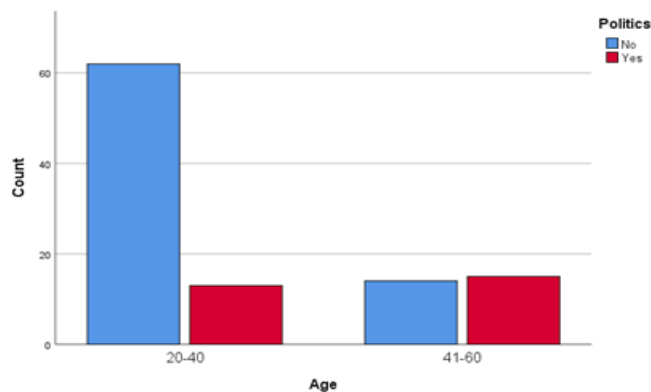
One more considerable result was the significant relationship between age and the audience's likelihood of responding to the green economy

campaigns, confirming that age does matter when it comes to the practicality of those initiatives.

Figure 17
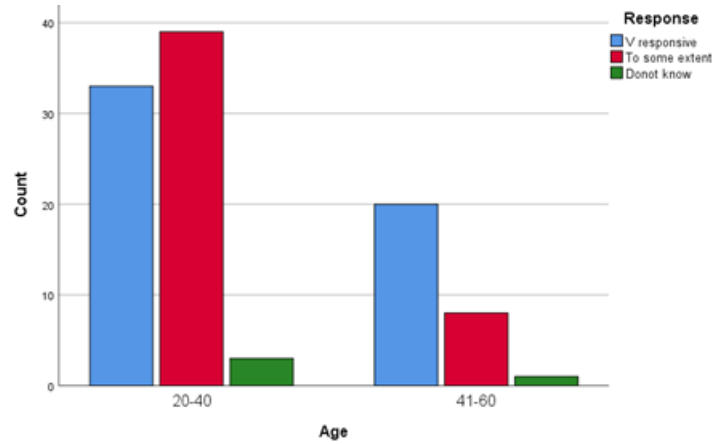
As for gender, there haven't been any significant relationships found between gender and any of the other variables: the use of any social media platforms, the type of programs they like to follow in the Egyptian media, opinions about the sufficiency of current coverage of the green economy topics, the need for more attention or their responsiveness once again giving unclear information.

Moving on to education and its relationship with other variables, one was found between audience's level of education and their social media usage (Facebook=0.00) (TikTok=0.006).

Figure 18
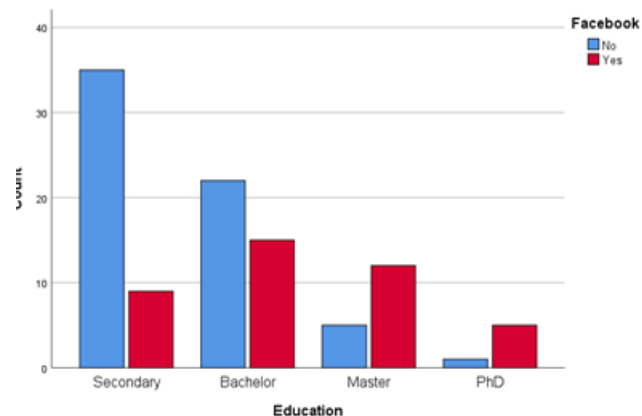
Accompanied by another significant relationship between the level of education and the type of TV programs they watch (Politics= 0.049) (Economy= 0.028). Other than that, there weren't any significant relationships found with any of the other variables.

Figure 19
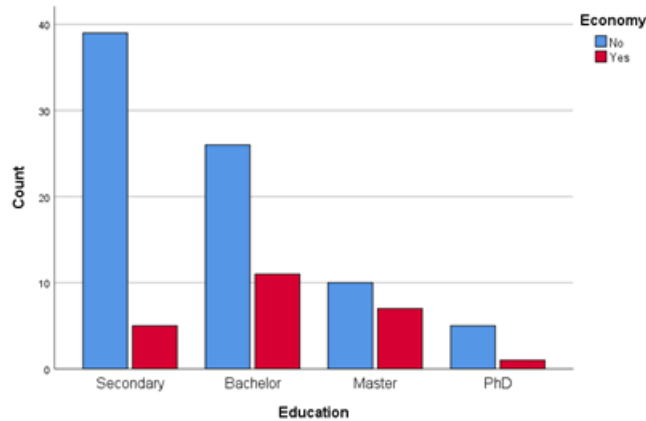
Finally, investigating the relationship between the viewers' jobs and any variables. There hasn't been any significant relationship found between the respondents' jobs and using social media platforms except for YouTube, a minimal relationship was observed, with a significance of 0.015. No other relationship have been observed between job and the rest of the variables.

Figure 20

Table 3

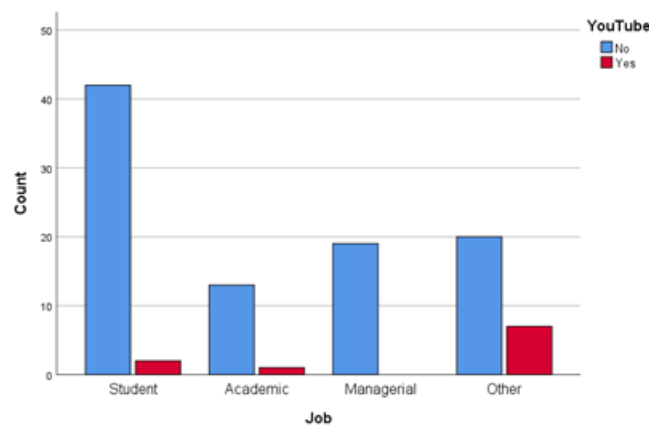| Variables	Chi²	Variables	Chi²	Variables	Chi²	Variables	Chi²
Age * Social_M1	0.003	Gender * Social_M1	0.116	Edu * Social_M1	0	Job * Social_M1	0.172
Age * Social_M2	0.571	Gender * Social_M2	0.591	Edu * Social_M2	0.076	Job * Social_M2	0.109
Age * Social_M3	0.002	Gender * Social_M3	0.523	Edu * Social_M3	0.371	Job * Social_M3	0.281
Age * Social_M4	0.096	Gender * Social_M4	0.309	Edu * Social_M4	0.006	Job * Social_M4	0.056
Age * Social_M5	0.288	Gender * Social_M5	0.251	Edu * Social_M5	0.157	Job * Social_M5	0.015
Age * Egy_Pol	0.001	Gender * Egy_Pol	0.474	Edu * Egy_Pol	0.049	Job * Egy_Pol	0.150
Age * Egy_Eco	0.002	Gender * Egy_Eco	0.266	Edu * Egy_Eco	0.028	Job * Egy_Eco	0.176
Age * Egy_Social	0.483	Gender * Egy_Social	0.158	Edu * Egy_Social	0.978	Job * Egy_Social	0.330
Age * Egy_Enter	0.193	Gender * Egy_Enter	0.583	Edu * Egy_Enter	0.785	Job * Egy_Enter	0.242
Age * Egy_Drama	0.721	Gender * Egy_Drama	0.452	Edu * Egy_Drama	0.281	Job * Egy_Drama	0.307
Age * Egy_Other	0.005	Gender * Egy_Other	0.296	Edu * Egy_Other	0.149	Job * Egy_Other	0.405
Age * Agreement	0.453	Gender * Agreement	0.186	Edu * Agreement	0.605	Job * Agreement	0.115
Age * Interest	0.464	Gender * Interest	0.957	Edu * Interest	0.302	Job * Interest	0.960
Age * Response	0.042	Gender * Response	0.524	Edu * Response	0.076	Job * Response	0.122

Conclusion

To sum up, this study provides valuable insights into the Egyptian audience's knowledge, attitudes, and perceptions toward green economy topics as portrayed in the media. While there is a general recognition of the importance of environmental issues, gaps in knowledge and a desire for more comprehensive media coverage exist.

The findings underscore the influential role of media, particularly social media, and online sources, in shaping public discourse and driving positive change toward a greener economy. By understanding these dynamics, media platforms, and environmental organizations can develop more effective strategies to raise awareness, promote sustainable practices, and foster a collective commitment to addressing environmental challenges. An interesting finding of our study was one in Figure 13, wherein Project Benban, while being the most recognized, gathered a mere 45% of the sample's votes, indicating that it was acknowledged by less than half of the respondents. One explanation for this percentage could be that those projects were too complex for the audience to understand how they work. This is liable to happen because the intricacy of green economy concepts correlates with a decreased likelihood of comprehension among the general public, resulting in a lack of awareness regarding

their existence. Another explanation could be that there was not enough exposure by the media around these projects as the respondents argued that the current coverage for green economy topics was not nearly as enough as it should be.

The survey results also lend support to the hypothesis that the decreased applicability/ practicality of the green economy initiatives will decrease the likelihood of their execution. Considering that respondents demonstrated a preference for practical and tangible green economy topics over more abstract concepts. When asked to rank the importance of various topics in addressing the green economy issue, "disposing of waste correctly" emerged as the top priority (37.5% ranked it first), followed by "using renewable energy resources" (27.9% ranked it second).

Conversely, topics like "reducing carbon emissions from factories and vehicles" and "relying on alternatives to plastic" received lower rankings, suggesting that the public perceives these issues as less immediately applicable or practical in their daily lives. For example, highlighting the cost savings associated with waste reduction or the economic opportunities in renewable energy sectors could resonate more strongly with the public and encourage active participation in sustainable practices. Undoubtedly, the third and final hypothesis, "The choice of words and visuals in reporting green economy have an impact on the audience's attitudes mediated by the timing of the exposure and the medium endorsing it," is highly relevant when considering the relationship between age, media consumption patterns, and the effectiveness of green economy messaging. The survey results revealed that social media and online platforms are the primary sources of information for respondents regarding green economy topics.

This finding is particularly noteworthy when considering the age distribution of the respondents, with 72% falling between the ages of 20 and 40. This younger demographic is known to be more active on social media and highly engaged with digital content. This was further proved by the survey results which unveiled that social media and online sources are the primary channels through which respondents obtain information about green economy topics. Social media platforms offer a distinct advantage in terms of the variety of content

formats and characteristics that can be leveraged to shape attitudes and perceptions around green economy issues.

Unlike traditional media, which may be limited to text-based or static visual content, social media allows for the incorporation of dynamic visuals, videos, interactive elements, and innovative storytelling techniques. Overall, it is clear that we must continue to prioritize and invest in green initiatives to ensure a healthier and more sustainable future for generations to come. By working together to protect and preserve our environment, we can create a more resilient and thriving planet for all.

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Appendix (1)

	Newspaper	Title	Date
1		رئيس الوزراء: الدولة نفذت العديد من المشروعات الداعمة للتحول للاقتصاد الأخضر	9-11-2023
2		رئيس الوزراء: لدينا اقتناع بأن يلعب القطاع الخاص دورا فى تنمية الاقتصاد الأخضر	12-9-2023
3		المخلفات وإدارة المحميات .. أبرز الفرص الاستثمارية الخضراء بالمنتدى البيئى والمناخى	8-9-2023
4		معلومات الوزراء: الاقتصاد الأخضر يوفر 60 مليون فرصة عمل خلال الـ 15 سنة المقبلة	23-8-2023
5		التعليم العالي تشارك في مبادرات الشباب للتغيير وتحقيق التنمية المستدامة	7-5-2023
6	Youm 7	المؤتمر الدولى السابع للمنتدى الاستراتيجى يوصى بالحد من الفجوة الرقمية والحث على التوازن بين البيئة والصناعة	30-11-2023
7		إطلاق النسخة الأولى من المنتدى المناخى البيئى بالعاصمة الإدارية.. غدًا	11-9-2023
8		وزير المالية يعلن حزمة إجراءات لدفع جهود التحول إلى الاقتصاد الأخضر	12-9-2023
9		رئيس جهاز البيئة: مصر اتخذت مساراً مميزا للتحول الأخضر	16-7-2023
10		تعرف على استراتيجية مصر للاقتصاد الأخضر أمام COP28.. فى 8 نقاط	5-12-2023
11		تعرف على المشروعات المستهدفة فى قطاع الكهرباء والطاقة المتجددة خلال 2024/23	6-8-2023
12		هل تقود مصانع كيما صادرات الأسمدة الخضراء ألى العالم مستقبلا؟	2-2-2023
13		إطلاق المرحلة الثانية من برنامج تمويل	31-1-2023

		الاقتصاد الأخضر بالشراكة مع البنك الأوروبى	
14		إطلاق أول منتدى مصرى للاستثمار البيئى والمناخى تحت رعاية الرئيس السيسي.. فرص استثمارية واعدة بالمشروعات الخضراء.. مستقبل الاقتصاد الأخضر بمصر بدعم "اليونيدو".. إعادة تدوير المخلفات ومشروعات مواجهة المناخ الأبرز	12-9-2023
15		الاقتصاد الأخضر يتصدر مشروعات مصر بقيمة 336 مليار جنيه.. الحكومة تستهدف تنفيذ مشروعات جديدة بقيمة 14.7 مليار دولار.. "التخطيط" تسعى للوصول بنسبة المشروعات الخضراء لـ50% بنهاية 2025/2024	6-8-2023
16		مصر تستعد لإطلاق أول مؤتمر عن الاستثمار البيئى والمناخى.. قصص نجاح مصرية وشراكات عالمية تشجيعا للاقتصاد الأخضر.. و"ملف المخلفات والطاقة" على أولويات المشروعات الخضراء	17-7-2023
17		مستقبل أخضر".. خطط العالم لمواجهة " التغيرات المناخية.. 10 دول تتجاوز ثلثى الانبعاثات العالمية بـ68%.. 90 تريليون دولار بحلول 2030 استثمارات بالاقتصاد الأخضر ..ومتحدثة الخارجية الأمريكية تستعرض جهود مواجهة الأزمة	5-6-2023
18		الدولة تمنح حوافز للاستثمارات الخضراء.. بدأتها وزارة البيئة بانتهاء الدورة المستندية لدراسات الأثر البيئى خلال 7 أيام فقط.. ومشروعات الطاقة والمخلفات تتصدر الأولويات.. وإنشاء أول مصنع لتحويل المخلفات إلى طاقة	15-4-2023
19		خبير اقتصادى لـ"إكسترا نيوز": مصر أصبحت محورا إقليميا لتبادل الطاقة العالمية	18-7-2023
20		أستاذ إعلام بيئى لـ إكسترا نيوز: الأشجار المثمرة تزيد فرص الاقتصاد الأخضر	30-1-2023

1		الاستثمار البيئي.. محرك أساسي وفعال لتحقيق التنمية المستدامة في مصر	25-12-2023
2		شعبة الطاقة المستدامة: التحول للطاقة المتجددة يدفع عجلة الإنتاج والنمو الاقتصادي	22-12-2023
3		وزيرة البيئة: لابد من تحويل المصانع والشركات إلى صديقة للبيئة والقضاء على التلوث	6-11-2023
4		المنتدى الإستراتيجي يُطلق مؤتمره الدولي السابع بعنوان «الاقتصاد الأخضر والتحول الرقمي ومسار التنمية المستدامة»	13-11-2023
5		بروتوكول تعاون بين المعهد القومى لعلوم البحار وهيئة حماية البيئة والتنمية بحكومة رأس الخيمة	صور	6-12-2023
6	Al-Ahram	رئيس جامعة المنوفية يفتتح مؤتمر المستقبل الأخضر بالجامعة ويؤكد: ملتزمون نحو الأخضر حفاظا على البيئة	5-12-2023
7		وزير المالية: حزمة متكاملة من الإجراءات لدفع جهود التحول إلى الاقتصاد الأخضر وخفض الانبعاثات	12-9-2023
8		النائب عمرو القطامي: مصر تسعى لتكون «مركزا إقليميا لصناعة «السيارات الكهربائية	26-8-2023
9		رئيس «الريف المصري الجديد»: نسعى لتنشيط السياحة البيئية والريفية في جميع مناطق وأراضي الـ1.5 مليون فدان	6-9-2023
10		الرئيس: مصر نجحت في إعادة التوازن للأجندة الدولية للمناخ عبر إدراج فكرة الانتقال العادل للاقتصاد الأخضر	9-9-2023
11		كيف ساهم مؤتمر المناخ بشرم الشيخ في توجيه العالم نحو الاقتصاد الأخضر؟	18-7-2023

12		عضو لجنة الطاقة والبيئة بالنواب: مؤتمر الاستثمار البيئي يدعم توجه الدولة نحو الاقتصاد الأخضر	17-7-2023
13		رئيس جهاز شئون البيئة يشارك في منتدى النمو الأخضر في دورته الثانية	16-7-2023
14		محيي الدين يحذر: الفشل في تحقيق التكيف مع تغير المناخ يهدد الاقتصادات وينذر بتوقف الشركات في عديد من المجالات	11-7-2023
15		مركز المعلومات يُطلق الجلسة السابعة من المُنتدى الفكري حول "ريادة الأعمال الخضراء"	14-6-2023
16		ناء جولتها بقناة السويس.. ياسمين فؤاد: نخطو للتحول نحو الاقتصاد الأخضر	12-6-2023
17		معلومات الوزراء» يصدر عددًا جديدًا «من«آفاق اقتصادية» حول الاقتصاد الأخضر	31-5-2023
18		وزيرة البيئة تؤكد حرص الدولة على دعم القطاع الخاص من أجل التحول نحو الاقتصاد الأخضر	5-6-2023
19		محافظ الوادي الجديد يبحث التوسع في مجالات الاقتصاد الأخضر والمستدام إصور	27-5-2023
20		خلال منتدى النمو الأخضر العالمي.. أبوسنة: التحول إلى "الاقتصاد الأخضر" أحد ركائز خطط التنمية المستدامة	26-5-2023
21		وزيرة البيئة: المشروعات الخضراء الذكية يجب أن تراعي معايير الاستدامة البيئية	16-5-2023
22		أستاذ إعلام بيئي: الأشجار المثمرة تزيد فرص الاقتصاد الأخضر	30-1-2023
23		وزيرة البيئة: مرفق تمويل الاقتصاد الأخضر قصة ملهمة لتشجيع القطاع الخاص للمشاركة بتمويل مشروعات المناخ	31-1-2023
24		زراعة 250 شجرة بقرى القناطر الخيرية	26-1-2023

		ضمن حملة التحول للأخضر	
25		ضمن مبادرة «الاقتصاد الأخضر».. مشروع عملاق لتحويل المخلفات الصلبة إلى طاقة كهربائية	27-1-2023
26		معلومات الوزراء» يستعرض في ورقة » سياسات الصناعات الخضراء محليًا وعالميًا	12-3-2023
27		وزيرة البيئة تستعرض خطوات مصر في تهيئة المناخ الداعم لمواجهة آثار تغير المناخ	22-2-2023
28		رواد المناخ لمؤتمري شرم الشيخ ودبي: العمل في ٢٠٢٣ يجب أن يتضمن تعاونًا جادًا للتحول نحو الاقتصاد الأخضر	6-4-2023
29		وزيرة التخطيط: ضرورة اتخاذ إجراءات فورية لمواجهة مخاطر المناخ	19-4-2023
30		محيي الدين: إطلاق النسخة الثانية لمبادرة المشروعات الخضراء تعكس اهتمام مصر بربط التنمية بالاقتصاد الأخضر	17-4-2023