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قواعد النشر

- تقوم المجلة بنشر البحوث والدراسات ومراجعات الكتب والتقارير والترجمات وفقاً للقواعد الآتية:
- يعتمد النشر على رأي اثنين من المحكمين المتخصصين في تحديد صلاحية المادة للنشر.
 - ألا يكون البحث قد سبق نشره في أي مجلة علمية محكمة أو مؤتمراً علمياً.
 - لا يقل البحث عن خمسة آلاف كلمة ولا يزيد عن عشرة آلاف كلمة... وفي حالة الزيادة يتحمل الباحث فروق تكلفة النشر.
 - يجب ألا يزيد عنوان البحث -الرئيسي والفرعي- عن ٢٠ كلمة.
 - يرسل مع كل بحث ملخص باللغة العربية وآخر باللغة الانجليزية لا يزيد عن ٢٥٠ كلمة.
 - يزود الباحث المجلة بثلاث نسخ من البحث مطبوعة بالكمبيوتر.. ونسخة على CD، على أن يكتب اسم الباحث وعنوان بحثه على غلاف مستقل ويشار إلى المراجع والهوامش في المتن بأرقام وترد قائمتها في نهاية البحث لا في أسفل الصفحة.
 - لا ترد الأبحاث المنشورة إلى أصحابها.... وتحفظ المجلة بكافة حقوق النشر، ويلزم الحصول على موافقة كتابية قبل إعادة نشر مادة نشرت فيها.
 - تنشر الأبحاث بأسبقية قبولها للنشر.
 - ترد الأبحاث التي لا تقبل النشر لأصحابها.

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11	الدراسات الإعلامية	المجلة المصرية لبحوث الرأي العام	Cairo University, Center of Public Opinion Research	3	6.6	1110-6844	1110-6844

- يطبق تقييم مارس 2020 للمجلات على كل الأبحاث التي نشرت فيها قبل 1 يوليو 2020
- يطبق تقييم يونيو 2020 للمجلات على كل الأبحاث التي ستشتر فيها بدء من 1 يوليو 2020 و حتى صدور تقييم جديد في يونيو 2021
- المجلات التي لم تتقدم بطلب إعادة تقييم سيظل تقييم مارس 2020 مطبقاً على كل الأبحاث التي ستشتر بها وذلك لحين صدور تقييم جديد في يونيو 2021
- يتم إعادة تقييم المجلات المصرية دورياً في شهر يونيو من كل عام ويكون التقييم الجديد سارياً للسنة التالية للنشر في هذه المجلات

Standards for evaluating the quality of newspaper websites

An applied study on Gulf newspapers websites

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معايير تقييم جودة مواقع الصحف الإلكترونية
دراسة تطبيقية على الصحف الخليجية

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Abstract

This study examines the design and aesthetic of two Gulf newspaper websites to identify their ease of access and use. The quality of the following factors is considered: layout, readability, font type and size, and images. This descriptive exploratory research utilizes surveys and a comparative method to achieve the research goals. The findings show that both newspapers do not fully utilize available web technology to its full potential, which would improve their quality and over user experience.

Key words: Criteria- Scale - Quality - Assessment - Newspapers' websites.

ملخص الدراسة

هدفت هذه الدراسة إلى تقييم جودة مواقع الصحف الخليجية من حيث: التصميم، والإخراج، فعملت -من حيث التصميم على- التعرف على مدى سهولة الدخول، والاستخدام والتصفح لمواقع صحف الدراسة. كما اختبرت الدراسة - من حيث الإخراج - سهولة قراءة النصوص وانقرائية العناوين، وأنواع وحجم الخطوط، واستخدام الصور.. إلخ. وتعد هذه الدراسة من الدراسات الوصفية الاستكشافية، وقد اعتمدت على منهجي المسح الإعلامي، والمقارن. وعمدت الدراسة إلى تصميم مقياس لتقييم جودة مواقع صحف الدراسة، وكانت من أبرز النتائج: أن كلتا الصحفيتين لم تستفدا كثيراً من الإمكانيات التي أتاحتها تكنولوجيا الويب، وعليهما العمل على الاستفادة القصوى من تلك التكنولوجيا؛ للحصول على الجودة الشاملة لموقعهما.

الكلمات المفتاحية: معايير-مقياس - الجودة - تقييم - المواقع الإلكترونية للصحف.

Introduction

In recent decades, mass media has experienced significant challenges with the emergence of social media, which offer ease and speed of information sharing. To compete, mass media has adopted new technologies as well, such as establishing websites. These online platforms facilitate the continuous updating of published news and information and audience engagement, now known as electronic journalism.

In adapting to this new digital world, newspaper websites experience challenges such as slow load times, poor layout and design, deviating from standards of use, and others.

It is therefore imperative that electronic newspapers take into account quality standards to exceed the expectations of their audiences.

Therefore, this study examines the quality of Gulf newspapers offers to develop a scale to evaluate the websites of the electronic newspapers.

Research Importance

- 1- This study contributes knowledge to the field of quality website development, including design and layout.
- 2- This study considers a previous study that evaluates the quality of websites of Gulf e-newspapers.
- 3- This study develops a model to evaluate electronic newspaper websites.

Research Issue

All e-journalism websites compete to provide the reader with a pleasant experience when accessing their news. While quality is no longer the same as the quality leader Peter⁽¹⁾ emphasized excellence in service delivery. Nevertheless, the concept of quality was declared by Crosby⁽²⁾ to work properly from the first time and each time, to

bridge the quality gap between the service provider and the beneficiary. This study addresses improving web performance, which Drucker⁽³⁾ defines as the ability to maintain the balance between internal and external customer satisfaction. To do so, it works to do the following:

To develop standards for evaluating the quality of newspaper websites by designing criteria (a scale) to measure the quality of electronic journalism websites and using it to evaluate the websites of Gulf newspapers.

Research objectives

To evaluate the newspaper websites' ease of access and use and to consider the quality of the following factors: layout, readability, font type and size, and images.

- 1- To design a scale to evaluate the quality of electronic journalism websites.
- 2- To discover how the newspapers of the study designed the pages.
- 3- To determine the ease of accessibility of the study newspapers' websites.
- 4- Detect the quality of the process of the layout of the newspapers of the study "Induction, clarity of the titles, types and size of fonts, the use of images, and multimedia."

Research Questions:

The main Question

What are the quality standards for newspaper websites?

The sub-questions emanated from the main question

1. How do the newspapers, examined in this study, design their web pages?
2. What access do the websites offer their users?
3. Do the websites include the reader's identification information and a website map?
4. Can content be saved and print?
5. Do the websites have a logo and slogan?
6. Does each article have a date, time, and issue number?
7. Do the newspapers provide links to social media?

8. Are there links to return to the home page and to navigate between pages of the newspaper? Do provide links to related topics and information sources?
9. Can website visitors communicate with the newspaper or journalists through either email or chat rooms?
10. Are the page designs diverse yet follows the same branding?
- k. What is the quality of the production process for the study newspapers in terms of genuineness, clarity of titles, types and size of fonts, use of images?
11. Are pictures, illustrations, illustrations, cartoons, audio, and video used?

Research Procedures and Tools:

The descriptive exploratory research evaluates the quality of Gulf newspaper websites.

Research Methods:

- 1- The survey, considered one of the most appropriate approaches for obtaining information and data.
- 2- The comparative analysis, to compare the quality of the websites of the newspapers under study.

Research Methodology:

Research Tool

In this study, the researcher designed criteria (scale) to evaluate newspaper websites. The measurement process involves assigning numbers or symbols to characteristics according to specific rules applied consistently.

The Temporal and Spatial Domain of Research

They evaluated two Gulf newspaper websites, namely Al-Sharq Al-Awsat from Saudi Arabia and Gulf News from Bahrain, from 18 to 25 November 2020.

Research Theory (

The Theory of Change refers to the process that allows change to happen. The ultimate goal of the Theory of Change is to help the researchers and the organizations better understand what it is trying to achieve via meticulous planning and evaluation. In other words, the methodology is based on multiple criteria that will lead to specific

changes, as individuals or organizations create a strategic plan with multiple changes that must occur and lead to these changes/goals. Over the past 20 years, approaches based on the Theory of Change - under various names - have moved increasingly into mainstream thinking and practicing how to effect change through design, description, measurement, and evaluation. The theory has attempted to assist the evaluators in meeting a variety of challenges and overcoming the limitations of experimental evaluation designs and to help ensure that evaluation continues to play a major role in providing an evidence-based, impartial evaluation.

The Challenge of Experimental Evaluation Designs⁽⁵⁾

As noted in *Program evaluation methods*, evaluators face two broad challenges: measuring the expected results with the norms. Experimental evaluation designs aim to address both of these challenges. These designs typically measure both the baseline and the results associated with the norms and assess the causal link between the norms and the observed results. It provides a way to assess the extent to which norms have produced or influenced observed results. Theory-based evaluation is an approach to evaluation and not a specific method or technique. It is a way of structuring and undertaking analysis in an evaluation.

The researcher used this theory as a guide in setting accurate standards, contributing to building a design that facilitates the evaluation process for newspaper websites, and this is from both sides: the quality of the website, also the design and layout of electronic newspaper websites.

Literature Review

The researcher divided previous studies into four axes.

Studies on the Quality of Newspaper Sites

- 1- (Yusuf Ahmed Farwaila, 2011)⁽⁶⁾ aimed to identify the design of a news site that combines quality standards, accessibility, and use. He concluded that websites are overly concerned with aesthetic aspects of design and, to a certain extent, ignore functional aspects.

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- 2- (Aisha Mahmoud Abu Haddab's, 2016)⁽⁷⁾ study examined the web design of Arabic-speaking international news agency websites and developed a set of indicators to help with their ease of use.
 - 3- (A report issued by WAN-IFRA, entitled WAN-IFRA's ISO)⁽⁸⁾ Implementations in Newspaper Printing Press Impacts and Benefits of the Project, which discusses quality standards for newspapers.

Studies on the Quality of the Content of Newspaper Sites

- 4- (Scott, Edward Blake, 2014)⁽⁹⁾ dissertation sought to test the extent to which comments on news sites are indicative of quality using a text-analysis system. Journalists' interviewed for their views on user comments in general and comment quality in particular. The data from these interviews used to generate hypotheses about linguistic metrics to describe news site comments as a writing genre. Results from the interviews indicated that comment length, comment syntax, comment cohesion, comment narratively, and comment individuality were all indicative of comment quality. However, statistical analyses conducted using a sample of 246 comments failed to produce significant results for the linguistic metrics hypothesized to be indicative of quality.
- 5- (Najwa Abdel Salam, 2006)⁽¹⁰⁾ sought to identify the factors influencing the ease of use of news texts presented in e-newspapers using the experimental method. Importantly, the type and experience in using the computer were not factors influencing the sense of cognitive dispersion.

Studies on the Quality of News and Information on the Websites of Various Institutions

- 6- The primary purpose of this study (Jeong, Miyoung, 1998)⁽¹¹⁾ was to develop and test a conceptual framework for measuring information quality on lodging websites. Four constructs, consisting of perceived usefulness, perceived ease of use, perceived accessibility, and attitude, were developed to measure information quality.
- 7- (Kouser, Rukhsana; Niazi, Ghulam Shabbir Khan; Bakari, Haroon, 2018)⁽¹²⁾ indicate that online shopping is gaining popularity in Pakistan, but research on its determinants is scarce. The main purpose of this study is to explore important factors in developing

the online purchase intention of Pakistani youth interested in shopping through the internet. The data collected through questionnaires using a convenience-sampling technique from 502 mainly young respondents of Pakistan. The theoretical model of the current study developed on the theory of planned behavior. The results suggested that website quality and trust in e-commerce social websites positively related to online purchase intention.

- 8- (Li, Xiao Shu, 2013)⁽¹³⁾ examined the formation of customer e-loyalty to a social shopping website. The formation is based on the cognitive-affective-conative-action loyalty framework. This study proposes that customer e-loyalty is strongly associated with website quality. The findings of this study have provided evidence that social shopping website quality dimensions are directly associated with customer e-loyalty to the website. In addition, the findings have shown important implications to ensure quality website attributes to increase customer loyalty to a social shopping website.
- 9- This study (Claire R. Bird McAnarney, Nora J., 2005)⁽¹⁴⁾ indicated that the Website Quality Evaluation Tool (WQET) is a valuable instrument to determine the credibility of websites in the context of biotechnology or genetically modified food. It used meta-tags and site update-access intervals that were used as a quick discriminator of a website's quality. The results showed only the site update-access interval was found to be a shortcut quality indicator with an inverse relationship. The longer the interval, the lower the quality scores. The study established a model for website quality evaluation. The update-access interval proved to be the single clear-cut indicator to judge website quality in everyday information seeking.

Studies on the Quality Design of Websites for Other Institutions

- 10- This study (Giannakouloupoulos, Andreas; Konstantinou, Nikos; Koutsompolis, Dimitris; Pergantis, Minas; Varlamis, Iraklis, 2019)⁽¹⁵⁾ discusses the academic excellence of universities around the globe. The purpose is to study the extent to which a university's academic excellence relates to the quality of its web presence. The method devised quantified the website quality and search engine

optimization (SEO) performance of the university websites of the top 100 universities in the Academic Ranking of World Universities (ARWU) Shanghai list. The results of the research indicate that universities place particular emphasis on issues concerning website quality, while the utilization of SEO does not appear to be of equal importance, indicating possible room for improvement in this area.

- 11- (Olaleye, Sunday Adewale; Sanusi, Ismaila Temitayo; Ukpabi, Dandison C; Okunoye, Adekunle, 2018)⁽¹⁶⁾ posit that web site use by universities from developed countries is common practice, and that universities from developing countries are heightening their efforts in the aspect of education technology. The study makes a theoretical contribution by combining two website quality theories to explain the inhibitors, improvement, quality and future updates of Nigerian university websites based on ease of use, processing speed, aesthetic design, interactive responsiveness, entertainment, trust, and usefulness. The study gives managerial implications and guides future direction.
- 12- This study (Król, Karol; Zdonek, Dariusz, 2020)⁽¹⁷⁾ identified website users who have increasingly high expectations of website quality, including performance and content. This article provides a list of characteristics of selected website quality indices and their applications. This list offers great value to designers and software developers and indicates critical spots, which affect the website quality. The results presented using indices enable a reduction in the cost intensiveness of tests as well as an increase in their number and frequency, as the tests are repetitive and their number is not limited.
- 13- (Mahdmina, Ayeh, 2015)⁽¹⁸⁾ tested assessment tools of health website quality designed to assess the applicability of three recognized generic quality assessment tools of health websites. Generic quality assessment tools of health websites require further development to increase their reliability and ability to identify high-quality websites. UK orthognathic websites can be used as a marker of high quality compared with US websites but the Google ranking and suffix are poor quality markers. Blogs should be

investigated further as a possible useful resource of information for orthognathic patients.

- 14- The study by (Morales-Vargas, Alejandro; Pedraza-Jiménez, Rafael; Codina, Lluís., 2020)⁽¹⁹⁾ created a list of different methods and tools that have been proposed by both academics and professionals in recent years for evaluating the quality of websites. Some can be applied to assess any type of website, while others have been adapted to the specialized characteristics of certain websites. The results point to a growing interest in website quality in a scientific community that has a presence in more than 70 countries. In conclusion, website quality is a field of study undergoing constant growth and increasing specialization and one that offers many research opportunities.
- 15- (Wyman, Steven K.; And Others, 1997)⁽²⁰⁾ designed analytical tools -based on both technical criteria and user feedback- by which federal website administrators could assess the quality of their websites. The study used qualitative and quantitative data. Which collection to identify key issues regarding representation and access to federal resources. To identify and analyze key information policy issues related to the design, development to establish evaluative criteria for reviewing federal websites, and 3) to suggest analytical tools with which federal website administrators can analyze site structure and use, finally the study offered recommendations to increase the usefulness of federal websites to libraries and other users.
- 16- (Hadrian G. Djajadikerta, Terri Trireksani and Hamfri Djajadikerta, 2008)⁽²¹⁾ focused on the websites of Accounting Schools in New Zealand as the research objects to develop and validate an instrument for measuring website quality from the perspectives of the users, and to implement the proposed instrument to measure and rank the quality of the sites. The results from this initial application substantiated the validity and reliability of the instrument.
- 17- This study (Knupfer, Nancy Nelson, 1979)⁽²²⁾ examined the design, aesthetics, and functionality of educational and non-educational

web pages from the perspective of visual literacy. "How-to" manuals were evaluated regarding screen design, graphics and icons, backgrounds, hypertext, linking, and overall publishing. Two assessment instruments developed, one containing 21 questions for evaluating online and printed resource materials, and a second containing 57 questions that considered both aesthetics and functionality as included in the categories of design, graphics, text, and color. Initial data analysis indicated a wide range of quality among all the sites. Evaluation of printed and online materials indicated agree with how to create in HTML language and technical aspects of using specific image formats for web publishing. Both educational and non-educational sites used text rather than images to present information. The quantity of text or graphics used in informational home pages related to the availability of design resources.

- 18- This paper (Abdullah, Mariyah Hayat, 1998)⁽²³⁾ presented a checklist for evaluating website criteria according to five points: technical considerations, purpose, content, authorship/sponsorship, functionality, and design/aesthetics. The study also lists several online sources of evaluation criteria for websites.
- 19- This study (North American Association for Environmental Education, 1999)⁽²⁴⁾ presents a reference for the assessment of the information available on the website. This report is used by educators to prepare students to critically thinking about using information available on the websites. Criteria for assessing the content and construction of a website are explained.
- 20- The study by (Eman Arafat, 2018)⁽²⁵⁾ proved the presence of non-significant differences for university sites between Tabaha University and the Islamic University. The survey applied evaluation criteria for the two university sites to understand better the views and satisfaction levels of the two universities' students. They gave a positive evaluation of the quality of services provided by the site. The university continues to work toward improving and developing its services connectivity provided to students in line with their needs.

21- (Qasem A. Al-Radaideh et al. 2011)⁽²⁶⁾ researched on the online news websites of mainstream media outlets. Since the 90s, several Jordanian newspapers have created a website to reach various and large numbers of audiences (e.g., Al-Rai, Ad-Dustor, and Al-Ghad). Other online news websites include Ammon and Rum. The main aim of this study is to evaluate online newspaper websites using two assessment measures: usability and web content. This aim achieved using a questionnaire-based evaluation based on the definition of usability and web content .The results were based on 204 responses and showed that the usability factor was relatively good for all Jordanian online newspapers, whereas the web content factor is moderate.

Study Terminologies

Evaluation: (Thorndike and Hagen, 1956)⁽²⁷⁾ define valuation as describing something, then judging the acceptance or appropriateness of what is described.

Standards: (Alaa Mohamed Sayed Qandil, 2010) ⁽²⁸⁾ Defined as the highest levels of performance an individual seeks to achieve and in the light of which, the various performance levels are assessed and judged.

Total Quality: (Thorndike and Hagen, 1956)⁽²⁹⁾ A set of standards-specific standards that continuously work to develop and improve journalistic performance.

Evaluating the Quality of Newspaper Websites

Identify the quality of newspaper websites by designing a scale that contains criteria that measure and confirms its compatibility with newspaper websites.

Study Results

In this study, the researcher designed a scale, based on certain criteria, to evaluate two newspaper websites –Al-Sharq Al-Awsat from Saudi Arabia and Gulf News from Bahrain–from 18 to 25 November 2020.

The researcher chose a sample of intellectual production, which possible to get them to include several references, studies and scientific research to devise a list of criteria of the scale that she designed.

The main sources of intellectual production that guided the researcher

- The study of Noha Jafar al-Khatam ⁽³⁰⁾, Ph.D, entitled Principles and criteria for evaluation of the quality of electronic journalism.
- The study of Jibril al-Arishi, Mona Al-Ghanim ⁽³¹⁾, entitled Assessment of the gates of Saudi universities available on the Internet in light of international standards.
- Firas Mohammed Al-Azza study ⁽³²⁾, entitled Quality standards and classification of websites.

Through the researcher's study and examination of the previous studies, she prepared a list of standards, which included forty criteria to ensure the quality of the e-newspapers sites. Then placed importance on each of the criteria that she provided to build the scale she designed to evaluate the quality of e-newspapers websites.

First: the quality standards for the websites of electronic newspapers are as follows

1- Easy access to the newspaper website

Importance degree 5/5

Must be taken into consideration, the user's ease of access to the newspaper's website, once the first letters are written, the link to the newspaper's website is displayed directly.

2- Download speed

Importance degree 4/5

The site load time should reduce by reducing page size and accurately distributing multimedia on pages to minimize download time.

3- Browser support for the newspaper site

Importance degree 4/5

Compatibility with popular browsers should be observed while designing and developing the newspaper site.

4- A map of the newspaper's location

Importance degree 4/5

It is an indexing of the pages of the newspaper's website in the form of a search engine. to classify the newspaper in a way that facilitates the reader's access. To information inside the newspaper.

5- The vision, mission and objectives of the newspaper (who we are)

Importance degree 3/5

To ensure that the quality of the newspaper site is achieved, it is necessary to establish the vision, the message and the objective of its publication, and the target audience.

6- The service provides the ability to save and print content

Importance degree 3/5

It is important to make the newspaper's issues available on a pdf file to make it easier for the reader to print and read it at any time.

7- The existence of a slogan and logo for the newspaper

Importance degree 5/5

It is important to have a logo for the newspaper and a slogan that linked and expressed so that the reader can easily identify them

8- Presence of date and time

Importance degree 5/5

It is essential to declare the timing of publication of the editorial material on the newspaper's website, to inform the reader of the time of publication.

9- The issue number

Importance degree 3/5

Some emphasize the importance of writing the issue number, while others underestimate it.

10- There are links to the newspaper's social networking sites

Importance degree 4/5

Any electronic newspaper must create accounts on social networking sites and make links to it on its website for ease of navigation and follow-up through social networking sites

11- The existence of a mechanism to search the site of the newspaper

Importance degree 4/5

Provide a simple search service to ensure that the reader can easily find what he is looking for on the newspaper's website.

12- There are links between the pages

Importance degree 5/5

Links used by the reader to navigate between folds of the newspaper, must be expressive and indicate the content of the pages indicated.

13- There are links back to the home page

Importance degree 5/5

These links are used by the reader after navigating the internal pages and the desire to return to the home page. these links should be present on all internal pages to make it easier for the reader to return to the home page.

14- Links to related topics

Importance degree 5/5

Newspapers have a literary responsibility to provide links to the reader in which he can navigate to other pages both inside and outside the newspaper to satisfy his desire for knowledge.

15- The existence of links to sources of information

Importance degree 3/5

Providing the source of information to the reader is one of quality standards to ensure the right to knowledge.

16- Having links with the newspaper administration

Importance degree 5/5

Newspapers should provide ways for readers to communicate with the administration of the newspaper to respond to their queries receive their views via e-mail or publish comments directly on published material.

17- Links with journalists

Importance degree 4/5

It is necessary to develop ways of communicating readers with the journalists and writers of the newspaper, to facilitate the process of measurement feedback of what they published.

18- Links with the actors

Importance degree 4/5

What is the meaning of links with the actors? It is the provision of e-mail to whom the editorial materials are related by them, whether politicians, economists or celebrities of artists and athletes.

19- The existence of chatting rooms

Importance degree 3/5

Chat rooms are one of the types of communication between the newspaper and its readers and enable the newspaper to identify the views of readers on different topics

20- An archive of newspaper issues

Importance degree 5/5

Which is to save the pages of the newspaper and its topics regularly. There are two ways to do that, save the topics according to the importance and chronological order or make the numbers in the form of pdf files.

21- Featured Homepage

Importance degree 5/5

The homepage is the entrance to the newspaper's website for all its pages. Therefore, it is necessary to pay attention to its design with well-structured elements. The home page gives the first impression of the quality of the newspaper's website. It should be distinguished from the rest of the pages; it must contain the vision and mission of the newspaper and its objectives, and ensure the effectiveness of all links to internal pages and site services.

22- Folio line unity

Importance degree 5/5

The logo, date, and page number appear at the top of each newspaper page.

23- Flag unity

Importance degree 5/5

It is the name of the newspaper as it appears at the top of page one of each issue.

It is necessary to design a fixed flag that does not change to contribute to preserving the character and unity of the newspaper.

24- The diversity of page design while maintaining the basic design unit

Importance degree 4/5

Electronic newspapers should diversify their page design techniques, while maintaining the basic design of the newspaper, for not leaking boredom to the reader for his sense of monotony in the design.

25- Readability and clarity of letter size

Importance degree 4/5

By working on ease of reading using the appropriate font size without straining the reader's eye.

26- Diversity in characters type

Importance degree 4/5

The use of lines should vary from two or three to the maximum so as not to distract the readers.

27- Gravity of the headlines

Importance degree 5/5

It means giving headlines in terms of font size and color usage.

28- Diversity in the use of headlines types

Importance degree 4/5

The newspaper should use different headline types, to attract the attention of readers and color the newspaper in an unrivaled.

29- Diversity in the forms of hypertexts

Importance degree 3/5

Consider using different forms of links and variations between the text link and the graphic link.

30- Colors usage

Importance degree 4/5

When using colors, consider the eye's vision of the colors and the effects of the color wheel.

31- Diversity in backgrounds

Importance degree 3/5

It is necessary to find a high contrast between texts and backgrounds to facilitate the process of reading and eye rest.

32- The presence of suitable whitespaces

Importance degree 4/5

Whitespace is one of the most overlooked and underutilized elements that make up a great web layout, and to boot the readability.

33- The border usage

Importance degree 2/5

They are the organizational separators that separate editorial materials from one another.

34- Images usage

Importance degree 5/5

Pictures are one of the most important means of the layout of the newspaper.

35- Expressive graphics usage

Importance degree 3/5

These are the handcrafts that accompany editorial materials to give expression to the reader and let him live within it.

36- Infographics usage

Importance degree 4/5

The drawings accompanying the editorial materials support the facts, information, statistics and maps.

37- Cartoons usage

Importance degree 4/5

It is presented by the newspaper alone or complemented by a subject, through which the newspaper can deliver a message in a sarcastic frame.

38- Audio usage

Importance degree 2/5

Electronic newspapers use many audio files, either by uploading them or by live broadcasts.

39- Animation

Importance degree 3/5

Animation has many functions in the electronic press. It contributes to the extension of the page space, provides aesthetic value, and transmits the movement and vitality on the page.

40- Video usage

Importance degree 5/5

The importance of the video stems from the fact that it is the embodiment of events, it makes the reader coexist with the event, but its disadvantage is the effect on the download speed.

Second: Applying the Standard to Newspaper Websites

The researcher selected two Gulf newspapers to which to apply the measuring of quality standards to measure their quality.

As shown in the following table, each website received a score of ten in each standard of the scale. This degree multiplied in the coefficient of importance to obtain the weighted score, finally obtaining the total sum of the score collection, for the collection of the weighted grades for each of the study sites.

Num.	Standard	Scale			Al-Sharq Al-Awsat		Al- Khaleej	
		Score indicator	Scale importance indicator	weighted score	Degree achieved	Relative weight	Degree achieved	Relative weight
1	Easy access to the newspaper website	10	5/5	10	10	10	10	10
2	Download speed	10	5/4	8	8	6.4	8	6.4
3	Browser support for the newspaper site	10	5/4	8	10	8	10	8
4	A map of the newspaper's location	10	5/4	8	8	6.4	8	6.4
5	who we are	10	5/3	6	5	3	7	4.2
6	the ability to save and print content	10	5/3	6	10	6	10	6
7	The existence of a slogan and logo	10	5/5	10	10	10	10	10
8	Presence of date and time	10	5/5	10	8	8	10	10
9	The issue number	10	5/3	6	7	4.2	10	6
10	social networking	10	5/4	8	10	8	10	8
11	mechanism to search the site	10	5/4	8	10	8	10	8
12	links between the pages	10	5/5	10	10	10	10	10
13	links back to the home page	10	5/5	10	10	10	10	10
14	Links to related topics	10	5/5	10	8	8	9	9
15	links to sources of information	10	5/3	6	0	0	0	0
16	links with administration	10	5/5	10	10	10	10	10
17	Links with journalists	10	5/4	8	4	3.2	0	0
18	Links with the actors	10	5/4	8	0	0	0	0
19	chatting rooms	10	5/3	6	0	0	0	0
20	An archive	10	5/5	10	10	10	10	10
21	Featured Homepage	10	5/5	10	10	10	10	10
22	Folio line unity	10	5/5	10	10	10	10	10
23	Flag unity	10	5/5	10	10	10	10	10
24	diversity of page design	10	5/4	8	8	6.4	6	4.8

25	Readability	10	5/4	8	10	8	9	7.2
26	characters type	10	5/4	8	10	8	8	6.4
27	Gravity of headlines	10	5/5	10	8	8	6	6
28	of headlines types	10	5/4	8	8	6.4	5	4
29	forms of hypertexts	10	5/3	6	8	4.8	8	4.8
30	Colors usage	10	5/4	8	5	4	8	6.4
31	Backgrounds	10	5/3	6	7	4.2	6	3.6
32	suitable whitespaces	10	5/4	8	10	8	8	6.4
33	The border usage	10	5/2	4	7	2.8	7	2.8
34	Images usage	10	5/5	10	10	10	10	10
35	Expressive graphics usage	10	5/3	6	8	4.8	8	4.8
36	Infographics usage	10	5/4	8	8	6.4	8	6.4
37	Cartoons usage	10	5/4	8	8	6.4	8	6.4
38	Audio usage	10	5/2	4	0	0	0	0
39	Animation	10	5/3	6	0	0	0	0
40	Video usage	10	5/5	10	8	8	5	5
Total		400	5/5	322	301	255.4	292	247

The table shows that the website of the Saudi newspaper, Asharq Al-Awsat, achieved 301 degrees from 400, a weighted score of 255.4 of the total weighted score for all criteria, which is 322. This means that Al-Sharq Al-Awsat's website is in line with the quality standards of websites by 79.3%.

While the rated score for the quality of the Bahraini newspaper, Al-Khaleej, the website is 247; it corresponds to the quality standards according to the scale by 76.7%.

Results of the Study Discussion

Both websites are easy to access and navigate and both are designed well.

The load time of both sites did not match the speed of major newspapers, and the average load time between sites was four to five seconds throughout the study period.

The researcher relied on the search engine Google to identify the order of the websites of the study newspapers. When writing the word “Gulf newspaper” and found it held a declining position.

Browsers like FireFox, Opera, and Internet Explorer were able to find the newspaper’s sites.

Al-Sharq Al-Awsat does not have social media. The website had some information about the organization such as terms of use, but there was no vision, no message, and no goals written on its website. However, the Bahraini newspaper, Al-Khaleej, provided some information about the newspaper but did not mention any directions, did not mention its vision, and did not mention anything about her mission or the goals that it aspires to neither of the two websites identified the target audience.

Each of the study sites provided a soft-copy in PDF format of the newspaper or some of its pages.

Both newspapers were keen to put a slogan, the slogan of the Saudi newspaper Al-Sharq Al-Awsat is “Al-Arab International Newspaper,” while the slogan of Al-Khaleej newspaper Bahrain is “the first daily newspaper in Bahrain.”

Saudi Arabia's Al-Sharq Al-Awsat only provided the date and time besides the news articles but not on the site’s homepage. The Bahraini newspaper, Al-Khaleej, was keen to write history in Gregorian and Hijri at the top of the homepage of its website as well as its first year of publication.

Al-Sharq Al-Awsat did not provide the issue numbers on the site but did provide them in the PDF version. Al-Khaleej provided the issue number in both cases.

The websites of both newspapers linked to their accounts on Facebook, Twitter, and Instagram.

The website of the two study newspapers provided a mechanism for searching in their respective websites.

The newspaper websites provided links to other pages to facilitate browsing and ease of navigation between the pages.

Both sites feature links on all pages to return to the home page.

Both sites included links to related topics, titled “Related Topics” on the Saudi Arabian newspaper site and “Read Also” on the Bahrain newspaper site. However, there are no links between the newspapers’ sites and external sites.

There are no links to the sources of information on either newspaper’s site.

Both sites provided an email address for visitors to communicate with them. However, Al-Khaleej included phone numbers and fax numbers for head office, advertising, and editing. The sites of both newspapers did not provide any links to communicate with journalists. Except for the Saudi Arabian newspaper, Al-Sharq Al-Awsat published all journalism articles for each journalist. There are no links with the famous people on the site of both newspapers, and neither website has a chat room.

While Al-Sharq Al-Awsat publishes full issues in PDF format, Al-Khaleej provides published articles arranged from the latest to oldest.

The homepage of both newspaper sites characterized by special features. Al-Sharq Al-Awsat’s homepage contains advertisements and tabulations for all sections and social media, and contains no news material. Nevertheless, it was not attractive and did not benefit from the colors. The homepage did offer the issue numbers

and editor names with links to the PDF files. The editorial board and the terms of use, advertising, subscriptions, and distribution are available in Arabic, English, Persian, Urdu, and Turkish. The homepage of the Al-Khaleej site is characterized by a mobile news tape with large pictures with a mobile comment that moves in two different directions, which can be distracting.

The sites did not exhibit diversity in page design while maintaining consistency across the site. The page design for both was the same except for a section of columns, which has worked on the monotonous form of signatories.

Al-Sharq Al-Awsat's site used Times New Roman with font sizes of 22.5, 27, and 16.5. Al-Khaleej's site used headlines in font size 19.5, 18, 13, 14, and text in font size 13.

Regarding diversity in the use of character types, the Saudi Arabian website used Arabic scriptwriting in Times New Roman and Arial and used Awsat Light in font size 16.5 for English. The Bahraini site used Times New Roman and Arial fonts for Arabic and GE_SS_Two and Greta in font size 14 for English.

Moreover, the attractiveness of the titles is not available in both newspapers. Al-Sharq Al-Awsat used secondary headlines with the main top topics. Nevertheless, Sharq Al-Awsat did not place sub-headings between the paragraphs at all. Also, both are based on the right orientation, and sometimes put a broken line under the headline of the news. In doing so, the headline separated the body of the news, which affects the unity of the subject. The Bahraini newspaper's site has sub-titles, but they are not distinguishable or the same size of the font, the letters are white, sometimes the titles are gray, which reduces their attractiveness, often in black letters, and the text is gray. Sometimes a broken line is placed in the display of the news under the title. This affects the unity of the subject. As well as placing the advertisements in the middle of the editorial to separate them, which affects the unity of the topic, there is also a mix of heading types between Major and minor titles,

when used in important news, all from the right and the title is rarely used. There is no variation in the use of heading types.

There was a variety of newspapers in the forms of hypertext, the links in the newspapers varied between text links images and icons.

The Asharq Al-Awsat website did not use colors, while the Al-Khaleej website did use some colors in the tabs and editorial materials.

The two-newspaper website did not offer a variety of backgrounds, which were mostly white or gray.

Regarding white space, Al-Sharq Al-Awsat's site provided line spacing, the number of words per line did not exceed 20, and the distance between lines is 1.15. In Al-Khaleej's site, Ariel Pt 15 was 1.15, when using a line with Times New Roman Pt 15 only 1 distance and the number of words in a line did not exceed 16 words.

Both websites did not use borders and separators well; sometimes a broken line was placed by displaying the news under the title, which affects the subject's unity.

Regarding images, both websites used images well. Al-Sharq Al-Awsat's site used photos with different backgrounds that were not uniform and circular in size. The objective images measured at 4.88 inches in height, 8.73 inches wide. As for Al-Khaleej's site, images of people had white backgrounds and images of objects used different sizes.

Neither site used expressive cartoons exceptionally well, except in the economic sections of the website.

Neither website employed sound and animation.

As videos, Al-Sharq Al-Awsat did not use videos on all pages. Also, it relied on photographs only. However, the multimedia page contains an average of 13 videos, each one minute or less. Nevertheless, these videos make the page heavy and difficult to

download. Al-Khaleej's website does not use more than three videos, no longer than one minute, per Issue and links them to Instagram. These videos display immediately and are fast loading.

In conclusion, neither newspaper has optimized web technology to create strong sites. Also, must work to make maximum use of that technology to obtain a high-functioning website.

Fourth: Recommendations

- 1- Electronic newspaper sites have to create links between readers and journalists.
- 2- Electronic newspaper sites have to create links between readers and information sources.
- 3- Electronic newspapers sites have to create links between readers and actors.
- 4- Electronic newspapers sites have to increase editorial elements that support the attractiveness of newspaper sites such as, cartoon, sound, animation, and video.
- 5- Newspapers should pay attention to their sites in the field of calibration, measurement and evaluation.
- 6- The need for scientific research in media fields to focus on developing calibration, measurement and evaluation processes.
- 7- Study the scale, which the researcher designed, and work on developing it.

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