

Hence it is not strange to find out that two-thirds of the Americans in Lebanon changed their views on the Palestine problem after they came to Lebanon. Most of the Americans in Lebanon said that the change in their views was great. All of them said that the change was in favor of the Palestinian Arabs. (They changed from misunderstanding and/or not supporting Palestinian Arabs, to varying degrees of understanding and support.)

We should, however, look for the reasons behind the change in the views of the Americans in Lebanon. Our study shows that the change was not due to Arab mass media, or to the efforts of those in charge of the mass media. Only one American attributed the change in his view, after residing in Lebanon, to Arab mass media. The rest of those who changed their views attributed the change to their acquaintances; Palestinian Arabs, and non-Palestinian Arabs. This important fact should make us take great care of personal relationships with foreigners, because personal contact seems closer to success than the ordinary mass media apparatus like the broadcasting system and the press. This position of ours is supported by the fact that Arab mass media had no effect at all upon one-third, and had a negative effect upon another one-third of the Americans in Lebanon. Compared to this, four-fifths of the Americans who changed in our favor stated that personal contact was the main reason behind their new stand on the Palestine problem.

*Fourth,* all that was said previously does not mean that