

TABLE 8a

| <i>Cause of change</i> | <i>Number</i> | <i>%</i> |
|--|---------------|----------|
| a) Lebanese or Arab mass media | 1 | 1.5 |
| b) Lebanese or Arab acquaintances | 27 | 42.8 |
| c) Other Americans | 1 | 1.5 |
| d) Lebanese & Arab mass media and acquaintances | 11 | 17.4 |
| e) Mass media and other Americans | 0 | 0.0 |
| f) Lebanese or Arab acquaintances and other Americans | 11 | 17.4 |
| g) Own readings & evaluation | 11 | 17.4 |
| h) No answer | 1 | 1.5 |
| | <hr/> | <hr/> |
| Total | 63 | 99.5 |

Conclusion

We can conclude from the above findings that personal contact is more effective than mass media as far as the Palestine problem is concerned. This is so because personal contacts, that is Arab individuals, have succeeded in changing the attitudes of a majority of Americans compared to Lebanese or Arab mass media. The conclusion still holds even when we move to a combination of factors. If we take those who attributed their change to Lebanese or Arab acquaintances and to Arab acquaintances and other Americans, we find that they compose 60.2 per cent of those who changed; while