

has no effect on one third of the adult American population in Lebanon. (See Table 8b below.)

TABLE 8b

<i>Effect of Lebanese or Arab mass media</i>	<i>%</i>
Strongly positive	3
Positive	34
Has no effect	25
Negative	27
Strongly negative	1
Both positive and negative	6
No answer	3
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Total	100

Lebanese and other Arabs as individuals seem to have a much better effect on the Americans who reside in Lebanon than the mass media.

21 per cent said that their Lebanese or Arab acquaintances had a strongly positive effect on them, and 57.0 per cent were positively affected by Lebanese or Arab acquaintances. This means that 78.0 per cent of the Americans were positively and strongly positively affected by Arab individuals. Only 3.0 per cent were negatively affected by Arab individuals, and none saw the effect as strongly negative. 15.0