

those changed due to both mass media and acquaintances compose 18.9 per cent of those who changed. The difference is significant and it is not due to chance.

It is necessary to study other factors contributing to a change in attitude regarding the Palestine problem, and aspects of the relationship between mass media, personal contact and change in attitude.

One important aspect of the relationship between mass media, personal contact, and change in attitudes is the degree of exposure by our respondents to mass media and personal contact.

Respondents were asked pertinent questions to determine the degree of their exposure to media. They were asked how often they read local or Arab newspapers and magazines, how often they listened to local or Arab radio stations. They were also asked if they read any books or pamphlets on the Palestine problem, or if they had attended any lectures or seen any documentary films on the problem. Similarly, they were asked how often they visited Arab friends and how often their friends discussed or explained the Palestine problem to them.

A score was given to each part, and on that basis an index that measures the degree of exposure. A scale was constructed which included three groups: a) the high exposure