ORIGINAL ARTICLE

THE IMPACT OF SATELLITE CHANNEL PROGRAMS (SCP) ON HUMAN BEHAVIOR: A SURVEY STUDY ON HIGHER SCHOOL STUDENTS IN WAD MEDANI CITY, GEZIRA STATE, SUDAN

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ABSTRACT

Background: Nowadays, a number of entertainment satellite channels were proliferating across most of the Arab world. The emergence of satellite television broadcasting and other new media in the Middle East will profoundly change the political and social realities of the region. This reduces the importance of confidence in Middle East societies, and that confidence means more traditional media control and dependence placed on oral and unofficial means of communications. **Objectives:** The purpose of this study was to investigate the impact of satellite channels on the human behavior among Higher School Students in Wad Medani City, Gezira State, Sudan. The study conducted in the academic year 2016. **Methods:** A Systematic random sample of (102) male and female of higher school students was used. The students were asked to express their attitudes towards the impact of satellite channels on human behavior. A questionnaire was used for collecting data. The data analyzed with SPSS personal computer program. Appropriate statistics for description (frequencies, percentage, means, standard deviations, T-Test and One way ANOVA Test) were used. **Results:** The results showed that the calculated (Cal) t value > value derived from the statistical table (Tab); & the calculated (Cal) f value > f value derived from the statistical table (Tab). **Conclusion:** We concluded that the study participants have positive attitudes towards the impact of satellite channels on behavior. There are significant differences between male and female attitudes in favor of males. There are significant differences related to the classroom and the age variables.
Keywords: *SCP, Higher school students, Wad Medani City, Gezira state, Sudanese satellite Channels, Arab satellite Channels.*

1. INTRODUCTION

1.1 Background

The communications satellites that are used and designed for the purpose of telecommunications are one of an important type of satellites. Telecommunications include many applications which can be telecommunications applications that are used by the communications satellites as telephony, satellite television, fixed satellite services, direct broadcasting, mobile satellite technology, satellite radio, satellite internet, and others [1].

The evolution of satellite broadcasting in the Arab world has accelerated over the past decade. MBC acquired a large audience particularly in the Gulf and eastern Saudi Arabia because the satellite signal was downloaded in Bahrain and retransmitted terrestrially. In the Arabic Gulf, MBC took major audience share. Nowadays, a number of entertainment satellite channels were proliferating across most of the Arab world. That proliferation provided MBC with a mass audience, estimated at more than 50 million viewers. Al Jazeera satellite channel has done more to educate Arabs about democracy than any other broadcaster. For example Al Jazeera's regular weekly program, "From Washington," with guests from the administration and the opposition, as well as the special weekly show, "US Presidential Race," which started in January 2004 [2, 3].

The emergence of satellite television broadcasting and other new media in the Middle East will profoundly change the political and social realities of the region. This reduces the importance of confidence in Middle East societies, and that confidence means more traditional media control and dependence placed on oral and unofficial means of communications, in the mosque, the coffeehouse, or the marketplace [4].

By touching its button and searching for different channels, it gives us the benefits and solutions to our challenges in the modern world. Leads to receiving reports from local and international events, through which young people can explore geography, history, fantasy, vision, and entertainment. Television tends to escape from reality, giving the viewer temporary relief from life problems or when feeling depressed [5].

Satellite television one of the dimensions of the technological advancement which has a definite effect on the social and cultural area. For these changes, human behavior is also changing and therefore, the study of changes in human behavior is becoming more important in the present business world [6].

1.2 Previous Studies

Fahmy (2012) study was conducted an Arabic-language online survey of news consumers on Arab websites, including one US-funded media outlet [7]. Factors leading to gaps in exposure and perceptions of credibility for three Arab news outlets were examined. Variables regarding the three satellite news media – Al-Jazeera, Al-Arabiya, and Al-Hurra were examined. findings showed that there were significant differences in predictors of exposure gaps between the US-funded network and other Arab media [7].

Elareshi (2011) study was conducted to investigate two elements patterns of news media consumption and news credibility in Libya. The study focused on participants' perceptions of the credibility of two local, Al Jamahiriya and Al Libya TV, and two pan-Arab TV news services, Al Jazeera and Al Arabiya [8]. The study sample were (400) undergraduate students at Al- Fateh University using as stratified random sampling approach. The study found that the new TV news services played an important role in attracting young Libyan with information they desire. With regard to news credibility, Al-Jazeera and Al-Arabiya were given higher credibility scores than Al-Jamahiriya and Al-Libiya news services [8].

Ali (2012) study came out of the researcher's observations about what some satellite channels offer of materials that reduce the chances of building peace with the knowledge that the Islamic religion has made variety and diversity the origin of creation, the purpose of which is acquaintance and communication [9]. To solve this problem, the researcher conducted a survey and analytical study using the descriptive method and the historical method to verify the role of satellite channels in establishing peace by standing on the performance (Sudan, Alshoroog) satellite channels model. The study concluded that satellite TV is an important tool for establishing peace and that it can negatively affect it unless it used by engaging specialists in peace studies when planning programs that are interested in peace issues. The study introduced a proposal to establish a satellite channel specialized in spreading the culture of peace, The components of Sudan reflect variety and diversity as a pillar, and benefit from Sudan's geographical location to spread a culture of peace at the regional, local and global levels [9].

On the other hand the problem of study of Fdl Almwla (2017) was represented through the observation of the role of the uncompleted relationship in Islamic satellites [10]. The study aimed to know the role of Public Relation in achieving the aims of Islamic satellites. A purposive sample of staff who works at Tayba satellite channel in Sudan was used. A descriptive-analytical approach was used. The collected data were analyzed by statistical Packages for Social Sciences (SPSS). The study has reached a number of results, the most import and of they are: public relation has an important role to achieve the aims of Sudanese Islamic Satellite Channels. Also, it has a role in joining between the channel and other assertion. The study pointed out a number of recommendations, the most important of which are: The need for a competent and exploitative administration for public relations in satellite channels, providing an adequate budget for public relations to carry out its tasks well, selecting specialists and experts to carry out the task of public relations [10].

In same way Hussein (2012) conduct a study entitled: (Arab satellite and its role in news service in Sudanese satellite TV channels). The study was applied on Ashoroog Sudanese satellite channel [11]. A descriptive approach was used for this study. The data were organized and analyzed to find out the results by the SPSS statistical program. Means used for collecting data were the questionnaire, observation, references, and books. Study community includes a quality sample that consists of media experts in the study media institutions in Sudan and professors of communication in Sudanese Universities. The sample size was (86). After conducting the study and research, the researcher concluded that the most important results of the study are the following :- 1 –The Arab satellite (Arab sat) role of communication is to bring news of the world to Arab countries, and send the Arab news to the world and to achieve the sovereignty of the Arabs in the area of communication. 2 - The problems of the Arab satellite (Arab sat) in communication is the limited size of the geographical coverage, and poor protection of the broadcast, and the high cost of participation. 3- Ashoroog TV channel succeeded by means of Arab satellite to be an essential source for the news of internal affairs of Sudan. 4- Objective of Ashoroog TV channel broadcast over the two Arab satellites (Arab sat) and (Nile sat) is to increase the geographical broadcast coverage of the channel [11].

Also, Hassan study on 2014 set up a study to examine the role of satellite channels in the change of values and behavior among the youth in the Sudanese society [12]. The researcher used a descriptive method, analytical approach, the case study, and historical approach to covers the comprehensive aspect of the study. The most important findings and recommendations including: Consideration different media is an effective means of socialization positively or negatively in the community; foreign satellites are more dangerous to the youth in changing behavior and values they have; satellite channels are important in raising awareness of the community to ease received information from around the world and easily put the information in the picture and sound and shorten the time and place. The study also recommended that, the social upbringing and proper education of children from the very beginning of their ages; the types of media in general need moral and valuable reference, as well as call on the owners of funds from Arab and Islamic countries to alert and sponsor programs and projects and virtuous ethics; and contain young people and fight the specter of poverty and unemployment; study the development and continuous development of local channels to keep up with the global changes and societal changes [12].

The study of Hamad (2013) aimed to identify the positive and negative effects of satellite channels on the family and society [13]. It also aimed to learn the most follow-up channels and programs. A descriptive approach was used to describe the phenomenon, analyze and interpret the data, and draw conclusions and recommendations. The questionnaire used for collecting data. The study reached several results, the most important of which are: The children and youth are more affected by the cultures than the older ages; women are also more affected than male by satellite channels because women are more present at home. In addition, satellite channels have a negative and positive effect on the religious, Social, economic, educational, social development, and so on. The majority of the study community prefer Arabic channels of all kinds, and foreign channels, but they have a low percentage of watching Sudanese channels, especially the youth. Male prefer to watch late at night for freedom watch at this time. The researcher recommended that: The country must establish a budget for the development of information services, especially satellite channels so as to cope with development. Create channels and programs that meets ambition and aspirations especially young viewers. The development of internal control of parents for their children not to see everything displayed on satellite channels. Raise the awareness of the youth about the dangers of live broadcasts and their negative effects on the human mind [13].

Al Awad (2006) studied the Satellite TV and its impact on cultural and social change" [14]. The study aimed to identify the positive changes that occurred in the students of Sudanese universities (Holy Quran University, and Ahfad University). The study reached several results, the most important of which is that the students of the Holy Quran prefer watching the Arabic channels while the students of Ahfad prefer foreign channels [14].

Through the previous studies mentioned above, the researcher found that: Some of these studies that conducted at Arab countries, were interested in the credibility of Arab news satellite channels compared with the local news satellite channels. The other studies that conducted at Sudan were about the importance of satellite TV as a tool for establishing peace –Alshoroog and Sudan satellite channels as an example, the role of Public relation in achieving the aims of Islamic satellites- Tayba Sudanese satellite channels as an example. Arab Satellite and its role in news services in Sudanese satellite TV- Alshoroog satellite channel as an example. The role of satellite channels in the change of values and behavior among youth, family and society. The last three studies, to some extent, are similar to the current study in the topic but differs in the study limitation - (Khartoum State; North Kordofan, Um Rawaba City), and study sample (University students- general population). The current study applied in central Sudan (Gezira State) – Wad Medani City- and the study sample were (Higher School students (Male & Female)).

2. MATERIALS AND METHODS

2.1 Study site:

The sample of the study consisted (102) male and female students, who had been chosen from the population of higher school students, whose age ranging from (13 up to 20) years old, who study in Wad Medani city, Gezira State, which lay on the center of Sudan.

2.2 Sample and data collection:

The sample had been selected from the study population by using a systematic random sample. Questionnaire was used for collecting data. The questionnaire consisted of two parts, participants demographic characteristics, and attitudes towards the impact of satellite channels on the behavior. The researcher had measured the validity and reliability of the questionnaire by using: Pearson Correlation Coefficient and Cronbach Alpha Coefficient. The researcher had used Likert Scale. A typical three-level Likert item had been used in the questionnaire, the three-level Likert item as follows: (Yes, (to some extent), (No). The data were analyzed with SPSS personal computer program.

2.3 Study Hypotheses:

1. There are positive attitudes in higher school students in Wad Madani towards the satellite channels programs.
2. There are no significant differences at the level of significance (0.0 5) between students' responses on the impact of satellite channels on human behavior, related to gender variable.

$$H0: \mu1=\mu2 \quad \textbf{(1)}$$
$$HA: \mu1\neq\mu2$$

3. There are no significant differences at the level of significance (0.0 5) between students' responses on the impact of satellite channels on human behavior, related to classroom variable.

$$H0: \mu1=\mu2=\mu3 \quad \textbf{(2)}$$
$$HA: \mu1\neq\mu2\neq\mu3$$

4. There are no significant differences at the level of significance (0.0 5) between students' responses.

$$H0: \mu1=\mu2=\mu3 \quad \textbf{(3)}$$

HA: μ1≠μ2≠μ3
(or at least two means are not equal)

2.4 Statistics:

All data were analyzed with the SPSS personal computer program. Appropriate statistics for description (frequencies, percentage, means, standard deviations, T-Test, and ANOVA one way test) were used.

3. RESULTS and DISCUSION

3.1 Research participants

The research participants consist of 102 higher school students, who participated in this study and filled out and submitted the questionnaire. All participants were students of higher school, Wad Medani city, Gezira State, which lay on the center of Sudan. Information pertaining to the personal and vocational details of the study group is given in Table (1).

Table 1: The table presents the Personal Data of the study participants

		f	%
Gender	Male	31	30.4
	Female	71	69.6
Age	13-14	17	16.7
	15-16	43	42.1
	17-18	28	27.5
	19-20	14	13.7
Classroom	Grade 1	20	19.6
	Grade 2	18	17.6
	Grade 3	64	62.8
Region	Wad Medani City	88	86.3
	Villages around Wad Medani City	14	13.7

(30.4%) (f: 31) of the study group were male, with (69.6%) (f: 71) female. In review of participant age, (15-16) years old is the largest group (42.1%) (f: 43), (17-18) years old is the second largest (27.5%) (f: 28), (13-14) is the third largest (16.7%) (f: 17), and (19-20) is fourth largest (13.7%) (f: 14). In review of classroom correlation, Grade3 is the largest group 62.8%) (f: 64), Grade1 is the second largest (19.6%) (f: 20), and Grade2 is the third largest (1.89%) (f: 18) . In the term of Region correlation, Wad Medani City is the largest group (86.3%) (f: 88), Villages around the city is the second largest (13.7%) (f: 14).

3.2 The first hypothesis: The study participants have positive attitudes towards the satellite channels programs.

3.2.1 First aspect: The basics of satellite channels

Table 2: The table presents the basics of satellite channels.

No	Item	Mean	Std. Deviation
1.	I have a receiver at home	2.78	0.62
2.	The receiver is necessary at home	2.47	0.69
3.	I follow satellite channels programs most of my free time	2.05	0.92

Table (2) showed values of standard deviation & Mean for the study sample response for the basics of satellite channels. The biggest mean value (2.78) and standard deviation (0.62) is participant who have a receiver at home. The second bigger mean value (2.47) and standard deviation (0.69) is for those who see the receiver is necessary at home. The third biggest mean value (2.05) and standard deviation (0.92), is for the participants who follow-up the satellite channels in most of their fee time.

It is clear from the above that the higher school students in Wad Madani who participated in the study, have the basics of satellite channels.

3.2.2 The second aspect: Effects of satellite channels

3.2.2.1 Social effects

Table 3: The table presents the Social effects of the Satellite Channels.

No	Item	Mean	Std. Deviation
1.	I like the design of the clothes I watch through the satellite channels	2.06	0.88
2.	My clothes are designed as seen from designs on satellite channels	1.48	0.74
3.	I do not like to be spoken to by anyone while watching satellite channels	2.27	0.87
4.	Follow-up satellite channels does not prevent me from doing my prayers	2.76	0.53
5.	If I'm invited to attend an occasion at the same time of my favorite program, I will leave it	1.43	0.75

Table (3) showed values of standard deviation & Mean for the study sample response for the social effects of watching satellite channels. The biggest mean value (2.76) and standard deviation (0.53) is for those participants who do not delay the their prayer for the follow-up of satellite channels. The second bigger mean value (2.27) and standard deviation (0.87) is for those who do not like to spoken to while watching satellite channels. The third biggest mean value (2.06) and standard deviation (0.88), is for the participants who like the design of the clothes that they watch through their satellite channels. The fourth biggest mean value (1.46) and standard deviation (0.74), is for the participants who do not agree with item that said "my clothes are designed as seen from designs on satellite channels". The fifth biggest mean value (1.43) and standard deviation (0.75), is for the participants who do not agree with item that said " If I'm invited to attend an occasion at the same time of my favourite program, I will leave it ".

According to the results of the study and the attitudes of the participants, satellite channels have a positive effects on the social aspects, except for the occurrence of some social isolation.

3.2.2.2 Health Effects

Table 4: The table presents the health effects of the Satellite Channels.

No	Item	Mean	Std. Deviation
1.	The follow-up of satellite channels makes me far from sleep, which negatively affects my academic achievement	**1.73**	**0.91**
2.	I suffer from a lack of sleep because of my evenings watching satellite channels	**1.68**	**0.86**
3.	I like eating nuts while watching my favorite shows on satellite channels	**2.16**	**0.94**
4.	I like eating food while watching my favorite shows on satellite channels	**1.79**	**0.95**
5.	I like eating sweets while watching my favorite shows on satellite channels	**1.85**	**0.95**

Table (4) showed values of standard deviation & Mean for the study sample response for the health effects of watching satellite channels. The biggest mean value (2.16) and standard deviation (0.94) is for those participants who like eating nuts while watching satellite channels. The second bigger mean value (1.85) and standard deviation (0.95) is for those who like eating sweets while watching satellite channels. The third biggest mean value (1.79) and standard deviation (0.95), is for the participants who like eating food while watching satellite channels. The fourth biggest mean value (1.73) and standard deviation (0.91), is for the participants who do not agree with item that said «The follow-up of satellite channels makes me far from sleep, which negatively affects my academic achievement". The fifth biggest mean value (1.68) and standard deviation (0.86), is for the participants who do not agree with item that said " I suffer from a lack of sleep because of my evenings watching satellite channels".

According to the results of the study and the attitudes of the participants, satellite channels have a positive effects on the health aspects.

3.2.2.3 Cultural effects

Table 5: The table presents the Cultural effects of the Satellite Channels.

No	Item	Mean	Std. Deviation
1.	The follow-up of Arabic-language programs contributes to improving my language	2.68	0.63
2.	Satellite programs have introduced strange vocabulary to our Sudanese dialect	2.74	0.59
3.	The most of youth language was influenced by vocabulary and words taken from Arabic series and programs	2.78	0.53
4.	The follow-up to satellite channels programs has improved my Arabic and English language	2.46	0.78
5.	I have known about many Islamic and historical heroes through satellite channels	2.69	0.63
6.	Watching satellite channels helped me to know the world around me	2.84	0.42
7.	Satellite channels interacts with events around the world	2.18	0.85
8.	I am satisfied with the programs broadcast on Arab satellite channels	1.99	0.81
9.	Arab satellite channels lack credibility in transmitting news	2.36	0.82

Table (5) showed values of standard deviation & Mean for the study sample response for the cultural effects of watching satellite channels. The biggest mean value (2.84) and standard deviation (0.42) is for those participants who see that satellite channels helped them to know the world around them. The second biggest mean value (2.78) and standard deviation (0.53), is for the participants who see that most of young's language was influenced by vocabulary and words taken from Arabic series and programs. The third bigger mean value (2.74) and standard deviation (0.59) is for those who see that satellite programs have introduced strange vocabulary to Sudanese dialect. The fourth biggest mean value (2.68) and standard deviation (0.63), is for the participants who see that Arabic-language programs contributes to improving their language. The fifth biggest mean value (2.46) and standard deviation (0.78), is for the participants who see that satellite channels programs has improved their Arabic and English language. The sixth biggest mean value (2.36) and standard deviation (0.82), is for the participants who see that Arab satellite channels lack credibility in transmitting news. The seventh biggest mean value (2.18) and standard deviation (0.85), is for the participants who see that satellite channels interacts with events around the world. The eighth biggest mean value (1.99) and standard deviation (0.81), is about participants satisfaction with the programs broadcast on Arab satellite channels.

According to the results of the study and the attitudes of the participants, satellite channels have both a positive effects and negative effects on the Cultural aspects. The negative effects are summarized as follows: satellite channels introduced strange vocabulary to the Sudanese dialect, especially the youth. There is no satisfaction among the participants also with the programs broadcast on Arab satellite channels. The participant also see that Arab satellite channels lack credibility in transmitting news.

3.2.2.4 Behavioral effects

Table 6: The table presents the Behavioral effects of the Satellite Channels.

No	Item	Mean	Std. Deviation
1.	I leave my studies to watch my favorite programs on satellite channels	**1.66**	**0.85**
2.	Satellite channels affects morality and behavior	**2.66**	**0.65**
3.	Satellite channels affect Islamic customs and values	**2.67**	**0.66**

Table (6) showed values of standard deviation & Mean for the study sample response for the cultural effects of watching satellite channels. The biggest mean value (2.67) and standard deviation (0.66) is for those participants who see that satellite channels affect Islamic customs and values. The second biggest mean value (2.66) and standard deviation (0.65), is for the participants who see that satellite channels affects morality and behavior. The third bigger mean value (1.66) and standard deviation (0.85) is for those students who leave their studies to watch their favorite programs on satellite channels.

According to the results of the study and the attitudes of the participants, satellite channels have a positive effects on the behavioral aspects. Satellite channels are a double-edged weapon, they contain harmful and useful programs, depending on the type of programs that youth watch.

3.2.3 The third aspect: Favorite satellite programs

Table 7: The table presents the favorite satellite programs.

No	Item	Mean	Std. Deviation
1.	I like watching children's programs via satellite channels	2.09	0.94
2.	I like watching contests programs via satellite channels	2.25	0.92
3.	I like watching social programs via satellite channels	2.10	0.93
4.	I like watching cultural programs via satellite channels	2.27	0.91
5.	I like watching natural programs via satellite channels	2.11	0.93
6.	I like watching wildlife programs via satellite channels	2.09	0.94
7.	I like watching football via satellite channels	1.78	0.93
8.	I like watching wrestling programs via satellite channels	1.84	0.92
9.	I like watching science fiction programs via satellite channels	2.25	0.92

Table (7) showed values of standard deviation & Mean for the study sample response for the favourite satellite programs. The biggest mean value (2.27) and standard deviation (0.91) is for those participants who prefer the cultural programs. The second biggest mean value (2.25) and standard deviation (0.92), is for the participants who prefer both contests and science fiction programs. The third bigger mean value (2.11) and standard deviation (0.93) is for those who prefer natural programs. The fourth biggest mean value (2.10) and standard deviation (0.93), is for the participants who prefer social programs. The fifth biggest mean value (2.09) and standard deviation (0.94), is for the participants who prefer both children and wildlife programs. The sixth biggest mean value (1.84) and standard deviation (0.92), is for the participants who prefer wrestling programs. The seventh biggest mean value (1.78) and standard deviation (0.93), is for the participants who prefer football programs.

According to the results of the study and the attitudes of the participants, participants preferred cultural, contests, science fiction, natural, social, children, and wildlife programs. (51%) of the participants (N: 52) dislike wrestling programs. (55.9%) of the participants (N: 57) dislike football programs.

3.2.4 The fourth aspect: Favorite satellite series

Table 8: The table presents the Favorite satellite series.

No	Item	Mean	Std. Deviation
1.	I like watching cartoon series via satellite channels	2.19	0.92
2.	I like watching Arabic series via satellite channels	2.09	0.92
3.	I like watching English series via satellite channels	1.69	0.92
4.	I like watching Indian series via satellite channels	2.28	0.93
5.	I like watching Turkish series via satellite channels	2.08	0.93

Table (8) showed values of standard deviation & Mean for the study sample response for the favourite satellite series . The biggest mean value (2.28) and standard deviation (0.93) is for those participants who prefer the Indian series. The second biggest mean value (2.19) and standard deviation (0.92), is for the participants who prefer cartoon series. The third bigger mean value (2.09) and standard deviation (0.92) is for those who prefer Arabic series. The fourth biggest mean value (2.08) and standard deviation (0.93), is for the participants who prefer Turkish series. The fifth biggest mean value (1.69) and standard deviation (0.92), is for the participants who prefer English series.

According to the results of the study and the attitudes of the participants, participants preferred Indian, cartoon, Arabic, and Turkish series. (61.8%) of the participants (N: 63) dislike the English series.

3.2.5 The fifth aspect: Favorite satellite movies

Table 9: The table presents the Favorite satellite movies.

No	Item	Mean	Std. Deviation
1.	I like watching Arabic movies via satellite channels	2.00	0.92
2.	I like watching English movies via satellite channels	2.07	0.96
3.	I like watching Indian movies via satellite channels	2.33	0.91

Table (9) showed values of standard deviation & Mean for the study sample response for the favourite satellite movies. The biggest mean value (2.33) and standard deviation (0.91) is for those participants who prefer the Indian movies. The second biggest mean value (2.07) and standard deviation (0.96), is for the participants who prefer English movies. The third bigger mean value (2.00) and standard deviation (0.92) is for those who prefer Arabic series.
According to the results of the study and the attitudes of the participants, participants preferred Indian, English, and Arabic movies.

3.2.6 The sixth aspect: favorite satellite channels

Table 10: The table presents the Favorite satellite channels.

No	Item	Mean	Std. Deviation
1.	Blue Nile satellite channel is my favorite Sudanese satellite channel	2.09	0.94
2.	Tayba satellite channel is my favorite Sudanese satellite channel	2.25	0.92
3.	The MBC 3 satellite channel is my favorite international satellite channel	2.02	0.94
4.	The MBC 4 satellite channel is my favorite international satellite channel	2.09	0.94
5.	MBC Action is my favorite international satellite channel	2.07	0.96
6.	Zee movie satellite channel of my favorite international satellite channels	2.19	0.93
7.	Zee Alwan satellite channel from my favorite international satellite channels	2.25	0.92
8.	Iqraa satellite channel from my favorite international satellite channels	2.19	0.93

Table (10) showed values of standard deviation & Mean for the study sample response for the favourite satellite channels. The biggest mean value (2.25) and standard deviation (0.92) is for those participants who prefer Zee Alwan international satellite channel and Tayba Sudanese channel. The second biggest mean value (2.19) and standard deviation (0.93), is for the participants who prefer Zee movie and Iqraa international satellite channels. The third bigger mean value (2.09) and standard deviation (0.94) is for those who prefer Blue Nile Sudanese channel and MBC4 international satellite channel. The fourth bigger mean value (2.07) and standard deviation (0.96) is for those who prefer MBC Action international satellite channel. The fourth bigger mean value (2.02) and standard deviation (0.94) is for those who prefer MBC3 international satellite channel.

According to the results of the study and the attitudes of the participants, participants preferred Tayba and Blue Nile as Sudanese national satellite channels, and Zee Alwan, Zee Movie, Iqraa, MBC4, MBC Action, and MBC3 as international satellite channels.

3.3 The second hypothesis: There are no significant differences at the level of significance (0.05) between students' responses on the impact of satellite channels on the behaviour of Higher School Students in Wad Madani City, Gezira State, Sudan, due to gender variable

$$H0: \mu1=\mu2 \quad (1)$$
$$HA: \mu1\neq\mu2$$

This hypothesis aimed to indicate whether the gender variable has an impact on student attitudes towards satellite channels. To test this hypothesis, the T-test was used for the difference between two independent sample averages and the results were as shown in Table (11).

Table 11: The table presents the Means & Std. Deviation & T-Test values of study participants.

Gender	N	Mean	Std. deviation	t	df	Sig.(2- tailed)	95% Confidence Interval		Sig.
							Lower	Upper	
Male	31	3.13	0.72	6.37	100	0.000	0.74	1.41	Sig.
Female	71	2.06	0.81						

Table (11) showed that the mean value of male attitudes towards the impact of the satellite channel on their behavior is (3.13), whereas the female mean value is (2.06). The calculated t value is (6.37) which is bigger than statistical table t value (1.984), df (100), at the level of significant (0.05). As Cal t > Tab t, this indicated that there are significant differences at the level of sig. (0.05) between male and female participants in favor of male participants. This means that the null hypothesis (H0: μ1=μ2) was rejected and (HA: μ1≠μ2) was accepted.

3.4 The third hypothesis: There are no significant differences at the level of significance (0.05) between students' responses on the impact of satellite channels on behavior Higher School Students in Wad Madani City, Gezira State, Sudan, related to classroom variable

$$H0: \mu1=\mu2=\mu3 \quad (2)$$
$$HA: \mu1\neq\mu2\neq\mu3$$

This hypothesis aimed to indicate whether the classroom variable has an impact on student attitudes towards satellite channels. To test this hypothesis, the One ANOVA Test was used. Table (12) showed means and standard deviation values of the study participants.

Table 12: The table presents the Means & Std. Deviation values of study participants.

Variable (Classroom)	N	Mean	Std. deviation	95% Confidence Interval	
				Lower	Upper
Grade 1	20	1.25	0.44	1.04	1.46
Grade 2	18	1.73	0.32	1.73	2.05
Grade 3	64	2.87	0.75	2.69	3.06

Table (12) showed that, there are variations between mean values of study participant's attitudes towards the satellite channel due to classroom variable. The mean value of the participant in grade 3 reached (2.87), whereas the mean value of participants in grade 2 reached (1.73), and the mean value of participants in grade 1 reached (1.25), so, as showed in table (12), μ1≠μ2≠μ3. To verify this result, one-way ANOVA test was uses, as appeared in Table (13).

Table 13: The table presents the one way ANOVA Test to find out differences between study participants according to classroom variable.

Source of contrast	Sum of squares	df	Mean squares	F	Sig.
Between groups	42.98	3	14.33	63.68	0.000
Within groups	22.04	98	0.23		
Total	65.02	101			

Table (13) showed calculated (Cal) (F) value as an indication of differences between of study participant's attitudes towards the satellite channel due to classroom variable. Cal (F) value was (63.68), whereas (F) value that derived from statistical table (Tab) was (2.68). Since Cal (F) value>Tab (F) value, and also level of significant adopted for this study (0.05)> (0.000). Thus, the null hypothesis (H0) (There are no significant differences at the level of significance (0.05) between students' responses on the impact of satellite channels on behaviour Higher School Students in Wad Madani City, Gezira State, Sudan, related to classroom variable) was rejected.

3.5 The fourth hypothesis: There are no significant differences at the level of significance (0.05) between students' responses on the impact of satellite channels on behavior Higher School Students in Wad Madani City, Gezira State, Sudan, related to age variable

H0: μ1=μ2=μ3 **(3)**
HA: μ1≠μ2≠μ3 (or at least two means are not equal)

Table 14: The table presents the Means & Std. Deviation values of study participants.

Variable (Age)	N	Mean	Std. deviation	95% Confidence Interval	
				Lower	Upper
13-14	17	1.12	0.33	0.95	1.29
15-16	43	2.39	0.69	2.18	2.61
17-18	28	3.00	0.00	3.00	3.00
91-20	14	3.00	0.00	3.00	3.00

Table (14) showed that, there are variations between mean values of study participant's attitudes towards the satellite channel due to age variable. The mean value of the participant age (17-18) & (19-20) years old (3.00), (15-16) years old (2.39), whereas the mean value of participants (13-14) years old (1.12), as showed in table (14), there at least two means are not equal. To verify this result, one-way ANOVA test was uses, as appeared in Table (15).

Table 1: The table presents one way ANOVA Test to find out differences between study participants according to age variable.

Source of contrast	Sum of squares	df	Mean squares	F	Sig.
Between groups	24.83	1	24.83	40.53	0.000
Within groups	61.26	100	0.61		
Total	86.09	101			

Table (15) showed calculated (Cal) (F) value as an indication of differences between of study participants attitudes towards the satellite channel due to age variable. Cal (F) value was (40.53), whereas (F) value that derived from statistical table (Tab) was (3.92). Since Cal (F) value>Tab (F) value, and also level of significant adopted for this study (0.05)> (0.000). Thus, the null hypothesis (H0) (There are no significant differences at the level of significance (0.05) between students' responses on the impact of satellite channels on behaviour Higher School Students in Wad Madani City, Gezira State, Sudan, related to age variable) was rejected.

4. CONCLUSION

The results of the study can be summarized as follows:

- The study participants have positive attitudes towards the impacts of satellite channels on human behavior.
- There are significant differences at the level of significant (0.05) between male and female participants in favor of male towards the impacts of the satellite channel on human behavior.
- There are significant differences at the level of significant (0.05) between students' responses on the impact of satellite channels on human behaviour, refer to classroom variable.

- There are significant differences at the level of significant (0.05) between students' responses on the impact of satellite channels on behaviour, refer to age variable.

Recommendations: In light of the study's findings, the researcher recommends the following:

- Programs, series, films and channels offered through satellite channels need more attention especially the Arabic ones.
- Satellite channels are two-edged weapons, so schools must build guidance programs to guide youth to the useful ones.

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