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SYRIAN REFUGEES` ATTITUDES TOWARD THE NGOS` P.R ACTIVITIES DURING THEIR CRISIS SURVEY STUDY ON ZAATARI AND AZRAQ CAMPS

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ABSTRACT

This study aimed to investigate the Syrian Refugees` attitudes towards the P.R activities conducted during their crisis in Jordan, this survey study implemented in Zaatari and Azraq camps, as they are the core of Humanitarian services presented during 2012 -2016 in Jordan, 400 questionnaires were distributed in Zaatari and Azraq camps randomly, 377 have been received back; 237 in Zaatari and 139 in Azraq. Major findings show that attitudes of respondents toward the P.R activities conducted in their crises during the period 2012 to 2016 is positive, 50% agreed that their knowledge has been affected, 47% agreed that their emotional has been affected, and 44.9 agreed that their behavior has been affected. It also found that there is a significant relationship between all cognitive, emotional and behavioral attitudes toward the P.R activities conducted that correlation reached value which is bigger than 0.01 and less than 1.

INTRODUCTION

As Syrian refugees arrived Jordan 7 years ago, and as hundreds of thousand left Syria to Jordan, many of Humanitarian NGOs took a part in managing their crises in partnership with Jordanian Government and UN agencies. During the first five years, kind of competitions have been raised among NGOs in presenting services in many sectors, especially in Zaatari and Azraq camps. After these five years, Syrian refugees` situation in Jordan started to be more stable and NGOs started implementing projects with developmental goals. In another words, the "emergency stage" has been completely managed, and it is the time of "community development" stage. Here comes the importance of evaluating NGOs role during the emergency stage (2012-2016) from refugees' own perspectives; many NGOs had many effective roles during this period of

time, about 671.579 Syrian asylum seekers have been supported in 7 sectors to start their own lives far from their own country. (UNHCR, 2019)

Theoretical Framework

Crises is defined as the sudden or unexpected incident that threats the existence of group of people or Organizations, or it is a dangerous threating Humans`, Organizations`, or believes, thoughts and belongings that make them unable to take decisions or at least restrict this ability. جاد الله، 2008، 9-97).). It is also defined as "inherently abnormal, unstable and complex situation that represents a threat of the strategic objectives, reputation or existence of an organization (British Standards Institution, 2011)

The Gap between the head of a certain country and the people of that country is one of the most effective factors that outputs crisis in that country (JadAllha, 2008, 18). This kind of Crisis which is resulted by this factor, led millions of people all over the world to displace internal or external areas seeking for asylum. In 2015, about 20 million of people registered as refugees, and this number is recorded for the first time since 1992; 2015 witnessed bout 993,600 of requests applied with about 78% increase of asylum seekers registered comparing with 2014 (UNHCR, 2016)

In this study, we mean by *crisis*; the unexpected conflict threated the existence of Syrian people eight years ago, this conflict forced that thousands of Syrians to leave Syria escaping from the bloody situation there seeking asylum in the near countries. Those people who started leaving Syrian in 2012, faced other crises in the countries they moved to; they needed their basic needs, such as shelters, protection, and food security to be covered as they moved to new environment leaving all their belongings. UN agencies represented by UNHCR coordinate with the governments of Lebanon, Jordan and Turkey, in addition to their partnerships with international and local NGOs to manage their crisis.

The Syrian crises began in the first quarter of 2011, when group of children were arrested in Dara`a, the city in the south of Syria, after they protested against regime and called for dropping it. When their parents asked the authorities to let them released, they were threatened and harshly replied. This led the spot of protesters speeded, and Syrian people revolution blew up against the regime and the governmental policies on 15 of March 2011, many ideological groups revolted refusing the governmental policies, and many opposition parties had been created as a response to the Syrian authorities practices against its people. (Omyyah Centre, 2016,112-120)

Syrian government`s failure in improving <u>humanitarian developing sector</u>, made the sectors of health, education, sheltering very poor and unable to cover the basic needs of Syrian people (Syrian Centre for research, 2013 ,7), excluding people from political participation was also a factor that motivated Syrians to protests against the regime. (Omran, 8,2013)

More than 470,000 people were killed and about half of Syrian population were internally and externally displaced as a result of this conflict which transformed

to a civil war in the first quarter of 2012 (pipek and others 2014).about 3.7 million Syrians had fled from their country since the conflict began and moved to the neighboring countries; Turkey, Jordan , Lebanon that hosted the largest number of Syrian refugees with 1,552,839 (UNHCR, 2015) , in addition to Iraq and Egypt where 288.484 and 137.812 refugees were respectively hosted. (Ostrand, 2015)

Another result of the Syrian conflict is that the situation of Syrian people started to be extremely bad, so a large number of them started to seek asylum outside the region. In 2014, about 149.600 Syrians requested *Refugee status* in 44 industrial countries in Europe, North America and Asia pacific region.

Crises Management

Crisis management is defined as "the organized expectation and estimate for the internal and external problems which could negatively affect the organization`s reputation "(AboQahf, 2002, 352). It is also defined, which is relative to the topic of this study, "the ability of overcoming and controlling all problems, its directions and path, and avoid its pros, benefit form cons, in addition to maximizing gains and minimizing losses during short period of time" (AL jaraideh, 2013, 180-157

The crisis needs a lot of efforts to be well managed, crisis management is built based on qualified human efforts and equipment that are able to plan, organize and monitor (Allak, 2009, 83). The type and level of the crisis are the elements that define the tools to be used for well-done management (JadAllah, 2008, 60), for example diplomacy is the most important tool , that is used in the crisis management, that could reveal good level of understanding and collaboration ,but it couldn't be effective unless it is conducted in addition to other activities, for example collecting and analyzing data will provide the organization with clear idea about the problem, peoples` basic needs ,and help in identifying damages. The national Centre for research, 2016, 85), such activity will be highly effective if it is implemented with diplomacy.

Government of Jordan provided and still provides support in 7 main sectors in collaboration with donor community, UN agencies, international and national NGOs. Mainly UNHCR supports Syrian Refugees Affaires Directorate (SRAD), in supervising the implementation of services in Basic needs, Health, Protection, Education, Community empowerment and self-reliance, that mainly adopted in 2017 by UNHCR and ILO (international labor organization) that inaugurated the first employment office for Syrian refugees in Zaatari in August 2017, in addition to access to energy (UNHCR,2019)

Jordan, in the first mid of 2014, had spent about 1.2 billion in direct assistance to about 600,000 registered Syrian refugees in the country (Ostrand, 2015).84% of them lived in rural and urban areas rather than those who live in the official camps. About 38 national and international NGOs are managing the hard circumstances of 78.552 Syrians live in Zaatari camp, while 21 ones are managing 40.615 refugees` who live in Azraq camp. (UNHCR.2019)

In 2013, UNHCR supported more than 125.000 Syrian refugees registered in Zatrai camp, during the first half of 2014, and contributed in establishing new refugee camp in Azraq. Health, Education and shelter are the most services were on focus during 2013, as they are the most essential services needed by refugees. UNHCR`s main role was coordinating with Government of Jordan in addition to over 50 partners including UN agencies, National and international NGOs (UNHCR, 2013)

The effectiveness of crises communication tools is the factor that evaluates how much the P.R activities are qualified to manage a particular crisis or not. The crisis communication tools are distinguished with many factors that classify these tools as the most effective in the crisis's management process (Abdulmajeed, 178, 2008).

P.R departments are working as focal point, not only between different department's staff inside organization, but also between organization as one unit and its customers. The communicative role of P.R departments classifies their work as managerial, and distinguishes them from other managerial activities implemented by the organization. (Gregory،2001،49-50)

P.R activities are highly effective in shaping the public attitudes and create conscious -cooperative generation of people, P.R activities are professional activities that study the peoples` attitudes, analyze them and take them into consideration while implementing the other activities of the organization, so P.R activities are effective in improving the developing countries. (Jradat and Alshami, 2008, 56-57)

Accordingly, PR actioners should have attractive personalities, be transparent, active, interested in solving problems and take the recommendations to their consideration. They should also have high level of communication skills; they should also good listener even to the critical thoughts. All of these characteristics are too important in humanitarian work, as they are affective in managing and improving the environment of crisis (Jeddah, 2009, 155)

METHOD OF THE RESEARCH
As NGOs` response to Syrian refugees` crisis in Jordan was highly noticed during 2012 to 2016, this main aim of this research comes to study the attitudes of Syrian refugees toward the role of NGOs in their crisis's management, and it also aimed to find out:

1-   To what extent were refugees satisfied toward the NGOs` P.R activities that implemented during the period from 2012-2016?
2-   Refugees` attitudes toward the P.R practitioners (NGOs` staff) in Zaatari and Azraq camps during 2012-2016.
3-   NGOs` ability in using effective P.R communication activities during Syrian refugees` crisis in Jordan.

Investigating Syrian refugees` attitudes toward the NGOs P.R activities implemented for their crisis management will:

1-   Provide P.R students and educators with detailed information regarding to the P.R activities implemented by humanitarian sector during Syrian refugees` crisis in Jordan.

2-   Provide NGOs contributing to humanitarian work in Jordan and Middle East, with detailed information regarding to activities implemented during Syrian refugees` crisis.

3-   Highlight the role of NGOs in the crisis management of Syrian refugees in Zaatari and Azraq camps.

4-   Attract the interests of UN staff as well as NGOs` to implement more relative studies, which will enrich the field of P.R with more specialized studies.

5-   Help the UN agencies, as donors, to evaluate the role of NGOs in crisis management of Syrian refugees in Jordan, for further support.

Questions And Hypothesis

Study aimed to answer 4 sub-questions and 3 Hypotheses under 2 main parts:

First: P.R Activities Conducted in Zaatari and Azraq Camps During 2012-2016.

1.   To what extent did NGOs succeed in implementing effective P.R activities that met the refugees` life conditions in Zaatari and Azraq Camps?

Second: Refugees` Attitudes Toward the P.R Practitioners` Characteristics And P.R Activities Conducted During 2012-2016

2.   To what extent did NGOs` P.R activities implemented in Zaatari and Azraq meet the expectations of beneficiaries?

3.   What are refugees` attitudes toward the P.R practitioners they met in Zaatari and Azraq camps during their crisis?

4.   What are the refugees` cognitive, emotional and behavioral attitudes resulted by NGO`s P.R activities implemented during their crisis?

Hypotheses

1.   Beneficiaries` cognitive, emotional and behavior attitudes toward the P.R activities show Significant relationship related to demographic factors.

2.   Refugees` satisfaction toward the P.R practioners they met in both camps show significant relationship related to demographic factors.

3.   There is Significant relationship among Beneficiaries` cognitive, emotional and behavioral attitudes

Population And Sampling

This study targeted about 119,167 Syrian refugees live in Zaatari and Azraq camps as the population to be surveyed. This number represents about (18%) of the total 671.579 Syrian refugees live in Jordan as it was reported by (UNHCR.2019). The study was implemented on sample consisted of 400 individuals live in both camps, they are selected using convenient sampling; (n=264, 66%) selected from Zaatari camp and (n=136, %34%) ones from Azraq.

This percentage are justified that 78.552(66%) and 40.615 (34%) of the total 119.167 live in Zaatari and Azraq respectively.

LITERATURE REVIEW

Ahmad, 2018, The Image of The International Relief Organization According to The Syrian Refugees in Jordan, A Study in Zaatari Camp

This study aimed to identify the image of international relief organizations as they were formed during Syrian refugees' crises in Zaatari Camp, it also attempted to investigate Refugee's satisfaction toward the NGs roles and the communication tools used by them to improve the level of their image. This study targeted 500 Syrian refuges live in Zaatari camp who were randomly selected through using "available Sample". The results indicated that image of Relief organizations was very positive with the highest average.74.5% of the responded reported that *Friends and Relatives* were the main resource of their knowledge about the NGOs and what they rely on to build their own Image.it also showed that Education and Heath sectors services were the most important services presented during 2018 by (77.1%) and (71.5%) of the total respondents respectively

Refai And Other 2018, Contextualizing Entrepreneurial Identity Among Syrian Refugees in Jordan: The Emergence of Destabilized Habitus

This research aimed to contextualized the EL Syrian refugees living outside refugee Camps in Jordan, EL is defined here as the source of meaning, decision making, inspiration, behavior, commitment, devotion, stability and also the ability to change. it was conducted in Jordan during 2016 and collecting data through face-to-face interviews with aid agency workers from 7 agencies, 2 FGDs conducted with 20 refugees (11 males and 9 females), they live outside the camp, but the majority have experience of living inside the camps. The findings came in three main categories, Legal, financial and social, Syrian refugees in Jordan still have challenge with the work permits, they find a lot of restriction and regulation in getting permits to work. Financially, not all Syrian refugees benefiting from UNHCR, 90% of them are not receiving aides and the many of those who receive aids, does not have their needs totally covered. Socially, they are perceived as competitors to citizen as they have high-level skill in many areas which enable their products to be much better in quality form those of Jordanians`, in addition that they accept less pay compared to the local population.

Fabbe And Others (2018), Persuasive Peace: Syrian Refugees` Attitudes Toward Compromise and Civil War Termination

This Research aimed to investigate Syrian refugees` attitudes toward Civil war in Syria, it supposed that Syrian, can either back peaceful settlement or support warring groups and continue fighting. A survey of 1,120 Syrian refuges in Turkey conducted, it used an experiment to examine attitudes toward tow critical phases of conflict termination; ceasefire and peace agreement, the results revealed the Syrian refugees are likely far to agree to a ceasefire proposed by

civilians or by armed factors from either the Syrian government or the opposition. The results also indicate that refugee's community`s wartime experience is described as a suffering rather that sacrifice, the second results is showing the refugees situation in the host country (Turkey) is badly described.

Al-Qudah, T, LA Croix, M (2017) Syrian Refugees in Jordan: Social Worker Use a Participatory Rapid Appraisal (PRA) Methodology for Needs Assessment, Human Rights and Community Development.

This research applied Participatory Rapid Appraisal (PRA) in investigating Syrian refugees` needs directly after they left Syria to Jordan. The study was implemented through three steps before revealing the results, social workers and community leader firstly read more articles to understand the situation in Jordan. After that, they convened meetings and FGDs to discuss violence, needs in Jordan, challenges that face refugees in the host communities, in addition to the importance of Education for their children. Meetings were held in two stages, the first one was among the leaders and social workers themselves, they met in 5 groups, each one has 6-10 people sat facing each other. This meeting followed by another one that held between the community and group of Syrian refugees in order to address issues facing them, to serve for further discussion and help to define the needs of the community.

The PRA training was the third step that was implemented in this research, it aimed to gain better understanding the needs of the local community, 25 participants; key leaders, social workers and community leaders attending this training, and the focus centered on the needs, interests and well-being of refugees.

The 2nd stage of meetings were Interviews and field visits that started in a series to get more clear understandings of the community needs, what the circumstance are and what kinds of programs are needed. Open ended questions were adopted by using repeatedly "Why"" How", "what", "when" and "who". One of the most important findings was Syrian women and children who live in eastern Amman suffer from psychological traumas that are a result of the war, women refugees suffer from various forms of gender base violence, with 10% of them at least suffer from physical violence. The study also revealed that Syria refugees in East Amman have no easy access to most of organizations providing mental health and psychological support services (MHPSS) and legal services because few are located near the community

Lujain 2016, The Role of Ingos' Public Relations in Crisis Management of Syrian Refugees in Jordan: A Field Study

This study attempted to examine the role of international NGOs in the crisis's management of Syrian refugees in Jordan through interviewing 120 Syrian refugees live in the governorate of Irbid and Zaatari Camp, in addition to 50 P.R practitioners (NGOs` staff). The results indicated that (38.2%) of the Refugees responded were not satisfied toward the services presented. And their satisfaction was mainly toward the quality of the services as 60.1% of them reported. The study also showed that (72%) of the practitioners use Internet their

main resource of their knowledge, and (98%) of them use the interpersonal communication to achieve their goals.

Mcdougal And Lam, 2013, Individual and Community Level Determinants of Public Attitudes Toward Nonprofit Organization

The purpose of this study was to explore how the makeup of a community`s nonprofit sectors affect the views of those who potentially depend on profit services. The data of this study came from several sources, survey data to obtain individual level information on public attitudes toward nonprofit organization, data from ZIP code level to obtain information on nonprofit locations in addition to community characteristics. The survey data came from sample of 1002 telephone interviews randomly selected from Sn Diego Country residents. The main findings indicated that differences in the destiny of nonprofit organization is strongly related to the level of awareness that individuals have of the local nonprofit sector, and this wariness is strongly related to the level of confidence that individual place in the performance of nonprofits in their community

Vazquez, Jose Juan, 2011, Attitudes Toward Nongovernmental Organizations in Central America,

This study aims to address the attitudes of university students toward NGOs by evaluating the importance they attach to the donation made to these organization. Sample of 860 students were interviewed in four universities in Central America. Self -compiled questionnaire was applied collectively in the lecture halls. Results indicate students` fairly favorable attitudes toward donating to NGOs, so they could develop programs that aid development in the "third world" countries. The students agreed on two positive descriptions for the NGOs that" the work they do is important" and" NGO are worthy of trust". On the other hand, the participants highlighted three negative statements describing NGOs, that "they are unsustainable and of little benefits to people they are meant to help "and "NGOs personnel misappropriate a large part of the money and material allocated to the projects, in addition to their moderate agreement with the fact that Projects have a little effect on people and places they are meant to help,

Azoubi, Fatim, Al Smadi Ahmad, Gougazeh, Yazeed, 2019, Coping Strategies Used by Syrian Refugees in Jordan

This study examined the coping strategies used by Syrian refugees in Jordan in relation to their demographics, data was collected from Syrian refugees approached in houses, health institutions, worksites and public spaces in the northern cities in Jordan. The Syrian refuges responded obtained a consent form, then they filled out self-administrated questionnaires. The results indicated that Problem solving that showed by 60.5% of participants seeking social support showed by 88% of them, and avoidance by 63.1% of the respondent were the strategies addressed by this study with average (M=0.5), (M=26.46), (M= 18.45) respectively, Male, single and younger participants with higher education were satisfied with their, they were employed and free of chronic illness and had higher scores of problem-solving. Female, older, being widowed

and have lower education and lower income scores higher social supporter seeking, those who dissatisfied with their income, being unemployed and have chronic illness.

Findings

Finding Of Respondents

Personal variables				
Gender		Frequency	Percent	Valid Percent
	male	174	46.2	46.3
	female	202	53.6	53.7
	Total	376	99.7	100.0
Age	20 and less	60	15.9	16.0
	20-30 years	273	69.0	69.1
	31-40	13	3.4	3.5
	40 AND MORE	41	10.9	10.9
	Total	374	99.2	100.0
Date of arrival	2012	172	45.6	45.7
	2013	48	12.7	12.8
	2014	65	17.2	17.3
	2015	20	5.3	5.3
	2016	71	18.8	18.9
	Total	376	99.7	100.0
Qualification	primary	69	18.3	18.4
	secondary	134	35.5	35.6
	graduated	158	41.9	42.0
	post graduated	14	3.7	3.7
	Total	375	99.4	100.0
Camp	Zaatari	237	62.9	63.0
	Azraq	139	36.9	37.0
	Total	376	99.7	100.0

Table 1: Personal info

● The study reached in total 376 refugees (46.3%vand 53.7%) males and females respectively. The majority reached were in Zaatari (n=237, %=63), while (n=139, %=37) of the respondents reached live in Azraq
● Refugees from 20 to 30 years were the mostly reached (n= 273, %= 69.1), followed by 20 years and less (n=60, %=16), then comes 40 and more (n=41, %=10.9), finally comes the category from 31 to 40 (n= 13, %=3.5)
● Related to the date of arrival, it is found that most of the respondents reached arrived Jordan in 2012 (n=172, %=45.7), followed by those who arrived in 2016 (n=71, %=18.9), then come those arrived in 2014 (n=65, %=17.3). respondents who arrive in 2013 come fourthly with (n=48, %= 12.8), finally come who arrived in 2015 with (n=20, %=18.9)

● Related to Qualifications, the results show that" graduated" respondents were the majority of those reached (n= 158, %= 41.9). Followed by those ones who have secondary qualification (n=134, %=35.6), then comes those with primary (n= 69, %=18.4). the respondents with high and post graduated qualification were the lowest with (n=14, %=3.7)

What Are Refugees` Attitudes Toward the P.R Practitioners They Met in Zaatari and Azraq Camps During Their Crisis?

This question requested to classify their level of satisfaction toward the P.R practitioners (NGOs staff) they met in the camps during the period of their crisis

	Attitudes toward PR actioners	strongly agree		agree		no aware		disagree		strongly disagree		Total		MEAN
		N	%	N	%	N	%	N	%	N	%	N	%	
1	ability to listen	36	9.5	189	50.1	90	23.9	50	13.3	12	3.2	377	100.0	2.50
2	good feeling with beneficiaries	41	10.9	186	49.3	79	21.0	58	15.4	13	3.4	377	100.0	2.51
3	ability to response to criticism	33	8.8	162	43.0	90	23.9	68	18.0	24	6.4	377	100.0	2.70
4	ability to understand different points of View	35	9.3	137	36.3	106	28.1	71	18.8	27	7.2	376	99.7	2.78
5	intense interest in presenting the	59	15.6	197	52.3	72	19.1	41	10.9	8	2.1	377	100.0	2.31

	Organizations` visions												
6	ability to show clear idea about organizations` missions and goals	61	16.2	189	50.1	80	21.2	40	10.6	7	1.9	377	100.0	2.31
7	ability to show well organized ideas and suggestions	49	13.0	192	50.9	84	22.3	44	11.7	8	2.1	377	100.0	2.38
8	ability to manage their tasks and their time	45	11.9	155	41.1	96	25.5	67	17.8	14	3.7	377	100.0	2.60
9	They have good knowledge in the effects of Syrian crises, the number of asylum seekers	57	15.1	146	38.7	84	22.3	64	17	26	6.9	377	100	2.61
	Total	**44.8**	**11.8%**	**175.8**	**46.6%**	**87.1**	**23.15%**	**54.8**	**14.5%**	**14.1**	**3.7%**	**376.8**	**99.9%**	

Table 2. Refuges` Attitudes Toward the P.R Practitioners

Looking to the highest rate in general attitudes, "*intense interest in presenting Organization`s visions*" was the first category agreed by (n=197, %=5.3), followed by "*staff showed well organized suggestions and ideas*" mentioned by (n=192, % 50.9), then come "*staff had the ability in listen carefully to them*" and "*showing clear ideas about their work and mission*" by (n=189, %=50.1) of the total respondents. (n=186, %= 49.3) believe that NGO staff members "*showed good feelings toward them during the crisis*",

followed by "*ability to response to criticism* "reported by (n=162, %=43) of the total respondents. Finally came "*the ability to manage tasks and time*" mentioned by (n= 155, %=41.1)

In brief, it is clear that paragraph #4," *the ability to understand different point of view*" is the highest with mean reached (2.78), followed by paragraph # 3," *ability to response to criticism*" with mean reached (2.70). third and fourth came paragraphs # 9 and 8, respectively that have (2.61) and (2.60), then came # 2 and #1 with mean reached (2.51), (2.50) respectively, followed by paragraph # 7 with (2.38). Finally came paragraphs # 5 and 6 with (2.31) for each one of them

What are the P.R Activities Conducted During 2012 To 2016, And to What Extent Were Refugees Satisfied to Ward These Activities?

#	Attitudes toward effective P.R activities	strongly agree		agree		no aware		disagree		strongly disagree		Total		MEAN
		N	%	N	%	N	%	N	%	N	%	N	%	
1	NGOs were able to use effective communications channels that are familiar with the conditions in Camp	58	15.4	194	51.5	73	19.4	41	10.9	9	2.4	375	99.5	2.33
2	NGO were able to positively affect beneficiaries through the communicational channels	38	10.1	193	51.2	94	24.9	42	11.1	8	2.1	375	99.5	2.43
3	NGOs succeeded in creating positive	37	9.8	200	53.1	92	24.4	39	10.3	7	1.9	375	99.5	2.41

	image about their work inside camps												
4	the NGOs communicational practices inside camps during 2012-2016 were positive in general	48	12.7	176	46.7	107	28.4	36	9.5	8	2.1	375	99.5	2.41
5	the NGOs` response were quick through using effective communicational channels	40	10.6	149	39.5	95	25.2	73	19.4	18	4.8	375	99.5	2.68
6	were able include beneficiaries in decision making process	42	11.1	120	31.8	107	28.4	69	18.3	37	9.8	375	99.5	2.83
7	decrease fear of Beneficiaries	55	14.6	165	43.8	84	22.3	56	14.9	15	4.0	375	99.5	2.49
8	educate beneficiaries	65	17.2	155	41.1	83	22.0	56	14.9	16	4.2	377	100.0	2.47
9	continue following up with beneficiaries` needs to get them covered	53	14.1	146	38.7	92	24.4	64	17.0	19	5.0	374	99.2	2.59
	Total	**48.4**	**12.7%**	**163**	**43.2%**	**91.8**	**24.4%**	**48.8**	**12.9%**	**15.2**	**3.9%**	**375**	**99.4%**	

Table 3: Refugees` Attitudes Toward P.R Activities

In details, the question has 9 sections that describe purposes behind using the P.R activities. Respondents show their *strong agreement* toward NGOs role in educating them, (n= 65, %= 17.2) of the total respondents think that NGOs strongly succeeded in using effective activities to educate them. Respondent mostly *agree* with section # 3; (n=200, % =53.1) agree that NGOs succeeded in creating positive image about their work inside camps.

They *were mostly not aware* about section # 4 and section # 6, that (n=107, %-= 28.4) have no ware if NGOs communication activities were positive, in addition their unconsciousness whether beneficiaries were included in decision making or not. They disagree in section # 5 the most, as (n=73, %= 19.4) see that NGOs communication channels were not effective and this was reflected on their response to their basic needs. Strong disagreement was mostly with point # 6, as (n=37, %= 9.8) see the NGOs did not include them in decision making anymore.

In total, the refugees were mostly satisfied toward paragraph # 6, including *beneficiaries in decision making process*, with mean reached (2.83), followed by paragraph # 5, *the effectiveness of communicational channels used by NGOs* with mean (2.68). Paragraph # 9 comes the third with mean reached (2.59), then paragraph # 7, *decrease beneficiaries` fear*, with mean (2.47). *Educating beneficiaries" comes* in 5th order by (2.47). Paragraph # 2 comes in the 6th rank with mean reached (2.43), followed by # 3 and 4 with (2.41) for each, and finally came paragraph # 1, *effective communication tools that are familiar with camps conditions,* with (2.33).

Related to the respondents total cognitive attitudes toward NGOs` P.R activities, the results show that (n=190.2, %=50.7) of them *got knowledge form NGOs partitions* in camps, followed by (n= 73.4, %=19.5) *were no aware if they got knowledge*, (n=70.8, %=18.8) reported that they *intensively got knowledge* about the missions and practices of NGOs. (n=36.8, %=9.8) and (n=4.5, %=1.2) disagreed and strongly disagree with the NGOs` effects on their knowledge. (N=177, %=47.2) of the total respondents agree that NGOs has effects on tier emotional attitudes, then come (n= 83, %=22) were not aware if the NGOs affected them or not, (n=53, %=14) are strongly affected with NGOs practicing, (n=45, %=12) and (n=15, %=4) disagree and strongly disagree that they are affected by the NGOs practitioners respectively

What Are the Refugees` Cognitive, Emotional and Behavioral Resulted by NGO`S P.R Activities Implemented During Their Crisis?

		strongly agree		Agree		no aware		Disagree		strongly disagree		Total		MEAN
		N	%	N	%	N	%	N	%	N	%	N	%	
								Cognitive						
1	I learnt the principals of humanitarian work	74	19.6	220	58.4	52	13.8	29	7.7	1	.3	376	99.7	2.10
2	I learnt the goals and mission of Org	78	20.7	212	56.2	52	13.8	31	8.2	3	.8	376	99.7	2.11
3	I got knowledge about crisis and challenges faced by Beneficiaries	71	18.8	164	43.5	100	26.5	38	10.1	3	.8	376	99.7	2.30
4	I got knowledge about the role of Org in Managing crisis	60	15.9	184	48.8	82	21.8	46	12.2	4	1.1	376	99.7	2.33
5	I got more information to about how to adopt in new environment	71	18.8	171	45.4	81	21.5	40	10.6	12	3.2	375	99.5	2.33
	Total cognitive	70.8	18.8%	190.2	50.7%	73.4	19.5%	36.8	9.8%	4.5	1.2%4	375.2	99.5	2.23
								Effects						
6	I have my fears reduced	72	19.1	156	41.4	85	22.5	49	13.0	14	3.7	376	99.7	2.40

7	NGOs supported me in adopting	61	16.2	183	48.5	72	19.1	48	12.7	12	3.2	376	99.7	2.38
8	Organization could build positive attitudes through their staff	41	10.9	181	48.0	96	25.5	40	10.6	18	4.8	376	99.7	2.50
9	**Organization managed the crisis apart from political and religious orientations**	101	26.8	167	44.3	63	16.7	36	9.5	9	2.4	376	99.7	2.16
10	build harmony among staff and beneficiaries	44	11.7	205	54.4	83	22.0	33	8.8	11	2.9	376	99.7	2.36
11	build harmony among staff that reflected on the work	46	12.2	187	49.6	68	18.0	52	13.8	16	4.2	369	97.9	2.47
12	the Trust has been built between staff and beneficiaries	54	14.3	150	39.8	95	25.2	53	14.1	22	5.8	374	99.2	2.59
	Total effects	53	14.1%	177	47.2%	83.1	22.1%	45.8%	12.2%	15.5	4.1%	374.5	99.3%	2.40
	Behavior													
13	stimulate me to discuss services presented from my point of view	70	18.6	198	52.5	50	12.293.3	43	11.4	15	4.0	376	99.7	2.29
14	stimulate me to work with Org	72	19.1	191	50.7	71	18.8	30	8.0	12	3.2	376	99.7	2.25

15	stimulate me to work participate with activities and meetings conducted by Org	56	14.9	176	46.7	85	22.5	46	12.2	12	3.2	375	99.5	2.41
16	make more interested in Org activities and all new updates	44	11.7	168	44.6	93	24.7	60	15.9	11	2.9	376	99.7	2.53
17	stimulate me to accept and understand all shorting's	45	11.9	144	38.2	92	24.4	76	20.2	19	5.0	376	99.7	2.68
18	encourages me to support Org with suggestion for Developmental purposes	61	16.2	166	44.0	76	20.2	57	15.1	16	4.2	376	99.7	2.47
19	encourages me to complain against the Org policies	46	12.2	139	36.9	97	25.7	64	17.0	30	8.0	376	99.7	2.71
	Total Behavior	56.2	14.9%	168.8	44.9%	80.5	21.4%	53.7	14.3%	16.4	4.3%	375.4	99.5%	2.48

Table 4. Cognitive, Emotional and Behavior Attitudes

Related to general behavior effected by the NGOs, (n=, 168%=44.9) agree that their behaviors effected by NGOs during this period of time, followed by (n=80, %=21) who are not aware if their behavior effected or not, then come (n=65, %=14.9) who strongly agree followed by (n=53, %=14) and (n=16, %=4) who disagreed and strongly disagree respectively that their behaviors have been affected. In details, "*getting info about who to adopt in new environment*" and:" *getting knowledge about the role of NGOs*" came in the first with mean reached (2.33), followed by "*knowledge got about the challenges could be faced by beneficiaries*" with mean (2.30), then came "*learning goals about the NGOs*" and "*learning principles of humanitarian work*" with (2.11) and (2.10) respectively.

Related to effects, "*trust between beneficiaries and staff* "came first with mean reached (2.59), followed by "*positive attitude built by NGOs*" with (2.50). paragraph # 9 "managing *crisis a part form political and religious orientation"* was the lowest with mean reached (2.16). According the behavior attitude, refugees' best attitude was in "*the complains they could apply against org polic*ies" with mean reached (2.71), followed by "*accepting any shorting's found the services presented*" with mean reached (2.68), the lowest attitude related to behavior was "*stimulating refugees to work with NGOs*" with mean reached (2.25)

Was About the Tasks of Ngos During 2012 To 2016, And to What Extend Refugees Were Satisfied

Refugees' attitudes toward NGOs Tasks	strongly agree		agree		no aware		Disagree		strongly disagree		Total		MEAN
	N	%	N	%	N	%	N	%	N	%	N	%	
Organizations` activities were to support Refugees and assist them	71	18.8	217	57.6	57	15.1	25	6.6	7	1.9	377	100.0	2.15
Org show their interest in Refugees through the P.R activities	51	13.5	204	54.1	77	20.4	38	10.1	7	1.9	377	100.0	2.32
recruited qualified staff who are able to deal with crisis	42	11.1	153	40.6	97	25.7	62	16.4	23	6.1	377	100.0	2.65
the Org were clear in presenting their missions, tasks and goals	56	14.9	204	54.1	75	19.9	36	9.5	6	1.6	377	100.0	2.28
Org were interested in Beneficiaries points of view and involve then in decision making	48	12.7	143	37.9	91	24.1	75	19.9	20	5.3	377	100.0	2.67
activities were implemented through clear plans	49	13.0	182	48.3	86	22.8	52	13.8	8	2.1	377	100.0	2.43

the P.R activities implemented were suitable for Camp conditions	67	17.8	198	52.5	66	17.5	36	9.5	10	2.7	377	100.0	2.26
Beneficiaries cultural, religious and political belongings were highly respected	94	24.9	181	48.0	64	17.0	29	7.7	9	2.4	377	100.0	2.14
effective communication build between Org, staff and beneficiaries	54	14.3	184	48.8	79	21.0	41	10.9	18	4.8	376	99.7	2.42
Org succeeded in reaching beneficiaries` trust	57	15.1	160	42.4	92	24.4	55	14.6	13	3.4	377	100.0	2.48
identifying beneficiaries needs well	52	13.8	150	39.8	88	23.3	74	19.6	13	3.4	377	100.0	2.59
high level of response	44	11.7	142	37.7	81	21.5	75	19.9	75	19.9	376	99.7	2.76
Total	48.7	12.9%	162.9	43.2%	73.3	19.3%	46	12.2%	16	4.2%	376.8	99.9%	2.43

Table 5: Refugees` Attitudes Toward the Ngos Missions

Respondents were mostly satisfied toward "*the high level of response*" with mean reached (2.76) , followed by "*importance of beneficiaries points of view*" and "*making them involved in the decision making*" with mean (2.67), then came "*qualified staff recruited*" with mean (2.65), followed by "*identifying the beneficiaries needs accurately somehow*" with (2.59)."*Org success in reaching beneficiaries trust* "came fifth with (2.48), then "*activities that implemented via clear plan*" and "*effective communication*" with (2.43), (2.42) respectively. Followed by "*P.R activities show how much the NGOs were interested in refugees* "with mean reached (2.32)." *clearness in presenting NGO`s missions and tasks* "and "*P.R activities adopted were suitable to the conditions in the camp*" with (2.28) and (2.26) for each respectively.

Respondents were not satisfied toward "*Organizations` activities were to support Refugees and assist them*" and "*Beneficiaries cultural, religious and political belongings were highly respected*" that have their mean reached (2.15) and (2.14) for each respectively.

Findings of Hypotheses

Beneficiaries` cognitive, attitude and behavior attitudes toward the P.R activities show Significant relationship related to demographic factors. T-Test to Find the Relations Between Attitudes and Gender

	Gender	N	Mean	Std. Deviation	T	F	Sig.
Cognitive	male	173	2.2376	.80365	-.027		
	female	202	2.2396	.67656	-.026	5.195	.023
Effects	male	173	2.5475	.85591	3.456		
	female	202	2.2836	.61732	3.373	20.350	.000
behaviour	male	173	2.5896	.86755	2.448		
	female	202	2.3918	.69626	2.407	10.332	.001

Table 4. T-Test, Relationship Between Attitudes and Gender

Demographic	Effects	Sum of Squares	df	Mean Square	F	Sig.
Age	Cognitive	1.677	4	.419	.770	.545
	effects	2.336	4	.584	1.045	.384
	behavior	2.455	4	.614	.996	.410
Qualification	Cognitive	6.628	4	1.657	3.121	.015
	effects	2.343	4	.586	1.048	.382
	behavior	.752	4	.188	.303	.876
Date of arrival	Cognitive	2.536	4	.634	1.169	.324
	effects	2.590	4	.647	1.160	.328
	behavior	1.935	4	.484	.783	.537
Camp	Cognitive	.171	1	.171	.315	.575
	effects	.001	1	.001	.001	.975
	behavior	.063	1	.063	.102	.750

Table 5. Relationship Between Attitudes and Demographic Factors

T-test and Tow way Anova is used to find the relationship between refugees` attitudes based on their demographic factors. The tables show that there is meaningful difference in Beneficiaries` attitudes related to demographic factors because all sig mentioned above are bigger than 0.05. On another hand, significant relationship is found between Refugees` satisfactions toward the PR actioners they met in both camps related to demographic factors.

	GENDER	N	Mean	Std. Deviation	t	F	Sig.
refugees` satisfaction toward practitioners	Male	174	2.6296	.79760	2.463		
	female	202	2.4411	.68645	2.436	5.077	.025

Table 6. T-Test, Relationship Between Refugee's Satisfaction Toward P.R Practitioners and Gender

Demographic	Sum of Squares	Df	Mean Square	F	Sig.
Age	5.083	4	1.271	1.480	.207
Qualification	2.678	4	.670	.774	.543
Date of arrival	2.455	4	.614	.709	.586
Camp	.001	1	.001	.002	.969

Table 7 Anova, Relationship Between Satisfaction and The Demographic Factors

T- test and One-way Anova are used to find the relationship between refugee`s attitudes toward P.R practitioners (NGOs` staff) based on the demographic factors, it is found that there is no meaningful difference between the refugees` attitudes toward P.R practitioners based on gender, Age, Qualification, Date of arrival and place, because all Sig are bigger than (0.05)

Correlations		Cognitive	effects	behavior
Cognitive	Pearson Correlation	1	.545**	.523**
	Sig. (2-tailed)		.000	.000
	N	376	376	376
effects	Pearson Correlation	.545**	1	.679**
	Sig. (2-tailed)	.000		.000
	N	376	376	376
behaviour	Pearson Correlation	.523**	.679**	1
	Sig. (2-tailed)	.000	.000	
	N	376	376	376

**. Correlation is significant at the 0.01 level (2-tailed).

To find the relationship among refugee`s cognitive, emotional and behavior attitudes, Person correlation tests is used to find the relationship, it is found that there is meaningful relationship as all of them are smaller than 1, the following points show the details:

1. There is a positive significant relationship between cognitive and emotional with (p=0.545), cognitive and behaviors with (p=0.523)
2. There is a positive significant relationship between emotional and cognitive with (p=0.545), effects and behavioral with (p=0.679)
3. There is significant relationship between behavioral and cognitive with (p=0.523), and behavior and emotional with(p=679)

CONCLUSION AND DISCUSSION
1-   In general, it is clear that respondents are satisfied toward NGO staff they met during their crisis, that (n=175.8, %= 46.6) of the total respondents had positive attitude toward the staff abilities in managing their crisis, (n=87.1, =%23.1) of them were not aware about their attitudes toward practitioners,

followed by (n=54.8, %=14.5) who showed their disagreement that staff were able to manage crisis. Lowes rates were by (n=44.8, %=11.8) of the total respondents who strongly agreed that staff members were able, finally come (n=14.1, %=3.7) were strongly disagree that staff members they met were able to manage their crisis during 2012 to 2016.

2-   Total of (n=375, %= 99.4) of the total respondents have answered this question. The majority of the respondents (n= 163, %=43%) agree that NGO succeeded in implementing effective activities that could meet their basic needs, followed by (n= 91.8, %=24.4) who are no aware about the effectiveness of the tools used during their crisis. Then come the ones who *disagree* with (n=48.8, %= 12.9); that they see NGOs did not succeed in reaching refugees needs by effective communication tools. Followed by the ones who strongly agree with the idea of NGOs` success with (n= 48.8, %= 12.7), finally comes the one who strongly disagree NGOs success during their crises in both camps (n=15.2, %= 3.9%)

3-   Related to the refugees attitudes that have been affected but the NGOs` P.R activities conducted in both camps during 2012 to 2o16, it is found that their behaviors were effected the most by these activities , as they got the courage to complain against the NGOs` policies, accept shorting's and participate in the activities conducted, with mean reached (2.48), followed by the emotional effects with mean reached (2,40).finally comes refugee`s knowledge with total mean (2.23), as it is the lowest effected by the NGOs` activities

4-   Related to respondents` satisfaction toward NGOs role in managing their crisis, the total answers showed their satisfaction toward NGOs` performance during 2012 to 2016; that majority of answers were classified under "agree "with (n= 162.9, %=43.2) of the total answers, followed by "no ware" with (n=73.3%=19.3) , then came "strongly agree" ;(n=48.7,%=12.9) , and "disagree" with(n=46,%=12.2). Finally came "strongly disagree" with (n=16, %=4.2)

5-   There is a significant relationship between beneficiaries' emotional effects related to gender (F= 11.947, Sig=0.001)

6-   There is a significant relationship between refugees cognitive, emotional and behavior toward the P.R activities conducted by NGOs during the period from 2012 to 2016.

DISCUSSIONS

The results highly match with Ahmad`s study that reflected the positive image of international NGOs, respondents also reported that Education sectors is the most important one during the year of 2018. Positive attitude toward the NGOs during 2012 to 2016 is the factor built the positive image toward the international NGOs in 2018, the education sector that was the mostly covered by 26% of the NGos worked in both camps is the main reason that made (77.1%) of the total 500 respondent though about Education sector important. Vazques` study also matches in some results with this study; that respondents' attitudes toward the NGOs were positive in the points of the important of NGOs work and the worthiness they have, in addition to respondents trust in NGOs goals and missions

On the other hands, the results are not matching with Lujain`s and Refae`s studies, that both of these researches showed negative attitudes of respondents

toward services presented by NGOs, Lujain`s study showed that 38.2% of the total 120 refugees met in Zaatari camps are not satisfied with the service presented, while Refae`s show that 90 of the refugees who live in host communities are not having their all needs totally covered. Fabb`s research indicated the bad situation of Syrian refugees in Turkey, these bad situations reflected on their image toward their crisis; Syrian refugees in Turkey described their crises in Syria as suffer more than sacrifice. The same with al-Quds's that found the Syrian refugees live in western Amman have their needs of health are not covered, most of women who were met during the research period reported that they and their children still suffer from trauma and they have no access to the NGOs that present the services of mental health.

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