

A Comparative Study on the Ardabil People's Use of Different Types of Media in Receiving News

Taher Baratchian^a, Shahnaz Hashemi^b, Ali Jafari^c and Mohammad Soltanifar^d

^a Department of Communication Sciences, Ardabil Branch, Islamic Azad University, Ardabil, Iran. (ORCID: [0000-0000-8254-6351](https://orcid.org/0000-0000-8254-6351))

^b Department of Communications and Communications, Educational Research and Planning Organization, Ministry of Education, Tehran, Iran. (ORCID: [0000-0002-9142-8912](https://orcid.org/0000-0002-9142-8912))

^c Department of Communication Sciences, Ardabil Branch, Islamic Azad University, Ardabil, Iran. (ORCID: [0000-0001-9204-8105](https://orcid.org/0000-0001-9204-8105))

^d Department of Communication Sciences, Science and Research Branch, Islamic Azad University, Tehran, Iran. (ORCID: [0000-0002-7530-2711](https://orcid.org/0000-0002-7530-2711))

Article History: Received: 11 January 2021; Revised: 12 February 2021; Accepted: 27 March 2021; Published online: 10 May 2021

Abstract: The present comparative study was conducted to investigate the Ardabil people's use of different types of media (national media, social networks, and satellite channels) to receive news. The present study was conducted using a survey method. It used a researcher-made questionnaire to collect data. The statistical population of the present study included Ardabil's people, aged over 18 years who used national media, social networks, and satellite channels. The sample size of the study was calculated to be 400 people based on Cochran's formula. According to the statistical results of the study, most respondents in Ardabil tended to obtain news from social networks, followed by national media, and satellite channels, respectively. The respondents' level of satisfaction with the content attractiveness of social networks in the indicators of accuracy and transparency, speed of broadcasting the news, neutrality or impartiality of news, using the latest video reports, visual-audio attractiveness, and paying attention to the quality of programs had the highest priority. The majority of the respondents did not have high trust in the news of national media of Iran and believed that the news of national media was less accurate and transparent and the rate of censorship in the news of national media was higher than that in social networks and satellite channels. Respondents believed that national media used fewer new video reports compared to social networks and satellite channels. Content attractiveness, including paying attention to the quality of programs in the news of national media, was at a lower level than that in social networks and satellite channels reading habit. In addition, it is thought that it would be beneficial to provide teachers with in-service training for the exam.

Keywords: National media, Social networks, Satellite channels, News

1. Introduction

Great developments and transformations in communication technologies and the emergence of new conditions, known as the information revolution, and the relations of nations and governments have made media to be the most important sources for exchanging news, thoughts, and political, social, and cultural ideas and most powerful tools in international relations (Motamednejad, 2011: 5). One of the key points in communication and media technologies is to pay attention and to emphasize the effect of the sender's message on the audience. Influencing the audience is one of the most important goals of communication. Thus, the sender of a message is intentionally seeking to influence the audience. Its aim is not only to expand communication and understanding (often in interpersonal relationships) mainly at the international level but also to control the audience of messages as much as possible (mainly third world countries as societies without media technology tools are targeted by developed western countries). These messages can have undeniable effects on their audiences in various economic, political, social, and cultural areas (Media Thinking and Literacy, 2016: 20).

Under such situations, where different media compete to attract more audiences, it is important to know the characteristics of the audience and their needs. It is not an easy task to define these audiences due to the complexities of communication and the introduction of new media, concepts, and new technologies. Dennis McQuail (2009) argues that the audience are now a key element for understanding the ways of working with mass media and to discover the secret of the persistence of "social communication" (McQuail, 2009: 9). TV is the most popular media in the world, especially in Iran. The diversity and multiplicity of audiences in TV is due to the simultaneous existence of sound and image. TV has a special attractiveness since it can use the image in all areas. Islamic Republic of Iran Broadcasting (national media) is a media organization that is the only legal custodian of the broadcasting of radio and television programs in the Islamic Republic of Iran (Free Encyclopedia Wikipedia, 2020). With about 40000 employees, it is one of the largest media organizations and producers of audio and video programs in the world. Currently, it has 22 national TV channels, 8 international TV channels, 33 TV provincial and urban channels, and 16 national radio channels, and 40 provincial and urban radio channels (Roshandel et al., 2014: 65). This organization is of special importance in the Islamic Republic of Iran so that the government budget of this

organization was about 20 trillion Rials in 2019 (Free encyclopedia Wikipedia, 2020). One of the important issues is how the national media can fulfill its duties and tasks.

The task of the national media is to model the value and cultural behaviors and habits of society. In addition to spreading Iranian-Islamic ethics, the national media should invite the audience to think and reflect and provide the conditions for cultivating a dynamic national culture by promoting their faith and thought (Ansari, 2007, quoted in Rahmazadeh, 2011). The global satellite network is another global media that has entered the area of communication. It has attracted a large audience around the world in recent years. Satellites were introduced as a communication tool after the invention of television. Satellite is a tool that can easily transmit messages to audiences in the form of radio and television programs throughout the world. From this perspective, people of the world are normally showing a tendency to this tool, like other gifts of technology. Thus, the use of satellites has become a problem for most governments due to its consequences (McQuail, 2009: 53). The question here is that what factors cause people to show a high tendency for satellite channels, even though the use of satellite is against the current laws and regulations of Iran so that this tendency is always growing and the latest statistics reported by officials show that 60% of people are using this media tool in Iran (Seifpour, 2011). Several factors affect people's tendency towards satellites. Many studies have been conducted in this area. Filling people's leisure time by paying attention to their cultural needs is one of the most important factors which can be effective in reducing people's tendency to foreign TV channels (Agha Mohammadian & Pazhekh Zadeh 2002; Basir, 2008).

The media war is a war on the public through the use of satellite television channels in the country. In the current situation, a significant number of audiences, especially in Tehran, are exposed to satellite television channels; despite the presence of laws prohibiting the use of satellite equipment (Baseri et al., 2012). Another media examined in the current research was virtual social networks. Social networks are spaces in the virtual world created for communication among different people with different levels of access. Creating collective and interpersonal communication, forming virtual communities, informing and exchange of information and opinions are the most known functions of this media (Soltanifar, 2013). In general, social networks are established with the aims of organizing all kinds of virtual social groups, developing social contributions, sharing interests of members, creating content by members, and internet advertising (Jafari, 2016: 160). We live in the age of networks, in which the formation of various online social networks has introduced new methods of communication and information to extensive areas of social communication (Mir Mohammad Sadeghi, 2012: 10). In today's world, the function and importance of these media is evident for anyone. Providing complete news coverage in various areas, including social, political, economic, etc. areas, they try to attract public opinion towards their goals. At present, social networks have become the mostly-used Internet services, following large portals like Yahoo, MSN, or search engines like Google. Based on Manuel Castells, new information technologies connect the far parts of the world in global networks. Computer communications create a set of virtual communities, resulting in a transformation in human material and spiritual structures and processes (quoted by Noor Mohammadi, 2011). The needs of audiences cause them to select news sources, which provide more accurate, faster, and more complete news to gain the audience's trust. Thus, identifying the needs of the audience and characteristics of media is essential. Results of a national media survey suggest that only about 20% of people have not watched the news of the national media for various reasons, including receiving news from satellite and the number of people who watch satellite channels news and social networks are on the rise, which is considered as a threat to internal networks. Since each media has unique characteristics, finding the reason for increasing the audience's tendency towards these media and other mentioned factors made the researcher examine the rate of Ardabil's people using the satellite channels, social networks, and national media.

The present study is innovative in several ways. First, it is the first study conducted to compare the types of news media such as social networks, satellite channels, and national media and examine the reasons for the tendency of audiences and their motivation to follow the media as a news source. Another novel aspect of this study is the target population, which included Ardabil audiences. The present study examines three very effective media in today's world and simultaneously seeks to compare all three media and their relationships with each other to identify some of the factors involved in audience selection by examining a network of different relationships and factors. Given what was stated above on the high audiences of these three media compared to other media, the present study was conducted to investigate and identify the reasons and factors affecting the tendency of Ardabil's people to receive news from these media (national media, social networks, and satellite channels). Besides, it seeks to answer the basic question of what is the tendency of Ardabil's people to news of national media, social networks, and satellite channels.

1.1. Literature Review

Sabar and Hayan (2015) conducted a study entitled "Factors related to the Level of Audience Trust in Modern and Traditional Media: A Look at the Type of Media, Content of the Message and Characteristics of the Audience". Results showed that people had higher trust in specialized magazines rather than special programs of these areas on

television or special pages of these areas in newspapers and on the Internet to obtain medical and economic information. Type of content also had a significant relationship with the level of trust. For example, in medical areas, people had the lowest trust in the Internet, but in economic areas, the highest level of distrust was related to television media. Results of a study conducted by Nasrollahi and Derafsheh (2013) showed that satellite users had low or very low trust in VOA, Manoto, and Sima News channels and high and very high trust in B.B.C channel news. They believe that all these channels have less observed the principle of impartiality or neutrality in broadcasting news. Besides, the results of the mentioned research indicated that the audiences were less satisfied with the content attractiveness of the news of Iran's national media, including accuracy of the news, transparency, impartiality, broadcast speed, censorship, etc., compared to satellite channels. The results of a study conducted by Soltanifar et al. (2013) indicated that factors such as information sharing and freedom of communication and free flow of information in Facebook and Twitter networks had an impact on the tendency to these networks. The results also showed that in a competitive media environment, a lack of native social networks would lead to a tendency towards foreign virtual social networks. Given the capacity of social networks, these media influence various areas such as the type and content of the communication, lifestyle, and personal experience of users.

In research entitled "The Role of Mass Media in the Formation of Social Trust", Hosseinzade (2012) found that the trust of individuals is strongly (more than 60%) controlled by media, and people are influenced by them. In this regard, the role of television as a visual media is more important than other media. In an article entitled "Investigating the Relationship between Political Attitudes, Trust in National Media, Active Audiences and the Tendency of Tehran University Students to Virtual Social Networks", Amiri and Nouri Moradabadi (2012) used the term "social networks" to refer to a set of sites and tools created based on new media and in virtual space such as communication networks, Internet and mobile phones. Based on the results of the mentioned study, social networks have grown significantly in recent years and have been able to attract large and heterogeneous audiences around the world. Evidence in Iran suggests that the popularity of social networks is growingly increasing despite filtering of some of the most important social networks.

Aghanouri (2011) conducted a study entitled "Investigating of Motivation and Tendency of Internet Users to Join Facebook and its Impact on Social Capital". The results revealed a significant difference between the social capital levels of social network users and the level of its use. Besides, a relationship was reported between Internet use (social network) and social capital, and the level of this relationship was reported at a moderate level. Hafeznejad (2010) carried out research entitled "The Effect of Social, Economic and Cultural Factors on Tendency to Use the Internet among Students". The results of the mentioned study revealed a significant relationship between gender and place of residence, job status, income, level of education, and parents' attitudes on using the Internet. In a study conducted by Zuniga, Jang, and Valenuela (2012), the impact of mass media on civic activism and political and social participation in the United States was examined. Based on the results, the use of offline and online media and obtaining news and information through various sites had a positive impact on the social capital of individuals and thus their civic activities and their political and social participation (quoted by Fazel et al., 2013). A study conducted by Tommy (2010) on virtual communities in schools as tools for promoting high school students' social capital showed that students who communicated with each other within the network had a stronger and more committed relationship outside of this network with others who were not a member of any virtual network. In other words, the social capital of people who had an online relationship was significantly higher than that of others, but the level of use had a significant relationship only with the type of connecting social capital rather than committed social capital (Quoted in Javadi and Abrasi, 2017). Joinson(2010) conducted a study to find out what aspects of sites motivate a person to stay in the network space. In this regard, he interviewed network users and identified their characteristics, beliefs, behaviors, needs, and motivational factors. The mentioned study found that keeping contact was the main reason for people to use Facebook.

Park (2009) examined the motivations and needs of students who have visited the Facebook network regularly. Their research revealed that they participated in social networks to satisfy four basic needs, including socialization, entertainment and recreation, self-knowledge, and information acquisition. The diversity of these needs depends on characteristics such as gender, city, and place of birth, and the duration of their education. Analysis of the relationship between users' needs and their social and political activities showed that obtaining information through recreational uses led to political and social activities. Their research also showed social media are potentially a powerful entertainment and recreational tool to justify young people's interest in friendly gatherings and to engage and involve the younger generation as active participants in society. In a research conducted to find the causes of users' tendency towards virtual social networks in the United States, two American researchers found that 51% of users used them to gain up-to-date information and 40% used them to maintain their relationships with those who were away from them. Others also used these sites to create and follow social projects (Lenhart & Madden, 2007). In another similar research carried out between 1996 and 2000, Moy found a direct relationship between mass media and the level of social trust. A review of the results suggests that the mass media can influence social trust in certain conditions.

1.2. Theoretical Framework

One of the well-known theories in communication science is "use and satisfaction" or "applications and satisfaction". In this approach, the audience of the media is addressed and it is emphasized that the motivation of audiences in consuming media products is the satisfaction of some of their experienced needs, and consumption is directed towards this satisfaction (OSullivan et al., 2006). The use of media depends on the satisfaction, needs, desires, or motivations of each audience. The main types of needs of people are the need for information, peace of mind, companionship, and entertainment. Media audiences or media content can also be categorized based on such a wide range of motivations. The relative attachment of audiences to various media is also related to the differences between their expected desires and satisfaction (Sorin & Tancard, 2018: 902-901). New theories state that audience is active. Motivating is a two-way process in which both the sender and receiver groups approach a message or communication event and use it to meet needs. In this approach, the audience is never passive, but the audience is active and seeks a motivator who responds to their needs. Motivator knows the needs of the audience and responds to their needs by adopting a message (Kia et al., 2013: 120)

1.3. Resistance Against Influence

Based on this criterion, active audiences are not easily influenced by the media alone. This criterion is based on the concept of Grou Affiliations established by Bauer. He argues that the active audience of mass communication is sometimes reluctant to accept what the media offers. It was a reflection of the thinking that emerged in the 1940s, 1950s, and 1960s and was a sign of a gradual retreat from the theory of mass society in mass communication.(Olson et al, 2009: 281)

1.4. Highlighting

Highlighting has been translated as agenda-setting, which means prioritizing specific programs. However, it can be stated that highlighting means the idea that news media determine the issues that people think about by presenting news (Shakeri, 2005). It has also been stated that the press may not be able to tell people what [how] to think, but with their great influence on them, they can say what they should think about (Lazar, 2006). In other words, it can be stated that news media determine the issues that people think about by presenting news. The concept of highlighting from Lang's point of view is more complex than the initial hypothesis of prioritization (Sorin & Tancard, 2018). The tendency of people to any of the media or networks examined in this study depends highly on the way of persuading or changing the attitude of the audience by the media or prioritizing the needs of audiences to obtain their satisfaction and highlighting of the news in the media. In the present study, the level of satisfaction or dissatisfaction of the audience with the news of satellite channels (such as BBC, VOA, Manoto) and Iran's national media and social networks (such as Telegram and Instagram) was evaluated using a questionnaire. Since a two-way relationship is formed in the analysis of feedbacks, both the needs of the audience are evaluated and questioned and the media adopt a specific approach based on the needs of the audience.

1.5. Persuasion

I send a message and the audience that may show three types of reactions when receiving this message: rejection, indifference and neutrality, acceptance and satisfaction. When the message is accepted, it can be stated that the audience has been persuaded (Motavalli, 2005: 147). When we persuade others, we seek to change the behavior, perception, and judgment of others. In general, persuasive communication is the design of any message designed to shape, reinforce, or change the cognitive, emotional, and behavioral responses of others (Alexander and Fives and Mulhern, 2002: 796). Persuasion is a process in which individuals, groups, private institutions, etc. Try to make their desired changes in others by sending their messages. This change is first formed in the minds of the audience. In the next stage, it forces them to show behaviors and actions to achieve the goals of senders of the message (Hakim Ara, 2005: 328-330).

2. Methodology

Since the present study compares the levels of using national media, social networks, and satellite channels by Ardabil's people to receive news, it has a descriptive-inferential nature. A structural model was developed using correlation coefficients. The statistical population of the present study included all Ardabil's people aged over 18 years in 2018. A cluster sampling method was used in this study. Using Cochran's formula, the sample size was determined to be 400 people. In the present study, a researcher-made questionnaire was used to collect data. To examine the validity of the present study, the face and content validities were considered. To examine the reliability of the questionnaires, Cronbach's alpha coefficient was estimated. In the present study, the results of Cronbach's alpha of the pilot study showed that the reliability of the questionnaires was appropriate.

Table 1. Cronbach's Alpha Coefficient of Research Variables

Media Type	Cronbach's Alpha Coefficients
------------	-------------------------------

National Media	93%
Social Network	77%
Satellite Channels	90%

Based on the results of Table 1 above, the reliability by using the Cronbach's alpha method was obtained at 0.93%, 0.77%, and 0.90% for the national media, social networks, and satellite channels, respectively, indicating the appropriateness of the questionnaire.

3. Results

Results revealed that among the participants of this study, 165 (41.2%) were female and 220 (55%) were male and 15 did not respond. In addition, 192 (48%) of the participants of the study were in the age group of 18-24 years, 108 (27%) were in the age group of 25-34 years, 72 (18%) were in the age group of 35-44 years, 20 people (5%) were in the age group of 45-55 and 8 (2%) were in the age group of 55-65 years. None of them was in the age group of over 65 years. Moreover, eight (2%) of the participants in this study have under diploma level education, 84 (21%) had a diploma, 164 (41%) had bachelor's degree, 132 (33%) had master's and Ph.D. degrees and 12 (3%) had another type of education. Among the study participants, 276 (69%) were single and 120 (30%) were married. Four people did not mention their marital status.

Hypothesis 1: There is a significant difference between the level of public trust and the tendency to receive news from satellite channels, social networks, and Iran's national media.

Table 2. Average Tendency to News in Different Media

Media Type	Number	Average	Standard Deviation	The Lowest Score	The Highest score
National Media	380	1.6211	.61945	1.00	3.00
Social Network	380	2.2316	.78847	1.00	3.00
Satellite Channels	380	1.6737	.77483	1.00	3.00

Based on the results of Table 2 above, the average tendency to national media, social networks, and satellite channels was equal to 1.62, 2.23, and 1.67, respectively. Therefore, there is a difference among the averages. Friedman test was used to measure the significant difference among averages of scores.

Table 3. The Results of Friedman Test to Measure the Significant Difference between Public Trust and Tendency to Media

Media Type	Average Rating
National Media	1.82
Social Network	2.42
Satellite Channels	1.76

Based on the results of Table 3 above shows that the highest average is related to the tendency to social networks, followed by the tendency to national media, and satellite channels, respectively.

Hypothesis 2: There is a significant difference among satellite channels, social networks, and national media in terms of the accuracy of news.

Table 4. Average Accuracy of News in Different Types of Media

Media Type	Number	Average	Standard Deviation	The Lowest Score	The Highest Score
National Media	388	1.3299	.53259	1.00	3.00
Social Network	388	2.1856	.80476	1.00	3.00
Satellite Channels	388	1.8247	.74723	1.00	3.00

Based on the results of Table 4 above, according to respondents' point of view, the average accuracy and transparency of the news in social networks, satellite channels, and national media was 2.18, 1.82, and 1.32, respectively. Friedman test was used to examine the significant difference among the averages.

Table 5- The Results of Friedman Test to Measure the Significant Difference among Media in terms of Accuracy of News

Media Type	Average Rating
National Media	1.57
Social Network	2.41
Satellite Channels	2.02

Based on the results of Table 5 above, the average accuracy of news in social networks, satellite channels, and national media was 1.57, 2.02, and 1.57, respectively.

Hypothesis 3: There is a significant difference among satellite channels, social networks, and national media in terms of the speed of broadcasting news.

Table 6. Average Speed of Broadcasting News in Different Types of Media

Media Type	Number	Average	Standard Deviation	The Lowest Score	The Highest Score
National Media	392	1.6837	.60003	1.00	3.00
Social Network	392	2.6735	.56813	1.00	3.00
Satellite Channels	392	2.4082	.65294	1.00	3.00

Based on the results of Table 6 concerning the speed of broadcasting, the average response of the respondents was as follows: 1.68 for national media, 2.67 for social networks, and 2.40 for satellite channels. Friedman test was used to measure the significance of this difference.

Table 7- The Results of Friedman Test to Measure the Significant Difference among Three Types of Media in terms of Speed of Broadcasting News

Media Type	Average Rating
National Media	1.43
Social Network	2.45
Satellite Channels	2.11

Based on the results of the Table 7 above, the average speed of broadcasting the news according to the respondents' point of view for social networks, satellite channels, and national media was 2.45, 2.11, and 1.43, respectively.

Hypothesis 4: There is a significant difference among satellite channels, social networks, and Iran's national media in terms of neutrality in broadcasting news.

Table 8- Average Neutrality in Broadcasting News in Three Different Media

Media Type	Number	Average	Standard Deviation	The Lowest Score	The Highest Score
National Media	392	1.5714	.72936	1.00	3.00
Social Network	392	2.0000	.75689	1.00	3.00
Satellite Channels	392	1.6327	.70639	1.00	3.00

Based on results of the Table 8 Concerning the degree of neutrality of the news, the average response of the respondents was as follows: 1.57 for national media, 2.00 for social networks, and 1.63 for satellite channels. Friedman test was used to measure the significance of this difference.

Table 9. The Results of Friedman Test to Measure the Significant Difference among Three Media in terms of Neutrality in Broadcasting News

Media Type	Average Rating
National Media	1.80
Social Network	2.27
Satellite Channels	1.93

Based on results of the Table 9 above, the average rating of neutrality in broadcasting the news according to respondents' point of view was as follows: 2.27 for social networks, 1.93 for satellite channels, and 1.80 for national media.

Hypothesis 5: There is a significant difference among satellite channels, social networks, and national media in terms of using the latest reports of news video reports along with broadcasting news.

Table 10. Average Use of the Latest Reports of News Video Reports along with Broadcasting News in Different Types of Media

Media Type	Number	Average	Standard Deviation	The Lowest Score	The Highest Score
National Media	388	1.6598	.57307	1.00	3.00
Social Network	388	2.4021	.55050	1.00	3.00
Satellite Channels	388	2.4330	.60842	1.00	3.00

Based on the results of Table 10 concerning the use of the latest video reports, the average response of the respondents was as follows: 1.65 for national media, 2.4 for social networks, and 2.43 for satellite channels. Friedman test was used to measure the significance of this difference.

Table 11. The Results of Friedman Test to Measure the Significant Difference among Three Types of Media in terms of Using the Latest News Video Reports along with News Broadcasting in the News section

Media Type	Average Rating
National Media	1.44
Social Network	2.27
Satellite Channels	2.29

Based on the results of Table 11 above, the average rating of using the latest video reports along with broadcasting news from the respondents' point of view is 2.27 for social networks, 2.29 for satellite channels, and 1.44 for national media.

Hypothesis 6: There is a significant difference among satellite channels, social networks, and national media in terms of audio-visual attractiveness (color, graphics, scene-setting, newscaster, etc.) in the news section of and the image of the Islamic Republic of Iran.

Table 12- Average Rating of Audio-visual Attractiveness (Color, Graphics, Scene Setting, Newscaster, etc.) in News Section of Different Media

Media Type	Number	Average	Standard Deviation	The Lowest Score	The Highest Score
National Media	388	1.6495	.61069	1.00	3.00
Social Network	388	2.1443	.60982	1.00	3.00
Satellite Channels	388	2.5464	.59317	1.00	3.00

Based on the results of Table 12 Concerning the use of audio-visual attractions, the average response of the respondents was as follows: 1.64 for national media, 2.14 for social networks, and 2.54 for satellite channels. Friedman test was used to measure the significance of this difference.

Table 13. Friedman Test Results to Measure the Significant Difference among Different Media in terms of Using Audio-visual Attractions

Media Type	Average Rating
National Media	1.52
Social Network	2.03
Satellite Channels	2.45

Based on the results of Table 13 above, the average rating of using audio-visual attractions according to respondents' point of view for social networks, satellite channels, and national media was 2.03, 2.45, and 1.52, respectively.

Hypothesis 7: There is a significant difference among satellite channels, social networks, and national media in terms of paying attention to the quality of programs.

Table 14. Average of Paying Attention to Quality of Programs in Different Media

Media Type	Number	Average	Standard Deviation	The Lowest Score	The Highest Score
National Media	384	1.6771	.71529	1.00	3.00
Social Network	384	2.1042	.68523	1.00	3.00
Satellite Channels	384	2.4583	.66099	1.00	3.00

Based on the results of Table 14 Concerning the quality of programs, the average response of the respondents was as follows: 1.67 for national media, 2.10 for social networks, and 2.45 for satellite channels. Friedman test was used to measure the significance of this difference.

Table 15. The Results of Friedman Test to Measure the Significant Difference among Different Media in terms of Paying Attention to Quality of Programs

Media Type	Average Rating
National Media	1.57
Social Network	2.04
Satellite Channels	2.39

According to the results of Table 15 above, the average rating of paying attention to the quality of programs according to respondents' point of view for social networks, satellite channels, and national media is 2.04, 2.39, and 1.57, respectively.

4. Discussion and conclusion

Based on the obtained results, the highest average related to the tendency of respondents in Ardabil to obtain news content belonged to social networks, followed by national media, and satellite channels, respectively. It seems that based on the theory of active audience, audiences show a lower tendency towards media that are broadcasting biased news and do not observe the principle of neutrality. In contrast, they show a higher tendency towards free media to access freer information. Respondents' satisfaction with the content attractiveness of social networks in the indicators of accuracy and transparency, speed of broadcasting the news, neutrality of news, using the latest video reports, visual-audio attractiveness, paying attention to the quality of programs, and paying attention to motivation was at a higher level compared to news of national media and satellite channels. Hence, social networks were in the priority of audiences and they had a lower rate of censorship. Many people freely search for different content in cyberspace, and social networks do not have the structures and media organizations of television, but people with motivations of free access to information tend to social networks. People's low tendency to structured media and high tendency to free networks is consistent with the theory of resistance. The majority of respondents do not have high trust in the news of Iran's national media and believe that the news of Iran's national media is less accurate and transparent and the level of censorship and news silence in their news compared to social networks and satellite channels is higher. Therefore, audiences tend to media without formal structure despite the persuasive nature and credibility of the news source of national media. The lowest average rating of news neutrality and the lowest average rating of news broadcasting speed belonged to Iran's national media news (equal to 1.43). Based on the respondents, the news of Iran's national media uses fewer new video reports compared to social networks and satellite channels. Content attractions such as innovation, paying attention to the quality of programs, paying attention to motivation from the respondents' points of view in Iran's national media has a lower average compared to social networks and satellite channels. It can be explained by the view of persuasion, use, and satisfaction of the audience since the audience tends to the intentional or purposeful use of media content. They prefer to have a conscious and motivational selection among different contents provided for them. The majority of respondents believed that the rating of using visual attractions, innovation, paying attention to the quality of programs in satellite channels is higher than that of national media and social media news. The tendency of people to any of the media or networks studied in this study strongly depends on the way of persuading or changing the attitude of the audience by media and prioritizing the needs of the recipients of the message and satisfying them and highlighting of the news in the media. In the present study, a questionnaire was used to assess the level of satisfaction or dissatisfaction of the audience with the news of social networks, satellite channels, and national media. Since a two-way relationship is formed in the analysis of feedbacks, both the needs of the audience are evaluated and questioned and the media

adopt a specific approach based on the needs of the audience. Thus, all hypotheses of this study are based on the theory of satisfaction, which pays attention to the needs of the audience, such as their need for news accuracy, speed of broadcasting, neutrality or impartiality, trust in the media, and using audio-visual attractions. It is based on the theory of persuasion since media tries to send its message with high speed, accuracy, impartiality, etc. (although, sometimes the media message may not have these characteristics and use them as a tactic) and persuade the audience by recognizing the needs of the audience. The media guide the audience to receive their desired messages also by highlighting them.

The results of this study are in line with the results of the studies conducted by Sabar and Hayan (2015), Nasrollahi and Derafsheh (2013), Hosseinzadeh(2012), Moy (2000), Aghanouri, S (2011), Amiri and Nouri Moradabadi(2012), Basir, S (2008), The results of this study showed that there is a significant difference between the level of public trust in the news of satellite channels, social networks, and national media and their tendency to these networks.

-In a study entitled “mass media and trust”, Sabar and Hayan (2015) examined the effect of mass media on social trust. In the mentioned study, the effect of three types of national media, satellite, and newspaper on three types of interpersonal, general, and institutional trust was investigated. The results showed that the use of mass media had no significant relationship with interpersonal trust, but its relationship with general and institutional trust was significant, which is consistent with the first hypothesis of the present study. Based on the research results, the following recommendations are presented:

-National media should use the views of experts who are credible in terms of personality and use them in broadcasting the news, as they attract more audiences.

-Given the importance of media in today's world and the need to increase the media literacy of the audience and enhance their knowledge on the functions and tactics of media news, it is recommended for Iran's national media to establish a channel and invite communication experts and professors to produce and broadcast specialized programs in this area.

-Paying attention to the role of the newscaster: newscaster is the last goalkeeper of the news. It is at the end of the news broadcasting process and it plays a major role in enhancing trust or decreasing it. Newscasters can increase the attractiveness, excitement, dynamism, content of the news, and the credibility of the media by mastering the subject and his or her organs, establishing a proper relationship with others (Newscasters of the same news section, reporters, and interviewees).

- Using structural aesthetics: aesthetic features and capabilities of a news program including light, color, decor, texture, clothes of presenters or reporters, program music and various camera angles during filming, etc. are very important, as audiences pay attention to these issues. Some television programs broadcasted on satellite channels have been able to attract the attention of audiences, and Iran's national media should pay more attention to these issues.

-Two-way interaction with audience: Satellite TV channels have tried to use the capabilities of cyberspace, especially the facilities provided by virtual social networks, to establish a dynamic interaction with their audiences, while monitoring the views of their audiences about their programs and applying their views and opinions

- Increasing audience trust: It is recommended to provide clear and detailed information, state the source of news at the beginning of the news and use statistics in the news section. Source credibility is important for any media, especially for the national media. They can use this capital in their most important methods of attracting the audience in critical moments; otherwise, great damage will be imposed on national interests.

-The neutrality or impartiality and accuracy of the news and presentation of news without bias and support of a particular group and the use of impartial experts will increase the legitimacy of media.

References

1. Alexander, P. A. , Fives, H. , Buehl, M. M. , & Mulhern, J. (2002). Teaching as persuasion. Teaching and Teacher Education. Page 796.
2. Agha Mohammadian Sherbaf, HR and Pazhekh Zadeh, Sh (2002). Comparative Analysis of stressors and coping strategies in students. Journal of Psychology, 6 (22), 134-148
3. Aghanouri, S (2011). Investigating the motivation and desires of Internet users to join Facebook and its impact on social capital. Master Thesis in Social Communication Research, Tehran: Islamic Azad University, Central Tehran Branch.

4. Amiri Mojtaba, Nouri Moradabadi Younes.(2012). Investigating the Relationship between Political Attitude, National Media Trust, Active Audience, and Tehran University Students' Tendency to Virtual Social Networks,Tehran. *Interdisciplinary Studies in Media and Culture (Media and Culture)*.Information Number: Spring and Summer 2012, Volume 2, Number 2; From page 39 to page 63.
5. Baseri, A and Mirsendi, Seied Mohammad.(2012). Strategies to confront Western media war against the Islamic Republic of Iran. *Islamic Revolutionary Cultural Protection Quarterly*, 3 (5)
6. Basir, S (2008). Examining the Attitudes and Tendencies to Function of Satellite Channels Program and Factors Affecting It: A Case Study of Kohkiluyeh and Boyer-Ahmad Provinces, *Social Security Studies*, 15, 158-176
7. *Media thinking and literacy* (2016). A group of authors, Tehran: Iran Textbook Printing and Publishing Company.
8. Jafari, A (2016). Harms caused by membership and involvement in social networks among adolescents and youth of Ardabil, *Communication Research Quarterly*, Issue 87, pp. 159-180
9. Javadi Bura, A, and Hashem Nejad Abari, F (2017). Investigating the effect of mass media use on the level of social trust of Ghaemshahr Azad University students in 2017. *Quarterly Journal of Participation and Social Development*, 3 (5), 111-126
10. Jane Olson and Benoit Signer and Sean Windal.(2009). Alireza Dehghan (Translator). *Application of communication theories*.Publisher: Sociologists.Tehran. Published: February 30, 2009
11. Hafeznejad, Y (2010). The Effect of Social, Political and Cultural Factors on the Tendency to Use the Internet among Students (Case Study of High School Students in Abdanan County), M.Sc. Thesis, Shushtar: Islamic Azad University, Shushtar Branch.
12. [https://fa.wikipedia.org/wiki/ search "Islamic Republic of Iran Broadcasting"](https://fa.wikipedia.org/wiki/search%20Islamic%20Republic%20of%20Iran%20Broadcasting)(2020).
13. Hosseinzadeh, Massoumeh (2012). Investigating the role of mass media in the formation of social trust among the residents of Rasht, *Proceedings of the National Conference on Media and Social Issues of Iran*, Isfahan: Islamic Propagation Office of Isfahan Seminary.
14. Hakim Ara, MA(2005). *Persuasive communication and advertising*; First Edition; Samt Publications
15. Shakeri, Mojtaba (2005). *Mass Media and Presidential Elections*, Qom, Islamic Research Center of Radio and Television, 2005.
16. Soltanifar, M; Bakhshi, Sh, and Faramarziani, S. (2013). Investigating the effects of Facebook and Twitter social networks on members' attitudes towards these networks. *Journal of Communication Research*, 4 (76) 172-183
17. Sorin, WJ, and Tancard, J (2018). *Communication theories*. Translated by Alireza Dehghan, Tehran: University of Tehran.
18. Osullivan, Tom. Saunders, Danny. Hartley, John. Fisk, John.(2006). *Key concepts of communication*. Translated by Hassan Raeszadeh, Tehran: Fasle Now Publications
19. Seifpour, R. (2011). Causes of some audiences' tendency to satellite channels. Quoted in Tabnak site: www.tabnak.ir.
20. Fazel, R. Rezaei, H.Ramazanifar, H. Amini, H.(2013). Investigating the effect of foreign mass media on types of trust: An experimental study in Tonekabon. *Journal of Social Sciences*, 7 (20), page: 137-138
21. Kia, AA, and Saedi, R. Akbari, MA (2013). *Basics of communication, advertising, and persuasion*. Tehran: Iran Newspaper Publishing Institute.
22. Rahmazadeh, SA (2011). Investigating the role of national media in the development of intercultural relations among Iranian ethnic groups from the perspective of experts. *Journal of Media Studies*. Summer 2011, Volume 6, Issue 13, 233-249
23. Roshandel,Taher and Zolfagarzade, Mohammad and Majid, Belali. (2014). Environmental trends affecting the future of national media in the 20-year perspective of the country. *Strategic Management Research*, Year 20. 54, 65-67

24. Motavalli, K (2005). *Public opinion and methods of persuasion*; First Edition; Behjat Publications
25. Motamednejad, K (2011). *World meeting on the Information Society: Geneva, December 2003, Tunisia. November 2005. Tehran: Mirase Ghalam Publications*
26. Sabar, Sh, and Hayan, D (2015). Factors related to the level of audience trust in modern and traditional media (A look at the type of media, message content, and audience characteristics), *Quarterly Journal of Modern Media Studies*, 1 (4), 205-244.
27. McQuail, D (2009). *An Introduction to Mass Communication Theory*. Translated by Parviz Ejlali, Tehran: Ministry of Culture and Islamic Guidance, Tehran: Center for Media Studies and Research.
28. Mir Mohammad Sadeghi, M (2012). *Social network analysis with Nodexl*. Tehran: Kian.
29. Nasrollahi, A and Derafsheh, Z (2013). A Comparative Study of the Tendency of the People of Tehran to the News of Persian-language Satellite Channels (B.B.C, V.O.A, Manoto) and Iran's national media. *Communication Culture Quarterly*, 3 (10), 1-31.
30. Noor Mohammadi, M (2011). The effect of cyberspace on identity. *Journal of Ideology, Cultural, Social*, 261.
31. Joinson, Adam N. (2010). Looking at, looking up, or keeping up with people? motives and use of Facebook, proceedings of ACM CHI 2008, Conference on Human Factors in Computing Systems, New York, University of Bath, Bath, United Kingdom, Ny, pp. 1027-1036, people.bath.ac.uk/aj266/pubs-pdf/1149-joinson.pdf.
32. Lazarus, Judith (2006). *Public Opinion*, translated by Morteza Katabi, Tehran, Ney Publishing, 2006.
33. Lenhart, Amanda., & Madden, Mary, (2007). *Teens, Privacy & Online Social Networks*. Pew Internet & American Life Project. Washington, DC. Available: www.pewinternet.org/pdfs/PIP_Teens_Privacy_SNS_Report_Final.pdf.
34. Moy, P. (2000). Media Effects on Political and Social Trust. *Journalism and Mass Communication Quarterly*, Vol. 77, No. 4, PP. 744-770.
35. Park, H. (2009). *Assessing the success of Knowledge Management technology implementation as a function of organization culture*, dissertation, the George Washington University, Washington, DC.