
Performance evaluation of public media in dealing with social disorders

Fereshte Soltani

Sociology, Babol University, Mazandaran, Iran

Email address:

fereshte.soltani@gmail.com

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Abstract: The present article is the result of research which was conducted in 2012 to assess the media consumption of couples in Gorgan, Iran and cases that satellite and television are role-model for families and the impact which media consumption has on couples' tendency to infidelity. The statistical sample of this study consisted of 400 men and women who mostly were in the first 5 years of their shared life. The research was a survey one and multi-stage sampling was used. Results showed that 84 percent of couples watch television between 1 and 6 hours and 16 percent of couples watch it between 7 to 9 hours a day. 86.2 percent of the respondents have stated that from very low to quite a lot they like the ideas that satellite and television broadcast and benchmark them. According to their own statement their life style and their behavior mostly were influenced. Overall, 63.8 percent of respondents had a positive view towards the satellite which represents the success of satellite in gaining the trust of the majority of the audiences. The findings on measuring the tendency to infidelity suggest that more than 20 percent of couples agreed infidelity items and more than 40 percent were indifferent, only 36.2 percent of respondents disagreed. Finally, the assessment of relationship between media consumption and tendency to infidelity revealed that there is a direct relationship between these two variables, means the couples who were exposed to media consumption had more tendency toward infidelity.

Keywords: Family, Couples, Infidelity, Satellite, Media Consumption

1. Introduction

Herbert Marcuse in the concept of packaged culture emphasis on the aggravating role of the mass media and the sinking of the cultural traditions of the lower classes of society; he believes that media create a false consciousness, destroy creativity and thought therefore duplication and integration takes its place. Marcuse believes that technology is not neutral and it serves to suppress individuality and rape inner freedom of actor and one of its best applications is to use TV for socialization and quieting (Ritzier, 2000). Research studies have shown that if a news report on television differs the newspaper report the number of people who believe that the TV report is two times more than the ones who believe newspaper reports (Giddens, 1990). There is no doubt that media profoundly affects people's attitudes and insights. Television molds the ways in which individuals interpret social life and react to it with the help of organizing our experience of social life (ibid). The main question of this

study is that to what extent the media affects the studied families and what are the consequences of this impressment? To what extent and in what areas study samples are influenced by satellite and TV and whether these the impacts strengthen the foundation of family or weaken the family obligations? Therefore, after measuring the media consumption and the amount of role-modeling of this media by couples its relation with the tendency towards infidelity was tested.

2. Material and Methods

The statistical sample of this research consisted of 400 married men and women living in Gorgan city in 2012 who were in the first 5 years of their shared life. Multi-stage sampling method was used in this study. In this type of sampling, the samples are selected according to the hierarchy (the larger units to smaller) from a variety of society units (Goudarzi, 2009). For this purpose from among the 61

districts of Gorgan, 20 districts were chosen randomly in a way that to include different parts of the city in terms of geographical location and style and level of living in each area various blocks were identified and in each block some houses were randomly selected and in the case of being eligible questionnaires were distributed among them.

Validity and reliability of the method

In order to determine the face validity of main tool of study (questionnaire), ahead of the original plan, the questionnaire was reviewed and corrected by two sociology professors. Reliability of the research variables and indexes were assessed using cronbach's alpha the results are given in table (1).

Table (1). Validity of the study variables and its indicators.

Variable	Number of items	Cronbach's alpha
Media consumption	11	0.71
spouse Infidelity	8	0.71

Table (2). Operational definition of media consumption variable.

Variable	Concept	Dimension	Index	No. items
Media Consumption	Accepting provided models by satellite	practical	Amount of watching television	1 item
		Psychological	Attitude toward satellite and satellite programs	1item
			Baby Naming, clothes model, makeup model, home decoration or role- modeling an specific behavior	9items

3. Results and Discussion

Measuring the practical dimension of media consumption variable

Giddens in his sociology book states that each adult in the UK 3 hours per day on average watches television (1990). The findings of this study also showed that the majority of respondents (65.3%) watch television between 3-1 hours a day.

Table (3). Distribution of respondents in terms of watching television and satellite hours per day

The amount of usage	Frequency	percentage
1-3	261	65.3
4-6	75	18.8
7-8	6	5.1
9 and above	58	5.14
total	400	100

Based on the findings of above table 65.3 percent of respondents watch TV 1-3 hours, 18.8 percent of respondents watch TV 4-6 hours, 1.5 percent of respondents watch TV 7-8 hours and 5.14 percent of respondents watch TV 9 hours and above. It can be seen that 84 percent of people between 1- 6 hours and 16 percent of respondents watch TV between 7 to more than 9 hours pay per day which shows that TV fill the most leisure hours of people.

Assessment of psychological dimension of media consumption variable

In assessing the psychological dimension, first of all the respondents' attitude to the satellite programs were assessed with a few situational items in a range of complete distrust to

Because the alpha coefficient of all variables is more than 0.7 therefore it can be concluded that the internal consistency of the items for each variable is significant. In operational definition of the media consumption variable practical and psychological dimension was considered. Practical dimension included the amount of watching television and psychological dimension included the attitude of person toward satellite in a range of complete distrust to complete trust and the amount of role-modeling from TV (according to the respondent).

The purpose of dividing media consumption into practical and psychological was that after questioning about the amount of television watched by respondents we recognize that whether watching TV was solely because of the habit or filling leisure time being affected and or while watching TV the audience is not just a passive viewer and is influenced by it or has its own intellectual and theoretical analysis about it.

complete trust the description of these items and the responses of respondents are given in table (4):

Based on the findings of above table, 33.7% of respondents believe Satellite promote immorality, 5.4 % believe the effect of satellite programs is depended on its usage it and in fact its programs does not contain any negative effects per se. 18.6% believe that the satellite is good for passing time, 20.2% believe satellite is entertaining, fun and engaging; 19.6 % believe the programs of this media are instructive and 2% had no satellite. Overall, 63.8 % of respondents had a positive view toward the satellite which represents the success of satellite in gaining the attention of the majority of the audiences (Diagram 1).

Table (4). The opinions of respondents on the effect of satellite programs

Items	Frequency	Percentage of Valid
satellite promote immorality	132	33.7
satellite impact is depended on how it is used	21	5.4
it is good for passing time	73	18.6
It is entertaining, fun and engaging	79	20.2
it is instructive	77	19.6
have no satellite	8	2

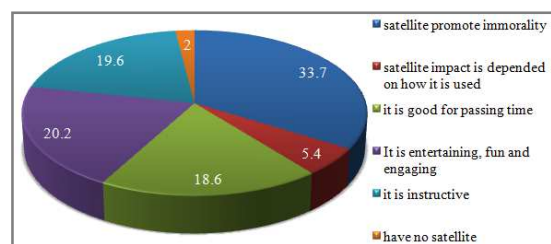


Figure (1). Distribution of respondents' attitude about the satellite programs

In order to assess the psychological dimension of the media consumption also the respondents were asked to assess the extent to which they are being influenced by satellite and television. Table (5) shows the extent to which respondents are being influenced by satellite and television.

The findings show that only 7.13% of the respondents stated that they do not consider satellite and TV programs as a role-model and 2.86% of respondents stated that from the

very little to very much satellite and TV programs are role-model for them and it shows that majority of society are influence by satellite and TV (see figure 2).

In next 8 items other role modeling tendencies of respondents from satellite and TV were assessed. It was emphasized that if possible respondents choose only one option but some respondents chose more than one option (Table 6).

Table (5). The amount satellite and TV role-modeling for respondents

Amount of items	None		Very Little		Little		Partially		Much		Very Much	
	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage
Usually to what extent you like TV and satellite and consider them as role-modeling?	54	7.31	76	3.19	74	8.18	132	6.3	38	7.9	19	8.4

Table (6). Role-modeling cases of TV and satellite

Items	No	Yes	No Answer
Satellite and TV programs are role-model in baby naming	301	82.5	10
Satellite and TV programs are role-model for clothes model	271	74.2	40
Satellite and TV programs are role-model for make-up model	282	77.3	29
Satellite and TV programs are role-model for house decoration	274	75.1	37
Satellite and TV programs are role-model for house furniture	276	75.6	35
Satellite and TV programs are role-model for life attitude	177	48.5	134
Satellite and TV programs are role-model for behaving	195	53.4	116
Satellite and TV programs are role-model for other affairs	283	77.5	28

Table (7). Percentage and frequency distribution of infidelity or tendency toward infidelity in respondents

	Amount of loyalty	Frequency	Percentage of validity
lowest level of fidelity	1	13	3.6
	2	152	42.3
	3	152	42.3
	4	95	26.5
highest level of loyalty	5	35	9.7
	Total	400	100

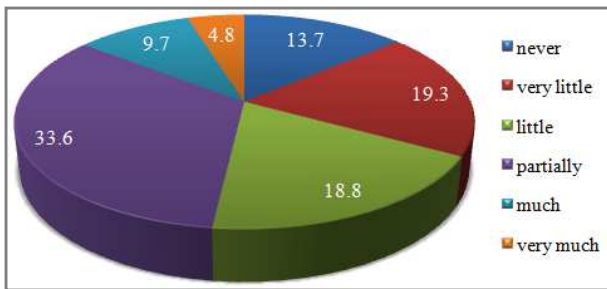


Figure (2). Distribution of respondents' opinion about the role-modeling of satellite and TV

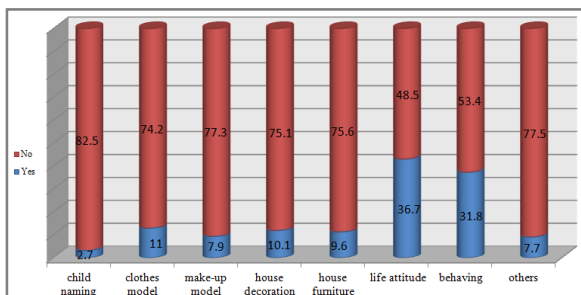


Figure (3). Role-Modeling cases of respondents from satellite and TV

About 36.7% of respondents (maximum frequency) stated that satellite and TV programs are role-model for their life attitude. 31.8% of respondents stated that satellite and TV programs are role-model for the way they behave. Totally role-modeling was not zero in any item and all respondents have taken ideas in different cases of from satellite and TV (Diagram 3).

It can be seen that after attitude toward life, way of behaving, role-modeling in clothes model, house decoration and make-up model had most frequencies.

Assessing the tendency to infidelity

8 items were used to assess the tendency to infidelity which assessed the attitude of respondents toward their sensitivity towards the issue of infidelity and tested. The results of these measurements are given in Table (7).

Based on the findings of the above table, 3.6% of respondents strongly agree, 17.8% were agree, 42.3% were neutral, 26.5% disagree and 9.7 percent were totally disagree with the infidelity items. In fact more than 21% of respondents were agreed with infidelity more than 40% of respondents took neutral position and did not show sensitivity about infidelity items.

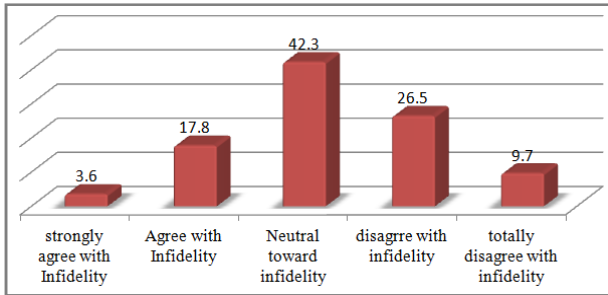


Figure (4). Distribution of respondents opinions in terms of being agree or disagree with infidelity

As it can be seen the frequency distribution of tendency toward infidelity is roughly consistent with a normal distribution. (Figure 5)

It can be seen from Figure (6), the highest frequencies are in the neutral position. In fact, most of the respondents did

not take a positive or negative view toward and this could be due to respondent's refusal to declare real and honest answer to this question.

Assessing the relationship between media consumption and tendency toward infidelity

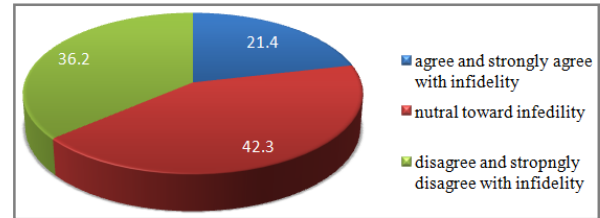


Figure (5). The Distribution of respondents' opinion based on agree, neutral, disagree

After assessing the media consumption and tendency toward infidelity, two variables were assessed in relation to each other, the results of which are given in Table (8):

Table (8). Results of simple linear regression to assess the relationship between media consumption and the spouse infidelity

Independent variable X	dependent variable Y	correlation coefficient	sig	R square	F	t	Slope coefficient	Intercept coefficient	The correlation coefficient of the standard
Media Consumption	Tendency to infidelity	0.2	0	0.3	14.05	12.722	0.29	120.21	0.16

Results indicate a direct relationship between two variables i.e. an increase in media consumption increases the spouse infidelity. The correlation coefficient between two variables of media consumption and spouse infidelity is 0.2 and because of its sig is less than 0.5 therefore; the relationship between the two variables is statistically significant. The determination coefficient between these two variables is 0.3 means that to this variance spouse infidelity is due to media consumption. The slope coefficient is 0.29, the positive sign of slope indicates a direct relationship between these two variables means that the increase in media consumption increases spouse infidelity and since the f ratio is equal to 14.05 is statistically significant therefore, the relationship between the two variables is significant (equation (1)).

$$Y = 120.21 + 0.29X \quad (1)$$

Regression equation with standard coefficient and beta coefficient in this equation indicates that a change in media consumption increases spouse infidelity 0.29. This result shows that media consumption is effective in increasing the.

4. Conclusion

Media consumption assessment in this study showed that 84% of statistical sample watch television and satellite programs 1-6 hours in a day which indicates the importance of this media in filling the leisure time of individuals and family members. Also, more than 86 % get different ideas from these media from very little to very much and according to the respondents, most of these role-modeling belongs to the attitude toward life and the way of behaving and then the

make-up model and house decoration which shows that television and satellite affect the life style and behavioral models of people in the society. According to the findings of this study, more than 21% of the couples had tendency toward infidelity and were agree with items related to it. More than 42% were in the neutral position which in this regard seems that family focus and obligations in studied society are in alarming condition. The influence of media consumption as one of the influencing factors on couples' tendency toward infidelity was proved in this study. Given that television accompany the majority of people about one-quarter of a day its subsequent influences on attitudes and their civic morality, sensitivity of program makers and producers of television programs on the inductive approach, messages and literature used in their production programs were the points which this research tried to emphasize on them. It is also recommended that due to the popularity of using TV media in family, this media can be used as a tool to teach problem solving skills, effective and positive communication skills with environment and community.

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