

Comparison of Ardabil people's utilization of national media and satellite networks in receiving news

Comparación del uso que hacen las personas de Ardabil de los medios de comunicación nacionales y las redes satelitales para recibir noticias

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Summary

Virtual social networks nowadays play a very important role in getting and receiving daily news. Therefore, it is necessary to know the extent and reasons for users to use this tool and compare it with other media. Therefore, it is essential to know the extent and reasons for users to utilize this tool and compare it with other media. This study aimed to investigate the comparison of the use of Ardebil people from social networks and other media in receiving the news. In this descriptive-inferential study 400 Ardabil people were randomly selected. The validity and reliability of the questionnaire developed by the researcher were obtained and completed by the participants. The data were then analyzed using SPSS software. Research findings show that participants prefer to gain news from social networks to other media and most of them think that using social media has been able to reduce the utilization of other media. The findings show that the use of social media in news coverage has somewhat reduced the amount of time spent watching television and satellite. The reasons for this media shift in news acquisition include the social networking content attractiveness in the indicators of accuracy and transparency, the speed of dissemination, the neutrality of news, the latest visual reports, the visual and auditory attractions, the attention to quality of programs, attention to Respondents cited low censorship, addressing issues of interest to audiences, using news images, and using expert view of other media as sources of news. The participants also believed that social networks have a low level of censorship and news silence. Since the national media should be the most important medium in getting the news to a community, as an emerging media social networks have been able to take deep root in human life. These networks have positive features, but on the other hand, they have problems that need special attention.

Keywords: Social Media, News, Media

Resumen

Las redes sociales virtuales en la actualidad juegan un papel muy importante en la obtención y recepción de noticias diarias. Por tanto, es necesario conocer el alcance y las razones por las que los usuarios utilizan esta herramienta y compararla con otros medios. Por tanto, es fundamental conocer el alcance y las razones por las que los usuarios utilizan esta herramienta y compararla con otros medios. Este estudio tuvo como objetivo investigar la comparación del uso que hacen las personas de Ardebil de las redes sociales y otros medios en la recepción de noticias. En este estudio descriptivo-inferencial se seleccionaron al azar 400 personas Ardabil. Los participantes obtuvieron y cumplieron la validez y confiabilidad del cuestionario desarrollado por el investigador. Luego, los datos se analizaron utilizando el software SPSS. Los hallazgos de la investigación muestran que los participantes prefieren obtener noticias de las redes sociales a otros medios y la mayoría de ellos piensa que el uso de las redes sociales ha podido reducir la utilización de otros medios. Los hallazgos muestran que el uso de las redes sociales en la cobertura de noticias ha reducido en cierta medida la cantidad de tiempo que se pasa viendo televisión y satélite. Las razones de este cambio de medios en la adquisición de noticias incluyen el atractivo del contenido de las redes sociales en los indicadores de precisión y transparencia, la velocidad de difusión, la neutralidad de las noticias, los últimos informes visuales, las atracciones visuales y auditivas, la atención a la calidad de los programas, la atención a los encuestados citó poca censura, abordando temas de interés para las audiencias, utilizando imágenes de noticias y utilizando la visión experta de otros medios como fuentes de noticias. Los participantes también consideraron que las redes sociales tienen un bajo nivel de censura y silencio informativo. Dado que los medios nacionales deben ser el medio más importante para hacer llegar las noticias a una comunidad, como medios emergentes, las redes sociales han podido arraigar profundamente en la vida humana. Estas redes tienen características positivas, pero por otro lado, tienen problemas que necesitan una atención especial.

Palabras clave: Redes sociales, noticias, medios.

Introduction

In today's world, the search for information and the creation of a knowledge-based society is a strategic goal for all countries. Attention to technology research and development and production was formed in the nineteenth century with individual initiatives. In this context, scientists such as Kelvin, Samuel Morse, and Graham Bell have taken steps that led to inventions (Abutalebi, 2002). In the last half-century, the breakthrough in new information technologies has been a dramatic change in the structure of communication and information systems in past societies. The advent of digital technology and the transition from analog to digital systems to create and establish networked and computer-based systems has transformed the function, role, and power of communications at different levels. Under the influence of vast changes in communication technologies and the creation of new conditions, known as the information revolution, the relationships of nations and governments have spread throughout the world, and the media have become the most important sources of news, political, social and cultural exchange and most powerful influencers in international relations (Motamednejad, 2010).

The media, using new technologies, have increased the speed of the message, and are striving to meet the news needs of its audiences at an astonishing speed in a competitive arena where time and space are obscure concepts, reflecting widespread developments in the field of technology. Undoubtedly, with the development of technologies, the way media is produced and disseminated by news media is undergoing transformations in line with new technologies (Hormoz, 2008). Newsrooms, as the core and beating heart of any news media in gathering and producing news and information, have been affected by these new technologies and are trying to use their technologies to promote their news and journalistic activities and improve the performance of their news media in competition with other media.

Today we live in a world where media surround us from every side. The surrounding space is full of new information and news that will affect our lives every moment. It should be remembered that in the global arena, people cannot be prevented from using the media or prevented from entering the borders. We live in a world today that is inadvertently saturated with media and the space around us is full of information. For example, when a person's cellphone rings, the information in the space is his or her communication bridge with the caller and when a modem can bring people into the infinite world of the Internet, it is another sign of the media's saturation with the world. Now that millions of messages from newspapers, magazines, books, news agencies, and television networks are coming to earth and time, then we need to learn how to exploit these media. In fact, media literacy alerts the audience. Then, with the knowledge, understanding, and skill gained, and with the existing norms and values, the audience decides to what extent and for what purpose the media should use it (Hall, 2008).

One of the important points in the discussion of communication and media technologies is the attention to and emphasis on the relationship process and the effect of the message that the sender of the message will have on the recipient. Certainly one of the most important goals of communication is to influence the audience. On this basis, the deliberate message sender has always sought to influence the target audience, and the goal is to expand the communication, primarily at the international level (often in interpersonal relationships), to the highest degree of control over the message recipients (in most cases, third world countries as societies without media technology tools) by the advanced western countries owning the means of producing the message. These messages, in turn, can have undeniable effects on their audiences in various economic, political, social, cultural, and other fields (Peters, 2001).

It is important to understand the characteristics of the audience and their needs in a situation where different media compete to attract more audiences. Due to the complexity of communication and the introduction of new media, new concepts and technologies are not easily defined. Dennis McQueill (1978) argues that the audience now seems to have the key to under-

standing many of the secrets of how the mass media work and even the secret of the persistence of "social communication" as we know it (Plymire, 2000).

What is certain is the main demand of the news audience for the media, the fast-spreading of the news with impartiality, honesty, transparency and ... in accordance with their interests and needs. To achieve this vision, we need to know where each media stands and how it feeds its audience and how attractive it is to the audience. Or what are their ways of attracting audiences, and what is the audience's view of them?

One of these media, which is usually going to get the news, is still television. Still, mass media as its most powerful tool is affecting its audience, and no media better than television can play with the audience's feelings. Because television has the ability to quickly reflect events through the news (Kovacs, 2011). Given the technological innovations that are happening every day, we are still seeing television alongside all the powerful media. In Iran, which is also a transitional country, television is one of the means of communication that is still very popular among different classes.

Another global media that has emerged in communications is the global satellite network, which has attracted a large number of audiences worldwide in recent years. Satellites were introduced as a communication tool after the invention of television. Satellite is a tool that can easily transmit the message in the form of radio, especially television, to audiences around the world. From this point of view, it is natural for people around the world to adopt this tool like other technological advances, and it is likely that the use of satellites has now become more or less a problem for most governments because of its consequences (Bennis, 2004).

We live in an age of networking, an age in which the emergence of online social networks, new communication methods, and information have introduced a wider field of social communication (Mir Mohammad Sadeghi, 2012, p. 10). In the contemporary world, the so-called "Information and Communication Age", and the media have taken over everything; the function and importance of these media are not hidden from anyone. One of the special functions of the media, especially virtual social networks, is information and news coverage. During this period, the use of virtual social networks is becoming more and more popular. Social networks have now become the most widely used internet services after large portals such as Yahoo, MSN or search engines such as Google. As Manuel Castells puts it, new information technologies are connecting far-flung parts of the world on global networks. Computer communications create a set of virtual societies, as a result of which all the material and spiritual structures and processes of mankind are transformed (Quoted by Tohidi Rad, 2010). Considering the debate over the frequency of audiences in these three media over the rest of the media, the aim of this study was to identify the reasons and factors influencing the tendency of Ardebil people to receive news from one of the ways of national media, social networks and satellite networks and intends to answer the following basic question: How do the people of Ardebil compare to national media news, social networks and satellite networks?

Literature review

This section deals with researches in the field of media news by researchers on topics related to information such as 'trust in the news', 'news credits', 'comparisons of news delivery methods', and etc.

The study "investigating the performance of national media news in the tendency of foreign media communications experts" was conducted by Mohammad Reza Norouzpour in the 2004 presidential election. Compared to domestic and foreign media, it can be said that experts trust foreign media more than national media. Foreign media did not use censorship on election events, although it seems that the most important reason for the immediate coverage of post-

election issues by foreign networks was to foment dissent, assist the opposition and attraction of such news for media.

'A Comparative Study of Impartiality in Iranian News Release' the results of Samaneh Soltanipour's investigations on BBC Persian, Manoto, National Television, and the Iranian News Network indicate that the reporter's views on opposition and dissenting groups are more than 72% of news on the news and channel, one Iranian television station was dedicated to echoing the views of support groups. Half of the newsroom 'Manoto' was devoted to reflecting the views of opposition groups, and most of the news in B.B.C was devoted to both sides of the story.

Positive value traits in two internal networks more than BBC Persian and the newsroom and use of negative traits in the newsroom and news network were more studied than other networks. Impartiality indices across networks are not significantly different and have not received much attention.

In the study of Afhami et al. (2007), age, sex, education level, residence, leisure time and evaluation of internal television programs have been influential in their tendency to satellite and information acquisition. In the cognitive dimension of satellite orientation, the majority of satellite respondents consider increasing their knowledge and responding to the different needs of age and sex groups, and in the emotional dimension of satellite orientation, the majority of satellite respondents consider it enjoyable, fun and interesting. In the behavioral dimension, most people tend to watch satellite programs, but they never encourage others to watch the satellite. Belief in the religion in the two groups of those who have access to satellites and those who have no access to the satellite have a significant difference with each other so that those that do not use satellites are more likely to be undertaken in religious beliefs and behaviors. Basir's (2008) results showed that the majority of respondents believe that satellite provides them happy moments and leisure time, On the other hand, these people are concerned about the effects of the satellite on their family life structure.

Mojtaba Amiri and Younes Noori Moradabadi (2012) in an article entitled "Investigating the Relationship between Political Attitude, Trust in National Media, Active Audience and Students' Attitudes toward social networks in Tehran University" refer to social media as a set of new media-based sites and tools. According to the results of this research in recent years, the mentioned social network has grown significantly compared to other social networks and has been able to attract a large and heterogeneous audience worldwide. Evidence in Iran shows that despite the filtering of some of the most important social networks, users' interest in these networks is growing exponentially. The main focus of this research is on Facebook as the most popular social network and the researcher aims to explain the factors affecting the tendency of this network among Tehran State University students while using survey method and questionnaire formulation. The results of data analysis showed that there is a relationship between audience activism and trust in the news media and tendency to Facebook, and the hypothesis "relationship between political orientation and tendency to Facebook" was not confirmed in this study.

In order to examine factors that may be related to the level of trust in the media, Shahou Sabar and Duan Heian (2015) have studied the article entitled "Factors Related to Audience Confidence in Modern and Traditional Media; A Look at the Media Type, Message Content, and Audience Characteristics". Three factors of media type, media content and audience characteristics were studied in this study. Analysis of the 250 questionnaires filled by Iranians reveals significant relationships. This study shows that all three of these factors can be examined for studying media trust. Concerning the type of media, the findings indicate that, for medical and economic information, individuals have shown more confidence in specialized journals in these areas than in their dedicated programs on these areas on television or dedicated pages in

newspapers and the Internet. Content-type also had a significant relationship with the level of trust. For example, when it comes to medical content, people have the least trust in the Internet, but when it comes to the economic stuff, the highest level of mistrust is related to the television media. Concerning audience characteristics, research also shows that in addition to the general characteristics of individuals and their media consumption, there are also significant relationships between their psychological characteristics and their level of trust in the media (Sabar and Heian, 2015: 206).

Another article entitled, "Knowledge Gaps: A Comparative Comparison between Online News and Print News" was written in 2011 by Ying and Gerb. This research study examines the hypothesis of the knowledge gap between the educational level of the audience and the forms of news (print and online news). The results of this study indicate a gap in public knowledge of various educational backgrounds among South Korean citizens (N=123). The more educated group understood the news with equal quality levels in both online and print media, while the lower educated group learned more from reading the newspaper than the online version. Consequently, the findings of this study support the hypothesis of knowledge gaps through exploratory study and provide evidence for digital gaps (Peng & Grab, 2011).

Seifpoor (2011) in his research, considers factors such as diversity in satellite programs, leisure time, film and television broadcasts, acquaintance with nations and other cultures, awareness of news and analysis of events, opposition and ethnic trends, awareness of beyond the red lines, raising some important issues that do not fit into the customary of society, and designing and discussing specific religious themes to attract audiences to the media.

Theoretical literature

Theoretical foundations of this study are theories of Uses and gratifications, persuasion and Agenda-setting theory. The theoretical approach is mass communication. In the approach that is addressed to media audiences, it is emphasized that the audience's motivation to use media products is gratifications and satisfaction of some of their experienced needs, and that consumption is also directed towards those gratifications (Sullivan et al., 197). Media use depends on the satisfaction, needs, wishes or motivations of each individual audience. The main types of people's needs are information, peace, companionship, enjoyment or escape. Media audiences or media content can also be categorized based on this comprehensive range of motivations. The relative attachment of the audience to the various media is related to the differences between their desires and their expected satisfaction (Surin & Tankard, 1976: 902-901).

Persuasion and Attitude Change is a process in which people, groups, private or governmental institutes, the media and others try to make their desired changes by sending their messages. At first, this change forms in the audience's mind and then it forces them into behaviors and actions that fulfill the goals of the message senders.

New theories state that the audience is active. In fact, persuasion is a reciprocal process in which both the sender and receiver groups approach a message or communication event and use it to respond to needs. In such an approach, the respondent is never passive, the respondent is active and seeks an encouraging to respond to his or her needs. It is the persuader who recognizes the respondent's needs and responds by adopting a message or messages (Kia & Saedi, 1979: 120).

Reasons for Using a Media (According to the Uses and gratifications Approach)

For many years, mass media researchers, especially proponents of user and satisfaction approaches, have investigated the audience's motivations for using the media, for this reason, a

group of researchers has found satisfaction with the needs and another group have found needs with satisfaction To find out, for example, which mass media provides better information in the community under study.

Some have put the content of the program against the needs and, for example, have attempted to answer the question of what kind of program is best for finding a companion.

Another group of researchers has investigated the interaction between the psychological and sociological characteristics of the audience with media needs (media or specific media content). They have also tried to show, on the one hand, that a program meets multiple needs at the same time, and on the other hand, what program will meet that need?

Researchers have proposed more or less different classifications for the reasons for using different media or different types of content. Hertzog has offered competitive incentives and sportsmanship for listening to radio competitions and it has offered needs such as emotional liberation, wishful thinking, and guidance to listen to the radio programs.

Mendelssohn cites listening to the radio for reasons such as finding a partner, spending time, changing moods, overcoming loneliness, getting information and news, participating in events, and contributing to social interaction (Niko et al., 81 13).

In early research, often only one motivation was examined without considering intervening variables such as social status, attitude, norm, and the like. The reasons for using the media and its relation to social characteristics, lifestyles, attitudes, and other factors associated with demographic characteristics were presented by the evolution of the typology approach. McQuillan, Bellamer, and Brown introduced their typology by considering the interaction between the media and the audience, including four motives for using the media with topics such as fun and entertainment, personal communication, personal identity, and getting information.

In this classification, there is a smaller degree of satisfaction in each group of satisfactions. For example, situations such as escaping monotonous work pressure, escaping problems or emotional release are among the "fun and entertainment" satisfactions. Finding companion and social use has also been cited as satisfactions of personal communication (Niko et al., 2002: 84).

Robin (1986) examines the relationship between television viewing motivation and viewing patterns among adults in his study. He does not consider television viewing behavior solely affected by a single and isolated motivation rather he believes the audience can turn to television with a variety of related motives. In other words, he aims to find the best model of interaction between television viewing motivation, behavior, and attitude and a pattern that can best explain the attitudes of viewers (Certo, 2010). Katz, Gurweij, and Haas (1973, cited by Nico et al., 2002: 85) also extracted 35 needs from mainly theoretical writings on the social and psychological functions of the mass media and divided them into five categories.

These 4 categories are as follows:

1. Cognitive needs (Getting information, awareness, and cognition)
2. Emotional Needs (Emotional Experiences)
3. Personal cohesive needs (enhancing credibility, trust, stability, and status)
4. Stress-free needs (leisure and comfort)

Niko et al. (2002) provide a categorization with regard to the different classifications that have been used to justify media use. According to this classification, the reasons for using a media can be set out below.

1. Fun and entertainment
2. Spending time/ out of habit
3. Getting information and learning
4. Social use
5. Personal identity
6. Promoting Spirituality

Proponents of the "use and satisfaction" approach believe that different needs may lead the audience to use the media (especially television) for entertainment that the most important of these is the need for arousal and peace and escape problems (Demers, 2003).

Need for arousal/ relaxation

There has always been this assumption about the content of media entertaining, especially television or in other words, watching television for entertaining, which is essentially a sign of the need for relaxation. There is no doubt that many viewers want to watch something soothing after a stressful day. In Research (Rosinger. Bower: 1973. Atkins: 1988. Wenner & palmqreen: 1985. Rabin 1986) and as a result, such a message that may be very powerful in attracting an excited audience (the first factor above) will not be able to calm the audience (due to the second factor). Thus, it can be concluded that exciting programs (especially if the field of emotions close to the emotional field of the audience) do not have a comforting function for the audience, whereas neutral programs reduce both the level of arousal and the violent behavior. In other words, it can be said that if the angry person watches programs that are not related to the subject of his or her anger, he/she will relax and, as a result, the media will restrain his / her anti-social behavior.

Research Method

Since the present study investigates the comparison of Ardebil people's use of national media, social networks and satellite networks for receiving news, the research has a descriptive-inferential nature and by using the calculated correlation coefficients, a structural model was developed. The statistical population of this study includes all the people of Ardabil in 1397. The sampling method in this study was a cluster sampling method that was selected using the Cochran formula with 400 people. A researcher questionnaire was used to collect data. Cronbach's alpha coefficient was estimated to determine the reliability of the questionnaires. In this study, Cronbach's alpha results of the preliminary study indicated that the reliability of the questionnaires was appropriate.

Table 1.
Reliability in the present study

Questionnaires	Cronbach's alpha
Islamic Republic Broadcasting	0.93
Social networks	0.77
Satellite Networks	0.9

Based on the results of the above table, it is clear that internal consistency and Cronbach's alpha coefficient reliability is 93% for social media, 0.77 for social networks and 0.90 for satellite networks, which indicates the suitability of questionnaires.

To investigate the validity² of the present study, face validity and content validity were considered that. In order to achieve the content validity and the face validity of the pre-run measurement instrument, the validity of the instrument was evaluated through the experts and scholars, and this process continued to some extent until the researcher achieve the desired validity.

Research findings

In this section, we investigate some of the research hypotheses:

Hypothesis 1: There is a significant difference between the level of public trust and the tendency to satellite networks, social networks and the Islamic Republic of Iran broadcasting.

Table 2.
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IR-IB)	380	1.6211	0.61945	1	3
social networks	380	2.2316	0.78847	1	3
satellite networks	380	1.6737	0.77483	1	3

Based on the results of the above table, it is clear that the average of the tendency to the IRIB networks was 1.62, the tendency to social networks was 2.23 and the tendency to the satellite networks was 1.67. Therefore, it is clear that there is a difference between the means; Friedman test was used to measure the significant difference between these mean scores.

Table 3.
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.82
social networks	2.42
satellite networks	1.76

The above table shows that the highest average is related to the tendency to social network and then tendency to the Islamic Republic of Iran TV programs and finally the average of rank is related to satellite networks.

Hypothesis 2: There is a significant difference between the accuracy of news on satellite, social networks and the Islamic Republic of Iran broadcasting.

Table 4.
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	3	1.3	0.53259	1	3
social networks	88	2.1	0.80476	1	3
satellite networks	88	1.8	0.74723	1	3
	88	2.47			

Based on the results of the above table, it is clear that from the standpoint of respondents, the average accuracy and transparency of the news in social networks is 2.18, in satellite networks is 1.82 and in Islamic Republic of Iran Broadcasting is 1.32. The Friedman test was used to examine the significance of the differences.

Hypothesis 3: There is a significant difference between the speed of news broadcasting on satellite networks, social networks and the Islamic Republic of Iran broadcasting.

Table 5.
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	3	1.6	0.60003	1	3
social networks	92	2.6	0.56813	1	3
satellite networks	92	2.4	0.65294	1	3
	92	2.47			

The mean score of respondents about the speed of news dissemination for the Islamic Republic of Iran broadcasting was 1.68, for social networks was 2.67 and for satellite networks was 2.40. The Friedman test was used to measure the significance of the difference.

Table 6
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.43
social networks	2.45
satellite networks	2.11

Based on the results of the above table, it is clear that the mean rank of news dissemination speed from the standpoint of respondents for social networks is 2.45, for satellite networks is 2.11 and for the Islamic Republic of Iran, broadcasting news is 1.43.

Hypothesis 4: There is a significant difference between the impartiality of news broadcasts on satellite, social media and the Islamic Republic of Iran broadcasting.

Table 7.
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	3	1.5	0.72936	1	3
social networks	92	714			
	3	2	0.75689	1	3
satellite networks	92				
	3	1.6	0.70693	1	3
	92	327			

The mean score of respondents about the neutrality of the news was 1.57 for the Islamic Republic of Iran broadcasting, 2.00 for social networks and 1.63 for satellite networks. The Friedman test was used to measure the significance of the difference.

Table 8
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.8
social networks	2.27
satellite networks	1.93

Based on the results of the above table, it is clear that the mean rank of news neutrality from the standpoint of respondents for social networks is 2.27, for satellite networks is 1.93 and for the Islamic Republic of Iran, broadcasting news is 1.80.

Table 9.
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	3	1.3	0.58302	1	3
social networks	88	814			
	3	1.8	0.61573	1	3
satellite networks	88	454			
	3	1.7	0.65935	1	3
	88	526			

The mean score of respondents about the neutrality from the standpoint of experts for the Islamic Republic of Iran the figure was 1.38, for social networks was 1.84 and for satellite networks was 1.75. The Friedman test was used to measure the significance of the difference.

Table 10
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.63
social networks	2.25
satellite networks	2.12

Based on the results of the above table, it is clear that the mean rank of neutrality from the standpoint of experts for social networking is 2.25, for satellite networks is 2.12 and for IRIB news is 1.63.

Hypothesis 5: There is a significant difference between the use of the last news report images along with news broadcasts in the satellite news, social networks, and IRI news sections.

Table 11.
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	38	1.6	0.57307	1	3
social networks	38	2.4	0.55050	1	3
satellite networks	38	2.4	0.60842	1	3

The mean score of respondents about the use of the last report images for IRI was 1.65, for social networks was 2.4 and for satellite networks was 2.43. The Friedman test was used to measure the significance of the difference.

Table 12.
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.44
social networks	2.27
satellite networks	2.29

Based on the results of the above table, it is clear that the mean rank of using the last report images from the standpoint of respondents for social networks is 2.27, for satellite networks is 2.29 and for IRI news is 1.44

Hypothesis 6: There is a significant difference between innovation and attention to the quality of satellite, social network, and IRIB programs.

Table 13.
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	3	1.5	0.61072	1	3
social networks	3	2.2	0.58977	1	3
satellite networks	3	2.3	0.66694	1	3

The mean score of respondents about the use of innovation was 1.52 for IRI, 2.28 for social networks and 2.39 for satellite networks. The Friedman test was used to measure the significance of the difference.

Table 14
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.45
social networks	2.21
satellite networks	2.34

Based on the results of the above table, it is clear that the mean rank of using innovation from the standpoint of respondents for social networks is 2.21, for satellite networks is 2.34 and for IRI news is 1.45.

Table 15
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	384	1.6771	0.71529	1	3
social networks	384	2.1042	0.68523	1	3
satellite networks	384	2.4583	0.66099	1	3

Regarding the quality of the programs, the mean score of respondents for the Islamic Republic of Iran was 1.67, for the social networks 2.10 and for the satellite networks was 2.45. The Friedman test was used to measure the significance of the difference.

Table 16
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.57
social networks	2.04
satellite networks	2.39

Based on the results of the above table, it is clear that the mean score for the quality of the programs from the standpoint of respondents for social networks is 2.04, for satellite networks is 2.39 and for IRI news is 1.57.

• Hypothesis 7: There is a significant difference in the amount of attention paid to the audience's motivation and tendency to the satellite network, social network and IRI for getting the news.

Table 17
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	39	1.5	0.70253	1	3
social networks	2	510			
	39	2.4	0.63969	1	3
	2	286			
satellite networks	39	2.1	0.77489	1	3
	2	837			

The mean score of respondents about the amount of attention to audience motivation for IRI was 1.55, for social networks was 2.42 and for satellite networks was 2.18. The Friedman test was used to measure the significance of the difference.

Table 18
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.54
social networks	2.36
satellite networks	2.10

Based on the results of the above table, it is clear that the mean rank of attention to motivation from the standpoint of respondents for social networks is 2.604, for satellite networks is 2.10 and for the Islamic Republic of Iran, broadcasting news is 1.54.

• Hypothesis 8: There is a significant difference between the number of social freedoms and the tendency to satellite networks, social networks and the Islamic Republic of Iran Broadcasting for getting new.

Table 19
Descriptive statistics

	Number	average	The standard deviation	Lowest score	Highest score
Islamic Republic of Iran Broadcasting (IRIB)	39	1.3	0.62257	1	3
social networks	2	367			
	39	2.3	0.64973	1	3
	2	878			
satellite networks	39	2.4	0.72829	1	3
	2	184			

Concerning the degree of social freedom of the audience, the mean response of the respondents was 1.33 for IRI, 2.38 for social networks and 2.41 for satellite networks. The Friedman test was used to measure the significance of the difference.

Table 20
Rankings

	rank Average
Islamic Republic of Iran broadcasting	1.33
social networks	2.32
satellite networks	2.35

Based on the results of the above table, it is clear that the mean rank of attention to social freedom of the audience from the standpoint of respondents for social networks is 2.32, for satellite networks is 2.35 and for IRIB is 1.3.

Discussion of research findings

The findings of this study can be categorized into three main groups: reasons for the tendency of news content on social networks, programs of the Islamic Republic of Iran and satellite channels.

According to the results, the average tendency of participants in Ardebil to obtain news content related to social networks and subsequently to the programs of the Islamic Republic of Iran and finally the average rating is related to satellite networks. Respondents' satisfaction with the content attractiveness of social networks in the indicators of accuracy and transparency, dissemination rate, news impartiality, latest visual reports, visual and auditory attractions, attention to the quality of programs, attention to motivation from respondents, low censorship, addressing topics of interest and needs of the audience, using news images, and using expert views on IRI news and satellite news as a source of news for them has been a top priority. Based on the results, it was found that the average rating of news rumors for social network respondents was 2.5, for satellite networks was 1.95 and for IRI news was 1.55.

The majority of respondents do not trust the IRIB news networks and believe that IRIB has less transparency and more news censorship and silence than social and satellite networks. The lowest average neutrality rating and the least average rate for news coverage were 1.43. In the opinion of respondents, the Islamic Republic of Iran's news networks uses new video reports in comparison with social networks and satellite networks. Content attractions such as innovation, attention to the quality of programs, attention to motivation from the viewpoints of the respondents have a lower average than the social networks and satellite networks. Respondents' satisfaction with the content attractiveness of the Islamic Republic of Iran News Network in the indexes of religious beliefs, audience promising news on social media and satellite news as a source of news for them has been a top priority.

The majority of respondents believe that the rankings of the use of innovation, attention to the quality of programs and social freedoms of satellite networks are higher than the news broadcasts of IRI. But the religious beliefs and promising news in this media are less than in other media. The results of this study are in line with those of Javaheri and Balakani (2006), Hosseinzadeh et al. (2012), Imam Jomezadeh et al. (2014), Moay (1996), Roemer and Jamson (2009), Schmidtbeek & Welsing (2010), Yoselander (2002) and Gross et al. (2004). The results of this study showed that there is a significant difference between people's trust in satellite news, social networks and IRI networks and people's attitudes towards these networks.

In research on mass media and trust, they examine the effect of mass media on social trust. In this study, the effects of three types of internal media, satellite, and newspaper on three types of interpersonal, general and institutional trusts are investigated. The results show that the use of mass media is not significantly correlated with interpersonal trust, but its relationship with general and institutional trust is significant, which is consistent with the first hypothesis of the present study.

The Islamic Republic of Iran Broadcasting Center has conducted seasonal surveys of IRI news broadcasts in 31 cities with IQA and Tehran in each season from spring 2009 to winter 2010. The results of the survey show that the Islamic Republic of Iran TV is the main source of news for the audience and between 72 and 83 percent of the people during the past two years have referred to the media to obtain news. These results are not in line with the first hypothesis and the first question of the present study; most Ardabil people's news sources are social media.

The results of Samaneh Soltanipour's investigations into a comparative study of the impartiality of a broadcaster or reporter in broadcasting Iranian news on BBC Persian, Manoto, National Television and the Iranian News Network in the 2011 indicate that more than 80% of the news on an Iranian television channel is devoted to echoing the opinions of support groups, half of the news of Manoto newsroom reflecting on the opposition groups and most of the BBC Persian news echoing views of both sides of the story and neutral groups. Positive value traits in two internal networks are more than Persian B.B.C and newsroom and the use of negative traits in newsroom and news networks is more than the other two networks. Overall, the Persian BBC had the highest level of impartiality among the networks studied, and the induction of impartiality between the networks was not significant and was not considered much. These results are not in line with the fourth hypothesis of the present study and based on the results, the mean rating of news coverage by respondents for social networks is 2.27, for satellite networks is equal to 1.93 and for IRI news is equal to 1.80.

The findings of Ziba Darfeshe's research show that satellite owners have little or no trust in VOA, Manoto and Sima news, and their trust in BBC news is high and very high. They believe that all of these networks have acted in a low and very low level of news broadcasting. The results also indicate that the audiences were less satisfied with the content attractiveness of IRI news such as news accuracy, transparency, impartiality, speed of publication, and censorship compared to satellite channels. This is consistent with hypotheses two, three, four, and six of the present study.

Operational Suggestions

Here are some tips for increasing audience trust:

- Providing obvious and detailed information, stating source at the beginning and end of the news, using statistics in the news section
- Use of diverse and prominent experts live visual communication with authorities from their workplace, live communication with experts close to the event.
- Speech by showing written documentation, presence of a news reporter in news areas around the country
- Live broadcast of the event with the least delay, live communication with the reporter at the scene
- Using images simultaneously and together in live communication, fast Informing with the least delay
- Showing breaking news by providing a quotation, showing news speed to the audience by interrupting ordinary network programs
- Observation of social networks and cyberspace, observation of other global news networks, proper use of archival images, reporting of news history
- Exclusive interviews with the agents involved in the news, broadcasting exclusive and exclusive reports on the network, Stating the reason for the news importance for the audience
- Linking news to the audience's daily life, the absence of a boundary between the newsroom and the studio of the annotated news section, making the simultaneous live visual connection.
- Getting recognized as a network reporter without the use of badges and logos, live video communication and playing live videos from the scene simultaneously
- Using regional reporters, using audience images to produce news, utilizing the capacity of citizen journalism
- Using submitted videos from agents involved in an event, Referring to various experts
- Live communication with elites and analyzers in other countries, talk to specialist reporters such as IT reporter, Interview with specialist reporters such as the IT reporter
- Live interview with eyewitnesses, the presence of experts and officials and even eyewitnesses in the news studio

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