

Sociological Analysis of media role by changing environmental behavior (case study: students of Payam Noor university of Ardebil)

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Abstract

The main purpose of this research is sociological analysis of media role by changing environmental behavior (case study about students of Payam Noor university of Ardebil).

The research is accomplished by surveying method. The unit for analysis of research is people and especially students. Population of research includes 380 students of Payam Noor University which are recognized by Cochran formula.

There is a significant correlation between hypothesis of responsible behavior and conscious behavior with the level of using media. Hypotheses about conscious and desired behaviors are rejected and there is not a significant correlation between them. Regression test also showed 0.018 that means below 1% by the variables of the research.

Keywords: *media, desired behavior, conscientious behavior, conscious behavior, responsible behavior, environmental organization, environment.*

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Problem statement

Doubtless, media can be considered as one of the most important principles for improving science in the society in a way that, nowadays media determine path of thought and culture in every dimension of life and also human behavior in protecting environment around the world.

Presenting information about environment to all levels of society and internalizing this data, media modifies behavior and expands environmental culture in the society (Abdi, 2014). Nowadays, the issue of environment is considered a universal problem and it is not possible without media presence and help. Attitude and affectability of human by the media influence their behavior about environment. Media as the most important element of affecting awareness and behavior changing plays vital role in protecting environment. Applying different information making and educational elements for creating behavior changes in people is expanding very fast. Different countries using cultural and social characteristics are proceed planning and utilizing all of their national media in order to protect environment from destroying (Rahemi & Taheri 2005, p:8).

A series of researchers suggest that environmental catastrophes result from direct and indirect intervention of human being. Mahdavi, Vaziry, 2010). Zac Icosto as a famous ocean scientist states that "in the past time, the nature threatened humanity, but nowadays, humanity threatens the nature (Azarang, 1985, p: 55). Every individuals in the society can actively take part in protecting environment by more deliberation and changing behavior. The most important way for protecting environment is knowing environmental culture and changing behavior and this is not achievable unless informing and educating through media. Doubtless, one of the most important function of media is education and training (Gharibzade, 2010). Marshal MC Lohan calls present century as "electronic vehicle age" and he emphasizes mostly on TV. He calls TV as overlord of media and

believes that TV will specify everything in the current century. Since TV deals with all senses of individuals, it influences on emotional and mostly informational aspect of man and has special skill in valuing and presenting events (Dadgaran, 2011), p:121).

So, the main purpose of this research is sociological analysis of media role by changing environmental behavior (case study about students of Payam Noor university of Ardebil). In fact, this research analyzes the question that what is the correlation between level of using media and changing environmental behavior of students?

Theoretical basis of research

Environmental theories

Evolution of human being and environment cooperation

Relation between human being and the nature is changing and during the history. These evolutions are divided to three important phases. In the first phase that is called "dominance of the nature over man", individuals guided the environment in the frame of a series of powers or saw it as power (Sutton, 2007). In this age, humanity dominated by the nature and they were not capable of interfering or grabbing the nature. If there were a few trivial changes in the nature, they would not damage the nature. The nature tolerated such kind of occupations and compensated it easily. In the second phrase that is called the age of man dominancy on the nature, man achieved the nature secret. Because of urbanism expansion and industrialism, the relation between man and nature changed considerably. The most dominant view in that age was that in comparison to society and culture, the nature is imperfect (Sutton, 2007). The wild and original nature should be tamed and trained by man. Based on these thoughts and manners, man considered himself as the landlord and owner of earth and behaved with nature as his wishes, and consequently, polluted and damaged the nature and natural resources through irregular utilization. The expansion of this damage and pollution was very unbearable for the nature. Unprecedented pollution of water, soil, climate change, acidic rain, damage of jungles and rare kind of plants expedite earth to an environmental disaster.

In the third phrase, man got aware of the risks that threatened environment and thought about creating a new relation with the nature. The base of this new relation was the fact that natural

endowments for man usage is not unceasing and created damages due to irregular usage not only endangers modern generation life, but also the life of future generation.

Media approaches

Cultivation theory

Gerbner cultivation theory (1969) is considered the preferment theory among works that analyzed media in a long time. He emphasized on long term and gradual influences of media especially radio and TV on the formation of mental image of addresses about external world and their conceptualization about social facts. The principle instance for cultivation theory is achieved through systematic analysis of American radio and TV that is performed by Gerbner and his colleagues in a few consecutive years. Gerbner argues that importance of media is not only in formation of mass but also in creation of common solutions for selecting and viewing events that are practicable using messages systems based on technology and leads to a universal understanding. Indeed, media tend to present similar and to somehow consensus stories about social facts and makes its audiences to be compatible with the culture (MC coeval, 1994, P 99). The results of Gerbner study shows that radio and TV have found a pivotal position in daily life of man that caused it to be dominant in the symbolic environment of man and its messages about reality replaced by personal experience and other elements for knowing the universe. In Grenber's point of view, radio and TV messages have a deep gap with the reality but finally they are accepted a common view due to repetition (MC coeval, 2003, p 400). He also reminds that a common televisor watches TV four hours a day but a high-consumption televisor watches more hours.

Cultivation theorists argue that TV and radio have long time, gradual and indirect but cumulous and accumulative effects. They emphasize that spending more time on watching TV is observed as cultivating attitudes that is mostly cooperated with the world that TV programs are pictured in it than the real world (Mahdizade, 2012, p;66). In their idea, from high consumption televisor point of view, radio and TV practically preempt other information resources and thoughts and awareness and combine them, the effect of confronting similar messages create things that Grenber calls them cultivation that

includes common cosmopolitan training, prevalent roles and values in a way that watching TV for a long time changes high consumption televisions' cosmopolitan and value system and donates them unit TV and radio attitude toward reality and also influence televisions' beliefs and values. So, based on his research about high and low consumption televisions, Grenber concludes that high and low consumers of TV show different answers and even these differences are demonstrated in some important variables such as age, education level, studying news and even sex. (Soren & Tankard 2011, p:290). Cultivation researchers point to four phrase procedure in order to present their view about radio and TV as a dominant cultural media. They call the first phrase as "analysis of message system" that is analyzing images, concepts, values and roles that are broadcasted continuously on the TV.

The second phrase is adjusting and codifying questions about quality and quantity of social realities from televisions' point of view. The third phrase is studying televisions in order to analyze the time that people spend on watching TV and finally the fourth phrase considers high and low consumers conceptions about social realities and compares them (Baran and Davis 2000, 315). After reviewing his theory, Grenber added two more concepts called "mainstream" and "Resonance" and by applying these concepts he considers this reality that spending much time on TV and radio has different effects for different social groups. According to his theory, mainstream takes place while spending more time on watching TV cause parallelism of views in the society (Soren and Tankard, 2011, p:392). As a result, mainstream process means that radio and TV cultivate common sceneries and simulate views (Mahdizade, 2012, 68). Resonance takes place while the audiences of radio and TV are coincident with daily facts of life, in other words, everything that they watch on the TV, remind them about the fact of their life, so, in this case the effect of cultivation in a especial group of society increases. Grenber added these two concepts the cultivation theory and concluded that radio and TV cooperate with other variables in a way that watching TV would have more effect on subgroups and won't have any effect on other group (Soren, Tankard, 2011, p:392).

The theory of cultivation points to the simple and concise results about spending more time on TV. According to this theory, radio and

TV has small, long time, gradual and direct but important and additive effect on the televisors. Based on cultivation theory, Televisors are divided to two groups: high-consumer televisors and low-consumer televisors.

Methodology

According to its purposes, this research is an applied one, and collecting data and answering the related questions are descriptive and correlative. In order to collect data and information we used both desk study and field study. In other words, for completing theoretical basis of research, we used desk study and for collecting other type of information we used survey method. Unit for analyzing data is "individuals" and especially "students".

Population of research is undergraduate students of Payam Noor university of Ardebil in 2015-2016. Using Cochran formula, Sample size of research is 348 students. Sampling is based on assortment.

Conclusion

Hypothesis: there is correlation between the levels of using media with responsible behavior about environment in the students of Ardebil Payam Noor University.

Pearson Test		
	Responsible behavior about environment	Level of using media
Pearson correlation	1	0.095
Significance	0	0.045
Total	380	380

Since dependent variable (level of using media) and dependent variable (responsible behavior about environment) both are spatial, we used Pearson correlation and is analyzed in 99 % of dependency level. Significance level is 0.045 that shows there is a significant correlation between level of using media and responsible behavior about environment. Pearson correlation level is 0.095 that shows weak and direct correlation between variables. Consequently, according the data of table H0 is rejected and H1 is accepted.

In other words, the results of test shows that the level of using media has significant effect on responsible behavior about environment. According to the data presented in table, the more the level of using media, the higher the responsible behavior about environment.

Hypothesis: there is correlation between the levels of using media with conscious behavior about environment in the students of Ardebil Payam Noor University.

Pearson Test	
	Conscious behavior about environment
Pearson correlation	1
Significance	0
Total	380

Since dependent variable (level of using media) and dependent variable (conscious behavior about environment) both are spatial, we used Pearson correlation and is analyzed in 99 % of dependency level. Significance level is 0.043 that shows there is a significant correlation between level of using media and conscious behavior about environment. Pearson correlation level is 0.099 that shows weak and direct correlation between variables. Consequently, according the data of table H0 is rejected and H1 is accepted.

In other words, the results of test shows that the level of using media has significant effect on conscious behavior about environment. According to the data presented in table, the more the level of using media, the higher the conscious behavior about environment.

Hypothesis: there is correlation between the levels of using media with desired behavior about environment in the students of Ardebil Payam Noor University.

Pearson Test	
	Desired behavior about environment
Pearson correlation	1
Significance	0
Total	380

Since dependent variable (level of using media) and dependent variable (desired behavior about environment) both are spatial, we used Pearson correlation and is analyzed in 99 % of dependency level. Significance level is 0.0287 that shows there isn't a significant correlation between level of using media and desired behavior about environment. Consequently, according the data of table H0 is accepted and H1 is rejected.

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