

## SEARCHING CAUSES STUDENTS GROWING TO STUDENT WEBLOGS ANALYZING THE CASE STUDY ASSOCIATION OF SCIENTIFIC MEDIA MANAGEMENT

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### ABSTRACT

The present survey analyzed the reasons growing to student weblogs and it is trying to reply what point causes gathering students at virtual sites for solving their problems. The main axel of this study is on identifying the reasons students growing to student weblogs. The method of searching is introductive searching by sending 130 questionnaires via e-mail to media management students and graduated and by getting 41 answer sheet they concluded during 8 hypothesis expressed in survey three of them are approvable, in this concern accessibility to data and news during the sense of confident and tranquil it found a meaningful relation in the interactions at website.

**KEYWORDS:** Weblog, Writing weblog, Student weblog, PayameNour University

Internet is a new media which it is going with the other media in virtual environment. In recent years writing weblogs is known as one of the best methods of informing during different groups of people. Weblogs are in the multimedia with the goal of registering self writings though by passing time weblogs found other applications instead of personal writings and there are weblogs by education goals in virtual environment.

Students paying attention to weblog writing in their particular field it caused federation gathering at student's weblogs. Lots of reasons can be the cause of this. So between them it can be mention to informing university for interaction by other students.

In the importance of the point it can be told that it is applied of educational points. It was mentioned applying virtual teaching can replace face to face teaching and learning for interaction and exchanging their points of views. Today student weblogs replace student's presentation and interactions. So it is un important pace in learning by superior educational system.

In present paper it was analyzed the points of students' application in "Media- Management.ir" So the main axel of this study and it is looking for reply the following questions:

- What are the reason students growing to student weblogs?
- Which characteristics in weblogs can lead to increasing this growing?
- Which lost from superior education lead to increasing this growing?

### THEORETICAL BASES

In the present it was pointed to two scientific theories analysis:

First uses and gratification theory as "the relations of Medias" this theory in place of message insist on the audience on in contrast of media effects it consider the consumers of medias, it is considered as the beginning. This thesis knows the audiences active people under Medias affection though it was applied of satisfaction and media messages, they have direct relation. (Stifen, 2005:763) He believes the audience select via the routs of wisdom and knowledge. The main axel of this theory is dependency for overcoming needs and reaching to the goals, they are dependent on data, the thesis which is comforting with fundamental ideas. (Saurian and Tankard, 2011, 767) Meanwhile he knows the audience active he insists on the audience interest and he tries to observe the audience social growing and why they were applied for? Very briefly reply to this question it is people applied them for tranquil and shaping the media by their own personal ideas.

The "dependency theories" known as "Ecological" theory affect on the relation of big systems, middle and little and it affect on its parts. One ecological theory knows society as organic system about the social treatments of people in modern societies and with groups, organizations and other social institutions.» (Day Floor & Ball roukich,, 1989: 302-303 told by Mehdizade).

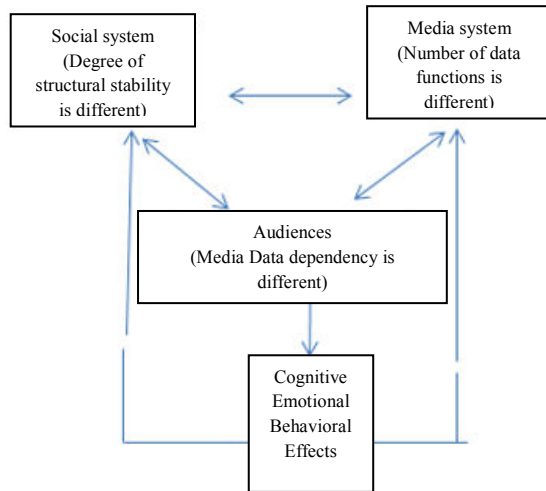
This thesis is pointing to it people have different dependencies to Medias and these dependencies are

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different from a person to other person, from a group to other group and a culture to other culture.

In new developed society, lots of trading actions, needs up to date data and reliable and the audiences are dependent to them very much (Saurian and Tankard, 2002:413).

Mac Kowal and SaunVindal (2009) they expressed the most important idea of dependencies know the sources of data for mega Medias regarding to social directions, the model of dependency thesis illustrated as the following:



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**METHODS OF SEARCH**

The survey was done introductive searching. The statistic society of contain media management students of Payame Noor who they are the members of management weblog. For gathering data it was designed a

questionnaire with 14 questions. The model was 41 people of Payame Noor students of Tehran – west branch whom they were selected randomly.

**FOUNDLINGS**

**Introductive findings**

During the data gained from questionnaire, 65/9% of repliers were women and 32/4% of repliers were men, most of repliers were between 31 to 37 years old.

Most of students were informed by other students. In which 53/7% of these people were informed of student weblogs.

82/9% of people have not applied of students' specifications and 17/1 % of them have applied of the services recently.

61% of students prefer select their lesson not participating, it mean they prefer self reading and electronically.

During the gained data of questionnaire they spent less than 10 minutes at scientific weblogs. In which 46/3% of people their application was less than ten minutes each day. 26/8% of people's application was more than 29 minutes. 19/5% of people applied between 11 to 16 minutes per day. 4/9% of people applied 17 to 22 minutes and 2/4 % of people applied 23 to 28 minutes per day.

**Comprehensive findings**

Testing the first hypothesis: It resembles it is relation between student interactions and their growing to scientific weblog.

**Chart 1: The Pierson test results in first hypothesis**

The amount of students integrations	The average of daily application of weblog		
.040	1	Pearson Correlation	The average of daily application of weblog
.803	.	Sig.(2-tailed)	
41	41	N	
1	.040	Pearson Correlation	The amount of students integrations
.	.803	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/803 and because it was >0/025 we found that there is not a meaningful relation between students interactions with each other and their amount of applications of weblog.

Testing the second hypothesis: It seems there is relation between informing Payame Noor and growing to weblogs there is a direct relation.

**Chart 2: The results of Pierson test second hypothesis**

The amount of students integrations	The average of daily application of weblog		
.155	1	Pearson Correlation	The average of daily application of weblog
.332	.	Sig.(2-tailed)	
41	41	N	
1	.155	Pearson Correlation	The amount of students integrations
.	.332	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/332 and because it was  $>0/025$  we found that there is not a

meaningful relation between students interactions with each other and their amount of applications of weblog.

**Chart 3: The results of Pierson test third hypothesis**

The sense of confidence and security	The average of daily application of weblog		
.356*	1	Pearson Correlation	The average of daily application of weblog
.022	.	Sig.(2-tailed)	
41	41	N	
1	.356*	Pearson Correlation	The sense of confidence and security
.	.022	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/022 and because it was  $>0/025$  we found that there is not a meaningful relation between students interactions with each other and their amount of applications of weblog.

Testing the fourth hypothesis: It seems there is relation between informing Payame Nour and growing to weblogs there is a direct relation.

**Chart 4: The results of Pierson test fourth hypothesis**

The sense of educational learning	The average of daily application of weblog		
.383*	1	Pearson Correlation	The average of daily application of weblog
.014	.	Sig.(2-tailed)	
41	41	N	
1	.383*	Pearson Correlation	The sense of educational learning
.	.014	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/014 and because it was  $>0/025$  we found that there is not a meaningful relation between students interactions with each other and their amount of applications of weblog.

Testing the fifth hypothesis: It seems there is relation between informing Payame Nour and growing to weblogs there is a direct relation.

**Chart 5: The results of Pierson test fifth hypothesis**

The need of thoughts exchange	The average of daily application of weblog		
.444**	1	Pearson Correlation	The average of daily application of weblog
.004	.	Sig.(2-tailed)	
41	41	N	
1	.444**	Pearson Correlation	The need of thoughts exchange
.	.004	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/004 and because it was >0/025 we found that there is not a meaningful relation between students interactions with each other and their amount of applications of weblog.

Testing the sixth hypothesis: It seems there is relation between informing Payame Nour and growing to weblogs there is a direct relation.

**Chart 6: The results of Pierson test sixth hypothesis**

Credits of concepts	The average of daily application of weblog		
.078	1	Pearson Correlation	The average of daily application of weblog
.630	.	Sig.(2-tailed)	
41	41	N	
1	.078	Pearson Correlation	Credits of concepts
.	.630	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/630 and because it was >0/025 we found that there is not a meaningful relation between students interactions with each other and their amount of applications of weblog.

Testing the seventh hypothesis: It seems there is relation between informing Payame Nour and growing to weblogs there is a direct relation.

**Chart 6: The results of Pierson test seventh hypothesis**

The concepts up to date	The average of daily application of weblog		
.291	1	Pearson Correlation	The average of daily application of weblog
.065	.	Sig.(2-tailed)	
41	41	N	
1	.291	Pearson Correlation	The concepts up to date
.	.065	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/065 and because it was >0/025 we found that there is not a meaningful relation between students interactions with each other and their amount of applications of weblog.

Testing the eighth hypothesis: It seems there is relation between informing Payame Nour and growing to weblogs there is a direct relation.

**Chart 6: The results of Pierson test seventh hypothesis**

The method of training at universities	The average of daily application of weblog		
.212	1	Pearson Correlation	The average of daily application of weblog
.183	.	Sig.(2-tailed)	
41	41	N	
1	.212	Pearson Correlation	The method of training at universities
.	.183	Sig.(2-tailed)	
41	41	N	

With a look to Sig number gained 0/183 and because it was  $>0/025$  we found that there is not a meaningful relation between students interactions with each other and their amount of applications of weblog.

## DISCUSSION AND CONCLUSION

In this study eight hypotheses were introduced by comprehensive statistic method which they are as the following:

First hypothesis of this survey is implying on the meaningful interactions between students has a relation to their growing to weblogs, it was not admitted.

It is Regarding to the method of training at PayameNour University and vey limited interaction with other students. But due to the results of this study they cannot be known as motivation for students to come to these weblogs.

In the second hypothesis by statistic test we reach to this conclusion in the plenty chart we reach to this by increasing the application of this website was not efficient. But this can not mean that lack of university replying was because of their application of websites.

The results of third test indicate that there is relation between people's satisfaction and the amount of their application of sites for reaching to guidance, tranquil and information and shaping the personal identification at Medias there is relation. It is very effective being aware of the news and presentation during the big gathering of new students.

All the results of fourth hypothesis indicate that there is a meaningful relation between the need of data and information and the need of weblog application and it is due to the satisfaction theory and shaping the personal identity by Medias.

In contrast the results of fifth test first uses and gratification theory as "the relations of Medias" this theory in place of message insist on the audience on in contrast of media effects it consider the consumers of medias, it is considered as the beginning. This thesis knows the audiences active people under Medias affection though it was applied of satisfaction and media messages, they have direct relation.

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