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A SURVEY ON MEDIA (SATELLITE CHANNELS, SOCIAL CHANNELS, GAMES, MOVIES, AND SO ON) EFFECTS ON ADOLESCENTS` BEHAVIOR: CHALLENGES AND TECHNIQUES

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ABSTRACT

The survey is an investigation into Western media (satellite and social channels and Internet, games, movies, and so on) effects on adolescents` behavior: challenges and techniques. The methodology is descriptive- surveying, the type of explanatory. The statistic population of the survey includes 200 boy students of Namin high schools, among whom 120 students were chosen as statistic samples according to Simple Random Sampling. Moreover, the researcher`s self-made questionnaire was given to them. It should be said that Western media is like a double-edged sword, so that not only it can affect various layers of life, but it can similarly cause serious harms. The results show that cultural invasion, adolescents` aggressive behavior, violence culturalization, violating human sacredness and values, popularization of wars and conflicts in order to promote aims instead of logical peace, and so on are some challenges regarding the unwanted effects of this kind of media. Regarding getting out of such challenges, some techniques can be mentioned, as follows: learning the correct usage of this kind of media to young people, related officials` endeavor in order to enrich local media contents, leading young people to Iranian-Islamic technology (which promote religious values), trying to optimize and level opposed tools such as filtering, cultural enrichment and adopting appropriate policies which help young people perceive the opportunities and threads of this kind of media, etc. so that they can make sound decisions.

Keywords: Western Media, Behavior, Challenges, Techniques, Young People

INTRODUCTION

In the modern world, new information technology has made new forms of communicative and behavioral models by creating complicated development in human relations and ceremonies. The world has commenced the new century when communication, as a social process, is regarded as human need and the foundation of all social organizations (Tajik, 2003). In the new age called "Information Explosion Age", information powers are often under the control of the world`s more powerful states; so that they penetrate boundaries and even the walls of houses, transferring their own culture into peoples` house worldwide. Today, foreign channels waves penetrate boundaries, filling a lot of hours of people`s useful time (Ramazani, 2002).

The appearance of new media especially Internet and satellite noticeably assist an increase in the complexity of communicative networks in modern world. In comparison to appearance of other electronic media (which is like a wide world phenomenon), Internet has mixed commonly different communicative models (such as radio and television) into the form of a wide communicative network. Additionally, application of satellite is strikingly increasing because of its high impression on human lives. So that in addition to transferring various information such as voice, image and news via satellites, their wide applications in other fields such as agriculture, advertisement, weather forecasting, astronomy, discoveries (oil and gas), computer information and most importantly educational programs are rapidly progressing.

The invention of electronic media in modern societies has provided a tool by which have fundamentally distributed productions and reproductions during space-time, governing areas of nation-states, commercial investments and other forms of social organizations. This has opened horizons to people by

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which they can cooperate in appropriately creating opinions and partly decisions. This, therefore, affects both their lives and also others (Slovin, 2001).

With emerging satellite, globalization as a process which is a product of global communication industry acts as the origin of changes in societies and communities, so that it is followed by making cultures international (Tamilson, 1999) and changes in generality concept both in public area and religious space (Bastani, 2013). Its most important outcome is to intensify the western modernism process. The western modernism possesses a broad epistemological domain which is focused on by secularism and liberal-democratic system values in one side, and modernity, variety and consumerism in other side. And such an ideology emphasizes the separation of religion and social institutions (Koro, 1985). Apart from globalization and its outcomes, satellite programs lead often to psychosis and ecstasization in their audience. Disordered thought etymologies are formed by watching satellite exciting and lethargic programs which idea mutation or though rush is followed by thought blockage. On the other hand, satellite programs watchers are influenced based on their own perception of programs. So, they change their behavior according to the programs and adopt them as practical model (McKuel, 1994).

Noticeability theory has been put forward from the viewpoint of media effectiveness (satellite, etc.) on behavior. The theory claims media effectiveness on people`s cognition and attitudes and also determination of their mental priorities through selection and noticeability of some topics and events in the form of news and news reports. That is to say, media can affect people`s knowledge by making some events noticeable. Similarly, According to the theory, media can determine what audience should neglect. In other words, the capability of effectiveness on changing audience`s cognition and perception and also their thought structure form noticeability process in media (Mehrabani Far, 2012).

The two basic hypotheses of noticeability theory are as follows:

1. Media does not reflect realities, but distort them and gives them new forms;
2. Concentration of media on some special topics causes them to seem important in audience`s eyes, and so be prioritized (ibid).

As well, because of creating and providing meeting sites for the people with common interests and overcoming space and time limitations, Internet validates multiple viewpoints, activates group interactions and result in manifestation of new forms of societies. This process is described and determined by way of combination of on-line and off-line interactions. By help of such a phenomenon, people are able to simply increase institutional contribution information process. The abundance of information on the web, the simplicity of utilizing search engines and information links for introducing, and presenting the information compatible to people`s interests have made new people`s contributions as users in institutions and organizations possible (Ahmadi *et al.,* 1999).

In a survey, Makna (2000) and Krout (2002) indicated that using computer (especially Internet) gives birth to positive results in relation to pleasant mental feelings and contribution in communities. They state, "One cannot find a basic impact from Internet on a common person", and how a person is influenced depends on his/her reasons for entering Internet.

On the other side, it should be mentioned that the complication of communication and behavior (of course) and also their extension during time and place is followed by serious dangers and damages. Since diverse forms of talks, strength and cohesion together have created a sort of balance, they replace the old links which form organizations and people`s personal lives. Such changes give birth to new challenges. Thus, it is necessary that researchers increase their studies in regard to the changes and media effects (especially western media and its application), and also get information about the newest studies done in this area, so that they can identify the hidden and obvious functions of the new technology (Mehrabani, 2013).

Today, a family worry in the world is that computer games not only cause social isolation, a decrease in social relationship and sociability, but they cause a decrease in altruism. Additionally, they reduce collaboration-based values (Pouladi *et al.,* 2013).

Computer games can have a special effects on young people`s performance and lead to emotional-behavioral disorders (conditions under which emotional and behavioral responses in schools differ from

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cultural, age and ethnic norms); so that they have a negative effect on person`s educational performance, self-taking-care behavior, social relations, personal adaptation, behavior in class and adaptation in work place.

According to research done by Akbari and Jawkar, using two groups different in computer games (sport game and war game), it was clear that computer games have a negative effect on young people`s emotions and behavior. Furthermore, anxiety, behavior disorders and neglecting comparison strategies were respectively the most important group predicting variables.

In the survey carried out by Farahati and Akbar (2013) on the effectiveness of harsh computer games on aggression, it was shown that there is a magnificent difference in aggression rate among young users and nonusers of harsh computer games. Those young users of harsh computer games indicated more aggression than young nonusers.

Our country also is not far from these changes, and many levels of our lives and noticeable parts of the society (especially young people) are open to media such as satellite, Internet and computer games. The scope of the changes is to the extent that even the part left behind media is influenced by it. Even though much research has been done regarding Internet and satellite impacts, however, little attention has been especially paid to the media effects on young people`s behavior, emphasizing the existing challenges and presenting techniques for getting out of these challenges. Accordingly, in the research we aim to answer to questions about the wide impacts of western media on young people, and then, present new and practical techniques for getting out of these challenges.

- How is the effectiveness of satellite channels, social channels (such as Facebook), movies and western-made games on adolescents` behavior?
- Is there any magnificent difference in behavior between users of this kind of media (the trial group) and non-users of it (the control group)?
- What are new and practical methods and techniques for getting out of unwanted impacts of western media?

MATERIALS AND METHODS

The survey adopting descriptive- surveying methodology, the type of explanatory, examines western media impacts on adolescents` behavior, emphasizing challenges and presenting techniques. The statistic population of the survey includes all boy students of Namin high schools who are more than 200 students. Sample capacity was based on the Simple Random Sampling and 120 students. In addition to the mentioned statistic sampling, and using accessible sampling, we embarked upon sample collection which had not used western media. Because high school boy population was not sufficient for the sampling, we utilized high school girls in order to collect a coequal sample. It should be said that in the survey, in addition to an investigation into the description of existing situation using the researcher`s self-made questionnaire done on the statistic sample and its results are at hand, in another action taken in separate statistic sample (as control group) we embarked on analyzing sample behavior which was partly left behind the clamorous media caravan; so that we be able to reach a lasting and valid comparison regarding the impacts of this sort of media on adolescents` behavior in all aspects of their lives.

The tools for collecting information in the survey is a researcher`s self-made questionnaire (based on the Likert 5-item scale). In order to analyze information after entrance of data, according to normality or abnormality and the measuring level of each variable, the suitable statistics of that variable, that is, the descriptive or inferential tests (single-sample t-test, independent t-test, and Freedman) is used. In order to determine validity (research tools with selecting subjects, variables and measures indexes), the ideas of prominent professors in the case were utilized; so that the survey outward validity be true. On the other hand, in order to determine validity of questions, we tried to implement the accurate design of the questions based on the research aims in the introductory stage, and also the lacks and vague concepts were corrected by getting the respondents' ideas. What is more, examining Kronbache Alpha showed the high cohesion of the questionnaire items and its high validity. The whole Kronbache Alpha was obtained in items as 92/0.

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RESULTS AND DISCUSSION
Results
Hypothesis test (answering research questions)
What are the effects of satellite channels, social networks like facebook, and movies and games made in the west on teenager's behavior?

Table 1: Results obtained from single-sample test t at a glance

Index Type of Media	Number	Average	Standard deviation	T	Df	sig	Level of significance
Satellite networks	120	3.83	88/0	8.49	119	001/0	05/0
Social networks	120	3.25	96/0	7.55	119	003/0	05/0
Movies	120	3.43	43/0	8.02	119	005/0	05/0
Computer games	120	3.47	67/0	8.29	119	004/0	05/0

Based on the figures in table 1 on alpha level 05/0, the effect of all western media on teenagers' behavior is higher than average, as results, with a probability of 95 percent, the effects on behavior is significant. These results can be explained based on the fact that media of any type will affect behavior weather in a positive or negative way.

Is there any significant difference between the users of this type of media (experimental group) and non-users (control group) with regard to their behavior?

In order to answer above questions, first the results of single-sample test t related to the sample not using western media and then the results of test t of two independent groups to compare the averages of the two groups is provided.

Table 2: Results obtained from single-sample test t at a glance (non-users)

Index Type of media	Number	Average	Standard deviation	T	Df	sig	Level of significance
Satellite networks	120	2.62	67/0	1.65	119	001/0	05/0
Social networks	120	2.45	46/0	1.52	119	002/0	05/0
Movies	120	2.26	72/0	1.48	119	004/0	05/0
Computer games	120	2.20	44/0	1.29	119	003/0	05/0

Based on the figures in table 2 on alpha level 05/0, the average of non-users on teenagers' behavior is lower than average, as a result, with a probability of 95 percent, the behavior of these teenagers is normal and rare cases of abnormality are resulted from other factors such as family problems, economics and identity crisis being forced to experience in adolescence. Now, using test t of two independent groups, we compare these two.

Table 3: Descriptive statistics of the study groups

Variable	Group	Number	Average	SD
Media	Users	120	3.85	99/0
	Non-users	120	2.20	1.02

Table 4: Two independent group test t

	F	Degrees of freedom	T	Level of significance
Equivalence variance	9.48	118	7.85	003/0
Both modes		118	7.85	

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(equivalence and non-equivalence)

Based on the figures in the above tables, with a probability of 95/0 percent, there is a significant difference in the behavior of both groups (media users and non-users). We can say from the above results that upon entering in lives especially teenagers', there is an effect on their lives, no matter normal or abnormal.

In order to be able to provide results regarding negative effects of western media, weather in life or family and educational environments, we rated the effects using freedman test with the following results:

Table 5: Average ratings regarding effects of media on teenagers' behavior

Effects of the media	Average ratings
Cultural Invasion (1)	4.70
Aggression and violence(6)	8.30
Compromising foundations of families(3)	6.02
Promoting conflict rather than logical peace(2)	5.85
Undermining the value and sanctity of human(5)	7.20
Promoting moral corruption and sexual problems(4)	6.55

Table 6: Freedman test – responses of statistical sample to effects of western media

Number	120
Chi square	38.87
Freedom degree	19
Significance level	0.001

Based on results from freedman test, we can conclude that ratings of table 5 are acceptable with a 99 percent confidence. Therefore, we can say that H_0 is rejected and the above prioritization is accepted. Among all the effects, cultural invasion, promoting conflict rather than logical peace and compromising foundations of families are the ones with the most negative impact.

What are the modern and practical strategies for avoiding the unwanted effects of western media?

In the end, based on the obtained results, some strategies to avoid the unwanted effects of western media are provided which are as follows:

-Training the youth for the proper use of such media

-Trying to produce interesting and rich content with the goal of commitment to Iranian and Islamic culture and values and attracting the teenagers to these media in order to face the invasion of the west

-Attempts to optimize and facilitate defensive tools like filtering with cultural enriching and policies to give a sense of direction to teenagers to understand opportunities and threats of such media, so that they arrive at a logical decision.

-Trying of internal mass media to reflect and show the unwanted effects of such media

-Since internal controlling is the best type of controlling, therefore, trying to improve youths' internal judgment is better than any other external strategies such as filtering.

-Trying to avoid and illogical defensing against imported technology is like clearing the problem statement, therefore, it is necessary to get the structure of such technology and build our own media and social networks which are value-based.

-One of the unwanted effects of social media is the encouraging of pursuing the ideal self rather than the real self; therefore, it is necessary trying to make people aware of the negative effects of the ideal self.

-One of negative effects of satellite networks is targeting the foundation of families and destroying it. The higher numbers of divorces and moral corruption are evident effects of these media. In order to solve this problem, policies can be taken to solve the youths' problems for creating families and holding to them. One of the solutions can be providing homes, jobs, etc with the youths' own help.

Discussion

New technology and media enter all societies quickly. These tools provide useful information and services to their users and seem to be fully controlled by them, however, they gradually have their cultural

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impact which occur slowly but can cause significant changes in the long term. Alikhani (2005), Ahmadi *et al.,* (2010) citing Rochlin and Chang (1998), have stated that internet cuts social bonds and takes people away from their family and friends and isolates them, if not make them addicted. It can be said that one of the reasons Internet seems to be dangerous to this extent, is kids and teenagers meeting deviant individuals and their access to improper websites. On the other hand, extensive use of the Internet and computer games takes the kids away from their usual face to face contact with their family members and other people, which play a major rule in their socialization process. If such technology is properly used, it can be used as a great tool for education. Social games and childhood games are gradually replaced by individually played games and children are spending their time at home with no emotional relationships. Although these games makes children use their senses in a useful way, and in some cases improves social skills, however, improper use of these games especially those promoting violence, as mentioned above, cause aggression and some specific cultural values. As we observed in this study, the effects of the media on teenager's behavior which consist of two aspects: both useful and destructive, were analyzed and appropriate strategies were recommended. We observed that these media affect teenagers' behavior and a significant difference was observed between users and non-users of such media. These results in in line weather directly or indirectly with other studies like Ghaderi (2005), Ramezani (2003) with emphasis on religious and ethical identity, Mehrmand *et al.,* (2010) with emphasis on students' identity, Media Scope Research Group with emphasis on sexual matters, etc. Based on the research done by Pooladirayshahri *et al.,* (2013), computer games can affect the interaction patterns of interpersonal relationships and among them, exciting games can have a more dramatic impact compared to others. However, the parents control is the factor which can balance the negative and positive impacts of these games.

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