

**Psychology of media and audience:
"A survey on Psychological tendency and attitude of Ardabil people to media"**

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Abstract: Today, in the era of vast media, attention to the characteristics, interests, demands and needs of the media audience is so important that the owners of the media must pay their special attention to. People in every area of human geography have special characteristics, behaviors and psychological states that attention to them can attract and keep audiences to be effective as a customer permanently otherwise people turn away from interior media and tend to Radio & TV channels of other countries. In Iran, local and national channels have been managed by government and therefore channels broadcast with a given policy from Iran government, also satellite use is prohibited under the constitution. However the use of satellite in Iran is growing and some statistics show that over 30 percent of people have satellite receivers. Iran is a multi-ethnic society with a variety of languages and religions. Indeed, Iran is a multicultural country, but anything e.g. media, education, schools, universities, offices, etc are in Persian language and other Iranian languages are not official. In this situation ethnics and their culture and languages are destroying. Government doesn't pay attention to ethnics and it is a multifaceted problem and we try to look at it from psychological aspects. This paper strives to study trends and tendency of Ardabil people in the cognitive, emotional and behavioral dimensions to satellite channels, especially Turkey and Republic of Azerbaijan from the perspective of psychology and describes and explains its findings based on psychological approaches. [Mohammad Bagher Sepehri, Ali Khaleghkhah and Habib Ebrahimpour. **Psychology of media and audience**. Life Science Journal 2012; 9(1):502-508]. (ISSN: 1097-8135). <http://www.lifesciencesite.com>. 76

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Introduction

No doubt the media today in people's lives and their activities have been stirred. Many of these activities from entertainment to education and business surrounded most community areas. The media affect people willingly or unwillingly, but the audiences are interested in the topics which they experience or in those which happen in the surroundings. "On the contrary, the media acts in a way that once you achieve a particular piece of information, you take yourself as an expert at the transferred and intended information by the media. Let's supply you with an example: in political debates, the audiences regard themselves as politicians neglecting the fact that they have gained the huge body of their political know-how from the media" (Hakimara, 2010, p. 2)

Psychological impact of media is large and diverse. When an athlete's reputation goes up, with his presence in the ad, He becomes a billionaire, actor and maybe MP or politician. If the sign values of some products made by the media or are outstanding or if the people are satisfied with their government of a country invading other countries, those looking for media with special identity and those who turn away from the media in his country and tent to the satellite networks of other countries, all are the psychological

effects between media and audience. These effects are mainly taken as some of the wonders of the media indicating the fact that there are two kinds of influences: one referring to the communicative facet of the media and the other one being symbolic of the cognitive, emotional, and behavioral dimension.

Having Psychological perspective to the audience and the media means the interactive effects of scientific study, study of relationship between humans and media communication and understanding audience behavior in the range of individual and social behavior. What is more, people are aware of their requirements to media and also realize the reasons why they refer to media. Accordingly, the media should perceive how to exert their impact on the public in the process of this interplay and interaction.

Psychological analysis of the media is that media as one of the factors and influences that are driving through the influence of beliefs, attitudes and behavior have remained and the other trends and concerns of the audience in how to apply and use media, or lack of access to achieve interests, desires and needs of media in use or not use has a big impact. In fact, today audience isn't passive and actively takes steps toward the media. Audiences have their own belief and use media for strengthening of their belief.

If an opinion contrary to media contacts to be considered cannot expect the audience to use the media, the fact is that human behavior and belief systems are so complicated that changing them or creating new ideas and attitudes are difficult and the problem persisted and insisted and media contacts cause it to turn away. Audience following the use of media and to the satisfaction must partially achieve, otherwise the media will have more appeal to him, and given that today faced with many media and media in the competitive compact with the audience before major demands are counting Process so that the media will get the audience to put its axis will be lost.

This article with psychological approach studied media among the people of Ardabil. Ardabil is located in Azerbaijani region and part of Iran. The province is the neighborhood of Republic of Azerbaijan and has many cultural and linguistic commonalities with Turkey and Azerbaijan. All people speak Turkish, but all works and affairs are in Persian language. Persian language is the only official language in a multi-ethnic country, and such issues create a complex situation in this region and have caused the tendency of people to satellite channels and to find their channels that are in Turkish language. However, the use of satellite channels in Iran is prohibited under the constitution, the people of Ardabil use satellite channels hidden or even obviously. In the following section we will try to discuss approach of a psychological issue and audience media and psychological factors affecting people's use of media in Ardabil.

The purposes and questions

The present paper targets at the effects of the psychological variables in using the media and the attitudes of the people toward the domestic and foreign media. Based on the major tenets, the following research questions are to be tackled:

1. Which countries channels do you watch mostly?
2. How do you feel that the media meet your needs and demands?
3. How satisfactions do you have from Iran and foreign countries TV channels?
4. How effective is watching TV to changing your attitudes and behaviors?
5. While under the Iranian constitution prohibited the use of satellites, why people watch satellite networks?

The theoretical Approaches

Since the link with human behavior in the media make up the concept paper on the head. So, the audience and media related topics theories and

approaches are used within the psychological framework.

The concept of audience behavior consider with the media that as a primer uses the media and holds the initiative, so the audience is active and free to use the media that makes him popular and in the use of psychological, emotional and behavioral needs to satisfy his/her and achieves partial satisfaction. In an area such as the uses and gratification, media affiliation, and worth waiting theories have been used and these theories cover such subjects. In this context, we will discuss theoretical aspects of psychology of audience and media.

Media psychology focuses on understanding how information in print and electronic formats affects individuals, society and their behavior culture. Studies are in the field of media psychology and human relations and its impact on media on audience beliefs, attitudes and behavior.

Expectancy - value theory

This theory follows discussions about how attitude changes the behavior. According to this theory, two variables and social norms can become decisive attitude to be treated (Ajzen & Fishbein, 1980). In this context, people search that the programs that they watch on TV have been beneficial, for example, to make them laugh or to have information useful to them. On the other hand, it is important for people to know those around them about what comments they have. According to the Expectancy - value model, we see programs that expect to meet our needs and to see the high value we distinguish. After watching the programs, how they meet these needs have been assessed and we will weight. For example, consider whether the program was funny enough to see it or not. The assessment result is that we decided to see programs in the future to repeat or stop. This model of a theory called the action and reasonable uses within the public attitude toward the programs and uses them to explain the program. Theory of reasoned action proposed in the area of attitudes in social psychology and how the conversion approach explains the behavior. According to this approach into practice in the conduct of a respondent if the expectations be met, a pattern of media use habits and even the audience comes to see that program will be addicted. Here is what the audience expects from the media and evaluation program has been fulfilled or existing values are the same or a similar. It makes the audience use of media programs as an institutional behavior and his constant use of the media (Ajzen & Fishbein, 1980).

Dependency Theory

The theory considers long-term relationship between the audience and the media. As its audience targets represent an important part of why the media exposure he has exposed (Rokeach & Grube, 1984). According to this theory, the world rich in media, people who arrive here to find any information in any field depends heavily on the media (Defleur & Rokeach, 1976). An example of this dependency is weather news especially in areas where weather can change quickly. Dependency has other causes. For example, when people of a region seek to achieve media but the media don't give their media needs and interests, they go toward satellite channels to reach their aspirations. Defleure and Rokeach have raised three key ways to Dependence of people in the media: 1 - the media provide information that enables us to understand the world. In their understanding of the media provide information that will make your identity. Such as through making interpretations and compare their behavior with others is done that we've seen in the media. 2 - Might be dependent on the media that learn how to bias towards social issues. We act according to what is orientation like to vote in elections or be interactive (how we deal with social issues). 3 - The media need to play or provide entertainment. This can lull in the privacy of their own or in the form of social activity like going to the cinema (defleur & Rokeach, 1976).

Audience Psychology

Main topic in discussions of psychology audience is talk about how to shape cognition, emotion and behavior of people in contact streaming media. Here the face of the discussion is associated with human relationship between the media and society, so we are here faced with an ordinary human with all his characteristics. General human is with communication characteristics or attempting to communicate to resolve their needs. In these discussions, ideas such as the use and gratification and perception analysis pay respondent with psychological approaches:

The theory of uses and gratification

In this theory it is more or less assumed that people actively followed the concepts which gave them more gratification. The degree of this gratification depends on one's needs and interests. Whatever people sense the real concept meets their needs, more likely they would select that concept.

In 1974 Katz and Blumler simply reported that "we never ask what media do with people but conversely we ask what people do with media", this replacement show the mental challenge of the most mass communicational researchers which necessitated the existence of a special insight in mass

communicational process. For this subject, they (Windhal & Signiser, 1992) present a pattern which is a functional base perspective. In this pattern the sender element is a limited factor in mass communication process and generally being with the factors which have an effect on the selection of content by the audience. The following is a graphic representation of this pattern: The social, cultural and psychological roots cause the expectation from media and other sources which cause the diversity of media presentation patterns supplying of needs it has also other results (which are often unwished).

Figure 1: The pattern of uses and gratification theory (Windhal & Signiser, 1992)

Therefore, the reason for using media is to experience issues (such as data searching, social contact, deviation of attention, social learning and growth) which result from social, cultural and psychological condition and it is for solving them (supplying of needs) that the audience is an appeal to a media for help. If using media was not selective, it was not possible to consider it as a suitable tool for problem solving or even as a tool with a special meaning for the users. The conducted researches of the past 40 years show that the audiences state their using media within the framework of functionally - based terms (McQuail, 1988).

Perception theory

Cultural studies mainly focused on this issue that, how the groups with minimum power in practice consider the cultural products with their own method and employ them with the special forms for their amusement, resistance or identity formation. Also the audiences take only the media worthy using that in the way of coding and decoding between self and sender including cods that they like it.

This theory which was first founded by Stewart Hall's "coding and decoding of TV dialogue" indicates that in the media studies whatever recognized as a perception research is primarily accompanied by cultural studies. As (McQuail, 1977) writes:

The analysis of audience's perception from the media before being an independent research method is an effective agent of audiences researching in cotemporary cultural studies.

At the above mentioned essay, hall presents a four - step communicational theory: production, broadcasting, using and reproduction, which are "relatively independent". With relying on Philip Eliot he introduces the audiences as sender and receiver to TV message.

Hall Further has recognized 3 assumed stations on the base of which the TV discourse decoding is formed:

1. The dominant – hegemonic position: In this position, viewer perceives directly and completely the connotation of, for example, news or political program and decodes its messages according to the coding criteria of its resource. This is an ideal case or actually a transparent communication. 2. Negotiated position: most of the audiences understand according to their capacity of perception. What is defined as a dominant method and conveys its meaning in a professional manner. The interior decoding of this negotiation version is a mixture of compatible and incompatible elements. This decoding accepts the authenticity of hegemonic definition about the indications of real meaning, but in a limited and special manner established its basic principles. These coding positions are acted with some exceptions towards the principles. 3. Appositional position: hall believes that a viewer can understand both the connotation and denotation of a speech, but decode the message in a complete antithetical way. This viewer analyzes the message in a preferred position, to compound it in another source framework. This is more like to the viewer who listens to a conversation about the wage limitation, but each time when it refers to international interests, he takes it as a class interest. One of the most important and meaningful political moment for a TV channel is the time when the phenomena which is naturally decoded in appositional position and take some meaning, is read in an incompatible way. Here, we can observe the interior debate of a speech (During, 2001).

In the perception analysis, the fundamental prerequisite is that media texts is not of fixed or inherent meaning; but it is meaningful at the moment of its reception by an audience. It means that when an audience reads a text or views a program, he is not a mere receiver, but he produces some meanings too. The audience decodes and translates the media text with his social and cultural conditions and in a way which is related to his mental experience (Mehdizadeh, 2005). Another hypothesis of this theory is: activity of an audience, resistance of an audience against dominant and ideological meaning, the effect of social and cultural backgrounds, beliefs and attitudes of an audience in receiving of the texts among audiences.

The perception theory is in disagreement with the demagogic attitudes towards the mass audiences; this is rooted back to this belief that the attention of audience is not meant to have control on them. This theory aims to re-evaluate bestowing of power to the minority groups at the society margin.

In fact, the media consumption of these minorities and groups is not in agreement with any programs which are related to the control or social domination and also with media production priorities

which are acted within the framework of dominate culture.

Methodology

A method used in this study is a descriptive survey. Statistical Society is the city of Ardabil and Cochran formula which showed sample of 400. Sample through a proportional cluster sampling was chosen so that the population of Ardabil divided into three regions and compared to the rate of population questionnaire was devoted. To access validity and reliability of the questions, the designed questionnaire is controlled by some experts at the domain of audience and media and their professional views were practiced in preparing questionnaire. Therefore, the validity of the questions was approved and the qualified scale was external validity. Then primarily limited populations were tested. 25 questionnaires were completed and by means of **Cronbach's Alpha** test its reliability was tested. Kind of formal validity and reliability using Cronbach's formula was 82 percent. Due to the fact that the test's resulting measure must be or above the 0.7, therefore the obtaining results indicated the high level of reliability. Analyses of data obtained as a result of interviews with the people of Ardabil are presented as descriptive tables.

Results

To absorb audience, different components such as culture, language, ideology and psychological issues are effective. Topics in psychology, attention to psychological techniques to attract audience, including the requirement to identify psychological and behavioral desires, ways of media dependency are the issues which can be very important. Today, the use of psychological techniques to attract audiences to influence them should be emphasized in any media. Any media that can use these techniques will be more successful in attracting more audience. Today, various media competition has led to all the media are trying to use various psychological tricks to attract the audience and make them as permanent customers and also contract confidence in its audience. Especially on issues of cultural, social and political issues are more noticeable. Considering the growing levels and age-specific features are important factors to media. In this study, needs, desires and opinions of the audience were studied psychological perspective. What these results show that the satellite channels with various aspects of broadcast programs that can be effective in attracting the audience while the Iranian network audience demands less attention has been paid. This issue has caused the people of Ardabil to have less satisfaction from Persian channels and more from bringing

satellite channels and considering that in terms of language and culture with Turkey and Azerbaijan have common frequency channels, they watch most. Considering that the language of these two countries channels is Turkish nation and people, cultural commonalities with the people of both countries shall Ardebil is high. Also, various Turkish and Azerbaijani music (traditional, Mugham, khalgh Mahnisiy, modern, etc) broadcast from these two countries different network automatically moves a day is a deliberate reason which causes people to satisfy their needs, psychosocial emotional and more attention to these networks. The following tables describe the results and explain:

Rate satisfaction from Iran and foreign countries channels

According to research findings, satisfaction of the people of Ardabil from Persian channels compared with the satellite channels is lower. Only nine percent of respondents are satisfied with the Iranian channels, while 80 percent of them satisfied the satellite channels. Also, 25 percent of Iranian channels and 5 percent of satellite networks are not satisfied. 66 percent of Iranian channels are less satisfied and 15 percent of satellite channels are less satisfactory. (Table 1)

Table 1: Frequency distribution of respondents based on their rate satisfaction from Iran and foreign countries channels

row	Category	Iran Channels	Foreign countries channels
1	Very much	2	24
2	Much	7	56
3	Low	45	11
4	Very low	21	4
5	Not at all	25	5
total		100	100

Channels of which countries do people watch

People were asked for watching countries channels. Obtained results showed that 34 percent respondents watch Turkish and 33 percent Azerbaijan channels. This case indicates that Ardabil people tend to satellite channels and most people use satellite¹. Also, 23 percent of respondents watch Iran's channels. 6 percent of European and 4 percent of them watch American channels. (Table 2)

Ardabilians think how the media meet their media need

Ardebil respondents believe that the media meet their needs and wishes. 79 percent have said that part

¹. According to the Iranian constitution, Iranian people cannot use satellite and it is banned to use

of the psychological and emotional needs are met by the media to satisfy. 21 percent said the media needs are less resolved and only a half percent say their needs have not been resolved. (Table 3)

Table 2: Frequency distribution of respondents based on watching channels of which countries

row	countries	Frequency	percent
1	Turkey	246	34
2	Republic of Azerbaijan	239	33
3	Iran	167	23
4	European countries	46	6
5	The US	27	4
total		725 ²	100

Table 3: Frequency distribution of respondents based on their comments that they think how the media satisfy their media needs

row	Category	Frequency	percent
1	Very much	69	17/5
2	Much	244	61
3	Low	61	15
4	Very low	24	6
5	Not at all	2	0/5
total		400	100

Impact of media to change attitude and behavior of people

Media in changing people's attitudes and behavior have a lot of impacts. They can enhance a belief that is not strong or is weak or creates a new attitudes and behaviors in their audience. However, when they can do that, they recognize audience's thought, then they begin to manipulate. According to this research, 79 percent of respondents said that the media influence their attitudes and behaviors. 16 percent believe that the media have less effect on the audience, and 5 percent said the media can not in any way affect the respondent. (Table 4)

Table 4: Frequency distribution of respondents based on their comments on changing their attitudes and behavior by media

row	Category	Frequency	percent
1	Very much	74	19
2	Much	241	60
3	Low	29	7
4	Very low	35	9
5	Not at all	21	5
total		400	100

Reasons of watching satellite channels in Ardabil

Use of satellite channels in Iran are prohibited under the constitution. However, the tendency of satellite networks is high. Because of this tendency, when people were asked their reasons for this, they expressed: most replies indicate that the people of

². Each respondent could name three countries.

Ardabil tend to Turkey and Azerbaijan channels. 20 percent of replies showed that culture and language of the two countries is the same with ardabilain people. So, they get inclined to those channels. Nearly 20 percent Replies is related to Turkish and Azerbaijani music. 17 percent is because of lack of diversity and appeal of the channel programs of Iran, and 16 percent of respondents answered are included as having a variety of satellite channels. Also, 9 percent Replies is that there is lack of censorship and provide real news in the satellite and 6 percent Replies about attention to Persian nation, and the lack of attention to other ethnic groups in Iran. (Table 5)

Table 5: Frequency distribution of respondents based on their comments to Reasons of watching satellite channels in Ardabil

row	Category	Frequency	percent
1	Access to variety of Turkish and Azerbaijan music	96	20
2	The same culture and language	94	20
3	Lack of diversity and attractions of Iran channels	83	17
4	Diversity and attractions of satellite channels	79	16
5	Lack of censorship and provide real news	46	9
6	attending to Persian nation, and the lack of attention to other ethnic groups in Iran channels	27	6
7	Visual appeal	21	4
8	Being specialized channels	16	3
9	Educational channels	15	3
10	Others ³	12	2
	Total	489 ⁴	100

Conclusion

It is believed that if the audience through the use of media to reach a level of satisfaction and the media needs to satisfy itself will be raised again and again refer to the same media source. Such an approach in the media and audience interaction makes the relative dependence on the audience arise and according to her/his media learning and teaching, expectations and interests, access to recreation, etc, value to media by audience because the media will also influence the audience. So the audience's interests, needs and demands of its media meet will bring it on. As we witnessed in the research findings, most people tend to have channels of Turkey and Azerbaijan, and want to use the satellite channels. Also demand more varied and more attractive

programs and want to broadcast programs on Turkish language on Iranian channels. They believe that lack of diversity and distribution of all programs in Persian has caused people to be unhappy with the Iranian channels and search their interests and aspirations in Turkey and Azerbaijan channels. Because channels of these two countries are in Turkish and the same race and language and cultural commonalities between turkey, republic of Azerbaijan and Ardabil is very effective to trend in Ardabil people to these satellite channels.

Media audiences are affected when they feel that what is asked of them on television programs can be displayed. They use music, show, movies and series, sports, politics, etc that are consistent with culture, life experiences and thoughts and beliefs. So the media can contact the cognitive component in attracting audiences to broadcast programs and their impact will succeed. This research also shows people of Ardabil dissident from Iran channels and have less attendance to news, music, etc. they have the access to satellite channels they use.

Ardabil people speak Turkish and their language and culture and customs are like the people of Turkey and Azerbaijan. They like Turkish music and want to watch some channel programs that are in Turkish. Considering that all media are in Persian language and culture, so ethnics' cultures, languages, etc are in less attendance. For this, Ardebil people select Turkey and Azerbaijan channels. Their satisfactions with the both countries channels are high and there are more reasons to watch them like common culture and language and music. The diversity and appeal of their programs insist of the lack of variety and charms of Iranian channels are other factors to watch the satellite channels.

Taking into account the individual steps in the psychological aspects of cognitive, emotional and behavior can be observed that people in Ardebil in types of clothing, food, speech, music and other cultural issues, have communication with Turkey and Azerbaijan. Although limited in terms of clothing especially for women, nevertheless we can see clearly similarities and commonalities in the three regions in more issues.

Ultimately, this paper used to examine psychological factors for using media and cultural dimensions of the audience and conditions governing the media and according to existing theories that reinforce the conclusion reached by the media audience ideas, possible But to change and create new conditions it is very difficult and if the media wants to be stubborn, audiences turn away and turn to the media that are match with their culture, interests, needs and demands, etc.

³. 1. Learning foreign language 2. Familiarity with the culture of other countries 3. Networks exist for children 4. People trust the satellite channels 5. access to porno channels

⁴. Each respondent could say two cause

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