Original Article

Study of Media Influence on the Male - Female Students Relationship

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ABSTRACT

Purpose of present study was to study media influence on the undergraduate male – female student's relationships. This study used a descriptive correlational design and statistical population includes all students of Islamic Azad University of Kerman, Iran. 350 undergraduate students were selected using simple random sampling. Researcher made questionnaire was used for data collection. Results show that the mass media such as TV, Internet and Satellite influence on the undergraduate male – female student's relationships. Results of this study may create necessary insight for university managers in planning for leisure time of students.

Key words: media influence, male – female student's relationships, correlative study

INTRODUCTION

The world is evolving. Data are progressing in a nonstop way. Scientific exchanges enter a new age every moment. Today, human cannot understand this new phase appropriately and he will understand it when there is no chance of compensation. Certainly, humanity will not experience a period of ignorance via discovery of the age of communication because he always considers new prospects. Media are the most important factors in the formation of public opinion. Today, countries and societies at high and significant level in terms of quality and quantity, media and number of educated people are called developed countries.

Today, the communication technology provides an appropriate situation in order to influence the religious beliefs of the young people. Today, despite many useful benefits of the communication technology, unfortunately there are moral hazards of the communication technology penetrated in many families. It causes somehow the distortion of the religious beliefs of the youth by the satellite misleading programs [1].

Unfortunately, a youth behavioral pattern is constantly changing by a magic called media. These changes convert the pattern of love for martyrdom to sin, monotheism to Satanism and self-scarification to hurt others, serve to people and community- centered behavior to self-centered behavior that provides a situation not only for the deviation but also for changing of the psychological nature of today's young people [2]. One of the most effective strategies to achieve more revenue and profit is the use of sexual attraction for the audience in the advertisement industry [3].

Durkheim believed that members of a society are likely to accept values and norms if there is the social solidarity, i.e. a tensile strength that connects all social members. In this point of view, the behavioral deviation is a kind of behavior that forms along with other behaviors through interaction. Like compliance, deviation can also be learned from other people and transmitted to others. Origin of this belief refers to sociologists tin him beginning of the twentieth century who found that variations have continued in the same region and they found that the transfer of deviant behavior is associated with the repeated communication, duration of communication, severity of communication and the age of communication [4]. Sutherland believes that no one is born deviant behavior and human do not have deviant behavior when he born. Deviant behaviors are learned gradually. Sutherland considers effect of repetition, duration, priority and intensity of values on deviant behavior [5].

Brainwashing or washing of brain is a technique or process that influences people to accept reality of what already considered wrong and deny reality of what they considered right before. Indeed, brainwashing is the strong form of the advertising often imposed under the emotional states without the body punishment [6]. Some people including Pavlov believe that it is possible to influence people by advertising in order to make them to follow certain beliefs. They believed that people can be controlled by psychological pressure for changing of anyone's attitude [7].

Durkheim believed that influence of the religion could be reduced with the emergence and development of modern societies. Scientific thinking is increasingly replaced by theological explanations while ritual and ceremonial activities play only a very small role in the life of people. Durkheim & Marx suggested that traditional religion, i.e., the religion containing the divine forces and gods, is going to be destroyed. Durkheim wrote, "The old Gods are dead". However, he says that probably religion will be continued in another direction or panel. Even modern societies require rituals to maintain their coherence and unity and strengthen or stabilize their internal values [7]. Farmand [9] in his study indicated that internet is considered as an efficient medium for global communication and international cooperation with a decisive role in the transmission of information and culture. Countries of the world are classified in to two groups in terms of the use of this technology: producers and consumers. Today, the highest amount of the use of the media is contributed to youth. Moreover, internet technology has interactive positive and negative effects. These effects in terms of the gender for amount of using media, user type and impact of the Internet on young girls are investigated. Results of this study suggest that the threat of female identity, internet addiction, acculturation by Internet, engaging in the virtual love and sexual abuse are considered as serious threats for female users.

Findings of Mahkam study [10] show importance of marriage and families in most communities for its effects on various aspects. Experts of various fields investigate factors influencing the decreased and increased rate of the marriage. According to some experts, communication media including television can influence thoughts, attitudes and actions of people through providing different subjects in different video formats (movies, series,). They show positive or negative exaggerated videos or represent a moving mirror like picture of everyday social realities, either good or bad ones. They make films based on cultural conditions and atmosphere of the community, different issues including those related to the relationship of young boys and girls. This mutual impact can be seen in other images as well. Zamiri study [quoted in 9] indicated that today science communication experts mention profound effect of the mass media in the formation of opinions, attitudes, and the behavior of young people. They perform many studies on measuring the amount and kind of these media impacts. They suggest that the mass media may threat intellectual and moral health of the young people and establish patterns of aberrant behavior by negative functions and violation of media ethics. On the other hand, they can reduce amount of social distortions based on the efficiency of the media. In this study, some of the above applications are explained. Finally, some suggestions are proposed to reinforce positive functions of the social media to prevent distortions.

Jencitrz [10] in his study found that main reasons of changing the identities of young people and their relationships are as follows: The lack of attention to the emotional and passionate needs and demands of the youth, lack of attention to their vitality, lack of attention to local culture, lack of availability of the mass media especially Internet and familiarity with various cultures. Based on previous studies, this study examines the role of the media and the relationship between boys and girls according to the role of the media in modern societies and their pervasive influence on human life.

MATERIALS AND METHODS

This study was a descriptive study performed by a correlation method. Statistical population of this study included 13000 students of Kerman Azad University in the academic year of 2011-2012. Cochran formula was used to calculate the sample size. Statistical sample of this study included 350 male and female students who were selected by random sampling. In this study, two methods of data collection were used. Evidence method was used to gather theoretical data and researcher made questionnaire was used to test research hypotheses. The questionnaire was prepared and approved based on approval of advisor professor and assistant professor as well as four other professors considering validity of the questionnaire with regard to content that is compatible with the purpose of the study. Cronbach's alpha coefficient was used to determine the reliability of the questionnaire. Reliability coefficient was equal to 0.82. After gathering data by the questionnaire, spss software was used to analyze the mean, standard deviation, and multiple regression values.

RESULTS

Findings of Table 1 show the average value of the relationship with the opposite sex as 1.46 (SD = 0.499). The average value of the role of TV, satellite and Internet are 1.61 (SD 0.626), 1.17 (SD 0.382) and 1.18 (SD 0.389), respectively. Table 2 shows the analysis of the variance at Sig level lower than 0.05. This indicates that the regression model can explain the variations in the dependent variable.

Table 1. Mean and standard deviations of the investigated variables

Item	Relationship with opposite sex	TV	Satellite	Internet
Mean	1.46	1.61	1.17	1.18
SD	0.499	0.626	0.382	0.389
Max	2	2	2	**2**

Table 2. Analysis of the variance of dependent variable changes in the model

Item	Sum of Squares	DF	Mean Square	F	P
Regression	37.163	3	4.645	31.824	**0.001**[a]
Residual	49.777	346	0.146		
Total	86.940	349			

Results of the regression test in Table 3 shows that highest amount of the explained relationship between girls and boys is related to the satellite with beta coefficient of 0.14 and lowest one is contributed to the Internet with a beta coefficient of 0.07.

Table 3. Results of the regression test between the relationship of girls and boys with media

Model	Unstandardized Coefficients		Standardized Coefficients	T	P
	B	Std. Error	Beta		
(Constant)	2.040	0.244		8.371	**0.000**
Internet	0.094	0.057	0.073	1.639	**0.102**
Satellite	0.193	0.076	0.148	2.552	**0.011**
TV	-0.109	0.063	-0.126	-1.734	**0.084**

DISCUSSION

This study was conducted to investigate the role of the media in the relationship between boys and girls. The results of this study indicated that most explanations and the greatest role in explaining the relationship between boys and girls contributed to the satellite. According to some experts, communication media including television can influence thoughts, attitudes and actions of people through providing different subjects in different video formats (movies, series...). They show positive or negative exaggerated videos or represent a moving mirror like picture of everyday social realities, either good or bad ones. They make films based on cultural conditions and atmosphere of the community, different issues including those related to the relationship of young boys and girls. This mutual impact can be seen in other images as well. Because of much higher superiority of the satellite in terms of luxury and modern appearance design and quality in comparison with broadcast networks or the Internet, it seems that it has Girls tend a significant role in tendency of girls for having an unallowable relationship with the opposite sex. On the other hand, the internet has the lowest representation in the relationship between boys and girls. Virtual community on the Internet has not been successful in creation of boys and girls tendency to have relationship with the opposite sex due to the lack of proper transfer of real emotions. Jencitrz, in his study [10] found that main reasons of changing the identities of young people and their relationships are as follows: The lack of attention to the emotional and passionate needs and demands of the youth, lack of attention to their vitality, lack of attention to local culture, lack of availability of the mass media especially Internet and familiarity with various cultures. Results of this study may create necessary insight for university managers in planning for leisure time of students.

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