



## Examining the Effect of the Social Confidence

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Available online at: [www.isca.in](http://www.isca.in)

Received 28<sup>th</sup> March 2013, revised 30<sup>th</sup> May 2013, accepted 12<sup>th</sup> June 2013

### Abstract

*Examining the effect of media on the social confidence of Khorram Abad city youth in 2013 is the main goal of this research. This research has been performed via searching method and using the questionnaire randomly. The statistical society is consisting of all 15-29 years old youths the urban areas in Lorestan province and sample volume of 398 persons has been calculated via the systematic cluster sampling method and using Kukran formula. The description and presumption statistical indexes: percentage, average, standard deviation, Pierson unity and multi variable regression analyze were used to analyze the data of this research. Founds results of research indicate that only internet had a reverse effect on confidence between individuals among medias. This found didn't confirm results of the former studies. The obtained information confirmed study assumption based on choosing media kind contacts with confidence. There was a meaningful and direct relation between reading newspaper and public confidence. Also information indicated that there was a direct and meaningful relation between enjoyment from the internal T.V and the institutional confidence, while there was a reverse relation between newspapers, satellite T.V and internet. It seems that ownership kind and management method of media in this case had a determining role.*

**Keywords:** Media, the social confidence, the institutional confidence, the generalized confidence, confidence among individuals.

### Introduction

The social confidence is substructure of society order that not only causes to be bound to the common principles and predicting the behavioral patterns, but also it affects using strengthening and the social unity. In today world, communication media, newspaper, radio, T.V and cinema have an important role in culture and human civilization progress by transferring new information and discoveries and exchanging the public thoughts and ideas. So many scholars have called the current era "relations era". Nicholas Lemman says that importance and function of trust are related to two united structural variables in the modern world. Firstly, the modern world is a world with unmanageable intricacies. Secondly, in the contemporary era, amount of accepting risk has been increased in comparison with risk i.e. maybe human reactions result to the dangerous results, so accepting risk is necessity of life in the world full of variety and intricacy and so existence of more amount of it is necessary. Beside other social factors, media can affect the social confidence. Confidence in the general policies of one society and system is one of the important duties and roles of media. Medias besides information that are presented to addressees, give interpretations and analyses that from knowledge system of individuals gradually, so today optimistic view of people to different affairs significantly is made under effect of kind and content of media massages. According to Ferrish R., Jenniferresearch done between 1995 and 1998 years, the obtained results indicate that relation between media and the social confidence is a multilateral relation i.e. results are

different according to media kind (newspaper, or T.V), program kind and also individual and view features of addressees<sup>1</sup>. He examined effect of media on the social and political trust between 1996 and 2000 years. In this research, the certain assumption has been confirmed based on existing of the direct relation between enjoyment amount of media and the social trust. Whatever individuals know society more constant, normally and authority behaviour with people more trustful and believe that the trampled rights of citizens are returnable; they will have the higher social confidence. The visual and audio massages of communication media with different forms such as promoting law tendency and following norms, expressing advantages of group work, strengthening the religious culture and so on can be effective on the social confidence of society people. Regarding to important role of youth in country development and confidence role in creating motive to play role among society individuals especially youths, this research was performed among youths of Khorram Abad city in order to obtain information about media effect on their three levels of between individuals, public and institutional confidence using in programming.

### Research Assumptions

i. There is a relation between using media and the social confidence dimensions (between individuals, public and institutional confidence). ii, There is a relation between effect of media kind and the social confidence (the internal T.V, internet satellite T.V and newspaper).

**Theoretical frame of research:** Norris, Pippa has examined confidence in two different systems. The first system is a simple social system that any actor helps to the common desired activity as who trusts and also it trusts that others will act so<sup>2</sup>. The second social system is more complex. In this system besides who trusts and is trusted/ there is a third factor i.e. consultation mediators in the social process and it related to the second role of medias as trust mediators in the modern society. In his view, public media are changed increasingly to a mediator that individuals trust their judgment about different affairs. So we can conclude that media are planning the social confidence via providing enough information about society events and the social institutes. Duran, Maria Garcia has compared trust and the effective factors in two traditional and modern societies. In his view, in the modern society trust is changed to a social problem. He believes that in the modern society trust to separation institutions i.e. symbolic signs and the statistical systems are the most important kind of trust. He believes that trust to separation systems is affected by our experiences and also day knowledge that are available to the common people and the technical expert via media and other sources. So media as one of the suppliers of social connection points are related to confidence amount of individuals<sup>2</sup>. John R. Hall et al believes that T.V decreases practically possibility of addressee social partnership with attracting individual time. As in his view, there is the mutual relation between the civil partnership and the social confidence. So amount of the social confidence is decreased with decreasing the potential civil partnership. He considers reading newspaper as one of the factors creating trust<sup>3</sup>. Supervising environment is one of the media functions. Persons evaluate own around environment via the received information from media. Security or insecurity feeling are from the most important imaginations that Ferrish, R., Jennifer mentioned it in media implant as one of the most clear effects of media that these feelings are related to confidence. Other function of connection media is creating the social unity<sup>1</sup>. The social unity is source of the affection relations, public obligation and social confidence. So media are belonging via decreasing the social isolation and strengthening

the common feeling with society members, so society identity is in head of other identities. Thus the general obligation is strengthening and it also causes to increase the social confidence of society.

**Research Method**

The searching study method and the statistical society of the present research are consisting of all 15-29 years old youths of Lorestan province that according to the statistical calendar 2007 were 132288 persons and sample volume of 398 persons has been calculated via the systematic cluster sampling method and using Kukran formula. The statistical indexes: percentage, average, standard deviation, Pierson unity and multi variable regression are used for analyzing data.

**Measurement tools, constancy and currency of study:** In making index of this study, questionnaire of knowledge examination, perceptions and social-cultural behaviors in Iran and questionnaire of the international social searching program related to 1997 and 1998 years were used. Some experts and researchers had questionnaire as a measurement tool after the primary designing, omissions and additions were performed, Krunbakh coefficient was used for its constancy level. In the following table coefficient of variables are expressed:

**Results**

Information analyze indicated that there was a reverse relation between using the satellite and the institutional confidence i.e. was decreased by increasing using the satellite and also there was a reverse relation between using internet and institutional and between individuals confidence. In addition, only relation between using internet and the public confidence, reading newspaper and the institutional and individual confidence and using satellite and between individuals confidence wasn't meaningful and all relations were meaningful.

**Table-1**  
**Unity of independence variables and dependence ones**

Dependence variable and independence variable statistics	Statistics	Confidence between individuals	Public confidence	Institutional confidence
Amount of using the internal T.V	Coefficient	29%	17%	345%
	Meaningful level	0/003	0/002	0/000
Amount of using the satellite T.V	Coefficient	0/041	0/102	-0/324
	Meaningful level	0/651	0/003	0/002
Amount of reading newspaper	Coefficient	0/085	0/143	0/213
	Meaningful level	0/511	0/000	0/321
Amount of using internet	Coefficient	-0/217	0/176	-0/543
	Meaningful level	0/002	0/554	0/005

**Table-2**  
**Unity of mediation variables and dependence ones**

Dependence variables and independence variable statistics	statistics	Confidence between individuals	Public confidence	Institutional confidence
Universality	Coefficient	0/207	0/291	0/380
	Meaningful level	0/000	0/001	0/000
Social obligation	Coefficient	0/306	0/221	0/432
	Meaningful level	0/002	0/000	0/000
Security feeling	Coefficient	0/223	0/316	0/264
	Meaningful level	0/000	0/001	0/000
Evaluation of environment	Coefficient	0/321	0/112	0/380
	Meaningful level	0/000	0/000	0/000
Evaluation of authorities	Coefficient	0/221	0/354	0/605
	Meaningful level	0/000	0/000	0/001

Analyzing relation between mediation variables and dependence indicated that all relations between these variables were direct and meaning.

**Table-3**  
**Multivariable regression of stepwise method for variable of confidence between individuals**

Name of variable	Regression coefficient of standard (beta)	Meaningful level
Education	0/173	0/000
Social obligation	0/226	0/000
Security feeling	0/193	0/000
Internet	-0/167	0/000
Require	0/429	0/000
F	32/117	0/000

Regression analyse with stepwise method indicated that variables of education degree, the social obligation, security feeling and using internet explained % 42 amount of between individual confidence. The meaningful level of F indicated that there was a reverse relation between the observed meaningful relations and using internet and confidence between individual i.e. amount of individual confidence was decreased by increasing using it.

**Table-4**  
**The multivariable regression of stepwise method for the public confidence variable**

Name of variable	Regression coefficient of standard (beta)	Meaningful level
Reading newspaper	0/294	0/000
Evaluation of environment	0/211	0/003
Education	0/123	0/000
Social obligation	0/172	0/000
Universality	0/143	0/000
Require	0/391	0/001
F	8/211	0/000

Regression analyse with stepwise method indicated that variables of reading newspaper amount, the positive evaluation of environment, amount of education, amount of the social obligation and amount of the universality explained % 39 amount of the public confidence. The meaningful level F indicated that the observed relations are meaningful.

**Table-5**  
**The multivariable regression of stepwise method for the institutional confidence variable**

Name of variable	Regression coefficient of standard (beta)	Meaningful level
Evaluation of environment	0/176	0/000
Evaluation of authorities	0/216	0/000
Watching satellite T.V	-00/249	0/000
Using the internal T.V	0/325	0/000
Internet	-0/312	0/000
Require	0/462	0/000
F	122/111	0/000

Regression analyse with stepwise method indicated that variables of environment evaluation, authorities evaluation, amount of watching satellite and the internal T.V and using internet explained % 46 amount of the institutional confidence. The meaningful level of F indicated that the observed relations were meaningful. Information indicated that there was a reverse relation between amount of using internet and watching satellite and the institutional confidence i.e. amount of the institutional confidence was decreased by increasing them.

**Conclusion**

Results of the present research indicate that among medias only internet affected confidence between individuals. This found

doesn't confirm results of the former studies, in Sztompka (1999) research results believe that in society such as Iran that is considered as a society with the traditional mechanisms and confidence between individual is affecting by the cultural values and experiences that is obtained from the mutual face to face relations more than that they are affecting by the external factors such as modern media<sup>4</sup>. Sztompka believes that area of this kind of confidence is limited to relations and friends. People in confidence between individuals, the social traditions are effective more than that people rely on media information<sup>4</sup>. As mentioned before, Young, K.S. and Seth, Arpna know confidence between prevailing confidences between individual in the traditional society and believe that this kind of trust is formed according to the traditional components such as religion, the national and family values<sup>5,6</sup>. Of course, this result is related to increasing process of using internet in Iran especially among youth that were goal of society. So study about it is suggested to researchers. The obtained information confirms study assumption based on relation between media kind choosing and confidence. There is a meaningful and direct relation between reading newspaper and the public confidence. Not only newspapers present spread information about groups, classes and the social categories, but also they expand own addressees opinion region with presenting news analyse and interpretations.

As mentioned in theoretic section before, Sztompka indicates to informing role in forming process of the public social confidence<sup>4</sup>. We can explain the observed difference about the public confidence with reading newspaper and watching T.V using distinction between two groups from conversation and show samples considered by Peter Worsley and she has defined different capacities for the traditional and electronic, so the traditional medias and in head of them newspapers have more capacity to transfer the analysis and meaning thought and against it capacity of electronic medias such as T.V has been limited to transfer affection and internal experiences<sup>7</sup>. So regarding to theorists emphasis of this area, we can attribute existence of the meaningful relation between the public confidence and reading newspaper and not being meaningful relation to T.V and the public confidence to different capacities of these two media<sup>7</sup>. The final section of the obtained information confirm study assumption i.e. there is a direct and meaningful relation between amount and enjoyment kind from the internal T.V and the institutional confidence, while direction of this relation is reverse about satellite T.V and internet. It seems that ownership kind and management method of media have a determining role in this case Biggs, Stephen confirms above assumption<sup>8</sup>. He says that there is a direct relation between goals of media owners and media effects. In this view in studying effect of media, role of media owners must be considered. M. Lynne Markus says that media exist in each social system of the social, political and economical powers representatives<sup>9</sup>. Information of this research confirms study

assumptions but about increasing effect of internet and its effect on confidence between individuals of other assumptions in its general form. The final analyse indicates that relation between media and confidence is very complex and multilateral, because there is a relation between amount of using media and some social confidence kinds<sup>10</sup>. There is a relation between used media kind with some not all kinds of the social confidence kinds. This assumption that media can affect the social confidence via other background factors of confidence was confirmed in some dimensions and levels. Finally we can conclude that whatever in today world media is from unchangeable bases of the social life having partnership in foundation of main part of people tendencies, but researchers must consider its intricacies and varieties in order to determine its effects exactly<sup>11</sup>. Regarding to results and weak role of the national media about strengthening confidence between individuals and public one among youths as future makers of country, this media must try to attract and satisfy youths by the scientific programming in own productions.

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