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## Original Article

# Investigate the Factors Associated with Tendency of Citizens to the Satellite with Approach uses and Satisfaction in Ardabil

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## ABSTRACT

The purpose of this study was to examine the factors associated with tendency of citizens to the satellite with approach uses and satisfaction in Ardabil. The population consist of all people 18 years and older in Ardabil. 390 people were selected with multi-stage cluster sampling method. In this study was used of questionnaire for data collection. Data analysis included multivariate regression, pearson's r correlations, regression analysis, ANOVA analyses with SPSS software (package of Spss / pc + + ver 21). According to the findings, except for use social, other motivated the audience showed a significant relationship with variable usage of the satellite. According to the results there is a significant relationship between age, gender and education with usage of the satellite.

## Introduction

In the age of communication and media that families are rapidly driven towards using satellite channels and other media, considering family satisfaction in this regard is essential. A healthy society depends on healthy families and healthy couples. One of the determinants of a healthy family is marital satisfaction (Pourmeidani et al, 2014). One of the factor associated with satisfaction is intimacy. To promote the intimate emotional bond among family members, interaction and communication with a true mutual understanding is required. Another factor associated is the role of the media, and in particular, satellites. Not only can satellites directly affect all members of the society it also has an important impact on institutions such as the family (Rezaie and Ahmadi, 2013). Metani *et al.* in 2013 concluded that people of all

ages spent an average of 3 h per day watching satellite networks (Matani et al, 2013). This amount of use can reduce verbal communication between family members. Moreover, it can lead to increased individualism and reduced collectivism; this issue has been considered to be a factor that can damage family cohesion. Numerous studies have been conducted on this media (satellite), some of which will be mentioned in this study (Davies et al, 2012). However, the amount of use and the type of satellite channels cannot be ignored. In regards to the relationship between satellite channel use and family relations, studies have shown that families who did not use satellite networks compared to families who used satellite networks had significantly better family relations (Waghey et al, 2012). In general, families who

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do not use satellite networks have a stronger family structure compared to families who do. In another study, an inverse relationship was observed between the use of satellite networks and family structures (Rezaie and Ahmadi, 2013). In line with this subject, it should be noted that, according to family counseling specialists and experts, satellite networks have an important role in the analysis of factors that cause changes in the institution of family in the age of communication. Satellites have made possible the experiencing of intercultural relations with minimum expenses, which has facilitated the increasing use of this media. However, this media has in fact increased the contradictions in human relations and has reduced face-to-face interactions and understanding among individuals (Wagheyi et al, 2012). Given the importance of the family and the factors affecting spousal relations and the use of satellites by the majority of families as a way to spend family leisure time, pathological studies must be conducted on satellite networks' effects on factors influencing spousal relations (Roshan and Khalilzadeh, 2014). The aim of this study was to examine the factors associated with tendency of citizens to the satellite with approach uses and satisfaction in Ardabil.

### Research methods

This research is descriptive and correlational. The population consist of all people 18 years and older in

Ardabil (n=500000). 390 people were selected with multi-stage cluster sampling method. In this study was used of questionnaire for data collection. The cronbach's alpha that obtained from the pilot data was 0.86 for cognitive needs, 0.64 for habit needs, 0.89 for emotional needs. 0.71 for use social and 0.71 for personal identity and social. Data analysis included multivariate regression, pearson's r correlations, regression analysis, ANOVA analyses with SPSS software (package of Spss / pc + + ver 21).

### Results

The results showed that most respondents were in the age group 18 to 23 years and more than 50 percent of respondents between 18 to 30 years. According to the findings, 43.1 percent of respondents were single and 56.9 percent were married. According to the findings, 56.9 percent had an academic degree.

#### 1-There is a significant difference between men and women about usage of the satellite

The results of this study show the there is a significant relationship between men and women about usage of the satellite. Thus  $H_0$  is rejected and research hypotheses is approved ( $t = -2.381$ ).

**Table 1:** The results of T-test on the use of satellites between men and women

Usage of the satellite		Number	t	Significant level
Gender	Male	195	-2.381	0.001
	Female	195		

#### 2-There is a significant difference between age and usage of the satellite

The results of this study show the there is a significant relationship and reverse between age and usage of the satellite. Thus  $H_0$  is rejected and research hypotheses is approved

**Table 2:** The results of Pearson between age with the use of the satellite

Usage of the satellite	R	Number	Significant level
Age	-0.160	390	0.001

#### 3-There is a significant difference between education (academic and non-academic) and usage of the satellite

The results of this study show the there is a significant relationship between education and usage of the satellite.

Thus  $H_0$  is rejected and research hypotheses is approved ( $t = 15.603$ ).

**Table 3:** The results of T-test on the use of satellites based on education

Usage of the satellite		Number	t	Significant level
Education	academic	222	15.603	0.017
	non-academic	168		

#### 4-There is a significant difference between providing needs and usage of the satellite

The results of this study show the there is a significant relationship between cognitive needs ( $r=0.575$ ), emotional needs ( $r=-0.264$ ), habit needs ( $r=-0.541$ ) and

personal identity and social ( $r=-0.543$ ) with usage of the satellite. Thus  $H_0$  is rejected and research hypotheses is approved.

**Table 4:** The results of correlation coefficient between providing needs and usage of the satellite

Usage of the satellite	R	Significant level	Relationship
Cognitive needs	0.575**	0.000	Direct
Emotional needs	-0.264**	0.000	Reverse
Social use	0.092	0.071	-
Habit needs	-0.541**	0.000	Reverse
Personal identity and social	-0.543**	0.000	Reverse

#### Discussion and Conclusion

The purpose of this study was to examine the factors associated with tendency of citizens to satellite with the approach Uses and satisfaction in Ardabil. The results showed that most respondents were in the age group 18 to 23 years and more than 50 percent of respondents between 18 and 30 years. According to the findings, 43.1 percent of respondents were single and 56.9 percent were married. According to the findings, 56.9 percent had an academic degree.

The results of this study show the there is a significant relationship between cognitive variables and usage of the satellite. These results are in good agreement with results, Belamler (1975) and Abelman (1987). Belamler (1975) show that there is significant relationship between the motives watch TV with cognitive needs. Abelman (1987) reports that, strongest motives watching such programs has been information and learning. In general it can be concluded that, there is a direct relationship between the cognitive variables (the strongest predictor) and usage of the satellite.

The results of this study show the there is a significant relationship between men and women about usage of the satellite. According to the findings, there is a significant relationship and reverse between age and usage of the satellite.

The results of this study show the there is a significant relationship between social use and usage of the satellite. According to the findings, there is a significant relationship between emotional needs and usage of the satellite. These results are in good agreement with results, Robin (1989) and Katz (1983). Robin (1989) reports that, there is a significant relationship between

use of Tv and motives entertainment and relaxation (emotional needs). In general it can be concluded that, there is a direct relationship between emotional needs (the strongest predictor) and usage of the satellite.

According to the findings, there is a significant relationship between habit needs and usage of the satellite. These results are in good agreement with results, Robin (1989) In general it can be concluded that, there is a direct relationship between habit needs (the strongest predictor) and usage of the satellite.

The results of this study show the, there is a significant relationship between personal identity and social with usage of the satellite. These results are in good agreement with results, Belamler (1975) and Palm Green (1991). Belamler (1975) reports that, there is a significant relationship between use of Tv and identity. In general it can be concluded that, there is a direct relationship between personal identity and social (the strongest predictor) and usage of the satellite.

Rianne, C, Farrugia, 2013 in a comparative study entitled trust, community, and gender studied mutual trust between the two genders and explained that media, both in terms of access and use, has a significant relationship with mutual trust. The fundamental point is that the greater the access to the media, the more the mutual trust between people is reduced. It can be assumed that access to and use of media can reduce mutual trust between people through analyzing different life aspects and relationships and illustration of its negative aspects and occupying leisure time and replacing people's relationships with media. Mutual trust between individuals has a direct relationship with creating intimate relationships.

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