

## *The situation of Media Literacy of physicians in Iran*

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### **Abstract**

Media literacy is a set of views that addresser use it actively when confronting to Medias messages to interpret and analyze the meaning of received massages.

In this research situation of media literacy of physicians in Kerman, especially general physicians and also the relation between media literacy of physicians in Kerman, their personal features, the amount of using different Medias, the amount of access to different medias, special kind of using different medias, the reason of using different medias, the amount of knowledge about medias contents, the amount of knowledge about medias consequences and their views about modern communicational technologies has studied.

Studying the first hypothesis of this research showed that there is a meaningful relation between personal features of physicians in Kerman and their media literacy.

Studying the second hypothesis of the research showed that there is a relation between the amount of using Medias with physicians in Kerman and their media literacy. It means that in case of increasing the amount of using different Media by physicians in Kerman their media literacy will increase.

This research showed that there is a relation between the amount of access to different Medias with physicians in Kerman and their media literacy. It means that in case of increasing the amount of accesses to different Medias by physicians in Kerman their media literacy will increase. So there is a relation between the kind of using different Medias and their media literacy.

This research also showed that there is a straight relation between the reason of using different Medias by physicians in Kerman, the amount of their knowledge about Media's contents, the amount of physicians in Kerman's knowledge about Media's consequences and their media literacy.

The last hypothesis of this research showed that when increasing in the physicians in Kerman's views about modern communicational technologies their media literacy will increase.

Keywords: Media, literacy, media literacy, physician, general physician in Kerman

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## **Introduction:**

In the past, the more educated the ability to read, write and count knew, but in the present era of information and communication technology development, production and distribution of diverse information, the emergence of networks, databases and multimedia and need more people to information, the concept of literacy has changed.

The concept of literacy in today's information society which is subject to technological change as well as numerous information sources, with other concepts like library literacy, computer literacy, network literacy, media literacy and information literacy is linked. Living in the information society on information literacy as a set of abilities and skills to search, evaluate and use information effectively needs.

Literacy is the foundation of human thought and consciousness. Some traditional literacy required capabilities to communicate with others through reading, writing and arithmetic the shed. It aims to improve the daily life, collaborative, problem solving human and social development and individual capacities society. Many experts believe that media literacy is primarily targeted to deal with the media will be discussed.

Therefore, media literacy, skills training necessary to communicate thought fully and deliberately to the media and had to get a detailed look at critical and analytical media messages (written, visual and auditory) is important.

The medical community has a constant dialogue there stating whether the information in social media are a reliable and valuable.

In fact, any media, and politics has its own guidelines and its own method of compiling the facts. This means that different media may be a single event to provide different forms.

## **Statement of problem:**

The key role of media and communication technologies play in society. How to deal with this technology and its interaction with all segments of society, including doctors, basic and important debate.

Media literacy determines right and wrong today the availability of information with multiple large media, the audience what to do and what to take?

The main objectives of media literacy awareness and try to minimize the negative effects of the media. People need to understand that every day by the media to purchase goods and various messages are permanently invaded.

They must realize that the media goals are and how they are clever without being in your thoughts, actions and behavior is shaped by the media contacts unconscious, with a view to the coordinated actions and words.

In today's social media messages are seen in abundance on the health of people to comment on. Custom messages in the field of health, especially by foreign media to spread in the community. In addition to the general public, someone in the audience of the media, the medical community.

The importance and role of doctors in a community is no secret. Because doctors are dealing with the health of a society and the media also are the largest and most extensive notification Tool. Therefore, physicians' use of media in spreading health messages and carrying out activities related to the promotion of public health, it seems imperative.

Unfortunately, some doctors have no understanding of the influence on society and the media may cause this problem, the importance of spreading health messages through the media are realized.

With increasing media communication between doctor and increase their level of media literacy can be solved this problem. Also a physician for the use of new scientific content requires the use of media . And its association with factors such as the type of expertise, personal characteristics, the use of media.

The present research status of media literacy Kerman Kerman on media literacy and the use of communication technologies and media focusedss to various media, how to use different media, motivated by the media, awareness of media content, familiar with the consequences of the use of physician's attitude toward the media and new technologies, review.

The main research question is: What is the status of media literacy Kerman. The assumption is that physicians' use of information and communication technologies and varied media.

### **Research purposes:**

The overall objective of this investigation was to identify the status of media literacy and media literacy is Kerman. So the main aim of this investigation was to identify the differences Kerman media literacy and how differences in skills or abilities in the use of the media there.

Detailed objectives:

1. Recognize the individual characteristics of Kerman and the relationship between individual characteristics with their media literacy.
2. Recognition of Kerman medical specialty physicians' specialty media literacy and the relationship between them.
3. Diagnosis of Kerman access to different media and different media access and media literacy relationship between them.
4. Understand the use of different media practitioners and media literate about how to use them.
5. Understand motivation physicians' use of the media and respect their motives and media literacy.
6. Demonstrate the knowledge of doctors of media content between their knowledge of the content and media literacy.
7. Trading in Kerman understanding the consequences of using the media and the relationship between the familiarity and their media literacy.
8. The views of doctors about the new communication technologies and their perspective on the relationship between new technologies and their media literacy.

### **The main question:**

What is the status of media literacy of physician in Kerman city?

Minor points:

1. What are the characteristics of individual in Kerman and whether the individual characteristics of physician in Kerman and media literacy there is a significant relationship?
2. What is the specialty of Kerman and is a significant relationship between medical expertise and media literacy is there?
3. What is the physicians' use of media types and the relationship between media use and media literacy doctors there?
4. What is the availability of Kerman in various media and any significant relations between the different media access and media literacy are there?
5. How to use different media practitioners. How the media use and literacy there do is a significant relationship?
6. What is the motivation motivate physicians' use of media and media literacy There is a significant relationship?
7. What is the knowledge of physicians of media content and the relationship between knowledge of the content and media literacy doctors there?
8. Trading in Kerman medical outcomes what is the use of media and the difference between the familiarity and media literacy doctors there?

How is the physician to new communication technologies and the relationship between media literacy and their perspective on the new communication technologies are there.

### **Hypotheses:**

1. There is a significant relationship between media literacy and among individuals in Kerman city .
2. There is a significant relationship between expertise and media literacy in Kerman.
3. There is a significant relationship between the use of media and media literacy in Kerman city.
4. There is a significant relationship between the access to the different media and media literacy in Kerman city.
5. There is a significant relationship between the use of different media and media literacy.

### **The theoretical framework of media literacy:**

Media literacy is a set of views that exposure to media messages for the audience to actively use it. Media literacy experts 5 basic principle for a critical analysis of media messages that are mentioned include:

Make media messages and media professionals.

Media messages are just a part of reality is expressed.

The media inquiry is to produce a set of unique rules.

Media messages to their audience sense

## Methods:

In this study, in order to collect the required data, a questionnaire was designed.

According to the study, statistical population consists of all doctors working in Kerman formed in 1393 that the number of 1564 persons. This is self-made questionnaire items media literacy, motivating media usage, media usage, media consumption, attitudes towards the media, and awareness of media content, media and awareness of the consequences of demographic characteristics and job measures will.

## Descriptive findings:

Frequency distribution of subjects by gender

Of the 172 patient's evaluated 8 patients did not specify their gender. From 164 respondent 64 (0/39%) women and 100 (0.61%) were male. The table and chart below shows the frequency distribution by gender.

**Table 1. Distribution of subjects by gender**

Sex	frequency	percent
Female	64	0/39
Man	100	0.61
Total respondents	164	100
No answer	8	
Total	172	

## Distribution of subjects based on age

Of the 172 patients evaluated 10 patients did not specify their age. Out of 162 respondents, 28 (17.3%) between 20 and 30 years, 58 patients (7/35 percent) between 31 and 40 years, 61 patients (7/37 percent) between 41 and 50 years and 15 (3 / 9%) had more than 51 years of age. The table and chart below shows the distribution by age.

Distribution of those surveyed according to the level of language proficiency and computer 5 out of 172 people studied had not specified the language skills and your computer. 167 respondent of 11 patients (6.6%) and 7 patients (2.4%) less, 77 patients (1.46%) and 82 patients (1/49 percent) average, 44 patients (3.26 percent) and 48 (28.7%) high, 18 patients (8.10%) and 18 (8.10 percent) high and 17 patients (2.10%) and 12 patients (2.7 percent) quite thus had mastered the English language and computers. The following chart shows the frequency distribution table in terms of proficiency and computer are given.

## Qualitative descriptions variable media access

Of the 172 people studied five patients (9.2 percent) are very low, only 6 (5.3%) less, 20 patients (11.6%) in average, 24 patients (0.14%) high and 117 (0 / 68%) had access to the media too much. The results of the tables and graphs are presented below.

Describing the qualitative aspects of media use variable incentive most doctors examined to get scientific information and then receive political and cultural, economic and social use of the media.

A small percentage of doctors to use recreation of the media.

### **Qualitative descriptions variable media literacy**

Of the 172 patients evaluated in 4 patients (3.2%) is very low, 10 patients (8.5%) or less, 45 patients (26.2%) in average, 95 cases (2/55%) high and 18 (5 / 10%) had too much media literacy.

Qualitative descriptions ranging knowledge of the content Of the 172 patients evaluated, 16 patients (3.9 percent) are very low, 41 patients (23.8 percent) or less, 55 patients (0.32%) of average, 50 patients (29.1%) high and 10 (8 / 5%) were aware a lot of media content

### **Analytical results**

Hypothesis 1: between individual characteristics of physician in Kerman and to examine the relationship between individual characteristics of Kerman and analysis of variance (ANOVA) and correlation coefficient ETA (a variable nominal qualitative and a quantitative variable of normal) were used. Results are shown in the table below. Results indicate that between individual characteristics of physician in Kerman and media literacy. There is no significant relationship (05/0 <p).

Hypothesis 2: Between the use of media by physician and media literacy exists. To study the relationship between the use of media and media literacy of Kerman Pearson correlation coefficient was used (a normal two variables).

Hypothesis 3: between the physicians in Kerman access to a variety of media and media literacy exists.

To study the relationship between the Kerman access to a variety of media and media literacy they have access Pearson's correlation coefficient (normal quantitative variables) Pearson correlation coefficient between the two variables Kerman access to a variety of media and media literacy was equal to 536/0 that illustrates the relationship between these two variables (05/0> P). This relationship is in place. That is logical and constructive with increased access to the media, media literacy will also increase.

### **Conclusion:**

The study "Kerman media literacy" was performed. Media literacy is a set of perspectives that the audience actively for exposure to media messages it used to mean the message has been received, as well as the interpretation and analysis. .

In theory, people who are media literacy, the information it less vulnerable because messages designed to influence them and sent at different levels to better recognize.

Even children are aware of how the media can generate information in the world of children, are less effective in the face of mass media messages. Also, teachers and professors that media literacy skills, can effectively and efficiently disseminate know.

In this study, the first hypothesis test showed that the relationship between individual characteristics of Kerman and media literacy is meaningful. Edge denial media and the gap between educational and social programs to eliminate. Cooper and colleagues studied the results of this study contradict.

Based on the results Cooper and his colleagues demographic characteristics associated with the experience and activities over features, factors that are continually physicians' use of online social technologies had an impact at different levels. The reason for this discrepancy difference in the community and those elections.

In this study, the second hypothesis test showed that Kerman between the use of media and media literacy exists.

With increasing use of media types by physician, media literacy also will increase.

In this study, the third hypothesis test showed that the amount of Kerman access to a variety of media and media literacy exists.

By increasing access to a variety of media Kerman, media literacy will increase them. As a result, media literacy enables the message is received, the challenges faced and the audience from passive to active status, interviewer and show your reach.

In this study, the fourth hypothesis test showed that the use of different media and media literacy Kerman exists.

In this study, the fifth hypothesis testing showed that the motivation of Kerman medical use of different media and media literacy exists.

"Media literacy" as most relevant to "get motivated for media use scientific information", "motivated the use of media for political information," "motivation to get information from media and cultural-economic-social" and " motivation media use for recreation "is.

By increasing scientific, political, cultural, social, and economic and media literacy will also increase. Also, by reducing the use of leisure and entertainment, media literacy will increase.

In this study, the sixth hypothesis testing showed that the relationship between the knowledge Kerman media content and media literacy exists. . Namely to increase the knowledge of Kerman media content, media literacy will also increase.

In this research, hypothesis testing showed that between the seventh Kerman awareness of the consequences of media and media literacy exists.

This means that with increased awareness of the consequences of Kerman media, media literacy will increase their.

The final hypothesis testing showed that between Kerman physicians and used of new communication technologies and media literacy there were coloration.

With positive attitudes toward Kerman new communication technologies, media literacy will also increase.

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