

An analysis of factors affecting the rate of students' tendency to foreign media at the Islamic Azad University-Mianeh Branch

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Abstract

Present era is called communication era as western countries each year spend too much cost on the media and mass media and one of the means of cultural invasion is the use of media and mass media. These countries expand their domination over the third world countries from distance without military attack crossing geographical boundaries. The main purpose of the study was to gain the attitude of the students toward local mass media and awareness on their interest to foreign mass media. Various questions were raised in this study. Is interest to foreign mass media related to some variables? Is there a significant relationship between sex variable and their interest to local and foreign mass media? Whether or not there is a significant relationship between tendency of students to these media namely their interest and access to local and foreign mass media with variables such as, age, sex, the university they study, educational major, educational semester, being native, occupation and education of parents, satisfaction from family, and provisional background. In order to answer these questions, 500 persons of studying students in the Islamic Azad University (Miyaneh-branch) were selected randomly and the data was collected using Questionnaires. The findings of the study show that there is a correlation between interest to local media and reading newspapers and magazines. That is, with the increase of reading newspapers and magazines, the amount of tendency toward foreign media decreases; and with the increase of tendency toward foreign media, the amount of people who do not use local programs of state broadcasting increases. Moreover, lack of sport centers, attention to local music and TV programs are effective in tendency toward foreign media.

Keywords: local media – foreign media – students

Introduction

In today's world, mass media is the epitome of human technological improvement and have the greatest cultural impact of all the new tools and techniques. These Tools have a tremendous contribution in the emergence of new habits and universal-cultural development and the changes in behavior and mood of human beings.

Mass media are also the product of human thought and derived from society and affected by it. With regard to this subject that the tools of mass media are not passive, thus they can undergo construction and the rate of their influence is different.

Mass media has the power to give necessary awareness and cautions to the members of society at different times so that they can continue their activities by informed decisions.

Literature Review

Rafi Poor (1996), in his study entitled "mass media and the social value transformation" showed the influence of mass media (Cinema, TV, Newspaper,...) on the change of social value.

In another study done by Fayaz (1996) entitled "An introduction to the West's cultural invasion" refers to the cultural invasion of the West in the past (sending missionaries and Christian evangelist) and the West penetration methods in Islamic countries (penetration in the rulers of Islamic countries and educational system, creating discord among Islamic sects and fighting the basics of Islamic ideology and the Koran), has considered the Islamic movements in the past hundred years, especially the victory of Islamic revolution under the leadership of Imam Khomeini as a turning point against cultural invasion and concluded that:

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After this incident, the west invasion entered into a new phase that regarding extraordinary development in info-technical structure, found certain aspects and by crossing the geographical boundaries, the Islamic values was targeted by huge unethical-cultural productions, vulgar video and satellite films.

Mehr Ali's study (1997) titled "The reasons for youth's tendency to abnormal music groups" shows that one of our community's issue, especially in big cities such as Tehran, is the adherence of a rather significant population of young people and teenagers to abnormal music groups (like; Rap, Heavy metal and so on) in their make up as well as some personal and social attitudes. This class of young people admits the specific values of these foreign referential groups that are usually promoted through informal mass media including satellite, unauthorized video tapes, illicit magazines and the like and form their behavior based on it.

Research hypothesis

1. There is a relationship between gender and tendency to foreign media.
2. There is a relationship between students' major and their tendency to foreign media.
3. There is a relationship between students' financial status and their tendency to foreign media.
4. There is a relationship between the average study hours (newspaper and magazine) and the tendency to foreign media.
5. There is a relationship between students' attention to foreign radio programs and the tendency to internal and external media.
6. There is a relationship between attention to local programs of province and the tendency to foreign media.
7. There is a relationship between the attention to the youth's favorite cultural programs and their tendency to foreign media.
8. There is a relationship between the rate of religious beliefs and adherence to traditional moral values and the tendency to foreign media.
9. There is a relationship between the lack of television and theatre programs and the tendency to foreign media.
10. There is a relationship between the lack of public libraries and the tendency to foreign media.

Allport (1935) sees attitude as a form of mental and neural readiness which is organized through experience and dynamically influences the individual response to objects and situations related to it. Krech, Crutchfield, and Vilachi define attitude as stable systems of negative

or positive assessments of emotional feelings and for or pro readiness to act toward social objects.

Definitions given about attitude indicates that attitude constitutes three components of cognitive, emotional and behavioral in the way that cognitive constituent refers to information and emotional constituent refers to emotions related to attitudes and behavioral constituent refers to tendencies and readiness for action; a detailed description of attitude discussion that is the tendency and readiness for behavioral constituent of attitude is mentioned in the second chapter of report i.e. the theoretical basis and scholarly literature research. To evaluate students' tendency to mass media questionnaires were used which included questions in this area.

1. Local and foreign mass media: although modern societies are much different from traditional ones, one of the most important of them is related to the emergence of mass media. In traditional societies the connection between individual and his political cultural environment is rather direct; however in modern societies mass media such as newspapers, radio and television play the main role in connecting individual with his social environment whose detailed discussion is presented in chapter two. But in the present study, by media and mass media we mean newspapers, weekly and monthly magazines which are published within a province and throughout the country and also radio and television channels, either local or foreign, that are received via satellite are considered as mass media and the level of tendency to local media is considered as dependent variable (criterion).

2. Religious beliefs: one of the predictor variables in this study that has a highly meaningful relation with criterion variable of the study i.e. tendency to foreign mass media is the existence of religious beliefs in students. Those who have faith in basic Islamic values and have religious beliefs avoid deeds that undermine human supreme values and takes humanity away from him. As in the present time one of tools of psychological warfare is TV advertisement, when western countries in their effort to prevent rapid growth of original Islamic cultures see no way except the moral decadence of societies, only religious beliefs and Practical commitment to this belief is real that blocks decadence and cultural ambush of the enemy; so to assess this variable a question was raised in this study as; in your opinion to what extent the religious beliefs of teenagers are effective in preventing students tendencies to foreign mass media. Students' answer to this question, in a five degree scale, indicates the role of this belief in tendency towards such media.

The behavior arisen from people is naturally derived from their physical, mental and social characteristics. If we consider “Marx Weber” division from the viewpoint of traditional, emotional and rational behaviors focused on goal and value, it can be said that youth’s behavior is generally emotional behavior focused on value.

Youth’s behavior is derived from their biological, psychological and social characteristics. From the biological point, youth live in a period of their lifetime who have power and energy and their physical growth and physiological transformation and reaching sexual puberty and their thought passing from concrete facts and reaching to immaterial and abstract objectives leads to showing an emotional a value-oriented behavior.

Research method

This research was conducted using survey research. Survey methods, has different plans. These plans include cross-sectional, longitudinal, parallel and complementary; among them cross-sectional plan i.e. Latitudinal was applied. But, the present study had another major objective and it was awareness of related variables with student’s tendency to foreign mass media. To achieve this objective, cor-

relation method was used to identify variables that play the role of predictor in student’s attitude toward mass media.

Statistical population

Statistical population of this study are students of Islamic Azad university –Mianeh Branch, who had enrolled in the first semester of the educational year 1389-90 that includes 5000 students who have been chosen to an equal portion from the educational mid-year.

Sample population and the sampling method

From among the statistical population of the present study that is the students of Islamic Azad university (Mianeh Branch), 500 people were selected through simple random sampling method. 50 percent of the students of the university were female and 50 percent were male.

Reliability of the questions related to questionnaire

According to the information from table 1 and Cronbach’s alpha test it is observed that Cronbach alpha coefficient of the questions equals to $\alpha = 0.9384$. Since this coefficient is higher than 0.7, questions have the necessary reliability.

Table 1. Reliability coefficient

Mean	Variance	Covariance	Coefficient	Alfa Coefficient
3.6453	1.1872	0.4494	0.3463	0.9384

Descriptive statistics of data

Frequency distribution of tendency to local media

According to data of table 2, the average tendency to foreign media equals to 76.28 with stan-

dard deviation of 19.64 so that minimum tendency to foreign media equals to 0 and the maximum is 100. Curvature coefficient equals to 0.148 which indicates that tendency to local media is lower than average.

Table 2. Frequency distribution of tendency to local media

variable	number	mean	Standard Deviation	Curvature coefficient	number	Variable
Local media	500	49.15	27.77	76.28	500	Foreign media

Inferential statistics of data

Comparison of tendency to foreign media according to gender

According to data of table 2, the average score of tendency to foreign media in men equals to 74.53

with standard deviation of 19.60, and in women equals to 79.21 with standard deviation of 19.37, that regarding the equal amount of variances and the t value) $t=2/589$, $p<0/05$, the difference in scores of tendency to foreign media is meaningful, so that the tendency of women to foreign media is more than men.

Table 3. Comparison of tendency to foreign media based on gender

Variable		number	mean	Standard deviation	T-test	df	Sig.
Foreign media	men	302	74.53	19.60	-2.589	490	0.010
	women	190	79.21	19.37			

Comparison of tendency to foreign media based on financial status of students

According to data given in table 5, the average score of tendency to foreign media for the students with high financial status equals to 76.31 with standard deviation of 18.48, mean equal to

76.87 with standard deviation of 19.26 and low financial status equal to 69.92 with standard deviation of 24.43 which according to $F=2.523$ and $P=0.081$ the difference between scores of tendency to foreign media based on students' financial status is not meaningful ($P>0.05$).

Table 4. Comparison of tendency to foreign media based on financial status of students

variable		number	mean	Standard deviation	F test	df	Sig.
Foreign media	high	57	76.31	18.48	2.523	2	0.081
	medium	356	76.87	19.26			
	low	46	69.92	24.43			
	total	459	76.10	19.8			

Correlation between tendency to foreign media and reading newspaper and magazine

According to data given in table 5, Pearson correlation coefficient between reading newspaper and magazine and tendency to foreign media equals to $r=-0.143$ with meaningful level of $P=0.003$. Thus, there is a meaningful and reverse correlation between tendency to foreign media and reading newspaper and magazine ($P<0.01$) meaning that by the increase in reading newspaper and magazine tendency to foreign media decreases.

tendency to foreign media and attention to radio programs which means by increase in tendency to radio programs attention to foreign media decreases.

Table 5. Correlation between tendency to foreign media and reading newspaper and magazine

Criterion variable	tendency to foreign media
reading newspaper and magazine	0.134 - =r P=0.003 500=n

Table 6. Correlation between tendency to foreign media and students' attention to radio programs

Criterion variable	tendency to foreign media
reading newspaper and magazine	0.117- =r P=0.009 500=n

Correlation between tendency to foreign media and students' attention to radio programs

Based on data given in table 6, correlation between tendency to foreign media and attention to radio programs equals to $r= -0.117$ with meaningful level of $P = 0.009$, as a result it can be said that there is reverse and meaningful correlation ($P<0.01$) between

Comparison of tendency to foreign media based on the use of local programs of radio and television

According to data of table 7, the average tendency to foreign media in people who do not use local programs of radio and television equals to 78.64 with standard deviation of 19.04 and in people who use local programs of the province networks equals to 73.41 with standard deviation of 20.02, regarding the equal rate of variances and the value of $t=2.989$ and in meaningful level of $P=0.003$, the difference between tendency to foreign media based on the amount of using radio and television local programs is meaningful ($P<0.01$) and the tendency to foreign media is higher in people who do not use local programs of province television and radio.

Table 7. Comparison of tendency to foreign media based on the use of TV local programs

Variable		number	mean	Standard deviation	T-test	df	Sig.
Foreign media	Yes	274	78.64	19.04	2.989	498	0.003
	No	226	73.41	20.02			

Comparison of tendency to foreign media based on the use of local television programs

According to data in table 8, the average tendency to foreign media in people who do not use local television programs equals to 78.64 with standard deviation of 19.04, in people who use local

television programs of province equals to 73.41 with standard deviation of 20.02, that with regard to the same value of variances, the value of $t=2.989$ and in meaningful level of $P=0.003$, the rate of tendency to foreign media is higher in people who do not use local programs of province TV.

Table 8. Comparison of tendency to foreign media based on the rate of using local TV programs

Variable		number	mean	Standard deviation	T-test	df	Sig.
Foreign media	Yes	274	78.64	19.04	2.989	498	0.003
	No	226	73.41	20.02			

Comparison of the proportion of respondents' opinion assessment about the lack of culture and art centers and its role in tendency to foreign media

According to data of table 9 and Chi-square test in table 10, the respondents' opinion about the lack of culture and art centers in their tendency to foreign media is: 3.4 percent Never, 5.4 percent little,

19.2 percent To Some Extent, 29.8 percent Much and 42.4 percent Very Much.

Totally 72 percent believed in much and very much that according to $\chi^2=269.560$ and at the meaningful level of $P=0.000$, the lack of culture and art centers is effective in tendency to foreign media.

Table 9. Comparison of the proportion of respondents' opinion assessment about the lack of culture and art centers and its role in tendency to foreign media

	Observed frequency	Expected Frequency	Remaining	Reliable (percent)
None	17	100	-83.0	3.4
Little	27	100	-73.0	5.4
To some extent	96	1100	-4.0	19.2
Much	149	100	49.0	29.8
Very much	211	100	111.0	42.2
Total	500			

Table 10. Result of Chi-square test

Chi-square test	df	Sig.
269.560	4	0.000

The comparison of the proportion of respondents' opinion assessment about the effect of developing public libraries and study halls on preventing youth tendency to foreign mass media

According to data given in table 11 and Chi-square test in table 12, respondents' opinion about

the effect of developing public libraries and study halls in preventing youth tendency to foreign mass media is; 4.2 percent never, 10.4 percent little, 21.6 percent to some extent, 28.6 percent much, and 35.2 percent very much. Totally 63.8 percent believe in much and very much which according to $\chi^2 = 162.340$ and with meaningful level of $P=0.000$, developing public libraries and study halls is effective in youth's tendency to foreign mass media.

Table 11. The comparison of the proportions of respondents' opinion assessment about the effect of developing public libraries and study halls on preventing youth tendency to foreign mass media

	Observed frequency	Expected Frequency	Remaining	Reliable (percent)
None	21	100	-79.0	4.2
Little	52	100	-48.0	10.4
To some extent	108	1100	8.0	21.6
Much	143	100	43.0	28.6
Very much	176	100	76.0	35.2
Total	500			

Table 12. Result of Chi-square test

Chi-square test	Degree of freedom	Meaningful level
162.340	4	0.000

Comparison of the proportions of respondents' opinion assessment about the effect of teenagers' religious beliefs on preventing youth's tendency to foreign mass media

According to data given in table 13 and Chi-square test in table 14, respondents' opinion about the effect of teenagers' religious beliefs on preventing youth's tendency to foreign mass media; 3.2 percent never, 7.2 percent little, 20.2 percent to some extent, 32 percent much, 37.4 percent very much. Totally 69.4 percent believe in much and very much which according to $\chi^2 = 223.220$ and mean-

ingful level of $P=0.000$, teenagers' religious beliefs is effective in preventing youth's tendency to foreign mass media.

Comparison of the proportions of respondents' opinion assessment about the effect of adherence to original moral values on preventing youth's tendency to foreign mass media

Based on data given in table 15 and Chi-square test in table 16, respondents' opinion about the effect of adherence to original moral values in preventing youth's tendency to foreign mass media is 3.6 percent never, 6 percent little, 19.4 percent to some extent, 27.8 percent much, 43.2 percent very much. Totally 71 percent believe in much and very much which according to $\chi^2 = 266.100$ and meaningful level of $P=0.000$, adherence to original moral values is a necessary condition in preventing youth's tendency to foreign mass media.

Table 13. Comparison of the proportions of respondents' opinion assessment about the effect of teenagers' religious beliefs on preventing youth's tendency to foreign mass media

	Observed frequency	Expected Frequency	Remaining	Reliable (percent)
None	16	100	-84.0	3.2
Little	36	100	-64.0	7.2
To some extent	101	1100	1.0	20.2
Much	160	100	60.0	32.0
Very much	187	100	87.0	37.4
Total	500			

Table 14. Result of Chi-square test

Chi-square test	Degree of freedom	Meaningful level
223.220	4	0.000

The comparison of the proportions of respondents' opinion assessment about the effect of the lack of appropriate TV programs on preventing youth's tendency to foreign mass media

Based on data given in table 17 and Chi-square test in table 18, respondents' opinion

about the effect of lack of appropriate TV programs on preventing youth's tendency to foreign mass media are 6.8 percent never, 12.2 percent little, 22.8 percent to some extent, 23.2 percent much, 35 percent very much. Totally 58.2 percent believe in much and very much which according to $\chi^2 = 309.100$ and meaningful level of $P=0.000$, lack of appropriate TV programs is effective in preventing youth's tendency to foreign mass media.

Table 15. The comparison of the proportions of respondents' opinion assessment about the effect of adherence to original moral values on preventing youth's tendency to foreign mass media

	Observed frequency	Expected Frequency	Remaining	Reliable (percent)
None	18	100	-82.0	3.6
Little	30	100	-70.0	6
To some extent	97	1100	-3.0	19.4
Much	139	100	39.0	27.8
Very much	216	100	116.0	43.2
Total	500			

Table 16. Result of Chi-square test

Chi-square test	Degree of freedom	Meaningful level
266.100	4	0.000

Table 18. Result of Chi-square test

Chi-square test	Degree of freedom	Meaningful level
309.100	4	0.000

Table 17. The comparison of the proportions of respondents' opinion assessment about the effect of the lack of appropriate TV programs on preventing youth's tendency to foreign mass media

	Observed frequency	Expected Frequency	Remaining	Reliable (percent)
None	11	100	-89.0	6.8
Little	30	100	-70.0	12.2
To some extent	83	1100	-17.0	22.8
Much	154	100	54.0	23.2
Very much	222	100	122.0	35
Total	500			

Discussion

According to the results obtained, it was determined that the difference between the scores of tendency to foreign media based on gender is not meaningful; meaning that, there is no difference between men and women in their tendency to local media and also it was determined that the difference between scores of tendency to foreign media is meaningful according to gender and women are more intended to foreign media than men. This research is in line with that of Hasanpour (1996) and Public Culture Council Secretariat and contradicts that of Babaie.

In analyzing the comparison of tendency to local media based on financial status of students, it was determined that the difference in scores of tendency to local media based on financial status of students is meaningful and the tendency to local media is higher in students with medium financial status. And the same analysis about foreign media deter-

mined that difference in tendency to foreign media based on financial status of students is not meaningful. This research is in line with Jalilvand (1996) and Mehr Ali (1997) researches but contradicts Babaie's research (1977).

And in analyzing the correlation between tendency to foreign media and reading newspaper and magazine it was determined that correlation between these two is meaningful and reverse i.e. by increase in reading newspaper and magazine, the tendency to foreign media decreases.

Also, the results indicate that there is a meaningful and reverse correlation between tendency to foreign media and listening to radio programs i.e. by increase in tendency to foreign media, attention to radio programs decreases and also there is a meaningful and reverse correlation between tendency to local media and attention to radio programs which means by increase in tendency to local media the amount of attention to radio programs decrease.

Comparison of tendency to local media based on the amount of using local television programs determined that difference between tendency to local media based on using local programs of province television is not meaningful and this difference in tendency to foreign media is meaningful and the level of tendency to foreign media is higher in people who do not use local programs of province television.

Based on the data, it was determined that in comparing proportion of respondents' opinion assessment about the effect of unemployment rate in tendency to foreign mass media, totally 67.6 percent were agree and totally agree and it can be said that unemployment is effective in tendency to foreign media and comparison of proportion of respondents' opinion assessment about the lack of art and culture centers and its role in tendency to foreign media determined that lack of these centers is effective in tendency to foreign media.

In comparison of proportion of respondents' opinion assessment about the lack of sport clubs in tendency to foreign media it was determined that lack of sport clubs is effective in tendency to foreign media. These findings are in line with Babaie's research (1997). comparison of proportion of respondents' opinion assessment about how the lack of attention to music in the province affects the tendency to foreign media determined that lack of attention is effective in tendency and also developing public libraries and study halls is effective in youth's tendency to foreign mass media, this result is in line with the result of Babaie's research (1997). This research also determined that teenagers' religious beliefs is effective in preventing youth's tendency to foreign mass media and adherence to original moral values (71 percent of people) is a necessary condition to prevent the tendency to foreign mass media and the fact that this research is in line with Jalilvand's research (1996). And results indicate that lack of appropriate TV. Programs are effective in tendency to foreign mass media.

Conclusion

To confront cultural invasion and cultural ambush of the west, it is appropriate to develop art and culture centers in the country both qualitatively and quantitatively, to increase radio and television attraction so that mass media play their main role properly in transferring attitudes, values, and elites behaviors toward people and their reaction in society and the reflection of this reaction in media.

Lack of these centers within country is one of the factors of students' tendency to foreign mass me-

dia. Besides these art and culture centers, sport clubs should be developed to fill free times and lessen the unemployment pressure. Students, themselves, believe in the effect of the lack of such centers, to a large extent, in their tendency to foreign mass media.

It is suitable to develop public libraries and study halls throughout provinces so that students use them to satisfy their curiosity and psychological needs. Such motivations provide the ground for students' tendency to foreign mass media.

Paying attention to local music in provinces and planning regular programs in this area is considered as prevention strategies of students' tendency to foreign mass media.

When one of the students' motivations in tendency to foreign media is listening to news and music, our radio and television should broadcast fresh news and folkloric music so that they provide more attraction for students. When radio and television quality is sacrificed for quantity, when local newspaper and magazines publish duplicate and poor content, west technology and civilization attract our students and provides ground for their tendency to such media.

Of course, besides enriching written and oral media programs within the country and developing culture, art and sport centers and appropriately filling students' free times, it is necessary to emphasize personal factors. It is appropriate to enrich their religious beliefs and encourage their adherence to original moral values. If they become deeply familiar with Islamic teachings, they would be safe against cultural invasion.

By enriching quality of local mass media and developing culture, art and sport centers and attempting in moral growth and enriching religious beliefs of students, they are vaccinated against deceptive appearance of west. Hoping that one day we can respond students' needs and defeat cultural invasion of foreigners by cultural methods and logic.

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