

Study the Promotion of Blog Writing among Boushehr Journalists

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Abstract

The main objective of this research is to study the causes of blog writing promotion among journalists in Boushehr. The research population is comprised of 130 journalists and bloggers of this province. The research methodology as respect to the objective is applied and as respect to the data collection is descriptive correlation. Data collection method in this research is using researcher-made questionnaire. Content and formal validity has been gained aiding the available resources and experts' opinions and their reliability via tentative execution of and calculation of Cronbach's alpha coefficient equals to 0.78. For analyzing the data extracted from descriptive statistical tests and appropriate statistical tests have been applied. The research findings indicate that a significant relationship exists between all hypotheses.

Keywords: Weblog, blog writing, internet, journalists

Introduction

Weblog is the reflection of people's thoughts that considering the different ideas and various viewpoints which are very diverse and unique. At present, the weblogs have been exchanged to the exhibition of thoughts freedom and beliefs of different classes of the community and the different people (professional, amateur) are the holders of its pavilions. Easy and convenient accessing to the internet provides various facilities and tools for rendering the services for the interested people. All people of different classes may provide their knowledge and experiences for the editor-in-chief and their own are deemed as a member of a networking society in order to can explain their beliefs, news, viewpoints and outlooks in relation to the different subjects without any political limitation and restriction, closure, and restricting the state official publications via weblog.

The simplicity of using blog writing tools and being free of charge are considered as the most important causes of popularity and quick promotion of weblog among the users. Of course, other factors such as releasing from writing and grammar principles, direct exchange of the thoughts and ideas and observing the users' reaction to the published topics are very effective on the popularity and quick promotion of weblog. Generally one of the intrinsic characteristics of blog writing is releasing from common and cumbersome writing constraints that provides for its writer to be present in the wide figurative world beside other professional writers and

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explanation of his/her thoughts and ideas freely and the simplest probable status.(Hamed Kazemzadeh, 1389, p 6), (Jahanshahi, 1388, p 1-3)

About the research literature, it should be said that reviewing the blog writing and journalism phenomenon, Omid Jahanshahi, M.Sc., Allameh University, 1387 (2008):

In this thesis with the subject of studying the blog writing and journalism phenomenon, the researcher concluded that although in practice the weblog has been accepted by many media institutes, but blog writing as the journalism is still encountered with many challenges. Regarding this point that if blog writing is a kind of journalism, different and varied viewpoints have been explained so far. Some ones have excess and insisted this claim that traditional journalism is spending its last years of life. On the other side, some people have stated that blog writing had never any relation with journalism and will not have. These are two distinct contexts. Blog writing is certainly a kind of journalism but a kind of journalism that instead of the interests of a wide level of visitors is dealt with personal interests, in other word, the weblogs instead of traditional journalism interests are focused on the interests of their creatures. In this research, the data and information have been compiled via interview and library study. Studying the motivation of blog writing and its relationship with demographic traits of Iranian blog writers in Persian language (Farsi), Mohammad Zand Karimkhani, M.Sc., University of Tehran, 1385 (2006):

In this thesis with the subject of studying the blog writing motivations and its relationship with demographic traits of Iranian blog writers in Persian language (Farsi), the researcher concluded that this plan due to being as a novel phenomenon in Iran has a little research background. He has studied on the motivations of blog writing in Iran and has distributed his questionnaire via personal weblog among the other weblogs. In the section of research methodology, via interview and library study has proceeded with compiling the data and information. For theoretical context of this paper, Denis Mcquail uses and gratifications method has been applied. In this research, simple random sampling is used.

Iranian blog writing, quantitative and qualitative study of identity expressing mode in Iranian weblogs emphasizing weblog, Pegah Khalili, M.Sc., University of Tehran, 1384 (2005):

This paper is proceeding with the new and unique communication media of weblog. In this thesis with the subject of Iranian blog writing, upon quantitative and qualitative study of identity expressing mode in Iranian weblogs emphasizing weblog, the researcher concluded that the media may be used as a personal media with a specific individual objective and as a mass media with the social objective as well. The methodology applied in this paper, is a combination of two qualitative and quantitative methods including two techniques of questionnaire and interview. The major theory in this research, theories of identity and self-esteem, and in this relation, theory of hermeneutics and visual presence in communications, and theory of sound as the most important method for expressing self and identification in cyberspace has been considered.

Methodology

Research methodology in this research is applied as respect to the objective and as respect to the data compilation is descriptive correlation. Statistical society of the journalists and blog experts were altogether 130 persons for all of which questionnaire has been sent. From among this number, 100 filled questionnaires have been received. Data compilation method in this research is applied via researcher made questionnaire. Content and formal validity has been gained aiding the available resources and experts' opinions and their reliability via tentative execution of and calculation of Cronbach's alpha coefficient equals to 0.78. For analyzing the

data extracted from descriptive statistical tests and appropriate statistical tests have been applied.

Results and Discussion

There is a relationship between restrictive regulations and laws in press sector and blog writing.

For exploring the currency of first hypothesis Chi-square test has been applied and its results have been summarized in tables 1 and 2. As per table 1, If the answer is “completely disagree”, the minimum number means 1 and if the answer is “completely agree”, the maximum number means 5 has been applied for it and the average of the answers equaled to 3.475 and standard deviation of 1.15.

In table 3, the extracted results of Chi-square (X^2) have been summarized. So that in the said table, it is observed that the calculated chi-square number equals to 90.575 that considering the degree of freedom ($df=4$) is significant in 1% statistical probability level completely ($Sig=0.000$), so there is significant difference between frequency of 5 levels in 1% probability level and hypothesis H_0 of the research means frequency equality of answers levels is rejected and the hypothesis is confirmed.

Considering the confirmation of hypothesis, it is concluded that a significant relationship exists between restrictive regulations and laws in press sector and tendency to blog writing.

Table 1: Hypothesis on analyzing the relationship between restrictive regulations and laws in press and log writing sector

Answer description	Questions				Total	
	1	17	25	27	Frequency	Percent
Completely disagree	6	4	1	10	21	5.3
Disagree	10	19	17	24	70	17.5
No idea	23	11	20	34	88	22
Agree	46	40	29	25	140	35
Completely agree	15	26	33	7	81	20.3
Total	100	100	100	100	400	100

Table 2: Descriptive statistics of first hypothesis

	Frequency	Average	Standard deviation	Minimum	Maximum
Descriptive statistics of first hypothesis	400	3.4750	1.15008	1.00	5.00

Table 3: Summary of applied calculations for chi-square statistic (X^2) for first hypothesis

Answers description	Observed	Expected	Residue
Completely disagree	21	80.0	-59.0
Disagree	70	80.0	-10.0
No idea	88	80.0	8.0
Agree	140	80.0	60.0
Completely agree	81	80.0	10.

Test statistics

Base	
90.575	Chi-square
4	Df
.000	Asymp. Sig.

There is a relationship between easy accessing to the internet and blog writing. For exploring the currency of second hypothesis chi-square test has been applied and its results have been

summarized in tables 5 and 6. So that in tables 4 it is observed that if the answer is “completely disagree” the minimum number is 1 and if the answer is “completely agree” the maximum number is 5 and the average of the answers equaled to 3.42 with standard deviation of 1.22.

In table 6 the output results of chi-square (X²) have been summarized. So that in the aforesaid table it is observed that the calculated chi-square number is 215.77 that considering degree of freedom (df=4) in the statistical probability level of 1% is completely significant (Sig=0.000), then there is a significant difference between frequency of 5 answers in 1% probability level and hypothesis H₀ means frequency equality of answers level has been rejected and the hypothesis is confirmed.

Considering the confirmation of the hypothesis, it is concluded that a significant relationship exists between easy accessing to the internet and blog writing.

Table 4 Frequency distributions of answers of the studied persons to the questions of second hypothesis

Answer description	Questions							Total	
	3	4	5	6	7	8	22	Frequency	Percent
Completely disagree	16	5	14	3	7	1	17	63	9
Disagree	21	25	33	16	7	7	12	121	17
No idea	14	24	15	11	16	6	15	101	14
Agree	32	32	30	47	51	55	42	289	41
Completely agree	17	14	8	23	19	31	14	126	18
Total	100	100	100	100	100	100	100	700	100

Table 5: Descriptive statistics of second hypothesis

	Frequency	Average	Standard deviation	Minimum	Maximum
Descriptive statistics of second hypothesis	700	3.4200	1.22125	1.00	5.00

Table 6: Summary of applied calculations for chi-square statistic (X²) for second hypothesis

Answers description	Observed	Expected	Residue
Completely disagree	63	140.0	-77.0
Disagree	121	140.0	-19.0
No idea	101	140.0	-39.0
Agree	289	140.0	149.0
Completely agree	126	140.0	-14.0

Test statistics

Base	Chi-square
215.771	
4	df
.000	Asymp. Sig.

There is a relationship between releasing from the censorship restrictions and constraints in press and blog writing sector.

For exploring the currency of third hypothesis chi-square test has been applied and its results have been summarized in tables 8 and 9, so that in table 7 it is observed that if the answer is “completely disagree” the minimum number is 1 and if the answer is “completely agree” the maximum number is 5 and the average of the answers equaled to 3.81 with standard deviation of 0.99.

In table 9 the output results of chi-square (X²) have been summarized. So that in the aforesaid table it is observed that the calculated chi-square number is 108.1 that considering degree of freedom (df=4) in the statistical probability level of 1% is completely significant (Sig=0.000), then there is a significant difference between frequency of 5 answers in 1% probability level and hypothesis H₀ means frequency equality of answers level has been rejected and the hypothesis is confirmed.

Considering the confirmation of the hypothesis, it is concluded that a significant relationship exists between the capability of offering more information and promotion of blog writing.

Table 7: Frequency distribution of the answers of studied persons to the questions of third hypothesis

Answer description	Questions								Total	
	9	11	12	13	14	24	23	26	Frequency	Percent
Completely disagree	0	5	1	7	1	0	1	0	15	2
Disagree	6	10	11	35	3	2	10	4	81	10
No idea	20	15	21	32	25	19	11	8	151	19
Agree	43	44	50	18	50	48	45	52	350	44
Completely agree	31	26	17	8	21	31	33	36	203	25
Total	100	100	100	100	100	100	100	100	800	100

Table 8: Descriptive statistics of third hypothesis

	Frequency	Average	Standard deviation	Minimum	Maximum
Descriptive statistics of second hypothesis	800	3.8063	0.98992	10.00	5.00

Table 9: Summary of applied calculations for chi-square statistic (X²) for third hypothesis

Answers description	Observed	Expected	Residue
Completely disagree	15	160.0	-145.0
Disagree	81	160.0	-79.0
No idea	151	160.0	-9.0
Agree	350	160.0	190.0
Completely agree	203	160.0	43.0

Test statistics

Base	
408.1	Chi-square
4	df
.000	Asymp. Sig.

Forth hypothesis: A significant relationship exists between the capability of offering more information to the visitors and promotion of blog writing.

For exploring the currency of forth hypothesis chi-square test has been applied and its results have been summarized in tables 11 and 12, so that in table 11 it is observed that if the answer is “completely disagree” the minimum number is 1 and if the answer is “completely agree” the maximum number is 5 and the average of the answers equaled to 3.81 with standard deviation of 0.99.

In table 1 2 the output results of chi-square (X²) have been summarized. So that in the aforesaid table it is observed that the calculated chi-square number is 408.1 that considering degree of freedom (df=4) in the statistical probability level of 1% is completely significant (Sig=0.000), then there is a significant difference between frequency of 5 answers in 1% probability level and hypothesis H₀ means frequency equality of answers level has been rejected and the hypothesis is confirmed.

Considering the confirmation of the hypothesis, it is concluded that a significant relationship exists between the capability of offering more information and promotion of blog writing.

Table 10: Test of hypothesis of exploring the relationship between the capability of offering more information to the visitors and promotion of blog writing

Answer description	Questions								Total	
	9	11	12	13	14	24	23	26	Frequency	Percent
Completely disagree	0	5	1	7	1	0	1	0	15	2
Disagree	6	10	11	35	3	2	10	4	81	10
No idea	20	15	21	32	25	19	11	8	151	19
Agree	43	44	50	18	50	48	45	52	350	44
Completely agree	31	26	17	8	21	31	33	36	203	25
Total	100	100	100	100	100	100	100	100	800	100

Table 11: Descriptive statistics of forth hypothesis

	Frequency	Average	Standard deviation	Minimum	Maximum
Descriptive statistics of second hypothesis	800	3.8063	0.98992	10.00	5.00

Table 12: Summary of applied calculations for chi-square statistic (X2) for forth hypothesis

Answers description	Observed	Expected	Residue
Completely disagree	15	160.0	-145.0
Disagree	81	160.0	-79.0
No idea	151	160.0	-9.0
Agree	350	160.0	190.0
Completely agree	203	160.0	43.0

Test statistics

Base	
408.1	Chi-square
4	df
.000	Asymp. Sig.

Conclusion

The purpose of applying this research is studying the causes of blog writing promotion among the journalists in Boushehr Province. Upon reviewing the previous studies, different causes have been predicted for this subject and have been drafted as a questionnaire and distributed among the journalists and filled. The research findings extracted from the questionnaire data indicated that: A significant relationship exists between restrictive regulations and laws in press and blog writing sector. These restrictive regulations and laws in press sector caused the journalists to tend to having weblog for expressing their beliefs and ideas. Also, existing legal restrictions has limited the speed of blog writing promotion among the journalists. The legal restrictions cause the journalists to can not publish their texts freely in the weblog. The adequate insight and recognition of the people to the press regulations and laws will accelerate the texts and topics publishing in the weblog.

A significant relationship exists between east accessing to the internet and blog writing. High speed and broadband internet may reduce the visiting period and creation of weblog posts and increase the blog writer performance. It is obvious that high speed internet will provide the easy and simple accessing possibility for inserting new topics on the weblog and increases the speed of blogs updating and altogether will accelerate the information propagation speed. The reviews indicated that at the specified hours that the internet speed is very low, the possibility of reviewing the weblog posts by the journalists is decreased severely. Considering the low speed of the internet, the journalists are obliged to post their weblog's topics at specified hours of night or daybreaks, but this trend reduces the information propagation speed severely. Furthermore, low speed of the internet causes the journalists to be obliged to choose a part of their topics and waive to send many of their topics on the weblog. The experience has shown that in case of existing necessary infrastructures and appropriate internet, the weblogs

comparing the newspapers and paper publications may transfer the information to the visitors quicker and easier. Easier accessing to the internet causes the journalists propagate their topics quicker and easier on the weblog for use of the audiences.

The results indicated that a significant relationship exists between the reduction of censorship restrictions in press and blog writing. Existing the governmental restrictions for publishing and printing causes that the journalists for escaping these restrictions approach the weblog propagating their topics. Because they have more freedom via the weblog and it caused the journalists to propagate their thoughts, beliefs and ideas easier on the weblog for the visitors. Physically and geographically, the cyberspace that is provided by the weblogs for the blog writers and journalists is more than the space provided by the newspapers, and it is a motivation for tending to the blog writing. Intensification of press restrictions persuades the journalists for further posting their topics on their weblogs. Censorship in press sector makes the journalists determined for selecting the weblog with more freedom for expressing their thoughts and beliefs. Also, via weblog, the journalist feels more security for presenting his/her topics and it leads to better presenting the ideas. Oppositely, restrictions and censorship causes the visitors achieve the respective topics easier and more convenient via weblog and lose their tendency to newspaper and paper press. Altogether, the experience has indicated that increasing governmental restrictions in the recent years caused the tendency of the journalists for expressing their thoughts and reflections through the other ways such blog writing to be increased considerably.

Blog writing has a significant role in increasing the journalists' capability for offering more information to the visitors and as a result promotion of information propagation. The experience has indicated that upon increasing the internet penetration coefficient, the reporters may communicate more visitors and raise their ideas, beliefs and reflections for them. Also, on the weblogs, the reporters can communicate the people of the same opinion easier. Furthermore, due to the low space that the newspapers provide for the journalists, the possibility of offering more and diverse topics to the visitors have been limited and for removing this limitation, their tendency to blog writing is intensified. Although upon keeping the bandwidth lowly the blog writers and journalists are encountered with limitations for propagating the information for the visitors but its intensity is less than the newspapers. The other advantage of the weblog is less limitation of the space that caused that the journalists can offer more topics and information to their visitors. Increasing the number and the participation of the visitors for presenting mutual information to the journalists will lead to the promotion of the blog writing. The next advantage of the blog to the paper newspaper is the possibility of saving and recording the topics, consequently the visitors may receive the required information easier. Finally weblog in addition to providing the conditions for expressing its experiences and world as a communication between two persons; moreover is deeper and more stable than the other types of internet communication. Weblog is a modern cultural phenomenon that tries to compensate many of existing social vacuums and deals with activities that affects the real world as well. Also, considering the censorship, easy accessing to the internet, offering more topics to the visitors, mutual interaction, restrictions and regulations and laws existing in press sector oblige the people to approach the weblog for expressing their beliefs, thoughts and ideas and utilizing the communication theory which may be considered particularly in the cyberspace and cyber journalism. The use and gratification and requirement of this approach is due to this reason that the visitors use the medias for special purposes and for supplying their requirements and from among the medias confirmations they choose what obviates their requirements and provides their satisfaction.

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