Content Management of Iranian Online Newspapers to Increase User Interaction

Dr. Mohammad Soltanifar[1]**, Alireza Nooshafrin**[2]

1- *Department of Social Communication Sciences, Science and Research Branch, Islamic Azad University, Tehran, Iran*
2- *Department of Social Communication Science, Science and Research Branch, Islamic Azad University, Tehran, Iran*

Abstract

Nowadays, everyone who is involved in virtual space hears the phrase of "Social Networks" more than anything. These networks have occupied most of the web space. According to Alexa web site ranking, the most visited internet web sites are social networks. Almost in all real environments, the talk is about the contents of the news and information provided by social networks. Actually what are these social networks? What sort of features do they have? Why internet providers have turned to use social networks? What specifications and capacities do these social networks have so attract such a huge internet providers?The more important of all, what sort of benefit do the public relations institutions as media and communication providers in governmental / Non-governmental corporations, organizations and ministries receive? To what extent is it possible to use the capacities and capabilities of these networks to accomplish the missions of public relations and fulfill its objects in an organization? Is it possible to provide an applicable and practical model for the public relations in order to use capacity of virtual social networks? These were the questions in the mind of researcher made him to study about virtual social networks and their role and applications in the institution of public relations. The method used for this research is the survey. The tools for measuring the function of virtual social networks in the institution of public relations from the perspective of the activists in the field of Public Relations" is researcher made questionnaire which include 34 questions. The research illustrates functions of virtual social networks in the fields of advertisement, branding, opinion polling, polling, researches, the content of media policy, media and news activities, and illustration in the institution of public relations and the related organization, while it attempts to study and explain strengths and weaknesses of the function of these networks for the institutions of public relations.
KeyWords: Cyber sphere, Virtual social networks, Public Relations, Web, Web 2

Introduction

After the innovation of Web in 1990, internet has experienced two golden ages: Age of Web1 and age of Web2. In the first age, the technologies were applied that performed based on classic model of communications; Sender, Channel, Receiver. But the age of web 2 bears such specifications which make it distinguished from all media we have seen before. Web-2 mainly performs based on producing the content by the providers and their participation in posting, re-posting and sharing the contents and data.

1- Associate Professor, Corresponding author (m.soltanifar@gmail.om)
2. M.A. Student

Virtual social networks as a symbol of Web-2 have occupied most part of virtual space. It can be acknowledged that these networks have established the foundations of the new model of cyber communications which is unprecedented up to now. Social networks are considered the result of technologies of Web-2 (Khaniki & Babaei, 1390, 96).

Virtual social networks are the newest and the most attractive internet technology that about 78% of internet providers are members of one of these networks. However, the institution of public relations in Iran is still unfamiliar with this new communication technology. There isn't a specific applicatory model for the public relations due to the complexity, to be unknown and the political and security sensitivities about these networks (Khaniki & Babaei, 1390, p 97).

A new style of producing the content and information has been emerged by expanding virtual social networks which has involved almost 80% of internet providers, which it inevitably has affected activity of the institution of public relations. Applying the first generation technologies of web is the common procedure of the public relations in informing policy such as data base. But the question is that how can the public relations use the capacity of virtual social networks to accomplish their missions in order to have opinion polls, advertisement, information, news work, producing contents and so on. From another perspective, the main question of this research is that what the function of virtual social networks in the field of the public relations is. In order to answer this question, we have to benefit from viewpoints of the public relations' professional activists, pundits and practitioners in the field.

"Information community has been turned into one of the most important issues for social, economic and political thinkers and experts and it has obtained a significant status in international relations, regional relations and national part of countries during the recent decades and particularly the last ten years (the second half of the last decade of twenty century and the first half of the first decade of twenty first century)" (Webster, 1383, p 88). In 1960's and 1970's for the first time, the ideas for establishing and developing the "Information Community" was brought up through academic works of some economists and sociologists at American universities and first of all in the books and articles of Fritz Machlup and Daniel Bell. According to these two recent scholars, an Information Community bears the following features: "Information workers have literally have become the largest employment group in the advanced and wealthy countries where the majority of their labor forces are 'industrial workers'. So that it can be said "a new knowledge-based class" has been emerged in these countries. In these countries, a structure of "Intellectual Technology" has been created along "Industrial Technology". The packed information is increasingly the main component of goods and commodities used in industry and household in these countries (Webster, 1383, p 90).

Thus, the idea of "Intellectual Technology" in the theories of initial scholars of "Information Community" has been considered before emersion the idea of social roles of "Technologies of Communication Information" and the current global networks. But, so that the mentioned scholars have specified, the foundations of this "Information Community" are based on this fact that the information and knowledge have become the important factor of economic dynamics and at the same time they have been considered

both as the tools of development and as the goals of development (Motamed Nejad, 1384, 7-8).

Frank Webster provides a definition of 'Information Community' based on the widespread innovation of information technologies. At first, in his opinion, the usage of information technologies have spread throughout all over the world because of the academic achievement in the processing, storage and transmission of the data and computer is being used by public. Then another development has been made in the field of telecommunications and led to the wide distribution of information among the society which leads the people into the highway of information and applying the data. In other words, telecommunication has being computerized, which means that the available computers all over the world are connected and linked together. This process which has taken place now permits the people to have access to the highway of information with the lowest cost and in the most remote part of the world on the condition that they have electricity and communication.

Therefore, we can recall a global revolution happened in the field of information and communication and affected the life of all people on earth. A revolution that is based on computer and has widespread economic, political and cultural implications. This means, from one hand, it has converted the information to a commercial and profitable commodity which its acquisition results more power and on the other hand, has enduring impact on characters and identities of people (Fider,1380, 4).

Also some thinkers consider virtual space as a forum for millions of internet providers who are, based on their symbolic interpretation in internet sphere, able to: 1) interact individually and collectively 2) show up virtually in cyber forums 3) create virtual groups 4) discuss freely about various subjects with other internet users and ultimately use the circulated information and news in internet web sites selectively with no restrictions of other media – which are unilateral unlike internet (Jalali, 1379, p 96).

Iranians have been pioneers in creating a wave of networking from the early stages; the staggering boom of weblogs. The studies show that more than 80% of internet providers are member of virtual social networks, while this figure is 78% in Iran (Ziaie Parvar, 1387, 11).

Virtual social networks have particular specifications which make them distinguished from the first generation of Web technologies and industrial media (ZiaieParvar, 1389, p 20).

According to Castells, various societies are being developed by various paths. Nowadays, it is the information process which heralds "Rise of a Technologic Paradigm" which provides a new way of development (Castells, 1989, p 12, Webster, 1383, 411).

Conceptualization of the new era are amazingly the same in works of Bell and Castells. Besides, Castells (1994) considers "technologic information revolution" as the backbone (if not conclusively) of other structural developments (Webster, 1383, 413).

Virtual social networks are the products of World Wide Virtual Web (internet) which itself is a new phenomenon in the communication world. The arrival of virtual sphere into the communication arose new viewpoints in this regard. Indeed, in the tradition of communication science, development of communicative technologies has been always accompanied by presenting new communication theories. Manuel Castells (Spanish

professor at University of California and communications' theorist who is called the master of professors), in his famous book; "Network Society" and "Information Age", compare the technologic transformation, which is led to invention of "Information Highway", with important invention of alphabet in Greece in 700 B.C. and asserts that a hypertext or meta-linguistic has been formed for the first time in the history of media which integrates written, verbal,visual and auditory discourses of human communication in the frame of a system. This system is called "Information Highway" which can transform the nature of communication due to its capacity of integrating text, picture and sound into a global system and network (Castells, 1383, 233).

According to Castells (1383), virtual social networks are results of three independent historical convergences: Information Revolution, restructuring of capitalism and economy based on planning and cultural movements in 1960's. These three processes paved the way for emersion of virtual social networks.

According to Castells, the main feature of such societies are: Informative economy: competition between companies and economic corporations is dependent on knowledge, information and new technologies more than ever. Global economy: It is different from the world economy which has been continued from centuries ago. Indeed, the core and underneath layers of the current social networks have strongly linked up with global economy. Economic activities of the networks: The third feature is actually the bare image of the second one. The networks will gradually expand and develop and try to dissolve other social networks or destroy them and in this way, they take advantages of corporations' economic activities and advertisements. Development in work: professional relations between the employer and the employee have been subjected to change due to the social networks. This kind of relation is more flexible now and more people are employed in smaller work places. Emerging the reciprocal poles: Individual attempts and exclusive identities have been increased against the labor institutions or governments and has increased the enhancing capabilities and abilities of individuals and networks against national governments. Additionally, the concept of nationality is less important than before because of membership of the individuals in these networks. Culture of virtual reality: The cultural information age will form through transferring of symbols by electronic media. These various media have various audiences and provide them rich collections of symbolic contents through electronic texts. This virtual space, containing pluralistic and various information, is as part of social reality of modern age and more or less occupies the major spaces of knowledge interactions. Politics on the wing of media: In such societies, the politicians have to take the most advantageof the media in order to survive and preserve their power. Thus, control of media makes sense. Timeless time and the currents' spheres: The concepts of time and place have found new meaning in the virtual social networks which they are very different with their classic meanings in traditional and industrial societies. The immediate transferring of data and capital and the possibility of simultaneous connection between individuals in different places have destroyed the time and spatial distances and altered the frame works of the former order. Nowadays, everyone can send anybody any message in any number he/she would like by entering to these networks.

According to the theory of "6 degrees of Separation", everyone in any situation anywhere in the world has a distance in a maximum of six steps away from any other person in the world. This theory was set out for the first time by a Hungarian scientist called Frigyes Karinthy in 1929. He believed that the growing density of man-made networks has made the real social distance smaller despite the physical distance between the people throughout the world. In 1961, Michael Gurwitch Carmeni in America proved through his experimental research about the structure of social networks. During the following years, the findings of Stanley Milgram, American Psychologist, confirmed this theory again. In 2001, Duncan Watts, a professor at Colombia University, sending e-mail messages to 48,000 people in 157 countries concluded that the majority of these people are connected to each other through 6 medium. A larger study in 2007 by Jure Leskovec and Eric Horvitz examined a data set of instant messages composed of 30 billion conversations among 240 million people. They found the average path length among Microsoft Messenger users to be 6. Based on similar researches in 2011, launched on 721,000 face book members, the average degree of separation was 4.74. Now the theory of six degrees of separation has been known as a serious theory of virtual social networks in the world (Wikipedia, 2012).

Function of virtual social networks for public relations
Public relations industry is experiencing a period of complicated changes. Electronic activities based on Web-2 and social networks from one hand and the audience's eager to participation on the other hand, have faced the communication and information industry to grave developments and unknown spheres. During the last decade, a fundamental development has been occurred in people's method of access to news and information sources. Public relations units have been under pressure in order to divert their way from publishing contents for mass audiences toward advanced connection with the active audiences. Nevertheless, organizations, corporations, public relations' offices and their experts are affected by the practice of sharing information in the social networks faster than others. Perhaps social networks do not bring much content for the public relations, but they convey the voices of public relations to the audiences in a more effective way (louder). People leave their comments and opinions about everything on corporations and organizations' web sites or reflect them on their blogs. They share their opinions and links in social networks and create a network of aligned or non-aligned people. So people participate in the discussions related to corporations and organizations and such discussions are the foundations of strategies for the public relations and modern marketing (Soltani Far, 1390).
Entering the internet into various aspects of human's life and expanding the communicative tools through World Wide Web; a new form of social relations was created. If we want to take a place in these relations, there is no doubt we should be consistent with it and know its advantages and disadvantages. Virtual social network is a strategy for the public relations, since it provides many desirable facilities according to demands of electronic society for free.

Using social networks such as facebook, linkedIn, twitter and youtube can be a complementary for general programs of the public relations, but they shouldn't be substituted for the pure techniques of institution of public relations.The important reason to turn toward social networks is partly due to be free or low-cost services, quick circulation of news, information and advertisement, which they provide. Other services and advantages are that these networks can save new idea about the future goods, pre-selling them, launch polls and opinion polls and convey current demands to organizations. However, it is hard to ignore those parts of the society who are not members in the social networks. Virtual social networks facilitate circulation of data, add more visitors and recipients of information and make possible to create fan groups for your organization which is a free and valuable advertising media to you. The public relations can manage producing a virtual social network, have an access to their audiences through internet network, supervising (watching) their behavior, demand, opinion and their reactions and responding them back based on an accurate planning.

Should the public relations operate successfully and professionally within the social network, they need to recognize this sphere of influence, diagnose damages and threats imposed by these new networks and go through the opposite path. Based on a well-defined planning, it is feasible to convert such threats into opportunities and efficiently utilize all facilities provided by the social networks.

A research under the title of "Cyber Soft War in Domain of Virtual Social Networks" was launched in 1388-1389 ordered by International Studies of Tehran Abrar Moaser Institution. It was aimed to study the main actions inimical to and foreign countries against national security and interests of Islamic Republic of Iran through virtual social networks. In this study, the method applied was virtual social networks'content analysis and the data collection method was through internet sites and technology of online news feed. The period of study was during Jun ٢٠٠٩ till February 2010 (Khordad-Bahman 1388). The population included 8 main virtual social networks (Facebook, Twitter, YouTube, Balatarin, flicker, Wikipedia, Google Reader and Orkut) and important political developments were selected every month, as targeted.

Mahdavi (1389) did a research under title of "Studying Opportunities and Challenges of Iranian Identity in Virtual Space". This study aims to identify opportunities and threats of Iranian identity in virtual space (cyberspace) and to survey the views of communication professors of Tehran Universities. It was concluded that "there is a connection between Iranian identity and current opportunities in cyber sphere; there is a connection between cyber defense and strengthening Iranian identity; there is a connection between Iranian identity and cyber space; and finally there is a connection between the activities of government and non-governmental organizations in virtual space and strengthening Iranian identity". The research also showed that the provider's activities do not meet the need of international networks for providing contents in cyber space, but to satisfy the provider's needs for information and entertainment.

In 2011 (1390), another research was launched by Pour Zarabian under the title of "Studying impact of virtual social networks on social relations among high school students

in Tehran". It was also conducted through survey and sampling on 314 individuals based on Sampling Method of Cochran and the following results concluded:

"According to the findings achieved by this study, it can be said that virtual social networks has strong impacts on ethical norms, mental skills, entertainment, and religious beliefs of their providers. So alignment or non-alignment of the contents provided by virtual social networks with defined aims regarding ethical norms, mental skills, entertainment and religious beliefs can explain the alignment and non-alignment of this group of teenagers. The achieved results suggest a meaningful, positive and strong connection between using virtual social networks and social relations of high school students.

Methodology

The methodology of this research is survey. In this study, viewpoints of senior executives, communication professors and experts of Iran public relations institutions have been collected through field research and via questionnaire and then were processed and analyzed by the SPSS software. Considering the nature of the research; functions of virtual social networks in developing the activities of institution of public relations, the researcher had to conduct a field research, obtaining opinions and viewpoints of Tehran public relations' senior executives and experts. To do so, a questionnaire was set based on research questions with regard to the standards of field research which was distributed among the sample population and collected. The questionnaire is consisted of 34 questions. According to Morgan Table, for a population of 200 participants, it should target 127 respondents, so 127 questionnaires were answered.

Results and Discussions
Table 1: Distribution of respondents based on gender

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Men	83	65.4	65.4	65.4
Women	44	34.6	34.6	100.0
Total	127	100.0	100.0	

Of total respondents, 65.4% were men and 34.6% were women.

Table 2: Distribution of respondents based on marital status

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Single	56	44.1	44.1	44.1
Married	71	55.9	55.9	100.0
Total	127	100.0	100.0	

Of the total respondents, 55.9% were married and 44.1% were single.

Table 3: Distribution of respondents based on occupation

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Project Manager	31	24.4	25.0	25.0
Project Expert	68	53.5	54.8	79.8
Communication Professor	17	13.4	13.7	93.5
Others	8	6.3	6.5	100.0
Total	124	97.6	100.0	
Unanswered	3	2.4		
Total	127	100.0		

Of the total respondents, 54.8% were project expert, 25% were project manager, and 13.7% were communication professor. 6.5% had other occupations.

Table 4: Distribution of respondents based on their opinion about impact of virtual social networks on enhancing various capacities of the public relations

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Disagree	3	2.4	2.4	2.4
No idea	7	5.5	5.5	7.9
Agree	66	52.0	52.0	59.8
Completely agree	51	40.2	40.2	100.0
Total	127	100.0	100.0	

Of the total respondents, 92.2% believe that using the social networks will lead to a growth in various capacities of the public relations while 5.5% have no idea and another 2.4% disagree.

Table 5: Distribution of respondents based on their opinion about possibility of using social networks in the public relations despite filtering

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	2	1.6	1.6	1.6
Disagree	11	8.7	8.7	10.3
No idea	22	17.3	17.5	27.8
Agree	62	48.8	49.2	77.0
Completely agree	29	22.8	23.0	100.0
Total	126	100.0	100.0	
Unanswered	1	0.8		
Total	127	100.0		

From total respondents, 72.2% assert that due to widespread filtering, it is not possible to use social networks in the public relations. On the contrary, 10.3% of participants disagree while a 17.5% of participants have no idea.

Table 7: Distribution of respondents based on their opinion regarding "virtual social networks are the best source to measure public opinion surveys and polls in the field of electronic services of an organization"

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	3	2.4	2.4	2.4
Disagree	14	11.0	11.0	13.4
No idea	22	17.3	17.5	30.7
Agree	69	54.3	54.3	85.0
Completely agree	19	15.0	15.0	100.0
Total	127	100.0	100.0	

From total respondents, 69.3% believe that virtual social networks are the best source to measure public opinion surveys and polls in the field of electronic services of an organization. on the contrary, 13.4% disagree or completely disagree while 17.3% of the participants have no idea.

Table 8: Distribution of participants based on their opinion about impact of advertising in virtual social networks on absorbing audiencesto the public relations

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	1	0.8	0.8	0.8
Disagree	5	3.9	3.9	4.7
No idea	20	15.7	15.7	20.5
Agree	80	63.0	63.0	83.5
Completely agree	21	16.5	16.5	100.0
Total	127	100.0	100.0	

From total respondents, 79.5% state that advertising in virtual social sciences has an impact on attracting audience to the public relations. On the contrast, 11.9% disagree or completely disagree, while 15.7% has no idea.

Table 10: Distribution of respondents based on their opinion about impact of publishing contents intended by the public relations in virtual social networks on organizational branding

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Disagree	2	1.6	1.6	1.6
No idea	23	18.1	18.5	20.2
Agree	70	55.1	56.5	76.0
Completely agree	29	22.8	23.4	100.0
Total	124	97.6	100.0	
Unanswered	3	2.4		
Total	127	100.0		

From total respondents, 79.9% say that publishing contents intended by the public relations in virtual social networks will lead to strengthen the organizational brand. On the contrary, 18.5% disagree while 1.6% has no idea.

Table 13: Distribution of respondents based on their opinion about the role of implementation of virtual social networks in recognizing strengths and weaknesses of the public relations

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Disagree	6	4.7	4.9	4.9
No idea	21	16.5	17.1	22.0
Agree	71	55.9	57.7	79.7
Completely agree	25	19.7	20.3	100.0
Total	123	96.9	100.0	
Unanswered	4	3.1		
Total	127	100.0		

From total respondents, 78% believe that implementation of virtual social networks can help recognizing strengths and weaknesses of the public relations. On the contrary, only 4.9% disagree while 17.1 refuse to comment.

Table 19: Distribution of respondents based on their opinion about "implementation of virtual social networks can help launching new researches in the field of the public relations"

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	1	0.8	0.8	0.8
No idea	16	12.6	12.7	13.5
Agree	79	62.2	62.7	76.2
Completely agree	30	23.6	23.8	100.0
Total	126	99.2	100.0	
Unanswered	1	0.8		
Total	127	100.0		

From total respondents, 76.5% assert that implementation of virtual social networks can help conducting new researches in the field of the public relations. On the contrary, only 0.8% disagree while another 12.7% refuse to comment.

Table 22: Distribution of respondents based on their opinion about "the public relations media policy for virtual social networks can help improving the relations between the organization and the client"

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	1	0.8	0.8	0.8
Disagree	1	0.8	0.8	1.6
No idea	15	11.8	12.1	13.7

Agree	78	61.4	62.9	76.6
Completely agree	29	22.8	23.4	100.0
Total	124	97.6	100.0	
Unanswered	3	2.4		
Total	127	100.0		

From total respondents, 86.3% tell that the public relations media policy can help improving relations between the organization and the client. Nevertheless, just 1.6% disagree or completely disagree while 12.1% refuse to comment at all.

Table 25: Distribution of respondents based on their opinion about "the clientshave more confidence on the information distributed by other clients in virtual social networks and the public relations should be aware of this information"

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	2	1.6	1.6	1.6
Disagree	9	7.1	7.2	8.8
No idea	26	20.5	20.8	29.8
Agree	52	40.9	41.6	71.2
Completely agree	36	28.3	28.8	100.0
Total	125	98.4	100.0	
Unanswered	2	1.6		
Total	127	100.0		

From total respondents, 70.4% express that the client rely more on the information distributed by other clients in virtual social networks and the public relations should be aware of this information. However, 8.8% of the participants agree or disagree while 1.6% prefers not to comment.

Table 26: Distribution of respondents based on their opinion about "according to current providers of virtual social networks, the news activities within virtual social networks are helpful"

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Disagree	5	3.9	4.1	4.1
No idea	28	22.0	22.8	26.8
Agree	64	50.4	52.0	78.9
Completely agree	26	20.5	21.1	100.0
Total	123	96.9	100.0	
Unanswered	4	3.1		
Total	127	100.0		

From total respondents, 73.1% say that, according to currents providers of virtual social networks, the news activities within virtual social networks are helpful. On the contrary, only 4.1% disagree while a considerable percentage of respondents (22.8%) has no idea.

Table 30: Distribution of respondents based on their opinion about "organizations are able to enhance their image in the society via virtual social networks"

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Disagree	9	7.1	7.2	8.8
No idea	26	20.5	20.8	29.8
Agree	52	40.9	41.6	71.2
Completely agree	36	28.3	28.8	100.0
Total	127	100.0		

From total respondents, 84.2% believe that organizations can enhance their image through society via virtual social networks. However, just 1.6% disagree while 14.2% have no idea.

Table 35: Distribution of respondents based on their opinion regarding the confidence of Iranian organizations in virtual social networks

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	2	1.6	1.6	1.6
Disagree	9	7.1	7.1	8.7
No idea	22	17.3	17.3	26.0
Agree	52	40.9	40.9	66.9
Completely agree	42	33.1	33.1	100.0
Total	127	100.0		

From total respondents, 74% remark that Iranian organizations currently have a little confidence in virtual social networks. However, 8.7% disagree or completely disagree while 17.3% have no idea.

Table 36: Distribution of respondents based on their opinion about "Iranian organizations have a growing positive tendency toward virtual social networks during recent years"

Options	Amplitude	Percentage	Valid Percentage	Cumulative Amplitude
Completely disagree	6	4.7	4.7	4.7
Disagree	15	11.8	11.8	16.5
No idea	39	30.7	30.7	47.2
Agree	49	38.6	38.6	85.8
Completely agree	18	14.2	14.2	100.0
Total	127	100.0		

From total respondents, 52.8% state that Iranian organizations have a growing positive tendency toward virtual social networks during recent years. On the contrary, 16.5% disagree or completely disagree while 30.7% have no idea.

In this section, we have applied one-sample T test, concerning to the nature of question, in order to test hypotheses. In this regard, first we upgraded level of measuring the index from ranks to space and then we standardized the index within the amplitude (0-100). Since the average of 50 is the intermediate for the index, we consider the average of less than 50 as low/very low and the average of more than 50 as high/very high.

Considering to the above explanations, the following hypothesis subject to test:
$$\begin{cases} H_0 : \mu \leq 50 \\ H_1 : \mu > 50 \end{cases}$$
Which μ is the index average.

Indeed, when the null hypothesis is verified, it means the population tends to the choices of "disagree" and "completely disagree", while rejection of the null hypothesis means a tendency toward choices of "agree" and "completely agree".

It should be mentioned that the rate of error type I (probably of rejection the null hypothesis while this assumption is correct) is considered 0.05 in this study. Thus, those connections are acceptable whose highest significance level is 0.05. So, as much as the significance level is lower, it confirms a more secure verification of research question or the discussed hypothesis, shown in the table below.

Representative the acceptable significance level   (possibility of correctness 95%)
Representative the high significance level   (possibility of correctness 99%)

According to the tables and diagrams, all the research hypotheses are verified.

Hypothesis one*: According to providers browsing virtual social networks, activities of the public relations within virtual social networks have been very successful.*

Table 38: One-sample T test to evaluate success rate of public relations' activities in virtual social networks

Amplitude	Average	Standard Deviation	Lower Bound95%	T Statistics	Significance Level
127	72.8	13.0	70.9	19.8	0.000

Given the quantities in the above table, the average (=72.8M), T statistics (t=19.8) and the significance level (sig=0.000), the null hypothesis is rejected and the hypothesis is verified with a confidence of 99%. So, it can be concluded that activities of the public relations in virtual social networks have been successful.

Besides, the confidence interval of 95% for the average of the population is 70.9%, indicating the noticeable success of the public relations in virtual social networks.

Hypothesis two: There is a meaningful connection between using the advertisement and branding in virtual social networks and attracting the audience's attention to the public relations.

Table 39: One-sampled T test in order to study the connection between using advertisement and branding in virtual social network and attracting audience's attentionto the public relations

Amplitude	Average	Standard Deviation	Lower Bound95%	T Statistics	Significance Level
122	73.9	13.1	72.0	20.14	0.000

According to the achieved quantities from above table, the average (M=73.9), T Statistics (t=20.14) and the significance level (sig=0.000), the null hypothesis is rejected and the statistics hypothesis is verified with a confidence of 99.9%. So it is concluded that there is a meaningful, statistic connection between using advertisement and branding in virtual social network and absorbing audience's attention to the public relations. Additionally, the confidence interval of 95% for the average of population is 72.0% which represents the great impact of applying advertisement and branding in virtual social networks on the public relations and their ability to attract audience's attention.

Hypothesis three: The public relations are able to recognize their strengths and weaknesses and convert them into opportunities by efficiently using the capacity of virtual social networks.

Table 40: One-sampled T test in order to study the role virtual social networks in recognizing strengths and weaknesses of the public relations

Amplitude	Average	Standard Deviation	Lower Bound 95%	T Statistics	Significance Level
124	72.1	13.7	70.1	17.9	0.000

Given the above quantities, the average (M=72.1), T statistics (t=17.9) and Significance Level (Sig=0.000), the null hypothesis is rejected and the research hypothesis is verified with a confidence of 99.9%. Thus, it can be concluded that the public relations are able, if efficiently applying capacity of virtual social networks, to recognize their strengths and weaknesses and convert them into opportunities. Besides, the confidence interval of 95% for the average of population is 70.1%, representing the significant role of virtual social networks in recognizing strengths and weaknesses of the public relations.

Hypothesis four: According to the current providers of virtual social networks, polls, opinion polls and researches that the public relations conducted in virtual social networks have been helpful.

Table 41: One-sample T test in order to study the capacity of virtual social networks for polls, opinion polls and researches conducted by the public relations

Amplitude	Average	Standard Deviation	Lower Bound 95%	T Statistics	Significance Level
121	70.5	15.1	68.2	14.9	0.000

Given these quantities, the average (M=70.5), T statistics (t=14.9) and Significance Level (Sig=0.000), the null hypothesis is rejected and the research hypothesis is verified with a confidence of 99.9%. So, we can conclude that the polls, opinion polls and researches that the public relations conducted in virtual social networks have been helpful. Additionally, the confidence interval of 95% for the average of the population is 68.2% which shows the considerable capacity of virtual social networks for conducting polls, opinion polls and researches by the public relations.

Hypothesis five: Utilizing content of media policy in virtual social networks by the public relations will lead to satisfaction of the clients.

Table 42: One-sample T test in order to study the role of virtual social networks in satisfying the clients

Amplitude	Average	Standard Deviation	Lower Bound 95%	T Statistics	Significance Level
126	73.8	14.3	71.7	18.6	0.000

According to the quantities, the average (M=73.8), T statistics (t=18.6) and Significance Level (Sig=0.000), the null hypothesis is rejected and the research hypothesis is verified with a confidence of 99.9%. Therefore, it can be concluded that utilizing content of media policy for virtual social networks by the public relations will lead to the client satisfaction. Besides, as the table suggests, the confidence interval of 95% for the average of population is 71.7% which asserts the determining role of virtual social networks in satisfying the client.

Hypothesis six: According to the current providers of virtual social networks, information and news activities of the public relations through the social networks have been helpful.

Table 43: One-sample T test in order to assess the news and information activities of the public relations within virtual social networks

Amplitude	Average	Standard Deviation	Lower Bound 95%	T Statistics	Significance Level
123	74.0	13.5	72.0	19.7	0.000

Based on the quantities, the average (M=74.0), T statistics (t=13.5) and Significance Level (Sig=0.000), the null hypothesis is rejected and the research hypothesis is verified with a confidence of 99.9. So we can conclude that the information and news activities of the public relations through virtual social networks have been helpful.

Besides, the confidence interval of 95% for the average of population is 72.0% that implies the notable impact of news and information activities of the public relations within virtual social networks.

Hypothesis seven: There is a meaningful connection between using sketch-making process in virtual social networks by the public relations and satisfying the audience.

Table 44: One-sample T test in order to assess the impact of using sketch-making process in virtual social networks on the public relations and satisfying the audience

Amplitude	Average	Standard Deviation	Lower Bound 95%	T Statistics	Significance Level
127	76.6	12.8	74.7	23.5	0.000

According to the quantities, the average (M=76.6), T statistics (t=23.5) and Significance Level (Sig=0.000), the null hypothesis is rejected and the research hypothesis is verified with a confidence of 99.9%. So, it can be concluded that there is a meaningful connection between using sketch-making process in virtual social networks by the public relations and satisfying the audience. Additionally, the confidence interval of 95% for the average of population is 74.7% which represents the considerable impact on sketch-making process in virtual social networks on the public relations and satisfying the audience.

Hypothesis eight: The correct use of opportunities and dealing with threats of virtual social networks by the public relations will lead to satisfaction of the clients.

Table 45: One-sample T test in order to study impact of the correct use of the opportunities and threats of virtual social networks in a correct way on satisfying the clients

Amplitude	Average	Standard Deviation	Lower Bound 95%	T Statistics	Significance Level
127	65.8	14.0	63.7	12.7	0.000

Concerning the quantities, the average (M=65.8), T statistics (t=12.7) and Significance Level (Sig=0.000), the null hypothesis is rejected and the statistical hypothesis is verified with confidence of 99.9%. Therefore, it is concluded that the correct use of opportunities

and threats of virtual social networks in a correct way by the public relations will lead to the client satisfaction. Besides, the confidence interval of 95% for the average of population is 63.7% which emphasize the considerable impact of using opportunities and threats of virtual social networks on satisfying the client.

Conclusion

In this research it is concluded that institution of public relations necessarily needs to use virtual social networks and although these networks are filtered in Iran, it is possible to implement some of their features, such as interactivity, being participatory, sharing and using multi-media application, within the public relations related to the web sites and portals. In addition, it is possible to use the content published in virtual social networks for opinion polls and opinion surveys conducted by the public relations.

Also, most of the content produced by the public relations can be published in virtual social networks. Some virtual social networks, such as Wikipedia, google plus and club are not filtered in Iran and are available. Many organizations have also tried to launch alocalvirtual social networks, like Tebiaan Social Network (sponsored by the Organization of Islamic Advertisement), 7 social networks sponsored by Tehran Municipality; i.e. Wiki Tehran, visit Tehran, Tube Tehran, Wiki Tehran, Farhangi Tehran, Virtual Tour Tehran, my Tehran.

Meanwhile, it can be easily to conduct advertising and branding campaigns by using virtual social networks in a correct way and at a low cost and after recognizing the true threats converting them into opportunities.

The public relations 'virtual social networks can easily establish their advertising and branding campaigns at a low cost. We need to take advantage of virtual social networks based on our own scheme or create similar networks with high quality in order to attain satisfaction of the audience about the public relations activities. Finally, these networks can provide the audience an appropriate illustration of the public relations.

The proposals presented by the researcher contains: It is proposed that officials and senior managers in the field of the public relations use virtual social networks in order to enhance various capabilities of their institution. Given that filtering and Internet limited speed are the major problems of public relations in the use of virtual social networks, it is suggested that to overcome this problem by providing the public relations staff the required legal access layers to virtual social networks.

It is suggested that to implement the capabilities of virtual social networks be within the public relations' websites or portals. It is recommended that to conduct the public opinion polls and opinion surveys in the field of organizations'electronic services in virtual social networks. It is recommended that advertising campaign of organizations be accomplished within virtual social networks in order to satisfy the audiences. It is suggested that to use virtual social networks in order to strengthen the public relations for branding campaign. Considering to this fact virtual social networks have a superior power of impression on public opinion comparing to Organizational official web sites, it is recommended that to use these networks to influence public opinion in an optimized way.

It is suggested that in every organization, the public relations office proceed to codify and notify a certain media policy to use virtual social networks. It is offered that the advertising campaign be implemented in virtual social networks which have more efficacy instead of organizational portal. It is proposed that the considered contents of the public relations be provided in virtual social networks which would subsequently lead to enhancing branding campaign. It is recommended to do analysis and surveys on the contents of public relations within virtual social networks. It is suggested to have a relatively positive viewpoint toward virtual social networks in the public relations. It is recommended that the public relations trust a little more in virtual social networks.

It is recommended to consider a certain media policy in order to prevent virtual social networks in the public relations from the threat. It is proposed that organizations provide a positive, efficient self-illustration among the public via virtual social networks. It is suggested that information and news activities of the public relations within virtual social networks are complementary to other information activities of the organization. It is proposed that virtual social networks can be considered as a rapid information network and inter-linked information process for the audiences and clients. The Marginal Proposals include: It is proposed that the strengths and weaknesses of the public relations can be identified by implementing virtual social networks. It is proposed that virtual social networks can play a more effective role than organizational web sites and portals in information campaign. It is recommended that releasing the organizational web links within virtual social networks will enhance organizational web sites position. It is suggested that any activity of the public relations' staffs with the other sections of organization should be based on a defined and verified media policy. It is suggested to enjoy interactivity of virtual social networks in order to create an appropriate internal environment for debate and discussion within an organization. It is recommended to consider positive potentials of virtual social networks in order to decrease the threat of these networks.

It is suggested that organizational portals and web sites be equipped with features like interactivity, participatory, sharing information and content between providers and so develop organizational portals based on such a pattern. It is proposed to use capacities of virtual social networks in organizational web sites in order to approach Web-2. It is recommended that official and organizational information should not be published in organizational web sites unilaterally.

It is recommended to hold training and briefing courses in organizations for awareness of virtual social networks capabilities for the public relations. It is suggested to provide technical basis for using virtual social networks in public relations. It is proposed that organizations and the public relations try to analyze the content of virtual social networks in order to accomplish their assigned missions and goals. It is recommended to form public opinion as the organization intends through active operating within the sphere of virtual social networks.

It is suggested that by performing within virtual social networks, the public relations can provide a positive illustration from their own. It is suggested realizing the popularity or

unpopularity of the organization by evaluating the image of organization through virtual social networks.

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