International Journal of Finance, Accounting, and Economics Studies, 4(4), 2023, 17-38.
Print ISSN: 2251-645X Online ISSN: 2383-2517

Islamic Azad University
Science and Research Branch
Faculty of Management and Economics

International Journal of Finance, Accounting, and Economics Studies
Journal homepage: https://sanad.iau.ir/journal/ijfaes/

Economic Capacities of Social Networks for the Media

Ali Mesrian[1], Ataollah Abtahi[2*], Ali Asghar Mahaki[3] , Mohammad Soltanifar[4], Ali Geranmayepour[5]

[1] *Department of Media Management, Science and Research Branch, Islamic Azad University ,Tehran, Iran.*
[2*] *Department of Media Management, Science and Research Branch, Islamic Azad University, Tehran, Iran.*
[3] *Member of the Academic Staff ,Iran Inistitute of Science and Information Technology, Tehran, Iran.*
[4] *Associate Professor, Department of Social Communication Sciences, Faculty of Humanities, Science and Research Branch, Islamic Azad University Tehran, Iran.*
[5] *Department of the Media Management, Faculty of Social Sciences, Communication and Media, Central Tehran Branch, Islamic Azad University, Tehran, Iran.*

Article History
Submission Date: 22 February 2022
Revised Date: 10 April 2022
Accepted Date: 07 May 2022
Available Online: 20 June 2022

JEL Classification:

Keyword:
Social media
Social networks
Economic capacity
Financial circulation
Media economy
Mass communication Devices
Goalkeeper
Content Production
Advertising in Cyber Space

Abstract

The main issue of the research is the economic capacities of social networks (Telegram, Instagram, Twitter, and Soroush, Bale, and Eitaa) for the country's media (press, news agencies, news bases, and radio and television). The research was conducted with a survey method and its statistical population includes all media writers in the country including 22 thousand people and the statistical population is 400. There were people who were selected by cluster and simple random sampling methods. In order to analyze the research data, descriptive and inferential analysis methods were used, and Smart PLS 3 and SPSS 25 software were used to process the data. Research findings show that Virtual social networks have wide economic capacities for mass communication media, and to converge these two types of media, the interaction between official media and social media should be increased. Content produced in mass communication media such as radio and television networks, news agencies, press, and news bases cannot be published similarly in social networks. In the selection and production of this content for social networks, attention should be paid to various features, such as novelty, attractiveness, user-friendliness, multimedia, speed of publication, and professionalism.

The findings showed that almost all radio and television networks do not use the capacity of foreign social networks properly and unlike the news agencies, the press and news bases do not pay attention to the economic and financial capacities of internal social networks such as social messengers.

1. Introduction

In recent years, despite the decrease in the penetration rate and circulation of official and traditional media, the penetration and expansion of social networks and media based on virtual space have increased in the country. In such a way that according to the reports of the National Center of Virtual Space of the country and the research conducted in Iran's data mining centers, more than 71% of Internet users in Iran are members of one or more social networks, which means that more than 60 million people use Iranian citizens from social networks. Based on the data published in the geographical map of the world based on the source of Russian Source Marketing published on the linkfluence website, this information is also confirmed (Mashreq News Base,2023).

The financial turnover of social networks in Iran is 70 thousand billion tomans annually. Some social media influencers such as Instagram earn more than 10 billion tomans a month. Meanwhile, traditional media have largely lost their income due to the decrease in audience.

Also, the statistics published by the National Center of Virtual Space show that Iranian messengers have been able to attract millions of users, such that Eitaa has more than 13 million, Soroush Plus has 5.5 million, Bale has 4 million and 700 thousand, and Rubika has more than 20 million have daily active users (National Center for Virtual Space,2022).

Surveys and observations show that most of the country's mass communication media have resorted to social networks and media to compensate for this drop in audience. For example, almost all media in the country have created official pages and accounts on social media and publish their content on these pages and channels or some media such as radio and television use these media to interact with their audience and make their media attractive. On the other hand, Iranian media writers have started to launch channels, pages, and groups in networks and social media at the same time as producing content for their respective media. In such a way that even the number of followers of an Iranian journalist on Twitter is more than the total circulation of that newspaper, and the total number of followers of journalists of the same newspaper on Twitter is more than 4 times the circulation of that newspaper.

Investigations show that most of the influential channels and pages of networks and social media in Iran are set up and managed by individuals or groups who are not media or media writers and are not familiar with the principles and techniques of media and they are not familiar with writing.

In the current research, the researcher has sought to find the answer to this question and the basic problem: to what extent do the country's media (press, news agencies, news stations, radio, and television) use the economic capacity of social networks? How is this method of use and presence of Iranian media writers in 6 popular social media in Iran (Telegram, Instagram, Twitter, and Soroush, Bale, and Eitaa)? On the other hand, to what extent are Iranian media writers present and active in these 6 popular social media in Iran (Telegram, Instagram, Twitter, and Soroush, Bale, and Eitaa) and what is the extent of their activity in these media?

The objectives of this research are:

1. Explaining the status of presence and economic activity and earning money from mass communication media in social networks.
2. Explaining the role of two-way interaction as a factor in media writers' use of social networks.
3. Explaining the role of user-friendliness as a factor in media writers' use of social networks.
4. Explaining the role of multimedia as a factor in media writers' use of social networks.
5. Explaining the role of lack of monitoring and content gating as a

factor in media writers' use of social networks.

2. Literature Review

Shokoh Malekian, a master's student in communication at Allameh Tabatabai University, in a research titled "Twitter usage among Iranian journalists" conducted in 2019, concluded that Iranian journalists paid the most attention to domestic and social-political issues on Twitter. The community investigated in this research is the personal page of the journalists of 4 newspapers Shargh, Etemad, Kayhan and Vatanemrooz on Twitter, and the unit of analysis in this research is the "tweets" of the journalists of the four selected newspapers in the Twitter space, which after sampling 300 tweets Among 900 tweets, it has been collected and analyzed.

Clement Icha, a researcher at Enugu University of Science and Technology, Nigeria, in research he conducted under the title of the Impact of New Media Platforms on the Content of Mass Communication Media, the results of which were published in the Scientific Journal of Social Sciences and Human Resources in 2017, came to the conclusion that: In recent years, the mass communication media in Nigeria have seen drastic changes in the field of information dissemination following the arrival of new technologies in the newsrooms (Icha, 2017).

Julia Cage, Nicolas Ervet, and Béatrice Mazoir of the University of Paris concluded in a study titled Social Media Will Influence Mainstream Media in 2022: Evidence from Two Billion Tweets that Social media are increasingly affecting society and politics, while old media are still the most widely used source of news (Cage, et al., 2022).

Kathleen Elizabeth Brooks, a researcher at the University of Tennessee in the United States, in a research she conducted in 2018 titled The Effect of Social Media on the relationship between traditional media and Public Opinion, has come to the conclusion that: despite the innovations and the emergence of digital technologies and social media, the theory The influence of salience or definition of society's agenda (influence of dominant media on public opinion) proposed by Max McCombs and Donald Shaw in 1972 has remained relatively unchanged (Elizabeth, 2018).

The main theory of this research is the theory of media convergence. This theory has been proposed by Sine or Dahl and Veto and Arthur Lugmaier in the book of the same name. Media convergence means the disappearance of the boundaries that exist between previous and modern media. The process of media convergence has started in the 1980s. Media convergence means combining old media (magazines, newspapers, television, radio) with new media (computer, internet) to deliver content. Media convergence is actually the integration of new and old media (Safari and Miresmaili, 2012).

3. Methodology

The research method in this study was quantitative and survey. In a survey method, by designing a 35-question questionnaire and distributing it among the statistical population, which included 400 media writers from different media, the activity status of media writers in social platforms was examined and explained. The said questionnaire was designed on the online system of Pressline at the address www.porsline.ir, and the intended media writers, including all types of written media, news bases, and news agencies, were identified and specified, and the questionnaire link was sent to them, also through social networks and A link to the questionnaire was sent to specialized media and communication channels and journalists active in cyberspace in a targeted

manner, and finally, when the number of answers reached 400 people in the Press Line online system, the questionnaire was closed and analyzed. The main criteria for selecting respondents in this research were:

A- Having at least 5 years of media activity experience in mass communication media

B-Having at least 5 years of experience in social networks and social media

The statistical population of the research consists of all media writers of the country's mass communication media. According to the statistics available in the Ministry of Culture and Islamic Guidance, 10 thousand media writers are working in the country. Also, more than 48,000 people work in radio and television, and according to estimates, a quarter of them are media writers, and the rest are administrative, technical and service staff who are not media writers. Therefore, the statistical population of this research consists of 22 thousand people.

Based on sampling formulas, including Morgan's table, statistical societies above 10,000 people can be measured with a sample population of 384 people. The same number is also obtained by calculating with Cochran's formula. In order to reduce the error of non-response and distorted questionnaires, a number of 430 questionnaires were distributed (through the press line system and with the method of purposefully selecting the sample population and sending a link to the online questionnaire), which after discarding the questionnaires containing a large number of non-answers and also distorted questionnaires, the number of 400 Healthy questionnaires were selected and subjected to statistical analysis. In order to select the sample members, the members of the statistical community were selected by using cluster and simple random sampling methods among all types of written media writers, news bases and news agencies, and the questionnaires were distributed among them.

The main criteria for selecting respondents in this research are:

A- Having at least 5 years of media activity experience in mass communication media

B-Having at least 5 years of experience in social networks and social media

In the second part of the research, the field and internet method was used to distribute the researcher-made questionnaire to collect data.

The main tool for collecting information in this research is a researcher-made questionnaire.

- Validity of measurement

Validity of measurement is the extent to which the instrument measures what it is intended to measure. Put simply, validity deals with the question, "Does the instrument measure the property, attribute, or whatever it was designed to measure?" (Khoynejad, 2001). In this research, in order to check the validity of the questionnaire, and whether the questions covered the intended goals and there are no obstacles to writing and ambiguities in the sentences, the researcher gave it to the guidance professors and two other expert professors. After checking, they confirmed the merit of measuring the desired feature. Also, the questionnaire was given to three professors in the field of media and social networks to examine the writing style and possible ambiguities in sentences and propositions. The results obtained from the experimental implementation also showed that there was no particular problem in the words and phrases of the questionnaire.

- Reliability

In short, reliability means sameness. That is, what is the measure of the similarity between them and the drainage in it. Reliability is the degree based on which the

measurement tool gives similar results in the same people at another time. When there is a Likert-type scale and the researcher wants to measure a complex concept through different items, he can use "Cronbach's alpha" to measure the internal consistency of the scale.

Since the questionnaire of this research was designed based on the Likert scale rating, to check its validity and internal consistency, a preliminary sample of 30 people was used from "Cronbach's alpha coefficient" whose range is between 0 and 1. On this basis, the internal stability of the objects is understood. In most of the sources regarding the optimal value for the alpha coefficient, the writing of Nunally is cited. According to his reasoning, for a tool to be considered reliable, a minimum value of 0.7 for the alpha coefficient is required.

Cronbach's alpha formula is:

$$\alpha = \frac{n}{n-1}\left(1-\frac{\sum_{i=1}^{n} s_i^2}{s_t^2}\right)$$

n = Number of years of examination= The variance of the i-th question (the variance of the data in a column of the data matrix)

s_t^2 = The total variance of the test, or in other words, the variance of the total column of the data matrix.

Cronbach's alpha is considered a classic criterion for measuring reliability and a suitable criterion for evaluating internal stability (internal consistency). Cronbach's alpha value above 0.7 is an acceptable indicator of reliability.

In this research, before distributing all the questionnaires, 30 people were randomly selected and the questionnaire was given to them. After collecting them, Cronbach's alpha coefficient was calculated. The combined reliability value for each research construct is given in Table No. 1. As can be seen, the reliability values for all research constructs are equal to or greater than 0.7, which shows the validity of the research measures.

Table 1- reliability of research constructs and variables

Index	Reliability
Freedom of news space	0.825
Freedom of supervision and gatekeeping	1
Use of official media	1
Increase in income	1
Diversity of economic resources	1
Two-way interaction	0.911
Subject production	0.73
Attractive content	1
Being professional	0.78
Content weaknesses	0.862
Multimedia publishing capability	1
The amount of use of social networks	1
Being full of audience	0.851
Being work-friendly	0.812

Analysis is a multi-stage process during which the data obtained through the use of collection tools in the statistical sample (community) are summarized, coded, categorized, etc. and provide connections between these data for data analysis of this process.

In order to analyze the research data, two methods of descriptive and inferential analysis were used. In addition, Smart PLS 3 and SPSS 25 software were used for data processing.

Descriptive analysis of data is specific to descriptive research in which the results obtained are based on the observed sample and no conclusions are made outside of the said sample and the results obtained from the sample cannot be generalized to the entire society. The method of descriptive analysis is as follows, by comparing the

phenomena from a statistical point of view, they are described and valuable information is obtained about the investigated sample. On the other hand, the aforementioned analysis is useful for determining the composition of the sample and identifying the attitude of the respondents (Khaki,2000). In order to analyze the research data, indicators such as percentage, frequency, as well as pie charts and column charts have been used.

In this research, partial least squares method (PLS) was used to test the hypotheses. One of the main reasons for the tendency to use the partial least squares technique is that this technique does not rely on the assumption of the normality of the population and the sample size. Meanwhile, a large amount of data is needed to perform structural equations technique and Lisrel software. To solve partial least squares or PLS problems, you can use SmartPLS software (Gromski et al.,2015).

In general, there are two types of approaches to estimate the parameters of a structural equation model, which are:

Covariance-based approach and variance-based approach. The first approach tries to minimize the difference between the sample covariances and what the theoretical model predicts. Due to the great popularity of covariance-based structural equation modeling, there are several studies that have provided a definition of this technique. In contrast to the first approach, the partial least squares approach was originally developed by H. Weld was introduced under the title of non-linear iterative partial least squares, the purpose of which is to maximize the variance of the dependent variables that are defined by the independent variables. Like other structural equation models, the partial least squares model also has a structural component that reflects the relationship between the latent (manifest) variables and a measurement component. In PLS models, two models are tested: external models and internal models. Outer Model is similar to CFA measurement and Inner Model is similar to path analysis in structural equation models. After testing the external model, it is necessary to present the internal model that shows the relationship between the variables of the research. By using the internal model, one can examine the research hypotheses of the model. Of course, it should be kept in mind that partial least squares, like all statistical techniques, requires a special hypothesis. The most important hypothesis is the "predictive" diagnosis. This requirement states that the systematic part of the linear regression should be defined based on the situational expectations of the dependent variable so that conclusions can be drawn based on the regression.

4. Findings

In the following, the results of the findings of the survey method, which were carried out using spss and AMOS24 software, are given.

Table 2- Frequency distribution of respondents by gender

Gender	Frequency	Percent	Valid percentage	Camulative percentage
Man	300	0.75	0.75	0.75
Woman	100	0.25	0.25	0.100
Total	400	0.100	0.100	
Out of all the respondents, 0.75 % were men and 0.25 % were women				

Table 3- Distribution of frequency of respondents by age

Age	Frequency	Percent	Valid percentage	Cumulative percentage
Less than 35 years	60	0.15	0.15	0.15
35-45 years	194	48.5	48.5	63.5
45-55 years	110	27.5	27.5	0.91
More than55 years	36	0.9	0.9	0.100
Total	400	0.100	0.100	

Of the total respondents, 48.5% are in the age group of 35-45 years, 27.5% are in the age group of 45-55 years, 15.0% are in the age group of less than 35 years, and 9.0% are in the age group of more than 55 years. have been dating for years. Also, the average age of the respondents was 44 years.

Table 4- Distribution of the frequency of respondents by level of education

Education	Frequency	Percent	Valid percentage	Cumulative percentage
Bachelor's degree	86	21.5	21.5	21.5
Master's degree	184	0.46	0.46	67.5
Doctorate	130	32.5	32.5	0.100
Total	400	0.100	0.100	
Out of all the respondents, 0.46 % had a master's degree, 32.5% had a doctoral degree, and 21.5% had a bachelor's degree.				

Table 5- Distribution of frequency of respondents by field of study

Field of Study	Frequency	Percent	Valid percentage	Cumulative percentage
Social communication sciences and media management	241	60.3	60.3	60.3
Sociology and management	95	23.8	23.8	84.1
Other	64	0.16	0.16	0.100
Total	400	0.100	0.100	

Out of the total number of respondents, 60.3% were educated in social communication sciences and media management and 23.8% were educated in sociology and management. In addition, 16.0% were educated in other fields such as law, computer, accounting, etc.

Table 6- Distribution of frequency of respondents according to employment status in the media

Employment in the media	Frequency	Percent	Valid percentage	Cumulative percentage
Broadcasting	30	0.6	0.6	5.95
News agency	48	9.5	9.5	15.48
The press	72	14.3	14.3	29.76
News bases	66	13.1	13.1	42.86
Networks and social media	80	15.9	15.9	58.73
Freelance writer	70	13.9	13.9	72.62
Media activist	138	27.4	27.4	0.100
Total	504	0.100	0.100	

According to the findings of the research, 27.4 percent of the respondents were media activists. In addition, 15.9% worked in networks and social media, 14.3% in the press and 13.1% in news sites. 13.9 percent of respondents were also freelance writers. The reason for reaching the number 504 in this table is that some respondents are active in several media at the same time.

Table 7- Distribution of the frequency of respondents according to the amount of presence in foreign social networks

Attendance	Frequency	Percent	Valid percentage	Cumulative percentage
Less than 2 hours	138	34.5	34.5	34.5
2 -4 hours	114	28.5	28.5	0.63
4-6 hours	70	17.5	17.5	80.5
6-8 hours	32	0.8	0.8	88.5
More than 8 hours	46	11.5	11.5	0.10
Total	400	0.10	0.10	

Out of all the respondents, 34.5% spend less than 2 hours, 28.5% spend 4-2 hours, 17.5% spend 6-4 hours, 11.5% spend more than 8 hours, and 8.0% spend 8-6 hours in foreign social networks during the day. Also, the average presence in foreign social networks during the day was about 5 hours.

Table 8- Distribution of the frequency of respondents according to the status of presence in foreign social networks and media

Social Network	Frequency	Percent	Valid percentage	Cumulative percentage
Telegram	372	25.2	25.2	25.2
Twitter	202	13.7	13.7	38.9
Instagram	336	22.8	22.8	61.7
Whats app	334	22.6	22.6	84.3
Clubhouse	108	7.3	7.3	91.6
LinkedIn	120	8.1	8.1	99.7
None	4	0.3	0.3	0.10
Total	1476	0.10	0.10	

According to the findings of the research, 25.2% of respondents were on Telegram, 22.8% of respondents were on Instagram, 22.6% were on Instagram and 13.7% were members of Twitter. Also, only 0.3 percent of the respondents were not present in any of the foreign social networks.

Table 9- Distribution of the frequency of respondents according to the status of presence in internal social networks and media

Social Network	Frequency	Percent	Valid percentage	Cumulative percentage
Rubica	84	10.1	10.1	10.1
Bale	196	23.7	23.7	33.8
Soroush	68	8.2	8.2	0.42
Gap	22	2.7	2.7	44.7
IGap	62	7.5	7.5	52.2
Eitaa	204	24.6	24.6	76.8
Aparat	94	11.4	11.4	88.2
None	98	11.8	11.8	0.10
Total	828	0.10	0.10	

According to the findings of the research, 24.6% of Eitaa members, 23.7% of Bale members, 11.4% of Aparat members and

10.1% of Rubika members. Also, 11.8% of the respondents are not present in any of the social networks. The reason for reaching the number 828 in this table is that most of the respondents were active in several social networks at the same time.

Table 10- Distribution of the frequency of respondents according to the level of trust in social networks

Social Network	Frequency	Percent	Valid percentage	Cumulative percentage
External	330	74.3	74.3	74.3
Internal	114	25.7	25.7	100
Total	444	100	100	

Based on the findings of the research, the level of trust in foreign social networks was 74.3%. While the level of trust in domestic social networks was 25.7%. The reason why the total number is 444 is that a number of respondents trusted both external and internal social networks at the same time.

Table No 11- Descriptive indicators related to being an admin of a channel, group or page in social networks

Frequency	400
The minimum	0
The maximum	20
Average	3.4
Standard deviation	3.6

According to the findings of the research, each of the respondents is an average administrator of almost 3 channels, groups or pages in social networks.

Table 12- Descriptive indicators related to the number of years of activity in social networks

Frequency	400
The minimum	0
The maximum	20
Average	10.1
Standard deviation	4.3

According to the research findings, each of the respondents has been a member of social networks for an average of 10 years.

Table 13- Distribution of the frequency of the respondents according to their point of view regarding the presence of traditional media in the networks and social media due to the necessity of two-way interaction with the audience

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	2	5	5	5
Disagree	10	2.5	2.5	0.3
No idea	54	13.5	13.5	16.5
Agree	228	0.57	0.57	73.5
Completely agree	106	26.5	26.5	0.10
Total	400	0.10	0.10	

Out of all the respondents, 83.5% agree and completely agree with the presence of traditional media in networks and social media due to the necessity of two-way interaction with the audience. While only 3.0 percent of the respondents do not consider the presence of traditional media in networks and social media necessary due to the necessity of two-way interaction with the audience. On the other hand, 13.5% of the respondents did not have an opinion in this regard.

Table 14- Distribution of the frequency of the respondents according to their views on the presence of traditional media in networks and social media due to the necessity of identifying the needs and views of the audience

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	6	1.5	1.5	1.5
Disagree	34	8.5	8.5	0.10
No idea	58	14.5	14.5	24.5
Agree	204	0.51	0.51	75.5
Completely agree	98	24.5	24.5	0.10
Total	400	0.10	0.10	

Of all the respondents, 75.5% agree and completely agree with the presence of traditional media in networks and social media due to the necessity of identifying the needs and views of the audience. While 10.0% of the respondents do not consider the presence of traditional media in networks and social media necessary because of identifying the needs and views of the audience. On the other hand, 14.5 percent of the respondents did not have an opinion in this regard.

Table 15- Distribution of the frequency of the respondents according to their views regarding the income generation of networks and social media for mass communication media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	6	1.5	1.5	1.5
Disagree	24	0.6	0.6	7.5
No idea	36	0.9	0.9	16.5
Agree	200	0.50	0.50	66.5
Completely agree	134	33.5	33.5	0.10
Total	400	0.10	0.10	

Out of all the respondents, 83.5% believe that the most important feature of social networks and media is their impact on increasing the income of social media. While 7.5 percent of the respondents disagree with this view. On the other hand, 9.0% of the respondents did not have an opinion in this regard.

Table 16- Distribution of the frequency of respondents according to their views on the level of user-friendliness of social networks compared to official media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	6	1.5	0.6	1.5
No idea	14	3.5	0.9	0.5
Agree	180	0.45	0.50	0.50
Completely agree	200	0.50	33.5	0.10
Total	400	0.10	0.10	

Out of all respondents, 85.0% believe that social networks are more user-friendly than official media. While only 1.5 percent of the respondents disagree with this view. On the other hand, 3.5% of the respondents did not have an opinion in this regard.

Table 17- Distribution of the frequency of the respondents according to their views regarding the use of networks and social media due to their impact on increasing the income of social media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	22	5.5	5.5	5.5
No idea	24	0.6	0.6	11.5
Agree	226	56.5	56.5	0.68
Completely agree	128	0.32	0.32	0.10
Total	400	0.10	0.10	

Out of all the respondents, 88.5% said that they use social networks and media because of their ability to increase the income of social media. While only 5.5 percent of respondents disagree with this view. On the other hand, 5.5 percent of the respondents did not have an opinion in this regard.

Table 18- Distribution of the frequency of the respondents according to their views on the useful ability of social networks and media to diversify the economic resources of the media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	4	0.1	0.1	0.1
Disagree	62	15.5	15.5	16.5
No idea	74	18.5	18.5	35.5
Agree	192	0.48	0.48	83.5
Completely agree	68	0.17	0.17	0.10
Total	400	0.10	0.10	

Of all the respondents, 65.0% believe that the useful ability of social networks and media is to diversify the economic resources of the media. While only 16.5 percent of respondents disagree with this view. On the other hand, 18.5 percent of the respondents did not have an opinion in this regard.

Table 19- Distribution of the frequency of respondents according to their views on the attractiveness of the content and news of networks and social media compared to official media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	18	4.5	4.5	4.5
No idea	28	0.7	0.7	11.5
Agree	202	50.5	50.5	0.62
Completely agree	154	0.38	0.38	0.10
Total	400	0.10	0.10	

Out of all the respondents, 88.5 percent believe that the content and news of networks and social media are more attractive than the official media. While only 4.5 percent of respondents disagree with this opinion. On the other hand, 4.5 percent of the respondents did not have an opinion in this regard.

Table 20- Distribution of the frequency of the respondents according to their views on the fresh and up-to-date content and news of networks and social media compared to the official media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	2	0.5	0.5	0.5
Disagree	10	2.5	2.5	0.3
No idea	32	0.8	0.8	0.11
Agree	178	44.5	44.5	55.5
Completely agree	178	44.5	44.5	0.10
Total	400	0.10	0.10	

Out of all the respondents, 89.0% believe that the content and news of social networks and media are fresher and more up-to-date than the official media. While only 3.0 percent of the respondents disagree with this view. On the other hand, 8.0% of the respondents did not have an opinion in this regard.

Table 21- Distribution of the frequency of respondents according to their views on the possibility of finding subjects in networks and social media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	8	0.2	0.2	0.2
No idea	16	0.4	0.4	0.6
Agree	222	55.5	55.5	61.5
Completely agree	154	38.5	38.5	0.10
Total	400	0.10	0.10	

Of all the respondents, 94.0% agree and completely agree with the possibility of finding subjects in networks and social media. While only 2.0 percent of the respondents disagree with this view. On the other hand, 4.0% of the respondents did not have an opinion in this regard.

Table 22- Distribution of the frequency of the respondents according to their point of view regarding the ability to address the subjects that users raise in networks and social media at the level of official media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	30	7.5	7.5	7.5
No idea	36	0.9	0.9	16.5
Agree	242	60.5	60.5	0.77
Completely agree	92	0.23	0.23	0.10
Total	400	0.10	0.10	

Out of all the respondents, 83.5% agree and completely agree with the possibility of addressing the subjects raised by users on networks and social media at the level of official media. While only 7.5 percent of the respondents disagree with this view. On the other hand, 7.5% of the respondents did not have an opinion in this regard.

Table 23- Distribution of the frequency of the respondents according to their point of view regarding the use of the content of networks and social media in the official media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	14	3.5	3.5	3.5
Disagree	50	12.5	12.5	0.16
No idea	136	0.34	0.34	0.50
Agree	170	42.5	42.5	92.5
Completely agree	30	7.5	7.5	0.10
Total	400	0.10	0.10	

Of all the respondents, 50.0 percent agree and completely agree with the use of social media content in the official media. While 16.0% of the respondents disagree with this view. On the other hand, 34.0% of the respondents did not have an opinion in this regard.

Table 24- Distribution of the frequency of respondents according to their views on the open and free content of networks and social media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	2	0.5	0.5	0.5
Disagree	4	0.1	0.1	1.5
No idea	10	2.5	2.5	0.4
Agree	204	0.51	0.51	0.55
Completely agree	180	0.45	0.45	0.10
Total	400	0.10	0.10	

Out of all the respondents, 96.0 percent evaluate the content of social networks and media as more open and free compared to traditional media. While only 1.5 percent of the respondents disagree with the mentioned point of view. On the other hand, 2.5 percent of the respondents did not have an opinion in this regard.

Table 25- Distribution of the frequency of the respondents according to their point of view in the field of less audit control in the advertisements of networks and social media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	10	2.5	2.5	2.5
No idea	12	0.3	0.3	5.5
Agree	170	42.5	42.5	0.48
Completely agree	208	0.52	0.52	0.10
Total	400	0.10	0.10	

Out of all the respondents, 94.5% believe that the level of control and audit in social media and network ads is less than traditional media. While only 2.5 percent of the respondents disagree with this view. On the other hand, 2.5% of the respondents did not have an opinion in this regard.

Table 26- Distribution of the frequency of respondents according to their views on less monitoring in networks and social media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	2	0.5	0.5	0.5
Disagree	30	7.5	7.5	0.8
No idea	18	4.5	4.5	12.5
Agree	212	0.53	0.53	65.5
Completely agree	138	34.5	34.5	0.10
Total	400	0.10	0.10	

Of all the respondents, 83.5 percent believe that there is less monitoring in networks and social media. While only 8.0% of the respondents disagree with this view. On the other hand, 4.5% of the respondents did not have an opinion in this regard.

Table 27- Distribution of the frequency of the respondents according to their views on being more critical of the social media and networks

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	10	2.5	2.5	2.5
No idea	28	0.7	0.7	9.5
Agree	202	50.5	50.5	0.60
Completely agree	160	0.40	0.40	0.10
Total	400	0.10	0.10	

Of all the respondents, 90.5% believe that social networks and media are more critical than traditional media. While only 2.5 percent of the respondents disagree with this view. On the other hand, 7.0% of the respondents did not have an opinion in this regard.

Table 28- Distribution of the frequency of respondents according to their views on the speed of news dissemination in virtual space and social networks compared to traditional media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	2	0.5	0.5	0.5
Disagree	2	0.5	0.5	0.1
No idea	6	1.5	1.5	2.5
Agree	104	0.26	0.26	28.5
Completely agree	286	71.5	71.5	0.10
Total	400	0.10	0.10	

Out of all the respondents, 97.5% believe that the speed of spreading news in virtual space and social networks is faster than in traditional media. While only 1.0% of the respondents disagree with this view. On the other hand, 1.5 percent of the respondents did not have an opinion in this regard.

Table 29- Distribution of the frequency of the respondents according to their views on the specialization and professionalism of the content published by the official media on social networks

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	22	5.5	5.5	5.5
Disagree	80	0.20	0.20	25.5
No idea	76	0.19	0.19	44.5
Agree	162	40.5	40.5	0.85
Completely agree	60	0.15	0.15	0.10
Total	400	0.10	0.10	

Of all the respondents, 55.5 percent agree and completely agree with the specialization and professionalism of the content published by the official media on social networks. While 25.5 percent of the respondents disagree with the mentioned point of view. On the other hand, 19.0% of the respondents did not have an opinion in this regard.

Table 30- Distribution of the frequency of the respondents according to their views regarding the observance of the professional principles of journalism in compiling and publishing the content of official media accounts in social networks

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	22	5.5	5.5	5.5
Disagree	136	0.34	0.34	39.5
No idea	118	29.5	29.5	0.69
Agree	108	0.27	0.27	0.96
Completely agree	16	0.4	0.4	0.10
Total	400	0.10	0.10	

Out of all the respondents, 39.5% disagree and completely disagree with the point of view that the professional principles of journalism are observed in compiling and publishing the content of official media accounts on social networks. While 31.0 percent agree with this view. On the other hand, 29.5 percent of the respondents did not have an opinion in this regard.

Table 31- Distribution of the frequency of the respondents according to their views on the amount of membership and visits of the audience to the content of social networks in comparison with the circulation and visits of official media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	6	1.5	1.5	1.5
No idea	18	4.5	4.5	0.6
Agree	194	48.5	48.5	54.5
Completely agree	182	45.5	45.5	0.100
Total	400	0.100	0.100	

Out of all the respondents, 94.0% believe that the amount of audience membership and visits to the content of social networks is higher compared to the circulation and visits of official media. While only 1.5% of the respondents disagree with the mentioned point of view. On the other hand, 4.5 percent of the respondents did not have an opinion in this regard.

Table 32- Distribution of the frequency of the respondents according to their point of view regarding the evaluation of the audience of social media networks compared to the official media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	14	3.5	3.5	3.5
No idea	12	0.3	0.3	6.5
Agree	164	0.41	0.41	47.5
Completely agree	210	52.5	52.5	0.100
Total	400	0.100	0.100	

Out of all the respondents, 93.5% believe that the audience of networks and social media is more than the official media. While only 3.5% of the respondents disagree with the mentioned point of view. On the other hand, 3.0 percent of the respondents did not have an opinion in this regard.

Table 33- Distribution of the frequency of respondents according to their views on the spread of fake news in social networks

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Disagree	8	0.2	0.2	0.2
No idea	30	7.5	7.5	9.5
Agree	196	0.49	0.49	58.5
Completely agree	166	41.5	41.5	0.10
Total	400	0.10	0.10	

Out of all the respondents, 90.5% believe that the spread of fake news is a weakness of networks and social media. While only 2.0% of the respondents disagree with this view. On the other hand, 7.5 percent of the respondents did not have an opinion in this regard.

Table 34- Distribution of the frequency of respondents according to their views on the lack of credibility of the source in the networks and social media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	2	0.5	0.5	0.5
Disagree	28	0.7	0.7	7.5
No idea	44	0.11	0.11	18.5
Agree	194	48.5	48.5	0.67
Completely agree	132	0.33	0.33	0.10
Total	400	0.10	0.10	

Out of all the respondents, 81.5% believe that the lack of source credibility in networks and social media is considered as their weakness. While 7.5 percent of the respondents disagree and completely disagree with the mentioned point of view. On the other hand, 11.0% of the respondents did not have an opinion in this regard.

Table 35- Distribution of the frequency of the respondents according to their views on the lack of social networks and media

Option	Frequency	Percent	Valid percentage	Cumulative percentage
Completely disagree	2	0.5	0.5	0.5
Disagree	72	0.18	0.18	18.5
No idea	56	0.14	0.14	32.5
Agree	186	46.5	46.5	0.79
Completely agree	84	0.21	0.21	0.10
Total	400	0.10	0.10	

Out of all the respondents, 81.5% believe that the lack of source credibility in networks and social media is considered as their weakness. While 7.5 percent of the respondents disagree and completely disagree with the mentioned point of view. On the other hand, 11.0% of the respondents did not have an opinion in this regard.

Inferential findings: In this section, partial square method has been used to test research hypotheses. It is necessary to explain that the rate of the first type of error (probability of rejecting the zero hypothesis while this hypothesis is true) is considered 0.05 in this research. Therefore, such relations are acceptable whose significance level is at most 0.05, so the lower the significance level, the more reliable the confirmation of the hypothesis under investigation, which is shown in the table below:

Table 36- levels of significance and confidence in the current research

Indicating an acceptable level of significance	(Confidence 95%)
Indicating a high level of significance	Confidence 99%

In this research, considering that the measurement level of the research variables follows a rank scale and therefore does not have a normal distribution, in order to test the hypotheses and also to test the accuracy of the research theoretical model and calculate the influence coefficients from the structural equation modeling method by software Pls used. Structural equation modeling is a very general and powerful multivariate analysis technique from the multivariate regression family, and to be more precise, an extension of the general linear model, which allows the researcher to test sets of regression equations simultaneously. Structural equation

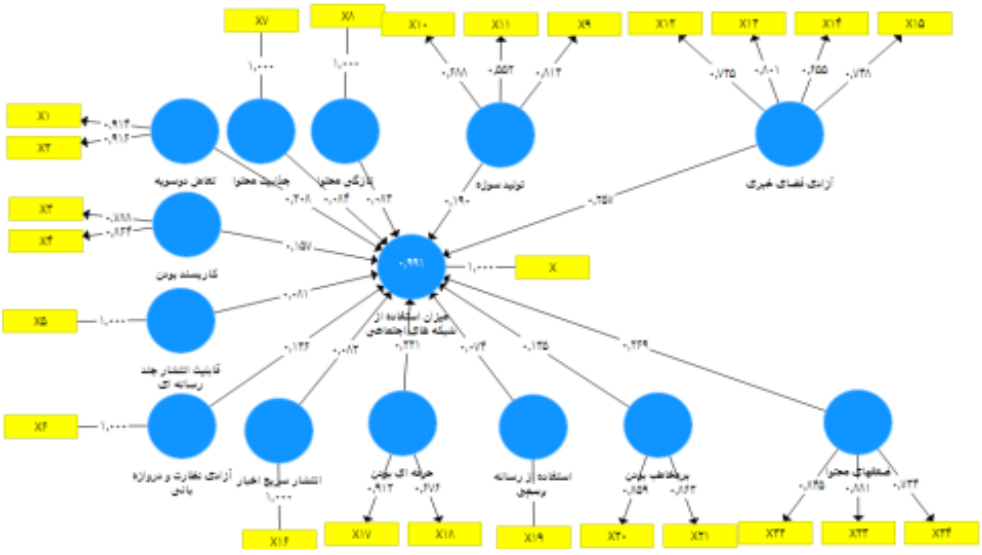

Figure 1- The primary measurement model in the mode of standard coefficients (factorial load)

modeling is a comprehensive approach to test hypotheses or questions about the relationships between observed and latent variables. Among all the methods of multivariate analysis, the structural equation method is the only one that uses both multiple regression analysis and factor analysis at the same time.

What makes structural equation method a powerful method and used among researchers is that, in addition to its graphical appearance that makes interpretation easy, this method can simultaneously calculate sets of relationships between variables. As Hair et al. believe, "none of the previous methods could simultaneously examine the measurement model and calculate the causal relationships of the model." In general, the method of structural equations reveals the structure of internal relationships of variables through a set of equations similar to multiple regression. Therefore, in the current research, structural equation method using PLS software was used.

Measurement model fit

In this part, we have investigated the research test using PLS software.

Every researcher who has codified his research in the form of a structural equation model, should know how well the model developed based on the theoretical framework and experimental background conforms to the reality, and from acceptable scientific tests and criteria to confirm the theoretical model. It is possible to use that we have used several acceptable scientific tests in the PLS software for this test, which are discussed one by one in the following.

Analyzing the reflective measurement model:

In this section, all the tests related to the measurement model in PLS software have been reviewed and analyzed:

Homogeneity test or (unidimensionality). In this test, we remove factor loadings below 0.5. This test shows us that the questions of each variable are around one topic (Truong and McColl, 2011; Hulland, 1999). according to Error! Reference source, not found, none of the indicators have a factor load less than 0.5, and therefore none of the items are removed from the model.

Composite reliability: Since Cronbach's alpha criterion is a traditional criterion for determining the reliability of structures, a more modern criterion than alpha called

composite reliability has been introduced in partial square method. As a result, both of these criteria are used to better measure the reliability in partial square method. If the value of composite reliability for each construct is above 0.7, it indicates a suitable internal stability for the measurement model (Padilla and Divers,2016). Composite reliability values for each research construct are given in table no. As can be seen, the combined reliability value for all the research constructs is greater than 0.7, which shows the validity of the research measures.

Table 37- The combined reliability of hidden variables (Maknon).

Index	Composite reliability
Freedom of news space	0.825
Freedom of supervision and gatekeeping	1
Use of official media	1
Increase in income	1
Diversity of economic resources	1
Two-way interaction	0.911
Subject production	0.73
Attractive content	1
Being professional	0.78
Content weaknesses	0.862
Multimedia publishing capability	1
The amount of use of social networks	1
Being full of audience	0.851
Being user-friendly	0.812

Shared reliability: Collaborative reliability is equal to the square of the factor load, the optimal value of which is greater than or equal to 0.5 (Padilla and Divers, 2016).As can be seen in table number, the value of shared reliability for all variables is greater than or equal to 0.5, which indicates that the reliability condition of the research is established.

Table 38- Shared reliability of hidden variables (Maknon)

Index	Composite reliability
Freedom of news space	0.542
Freedom of supervision and gatekeeping	1
Use of official media	1
Rapid release of news	1
Content freshness	1
Two-way interaction	0.837
Subject production	0.5
Attractive content	1
Being professional	0.644
Content weaknesses	0.677
Multimedia publishing capability	1
The amount of use of social networks	1
Being full of audience	0.741
Being user-friendly	0.684

Validity test of reflective model

Convergent validity: When one or more traits are measured in two or more ways, the correlation between the measurements provides two important indicators of validity. If the correlation between the scores of tests that measure a single trait is high, the questionnaire has convergent validity. The existence of this correlation is necessary to ensure that the test measures what it is supposed to measure (Truong and McColl, 2011.)

A- Significance of factor loadings

In the case of significance, the relationship or lack of relationship between independent and dependent variables is checked. If the correlation between two variables is higher than the absolute value of 1.96, it means that there is a significant correlation between the two variables with a probability of 95%, and if this number is higher than 2.58, there is a probability of 99% that there is a significant correlation between the two variables (Hair et al.,2014). According to .Error ! Reference source not found The values of the t statistic of the relationship between the independent and dependent variables of the model are higher than the absolute value of 1.96 and are significant with a probability of 0.99,

which confirm the convergent validity of the research model.

B- Mean variance extracted

In modeling, PLS is another suitable criterion for evaluating the (external) measurement model, that the structure must have the most shared variance with its indicators compared to its sharing with other structures in a given model. For this evaluation, researchers use the average The extracted variance (AVE) means the average common variance between constructs and their indicators.

In this criterion, which shows the validity of the measurement tool, it is assumed that the desired hidden variable has more common variance with the determined indicators than any other hidden variable. has it, Researchers recommend average values of the extracted variance of 0.5 and more, and this means that the desired structure explains about 50% or more of the variances of its indicator (Fornell and Larcker,1981).

All factors have an average extracted variance higher than 0.5, the correctness of convergent validity results is confirmed by using this index.

Table 39- The extracted average variance values of the variables

Index	Composite reliability
Freedom of news space	0.542
Freedom of supervision and gatekeeping	1
Use of official media	1
Increase in income	1
Diversity of economic resources	1
Two-way interaction	0.837
Subject production	0.5
Attractive content	1
Being professional	0.644
Content weaknesses	0.677
Multimedia publishing capability	1
The amount of use of social networks	1
Being full of audience	0.741
Being user-friendly	0.684

C-Comparison of CR with AVE

The last confirmatory criterion of convergent validity is the comparison between the composite reliability and the extracted average variance. In order to confirm convergent validity, CR must be greater than AVE.

As the . Error! Reference source not found is observed, we conclude that CR>AVE was in all variables and therefore this condition of convergent validity is also established. According to the conducted tests, it can be concluded that the research model has a suitable convergent validity

Divergent validity

Adjusted coefficient of determination criterion index R Square:

This test expresses whether what the researcher has chosen as research literature is suitable or not. This test states how much the independent variables (together) predict the behavior of the dependent variable. To determine the appropriateness of the variables for the model, one can rely on the estimated value of the adjusted coefficient of determination. The adjusted coefficient of determination is a measure that shows the relationship between an exogenous variable and an endogenous variable. Three values of 0.33, 0.19 and 0.67 are considered as the criteria for weak, medium and strong values of the determination coefficient.

If the number of independent variables is more than 5. These numbers are converted to 0.25, 0.50, and 0.75, respectively, weak, medium, and strong criterion value for the coefficient of determination obtained (Hare et al., 2014). As the data in the table below shows, the values of the coefficients of

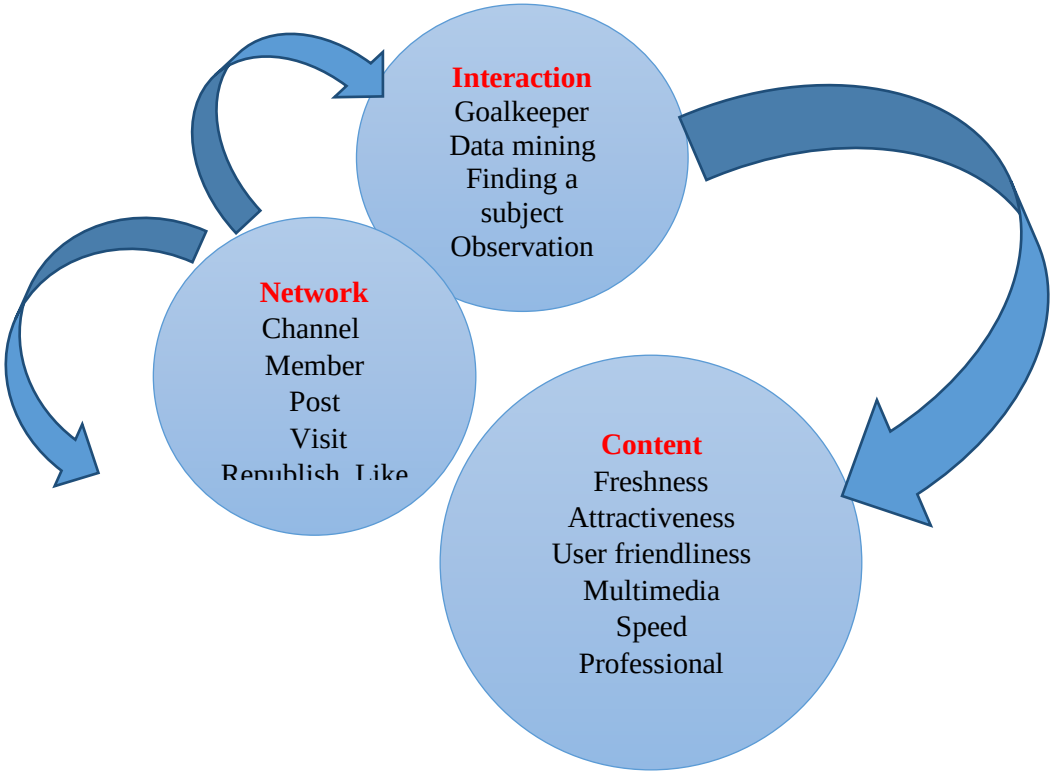

Figure 2- The proposed model of the use of social networks by Iranian media managers and media writers

determination are average and higher . In other words, the independent variables optimally predict the behavior of the dependent variable.

Table 40- Coefficient determined for endogenous structures

Structure	R Square
Use of social networks	990

Predictive communication Q^2

The predictive correlation test measures the quality of the structural model, and three values of 0.02 weak, 0.15 medium and 0.35 strong are the measurement criteria of this test (Sarsted et al.[161]2011).

According to the following table, as can be seen, the obtained values of the predictive relationship are strong, which indicates the acceptable quality of the research structural model.

Table 41- Values related to the index Q^2

Index	Q^2
Use of social networks	960

Criterion GOF

The GOF criterion is related to the general part of the structural equation models, and with this criterion, the researcher can control the quality of the general part after checking the quality of the measurement part and the structural part of the general research model.

To check the quality in a general model, only one criterion called GOF is used, and three values of 0.25, 0.01, and 0.36 have been introduced as weak, medium, and strong values for GOF (Wetzles et al., 2009).

GOF= $\sqrt{0.83*0.76}$ =0.79

According to the obtained value of GOF, which is equal to 0.79, we can claim that the

[1] Sarstedt

measurement model has a very good quality.

Also, according to the findings of the research, it is possible to explain the ideal model of Iranian media's use of social networks in the form of the aforementioned factors, which is presented by the figure below.

5. Discussion

In this model, there are three basic and important parts of content, network and interaction. The meaning of the content section is that the content produced in mass communication media such as radio and television networks, news agencies, press and news bases cannot be published in the same way in social networks. What they do is that they upload the same content that they publish in their media on
social networks, while the content that is uploaded on social networks and media channels and pages on social networks should be uploaded by a professional team. and the expert of this subject, reproduced, redesigned and selected and published in different networks and platforms.

In the selection and production of this content for social networks in order to increase the income and economic resources of the media, attention should be paid to various features, such as: novelty, attractiveness, user-friendliness, multi-media, speed of publication, professionalism in the next part of this The model is the choice of publishing platform or social network. The findings of this research showed that almost all radio and television networks do not use the capacity of foreign social networks properly and unlike news agencies, the press and news bases do not pay attention to the capacity of domestic social networks such as social messengers. While audiences exist on all platforms and the media must have an effective and active presence on all platforms and social platforms, because the audience of social networks today, unlike the audience of mass communication media, is not mass and general, but every platform. And the platform has its own audience, and to attract the audience, it must be present on all platforms.

In social networks, parameters such as the number of channels, the number of members, the number of posts, the number of views, the number of reposts, and the number of likes should be paid attention to. . And create new capacities for publishing content, advertising and diversifying income and economic sources of mass communication media. The next part of this proposed model is interaction. In this section, attention should be paid to factors such as gatekeeping, data mining, subject search, and observation. Social networks are known for interaction. These networks do not have the gatekeeping process in the traditional sense of mass communication media. In front of every message that is published, dozens of feedbacks are included below it. Although internal social messengers have often closed their interactive technical facilities, and media channels in these platforms have blocked the comment, like, and even republishing sections of these platforms, they are practically no different from mass communication media. Observation, monitoring and data mining also help to establish a more accurate and effective communication with the audience and users, and to quickly produce and publish the subjects and topics of interest to people and public opinion in these platforms. Paying attention to this model and the economic capacities of internal and external social networks will lead to the development of media audiences, the diversification of the economic resources of the media, and the creation of new

economic capacities for the survival and growth of mass communication media.

If media managers and media writers follow this proposed model, based on the findings of this research, it can be said with a high degree of confidence that they will play a more effective role in persuading public opinion and their audiences and users, and contribute to the survival and economic sustainability and financial independence of the media will help.

6. References

Elizabeth, Kathleen (2018). The influence of social media on the relationship between traditional media and public opinion. University of Tennessee, USA. Viewed on June 12, 1402, viewable at two addresses:
https://libjournals.mtsu.edu/index.php/scientia/article/view/
https://libjournals.mtsu.edu/index.php/scientia/article/download/

Icha, Clement (2017). The impact of new media platforms on the content of mass communication media. Enugu University of Science and Technology, Nigeria. Scientific Journal of Social Sciences and Human Resources. Viewed on June 12, 2023, viewable at:
https://www.academia.edu//Impact_of_the_New_Media_Platforms_on_the_Content_of_the_Mainstream_Media
https://iws.gov.pl/the-impact-of-digital-media-on-traditional-media

Ministry of Culture and Islamic Guidance website (2023). comprehensive media system, visited on June 15, 2023, viewable at the address:
https://erasaneh.ir/View_Certificate_Repo%D

HOW TO CITE THIS ARTICLE:
Mesrian A., Abtahi A., Mahaki A,.Soltanifar M.,Geranmayepour A. (2023). Economic Capacities of Social Networks for the Media, 4(4): 17-38.

DOI:
Url:
Journal homepage: ***https://sanad.iau.ir/journal/ijfaes/***