



Media Literacy Educational Needs Assessment among Kermanshah Islamic Azad University Faculty Members

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Abstract

This survey has been done according to the aim of analyzing educational need toward media literacy through descriptive-analytical method. The population contains all full time faculty members of Kermanshah province that their number equal 376 that has been examined by simple sampling method and through Morgan table 180 person were analyzed as sample of survey. In order to collecting data, questionnaire made by researcher about media literacy containing 7 /principles and 61 questions were used. Its validity was confirmed by experienced and professional professors after solving shortcomings and its reliability was achieved through 91% Cronbach's alpha coefficient. After collecting data, because of the structure of survey, methodology and scale of measurement, descriptive statistically methods were used mostly to describe and analyze statistics results. Then, using SPSS software and xi test, survey data were analyzed by inferential statistics. According to gained results, the amount of ability need for using modern technology such as computer to process and produce data was estimated 37.66 percent that this amount was very low to educate this factor. To measure the amount of ability necessity to bearing results of cause and effect relations between reports of media and public reactions, the amount of 66.17 percent is presented i.e. a considerable amount of necessity to educate this factor. In analyzing the amount of ability necessity to recognize the effect of distortion, stereotyping, advertisement and aggressiveness of visual media, 70.14 percent i.e. a considerable amount of necessity has been considered to educate this factor. The ability necessity to recognize and interpretate and produce visual images that is considered as 50.8 percent i.e. an average amount of necessity to educate this factor. The amount of ability necessity to for critical consumption and inactive of media that is considered as 64.77 percent, i.e. somewhat a considerable amount, has been considered to educate this factor. The amount of ability necessity to take media consumption regime that is 60.5 percent, i.e. a more than average amount, is considered to educate this factor and in investigating the seventh aim of the survey, i.e. analyzing the amount of ability necessity analyze media socially, politically and economically that its amount is 60.18 percents, it shows that investigated population needs a higher than average amount to educate this factor. According to the results, the second, third and fifth goals are located in priority to educate media literacy need in accordance with Duncan table. So, because of the importance of media for faculty members, it is necessary to educate the principles according to priorities.