INVESTIGATING THE EFFECTS OF DEMOGRAPHIC VARIABLES ON THE ROLE OF MEDIA EDUCATIONS OF IRAN HELAL INSTITUTE IN INCREASING PUBLIC AWARENESS FOR REHABILITATION AFTER EARTHQUAKE IN THE POSSIBLE EARTHQUAKE IN TEHRAN

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ABSTRACT

The aim of this study was to investigating the effects of demographic variables on the role of media educations of Iran Helal institute in increasing public awareness for rehabilitation after earthquake in the possible earthquake in Tehran. In the quantitative research, using survey method and questionnaire tool, investigating the role of educational media of Helal institute on public awareness for rehabilitation after earthquake. The study population included all persons 15-65 years at the time of implementation of project were living in 5 regions in North, South, East, West and center of Tehran. Sample size $n=380$ in each region is calculated based on Cochran formula. Overall, this study shows that media educations of Helal institute on people's awareness about prevention and preparing and informing the public about the rehabilitation after the earthquake is effective.

Keywords: media educations, Iran Helal Institute, public awareness, possible earthquake in Tehran

TAHRAN'DA OLASI DEPREM SONRASI REHABİLİTASYON TOPLUM BİLİNCİNİN ARTIRILMASI İRAN HELAL ENSTİTÜSÜ MEDYA EĞİTİMİN ROLÜ KONULU DEMOGRAFİK DEĞİŞKENLER ETKİLERİNİN ARAŞTIRILMASI

ÖZ

Bu çalışmanın amacı, Tahran'da olası bir depremde deprem sonrası rehabilitasyon için kamu bilincinin artırılması İran Helal enstitüsü medya eğitimleri rolüne ilişkin demografik değişkenlerin etkilerini araştıran oldu. Nicel araştırmada, deprem sonrası rehabilitasyon için halkın bilinçlendirilmesi üzerinde Helal enstitüsü eğitim medyanın rolünü araştıran, anket yöntemi ve anket aracını kullanarak. Araştırmanın evrenini, projenin uygulanması sırasında 15-65 yıl Kuzey, Güney, Doğu, Batı ve Tahran merkezinde 5 bölgede yaşayan tüm kişileri dahil. Her bölgedeki Örnek büyüklüğü $n = 380$ Cochran formülü esas alınarak hesaplanır. Genel olarak, bu çalışma önlenmesi ve hazırlanması ve deprem sonrası rehabilitasyonu hakkında kamuoyunu bilgilendirme konusunda insanların farkındalık Helal enstitüsü medya eğitimleri etkili olduğunu göstermektedir.

Anahtar Kelimeler: Medya eğitimleri, İran Helal Enstitüsü, halkın bilinçlendirilmesi, Tahran'da olası deprem

INTRODUCTION

Natural and non-natural disasters and accidents are threatening human life and yet one of the pillars of human evolution and every year taken thousands of victims around the world and will cause large financial damages. In fact, human losses and natural disasters and accidents in the world, a figure more

than ten thousand a month is estimated and our country due to its geographical location, has repeatedly faced with the occurrence of disasters and accidents and according to evidence and statistics, Iran is among the top ten disaster-prone countries in the world. Despite considerable progress there is not enough growth in technologies post-traumatic response in the prevention and preparedness and failed to prevent or reduce the risks of it seriously. (1) Based on studies in Tehran, faults, including fault in northern and southern areas of Tehran such as Darabad, Niavaran, Narmak, Tajrish, Ghasr Firoozeh in active condition and if the fault resistance ceases occurred in the event of earthquake in Tehran more than 5 million people will lose their lives.

According to study of JICA Japan's International Cooperation Department (JICA) the possibility of activating these three fault, south Ray and north Tehran was diagnosed that activate any damage and various intensity in each region of Tehran.

In Tehran historical records, large earthquakes such as earthquake 7.1 magnitude Damavand in 1830, earthquake 7.2 magnitude in 1117 AD in Karaj, 7.7 magnitude Taleghan in 958 AD, earthquake 7.1 magnitude in 855 AD in Ray and many more earthquakes above 7 was registered in Tehran. Tehran earthquake return period about 150 to 200 years, since the last strong earthquake over the past 170 years is a very high risk of earthquake in Tehran. The present study aims to investigate the effects of demographic variables on the role of educational media of Iran Helal Institute in increasing public awareness for rehabilitation after possible earthquake in Tehran is measured. (2)

THEORETICAL FOUNDATIONS AND RESEARCH LITERATURE

THEORIES OF SOCIAL COMMUNICATION

In the field of "social communication", several theories have been proposed, there are some of which in other fields of "Human Science" as "sociology" and "behavioral science" as well. Theories such as "Hypodermic Theory", strength theory, the theory of "Usage and Satisfaction", the theory of "Agenda-Setting", the theory of "audience dependency" and "Public Relation Expert", aware of these theories and know their application in public relations. (3)

DIFFUSION THEORY

"Diffusion theory", is another theory for analyzing the people, how to accept or reject information. According to this theory, the "Diffusion", a process through which the "Innovation" of specified channels during the given period, among members of a social system is published. (4) The most complete theory of diffusion, "Everet Rogers", an American professor of communications science, in the book "diffusion of innovation" is raised. Rogers, believes that people, information resulted of innovations adopt through the five stages that each of these steps has their specific features. The steps are as follows: awareness, motivation and persuasion, decision and evaluation, implementation and acceptance and consolidation phase. (5)

RESEARCH LITERATURE

A research by Malek Mohammadi, Mohammad (2006) entitled "public education, self-aid education, the role of mass media, training courses and exercises in Shahr Kord city Red Crescent" as quasi-experimental research carried. And the results suggest the need to go through training courses, educational books, radio and television, watch instructional videos, holding maneuvers to train how to deal flood, fire, etc., as well as teaching aid and first aid as a preventive measure in the face of natural disasters. (6)

A study by Mehdi Pour, Abtin (2003) entitled "Strategies for the development of self-aid in the country with public education and public participation" has been done to investigate the role of public participation in disaster. Research findings show education through TV and media are the best practices on ways to improve the efficiency index in human societies and for a comprehensive and grassroots participation in disaster for all age and social groups training should be provided. (7)

Research by Ghanjal, Ali (2003) examines "the role of self-aid in unexpected events" is done. These results confirmed the importance of proper training of population to initial relief to quickly and accurately that this will cause significant that the lives saved from death and that the damage can be prevented further trauma patients. (8)

Research by Lorna (2003) did tick prevention education. The results emphasize the impact of education through the use of audio, visual and formed workgroups and evaluation methods. (9)

RESEARCH HYPOTHESIS

3.1 There is significant relationship between age and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

3.2 There is significant relationship between gender and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

3.3 There is significant relationship between the location and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

3.4 There is significant relationship between education and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

3.5 There is significant relationship between employment status and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

RESEARCH METHODOLOGY

The study is quantitative research; using survey method and questionnaire tool, the role of media educations of Helal institute in increasing public awareness were discussed. The study population included all persons 15-65 years in Tehran and sample size $n=380$ in each region are calculated based on Cochran formula.

RESULTS

THE FIRST HYPOTHESIS ANALYSIS

H0: There is not significant relationship between age and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

H1: There is significant relationship between age and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Table 1 Investigating relationship between age and the effects of media education Iran Helal Institute at increasing public awareness about possible earthquake rehabilitation after the earthquake in Tehran

Age Awareness			15 to 25 years	26 to 35 years	36 to 45 years	46 to 55	56 and above	Total
Previous score	Lower than average	Number Percent	492 62.27	272 68	232 66.28	153 76.5	88 55	1237 65.11
	Above average	Number Percent	298 37.73	128 32	118 33.71	47 23.5	72 45	663 34.89
Next Score	Lower than average	Number Percent	420 53.16	198 49.5	189 54	163 81.5	89 55.63	1059 55.73
	Above average	Number Percent	370 46.84	202 50.5	161 46	37 18.5	71 44.37	841 44.27
Total			790	400	350	200	160	1900

Test	Value	Degrees of freedom	Significance level	Cramer coefficient
Chi square	9.54	4	0.123	0.112

The results indicate that there is not significant relationship between age and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran. Therefore, H0 is accepted and H1 is rejected.

THE SECOND HYPOTHESIS ANALYSIS

H0: There is not significant relationship between gender and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

H1: There is significant relationship between gender and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Table 2 Investigating relationship between gender and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Gender \ Awareness			Woman	Men	Total
Previous score	Lower than average	Number Percent	810 57.98	398 79.13	1208 63.57
	Above average	Number Percent	587 42.02	105 20.87	692 36.43
Next Score	Lower than average	Number Percent	790 56.54	302 60.04	1092 57.47
	Above average	Number Percent	607 43.46	201 39.96	808 42.53
Total		1397		503	1900

Test	Value	Degrees of freedom	Significance level	Cramer coefficient
Chi square	8.54	4	0.145	0.111

The results indicate that there is not significant relationship between gender and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Therefore, H0 is accepted and H1 is rejected.

THE THIRD HYPOTHESIS ANALYSIS

H0: There is not significant relationship between the location and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

H1: There is significant relationship between the location and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Table 3 Investigating relationship between the location and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Location			North	East	Center	South	West	Total
Previous score	Lower than average	Number Percent	222 58.4	219 57.63	216 56.84	220 57.89	225 59.21	1102 58
	Above average	Number Percent	158 41.57	161 42.36	164 43.15	160 42.10	155 40.78	798 42

Next Score	Lower than average	Number Percent	189 49.73	186 48.94	183 48.15	181 47.63	179 47.10	918 48.31
	Above average	Number Percent	191 50.26	194 51.05	197 51.84	199 52.36	201 52.89	982 51.68
Total		380		380	380	380	380	1900

Test	Value	Degrees of freedom	Significance level	Cramer coefficient
Chi square	10.16	4	0.136	0.135

The results indicate that there is not significant relationship between the location and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran. Therefore, H0 is accepted and H1 is rejected.

THE FOURTH HYPOTHESIS ANALYSIS

H0: There is not significant relationship between education and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

H1: There is significant relationship between education and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Table 4 Investigating relationship between education and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Education Awareness			High school	Diploma	Associate Degree	Bachelor's Degree or higher	Total
Previous score	Lower than average	Number Percent	532 87.21	485 93.26	123 58.58	368 65.71	1508 79.36
	Above average	Number Percent	78 12.78	35 6.74	87 41.42	192 34.28	392 20.64
Next Score	Lower than average	Number Percent	456 74.75	412 79.24	98 46.66	312 55.72	1278 67.26
	Above average	Number Percent	154 25.24	108 20.76	112 53.34	248 44.28	622 32.74
Total		610		520	210	560	1900
Test		Value	Degrees of freedom		Significance level	Cramer coefficient	
Chi square		8.14	4		0.136	0.121	

The results indicate that there is not significant relationship between education and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran. Therefore, H0 is accepted and H1 is rejected.

THE FIFTH HYPOTHESIS ANALYSIS

H0: There is not significant relationship between employment status and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

H1: There is significant relationship between employment status and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Table 5 Investigating relationship between employment status and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

Employment			Jobless	Housewife	Employee	Self-employed	Student	Total
Awareness								
Previous score	Lower than average	Number	223	413	259	413	212	1520
		Percent	79.64	79.42	80.68	82.76	75.71	80
	Above average	Number	57	107	62	86	68	380
		Percent	20.35	20.57	19.31	17.23	24.28	20
Next Score	Lower than average	Number	185	365	213	325	159	1247
		Percent	66.07	70.19	66.35	65.13	56.78	65.63
	Above average	Number	95	155	108	174	121	653
		Percent	33.92	29.80	33.64	34.86	43.21	34.36
Total		280		520	321	499	280	1900
Test	Value		Degrees of freedom		Significance level		Cramer coefficient	
Chi square	9.18		4		0.165		0.113	

The results indicate that there is not significant relationship between employment status and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran. Therefore, H0 is accepted and H1 is rejected.

CONCLUSION

Overall, this study shows that media educations of Helal institute on people's awareness about prevention and preparing and informing the public about the rehabilitation after the earthquake is effective. However, in some age and education groups as well as rehabilitation training needs serious revision. Certainly, there is still the subject of much study to accept the fact that public education in developed countries and in developing countries is necessary. Since the government alone can carry out the necessary measures to confront and deal with the harmful consequences of natural disasters like earthquakes, public education is as one of the most crucial components of the preparation. (10)

Overall results showed that:

- 1: There is not significant relationship between age and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran
- 2: There is not significant relationship between gender and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran
- 3: There is not significant relationship between the location and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran
- 4: There is not significant relationship between education and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

5: There is not significant relationship between employment status and the effectiveness of media educations of Iran Helal institute in increasing public awareness for rehabilitation after possible earthquake in Tehran

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