

The relationship between media consumption and Internet addiction with an emphasis on the role of gender

Sina Peighambari¹, Ramezan Hassanzadeh^{2*}, Gholamreza Khoshfar³

¹ Master, Department of Psychology, Islamic Azad University Sari Branch, Sari, Iran.

² Professor, Department of Psychology, Islamic Azad University Sari Branch, Sari, Iran.

³ Associate Professor, Department of Social Science, Faculty of Human and Social Science, Golestan University, Gorgan, Iran.

Abstract

Objective: The main purpose of this article is to explain the relationship between media consumption and levels of Internet addiction with an emphasis on the role of gender.

Methods: This cross-sectional study was performed using a descriptive survey method. The statistical population of this study was 16532 students of universities in the center of Golestan province. To determine the sample size, 385 people were determined by the volume estimation method based on Krejcie and Morgan's table. A proportional stratified random sampling method was used to select the samples.

Results: Research findings indicate that Internet addiction is more prevalent among female students than male students, while male students are more prone to addiction than female students. Control of variables by gender also showed that among male students there was a significant relationship between media consumption and Internet addiction, while among female students this relationship was meaningless.

Conclusion: gender is an important and influential factor in the relationship between media consumption and Internet addiction.

Keywords: Media, Media Consumption, Internet Addiction, Gender, Students.

* Corresponding Author Email: rhaasanzadeh@gmail.com

Introduction

The use of technology and new technologies is one of the obvious manifestations of the world ahead. The Internet, as one of the emerging dimensions of these new technologies in the contemporary world, plays an important role in changing the lives of people in society. With its advent, the Internet has quickly become an integral part of life, to the point where it seems impossible to remove it from everyday life. This change can be compared to the invention of the telephone in the early twentieth century and television in the fifties. The Internet has heralded the widening of distances and the widening of human relationships. New communication technologies that have enabled simultaneous and unlimited communication between people, regardless of their location in the new world, are the cause of the birth of a new world, which has been introduced as the virtual world. Unlike the real world, the virtual world has countless possibilities such as ease of access, twenty-four hours, simplicity of work, low cost, the anonymity of users in it, and other things. Through this second world you can easily trade, shop, learn, access vast information resources, stay up to date with the latest news, have fun, easily and in minutes with a country on the continent. The other communicated, found a new identity, and finally a new life. Being in the cyberspace of the Internet gives users countless opportunities, and the more these opportunities and the pleasures of using the Internet increase, the more users will be drawn to this new phenomenon. Despite all the superior features of the Internet, there are new concerns about its use and the effects that this technology has on the human body, soul, and psyche. Following the increasing use of the Internet and living in cyberspace for a long time, users also find a kind of false dependence on which it is difficult to get rid of (McQuail, 2019).

New information media, especially the Internet, are modernizing social processes. This technology has overshadowed all aspects of people's lives. Bill Gates believes that under the influence of new cyberspace in which televisions and computers are connected to an intelligent global network, elements of human behavior will be formed, and these networks will form the backbone of our social structure. Misuse can have many disadvantages, especially for a generation that faces many stimuli compared to the previous generation (Sarukhani, 2013). We live in a world of communication. We exchange information with each other, and this is usually done through face-to-face conversations, writing tools, and communication technology. Man becomes more and more isolated without contact with his fellow human beings. Communicating with others is not a goal, but a means to an individual or organizational goal. Today, the mass media have gained widespread influence in human life. Perhaps in some countries, the same media shape the nature of citizens' lives. Therefore, communication is not limited to organizations, but we also communicate at home, school, market, and community. The belief that the use of media depends on the pleasures, needs, desires, or motivations of each audience has a long history. Media audiences or media content can also be categorized based on this broad type of motivation. The relative attachment of the audience to the various media has also been linked to the differences between their demands and their expected satisfaction.

Different social groups are linked to the media according to different socio-cultural variables; Gender is one of the most important variables in the analysis of the audience and their use of the media. The distinction between the uses of the media on the basis of gender has a long history, and in some studies, such as "perception analysis", influenced by theories related to women's rights

movements, the use of the media has always been and specifically under the effect of the gender factor is introduced.

Studying the ratio of media and gender variables in Iranian society is also very important. This is especially important in the case of media consumption and Internet addiction. The study of the importance and impact of gender variables in media studies in Iran has been done mostly based on the status of women. These include the study of women's social issues on the Internet, the study of the cultural consumption of Tehran schoolgirls, women's reading of television series, the audience's reading of satellite series and media consumption, and attitudes toward women's gender schemas (McQuail, 2019).

The Internet has affected human life to such an extent that human life can be divided into pre-Internet and post-Internet eras. The Internet has given new layers to the relationship between human beings and has confronted the field of communication with new theories and research fields, as well as new topics in sociology and psychology. The Internet has accelerated globalization and leveled the world in which we live, according to Thomas Friedman. It has opened new frontiers in marketing and introduced industries in general to a new context and environment. Undoubtedly, the media industry is no exception. With the advent of the Internet, the media industry has entered a new dimension. Various studies have shown that new and social media are expanding rapidly. The World Wide Web Survey has released an infographic showing that Pinterest had the fastest growth rate among social networks outside China in 2014, with 97% growth in active users, followed by it is close to Tumblr with 95%. The growing trend towards these media shows that a new era of media and communication models is taking shape, to the extent that some have predicted the future of social media. Otherwise, it is not the media. CNBC has asked various experts about this new world. The institute has asked what the future of social media will look like on a 25-year horizon. "Wearable devices will completely replace tablets, and social media will become part of our clothing and glasses," some experts said (Jahanshahi & Mohseni, 2016). Media is the means or channel through which influences and information are transmitted or transmitted. The media are intermediaries, they provide us with selected narratives of the world, rather than connecting us directly to them (Buckingham, 2010). Media consumption refers to activities in which a person actively, purposefully, and freely uses the mass media to learn about a particular topic, entertainment, and so on. In this regard, Alan Biro believes that the media has three main types of print media (such as newspapers, books, and magazines) electronic media (such as radio and television) and digital media (such as the Internet) (Birou, 2001). In the present age, the media, both mass media, and modern media play a major role in the collective life of individuals. The media play a major role in cultural change, socialization, identity, awareness of community members, etc., therefore, the consumption and use of various media in different ways and within the group. Various social issues have been considered. In other words, different social groups are somehow connected to the media according to different socio-cultural variables (McQuail, 2019).

Gender is a social category and differs from the word gender, which is generally used to express the same category only from a biological point of view, and includes behaviors, maps, actions, and it is social ideas that the culture of society places on both sexes (Nersesians, 2011). Sociologically, attitude is a more or less stable preparation that is the source of many behaviors and beliefs, and

in this particular case, includes the behavior and beliefs of men towards women. This attitude is influenced by a set of arbitrary beliefs and information that are masculine from a cognitive point of view, and gives an emotional state to the behaviors and actions of men in society towards women, in the light of which, mental beliefs and beliefs about employment. And women's economic activity is shaped by their participation in politics, their educational advancement, their advocacy or non-support (Khaleghi Moghadam, 1995). Gender attitude is the way individuals in a society view women's abilities and rights, only part of which may be compatible with reason, religion, or local regulations. According to many experts, the idea of women's inferiority is rooted in the way men think about them, and the negative and general attitude of society towards women is not an eternal reality and is influenced by the type of education or in other words another is the result of the sociability of individuals (Sarukhani, 2009).

Women's media consumption or the relationship between women and the media has been considered from more than three perspectives, including women as producers of media content, ways of representing women, and media content used by women (Kazemi, 2008). The first category refers to the extent to which women are active and influential in media institutions and organizations. This can range from managerial and decision-making roles to the number of female media interns, but a review of research shows that the way women are portrayed in the media is major. It is the most important concern of researchers in this field. Images of women in the media have created many problems and challenges for researchers in this field. The type, quality, and many images of women in various genres of real and fictional media such as film, television, and especially magazines are topics of interest to media researchers (Rakow, 2008; kalantari et al., 2012). Many related studies in this area have focused on how women, in particular, have reacted to television and film as gendered audiences, and how they have assumed genres that are specific to women. They have consumed, contentless serials, love stories, and magazines. Although most studies have been feminist-oriented and have focused on the relationship between women and texts, some have conducted studies on women and men in terms of their satisfaction (Ross, 2008).

In many cultures, the man has the primary responsibility for providing for a family, and in traditional societies, he is the head and main decision-maker of the family. In traditional and semi-traditional cultures, the man has the task of leading the family. Men use social media to gather the information they need to influence. Social media helps them do research, gather relevant audiences, and ultimately improve their communication skills. Men and women are different at different levels of online activity. 74% of Internet users use social media, while 76% of women are slightly more than 72% of men (Veremen, 2015). A study on men on the topic of distribution of popular media consumption time in the UK in 2014. Showed that the distribution of popular media time in the UK was such that watching TV or movies on a television accounted for 34% of the total time spent on media activities for men. Also, 15% of SMS communications, radio 11%, Internet 10%, games were 6%.

McCombs believes that the image that people have in their minds of the outside world comes mainly from the mass media (McCombs, 2016). And this is more or less seen in most countries of the world. Recently, with the advent of social media, some of the roles that have traditionally been played by traditional mass media have been transferred to social media. TV viewing is declining in many countries. According to a report by OFCOM in the UK in 2015, television viewing fell by almost 5% (Newman, 2016). The decline in the number of TV viewers, especially TV news,

reflects the fact that television is rapidly losing touch with audiences, especially young people. The reason is also clear. A generation that has grown up with and enjoys digital, demand-driven, social, and mobile video (portability) does not need to prefer TV-based programs. For the younger generation who live in a digital media environment and can receive news online in a variety of ways, television newscasts are no longer as attractive as they used to be. Today, even in countries with the lowest television audience and television being the most important source of news for people, online is more important for younger people. Specifically, research has shown that being online in the UK and US is an important source of news for the under-44 age group (Nielsen & Sambrook, 2016). The concept of social media in Iran became widespread among Iranian users almost from 2004 with the presence of the ORKUT social network, and in a short period, it grew so fast that after Brazil and the United States, Iran became the third country to participate in ORKUT. The incredible increase in the number of users of this network in Iran has almost become the subject of many publications and news media in the country. With the introduction of social media into people's lives, a new type of relationship has emerged. Forming communities and mass communication, informing and exchanging news and opinions are among the most well-known functions of these virtual spaces (Roshandel Arbatani, 2015). The media have many functions and roles in society. Hahnemann divides the functions of the mass media into three parts.

1. Production: This means that the mass media can do what they might do, build on pre-determined lines and teach or teach people how to achieve their goals, and so on.

2. Innovation: means encouraging new ideas and making a difference.

3. Maintenance: In a way that can maintain existing relationships.

According to Hebert, the mass media play a very important role in presenting and sharing ideas, as well as acquainting us with a world that is not possible in any other way. Hebert believes that research on the effects of the media on society has been conducted in three general areas: the impact of the media on cognition, the impact of the media on change of opinion and value, and the impact of the media on behavior change (Aarabi, 1993).

The influence of the mass media is wide-ranging, with Lee in 1991, quoting Yang, defining addiction psychologically as the emergence of a pleasurable state that one cannot attain through other means. Addiction to one thing may reduce feelings of pain, uncertainty, and discomfort, and by focusing on the addictive subject, the mind no longer focuses on distressing factors and problems. In this way, the person forgets his unsolvable problems and, although fleeting and artificial, experiences peace, security, success, belonging, and intimacy. So, addiction creates a pleasant state in a person, but this situation is temporary and unreal. As a person experiences pleasant feelings as a result of addiction, the severity of his or her dependence increases. It reinforces the behavioral pattern of addiction (Qareaghaji, 2006). John Philip Smith offers another definition of addiction: Addiction is a habit that is very difficult to break. For example, when quitting heroin addiction, the addiction will continue with a desire for the drug. Another characteristic that distinguishes addictive habits from non-addictive habits is their ability to produce a positive feeling in time, which eliminates a negative feeling in a person, while non-addictive habits overcome only a negative feeling (Hoseini, 2005). The word addiction is more reminiscent of traditional addictions such as alcohol, nicotine, drugs, and gambling. But Internet addiction has taken on a new face. The proliferation of personal computers and the increase in

Internet connection at home and work has led to the emergence of a problem called Internet addiction. Internet addiction includes chat room addiction, pornography, online gambling, and online shopping. Like other addictions, this type of addiction isolates the addict from his family and those around him and isolates him. Behavioral addictions, such as Internet addiction, can destroy a person's health, relationships, emotions, and ultimately their psyche (Greenfield, 2005). The population structure of Iran is old and a significant part of the country's population is elderly. However, the study of the issue of Internet addiction is of special importance and necessity among students who are one of the large social groups in their youth. However, less study has been done that comprehensively emphasizes the role of gender, consumption, and use of mass media and its relationship with the phenomenon of Internet addiction, less. Given the above, the purpose of this study is to fill this gap and the main research question is: what is the relationship between media consumption and Internet addiction levels among students in universities in the center of Golestan province? Is gender influencing the relationship between media consumption and Internet addiction?

Hypotheses

- 1) There is a relationship between media consumption and Internet addiction.
- 2) The relationship between media consumption and Internet addiction varies by gender.
- 3) The relationship between media consumption and Internet addiction varies according to the type of communication media.

Methods

According to the research topic, which is the relationship between media consumption and Internet addiction among students, the research method is a survey that is measured using a questionnaire, and the data are processed and analyzed. Taken. The statistical population of the study consists of students of universities in the center of Golestan province, whose number was 16532 people. The statistical sample consisted of 385 students who were determined using the Krejcie and Morgan's table. A proportional stratified random sampling method was used to select statistical samples.

The study of the independent variable of research (media consumption), the validity of which was of the formal type (referral to experts) shows that the measured elements seem to be able to measure the concept of research. Respondents were also asked about the use of domestic television media, domestic radio networks, satellites, the press (newspapers and magazines), non-textbooks, the Internet, mobile phones, and social networks. The Young Internet Addiction Test Questionnaire (1998) was used to study the dependent variable of Internet addiction. The questionnaire consists of 20 items and is prepared by Kimberly Young to measure the degree of dependence of people to work with the Internet or computer and is scored by the Likert method. This test has been translated and used in Persian by Orang (2004). The validity and reliability of this questionnaire have been mentioned in several studies. For example, Vidianto (2004) examined the reliability of the Yang Internet Addiction Scale and reported 0.89. Alavi et al. (2009), in their research for the Persian version of the five-factor questionnaire (spending too much time on the Internet), (using the Internet to gain inner peace), (prominence), (pathological use of Chatrooms), And (disregard for job and academic duties) have been extracted and in addition, for this questionnaire, two types of content and differential validity ($r = 0.5$) and three types of retest

reliability ($r = 0.74$), Internal consistency ($\alpha = 0.88$) and halving ($r = 0.82$) were examined and its best clinical cut-off point was 44. Asgari and Marashian (2008) reported the coefficients of 0.97 and 0.97, respectively, in their study to determine the reliability of the questionnaire using two methods of Cronbach's alpha and ballad.

Findings

In this section, while presenting the research findings, they are analyzed and the relationships between the variables are discussed. Based on the findings, the appearance of statistical samples shows that 65.2% of the respondents in this study are female and the rest of the respondents, who are 34.8%, are male. In other words, two-thirds of the research sample are women and one-third are men. Among the total respondents, 77.7% of the respondents in this study are single and the rest of the respondents, which is 22.3%, are married. In terms of job distribution, the results show that 97.4% of students and the rest, which is 2.6%, had a part-time job during their student days. Also, out of 385 participants, they constitute 59.0% of humanities, 1.6% of basic sciences, 21.6% of technical and engineering sciences, and 15.8% of medical and health sciences.

1) Internet addiction rate

The rate of Internet addiction in this study was measured based on the Yang (1998) questionnaire. Based on this measurement tool, three levels of Internet addiction can be identified among the respondents, which report as a range from non-Internet addiction to Internet addict. The table below shows the frequency distribution of the students studied according to the levels of Internet addiction.

Table 1. Frequency distribution of respondents by levels of Internet addiction

Internet addiction levels	Women		Men		Total	
	Number	Percentage	Number	Percentage	Number	Percentage
No internet addiction	82	32.7	23	17.2	105	27.3
Exposed to Internet addiction	151	60.2	103	76.9	254	66
Internet addict	18	7.2	8	6	26	6.8
Total	251	100	134	100	385	100

As can be seen in Table 1, the highest percentage of respondents are exposed to Internet addiction and only about 7% of them are addicted to the Internet and 27.3% of them are not addicted to the Internet. A comparison between male and female students shows that Internet addiction is more common among female students than male students, while students are more prone to male addiction than female students. Also, the lack of internet addiction is more among female students than male students.

2) Media consumption

Descriptive statistics on Internet addiction and media consumption

Table 2. Average media consumption by gender

Row	Type of media consumption	Average consumption Total (in hours)	Average consumption Men (in hours)	Average consumption Women (in hours)
1	Mobile	5.064	4.593	5.316
2	Internet	4.981	4.772	5.093
3	Social networks	4.231	4.100	4.300
4	Iran TV	1.447	1.395	1.494
5	Satellite TV	1.184	1.414	1.061
6	Book	0.599	0.280	0.770
7	Newspaper	0/202	0.145	0.232
8	Radio	0.099	0.552	0.123
9	Total	17.811	17.251	18.389
10	Average	2.226	2.156	2.298

As can be seen in Table 2, the average media consumption in women is ranked from highest (mobile) to lowest (radio) and in men from highest (mobile) to lowest (radio), respectively. Also, women consume more mobile phones than men, but men consume more radio than women. Overall, the average index indicates that women's media consumption is higher than men.

In this section, hypotheses are tested using appropriate statistical methods.

Table 3. The relationship between media consumption and Internet addiction by gender

independent variable	independent variable	independent variable	independent variable	Spearman correlation coefficient	The significance level
Consumption media	addiction to Internet	Gender	Men	0.135	0.119
			Women	0.028	0.655
			Total	0.049	0.337

Considering the value of the Spearman correlation coefficient test and its intensity shows that in general, the relationship between media consumption and Internet addiction is not significant, but the study of the severity of the relationship by gender indicates that the relationship The media consumption of Internet addiction is stronger among men than women.

Women and men, types of media consumption and internet addiction

Table 4. Relationship between media consumption and Internet addiction among students

Rank	Types of media consumption	Women		Men		Total	
		The amount of the test	The significance level	The amount of the test	The significance level	The amount of the test	The significance level
1	Book	-0.086	0.175	0.188	0.030	0.158	0.069
2	Internet	0.052	0.409	0.158	0.069	0.152	0.080
3	Social Network	0.077	0.224	0.152	0.080	0.131	0.132
4	Mobile	0.021	0.744	0.131	0.132	0.096	0.269
5	Satellite TV	0.055	0.387	0.096	0.269	0.030	0.729
6	Radio	-0.035	0.578	0.030	0.729	0.022	0.800
7	Newspaper	0.046	0.467	0.022	0.800	0.015	0.862
8	Iran TV	0.114	0.071	0.015	0.862	0.178	0.020

According to Table 4, when a relationship becomes meaningful for one gender and meaningless for another, gender suggests that gender is influential in the relationship between media consumption and Internet addiction. A study of book consumption shows that only among male students there is a significant relationship between media consumption and Internet addiction, while among female students this relationship is meaningless. This difference suggests that gender is an important factor in the relationship between media consumption and Internet addiction. Examining the results on the relationship between media consumption and Internet addiction about other media shows the fact that gender through Iranian radio and television reveals a reverse direction with Internet addiction. So that the more Iranian radio and television are consumed by female students, the less internet addiction they have. While this relationship has not been confirmed among male students. Therefore, gender is an influential factor in Internet addiction and its role is shown through Iranian radio and television.

Discussion and Conclusion

According to the issues raised, the process of the use and influence of the audience of mass media, indicates the involvement of various factors. It must be acknowledged that understanding these factors is very important for communication policymakers and other mass media actors. Among the factors influencing media consumption and its relationship to the issue of Internet addiction, gender is of particular importance. In a study (Rahmati & Keramati, 2015) on the relationship between Internet addiction and social self-efficacy, identity styles, and gender differences in students, the results showed that gender differences are effective in the use of the Internet and this rate was higher in boys than girls. Also, in another study on the status of Internet addiction among students and its relationship with personality components and anxiety, the results showed that the prevalence of Internet addiction is higher in boys than girls ($p = 0.3$), (Azizi et al., 2014). In a study (Hoseini Beheshtian, 2011), on the subject of comparing the situation of Internet addiction among

male and female students of public universities in Tehran, the results showed that female students are more addicted to the Internet than boys; Engineering students, both boys, and girls are more addicted to the Internet than other disciplines; Non-dormitory students are more addicted to the Internet than dormitory students; 8.9% of students addicted (9.5% girls and 8.3% boys) to the Internet and 10.8% of them are at risk of Internet addiction. In the study (Seyedi asl et al., 2012), with the subject of comparing students' Internet addiction by location and gender, the findings showed that there was no significant difference between male and female Internet addiction ($p = 0.989$).

In the study (Kalantari et al., 2012), on the subject of measuring the impact of gender on media consumption in Iran, the results showed that although in some cases the gender variable is not a determining factor in the use of some media, some Gender issues have a great impact on this. One of them is the media consumption of radio. Although the initial assumption is that women in Iran are more likely to listen to the radio, the results of this analysis suggest that Iranian men listened to the radio more than women. Listening to the radio can be done in the workplace or in the car, which is more useful depending on the nature of the radio medium and the type of workmen do. Another issue of interest is the difference between Iranian men and women in watching Iranian television programs on holidays and non-holidays, in both cases women watch more domestic television programs than men, but in the case of watching there are different satellite network programs. On weekdays, men and women alike watch satellite programs, but on holidays, men are more likely than women to watch satellite TV. In research (Movahed et al., 2010), on the subject of media, gender and consumerism. The analysis of the results showed that in the study of media by gender, the average use of media in women is less than men and statistics show a significant relationship between the two variables of gender and media. In the study (Niazi et al., 2012), on the relationship between media consumption and attitudes toward women's gender schemas, the results showed that there is a direct and significant relationship between the variables of the use of different types of movies and equality Gender orientation ($TC = 0.095$) has been confirmed at 95% confidence level. Also, the results of the F test with the value ($F = 5.559$) confirmed a significant difference in attitudes toward gender equality in terms of media used (internal and external networks).

Refreance

- Aarabi, N. (1993). *Value transfer through Iranian television programs*. Master Thesis, Shahid Beheshti University, Faculty of Literature and Humanities, Department of Sociology. (In Persian).
- Alavi, S., Jannatifard, F., Maracy, M. R., Eslami, M., Rezapour, H., & Najafi, M. (2009). The psychometric properties of young internet addiction test (IAT) in students internet users of Isfahan universities. Final report of research design. No 287149. *Vice chancellery for research, Isfahan University of Medical Sciences*. (In Persian).
- Asgari, P., & Marashian, M. (2008). The Relationship between Personality Traits and Computer Anxiety with Internet Addiction in Students of Islamic Azad University, Ahvaz Branch. *New Findings in Psychology*, 23-35, (7) 2. (In Persian).
- Azizinejad, B., Pourheidar, R., Ranji, J., Qoli Nejad, Z. (2014). Investigating the status of Internet addiction among students and its relationship with personality components and anxiety. *Journal of Urmia School of Nursing and Midwifery*, 12(10), 964-959. (In Persian).
- Birou, A. (2001). *Culture of Social Sciences*, translated by Baqer Sarukhani, Tehran: Kayhan Publishing. 530 p. (In Persian).
- Buckingham, D. (2010). *Media education: learning, media literacy and contemporary culture*. Translated by Hossein Sarfaraz. Publications: Imam Sadegh (AS) University. 376 p. (In Persian).

- Greenfield, David. (2005). Internet addiction and its consequences. *Rahavard Noor Quarterly*, 12, 51-48. (In Persian).
- Hosseini Beheshtian, S.M. (2011). Comparison of Internet addiction among male and female students of public universities in Tehran. *Journal of Women, Institute of Humanities and Cultural Studies*, 2(2), 42-23. (In Persian).
- Hosseini, H. (2005). Sociological analysis of the relationship between the Internet and drug addiction. *Quarterly Journal of the Iranian Association for Cultural Studies and Communication*, 1(2,3), 1-17. (In Persian).
- Jahanshahi, O., Agham Mohseni, V. (2016). Multi-screen media consumption and upcoming strategies. *Media Studies*. 11(1), 69-59. (In Persian).
- Kalantari, A.H., Hassani, H., & Alipour Darvari, A. (2012). Measuring the Impact of Gender on Media Consumption in Iran (Secondary Analysis of National Survey Data). *Women in Development and Politics*, 10(4), 99-79. (In Persian).
- Kazemi, A. (2008). *Women's Media Consumption in Cultural Studies, Cultural Consumption and Everyday Life in Iran*, Tehran, Tehran University Jihad Publications. 356 p. (In Persian).
- Khaleghi Moghadam, M. (1995). The country's cultural attitude towards women, collection of women's articles, the fourth gathering of women in society: women and the development of culture, the Ministry of Culture and Guidance, the Ministry of Science, *Research and Technology*. (In Persian).
- Movahed, M., Taghi, M., Shavazi A., & Marhamati, N. (2010). Media, Gender and Consumerism: A Study of the Relationship between the Use of Mass Media and the Consumerist Tendencies of Young Girls and Boys in Shiraz. *Twelfth Women Strategic Studies*. No. 47. (In Persian).
- McCombs, M. (2016). *The Power of Information Networks: New Directions for Agenda Setting*. 711 Third avenue, New York.
- McQuail, D. (2019). *Audience*, translated by Mehdi Montazer Ghaem. Tehran: Center for Media Studies and Research. 248 p. (In Persian).
- Nercissians, E. (2011). *Man of Gender, Tehran: Cultural Heritage Organization, Vice Chancellor for Research, Institute of Man*. 214 p. (In Persian).
- Newman, N. (2016). *Journalism, media and technology predictions 2016*. Reuters Institute for the study of journalism, Oxford University, 4. <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Journalism,%20media%20and%20technology%20predictions%202016.pdf>.
- Niazi, M., Fashaie Moghaddam, I. (2012). The Relationship between Media Consumption and Attitudes toward Women's Gender Schemas. *Quarterly Journal of the Iranian Association for Cultural Studies and Communication*, 8(26). (In Persian).
- Nielsen, R.K., & Sambrook, R. (2016) *what is happening to Television News? Digital news project*, Reuters Institute: <http://reutersinstitute.politics.ox.ac.uk/sites/default/files/What%20is%20Happening%20to%20Television%20News.pdf>.
- Orang, T. (2004). *Investigating the psychological causes of chatting in Tehran*. Master Thesis in Psychology, University of Tehran. (In Persian).
- Qara Aghaji, S. (2006). *Addiction to Internet*. Hambastegi Newspaper, No. 1599, p.5. (In Persian).
- Rahmati, Samad; Keramati, Hadi., (2016). The relationship between Internet addiction and social self-efficacy, identity styles and gender differences in students. *Journal of Health System Research*; 12 (1), 21-26. (In Persian).
- Rakow, L.F. (2008). *Images of Women in the Media; in the International Encyclopedia of Communication; edited by Wolfgang Donsbach*, Malden and Oxford: Blackwell Publishing.
- Roshandel Arbatani, T., Farjian, M.M., & Salmanizadeh, Sh. (2015). The Future of Organizational Communication with the Introduction of Social Network Technology, *International Public Relations Conference*. (In Persian).
- Ross, K. (2008) *Female Audiences; in International Encyclopedia of Communication; edited by Wolfgang Donsbach*, Malden and Oxford: Blackwell Publishing.
- Sarukhani, B. (2013). *Sociology of Mass Communication*, Tehran: Information Publishing. 236 p. (In Persian).
- Sarukhani, B., & Tahereh M. (2009), *Comprehensive Sociology Culture*, Tehran: Soroush. 910 p. (In Persian).
- Sidi Asl, S.T., Ahmadi, M., Khayatan, T. (2012). *Comparison of students' Internet addiction by place of residence and gender, First National Congress on Cyberspace and Emerging Social Injuries*, Tehran, Ministry of Cooperatives, Labor and Social Welfare. (In Persian).
- Vermeren, E. (2015); Available at: <http://www.brandwatch.com/blog/men-vs-women-active-social-media>; Date of visiting the site 3/8/1397.

Widyanto L., & Mc Murran M. (2004). The psychometric properties of the internet addiction test. *Cyberpsychol Behav*, 7(4), 443-450.