

Identifying the Main Factors Influencing the Audience Satisfied By New Media Technologies

BabakRahnavard, Islamic Azad University Tehran, Iran

Abstract:

Development and use of information technology in various fields, the result is information technology a capability in today's media world is faced with great enthusiasm. This led to the emergence of a variety of electronic media such as the Internet, mobile, satellite and computer games in the world. Spread Internet in recent years, the development of programs based on it is also associated with Web, one of the most successful of these programs are. New media and online media are the new generation, even though life is not much, but it could very well take place in the lives of many people of different ages and from different social groups, the media, and their admission placed and use, and the great distances in the real world, through which they communicate with each other. It highlighted the role of new technologies and media in today's world, and its results can not be ignored. They also focus on various aspects of personal and social life and influence in the country and even internationally. They examined produced.

Keywords: persuasion, online media, contacts, messages, exposure, media management

Introduction

Social media and mobile web Technology said that communication by creating an interactive dialogue between individuals, communities and organizations makes. As Andreas Kaplan and Michael Heinlein (both professors in the field of marketing and social media) have defined social media "refers to a group of Web-based applications that are built on the basis of ideology and Technology Web 2.0 and allows users to they themselves produce the content of these websites and Apps ". As we know, these days use the internet and other flavor in the world of things and people is essential. I think the main reason is that social networks and media in cyberspace have more power and have been described. As per what is already in the real world you used to do when she makes it, you can do the same things through the virtual world. Many people do not even know the exact definition of a social network that is used. Anyone think the social networking website Face book has been so kind. The fact that many of the social networks to do certain things, and only some of them are similar to each other. For example, what Face book is doing the work that LinkedIn (Linked in), very different. If any of them actually did, it was impossible to reach the popularity of social networking. What is the definition of each of these social networks, and it will be met with a large number of social networks. But one of the most common methods and disregard the media is using persuasion to expand their audience. The history and antiquity in the West, it must be pointed out that the roots can be seen in the history of ancient Greek and Roman social life. The Greek city-states, all citizens are equal and everyone was expected to be able to comment on various issues affecting their community. For example, the Greek judicial system, through litigation attorney or representative who is employed by a person not authorized, but not required, that suit their own citizens, "the court or ask your neighbors Further, in the presence of Greek citizens the lack of proficiency in the art, the litigation portion of its assets to lose. Or risk facing was exiled from his community (Nikooie, 2003).

Known Theories of Persuasion

First by persuasion theory "Carol Howland" was mentioned. According to "learn", learning different approaches to human behavior and attitudes acquired build. Theory learning with the use of learning theory, that the persuasive message that seeks to change attitudes or create a new attitude in the audience for a particular behavior is of the audience, when your goal is to persuasionrecipient accepts (Keshavars, 2009). "Information integration theory": new approaches to persuasion, information integration theory. "Norman Anderson," including

those who developed the theory is good. In this theory, it is assumed that a change of attitude, lead the way in which individuals are integrated view of all relevant information. When a person receives new information related to change their attitude, attitude change, weight and value. The accuracy of the information depends on a lot of weight change (MontazerOLqaim: 2002). "Persuasion", one of the ends of each connection, whether human or media. The massive media devices, the cost is spent, and in the end, the final result is measured by the impact on the audience, and then realized that the process takes too exquisite, is said to be satisfied. Subcutaneous persuasion among the works in the field of communication that takes place beyond the trappings of power and authority. Audience, if they persuasion, incentives and find your inner thoughts messengers or any other communication message will be. It is a comprehensive definition of persuasion (Bnava, 2011) that "a process in which a source of a message uses persuasion to create, change or reinforce attitudes of people / audience, to achieve a certain goal."

The main task of convincing the audience of media messages transmitted by the media may have different goals, but the main mission of a media production quality programs to satisfy the target audience. Although private media operate for profit, but the profit is essential to maximize the production of high quality may be the pinnacle of professional orientation (Khojaste, 2002). Otherwise, the target audience for advertisers maximum persuasion is required, will not be realized. This pluralistic media environment is highly competitive, is a growing challenge. The huge gap between those who have to adapt themselves to new technologies and those who are still challenged by new technologies are created. A proactive management should focus on the new needs of the media, through re-prioritize their considerable impact on the audience's satisfaction. Today, online media as one of the most important tools for the transfer media, symbols and messages used and in many cases this media aimed, in particular the group practice and moved displacement values of spreading among the people the reason why most of these deals media move in that direction and moved most of its audience and at the same time trying to convince a large number of people can cover.

Cognitive Approach to Persuasion

There are basically two ways to create a satisfying:

1. The "pivot" of persuasion involves thoughtful consideration to the arguments in the message, ideas, content and time when the message listener, motivated and have the ability to think about the message. The central processing means deep reflection on ideas and arguments in a message.

2. However, the "margins" of persuasion when the recipient of the message, trying not to think carefully about the ideas of the message. In other words, the listener message, or both ability or motivation for engaging with no message. So persuasive messages, there are two main variables:

1. Motivation and engagement: engaging the importance of a persuasive message to the listener deals. When this message is important for the listener or thinks that he goes, trying to understand it. The listener will be more engaged with the message; the message has to think of a double motive. In other words, the involvement of the central message of motivation in the process is effective.

2. Ability: central processing motive alone can not guarantee that will happen. Recipients must have the ability to think about the message. Ability of motivation is more complex, because many factors can affect the ability to process a message. If the recipient, confusing or too tired or under the influence of drugs or alcohol, or the patient may Can not accurately receive messages. Research shows that the audience while listening or watching the message, the message is confused to say the least about it.

Shadow persuasion the real world of online media: The definition of social networks, Manuel Castells argues that "digital global network of twenty-first century, the role that plants have played in the Industrial Revolution. When people abandon rural life and regular work in factories and living in cities and the emergence of new forms of governments fought. They are organized by their persuasive messages, such as arrows, are an indication of our mind and we are trying to attract to themselves. media literacy is important among them (Khojaste, 2001).

Persuasion Techniques

Some common techniques of persuasion are as follows:

1. Advertiser: One of the techniques used for persuasion. Targeted promotional activities, in addition to the information, motivation, i.e. propagating, self-motivated to work toward the

goal amount. Propaganda was based on the need and harshest territory missionary activities need contacts.

2.Hypnosis: A non-conscious and conscious persuasion and persuasion techniques are common. Hypnosis is a process of communication that will satisfy the admission of the problem, but this acceptance is based on logical grounds and the ongoing, Non Calculator to accomplish this is ignorant, and. Some hypnosis techniques include gradual induction of an idea, question, repetition and exaggeration zoom in or out, fear, affection and stimulation that is appealing to most of us in spreading the message of this approach are the social network. So in some minor events or social phenomena magnification and a governance and public opinion is strongly influenced.

3.Imitation: Persuasion contacts in your messages to emulate sides. Tardy, famous psychologist, believes that "imitation is the servant of indoctrination." Within each emulation, there are elements of indoctrination. Wherever someone else imitates the first to prove its superiority and be inculcated..

4. Illustration: Persuasion, sometimes to persuade your audience, referring to the illustration. For example, powerful and aggressive states, in order to satisfy its people, rather than the need to spend money to war with other countries, the picture of the invasion to build their nation.For example, the country of terrorists and present danger to the public. The objective of the social networks we are seeing it today.

Persuasion and Online Media

Should be addressed with the development of new technologies from a passive to an active audience, and we look around the superiority of life issues, as much as possible of the new age media hunters persuasive propaganda tricks to stay safe as make an informed choice is a selection of wisely, high flow and preferences of their users tend to change quickly. The media content produced by audience acceptance and respect are particularly important. Compared to how and when to produce messages are sensitive to absorb a higher percentage of the target audience (Mirzaie, 2007). So fluid and ever-changing environment of online media has led to policies in the field of online media is of utmost importance. Online media, including new communication tools of the Internet, online games, services and audio-visual productions, and so is the environment simulator (Arbtany, 2011).Features the world's top online media is:



1 - Face book (Facebook.com): Face book is the largest social network in the world. This website was established in 2004. What makes Facebook to reach its peak of popularity today is that users can find their friends, messages, photos and videos to share with friends, update their personal profiles and et all these things could be done simply and easily using your Facebook strangely simple and stuck.

2 - YouTube (Youtube.com): This Web site was created to share videos users. When it came to the idea that his friend and colleague Steve Chen, Jawed Karim did not attend the dinner.Chd Steve Hurley and Jawed Karim to share the video that he is aware of the party, there were some problems and the simple idea of making YouTube came into existence. The trio then PayPal and developer partners who work together to create YouTube in 2005. YouTube videos can advertise the products of your company to share, upload samples of your work and attract the most personal YouTube videos and YouTube in six key determinant of success - seven past.

3 - MySpace (Myspace.com): MySpace before being struck down by strong competitors like Face book, from 2006 to mid-2008, the largest social network in the United States of America. MySpace you can do the same things that you could do on Face book, such as sharing photos and video, profile, chat online and more. MySpace allows users whenever they want using a pseudonym (Screen names) remain unknown.

4- Twitter (Twitter.com): Twitter is a social networking and micro-blogging service (Micro blogging), which allows users to post short personal message other users to read. To do this you must follow other users, or the so-called follow you. The huge popularity of Twitter's simplicity is compatible with SMS.

5 - Flickr (Flickr.com): Flickr is a photo and video hosting services, web services (Web Services Suite) and an online community which was established in February 2004. Flickr users to share photos and video, and the other by bloggers to host photos on blogging, is widely used.

6 - Photobucket (photobucket.com): An online service to create a slide show (Slide show creation), video hosting, image hosting and photo sharing users. The website was launched in 2003. This website is most famous for the storage and use of remote avatar (profile emoticons) when the comment in the forum, create personalized photo albums to store graphics and video. Users can have their albums to private, public, or even with password security.



7 –LinkedIn (Linkedin.com): This is a social network business oriented. The company was established in 2002 and the service was launched in May 2003 and in professional relationships (professional networking) is used among users.

8 - Digg (digg.com): News for a social network that allows users to vote for breaking news and interesting moment in the world (or so called news boilers), and thus makes the ranking news are.

9 - Reddit (reddit.com): Reddit great competitor and a long pot and is similar to a social network news. Exactly the same pot, rankings and news on Reddit, you can link it to your other friends.

10 - Stumbleupon(Stumbleupon.com): This Web site is a discovery engine (discovery engine) that separates the best web-based user preferences and proposes to her.

11 - Ning (Ning.com): Ning is a social networking platform for online personal. On this website, each user can create their own social network. This website was established in October 2004 but was officially opened to the public in October 2005.

12 - The hi5 (hi5.com): from April 2009 onwards by the hi5as a social network for online games you know. On this website you can play games online with friends old and new to see and enjoy.

13 - Scribd (Scribd.com): Scribd publishing service called Social (Social publishing service) know. This website is an online service that allows users to share documents for iPad 2 provides users.

14 - Bebo (Bebo.com): odorless (pronounced bee-boh) was founded in 2005 by a company called AOL, but in 2010. Name Bebo English acronym for Blog Early, Blog Often that means not burst and quickly is blogging.

15 –friendfeed(friendfeed.com): friendfeeda social service for the creation and integration of real-time feeds of other social services, blogs, media networks, microblogging services and other web sites that provide RSS feeds or automatic support.

16 –friendster(friendster.com): Before the May 2011 friendsteran online music service and get Ltd., a social service for friends, create a profile, appointment, get informed about the status of your friends, build relationships between users and share photos and videos online, Viewed in the world.

17.Badoo(Badoo.com):Of course Badooou as a multilingual social network in the world they know.

18 -livemocha(livemocha.com): livemocha a powerful social network for learning languages. The social network you can see and chat with your friends from all over the world.

19-Tagged (tagged.com): Besides this, tagged for online games are too many possibilities to consider.

20 - Google + (plus.google.com): Google + social network is a revolution in modern design. Although the two. New features like Google + circle of friends in different categories, Hong August, a group video chats, Sparks feature, see How to create a photo album and other albums friends, how to invite friends to join Google + and ... all about the experience and the virtual online world has been unprecedented and unique. While writing about Google + so far have been small,

Factors Influencing Audiences Persuasion Messages Online Media Content:

Among the various factors in persuading the audience when using this type of media influence is held.

- *Easy to understand audience of online media*
- *Perceived usefulness of online media message content*

Perceived ease of use of online media audience:

Defined perceived ease of use: The user expects to use the media, will require additional efforts.

Practical training in online media

Media literacy means learning how to produce media literacy, message process using media tools, the resulting plan and yield strength (energy) audience. from the potential of new media provides.

Proper design of online media portals

Today's online slot design new challenge facing marketers in the print media have been informed. believe that ideas have been employed to investigate the efficacy of print media, as well as on the Web are not transferable. There are many aspects of design and graphics that can be used to transfer and associate the content of a website. Use pictures and cartoons and various colors, etc. only a very small part of the selection. In other words, the design of online media in addition to creating attractiveness attention should be focused on preparing the ground for easy use.

Ease of access to the Internet infrastructure

Easy access to components of an end user to interact with the media and the electronic system is affected. Obviously, the quality and ease of access is one of the main aspects of the electronic media is evaluated. Among the factors that have considerable effect on the application of the system include: availability, responsiveness, flexibility and ease communicate with the user. Among these factors are extremely vital access to the Internet, including users easy access to online media and the lifting of the Internet.

Individual skills in computer users

Individual's ability to use the computer to the capability of a system depends on the person. Obviously, personal effectiveness in the use of computers, the underlying confidence in their own ability to use it.

Related to job requirements

Professional relationship with the media so that the audience will cause job enrichment and promotion skills.

Factors affecting the perceived usefulness of online media audience:

Defined benefit (useful content) perceived degree to which a person believes that using a result of the media and to improve his knowledge.

The expected performance of online media

The use of online media is almost a social phenomenon emerging among young people has been developed. Online media technology, two-way and multi-way communication to the users in an online environment provides. Highlight the elements are fun and entertainment.

- Share pictures, videos and stories with others
- The combination of online content such as music, videos with each other and create new artwork
- Send comments to newsgroups, websites and video
- Visual communication and exchange of information and the latest scientific, cultural, and other news and information needed for Access to the function of the expected positive effect on the use of online media services, products of media.

Social impact of online media

The target time can be practical as well as social media strategies to influence and impact on the audience familiar. Consequently, the new online media because of the greater influence on the minds of the audience on issues including: understanding the motivations and desires

of the audience, trust, respect and seek to persuade the audience awareness, positive, positive atmosphere and culture in their community.

Image

As a general impression of the image can be raised to a phenomenon. In other words, the image of a phenomenon is the result of the interpretation of the factors surrounding the phenomenon. Because the technology requires specific identity of the product itself, such as gender, country, or marking that belong to it, may lead to positive or negative image of people. Thus, stereotyped thinking causes people to resist the adoption of technology. , will facilitate the acceptance by the users.

Compatible with the norms

The concept of adaptation to the perception of a creative community, consistent with existing values, past experiences, and needs of the users. In other words, the appropriateness of the products with the values, beliefs user experience, business and lifestyle and in agreement with the imagination and the needs of they tend to use online media system will be effective.

The ability of online media

Changing attitudes toward these technologies are demographic characteristics many studies have shown. Demographic factors such as age, sex, education, income, etc., attitudes and behavior regarding the use of online media is affected.

Conclusion

Internet penetration in the countries, according to the latest figures; But the advent of new media such as social networks, users and audiences tend to underlie the Internet and the development of their own culture was added. If we want a new theoretical framework to explain our findings; Castells, the network would be a very good point. The main components of the population are connected through a network and a new pattern of behavior in this new structure has been built. The second era of new media and online media have said that the new technologies of communication and information, if they are accepted, social and cultural structures of society and shall society has undergone major changes good example of this event has network Castells new to our show. In the future, as the growth of knowledge, awareness and acceptance of the new medium of their choice on the one hand and on the other hand the new technologies of communication Especially in social networks, the social structure of society and to change the flow of power from the power supply will outpace Christopher Freeman writes in a new paradigm, a particular input or set of inputs can

be described as a key factor in the Paradigm characterized by a reduction in the relative costs and access all people.

It's cheap and easy to access and understand the usefulness of its contents, key in convincing the audience will be generated messages in online media. Due to the growth of the internet as a platform for online media, and the increasing tendency to use a wide audience of users and them. The rapid growth of social networks as well as confirms the results our country, the wave of new technologies have been introduced and new media rapidly spread among the audience, especially the youth, who of course is devoted to countries, studies have shown that radio is close to 36 years to reach 50 million audience in the world. But Viber only within 5 months to reach this audience, which shows the acceptance and use of new media, many of the users. Interactive communication ability and understanding of this issue should also be of benefit in epileptic. If the emergence of the Internet as one of the greatest events in the history of humanity at the end of the second millennium we can call social network emergence Swath makers of the impact of this phenomenon at the beginning of the third millennium. In the social arena, the new media in the media big change in the exchange of information between the Iranians and the Iranians have been removed. Like other comprehensive media management needs to move in the direction of the development of human talent and can be effective.

Reference

- Stephen Littlejohn, former, pp. 743 and Mino good of others, understanding the use and satisfaction with the approach of the television audience, Tehran, Soroush, 2001, first edition, p. 48.
- Denise Mack K vayl, Mkhatbshnasy, M. Mntzralqaym, Tehran, Media Research Center, 2000, first edition, p. 90.
- H. khojaste, Mkhatbshnasy radio, Journal of Research and Assessment, 2000, No. 26, pp. 66 and 62
- Stephen Littlejohn, pp. 743 and SH Pourkazemi, Mkhatbshnasy Broadcasting and Production, Research and Assessment, 2000, No. 26, pp. 39 and Denise Mack K vayl, mass communication theory, Pervez Ejlali, Tehran, Media Development Center, published II, 2007, p. 332.
- H. happy, outgoing, pp. 65 and SH Pourkazemi the will and interest of the audience and how to establish the logical connection between them, Research and Assessment, 2000, No. 26, p. 37.
- Sun Vandal and others, the use of communication theories, Dehghan, Tehran, sociologists, 2010, second edition, p. 281.
- William L. Benoit, Pamela J. Benoit, the effectiveness of persuasive messages and Vargn good Mino Sarkisian, Iran's IRIB Research Center, 2011.
- Mirzaei, H. and S. Amini. "TV commercial messages content analysis with an emphasis on social Tbqh-Y and lifestyle." Communication and Cultural Studies, Vol. 2, No. 6, (2007).
- Eunuch Yian, Dati S. (2012), providing a framework for entrepreneurship, commercialization of innovation, digital media companies, thesis for obtaining PhD degree in Media Management, Tehran University.
- RoshandelArbatani, Tahir, KhawajaYian, Datis, Janh, S. (2011), explaining the strategic management system for the commercialization of innovative digital media market, strategic management studies,. No. 4, pages 234 to 263
- Aris, A. & Bughin, J. (2005). Managing Media Companies, Wiley Publications.
- Bamba, F. & Barnes, S.J. (2007). SMS Advertising, Permission and the Consumer: a Study. Business Process Management Journal, Vol. 13 No. 6 ,pp. 815-829.
- Bolter, J.D. & Grusin, R. (1999). Remediation: Understanding New Media, MIT Press, Retrieved from www.mitpress.mit.edu

- Couldry, N. (2003). *Media Rituals: a Critical Approach*. London: Routledge. Deighton, J. & Quelch, J. (2009). *Economic Value of the Advertising-Supported Internet Ecosystem*. Hamilton Consultants, Inc.
- Doyle, G. (2002). *Understanding Media Economics*, London: Sage Publications. Feldman, V. (2005). *Leveraging Mobile Media, Cross-Media Strategy and Innovation Policy for Mobile Media Communication*. Physica-Verlag Berlin: Heidelberg. Kyong Chun, W.H., & Keenan, T. (2006). *New Media, Old Media; A History and Theory Reader*. Taylor & Francis Group, LLC.
- Lucchi, N. (2006). *Digital Media & Intellectual Property, Management of rights and Consumer Protection in a Comparative Analysis*. Springer-Verlag Berlin: Heidelberg.
- Machin, D. & Van Leeuwen, T. (2007). *Global media discourse, a critical introduction*. London: Routledge.
- McLuhan, E. & Zingrone, F. (1995). *Essential McLuhan*. The house of Anansi Press, Ltd.
- Silverstone, R. (2007). *Media and Morality: On the Rise of the Mediapolis*. Cambridge: Polity Press.
- Turow, J. (2009). *Media Today, an Introduction to Mass Communication*. 3th edition, London: Routledge.