FACTORS INFLUENCING INTENTION TO ADOPT ONLINE JOURNALISM AMONG JOURNALISTS IN IRAN

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By

SOMAYYEH VARZANDEH

Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in fulfillment of the Requirements for the Degree of Doctor of Philosophy

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DEDICATION

This thesis is dedicated to my loving parents who have supported me all the way since the beginning of my studies. Without their knowledge, wisdom, and guidance, I would not have the goals I have to strive and be the best to reach my dreams.
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Chairman: Prof. Musa Abu Hassan, PhD
Faculty: Modern Languages and Communication

This study focused on influential factors toward adoption of online journalism among journalists. The study was conducted to determine 1) the influence of perceived ease of use and usefulness on attitude to adopt online journalism; 2) the influence of colleagues on subjective norms to adopt online journalism; 3) the influence of self-efficacy, prior computer experience, access to technological facilities, training and computer anxiety on perceived behavioral control; 4) the influence of attitude, subjective norm and perceived behavioral control on behavioral intention to adopt online journalism; 5) the mediating influence of attitude, subjective norm and perceived behavioral control in the relationship between independent variables (IVs) and behavioral intention (DV) to adopt online journalism; 6) the influence of demographic characteristics of journalists on behavioral intention to adopt online journalism.

The questionnaire survey was employed as the instrument for data collection in this study. Purposive non-probabilistic sampling method technique was applied in the
sample selection of the respondents. A self-administered questionnaire was designed as a research instrument in survey section. A total of 547 professional journalists participated in the survey conducted in the national and international daily newspapers in Iran. The return response rate was 83 percent. Statistical techniques engaged in survey study included frequency distribution, descriptive analysis statistics, t-test, one way analysis of variance (ANOVA), Pearson Correlation coefficient, multiple regressions and Baron and Kenny model.

Based on the finding the result showed that perceived usefulness and ease of use positively affect attitude toward using online journalism. The findings also presented that the colleague’s influence is positively associated with subjective norm. It also identified perceived behavioral control is explained by independent variables (self-efficacy, facility condition, computer anxiety, prior experience, and training). Therefore all the five independent variables (self-efficacy, facility condition, computer anxiety, prior experience, and training) contribute significantly toward perceived behavioral control. Findings also showed that attitudes, subjective norm, and perceived behavioral control, significantly contribute to online journalism adoption intention.

This study also indicated that attitude mediates the relationship between perceived usefulness, ease of use and behavioral intention. For the mediation effect of subjective norm, the results showed that subjective norm mediates the relationship between colleagues and intention to use online journalism. The results also found except for facility condition, perceived behavioral control mediates the relationship between the
self-efficacy, computing experience, computer anxiety, training and intention to use online journalism.

This study also showed that well-paid and better-educated males were more likely to be online journalism adopters. In addition, the journalists who were between 30 to 39 years old tended to use the online journalism more than others. The result also showed that there was no difference between journalists’ job positions in order to accept the online journalism.
Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi sebahagian keperluan untuk ijazah Doktor Falsafah

FAKTOR YANG MEMPENGARUHI PENGGUNAAN KEWARTAWANAN ATAS TALIAN DALAM KALANGAN WARTAWAN DI IRAN

Oleh

SOMAYYEH VARZANDEH

September 2011

Pengerusi : Prof. Musa Abu Hassan, PhD
Fakulti : Bahasa Moden dan Komunikasi

Kajian ini memberi tumpuan kepada faktor-faktor yang berpengaruh terhadap penggunaan kewartawanan dalam talian di kalangan wartawan. Kajian ini telah dijalankan untuk menentukan 1) pengaruh persepsi mudah guna dan kegunaan kepada sikap untuk menerima kewartawanan dalam talian, 2) pengaruh rakan-rakan pada norma-norma subjektif untuk mengamalkan kewartawanan dalam talian; 3) pengaruh efikasi-diri, pengalaman komputer, akses kepada kemudahan teknologi, latihan dan kebimbangan komputer terhadap persepsi kawalan tingkah; 4) pengaruh sikap, norma subjektif dan persepsi kawalan tingkah laku terhadap niat tingkah laku untuk mengamalkan kewartawanan dalam talian; 5) pengaruh pengantara sikap, norma subjektif dan persepsi kawalan tingkah laku dalam hubungan antara pemboleh ubah bebas (IVs) dan niat tingkah laku (DV) untuk menerima guna kewartawanan dalam talian; 6) pengaruh ciri-ciri demografi wartawan terhadap niat tingkah laku untuk mengamalkan kewartawanan dalam talian.

Kajian ini juga menunjukkan bahawa sikap adalah sebagai pengantara antara persepsi mudah guna, persepsi penggunaan dan niat tingkah laku. Untuk kesan pengantaraan norma subjektif, keputusan menunjukkan bahawa norma subjektif adalah pengantara antara pengaruh rakan-rakan dan niat untuk menggunakan kewartawanan dalam talian. Keputusan juga mendapati kecuali bagi keadaan kemudahan, persepsi kawalan tingkah laku menjadi pengantara antara efikasi diri, pengalaman pengkomputeran, kebimbangan komputer, latihan dan niat untuk menggunakan kewartawanan dalam talian.

Kajian ini juga menunjukkan bahawa lelaki yang berpendapatan dan berpendidikan lebih tinggi adalah cenderung untuk menjadi penerima guna kewartawanan dalam talian. Di samping itu, wartawan yang berusia antara 30 hingga 39 tahun adalah cenderung menggunakan kewartawanan dalam talian lebih daripada yang lain. Hasilnya juga menunjukkan bahawa tidak ada perbezaan di antara kedudukan tugas wartawan untuk menerima kewartawanan dalam talian.
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I also would like to acknowledge the friendship and intellectual assistance given to by the lecturers in faculty of Modern Languages and Communication for their meaningful comments and suggestions to improve my thesis.
I certify that a Thesis Examination Committee has met on 26 September 2011 to conduct the final examination of Somayyeh varzandeh on her thesis entitled "factors influencing intention to adopt online journalism among journalist in Iran" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

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Date: 26 September 2011
DECLARATION

I declare that the thesis is my original work expect for quotations and citations which have been duly acknowledged. I also declare that it has not been previously and is not concurrently submitted as whole for any other degree at Universiti Putra Malaysia or other institution.

__________________________________

SOMAYYEH VARZANDEH

Date: 26 September 2011
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