



UNIVERSITI PUTRA MALAYSIA

**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.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in partial fulfilment of the requirement for the degree of Doctor of Philosophy

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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

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September 2011

Pengerusi : Prof. Musa Abu Hassan, PhD

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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.

Soalan daripada tinjauan soal selidik digunakan sebagai instrumen untuk proses pengumpulan data dalam kajian ini. Teknik perampelan bukan keberangkatan digunakan dalam pemilihan sampel responden. Satu set soalan dibentuk sebagai instrumen kajian di bahagian survei. Seramai 547 wartawan profesional terlibat di dalam tinjauan yang dilakukan di akhbar-akhbar harian kebangsaan dan antarabangsa di Iran. Tahap respons terhadap instrumen kajian ini adalah 83 peratus. Teknik statistik digunakan di dalam kajian tinjauan meliputi frekuensi, statistik deskriptif, ujian-t, ANNOVA, pekali Korelasi Pearson, regresi berganda dan Model Baron dan Kenny.

Berdasarkan hasil kajian, penemuan menunjukkan bahawa persepsi kegunaan dan mudah guna secara positif mempengaruhi sikap ke arah menggunakan kewartawanan dalam talian. Hasil kajian juga menyatakan bahawa pengaruh rakan sekerja adalah berkait secara positif dengan norma-norma subjektif. Ia juga mengenal pasti persepsi kawalan tingkah laku adalah diterangkan oleh pembolehubah tak bersandar (efikasi diri, keadaan kemudahan, kebimbangan komputer, pengalaman masa lalu, dan latihan). Oleh yang demikian, semua lima pembolehubah bebas (efikasi diri, keadaan kemudahan, kebimbangan komputer, pengalaman masa lalu, dan latihan) menyumbang secara signifikan ke arah persepsi kawalan tingkah laku. Penemuan juga menunjukkan bahawa sikap, norma-norma subjektif, dan persepsi kawalan tingkah laku menyumbang secara signifikan kepada niat menerima guna 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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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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