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(390 :1382)

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(124 :1375) "

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(Childers and Post 1975) ¹

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(Drvin 2003)

¹ . The Information Poor in America

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1969

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1970

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|------|------|------|------|
| (2) | 1/46 | 1/46 | 1/51 |
| 1/09 | 1/42 | 1/45 | |

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|-----|---------------|-------------|------|----|----|
| () | 1383 | 15 | 25 | 20 | .4 |
| () | (sig < 0/05) | 0/05 | | | .5 |
| () | | (sig > /05) | 0/05 | 95 | (|
| () | 95 | | | | |
| () | 95 | | | | |

| | | | | |
|--------|-------|-------|-------|--|
| | (3) | (2) | (1) | |
| 28867 | 18336 | 6761 | 3770 | |
| 100/0% | 63/5% | 23/4% | 13/1% | |

2/50 =

2

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|-------|-------|-------|-------|-------|-------|-------|--|
| | | | | | | | |
| 1/46 | 1/42 | 1/09 | 1/46 | 1/45 | 1/51 | 2/50 | |
| 25604 | 26121 | 25441 | 26050 | 26120 | 26389 | 27535 | |

:

2/66

3

2/40

3

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|-------|-------|-------|-------|-------|-------|-------|--|
| | | | | | | | |
| 1/07 | 1/10 | 1/06 | 1/35 | 1/34 | 1/50 | 2/40 | |
| 12961 | 13383 | 13265 | 13484 | 13544 | 13740 | 14363 | |
| 1/84 | 1/73 | 1/12 | 1/57 | 1/56 | 1/52 | 2/61 | |
| 11846 | 11941 | 11417 | 11796 | 11810 | 11863 | 12352 | |
| 2/15 | 2/16 | 1/18 | 1/60 | 1/67 | 1/67 | 2/66 | |
| 797 | 797 | 759 | 770 | 766 | 786 | 820 | |
| 1/46 | 1/42 | 1/09 | 1/46 | 1/45 | 1/51 | 2/50 | |
| 25604 | 26121 | 25441 | 26050 | 26120 | 26389 | 27535 | |

| | | | | | | | |
|---------|---------|---------|---------|---------|--------|---------|-----|
| 5949/28 | 4585/81 | 125/897 | 341/975 | 371/598 | 23/690 | 324/480 | F |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | df |
| 0/000 | 0/000 | 0/000 | 0/000 | 0/000 | 0/000 | 0/000 | Sig |

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(4)

(59/7)

(60/6)

4

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|--------|--------|--------|--------|------------|
| | | | | |
| 43/2% | 59/7% | 46/2% | 39/4% | |
| 56/8% | 40/3% | 53/8% | 60/6% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 23923 | 762 | 11202 | 11959 | |
| Sig | | df | | Chi-Square |
| 0/000 | | 2 | | 197/864 |

.6(5) (83/1 91/2) .

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|--------|--------|--------|--------|------------|
| | | | | |
| 84/2% | 91/2% | 83/8% | 83/1% | |
| 15/8% | 8/8% | 16/2% | 16/9% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 9246 | 613 | 6937 | 1696 | |
| Sig | | df | | Chi-Square |
| 0/000 | | 2 | | 24/798 |

(1384)

.(6) 57/6 65/2 :

.6

.(7) 71

74/3

6

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|--------|--------|--------|--------|------------|
| | | | | |
| 63/1% | 65/2% | 60/5% | 57/6% | |
| 21/9% | 21/0% | 23/2% | 23/8% | |
| 15/0% | 13/7% | 16/3% | 18/6% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 28822 | 18310 | 6751 | 3761 | |
| Sig | | df | | Chi-Square |
| 0/000 | | 4 | | 116/056 |

7

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|--------|--------|--------|--------|------------|
| | | | | |
| 73/6% | 74/3% | 73/3% | 71/0% | |
| 17/7% | 17/8% | 17/0% | 18/6% | |
| 5/4% | 4/8% | 6/3% | 6/6% | |
| 3/3% | 3/1% | 3/4% | 3/8% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 28661 | 18216 | 6703 | 3742 | |
| Sig | | df | | Chi-Square |
| 0/000 | | 6 | | 48/495 |

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61/8 :

.(8) 57/9

8

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|--------|--------|--------|--------|--|
| | | | | |
| 34/3% | 33/7% | 35/0% | 36/5% | |
| 4/6% | 4/5% | 4/5% | 5/6% | |
| 61/0% | 61/8% | 60/4% | 57/9% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |

| | | | |
|-------|-------|------------|------|
| 28757 | 18275 | 6726 | 3756 |
| Sig | df | Chi-Square | |
| 0/000 | 4 | 25/586 | |

.(9)

51/1

55/6

9

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|--------|--------|------------|--------|--|
| | | | | |
| 54/7% | 55/6% | 54/2% | 51/1% | |
| 22/8% | 22/3% | 23/1% | 25/0% | |
| 22/5% | 22/1% | 22/7% | 23/9% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 28458 | 18092 | 6670 | 3696 | |
| Sig | df | Chi-Square | | |
| 0/000 | 4 | 26/385 | | |

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|--------|--------|------------|--------|--|
| | | | | |
| 62/9% | 69/4% | 68/3% | 57/9% | |
| 22/0% | 22/9% | 20/4% | 23/3% | |
| 15/1% | 7/7% | 11/3% | 18/8% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 27864 | 827 | 12473 | 14564 | |
| Sig | df | Chi-Square | | |
| 0/000 | 4 | 424/475 | | |

11

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|--------|--------|--------|--------|------------|
| | | | | |
| | | | | |
| 73/5% | 76/5% | 76/4% | 70/7% | |
| 17/9% | 16/8% | 16/0% | 19/6% | |
| 5/4% | 3/8% | 4/2% | 6/6% | |
| 3/2% | 2/9% | 3/4% | 3/1% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 27716 | 825 | 12404 | 14487 | |
| Sig | | df | | Chi-Square |
| 0/000 | | 6 | | 153/437 |

12

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|--------|--------|--------|--------|------------|
| | | | | |
| | | | | |
| 34/1% | 23/0% | 31/5% | 36/9% | |
| 4/7% | 1/9% | 4/4% | 5/1% | |
| 61/2% | 75/1% | 64/1% | 57/9% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 27797 | 826 | 12441 | 14530 | |
| Sig | | df | | Chi-Square |
| 0/000 | | 4 | | 177/661 |

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|--------|--------|--------|--------|------------|
| | | | | |
| | | | | |
| 54/7% | 63/8% | 58/1% | 51/2% | |
| 22/9% | 20/5% | 21/3% | 24/3% | |
| 22/4% | 15/7% | 20/6% | 24/4% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 27521 | 821 | 12345 | 14355 | |
| Sig | | df | | Chi-Square |
| 0/000 | | 4 | | 160/303 |

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60

| 58/0% | 59/9% | 55/6% | 55/0% | |
|--------|--------|--------|--------|--|
| 23/3% | 22/4% | 24/8% | 24/0% | |
| 18/7% | 17/7% | 19/6% | 21/0% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 14339 | 8236 | 3612 | 2491 | |

| Sig | df | Chi-Square |
|-------|----|------------|
| 0/000 | 4 | 31/712 |

| 68/3% | 69/6% | 66/2% | 63/3% | |
|--------|--------|--------|--------|--|
| 20/4% | 19/8% | 21/2% | 23/1% | |
| 11/3% | 10/6% | 12/7% | 13/6% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 12337 | 8598 | 2711 | 1028 | |

| Sig | df | Chi-Square |
|-------|----|------------|
| 0/000 | 4 | 25/842 |

| 69/2% | 70/1% | 65/9% | 70/8% | |
|--------|--------|--------|--------|--|
| 23/1% | 21/6% | 28/6% | 20/8% | |
| 7/7% | 8/3% | 5/5% | 8/3% | |
| 100/0% | 100/0% | 100/0% | 100/0% | |
| 819 | 589 | 182 | 48 | |

| Sig | df | Chi-Square |
|-------|----|------------|
| 0/297 | 4 | 4/911 |

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.1385 2 (Global Media Journal <http://dcsfs.ut.ac.ir/gmj>)

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Education, mass media and information

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Abstract

The aim of this paper is to address the following question: Can the usage of mass media, particularly the usage of television which is an easily accessible medium, close the gap between high and low social-economic status groups based on the theory of information gap? According to this theory, the member of upper stratum gain the information transmitted through the mass media rapidly than the lower stratum and thus the gap between those who are rich and those who are poor in information widens. This is a question which has not been addressed in Iran before. Thus to answer this question, we have drawn some testable hypothesis from the mentioned theory and test them by using of the data gathered in a large-scale national survey.

Keywords: information gap, mass media, television, Education, social-economic status.