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### **Open Access**

### **ORIGINAL ARTICLE**

## **The Level of Influence and Believability of Users' Minds Regarding the News and Contents of the Virtual Media Space of Lorestan Province in the Last Five Years**

Ahmad Haghi<sup>1</sup>  | Ehsan Haq Nazari<sup>2</sup> | Saeed Roomani<sup>3</sup> 

1. Corresponding author, PhD in philosophy of Islamic Education; Assistant Professor, Department of Psychology, Lorestan University; Member of the academic faculty of Lorestan University. [haghi.a@lu.ac.ir](mailto:haghi.a@lu.ac.ir)
2. Master's degree, lecturer at Farhangian University of Applied Sciences [Ehsan3617751@gmail.com](mailto:Ehsan3617751@gmail.com).
3. Assistant Professor, Department of Educational Sciences, Farhangian University, Tehran, Iran. [s.roomani@cfu.ac.ir](mailto:s.roomani@cfu.ac.ir).

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### **EXTENDED ABSTRACT**

#### **Interdiction:**

The development of electronic communications has made the new society so different from the previous societies that some people call the new age "the age of communication". The current era, known as the age of networks, information and communication, is trying to direct public opinion

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towards its goals by providing virtual social networks, complete news coverage in various fields, including social, political, economic, etc. On the one hand, the growth of virtual space has facilitated communication and removed geographical barriers and access to information, and on the other hand, it has provided grounds for the occurrence of damages and issues in this field. Examining the factors affecting the credibility of cyberspace information, in addition to the development of existing knowledge, can provide a suitable model for cyberspace policy makers in order to strengthen the aspects of information credibility. Despite the beginning of research and theorizing about cyber space in the past few decades abroad, in Iran, less attention has been paid to the credibility of information in this area. Information in cyberspace suffers from a relative lack of professional authorities to monitor the content. The spread of false information in social networks is a big problem that makes it difficult for users to evaluate the accuracy of information. Therefore, one of the necessities of the current research is to fill the existing information gaps about the credibility of cyberspace information and the factors affecting it. Therefore, the present study was conducted with the aim of investigating the impact and believability of users' minds regarding the news and contents of the virtual media space of Lorestan province in the last five years.

### **Methodology:**

In the present descriptive-correlation study, the statistical population of this research consists of the citizens of Lorestan province and the media experts of this province, which were about 3500 people. According to the statistical population, the sample size was determined to be 345 people based on Cochran's formula. The method of distribution of samples was carried out in a simple random and electronic way and through the widespread distribution of the questionnaire link in the channels and groups of the virtual space of Lorestan province. In order to collect data from a researcher-made questionnaire, the reliability of the questionnaire is equal to 82. And the similarity coefficient of the whole questionnaire was 0.88. In compiling the above-mentioned questionnaire, it was done as follows: First, the factors affecting the influence of the audience's mind on news and media content, based on the collection of experts' opinions and related researches, were determined and in the form of a questionnaire with Quantitative measures have been compiled. In the next stage, the formal and content validity of the questionnaire was approved by the experts, and to verify their opinion, construct validity, convergent and divergent methods were used. Also, to check the reliability of the Cronbach's alpha method, a small sample, including forty people, was implemented completely randomly and through the request for cooperation in conducting research through channels and groups of virtual space, and its reliability was calculated using the Cronbach's alpha method. Finally, the approved questionnaire was implemented in a larger sample whose sample size was confirmed by Cochran's formula, and the statistical data was analyzed using SPSS software version 24 and AMOS software version 24. Since there is no single method for creating and evaluating models such as the influence and believability of users' minds from the information of virtual networks, in the current study plan, the model of Shaykh al-Islami et al. Virtual network information was used. The obtained information has been analyzed using descriptive and inferential statistics and linear regression tests, Pearson coefficient, Spearman and factor analysis of components. In this research, the characteristics of the source, the characteristics of the message and the individual characteristics of the users are considered as independent variables and believability as the dependent variable.

### **Result:**

The findings showed that the age of the participants in the study is that there are 80 people with an age range of 15 to 25 years with 21.05 percent, that the average influence and believability of the minds of virtual space users among the participants is equal to 79.65 with a standard deviation of 8.39, which indicates the important point that the influence and believability of the minds of virtual space users is relatively high in level and size. Also, the findings showed that political content with a mean and standard deviation of 3.17 had the greatest effect on the believability and mentality of the participants of the present study as users of virtual space. After the political content, respectively, the content related to social issues with an average and standard deviation of 3.11 and 0.96, scientific and educational content with an average and standard deviation of 3.01 and 0.94, and the content related to religious issues with an average and standard deviation of 2.97 and 0.87, content related to advertising and service issues with an average and standard deviation of 2.90 and 0.83, content related to folk issues and general information with an average and standard deviation of 2.78 and 0.80, related content Questions and surveys with a mean and standard deviation of 2.46 and 0.73 and content related to entertainment with a mean and standard deviation of 2.19 and 0.70 have the greatest impact on the minds and believability of the participants in the present study as network users.

### **Conclusions:**

have had virtual Considering the consequences of the believability of users' minds, policies and plans should be in line with the priority of the effectiveness of the type of content, as well as creating a knowledge atmosphere and a dynamic environment among cyberspace users, encouraging cyberspace users to have a good quality behavior by giving Rewarding and encouraging, giving benefits to selected users, screening hardworking users with others, giving different responsibilities to active users in cyberspace, giving micro and macro educational powers to active users in cyberspace, meeting the needs of active users in cyberspace, honoring and Paying attention to respecting active users in cyberspace and emphasizing honoring students.

#### **Data Availability Statement**

Data available on request from the authors.

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#### **Ethical considerations**

Not applicable.

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#### **Conflict of interest**

The authors declare no conflict of interest.

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