# Evaluating the Effectiveness of Kermanshah's Written Media on the Promotion of the Need for Achievement and Creativity Motivation

**Sohila Ezadi**

Msc, Executive Management, Department of Management, College of Management, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran.

**Abstract:** *Many sociologists and scholars believe that mass media have a significant impact on all existing facilities of a society. The implications of this impact in terms of individual, political, economic, mental, social, ethnical, aesthetical, and cultural points of view are such that they keep no part of human mental existence untouched and intact. It is important to note that not only the message of the media but its type affects the individuals and the society. Contrary to the expectations, communication devices are not neutral phenomena and solely catalysts, but among the new technological tools and techniques, they have the greatest impact on human beings and are the creators of the new age. Accordingly, the effectiveness of Kermanshah's written media on the promotion of the need for achievement and creativity is the objective of this study. Based on the obtained results, the need for achievement and creativity considerably affect the effectiveness of the communications.*

**Keywords:** *Media Effectiveness, The Need for Achievement, Creativity*

## INTRODUCTION

### Introduction and Literature Review

Since the emergence of communication devices, three roles including policy-making, supervision, and leadership were the major tasks which were the responsibility of the communication media. However, today, with the advancements of communication technologies, three function of education, information, and entertainment have been transformed into the major roles and functions of the media. It is important to note that not only the message of the media but its type affects the individuals and the society. Contrary to the expectations, communication devices are not neutral phenomena and solely catalysts, but among the new technological tools and techniques, they have the greatest impact on human beings and are the creators of the new age. Many sociologists and scholars believe that mass media has a significant impact on all existing facilities of a society. The implications of this impact in terms of individual, political, economic, mental, social, ethnical, aesthetical, and cultural points of view are such that it keeps no part of human mental existence untouched and intact. Finally, the media have an important and valuable contribution to the formation of new habits, global culture, and the realization of the global village dream and communication with different nations. In other words, today, the communication media are able to effectively and skilfully realize two special functions in addition to the aforementioned functions i.e. homogenization and sense of social affiliation. Regarding homogenization feature of the mass media one could point out that the media are able to converge the tastes, requests, and expectations

of all members of a society and bring out the society from isolation. The society which does not have transparent and extensive communications with the world is basically considered to be alone and isolated. However, this ability of the media leads to the emergence of a trend which is called as massification by Jean Cazeneuve and others. This term which implies a negative concept means that by the emergence of the mass media in a society, subcultures disappear and the entire members of a society become somewhat similar and follow the same patterns as what is induced by the mass media in terms of lifestyle, interests, and desires (Saroukhani, 1998, p. 87-88).

Need for Achievement: The need for achievement is defined as the inclination to work in high-end standards to succeed in competitive situations. McClelland (1962) concluded in his research that the need for achievement is higher in those which start their own financial activities. Those with high need for achievement tend to always be engaged in challenges and they need frequent and regular feedbacks in their path to obtain these achievable goals. These individuals prefer to be personally responsible for resolving the issues, defining objectives, and achieving them through their personal efforts. McClelland concluded in his researches that the need for achievement is the main motivation for financial development in the majority of the countries and it is effective on one's decision to become an entrepreneur (Ahmad Pourdariani, 2008).

Creativity: Creativity is the ability of creating new thoughts which might lead to new products or services. In the social sciences encyclopedia, creativity has the following definitions: Some define it as the ability to create a new phenomenon and others define it not as an ability but a psychological procedure or procedures through which new and valuable produces are created (Ahmad Pourdariani, 2008). Creativity is the ability to combine ideas in a unique way for the uncommon connections among different ideas. However, innovation is defined as the process of employing a creative idea and transforming it into a beneficial product, service, or method. In other words, creativity emphasizes on the ability and not the activity. One might come up with a new idea and how to use it, but does not necessarily act to transform it into a reality. Creativity is a prerequisite for innovation and the ideas alone are not worth much unless they become a product or service or a new process (Ahmad Pourdariani and Moghimi, 2008, p. 64).

## Communications and their impact on thoughts

Denis McQuail (1987) writes in his communications theories book: Few people could be found whose origins of information and thoughts are not found in the media. Money and efforts are paid to lead the media in the favorable direction to achieve the desired effect. On the other hand, talking about the media as a simple and single entity is completely meaningless, since media are a vast set of messages, images, and thoughts which the majority of them are taken from the society and not the media themselves and are finally returned to the society. In the study carried out by Dung (2003) the emotional intelligence factor is studied as the intermediary factor on the effectiveness of the mass media on the risky behavior based on the social perception theory. In this research, the emotional intelligence was measured by two aspects including self-awareness and self-regulation and the aspect of the effectiveness of the mass media on the usage of the mass media for finding information was addressed. The results showed that emotional intelligence has an important impact on the perception of the provided concepts through mass media by the audience. In comparison with other variables such as self-motivation, mass communications, family communications, etc. emotional intelligence showed to have a greater impact. This research also showed that information search in mass media could lead to greater impacts on the audience. An interpretation which could be obtained by these findings is that the positive results conveyed through mass media in the form of successes and favorable results could play a key role in behavior formation. The audience usually learn what they see in the media. Hence, our attention to the media as a key factor which could be beneficial in growing one's emotional intelligence and provide the ability of indicating favorable behaviors to the audience seems necessary. In order to be able to address this role well, it is necessary to pay attention to the dependence theory in addition to the social perception theory.

## The patterns of diffusion of innovation

This pattern is one of the most prevailing existing attitudes in the field of communications and development. This pattern peaked during the 1960s, due to the comprehensive work of Everett Rogers et al. titled as the diffusion of innovations. From Roger's point of view, the process of social transformation could be classified into three consecutive stages including invention, diffusion, and consequences. Rogers et al. believed that social change and consequently, the entire development process stems from communications. Many researchers have criticized these development patterns since they are only applicable in the West e.g. it is pointed out that: The western communication patterns are employed in the analysis of development phenomenon, focus on four communicative actions including communicator, message, receiver, and objective and the social and cultural structures in which the communicative system operates are overlooked.

Diffusion-based communicative researches then concluded that mass communication channels are important in informative and communicative roles and interpersonal channels in the social role of decision-making procedure in general, and are of particular importance in the decision-making procedures regarding innovation. Accordingly, two specific topics were came up as a result of these studies: The two-stage courses of mass communication and intellectual leadership in which the information flow is conveyed from the "source" to the "intellectual leaders" in the first stage and in the second stage, it is conveyed from the intellectual leaders to their followers. In 1950s and 1960s, the two-stage patterns was employed in the third-world development plans. In this regards, the focus is on communicative technology.

The two hypothesis are examined based on the literature review:

## Research assumptions

1- There is a relationship between the effectiveness of Kermanshah's written media and the promotion of the need for achievement.

2- There is a relationship between the effectiveness of Kermanshah's written media and the promotion of creativity.

**Table 1.** The documents for the conceptual framework of the research

| Concept | Components | Author/year | Source |
|---|---|---|---|
| Values and beliefs of entrepreneurship culture | Need for achievement | McClelland 1963<br><br>Leyles 1974<br><br>Tymonse 1978<br><br>Horney and Abod 1971<br><br>Atkinson 1968 | Ahmad Pourdariani, 2002, "Entrepreneurship, definitions, theories, patterns", Tehran, Pardis Publications.<br><br>Zali, Mohammadreza; Razavi, Seyyed Mostafa; Yadollahi Farsi, Jahangir; Kordnaeich, Asadollah; 2010, "Evaluation of the entrepreneurship status in Iran based on the 2008 report of the Global Entrepreneurship Monitor". Tehran: Labor and Social Security Institute.<br><br>Ahmad Pourdariani, Mahmood. 2004. Entrepreneurship. Ministry of Education, Office of Planning and Compilation of Technical and Vocational Education and Training, Tehran: Mehrabe Ghalam |

| | | | Moghimi, Mohammad. 2005, Entrepreneurship in government agencies. Tehran; Farandish Publications, 2005.<br><br>Sean, Scott. 2009, Entrepreneurship general theory. Translated by Kambiz Talebi, Tehran: Seyyed Arian Askari Rankooh. |
|---|---|---|---|
| | **Creativity** | Schumpeter 1934<br>Tymonse 1978<br>Ahmadpour 2008 | |

**Table 2.** Items measuring the need for achievement index

| Concept | Index | Item | Measurement level |
|---|---|---|---|
| Values and beliefs of entrepreneurship culture | Need for achievement | Kermanshah's written media create motivation and lead to the excitation of people for the creation of a new business | Sequential |
| | | Kermanshah's written media play a key role in increasing the inclination toward achieving wealth, success and one's advancements | |

## Creativity

**Table 3.** Items measuring the creativity index

| Concept | Index | Item | Measurement level |
|---|---|---|---|
| Values and beliefs of entrepreneurship culture | Creativity | Kermanshah's written media focus on educating and promoting creative thinking. | Sequential |
| | | Kermanshah's written media promote creativity, innovation, and efforts for practicing new and constructive ideas. | |

## Statistical and sample population:

The statistical population of the current research consists of the entrepreneurs of the science and technology park of Kermanshah's Jahad Daneshgahi and the entrepreneurs of the science and technology park of the University of Razi which form a total of 70 people. In this regards, a total of 70 questionnaires were distributed among the statistical population from which 50 questionnaires were filled out and returned.

## The need for achievement index

**Table 4.** The descriptive statistic of the need for achievement

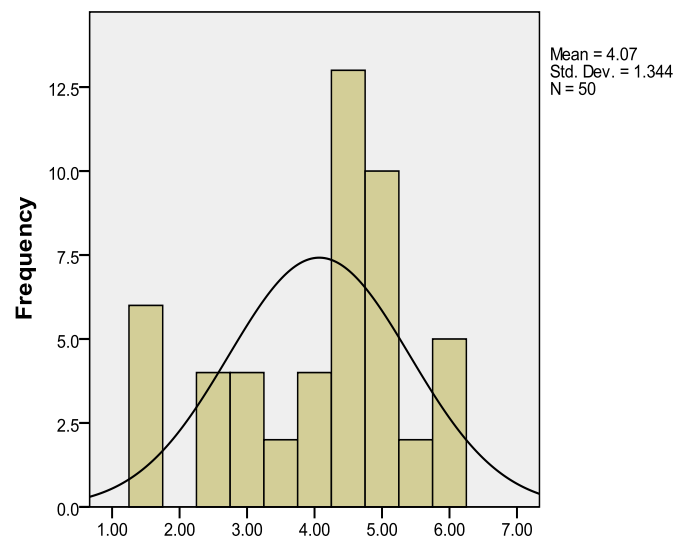| Index | Frequency | Mean | Standard deviation | Minimum | Maximum |
|---|---|---|---|---|---|
| Need for achievement | 50 | 3.99 | 1.58 | 1 | 7 |
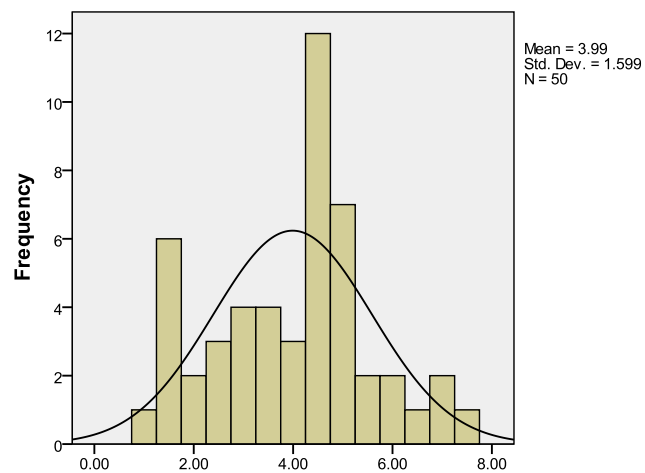
**Figure 1.** Need for achievement index

**Creativity promotion index**

**Table 5.** Creativity descriptive statistics

| Index | Frequency | Mean | Standard deviation | Minimum | Maximum |
|---|---|---|---|---|---|
| Creativity promotion | 50 | 4.07 | 1.34 | 1.50 | 6 |



**Figure 2.** Creativity promotion index

**Hypotheses testing**

**Written media affects the promotion of the need for achievement**

**Table 6.** The effectiveness of written media on the promotion of the need for achievement using Pearson's test

| Indices | Pearson's value | Significance level |
|---|---|---|
| Promotion of the need for achievement – Effectiveness of the written media | 0.70 | 0.000 |

The evaluation of this hypothesis in light of the empirical observations in the table above and Pearson's statistic imply that considering the value of 0.7 for the Pearson's coefficient, a positive and strong relationship exists between the effectiveness of the written media and the promotion of the need for achievement. On the other hand, considering the significance level 0.000, which is lower than $\alpha=0.01$ and the hypothesis of the lack of relationship between these two variables is rejected with certainty 99% and the hypothesis implying the existence of a relationship between these two variables is verified with certainty 99%. Therefore, written media is effective on the promotion of the need for achievement.

## Written media affects the promotion of creativity

**Table 7.** The effectiveness of written media on the promotion of creativity using Pearson's test

| Indices | Pearson's value | Significance level |
|---|---|---|
| Promotion of creativity – Effectiveness of the written media | 0.51 | 0.000 |

The evaluation of this hypothesis in light of the empirical observations in the table above and Pearson's statistic imply that considering the value of 0.51 for the Pearson's coefficient, a positive and strong relationship exists between the effectiveness of the written media and the promotion of creativity. On the other hand, considering the significance level 0.000, which is lower than $\alpha=0.01$ and the hypothesis of the lack of relationship between these two variables is rejected with certainty 99% and the hypothesis implying the existence of a relationship between these two variables is verified with certainty 99%. Therefore, written media is effective on the promotion of creativity.

## Conclusion

Today, "entrepreneurship" is known as one of the key factors in the financial growth and development and one of the most important strategies in struggling with various issues of the society such as unemployment, poverty, and the development of social justice. Among the factors improving or weakening entrepreneurship, "culture" is considered as an important and vital factor such that the values and norms of the society considerably affect the development of entrepreneurship.

- The need for achievement was known to be the most important aspect of the effectiveness of the mass media in this research. The written media significantly affect the need for achievement and according to the results of the research, the higher the effectiveness of the written media increases, the higher the promotion of the need for achievement (by 70%). Also, considering the regression coefficient, the effectiveness of the written media has a considerable effect on the need for achievement among other variables (43%). The need for achievement is defined as the inclination to work in high-end standards to succeed in competitive situations. Those with high need for achievement tend to always be engaged in challenges and they need frequent and regular feedbacks in their path to obtain these achievable goals. These individuals prefer to be personally responsible for resolving the issues, defining objectives, and achieving them through their personal efforts (McClelland, 1963; Horney and Abod, 1971; Atkinson,

1968). In other words, the mass media will need the promotion of the need for achievement more which reflect the valuable effectiveness of the mass media on the promotion of the need for achievement.

- Creativity is the ability of creating new thoughts which might lead to new products or services. In the social sciences encyclopedia, creativity has the following definitions: Some define it as the ability to create a new phenomenon and others define it not as an ability but a psychological procedure or procedures through which new and valuable produces are created (Atkinson-Rutter, 1964; Sutton, 1954; David, 1963). Given the results of the regression coefficient, this variable does not considerably affect the communications and also, considering the Pearson correlation coefficient (51%), creativity plays a key role on the effectiveness of the communications which indicate the increased effectiveness of the written media with increasing the promotion of creativity (51%). However, this variable has a lower impact on Pearson and was excluded from the study.

## Practical suggestions

- Given the valuable, important, inclusive, and effective educational-promotional role of the mass media, particularly the press, the promotion of entrepreneurship culture in the society through the mass media including the press should be systematically prioritized.
- Promoting entrepreneurship through special programs independently or in the form of different festivals with this title or taking similar encouraging actions such as: encouraging journalists and the press and others working in the mass media which are interested in this strategy.
- Holding courses and workshops in the field of entrepreneurship for journalists and those working in the mass media to increase their knowledge on entrepreneurship and improving collaborations with them and their convergence with the entrepreneurs of the society.

## References

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