The Role of Visual Media in Developing Social Responsibility in District 14 of Tehran Municipality

Elham Mohammad Esmaili[1]
Mohsen Ameri Shahrabi[2*]
Esmaeil Kavousy[3]

1. Master Degree of Cultural Canagement, North Tehran Branch, Islamic Azad University, Tehran, Iran. Email: ely.esmaili@gmail.com
2. Assistant Professor in the field of Cultural Management, North Tehran Branch, Islamic Azad University, Tehran, Iran. Email: mohsen.amerishah@gmail.com
3. Professor in the field of Cultural Management North Tehran Branch, Islamic Azad University, Tehran, Iran. Email: ekavousy@gmail.com

Abstract: This study was conducted to investigate the role of visual media in developing social responsibility of municipality of District 14of Tehran. The method of study was applicational, quantitative data were applied and descriptive-correlational method was used to collect data. The statistical society consisted of all employees of municipality of District 14 of Tehran, with a total number of about 2500 people. According to sampling criteria, 335 people were selected as the sample of study. In the next step, based on conceptual model of research, research questions and hypotheses were presented using a researcher-made questionnaire. In descriptive statistics, data descriptions are presented in two sections of basic variables and main variables. In inferential statistics, Kolmogorov-Smirnov test and structural equation modeling test were used. According to research data, it can be said that, from the perspective of employees of municipality of District 14 of Tehran, visual media is effective in development of social responsibility. **Keywords***: Media, visual media, social responsibility, social responsibility development

1. INTRODUCTION

The concept of social responsibility goes back to the time of Adam Smith in the late eighteenth century. He supported the promotion of public welfare and believed that this would be an attempt to compete with competing entrepreneurs for the protection of the public interest [1.2004.P.264]. In 1899, Andrew Carnegie introduced corporate social responsibility in his book Wealth for Wealth. Carnegie's view is based on two principles: the principle of benevolence and the principle of self-care. The principle of benevolence is one of the responsibilities of individuals, not the responsibility of an organization, and the principle of self-care is based on the Gospel text, whereby wealthy organizations and individuals must regard themselves as poor caretakers and invest in organizations. Large organizations and the wealth of society multiply.

The practical formation of social responsibility in organizations goes back to the early decades of the 20th century, when companies such as Ford began to create nonprofits for community development. Corporate social responsibility became more prominent in the 1950s and 60s when companies were asked questions about their role in society. Carnegie's views have been accepted by American organizations over the years, and there are many examples of these principles that are adhered to today. The main issue for Carnegie has been the lack of attention to the depth of the term or the concept of social responsibility as well as

the lack of attention to the levers of pressure for its application in companies. Likewise, social responsibility is a cover that an organization or individual can express their personal values.

In the 1960s, the first efforts to create a better and more accurate idea and image began. Three scholars in the field are: Davis (1960), Frederick (1960) and McGraw (1963). Davis was the first to point to the power of social responsibility organizations. He defined corporate social responsibility as the decisions and behaviors of the firm whose reasons are at least beyond the boundaries of the organization. The imbalance in power and social responsibility can ultimately lead to the decline of the company. Frederick cites corporate social responsibility as a tool for improving the social and economic well-being of society, but more extensive research was done by McGuire in a paper entitled Business and Society, extending the concept of social responsibility beyond economic and social responsibility.

Despite the current trend in society, Friedman, a prominent economist in 1962, stated that jobs are solely responsible for the profitability of their shareholders, although this theory has not been accepted by other scientists [2.2004.P.66]. He is a pioneer who considers the primary responsibility of business organizations for the maximum benefit in law without any conspiracy and deception, and believes that social issues should be made available to individuals and government agencies because their relative needs and levels do not match corporate executives, and if they do, affect corporate earnings. In this case, suppliers, shareholders, employees and customers will have to pay a heavy price to compensate for this irrational pest [3.2000.P.62-159]. Carnegie and Friedman's views are at the forefront of a wide range of social responsibilities, one being internalizing the organization and the other being externalizing. The passage of time has merely merged the economic and social perspectives and created the socio-economic perspective. This view is related to the interaction of community organization [4.1998.P.76].

In the 1970s, in his article Social Responsibility for Business, Society and Corporate, he put forward the idea that corporate social responsibility should be taken into account in relation to the actual policies that firms take. In addition to the shareholders in 1971, Johnson clearly emphasizes the role of shareholders, including employees, suppliers, distributors, and local communities, in fact this will be the first attempt to introduce a stakeholder model. Johnson stated that the most superficial layer of corporate social responsibility is when firms implement social programs to increase profitability. (Matthew, 2007: 204). Walton (1974) considered corporate social responsibility to be much wider and higher than corporate economic activity. (Matthew, 2007; 204). Abbott and Monson (1979) examined Fortune 500 companies on social responsibility and found that different groups were influenced both within and outside the organization. (Matthew, 2007: 204).

The 1980s is important because newer terms and concepts such as corporate social performance and corporate social orientation have been introduced. During this decade, many researchers tested the impact of corporate social responsibility on profitability. The common point of all these studies was that social responsibility was seen as a potential opportunity for organizations and that responsible and committed companies were profitable companies [5.1999.P.279]. (Carroll, 1999: 279). One of the social problems that has been the focus of many experts in different societies in recent years is the lack of attention and commitment of organizations and managers to their social responsibility and responsibility [4.1998.P.13]. (Alvani & Qasemi, 1998: 13).

Social responsibility is the decision maker's commitment to actions that, in addition to serving their own interests, also improve the well-being of society. Institutions have a duty to protect their employees' needs from environmental pollution, disregard for their employment needs, prevent the production of harmful products, and the like, which endanger the health of the community. And organizations must devote their resources to improving the social well-

being accepted by the majority of society, including helping the country's cultural and cultural institutions and promoting the quality of life in general [6.1992.P.24]. (Iran Nejad Parizy, 1992: 24).

Since organizations have a major impact on the social system, their performance must be such that it does not harm the community and, in the event of loss, the relevant organizations are obliged to compensate it. In other words, organizations must act as part of the larger system they are in, because they form a subsystem of the whole social system [6.1992.P.23]. The media are effective tools and institutions in the culture of every society and their scope is multicultural. They are therefore directly and indirectly linked to culture. The result of this relationship and the transcendent relationship is a reciprocal relationship between media and culture. The media operates on the basis of the context created by popular culture. Therefore, they are strongly influenced by the culture prevalent in the society in which they operate, because they cannot function fundamentally outside the cultural framework of society. But the media not only influences but also influences the culture of culture. Given the tasks the media has in mind, they, in particular, have a powerful influence on society and culture and influence their culture. Given this fact, the relationship between media and culture is reciprocal. [7.2011.P.21-46].

According to Adorno, media culture is mediated by ways such as factual, comprehensive and comprehensible explanations of current events in meaningful contexts, the possibility of exchanging interpretations and criticisms within the context of people's rights, presenting an image of influential groups, explaining and social commentary groups. To give everyone complete access to up-to-date information and access to accurate information and news. In fact, the media is influenced by public perceptions of the world, meaning that people's awareness of the world depends on the content they receive from the media, as the media mediate between personal awareness and broader social structures. And they are meaningful. Since media is the most widespread entity of production, reproduction and distribution of knowledge in the new world, their content can be considered as a powerful source of meaning for the social world [8.vol.5]. From Darwin's perspective, the media paves the way for people to become aware of the world around them by using them. In other words, as Giddens argues, the media, including television, emphasizes social attitudes [9.2000.].

The importance of the media and the mass media in human life is increasing. The fever of information in the age of globalization and of events and events well illuminates the effects of mass media. Radio, newspapers, and television are the major mass media, but television is of particular importance because the audience is of different social strata, and the dimension and effect of this medium due to its visual character is still greater than that of many other media. The expansion of political participation, the politicians' efforts to attract the lower social strata, the impact of these strains on the visual media, and when the general public is watching television, has made television a special place in political activity [10.2012.].The political importance of television in ideological systems is far greater than the role of the media in non-ideological systems. The ideological system has a mission to itself and a duty to guide and guide the people in its path. Television plays an extraordinary role in this direction because of its access to the most remote locations and the daily use of almost all people. In Iran, a group of media scholars believe that, regardless of the effects of the media, global arrogance has taken over much of the global media, especially virtual space, trying to create identity, undermining Islamic and national values. They are lucky to be in the West, especially among young people. The virtual space has played an important role in the process by producing targeted content and promoting Western culture in Iran. Through accelerating flow of information and enabling users to produce content in a variety of areas such as dress

styles, clothing types, make-up and home appliances based on value patterns in Western societies, these channels promote foreign culture in other countries [11.vol.32.P.175-210].

The present study intends to examine the role of visual media in developing social security in municipality of District 14 of Tehran and also discuss the relationship between these two concepts.

2. RESEARCH BACKGROUND

Research objectives:

Main objective:

Understanding the role of national media in development of social responsibility in District 14 of Tehran Municipality

Sub-objectives:

Holding a press conference in national media for developing social responsibility in District 14 of Tehran Municipality

Understanding the role of holding a press conference in national media in developing social responsibility in District 14 of Tehran Municipality

Understanding the role of television subtitle in national media in development of social responsibility in District 14 of Tehran Municipality

Understanding the role of TV news and reporting in national media in development of social responsibility in District 14 of Tehran Municipality

Research hypotheses:

The main hypothesis

The national media is effective in promoting social responsibility in the District 14 of Tehran Municipality.

Sub Hypotheses

A press conference in national media is effective in promoting social responsibility in the District 14 of Tehran Municipality.

The national media news conference is effective in promoting social responsibility in the District 14 of Tehran Municipality.

Television subtitles in national media are effective in promoting social responsibility in District 14 of Tehran Municipality.

Providing news and television coverage on national media is effective in developing social responsibility in District 14 of Tehran Municipality.

Research model

Independent variable: Visual media (producing content-based programs, IRIB produced programs, holding exhibitions and competitions, environmental advertising, and virtual space)

Dependent variable: Development of social responsibility in municipality of District 14 of Tehran
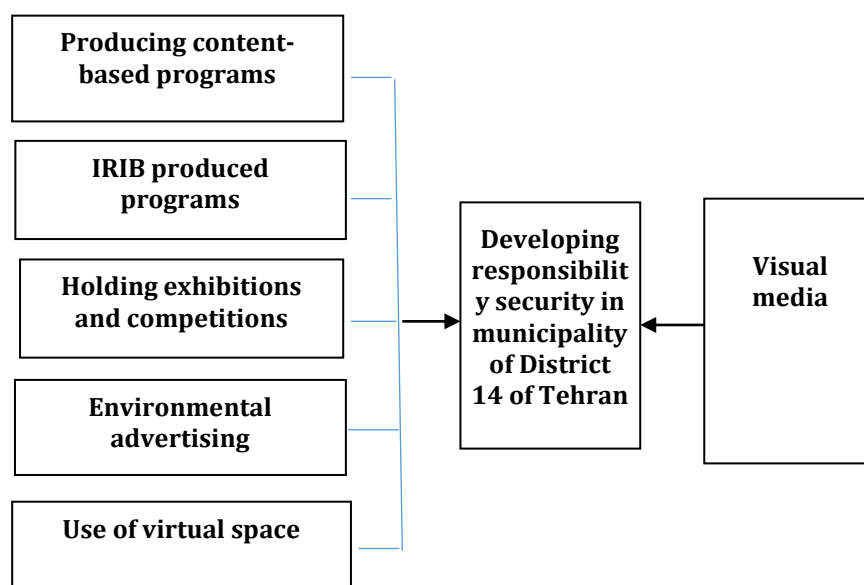
Chart 1: Literature-derived researcher-made conceptual model of study

3. METHODOLOGY

The method of study was applicational, quantitative data were applied and descriptive-correlational method was used to collect data. The statistical population in this study is citizens residing in district 14 of Tehran municipality. From the statistical population, 384 persons were selected as the sample according to the sampling criteria (based on sampling method in Morgan table). In analyzing collected data, two levels of descriptive and inferential statistics were applied. At the descriptive level, frequency distribution of variables, percentages, tables, and central and dispersion indices are used, and at the inferential statistics level, appropriate tests are used. In this study, according to the level of measurement of variables and the type of assumptions, both categories of difference and correlation tests were used. In this research, Kolmogorov-Smirnov test was used for normality of data, and Bartlett test was applied for sample adequacy. Moreover, linear regression test, DW test, determination coefficient, significance test for regression model, significant test for regression equation, and coefficient of significance test were all utilized.

Studying research hypotheses

The main hypothesis

"There is a relationship between the visual media and the development of social responsibility of agents in municipality of District 14 of Tehran."

Table 1: Pearson correlation test for the main hypothesis

Variable		Visual media
Developing social responsibility of agents	Correlation coefficient	0.648
	Level of significance	0.000

*P<0.05, **P<0.01

According to Table 1, it can be seen that the correlation coefficient is equal (r = 0.648) and the significance level of the test is equal (0.000). Since the significance level of the test is less than 0.01 (α = 0.01), there is a positive and direct correlation between visual

media and the development of social responsibility of agents in the District 14 of Tehran. The above hypothesis is confirmed.

First sub-hypothesis

"There is a relationship between the production of content-based programs and the development of social responsibility of agents in municipality of District 14 of Tehran."

Table (2): Spearman correlation test of the first hypothesis

Variable		Production of content-based programs
Developing social responsibility of agents	Correlation coefficient	0.521
	Level of significance	0.000

*P<0.05, P<0.01

According to Table 2, it can be seen that the correlation coefficient is equal (r = 0.552) and the significance level of the test is equal (0.000). Since the significance level of the test is less than 0.01 (α = 0.01), there is a positive and direct correlation, at 99% confidence level, between production of content-based programs and development of social responsibility of agents in District 14 of Tehran. The above hypothesis is confirmed.

Second sub-hypothesis

"There is a relationship between IRIB (Islamic Republic of Iran Broadcasting) produced programs and the development of social responsibility of agents in municipality of District 14 of Tehran."

Table 3: Pearson correlation test for the second hypothesis

Variable		IRIB produced programs
Developing social responsibility of agents	Correlation coefficient	0.578
	Level of significance	0.000

*P<0.05, **P<0.01

According to Table 3, it can be seen that the correlation coefficient is equal (r = 0.557) and the significance level of the test is equal (0.000). Since the significance level of the test is less than 0.01 (α = 0.01), there is a positive and direct relationship, at 99% confidence level, between sound production programs and the development of social responsibility in agents of municipality of District 14 of Tehran. Therefore, the above hypothesis is confirmed.

Third sub-hypothesis

"There is a relationship between holding exhibitions and competitions and developing the social responsibility of agents in municipality of District 14 of Tehran."

Table 4: Pearson correlation test of the third hypothesis

Variable		Holding exhibitions and competitions
Developing social responsibility of agents	Correlation coefficient	0.35
	Level of significance	0.000

*P<0.01, **P<0.05

According to Table 4 it can be seen that the correlation coefficient is equal (r = 0.35) and the significance level of the test is equal (0.000). Since the significance level of the test is less than 0.01 (α = 0.01) and the sign of correlation coefficient is positive, there is a positive and direct relationship, at 99% confidence level, between providing services in shopping centers and customer behavior. Therefore, the above hypothesis is confirmed.

Fourth sub-hypothesis

"There is a relationship between environmental advertising and the development of social responsibility of agents in municipality of District 14 of Tehran."

Table 5: Spearman correlation test for hypothesis 4

Variable		Environmental advertising
Developing social responsibility of agents	Correlation coefficient	0.449
	Level of significance	0.000

*P<0.01, **P<0.05

According to Table 5, it can be seen that the correlation coefficient is equal (r = 0.449) and the significance level of the test is equal (0.000). Given that the significance level of the test is less than 0.01 (α = 0.01) and the sign of correlation coefficient is positive, there is a positive and direct relationship at 99% confidence level between environmental advertising and the development of social responsibility of agents in municipality of District 14 of Tehran. Therefore, the above hypothesis is confirmed.

Fifth sub-hypothesis

"There is a relationship between the use of virtual space and the development of social responsibility of agents in municipality of District 14 of Tehran."

Table 6: Pearson correlation test of hypothesis 5

Variable		Use of virtual space
Developing social responsibility of agents	Correlation coefficient	0.449
	Level of significance	0.000

*P<0.01, **P<0.05

According to Table 6 it can be seen that the correlation coefficient is equal (r = 0.614) and the significance level of the test is equal (0.013). Since the significance level of the test is less than 0.05 (α = 0.05) and the sign of correlation coefficient is positive, there is a positive and direct relationship at 95% confidence level between using virtual space and developing CSR in municipality of District 14 of Tehran. Therefore, the above hypothesis is confirmed.

Fitting the regression model

Based on the results of the research hypotheses, it was found that there is a relationship between production of content-based programs, production of audiovisual programs, exhibitions and competitions, environmental advertising and use of virtual space with the development of social responsibility of agents in District 14 municipality of Tehran. In this section, the rankings of variables are discussed with the help of multiple linear regression.

Table 7: Significance of Regression Model

Model	Sum of squares	Degree of freedom	Mean of squares	F	Level of significance
Regression	42.432	5	8.486	24.301	0.000
Remaining	132.007	387	0.349		
Total	174.44	383			

According to the results of Table 7 and the significant value of p -value of 0.000, it shows that the fit model is linear.

Table 8: Summary of Regression Model

Correlation coefficient	Square of correlation coefficient	Statistics			
		F	1st degree of freedom	2nd degree of freedom	Watson statistic
0.619	0.383	24.301	5	378	1.736

The results from Table 8 show that the coefficient of determination (correlation coefficient squared) is 0.383. This means that 38.3% of the variations in the development of CSR are expressed by the variables of production of content-based programs, production of IRIB programs, exhibitions and competitions, environmental advertising and the use of virtual space.

Also, one of the assumptions considered in linear regression is the independence of errors (the difference between the real values and the values predicted by the regression equation). Linear regression is not possible if the hypothesis of the independence of errors is rejected and the errors are correlated with each other. Watson's camera stat is between 0 and 4. If there is no consecutive correlation between the residuals, this value is close to 2. If it is close to zero it indicates a positive correlation and if it is close to 4 it indicates a negative correlation. Overall if this value is between 1.5 and 2.5 there is no worry that in this model the value of this statistic is / 736. 1 is obtained which is very convenient.

● Check for normality of errors in the regression model

One of the underlying hypotheses for the appropriateness and suitable evaluation of the regression model with the research data is to follow the normal distribution errors. A normal probability diagram is used to evaluate it. If you are ascending upwards and plotting against the cumulative probability, the points should be approximately on a straight line. The presence of one or more large residuals in this graph may indicate the presence of distant points (far from the straight line), which should be further investigated.

Normal Probability Diagram: Since we use t and F statistics for regression tests as well as in calculating confidence intervals, we use the assumption of normality of errors. Therefore, large deviations from the normal distribution can greatly affect the accuracy and reliability of the results. In addition, if the errors follow distributions with narrower or wider sequences than the normal distribution, the second least-squares fit may be sensitive to a small change in the data. A simple way to check for normality was to draw a probability graph of the residuals. As can be seen in Fig. 4-1, the concentration of points around this line was very high, almost on a straight line, and the distant points on the straight line were not observed.
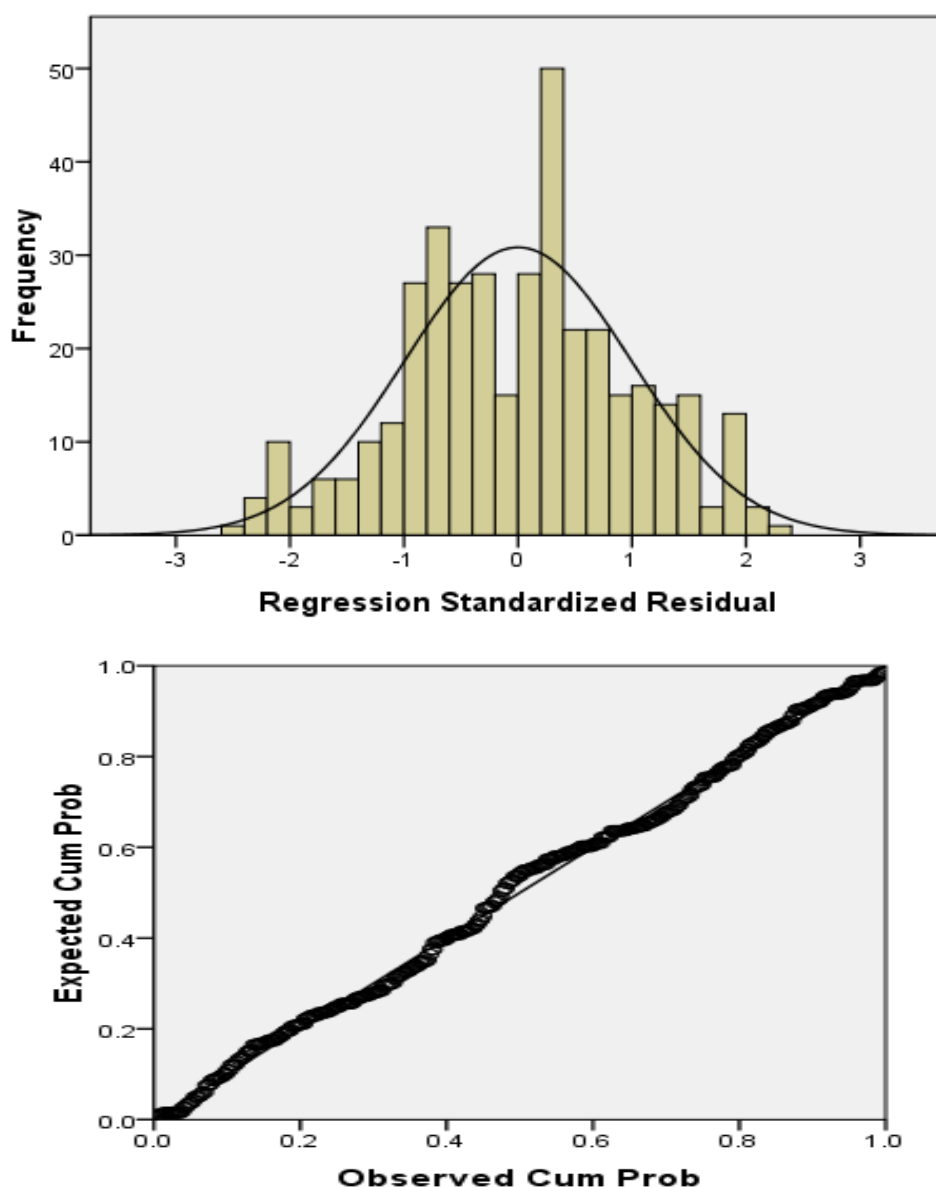
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Figure 1: Distribution of remaining values in regression model

Table 9: Regression coefficients

Predictive variable	Non-standard coefficients		Standard beta coefficients	Significance of coefficients	
	β	SD		T	Level of significance
Fixed coefficients	2.705	0.179	-	15.107	0.000
Content-based programs	0.284	0.032	0.431	8.875	0.000
IRIB produced programs	0.346	0.035	0.506	9.885	0.000
Holding exhibitions and competitions	0.117	0.018	0.155	6.5	0.000
Environmental advertising	0.163	0.022	0.344	7.4	0.000
Use of virtual space	0.458	0.045	0.572	10.177	0.000

As can be seen in Table 9, the significance level of all variables is less than 0.05, so variables at 95% confidence level are significantly related to the social responsibility of

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Tehran's 14th municipality agents. Regarding the positive coefficient of beta, it can be said that there is a positive and direct relationship between variables with social responsibility of municipal officials of District 14 of Tehran. Regarding the standardized beta coefficient, it can be said that the "use of virtual space" variable with a standard beta coefficient of 0.572 has the greatest effect on the social responsibility of agent in Tehran's District 14 and the variable "exhibitions and competitions" with the standard beta coefficient of 0.155 has the least effect on the social responsibility of agents in District 14 of Tehran.

5. CONCLUSION

Nowadays, the social responsibility of managers has become more and more of the focus of management experts. Managers are the ones who decide that in addition to the principles of reality, they also need moral judgment and value. Sector selection is made up of various sectors according to previous decisions, momentary pressures, religious values, traditions and socio-economic factors. It is clear that the decision of any manager can sooner or later change the fate of all institutions of society. This is especially important in our country because of the special conditions and the need for economic and industrial development. If company executives fail to respect their social goals, they will overshadow environmental pollution, disease, discrimination, and disorder and, if they look at the issue with little anticipation, they will eventually suffer. [12.1992].

Our managers today need to be capable of managing social issues in addition to technical, administrative and human skills and to consider community issues as part of their organizational goals. Managers need to ignore the attractiveness of their organizational goals and set the goals of society and country as a guide. Organizations must feel responsible that the problems of society are part of their problems and should seek to address them and thus use some of their financial and human resources [13.vol.24].

The media is also a symbolic tool in our lives today and has an accelerating institutional role in society. Today, the role of media in manipulating reality and creating a virtual culture is clear to anyone. The media plays a significant role in society and saturates contemporary culture in new information entertainment. Today media work as a double-edged sword that is very effective in public opinion, in a way that, can be harmful to the society for cultural vulgarity and propagation of the culture of lampoonism, and also can play a vital role in promoting development of society. Because media have a potentially substantial role in creation of public opinion, much attention should be paid to them in order to reach predefined purposes in 20-year vision of national development.

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