



Investigating the Role of Educational Media on Secondary School Students' Learning Process Improvement in Jahrom City

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Abstract

This study aimed to investigate the role of educational media in improving the learning process of secondary school students in Jahrom city. The descriptive correlational method was used as the selected research method. The statistical population of this study includes all secondary school students in Jahrom city in the academic year of 2016-2017, which include 3820 students. 350 students were selected through a stratified random sampling method and the questionnaires were distributed among them. Pearson correlation test and one-sample t-test were used to analyze the data. The results of the present study indicated that students had more access to educational media compared to previous years. The use of educational media improves students learning and increases their knowledge level. Also, it was shown that the lessons taught through the media can be remembered better in mind. Furthermore, the results showed that there is a weak significant relationship between environmental factors encouragement into using educational media and proper use of these educational media by students.

Keywords: Students; Media; Educational Media; Learning

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1. Introduction

Education can be considered as one of the essential pillars of any society. The survival, Sustainability, and development of each society depend on the quality of education.

Educational systems and their activities have always been undergoing change due to the progress of societies. Hence, the duties and responsibilities of the teacher have become heavier compared to the past. Traditional teaching methods can no longer help to guide society and its people toward a dramatic transformation [1]. Only when the information obtained from two channels have more coordination relationship with each other and can interact with each other, the learning occurs in the best possible way. It is possible to say that verbal explanation along with shapes and

diagram helps the learning process and remembering of the contents [2]. Today, due to the availability of new interactive computer technologies, the form of learning and teaching processes are completely changed from the one-way process or transferring information from teacher to students.

It can be said that emerging technologies have transformed the education system. Today, IT technology is a learning medium, which considered a critical element in education and teaching and learning systems [3]. With the advent of the technology revolution in the 1980s, the world has entered into a new stage in which media has become an essential component of human societies while evolving and diversifying. In the broad sense is the speech, writing, imitation, and expression, facial expression, dress, and acting can be included in

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the communication media (Sullivan et al., 2005: 24-48). Moreover, the media is a special way to transfer messages and includes a system of symbols or codes [4].

Due to the ability to produce and distribute various messages in a wide range, the media has a deep presence and influence in the process of exchanging information and news, thought and culture and has a critical role in changing the beliefs and behavior of the public. While communicational technologies have transformed various communities, it affects our understanding of ourselves, our societies, and our cultural diversity. Of course, using the emerging knowledge called "media literacy" for understanding the application and functions of mass media is considered a critical skill in the 21st century [5]. The responsibility of the education system toward media literacy education is the same as its responsibility toward reading and writing literacy of children and adolescents. Among different educational levels of the education system, high school has higher importance because it is the connectional loop relating school to the society. Students who are graduated from high school are required to have proper media literacy since it is an essential skill to live in today's world. Having this skill is more essential for students than other stratum of the society. Many studies have been conducted about the effect of media in society; however, the role of educational media on learning was not investigated before. Nevertheless, it can be said that previous studies have assessed the research hypothesizes presented in this study and confirmed the role of educational media on the student learning process. For example, Yousefi

(2014) in his research with the title "Students' attitude towards the role of mass media in individual and social life" finds that media can affect the socialization learning of people and is able to change the public opinion [6]. Also, Azimi and Shekra Khah (2015) in his paper with the title "Child, Media, and Mutual communication" concluded that the transformation of media threats into opportunity and using it for the development of public culture and the individual-social knowledge are factors affecting the reduction of media risks [7].

2. Methods

The correlational type descriptive method has been carried out by distributing a questionnaire that was prepared by the researcher. The statistical population of this study includes all high school students in Jahrom city in the academic year of 2016-2017, which include 3820 students. A sample of 350 students was selected through the Krejcie and Morgan tables and the questionnaires were distributed among them through random sampling. The distributed questionnaire is prepared by the researcher and has 24 questions measuring the research hypothesizes. Pearson correlation test and one-sample t-test were used to analyze the data.

3. Findings

3.1 Research hypothesises

Hypothesis 1: There is a relationship between using educational media and student's better learning.

Table 1. Correlation between using educational media and student's better learning

		Using educational media	Student's better learning
Using educational media	Pearson correlation	1	0.83
	Significant		0.001
	The Number	350	350
Student's better learning	Pearson correlation	0.83	1
	Significant		0.001
	The Number	350	350

According to the values obtained for the relationship between the two variables of "using educational media" and "student's better learning", it can be concluded that there is a very strong and significant relationship between these two

variables. The significance level is 0.001, which is less than 0.05.

Hypothesis 2: The acquaintance and access of students to educational media have increased over the past years.

Table 2. A single-sample t-test to examine the level of growth in student's acquaintance and access to educational media compared to the past

Question	Number	Mean	Standard Deviation	Degree of Freedom	T-test	Level of Significant
6&7- 10&12	350	18.64	2.18	349	11.602	0.001

The results of descriptive and inferential statistics presented in this table indicate that the significance level is 0.95. It implies that compared to the previous year, the level of students acquaintance and access to educational media has increased.

Table 3. The correlation between the application and encouragement of environmental factors in order to use educational media and the proper use of educational media by students

		Environmental factors encouragement	Proper use of students
Environmental factors encouragement	Pearson correlation	1	0.029
	Significant		0.033
	The Number	350	350
Proper use of students	Pearson correlation	0.029	1
	Significant		0.033
	The Number	350	350

According to the values obtained for the relationship between the two variables "environmental factors encouragement to use educational media" and "proper use of educational media by students" it can be concluded that there is a relatively weak

Hypothesis 3: There is a relationship between using and encouraging environmental factors to use the educational media and student's proper use of this educational media.

relationship between these two variables. The significance level is 0.03, which is less than 0.05.

Hypothesis 4: Lesson content expressed through educational media can be remembered better

Table 4. Single-sample T-test to determine the survival rate of the syllabus expressed through educational media

Question	Number	Mean	Standard Deviation	Degree of Freedom	T-test	Level of Significant
11&13	350	9.02	1.96	349	14.09	0.001

The results of descriptive and inferential statistics in this table show that at the significance level is 0.95. it implies that the lesson contents expressed through educational media has a longer shelf life and are remembered better.

Hypothesis 5: There is a relationship between the student's use of educational media and their level of information.

Table 5. Correlation between students' use of educational media and their level of information

		Students' use of educational media	Growth of information level
Students' use of educational media	Pearson correlation	1	0.54
	Significant		0.001
	The Number	350	350
Growth of information level	Pearson correlation	0.54	1
	Significant		0.001
	The Number	350	350

According to the values obtained from the relationship between the two variables "student's use of educational media" and "growth of their information level", it can be concluded that there is a significant positive relationship between these two variables. The significance level is 0/001, which is less than 0/05.

4. Conclusion

The purpose of the present study was to investigate the role of educational media in secondary school students' learning process improvement in Jahrom city. The results indicated that educational media is

effective in improving the learning process of students. These findings are consistent with previous studies, including Youssefi (2014) and Azimi and Shekar Khah (2015) [6,7].

For example, Yousefi (2014) in his study with the title "Students' attitude towards the role of communicators in individual and social life" showed that media is able to impact on the people's socialization learning and capable of changing the public opinion [6]. Also, Azimi and Shekar Khah (2015) in a paper with the title "Childhood, Media, and Mutual communication" concluded that the transformation of media threats into opportunity

and using it can help the development of public culture and the individual-social knowledge of the factors influencing the reduction of media risks [7]. Therefore, after analyzing the questionnaires, the present study concluded that using educational media helps students to have a better learning process. Students' use of educational media increases their level of information, and the content of learning that was expressed through educational media remained better in the mind and can be remembered more easily. Also, the results showed that there is a relatively weak relationship between the encouragement of environmental factors to use educational media and correct use of educational media by students. According to the results, we hope that the Department of Education uses educational media to improve the learning ability of students.

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