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(1385)

(390 :1382)

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(124 :1375) "

%70

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(1353)

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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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(376:1382)"

1970

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

1

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

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

2/50 =

2

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

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

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) .

5

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

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

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

()

61/8 :

.(8) 57/9

8

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

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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.(13 10)

10

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

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

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

13

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

14

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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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.