

The Importance and the Necessity of "Studying" and the effective factors on its reduction from the viewpoint of the people in East Azarbaijan province, Iran

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Abstract: The number of the scientific articles and the rate of reading books and magazines are the most important indicators of scientific, cultural, social and economical growth and development in any country. This study was done in order to examine the importance & necessity of "studying" from the viewpoint of the people in East Azarbaijan. The design of the research was measurative and descriptive. The statistical community was "all the people in East Azarbaijan" (1,846,244 persons); the sample included "660 persons" and the sampling method was multi-phases cluster sampling. The tools for this study, was researcher-made questionnaire with 0/94 reliability. For the analysis of the data T-test, Anova, Pearson correlation coefficient, Multi-variable regression and hierarchical evaluation, were used. The results indicated that "studying" is important in the familial, economic, cultural, social, political and business awareness growth and the most important factors on the reduction of the "studying" respectively were: not having enough opportunity and motivation for studying, the attractive television program. It is suggested that the cheap and pocket-sized books should be published and the mass media should devote columns or programs for introducing and criticizing of this printed books; in order to make the people familiar with the books and make them pick out suitable books for studying in their short opportunities.

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1. Introduction

The human brain, like his body, needs food and exercise. Studying is the food, and meditation about what has been studied is the exercise of the brain. Robinz (1999) believes that: "Studying important and valuable issues, those that strengthen us, and reading the subjects that teach us new things, are more obligatory than eating food". Dekart considers a "book" as the best nurse for us and says: "A book is a nurse that I prefer it to a king's crown", and Amerson thinks of it as the most important factor for being alive and expresses that: The one who lives with books, is alive forever" (Ghorbanalizadeh, 2001). On the whole it can be said that: the societies which are aware of the role of "studying and reading" enjoy more scientific and cultural development.

The number of the scientific articles and the rate of reading books and magazines are the most important indicators of scientific, cultural, social and economical growth and development in any country. Unesco has announced the expansion of books and long-term planning for education as the basis of economical development, and the economical and social council of the United Nations has also declared "books" as one of the required tools for development and flourishing of nations (Ebrami, 1996). Hosseinzadeh (1999), Abdolhosseini (2007) and Moenpour (2000) believe that: in any country that

books are read more, brightness and sagacity are more; and the nation that studying, knowledge and virtue will move towards nonentity and extinction.

As the national gross production with the revenue index in economics, along with other indexes, is a criterion for evaluating economic condition of a country, from the number of the people who study books, the way that they do it, the number of public libraries, the number of the printed books, the rate of purchasing books by people and the amount of time they spend on reading, it is possible to determine the level of the culture in a country and through this way it is possible to see the path and the direction of a nation's growth and development, or its decline and extinction (Yousefi, 2000; Stinger, 1999; Ghorbanalizadeh, 2001)

The increase of studying and reading culture in a society causes appearing of positive outlook of people towards emotional useful professions and paves the way to social and emotional growth and also makes a person have more compatibility with himself, his family and with society, and provides them with mental health and also promotes their human personality (Zarsazi, 2004; Karbakhsh Ravari, 1999). By continuously studying about "family", it is possible to take effective steps to create good and close relationships among family members, solve the problems and family disagreements, develop

creativity and train artistic and literary talent of the people. By having the employees and workers of a society studying books, it is possible to take some basic and influensive actions for developing professional knowledge and promoting practical skills, improving work quality, decreasing damage, cooperating and involvement with other members of an organization, and promoting commitment and revenue. On the other hand by reading appropriate books and printed materials about economics, business and trades, it is possible to be aware of the market situation, stock exchange, customers, competitors and their expectations, and also to plan and perform a suitable strategy in a business. Finally it is possible to know the cultural elements of ones society and be familiar with the dimentions of cultural invasion in the community, and also to know proper cultural tools and use them for mental and spiritual development and promotion by studying books and published materials (Shabani, 2008).

Donyavizadeh (2001), Nafisi (1994), Lindgreen (1994) Seif (2001), Vinistin et al (2000), and Haghani and Khadivzadeh (2009), all believe that studying and getting accustomed to it is an acquired performance that can be formed and flourished in home and at school; so it is necessary to pay sufficient attention to teaching study skills for children and adolescents from the early ages, since these study skills can't be taught promptly and it is urgent to pay attention to them during a long-term period with a step-by-step programming. Ramaya (1998) believes that the first point in having a "studying community" is the familiarity of parents, instructors and educational affairs authorities with the role and importance of books in individual and social life and their awareness of various methods of studying and creating the habit of studying and reading among children and adolescents. Since parents and teachers have a great influence on the education and training of the children in a society, they should know various conditions and opportunities well, and based on this, they should select a method that can guarantee their success in this field.

The necessity and importance of propagating the culture of studying necessitates that the subject of "Studying and Reading Books" should be included as a necessary curriculum in different levels of eduction from the first elementary levels, and supervising and evaluating this issue should be planned and acted upon really strictly (Ever, 1998).

Some western scholars mountain that about %95 of children can be made interested in studying by the time of primary school enterance, and for a person who is not developed to this level it will be difficult to be made eager to reading in later periods

of time. As Rogers (2010) showed: grade three high school student do not make so noticeable changes in their study methods compared to grade two ones. Other studies show that the people who are not accustomed to studying in their middle ages, they wont perform it in their old ages, when they have more free time in their lives (Stinger, 1991).

Education and sociological experts propound different obstacles in peoples studying habits. One of the obstacles in this field is the high price of books. If the price of books is beyond peoples financial power the rate of selling books will diminish, So there should be great effort to keep the price of the books and other printed materials reasonably fixed (Stinger, 1991). The expensiveness of books in the society has changed this cultural article into a luxurious material. Certainly in this uncontrolled book market, the university students suffer more than other groups in the society. Most of the students do not have sufficient financial income because of the shortage of educational support from the government side and lack of support from organizations and administrations in their scholarships. In most conditions, some university students are unable to purchase the books that have been recommended by their professors and this has a direct effect on their researches and studying activities and because of the mentioned reason most of the resource used by students for their researches are old out of data they lack the scientific value, so this fact will have negative effects on scientific activities of the nation in long period.

Some other factors in reduction of the rate of studying among students are as the following: hyper activity, poor performance in a special lesson and its influence on other lessons, over reading at the night of the exam, not having an increase in the study hours in accordance to the higher levels of studying, studying while a person is exhausted, ignoring the prerequisites, suddenly stopping of reading side books while studying the main courses, passive studying, not studying on time, slow reading, being forced to study in an inappropriate situation, losing interest in studying, not being awarded material encouragement and just being encouraged verbally, punishment to force to study or during studying, irrelevancy of the subject of studying with real life affairs, just memorizing the subjects instead of learning them, weakness in previous grades, studying the subjects continuously, not having a proper evaluation at school, family problems, and having several sisters and brothers at home, the problems at school, having uninterested friends, not enjoying the material to be studied, excessive emphasis on studying by parants, unemployment of the educated people or their low income, not having concentration

negative emotional background, feeling useless, being uninterested, boredom in studying, not applying the suitable encouragement or punishment mechanisms, indifference in studying, lack of attractiveness of studying compared to neutralizing factors such as TV or computer, physical tiredness or illness, lack of familiarity with suitable and instrumental materials of reading, lack of knowledge about correct study skills, lack of practice and repetition in studying, lack of a proper schedual and programming the time lack of parental reception in studying at home, shortage of income, inavailability of books and libraries, not applying the previously learned materials in current educational, professional, individual and family fields, not having sufficient previous experience of studying, lacking matching relationship between formal school curricula and free subjects to study, the different methods of teachers and professors in high schools and universities, shortage of cultural centers and libraries, lack of suitable books for the young generation, financial problems, expensiveness and lack of interest and motivations in studying (Fouladchang & Latifian, 2008; Imani, 2002; Moeenpour, 2000; Gharib, 1996; Shariati Roudsari, 1995).

Esmaeeli (2005) has divided the factors of lack of studying into cultural, social, familial, institutional, individual and related to authorities in an organization (<http://mgt solution.com>). Indeed, the tendency of the young people to studying has a meaningful relationship with gender, age, social class, level of their own and their parents education, tribe, family income, access to books and libraries, membership in a union or in a special organization, having a decisive, friendly, autocracy, critic or concerned family structure, the educational degree, cultural professions, Mazlo's needs hierarchy, self-efficiency and different strategies, habits, and skills for different individuals (Asadi Sarvestani & Karami, 2008; Ghanavizchi & Davarpanah, 2007; Ronning, 2009, Johnkert, 2009; Best & Brozo, 1985).

Each Iranian person studies just 2 minutes in a day which is very far from the minimal universal standards. According to the available statistics, the average amount of studying for an English person is 2.5 hours and for a French one is 2 hours (Aghayari, 1993). Studying non-educational books has the least and lowest position in filling the students leisure time. More than 4.3 hours of the students time is spent to study school books, 1.4 hours for sports and playing, 2.2 hours for watching TV films, 1.4 hours for listening to music and entertainment, and only 1.8 hours is used for non-educational studies (<http://mehrnnews.com>). Yousefi(2000) said that the average study time for any Iranian individual is 1minute a day, while it is 4 hours for a French and 3

hours and a half for an English person. The findings of a research in England indicates that children read three books, on the average, each month, and this fact rarely changes until about their adulthood even when they are about 50 years old.

The report of the ministry of culture and Islamic Guidance, shows that: The average studying time in Tabriz, among the habitually studying people is 88 minutes. The amount of time spent on studying for those who are endowed with studying is 12.59 minutes and for the literate group is 6.28 minutes for a day. Moeenpour (2000) also has calculated that: averagely each person in the upper than 15-year-old group studies 47.57 minutes in a 24-hour period.

Studies show that the women study 1.5 times more than men (Zarsazi, 2004), disability does not affect people's outlook toward studying (Jelfs, 2010), the increase in adolescents educational level has caused an increase in their study of non-educational books, the high price of books is the most important factor in reducing the rate of studying among adolescents and the young people and the rate of interest in reading, among the young people is high (Monshizadegan, 2000).

There are strong testimonies that show education has a direct relationship with the rate of reaching newspapers and the effects of education will be much more in an individuals studying pattern in his future life, years after graduation and the effect of this factor dose not decrease by increasing age. Other factors are: familial factors (social, economical, and populational features, numbers of children, having a private room or having some quiet hours, purchasing books by the adults, studying regularly by an adult) (Stinger, 1991), being familiar with methods and skills of reading and applying them practically (The habit of studying, time management, testing, note taking, perception of the reading material, new vocabulary, study lessons, fast reading and memory) (Azarila, quoted by Donyavizadeh, 2001)

Considering the above, inspecting people's out-look and status towards studying has always been one of the research necessities; so the main objective of this research is to recognize the importance and necessity of " studying" from the viewpoint of the people in East Azarbayjan Province and the effective factors on its reduction.

2. Material and Methods

The method of the research is descriptive-surveying. The statistical community includes all the people in East Azarbayjan Province between the ages of 15-60, which totally consists of 1,846,244 people. For sampling, the multi-phase clusteral method was used, and for carrying out the research, at first the statistical community was divided into nine age-

groups. Then from those groups, three other groups, 20-24, 30-34 and 40-44 age-groups were selected randomly. After arranging the age-groups, the towns were chosen randomly and 600 people as the statistical sample were chosen and for preventing the subsidence of the sample, another 10 percent (60 people) was added to the sample volume and the final sample volume included 660 people.

The measurement means, in this research, was a researcher-made questionnaire which had been made according to likert spectrum scale. To determine the validity of the test, the apparent method (using the experts ideas) was used, and finally the agreement index of the referees was obtained upper than 0.83. The reliability of the questionnaires was also calculated about 0.94, according to kronbakh- Alpha index.

For analysis of the questions, the "X²" test, the one-way Variance analysis, and the hierarchy evaluation method for setting priority were used.

3.Results

According to the "X²" Test it can be said that the rate of the importance of studying is significant in the familial information growth, ($X^2=122$, $p=0.000$), in the political information growth ($X^2=243$, $p=0.000$), in the social information growth ($X^2=340$, $p=0.000$), in the cultural information growth ($X^2=260$, $p=0.000$), in the economical information growth ($X^2=296$, $p=0.000$) and in the professional information growth of the people ($X^2=439$, $p=0.000$).

Table1: Preference of the effective factors in the studying reduction

<i>index</i>	<i>factor</i>
221.01	Not having enough opportunity for studying
167.95	Not having necessary motivation for studying
158.35	The attractive programs of the television
145.78	The expensiveness of the favorite books in book stores
132.45	Unavailability of a suitable library at work or in educational place
126.25	Being unfamiliar and aware of the recent books
118.45	Not having a suitable place for studying at home
117.11	Not having a suitable library at work or school
84.75	The internet and computer programs
84.6	Unavailability of the favorite books in the libraries

According to the information of the table 1, and after allocating ranked indexes to each of the ten factors, it was determined that: the most important effective factors in the reduction of the rate of

studying among those people who had participated in our research are as the following: not having enough opportunity for studying: 221.01, not having necessary motivation for studying: 167.95, The attractive programs of the television: 158.35, the expensiveness of the favorite books in book stores: 145.86, unavailability of a suitable library at work or in the educational place: 132.45, being unfamiliar and aware of the recent books: 126.25, not having a suitable place for studying at home: 118.45, not having a suitable library at work or school: 117.11, the internet and computer programs: 84.75, and unavailability of the favorite books in the libraries: 84.6.

Finally it can be seen that not having the sufficient time is the most important, and unavailability of the favorite books in the libraries is the weakest factor in reduction of the studying rate.

Table 2: One-way Variance analysis for the rate of studying among different age-groups

	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>sig</i>
<i>B.g</i>	6686.19	2	3343.09	5.14	0.005
<i>W.g</i>	390847.9	633	617.45		
<i>T</i>	397534.16	635			

According to the information of the table 2, it can be concluded that the rate of studying among different age-group has a significant difference, and according to the LSD follow-up test this difference between the age-groups of 20-24 and 40-44 is significant. The average studying rate in the 20-24 age-group is 26.69 hours in a month (53.38 minutes in a day), in the 30-34 age-group it is 25.2 hours in a month (50.4 minutes in a day), and in the 40-44 age-group it is 19.8 hours in a month (39-6 minutes in a day). Generally, the people in our statistical sample group study, on the average, 46.26 minutes everyday.

Table 3: One-way Variance analysis for the rate of studying among different educational degrees

	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>sig</i>
<i>B.g</i>	13570.53	2	2261.75	3.71	0.001
<i>W.g</i>	382024.16	633	609.28		
<i>T</i>	395594.7	635			

According to the information of the table 3, there is a meaningful difference between the rate of the studying and the peoples educational degrees, and the amount of studying is higher in upper-than-bachelor degree holders. The average rate of studying in people with the primary school certification is 6.66,

guidance school 20.73, high school 28.66, high school graduates 25.17, college graduates 24.36, bachelors 23.43 and upper than the bachelors degree is 25.

4. Discussion

The results of the research show that studying is effective in the growth of peoples family information. In other words the more the rate of studying is, the more is their family information growth. These results, is in accordance with the results of the researches carried out by Robinz (1999), Nafisi (1994), Lind Green (1994), Zarsazi (2004), Karbakhsh Ravari (1999) and Fouladchang and Latifian (2008).

Studying is effective in the growth of peoples political information In other words the more peoples studying rate is, the more is their political information growth. The results of this research is in accordance with the results of the researches carried out by Emerson (quoted by Ghorbanalizadeh, 2001), Hosseinzadeh (1999), Abdolhosseini (2007), Yousefi (2000), Ramaya (1998) and Ghorbanalizadeh (2001).

Studying is effective in the growth of peoples social information. In other words the more is peoples studying rate, the more is their social information growth. The results of this research is in accordance with the results of the researches performed by Yousefi (2000), Ramaya (1998) Ghorbanalizadeh (2001), zarsazi (2004) karbakhsh Ravari (1999) and Asadi Sarvestani and karami (2008).

Studying is effective in peoples cultural information growth. In other words the more peoples studying rate is, the more is their cultural information growth. The results of this research is in accordance with the results of the researches performed earlier by Ramaya (1998), Yousefi (2000), Ghorbanalizadeh (2001), Shabani (2008), Karbakhsh Ravari (1999), Fardavar (1998) and Abdolhosseini (2007).

Studying is effective in peoples economical information growth. In other words the more people studying rate is, the more is their economical information growth. The results of this research is in accordance with the results of the researches carried out by UNESCO Research Organization (quoted by Ebrami, 1996), Zarsazi (2004), Karbakhsh Ravari (1999), Shabani (2008), Asadi Sarvestani and Karami (2008).

Considering the fact that studying is one of the most reliable ways of getting information in different fields, it seems that through this method(studying) people's family, political, social, cultural, economical and professional increases remarkably.

The main effective factors in decreasing of the rate of studying among the persons participating in our statistical sample are listed as: not having enough opportunity to study, not having enough and necessary motivation for studying, the attractive television programs, expensiveness of the books, and lack of suitable library at school and working places. The findings of this research is in agreement with the results of the researches done by Stinger (1991), Imani (2002), Shariati Roudsari (1995), Gharib (1996), Asadi Sarvestani and Karami (2008), Moeenpour (2000) and Monshizadegan (2000). Promoting of the expectations of the people in the society and their economical and social competitions, have made of the people involved in work and beneficial administrative and economical activities, and the people are hecticly busy maintaining their physiological and primary needs, such as food, clothes, and housing, so they can't find sufficient opportunity to study. Also lack of paying attention to scientific thought in various professional and educational atmospheres, inapplicability of the school subjects and the weak content of other motivation towards studying. On the other hand, nowadays, people mostly choose watching television programs to fill their free time.

The daily growing of television and satellite networks, and also the great variety of the films and programs of these medias cause people to spend most of their spare time with these programs, and as a result, they fall in far distance from studying, which is an exact, and deep work that needs contemplation, in comparison to watching TV, thus in a long-term period, they lose the motivation and mood of studying.

The rate of studying is different in various age-groups and the age-groups of 20-24 and 40-44 study more than other ones. The results of this research is in accordance with the findings obtained from a research carried out by Ghanavizchi and Davarpanah (2007). The results of their research show that there is a significant difference in peoples out-look towards studying among the people in age-bracket of 31-35, and the ones in age-groups of 10-15, 16-20, and 21-25.

The rate of studying is different among people, considering the educational certification, and the amount of reading written materials is higher in upper than bachelors degree holders. The results of this research is in accordance with the findings of the researches performed by Ghanavizchi and Danvarpanah (2007), Asadi Sarvestani & Karami (2008) and Monshizadegan (2000).

Considering the fact that people with higher educations, specially those studying to get their masters degrees, have more familiarity and

fellowship with studying and probably, because of professional necessities, need more studying, so the rate of studying is higher among the people having a masters or ph.d degrees.

To increase the rate of reading non-educational books in the society, it is suggested that there should be some studying competitions held by schools, universities, mosques, and other organizations, continuously and through this way the individuals of the society should be encouraged to study useful and character-making books. Also it is possible to plan some suitable spaces in apartment complexes, parks, terminals, doctors offices, hospitals, factories and hotels for the people to study books, newspapers, and magazines, and through these steps, than the books and the culture of studying into the real lives of the people.

It is suggested that the scholars, authors, professors and researchers of the society write and publish cheap, thin, pocket-sized, small books, considering the needs of different age-groups, instead of writing expensive, big and thick books, so that the people of the society firstly can get the books easily, and secondly can be familiar with a basic subject in a short period of time, and carry it everywhere that they want comfortably.

The mass media, such as the press, radio and television, should allocate some columns, or some special hours in a day to introduce the books, and the brief summary or abstracts and the printed reviews of the recently published books, in order to make people familiar with them.

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