

The Reality of Studies of the Use of Educational Media in the Educational Process : An Analytical Study

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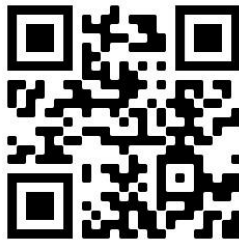
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Abstract

The study sought to monitor and describe the studies of the use of educational media in the educational process, those studies that were approved by the educational media departments in the Faculties of Specific Education in the Egyptian universities, the sample of the study, and to reveal the strengths and weaknesses therein.

This study belongs to descriptive studies and depends on the dimensional analysis method. The study community is represented in the scientific studies Master and Doctorate in universities (Ain Shams, Minia, Menoufia, Benha, Damietta, Mansoura, Por Said University) and the study relied on the content analysis form As an essential tool for data collection. Among the most important findings of the study:

Subjective diversity: where the subjects of educational media studies were characterized by great diversity, which reflects the richness of this research specialization and indicates the need for more efforts to weigh the topic in all its fields.

-Integration with other disciplines: which is reflected in educational media studies topics with other disciplines such as psychological, social and other disciplines.

-Some studies rely on more than one approach in studying educational media issues.

-The study found that the majority of studies in educational media departments did not rely on a theoretical approach to study

these effects, although the majority of theoretical approaches were the ones with the theory of uses and gratifications.

- The educational media departments need to develop their research plans in line with the current reality, and announce those plans to researchers, which makes them take into account the aforementioned errors of repetition of topics, and the lack of exposure to other topics.

Key words:

Educational media, critical study, analytical study.

introduction

The past decades of this century were marked by a new phenomenon that was not of interest previously, represented in: interest in scientific research in various fields of knowledge, and this interest has increased recently as a result of the conviction of many that scientific research is an important means of development and progress, this increasing interest in scientific research and studies It made us possess a great wealth and knowledge legacy.

The educational media is one of those science fields that have witnessed an increasing interest in the field of scientific research. As scientific libraries and local and international conferences abound with a lot of research and studies in the field of educational media.

Accordingly, the need arose for a standardized scientific method that reveals the relationship between the results of different studies, their description and analysis, and the extent to which they are useful and achieve integration between them, which is the method of meta-analysis, and the dimensional analysis research aims to accurately evaluate the materials that have already been published; It deals with organization, integration and evaluation of previously published research and studies.

Therefore, this study aims to analyze the studies that dealt with the use of educational media in the educational process, which were approved by the educational media departments of the various Faculties of Specific Education in order to try to describe them, monitor them, and determine their directions.

Previous studies

The researcher here reviews previous studies from media studies and research that relied on the dimensional analysis method.

Study of (Zoizner, 2021) entitled " The Consequences of Strategic News Coverage for Democracy: A Meta-Analysis" This study aimed to address the existing disagreement about the effectiveness of the "strategy" or "horse racing" framework in news coverage of electoral conflicts, and does it contribute to increasing the political participation of the recipient? Or does it enhance their political isolation? And the study relied on the meta-analysis method in analyzing the results of 32 studies, and the most important results concluded that using strategic coverage or horse racing method in covering political news increases political satire, reduces the amount of political knowledge among the public, and makes evaluation of Observers are always negative about the main news, but the results do not prove that such news coverage reduces the political participation of the public.

Study of (Li & Zhang, 2021) entitled " A corpus-based study of representation of Islam and Muslims in American media: Critical Discourse Analysis Approach " This study started from the fact that the media have great power to shape opinions and influence the public's response to societies or groups around the world. This study examines the media's portrayal of Islam and Muslims in the American media, relying on the analysis of reports in the New York Times over a period of 17 years (from January 1, 2000 to December 31, 2016) in the context of discourse analysis.

The results reveal that the New York Times' perceptions of Islam and Muslims are negative and stereotypical: Islam is framed as the unadjusted outsider, the maker of unrest, and Muslims as a negative future. It also found that stereotypes contribute to people's biases, such as the use of Islamophobia from the "us" group and fear of the "them" group.

Study of (Boulianne & Theocharis, 2020) entitled " Young People, Digital Media, and Engagement: A Meta-Analysis of Research" This study started from the hypothesis that the use of digital media in political awareness of youth supports their political participation, and the study aimed, through the method of meta-analysis, to analyze 106 survey-based studies that dealt with the relationship of youth use of digital media and political participation. General does not support political participation among young people, while direct political uses of digital media, such as blogging, reading online news and political discussion, joining political groups and signing petitions online, these activities are a catalyst for other political activities outside the Internet, such as contacting officials and talking about politics Volunteer and protest.

Study of (Feng et al., 2019) entitled " A meta-analysis of the effects of sociodemographic factors on social media adoption" The study aimed to know the impact of different demographic variables such as (gender, age, marital status, economic level) on the public's adoption of media and dependence on them, and the study analyzed 89 studies that dealt with the public's dependence on social media, and the results of the study found that individuals are female, the youngest Older, well-educated, well-paid, and urban residents were more likely to use social media. The results also found that race as well as marital status and employment status have no role in the audience's dependence on social media.

Study of (Luo et al., 2019) entitled " A Meta-Analysis of News Media's Public Agenda-Setting Effects, 1972-2015" This study used the meta-analysis method in analyzing experimental studies published from 1972 to 2015, and those studies reached (67) studies that met the criteria, and the results showed that the average effect size of these studies was 0.51, which is an indication of the strong consistency of the results of those studies and a strong indication of The impact of setting the agenda on news media and their work.

the Problem of study:

The field of educational media is rich with a large number of master's theses and PhD theses that were approved by the educational media departments of the various Faculties of Specific Education in Egypt, including studies that dealt with the use of educational media in the educational process; Which generated a huge amount of knowledge in this field, and this container that contains that amount of knowledge needs to be reviewed from time to time. In order to know its characteristics and evaluate its path, and within the limits of the researcher's knowledge, this field lacks the existence of such kind of studies.

Thus, the study problem can be crystallized in the following main question:

"What are the results of the post-analysis of studies on the uses of educational media in the educational process that were approved by the educational media departments?"

The following sub-questions emerge from this question:

- 1- What is the reality of scientific production in educational media studies in terms of its categories (masters and PhD)?
- 2- What are the most universities granting master's and PhD dissertations in educational media studies?
- 3- What are the researchers 'job specifications?
- 4- What are the most important areas of research that have been adopted by the studies under analysis?
- 5- What types of research methods are used?
- 6- What research tools were used in these studies?

Aims of the study

The current study seeks to achieve the following objectives:

- 1) Monitoring and characterizing educational media studies, the sample of the study, in order to provide and define indicators that can be used as a guide in future research.

- 2) Attempt to classify the scientific heritage from studies of the use of educational media in the educational process according to the theories, samples and tools used.
- 3) Exposing the strengths and weaknesses of educational media studies.

importance of studying

- a) The remarkable scarcity of using the Meta analysis method in educational media studies in light of the increasing trend of using it in various educational sciences in general.
- b) This study is considered as a road map for researchers in educational media, as the researcher produces a classification illustrating the strengths and weaknesses of these studies.
- c) A period of time has passed since the beginnings of educational media studies, which makes it important to know where these studies have reached.
- d) Directing and guiding the research efforts related to educational media research and studies, and directing this research to research urgent issues and problems in order to avoid studying or addressing recurring topics.

Type and method of study

Study type:

This study falls under the framework of descriptive research. As this study seeks to monitor, characterize and analyze educational media studies in the various Faculties of Specific Education.

method of study:

This study falls systematically within the framework of Meta analysis research, which is a systematic method based on a comprehensive analytical survey of scientific research already completed, and the main goal of using this analysis is to re-extrapolate data and various phenomena with the aim of monitoring and analyzing the factors that govern phenomena, as it represents the second level of analysis. Studies are the evaluation phase that undertakes and supports the tasks of monitoring the positives, as well as directing aspects there of (Bangert-Drowns & Rudner, 1991).

This study relies on the application of the Meta analysis method as a descriptive analytical method, not as an analytical and statistical method. This is due to the difficulty of measuring the effect of the studies under analysis. This is because each study consists of different strategies and measures, as well as different samples, and this is a common issue in the Meta-analysis research in the social sciences (Lipsey & Wilson, 2001). Examples of those studies are (Ahmed & Matthes, 2017) and (Boulianne, 2009).

The study sample

A comprehensive inventory of master's and PhD studies was made that dealt with the use of educational media in the educational process that was approved in the educational media departments of the Faculties of Specific Education in the Egyptian universities that contain a department for postgraduate studies, namely the universities (Ain Shams, Minya, Mansoura, Damietta, Benha, Menoufia, Port Said, And Zagazig) and that in the period from 2005 - the date of the first study approved - to 2020, and the number of those studies reached 63 studies.

Data collection tool

The study relied on a content analysis form as a basic tool for data collection. This form was presented to a number of media professors and research methods to ensure its accuracy and fulfillment of the research objectives, in addition to using qualitative analysis to compare and critique the methodological and theoretical frameworks and compare the results of the studies subject of analysis.

Terminology of study:

Meta- analysis:

It is a method of statistical analysis of the results of a group of research in a field with the aim of extrapolating useful generalizations from the data and findings of these research (GLASS, 1976).

The researcher defines it procedurally as "an organized scientific method aimed at describing, summarizing, and

extracting information from research and studies that have been completed in the field of educational media".

Educational Media:

The researcher defines it procedurally as a specialized media in which efforts are made to inculcate educational, ethical and social values and principles by using public media (radio, shaking hands, television, internet, ...) or through its specialized tools within the school walls from (school press - school radio - School TV -...)

Results of the study and discussion- :

The results of the study can be presented according to the answer to its questions, as follows: -

First question

What is the reality of scientific production in educational media studies in terms of its categories (masters and PhDte)?

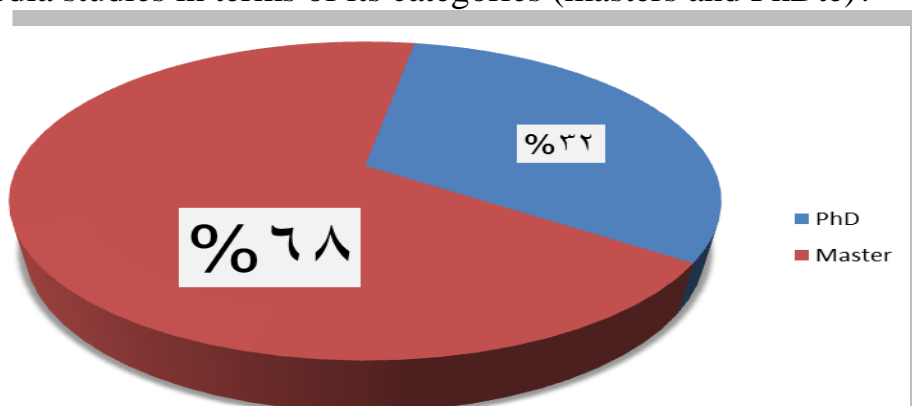


Figure No. (1) Distribution of studies subject to analysis in terms of categories (Masters and PhD)

The study concluded, as shown in the previous figure, that master's theses prevailed, in terms of the number of studies and its percentage (68%), and PhD theses represented (32%) of the number of theses, and the difference here between the number of master's and PhD theses is a logical difference, especially in light of Failure of all researchers to complete the course of scientific research after granting them a master's degree, especially researchers who are not members of the faculty in the various faculties. This result is consistent with the findings of the study

(Al-Zamzami 2019). As the number of master's dissertations subject to analysis in the study was (45) compared to (12) PhD dissertations only.

As it can be noted, this sample is considered small when compared to the importance of the topic, and thus this study can be a guide to the need for attention to This important field.

Second question

What are the most universities granting master's and PhD dissertations in educational media studies?

Table No. (1) shows the productivity of the studies subject to analysis according to the donor universities

University	Ain Shams	Mansoura	Minya	Por Said	Monufia	Banha	Damiat	Tanta
Frequency	4	17	3	9	8	15	5	2
%	6,3%	27,1%	4,8%	14,3%	12,7%	23,8%	7,9%	3,2%

With regard to universities, Mansoura University ranked first with (17) dissertations between masters and doctorates, with a ratio of (27.1%) of the number of theses, followed by Benha University with (15) letters and (23.8%) of the number of theses. Port Said ranked third with (9) messages, representing (14.3%) of the total number of messages.

These results are interpreted in light of the fact that Mansoura University, which received the largest share of educational media studies, is also one of the first universities to establish a postgraduate department that awards master's and doctoral degrees in educational media.

Question three

What are the researchers 'job specifications?

Table No. (2) shows the productivity of the studies subject to analysis according to the Function

Function	Faculty member	Educational media specialist	indefinite
Frequency	26	15	22
%	41,3%	23,8%	34,9%

Studies of faculty members in educational media departments in this field constituted (41.3%) of the total studies by (26) studies out of a total of (63). As for educational media specialists, their studies were in the field of educational media, and their number was (15) studies representing a percentage. (23.8%) of the total studies conducted in the field of educational media.

These results are interpreted in light of the importance of the position the researcher occupies in enriching his knowledge, accumulating experience and increasing his passion for what is taught. The members of the teaching staff in the educational media departments of the different faculties of specific education are expected from their studies to keep pace with what the specialty needs in terms of developing and researching its problems and methods of treatment, It is a category that represents the academic aspect of any science.

Question Four

What are the most important Field of research that have been adopted by the studies under analysis?

Table No. (3) shows the distribution of educational media studies according to topics

Field	Frequency	%	Rank
School radio	3	4,7%	4
School journalism (paper and electronic)	20	31,8%	1
Educational theater	20	31,8%	1
Studies of educational media specialists	9	14,3%	3
Educational media as a whole	11	17,4%	2

The results of the previous table show that studies on the uses and effects of educational media in the educational field have given more attention to studies pertaining to (theater and journalism). Studies that have interest in each of them amounted to (20) studies, representing a percentage (31.7%) of the total media studies. Education, followed by studies that targeted educational media activities as a whole. The percentage of those studies reached (17.4%) of the total studies.

While these studies neglected other important activities for educational media, including, school radio, educational television, posters, periodicals, concerts, exhibitions and museums.

Question Fifth

What types of research methods are used?

Table No. (4) shows the distribution of educational media studies according to Method

Function	Survey Methodology	The quasi-experimental approach
Frequency	43	20
%	68,3%	31,7%

The previous results show the dependence of nearly three quarters of the sample on the media survey approach compared to (31.7%) of the studies relying on the quasi-experimental approach, and these results reflect the predominance of interest in using the survey method in educational media studies within the framework of descriptive studies that aim to describe a phenomenon. What or situation is predominantly defined by the method of media survey in the sample, which are studies that mostly relied on survey tools and media content analysis forms for educational media.

Despite this, the percentage of semi-experimental studies is not small, and the analysis shows that this percentage has increased over the years, which means that researchers have a positive attitude towards these studies.

Question six

What research tools were used in these studies?

The results of the analysis showed regarding the research tools used, that the tools for survey studies, such as the questionnaire form and the content analysis form, prevailed, in addition to the tools for quasi-experimental studies such as achievement tests, direct observation, and various measures (psychological, informational, or skills measures).

Table No. (5) shows the distribution of educational media studies according to tools

tools	Frequency	%	Rank
questionnaire	45	71,4%	1
content analysis	22	34,9%	2
informational and psychological measures	18	28,6%	3
tests	8	12,7%	4
Direct observation	8	12,7%	4

Note: The total column of each university does not express the total occurrences, but rather the original sample size, as a large number of studies have relied on the use of more than one research tool.

It is clear from the analysis that the questionnaire form came in the first place with a percentage of (71.4%) of the total sample under study, while the use of the content analysis form came in the second order with a percentage of (34.9%) of the total sample, and the media and psychological measures were used in the center. The third by (28.6%) of the total sample size.

Among the observations received through the qualitative analysis is that some or most of the studies have used more than one tool. The previous data reflect the control of the questionnaire form and then the content analysis in the largest percentage of educational media studies and research.

General results

-The steady quantitative accumulation of interest in educational media studies, which means an increasing trend of researchers towards those studies, but with an emphasis that the size and number of studies do not equal the importance of educational media as a science.

-Subjective diversity: where the subjects of educational media studies were characterized by diversity, which reflects the richness of this research specialization, but with the need for this specialization for more efforts to the weight of the subject from all its fields.

-The success of educational media studies in employing psychological and social measures and their applications as accurate scientific tools, especially with regard to the relationship between educational media and the psychological and social fields.

-Studies need more attention to theoretical frameworks and approaches, and to properly employ them to formulate the methodology of studies. The results showed the use of those frameworks and approaches in only (10) studies .

-Exaggeration of the researchers' interest in statistical aspects despite insufficient knowledge of them. This is reflected in the errors in formulating scientific hypotheses and mistakes in choosing valid parameters to extract accurate scientific results.

-The educational media departments need to develop their research plans in line with the current reality, and announce those plans to researchers, which makes them take into account the aforementioned errors of repetition of topics, and the lack of exposure to other topics.

- Increasing interest in the scientific and practical qualification of educational media learners by providing the advantages of practical and specialized training and technological capabilities.

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