

عنوان مقاله:

Explaining the Role of Mass and Social Media in the Development of the Social Capital of the Red Crescent Society of Iran

محل انتشار:

فصلنامه امداد و نجات، دوره 15، شماره 2 (سال: 1402)

تعداد صفحات اصل مقاله: 15

نویسندگان:

نرگس صداقتی - PhD Student of Sport Management, Payame Noor University, Tehran, Iran

ابوالفضل فراهانی - Professor, Department of Sport Management, Payame Noor University, Tehran, Iran

حمید قاسمی - Associate Professor, Department of Sport Management, Payame Noor University, Tehran, Iran

خلاصه مقاله:

INTRODUCTION: Improving the social capital of the Red Crescent Society can play an effective role in crisis management also control and increase productivity in responding to incidents. This research aimed to explain the role of mass and social media in the development of the social capital of the Iranian Red Crescent Society. **METHODS:** This practical research was conducted using a mixture of qualitative and quantitative research methods. The statistical population of the research in the qualitative part included ۲۱ executive managers and pundits, who were selected using a purposeful and snowball sampling method. In the quantitative part, a total of ۲,۸۱۵ volunteer members of the Red Crescent Society formed the population, who were chosen by stratified random sampling method. The statistical data of the qualitative part were collected by holding semi-structured interviews, while those of the quantitative part were gathered using a questionnaire having content validity as well as the study of organizational documents. Data analysis in the qualitative part was performed through the thematic analysis method and in the quantitative part through the frequency and comparison of statistical data. **FINDINGS:** The findings showed that the effective role of the media should not be neglected. It was revealed that mass and social media played a role in the development of the social capital of the Red Crescent Society through three important components, namely news and information, mass education, and accreditation. **CONCLUSION:** According to the results of the current research, the Red Crescent Society can boost the productivity and effectiveness of humanitarian and public benefits programs and activities by understanding the very effective role of communication media and improving the level of cooperation and altruism .culture in society with the help of mass media members, activists, and celebrities of social networks

کلمات کلیدی:

Mass media, Red Crescent Society, Social capital, Social media, Mass media, Red Crescent Society, Social capital, Social media

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