



# The Effect of Unconscious Influences of Satellite Channels on Attitude of Using Satellite

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## ABSTRACT

**Objective:** In recent years, users of satellite networks is increasing, and users of learning hidden and the effects of the unconscious as a result of the use of satellite data to be transferred is limited. **Methodology:** The present study aimed to investigate the effect of unconscious influences satellite networks in **changing** the attitude of the satellite was done. This research is quasi-experimental pre-test - post-test with control group. The study population consisted of all parents participating in the Parents Community School District 2 city Safashahr school year was 92%. For this purpose, 30 female users of satellite networks were selected by multistage sampling, (15 Experimental, 15 controls). 8 sessions -minute experimental satellites were trained on the unconscious effects. **Results:** Subjects in both groups at the beginning and end of the study using a questionnaire approach were tested using satellites. To analyse the data, analysis of covariance was used. The results of analysis of covariance showed the effects of unconscious cause's negative attitude of the satellite. **Conclusion:** So we can unconsciously influence the teaching and learning process in the use of satellites may be hidden causing a negative attitude towards the use of satellites.

## 1. Introduction

Translation used to be considered an inter-language transfer Leisure is an important human needs such one of the concerns of the military is to fill the leisure society. Today the media is trying to form mental images of themselves in their community in the image, world public opinion in the desired direction and managing meanwhile, satellite communication is one of the most powerful media, this tool because of its unique characteristics, is able to transmit video messages to the farthest points and countless people around the world address. As the satellite can be alert, informed and in research and policy and play an important role in the abnormal and destructive programs (Baseri & Hajiani, 2010). The unconscious influence of the media on public opinion and leaves should not be ignored. Teaching and learning are not necessarily denied knowingly or unwittingly asked to pay for the education of others. Some of the messages being hidden from the sender or secrecy of some data received from the client in proactive behaviours cause the sender of the message was intended or not consistent with the value of the actor (Alinaqi, 2012). While the bulk of the subconscious human mind is an inner man will do many things that are outside of consciousness. Ulterior form of mental life that despite being hidden, the influence of consciousness (Freud, 1856).

### 1.1 Statement of the problem

Nowadays the main satellites in the infrastructure of communication and information has become so that confidence can be called satellites centuries of the third millennium. Satellite technology is a strong factor for change. This technology can be a useful tool to aid in using the latest scientific phenomena, and the desired life goal is full-time and full effort, or symbols and beliefs of communities to change and transforming them into Anhtal and destruction of cultural and national restrictions (Ziaee Parwar, 2004). Basically three perspectives on the use of satellites is proposed: Proponents of the first view called

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"absolute freedom" with an emphasis on developments in the field of communication and potential reception by satellite TV systems, combat the phenomenon is considered unnecessary, the second approach, called the "absolute prohibition" that method of representation satellite dishes on the roof of a home, a symbol of the cultural invasion of the West, undermine the basis of religion, secularization gradual rules violation and common disorders, ethical, cultural, community, and this would lead to a "cultural Vapsmandgy", "same" and "cultural backwardness" underdeveloped communities they serve, therefore, enforcement and penalties for violators under current conditions are considered the most appropriate action by the government, a third view is that the realities of modern technology is the satellite component the use of filtering methods, public education on the proper use of the recording and playback of programs by satellite TV, cable TV to create and can be managed. (Piri et al., 2009) Unconscious influences are everywhere. Some aspects of planning and practice, and often unconscious behaviors are affected by (Atkinson, 1972). Besides the obvious learning that relies on informed knowledge acquisition and problem solving, learning and knowledge that is hidden, unconscious form is obtained (Singh & Dwivedi, 2013). Since all learning, their work attitudes and behaviors. They illustrate, the latent learning process in the formation and external life and mental, are important. In this space there will be the chance to engage in the behaviors us or love and hatred, which in turn foster the formation Hag located in explaining the reasons why they do not have special justification. Such a view of space communications, due to the element of knowledge or lack of knowledge is the recipient of the message. Recipient of the message can be related to the content of the message is unknown even to receive messages. The same argument can be extended to the sender of the message, probably not the sender of the message text itself, as well as contact information for many situations and circumstances lead (Alinaqi, 2012).

Such research in the field of learning hidden (unconscious) have been conducted, research can be conducted by Mansouri (2012) was media and advertising the importance and profound influence in shaping public opinion pointed out, and also in research by Mohsenian Rad (1993) carried out showed ads data is in conveying the intended message sender is not in the final analysis. Littlejohn (2005) argues that the media affect people in three ways: First, believe in the people that have opinions or ideas are dominant, secondly, the population induced the belief that the formation and expansion of the population have completed their induction the opinions expressed by some of them may be causing isolated, while expressing some other ideas with other community members face is welcome. since research on the effects of unconscious satellite networks is very pale on the other hand, it seems that women are more emotional because and more time watching satellite programs, these networks were affected earlier benchmarking and learning from mistakes and, consequently, lose their religious beliefs, there is little data that directly support this, so to fill this research gap, this study tries to answer the following questions whether the effects of unconscious satellite networks leads to negative attitudes toward the use of satellites?

### ***1.2 Importance of research***

Discussion of the consequences of the media in fact requires a thorough investigation. And consequently, of the world into the age of mass media is that its future is not fully predictable. Information in the second period last word wrap and things are less predictable. The modern world of perplexity and indecision, the uncertainties, risks, and new questions in one-word, global volatility is very desirable those bad outcomes (Ziaee Parwar, 2004). This is due to the importance of non-desirable consequences of the mass media, the moral foundation of Muslim societies and threatens the newest weapons and the mysterious moving West to deal with Muslims is the devastating consequences of media affairs, rudeness, loosening the family foundation, bad hijab, without disruption and can be self-referred, rapid and extensive penetration of mass media and cultural environment has resulted in the closure of the Iranian youth identity changes occur very soon. New media have created a new situation in terms of identity, this means that many young people in Iran's already behave like strangers, clothes they wear, music they listen. These devices in the not too distant future, passive users in Iran and the mind will be completely dependent on the West.

The new electronic media to promote their own identity and tried to build it, transnational identity and possibly Western identity, which obviously contradicts the national identity (Ziaee Parwar, 2004).

### ***1.3 The purpose of this study***

Determine the efficacy of unconscious influences satellite networks in changing the attitude of the satellite.

### ***1.4 The hypothesis***

The main hypothesis of this study is an unconscious influence of satellite networks creates a negative attitude towards the use of satellites.

### ***1.5 Theoretical***

Views and opinions on a variety of social and cultural life of the satellite and its effects on the human many of which are conflicting and sometimes contradictory, now the audience is passive, optimistic or pessimistic views or audiences considered active (Piri et al, 2009). Pessimistic view (due to passive media audiences) Theorists known as Zhrzhmyl, Bram Perry, David Riesman and other Marxist theorists, critical and pessimistic view of the devastating effects of media on audiences have mentioned (Piri et al, 2009). Zhrzhmyl the book "Language and Communication" aims mass media, in addition to the group and explained the transformation hierarchy and modes of public transport; the standardization of information homogenized effective public knows (Sarookhani, 1994). It is based on theories Mac Quayle, different branches of the Marxist theory of the media. The first branch of classical Marxism is the dominant media tools to class and means to promote the interests of capitalists appear profitable. Media in disseminating the ideology of the ruling classes and the lower classes of society is thereby being put under pressure and oppression. The second branch, media theory, political economy, such as classical Marxism, blames media ownership. In this school of thought, the concept of media content and merchandise for sale on the market and the information published by the market what it wants, is controlled. The performance of the system is conservative and certain types of applications and the dominant media outlets, and the rest is marginal. The third branch of this theory, the Frankfurt School. This school knows the culture media using domination ideology that makes the news images and symbols are the results justify the interests of dominant Group. The fourth branch is the theory of supremacy (hegemon). Dominated by the supremacy of ideology is not just an economic system, and the other group was not obtained but also

the spread of the unconscious. Dominant ideology, special-interest groups and other groups prefer specific media plays a major role in this process (Littlejohn, 2005). Perhaps the most important is part of the theory, Marxist critical theory. In view of some critical theorists, the media is part of the cultural industry, which essentially creates symbols and images that can be marginalized groups under pressure. The overall view of the impact of the media is the audience against the damaging effects of the impact of information and media without leaving its defense (Hormuz, 2001).

### **1.6 Optimistic view**

In this view, theorists like Ayns, McLuhan, Bram Perry, George Gruber, Mac Quayle and others who believe in the positive attitudes of satellites in the satellite media including social relationships play an important role in society. Ayns and McLuhan media and civilization is known as the canes and both believe that in every era of history by mainstream media guides is McLuhan also Ayns and the orientation relationship or rule book they consider undesirable. They are beyond reading and writing in the age of television. For them, television leads to a healthy balance between the senses, with the television age, increased oral culture. Participation rather than seeking solitude is developed, and the idea of international cooperation, national alternative orientations is excessive (Sarookhani, 1994).

### **1.7 Theories of media effects**

Several theories have been raised about the effect of media and communications one of the theories that have been formulated about the effects of mass media "bullet theory" is that of the other names, such as theory or theories injection needle transmission belt, also called. The founder of this theory believe that: mass messages to all audiences who are exposed to the strong effects are fairly similar both models have the bullet "stimulus" and "response" is an aspect of the condition. The theory of positive psychological attitudes (Sarookhani, 1994) In contrast to the views of bullets, another theoretical perspective from which it is formulated and presented as "Effects of finite media" is mentioned (Kaplan, 2000) in a work entitled "The effects of mass communication" to describe this model is discussed. Kaplan believe, firstly, the media does not affect directly the audience but its effects are mediated through factors than those participants. Secondly intermediary media agents into a secondary factor are not a cause of it. According to the view administrators 'limited effects' of media, leave behind little effect on its audience. Such effects appear to be limited when the audience wants to be (Severine & Tankard, 1982). Corresponding to the third theory of media effects "theory of culture". Formulation of this theory is the result of extensive research Mac Queel (2003) about the effects of television by the pervasive influence among households engaged in planting worldview, common roles and values in their mind. According to the founders and supporters of this theory, it is more television than any other medium of thoughts, inside and outside the community's lifestyle and individual objects. Because the media has over other media in the daily lives of people and his television audience divided into two categories: weak and strong and getting stronger, more than four hours of TV viewers watch and the main source of all kinds of information, ideas and knowledge of the media. His research showed that the weak and strong audience response to strong global television viewers were drawn to them, closer, planting a theory that the media is a powerful theoretical framework was shaped Hirsch was criticized for the reanalysis of samples taken from Statistics Mac Queel concluded if the effects of other variables were controlled interference to TV viewers, it was determined that the effects of television remain very poor (ibid). McLuhan's theory that the theory of "media determinism" is mentioned as one of the most effect on the media theories. With such a short and concise expression of McLuhan's' the medium is the message "A New Approach to the media release. He believes that each of the media and the operation of one or more of our senses, the sense of influence. His television media, visual, auditory and tactility knows and believes the "TV" will bring our lives back into the tribe. We are on state television - the separate nations and a "global village" will (Mac Queel, 2003). Complication theory states that the media has a decisive influence when they receive supplementary assistance, Lazar Sofld and Merton explains that "we must learn to self-heating and direct personal contact between recipient human and compensate for the speaker, thus strengthening the dialogue on the content of advertisements on the collection itself "(Sarookhani, 1994). The cross-validated (approved by the association and approved by the local speech of the speaker's views by means of communications) caused the emergence of strength and consistency of effect provides that the purge effect. The content of television programs when the audience will have an effect on the respondent in his life sees signs confirming the media (ibid). Klaus Naumann (1990) on the impact of new media has been presented commented that the "spiral of silence" is known. Tankard Sorbonne and the theory are summarized as follows: on a controversial topic, people often speculate about the public reaction to fail. They try to figure out where they are in the majority or minority opinion. Then try to realize that the public opinion is to agree with them or not, if they feel that they are in the opposite direction to which they are silent on the issue. Also, if you think that shift public opinion away from them, the tendency is to run to silence them no matter how much they feel they are not offering a different perspective and consequently it is more like a silent (Severine & Tankard, 1982). Naumann three methods of media influence on the spiral:

First, believe in the general population have created what kind of ideas are the dominant faiths. Second induction with community members on ideas are emerging and spreading. In the end, that means some ideas to inspire population caused them to be isolated, while some tool ideas with other community members face is welcome (ibid).

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## **2. Materials and methods**

### **2.1 Satellite views of scientists**

Show & Mc Cumbz (2004) have acknowledged being exposed to media such as satellite television can influence people's attitudes and behavior and identity. Addressing the long-term persistence may have a negative effect and decreased empathy, disinhibition, aggressive responses, lack of national and religious belonging and reinforces the belief that the world is a dangerous place (Golmohammadi, 2002).

Mohsenian Rad while focusing on information technology in the field of mass media, the media is responsible for many of the ravages of modern society, including social fissures, call (Mansouri, 2012). It Hormuz (2001), the media often indirect manner, information many people are aware of the audience

and transmit that everyday life puts it under his influence and it is clear that children and adolescents are not exempt from this influence. Several studies also show that the mass media, especially television and movies and media, audience knowledge and beliefs can affect different age groups. Show & Mc Cumbez media in the form of news reports, is a significant set of important issues, the influence of mass media, the ability to affect change in their thinking and build knowledge and understanding of the audience, highlighting topics Java and neglect against the subject of mass media is one of the main effects (Show & Mc Cumbez). Inglehart influence on global media in national cultures, the concept of the "quiet revolution" has been used. In his opinion, Tifz the values and ideas, especially if rapid, can rupture causing serious social bases of identity and social groups to bring confrontation. Entering new values can lead to a weakening of national identity and rising social crises (Alinaqi, 2012). Using communication devices can, through repeated symbols or slogans, the broad masses Ansonia conditional build a new habit in them and bring them to move in the desired direction. Mac Queel, while actively addressing the needs and motivations of internal sensations, he focuses on the use of media and that the values, interests and important social role and the audience based on what they see and hear these agents, their choice. (Mac Queel, 2003) Most sociologists believe that with the arrival of television in community, social and cognitive Major changes have more equations; For example, owners of the TV more than others, who have been deprived of this technology, we are capable of feeling. Because of the distance, get the information that they previously did not have access to it. Scientists refer to this knowledge gap at community called (Severine & Tankard, 1982). Unlike the media, causes the distance between the viewer and the events that were to change topics every day. The media resources of self-experience in all communities and to all individuals have provided (Azad Armaki, 2007). Show & Mc Cumbez (2004), claiming the impact of media on public knowledge and attitudes of their minds, through the selection and prioritization and highlighting some of the latest and news and events in the news report. This means the media by highlighting some of the issues and events that affect people's knowledge if it cannot determine the "how to" think, but can determine the "About what" think (Alinaqi, 2012). John feeder remembers the revolution that happened in the world of information and communication and all human life on earth is affected. Dependent and the media revolution have widespread effects on economic, political, and cultural. That is, on the one hand, and business information into profitable commodity exchange that is owned by the leading power and lasting effects on personality and identity of the other man leaves.

## **2.2 Theoretical background of unconscious**

Severine & Tankard (1982) Psycho dynamic psychotherapy effectiveness review and states that the Psycho dynamic psychotherapy is removable. Covers psychology by Sigmund Freud and his theories about the years (1939- 1895) wrote, was discovered. During those years, and after his death, she finds a lot of fans and critics. Scheduler article, critics of classical psychoanalysis is as incomprehensible and bizarre theory descriptions processor that is almost a century ago by Sigmund Freud." (Freud, 1856) is not correct to say that Freud's notes on anything he writes is wrong and there is no scientific background to his discoveries. (Mansouri, 2012), who wrote an introduction to the interpretation of dreams and good ideas than the original author. Masson began such an impressive talent that Freud thinks he can and offers to write his first comment: "If we are able to undergo criticism of Freud's psychological, it is important that each owes its existence to Freud's assistance as is often true in the case of Freud his views are extremely valuable in their own right even if completely and definitively not true". (Freud, 1856) was then added perceived behavioral psychology and theories of unconscious processes adopted. (Mansouri, 2012), current research not only to science, but science's understanding of psychoanalysis and neuroscience, developmental psychology and evolutionary theory are considered. Naumann (1990) Evidence from research on motivation, emotion, decision-making and provides views in both of these resources fairly and impartially contemporary perspectives on the human mind, Freud's views on the subject, are compared, it may be considered necessary when criticizing someone. Psycho dynamic psychotherapy treatments are based on theories of psychoanalysis as a key element in all areas of your unconscious sees. In contrast to the effect of behavioral psychotherapy (Atkinson, 1972) comes from the unconscious psychotherapy, cognitive-behavioral development are at the beginning of the movement in the initial study (Hormuz, 2001) that only the processes I have developed the mental alertness.

Paper and decisive influence (Kaplan, 2000) as a source of immediate psychological mind perception is considered. After the conceptual approach influences the integration of unconscious (Atkinson, 1972) Unconscious is not a fixed structure and its history, and how over the years and, in theory, models and patterns have changed useful information to the staff and students of Educational Psychology offers psychological therapists. Unconscious belief and disbelief in the growth development theory and the treatment is done and how it affects you. It is important to understand the environment in which they arise unconscious processes no method of psychotherapy, such as inadequate knowledge and is intended to be unhelpful, the history and evolution of the concept of the unconscious is very useful because it embodies the concept of peremptory psychotherapy is useful for the purposes of the first and the last person that structure and the process is considered, Kavon is then psyche, Freud, the unconscious perception will change.

## **2.3 Freud's theory**

The basic assumption is that the bulk of Freud's theory of human behavior stems from unconscious processes. Freud was the purpose of processing unconscious fears, beliefs and desires are not aware of their existence but one that affects behavior, Freud believed by many impulses that are banned or punished in childhood with parents and the community are faced arose from innate instinct because of these impulses are present at birth, with the pervasive influence that must be resolved, because they cannot be banned and the ban will only serve to destroy the domain knowledge in domain driven unconscious. Freud divided mind into the conscious and unconscious. The conscious mind contains all the thoughts, feelings and actions that we are already aware of it, we and unconscious contain things that are hidden from our personal knowledge. Warehouse full of unconscious desire, aspirations and inaccessible memories affect the thoughts and actions (Kaplan, 2000).

## **2.4 Skinner's theory**

Skinner, (behavioral psychologist) within and unconsciously reflects the shape and form of radical behaviorism that is attributable to strongly deny any power or process and in turn their attention to the behavior of concrete, visible and external stimuli can be shifted (Atkinson, 1972).

### **2.5 Jung's theory**

Piri et al (2009), an analytical psychologist, his outlook on the assumption the mysterious phenomena can affect the lives of all people. Jung believed that every person experience not only suppressed by certain emotional experiences that are inherited from ancestors, elicited, Jung called the collective unconscious that is inherited these ideas, form. Collective unconscious elements that people will never be, they have no experience, but have been moved from their ancestors, and a number of elements have highly developed collective unconscious and are called archetypes.

### **2.6 Adler's theory**

Adler, Freud did not agree about the importance of the subconscious and unconscious and all of it is conscious, and believes that his actions are understood and cannot understand why you're thinking or behavior, such as the, that man cannot always remember the last thing she needed at the time does not mean that it is the last and no longer in stock or are actually buried in a sea of fire mitigation is back the plant has been forgotten that might be a good time to provide the necessary conditions to come and go, the man knows his goals, and achieve them consciously chosen.

### **2.7 History of Research conducted in the country**

In a study by Alinaqi (2012) as the medium of instruction was hidden; the results showed many inflammatory origins may be in social conflict between explicit and implicit messages in media giant and the effect of the media's most powerful subliminal messages. It does not matter what the media promotes values but what is important is that the media values and behaviors practically and perhaps unintentionally promote. In a study by Rafipour (1996), confirms the existence of an emphasis on learning he is hiding in Iran to investigate several Iranian movie series defining lofty pour some values and tried to search for them in the movies what movie has (intentionally or not) to induce the respondent has identification. The results obtained suggest that the official Iranian TV series that aired on TV in order to reduce the values of the revolution, religious values have taken similar steps, instead of material values and inequality have spread. Interestingly, external and internal stress Republic of Iran Broadcasting (IRIB) during this period is opposite to the direction the unwanted media and their audiences through induction training has been hidden. According to a survey by Mohsenian Rad (1993) on commercial knowledge in the field the results show that in many cases the advertisement (commercial or non-commercial) data is transmitted to the audience in the final analysis purpose and for sending messages and advertisements cannot be hidden channel data is transferred.

### **2.8 Research conducted abroad**

Baseri & Hajiani (2010) in a study found that people often use to achieve some purpose into action without really knowing what they are looking for and why do not we just apply that are influenced by unconscious stimuli, even we can do is hope. Baseri & Hajiani (2010), proves that the subconscious techniques like advertising techniques can be effective in practice, if people are worried about subconscious effects should be more worried about the advertising they see that they are not exposed to advertising. Piri et al (2009), the present study found unconscious information can influence on our behavior in laboratory situations. Behavior that seems to be fading quickly in a few milliseconds using well-known brands (like McDonald's) beginning in secret and divine like experience that such signs are capable of estimating the effects of actions in a short distance divine. the information is inferred when real life is much less self-conscious or even unconscious offered, Can affect behavior later on more than a few seconds Even when behavior is influenced by the distance between unconscious information. Alinaqi (2012) study found that the impact of the media on public ones. He is to be based on past experiences and beliefs of their own decide what information to put. That is why people should choose media messages and information released by his belief that the system will be more consistent.

### **2.9 Materials and Methods**

In this research documentation and survey methods were used. Documentary method to study key concepts and theories related to the research and survey methods to study the distribution of relevant descriptive variables and relationships. The unit of analysis is the individual. Using a questionnaire was questionnaires after the pre-test and pilot study and to evaluate its validity and has been used in statistical research. After completing the study questionnaires Data software (SPSS) has been transferred and testing and post-processing using statistical techniques embedded in this program are analyzed.

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## **3. Discussion and results**

### **3.1 The population**

Sample: All parents, guardians, teachers, schools participating in Community District 2 city Safashahr in 2013 to number 350.

### **3.2 Sample size and sampling**

A multistage sampling procedure was first two Safashahr 3 School District 15 schools were selected randomly, the number of mothers participating parents were teachers at the three schools, 350 of which were to test the attitude of the satellite. 110 of them had a positive attitude to the use of satellites, among 110 randomly selected 30 and incidentally, were divided into two experimental and control groups (15 Experimental, 15 controls).

### **3.3 Research Project**

The most important factor indicates the validity of a test, its method. In this quasi-experimental research design is with pre-test - Post-test with control group. Diagram of the study design is shown in Table 1

**Table 1. Diagram of research design**

Groups	Pre-test	The independent variable	Post-test
Experimental	$T_1$	x	$T_2$
Control	$T_2$		$T_2$

### 3.4 Data collection

In this study, the questionnaire was applied to the satellite attitude.

### 3.5 Reliability and validity

Validity of the questionnaire was confirmed by three experts. Cornbrash's alpha coefficient was used to assess the internal consistency coefficient was equal to 0.74.

### 3.6 Methods of data analysis

To analyze the data, descriptive and inferential statistics were used.

#### A) Descriptive statistics

Distributional characteristics of tables and charts and satellite to map the scores of pre-test and post-test was used.

#### B) Inferential

Analysis of covariance was used in this study.

**Table 2. Mean and standard deviation of the pre-test and the negative attitude of the satellite test in both experimental and control groups**

Group	Pretest				Posttest			
	Number	Mean	Standard deviation	Variance	Number	Mean	Standard deviation	Variance
Control	15	74.63	14.95	223.54	15	84.33	15.87	252.09
experimental	15	63.66	8.87	74.81	15	103.86	19.10	364.83

As seen in Table 2 the mean scores of the experimental group at pre-test negative attitude of the satellite with the 63.66

The amount of the post-test was the number 103.86. The negative attitude of the satellite control group mean scores at pre-test, 74.60, and 84.33 is at post-test. The results are shown in Figure 4-1

Investigate the hypothesis in this section we examine the hypothesis using an analysis of covariance was used.

### 3.7 The main hypothesis

Hypothesis: Unconscious influences of satellite networks are causing a negative attitude towards the use of satellites. To investigate this hypothesis, analysis of covariance was used, the results in Table 3 are expressed.

**Table 3. Results of analysis of covariance on posttest scores remained negative attitude of the satellite**

Source	Sum of squares	Degrees of freedom	F coefficient	Significance level	Effect	Statistical power
Group	1242.38	1	4.31	0.048	0.14	0.516
Pretest	47.19	1	0.164	0.68	0.006	0.068
Interaction between Group and pre-test	665.82	1	2.31	0.141	0.082	0.31
Error	7492.07	26				
Total	277143	30				

As shown in Table 3, after excluding the impact of the variable pace (pre-test) on the dependent variable and according to factor F is calculated, can be seen that the adjusted mean scores of the negative attitude of the satellite, according to subjects' group membership (two experimental and control) at post-test showed significant differences ( $P < 0/05$ ). This hypothesis is confirmed. The effects of unconscious negative attitudes toward the use of satellite based satellite network impact.

Check out show negative attitudes toward testing increased after intervention satellite. The effect was about 14%.

Statistical power was also equals 0/51.

#### 4. Conclusion

The study aimed to investigate the effect of unconscious influences on satellite networks in changing the attitude of the satellite users was female. This research, quasiexperimental pretest - post-test with control group, the study population consisted of all parents of participating parents and educators in 92 schools in District 2 city Safashahr. For this purpose, 30 female users of satellite networks were selected by multistage sampling method. The results showed:

Alinaqi research findings (2012), Rafipour (1996), Mohsenian Rod (1993), and Baseri & Hajjani (2010), is aligned. In explaining the results obtained should be mentioned, one of the fundamental concepts in theory, psychoanalysis is unconscious.

This school of thought focuses on the influence of the unconscious mind on behavior and much of his behavior is guided by forces that are not aware of them. Many, perhaps most human behavior is influenced by unconscious forces most of the human psychic energy in order to find appropriate ways to express the idea of unconscious or keep them as is spent unconscious. The unconscious part of the psyche that contains conflicting emotions, desires, impulses driven back but that was not directly enter knowledge of dynamic thinking and behavior. Known for being a part of your own psyche only mental, but is similar to the external observer. All in all, media whether or not they planned to education, training, and because people are always affected and learn from it. Unconscious influences on training helps people to be aware of their mental capacities and capabilities and know how they are affected by the incidents and events one of the reasons that people could understand and know the secret to learning is learning that clearly does not occur, and we can teach others to pay willingly or unwillingly, will be the number of sessions (8 sessions) pointed out, which provide opportunities for exchange of views between members, giving them a better understanding of learning was hidden, and they came to the knowledge that much of the information about the lifestyle, customs, relationships between people and learn is spam and they seized it and watch episodes of recorded programs the system then analyses and opinions of members about the content of the programs and that the ultimate goal of the player is serialized and programs. Members of the knowledge acquired while watching a show that people are more and deeper impact because they think they are just fun and the defensive reactions of the mind and the mind falls asleep. And they learn the issues that affect their attitudes and behaviour later also useful. The effects of unconscious education to teach people to modify and evaluate their behaviour and attitudes and with wider and more informed view about the effects of latent learning and what is going on around them, combining the look and learned to live with the situation, more informed choices for their lives.

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