

## **Introducing the Theory of "Media System Dependency" with Emphasis on its Potential Application in Theoretical Framework of Researches in the Field of Information Science and Knowledge**

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### **Abstract**

The researchers of different fields are faced with extensive problems because of the complications of today's world; therefore, making interdisciplinary links with other fields seems inevitable. In this regard, it seems that information science and knowledge are not needless of the findings of other disciplines because of their nature, aims, services and functions, and they are trying to drive the benefit of such links through establishing proper links with closer fields like communication. To this aim, the present research tries to introduce the media system dependency theory as one of the prominent theories in the field of communication, and also explains its potentials, and suggests its application in the theoretical framework of researches in information science and knowledge. It seems that using this theory in the studies of fields such as information seeking and searching, collection development, notices and service dissemination, information recovery, and also the field of promoting reading can open a new horizon to researchers in those fields, and therefore, help such studies to be scientifically fruitful.

**Keywords:** Media System Dependency Theory, Information Science and Knowledge, Communication, Interdisciplinary Links.

### **Introduction**

The research trend in the present era is in the manner that none of the sciences can find a proper solution to their specific problems merely inside the borders of their own science. The progress of each field depends on not only the activities and endeavors of their scholars, but also activities of scholars in other fields which have close relations to it. In such a circumstance, a field that can deeply interact with other sciences and has a scientific trading with other scientific fields will have the highest scientific merit.

In this regard, it seems that the field of information science and knowledge is not needless of the findings of other fields because of its nature, aims, services and functions. This field has special framework, aims and theoretical basis, but making permanent relations with other scientific fields is inevitable. Moreover, all fields may obtain techniques, concepts, rules, data, models, theories and explanations or in other words, whatever they find profitable for themselves from other fields (Horri, 1999). In the current circumstance of information science, having a specialty spirit, open mind and accepting the values of other fields which have a relatively permanent relation to this science is necessary. Reaping the benefits of rules

and techniques of adjacent fields helps the researches in this field to be progressive and grow fast.

One of the complications which is mentioned repeatedly in the texts of information science is the weakness of theoretical backing and support (Yorland 1998, Pettigrew & McKechnie 2001, Kumar 1995, Rismanbaf, 2006), while science philosophers believe that using the theory by the researchers of each field in their own researches is a criterion for diagnosing the scientific maturity level and also the credibility of that field at the university level, and having a theory is considered as one of the signs of efficiency and credibility of each research (Pettigrew & McKechnie, 2001).

In such circumstance that the researchers of information science and knowledge confront great theoretical shortages in conducting their researches, proposing informed usage of common theories in similar and close sciences will fulfill the present urgent needs in a short time (Rismanbaf, 2006).

Communication field is one of the fields that the information science can make an interdisciplinary link with, and derive the benefits of such link. The reason of such possibility is the partnership of both fields in their central concepts (i.e. information).

Besides their common central concept (information), the other prominent point in communication field which makes it a proper candidate for the experts of information science and knowledge, due to establishing interdisciplinary links, is to have various theories and models. In some studies, sometimes up to 60 instances of prominent theories of this field have been mentioned (Ghasemi, 2016; Griffin, Ledbetter & Sparks, 2014).

In order to explain the application of communication theories in the field of information science and knowledge, some works including Atapour (2014), AshrafiRizi and Kazempour (2015) have been published. Some of the most prominent theories of communication including usage and satisfaction, inter textuality, sociability, gate keeping theories, agenda-setting theories, the patterns of media effect on audience and cognitive non-coordinated theory are introduced in these studies, and their relation with research fields of information science and knowledge are explained. It should be noted that explaining the probable links of "media system dependency theory" and the researches in the field of information science and knowledge have not been discussed in the mentioned studies.

According to the profitability of establishing interdisciplinary links, the present study tries to introduce one of the prominent theories in the field of social communication entitled as "media system dependency theory", and also explains its potentials, and suggests using it in the theoretical framework of researches in the field of information science and knowledge. It is hoped that in this way, the studies of this field can benefit from all the advantages of this interdisciplinary link.

In this regard, by presenting a brief introduction on social communication media, the present orientations in the studies about the effect of media on audience is discussed. Then, the media system dependency theory is introduced, and its various components are described in detail, and some of its weak and strength points are mentioned. In the next step, the researches which use this theoretical framework for achieving their goals will be reviewed, and finally, it will be tried to identify and explain the potential applications of this theory indifferent research fields of information science and knowledge.

### **Social communication media and their effects on audiences**

In today's world, social communication media including newspaper, radio, TV, and the Internet have great roles in the progress of human culture and civilization through transferring the information and new knowledge, and exchanging the thoughts and public opinion. Therefore, many scholars named this century, "the era of communication" (Motamednejad, 1992). Today's society cannot be imagined without the presence of social communication media, and the subject of the role and effects of such media in various structures and systems of society have been discussed frequently (Mohammadi, Ghahreman & Fattahi, 2015; Majidpour, Habibzadeh, Amani & Hemmati, 2006).

The audience is always the main part of the processes related to social communications, and it has been one of the main subjects considered since the beginning of researching in the field of communication science. In social communications, audience is known as a group of people who receives the messages presented by the media. Based on this definition, the audience can be considered as a group of people which participate in a social communication process, but they are not usually involved in the process of creating the content (Donsbach, 2008).

Precise scientific and experimental studies and investigations on the level, quality, quantity and conditions of audience influence from media content have attracted the attention of researchers and scholars of social sciences, especially sociologists of social communications tools, communicators, psychologists and experts of advertising since the beginning of the 20th century, and especially after the World War II (Mohammadi, 2003).

The main purpose of the primary studies on social communication media was investigating the effects of such media with emphasis on their potential negative effects, and they emphasized on passivity of audience and their dependency to media. The second group of studies on the audiences was exactly opposite of the first approach, and it was actually a reaction to it. In the second approach, the audience is considered completely active, and has motivation in using different kinds of communication media. In fact, those who used media were responsible for their experience from media, not the passive victim of it (McQuail, 2006).

Trying to answer the question "whether social communication can affect an individual or society extensively, or the effect of media on individuals and society is little and insignificant", was the origin and main motivation for many researches in the field of communication about the effect of media on audiences. The results of these researches are the appearance of various theories in this setting. Among the theories on investigating the effects of media on audience, the present research introduces and analyses the theory of media dependency.

### **The media dependency theory**

Ball-Rokeach and DeFleur (1976) suggested the theory of media dependency in order to explain how the media affect its audience. This theory includes a combination of psychological and systemic viewpoints and social theories. In fact, this theory is brought up as a combination of studies in the field of uses and gratification and media effects.

In the framework of dependency theory, it is emphasized that we should pay attention to

the nature of the tripartite relation among audience, media and social extensive system in order to understand many of the media effects on individuals and society. In fact, Ball-Rokeach and DeFleur believed that in today's world, especially in big cities and industrial societies, people need much information to meet their needs. In such circumstance, traditional communications can no longer fulfill the increasing needs of audiences. Today, various communication media have been appeared and developed, and people turn to such media to meet their needs and become dependent to them regarding how much and how they use it.

Dependency is defined as a relation that in its frame, satisfying the needs or achieving the goals of one party of this relation depends on the resources of other side of the relation (Esmaili & Fayyaz 2013). Such definition includes various kinds of media dependency, from the need to find a good in the supermarket to public needs. In other words, the audiences become dependent to media because of their need to obtain information for making decisions. The need to information originates from some fundamental items: the need for understanding social environment, the need for meaningful and effective action in this world to accompany with social norms, and finally, the need for escaping from problems, daily stress and social facts (Ball-Rokeach & Defleur, 1976).

However, as mentioned before, the level of media dependency is different to different individuals. Two factors can be effective in determining the level of dependency: first, the number of an individual's need which is provided by each media, and second, the level of stability and persistence of the society which they live in. Therefore, if a media can satisfy more needs of an individual, the level of his/her dependency to that media will be more than his/her dependency to other media, and will use it more often. In order to clarify the relation among the stability and persistence of society, and the level of media dependency, a condition like war or election can be considered which is full of different viewpoints and tension. In such a circumstance, the audiences want to be informed about even the tiniest latest information about the current subject. Therefore, the individuals and society become highly dependent to media to regain their lost stability and persistence.

Besides these two main factors that play the main role in determining the level of dependency to media, media dependency can be considered as the consequence of fundamental factors in the individual and social fields and in media environment. These factors include structure, context, media, interpersonal network and individual factors. Any variations in each of these factors may lead to a variation in the level of an individual's dependency to media. In the following section, a brief explanation about each factor is presented.

**Structure:** this factor refers to the relation of each special media with micro- systems of social system. Whether this relation is a dependency relation, or the media works independent to this micro system is considered as a key point in the influence process.

**Context:** this factor refers to the social environment in which the individual and social activities occur.

**Media:** in this factor, the nature and quality of activities which lead to the formation and spread of messages are considered as a notable issue.

**Interpersonal network:** this factor refers to cases in which interpersonal relations play the main role in the formation of expectations and demand of people from media.

Personal factors: what is probably able to lead to diversity in media dependency is the private goals of audience which is expected to be satisfied by the media (Khojasteh, 2005).

However in the framework of this theory, different kinds of media effects on audience, or in other words, the consequences of media dependency are also emphasized. Cognitive, emotional and behavioral effects are three effects of media on audiences who are dependent to media.

### **Cognitive effects**

Ball-Rokeach and Defleur (1976) discussed of cognitive effects of media with their role in creating or removing ambiguity. Ambiguity can be the result of non-sufficient or conflicting information. Ambiguity occurs when one does not have sufficient information for understanding the meaning or implication of an event, or because of lack of information one cannot decide which interpretation of one event is correct. Media can play a significant role in creating an ambiguity or helping their audience in disambiguating. When the primary information collected and presented by the media is not adequate, those people who are informed about the occurrence of an event but have not understood its implication may find themselves in ambiguity. However, if media complete the information presented in the last steps, they can in fact remove the ambiguity.

The level of people's dependency to media for disambiguation can have an extensive political and social effects and consequences. When people are so dependent to media for obtaining the required information to disambiguate, the position of information presented by social media will be promoted.

Thus, they have the possibility to play the major role in limiting the domain of audiences' interpretations through controlling, conveying and presenting the information. The findings of investigations show that media play an effective role in constructing social facts for their audiences (Lerner, 1969 quoted by Ball-Rokeach & Defleur, 1976).

The other cognitive effect of media happens when the attitudes of individuals are under the influence of media because of their dependency to information resources of media for facing the variant world they live in. New conceptions of people about environmental problems, energy crisis, special wars or political crisis are some examples which show that media is an effective factor in creating or changing a special conception or attitude in general public (Ball-Rokeach & Defleur, 1976).

And the third kind of cognitive effects of media is concentrated on the concept of "agenda setting". Despite the transfer of various and extensive amount of information about various topics from media to audience, people do not have enough time and energy to form their attitudes and believes. Therefore, people have to choose their own topics among a confined list presented by media. In such a circumstance, the effect of agenda setting of media will be appeared.

The other kind of cognitive effect of media on audience is "extension of knowledge system and an individual's beliefs" and "affecting the values". In order to prevent the prolongation of the present paper, it is recommended to read the main work of Ball-Rokeach and Defleur entitled as "A Theory of Media Power and a Theory of Media Use: Different Stories, Questions, and Ways of Thinking. Mass Communication & Society".

**Emotional Effects**

The theory of media dependency concentrates on not only the cognitive effects, but also the effect of media on audience's emotions. This theory says that if a media expose its audiences to information and excitements resulting from fear, harshness, etc. continuously, people might be indifferent when facing real harshness in the society (Wortham, 1954 quoted by Ball-Rokeach & Defleur, 1976). Moreover, tear, anxiety, joy, social moral and sense of strangeness are some of the emotional effects of media on the audiences who are dependent on them.

**Behavioral Effects**

The dependency theory also refers to behavioral effects of media on audiences. It means settlement of an affair by a person that if he/she was not under the influence of media, and was not dependent to it, he/she might not committed that action, or if he/she is not dependent to media, he/she might settle an affair that might not be committed after being affected by media (Khojasteh, 2005).

Therefore, we can summarize the main frame of dependency theory as follows: the messages of media will have extensive spectrum of cognitive, emotional and behavioral effects on their audiences when media system can behave in a unique way and undertake special functions of notices. Moreover, when there is a high level of instability in the society because of conflicts and extensive changes in the society, the potential of media in causing different kinds of effects on audiences will increase. The creation of such cognitive, emotional and behavioral extensive changes can lead to some changes in the social system and media system in a society (Esmaili & Fayyaz 2013). In this way, we can understand the trilateral relation between audience, media and society as one of the basic foundations of dependency theory. As summary, the model of media dependency theory is shown in Figure 1. This model shows a comprehensive view to the theory of media dependency and its components.

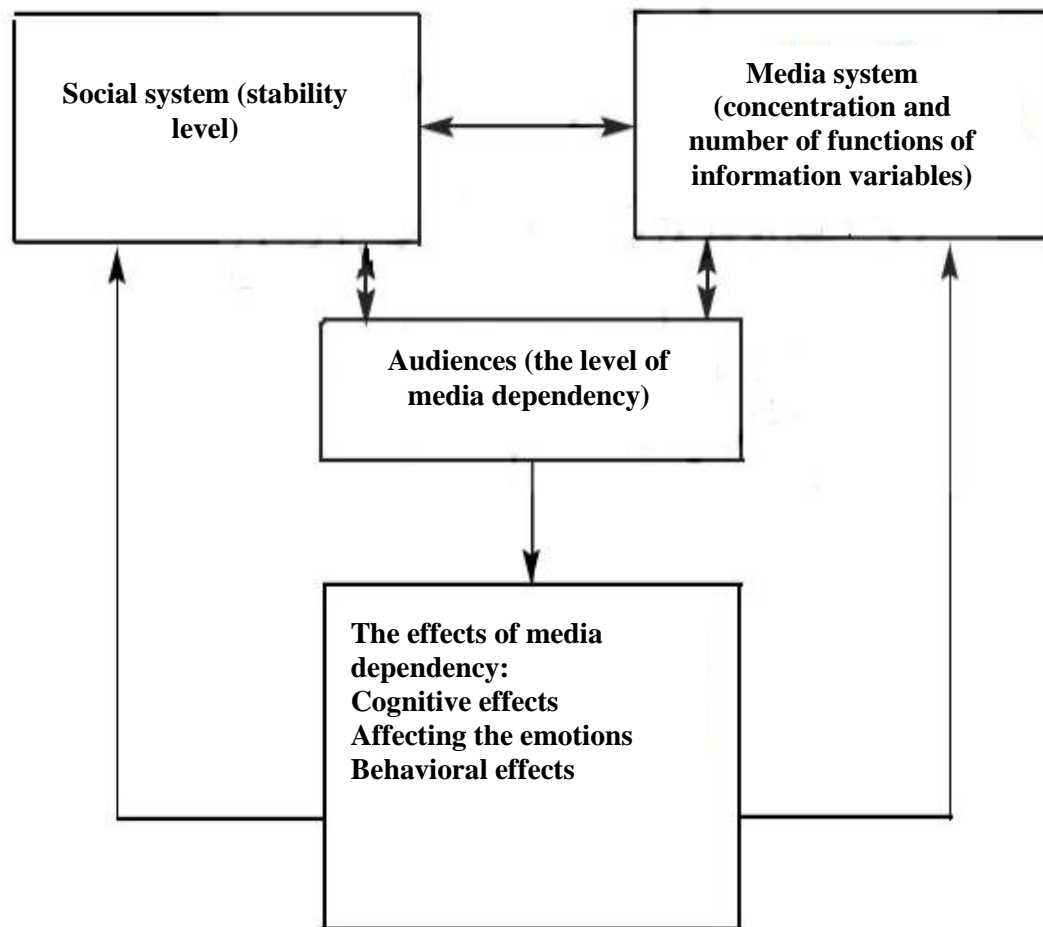


Figure 1. *The interactions of society, media and audiences in the theory of media dependency*

### **The strength and weakness points of media dependency theory**

One of the most prominent points about dependency theory is its simplicity and understandability. Using limited elements for the configuration of this theory can be considered as the secret of its simplicity and attractiveness compared with other theories in the field of investigating the effects of media on audiences. Being scientific, falsifiability, having the power of explanation and ability of anticipating in determining the level of media significance for different people are all considered as the strength points of this theory.

However, despite having many positive features, this theory has some weakness points. Although this theory believes that the audiences are selector, but in the real circumstances, the audience merely select what they wish among what is presented by the media for them, and in fact, they lack any control and absolute freedom of action. Therefore, media is able to control the routes of selection by creating false needs. The other crisis is about selecting the media habitually by the audience. In many cases, it is observed that people may listen to radio or watch TV just as a habit, while such observations are inconsistent with the dominant rules of media dependency theory (Khojasteh, 2005). Baran and Davis (2000) believed that the theory of dependency has not presented a criterion for evaluating the level of media dependency in

different societies, so comparing the severity and weakness of this dependency to each other is impossible.

### **Investigating the application of media dependency theory in previous studies**

In the last three decades, the theory of media dependency has provided a proper theoretical framework for describing the relationship between people, institutes and media in micro and macro levels. During the time, this theory developed gradually and so far, various studies have used this theory. The present study tries to review some of these effects. It has to be noted that according to the literature review in this field, and since information science and knowledge could not profit from the abilities of this theory in its studies in a good way, it is tried to select and investigate the most relevant one to the field of information science among a great amount of works available.

Investigating the relationship between media and individuals at micro level, and also the relationship between media and social institutes at macro level are considered as some of the special missions of media dependency theory (Riffe, Lacy & Varouhakis, 2008). In macro relationships, individuals become dependent to various institutes. Decline or intensification of audiences' dependency is the function of the stability of those special social and media institutes. The theory of micro dependency to media considers the relationship between people and communicational messages. This theory shows that those people who are so dependent to special message are more likely to let the message affect their thoughts, emotions and behaviors, or change them. The dependency level can be measured through asking the participants some questions about their opinion on how they find a media profitable (Loges & Ball-Rokeach, 1993).

On the one hand, the dependency level of an individual to a special media can be affected by his/her aim in using the mentioned media. The great majority of researches conducted on the media dependency concentrated on the needs of people for understanding the society, special orientations of people, entertainment or escaping from reality.

In this regard, Riffe, Lasy & Varouhaksi (2008) found that people are mainly dependent to the Internet for gaining exact and specialized information. The participants of the study said that when they are trying to find precise information, they prefer the Internet over other information media like magazines, books and human interactions.

In the previous studies, the effect of dependency to media was often measured through social and demographic features. For example, Halpern (1994) showed that people having higher education in Chile are less dependent to media which is under the control of government. The results of this study also showed that in general, most people having university education have fewer tendencies to be dependent to a special media to access their required information. Some other studies confirmed the presence of a positive correlation between people's age and media dependency.

Jakob (2010) found that people who are more dependent to media, compared with those who are less dependent to media, have more tendency to trust the media. On the other hand, people who use different media resources are less likely to feel dependence to media. In another study, the researchers found that the costumers who were dependent to newspapers published by Negroid, were more likely to trust such newspapers on the subject of cancer,

compared with the original newspaper and the Internet (Len-Rios, Cohen & Caburni, 2010).

In the years following propounding the theory of dependency, digital media has grown increasingly, and today we see that they turned into an inseparable part of most people's life. Ball-Rokeach (1998) discussed the consequences of this growth, and anticipated the effect of the Internet on the media dependency. From that time, we are observing that the Internet is in fact the most important resource for accessing information and entrainment in all over the world. Despite various studies which have been conducted for explaining the growth of the Internet and different kinds of information which is available for users, little studies have been conducted using the theory of media dependency as the theoretical framework of study for investigating the extension and dominance of the Internet in people's life.

Although the theory of dependency to media has not been used as a theoretical foundation in the studies related to replacing traditional media by modern media, some studies questioned whether accessing online information is substituted with traditional media, or how extensive this event is. Most of the studies investigated the application level of the Internet instead of traditional news media such as radio and TV.

The studies also showed that people use the Internet and more traditional media in the same way (Flanagin & Metzger, 2001). In this regard, the findings of Dutta Bergman (2004) showed that the topics which are searched online by people are the same as the topics which are reviewed by people in traditional media. These topics include politics, sport, business, health and sciences. This study also shows that some people have replaced online information searching with traditional media for accessing their required information.

Among a great deal of studies conducted on how different groups of people are dependent to media for meeting their needs to information, there are some studies which are conducted in academic medium in order to investigate the behavior of university students, professors and staff (George et al. 2006). They conducted a study on a sample of 100 MA students to investigate their behavior in accessing information for doing their homework or answering their scientific questions. Forty eight percent of participants selected the Internet because of ease of use, speed and up to date information. Results also showed that online information which was available for students had a priority for most of them. Except some issues that were raised up by some students, the vast majority of them selected the Internet because of its powerful ability in searching which provide the possibility of searching among a huge volume of Information. They reported that they use Google for searching the general information they need. Elaujali (2014) investigated the dependency of Libyan students to the Internet for accessing specialized information compared with traditional resources containing the same information like books, journals, etc. Fifty two percent of participants said that they regularly (at least once in a week) use the Internet for accessing their required specialized information. This study also evaluated the relation between dependency of students to the Internet for accessing specialized information and cognitive level resulting from this dependency. Their results confirmed the presence of a correlation between orientation to the Internet for accessing the specialized information and degree and intensity of dependency.

The main part of studies on how people use media content was conducted from the view point of "use and satisfaction" theory. But this approach has some limitations because of some reasons. For example, special use and satisfactions identified during various studies are often

different from one study to another, which confirm the main theoretical nature of studies in the field of use and satisfaction. Moreover, the ability of such studies in identifying the internal satisfaction of people has some fundamental limitations (Riffe, Lasy & Varouhakis, 2008). For many reasons, media dependency theory is more attractive than the theory of use and satisfaction for explaining the micro relationships among people and media. This theoretical approach provided the possibility of studying how people interact with media, and also covered a very extensive spectrum of behaviors in response to media. If we know that different kinds of media uses, which are identified by researches, are adjustable to different kinds of people's dependency to media, which is propounded in the framework of media dependency theory, this theory can be even more attractive.

To make a conclusion on the studies conducted on the way of using media, it can be said that the general results of studies showed that modern media is gradually replacing with traditional media for accessing different kinds of information by different groups of people in today's society. Many studies have been conducted on the effects of media on audiences using the theoretical approach present in this field. But just in few studies the theoretical framework of media dependency theory was used. For various reasons which were mentioned before, this theory has some superiority over other theories used in these studies. Therefore, it seems that restoring this theory and equipping it with necessities of the present era may present it as a proper theoretical framework for identifying how and how much the modern media have affected its audience.

Explaining the potential applications of media dependency theory in the field of information science and knowledge

The field of information seeking and searching is the first and most related study field in the information science and knowledge in which the application of media dependency theory in formation of the theoretical framework of its researches can be suggested.

As mentioned in the literature review, so far, various studies have been conducted on the way of using various media by different groups of people in the society. Most of the studies pointed to the level of people's dependency to different media for meeting their needs to access information, and they presented various statistics and numbers.

If we accept the extensive definition of Wilson about informational behavior (Wilson 1999, quoted by Fisher, Erdelez & McKechnie, 2008), which was defined as "the collection of human behavior related to information resources and channels, including seeking information and using information in an active and passive way", and if we consider different levels of people's dependency to media for accessing their required information as a natural behavior and reaction of human to different kinds of information resources, we can feel the lack of various analyses and researches for identifying the factors causing dependency to media and information resources, cognitive, behavioral and emotion effects which are the consequences of such dependency, and the future consequences which will be appeared by the mentioned effects in people's behavior about information searching.

However, it seems that the theory of media dependency can provide the required theoretical framework for identifying different kinds of media effects on the audience because of its special function. The result of such recognition is better perception of the method of information seeking by people, and consequently providing the possibility of presenting more

collaborations, for example by librarians or designers of information sites, in order to meet the needs of users for information.

Studies in the field of collection making can be considered as another proper bed in the information science and knowledge for profiting from the abilities of media dependency theory. Conducting continued studies for determining the level of dependency to traditional and modern informational media among the potential audiences of libraries can help us to have a better and more realistic perception of the audience's needs, and therefore, we can take proper actions for providing more proper information items for them. Concentrating on the interactive relations among audience, society and media which are of great importance in the media dependency theory can also be effective in the studies in the field of collection making. Therefore, based on the importance of the effect of society texture on the audiences of libraries and the interaction of an individual with his/her society, and determining the level of his/her influence from different kinds of media present in the society, the outcome of collection making process will be more close to the present reality.

The prevalence of the application of digital media, smart communication gadgets, advent of social networks and orientation of people to such networks, and being an active member are the trends that are clearly observed in different societies. Following the onset and prevalence of such phenomena, different level and rates of media dependency are evident among users. In such a circumstance, it is no longer logical that libraries just act as physical places and wait for user to enter them! Being aware of the foundation of media dependency theory and evaluating the new environment based on the possibilities of this theory can be a solution for libraries to be coordinated with the necessities of such society. In order to keep the previous audiences and attract new audiences, libraries should take new actions which are proportionate to today's society. Therefore, we can introduce the studies in the field of information and promoting its services as another candidate for using the theory of media dependency in the theoretical framework of its studies. Being active in social network medium under the title of library and introducing its facilities and possibilities to users, providing the electronic version of some resources for free in the website of library, presenting the spatial coordinates of the nearest library to users in metro and bus stations, through sending the related information to the smart cell phone of travelers, designing some additives for being installed on audiences communicational tools at the entrance of library or even for people who are at a specific distance to the library (in order to attract their attention), are just some of the various actions that libraries need in order to adjust themselves to new behaviors, and consequently to survive in today's world.

It seems that the theory of dependency to media can even be used in developing a proper theoretical framework for studies in the field of information recovery and especially in the studies related to designing recommending or recommendation systems in digital libraries and information bases. Since the main reason for developing the recommendation systems is to help people in facing the great volume of information in an appropriate way and to facilitate the process of decision making and selecting the information for users, it is possible to introduce the required and interested information resources to an individual through identifying the level and kind of dependency of each audience to different kinds of information resources according to his/her declarations, or through investigating his/her

searching habits by reviewing and analyzing his/her previous transactions, and by creating a private profile for each user, while facing a great volume of recovered information.

One of the main difficulties and concerns of today's society for librarians and administrators of cultural affairs in Iran are lack of interest in people to read books and deprivation of an extensive spectrum of people from eagerness to studying. Some experts believe that high dependency of people to media such as TV, cinema, social networks and various virtual networks is the most important factor in creating such a phenomenon, while for deep rooting such critic, it is necessary to conduct deep and extensive studies through seeking the help of proper and scientific theoretical frameworks. In this regard, using the theory of dependency to media for investigating the reason of the lack of studying habit in people can be suggested to the researchers in the field of information science. In order to obtain a desirable result from such studies and because of the complexity of the problem and having multi-dimensions, using interdisciplinary study groups including the experts of different fields such as sociology, psychology, communication, training and education, etc. besides the experts of information science and knowledge is suggested. As mentioned before, the relationship between audience, media and society is considered as an effective factor in the dependency of audiences to media. It seems logical that the crisis of lack of interest in people for reading books is the consequence of some improper social conditions or some deficiencies in written media, besides the dependency of the audience to media other than books. The experiences have shown that in some cases, severe dependency to media other than written media, considering the influence of the audience from them, could be a motivation for people to read book. Therefore, using a proper strategy can help us in promoting the culture of reading book through profiting from the dependency of people to other media.

### Conclusion

The borders of disciplines are not in such a way that entering the domain of a discipline needs requesting a visa. The transactions that occur today among the disciplines not only have changed the concept of host and guest, but also are considered as necessary conditions for solving today's problems (Horri, 2010). Therefore, the researchers of various scientific fields have tried to establish the interdisciplinary links to other fields for solving their problems. Identifying the present similarities and investigating the concepts which are common among different fields can be considered as the first step in establishing a successful interdisciplinary link. In this regard, one of the actions is identifying successful theories of one field and using it in another field.

Therefore, in this study, we have tried to explain the fundamental basis of the media dependency theory and describe its elements as one of the prominent theories in the field of communication, and explain some of its potential functions in the research fields of information science and knowledge. The behavior fields of seeking information and searching, collection making, promoting the services, information recovery and the field of promoting the culture of book reading are some examples of the research fields of information science and knowledge that can profit from the basis and foundation of media dependency theory in developing their theoretical framework, and take the most advantages of this

interdisciplinary link. In this regard, conducting more studies for investigating the executive potential of suggestions presented in the present paper seems necessary.

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