

The Relationship between Social Health and Work Conscience of Tehran Councilors

Mojtaba Arezi¹

Ph.D. Student of Sociology, Dehaghan Branch, Islamic Azad University, Isfahan, Iran

Seyyed Naser Hejazi²

Assistant Professor of Sociology, Dehaghan Branch, Islamic Azad University, Isfahan, Iran

Seyyed Ali Hashemianfar³

Associate Professor of Sociology, Department of Sociology, University of Isfahan, Iran

Received 21 November 2020 ||| Accepted 21 February 2021

Abstract: Work conscience can be considered as a situation in which people in the society in various jobs, attempt to do their job accurately and completely. Considering the significance of discussing work conscience, the present study aimed to investigate the relationship between social health and work conscience of councilors by using field method, survey technique, questionnaire tool and using SPSS and Smart PLS software. The statistical population of the present study included 3500 councilors of neighborhoods in Tehran according to the latest statistics. The results indicated a significant positive and direct relationship between social health (0.34) and its dimensions i.e. social correlation ($P = 0.32$), social participation ($P = 0.40$), social cohesion ($P = 0.30$), social acceptance ($p=0.35$), social self-actualization ($p=0.33$) and the work conscience of Tehran councilors. Therefore, all research hypotheses were confirmed. The results of the Smart PLS structural equation model showed that the effect of the independent variable of social health on the work conscience of Tehran councilors was 0.58.

Keywords: work conscience, social health, councilors, neighborhoods of Tehran.

|||

Introduction

The urban management system has encountered many changes in the world with the development of urban planning paradigms and is highly different in terms of place due to structural, legal, managerial, and cultural differences. For this reason, it made the geographical study of the city with the subject of placing urban neighborhoods as the smallest components in the system of inner city divisions as one of the work priorities of urban planners to achieve optimal management methods of urban communities. Based on the new urban management, the city is a spatial manifestation of human actions to meet human needs and develops at any time based on the knowledge and expectations of citizens and their social, economic, and cultural status (Masumi, 2010: 7). In general, the urban management system has moved from top to bottom in the centralized system to bottom to top in the participatory system. Consequently, the role of micro-social layers and local institutions has become obvious at this level more than ever. As a result, this structural and managerial transformation is the main focus of citizens' participation at the local level. Based on this necessity, the institution of councilors was formed at the level of urban neighborhoods. The mission of establishing such an institution based on the necessity of its emergence is a kind of intermediary between residents, local communities, and NGOs, and micro institutions with government institutions and organizations. However, some structural and managerial challenges in explaining the role of such an institution and the lack of trust both by government institutions and local residents have greatly disrupted the function of councilors (Kazemi, 2010:45).

Councilors refer to the local institutions which emerged in Iran about two decades ago and the task of such institutions is pursuing public demands, charity, solving urban problems, etc. to help local councils in the cities of Iran, requiring the members' conscience of their support. Work conscience is the essence of the organization. Regarding the definitions of work conscience, it can be stated that work conscience is a positive and favorable internal attitude to work in a way that it has a positive effect on the quantity and quality of work without external supervision.

¹ Email: mojtaba.arezi@gmail.com

² Email: hejazinaser@yahoo.com (Corresponding Author)

³ Email: seyedalhashemianfar@yahoo.com

Work conscience can be regarded as a situation where people in the community working in various jobs attempt to perform the assigned tasks in the best way accurately and completely. Work conscience guides a work from inside of a person to be sensitive to the strength of a task, as well as the accuracy and precision of doing a task, and forcing him to perform the expected tasks (Mirmuhamadi, 2018:82). Work conscience is a factor which creates order in work and a sense of responsibility in people. In organizations, work conscience aims to improve the behavior and attitude of employees to measure their willingness for complying with the rules, regulations, and standards of the organization. Work conscience is a force which makes a person engaged with performing a series of goal-oriented behaviors in the organization and converges various thoughts in order to form a constructive behavior. Considering such an issue is of great significance. Social health is a factor related to the work conscience of councilors. Health is an issue raised in all cultures and its definition in any society goes back to the common sense of people on their health and culture. However, mostly its physical dimension is considered while the growth and excellence of society depends on the health of that society in terms of physical, psychological, and social dimensions (Sajjadi et al. 2005:244).

Social health, which is considered as the most basic component of social welfare, is dependent on social and economic factors more than medical interventions and is one of the axial concepts of sustainable development. Health is an issue with an undeniable role in promoting human development indicators. Thus, fighting the factors which affect this phenomenon and cause inequalities in health is one of the priorities of all members of society and governments (Rastgar and Seyedan, 2015: 86). Social health refers to a part of a person's health as a reflection of internal responses (feelings, thoughts, and behaviors) to the stimuli and observes the satisfaction or dissatisfaction with the social environment and can affect various dimensions of social behavior (Larson, 1996: 287-288). Social health plays a significant role in ensuring the dynamism and efficiency of any society. Since an essential condition for the growth of every society is the presence of knowledgeable, efficient, and conscientious people, thus fostering and strengthening the motivation for progress causes the creation of energy and appropriate guidance of their behavior, interests, and needs in line with valuable and set goals. Since social health plays a key role in functions in all individual, family, and social fields, it is clear that the appropriate and comprehensive planning of social health is certainly essential (Garmarudi, 2006:25).

Thus, the present study aimed to investigate the relationship between social health and work conscience of Tehran councilors?

Review of Literature

Domestic Studies

- Valikhani et al. (2017) conducted a study entitled “The strategy of strengthening work conscience in employees and its relationship with productivity in Isfahan Social Security Organization”. The statistical population included 1378 employees and managers of Isfahan Social Security Organization, of whom 1031 employees were male and 347 employees were female. Sampling was conducted as simple random sampling. The results indicated a significant positive relationship between work conscience and productivity in the organization. In addition, the results showed a significant positive relationship between ethics, job motivation, job satisfaction, spirituality at work, employee empowerment, and work conscience. Furthermore, the results indicated a significant positive relationship between ethics, job motivation, job satisfaction, spirituality at work, employee empowerment and productivity in the organization.
- Muhammadi and Asgari (2017) conducted a study entitled “Work conscience, techniques of strengthening, and its effects and results in various dimensions”. Work conscience is a cultural norm giving positive spiritual values to do the right thing in society. Human inner motivations are the starting point of work conscience. However, strengthening and maintaining these motivations as the main stimulus is a fundamental issue in coping with work conscience. Work conscience is affected by different factors some of which are related to culture, attitude, and individual personality. However, most of it is about the organization and the approach of dealing with the person in the organization. Considering the human characteristics and individual needs of employees, choosing a suitable job which fits the individual abilities and talents, as well as

implementing appropriate training programs in line with individual excellence makes human beings more interested in their work environment.

- Abbaspour et al. (2016) conducted a study entitled "The factors affecting work conscience among the employees of South Pars Gas Complex". The statistical population included 220 employees of South Pars Gas Complex. The results of Kruskal-Wallis test indicated that social and cultural factors affected the work conscience among the employees of South Pars Gas Complex. Among the social and cultural components, motivation, satisfaction, engagement and religious values affected work conscience among the employees of South Pars Gas Complex.
- Kazemi (2010) conducted a study entitled "The role and performance of neighborhood councilors in neighborhood-based urban management and general strategies for functional improvement based on the new structure of neighborhood management". The results indicated that the function of councilors has been greatly diminished due to some structural and managerial challenges in explaining the role of such an institution and distrust by both government institutions and residents and local institutions. Thus, recognizing the concept and necessity of councilors, finding the main reasons of its functional deficiency, and providing general solutions to deal with this challenge are necessary.
- Kazemian et al (2010) conducted a study entitled "The effect of neighborhood councilor model on citizens' participation with urban management". After studying the concept of citizen participation with urban management using Ajzen and Fishbein's theory as a theoretical basis, this study identified the factors affecting citizen participation including the objective and subjective factors and then plotted in an analytical model. The results revealed that the effect of the participatory model of councilors on the community of councilors was higher than the community of citizens. However, the participatory model of the councilors was more successful in providing the intention to participate compared to the possibility of participation. It can be stated that councilor has been more effective in stimulating the internal factors of the participation action compared to the external factors.

Foreign Studies

- Ann (2018) in a study on work conscience and job performance among airport staff indicated that work conscience has a significant positive effect on job performance and the pointy that reliability is more related to task performance. In addition, it was found that reliability could explain 43% of the variance in job performance.
- Archana (2017) showed that citizenship culture, social control, and social support affect work conscience. In other words, the people with a high work conscience are always concerned about honesty. Such a concern is mainly derived from the quantity and quality of disciplined monitoring of individuals and society by the organization.
- Charls (2008) conducted a study entitled "Employee engagement and analysis of some of its topics at the University of Iowa, USA". The study was conducted as field by collecting data from 450 employees of American medical centers. In this study, four dimensions of job retention, loyalty, professional commitment, and employee engagement were investigated. Findings indicated that loyalty and perseverance in work theoretically and empirically leave a various effect on employee engagement than the other two factors. Findings indicated that the intention and motivation for perseverance in work and job loyalty at the beginning of employment is less stable than other factors, while job stability will increase after the employees become official.
- Wolf and Betz (2004) concluded that there is a relationship between social responsibility and self-efficacy of job decision-making with work conscience. The quality of attachment to parents and peers specifies the organizational engagement of individuals during the later years of their lives, so that more attachment in women leads to their higher work conscience. However, attachment to parents in men is more effective in organizational engagement than attachment to spouse.
- LePine& Van Dyne (2001) conducted a study on work conscience and job performance and reported that reliability and success orientation can predict the set of job performance. The results indicated that both variables have a direct and significant relationship with performance.

Theoretical Foundations

Theories of work conscience

Max Weber considered the emergence and growth of capitalism in its new form to the economic development of the West to the ethics with main elements of profitability and the rational discipline of work. According to his interests, he interpreted the ethics of responsibility as the criterion of action (means, goals), and the ethics of responsibility refer to the ethics which are mainly aimed at efficiency and are defined based on the choice of means appropriate to the desired goals. Max Weber added that if the ethics of responsibility refer to accepting any means with its efficiency, no one will pursue such ethics completely (Aron, 2007: 595). Accordingly, Weber's analysis should not conclude that the direct cause of the rise and growth of capitalism is Protestant ethics, but as he and the commentators of his work have mentioned, Weber aimed to show how the attitudes coming from religion leave a special system of ethics which creates a wide range for non-religious matters through the type of ethics (Faryar, 2001:84).

In Protestant ethics and the spirit of capitalism, Weber stated work ethic as follows: Work ethics includes several ethical principles such as prudence, perseverance, always seeking a legitimate business, having a conscience at work, not wasting time, etc. (Weber, 2019:61). By denying the presence of a collective conscience or group mind, Max Weber, the sociologist of subjectivism, considered the roots of sovereignty, motivation, and desire to work in Protestant ethics and the teachings of Calvin and Luther. According to Weber, Protestantism encouraged working and producing by promoting new cultural values which were based on hard work, competition, austerity, material contentment, avoiding extravagance, and abandoning stagnant capital and rejected laziness. In addition, he encouraged people to strive and work hard in economic affairs to pursue material goals (Mohseni Tabrizi and Mirzaee, 2004:49). Homanz's motivation theory is one of the theories used in relation to job motivation and measurement of its level and is a function of factors such as feeling of efficiency, level of satisfaction with needs, properties of the work environment, and the type and nature of work organization. Homanz developed a scientific theory in 1964 based on induction and flourishing of behavioral modification in psychology and adapted its concepts and research methods using sociological research methods. In his theory of exchange, Homanz considered the human actor as a wise profiteer. According to his success proposition, the more profit a person makes as a result of his action, the more he is willing to do that action (Tavasoli, 2004:400). In his theorems in general and his theorem of value in particular, Homanz believed that the more valuable the result of an action, the more likely he is willing to perform the same action again. From Homanz's perspective, his theory of exchange is not a merely hedonistic theory. Rewards can be material such as money, goods, etc. or altruistic such as altruism, helping others, cooperative behavior, etc. (Riterz, 2005:429).

Post-modernists criticized modern theories with the motivation of presenting a new knowledge of organization and human and of presenting various solutions and principles about each one. All of the theories, known as postmodern, are based on the common assumption that the human relations movement and classical theories humanized the soulless and computational rationalism of the factory. In this regard, the most significant criticism is that the legitimate economic interests of the employees have not been emphasized properly and the real conflicts of interest have been rejected and presented in form of painkillers. The whole human relations movement was considered as "cow sociology" movement. In other words, satisfying employees produce more milk like satisfied cows and human relations was a cover for increasing productivity while that the human real needs and personality were not considered (Abbaspour et al. 2016:46). The new approaches to management are based on two theories of system and contingency. According to contingency theorists, humans are complicated, accept evolution, and have many varied and changing needs. They consider the range of human talents and abilities as improving and developing. Thus, they suggest that managers and organizations should provide a different set of management strategies and job opportunities in line with the individual differences of their employees (Abbaspour et al. 2016:47). David Mccelland raised his theory in 1971. He regarded three significant needs in the workplace:

Need for success: It means motivation to excel, success in a set of criteria, striving for success. Some people have a good motivation to succeed but they strive for personal success instead of trying to achieve their own rewards. The willingness of such people is to do something effective and better than what others have fulfilled and such motivation is called the need for success. McClelland concluded that high-level successful individuals distinguish themselves from others due to their willingness to do things better. They look for the situations where they can find solutions to problems by taking personal responsibility.

Need for power: It refers to the need to force people to behave otherwise they would not. The need for power is the willingness to influence, to be critical, and to have others, the people having a high need for power enjoy being in charge of affairs and attempt to influence others.

They prefer to be in competitive situations and their most concern is about influencing others and having credibility, not effective performance.

Need for belonging: The people who need a high level of belonging attempt to make friends and prefer cooperative situations to competitive ones and are willing for the relationships with maximum mutual understanding (Rezaiyan, 2005:103).

Herzberg believed that a person's relationship with his work is a key relationship and aimed to study if a person's motivation for his work can lead to success or failure by finding an appropriate answer to the question "what do people want from their job?" Herzberg concluded that humans have two various groups of needs which are fundamentally independent of each other and affect behavior differently. Motivational factors involve success, dignity, autonomy, responsibilities, promotion, and growth.

Health factors: They are also called conditional factors and involve policies and management of the organization, technical aspects of control, interrelationships and work conditions, social status, and security.

These factors prevent poor attitudes towards work at a high level but fail to lead to high and stable productivity or job satisfaction on behalf of the employee. In general, motivational factors are internal and health factors are external. The first group is related to the individual while the second group is related to the work environment (Mehdad, 2016:109-110).

The basis of developed jobs cases motivation among individuals by positive work-related experiences such as a sense of responsibility for success and reputation and assigns employees a greater role in planning and evaluating work. Herzberg defined job enrichment as follows:

1. Eliminating some managerial controls on employees and increasing their accountability and responsibility in their workplace, as well as increasing their authority, power, and freedom.
2. Creating many complete or natural work units, for example, allowing employees to produce a complete product instead of producing a small part of that product. This method minimizes the possibility that employees consider their work as a significant task during the whole production process.
3. Providing regular and continuous feedback on productivity and job performance directly to employees not their supervisors, encouraging employees to accept new and challenging tasks and encourage their expertise in a particular practical task (Mehdad, 2016:109-110).

Given the above-mentioned factors, the organizations in which freedom of action, job respect, respect for creativity, skill diversity, and necessary feedback govern, the employees' motivation to carry out things increases. The factors such as appreciating the employees' work providing the possibility of success in work affairs, and assigning responsibilities cause personal growth and perfection and increase work ability and engagement. The organizations which can take this path will have more engaged employees with a higher work conscience. According to Adams, equality theory is a process theory of social exchange in the field of motivation, focusing on the interaction between the individual and his environment. The accountable relationship with the organization is based on the theory of social exchange, where each party to the relationship asks for certain things from the other one and accordingly contributes to the exchange. If the parties work well and both parties take advantage of the exchange,

the relationship will tend to be positive, but when a loss or conflict occurs, the relationship will tend to be negative (Campbel, 2000:89).

According to Adams, motivation affects our perception of how we behave in our workplace on the basis of equality. Adams believed that the theory of equality has three components as follows:

1. Inputs: It means anything that a person regards as a valuable return on investment in his job status such as training, apprenticeship, experience, effort, etc.
2. Outputs: It means anything that a person regards as a return from the organization for his investment such as the amounts paid, cash and non-cash benefits, pleasant work environment, etc.
3. Individual(s): It is another comparison, i.e., another person or group to whom the individuals in the field of arbitration on equality are compared.

Based on the theory of quality, the employees and members of the organization compare themselves to others. Employees compare their amount of data (output) with their performance relative to others. If they consider that the ratio that belongs to them equals the ratio of similar people to whom they have compared themselves, it can be said that equality is observed. If these ratios are unequal, there will be inequality in the organization, i.e., equality and fairness will not be observed (Robins, 2019:86). Thus, the perception of inequality matters, not what one really happens in the workplace (Mudi, 1991:54). Equality theory not only considers the amount of money or rewards a person receives in his work, but also attempts to compare this amount with what others receive and then reduces the sense of belonging of individuals to the organization and the work conscience of employees, reducing the quantity and quality of employee work.

Theories of social health

Block and Breslow dealt with the concept of social health for the first time in 1972. They considered the concept of social health equal to the degree of performance of society members and made the social health index. They attempted to reach the level of activity and performance of the individual in the society through different questions in the physical, mental, and social dimensions of individual health (Farzaneh and Alizadeh, 2013:181). Larsen defined social health as an evaluation of a person's quality of relationships with family, others, and social groups. According to him, this phenomenon measures a portion of a person's health, indicating his satisfaction or dissatisfaction with social life and involves the inner responses of the individual (Larson, 1996:183). Thus, it deals with how a person relates to others in society. Any kind of disconnection between the individual and society in such a way that individuals are not absorbed to social frameworks presents a desirable environment for the growth of social deviations and emergence of health problems. According to Matson (1990), one of the significant aspects of human development is the process of socialization. Human as a social being should always interact with others. Through social interaction, individuals create their personality and learn collective lifestyles and knowledge, skills, and the necessary behavioral patterns. On the other hand, it seems that creating and preserving a healthy and continuous relationship needs particular social and communication skills which should be considered.

Matson believed that communication skills are the behaviors can affect the relationships between individuals and their social health, as well as an effective performance in society. Matson defined communication skills as a means of communication between the individual and the environment, being used for beginning and preserving a constructive and healthy relationship with others, as a significant part of health (Hatami, 2009:76). Newton (1997) believed that social health clarifies the degree of integration and social responsibility in line with society as a whole, as well as its actors and groups. Social health is based on values and attitudes like trust, cooperation, safety, principles, ethics and compromise, and enhances organizational citizenship behavior and work conscience in different organizations (Robins, 2019: 78).

According to McKalro, Leser, and Codrell, social health refers to a component of intellectual capital based on a set of values and parameters such as trust, loyalty, intimacy, compromise, participation,

cohesion, responsibility, integrity, and ethics (Hatami, 2009: 122). However, the most significant and complete theory in the field of social health was proposed by Keys, as discussed in detail as the basis of the study. According to Keys, the social health model, running along mental health and providing the basis for positive performance including social solidarity, social participation, social cohesion, social acceptance, and social self-actualization, is as follows:

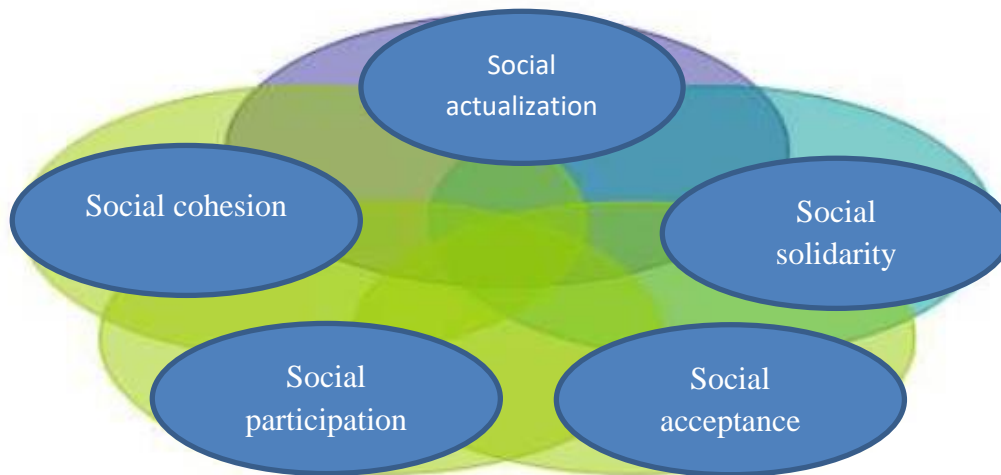


Figure (1): Dimensions of social health from Keys' theory (cited in Hatami, 2009)

Social solidarity: It is the evaluation of a person by considering the quality of accompanying the surrounding society (Keys, 1998:124-126). Sense of belonging can be an axial aspect of health (Riff et al. 2003). Thus, solidarity with others in the environment and the surrounding society should be the result of a shared experience of similarity with others (Keys and Shapiro, 2004:55).

Social participation: Participation refers to the evaluation of a person's social value and involves the idea of whether the individual is an essential part of society and what value he adds to his world. Social participation is similar to the concepts of efficiency and responsibility. Individual efficiency means to believe that we can behave in a certain way and achieve specific goals (Keys, 1989: 127-128).

Social cohesion: In this parameter, the individual evaluates himself and concludes that he is a part of society and regards himself as a participant in the events of society. Social cohesion can be compared to the meaninglessness of life and involves the attitudes on how society can be measured and predicted. Psychologically, healthy people consider their personal lives meaningful and cohesive (Riff et al. 2003:154).

Social actualization: It means evaluating the potential and trajectory of society. Social actualization includes the people realizing that they can benefit from social growth and the institutions and individuals in society are in actualization process in such a way to promise an optimal development, although this is not true for all individuals (Keys and Shapiro, 2004:73-75).

Social acceptance: It is the social version of self-acceptance. The people with a positive attitude towards their personality who accept the good and bad aspects of their lives together are the examples of mental and social health (Riff, 1989:77). Social acceptance means an individual's perception of society based on the characteristics of other people (Keys, 1998:125). Social acceptance involves the acceptance of plurality with others, trust in the inherent goodness of others, and a positive attitude towards human nature, all of which make the person feel comfortable with other members of the human society (Keys and Shapiro, 1998:79).

Theoretical framework

In this study, different theories were used as a theoretical basis, some of which form the theoretical framework as a basis for extracting hypotheses.

In the present study, social health is evaluated based on Keys theory. According to Keys, the social health model involves social solidarity, social participation, social cohesion, social acceptance, and social self-actualization. Thus, in the present study, social health was measured by the above-mentioned dimensions. Newton believed that social health clarifies the degree of integration and social responsibility regarding the society as a whole, as well as its actors and its groups. Social health is based on values and attitudes such as trust, cooperation, safety, principles, ethics and compromise, and enhancers organizational citizenship behavior and work conscience in different organizations (Robins, 2007:78).

According to McKalro, Leser, and Codrell, social health refers to a component of intellectual capital based on a set of values and parameters such as trust, loyalty, intimacy, compromise, participation, cohesion, responsibility, integrity, and ethics (Hatami, 2009: 122). According to Matson (1990), one of the significant aspects of human development is the process of socialization. Human as a social being should always interact with others. Through social interaction, individuals create their personality and learn collective lifestyles and knowledge, skills, and the necessary behavioral patterns. On the other hand, it seems that creating and preserving a healthy and continuous relationship needs particular social and communication skills which should be considered. Matson believed that communication skills are the behaviors can affect the relationships between individuals and their social health, as well as an effective performance in society. Matson defined communication skills as a means of communication between the individual and the environment, being used for beginning and preserving a constructive and healthy relationship with others, as a significant part of health (Hatami, 2009:76). As a result, the main hypothesis of this study was derived from the theories of Newton, McKalro, Leser, Codrell and Matson as follows:

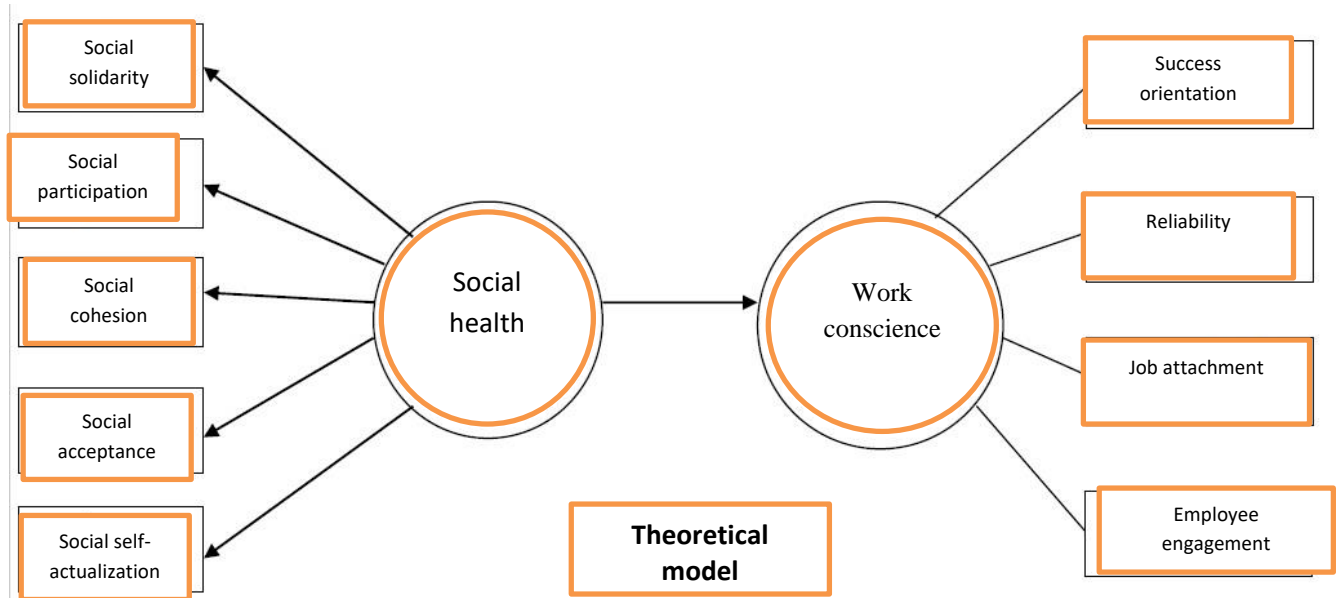
Main hypothesis

- There is a relationship between social health and work conscience of councilors in Tehran.

Based on different dimensions of social health from the perspective of Keys and Shapiro, the following hypotheses are extracted:

Secondary hypotheses

- There is a relationship between social solidarity and work conscience of councilors in Tehran.
- There is a relationship between social participation and work conscience of councilors in Tehran.
- There is a relationship between social cohesion and work conscience of councilors in Tehran.
- There is a relationship between social acceptance and work conscience of councilors in Tehran.
- There is a relationship between social self-actualization and work conscience of councilors in Tehran.



Method

The present research was field in terms of method and used survey technique. In addition, this study was an applied study in terms of objective, extensive in terms of scope, macro in terms of delamination, and a cross-sectional study in terms of time. In this study, a researcher-made questionnaire was used for collecting the required data. Before the survey, the initial questionnaire was tested and the current drawbacks were eliminated using the results and the final questionnaire was developed. In order to ensure the validity of the questionnaire, the opinions of relevant professors and experts were taken. In addition, Cronbach's alpha test was used for the reliability of the questionnaire. Based on the alpha coefficient, the reliability coefficient of all variables was higher than 0.7 after eliminating the items with low reliability coefficient.

Table (1): Reliability of the final questionnaire based on Cronbach's alpha coefficient

alpha coefficient	parameter	Variable
0.852	Social solidarity	Social health
0.793	social participation	
0.842	social cohesion	
0.721	Social acceptance	
0.725	Social self-actualization	
0.825	Success orientation	Work conscience
0.814	reliability	
0.712	Job attachment	
0.746	Employee engagement	

The statistical population of this study included all of the councilors in Tehran and the latest statistics stated that the number was 3500. Since it was not possible to study the attitudes of all residents, the sampling method was used for explaining the attitudes of the subjects. Based on Cochran's formula, a number of 384 individuals as the representative of the statistical population were selected and studied as the sample size.

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} - 1 \right)}$$

$$N = 3500 \quad t = 1/96 \quad P = 0/5 \quad Q = 0/5 \quad d = 0/05$$

$$n = \frac{\frac{(1/96)^2 \times (0/5)(0/5)}{(0/05)^2}}{1 + \frac{1}{3500} \left(\frac{(1/96) \times (0/5)(0/5)}{(0/05)^2} - 1 \right)} = 384$$

The sampling method used in the present study was two-stage random. Therefore, the simple random sampling was used to select a number of neighborhoods in Tehran and the final sample was randomly elicited from each neighborhood. Then, the data were analyzed in SPSS and Smart PLS. In this regard, appropriate statistical tests were used for testing the hypotheses.

Conceptual and operational definition of research variables

- Social health

Conceptual definition

The World Health Organization has presented a definition of health as: “Health means the complete well-being of a person physically, mentally, and socially, not the absence of disease or having disability”. Social health refers to the well-being of each individual, being related to how he interacts with other people (Marmot and Wilkinson, 2008:342). In fact, a person is regarded to have social health when he can do his activities and play social roles normally and feel connected to social norms (Fadaee Mehrabani, 2007:8).

Operational definition

In this study, social health was measured by social solidarity, social participation, social cohesion, social acceptance and social self-actualization.

- Work conscience

Conceptual definition

Work conscience is considered as an internal force by which human tends to fulfill more and better work in the best way without any need for external supervision and through self-control and spontaneously. Based on the definition of the Public Culture Council of the country, work conscience is considered as a situation where people in the society having different jobs attempt to do their job accurately and completely by observing the principles of optimization (Mirsepasi, 2006:39).

Operational definition

In this study, work conscience was measured by success orientation, reliability, job attachment, and employee engagement.

Findings

Descriptive statistics of social health

Table (2): Descriptive statistics of social health

mean	Very high		High		Average		Low		Very low		Social health components
	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	
3.15	13.02	50	27.35	105	25.26	97	31/51	12	2.86	11	Social solidarity
3.64	18.23	66	43.23	166	25.78	104	8.34	26	4.42	14	participation
3.23	13.25	51	23.44	90	41.66	160	16.41	63	5.20	20	Social cohesion
3.43	15.63	60	40.62	156	24.74	95	9.38	36	9.63	37	Social acceptance
3.03	10.41	40	27.34	105	30.46	117	16.15	62	15.62	60	Social self-actualization
3.30											Total mean of social health

This table shows that among the parameters of social health, social participation has the highest mean (3.64) and social self-actualization has the lowest mean (3.03). The mean of social solidarity, social cohesion, and social acceptance is 3.15, 3.23, and 3.43, respectively. The total mean of social health is 3.30, indicating that the respondents are a little higher than the average level.

Descriptive statistics of work conscience

Table (3): Descriptive statistics of work conscience

mean	Very high		High		Average		Low		Very low		Social health components
	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	percentage	frequency	
3.06	18.23	34	31.51	88	29.42	138	13.29	100	7.55	16	Success orientation
3.46	23.70	82	28.65	90	32.81	155	8.60	20	6.24	29	Reliability
3.01	20.31	48	28.65	80	32.03	135	14.06	55	4.95	58	Job attachment
3.36	5.21	77	17.96	113	45.31	100	20.57	41	10.94	45	Employee engagement
3.23											Total mean of work conscience

The findings show that among the parameters of work conscience, reliability has the highest mean (3.46) and job attachment has the least mean (2.84). In addition, the general status of work conscience shows that among all of the components, the respondents claimed that work conscience is a little higher than the average level (3.23).

Testing hypotheses

Normal distribution of data

There are some prerequisites for using parametric tests, including the data normality. Kolmogorov-Smirnov single sample test was used for evaluating the normality of the factors.

H0: Data have normal distribution.

H1: Data have no normal distribution.

Table (4): Kolmogorov-Smirnov test for determining the normality of research variables

Work conscience	Social self-actualization	Social acceptance	Social cohesion	Social participation	Social solidarity	variables
384	384	384	384	384	384	number
2.89	2.99	2.54	2.30	1.82	2.41	Kolmogorov-Smirnov values
0.13	0.09	0.06	0.08	0.22	0.14	Significance level

Based on Table 4, it can be concluded that since the values of the significance level of all variables are higher than 0.05, this factor leads to the normality of data distribution and parametric tests can be used for analyzing the research hypotheses.

Testing hypotheses

- There is a relationship between social health and its various dimensions (social solidarity, social participation, social cohesion, social acceptance and social self-actualization) with work conscience.

Pearson correlation coefficient test was used for evaluating the research hypotheses about the relationship between different dimensions of social health (social solidarity, social participation, social cohesion, social acceptance and social self-actualization) with the work conscience of Tehran councilors.

Table (5): Correlation between independent and dependent variables

work conscience of councilors		Parameters	Variable name
Significance level	Correlation coefficient		
0.000	0.32	Social solidarity	Social health
0.002	0.40	Social participation	
0.000	0.30	Social cohesion	
0.001	0.35	Social acceptance	
0.000	0.33	Social self-actualization	
0.000	0.34	Total value of social health	

Findings indicate is a significant positive and direct relationship between all dimensions of social health and its total value with the work conscience of Tehran councilors. Meantime, the relationship between social participation and work conscience of councilors ($p=0.40$) has the highest correlation coefficient and the relationship between social cohesion and work conscience of councilors has the least correlation coefficient ($p=0.30$). In addition, social solidarity ($p=0.32$), social acceptance ($p=0.35$), and social self-actualization ($p=0.33$) have a significant positive correlation with the work conscience of councilors. It can be argued that as the social health ($p=0.33$) and its dimensions among the councilors of Tehran neighborhoods increases, their work conscience will increase. Thus, all of the hypotheses in this study are confirmed.

Structural equation model (Smart PLS)

A structural equation model was used to specify the effect of different dimensions of social health on the work conscience of Tehran councilors. In this study, the structural equation modeling was tested using the structural equation modeling method. The approach in this part is a two-step approach. In other words, after formulating the theoretical model of the study, it is necessary to discuss the estimation of the model and analyze the partial and general indicators of the model for determining if the experimental data support the theoretical model or not. Structural equation modeling by least squares method (PLS), unlike the covariance-based method (software like AMOS, LISREL, and EQS) lacks the fit indices of the chi-square model to evaluate the conformity of the theoretical model with the collected data. It should be noted that this issue depends on the predicting nature of PLS. Thus, the fit indices which were developed along with this approach are related to the model adequacy in predicting the dependent variables such as Communality, Redundancy, or GOF. In fact, such indicators indicate to what extent the reagents can predict their underlying structure for the measurement model and also to what extent and with what quality exogenous variables can predict the endogenous variables of the model for the structural model.

Estimates related to the evaluation indicators of the structural model and the main parameters of this model (the effect of social health variables on the work conscience of councilors) are shown in the following figure and tables:

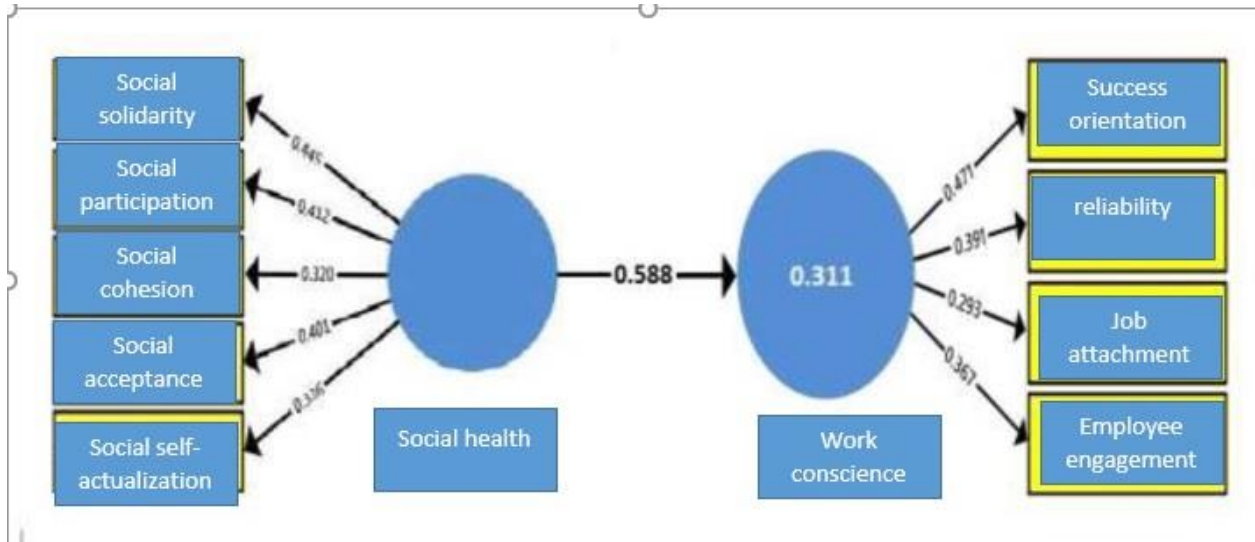


Table (6): Estimating the evaluation indicators of structural equation model

NFI	SRMR	GOF	indicator
0.90	0.082	0.81	value

The evaluation indicators of the structural equation model show that the data support the theoretical model of the study. In other words, the fit of the data to the model is established and indicators show the desirability of the structural equation model.

Table (7): Estimating the effect of social health on the work conscience of councilors'

Significance level	Critical value	Impact factor	Coefficient of determination	Dependent variable	Path	Independent variable
0.001	1/2	0.311	0.588	Work conscience	←	Social health

The estimated values in the above table indicate: 1. Social health explains 0.58 of work conscience. Considering the values related to the effect size related to the coefficient of determination, this value is estimated to be 0.31. In other words, social health in different dimensions can explain the work conscience of councilors. 2. The effect of social health on the work conscience of councilors is statistically significant. Thus, the general hypothesis of the study stating that social health affects work conscience is confirmed. Regarding the rate of impact factor, it can be said that the effect of social health on work conscience is positive, direct and average. In other words, increasing social health at the average level can promote the work conscience of councilors.

Conclusion

As mentioned, social health plays an essential role in ensuring the dynamism and efficiency of any society. Since the significant condition for the growth of any society is the presence of knowledgeable, efficient and conscientious people, thus strengthening the motivation for progress causes the appropriate direction of their behavior, interests, and needs in line with valuable and defined goals. Since social health plays a key role in functions in all individual, family, and social fields, obviously the appropriate and comprehensive planning in ensuring social health seems highly essential. Due to the importance of the relationship between various dimensions of social health and work conscience of councilors in the present study to analyze the relationship between different dimensions of social health (social solidarity, social participation, social cohesion, social acceptance and social self-actualization) were the as independent variables and the work conscience of councilors in Tehran was considered as a dependent variable. Findings indicated a significant positive and direct relationship between all dimensions of social health and its total amount with the work conscience of Tehran councilors. In the meantime, the relationship between social participation and the work conscience of councilors ($p=0.40$) had the highest correlation coefficient and the relationship between social cohesion and the work conscience of

councilors had the lowest correlation coefficient ($p=0.30$). Furthermore, social cohesion ($p=0.32$), social acceptance ($p=0.35$), and social self-actualization ($p=0.33$) with the work conscience of councilors had a significant positive correlation coefficient. Thus, it can be argued that as social health ($p=0.33$) and its dimension increase among the councilors of Tehran neighborhoods, the amount of their work conscience increases too. Therefore, all of the hypotheses in the present study are confirmed.

The findings of the present study on the relationship between social health and work conscience are consistent with the findings of Abbaspour et al (2016), Valikhani et al (2017), and Archana (2017). In their studies, each of the above-mentioned researchers found a relationship between the dimensions of social health and work conscience. In addition, the findings are consistent with the theories of Newton, McKalro, Leser, Codrell and Matson. Each of the above-mentioned thinkers in their theories have mentioned the role of social health or its dimensions in increasing work conscience and believed that social health increase work conscience by increasing trust and participation in society and also by increasing social acceptance and social actualization. Therefore, social health is one of the significant sources of work conscience among people and the amount of work conscience increases with the increase of social capital in different dimensions. In the light of social health, the possibility of collective activity and cooperation is provided between individuals and becomes an effective factor in strengthening the sense of respect for each other's rights and also prevent the beneficial behaviors for their own benefit and for the detriment of the society they live in. Accordingly, social health is regarded as an essential asset for preserving the health of society and the empowerment of civil society and work productivity. Social health increases the willingness of employees in organizations for interacting and cooperating. In addition, it forms a network of voluntary relationships based on trust and cohesion between groups in different dimensions of social life and connects people in the society and prevents their disconnection. Therefore, accountability to others, participation, following the law, and universalism will emerge, each of which promotes work conscience.

References

1. Abbaspour Bora, Ahmad, Zarei Gerami, Hasan and Jahanbakhshi, Ruhollah. (2016). Factors affecting work conscience among the employees of South Pars Gas Complex. Tehran: The Fourth Scientific Conference on New Findings of Management, Entrepreneurship and Education in Iran.
2. Aron, Raymon. (2016). Basic stages of thought in sociology, translated by Muhammad Baqer Parham, Tehran, Scientific and Cultural Publishing Company
3. Fadaee Mehrabani, Mehdi. (2007). Urbanism, media and social health. Journal of Research and Measurement, No. 49
4. Faryar, Akbar. Principles and foundations of industrial sociology. Mashhad: Astan Quds Razavi, Printing and Publishing Institute.
5. Farzaneh, Seifullah, Alizadeh, Somayeh. (2013). Social factors affecting the social health of the elderly in Babol. Quarterly Journal of Socio-Cultural Development Studies, Volume 2, No. 1, summer.
6. Garmaroodi, Gholamreza. (2006). Social health; a survey of students' social skills. Monitoring, Volume 5, No. 2
7. Hatami, Parisa. 2009. Factors affecting students' social health with an emphasis on social networks. Faculty of Social Sciences, Allameh Tabatabai University.
8. Kazemi, Davud. (2010). the role and performance of neighborhood councils in neighborhood-based urban management and providing general strategies for functional improvement based on the new neighborhood management structure. Tehran: The first conference on citizenship and neighborhood management; rights and duties.
9. Kazemian, Gholamreza, Haghshenas Kashani, Farideh, Shadman Far Reza. (2010). the effect of neighborhood council model on citizens' participation with urban management. Urban Management Studies, Volume Two, No. 3

10. Marmot, Michael, Wilkinson, Richard. (2008). Social components of health, translated by Ali Montazeri Tehran: Jihad Publications.
11. Masoumi, Salman. (2010). Neighborhood development in the direction of sustainability of Tehran metropolis. Tehran: Society and Culture Publications
12. Mehdad, Ali. (2016). Industrial and organizational psychology. Tehran: Jangal Publications.
13. Mir Mohammadi, Mohammad. (2018). Ways of governing work conscience and social discipline. Proceedings of the second conference on non-governmental universities - Islamic Azad University, Baft Branch.
14. Mohseni Tabrizi, Ali Reza, Mirzaei, Muhammad. (2004). Evaluating the motivation to work and the factors affecting it. The case of rural youth and women in the villages of East Azerbaijan province. *Sociology of Iran*. Volume 5 – No. 4, winter.
15. Muhammadi, Morad Ali, Asgari, Muhammad Reza. (2017). Work conscience, ways of strengthening and its effects and results in various dimensions. Qarchak: The third international conference on new achievements in management sciences and economics
16. Rastegar, Khadijeh, Seyedan, Fariba. (2015). Relationship between citizenship culture and social health of Tehran citizens. *National Studies*, Year 16, No. 1
17. Rezaian, Ali. (2005). Basics of organizational behavior management, Tehran: Ministry of Culture and Islamic Guidance
18. Ritzer, George. (2005). Theory of sociology in contemporary times. Translated by Mohsen Salasi. Tehran: Scientific Publications
19. Robins, Stephen. (2019). Basics of organizational behavior. Translated by Ali Parsaiyan and Muhammad Araabi. Tehran: Cultural Research Office.
20. Sajjadi, Homeira, and Seyed Jalal Sadr al-Sadat. (2004). Social health indicators. *Scientific-Educational Journal of Information*. No. 207
21. Tavasoli, Gholamabbas. (2004). an analysis of Bourdieu's thought in the controversial social atmosphere and the role of sociology. *Social Science Letter* No. 23.
22. Valikhani, Mashaallah, Saadat, Majid, Zarean, Javad. (2017). the strategy of strengthening work conscience in employees and its relationship with the productivity of the Social Security Organization in Isfahan Province. *New Research in Management and Accounting*, No. 23, spring.
23. Weber, Max. (2019). Protestant ethics and the spirit of capitalism. Translated by Abdolmaboud Ansari. Tehran: SAMT.