The Effect of Media Usage on Intergenerational Devaluation and Convergence in Families in Tehran

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Abstract

The system of social values of any society is the result of the interaction of human beings and different generations with the social environment, which factors affect the reproduction of production and its change and evolution. Media is an essential area of social life that is closely related to fundamental value. In the process of evolution of the value system of generations under the influence of the media, the more frequent the beliefs and attitudes of the two generations are in the context of a society's preferred and desirable values, the higher the convergence of values. Moreover, if there is a change in beliefs and values, there is a divergence from previous values.Aim: In this study, an attempt has been made to examine the relationship between media benefit and deviance and value convergence among young people and middle-aged people.The theoretical foundations used in the research include Max Weber's, Schwarz's theories of value transformation, and Inglehart's theory of value in terms of value and cultural transformation.Method: the presented study has used quantitative approach.Media Users in Tehran are Considered as the Statistical Population and Based on Categorical Sampling, questionnaires distributed in 4 area: North, South, East and West of Tehran. With the use of survey approach, 384 subjects were chosen as the research population. Data were collected through questionnaires. Data analysis was carried out with the use of AMOS and SPSS. Findings: The results of this study showed that there is a significant difference between the variables of gender, job, place of birth and value convergence, While the variables of education and marital status with meaningful convergence have no significant relationship.

Keywords: Media, Cultural divergence, Cultural convergence, Intergenerational.

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1. Introduction

The study of human values is a long and different tradition. The importance of beliefs and ideas of citizens in different areas of social life has been realized by thinkers even in ancient Greece. Cultural divergence and convergence can be studied from two objective and subjective dimensions. In the subjective dimension, divergence has the meaning of conflict in values and attitudes: difference in the norms and observable behavior shows the objective aspect of cultural divergence (Malakpour, 2002). In the present study the subjective dimension and lack of congruence of values has been paid attention to with a look at the importance of generation difference in the contemporary society. This is important because the recent changes in the area of technology, the emergence and development of global virtual networks, the popularity and influence of these media on the beliefs and attitude of youth, prepares the grounds for normative changes, transformation of values and cultural metamorphosis of the new generation. The new generation is affected by virtual production of Western culture, asking for new identity, and is after distancing itself from its cultural backgrounds and the values of their parents: because the values and traditional norms of parents are in conflict with the imported culture. Based on this fact there is a type of conflict and value divergence among parents and their children and the relationship between the two generations in the families has undergone cultural change and divergence.

In such a situation, one of the important issues in family pathology is to change values and identify the impact of the media as one of the factors involved. Although all families are affected by the media regardless of class and in different cities, but in the metropolis of Tehran, while the possibility of using communication and information technology is more, it is much more noticeable.In the metropolitan area, the nuclear family, with its large population unfamiliar with superficial human and non-intimate relationships and the lack of authority on traditional kinship patterns, represents a social institution but the only one that has all its intimate and kinship relationships only within the small family. And it can have its own core. But when in this small family, on the one hand, there is a young generation, alien to their culture and collective identity, and on the other hand, a middle-aged generation with the priority of traditional values, in other words, two types of value system, the

core city of metropolitan cities is certain. They are more prone to damage and collapse than families in small towns. Also, Tehran, as a city that is an example of Iran in terms of population composition, is a good place to conduct a survey study in this field. Therefore, cultural divergence and family conflicts resulting from generational differences in metropolitan cities such as Tehran are expected to be much more noticeable.

Based on this research, with the aim of recognizing the phenomenon of convergence and divergence of socio-cultural values of parents and children in the metropolis of Tehran and identifying the role of communication media as factors involved in the formation of value difference between parents and children. In order to investigate the effect of communication media on generational differences and also to investigate the degree of convergence and divergence of socio-cultural values of parents and children in this world under the influence of mass media, this research answers the following questions using the integrated method:

1.   What are the factors affecting the convergence and divergence of social and cultural values of parents and children? And how and by what mechanism do these factors affect intergenerational values?

2.   How much does each of the factors affect the divergence and convergence of social-cultural values of parents and children?

2. Research Background

Various studies have been conducted on cultural and value changes between generations. Different communicational and cognitive theories clearly emphasize the role of media such as television, press and new communication technologies in the formation of addressees' subjectivity about the environment and also the socialization and sociability of different classes of people in the society. Khaniki and Chalabi also believe that mass media can result in the unification and development through the deepening of religious, national, cultural and historical bounds.

Ahmadi et al. (2014) conducted a study entitled The Effect of Globalization and the Role of the Media in Increasing Family Generation Gap. This research is done using a documentary, library method. The results show that the values

are... In the current era, the globalization of communications and the media has affected the generation gap.

David Raizman considers the change in the communication and communication tools as the reason for change in the societies. He has divided the life span of humanity into three phases. In the final era of humanity he has mentioned the role of media in the change of tradition and causing generation gap.

He believes that the last era is the era of mass communication tools and phenomena such as remote control, worshiping idols, the lordship of objects and identity crisis are among its aspects. This era has used the magical power of mass communication tools and has influenced the mass of people and inductedits own special thinking and social patterns. In this phase the culture is devoured. Media build the people, not among the family members or in solitude, rather among the group of friends and peers. The educational effect of media continues over the life span and media such as TV, radio (and new technologies of communication and information) continuously guide the mass population and give order to their behavior (Dadgaran, 2005, pp. 86-87).

In Raizman's idea although the influence of communication media on life style has been emphasized and their identity change, he has made no reference to the difference of its effect and also the type of media on the two different generations of parents and children. In this theory, people are considered passive and their age is not important. So the norms and values of the foreign culture are swallowed by people. The point is that if media build people as a mass society, so the disconnection and generation difference between parents and children that coexist and both are the consumers of media productions will be not different despite their difference of age.

Different from Raizman, Herbert Marshal McLohan (1911-1979) has a more realistic view and emphasizes the fast impressibility and sociability of youth compared to the older population. He believes that youth are more affected by the imported culture from the communication media "fast technological changes in the area of information and communication and the availability of media such as satellite and internet for the youth has placed them in a different situation than the previous generation". The speed of these changes has affected the life, growth and the puberty of youth and has totally changed the

process of sociability. If in the past the process of sociability was mainly carried out by family, school and some entities that were guided by people from the previous generations such as the father, mother, teacher, and the preacher who had roles in this cultural transition, the mass availability of the new technological tools for the new generation have put them in a new stream of change.So, with the change of the value propositions, the value system of this generation has become different from the previous generation (Arjmandi et.al, 2013, 36). McLohan believes that youth have less resistance toward the media attractions compared to their parents. With the growth of virtual media and their effect of media on the youth, the difference in the attitude and the value of children and their parents will result in a cultural divergence from the cultural heritage.

Ian Robertson has the same idea of McLohan and accepts the global effects of media and believes that in the contemporary era the global addressees of media and present generations are faced with the propagation and show of different media messages and receive messages that can challenge their traditions, cultural and social models and also their generation relations (Robertson, 1993, 220). Instantaneous communication tools results in social changes and events that affect the news and believes are made around fancies and fashions. These tools introduce models, roles, views and life styles that cannot be available in other methods. The youth class of society learns things about his/her future role through mass media propaganda. The changes in norms and social values is rapidly reflected in the mass media and can be easily accepted by people (ibid, 337).

In the idea of Robertson the extensive and challenging effects of media on the sensitive area of culture and life style of youth is important in the global scale. He believes that the nature of culture experience and the values of youth in the whole world are changed under the effect of global media. In this grounds despite mentioning useful points in his theories, important components such as the analysis of value and its dimensions has been marginalized as the dependent variable in the research problem, while considering the analysis of this component as a society will help us understand the difference between generations in the society. In other words, as we realize that the generation gap

is to a great extent the result of value gap, realize that this cultural difference is with a change in the value system. So if we can understand the mechanism in the change of values, we can also understand the generation gap.

Various theories have been proposed about value developments;In the beginning of value analysis it should be noted that values as social phenomenon, have played an important role from the time of the formation of primary societies till now. Max Weber says: the human lives are made from a stream of choice of values that people make a system of values based on them. The nature of value is having a free choice (Aron, 1984, 235). In the value system despite its high flexibility and its symbolic concepts, because of the importance of this symbolic system in the collective lives of people, some indexes have been realized for the analysis of values. In this respect Schwartz have provided a scale for the measurement and analysis of values. In his idea, values are ultra-position goals that are guiding principle in the life of a person or a group and have different importance. Based on the hypothesis of Schwartz, values are the same as goals: he believes that values are based upon three major needs of humans: biological needs, need for social interaction and welfare needs and are formed in ten motivational dimensions. The ten motivational dimensions of values are : 1) self-reliance, 2) motivation, 3) joy seeking, 4) success, 5)power, 6) security, 7) conformity, 8) tradition, 9) benevolence, 10)universalism (Showartz, 2005, 25). These indexes are important basis for the analysis of disconnection and generation difference and cultural divergence and will play an important role in the better understanding of the subject. The importance of the beliefs and ideas of the citizens in different social life territories has been realized by thinkers even in the ancient Greece. Arjmandi et al (2013) had a research under the title of "generation gap and social and cultural factors affecting it among the students of Islamic Azad University at Andimeshk". The results of the study shows that there is a positive and direct relationship between the reference group, the passage of free time and the amount of use of mass communication with the generation gap among the students and their parents. The economic and social situation also affects the amount of generation gap between students and parents. The structure of family and the amount of the use of mass media tools also had a relationship. Tulabi and Kamarbeigi (2013) researched about value difference in the

relations of parents and children. The results of the study shows that there is a deep difference about the economic, political and social values among parents and children and in the scientific and religious values there is a shallow difference and there is no difference in the artistic values. Martin Segallhas studied the intergeneration relations with a micro level view. He uses the studies of other researchers and arguments that children disagree with their parents on small and unimportant subjects but they have the same view about more important problems. Jacubsonet.al (2002, quoted by BabaeiFard and Ruhi, 2016, 44) in their study under the title of studying the complex generation reached the conclusion that with an increase in the education level of children, the intergeneration gap widens.

Ronald Engelhardt's theory of value divides values into two categories: material values and transnational values; It is considered natural or natural, and its value is considered to be the value of the gift, and it is the cognitive and self-realization of all social needs and self-flourishing and its corresponding values. Called transnational values. (Maleki, 1996, 17 and 18) He researched more than 65 countries, cultural developments and changes in the world and cultural differences in the main trends of people in different societies and the change of generations during the cultural change has been reviewed. In his extensive studies, Inglehart shows that the transformation of values among the new generation is a testament to the cultural transformation that has taken place over the previous generation. In this evolution, the quality of life and individual expression are more prominent than social, moral, and political norms. Moreover, it has had a religious past. He sees the development of mass media as one of the factors in transforming intergenerational values (Engelhardt, 2000).

Summarizing the results of the mentioned researches shows that the values and beliefs of generations are evolving under the influence of various factors. On the other hand, communication media, as one of these factors has features that cause changes in mental structure. Given the research gap on the impact on divergence and value convergence between generations, and the importance of paying attention to cultural issues in metropolitan areas, the innovation of the above research is in the study of this case. Also, the degree of differentiation or

similarity in the value of generations of their value priorities is identified with components. Of course, if the motivational dimensions of values were examined according to the geographical and cultural requirements of our country, we can expect more different principles and results.

3. Research Method

Based on Saunders (2009), all the elements of the Research presented in Research Onion in Figure 1:
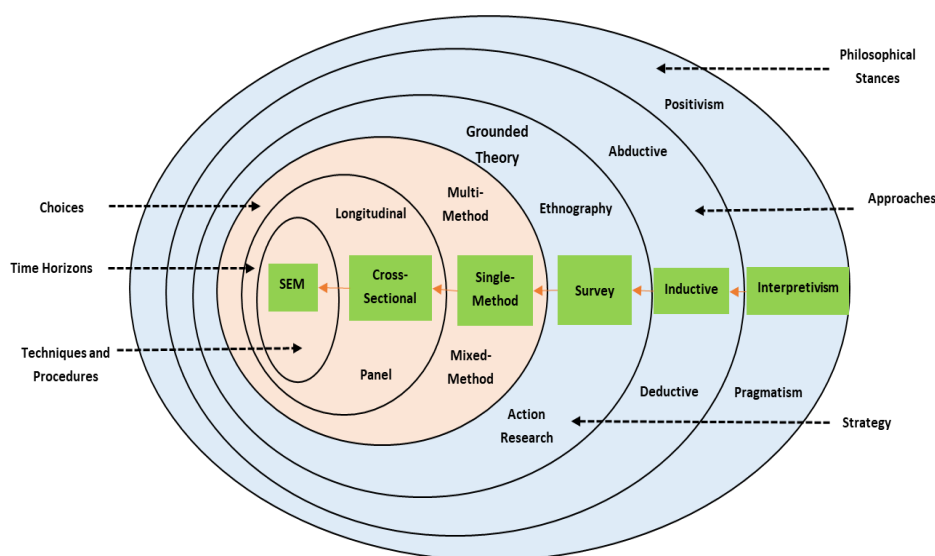

Figure 1. Research Onion

The present study is practical viewing its aims and is descriptive-correlation and has been carried out in Tehran. The sample population of this survey study was calculated by putting the sample volume in the Cochran formula and 384 were chosen as the sample population. In this study the stratified sampling was done in different phases and sampling took place from the rural areas, rural blocks and rural households.

For Data collection,questionnaire was used. Media Users in Tehran are Considered as the Statistical Population and Based on Categorical Sampling,

questionnaires distributed in 4 area: North, South, East and West of Tehran. With the use of statistical methods of AMOS and SPSS data analysis was carried out with the descriptive and inferential test and finally the research question was answered. Validity of variables measured by convergent validity and discriminant validity, also reliability of the study measured by construct reliability in AMOS.

Before running Confirmatory Factor Analysis, normality distribution of variables has to be assessed.For that, Kolmogorov-smirnov isused. If the significance is higher than 0.05, normality is confirmed. In table1, results are presented:

Table1. Normality test

Variables	Test Statistic	Sig	Result
Tradition	1.211	0.088	Normality Confirmed
Conformity	0.654	0.184	Normality Confirmed
Self-reliance	0.981	0.103	Normality Confirmed
Power	1.167	0.092	Normality Confirmed
Joy seeking	0.322	0.213	Normality Confirmed
motivation	0.154	0.354	Normality Confirmed
Security	0.225	0.272	Normality Confirmed
success	0.473	0.211	Normality Confirmed
Universalism	0.631	0.201	Normality Confirmed
Benevolence	0.811	0.115	Normality Confirmed

In this study a questionnaire was used for data collection and confirmatory factor analysis was used for the validity of the whole structure of the questionnaire. If factor load is under 0.3 the relationship was considered weak and it will be excluded. Factor load between 0.3 to 0.6 is acceptable and if bigger than 0.6 it is very good.

Confirmatory factor analysis of the scale evaluating social values is provided in diagram 2. The standard factor load of the confirmatory factor analysis for the measurement of strength for each factor (hidden variable) with the observable variables in all of the items was bigger than 0.3. So the factor structure of the social values questionnaire is approved.
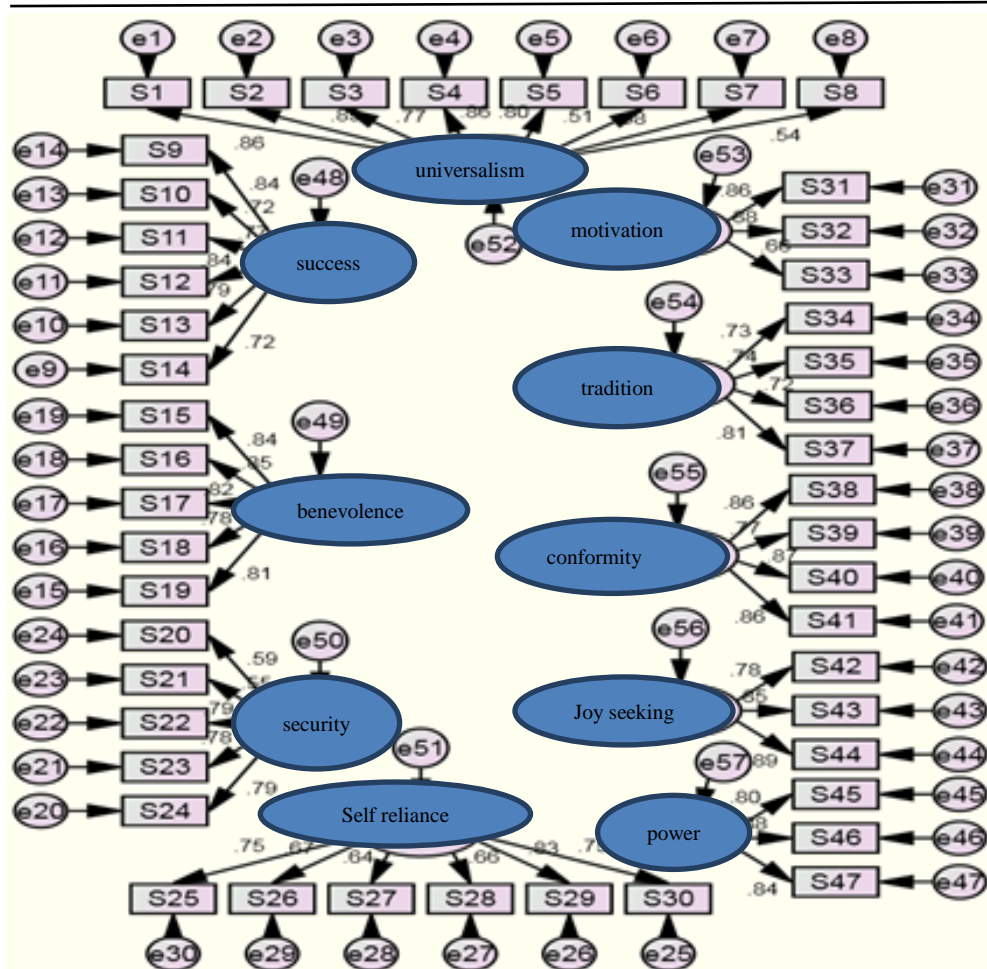
Figure 2: the standard factor load of the factor analysis of social values scale

For measuring convergent validity, Average Variance Extracted (AVE) is used. This index has to be higher than 0.5 to confirm convergent validity. For measuring reliability, Cronbach's Alpha and Construct reliability (C.R) is used and they have to be higher than 0.7.in table 2 the results of convergent validity and reliability is presented:

Table 2. Convergent Validity and Reliability

Variables	AVE	C.R	Cronbach's Alpha
Tradition	0.567	0.792	0.716
Conformity	0.672	0.765	0.701
Self-reliance	0.541	0.812	0.755
Power	0.712	0.864	0.808
Joy seeking	0.518	0.775	0.706
motivation	0.566	0.896	0.824
Security	0.533	0.798	0.721
success	0.601	0.816	0.760
Universalism	0.625	0.823	0.765
Benevolence	0.564	0.911	867

Based on Table 2, convergent validity and reliability of variables are confirmed.

For measuring discriminant validity, Fornell-Larcker procedure is used. Based on this procedure, a matrix is created that in the main diameter of that, thesquare root of AVE's placed and in other cells, the correlation between variables. If the value of the square root of AVE's are higher than the all values in its row and column, then discriminant validity is confirmed. In table 3, the matrix of Fornell-Larcker is presented:

Table 3. Fornell-Larcker Matrix

	Tradition	Conformity	Self-reliance	Power	Joy seeking	motivation	Security	success	Universalism	Benevolence
Tradition	0.752									
Conformity	0.713	0.819								
Self-reliance	0.325	0.432	0.735							
Power	0.314	0.641	0.726	0.843						
Joy seeking	0.687	0.378	0.717	0.544	0.719					
motivation	0.556	0.557	0.673	0.467	0.624	0.752				
Security	0.447	0.691	0.596	0.477	0.566	0.713	0.730			
success	0.369	0.488	0.488	0.645	0.633	0.641	0.672	0.775		
Universalism	0.658	0.617	0.671	0.716	0.571	0.559	0.722	0.731	0.790	
Benevolence	0.587	0.701	0.359	0.688	0.512	0.681	0.576	0.349	0.622	0.750

Based on Table 3, discriminant validity is confirmed.

In the relationship of confirmatory factor analysis of the measurement scale of communication media based on Figure 3, the standard factor load of the confirmatory factor analysis for the evaluation of the strength between each factor (hidden variable) with the observable variables is bigger than 0.3 in all of the items. So the factor structure of the communication media questionnaire is confirmed.
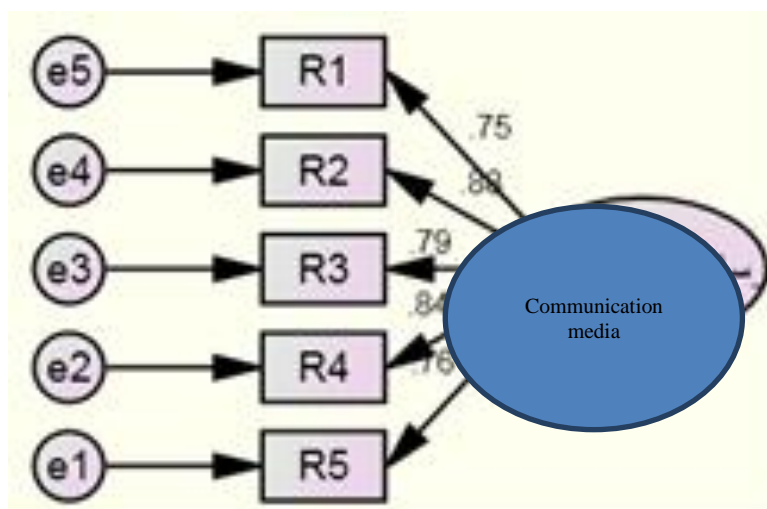

Figure 3. The standard factor load of the factor analysis for the measurement scale of communication media

4. Reliability of the questionnaire

In this study Chornbach's alpha was used for the test of reliability. In this method the components or parts of the test are tested for their reliability. When this coefficient is bigger than 0.7 the test has an acceptable reliability.

Table 4.Chronbach's alpha for the reliability test of the questionnaire

Chrobach's alpha for the reliability test of scales	Alpha coefficient	Number of items
Social values	0.937	47
Communication media	0.899	5

5. Findings

How much is the effect of each of the factors affecting the divergence and convergence of social and cultural values of parents and children?

Table 5. the effect of each of the factors affecting social values

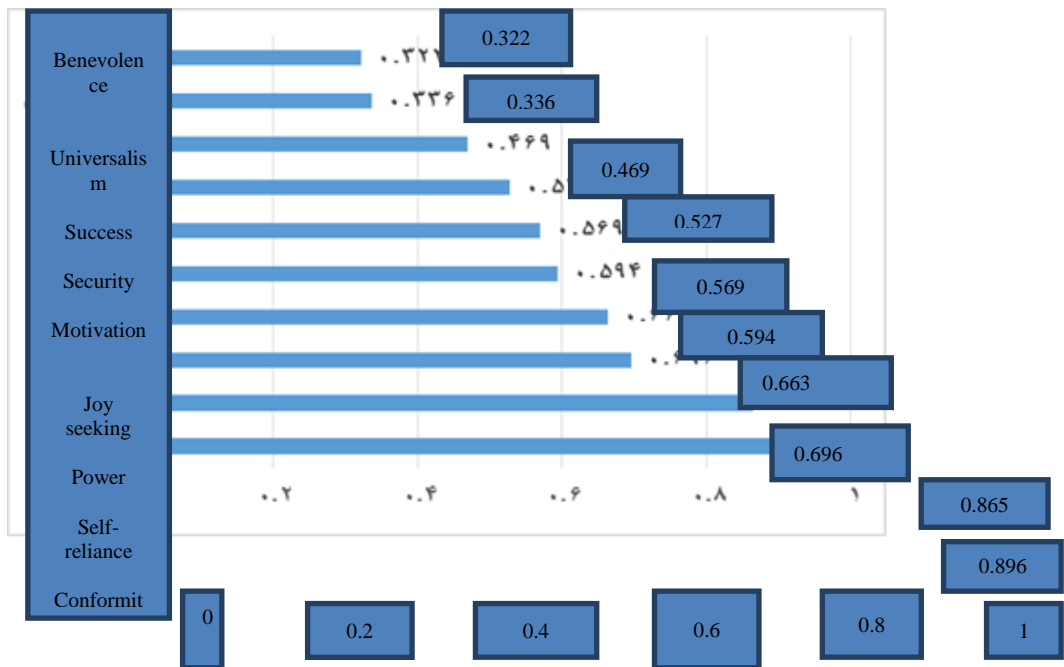| components	Level of effect	rank
Tradition	0.896	1
Conformity	0.865	2
Self-reliance	0.696	3
Power	0.663	4
Joy seeking	0.594	5
motivation	0.569	6
Security	0.527	7
success	0.469	8
Universalism	0.336	9
Benevolence	0.322	10

Figure 4. The effect of each of the factors affecting social values

Based on table 2 tradition has the biggest effect with 89.6 percent and then the other components (conformity, self-reliance, power, joy seeking, motivation, security, success, universalism, benevolence) follow it.

The third question of the study:how much is the effect of the use of communication media on the convergence and divergence of social values and parental culture?
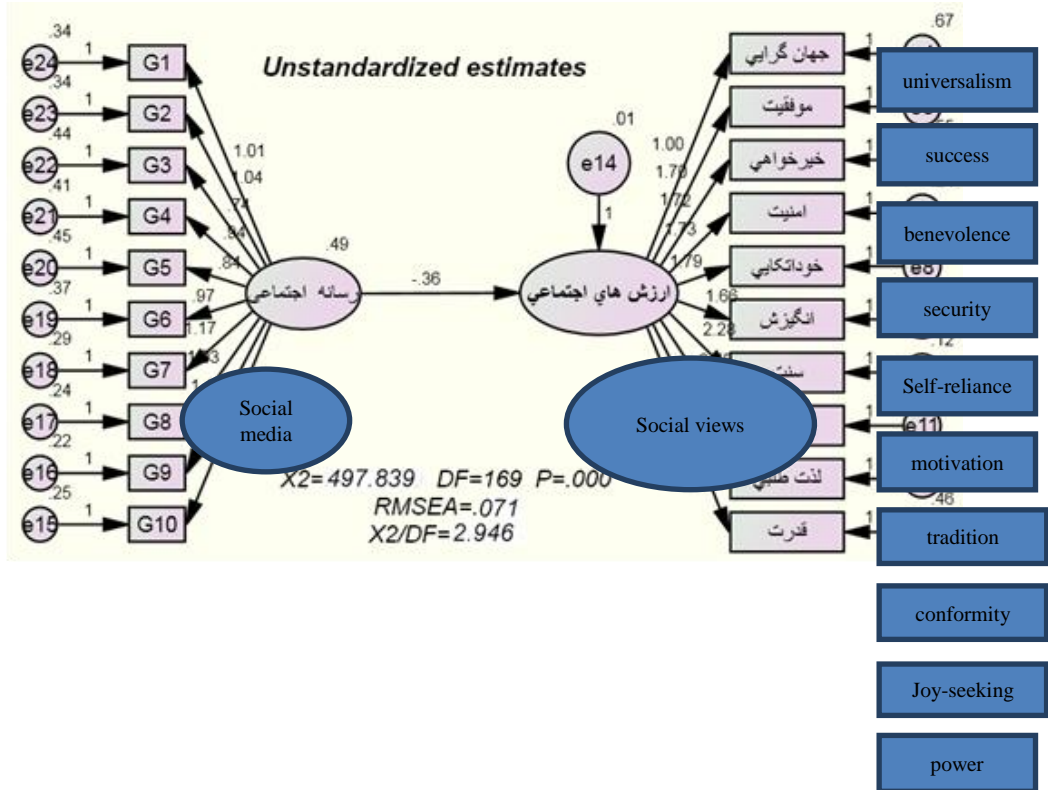

Figure 5. The unstandardized item of the results for the confirmation of the model of the effect of the amount of use of communication media for social values
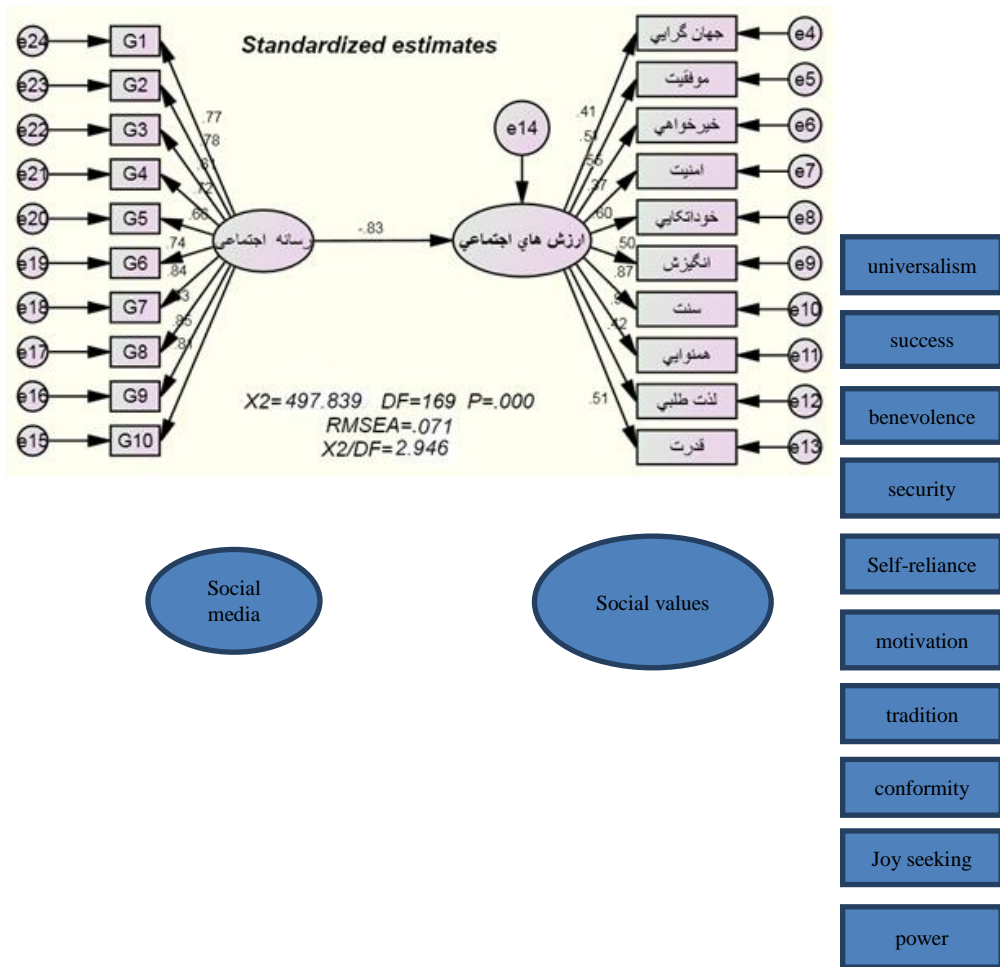
Figure 6. Standardized estimates for the results of confirming the effect of the use of communication media on social values

Table 6. The estimates of the structural model for the effect of the use of communication media on social values

Path	Unstandardized estimate	Standard error	Crisis ratio	Standard coefficient	Sig. level
The amount of use of communication media on social values	-0.358	0.059	-6.029	-0.830	0.0001

Based on the results of table 3 the significance level is 0.0001 and is less than 0.05. Since the coefficient of this effect is estimated at 0.83 percent and it

is negative it can be said that the amount of use of communication media has a negative effect on divergence and convergence of social and cultural values of parents.

6. Conclusion

In the current era, there have been many changes in the cultural and social spheres; The introduction of Western values with a modern and powerful carrier called communication and virtual media has led to a change in attitudes and values in families and the formation of issues called generational differences and cultural divergence between parents and children. It has become a nuclear family with urban living conditions in the metropolis of Tehran. The necessity of these issues requires that with proper and expert planning, the harms of this divergence can be reduced. The media is not the only factor influencing the change and convergence and divergence of values, and it is not possible to claim a cause-and-effect relationship between them, but this study aims to examine the degree of change and the influence of intergenerational values on the media. Based on these two approaches, this research has studied the effect of communication media on cultural divergence and convergence in the socio-cultural values of parents and children. In this part of the research, the results of this research and related suggestions have been compiled. Moreover, it turned out that given that the foundation of people's beliefs and behaviours is built on values, the media have created a value system different from the traditional value system by encouraging people to accept new lifestyles have caused value divergence between parents and children. In order to confirm this claim, the results also showed that tradition is a component that is more affected by this value divergence than other components. The critical point is to have a reciprocal relationship to prevent gaps or gaps between the two generations of parents and children and to create a convergence between the standard components between the two generations. In line with the results of this study, it is suggested that because the media promotes modern values by challenging traditional values, it is possible to provide programs in the national media with a focus on the pathology of new ideas. Showed. The increasing use of television as a national media in the implementation of dialogue and debate programs between the two generations

of parents and children can be beneficial in this regard. The impact of other socialization institutions such as schools, media and virtual social networks and peers should be studied and researched separately. The need to analyze the content of textbooks and emphasize them on each of the values, as well as to examine the direct or indirect impact of this emphasis on future work. Also, considering the general popularity of young people towards using satellite as one of the media, it is suggested that the national media try to create content that suits the needs and interests of young people through strategic research. Using a virtual social network is also a useful tool for using and familiarizing the previous generation and aligning their attitudes with the next generation. Therefore, it is necessary to prioritize the needs of the new generation by surveying the media, in order to respond to them, to adapt to intergenerational insights and to reduce the gap between parents and children. Based on the findings of the study and in line with the theory of Schwartz the components of universalism, motivation, success, tradition, conformity, joy seeking, power, self-reliance, security, benevolence are among the factors affecting the divergence and convergence of social and cultural values of parents and children. The results of this study show that tradition with the affectivity of 0.896, conformity 0.865, self-reliance 0.696, joy seeking 0.594 and universalism 0.336 had the highest to lowest amount of effect on convergence and divergence of social and cultural values of parents and children. The amount of use of communication media had negative effect on convergence and divergence of social and cultural values of parents and children. The results of this study are in line with the study of Misaghi et.al. (2018), Osaini, Kayodi and Adidji (2018), Nikon and Operi (2018), Arjmandi et.al (2013), Sohrabzadeh and Sadat Javadi (2016), Rahimi and HazratiSome (2015), Pishevar and Olfati (2006). Also the findings of this part are in line with the theories of Ian Robertson, McLohan and David Raizman shows the effect of media in the current changes and communication media are much effective in the values, attitudes and generally the norms of the new generation.

Based on the results of this study it is suggested that:

-    More use of national TV programs and argument among two generations of parents and children can be effective. The effect of other

sociability entities such as school, media and virtual social networks and peers can be studied separately. Necessity to analyze the contents of text books and their emphasis on each of the values and also studying the direct or indirect effect can be studied in other researches. The present study has dealt with the factors affecting the divergence and convergence of social and cultural values of parents and children. Considering the research question and the methods used the researcher have faced the following limitations:

- Lack of availability of experts and their lack of cooperation have been among the most important limitations of this study.

- The problem of limitation of availability of new academic resources for the Phd students.

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