

Network Connection of Lifestyle with the Concepts of Cultural Capital, Social Participation

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Abstract: Foresight, interconnectedness, the breadth and variety of role conflict, and social difference seem to be characteristics of the new society. Lifestyle was also a popular topic in the second part of the twentieth century, with sociologists taking it seriously. The importance of the influence of network ties on social involvement, the effect of network relations on cultural capital, and the effect of cultural capital on participation is shown by the findings of this research. The impact of social and network interactions on one's lifestyle. In addition, the levels of Cronbach's alpha coefficients and combined reliability of the variables are suitable for all study structures, according to the findings of Cronbach's alpha coefficient and combined reliability of the variables. The current study's statistical population comprises all women in Tehran who will be residents in 2020. A questionnaire was used to gather data for this study. The Cochran method was used to determine the sample size, which included 360 women from Tehran's 1st and 19th districts. The influence of network ties on social participation, cultural capital, and lifestyle, as well as the effect of cultural capital and social participation factors on lifestyle, has been proven, according to the findings of the research using Smart PLS software.

Keywords: lifestyle, cultural capital, social participation.

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Introduction

"Lifestyle, in its modern definition, is a social phenomenon that has emerged in recent years. Giddens also considers lifestyle to be acts that have been ingrained in one's daily routine. In terms of lifestyle, it is possible to say that the reflection of individual identity is a behavior of its traits, which is first and foremost a narrative of itself and secondly, selected." (Shafiee, 2012: 137-136)).

"One of the fundamental notions examined by civil societies today is participation, which is heavily reliant on the concept of trust. Individuals' levels of social involvement and membership in participatory networks, according to Putnam, are successful in developing social capital. "At the same time, social trust grows." (Rahmani and colleagues, 2012, p. 7) "On the other hand, social involvement is a notion impacted by cultural capital and has an impact on one's lifestyle." Participation, which is one of the most important notions in today's civil society, is heavily reliant on the concept of trust. Putnam argues that an individual's degree of social involvement and membership in participatory networks are successful in building social capital, which rises with the same amount of social trust by raising social capital. (Rezaei et al., p. 11 in Rezaei et al., 2015.) "Relationships are the most important problem from a network viewpoint, and interacting networks are the building blocks of civilization." As a network, social construction is made up of "network members" and "links" that connect people, agents, and organizations. Individuals, groups, institutions, legal entities or organizations, and so on

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may all be members of a network. (Wellman, 1988). "The focus on a broad variety of micro and macro structures is one of the trademarks of network theory. Actors may be individuals, but organizations, guilds, and society can also be considered actors in this context." (Noghani Dokht et al., 2014).

The phrase (lifestyle) is wrong for groups that necessarily live in a specific manner owing to the restrictions forced on them, since it emphasizes the necessity for selection in the idea of lifestyle. It leads to a lifestyle by reducing the amount of choice that is dependent on things such as consistency, rules, budgetary restraints, and so on. (p. 28 in Ulfat et al., 2012) "The importance of cultural lifestyle in the analysis of reading is that many people spend part of their free time studying in society, and as a result, they shape cultural behaviors and practices, as well as various preferences and tastes, which can be described as a style of consuming information resources that will naturally affect the formation of those resources and various factors" (Asareh et al. 2016-111)

Analysis of the combination of capital types to explain consumption patterns in Bourdieu's primary theories of consumption society and lifestyle analysis, investigating the concept of class distinction via consumption patterns, classes, preferences, and cultural consumption, the emphasis is on agency and structure. In literary creation, the dialectical attitude between agency and objective structure (context) as well as agency (mental structure) is successful (ibid.). As a result, each person's abilities, talents, worldview, and intellectual and behavioral insights are defined in relation to the available facilities, economic and social base, and individual and social constraints, and each person's abilities, talents, worldview, and intellectual and behavioral insights are defined in relation to his or her own abilities, talents, worldview, and intellectual and behavioral insights. He picks his own and his family's viewpoints. Individuals' attitudes, values, and worldview are reflected in their lifestyle, which includes patterns of social relationships, leisure activities, shopping patterns, cultural consumption, body management practices, family behaviors, home decoration, and fashion. It also reflects the specific narrative that he has chosen for his personal identity, and he is cohesive in front of others. Analyzing the objective pattern of ties that bind members of society together is the greatest technique to examine social structure. The focus on a broad variety of micro and macro structures is one of the trademarks of network theory. Guilds and societies may also be thought of as actors. (Noghani Dokht et al., 2014) As a result, "although lifestyle is anchored in personal identity and lifestyle, the ultimate conduct of the individual cannot be independent of the environment owing to interactions, interpersonal connections, and social ties." It relates with the sort of cultural choosing and consumption at the individual level, such as spending leisure time, listening to music, and so on (Fathi et al., 2017, p. 223).

Changes in people's lives are related to essential and sensitive problems including consumerism, personal and societal identity, and the realization of discernment and choice, which necessitates this study. As a result, the goal of this research is to determine the network interaction between lifestyle and the ideas of cultural capital and social involvement.

Research purposes:

- 1- Determining how cultural capital affects social participation.
- 2- Determining how cultural capital affects lifestyle.
- 3- Determining how network relationships affect lifestyle.

Research history:

Many studies and investigations have been conducted in order to identify lifestyle components and indicators, some of which will be discussed in this part.

Mehraban (2019) acknowledges that media have an irreplaceable, irrefutable, and broad function in human civilizations in his paper, typology of lifestyle with a focus on the role of media among women in Shiraz and in his study. He exploited the effect of diverse media, such as national media networks, satellite networks, virtual networks, and the Internet, to investigate varied lifestyles.

In his article, the relationship between the use of virtual social networks and lifestyle changes, Forghani (2017) concluded that the components of lifestyle such as changes in clothing taste, changes in diet, changes in self-decoration, changes in the choice of home decoration and furniture, changes in shopping style, changes in leisure and entertainment methods, and changes in interactions and face-to-face communication with users are all linked to the use of virtual social networks. These networks also

accelerate the rate of change in each of the lifestyle components. Users' interactions and face-to-face conversations have been curtailed to some degree as a result of their usage of mobile social networks.

Kargar (2017) employed the multi-stage random sample approach in the article (Sociological explanation of the link between lifestyle and social satisfaction) used in the survey and with the statistical population of students in Jahrom, which is 400 persons. A questionnaire with four scores of sports lifestyle happiness, consumerism, and body management was used in the study. Regarding body management's credibility, the term "content validity" was employed. For dependability, the Cronbach's alpha technique was utilized.

The survey technique was used by Molavizadeh (2017) in the article (lifestyle and cultural consumption) with the goal of determining the link between Gorgan inhabitants' lifestyle (Iranian-Islamic) and cultural consumption based on sociological theories. The participants were chosen using a systematic random selection procedure and responses to study questions. The research tool is a questionnaire created by the researcher and verified using Cronbach's alpha coefficient to validate information of a formal kind. One of the most significant experimental results of this study is the creation of a clear picture of how and why cultural consumption, in all of its dimensions and components, is seen as a kind of individual activity. The decision was made freely and in accordance with the individual's traits, as well as the social and structural settings, particularly the lifestyle.

Mohammadi (2016) used survey research method and document collection tools and questionnaires in the article (Study of the relationship between media and students' lifestyle) of Gorgan Azad University, and used formal validation technique to recognize the tool's validity and Cronbach's alpha coefficient technique to identify the tool's reliability. This research had a sample size of 310 students, and the cluster sampling approach was utilized to choose individuals depending on their gender. The Chi-square approach and the F test were employed to analyze the data. A traditional lifestyle is followed by 22%, a contemporary lifestyle by 30%, and a blended lifestyle by 46%. Radio media items had the largest usage, with an average of 25 minutes each night. The day's and total consumption were both 23.3 out of 5, confirming two possibilities.

In the essay by Ismaili (2015), (Study of the sociological impact of subsidy and cultural capital variables on the lifestyle of teachers heads of households in Amol city). The survey approach was used, with a sample size of 350 teachers aged 30 to 55 years old who are the heads of households in Amol city. The sample approach was a simple random categorization based on two gender classifications and the location of the instructors. The stepwise technique was used to achieve the multivariate regression test. Gender, residence, subsidies, and social capital were shown to have an impact on lifestyle behavior. That is, these variables are linked to the quantity of changes in the lifestyle's behavioral dimension, and the impact of other variables is unknown.

The goal of this research, according to Adlipour (2014) in his essay (The link between media consumption and social identity and contemporary lifestyle), is to investigate the relationship between the usage of domestic and international mass media and young people's social identity and modern lifestyle. This study was conducted in Tabriz utilizing a survey approach and a researcher-created questionnaire with a sample size of 400 men and women aged 15 to 30 years. Men have lived a more contemporary lifestyle than women, according to the findings. In this sense, it can be claimed that since women's identities and, as a result, lifestyles have been successful, the stronger women's national identities have been, while religious and familial identities have become less relevant. They are more open to a new way of life. Also, domestic media consumption has a substantial association only with the propensity to accept a new lifestyle among women, and the tendency to a new lifestyle among women has a significant relationship, but the tendency to a new lifestyle among males has not.

The theoretical framework of research:

Lifestyle is impacted by aspects such as values and attitudes, religion and social circumstances, and the cultural capital of people is one of the key variables impacting their lifestyle, according to social science theorists. It is also claimed that "social engagement," defined as a high degree of participation, collaboration, and generosity among individuals, generates a feeling of fulfillment and good energy toward oneself and others, hence increasing society's vitality and happiness. Win ' (Pear et al., 2015: 144). "One of the elements determining lifestyle is an individual's degree of social involvement and membership in participatory networks, which, despite adherence to personal choices, has a collective character, is immensely symbolic, and reflects processes and natures such as individuality." Is there a

difference between identification and social personality? (Rezaei et al., 2017: 11). One of the primary features of Buderyar theory of attention to fantasies and surreal objects is a group that advocates consumerism as one of the constituent characteristics of the postmodern age. He adds, "Today, reality is an intense reality." Other consumables are no longer created on the basis of genuine need, but rather, as consumerism grows, items seek a new semantic network that is significant according to signals, the rule of fashion, and particularly show. Signs, according to this theory, create a new or fictitious civilization. (Rishhari et al. 2019: 7-8) A system based on the mechanism of autonomy (differential relations) focuses on uncovering the underlying structures of human life regardless of the subject's authority, emphasizing the importance of paying attention to social groups' linguistic systems in terms of gender, racial, and ethnic diversity. A conceptual framework shaping the main and general structure of his works is a conceptual framework explaining the structures of social relations based on the mechanism of relations, differences hidden in each group's language system, and the way of differentiation and social differentiation affected by the language system (Buderyar, 2019, 1996, 1997). In reality, these interpersonal virtual communications in the form of social networking are built on public involvement, and among the most well-known activities of these spaces are mass and interpersonal communication, developing virtual communities, informing, and sharing information and ideas. Sharing, organizing, friendship, trust, citation and generalization, being multimodal, merciless criticism, following and being followed, republishing, collective knowledge, democratic structure, the power of social capital are some of the features of social networks. It's about social mobility, initiative, and imagination" (Forghani et al., 2017, p. 262).

Its two purposes may also be stated in Georg Simmel's theory, with a focus on fashion and dignity symbols: On the one hand, it is an expression of one's desire to stand out and show one's uniqueness, but on the other hand, contemporary society's materialism accentuates the category of fashion. According to Simmel, "one of the ways that individuals strive to establish their identity in connection to mass society is via lifestyle" (Allah Dadi, 2017, p. 19). Lifestyle, according to Simmel, "is one of the shapes (forms) that a person (or members of a society) might take in terms of their own inner motives (taste) and by attempting to balance their mental personality with their objective and human surroundings" (their) He integrated contemporary culture with consumption theory around the notion of "city" and the effects of urbanization as a sociologist. By breaking free from society's chains, he believes. Traditional antagonism exists, but the individual is also subjected to the structural forces of the new society, and a certain style of consuming the symbols of dignity is one method for people to deal with life's difficulties. "They regain their uniqueness" (Kalantari, 2013, p. 158). Lifestyle, according to Pierre Bourdieu, is a systematic activity that originates from a person's taste and has a more objective and external component, while also symbolically identifying the individual and distinguishing between various social groups. "A lifestyle is an asset that occupants of various circumstances use to distinguish themselves from others, whether intentionally or unintentionally" (Ulfat et al., 2012, p. 20). This idea comprises the person's categorized behaviors in areas such as the division of hours of the day, the kind of leisure and sports, social techniques, etiquette of speaking, and strolling, all of which are embodied and embodied in individual preferences. (2015: 33, Poyafar). "He uses differentiation theory to illustrate the influence of cultural capital on individual consumption, activity, and cultural lifestyle." More cultural capital equates to greater cognitive abilities" (Niazi, 2 : 2018-3).

According to Anthony Giddens, lifestyle is a policy that is linked to a debate about how we should live in a world where what is set by nature or tradition is now the topic of human decision-making." (Ulfat et al., 2012, pp. 19-20.) Giddens also views the formation of lifestyles as a result of rethinking in the modern world, since having a lifestyle involves individuals to pick from a number of options, which was not particularly prevalent in pre-modern eras and traditional societies. A person establishes his own identity and exposes it to the eyes of others by selecting his own style, and he satisfies the necessities of his life by doing so." (Bayangani and colleagues, 2013: 70) Giddens believed that in modernity, variety and choice came before the creation of lifestyles. In fact, he believes that changes in intimate parts of personal life are inextricably linked to the formation of far larger societal relationships" (Naibi, 2013: 138). It makes sense, according to Max Weber, to define "lifestyle" in terms of class and status group since some lifestyles legitimate social boundaries." In an essay, Weber states, "It is merely one of the causes of economic ethics, and of course, this component is impacted by

other economic and political forces operating within certain geographical, political, social, and national borders." In addition, according to Weber, "Because lifestyle plays the most essential role in determining chances for respect, it becomes a tool in Weber-type analysis when combined with consumption habits. Honor, prestige, and social position may be acknowledged and embraced, and one can restrict one's wishes, wants, and cravings to a realistic and practical level (Jabaran, 2016: 87)." (Mohseni Tabrizi et al., 2014: 97).

Relation of lifestyle with other concepts

When categorizing traditional and contemporary lives, it's important to remember that traditional lifestyles highlight features from the past, such as methods of spending leisure time, habits, and social relationships, which are founded on traditional society's patterns. In other words, people's activities in the traditional lifestyle are shaped by temperament, habits, norms, and philosophy. Traditional lifestyle is therefore a collection of daily actions, preferences, and attitudes that are founded on the norms and rules of customary conduct that are anchored in the past and society's indigenous culture. The contemporary lifestyle, on the other hand, entails the incorporation of modern characteristics into many facets of one's life. The presence of features of the contemporary world in people's lives is referred to as modern lifestyle. This implies that in their everyday lives, individuals imitate the behavior patterns of contemporary metropolises.

1- Lifestyle and modernism

"Some researchers believe that modernism is responsible for the variety of lifestyles because it liberates individuals from the restrictions imposed by tradition" (and in addition to being limited and not much different from each other). The rapidity with which things change and the variety with which they do so. In postmodernism, the alternatives are even larger than in modernism, where a set of philosophers believe that lives follow Maslow's pyramid of requirements in certain ways, and that lifestyles in less developed cultures are more related to economic demands and developing. Contextualization Experts emphasize that the intertwined context of the four social discourses increases the tendency to include spiritual and cultural needs, and the focus of the pyramid of needs shifts to higher level needs, while experts emphasize that the diversity of lifestyles with the intertwined context of the four social discourses increases the tendency to include spiritual and cultural needs. "Economic, political, cultural, and religious discourses are also significant." Fewer lifestyles are developed and sustained in a society where these four discourses are more firmly connected and have more interconnections." (Afzadi et al., 2012: 30)

The effect of Western civilization on Muslims' and Iranian society's lifestyles has been so pervasive that it has established a fairly solid pattern and everyday habit. "The growth of urbanization and industry, as well as the increased usage of online phenomena, globalization, and imported Western humanities, has transformed Iranians' attitudes toward Western models and created changes in Iranian society and agents' lifestyles." Because Islam has a defined plan and way of life, one of the criteria for the growth and civilization of Islam is the reform of the general public's lifestyle, particularly among agents. Insights (perceptions and beliefs) and tendencies (values, inclinations, and preferences) that are mental concerns or internal actions, as well as exterior behaviors and events, are used to move society and human beings to progress and perfection for everlasting life. By using the notion of lifestyle and meditating on it, one may get a genuine understanding of current and evolving orientations and patterns, as well as the norms buried in the thoughts, attitudes, and actions of society's citizens. (Khosravani, 2017: 36) may be discovered" by looking at the people's diverse traditions. Many habits are influenced by the Western way of life, as shown by countries. Following Western culture in lowering time expenses via gadgets such as autos, in terms of clothing, food, health, and science. Dishwasher. Laundry, high-end refrigerators, and so forth. The Iranian lifestyle has changed as a result of the changes in work style and all of these difficulties. 121) (Annanpour Khairabadi, 2012). Of course, our perception of life influences our social conduct and lifestyle. Every life goal we establish for ourselves is automatically presented to us in the context of a lifestyle. There is just one central theme, and that is faith. Progress in these sectors is impossible without faith, and those who want to impose ways of life, lifestyles with identities, must be firmly emulated in order to construct this component of the new Islamic civilization. A society's values and culture are intertwined and

reciprocal. As a result, a society's lifestyle influences its culture, and a culture's lifestyle influences its society. The West has long exploited the aspect of promoting Western lifestyles and modernism as a primary method for dominating and colonizing other nations, particularly the Islamic world. (Ansari, 2018: 37-38)

Artists and intellectuals have a societal propensity to embrace their large-scale impressions of life, i.e., the same aesthetic vision even when it questions and rejects it, as well as to use education to assess the worth of cultural and intellectual assets in general. People must figure out how to utilize and experience them. Second, they proclaim the supremacy of their own subculture, which reflects their own lifestyle. Others adapt to the (unconventional) trends and styles that they represent in a similar manner. As a result, they use Jundi's delicate tactics to communicate aesthetic inclinations and sensitivities, as well as the notion (artist as hero) and value (light life) to a larger audience. As a consequence, they have played an essential role in introducing new trends and preferences to the general public as cultural mediators. (Moghadamfar, 2018: 121)

2- Lifestyle with Islamic approach

"The purpose and philosophy of Islamic life, not the meaning and philosophy of material and secular existence, guide an Islamic lifestyle. The deteriorated house, as well as today's idea of lifestyle, are linked to secular governments' industrial successes and lifestyles, as well as their adaption to certain personality types or cultural groupings. Businesses might generate potential lifestyle photographs. These pictures instill a desire to live a specific way of life, and individuals are willing to supply the instruments required to do so" (Khatibi et al., 2013: 24) "In this mindset, human existence is possible. It is a world and afterlife existence, in the sense that it has the world and the afterlife together and side by side; one is complimentary to the other, and the other is the hypothesis of the other. To become a mystic and rise to positions of power. These days, fake mystics claim to be at war with the world, so they stop working and produce the purgatory eye, and the world finds meaning. We are neither the Holy Prophet nor the one who departs for the Hereafter. This organization contains directions in all areas of life, including the material, personal, social, political, and economic. Human beings in the circle of righteousness and responsibility are obligated to follow these recommendations" (Shariati-2013: 6-7). Individual relationships with others may be categorized into five kinds in general:

1. Human society: Human society refers to our interactions with other people as fellow humans, whether they be family, neighbors, fellow citizens, countrymen, or members of our faith. To put it another way, as a member of the human family, everyone has specific moral obligations and responsibilities toward other humans and fellow humans.
2. Ritual association: Each person's relationship and interactions with other colleagues and their professions are referred to as ritual or religious association. As Muslims, we have obligations and responsibilities to fellow Muslims.
3. Social ties: Each of us has unique relationships with other citizens that we do not have with non-citizens. We have our coworkers and fellow humans. In Islam, neighborliness and respect for one's neighbor are seen as practical examples.
4. Friendly interactions: Each of us choose persons from our own species, citizens, or co-group with whom we have more close ties. Knowing individuals is also one of the methods to assess their characteristics. It is taken into account that they know their peers and friends.
5. Family relationships: Each of us is a parent and a member of a unique family. We may have a sibling, sister, aunt, uncle, grandpa, or grandmother, and we become a part of the wife's family after marriage. This form of linkage is linked to respect for parents, couples' relationships, how to raise a child, peace of mind, and hundreds of other small and large difficulties. (Sharifi et al., 2012, 96-97-98).

3. Iranian Islamic lifestyle

"When considering the Iranian Islamic lifestyle as a significant and basic problem, it is worth noting that the Supreme Leader views lifestyle as one of the elements of advancement in the Islamic progress idea that should be prioritized. They see contemporary Islamic civilization as an instrumental and actual portion, which covers themes such as science, innovation, industry, politics, economics, political and military authority, international reputation, propaganda, and instruments, according to the

notion of Islamic advancement. And the real part of it is the things that are included in the text of life or lifestyle, which include (family issues, marriage style, type of housing, type of clothing, consumption pattern, type of food, type of food, type of clothing, entertainment, business, behavior in private and public environments, behavior in the media we have, travel, cleanliness, and cleanliness, in the words of the leader." (Molavizadeh et al., 2017-p. 111).

The relationship between two things with modernity, modernism or modernity, should be clarified and seriously considered when designing an Iranian-Islamic lifestyle model: one is the relationship between national traditions and modernity, and the other is the relationship between Islam and modernity in today's society. Other variables impacting people's lifestyles in society include communication and information technologies such as the Internet and satellite, as well as the establishment of social networks, in addition to religious and political organizations and reference groups such as sportsmen and artists. Traditional variables impacting lifestyle development have been able to be overshadowed to some degree by the information technology revolution. In reality, the lifestyle model's target audience should be seen as an "Iranian man" living in the "global community" with all of its coordinates, which, although having a little influence on these processes, has a significant impact, and so should be addressed when building a lifestyle roadmap. With a forward-looking and futuristic perspective, it is vital to precisely and fully monitor the existing status of Iranian society and the world community in order to foresee probable future circumstances and take them into consideration in planning. Looking at the evolution of women's roles in our society and other cultures, for example, reveals that the participation of women in our society's social, political, and cultural spheres will be greater than ever in the future. (Rahmati-1396 "Religious lifestyle is a social style, in which the social spirit in Islam has won over other teachings," it is apparent. The social spirit is so strong and prominent in the Islamic way of life that the Holy Qur'an considers common societies and nations, a common destiny, a common letter of action, a common understanding and consciousness, as well as a common punishment and calamity; because the spirit of collectivism and society is a dominant spirit in Islamic thought. (Banaian Sefid, 2017, 90-91)

4- Jihadi lifestyle

Jihadi lifestyle is a technique for all times and for a country to be able to conquer the challenges ahead, modify the present situations as it sees fit, and establish its own favorable ones. This was feasible during the Holy Defense, it is possible now, and it will continue to be possible in the future. That is, rather than commanding people to live this way or that way, this technique teaches individuals how to alter actual circumstances to desired ones, and how to shift the present environment to the desired one if they are unhappy with the current situation. How can a country willingly accept and overcome these problems in a very severe war situation? That is, it assists individuals in overcoming obstacles. It's important to note that living under poor circumstances is not a jihadist lifestyle. The Jihadi way of life teaches individuals how to overcome obstacles, solve issues, and prosper. That is, teaching how to overcome obstacles and sufferings, as well as all the trials of the holy defensive age, is the art of lifestyle. (Hosseini et al., 2013)

5- Lifestyle after Corona

Following coronary heart disease, severe recession and the closure of huge enterprises, dwindling government income, and the unemployment of millions of workers and staff, the coronavirus moved to the nine-million-strong metropolis of Wuhan, China, and then to Iran and other nations. In such a context, Islamic Iran's citizens who want to live independently and freely have no alternative except to raise local output, satisfaction, and savings while reducing foreign imports. As a result, it is critical to prevent such a society.

Prevention (such as quarantine, health, curfew, and avoidance of dangerous foods and beverages) is considered the most significant component in avoiding infectious illnesses by experts throughout the globe. The Corona Virus plagues every country on the planet. Human people clearly need the assistance of ultimate power in their difficulties, and their cries for assistance reverberate across the universe. In the struggle against the shared adversary, the United Nations has recommended peace and collaboration between warring forces in Afghanistan, Libya, and Yemen (Corona). We'll have to wait and see what happens next. Muslim minority in France and Myanmar have given mosques to Crohn's

sufferers, causing Christians and Buddhists to sympathize with Muslims. Mosques have been attacked, and in Myanmar, some Muslims (almost one million Rohingya Muslims) have been targeted by fanatical Buddhists, causing them to flee their homes and emigrate because they are Bangladeshis. "Coronary heart disease has resulted in increased cohesiveness, solidarity, and empathy among authorities, various parts of the people, and political groups, which should be seen as a positive development" (Payandeh, 2020).

Andrew Kane is a digital revolution and the author of five books, the most recent of which being *How to Build the Future*. "The physical analog world is disintegrating, and classic analog enterprises, such as hotels, restaurants, and aircraft, are in dire straits," he stated from his home in Berkeley, California. The digital world is developing, however, as a result of the technology we have access to during the COVID pandemic, when everyone is sitting at home with their windows open to the world through their cellphones. Corona, technology will exist as it is today, if even more advanced, and technological businesses will grow in power and dominance. "They were gloomy, but the emergence of the Corona virus has strengthened our reliance on technology. Some individuals will now forget about the hatred, at least for the time being." (IRNA)

Pete Loon, head of behavioral research at the Institute for Economic and Social Research in Dublin, Ireland, stated, "I believe a lot of people are looking back and perceiving a difference in their life." Many of us live ordinary lives, which makes this disease and catastrophe all the more alarming. People travel and work in a variety of ways. Many of their regular routines and rhythms have now shifted, including things like eating and communicating with family. When you have to do various things, you develop new habits. It doesn't have to be a long time ago; maybe a few weeks or a month. Microsoft Company indicated that when the Corona virus crisis is over, the globe will witness a lasting shift in work style and training, citing statistics from user performance with the company's team platform.

"We encounter emotions these days that we need to be more aware of, attempt to speak about more, and not be embarrassed of, such as anger, sorrow, and worry. Remember that the issue is not insurmountable, and that if we regard the situation as an opportunity for societal development and maturity, rather than avoiding it, we will embrace it and address it. It's important to remember that this difficulty is an indication of weakness, not deficiency. Identifying negative ideas and replacing them with reasonable ones is critical to addressing problems and making decisions." (Lotfi, 2020)

The Student News Agency (Anna) discusses how modern technology has evolved in the post-Corona era, noting that technologies such as artificial intelligence, 5G communications, and robotics have advanced in recent years, but that the use of these technologies has accelerated since the outbreak of the Corona virus. Because of the growth of Corona, these firms have been able to replace and enhance their conventional systems with technology, and the outbreak has caused organizations and businesses to telecommute. The health agency is putting forth more effort. In the health-care industry, artificial intelligence and big data play a crucial role in diagnosing and treating illnesses, and artificial intelligence has shown to be quite accurate, particularly in recognizing coronary patients and establishing security in high-risk regions. Enhances enterprises, organizations, and shops using artificial intelligence and without the assistance of people. Cloud computing services such as (Amazon, Microsoft, IBM) are being reviewed throughout the globe as their income grows.

"In debates connected to the present condition of Corona at Tabriz Azad University's round table, Corona, although it has influenced all social, cultural, and political elements of Iranian society, its economic consequences owing to the execution of the plan are undeniable." More than other places, social alienation, firm closures, and a drop in the number of employees present in manufacturing hubs. The crises' focal point and the corona pandemic are two of the world's most pressing challenges, causing surprises and outbreaks throughout all continents and nations. First, it impacted the world's first economic powers, as well as the losses they incurred as a result of their tight economic and political ties with Iran. Lower working hours and manpower owing to distance between production centers reduced natural income, and punitive penalties have exacerbated the situation to the point where we are seeing a new inflation known as (inflationary corona) that our economic community is experiencing. It is in transition and is likely to be harmed by this valley (even the European Union may fall apart because Italy once requested but did not receive assistance from the European Union)

and Britain, which has seceded from the European Union (and it is unclear whether other countries will follow suit).

In the face of corona, it improves with transparency and information, as well as the spontaneity of the active components in the face of external shocks in the simplest of circumstances. We encountered challenging expenses and circumstances in the online education industry, which we must acquire and equip, as well as fortify ourselves in the sphere of cyber security. (Pakzad, 2020)

Research method

This study takes a positivist, descriptive-explanatory method to determine the elements that influence women's lives. It is a survey study in terms of gathering information, and its analytical unit is made up of women in Tehran (micro level). In terms of time, it is a cross-sectional study that is undertaken at a certain period and investigates the reality at that time, i.e. in December 2020, and lastly, it falls under the category of applied research since it attempts to understand and help solve a societal issue.

The current study's statistical population comprises all women in Tehran who were inhabitants in 1399. A questionnaire was used to gather data for this study. Cochran's method was used to determine the sample size, which included 360 women from District 1 and District 19 in Tehran. A disproportionate and simple random selection method was used to pick the sample.

Research findings

PLS software has utilized the structural equation modeling approach to assess the correctness of the research model and generate the coefficients of effect, which is examined in two parts: a) the section on measuring models b) the section pertaining to the structural model. Index reliability, convergent validity, and divergent validity are three measurements used to assess the fit of measurement models. Three criteria are used to assess the index's reliability: Cronbach's alpha is a measure of how reliable a system is. 3) Factor load coefficients " 2) Combined reliability of cR (Ghobadi et al., 2018, p. 352).

A) Reliability test (Cronbach's alpha and combined reliability coefficient)

After measuring the factor loads of the indicators, the combined reliability and Cronbach's alpha are computed and presented using the data analysis procedure in PLS. The larger the positive correlation between questions, according to Cronbach's definition, the higher the Cronbach's alpha, and vice versa (Cronbach, 1951). Because this index is so stringent, the internal consistency of the measurement model in the pls technique is checked using a more current criteria known as combined reliability (CR), which may be determined using a formula (1).

Formula (1)

$$CR = \frac{2(\text{The sum of the factor loads of all the indices of a structure})}{(\text{Sum of variance of error of all structural indicators}) + 2(\text{The sum of the factor loads of all the indices of a structure})}$$

Note that the variance of index error is calculated by formula (2)

$$\text{Formula (2) } 2(\text{index factor load}) - 1 = \text{index error variance}$$

Two) Convergent validity (significance of factor loads, homogeneity, mean extraction variance (AVE) and comparison of CR with AVE)

The correlation between the measures gives two crucial signs of validity whenever one or more properties are assessed in two or more methods. The questionnaire has convergent validity if the scores of the tests that assess a single trait have a strong correlation. This association must exist in order for the test to accurately assess what needs to be measured. The mean of the common variance between the structure and their markers is employed in the extracted mean variance (AVE), which reflects the validity of the measuring instrument (Ghobadi, 2018)

Three) Divergent validity (Fornell & Locker test (1987))

The tests have diagnostic or divergent validity if there is a poor correlation across tests that evaluate distinct traits. Divergent validity is a complement to convergent validity, which is tested by

the Fornell-Larker test, and examines a measurement model's capacity to distinguish the observability of the latent variable of that model from other observations in the model.

Research findings

In general, the table shows the t-values calculated between all the independent and dependent variables in the model used in this study, which show that the values of t between all the independent and dependent variables in the model are greater than 1.96 and significant at the 95 percent level, indicating that the structural model is appropriate.

Table - Standardized factor load coefficients and the value of t among latent variables

<i>t value</i>	<i>Route coefficient (β)</i>	<i>Dependent structure</i>	<i>Independent structures</i>
4.584	0.266	Social participation	Network relations
20.887	0.647	Cultural capital	Network relations
10.129	0.422	life style	Network relations
8.335	0.424	Social participation	Cultural capital
5.602	0.225	life style	Cultural capital
7.328	0.328	life style	Social participation

1- Cultural capital has a significant effect on social participation

Result	Direction of relation	Significance number (T-statistic)	Route coefficient	The first hypothesis
Confirmed	Positive & Direct	8.335	0.424	← Cultural capital social participation

According to the table, the influence of cultural capital on social involvement with a path coefficient of 0.424 and a probability of 95% is significant since the value of the estimated t-statistic is equal to 8.335 and larger than 1.96. Because the variables have a positive beta coefficient (0.424), raising a standard deviation of cultural capital will raise social involvement by 0.424 standard deviation. As a result of the investigations, it can be concluded that the primary hypothesis of the study, that cultural capital has an influence on social involvement, is supported by the data.

2- Cultural capital has a significant effect on lifestyle

Result	Direction of relation	Significance number (t-statistic)	Route coefficient	Second hypothesis
Confirmed	Positive & Direct	5.602	0.225	← Cultural capital life style

According to the table, the influence of cultural capital on lifestyle is significant with a path coefficient of 0.225 and a probability of 95% since the computed value of t-statistic is equal to 5.602 and greater than 1.96. The positive path coefficient (beta) between the variables (0.225) indicates that raising a standard deviation of cultural capital causes a 0.225 standard deviation rise in lifestyle. As a result of the investigations conducted, it can be concluded that the second hypothesis of the study, that cultural capital has an influence on lifestyle, is verified based on the gathered data.

3. Network relationships have a significant impact on lifestyle

Result	Direction of relation	Significance number (t-statistic)	Route coefficient	Third hypothesis
Confirmed	Positive & Direct	10.129	0.422	← Network relations life style

According to the table, the influence of network relations on lifestyle with a path coefficient of 0.422 and a probability of 95% is significant since the value of the estimated t-statistic is equal to

10.129 and greater than 1.96. The positive route (beta) coefficient between variables (0.422) indicates that raising the standard deviation of network interactions will result in an increase of 0.422 standard deviation in lifestyle. As a result of the experiments, it can be concluded that the third hypothesis of the study, that network connections have an influence on lifestyle, is supported by the gathered data.

Conclusion

Individual values, attitudes, and actions are naturally examined in social analysis as lifestyles evolve and expand. To that aim, "lifestyle is the expression of human struggle to identify essential values in its objective culture and to communicate them to others," according to Simmel. In contrast to Bourdieu, "Luck for Life" explains how various populations, particularly specific economic and social strata, utilize a range of Egyptian commodities and dress and eat. Consumption, he says, should be regarded a category of social and cultural behaviors that may be used to distinguish social groupings (Kurdi et al., 2012: 24-25). As a result, "one of the hallmarks of the birth and rise of postmodernism, which is related with a consuming lifestyle and mass consumption of life, is the shift in the economic demands of capitalism from production to consumption and the focus on the consumer" (Oshaghansi, 2002). The study of social divides and stratification included social position and party, in addition to the importance of economic forces, which Marx stressed, and regarded all three elements to be concurrently active in social inequality (Bendix, 2003).

"In general, Weber argues that lifestyle is determined by social status, that various groups have distinct lifestyles, and that what distinguishes them is what they eat" (Ferrolich and Putin, 1399: 3). It continues in the postmodern era and stresses the category of consumption as a key element of current capitalism, and Cheney examines lifestyles as patterns of conduct that separate society from one another in the realm of consumer lifestyle and social identity. (4) (Chini, 2002) As a result, the individual's place in the social structure creates his character, which affects how much he benefits from kinds (economic, social, and cultural capital), and character is the generator of two systems, one of which is a system of perception and assessment processes. That is, the same taste and a different system of practices that produce classifiable acts that result in the interplay of these two living systems. Bourdieu's theory of differentiation is used to explain the impact of cultural capital on individual lifestyles. Individuals are differentiated from others depending on the quantity of cultural capital they have, according to this notion." (Ghorban Ali et al., 2017: 111-112) In reality, several sociologists have described the notion of lifestyle and its components as a result of research in this subject. We tested the hypotheses that led us in moving on with the research so that we could eventually discover answers to the research questions in this study. The ultimate conclusion was that all Cronbach's alpha criteria, the importance of factor loads between questions and variables, the combined reliability coefficient, AVE, and divergent validity by Fornel and Larker technique all show that the size model is adequate. To put it another way, the structural model considers the relationships between the independent (exogenous) and dependent (endogenous) latent variables. This signifies that the questionnaire employed in this study assesses the researcher's objectives. In the course of gathering and evaluating study data, it was also discovered that the researched variables had a positive, direct, and substantial association.

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