Identifying the Pattern of Social Networks in Promoting Mazandaran's Social Capital

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Abstract: Social networks, as one of the most significant components of the media in virtual space, are crucial for preserving social ties and the collective identity of society, particularly among younger generations. The amount of daily consumption of the presence of young people in these networks and the expansion and influence of these networks among the people have caused many changes in the behavior and mentality of the members of the society, and this research aims to examine the role of these networks in improving the social capital of Mazandaran province. The research was conducted using an exploratory qualitative applied research methodology. The researcher hopes to learn more about and clarify the function of networks and social media in the creation of social capital by conducting in-depth interviews. Elites and experts in the field of social media who were chosen by snowball sampling and purposeful sampling make up the statistical population. Coding was used to evaluate qualitative data. The findings demonstrate that social media played a major impact 1-in the development of user interactions in Mazandaran. Sharing relevant content, cooperating with one another, having a discourse, critiquing and analyzing how others work, especially those in authority, and pressuring others to do something are all examples of individual contact. 2. Holding joint meetings (clubhouse) and developing online connection across groups and socioeconomic strata are examples of social interaction collaboration among non-governmental organizations. 3 - Increasing media literacy through interaction in public education - Raising the general public's awareness of the law - Determining offenses and their penalties - Outlining obligations and rights of citizens - Fostering behaviors, enticing participation from the public, and supporting non-governmental group activities. 4- Interaction between the development of advertisements and media programs. 5- Interaction for persuading others to accept a message: providing accurate information to the audience while avoiding exaggeration and matching the messages to the audience's needs.

Keywords: Mazandaran, social media, social capital, social networks, interaction

Introduction

Social media is now a fundamental tool for decision-making, group thinking, mobilization, organization, and coordination. However, all forms of media, particularly the Internet, are more than just tools (Aouragh, M, 2012: 148-156). These media are referred to as the strongest online media in the world because they have been the primary source of concern for Internet users throughout the world and in Iran. These networks are well-liked by users due to their diversity, variety of content, and numerous software and internet capabilities, among other features. Some people think the term "social networks" is used to describe a group of people who have extensive and continuous communication among themselves. These networks have the ability to regularly create a network system between friends and like-minded users. Although it is used to create a coherent communication circle, this term is now primarily used to describe websites where users can access member information, learn about their interests, and share products. They discover text, audio, and video as well as creating groups with some other base members based on shared interests (Sadiq Banai, 2017). The rising popularity of social networks demonstrates the many benefits that virtual communities have in luring Internet users. The introduction of new social networks also demonstrates users' interest in this area. These networks

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serve as a forum for user and shared thoughts. Users' discussions of novel concepts contribute to an increase in social and cultural capital.

Initiating a virtual community gives members of social networks a variety of opportunities for communication, collaboration, and commerce (Azarkhash, Azarkhash, 2012: 25). Managers and officials, in line with Buchholz (1985), are like fish in this media environment. They are subject to the opinions of citizens and all people in the Crystal Strait, which will improve their accountability to humanity (Kamli, Elwani, 2010: 15). According to some experts, these websites have helped people communicate with one another in new ways and have accelerated the process of getting to know one another. Social networks enable people around the globe to communicate with friends and strangers as if they were in a club (Mulanapour, 2012: 16). Global social networking has grown over the past few years. Social networking services are currently used by hundreds of millions of individuals to routinely connect with one another. Social networking's globalization is crucial since it increases diversity among users and breaks down regional barriers. People from all across the world can use the Internet. Visit social networking sites to forge connections with people and businesses around the world. To put it simply, anyone in the United States can now become friends with anyone else in Switzerland online. This intercultural connection enables people to learn about other cultures (Mulanapour, 2011: 18). Many thinkers assert that the introduction of social media has resulted in an increase in social capital and trust (Kolman, 2017: 294). Social capital is the sum of all actual and potential resources that can be developed via involvement in the societal network of actors and contribute to the strengthening of interpersonal bonds and social cohesion. The indirect benefits of social solidarity include respect, dignity, security, obligation, and reciprocity. It also improves the social network and fosters trust amongst people. People can participate in beneficial social activities and acts with confidence and security when there is social capital present. The contact between individuals and their families is also strengthened by social capital, and this relationship encourages collaboration and solidarity among society's members, which in turn leads to collective cooperation, social trust and involvement, and finally civic capacity. With its two unique functions, "sharing" and "engagement," social media unquestionably builds social capital and strengthens interpersonal trust. Given this, the primary objective of this study is to determine the function of active social media in the province. The province's social and cultural capital is being promoted by Mazandaran.

Research Background
As a case study for the social networks Dore and U24, Akbari Tabar (2011) did a study titled "Study of virtual social networks." In this study, the network analysis method was used to investigate virtual social networks with the aim of determining the types of social relationships that people establish through membership and presence in these networks, as well as their participation in particular social communication structures. In this study, social networks are viewed as a subset of society where people interact and live parallel lives to those they would otherwise have in real society. The contacts made in the virtual social networks of Iranian academics (Course) and Iranian professionals are part of the sample analyzed in this study (U24). The main and underlying structure of the relationships in the extraction network was first determined using the social network analysis method, and then the acquired data were thoroughly evaluated using a sociological approach. The findings of the study and investigation of the structure of social ties created in the two specified networks showed that each network has a central core of social relations and that these networks have a core-periphery structure. Small related subgroups make at the core of the social communication center, and these related subgroups share similar structural traits such social cohesiveness, relationship density, and the strength of similar relationships. A study on "Internet social networks and political participation" was conducted by Neiri in 2016. In this study, the researcher looked into how Internet social networks might affect Iranian users' political engagement in the country's tenth presidential election, particularly the students who make up the study's statistical population.

Yazdkhasti (2012) examined how virtual social networks affect intercultural discussion in a study titled Public domain and discourse in the virtual realm of social networks, which was included in Journal of Communication Culture Studies number 53. The impact of virtual social networks on cross-

cultural communication in the virtual public sphere has been examined in this article. What impact do internet social networks have on the potential and status of the public sphere, discussion, and dialogue between cultures? is one of the topics this study aims to address. And do these technologies create barriers and limitations against cross-cultural discussion, or do they offer a good platform for it? Additionally, it was discovered after conducting the necessary research and studies that, despite improving the possibility and context of dialogue (between cultures), the growth and expansion of virtual social networks also have a limited and perplexing effect, and as a result, the network has been modified. Due to the virtual public realm they produce, virtual social media restrict and distort discourse, and as a result, dialogue between cultures.

Mousavi Nasab (2011), in his master's thesis under the title "Surveying the impact of membership in virtual social networks on the social capital of its users (a case study of the virtual social network Facebook) really sought to study the impact of membership in virtual social networks (Facebook) on the social capital of its users in a survey-descriptive way and the aim of the test in this study is to identify the role of membership in a virtual social network on the social trust of its users and to identify its role on the social participation of its users at micro and macro levels. The research results indicate that the three major reasons for applying Facebook are to find old friends inside and outside the country, to be active in the community and exchange ideas with others, to find like-minded people with Cultural and national identity commonalities were increased, and on the other hand, it was seen in the conducted surveys that the relationship between two variables of Facebook usage and social participation is not approved, but only participation in the Facebook space is approved. and about the concept of social trust, the relationship between the two variables of Facebook usage and trust It is not socially approved. Consequently, relying on the data of the qualitative section, it can be discussed that the increased participation in the Facebook space is the finding of the activity of users in the family, work, humor and entertainment groups, which are in line with the protection of privacy and benefit from being in a crowd is for recreational or business aims, and this cannot have an impact on increasing social capital in the factual space and Facebook space.

Mohseni et al. (2015) conducted study on the impact of Internet usage on social isolation among Internet users (among the users of Internet cafes in Tehran). The consequences of internet usage and internet users in Tehran internet cafés were explored in this study. The choice of using the Internet (social and non-social), the amount of Internet use day and night, the intensity of the user's social connections in the real world, and the level of experience and skill of a person in using the Internet on social isolation were the theoretical basis of this research. During a stratified quota sample, 204 internet café customers completed the study questionnaires, and the hypotheses were evaluated using multiple regression analysis. The findings indicate a substantial and negative association between Internet usage throughout the day and night and social isolation, and that social Internet use lowers social isolation. According to Coleman, social capital is a part of the social structure that allows the actor to use it to achieve his own interests: "Social relations are created when people try to use their individual resources in the best way and They should not be considered only as components of social structures. They can also be considered as resources for individuals. These social resources are considered to have a capital structure for the individual, that is, social capital. (Kolman, 1998: 458-462).

Among the senior authors, "Putnam" has taken the novel approach to social capital. He used a different scale of social capital than Bourdieu and Coleman. Despite the fact that Coleman has had a direct impact on his notion of social capital. According to "Putnam," social capital is a network of horizontal relationships between individuals that increase collaboration in order to acquire mutual advantages in society. Putnam describes social capital as "social organization elements like as trust, norms, and social networks that may increase societal efficiency by promoting cooperative activities." (Field, 2007:11). In this regard, "Manuel Castells" sees technological communications as a means to increase political engagement and horizontal contact among people. Direct and simultaneous access to computer information and communication, in his opinion, enhances information transmission and correction while also providing opportunities for participation and debate in autonomous and electronic venues outside the control of the media. According to Castells, this process makes the

political arena more fluid and adaptive. He sees the decrease of the symbolic power of conventional broadcasters via new media as a step toward normalizing and demystifying civilizations (Farqani, 2002:53).

In fact, this statement by Castells expresses the symbolic power that is directed to its members in terms of their presence in social networks, and it appears that the rise in social capital and symbolic power of users in these networks is one of the factors contributing to the presence of elites and university professors in them, which has inevitably increased the scientific and educational function in them. In other words, at the same time as social network presence has grown, the idea of symbolic power has shifted away from its sovereign and governmental standpoint and has evolved into a power correlated with an individual's level of social capital. Castells has the following perspective: "Governments are no longer able to regulate the movement of money, knowledge, technology, and other resources throughout the world. The legitimacy of the government is also suffering. The nebulous nationalist universe of economic liberalism, Marxism, convergence, or the shape of civic identity no longer embraces the notion of integration and convergence " (Castells, 2011: 54). In this respect, "Windock" shares the following opinion: "The concept of a network society gives an alternative model of the capitalist economy and is a type of rethinking of the relationship between communication and politics and is an observation of the changes that occur in our lives. A social theory of mass communication that takes the advent of new media and the shift to knowledge-based societies seriously is what the network society attempts to do. Instead of creating a new civilization, modern information and communication technologies provide the means necessary to achieve so (Nick Stevenson, 2005:79).

If we wish to approach Win Duck's statement from a Bourdieuian perspective, it indicates that social networks open up new avenues for accumulating financial, social, cultural, and symbolic capital. According to Bourdieu, a field is an organized system of roles that people or organizations hold. On the basis of power relations, a field is constructed from inside. Conflict occurs between players in various domains while trying to get products or money. Four categories have been established for these commodities. Financial capital, social capital, cultural capital, and symbolic capital like social dignity and status (Bourdieu, 2005: 229-230 quoted by Naqibzadeh, 2011: 282-293). From this viewpoint, we may relate to Castells' assertion that the "information society" that is developing is primarily the result of the shifting dynamics between the state, new social movements, and global capitalism (Stevenson, 1384: 88). In other words, the information society has led to the emergence of new social fields that have altered the dynamics between capitalism, the state, and social groupings. As a result, the young and revolutionary segments of society are now a substantial presence in social networks. Furthermore, even in the classic sense, power equations have shifted as a result of the development of social networks and information societies. According to Castells, businesses have been able to gain more flexibility via knowledge-dependent, less hierarchical structures thanks to information orientation. Because of this, while "industrialism" was motivated by the pursuit of economic expansion, informationism is more focused on the advancement of knowledge and the construction of networks. Information from great distances may be processed and stored thanks to the digitization of knowledge bases. As a result, capitalism is more reliant on a shared information system's capacity to dispersed networks of knowledge than it is on the government (CASTELLS, 1996).

Theoretical foundations of research
Social media has a broad meaning, although the majority of definitions concentrate on the concepts of sharing and interaction. According to some definitions, social media is defined as a platform like blogs, wikis, or video hosting sites where users create video, audio, text, or other multimedia material that is then published in a social setting and shared among peers. According to this definition, social media examples include websites that are developed via user engagement and user-generated content. These media include user-interaction-focused websites and social networking platforms like Facebook, LinkedIn, and Delicious as well as social news and social bookmarking platforms like Dig and Edit. Another definition of social media includes any website or online service that utilizes Web2

and has the "social" characteristic; examples include blogs, social networks, social news sites (where users may comment on and engage with news and events), and wikis. Social media are "a series of Internet-based technologies that are founded on the theoretical and technical underpinnings of Web 2 and enable users to produce and share information," according to Kaplan Andries and Michael Heinlein. In conclusion, it can be concluded that social media is a kind of media that is created for engagement and content distribution online via social interaction. It has a very high level of accessibility and employs scalable dissemination tactics. Among the many forms of social media are message boards, podcasts, blogs, and wikis. Web-based technology is used by social media to disseminate and turn media monologues into multidirectional discussions (Khaniki, Babaei, 2019).

The following are the outward properties of social networks as described by Boxter, Choliegnz, and Edjalei. It's crucial to consider how social trends and other network externalities affect how services and products are adapted. Instead of the product or service acting independently in these processes, it is the identification of someone within the adopted group that exerts pressure for acceptance. The phrase "apparent state" refers to situations that alter a product's usefulness in addition to the variety of consumption-related variables that alter it. A fax machine is a prime example of a product that exhibits network appearances, according to Baxter, Collings, and Adjali. Fax machines are often purchased because they allow users to interact with a huge number of individuals, increasing their usefulness. With the rise of social networking sites like Bebo, Facebook, LinkedIn, MySpace, Ning, Flickr, Plaxo, and others, this reality is becoming more apparent nowadays. There are no longer any prospects for interactions between users when more are admitted. These social media interactions are increasingly being used by businesses to better understand the demands, habits, and preferences of their customers. Companies want to attain the outcome of customer experience in relation to a certain service or product or to the firm itself by acquiring client interactions via social network websites (Andre, Pinheiro, 2012: 203).

A social network is essentially a collection of groups linked by one or more connections that display certain kinds of relationships. For instance, groups are often allocated to consumers, geographic lines, broadband, mobiles, or any other number of communication devices or devices in the telecommunications industry. Links for calls, texts, messages, emails, and other forms of communication that may be partially gathered are particularly prevalent in the mobile area. (Ibid, 2012: 21). There are now several active social networks, with Twitter, MySpace, Facebook, Orkut, Hi Five, Friendfeed, Flixtor, Classmate, and others ranking as the most significant. 33 (Ansari, 1390). The merging of a broad variety of fields, including mathematics, computer science, psychology, geography, and communication sciences, as well as sociology, plays a key role in the pictorial comprehension of network theory. A social network is shown graphically in Figure 2-1. The image has been drawn (Akbari Tabar, 2011: 16).

Functions of social media in promoting social capital
Making a space for direct communication and interaction: The initial function of social networks is to create a place for direct communication and engagement. A new environment has emerged, one that encourages dialogue and is in a sense interactive. This new area allows people to generate their own pictures, assess the outcomes of talks, and provide comments (Kalahchian, 2011: 52). Success in garnering public opinion: This networks' success in doing so is the second characteristic. Because everyone with any taste, mindset, or taste can access their own information, debate their points of view, and get feedback and analysis from others, the created place has all the instruments that can engage the mind (ibid). Creating a proper environment for the formation of ideas and human creativity is the third characteristic. Coming up with fresh concepts is one of the characteristics of creativity. Anyone with any level of reading may generate ideas in this area (ibid). One of the key characteristics of these networks is their ability to be accessed from anywhere, at any time, in any location, in any space, and with any facility. All of the restrictions in the physical world have been eliminated in the virtual area. There is no time or location restriction, so you may connect with the social network from anywhere in the world at any time. Anywhere on earth may utilize all of its facilities (ibid: 53). Decentralization: In the forms of image, text, and sound, it incorporates the qualities of every other kind of media. As a result, any kind of material may be employed. In reality, decentralization implies

that there is no central authority in virtual space (Mamar, 2018). McQuail acknowledges that there is no need to believe in determinism in order to accept the media's function as a key factor in the communication process. It recognizes and presents the following four major subcategories of new media but is not technological:

1. Media of interpersonal communication. It involves phone, mobile and email. Generally, the content is private and has a short expiration date, and the relations formed are more significant than the information transmitted.
2. The media plays an interactive role. It involves video and computer games, plus virtual reality devices and facilities. The most significant innovation in this item is the interactivity and the dominance of the "process" over the consents apply.
3. Information search media. The Internet or the World Wide Web is the most significant of this kind of media, which is regarded a wide source of access. The Internet is also a conduit for retrieving and correcting information.
4. Mass participation media. Particularly included in this category is the use of the Internet to engage in active interpersonal connections, share knowledge, concepts, and experiences. The range of application also includes psychological and emotional elements (Mehdizadeh, rasekhoon.net quoted by McQuail, 142:2006). The following is a broad outline of the qualities and traits of new media:

   - Being interactive. The possibility of response or innovation and creativity by the user to show his views to the source or the sender.
   - Social presence. The basis of personal communication with others which is created via using the media.
   - Media richness. Linking among various frames of reference, reducing ambiguity, providing signs and symptoms, etc. through the media.
   - Independence (autonomy). User control over content and use, as well as his independence from the source.
   - Being personal. Personal and uniqueness of content and use (McQuail, 2006:142).

Social networks serve as a platform for inter-personal contact, a kind of public media, and a location for planning and coordinating joint activities online, giving oppositional political movements a tremendous advantage and boosting their strength and capability. This platform is used by both terrorist organizations and opposition groups to assemble and mobilize their troops, promote, send out mass messages, and attract new members. Additionally, members of these organizations employ encrypted communications while disguising themselves as regular social network users since it will be incredibly challenging to find and follow them amid the millions of social network communications (ibid.: 331). Online headquarters are established by activating the pages of candidates, organizations, and campaigns in social networks on the eve of the crisis and at the time when campaign conflicts start. These headquarters coordinate fan activity and disseminate information, logos, and catchphrases through social media on behalf of think tanks. Opinion leaders, who have a big audience, will be crucial in furthering the propaganda objectives and disseminating the political and cultural output of the aforementioned offices. The increased activity, dialogues, and tensions brought on by people's increased usage of social networks hasten the development of a positive emotional climate. Finally, the status of society and the degree of goal accomplishment are assessed using polling systems and opinion measurement in social networks. The highlights of the online headquarters are produced with a lot of attention on certain particular news (Ibid.: 352). Other social networks are conducting surveys on "shared interests," while other social networks are looking into the debate of "common interests" as one of the component parts. But "communication," which is recognized as the essential and major aspect of social networks, is a crucial component that is present in the development of social networks (Hendiani, 2011: 79).

Social networks have an impact on the industries that channel social capital from a cognitive standpoint, and they do so by performing two distinct tasks: one is recruiting new members by

claiming that anybody who wants to may sign up for free. As a result, the absorption platform is created in a very simple, practical, and motivating manner. Organization, or the process of putting individuals together after recruiting, is the second-most significant activity performed by social networks (ibid.: 80). Today's information society has grown global and is not restricted to a certain nation or countries due to the growth of the power of mass media, notably social networks, internet, satellite, and other information technologies, and its effect on many issues. The new society has experienced such profound social, cultural, political, and economic transformations that some experts, such as soft power theorist Joseph S. Nye, have referred to Internet networks as the new dimension of power in the twenty-first century (Shahir, 2011: 4). The interactive character of the Internet and its resources and tools as a mediating element in communication between individuals who were unable to communicate with one another prior to the second generation of the web and the rise of virtual social networks on the Internet. The geography component that is, the geographical distance has also decreased in importance over time as a result of the scope of the problem's constant increase. A new trend in the creation of material for the internet has emerged with the passage of around 10 years since the wave of second generation web technologies, of which online social networks like Facebook and Twitter may be seen of as instances. In these networks, users generate material rather than their producers regulating the flow of information production. Even the format in which this content is produced has been altered and utilized in ways that were not intended by the sites' designers. They utilize these networks, among other things, to debate and share viewpoints on political matters and to chat about political, social, religious, and other viewpoints (Neiri, 2010: 14).

Social networks are not searching for people at all because they lack the social capital and power that comes from working together as a community. The most crucial role of social networks is coordinating collective action. Social networks strive to help individuals in whatever manner possible; therefore they've designed their method to produce a number of target audiences. The social networks that have an impact on the target audiences are where the public opinion of the society is created (Hendiani, 2011: 88). Information warfare often refers to notions like "network war" and "computer conflict," among others. Despite "John R. Quila" and "David Ranfelt," the network war is a sort of socially-based intellectual conflict that uses network communication for part of its communication. The likelihood that the network war is a conflict between nations with the human mind as its target is high (Fathiyan and Mahdavi Noor, 2016: 81). The idea of interaction, which is regarded as one of the key features of social networks, is one of the not necessarily new but distinctive notions that has emerged as a key concept. This idea is so crucial that many believe it to be the factor impacting media the most while also setting it apart from other media (Shahir, 2011: 5, quoted by Stewart, 2002). The interactive feature has evolved from being only a medium of information delivery by generating an interactive environment. Users now encounter an interactive environment where they can make decisions and have influence over the communication process rather of being passive recipients of messages who are victims of message senders' objectives. What was obvious in these occurrences was the role played by mass media and the Internet, particularly social networks like Twitter and Facebook, in disseminating information quickly and widely, as well as the speed with which these changes swept across the area (ibid). Every day in these networks, a broad variety of various subjects are discussed online thanks to social media. Some of these subjects deal with activities and concerns that consumers enjoy in their everyday lives and the near future. These problems may sometimes open up fantastic possibilities, including involvement in political and social endeavors.

People from all over the world can communicate with peers and strangers in social networks just like they would in a club. In social networking, communities are everything. Users of social networking sites can connect with one another and make their social networks public. They offer a virtual networked community where digital media can be stored, shared, and viewed. Multimedia and complete weblogs are examples of content. Multiple people can typically communicate with one another thanks to the ability to create personal social networks. The idea that social networking enables people to meet strangers is a common one. The majority of social network users, however, do not necessarily use these platforms to meet new people; rather, they use them as an effective social tool to connect with people they already know. In addition, most social networking platforms enable

user interaction with friends of friends. These websites are often referred to as sophisticated social networks,. Social networking sites have influenced younger generations of students entering the job market and have grown in importance in our technological society. Social networks, in the first place, offer networking opportunities with potential employers, their staff members, and their organizational recruiters. Second, and perhaps more significantly, social network user profiles are now taken into consideration when hiring new employees, particularly for those who are recent graduates starting their first jobs. According to Castells, these networks' traits include scalability, or the capacity to grow or shrink the network's size, which represents the possibility of disruption, and flexibility, or the capacity to rebuild in response to environmental changes and attention to goals while changing components and finding new connections. reduces the network; and takes into account the possibility of continued existence, which is a sign of networks' prowess because they operate with configuration at many different levels and lack a single central point of control (Khaniki, Babaei, 2010).

Research Methodology
This study's methodology employs implicit analysis as a tool for qualitative research and as a form of methodology. The researcher uses a "exploratory" approach to determine the function of social media in social capital from the perspective of elites, and by creating these ideas in the form of a pattern, he examines its dimensions and constituent parts. Therefore, elites and experts made up the statistical population of the study. The study samples were purposely chosen, therefore no sample size calculation plan was taken into account; instead, the author employed the snowball approach to reach theoretical saturation. In order to attain theoretical saturation, an in-depth interview (with 14 participants) was undertaken, and theoretical ideas were retrieved. An in-depth interview with semi-structured questions is the method used to acquire the data. By using techniques to direct the interview's flow in order to collect data, Rao and Perry's (2003) methods, which include reproducibility, verifiability, and repeatability, create structured processes for the implementation and interpretation of convergent interviews. the use of participants in the analysis and interpretation of data as well as the utilization of useful input from academics with expertise in the topic. In this method, a meeting with the focus groups was organized to confirm the correctness of the interview tool, and the internal validity of the interview section's results was reviewed via the discussion and review of the participants.

Research findings and results
Qualitative analysis of interview themes was done by the researcher. First, qualitative data was gathered and thematic analysis was handled via open coding and axial coding, and then content analysis. In this analysis, the interviewees had to answer the following main questions, whose answers are indicated in Table 1.
- How do social media users interact with each other in the production of social and cultural capital?
- What is the model of social media in the production of social and cultural capital?

Table (1): Dimensions and components of social media in promoting the social capital of Mazandaran

Components		Aspects
Communication interactions of users (individual)		The amount of interaction of social media users with each other
Social interactions		
Interaction for public education		
Media production		
Honesty and strength in the message (persuasive character of the message)		
Transparency and understanding of the message (persuasive nature of the message)		
Individual health model	Social capital	The model of social media in the production of social capital
Development of consciousness		
Alignment and lifestyle		
labor and capital		
social trust		

Table (2): The amount of interaction of social media users with each other

Indices	Components	Aspects
Sharing valuable content	Communication interactions of users (individual)	The amount of interaction of social media users with each other
Bilateral cooperation		
Two-way chat between users		
Criticism and evaluation of the performance of others		
Accountability of officials		
Online information exchange		
holding joint meetings (clubhouse)	Social interactions	
Online communication between groups		
Coordination and interaction of groups		
Coordination and interaction of layers		
Interaction between non-governmental organizations		
Increasing media literacy	Interaction for public education	
Increasing public awareness of laws		
Identifying crimes and their punishments		
Raising the duties and rights of citizens		
Creating attitudes and attracting people's participation		
Activities of non-governmental organizations		
Quality of media programs	Media production	
Being active and up-to-date		
Production of advertising programs		
Giving correct information to the audience	Honesty and strength in the message (persuasiveness of the message)	
Compliance with the principles of professional ethics in messages		
Using a valid source		
No exaggeration		
Simplicity of message	Transparency and understanding of the message (persuasive nature of the message)	
Clarity of the message		
Setting the content of messages		
Appropriateness of messages to the needs of the audience		

According to the table's findings, the social media use in Mazandaran has factors that affect its social capital, and these factors include the amount of user interaction, which is one of the most important factors in the development of social trust and may ultimately determine Mazandaran's social capital. Because of this, the interactive features of these media such as user-to-user communication, social interaction, interaction for public education, media production, honesty and strength in the message (the message's persuasiveness), transparency and understanding of the message are very effective for the elites (the persuasiveness of the message).

The application model of social media in the production of social capital in Mazandaran is also one of the most crucial aspects of this medium in the formation of social trust and, ultimately, social capital. This is another aspect of social media in Mazandaran that affects its social capital. Mazandaran. Because of this, elites view these media's interactive elements which emphasize the creation of social capital by emphasizing "personal health, development of awareness, alignment and lifestyle, production of work and capital, social trust, promotion of interest in art and literature, promotion of

cultural travel, increased communication with educational and scientific institutions of society, increased peer dialogue as being particularly effective.

Table (3): The model of social media in the production of social capital

Indices	Second component	First component	Aspects
Development of medical services and health norms	Individual health model	Social capital	The model of social media in the production of social capital
Media literacy Social Awareness Economic and political awareness Awareness of the environment Legal awareness Psychological awareness Knowledge of relatives' lives Knowledge of religion and worship Participation in virtual campaigns	Development of consciousness		
cover Food and cooking Social network Travel and leisure Music and art In-house tastes	Alignment and lifestyle		
Business Development Increase in profit Increasing credibility and trust Employment relations Development of brokerage and business system Providing goods, especially public goods	Labor and capital production		
The growth of consciousness Clarification of activities Development of social relations Political and economic discourse Communication with officials Fast news broadcast Presenting individual thoughts in virtual space Development of individual conversations Providing economic and political opinions opposing the government Increasing civil and social participation	social trust		

Discussion and Conclusion

Mass media give direction to people's attitudes toward civil issues, political issues, and public affairs of the society by providing conceptual frameworks for interpreting and processing information, and they aid in the formation of particular concepts and behaviors. In this study, a qualitative approach has been used to examine the connection between the usage of mass media and the level of social and cultural capital in Mazandaran province utilizing the conceptual framework of Coleman, Putnam, Lerner, and others. Social networks nowadays may serve as tools and resources for transferring information and managing knowledge. Social networks significantly lower the expenses of social contacts and speed up and simplify the flow of information. They also provide important information about various chances and alternatives. Social networks improve interpersonal relationships and build social capital. Among the seasoned authors, "Putnam" has taken the approach to social capital that is

the newest. Compared to Bourdieu and Coleman, he applies the idea of social capital on a different level. Although Coleman had a direct effect on how he defines the term "social capital," Social capital is seen by "Putnam" as a collection of horizontal relationships between individuals that foster collaboration for the sake of achieving mutual advantages in society. Social capital, according to Putnam, is "aspects of social organization, such as trust, norms, and social networks, that may enhance the efficiency of society by promoting cooperative activities." (Field, 2007: 11). In this sense, "Manuel Castells" also views technological communications as a chance to increase horizontal contact among people and political engagement. From his perspective, direct and simultaneous access to computer information and communication makes it easier for information to be shared and corrected. It also presents opportunities for engagement and debate in independent and electronic spaces that are independent of the media. According to Castells, this procedure increases the political landscape's adaptability and flexibility. By using new media, he believes that conventional broadcasters' symbolic power will be diminished, helping to normalize and demystify cultures (Farqani, 2002: 53). With this explanation, the primary findings of this study demonstrate that Mazandaran residents consume more media than residents of other provinces in the nation, indicating that they are leaders in the use of communication technology. Based on the study's findings, this article discusses how these individuals use social media in a way that is consistent with their shared intellectual interests in order to stay on par with others and advance intellectually without falling behind. On the other hand, the qualitative findings demonstrate that the interactive aspect of social media, which includes user communication interactions, social interactions, interaction for public education, media production, honesty and strength in the message (the persuasiveness of the message), and transparency and understanding of the message, is very effective in enhancing social capital (the persuasiveness of the message)

1- On the subject of personal interaction: sharing the valuable content, - mutual cooperation and discourse, - criticizing and evaluating the performance of others, especially the officials, and forcing the officials to answer the officials and exchanging information online.
2- On the subject of social interaction: holding joint meetings (clubhouse) - establishing online communication between groups and social strata - interaction between non-governmental organizations.
3- The interaction for public education: increasing media literacy - increasing public awareness of laws - introducing crimes and their punishments - bringing up the duties and rights of citizens - creating attitudes and attracting public participation and activities of non-governmental organizations.
4- The interaction for media production: quality of media programs and advertising production.
5- The interaction to persuade others: giving correct information to the audience - not exaggerating and matching the messages with the needs of the audience.

Therefore, it is recommended that
1- civil society, guilds, government and semi-government users, universities and educational, research, and cultural centers by exchanging scientific, cultural, and especially artistic information of the province by creating personal pages on social media in order to promote Learning the presence of these people in social networks and producing knowledge and thinking in the direction of increasing social solidarity, which can
2- 2- It is advised that users linked with cultural and social organizations take advantage of this circumstance and utilize material that is in line with Instagram's plans, given that the historical conduct of the people of Mazandaran has been to always avoid immoral activity. Aims to increase the province's social and cultural assets. Some examples include paying attention to local music, drawing inspiration from historical and touristic monuments, reflecting provincial elites' artistic and scientific endeavors, using scientific resources derived from academic and research endeavors on a national and international scale, and retelling the biographies of Mazandarani's greatest athletes, scientists, and artists.
3- Economic activities and money generation are two more ways that Mazandaran residents use social media. Given the province's capabilities and the presence of educated youth familiar with social networks, the issue of revenue generation is natural and the outcomes are

predictable. This research has confirmed the significance of this, and in light of this, it is recommended that the mass media pay attention to and support the validation of this kind of business since such support may be highly successful in building social capital. The credibility of investing in cyberspace contributes to the creation of social capital on the basis of accepted theories and elite opinion.

4- The research's findings support the notion that social media users in Mazandaran Province interact with one another in significant numbers. In fact, the average calculation in most cases places this interaction above the threshold of 4 (high), indicating that it plays a significant role in the development of social capital at the provincial level. What is known is that as social capital is promoted and user contact in social networks increases, so does user interaction in economic, social, political (especially election and polling issues), and cultural issues. Therefore, it is recommended in this regard that the province managers respect and encourage this type of provincial user engagement so that it can profit from its capacity for social capital formation in other political, cultural, and social spheres. This section's practical and useful suggestion The fact is that with the assistance of the provincial organizational institutions, the information on "personal health" (with the aid of medical institutions and broadcasting), "awareness development" (with the aid of informational and academic institutions), "alignment and lifestyle" (with the assistance of cultural, religious, and social institutions), and "production" Work and capital (economic institutions), social trust (social institutions, radio, and television), fostering an interest in literature and art (cultural institutions, museums), and promoting cultural travel are all examples of interrelated concepts (television and tourism companies of the province) Increasing communication with the society's educational and scientific institutions, the volume of peer discussion (in civil society, factions, and political parties), the advancement of knowledge (in universities and research), and the building of social and cultural capital.

5- The production of social capital is dependent on the development of services and health norms, involvement in virtual campaigns, business development, and presentation, according to an analysis of the pattern of social capital branching from social network activities. The commodities, particularly the public goods, promote economic and political viewpoints opposed to the government and foster civil and social engagement. In this regard, it is advised that active users of social networks (government, semi-government, and private) pay attention to this issue and support from these topics, help to improve social capital, especially business topics, campaign and political opinions, and active participation in provincial decision-making.

6- Also, the analysis of the pattern of cultural capitals branched from social network activities demonstrates that this pattern in the field of cultural capitals depends on visiting museums, exhibitions, and art galleries, following scientific news, and art like theater, film, and television series, the existence and strengthening of cooperative tendencies among individuals, communication and understanding with organizations, and social institutions It is especially advised that social network users who are active (government, semi-government, and private) pay attention to these cultural issues. By being present in these networks, expressing their support and assistance, and launching campaigns in social networks to encourage behavior, these users can draw attention to these cultural issues and encourage cultural institutions in the province to try to play a significant role in the promotion of cultural assets.

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