Investigating the Relationship between the Use of Modern Social Media and the Tendency of Tabriz Youth to Deviant Behaviors

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Abstract

One of the consequences of the new era threatening the cultural health of societies is the prevalence of deviant behaviors among young people. Young people today are more exposed to the use of new media and modern media culture, and this has significant effects on their behavior. The purpose of this study was to study the relationship between the amount and type of social media use with the tendency of Tabriz youth to deviant behaviors. The research method was survey and the data collection tool were a researcher-made questionnaire. The statistical population of youth (35-38 years old) was the city of Tabriz, which according to the Statistics Center of Iran included 209754 people. A total of 384 individuals were selected based on Cochran's formula by cluster sampling. The results showed that there is a relationship between the use of social media and the tendency of young people to sexual anomalies, vandalism and theft. Also, the tendency of young people to vandalism and sexual anomalies varied according to the type of social media use. Therefore, necessary measures should be taken to prevent and control social harms affected by the use of social networks.

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1. Introduction

Deviant behavior refers to any individual or collective action that does not fall within the framework of moral principles and general rules and as a result is faced with legal prohibition or moral and social ugliness. (Abdullahi, 2004). Sociologists have somehow related the deviation from any social norm and any functional disorder of the social system to the issue of social deviations (Mohseni Tabrizi, 2004, p. 25).

If the occurrence of behavioral abnormalities in the society spreads chronically and excessively, it causes the deprivation of the privileges of others and their peace is provided, in which case the need to control and manage these behavioral abnormalities becomes inevitable (Seif Naraghi and Naderi, 2015). Among these, young people are exposed to more anomalies due to their identity characteristics, instability of social status and some other social and cultural factors; So many victims of misbehavior in the future will be among the present youth. In the face of the difficulties and crises of adolescence, many young people engage in behaviors that threaten their present and future health.

Drug use, violence, and unsafe sexual behaviors are the leading causes of many deaths in adolescence and early adulthood. While adults are more vulnerable to diseases such as cancer, cardiovascular failure and diabetes, health threats to young people and adolescents include homicide, suicide, accidents and AIDS, almost all of which can be prevented and controlled (Afsharian and et al., 2008, p. 12).

On the other hand, the role and importance of social media is worth considering. Today's world is overshadowed by the communication revolution and the changing capitalist attitude towards influencing the manipulation of tastes, the realm of power and the domination of the international media. Social media, as one of the achievements and tools of the modern world, has created a second world for people's lives. This means that today man lives in two worlds, the first is related to real life and tangible family, neighbor, father and mother relationships. The second world is formed in the heart of virtual communication networks. To be and not to be in this space is virtual.

Characters are extraterrestrial, extraterrestrial, and their credibility is fragile, and trust in them is voluntary. This means that you can trust and build a

relationship and make the information obtained as a result, and vice versa. On the one hand, mass communication networks have brought opportunities to human beings, and on the other hand, they have faced communities with dangerous and inevitable consequences.

Also, other virtual social media capabilities, increase attractiveness in creating different ways of interaction and family tastes, range of coverage and various functions and the ability to install on mobile phones, laptops, sharing different formats of information, growth and also it made possible a rapid epidemic in the last decade. Today, it is impossible to imagine everyday life without using this. This trend has made virtual communication networks one of the most powerful sources of identity and has caused dramatic changes in various aspects of people's lives.

Tabriz is one of the major cities of Iran and the capital of East Azerbaijan province and the largest city in the northwestern region of the country and is known as the administrative, communication, commercial, political, industrial, cultural and military hub of this region. According to the 2016 census, the city of Tabriz, with a population of 15,58693 people, is the fourth most populous city in Iran.

The vulnerability of Tabriz youth to social networks, especially emerging mobile networks, on the one hand in terms of the specific situation of the city's population structure and on the other hand in terms of physiological characteristics of youth leads to a tendency to socio-cultural harms. People who are in their youth and are shaping their personalities and social behaviors are more exposed to the use of new media and modern media culture today, and this has significant effects on their behavior.

Considering the important role of social media among the youth, the present study intends to examine the type and extent of the use of social media on the tendency to deviant behaviors of the youth of Tabriz. The research question of the present article is whether there is a relationship between the amount and type of use of social media with the tendency to deviant behaviors of Tabriz youth?

The main purpose of the research is to determine the relationship between the amount and type of use of social media and the tendency of Tabriz youth to deviant behaviors.

2. Social Deviation

Social deviation is a behavior contrary to accepted criteria or social expectations of a particular group or community (Sarukhani1996, p. 208). Research on the deviant behaviors of young people in the new age is of particular importance due to its special characteristics. In the new era, extensive and dramatic changes have emerged in various aspects of society. One of the most important challenges in this field is the unprecedented, rapid and widespread emergence of virtual social media.

The role of mass media in creating this transformation has been very important. In the modern world, mass media are inevitable. New social media is intertwined with the lives of millions of people around the world. These new technologies, which have miraculous performance with the help of mobile applications and have led to the improvement of numerous aspects of life such as knowledge, research, are unrivaled (Mehdizadeh and Tofighi, 2015). One of the consequences of the new era and one of the serious cases threatening the cultural health of societies is the prevalence of deviant behaviors among young people. It is predicted that by 2030 only the rate of diseases and deaths due to smoking will reach ten million per year (Afsharian et al., 2008, p. 12).

3. Social Media Users

Lee Bernoff (2011) mapped social media users based on their level of online participation within a seven-step ladder. These are: 1. Producers 2. Speakers 3. Critics 4. Collectors 5- Affiliates 6. Spectators 7- Inactives (Lee Brunoff, 2011, p. 30). Social media comes in many forms and titles, but their main purpose is to connect and exchange information with each other. Social networks are one of the types of social media. Applications of social networking sites enable users to connect with each other and send instant messages by creating personal information profiles and inviting friends and colleagues to access their profiles and emails. These personal profiles can include any type of

information, including photos, videos, audio files, and blogs (Kaplan and Henlin, 2010, p. 63).

4. Review of the Literature
4.1. Habermas Communication Action

In Habermas's theory of communicative action, the public sphere is an arena in which individuals come together to participate in open and public discussions, and communicative action is accomplished through expression and dialogue. Given that in the Internet environment, especially in the interactive environment of the Internet, people can easily express their needs, and this plan of needs has led to the formation of a space for dialogue and debate, and in this debate, new ideas are formed, Habermas adds. Relationships between speakers and listeners who have the ability to communicate, cause another function of speech that is combined in the same way or the use of ordinary language, and in the descriptive use of the language of each speech, an action involves a promise of intimacy or honesty.

With which I express the inner feelings, needs and intentions of the listener to the listener, it is in this dimension that the speaker draws the inner world of my feelings and motivations as well as evaluates the accuracy of my words. So these feelings have made the relationships between people intimate and express their needs and use their emotional energy in this environment, so the interactive environment of the Internet can be considered a space in which users can easily talk that an atmosphere of intimacy and expression of emotions is formed in the interactive environments of the Internet, which are influenced by each other.

Also, users express their needs together, in those groups, raise their issues and problems, and use their emotional energy in these environments. Energy can probably affect the values of the family and the relationship of family members with each other (Pouzi, 2000, p. 32).Manuel Castells calls the emergence of a network society as the beginning of a comprehensive transformation in this era. He considers information and communication networks as the main element of social activism in the late twentieth century and examines the relations between these networks and cultural, social and

political changes. Network logic brings about many changes in production, experience, power and culture, the power of currents surpasses the currents of power, the absence or presence in the "network" is the source of incapacity or ability in the new world.

The epistemological geometry of this new world focuses on understanding the notion that information and communication technologies are at the heart of it. The current importance of these technologies may be as great as the new sources of energy in the last industrial revolution, from steam engines to electricity and fossil fuels and even nuclear energy.

If the production and distribution of energy is the main and underlying factor of the industrial society, the production and distribution of information is the main and underlying factor of the information society (Nosratinejad et al., 2014, p. 50). If we reflect on the essence of what Castells says and reduce all the features of the information age to one feature, the "reduction of distances" and the change of the boundaries of differentiation in all areas will be highlighted.

The communication revolution, in any sense, is changing distances. The emergence of the third wave of the "Age of Knowledge" as opposed to the first wave of "power based on force" and the second wave of "capital based power" as scholars such as Alvin Toffler call it, or the emergence of a "network society" as thinkers like Castells, they rely on the concept of the "age of distance reduction" that Karen Cross discusses in this book, which has much in common. The world is entering a different history and geography. All cultural manifestations, from the worst to the best, have come together in the digital world to create a new symbolic environment in which the "virtual world" is the obvious reality of today's life.

It is of particular importance to know the elements of communication that have shaped this compact and culturally intertwined world. The new system encompasses all cultural manifestations in society, and in fact, its multimedia or multi-faceted communication system can encompass all forms of expression and all values, imaginations and diverse interests. According to Castells, "the characteristic of the new system is not the induction of virtual reality, it is the creation of real permission" (Castells, 2001, p. 431).

4.2.Theoretical Background

Khojir and Khaniki (2019) in a study have addressed the capacities and challenges of virtual social networks for Iranian civil society. The findings show that experts have identified 16 capacities and 12 challenges for social networks in developing or weakening civil society. Discovering homogeneity, the possibility of dialogue, disclosure, creating a circle of communication, reducing the cost of civic activities, high inclination of people to networks, easy access to citizens and categorization of their opinions, freedom of information exchange, defense of civil institution, introduction of abnormal civil behaviors, scope of coverage, Bilateral communication of activists, strengthening social capital, increasing the power of choice including capacities, virtual addiction, virtual fraud, overcoming the margins of the text, ignorance, poor professional use, filtering policy, false civil demands, the spirit of government control and oversight, spreading space problems, virtual civil society.

The challenge of overcoming emotions over rationality is one of the challenges. Among these cases, civil society activists in Tehran consider the most important capacity of networks for civil society to be the high tendency of people to networks, easy access to citizens and categorization of their opinions and reducing the cost of civic activities and the most important challenge is the weakness of professional use, filtering policy and dissemination of civil demands. They have made a false statement (Forghani and Mohajeri, 2018) have studied the relationship between the use of virtual social networks and changes in the lifestyle of young people. The use of mobile social networks in Iran has quickly become an addiction among many adolescents and young people and has exacerbated some social ills. The daily life of the young generation is tied to mobile social networks. According to Seif Elahi and Shateri (2015), modern social media as an effective medium has played an important role in creating an open and wide space for its users, especially women. Memar and Ghorbani (2013) have studied the lived experiences of mothers and fathers regarding the cultural harms of the Internet. The findings of this study show that parents' perception of the cultural harms of the Internet can be divided into three components. The harms of the Internet in terms of

values; includes sub-categories of religious and moral values; the harms of the Internet in terms of norms include the sub-categories of hijab, communication, moral economics; the harms of the Internet in terms of norms include the sub-categories of hijab, communication, family economics and customs, and the harms of the Internet regarding national identity.

In their view, the use of immoral content on Internet sites has had a negative effect on their children's national identity, individual identity, and religious and moral values. Jahangiri and Aboutorabi (2012) in a study investigating the effect of mass media use on the components of students' political culture: a case study of Shiraz University.

The results indicate that there is a significant negative relationship between Internet use and political beliefs and feelings. Also, the variable of satellite usage has a significant negative relationship with political values, beliefs and feelings. Vinyarski et al., (2016) in a field study showed that the presence of negative emotions in delinquent youth has caused emotional and behavioral abnormalities. These antisocial behaviors were much higher than their counterparts compared to ordinary people.

Pierce (2000) and Young (1999) noted in a study that family problems such as coldness in family relationships, strife, divorce, academic and occupational problems in families whose children depend more on time and the Internet. There is a lot of social media space.

5. Hypotheses

1-There is a relationship between the use of social media and the tendency of Tabriz youth to deviant behaviors.

2- There is a relationship between the use of social media and the tendency of Tabriz youth to vandalism.

3- There is a relationship between the use of social media and the tendency of Tabriz youth to anomalies.

4- There is a relationship between the use of social media and the tendency of Tabriz youth to steal.
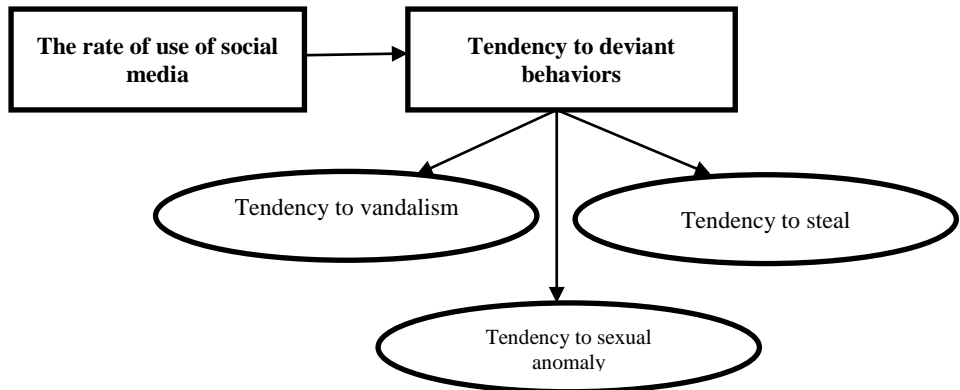
6. Theoretical Model of Research

Figure 1. Theoretical model of research

7. Theoretical and Operational Definition of Social -Virtual Media Variables

Social media is a space that allows people to live in a new society while also enjoying the benefits of the community. Where face-to-face, empathetic and emotional relationships are placed next to persuasive relationships. Habermas believes that the public realm, which he calls the public sphere, has been revived in the modern age and has manifested itself in places such as coffee houses, reading houses, and discussion circles. In this sense, social networks are communities in a modern state and intermediaries between society and modern governments that enter into issues related to public affairs (Pour Afkari, 2011, p. 65).

7.1. Operational Definition

To measure the use of social media, items in the form of a five-point Likert scale were used.

1. Which social networks are you a member of?
2. How widespread is your friendship on social media?
3. Almost "How much do you use social networks per day?"
4. How long have you been a member of the social network?
5. How much time do you spend on social media in your daily life?

7.2. Social Deviation:

Any behavior that is not compatible with the expectations of a particular community or group within society is called deviance. Deviant behaviors refer to any individual or collective action that does not fall within the framework of moral principles and general rules and as a result is faced with legal prohibition or moral and social ugliness. (Abdullahi, 2004, p. 22).

7.3. Operational Definition

The tendency to deviant behaviors was measured through items in three dimensions (tendency to sexual anomaly, tendency to steal, tendency to vandalistic behaviors) in the form of a five-choice Likert scale.

7.4. Sexual Perversion or Abnormality

Sexual perversion has a broad meaning that includes both sexual relations between humans and animals, as well as sexual relations between men and women in an unnatural way, and on the other hand, abnormal relations between homosexuals arise from it. The consent of each party does not indicate the innocence of the other or himself (Sarukhani, 1996, p. 831).

7.5. Operational Definition

The tendency to sexual anomalies was measured from very low to very high through items in the Likert scale:

1. I am sure I can resist sexual temptation and never commit such acts.
2. The police and the judiciary should deal most severely with sex offenders.
3. Young people have the right to deviate from sexual pressure.
4. I really hate unrestrained sex.
5. A sexually perverted person is the most inappropriate person for friendship.

7.5.1. Theft

  In the sociology of perversions, theft as a violent crime is distinguished from ordinary theft, burglary, shoplifting, and means the theft of property from a person or a financial and commercial institution such as banks by resorting to violence, threats, and coercion. Gone (Ahmadi et al., 2010, p. 197).

7.6. Operational Definition

The theft tendency variable was measured through items in the Likert scale from very low to very high.

1- Have you ever considered taking something from others without your knowledge and consent?

2- Have you ever been tempted to take someone's property and money by force with deceit?

3- Do you think of fraudulent kidnapping of another Shiite?

4. How likely are you to be tempted to encounter shopkeepers whose attention to intentional goods?

5. Is it possible to think of slipping in the face of items that you cannot buy?

6- If a person is in need, he does not have an occupation to meet his need by stealing.

7- People who have stolen for any reason are very bad and hated.

8- There may be circumstances in my life that I have to steal.

9- Finally, theft is one of the solutions to financial problems.

10- Stealing is one of the ways to declare protest and demand rights.

7.6.1. Vandalistic Behavior

All criminal behaviors that are committed in order to knowingly and intentionally destroy public property, objects and belongings, as well as the destruction of works of art and enmity with science and technology and the works of civilization. (Mohseni Tabrizi, 2014: 21). Sabotage in sociology means the destruction of public and private property by young people (Ahmadi et al., 2010, p. 152).

The tendency to vandalistic behavior variable was measured through items in the Likert scale from very low to very high:

What do you do to relieve the anger caused by your stress sometimes, or which of the following situations do you think of?

1- Destruction of paintings and sculptures in art galleries

2- Antiquities in museums, historical monuments

3- Religious places, statues, benches and public chairs

4. Green spaces, trash cans in forests, parks and squares

5- Street phone lights and counters

6- Property of restaurants and hotels

7- Seats for cinemas, subways, trains, buses, airplanes and stadiums

8- Train rails, elevators

8. Research Methods and Data collection Tools

The existing research was an applied study in terms of purpose, cross-sectional in terms of time and a survey in terms of data collection. The data collection tool was a researcher-made questionnaire whose validity was calculated and confirmed by face validity and by experts in Cronbach's alpha.

8.1. Statistical Sample and Population

The statistical population was the youth of Tabriz (18-35 years old), which according to the data of 2016, included a total of 209754 people (Statistics in Center of Iran). Cochran's formula with an error coefficient of 5% was used to select the sample and 384 young people in Tabriz were selected by multi-stage cluster sampling.

Table 1. Kolmogorov-Smirnov test

	Statistic	df	Sig.
The rate of use of social media	0.133	384	0. 83
Tendency to deviant behaviors	0.086	384	0. 68
Tendency to vandalism	0.205	384	0. 82
Tendency to steal	0.132	384	0.71

Table 2. The reliability of the tool

Variable	Cronbach's alpha coefficients
The rate of use of social media	0.62
Tendency to deviant behaviors	0.90
	0.82
Tendency to vandalism	
Tendency to steal	0.91

8.2. Data Description

Table 3. Description of the research variables

		The rate of use of social media	Tendency to sexual anomaly	Tendency to vandalism	Tendency to steal
Frequency	number	384	384	384	384
	Average	27	17	14	30
	Minimum	12	7	11	18
	Maximum	45	28	40	62

Based on the results, the average score of media use among the studied youth was 27 with a standard deviation of 6.5, minimum 12 and maximum 45. The mean score of tendency to anomalies was 17, minimum 7 and maximum 28 with a standard deviation of 5.6. The tendency to vandalism was obtained with an average of 14 minimum 11 and maximum 40 and standard deviation 5.5 and the tendency to theft with an average score of 30 minimum 18 and maximum 62 and standard deviation 7.9.

8.3. Testing Hypotheses

1- There is a relationship between the use of social media and the tendency to deviant behaviors. The test results showed that there is a relationship between the use of social media and the tendency to deviant behaviors (r = 0.073 and P = 0.033). Positive relationship direction and correlation intensity are moderate.

Table 4.Correlation between social media usage and tendency to deviant behaviors

		The rate of use of social media	Tendency to deviant behaviors
The rate of use of social media	Pearson correlation	1	0.073
	The significance levels		0.033
	Frequency	384	384
Tendency to deviant behaviors	Pearson correlation	0.073	1
	The significance levels	0.033	
	Frequency	384	384

2- There is a relationship between the use of social media and the tendency of Tabriz youth to vandalism. The test results showed that there is a relationship between the use of social media and the tendency to vandalism (R

= 0.08 and P = 0.03) is positive for positive relationship and correlation intensity.

Table 5. Correlation between social media usage and tendency to vandalism

		The rate of use of social media	Tendency to vandalism
The rate of use of social media	Pearson correlation	1	0.08
	The significance levels		0.03
	Frequency	384	384
Tendency to vandalism	Pearson correlation	0.08	1
	The significance levels	0.03	
	Frequency	384	384

3- There is a relationship between the use of social media and the tendency of Tabriz youth to steal. The test results showed that there is a relationship between the use of social media and the tendency to vandalism. (R = 0.00 and P = 0.25) is positive for positive relationship and correlation intensity.

Table 6. Pearson correlation between social media use and youth stealing tendencies

		The rate of use of social media
The rate of use of social media	Pearson correlation	1
	The significance levels	
	Frequency	384
Tendency to steal	Pearson correlation	0.25^{**}
	The significance levels	0
	Frequency	384

4- There is a relationship between the use of social media and the tendency to sexual anomalies.

The results of Pearson correlation test showed that there is a relationship between the use of social media and the tendency to sexual anomalies.

Table 7. The correlation matrix between the rate of social media use and the tendency to sexual disorders

		The rate of use of social media	Tendency to sexual anomaly
The rate of use of social media	Pearson correlation	1	0.32^{**}
	The significance levels		0
	Frequency	384	384
Tendency to sexual anomaly	Pearson correlation	0.32^{**}	1
	The significance levels	0	
	Frequency	384	384

9. Discussion and Conclusion

One of the consequences of the new era and one of the serious cases threatening the cultural health of societies is the prevalence of deviant behaviors among young people and the results and findings of the present study confirm this issue. The results of the present study showed that there is a positive relationship between the use of social media and the tendency of deviant behaviors of young people (tendency to vandalism, theft, sexual disorders). This result is consistent with the results of research by Seif Elahi and Shateri (2015), Architect and Victim (2013), Jahangiri and Abu Turabi (2012), Vinarski et al., (2016). Sociological theories of social deviations can be used to explain this finding. Merton considers the structural conditions of society as the main cause of deviations. If there is no proportion between the goals and the means to achieve it and people cannot achieve the accepted goals of society through the tools accepted by society, they feel dissatisfied and follow illegitimate ways. Sutherland's theory of perverted cultural transmission holds that deviant behavior, like other social behaviors, is learned through association with others (Qajghinejad, 2009, p. 111). According to Hirsch, the more a person shows interest in his relatives and friends and has strong social ties, the less they deviate. In fact, the more the user becomes dependent on cyberspace, the less opportunity he has to deal with the family, leading to a reduction in family relationships. Because Internet relationships are less rich than face-to-face relationships (Casno, 1993). Many young people engage in behaviors that threaten their health in the face of the difficulties and crises of adolescence and exposure to new media and modern media culture.

10. Applied Suggestions

Based on the research findings, the following is necessary to prevent social harms affected by the use of social networks:

   - Creating a suitable platform for the feeling of security, peace, purity and intimacy and mutual understanding of young people

   - Paying attention to the spiritual and emotional needs of young people and creating a favorable and calm atmosphere in the family

   - Parents take care of their children's actions and behavior

   - Proper planning to regulate the leisure of teenagers and young people

- Serious control of parents regarding the type and amount of use of their children's social networks

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