

A Sociological Study of Media Effects on Youth Domestic Values (Case Study: Youth of 15-29 Years Old in Mazandaran)

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Abstract

The purpose of the present paper is to peruse the sociological effects of media on youth domestic values. The statistical population consists of the cities of Mazandaran in 2016 which have access to the sociological effects of media on youth domestic values with utilizing a simple random sampling technique. The statistical population consisted of 110, 321 youth (men and women) at Mazandaran. A sample of 840 persons was selected. Furthermore, based on the present research findings, the regression effect indicates media and family cohesion have significant effect on domestic values and also family cohesion has significant effect on media. For examining the domestic values among people who use media and people who do not use, it is used t-test that showed there is a significant relationship between them. At last, chi-square showed that domestic values are different in the high, medium and low economic bases.

Keywords: Media, Domestic values, Family cohesion, Economic base.

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1. Introduction

Ferguson (2010) said that societal or public health problems have been debated at least since the time of Plato and Aristotle. Grimes et al., (2008) stated scholars continue to debate whether media violence contributes to societal violence or not. This may seem a bleak assessment but with both historical and contemporary precedent (Ferguson, 2015).

Changes are necessary for life and everything is changing. If the levels and grades of these changes be fast and comprehensive, according to Durkheim, this will cause confusion and anomie in the foundations of society. Of course, the level of changes is acceptable like the natural world, but if the volume of these macro changes be comprehensive, abrupt and unbalanced, the chaos and disintegration will cause in the society. One of these comprehensive transformations can be in the field of family or domestic values especially it can be considered in the scope of differences among the youth. Generational change is as one of the most important social variations. A value change is one of the interesting fields in social sciences. In the recent decades, we have witnessed the rapid variations and high speed in our country. Paying attention to the value changes raises our understanding of the younger generation changes as a predictable and expectable affair. The most important of these changes are reflected in valued interval in the society.

2. Review of Related Literature

Ngonidzashe (2016) stated that electronic communication is clearly becoming a reliable and chosen form of communication in the 21st century.

Hynes & Wilson (2016) said with increasing global pressures on agriculture as well as increasing environmental concerns, and confusing or even misleading information about food, consumers still need to make multiple daily decisions about food purchase and consumption. Consumers have personally and socially driven values as well as situational information affecting their food choices. This two-part study examines consumers' values and norms to determine how these variables relate to their personal food choices and the influence of social media on this behavior. Quantitative data were collected concerning personal values and norms. Their study shows that, first, we extend

current knowledge around values, norms, beliefs and predicted behaviors within the context of environmentally friendly food (EFF). Second, we examine whether these values or norms can be used as stimuli to encourage EFF purchasing through the use of social media. Whilst it is useful to understand these relationships in order to exploit them. Their study shows that social media is not an effective means of changing values and norms or behaviors around EFF.

Lai and Thornton (2015) examined the role of developmental thinking in making of family values. They analyze survey data collected from Gansu Province in China with regular and multilevel logit models. Although Islam influences family values in the opposite direction than developmental ideas. The effect of Developmental Idealism in associational evaluation does not differ significantly between Muslims and non-Muslims.

Villegas (2013) stated that there is an ever-present availability to media access. However, there is an ongoing debate about whether the power of this influence and its ubiquitous availability yields positive or negative consequences in different aspects of our lives. According to the rapid progression of technological advances, it is difficult to observe that these devices are having on the ways in which a family interacts.

Based on Parker et al., (2013) technology provides unique opportunities for couples to satisfy both functional and emotional needs. In a similar study, Coyne et al., (2011) explored that married individuals reported using texting, instant messaging, social networking, blogs, and webcams more frequently than couples. Technology provides a quick and accessible way to deal with marital concerns at any time.

3. Theoretical Framework of the Research

The theoretical framework of this research is a combination of some of the perspectives as discussed above with the previous research. In this study, the relationships include in variables concerning to family cohesion, use of media and family value. Considering such a theoretical framework, the model used in this research for explaining the media effects on youth domestic values is shown in the following figure:

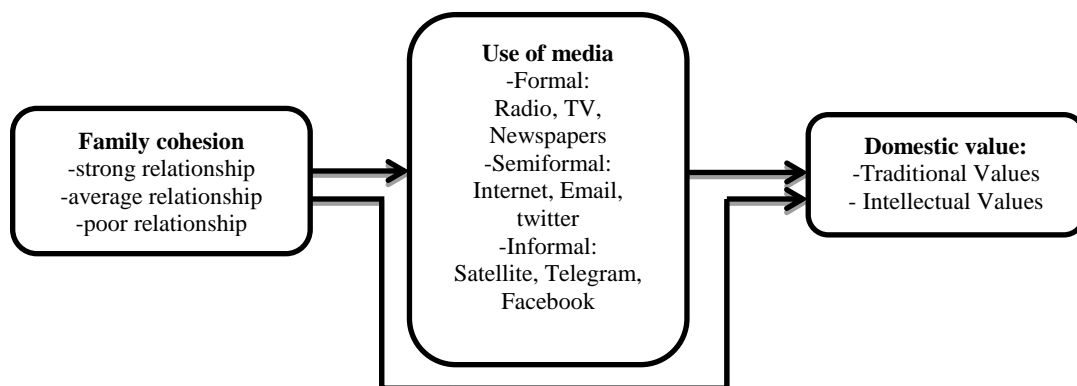


Figure 1. The conceptual model

4. Research Hypotheses

Considering the theoretical framework expounded earlier, the hypotheses are:

1. The media affect family values.
2. Family cohesion affects the media.
3. Family cohesion affects family values.
4. Domestic value among people who use media and who do not use it is different.
5. Domestic values in the high, medium and low economic bases are different.

5. Materials and Methods

This is a survey method research. The current study employed the convenience sampling method to collect data in 2016. The statistical population consisted of 110,321 youth (men and women) in Mazandaran. 840 persons were selected as the sample of this study.

The questionnaire has been our main instrument. In order to measure the degrees and aspects of media effects on youth domestic values, a combination of 20 questions with a thorough consideration of Iranian socio-cultural setting was used.

At last, Cronbach's alpha test is calculated for research index which obtained larger than 0.7. It indicates more consistency among statements.

6. Findings

The results of this test are shown in the table below.

Hypothesis 1: The media affect domestic values.

Table1. Total regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.738 ^a	.545	.544	.2191507

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	48.131	1	48.131	1002.155	.000 ^b
Residual	40.247	838	.048		
Total	88.377	839			

R^2 is the amount of the family values variance which is explained by the media in this study.

Table 2. Direction of media impact on family values

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.671	.060		28.018	.000
The media	.535	.017	.738	31.657	.000

T statistics 31.657 has been obtained for the variable of media. This number is greater than the critical statistics, and also, the significantly level of this statistic is obtained 0.00 which is less than 0.05. It states that media has a significant effect on domestic values. Therefore, it can be concluded that the effect of this variable on domestic values is positive.

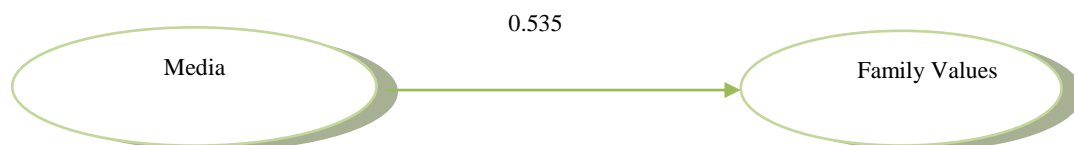


Figure 2. Regression effect of media on family values

Hypothesis 2. Family cohesion affects the media.

Table 3. Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.639 ^a	.408	.407	.3446299

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	68.550	1	68.550	577.165	.000 ^b
Residual	99.529	838	.119		
Total	168.079	839			

R² is the amount of the media variance which is explained by the family cohesion in this study. It was found that 41% of the variance of the media variable is explained by the family cohesion.

Table 4. Level and direction of family cohesion on media

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.617	.079		20.417	.001
Family Cohesion	-.534	.022	-.639	-24.024	.000

T statistics 24.024 has been obtained for family cohesion. This number is greater than critical statistics, and also, the significantly level of this statistics is obtained 0.00 which is less than 0.05. It states that the independent variable has a significant effect on media. Therefore, according to the negative regression coefficient, it can be concluded that the effect of this variable on media is negative.

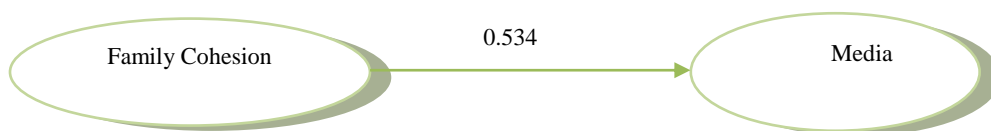


Figure 3. Regression effect of family cohesion on media

Hypothesis 3: Family cohesion affects family values.

Table 5. Regression analysis of variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.738 ^a	.545	.544	.3022243

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	91.536	1	91.536	1002.155	.000 ^b
Residual	76.542	838	.091		
Total	168.079	839			

R² is the amount of the domestic values variance which is explained by the family cohesion. In this study, it was found that 54% of the domestic value variance is explained by the independent variable.

Table 6. Level and direction of family cohesion on family values

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.107	.114		-.934	.351
Family values	1.018	.032	.738	31.657	.000

T statistics 31.657 has been obtained for the family cohesion. This number is greater than the critical statistics, and also, the significantly level of this statistics is obtained 0.00 which is less than 0.05. It states that the independent variable has a significant effect on family values. Therefore, according to the regression coefficient that has been positive, it can be concluded that the effect of this variable on family values is positive.



Figure 4. Regression effect of family cohesion on family values

In this study, to evaluate the direct and indirect factors on family values, the path analysis was used. Path analysis of factors affecting family values is as follows:

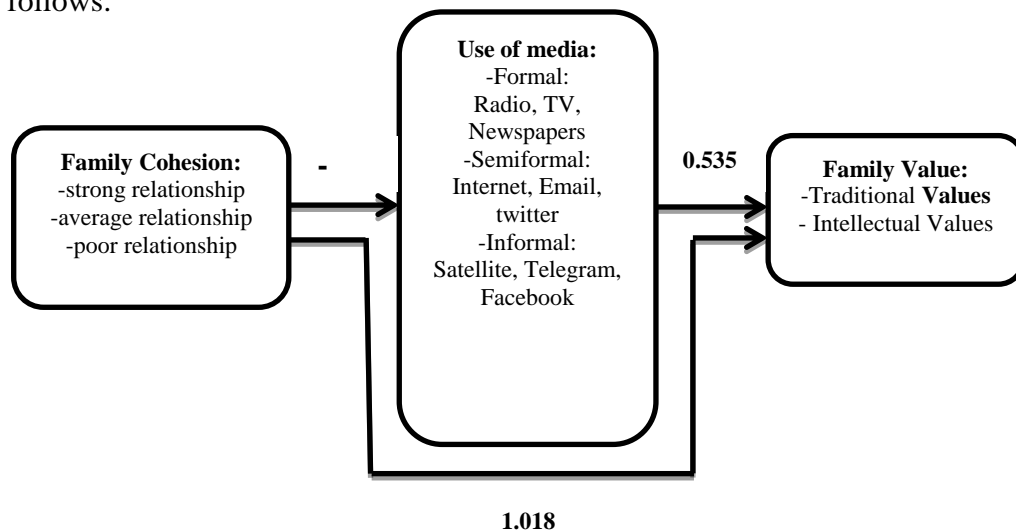


Figure 5. The path analysis

Hypothesis 4: Family values are different among people who use media and do not use. Then, Independent Sample Test is used:

Table 7. The predicted average of family values and media

		N	Mean	Std. Deviation	Std. Error Mean
Family values	Do not use of media	581	3.527022	.3074527	.0127553
	Use of media	259	3.578378	.3580682	.0222493

As it can be seen in the table below, the test has been carried out in two modes (first and second row). The first line is for the case that the variances are assumed equal, in other words.

Table 8. The results of comparing predicted family values and media

	Levene's Test for equality of variances		T-test for equality of means						
	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Family value	4.113	.043	-2.122	838	.034	-.0513560	.0241983	-.0988525	-.0038595
Equal variances assumed									
Equal variances not assumed			-2.002	434.577	.046	-.0513560	.0256462	-.1017620	-.0009500

The results of Levene's test indicate that test statistics is significant at the level of. In other words, according to the level of significance ($5\% > 00/0 = \text{sig}$) which is estimated, therefore, assumption of variances equality is rejected and the second row information of the table has been discussed about the conclusion of the mean.

Accordingly, as it can be seen in the second row, the significance level of means equality test has been estimated smaller than 5% with the lack of equality of variance.

Hypothesis 5: Family values are different in the high, medium and low economic bases.

Percent distribution and proportional family values and economic bases are shown in the following table:

Table 9. Percent of distribution and the proportion of family values and economic base

			economic base			Total
			low	medium	high	
Family values	Low	Count	286	316	5	607
		% of Total	34.0%	37.6%	0.6%	72.3%
	Medium	Count	0	157	60	217
		% of Total	0.0%	18.7%	7.1%	25.8%
	High	Count	0	0	16	16
		% of Total	0.0%	0.0%	1.9%	1.9%
Total	Count	286	473	81	840	
	% of Total	34.0%	56.3%	9.6%	100.0%	

Conferring to the comparison cross table of family values (low, medium and high) and economic base (low, medium and high), we can compare family values (low, medium and high) with different classes of economic base.

Accordingly, low family values are 34.0 percent in low economic base; medium family values are 37.6 percent in medium economic base; high family values are 0.6 percent in high economic base. Hence, medium family values are 0.0 percent in low economic base; medium family values are 18.7 percent in medium economic base; high family values are 7.1 percent in high economic base. Also, high family values are 0.0 percent in low economic base; high family values are 0.0 percent in medium economic base; high family values are 1.9 percent in high economic base. Existence or non-existence test of the relationship between family values and economic base is displayed in the following table:

Table 10. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	388.051 ^a	4	.000
Likelihood Ratio	391.587	4	.000
Linear-by-Linear Association	298.154	1	.000
N of Valid Cases	840		

Chi-square has been attained 388.051. Thus, H₀ is rejected and H₁ is accepted. Therefore, there is a relationship between family values and economic bases.

7. Conclusion

The use of media becomes a bigger part of daily life which will undoubtedly impact relationships. When friends and families are unable to spend time together due to time constraints and physical proximity, they rely on electronic communication to stay in touch through Email, text messages, and connecting social media networks like Facebook and Twitter. Electronic communication is easy, convenient and effective to use.

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