

## **A Study of several social factors related to consumer Culture among Women in Yazd**

**Masoud Hajizadeh Meimandi, Friedoon Usefi**

### **Abstract**

This research has been studied several factors related to consumer culture among women in Yazd. The method of research is survey and cross-sectional. The technique of gathering data is researcher-made questionnaire with suitable validity and reliability. The type of validity is content validity and reliability amounts are calculated by Chronbach's alpha. Population study is women between 15-64 years old and size of sample is 400 women selected randomly in clustering method. The analysis technique depends on facilities of SPSS.

Finding and results showed: the amount of consumerism among women is low than average (68.28). There are meaningful relationships between consumerism with religiosity, life style and fashionism but there are not meaningful relationships between consumerism with sex, age, maritality, employment, income, education and sex attitude. Regression analysis showed the variables of life style, religiosity and fashionism can explain 46 percent of consumerism variance. Life style with amount of Beta 0/2, F= 90/06 can explain the maximum of consumerism variance.

### **Keyword**

Consumerism, Religiosity, Fashionism, Life style, Consumer Pattern.

## **Intergenerational survey of cultural consumption Pattern between mothers and daughters in yazd**

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### **Abstract**

Cultural authorities expressed, by these social mutations and increase of literacy level it's expected that book, film, literature and other cultural products demand will increase, so using cultural products is the aim of our country planners. Therefore, The aim of this study is to consider the difference of cultural consumption of mothers and daughters in Yazd and then consider its affected social factors by using Bordia and Engelhard theories. This study used sectional measurement and questionnaire to collect information. The subjects were 384 women 15-75 years old (192 mothers and their single daughter) of Yazd that were selected by two-phase sampling to complete questionnaire. The results show a significant difference between mothers and daughter's cultural consumption. The results of regression analysis show that generation and cultural capital explain 14 percent of changes in cultural consumption. It seems that cultural consumption in mothers towards medicore-elite cultural pattern and in daughters towards medicore-mass cultural pattern.

### **Keywords**

Lifestyle, Generational Differences, Cultural Capital and cultural consumption.

## The attitude of college students in Tehran towards the effect of premarital heterosexual relationships on marital satisfaction

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### Abstract

Some recent scientific evidence in Iran shows recent increasing trend of premarital heterosexual relationships among youth and a common myth with regard to positive effects of such relationships on marital quality is seen as well. This paper aims to assess the attitudes of college students towards the effect of these relationships on marital satisfaction using theoretical perspective of second demographic transition. This paper is based on survey data of 2031 college students aged 18-40 years from among seven universities (both private and government) in Tehran. The sample was selected using stratified cluster sampling in two stages, during December and January 2010 and June 2011. The results of this study showed that approximately 43% of college students were on the belief that premarital heterosexual relationships will lead to lower marital satisfaction among couples and one third were uncertain (33%). Greater percentages (58%) held the belief that premarital progressive (sexual) relationship will be connected with reduction of marital satisfaction and less proportion had doubt (28%) and the rest were opposed (14%). Linear regression model showed that youth with modern, liberal and irreligious family, those with less religious conviction, and with favorable attitudes towards such relations, those whose peers endorse such relationships, those who had ever smoked and used alcoholic drinks, and finally those who were wealthier, compared to others were on the belief that such relationships have positive effects on marriage and quality of marriage. This study showed that a great proportion of college students, specially unmarried students had doubt on the effect of such relationships on the quality of marital relationships after marriage and a significant proportion of women, experience such relationships with marital intention and are on the belief that such relationships lead to a better partners selection for marriage and better quality of marriage, while existing literature both within and outside the country showed the reverse. These results can have important implications in assessing transformation of family and marriage in Iran.

### Keywords

marital satisfaction, college students, Tehran, premarital heterosexual relationships, the opposite sex

## **Sociological explanation the impact of Modernization process on Family Structure**

**(A comparison of rural and urban areas in Mazandaran province)**

**Mohammad Javad Zahedi, Houshang Nayebi**

**Parvane Danesh, Hossein Nazoktabar**

### **Abstract**

The institution of the family has undergone significant changes in Iran over the recent decades mostly due to modernization process, and such changes have caused structure of the Iranian family. This research seeks to survey family structure changes in the context of modernization in Mazandaran province. The research method is quantitative and the methodology utilized is sectional surveying. The statistical society is made up of all family all heads of households residing in the urban and rural areas of Mazandaran province that numbers 931002 households as the general census of population and housing in 2011 indicates. The sample size is 400. Based on cluster sampling method, the share of rural and urban households has been taken into consideration. The findings indicate that is significant difference between mean variables of family types, power structure and attitude to fecundity urban and rural areas with the error level less than 0.01 and the confidence level of 0.99. Also, the mean of dependency women and attitude to fertility was higher in areas urban than areas rural. On the other hand, that is not significant difference between mean variables of family relationship, attitude to marriage and attitude to age with the error level less than 0.01 and the confidence level of 0.99. Over the recent decades, the institution of family and the kinship system have experienced deep changes in their family structure level as a result of introduction of modernization processes and consequences (social, cultural, psychological and political modernization).

### **Keywords**

Modernization Process, Family Structure, Power Structure, Family Relationship, Attitude to Marriage.

## **Study of work-family conflict among female and male nurses in Sabzevar city and its relationship with job satisfaction**

**Amir rastegarkhaled, Meysam mohammadi**

### **Abstract**

In the present study, we has studied work-family conflict among female and male nurses in Sabzevar city, and its relationship with job satisfaction. The population of this study consisted of 200 nurses who are married, 86 of whom were males and 114 females. In this study, two sets of questionnaires, which are included job satisfaction questionnaire (GDI) and the scale of work and family conflict, were applied. Research hypotheses were studied by t-test and Pearson correlation coefficient tests. Data of this research showed that work-family conflict in females is more than male, significantly. This subject can be due to women's responsible for doing the job and family roles in society that is expected from them based on cultural traditions. But it has resulted to reduce of Job satisfaction among women nurses. Nevertheless, the level of work and life satisfaction of male nurses is lower than female nurses. This is probably due to cultural stereotypes that believes nursing roles is appropriate for women, and no for men.

### **Keywords**

Work-family conflict, sexuality, nurses, job satisfaction, cultural attitudes.

## Systematic Review of Research Papers in the Recent Three Decades on the “Reasons of Cesarean Section” and Population Health Management Strategies in Iran

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### Abstract

Irregular increase in cesarean section (C-section) rate and increasing approach of mothers to elective C-section, despite its complications for fetal and maternal health and reduction of natural vaginal delivery (NVD) rates in recent years, has turned C-section into a national problem and as a complementary treatment in family planning has caused decrease in fertility rates and often prevention of third and further births and also reduced the number of children. This study, recognizing the effect of C-section from various aspects, particularly the country's demographics, using method of "systematic review of research papers" in the last three decades, intends to review reasons of C-section and NVD challenges in order to provide population health management Strategies. Therefore, based on a systematic approach, 78 scientific-research articles have been selected and studied after screening. The results show that the most repeated reasons mentioned in the literature for cesarean are: previous C-section, fear of natural labor, a negative attitude towards natural labor and a positive attitude towards cesarean and medical reasons. It is worthy to note that the mentioned reasons of increase in cesarean can be classified and studied more from economic - social, cultural, recognition, psychological, medical, legal - lawful and treatment - health viewpoints. The results of this systematic study emphasize on the need for scientific analysis of cesarean in a interdisciplinary research and also entering the field of humanities to explain its cultural- social reasons and as well diversification of research methods and qualitative studies for the recognition of reasons of increased rate of C-section.

### Keywords

Method of delivery, natural vaginal delivery, cesarean section, elective caesarean, maternal health, pregnant mothers, medical interventions, systematic review, population health management.