

Sociological Study of the Causes and Consequences of Cosmetic Surgery Men and women living in Tehran

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Abstract

In the past, the body was a fact that a person had to adopt with in any situation. But nowadays the body can be manipulated and reconstructed. Attention to the body and its manipulation has distanced itself from its natural state and has become a social problem. This research aims at sociological investigation and understanding of cosmetic surgeries in men and women. The study is conducted by qualitative approach and grounded theory method. The tool used to collect data was a semi-structured interview. Targeted sampling was used to select the interviewees and theoretical sampling was used to identify the number of people. The population under study is men and women living in Tehran who have experienced cosmetic surgery. The number of examined sample is 15 men and 27 women who have experienced cosmetic surgeries. Based on this study's findings, the causal of the research were humiliation and inferiority complex in men and the fear of being rejected as well as a negative mental picture of oneself in women. A pivotal phenomenon for men is conformity to the society's demands that arise in the context of economic conditions and for women, the desire for beauty and expression of the body, which has occurred in the context of social values and family conditions. In both groups sense of conflict is presumed as the intervening conditions and promotions and encouragement by others for surgery are the facilitating conditions of the research. The implications and effects of the cosmetic surgery in this study are self-satisfaction and others' approval in men and increasing confidence, saving time and economic savings in women.

9

Keywords: cosmetic surgery, body economy, men,s women .

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Pathology of using social networks and mobile software in the Iranian family (Emphasizing the strengths, weaknesses, opportunities and threats)

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Abstract

This research paper seeks to identify the strengths of the weaknesses, the threat of social networking and mobile messaging software in the Iranian family and determine the strategies for using these networks for the Iranian family. The method of this research is the Strategic Analysis Method (SWOT). The statistical community is the two groups of professors and university professors and executives. The sample size is 40 and the sampling method is snowball. The data gathering technique was combined with a semi-structured interview and a balanced questionnaire. The most important strength of these networks and mobile software is the strengthening of the link between the members of the family that are geographically apart and the strengthening of cheap, permanent and appropriate communication between family members and the most important weakness in designing the structure of networks based on culture. Western and its mismatch with the Iranian Islamic environment of the family environment (as opposed to native networks), the most important opportunity to use their capacity to introduce the original culture of the Islamic family of Islam and its extension among users and the most important threat to lifestyle change and promote family separation as the most important The social institution is in Islamic and Iranian culture. The most important strategy for optimal use is the use of the quantitative and qualitative capacity of Iranian users to produce and disseminate religious, cultural and moral content on both domestic and foreign levels in the family, convergence of active state institutions.

Keywords: Social Networking, Instant Messaging, Family, Strategies.

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Social Network, Fertility Intentions and Behaviors in Tehran City

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Abstract

The aim of this paper is to examine the effects of social network on women's fertility intentions and behaviors. The study was conducted using sampling survey and its data was collected through a questionnaire for 384 married women aged 18-35 years old in the city of Tehran. The results showed the average of ideal fertility for women was 2.1 children, desired fertility was 1.9 children and actual fertility (CEB) was 1.3 children per women. In addition, findings indicated that the women's parents have a greater influence and pressure on the childbearing, as well as, the care and support of children. Multivariate analysis revealed in addition to demographic variables such as age, education, and income, the norms and behaviors of fertility in the social network (for brothers, sisters, and friends), as well as, family supports have significant effects on women's fertility intentions and behaviors. In conclusion, fertility is not only affected by individual and demographic characteristics, but also affected by the characteristics and behaviors of people that interact with them and social network that he belongs. The recent effects are through the mechanisms of social learning, contagion, influence, and pressure.

Keywords: Social network, Fertility intentions, Fertility behaviors, Social support, Social Pressure.

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Women and the experience of virtual emotions (Qualitative study of how girls express emotions in Qom city)

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Abstract

6 Cyberspace is a platform for interactions and interactions to express feelings among users, including girls, which provides different capabilities for their roles and social relationships. Accordingly, it is important to know how to form these interactions and express virtual feelings. This study, by adopting a qualitative approach and methodology of phenomenology, describes what is the nature of the virtual experience of girls' virtual emotions and the process of developing and expressing it in cyberspace. The studied population includes girls in Qom who spend at least four hours a day with virtual space and are considered to be high-income users. The data were collected through purposeful sampling and in-depth interview with 15 people and analyzed by using Van Manen's six-stage phenomenological analysis method. Data analysis shows that the virtual experience of girls' virtual emotions is formed on two levels of mental and objective thinking: girls, with the arrival of girls to the cyberspace, are somehow separated from the real space and are secretly and reluctant to use Non-visual concepts and templates release their feelings in cyberspace. The results showed that they are sympathetic to the images and content exchanged, and they are so drowned in the network of space that they feel empathy with other actors and reveal their indissoluble internalities to others. This situation for them is such that even after they enter the real space, they have the feeling of being in cyberspace.

Keywords: Emotions, cyberspace, objectification, mentality, discontinuity.

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Social Construction of the Policies of Increasing of Childbearing and Leading Obstacles: A Case Study of Internet Users¹

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Abstract

As a social behavior, childbearing is one of the issues that has been increasingly appealing to the media over the last decade. This research seeks to study the social construction of the policies of increasing of childbearing and leading obstacles in the media. The sample consists of 705 Internet users of Iranian news websites. The research methodology is based on quantitative and qualitative content analysis. Among the related published news, 5 news with the largest audience were selected for content analysis. Quantitative content analysis of users' feedback revealed that 95.7% of the comments were critical, 0.7% were passive and 3.6% were positive about the interpretation of barriers to childbearing. The most important issues arising from qualitative content analysis were "increasing erosion of institutional trust and the failure of demographic policies", "mismanagement of the current population", "psychologic feeling of insecurity towards the future of children", "incoherence and instability in population policies", "changing attitudes", "emphasis on quality instead of quantity", and "extreme materialism". The final category was "institutionalization of low childbearing", which can semantically cover research findings. Based on the results, it can be stated that although the users' critical approach to childbearing barriers is directed at policymakers and public officials, change in attitudes and behavior of people has a more significant role in the institutionalization of low childbearing in society. This means that the realization of population policies requires that policymakers pay attention to institutionalized behavioral patterns among people.

Key Words: Media, Population Policies, Internet Users, Childbearing, Content Analysis.

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Study of Emergence of Individualism in the Family (Case Study: Tehran Citizens)

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Abstract

Nowadays, the increased rate of divorce, increasing age of marriage, decreased rate of fertility are among the most important challenges that Iranian families are faced with. These challenges have been conceptualized as a series of functional and structural changes in families as they are becoming more and more individualistic. One of the most significant outcomes of such changes is the emergence of individualism in families which indicates that family values have undergone some changes; in the sense that individual demands are preferred to collective demands. The present study has aimed to review individualism in families with an emphasis on the level of commitment to family values. The purpose of this study has been to respond to this question: given the recent evolutions and changes of Iranian society in general, and Iranian families in particular, is it a true claim to say that individualism has emerged in Iranian families? This study is a survey which has examined a sample composed of 408 Tehran citizens. By analyzing the research findings, it became clear that family values have changed in the respect of emergence of individualism. However, these changes vary depending on each of the five dimensions of family values, which have been studied in this research. In two dimensions of family values, i.e. hierarchal values and control values, family members are individualists; in the continence values dimension, they are to some extent individualists; in the dimension of traditional values, they are both individualists and collectivists; and in the dimension of commitment values, they are completely collectivist. By comparing the research subjects in terms of various gender, education and age groups, it became clear that the level individualism has been raised in the family values of women, young adults and those with higher academic education.

Keywords: Family Values, Structural Changes of Families, Individualization, Individualism, Women, Youth.

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