

**Personal networks and neighborhood attachment in Tehran city:
with emphasis on the role of modern communication mediums**

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Abstract

Attachment to the neighborhood represents a positive mental feeling toward the residential place that links associated with residential location and causing the residents' commitment to habitat and their desire to maintain a relationship with it over the time and at different stages of life. Present research examines neighborhood attachment and the effect of personal networks and modern communication mediums on attachment. Both local and nonlocal ties are considered. Population of the survey consists of people aged over 15 years old residing in different districts of Tehran. The sample size is 391 respondents who were randomly chosen through cluster sampling method from districts 3, 11 and 18 of the city. Four neighborhoods in each district were randomly selected. Based on the results, the level of neighborhood attachment is medium. Most of the individuals' ties are nonlocal. While the localities have significant effect on attachment to the neighborhood, nonlocal ties are not related to it. The findings also show that among the new communication medium, the Internet does not have significant effect on attachment to the neighborhood. Among the demographic and neighborhood characteristics, age, family income, and length of residence are positively associated with the attachment to neighborhood.

Keywords

local ties, neighborhood attachment, nonlocal ties, modern communication mediums, place attachment.

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Social trust, women and climate change policies

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Abstract

In modern times, trust has become an issue crucial to human societies and it has basic role in confronting policies with social problems, particularly in the field of environmental risks. To counter environmental risks, such as climate change, require knowledge that is gained through trust to its related informational institutions. These institutions cause the awareness of environmental issues and the public understanding of science and environmental policy, therefore they are one of the prerequisites for participation in environmental policies and programs are considered. Having this information and ready to counter the risks for certain social groups such as women that are among the groups most vulnerable to environmental risks, is necessary. In this study, students' confidence to climate change network (government, ENGOs and scientists) and differences to gender were examined. Methodology was survey and using stratified sampling, 411 students selected. The findings suggest that students' trust to the information resources were slightly more than the average and pro-environment groups were great trustworthy group. Also, only discernable difference in trust to gender related the scientists. Moreover, the results of research showed that boy students have trust to the information resources greater than girl students. The trust resources varied to faculty. In other words, the faculties that their curriculums had great relevant to environmental issues had more trust to the scientists and non government organizations. In end paper, the suggestions provided to gender and colligate differences in trust resources

Keywords

climate change, gender, higher education, risk, trust resources.

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The measuring the effect of social structures on health behaviors among citizens of Urmia city

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Abstract

Health lifestyle as a multi causal phenomenon, multidimensional and multiresonal contributes to behavioral patterns deals with health minatory problems of people. In this way, it can guarantee their health. By Cockerham vision, health lifestyle realizes with choice concept, but a choice that occurs in social structure affects by different factor. In this paper we try to find the influential factors on health behavior. The method is based on research aims and functional kind. It is based on the way of data collection. Also, the deep rate study is width looking, and concerning of time temperament is cross-sectional. The study population in this research consists of all Urmia citizens with the age of 20 and older. 486 people are selected through Cochran formula as sample. Stratified sampling has been selected as the method of sampling. The results show that there is a meaningful relationship between social capital, economical capital and cultural capital with health behavior variable. Also, the results of path analysis show that 16% of changes in health behavior dependent variable are explained by independent variable. In this way, the cultural capital variable with 0.291 beta affected the health behavior of citizens more than other independent variables.

Keywords:

cultural capital, economical capital, health behavior, self-control, social capital, sport.

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**Temporal changes of child value in Iran
(Case study: Zanjan city women)**

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Abstract

Child and childbearing are considered as the most important 'family values' in Iran. Based on historical experiences and events as well as common life experience different generations of Iranian women have various and sometimes contrasting attitudes and perceptions towards the meaning and concept of child. According to theoretical framework, cultural changes theory, second demographic transition theory, structural conflict theory and glocalization, theoretical model produced. This research is cross-sectional and survey based and the data are collected using questionnaire. Research population includes five generations of Zanjani women. The 500 women consist of 100 women from each generation. Sampling method is multistage cluster. Findings show that the difference of value score average among studied generations is statistically significant. The lowest rate of child value is related to women between 1992 and 1995 and the highest rate belongs to women before 1963. There is a reverse and negative relationship between individualism and childbearing. A positive and direct relationship is observed between religiosity and childbearing. The effect of globalization on child value among generation of 1979-1988 is stronger than other generations.

Keywords

childbearing, child value, family changes, family values, Zanjan.

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**Sociological analysis of the social order due to the
variety of norm compliance and social influence
factors**

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Abstract

Social norms are rules and expectations by which a society guides the behavior of its members based on the process of social control, the level of political legitimacy and procedural justice practices in the areas of governance. In this study, the independent variables associated with three domains of social control, procedural justice and social capital to norm compliance of the dependent variable and the four dimensions (commitment conformity, expedient conformity, forced conformity and habitually conformity) are discussed in Tehran. Method of survey and questionnaire techniques are used. By using of statistical population of people over 18 years living in Tehran and the Cochran formula based on a multi-stage cluster sampling probability, finally 400 were selected. Results showed an average rating of 2.81 out of 5 in the norm compliance. The independent variables were age, economic status- social, formal control, informal control, self-control, certainty of punishment, procedural justice, political legitimacy, religious commitment, social capital and individualism having a significant relationship with the dependent variable. Regression analysis showed that the independent variables religious commitment, self-control, individualism, political legitimacy, procedural justice and the certainty of punishment 0.429 of the total amount of variance in the dependent variable explained to norm compliance in Tehran.

Keywords

norm compliance, procedural justice, social capital, social control, social order.

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An exploratory typology of the concept of femininity among Kordish, Azarish and Mazandarani women

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Abstract

Femininity includes both sex and gender dimensions and affect from culture. Being a member of an ethnicity is also influential to the formation of femininity. In this study we use qualitative method including interview, life story, content analysis and identification of common categories for deriving the component of femininity and its typology amongst the married women of the three ethnic groups namely Kordish, Azarish and Mazandarani at the age 19 to 22. Their common categories of thoughts have been recognized. The findings show that the components of universal femininity are nearly similar and including five cases, take caring roles, emotion based personality, intra sexual competition, housekeeping roles and looking beauty. Four types of femininity have been recognized in the three ethnic groups which include passive, traditional, independent and active. The typology is made on the basis of attitude towards the penta categories. Passive type exists in Kordish and Azarish ethnicities and independent type exists in all of the tree ethnicities and the active type exists just in Mazandarani ethnic group. Although, it seems that the concept of femininity undergoing redefinition in Mazandarni ethnic groups, but we did not observed any basic difference in the interpretations of Azarish and Kordish women. The common categories of thoughts identified in this research have been "essentialist thinking" and "motherly inclinations".

Keywords

essentialism, femininity, methnic group, motherhood, typologytypology.

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A sociolinguistic study of graffiti in Tehran

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Abstract

Graffiti as one of the social phenomenon has a very long record. However, the graffiti in modern civilization has been put forth as a media. In this article, efforts have been made to study the graffiti from the linguistic perspective. In this research, 2929 graffiti from different districts in the north, south, east, west and center of Tehran have been registered and then extracted and analyzed. After reviewing a set of graffiti, it was specified: The whole set of graffiti in Tehran city include lingual writings (92.76%) and visual writings (7.23%). Comparing the social position of graffiti artists, the whole lingual graffiti of Tehran city includes formal writings emerging from the official discourse (9.72%) and the informal writings emerging from unofficial discourse (90.27%). Comparing the formal and informal writing motifs, it was learned that the informal writing motifs were more than educational, political and religious motifs. The names of individuals in informal writings with 25.08% were the greatest motifs. As for the male names in use, it can be said that the male names were much more than female names. The religious motifs with (2.73%) were the least graffiti. In comparison with the writing system (script), Persian script with 79.16% as compared with English script with 20.83% includes the whole lingual graffiti of Tehran city. Graffiti in English tend to motifs related to self expression (names, interests and hates). The social motifs including economic propagations, information dissemination, educational and religious ones have a slight share in writing in English script. In fact, the graffiti writers have employed English script as a code of expression of oneself in a self-oriented expression. Oppositely, Persian script has been used to convey social message.

Keywords

graffiti, linguistics, official discourse, sociolinguistics, unofficial discourse.

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