THE RELATIONSHIP BETWEEN USAGE RATE OF DIGITAL MEDIA AND CULTURAL IDENTITY

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Abstract:
Culture is a set of sustainable features such religious, national, ethnic attitudes & customs; therefore is a human conductor in its community as a member of society because it teaches the do's and don'ts so guarantees the health of the society. Notice to the culture and cultural desires of a society helps the society to be on the correct path. One of the most influential services offered on the Internet is social networks. Social networking is a new, open space in which to communicate, influence and interact with together. Nowadays, people spend more time in social networking sites than some media. So what this article is going to review it, is changes some Cultural components via these social networks. This paper dedicates that there is relationship between usage rate of digital media and cultural identity.

Keywords:
Usage rate of digital media, cultural identity, Culture

Introduction
A new and open space in which interact, engage, influence and impact of the work and their friends connect to social networks. Social network is a social structure made of nodes (which are generally individuals or organizations) and is formed by one or more specific types of dependence are connected, for example: price, inspiration, ideas and financial exchanges, friendship, kinship, trade, web links, the transmission of diseases (epidemiology), or airline routes. Online social networking has become extremely popular with adolescents and young adults. Ninety-three percent of college students have a Facebook account.
The growth of social networking sites introduces a variety of interesting behaviors by users of these online informing environments. Social networking sites have become important informing channels for both personal and commercial interests. In reviewing the literature, there were two predominate concerns my paper addresses. Who is using online social networking sites? Some data points to adolescents who are already socially adept using the Internet to maintain relationships and connect to new groups.
One of the most influential services offered on the Internet is social networks that make dramatic change in the social system, which in turn has created the world.
Online social networking and Internet communication is becoming wildly popular with adolescents and young adults (Greenfield & Subrahmanyam, 2008; Kramer & Winter, 2008; Regan & Steeves, 2010; Sheldon, 2008). 93% of young people in America between the ages of twelve and seventeen are using the Internet (Anderson-Butcher et al., 2010). 93 percent of college students report having a facebook account (Sheldon, 2008) and these numbers are only increasing.

Proofpoint (2009) reports that eight percent of U.S. companies with 1,000 or more employees dismissed someone for their behavior on SNSs in 2009. This was double the number from 2008, and seventeen percent reported having issues with employees’ use of social media. Users have been fired from their employment due to inappropriate postings about their beliefs or activities.

Park et al (2012) showed that different aspects of networking features of Facebook, such as intercom, proximity, density and heterogeneity in the race with consumption patterns, including time spent on Facebook, sending messages, uploading photos, and waiting for the opportunities is positive and however, the network characteristics, such as density and heterogeneity in race relations preexisting patterns of negative relationship is on Facebook.

It seems every things influenced by the development of social networks. There is a need to review these events and changes to make their influences clearer. In order to investigate the issue this article tried to discover the cultural identities changes via these networks. This research aims at investigating the effects of these networks on some aspects of cultural identities.

Social Networks & Cultural Changes

Major challenges facing the use of ICT can be seen as the technology changes in the micro and the macro will create. One of the most important is challenges of the digital divide (McElhinney, 2005). Anderson-Butcher et al. (2010) researched the positive and negative developmental effects of adolescent blog use. They used a sample of 100 teens that posted blogs on xanga. The researchers coded blogs from the past thirty days from each user for geographic location, drug use, the Teacher Referral Checklist, the Search Institute’s developmental assets framework, and community building. They used three coders in order to ensure reliability of their data. The data displayed that blogs like other forms of online social networking was primarily used by teens for community building. Most often blogs were used to foster and maintain relationships with peers. The authors suggested that this is the main goal in adolescence; thus blogging parallels traditional adolescent relationships and interaction.

Keshthiara and Akbarian (2012) indicated Internet on students’ values and ethics such beliefs thus cause changes in religious belief and the change in lifestyle and social activities and changes in identity (Changes in the apparent pattern of change in the social space, mistrust and false freedom) leads people to affect change in the norms and symbols that are verbal among Persian students.
Greenfield and Subrahmanyam (2008) explained in their research that peers seem to use social networking sites most often to stay in touch with offline peers. However, girls usually use online social networking to maintain previously existing friendships while boys are more likely to use online communication to make new friends or flirt. The authors also report that 48% of teens believe online social networking has improved their relationships.

Identity as an emotional or intentional real or fictitious, or fraudulent content focuses on what and who is to respond to people individually and collectively. Components such as religion, language, literature, symbols, institutions and shared values, common memories, common heritage and destiny, geographical space and mood are important identifiers of cultural identity in the face of the effects of other cultures that can strengthen or weaken.

Allen et al. (2010) explored Internet communication and the adjustment of young adults. Their data displayed a positive relationship between pre-adolescents with positive friendships and young adults’ number of friends and support received from friends on their online profile. Preteens who exhibited negative friendships were less likely to connect with friends on their webpage. This research suggests continuity between face-to-face relationships and how people behave online.

Methodology
It is descriptive and correlation. Since this study investigates the status quo in the realm of descriptive research and therefore determines the relationship between student uses of social networking that is changing the cultural identity. Therefore, this method is used. The research population consists of all students in two nongovernmental primitive school that took a survey of over 100 students in this study. The questionnaire used in this study is made up of 23 items which range from very low to very high quintuple Likert scoring as 1 to 5. For data analyzed in this study, descriptive statistics and inferential statistics were taken.

Analysis of findings
This section answers questions on descriptive and inferential two related tables will be provided. Table (1) shows mean and standard deviation usage rate of digital media and cultural identity.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>usage rate of digital media</td>
<td>6.92</td>
<td>3.99</td>
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Results of Table 1 show that in the view of respondents, the average of the usage rate of digital media and cultural identity are 6.92, 91.12 respectively.
The main question: Is there any relationship between usage rate of digital media and cultural identity?

<table>
<thead>
<tr>
<th>Criterion variable of cultural identity change</th>
<th>Statistical index</th>
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<tbody>
<tr>
<td>Significance level</td>
<td>Square correlation coefficient</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------------------------------</td>
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<tr>
<td>0.001</td>
<td>0.165</td>
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Table 2- Correlation coefficient between using digital media and cultural identity change

The findings of Table 2 show that correlation coefficient of using digital media and cultural identity change is significant. It means that there is a significant relation between using digital media and cultural identity change (r=-0.406). Based on coefficient of determination (r²) 16.5% of variance of using digital media and cultural identity change is common. Thus, the main question of the study regarding the association between the amount of using digital media and cultural identity change is supported.

Conclusion

Culture represents a range of constant features including the attitudes of religious, national, ethnic traditions etc. that make up in all human life both directly or indirectly. So the conductor of human in the community is as a member of society because it teaches the do's and don'ts, quality and guaranteed public health. Culture (composed of values, norms and symbols) changes when faced with some new elements.

One of the tools plays unmatched role in shaping culture is mass communication tools that use kinds of different ways to mobilize public opinion and encourage people to participate in some cultural, social, political, economic, institutional strengthening and are used to transfer the people's demands to the government and community leaders.

Since today the new types of media than ever formed a mutual interactions, its influence on society. The studies reviewed appear to indicate some concerns. The massive popularity of social networking sites come about until the early 2000s, so it's needed many researches about it.

Communication with dangerous strangers, lack of face-to-face interaction, and the weakening of family ties are negative influence. The social networks may also have a positive impact, but should be careful and irreparable negative impact on individuals and society.
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