Original Article

Investigating the Effect of Satellite Programs on Changes of Values of Citizens in District 9 of Tehran

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Abstract

The present study was performed with the aim of investigating theeffect of satellite programs on changes of thevalues of citizensin District 9 of Tehran.This is a descriptive survey research and is practical in terms of the purpose. The statistical population of the study consisted of 165,903 people who are the citizens of district 9 that based on the standard sampling table of Korjeci and Morgan (1970), 384 individuals were selected as samples. To access the sample in this research, a multi-stage cluster sampling method was used.Library and questionnaireresearch methods were used in this research to collect information. The Cronbach alpha in this study was 0.83 which indicates the internal consistency and validityof the questionnaire. In this research, descriptive statistics were used to analyze the data and observations and inferential statistics were used to test the hypotheses of the research using one-sample and Friedman test. Finally, the following results were obtained from studying the research hypotheses: satellite programs haveinfluenced social values, economic values, religious values, scientific values, and cultural values of citizens in District 9. The results of the research showed that the values of citizensin district 9, from the perspective of the present research, are as follows: Economic values ranked first with an average of 4.11, cultural values ranked second with an average of 3.89, scientific values ranked third with a mean of 3.57, political values ranked fourth with an average of 3.41, social values are in the fifth place with an average of 3.37 and religious values ranked sixth with an average of 2.91.

Key words: Economic values, Cultural values, Scientific values, Political values, Social values, Religious values, Satellites, Citizens

INTRODUCTION

This truth is no longer a secret that permanent and inevitable process change is always associatedwith resistance in all phenomena of the universe,the phenomenon of human-centered communities is also one of the phenomena of societies which has not been an exception to this rule and it seems that the change has always been the inevitable part of man'shistory and life. So that human beings grow up, marry, have children, change their social roles, they encounter many unexpected events: And generally, encounter small and big changes in life. In the past, changes in human societies have taken place in a slow pace. But in the new era, according to new ideas, more innovations and. the speed of change have increased. Despite the fact

that sociologists believe that in the logic of sociology, change in itself should not create a problem. Because we live in society and society is becoming accustomed to change, and in general, they consider the change to be useful to society. This question arises that whether human organism is physiologically and psychologically capable of accepting rapid changes? (Quinton, 1963): Human capacity for adapting and comparing itself to all initiatives is very limited; one can adapt itself to rapid changesprovided that establishes communication with the past, past values, previous positions, Or (Tofler, 1970), the result of social change in a situation where speed is so high that the person cannot coordinate with it and in other words,if the future comes sooner that one cannot adapt to it, it can be called "Future Shock". According to Murphy (1965), if social changes occur at a high rate in different dimensions during a generation's life or when change requiresa change in the direction offormal values in skillsand techniques necessary to enter into new affairs which have not been done, it can be stressful. In that case, the "generation gap" happens. In such a situation, the "gap of generations" that results in conflict or at least the difference between the Reference group

teachings of two different generationscauses disruption to the order of society(Mirsardo, 2002) and complications emerge (Movahed and Abbasi, 2006). Values are desirable concepts, learned, and theoretical structures that making choices are based on them and brings the person to action (Ahmadi, 1990). In his view (Rokich, 1973), the value system embodies the hierarchy of ideals,so that an adult has tens of thousands of beliefs and thousands of attitudes,but the number of his values is limited. The discussion of values and changes in the value system is one of the important issues that are more evident in the transitional conditions. The value changes that are created based on the new conditions of the society have caused the social psychologists of this century to call the present century the era of the shattering of values (Georgy Karsami, 2005). In our society, after the arrival of new social phenomena, a kind of duality has occurred in various dimensions of social life; this matter can affect the formation of the value system of individuals' especially new citizens and citizens, and a favorable context for the growth and difference of generations has been created that the researchers inevitably have to pay more attention to this phenomenon. One of the new phenomena that have already been effective in shaping the value system and the changes in the new values of new citizens in our society is the satellite debate and the overwhelming tendency of citizens and families to it. At the moment, one of the most important issues that our society engages in and, sometimes, we face new approvals in the parliament is the issue of "satellite" and its cultural function in society. Some people believe that the satellite is one of the media that can be positive in terms of cultural function and some others only consider the negative function of this medium and reject it altogether. In this regard, the third group believes that it is possible to extend the positive functions of using the satellite in the community through controlling the media and licit factors. Social values are one of the most basic elements of a social systemthat the society can be elevated or declined through controlling and guiding them, although the sustainability of the values is predictable for a long time.

But this does not mean that there is no change in the values of societies, and the issues that appear to be worthy will always remain constant.Rather, social developments and changes are followed by changes in valueand all societies have undergone fundamental changes or slow and gradual changes. This has been differentin different periods of time and in proportion to the degree of development of societies. But value developmentsin contemporary societies have been more severe than the previous periods(Georgy Karsami, 2005).

The expansion of technology,the expansion of communication and information roads, the increase of the society's literacy and welfare, the spread of sound and visual waves, and the emergence of phenomena such as satellite, the Internet, and hundreds of other phenomena, has intensified the changes and developments of value, even the fact that these changes are in alignment with a category called "global culture", have caused the problem of socializing the values for many societies, including our country, our province and our city.

Now, considering what is being discussed in the plan, the main issue of the research is whether satellite programs affect the changing values of citizens in District 9 of Tehran.

A REVIEW OF THE CONDUCTED RESEARCHES

Danesh (2008) has conducted a research entitled "The Pattern of Consumption of Satellite Networks by Young Girls", which showed that citizens tend to use satellite television networks andfamilies also have accompanied them on the way. The family's companionship with citizens in this field paves the way for new behaviors. The long hours of use, the familiarity with different types of networks, and paying attention to happy and musical programs is the characteristics of their consumer behavior.

Mohammad Pour and Naghdi (2010) have conducted a study titled "Satellite Effect on Cultural Identity in Kurdistan, a Case Study of Kurdish Students in Sanandaj Universities" that the results have shown that there is a meaningful relationship between the amount of satellite utilization and its triangular content(Especially the content of news and entertainment)with the native cultural identity of students, so that those who spent more time using the satellite received a relatively lower scoreFrom the local cultural identity structurewhich in turnreflects a change in behavior towards new patterns.In addition, the score of the cultural identity of the students under study tends to be mid-way,meaning that their identity is neither coherent nor discrete, but impartial and compromiser.

Naimi (2009) conducted a research entitled "The Impact of Family and Satellite Interaction on the Occurrence of Divorce". The results show the effect of the satellite on creating modern values in couples and the effect of families on the appearance of traditional values among couples. Also, the results indicated thatin order to balance the dominant values in couples and to avoid sudden changes or value conflicts and between these two important wings, socialization should be made.

Jamal Mohammadi (2008), in his research titled "Women and Television Series," has shown that women often enter

into controversy with dominant reading or the dominant discourse in the context of the series and decoding ideas and values and reference meanings in another way, even in the opposite way.

Basri, Hajiani (2010) conducted a study titled "Satellite Media Function in People's subjectiveImagination", which their studies have shown that Satellite mediahave largely affected the subjective Imagination of their audiencein the areas of public trust to the system and its pillars, trust in the armed forces, social solidarity, promote insecurity in society and reduce their religious beliefs.

Shariati, Vahida and Danesh (2007) conducted a research entitled"Satellite and Sexual Identity of Young Girls" (Case Study of High School Girls in District 5 of Tehran). Testing of hypotheses shows that there is a significant relationship between the presence of satellite in the home and sexual identity. And individuals who had Satellite received a lower score from the gender identity constructwhich reflects changes in behaviors and attitudes towards new patterns and trends. The same relationship is confirmed between Satellite usage and gender identity.

Castells (2001) wrote a book entitled "Social Relationships and Satellite and Virtual Communities". He believes that the purpose of virtual societies is societies in which individuals connect with each other through shared values and interests through the satellite network and links of friendship and support form between them that may lead to the face to face relationship. Based on his viewpoint, the virtual community is the Technological versionof the traditional community. He argues that information and communication technologies give us the opportunity to rebuild communities in the new era, the society which is damaged by new technological developments.What's lost can now be rebuilt using keyboardmonitor, processor and modem (Shahabi and Jahangiri, 2009).

Barry Welman and colleagues (1998) in his study entitled "Satellite and its impact on social relationships" showed that there is a positive and cumulative relationship between satellite utilization and the density of social relationships (Sattarzadeh, 2007).

Custon Baum et al. (2002) conducted a survey at Stanford University on 40,000 students, the Stanford University research findings showed that satellite users spent less time going out with friends, family members, shopping for newspapers and watching TV (Hossein Zadeh, 2013).

Robert Crawford (2001), in a study entitled "Satellite Paradox: Social Technology That Reduces Membership in Social Groups and their happiness? "Says that according

to his findings, the interpersonal communication of the use of satellite is mostly in homes, and he alsoclaimed that the use of the satellite reduced the relationship between the individual and his family and reduced the social circle around the individual and increased loneliness and depression. According to the results of this study, the use of satellite for two hours per week over two years reduced the average size of the social network of respondents. In short, Crawth sought to explore the effects of the satellite on the social connections of individuals and their psychological consequences (Hosseinzadeh, 2013).

Research Hypotheses

1. Satellite programs are effective in changing social values of citizens.
2. Satellite programs are effective in changing the political values of citizens.
3. Satellite programs are effective in changing the economic value of citizens.
4. Satellite programs are effective in changing the religious values of citizens.
5. Satellite programs are effective in changing the scientific values of citizens.
6. Satellite programs are effective in changing cultural values of citizens.

Conceptual Model
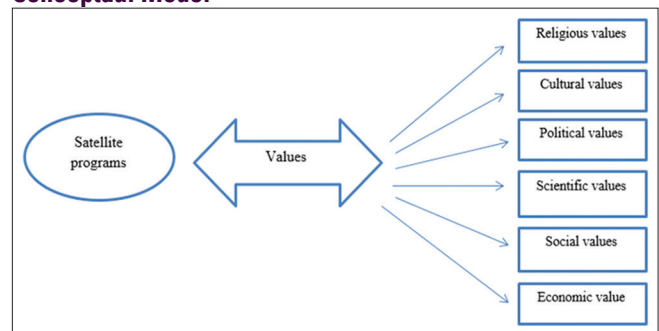
Research Method

This is a descriptive survey research, a kind of survey which is practical in terms of the research's objective. The statistical population of the present studyconsisted of 165903 citizens of district 9 of Tehran that Based on the standard sampling tableof Kerjesi and Morgan (1970), 384 people were selected as samples from district 9 of Tehran. To access the sample in this research, cluster sampling method has been used. Library and questionnaire methods were used to collect information in this research. The data gathering tool has the necessary validity (content validity), Cronbach alpha in this study was 0.83 for the questionnaire. In this research, descriptive statistics were used to analyze the data and observations and inferential statistics were used to test the hypotheses of the research using one-sample and Friedman test.

Research Findings

The first Hypothesis: Satellite programs are effective in changing the religious values of citizens (Table 1).

According to the investigations carried out on the above hypothesis, because the calculated t (t = 37.12)at a confidence level of 95 %,(α = 0.05),and the degree of freedom (df= n-1=383) is greater than tin the critical table (tb=1.64), therefore, the hypothesis of zero (H0) is rejected and the research hypothesisis strongly confirmed by the data,so with 95% confidence we conclude that: satellite programs are effective in changing the religious values of citizens.

The second Hypothesis: Satellite programs are effective in changing the cultural values of citizens (Table 2).

According to the investigations carried out on the above hypothesis, because the calculated t (t = 31.06) at a confidence level of 95 %,(α = 0.05), and the degree of freedom (df= n-1=383) is greater than t in the critical table (tb=1.64), therefore, the hypothesis of zero (H0) is rejected and the research hypothesis is strongly confirmed by the data, so with 95% confidence we conclude that: satellite programs are effective in changing the cultural values of citizens.

The third Hypothesis: Satellite programs are effective in changing the political values of citizens (Table 3).

According to the investigations carried out on the above hypothesis, because the calculated t (t = 46.51) at a confidence level of 95 %,(α = 0.05), and the degree of freedom (df= n-1=383) is greater than t in the critical table (tb=1.64), therefore, the hypothesis of zero (H0) is rejected and the research hypothesis is strongly confirmed by the data, so with 95% confidence we conclude that: satellite programs are effective in changing the political values of citizens.

The fourth Hypothesis: Satellite programs are effective in changing the scientific values of citizens (Table 4).

According to the investigations carried out on the above hypothesis, because the calculated t (t = 29.74) at a confidence level of 95 %,(α = 0.05), and the degree of freedom (df= n-1=383) is greater than t in the critical table (tb=1.64), therefore, the hypothesis of zero (H0) is rejected and the research hypothesis is strongly confirmed by the data, so with 95% confidence we conclude that: satellite programs are effective in changing the scientific values of citizens.

The fifth Hypothesis: Satellite programs are effective in changing the social values of citizens (Table 5).

According to the investigations carried out on the above hypothesis, because the calculated t (t = 44.18) at a confidence level of 95 %,(α = 0.05), and the degree of freedom (df= n-1=383) is greater than t in the critical table (tb=1.64), therefore, the hypothesis of zero (H0) is rejected and the research hypothesis is strongly confirmed by the data, so with 95% confidence we conclude that: satellite programs are effective in changing the social values of citizens.

The sixth Hypothesis: Satellite programs are effective in changing the economic values of citizens (Table 6).

According to the investigations carried out on the above hypothesis, because the calculated t (t = 46.72) at a confidence level of 95 %,(α = 0.05), and the degree of freedom (df= n-1=383) is greater than t in the critical table (tb=1.64), therefore, the hypothesis of zero (H0) is

Table 1: One sample t test table

	t statistic	Degree of freedom	The significance level
Religious values	37.12	383	0.000

Table 2: One sample t test table

	t statistic	Degree of freedom	The significance level
Cultural values	31.06	383	0.000

Table 3: One sample t test table

	t statistic	Degree of freedom	The significance level
Political values	46.51	383	0.000

Table 4: One sample t test table

	t statistic	Degree of freedom	The significance level
Scientific values	29.74	383	0.000

Table 5: One sample t test table

	t statistic	Degree of freedom	The significance level
Social values	44.18	383	0.000

Table 6: One sample t test table

	t statistic	Degree of freedom	The significance level
Economic values	46.72	383	0.000

rejected and the research hypothesis is strongly confirmed by the data, so with 95% confidence we conclude that: satellite programs are effective in changing the economic values of citizens.

In (Table 7) the results of the test show that the priority and ranking of citizens' values from the perspective of the present research are as follows:

- Economic values are ranked first with an average of 11/4
- Cultural values are ranked second with an average of 89.3
- Scientific values are placed in the third rank with an average of 57/3
- Political values in the fourth rank with an average of 41.3
- Social values in the rank fifth with an average of 37/3
- Religious values ranked sixth with a mean of 2.91.

DISCUSSION AND CONCLUSION

Satellite is one of the most powerful mass media channels. Because of its unique features, this tool is capable of transmitting image messages to the farthest points and addressing a large number of people around the world. As the satellite can play an important role in alertness, information and in the field of research, politics, etc., it also has degrading and maladaptive programs,to such an extentthat some sociologists and cultural experts are aimed to find a solution to protect the human community especially the family institution.

Thus, the impact of the programs of this powerful tool on public opinion and its performance should not be ignored especially in terms of education and socialization. The diverse and growing needs of humans have contributed to the quantitative and qualitative growth of the media. In the meantime, unexpected advances in communicationsby radio, satellite, the Internet, and so on, have broughtprofound economic and social changesand in the accelerating process of globalization, communication technology has progressed with unimaginable speedand has transformed the world's image. The scope of this

transformation is such that a new society has emerged and a new course in human life has begun.

When the modern communication technologybe combined with the wishes and intentions of its owners who are the great power holders and their invading culturethat have targeted the cultural and behavioralpatterns to be the same all over the world, it puts a importance Dilemma and problem in front of the countries and nations, countries and nationalities that give authentication to their national and indigenous culture and try to resist the invasion of the Western culture.

In a family with Islamic criteria, a man has a deep sense of responsibility towards his family members, but in satellite programs, the man of the family is shown as a person whose individual desires are the criterion of his behaviorsand can ignore his sacred family relationshipsin order to satisfy his desires and needs.

The culture of any society derives from its daily routine and obviously, culture as software, is compatible with the specific hardware features and capabilities, in the sense that thesociety and culture are in line with each other and change and evolve simultaneously.

The entry of any alien agent into these relationshipswill causethe non-functional displacement (defective)of the cultural and social elementsand will cause damages that make Subjective and objective difficulties in people's everyday life. From this perspective, satellites are among the alien elements that may have harmful effects by entering the cultural relations of the Islamic society of Iran. Families are the litter ofsatellite in Iran which in turn, are considered the most important social institution and the foundation of the social system.

Accordingly, the most important effect of the satelliteis on the most important foundation of the community and its damage is first and foremost to the families and their members. The family is a cultural institution and cultural elements are the most important elements in the family. Therefore, the intellectual changes emerged in the family members, influenced by the satellite, will be the beginning of turmoilin the composition of this institution. Culture is also in a mutual relationship with the realities of life, and therefore the realities of life provide the necessary cultural relations for family survival. Satellite programs represent a culture that is proportional to different mix of families that is not desirable based on the Iranian and Islamic tradition therefore their applicationwill change the Islamic form of the Iranian families.

Satellite TVs at the Iranian houses have access to their most private areas of life and shows different patterns of family

Table 7: Ranking citizen values based on Friedman test

Values	Average ranking
Religious values	2.91
Cultural values	3.89
Political values	3.41
Scientific values	3.57
Social values	3.37
Economic values	4.11

life by displaying conflicting relationships with Iranian life. While the contents of such relationships that are not based on the realities of Iranian life and have an irreplaceable gap with the religious elements of Islam and the importanceand urgencyof addressing the issueand the problem that has inevitably influenced our society,our family and our culture should be highlighted.

The present era is named the second era of the media or the age of communication and the advancement of science and technology is so rapid that it is hardly possible to resist it and the launch of numerous satellite networks in the worldcan cause some kind of massive psychological warfare.

Even if we ignore the negative aspects and consider the positive aspects of the subject that may be useful and helpful, there is still the fact that the receiving countries will have no role or intervention in selecting the programs and this is contrary to the principle of the sovereignty of statesin the field of international law. The purpose of satellite networks is to change the attitudinal and behavioral patterns of families.

Satellite serials are an important factor in the evolution of many Iranian families. When family members watch satellite programs for many hours, such as family shows, many valuesincluding the privacy between men and womenfades away. Young girls and boyscommunicate with each other comfortably regardless of their gender under the influence of satellite networks, so that we are witnessing an increase in illegitimate family relationships, the family values that confined the communication between men and women in the society is neglected.

Here, it should be noted that today,countries are dependent on other societies and countriesand the interconnection and economic,cultural and politicalconstructive interaction is of necessities of life in the present world.Inevitably, whether we want it or not, we have entered this stage. We cannot close our borders to others; we cannot do that even if we want to. Globalization and the widespread growth of mass communications, especially satellite networks, should not be considered a threat; instead, we should be prepared to face up to it.

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