

Studying the Relation between Watching the Television Programs and Promoting the Psychological Health of Persons in Rasht City

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Abstract

The psychological health is one of the issues that the psychological researchers always have had special regard to it. The psychological health is considered as one of the determining criteria of public health of persons. In this line, the main purpose of current research is to study the relation between watching the television programs and promoting the psychological health of persons in Rasht City which has been done by using of survey method. The statistical population of this research includes all persons higher than 20 years inhabitant in Rasht City, the sample size studied in this research includes 395 persons and some cases such as feeling of well-being, being ensured of self-efficiency, self-reliance, competition capacity, intergenerational dependence, self-actualization of potential mental and environmental abilities of Rasht's citizens were studied and they were estimated by using of Cochran's formula. The sampling method in this research is from the kind of multistage clustered sampling. To analyze the data gained from distribution of questionnaire, software SPSS was used and for testing the hypotheses, the correlation coefficient and regression were used. The result of the research hypotheses indicates significant relation between watching the television programs and promoting the psychological health of persons in Rasht City. Also, the significant relation of watching medical programs, television serials, music, political-economic and sport programs with psychological health of persons was also confirmed.

Key words: Television programs, Psychological health, Citizens of Rasht City

STATEMENT OF PROBLEM

At current era, psychological health is considered as one of the most important indexes of health in a society and it has been considered deeply by psychiatrists, psychologists and other scientists of behavioral and social sciences. The purpose of psychological health is this issue that the person is able to do his/her daily activities well, establish proper relation with family members and his/her environment and he/she doesn't have improper behavior from the view of his/her culture and society; consequently, the psychological health is a kind of knowledge and art which helps the persons that by creating correct methods to be able to

have adaptability with their environment psychologically and emotionally and select more desirable solutions for their problems; because, if the psychological pressures threaten the person constantly, he/she can not be a happy, powerful and capable person in doing his/her social responsibilities anymore (Sadeghi and et al, 2012). The concept of psychological health includes internal feeling of well-being, being ensured of self-efficiency, self-reliance, competition capacity, intergenerational dependence and self-actualization of potential mental and emotional abilities. Of course, with considering the differences between the cultures, presenting a comprehensive definition of psychological health seems impossible. Despite of this, there is consensus on this issue that psychological health is a thing beyond lack of existence of psychological disorders and definitely maintaining the psychological health is also important like physical health. A person who has psychological health, meantime feeling of satisfaction with life, can deal with problems logically; in other words, the persons with psychological health meantime acquiring the individuality, are able to conform to the environment (Taslami and et al, 2011). Psychological health is

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one of the issues that the psychological researchers always have had special regard to it (Levenson and et al, 2016).

Psychical health is considered as one of the determining criteria of general health of persons that its concept consists of feeling of well-being, being ensured of self-efficiency, self-reliance, competition capacity, intergenerational dependence and self-actualization of potential mental and emotional abilities (Hirshkowitz and et al, 2015). The psychical health plays an important role in guaranteeing the dynamism and efficiency of each society and can have role as one of the most important effective factors on persons' health (Doub and et al, 2016). According to the reports of world health organization, the world during two future decades will witness main changes in the field of diseases epidemics and hygienic needs of persons in a manner that non-epidemic diseases like psychical ones are replaced quickly instead of infectious and epidemic diseases and they are placed on top of the factors which create disability and premature deaths. Currently, all around the world, about 450 million persons of the world's people are being suffered from psychical, neural and behavioral problems and psychical disorders are responsible for a little more than one percent of deaths. 11 percent of all diseases in the world is undertaken by these same factors. It is predicted that till 2020, the amount of psychical and neural disorders to be increased about 50 percent and include about 15 percent of total global load of diseases that this amount will be an increase in the relative share, even more than increase of cardiovascular diseases. The studies done in the country also have reported the amount of prevalence of psychical disorders between 11.9 up to 30.2 percent. Regards to the situation of physical, psychical and social health in each society and providing the necessary field for realization of a dynamic and healthy life guarantee the health of that society for future years. To achieve such a valuable purpose, prevention from emergence of emotion, anxiety and depression disorders is a necessary and fundamental affair. These disorders in addition to the undesirable personal effects in youth, will embrace numerous social problems for the societies. Therefore, cognition, diagnosis, treatment and prevention from them are important (Mehri and et al, 2012). There are many factors which are effective on psychical health; but, in this research, television program is as one of the factors which is effective on psychical health.

Clearly, increase of function and information importance of media system will cause more dependency and use and also the vastness, diversity and kind of audiences' needs also cause to increase dependency and change the cognitions, behaviors and feelings of audience. In fact, dependency on a special medium will increase the probability of using of messages and information presented by it. Since, people in

all societies need different information in social, cultural, political and economic arenas, with constancy of needs in urban life, the audiences' use of media for acquisition of information becomes more. Using of media has two social and individual dimensions. In the social level, the media are as an inseparable component of social, economic, political and educational institutes and in the individual level, the audiences profit from information of mass media devices vastly in their daily life (Rebar and et al, 2014).

Many persons have named current era as the information and communication revolution era. An era that in fact, it can be said the mass media devices are as the most complex tool for induction of thoughts and most efficient arms for quiet seizure of societies. In few recent decades, with regard to the stupendous speed of progress and development of communication and information technology, every day, the complexity and efficiency of these tools and devices in the world are increased. Vastness and complexity of human society in current era have made the existence of mass media unavoidable affair in the scene of social occasions of human. Television and satellite are from the mass media that most of people use of them, these kinds of mass media have been able to attract many watchers to themselves. Consequently, they have allocated the range of many discussable issues to themselves (Khoshnevis, 2010). Living in today's world has created a situation that television is accounted as one of the elements of family and this element in many times undertakes the role of parents in terms of selection of experiences and the role of peers in terms of stimulation of imagination. This one-sided and non-interactive messenger, even if doesn't apply an organized and scientific attempt for attraction of audience, in many times will be imposed on persons' life, and due to this, children should be considered more. Nowadays, the sociologists and analyzers of media study this issue seriously (Musapur and Dortaj, 2009). According to the acknowledgement of researchers, the media especially television have acquired the capacities of very vast abilities in presenting and transferring the awareness in all domains and levels that with quantitative and qualitative increase of programs, they clarify their effects. This important affair in all societies especially developing countries such as Iran has allocated a special place to itself. The statistics indicate that in the house of each Iranian person, there is at least one television device and in some days, more than 90 percent of people averagely watch the programs of this medium; also according to the figures, in the recent decade, the amount of watching television in terms of time and number of audiences has been added; because, with increase of coverage range and interest of audiences, the possibility to use of television has been increased and the role of communicative devices in the social transformations has become more (Shiani and Sepahvand, 2015). In some

of researches which have been done by researchers, this result has been gained that mature persons in most of cases allocate about 7-9 hours in a day for watching different programs of television (Hirshkowitz and et al, 2015). Therefore, the main question of the research is proposed in this form that what is the relation between watching television programs and promoting the psychological health of persons in Rasht City.

METHODOLOGY

This research in terms of the purpose is applicable and according to the method, it is from descriptive kind which describes the features of sample and then generalize these features to the statistical population. Briefly, it can be said that the methodology is descriptive and from survey-correlational kind. For information collection in the field of theoretical principles and subject literature, the library studies and articles have been used and in order to collect the data and information for analysis, the questionnaire has been used. The statistical population includes the set of all objects and persons that should be studied. The statistical population can be finite or infinite. In this research, it includes the persons higher than 20 years old in Rasht City and they are 475902 persons. The sampling method in this research is also from the kind of multistage clustered sampling and the number of sample is equal to 395 persons. At first, to study the content validity, the opinions of supervisor, professors of department and some experts were used and according to them, some changes were accomplished in the manner of questions. Then, for being ensured of measurement results and in simpler words, for claiming about the reliability of data resulted from measurement, the measurement should have two properties of validity and reliability. For this purpose, at first, a primary sample including 30 pretest questionnaires was provided and Cronbach's index was calculated for the variables of questionnaire, with regard to this issue that the amounts of Cronbach's Alpha for all variables of the model were higher than 0.7; therefore, the reliability of the questionnaire has been confirmed. The results of reliability have been presented in the Table 1.

Findings

To analyze the data, the descriptive and inferential statistics have been used. In the descriptive statistics part, the frequency tables and central indexes were used for describing the demographic variables and variables of the model which included mean, variance, standard deviation, skewness and kurtosis. Before data analysis, the researcher for studying the normality of data distribution has used of Kolmogorov-Smirnov test. With regard to this issue that the significance level of all variables of the research

is smaller than 5 percent; therefore, data distribution of all variables of the research follows the normal distribution. Thus, for studying the research hypotheses, Pearson correlation coefficient and simple linear regression have been used.

The Normality Test

This test is used to study the claims proposed about data distribution of a quantitative variable. The test result includes an output that according to the order of the number of data, the intended parameters in the study present existence of distribution like number of sample and amount of significance level. The most important row of this table is the row of significance level. With regard to this issue that the significance level of all variables of the research is larger than 5 percent; therefore, data distribution of all variables in the research follows normal distribution. The results of studying the normality have been presented in the Table 2 in the following.

The Main Hypothesis of the Research

Hypothesis: There is significant relation between television programs and promotion of psychological health of persons in Rasht City.

From Table 3, it is observed that Pearson correlation coefficient of 0.428 with significance level of 0.000 has been gained and since, the significance level is less than 0.05, consequently hypothesis one is confirmed. Therefore, it can be said: There is significant relation between television programs and promotion of psychological health of persons in Rasht City. After calculation of correlation coefficient, we also can chase simple linear regression and study the relation between two variables that in the following, the output related to study the linearity of relation between

Table 1: The results related to the reliability of the research tools

The research variables	The amounts of Cronbach's Alpha
Television programs	0.896
Psychical health	0.903

Table 2: Kolmogorov-Smirnov test for testing the normality of data

The model variables	The number of sample	Z-statistic	Significance level
Psychical health of persons	395	1.346	0.053
Watching medical programs	395	1.605	0.62
Watching television serials	395	1.518	0.07
Watching music programs	395	1.339	0.055
Watching political-economic programs	395	1.533	0.068
Watching sport programs	395	1.663	0.088

two variables and related regression coefficients has been mentioned.

β indicates the gradient of regression line. If we indicate the television programs with X and promotion of psychological health of persons with Y, their relation can be expressed as follows:

$$\hat{Y} = 2.286 + 0.413X \tag{1}$$

From the last column of Table 5, it is clear that both coefficients (namely, intercept and gradient) are significant. Interpretation of gradient is in this form that with a one-unit increase of television programs, the amount of promotion of psychological health of persons is increased as much as 0.413 unit.

The First Subsidiary Hypothesis of the Research

Hypothesis: There is significant relation between watching medical programs and psychological health of persons.

From Table 6, it is observed that Pearson correlation coefficient of 0.227 with significance level of 0.000 has

Table 3: The correlation coefficient between television programs and promotion of psychological health of persons

	Television programs	Promotion of psychological health of persons
Television programs		
Pearson correlation	1	0.428
Significance		0.000
The number of sample	395	395

Table 4: Test of significance of simple linear regression between television programs and promotion of psychological health of persons

Model	Sum of squares	Freedom degree	Mean square	F-statistic	Significance
1					
Regression	27.625	1	27.624	88.371	0.000
Remainder	122.850	393	0.313		
Total	150.475	394			

Table 5: Regression coefficients between television programs and promotion of psychological health of persons

Model	Non-standardized coefficients		Standardized coefficients	t -statistic	Significance
	β	Standard deviation error	β		
1					
Fixed	2.286	0.123	0.428	17.250	0.000
Television programs	0.413	0.044		4.401	0.000

been gained and since, the significance level is less than 0.05, consequently hypothesis one is confirmed. Therefore, it can be said: There is significant relation between watching medical programs and psychological health of persons. After calculation of correlation coefficient, we can chase simple linear regression and study the relation between two variables that in the following, the output related to study the linearity of relation between two variables and related regression coefficients has been mentioned.

β indicates the gradient of regression line. If we indicate watching the medical programs with X and psychological health of persons with Y, their relation can be expressed as follows:

$$\hat{Y} = 3.012 + 0.175X \tag{2}$$

From the last column of Table 8, it is clear that both coefficients (namely, intercept and gradient) are significant. Interpretation of gradient is in this form that with a one-unit increase of watching the medical programs, the amount of psychological health of persons is increased as much as 0.175 unit.

The Second Subsidiary Hypothesis of the Research

Hypothesis: There is significant relation between watching television serials and psychological health of persons.

From Table 9, it is observed that Pearson correlation coefficient of 0.171 with significance level of 0.000 has been gained and since, the significance level is less than 0.05, consequently hypothesis one is confirmed. Therefore, it can be said: There is significant relation between watching television serials and psychological health of persons. After calculation of correlation coefficient, we can chase the simple linear regression and study the relation between two variables that in the following, the output related to study the linearity of relation between two variables and related regression coefficients has been mentioned.

β indicates the gradient of regression line. If we indicate watching television serials with X and psychological health

of persons with Y, their relation can be expressed as follows:

$$\hat{Y} = 3.119 + 0.137X \tag{3}$$

From the last column of Table 11, it is clear that both coefficients (namely, intercept and gradient) are significant. Interpretation of gradient is in this form that with a one-unit increase of watching television serials, the amount of psychological health is increased as much as 0.137.

The Third Subsidiary Hypothesis of the Research

Hypothesis: There is significant relation between watching music programs and psychological health of persons.

From the Table 12, it is observed that Pearson correlation coefficient of 0.386 with significance level of 0.000 has been gained and since, the significance level is less than 0.05, consequently hypothesis one is confirmed. Therefore, it can be said: There is significant relation between watching music programs and psychological health of persons. After calculation of correlation coefficient, we can chase simple linear regression and study the relation between two variables that in the following, the output related to study

Table 6: The correlation coefficient between watching medical programs and psychological health of persons

	Watching medical programs	Psychical health of persons
Watching medical programs		
Pearson correlation	1	0.227
Significance		0.000
The number of sample	395	395

Table 7: The test of significance of simple linear regression between watching medical programs and psychological health of persons

Model	Sum of squares	Freedom degree	Mean square	F-statistic	Significance
1					
Regression	7.747	1	7.747	21.331	0.000
Remainder	142.728	393	0.363		
Total	150.475	394			

Table 8: Regression coefficients between watching medical programs and psychological health of persons

Model	Non-standardized coefficients		Standardized coefficients	t-statistic	Significance
	β	Standard deviation error	β		
1					
Fixed	3.021	0.111	0.227	27.234	0.000
Watching medical programs	0.175	0.038		4.619	0.000

the linearity of relation between two variables and related regression coefficients has been mentioned.

β indicates the gradient of regression line. If we indicate watching the music programs with X and psychological health of persons with Y, their relation can be expressed as follows:

$$\hat{Y} = 2.596 + 0.294X \tag{4}$$

From the last column of Table 4, it is clear that both coefficients (namely, intercept and gradient) are significant. Interpretation of gradient is in this form that with a one-unit increase of watching television programs, the amount of psychological health of persons is increased as much as 0.294.

The Fourth Subsidiary Hypothesis of the Research

Hypothesis: There is significant relation between watching political-economic programs and psychological health of persons.

From Table 15, it is observed that Pearson correlation coefficient of 0.391 with significance level of 0.000 has been gained and since, the significance level is less than 0.05, consequently the hypothesis one is confirmed. Therefore, it can be said: There is significant relation between watching political-economic programs and psychological health of persons. After calculation of correlation coefficient, we can chase simple linear regression and study the relation between two variables that in the following, the output related to study the linearity of relation between two variables and related regression coefficients has been mentioned.

β indicates the gradient of regression line. If we indicate watching the political-economic programs with X and psychological health of persons with Y, their relation can be expressed as follows:

$$\hat{Y} = 2.721 + 0.268X \tag{5}$$

From the last column of Table 17, it is clear that both coefficients (namely, intercept and gradient) are significant. Interpretation of the gradient is in this form that with a one-unit increase of watching political-economic programs, the amount of psychological health of persons is increased as much as 0.268 unit.

The Fifth Subsidiary Hypothesis of the Research

Hypothesis: There is significant relation between watching sport programs and psychological health of persons.

From Table 18, it is observed that Pearson correlation coefficient of 0.467 with significance level of 0.000 has been gained and since, the significance level is less than 0.05, consequently the hypothesis one is confirmed. Therefore, it can be said: There is significant relation between watching sport programs and psychological health of persons. After calculation of correlation coefficient, we can chase the simple linear regression and study the relation between two variables that in the following, the output related to study the linearity between two variables and related regression coefficients has been mentioned.

β indicates the gradient of regression line. If we indicate watching sport programs with X and psychological health of persons with Y, their relation can be expressed as follows:

$$\hat{Y} = 2.427 + 0.341X \quad (6)$$

From the last column of Tables 20 and 4, it is clear that both coefficients (namely, intercept and gradient) are significant. Interpretation of gradient is in this form that with a one-unit increase of watching sport programs, the amount of

psychical health of persons is increased as much as 0.341 unit (Tables 1-21).

DISCUSSION AND CONCLUSION

Nowadays, the media especially national medium (television) have worthy role on persons and the audiences' impressionability from this medium is very much. Whatever the television programs are made expertly, with proper content and proportional with taste and request of audiences, they will have more effect on persons. In fact, it can be said that the television programs have close relation with psychological health of persons and satisfaction with programs of this medium is effective on promotion of psychological health of audiences. In this line, in this research, the researcher has sought the effect of television programs on psychological health of persons that for studying it, one main hypothesis and five subsidiary hypotheses have been compiled. The researcher after studying and testing the research model in the statistical population has achieved the following scoring.

Healthy society is one of the effective factors in development of each country, promotion of the psychological health indexes in each society leads to improve the productivity and increase the efficiency of the society. In this line, awareness of existing situation of psychiatric health of society helps in planning and organizing the existing sources for presentation of the psychiatric health services. Therefore, monitoring the results of these factors and performance of mentioned sections can lead to the awareness of existing situation. The psychiatric health indexes are as a proper tool for monitoring the current situation and processes and the conceptual frame of psychiatric health indexes help in creating permanent and coordinated structure for determining the psychiatric health indexes in order to monitor and control the society's health. In this study, the concepts and structures of psychological health indexes were described. Movement toward a standard conceptual frame of psychiatric health indexes will help in creating a common language (television programs) for assessment of the situation and system of psychological health and leads to develop the psychological health indexes. In fact, the frame will create a comprehensive ranking of key kinds of indexes which are useful at the time of assessment of society's health

Table 9: Correlation coefficient between watching television serials and psychological health of persons

	Watching television serials	Psychical health of persons
Watching television serials		
Parson correlation	1	0.171
Significance		0.000
The number of sample	395	395

Table 10: The test of significance of simple linear regression of watching television serials and psychological health of persons

Model	Sum of squares	Freedom degree	Mean square	F-statistic	Significance
1					
Regression	4.402	1	4.402	11.844	0.001
Remainder	146.072	393	0.372		
Total	150.475	394			

Table 11: The regression coefficients of watching television serials and psychological health of persons

Model	Non-standardized coefficients		Standardized coefficients	t-statistic	Significance
	β	Standard deviation error	β		
1					
Fixed	3.119	0.116	0.171	26.935	0.000
Watching television serials	0.137	0.04		3.442	0.001

Table 12: The correlation coefficient between watching music programs and psychological health of persons

	Watching music programs	Psychical health of persons
Watching music programs		
Pearson correlation	1	0.386
Significance		0.000
The number of sample	395	395

Table 13: The test of significance of simple linear regression of watching music programs and psychological health of persons

Model	Sum of squares	Freedom degree	Mean square	F-statistic	Significance
1					
Regression	22.464	1	22.464	68.964	0.000
Remainder	128.011	393	0.326		
Total	150.475	394			

Table 14: Regression coefficients between watching music and psychological health of persons

Model	Non-standardized coefficients		Standardized coefficients	t-statistic	Significance
	β	Standard deviation error	β		
1					
Fixed	2.596	0.113	0.386	23.007	0.000
Watching music programs	0.294	0.035		8.304	0.000

Table 15: Correlation coefficient between watching political-economic programs and psychological health of persons

	Watching the political and economic programs	Psychical health of persons
Watching political-economic programs		
Pearson correlation	1	0.391
Significance		0.000
The number of sample	395	395

Table 16: The test of significance of simple linear regression of watching political-economic programs and psychological health of persons

Model	Sum of squares	Freedom degree	Mean square	F-statistic	Significance
1					
Regression	23.024	1	23.024	70.997	0.000
Remainder	127.45	393	0.324		
Total	150.475	394			

and health services. With regard to the conceptual frames of the presented health indexes which have been studied in this article, the suggested frame is presented as follows:

- It is suggested that through some methods like distribution of questionnaire and interview with regard to the interests of watchers, the programs to be compiled and prepared for broadcasting.
- The programs should be designed and produced with participation of psychology and education experts and experienced producers of television so that the programs proportional with the level of mental growth of persons to be provided and presented.
- It is suggested that at the time of compiling different programs of IRIB, the opinions of professors of

Table 17: The regression coefficients of watching political-economic programs and psychological health of persons

Model	Non-standardized coefficients		Standardized coefficients	t-statistic	Significance
	β	Standard deviation error	β		
1					
Fixed	2.721	0.097	0.391	28.012	0.000
Watching the political and economic programs	0.268	0.032		8.426	0.000

Table 18: The correlation coefficient between watching sport programs and psychological health of persons

	Watching sport programs	Psychical health of persons
Watching sport programs		
Pearson correlation	1	0.467
Significance		0.000
The number of sample	395	395

Table 19: The test of significance of simple linear regression of watching sport programs and psychological health of persons

Model	Sum of squares	Freedom degree	Mean square	F-statistic	Significance
1					
Regression	32.834	1	32.834	109.725	0.000
Remainder	117.632	393	0.299		
Total	150.475	394			

Table 20: The regression coefficients of watching sport programs and psychological health of persons

Model	Non-standardized coefficients		Standardized coefficients	t-statistic	Significance
	β	Standard deviation error	β		
1					
Fixed	2.427	0.106	0.467	22.823	0.000
Watching sport programs	0.341	0.033		10.475	0.000

Table 21: Scoring and prioritizing the independent variables of the research

Independent variables	The score gained in this research
Watching sport programs	First score
Watching music programs	Second score
Watching political-economic programs	Third score
Watching medical programs	Fourth score
Watching television serials	Fifth score

communications and medium sciences to be used directly so that the programs to be produced with more proper content.

- Those persons who are involved in producing and broadcasting the program for different groups of watchers at first instance should have a precise definition of their audiences, identify the cognitive,

emotional and social characteristics of persons and conform the procedure of program-making to these characteristics.

- Forming the plan committees, creating desirable space, encouraging the gregarious activities and strengthening the individual activities, conducting and leading the commissions of main media through advertising, educating, informing and acculturating should be executed in the category of citizenship sport.

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