The effect of internet on social norms and values among university students and higher education centers of Islamic Republic of Iran

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A R T I C L E   I N F O

A B S T R A C T

Objective: The present study aimed to assess the effect of Internet on moral, spiritual and social values of university students and higher education centers of Islamic Republic of Iran among students in Mazandaran. **Methodology:** The research has practical purpose, descriptive method, survey ground and the population of this research are university students of and higher education centers in Mazandaran that were more than 100000 people. The sample included 384 people that have been determined according to the krejcie and Morgan table in a random and cluster way. Tool for data collection was 3 questionnaires. Also, to investigate the hypothesis of the study, data from questionnaires were analyzed by descriptive and analytical statistics (normality test and Spearman correlation coefficient test). **Results:** The results of the study showed that there is a significant relationship between the use of Internet and social situation. **Conclusion:** Also, there is a significant relationship between students" social values changes and use of Internet. Further, there is a significant relationship between the change in social values and social status of students. There is a significant difference between students' social values.

1. Introduction

Today, thanks to technology, the emergence of various forms of media, a different world from the days not too far to the left, a world without borders, a small, but varied and eventful. The quality of the human relationship with the world around him, his understanding of the world are affected philosophy is, in part thanks to the influence of the media that people are more effective than in the past and shows human more free in choices, decisions, and determining their own fate. Various aspects of social life is dominated by communication and its impact on the evolution of the world as well as views on global governance, an important feature of contemporary life in modern era that is introduced sometimes by communication and sometimes by information.

Today's global communication era, "information age" and the information revolution have called the electronic age. In such an atmosphere, young people, and most consumers are the largest producers of knowledge and information, access to intelligence information technology platform is the most important. Using the Internet, such as entering a highway. Each one with the lowest cost can enter the highway.

Experts believe communication without barriers of distance and time for all people to easily and quickly can be leakage current of thought thinkers in various fields of science. Today, people in the media can easily access information and ideas and cultures of all communities and this is from the use of the Internet and communication media.

According to the researchers, the Internet as a medium in the world of information and knowledge related to people's willingness to participate in the information space.

On the other hand, social conditions in the world and it is such a psychological space that unlike the past when people could remain illiterate and have a comfortable life, knowledge and skills are an essential part of social life is the use of the media.

Growing trend of young people access to information technology in recent years, leading to the creation of social change, attitudes, thinking and behaviour in young people get in trouble with information and news processing (Soltani Far, 2008).

Today, the Internet is reminded not only as a technology but also as a strong media. New communications media because of the unity of thought and the ability to think and regulation to provide elements of dispersed knowledge. Communications media will be scheduled to teach, whether they are intended for training educators have both. Because people are always trying to learn from them are affected. The media provide the knowledge and shape their values. If used directly, they can develop certain attitudes or skills. (Dadgar, 2002).

Accordingly, to deal with these types of problems and process information in the age of information and communication and critical need to educate people thought the goal is education (Shabani, 2003).

Critical thinking means that learners can with the knowledge, attitudes, skills and adaptability of the better equipped they are a changing world (Alivandi, 2005). The current young generation, a generation that is active against the influx of foreign mass media including satellite, the Internet and the Internet through personal computers into the environment is a personal and private households. Lack of attention to the environmental safety of young parents in most cases they will face a variety of psychological problems and there is possibility that have behavioural and mental disorders in future.

Multiple factors are biological, psychological, social, interpersonal, cultural and historical influence on human development. Growth in the young due to the interaction of these factors and considering each of these factors alone can give us an accurate picture of these changes.

In the past, we talk about young people involved in social problems such as drug abuse and theft were traditional, but is now thought to be essential for the control of new social problems (Tamilarasu, 2015). Modern addictions, including psychotropic drugs, Internet addiction, sexual behaviours, unhealthy and so on. Adolescent social pathologies multidimensional phenomena of life and modern digital technology, the incidence of new social problems in the country. Open suburbanization, development, increase welfare, economic and other factors increase the risk of social pathologies of modern education. Today we have a strong interest in entering the virtual world of young people, such as Internet sites, chat rooms, online sexual relationships, etc. Generation gap between teenagers, parents of the teenagers is the Lack family. Identity crisis, conflict and undermine the beliefs and values of the factors that influence young people's social injury. Access to information and communication technologies is calculated by digital access index in which variables such as level of education, the importance of cultural, technological infrastructure, its access and range, quality of communication service and .... has been studied; Since IT technology is set based on zero and one, in this method, ranks of each country is considered to be between zero and one that Sweden is in the first rank with index 0.85, Korea is in the fourth rank with index 0.82, the United States is in the eleventh rank with index 0.78, UAE is in the thirty-fourth rank with index 0.64 and Iran is in the eighty-seventh rank with index 0.43. So in the world of information technology, a digital divide is seen that people benefit from this technology and those who do not have access to it. When this gap is affected by gender conditions and even age differences, for example in South Korea 7.71% of men and 2.59% of women have access to the Internet. Aging digital gap also noted that there are significant differences between access of young girls aged 15to20 in Tehran and old people in Internet services, (Ku, 2005). This inequality in digital literacy creates on the one hand decreased information and retained loss of science in developing countries, on the other hand, it is caused that this media be in the authority of the owners of information technology and will lead to a kind of information feudalism. In this case, only a limited number of people can be fed to the Internet and as a result the gap between developing countries and the so-called more and more to be developed. Currently, the highest space on the Internet is dedicated to American, Japanese, English, German, Australian, Canadian, Dutch and other so-called developed countries sites, respectively and to ranking 20 no developing countries is seen from developing countries collection.

This process has been able to keep pace with international policy in this area will become a critical tool. To jump the boundaries of cultural globalization, a new species of human society and cyberspace will draw the smaller figure is an example of the globalization of human knowledge. According to the "Thomas Friedman" American sociologist, the Internet and other information technologies, the world will have to self-acceptance, and this, regardless of geographical borders, language and carried far or near. "B. Anderson", director of international department of Yale University knows Internet as a trans-temporal and transracial tool (Kerby, 2004). Therefore, professional societies today, the Internet does not only layers but also into everyday life and all age groups due to their needs and views of the benefit. That one of these groups are students of Mazandaran province in Iran and around the world a wide range of Internet users have accounts.

1.1 Theoretical Foundations of Research
1.1.1 Media

Media is originated from a Latin word "medium" meaning medium and it is a conduit that has features from transformation and information display that each media has part of it (Hakim Ara, 2005).

Media is a tool or medium through the use of media and information that generates the data itself, receive, collect, manipulate or information distribution (Zoufan, 2007). Usually organized media tools and expertise have been a sense that people are different depending on the needs and goals can go to them. Media as communication channels to the same or similar messages to different audiences at the same time deliver (Hakim Ara, 2005).

In today's world the media-newspapers, radio, television and new tools such as the Internet, data transfer and information exchange new ideas of public beliefs in the development of human culture and civilization have taken a big role. Extensive communication networks are active during the day and every moment of the latest news, comments and social debate as broad and detailed millions of people are available.

The characteristics of the means of communication can be transmitted from person to person considered thoughts and behaviours and information. Lasswell in social role functioning and the role of mass media news-information and guidance, training and transfer of cultural heritage from generation to generation media are allowed. Thus, the media has radically changed the structure of interests and ideas make us and giving them new meanings and applications, and even for thinking and thinking and creates a sense of change in the community. The media space and fields of ideas to change and significant impact on all elements of society (Bani Hashemi, 2009).

Media functions such as information (providing information about events and conditions in society and the world as well as changes in power relations innovation, adaptation and University College progress) noted. Or to the coherence and explain and interpret the meaning of events and information can

be stated about others.

Continuity and continuation of expression of the dominant culture and subcultures recognition of cultural evolution is to strengthen the protection of common values.

Fun games, providing entertainment deviation, given the realities of peace, ease the social tension of the media is functioning.

Mobilizing and promoting the goals of society in politics, war, development, economics, the media sometimes take religious functions (Jalali, 2009).

Today, with expanded coverage and communication in general, TV and the web of global networks about the last decade of the twentieth century, propaganda media were to rise rapidly, as if to close eyes open ear to get beyond it impossible to achieve (Mohseni, 2005).

1.1.2 Internet

Internet-century phenomenon, a major revolution in communications has created a great feature that exists on the Internet and in other media cannot be seen, "interaction" is. Such as the printing industry to create Internet provides information to the public. Such as the telephone enables exchange of information, such as books and magazines, you can create learning and training, such as film and TV to provide entertainment and all these things are done simultaneously. But the main feature and the ability to interact in a feedback that is personal communication (Selnow, 2000).

Internet as a powerful information tool, the easiest means to enable developing countries to cross the path of development and progress. Internet users and associated cost related to the 24-hour (Webster, 2001) and currently as a medium of postmodern man is able to overcome space and time.

Numerous authors have been studied internet technologies enhancement and new communication space made by them merely as appearance of modern ideas (Levy, 2001).

"Escobar", with an emphasis on common technologies such as the Internet conform to the Cultural Revolution, the foundations of Western culture and the development of the technologies examined (Escobar, 1994).

1.1.3 History of the Internet

In the late 1960s, something called the Internet would revolutionize the world. Arpanet network was established in 1969, is known as the origin. In fact, the Internet is a collection of millions of computers that connects via telecommunications networks are. In other words, thousand set of satellite-computer network to a large number of computers connected in a complex network of large, reliable help. It is unique in America for the first time by the Department of Defense (Pentagon) and carry the military for domestic consumption (Zahed, 2009).

In the early 1980s Berkeley Unix systems using the Internet Protocol for communication between computer networks of different stations were connected to the public network was faster growth of the Internet since the mid 1980's telecommunication connection (Mohseni, 2001). "National Science Foundation" of America, especially from 1987 onwards by awarding grants to universities in the country to communicate with the network and Internet access for students have played an important role in order to surround it.

At the end of the Cold War, the Iron Curtain also passes Internet. Internet gradually, and especially the 1990s, while more than fifty countries have entered the third world, countries that often lack a sub one of the main issues is the construction of reliable telephone (Mohseni, 2001). In Europe in 1989 «Ripe» «European Internet network" to ensure development» of the Internet began. And now more than 25% of Internet data centres in Europe, of course, among European countries, France is the only country where more the spread of the Internet "mini-Tel" arose and thus it should be considered a pioneer in the information society.

Until the spread of the Internet in recent years, most corporate computer networks, America tried to "direct line" to develop their own state. For example, a large company "Microsoft" in America to establish "Microsoft Network" payment. But in 1994, when the «web» Internet was introduced, the activity of your network based on Internet standards organization.

1.1.4 Social Factors

Good social relations (including family ties), including 4 groups: interest to others, commitment to family, job and friends, ongoing engagement and participation in the activities of life and belief in values and ethics of society. Break and weaknesses in each of these links, causing abnormal behaviour and diversion of the drugs that may be used for background. Lack of family ties and relationships with peer's undeniable factors of internet addiction in adolescents 20-15 in Tehran. In fact, the young girl who withdraw from social contacts over the Internet as a means of escape from reality altogether (Lim, 2004).

1.1.5 Sociological attitude to the Internet

Sociologists are trying to angle the social impact of the Internet on social relations, actions, and users consider the overall social identity. This approach to a range of social impacts of new information and communication technologies on relationships and social interests, forming a new public meaning. Communication, new forms of social participation and self-reflection and change in identities emphasizes.

Find the centrality of communication and entertainment, "the text out of" leisure places and experiences, common forms of non-entertainment time and space, the multitasking new media and youth enjoy the ability to perform multiple tasks and allow new kinds of emotional and aesthetic and cultural contributions of the main characteristics of the new media, especially the Internet.

The dominant approaches in the social and psychological effects of the Internet on society and social technology can be placed in two categories. Technological approaches, the role of new media in relationships and social consequences are crucial and the final review how technology shapes social relations and forms of its development are considered. Several theories have been given the perspective of new media. For example, "the social model", which is an underlying communication computer knows they have less social impact, Theory of "rich media" have the ability to influence the social media and social bookmarking are seeing their capacity to pass on messages, and knows rich media decisive factor in the selection of the actors and the theory of "social information processing approach," Which seeks to explain the effects of social communication is limited.

1.2 Literature review

The effect of Cyberia space experience on social identity in three level of family, peers and society has been studied. The results of this study, did not specify a significant relationship statistically between cyberia space and each of the three levels of social identity (family identity, peers identity and national identity) of respondents, and shows that the Internet does not affect the social identity. In this study, use of Internet and do not use of Internet and amount of Internet use were independent variables that are important, but the amount of use is not taken into consideration, among other activities.

A study entitled "Effect of Internet on family values among high school students Tuesday Mashhad area has done. This research survey by questionnaire among public high school students in school year 2003-2004 Mashhad area Tuesday. Cluster sampling method and the sample size of 403 people. The results show that 45% of students use the Internet to average 498 minutes per week of Internet use and the use of chat, 127 minutes per week into the multiple regression with all the variables, the impact of the Internet has been allocated in the analysis was 10% families. In multiple regression analysis with input variables, the impact of access to the Internet on family values was not significant.

The results of Alipur (2006) as a pattern of behavior, notifying high schools in Tehran seeking teenagers to use the Internet search behavior, notifying finding suggests that adolescents do not follow a systematic strategy. There is no significant relationship between Search strategy and personality characteristics of teenagers. The findings suggest that teenagers use the Internet to meet their priorities, which include: 1) educational and universal news, 2) information about fashion and clothing, (3) information about the health and beauty, 4) social-political news and information, 5) sports and Sport tools, 6) Trade and buying and selling, 7) game, music and movie.

Social impact of the Internet on the three dimensions of family functioning, leisure activities, personal freedom and secrecy are examined. In the case of work family, work with family members is a significant difference between users and non-users create. Leisure on three variables of the five variables related to reading newspapers, listening to radio and watching television, communicating with friends, between users and those who use the Internet, there are significant differences, the impact on civil liberties violent and obscene content and obtain the kind of friends, between users and non-users is significant.

Thompson believes that dependence on the Internet has adverse effects on the lives of people feel a lack of real social interaction, impaired social skills, physical disorders, rupture and severe disruption of academic life, financial and employment of young people and risk losing social communication (Sattar Zadeh, 2007).

2. Materials and methods

2.1. Hypothesis

1. There is a significant relationship between social status and use of Internet.
2. There is a significant relationship between use of Internet and change in social values.
3. There is a significant relationship between change in social values and social status of students.

2.2 The population

The study population is consisted of all students in universities and higher education canters of Mazandaran that they number with refer to the unit of planning and statistics of universities and higher education canters in Mazandaran were reported more than 100,000 people, and for the selected sample size were referred to krejcie and Morgan table and 384 samples have been obtained.

2.3 Methods and tools for data collection

In this study, the main tool for data collection is questionnaire. For doing this Research three questionnaires were used, the first questionnaire contained 23 questions that represent the students' attitude and use of Internet, the second questionnaire with 20 questions, and it was for measure the value and the third questionnaire with 29 questions to assess the student's critical thinking.

2.4 Validity and reliability of questionnaire

Because in this study, the most important tool of data collection and variables measurement is questionnaire, the validity of questionnaire has special importance (Hafez Nia, 2004).

The most common test reliability is Cronbach's alpha coefficient that is used in this study. Thus the 15 questionnaires distributed among the members of the sample and Cronbach's alpha coefficient is calculated among the data collected. Cronbach's alpha reliability coefficient is between zero and one that zero shows lack of reliability and 1 shows complete reliability. The reliability of questionnaire is obtained by using SSPS software that suggests that the questionnaire has relatively high reliability that in this study reliability of questionnaires are respectively 0.82, 0.87 and 0.88 percent for the use of the Internet, evaluation and assessment of critical thinking is obtained.

2.5 Data Analysis

To process and analyse the data obtained from the questionnaire statistical analysis software SPSS16 is used. Including both the descriptive and inferential statistics. Tests used are:
- Kolmogorov-Smirnov test to evaluate the data distribution of research
- Non-parametric Spearman test for the assessment of test variables

3. Discussion and results

3.1 Describes the population

From the 384 respondents, 192 people were female and 192 people were male, 33.6 percent of respondents" education level was Bachelor. Also, 25 percent of the respondents" education was bachelor. The economic situation of only 6 percent of families was poor and the rest was average and good. The maximum hours of Internet use per day was one hour, which its amounts was 53.4 percent of the respondents. Among Internet users nearly half of them (48.4 percent) were chatting. The use of Internet is 58.9 percent at home.

3.2 Kolmogorov-Smirnov Test: testing the normality of variables

In statistics, parametric test is used when the data distribution is normal and non-parametric tests is used when data distribution is not normal. So first you need to check the normality of data distribution by using KolmogorovSmirnov test. The normality test results of research are shown in Table 1.

H_0: data distribution is normal. Sig $\geq$ 0.05
H_1: data distribution is not normal. Sig<0.05

Table 1. K-S test to assess the normality of variables

indexes	Internet usages	Social status
Sample size	384	384
Test statics	20177	40604
Significance	0.000	0.000

According to the results of the above test, the obtained values (= level of significance) show that H0 is not approved. Therefore, with 95% can be claimed that any of the variables do not follow the normal distribution, so nonparametric Spearman test can be used to answer survey questions.

4. Conclusion

4.1 The first hypothesis: There is a significant relationship between social status and use of the Internet.

Table 2. Evaluation of correlation test of the first hypothesis

Spearman correlation test	
Sample size	384
The amount of correlation	0.0871
significance	0.000

According to a survey conducted, the research hypothesis is strongly supported by the data, so we conclude with 95% confidence that there is a significant correlation between social status and use of the Internet. The tendency of students to the Internet and use too much of it, providing common areas of crime and anti-social behavior through observation and learning among students, And also this tendency cause influence of foreign culture on students and eventually reduce the social bonds among the students. So, due to the above it can be concluded that using the Internet has a considerable impact on the social status of students.

4.2 The second hypothesis: there is a significant relationship between the use of the Internet and the change in social values.

Table3. Evaluation of correlation test of the second hypothesis

Spearman correlation test	
Sample size	384
The amount of correlation	0.0821
significance	0.000

According to a survey conducted, the research hypothesis is strongly supported by the data, so we conclude with 95% confidence that there is a significant correlation between use of the Internet and the change in social values. Because students" tendency and use of internet causes insecurity in social values among students. Because due to the fact that our society is an Islamic society and its values and norms is based on religion and religious values. And, also according to the local mass media, with educational, cultural and family institutions with full force trying to strengthen and promote social values among students. Despite a lot of cost and time has been spent for this work, unfortunately, with the advent and introduction of students and youth in a variety of media including satellite and the Internet, the uncertainty and changes is appeared in social values and religion, and the suitable grounds is appeared for the adoption of alien cultural elements among the students. Until yesterday that religious values was a top priority among adolescents and young people and students in our country, today lost its position and material and economic and political and artistic values are spread among students and material

culture and wealth rather than religious values are at the top values of students. And social values that are woven fabric of our society have been exposed to extensive changes. Studies indicate that the above hypothesis is that material and economic values, political values, cultural values prior to religious, social and academic values of students. The result of this study suggest that most changes was in religious values, which is in the end from the perspective of students.

4.3 The third hypothesis: there is a significant relationship between the change in social values and social status of students.

Table4. Evaluation of correlation test of the third hypothesis

Spearman correlation test	
Sample size	384
The amount of correlation	0.228
significance	0.000

According to a survey conducted, the research hypothesis is strongly supported by the data, so we conclude with 95% confidence that there is a significant correlation between the change in social values and social status of students. Because the social environment and the society in which one lives is always affect the individual, his attitudes and values and thoughts. Because the students „wrong tendency and use of the internet and other media causes violation of the values and norms of society and students through this learned anti-social behaviour and try to achieve their aims by methods contrary to the norms and values in society and if in the society mechanisms of socialization cannot efficiently carry out their duties, this issue itself, caused change in social values of adolescent and youth and students in society and social environment. Due to the above it can be concluded that there is a significant relationship between the change in social values and social status of students.

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