

Investigating the effect of using virtual space (social networks) on the career & lifestyle

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Abstract

Virtual space is part of life in today's world. Despite the positive and varied consequences of using this space in daily life, incorrect and sometimes excessive use of this space has many negative consequences on the lifestyle and career of users. The purpose of the present study is a brief overview of the damage of virtual space on the lifestyle and career of users.

Keywords: “virtual space, social networks, career, lifestyle ”.

Introduction

According to Websterdick's dictionary (2004), lifestyle means a way of life of a person, group or culture. Lifestyle includes the set of behaviors, thoughts, tendencies and attitudes, habits and orientations of a person in life. Various factors affect the lifestyle of people in a society. In other words, according to the theory of systems [1], a person's lifestyle is affected by the macro systems, meso systems and exo systems of society at the level of a country and at the level of the world [2].

With the entry into the information age and the emergence of various information technologies, the quantity and quality of communication in life has been affected. Various tools have replaced face-to-face and person-to-person communication and have become an integral part of life in today's world. The mobile phone is one of these tools that with various capabilities, including connecting to the Internet, all kinds of virtual spaces have become a part of the lives of people of different ages today [3]. Nowadays, the use of virtual social networks has spread among different generations of the society and has noticeably affected people's lifestyles and has become the source of various concerns for parents, families and cultural and social workers [4].

Lifestyle is one of the categories that have been affected by virtual social networks. According to Zhang et al.'s opinion [5], the effectiveness of teenagers and young people from virtual space and the types of networks available in this space is more than that of adults and the elderly because the level of experience and the need for social approval in this generation is higher compared to the rest. Virtual social networks can affect the lifestyle of teenagers and young people in different ways. One aspect of the lifestyle affected by virtual social networks is the quality of parent-child relationships [6].

Due to spending too much time in this space, the quantity and quality of parent-child relationships has been overshadowed. Also, due to the special features of the virtual space and the newness of this phenomenon, many parents have not had the opportunity, opportunity or ability to know this space and its uses in detail, and their lack of proper familiarity with this space and in contrast to the daily use of teenagers and young people and even children from this space has caused a confidential and private space to be created inside the house for children and they have access to different spaces in this space without worrying and without feeling the presence of an external observer and sometimes due to their age characteristics, Their personality and curiosity will be affected by the spaces available in virtual social networks[7, 8].

The increasing use of individual family members, especially children, from virtual space and social networks in this space has caused the emergence of a new generation of problems in the heart of the family [9]. Therefore, on this basis, creating and deepening the gap between generations (parents and children), reducing the quality and quantity of relationships between parents and children, not understanding the intentions, needs and desires of family members in relationships, reducing the intimacy between family members, not establishing a relationship of trust. The relationship between parents and children is one of the effects of the increasing and unlimited use of social networks by family members. This has caused many parents to play the role of the police at home, which affects the quality of parent-child relationships [10].

One aspect of lifestyle is personality and identity, thoughts, behaviors, habits and attitudes derived from these two areas. Sometimes, due to false content and exaggerated and far from reality virtual social networks, a person's personality and identity is overshadowed. One of the consequences of this situation is a person's unwillingness to recognize his true characteristics, not accepting his weaknesses and strengths, self-deprecation, and excessive desire to acquire traits and characteristics that only attract the attention and approval of others. This is despite the fact that these characteristics and behaviors derived from them are borrowed and not derived from a person's personality and identity. Lack of awareness of this situation causes a person to gradually strengthen attitudes and habits that are alien to his real self and have no place in his lifestyle [11].

One of the aspects of lifestyle is dressing and grooming. In today's world, virtual social networks are the main reference of how to cover teenagers and young people. The patterns presented in this space are mostly unconventional and contradict the Iranian-Islamic culture, and they mainly target the borders of hijab and covering. In our Islamic society, the challenges of this damage are more manifested because the Islamic society has its own principles, ideology, and customs [12]. One of the aspects of lifestyle is spirituality and religious beliefs. Spirituality means believing in some kind of supernatural force that guides the entire universe. Religion is a set of behaviors and attitudes that differ from one society to another[13].

Promoting different religious beliefs and values, questioning religious beliefs and values are among the dominant hidden goals of virtual social networks. In other words, in terms of beliefs and values, some virtual social networks promote Western values, which are in conflict with the values of the Iranian-Islamic culture of the country, and this gradually affects the beliefs and values of teenagers [14].

Due to the attraction of the audience, social networks sometimes provide information that has no flavor of reality and is only attractive to the audience[15]. In most cases, the motivation of people to provide such information in virtual social networks is to increase the number of users due to personal, economic and profit-seeking interests[16].



But how many percent of users of virtual social networks benefit from information literacy and analyze and check the validity of the information provided in these networks? Therefore, on the basis of reducing the power of critical thinking due to being influenced by flashy and exaggerated content of social networks, accepting the body of thinking and quick and unmeasured judgments are among the undesirable effects of virtual social networks [17]. Another harm of a virtual social network is weakening the family foundation. Raising family secrets and life problems, loosening the boundaries of family life, eliminating the element of communication, interaction and dialogue and distancing family members from each other due to the active presence of more people in virtual social networks, gradually lead to the weakening of the foundation. It provides the family [18].

In the psychological dimension, increasing the level of expectation of family members, increasing dissatisfaction with family and personal life, consumerism and diversification, isolation while being in the crowd, comparing oneself with the models that are introduced in virtual social networks, decreasing the level of self-esteem. Self-esteem or the formation of false self-confidence, inappropriate role modeling, spending free time aimlessly through aimless networking, addiction to the space of virtual social networks and depression are among the negative psychological consequences of virtual social networks [19].

Finally, in the physical aspect, spending a lot of time checking virtual social networks due to excessive use of mobile phones, tablets or laptops has negative consequences such as spine damage, neck and shoulder pain due to keeping the head down for a long time. Long, eye laziness, inflammation of tendons, decrease in mobility level, increase in weight gain [20].

In general and considering the above material, it can be concluded that the range of harms of virtual social networks is wide and not paying attention to this issue causes irreparable challenges and damages for people in society, especially teenagers and young people as the future generation of the country will be. So far, there have been various studies inside and outside the country on the effects of using virtual space in different groups of society, which will be mentioned in the following [21]. Madhaghi Shahkhali et al [22] investigated the role of the development of virtual space and social network on the lifestyle of students in Damavand city. The research method is qualitative and descriptive in terms of field and library implementation. The statistical population was students of Damavand universities. The results showed that the growth of health technology, hygiene, improving the level of nutrition and paying more attention to food health; Increasing interest in youth, fitness and beauty of appearance and suitable coverings and even free time from free reading to surfing the web and only reading textbooks creates a kind of lifestyle that is being promoted by the advertisements in the virtual spaces of this style. The expansion is among young people, as long as they can afford it, they use brand and good products, and even all the respondents have some kind of trust in groups due to the knowledge that arises in virtual spaces or through one It was created from friends in a member group [22]. Ghanbari Barzian and Zahranani [23] investigated and analyzed the effect of the amount and type of use of virtual space on the types of leisure styles of female students of Isfahan University. In theoretical foundations, Bourdieu's theories on leisure style, Gerbner's on the influence of media and Giddens's on the relationship between leisure style and media were used. This study was a quantitative research using a survey technique. The statistical population of the research was female students living in the dormitories of Isfahan University. 384 female students of Isfahan University were selected by systematic random sampling. In order to extract and distinguish different types of leisure style, factor analysis was performed on all items related to leisure style (leisure time, body management, food and consumption). Students who had the most use and presence in virtual space and social networks were more inclined towards fashionable and modern leisure style, and students who had the least use and presence in virtual space and social networks were more inclined towards daily and usual leisure style. Results Based on the results of the data, the amount and type of use of virtual space have had a significant impact on students' leisure styles.

In a study, Pad [24] investigated the factors affecting cyberspace addiction based on social norms and lifestyle among elementary school students in Bandarlunge. In terms of the purpose of the research, it was of an applied type, and in terms of gathering information, it was a survey type. The statistical population of this research included all elementary students of Bandarlunge city in .Relative stratified random sampling method and using Morgan's table, the number of samples was about 331 people. Also, field method and standard questionnaires were used to collect information. Face validity was used to determine the validity and reliability was obtained using Cronbach's alpha test of 0.80, social norms 0.74 and lifestyle 0.82 variables. Data analysis was done using SPSS version 26 software and simple and multiple regression tests. The results of the research indicated that the dimensions of lifestyle (type of cultural consumption, type of clothing, type of nutrition, family pattern, leisure time and body management) and dimensions of social norms (family norms, university norms and society norms) on cyberspace addiction in It has a significant reverse effect among elementary school students in Bandarlunge. Ghasemi Shall et al. [25] in a study analyzed and sociologically explained the effect of using virtual space (Telegram and Instagram) on the trend towards modern lifestyle. The theoretical framework of this research was examined according to the theories of Giddens, Castells, Cheney, Bourdieu, McCombshaw, Aamili Vzimel, in this research, the effect of virtual space on the formation of modern lifestyle was investigated. Face validity (experts' agreement) was used to measure the validity of questionnaire questions, and Cronbach's alpha test was used to measure reliability, and its reliability was confirmed with 0.80. After examining and studying the various topics and views about the impact of using virtual space on the trend towards

modern lifestyle regarding the relationships between variables, 6 different hypotheses were proposed and tested. The data was collected through a questionnaire designed by the researcher himself, and the necessary information was obtained through interviews with the statistical population under investigation. The statistical sample in this research included 360 female high school students who were studying in Shahreyar. To select the samples in this research, two-stage and simple random cluster sampling method was used.

The results of the research showed that there is a significant relationship between the amount of use of social networks and the trend towards a modern lifestyle in terms of social behaviors, customs, body management, and consumption patterns. On the other hand, in this research, it was found that there is no significant relationship between social networks and teenagers' free time. Malekian and Jokarqami [26] investigated the relationship between the functions of virtual social networks and religious abstinence in teenagers.

The result of the research has shown that the use of social, cultural and religious functions of virtual social networks is at an average level and most of the young people are in the group of low belief. The results show that there is a negative and significant correlation between virtual social networks and religious aversion of youth. There is a negative and significant relationship between the social functions of virtual social networks and the religiosity of the youth, and there is a significant relationship between the cultural functions of the virtual social networks and the religiosity of the youth.

Also, the results have shown that there is a negative and significant relationship between the religious functions of virtual social networks and the religious aversion of young people. The results of regression and path analysis have shown that the social functions of virtual social networks have had the greatest impact on the religiosity of young people. According to the results, virtual social networks have been able to explain 20.7% of the variance of the dependent variable of youth aversion. In a study, Maqsoodi et al[27] explained the variable changes in the social identity of young people through virtual social networks. The theoretical framework was developed using the "planting" theory, Giddens' theory and Castells' "network society" theory, and the data were collected using the method A survey was conducted using a researcher-made questionnaire from 384 young people aged 18 to 35 in Tehran. The results of regression analysis and path analysis showed that 15.5% of the changes in the social identity of young people were explained by virtual social networks, which is a significant amount. On the other hand, the amount of use of Twitter and Facebook social networks, despite the expansion among users, could not explain the variable of social identity, and the highest amount of explanation belonged to the amount of use of YouTube with 0.295, and the total effects of this variable include a direct relationship. And it was indirect.

The second influential social network in explaining this variable was Soroush, which, unlike Twitter, had the opposite effect in explaining the social identity of young people. Fathi et al[28] in a study investigated the effect of the use of virtual space on the health-promoting lifestyle and anxiety of young people. In this post-event descriptive research, 307 undergraduate students of Tabriz Azad University participated in the research through an internet call and answered questionnaires created by the researcher to measure "the amount of use of virtual space", "corona anxiety questionnaire" and "style" Life promoting health" they answered. The results showed that the excessive use of virtual space plays a negative role in the health-promoting lifestyle of students. Also, too much and too little use of virtual space also increases students' anxiety.

Councilusion

In this regard, it is suggested that the amount of use of virtual social networks be managed by students. In general, and according to the mentioned studies, it can be concluded that the virtual space will have a lot of negative effects on the life style and consequently the career of the individual, and paying attention to these consequences is the basis for preventing serious injuries of this integral part of life in all dimensions of life will be.

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