



A sociological study of changes of women life styles in cyberspace interactions

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Abstract

Aim: This aim of this study was sociological investigation of lifestyle changes of women in Garmsar city in cyberspace interactions. **Methods:** A survey and statistical community of women aged 19 to 59 years in Garmsar city was conducted by random sampling method on 160 women of this city. The validity of the measurement scale made by the researcher was checked and confirmed by related experts, and the reliability of the questionnaire was calculated using Cronbach's alpha method and its coefficient was 0.75 in the questionnaire. The data were evaluated using Pearson correlation coefficient, U-Mann-Whitney test and Spss software. **Results:** between lifestyle indicators, attention to the body ($r=0.42$, $P=0.027$), leisure patterns and spending time ($r=0.34$, $P=0.031$), nutrition ($r=0.23$, $P=0.048$), social communication ($r=0.38$, $P=0.039$), marriage or cohabitation style ($r=0.44$, $P=0.022$), and sports ($r=0.21$, $P=0.031$) has a relationship with the activity in the virtual space, so that the amount of presence in the virtual space has increased the amount of tendency towards the aforementioned indicators and the non-traditional (modern) lifestyle among them. **Conclusion:** There were changes and differences in the lives of the investigated women, and the conducted investigations show a significant situation in this regard. Therefore, the activity and interaction in the virtual space has been able to significantly change the lifestyle of the studied women. In fact, these changes show the significant impact that presence in virtual space can have on women's lifestyle in terms of sociology. Based on this, it was suggested that the policy makers and relevant officials regarding cyberspace should direct their attention to changing the security view, to a cultural view for better social policies and to a more positive and effective direction.

Keywords: *lifestyle, cyberspace, women.*

Introduction

Cyber media are a type of digital publication that are no longer just documents and are offered online (Rotondi, Stensaas, & Thomasulo, 2017). With the advent and expansion of the internet into the realm of social interactions (Tong, Spitze, & Campbell, 2019), people's lifestyles have come under the spotlight of this phenomenon (Parsakia et al., 2023). Given that women play a crucial role in this matter, and considering the significant function and role that communications have as a novel information technology in various societies, linking a vast range of communities to different cultures and social characteristics on a global level, the aim of the researcher in this study was to identify the impact of cyber interactions on the lifestyle changes of women in Garmsar city and determine the relationship between women's activities in cyberspace and certain aspects of their lifestyle. Therefore, the main focus of this research, which examines the sociological community of lifestyle changes in 19-59-year-old women in Garmsar city in cyber interactions, is to answer the question of what impact cyber media has on women's lifestyle changes.

Method

A survey and statistical community of women aged 19 to 59 years in Garmsar city was conducted by random sampling method on 160 women of this city. The validity of the measurement scale made by the researcher was checked and confirmed by related experts, and the reliability of the questionnaire was calculated using Cronbach's alpha method and its coefficient was 0.75 in the questionnaire. The data were evaluated using Pearson correlation coefficient, U-Mann-Whitney test and Spss software.

Results

Between lifestyle indicators, attention to the body ($r=0.42$, $P=0.027$), leisure patterns and spending time ($r=0.34$, $P=0.031$), nutrition ($r=0.23$, $P=0.048$), social communication ($r=0.38$, $P=0.039$), marriage or cohabitation style ($r=0.44$, $P=0.022$), and sports ($r=0.21$, $P=0.031$) has a relationship with the activity in the cyberspace, so that the amount of presence in the cyberspace has increased the amount of tendency towards the aforementioned indicators and the non-traditional (modern) lifestyle among them.

Conclusion

There were changes and differences in the lives of the investigated women, and the conducted investigations show a significant situation in this regard. Therefore, the activity and interaction in the cyberspace has been able to significantly change the lifestyle of the studied women. In fact, these changes show the significant impact that presence in cyberspace can have on women's lifestyle in terms of sociology. Based on this, it was suggested that the policy makers and relevant officials regarding cyberspace should direct their attention to changing the security view, to a cultural view for better social policies and to a more positive and effective direction.

The first limitation of this study was the lack of accurate and precise information on the actual number of women in the age groups studied in the statistical population. Due to this problem, it was not possible to use common sample size determination formulas, and therefore, two equal groups were inevitably selected using simple random sampling. Unfortunately, despite numerous statistical efforts

and investigations, the population of women under study in the city of Garmasar could not be determined. The filtering of numerous common cyber applications and networks (due to their illegality in Iran) makes it difficult for researchers to access users who make up part of the statistical population and sample. Since this issue is beyond the control of the research process and the researcher, it is one of the limitations that needs to be addressed. Cyberspace users are likely to belong mainly to the middle and upper-middle classes of any society, and therefore, the identification of women identified as cyberspace users inevitably faces ambiguities, as they cannot be representative of all social and economic classes.

The results show that a significant portion of the population is in contact with cyber social networks as cyberspace users. This group of individuals, who also make up a large portion of women, may not be aware of the threats and even opportunities that arise from the content of this space. Since a large and growing portion of these users are young women, it is recommended that policymakers and relevant officials pay more attention to resolving legal issues in cyberspaces so that the security perspective of this space can be changed to a cultural perspective for better social policies. Considering that this research was conducted in the city of Garmasar and is only observing a small and limited portion of Iranian society, the results obtained in explaining the main variables are not sufficient, and therefore, given that the accurate identification of Iranian society in terms of values, attitudes, and interactions can be a broad subject for social policies, one of the topical proposals of this study is that such topics should be studied more at the national level to have a more comprehensive understanding of the current situation in Iranian society.

The lifestyle examined in this study, influenced by cyberspace, with its multifaceted content, can be considered in various branches of social sciences. Given this characteristic of being interdisciplinary, it is suggested that this phenomenon be studied and researched from the perspective of other specialists in the fields of media, anthropology, and the like.

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