

## **Sociological Study of Cultural Postmodernism Impact on the Responsibility of the Youth in Tehran**

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### ***Abstract:***

Social responsibility as an important process in any society have contributed to the development and strengthening of sustainable community and its growth, but it will not be possible to identify the factors influencing responsible behavior. This study aims to "investigate the effects on the social responsibility of young people on Post Modern Culture in Tehran. Theoretical Foundation of variables and parameters of the study on the theoretical basis by Harvey, Jameson, Bauman, Baudrillard, Giddens, Bourdieu, Inglehart, has been developed. In order to achieve this goal, the responsibility of the youth of the various influential variables as independent variables was used postmodern. In this study significantly dependent variable with independent variables were evaluated. Results from a survey questionnaire and data collected have its validity and reliability. The population of young people in Teheran comprises of about 18 to 29 years of age. SPSS results indicate that the responsibility variables affect postmodern. The results revealed that cultural postmodern significant relationship with the youth's responsibility. Taking a central component of the value (3.29) is the highest amount of average rethinking the value of the component with the lowest average value is 2.78.

***Keywords:*** Responsibility, Youth, Postmodern, Postmodern society.

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## 1. Introduction

Assuming that some elements in our society are palpable during post modernism, and these influential elements of mass media and globalization process are imported, and to change the values of a society this leads to influence on the younger generation.

Considering that the social progress requires these responsible & self-motivated Young managers of the country, and they are the most important part of the community.

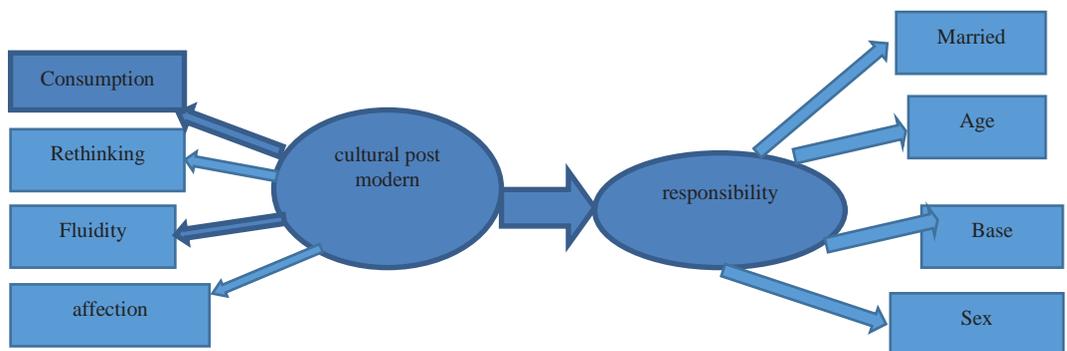
Today, fading emotions are increasing in our human social behavior and in human relations. Apart from the pure Islamic values and humanitarian customs there is large increase in irresponsibility and escaping from responsibility for the youth in our society.

Thus, this paper is based on field research in a community study seeks to answer the question “What factors influence the responsibility of the youth in the contemporary era?”

## 2. Theoretical and Conceptual Framework research

In the theoretical framework of the theories of Harvey, Robertson Jameson, Bauman, Baudrillard, Giddens, Bourdieu, Inglehart were used.

Ian Robertson, a sociologist, believes that in the early twentieth century, the gradual development of mass media and communication means overshadowed human life. This has a lot of positive and negative effects on human life. Nowadays, with the advent of the Internet communication technologies, especially the Internet has become the impact on the development (Robertson, 1992: 46)



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### **3. Hypotheses**

1. There is a significant relationship between postmodern responsibilities of the youth.

2. There is a significant relationship between gender and responsibilities of the youth.

3 There is a significant relationship between marital status and responsibilities of the youth.

4. There is a significant relationship between age and responsibilities of the youth.

5. There is a significant relationship between Socio-economic status and responsibilities of the youth.

### **4. The method**

The research method is a survey and the data was collected by questionnaire. Then, using trained interviewers, by referring to the citizens in our sample, the relevant questionnaire with interview techniques, was completed and the data using SPSS software programs have been studied in descriptive tables. . Therefore, through the methods of collecting information from both documentary and field methods (surveys and interviews) will be beneficial.

### **5. The validity and reliability of measurement tools**

In this study the content validity of the questionnaire was used to estimate credits, and thus the advice of experts in the field of research through literature was reviewed. They reached the conclusion index introducing the field of semantic concepts and they were included in the questionnaire.

They are to ensure the reliability of the measurement tool which was pre-test questionnaire. Thus Cronbach's alpha values is higher than 70/0 and is indicative of the fact that the questionnaire had good internal consistency.

### **6. Descriptive findings of variables**

Table 1 shows the distribution of statistics related to the dimensions of accountability.

Table 1. The distribution of statistics related to the dimensions of accountability

N	Range	Minimum	Maximum	Deviation Std.	Mean	Variables
390	4	1	5	463%	3.35	Community responsibility
390	4	1	5	740%	3.17	Cultural responsibility
390	4	1	5	507%	2.87	Political accountability
390	4	1	5	607%	3.24	Economic responsibility
390	4	1	5	621%	2.45	Environmental responsibility
390	4	1	5	574%	3.16	Responsibility index

The above table shows data that is different from the sense of responsibility in all aspects, so that the average sense of responsibility of the youth in Tehran, the political dimension 2.87 and the environmental dimension of 2.45 are lower compared to other dimensions. In this regard, the highest percentage of accountability related to the society with an average of 3.35 and the economy average was 3.24 and the cultural dimension with an average of 3.17. According to the data it can be stated that the youth in Tehran have a sense of responsibility in terms of society, culture and economic status are higher desirable, but at the political and ecological they are low in environmental responsibility. The mean sense of responsibility in the study shows population was 3.16. Given that the minimum and maximum scores are 1 and 5 Show that the sense of responsibility among young people is almost at an average level.

Table 2. Pearson correlation coefficient between cultural postmodern and accountability

Overall responsibility index	The coefficient and significance level	independent variable
0/673	Significance level	
0/001	Significance level	
390	N	Cultural responsibility
Confirmation	Test result	

The results of the analysis indicate that among young people there is a postmodern cultural and social responsibility ( $p=0/001$ ). According to the results from the table, we can say that with confidence levels of 99%. There is a relationship between postmodern youth culture and social responsibility.

Table 3. Descriptive statistics table two groups of men and women

The mean error	Standard deviation	Average	N	Sex
0/684	8/689	35/96	200	Male
550	7/780	34/13	190	Female

Table 3. Responsibility average comparison of two independent groups of men and women

T test for equality of means									Levine test for equality of variances	
High Bank	Low Bank	Differences in standard error		The average difference	Significance level	Degrees of freedom	T	Significance level	F	
		0/825			0/027	388				Equal variance assumed
3/451	0/209	0/825	1/830	0/027	383/237	2/229	0/262	1/264		Equal variance not assumed
3/451	0/209		1/830			2/229				

In the above table, Lyon test results show that a significant level obtained is: 262/0 since this number is more than 05/0, therefore assumed homogeneity of variances and analysis T test will be referred to the first row. According to t-test results of 95 percent, with degrees of freedom 388 and 219/2: t is achieved at significance level: 027/0, shows A significant difference between the responsibility of respondents in both groups of women and men. "In other words, H0 hypothesis is rejected and hypothesis H1 (hypothesis) is confirmed".

Table 4. The relationship between youth and age of the respondents' accountability

		T test for equality of means			Levine test for equality of variances				
High Bank	Low Bank	The average difference	The average difference	Significance level	Degrees of freedom	T	Significance level	F	
1/474	-0/023	0/889	-0/274	0/785	388	-0/309	0/124	2/382	Equal variances assumed
1/560	-2/109	0/931	-0/274	0/786	222/688	-0/295			Equal Not variances assumed

Table 5. Descriptive statistics both single and married

The mean error	Standard deviation	Average	N	marital status
0/4871	7/938	34/95	319	Single
0/797	9/015	35/23	58	Married

Next Hypothesis: There are significant differences in terms of marital status. Since social responsibility to measure surface distance and marital status has a nominal measurement level. In order to reveal the social responsibility of young people and their marital status of independence t-test is used.

Final hypothesis: It seems the young age increases, the responsibility increases their findings.

Table 6. Pearson correlation

The responsibility	Underlying variable
-0/073	Pearson
0/740	Significance level
390	Age of respondents
	N

The significant relationship shows A young age and the amount of responsibility does not exist between them.

So the hypothesis is rejected. The relationship is negative and the aging effect on the youth does not show their responsibility.

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## 7. Conclusion

It cannot be denied that Iran imported some components of postmodern community and our traditional society elements have accommodated modernity and post modernism. And this young generation has been much affected. The postmodern elements of the forces of globalization implicitly or explicitly have imported for some parts of society. This type of behavior, Signage, elements in the architecture and clothing of young people overt and hidden in some social and cultural behaviors and trends are to be followed. This study demonstrated a reduction in one of the points in the responsibility of the youth involved little puff of wind.

Post modernism has influenced the society and culture of Iran and showed its penetration of global forces in their orientation. The study shows the responsibility and its dimensions in post modernism are in high number and indicate that the average consumption of the present era of globalization and fading cultural boundaries that influence our society is capitalism.

And this media as one of the important forces of globalization, and the demand fueled reinforces in social actors. The expansion of global markets and influence in the territory of Iran, with a large, and costly campaign to encourage the consumption has caused a series of cultural changes.

Individuals in every part of the world can equally and use of the possibility to participate in these discussions, it fosters the spirit of tolerance in youth.

The use of information and communication technologies makes young people to rethink more, their identity, emphasis on a new form of the identification. In the view of Giddens, this information and communication technologies are vital role of this phenomenon in fundamental revision that refers in custom and tradition.

Little deterioration of consumer sentiments is one of the dimensions post modernism. The Consumption is lower. These findings suggest that the decline of sentiments in our society has fewer respondents. However, in all human emotions, it is very important, but Iranian society has a culture of pluralist and in such cultures, emotions play a central role. After the fluidity, relationships among the youth was less than consumerism in our society, still this is dimension of cultural post modernism. And there is a youth social responsibility ( $0.001 = P$ ), according to the results from the table, we can say with confidence that the levels of 99% and small error than .05. There is a relationship between postmodern youth culture and social responsibility.

Moreover, the relationship (Pearson correlation coefficient) which is equal to 0.673 percent, as a direct and positive, and confirms the fact that the responsibility of the youth increases with increasing of cultural post modernism. Correlation coefficient

shows strong relationship between the two variables. Jameson has confirmed this theory and therefore his theory is confirmed.

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