

The Effect of Globalization on the Moral Values Change among the Youth

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Abstract

Globalization constitutes ideas, behavior and personality of people according to values and norms and affects different aspects of life of people (individually and socially). This research has been done in order to study the effect of globalization on moral values of the youth regarding sociology perspective. Statistical universe of this research includes 800 persons in Tehran. This research has performed by squared studies and metrical method. Tools of collecting data in this research are questionnaire and after estimating the consequences, reliability among repliers. Data have been analyzed according to obtained statistics and by SPSS software. Obtained results show that there is a meaningful relationship between globalization experience as independent variables and three indexes of internet and social networks, satellite networks, computer games and loyalty to the moral values as dependent variables.

Keywords: Moral values, Globalization experience, Satellite networks, Computer games, Internet and social networks.

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1. Introduction

Globalization process, in different ways, has great effect on moral values. Because of social changes, values, norms and its transformation from generation to generation accomplished by different organizations, of which it's the base of these basic changes in industrial revolution and renaissance in 7th century it is justifiable in Europe, that is the present society that makes it different from the societies existed before. The life of people changed when people learned their values and norms from the media.

Since national media is given a great consideration in today's families circle, it has caused formal values in socializing societies.

Values are the principles of beliefs and tendencies of the person which are affected by decision-making and option, choose of concepts, analysis consequence of the behavior....and determine the way of behavior of person. Regarding that the primary behaviors of human beholden to recognitions, awareness and insight of them. An individual is a free and an authorized creature. There are values, feelings and thinkings that are of importance. Based on the socialists' view, values and rooted beliefs mostly determined the way of act of social actors in community".(Sarayi and Sahami, 2009, p. 6). Values have effect on behaviors of people and they were used as formula for evaluation behavior of other people. Usually there is a meaningful relationship between the values, norms and judgments or the way of reaction in the society. The youths, because of their nature, the extent of acts and fundamental role and also degree of their effects on variety sections such as economics, society, and culture, have remarkable importance in society by development of communicational media, if different societies work mindfully in this regard.

Theatrical and empirical studies in different society have shown the structural changes in societies with globalization issue that can cause new worthy, attitudinal and behavioral trends and consequently create new needs and expectations.. Challenges between traditional and modern values, coming technology and its culture also deep and extreme political and economic changes and generating middle level citizen increase use of new goods, entry of new communication facilities such as Internet and satellite networks (Azad Armaki and Khademi 2003, p. 12). Hence, globalization means communicational world around us which forms thoughts, behavior and personality of people according to values and norms. Hence, the effect of globalization experience must be accepted by the moral values by the youth. This issue must be analyzed. In fact, this research indicates how globalization can influence on the youth's commitment to moral values? And the most important questions in this paper include:

1. Does computer games affect the youth's commitment to the moral values?
2. Does satellite networks affect youth's commitment to the moral values?
3. Does the way of using satellite networks and the time using it affect the youth's commitment to the moral values?

2. Background of the study

What entitled in this section is principle of theoretical framework. This section is an attempt to review the related theories. Schwartz works about values. Rookeig, believes that we use values as criteria not as internal quality of its effect. This issue led us to three basic questions: first, how social experiences of people affect on their value priority? In other words, how shared experiences of persons, due to their common positions in social structure, have been influenced on values priority? In other words, how values priority affect ideologies, attitudes, political and religious behaviors, and environmental and other areas? Second, this subject pays attention to questions related to differences between intercultural or international in the area of values.

Schwartz believes that from these three universal requirements can be extracted seven value species as follow: 1. Social welfare , 2. Limiting conformity, 3. Hedonism, 4. Success , 5. Maturity, 6. Independence, 7. Security and of course value of power seeking (Faramarzy,1999:115-120).

Hashtar (1993) indicated values create internal, fixed and generic criteria for evaluation of affairs. And in different ways such as level of analysis and severity of control and prevalence and performance are being distinguished from each other. Some values related to events and issues that are held by the actor.

Globalization is accompanied with interconnection, closeness and correlation components of international community. These interconnection and closeness component of international community are means of rapid increase in the consciousness of the entire world. Therefore, globalization in the one hand refers to the closeness of entire world and in the other hand increases the knowledge of component of international community.

Judgment and ethical behavior are related to the development of moral conscience. The moral conscience is “my ideal” role in which “superego” positive behavioral value is acceptable and expected in front “I” and it has high level of expectations from person: in other words origin of moral- social values is external (Mohseni ,1999).

Lickona (1996) indicates that conscience has two main aspects; first, feel of being guilty is criteria like guilty, regret, sympathy with others. Second, moral regulation contains internalization; self-control is fundamental factor of moral transformation.

The results of some researches indicate that there is relationship between metacognition and moral behavior (Hill & Swanson, 1993).

Values system helps the human growth and development. The finding of research showed that open value system could create more tolerance in groups and favorable attitudes towards different cultures (Duffy & Sedlocek 2006).

Hardy (2005) and Swanson (2004) combined Golbarg's moral judgment and Gilligans' care ethic and called it ecological identity. Tauriel (1991) combined moral reasoning with moral identity and called it social reasoning. This concept is cognitive and social in nature (Eisenbery, 2002). Care ethic is more interpreted by moral motivation and encourages "feeling to others" (Draegar, 2004). Bratton (2004) indicates that when moral behavior is predominant in society, the social motivation balances with moral feelings (Eisenberg, 2002). In a longitudinal study, 227 persons of student College, in five courses during four years, are studied. The results show that feeling like strong enforcement always regulates their moral behavior with colleague. Moral meditation is a factor for moral behavior. Feelings have major role in moral meditation; according to this "feeling" as an important element of moral behavior (Bratton, 2004). Based on the research findings of Esisenberg (2001), sympathy, self-regulation and self-forgiving are related to moral behaviors. The judgment and argumentation of morality are in correlation with altruist (Berkowitz, 2001).

The present generation in contrast to past generation does not accept everything without reason. This awareness is based on the changes and transformations in cognitive system and predominance of wisdom and science of humankind's behavior (Kouzer, 2008, p. 343).

Values system helps human growth and development. The finding of this research showed that open value system could create more tolerance in groups and favorable attitudes towards different cultures (Duffy & Sedlocek, 2006).

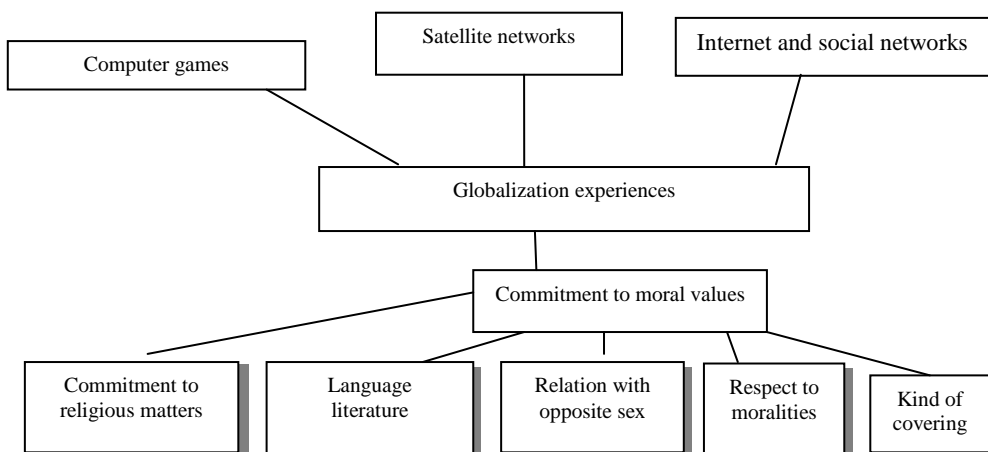
Moral Self-knowledge is a symbol for constituting personality of teenagers. The findings of the research show that moral self-knowledge increases dangers and voluntary incorporation in beneficial activities (Shabani, 2013, p. 54).

Dour Kim, based on the importance of moral values, concludes that common value system is one of the required necessities for every society so the system can be in balanced condition (Stouns, 2003, p. 79).

It can be concluded that, due to the changing values, scarcity hypothesis based on short-term changes or effect of course leads to increase in periods of prosperity and periods of scarcity to materialism (Inglehart, 1996, p. 8).

According to the above mentioned conceptual frameworks, it seems the globalization experience is as an important factor affecting young people's commitment to ethical values.

3. Theoretical model of research



4. Methodology

This research has been performed by squared studies and metrical method. The tool of gathering data in this research was questionnaire with cluster sampling method. Statistical community includes all the youth of 22 districts in Tehran.

All phases of extraction and analysis of obtained data are performed by SPSS software. According to obtained result, phase questions are confirmed by specialists. 102 questions of the questionnaire were in high validity and means of 0/9, 0/8, and 0/7. Based on the descriptive and presumptive statistics and SPSS software, the data are analyzed.

5. Discussion and result

Most repliers were girls who constitute 52/5 percent and 47/5 percent of the repliers were boys.

According to the results of this research, commitment to the moral values is different in two groups of boys and girls.

Table 1. Results of T-Test of gender variable and commitment to the moral values

Variables	coefficient	Meaningful level	Average of degree
Gender	17/28	0/000	47/442
Commitment to the moral values			49/282

The result of T-Test showed that, according to meaningful level (0/000) and coefficient (17/728), there is a meaningful relationship between gender and commitment to the moral values.

Table 2. Pearson correlation of satellite networks and commitment to the moral values variables

Variables	Pearson coefficient	Meaningful level
Satellite networks	- 0/337	0/000
Commitment to the moral values		

The result of Pearson test shows that there is an inverse relation between use of satellite networks and commitment to the moral values with meaningful level of 0/000 and Pearson coefficient of 0/000. So this hypothesis is confirmed.

Table 3. Pearson correlation of computer games and commitment to the moral values variables

Variables	Pearson coefficient	Meaningful level
Computer games	- 0/133	000/0
Commitment to the moral values		

The results of Pearson correlation show that there is a meaningful relationship between computer games and commitment to the moral values. Computer games affect moral values of the youth.

Table 4. Pearson correlation of internet and fellowship in social networks

Variables	Pearson coefficient	Meaningful level
Internet and fellowship in social network	0/209	0/000
Commitment to the moral values		

The result of Pearson test shows that there is a meaningful relationship between Internet and fellowship in social networks and commitment to the moral values. So

this hypothesis is confirmed. Internet and fellowship in social networks are effective on commitment to the moral values.

In last section, therefore the research model has been changed. In fact, there is a difference between empirical and theoretical models. Regression test represents the amount of effect in math on each independent variable related to moral values of the youth.

Table 5. Effect of globalization experience on commitment to the moral values of the youth

Dependent variables	R Square	Meaningful level	Standard coefficient	Unstandardized coefficient	Invariable number
Computer games	70/0	023/0	105/0	379/0	487/7
Satellite networks	70/0	025/0	307/0	500/0	
Internet and fellowship in social networks	70/0	019/0	206/0	483/0	

The table shows the regression coefficients between commitment to the moral values of the youth and independent variables. For obtaining regression we used multiple method. When all independent variables are confirmed in Pearson test, we entered them in model. Determinism coefficient stated that tested model shows that how much ability of Tabin and colleague, internet and fellowship in social networks and computer games variables has effect on the moral values of the youth. According to the obtained numbers, we extracted a model with Tabin ability of 70 percent. Meaningful level was less than 05/0, so obtained coefficients were meaningful. Now we can write resulted mathematical equation from the table:

$$379/0 \text{ (computer games)} + 500/0 \text{ (satellite networks)} + 483.0 \text{ (Internet and fellowship in social networks)} + 487.7 = \text{moral values of the youth}$$

If we want to delete the invariable number, linear equation can be as follow:

$$\text{Moral values of the youth} = 105.0 \text{ (computer games)} + 370.0 \text{ (satellite networks)} + 206.0 \text{ (internet and fellowship in social networks)}.$$

Table 6. Different tests for different models

Model	NFI	RMSEA	AGFI	GFI	RMR	chi-2
Computer games have effect on commitment of the moral values of the youth.	98/0	07/0	860/0	907/0	0214/0	06/0
Satellite networks have effect on commitment of the moral values of the youth	35/0	08/0	741/0	901/0	029/0	08/0
Internet and fellowship in social networks have effect on commitment of the moral value	92/0	05/0	963/0	981/0	024/0	03/0

By comparing two tables we can conclude that Internet and fellowship in social networks affect commitment of the moral values of the youth.

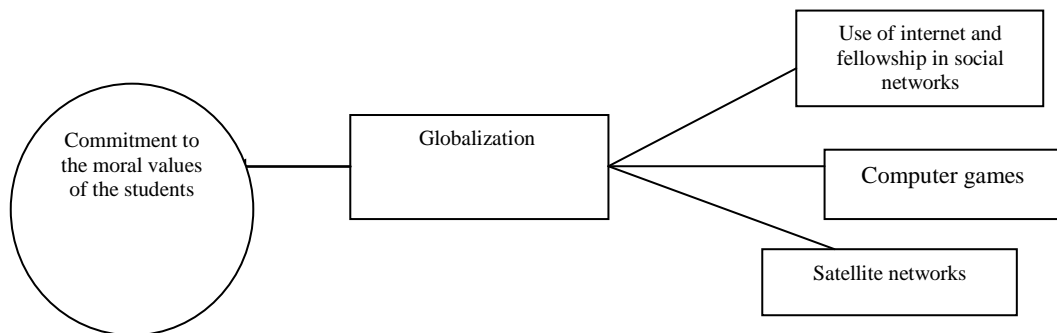


Figure 1. Confirmed model of effective factors on moral values

Table 7. Amount of coefficient of t

Routes	Amount coefficient of t
Use of satellite networks < globalization experience < moral values of the youth	1/80
Computer games < globalization experience < moral values of the youth	2/98
Use of the internet and fellowship in social networks < globalization experience < moral values of the youth	20/9

According to coefficient of t, table is as follow:

Routes	Amount coefficient of t
Computer games < globalization experience < moral values of the youth	2/98
Use of the internet and fellowship in social networks < globalization experience < moral values of the youth	2/09

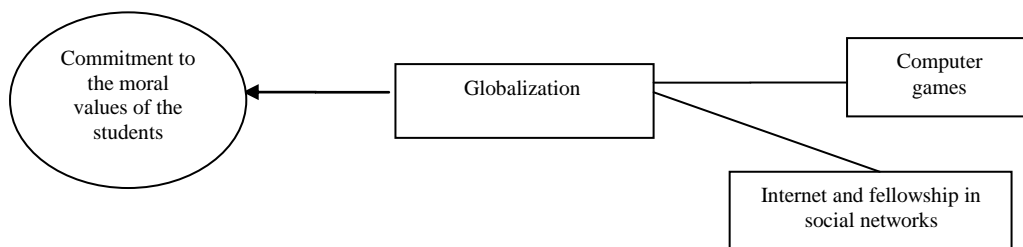


Figure 2. Confirmed model of globalization experience and commitment to the moral value

Now we studied the best route and effective route.

Table 7. Amount of coefficient of t

Routes	Multiplication result of Alpha and Beta coefficient
Computer games < globalization experience < moral values of the youth	60.0
Use of the internet and fellowship in social networks < globalization experience < moral values of the youth	57.0

According to the above table, it can be inferred that the route of fellowship order is as follow:

Social networks < globalization < moral values of the youth.

So we can present the following model.

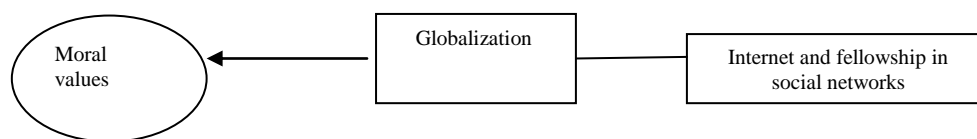


Figure 3. The route of fellowship order

6. Conclusion

Today new media and new electronic devices have major roles in human communities. It cannot be ignored the effective role of media and electronic communication devices on attitude and beliefs of the youth. So it can be concluded that the pattern of traditional structures influencing the formation and commitment to moral values are changing and globalization experience with indicators such as the Internet and social networks, satellite networks, computer games. The growth of information and communication technologies on the one hand and eliminating the geographical barriers on the other hand, will provide more influence on values and norms. Knowing the culture in using Internet, for both the youth and other people in the society, is necessary. Today, the role of social networks cannot be ignored. Currently Internet is the perfect tool for the development of human thought and knowledge.

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