

**The Sociological Impact of Cultural Globalization on National Identity
with Emphasis on Mass Media
(Case Study: Pre-University Students in Babol)**

Shafieh Moazzanpour¹
Seyyed Yaghoub Mousavi^{*2}
Amir Masoud Amirmazaheri³

Received 25 December 2018 ; Accepted 25 May 2019

Abstract

The purpose of this research is to study the impact of globalization in cultural dimension in the sense of national identity with an emphasis on mass media among pre-university students in Babol. This research is a descriptive-analytical type that was carried out by using a survey method. To achieve the expected results in this research, a questionnaire was used to collect data. Pre-university students of Babol make up the statistical population of this research. Generally, 404 people were selected as a sample from a total of 3077. Stratified random sampling was used to run the sample. The results of correlation test show the relation between an independent variable by using different TV programs, satellite, and internet, mobile and dependent variable. The results of test correlation have shown that there is inverse and meaningful relationship between all variable of using TV with a sense of national identity of the student. Mobile also has the most inverse correlation with a sense of national identity of the student. The results of applying the coefficient of the final regression model indicate that all variables are meaningful and each of them has various differentia. The findings of confirmatory factor analysis indicate that the empirical research model has maximum magnitude.

Keywords: Cultural globalization, Mass media, National identity.

1. Ph.D. Candidate in Political Sociology, Central Tehran Branch, Islamic Azad University, Tehran, Iran, Moazenpour.1364@gmail.com

2.*Associate Professor, Department of Sociology, Al-Zahra University, Tehran, Iran, Y.mousavi91@alzahra.ac.ir (Corresponding author)

3.Associate Professor, Department of Sociology, Central Tehran Branch, Islamic Azad University, Tehran, Iran, a.amirmazaher@gmail.com

1. Introduction

Different definitions and descriptions are done for globalization and its problem that we can briefly describe globalization as follows: Time and space compaction, information-based society, worldwide village, process of westernization world, noticing of worldwide generality, real world integration, and globalization of subjective and objective affairs in the world geography. Cultural globalization is the main and non-separable process of globalization which influences the different boundaries and spaces (Golmohammadi, 2017, p. 116).

Information technology is the main force and instrument of globalization progression and part of cultural globalization area which is accompanied with revelation, changes, inflective, and different outcome in all of privative and affirmative and cultural, social, economic and even political areas. The amount of changes created with new information technology and communicative technology is too much that we used to describe the new age definition like communication technology revolution, information revolution. New media are responsible for transfer and conduction of great domain of symbol, normal, values and thoughts (Azarian, Sarokhani, Navabakhsh, 2017, p. 93). This communicative element has an internalization design of values in the society. So it can be stated that media play an important role in different aspects of life.

So it can be stated that one of the factors which media and especially mass media can influence on its national identity in each society. Media can influence each person's identity (Afshani and Mossavi, 2017, p.105).

Amini and Moghimi (2015) did a research by subject of globalization, interacting national identity and cultural attitude. The model was theoretical. In case of cognitive method, this research was survey and applicable. The statistic community contains young university students between 18-30 years and sample of 400 persons among native university student of Yazd City. Collecting data was done by use of the questionnaire. For analyzing, it was used Pirson Integration Test.

Haghigian and Ghazanfari (2011) did a research entitled "National Identity and some Influencing Factors between Students of High School in Isfahan". The purpose of this research was evaluating the effect of some sociable factors

on youth. The information sample was 427 persons between 14 to 17 years old students of Isfahan city. The results showed that there is a relationship between basic field of study and national identity.

Regardless of above theory about identity and mass Media in this research, we combine these ideas about the subject of study.

Based on the above mentioned information it seems that there is a relationship between amount of mass media utilization and identity of pre-university students.

It seems that there is a relationship between TV utilization and national identity among pre-university students.

It seems that there is a relationship between satellite utilization and national identity among pre-university students.

It seems that there is a relationship between internet utilization and national identity among pre-university students.

It seems that there is a relationship between mobile utilization and national identity among pre-university students.

2. Methodology

The method of research in this evaluation is survey like the statistic society of this research consists of pre-university student of which contains 3027 person of girls and boys of Babol student and which are level of pre-university (26 girl center, 23 boy center) are busy studying, It was used Cochran's formula to detect sample volume and having statistic society. Which sample volume equals to 404 people. In this research we used sampling of accidental-stratified. The instrument for gathering this research is questionnaire which made by researcher, which was used to some extent from previous research, and contains 87 closed question in the spectrum of Likert frame and for evaluating fixity measurement we used Alfa coefficient Cronbach and the validity of 70% was obtained.

Table 1. Fixity variable of independent and dependent

Coefficient of Cronbach	Number of locution	Indicator	Coefficient of Cronbach	Number of locution	dimension	Variable
83%	16	Foreign media mass	%90	31	Cultural globalization	independent
79%	8	Politic geographic	%87	56	National identity	Dependent variable
70%	10	Historical				
74%	14	Social				
83%	9	Political				
86%	9	Religious				
76%	6	Literary and linguistic				

3. Research Findings

3.1. Descriptive Findings

First, we describe some of the characteristics of respondents. The research shows, from a collection of 404 respondents, 43.7% were girls and 56.3% were boys. Also, 68.4% have lived in the city and 31.6% have lived in the village.

3.2. Evaluation of Normalization of Data

To evaluate the normalization of data we used the above table and the score distribution of variables has normal distribution. Because the probability was more than 0.05%.

Table 2. Valuating normal variable distribution by using Kolmogorov–Smirnov

Order	Variables	Kolmogorov-Smirnov	Meaningful level	Sig-base	Variable distribution condition
1	Mass medias	0.835	0.523	> 0.05	Normal
2	Using Satellite	0.678	0.518	> 0.05	Normal
3	Using internet	0.782	0.678	> 0.05	Normal
4	Using mobile	0.456	0.600	> 0.05	Normal
5	Using TV	0.216	0.318	> 0.05	Normal
6	National Identity feeling	0.688	0.531	> 0.05	Normal

Table 3 shows the result of Pierson Correlation exam between dependent and Independent variable.

Table 3. The exam of Correlation Coefficient of research variable

Independent variable	Dependent Variable: National identity of Students with emphasize or research	
	Correlation Coefficient	Meaningful level
use of TV	0.485	0.000
use of Satellite	-0.598	0.000
use of internet	-0.478	0.000
use of mobile	-0.625	0.005

The result of correlation test shows that there is a reverse and meaningful relationship between all variables except TV utilization with national identity of students. Also mobile utilize has the most reverse correction with national identity of students.

3.3. The Result of Multi Variable Regression Analysis for Detecting of Dependent Variables

Table 4 shows the multi- variables regression between globalization and national identity in pre-university students.

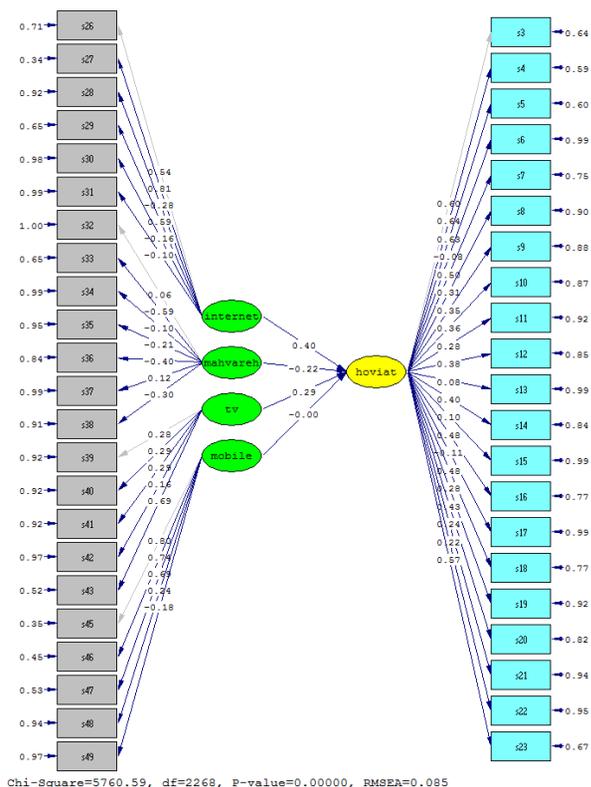
Table 4. Multi variables regression between globalization (with emphasizing on mass medias) and national identity of pre-university students

Meaningful level	F	False Standard	R ²	R
0/000	9/701	27/51	0/255	0/593

3.4. The Result of Confirmed Model

The data in this research were edited by the methods of making standard in the regression analysis pass way in SPSS and the data which were between domain of =3 to -3.

The following tables and graphs show the confirmatory regression model in the research.



Graph1. The final model of structural equation factor analysis

According to the results below which obtained from Liserl software, the following results are exerted.

Table 5. The indicators of chief model fitness

Indicators	Acceptable Value	The Finding's value of research	desirability
Chi-square	-	5769/59	-
p-value	-	0/000	Un confirmed of model
DF (degree of freedom)	$df \geq 0$	2268	confirmed of model
χ^2/Df	$\chi^2/Df < 3$	2/54	confirmed of model

<i>RMSEA</i>	<i>RMSEA</i> < 0.1	0/085	confirmed of model
<i>NNfi</i>	<i>NNfi</i> > 0.8	0/39	confirmed of model
<i>Nfi</i>	<i>Nfi</i> > 0.8	0/96	confirmed of model
<i>AGfi</i>	<i>AGfi</i> > 0.8	0/88	confirmed of model
<i>Gfi</i>	<i>Gfi</i> > 0.8	0/87	confirmed of model
<i>Cfi</i>	<i>Cfi</i> > 0.8	0/95	confirmed of model
<i>ifi</i>	<i>ifi</i> > 0.8	0/84	confirmed of model
SRMR	The closer to Zero	0/23	confirmed of model

As indicated above, the static amount of K2 in model 5769/59 with degree of freedom 2268 has acceptable limitation. On the other hand, the appropriate indicator model like *NNfi*, *Nfi*, *AGfi*, *Gfi*, *Cfi*, and *ifi* are all in the acceptable levels.

4. Discussion and Conclusion

The information technology and communication are the most important force of globalization progression and is part of culture globalization which relations, changes, effects, and different outcomes on all preventive and subjective fields and cultural, social, economic and even politic are accompanied. The amount of changes which created by new communication and information technologist to some extent that, which for description of new age ,we use communicative revolution of theology, information revolution, information exploding, electronic age, satellite age ,and internet age of virtual space for description of these revolution and basic changes.

This current research with subject of cultural globalization to national identity of students of pre-university even supposed to investigate social scientists' idea with sociology approach. The result of this research showed that there is a correlation between sexuality, level of income, father and mother's knowledge and identity feeling of pre-university student. And also in evaluation of correlation between independent variable like TV, satellite, internet, mobile and dependent national identities we found the reverse meaningful correlation expect TV usage variables. The result of this study confirms the researches of Balbi, 2001; Brok 2007; Soleimani, 2010; Safiri and Nematollahi, 2011; Haghigian and Ghazanfari, 2011; Memaryabi and

Hassanzade, 2011; Khalili, Moedfar and Saii, 2012 and Korigpiter, 2017. They show that there is a reverse correlation between cultural globalization and national identity. Finally what is concluded in this research is the interest to cultural globalization between the answerers. What is obvious is that we can obstacle cultural globalization in the society and we only can postpone its time by different methods.

Reference

- Abdollahiyan, H., Haghgoii, A. (2010). Clearing of correlation between internet and political partnership in Iran. *Social Magazine*, 10(4), 130-159.
- Afshani, A., Mosavi, M. (2017). Evaluation of relation between media and national identity from youth prospectives in Yazd city. *Media Quarterly* 27(2), 105-132.
- Ahmadi, H. (2007). *Iran, identity, nation and ethnicity*. Tehran: Tehran Publication.
- Eslovin, J. (2001). *Internet and society*. Tehran: Librarian.
- Garnham, A. (2004). *The media and the public sphere*. London: Routledge.
- Ghamari, D. (2006). *National integration in Iran*. Tehran: Iranian Civilization.
- Golmohammadi, A. (2003). *Globalization, culture and identity*. Tehran: Ney Publication.
- Kastelz, M. (2002). *Information age*. Tehran: New Design.
- Kohen, S. (2002). *Structure of revolution science*. Tehran: Soroush Publication.
- Navabakhsh, M. (2010). *Evaluation of the effect of mobile and internet on youth*. Mazandaran: Mazandaran Institute.
- Niyazi, M., Shafaiimoghadam, E. (2012). *Evaluation of mass media in the internet*. Kashan: Kashan Publication.
- Rabani, A., Rasoul, R., Hassani, M.R. (2010). *Mass media and national identity (case study of Esfahan University students)*. Tehran: Tehran Publication.
- Vindal, S. (2008). *Application of communication theory*. Tehran: Socialist Publication.