The Relationship between the Use of Social Networks and Social Order among Citizens of Ardebil

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Abstract: This study investigated the relationship between the use of social networks and social order among the citizens of Ardebil. A questionnaire tool and survey method was conducted in the citizens of Ardabil to achieve this goal. According to the population size, 384 subjects were selected randomly using Cochran sampling formula. For data collection, the questionnaire used by the researcher that the reliability was approved by expert and professor at the University and was reliable with a stable level (Cronbach's alpha) 0.82. To analyze the data in the method of Spearman correlation, SPSS19 software was used. The results showed that there was a correlation coefficient between the use of the social networks and social order among the citizens of Ardebil between these two variables (r = 0.375, P = 0.001). Also, the correlation coefficient between the use of the social networks and social order among the citizens of Ardabil shows that there is a significant correlation between these variables (P<0.05).The results showed that there was the highest correlation between the use of the social networks and lawfulness of the citizens (r=0.452) and was statistically significant (P<0.05). The lowest correlation between the use of the social network and social security (r=0.189) and was statistically significant (P<0.05).

Keywords: Social Networks, Social Order, Socialization, Commitment, Social Security.

Introduction

The development of software and hardware technologies that serve the needs of information technology and applications have transformed the world and put an uncertain future ahead of the human being of the third millennium. Electronic cities are a major symbol of change due to all the applications of information and communication technology (Amiri & Habibzadeh, 2015). The world in which we live is constantly changing. What we hear every day from new discoveries and technologies will inevitably affect our lives. But no technology has developed in recent decades as much as the technology of communication and information (Rabiei & Mohammadzadeh, 2013). Virtual sites or virtual networks online are in fact the same social networks. These new

communication methods have had such an impact on the world that no organization can survive without them. However, this is not just the business world that uses this tool. The real people have also benefited greatly from it, as some people say they are somewhat backward in their development. Perhaps the most socially constructed, most affected by this context or position of communication is the younger generation of society (Fathi & Mokhtarpour, 2015). Social networks have a great role in the world today and cannot be ignored. These sites affect the various dimensions of individual and social life of individuals, both at the country level and even internationally, and are therefore expanding and will play a much greater and more important role in life in the future (Eslami, 2012).

Social order represents the basic expectations of social life. Each society requires, with any beliefs, traditions, political orientations, and with any system of governance, a special order for its administration. Even the early societies of humans have a social order, while the normal aspect of this order cannot be ignored. In the early societies, this order was created spontaneously, but despite its diversity and complexity, current societies need laws that create this order (Nourbaha, 2012). The traditions and customs of each society alone do not provide a social order, but the importance of each one in terms of their degree of dependence on the garments is indisputable, and laws and regulations are drafted in accordance with these traditions (Zadnvanian et al., 2013). Social order means the obedience of all members of a community to the norms, values and laws that form the basis of the consistency of society. In this way, this term can be used to determine the totality of social institutions in terms that are well-adjusted for the desired performance of social life and social relationships. In addition, the concept of social order can directly bring harmony, balance and cohesion of social relationships that draw the total of individuals through the interaction of economic and political mechanisms into a common life and create the desire to live life in the community. But the most common social order is the common order, which prioritizes obedience to everyone from a value order and prevalent in order to refer to privileged classes and classes. The basis of this order is that the basic wealth of a society is peace and tranquility. The result of this is that all members must, unwillingly, bring down a social organization or a form of social organization that results in continuity, inequality, injustice and the causes and causes of social conflict ((Social science culture, Alan Beaver). Since order in sociology theory has a special place, it should be studied more carefully while the order is more or less equivalent to repression (Ziaeipour & Aqili, 2010).

In the review of the history of research, the studies on virtual social networks and social empathy has been studied in the form of a paper and a thesis, and it has been determined that in each research, different aspects of these networks have been addressed. Some examples are: Abbasi et al (2015) in a research entitled "the impact of social networks on social order "reported that in a group that was active in social networks, there was a lower level of social participation. One can say that the social networks are an effective factor in social order and security. Fathi and Mokhtarpour (2015) in the study of the role and effect of modern media on a change in lifestyle reported that new media, especially the social networks, had led to a change in the lifestyle and style of people's behavior and an increase in disruptive competition among the people. Vakili (2012) in a study entitled social networks (injuries, threats and opportunities) has been addressed on this topic. The findings of this research show that if the waves created in virtual social networks are not controlled or controlled, it triggers the threat and also injures, but these virtual social networks provide the opportunity that they will provide us with the opportunity to become vulnerable and threatened if they do not pay attention to it. Teresa Blanco et al (2016) in a study on the impact of online social networks as a tool to support people with special needs reported that online social networks such as telegrams and Whats App etc., had been effective in creating the need for and competitive in the purchase of non-essential goods. Mircea and Hortensia (2013) in a report on the impacts of the social networks in the people's minds reported that the use of online social networks by citizens in the country had led to a reduction in mental health and isolation and intercourse among them and online social networks had had a significant and positive impact in increasing competition.

In other studies, it has been shown that the use of modern communication and computer technology has numerous benefits; however, computer science and information technology have brought its own ethical issues and problems that affect society and individuals. 82.5% of tested samples visited filtered sites and 77.5% used anti filter; 67% are members of the social networks of Facebook, and 46.5% are on the Internet and 23.5% of the respondents mentioned that they caught in cyberspace (Azarbakhsh, 2011). According to the questions raised, the question arises whether is there a meaningful relationship between the amount of the social networks and social order among the citizens of Ardebil?

Methodology

The research method was descriptive. The research type is applied, the method was survey and the data collection was in the field method. The statistical population of the study consists of all citizens over 18 years of age in Ardabil, which according to the latest number of population is equal to 115,000 people, and according to the Cochran formula, 384 individuals were selected as samples. A researcher-made questionnaire was used to collect information. The items of this questionnaire were collected using previous studies and recorded articles. Since getting the right and meaningful answers from the participants is very important at this stage, the questionnaire was designed with closed questions to provide accurate and unambiguous responses from participants, to respondents from staying out of the unknown and confidentiality of information will be fully assured (there was no need to mention the full name of the questionnaire) and also a part in the questionnaire form was provided to provide other comments and suggestions. The validity of the questionnaire was approved by the professors of social communication science (12 students) and its reliability was used through Cronbach's alpha coefficient that in the questionnaire section, social welfare ($\alpha = 0.82$) and the social network in the questionnaire section ($\alpha = 0.87$) was used. In this research, descriptive statistical methods (mean, standard deviation) and inferential (Kolmogorov-Smirnov test were used for the purpose of checking the natural distribution of data, Cronbach's alpha coefficients for determining the reliability of instrument and Spearman's correlation test to examine the relationship between variables by SPSS software of version 19.

Results

Descriptive Results

The research findings indicate that 19.27 percent (74 subjects) of the sample population are under the age of 20 year while 39.32% of people aged 21 to 30 and 33.33% are people aged 31 to 40 years. Therefore, the highest number of sample individuals is between the ages of 21 and 30. Also, the frequency description of respondents based on gender includes 50% (192 subjects) of the respondents of the men and 50.0% (192 subjects) of the respondents of the women. The frequency distribution of the respondents based on the level of education shows that 16.4% (63 subjects) of the sample have Diploma with the lowest frequency education, 16.92% (65 subjects) with bachelor's degree. Therefore, the number of respondents is more often than those with a bachelor's degree. The frequency description of the respondents based on household income indicates that 37.7% (145 people) have household income of up to 1 million toman, 48.69% (187 people) with household income of 1 to 2 million toman.

The reason for not using social networks for descriptive statistics shows that 48 percent (72 subjects) of the respondents said that they did not have interest in using the social networks. 45.9% (14 subjects) did not have time to answer the reasons why they did not use social networks and 28.27% (42 subjects) of the respondents said that they did not have the facilities for not using the social networks. In the descriptive statistics section, the type of social networks used by users in Ardabil of the respondents' statistics show that 30.88% (71 subjects) of the respondents used the social networking telegram. 12.27 percent (64 subjects) of the respondents used the social network of Facebook, and the least use was made by the respondents from online social networks with 2.18 percent (5 subjects). Of these, 12.27 percent (64 subjects) of the respondents used between 2-4 hours of the social network and 16.1 percent (38 subjects) of the respondents used the social network more than 4 hours a day. Also, of these, 36.1% (85 subjects) of the respondents used the social networks between 20-24 hours and 20.44% (48 subjects) of the respondents used the social networks between 8 and 12 am. In the motivating part of using the social networks, 30.08 percent (71 subjects) of the respondents expressed motivation to use the social networks as entertainment and leisure time and 18.22 percent (43 subjects) of the respondents stated the use of the social networks as education with the lowest frequency.

Inferential Results

In this section, Kolmogorov-Smirnov test was used before and after statistical tests and because of the precondition for using or not using parametric tests. Accordingly, the tool used in this study was examined and its results are shown in Table 1. Based on this, only abusive distribution in sensory marketing is possible in management components.

Table 1. Kolmogrov-Smirnov test statistics for normal data distribution.

Row	Questionnaire Criteria	Statistics		
		z	p	Distribution
1	Social order	1.02	0.117	normal
2	Sociability	1.06	0.147	normal
3	Lawfulness	0.867	0.412	normal
4	Commitment to Urban Norms	0.754	0.514	normal
5	Social Security	0.904	0.473	normal

In the following questions, research questions about the impact of the social networks on social order in Ardebil citizens were used according to Kolmogorov-Smirnov test, Spearman correlation test and regression.

Table 2. The relationship between using the social networks and research variables.

Variables	The use of the social networks		
	Spearman correlation coefficient	Sign.	Number
Social order	0.375	0.001	236
Sociability	0.252	0.027	236
Lawfulness	0.452	0.000	236
Commitment to urban norms	0.305	0.001	236
Social security	0.189	0.041	236

According to Table 2, the correlation coefficient between the amount of the social networks and socialization among the citizens (r = 0.252) (p = 0.027) show that there is a significant correlation between these two variables; also, the positivity of this coefficient indicates changes in order to increase a variable with increasing variables. Thus, by increasing the use of social networks, 25.2% increase in socialization variables among the citizens. Therefore, the hypothesis is rejected by zero and the research hypothesis is verified. In other words, there is a meaningful relationship between the use of the social networks and socialization among the citizens in Ardebil.

In the second hypothesis, the correlation coefficient between the amount of the social networks and lawfulness among the citizens (r = 0.452) (p = 0.000) show that there is a significant correlation between these two variables; also, the positivity of this coefficient indicates changes in order to increase a variable with increasing variables. Thus, by increasing the use of social networks, 45.2% increase in lawfulness. Therefore, the hypothesis is rejected by zero and the research hypothesis is verified. In other words, there is a meaningful relationship between the use of the social networks and lawfulness among the citizens in Ardebil.

In the third hypothesis, the correlation coefficient between the amount of the social networks and commitment to urban norms among the citizens (r = 0.305) (p = 0.000) show that there is a significant correlation between these two variables; also, the positivity of this coefficient indicates changes in order to increase a variable with increasing variables. Thus, by increasing the use of social networks, 305% increase in commitment to urban norms. Therefore, the hypothesis is rejected by zero and the research hypothesis is verified. In other words, there is a meaningful relationship between the use of the social networks and commitment to urban norms in Ardebil.

In the fourth hypothesis according to Table 2, the correlation coefficient between the amount of the social networks and social security among the citizens (r = 0.189) (p = 0.041) show that there is a significant correlation between these two variables; also, the positivity of this coefficient indicates changes in order to increase a variable with increasing variables. Thus, by increasing the use of social networks, 1809% increase in social security. Therefore, the hypothesis is rejected by zero and the research hypothesis is verified. In other words, there is a meaningful relationship between the use of the social networks and social security in Ardebil.

Table 3. The regression results of the independent variable related to the social order of the citizens.

Variables	B	The regression coefficient	t	Sig.	ofThe result hypothesis
Constant amount	0.271	–	1.072	0.235	–
Sociability	0.291	0.256	4.621	0.001	Confirmed
Lawfulness	0.471	0.447	5.351	0.000	Confirmed
Commitment to urban norms	0.362	0.305	4.281	0.003	Confirmed
Social Security	0.194	0.174	3.24	0.014	Confirmed
Explanation factor (R^2)			0.843		

In Table 3, the multiple regression of the results of the regression of the social order factors have been shown to be effective in using the social network. Considering that the significance level of sub-hypothesis testing (socialization, legality, commitment to urban norms and social security) has a significant effect on prediction of using social network, so, the hypothesis of the research is not rejected. According to the coefficient of determination, the value 0.84 of the variation of the dependent variable can be explained by the significant explanatory variables in the model.

Discussion and Conclusion

According to the findings of this study, there is a significant relationship between the use of the social networks and the social order of the citizens in Ardebil. The social networks have had different effects on different dimensions of life. The social networks have been a non-life style for people and have led to 30% divorce (Eslami, 2012). In this context, Castells (2009) believes that the Internet is a new form of communication in a way that allows users to choose the power to choose the kind of messages they want and act with other users. In this way, interactivity is considered to be the most important feature of modern communication, in which users can access in any time and space frameworks, so that users experience communications on a more limited, smaller, and more personal level than traditional communications (Bjerregaard, 2010). Such a feature once again provides the users with multi-touch communication and quick feedback.

The result of sub-hypothesis is that there is a significant relationship between the use of the social networks and different dimensions of social order of the citizens in Ardabil that they are consistent with the results of Eslami (2012) .Mobile social networks of the users are a kind of the social interaction, which is somewhat in contrast to traditional social interactions. In fact, this experience corresponds to interactions that are sometimes not in line with the norms and rules of social life, and the users are encouraged, because of such a feature, to operate in such spaces, free from the norms of the ruling community. The present study shows that in the users' social networks with the deconstruction of the rules of real space, they experience an uncontrollable and limited life, which, if they already wanted to follow such a procedure in the real world and official and informal consequences were as s deterrent factor. Due to the wide scope of domination of virtual social networks in today's societies and the phenomenon of fluidity and dynamism, it is necessary that their function, in particular their role in social transformations be done in the age of globalization along with the technological development and content development of virtual social networks in different dimensions.

The studies show that much of the Internet is associated with poor social links. By contrast, the users who use the Internet less often have more to do with their parents and friends. It seems that the age chart of the users of different social networks has been reduced and the age of the users of these networks is less than the past, so that among the users of the Internet of virtual networks, there are an unlimited number of citizens. Today's research has shown that more than 44% of youth and teenagers spend their leisure time entering the cyberspace and using the Internet, 35% with computer games and playing music, and less than 17% of them spend their time using television and programs. The arrival of leisure travelers in cyberspace and the Internet is a serious educational challenge because the proper use of the social networks and access to cyberspace in our community has not been well-defined, and most of the families are not familiar due to the traditional structure of these spaces. Although there is an opportunity for education and research, today, most people do not benefit from these spaces because they are not familiar with the proper use of the virtual space and social networks. The only thing that can be done to prevent social harm among people is education, training and prevention. As much as possible in education, it seeks to prevent the spread of social harm among citizens in the field of prevention, education and training of people.

Social changes caused by structural and demographic changes, along with the changes caused by the meaningful effects of social networking in the social networks, have created a contingent state of social crisis. One of the personal and social crises of self-concept is the interaction of the users with cyberspace, and "empathy" in such a situation, as in the case of a social syndrome, fosters individual competition crises, which will cause many interpersonal conflicts. It seems that in view of the globalization process and the confrontation of the younger generation of young Iranians with cyberspace, it is necessary to examine the consequences of this confrontation in creating individual crises. As mentioned, the Iranian society, in terms of being in a particular historical period, experiences the transitional aspects of today, in addition to the identity crisis of the industrial history, the individual crises of the post-industrial period and the virtual space. Nowadays, due to the growing social networks, planning for new identity identifiers is imperative in terms of cyberspace in social, cultural and political programming.

In the end, based on the findings of this research, it is suggested that: urban managers try to promote citizenship in relation to advertising and introduce the disadvantages of using social networks, as well as the development of the use of social networks etc., on the socialization of citizens. Also, the recognition of citizens' rights and their legality should be placed on the priority of urban authorities. According to the third hypothesis, there is a meaningful relationship between the use of the social networks and commitment to urban norms in Ardebil. Therefore, it is recommended that the citizens pay more attention to the norms of the city and appropriate measures to be taken in the direction of commitment to urban norms through urban advisers and social sciences. Finally, according to the fourth hypothesis, there is a meaningful relationship between the use of the social networks and social security in Ardebil. Therefore, it is recommended that television and public media be explained and implemented by public administrators in order to promote more and more people through the social networks as well as programs for improving social security.

Conflict of interest
The authors declare no conflict of interest.

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