

# The Study of Effect of Material and Immaterial Values on Lifestyle of Families in Iranian Series

Fatemeh Babaei<sup>1</sup>, Nahid Kordi<sup>2</sup>, Akbar Sharifian<sup>3</sup>

<sup>1</sup>Department of Social Communication Sciences, Faculty of Humanities Sciences, Islamic Azad University, East Tehran Branch, Tehran, Iran

<sup>2</sup>Associate professor of Communication Sciences, Faculty of Humanities Sciences, Islamic Azad University, East Tehran Branch, Tehran, Iran

<sup>3</sup>Associate professor of Communication Sciences, Faculty Humanities Sciences, Allameh Tabatabaei University, Tehran, Iran

\*Corresponding Author E-mail: [f\\_babaei66@yahoo.com](mailto:f_babaei66@yahoo.com)

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## ABSTRACT

This Research surveys effect of material and immaterial values on lifestyle of families in Iranian series. This research is applicable by type of quest and is descriptive by methods of performing. Data collection method is field one. Statistical population of research about Iranian family series includes all Iranian series which were broadcasted in the first 6 months of 2011 from Channels 1, 2, 3. In order to determine sample size of family series, we selected those family series of 2011 which attracted huge audience and had social and family genres. Result of this research showed that immaterial (spiritual) values of lifestyle it can be concluded that TV series displayed modern and western values of immaterial lifestyle while in hypotheses test and analysis of variables we concluded that families from middle social class in Tehran had traditional values of immaterial lifestyle and another side as material and spiritual values form lifestyle it can be said that modern lifestyle of families in TV series were displayed and also in these series lifestyle of upper social class and wealthy families were displayed and lifestyle of families from middle social class in Tehran were traditional.

**Keywords:** Material Values, Immaterial Values, Lifestyle, Families Series.

## Introduction

Utilization of the media in numerous forms is combined with daily life. It is especially true about television that always presents in family life. The media can transform fields of daily life by their presence in daily life and change private fields to public ones and vice versa (McQuill, 2001).

The Media play an important role in our lives, in addition to provision of necessary information services, they also offer facilities for entertainment and enlightenment. Nevertheless, the media totally tend to reflect attitude manner of predominant groups in society. This is not political because of direct censorship, it happens because ownership of

TV and other communication and information centers that are transferred to approximately few individuals (Guids, 1998). Although, before that, people had facial communication and prevalence and promotion of life methods were done by slowly these communications, however according to modern technologies, it is possible to state that superior power of technology leads human societies to be connected on-line and causes some changes and transformations in styles and methods of modern life all over the world.

In this quest, researcher seeks to consider this issue in form of content analysis of family series and questionnaire in order to study differences and similarities of lifestyle material and immaterial values of families in series and in Tehran.

### **Problem Statement**

Television, as an entertainment tool, has pervasive effect on our experience. It is not only because of its special influence on our attitude, also information, which most of the social activities depend on, can be accesses by television. It has both advantages of radio and cinema and enters easily into private life of people. Television has potential audio-visual talent, widespread social effect and influence, potential talent in creating social unity, spreading news and considering public and entertaining affairs (Alavi, 2007).

There are two interpretations from lifestyle concept in sociology literature. In first interpretation which is related to decade 1920, lifestyle introduced social wealth and situation and often was used as an index for determination of "social class". In the second interpretation, lifestyle is not used for determination of social class, it is considered as modern social form which is only defined in modern cultural changes and growth of consumerism culture. In this meaning, lifestyle is a way for definition of values, attitudes and behaviors (identities) of

individuals which its importance is increasing for daily social analyses.

Sociologists and researchers of cultural studies know lifestyle concept so close to concepts such as class, ethnicity, nationality and subculture. They consider lifestyle as a set of visual and tangible aspects of culture and values of one society which indicates purposes, meaning and interpretations of an individual in daily life stream. In order to evaluate empirical concept of lifestyle there are various indexes such as leisure time and consumption model.

Lifestyle concept has different meanings than its approaches. Lifestyles contain a set of beliefs, values, manners of behavior, moods and tastes, in everything, from music to art, television, gardening, decoration, furnishing house and so on. Lifestyle of an individual is not a part of his personal behavior, so it is not unusual. But most of the people believe that they should be free in choosing their own lifestyle. . As an example, it is important for someone to be famous such as another singer, even eats Thai food like him, colors his house with such color, or has fun indoor not out of his house.... Therefore, it is possible to know about culture of one society by knowing its lifestyle, which means that it is necessary to know about forms of people lifestyle in that society. Common music, television, commercials all and all offer potential images and imagines of lifestyle. However these images let people think and imagine, organize and construct whatever make them satisfied (Tamin, 1994).

In order to know about real types of opinions and behavior toward the media, Wilsenki suggests to pay more attention to lifestyle, training and job instead of cultural and social class (Casno, 2008).

In this research, lifestyle of families in TV series (from consumption model, leisure pattern, attitude values (beliefs) and relation within family) are compared with consumption model, leisure pattern, attitude

values (beliefs) and relation within members in families from middle social class in Tehran.

### Research Importance

In this research, Iranian series are studied among various TV programs because they are more close to audiences' life, it is possible to use the models and the message is given, indirectly and also it is possible to consider points below, it is necessary and important:

1. Due to effect of TV programs on audiences' thoughts and their guidance to consumption and leisure time, from theoretic aspect, the plan of comparing lifestyle in family series with lifestyle of families from middle social class of Tehran can have useful achievements and solutions according to lifestyle of common people, for practitioners of family series.
2. In modern age, the media especially television play main and fundamental role in society and public thought; so it is obvious that when family series are effective on public thoughts, television can prevent the society from non-normality in nonconformity of lifestyles and can guide public thoughts of society to positive and useful lifestyle and accentuate lifestyle values of lower and middle social class, more and practical necessity of research attempts to

- A. Inform producers about existence of such factors.
- B. Protect audience from exposure of these messages and elements.
- C. Fade fashion stream and luxury-orientation in society.

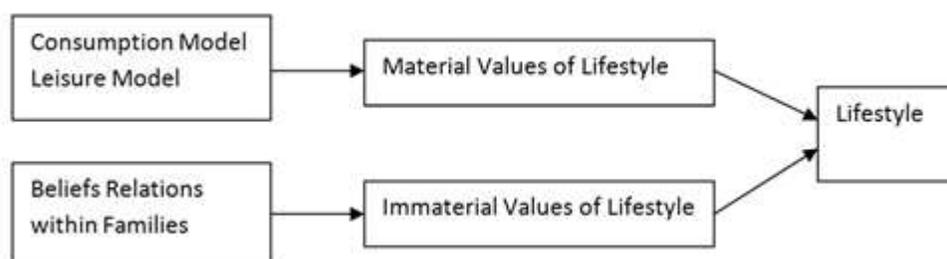
### Research Objectives

Comparison between common lifestyle values in family series and lifestyle values of families from middle social class in Tehran

In order to reach such goal constitutive factors of lifestyle concept that are material values (leisure and consumption models) and spiritual values (attitude and relation models), are noticed. Constitutive factors of lifestyle concept that are evaluated as subset of main goal in this research are:

1. Comparison of consumption models between families in series and families from middle social class in Tehran.
2. Comparison of leisure models between families in series and families from middle social class in Tehran.
3. Comparison of attitude models between families in series and families from middle social class in Tehran.
4. Comparison of family members' relations between families in series and families from middle social class in Tehran

### Research Model



**Figure 1.** Research Model

## Research Hypotheses

### Main Hypothesis

It seems that there is a significant difference between common lifestyle values in family series and lifestyle values of families from middle social class in Tehran.

Constitutive factors of lifestyle factors such as, material and immaterial (spiritual) values of lifestyle are noticed in order to achieve this hypothesis. Constitutive factors of lifestyle concept that are considered as subset of main hypothesis in this research are:

1. It seems that there is a significant difference between consumption models of families in series and families from middle social class in Tehran.
2. It seems that there is a significant difference between leisure models of families in series and families from middle social class in Tehran.
3. It seems that there is a significant difference between attitude values of families in series and families from middle social class in Tehran.
4. It seems that there is a significant difference between members' relations of families in series and families from middle social class in Tehran.

### Research Background

1) Vee and Pan (1999) did a research named as "the media and consumerism values in China". Research method was survey type and probable sample was selected from two major cities of China. They tend to respond such questions: what is consumerism value orientation which is linked to Chinese individualism? And how media are effective in appearing of such values? They found three constant consumerism value orientations: Conspicuous consumption, Aspiration for self-actualization and Worshipping Western lifestyles. Individuals, whom are younger,

more educated and richer, carry these values. Also they understood that carrying these values is related to reading consumption magazines and exposure of foreign commercials (Vi and Pan quoted by Movahhed *et al.*, 2010).

2) Pick and Pan (2004) sought to indicate in their research named as "spread of global consumerism: media effect on consumerism values in China" that how content of the media or media content with western source play important role in formation of consumerism orientations in Chinese citizens. Data analysis of three economically developed cities of China, showed that exposing to contents of western media and also media which have consumerism contents, causes promotion of two consumerism values, quality and innovative consumption; also it develops more positive attitudes toward commercial and leads to more consumption (Pick and Pan quoted by Movahhed *et al.*, 2010).

3) Mohammadi Mehr (2005) indicates in his research named as "the study of TV series from luxury-orientation point of view" that 31.9% of series broadcasted in first six months of year 2005 (415 scenes of 1300 ones), displayed luxury items. Of course, researcher emphasized on this statistics is related to those goods that were displayed clearly and obviously. Also,  $\frac{3}{4}$  of luxury goods (75.9%) were displayed in family series. Most of the luxury items were at first displayed in family series and then in comedy ones. Half of these luxury goods were displayed in close-up (53.3%) and 35.7% were displayed in medium shot (Mohammadi Mehr, quoted by Alikhah, 2007).

4) In a research as "content analysis of TV advertisements with emphasis on social class and lifestyle" Mirzayi and Amini (2006) sought to respond this question: in Iran, what type of pattern and lifestyle do commercials promote? They stated that commercials have several functions; on one hand, they

introduce required products and goods and on the other hand, they develop consumerism. These researchers studied commercials in a period of time. This research was done by content analysis and its statistical population was commercials which were shown before and between TV series that have attracted huge audiences in first six months of 2005. The results indicate that in Iran commercials, such as language, define meanings of consumption and show lifestyle of middle to upper social class. So that, these commercials show sports that belong to rich families, wealthy streets, houses with swimming pool and yard, and also skyscrapers and expensive cars. On the other hand, commercials promote consumerism by mostly advertising in a period of time (Quarterly of Iranian Association for Cultural and Communication Studies, 2006).

5) Elyasi *et al.* (2007) did a research as “the study of family in Iranian series”. This quest includes a research that authors did in Research Center of Islamic Republic of Iran Broadcasting. Research orientation was the study of image presented from families in Iranian series (Northern Roads, Neighbors, Youth, Fire of Heart, Stranger, Father Home, X Files, and Family Restaurant) by content analysis. Researchers studied these families from variables such as: members, age, education, job, parents and children characteristics, social base, economic class and so on. The results are classified such as below:

Positive points: moderate combination of family members, number of children, variety of men’s jobs, strength of families and large number of normal and usual families, cooperation among family members, close relationships between members, existence of consolidation factors from Islam and Hijab point of view, lack of violent and swear words in scenes.

Negative points: urbanized families, most of the families were from Tehran, lack of

men’s participation in house chores and lack of displaying Islamic commands (Quarterly Research and Evaluation, 2007).

6) Khancheh Sepehr and NAseri (2009) did a research about “the role of media representation of consumption models in formation of consumption attitudes and behaviors of audiences”. In this research, cultivation theory is used for media effects and utilization and satisfaction theory is used for the manner audience face with media commercials. Contents of programs were studied from three point of view: scenario, decoration and representation methods. Structures related to scenario included: so much attention of producers to wealthy lives and much reflect of wealthy lifestyle. Structures related to decoration were: utilization of luxury goods (decoration and consumed goods) in studio scenes. And of representation view, the elements, that are navigated in framework of welfare-orientation idea, were: camera role, makeup, shot, focus attention to details which form argument, character, navigation and dialogue. In this research, authors indicate that television, as a pervasive media, play major role in formation of consumption model of audiences and the total result of this research is that there are some elements in content of TV programs which can provide background of creating luxury consumption attitude but audiences act differently due to their psychological characteristics, when they face with these commercials; so, they became affected differently by these commercials (Quarterly of Communication Researches, 2010).

### **Research Methodology**

This research is applicable by type of quest and is descriptive by methods of performing. Data collection method is field one and data collection tools are given below:

- 1) Internet search for electronic books and researches related to this topic in order for utilization of texts in research literature
- 2) Studying books for utilization of texts in problem statement and theoretic bases of research
- 3) Content analysis for evaluation of common values of lifestyle in family series
- 4) Data in documents of previous researches as basic and background of this research

### **Statistical Population, Sampling Method and Sample Size**

Statistical population of research about Iranian family series includes all Iranian series which were broadcasted in the first 6 months of 2011 from Channels 1, 2, 3. According to public relations' report of Research Center of Islamic Republic of Iran Broadcasting, these series are: A Cage for Flight, Lost, Sky is not always Cloudy, Capital, Spruce, Happy Days for Mr. Habib, Family Conspiracy, Friendship Agency, Mokhtarnameh, Sa'adat Motel, In the Eyes of Storm, All my Children, An Angel's Fall, Coquetry and Demand, Joy of Flight and Decius City in Channel 1; Today and Tomorrow, Winged Letters, on the Roof of City, Leaden Stars, Address, Days of Objection, She was an Angel, Children Look, The Oath, The 30<sup>th</sup> Day, Shahriyar in Channel 2 and Setayesh, Escape Pathway, Four-Wheel, Coast Guard, Physicians' Building, No Pain No Gain, 5 km to Heaven, Endless Path, Little Acre, Underground, Rastan Messenger in Channel 3. Due to this report, totally 39 Iranian series were broadcasted in the first six months of 2011 from Channels 1, 2 and 3. Content analysis is about family series.

In order to determine sample size of family series, we selected those family series of 2011 which attracted huge audience and had social and family genres. According to public relations' report of Research Center of Islamic Republic of Iran Broadcasting, 11

series in the first six months of 2011 attracted huge audience. These series are: Sky is not always Cloudy (37%), Family Conspiracy (32.4%), Capital (71.4%) and An Angel's Fall (55.9%) in Channel 1; The 30<sup>th</sup> day (32.1%) in Channel 2 and Setayesh (69.4%), Escape Pathway (53.1%), Four-Wheel (43.1%), No Pain No Gain (51.6%), 5 km to Heaven (69.4%) and Physicians' Building (55.5%) in Channel 3. Among these, 3 series in the first six months of 2011 attracted huge audience. These series are: Sky is not always Cloudy (37%) in Channel 1, The 30<sup>th</sup> day (32.1%) in Channel 2 and 5 km to Heaven (69.4%) in Channel 3. Material and immaterial lifestyle in family series are evaluated from content analysis.

### **Research Findings**

According to research model which was offered previously, lifestyle values were divided into 2 groups in this research, material and spiritual values of lifestyle and in this research there were 4 hypotheses about material and spiritual values of lifestyle. These hypotheses are given below: Hypothesis 1: It seems that there is a significant difference between consumption models of families in series and families from middle social class in Tehran.

According to researches done on lifestyle values of families in series and lifestyle values of families in Tehran (real society), it is determined that consumption models and goods used by families in series and in Tehran are approximately the same but they have some other main differences and it means that items displayed in series are related to wealthy families of society.

Hypothesis 2: It seems that there is a significant difference between leisure models of families in series and families from middle social class in Tehran.

According to researches done on lifestyle values of families in series and lifestyle values of families in Tehran (real society), it is

determined that leisure models and facilities chosen are different from each other and TV series display leisure facilities which are related to special class of society.

Hypothesis 3: It seems that there is a significant difference between attitude values of families in series and families from middle social class in Tehran.

According to researches done on lifestyle values of families in series and lifestyle values of families in Tehran (real society), it is determined that values and beliefs of families in series are different from those of families in real society and real families have mostly traditional and religious values and beliefs while families in series have modern and non-religious values and beliefs.

Hypothesis 4: It seems that there is a significant difference between members' relations of families in series and families from middle social class in Tehran.

According to researches done on lifestyle values of families in series and lifestyle values of families in Tehran (real society), it is determined that relations between family members in series are different from real families and TV series promote modern and western relations, mostly.

## Conclusion

Due to hypotheses test and results of *t*-test of two independent groups for hypotheses, it can be concluded that TV series displayed modern and luxury values of material lifestyle while in hypotheses test and analysis of variables we concluded that families from middle social class in Tehran had traditional and semi-modern values of material lifestyle.

Also, about immaterial (spiritual) values of lifestyle it can be concluded that TV series displayed modern and western values of immaterial lifestyle while in hypotheses test and analysis of variables we concluded that families from middle social class in Tehran had traditional values of immaterial lifestyle.

As material and spiritual values form lifestyle it can be said that modern lifestyle of families in TV series were displayed and also in these series lifestyle of upper social class and wealthy families were displayed and lifestyle of families from middle social class in Tehran were traditional.

## Suggestions

According to this research as "comparison of lifestyle values between TV series and families in Tehran", it is possible to offer useful suggestions for improvement of TV programs and series to producers:

- 1) Producers of TV series study about lifestyle of common people in society
- 2) Producers of TV series value equally modern and traditional lifestyle
- 3) Real display of traditional lifestyle in family series
- 4) Producers of TV series do not display modern and luxury-oriented lifestyle
- 5) Middle and lower social class lifestyle could be displayed more in family series
- 6) Consumed goods and leisure models of common people could be displayed more in family series
- 7) Values and beliefs of common people could be more valued in family series

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