# The Study of Families' Lifestyle in Family Series

## Fatemeh Babaei[1*], Nahid Kordi[2], Akbar Sharifian[3]

1Department of Social Communication Sciences, Faculty of Humanities Sciences, Islamic Azad University, East Tehran Branch, Tehran, Iran
2Associate professor of Communication Sciences, Faculty of Humanities Sciences, Islamic Azad University, East Tehran Branch, Tehran, Iran
3Associate professor of Communication Sciences, Faculty Humanities Sciences, Allameh Tabatabaei University, Tehran, Iran

*Corresponding Author E-mail: f_babaei66@yahoo.com

**ABSTRACT**

This research is carried out to study lifestyle of family series which were broadcasted in the first 6 months of 2011 from Channels 1, 2, 3, attracted huge audience and had family genre. Research data was analyzed by content analysis and statistical software SPSS. Lifestyle values of families in series were studied from view of material and spiritual values. Material values of lifestyle included: 1. Consumption patterns (type of property and possession, price and area of house, type of furniture, decoration of furniture, appearance, type of car and its price, consumption model of food), 2. Leisure model (manner of spending leisure time). Immaterial (spiritual) values of lifestyle included: 1. Attitude values (families' attention to cultures and customs, ancillaries of faith and Quran's commands, families' attitude to relations between boys and girls, families' attitude to manner of earning money), 2. Type of relations within family (members' commitment in carrying out their tasks, reaction of children and family members at the time facing problems, type of training method, way of solving problem, man's participation in house and type families' relation). According to results, lifestyle of families from upper social class was noticed more than lower and middle social class and also luxury goods, values and leisure models of upper social class were displayed impressively, lifestyle which was shown in series was mostly modern. Each of these indexes are discussed separately in this article.

**Keywords:** Lifestyle, Family Series, Consumerism, Attitude Values, Leisure Models, Value.

## Introduction

Each organization which is set up in society must fulfill some functions for that society and also should offer its services for society which is its main source. Communication organizations are exceptions and almost all researched and scholars of society needs and issues, especially theorists of communication equipments, have thought about it (Saroukhani, 2005, pp: 3-82).

The media, especially television, have another type of effect on family. Family is not only place for taking some rest, eating, etc, it

is also an organization in which it is possible to learn, watch the world and satisfy our cultural demands. The media especially television reduced arguments of family members and made them pay attention to world outside i.e. television and its programs (Casno, J., 2008, p: 155).

Television is new communication equipment which has different news, entertainment, cultural, educational and advertising aspect such as newspaper, cinema, radio and is used in various ways. From communication and news view, television is a modern tool which has different techniques of radio, cinema and newspaper and utilizes them (Motamed nejad, 2004, p: 191).

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 concept means to adapt styled approach in life. 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…. Styling life has close relation with formation of people's culture. Common music, television, advertisements 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. M., 1994, p: 110). In modern world, the media, form thought, culture, behavior and in fact cultural identity of societies and can affect improvement of human's life situation and expansion of global peace and security or vice versa ruin human behavior, culture, religion and dignity. According to statistics, it is indicated that lifestyle of families living in Tehran have changed in recent years. Studying the reason of such change and transformation should be considered important and be reminded. Sociologists define modern human being as a human dependent to the media and believe

that: unfortunately variety and majority of the media have attacked privacy of family members and do not release them for a moment, so that individuals cannot make decision and this dependence of individuals to the media, has transformed actions, taste, thought, customs and cultures, values and norms of families (Culture and Art Magazine, 1997, p: 46). As in modern society the media especially television play important role in consumerism and lead consumption to a special direction; so, this research aims to study common values of lifestyle in family series.

## Importance and Necessity of Research

These days societies have changes along with communication development. Now, the media-especially television- are more studied because of their importance. From last decades, communication especially mass communication is paid more attention and relation between the media and society, its social effects and their interactions are more emphasized. Lifestyle is a concept that is utilized in modern world and because of its spread it is applied in different fields. Lifestyle concept helps us understand different ways with which the media is significantly related to social and cultural experiences. Lifestyle concept includes special styles of life, specific style of media and culture consumption. The media, as information transmitters, familiarize the consumers by opportunities of selection in different aspects of lifestyle. Consumption models have been main indexes utilized in studies of lifestyle. Nowadays, number of media and their foreign variety are increased and it means that consumption effects of media should be noticed, maybe their consumption effects won't be that much powerful; however as they are numerous, stable, widespread and diverse, they should be considered, important. Promotion and importance of consumerism in recent social

life made consumerism to a new form of authority and lifestyle concept is so important for interpretation of consumerism and the media play an important role in promotion of lifestyle in society (Mehdi zadeh, M., 2012, p: 237).

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.

## Research Background

Today, utilization of media is natural because the media occupy important part of time and place in our daily life. Effect of media in life can be seen in adopting an identity, entertaining and structuring process of daily life. The media, made a symbol reality along with the existed fact. They classify audiences on the bases of lifestyle in order to provide easy access for audience. They change tastes and finally consumption pattern. The media such as television can promote interpretations and images of life and its style and affect value and attitudes that lead to formation of one type of behavior and consumption lifestyle. Bordio believes that individuals have material, cultural consumption because of owning various types of capital (cultural, economic and social). They often attempt to claim their change in social class and gain modern social identity and lifestyle by utilizing special type of goods or specific kind of clothes. In TV series, upper social class is displayed more than lower and middle one. More reflection of wealthy social class lead people to wealthy lifestyle and consumerism (Bordio, 2011, pp: 9-38).

Some examples of researches about TV series and their effect on lifestyle values are mentioned below.

Khosnevis, master of social communication sciences, studied effect of TV series on lifestyle of 792 persons. Researcher reduces these people by quota sampling to 159 individual i.e. 20% of total population. Then she selected respondents by random sampling and gave them the questionnaire. Finally, she classified results of hypotheses tests into 5 aspects of political, social, cultural, religious and psychological. In social aspect it was determined that TV programs paid so much attention to modern society and wealthy social class so that it seems that traditional society is ignored with some of the traditions and customs and on the other hand middle and lower social class are not mostly displayed. In cultural aspect, position of women, their employment and sex equality are not paid much attention. In religious aspect, it is determined that TV programs were effective in reinforcement of family relations. In political aspect, there was no significant result about participation in election and demonstration and finally in psychological aspect which is about empathy feeling of audience, it is concluded that TV programs didn't have special effect in this field. What is clear in this research is that women and youths can be affected more than educated social class and men in society (from Institute for Humanities and Cultural Studies)

Adler et al. (1980) studied effect of watching TV on children's demands and ultimately their consumption behavior and carried out a research on 700 children at the ages of 4-7. Due to this, children were asked: "do they argue with their parents about advertized toys in television?" Results indicated that children whom watch television a lot, mostly ask their parents to buy them those toys and also advertisements and TV programs affect preferences and food selection of children and this lead to increasing effect of TV on growing consumption behavior of children (Adler, quoted by Esmi et al., 2010, p: 980).

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, ¾ 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, p: 253).

According to what is mentioned above and researches about TV programs and its effect on individuals and audiences' lifestyle, series played important role in promotion of so much consumption and luxury-orientation, especially in recent decades and after Iran-Iraq war.

Apparently series will be forgotten after while, even those famous ones with huge audience, but their psychological and social influences remain in unconscious mind of individuals and society and continue their function. Therefore, many of scholars and researchers believe that series play important role in promotion of so much consumption and luxury-orientation, especially in recent decades and after Iran-Iraq war. According to a survey which was done in Researches Center of Islamic Consultative Assembly, 52.3% of respondents believed that what is displayed in Iranian and series, lead to irregular consumption.

## Theoretical Framework

In this research, due to topic and goals of research, dysfunction and consumerism attitudes are utilized. Dysfunction point of view is used because theorists believe that the media have negative effects on society such as ignoring of reality, degradation of public taste and reinforcement of mass society. Consumerism view is used because

theorists believe that the media affect social and cultural values and norms of audiences and guide them to a special direction.

## Research Objectives

Main goal: The study of values of common lifestyle in family series

In order to achieve objective above, constitutive factors of lifestyle concept are: material values (leisure and consumption model) and spiritual values (attitude and relation models). Constitutive factors of lifestyle concept which are evaluated as subset of main goal in this research are:

Evaluation of values of common lifestyle in family series according to consumption models

Evaluation of values of common lifestyle in family series according to leisure models

Evaluation of values of common lifestyle in family series according to attitude values

Evaluation of values of common lifestyle in family series according to relations between family members

## Research Hypothesis

It seems that family series broadcast modern lifestyle more than traditional one.

## 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:

Internet search for electronic books and researches related to this topic in order for utilization of texts in research literature

Studying books for utilization of texts in problem statement and theoretic bases of research

Content analysis for evaluation of common values of lifestyle in family series

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 30th 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 30th 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 30th 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.

## Content Analysis Indexes for Evaluation of Lifestyle in Series

Material Values
1. House and home appliances
1.1. Type of house
1.2. House ownership
1.3. Type of furniture used in the house
1.4. House price
2. Car
2.1. Type of car
2.2. Car price
3. Appearance
3.1. Appearance of family members
4. Spending leisure time
4.1. Leisure centers

Immaterial Values
1. Commitment in relations between family members
2. Division of household chores and men participation in domestic chores
3. Type of relation between family members
4. Reaction of family members to achieving their demands
5. Training method of parents
6. Parents' reaction to child's mistake
7. Families' attention to religious affairs
8. Families' attention to traditions and customs
9. Families' attention to Islam and Quran commands
10. Families' attitude to relation between girls and boys

## Analysis of Variables

A. Material Values
According to analysis of considered series, men were working in 83.3% of cases.

According to analysis of considered series, all of the men had private jobs.

According to analysis of considered series, women didn't have any job in 75% of cases and only in 16.7% women were employed.

According to analysis of considered series, employed women in series had private jobs.

According to analysis of considered series, most of the families in series had just one child.

According to analysis of considered series, most of the families earned more than 2.5 million Tomans per month.

According to analysis of considered series, most of the families owned houses larger than 400 m.

According to analysis of considered series, in 91.7% of cases families owned the house and only in 8.3% of cases families rented the house.

According to analysis of considered series, most of the families owned houses with prices more than 500 million Tomans.

According to analysis of considered series, in 91.7% of cases, houses had rooms and only in 8.3% of them, houses didn't have any room.

According to analysis of considered series, most of the houses had 3 rooms and more.

According to analysis of considered series, most of the buildings were houses not apartments.

According to analysis of considered series, most of the houses were covered by parquet and carpet.

According to analysis of considered series, families owned furniture in 91.7% of cases and only in 8.3% of them, families didn't have any furniture.

According to analysis of considered series, most of the families in series had various combination of furniture in their house.

According to analysis of considered series, families had TV in 100% of cases.

According to analysis of considered series, most of the families had usual TVs in their house.

According to analysis of considered series, families had refrigerator in 100% of cases.

According to analysis of considered series, most of the families had two-door refrigerators.

According to analysis of considered series, in 58.3% of cases families had microwave ovens and in 41.7% of them, families didn't have any.

According to analysis of considered series, in 58.3% of cases families had dishwasher machine and in 41.7% of them, families didn't have any.

According to analysis of considered series, higher frequency belonged to families whom decorated their house with luxury items.

According to analysis of considered series, families pay attention to buy beautiful goods.

According to analysis of considered series, higher frequency belonged to families whom look chic and fashionable.

According to analysis of considered series, in 75% of cases families had car ovens and in 25% of them, families didn't have any.

According to analysis of considered series, in 55.6% of cases families had foreign cars and in 44.4% of them, families had Iranian ones.

According to analysis of considered series, most of the families owned cars with price of more than 35 million Tomans.

According to analysis of considered series, in 83.3% of cases families ate house food; in 91.7% of them sometimes families had food at restaurants and in 41.7% of cases, and often families ate fast food.

According to analysis of considered series, in 91.7% of cases family members had food with each other and only in 8.3% of cases, they ate alone.

According to analysis of considered series, in 75% cases families had food at table and in 25% of them, families ate on the ground.

According to analysis of considered series, higher frequency belonged to families whom didn't spend leisure time with each other.

According to analysis of considered series, most of the people spent their leisure time B. Immaterial Values with their friends and in parties or they stayed at home.

**Tabel 1.** Frequency and frequency percentage of families' attention to religious issues in series

| Families' attention to religious issues | Quantity | Frequency Percentage |
|---|---|---|
| Too Little | 2 | 16.7 |
| Little | 3 | 25 |
| Average | 5 | 41.7 |
| Much | 2 | 16.7 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to families whom paid attention to religious issues.

**Tabel 2.** Frequency and frequency percentage of parents' attention to teaching children religious values

| Parents' attention to teaching children religious values | Quantity | Frequency Percentage |
|---|---|---|
| Too Little | 1 | 8.3 |
| Little | 7 | 58.3 |
| Average | 3 | 25 |
| Much | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to families whom paid less attention to teaching children religious values.

**Table 3.** Frequency and frequency percentage of compatibility of children's behavior with religious values

| Children's behavior compatible with religious values | Quantity | Frequency Percentage |
|---|---|---|
| Too Little | 1 | 8.3 |
| Little | 3 | 25 |
| Average | 7 | 58.3 |
| Much | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to children of families whom partly had compatible behaviors with religious values.

**Table 4.** Frequency and frequency percentage of children following TV models in series

| Children following TV models | Quantity | Frequency Percentage |
|---|---|---|
| Islamic values | 4 | 33.3 |
| Western values | 8 | 66.7 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to children of families whom followed western models.

**Table 5.** Frequency and frequency percentage of families' attention to ancillaries of the faith in series

| Families' attention to ancillaries of the faith | Quantity | Frequency Percentage |
|---|---|---|
| Too Little | 1 | 8.3 |
| Little | 4 | 33.3 |
| Average | 6 | 50 |
| Much | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to families whom partly paid attention to ancillaries of the faith.

**Tabel 6.** Frequency and frequency percentage of families' attention to saying prayer in series

| Families' attention to saying prayer | Quantity | Frequency Percentage |
|---|---|---|
| Never | 3 | 25 |
| Rarely | 4 | 33.3 |
| Almost | 4 | 33.3 |
| Most of the time | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to families whom rarely said prayer 3 times a day.

**Table 7.** Frequency and frequency percentage of families' attention to traditions and customs in series

| Families' attention to tradition and customs | Quantity | Frequency Percentage |
|---|---|---|
| Little | 1 | 8.3 |
| Average | 4 | 33.3 |
| Much | 6 | 50 |
| Too Much | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, most of the families noticed cultures and traditions.

**Tabel 8.** Frequency and frequency percentage of families' attention to Quran commands in series

| Families' attention to Quran commands | Quantity | Frequency Percentage |
|---|---|---|
| Little | 5 | 41.7 |
| Average | 6 | 50 |
| Much | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, most of the families partly paid attention to Quran commands.

**Tabel 9.** Frequency and frequency percentage of families' attention to receiving income in any manner

| Families' attention to receiving income in any manner | Quantity | Frequency Percentage |
|---|---|---|
| Never | 5 | 41.7 |
| Little | 2 | 16.7 |
| Average | 1 | 8.3 |
| Much | 3 | 25 |
| Too Much | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to families whom didn't accept receiving income in any manner.

**Table 10.** Frequency and frequency percentage of families' attitude to relationships between girls and boys

| Families' attitude to relationships between girls and boys | Quantity | Frequency Percentage |
|---|---|---|
| Total Freedom | 2 | 16.7 |
| Limited Freedom | 10 | 83.3 |
| Total | 12 | 100 |

According to analysis of considered series, in 83.3% of cases families had limited attitude to relations between girls and boys.

**Table 11**. Frequency and frequency percentage of commitment of family members to carrying

| Commitment of family members to carrying out their tasks | Quantity | Frequency Percentage |
|---|---|---|
| Too Little | 1 | 8.3 |
| Little | 3 | 25 |
| Average | 3 | 25 |
| Much | 5 | 41.7 |
| Total | 12 | 100 |

According to analysis of considered series, in 41.7% of cases, family members showed too much commitment in carrying out the tasks.

**Table 12.** Frequency and frequency percentage of children's reaction to problems in series

| Children's reaction to problems | Quantity | Frequency Percentage |
|---|---|---|
| Consultation with mother | 3 | 25 |
| Consultation with father | 1 | 8.3 |
| Consultation with parents | 2 | 16.7 |
| Consultation with friends | 5 | 41.7 |
| Consultation with siblings | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to children of families whom consulted with their friends when they faced with problems.

**Table 13.** Frequency and frequency percentage of family members' reaction to problems in series

| Family members' reaction to problems | Quantity | Frequency Percentage |
|---|---|---|
| Consultation with other members of family | 7 | 58.3 |
| Consultation with friends | 5 | 41.7 |
| Total | 10 | 100 |

According to analysis of considered series, in 58.3% of cases, family members consulted with other members when they faced with problems.

**Table 14**. Frequency and frequency percentage final decision-maker of families in series

| Final decision-maker in family | Quantity | Frequency Percentage |
|---|---|---|
| Father | 3 | 25 |
| Mother | 2 | 16.7 |
| Parents | 6 | 50 |
| Child | 1 | 8.3 |
| Total | 12 | 100 |

According to analysis of considered series, in 50% of cases, final decision-makers are parents in families.

**Table 15**. Frequency and frequency percentage of problem solving of families in series

| Problem Solving | Quantity | Frequency Percentage |
|---|---|---|
| Avoidance | 1 | 8.3 |
| Competition | 2 | 16.7 |
| Compromise | 2 | 16.7 |
| Cooperation | 7 | 58.3 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to families whom had cooperation for solving problems.

**Table 16**. Frequency and frequency percentage of parents' training method in series

| Children's training | Quantity | Frequency Percentage |
|---|---|---|
| Authority | 9 | 75 |
| Easy-going | 1 | 8.3 |
| Despotism | 2 | 16.7 |
| Total | 12 | 100 |

According to analysis of considered series, higher frequency belonged to families whom used authority for children's training.

**Table 17.** Frequency and frequency percentage of parents' reaction to children's mistake in series

| Parents' reaction to children's mistake in series | Quantity | Frequency Percentage |
|---|---|---|
| Consultation | 9 | 75 |
| Punishment | 3 | 25 |
| Total | 12 | 100 |

According to analysis of considered series, 75% of parents guided their children when they made mistakes.

**Table 18.** Frequency and frequency percentage of men's participation in house chores in series

| Men's participation in house chores in series | Quantity | Frequency Percentage |
|---|---|---|
| Active participation | 2 | 20 |
| Little participation | 2 | 20 |
| Without participation | 6 | 60 |
| Total | 10 | 100 |

According to analysis of considered series, in 60% of cases, men didn't participate in household chores.

**Table 19.** Frequency and frequency percentage of relation type between family members in series

| Type of relation between family members | Democracy | | Despotism | | Total freedom | |
|---|---|---|---|---|---|---|
| | Quantity | Percentage | Quantity | Percentage | Quantity | Percentage |
| Parents | 6 | 66.7 | 2 | 22.2 | 1 | 11.1 |
| Siblings | 5 | 100 | | | | |
| Parents and Children | 9 | 75 | 2 | 16.7 | 1 | 8.3 |

According to analysis of considered series, in 66.7% of cases the relationship between parents was democratic, in 100% of cases the relation between siblings was democratic and in 75% of cases parents had democratic relation with their children.

**Descriptive Analysis**

Main hypothesis: it seems that family series broadcast modern lifestyle more than traditional one. In order to achieve hypothesis above, constructive factors of lifestyle concept such as material and spiritual values, were analyzed.

**Table 20.** Frequency and frequency percentage of material values of families in series

| Variable | Frequency | Frequency Percentage |
|---|---|---|
| Low | 2 | 16.6 |
| Average | - | - |
| High | 7 | 58.3 |
| No respond | 3 | 25 |
| Total | 12 | 100 |

According to table, 16.6% of families in series paid less attention to material values ( consumer goods and leisure models) and 58.3% of them paid more attention to material values (consumer goods and leisure models).

**Table 21.** Frequency and frequency percentage of spiritual values of families in series

| Variable | Frequency | Frequency Percentage |
|---|---|---|
| Low | 5 | 41.6 |
| Average | 6 | 50 |
| High | 1 | 8.3 |
| Total | 12 | 100 |

According to table, 41.6% of families in series paid less attention to spiritual values (attitude values and relations within family), 50% of them paid average attention to spiritual values (attitude values and relations within family) and 8.3% of them paid more attention to spiritual values (attitude values and relations within family).

**Tabel 22.** Frequency and frequency percentage of families' lifestyle in series

| Variable | Frequency | Frequency Percentage |
|----------|-----------|----------------------|
| Traditional | 4 | 33.3 |
| Modern | 5 | 41.6 |
| No respond | 3 | 25 |
| Total | 12 | 100 |

According to table, 33.3% of families in series had traditional lifestyle which means they paid less attention to material values and noticed spiritual values, more. Also, 41.6% of them had modern lifestyle which means they paid more attention to material values and noticed spiritual values, less. Due to table's related to main hypothesis, this theory is confirmed and it indicates that modern lifestyle is broadcast more in family series.

## Conclusion

Consumer Goods
In 66.7% of cases monthly income of families were more than 2.5 million Tomans.
In 58.3% of cases families lived in houses larger than 400 m.
In 91.7% of cases families owned houses.
Most of the buildings displayed in series were newly built houses.
In 81.8% of cases, houses had 3 or more rooms.
In 91.7% of cases houses were furnished.
In more than 60% of cases houses were decorated with luxury items in series.
In 80% of cases, families bought beautiful goods in series.
In 75% of cases, families were chic and fashionable.
In 7% of cases in series, families owned cars.
In 50% of cases, families drove foreign cars.
In 70% of cases, families had food at table.
Inn more than 60% of cases, families didn't spent leisure time with each other.

**Spiritual Values**

In series broadcasted, more than 70% of family members had democratic relations, 58.3% of families had cooperation for solving problems, 75% of parents utilized authority for children's training, 75% of parents guided and helped their children when they face with problems, 83.3% of families had positive attitude but along with some limitation, about relationships between girls and boys, families partly paid attention to cultures and traditions, religious issues, saying prayer and fasting, children of families in series had partly compatible behaviors with religious values and in 66.7% of cases, children followed western models. Families in series paid roughly less attention to religious affairs, teaching children religious values and Quran's commands.

1.      Series display consumer goods, living in luxury and more consumption and advertise consumer goods related to wealthy and upper class of society.
2.      Series promote behaviors and values of rich and upper class of society, more.
3.      Material values are common more than spiritual ones, in series.
4.      Leisure time of youths is paid less attention except for inappropriate leisure time or leisure time related to upper class of society.
5.      Lifestyle related to upper and middle social class is common in series.

6.      Cultures and traditions, religious affairs are not displayed so much, in series.

7.      Spiritual values are noticed less, in series.

According to content analysis of lifestyle related to families in series we concluded that in series lifestyle of upper and rich class of society is displayed more and lifestyles of lower and middle class of society are noticed less. About lifestyle, families in series had lifestyle with high material values and scenes were mostly decorated with luxury and modern consumer goods and material values of lifestyle related to traditional society such as traditional furniture, were low. About immaterial (spiritual) values of lifestyle, in series spiritual values including religious beliefs and traditional customs 9attitude values) were paid less attention. Also, the relations between family members were mostly modern and western. Ultimately, modern lifestyle, more attention to material values and less attention to spiritual values, was displayed more than traditional one, less attention to material values and more attention to spiritual values.

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