

Examining the Role of Social Networks in Promoting Urban Culture (Case of Study: Citizens of Karaj)

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Abstract: This research has been conducted mainly to examine the role of social networks in promoting urban culture in Karaj citizens in 2018. The research intends to investigate the role of attendance in social networks and the type of using it to promote urban culture and social networks' role in the legalism, responsibility, participation, and universality that are the components of urban culture. This research's statistical population covers the citizens of Karaj (youth and middle-aged people, including people aged 15 to 64). The questionnaire and an interview were used as the research method and technique. The sampling method is multi-stage cluster sampling. The results indicate the research hypotheses that there is a significant relationship between using and attendance in social networks in promoting urban culture. There is also a significant relationship between using social networks and legalism, responsibility, participation, and citizens' universality. It means urban culture can be promoted using social networks and encouraging citizens to join the channels and pages of urban institutions through incentives and training instruments, provided that the citizen's interests be respected more in these issues. On the other hand, the achieved results explain that currently, the content of social networks of urban institutions infrequently examines the issue of urban culture. Hence, urban institutions should examine the category of urban culture to train urban culture through social networks. Interviewed experts and specialists also have expressed that it is possible to increase the membership of individuals in the channels and social network pages related to the institutions using proper incentive instruments, to be effective in training citizens to promote effective urban culture by providing beneficial, targeted, and needed content.

Keywords: urban culture, social networks, legalism, responsibility, participation, universality.

Introduction

One of the features of big cities is to collect many different subcultures available in it. These subcultures can be classified in terms of distinctive aspects such as ethnic and racial subcultures, neighborhood subcultures, etc. The intensity of migration and its direction from villages to cities and small cities to large cities has eventually resulted in emerging very different ethnic combinations in most big cities, which sometimes provides severe tensions between them. The coexistence of different ethnic people with very various lifestyles and tendencies in big cities cannot be without social consequences. The presence of various subcultures and lifestyles in today's cities has confronted urban planning and management with a diversity of problems and issues such as the phenomenon of multi-identity, group tensions, cultural multiplicity, and cultural backwardness.

In this regard, urban planning and management should emphasize cultural issues and factors. We can discuss planning in the field of law observing, people's participation in issues related to the city, and so on. Some material elements of culture, such as means of transportation, means of communication, urban

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equipment, household appliances, consumer goods, and, easily become familiar through the rapid growth of urbanization. Still, values, norms, and rules of ethics, behavior rules, and do not change at the same rate. Consequently, a kind of inconsistency appears between the material and spiritual elements of public culture. This cultural backwardness will result in the emergence of abnormal and even contradictory behavior in urban culture, which is sometimes explained as a kind of uncultured form.

Uncultured can be observed well in the streets of the city such as walking in the middle of the street that vehicles pass there, the predominance of new goods and equipment in the daily lives of urban people, motorcyclists on the sidewalk, pedestrians crossing the highway, converting the alleys and streets to the parking lot, playing in the parking lot and on the street, blocking the sidewalk by vendors, presence of a repair shop next to the mosque, selling traditional food in luxury malls and other strange phenomena. The inhabitants of the city are easily disconcerted and insult each other in the context of such relationships. As a result, all social values and norms are decreased, the law is not observed, mutual respect, empathy and cooperation, universalism and social participation, and individual and collective responsibility are converted into a hidden regret.

Social connections can no longer be organized and managed through provincial customs and intermediacy under these circumstances. With all their historical and social value, the customs of the old cities can no longer realize the new inefficiencies of urbanization, such as the customs of housing, driving, and traffic, queuing, environmental protection, shopping, entertainment, sports, education, and, Consequently, urban culture should be improved and individual and collective attention awareness and sense of responsibility and defining relationships, rights, and social duties, i.e. culture building should be promoted in order to solve these problems and anomalies in cities. In this respect, most of the responsibility is related to urban institutions, educational institutions, urban management and councils, mass media and public organizations, and

Today, most of the education is arranged through these networks due to the advancement made in social networks, and urban culture, which has several dimensions, is no exception. The Internet diffusion rate in Iran in 2015 had been more than 43%, which will unquestionably be much higher in a large city such as Tehran and Karaj, where most families have access to social networks. This coefficient has been grown exponentially in the last ten years in Iran and is expected to increase in the upcoming years (Zokai, 2015). According to the existing explanations and considering Karaj's cultural problems, which are noticeable to any researcher with a little attention, the question that will be raised is why citizens behave in this way and why city officials do not have enough focus to solve these problems. Considering the rapid growth and significance of social networks, why do city officials not think about the optimal use of facilities of the social networks to promote urban culture, and if used, why restricted? However, it appears that perhaps a big step can be taken in promoting urban culture by educating and promoting urban culture and encouraging citizens to join these networks. Accordingly, this thesis works to investigate the role of social networks in promoting urban culture.

Importance and Necessity of Research

Social science researchers have considered the indisputable importance of culture in cultural, social, political, Life and its consequences. Researchers have examined paying attention to the culture due to its different consequences at the micro, medium, and macro levels. Culture can be divided into material and spiritual groups. Material culture is related to material achievements, means, tools, and technology, and spiritual culture covers ideas, beliefs, values, and in general, immaterial human achievements. What makes cities apart from each other is the cultures that are related to each city. Accordingly, and according to the increasing use of social networks, these networks are one of the most efficient media and mass media that can be effective in promoting urban culture. Each society's culture has always been created by people who have had a commonplace and time before the extensive usage of cyberspace and the spread of social networks in different societies. But currently, the time and place are broken, and there is no need for both place and time by expanding social networks and the development of mobile phones that have the capacity to install the software. Technology and electronic communications have resulted in changes in human life. The concept of "urban culture" is one of the concepts that has been changed extensively in the age of electronic communications. Electronic developments and social networks have

driven this concept out of the traditional closed and framed state. Conducting this study among Karaj citizens will be doubly significant and necessary considering that Karaj as one of the metropolises of the country has special urban values and norms and individuals with different cultures and ethnicities are living in this city. On the other hand, conditions will be provided by conducting this research for urban institutions (municipality, law enforcement, governorate, and governorship, etc.) to be able to do better planning to promote an urban culture using the information achieved by this research.

Research objectives

The main objective

- Examining the role of social networks in promoting urban culture, citizens of Karaj

Sub-objectives

- 1- Determining the role of using social networks in promoting urban culture.
- 2- Determining the role of the type of using social networks in promoting urban culture.
- 3- Identifying the dimensions of urban culture.
- 4- Determining the role of social networks on legality.
- 5- Determining the role of social networks on responsibility.
- 6- Determining the role of social networks on participation.
- 7- Determining the role of social networks on the universality of citizens.

Research Questions

According to the mentioned cases, this study examines the role of social networks in promoting urban culture. Accordingly, we will attempt to answer these questions in this study.

The Main Question

What role do social networks play in promoting urban culture?

Sub-questions

- 1- What role does the presence of social networks play in promoting the urban culture of the citizens of Karaj?
- 2- What role does the type of using social networks play in promoting Karaj citizens' urban culture?
- 3- What role do social networks play in the legitimacy of citizens?
- 4- What role do social networks play on urban responsibility?
5. What role do social networks play in citizen participation?
6. What role do social networks play in the universality of citizens?

Research Hypotheses

The Main hypothesis

It seems that there is a relationship between using social networks and promoting urban culture.

Sub-hypotheses

- 1- There is a significant relationship between using social networks and promoting urban culture.
- 2- There is a relationship between the type of using social networks and promoting urban culture.
- 3- Social networks seem to play a role in the legitimacy of citizens.
- 4- Social networks seem to play a role in the responsibility of citizens.
5. Social networks seem to play a role in citizen participation.
- 6- Social networks seem to play a role in the universality of citizens.

Definition of Urban Culture

The system's culture is intertwined with interpretable symbols and is the context that social events, behaviors, institutions, or processes occur in it. Urban culture can be defined as a set of common values, attitudes, beliefs and behaviors, and rules with this introductory definition that generates a sense of belonging to society and respect for the common heritage and recognition of civic duties in the individual. We do not face predetermined and inflexible norms and forms of citizenship rights in urban

culture, but we face a set of norms and values that have a lot of adaptabilities, which is because of the differences and variations of urban culture or an urban subculture. (Naghizadeh, 2002: 184).

We should refer to a set of parameters and variables in the urban culture that are part of urban culture's main keywords. These key concepts are the same as urban responsibility, the legality of citizens, and following the norms of urban patterns (Sharbatian, 2008).

According to Armeh, urban culture has the following features:

The first feature is that urban culture should be based on recognizing the history and environment.

The second feature of urban culture is to study the rules of conduct in the city, both in terms of behavior and ethical values.

In summary, it can be stated that urban culture has components:

- 1- Urban culture is a totality and is made of various elements.
- 2- The urban culture is a collective product that is made by society.
- 3- The urban culture is historical.
- 4- The urban culture has comparative stability.
- 5- Urban culture is a spectrum and takes different degrees in various aspects (Fateminia, 2008).

In total, it can be stated that urban culture is provided with categories such as identity, popular culture, cultural democracy, cultural participation, cultural market, cultural pluralism, and ontological security, and urban regimes including local authorities (councils and municipalities) and the national management (government) have established them on their agenda. (Tavassoli, Nejati Hosseini, 2004). On the other hand, a cultural city is a place that the opportunity for the presence and display of the demonstrations of culture is possible for the citizens. A cultural city is a city in which people participate. Oppositely, the city will be a large mass of plaques that attach several passages. The key issue in urban culture is to achieve social capital. Social capital is the capacity and talent to interact and cooperate between people and institutions to realize the common good. We can name some urban culture features such as a sense of belonging, confidence, and hope for the future, self-esteem, humility, and public cooperation.

Dimensions of Urban Culture

Three dimensions of law observing, responsibility, and participation can be regarded for urban culture. Legitimacy/Law observing One of the dimensions of urban culture is to observe laws in the city with the components of observing traffic laws, workplace laws, social regulations, the rights of neighbors and citizens and family members, and

Responsibility

Responsibility is a sense of confinement to one's action or reaction in different situations. A sense of commitment and adherence to others, observing the social rules and standards, and understanding group rules formed in a person's mind and influence his or her behaviors. (Sobhannejad, 2000: 18) Accepting responsibility drives individuals to try seriously in their group's efforts. In fact, participation is realized when indifference and irresponsibility replace its place with a sense of dependence, having common destiny and responsibility. In other words, responsibility is significant when an individual has the opportunity to choose and freedom and freely accept responsibility. Responsibility with the components of responsibility toward the problems of the family, neighborhood, and community, lack of indifference, responsibility toward the behavior of family members and fellow citizens and friends and relatives, and responsibility for the behavior of government rulers.

Participation

Participation proposes components such as participation in public and service affairs of the city and participation in solving problems available in the neighborhood and city and criticism of city officials as well as participation in meetings of parents and educators and financial and intellectual support to associations and subsequently, participation in elections and asking the questions about candidates and election activities and active participation in public meetings. The United Nations Development Program (UNDP) admits participation as the active involvement of stakeholders or beneficiaries to

present ideas and combine the time and resources optimally, decision-making, and action to achieve a beneficial development purpose. The key points of this definition are:

First, people should be included in the issue they are participating in. The term involvement indicates a particular relationship or interaction caused by the relationship's depth and intensity due to the sensitivity of the issue. This sensitivity relies on the citizens' awareness and knowledge of the issue in which the individual is included and participated in it. The second is the word "stakeholders", indicating that the participants benefit, oppositely, it is illogical and unreliable to expect them to participate. These benefits should be observed by the participant in realizing the goal of collaborative work. The necessity for stakeholders to take advantage of the benefits of participation, coordination, and alignment of missions and purposes of the organization demand citizens' participation and the objective of citizens to participate in this process. For example, suppose citizens aim to have good urban services. In that case, executive and service organizations' objective should absolutely be to provide these services in the community so that individuals can benefit and participate. Third, it should be remarked that citizens' presence and influence in decisions and planning are considered in different forms and degrees.

On the other hand, participation can be considered an individual's mental and emotional conflict in group situations that motivate them to help each other meet group objectives and share in the responsibility of work. (Tusi, 2001: 54)

Effective Factors on Urban Culture

Urban culture is affected by many historical, social, and political factors, but requires three ideal elements to form urban culture, 1- an active citizen (in the private field), 2- an efficient and effective organization (in the public sphere), and 3- good governance (in the area of government). These three areas are connected by the rights and arrangements that they have for each other in particular and society. Although, a society that is moving towards active citizenship, efficient organization, and good governance, is becoming more intimate to realize the urban culture (Fateminia, 2007: 7). Another variable related to urban culture is a sense of security rate. A sense of security provides a good context to observe urban culture. However, this does not signify that urban culture cannot influence the sense of security, but there is a two-way relationship between these two variables. Of course, a difference must be considered between a sense of security and security itself. Sense of insecurity in the field of social issues is very significant because people's knowledge and feeling of the environment, whether it is based on reality or not, influence the individual's behavior and actions (Fateminia and Heydari, 2010). Anomie is another effective variable in urban culture. Anomie is a state in which social norms are interrupted, and the supervisory influence of society on individual trends misses its effectiveness, and members of society are not controlled. Durkheim believes that anomie is a state in which individuals are not committed to society's ethical sovereignty and are not significantly affected. Hence, they feel anxiety, distress, and lack of ethical guidance; their wishes and aspirations are confused and inspired by their selfishness (Serajzadeh and Pouyafar, 2008: 75). Universality is another variable that significantly affects an individual's urban culture. Universality generally means paying attention to the rules, regulations, and conditions that assure the public interest. Personal and informal relationships are not more significant than rules and regulations, and the values of society are more significant than individual, ethnic, and tribal interests and demands in a Universalist culture. (Mir Fardi, 2009: 127)

Research background

Internal Researches

- ✎ Haddadi (2017) In research entitled "The relationship between using modern postal communication services on the quality of urban life (citizens of 19 postal areas), the thesis of the Master of Communication Sciences of the Azad University of Electronic Unit explains the status of the post as a communication institution and also examines the relationship of a tendency to use new postal communication services on the economic, social and environmental features of the quality of the urban life as the objectives of library and field research and definition to meet these objectives. The research has been conducted using the "survey" method, and a "questionnaire" tool has been used to collect information to test the hypotheses. The

research's main results explain that there is a significant relationship between the tendency to use novel postal services and the quality of urban life related to the residents of the 19th postal district. The direction of this relationship is inverse, and its intensity is moderate.

- ✎ Chitsaz and Salek (2016) state in a study entitled "examining the effects of new virtual networks on individual and social life in terms of the sociological aspect (Case study: Citizens of Shahreza) that has been published in the Journal of Cultural Engineering, Year 10, No. 86 that virtual social networks have converted into a nonrenewable means of communication in terms of the generalization among domestic users to have the private and personal communication and the nonexistence of any kind of control by the authorities, and have created the areas of influence beyond the control of the government and institutions of power in communities. This study that has been conducted to examine the effects of new virtual networks on the individual and social lives of citizens of Shahreza in terms of sociological aspect is a kind of applied in terms of type, breadth, in terms of the broad, is small in terms of the scope, and is cross-sectional in terms of the time. The research method is a field method using a survey technique, and a questionnaire is used to collect the data. The statistical research population covers all people over 18 years old in Shahreza, and the sample size is 382 people. This research attempts to examine the relationship between modern virtual networks as an independent variable and family relationships, transforming the friendship groups, the way to spend leisure time, human deprivation sense, social participation, individual's social health, and mood as a dependent variable. The results explain a relationship between the new virtual networks and family relationships, transforming the friendship groups, human feelings, social participation, social health, and mood. Still, there are not related to the way of spending their leisure time.
- ✎ Dehghan et al. (2016) have used two document examination methods and survey in a study entitled "The relationship between urban economic spaces and social networks," which has been published in the eighteenth issue of the sixth year of the Quarterly Journal of Urban Sociological Studies. A researcher-made questionnaire is used to collect data that has formal validity. The statistical population includes people referred to Miveh Square and Hyper star located in Tehran's fifth district. The sample size was achieved 380 people based on Cochran's formula, and systematic sampling was available to access the individuals. Independent t-test and Pearson correlation have been used to perform the analysis. Researchers refer that any intervention in the city will positively and negatively affect different aspects of citizens' lives, such as quality of life, social capital, and.....
- ✎ Researchers state that we are observing the movement of large cities from productive to consumer cities by increasing urbanization and development. In the meantime, it seems unavoidable to notice urban spaces because a city is a place of social exchanges, and urban space will not be significant without interactions. While, urban public spaces significantly affect the process of social interactions. On the other hand, two elements of time and place affect the value of interactions among individuals, and space is a variable that determines and forms the actions and social interactions of citizens because if space provides a proper environment for communication with others and plays a significant role for people to interact with each other and develop Individual and social relations, consequently, as mentioned, these interactions can solve many urban problems.
- ✎ Hassani Karimabad et al. (2016) in a study entitled "The effect of virtual social networks on urban development and the age of globalization" that has been published in the First International Conference on the integration of management and economy in urban development describes virtual social networks, in addition, to explain the concepts of globalization, communication action, participating in an effective communication, information and communication networks, virtual social networks, and then explain the relationship between virtual social networks and urban development and globalization and then describes the role of cyberspace in urban management and the age of globalization. Scholars state that globalization today is an unavoidable process that started in the nineteenth and twentieth centuries and has continued to develop with ups and downs that have never stopped except during the First and Second World Wars. First, this process had been successful in the economic dimension but has progressively spread to other dimensions. Globalization is an increasing process that includes

all economic, social, political, and cultural fields of the world's cities. Each of these dimensions is significant to develop the city, but the economic dimension is much more significant and fundamental. It seems that the economy has been the most significant and preeminent sector in globalization. This is caused by globalization that has had the greatest effect on the world economy. Economic globalization demands the economic combination of the world's countries by increasing the flow of goods and services, capital, and even labor. Globalization, particularly in its economic dimension, has essentially changed the type of human living daily conditions, especially urban inhabitants. Consequently, it is essential to keep step simultaneously with the advancement of technology and along with economic relations in the world. Social networks, which is one of the most modern and most popular Internet services, can be searched and evaluated in terms of various aspects.

Foreign Researches

- ✎ Hanlin (2016) states in a study entitled "using social media to participate citizens in urban mobility and urban planning projects" that currently, there are very easy ways to communicate with the general public utilizing social media. However, there are some concerns and constraints about using such technologies that can sometimes threaten the information's usability and reliability. At the same time, there is the potential to apply such excellent tools, and many applications use such spaces in cooperation with various social networks. Most modern cities include a wide range of social network stakeholders in measuring development in its various forms, including cultural, social, and economical, according to the quality of decisions related to urban governance. Simultaneously, there is a level of interaction between decision-makers and the objective of their decisions, which results in completing a better measurement, a better understanding of stakeholders toward planned mobility programs, and a negative reduction in the effects of communication on social networks. It is essential to use social media to reduce costs and also essential to maximize the effect of stakeholder participation in urban mobility planning. In this way, the more advanced urban mobility and development will be achieved by increasing direct relationships with citizens (i.e., informing about the traffic status and the real-time of public transport services), and an urban culture will be ultimately developed. Consequently, the policy currently focuses on how cities can be the best. In this respect, applying information and some of them in developing and using a social media strategy can be the best solution to form a distinguished urban culture.
- ✎ Caronno, Barillo, and Panaro (2013) state in a study entitled "The role of social networks for new strategies to reconstruct urban culture" that urban culture can play a significant role in the economic, social, and environmental development of the whole city. This paper analyzes the role of social networks (precisely Facebook) to reconstruct urban culture, and Palermo (Sicily, Italy) is the case study of this study.
- ✎ Sicily and Palermo have a hinge-like geographical location between the continents of Europe and Africa. There have been continuous immigration flows and greatly influenced different scales (local, national, and international). The people's movements and flows and goods that discriminate the life of the beach indirectly help to design the urban reference focus but, in fact, is an indispensable issue. The coexistence of various ethnic groups in Palermo in the past has begun forming a distinct urban culture automatically or in a designed form. The method tested using the Facebook social network will be merged with the certainty that social networks can play a significant role in defining strategic urban developments. Participating in selecting criteria, characters of future cities and focal points have been displayed to identify some strategies for sustainable urban culture scenarios.
- ✎ Laura Pinson (2013) states in a paper entitled "Beyond communication, the effects of social media on urban development in Porto Ira and Ecuador" that new communication technologies and digital operating systems have been improved and expanded significantly over the past 20 years. Exceeding the well-recognized importance of the Internet in communication, this paper examines people's interests on a global scale. The effects of social media at the local level in terms of an interaction between people and cities and the relationship between citizens and planning officials to open these interactions have been examined in this paper. This paper

analyzes how social media as a tool for mass organization, sharing, and producing information influence the power relationships around the city construction. Factors such as the social features of new technologies, the tensions between the global and local consequences of digital communications, and various social movements support their actions (through social media and new constraints and challenges). This article analyzes some of the situations where using social media supports social initiatives to realize the final chapter's objectives, using the example of Porto Ayora - Galapagos Islands. This study reveals that it is possible to expand the urban space and urban culture by analyzing social media and networks as a definite space in which people spend most of their time. Space and culture should be analyzed more comprehensively in relevant to social media.

Research Methodology

The Mix method has been used due to the subject of research and current conditions. A quantitative method (designed to collect numerical data) and a qualitative method (designed to collect verbal data) have been used in the mixing method. In this research, the survey method and interview have been used according to the research and considering the size of the statistical population to meet the objectives of the research and respond to the research hypotheses. This study's statistical population covers the citizens of Karaj (young and middle-aged, including people aged 15 to 64) whose number is 1,265,000 according to the census of 2016 and according to the statistics and information provided by the Alborz Management and Planning Organization. Also, selecting these two age groups as a statistical population is because the highest statistics related to the use of social networks are in these ages. In this study, according to this matter that Karaj has 10 urban districts, each of these districts has been estimated as a cluster, 5 streets have been then chosen from each district, and a questionnaire has been randomly distributed and gathered among the people in the needed proportion. Considering the second interview technique, we interviewed some people who have studied in the field (social networks and urban culture. (15 people)

Research Findings

Hypothesis 1:

It appears that there is a significant relationship between using social networks and the promotion of urban culture.

Table (1): Spearman correlation test between using social media and promoting urban culture

Variables	Number	The value of the correlation	Significant level (0.05)
The rate of using social networks and promoting urban culture	384	0.362	0.043

The correlation coefficient rate between the variables of using social networks and promoting urban culture has been calculated equal to 0.362, which shows the existence of a comparatively strong and direct relationship. This means that the rate of promoting urban culture is increased (or decreased) by increasing (or decreasing) using social networks. According to the significance level of this relationship, which is equal to 0.043 and is less than 0.05, consequently, the null hypothesis is rejected, and the research hypothesis is proved. It means there is a significant relationship between using social networks and promoting urban culture.

Hypothesis 2:

It appears that there is a significant relationship between the type of using social networks and promoting urban culture.

Table (2): Chi-square test to evaluate the influence of using social networks on promoting urban culture

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.115	8	.000
Continuity Correction	51.417	8	.000
Likelihood Ratio	54.226	8	.000
Linear-by-Linear Association	52.108	8	.000
N of Valid Cases	384		

According to the results achieved by the Chi-square test, the amount of Chi-square is equal to, $\chi^2 = 68.115$ and the degree of freedom is equal to, $df = 8$ and the significant level is equal to $Sig = .000$ in the 95% confidence interval, i.e., H_0 is invalidated with the available information, and H_1 (researcher hypothesis) is confirmed. In other words, there is a significant relationship between the type of using social networks and promoting urban culture.

Hypothesis 3:

Social networks seem to play a role in the legitimacy of citizens.

Table (3): Analyzing the variance regression fitting

	Sum of squares	Freedom degree	Mean squared	F	Significant level (0.05)
Regression	6.050	1	6.050	22.384	0.000
Residual	103.240	382	0.270		
Total	109.290	383			

Analyzing the variance of regression fitting explains that the sum of squares, mean squares, degrees of freedom, F statistic (22.384), and the significant level (0.000) have been shown in it. Regression significance can be inferred, considering that the significance level is less than 0.05 significant level.

Regression model coefficients

Model	Non-standard coefficients		Standard coefficients	t	Significant level (0.05)
	B	Standard error	Beta		
Constant	3.597	0.073	-	49.153	0.000
Social networks	0.142	0.030	0.235	4.731	0.000

The regression coefficient for the social network variable has been achieved by 0.142, the standard error value of 0.030, and the standard coefficient of 0.235. Considering that the value of t-statistic has been achieved equal to 4.731 and the significant level (equal to 0.00) has been achieved less than 0.05, the significance of the coefficient of the social network variable and its effect on the legality of citizens can be confirmed. The equation can be represented as standardized in the following mathematical equation:

$$Y = \beta_1 X_1 + \varepsilon$$

in other words

$$+ \varepsilon \text{ (Social networks) } 0.235 = \text{Legality of citizens}$$

Hypothesis 4: Social networks seem to play a role in citizens' responsibility.

Analyzing the variance regression fitting

	Sum of squares	Freedom degree	Mean squared	F	Significant level (0.05)
Regression	0.129	1	0.129	3.334	0.000
Residuals	147.990	382	0.387		
Total	148.119	383			

Analyzing the variance of regression fitting in which the sum of squares, mean squares, degrees of freedom, and the value of F (3.334) as well as a significant level (0.000) has been shown. Regression significance can be inferred regarding that the significance level has been achieved less than 0.05.

Regression model coefficients

Model	Non-standard coefficients		Standard coefficients	t	Significant level (0.05)
	B	Standard error	Beta		
Constant	3.261	0.088	-	37.224	0.000
Social networks	0.021	0.036	0.330	4.557	0.002

The above table shows the estimation of Regression model coefficients.

The regression coefficient for the social network variable has been achieved 0.021, the standard error value 0.036, and the standard coefficient has been achieved 0.030. Considering that the value of t-statistic has been achieved equal to 4.577 and the significant level (equal to 0.002) has been achieved less than 0.05, the significance of the coefficient of the social network variable and its effect on the responsibility of citizens can be confirmed. The equation can be represented as standardized in the following mathematical equation:

$$Y = \beta_1 X_1 + \varepsilon$$

in other words

$$+ \varepsilon \text{ (Social networks) } 0.330 = \text{Responsibility of citizens}$$

Hypothesis 5: Social networks seem to play a role in citizens' participation.

Analyzing the variance regression fitting

	Sum of squares	Freedom degree	Mean of squared	F	Significant level (0.05)
Regression	4.434	1	4.434	7.919	0.000
Residuals	213.877	382	0.560		
Total	218.311	383			

The above table shows the analyzing the variance of regression fitting in which the sum of squares, mean squares, degrees of freedom, the value of F statistic (7.919), and also the significant level (0.000) have been shown. Considering that the significance level has been achieved less than 0.05, regression significance can be inferred.

Regression model coefficients

Model	Nonstandard coefficients		Standard coefficients	t	Significant level (0.05)
	B	Standard error	Beta		
Constant	2.298	0.105	-	21.820	0.000
Social networks	0.122	0.043	0.143	2.814	0.005

The regression coefficient for the social network variable has been achieved 0.122, the standard error value 0.043, and the standard coefficient has been achieved 0.043. Considering that the value of t-statistic has been achieved equal to 2.814 and the significant level (equal to 0.005) has been achieved less than 0.05, the significance of the coefficient of the social network variable and its effect on the participation of citizens can be confirmed. The equation can be represented as standardized in the following mathematical equation:

$$Y = \beta_1 X_1 + \varepsilon$$

in other words

$$+ \varepsilon \text{ (Social networks) } 0.143 = \text{Participation of citizens}$$

Hypothesis 6: Social networks seem to play a role in citizens' universalism.

Analyzing the variance regression fitting

	Sum of squares	Freedom degree	Mean squared	F	Significant level (0.05)
Regression	1.200	1	1.200	5.509	0.019
Residuals	83.196	382	0.218		
Total	84.396	383			

The above table shows the analyzing the variance of regression fitting in which the sum of squares, mean squares, degrees of freedom, the value of F statistic (5.509), and also the significant level (0.019) have been shown. Considering that the significance level has been achieved less than 0.05, regression significance can be inferred.

Regression model coefficients

Model	Nonstandard coefficients		standard coefficients	t	Significant level (0.05)
	B	Standard error	Beta		
Constant	3.077	0.066	-	46.836	0.000
Social networks	0.063	0.027	0.119	2.347	0.019

The regression coefficient for the social network variable has been achieved 0.063, the standard error value 0.027, and the standard coefficient has been achieved 0.119. Considering that the value of t-statistic has been achieved equal to 2.347 and the significant level (equal to 0.019) has been achieved less than 0.05, the significance of the coefficient of the social network variable and its effect on the universalism of citizens can be confirmed. The equation can be represented as standardized in the following mathematical equation:

$$Y = \beta_1 X_1 + \varepsilon$$

in other words

$$+ \varepsilon \text{ (Social networks) } 0.119 = \text{universalism of citizens}$$

Main Hypothesis: It seems that there is a relationship between Social networks and promoting urban culture.

Chi-square test to evaluate the influence of using social networks on promoting urban culture

Chi-Square Tests			
Asymp. Sig. (2-sided)	df	Value	
.000	2	8.126	Pearson Chi-Square
.000	2	1.357	Continuity Correction
.000	2	4.198	Likelihood Ratio
.000	2	2.094	Linear-by-Linear Association
		384	N of Valid Cases

According to the results achieved by the Chi-square test, the amount of Chi-square is equal to $\chi^2 = 8.126$ and the degree of freedom is equal to $df = 2$ and the significant level is equal to $Sig = 0.000$ in the 95% confidence interval, i.e. H_0 is invalidated with the available information and H_1 (researcher hypothesis) is confirmed. In other words, there is a significant relationship between social networks and promoting urban culture.

Qualitative Findings

1. On promoting urban culture through social networks of 15 interviewees, all interviewees agreed to promote urban culture through social networks. Of the 15 interviewees, 6 have stated Instagram, 5 have all social networks, 2 have Instagram and Telegram, 1 person has telegram and WhatsApp and 1 person has not stated Telegram more effectively for this.
2. Regarding the role of social networks in promoting the observance of the law as one of the components of urban culture of 15 experts interviewed, 15 people believe it can be effective,

only 4 of them believe that currently the right use is not used for this. In addition, 9 out of 15 interviewed experts believe that introducing urban laws and teaching it can be very effective in promoting urban culture and 5 people have considered useful and targeted content effective in this work.

3. Regarding the role of social networks in promoting accountability as one of the components of urban culture from 15 experts interviewed, 15 people believe that they can be effective depending on the production of appropriate content that 6 experts have pointed out, and 6 experts believe that currently the proper use of this tool is not used for this.
4. Regarding the role of social networks in promoting citizen participation as one of the components of urban culture from 15 experts interviewed, 14 people believe it can be effective, only 1 of them believe that because the authorities are not aware of the power of these networks, they do not use it properly. Also, 6 experts believe that social networks are mostly used for political participation and 4 people believe that they are effective in political and social participation, and 4 people believe that more is used in issues that are considered the interests of individuals and 5 people have again considered useful and targeted content effective in this work.
5. Regarding the role of social networks in promoting universality as one of the components of urban culture from 15 experts interviewed, 10 people believe that social networks can be used to promote universality, but 9 experts believe that social networks are not used properly to promote publicity and 6 people have considered useful content effective in this work.
6. Regarding the use of incentive tools for citizens' membership in social networks to promote urban culture from 15 interviewed experts, 12 agree and 3 people do not consider the use of incentive tools for citizens' membership in social networks to promote urban culture effective. And the content of the media and their choices make people more important.
7. Regarding the impact of public education on the promotion of urban culture from 15 experts interviewed, all experts agree with this issue and consider public education effective in promoting urban culture and considering the content and ability of education with needs effective.
8. In the case of introducing the components of urban culture except the considered components (observance of law, accountability, participation and universality) of 15 experts, 7 experts have considered the mentioned components sufficient and the rest of the experts have considered components such as sense of belonging to cultural heritage, considering cultural diversity, altruism, social aid, etc. have come up.

Discussion & Conclusion

Considering that the main goal and the main question of this research is to determine the map of social networks in promoting urban culture and its sub objectives have been to determine the role of presence, type of use of social networks and the role of social networks in law-taking, accountability, participation and generalization, and the tests that have been discussed in the fourth chapter have been investigated and the role of social networks in the mentioned components has been investigated. Also, according to the results obtained in the descriptive part of this study, it can be concluded that by using social networks through membership and increasing members with incentive tools and education, urban culture can be strengthened and promoted depending on the fact that in the discussion of education the collective interests of the city members can be considered more (according to the results of the questionnaire and its descriptions in this study, citizens in the discussion of urban culture can be more than the discussions that individual interests are considered. They have not been welcomed or at least less welcomed in discussions that are not very close to self-interest).

On the other hand, the questionnaire results indicate that currently, the content of social networks is very low on the subject of urban culture. Therefore, to educate urban culture through social networks, urban institutions' social networks should pay more attention to urban culture. Specialists and experts have also stated that with appropriate incentive tools, membership of individuals in social networking channels and pages of institutions can be increased and then by providing useful, targeted and needed content for citizens in their education to promote urban culture.

Suggestions

Suggestions from research

1. In most studies that have been conducted so far in relation to cultural development or urban culture, they have used more quantitative indicators. But a recent study suggests that these indicators represent only a part of reality and cannot provide a comprehensive look. Therefore, it is better to use a hybrid method to investigate the impact of social networks on urban culture.
2. This study has only examined the opinions and responses of a limited number of experts regarding the impact of social networks on urban culture, which considering that these people are in a certain range of social groups and have a special look at the issues, therefore, it is suggested that other citizens' viewpoints be used for the richness of the research in subsequent studies.
3. To increase the generalization of research findings, using a large statistical sample with more geographical diversity and higher social diversity is necessary.
4. Investigating subcultures of urban culture and their role in achieving desirable urban culture, considering that this index can show more differences. Thus, paying attention to this issue is also considered very serious and important and is needed to conduct extensive studies in this regard.
5. To promote urban culture, which is one of the most important indicators of urbanization, relevant organizations must make more efforts for citizens' membership in the channels and provide appropriate solutions to provide the conditions for citizens to use social networks to promote urban culture.

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