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The Effect of Information Technology on the Life Style of People in Izeh City

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EXTENDED ABSTRACT

INTRODUCTION

With the advent of modernity and its consequences, such as urbanization, industrialization, and the spread of communication, customs and traditions, there have been fundamental changes in the traditional way of life of people. And by increasing awareness and creating opportunities to build and continue building the history of traditional life, it becomes a new life, although the tradition directs a person to a specific path. It can be acknowledged that one of the consequences of modernity is the promotion of a kind of consumerism spirit among the people of the society, which has caused the scope of people's options to increase, considering the significant variety of consumption of material cultural goods, and to experience a new way of life. Lifestyle, as the most tangible level of life and culture, is changing rapidly, affected by the speed of social changes and the scope of competition in the supply of products through various media. In today's society, new communication technology transforms not only the material and economic life of people, but also their symbolic frameworks. The communication revolution in the current era has had tremendous effects on different aspects of human life, the most important of which is the impact of new communication and information technologies on lifestyle. The purpose of this research is to investigate the role of information technology on the lifestyle of the people of Izeh city. The theoretical framework of the research is based on the lifestyle theories of Bourdieu, Adler, Simmel, Weber, etc. and the theory of social changes.

METHODOLOGY

In this research, a survey method and a questionnaire were used to collect data. The statistical population in this research is all the citizens aged 18 to 60 of Izeh city with the estimated sample size of 384 people using Cochran's formula, and proportional stratified random sampling was used to obtain the research sample. In this way, first, a quota was assigned to each region according to the population of households in each region of the city, and then within each region, sample people were randomly selected by the

researchers. Pearson's correlation coefficient and multivariate regression were used to analyze the collected data.

FINDINGS

Descriptive findings related to lifestyle indicators show that leisure lifestyle has the highest average (42.36) out of 56 and health-treatment lifestyle has the lowest average (72.19) out of 88. In general, the average obtained from the lifestyle indicators shows that all trends are on the average. Also, the average obtained from the media consumption variable, Internet (28.81) is 35, which shows that the tendency is high. Statistical data analysis showed that there is a direct and meaningful relationship between media consumption (use of the Internet) and lifestyles (leisure, consumption, social, cultural, economic, health and modern) of the people of Izeh city; But there is no significant relationship between media consumption and the traditional lifestyle of the people of Izeh city.

CONCLUSION

From the findings of the research, it can be concluded that one of the most important factors affecting the lifestyle of Izeh citizens is the use of the Internet and communication with the surrounding world, and this communication changes the traditional way of life and replaces it with new styles. Therefore, it can be said that in the digital age, all aspects of citizens' lives are affected by modernity and globalization, and the media plays its role as a tool in this field.

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