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EFFECT OF SOCIAL-CULTURAL FACTORS ON FORMING SOCIAL PERSONALITY OF STUDENTS
(Case study: Students of Kahnooj Universities)

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ABSTRACT

This research aims to study e Effect of social-cultural factors on forming social personality of students conducted as a case study on students of Kahnooj universities. The research is comparative and information gathering instrument includes questionnaire. The research was conducted linearly in 2015 and 2016. In 2015 statistical society of the research included all students studying in universities of this town containing 4150 people and in 2016 statistical society of the research included 3850 from which 351 and 346 people were respectively selected as sample by Coachrane Formula. Sample people were selected probably and by random numbers table. Comparative studying of students showed that number of students in 2016 was lower than students in 2015. But information related to questionnaire in two years were approximately and in some cases completely similar. Research results show that there is a positive significant relationship between independent variables of age, sex, education level of family, student's self-satisfaction, being approved by others, position of student in group, students' self-confidence and their ability to pay for life problems with dependent variable of social personality. And there is a reverse significant relationship between independent variable of economic base with dependent variable of social personality. But no significant relationship was observed between independent variable of marriage status and social personality.

Keywords: social personality, social and cultural factors, Kahnooj,

Introduction and problem explanation

Today, personality is regarded from several aspects and by many thinkers and theorists. Present conditions and relation of culture have increased the importance of subject and some problems such as crisis of personality, impersonality or social alienation, ethnical personality, national personality and … are all in limits of personality.

It is determined that every person has a figure and interpretation of himself in mind and sees the world in a different way. Human position can be called personality in lieu of these subjects (human, world,

values) that has first unity and solidarity, second emerges valid and real, third is clear and transparent, fourth shows its effects in all individual-social aspects and places (Kaji, 37:1378).

Social personality of people is formed in the way of relationship and reaction with its social groups and individuals; therefore personality is a social subject achieved in reaction of one with social groups and individuals. If developing reactions and conversations among social regions makes relationships between humans resident in several regions, there is a challenge between thinkers and authorities of social and cultural problems that globalization process has led to a cultural, economic and political relationship between countries and overthrown cultural severity and proliferation in addition to local and regional personality by cultural-based unification.

Theoretical discussions

Talkot Parsonz

In Talkot Parsonz's view, human actor acts in framework of social system but intentionally and morally with creativity, authority and values (Tavassoli, 240: 1995). He presented cybernetic model in which there are four subsystems of culture, society, personality and behavioral organism.

First subsystem is cultural system that is composed of ideas, thoughts, wishes, beliefs, plural beliefs and social customs obtained by a person from present and past society (Tanhaie, 183: 2005). Cultural system says people what to do and what not to do; what is true and what is wrong (Riterz, 139: 1996).

Second is cultural subsystem which imposes functional conditions of constructing society on elements present in social systems (Tanhaie, 183: 2005).

Third is personal system which affects method of selecting ways and achievements (Tanhaie, 83: 2005).

Fourth system of Parsonz is the same function aiming protection of cultural samples relating to cultural world, values, ideology and systems by personality.

Max Weber

In his view, guiding and determining human behavior is undertaken by a culture in which that person lives (Aron, 613:1999).

Tojfel

Tojfel connects social personality to group membership and consider group membership based on three elements:

Cognitive element means knowing that one belongs to a group.

Value element: assumptions about positive or negative value consequences of group membership

Feel element: feelings to a group and to other group by which has a special relationship

In Tojfel's view, social personality is a part of one's perception of him/her-self originated from his/her consciousness about membership in social groups and accompanied by regular value and feeling importance on that membership. It is important that kind of thinking, moralities, religion and society which are in some way as result of these elements, play important role on forming social personality of people. So, social personality is as a result of one's personality among several groups and societies. As one is a member of family, his/her family personality will be prominent; one's personality is formed in the framework of inter-personal relationships but social personality emerges in macro-level and in relationship between several groups.
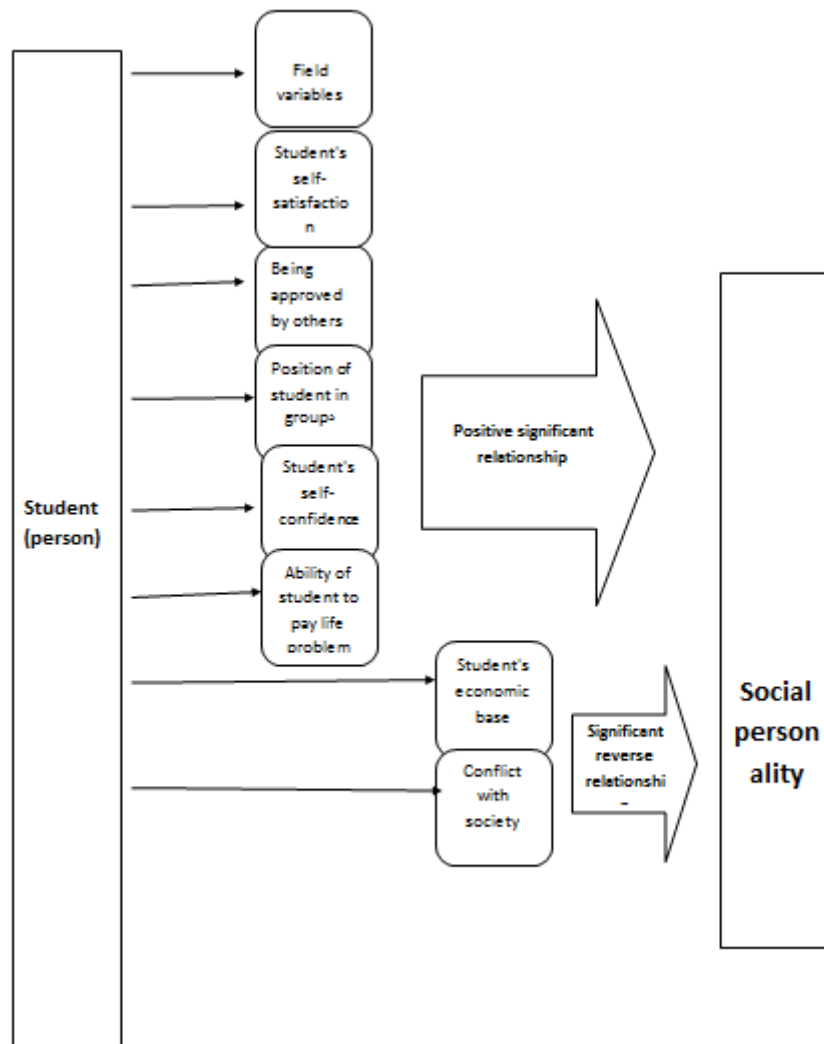
Pascal

In Pascal's view, social personality means feeling of dependence and attachment on a society in a way member of a society has been distinguished from other societies feeling responsible for values and measures of his/her society and responding to his/her society's expectations.

Hypotheses

- It seems that there is a significant relationship between field variables (age, sex, marriage status, education level of family) and social personality of students.
- It seems that there is a significant relationship between economic base and social personality of students.
- It seems that there is a significant relationship between student's self-satisfaction and social personality.

- It seems that there is a significant relationship between being approved by others and social personality of students.
- It seems that there is a significant relationship between position of student in group and social personality.
- It seems that there is a significant relationship between student's self-confidence and social personality.
- It seems that there is a significant relationship between student's ability to pay for life problems and social personality.
- It seems that there is a significant relationship between conflict with society and social personality of students.

Model presented by authors

Research method

This research is linear and located in application studies group. Method of conducting it is comparative and information gathering instrument is questionnaire. Alpha of studied questions was obtained about 75%. But library method was also used to gather subjects related to conceptual and experimental framework. Statistical society of the research includes all students in Kahnooj universities. These students were studied two successive years containing 4150 people in 2015 and 3850 in 2016 (statistical society) from which 351 and 346 people were selected as sample according to Coachrane formula and by probable method using random numbers table. Information were studied by SPSS software and finally average of two successive years information were analyzed in descriptive and inferential statistical level.

Position of research

Kahnooj is located in southeast of Kerman in Iran. Population of this city is statistically 85290 in 2011. People of this city are Shiite and their religion is Islam. This city is in a 2190 km^2 area.

Research findings

Describing properties of sample population

Average age of student is 23 years. Age spectrum of students is between 18 and 39 years. In viewpoint of education level variable the most abundance relates to M.A degree. Based on sex variable 47.5% of sample people are male and 52.5% of them are female. 63% of people are single and 37% are married.

Describing properties of dependent variable: social personality

Table 1 presents descriptive statistics related to research dependent variable that is social personality.

Table1.Descriptive statistics of social personality

Value	Descriptive statistics
25.52	Mean
24.1	Standard deviation
18.31	Variance
14	Minimum
29	Maximum
384	Total

Hypotheses test

Table 2 presents correlation test between research independent variables (field variables, economic base, student's self-satisfaction, being approved by others, and position of student in group, lack of student's self-confidence, inability to pay life problem and conflict with society) and dependent variable of social personality.

Results show that among field variables, there is a positive significant relationship between independent variables of age, sex, education level of family with social personality of students, but no significant relationship is observed between marriage status and social personality of students. There is a significant relationship between independent variables of student's self-satisfaction, being approved by others, and position of student in group, student's self-confidence, ability to pay life problem with dependent variable of social personality. And a reverse significant relationship was observed between independent variable of student's economic base and conflict to society with dependent variable of social personality.

Table2. Correlation test between independent and dependent variables

Test result	Significance level	Test value	Test type	Variable
Approved	0.000	0.437	R-Pearson	Age
Approved	0.000	1.001	T	Age
rejected	- 0.858	0.80	T	Marriage status
Approved	0.000	4.699	F	Education level of family
Approved	0.000	0.581	R-Pearson	Economic base
approved	0.000	0.282	R-Pearson	Student's self-satisfaction
Approved	0.000	0.724	R-Pearson	Approved by others
Approved	0.000	0.721	R-Pearson	Position of one in group
Approved	0.000	0.212	R-Pearson	Student's self-confidence
Approved	0.000	0.162	R-Pearson	Ability to pay for life problem
Approved	0.000	0.871	R-Pearson	Conflict with society

Results

As observed in research, there are several factors such as age, sex, student's self-satisfaction, being approved by others, position of one in group, student's self-confidence and ability to pay for life problems are important factors which can reinforce field of social personality of students.

Unfortunately, lack of self-confidence in students and their un-satisfaction of present conditions weaken social personality in students. It is suggested that social transitions and student's participation in several social activities and motivating students make conditions to reinforce above mentioned factors and finally activate social personality of students.

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