THE ROLE OF FAMILY IN VALUE TRANSFORMATION OF YOUTHS AND MIDDLE-AGED PEOPLE IN TEHRAN

O PAPEL DA FAMÍLIA NA TRANSFORMAÇÃO DE VALOR DE JOVENS E PESSOAS DE MEIA-IDADE EM TEHRAN

Alireza Rezazadeh 1
Hassan Mantegh 2

Master student of sociologhy, Tarbiat Modares University,Tehran, **1**
Iran. E-mail: r_method90@yahoo.com

Master of science and information science, Tehran University, **2**
Tehran, Iran. E-mail: hassan_mantegh@ut.ac.ir

Abstract: *This research aims to conduct a sociological study on the role of family in value transformation in two groups of youths (20-29 years) and middle-age people (40-49 years) in District 9 of Tehran.The statistical sample was determined to be 384 subjects for both groups through Cochran formula and then, questionnaires were distributed and completed by the respondents using the stratified random sampling method.*

The relationship intensity in value priorities of youths (0.546) indicated a strong and positive correlation with the independent variable (family values). But the relationship intensity in value priorities of middle-aged people had a moderate to low correlation with family values.

Multivariate regression test results related to youths' value priorities revealed that independent variables included in the equation, consisting of family (parents) values, modernism and individualism, explain 31% of the total variations in the dependent variable of youths' value priorities. Among the independent variables, the variable of family values with a direct impact factor of 0.665 has the greatest effect on the variable of youths' value priorities.

Multivariate regression test results related to middle-aged people's value priorities suggested that independent variables entered in the equation, including family values, modernism and individualism, explain 16% of the total variations in the dependent variable of middle-aged people's value priorities. Among the independent variables, the variable of individualism with a direct impact factor of 0.312 has the greatest effect on the variable of middle-aged people's value priorities.

Keywords: *Values. Family. Youths. Value priorities. District 9 of Tehran.*

Resumo: *Esta pesquisa visa realizar um estudo sociológico sobre o papel da família na transformação de valor em dois grupos de jovens (20 a 29 anos) e pessoas de meia idade (40 a 49 anos) no Distrito 9 de Teerã. A amostra estatística foi determinada para serem 384 indivíduos para ambos os grupos através da fórmula de Cochran e, em seguida, os questionários foram distribuídos e preenchidos pelos entrevistados usando o método de amostragem aleatória estratificada.*

A intensidade do relacionamento nas prioridades de valor dos jovens (0,546) indicou forte e positiva correlação com a variável independente (valores familiares). Mas a intensidade do relacionamento nas prioridades de valor das pessoas de meia idade teve uma correlação moderada a baixa com os valores familiares.

Os resultados dos testes de regressão multivariados relacionados às prioridades de valor dos jovens revelaram que variáveis independentes incluídas na equação, que consistem em valores da família (pais), modernismo e individualismo, explicam 31% das variações totais na variável dependente das prioridades de valor dos jovens. Entre as variáveis independentes, a variável de valores familiares com um fator de impacto direto de 0,665 tem o maior efeito sobre a variável de prioridades de valor dos jovens.

Os resultados dos testes de regressão multivariados relacionados às prioridades de valor das pessoas de meia idade sugeriram que variáveis independentes inseridas na equação, incluindo valores familiares, modernismo e individualismo, explicam 16% das variações totais na variável dependente das prioridades de valor das pessoas de meia idade. Entre as variáveis independentes, a variável individualismo com fator de impacto direto de 0,312 tem o maior efeito sobre as variáveis prioridades de valor das pessoas de meia idade.

Palavras-chave: *Valores. Família. Jovens. Prioridades de valor. Distrito 9 de Teerã.*

Introduction

The experience of the past few decades in Iranian society shows a huge social transformation that has caused the society to undergo fundamental changes in different periods. The challenges of our society between traditional and modern values and also the arrival of technology and the underlying culture therein plus profound and widespread political and economic developments and the emergence of a copious urban middle class, increased consumption of new goods, developments in demographic composition and raised number of young population of the country, fundamental changes in the cultural authority of society through the expansion of a wide network of schools and universities in the country, new mass communication devices, such as video and satellite television networks, the expansion of the Internet network in recent years and its entry into the lives of citizens have caused that value changes in the Iranian society become obvious with greater intensity and our society be placed in a situation in which cultural developments are registered with more fluctuations compared to other countries.

Over the past two to three decades, Iran has witnessed tremendous changes and developments, such as the Islamic Revolution and the process of political transformation and development, which have caused to increase the knowledge and information and the level of literacy of people. Additionally, with increased number of universities and higher education institutions in society, public awareness has been raised and developed, resulting in value transformations and changes.

For example, to understand the value changes in Iranian society, we can examine the change in the taste of cinema during the twenty years after the revolution. For instance, the movies "People of the Intermediate World (Barzakhiha)" and "Boycott" which contain revolutionary themes and fight against oppression and struggle for transcendental aspirations were respectively selected in 1360s SH (1981-1991) as the best-selling movies of the year.

After a decade, in 1370 SH (1991), the movie "Bride" could reach this place while it became the best-selling movie of the year because of its female actress in the first role rather than its revolutionary theme. It was a change that occurred in other films of the eighties; that is, the apparent attractiveness of movie actors was considered an effective factor in the success of ticket selling but had a small share in attracting the audience in the sixties.

All these show a change in the taste of cinema goers who are mostly from the young generation. Certainly, the study and analysis of the country's cinema in the last two decades can clearly depict the changes and transformations taken place in our society.

Understanding value changes is very important for the authorities and managers of a society. The officials and agents of a society, by considering the cultural changes of the society, should also carefully take its fluctuations into account. Officials and managers of a society can better perform their duties, i.e. proper planning about future and provision of better services to members of the society, by receiving and understanding the cultural changes of society.

On the other hand, family is primarily considered as a basic social institution effective in the process of economic, social and political developments and also as the most basic pillar of measurement and the single criterion in the emergence and fall of a society and through the history of Iran, family has always taken the path of transformation and the path to these developments has had a movement towards growth and excellence and has manifested itself especially in moral and behavioral manners. But in recent years, we have unfortunately witnessed the emergence of some anti-values in a large number of today's families that are influenced by the imported western culture and this phenomenon has somehow changed the nature and originality of the Iranian family values and has led them toward basic anti-values through the evolution of communication sciences and the phenomenon of modernization and the introduction of media such as the Internet. The history of value study, as a problem, generally dates back to the late nineteenth century by the emerging social and behavioral science scholars who try to describe and explain

the rules and regulations governing values under certain spatial and temporal conditions in the form of research questions arising from scientific knowledge and based on research methods or the experimental-intellectual nature and today, they further seek to find temporary and falsifiable and relative answers in the form of scientific theories.

Given the occurrence of the Islamic Revolution and the value changes of society in the years after the revolution and considering the modernization process started from the Qajar period and also the spread of mass media in recent years that has made people (especially youths) more familiar with the values and norms of other societies, study of the structure and value priorities of youths as a fundamental issue and the explanation of the factors affecting them are considered necessary and important.

Considering the issues discussed so far, the present study is evaluated in this regard. The main concern of the researcher is to understand the cultural changes of society among the fourth generations of the revolution; i.e. a generation that will gradually take over the country and lead the society over the next few years. Indeed, understanding and appreciating the value and cultural changes of this generation means to determine the future path of the Iranian society and this clearly explains the importance and necessity of doing such a research. Thus, the subject of this study is the discussion of values and hierarchy of values among people based on Inglehart's hypotheses. In Inglehart's view, there are two fundamental hypotheses concerning materialist and postmaterialist values:

First hypothesis: Only those who have economic and life satisfaction may give priority to postmaterialist values. On the contrary, those who lack economic and life satisfaction and physical security may give priority to materialist values.

Second hypothesis: People with academic and higher education are more likely to think of postmaterialist values and those who have low education or are even illiterate pay more attention to materialist values. In other words, there is a direct relationship between the individual's level of education and materialist and postmaterialist values (Inglehart, 1994: 151).

Besides, with respect to Inglehart's theories, man is inherently a social being and this socialization is with him throughout his lifetime; that is, he is learning and being socialized from the beginning of childhood when the individual is prepared to enter the society until the end of his life. Factors such as age, sex, place of residence, marital status and education level have always influenced socialization. The socialization itself can also be effective in value tendency and prioritization.

Therefore, considering the possibility of establishing communication with the furthest parts of the country and also the expansion of the global Internet and satellite network in most academic and non-academic centers, this question arises as to what the status of adherence to materialist and postmaterialist values is among university students and which of these two types of values has more power and attraction.

Accordingly, attempt has been made in this study to analyze and explore the degree of value transformation among youths and middle-aged people in four dimensions of religious beliefs, spouse values, social communications and the desire for progress with regard to the history of the transitions from the traditional to the modern period so that we can make an expert comparison based on the obtained results from the perspective of family sociology in order to improve the status of the value system within the family and in particular the values considered by youths and middle-aged people that we will address during the research.

Research goals

The main purpose of this study is to identify the values considered by youths (20-29 years) and middle-aged people (40-49 years) in District 9 of Tehran and factors affecting them.

Secondary goals

- Investigating the impact of the economic and social base of youths and middle-aged people on their value priorities.
- Investigating the impact of family (parents) values on value priorities of youths and

middle-aged people.

  - Investigating the impact of modernism on value priorities of youths and middle-aged people.

  - Investigating the impact of individualism on value priorities of youths and middle-aged people.

  - Investigating the impact of marital status on value priorities of youths and middle-aged people.

Theoretical considerations

  Despite the fact that the subject of values is among the important issues that can be examined, a scientific study of values began very late compared to other issues. The reason may be attributed to the sociologists' belief that the study of value judgments was outside the circle of empirical studies. In the third and fourth decades of the twentieth century, a scientific study of values began. "Torsten" and "Spranger" took the first steps in this field; the former for presenting the idea of assessing values within the framework of a scientific method based on scientific principles and the knowledge of the relationships between body and psyche and the latter for examining personality types. From the study of values in each society and in each class and group, one can reach the general belief or philosophy of that society, class and group. Values lead to the orientation of the behavior of individuals, groups and classes and their judgment about different affairs. Values are the highest element of culture and influence the selection of social actions. Sociologists sometimes look for the difference between societies in the difference between values (Ghafouri, 2012: 39).

  Durkheim is a sociologist who has paid special attention to the issue of values. He believes that society is the creator of values and in all of his legal discussions and also in the section of anomy (abnormality) and suicide, he has developed this issue. Weber, like Durkheim, in addition to discussing values and their immense effects on various dimensions of action, has investigated the historical dimension of values and has completed Durkheim's discussions in his famous work "The Protestant Ethic and the Spirit of Capitalism at the Macro Level". In his book, he shows how Puritanism's ascetic values form the religious foundation of capitalism; the foundation without which capitalism could never have dominated the minds of peoples (Weber, 1995: 133).

  On the other hand, in the context of functionalism and structural functionalism, Talcott Parsons has more carefully viewed values. In his action theory, he addresses the discussion of values in the form of a cultural system and considers the norms and values as the crystallization of culture in the social system and defines culture as the patterned and organized system of symbols that embraces the aims of the activists' orientation, learned (by heart) aspects of the personality system and the institutional patterns of the social system. In his opinion, since culture has a symbolic and subjective nature, it is easily transmitted from one system to another (Ritzer, 1995: 138).

  Conflict theory advocates, despite the emphasis of early theorists such as Marx on the role of the economy as the substructure (base) and the role of culture, ideology and values as the superstructure, have not ignored the importance of the issue of values. Marcuse in "Wisdom and Revolution" (Battomore, 2003: 29), Adorno and Horkheimer in "The Culture Industry" (Horkheimer, 2001: 35), Karl Mannheim in "Ideology and Utopia" (Cozer, 1993: 565) and Gramsci in "Cultural Hegemony" have worked a lot for the development of this discussion. Among the works of other scholars, we can find a trace of this issue directly or indirectly (Ghafouri, 2012: 40).

  Values as social phenomena play an essential role in forming, controlling and predicting the actions and attitudes of people in society and are regarded as a central element in the cultural structure. Values are manifested in the political, social, economic, religious and sexual dimensions of the lives of society members. The way people act is the result of the internalization of the society's values during the individual's growth period and the internalization of values in each generation leads to the emergence of "value generation" of that society at a particular point in time. For example, on one hand, the internalization of

traditional values and norms among the previous generation is an obstacle to the changes and innovations required by the society to meet the new needs and on the other hand, there are always conflicts between the new values that belong to the newly emerged generation of society and the values respected by the predecessors and these conflicts and challenges provide the grounds for the emergence of social crises (Khademi, 2004: 13).

Values originate from the cultures. That is, these are the cultures that show what is valuable and what is worthless or in other words, what has a positive value and what has a negative value. Values also form the norms. For instance, in Iranian Islamic culture, the girl's premarital virginity is considered to be very valuable; this value also creates its special norm (i.e. restriction of the relationship between the girl and the boy before marriage) (ibid.).

Each of us has a general understanding of values that may not be far from reality. It is very simple; when a phenomenon in society has a positive advantage, we say that this phenomenon has a positive value. In contrast, when we want to express the negative aspect of a phenomenon, we say that this phenomenon has a negative value in society. But if we want to explain the values in more precise and operational terms, the work becomes a bit more complicated (ibid.: 14).

Allport divided values into six types of scientific (theoretical), economic, social, political, religious and aesthetic values and then separated value types according to this categorization and redefined and described each one:

1- Theoretical (scientific) type: This type of people does not place their judgment on the basis of the beauty and practical utility of objects and only seeks observation and reasoning. They attach great value to science and learning.

2- Economic type: An economic man wants everything to have practical benefit and financial profit. For example, education that brings about practical results is ideal and impractical knowledge is void. In their view, art that is an aesthetic value becomes valuable when it provides business goals. Although this type of individuals may consider the traditional god, the reason for this tendency is that they consider God as the donor of good gifts, wealth, happiness, prosperity and other blessings.

3- Aesthetic type: A beauty-oriented person considers order and harmony as the highest value. Such an individual evaluates any experience in terms of elegance, symmetry and proportionality. For the beauty-oriented individual, the process of production, advertising and commerce in the field of economics means destroying all the values respected by him.

4- Social type: Love for people and altruism are among the highest values of this type of people.

5- Political type: A political man is fundamentally fascinated by power. The activities of such an individual are not necessarily limited to the field of politics. But in every job, he must show himself as the one seeking power.

6- Religious type: This type of people sees a divine element in every event. For these individuals, the experience of the sacred is the most valuable event of life (Hofsted, 1997).

To measure the values of European citizens, Inglehart divided them into two materialist and postmaterialist categories: Materialist values that are based on the individual's biological and security needs are directly associated with his natural life; but postmaterialist values are related to satisfying the meta-biological needs of human beings.

Inglehart considered twelve value measures, six of which are related to materialist values and the remaining six are related to postmaterialist values. Six categories related to materialist values were as follows: Maintaining order in the country, fighting against rising prices, maintaining the rapid rate of economic growth, assuring that the country has strong defense forces and maintaining a stable economy and fight against crime.

Six categories related to postmaterialist values were as follows: Granting more rights to people in government decisions, defending freedom of expression, granting more rights to people in decisions related to work and society, trying to make cities more beautiful, moving towards a friendlier and more humane society and moving towards a society

where the value of ideas is more than the value of money (Inglehart, 2003: 83).

Moreover, one of the important theories raised on the transformation of values is Inglehart's theory of value priorities. Inglehart argues that due to economic development in advanced industrial countries, a transformation has occurred in the values of individuals in these societies so that the process of this evolution shows a move from some value priorities to other value priorities. Believing that the difference between the developmental socialization of European youths and adults has caused that younger people give fairly high priority to freedom and expression of beliefs, Inglehart stated that by replacing the new generation in the future, there will be some kind of shift towards postmaterialist value priorities.

Inglehart's theory about the transformation of value priorities predicts that the replacement of the new generation population will gradually lead to a long-term shift from materialist to postmaterialist values. This theory provides not only the possibility of prediction for future transformation but also the scope of this transformation expected from the generation replacement. It should be noted that the generation replacement is not the only factor involved but is an important component in value transformation (Azad Armaki, 2004: 25). Although Inglehart lays greater stress on the impact of technological and economic changes on the attitudinal and value changes of societies (especially the West), he mentions the role of another factor which he calls the cultural and social heritage of societies (Inglehart & Baker, 2001: 20).

In general, Inglehart's theorizing approach takes into account the system level (the structure of society) and micro level (individuals), meaning that the environmental and macro changes in the system of society result in transformations at the individual level and these transformations at the micro level have consequences for the system.

In the theory of intergenerational value change, Inglehart and Abramson put emphasis on increased education level as one of the modernization components (Inglehart, 1999). Further, Inglehart maintains that one of the factors affecting the gap between generational values is the globalization of communications. He states that we see that young people all over the world wear Jeans and listen to pop music, but value differences are less obvious (Khaleqifar, 2002).

According to Inglehart's findings, trust in each other, like family satisfaction and happiness, is associated with high levels of economic development. Life satisfaction, political satisfaction, trust in each other, a large amount of political debate and support for the existing social system are all together. They form the signs of positive attitudes towards the world in which they live. From the standpoint of Inglehart, relatively low levels of satisfaction and trust cause the individual most likely not to accept the existing political system (ibid.: 134).

Over the past few decades, value priorities of the Iranian society in the field of social relations, generational encounters, family relationships, sex and gender roles and occupational life and political choices have largely undergone changes. On the other hand, by being placed on the industrialization path, Iran has tried to separate itself from the category of the third world countries and put itself in the path of development and modernization.

This has attracted the attention of many thinkers, scholars and officials toward the question as to "what the status of the main components of the value system of the Iranian society is at the moment". The importance of this question is doubled when we consider youths as the population of the subject of the question since any change in their value priorities pattern can have long-term effects on their views, behaviors and life in the future.

Since the effects of modernization in Iran today are undeniable and it seems that any research in connection with value systems should first have a clear position in relation to these fundamental socio-economic changes, the researcher decided to benefit from Inglehart's theory of value priorities in his research.

Inglehart's attention to the changes brought about by the industrialization process

of European societies and its effects on value priorities and choices of people in those societies is an appropriate ground for raising this issue in the framework of the young Iranian population which is, whether one likes it or not, is undergoing the same transformations at the macro level.

However, the researcher considers that some of the patterns and indicators existing in Inglehart's theoretical model do not apply to the Iranian society. The Iranian society has a traditional structure in many cultural and social aspects and follows, more or less, the cultural patterns arising from its past.

On the other hand, the role of religion and religious beliefs among Iranians should not be ignored since in many cases, Iranians' religious priorities directly and indirectly influence their choices and behaviors.

In a general view, one can say that from these theories, economic and social and cultural factors have been extracted for explaining values and their transformations. For example, the media and its impact on values are among the cultural factors and the variables of modernism, individualism and the socio-economic base are among the economic and social factors. These factors and their impact on values have already been proved both theoretically and experimentally (previous studies) and in this research, with a new statistical population and with deductive reasoning (from theory to observation), we intend to test these hypotheses that have been derived from theories in order to achieve scientific results and, consequently, scientific suggestions if approved by scientific methods.

Figure 1: Research theoretical model
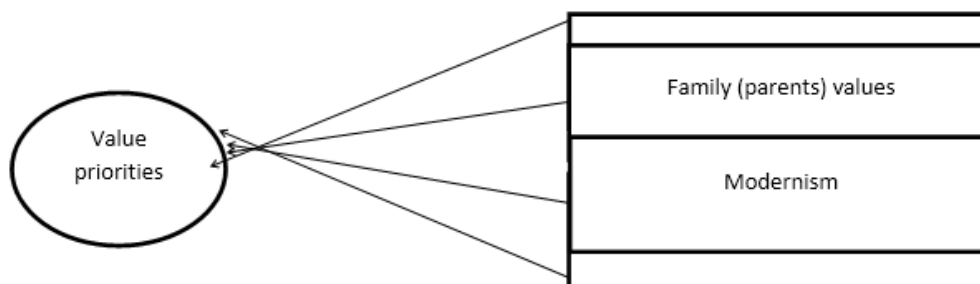
Research hypotheses

1- It seems that there is a significant relationship between the socio-economic base and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

2- It seems that there is a significant relationship between family (parents) values and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

3- It seems that there is a significant relationship between modernism and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

4- It seems that there is a significant relationship between individualism and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

5- It seems that there is a significant relationship between marital status and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

Research method

The current research has been conducted using a survey method. Survey is one of the social research methods in which members of the statistical population respond to

questions about the research subject. They do this either by completing a questionnaire or conducting an interview. According to some sociologists, survey is the best method of sociological research. In other words, survey is a systematic method of data collection through face-to-face and telephone interviews or self-administered questionnaires sent to the members of the statistical population and received by mail. Through survey, one can gather very broad data about beliefs, values, attitudes, actions and other pieces of information on individual attributes. Moreover, first-hand information can be collected about the system features (Sa'ei, 2008: 34).

Statistical population and sample

The research statistical population encompasses all youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran, amounting to 569425 people, of whom the population aged 20-29 years includes 358390 individuals and the population of middle-aged people (40-49 years) includes 210893 individuals. Obviously, the exact sample size has been determined by the Cochran formula for both groups according to the size of the statistical population. Hence, based on the calculations, the statistical sample size includes 384 for the population of youths (20-29 years) and 384 for the population of middle-aged people (40-49 years).

Additionally, because our statistical population consists of young and middle-aged people, the desired sample has been selected through stratified sampling method, meaning that the statistical population was divided into two categories of youths and middle-aged people and the desired sample was chosen according to each category and in the second step, the sample size in each category was selected using simple random sampling method.

Reliability and validity of the research tool

To assess the questionnaire reliability, Cronbach's alpha coefficient test has been employed and to measure the validity, structural analysis tests, i.e. factor analysis, have been applied. The obtained results are presented in the following table (for each group). It should be noted that face validity has been used by referring to the opinions of the supervisor and advisor to modify the options.

Table 1: Results of the research validity and reliability test

Test groups Variables	Youths (20-29 years)			Middle-aged people (40-49 years)		
	Number of items	KMO	Alpha coefficient	Number of items	KMO	Alpha coefficient
Value priorities	25	0.72	0.84	25	0.71	0.81
Family values	7	0.75	0.82	7	0.74	0.84
Modernism	23	0.79	0.89	23	0.75	0.86
Individualism	13	0.76	0.87	13	0.73	0.85

As can be observed in the above table (No. 1), KMO values and alpha coefficients obtained for all indices in both groups under study (youths and middle-aged people) are appropriate.

Research findings

First hypothesis: It seems that there is a significant relationship between the socio-economic base and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

In the present study, the socio-economic base of individuals (youths and middle-aged people) is measured based on three variables of income, employment and education. So, in the following, the relationship between value priorities and the mentioned variables

is examined.

A) Income

Table 2: Correlation test results of the value priorities of youths and middle-aged people based on income

Independent variable	Dependent variable	Statistical index	Significance level	Correlation rate	Confirmation or rejection
Income	Value priorities of youths	Kendall B	0.08	0.06	Rejected
Income	Value priorities of middle-aged people	Kendall B	0.02	0.09	Confirmed

According to Table (2) and using Kendall B coefficient test and the significance level obtained for the value priorities of youths and middle-aged people, it can be mentioned that there is no significant relationship between income and value priorities of youths. Moreover, considering the significance level obtained for the variable of middle-aged people's value priorities, it can be argued that there is a (weak) significant relationship between income and value priorities of middle-aged people.

B) Employment

Table 3: Correlation test results of the value priorities of youths and middle-aged people based on employment

Independent variable	Dependent variable	Statistical index	Significance level	Correlation rate	Confirmation or rejection
Employment↗	Value priorities of youths	Kendall B	0.28	0.04	Rejected
Employment↗	Value priorities of middle-aged people	Kendall B	0.02	0.09	Confirmed

With regard to Table (3) and using Kendall B coefficient test and the significance level obtained for the value priorities of youths and middle-aged people, it can be stated that there is no significant relationship between employment status and value priorities of youths. Further, given the significance level obtained for the variable of middle-aged people's value priorities, it can be said that there is a (weak) significant relationship between employment status and value priorities of middle-aged people.

C) Education

Table 4: ANOVA test results for the variable of value priorities based on education

Dependent variable	Independent variable	F value	Significance level
Value priorities of youth	Education	7.263	0.06
Value priorities of middle-aged people	Education	3.510	0.057

To investigate the relationship between education and value priorities of youths and middle-aged people, one-way analysis of variance test has been employed. As shown in Table (4), the F value obtained for both groups is higher than the significance level

(0.05). Thus, it can be said that in this study, the education of individuals (youths and middle-aged people) does not have a role in their value priorities.

Second hypothesis: It seems that there is a significant relationship between family (parents) values and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

Table 5: Correlation test results of the value priorities of youths and middle-aged people based on family values

Independent variable	Dependent variable	Statistical index	Significance level	Correlation rate	Confirmation or rejection
Family values	Value priorities of youths	Pearson coefficient	0.000	0.546	Confirmed
Family values	Value priorities of middle-aged people	Pearson coefficient	0.000	0.307	Confirmed

According to Table (5), the significance level obtained for the value priorities of youths and middle-aged people is desirable. Hence, it can be concluded that there is a significant relationship between the value priorities of youths and middle-aged people and their family (parents) values. The relationship intensity in youths' value priorities (0.546) indicates a strong and positive correlation with the independent variable (family values). But the relationship intensity in value priorities of middle-aged people has a moderate to low correlation.

Third hypothesis: It seems that there is a significant relationship between modernism and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

Table 6: Correlation test results of value priorities of youths and middle-aged people based on modernism

Independent variable	Dependent variable	Statistical index	Significance level	Correlation rate	Confirmation or rejection
Modernism	Value priorities of youths	Spearman coefficient	0.001	-0.167	Confirmed
Modernism	Value priorities of middle-aged people	Spearman coefficient	0.032	-0.114	Confirmed

As can be seen in Table (6), the significance level obtained for the correlation between modernism and value priorities of youths and middle-aged people is acceptable. Thus, it can be concluded that there is a significant relationship between the value priorities of youths and middle-aged people and their degree of modernity. Furthermore, the correlation intensity is weak and in the negative direction with respect to the coefficients obtained for both groups.

Fourth hypothesis: It seems that there is a significant relationship between individualism and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

Table 7: Correlation test results of the value priorities of youths and middle-aged people based on individualism

Independent variable	Dependent variable	Statistical index	Significance level	Correlation rate	Confirmation or rejection
Individualism	Value priorities of youths	Spearman coefficient	0.000	0.441	Confirmed
Individualism	Value priorities of middle-aged people	Spearman coefficient	0.000	-0.287	Confirmed

As can be seen in Table (7), the significance level obtained in the correlation test of individualism and value priorities of youths and middle-aged people is acceptable. Therefore, it can be stated that there is a significant relationship between the value priorities of youths and middle-aged people and the degree of their individualism. Additionally, given the obtained coefficients, the correlation intensity is good (positive) for youths' value priorities and is poor (negative) for middle-aged people's value priorities.

Fifth hypothesis: It seems that there is a significant relationship between marital status and value priorities of youths (20-29 years) and middle-aged people (40-49 years) living in District 9 of Tehran.

Table 8: The statistical description of t-test for the value priorities of youths and middle-aged people based on marital status

		Levene's test for equality of variances		t-test for equality or means		
	Mean difference	F	S.	t-test	Df	Sig. (2-tailed)
Youths' value priorities	-9.734	5.937	0.015	-5.185	71.56	0.000
Middle-aged people's value priorities	-2.665	5.491	0.020	-2.482	296.89	0.014

According to Table (8), there is a difference between the mean scores of the value priorities of youths and middle-aged people based on marital status. To understand the significance of this difference and examine the equality of variances, Levene's test has been applied. In this table, for the variable of youths' value priorities, the significance level obtained for Levene's test is equal to 0.015. Hence, for the interpretation of significance, the statistical coefficient (t) of the inequality of variance column has been reported.

According to the above table, the value (t = 5.185) obtained at a significance level of 0,000 suggests a difference in value priorities of youths based on marital status. This difference is such that married people have higher value priorities compared to singles or in other words, married people pay more attention to values and value priorities.

Also, based on the above table, the significance level obtained for the variable of middle-aged people's value priorities is less than 0.05 for the Levene's test. Thus, the interpretation of the statistical test results has been reported from the inequality of variance row. The value of the statistical coefficient (t=-2.482) obtained at a significance level of 0.014 is acceptable. Therefore, it can be mentioned that value priorities among middle-aged people vary based on marital status so that considering the mean differences obtained, it is concluded that married middle-aged people have higher value priorities relative to their single counterparts. In other words, married middle-aged people pay more

attention to values and value priorities.

Multivariate regression analysis (youths' value priorities)

To explain the relationships between the dependent variable (youths' value priorities) and independent variables (family values, modernism and individualism) included in the model, regression analysis has been employed. The results are presented in the following table.

Table 10: Regression analysis model statistics for youths' value priorities

Independent variables	Beta	T	Sig.	F, Sig	Real coefficient of determination
Family values	0.665	11.989	0.000	F=54.573 Sig=0.000	0.313
Modernism	-0.095	-2.098	0.037		
Individualism	-0.183	-3.338	0.001		

Given the results of the above table (No. 10), it is revealed that the beta values of independent variables (including family values, modernism and individualism) are desirable at the significance levels. So, the following results can be expressed according to the beta coefficient obtained:

1) The real coefficient of determination obtained shows that independent variables predict approximately 31% of the total variations in the dependent variable (youths' value priorities).

2) Given the beta value (Beta = 0.665) of the family values variable, it can be mentioned that changing a standard deviation in the family values variable causes a change (0.665) in the standard deviation of youths' value priorities.

3) Considering the beta value (Beta = 0.095) of the modernism variable, it can be stated that changing a standard deviation in the modernism variable causes a change (0.095) in the standard deviation of youths' value priorities.

4) With regard to the beta value (Beta = 0.183) of the individualism variable, it can be said that changing a standard deviation in the individualism variable causes a change (0.183) in the standard deviation of youths' value priorities.

5) Finally, the results of multiple regression analysis of variables in the model can be presented in a standardized manner as in the following equation:

$$\beta y = 1Z1\beta + 2Z2\beta + 3Z3... +$$

(Individualism) (0.183) + (modernism) (0.095) + (family values) (0.665) = youths' value priorities

Figure 2: Regression model of youths' value priorities
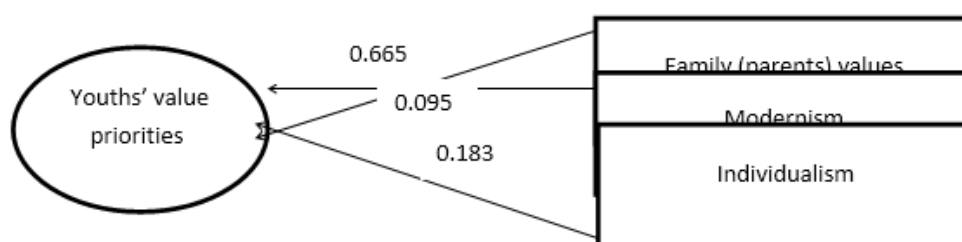
Multivariate regression analysis (middle-aged people's value priorities)

To explain the relationships between the dependent variable (middle-aged people's value priorities) and independent variables (family values, modernism and individualism) entered into the model, regression analysis has been applied. The results are provided in the following table.

Table 11: Regression analysis model statistics for middle-aged people's value priorities

| Independent variables	Beta	T	Sig.	F, Sig	Real coefficient of determination
Family values	0.293	5.912	0.000	F=23.202 Sig=0.000	0.159
Modernism	-0.085	-1.738	0.083		
Individualism	-0.312	-6.304	0.000		

Given the results of Table (11), it is demonstrated that the beta values of independent variables (including family values and individualism) are desirable at the significance levels. Overall, the following results can be stated according to the beta coefficient obtained:

1) The real coefficient of determination obtained indicates that independent variables predict approximately 16% of the total variations in the dependent variable (middle-aged people's value priorities).

2) Given the beta value (Beta = 0.293) of the family values variable, it can be mentioned that changing a standard deviation in the family values variable causes a change (0.293) in the standard deviation of middle-aged people's value priorities.

3) Considering the beta value (Beta = 0.312) of the individualism variable, it can be stated that changing a standard deviation in the individualism variable causes a change (0.312) in the standard deviation of middle-aged people's value priorities.

4) Considering the inappropriate value of the significance level (sig = 0.083) obtained for the modernism variable, it can be concluded that the variable of modernism does not directly affect the dependent variable (middle-aged people's value priorities).

5) Finally, the results of multiple regression analysis of variables in the model can be presented in a standardized manner as in the following equation:

$$\beta y = 1Z1\beta + 2Z2\beta + 3Z3... +$$

(Individualism) (0.312) + (family values) (0.293) = middle-aged people's value priorities

Figure 2: Regression model of middle-aged people's value priorities
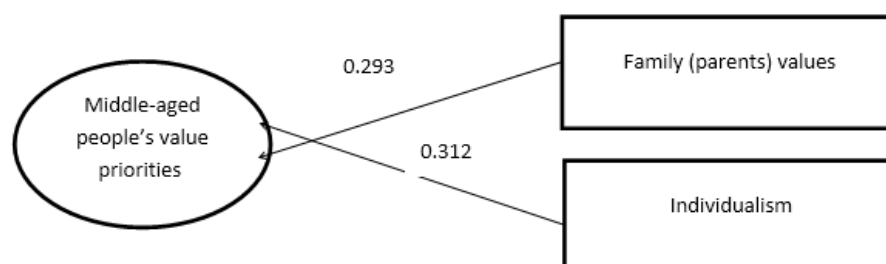
Conclusion

Results of this research demonstrate a significant relationship between the components of family (parents) values, modernism and individualism with the dependent variable of the value priorities of youths and middle-aged people. The relationship intensity in youths' value priorities (0.546) indicates a strong and positive correlation with the independent variable (family values). But the relationship intensity in middle-aged people's value priorities suggests a moderate to low correlation with family values. Results of the correlation test between modernism and value priorities also disclosed that there is a significant (weak and negative) relationship between the value priorities of youths and middle-aged people with their degree of modernity. To investigate the relationship between individualism and youths' value priorities, Spearman's nonparametric correlation test was used and to study the relationship between individualism and middle-aged people's value priorities, Pearson correlation test was employed. Results of these tests displayed a significant relationship between individualism and value priorities of youths and middle-aged people. Moreover, the relationship intensity obtained for individualism and youths' value priorities was at a good level and in a positive direction. But the relationship between individualism and middle-aged people's value priorities was at a weak and negative level.

The results of the multivariate regression test of youths' value priorities showed that the independent variables included in the equation (comprising family values, modernism and individualism) explain 31% of the total variations in the dependent variable of youths' value priorities. In other words, it can be stated that 31% of the dependent variable variance is predicted by the independent variables included in the equation. Among the independent variables, the variable of family (parents) values with a direct impact factor of 0.655 had the greatest effect on the variable of youths' value priorities.

Also, the results of the multivariate regression test for the value priorities of middle-aged people suggested that the independent variables included in the equation (consisting of family values, modernism and individualism) explain 16% of the total variations in the dependent variable of middle-aged people's value priorities. That is to say, 16% of the dependent variable variance is predicted by the independent variables included in the equation. Among the independent variables, the variable of individualism with a direct impact factor of 0.312 had the greatest effect on the variable of middle-aged people's value priorities.

Overall, study of value priorities among youths (aged 20-29 years) and middle-aged people (aged 40-49 years) demonstrates that there are distinct value differences between these two groups of people in society, which arise, more than anything else, from the difference in the type of breeding and the order of their living environments (family, community) and intergenerational differences. One of the differences between the value priorities of these two groups has been recognized in the discussion of individualism. The relationship between individualism and the amount of attention to values in young people was positive and reinforcing. But this relationship was negative and inverse among middle-aged people.

Another important result of this research is related to the issue of marital status. The results of this study revealed that in both groups under consideration, married people have higher value priorities compared to singles. In other words, married people pay more attention to values and value priorities. Hence, it is suggested that government officials pay more attention to the creation of the conditions for facilitating marriage among young people (including job creation, easy marriage, encouragement and loans and so on).

The issue of value priorities in our society is one of the issues that still need to be addressed and there is a need for the reproduction of this issue in the form of research on diverse topics in a variety of social and cultural fields. The present study focused on youths and middle-aged people (in a certain period) whereas this issue can be raised in relation to the statistical population of teachers, managers, employees, workers, etc., and new scientific results can be achieved.

Family and parents (parents' values) are among the most important factors in shaping the value system of individuals, especially young people. If it is possible to reinforce the value and cultural foundations of families through the media and other cultural and educational institutions and make them aware of the importance of their role in this process, we will certainly witness positive and decisive results in this field in the future.

References

Azad Armaki, T. & Khademi, H. (2004). Value priorities of Tehran students. Cultural Research Letter, 8(8).

Inglehart, R. (1994). Cultural transformation in the advanced industrial society. Translated by M. Vetr. Tehran: Kavir.

Inglehart, R. (2003). Cultural transformation in the advanced industrial society. Translated by M. Vetr. Tehran: Kavir.

Battomore, T. (2003). Critics of society (radical social thought in North America). Translated by M. Jawaher Kalam. Tehran: Vista Mehr Publishing, First Edition.

Khademi, H. A. (2004). Investigating the factors affecting the value priorities of high school male students in Tehran. Master's thesis, Faculty of Social Sciences, University of Tehran.

Khaleqifar, M. (2002). Investigating the materialist and postmaterialist values of Iranian educated youths, factors affecting them and their relationship with some culture-bound syndromes. Cultural Research Letter, 7(3).

Ritzer, G. (1995). The theory of sociology in contemporary periods. Translated by M. Salasi, Second Edition.

Sa'ei, A. (2008). Research method in social sciences (with a critical rationalist approach). Tehran: Samt.

Ghafouri, N. (2012). Comparing the value priorities of high school male and female students in Nasimshahr and District 6 of Tehran. Master's thesis, Faculty of Social Sciences, University of Tehran.

Cozer, L. (1993). The life and thought of the great men of Sociology. Translated by M. Salasi. Tehran: Elmi Publications.

Weber, M. (1995). The Protestant Ethic and the Spirit of Capitalism. Translated by A. K. Rashidian. Tehran: Scientific and cultural Publications.

Inglehart, R. (1971). The silent revolution: changing values and political styles among Western publics. Princcton University Press new York: Doubleday and co. lipset.

Inglehart et al. (2004). Sacred and Secular: Religion and politics Wordwide, Cambridge university press.

Inglehart, R. & Baker, W. (2001). Modernization, cultural change and the persistence of Traditional Values. American sociological Review.

Inglehart, R. (1999). Modernization and post-modernization, Princeton university press.

Inglehart, R. & Baker, W. (2001). Modernization, cultural change and the persistence of

traditional values. American sociological Review.

Hofsted (1997). Gender Equality and cultural change around the world, Cambridge university press, 2003 (co-authored with Pippa Norris).

Schwartz (1998). Counseling and values: A philosophical Psychological Falia, 32 (1-20).