

INVESTIGATING THE RELATIONSHIP BETWEEN MASS MEDIA USE AND SENSE OF SOCIAL SECURITY WOMEN KARAJ CITY

INVESTIGANDO A RELAÇÃO ENTRE O USO DA MASS MEDIA E O SENSO DE SEGURANÇA SOCIAL MULHERES CIDADE DE KARAJ

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Abstract: The increasing speed, ease, and breadth of mass media have had different implications for different national domains in societies. Given the importance of discussion of the sense of social security, the present study seeks to answer this main question using the field method, survey technique and research questionnaire is there a connection between the use of mass media and the sense of social security of women in Karaj city? The statistical population of the present study is all women 18 years of age and older in the Karaj city, 384 of whom have been studied as a sample size. SPSS software and Smart PLS structural equations have also been used to analyze the data. Research shows that there is a negative inverse relationship between the use of mass media and the overall sense of social security and its indicators.

Keywords: Media; Mass media; Sense of social security; Women; Karaj City.

Resumo: A velocidade, facilidade e amplitude crescentes dos meios de comunicação de massa tiveram diferentes implicações para diferentes domínios nacionais das sociedades. Dada a importância da discussão do sentido de segurança social, o presente estudo busca responder a essa questão central utilizando o método de campo, técnica de pesquisa e questionário de pesquisa se existe uma conexão entre o uso da mídia de massa e o sentido de segurança social das mulheres em Cidade de Karaj? A população estatística do presente estudo são todas as mulheres de 18 anos ou mais na cidade de Karaj, 384 das quais foram estudadas como um tamanho de amostra. O software SPSS e as equações estruturais Smart PLS também foram usados para analisar os dados. A pesquisa mostra que há uma relação inversa negativa entre o uso da mídia de massa e o sentido geral da segurança social e seus indicadores.

Palavras-chave: Meios de comunicação; Meios de comunicação de massa; Senso de segurança social; Mulheres; Karaj City.

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Introduction

Since the second half of the 1990s, the use of the internet in the political, economic, and social spheres has expanded in developed and somewhat developing countries, and because of its wide-ranging impact on various aspects of life, terms such as “global village,” “planetary consciousness,” and “end of geography” have become popular in today’s world.

The use of new communication technologies, especially satellite and the internet, has brought us into a new era and society. In recent decades, thinkers such as Daniel Bell have called it the meta-industrial society; Emmanuel Castells, the network society; and Tadao Ome Sao have called it the information society. Today, the new world media on the one hand as part of the “international civil society” (Keane, 1991, p. 40), “Technology of Freedom” (Pool, 1983) and “Democratization” (Randall, 1993); And on the other hand, they are known as globalization technologies that solve all the weaker cultures in a global (Western) culture (quoted by Kalantari et al., 2017, p. 25-26).

With the position that mass media have found from birth to death in today’s human life, they can be considered as social institutions and one of the major factors that influence the acceptance of social norms and values. As a result, they have a significant impact on people’s attitudes toward the events around them.

Today, the widespread use of new media, such as the internet, satellite, and virtual social networks, has created a new world, which includes a complex, interconnected, and multi-faceted collection. These developments, which are taking place in the global arena, have posed various challenges for societies, which have shown themselves to be one of the most important challenges in the field of emerging new social issues (Azizi and Heidarkhani, 2014, p. 135).

Mass media, which are closely linked to the transmission of security concepts, carry out their media mission by sending messages to all parts of the world, like an interconnected system. The unilateral flow of information and controlled distribution of this technology has become almost a challenge in the process of maintaining sense security and national and personal privacy of individuals, which plays an important role in globalization and unity of procedure in countries. The entry and processing of information into this system and its transformation into a media medium has turned the satellite into a strategic tool with various applications in the framework of global policies, which has led to a huge revolution in the dimensions of cyberspace.

Due to their nature and content, global mass media are among the influential variables influencing change in today’s societies. Examining the trend of rapid developments in the field of media technology in recent decades and years, we can see its explosive effect on the political-cultural-national-social arrangement of societies. The growing speed, ease, and breadth of mass media have had different implications for different national domains in societies, and the sense of social security (As an important security-political and social structure of societies) can be seen as one of the most influential areas. Perhaps it can be said that the same messages from this group of media can lead to social unrest in different societies. This can be considered as a reason for the need to study the effect of mass media on the feeling of security (Rusta, and Ahmadi, 2018, p. 68).

With the growth and development of urbanization and the expansion of metropolises and the more complex social relations of citizens in cities, the concept of security in cities has deviated from the original state and tangible physical aspects and has covered various economic, social, cultural and political dimensions, especially for women. The feeling of security in different social groups has different bound and scope and is more common among women. Women will certainly not feel comfortable unless they are safe in school, university, workplace, public places, on the street, and so on. So, worries about rape, harassment in the workplace, feelings of danger in commuting around the city, etc. can all affect women’s sense of social security (Salehi Amiri et al., 2017, p. 124).

Women are one of the most important groups due to their fragile and vulnerable position in the social and economic structure of societies, especially developing countries, which have been the focus of researchers and planners in the field of security research and sense security. Today, security in cities includes issues such as poverty, unemployment, inflation or

the quality of public services, crime, social anomalies, and addiction. The growth and spread of insecurity in cities have been more than the physical development of cities, with the advent of technological complexity and the division of social work, and this has seriously threatened the sense of security, comfort and well-being of citizens. Accordingly, the issue of social security and sense of social security is one of the most fundamental issues facing societies today, especially developing societies that have been severely affected by media attacks, which should be given special attention. Therefore, in this regard, the present study seeks to answer this main question: What are the social and cultural factors related to the sense of social security of karaj city women in urban environments with emphasis on mass media? Karaj city, due to its proximity to the capital and the many migrations from different parts of the country for work and sometimes false jobs that take place in this city, it has a large population of different people, temporary and culturally heterogeneous and this has somewhat jeopardized women's sense security, and therefore needs to be scientifically examined as a social issue.

Research background

Internal research

- Azad and others (2018) conducted a study entitled "Study of social factors affecting the sense of social security among the citizens of Qaemiyeh."

Our statistical population is 336 people and the sample number is 181 citizens of Qai-miyeh city who were selected by random sampling method. In this study, inferential findings show that there is a direct relationship between citizens' perceptions of social harm, mental health, governance of laws and regulations at the city level, citizens' attitudes towards physical protection and a sense of social security.

- Rezaei Moghadam et al., (2017) conducted a study entitled "Assessment and Assessment of Sense security Women in Urban Neighborhoods (Case Study: Noghan Neighborhood in Samen District of Mashhad)". The results of this study show that women's security in the Noghan neighborhood due to all kinds of crimes and violations, including theft and robbery, substance abuse, street harassment, etc., which reduces the security of women in the downstream urban spaces.

- Kalantari et al. (2017) conducted a study entitled "Study of the relationship between global media use and sense of social security in Kermanshah". The statistical population of the present study includes the citizens of Kermanshah. Using the Cochran's formula, 384 citizens 18 years of age and older were surveyed as a sample size. Research has shown that there is a significant negative relationship between the use of satellite, the internet and virtual social networks with a sense of social security.

- Khajeh Nouri and Kaveh (2013) conducted a study entitled "Study of the relationship between media consumption and sense of social security". The statistical population includes all women aged 15-35 in Sanandaj. The number of samples was determined according to the statistical population and according to the lin table, 382 people. The findings indicate that there is a significant relationship between gender, marital status, and type of housing and residential status with a sense of social security. The findings also showed that the interaction effect of using domestic television and domestic radio had the greatest effect on the feeling of security.

-Hashemianfar et al., (2013) conducted a study entitled "The effect of religiosity and mass media on students' sense of social security." For this purpose, a sample of 400 students was selected by stratified random sampling. The results of the correlation test show that religiosity and all its dimensions (doctrinal, emotional, consequential, and ritual) have a direct and significant relationship with the sense of social security. Also, the sense of social security has a significant relationship with the use of internal media, television, radio and satellite, but it does not have a significant relationship with the use of the internet, magazines and newspapers. The relationship between the sense of social security and the use of television, radio and internal media, in general, is direct but inversely related to the use of satellite.

External research

- Pearson & Breetzke (2017) examined the relationships between security and fear of crime and environmental-physical factors and individual characteristics of individuals in New Zealand. Census data and police data were used to collect data.

The results of their research showed that there was a positive relationship between the dependent variable and female gender, previous experience of crime, and the feeling of deprivation of positive relationship with the variables of job quality, length of stay in the neighborhood and age.

- Erdonmez (2015) in a study of the effect of media on the insecurity of citizens in Turkey showed that among the population variables, only gender and among the media variables, only watching TV crime programs and internet news is associated with feelings of insecurity.

- Karakus et al. (2010), conducted a study entitled "Crime, Media and Sense security". They came to the conclusion that these factors are significantly related to sense security, and among the data obtained from the respondents, white women over the age of 30 have the highest average in relation to these factors.

- Afshar (2006), studied "factors affecting sense security in large residential complexes in Amsterdam, the Netherlands and Milan, Italy". They discuss security in three areas: safety, security, and security, and argue that many factors make us feel insecure. Including urban change and fear of the other, the role of the media in creating and disseminating fear, the sensitivity of politicians and. As these factors intensify, the safety and security issues of discourse policy are accelerated from the international to the local level.

Dowler (2003) examined the relationship between feelings of insecurity, criminal justice, and understanding of police adequacy and concluded that public awareness of crime and justice is largely shaped by the media. He also showed that insecurity is higher among women and the elderly than in other groups, and that people who regularly follow criminal programs feel less secure.

- Catford (1995) examines the relationship between media and social security in an article entitled "The Mass Media Has Died: Long Live Multimedia" in which he cites the reasons for the use of mass media in the field of security. He argues that the media is an effective way to educate large population groups that cover all members of society and even the masses.

Theoretical foundations

Theories of sense of social security

Bari Buzan

According to Buzan, social security comes into play when a person considers himself a member of a social group. He believes that there is a realm of life in which the individual considers himself to belong to the concept of "us" and feels committed to it. Therefore, any factor and phenomenon that disrupts the sense of belonging and solidarity of members of a group, in fact, endangers the identity of that group and is considered a threat to its social security (Buzan, 2000, p. 3). Another point is that Buzan and Weaver discuss security in both objective and subjective dimensions and state that there are security threats in a range that can be mentally experienced (Nabavi et al., 2010, p. 77). Buzan introduces the starting point of security as mental and based on the decision of the actors. He states that the issue of security in society is known because actors can refer to it and see some phenomena as a threat (Ebrahimi, 2007, p. 444).

Al Weaver

Weaver argues that a sociological approach should be viewed from a security perspective, and after analyzing the sociological foundations of security, Gamma rejects that definition (Mc Keane Lai and Little, 2001, p. 48). According to this, Weaver considers security in terms of

a dichotomy between government security and social security he points out that members of society cannot feel irresponsible about what threatens their security and identity and leave it to the government alone thus, Weaver confirms the need for individuals to participate in ensuring their social security and that of society (Nabavi et al., 2010, p. 88).

Mitar

Mitar uses a systematic model based on Bailey's anarchic theory of social security. Based on different analytical levels, he divides social issues into six levels: individual, group, organizational, community, community, and transnational system, and uses anarchy as a means of measuring the state of the system. In social anarchy theory, he mentions six major social variables including population, information, space, technology, organization, and the level of quality of security and the following formula, in which security is a function of population, information, space, technology, and organizational variables:

$L = F(P, I, S, T, O)$ can be said based on the function provided Any society that is in a better position in terms of population, information, geographical space, technology and organization as a result, it will have higher social security, and vice versa (Mitar, 1996, p. 7).

Molar

Since the beginning of contemplation and thinking about security has been accompanied by its negative aspect, that is, the conditions free from danger, fear, loss and damage, and the continuation of the conditions of reassurance and peace. Similarly, in the case of social security, its denial is more important and thought-provoking, as Molar points out; social security arises when society feels threatened by its identity components. Molar begins his discussion of social security by describing different forms of security he argues that security exists in three forms: national, social, and human and in proportion to the differences in the security authorities, the threats will be different (Navidnia, 2003, p. 57).

Among domestic sociologists, Chalabi believes that security is one of the collective avenues that society provides for its citizens and everyone else in it. Objectively, security can be defined as the release of a threat. In the mental dimension, security means feeling calm or not feeling threatened and not feeling fear caused by the environment near and far. Of course, these two dimensions usually have a strong sense of solidarity with each other. However, in the final analysis, the former largely determines the latter; and a percentage of variance in the security variable in the mental dimension is affected by the software environment of the community and how it is informed and its contents (Chalabi, 2006, p. 107). Based on this, it can be said that the sense of social security is the lack of panic about the threat or endangerment of basic characteristics and human values and the lack of fear of the threat of legitimate rights and freedoms (Afshar, 2006, p. 61).

Influential media theories

Bullet theory

The first theory formulated about the range of effects of mass media is "bullet theory." These two theories have different meanings and have great importance for the media message in terms of impact on the audience. The bullet theory believes that media messages enter the brain like bullets and have a strong effect on the audience's mind. The bullet-model is based on two factors, "stimulus" and "reaction", and is conditional. This theory is based on psychological attitudes (Sarukhani & Safaei, 2005, p. 98)

McGuire later developed this theory and introduced a more complex model he formulated the process of the effect of the media message on the audience in six stages as follows:

Presentation → attention → understanding → acceptance → maintenance → behavior

The above model is the result of psychological research and has predictive power.

Planting theory

The formulation of this theory is the result of extensive research by Gryn et al. (1980) on the effects of television. According to Gryn et al., television, pervasive influences families planting worldviews, roles, and values common to their minds. According to the founders and proponents of the theory of planting, television, more than any other medium, shapes the thoughts, lifestyles, and interpersonal relationships of individuals in society. Because this media is more present in people's daily lives than other media (Baseri and Hajiani, 2010, p. 84).

Media determinism theory

McLuhan argued that technological influences do not occur at the level of theories and hypotheses, but rather that they constantly change the relationships between the senses or the patterns of our mental imaginations without any resistance. In other words, the most important effect of mass media is that it affects the habits of the audience's imagination and way of thinking. Printing, for example, emphasizes the sense of sight. At the same time, printing influenced our way of thinking and made it linear, step-by-step, regular, repetitive, and logical. In fact, it forced human printing to separate thinking from emotion, leading human printing to specialization and technology (Azizi and Heidarkhani, 2014, p. 137-139).

Global Village Theory

This theory was put forward by McLuhan, a Canadian journalist according to this theory, in terms of receiving information today; our world has become a village where the news published reaches everyone in a very short time (Sarokhani, 1997: 31). McLuhan cites information and messaging as a key factor in the evolution of communication systems. He believes that the media influences the forms of socialization of individuals and shapes and determines the degree of human activity and relationships. He also says that under the influence of electronic communication devices, the feeling of social life has changed and all manifestations of human culture are changing (Motamednejad, 2006, p. 18).

Modeling theory

According to this theory, mass media, especially television and the film industry, show different methods and patterns of behavior in their programs. These patterns can be ways of talking, dressing, walking, or in general, any action and movement of the actors can actually be a pattern for the audience. These movements can take the form of behavioral patterns that can be imitated, and people who watch these shows may accept them as part of their personal behaviors (Sorin & Tankard, 2014, p. 628).

Crystallization theory

This theory states that the media "by highlighting a small event and obtaining strategic results from it" (Sarokhani, 1997, p. 58) affects the determination of the importance of events in the eyes of readers. Accordingly, the media, by publishing violent news, values it and puts violence at the center of the audience's thoughts. The natural consequence of this is the criminalization of the media and the excessive reflection of deviations in mass communication. The crystallization of violence in the media makes media violence much greater than the level of violence in people's real lives. This phenomenon makes people think that violence and crime have distorted the real world, and especially the effect of this phenomenon on young people will be greater. Comments on the book in the book *Social Applied Psychology* states that "The media mostly reflects the pollution of life. "He believes: "Violent crime, especially murder, is more common in the media than in real life. In contrast, mass crimes, or those related to white collars, such as fraud in consumer goods and industrial pollution, and non-victimized crimes

such as drunkenness, appear less on the media than in the real world” (Azkamb, 2016, p. 441). Another dimension of crystallization theory addresses the impact of this phenomenon on the audience: “People perceive reality not from reality itself, but from the reality reflected in the media” (Azkamb, 2016, p. 450). Accordingly, people’s attention and interest are more influenced by media imagery than the real-world situation. Theory of quasi-interactive environments

Quasi-interactive environments

An environment in which the user cannot communicate bilaterally is called. Such as the types of web pages on the internet that use theories of mass communication to influence the values of the family and the relationship of family members with each other, which of course may be used for interactive environments (Omidvar & Saremi, 1381, p. 84). Theoretical framework of research

(Media Influential Theories on the Sense of Social Security) This section deals with theories that underlie hypotheses and the relationship between media use and the sense of social security. In cultural and ideological theory, Louis Althusser sees mass media as part of the “ideological apparatus” of the basic tools of the ruling power that can “reproduce” appropriate thought by presenting desirable images of the world or social system (Rouhani, 2008, p. 30). When the use of media violence increases, desensitization in the audience also increases. The normalization of violence in the audience increases the risk that moral values about violence will change and that values that consider acts of violence disgusting and reprehensible will lose their importance.

This theory states that media that portrays violence without pain causes the audience to be misled and indifferent to the tragic consequences of violence. As a result, the audience is less concerned about the negative effects of violence, which leads to the normalization of violence and its indifference (desensitization). As a result, the feeling of insecurity increases with increasing violence (Azizi and Heidarkhani, 2014, p. 136-140). Taylor & Hale has been named by the media for magnifying the crime. One theoretical approach to sense security is based on the principle that the feeling of insecurity is the product of a personal encounter with or knowledge of a crime by the listener, whether in contact with others or the mass media. Among “insecurity experiences”, the effect of direct victimization is related to concerns about certain types of “concerns” about crime and certain insecurities. Of course, such experiences seem to form a small part of a strong explanation of feelings of insecurity (Bayat, 2008, p. 119).

In addition, this approach emphasizes the magnification or highlighting of risk and exposure to crime as one of the platforms for developing feelings of insecurity. Taylor & Hale has defined this phenomenon as a narrative of the magnification of crime by the media: “The process that operates in the living environment of human beings in such a way that it publishes the frightening effects of criminal events” (Bayat, 2008, p. 119).

Daniel Lerner has found in research in Third World countries that one of the findings is the impact of mass media on changing people’s mindsets. In his opinion, mass media in these societies acquaints with the facilities and conditions of developed countries and raises their expectations, and due to the inability of these societies to meet these demands, it creates a feeling of deprivation and dissatisfaction in individuals and this deprivation and dissatisfaction that has been created through social comparison with other countries lead to instability and insecurity (Dadgaran, 2017, p. 132).

According to Wallerstein, mass media transmits the thoughts and policies of Western societies to developing countries. Wallerstein says: “by transferring the social movements of Western societies to developing countries, the mass media has imposed new problems on these countries, weakening the government’s ability to manage them.” In this case, the feeling of insecurity becomes widespread in society (Horne, 2001, p. 35).

Thompson also noted the transfer of information, ideas and policies of Western governments through the mass media. He called “the unilateral flow of information from Western societies to other societies an electronic aggression, a threat to the culture of less developed countries.” As a result of this invasion, the culture of developed countries is in crisis, and this has had a profound effect on the security sector of society (Thompson, 2015, p. 208).

In general, based on the theories of Louis Althusser, Taylor & Hale, Daniel Lerner, Wallerstein and Thompson, there is a connection between the use of mass media and sense security. From Althusser's point of view, the use of mass media affects people's sense security and makes them feel insecure. Taylor & Hale blames media bullying for insecurity. Lerner argues that the media makes comparisons between societies, and that comparison makes them feel deprived and dissatisfied, and ultimately insecure. Wallerstein and Thompson, in their theories, have highlighted the role of mass media in feeling insecure and believe that the media is responsible for reducing sense security. Therefore, from the above theories, the main hypothesis is extracted that: - There is a relationship between the use of mass media and the sense of social security.

Hypotheses

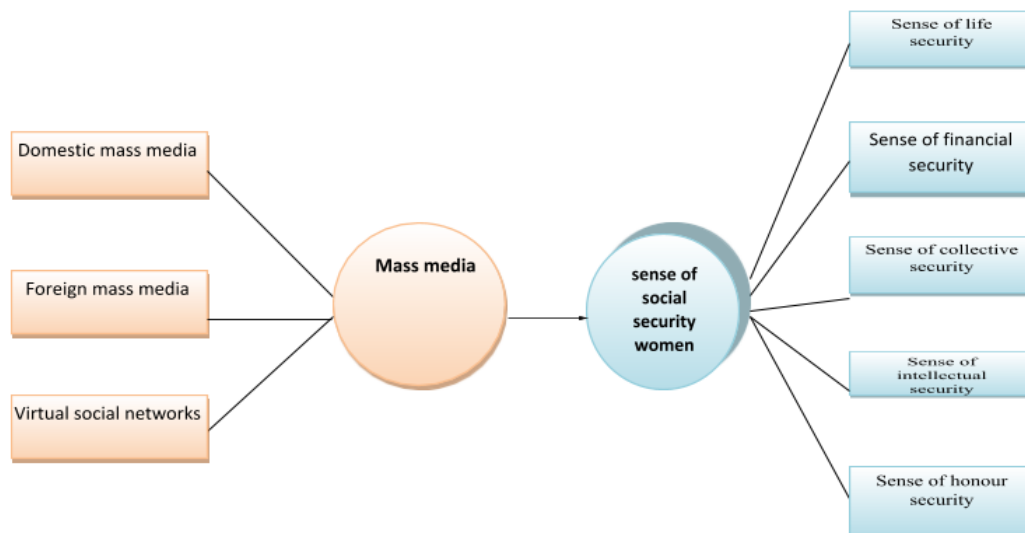
The main hypothesis

- There is a relationship between the use of mass media and the sense of social security.

Sub-hypotheses

- There is a relationship between the use of mass media and the sense of life security.
- There is a relationship between the use of mass media and the sense of financial security.
- There is a relationship between the use of mass media and the sense of collective security.
- There is a relationship between the use of mass media and the sense of intellectual security.
- There is a relationship between the use of mass media and the sense of honor security.

Figure 1. Theoretical model of research



Research methods

The present study aims to investigate the relationship between the use of mass media and the sense of social security of women in Karaj city. In terms of purpose type, it is a practical review. In terms of expansive breadth, in terms of scope of scope, and in terms of time, it is a cross-sectional review.

The present study is a quantity study based on the type of data collected and analyzed, and it is a field study in terms of how to deal with the issue under consideration and enter into it. The technique used in this study was a survey. In the field study, a questionnaire was used to collect the required information. Prior to the survey, the initial questionnaire was tested and, using the results obtained, the existing defects were eliminated and the final questionnaire was prepared.

The statistical community of the present study includes all women aged 18 and over in Karaj city, which according to the 2016 census, is about 600 thousand people. Since it was not naturally possible to study the views of all residents, the sampling method was used to explain the views of the subjects and based on the Cochran's formula. A number of individuals (384 people) who were identified as representing the statistical population were selected and studied as a sample.

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} - 1 \right)}$$

$$N = 600000 \quad t = 1/96 \quad P = 0/5 \quad Q = 0/5 \quad d = 0/05$$

$$n = \frac{\frac{(1/96)^2 \times (0/5)(0/5)}{(0/05)^2}}{1 + \frac{1}{600000} \left(\frac{(1/96) \times (0/5)(0/5)}{(0/05)^2} - 1 \right)} = 384$$

The sampling method in this study is a two-step sampling method using cluster sampling and then simple random sampling. After collecting the data, their analysis was performed using SPSS and PLS Smart statistical software and in this regard, statistical tests appropriate to each hypothesis were used to test the hypotheses. In this regard, in order to ensure the necessary credibility, counseling and using the opinions of professors and relevant experts, as well as the Cronbach's alpha test, have been used to ensure the reliability of the questionnaire and based on the alpha coefficient, the reliability coefficient of all variables is higher than 0.7.

Table 1. Reliability of the final questionnaire based on Cronbach's alpha coefficient

Variable	Index	Alpha coefficient
mass media	internal media	752/0
	foreign media	793/0
	virtual social networks	742/0
sense of social security	sense of life security	825/0
	sense of financial security	814/0
	sense of collective security	825/0
	sense of intellectual security	814/0
	sense of honor security	852/0

Conceptual and operational definition of variables

Mass media

Conceptual Definition: Global mass media is a set of means of communication that is generally sought by a group of audiences through one-way communication at transnational levels. These media do not produce programs at the national level and are available in different countries (Kalantari et al., 2017, p. 31).

Operational definition: Media literacy in this study, the indicators of using internal media, foreign media and virtual social networks were examined.

Sense of social security

Conceptual definition: sense security is a psychological-social phenomenon that has various dimensions. This feeling is due to people's direct and indirect experiences of the environment, and different people experience it in different ways. In terms of methodology, a sense security is a multidimensional structure and in relation to social conditions and different people, it has emerged in different ways and can be measured and measured in different forms (Bayat, 2008, p. 4). Operational definition: In the present study, the sense of social security has been measured by the indicators of sense of life security, financial, collective, and intellectual and honor.

Results and Discussion

Descriptive statistics

The abundant results of variable marital status show that 59.65% of the people studied are married and the other 40.35% are single.

The high results of the variable of education also show that 0.33% of the respondents have sub-diploma and diploma literacy, 0.15 respondents have an associate degree, 0.43 respondents have a bachelor's degree and 0.9% of the respondents have a master's degree and above.

Also, the abundant results of the age variable show that 0.14 respondents aged 18 to 20; 0.21 respondents aged 25 to 29; 0.23 respondents 30 to 35 years; 0.15 respondents, 35 to 40 years old; 0.16 respondents, 40 to 49 years; 0.8 respondents, 50 to 60 years; and 0.3 respondents are 60 years old and older.

Descriptive statistics of media literacy variable and its dimensions.

Table 2. Distribution of respondents according to the use of mass media and its dimensions

Mass media components	very little		little		medium		much		very much		Average
	Abundance	percent	Abundance	percent	Abundance	percent	Abundance	percent	Abundance	percent	
internal media	19	4/94	25	6/52	130	33/85	100	26/05	110	28/64	3/66
foreign media	42	10/94	79	20/57	174	45/31	69	17/96	20	5/21	2/86
Virtual social networks	14	4/42	26	8/34	90	23/43	170	43/23	84	21/88	3/74
The use of mass media											3/42

Table 2 shows the variable of mass media usage and its components, showing that among the components of mass media use, the highest average is related to the use of virtual social networks (3.74), and the lowest average is related to foreign media (2/86). Also, the average use of internal media (3.66) and the total average use of mass media (3.42) are higher than the average.

Table 3. Distribution of respondents according to the sense of social security and its dimensions

Average	very much		much		medium		little		very little		mass media
	percent	Abundance	percent	Abundance	percent	Abundance	percent	Abundance	percent	Abundance	
3/22	10/42	40	33/07	127	34/11	131	12/76	49	9/64	37	sense of life security
2/75	5/72	22	21/09	81	35/93	138	17/46	67	19/79	76	sense of financial security
3/51	16/15	62	36/71	141	33/33	128	9/63	37	4/16	16	sense of collective security
3/03	10/41	40	27/34	105	30/46	117	16/15	62	15/62	60	sense of intellectual security
3/43	15/63	60	40/62	156	24/74	95	9/38	36	9/63	37	sense of honor security
3/18											Use of mass media

The table of variables using mass media and its components shows that among the components of using mass media, the highest mean is related to the sense of collective security (3/51) and Minimum average for sense of financial security (2.75). The average sense of life security (3.22), sense of intellectual security (3.03) and sense of honor security (3.43) and the overall average use of mass media (3.18) is average.

Inferential statistics

Examining the normal state of data distribution

There are prerequisites for using parametric tests: The condition is that the data is normal. In order to check the normality of the factors, the single sample sample of Kolmogorov-Smirnov is used as follows.

H_0 : The data is normally distributed

H_1 : Data does not have a normal distribution

Table 4. Kolmogorov – Smirnov test to determine whether the research variables are normal

Subscales	sense of life security	sense of financial security	sense of collective security	sense of intellectual security	sense of honor security	mass media
Indicators						
Number	384	384	384	384	384	384
Kolmogorov-Smirnov values	70/2	98/2	54/2	01/3	60/3	12/2
Significant level (two domains)	088/0	12/0	097/0	083/0	16/0	23/0

According to Table 4, it can be concluded that, because the values of the significance level of all research variables are more than 0.05, this factor normalizes the distribution of data and can be used in the analysis of research hypotheses, parametric tests.

Testing the hypotheses

There is a relationship between the use of mass media and the sense of social security and its dimensions (sense of life security, sense of financial security, sense of collective security, sense of intellectual security and sense of honor security).

Pearson correlation coefficient test has been used to investigate the research hypotheses concerning the relationship between the use of mass media with the sense of social security and its dimensions (sense of life security, sense of financial security, sense of collective security, sense of intellectual security and sense of honor security).

The findings are as follows.

Table5. Correlation between independent and dependent research variables

Variable name		index The correlation coefficient	The use of mass media	
			Meaningful level	
sense of social security	sense of life security		42/0 -	000/0
	sense of financial security		34/0-	000/0
	sense of collective security		37/0-	000/0
	sense of intellectual security		31/0-	000/0
	sense of honor security		30/0-	002/0
	sense of social security		33/0-	000/0

The findings suggest that there is a negative, inverse, and significant relationship between the use of mass media and the sense of social security and its dimensions from the perspective of Karaj city women. Meanwhile, the relationship between the use of mass media and sense of life security ($P = 0.42$) has the highest correlation coefficient and the relationship between the use of mass media and the sense of honor security has the lowest correlation coefficient ($P = -0.30$). Also, the relationship between the use of mass media with a sense of financial security ($P = -0.34$), a sense of collective security ($P = -0.37$) and a sense of intellectual security ($P = -0.31$) has a negative and significant correlation coefficient. Therefore, it can be argued that the greater the use of mass media ($P = -0.33$) and its dimensions, the lower the sense of social security of women and all the hypotheses of the present study are confirmed.

Structural Equation Model (Smart PLS)

In order to determine the intensity and to investigate the effect of using mass media on women's sense of social security in different dimensions, a structural equation model has been used. In this research, using the structural equation modeling method, the structural equation model of the research is tested. The approach in this section is a two-step approach. This means that after developing a theoretical research model It is necessary to discuss the estimation of the model or in other words the estimation of the free parameters in the model and the analysis of the partial and general indicators of the model to determine whether the experimental data are generally supportive of the developed theoretical model.

The modeling of structural equations using the least squares (PLS) method, unlike the covariance-oriented method (software such as AMOS, LISREL and EQS), does not have the fit indicators of the Chi-square model to check the compatibility of the theoretical model with the collected data. It depends on the nature of the PLS axis. Therefore, the fit indicators developed along with this approach are related to the adequacy of the model in predicting dependent va-

riables; Such as communality and redundancy indicators or GOF index. In fact, these indicators show to what extent they are able to predict their infrastructure for the model of measuring reagents and for the structural model, to what extent and with what quality are the exogenous variables able to predict the endogenous variables of the model.

Estimates related to the overall evaluation indicators of the structural model and the main parameters of this model (variable effect of using mass media on the sense of social security in different dimensions) are reported in the following figures and tables:

Figure 2. Structural Equation Model The effect of using mass media on women’s sense of social security in different dimensions

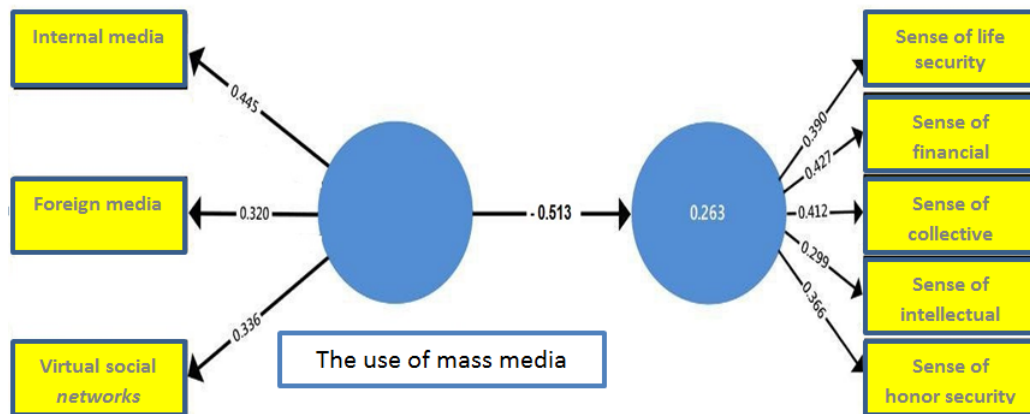


Table 4. Estimation of Generality Evaluation Indices of Structural Equation Model

Index	GOF	SRMR	NFI
amount	80/	085/0	92/0

The Generality Evaluation Indicators of the Structural Equation Model together generally indicate that the data support the theoretical model of the research in other words, the fit of the data to the model is established and the indicators indicate the desirability of the structural equation model.

Table 5. Estimation of the variable effect of mass media use on women’s sense of social security in different dimensions

Independent variable	path	Dependent variable	Determination coefficient	Effect coefficient	Critical value	Meaningful level
The use of mass media	<---	sense of social security women	263/0	513/0-	½	001/0

The estimated values in the table above indicate

The variable of using mass media in total explains 0.51 of the variance of the variable sense of social security of women taking into account the values related to the volume of the effect of the index, the coefficient of determining this value is estimated at an average (0.26) in other words, the variable of using mass media in different dimensions has the average ability to explain the variance of women’s sense of social security.

1) The variable effect of mass media use on women's sense of social security is statistically significant. Thus, the general research hypothesis that the variable of mass media use affects the sense of social security of women is confirmed.

Conclusion

One of the most important developments in the world extensive use of mass media, this process has posed various challenges in the social, economic, cultural and political spheres for societies. The internet, satellite, and virtual social networks, as new media, have been instrumental in building the general culture of beliefs and public opinion, and have enabled them to be present in all geographical locations, regardless of ideological or cultural boundaries. One of the most important challenges in using this mass media in the field of social issues is the issue of citizens' sense security. In this regard, after researching the concept of social security and sense of social security, theories of the effect of media use on individuals were discussed, and finally the theoretical framework of research, namely the relationship between mass media and sense of social security. Given the importance of the discussion of the relationship between the use of mass media and the sense of social security in the present study, which was conducted among 384 women in karaj city as a sample size, to examine the relationship between the use of mass media as an independent variable and the sense of social security of women in different dimensions of the sense of life security, sense of financial security, sense of collective security, sense of intellectual security, and sense of honor security. Was treated as a dependent variable. The findings suggest that there is a negative, inverse, and significant relationship between the use of mass media and the sense of social security and its dimensions from the perspective of Karaj city women. Meanwhile, the relationship between the use of mass media and the sense of life security ($P = 0.42$) has the highest correlation coefficient and the relationship between the use of mass media and the sense of honor security has the lowest correlation coefficient ($P = -0.30$). Also, the relationship between the use of mass media with sense of financial security ($P = -0.34$), sense of collective security (-0.37) and sense of intellectual security ($P = -0.31$) has a negative and significant correlation coefficient. Therefore, it can be argued that the greater the use of mass media ($P = -0.33$) and its dimensions, the lower the sense of social security of women and all the hypotheses of the present study are confirmed.

The results of the Smart PLS structural equation model also show that the variable of using mass media explains a total of 0.51 of the variance of the variable sense of social security of women taking into account the values related to the volume of the effect of the index, the coefficient of determining this value is estimated at an average (0.26) in other words, the variable of using mass media in different dimensions has the average ability to explain the variance of women's sense of social security.

The results of the present study on the relationship between mass media use and sense of social security are consistent with the findings of police and others' research (2017), Khajeh Nouri and Kaveh (2013), Hashemianfar et al. (2013), Karakus et al. (2009) and Erdonmez (2009).

In their findings, each of these researchers found a link between the use of mass media and the sense of social security.

In the end, it should be said that the negative impact of the use of mass media on the sense of social security is serious and significant. Therefore, since no borders can be created for this medium by enlightening the people, especially women, about the threats of the new media and educating them, along with informing the families, it is necessary to move the space in a direction that minimizes the negative impact of this media.

One of the best ways to deal with mass media advertising is through media literacy. It should be noted that media literacy does not belong to a particular class or class or gender, but is all-encompassing and inclusive, and encompasses all members of society at all levels and classes; countries such as Japan and Canada, which are at the forefront of media literacy, have made media literacy one of their school subjects while in our country, even most students, especially communication students, are not familiar with this term. However, due to the growing importance of media literacy in society and the growing trend in this field, the need for familiarity and use of this term (media literacy) has become more than ever. It is better to increase

the media literacy of users instead of the heavy cost of filtering different sites. Also, in order to be safe from the harms of the virtual world, the solution of media socialization should be put on the agenda. Finally, those involved in internal media, especially national television should improve the level of their programs and also be able to reduce the effects of foreign media by gaining the trust of citizens, especially women.

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