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The effect of mass media on social security

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ABSTRACT

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This study examines the impact of mass media on social security, for convenience and easy access to this type of research, we conducted it in the city of Islam Abad and then we can generalize it to the whole community of Iran. The population studied in this research is individuals and households of Islam Abad city that encompasses most of the student class. By using questionnaires, it has been tried that the operating variables such as the impact of mass media on social security have been assessed, and initial evaluation of the research has been given to researchers. The theoretical framework of this study is based on the opinions and ideas of the great scientists of the research. The research was based on field research and survey and data collected through the questionnaire and in the fourth quarter, inferential analyzes were applied. In this research, specializing software SPSS was used for analysis. Among sample population of 100 patients, 0.73 were female and 0.27 were male, 0.72 were single and 0.28 were married. The average monthly household income is 531,100 Toman, and the average age is between 14 to 24. In this chapter, we discuss the conclusions and with recommendations the research is terminated.

1. Introduction

Feeling secure is a psychological- social phenomenon - the dimensions are different. This feeling comes from direct and indirect experience of the surrounding circumstances which is faced differently by different people. Psychologically, the feeling of security is a multidimensional construct that, depending on the social context, in different people emerges and in various forms is quantifiable and measurable. This feeling like more than anything else is concerned to the field of social psychology. So security is defined as lack of insecurity in society. Feeling security is very important and influential factor in the life of man and his activities, this sense is a factor for progress and abilities of the individual and society and also is led to a conscious choice in different stages of his life (Amgaky, 2009). Nowadays, people are concerned about crime and disorder, which affects their daily life management (Hebton, Joe Chang, 2009) . Response to fear of victimization makes many people avoid probable risks or at least reduce their exposure to risk (Carmona et al, 2003). Through victimization theory, victims are persons who are directly involved in crime or are indirectly informed through network of local information, talk with friends and acquaintances, gossip or mass media (radio, TV and newspapers) about crime and are aware of the problems, feel more insecure than others (Bohr, 2003). One of the functions of mass media is monitoring environment. Persons due to information received from the media evaluate the environment. The most important idea that Gerbner in his cultivation theory mentions, that media as one of the most striking effects of media, is the sense of security or insecurity (Javaheri and Balakhani, 2007). The results of some studies have also shown that there is a significant relationship between the media and feeling secure. Recognizing behaviors that occur only in the sense of providing social security leads to increase or decrease the level of security in society. Some of these behaviors may be a feeling of insecurity and fear brought about by social and psychological barrier to the development of society. It seems that in our study population have been faced with such a situation. Regarding to the above, in this research, we aim to explore the impact of mass media on social security in the city of Islam Abad.

2. Problem statement

Humans to dominate nature, to escape the insecurity and threats to basic needs and in a word, to achieve a sense of security and safety chose life. Furthermore, along with community development and social interactions relationships become more complex which has separated the relationship between the various aspects of life under the headings of social, economic, political, cultural and ... and overshadowed her/his safety. Thus, the accumulation and formation of human society will provide a situation for its security and threats of social life. After his escape from insecurity and achieving a sense of security, society was formed, and soon found that in this time he is threatened not only by the nature and natural factors, but also by the people and the various social, economic and political. Hence his constant concern to achieve a sense of security in a new category entitled "Social security feeling" emerged. Today, which is the era of information and communication, media is as an important tool of cultural activities which is at the attention of sociologists and custodian of social security and social order. Mass media is involved in social or environmental factors which plays an important role in social security. The nature of media is such that to attract the audience, they are compelled to exaggerate or distort facts, concepts and treatment. So the question is raised that what is the media's role in creating feeling security in society? Does the tool have the power and ability to keep up with the goals of the government and the government to establish a remedial social security. This study seeks to address these issues by proposing strategies for achieving these goals.

3. Research importance

Study of the factors effecting feeling social security shows that without knowing the factors associated with feelings secure, providing social security and public order in the community would not be possible. Therefore, these factors create feeling of social security, the basic preconditions of the plan is to promote social security. Therefore, the present study seeks to identify some factors related to social security. Those categories considered in this study, are those the elements that are important in relation to the social and economic spheres of life. The role of media in social security is important and necessary. The media in this context have the duties and functions which are considered important in this study; Bring awareness to the mass audience sites and news organizations that are active in the destruction of social security accelerates neutralizing action, use persuasive attraction, emotional and moral government activities in a way that gives a sense of security. During the news, if issues are not accompanied by reflection with technical skills, not only government will not strengthen, but also the currents that are going to resort to political propaganda, will have the opportunity to take advantage of the situation to make things much worse. Media management by organizing groups, news, newspapers, magazines, radio and television stations and by controlling psychological environment for a peaceful transition at the local, provincial, national levels and meanwhile by enjoying the regulations or guidelines (notification, notification) utilize the fullest usage to overcome public thoughts. If the media is not applied a sound management, it can provide the social context of mobility, emotion and violent clashes and intensify social and psychological turmoil. The context of violent behavior and achievement to destructive tools (social security) of the perpetrators should be denied. We should examine the strengths and weaknesses of individual and group behavior to minimize adverse effects and maximize the destruction of social security.

4. Theoretical framework

The security concept as it is prevailing has become more connected to the government than people. The reason is that in the seventeenth century, when the current system of government, which had started with the advent of international security, known and acted with reference to the needs and aspirations of governments. In this period, the government initially considered as a tool for providing security for its citizens, but actually became a tool for securing government system. Thus, the concepts of stability and security of the state in which it would be used as the core concept were replaced with the whole concept of common security and performance of government (Bilgin, 2003). From the starting point, lack of security is raised with the lack of the state authority against traditional approaches, and in particular, as it can be seen in the works of Hobbes, states, as well as, were considered as the center of security, authority and coercion. Therefore, the security of the citizens is guaranteed by the government. Thus, most of the classical literature on security deals with this problem that security is made by the government. (Kraus, 1996). In later periods, modern approaches and ideas in support of critical importance to humans or the environment were noted and were stressed on several security authorities (Bilgyn: 2003). As the idea of national security went away from the traditional approach, subjective dimension of security in addition to the objective dimension appeared even more important than it. As now the national security without a perceived sense of security is considered meaningless (Khalili, 2003). In this study, modern approaches of the votes of Barry Buzan, L.Weaver and Talcott Parsnz were chosen as the theoretical framework. Barry Buzan used social security for the first time in a book called "People, States and Fear" (Roi, 1996). Buzan refers to the social security maintenance of its characteristics, which its members can be considered as a member of a social group, or in other words, is associated with those aspects of life that will shape the group's identity (Buzan, Weaver, 1998). In Buzan votes, areas of life that the person knows to be belonged to, the concept of "we" because of the sense of obligation and duty is desired. Thus, any agent that causes abnormal phenomenon in the sense of solidarity as members of a group is actually endangered and is considered as a threat to social security (Buzan, 2000). In this view, to the extent that several features such as population, education, health, welfare, etc are involved, sense of belonging to such a community is strengthened between them (Navidnia, 2007: 30) so feeling secure will increase. Another point, that Buzan and Weaver raised security in both objective and subjective aspect and stated that there are a range of security threats which are also experienced subjectively (Buzan, Weaver, Dovild, 1998). Buzan, introduces the starting point as subjective and is based on security decisions of the players. He states that

the security issue is known in the society, because actors can refer to it. Thus, a historical look at social phenomena and emphasizing the role of norms, rules and culture should be considered in this perspective, because they believe that security is not always based on objective references and the norms of human relationship [in security] is more important (Abraham, 2009). Since L. Weaver and Barry Buzan belong to one school, we have offered similar comments about social security. However, Weaver in the book "Identity, migration and the new security charter in Europe" (1993) started to re-conceptualize the next five Buzan about security (Nasri, 2000). Weaver raised "constructed security in the society". His claim is that security should be considered from a sociological perspective and sociological foundations of security analysis (McKim Lai, Little, 2002). (Roy, 1996) noted that the population cannot be compared to anything that threatens their security and identity (Mootymr, quotes from Navidnia, 2004). Thus, Buzan and Weaver emphasize on participation of people in social security. Talcott Parsnz of the famous sociologists has analyzed security from a sociological perspective. He founded the security issue of Hobbes's work as his theory of sociology. But in fact, the fundamental problem of the theory of analytic functions of Parsnz, is the problem of "social order" (Chalabi, 1997) which indicates the concept of security. Parsnz society is divided into sub-systems, each with a specific function and ability to perform their functions, durability and survival of the community and vice versa, due to the shortcomings of the function, integrity and unity [and thus secure] of society from harm and danger of disintegration and decay is threatened (Navidnia, 2007). Since in Parsnz theory, legal institutions of the society will realize functions and will provide the desired unity of Parsnz, thus the society will be consolidating the institutions of the legal order, safety and durability (Bashiriyeh, 1995: 89). The present research inspired by this thought, deals with the analysis of the relationship between perceptions of the law and the police - as a means of external control - and the feeling of social security for them. It is clear that maintaining order and security in Parsnz theory is not limited only to the external control tools, but includes internal control tools and the social element. The concept of bias or tendency refers to the same subject. According to Parsnz opinion, pattern variables, are two different ways that a person is expected to play in any social system (Azkia, 1999), it means that when threat and insecurity is noted to the society, the person is expected to have a tendency toward providing security for himself and the surrounding. It acts as a tool for internal control in the society and will be conducted only through proper socialization. Thus, maintaining social order and security in Parsnz theory is based on two elements: 1 - socialization and internal control tools, 2 - Monitoring the social and external control tools (Ritzer, 1996).

5. Research hypotheses

- 1- It seems that there is a relationship between mass media and social security.
- 2- It seems that there is a relationship between economic base of mass media and social security.
- 3- It seems that there is a relationship between development of social networks and social security.
- 4- It seems that there is a relationship between the role of the media on people's participation and social security.
- 5- It seems that there is a relationship between media controlled by the government and social security.

6. Concepts definition

6.1. Media

is defined as the collection of information and information tools which provides concepts and information. Today, media covers a wider cultural and social context. Economic security: it is a stable condition of current situation and prospects of certain future in that people, communities, organizations and governments feel they can escape from danger and deal with more efficient production, distribution and consumption of wealth. In other words, a society can be economically secure as long as there is stability and households and firms as the most important institutions of the market and economy be able to compete in a healthy competitive environment and with the same data rate optimize their behavior.

Life security: is the preservation and safeguarding of individual life from social threats. Political security: The government keen to preserve a nation from external threats by strangers. These threats include war, economic, political, cultural, social and economic sanctions. Political security demonstrates the strength and independence of a society.

Social Security: Keeping the society safe from the dangers of social deviance such as drug addiction, crime, divorce, violence, and.... Note that social security covers all definitions of economic, political and life security.

7. Research theoretical basics

different perspective to explain social security have been provided so far, each of which will approach the issue. Regarding to the issue that social security and social factors are also relevant, in this study the perspective of social cognitive learning and needs theory with social psychology approach has been used.

8. Theory of human need

Based on the theory of human need, feeling of security is achieved when basic human needs are met. Otherwise, people are faced with insecurity. So the physical, intellectual and spiritual needs of individuals and groups should be provided otherwise for survival and well-being of individuals and societies would fall apart and it will be compromised. In this theory, the network of groups and individuals are the unit of analysis and the framework is provided through it and the provision of basic needs is followed and is revealed within the values, norms and interests (brows, 1,996). This theory considers the security situation when monitoring the continuous survival of ecological condition of political, economic, social and psychological identity is necessary for all individuals and groups (Karimipour, 2007). The most famous scholars of this theory is Sayts who knows the basic needs of human as a response to the need for security, recognition, motivation, distributive justice, meaning, rationality and control(Saytz, 1973). He believes that if the objective outcome or theoretical developments foreclose the possibility of a favorable response from the man and his identity is not recognized and motivations are not flourished, his meaning of life will be transformed and limits his intellectual behaviors and decision-makings and disturbs his control over his behavior management (Karimi, 2007). So, in the theory of needs, feeling security is not limited to an individual but also includes the protection of people and all people classes.

9. Social cognitive learning theory

In social learning theory, learning is defined as a process of change in overt behavior, including perceptions of organizing information, analyzing the information, knowledge, and creating meaning expectations which are not directly observable. In the social learning perspective, people are neither driven by inner forces nor environmental stimuli to encourage them, but also psychological functions in terms of a mutual interaction between individual and environmental determinants are explained. Bandura states that person, environment and behavior have influence and interactions which are affected by any of these three components and cannot be separated from other components as a determinant of human behavior. He calls three-way interaction as mutual force or reciprocal determination (Saif, 2002). Bandura believes that human beings are not merely recipients of environmental events, but actively experience the past and the present which is interpreted according to the prediction of touching the ground. Since humans have the cognitive abilities can, between models, consider only some of them. The man is somewhat cognizant of choice (Ahmad and Jamhary, 2002). Based on extensive research, he was convinced that a lot of good and bad behavior, normal and abnormal is learned by imitating the behavior of others. From childhood onwards, in response to the society that gives us a model, we create our behavior, start with the parents as role models, learn the language and tradition of acceptable behavior and social culture. Those who deviate from cultural norms, others have learned to behave the same way. The difference between them is that the deviant people follow different patterns which are considered undesirable by the rest of society (Schultz and Schultz, 2005). Bandura considers the role of socialization

very important in which a person has internalized the norms and rules of society and consequently a person who violates the norms of socialization is a different product. A person who demonstrates a commitment to the other members of the society and the fate of others is important to him is in fact respecting to himself. It is noteworthy that enhance observational learning plays a role, but originally come as an antecedent, not a serial effect. In this theory, enhancement is further considered as a matter of facilitating factor rather to be a necessary condition, because other factors such answer consequences can be criticaster (Masen et al 2001).

10. Maslow's hierarchical needs

One of the theories dealing with security is Maslow's hierarchical needs theory. Maslow divides human needs into five categories, which are: physical needs, security needs, belonging and love needs, self-actualization needs and respect needs. According to Maslow's, these characteristics have hierarchical needs and in most cases, until lower-level needs are not fulfilled, it affects the organism itself, which allows to decrease the needs of higher level (Maslow, 1994: 101). In Maslow's hierarchical needs, the need for security and safety characteristics are secondary, and include cases such as security, stability, dependency, protection, freedom from fear and distress, requiring the organization and law and order, a strong advocate, and so. If physical needs are relatively satisfied, the new needs will appear. Security needs, they can like the physical needs dominate the organism completely. It can be considered as an almost exclusive organizer of behavior, recruiting all the capabilities of the organism to act. In these conditions, the organism merely seeks security (Maslow, 1994: 74). In general, Maslow's theory, because considers the need as psychological-motivator phenomena is a psychological theory, but in this respect that satisfaction of these requirements are based on the precondition of social relations is a sociological theory. Maslow says about it: "basic human needs can only be achieved and satisfied through other human beings and the society." In addition, another reason is that the sociological theory of Maslow states that as we move from lower level needs towards higher-level needs, we will be encountered with a stronger social dimension. This social aspect states that as we move from lower level needs towards higher-level needs, the difference between people become more manifest. According to Maslow, human behavior is determined by various factors which one of them and two other environmental factors is motivation. Therefore, due to social factors, Maslow believes that the elimination of social injustice, will largely cause the loss of biological and genetic injustice and inequality before and after birth (Maslow , 2003, as quoted by Islam, 2010) . As you saw, in Maslow's theory, what determines and meets the needs of people in different societies are social and institutional arrangements. State-centric approaches to social security are rooted in Hobbes's approach - emphasizing on the impact and effectiveness of state institutions in social security. This means that the various institutions under the management of such schools can be effective in their role in the proper socialization and assimilation of their role in the social norms and values. As a result, the number of people to commit crimes and break the law is reduced and will increase citizens' feeling of security. On the other hand, institutions such as police, courts, prisons and ... which are designed for external control of the society, if they do not do their job correctly, criminals can better carry out illegal acts and thereby causing insecurity toward other citizens. In addition to inefficient aspect of law and order institutions in society which can lead to poor control of criminals, and the government of another after they are causing insecurity. If these institutions deal to the abuse of power entrusted to them, the result is that the citizens are feeling insecure. The idea of civil society with the relative balance between the private sphere and the public sphere of life provides the security of person and society, and this promotes the interaction between groups and inter-group interactions. This means that if the first identity in a society such as ethnic identity, language, gender, ethnicity and ... are threatened and discriminated, they will know very well that the best way to mitigate the threat of discrimination is participation in civil society and the formation of groups with the mechanism of civil. Civil society is called to social interactions and professional relationships which in volunteer, organized and self-expression group have been promoted and aims to meet the needs and interests of the members through mediation between the political sphere and the private sphere. This group of non-governmental organizations is appeared in the form of trade unions, associations, councils, unions, cooperatives and charities (Poorsaed, 2003). The idea of civil society includes the pursuit of this importance that the needs

and interests of the society in the areas of private life of an individual or society are only possible through community relationship. On the other hand, the existence and strength of civil society on the basis of secondary identification such as professional associations prevents activation of the primary scope of the contract and the security factor of social life is also increased. Social security is of byproducts of civil society which is formed in terms of social capital. When organizations are providing conditions of social security which are free from hierarchical relationships and unequal distribution of power among its members and have an organic relationship with other components of the social system (Shafie and Mohaqer, 2006). Some concepts which are welcome in recent decades in the field of humanities are the concept of social capital. Scientists have linked the concept with the concept of civil society. According to Fukuyama (2007) " probably the size of an abundance of social capital will lead to the formation of civil society ". Like other forms of capital, social capital is productive, makes it possible to achieve certain goals that cannot be achieved without it. In spite of other forms of capital, social capital inheres in the relations between actors not actors or physical instruments of production themselves (Coleman, 2002). One of the main components of social capital are networks and voluntary associations that people join in to follow their own interests in society (Tajbakhsh, 2007). The most obvious example of family social capital within groups and civil society organizations in terms of legal action and its doors which are open to all citizens is the quintessential example of social capital among groups (Putnam, 2007). Although these two types of capital are important, but do not substitute each other in society and are not separated (Firoozabadi, 2006). Putnam claims that there is a significant relationship between social capital and a range of social indicators such as divorce, delinquency, crime and...

11. Methodology

This study was conducted through quantitative and survey method. Because the study was for the identification of factors influencing a result, the usefulness of an intervention or knowledge or best predictor of results, quantitative approach is the best approach. Data collected in this study describes the behavior of the population under study. The main instrument used in data collection is questionnaire which is designed according to hypotheses. The researcher used interviews to collect the views of the audience. Significant relationship between the independent and dependent variables (research association) is done to investigate this relationship. It should be noted that in this study, face validity and reliability were also calculated. Analysis of the data according to the scale variables were conducted using SPSS software. To confirm or reject hypotheses, investigation and detection of the relationships between variables to test each variable has been defined.

11.1. Population

The population studied in this research is individuals and households in Islam Abad city that encompasses most of the student class. It has been tried by using questionnaire to evaluate the operational variables of the research such as the effect of mass media on social security and the obtained data are delivered to the researcher. The present study has been conducted in in Islam Abad city at the spring 2014.

11.2. Population sample

The population sample used in this study is 100 persons in Islam Abad city who were randomly selected from university students in Islam Abad city. For the evaluation of the sample, random sampling and for sociological experts and university masters, optional sampling method was used which helps to the researcher achieve to the goals of the research.

11.3. Technique

In this study, the research instruments were used to collect data that will be late mentioned. Initially the library method to study variables was used to by identifying these factors, the research be conducted more efficiently. Then by reviewing official documents and reports on women's economic activity, variables were reared in the previous chapter were briefly mentioned. Questionnaires were distributed to obtain data for statistical analysis and the preparation. It is notable that a number of questionnaires such

as age, sex, education, and ... have been expressed in another part of the questions. Likert scale was used in questionnaire to measure which are five options and are coded as follows:

Strongly agree (1), agree (2) no idea (3), disagree (4) and completely disagree (5)

Data analysis is based on descriptive statistics and inferential statistics which are discussed through SPSS software package for the analysis. The techniques of descriptive statistics, frequency distribution tables, graphs, statistics and standard error of the mean and standard deviation has been used to validate, so this study results should be standard.

11.4. First hypothesis

It seems that there is a relationship between mass media and social security.

Pearson correlation test was used to test this hypothesis and this hypothesis was significant at the significance level of 0.05 (Sig = 0.187) and strongly positive (0.133), so the hypothesis is confirmed (h1), in means that the increase in the mass media in society will lead to increase social security.

Table 1

Pearson coefficient and assurance "feeling secure" and the variable "mass media".

	Feeling Secure	Mass media
Feeling Secure	1	0.133
Pearson correlation, Sig(2-tailed) N		0.187
	100	100
Mass media	0.133	1
Pearson correlation, Sig(2-tailed) N	0.187	
	100	100

11.7. Second hypothesis

It seems that there is a relationship between economic base of mass media and social security.

Pearson correlation test was used to test this hypothesis and this hypothesis was significant at the significance level of 0.05 (Sig = 0.891) and strongly positive (0.014), so the hypothesis is confirmed (h1), in means that the increase in economic base of mass media in society will lead to increase social security.

Table 2

Pearson coefficient and assurance "feeling secure" and the variable "economic base".

	Feeling Secure	Economic base
Feeling Secure	1	0.014
Pearson correlation, Sig(2-tailed) N		0.891
	100	100
Economic base	0.014	1
Pearson correlation, Sig(2-tailed) N	0.891	
	100	100

11.8. Third hypothesis

It seems that there is a relationship between development of social networks and social security.

Pearson correlation test was used to test this hypothesis and this hypothesis was significant at the significance level of 0.05 (Sig = 0.606) and strongly positive (0.052), so the hypothesis is confirmed (h1), in means that the increase in development of social networks in society will lead to increase social security.

11.9. Fourth hypothesis

It seems that there is a relationship between the role of the media on people's participation and social security.

Pearson correlation test was used to test this hypothesis and this hypothesis was significant at the significance level of 0.05 (Sig = 0.144) and strongly positive (0.147), so the hypothesis is confirmed (h1), in

means that the increase in the role of the media on people's participation in society will lead to increase social security.

Table 3

Pearson coefficient and assurance "feeling secure" and the variable "development of social networks".

	Feeling Secure	development of social networks
Feeling Secure	1	0.052
Pearson correlation, Sig(2-tailed) N	100	0.606
development of social networks	0.052	1
Pearson correlation, Sig(2-tailed) N	100	100

Table 4

Pearson coefficient and assurance "feeling secure" and the variable "the role of the media on people's participation".

	Feeling Secure	people's participation in society
Feeling Secure	1	0.147
Pearson correlation, Sig(2-tailed) N	100	0.144
people's participation in society	0.147	1
Pearson correlation, Sig(2-tailed) N	100	100

11.10. Fifth hypothesis

It seems that there is a relationship between media controlled by the government and social security.

Pearson correlation test was used to test this hypothesis and this hypothesis was significant at the significance level of 0.05 (Sig = 0.113) and strongly positive (0.159), so the hypothesis is confirmed (h1), in means that the increase in media controlled by the government in society will lead to increase social security.

Table 5

Pearson coefficient and assurance "feeling secure" and the variable "media controlled by the government".

	Feeling Secure	media controlled by the government
Feeling Secure	1	0.159
Pearson correlation, Sig(2-tailed) N	100	0.113
media controlled by the government	0.159	1
Pearson correlation, Sig(2-tailed) N	100	100

12. Conclusion

The subject of this study is "The effect of mass media on social security". Evaluation of the factors affecting feeling secure can be used to increase the feeling secure of work. The population studied in this research is individuals and households in Islam Abad city that encompasses most of the student class. The theoretical framework of this study is based on the opinions and ideas of the great scientists of the research. The research was based on field research and survey, data collected through the questionnaire

and in the fourth quarter and inferential analyzes were applied. In this research, specializing software SPSS was used for analysis. The average monthly household income is 531,100 Toman, and the average age is between 14 to 24. In this chapter, we discuss the conclusions and with recommendations the research is terminated. According to the hypothesis test carried out in Chapter IV, we have achieved to the results, so we discuss in the following:

There is a relationship between the mass media and social security. Because confidence (significance level) between them is 0.187, since the sig. > 0.05, so the hypothesis is confirmed (h1).

There is a relationship between economic base of the mass media and social security. Because confidence (significance level) between them is 0.891, since the sig. > 0.05, so the hypothesis is confirmed (h1).

There is a relationship between social networks and social security. Because confidence (significance level) between them is 0.606, since the sig. > 0.05, so the hypothesis is confirmed (h1).

There is a relationship between the role of mass media on people participation and social security. Because confidence (significance level) between them is 0.144, since the sig. > 0.05, so the hypothesis is confirmed (h1).

There is a relationship between the mass media controlled by government and social security. Because confidence (significance level) between them is 0.113, since the sig. > 0.05, so the hypothesis is confirmed (h1).

13. Suggestions

Regarding to the results, these suggestions can be offered;

Medias have a significant effect on public thoughts. The spread of using different media (newspaper, radio, TV, internet and...) has a great influence on enhancement of society awareness leading to promotion in cultural and sociological fields. So it is necessary for all citizens which by correct usage of this powerful tool increase their awareness.

One of the problems faced to governments is spreading and increase in variety in mass media to promote awareness level of people. So it is necessary of the officials to provide the situation. The degree of freedom in using media shows the degree of individual and group freedom and degree of evolutionary freedom of a society. So, as barriers are eliminated from the way of media freedom, the society will move toward health. The introduction for the correct use of media is that the general awareness of the society should be placed in the way of cultural, political, economic, social and scientific evolution. So in is necessary for citizens and officials that provide the situation as soon as possible to society move toward social evolution.

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