The Impact of the Telegram Social Network on the Social and Cultural Identity of Users (Case study: Students of Islamic Azad University of Rasht)

Aboozar Latif Kiasaraei*,

Telegram, the most popular social media app effect on individual and social side of human life in the micro and macro levels. In the past, the identity of the person has been formed in face-to-face relationships and in line with they live so that the person shaped his social identity in his environment and in interaction with others. Some communication theorists believe that in the contemporary era, media outline our mental and behavioral preferences, and, although they do not teach us how to think, they can teach us what to think. The aim of the current study was to investigated the impact of the Telegram virtual network on its users. In other words, it explains the relationship between the pattern of telegram usage and the social identity of youth. The population consisted of 15000 students of the Azad University of Rasht who were ed through the simple stratified sampling . Finally, 375 participants were ed as sample using the Cochran formula. The data were collected via the researcher questionnaire including the cultural identity dimensions (8 items), the social identity (8 items) and the use of the telegram (6 items). In this study, in order to determine the validity of the questionnaires was used the opinions of the experts. The results of the study confirmed the validity of the questionnaires. In order to assess the reliability of the questionnaires, at first, the questionnaires were distributed among 10 participants. The results demonstrated that the Cronbach's alpha was higher than 0.7, which reflecting the reliability of the questionnaires. The results also revealed that the use of telegram has a negative and significant effect on the cultural and the social identity.

Keywords : Cultural Identity, Social Identity, Telegram, Social Network, Social

Network.