The Impact of ICT on the Approach to Life:
A Study on Migrants and Local People a Halashi Tribe of Iwan West

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ABSTRACT

This research is an investigation the Evaluation of circumstance to enter the stages of modernization especially Information and Communication Technology on a Halashi tribe. In other words, for extent a Halashi tribe people able to benefit through the presentation of communications technology for the modern period. Then, it has evaluating study the impact of ICT on the approach to life of people of a Halashi tribe. It Taken a very large spread amount a Halashi tribe with communications technology when implementation of the reforms the ground. The population under study, including 404 peoples in the villages and some of them are living in Shiraz city. The results show the change affects the lives of the traditional to the civilized approach.

KEYWORDS: rumor, approach life, information and communication technologies, traditional, modern, immigration, culture.

INTRODUCTION

Search in this issue of the article entry ICT area Iwan East especially a Halashi tribe what is their impact on the approach to the lives of individuals. In other words, circumstance the communication technology on models of the wife choose, the method of leisure and using of cultural goods. From here, the goal of this investigation is circumstance of ICT and to what extent had affected the choice of a wife. Also, circumstance of communication technology and information have affect the use approach, circumstance communication technology and information have affect the consumption of goods cultural approach and circumstance that changed the picture of civilization.

To clarification of the cultural system, the humanitarian community hasn't been proven not changed in period history but has always been the diversity and change. Hence, every culture has left behind her a little bit of culture and advanced (Linton 1999; 56). One of these approaches to the emergence of changes in the communities is the rumor. It is here in the rumor is the entry of elements from one culture to another culture. , (Nanda and Warms, 2002:89)

When linked to another culture, it is usually that the elements of culture into the culture complex of simple and less complicated and the reason for the emergence of change and difference in that culture. (Frank 1980; 67-106, Garbaranue 1998; 85-74,riovyier 2000; 59-64).

Iranians are known manifestations of Western civilization especially communication technologies since the time of Ghajar period. With this case, the entry of modernization and modern technologies to Iran began sharply since the reign of Reza Shah. Also, the modern government was formed as one of the components of civilization in Iran. (Hall, Held and McLenan, 1996: 32).

A conceptual framework for research

In this study we used the theory of Giddens and David Cheney as conceptual framework that explain these briefly. According to Giddens, the theory of social reproduction in traditional societies was conditional on the place. It wasn't confined only to the daily lives of individuals to a large amount of online land and small spaces in villages and cities, but was limited contact with others people and events.

The outside world of change is unacceptable, distant and intangible. Today, sometimes speaking from experience and performance in the everyday world in which (the place is the point of social reference among many points of reference other). Result of the reaction of mankind lead of the production, trade and media at each point and the side of the world. People have nothing to do customs and traditions local or a particular place at all and their reaction is greater than the land on which they live in. (Benton, 1999:41).

Update by the new tools is the contact load and transport the disintegration time, place and back again for installation and integration in authentic style from a historical perspective with each other. This interval of time and space can create new relationships between global and local dimensions. (Ibid: 144)

We are now into our awareness of proportion to the changes unacceptable that occur in our lives. We live in a world that is progressing quickly, which means the place which passes through the television via computer lines to the Internet to create a global village that lead to increased relationship between the physical and moral

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cultures. Many authors believe that the new information time show the industrial society and modern. (Tucker, 1998: 125)

Thus, the possibility of preparing the expansion of social has troop to relations through space and time. Original point in understanding this change is the change of contemporary forms of faces local at the faces of the organization of social life, (a mechanism for the transfer of such money and systems specialist) (systems specialist comprehensive techniques for pregnancy, transport and communications that make up the field of daily life, but we can not understand or control it). (Benton, 1999:41)

When the social world is changing we need to understand new concepts. The most notable development in the last century is the proliferation of historical consumption.(Fadely 2003;61) If the people in traditional societies had a few alternative programs to choose between life, people are able to choose between alternatives varying. Of course, they want to what is chosen and where to end after that for sure. (Gibbins and Bo Reimer 2001; 101)

Cheney believes that contemporary culture is still in place social and cultural changes. This means that the general contemporary societies move from one stage (way of life) to the stage (lifestyle). The idea of culture meant all lifestyles based on common traditions and social identity, but until now it lost of area to define a social being as perfection. The social life today appointed by the connection between culture and society. (Chaney, 2001:77 quoted in Taylor, 2002)

On the basis Cheney point of the theory of the traditional view on culture had took with new social forms. Growth lifestyles are one of important evidence for this new social form. The ways of life are basis of preparing the sources through the choices in the field of consumption. These choices in the field of consumption is depends on the apparent savings that appears in contemporary culture. In fact, the lifestyle is different from the component of the traditional ways of life are dependent on leisure, cultural industries and consumer models. The lifestyles a way in this review by people who want to invest in these areas. Hence, the lifestyle plans are unstable and subject to renewal. (Taylor, 2002:481)

Each lifestyles (requires a set of habits and the reasons therefore have the unit in addition to the qualitative importance of their own from the standpoint of existential continuity and secure of continue of safety-link between sub-chooses in some model.(same resource;121)

Taking the words of Giddens about the lifestyle, the study of lifestyle is a quest to find an organized group of behaviors with models chosen by the reaction of individuals and facilitate their actions in their daily lives all the way. The important thing here is the multiplicity of choices at each level and there is no culture of selected a full by individuals. Anthony Giddens believes that lifestyles are the models that alter the normal flow of daily life. These flows appear in dress, eating, methods of reaction and the appropriate environment to meet others but he is noteworthy that such actions reflect the personal, collective identity and social development. (Cockerham,et al,1997).

Empirical research model

Model the concept of research shows information and communication technologies to circumstance affect of the lifestyles. In this model, the techniques of communication and information titled independent variable and lifestyles as the dependent variable.

It concluded the next issue of the conceptual model.

Any additional estimated in the use of information and communication technologies the lifestyle appears more contemporary. The search form on the basis of the conceptual model was built experimental below. In this model have indexes of the techniques of communication and information such as: radio, TV, Video, Satellite, Telephone, mobile and computer. Also, there are indicators used in the case of a lifestyle: the method of wife chosen, consumption of cultural goods and leisure style.

1- There is a relationship between an age with the balance use of communications technology.
- There is a relationship between genders with balances use of communications technology.
1 - There is a relationship between manses with the balance use of communications technology.
2 - There is a relationship between the methods of choosing a wife with the balance use of communications technology.
3 - There is a relationship between the consumption of cultural goods with the balance use of communications technology.
4 - There is a relationship between the styles of leisure with the balance use of communications technology.

Methodology Considerations
Measurement methods

Quantitative method was used in this research. The field method is a technique used to analyze the data and information and the questionnaire is a tool of data collection as well.

Study population and the size of simple

The study population consists of members of the community a Halashi tribe. The sampling method was used census and all community members of this community who are over age 15 years and up to 440 people, including 404 people filled out questionnaires.

Analysis of information method

The information gathered, configured and analyzed via the statistical program SPSS11.5. First, the data was tested using several indicators of variables. The results were come in another report, which show some of it here. The statistical simple have been described as the statistical data and descriptive hypotheses tested with the assistance F-test and regression.

ANALYSES OF RESULTS REARCH

Search results show that the respondents haven't used the technologies of contemporary communications relating to the initial stages, but they used of ICT related with modern period gradually and belatedly. Although 20.5 of them are working with computer and 3.8 % at usually or always use this use this technique. Although 46.3 of them used Mobile 9.9 % at usually or always use this technique. Although 48.7 of them are using Satellite and 9.7 % at usually or always use this technique. The results also show that few uses like as radio and video. In this case, that means more of them used television, audio record and the normal telephone. In the 69% of people use these techniques at always or usually time. Also, 46.6 % of them use audio record at usually or always time. (Table No.1)

Table 1: balance use respondents of communications technology

communications technology types	always		usually		sometimes		seldom		never		No answer
	Cent	**No**	**Cent**	**No**	**Cent**	**No**	**Cent**	**No**	**Cent**	**No**	
telephone	18	72	23.3	93	28.8	115	16.8	67	13.3	53	4
Mobile	4.6	18	5.3	21	13.9	55	22.5	89	53.7	212	9
computer	1.81	7	2	8	9.5	37	7.2	28	79.5	311	13
TV	40.7	160	28.2	111	17.3	68	4.3	17	9.4	37	11
Satellite	5.6	22	4.1	16	19.5	156	19.5	76	51.3	200	14
Radio	12.8	51	12.8	51	22.9	91	36.5	145	14.9	59	7
Video	10.5	41	12.8	50	27.6	108	23	90	26.3	103	12
Audio Record	18.2	73	23.4	94	29.4	118	17	68	12	48	3

Study lifestyles of individuals who have been assessed

Dependent variable in this research is lifestyles. These variables have three dimensions: the method of choosing a wife, consumption of cultural goods and leisure style. This section of the report is concerned with assessing these dimensions.

Theory at the proportion of respondents to choose of wife type

Assess theory at the proportion of respondents to choose of wife type shows that some of these dimensions to a large amount of conventional, as 53.6% of them on a level lot and very much prefer to be spouses of relatives. The 63% level in the little and very little would prefer to be the wife of any religion. In some dimensions we note that some respondents to a large proportion civilized. As 95.7% of people would prefer ethics and appropriate behavior as original standard for marriage at a level very much and lot. Also, it has 92.8% chosen the understanding with wife is the standard choosing. 82.4% as seen at lot and very much prefer the very authenticity of the family and 75.9% at the level of very many and many prefer the educational status of the wife.

Assess of theory respondents' style to the leisure style

Evaluation indicates the proportion of respondents look to this type that many of them do not consume their leisure time in a modern and rethinking. The 88.4% of people at a level a little and very little would prefer a game computer. And 86.2% at a level a little and very little prefer works of art. Also, 70.3% at a level a little and very little would rather read books. And 68.8% at a level a little and very little prefer to read newspapers. Way to spend more time of respondents is to go to the mountain and desert. In a way that 42.2% of them at the level of very much and a lot prefer this method while 34.9% at a level a little and a little too prefer the traditional style. And also go to the vision and the visit of the traditional methods. As 39.7% of them at the level of very many, many prefer this method while 39.3 of them at a level a little and very little prefer to visit and see each other.

Study the type of cultural goods used by respondents

Except for the type of technology and the leisure style that show traditional or modern respondents the type of the cultural program, which adhered to by most respondents shows the balance of traditional or civilization of individuals too. Use the programs relating to marriage and family shows the most traditional method and the use

of regular programs such as news, programs of economic, scientific, Movies, series, music, singing and show-fold on their own. Also, using of sports programs, artistic and literary branches indicate the more civilized and advanced. Before assessing the balance of respondent's use of these programs is necessary conformity Evaluation procedure of the spectra but before this observation must be recalled that each and every one of these programs can be used by a person of more than one way. For example: the use of songs and music can be through radio, television, video, Internet and Satellite but some of the other programs, such as watching movies and TV serialize just at television, video, Internet and Satellite.

Assess the balance of the use of cultural programs

As mentioned earlier that one of the nine programs, there are three programs of music and entertaining programs, films and series are considered aspects of the traditional, and any programs frequently used by respondents are traditional. The six other programs, it shows modern individual. Evaluation results show that the respondents would like to more traditional programs to modern programs. As 86.5% of them at the level of little and very little uses literary programs, 83.7 of them at a level a little and very little prefer economic programs, 76% of them at a level a little and very little prefer of scientific programs while 42% of them at the level of very much and a lot prefer to watch TV and movies while 18.6% of them at a level a little and very little inclined to watch movies and TV series.

Evaluation of factors affecting the balance of the use of cultural goods

Results after the Pearson correlation test show that Education (R-.517), Balance the use of communications technology (R-.49) and the age of the respondents (R - .03) related to certain balance with the use of cultural goods. As noted in the table, the negative relationship between changing age- and dependent variable that means young people use the most modern cultural goods. The increase in the balance of education and the use of communication technology leads to an increase in the use of cultural goods and the most modern contemporary.

Table 2: Pearson correlation coefficient between the balance of the use of cultural goods with the independent variables and the relative intervals

Variables name	Education	Using of communication technology	age
correlation coefficient	.517	.492	-0.3
p- value	0.000	0.000	0.000

The results of the analysis variance test show that men use more cultural goods than women, as the average of the men of the kind mentioned 19.5 while the average of 16.5 in women and this difference is subject to circulate at a level of 99 to the statistical community.

Table 3: Test of significant difference between the average marks of the type used by respondents of cultural goods on the basis of sex.

sex	Total	average	Degree of confidence	Degree of Freedom	F
Man	163	19.5	0.000	1.318	26.2
Women	157	16.5			

The single individuals used more consumer goods than married individuals. On the basis of Table 9, the average mark of single individuals in this type of up to 19.8 while the average of this type when unmarried individuals up to 17.3. This difference is significant at the level of 99% too.

Table 4: Test of the significant difference between the average marks of the type used of cultural goods by respondents on the basis of marriage.

Marital Status	Total	average	Degree of confidence	Degree of Freedom	F
Single	103	19.8	0.000	1.314	14.4
Marriage	213	17.3			

The students and learners used the goods of modern cultural and more than the rest of the groups while women housewives and unemployed individuals had used this type less than the other groups.

Evaluation of factors affecting the leisure style

These three variables related manner on leisure styles are Level of education (R-.64), the balance of the use of communications technology (R-.51) and age (R-.43). These based on these results; with increasing age, the balance of leisure, modern and rethinking is less but with the increase in these two variables lead to increased leisure time with a more contemporary and rethinking.

Table 5: Pearson correlation coefficient test balance of leisure time with independent variables and distance.

Variables name	Education	Using of communication technology	age
correlation coefficient	.64	.51	-0.42
p- value	0.000	0.000	0.000

The results show non- significant relationship between respondents' sex with leisure styles but leisure style among the population of the city have more of the contemporary and modern. As the average brand 19.9 while the average for the population in rural areas at16.5. This difference is significant at the level of 99%.

Table 6: Test of significant difference of the average marks respondents' of style spends times depending at the manse.

Manse	Total	average	Degree of confidence	Degree of Freedom	F
City	175	19.9	0.000	1.327	29.9
Villages	154	16.5			

Those who were born in the city spend their leisure time at modern and new style. As average marks of them 21.1 while the average brand for those who were born in villages, 16.9, and this difference is subject to dissemination to the community at the statistical level of 99%

Table 7: Test of significant difference for average the respondents of leisure times at the place of birth.

place of birth	Total	average	Degree of confidence	Degree of Freedom	F
City	109	21.1	0.000	1.327	40.74
Villages	220	16.9			

It also provides young people used leisure time more than married individuals. (Mark with an average of 22) the difference between the average marks of these two groups at 5.5 and the level of 99% is subject to dissemination to the statistical community.

Table 8: Test of significant difference for average the respondents of leisure times at the social situation.

Marital Status	Total	average	Degree of confidence	Degree of Freedom	F
Single	110	22	0.000	1.327	80.17
Marriage	216	16.5			

Evaluation of factors affecting the method of choosing a wife

Three variables: educational level (R-.294), the balance of the use of communications technology (R-.21) and age (R-- .2) variables are relative and relevant significant with method of choosing a wife. There is a negative relationship variable age with the method of choosing a wife and this means those individuals with advanced age wishing traditional norms in their choice and the increase in the level of education and the use of telecommunications technology leads to the choice of a wife more modern standards. (Table 9)

Table 9: Pearson correlation coefficient between the wife chosen with variables and distance.

Variables name	Education	Using of communication technology	age
correlation coefficient	.249	.21	-0. 2
p- value	0.000	0.000	0.000

Of nominal variables, there are three variables is the place of residence, birth and marital status have a significant relationship with the method of choosing a wife. The results show that the population of the city with a more modern standard in the choosing a wife. As average mark at 29.8 while this average of villagers people at 29.8 28.6. (Table 10)

Table 10: Test of significant the difference for average of the choosing a wife at manse.

Manse	Total	average	Degree of confidence	Degree of Freedom	F
City	180	29.8	0.003	1.327	9.03
Villages	159	28.6			

Those who were born in the villages using of choose a wife based on the criteria traditional (with an average mark 28.5) and it observed that the average mark at the village was born less than 2.2 was born in the city and this difference on the level of 99% is significant.

Table 11: Test of significant the difference average mark of the type of respondents on the choice of a wife at place of birth.

Manse	Total	average	Degree of confidence	Degree of Freedom	F
City	111	20.7	0.003	1.327	24.4
Villages	228	28.5			

Evaluation results show that unmarried individuals prefer choose a wife on the basis of a more modern standards and a check mark about average 30.1, while the wife when married individuals at 28.9. (Table 12)

Table 12: Test of significant the difference average mark of respondents of chooses a wife at marital status.

Marital Status	Total	average	Degree of confidence	Degree of Freedom	F
Single	111	30.1	0.009	1.314	6.9
Marriage	225	28.9			

Conclusion

The results of the research that facilities enter the new telecommunications technologies to a Halashi tribe started when implementation of land reforms and are accelerating. Interestingly, the sect has been able to live through the settlement in the light of it spreading now to 20.5% of people use the computer and 46.3% of them use their mobile. 48.7% of them use the Satellite. Also, audio record, telephone and television have more used of other tools. As 69% of individuals use the TV is always or more times and 46.6% of them uses of audio record at level always or usually too.

In this research, the life style has three dimensions is a leisure time, the method of choosing a wife and consumption of cultural goods. On the basis of the theory of Giddens, the study of lifestyle is a try to see a systematic collection of actual behavior or models chosen by the individuals and their actions in everyday life that they could receive to it.

In the evaluation of the factors that affect of the balance of the use of goods, the results arising from the Pearson correlation coefficient test shows level of Education (517/0 = R), the amount of use of communication technologies (492/0 = R), and the age of the respondents (3/0- = R) have a significant relationship with the amount of use of cultural goods. As is apparent that a negative relationship of age with dependent variable. This means that young individuals use goods with cultural aspects of the more rethinking. The increase in the balance of education and the use of communication technologies lead to increased use of cultural goods more modern and rethinking. As it turns out final results from the deviation analysis test that men use their cultural goods than women. As the average mark it of 19.5 whiles the average for women About 16.5. This difference is significant at the level of 99%. The use of single individuals of cultural goods more than married couples too. This difference is significant at the level of 99% too. The learners and students use the activity of modern cultural goods more than the other of Groups

Among the personnel who individuals who are high level and have the administrative work with a 22.2 average, individuals with a medium level and have the administrative work with a 22.1 average are more users of cultural goods. While traders are less use of the balance of these goods and, above all, they tend to consumption of traditional cultural goods.

In the evaluation of factors affecting of leisure time, the level of education (64/0 = R), the balance of the use of communication technologies (51/0 = R), and age (43/0-) is three variables have significant relationship with leisure style. Based on these results, increase age, the balance of leisure time modern decreases as well. But increase the other two variables leads to increase of leisure time a modern and rethinking. The results arising of the analysis variance test shows a non-significant relationship between the sex of respondents with their leisure styles. But leisure time among individuals who live in the city with the most rethinking. As the average marks 19.9 while the average residents of the villages people at 16.5. This difference is significant at a level of 99%.

The individuals born in the city spend their leisure time in a modern and rethinking. As the average of 21.2 of this type, while the average for individuals born in villages at 16.9, and this difference is subject to dissemination at the community level statistical at 99%. The unmarried individuals spend leisure time with modern and rethinking a more than married individuals (with an average mark 22). The difference between the average marks in the two groups of 5.5 and it is subject to dissemination of the statistical community at a level of 99%.

The results also show that students and learners spend their leisure time in modern while individuals' unemployed housewives and women tend to spend their leisure time traditionally.

We are still looking to Evaluation factor of method of choosing a wife. Giddens believes that globalization is having an impact on personal rights and family. He says. (Although these topics imaginable but it had nothing to do with the theme of global unity).(Giddens 2000;91) He adds to the appearance of the changes that you see on a daily basis with effect subject to the Note, and observance of the family.

Here, we are looking Evaluation of factors affecting the choice of a wife. Three variables are level of education (R-, 294), balance the use of communication technologies (R-.21) and age (R- -.2) variables are significant relationship with the method of choosing a wife. Variables of age have a negative relationship with the choice of a wife. This means that individuals with advanced age often choose traditional norms in their choice of a wife. But increased level of education and the use of communication technology lead to the criteria a modern for the chosen wife.

Of nominal variables between the three variables is the place of residence and place of birth, marital status have significant relationship with choosing a wife. The results show that individuals who live in the city prefer to modern standards in the choosing of a wife. Also, they had born in villages using traditional criteria in

choosing a wife. The evaluation results show that unmarried individuals choose the most modern standards in the choosing of a wife.

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