



## Viber and Whatsapp Virtual Communication Networks Such as the Impact on the Quality of Relationships Between Spouses in Mashhad

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**Key words:** Viber, WhatsApp, communication networks, quality of relationships, spouses

**Abstract:** As previously mentioned, the development of mobile communication systems and extend the services offered to its users on the one hand and Entry systems and computer facilities to mobile devices on the other hand, day-to-day mobile capabilities to increase and their effectiveness should be designated as “a versatile tool” and a member of a social network that extensive range of “social roles person” facilitate enhanced. Cultural influences that cell phones pose to communities can be traced largely to their individual character; it can be various cultural impact of the advent of mobile phones in the form of individual actions and relations in the new era being studied. The cooling of emotional communication and grievances of family life caused great frustration and failure in life is people it revealed deep problems in the family that have a root and treated. One of the main areas of family problems and general dissatisfaction with life in common, Cyberspace and social networks that have been created by the media production and makes it effortless to raise the level of expectations and satisfaction of common life.

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### INTRODUCTION

People in the new information society tools and new approaches are witnessing every moment. Internet as a communication media and social networks, compared to other mass media, have been surging rapidly growing and spreading it mainly refers to the past decade. Despite this short-lived, the cultural impact of social networks such as Viber and WhatsApp on personal and social relations that is so prominent and notable for sociologists, psychologists and researchers have provided new research areas. Also with the increasing use of smartphones and floating

spheres of public and private relationships, culture placed in a special place Despite short-lived cell phone that is in the media, as the fourth screen (after the cinema, television and computer) and seventh mass media (after print, audio recordings, cinema, radio, television and internet) to assigned.

Very simple and easy to use mobile phones as a tool for dialogue not only between two individuals but as a means to carry out the whole range of social activities has led to the communications industry tools to facilitate the role of the individual in society and become social to allow him that it is easier, faster and sometimes different

ways in the community to attend for example, cell phones helped to person while remaining in the privacy of their individual social presence and some or most of their social role to play. In other words, cell phones were causing “social action” which could be within the scope of individual activities.

**Statement of the problem:** Individuality brought to life today, one of the most important factors related to culture and community development in the field of media. Mobile phone as a communication medium, as compared to other mass media, has been surging rapidly growing and spreading it mainly refers to the past decade. Despite this short-lived, the cultural impact of mobile on personal and social relations that is so prominent and notable for sociologists, psychologists and researchers have provided new research areas. In fact, it seems that the use of smart phones more for the virtual networks, online and non-online games, movies, etc. are used.

The core of society’s social relations and it will be developing relations with their actors, their interactions in their communities and thereby achieve their goals all people in the community in some way in trying to communicate with others in order to speed up exchanges in various fields<sup>[1]</sup>. In addition to the community at large that extensive interactions in their place, the smaller the community as a “network society” suggests that network of informal relations person. Relationships and social bonds based on the theory of network analysis as social capital or property considered even though it can access resources and support available at these links.

The positive effects of mobile phones on all quite evident. These positive effects can be in line with all the positive effects that new technologies in today’s life, effects such as facilitating communication, reducing the time and place barriers in communication information and facilities for network expansion and rapid exchange of information is always available. As well as from social networks can be used to develop moral virtues or deviation<sup>[2]</sup>.

Then put the growing number of these networks is still ongoing, however, their impact on everyday life in Iran cannot be over looked. Accordingly, the number of Iranian Internet users and especially on Viber and all of them are important social networks that Interactive development of the cultural, social and political can offer solutions to develop networks that are prone to more social capital.

However, the characteristics of electronic communications in cyberspace different circumstances facing relationship provides for users. Speed, anonymity and space requirements are identical regardless of gender, class, ethnicity, race and location that provide different experiences for users are created. Interactions that happen in this space, for Internet users with the mentality and new

trends that can change behavior and their interactions in the real world, though not minor. Internet communications can have a greater incentive for users to play with identity, provide experimental behaviors and unrealistic image that it is less risk embarrassment<sup>[3]</sup>.

Cartels argues that since the transfer and flow of cultures through communications are taking place, Culture, system of beliefs and behavior can be changed with the advent of new technologies is fundamental. Communication technologies, changes in the structure of human communication have created. Bell believes the virtual world and the ability to communicate in real time without number, immediately followed by the emergence of the origin of cultures Ad hoc identities that are formed in a limited period and with the emergence of new identities quickly disappear<sup>[4]</sup>.

Modern communication technologies may have a new privacy in cyberspace for people to create private space for individuals provides. In this space, people communicate with each other and with the use of internet facilities such as social networks and chat rooms extensive network of relations between people formed that is uncontrollable. This gradually led to the disintegration of traditional networks such as family relationships and people’s identities separate from the real world<sup>[1]</sup>.

Marital relationship is one of the oldest human connections. The quality of this relationship is a source of happiness or suffering. HvrjanatanZiJi the impact of the internet on social dimensions of family functioning, leisure activities, personal freedom and secrecy examined. His study showed that about family functioning, significant differences between users and non-users create. So, perhaps the wife and our relationship is one of the first links that are placed under virtual networks. It is evident that research in this field can be used to identify the elements that weaken or strengthen this relationship helped as a result of the application of the results in planning strategies for effective and efficient social and cultural be provided.

#### **Hypothesis:**

- Time using social networks (Viber and WhatsApp) on relationship quality affects spouses
- How to use social networks (Viber and WhatsApp) on relationship quality affects spouses
- Use content from social networks (Viber and WhatsApp) on relationship quality affects spouses
- The possibilities of using social networks (Viber and WhatsApp) on relationship quality affect spouses
- Duration of membership in social networks (Viber and WhatsApp) on relationship quality affects spouses

#### **MATERIALS AND METHODS**

The application of scientific methods in research, the only way to achieve acceptable scientific achievements,

therefore, to conduct a valid study's methodology is valid. It should be noted that the choice of research method depends on the purpose and nature of the subject of its research and administrative facilities. The goal of this research as applied research placed in groups the aim of applied research as opposed to basic research that has always sought to explore the facts and realities and understanding of scientific phenomena and objects and relationships to be discovered.

The study also seen as a way of describing the research Descriptive research study and a researcher in the status quo the regular and systematic description of the current situation and deals with it and features if necessary attributes to study and examine the relationship between variables. With respect to this research, carrying out this research in order to know the amount and the impact of virtual communication networks such as Viber and WhatsApp on the quality of communication partners is essential and Without the knowledge of the effectiveness and quality as well as the important factors such as how and when to use content and membership cannot be decision-making and policy-making. For a description of these investigations seem necessary. Since, desired data sampling will be achieved through the study of cross-sectional survey and the way will be accepted. On gathering information about the literature of library analysis to collect data to confirm or refute the hypotheses of the study used questionnaires.

The items of the questionnaire used in this study are based on a five-point Likert scale has been set. The questionnaire is in line with the object of study in 25 items and 6 components were designed. The questionnaire was confirmed from the viewpoint of experts and specialists. Its reliability was measured by Cronbach's alpha coefficient. To obtain validity coefficient, first through the pre-test questionnaire among a random sample distributed 15 computers and then using Cronbach's alpha coefficient was calculated using SPSS software. The Cronbach's alpha coefficient of 0.858 was obtained for the questionnaire.

The population consists of all couples who referred to health centers in Region 2 in Mashhad constitute the house; In order to access a list of members of the House health centers in the region were prepared. After visiting a list of couples referred to these centers this year were prepared After investigation it was found is 450, the number of couples.

The savings in manpower, time and compliance costs and other operational considerations, rather than reading about all the people a sample of the study population was selected. In this study, a randomized cluster sampling was used. Through Cochran's sample size is calculated that about 200 people were evaluated for reliability and taking into account the 10% loss was 220 orders.

Table 1: Demographic characteristics of the sample population

Property/groups	Abundance	Percent
<b>Sex</b>		
Female	119	54.09
Man	101	45.9
<b>Marital status</b>		
<0 years	41	18.6
31-40 years	94	42.72
41-50 years	59	26.81
51 years and more,	26	11.81
<b>Amount education</b>		
Diploma	56	25.45
Bachelor	81	36.81
MA	60	27.27
<b>Earnings monthly family</b>		
Down	38	17.27
Average	73	33.18
Good	79	35.9
Top	30	13.63

Table 2: Correlation results

Results				
N	Sig.	Pearson	The second variable	The first variable
220	0.000	0.137-	Its quality wives	Duration
220	0.000	0.697	Its quality wives	Use content
220	0.000	0.588	Its quality wives	How to use
306	0.000	0.518	Its quality wives	Options
220	0.000	0.136	Its quality wives	Time Date

To analyze information gathered from descriptive and inferential statistical methods were used. Use descriptive statistics to quantify and summarize data on the population was carried out. In order to assess the significance of hypotheses using SPSS version 20 was used. To analyze and explain the relationship after Kolmogorov-Smirnov test of normality of data Pearson correlation and regression analysis was used to predict the impact.

**Findings:** The first section presents descriptive statistics and tables relating to the characteristics of the samples will be discussed. Sample characteristics, it is useful to contribute to the overall profile and general characteristics of the population studied and characterized by other researchers (Table 1).

As can be seen in table and graph the highest frequency equivalent to 54.09% of the cases were female and 45.9% are men, the rest of society. Most of the population in terms of age equivalent to 42.72% of the sample population are aged 31-40 and 36.81% of the sample population has a bachelor's degree and a minimum frequency of which 10.45% are PhDs and In terms of revenue 35.9% of the sample has a good household income and the lowest frequency of the 13.63% of high-income households.

In this study, to calculate the correlation between all variables, Pearson correlation test was used. The correlation coefficient intensity of the relationship and the type of relationship (direct or inverse) shows this index is between 1-1 and the absence of a relationship between two variables is zero Table 2.

Table 3: Adequacy indicators regression

No. theory	SE	Adjusted coefficient of determination	The coefficient of determination	The correlation coefficient
One	1.01119	0.014	0.019	0.137-
Two	1.42193	0.484	0.486	0.697
Three	1.95657	0.342	0.345	.588
Four	1.81435	0.265	0.268	.518
Five	1.06516	0.014	0.018	0.136-

Table 4: The effect of regression coefficients

Models	Non-standard factor		Standardized coefficients		
	Beta	SE	B	t-values	Sig.
Constant	-	0.665	3.170	4.769	0.000
One	0.137-	0.012	0.024-	2.045-	0.042
Two	0.697	0.017	0.240	14.356	0.000
Three	.588	0.023	0.246	10.722	0.000
Four	.518	0.021	0.191	8.944	0.000
Five	0.136-	0.390	4.208	10.782	0.000

By comparing the test by a factor of 0.05 (<0.05), we can conclude there is a correlation between all the components. The number of positive and negative correlation coefficient indicates a direct relationship shows the inverse relationship between the two variables. Also in the components of the content, method, features a relatively strong relationship between the components is achieved. Therefore, increasing the independent variable in this case, the dependent variable among the sample population increases. However, for whatever the duration and the duration of membership in the network will increase the couple's relationship quality decreases to evaluate the effectiveness of the process will be regression model that continues to be discussed Table 3.

According to the obtained coefficient of determination can be said about 2% of wives communication quality to the duration of the virtual network, about 48% of the components used content, about 34% of the usage and 2% to about 26% of the time use of the network facilities are concerned. The next table the results of the independent variable on the dependent variable coefficients of the regression effect shows Table 4.

According to the results table above can be said that by upgrading a unit of the independent variable on the dependent variable coefficients upgrade will be written. T-statistics indicate the relative importance of independent variables in the model. According to the statistics and the level of error of <0.05 can be said to variable significant impact on the changes in the dependent variable.

## RESULTS AND DISCUSSION

As previously mentioned, the development of mobile communication systems and extend the services offered to its users on the one hand and entry systems and computer facilities to mobile devices on the other hand,

day-to-day mobile capabilities to increase and their effectiveness should be designated as "a versatile tool" and a member of a social network that extensive range of "social roles person" facilitate enhanced.

Cultural influences that cell phones pose to communities can be traced largely to their individual character; it can be various cultural impact of the advent of mobile phones in the form of individual actions and relations in the new era being studied. The cooling of emotional communication and grievances of family life caused great frustration and failure in life is people it revealed deep problems in the family that have a root and treated. One of the main areas of family problems and general dissatisfaction with life in common, Cyberspace and social networks that have been created by the media production and makes it effortless to raise the level of expectations and satisfaction of common life.

It seems that the results of this with the study of Zekavati and Valizadeh are consistent and aligned. In their study fatten their private space as a virtual network of social problems is the brand name. He said in fact, a kind of control over time and space and their relationship loses and this leads to anxiety, mental stress and anxiety becomes permanent.

As well as research Effat<sup>[5]</sup> confirms the results of this research. The results suggest that the relationship between globalization and cultural identity in the family there but this result should not avoid globalization to be followed; Because globalization is a term quite common nowadays in the media, business, economics, politics and has become intellectual. The results of the research Katz who seems to have viewed the issue from another angle, shows that the virtual network makes people more responsive, thus, more subject to control conversion are, for example, this feature makes parents more authority and thereby help them control their children and monitor their performance.

Some research has also been an issue from the perspective of the other. For example Kheirkhah

examines the impact of this phenomenon on the relationship between individual and has shown that personal characteristics of mobile phone owners and their unrestricted access to social networks does not affect the scope and depth of their interpersonal communication. According to his familiarity with new technologies in their usage has little impact the use of networks but although it had an impact on the breadth and depth of interpersonal communication.

In general we can say that the pathology of social networks on smartphones in the family these days the couple's relationship is also affected. As the results obtained in this study based on the figures showed as much time using social networks (first hypothesis) and the duration of membership in these networks (fifth hypothesis) more the lack of consensus and relationship quality decreases with each other's wives. However, the use to exchange ideas and gain knowledge or humanitarian activities (second hypothesis) and content using the (third hypothesis) is oriented towards cultural and religious issues cannot only harmful but improve the quality of the relationship between spouses. It seems if the use of virtual networks such as Viber and WhatsApp with a regulatory and judicial systems and increase the use of it may be with little harm in connection with each other, particularly communication will be facing in the family. In general, depending on usage, social networks can work constructively or have destructive family relationships and trust or distrust based on multiple factors among family members, especially spouses shaped strengthen or weaken.

According to the findings of this study suggested that in order to maintain the value system (Iranian-Islamic) culture in families in society and family more than ever to be taken seriously; Time is calculated using a social

networking; time to perform physical fun and games with family members spent; Optimal model training and the use of social networks in priority Attention to the spiritual and religious and moral values of a family.

## CONCLUSION

It should be noted that access to the virtual network can also cause damage. This virtual network rolls up the walls and borders and dismantling of many identities lines rooted, traditional community organizing to win a new order in the global village, target. Therefore in such circumstances, the need to study interpersonal relationships in the light of these networks access to well-felt.

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