

Sociological study of Bojnourd City in 2014

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Abstract: The incidence of illiteracy affected by cultural factors, economic and etc. According to Maslow's pyramid of factors such as the economy, security, which are located on the bottom floor of the utmost importance and not require primary suppliers the chance to think, study, and self-actualization will be created. Study and gain knowledge and the underlying infrastructure development of the country and pave the way for prosperity and wisdom society that the information and knowledge societies greater, than other societies are more successful and the development of any society depends on the amount of information. That is why in the present and even the future, the development of study and raises awareness, improve and save the nations will be destroyed. Therefore, the role and importance of books and reading matter as visible return was considered.

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1. Introduction

According to the sociological survey of the Samaniyan (2000) overview and understanding of quality between the various community groups and the impact of social, cultural, economic, political, individual and collective study process. (Samaniyan, 2000, p. 1) In this paper, we present a comprehensive definition of sociology study to answer this question: What is the status of the people Bojnourd? What are the factors influencing the study? Books and reading, recognition and growth factor for religious, cultural, moral, social and human increase mental skills and creativity and innovation. Also read the book, people close to the frontiers of knowledge and wisdom and knowledge led him to lofty peaks (Karbakhsh Ravari, 1999, p. 13). According to books and reading in cultural growth of the community and the indifference to books and reading is a cultural and social condition. Thus creating the desire and habit of study is very important. Due to the importance of research in the development of communities in all fields and its manifestation in all aspects of individual and social life, now it is not clear how the study is Bojnourd

people? What factors are affecting the situation of Bojnourd people? The effect is most responsible? This study attempts based on social, economic, cultural, political and demographic characteristics, to evaluate the study among Bojnourd people and appropriate scientific solutions for future planning was vital. According to the researchers looked at the field of sociology study, little research has been done why is that so-called sociological study together seem strange and somewhat complex. For each of the concepts of sociology and study areas, different theories and models have relations in various fields; in fact, we tried to have as sociological studies of scientific activity, careful and sensitive study in the mix (Dulin, 1974, p. 392).

However, according to the study, almost similar to the subject in other areas, to some published works in this field are mentioned. In recent years, the General Council of the country, integrating the entire duration of study per day in the whole society (in minutes and seconds) for each province were calculated. (Design and review and determine the general culture of the country, in 2012, Page 53).

Table 1: Cumulative total duration of study per day in the total population of North Khorasan province (in minutes and seconds) and the percentage change from 2009-2011

North Khorasan province	Second wave 2009	Third wave 2010	Fourth wave 2011	Percentage change from 2009-2011
	43.58	69.41	75.19	71.30

In a research study conducted in Iran on this issue is similar to that of the Samaniyan has done (2000). Samaniyan (2000) in a study entitled "Sociological research in Iran" have done that by

studying it, clear and precise definition of sociology was determined that the literature has been cited by other.

The results of it are as follows:

- Each Iranian person annually, seventy-three Tooman a day buys about two-Real Book.
- Share Buy books of the total cost of an urban family is 22%.
- Every Iranian is a minute from time, 365 days a year to study the book.

He also, in this paper, the study examined among 1974 to 1997 and eventually housed been proposed for improving population studies. In addition, Horri (1980) in his master's thesis entitled "15-to 19-year-old sociology book reading" have done an investigative target of 15-19 year-old sociology student reading and knowledge teenagers social factors that makes young people to study is willing or unwilling. And results were reported as follows: 1. young persons under study as one of their major problems feel. 2. The small number of libraries and the unavailability of a lack of inner tendency of the or at least reduce the amount of their study. 3. The issues related to the book, edition, limited book reader groups, economic problems, the wrong methods and curricula, poor distribution and its expensive reluctance of young people to study. High school textbooks are not dynamic content from other factors. 4. The average of high school students 14 minutes. 5. Teachers and mass media can be an encouraging factor for adolescents in the study. (Sadiq Behzadi, 2000, p. 18).

Search foreign literature; Donald S. Leeds Ed. D., professor in the Department of Communication University of New Jersey, the result is that social and cultural factors, characteristics of study resources, habits, interests and psychological factors and social class or social level - an important economic variables that impact children's academic performance is likely in the future.

Family effects of social class as an important factor in children's ability in reading are seen positive growth. In this paper, the recognition of ethnicity and literature study as a target for social action, often by sociologists of literature and as a topic of study in one race and ethnicity were ignored. Main contents according to their importance in relation to race and to achieve recognition a sociological study have been examined. (Mchul, 1978, p. 319).

In connection with the recognition of its impact on the study of race and little effort has been made and this research is thus to discuss the shortcomings noted, material is collected. The main purpose of this study: "Overview of the study population between the various groups and the use of everyday activities as well as study the impact of social, cultural, economic, political, individual and collective, Bojnourd city is on the study."

Secondary objectives:

1. Identify the Bojnourd study among different groups of people.
2. Effect of policy in the field of books and reading, to study conditions among different groups of Bojnourd people.
3. Review the impact of cultural factors on the amount and type of study among Bojnourd people.
4. The effect of economic factors on the situation of the Bojnourd people
5. Determine the time and cost Bojnourd to study the different groups of people.
6. Identify the attitudes and interests of the people of the city of Boroujerd, to provide the resources they need.
7. Determine the effects of demographic characteristics of the Bojnourd people (such as gender, marital status, age, education ...).

Research Hypothesis:

1. It seems that there is relationship between social and cultural situation of Bojnourd people.
2. It seems that there is relationship between the study and social status of Bojnourd people.
3. It seems that there is relationship between economic status and time of study among Bojnourd people.
4. It seems that there is relationship between policy and planning in the field of books and reading among Bojnourd people.
5. It seems that there is relationship between demographic characteristics and the type and extent of Bojnourd people.

Methodology:

The method of collecting the data collection tools question questionnaire study, so before using the questionnaire, the validity and reliability ensured. The above study questionnaire consisted of 30 questions. In this study, to increase the validity of the questionnaire, the initial draft, based on the study of some books and then is designed to assess the validity, the questionnaire was placed in the hands of experts and consultants and evaluated statistics and comments in exercise questionnaire. After completion of the pre-test questionnaire, the number of displaced persons after discussion with statisticians and librarians, ambiguities in some of the specific questions and a number of questions were omitted, modified or replaced. The final questionnaire was developed and its validity was confirmed and researchers to distribute questionnaires and ambiguities personally distribute and demystified and have collected. The population is seeking to extend its research results are as follows: Bojnourd People. To determine the sample size in this study is used by Krejcie & Morgan. Morgan and good decision-making derogatory model with a sample size table with respect to the offer. (Skaran, 2007, p. 334).

Sampling was done randomly: There are several ways to measure reliability: the reliability test, parallel reliability, validity and reliability of logical consistency between the two halves of the questions of questions using Cronbach's alpha.

In this study, Cronbach's alpha coefficient in accordance with the following formula is used to measure the reliability and correlation of questions.

$$\alpha = \frac{n}{n - 1} \left(1 - \frac{\sum S_i^2}{S_t^2} \right)$$

Cronbach's alpha obtained in partial sections of the questionnaire showed high internal consistency questions and very good correlation between the respondents. Finally, after ensuring the reliability and validity, they were distributed among the sample.

Cronbach's alpha: 0.520

Item: 30

Self-made questionnaire with 30 questions in two parts: The first part is to investigate the characteristics of the population respondents and the second part reviews the analysis of the questionnaire. In this section, the first ten questions (cultural), and six second question on the assumption that (social status) is paid. Suppose the third (economic status) has four questions. Six questions to assess the political situation is addressed four questions to check the status of demographic characteristics.

Research findings:

The findings of the present study were descriptive and analytical. In the first part, a description of the sample based on the questions in the questionnaire about the independent variables, dependent and demographic (gender, age, education, level of education, marital status and income) is provided. In the second part of the bivariate analysis using appropriate statistical methods and the relationship between variables were explored. Finally, using the Kendall correlation coefficient of relationship between independent variables and the dependent variable was analyzed. As the result of research by identifying the population, the sample size and the use of appropriate research methods and tools in previous discussions by collecting literature was fully explained. This section also converts data to information obtained from the questionnaires were distributed to the data, approve or reject the hypothesis of the present study revealed. The results of this process are given in the conclusion that the results are presented in two parts:

A) Check the results based on demographic questions

Table 1: Results based on demographic questions

Breakdown of respondents based on the highest frequency	Frequency	Percentage
Gender	Women	62.6
Ages	26-30	42.7
education	Masters	31.8
marital status	Single	59
Profession	Employee	29.9

- B) Search results based on questionnaire analysis
- 63.9% of respondents study less than an hour's;
 - 43.6% of respondents have chosen books to read;
 - 44 percent of respondents are interested in social issues for study;
 - 44.5 percent of respondents are interested in cultural magazines;
 - 39.7 percent of respondents spend leisure time to watch movies;
 - 39.5 percent of respondents are members of the Public Library;
 - 37.4 percent of respondents to the issues of great importance;
 - 37.4 percent of respondents, the relationship between high culture and study assessed;
 - 47 percent of respondents discuss the proposed topics to attract chose to study;
 - 42.6 percent of average respondents have evaluated the prevalence of reading in the family;
 - 53 percent of respondents have evaluated the role of the family in many children reading;
 - 36.4% of respondents the main reason schools are encouraged to study;
 - 31.9% of respondents consider the relationship between evidence and reading a lot.
 - 35.1% of respondents have considered the relationship between jobs with a large amount of study
 - 34.3% of respondents with income between seven hundred to one million five hundred thousand Toomans.
 - 55.1% of respondents, less than ten percent of the cost studies
 - 30.4 Percent of respondents regarding the economic situation with a lot of study to know
 - 38.7 Percent of the respondents have evaluated the relationship between economic developments with the large study
 - 41.5% of respondents in the average number of books have evaluated community
 - 46.2% of respondents have considered moderate Published Books on demand
 - 44.2% of respondents have considered moderate Book Review
 - 39.5% of respondents believe that the government's attention to the study average

- 37.9% of respondents considered inflation as the reason for the low rate study
- 37.7 percent of respondents, on average, are between gender and study
- 35.5% of respondents have considered the relationship between age and much study
- 33.2 percent of the respondents have evaluated between marital status and relationship between averages

- 37.4 percent of respondents believe the relationship between educations and there are many
Test the research hypotheses:

To investigate the relationship between nominal variables according to the type of measure they Kendall nonparametric test was used.

First hypothesis: It seems that there is relationship between culture and study.

Table 2: The first hypothesis test based on Kendall

Kendall Test	Study	correlation coefficient	1.000	** 0.821
		Sig. (2-tailed)	0	0
		No.	382	381
	Cultural	correlation coefficient	** 0.821	1.000
		Sig. level	0	0
		No.	381	383

According to Table 2; confidence interval 99% significance level Sig=0.000 which demonstrated significant difference is the relationship between two variables. Due to the strength of this relationship (correlation coefficient) are measured with regard to the amount of 0.821 is positive. Showed a strong and

direct relationship between the two variables and in other words, by increasing the cultural level of the people, their desire to study more.

The second hypothesis: It seems that there is a significant relationship between individual's social position and their study.

Table 3: The second hypothesis test based on Kendall

Kendall Test	Study	correlation coefficient	1.000	** 0.352
		Sig. (2-tailed)	0	0
		No.	382	382
	Cultural	correlation coefficient	** 0.352	1.000
		Sig. level	0	0
		No.	382	382

According to Table 3; confidence interval 99% significance level Sig=0.000 which demonstrated significant difference is the relationship between two variables. The correlation coefficient is measured according to the strength of this relationship with regard to the amount of 0.352 is positive. Showed a

moderate positive relationship between the two variables and in other words, the social rate would increase. The third hypothesis: It seems that there is a significant relationship between socioeconomic status and reading.

Table 4: The third hypothesis test based on Kendall

Kendall Test	Study	correlation coefficient	1.000	** 0.352
		Sig. (2-tailed)	0	0
		No.	382	382
	Cultural	correlation coefficient	** 0.352	1.000
		Sig. level	0	0
		No.	382	382

According to Table 4; confidence interval 99% significance level Sig=0.000 which demonstrated significant difference is the relationship between two variables. The correlation coefficient is measured according to the strength of this relationship with regard to the amount of 0.683 is positive. Showed a

moderate positive relationship between the two variables and in other words, the social rate would increase.

The fourth hypothesis: It seems that there is a significant relationship between state policy in the field of books and reading.

Table 5: The fourth hypothesis test based on Kendall

Kendall Test	Study	correlation coefficient	1.000	** 0.218
		Sig. (2-tailed)	0	0
		No.	382	376
	Cultural	correlation coefficient	** 0.218	1.000
		Sig. level	0	0
		No.	376	377

According to Table 5; confidence interval 99% significance level Sig=0.036 which demonstrated significant difference is the relationship between two variables. The correlation coefficient is measured according to the strength of this relationship with regard to the amount of 0.218 is positive. Showed a

moderate positive relationship between the two variables and in other words, the social rate would increase.

Fifth hypothesis: It seems that there is a significant relationship between demographic study and people characteristics.

Table 6: The fifth hypothesis test based on Kendall

Kendall Test	Study	correlation coefficient	1.000	-0.053
		Sig. (2-tailed)	0	0.177
		No.	382	379
	Cultural	correlation coefficient	-0.053	1.000
		Sig. level	0.166	0
		No.	379	382

According to Table 6; confidence interval 99% significance level which demonstrated significant difference is the relationship between two variables. The correlation coefficient is measured according to

the strength of this relationship with regard to the amount of -0.053 is positive. Showed a moderate positive relationship between the two variables and in other words, the social rate would increase.

Table 7: Summary of results of testing hypotheses is as follows:

Kendall Test				
Hypotheses		correlation coefficient	Sig. level	Accepted or reject
First hypothesis	It seems that there is relationship between culture and study.	** 0.821	0.000	Accepted
Second hypothesis	It seems that there is a significant relationship between individual's social position and their study.	** 0.352	0.000	Accepted
Third hypothesis	It seems that there is a significant relationship between socioeconomic status and reading.	** 0.683	0.000	Accepted
Fourth hypothesis	It seems that there is a significant relationship between state policy in the field of books and reading.	0.218		Accepted
Fifth hypothesis	It seems that there is a significant relationship between demographic study and people characteristics.	-0.053		reject

Conclusion:

According to the results of the first hypothesis, the cultural status of people (in terms of public interest in the issue, the time dedicated to study, study, and the value of membership in libraries, etc.) and the study,

there is a significant relationship with a 99% approval, which indicates the significance of the relationship between two variables.

The results of the research findings of the Samaniyan (2000) with an article titled "Sociological

research in Iran" have done, in the Check Every Iranian is a 365 minutes in your day to read the book have conformity.

Second hypothesis: It seems that there is a significant relationship between individual's social position and their study. There is significant at the 99 percent level that indicates a significant difference is the relationship between two variables. Since the rate of 0.352 average is positive, indicating a positive relationship between the two variables, in other words, the improvement of social conditions, the rate of increase. In an article by lead results (2010) have been conducted, class or social level assessment is an important variable that had a significant impact on the development of children's reading abilities and end up with consistent results.

Third hypothesis: It seems that there is a significant relationship between socioeconomic status and reading. There is significant at the 99 percent level that indicates a significant difference is the relationship between two variables. Since the rate of 0.683 is positive and indicates a strong positive relationship between the two variables. In other words, whatever the economic situation of the people is stronger than the reading rate increases. The results of this study with the findings of the Samaniyan (2000) and results (Leeds, 2010) is consistent.

Fourth hypothesis: It seems that there is a significant relationship between state policy in the field of books and reading. The results of this study with the findings of Horri (1972) in the "sociology of adolescents 15 to 19 years old read the book" the small number of libraries and the unavailability of, issues related to the book, edition, limited number of book groups reader economic problems, the wrong methods and programs of study, poor distribution and high prices reluctance of young people to study it is known is consistent.

Fifth hypothesis: It seems that there is a significant relationship between demographic study and people characteristics. According to the test results of the study of the relationship between individuals and there is no significant demographic. This means that between age, sex, educational level, marital status and there is no significant relationship and people of all ages and demographics with every feature you can read and rate these features are not connected with the study.

Sociological research study has a wide range unbiased investigating the matter. It has been said that with the significant association between socio-cultural situation and by raising awareness in families and schools and the role they are also encouraged to study can be seen interest and the profound impact they had and to improve the conditions of membership in libraries and libraries were slightly more sensitive and

the library space to discuss topics of study as the study activities to attract them. As well as officials and policymakers field of books and reading, while trying to improve the content of books with the needs and tastes of the people, why not try the cheaper the books that taking into account the economic factor that correlates with the amount of study. It was found that the family economy, an important role in putting books in the basket of household.

Research limitations

Certainly do anything, needs to requirements and accurately enough. In this study, there are limitations with all the problems have been tried; the research is of high accuracy. The main problems are as follows:

- Lack of background research and similar research in the field of foreign and lack of access to some resources that will certainly affect the outcome of the investigation.

- Because researchers do research in the field and on a large scale and had to deal with this issue the study has been done in this area and also in some cases there was a lack of response to questions.

Suggestions:

The results show that people are aware of the study and its role in life, but despite this, most respondents' greatest time of your time to watch movies and other than study account! It is recommended, and headquarters organizations concerned with youth and leisure, with careful planning and organization of courses and classes, as well as institutional cooperation public libraries the rate of increase, And recommended the government closer cooperation with related organizations and programs, cheap books to apply and are more sensitive to exposure to books in the household portfolio.

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