The role of mass media on adolescent identity styles

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Introduction and Objectives

Instrument and mediator of mass media puts people at risk sometimes conflicting uses of media. Leisure teens time often is filled with media. Unhealthy patterns could be change of identity. According to effects of media on interpersonal relationships, cultural and moral values and psychological characteristics, in this study, the dominant identity styles of students identified and comparisons based on individual differences and relation with mass media has been determined.

Method

The study was correlative and all high school students in the city of Birjand and sampling was the multi-stage stratified random. Identity Styles Inventory data collection was Berzonsky (ISI-6 G). Informational style (11) normative (9) avoidant-disoriented style (10) and identity commitment (10) have questions. Media Inventory has three areas: exposure to the media, prefer to content, imitate personality. Both questionnaires from completely disagree to completely agree rankings and scores 1-5 were assigned to each option. Data using SPSS software with the chi-square test, ANOVA, T test, Spearman correlation coefficient α=0.05 were analyzed.

Findings

140 female and (% 61.96) 228 male with mean age/3± 29/1665 years were analyzed. (04 % 38). The dominant style in male avoidant-disoriented and in female was commitment. Measures of media exposure and content had a significant mean difference in gender and were in men higher but no significant difference in ages. The entertainment was more than preference. Index of media exposure and media content, both have significantly positively related to information and avoidant-disoriented identity styles. Imitation has meaningful relationship with both styles. So that with increasing imitation, increase disorientation and release commitment.

Conclusions

Media insider’s responsibility is to avoid the negative effects of aggressive media and the use of new communication technologies for positive cultural and facilitating the process of identity also provided national values, spiritual and indigenous of promoting political, religious and ideological families vision.

Key word: identity styles, mass media, adolescent

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