

## **Meta-analysis of Studies on the Relation between Lifestyle and Social Identity**

*Mohsen Niazi*

*Full Professor in sociology, Department of Social Sciences, Faculty of Humanities,  
Kashan University, kashan, Iran*

*Seyed Reza Eslami Bonab*<sup>1</sup>

*PhD Candidate in Sociology of Social Issues, Department of social sciences, Faculty of  
Humanities, Kashan University, kashan, Iran*

*Hassan Montazery Khosh*

*PhD in Sociology of Social Issues, Department of social sciences, Faculty of Humanities,  
Kashan University, kashan, Iran*

*Ayoub Sakhaei*

*PhD Candidate in Sociology of Social Issues, Department of social sciences, Faculty of  
Humanities, Kashan University, kashan, Iran*

*Received: 18 February 2018*

*Accepted: 23 January 2019*

### **Extended Abstract**

#### **1. Introduction**

As a source of cognition, identity is an important concept within human societies. Identity is a mental requirement of humans and a prerequisite to any type of collective life. According to Giddens, modern social entities profoundly influence the identities of people, and nobody is of a single, unique identity. This means that identity flexibility has significantly grown within the modern framework which denotes the emergence of novel platforms for identity genesis. Today, the phenomenon of globalization influences various aspects of cultural life such as gender attitude of knowledge, official education, identity, and lifestyle. In the last decade, without lifestyle and social identity, i.e. without specific frameworks that reveal similarities and differences, people in a society would have been incapable of making significant and sustainable connections among one another. Unquestionably, the expansion of modern lifestyles and its confrontation with conventional lifestyles in Iran have resulted in a set of changes occurring within the cultural identity.

---

1 Corresponding author, reza4eslami@gmail.com

## **2. Theoretical Framework**

As a pioneer to Richard Jenkins, Mead regards the “subjective I” or individual identity as different from the “objective I” or social identity; both of these “I”s are formed through social experiences and activities. The “subjective I” represents the sensitivity of physique to the image of others’ opinions while the “objective I” is an organized set of hypocritical comments by others. According to Giddens, personal identity becomes more increasingly significant in modern societies in which all humans are to answer important questions regarding their identities and inevitably make important decisions. He believes that given the process of modernization and the expansion of social environment through mass media, the possibility of identification within the restricted and determined social framework is on the decline. According to Bourdieu, class constitutes volume and different types of capitals while habitus is the medium through which people within each class are connected to one another; lifestyles are formed based on such common habitus. He believes that various tastes across classes regarding how to use leisure, body, clothing, and speech among many other things indicate features of identity based on gender (feminine or masculine), social class (lower class, upper class) and other individual and social attributions.

## **3. Method**

Given the purpose and nature of the study, the meta-analysis method was used. The present paper is an applied inquiry and a quantitative study, given the employment of meta-analysis method as well as the nature of data. The population of the study included domestic studies conducted on the relation between lifestyles and social identity, published in domestic scientific and research journals. Among the numerous existing studies, 20 were selected which contained the criteria for examination in the present study. Checklists used to select suitable papers with the present meta-analysis and extraction of proper information included the name of authors, year of implementation, sample population, sampling method, statistics, and level of significance. The results of studies taken into account in this examination were of the necessary conditions, methodologically. Data from each study was codified and then inserted into CMA2 software, followed by the calculation of effect size and meta-analysis hypotheses.

## **4. Results and Discussion**

According to the results obtained from the test ( $Q=905/654$ ,  $P<0.01$ ), the null hypothesis stating homogeneity between the conducted studies was rejected with a 99% confidence level while the hypothesis on the heterogeneity of studies was confirmed. In addition, the squared index, “I” supports the fact that nearly 97% of dispersions are real, originating from the entire studies and related to heterogeneity

between them. Consequently, their integration with the fixed effects model can be justified and random effects model should be used so as to integrate the results. Mean effect size of lifestyle (random mixed effects) on social identity in the case of the present study is 0.420. Since the estimated size is within the confidence range, the impact of lifestyle on social identity is confirmed. According to the results of Egger's linear regression test, cross-section and the 95% confidence distance are 2.189 and 0.912, respectively. Considering the p-value as a single 0.079 domain and a double 0.136 domain, then the null hypothesis expressing the symmetry of funnel chart and absence of bias in dispersion is confirmed.

## **5. Conclusion**

According to heterogeneity analyses of the study, it was discovered that there are moderating variables that affect the relation between variables including lifestyle and social identity. Heterogeneity among the effect sizes across the initial studies could be caused by the fact that operational definitions and evaluation methods or the representation of dependent and independent variables are vastly different in various studies, while their results could also be different. On the other hand, it is possible that studies involve different designs or even be different in terms of methodology. As a result, the role of gender is examined as the mediator or moderating variable. The results showed that the effect size in random model is higher for men compared to women (0.567 vs. 0.486). This finding represents the effect of gender on the observed effect size. Perhaps, this difference denotes the fact that men have accepted and experienced the modern lifestyle more than women, which means that the new lifestyle is substantially more established for men compared to women; in other words, lifestyle has been generalized for men to the extent that it has surpassed the present distinctions across social identity levels. Regarding women, however, since the distinctions in their social identity influences their choice of lifestyle, it can be observed that the less important their social identity, the more they are inclined towards a new lifestyle. Subsequently, the social identity of women is weakened with the prevalence and expansion of novel lifestyles among them.

**Keywords:** Meta-analysis, Lifestyle, Social Identity, Effect Size

## **References (in Persian)**

1. Abbasi Ghadi, M., & Khalili Kashani, M. (2011). *تأثیر اینترنت بر هویت ملی* [The effect of the internet on national identity]. Tehran, Iran: Strategic Studies Institute.

2. Adlipour, S., bonyad, L., & bardiafar, N. (2015). تحلیل رابطه سبک زندگی با هویت [Analysis of the relationship between lifestyle and cultural identity of young people in Tabriz city]. *National Studies*, 16(4), 93-114.
3. Adlipour, S., Soleimani, H., & Mehafakheri, E. (2014). رابطه مصرف رسانه ای با هویت [Relationship of media consumption with social identity and modern lifestyle among youth of Tabriz city]. *Communication Research*, 3(79), 121-146.
4. Castells, M. (2001). *The rise of the network society* (A. Khakbaz & H. Chavashian Trans.). Tehran, Iran: Tarhe noo.
5. Fazeli, M. (2003). مصرف و سبک زندگی [Consumption and life style]. Qom, Iran: Sobhe Sadegh.
6. Firouzabadi, S. A., Mirzaei, H., & Gozabe, K. (2013). بررسی رابطه میان مفاهیم سبک زندگی و هویت مذهبی در شهر و روستا (مورد مطالعه: جوانان ۱۸-۳۰ ساله شهر بوکان و سه روستا [Investigating the relationship between the concepts of lifestyle and religious identity in city and village (Case study: 18-40 year-old youths in Bukan and three villages (health, Korehkani and lower Glowan)]. *Executive Management Quarterly of Social Development*, 10(2), 7-36.
7. Giddens, A. (2003). *Modernity and modernism* (H.A Nozari Trans.). Tehran, Iran: Naqsh-e Jahan.
8. Giddens, A. (2009). *Modernity and self - identity: Self and society in the late modern age* (N. Mofeghian Trans.). Tehran, Iran: Ney.
9. Golmohammadi, A. (2010). جهانی‌شدن، فرهنگ و هویت [Globalization, culture and identity]. Tehran, Iran: Ney
10. Hosseinzadeh, A. H., Ershad, F., & Niazi, A. (2009). بررسی عوامل موثر بر هویت [Investigating the factors affecting the social identity of students of Shahid Chamran University of Ahwaz]. *Journal of Applied Sociology*, 20(3), 1-23.
11. Iman, M T., & Kiazeghan, T. (2003). بررسی عوامل موثر بر هویت اجتماعی زنان [Factors affecting women's social identity]. *Journal of Humanities*, 12(44-45), 79-106.
12. Kafashi, M. (2014). مدل معادلات ساختاری مولفه های سبک زندگی مؤثر بر هویت اجتماعی [Structural equation modeling of life style elements affecting social identity]. *Science and Research Branch*, 6(3), 105-120.

13. Kafashi, M., Pahlavan, M., & Nezhad Arabi Kazem, A. (2104). بررسی تأثیر سبک زندگی بر هویت اجتماعی جوانان: مطالعه موردی جوانان ۱۵-۲۹ ساله شهر بابول [Investigating the impact of lifestyle on social identity: A case study of 14-29 year-old youth of the city of Babol]. *Social Research*, 3(9), 105-120.
14. Khaje Noori, B., Parnian, L., & Hemmat, S. (2014). مطالعه رابطه سبک زندگی و هویت [Study of relationship between lifestyle and social identity (Case study: Young Bandar Abbas)]. *Iranian Journal of Cultural Research*, 7(1), 69-94.
15. Khani Jazani, J. (2009). *آداب فضای مجازی* [Rituals cyberspace]. Tehran, Iran: Organization of Scientific and Industrial Researches of Iran.
16. Lotf Abadi, H., & Norouzi, V. (2004). بررسی چگونگی نگرش دانش‌آموزان دبیرستانی و [Study on the attitudes of Iranian high school students to globalization and their impact on their values and identity]. *Educational Innovations*, 3(9), 88-119.
17. Naibi, H., & Mohammadi Tellur, S. (2013). تأثیر سبک زندگی بر هویت اجتماعی (مطالعه تجربی جوانان شهر سنندج) [The impact of lifestyle on social identity (Experimental study of youth in Sanandaj)]. *Iranian Society of Sociology*, 14(4), 131-152.
18. Niazi, M. (2011). رابطه بین سبک زندگی و میزان هویت ملی مطالعه موردی: شهروندان شهر کاشان [Relationship between lifestyle and national identity. Case study: Citizens of Kashan city in 2010]. *Cultural and Communication Studies Association*, 7(24), 129-158.
19. Qasemi, M A. (2004). هویت در فضای پست مدرن؛ بررسی آرای چنتال موفی در باب هویت [Identity in the postmodern atmosphere. Review of Chantal Moffey's opinion on identity]. *Strategic Studies Institute*, 7(24), 255-274.
20. Rabbani Khorasgani, R., & Shiri, H. (2009). اوقات فراغت و هویت اجتماعی (بررسی جامعه‌شناختی الگوهای گذران اوقات فراغت جوانان در تهران) [Leisure and social identity: A sociological study of youth leisure, youth exercise patterns in Tehran]. *Iranian Cultural Research*, 2(8), 209-242.
21. Rabbani, R., & Rastegar, Y. (2008). جوان، سبک زندگی و فرهنگ مصرفی [Young, lifestyle and consumer culture]. *Cultural Engineering Monthly*, 23-24, 44-53.
22. Rahmatabadi., & Aghashbakhshie, H. (2006). سبک زندگی و هویت اجتماعی جوانان [Lifestyle and social identity (The Emphasis on Youth)]. *Social Welfare*, 5(20), 235-256

23. Sediq Sarvestani, R., & Ghaderi, S. (2009). ابعاد فرهنگی، اجتماعی، سیاسی هویت [Cultural, social, and political dimensions of students' identity based on traditional and modern components (Separated from the University of Tehran)]. *Iranian Cultural Research*, 4(8), 35-65.
24. Tavassoli, G A., & Asl Zaem, M. (2008). بررسی عوامل فرهنگی - اجتماعی موثر بر هویت [Investigation of social-cultural factors affecting youth social identity (Case study of Hashtgerd city)]. *Social Development Studies of Iran*, 1(1), 6-25.
25. Zolfaghari, A., & Soltani, L. (2010). بررسی رابطه سبک زندگی با هویت قومی جوانان (مطالعه موردی: شهرستان مهاباد) [Investigating the relationship between lifestyle and youth ethnic identity (Case study: Mahabad City)]. *Journal of Sociology of Iran*, 11(2), 24-50.
26. Zolfalifam, J., & Ebrahimpoor, D. (2008). بررسی تأثیر صنعت فرهنگ بر هویت اجتماعی با تأکید بر شبکه‌های تلویزیونی ماهواره‌ای [Investigating the Impact of Cultural Industry on Social Identity with Emphasis on Satellite Television]. *Journal of management system*, 19 (76), 175-202.

### References (in English)

1. Brown, R. (1985). *Social identity*. In A. Kuper & J. Kuper (Eds.), *The social sciences encyclopedia*. London, England: Taylor & Francis.
2. Castells, M. (1997). *The power of identity*. Oxford, England: Blackwell.
3. Cooper, H. M. (2009). *Research synthesis and meta-analysis: A step-by-step approach*. Thousand Oaks, CA: Sage.
4. Featherstone, M. (1991). *Consumer culture and postmodernism*. London: Sage Publications.
5. Giddens, A. (1991). *Modernity and self-identity*. Cambridge, England: Polity Press.
6. Hunter, J E., & Schmidt, F L. (2004). *Methods of meta-analysis: Correcting error and bias in research findings*. New York: Sage.
7. Jenkins, R. (2008). *Social identity* (3<sup>rd</sup> ed.). London and New York: Routledge, Taylor & Francis group.
8. Merolla, D M., Serpe, R T., & Stryker, S. (2012). Structural precursors to identity processes: The role of proximate social structures. *Social Psychology Quarterly*, 75(2), 149-172

9. Sasaki, M. (2004). Globalization and national identity in Japan. *Journal of Japanese Sociology*, 13(1), 69-87
10. Tajfel, H., & Turner, J. (1986). The social identity theory of inter-group behavior, In, S. Worchel, & L. Austne (Eds.). *Psychology of intergroup relations* (pp. 208-228). Chicago, IL: Nelson-Hall.
11. Thompson, J. (1998). Community identity and world citizenship, In H. Archibugi, & J. Kohler, (eds). *Culture and global change* (pp. 5-35), London, England: Routledge.
12. Turner, J. (1998). *The structure of sociological theory*. London, England: Wadsworth.