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Determination the correlation of sociological factors and eating attitudes among female students of medical faculty of Urmia branch in 2011

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ABSTRACT

Good nutrition and access to safe and appropriate food is the most fundamental rights of human beings. Without the proper nutrition, no one will enjoy the blessings of health. Meanwhile, according to the Nutrition of Women and Girls, because of their special physical needs in different periods of life, this subject is particularly important. Considering this fact that girls are the future mothers and their feeding is important because of their future role as healthy mothers and their greater role in having healthier generation and society, the present thesis aim to determine the sociological factors affecting the eating attitudes among girls. In this study, theories of Mary Story, Shaw and Mac Ckoob, Rieszman, Herbert Mead and Charles Horton Cooley and ... were used. The aim of this research is determining the correlation of sociological factors (the role of media, family, peers, and socio-economic status of family) and eating attitudes among MA female students of medical faculty, urmia branch in 2011. The total number of female students was 977 people and 276 ones were selected by Kocran formula. Data Information was analyzed by SPSS and statistical tests of F, test, r-Pierson and multi _regression was used to acquire results. So results showed that of applied factors media had the highest effect on girls eating attitudes. Applied variables could determine 20%of eating attitudes among these students.

Keywords: Role of Media, Family, Peers, Family socioeconomic status and Eating Attitudes.

INTRODUCTION

Enjoyment of health is the right of all human beings, especially for women who have more effective and important role than men to provide community hygiene and health. Woman is the center of family and community health, because girls are future mothers [1]. Nutrition is an important dimension of public health and its objectives is providing physical and psychological conditions necessary for growth and development of organisms, mobility and efficiency of people in social life. People's nutrition in one hand is correlated with various factors such as natural environment conditions, technical growth, socio-economic characteristics, cultural factor and history of nations and on the other hand it is correlated with body life [2].

Food is considered the most important problem in people's life. Meanwhile the nutrition of girls who are the future mothers has more importance, since woman form half of the community, woman are half of the economic power of

a community, woman are pulse of family existence, woman have the first role in a family. Community improvement depends on health of family and health of family depends on health of woman. In order to achieve a consistent development, it is essential to pay attention to various health dimensions of all people. Today, on account of modernization process changing in urbanization patterns and various cultural patterns, styles of people's life in a community have significant changes. Urban and machinery life, provide people with new form of spending free time, new consumption style, and even job. The styles which cause a field for less body movement, stressor and probably dangerous activity and harmful material use [3], here advertisement can have an effective role in selection and consumption in a community. In the meantime, since food materials advertisement has a direct effect on health of community, it has reduplicate importance.

There is no doubt that in most community females in compare with males pay more attention to their beauty and appearance and whatever can be seen and they are more sensitive to them. This extra attention makes them, sometimes to get extremist behavior in order to match their own body characteristics with cultural patterns of face and body which are advertised in mass media and advertisement agencies of beauty industry, that sometimes has adverse consequences [4]. Also many behavioral factors affect health which mostly relate to cultural factors and local tradition, rate of people's public participation and level of knowledge and information of them. On the other hand, at least 50% of society health level directly depends on people's behaviors, believes and attitudes toward health and sanitary [5]. Since in development process, human force is an important factor and females as half of the population have especial position, having a full health is their right all, here, nobody can deny effective role of woman which is their responsibility of providing health and sanitary of family and consequently, society. During current time, the role of social orange such as family, school in socializing generation is undermining and in contrary the role and importance of media is increasing. So, considering the role of socio-cultural factors, the necessity of conducting present research can sometimes be used to inform the girls from their nutrition procedures. On the other hand, the results of present research can be effective in nutrition planning of sanitary administer and other organizations for codification of political guidance in order to regulate nutrition procedure.

Nutrition trend are those trends directing nutrition selections and nutrition behaviors. Nutritional trends include unhealthy and/or something different from common food and it can be about diet, excessive hunger to become thin or overeating [6]. Mary story research which has merged the two SCT and Ecological approach and investigated personal and internal factor (psychiatric and living factors), social and external factors (family, peers group), in structural and physical environment factors (Restaurants and food stores) and macro system and social factors (media and advertisement) which have effects on trends and nutritional selections, and it says the fact that having proper nutritional trends among youngsters are very low and it has been about 26 percents and this group has preferred low fast food consumption, and the rest more preferred high fast food and elimination of breakfast and they have used less fruit, vegetables, fiber and dairy and the healthiness of nutrition is not an important factor in food selection.

According to Mid and Couly, family, as the first circle for an individual, has significant importance. The first effects which an individual perceivers from environment is family circumstances and even, how the individual is affected by environment results from family circumstances, family establishes some important part of human fate and plays a significant role on determination of styles and policies of an individual future life, ethic and performance. Families have an important role in transferring social-cultural signals of nutritional importance. These effects occurred through reinforcement and encouragement to proper and improper diets. Overall, studies shows that the parents especially those who are obsessive on their own body, have significant role in directing their children toward dieting and obesity diet [7].

Peers group is another important source of socio-cultural influences. Peers group directly and indirectly play roles through molding behaviors and regulation in forming individuals' trends and behaviors. For example, this group by forcing individuals to observe or not observe a series of ethic principles, the group directly plays a role in acceptance and non-acceptance of individual in the group and sometimes punishes the trespasser because of rejection and ignorance of team's member. Since making friends in different fields is youngster's concerns, Peers group has an important role in sociability process. Totally studies show that speaking about nutrition, proper and improper diets and following each of these behaviors is connection or rival factor among girls [8].

High lighting theory considers the media role as transferring message with a kind of making significance or priority for audience and finites media effects in behavior scope. Shav and McCumet arrived to this point that media affected

people's selection by accentuating and supremacy of subjects, the addressee is active in this theory but the responsibility of directing public opinion is undertaken by media [9].

Riseman considers changing and altering process of community as a result of changing in communications and communication instruments. He has categorized human life in to three periods. He has pointed out the medias' role in changing traditions and creating generation gap [10]. His third period is a period of other leading with the advent of public communication instrument and phenomenon with characteristic of remote controlling, schema idol worship object worshipping and identity crises. In this period, some people with use of magic power of public communication instrument effect people and induce their special thought and social patterns. In this period people are looking for refusing traditional and consistent relationships of familial, neighborhood, relatives and ancient friendships and public communication instrument and against them medias and powerful operators of the as well as resulting temptations of it is vulnerable. According to 'Riseman' this period of human history will be recorded as a little where media and operators construct its social life pattern [10]. This period is resulting from public communication civilization and advent of tools for democracy. In this period new mental idols raised which caused self alienation. In this stage the culture is swallowed [11].

The media is providing information and forming values and people always are affected and learned by them. The importance of learning duty of communication instrument in current community is so huge that some sociologists consider "parallel learning" or "permanent learning" role for press, radio, TV and movie. The sociologists believe that communication equipment by broad casting information and new information parallel to teachers' effort have carried out teaching duty and fulfill social, cultural and scientific knowledge of students [12]. Of course some believe that advent of mass media to education area cause reduction of subcultures and reinforcement of mass community. Mass community means that because of mass media, we more orientation to same way of speaking, same way of thinking and same way of reaction. Along with this orientation to forming people, mass medias are accused of hindering cultural growth [13].

Ghalbrait. One of the famous economist of America, manifests advertising role in creating unnecessary needs, according to Ghalbrait opinion advertising companies wouldn't let people act according to their income, because these institutes are created to simulate new tendencies in people and create the needs which haven't been existed before [12].

Turture, in his book titled regulatory bodies, believes that modern industrial society moves toward where it is called molding society. This society is a social system in which body show's main scope of political and cultural activity [14]. According to Antedall[15], other important scope in sociology of body is constructing social body and emotion. It means how society makes and processes body and emotion. "Instructing Society" approach has greatly been linked to MichealFoke thought in medical sociology which analyzes body as a production of power and knowledge and emphasizes on the way people reshape, decorate, offer, manage and survey their body socially.

[16] concluded from her research that in Iran as a developing country, the number of family member in over-crowded families effects on nutrition condition but socio-economic condition such as parents education and economic condition of family doesn't correlate mass index of body because there is no county division for this parameter.

[17]in a research titled the effects of media on nutritional disturbance concluded that media role on nutritional disturbance is important. In fact, new media directly effect on physical imagination which leads to nutritional disturbance in different area such as Asia, Europe and America. He referred to different nutritional disturbance such as nervous anorexia, not maintaining normal body weight, great fear of weight increasing, inappropriate physical imagination, lack of period in three consecutive periods without pregnancy, gorging and obsession, although among them gorging and anorexia is common disturbance. According Jid theory, a society consists of different sub-cultures which is divided by factors such as ethnic, social class, political attitude and life style.

These groups have filtered all information entity and prevent entry of adverse values into group. Media have affected people through advertising fat or high calorie food by thin advertising models and leads to cultural conflict and confusion. He also concluded that media causes creation of low self-confidence by accentuating slimming as a factor of value or respect in the society. He believes that media have the role of both conductive and reflective in mental and cultural obsessive about how we appear and what we should eat. [18]Investigated the effect of family or

peers on nutritional disturbance among adult girls of Japan and concluded that the imagination of obesity has more effect on nutritional tendencies than the obesity itself and leads to nutritional disturbances. They also investigated cultural patterns and studied its effect on ideal body type (slimming). According to their opinion contemporary society of Japan has many common values with western society, so they don't believe that west and their policies cause the increasing concern of ideal slimming because they believe that standard slimming as an ideal body is rooted in tradition of Japan itself, not in domination and effect of western societies on this country.

The research of AanBerker[17] anthropologist of Harward Medical School was carried out by support of UK media board in Figy. This record showed that the number of people who have used TV is three times more than other people have suffered from nutritional disturbance. This research showed significant increase of nutritional disturbance among non-western countries in which the highest statistic belongs to Iran.

MATERIALS AND METHODS

The present research method is a kind of description-solidarity survey. Statistical society, includes all of the female university students in BA 2011 paramedics college of Urmia(977person)using Kukoran formula 276 female university students were selected randomly. In order to measure research variables, research questionnaire was used which was measured by questions with Likert range scale.

To measure nutritional tendencies, 18 kinds have been used in measurement level of a distance like 5 degrees spectrum (usage of low fast food, usage).

To measure nutritional tendencies, 7 kinds have been used in measurement level of a distance like 5 degrees spectrum (consider the providing of needed material in consumption food, having proper nutrition).

To measure variable of peers role degree 13 kinds have been used in measurement level of a distance of 5 degrees spectrum such as (replication with friends, using peers' information in dietary and healthy food).

Socio-economic site variable of university students includes: parents education – parents and spouse's job – family income – the living place – kind of living house – car price – house price that each of variables are divide into 6 parts from the lowest to highest, then they are changed to percentage, at the end, the final socio-economic site scores of university students were determined which were between 10 and 60, and 10 indicated the lowest degree of socio-economic site of university students and 60 indicated the highest degree of socio-economic site of university students.

To measure variable of media role degree in two indexes of media advertising role and media teaching role and in a pattern of 8 buoys were used in distance measurement level as a 5 degree spectrum such as (scientific training programs of TV related to nutrition in media, encouraging the usage of snack consumption as chips by observing the ad).

The referees' opinion and experienced professor approvals were used to determine the validation of questionnaires' contents. Also, the standard and predictor variables had a suitable consistence according to table (1).

Table (1): Buoys' consistence analysis results related to variables

Variables	N	Alfa
Family role	7	0.65
Peers role	13	0.67
Socio-economic site	10	0.77
Media role	8	0.83
Nutritional tendencies(y)	16	0.70

RESULTS

The average age of studied university student is 21years old. 95.5 percents of the subjects are single and 4.7 percents of them are married. The average weight of under studied subjects is 57.23 kg in a way that the lowest weight is 42 kg and the highest weight is 95kg. The lowest one is 129 cm and the highest one is 183. Most university students,

83.6 percents of them, eat three meals daily. Most university students, 42.9 percents, eat 2 meals daily. 37 percent of them are undergraduate and 1.8 percent has Ph.D or higher degree. Among the under studied university students' mother, 58.7 percents are under graduated and 0.4 percents have Ph.D or higher degree. 50.7 percents of under studied university students' father are self-employed or work privately. Among 16 spouses of university students, 2.5 percents are self-employed or work privately. Note that 260 university students, 94.2 percents, are single and don't have spouse. Among 276 mothers of university students, 83.3 percents are housewife.

Monthly income of their family, 43.8 percents is between 3 and 6 million Rials. Most of the university students own housing-estate or private housing. Most of the university students, 41.3 live in city-center. The car price of most respondents, 21.4 percents, is 21 millions or higher. The house price of most of them, 45.3 percents, is 80 millions or higher. Minimum of them, 4.6 percents consume meat one meal in a week and maximum of them, 40.6 percents, eat meat one meal in a day. Minimum of them, 13.7 percents use vegetables 1 meal in a weak and maximum of the, 28.6 percent, use vegetables 1 meal in a day. Minimum of the, 5.8 percent, consume dairy 3 meal weakly and maximum of them, 43.1 percents; consume dairy 1 meal in a day. Minimum of them, 14.2 percent, consume grains and cereals 1 meal in a week and maximum of them, 24.9 percents, consume grains and cereals 1 meal every other day. Minimum of them, 5 percents and maximum of them, 39.7 percents, use fruit one meal in a week and 1 meal in a day, respectively.

Question (1): how are the nutritional tendencies conditions of female university students?

According to table (2), it is obvious that the average score, SD, skew of nutritional tendencies of university students are 52.08, 6.35, -0.16, respectively. So that the lowest and the highest scores of university students' nutritional tendencies are 34 and 72, respectively and by taking in to account that nutritional tendencies were measured by sum of 18 items in scale of 5 degree of Likertscale, so by taking the ratio and converting to percentage, the degree of nutritional percentage was determined by 57.86 percents which is medium level.

Table (2): Spreading distribution of female university students' nutritional tendencies

Variable	N	Mean	SD	Skew	Min	Max	R
nutritional tendencies	276	52.08	6.35	-0.16	34	72	38

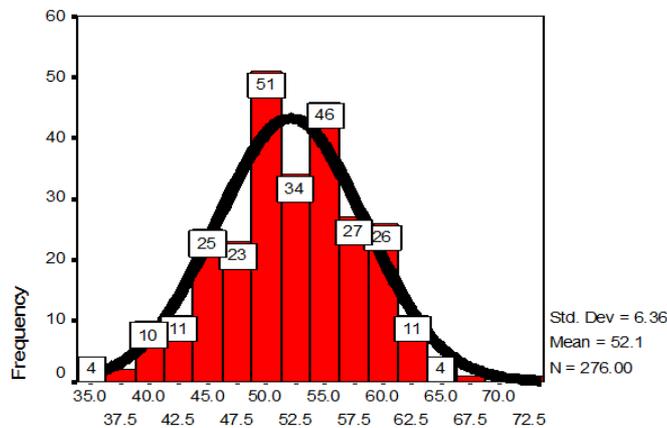


Chart (1): Spreading distribution of studying university students' nutritional tendencies

Question (2): how are the factors condition related to female university students nutritional tendencies?

According to chart (2), it is observed that the degree of university students family role, the degree of peers role, degree of socio-economic site and the degree of media role of under studied university students are 57.5 , 59.14, 54.2, 63.5 percents, respectively.

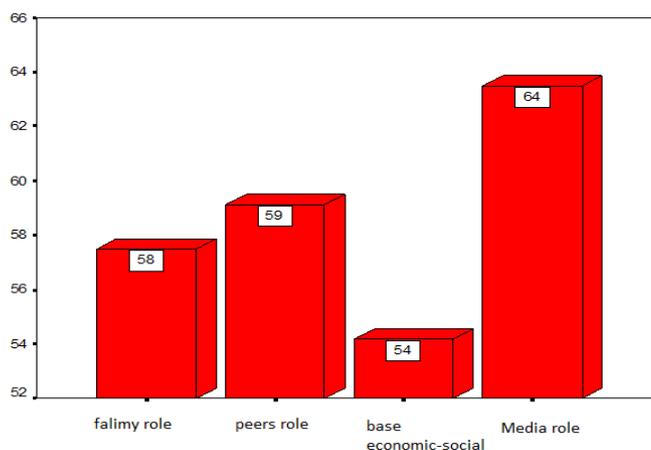


Chart (2): Social factors associated with nutritional orientation of students

According to unitary tests, it is observed that among 4 hypothesis of the following table, three of them were confirmed with various intensities and only the third hypothesis was denied which has been showed in table (3).

Table (3): The tests of relationship between sociology factors related to nutritional tendencies of studies female university student.

	Hypothesis	Sig	R	R Square	Results
Hypothesis 1	There is a relationship between family roles and nutritional tendencies of female students	0.000	0.32	10 %	confirmed
Hypothesis 2	There is a relationship between the degree of peers role and nutritional tendencies of female students	0.000	0.22	5%	confirmed
Hypothesis 3	There is a relationship between socio-economic site of family and nutritional tendencies of females students	0.2	0.07	denied
Hypothesis 4	There is a relationship between media role and nutritional tendencies of females students	0.000	0.39	15 %	confirmed

In the first hypothesis there are meaningful, weak and direct relationships between family role and nutritional tendencies which are determined 10 percent of nutritional tendencies. In the second hypothesis, there are weak and direct relationships between peersrole and nutritional tendencies which are determined 5 percent of nutritional tendencies. In third hypothesis, there is no meaningful relationship between socio-economic site and nutritional tendencies. In fourth hypothesis, there are meaningful, weak and direct relationships between media role and nutritional tendencies which are determined 15 percent of nutritional tendencies.

In order to clarify the degree of university students’ nutritional tendencies based on sum of meaningful influencing variables, multiple regressions in step by step method was used and finally two influential variables remained in regression diagram: the first was media role and in second step, it was family role This coefficient indicates that 20 percent of nutritional tendencies variance degree is determined by existing influential variables and 80 percent of nutritional tendencies of variance degree are determined by other variables and basic factors which are not included in this research.

Totally according to table (4) data and considering standard β coefficients, it is observed that by eliminating the consistent value of (α) through standardizing effecting variable values the media role with $\beta=0.341$ and family role with $\beta=0.253$, respectively, have the highest influence on predicting nutritional tendencies.

Table (4): The remaining independent coefficient variable in Regression chart in step by step method

Variables	Row coefficient		Standardized coefficient B	T Beta	Sig 0.000
	B	Std. Error			
Constant value	32.4	2.316		13.99	0.000
Media role	0.511	0.082	0.341	6.22	0.000
Family role	0.332	0.072	0.253	4.61	0.000

DISCUSSION AND CONCLUSION

According to Estroy opinion and research media have significant influence on nutritional tendencies. Shaw and McComb also have received to this point that media influence on people selections by accentuating some issues, Addresser is active in this hypothesis but the responsibility of directing public through is undertaken by media and in present research media have the most influence on nutritional tendencies. The achieving results indicate the fact that nutritional tendencies are affected by conversion of world into global village and penetration of media and technology into private privacy of human. In present time, media are inseparable part of human life. The present generation of society has been growing with media since beginning its life and in present world of information and communication; this generation receives a great part of culture, values, its own society norms and other society norms. On the other hand, present period which is called age of communication or age of information, a great deal of sociability of generation is handles through media and media's penetration and influences are so much that some theorists of communication believe that the media determine our mental or even behavioral priority and also they don't teach us how to think, they teach us what to think. Researchers showed that media shows with making ideal a high volume of images are important source of socio-cultural strain and there are some relationships between mass media effects and nutrition.

Based on Story research family effects on nutritional tendencies of individuals through two ways, first by providing food and second by direct and indirect strains that among them we can refer to parent's encouragement into a special nutrition. Also, in this research family as the most important source group is the second effective factor on nutritional tendencies.

According to previous research family has basic and primary role in female food selection, but media have replaced this group and families have had fewer roles by technology improvement and breaking of deep family relations. Peer group has a weak influence on nutritional tendencies and according to French and Story opinion the peer effect is more indirect than direct. The results achieving from this research also indicate that peer group has had a little influence on nutritional tendencies which was dropped in multi-regression. Johnson and his colleagues study indicates that family socio-economic site on nutritional tendencies is complex. Since the gaining results can be verified according to extracted information. His research shows that if the variable is nutrition level, socio-economic site has no influence on nutritional tendencies, but if special group consumption is one of the seven nutritional groups, socio-economic site has significant influences. Newmark, Culeaz and their colleague's research [19] indicate that fruit and vegetable consumption in families with less income is low. In Jafary-Rad and his colleague research, there is no relationship between socio-economic conditions such as parent's education and family economic condition with body lump index (proper nutrition index) because there is no standard for this parameter.

By considering the achieved result from present research, it is suggested that more research should be carried out in field of more basic factor influence on nutritional tendencies and female nutritional disturbance and also comparative investigation should be studied the effects of psycho-individual factors and socio-cultural factor on nutritional tendencies. Considering the media effects as the most important effective factor on nutritional tendencies, the necessity of media's authorities' consideration to healthy nutrition and informing people through media is observed in order to prevent cultural invasion.

Making Food consumption culture in media advertisement discussion should be carried out by authorities because the things that should be taken in to consideration is that small factories with a healthy food production should not be sacrificed of large factories because of investment shortage or they shouldn't be forgotten in advertisement issues because they can't afford it.

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