

Presenting a Sociological Model of Users' Use of Virtual Social Networks (Study Case: Citizens of Ilam)

Vahideh mousavi ¹

Seyed Sadegh mousavi ²

Abstract

The current study aims to understand and investigate the motivations of virtual space users, focusing on a sociocultural approach. The primary concern is to identify the motivations and attractions leading users, particularly in newer social interaction domains such as Instagram and Telegram, towards increasingly extensive usage of these networks, despite potential drawbacks. The study focuses on virtual space users, including adolescents, young adults, and middle-aged individuals residing in the city of Ilam, who engage in interaction and activities on social networks such as Instagram and Telegram through computers or mobile devices. The research methodology is qualitative and based on Grounded Theory. Sampling in this study is conducted using purposeful qualitative sampling and opinion sampling. Theoretical saturation was considered for sample adequacy. To achieve this, the analysis of in-depth interviews with 25 individuals, who are the sample of the study, revealed the process of the phenomenon under investigation. The findings were then compiled into a set of concepts and categories, which were illustrated and analyzed in the form of a paradigmatic model. The research paradigm includes the core concept (embracing the virtual world) as the foundational theory that encompasses all central concepts.

Keywords: users, virtual social networks, Instagram, Telegram.

1. Ph.D. Student in Political Sociology, Islamic Azad University, Tehran Science and Research Branch, Tehran, Iran, vmoossavi@yahoo.com

2. Master of sociology, Shahid Chamran university of Ahwaz, Ahwaz, Iran. mmm.ss27@yahoo.com