

**Study of Social factors for youth Tendency to hookah use
(case study of 17 to 35 year old youth of Tehran city)**

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Abstract:

"hookah use" is one of the forms of tobacco use that is currently spreading rapidly in society, especially among young people. The hookah is a very challenging topic for the health of the community due to its inherent disadvantages and the fact that it facilitates people to bring other tobacco products, such as cigarettes and even opiates and drugs. In this research, the Social factors of young tendency towards hookah use were investigated with Merton's theory of deviations, Sutherland's differential association theory and risky behavior theory. To test the hypothesis of the research, descriptive and explanatory survey method with Researcher-made questionnaire has been used in which about 200 17 to 35 year old youth who use hookah are selected as the statistical population In the year 2018. The sample was selected from District 11 of Tehran due to the high density of hookahs shops in this section. Also Cronbach's Alpha for questionnaire is 0.756 and This amount for "contact with friends" indicator 0.640, "Religious Commitment" 0.846, "leisure time spend" 0.608 and for "hookah use" is 0.765. The findings indicate there is significant relationship between age and Employment with hookah use. Also there is indirect relationship between "religious

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affiliation” (mean= 63.4 & $r=0.26$) and “spending leisure time” (mean= 50.8 & $r=0.39$) with “hookah use” (mean= 72.8); but direct relationship between “contact with friends” (mean= 65 & $r=0.41$) with hookah use. In other words base on the regression analysis results most important factor for youth Tendency to hookah use is relationship with hookah users friends (0.391). Also weakness of practical adherence to religious norms (0.272) increase youth tendency to hookah use. Also decrease of leisure time and appropriate hobbies (0.308) will increase youth tendency to hookah use. The total explanation of the dependent variable is 0.461. Finally should be said that the prevalence of hookah use is a result of various social factors and this need to inform families and their supervisory role as well as the long-term policies of the relevant institutions.

keyword: Leisure Time, Religious Commitment, Risky Behaviors, Contact with Friends, youth Hookah Use, Tehran

Introduction

Social deviance and deviant behaviors are one of the problems that the world faces today. In other words, deviant behavior can be considered as behaviors that have fluctuated and are contrary to the behavior of the majority of people in society. In this case, the deviation is determined by public opinion (Bokharaei, 2008: 39). In fact, deviation is a fragile normative behavior or behavior that violates the rules, perceptions or normative expectations of social systems (Cohen, 1968: 148). Deviant behavior is any behavior that the majority of a particular group deems unacceptable, or somehow provokes a negative collective response (Tittle, 1995). Social harms include a wide range of examples, one of which is smoking. However, not all tobacco products are in the same category, either physically or socially, but consuming most of them is among the deviant and risky behaviors. Hookah use is one of the risky behaviors that is increasing, especially among young people, and in addition to being very harmful to health, it provides a basis for people to



turn to other tobacco products. In this study, the social factors of young people's tendency to use hookah have been explained by using theories such as Merton's theory of deviations, Sutherland's theory of differential association and the theory of bold problem behavior. Since some privative actions, such as the temporary closure of hookah shops could not reduce this problem; so to prevent this problem, it is necessary to identify the most important social factors of young people's tendency to use hookah.

Methodology

The statistical population of this study, which has collected data by survey method and designing a researcher-made questionnaire, is all adolescents and young people aged 15 to 35 years living in Tehran in 2018. The present study has randomly selected 200 hookah users in hookah supply centers using cluster sampling method appropriate to the volume and with the help of Cochran's formula. It is worth mentioning that the sample was selected from this section due to the high density of coffee houses and hookah houses in District 11 of Tehran. Also, the Cronbach's alpha of the questionnaire was equal to 0.756 and this value was 0.640 for the "peer association" index, 0.846 for the "religious commitment" index, 0.688 for the "leisure time" index and 0.765 for the "hookah consumption" index.

Research Findings

Findings show that age and employment status are related to the tendency to use hookah. Also, while confirming the three research hypotheses, the two variables of "religious adherence" (with a mean of 63.4 and $r = 0.26$) and "leisure time" (with a mean of 50.8 and $r = 0.39$) have an inverse relationship with hookah use; while "socializing with peers" (with a mean of 65 and $r = 0.41$) has a direct relationship with "hookah use" (with a mean of 72.8). Also, the results of regression analysis show that the most important factor in the tendency of young

people to use hookah is communication with friends who use hookah at the rate of 0.391. Also, with the decrease of practical adherence to norms and religious practices, the tendency of young people to use hookah increases, which has an effectiveness of 0.272. Finally, with the reduction of healthy recreation and little access of young people to appropriate leisure facilities, hookah use has somehow been replaced with these cases and the tendency of young people to risky behavior increases by 0.308. The total explanation of the dependent variable is 0.461.

Conclusion

Hookah use is a phenomenon that has spread in recent years in various age groups and in different regions of the country and is becoming a tool for bringing together young people and some families from social and cultural aspects, which can overshadow other healthy entertainments. It should be said that since people inherently need to gather together in intimate and lively spaces, in the absence of suitable social contexts for low-risk gatherings, in addition to socializing with hookah friends and weak religious adherence, this natural need may be associated with risky behaviors.

Finally, it should be said that the expansion of hookah use is the result of various social factors, and this issue doubles the need to inform families and their supervisory role, as well as the adoption of long-term policies by relevant institutions and agencies.

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