

**The effect of lifestyle on social identity through leisure
among physical education students of Islamic Azad
University, Sanandaj Branch**

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The aim of this study was to investigate the effect of lifestyle on social identity through leisure among physical education students of Islamic Azad University, Sanandaj Branch. Research Method The present research is a survey method, applied in terms of purpose and cross-sectional in terms of time. Statistical population: All physical education students (associate, bachelor, master and doctorate) of Islamic Azad University, Sanandaj branch were studying in the academic year 1397-98, among which they were classified using random sampling method and using Morgan Formula 221 of them were selected as a statistical sample. Miller and Smith (1996), Mostafapour (2011) and Saffariniav Roshan (2011) leisure questionnaires were also used to collect information. LISREL software was used to analyze the research data. Data analysis showed that lifestyle has a direct and indirect positive and significant effect on social identity both directly and indirectly

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through leisure time. This was while leisure time also had a direct positive and significant effect on identity.

Keywords: lifestyle, social identity, leisure, physical education students.

Introduction

Today, the globalization of sport is an important part of the globalization of a culture that is inevitably expanding. The globalization of sport has not only intensified sporting competition, but has also influenced international sports markets with sporting products and ideas. In addition, thinkers and experts are witnessing an increase in the adaptation of lifestyles, consumption patterns, leisure, orientation of values and interests, and adaptation to sports work conditions and relaxation and well-being (Weinberg and Cold, 2018). Accordingly, it seems that lifestyles, interests and desires, leisure patterns and values have changed between the younger and older generations in proportion to the extent of globalization in different countries (Gil et al., 2017).

In general, many studies related to the above variables examined the social identity of individuals separately. But what emerges from the review of this research suggests that the process of globalization in its various dimensions has had a decisive impact on the behaviors and social identity of people around the world. In the process of these changes, it became clear that in the last decade, without a lifestyle and social identity, that is, without clear frameworks that reveal similarities and differences, individuals in a society will not be able to establish meaningful and lasting communication with each other. On the other hand, a holistic and holistic approach can examine the factors hidden in the heart of society that can not really be studied. Therefore, the present study intends to achieve this by examining a coherent whole of the combination of the above variables. However, there are issues and problems in this field that have been mentioned in general before, so this

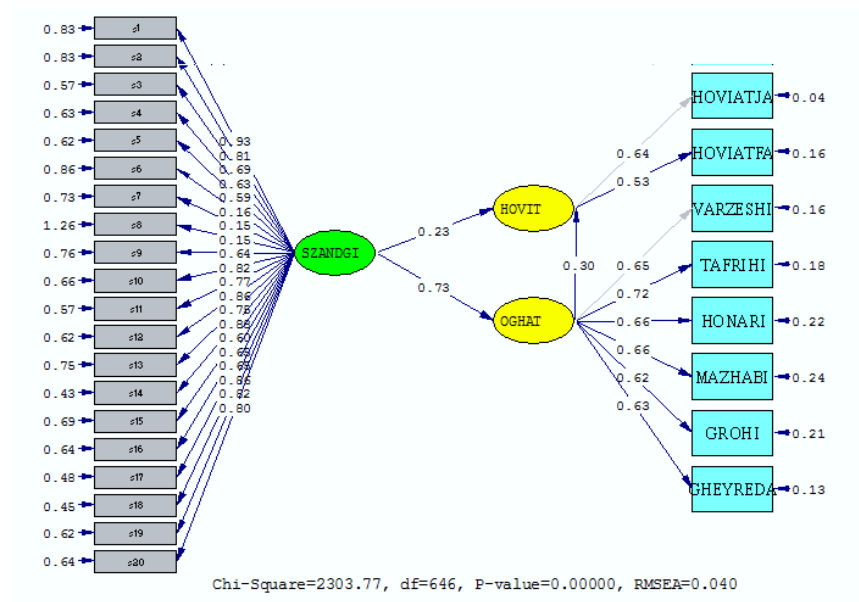


study, using all these factors, seeks to answer the question that leisure time as a mediating variable in the relationship between lifestyle. And what is the role of social identity?

Research Method

Research method In the present study, the implementation method is survey, applied in terms of purpose and cross-sectional in terms of time. The statistical population of all physical education students (associate, bachelor, master and doctoral students) of Islamic Azad University, Sanandaj branch, were studying in the academic year 1397-98, of which 221 were classified using random sampling method (100 females and 121 males) were selected as the statistical sample. The data collection tool is a questionnaire which is described below. LISREL software was used to analyze the research data.

Data analysis





Findings showed that serious leisure time affects place attachment with the mediating role of lifestyle advertisements. Specialized recreational behaviors based on place attachment with mediating role, is a lifestyle. Serious leisure and specialized recreational behaviors affect place attachment with the role of lifestyle mediator. According to the interpretive model in structural equation modeling, the calculated t-values between all independent and dependent variables in the model are greater than 1.96 and are significant at the 99% level. In other words, they show the appropriateness of the structural model.

Conclusion

In general, in such a social environment, in addition to the different lifestyles chosen by individuals, the process of globalization has led to a change in the sources of identity and identity selection of individuals. The importance of this becomes clear when we know that without a lifestyle and social identity, that is, without specific frameworks that reveal similarities and differences, people in a society will not be able to establish meaningful and lasting relationships with each other. Understanding what and how one is in relation to the other that characterizes identity is also important not only in the psychological structure of individuals but also in the endeavors of human society. The problem arises from the fact that the course of changing lifestyles and the introduction of new lifestyles leads to cultural change and threat, individualization and increasing social gaps, the prevalence of consumerism, the disintegration of traditional networks and finally the crisis of individual and social identity. In this situation, people acquire their identity instead of traditional sources of identity, through the consumption of various goods and lifestyles.

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