



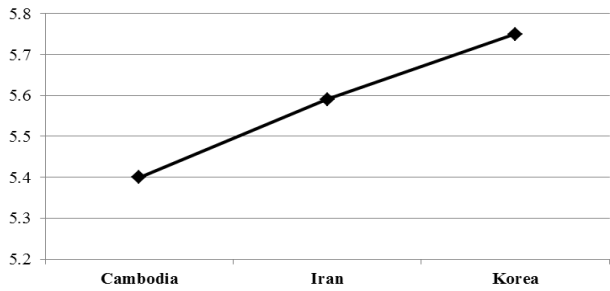
MOTIVATIONS AND CONCERNS OF
USERS IN IRAN



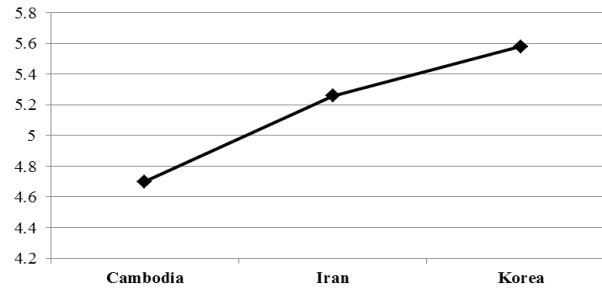
facebook

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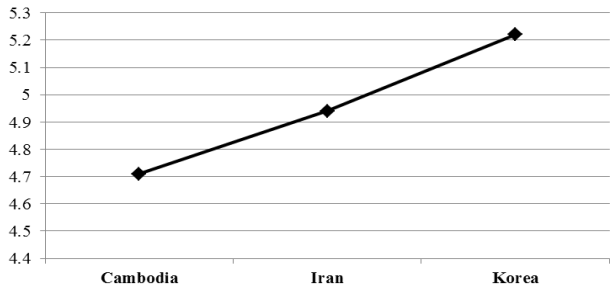
Motivational Access



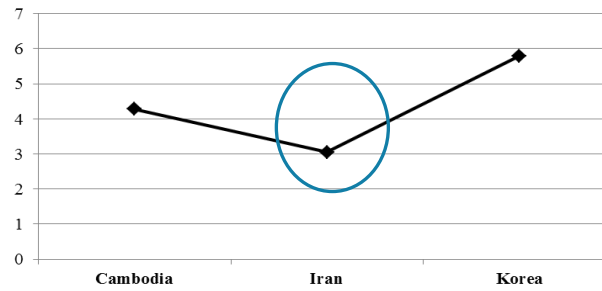
Social Access



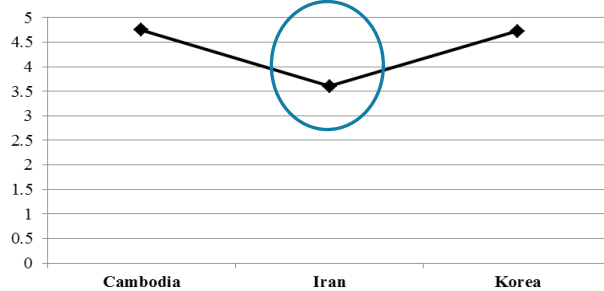
Skills Access



Technology Access



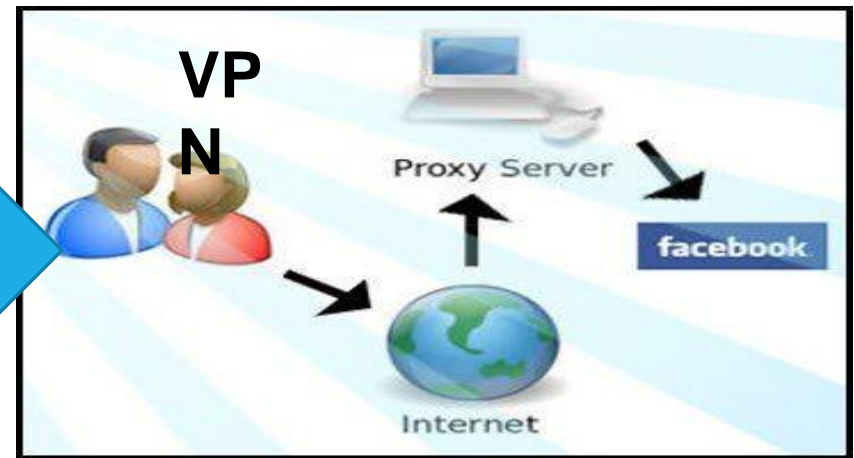
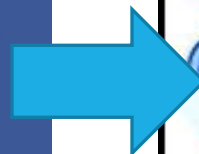
Online Participation



Government block the internet occasionally

Source: Chang et al. (2012)

INTRODUCTION



INTRODUCTION

- Iranian people do not have benefit from a free flow of information and communication in Facebook.
- Facebook was first blocked ahead of the 2009 presidential election.
- Government think that joining the SNS is like doing some political action.
- Being an active Facebook user in Iran requires extra expenses on purchasing high speed internet and VPN.
- People feel the pressure of religion and customs in virtual space.

RESEARCH OBJECTIVES

● In this study, we try to provide a deep understanding about the experience of Iranian Facebook users. To achieve this goal; we need to figure out:

- How government's control over social and virtual worlds, affect people's intention of joining Facebook.
- How customs and cultural norms affect the usage of Facebook by Iranian females.
- whether there are any points of concern that hinder Iranian Facebook users or not.

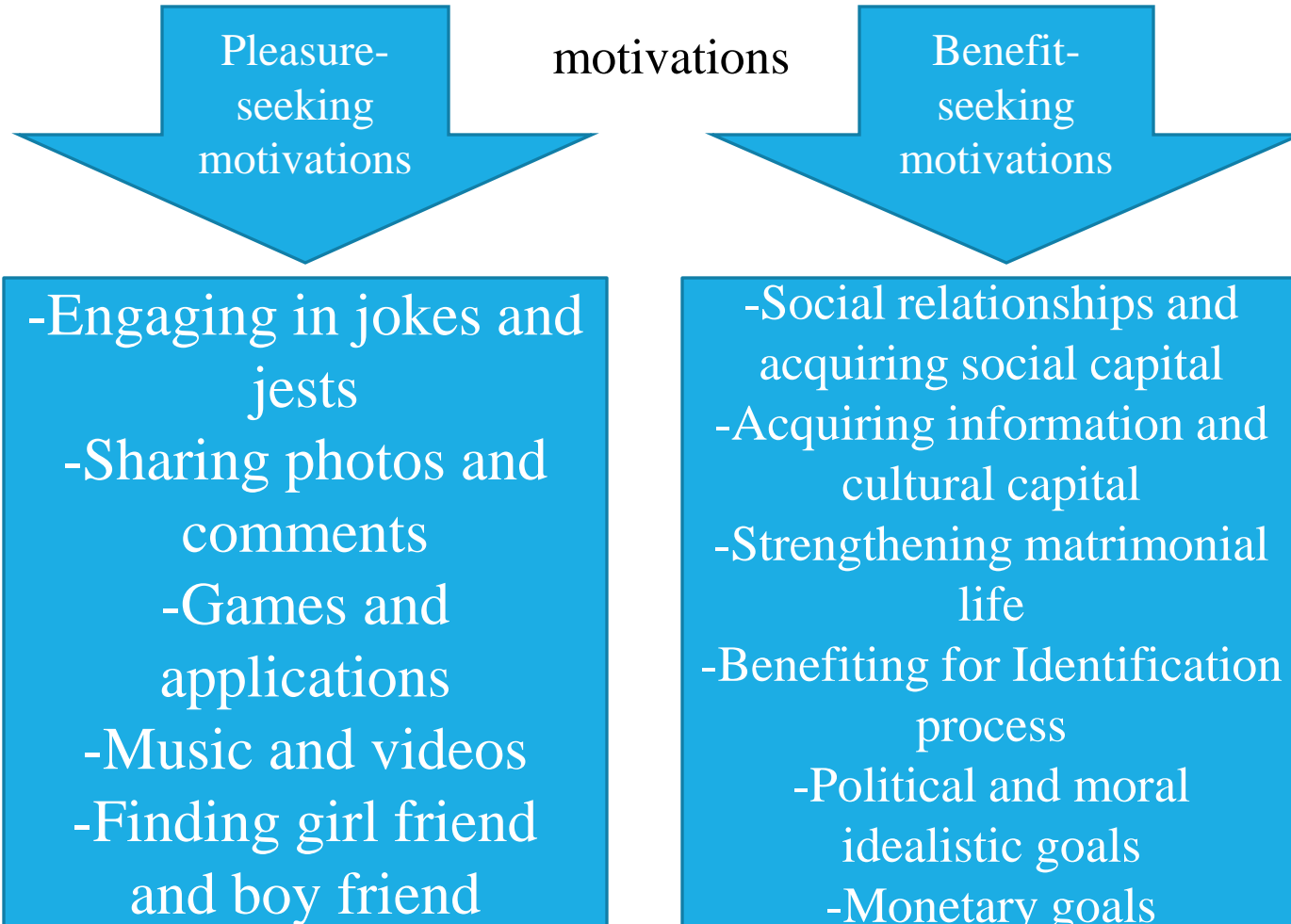
BACKGROUND

- **Motivations:** In this study, motivations refer to any factors that persuaded people to join Facebook. It includes all kinds of usages from Facebook.
- **Concerns:** In Iran, Facebook as a network society is important in both political and socio-cultural dimensions. This means Facebook is controlled by both government and people. Joining Facebook as an active user, may lead to threats including losing employment, deprivation of education, being arrested by FATA, scandal, blemished character, etc. In this study, concerns refer to any unpleasant feelings of fear or caution that affect the Iranian Facebook users.
- They utilize strategies or conservative actions to keep the probable risks from manifesting.

METHODOLOGY

- Research approach: qualitative
- Research technique: semi-structured interview
- Sampling method: Snowball sampling and theoretical sampling
- Sample size: 50 Facebook users
- The method of analyzing interviews: thematic coding

SUMMERY OF FINDINGS



SUMMARY OF FINDINGS

Written laws-oriented concerns

Concerns and Strategies

Social unwritten – oriented concerns

- Political persecution
- Career deprivation
- Educational deprivation

Some Strategies

- Avoiding political pages
- Using false identity
- Deleting political activists from friend lists
- Restricting the account privacy to "only friends".

- Threats to the user's privacy
- Reputation concerns
- Family life concerns

Some Strategies

- avoid sharing family photos, especially females' photos.
- avoid sharing female photos without Hijab
- benefit from two accounts for foreign and native friends.

DISCUSSION

- Our findings show that most of participants prefer relatively passive viewing and try not to do anything in Facebook. If they have to do something then try to hide their identity. Also It appears that feeling of being controlled by a pair of invisible eyes, **government** and **people**, is the most important reason for passive activity on Facebook.
- As Facebook is blocked by government, for the Iranian people, joining Facebook is a way to against with government policy.
- One's activities in Facebook is strongly judge by other users. Even though, they want to do whatever they want to do but reality is they have to something that other people or government want. It means that they have to follow the social and cultural norms in Iran. Ex) photos, comments, friends, and status etc.
- Most of participant experience a sphere of **insecurity** and **distrust**.

DISCUSSION

MALE DOMINANCE



- Female participants feel and experience that they were strictly monitored than males and they also have same experience in public and social spaces. According to our findings, females are annoyed with the dominance of males over females in Facebook. They believe Facebook does not provide an equal free social network for males and females. Male behaviors are dominant on Facebook. Males benefit from the advantages of virtual space, as they benefit from social space. Females should be more concerned about the risk of stigma and blemished reputation.
- In the other hand, Males also do not like female family members to be so active in Facebook. They feel they have a responsibility to care for them and protect them against unfamiliar men. For them, Facebook is a masculine space replete with deception and lust. If their female family members are exposed to deceptive men, their masculinity will be hurt. All these factors lead men to deprive women of the advantages of cyberspace.

CONCLUSION

- To much intervention from government and social system could reduce the motivation to participate SNS and even to use Internet.
- People are having too many concern when they are using SNS or Internet in Iran. It actually makes people to against with government and their policies and political agenda.
- Lack of motivation and too many concern will effect on ICT development.

FURTHER STUDIES

- To investigate the relationship between people's motivation and concerns and Psychological well-being(self-esteem) and subjective well-being.
- To Investigate the effect on Iranian users creativity or innovativeness and motivation and concerns

PLEASE GIVE THEM A
BREAK !! LET THEM
ENJOY THE SNS AND
INTERNET !!



THANK YOU VERY
MUCH !!!

Q & A

