

## Investigating the Relationship between Internet Use and Life Style among Students: a Case Study on Isfahan University' Students

Seyed Javad Imamjomezadeh<sup>1</sup>, Hava Ebrahimipour<sup>2</sup>, Majid Malekan<sup>3</sup>, Reza Mahmoudoghli<sup>4</sup>

**Introduction:** Modern communication and informative technologies have made people and communities' new identities as soon "net community" came to birth. The technologies have modified the controller regulations either on interactions among people or their endurance towards themselves, others and the universe. Amongst them internet is the most prominent technology used. It can be considered as a cultural and social multidimensional media which bring its users to divergent roles and life styles. Internet functions socially either in production or usage, it means not only it personalizes but also modifies identities. The present research has been trying to answer this question: is there any links between internet usage life style among students? To do it, it is investigated how much internet is used by students.

**Method:** The picked method is survey and the major tool to gather data has been questionnaire. The statistical participants consist of all students studying in different B.A and B.S fields in Isfahan University during 2012-2013. The sample volume was 199 people whom they were cluster randomly picked up.

**Discussion:** The study was conducted to determine the effect of the Internet on the lifestyle of students, was the first attempt The students use the Internet to identify and then recognize their interests, lifestyle changes or examined them. The results show that the use of the Internet and the lifestyle of students, in general, are related. The segmentation of Internet use four dimensions of information, entertainment, education, and social networks, the results showed that after Internet training is the most effect on the lifestyle of users. Based on the results, assumptions of cultural consumption, priority, cost, time and manner of use of the Internet connection and approved.

**Findings:** The findings show that there is a significant relation between internet usage and life style among participants. In addition, results showed that Internet use is causing changes in lifestyle factors. According to the results, digitization has affected the quality of university education.

**Key words:** cultivation theory, internet, life style, students

---

1- Associate Professor of Political Science, Isfahan University

2- Ph.D student in political science group, Isfahan University

3- Ph.D student in political science group, Isfahan University

4- Ph.D student in political science group, Isfahan University