

Abstract

Modern information technologies, influencing different aspects of today's life, have affected the identities of people in society, especially teenagers and young people, and are transforming business models, leisure, education and so on. Thus, the identity crisis is characterized by the emergence of mass media. The purpose of this study is to investigate the impacts of globalization on the local identity of villages in Zabol county. The main research method is a combination of descriptive-analytical methods based on library, documentary and field studies and the use of articles, interviews, questionnaires and interviews with different people. The statistical population of this study was Zabol (81 villages, 7263 rural households) and 364 questionnaires based on Cochran formula and sample size correction formula. Data analysis was performed using Excel, ArcGIS, and SPSS softwares, using Vikor's adaptive model, linear regression tests, and one-sample T-test. According to the results of the research, globalization has a significant effect on local identity. However, according to the results of the Vikor model, Haji Safar, Bameri and Jalehi villages are worse off in terms of collective identity than the other villages and villages of Dekhol, North Dehdar and Afghan borj.

Keywords: New Technologies, Identity, Iranian-Islamic, Vikor Model, Zabol county.



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