

Sociological analysis of virtual social networks and social capital relationship in Iran

(case study: Sardasht young adults2011)

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Abstract: Virtual social networks are subcategory of New Communicational and information technologies (ICT's). These networks have caused tremendous changes in the whole structure of contemporary societies. Also Social capital had been influenced by this changes. According to some thinker that is the lost chain in social, economic, political and cultural development in nowadays developing countries. This sociological study tries to analyze and consider the relationship between virtual social networks and social capital among Sardasht's young adults in the summer of 1390. The overall goal of this research is to investigate that whether the virtual social networks community is to be recognized as part of social capital? Then, there's a review of the theoretical principles and various perspectives with regards to, Jurgen Habermas's theories of vision, especially in the public sphere and communicative action, has been used as theoretical framework. Assumptions of the research are designed in five hypothesis with the variables included social trust, sense of social accountability, social solidarity, and participatory decision -making and formation of Habermas's public sphere. The research methodology used in this study is survey with snowball sampling method. The sample size has been selected 105 young adults of Sardasht. The gained data have been analyzed using SPSS software, and descriptive tables and graphs. Finally, the findings of thesis research indicate that there is a significant relationship between membership in virtual social networks and social capital existence. Therefore virtual social networks could be considered as a channel for social capital produce in this society.

Key words: Virtual social network, Social capital, young adults

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