

Providing a Desirable Model for Implementing Social Network Policies in Iran (With a social and ethical responsibility approach based on the explanation of its related factors)

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Abstract

Purpose: Cyber social networks and cyberspace are like a double-edged sword that brings favorable and unfavorable consequences. The advantages cannot prevent us from neglecting its dangerous disadvantages that disregard the ethical principles and community values. The present research has been carried out to explain the factors related to the implementation of cyber social network policies in Iran with the social responsibility approach. **Methodology:** The research is descriptive and also developmental-practical in terms of objective. Three researcher-made questionnaires including the questionnaires of related factors, social responsibility and the implementation level of social network policies were used to collect data. The validity of questionnaires was approved according to the opinion of professors and experts. As well, the reliability was confirmed using the Cronbach alpha. The statistical population of this study includes two categories: the first group consists of experts selected by purposive non-random sampling method; the second group consists of experts in the field of cyberspace, cyber social networks, media and general issues selected by quota sampling. Data analysis was performed using SPSS and AMOS. **Findings:** The research results showed that among the relationships between factors related to the implementation of cyber social network policies in Iran, the technical factor had been identified as the most important external factor and the structural factors as the most important internal factor. The implementation level of cyber social network policies and social responsibility is lower than moderate. **Discussion:** According to the results of the model fit analysis as well as the experts' opinion, it can be concluded that the designed model is not sufficiently effective.

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1. Introduction

In the modern cyberspace where the powerful empire of the media encourages the McDonaldization of the world as the "truth," our genuine cultural values are increasingly faded out (Khaki, 2014). Although many innovations have been made to provide welfare and convenience, and consolidate the human values towards perfection, these inventions have sometimes harmed the body, soul, morality, and psyche of humans and sometimes transformed their culture and beliefs and social behaviors due to the bad intentions and misuse of the new tools (Soleimanipour, 2010).

It is imperative to consider how to deal with cyberspace and its wide and diverse dimensions. In this regard, we need an integrated, coordinated and focused policies that not only reform costly and time-consuming parallel duties, but also achieve an optimal mechanism for understanding the issues of cyberspace and provide appropriate solutions for active and wise response by providing a division of labor and missions (Alwani et al., 2014).

The expansion of cyberspace with its diverse information and communication tools has a significant role in various aspects of personal and social life. Today, it covers a large part of our lives, and it can have positive or negative impacts and impose opportunities and threats as with any other phenomenon. Cyberspace management and policy-making to maximize its opportunities and advantages is inevitable for the advancement of the country's comprehensive development and facilitating the provision of various services and the protection of its threats.

2. literature Review

The public policy is the general model of government activities in a specific field, which has a certain purpose and objective. The public policies are the principles and standards established by the relevant authorities in each society that direct the social activities as a guideline (Alwani, 2011). The implementation process involves applying a program or plan or even turning an algorithm into action. The implementation means taking action on the basis of a decision or order (Daneshfard, 2014). The implementation process involves all activities planned for a policy (Dye, 2013).

Implementation of policy is not as easy as it seems at first. This complication is due to a set of factors that relate to the nature of the public issue, the environmental conditions, and the administrative mechanism of the executive organizations. In other words, the realities of implementation make policy difficult; the realities that are completely different from the goals and regulations set forth to achieve them. Therefore, in order to verify the feasibility and success rate of policy implementation, it is essential to properly identify the constraints (Gholipour, 2008).

The social ethics and responsibilities are necessary for cyberspace. There may be a lexical or several terminological meanings for ethics. The simple lexical meaning of ethics is the way of living. Ethics is the set of rules of human behavior. However, in terminological meanings, it refers to the behaviors that humans must and must not do. Therefore, ethics explain the norms that govern human behaviors and determines the rules that must govern human life or by which we can evaluate the right or human behaviors. The term "ethics" refers to the principles or processes of reasoning in order to discover what is right or wrong, or recognize that something is better or worse than something else. Richard Deft says that ethics is the rule of

ethical principles and values that govern individual and collective behavior as right or wrong" (Deft, 1992, quoted by Nasiri, 2017).

Since ethics is one of the areas of human behavior and the purpose of social behavior is also based on collective and social goals, the responsibility-based ethics must guide the human. Responsibility-Based ethics is also responsible in nature because social life is full of responsibility. It's safe to say that "ethics" is the foundation of many issues people deal with. In Islam, the importance of ethics, including the ethical approach in all areas of life, has been emphasized. Ethics and social responsibility are the inseparable parts to design a "good life" for mankind (Nassiri, 2017). Taking into account the levels of responsibility, it means to be committed to something; in this sense, responsibility means to be accountable, that is, one has to accept the good or bad consequences of an action (Glassman, 2008). Ford defines social responsibility to comply with social laws and to meet the society's expectations of the individual. Castka and Balzarova recognize social responsibility as a continuous commitment to behave in an ethical manner, along with the improved quality of life of individuals and their families, as well as the improvement of society on a wider scale. Holme defines social responsibility as a common understanding of increasing the ethical behavior among employees and the growth and excellence of members (Ardalan et al., 2015).

In general, responsibility is divided into two areas of individual and social responsibility. Individual responsibility means that a person considers himself responsible to the situation in which he is positioned, as well as the needs and well-being of others" (Mergler et al., 2007). Cyber social networks are a type of media. Media is one of the important factors to create social change. Experience has shown that these institutions are very effective in creating or eliminating social and cultural movements. Therefore, is necessary to develop macro-level policies for these influential institutions in order to get the most out of them (Arbetani, 2016). In the contemporary world, due to the advent of modern communication technologies, the mass media form the main part of human communication. New media has gained the power of transmission as well as interpretation of cultures as a powerful intermediate in the transfer of information. Thus, governments have entered the media policy process because of the sensitivity of this issue (Roshandel Arbatani and Labafi, 2014).

Nowadays, the environment of media organizations is so complex and multidimensional that one cannot determine appropriate solutions (policies) to solve its problems without scientific study (Roshandel Arbatani, 2016). Several features of the media have made it a unique tool. Firstly, the number of mass media users is relatively high and very diverse. Secondly, the distribution of the message is fast. Thirdly, the cost is low for the consumer. Although this tool was changed decades ago, it still retains these features and keeps audiences in its place (Rosandel Arbalani, 2016).

Media are one of the essential tools for intelligent and effective interaction with various media. The purpose of media literacy is to give more control over our interpretations because all media messages should be interpreted. Media literacy means increasing access, use, critical perception (including decoding, analyzing and evaluating), and producing media products (Bahonar and Chaboki Darzabi, 2013).

The social media is a type of media that emerged after the mass media and provided the possibility of interaction between the producer of the message and the recipient. In this medium, the receiver or recipient of the message is not passive but also actively interacts with the message, the sender, the sending and receiving process, and the message platform. There is also the possibility to change or forward the message

that would redistribute the message to other people with their thoughts and doctrines (Akbari Tabar and Eskandari Pour, 2013).

The features of cyber social networks have made the firms and governments to consider this technology, so that governance strategies seek to direct the activities of social networks in cyberspace, coordinate, supervise and guide the groups involved with social networks and create a coherent system at the national level and a more effective international presence in cyberspace. A strategic study of cyber social networks can help policymakers, planners, managers, and decision makers to make effective decisions about these networks by identifying the opportunities and threats of these networks. Governmental strategies for cyber social networks are classified into five categories: strategies for creating and diversifying, collaborative strategies, targeted use strategies, strategies for promotion, education, and awareness, and defensive strategies (Talebpour et al., 2014).

cyberspace is a sophisticated and advanced technology that requires specific and appropriate strategies for development in the community. Some of these strategies are: 1) Mobilization of human and financial resources for cyberspace. 2) Focus on support for companies in the field of cyberspace. 3) Attempt for the application of cyberspace in different fields (Chiang, 1998).

Four ethical codes for cyberspace can be cited from the Islamic public perspective: Respect for human dignity – Observance of the divine natural capacities: Cyberspace must respect the privacy and dignity of humans. The things that endanger natural human morality is considered to be the forbidden domain of cyberspace. This topic is very general, and there might be different definitions of natural dimensions and human dignity, but we can find examples of human dignity in something like truthfulness. All anti-ethical affairs, such as prostitution, gambling, seduction, and hacking of individual or social privacy are considered antisocial and unethical. Negation of individual and social harm: The rule of “no harm, no prejudice” emphasizes that no type of enforcement order that causes harm to oneself or others is not approved by Islam. The individual and social harm are also very wide with several examples that must be defined in the form of ethical codes (Talebpour et al., 2014).

Avoiding Misleading Others: The digital representation industry has, on the one hand, the capacity of telling a lie unilaterally, and on the other hand, it is an industry that provides the context for "alienation."

A cautious approach to ambiguous lines: Since cyberspace has many inventions and can sometimes be the source of anti-ethical innovations, we must inevitably be cautious about ambiguous lines. There is an ethical guideline asserting that caution is always admirable (Ameli, 2011).

A review of the research literature and the theories of scientists and experts on public policy, variables and indicators related to the theoretical framework were identified. Implementation of cyber social network policies in Iran includes the variables considered in this research; the variables that we attempt to examine the level of implementation by administrative barriers and bottlenecks. Executive problems occur when the desired results are not achieved. Such problems are not only for the developing countries, but there will be a problem wherever and whenever the vital factors for implementing public policy are lost – either in developing countries or in developed countries. (Makindeh, 2005).

Several scholars have identified many factors in explaining general policy problems in general and policy implementation in particular. The majority of them believe that problems with policy implementation vary with the local conditions of each society and require different strategies (Abbasi et al., 2016). The Supreme Leader's emphasis on Cyberspace implies the importance and need to explore the implementation of

cyberspace policies. The factors affecting the implementation of cyber social network policies in Iran were determined as the predictor in six dimensions including social, economic, political and technical, policy-making and structural factors. Each of these components is divided as follows:

Social Factors: Gholipour et al. (2011): the social situation of the community, public support, and alignment of policies with social norms and values; Palm and Callista (1990): social change; Michael Howlett: social transformation. **Political Factors:** Gholipour (2011): political changes; Hafiz Khalid (2001): Government's involvement to overcome political concerns; Samuel Stalli (2006): No political support; Tavasoli (1999): political support; Papim Dalivida (2008): Lack of political support, poor cooperation at the local level, political changes and lack of public support.

Technical Factors: Gholipour et al. (2011): technological changes, an organization of office equipment, technical difficulties. **Economic Factors:** Gholipour et al. (2011): Resources of Political and Economic Groups; Palembo & Calista (1990): Inadequate Resources; Papim Dalivida (2008): Limited Financial Resources. **Policy-making Factors:** Gholipour (2011): clear and explicit targeting, policy validity, pilot implementation, feedback, public agreement on the policy, reduction of technical difficulties, adjustment of policy objectives, precise definition of target groups. Aguanov (1991): inadequate definition of objectives; diverse target groups; ambiguous targeting.

Structural Factors: Gholipour (2011): Relative independence in executive bodies, the identification of duties and responsibilities, the existence of communications, the existence of a performance evaluation system. Morton Egger (1999): unclear duties and responsibilities of executive agencies, lack of sufficient communication between the executive bodies.

Responsibility is one of the most fundamental means of success and the starting point of all the great achievements, signs of dynamism and social well-being. The indifference in the society is a form of social illness and the source of many problems. Islam has emphasized the society and social life. The most important action to reduce the risks in each society is to increase the social responsibility of its people. In this research, the Holy Quran, the narratives and the constitutions of the Islamic Republic of Iran have been used to determine the variables of social responsibility.

In this study, the implementation level of social network policies in Iran was measured based on the statements of the Supreme Leader, the resolutions of the Supreme Council of Cyberspace, the 5th Five-Year Development Plan and the 20-Year Vision Plan.

3. Methodology

In this research, based on the nature of the subject and its questions, descriptive-analytical survey method has been used, and it is considered as applied research in terms of objective. The experts' opinions have been used to design the data collection tools, to develop the initial model of research, to determine the indicators and to validate the final research model. For data collection, three researcher-made questionnaires were used. The first questionnaire was used to assess the related factors (32 questions), the second questionnaire was social responsibility assessment (16 questions), and the third questionnaire was used for measuring the implementation level of cyber social network policies (49 questions).

Validity: In order to ensure the content validity of the questionnaires, the opinions of experts in this field were used. The structural validity of the questionnaires was also examined using confirmatory factor analysis.

The Cronbach's alpha coefficient was used to determine the reliability of the questionnaires. The test reliability coefficient for the related factors, social responsibility, and policy implementation were 0/887, 0/895, and 0/947, respectively. According to the Cronbach's alpha coefficient, it can be concluded that the research tool has desirable reliability. In this research, descriptive and inferential statistics were used to test the hypotheses and SPSS, and AMOS were applied to analyze the data.

4. Findings

Examining the status of the factors related to the level of implementation of cyber social network policies in the target population:

According to Table (1), it can be said that the factors related to the level of implementation of cyber social network policies in the target population are in desirable status ($p < 0/05$). In other words, according to the variable mean, it can be concluded that the status of the factors related to the level of implementation of cyber social network policies in the target population is higher than moderate.

Table 1. The status of the factors related to the level of implementation of cyber social network policies in the target population

Mean	S.D	t-statistic	Theoretical Mean = 3/00
3/06	0/56	2/40	0/008

Question 2. Examining the status of social responsibility in the target population

According to Table (2), it can be said that the social responsibility in the target population is in undesirable status ($p > 0/05$). In other words, according to the variable mean, it can be concluded that the status of social responsibility in the target population are lower than moderate.

Table 2. The status of social responsibility in the target population

Mean	S.D	t-statistic	Theoretical Mean = 3.00
2/93	0/69	-2/24	0/987

Question 3. Examining the status of the level of implementation of cyber social network policies in the target population

According to Table (3), it can be said that the level of implementation of cyber social network policies in the target population is in undesirable status ($p > 0/05$). In other words, according to the variable mean, it can be concluded that the status of the level of implementation of cyber social network policies in the target population is lower than moderate.

Table 3. The status of the level of implementation of cyber social network policies in the target population

Mean	S.D	t-statistic	Theoretical Mean = 3.00
2/82	0/73	-5/71	1/000

5. Discussion

Cyber social networks are considered as one of the social media that have become one of the most important communication tools in the community and the world, despite their short life. Today, human life is heavily influenced by modern communication. This impact has affected not only the social life of humans but also the most private dimensions of human life. It has also influenced various cultural, social, economic, political and defensive dimensions at the national and international level. One of the serious concerns of the Supreme Leader of Iran in the current conditions is the cyberspace and cyber social networks. The appropriate response to this influential phenomenon required coherent, precise and targeted plans and strategies that reduce the threats of the technology while taking benefit of its capacities. In this study, the dimensions and components of the factors related to the implementation level of cyber social network policies with the social responsibility approach have been identified through exploratory studies and expert opinion polls. Then, these dimensions and components were tested in the format of the designed model in the statistical population. The results of testing the model indicate the optimal fit of the proposed model. The research hypothesis test results achieved by different statistical techniques have been compared with the various studies in the followings:

The research results showed that the status of the factors related to the level of implementation of cyber social network policies in the target population is higher than moderate. This finding is consistent with the results of Don Hart and Kettle (2014), Castech (2014), Canswelt (2009), Papim dalivida (2000), Samuel Stalli (2006), Brinard (2005), Makinde (2005), Hafiz Khalid (2001)), Palombo Vulcista (1990), Papadopoulos (1998), Hawllete and Ramesh (1995), Sabatir Mazmanian (1996), Callista (1995), Gan and Hugwood (1984), Hee Young Suec (1998), Rajab Beigi (1999), Abbasi et al (2016), Mokhtarian Pour (2014), Taherpour Kalantari and Memarzadeh (2005), Aarabi and Rezghi Rostami (2005), Gholipour (1999), Danaei Fard et al. (2013), Tavasoli (2008).

The research results showed that among the factors related to the implementation level, the technical factor is in desirable status. Since cyber social networks are emerging phenomena, specific infrastructure and technologies are required to deal with this space.

The research results showed that the status of social responsibility in the target population is lower than the moderate level. This finding was consistent with the results of Haghghatian (2013), Soroush (2012), Talebi and Khoshbin (2012). In contrast, the findings of the study are inconsistent with the results of Imani and Jalayan (2010). One reason for the failure of the policy implementation is the low level of social responsibility in a community. According to Gaff, McClasky, and Mill (1952), a responsible person has a sense of commitment to its group and others, he is reliable and gives confidence to others. In addition, social responsibility is considered as a form of responsibility that justifies suffering for social actions and direct impact on social policy (Wise, 2005). The government's responsibility in scientific, expert and comprehensive policy-making and utilization of all scientific power of the country is a prerequisite for achieving the most benefit and least damage from cyberspace (Hatef, 2009).

A human being is a social being, and without being present in the community, he cannot meet the diverse needs of his life, and it is the path and path of man to achieve the happiness of the world and the life of the society, and when he can go that way well in a healthy society. In the contemporary world, one of the possibilities is to achieve the prosperity of cyberspace. However, the cyber world has many positive

outcomes and effects on the advancement of human societies, but its positive aspects can not negate the negative aspects that are very dangerous. The leader of the revolution said: "If we do not overlook cyberspace if the faithful and revolutionary forces empty the square. "We will surely be blown; everyone should be present in the field as much as possible." The issue of cyberspace and cyber social networking has recently been considered seriously by the United States only with the actions of governments and organizations. Political and economic problems. It requires a huge change in the lifestyle of the people. On the other hand, many social issues such as crime, crime, and behavioral problems in society seem to be related to the low level of personal and social responsibility. So attention to accountability in society is very important. Attempting to increase accountability can not only increase the behavior of others, but also at the macro level of the society reduce the crime (at least the part affected by this variable) and reduce the costs of dealing with social problems by increasing trust and, consequently, Reduce the level of social capital in society. The development of media literacy and the development of ethics and social responsibility in the current media world are the prerequisites for any initial activity All the great achievements. Reality is the most important component of social communication. Living the lives of citizens makes it possible to create a peaceful, safe and peaceful life for the prosperity of human talents and for sustainable development. A society that has media literacy among people in this society, other people are mere, passive and They are not controlled by the media. They actively interact with messages and handle the analysis of media messages, turning into a selective and selective audience, and this kind of community of more human and social development in confrontation with media leaks.

The findings of this study showed that the level of implementation of cyber social networking policies in the studied society was lower than the average level. That is, the state of implementation of these policies is not in the desired situation, which in some way indicates the failure of the implementation of the line The results of this research are based on the results of the research, Daneshdar (2014), Memarzadeh (2011), Gholipour et al. (2011), Abbasi and Beigi (2016), Danaee Fard, Saghafi, Mashbaki Esfahani (2010), Sabatyr and Mazmā nyan (1996), Gan and Hagwood (1984), James Landerson (1982), and Melbourne McLaughlin (1976).

The lack of upgrading technology capacity, the lack of training new technology, the lack of assurance for public policy by senior authorities, and the lack of commitment of government representatives are the barriers to public policy implementation (Costa Barbosa et al., 2016). Closed processes of policymaking, in which stakeholders and people are not involved, can be a barrier to policy implementation (Sorensen et al., 2014).

In today's complex and multifaceted environment, successful implementation of social network policies can only be implemented if all available capacity in the country is to be used in this direction. The policies are likely to be implemented when they attract public support. Public participation ensures the successful implementation of policies. Public participation is based on the presumption that all people are aware and capable so that their opinions can be used. Public support will be provided when the authorities are accountable to people, and people are involved in decision making. Identifying the needs of the community, understanding the right needs, and ultimately prioritizing them properly will result in a more appropriate policy making. The nature and the wide range of issues in this area, as well as their complexity, lack of specialized human resources in policy making and implementation; lack of technical resources; and lack of political support of authorities and officials can be considered as the factors of failure in cyberspace policy

implementation. Environmental factors are the factors affecting policy implementation. Environmental barriers imply to all economic, social and political conditions affecting the effective policy implementation. This group of factors is not controlled by policymakers but can

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