



Original Article

The effect of newly emerging media (internet, satellite television and cell phone) on the emotional infidelity of the couples and its related factors

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Abstract

Introduction: The marital infidelity can be considered as a shocking issue for most couples and families while it is a common phenomenon for marriage and family therapists. Although the relationship with someone other than the partner may be physical or emotional, the ultimate result is that the time spent between one of the couple and someone outside of the marital relationship may be a serious problem for couples.

Materials and Methods: This is a descriptive survey study where 120 married individuals in different regions of Torbat-Heydarieh were selected using available sampling method. In order to collect data, two questionnaires were used; the attitude towards research questionnaire and the positive feelings toward spouse.

Results: It was found a negative significant relationship at level 0.05 between the education, the familiarity before marriage, the love before marriage and emotional infidelity. The results of the present study suggested that the use of newly emerging media such as satellite television have a significant effect on decreased sexual desire, as well as sexual satisfaction. Therefore, those families that used satellite television more frequently had poor emotional relationship.

Conclusion: It seems that newly emerging media have a negative effect on sexual desire, as well as sexual satisfaction and emotional relationship between couples.

Keywords: Couples, Infidelity, Media

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Introduction

Today, we are surrounded by all kinds of media and communication tools. Radio, TV, satellite, internet, and mobile phone. There are few people who do not spend at least an hour of the day with

one of these media. Using new tools and technologies to communicate with each other has a deep impact on family and social relationships. Unfortunately, today, a large part of the world's media is at the service of the capitalist system.

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Using cultural and media tools, they try to infiltrate different countries and bring them under their political domination. American writer Herbert Shiller says: When a country tries to expand its political and economic influence in other countries, it naturally tries to spread its culture in the target country. According to Schiller, one of the most important tools of the West to influence the culture of nations is the means of mass communication, including radio, television, and the press. Today, the place of the media and their role in the family has attracted the attention of thinkers and experts (1). Family is a sacred institution and the most noble foundation of social life. The survival and durability of the human society depends on the durability of the family, and the goodness and corruption of the individual and the community also depends on the goodness and corruption of the family. One of the criteria of a cohesive family is the existence of an emotional bond between its members. Of course, various factors have damaged this bond and threaten the original norms of the family. One of the factors that threaten the foundation of the family is the improper use of mass media, especially the inappropriate programs of the western media, which cause disturbances in the behavior of couples and eventually infidelity between them. The term mass media or mass media generally refers to the means that people of a society use to announce messages and thoughts and convey concepts to each other. These means are: press, radio, television and news agencies. The emergence of newspaper, radio, television and cinema in human life has created more satisfaction than other scientific and industrial phenomena and due to the advances made in the field of technology, mass media have gained value and importance more than any period (2). Today, mass communication media in all countries play a sensitive and important role in various fields, including political, economic, social and cultural. The importance of mass media is to such an extent that scientists have included it in the division of the historical stages of human civilization. Alvin Toffler divides human civilization into three stages, which include the agricultural stage, the industrial stage, and the post-industrial stage or the age of communication and information. In the post-industrial era, the power is in the hands of those

who control the communication and information networks. Mass media have privileges and resources that these privileges come from the nature and function of new media, which are mostly mass media. The characteristics of modern mass media can be briefly mentioned as follows: speed of publication, order of publication, wide scope of publication, continuity of publication, comprehensiveness and coverage of audiences, reaching the judgment and judgment of mass audiences and easy access and low cost. Today, in an age where communication and social networks have flourished, extramarital relationships have also become popular. In today's world, it is necessary to establish reasonable and legitimate communication and it is an integral part of social life, but what can damage this legitimacy is disordered relationships that can weaken the foundations of social relationships because such relationships are an irreparable blow to It affects public chastity and personal and religious life of a person (3).

Indiscipline in socializing causes disunity and discord in the family system and weakens religious foundations. This is despite the fact that the most common scourge of the unlimited freedom of relationships between boys and girls is the emergence of love and sometimes dangerous romances, which some families in Iran are currently facing the consequences of, even with progress. This problem among married couples living together has also been exposed to harm, so that we are facing an increasing number of couples having secret relationships.

When a bond is established between two people, factors are effective in its continuity and permanence, the most important of which is the trust of the parties in each other, as well as the obligatory commitment of both to adhere to the standards of the bond made between them. Whenever the existing commitment between two people is shaken or destroyed in some way, and if separation does not happen in it, in order to be able to respond to their demands while continuing such a relationship, they will turn to new relationships with a third person. The name given to these relationships is betrayal. Most psychologists define marital infidelity as a person crossing the boundary of a marital relationship by establishing physical or emotional intimacy with

someone outside the relationship. Pathologists believe that marital infidelity has increased in recent years. At the same time, marital infidelity threatens the family structure and consequently the sense of marital belonging. On the other hand, studies indicate that extramarital relationships are an important predictive factor for marital violence and divorce. Also, this type of relationship causes post-traumatic disorders and emotions such as depression, anger, loss of identity, feelings of worthlessness in the injured spouse. In addition, it causes doubt, depression and torment of conscience in the wife of the covenant breaker (3).

According to the definition of extramarital relations, it means establishing an emotional, physical (sexual) relationship with someone other than the spouse. This act is a traumatic and shocking interpersonal incident for the affected partner. In recent studies with large samples, approximately 22-25% of men and 11-15% of women in the United States reported that they had sex outside of their marriage at least once (4).

Also, infidelity, which is sometimes referred to as extramarital relations, is sex outside of marriage without the partner's knowledge (5). In our past society, after establishing a bond between two people, they tried to cover everything they have and not let the other (third party) break their boundaries informally. Although there has always been a discussion among family disputes that I wish someone else was in front of me instead of him, that too with arbitrary conditions, but in most cases this discussion was only in the person's mind and in rare cases it took an external form. And men and women turned to each other to satisfy their desires, without the existence of Sharia and legal standards.

But today, with society's confrontation with new forms of communication, culture, technology and the emergence of demands that were known or even considered insignificant until the past, this type of relationship has also emerged in a new way and tools and ways. There is something new for them. It is necessary to know that betrayal with this general concept is classified into three forms or types:

Emotional betrayal: It is the only attachment that is created between a person and a third person and

he believes that he will not hurt anyone as long as the other person does not know.

Physical (sexual) infidelity: In this type of infidelity, it is only in the direction of physical contact and does not have any relation to the third person.

Emotional-physical infidelity: this type of infidelity has a physical and emotional dimension in total, and in addition to creating a physical relationship, a person also establishes an emotional relationship in it (5). All three types of betrayal are easily possible through the internet and virtual space.

Today, due to the presence of countless women in the social space and efforts to synchronize society with the foundations of modern society defined in the West, the amount of contact between the opposite sex, both married and single, has increased. If the conditions of the work environment are such that a person has a continuous working relationship with a person of the opposite sex and this relationship is such that it increases the intimacy between them, there is a possibility of all three types of betrayal. Especially if a married person suffers from a certain lack in his home and life, he tries to solve it in the environments he has access to.

What our society is facing today is a social friend among married men and women, and in justifying this issue, they consider it to be only a friendship, but this friendship also includes emotional and sometimes physical ties between the parties.

The same presence can be understood in educational environments (university and private). The presence of classes in which two genders are present in the same class has increased the possibility of establishing communication, in which case betrayal can be present in all three forms.

Marital infidelity is one of the main reasons for divorce and the breakdown of marriages (6). Also, marital infidelity is an expression by which a person shows the problematic and dark side of his personality without committing an obvious criminal offense (7).

In the meantime, we should not ignore the effect of satellite in creating this type of relationship. Satellite as a tool that teaches new methods of betrayal and because it is covered in a layer of programmatic pluralism in such a way that a person considers it normal due to seeing this issue

a lot and feels alone and Being separated from society and trying to get away from this isolation is one of the most effective tools in the formation, creation and even continuation of all three types of betrayal.

The main goal of the present research is to investigate the effect of the interaction between the family and the new media in the phenomenon of emotional betrayal.

Materials and Methods

In this descriptive research, 120 married people from the regions of Torbat-Haidarieh city were selected by available sampling method. In order to collect information, two questionnaires were used, the first of which was made by the researcher and the standard questionnaire of positive feelings towards the spouse. The method of scoring and interpreting the results of the questionnaire of positive feelings towards one's spouse is a 17-question tool designed to measure positive emotions or love for one's spouse. The

total score of this questionnaire is easily obtained by summing the scores of the questions.

Reliability (reliability) and validity - positive feelings towards spouse have an excellent internal consistency with an alpha coefficient of 0.94. No information on its stability has been reported. According to the significant correlation of this questionnaire with marital compatibility test, Navaran communication scale, Beck depression questionnaire, rating of spouses' marital commitment and rating of positive behavior of spouses, it has very good concurrent validity. After completing the questionnaires, the data were checked and analyzed using SPSS software.

Results

In the present study, 120 married people of Torbat-e-Heydarieh city have participated in order to investigate the impact of new media (Internet, satellite, etc.) on the emotional infidelity of couples and the factors influencing it. Pearson's statistical test was used.

Table 1.Examination of emotional betrayal and emerging media

Variable	Emotional Infidelity	
	Correlation Coefficient	The probability
Newly emerging media	0.990	0.000

The more the use of new media increases, the more the phenomenon of emotional betrayal of the spouse increases. That is, the more families

change their attitude to modern, the more they use satellites and communication tools.

Table 2. Examining the change in attitude of families and the use of satellite

Variable	Change in family's attitude	
	Correlation Coefficient	The probability
Newly emerging media	0.675	0.04

Table 3. Investigating relationships between couples and using new media

Variable	The use newly emerging media	
	Correlation Coefficient	The probability
The couple's decreased closeness	0.778	0.06

That is, the more the use of new media increases, the more the couple's interest in each other decreases.

That is, the more the use of new media, the colder the sexual relations of couples and the decrease of their interest in each other.

Table 4. Correlation between the way of marriage (young age, education, acquaintance before marriage and interest in spouse before marriage) with infidelity

	Young age		education		familiarity before marriage		love before marriage	
	r	P	r	p-value	r	P	r	P
Emotional infidelity	0.52	0.002	-0.118	0.04	-0.122	0.007	-0.275	0.000

According to the above table, there is a negative and significant relationship between education, familiarity before marriage and interest in the spouse before marriage with emotional infidelity, that is, the higher the education, familiarity before marriage and interest in the spouse before marriage, the more emotional infidelity to the spouse. It decreases, but there is a positive relationship between young age and emotional infidelity, which is not significant. It means that the younger the age, the more the emotional betrayal of the spouse.

Discussion

Information and communication have always played a decisive role among powers and groups in social changes and dominating public opinion. With the ever-increasing and surprising development of mass communication tools in the world and the possibility of accessing the latest news and written, audio and visual reports from the farthest regions of the world and the optimal use of media and hypermedia, some Western thinkers and experts have considered the new global communication tools. They have considered it as a platform for the accelerated and non-stop realization of the process of globalization

New communication technologies, especially information highways, are expected to bring about significant changes in different levels of life as well as in people's psyche. Thinkers, owners of capital and governments, each in a way, have dealt with the communication revolution and are preparing themselves for the new era. They believe that new media intensify the influence of other means of mass communication and cause the ruling culture to attack other cultures. give and destroy On the other hand, those involved in the production and sale of new media and those who are important in the development of information highways promise that the use of these highways will soon

be possible for most of the world and that the developments in the field of literacy and culture, information, and youth to be achieved, it facilitates the establishment of equality among the residents of the communities (8).

In any case, what is important is that new technologies are more creative than destructive, and in exceptional cases (which can be a natural consequence of any innovation) they may also lead to destruction. They may destroy previous structures. If we assume the structures to be eternal for ourselves. Therefore, it is thought that technology is a destructive thing, but if we pay attention to its effective and useful aspects and its principled and logical application, it can be used in our various fields. In the category of winners and users of the information age. In the Islamic society, we should emphasize on thinking and try to strengthen the positive aspects and weaken the negative aspects of this emerging phenomenon in order to identify and eliminate its problems and use it in the future. In order to achieve the great goals of strengthening Islamic cultural foundations, let's take advantage (9).

Therefore, the present study investigates the effect of the interaction between the family and new media in the occurrence of extramarital relationships, and according to the results obtained, in addition to factors such as the way of marriage, young age, education, familiarity before marriage and interest in the spouse before marriage, the use of new media is also It has played a very important role in the spread of this issue and has weakened the strength of families and numerous researches have produced similar results, of course, due to the sensitivity of the issue and the fact that this damage is a gift of modernity, there are very few researches in this field. Therefore, we hope that the findings of this study will be used by researchers in this field.

In conclusion, it should be noted that the basis of the national development of any country and locality is formed based on the culture of that

society, because if culture is not the essence of the national development plan, it is not possible to talk about national development, nor to achieve internal development in principle. Now in this era, with the help of the media, this process can be accelerated and speeded up.

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Conclusion

It seems that the use of new media has an effect on sexual desire, marital satisfaction and emotional relationship between couples.