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**Effective Factors on Social Identity Among Girls Student of Ahwaz Shahid
Chamran University**

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Abstract

The Iran's recent society due to social changes and its particular problems of transitional period has been challenges in various ways especially in the dimension of socio – cultural values. One of the important objects of this change in the transitional period is social identity debates. In this study attempt has been made to analyses the social identity through modern and traditional concepts, with the view of changes which occur in the attitude and social values of the people. This study performed by using survey method, Research universe consists of all girls' students of shahid Chamran University, and 254 cases were selected through random sampling method. The statistical analysis of data is based on, correlation and multi variable regression, in this research impact of socio – economic status, educational level of parents, social awareness about rights and duties, religions practice and occupational perspective are studied with social identity. Result indicated that, the above mentioned in depended variables could explain 56% of the variations of the dependent variable (social identity).

Key Words: social identity, traditional society, modern society, traditional values, modern values

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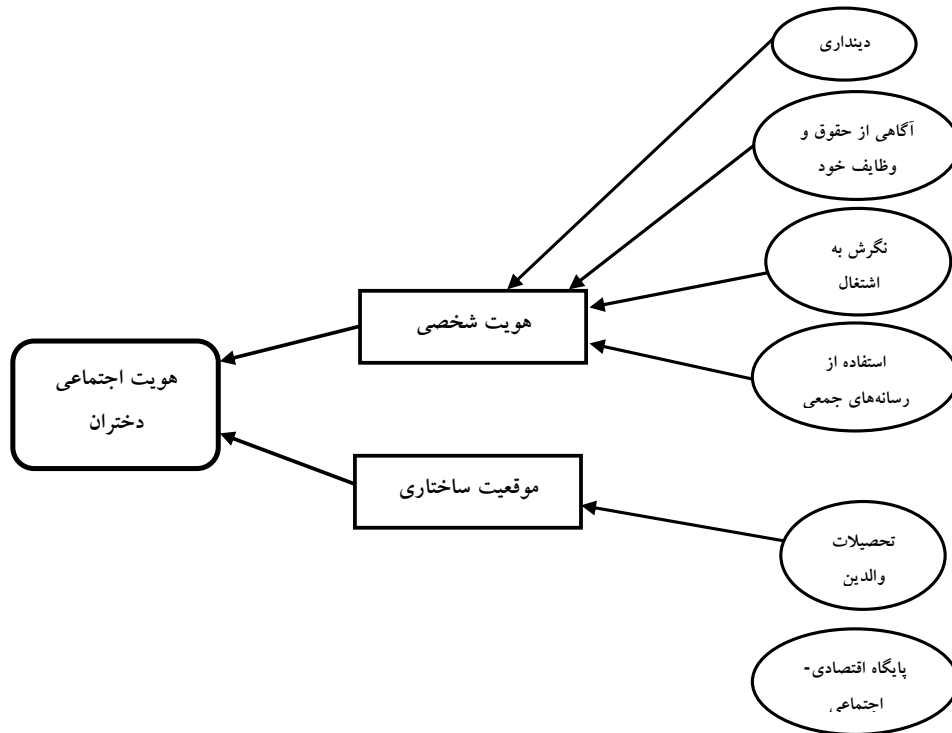
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