Explanation of the Cognitive Community of the Relationship Between Lifestyle with Women's Tendency Towards Childbearing

Zahra Esmaeilpour[1], Dr. Majid Reza Karimi*[2], Dr. Seyed Koorosh Sarvarzadeh[3]
1- PhD student in sociology. Islamic Azad University, Jahrom branch
2- Assistant professor of social sciences department of Islamic Azad University, Jahrom branch
*corresponding Author
3- Assistant professor of social sciences department of Islamic Azad University, Jahrom branch

Abstract
The present research has explained the cognitive community of the relationship between lifestyle and women's attitude toward childbearing. The method used in this research is survey. The statistical population consisted of the women with 15-49 year-old in reproductive age in Fasa city that 400 people were selected as the sample and were selected by random sampling. The research tool is a questionnaire that to determine its validity has been used from face validity method and to determine the reliability has been used from internal co-ordinate method by Cronbach 's alpha. The descriptive results of the study indicate that the average score of women attitude to childbearing in Fasa city is high. Analytical findings of the research show that consumption of media and leisure time have positive and significant effect on women's attitude towards childbearing. Among the demographic variables, the relationship between age and education with women's attitude towards childbearing is significant. Explanation of dependent variable in terms of total independent variables indicates that the duration of marriage, number of children, age and social support are the most powerful predictors of women's attitude towards childbearing and total variables are able to explain 25.8 percent of variance of attitude to childbearing.

Keywords: religious lifestyle, leisure lifestyle, media consumption, body management, childbearing, women.

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Introduction And Design

Nowadays, many developed and developing countries have experienced total fertility at the substitution level and even lower. Iran is one of the countries that in the last few decades has experienced drastic drop in fertility rates. Fertility decline from about 7 children per woman in 1980 towards about 1.9 children in 1385 shows this same. In addition, fertility of most of the provinces has reached to the sub-level of succession and total fertility rate for the whole country is

about 1.8 children per woman (Shawazi Abbasi 2013:45). Studies on fertility trends in Iran indicate that total fertility in Iran has decreased from 1365 onwards. Fertility in Iran has decreased from 6.9 in 1985 to 5.5 children in 1988 and 2.8 children in 1996. In order to decrease fertility rate in 1990 s, the rate of fertility decline since 1995, especially the last five years, has been less than 1986 - 1996. The total fertility rate for urban and rural areas is estimated to be 1.7 and 2.2 respectively. This rapid decrease in fertility has attracted the attention of many experts and politicians (Dorahaki, 2015). The publication of the preliminary results of the 2011 census of the whole country, which has calculated the population growth rate of Iran by 1.3, made comments and expressed concern about the future of the country (Soroush and Bohrany, 2013). Today, due to the success of human society in the field of control and monitoring of mortality and demographic policy about control and monitoring migration process, demographic changes are more influenced by fertility level (Forutan, 1388). Although the evolution of fertility to the extent is influenced by socio-political conditions before and after the revolution, but the evidence shows that the changes in fertility have been independent of changes in demographic policy (Abbasi Showazi and Ali Mandegar, 2010). Several reasons have been stated to explain fertility transition in Iran : decrease of child mortality, development of urbanization, development and improvement of health network system, rural development, re-establishment of family planning programs in 1990, decrease of child mortality rate, decrease in number of children and finally improve the status and relative status of women (Abbasi Showazi,2000, Abbasi Showazi 2002 ; Aqaganian 1992; Mirzaey 2005; Aqaganian and Mehryar 1999;Jibhoy 1995; Mac Donald 2000; Faili 2004). Over the past three decades, fertility in Iran remarkably decreased. This situation was caused Iran to join the countries during 2003-2006 that had fertility at the level or below the replacement level (Population Reference Bureau, 2006). In Iran, fertility rate decreased from 7 children to 1.8 children per woman in 2006. This is the largest and fastest decreasing rate of fertility that has already been recorded in the world (Abbasi Showazi, 2009).

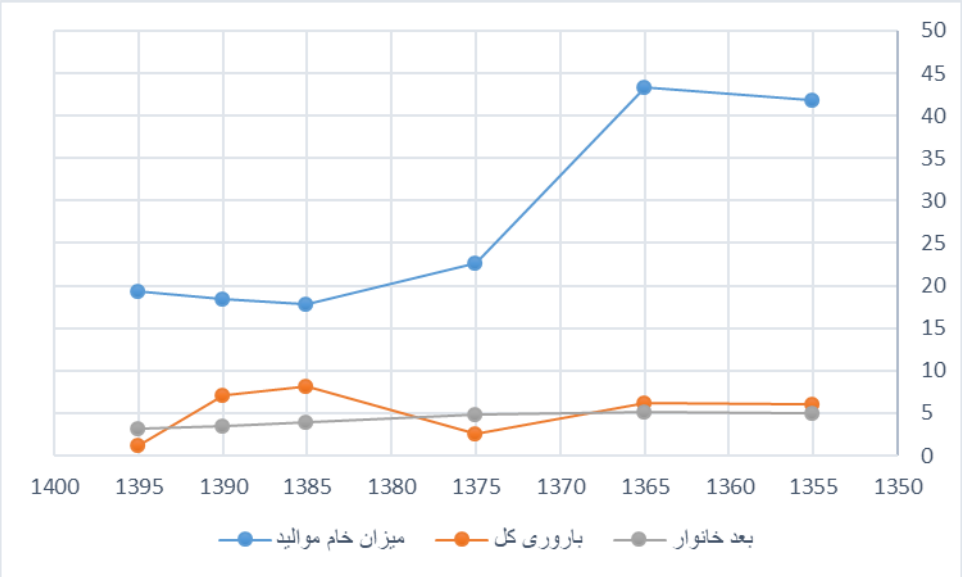
Table 1-1 shows the changes in fertility and household indices in Iran between 1976-2016. According to the table, the raw birth rate has decreased from 8 in 1976 to 4 in 2016. The total fertility rate has reach from 6.08 in 1976 to 1.24 in 1395. The households ' size from 5 in 1976 to 3.18 in 1390 is reduced. As the findings show over the past 40 years, we have seen a decrease in the rate of fertility and size of families.

Table 1 changes in fertility and household indices in Iran (1976 - 2016)

year	Raw birth rate	total fertility rate	family dimension
1355	41.8	6.08	5.0
1365	43.3	6.23	5.1
1375	22.6	2.52	4.8
1385	17.8	1.8	4.0
1390	18.4	1.7	3.5
1395	19.4	1.24	3.18

source : (Iran Statistics Center, Population and Housing Census 1976 - 2016).

Chart 1 changes in fertility and household indices in Iran (1976 – 2016)



It seems that the country's current problem is not to decrease the population growth but also the important factors, change in attitude, tendencies and fertility behavior of women. In recent years, Iranian society has experienced significant economic and social changes, new values that emphasize on individualism and individualism have been promoted in the society; while these developments have changed some of the historical patterns dominating the family, such as treatments and attitudes of fertility, a new pattern has been changed alongside the original shape of Iranian woman, the priority in achieving higher social degrees and equality with men and attention and care of their body and excellence of talents and abilities (Shahabadi et al 2011). Given the changes in fertility during the past three decades in Iran, it is necessary to identify factors that influence behavior, ideals and desires of women to have children under influence (Hosseini and Begi 2012). Each individual has a particular attitude about fertility and even the number of children's children or a boy who wants to have. The emergence of consumer society by increasing material goods on the one hand and democratization of consumption and the generality of it on the other hand, will lead to the emergence of everyday life. The lifestyle is relatively a set consistent with all the behaviors and activities of any given person in daily life that requires a set of habits and orientations. Therefore, it has unity. In the case of lifestyle in Iran, especially during the post-Islamic revolution, it can be said that Iranian society is culturally and socially diverse and new culture is forming that gives people the right to choose and make them a variety of demands. In the same context, one of these important changes is the decline of fertility in Iran. So that, in the past three decades fertility rate in Iran has been drastically reduced (Kaveh Firooz et al. 2016). Considering to that women attitude will have a determinant effect on fertility, in the present study we are seeking to explain the cognitive community of the relationship between lifestyle and childbearing in the city of Fasa.

A Review Of Previous Research

Rasoolzadeh and colleagues (2016) have studied the relationship between social capital and lifestyle with tendency to child among students of Shahid Madani University of Azerbaijan. The findings indicate that there is a significant inverse relationship between the use of foreign media (internet, virtual social networks and satellite networks) and tendency to childbearing, but there was no significant relationship between the use of internal media and tendency to childbearing. There is a positive and significant relationship between social capital (social trust, social participation and social cohesion) and traditional lifestyle with tendency to childbearing. There is a significant inverse relationship between modern lifestyle and tendency to childbearing. Among the variables, the relationship between job status and ethnicity with tendency to children was significant. Arjmand, Siahpoosh and Broomand (2016) conducted a study entitled " " study of social and cultural factors influencing childbearing tendency in Andimeshk city with emphasis on life expectancy. The results showed that there is a positive and significant relationship between sexual preference and tendency to childbearing. There is a negative and significant relationship between adherence to traditions, education, lifestyle and social economic status with tendency to childbearing .but there is no significant relationship between lifestyle profile (leisure time, consumption of cultural goods and body management) with tendency to childbearing of women. Mahmoodian et al .2015) in research entitled "consumption of media, body management and fertility behavior" among female teachers of Yasouj city with 287 people and by survey method, concluded that by controlling the age, using the internet and managing body appearance, negative effect and consumption of foreign media have positive effect on fertility behavior. Also by controlling the age, internet usage and external media and body appearance management, more than 42 percent of changes in fertility behavior have been explained. In a survey entitled "the effect of lifestyle components on attitude to childbearing", Kaveh Firooz and colleagues (2016) showed that the majority of women studied had moderate and weak attitude towards childbearing and its functions. Also, there is a meaningful relationship between lifestyle components (body management, leisure time, cultural consumption and social economic status) with attitude to childbearing. These variables and 32 percent have explained the changes in attitude to childbearing. Among the components of lifestyle, the variable of social economic status is the strongest predictor variable. Moreover, the body management component after the social economic base has had an impact on women's attitude to childbearing. Hosseini and Abbasi Showaz 2009) conducted a survey entitled "the changes and its impact on women 's behavior and ideals of fertility and abandonment". The results indicate that social changes and family changes are associated with changes in treatments and attitudes related to marriage and childbearing and finally fertility ideals. Soroosh and Bohrani 2013 have investigated the question of "relation between religiosity, attitude toward gender roles and attitude toward children, with real numbers and idea of child" that how effective is the ideal number of married women and what is the relationship between religiosity and attitude toward children and gender attitudes. The results show that although religiosity has a significant relationship with the actual number of children,

about the ideal number of children there is a significant agreement between married women and this is not related to the amount of religiosity. Attitude to gender roles has a significant relationship with the ideal number of children and this relationship is significant by controlling the underlying variables. Enayat and Parnyan 2013 in this research entitled "study of the relationship between cultural globalization and childbearing tendency"; the statistical population of this study includes all women and girls in Shiraz. The results of this study indicate that about 29 percent of women have childbearing tendency. Based on the results of correlation test, among all components of globalization including: new data and communication, gender role attitude, awareness of contraceptive devices, use of mobile and its derivatives and individualism are significant and negative with tendency to childbearing. Dorahaki 2015 has done a research entitled "the determinants of ideal fertility of women". The results of multiple linear regression indicate that by controlling other variables, affective need for children for older ages has a significant effect on the fertility of women's idea.

Variables, decision autonomy, attitude to economic cost of children and husband's education were variables that had a significant relationship with control of other variables. But there was no significant relationship between body management and ideal fertility. Ali Yar Mohammadi and Fatemeh Roosta (2014) have studied in a study entitled "lifestyle promotion of women in reproductive ages in Shiraz". The results of Cronbach's alpha coefficient for the validity of different indices of study including public health, self-efficacy, awareness of healthy behavior, social support, health-oriented lifestyle were 0.77, 0.72, 0.91, and 0.87, respectively. The findings indicate that there is a significant relationship between education, study rate in health, class identity, class identity, social support, self-efficacy and self-reported public health and awareness of health behavior with health-oriented lifestyle. On the other hand, the results indicate that there is no significant relationship between age of respondents, marital status, employment status, family dimension, income and experience of certain diseases with dependent variable. The results of Khatuns research 2011 under the title of "ideal and real fertility in Bangladesh : the role of social media and social interactions" show that social norms are the most important social norms of fertility and that in Bangladesh , the size of the idea is more than two children. However, access to social media and social interaction increases the likelihood that people choose small families as an idea. Kulu and Steele (2011) identified a research entitled "have or no? The desires, expectations, and fertility outcomes of Australian women". They emphasize that the factors determining the fertility rate of women in Australia are not fully understood, and it is not well known whether the low fertility rate is a result of "demand" of women's fertility behavior or an "unwanted" result. According to this issue, in this research, they have investigated the importance of a wide range of psycho-social factors, the effect of women's health on fertility rate and the identification of women's fertility and fertility expectations. The study was conducted on 569 women, 30-34, of Australia. The results show that most women have more children than they desire, and many of them wanted more children if their condition was different. Kulu and Steele argue that the main factor in women's fertility is women's condition. Myrskylä et al. (2011) in a research entitled "high

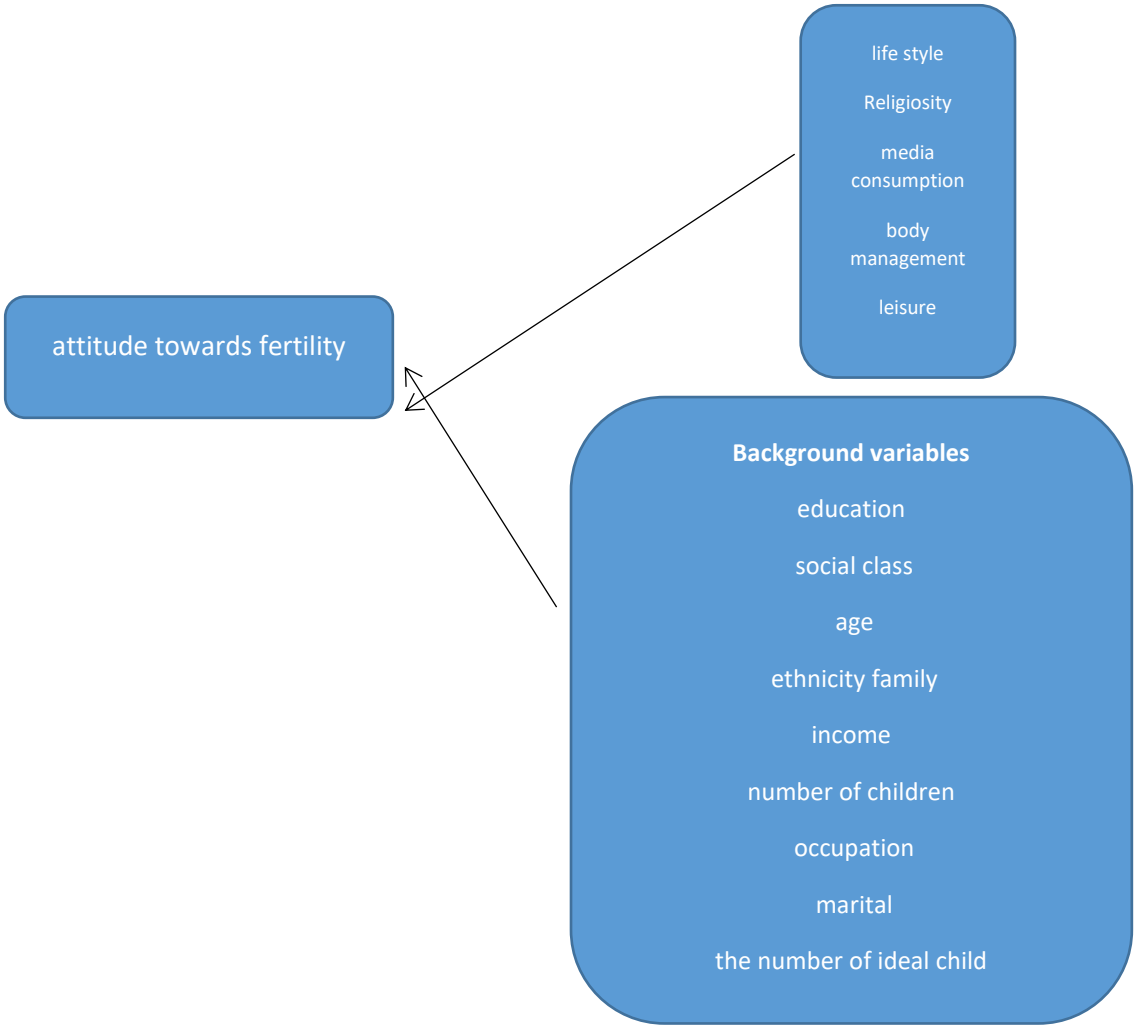
development and fertility: how are fertility in the high age and gender equality, how are positively linked?" and among the 100 countries from 1975 to 2008, they concluded that an increase in fertility in developed countries could be explained by countries' differences in gender equality. In other words, fertility in developed countries, which have lower gender equality, is less. Hicks and Brown (2016) in a study titled "more use of facebook, predict more dissatisfaction with the notion of body during pregnancy: the role of self-comparison" (2016) aimed at clarifying the relationship between the perceived image of the body and the use of Facebook via self-express questionnaire among 269 pregnant women in the group and online chat rooms. The results indicate that using Facebook causes an increase in the image of women in the growth stage of the fetus (the idea is created during pregnancy and there is no such an image among the respondents). Mothers with Facebook accounts have more concern over their body image than mothers who lack a Facebook account. Watson et al. (2016) conducted a survey entitled "qualitative exploration of body image among pregnant women", providing pregnancy among women a charming challenge about the notion of body and its natural changes that push women from the stereotype of a socially prescribed pattern of thinness to another.

Theoretical Framework Of Research

In the present study, the lifestyle of Giddens and Bourdieu (khajeh Noori 2011, Nyazi 2011, Ebrahimi 2009, Mjdi 2010). As well as fertility theories such as modernism theory, sociological theories of explanation of fertility and Liebenstein theory were selected as theoretical framework of research. Giddens considers the body as moving military and a set of actions and reactions and engaging in action with the interactions of everyday lives is a significant element in maintaining and consolidating the concept of personal identity. He believes that some of the body's faces that are related to self and personal identity have their own. The appearance of the body includes all visible features of the body including clothing, clothing type and makeup as well as the individual and for others, and is usually seen as signs for interpreting action. The appearance of individuals more than their personal identity indicates their social identity (Giddens, 2013: 144). In the modern society, the body and it are reproduced in the important realm of reproduction. Giddens takes the term reproduction for both social and biological continuity. Today, biological reproduction or reproduction is socialized, i.e. it becomes free from single systems and is rebuilt through self-assessment. Giddens believes that biology reproduction has never been an external field of inertia, and to prove this, it refers to the presence of various methods of contraception in all pre-modern cultures. However, in those times, fertility was respected in most cases and with the advent of modern means, low risk and effective contraceptive methods and various reproductive technologies, it is possible to have a multiplicity of selection in childbearing. In this way, by removing nature and fate of production facilities, such as appearance and appearance of decision-making facilities in this field, not only the process of reproduction but also natural construction of the body and the external effects of gender are exposed to inevitable changes (Giddens, 2013:306-307). Thus, Giddens's ideas are derived from this hypothesis that body management can have a

negative impact on the attitude towards fertility, since it excludes the body from the ideal that society has assigned to individuals. In the realm of independent variable of research (life style), it is obvious to Zimel, consumption of goods and creating lifestyles on the other hand, it is distinctive. On the basis of modernism theory of modernization, life style and people's thoughts can lead to the development of future thoughts and to have more affluent life which can be considered as a weaker one. According to this theory, structural changes (transition from agricultural economy to industrial economy) is related to changes in fertility patterns through three processes of industrialization, urbanization and public education. In the cognitive society model of fertility, the increasing tendency of people to continue to study, machine learning, assignment of part of family duties to other institutions are factors that influence fertility. Liebenstein: in his theory, under the title of economic theory of fertility, it seeks to explain the factors determining and influencing the desired number of births per family. He assumes that the benefit or lack of economic benefits of children is an effective factor on the parents to decide on the number of children.

Conceptual Model Of Research



Methodology

In the present study, quantitative method and survey as one of the conventional methods in quantitative research have been used. The statistical population of this study is the women of 15-49 years old, residing in Fasa city in the south of fars province. In this research, each of the women of 15-49 years old of Fasa city were considered as the unit of analysis. According to Cochran formula and considering the standard deviation values (t=0.96), the possible accuracy of 5 percent and the probability of sampling error of 5 percent or in other words, 95 percent confidence level, 400 people were selected as the sample size. This research is done by random sampling method. In this research, a researcher-made questionnaire has been used as a data collection tool. The final process of the questionnaire was carried out as follows : in a preliminary study, 30 members of the statistical community were pre-tested and research issues, especially in relation to the content of the questionnaire were examined, that resulted in some questions in the questionnaire, such as the elimination of some items and modification of the design of some questions.

To determine reliability of measurement tools, Cronbach's alpha coefficient was calculated. This method is used to calculate the internal consistency of the instrument, especially the questionnaire. In this research, Cronbachs alpha coefficient for attitude toward fertility as the main variable of this research is 79. The validity of the research tool was obtained through formal validity, in fact the designed questionnaire before the completion was based on a number of expert professors of the university. After collecting the required information, the coding and coding related to each respondent were entered into SPSS. In this research, the obtained results were analyzed in two levels of descriptive statistics and inferential statistics.

In this research, the Cronbach's alpha coefficient calculated for each scale is given in table 3. As seen, each of the scales and indices has acceptable internal consistency. In the following, the theoretical and operational definition of the variables has also come:

Table 2 : Cronbachs alpha coefficient scale

scale		items	Cronbachs alpha coefficient
the attitude toward childbearing		30	0.790
body management		14	0.800
media consumption		8	0.685
Religiosity		8	0.830
leisure		19	0.860

The attitude toward childbearing is the dependent variable of the study, in which the tendency

and tendency to have children are social and biological among the respondents. To operationalize the variable, we have used 5-choice Likert spectrum; and some of its items include: family life without children; children sponsor the family and the father's hand; an individual completes the child's happiness and the man; having the child makes the child happy and sarcastic. Also, leisure style was considered as the independent variable in this study. Leisure activities are a set of occupations that people use after being released from job, family and social requirements for rest, recreation, information development, non-profit training and social participation (Fokuhi 2003). To measure and measure leisure time variables, entertainment with computer, mobile, membership in social networks, going to park and recreational places, going to the park and recreational places, attending traditional music and pop, listening to traditional music and pop, attending friendly parties, watching movies and TV and foreign TV and etc. is used. In general, 20 items were measured in Likert scale to measure their time. Religious style is considered as another independent variable of research. Religiosity, in general, means having religious efforts to affect the attitude, treatments and action of individual (Modiry 2016). To measure and value religious style, from watching religious programs on TV, doing religious activities at home individually, listening to religious agendas and preaching, helping the needy, attending prayers at the mosque of the local mosque, and attending Friday prayers, attending a prayer meeting or the Koran or religious tablecloth, attending the ceremony of mourning and the elegy of Muharram. In general, 8 items were measured in Likert scale to measure religious style. Body management includes all actions that people use to change and shape their body as they wish (Feaderstone 2010). In the present study, body management is measured in two dimensions of appearance and fitness management. The aspect of appearance refers to the set of actions that are used in relation to physical appearance of people. It includes styling and shaving of hair and face, using of perfumes, creams, shampoos, and soap and jewelry and jewelry. Fitness management is a prerequisite for fitness and to achieve a level of fitness or fitness, and is studied by taking into account the types of sport activities, swimming pools, yoga, and the use of diet or fitness drugs (Mahmoodyan et al. , 2015). Both dimensions of body management were measured in a hierarchy with 5-point Likert scale. In general, 14 items were measured in Likert scale for measuring body management. The range of scores could be from (14) minimum and (70). Media consumption is the time of the first responders of mass media during a day's night. This variable was measured by asking questions about 5 communication channels (satellite, radio, internet, local TV and mobile) which finally made one variable and was measured at distance level. In general, to measure media consumption, 8 items were measured in the format of Likert scale, whose scores can be maximum (8) and maximum (40).

Operational And Conceptual Definition Of Variables

Table-3 Operational and conceptual definition of variables

measurement classes	operational definition	conceptual definition	role	name variable
to measure the attitude towards fertility, 30 items were measured in Likert scale ranging from 30 to 150.	family life does not mean anything without children, children are sponsor of the family and the cane of parents; a person is completed when he has children; the child's birth complements the happiness of the wife and the man; having the child makes us safe from the sarcasm.		dependent	attitude to childbearing
to measure religiosity, 8 items in Likert scale range from 8 to 40.	watching religious programmes from TV, doing religious activities at home individually, listening to religious programmes in radio and preaching, helping the needy, attending religious places, participation in places for pilgrimage	religiosity, in general , means having religious efforts to affect the attitude, treatment and action of individuals.	independent	religiosity style

	congregation prayers of the mosque, school, and friday prayers, attending a prayer meeting, or the Koran or religious tablecloth, attend the ceremony of mourning and the Muharram			
to measure body management, 14 items were measured in the format of Likert scale, the range of scores can be from (14) minimum and (70).	hair and makeup, use of perfumes, creams, shampoos, and soap, and dress and jewelry. types of sport activities, swimming pools, yoga, and fitness regimen	body management includes all actions that people use to change and shape their body as they wish.	independent	body management
to measure the consumption of media , 8 items were measured in the format of likert scale , whose scores can be maximum (8) and maximum (40) .	this variable was measured by asking questions about 5 communication channels (satellite , radio , internet , local tv and mobile) .	tendency to have children socially and biologically the first hours of the day are a variety of mass media during a day of interest .	independent	media consumption
to assess leisure time , 20 items were measured in range of range from 20 to 100 .	entertainment with computer , mobile , membership in social networks , going to park and friends , going to park and	it is a set of occupations , which men , after being liberated from the job , family and social obligations for rest , recreation ,	independent	leisure style

	recreational places , going to the traditional and outside entertainment , listening to traditional music and pop , listening to traditional music and pop , attending friendly parties , watching movies and domestic and foreign tv	development information , non - profit learning and social participation		
distance nominal (fars , lor , turk , arabic) distance distance ordinal nominal name t distance a nominal name	years of life belonging to a ethnic group average monthly income number of children born level of education working in one of the public , non - governmental , other employed , home , other low , medium , high the number of unmarried married years married number of children	age ethnicity family income number of children education the job . social class marriage duration marital the son of al	independent	background variables

Research Hypotheses

There is a significant relationship between life style and tendency to fertility among women in reproductive age.

There is a significant relationship between body management and tendency to fertility among women in reproductive age.

There is a significant relationship between religiosity and tendency to fertility among women in reproductive age.

There is a significant relationship between media consumption and tendency to fertility among women in reproductive age.

There is a significant relationship between leisure time and tendency to fertility among women in reproductive age.

There was a significant relationship between demographic variables (education, ethnicity, age, social class, occupation, number of children) and tendency to fertility among women in reproductive age.

Descriptive Findings

Based on descriptive results of demographic variables, out of a total of 400 respondents, the mean age is 40.74 years, mean number of children is (1.32), mean number of children of ideal is 2.31, average income is 7 million and 500 thousand toman.136 (33.8 %) cases had a bachelor 's degree, 85 cases (23.1 %) were diploma, 70 cases (17.5 %) were master's degree, 38 cases (9.5%) had associate's degree, 53 cases (13.3%) were middle school degree, 18 (4.8 %) had Ph.D degrees. The mean age of education is 14.52 (associate's degree and higher). The mean duration of marriage was 9.96, and the most was 40 years. The employed women were 253 (57.5%), housewives were 170 (42.6%). 210 cases (52.5%) were the middle class, 173 cases (43.3%) were the lower class, 17 cases (4.3%) were upper class. But according to the descriptive results of the research structures, the average attitude to childbearing is 59.106, the style of religiosity is 22.66, leisure style 51.51, body management is 79.38, media consumption is 22.75.

Analytical Findings

First hypothesis: there is a meaningful relationship between women's religious lifestyle and childbearing tendency.

The higher the religious beliefs, the more the tendency to childbearing and the more the religious beliefs, the tendency to childbearing will be less. In order to investigate the relationship between religious beliefs and tendency to child, the linear regression test is used whose results are presented in table 4. The results show that the Pearson correlation coefficient is equal to 0.007. The coefficient of determination is 0.000 which shows that religious lifestyle can't change the tendency to adopt children. The calculated f value shows that the regression of the meaningful and t-value indicates that the regression coefficient is not meaningful.

Table 4 : the study of the relationship between religious lifestyle and childbearing tendency

	mean	standard deviation	correlation coefficient	determination coefficient	f value	sig	t value	sig
tendency to childbearing	106.59	12.67	0.007	0.000	0.021	0.885	0.145	0.885
religious lifestyle	22.66	4.35						

the second hypothesis is that there is a meaningful relationship between women's leisure lifestyle and childbearing tendency .

The second hypothesis : there is a meaningful relationship between women " s leisure lifestyle and childbearing tendency

The higher leisure time, the less the tendency to childbearing and the more the religious beliefs, the tendency to childbearing will be less. In order to examine the relationship between leisure time and tendency to child, linear regression test is used whose results are presented as table 5. The results show that the Pearson correlation coefficient is 146. The coefficient of determination is equal to 0.021 which shows that leisure programs can predict changes in childbearing tendency. The calculated f value shows that the regression coefficient is meaningful and the t-value indicates that the regression coefficient is meaningful, in other words, for a change unit in the standard deviation of leisure time, the response of 0/021 in standard deviation of childbearing tendency changes. The results of Pearson correlation coefficient show that there is a meaningful relationship between two variables with confidence of 99 percent.

Table 5 shows the relationship between leisure lifestyle and childbearing tendency

	mean	standard deviation	correlation coefficient	determination coefficient	f value	sig	t value	Sig
tendency to childbearing	106.59	12.67	0.146	0.146	0.021	0.004	2.918	0.004
leisure lifestyle	51.51	8.68						

Hypothesis 3: there is a meaningful relation between the use of media and tendency to children.

The more the use of media will be caused the more tendency to childbearing and it is the more tendency to childbearing. Linear regression test is used to examine the relationship between the use of media and tendency to childbearing. The results of table 6 show that the Pearson correlation coefficient is 0.138. The coefficient of determination is 0/019 which shows that using media can predict changes in childbearing tendency. The calculated f value shows that the regression coefficient is meaningful and t value indicates that the coefficient of regression is meaningful, i.e. for a change unit in the standard deviation of use of media, it changes in response to the standard deviation of childbearing tendency. The results of Pearson correlation coefficient show that there is a meaningful relationship between two variables with confidence of 99 percent.

Table 6 examines the relationship between the use of media and the tendency to adopt

	mean	standard deviation	correlation coefficient	determination coefficient	f value	sig	t value	sig
tendency to childbearing	106.59	12.67	0.138	0.019	0.017	7.664	0.768	0.006
Media consumption	22.75	3.67						

Hypothesis 4: there is a meaningful relation between body management and tendency to childbearing.

The more women pay attention to their bodies, the tendency to childbearing will be more and the more attention to their bodies, the tendency to childbearing will be more. The linear regression test is used to examine the relationship between body management and childbearing tendency. The results of table 7 show that the Pearson correlation coefficient is equal to 0/047 which indicates that body management cannot predict changes in childbearing tendency. The calculated f value shows that the regression of the meaningful and t value indicates that the regression coefficient is not meaningful.

Table 7: study the relationship between body management and childbearing tendency.

	mean	standard deviation	correlation coefficient	determination coefficient	f value	sig	t value	sig
tendency to childbearing	106.59	12.67	0.047	0.002	0.187	0.351	0.933	0.351

Body management	79.38	8.17						

Hypothesis 5: the study of the relationship between demographic variables and childbearing in childbearing.

The relationship between seven variables of occupation, type of occupation, social class, education, age, family income, number of children, marriage duration, the number of children's idea of childbearing in the table's number (8) and (9) were reported. Accordingly, as shown in table 8, the average attitude to childbearing in the job, occupation type, social class and ethnicity has no significant difference. But education has a significant difference.

Table 8 study the relationship between job and social class with attitude of women to childbearing.

occupation	**frequency**	**average attitude to childbearing**	**F value**	**Df**	**Sig**
employed	253	108.71			
householder	131	111.30	4.704	395	0.055
Other	16	109.27			
Type of occupation	**frequency**	**average attitude to childbearing**			
governmental	130	109.83			
private	120	108.66	262	392	0.903
other	3	96			
Social class	**frequency**	**average attitude to childbearing**			
low	173	111.02			
Mediate	210	109.17	0.970	376	0.380
high	17	110.26			
ethnicity	**frequency**	**average attitude to childbearing**			
Fars	222	109.4			
Lor	21	106.4	2.08	4	0.082
Tork	81	111.62			

Arab	75	110.20			
Kord	1	84			
Education level	**frequency**	**average attitude to childbearing**			
Secondary school	53	109.7			
Diploma	85	106.08	2.711	5	0.020
Associate Degree	38	112.73			
bachelor	136	109.63			
Master	70	110.86			
Ph.D.	18	115.27			

Table 9 shows that there is a meaningful relationship between age, education and number of children with attitude of women to childbearing.

For instance, the higher the age of the people and the more children they have had a more positive attitude to childbearing. But there is no significant relationship between the family income and the number of children's idea of childbearing in childbearing. The results also show that age and number of children can predict changes in attitude of women to childbearing. But the duration of marriage and family income did not have any effect on changes in women attitude toward childbearing.

Table 9: the study of the relationship between age, income, number of children, the number of children's idea, the duration of marriage and attitude of women to childbearing.

	correlation coefficient	determination coefficient	frequency	Sig	T value	Sig
the attitude of women to childbearing	1.131	0.017	6.947	0.009	2.636	0.009
age						
the attitude of women to childbearing	0.015	0.00	0.077	0.781	0.278	0.781
income						

the attitude of women to childbearing	0.119	0.014	4.530	0.034	2.128	0.034
Number of child						
the attitude of women to childbearing	0.037	0.001	0.540	0.436	0.735	0.463
Marriage duration						
the attitude of women to childbearing	0.057	0.003	1.300	0.255	1.140	0.255
Number of ideal child						

Explanation of multivariate regression in terms of independent variables (simultaneous method).

Simultaneous regression is a method in which all independent variables have been entered into the analysis and the effects of all independent variables on dependent variables are investigated. In order to investigate the relationship of total independent variables including body management, use of media, religious beliefs, leisure time, age, children's idea, and the amount of income with dependent variable of childbearing intention and determining which independent variables in total is able to explain childbearing trend and which is a stronger predictor of childbearing, the results are as follows.

Table 10 : multivariate regression results of tendency to parenting

predictor(independent variables)	beta	T value	sig	Correlation coefficient	Determination coefficient	F value	Sig
number of children	0.258	3.453	0.001	0.508	0.258	2.860	0.000
social support	0.167	2.608	0.010				
body management	0.151	2.249	0.025				
age	0.218	2.168	0.0131				
marriage duration	0.329	0.924	0.058				
use media	0.125	0.907	0.311				

number of ideal child	0.073	0.563	0.575				
income	0.026	0.227	0.821				
religiosity	0.158	1.275	0.206				

As shown in table 10, the correlation coefficient of independent variables to explain dependent variable (attitude of women to childbearing) is 0.508. Determination coefficient (R2) is 0.258, i.e. 25.8 percent of dependent variables are explained by independent variables. If the r2 obtained in this stage is compared with the simple regression, we can see that by increasing the new variables the accuracy of the regression is increased. The linear relationship between variables is significant at 99 percent significance level (sig=0.000). The single-individual t value of the regression coefficients is also computed and the mean level of the regressions is in the table. As the significance level (sig) shows, the effects of variables, number of children, social support, management, age are significant and the effects of other variables do not have meaningful effect and they have a weak effect on the dependent variable. However, in the case of importance and role of independent variables in predicting the regression equation, beta values should be used .since beta values are standardized so through that we can judge the relative importance of variables. The great value of beta value indicates the relative importance and its role in predicting the dependent variable. Here we can judge that the variable of marriage duration is much more important than other variables in the prediction of the dependent variable because a change unit in its standard deviation makes it change to the variable standard deviation of the dependent variable (attitude towards). The variable of the number of children is in the next order because a change unit in the standard deviation (number of children) changes the standard deviation of the dependent variable to 285. While the social support variable is as 0.167, the variable of the body management as 0.151, the variable of the use of medium as 0.125, the variable of the age as 0.218, the child's ideal as 0.073, the variable of the income as 0.026 make standard deviation as the dependent variable. But other variables have a weak impact on the dependent variable standard deviation.

Discussion and Conclusion

In recent years, the Iranian society has experienced significant economic and social changes. In fact, these changes have changed attitudes and attitudes of fertility as well as some historical patterns dominating the family. The prevalence of different life styles among people and their humanistic outlook to marriage and childbearing has reduced tendency to childbearing among them. Accordingly, with regard to industrialization of society and even modernization and high cost of childbearing, couple's attitude toward children has changed radically. Women are one of the main actors of human production and therefore policy-making is more focused on the quantity and quality of population. Success in changing the ideas and their attitudes about the number of children has always been a sign of success in implementing these policies. Therefore, the study of attitude toward children is one of the issues that are important to identify the factors affecting the

continuous decline of fertility in Iran. The purpose of this study was to investigate the relationship between life style and childbearing intention among women in reproductive age in Fasa city. The statistical population of this study consisted of 15-49 years old women of reproductive age in Fasa city, of which 400 people were selected as the sample and were examined by random sampling method.

In the present research is a theoretical framework for the life style theories of Giddens and Bourdieu as well as fertility theories such as modernism theory, sociological theories of explanation of fertility and Liebenstein theory. Based on the findings of the research, the average trend of childbearing in childbearing is slightly above average .the findings of this research are based on the results of Kaveh Firooz et al . 2016, who show that % 83.3 women have moderate and weak attitude towards childbearing and their functions. The study of Enayat and Parnyan 2013 who believe that almost 29 percent of women have childbearing tendency. The average of using religious programs is low. There is no significant relationship between the use of religious programs and tendency to childbearing among women in reproductive age. This finding is consistent with the results of Abbas Zadeh and al. (2019), Parvinyan and et al . 2018. But it is not consistent with the results of Klantari et al (2010) and Modiri (2017). The mean leisure time is low. There is a meaningful relation between leisure time and childbearing tendency among women in reproductive age .this finding is not consistent with the results of Arjmand and Borumand research (2016) and does not confirm them. This finding is consistent with Giddens's lifestyle theories as well as the modernism theory of globalization, which is believed that the lifestyle and thoughts of individuals can lead to the development of future thoughts and more affluent life that makes human attention to the weaker family. The mean age of females was 40.74. Childbearing age affects women's tendency to childbearing, and the childbearing age increases as the age increases. This finding is consistent with the results of Mahmoodyan et al . (2015). As education increases, the age of marriage increases, so the age of marriage should be reduced to reduce the age limit of childbearing for women. In addition to the age limit for childbearing, one has low flexibility in the older. Therefore, by reducing the age of childbearing, doubt in decision making will decrease. In fact, it should be pointed out to improve the indirect situation in relation to childbearing. If indirect policies such as loans, housing, gifts, increase of maternity leave and etc. will certainly result in population adjustments. This finding is based on the modernism theory that it is believed that increasing women's education level by delaying marriage age can lead to their age at marriage. It is also consistent with the theory of reproductive biology. This theory asserts that socio-economic structure and cultural structure by intervening variables such as age of marriage, norms of appropriate dimensions of family, number of desirable children and … will determine fertility behavior. There is a significant relationship between education and tendency of women to fertility. According to max weber and the findings of Hasani 1996 and Poorrahim 2002, Akaberi and others 2008, Mansooryan and Khoshnevis and others (2006), Shahnevis & sami (2009) are not consistent with Mehryar et al . In the analysis, we can say that education is caused individual developments and the transformation of the ideals and personal attitudes and by expanding the vision of people

beyond the traditional boundaries of society, makes them to evaluate children's value. Education can also lead to fundamental changes in the expectations and expectations of parents, questioning traditional beliefs and power structures and finally women's autonomy and their bargaining power in childbearing resolutions. Moreover, education can lead to changes in children's value in childbearing age and upbringing of children in the family, leading to changes in children's value and raising children's understanding of the cost of childbearing. This finding is in line with the theoretical framework of the research, namely modernism. Thus, modernization was done through changing family structure, which resulted in industrial revolution, urbanization and education, access to media and facilities of modernization and … and also improvement of women's situation caused fertility decline .occupation has no effect on women's tendency to fertility. This finding is consistent with the study of Minorska about the effects of economic conditions such as income and occupation of Polish women in the continuation of their low fertility rate especially after the second child (Minorska, 2008). According to him, many of the working women have lost their jobs and social status after delivery, so by providing job security for working mothers can create children's motivation in mothers. It should be added that the biological needs of the person should be provided and somehow feeling secure and calm in order to go towards the child and to be postponed until the people are involved in their desires and their initial needs. Other demographic variables including ethnicity, marriage duration, average family income and childbearing age have no effect on childbearing. Social economic base has no effect on women's tendency to childbearing. The result is not consistent with the theories of Bourdieu, George Zimel and Anthony Giddens and the findings of Hasani 1998, Azizkhani 1995, Jafarpoor 2008, and Arjmand & Brumand 2016. This finding is not in line with the findings of Hashemi-nya et al. Arjmand & Syahpoosh, who in their study showed that by increasing socioeconomic status, the attitudes of families toward childbearing will be negative and the tendency of childbearing will decrease. As the level of socio-economic status is raised, the ideology and attitude of people to life is changed, and people want a relatively high the ideal life level for themselves and their children. In fact, people with the upper social class are aware of the mental and psychological costs and even the cost of children's opportunity and believe that if the number of children is less, they can plan for their own interests and their children. Explaining women's tendency to childbearing in general, according to the sum of independent variables indicates that the duration of marriage, the number of children, age and social identity are the most powerful predictors of women's attitude toward childbearing. Undoubtedly, the decrease in childbearing tendency in Iran is due to several factors, but the effect of modernity and the influence of modern lifestyle in different layers of individual, family and social life of Iranians is one of the important factors in decreasing tendency to childbearing in the country. The modern lifestyle (western), based on belief in a central man, can create this perception in the minds of the people to limit the number of family members to happiness and enjoy more life. This will be achieved by controlling the tendency to childbearing and reducing fertility. It should be noted that the expansion of modern lifestyle in the level of our country's general culture is done more by foreign media such as satellite and cyberspace networks. In fact, in these media,

more than women are playing the role of mother and upbringing of the child, they are represented in social and non-familial roles. In fact, new media are purposefully, employed women, unmarried women, artists, athletes and … as a successful woman model to society and unconsciously they convey the message to their audience that role of mother is not considered to be a privilege and thus reduces tendency to childbearing. Finally, as observed, a part of the situation and stimulus forces of less tendency toward children is related to thoughts and ideas and modern lifestyle in the society, which is largely influenced by the cultural and social space in the world about fertility and childbearing. The awareness of the families about the positive and negative consequences of the appropriate number of children can be very effective .considering the findings of the research and the significant relationship between leisure time and consumption of media with attitude toward children's childbearing, it is suggested that these important social issues should be considered by the custodians of the culture. The most important part of the changes in attitude toward fertility is due to other variables that are considered in this research. Therefore, it is suggested that in order to clarify the womens attitude toward the child and its effective factors, it is suggested to continue the research in this field and secondly, to use other theoretical framework.

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