

Original Article

The impact of social approval and respect model criteria on social relations

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Abstract

Background: Social relations are a complex process and originate from the interaction of a person with the environment. People have an inherent need to establish social relations to have the approval and respect of the others. The current study was conducted to design a model of approval and respect in the social relations of the people of Quchan.

Methods: The research philosophy was in the realm of pragmatism and the research method was mixed. Also, the research strategy in the qualitative part was foundational data theorizing, and in the quantitative part, the survey. To analyze the data of this research, in the qualitative part, MAXQDA software was used, and in the quantitative part, SPSS software (version 22) and PLS software were used.

Results: The results obtained from the analysis of qualitative data show that the model of approval and respect in the social relations of the people of Quchan includes 19 open codes, of which 5 codes are related to the category of causal factors, 2 codes are related to the central category, 2 codes related to the strategy category, 4 codes related to the consequences category, 3 codes related to the context category, and 3 codes related to the intervention category. Also, in the quantitative part, the results of the data showed that the mentioned model has the required validity.

Conclusion: It can be concluded that social relations imply desirable learned behaviors that enable people to have effective relationships with others and avoid unreasonable social reactions.

Keywords: Community-Institutional Relations; Foundation Data Theorizing; Respect.

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Introduction

Man is condemned to social life. (1) because his needs are met only in this way, the talents deposited in him become actualized, and the lofty goal of his creation, which is evolution and proximity to the only creator, is achieved; but this is only an idealized picture of social life. Social relationships, for humans, as social beings, are vital necessity for social life in any society. (2) A human being lives in society

from the moment of birth to the end of his life and is constantly interacting with other people. He/she must always learn how to live in a group, meet his/her own needs, and at the same time meet the needs of the others. This means that it requires skills that a person acquires during the process of socialization, and learning these skills can have a great impact on the formation of social relationships in people. (3) "we live in relation with others". Thus, social

communication is a vital necessity for social life and any society; Despite this necessity, how the social relationship is formed and how people face each other in social interaction is important in turn. (4)

Since man is a social being and he is in the shadow of social interactions that his physical and spiritual needs are fulfilled. The strength and durability of social relations require mutual approval and respect. Confirming and respecting the level of trust or confidence in individuals, people, patterns, structures, and social roles, in a very general sense, is the source of creating social relationships. (5) Approval and respect are key concepts in the field of sociology and psychology and one of the important dimensions of social relations and a basic principle in human social relations. These two attributes are the main foundations of creating favorable social relations in society. Without approval and respect, there is no safe interaction. (6) For this reason, approval and respect have been mentioned as the social glue that connects the relationships of society members. (7)

Quchan city is located in the political-administrative domain of Razavi Khorasan province with a dominant Persian culture. Due to the increase in the interaction of this city with the capital of its province, not only their cultural homogeneity decreases but also their divergence from each other, unwillingness to establish social relations with each other, lack of acceptance and liking for local customs and traditions, clothing and local music and its components are added. (8) This is while the status of criteria of approval and respect in social relations of its new type in Quchan city is not much different from the state of social relations in the country. The findings and the survey of the values and attitudes of Iranians in Quchan city show that although the level of approval and respect criteria in interpersonal social relations has been optimal, its level has not been favorable at the community level.

According to the evidence, the level of approval and respect criteria in social relationships at the interpersonal level is relatively high. Especially, family and relatives have an important position at this level. Based on the available findings, it can be said that this type of criteria of approval and respect in social relations does not face a challenge. But at the level of society, where civil and social relations are discussed, the findings indicate that the level of approval and respect criteria in social relations is decreasing in the society. Because in an advanced society, the high standards of approval and respect in social relations are considered important indicators, therefore, the low standards of approval and respect in social relations in any society are one of the main obstacles to development. Therefore, it is necessary to pay serious attention to the relatively low level of approval and respect criteria in social relations in Iran, especially in the city of Quchan, and to improve this type of social criteria. In the future, the lack of attention to such work may cause the weakness of citizenship culture and national identity and may cause the society to face more serious challenges and delay the development movement of the country.

According to what was presented in this section, the upcoming research seeks to design a model of approval and respect in the social relations of the people of Quchan to create a tool to measure this structure by identifying the dimensions that make it up and to take the opinions of the interested groups of Quchan city into the relationship with the dimensions of the desired structure is collected and their agreement on the mentioned elements is analyzed.

Methods

According to the topic and nature of this research based on the design of presenting a model, in this method, a mixed research approach has been used. In this project, the researchers first examined the research topic qualitatively with limited

participants, and then based on the qualitative findings, they proceeded to build the desired tool, and in the second stage, they collected quantitative data using the prepared tool. For generalizability, after designing the questionnaire and selecting random samples from among the citizens of Quchan city, an action, and model have been presented for the collection of quantitative data. The main goal of this stage of the research is to examine and explore the concepts and categories related to the phenomenon of social approval and respect, a questionnaire for the quantitative part, therefore, in this stage, we seek to achieve the mentioned components through in-depth and exploratory interviews individually. With the scientific experts who were purposefully selected, necessary qualitative data was collected, and concepts and categories were identified and analyzed with the foundational data theorizing approach. These concepts, factors, and categories were the basis of developing a tool (questionnaire) to achieve the effective factors and to know the dimensions and components of the central category of the research.

The indicators obtained in the qualitative stage have been exposed to the judgment of the statistical community and their importance has been determined quantitatively through factor loading. In this way, in the second stage, a descriptive and survey research method was used. The statistical sample in the qualitative phase was twelve professors and experts in the field of sociology in Quchan who had a master's degree or higher in the field of sociology, had a brilliant background in the field of sociology and were familiar with the subject under study, who through a purposeful process was selected to participate in the research by snowball method. Also, the target statistical population in the quantitative part was all the citizens of Quchan city who were over 18 years old, which according to the

statistics of the last population and housing census of 2015 reached 101,604 people, and the non-random sampling method was used to select the sample and the sample size required using the table Morgan has an estimated number of 384 people.

To validate the proposed model in terms of practicability, preliminary measures were taken to evaluate its validity. To obtain credibility from long-term engagement and continuous observation and review by the participants, the triangulation technique (combination and consolidation) was used, and for the reliability check, the Kappa coefficient was used to calculate the agreement coefficient of the two coders. In other words, 15% of the documents or the research interviews coded by the researcher were given to one of the experts for evaluation, and therefore the reliability of the tool used in the qualitative study was confirmed. In the quantitative part, for validity or validation in the quantitative stage, the model that was obtained in the qualitative stage, the formal and content validity was obtained by professors and experts. Validation with structural equations (validity of factor analysis) has also been done. In terms of reliability, the reliability coefficient of each category was obtained using Cronbach's alpha test. Cronbach's alpha coefficient was calculated using SPSS statistical software for the preliminary sample, the value of alpha in all indicators was above 70 percent, so it can be said that the questionnaire had high and acceptable reliability and showed the high reliability of the investigated components. It should be noted that the obtained alpha value indicated the reliability of the questionnaire and the internal consistency of its items.

Finally, to analyze the data of this research in the qualitative research stage, the analysis of the data obtained from the interviews using the coding method of MAXQDA software was used, in which the categories and components were coded

in the form of open, axial and selective have reached the stage of theorizing. In the quantitative part, descriptive and inferential statistical methods have been used to experiment and analyze the data obtained in this research. In the descriptive statistics section, the frequency distribution tables related to each of the questions were used, and at the inferential level, the confirmatory factor analysis test was used to answer the research questions for validity of the research questions. Also, to analyze the data, confirmatory factor analysis has been used to ensure the classification of questions into components. Also, the structural equation modeling method has been used to determine the effect and fit of the model in the quantitative part. In the inferential part, research hypotheses were tested using SPSS and PLS.

Results

The identified concepts were grouped into 6 main categories and formed the final model of this study. In the following, the number of data entered separately in the software is as follows: 6 codes are related to causal factors, 2 codes are related to the central category, 2 codes are related to the

strategy category, 4 codes are related to consequences, 3 codes are related to the context and the 3 codes include the context category, which is the identity of the destination brand (Figure 1).

In the following, each of the elements of this model is explained in detail based on the spoken examples of the interviewees.

The category of causal conditions

Causal conditions include individual, psychological, economic, social, and religious characteristics, which are explained separately about them below.

1- Individual characteristics

From the characteristics or criteria of approval and respect in social relations from the perspective of Islam, we can refer to the individual or appearance characteristics of people (9), personal characteristics and the beauty of people's appearance is a kind of social obligation to respect others; Because if the appearance of a person is neat, clean, and balanced, people's eyes and hearts will be happy to see a person, and the basis of human life, which is based on humanity and social integration, will be strengthened by this. In this regard, the opinion of one of the

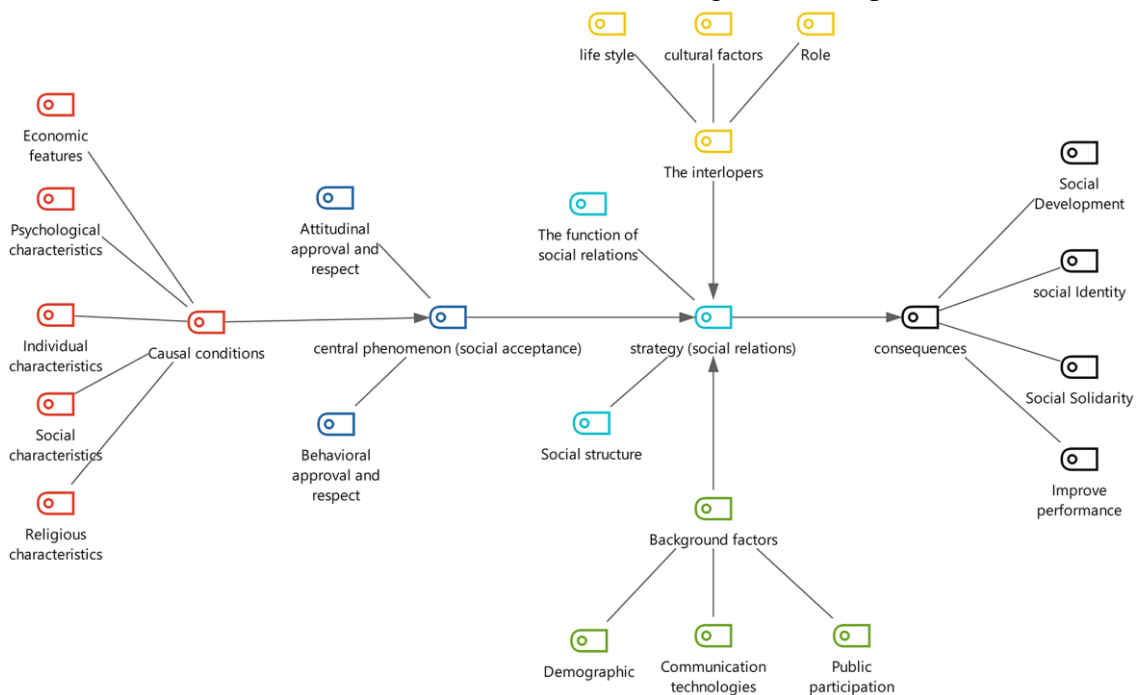


Figure 1. Research exploratory model using MAXQDA software

interviewees is that: *“In today's society, the appearance of more or less influential people, being well-dressed and well-groomed is important. People who look good are loved by others and respected by their families and themselves. Some women who are fully veiled, whether with a mantle or a veil, are respected by others. I am approved and respected.”*

2- Psychological characteristics

One of the characteristics or criteria of approval and respect in social relationships is psychological characteristics, which according to theory, there are other needs such as self-improvement, love, and attachment in humans, which are high-level needs, and in fact, meeting them can be the basis of social relationships. Also, one of the psychological characteristics that, according to the interviewees, make people approve of and respected them is their high self-esteem. In this regard, the opinion of one of the interviewees is: *“In my opinion, the first thing for someone to want to be respected is how much he respects his individuality. If he has self-esteem and his perception of himself is at an ideal level, he also expects others to respect him.”*

3- Economic features

Regarding the economic characteristics that have been chosen as criteria for social approval and respect, Schwartz remembers that the basic need of social work is to fulfill the personal needs and desires of people. Also, economic characteristics change a person's relationship with others, and people are measured by an objective method based on the value of money entered into the relationship. In this way, the participants believe that money is very important in the individual and social description of a person. They know credibility, respect, power, and social acceptability. Nowadays consumption and luxury have become very important and many people in society value and respect people who are in the middle and upper

classes, and they do their work more easily, and on the contrary, middle people, at the bottom of society, face more difficulty to advance the affairs. According to the opinion of the interviewees, economic factors are also influential in people being accepted and approved, such as people's relationship with the financial and capital group, accreditation to high-paying jobs, orientation to prosperous lives, etc. In this regard, the opinion of one of the interviewees is: *“Well, the economic conditions of people are also very important in my opinion. Today, people respect those who have a more financially lucrative job or have a prosperous life than others. This is also true for celebrities.”*

4- Social Characteristics

Regarding social characteristics as a criterion of approval and respect, according to Bandura's theory of two-sided determinism, by rejecting the views that believe that humans are motivated by internal forces or those that consider humans to be at the disposal of the environment, human behavior It can be explained through the interaction of humans and the environment. Man is influenced by social forces, but he chooses how to deal with them. (10) Also, according to the opinion of the interviewees, the inherent need of people to establish social relations is one of the factors that make people want to respect each other. Obtaining privileged positions in society is also included in this category. In this regard, the opinion of one of the interviewees is that: *“The quality of social relations is one of the factors that make people respect each other. Someone who has good social relations is expected to be respected and approved by others.”*

5- Religious Characteristics

Regarding religious characteristics, some scientists believe that approval and respect in human social relations, which is manifested in the form of collective life, in

addition to providing better and more complete human needs (1, 11) also makes the path to happiness smoother (12), in other words, another factor that makes people respect each other is the desire of people to communicate with those who have certain religious characteristics beliefs. According to the interviewees, factors such as people's possession of pure feelings, truth-seeking, benevolence, and the desire to do things for the common good of people and other factors similar to those in which religious values are approved are among the factors that make people in the society respect each other and be approved. In this regard, the opinion of one of the interviewees is that: *“Those who have pure feelings and are so-called good and solve problems of the people are approved and respected by others. Of course, the clergy also has a special place. For example, a parish priest is approved by the rest due to the characteristics and spiritual values he observes.”*

The central category

The central phenomenon of the research is social acceptance, which includes the secondary codes of attitudinal approval and respect and behavioral approval and respect, which are analyzed as follows.

Regarding social acceptance, perhaps for the first time, addressed the issue of social acceptance through the performance of actors' roles and physical performances on stage to attract others' opinions. Goffman considers the *"inside"* which must be created in daily interactions in various roles, very vulnerable. In explaining this concept, he claims that during the interaction, people try to show an aspect of themselves that is accepted by others. Activists want their performance to compel the audience to voluntarily act as they wish. In exchange theory, social emphasis is a general term that can be the common denominator of all rewards that derive from actors. In their lives, people are looking for a favorable situation and

approval, and they enjoy respect and approval in their social relationships. (13) According to the interviewees, some indicators such as belief in the moral values and principles of the group or society, emphasis on human values, attitude towards moral affairs, and attitude towards Islamic affairs are elements of attitudinal approval and respect. In this regard, the opinion of one of the interviewees is that: *“What kind of attitude people in a society have towards each other's moral affairs and human or Islamic values is considered a part of the level of approval or respect of people in the society. If I see a person in the society, whose behavior involves participation with others, in my opinion, he can be a respectable person”.*

Category of strategy

The components of the strategy category include the social structure of the function of social relations, which is analyzed as follows.

According to the theory of the function of social relations is considered as interpersonal interactions in the structure of social relations. This function covers the qualitative and behavioral aspects of social relations. The functional dimension of social relations includes social support, relationship pressure, and social anchorage. define social support as resources provided by other people. theory, in social pressure, the *"self"* intended by Goffman, is the self that is formed and expressed every moment in social actions in certain conditions. The self that is produced is the condition in which the action takes place. Goffman does not consider the *"self"* as an independent identity, but *"self"* as a product of joint action that arises from the dramatic interaction between the actor and the audience. According to Goffman, people make social masks for themselves so that when they leave the house in the morning, they put them on their face and their real face is hidden. However, from

the point of view of human principles, there is nothing wrong with such a situation. Social masks mean changing the behavior that a person shows when entering public circles such as the workplace so that they have followed the behavior that is accepted by the ruling political system, contrary to their true beliefs and morals. Because otherwise, he will be under direct and indirect pressure and there will be restrictions and bottlenecks in his daily life. When people enter a new situation, they find it necessary to show their ideal existence more; This self-ideal is problematic for people because the general or partial values may not match and in this situation, most people make their individuality more general in harmony with others so that they can define the situation. (14)

Consequences category

The consequences of social approval and respect include social development, social solidarity, social identity, and performance improvement, which are explained below.

1-Social development

What is called social development is social interactions that are expressed in the form of respect and participation (Social integration or the ability of people to live together with full respect for the dignity of each person). In this regard, the opinion of one of the interviewees is: *“When people interact with each other and if this interaction is favorable, the groups will develop at the level of the society, which of course will bring benefits. The quality of their social life will also be improved.”*

2-Social solidarity

It must be said that social interactions have effects. Among the effects of warm interaction is social solidarity, and social group means people who have continuous interactions with solidarity. Social groups and organizations, communities, and society need continuous interactions and solidarity. The members of the social

group cooperate to adapt and create balance. In this regard, the opinion of one of the interviewees is that: *“One of the consequences of social interactions is the solidarity of people in society, which makes people not exposed to social harm.”*

3-Social identity

According to Goffman's theory, social identity is an identity that is born and arises during social actions. While discussing social identity, Goffman intentionally or unintentionally enters into the discussion of the individual and society. He does not consider social identity to be a ready-made identity that exists in a ready-made format. Social identity arises in the course of social actions and is accepted or rejected. Society determines and shapes their identity through the roles that people perform, and people try to perform their roles as best as possible to establish their desired identity and force others to accept it. These efforts take place in the context of rules that Goffman calls the framework. A framework that equates to more or less structured situations. (15)

4- Performance improvement

One of the consequences of social relations is to improve the performance of people in society. According to the interviewees, when people interact constructively with each other, it increases their self-confidence in the face of problems or they resist all kinds of physical and mental problems. In this regard, the opinion of one of the interviewees is that: *“When social relations are constructive and desirable in the society, deviant behaviors can be prevented.”*

Context category

Contexts are factors that influence strategies. In this research, the strategy is the social relations that are influenced by the fields of communication technologies, demographic characteristics, and public

participation. Each of the mentioned items is explained separately below.

1- Communication technologies

The growth and development of communication technologies have had a great impact on social interaction, where people have incorporated these emerging technologies into their social interactions, resulting in losing touch with the social nuances and characteristics of traditional society. (15)

2- Demographic features

Demographic characteristics are factors such as age, gender, or education that can provide the basis for social relations in society.

3- Public participation

For social relations to be implemented as a strategy of social approval and respect criteria, society members must have social or public participation in affairs.

Intervening category

The intervening factors in this research are lifestyle, role, and cultural factors, which are explained separately below.

1- Lifestyle

People's lifestyles, including their livelihood, leisure patterns, or consumption patterns, have changed with environmental changes. People's desire to be in social places can affect their social relationships. In this regard, the opinion of one of the interviewees is that: *"The modernization and change in the lifestyle of the people in the society affect their social relations. If a person is very traditional, the way he communicates with others is in the style of the past."*

2- Role

A role is a special image that an actor wants to show. (16) Believed that humans are actors who take on a kind of performance that is sometimes deceptive for them because everyone seeks to manipulate their role, context,

performance, etc. to achieve their goals. (13) Also, according to Goffman's theory of social masks, people tend to be present in social circles in a different way. In other words, people tend to take that role in society that is liked by others.

3- Cultural factors

Regarding cultural factors, according to Sediq Orei, Ghanizadeh, culture and its elements - belief, values, symbols, and norms - are also the result of continuous interactions of individuals in a society. Having a rich culture with sublime values can help in the formation of harmonious social relations. Also, a cultural gap has been created among the citizens, and a small number of citizens have had stable social relations with each other. In this regard, the opinion of one of the interviewees is that: *"people who are from the same village and neighborhood usually form better social relations because their cultural structure is similar to each other"*. In this regard, the opinion of another interviewee is that: *"One can play 12 instruments and put his life and money, and these experienced people are important to me. Those who play traditional music are more important than others because of originality I am from Kormunj and it feels good since I was a child and I have a better relationship with them."*

In the following, to analyze the research data, a two-step method for finding a pattern using the partial least squares method has been used. The first stage includes the determination of the measurement model through reliability and validity, and the second stage includes the determination of the structural model through the analysis of fit indices, coefficients of determination, and path analysis. In the first stage, validity and reliability estimation is used to check the measurement model, which checks the confirmation methods of data coordination with a certain factor structure. Confirmatory factor analysis examines the

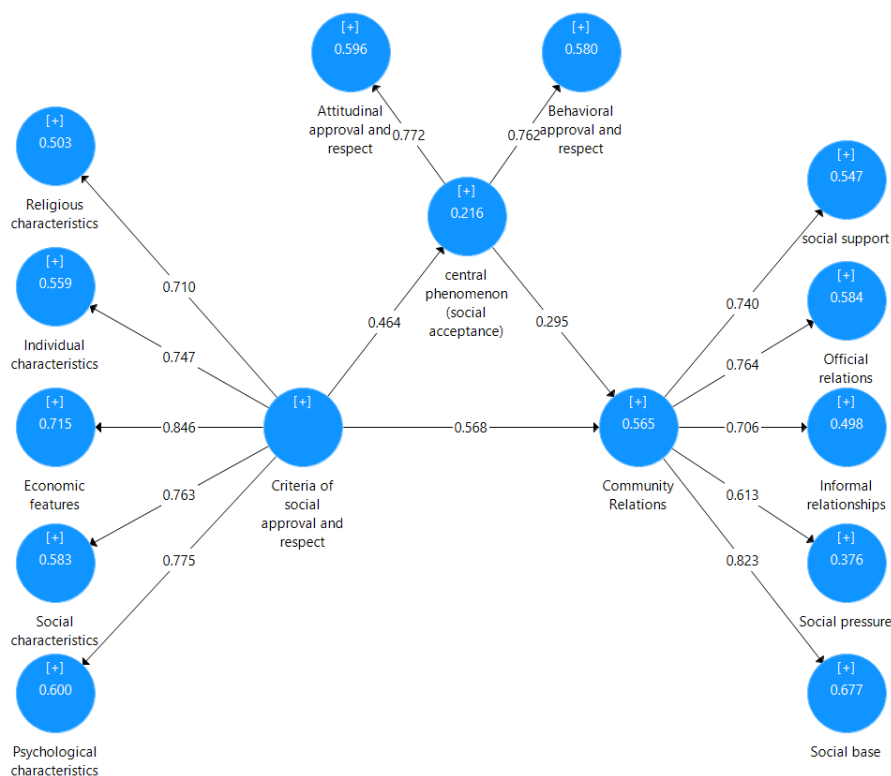


Diagram 1- Factor load diagram of the factor analysis model

merit of the items that have been chosen to introduce the variables. In the second step, path analysis of model fit indices and coefficient of determination is used to check the structural model. Since the measurement model of the research is reflective, the tests are chosen for the research. According to studies, before any test in reflective measurement models, a homogeneity test should be performed to single-sex or single-dimension questions of a variable. Before modeling the structural equation, to test the hypotheses of the research, it is necessary to confirm the validity of the research measurement tool through the confirmatory factor analysis technique, which is shown in diagram 1.

Diagram 1 show the factor load of the confirmatory factor analysis model, which is a technique based on the test of homogeneity.

In the fitted factor analysis model, the factor load of all variables except questions 38, 39, 40, 55, and 61 in predicting the relevant items had a significant difference from zero at the

confidence level of 0.95. Therefore, at this stage, the mentioned questions are removed and excluded from the continuation of the process. Also, the research model should provide similar estimates in other samples of the same society, according to the indicators that measure the variables. Therefore, in the modified reflective measurement model, different tests are performed for the reliability of the model. Cronbach's alpha test shows the internal correlation between the questions of a variable outside the model and the combined reliability coefficient shows the internal correlation between the questions of a variable inside the model. According to, Cronbach's alpha coefficient should be above 0.7, and the results of Table 1 show that this coefficient has been met.

The results of the above table show that Cronbach's alpha of all research variables is greater than 0.7.

In the following, to make the research model suitable and valid, it is necessary to ensure the convergent and divergent validity, or their differential validity, that

Table 1. Reliability results obtained for the research mode

Variables	Composite Reliability	Cronbach's alpha
Social	0.861	0.818
Behavioral approval and respect	0.869	0.808
Attitudinal approval and respect	0.728	0.737
social support	0.799	0.773
Community Relations	0.723	0.725
Official relations	0.798	0.786
Informal relationships (social networks)	0.856	0.777
Social pressure	0.826	0.744
Criteria of social approval and respect	0.738	0.774
Core category (confirmation and respect)	0.834	0.704
Economic features	0.895	0.870
Psychological characteristics	0.850	0.803
Individual characteristics	0.800	0.717
Religious features	0.872	0.826
Social base	0.850	0.761

the correlation between the two cases is less than 0.9 and based on that the lack of overlap between the dimensions of research variables is also confirmed in the form of differential validity, as a result of which the construct validity of the model is confirmed. This test was proposed for convergent validity and it was stated that AVE should be greater than 0.5 in each variable. Table 2 shows the results of the extracted average variance test.

Addition to the questions of each variable concerning any other variable, the variables themselves should also have divergence from each other (that is, the absence of collinearity or critical correlation). Therefore, in the correlation

Table 2. The results of the extracted average variance test

Variables	Average variance
social	0.545
Behavioral approval and respect	0.624
Attitudinal approval and respect	0.560
social support	0.500
Community Relations	0.571
Official relations	0.554
Informal relationships (social networks)	0.599
Social pressure	0.594
Criteria of social approval and respect	0.590
Core category (confirmation and respect)	0.715
Economic features	0.538
Psychological characteristics	0.574
Individual characteristics	0.549
Religious features	0.555
Social base	0.592

between the variables, instead of the number one on the main diagonal, they put the square root of AVE. The root means a square coefficient test of the standardized residuals, which has been officially added to PLS since 2012 by Ringel and his colleagues, its value should be less than 0.08, which was obtained in this research as 0.064, so the fit of the model is confirmed based on this model. Also, the direction of the goodness of fit index (Gof), which measures the quality of all the predictions of the measurement model and the structural model, is calculated with 0.01, 0.26, and 0.36. In this research, the number is 0.514, which shows that it is a strong indicator.

Discussion

Social relationships and skills are a collection of acquired verbal and non-verbal behaviors which are practiced and learned through observing the behavior of others and are modeled so that if these behaviors are used, they will include appropriate and effective responses and cause personal and social growth of people, the prevention of psychological and social problems, and the reduction of personal and social harms. It can be concluded that social relations imply desirable learned behaviors that enable people to have effective relationships with others and avoid unreasonable social reactions. Learning relationships and social skills will increase the feeling of respect and responsibility and personal and mental health. Therefore, by learning social relationships and skills, people will be able to maintain balance in their social life which will ultimately help the growth and development of their social relationships. People who have appropriate social relationships show behaviors that lead to positive psycho-social outcomes such as acceptance by friends and acquaintances and effective relationships with other people, and also behaviors of approval and respect are seen more in them. They can have behavioral self-

restraint and show friendly, helpful, generous, and generally cooperative behaviors toward others. In other words, the development of social relations and criteria of approval and respect in social relations means knowing how to communicate with others, the messages sent, and how to improve communication methods to create a more effective and efficient way to communicate.

In line with the results of the research, which identified the criteria of approval and respect in the social relations of the people of Quchan, firstly, the model obtained in the qualitative part of the research was extracted based on the interview data, and then in the quantitative part, its validation was done. According to the obtained content, it can be concluded that having a social relationship with the approval and respect of all the obtained categories and components will play a significant role. The results of this research question are somewhat consistent with some research. For example, in connection with individual characteristics, it was mentioned that one of the most beautiful aspects of the Islamic program for regulating social relations and following that is interpersonal respect, which has tried to regulate the type of encounter and communication between people in such a way that emotions and their inner good feelings towards each other should be aroused, and as a result, not only will their hearts be freed from hatred, darkness, and anger, but their place will be filled with love and kindness.

In the topic of the category of economic characteristics, the study of (17) showed that socio-economic factors have a great effect on the social relations of people in society. The studies of (18), and (19) in this field are consistent with the results of this study. In the category of social characteristics, the Holy Qur'an in verses 34 and 35 of Surah Faslat introduces patience and gentleness as factors of good character in socializing with others.

According (20), people who have more relationships, links, and nodes with people, groups, and other points connecting the person with society have better social relations, which is in line with the above study. In the discussion of psychological characteristics, (21) stated that there is a positive relationship between empathy and people's social relationships. Furthermore, (22) postulated that taking responsibility strengthens the social relationships of people in society. Concerning religious characteristics, (23) showed that according to Islamic traditions, every Muslim must move towards the knowledge of social rights and duties. Also, social justice causes a person to be the same towards others. Act in a way that he would like others to treat him in a way that is one of the criteria of a healthy social relationship, which is in line with the results of this study.

Regarding the category of attitudinal approval and respect in the study of (24) faith strengthens the social relationships of people in society. Moreover, (25) confirmed that social morality causes the continuity and consistency of respectful social relations among the people of a society. according to the fact that being accepted or accepted by friends, family, and society makes a person feel that he belongs to a social group, he receives support when necessary, and has friends with more loyalty, he enjoys the quality of his social relationships more, which is in line with the results of this study. About the category of behavioral approval and respect, (26) declared that cooperation between people creates expectations and obligations between them, creates standards for consistent behaviors, and is effective in the relationships between them which are consistent with these results.

Regarding formal relationships, (27) proved that effective communication skills provide the basis for positive relationships between people and create the basis for creating a culture of politeness and respect

in society. Besides (28) also stated that interactive features (frequency of contact, intimacy of relationship) make people have a warm and intimate relationship with each other, which is in line with the result of this study. Regarding informal relationships (social networks), (29) showed that there is a positive relationship between social desirability and communication skills. Social desirability is the best predictor of communication skills, and a person who is responsible has better and stronger social relationships, which is in line with the above study.

In the category of social support, the study of (30) confirmed that social support, regardless of whether it is influenced by stress or not, causes a person to avoid negative life experiences and this has beneficial effects on relationships. In discussing the category of social pressure in (31), it was reported that education based on acceptance and commitment reduces the feeling of loneliness and increases respectful social relationships among women. This finding is consistent with the research of (32, 33). Concerning the social base, the study of (34) discovered that knowing the status and dignity of oneself and others, and recognizing interpersonal differences and other awareness are other functions of self-awareness that help to improve social relations, which is in line with the results of this study.

In the category of social development and solidarity, in line with this result, (35) declared that benevolence, honesty, keeping promises, trustworthiness, and central rights among the basic components of a trustworthy person, and good faith are the most important component of a trusting person, whose realization is necessary to create trust in social relationships. Also (36) confirmed that the key to the relationship between people in society is to create a sense of security, which is in line with the present study. Therefore, the feeling of security is one of

the important aspects of the relationship between people and a necessary component for the creation and continuation of favorable social relations. Regarding the category of social identity, (37) showed that religion and tradition, as two important elements of identity, still play an important role in creating, maintaining, and continuing the boundaries of cultural relations in social relations of individuals, especially in the public domain. (38) stated that there is a significant relationship between social identity and the social relationships of individuals, which is in line with the above study. In the category of improving performance, (39) stated that politeness, respect, and enriched communication are important values of society and they emphasize the need to pay attention to these values in society, which strengthens social relations.

In connection with the category of communication technologies, (26) concluded that existing relationship networks provide the means to strengthen social relationships and more social trust prevails in groups. Besides, (40) reported that mass media and virtual space affect awareness, identity, and communication with others, which is in line with this study. In the category of demographics, (41) postulated that there is a relationship between the characteristics of people (gender, age, marital status, income, education, and employment status) and the number of their social relations, and the number of social relations depends on The difference of these characteristics varies among people. Furthermore, different people are different from each other at each level of social relations, which is in line with this study. In connection with the category of public participation and lifestyle, (42) stated that there is a relationship between lifestyle and the social acceptance of people (43) also supposed that there is a relationship between lifestyle and social relations in the city, and village (44) confirmed that there

is a relationship between lifestyle and identity, and social relations. In discussing the role and cultural factors, (37) showed that the relationships between urbanization and the same identity are effective in the establishment and durability of people's social relationships. (45) also reported that respect in society is influenced by culture and leads to the creation of a stronger culture; therefore, it can be assumed that respect creates an atmosphere of trust and respect in the environment.

Conclusions and Recommendations

In a general summary, the result of this study showed that successful social relations with approval and respect are social skills and every person can learn how to do it more effectively. By learning communication skills, people can have more successful social relationships with each other. These skills help a person to be more successful in other aspects of life. Considering the importance of social relations in society, it seems necessary and necessary to develop an acceptable, coherent, and general framework for using the theory of social relations. It is obvious that according to the cultural and social differences and characteristics of different people, they will have their standards of approval and respect in social relations. Also, considering that the present study was conducted on a limited statistical sample, further studies in other statistical communities are recommended to future researchers. Conducting similar research using a larger sample in other cities of the country, to strengthen the generalizability and create credibility for the findings, also helps to complete the results in this field. In addition, by localizing the model and the indicators of the approval and respect model, social relations can be expanded for other purposes in the country (according to the culture of Iran).

Authors' contribution

Zahra Rezaei developed the study concept and design. Ahmad Sadeghi acquired the

data. Hamed Bakhshi analyzed and interpreted the data. Zahra Rezaei wrote the article.

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Conflict of interest

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