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Research Paper

Factors Influencing Bricolage Identity among Adolescents and Young People in Karaj

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Abstract

By expansion of cultural relations among various countries, cultural-Identity and value structures of the Iranian society has also been changed, and in this respect, a certain type of identity known in the world as bricolage and fluid identity is emerging among young people and adolescents. This identity that has a hybrid nature has merged elements of Islamic, Iranian, and modern identity, and has unique intellectual and behavioral trends based on the selection of multiple elements. The present study was conducted to survey the status and effective factors of bricolage identity in adolescents and youth of Karaj city using survey method. Data were collected through a questionnaire from a sample of 391 people using multi-stage cluster sampling from youth and adolescents in Karaj city. The validity of the questionnaire was based on the Cronbach's alpha coefficient and its reliability based on expert opinions. Research findings show that bricolage identity varies according to gender and education, and there is a positive and significant correlation between the desire to beautify the body, exuberant use, luxurious leisure style and leisure style with the identity of bricolage. Also, based on the results of logistic regression analysis, the desire to beautify the body, luxurious leisure style has a positive and direct effect and a leisurely style of hangover has had a negative and indirect effect on the identity of the bricolage.

Conflict of interest:

According to the authors of the article, did not have any conflict of interest.

Keywords:

Bricollage identity, Desire for beautification of the body, Exquisite consumption, Hobby-style entertainment style, Leisure style.