

## **Research Article**

# **Sociological Evaluation of Social Factors Leading Women to Aesthetic Surgery for the Eye in the Shemiran District (District 1) of Tehran, in 2014**

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## **ABSTRACT**

Gravitation to aesthetics is a commonality among humans and is a way to manage the body. Yet, in recent years, we have witnessed significant increase in gravitation to various beautification surgeries among which eye aesthetic surgery is the most modern method of change in appearance and face for individuals. Therefore, the purpose of this research was sociological evaluation of social factors effective on women's gravitation to aesthetic eye surgery.

In this line, after a review of past research, statement of the problem and importance and necessity for the research, from among women in the Shemiran District (District 1), a sample with participation of 250 individuals were selected and hypotheses under consideration were analyzed by preparation of questionnaire and performance of interviews.

Results of this research using survey methodology show that meaningful correlation exists between socio-economic status, interest in novelty, being influenced by spouse and peers, motto of finding the desired spouse, level of use of public media and body management with aesthetic surgery for the eye. Additionally, analyses performed have led to the conclusion that meaningful correlation does not exist between level of self-esteem and tendency to aesthetic eye surgery. In addition, for our purpose for completion of research already performed, field study, documental research and analysis of advertisement brochures have been taken advantage of.

Ultimately, after evaluation of the results obtained, strategies for improvement of research by other researchers have been presented.

**Key Words:** Aesthetic Eye Surgery, Socio-Economic Status, Culture and Personality, Public or Mass Media, Body Management

## **INTRODUCTION**

In the modern world, appearance of individuals more than before is a sign of individual and personal identity. In other words, in today's world, attention to aesthetics and appearance has become so global that individual's personality is judged by their cover. It can be stated that: «Body management meaning intervention in body appearance in today's society has significant importance» (Giddens, 2008: 149).

Daily increasing emphasis on body management, diets, importance of exercise in health, suppleness and fitness, make up and aesthetic surgery and showing the body as an

image is a sign of modern forms of social distinction.

Meanwhile, beautification surgery is one of the indices of body management which is among the most costly and attractive surgical procedures in medicine and has an increasing trend from day to day.

In today's world, in every area including by individuals in society, media, men and etc pressure is on women to be beautiful and pay attention to their aesthetics. The reason is that beauty is the criteria for selection, desirability and even a tool for success and gaining entrance into better and higher arenas.

Under such conditions, beauty becomes a tool for women's power and a woman's beauty is traded with a man's status or wealth. Therefore beauty is rewarded and gives power (Humans, 2009: 324).

Therefore, the body and concern about it is one of the most important thought occupations of girls and women (Frost, 2003: 56). Thus, in most societies, women compared to men are more sensitive and pay more attention to their beauty and appearance. This great attention leads them into behaviors that are at times excessive for adapting their body characteristics with cultural models- beauty of face and body that is advertised in public media and promotional factors by the beauty industry (Ahmadnia, 2005: 132-143).

Therefore, in this paper, we initially evaluate the theoretical framework of the topic and ultimately the results and strategic suggestions.

#### **History of Aesthetic Surgery**

The first stages of beginning of aesthetic surgery go back to the years after World War One. In the years after World War One, when male soldiers returned from war with injuries, they would undergo aesthetic surgery. Plastic surgery with the purpose of repair of soft body tissues owes its rapid advancement to these injuries and burns after the war.

Later, 2 concepts were distinguished: 1- Constructive surgery 2- Aesthetic surgery.

The first refers to returning the appearance of a body or its performance to its natural state after injury or disability (Heyes & Jones 2009: 3). The first aesthetic surgery in its modern form in Western Europe is related to late 17<sup>th</sup> and early 18<sup>th</sup> centuries. During this period, syphilis was a prevalent disease.

One of the side effects of this illness was destruction of the nose and these kinds of nose were called syphilitic noses. This event led to the expansion of rhinoplasty (aesthetic surgery for the nose) (Song 2003: 1).

In the modern history of aesthetic surgery, the first transcribed report from facial lifting goes back to 1901.

Liposuction was introduced in 1974. From the 1950's, women increasingly became consumers

of various kinds of aesthetic surgery including eye, face, body, breasts and other surgeries (Heyes & Jones 2009: 3). Yet, men turned to aesthetic surgery in 2007. In the United States, aesthetic surgery coincided with the immigration wave of the early 20<sup>th</sup> century.

John Roe was the first person to perform nasal surgery for revision of large nose «characteristic of Irish settlers». Evidence and history show that various rhinoplasties are increasing under the influence of Western culture. Ojhinako considers aesthetic surgery a tool for westernization (Song 2003: 4).

#### **2-4- Theoretical Framework**

Considering the theories presented, «body sociology» is one of the important and main concepts in social and humanities sciences. The most prominent theoreticians in this regards are Pierre Bourdieu, Anthony Giddens, Parsons, Spring, George Houmans, Ian Robertson, Pope, Fuko and etc.

Pierre Bourdieu: «The body is similar to a physical capital and its production relies upon its growth and expansion and the purpose of its management is acquisition of social status, base and place» (Shilling, 1993: 127).

Therefore, it appears that socio-economic status is effective on level of gravitation towards aesthetic surgery including eye beautification surgery.

Pope: reached the conclusion that: «Existence of gap and distance between the perceived self and the ideal self is a factor that creates problems related to self-esteem. The perceived self is self-esteem namely an objective outlook about one's skills, qualities and traits or the lack of them. The ideal self is an image that a person likes to have of him or herself» (Pope, 1989). Therefore, apparently the level of self-esteem is influential on gravitation for aesthetic surgery for the eye.

Parson's notes: « Innovation in knowledge and technology has axial role in cultural changes and leads to evolution in the system of beliefs, symbols and the family. What can be inferred is that innovation in knowledge and technology has important role in cultural changes and

values and is the fundamental evolutionary factor in society and individuals for equalizing themselves with society, attempt to change their appearance» (Lanski, 1990: 96). For example, one of the modern ways of becoming more beautiful is placement of jewels in the eye and permanent change of eye color. Therefore, it appears that interest in novelty is influential on gravitation to aesthetic surgery including eye beautification surgery.

Spring: in the theory of systemic family focuses more on interaction between family members, with spouse and peers more than personal traits (Quail, Tiaberry, 1990: 25). Therefore, apparently encouragement by family members, friends, peers and spouse is influential on gravitation to aesthetic surgery including eye beautification surgery.

Houmans: « Based on the theory of exchange and profitability in interactions in return for what one receives, he or she needs to give something. In other words, individuals in their life seek being desirable and in every situation, they behave in a way that gains the least disadvantage and the most rewards» (Adibi & Ansari, 2004: 254). Therefore, apparently, the motto of finding the desired spouse is influential on gravitation towards aesthetic surgery including eye beautification surgery.

Ian Robertson:

believes that «from the beginning of the 20<sup>th</sup> century and gradual expansion of social media and communications instruments such as satellites, the internet and etc, they have placed such a shadow on human life that it has led to change in outlooks and values of people and has placed great positive and negative influences on livelihood.

Universal audience of the media and current generations are exposed to broadcasting and presentations of various media messages and receive messages that can challenge and change traditions, cultural and social generational models of societies and also their generational relationships» (Dadgaran, 2005: 336).

Also, Anthony Giddens notes in this regards: « In every society, a series of cultural models are

advertised in relation with body and facial beauty in women. Considering the phenomenon of wide expansion of western cultural models at an international level by way of public media and modern communication technology, the latter is exacerbated and facilitated and special values in relation with bodily shape and measures that are considered ideal and desirable are emphasized. Such values influence individuals' behaviors particularly women's in various societies. A specific example of such values is slimness» (Giddens, 2008).

Therefore, based on the theories of Ian Robertson and Giddens, it can be noted that the level of use of public media is influential on gravitation to aesthetic surgery including eye beautification.

Fuko: One of the fundamental dimensions of the modern world in the opinion of Fuko is discipline and the main purpose of discipline is increased individual's mastery over one's body which leads to creation of bodies that are subordinate. He believes that: «Controlling the body leads to its training. In such manner, the body is placed in a framework of musts» (Fuko, 2009). Additionally, he believes that «individuals under the influence of cultural and social factors work on their bodies to reach a sense of satisfaction» (Fuko, 2009: 170).

Therefore, based on the theory of Fuko, it can be noted that body management is influential on gravitation to aesthetic surgery including eye beautification.

## **2-6-Research Hypotheses**

1- Apparently correlation exists between socio-economic status and level of gravitation of women to aesthetic eye surgery. In other words, with increased income level and passage from minimum livelihood level, gravitation to beautification surgery begins.

2- Apparently correlation exists between culture and personality and level of gravitation of women to aesthetic eye surgery.

2-1- Apparently correlation exists between level of self-esteem and level of gravitation of women to aesthetic eye surgery. In other

words, those who suffer from low self-esteem select aesthetic eye surgery as a refuge to compensate for the deficiency in their personality.

2-2- Apparently correlation exists between interest in novelty and level of gravitation of women to aesthetic eye surgery. In other words, with progress in technology and appearance of new context for body management, interest in eye beautification surgery increases.

2-3- Apparently correlation exists between encouragement and being influenced by spouse, friends and peers and level of gravitation of women to eye aesthetic surgery. In other words, with increased support and encouragement of significant others for performance of various aesthetic surgeries, individuals' interest to perform them increases.

2-4- Apparently correlation exists between the motto of finding desirable spouse and level of gravitation of women to eye beautification surgery. In fact, with the goal of selection of desirable and appropriate spouse in individuals' becoming serious, interest in eye beautification surgery increases.

3- Apparently correlation exists between level of use of public media and level of interest of women in eye aesthetic surgery. In fact, with wide presence of media in today's human life, their attention to beauty and advertisement of cinema celebrities by them, public media can be considered an important and effective factor in gravitation of individual's to aesthetic eye surgery.

4- Apparently correlation exists between body management and level of gravitation of women to eye beautification surgery. In other words, increased interest in body management increases gravitation to eye beautification surgery.

### Evaluation of Research Hypotheses

**1- It appears that meaningful correlation exists between socio-economic status and women's gravitation to eye beautification surgery.**

Table (4-20) Spearman's correlation test between socio-economic status and women's gravitation to eye beautification surgery

		Socio-economic status
Women's gravitation to aesthetic eye surgery	r	0/191**
	Sig	0/002
	N	250

In this table, the Spearman correlation test was performed between socio-economic status as an independent variable at a level of rank evaluation and women's gravitation to aesthetic eye surgery as a dependent variable which has also been at a level of rank evaluation so in addition to evaluation of the correlation between these variables, level of correlation and its direction are also separately measured. Socio-economic status at a confidence level of 95 percent with a Sig=0/00 is meaningfully correlated with women's gravitation to aesthetic eye surgery. With consideration of the absolute value of the correlation coefficient which is equal to  $r=0/19$ , the degree of this correlation is weak and the positive sign of the coefficient shows a direct correlation between the two variables. In other words, the higher the socio-economic status, the more will gravitation to eye beautification surgery be and the reverse.

**2- It appears that there is meaningful correlation between culture and personality with eye beautification surgery.**

**2-1- It appears that meaningful correlation exists between level of self-esteem and eye aesthetic surgery.**

Table (4-21) Spearman's correlation test between level of self-esteem and gravitation of women to eye aesthetic surgery

		Level of self-esteem
Women's gravitation to aesthetic eye surgery	r	0/086
	Sig	0/176
	N	250

In this table, the Spearman correlation test was performed between level of self-esteem as an independent variable at a level of rank evaluation and women's gravitation to aesthetic eye surgery as a dependent variable which has also been at a level of rank evaluation so in addition to evaluation of the correlation

between these variables, level of correlation and its direction are also separately measured. Level of self-esteem at a confidence level of 95 percent with a Sig=0/17 is not meaningfully correlated with women's gravitation to aesthetic eye surgery.

**2-2- It appears that meaningful correlation exists between gravitation to novelty and eye aesthetic surgery in women**

Table (4-22) Spearman's correlation test between . level of interest in novelty and gravitation of women to eye aesthetic surgery

		Interest in novelty
Women's gravitation to aesthetic eye surgery	r	0/247**
	Sig	0/000
	N	250

In this table, the Spearman correlation test was performed between interest in novelty as an independent variable at a level of rank evaluation and women's gravitation to aesthetic eye surgery as a dependent variable which has also been at a level of rank evaluation so in addition to evaluation of the correlation between these variables, level of correlation and its direction are also separately measured. Interest in novelty at a confidence level of 95 percent with a Sig=0/00 is meaningfully correlated with women's gravitation to aesthetic eye surgery. With consideration of the absolute value of the correlation coefficient which is equal to  $r=0/24$ , the degree of this correlation is average and the positive sign of the coefficient shows a direct correlation between the two variables. In other words, the higher the level of interest in novelty, the more will gravitation to eye beautification surgery be and the reverse.

**2-3- It appears that meaningful correlation exists between being influenced by spouse, friends and peers and eye aesthetic surgery in women**

Table (4-23) Spearman's correlation test between being influenced by spouse, friends and peers with gravitation of women to eye aesthetic surgery

		Being influenced by spouse, friends and peers
Women's gravitation to aesthetic eye surgery	r	0/247**
	Sig	0/000
	N	250

In this table, the Spearman correlation test was performed between being influenced by spouse, friends and peers as an independent variable at a level of rank evaluation and women's gravitation to aesthetic eye surgery as a dependent variable which has also been at a level of rank evaluation so in addition to evaluation of the correlation between these variables, level of correlation and its direction are also separately measured.

Being influenced by spouse, friends and peers at a confidence level of 95 percent with a Sig=0/00 is meaningfully correlated with women's gravitation to aesthetic eye surgery. With consideration of the absolute value of the correlation coefficient which is equal to  $r=0/46$ , the degree of this correlation is strong and the positive sign of the coefficient shows a direct correlation between the two variables. In other words, the higher the level of being influenced by spouse, friends and peers, the more will gravitation to eye beautification surgery be and the reverse.

**2-4- It appears that meaningful correlation exists between the motto of finding a desirable spouse and eye aesthetic surgery in women**

Table (4-24) Spearman's correlation test between the motto of finding a desirable spouse with gravitation of women to eye aesthetic surgery

		Motto of finding a desirable spouse
Women's gravitation to aesthetic eye surgery	r	0/366**
	Sig	0/000
	N	250

In this table, the Spearman correlation test was performed between having the motto of finding the desirable spouse as an independent variable at a level of rank evaluation and women's gravitation to aesthetic eye surgery as a dependent variable which has also been at a level of rank evaluation so in addition to evaluation of the correlation between these variables, level of correlation and its direction are also separately measured.

Having the motto of finding the desirable spouse at a confidence level of 95 percent with a Sig=0/00 is meaningfully correlated with women's gravitation to aesthetic eye surgery. With consideration of the absolute value of the correlation coefficient which is equal to  $r=0/36$ , the degree of this correlation is medium and the positive sign of the coefficient shows a direct correlation between the two variables. In other words, the higher the motto of finding a desirable spouse, the more will gravitation to eye beautification surgery be and the reverse.

**3- It appears that meaningful correlation exists between level of use of public media and women's gravitation to aesthetic eye surgery.**

Table (4-25) Spearman's correlation test between levels of use of public media with gravitation of women to eye aesthetic surgery

		Level of use of public media
Women's gravitation to aesthetic eye surgery	r	0/358**
	Sig	0/000
	N	250

In this table, the Spearman correlation test was performed between level of use of public media as an independent variable at a level of rank evaluation and women's gravitation to aesthetic eye surgery as a dependent variable which has also been at a level of rank evaluation so in addition to evaluation of the correlation between these variables, level of correlation and its direction are also separately measured. Level of use of public media at a confidence level of 95 percent with a Sig=0/00 is meaningfully correlated with women's gravitation to aesthetic eye surgery. With consideration of the absolute value of the correlation coefficient which is equal to  $r=0/35$ , the degree of this correlation is medium and the positive sign of the coefficient shows a direct correlation between the two variables. In other words, the higher the level of use of public media, the more will gravitation to eye beautification surgery be and the reverse.

**4- It appears that meaningful correlation exists between body management and women's gravitation to aesthetic eye surgery.**

Table (4-26) Spearman's correlation test between body management with gravitation of women to eye aesthetic surgery

		Body management
Women's gravitation to aesthetic eye surgery	r	0/357**
	Sig	0/000
	N	250

In this table, the Spearman correlation test was performed between body management as an independent variable at a level of rank evaluation and women's gravitation to aesthetic eye surgery as a dependent variable which has also been at a level of rank evaluation so in addition to evaluation of the correlation between these variables, level of correlation and its direction are also separately measured. Body management at a confidence level of 95 percent with a Sig=0/00 is meaningfully correlated with women's gravitation to aesthetic eye surgery. With consideration of the absolute value of the correlation coefficient which is equal to  $r=0/38$ , the degree of this correlation is relatively strong and the positive sign of the coefficient shows a direct correlation between the two variables. In other words, the higher body management, the more will gravitation to eye beautification surgery be and the reverse.

After evaluation of the correlation between the independent and dependent variables, using the path analysis method the correlation between independent variables with each other and the dependent variables has been shown in the frame of a model. Path analysis was performed in four stages, where the results of direct and indirect coefficients of the independent variables on the dependent variable have been shown in the following table.

**Table (4-27) Sum of direct and indirect effects of independent variables on the dependent variable**

Independent variable	Direct effects	Indirect effects	Sum of direct and indirect effects of each variable
Being influenced by family, friends and peers and ...	0/33	-	0/33
Level of use of public media	-	0/09	0/09
Body management	0/19	0/1	0/29

Interest in finding desirable spouse	0/20	0/09	0/29
Socio-economic status	0/10	0/05	0/15
Interest in novelty	-	0/04	0/04
Self-esteem		0/03	0/03

Where ultimately the regression coefficients of the research model are as follows:

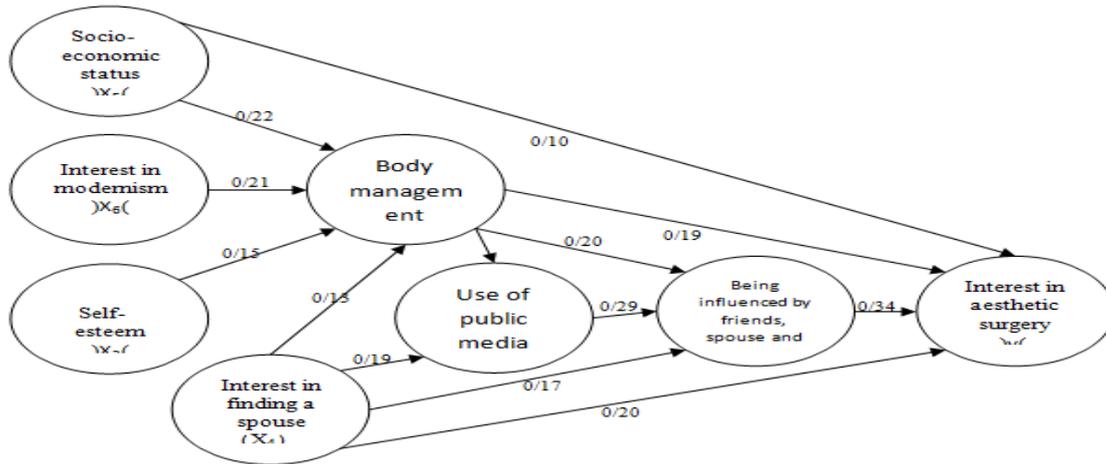


Figure (4-3) Research Model Regression Coefficients

**RESULTS**

With passage of time and modernization of today’s world, presence of women in social arena is increasing and is completely visible. This has led to changes in women’s needs, such that they do not stop at any effort for increasing their self-esteem.

The most manifest example of this change is women’s gravitation to various beautification surgeries including eye aesthetic surgery. Considering that eye aesthetic surgery is newer compared to newer surgeries and has high risk, we decided to evaluate the reasons for women’s gravitation to this kind of aesthetic surgery. For this purpose, two methods of qualitative and quantitative research were used.

In the qualitative method, two kinds of studies field study (which includes observation and interview) and analysis of advertisement brochures from eye surgical specialty centers. The content of the interview show that: The motivation for most interviewees from

performing the surgery is reaching the beauty they desire. The reason is that

- 1- Despite high costs of performing eye beautification surgery, they were ready to do so.
- 2- Almost all respondents were satisfied with the operation.
- 3- All respondents while emphasizing experienced physician, recommend this surgery

to others as well.

Advertising brochures carry two important messages:

- 1- Looking at women as an object that beauty is promoted by her.
- 2- It expresses the subject that women are objects of beauty.

In the quantitative section which includes descriptive and inferential statistics, after formulation of questionnaire and its completion by 150 individuals, the following results were obtained. Descriptive statistics show that: 32% of respondents had preformed eye beautification operation and 68% of them had not done so. Among respondents who had performed the operation, most had undergone Lasik- Phemto Lasik surgery and a few numbers of them had undergone eye color change and placement of jewels in the eye. Seventy two percent of those who had undergone Lasik-Phemto Lasik surgery, 77/8% of those who had undergone Lasek surgery and 77/8% of those who had undergone inner eye lens surgery and all those with eye color change and jewel implant were 20 to 29 years of age. Fifty four and a half percent of those who had

undergone blepharoplasty and Botox around the eye were 50 years old and above. Seventy percent of those who had a diploma had performed Lasik-Phemto Lasik surgery. Also, 55/6% of those who had undergone Lasek surgery, 50% with internal eye lens surgery, 63/6% with blepharoplasty and Botox around the eye, 60% of those with eye color change surgery and 66/7% of those who had jewel implantation had Master's degree. Forty eight percent of those who had undergone Lasik-Phemto Lasik surgery were occupied. Also 38/9% of those with Lasek surgery were students. Results showed that 50% of those who are retired have performed internal eye lens surgery, 25% of the retired had undergone blepharoplasty and Botox around the eye. Among the participants, 60% of those with an occupation had performed eye color change and all who had jewel implant had a job. Forty four percent of those who had undergone Lasik-Phemto Lasik and 77/8% of those with Lasek, 55/6% of those with internal eye lens surgery, 40% with eye color change had income levels less than 500 thousand Tomans. Additionally, 31/2% of those who had income level between one and two million had undergone blepharoplasty and Botox around the eye. All those with jewel implantation in the eye had income levels between one and two million. Fifty six percent of those who had undergone Lasik-Phemto Lasik, 66/7% of those with Lasek, all those with eye color change operation and 66/7% of those with jewel implantation were single. Among participants 28/1 percent of individuals who were married had undergone blepharoplasty and Botox around the eye.

**The quantitative section of the inferential statistics is described below:**

Hypothesis 1. Correlation exists between socio-economic status and level of gravitation to eye aesthetic surgery.

Results of inferential statistics show that the first hypothesis is confirmed; socio-economic status has meaningful correlation with women's gravitation to aesthetic eye surgery (Sig=0/00).

The level of this correlation is weak ( $r=0/19$ ) and the direction of the relationship between the two variables is direct. In other words, the higher the socio-economic status of individuals, their level of gravitation to aesthetic surgery is higher and the reverse.

In this line, the results obtained agree with the theory of Pierre Bourdieu who states that: «Our body is a physical capital and production of this capital is dependent on growth and development of the body and also the purpose of body management is achievement of social status and position» (Shilling, 1993: 127) and the findings of Attai (2010).

**Hypothesis 2. Correlation exists between culture and personality with level of gravitation to aesthetic eye surgery.**

**2-1- It appears that meaningful correlation exists between self-esteem level and eye beautification operation.**

Results of inferential statistics show that hypothesis (2-1) was not confirmed. The level of self-esteem was not meaningfully correlated with women's gravitation to aesthetic eye operation (Sig=0/17).

**2-2- It appears that meaningful correlation exists between interest in novelty and women's gravitation to eye beautification surgery.**

Results of inferential statistics show that hypothesis (2-2) is confirmed. Interest in novelty has meaningful correlation with women's gravitation to aesthetic eye surgery (Sig=0/00). The level of this correlation is average ( $r= 0/24$ ) and the direction of the relationship between the two variables is direct.

In other words, the higher the level of interest in novelty of individuals, their level of gravitation to aesthetic surgery is higher and the reverse.

In this line, the results obtained agree with the theory of Parsons who states that: « Innovation in knowledge and technology has an important role in change of culture and values and is the main factor in social evolution. Thus, individuals for agreeing with society gravitate to changing their appearance» and the findings

of Khajehnouri and Moghadas (2009) and Varamini (2013).

**2-3- It appears that meaningful correlation exists between being influenced by spouse, friends and peers and women's gravitation to eye beautification surgery.**

Results of inferential statistics show that hypothesis (2-3) is confirmed. Being influenced by spouse, friends and peers has meaningful correlation with women's gravitation to aesthetic eye surgery (Sig=0.00). The level of this correlation is strong ( $r=0/46$ ) and the direction of the relationship between the two variables is direct. In other words, the higher the level of being influenced by spouse, friends and peers for individuals, their level of gravitation to aesthetic surgery is higher and the reverse.

In this line, the results obtained agree with the systemic theory of Spring who states that more than individual traits, interaction with family, spouse and peers are more important and the findings of Attai (2010).

**2-4- It appears that meaningful correlation exists between the motto of obtaining the desired husband and women's gravitation to eye beautification surgery.**

Results of inferential statistics show that hypothesis (2-4) is confirmed. The motto of obtaining the desired husband has meaningful correlation with women's gravitation to aesthetic eye surgery (Sig=0.00). The level of this correlation is average ( $r=0/36$ ) and the direction of the relationship between the two variables is direct. In other words, the higher the level of believing in the motto of obtaining the desired husband in individuals, their level of gravitation to aesthetic surgery is higher and the reverse.

In this line, the results obtained agree with the theory of Housmans who states that: «One of the general principles in the theory of exchange is existence of profit in performing the interaction. In other words, everyone needs to give something in return to what they get (woman's beauty is exchanged with obtaining the desired husband)» and the findings of Wallerd (1937).

**Hypothesis 3- It appears that meaningful correlation exists between use of public media and women's gravitation to eye beautification surgery.**

Results of inferential statistics show that the third hypothesis is confirmed. Level of use of public media has meaningful correlation with women's gravitation to aesthetic eye surgery (Sig=0.00). The level of this correlation is average ( $r=0/35$ ) and the direction of the relationship between the two variables is direct.

In other words, the higher the level of public media use by individuals, their level of gravitation to aesthetic surgery is higher and the reverse.

In this line, the results obtained agree with the theory of Anthony Giddens who states that: «In every society, a series of cultural models are advertised in relation with body and facial beauty. Considering the wide spread western culture models at an international level which is facilitated and exacerbated by public media (unofficial and without supervision media) and modern communication technology. Specific values related with body shapes and sizes that are ideal and desired are emphasized. Such values influence individuals' behavior and particularly women in various societies» and the findings of Ballali and Afsharkohan (2010) and Tan (1979).

**Hypothesis 4- It appears that meaningful correlation exists between body management and women's gravitation to eye beautification surgery.**

Results of inferential statistics show that the fourth hypothesis is confirmed. Body management has meaningful correlation with women's gravitation to aesthetic eye surgery (Sig=0.00). The level of this correlation is relatively strong ( $r=0/38$ ) and the direction of the relationship between the two variables is direct. In other words, the higher the level of body management by individuals, their level of gravitation to aesthetic surgery is higher and the reverse.

In this line, the results obtained agree with the theory of Fuko who states that: «One of the fundamental dimensions in this modern world

is discipline and the main purpose of discipline is increased mastery of the individual over his or her body which leads to subordinate bodies and controlling the body leads to its development. Therefore, individuals under the influence of cultural and social factors work on their bodies to control them and gain satisfaction» and the findings of Keyvanara, Rabani and Jhianpour (2010).

Therefore, after evaluation of the hypotheses under consideration, it appears that “being

affected by spouse, friends and peers” is the most effective factor leading to women’s gravitation to eye beautification surgery and after that is the factor of “body management” in second place. Additionally, the factors of having the motto of obtaining the desired spouse, level of use of public media, interest in novelty and socio-economic status are in order ranked next. The level of self-esteem is not influential on the dependent variable.

**Table (5-1)** Summarization of the research hypotheses

Hypothesis: evaluation of the correlation between ... and reasons for women’s gravitation to aesthetic eye surgery		Significance level	Result	Correlation coefficient	Rank
Socio-economic status		<b>0/002</b>	Hypothesis confirmed	<b>0/19</b>	<b>6</b>
Culture and personality	Level of self-esteem	<b>0/176</b>	<u>Hypothesis not confirmed</u>	-	-
	Interest in novelty	<b>0/000</b>	Hypothesis confirmed	<b>0/24</b>	<b>5</b>
	Being influenced by spouse, friends and peers	<b>0/000</b>	Hypothesis confirmed	<b>0/46</b>	<b>(1)</b>
	Motto of obtaining the desired spouse	<b>0/000</b>	Hypothesis confirmed	<b>0/36</b>	<b>3</b>
Level of use of public media		<b>0/000</b>	Hypothesis confirmed	<b>0/35</b>	<b>4</b>
Body management		<b>0/000</b>	Hypothesis confirmed	<b>0/38</b>	<b>2</b>

In addition to results obtained from questionnaire and acceptance or rejection of hypotheses, brochures related to various eye beautification surgeries were analyzed. In these evaluations, statements used in the brochures were grammatically divided into two groups imperious and descriptive. Descriptive statements are those that contain information about the relevant aesthetic surgery. For example, in the eye jewel implantation brochure, we have: «One of the newest ways of using jewels on the surface of the eye» or for example in the eye color change brochure, we have: «In Iran most eyes are dark brown». Yet, imperious statements are those that present physician and health recommendations before and after the beauty surgical procedure for volunteers. For example, in the eye jewel implantation we

have: «It is recommended that up to one month after surgery contact lens is not used» or in the brochure for eyelid beauty operation, we have: « Up to one or two weeks after surgery, eyelids have mild excretions or stickiness, where use of appropriate drops help this situation». Also, in Botox brochure, we have « For decreasing side effects after injection, it is better that pressure over the injection site or massaging is avoided on the area of injection».

After evaluation of statements present on the brochures for eye jewel implantation, eye color change, eyelid beauty surgery and Botox, it was concluded that: only 25 percent of the statements on the eye jewel implant brochure and 18 percent of them on the eye color change brochure were imperious. Yet, 63 percent of the brochure statements for eyelid beauty surgery (blepharoplasty) and 47 percent of them on the Botox brochure are imperious.

Considering that eye color change and eye jewel implantation surgeries are less known compared to the other two surgeries, undoubtedly in brochures relevant to them more descriptive sentences have been used to increase people's knowledge level about these two operations. Meanwhile, due to high number of people's familiarity with eyelid beauty operation and Botox, in these brochures brief introduction of the two surgeries are included and it has been attempted to mainly focus on recommendations before and after surgery in the relevant brochures. In addition to the analyses performed regarding grammatical level, brochures for eye beautification surgeries can be evaluated from a «discursive link» aspect.

The most applied discursive links in the eye jewel implantation brochure are «beauty as social construction» and «medical sector as hegemony». Beauty as social structure in a way represents the learning theory. In fact, people with observation of manifestations of beauty in society or media get to learn them and unwontedly become interested in acquiring this distinction.

Additionally, the author with use of discursive link of «medical sector as hegemony» tries to attract reader's trust and decreased concerns resulting from side effects of this aesthetic surgery.

The most applied discursive link is in the eye color change brochure «beauty as distinction». This discursive link shows that the author tries to attract attention of readers by using the interest of individual's in being unique.

The most applied discursive links in blepharoplasty and Botox are «based on construction of lack of beauty as an illness» and «side effects resulting from medical interventions».

Considering the specific age range of individuals who had increased interest in these operations and the nature of these surgeries, the discursive link «lack of beauty as an illness» can be analyzed. In fact, lack of beauty that appear in people's face with passage of time is demonstrated as an illness that can be resolved

with these surgeries. Meanwhile, great use of the discursive link «side effects resulting from medical interventions» shows significant side effects of these surgeries, where undoubtedly to decrease them an experienced and specialist physician should be sought.

### **5-2- Strategies**

1- Considering the findings of this research, individuals in the age range of 20-29 years old have more gravitation to eye beautification surgery. Therefore, it is suggested that in girl schools, necessary teaching regarding consequences of beautification surgery is performed so illogical gravitation to such operations is prevented.

2- Considering the wide spread advertisements for performing aesthetic surgery, it is suggested that by way of education and informing, people are made aware of irreversible consequences of these surgeries.

3- Based on the fact that aesthetic surgeries are solely for change of appearance of individuals, it is suggested that with provision of training, level of information of families is increased so they can teach their children the real reason for acceptability in society. Meanwhile, schools as the first community after the family are dutiful to follow up on these teachings.

4- Considering that the eye is one of the most sensitive body organs and frequently individuals do not spend much time researching about beautification surgery, it is suggested that counseling sessions are held before operation for volunteers for them in relevant center.

5- Considering the purpose and nature of aesthetic operations, volunteers are suggested to attend experienced and specialist physicians and pay sufficient attention to their recommendations.

6- Considering the riskiness of beautification surgeries especially for the eye and the issue that every surgery can have irreversible side effects, it is suggested that a center is created for addressing the complaints of patients.

7- The research performed in Shemiranat District (District 1) has evaluated the reason for gravitation to aesthetic surgery by women. Therefore, it is suggested that this research is

performed at other provincial centers or counties.

8- Due to newness of the topic under study and extensive influential variables involved, it is suggested that other researchers consider effect of other factors and independent variables such as cultural capital, social capital, and lifestyle and ... on gravitation of individuals to eye beautification surgery..

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