Analysis of the Social Wellbeing Status in the Rural Settlements Based on Keyes Model, Miringof and Quality of Life 
(Case Study: Zanjan County)

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Extended Abstract

1. INTRODUCTION

One of the basic needs in the field of rural development is providing social health for villagers to to create appropriate basis to use social, economic and environmental possibilities of the village. So, rural development does not just include economic and agricultural aspects, but includes other aspects of life such as environmental, social, wellbeing and health aspects. Henceforth, dealing with the concept of health and specifically in social dimension, is one of the necessities in rural planning and development in our country, so that -through pathology of rural settlements in this sector, the solutions for social well-being promotion and subsequent development of rural economic, scientific, social, cultural and environmental aspects are provided in these settlements. Thus, the present study aimed to analyse and evaluate the state of social well-being in rural settlements in the county of Zanjan and identify strategies for its development and strengthening in these settlements.

2. THEORETICAL FRAMEWORK

Health, including Full Welfare of physical, mental and social. One of the most important aspects health, social well-being. To analyze the social well-being in society, health -Pivot and patient-Pivot approaches are studied. In most studies and social researches, the health-Pivot approach is used. There are also different models in this field, that social well-being model of Keyes, model and Miringof model and quality of life model of the most important models in this regard. Social well-being studies done in rural areas in the form of healthy village approach. Based on this approach, healthy rural is village in which they continually be prepared the optimum conditions, the possibility expanding of cooperation Intersectoral of environmental engender.Hence, in the rural with high social well-being, participation and environmental preservation is a priority than other factors.

3. METHODOLOGY

This research using descriptive-analytical method, social well-being in rural settlements of Zanjan County is reviewed. In the context, for collecting data from field studies methods and the library is used. The Statistical Society is 258 rural point. And using method of simple cluster sampling, and with the help of province political boundaries from each district were selected randomly 1 village. Thus, 12 rural point were selected as the samples. In the next phase given that the households number of simple rural 12 of about 4213 households is. Using Morgan table, 352 households were selected as samples for the questionnaire distributed. To analyze the data, with Kolmogorov-Smirnov test, the amount of normal Frequency distribution of experimental and theoretical Frequency was evaluated. Then by using exploratory factor analysis, the main factors to determine the appropriate Pattern of variables were identified. The statistical calculations were performed using SPSS software and Lisrel. Indicators of research based on models and theories indicator Keyes social well-being, social well-being indicators of Miringof and the indicators of quality of life of Malcolm Shukner is set. And for each of the three models separate questionnaire was designed.

4. DISCUSSION

The study shows that the social well-being status of rural, based on Keyes model, the amount of social well-being in this rural is at an average level with an average of 3.32. Also, Based on calculations Kolmogorov-Smirnov, the significant level (P-Value) participation in indicators, prosperity and social

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cohesion less than P<0.05 is. And the null hypothesis is rejected in this index. Hence, the above index very weak in the rural settlements studied. In the mirroring model, positive and negative are indicators. Low Average indicators will be negative factor for development. And dominant negative indicators, including murder, drug addiction, dropouts were low. But in terms of goodness of fit, in most indicators the significant level (P-Value) less than P< 0.05. And only in indicators $M_2$, $M_6$, $M_7$, $M_12$, significant level is P>0.05. And the null hypothesis is confirmed. Quality of life model is not in Desirable condition, with a mean of 2.6. Weakness in the index, has a direct refers to the weakness of social and economic infrastructure. In this context, Kolmogorov-Smirnov goodness of fit test indicates that Economic and health indicators with a significant level of 0.000 (P<0.05), the distribution is not normal and K-S amount in this indicator indicates weakness in this part of rural life. However, environmental and social indicators of has acceptable status. Finally, for determine the relative contribution of each of the models and factor in explaining social well-being status of rural settlements from exploratory factor analysis using the rotation method is used. In this context, the Keyes Model of with 6.465 have most share in explaining social well-being status rural settlements.

5– CONCLUSION
According to the results obtained and based on theories and previous studies, for reinforce social well-being in rural settlement, it seems essential consider some strategies: Attention to rural education; Pathology of the social problems of youth; Creating self-esteem among rural youth in order to solidarity, maintain and strengthen of indigenous values; Strengthening the role of the local media and the production of audio-visual programs in the field of social well-being; Strengthening economic infrastructure; Plans Preparation of macro and micro economic and social fields in order to solve concerns of young people in rural households in the field employment, marriage, housing, income, insurance, education, sports and leisure.

Key words: Social Well-being, Rural Development, Zanj County

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