

METHODOLOGICAL STRATEGY IN THE CONTEXT OF THE RESEARCH OF LIVING STYLE

Abdylnaser A. Sinani

State University of Tetovo, Ilindenska p.n.1200 Tetovo,

Contact: nasersinani@yahoo.com

Abstract

In the time when culture is becoming more powerfully consumed, changes are being made fast and radical in every segment of society, life styles are being more visible, more distinct and much more intriguing even for methodologists, who, more and more, for the research treatments have styles of living and methods and new methodology strategies. Sociology as a social science, through social context, follows the changes, explains trends and tries to understand the structure of social reality. This research represents a preliminary effort of the insight of understanding and essence of life style of aged people, phenomena and process of living in global conditions, a little or not at all explored in our areas. In this work is examined the usage of quantitative methodology, through ethnographic access and talking technique (deep life interview), in the context of researching the interdependence of life style and free time, physical activity and everyday life of the elderly from Tetovo. The research firstly claims to offer answers for the importance of physical activity in the life style of elderly, and secondly, could the material status, educational degree, marital status affect in the living style of the elderly. Without any doubt, the elderly ones show high scale of interest and motivation for physical activity and healthy life style, as they highlight physical activity and sport as their basic postulate for the healthy life. The research has shown that sport and physical activity, to the elderly from Tetovo, neither closely pursue life style trends. The results from this research suggest a multidimensional access of studying the life style of elderly, because they are less, they impose further researches.

Keywords: *methodology, qualitative research, everyday life, life style.*

Methodological Strategy in the Context of the Research of Living Style

At the time when culture becomes more consumptive, rapid and radical changes in all segments of society take place, lifestyles become more visible, more intriguing and diverse, as for the scientist, journalists, experts of tourism, advertising experts, as well as for methodologists whose objects of study are lifestyles and methodological strategies and methods of this field. Lifestyle is how we decided to live, through which the individual values and attitudes are reflected, building the feeling of our identity. The style of living is an individual category and also conditioned from the environment, the degree of civilization and socioeconomic status of the individual and society. In this sense, lifestyle generally can be defined as the way of satisfying of human needs (Chaney, 2003:23). Authors of this issue point out that lifestyles are characteristic of our time, as a model of personal choice and help in distinguishing the individuals, identities, statuses, particularities and social differences (Marcus, 2011:57). Social contextualization and everyday life within the post-modernity represents a challenge of a higher degree. Sociology tends to adapt its research methods to the problem or phenomenon which claims to understand, during which, for everyday life and postmodern lifestyle, of primary importance is to deeply investigate the features and specificity of the issue so that with a planned action, the appropriate methods and methodological procedures could be chosen, which could provide more accurate results.

The sociologist who uses a quantitative approach is placed inside research itself; the ethnographic approach uses the interview and survey as data source. The stay in the field lasts too long, interviews are detailed, with the aim of getting as many information as possible, as well as detailed description of actors, context and events. Unlike the quantitative research where research is conducted in vitro, in strictly controlled conditions, in quantitative research, the object must be examined in its natural environment, at school, in the family, in the group they belong to, workplace, etc. (Tomo & Koludri , 2002:9).

Notwithstanding the fact that the life or lifestyle has become one of the most consumed notions in contemporary sociology analysis, during the everyday use, the meaning of these terms are different yet, and this is a concept on which astringent scientific discussion continues. Lifestyle in the English language is one of the most used words. Various scientist, journalists and theorist use it for almost everyone's interest, so according to some authors (Sobel, 1981, Lehuri , Kolundri , 1998, Lenz, 2004 Weblen, 2008, Jilek, 1997), the term lifestyle very soon will have no significance and at the same time will include everything (according Kolundri -Tomo 1998:9). The difficulties for determining the lifestyle are numerous: The term can be used in different spheres of social life and on different scales of assertion and generalization. Increased interest of sociologists for the research regarding the lifestyle in the 80's and 90's, especially in developed countries, came as a result of the strengthening of the social relations that instead of group identification, they develop and emphasize the individuality, personal interests and solutions. Recently, due to the growth of consuming culture, lifestyles become more visible, and for scientist more and more challenging.

Lifestyle of the elderly in tetovo and its vicinity

In this essay and methodological research, the qualitative methodology, through ethnographic approach and negotiation techniques are planned to be used (deep interview of life) as a mixed methodological strategy in the context of lifestyle research: research on the interdependence of leisure physical activity and daily life of elders in Tetovo, Republic of Macedonia, in natural conditions, in the family environments, in the mosque park, in pensioners club, and Banjishte road (the preferred place for physical activity and sport for the majority of the elders), in the efforts of understanding the development, life dynamism, relationship with their relatives, their opinion about their care, desires, requirements and pleasure or dissatisfaction and the challenges of the time. Ethnographic approach as a basic procedure for data collection by exploiting the free conversation from and the observation of each case separately consists of the observation of all important aspects of a phenomenon or case (Peri , 2007:2 / www.ffst . hr), taking as unit for analysis the individual entity, family, organization, local community or all the culture, our case study are the elders of Tetovo in a natural environment. The purpose of ethnography in this study is to describe the elders' community in the original form, without disturbing their daily routine by the researchers, focused on the entire treatment, with all segments and forms of its appearance. Currently, there are individuals and communities who live in a traditional way and such a model are the elderly Albanians of Tetovo, and the study of this community is a challenge for each researcher. In cases where the researcher carefully observes these situations (both as a group or as an individual) using the ethnographic approach and the intersection of complementary variables such as socioeconomic status and the attitude towards a healthy way of living, the interest in physical activity and volunteer work in the community, then the research feedback gives the expected results. The deep interviews and direct observation takes an important place in ethnographic research¹. With the help of these methods we came to sustainable and credible and realistic information and data. Deep and free interview (conversation) in this research enables the researcher to enter deep into the object of research (elders) establishing close personal and friendly relationship. During the deep conversation (which requires huge knowledge and commitment of the interviewer, the respondent reveals information and data that can be used during his construction and shaping of a more clear photography on that phenomenon, in the case of our research, the photography or reflection of the lifestyle of the elderly of Tetovo. The researcher who uses the ethnographic approach puts himself inside research by accepting the role of values and stereotypes, together with its biographic context, which reveals it promptly (Markus, D.2011: 22). Interviews are detailed, with the aim of achieving of numerous data, detailed descriptions of actors, context and events. (http://89.188.32.41/download/mb_teren_istrzivanje.pdf).

Also, the ethnographic approach as an emphasized quantitative method, completed with the questionnaire of lifestyle and preferences and interests of the elderly. The purpose of this research is the understanding and the meaning of life of the elderly, their desire and the real problems. Thus, during the research on the lifestyle of the elderly of Tetovo, the applicant was aware of the fundamental postulates of a qualitative research, such as: the development of research in natural circumstances; people are case studies; and people are not always clear and opened. The aim of this research is to understand what the lifestyle as a way of living is and what are the needs and requirements of the elderly of Tetovo. Through the techniques and instruments for measuring the field data, were collected information and data on values, interests, their attitudes towards physical activity and health, nutrition culture and healthy way of living,

communication, relationship with friends, visiting of relatives, etc. Results of research on the most important points verify the hypothesis, according to which: physical activity, recreation and using of leisure time, even though has a positive effect in everyday life and lifestyle of elderly, again, most of the elders of Tetovo, for different reasons, stay away from getting involved in these activities. The researched sample included 100 individuals. With all the participants there were conducted individually deep interviews and all were observed in different circumstances, during their everyday activities. Additional interviews were conducted with all of them, by responding the interview questions, in order to measure their attitudes on leisure time, physical activity, social care, communication, social engagement, etc. Choosing the method for analysis and presentation of results in this research is conditioned by the type of variables, especially by latent ones, research indicators, sample size, complexity of the model, as well as the target of research and measurement instruments. Because of this, the maximum anticipation method has been chosen and factorial analysis of confirmation, for as more accurate description of life of the elderly, their social and economic status, their social demands and interests, in line with the small number of research samples. Structural modeling² (identified by at least ten and maximum of 30 manifesting variables and at least 20 to 100 other "free" indicators inside the model) offers extremely high number of statistical indicators, which in this research have enabled the analysis of complex of different models and evaluation of hypotheses in an interaction of the scale of the interest and indicators of compliance or non-compliance with the measured variables. While during the creation of the scale for measuring attitudes about time off, healthy life and sports, was consulted the used rate in the research "Everyone dies, so you might as well have fun!" Attitudes of Dutch about their health lifestyle (van Exel de Graaf and Brouwer, 2006).

Research findings and recommendations

Although sport and physical activity are part of lifestyle, a large number of people over 60 years old, prefer this way of active living as a healthy way of living. The survey has proved that sport and physical activity, especially the care for food selection among elderly people of Tetovo, is not even close in following the trends of lifestyle. Physical activity and various behavior related to health are very important areas of lifestyle, in particular among the elderly, especially regarding the smoking, outdoor walking and regular nutrition. Research has proven strong link between smoking, alcohol, irregular nutrition and lack of physical activity. This means that the reduction of physical activity, outdoor walking, is also associated with the rapid drop of fruit and vegetable consumption. Lifestyles are strongly related to leisure time and in accordance with this, the concept of lifestyle of the elderly of Tetovo is treated in the context of managing of leisure time, (the elderly should have it abundantly). In recent years, leisure time is becoming an important element of the lifestyle of elderly, mostly due to the modernity of our society, migration of the young people, individuality of the society, but also a very influential variable in the life of the elderly of Tetovo- the decrease of the impact of traditional values of family, relatives, and neighborhood. This study is also concerned with the impact of some features in the way of living of the elderly, and the answer to the question: Does material status, level of education, marital status, affect the lifestyle of the elderly.

Given the average values over the preferences of elderly which derive from the interest rate shown in Table 2, it is obvious that in the analysis of sample more present is the orientation which defines the orientation of interests for domesticity and children (56%), visiting friends and

relatives (60%), religious life (52%), outdoor walk (50%), playing with grandchildren (48%), watching TV (40%). In the scale of interest for physical activity and the list of favorite sports, leads the interest for walking (29%), outdoor walk (28%) and hunting (18%). Whereas less interest, of course is shown for relatively heavy and not popular sports among the people of this age, such as running (9%), swimming (1), cycling (12%), workout in the gym (4%).

On attitudes of the elderly for the leisure time, physical activity and health culture as a healthy way of life and modern lifestyle, the elderly generally have a positive attitude. Analysis and interpretation of Likert's scale of answers on agreement or disagreement on given variables, significantly shows that they prefer and wish an organized life with everyday physical activities (59%), they show a tendency for walking and physical activity with their friends (60%), because the everyday physical activity is the foundation of a good health (65%) and sport brings people together (80%). On the other hand, a large percentage of samples studied, represents a lesser interest for the indicators: leisure time and home activity (39%), leisure time and internet (44%), don't feel good during physical activities (34%), don't understand those who do sports and physical activity (25%). Despite positive preferences towards orientation variables for physical activity and sports, the result that only 26% of the sample taken do physical activity every day and 28% of them do physical activity only three times a week, shows the inconsistency of interest with opportunity and time spent in sports and other physical activities of elder people. This condition is proved on the basis of the assessment of their shape, where 41% of them estimate it as bad and only 12% as excellent.

A large number of individuals asked, represent preferences set in the research hypothesis over the high degree of importance and preference of the elderly that the physical activity has, but a considerably higher percentage of them remain only in the segment of interest or expression of will and desire for physical activity.

Significant part of the sample studied represents indicators who show a high degree of dissatisfaction with their way of living. 44% of people surveyed represent those who agree with the statement "I don't care about problems in society, I mind my own business", while 36% of elderly "don't care at all for their way of dressing". In the manifesting group of indicators of reconciliation with attitudes that reflect dissatisfaction with the manner and style of living also takes part the indication that 38% of them talk with their friends about problems of the elderly, 34% feel tired and bored, and at the same percentage feels lonely. The answers for health indicators and healthy food prove the thesis for the great stagnation of the health care for this category of the population, only 5% of them say that they have excellent health and 20% say that they don't have a good health, and the information that only 10% of them consume more than once a day fruits and vegetables, sets it in correlation with 38% of those who consume ready-made foods prove the claims for the relatively not healthy life of the old people of this environment. The data that 56% of the elderly, who were subject of study, show high interest for additional work proves the assumption the standard of living of the elderly is very low and that most of them have to do additional work after retirement in order to ensure their existence.

An even more pronounced detachment of the lifestyle and physical activity of the elderly is emphasized in relation to religious devotion and (non-) engagement in the community, the least converge between them and as such could not be defined in any causality or interaction. Complete disinterest for volunteer work in the community represents 36%, while average disinterest for engagement in the community represents 40% more, thus this group is lacking the

feeling and willingness for voluntary engagement in the community during their leisure. This is explained by the absence of encouraging forms of and model of society for volunteer work, so they'd become voluntary contributors in community activities. Level of education is proportionately dependant to physical activity variable, respectively, the higher the education levels, the higher the physical activity, while the surveyed samples of lower education, represents a lower degree of interest for physical activity and sports. Also, the higher the average income, the higher the rate of interest and preference for a walk outdoors and hanging out with friends is. The assumption is that the unconsolidated financial condition affects the proportional manner of the rapid drop of physical activity and using of leisure time in a rational way. A significant percentage of the elderly are obliged to give an active financial contribution to other family members especially in cases when their children do not have a permanent job so they ensure their existence. Such a conclusion based on research evidence, speaks about the severe economic situation and existential struggle of this category of the population. On the other hand, elderly which then in turn have a good economic status, mainly retired from Western countries, have the highest affinity for contribution to the community, in mosque's council, and have higher preference for physical activity and sports. From the complete sample of 100 individuals in total, 19% of them express high level of interest, but only 6% of them in some ways are active in the community and contribute for the society with volunteer work, and all are with good income and material status. Physical activity and sports regarding the sexes is in favor of males, who in this research have preferences for sports, outdoor walk at a much higher scale than females. Women that are not educated were part of the survey, especially those who live in the country, do very little sport activities or not at all. This data is expected, having in mind the low level of education and religious traditions. But, based on this study, through the analysis of life conversation, questionnaire about the level of interest and the level of compliance or noncompliance with the given affirmation and of empirical matter, we cannot come to a general conclusion on the lifestyle, preferences and needs of the elderly, and on the physical activity in their healthy life.

Special attention was paid to undemonstrated variables in the life of the elderly in different contexts and circumstances of social interaction. Without any doubt, the major part of the case study shows high level of interest and motivation for physical activities and healthy lifestyle. All the elderly that were part of the study put the stress on the physical activity and sport as basic postulate of their healthy lifestyle. The results from this survey suggest a multidimensional approach to lifestyle, and since "the simple way of life becomes more and more complicated" (author unknown), lifestyle as a concept is not defined completely, while the research on the lifestyle, especially of the elderly as an excluded category are scarce, then, further researches in this area are imposed. The offered interpretation of research results represents only an initial effort of access in the meaning and essence of the lifestyle of the elderly, a phenomenon and a process of living in global conditions, very little or not at all explored in our region.

The addressed problem has no pretence of high-levelled theory, but short run efforts to put forward, on one hand, tendencies and framework of lifestyle, especially of the lifestyle of the elderly in the context of social changes, and the second, understanding and explaining of the importance of the lifestyle for new codes of living. The elderly of Tetovo, in a condition of high degree of migration, have a need for increased care by families and institutions, as well as social infrastructure and support for a better management of their leisure time.

Finally, the research represents a contribution during the further research in this field, almost not at all researched, to respond the key research question: Why we should finally chose a life style? To live a better life, that is the answer.

Note:

1. The notion *etno* comes from the word people, and the term *grafis* means writing. From the name itself we can conclude that it is about the description of particular people, i.e. customs people practice in their everyday life. The researchers began to use the ethnographic method in order to describe a community or social group in vitro and in the best possible way.

2. Structural modeling represents a technique that is used to describe, verify and evaluate models with linear linkage between manifesting variables that do a description of latent variables. The structural modeling became an important statistical technique for the analysis of the data in the last thirty years, even though this concept has occurred 90 years ago by the biologist Sewela Wrighta in the University of Chicago (structural modeling is realized through programs like LISREL SPS, while the factorial confirmative analysis (approval) (CFA), is used for statistical tests skills of manifesting variables during the determination of factorial hypothetic model.

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Table 1
Interest rate and preferences of the elderly

Ord. no.	Indicators	1 "no interest"	2 "average interest"	3 "high interest"
1.	Healthy food	23	57	20
2.	Visiting friends	10	33	57
3.	Outdoor walk	15	50	25
4.	Religious life	8	36	56
5.	Stay at home	40	40	20
6.	Having coffee with friends	30	32	38
7.	Games of chance (sports betting house)	67	23	10
8.	Smoking	28	30	42
9.	Drinking	71	21	8

10.	Sport activities	34	42	24
11.	Entertainment and travel	18	60	22
12.	Work and profit	40	33	27
13.	National history	14	36	50
14.	Freedom of my people	27	39	40
15.	Additional work	19	48	56
16.	Domesticity	8	36	56
17.	Politics and events related to it	14	56	30
18.	Playing with grandchildren	12	40	48
19.	Volunteer work in the community	36	45	19
20.	Watching TV	12	48	40