[Downloaded from mail.ijpb.ir on 2026-11-21]

IPA
International Journal of Psychology
Vol. 14, No.2, Summer & Fall 2020
PP. 158-184

Iranian **P**sychological
Association

Developing a Structural Model to Predict the Attitude towards Infidelity based on Media Consumption and Mediators of Inefficient Attitudes, Marital Conflicts, and Sexual Satisfaction

Soheila Jahandar Lashki, PhD Student
Department of Psychology, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran.

Saeedeh Sadat Hosseini, PhD*
Department of Psychology, Kermanshah Branch, Islamic Azad University, Kermanshah, Iran.
Saeedeh-hosseini@iauksh.ac.ir

Keivan Kakabarayi, PhD
Department of Psychology, Kermanshah Branch
Islamic Azad University, Kermanshah, Iran.

Received: 7/ 1/ 2020 Revised: 17/ 2/ 2021 Accepted: 23/ 2/ 2021
Doi: 10.22034/ijpb.2021.214823.1144
Dor: 20.1001.1.20081251.2020.14.2.6.0

This research aimed to evaluate and explain the prediction of attitude role towards infidelity due to media consumption mediated by inefficient attitude, marital conflicts, and sexual satisfaction. This study's participants consisted of 300 persons were selected from married students referring to Kermanshah Azad University counseling center in 2017 who were selected by simple random sampling. The research measures consisted of the attitude towards infidelity, inefficient attitudes, media consumption questionnaires, marital conflicts, and sexual satisfaction scales that after ensuring their voluntary attendance, the questionnaires were completed by the participants. Structural equation

[DOR: 20.1001.1.20081251.2020.14.2.6.0]
[DOI: 10.22034/ijpb.2021.214823.1144]

modeling (SEM) through Lisrel and SPSS 22 was used for data analysis. The results revealed that Media consumption directly as well as indirectly and through inefficient attitudes, marital conflicts, and sexual satisfaction affect attitudes toward infidelity. Moreover, media consumption directly affects inefficient attitudes, marital conflicts, and sexual satisfaction. Inefficient attitudes, marital conflicts, and sexual satisfaction directly affect attitude towards infidelity. Inefficient attitudes directly affect marital conflict, and marital conflict directly affects sexual satisfaction.

Keywords: marital conflicts**,** sexual satisfaction, attitude towards infidelity, media consumption, inefficient attitudes

Family is one of the main pillars of society and the center to maintain mental health (Khojasteh Mehr, Kavand & Soudani, 2017). Marital relationship is one of the most significant social relationships in which individuals engage (Isanejad, Azimifar & Ahmadi, 2017). In a healthy family, the husband and wife are committed to the family obligations and principles and there is no sign of fleeting and temporary emotions and relationships due to love and human values (Yazdani & Aghaei, 2017). Marital infidelity means unfaithfulness, disloyalty, and any kind of emotional and sexual relationship with another person (Emmers, 2019). Research has shown that the extramarital relationships are common in modern societies which are the most prevalent challenge that forces couples to undergo the treatment process (Buss, 2019). Considering the importance of family system and its effects on society, and also regarding the increasing prevalence of extramarital relationships and their adverse consequences, the present study aims to explore the different aspects of Attitude towards marital infidelity, its underlying factors and suggest strategies to promote family health (Greef, 2018).

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Today, by the dramatic expansion of communications, we witness significant positive and negative changes in the different areas of individual and family life (Leung, 2020). Media, intentionally or unintentionally, gives rise to a new style of life, and thus mass communication theories assume a key role to form one's attitude and lifestyle. Gerbner's cultivation theory is an important theory about media (Mozaffarnia & Ghasempour, 2017). This theory holds that media deeply influence the perceptions of real world, and exposure to media can cultivate viewers' perceptions of reality over time (Wang, 2017). Due to this theory, it can be suggested that the increasing use of the media changes one's attitudes and creates new mental images (Hassan Abadi, Habibi Asgarabad & Khoshkonesh, 2017).

Media can form inefficient attitudes by affecting mental health and changing attitudes (Momeni & Azadifard, 2016). There are various theories about cognitive harmony, including Festinger’s theory of cognitive dissonance, which is the most famous model of cognitive homology (Ezer, 2019). The starting point for Festinger was to observe cognitive dissonance in everyday life, often in a situation where we act contrary to our attitudes and in harmony with the requirements of our role or social context (Rajaiifard & Mohammadi, 2017). In fact, building and maintaining relationships due to effective attitudes and cognitive harmony in marriage are important abilities which require rational attitudes and skills that are influenced by the growing media consumption, leading to conflicts in different contexts.

Conflict inevitably occurs alongside love in marital relations. Conflicts, depending on how they are resolved, can either develop or

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

undermine marital relationships (Mirzaei, 2016). Concerning marital conflicts, the theory of symbolic interactionism holds that the meaning that a person develops concerning his/her partner is important in understanding his or her actions in different situations (Chang, 2020). Due to this theory, the development of conflicts and the inability to resolve them will hinder couples' intimacy, relationships, and commitment (Khodakarami, Masoumi & Asadi, 2017).

Sexuality is described as an important and natural aspect of one's personal life and goes beyond mere sexual behavior. Sexual satisfaction refers to a person's pleasant feeling of having sex (Gordon & Litzinger, 2020). Karen Horney believes that love is independent of sexuality; they can be interconnected only in a few cases (Christensen, 2020). Due to him, people who do not enjoy a satisfying relationship cannot enjoy a healthy, natural sexual relation, thereby increasing the likelihood of seeking their psychological needs in sexual relations (Young, Denny & Luquis, 2017).

Despite numerous studies to elucidate the relationship between media consumption and the attitude towards marital infidelity, no studies were conducted so far to investigate the mediating role of the variables mentioned. Research findings suggest that Media Consumption predicts behaviors related to beliefs and reduces people's romantic relationships and their satisfaction with such a relationship. Also, studies have shown that high media consumption leads to conflict between the couples under the influence of the perfect world portrayed by media portrays and the considerable and undeniable difference between this world and the real world of

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

couples and also by affecting on the couples' attitudes and emotional relations. Besides, inefficient attitudes cause conflicts that cannot be solved easily by affecting different aspects of the lives of couples and their mental health (Abbasi, 2017; Dortaj, Rajabiyan dehzire, Fathollahi, 2017; Zhang, 2017; Shekarbeigi, 2017; McDaniel, 2017; Girdanow, 2019; Borhaniizadeh & Abdi 2017; Ejtihadi & Vahedi, 2017). Regarding the importance, sensitivity, and complexity of the problem, as well as the lack of sufficient research evidence for the relationship between marital conflicts and media consumption and considering that media consumption can be the core of many biases is in the pathology of marital relationships and also considering that the persistent effects of extramarital relationships on couples' thoughts, feelings, behaviors, and relationships, marital problems can be addressed by clarifying the underlying causes. Therefore, it is essential to explore the determinants of tendency to marital infidelity, provide strategies to protect couple relationships health, and provide evidence to target and eliminate some of the marital problems. Moreover, the present study seeks to develop a conceptual model to predict the attitude towards marital infidelity due to media consumption and mediators of inefficient attitudes, marital conflicts, and sexual satisfaction Fig. (1) Illustrates the model proposed in this study:

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

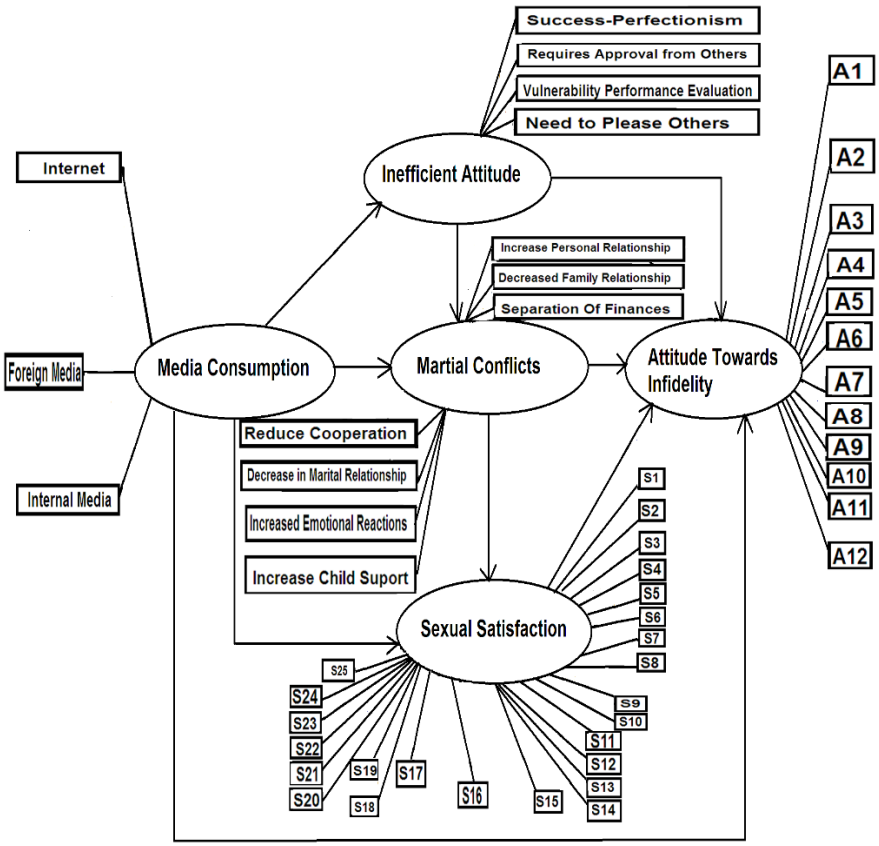


Fig1. The conceptual model of the study

[Downloaded from mail.ijpb.ir on 2026-11-21]
[DOR: 20.1001.1.20081251.2020.14.2.6.0]
[DOI: 10.22034/ijpb.2021.214823.1144]

Method

The research design was descriptive and correlational. The statistical population of the study consisted of all married students of Kermanshah Azad University. The sample consisted of married male and female students referring to Kermanshah Azad University counseling center in 2017 who were selected by simple random sampling. The research variables consisted of Attitude towards infidelity, inefficient attitudes, media consumption, marital conflicts, and Sexual satisfaction. Considering Anastasias book (2008), 50 individuals were considered for each variable. However, to ensure the robustness of data, a total number of 300 were included in the sample. The inclusion criteria were living in Kermanshah, being married, and having the age from 18 to 60 years and due to the long duration of the questionnaires, the lack of proper cooperation and inaccurate filling of the questionnaires was considered as a criterion for the exit. After selecting the research sample, the participants were provided with information about the research problem to the extent that it would not affect the study's results. Besides, they were assured that their information would be kept confidential due to the sensitivity of subject matter . After ensuring their voluntary attendance, the participants completed the questionnaires and the collected data were analyzed by SPSS and LISREL software using path analysis.

Instruments

Inefficient Attitude Scale

This scale was developed by Weismann and Beck (1987) that consists of four subscales (Success–perfectionism [SP] requires

approval from others [RAFO] Vulnerability-Performance [VP] & need to please others [NTPO]). The subject answers on a 7-point Likert scale and scores between 26 and 182, and those with a score above 82 on this scale are considered high-risk individuals. Simultaneous validity of criterion was obtained by determining the correlation of the scores of this scale with the total score and GHQ scale scores. Its correlation from .45 to .57 was positive and significant at the level of .05. The reliability coefficient of this scale was reported to be .73 using the test-retest method (Hassan Abadi et al., 2017). Cronbach's alpha was calculated .88, indicating an acceptable reliability level.

Sexual Satisfaction Scale

This scale was developed by Hudson and Harrison (1981) which contains 25 items. The subject's response to each test item is determined at the level of a 7-point scale between 0 and 6, and the total score of the subjects in the whole test varies between 0 and 150. The validity of this scale was calculated through its correlation with the sexual satisfaction subscale of Enrich which was .74. The reliability of the scale was also measured by a one-week test-retest method with a corresponding value of .93 (Hosseini, 2015). Cronbach's alpha calculated in this study was .94, indicating high internal consistency of the scale.

Media Consumption Scale

This inventory was developed by Mahmoudian, Kuchani Esfahani, and Moghaddas (2015). It contains 11 items to investigate

[Downloaded from mail.ijpb.ir on 2026-11-21]
[DOR: 20.1001.1.20081251.2020.14.2.6.0]
[DOI: 10.22034/ijpb.2021.214823.1144]

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

different aspects of media consumption (the internet [TI], foreign media [FM] and internal media [IM]). Likert scale is five degrees, with options ranging from very low = 1 to very high = 5. The validity of this scale was calculated through its correlation with Media Consumption Scale of the rajy, which was .79. Then, it was administered to 100 randomly selected individuals. The total reliability index of inventory was calculated as .95, implying the favorable reliability (Mahmoudian et al., 2015). Cronbach's alpha of inventory was calculated 0.73 indicating high internal consistency.

Marital Conflict Scale

This scale was developed by Sanai Zakr, Barati and Bostani Pour (2010) which contains 54 items and seven subscales (Reduce cooperation [RC], Decrease in marital relationship [DIMR], increased emotional reactions [IER], Increase child support [ICS], increase personal relationship [IPR], decreased family relationship [DFR], separation of finance [SOF]). Each item responds on a five-point range from never (one) to always (five). To assess the validity of the scores of all questionnaire components from .31 to .82 showed a significant correlation with the total score of marital conflict at the level of .01. Cronbach's alpha for the whole scale administered to a sample of 270 persons was equal to or .96 (Rajaiifard & Mohammadi, 2017). Cronbach's alpha was calculated at a value of .93 indicating the scale's high internal consistency.

Attitudes toward Infidelity Scale

This scale was developed by Watley (2006) and translated by Abdullah Zadeh (2010) into Persian with 12 questions. The items on

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

the scale are scored due to a seven-point Likert scale. The validity of structure was evaluated by the total question-score correlation method. The correlation coefficients from .75 to .78 were positive and significant at the level of .05. Besides, Cronbach's alpha coefficient was .92 for a female sample and 0.94 for a male sample, indicating a high internal consistency (Hosseini, 2015). Cronbach's alpha was calculated to be .79 indicating the scale's acceptable reliability.

Results

Table 1 shows the Descriptive Statistics:

Table 1

Descriptive Statistics

	Frequency	Percent
Gender		
Female	150	50
Male	150	50
Age		
18-35	251	83.66
36-50	37	12.33
51-60	12	4
Education		
Bachelor	227	75.67
MA	54	18
PHD	19	6.33

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Table 1 shows that 150 women and 150 men participated in the study, of which 83.66% were between 18-35 years old, 12.33% were between 36-50 and 4% were between 51-60 years old. 75.67% of people were bachelor's students, 18% were master's students and 6.33% were PhD students.

Table 2 shows descriptive indicators and correlation coefficients among research variables:

Table 2

Descriptive Indicators and Correlation Coefficient among Variables

The correlation matrix	media consumption	inefficient attitude	Attitude towards infidelity	marital conflicts	Sexual satisfaction	M	SD
media consumption	1					13.04	2.1
inefficient attitude	.210**	1				46.01	8.4
Attitude towards infidelity	.126	.211*	1			28.61	8.1
marital conflicts	.201**	.264**	.311**	1		52.41	11.5
Sexual satisfaction	-.319**	-.192**	-.297**	-.411*	1	49.21	10.3

The above table shows the correlation coefficients among the variables. The correlation coefficients marked * are significant at .05 ($p<.05$), and those marked ** are significant at .01($p<.01$). Table 3 shows the direct effects of the variables.

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

[DOI: 10.22034/ijpb.2021.214823.1144] [DOR: 20.1001.1.20081251.2020.14.2.6.0] [Downloaded from mail.ijpb.ir on 2026-11-21]

Table 3

The Investigation of Direct Effects Using Structural Equation Analysis

direct effects	Non-standard coefficients	Standard coefficients	T value	Sig.	result
Media consumption→ inefficient attitude	.53	.51	14.72	.000	Confirmed
Media consumption→ Marital conflicts	.43	.41	8.21	.000	Confirmed
Media consumption→ Sexual satisfaction	-.51		-12.36	.000	Confirmed
Media consumption→ Attitude towards infidelity	.56	-.48	13.23	.000	Confirmed
inefficient attitude →Marital conflicts	.49	.52	8.91	.000	Confirmed
		.44			
inefficient attitude→ Attitude towards infidelity	.40	.48	11.83	.000	Confirmed
Marital conflicts→ Sexual satisfaction	-.66	-.64	-18.54	.000	Confirmed
Marital conflicts→ Attitude towards infidelity	.54	.50	12.09	.000	Confirmed
Sexual satisfaction→ Attitude towards infidelity	-.51	-.049	-13.27	.000	Confirmed

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

The direct effects among the variables are presented using the structural equation modeling, indicating that all direct paths in the research model are significant. To test the indirect effects of the intermediate relationship test of structural model, Bootstrap test was used, and the results are shown in Table 4:

Table 4

Indirect Effects and Corresponding P-values of the Model Using Bootstrap Procedure

Indirect Effect	Bootstrap	Lower bound	Upper bound	P
media consumption → inefficient attitude →Attitude towards infidelity	.17	.065	.136	.001
media consumption →Marital conflicts → Attitude towards infidelity	.18	.123	.254	.001
media consumption →Sexual satisfaction→ Attitude towards infidelity	.13	0.085	.196	.001

The contents of Table 4 shows that the down bound of confidence interval for mediation of inefficient attitude is .065 and its Upper bound is .136, the down bound of the confidence interval for mediation of Marital conflicts is .123, and its Upper bound is

.254, and the down bound of the confidence interval for mediation of sexual satisfaction is .085 and its upper bound is .196 Which confirms the mediating role of inefficient attitude, marital conflict, and sexual satisfaction.

Table 5

Structural Equation Modeling Fit Indices

Index	Value	Results
$\frac{x^2}{\mathrm{df}}$	2.147	Confirmed
RMSEA	.017	Confirmed
RMR	.013	Confirmed
GFI	.914	Confirmed
AGFI	.931	Confirmed
NFI	.919	Confirmed
CFI	.927	Confirmed
IFI	.938	Confirmed

In the proposed model, x^2/df (i.e. 2.147) shows that there is a perfect fit between the proposed and observed models. Therefore, the null hypothesis about the goodness of the fit of the model to the data is confirmed. As it is shown, the goodness of fit index (GFI) is .914, the adjusted goodness of fit index (AGFI) is .931, the comparative fit index (CFI) is .914, the normal fit index (NFI) is .919, the incremental fit index (IFI) is .938, the root mean square residual (RMR) is .013, and the root mean square error of approximation (RMSEA) is .017. Hugh and Bentler suggest that when the χ^2>2, AGFI, NFI, GFI, CFI, and IFI ≥ .90, RMSEA < .05, and RMR < .5, the model has adequate goodness of fit.

Fig. 2 shows the analysis of the conceptual model due to standard coefficients:

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

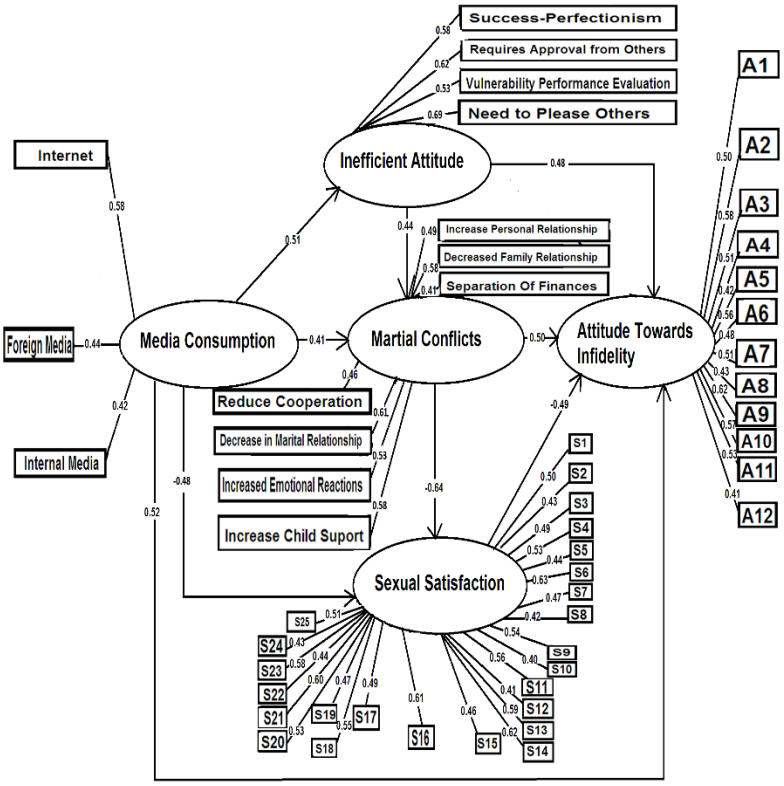


Fig 2. The analysis of the conceptual model based on standard coefficients

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]
[DOI: 10.22034/ijpb.2021.214823.1144]

According to standardized coefficients, the most influence in the model is related to the effect of marital conflict on sexual satisfaction (β=-.64). The last one is the effect of media consumption on marital conflict (β=.41). Moreover, high media consumption leads to an inefficient attitude (β=.51), Attitude towards infidelity (β=.52) and sexual satisfaction (-.48). High inefficient attitudes affect marital conflicts (β=.44), and attitude towards infidelity (β=.48). The decline in sexual satisfaction affects the attitude towards infidelity (β=-.49).

Discussion

This study's results indicated that Media consumption directly affects inefficient attitudes, marital conflicts, and sexual satisfaction, which was evident in the previous studies in the literature (Gordon, 2020; Zarqa, 2020; McDaniel, 2017; Valens, 2019; Mozaffarinia & Ghasempour, 2017; Blow, 2016; Hassan Abadi et al., 2017; Edwards, 2020). Furthermore, media consumption directly and indirectly through inefficient attitudes, marital conflicts, and sexual satisfaction can affect Attitude towards infidelity. This finding is in line with previous studies (Leeker, 2017; Zhang, 2017; Abbasi, 2017; Weiderman, 2019; Shekarbeigi, 2017; Cordova, 2019). Using mass media can provide a context that shapes the audience's view of the various dimensions of marital relationships, and the audience reacts to these messages following their psychological and social characteristics, show different effects. It seems that in the last few decades, by the growing pace of changes in media consumption, we have witnessed changes in a set of behaviors, beliefs, and values (Bahadori Khosrowshahi & Barghi, 2017). The perfect world which portrayed by the media and sharp contrast between this imaginary world has and the real world where couples live

[Downloaded from mail.ijpb.ir on 2026-11-21]
[DOR: 20.1001.1.20081251.2020.14.2.6.0]
[DOI: 10.22034/ijpb.2021.214823.1144]

create some marital problems by affecting couples' emotional relationships, attitudes, conflicts, and reduced satisfaction (McDaniel, 2017). In fact, with the image that the media world is making of life, and given the perfectionist view of couples and the expectations that come with this perfectionism, couples' conflicts increase over time and their inability to resolve these conflicts diminishes their intimacy and sexual satisfaction, these issues will affect the attitude towards infidelity (Abbasi, 2017).

Our findings also showed that marital conflicts could directly predict sexual satisfaction and attitude towards infidelity, as indicated by other scholars (Pincham, 2018; Nabovati, 2014; Egan, 2018; Mirzaei, 2016; Alstin, 2019; Aviram, 2019; Platt & Nalbone, 2016). Conflict is a phenomenon that occurs in parallel with love in marital relationships and is inevitable. Conflict occurs when one person's actions interfere with another (Glad, 2016). There is a correlation between conflict resolution styles and marital commitment, whereby the quality of the individual conflict resolution can increase or decrease sexual satisfaction and marital commitment (Hammy, 2019); moreover, the studies have shown that sexual satisfaction has a negative relationship with marital conflict and a positive relationship with marital adjustment (Alstin, 2016). In fact, couples' ability to resolve their conflicts is associated to protecting the whole family system. Couples who are more successful to resolve their conflict are more likely to experience more solidarity and satisfaction in their marital relationships (Nabovati, 2014).

Research has also shown that sexual satisfaction directly affects attitude towards infidelity, a finding that is consistent with other studies (Garssen, 2019; Gordon & Letzinger, 2020; Mousavi, 2016; Russell & Becker, 2016; Pham & Barbaro, 2019;

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]
[DOI: 10.22034/ijpb.2021.214823.1144]

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Arianfar & Rasooli, 2017). Sexual satisfaction refers to a person's pleasant feeling about their sexual relationship, which is one of the most important indicators of a couple's satisfaction with each other (Yucel, 2020). This instinct has an undeniable role in marital life and its cohesion and stability. In fact, sexual satisfaction brings indescribable warmth and passion for couples and maintains the couple's intimacy in the face of various relationship issues (Allen, 2020). Dissatisfaction with sexual relations can lead to profound problems in couple relationships and hatred of spouse, annoyance, jealousy, competition, revenge, humiliation, and lack of self-confidence. And ultimately affect attitudes toward infidelity (Mousavi, 2016).

This study's findings showed that inefficient attitudes could predict marital conflict and attitude towards infidelity directly, as shown by other researchers (Rousta, 2017; Yazdani & Aghaei, 2017; Momeni & Azadifard, 2016; Rajaee Fard & Mohammadi, 2017; Pincham, 2018). Conflicting spouses are those who are dissatisfied with their spouse's habits and personality and have communication problems in various areas. These problems are usually caused by the inefficient attitudes of the partners towards each other. During life together, it will affect various communication, economic, social, and cultural aspects of the family (Fincham & Davila, 2016). Beck argues that inefficient attitudes are inflexible and perfectionist criteria used to judge oneself, the world, and others. Because these attitudes are inflexible, extreme, and resistant to change, they are considered ineffective (Atkins, 2019). Due to statistics reported by various studies, couples' misunderstanding and irrational and absolutist beliefs are more prevalent than other factors, as irrational beliefs are usually exaggerating, inflexible, and unrealistic (Pincham, 2018). Lack of coordination of the couple's relationship with the

inefficient criteria of the person increases the dissatisfaction of the couple and causes many conflicts which can be solved with difficulty which further reduces marital satisfaction and affects attitudes toward infidelity (Zandbergen & Brown, 2019).

Since marriage and choice of the spouse is among the most important decisions in life, various studies have confirmed the relationship between the role of the media in developing new values and forming couples' attitudes and behaviors on various issues and ultimately on the mental health of the family. Due to this study's findings, it appears that emerging media are very influential in the rapid development of couples' rethinking and can shape new and different demands and expectations, and thus can affect the quality of couples' relationships, endangering the health of the family and consequently will effect on Attitude towards infidelity.

To apply this study's findings, it is recommended that counseling and support centers design appropriate and beneficial training programs based on the results of similar studies and discuss the extent and quality of media consumption and its side effects for couples. Also, considering the concepts related to the components of marital relationships, developing written materials, educational videos, and suitable internet websites can provide comprehensive education and related information on factors affecting the Attitude towards infidelity. It is also suggested that new methods for creating diversity in marital relations be taught to couples to enhance happy events. This seems to increase the intimacy and satisfaction of couples; consequently, it strengthens the foundation and mental health of the family. The present study, like other studies, suffered from some limitations. For instance, this study was carried out in Kermanshah using the availability

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

sampling method, and the cultural context of the region under study could affect our results. Therefore, caution should be exercised when generalizing the results.

Acknowledgment

This article would not have been possible without the support of many students who generously accepted to cooperate. Also, many Thanks to the department of psychology of Islamic Azad University, Kermanshah Branch for encouraging to fulfil the results of this study.

References

Abbasi, S. (2017). Social media addiction in romantic relationships. *Personality and Individual Differences, 13*(9), 277-285.

Allen, E. S. (2020). The Association of Divorce and Extramarital Sex in a Representative U. S. Sample. *Family Issues, 33*(11), 1477-1493.

Alstine, G. (2019). A review of research about essential aspects of emotionally focused couple therapy. *Pastoral Counseling, 37*(4), 101-118.

Anastasi, A. (2008). *Psychometrics*. Translated by Mohamad naghi, Barahani. (2008). 6, Tehran: Tehran University Press.

Arianfar, N., & Rasooli, R. (2017). Structural equation modeling for predicting marital satisfaction based on basic family health and mediator variables of love dimensions. *Women and Family Studies, 1*(7), 139-157.

Aviram, I. (2019). Aspects of dyadic satisfaction, self-disclosure, and narcissism. *Computer-Mediated Communication*, *10*(3), 34-54.

Atkins, D. C. (2019). Understanding infidelity: Correlates in a national random sample. *Family Psychology, 15*(3), 735-749.

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Bahadori Khosrowshahi, J., & Barghi, I. (2017). The role of parental media literacy and social identity in students' media consumption. *Modern Media Studies*, *14*(4), 290-316.

Blow, A. J. (2016). Infidelity in committed relationships. A substantive review. *Marital and Family Therapy*, *31*(2), 217-233.

Borhaniizadeh, S., & Abdi, R. (2017). The role of the dark personality triangle in predicting intimacy and the tendency to marital infidelity among couples applying for the divorce. *Thought & Behavior*, *45*(11), 17-26.

Buss, D. M. (2019). Susceptibility to infidelity in the first year of marriage. *Journal of Research in Personality*, *31*(2), 193-22.

Chang, C. C. (2020). A study of inter-cultural marital conflict and satisfaction in Taiwan. *International Journal of Intercultural Relations*, *34*(4), 354-362.

Christensen, S. A. (2020). The effect of premarital sexual promiscuity on subsequent marital sexual satisfaction. *Marriage and Family Therapy Program, 12*(6), 90-115.

Cordova, J. V. (2019). Emotional skillfulness in marriage: Intimacy as a mediator of the relationship between emotional skillfulness and marital satisfaction. *Social and Clinical Psychology*, *24*(5), 218-235.

Dortaj, F., Rajabian Dehzire, M., & Fathollahi, F. (2017). The relationship between the use of virtual social networks with loneliness and marital infidelity in students. *Educational Psychology*, *14*(47), 119-140.

Egan, L. (2018). Couple communication, emotional and sexual intimacy, and relationship satisfaction. *Sex Marital Therapy*, *40*(4), 275-93.

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Ejtihadi, M., & Vahedi, G. (2017). A sociological study of the potential for marital infidelity and factors affecting it. *Iranian Sociology*, *17*(4), 105-138.

Emmers, T. M. (2019). Reasons for (Non)engagement in Infidelity. *Marriage & Family Review*, *18*(4), 420-444.

Ezer, H. (2019). Dysfunctional attitudes, self-esteem, and hassles. *Family Psychology*, *21*(5), 12-30.

Fincham, F. D., & Davila, J. (2016). Forgiveness and conflict resolution in marriage. *Family Psychology*, *18*(2), 72-81.

Girdanow, H. (2019). The association between satisfaction and commitment differs across marital couple types. *Communication Research*, *36*(4), 561-584.

Glad, G. E. (2016). The effect of self-differentiation on marital conflict. *American Journal of Pastoral Psychology*, *18*(1), 65-76.

Garssen, B. (2019). Sex differences in Type of Extramarital Involvement and Marital Dissatisfaction. *Sex Roles*, *12*(9/10), 54-70.

Gordon, K. C., & Litzinger, S. (2020). Exploring relationships among communication, sexual satisfaction, and marital satisfaction. *Sex Marital Therapy*, *31*(5), 409-24.

Greef, A. P. (2018). Characteristics of families well. *Family Psychology*, *21*(3), 948-963.

Hammy, F. (2019). Freedom of infidelity. *Research in personality*, *13*(4), 231-246.

Hassan Abadi, F., Habibi Asgarabad, M., & Khoshkonesh, A. (2017). A comparison of dysfunctional attitudes, procrastination, and decision making styles in addicts with and without a history of recurrence. *Social Health*, *2*(4), 147-155.

Edwards, J. N. (2020). Becoming married and mental health. *Marriage and the Family Therapy*, *58*(13), 895-907.

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Hosseini, S. S. (2015). *Developing a model for predicting extramarital relationships in couples in Kermanshah in 2014*. Ph.D. Thesis in General Psychology, Islamic Azad University, Science Research Branch of Tehran.

Isanejad, O., Azimifar, SH., Ahmadi, S. A. (2017). Marital quality and health related quality of life. *International Journal of Psychology*, *11*(2), 196-218.

Khodakarami, B., Masoumi, S. Z., & Asadi, R. (2017). A survey of the conditions and factors affecting marital satisfaction in prim parous pregnant women referring to Asadabad clinics in 2016. *Hamadan School of Nursing and Midwifery*, *1*(25), 52-59.

Khojasteh Mehr, R., Kavand, M., & Soudani, S. (2017). The interaction between sacrificing behaviors and equity perception: How does it contribute to marital intimacy? *International Journal of Psychology*, *11*(2), 175-195.

Leeker, A. (2017). Effects of sex, sexual orientation, infidelity expectations, and love on distress related to emotional and sexual infidelity, *Sex Marital Therapy, 23*(1), 68–91.

Leung, L. (2020). Lifestyles and the use of new media technology in urban China. *Telecommunications Policy*, *22*(9), 87-99.

Mahmoudian, H., Kuchani Esfahani, M., & Moghadas, S. (2015). Media consumption, body management, and fertility behavior. *Cultural Strategy*, *31*(8), 173-196.

McDaniel, B. (2017). Do you have anything to hide? Infidelity-related behaviors on social media sites and marital satisfaction. *Computers in Human Behavior*, *20*(9),88-95.

Mirzaei, H. S. (2016). *A comparison of satisfaction, stability (probability of divorce), and marital commitment in married women with different types of premarital relationships*. Master's Thesis, Tehran University of Science and Culture.

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Momeni, K., & Azadifard, S. (2016). The relationship between sexual knowledge and attitudes and communication beliefs with emotional divorce. *Pathology, Family Counseling, and Enrichment, 1*(2), 34-45.

Mousavi, S. F. (2016). Investigating interactions, conflict resolution styles, and marital quality: A trend analysis based on age and length of the marriage. *Educational Culture of Women and Family, 34*(10), 26-50.

Mozaffarnia, S., & Ghasempour, M. (2017). The relationship between cyberspace-affected lifestyle and emotional divorce in Ilam. *Ilam Cultural Development Quarterly, 56/57*(18), 172-191.

Nabovati, A., & Shamsi Balenjani, E. (2014). Satisfaction with emotional and sexual relationships and its role in marital protection. *The First National Conference of Educational Sciences and Psychology.*

Pham, M. N., & Barbaro, N. (2019). Solving the problem of partner infidelity: Individual mate retention, coalitional mate retention, and in-pair copulation frequency. *Personality and Individual Differences, 82*(11), 67-71.

Pincham, F. D. (2018). Forgiveness and conflict resolution in marriage. *Family Psychology, 18*(2), 72-81.

Platt, R. A., & Nalbone, D. P. (2016). Parental conflict and infidelity as predictors of adult children's attachment style and infidelity. *Family Therapy, 36*(6), 149-161.

Rajaeifard, M., & Mohammadi, M. (2017). Investigating the mediating role of marital frustration between marital conflicts and attitudes to infidelity. *National Conference on Modern Iranian and World Research in Psychology, Educational Sciences, and Social Studies.*

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Rousta, P. (2017). Investigating the relationship between dimensions of dysfunctional thoughts and emotional divorce among couples in Shiraz. *Shiraz International Conference.*

Russell, B, J., & Becker, L. (2016). Attachment insecurity and infidelity in marriage. *Family Therapy*, *27*(2), 242-52.

Shekarbeigi, A. (2017). A sociological study of the relationship between the use of virtual social networks and the development in marital relationships among couples living in District 1 of Tehran. *Sociology*, *18*(2), 95-127.

Valens, S. (2019). Social network sites, marriage well-being and divorce. *Applied Social Psychology, 36*(8), 87-100.

Wang, L. (2017). The effect of Internet use on adolescents' lifestyles: A national survey. *Computers in Human Behavior*, *28*(4). 38-54.

Weiderman, M. C. (2019). Extra dyadic involvement during dating. *Social and Personal Relationships, 16*(3), 256-274.

Yazdani, N., & Aghaei, A. (2017). Effectiveness of positive psychology training in improving the quality of married women's lives: spiritual intelligence as a moderator. *International Journal of Psychology*, *13*(1), 206-229.

Young, M., Denny, G., Young, T., & Luquis, R. (2017). Sexual satisfaction among married women. *Psychology Rep*, *86*(3, 2), 1107-22.

Yucel, D. (2020). Exploring actor and partner correlates of sexual satisfaction among married couples. *Social Science Research*, *39*(8), 54-70.

Zandbergen, D., & Brown, S. (2019). Culture and gender differences in romantic jealousy. *Personality and Individual Differences*, *72*(11), 122-127.

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]

Zarqa, S. (2020). Impact of the internet on relationships: perception of male and female students of pakistan, *Humanities and Social Science, 21*(1), 214-234.

Zhang, H. (2017). Association between parental marital conflict and Internet addiction. *Affective Disorders*, *22*(3), 27-32.

[Downloaded from mail.ijpb.ir on 2026-11-21]

[DOR: 20.1001.1.20081251.2020.14.2.6.0]

[DOI: 10.22034/ijpb.2021.214823.1144]