

INVESTIGATING PREDICTABILITY OF CULTURAL LIFESTYLES BASED ON CULTURAL CONSUMPTION AND CAPITAL FORMS USING ARTIFICIAL NEURAL NETWORK

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In this paper we aim to investigate the predictability of the cultural lifestyle according to cultural consumption patterns (lowbrow, omnivore, highbrow) and capital forms (economic, cultural and social). Bourdieu's theory was used as theoretical framework. Participants are 400 citizens aged over 18 years living in Tehran, Iran. To predict cultural lifestyle of citizens, we modelled a multilayer perceptron model of artificial neural network in MATLAB. Our results supported the hypothesis that ANN can predict cultural lifestyle of citizens with accuracy higher than 90%. Also we found out that the amount of capital used by Tehrani citizens and their cultural consumption rate was in average level.

Keywords: Bourdieu's theory, artificial neural network, ANN, cultural lifestyle, cultural consumption, capital, Iran, society.
