

## Virtual Social Networks and the Formation of the Mental Image of Tehran Metro Vendors of Themselves

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**Abstract :** Tehran Metro vendors are one of the working minorities in the capital, which is an essential cross-cultural case study. Today, with difficult economic conditions, subway vendors are increasing. Tehran metro vendors are in daily contact with many people in different metro stations. Due to the ban on their activities in this place and sometimes the humiliating look of some people, they experience special conditions compared to other people in the community. One of the most critical sources of shaping people's mentality toward their social status and identity in the media and, in the meantime, virtual social networks, due to various communication facilities such as Dualism and the possibility of high activity of users have a special place. Statistics have shown that virtual social networks have become an indispensable source of communication, information, and entertainment today. In this study, 15 semi-structured interviews were conducted with 15 metro vendors in Tehran about their membership in various virtual social networks and their mental perception of using them. The research results indicate that the obtained mentality of metro peddlers towards themselves is negative in virtual social networks, and they do not receive a good image of themselves in these networks.

**Keywords :** metro, tehran, intercultural communication, metro vendors, self image

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