Chapter – 2

The Review of Relevant Literature

2.1 Introduction

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2.1 Introduction:-

Nature has made only one thing that is more powerful in the universe and that is called as Human or Man. Man is the only animal that can take advantage of knowledge which has been preserved or accumulated through the centuries or since the origin of man. Human knowledge has the three phases: preservation, transmission and advancement. This fact is of particular importance in research which operates as a continuous function of ever-closer approximation to the truth. Practically all human knowledge can be found in books and libraries and money in the banks. Unlike other animals that must start a new with each generation, man builds upon the accumulated and recorded knowledge of the past. His constant adding to the vast store of knowledge makes possible progress in all areas of human endeavour. The investigator can ensure that his problem vacuum and that considerable work have already been done on topics which are directly related to his proposed investigation.

For any specific research project to occupy this place in the development of a discipline, the researcher must be thoroughly familiar with both previous theory and research. To assure this familiarity, every research project in the behavioral sciences, has as one of its early stage, a review of the Theoretical and research literature.

2.2 Review of Literature:-

The phrase ‘review of literature’ consists of two words: Review and Literature. The word ‘literature’ has conveyed different meaning from the traditional meaning. It is used with reference to the languages e.g. Hindi literature, English literature, Sanskrit literature. It includes a subject content: prose, poetry, dramas, novels, stories etc. Here in research methodology the term literature refers to the knowledge of a particular area of investigation of any discipline which includes theoretical, practical and its research studies.

The term ‘review’ means to organize the knowledge of the specific area of research to evolve an edifice of knowledge to show that his study would be an addition to this field. The task of review of literature is highly creative and tedious because researcher has to synthesize the available knowledge of the field in a unique way to provide the rationale for his study.

The very words ‘review’ and ‘literature’ have quite different meanings in the historical approach. In historical research, the researcher does much more than review already published material; he seeks to discover and to integrate new information which has never been reported and never considered. The concept and process implied in the term ‘review of literature’ have such different meanings in historical as compared with survey and experimental research.

The term ‘review of literature’ has been defined in the following ways:

According to Good, Barr and Skates “The competent physician must keep abreast of the latest”
Discoveries in the field of medicine. Obviously the careful student of education, the research worker and investigator should become familiar with location and use of sources of educational information.”

In survey and experimental research, the review of the literature serves a variety of background functions preparatory to the actual collection of data. In these research approaches, the literature is reviewed to create the context from the past for the new study to be conducted with new subjects and newly gathered data. In the historical approach, we never ignore the past and, in the sense review of the literature is the method of data collection if ‘literature’ is used in the broadest possible sense. In this regard the sources used are the ‘subjects’ of the research and the material reviewed of the ‘data’. Therefore, the primary function of the review of literature in the historical research is to provide the research data.

Reviewing the literature has two phases. The first phase includes identifying all the relevant Published material in the problem area and reading that part of it with which we are not thoroughly familiar. We develop the foundation of ideas and results on which our own study will be built. The second phase of the review of literature involves writing this foundation of ideas into a section of the research report. This section is for the joint benefit of the researchers and readers. For the researcher, it establishes the background in the field. For the readers it provides a summary of the thinking and research necessary for them to understand the study.

There are various sources of literature which may be used for this purpose. These sources can be broadly classified into these heads. Books and Text-Books material, The Periodical literature, and General references, other by Abstract, Encyclopedias, Almanacs, Handbooks, Yearbooks and Guides, references on international education, specialized, Dictionaries, education research information center, Microfiche, Dissertations and theses and newspaper etc.

Exploring the literature moves the researcher to the frontiers of knowledge where he can evaluate new findings in his field, gaps in knowledge contradictory findings and identifying needed research. He will be familiar with methods and bibliographies that may prove useful in his own investigation.

Research can be defined as the search for knowledge or any systematic investigation to establish fact. The primary purpose for applied research (as opposed to basic research) is discovering, interpreting and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe. Research can use the scientific method, but need not do so.

Scientific research relies on the application of the scientific method, a harnessing of curiosity. This research provides scientific information and theories for the explanation of the nature and the properties of the world around us. It makes practical application possible. Scientific research is funded by public authorities, by private groups, including many
companies. Scientific research can be subdivided into different classification according to their academic and application disciplines.

According to Environment constitute economic, social, scientific, aesthetic and ethical value for man. Human behavior is determined by several factors. In the study of various aspects of human behavior and characteristics several factors were found to be operating in the behavior of human being and the factors are determine how a man is behaving in a particular situation. Man’s sensory experience, his perceptual processes, his intelligence, motives and emotions, ambitions and aspirations, his interests and aptitudes like and dislike, attitudes and prejudices were studied in detail under various heading while studying these phenomenon psychologists have been using generally the environmental conditions. Many investigators have started to examine the psychological consequences of environmental issues. Several studies have been already made by some of the investigator relating environment. For example man and the environment in which he work, man and transportation system, man and machine system and so on.

Review of previous literature means literature similar to this research or a like this research which can be beneficial in the discussion of this research or previous such literature can be frontal to this research. Before studying a problem it will be useful to in dine how and what aspect this problem has studied and discussed in earlier years by previous researcher.

The present research has been aimed to measure:

“Attitude towards Development and Modernization in relation to social status.”

2.3 Studies of Development:-

1 Capturing age-group differences and development change with the BASC Parent Rating Scales.

Baptiste Barbot, Sascha Hein, Suniya S. Luthar, Elena L. Grigorenko (2014)

Estimation of age-group differences and intra-individual change across distinct developmental periods is often challenged by the use of age-appropriate (but non-parallel) measures. We present a short version of the Behavior Assessment System (Reynolds & Kamphaus, 1998) Parent Rating Scales for Children (PRS-C) and Adolescents (PRS-A), which uses only their common-items to derive estimates of the initial constructs optimized for developmental studies. Measurement invariance of a three-factor model (Externalizing, Internalizing, Adaptive Skills) was tested across age-groups (161 mothers using PRS-C; 200 mothers using PRS-A) and over time (115 mothers using PRS-C at baseline and PRS-A five years later) with the original versus short PRS. Results indicated that the short PRS holds a sufficient level of invariance for a robust estimation of age-group differences and intra-individual change, as compared to the original PRS, which held only weak invariance leading to flawed developmental inferences. The importance of test–content parallelism for developmental studies is discussed.
2 Role of Agriculture Effect on Economic Development in Karnataka.

Dr. Hanumanthappa K. M. (2014)

The role of agriculture in economic development can be traced since the time immemorial, but particularly in the eighteenth century in the writings of the Physiocrates in France. But the mercantilist had looked upon trade, particularly foreign trade and commerce, as the most important sector for initiating economic development. The Physiocrates argued that the nonagricultural sector was sterile, it means constant and unproductive. It does not generate any economic surplus or net product. Therefore, the agricultural sector plays the most strategic role in economic development. The rate of growth of non-agricultural sectors is limited compare to the growth of agricultural sector.

3 Development of a Concept Model for Knowledge Dissemination among Livestock Based Women Self Help Groups in Kerala State, Kerala.

Dr. T.P.Sethumadhavan, Dr. R.Senthilkumar & Dr. S.Ramkumar (2014)

Development of a concept model for knowledge dissemination can be viewed in terms of media, dissemination of knowledge and self help groups. Recently more number of women self help groups are interested to undertake livestock production as one of their livelihood options. Many women SHGs are involved in Goat and dairying as an income generating activity under the impression that it won’t need much skill. But women SHGs involved in dairying gradually realize it implies skilled work. This results in a knowledge gap among women SHGs in the areas of scientific livestock rearing practices in scientific breeding, selection of animals, housing, feeding, management, disease control, value addition and marketing of milk and milk products. Interventions, which will try to fill the above knowledge gap, must be given adequate importance. It is the duty of an extension worker to fill the knowledge gap so as to augment production. Women SHGs are interested to adopt simple technologies; that are sustainable, affordable and are available within their limits. Kerala being a state with high literacy rate in the country, farm publications and newspapers can play a key role in the transfer of appropriate technologies to livestock farmers. If properly utilized they can also influence farmers in the adoption stage and will reduce the technological gap. A study was conducted among 400 farmers selected from three regions of Kerala state with the objective of identifying knowledge pathways so as to assess the knowledge gaps and improvement of the systems. Development of a concept model for knowledge dissemination among livestock based women Self help groups will address some of the major issues affecting food security and sustainable livestock production system in the state.

4 The Trade Union Movement in Nigeria: Historical Developments, Challenges and Future Prospects.

Tinuoye A. Theophilius (2014)
The global chain of production helped stimulate the growth of multinational corporations who control most of world trade and capital. But on the other hand, workers have not fared so well. Many men and women still toil and labor permanently in deplorable conditions and environments with no health or pension benefits, sick or annual leave, or even the assurance that they will have a job the next morning. Inarguably, workers need a platform to seek some modicum of day to day liberties in their work life. Against the above background, coupled with shrinking opportunities and decline in living standards, the Nigerian Trade Unions have been a veritable voice and platform for expressing the views of Nigerian workers. The paper traced the history of the trade unionism in Nigeria, examined the historical developments in the Nigerian Trade Union Movement, highlighted the roles played by trade unions in national development and finally analyzed the challenges currently assailing trade unions in Nigeria. The paper concluded by noting that the need to protect workers lies at the heart of the evolution and development of trade unions throughout the world and with respect to this paper in Nigeria generally.

5 Development Flexibility in the Age of Globalization: Autonomy and Identity Development Among Immigrant Adolescents.

Andrew J. Fuligni and Kim M. Tsai (2014)

The socioeconomic and cultural changes that result from an increasingly interconnected world have been speculated to have important implications for the nature of adolescent development. Unfortunately, the historical time necessary for these changes to take place means that definitive research on the impact of globalization necessarily will be slow in forthcoming. Adolescents from immigrant families, however, already experience the social and cultural shifts thought to typify globalization, and an analysis of their experiences could shed light on what to expect as existing national barriers become more permeable. The value of flexibility in the face of great social and cultural change appears to be the dominant theme from research on immigrant youth, although that flexibility can be constrained by socioeconomic, ethnic, and racial stratification systems in host societies. This review highlights the implications of these findings for what may lie ahead for teenagers as globalization continues to expand.

6 Developments and Trends of Islamic Banking (Interest Free Banking) in Turkey.

Dr. Ismail Yildirim (2014)

Participation banking (the official name of Islamic Banks in Turkey) is a banking system in which funds collected from account owners are evaluated in the real economy within the principles of interest-free financing and the profit or loss is shared with the account owners. Islamic banks are organized under and operate upon principles of Islamic law which requires risk sharing and prohibits the payment or receipt of interest. Turkey’s Islamic finance sector enjoyed a boom in the years following 2002, with growing demand supported by the republic’s socio-political dynamic and large Muslim population. Islamic Banking has been
increasing its share in the Turkish financial market. In this paper, the development and trends of the Islamic banks in Turkey and their increasing share in the Turkish financial market will be assessed.

7 Public private partnerships in Infrastructure Development of Rural Areas: Opportunities and challenges in India.

Dr. J. N. Wiley (2014)

India got its independence carrying a legacy of around 90 percent of its people living in rural areas, with around 15 percent of the people literate, more than 80 percent population dependent on traditional farming with massive poverty, poor infrastructure, unbalance regional development and backwardness. At the time of independence, sustainable socio-economic development was the utmost priority of the national government. Infrastructure development was obviously a very important component of development. Agriculture continues to be a fundamental instrument for sustainable development and poverty reduction. The vision of A.P.J. Abdul Kalama of a developed India by 2020 cannot be expected without the development of rural areas as it constitutes 68.84 percent according to the census 2011 (provisional). There is lack of basic infrastructure like roads, transport, power, water supply and sanitation, irrigation, telecommunication, education and health services, etc., in rural villages. Elimination of poverty, ignorance, diseases, inequality of opportunities and providing a better and higher quality of life were the basic premises upon which all the plans and blueprints of development were built. Many programmes like Indira Awas Yojana, Swarnjayanti Gram Swarojgar Yojana, Pradhan Mantri Gram Sadak Yojana, BharatNirman, Central Rural Sanitation Programme, National Rural Health Mission, etc. were initiated by the government to boost infrastructure development. These programmes did not achieve much success in addressing the infrastructure deficit. The government is only restructuring and combining the programmes like Integrated Rural Development Programme and allied programmes i.e. Training of Rural Youth for Self Employment, Ganga Kalyan Yojana, Million Wells Scheme, etc. to Swarnjayanti Gram Swarojgar Yojana which was again restructured to National Rural Livelihood Mission to reduce the poverty and improving the quality of life. There is lot of corruption in government initiated programmes and schemes, lack of expertise, absence of coordination and allocation of meagre funds from central, state and local government. Public Private Partnerships (PPP) can supplement the infrastructure deficit as well as sustainable development of rural areas. In the beginning, PPP technique was restricted to the road sector. Presently, the government is resorting to this arrangement in areas such as education, health, transport, power, water supply and sanitation, irrigation, telecommunication and other related infrastructure services to underpin both accelerated sustainable infrastructure development and improved service delivery. As of August 2012, 881 PPP projects have been initiated and most projects are in education, health, roads and power. It helped in revolutionizing telecommunication, connecting rural roads with state and national highways, educational, power, water supply and sanitation in rural areas. The government amended many policies for implementing PPP projects, but it still faces people’s
protest against land acquisition and user charges (tolls), lack of incentives given by governments to private players in rural areas, no fast track approval of projects and many projects are urban centre. PPP can be profitably harnessed to reinforce India’s position on the world map.


Dr. S. K. Smith (2014)

The paper explores the potentials and challenges of adopting local economic development (LED) in Nkayi district. It discusses the economic activities that have been adopted by the citizens of the Nkayi district in bid to create employment and sustainable sources of livelihoods. The paper further questions the role of development institutions in the Nkayi district in promoting business-enabling environment. The research employed purposive sampling. Data was gathered through questionnaire, key informant interviews and observation in Nkayi district. Research revealed that Nkayi citizens are engaged in various income generating projects using locally available resources. There is a general lack of concerted effort by the development actors in Nkayi district to work towards LED related. This could be attributed to the fact that Zimbabwe as a whole has not adopted LED as a development strategy. Nkayi is endowed with many natural resources that can be intelligently exploited for the betterment of the community; however, it is faced with challenges in achieving LED as a district. The paper concludes that there is a need for the government of Zimbabwe to shift from a sectored approach to development and adopt a region specific approach to development.

9 Rural Women Entrepreneurship and Economic Development in Prakasam District.

Dr. K. Prabhakar (2014)

In the history of human development, woman has been as important as man. In fact, the status, employment and work performed by women in society is the indicator of a nation’s overall progress. Without the participation of women in national activities, the social, economical or political progress of a country will be stagnated. Rural women in India constitute 77 per cent of the female population. They share abundant responsibility and perform a wide spectrum of duties in running the family, maintaining the house hold activities like rearing, feeding, attending to farm labour, tending domestic animals and the like, even then they suffer from being both economically and socially invisible. The primary objective of the paper is to study the extent of rural women empowerment through various income generating activities Prakasam district is one of the pioneering districts for the implementation of the DWACRA as pilot project in the Andhra Pradesh state along with Srikakulam and Adilabad. Presently, there are 3 Revenue divisions in Prakasam district consists of 35338 SHGs. Of these, Veligandla Mandal has been selected for this study, because of these SHGs are very successfully running their business in this Mandal
10 Constraints of Participants to the Effective Performance of Agriculture and Rural Development Programs in Nigeria: YOBE IFAD-CBARDP Experience.

Galadima M. (2013)

The effectiveness of the roles and Performance of Agriculture and Rural Development Programs in Nigeria should be measured against their ability to engender the preconditions to the attainment of rural development objectives. The major thrust of this study was to examine the constraints faced by participants of IFAD-CBARDP in Yobe State, after the first phase of its program. Objectives were achieved using multi-stage sampling techniques. A well-structured questionnaire was used to elicit primary data from respondents. Secondary data were journals, Annual reports and baseline data of IFAD-CBARDP, previous researches and other related periodicals. Descriptive Statistics were utilized for the analyses. The findings revealed that, the majority (51%) of respondents were male with age ranging between 20 and 65 years averaging 40 years. About 97% were married, having a household size range of 5-10 persons and about 68% had formal education. The result revealed that, cultural factors and inadequate capitals were among the major constraints that hindered the effective performance of the program. It is therefore recommended that, mass sensitization should be adopted as a tool for curbing the cultural predicaments and participants were also encouraged to form cooperative groups in order to pool their resources together so as to improve their financial capability. Program planners and implementers are therefore urged to intensify awareness creation among rural dwellers and adopt the use of community driven development approach (CDD) in the execution of rural development projects with poverty alleviation thrust as in the case of IFAD-CBARDP.


Llkay Demir (2012)

This article aims to provide an overview of youth research in Turkey, from the building years of the Turkish nation-state to the present. It discusses two broad traditions of youth research in Turkey, namely, sociocultural research and psycho-pedagogical research. In particular, it addresses the representative scholarly discourses and the main research lines of Turkish youth research, with specific attention to domestic social context. Adopting a comparative perspective, it also aims to address how Turkish youth research relates to broader trends. Finally, it takes a closer look at the current state of youth research in Turkey.

12 Psychological components of successful functioning and positive youth Development and self-esteem among male and female University students.

Dr. R. K. Vaghela (2010)

The emerging importance to the field of positive youth development prompts to understand the youth perspectives about successful functioning in the competitive world. The positive development of an individual is not first problem free life (culturalootal,2004)
instead, in addition, it has a direct bearing on your happiness and well-being. The focus should be on promoting emotional, social, behavioral and cognitive and self-worthy and self-acceptance competence of the individual, self-worthy depends on one’s own estimation about himself. The main focus research question is whether the psychological components of positive youth development domains lead to successful functioning as its contributes in building high self esteem of the Indian youth more over this study reveals the helpful information to understanding the positive psychology for positive attitude. The sample size was 60 university students from various part of India. It consists of 30 males and 30 females studying in post graduate course at Rajiv Gandhi National Institute of youth Development. The quota sampling method was adopted to have an equal representative of male and female from various states of India. The qualitative and quantitative analyses were carried out to answer the research questions.

13 Development of the Indian gender role Identity scale.

Jayanti Basu (2010)

The paper reports the preparation of the Indian Gender role identity scale (IGRIS) to assess psychological masculinity and femininity in our culture. Review of literature reveals that while scales for assessing Gender Role Identity are available in the west, no such scale has been prepared in India taking in to account the rigorous methodological procedure recommended for such scale. At the same time there are ample evidences that use of items in one culture are likely to be invalid in a different culture, since the meaning of masculinity and feminist differs widely across cultures. In the present scale the methodology followed by Saundra. Beam was roughly followed, accommodating for the major critiques of Beam’s scale. At various phases it utilized 2486 subjects between the age among which 1240 were female and 1246 male. The final scale consists of 30 items to be judged on a 7 point scale to describe one. The item validity, construct validity, reliability and working norm are provided.

14 Development of a scale to Assess pilot Attitude Towards cockpit Automation.


In the present study a scale was developed for measuring attitude toward cockpit automation. This scale had 3 parts: the first part of the scale contained biographical information of pilot such as age, rank, education, flying hours and the list of automated system used during flight, the second part consisted 10 items related to general attitude toward cockpit automation and the third part had 20 items related to several categories of automated systems like design reliability flight management system input, output, feedback, skills training, monitoring and procedures, work load, an overall impression. All the statements of the scale were constructed using Likert type items which varied from strongly disagree to strongly agree i.e. from 1 to 5. The scale was administered to 163 pilots at Emby Riddle Aeronautical University. Their age ranged from 24 to 49 years. Mean scores of pilots showed that the majority favored advance automation in the cockpit and agreed that pilots
were controllers rather than monitors conversely, pilot had lowered preference for flying advanced automated aircraft and they claimed not to rely on automation. The scores of part 3 were subjected to principal component analysis (PCA) which revealed that presence of six factors with Eigen values greater than 1. These factors we named as workload, design, skills, feedback, reliability and self-confidence. The reliability of the six factors were also computed using coefficient alpha which ranged from 75 to 98. The overall reliability for the scale was 91. In the early stages of research on by apotheosized measure of a construct, reliability of 70 or higher are recommended. By these criteria, the attitude toward cockpit automation scale demonstrates satisfactory reliability.

15 Development and psychometric evaluation of a measure of self-construal.

Rakesh Pandey and Nimita Srivastava (2008)

Based on the cultural theory of self-construal of Markus and Kitayama (1991) the present paper describe the development of a scale to measure the culturally construed dual self-processes, viz, independent and interdependent self-construal’s. The scale development followed the factor analytic approach. The finding of the factor analysis revealed two orthogonal factors – independent self-construal and interdependent self-construal. The psychometric properties of the scale were also found to be satisfactory. The scale was found to be internally consistent. The Chronbach’s alpha for the independent self-construal was found to be 521 and that for interdependent self-construal 74. The reliability of the full scale was found to be 69. The observed low reliability of the ‘interdependent self-construal’ such scale as compared to both interdependent self-construal sub scale may be because of the shorter length of the subscale or restricted response variance. The present paper also reports the satisfactory validity of the scale demonstrated in other studies. Overall findings of the present study suggest that culturally construed independent and interdependent self perception can be reliably and validly measured by the present scale.

16 Research in the psychological Development of Infants: An overview.

William Kessen (2005)

The way in which psychologists see the infant is an important factor in the research on child development. This article contributes to the changing view by pointing up the competent and active infant. Although his focus is on infancy and his research at Yale is with infants, cession’s conclusions reinforce the thinking on goal seeking behavior and the role of the environment presented in the articles by Hunt, White, Piaget, and the other authors in part.

17 Role of Institutional Finance in the Development of small scale Industries in Kerala.

B. Gopakumar (2005)

Role of Institutional Finance in the Development of small scale Industries in Kerala analyses the role of KFC in particular and views that overdue and recovery problems ail the
corporation to a great extent. Gopakumar calls for a better and creative approach for comfortable recovery procedure.

18 Development of a parental Attitude Research instrument.

Earl S. Schaefer and Richard Q. Bell (2005)

Schaefer and Bell, like Rheingold, conducted their study as staff members of the National Institute of Mental Health. Their aim was to develop an attitude instrument that would indicate how mothers felt about family life and children. Theoretically, these attitudes would then be revealed in the behavior of the mother toward the child and would thus influence the child’s development. This study reports only the first step, the development of such an instrument: the article by show and Dutton (49) illustrates one of its applications.

19 Development and Validation of the socio-cultural attitudes towards appearance questionnaire.

Leslie J. Heinberg, Dr. J. Kevin Thompson & Susan Stormer (2003)

The socio-cultural Attitude towards Appearance Questionnaire (SATAQ) was development to assess women’s recognition and acceptance of societal sanctioned standards of appearance. In study 1 factor analyses revealed two clear-cut factors: awareness/acknowledgement of societal emphasis on appearance and an internalization/acceptance of these standards. These findings were cross-validated in study 2, resulting in a six-item Awareness subscale (alpha=71) and an eight-item Internalization subscale (alpha=88) study 3 obtained good convergence between both scales and multiple indices of body image and eating disturbance. Regression analysis indicated that both factor accounted for unique variance associated with body image and eating dysfunction, however, internalization of standards was a stronger predictor of disturbance. The SATCS should prove useful for researcher and clinicians interested in body image and eating disorders.

2.4 Studies of Modernization:-

1 Modernization and Social Change among Adolescence.

Trupti Chandalia (2015)

The main purpose of this research was to find out the mean difference between modernization and social change of rural and urban Adolescence. The total 480 sample were taken, out of 480 sample 240 were rural Adolescence & 240 urban adolescence were taken from Rajkot and Junagadh District. The research tool for comprehensive modernization, Prof. S. P. Ahluwalia & Dr. Ashok Kalia comprehensive modernization inventory (1985) was used for social change, Dr. Rama Tiwari, Agra, Miss Romapal and Miss Radha Pandey’s social change inventory used. Here Gujarati Adaption used t-test was applied to check the difference of modernization and social change. Check relation Karl-person ‘r’ method used. Result revels that significant difference in Modernization and social change with respect both
rural and urban adolescence. While the co-relation between modernization and social change reveals positive significant difference. that means modernization are more so social change are more.

2 How Modernization Instigates Social Change Laptop Usage as a Driver of Cultural Value Change and Gender Equality in a Developing Country.

This research examines how technology usage can instigate social change in a developing country. We expected that technology usage leads to changes in modern cultural values and attitudes toward gender equality while traditional values persist. This was tested in an information and communication technology (ICT) for Development Aid project among Ethiopian children who had received a laptop. A longitudinal field experiment compared children who received a laptop (n = 573) with a matched control group without a laptop (n = 485). Measures were taken before laptop introduction and 6 months later. Laptops had medium to strong effects on value and attitude change, particularly in rural areas. Children with laptops endorsed modern values more strongly, but traditional values were bolstered as well. Modern value change mediated the effect of laptop usage on the endorsement of gender equality. Theoretical and practical implications for cultural changes related to gender equality are discussed.

3 Psychological Aspects of Modernization in Turkey.
Cigdem Kagitcibasi (2014)

A attitudinal, inspirational, familial, and social structural variables were assessed among Turkish high school students. Two main personality types emerged. Type 1, the traditional, was characterized by core authoritarianism, anomia, pessimism about personal future, belief in external control of reinforcement, and religious orientation. Type 2, the modern, was characterized by optimism about personal future, belief in internal control of reinforcement, and achievement orientation. Type 2 was found to develop in a family atmosphere characterized by affection, whereas Type 1 was associated with family control. Family control, in turn, was found to be more characteristic of immobile, lower-SES, and rural homes, whereas family affection characterized upper-SES homes. Thus, social structural variables affected attitudinal dispositions, and specifically modernity, through the mediating role of the family. Sex differences in modernity were also obtained.

4 A Sociological Perspective of Generation Gap.
Sridevi K. Patil (2014)

In recent years the problem of unrest among the youth is on increase, because youths of today are very much influenced by the process of modernization than their parents. Hence there is lot of difference in attitudes, values, behavior patterns and aspirations between youths and their parents. This type of difference is not of recent origin but the magnitude of the
difference is greater today due to impact of modernization in India. India is one of the developing countries of the world with a fairly heterogeneous population in which the process of modernization is most visible. After independence Indian society is undergoing rapid socio-cultural changes due to this continuing process of modernization. The spread of urbanization, literacy and industrialization have brought about distinctive psycho-social changes in the personality structure of the individuals, who exposed to them. Therefore today we find more conflict between modernized and traditional sections of the society. This reflects in generation gap.

5 Modernization of Male & Female Higher Secondary School Students - A Comparative Study.

Dr. Najmah Peerzada (2013)

Modernization is understood as a process which indicates the adoption of modern ways of life and values. It is a process which changed the society from primarily agricultural to industrial economy. It is an attempt on the part of people particularly those who are custom-bound, to adopt themselves to the present time conditions, styles and ways in general. It indicates a change in people’s preferences, ideas, values, speaking styles etc. The present study examined the modernization of male and female higher secondary school students. The sample of the study consisted 60 higher secondary school students i.e. 30 male and 30 female students. Modernization of students was measured using R.S Singh’s Modernization Scale (RSSMS). Results indicated that male higher secondary school students have significantly higher mean scores in terms of modernization. Males have more freedom in marriage, politics and employment than females.

6 Attitude Towards Modernization of under-graduate students: A study.

Pooja Malik, Swati Gupta & Anita Jan (2013)

The present study was conducted to assess the attitude of under-graduate students towards modernization. A sample of 200 under-graduate students was selected by using simple random sampling from different colleges, affiliated to C.C.S. University, Meerut. Attitude towards modernization was assessed by employing The Modernization Scale developed by R.S. Singh, A. N. Tripathi and R. Lal (1). Findings of the study revealed that choice of stream has no impact while gender affects the attitude of under-graduate students towards modernization.

7 Modernization: Impact, Theory, Advantages and Disadvantages.

Dr. Asha Chaudhary (2013)

Modernization, Modernization theory A term and approach that came into widespread use in the early 1960s, as a consequence of the efforts by a group of development specialists in the United States to develop an alternative to the Marxist account of social development. In its most sophisticated variants, modernization theory explains modernization by reference to
the onset of the process that Talcott Parsons refers to as structural differentiation. This is a process which may be triggered in many different ways, but which is most likely to be initiated by changes in either technology or values (as in Parson's 'pattern variable' schema). As a result of this process, institutions multiply, the simple structures of traditional societies are transformed into the complex ones of modern societies, and values come to bear a striking resemblance to those current in the United States of the 1960s. A good example of the genre is the work of the American comparative sociologist Alex Inkeles, best known for his many studies of the attitudinal aspects of modernization, mostly using survey data and psychological tests to explore ‘the process whereby people move from being traditional to become modern personalities’. Here the author presented the part of Modernization and Modernization theory.

8 A Study of the Impact of Modernization on Career and Family Values of Women.

Naeem I. (2012)

Modernization has proved to be an extremely powerful but uncertain force in the perspective of human affairs. Hence it is important to study its effect on various values of people. Two of the most conflicting values today faced by women are career and family values. The current research titled 'A Study of the Impact of Modernization on Career and Family Values of Women' aims to study the impact of the levels of modernization on career and family values of married and unmarried women. 'The Modernization Scale' developed by Singh, Tripathi and Lal (1987) 'Career and Family Values Scale' developed by Tanwar and Singh (1997) were administered on a sample of 80 married and unmarried Goan women between the age ranges of 19 to 35 years. A survey design was used to carry out the study. Statistical computations included Mean, t Tests and one way ANOVA. The findings revealed A) All women whether married and unmarried, had high career values B) Women across different levels of modernization had high career values, C) High modernized women had low family values and low modernized women had high family values and D) Marital status played an important role in the family values of women, i.e. married women had higher family values than those who were unmarried. Thus the study concludes that modernization has a greater impact on family values than the career values of both married and unmarried women.

9 Forging the job: a crisis of 'modernization' or redundancy for the police in England and Wales, 1900-39.

Kaius T. (2011)

After 1918, policing 'modernized' by switching resources from drunks and vagrants to motorists and indictable offenders. Since the late nineteenth century, traditional preventive policing practices had been under threat. By the end of the first world war a crisis had
developed when the Exchequer replaced municipal authorities as the dominant paymaster, policy pay soared, and police numbers were frozen. Suddenly, the police began to report escalating statistics of indictable crime and road accidents creating supply-led pressure for new police services. Management targets were set to cut more traditional non-indictable police prosecutions to make space in the courts for motorists who were more lucrative to the Exchequer than drunks, and indictable crime which was of greater interest to the Home Office than the enforcement of municipal regulations.

10 Consumer responses to sexual advertising: The intersection of modernization, evolution, and international marketing.

William Smith (2011)

Drawing on insights from evolutionary psychology and sociology, this research seeks to explain the gender differences and within-sex variations in consumer responses to nudity in advertisements. Specifically, we argue that the abundant resources that come with modernization emancipate women from the dependency on a long-term relationship with a male partner for child bearing and rearing. Therefore, women in modern societies are more likely to use fast reproductive strategies (e.g., short-term mating) to enhance the chances of getting good genes from their mates for their offspring. Their physiological arousals activated by and attitudes toward male or female nudity in ads will change accordingly. In contrast, men’s responses to nudity in ads are less affected by modernization. We conducted an experiment in six Chinese cities and obtained supportive evidence to illustrate these differences. There was also evidence indicating that the socialization of high socio-economic status may offset the force of evolution. This study highlights the usefulness of an interdisciplinary approach in answering important questions in international business. The findings are discussed with a focus on the integration of strategic pluralism theory, life history theory, parental investment theory, and socialization theory.

11 Modernization, self control and lethal violence.

Manuel Eisner (2011)

The present paper examines secular trend’s of homicide rates by means of a systematic re-analysis of all available quantitative studies on pre-modern homicide. The results confirm first that homicide rates have declined in Europe over several centuries second the empirical evidence shows, that unequivocal decline began in the early seventeenth century. Third the data indicate that the secular decline begins with the pioneers of the modernization process. These findings corroborate much of the civilizing process from work proposed by Norbert Elias. Yet, the diffusion of self-control was sustained not only by compliance to the state monopoly of power but by variety of disciplining intuitional
arrangements. This includes, for example the early expansion of schools, particularly in Northern Europe the rise of religious reform movements and the organization of work in manufacturing second, while social disciplining certainly is the central feature of the early modern period, it also served to push forward the rise of the specifically modern individualism that Durkheim sees as the cause of the decline of individual level violence.

12 Modernization, Paranoia and conspiracy culture.

Stef Aupers (2011)

Popular conspiracy theories, like those about JFK, the attacks of 9/11, the death of princess Diana or the swine flu vaccination, are generally depicted in the social sciences as pathological irrational and essentially, anti-modern. In this contribution it is instead argued that conspiracy culture is a radical and generalized manifestation of distrust that is embedded in the cultural logic of modernity and ultimately, produced by processes of modernization. In particular, epistemological knowledge claims, ontological insecurity about rationalized social systems like the state, multinationals and the media and a relentless will to believe in a disenchanted world-already acknowledged by Adorns, Durkheim, Marx and Weber now a day’s motivate a massive turn to conspiracy culture in the west.

13 Modernization, secularization, Vatican 2 and the Decline of religious voting in Italy.

Piero Ignazi & E. Spencer (2011)

The authors examine the effects of modernization and secularization on the vote for the religious party in the Italian first Republic (1948-1992). In addition to modernization and secularization they also introduce two new factors to the analysis: the importance of institutionalized church and effects of the church’s Vatican 2 reforms. Italy is of particular relevance because of the centrality of the catholic religious in the Italian society and politics and the domination of the religious party the Christian Democracy in the country’s party system until 1992. The author analyze the impact on the DC vote of a series of indicators of modernization and secularization and church organization and reform. The uniqueness of the analysis rests on the exceptional detailed and historical data for the Italian commune (N=6,140) cross this time period and the use of advanced quantitative techniques. The analysis confirms the traditional interpretation of secularization but also stresses effects of the church’s reforms of Vatican 2. These reforms which deemphasized the institutionalized church in favor of more individualized, spiritual view, were intended as a response to modernization. Instead of the reforms hastened the decline affiliated organizations and the religious party.

14 A Social-Psychological Analysis of Modernization in the Philippines.

Devid L. (2010)

Four field studies of aspects of modernization in the Philippines are summarized: transitory ownership of space in a city, the development of the fishing industry in a provincial
town, the practices of market vendors, and the development of modern attitudes. Processes of change and resistance are interpreted with reference to laboratory studies of cross-situational consistency, gaming strategies, avoidance learning, and operant conditioning.

15 Income and Happiness in Time of post communist Modernization.


This paper discusses the relations between economic development, family income and happiness in post-communist Poland from the point of view of Inglehart’s theory of modernization. The happiness is understood as satisfaction with income and life, and as psychological well-being. The analysis of survey data yields the conclusion that economic development reduces the strength of the relation between income and satisfaction as well as between income and psychological well-being. These findings may be explained by changes in the value system from collective to individualist even when these values are not directly measured. The analyzed data are from a six’s of representative surveys conducted in Poland during a period of political and economic transformation. Official statistical data on Polish economic development during the same period are used as a background for survey results. The relation between income and happiness change in Poland in a way consistent with Inglehart’s Modernization theory.

16 The Modernization of Entrepreneurship.


The distinguishing ‘modern’ features of industrial entrepreneurs, particularly in the early stages of industrialization are identified, along with the influences that brought those characteristics about. Defining the entrepreneur as one whose task it is to make decisions, it is argued that modern entrepreneurs required large amounts of fixed capital, regarded their jobs as lifelong commitments, and assumed a more scrupulous attitude toward their buyers than had earlier generations. Modern industry was based on an elaborate credit system and was inextricably linked to technological progress following a discussion of the characteristics of modern entrepreneurs, it is argued that modern industrialization arose through developing areas discoveries of substitutions for various prerequisites for industrial development. Human ingenuity always finds ways of bringing modern industrialization to the most backward countries (SAA).

17 Modernization, Modernity and perceptions of aging: a cross cultural study.


Data from a comparative study of 5,450 young males in six developing nations were used to investigate the association between modernization or modernity and negative attitudes towards aging. The findings question the frequent assertion that modernity (the exposure of individuals in developing nations to industrial technology and urban social experiences) results in negative perception of aging and diminished value attributed to the
aged. The data do provide support for the hypothesis that modernization (societal development) is related to the negative perceptions of aging. Results suggest the necessity of differentiating between modernization and modernity as levels of analysis and of avoiding value-laden assumptions concerning advantages of either traditional or industrial social setting with respect to the position of elders.

18 Modernization and aging theory revisited: current explanations of recent developing world and historical western shifts in material family support for older people.


Modernization and aging theory has provided the main platform for the debate on changes in family support for older people in both the industrialized and the developing worlds. Although its well-known proposition of an abandonment of older people in individualistic society has received much attention and been solidly refuted, the modernization model continues to be the principal and most common framework for explaining the decline in familial material support for older people both historically in the west, or at present in developing countries. The main rival explanations is provided by materialist accounts. The ability of these explanations to provide a meaningful understanding of why material family support may diminish has however received little if any analytical attention despite its vital policy relevance especially for the developing world. This paper critically examines the content and basis of both explanatory models. For each it exposes fundamental conceptual and epistemological limitations that render neither able to provide a solid understanding of the nature and causes of decline in support. Building on this analysis, the paper proposes a new approach in order to develop a fuller conceptual and empirical understanding.

2.5 Important of the present Study:-

All progress is born of inquiry. Doubt is often better than over confidence, for it leads to inquiry, and inquiry leads to invention is a famous Hudson Maxim in context of which the significance of research can will be understood. Increased amounts of research make progress possible. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

Many research focusing on attitude toward development and modernization but no such is available on Generation gap or social status. Today the world is change in every minute and moment. The cities are developing and men use the 3d technology. He is change because the society is change people are accepting the challenge. We can see the changes in his behavior and this change will be changing his social behavior and aims of life. This all changes are create a new society. For this kind of changes, it is necessary to do something. So understand the social behavior in every moment men accept new challenge and fashion of new current trend. He is become modern and his thoughts are full of modernization and this effect is see in his life-style so modernization is a important part of social change many effect of modernization are positive and many are negative so, it is my humble try to study in the field.