METHODOLOGY
I. Aims Of The Study

The second phase of the present study aimed at making cross-cultural comparisons between North Indian and South Indian women and also between Working and Non-working women on the variables of Assertiveness, Locus of Control, Need for Approval and Personality (N,E,L).

A consideration of regional differences is crucial to any analysis of the important aspects of Indian social life. A close scrutiny of the historical perspective of India, reflected the sharp differences in the cultural practices of the North and the South. It is generally believed that the Dravidians were the native inhabitants of India, speaking the proto language-Tamil. Unlike North India which bore the brunt of the Aryan invasion, South India was relatively sheltered from foreign attacks and hence, the southern people were able to preserve most of their traditions. The role of women in agriculture in the rural areas of South was very different from the role of women in agriculture in the rural areas of North. Further, "the systems of kinship and marriage are generally different in the Dravidian speaking areas in South India as compared to the Indo-Aryan speaking areas in North India" (Beteille,
1975). It was expected that the disparity in the culture of North and South India would bring about significant changes in the people’s attitudes, beliefs, religious practices etc.

The present work aimed to analyse the differences between North Indian and South Indian women on the dimensions of Assertiveness in relation to Locus of Control, Need for Approval, Neuroticism, Extraversion and Lie. In the case of working and non-working women, the pressures exerted by society were different. Moreover, economic independence and the ability to have a separate identity may make a working woman more independent and self-confident than her non-working counterpart. All this may bring about marked differences between the working and non-working women on a number of counts. The aim of the present study was to investigate the differences between working and non-working women on the variables of Assertiveness, Locus of Control, Need for Approval, Personality (N,E,L).

II. Hypotheses

In India, this was one of the pioneering studies of its kind and, as such, little earlier evidence was available to indicate a directional hypothesis with regard to the cultural comparison between North Indian and South Indian women. However, a close look at other studies which provided indirect evidence for the present study and the sharp
cultural differences between North and South India led us to formulate the following hypotheses:

1. **Women And Assertion**

   (i) **Working/non-working women and assertion**

   A working woman was exposed to a wider range of stimuli than a non-working woman. Further, the additional exposure to the work environment required greater display of coping skills on the part of the women in a job. Also the ability to earn a living greatly enhanced the feelings of self esteem and personal worth and increased self confidence of the working women. All these factors could contribute to the development and display of greater assertive ability in working women.

   Hence, it was hypothesized that working women would be more assertive than non-working women.

   (ii) **North Indian/South Indian women and assertion**

   North of India has faced frequent foreign aggression in the past. Also the North Indians had to face the agonies of Partition and the carving out of a new country - Pakistan. As a consequence, the people took to arms in self-defence as well as in a bid to safeguard their land and property. When the men went to the battlefront,
the onus of safeguarding their honour fell on the women-folk. This made them aggressive. There is a lot of controversy about the exact parameters of aggressive and assertive behaviours. Also, aggressive behaviour was frequently confounded with assertive behaviour (Baer, 1976; Rathus, Fox and DeCristofaro, 1979). Therefore, it was reasonable to assume that the women also became more assertive as a fall-out of their political and social environment. On the other hand, the South faced less of the political turbulence or turmoil which follows the aftermath of war. Centuries of serene and calm existence enmeshed the people in all pervading peace. Resultantly, people became easy going with a propensity of peaceful living which ipso facto made them inclined to lead a trouble free life where aggression or militancy were relegated to the remoter corners of human nature. Furthermore, victorious invaders settled down in the North which led to intermingling of bloods. Hence, turbulent times coupled with the blood of foreign invaders have ingrained greater assertion and aggression of spirit in the North Indians as compared to the South Indians.

Therefore, it was hypothesized that North Indian women would be higher on assertiveness in comparison to South Indian women.
(iii) **Working women of North and South and assertion**

On the basis of earlier hypothesis of the present study where it was expected that working women would be more assertive than non-working women and also North Indian women would be more assertive than South Indian women, an inference could be drawn about the expected differences between the North Indian and South Indian working women.

**It was, therefore, hypothesized that the working women of North would be more assertive than the working women of South.**

Since assertiveness was also studied in relation to Locus of Control, Need for Approval and Personality (N,E,L) the following hypotheses were also formulated:

**I. Assertion and locus of control**

In a review of the literature pertaining to internal-external control, Joe (1971) suggested that a number of studies indicate internals showing more initiative in their attempts to control their environment as compared to externals. Such results implied that internals not only perceive rewards to be contingent upon their own actions but this generalized expectancy may be reflected in behaviours which were termed assertive.

Applebaum, Tuma and Johnson (1975) supported this contention by saying, "given the basic assumption that
internals tend to view reinforcers as contingent on their own behaviour, it would be reasonable to hypothesize that internals would be more assertive than externals".

In the light of earlier studies, in the present work also it was hypothesized that assertiveness would be positively related to internal locus of control (ILC).

II. Assertion and need for approval

The negative relationship between assertiveness and need for social approval had been substantiated by a number of investigators (Lobel, 1981; Lohr and Bonge, 1982; Ramaniah et al 1986; and Mohan and Majithia, 1992).

On the basis of these findings, in the present study also it was hypothesized that assertiveness would be negatively related to need for social approval.

III. Assertion and personality

(i) Assertion and neuroticism

In Eysenck's (1953,1957) description Neuroticism referred to the emotional lability, over responsiveness or arousability of a person. Neuroticism was marked by anxiety, worries, insecurity and the likelihood of breaking down under stress. An assertive individual, in contrast, was rational, equipped with the requisite skills to face life's problems, was self-confident and well integrated.
De Man and Green (1989) found neuroticism to bear a negative relationship with assertiveness. On the basis of this finding, in the present study also it was hypothesized that neuroticism would be negatively related to assertiveness.

(ii) Assertion and extraversion

Eysenck (1967) reasoned that persons who are high in neural inhibition displayed extraverted forms of behaviour as the resonance of their experiences was too short to support an inner thought life. Persistent neural stimulus traces were found in persons with low neural inhibition. This led to the inward direction of attention characteristic of a typical introvert. The typical extravert was outgoing, sociable, liked parties, had many friends, craved excitement, acted on the spur of the moment, was carefree, easygoing and optimistic (Eysenck and Eysenck, 1968).

The earlier studies did not directly compare assertiveness and extraversion, though a few studies bore a tangential relation to the issue. In one such indirect study, Carment and Miles (1965), found persuasiveness to be related to intelligence and extraversion. The results showed that subjects who were more intelligent and extraverted displayed greater persuasive ability but were less likely to be persuaded themselves. Averett and McManis (1977) said,
"the characteristic of persuasibility as described in this study resembles the definition of assertiveness given by Fensterheim and Baer (1975); this study suggests that assertiveness and E should be positively related". More indirect evidence could be gathered from Rim’s (1971) finding of a significant positive relationship between extraversion and risk-taking. Since willingness to take risks showed compatibility with the definition of assertiveness, further suggestive evidence was provided by this study that there would be a positive relationship between assertiveness and extraversion.

These findings led to the formulation of the present hypothesis that assertiveness and extraversion would tend to be positively correlated.

Secondary Hypotheses

In the present work, some secondary hypotheses were also formulated to bring out the relationship between the variables of need for approval, locus of control and personality. These relationships were explored in the following portion of this chapter.

1. Need for approval and neuroticism

In one study, McCrae and Costa (1988) found self-esteem to be related to low neuroticism. Block and Thomas (1955), and Leary (1957) found a relationship between low
self-regard and neuroticism. Since research showed that need for approval bore a negative relationship to self-esteem (Marlowe and Gergen, 1970) it could be hypothesized that high need for approval would correlate positively with neuroticism.

2. Need for approval and extraversion

There was indirect evidence that need for approval would be positively related to extraversion. In one study McCrae and Costa (1988) found self-esteem to be related to high extraversion. Since the close theoretical relationship between need for approval and self-esteem had been highlighted by a number of researchers e.g. Hovland, Janis and Kelley (1953) and Marlowe & Gergen (1970) who said, "heightened dependence on others for approval presumably stems from the individual's need to bolster his self-esteem", an indirect inference can be made that low need for approval would correlate positively with extraversion.

3. Need for approval and locus of control

In a study concerning the personality characteristics of conformers (Odell, 1959) it was found that subjects high on externality showed greater tendencies to conform (Crowne and Liverant, 1963).
Marlowe and Gergen (1970) said "the females' greater disposition to conform may largely be determined by external social forces".

The relationship between conformity and need for approval had been studied by several authors (Jones, Jones and Gergen, 1963; Miller, Doob, Butler and Marlowe, 1965; Marlowe and Gergen, 1970). They all reported similar findings that subjects high on need for approval would show greater social conformity.

These studies provided indirect evidence for the hypothesis formulated in the present study that high need for approval and external locus of control (ELC) would be positively related.

4. Locus of control and neuroticism

Layton (1986) administered Rotter's Internal-External Control Scale and Eysenck's Personality Questionnaire to 241 males. He reported external locus of control (ELC) to have a positive correlation with neuroticism. These results found support in DeMan and Green's (1988) findings that individuals high on neuroticism tended to have an external locus of control.

This earlier evidence led to the formulation of the present hypothesis that external locus of control would be positively related to neuroticism.
5. Locus of control and extraversion

Layton (1986), in a study of 241 males who were administered Rotter's Internal-External Locus of Control Scale and Eysenck's Personality Questionnaire, found external locus of control to be independent of extraversion. Thus, in the present study it was hypothesized that external locus of control and extraversion would not be related to each other.

III. Design

A factorial design of 2x2 was used. The sample consisted of 400 female subjects, working and non-working women. These two groups were further sub-divided into two groups - North Indian and South Indian women. In this way, a 2x2 design yielding 4 cells was made. In each cell there were 100 subjects so that a total sample of 400 subjects was obtained.

IV. Sample

The sample was selected by using the technique of incidental sampling. The sample in the present investigation consisted of 400 subjects which included 200 working and 200 non-working married women who were further sub-divided into North Indian and South Indian women. The age-range of the
respondents was between 30-40 years. Only educated (graduation and above), married, middle class women were taken for the purposes of the study.

V. Instrumentation

Keeping in view the requirements of the study the following tools were used:

1. **Assertion Scale for Women (ASW)**

   This scale consisted of 36 items and provided a measure of assertiveness. A Yes-No format was used for the responses and the items were scored in the direction of assertiveness. The details of the standardization of the scale were given in Chapter III.

2. **Rotter's I-E Locus of Control Scale**

   The locus of control construct evolved from Rotter's (1954) social learning theory. The concept of Locus of Control as suggested by Rotter (1954) was based on whether people perceive the contingencies affecting outcomes as dependent on their own actions or whether they believed outcomes to be contingent upon forces beyond their control. "Individuals who have low perceptions of such contingencies are said to have an internal locus of control, they believe
that their actions produce outcomes. Those who have high perceptions of contingencies are characterised by an external locus of control, they believe that outcomes are the result of contingencies rather than their own actions" (Pareek, 1982).

Rotter's (1966) I-E Locus of Control scale consisted of 23 items which gave a measure of Externality. An additional six items served as fillers and did not measure Externality. They were items 1, 8, 14, 19, 24 and 27 and did not have to be scored. High scores on this scale denoted Externality while low scores indicated Internality (High score -13 and above, low score - below 13).

The reliability and validity of the I-E scale was well-established. Hasan (1974) estimated the reliabilities by three methods-Kuder-Richardson, split-half and test-retest method. The reliability coefficients were found to be 0.69 to 0.73, 0.69 to 0.79 and 0.55 to 0.83 respectively in different samples.

Rotter (1966) also found the test retest reliability to be "good". With regard to the overall validity of the scale, Rotter (1966) stated, a series of studies provided strong support for the hypothesis that the individual who had strong belief that he could control his destiny was likely to
a) be more alert to those aspects of the environment which provided useful information for his future behaviour. 
b) placed greater value on skill or achievement reinforcement and was generally more concerned with his ability, particularly his failure, and
c) was resistive to subtle attempt to influence him.

The correlations with social desirability were moderate and the reported construct validity was extensive both for field and laboratory situations (Rotter, 1975; Lefcourt, 1976; Phares, 1976; Strickland, 1977).

3. Understanding the Need for Social Approval Inventory Sheet (Johnson, 1988)

This inventory consisted of 20 items. It was a multiple-choice inventory with responses ranging from Always Untrue, Generally Untrue, Slightly Untrue, Slightly True, Generally True and Always True. The corresponding scores also ranged from 1 to 6. The subject’s total score was the sum of the scores obtained on each item.

Johnson (1988) said the inventory was administered to a randomly selected adult sample with a mean age of 35. Their mean score was 62.13. He also gave the following interpretation of scores.

44 or less - Low need for approval
45 - 80 - Moderate need for approval
81 and above - High need for approval
An attempt was made to establish the test-retest reliability of this inventory. For this purpose, 107 subjects were administered this inventory and after an interval of 3-4 weeks were re-administered the same inventory. Product moment correlation was computed for the two sets of scores thus obtained. This was as follows:

\[
\begin{array}{lll}
\text{N} & \text{M} & \text{S.D.} \\
\text{Test} & 67.69 & 15.22 \\
\text{Retest} & 66.70 & 16.48 \\
\end{array}
\]

Pearson r = .865** (P<0.01)

The correlation coefficient of 0.865 was very high and showed the inventory to be a reliable device for measuring need for approval.

**Eysenck Personality Inventory (Form A)**

(Eysenck & Eysenck, 1968)

This consisted of 57 items which provided a measure of Neuroticism, Extraversion and Lie Scale. The personality dimensions of Neuroticism and Extraversion were assessed by 24 items each while the remaining items constituted the Lie Scale or social desirability factor.

The universal applicability of the constructs of N, E and L were well-accepted. There were a number of studies
The data was collected on a sample of 400 subjects who were incidently selected from the Southern states of Tamil Nadu, Andhra Pradesh, Karnataka and Kerala. In the North, the subjects were from Punjab, Haryana, Uttar Pradesh and the Union Territories of Delhi and Chandigarh.

The subjects were administered the tests individually according to the instructions given in their respective manuals. The objective of the test was not revealed to the subjects. They were assured that their results would be treated as strictly confidential and their queries on test related problems were sought to be satisfied.

Scoring

The scoring of the EPI (Form A) and Rotter’s Locus of Control Scale was done with separate keys as indicated in their respective manuals. The scores obtained on the individual items of the Understanding the Need for Approval
Inventory Sheet were added to obtain the total scores on the inventory. The Assertion Scale for Women was scored with the help of the scoring key and responses were scored in the direction of assertiveness. Higher score was indicative of greater assertive ability. Manual scoring was done for all the tests and then the scores were taken for further analysis. The raw scores were given in Appendix D.