

Primary Values and Modernization

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Abstract: The main objective of the present study was to study family attitude towards acceptance/adoption of traditional values and to investigate the primary family values and their effect on development in urban areas of Faisalabad. The total number of respondents were 200 from Faisalabad city. The results showed that parents of any age group always emphasize on conformity values. In the case of illiterate respondents they require 100% conformity values with not at all emphasize on self centered achievement. It also showed that the respondent had maximum per capita monthly income required more self centered achievement as compared to conformity values which turned the attention more towards socialization.

Keywords: Self Centered Achievement, Traditional Values, and Family Values

Introduction

Values are abstract standards that transcend the impulses of the moment and ephemeral situation. A value is anything that is prized or of benefit. Values do not consist in "desires" but rather in the desirable, i.e., what we not only want but feel that is right and proper to want for ourselves and for other (Ogburn and Nimkoff, 1960).

When a natural object acquires a meaning it becomes a value. Values are those criteria according to which group/society judges the importance of persons, pattern goals and other socio-cultural objects. Every culture contain social values that are abstract sentiments / ideals more /less separable from concrete goal of action (Fisher, 1957),

People live in social groups and experience various facts in life .On the basis of collective living they develop customs, rituals and convention in their behavior. These customs provides a ways of living in society. This customary behavior provides experiences of good things and ideas of the people. These are called values.

William (1959) stated that values are the abstraction drawn from the individual experience invested with "A Preferential Interest" criteria by which goals are chosen. To move into 21st century, people should adopt a certain set of attitudes. Some of the men and women are tied by the binding obligations of powerful extended kinship system. They have sought to replace a closed world in which their lives tread the narrowest of circles with a more open system offering more alternatives and less predestination. Some have tried to win more freedom of choices in residence occupation, political affiliation religious denomination, marriage partner, friend and enemy (Inkeless and Smith, 1974).

People basic values and goals are shifting from giving top priority to economic growth and desirable consumption to place increasing emphasis on the quality of Life. (Inglehart, 1993).

Values define other values of conduct life appropriate pattern of eating dressing, education, marriage also from society to society .The values of Pakistani society are entirely different from the values of Europe or America. The term "modern" refers to anything which has

more/less recently replaced something which in the past was the accepted way to doing things .Modernity is indicated by the presence of a distinct set of attitudes ,which in has more/less recently replaced something which in past was the accepted way of doing things . Modernity is indicated by the presence of distinct set of attitudes, which may be summarized as follow:

- A readiness for new experience and openness to innovation.
- A faith in the achievement of science and technology.
- A readiness to plan one's own life.
- An awareness of the dignity of others i.e.; woman and children.
- A belief that we can dominate our environment and achieve our goals.(Harison, 1988)

Media is traveling from West to east and from developed to developing world so rapidly that its social impact can easily be observed in a conservative country like Pakistan. Family environment has changed from groups, divisions and large family to small one, which is called "Nuclear Family"(husband, wife and children).

In short, modernization has changed the social structure of family and intra and interfamily system.

Objectives:

The major objectives of the study were:

- To see the association between socio-cultural values and attitudes towards modernization.
- To study family attitude towards acceptance/adoption of modern values.
- To investigate the primary/family values and their effect on development in urban areas of Faisalabad.

Materials and Methods

Faisalabad urban areas were selected as a universe. The colonies like Peoples Colony#1 and #2, Batala Colony, Madina Town and Haseeb Shaheed Colony were selected for sample selection. The sample for the study was selected by convenience sampling technique. The sample was consisted of 200 respondents. Data was collected through an interview schedule in face to face. The interviewing schedules referred to a number of questions formulated according to the requirements or relevance of the research being conducted.

Results and Discussion

Age and Socialization of Children

Table 1: Percentage Distribution and the Measures of Association and Significance of the Respondents with Their Attitudes Towards Conformity and Self-centered Achievement Controlling for Age. (N=200)

Age	Conformity	Self-centered achievements	(%)
< 28 years	58.9 %	41.1 %	(44.4)
30-39 years	79.6	20.4	(19.4)
40-49 years	84.3	15.7	(20.2)
50 > years	90.0	10.0	(15.9)
(%)	(73.0)	(27.0)	100.0

Gamma = -.51 Significance = .01

This Table 1 reveals that 44.4 % of our respondents lies in the category less than 29 years, which is the highest percentage, 20.2 percent fall in the age group of 40.49 years, which occupies the second position in our Table. The age group 30-39 years has a percentage of 19.4 percent, which is very close to our later discussed category. The minimum % of parents aged above 50 years, which is 15.9 %.

As far as the qualities are concerned, the maximum value of conformity i.e.; 90 percent is wished to age group above 50, while only 10 percent parents wished self-centered achievements. On the other hand, the parents of age group <28 years wanted to introduce self-centered achievements in a maximum i.e.; 41.1 percent.

In over all situations, it is cleared from the Table that the parents of any age group always emphasize on conformity values.

Education and Socialization of Children

Table 2: Percentage Distribution and the Measures of Association and Significance of the Respondents with Their Attitudes Towards Conformity and Self-centered Achievement Controlling for Education (N=200)

Education	Conformity	Self-centered achievements	(%)
Illiterate	100%	0.0%	(17.9)
Functionally literate	97.4	2.6	(15.1)
Literate	94.0	6.0	(26.6)
College	48.1	51.9	(20.6)
University	35.7	64.3	(22.2)
(%)	(73.0)	(27.0)	100.0

Gamma=0.85 Significance= .01

This Table 2 shows that the maximum percentage concerned to the education of parents lies in the category literate, which is 26.6 percent, while 22.2 percent are university literate, 20.6 percent are college literate, 15.1 percent is functionally literate, while 17.9 percent are totally illiterate.

As far as the maximum percentage is concerned, 94 % wishes to attain conformity values as compared to self-centered achievements. The maximum value of conformity is found in case of functionally literate parents, which is 97.4 %. In case of university literate people, self-centered achievements are wished which is highest value among all the categories. In case of illiterate respondents, they require 100 % conformity values with no emphasis on self-centered achievements. Total 73% of our respondents required conformity values

in their children while the emphasis on self-centered achievements is only 27.0%, which is definitely a lower %.

Income and Socialization of Children

Table 3: Percentage Distribution and the Measures of Association and Significance of the Respondents with Their Attitudes Towards Conformity and Self-centered Achievements Controlling for per Capita Monthly Income (N=200)

Income (Rupees)	Conformity	Self-centered achievements	(%)
<500	90.6%	9.4%	(33.7)
501-1000	89.1	10.9	(21.8)
1001-2000	65.9	34.1	(17.5)
2001-3000	29.4	70.0	(6.7)
3001>	47.1	52.9	(20.2)
(%)	(73.0)	(27.0)	(100.0)

Gamma= -.51 Significance= .01

This Table 3 shows that the maximum percentage of our respondents fall in the category which have per capita monthly income less than Rs.500. This is the category, which require the maximum value conformity qualities as compared self-centered achievements. On the other hand, the 2nd highest percentage is percent, which is closely related to the category, which has a % of 20.2%. In both the categories, the income ranges are 501 to 1000 thousands and more than 3001, respectively. The lowest percentage is 6.7 for the income category of 2001 to 3000. The respondents falling in the category 2001-3000 require the maximum value of self-centered achievement.

On overall, this Table shows that the maximum per capita monthly income category requires more self-centered achievements as compared to conformity values which turns the attention more towards socialization.

Conclusion

The study was conducted with the study was conducted with reference of age, education and per capita income of the respondents. It was concluded that the respondents of any age group always emphasis on the conformity values. In case of illiterate respondents they required 100% conformity value with no emphasize on self-centered achievement. The respondents had the maximum per capita monthly income required more self-centered achievement as compared to conformity values which turns the attention to the more socialization.

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