

CROSS-CULTURAL SOCIAL PSYCHOLOGY NEWSLETTER

October 1970 • Volume 4, No.5

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Subscriptions for a 1971-72 year

All the subscribers are reminded of renewal of their subscriptions for a period from April 1971 through February 1972.

For the past year, partly due to substantial increase in the per-issue content of the Newsletter as compared with early 1969, and partly due to changes in postal rates, the total cost of operation of the Newsletter has been gradually increasing. It is estimated that if this trend continues, a substantial amount of deficit will be resulted for a 1971-72 year. To continue its operation and even improve this, the Newsletter is compelled to announce that it will change its subscription rates, beginning in April of 1971.

For those who pay in American or Canadian dollar, the new rates will be \$4.00 for individuals and \$7.00 for institutions. The new rates for those who pay in Japanese yen, will be 1,400 yen for individuals and 2,500 yen for institutions. However, those who are in currency-controlled countries can subscribe to the Newsletter free of charge on a gratis basis.

Like previous years, voluntary contributions will be cordially requested to assist our colleagues in currency-controlled countries. During the 1970-71 year a total of \$150.21 was contributed to the Newsletter. The amount is not very large but still covers approximately 10% of the total operations cost, or enables some 50 persons to receive the Newsletter free of charge.

Every current subscriber, both individual and institutional, and both paying and not-paying, is requested to return the order form at his earliest convenience to ensure uninterrupted subscriptions. Unless we receive the return order form by the end of February 1971, his name may be automatically dropped from our mailing list. This is necessary to make our mailing list up-to-date for the coming year.

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The Social Psychologist's Role in the making of a Modern Society

E. A. Galli B. A. Hons
Nutrition Advisory Services (S. Africa)

South Africa, with its great number of different social, ethnic and cultural groups offers the social psychologist infinite possibilities for research in the field of social behaviour.

The area in which I am particularly interested is the rapidly developing South African health education field. World Health Organisation very clearly defined education in health as: "Education in any subject must be scientifically sound and built on current attitudes and understandings of the people to be educated. It must focus on goals which seem to them to be important, and which can be realised within their capacities and resources. All these factors vary with the educational, social, economic and cultural conditions of the different countries, and health education must vary accordingly. It is only after a thorough study of the people, their attitudes, interests, beliefs, cultural values, wants, needs and resources, that the most effective health education can evolve, and ultimately a working partnership between the people and the health programmes." (1)

Because health education is concerned with a holistic concept of health, embracing physical mental and social elements and with the vagaries of human behaviour it offers, in my opinion, a challenging and rewarding field of contribution by the social psychologist in modern society.

A study of the various cultural groups in this country represents a long term need and must be seen as a continuous process. The influences of urbanisation, industrialisation and westernisation upon attitudes, interests, beliefs, needs and changed cultural values must be determined. Social mobility is a characteristic of the developing African people in South Africa. Before changes are introduced careful consideration needs to be given to the impact of change and whether this will be of positive or negative value to the community. This is particularly important when one considers that for the developing people in South Africa there is a need to conform to traditional patterns and at the same time to adjust to different Western demands and patterns. At the first annual general meeting of the South African National Council for Health Education held in Pretoria in June 1969, comment was made by speakers on this: "The health worker must recognise that needs, goals and perceptions vary. The health worker often represents a set of concepts generated by the culture into which he was born, he was trained, and in which he is functioning. These concepts may be opposed to those with which he is currently working." (2)

Dr. H.G. Walker said:

"The existing cultural beliefs of the Bantu regarding health often contradict the principles of preventive medicine. For this reason it has been our primary concern to build new convictions which will promote positive health behaviour in the Bantu while at the same time we have been concerned to preserve their formative cultural beliefs and customs. If they can stand aside from their culture while still belonging, and can recognise customs detrimental to health, they remain secure in their culture yet are freed from destructive beliefs." (3)

To be able to move people to stand aside and view destructive beliefs in an objective way will largely depend upon how close to the core of the personality are the attitudes which sustain these beliefs. Seashore tells us:

"Psychologists concerned with training problems consider that the personality has certain characteristics making for rigidity or resistance to change, and other characteristics which permit change to take place. The psychological self includes all of the ideas, habits, values and assumptions that the person has acquired during his life. Some elements, close to the centre of the personality, are very rigid and difficult to change. The key factor lies in the tendency of the person to protect his psychological self just as he protects his physical self. Basic values, ideas and assumptions about relations with others are usually close to the centre. When they are challenged or threatened the individual will consciously or unconsciously resort to a variety of ways to protect and maintain the status quo." (4)

In order to introduce change it is necessary to anticipate the community reactions to change. Generally these reactions follow defined stages:

Stage 1 Bewilderment:

The problem of bewilderment largely stems from the problems inherent in decision-making and obtaining support for the decision.

Stage 2 Negativism:

An attempt is made to change but at this stage there is uneasiness and often hostility. The new situation is seen as fear or anxiety provoking and the old situation is seen as secure. This is a crucial stage and without adequate support there is often retreat to the old familiar situation.

Stage 3 Adjustment:

In the adjustment phase, old experiences are used to help the individual to adjust. He has learned from the past and comes to terms with the advantages of the new situation.

The agent of change has a defined role to play in support of change. This role includes: Objectivity; supportive function; initiation of activity to maintain change; clarification of goals to be attained by taking positive action; emotional support to prevent regression. Most im-

portantly, however, are the following factors:

- (a) An understanding that stress and anxiety are sometimes expressed by somewhat childish, immature reactions and this emotional regression needs support and help.
- (b) Many customs have developed as a result of group experiences in the struggle for understanding of phenomena which affect survival and a reasonably satisfactory life.

The familiar known is not easily relinquished for the unfamiliar and often threatening unknown.

The individual who sets out to change the behaviour of others must perforce change his own behaviour too.

David Mandelbaum, pointed out that:

"The planners of the past and the present are hampered in their understanding of the people they are planning for by their very social status". (5)

If we prejudge the behaviour of others in terms of our own social and cultural criteria we will create a very effective barrier, which will cause rejection by the very people with whom we are working. If the agent of change is rigid, inflexible or prejudiced this too will create a further barrier to change.

Wilbur Hoff clearly defined this problem in his paper "Why health programmes are not reaching the unresponsive in our communities". He says inter alia: "People who do not respond to health services can be found in most communities throughout the world - in villages, migrant farming areas and urban slums. Their numbers are particularly great, however, among the poor and uneducated. It is essential that professional health workers fully understand these segments of our population. The hard-to-reach groups are faced with many problems, and much of their daily activity centres around merely maintaining existence. Until these people are able to satisfy their needs for food, shelter and safety, they will not be able to deal with their other needs, such as that for the preventive health care which we value so highly".

This point of view is clarified by Hochbaum a social scientist who says: "We appeal to values which are ours, but not theirs, and because we would like them to strive for things which are simply not important or perhaps not understandable to them". (6)

From the mass of information collected about people and their behaviour has clearly emerged several basic principles which must be complied with in order to assist people 'to make a modern society'. These basic principles are:

1. Adequate planning. Emphasis during planning must be concerned with people. The importance of understanding the communities attitudes, values, interests, beliefs, etc., cannot be too highly stressed.
2. Methods to ensure participation by the people concerned needs to be built into programmes.
3. Training, supervision and delegation of responsibility to field workers needs to be undertaken.
4. Constant evaluation of progress is necessary to provide reliable information at frequent intervals which will indicate changes or adjustments which may be required to make the work more effective.

Social psychologists are concerned with the behaviour of groups of individuals and particularly with the factors which influence group behaviour. Health educators have been described as agents of planned socio-cultural change. The methods and findings of both social psychologists and social scientists are of crucial importance to the science of health education. The meaning of specific behaviour to the individual or group; the importance of adherence to social norms; the development of groups to meet the challenges of change and to adapt to the changing environment are some of the contributions made by the social scientists and used to develop health education.

I have been very mindful of the advice given to us in the old Basotho proverb: "Be very sure before you change your customs and traditions that you have something of value to replace these by."

The importance of having 'something of value' has often been overlooked when making changes to people and their way of life and has in fact, caused social problem rather than social improvement. Replacements which are positive and which may aid people in their adaptation to the environment need to be borne in the forefront of our minds when we evolve plans to assist man to create a modern society.

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3. Walker, H.G. Co-ordination of official and private effort in the strategy of mass health education.
4. Seashore, S.E. The training of leaders for effective human relations.
5. Mandelbaum, D. Planning and social change in India.
6. Hochbaum, G.M. Research relating to health education.

(Received July 27)

International Association of Cross-Cultural Psychologists: A Proposal

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With the marked increase in research in cross-cultural psychology over the past few years, a number of concurrent developments have taken place which have assisted the process. These have included the setting up of the International Journal of Psychology which has provided an initial coverage for cross-cultural psychology, while in addition a list of cross-cultural psychologists has also been published thus facilitating communication between research workers in this area. A further development has been the emergence of an excellent Cross-Cultural Newsletter in Social Psychology which provides a very good coverage of research activities and publications in the area, as well as circulating the address list of recipients.

More recently the rapid growth of this field has been the emergence of a new journal to provide of more comprehensive coverage for papers in cross-cultural psychology and related areas. This is the Journal of Cross-Cultural Psychology.

It is now proposed that there is a need to take a further step in this process and form an International Association of Cross-Cultural Psychologists, which could provide a focal point for activities in this area and in particular to bring cross-cultural psychologists together through the organization of international conferences and also regional meetings.

It is proposed that the society could be incorporated in such a way that the annual membership fee would be made to cover the cost of both the Newsletter and the Journal of Cross-Cultural Psychology, which could become the publications of the Association. Furthermore the editorial board of the Journal of Cross-Cultural Psychology could easily be utilized to set up a committee which would be representative of most countries active in this field.

It is also suggested that the 1st. Conference of the International Association of Cross-Cultural Psychologists could be planned for Hong Kong in August, 1972, just before the Tokyo I.U.P.S. conference. Thus as such a large number of psychologists would be visiting Tokyo this would be a most convenient time and place to organize the conference.

It would also be possible to organize meetings of the association well before that date in terms of national and regional meetings.

A final point is that it is considered that this association should become an association for cross-cultural psychologists from all branches of psychology, not just social psychology, as recent findings in cross-cultural psychology have highlighted the need for cross-cultural research in other areas such as perception, learning, cognitive processes, and even physiological psychology. Thus before psychology can begin to talk about the universal validity of psychological theories, there is a need to carry out cross-cultural studies in all areas of psychology.

(Notes: Please address any comment, suggestion, or opinion about Dr. Dawson's proposal to this Editor)

(Received Aug. 28)

INTERNATIONAL CONFERENCES

- ** Forty-eight educators from 14 countries met recently in Germany to examine the nature of secondary school curriculum for the 1980's. The conference was sponsored by the Center for Educational Research and Innovation, an agency within the Organization for Economic Cooperation and Development, to pose fundamental questions concerning the purpose of secondary education and the direction it should take in the future.

In general, the conferees agreed that education in the '80's should be more relaxed, with an emphasis on the development of the individual. In this context, interdisciplinary studies and the arts and humanities should be stressed. Excessive reliance on examinations and test scores was discouraged, since it was felt that exams force students into specialization at too early an age. Training people to fit certain jobs in society was also questioned, for the educators concurred that it is nearly impossible to predict what work skills will be needed in a rapidly changing society.

Although the conference recommendations were advisory only, it was felt that they would influence educational policy in many countries. Many of the attending delegates occupy positions in education ministries and hence are involved in policy making.

(Quoted from Behavioral Science Newsletter, Vol. 7, No. 17, Sept. 11, 1970)

- ** A seminar of "Uses of Computers in Education" was convened in Tokyo this summer under the joint sponsorship of the Japanese Ministry of Education and the Organization for Economic Cooperation and Development (OECD). From Stanford University, Richard Atkinson and Robert Glaser from the University of Pittsburgh represented the United States at the meeting. Both expressed considerable interest in the developments underway in England, France, and Japan. Although work in this area has only recently begun in Japan, it is progressing rapidly because of a cooperative effort by industry, government and univer-

sities to assess alternative approaches. One significant development has been the establishment of the "Committee for the Standardization of CAI Language in Japan" in order to provide a common basis for future developments. A first draft of a language developed by this committee, called TEACHTRAN, was presented at the seminar. (Quoted from Behavioral Science Newsletter, Vol. 7, No. 16, Aug. 31, 1970)

NEW RESEARCH

South America

- ** Investigators: Alredo Ardila, et al. (Departamento de Psicologia, Universidad Nacional, Colombia)
Project: The psychological impact of the Colombian Violence. (completed)
During the decade from 1948 to 1958 there was an epoch of great internal instability in Colombia (South America); this civil-war-like was called "The Violence" and affected mainly the rural areas and the smallest towns; although it appeared as a political fight, the political ideals did not play any role at all. Thousands of people were murdered (about 300,000) without understanding why. It was supposed that living and being exposed to such an environment for a so long time must have created some special psychological characteristics when compared with a control group. From a large sample (640s) were chosen those more strongly affected by the violence (experimental group); another group equivalent group in everything but in exposure to the violence was taken for comparison (control group). It was carried out an analysis of their differences in several personality tests. It was found that there were some important statistical differences in some aspects.

U.S.A.

- ** Investigator: L. W. Littig (Dept. of Psychol., Howard Univ., Wash., D.C.)
Project: Certain personality correlates of aspiration to traditionally open and closed occupations of Negro and white college women.
This project attempts to understand some of the personality factors that discriminate between Negro and white women in their aspirations to occupations that traditionally been either open or closed to them on the basis of race or sex or both. The project is supported by a grant from the U.S. Department of Health, Education, and Welfare, Office of Education.
- ** Investigators: Wallace Loh & Daniel Katz (Dept. of Psychol., Univ. of Michigan, Ann Arbor, Mich. 48104)
Project: Status inconsistency and the attitudinal bases of national integration: A comparative survey in Belgium and French Canada. (Dissertation research in progress)
The aim is to test differentially three explanations of the sources of commitment to the national system in multi-lingual societies: sources rooted in economic differences, in ethnic-linguistic differences, or in inconsistencies between achieved (economic) and ascribed (ethnic) statuses. The latter is the basis for a social psychological model of national integration that relates four types of commitment -- symbolic, functional, normative, ideological -- to status inconsistency and socialization antecedents on the one hand, and to political attitudes and participation consequents on the other. The cross-sectional test of the model is by a questionnaire survey 700 high school students in Belgium and Quebec. An experimental simulation of longitudinal inter-ethnic conflict in Belgium is also attempted. We wish to hear from other researchers interested in this area.
- ** Investigator: Louis A. Zurcher, Jr. (Dept. of Sociology, The Univ. of Texas at Austin, Austin, Texas 78712)
Project: A social-psychological study of anti-pornography organization and their members.
The research project, funded by the Commission on Obscenity and Pornography, spanned a period of 18 months and was conducted in two U.S. cities, Midville and Southtown. Data were gathered by observation, document search, and structured and unstructured interviews with organization participants, opponents and controls. The anti-pornography organizations and analyzed as collective behavior, and found to accommodate Smelser's stages: structural conduciveness, structural strain, generalized belief, precipitating factors, mobilization for action, and social control. Questionnaire data yielded a profile of anti-pornography activists according to the following characteristics: demographic; political membership; social-psychological; history of sex education; contact with pornography; view of and activity within the organization; perception and definitions of pornography and assumed correlates. The activism of anti-pornography crusaders is discussed as conforming to Gusfield's dramatisitic theory of status politics.

NEW PUBLICATIONS

Germany

- ** Haseman, K. Counselling: The German experience. Further Education (Cambridge), Vol. 1, 111-113. (No date) (7801 Wildtal b. Freiburg, Obermatten 14)
- ** Haseman, K. Berufspraktische Ausbildung im Universitätsstudium. Das Beispiel der englischen "sandwich courses". Deutsche Universitätszeitung, H. 12, 1970, 10-11.

Hong Kong

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- ** Dawson, J. L. M. Effects of sex hormones on cognitive style in rats and men. (Pre-publication copy: Journal of Behavior Genetics)
- ** Dawson, J. L. M., Law, H., Leung, A., & Whitney, R. E. Scaling Chinese traditional-modern attitudes and the GSR measurement of "important" versus "un-important Chinese concepts". (Pre-publication draft: Journal of Cross-Cultural Psychology)

South Africa

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U.S.A.

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- ** Sanua, V. D. Immigration, migration and mental illness: A review of the literature with special emphasis on schizophrenia. In Eugene B. Brody (Ed.), Behavior in new environments: Adaptation of migrant populations. Sage Publications, 1970, 291-352.
- ** Zurcher, L. A. Jr. Poverty warriors: The human experience of planned social intervention. Austin, Texas and London: The Univ. of Texas Press, 1970. (Dept. of Sociology, The Univ. of Texas at Austin, Austin, Texas 78712; Available by mail from The Univ. of Texas Press, The Univ. of Texas, Austin 78712)
- ** A National Science Foundation sponsored study covering scientific research in Mainland China has been released by Praeger Publishing House of New York (Special Studies in International Economics and Development Division). Entitled "The Organization and Support of Scientific Research and Development in Mainland China," the study was prepared under an NSF contract with Surveys and Research Corporation of Washington, D.C. Statistics and analysis contained in the study cover a broad range of subject matter including: the history of China's science and technology, formation of goals and policy, trends in the structure of research and development, financing R&D, users of R&D funds, R&D institutions in operation, and economic growth and the R&D effort. Copies of the study may be purchased from the Praeger Publishing House, 111 Fourth Ave., New York, N.Y. 10003 for \$17.50. (Quoted from The Washington Report, Vol. VI, No.9, Sept. 1970)

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(Received July 17, 1970)

(To be continued on the next issue.)