



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

# Welcome to Rural Sociology and Educational Psychology

SESSION 5

SOCIAL VALUE, SOCIAL CONTROL

DR CHITRASENA PADHY

ASSOCIATE PROFESSOR

AGRICULTURAL EXTENSION



# Social Value

- Social values are ideas which help an individual to discriminate whether a particular object or behaviour is good or bad, desirable or undesirable.
- There are at times rules which govern the action which is known as "Norms".
- People are expected to behave in accordance with the values held by the individual and in the expected behaviour which is known as "normative behaviour".



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

S.C.Dood. defined the value as "desiderata" (i.e.) anything desired or chosen by someone, sometime. In broad sense value may be considered as attitude related attribute that are projected upon people, objects and situations.

Since values, sometimes gives orientation or striving towards a given goal, it can be viewed as motives.



Centurion  
UNIVERSITY

Shaping Lives  
Empowering Communities...

# Socio-Psychological determinants of values

Caste

Age

Possession of land

Wealth and economic position

Hard work and physical stamina

Personal characteristics like

Truthfulness

Honesty

Reliability



- Type of Values
- Value may be classified in different ways.
- Fraenkel (1976) classified as:

- **Moral Value:**

- deciding particular alternative as better than other because of its just or more humane

Moral Value refers to the good virtues such as honesty, integrity, truthfulness, compassion, helpfulness, love, respectfulness, hard-work, etc.



**Centurion**  
**UNIVERSITY**  
*Shaping Lives...  
Empowering Communities...*

- Real value:**

deciding based on real worth in terms of legal,  
aesthetic, etc.

- Market value:**

- based on how much can be paid value in terms of price
  - of utility



- **Personal value:**

- based on ones likes and preferences over things of similar nature

- **Instrumental Value:**

- based on some standards that help us to achieve or acquire other values

Spranger classified as

- **Theoretical value**

- expressed in the urge for discovery of truth



Centurion  
UNIVERSITY  
Shaping Lives.  
Empowering Communities...

## **Economic value**

based on the criterion of usefulness

## **Aesthetic value:**

based around form and harmony

## **Social value:**

referring to interest of people on others

## **Political value:**

central round power

## **Religious value:**

meaning thereby a mystic sense





Centurion  
UNIVERSITY

Shaping Lives...  
Empowering Communities...

# Role of Values of Agricultural Extension

- Scientific understanding of culture of people among whom extension work operate helps the effective functioning by these workers.
- This is particularly significant in countries like India.
- For instance, piggery is not introduced in Muslim areas, poultry farming in Brahmin areas, and the like.



Centurion  
UNIVERSITY  
Shaping Lives...  
Empowering Communities...

Thus, the study on caste structure would reveal certain types of improvements of change.

Religious festivals and other local functions form important part of village life.

Extension workers can look upon these festivals and means as potentially useful for technology transfer through exhibition, demonstration, etc.



Centurion  
UNIVERSITY  
Shaping the Future,  
Empowering Communities

- It is generalised that greater success may be anticipated when a new improved practice is introduced in familiar terms something that is already present in the culture.
- Change is more likely to occur where there is lack of adjustment.
- For example when village fields are wiped out by flood or fire, that would be the right opportunity to introduce a technology.



Centurion  
UNIVERSITY

Shaping Lives...  
Empowering Communities...

Several model villages and model settlements have been established with little resistance on the part of people under such conditions



Centurion  
UNIVERSITY  
Shaping the Future...  
Empowering Communities...

# Attitude: Definitions

- Allport (1935) defined an attitude as a mental or neural state of readiness, organized through experience, exerting a directive or dynamic influence on the individual's response to all objects and situations to which it is related.
- A simpler definition of attitude is a mind set or a tendency to act in a particular way due to both an individual's experience and temperament.



Centurion

UNIVERSITY

Shaping Lives...

Empowering Communities

**Value system:** The values in terms of attitudes taken together as a set form a system, which is called value system of society.

E.g. prestige based on caste of individual, status based on individual's possession of land etc



Centurion  
UNIVERSITY

Shaping Lives...  
Empowering Communities...

# Role of value system in Extension

- Society places different values on various items which form a part of village life
- e.g. villagers spend money on daughter's marriage, building a house etc.



Centurion  
UNIVERSITY  
Shaping Lives...  
Empowering Communities...

Extension worker should understand the **value system** in a village and implement his programs in such a way that the programs are not going to interfere with the value system.

Extension worker should think of changing the same (values) before introducing his programs





Centurion  
UNIVERSITY

Shaping Lives...  
Empowering Communities...

# SOCIAL CONTROL

• **Social control** is the way in which social order coheres (joins together) and maintains itself, how it operates as a whole as a changing equilibrium (balance) – Maclever





**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

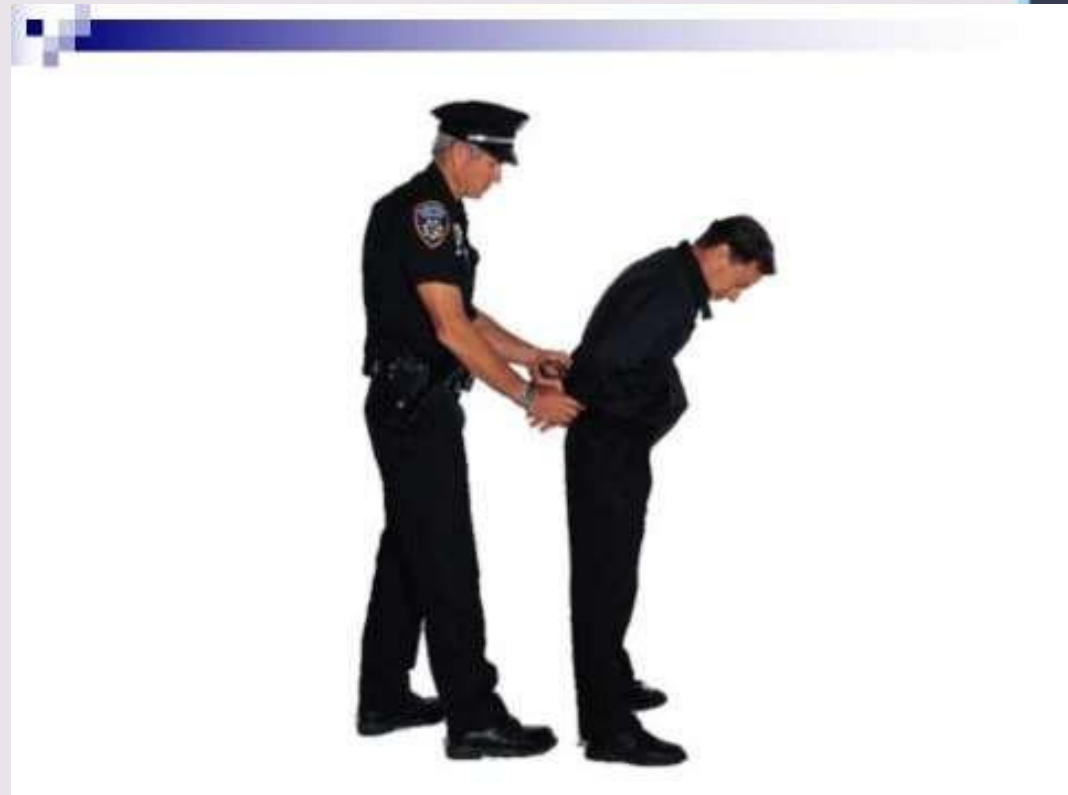


Social force that prevents one from behaving in a deviant manner, and instead encourages the individual to behave in an approved manner



Centurion  
UNIVERSITY  
Shaping Lives...  
Empowering Communities...

**Social control** is the sum of those methods by which a society tries to influence human behaviour to maintain a given order – Mannheim





Centurion  
UNIVERSITY  
*Empowering Communities...*

**Meaning of social control:** Social control is an influence exerted by the public or society for promoting the welfare of the group as a whole





Centurion

University

Shaping Lives...

Empowering Communities...

- **Social control** is classified in to two categories
- **formal and informal means of social control**
- **Formal means of social control**
- **Law:** Law is a body of rules given by legally authorized bodies and enforced by authorized agencies like police, judiciary etc

- 

### Formal Social Control





Centurion  
UNIVERSITY

Shaping Lives...  
Empowering Communities...



**Coercion (force):** Physical coercion like imprisonment or death penalty (through law) and non violent coercion like strike, boycott or non cooperation (between individuals and groups) are means of social control



**Centurion**  
**UNIVERSITY**  
*Shaping Lives...  
Empowering Communities...*

**Education:** Education prepares the child for social living by removing his wrong attitudes and learning discipline, honesty and what is right or wrong

Government  
Police  
Court



Centurion  
UNIVERSITY

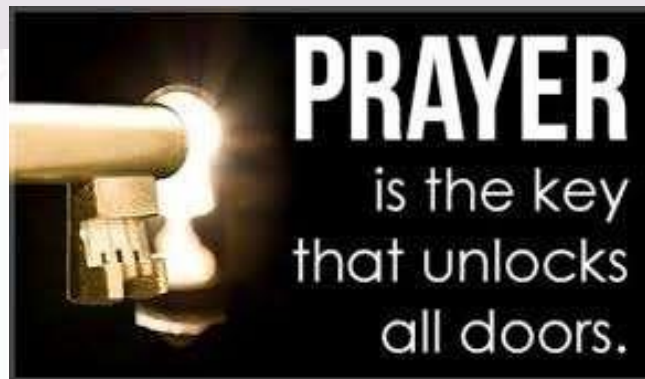
Shaping Lives...  
Empowering the Future

# Informal means of social control

- **Belief:** Belief in religion controls the behaviour to a great extent.

**RELIGION  
IS  
SOCIAL  
CONTROL**

ANTON DARCY







**Centurion**  
**UNIVERSITY**

*Shaping Lives...*  
*Empowering Communities...*

**Social suggestions:** we suggest the younger generations many ideas like giving the examples of great men, celebration of anniversaries of great people etc



Cen  
UNI  
Shaping  
Empow



**Ideologies:** The communication of ideologies like Gandhism, capitalism, communism etc by which the social behaviour of the individuals is controlled.



**Centurion**  
**UNIVERSITY**  
*Shaping Lives...*  
*Empowering Communities...*

# Customs Folkways





Centurion  
UNIVERSITY  
*Shaping the Future...  
Empowering Communities...*

- **Mores**
- **Religion**
- **Art and literature**
- **Humour and Satire**
- **Public opinion**





# Role of social control in society

- Social control is necessary for maintaining order in the society.
- It is necessary for every society or group to maintain its social order and this is possible only when its members behave in accordance with that social order.
- An important objective of social control is to maintain the old order.
- Although enforcement of the old order in a changing society may hinder social progress, yet it is necessary to maintain continuity and uniformity in society.



Centurion  
UNIVERSITY  
*Shaping Lives...  
Empowering Communities...*

- Without social control social unity would be a mere dream.
- Social control regulates behaviour in accordance with established norms which brings uniformity of behaviour and leads to unity among the individuals.
- The family maintains its unity because its members behave in a similar manner in accordance with family norms.



Centurion  
UNIVERSITY

Shaping Lives...  
Empowering Communities

To check cultural mal-adjustment

There are numerous folkways, mores and customs prevalent in society. Every individual has to follow them. If an individual violates the social norms, he is compelled through social control to observe them.





**Centurion**  
**UNIVERSITY**

*Shaping Lives...*  
*Empowering Communities...*

# To provide social sanction





**Centurion**  
**UNIVERSITY**  
*Shaping Lives...*  
*Empowering Communities...*

# THANK YOU