



**UNIVERSITI PUTRA MALAYSIA**

**VALUE ORIENTATION OF BARANGAY PEOPLE  
TOWARDS RURAL LIVING: IMPLICATIONS TO  
RURAL DEVELOPMENT**

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VALUE ORIENTATION OF BARANGAY PEOPLE  
TOWARDS RURAL LIVING : IMPLICATIONS TO  
RURAL DEVELOPMENT

by

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LOVINGLY DEDICATED TO MY ...

mother,

PRESENTACION MEJICA - PAZ

husband,

ATTILA D. MANERO

and children,

ALVIN JONATHAN

ATTILENORE

JANICE

BELEZECHE

ATTICUS,

the very special people who taught me and with  
whom I share the greatest value in life.



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VALUE ORIENTATION OF BARANGAY PEOPLE TOWARDS  
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Values are the elements of life prevailing in a society. They provide motivation and ground for choice. They shape and determine individual's and group's decision to like or dislike, favour or disfavour, change or not to change. Thus, knowing people's value orientation will guide planners, policy-makers, and change agents in the planning and implementation of responsive development programmes capable of evoking maximum affirmative public response.

Conducted to 143 randomly sampled household heads from two barangays in North Cotabato, Philippines, using interview schedule, group discussions, informal interview and participant observation, the study aimed primarily at determining barangay people's value orientation towards rural living and its implications to rural development. Specifically, it investigated the association between the following sets of variables: value orientation and age, sex



cosmopolitaness, mass media exposure, and group membership; value orientation and responsiveness to rural development programmes; and two different groups' rank-ordering according to importance of Rokeach's Terminal and Instrumental values.

Results revealed that: (1) Majority of the respondents (94 percent) had a fairly positive or favourable value orientation towards rural living; (2) Over 16 percent of the variations in respondents' value orientation were explained by the six independent variables mentioned; (3) Education had positive statistically significant effect on value orientation at one percent level (4) Sex and group membership were negatively correlated with value orientation, while age, cosmopolitaness and mass media exposure were positively but not significantly correlated; (5) Value orientation was positively correlated with responsiveness at five percent significance level; and (6) Two different groups' ascriptions of importance to Rokeach's Terminal values were negatively correlated while their Instrumental values were positively correlated at five percent significance level.

The study concludes that barangay people uphold fairly favourable values towards rural living and development. That these values influence, in varying degrees, their individual and group decisions as evinced by the positive correlation between value orientation and responsiveness. That education contributes significantly to the formation of positive values. Like knowledge and personality, values vary among populations.





Abstrak tesis dikemukakan kepada Senat  
Universiti Pertanian Malaysia bagi memenuhi  
sebahagian daripada syarat-syarat  
Ijazah Sarjana Sains.

ORIENTASI NILAI DALAM MASYARAKAT BARANGAY  
TERHADAP KEHIDUPAN DESA : IMPLIKASINYA  
KEPADA PEMBANGUNAN DESA

oleh

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Ogos 1985

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Nilai adalah unsur-unsur kehidupan yang lazimnya terdapat dalam sesuatu masyarakat. Ia memberikan motivasi dan asas bagi pilihan. Ia membentuk dan menentukan keputusan individu dan kumpulan sama ada suka atau tidak suka, setuju atau tidak setuju, dan sama ada sedia berubah atau sebaliknya. Oleh itu, pengetahuan tentang orientasi nilai masyarakat akan memandu para perancang, pembuat-pembuat polisi dan agen-agen perubahan di dalam merencana dan melaksana program-program pembangunan agar mendapat pengakuan dan penerimaan sepenuhnya dari masyarakat umum.

Kajian ini telah dijalankan ke atas 143 sampel rawak yang terdiri daripada ketua-ketua keluarga daripada dua buah masyarakat barangay di Cotabato Utara, Philipppines dengan menggunakan temubual tersusun, perbincangan kumpulan, temubual tidak formal dan pemerhatian turut serta. Tujuan utama kajian ini ialah untuk menentukan orientasi nilai masyarakat barangay terhadap kehidupan desa dan implikasinya

kepada pembangunan desa. Khususnya, ia menyelidik sebarang pertalian antara set-set pemboleh ubah berikut: nilai orientasi dan umur, jantina, kebendaan, pendedahan media massa dan keahlian kelompok; orientasi nilai dan penerimaan program-program pembangunan desa; dan pemeringkatan nilai-nilai Terminal dan Instrumental Rokeach, secara bandingan bagi kelompok berlainan.

Keputusan-keputusan memperlihatkan bahawa: (1) Kebanyakan responden (94 peratus) mempunyai orientasi nilai yang agak positif atau menunjukkan persetujuan terhadap pembangunan desa; (2) Lebih 16 peratus variasi dalam orientasi nilai responden adalah dijelaskan oleh enam pemboleh ubah bebas yang tersebut di atas; (3) Pendidikan mempunyai kesan positif yang bererti secara statistik ke atas orientasi nilai pada paras satu peratus; (4) Jantina dan keahlian kumpulan mempunyai pertalian yang negatif dengan orientasi nilai sementara umur, kebendaan dan pendedahan media massa mempunyai pertalian tetapi tidak bererti; (5) Orientasi nilai mempunyai pertalian yang positif dengan penerimaan pada paras keertian lima peratus; dan (6) Tanggapan dua kelompok berlainan mengenai kepentingan nilai-nilai Terminal Rokeach mempunyai pertalian yang negatif sementara nilai-nilai Instrumentalnya mempunyai pertalian yang positif pada aras keertian lima peratus.

Kajian ini menyimpulkan bahawa masyarakat barangay mempunyai nilai-nilai yang menggalakkan terhadap kehidupan desa dan pembangunan. Nilai-nilai tersebut mempengaruhi keputusan-keputusan individu dan kelompok dalam kadar yang berbeza-beza, seperti yang diperlihatkan oleh pertalian positif antara orientasi nilai dan penerimaan. Selain daripada itu, pendidikan menyumbangkan, secara bererti, kepada

pembentukan nilai-nilai positif. Seperti pengetahuan dan personaliti, nilai adalah berbeza di kalangan penduduk.

## CHAPTER 1

### INTRODUCTION

#### 1.1. RATIONALE

Any programme aimed at facilitating and accelerating rural development should be anchored on a sound plan which has as its basis the actual conditions in the communities sought to be developed. However, the formulation of such a plan is not an easy task.

Planners and innovators alike will have to contend not only with a myriad of variables but also with the seeming dearth of accurate and objective information so vital and necessary in the preparation of such a programme. Admittedly, there have been instances in the past when the information used for the purpose proved inaccurate, at times grossly exaggerated. These could have been avoided if there were only an abundance of scientific materials and data from which planners and later, implementors or change agents could have drawn guidance.

A sound development plan takes into consideration and makes adaptation with the environment. In the case of rural development, the environment includes the people with their social, economic, political and cultural characteristics. Unless this is realised and attended to, the initiative of the people will be crippled and their commitment cannot be ensured. In the hope of avoiding this pitfall, this particular study has been conducted with the end in

view of securing knowledge about people and their environment with special focus on the socio-cultural aspect of rural life.

More significantly, it is worthwhile to note that development today cannot be referred to purely in terms of capital and material, but also in terms of efficiently harnessing and involving the human resources available. Needless to say, the success of government development programmes and projects, particularly those which are addressed to the rural sector, must depend on the people themselves. No amount of capital investment can spur the rate of development unless the people themselves are fully committed both physically and psychologically to the programme (MCDS, 1975:1).

In this decade (the 80's), rural development under the Philippine context is producing more important results. It is bringing out resources from the government. It is strengthening the belief that development will only take place with increased capacity of the people to help themselves and when they are provided the experiences and skills in democratic procedures (Cuyno et al, 1982:1). Besides, true development can only be fully achieved when it allows the expression of the aspirations, values and desires of the great majority of the populace.

Corollary to this, Ralph Linton (1952:74) has pointed out that if we know what a society's culture is, including its particular system of norms, values and attitudes, we can predict with a fairly high degree of probability whether the bulk of its members will welcome or resist a particular change or innovation.

## 1.2. THE PROBLEM

Everyday we make evaluations, judgments and decisions. Among the most common and important in our lives are decisions concerning goals, judgments concerning life, in general, and ways to achieve what we wish to achieve and evaluations of what ought to be done, in particular. Individuals make these evaluations as they reflect on what they should or should not do. Often it is not easy for them to decide what they ought to do, what is right and what is wrong, where their obligations, responsibilities, rights and duties lie... (Facione et al, 1978:v). Same is true in a situation where a person has to decide whether to accept or reject a particular change or innovation.

In the process of making a decision, the individual is often influenced, in varying degrees, by several factors which are both external and internal to him.

Within himself, the individual alludes to his belief system, the core component of which is his innate values. His values may either be favourable or unfavourable toward a specific programme of change or innovation, for values vary from one individual to another. If he finds change to be supportive to, or congruent with, his upheld values, he is more likely to adopt or support it, but if he finds the change to be threatening to, or in conflict with, his values, he is more apt to resist it. Hence, there is a growing need to know what values in rural living do rural people uphold. Which of these values do they find most important in guiding their individual and group choices? What are their implications to rural

development, in particular? With these queries in mind together with the assumption that people's values play a vital role in development, this study was purposely designed for.

### 1.3. OBJECTIVES

Broadly, the main goal of this study was to determine people's value orientation towards rural living and its implications to rural development.

Specifically, however, the following objectives were pursued:

1. To determine barangay people's value orientation towards ten phases of rural living;
2. To examine the association between barangay people's value orientation towards rural living and six chosen independent variables such as:
  - age
  - sex
  - level of education
  - mass media exposure
  - cosmopolitaness
  - membership in farmers' associations and other organisations;
3. To find out the correlation between barangay people's value orientation and their responsiveness to various rural development programmes and projects launched by the government; and
4. To determine the variance in the degree of importance