

**A STUDY OF THE VALUE ORIENTATION
OF THE RURAL POPULATION
TOWARDS CHANGE IN
PENINSULAR MALAYSIA**

**REPORT OF PHASE I
OF THE STUDY**



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PREFACE

This is a report of Phase I study of the Value Orientation of the Rural Population to change in West Malaysia. The study is divided into two phases. Phase I of the study deals with only one type of occupation, namely, fishing. Phase II of the study will deal with two other types of occupation, namely, padi farming and rubber smallholding.

Although there are three types of occupation, the data gathered are about the farmers: their background data, perception and attitudes. In other words, it is about the people, rather than mere description of the nature of their work.

This report may be regarded as the progress report of the whole study. Experiences gained in the course of planning and organising this phase of the study have been used to improve and refine the instruments and procedures for Phase II of the study.

The analysis of data and the reporting of results as well as the recommendations derived from them have not been made exhaustive because the exercise will be meaningful only when the data from Phase II have been analysed to give it the comparative perspective.

Technical Committee

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Malaysian Centre for Development Studies.

April 1975.

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Chapter One

AN OVERVIEW OF THE STUDY

1. Introduction

1.1 In 1970, the total population of Malaysia was about 10,439,530* and of this 7,651,626⁺, which is approximately three-quarters of the total population, live in the rural sector. The largest single ethnic group that makes up the rural population are the Malays, making up 63 per cent of the total. The others include Indians (10 per cent) and Chinese (26 per cent). The country is undergoing rapid development, both in the rural and the urban sectors, but the former seems to respond to change rather slowly, giving rise to the imbalanced overall growth of the country. There seems to be a slower rate of progress in the rural sector. In short, development in the rural sector still remains problematic. The rural-urban income gap between 1957/58 and 1970 has widened. "The rural-urban disparity ratios based on these two data sources widened from 1:1.7 in 1957/58 to 1:2.2 in 1970."¹

The incidence of poverty is highest in the rural sector. "The breakdown of households by State, indicates that the incidence of poverty in the four States of Kedah, Kelantan, Perlis and Trengganu was particularly high and even exceeded the overall incidence of 37.2%."² The States named are more "rural" compared to other States with the exception of Pahang.

1.2 Development now cannot be referred to purely in terms of capital and material, but more importantly in terms of efficiently harnessing the human resources available. Needless to say, the success of government projects particularly in 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 programmes. Tun Abdul Razak, the Prime Minister, in his TV and radio speech on 6th August 1972 says:

"Saya hairan kenapa ada orang-orang kita yang masih mengerjakan kebun atau sawah yang kecil di kampong-kampong, hidup dalam keadaan kais pagi makan pagi tanpa memberi harapan ataupun jaminan hidup untuk anak isteri mereka bagi masa hadapan. Orang-orang seperti itu hendaklah mengubah sikap, mengubah cara berfikir dan tampil kemuka merebut peluang-peluang baru yang terbuka untuk kebaikan mereka sendiri. Kerajaan tidak dapat berbuat lebih daripada itu: hanya terpulanglah kepada rakyat supaya menggunakan peluang-peluang yang disediakan itu dengan sebaik-baiknya."

(I find it difficult to understand why some of our people still work on small farms and landholdings in the rural villages, living from hand to mouth, with no aspirations for their future or the security of their families. Such people should change their attitudes and mode of thinking and come forward to take the opportunities for the betterment of themselves. The government cannot do more than this: it is up to the people to utilise these available opportunities, to the best of their ability.)

The late Tun Dr. Ismail said in 1972:

"We know that unless there is a balance between the nation's economic growth and the social aspects of life through the modernization of our social institutions, the

*1970 Population and Housing Census of Malaysia (Community Group) p. 24.

⁺Ibid, p. 26.

¹ Economic Report 1974-75, THE TREASURY, MALAYSIA, Government Printer, 1974, p. 84.

² Ibid, p. 85.

integration of values between the various races, and the adaptation of our relationships in society to satisfy modern needs and demands, the process of development can be very slow and painful."³

Elsewhere, in the same speech, Tun Dr. Ismail emphasised:

"Any development plan which does not take into account the socio-cultural problems will meet considerable difficulties and limitations."⁴

These reflect the government's concern over the lack of enthusiasm on the part of the farmers to respond positively to resources and facilities made available to them by agencies of the government and the private sector. The above quotations suggest that the people must change their attitudes and come forward to utilise the new ideas, methods and modern techniques if they are to benefit from the government's rural development programmes.

On the part of the government, the important principle to adopt is that material inputs should be accompanied, if not preceded by social inputs. Implied in this is the necessity of changing people's attitudes and ideas so as to make them receptive to new work habit and modern methods consistent with technological advancement in fishing and agriculture. As Tun Dr. Ismail puts it, "If we agree that development implies change, the problem of breaking away from the established institutions is indeed the most outstanding problem of development."⁵

However, to change their attitudes would require an understanding of their underlying beliefs and values which are inherent determinants of one's covert behaviour. It is the intention of the present study to seek a preliminary understanding of the value orientation of the rural population in terms of their aspirations towards the rapidly changing socio-economic environment.

1.3 In the latter half of 1973, the Malaysian Centre for Development Studies has proposed a study of the rural population with a view to understanding their attitudes towards change efforts by the government. A panel of experts was established to formulate a research problem relevant to the rural development efforts. After a series of meetings, the panel proposed that-

- (a) the theme of the study be "A study of the Value orientations of the rural population in Peninsular Malaysia towards change"
- (b) the mode of investigation be a sample survey, to be followed later on by in-depth study of some villages.

1.4 The proposal of the panel of experts was handed over to a technical committee headed by the Director of the present study. The committee reviewed the present situation by interviewing various agencies connected with rural development. Our impression is that the

³Report on Seventh International Seminar on Development, 17th-24th September, 1972, Kuala Lumpur. Speech by Y.A.B. Tun Dr. Ismail Al-Haj bin Dato' Haji Abdul Rahman, Acting Prime Minister of Malaysia, at the Opening Ceremony of the Seventh International Seminar on Development at Dewan Tunku Abdul Rahman on 18th September, 1972, sponsored by Malaysian Centre for Development Studies, Prime Minister's Department, Kuala Lumpur, Malaysia, Government Printer, p. 149.

⁴Ibid., p. 150

⁵Ibid., p. 151.

Government is faced with the overall problem of hastening the pace of national development, in line with the objectives of the Second Malaysia Plan. The rural sector is not developing as fast as it should, in keeping with the efforts of the Government to uplift the standard of living of the rural population of the country so as to minimise the rural-urban income gap.

1.5 Perhaps a basic and significant reason for the rural lag lies in the manner in which the rural people themselves view the process of change, development and modernization, the extent to which they are predisposed to participate in the process, their values and other socio-psychological variables which determine their predispositions and attitudes.

In order that the proposed research be policy and decision-orientated, it is indeed imperative that special attention be directed towards understanding the value orientations of the rural communities vis-a-vis socio-economic development efforts. Hence the objectives below:

- (a) To study the value orientations of the rural communities in Peninsular Malaysia towards change viewed in the context of the government rural development efforts in specific types of occupation in the rural areas, namely, fishing, padi and rubber.
- (b) To examine the relationships between value orientation and responsiveness to socio-economic development efforts of the government.
- (c) To suggest alternative intervention programmes for bringing about greater responsiveness to change with a view to investigating their effectiveness.

1.6 The committee proposed the following strategies:

- (a) Objective 3 above should form a separate study which should begin after the present study has been completed.
- (b) The first two objectives could be incorporated in the present study.
- (c) The study be carried out in two stages:

Phase I : the study of value orientations of the fishermen in Trengganu and in Kedah, Pulau Pinang and Perak.

Phase II : the study of value orientations of the padi farmers and the rubber smallholders in Trengganu, Kelantan, Pahang, Kedah, Perak, Selangor, Melaka and Johor.

1.7 The objective of Phase I study is twofold. Firstly, the committee felt that rather than carrying out the study on a full scale covering all the three occupations, it would be better to limit the study initially to one occupation only to make it more manageable. The advantage of this is that Phase I could serve as a pilot study to Phase II. Secondly, the committee felt that of the three occupations, fishing seems to be the lowest on the productivity and income scale. Therefore, it should be given priority. Hence, the choice of it for Phase I.

Trengganu was selected because the state represents problems of poor fishermen with low productivity. To make comparison possible, Kedah, Pulau Pinang and Perak were selected because the fishermen in these states are better off than their Trengganu counterparts. The two areas selected could provide us with some bases for contrast and comparison.

The instruments having been developed and pretested, and the villages having been identified, the survey, by way of structured interview, was conducted in August 1974. Undergraduates from Universiti Malaya and Universiti Sains Malaysia were employed as interviewers.

2. Nature of the Present Study

2.1 The last decade witnessed an emerging realization of the importance of empirical investigation of the social conditions of the people, and of their cultural factors that affect economic development. In Malaysia, at the beginning of the present decade the need for empirical research to understand the social problems of the rural people was amply demonstrated in speeches by leaders in the government, notable among whom was the late Tun Dr. Ismail, the then, Deputy Prime Minister.

The present study is a response to such a realization. It is essentially the study of some specific aspects of the rural people. As such it may be defined as a rural sociological research. "Most research in rural sociology is for the purpose of helping in the solution of practical problems of rural people and rural society." (Sewell, 1956, p. 1). The aim of the present study is precisely that, namely, to help the authorities help the rural people in more effective ways.

2.2 The study of values is important to both social policies and sociological theories, but there has been little empirical study of values (Kohn, 1969, p. 17) although most anthropological or sociological studies of man, community, tribe, etc., do discuss the values held by the people concerned. The study of values is essentially an approach which got underway after World War II (Ayoub, 1968, p. 256).

The term value means quite different things to economist, philosopher, and sociologist. The latter views values as "scarce objects of socially conditioned desires, unevenly distributed and differentially ranked."

2.3 The present study is action-or policy-orientated. It could have studied the value system of the Malaysian farmers. It could also have studied the process of change among the rural people of Malaysia. The results of such studies may have added new knowledge to sociological theories, but may have little relevance to administrators and policy makers in their rural development programmes.

The present study does not pretend to answer questions such as, "What are the values of the rural people of Malaysia?" or "In what way do rural values differ from the urban values in Malaysia?" It merely attempts to investigate the value orientation of the rural people. After all values are "general orientations towards basic aspects of life....." (Kluckhohn, 1961). Kluckhohn identifies five problems as crucial to all peoples. On the basis of these, societies may be compared in their value orientations towards these basic problems.

The present study is more specific. It studies value orientations towards a specific problem called "change", which is narrowly defined as 'change efforts' of the government in its rural development programmes to uplift the standard of living of the rural sector of the population.

Thus, the scope of the present study is limited to the study of beliefs, actions and reactions of the rural people towards modernisation, adoption of technology, and the use of capital in the context of rural development programmes in Malaysia.

2.4 Change is in a way a cultural adaptation. "Cultural adaptation depends significantly, if not entirely, upon the way we conceive the world, upon the way we order it" (Ayoub, 1968 p.247). To change the rural people in their farming and fishing practices from traditional to modern methods, implies initiating a cultural adaptation. How successful this process of cultural adaptation will be will depend on whether or not the new practices come in conflict with the way the people conceive the world and the way they order it. In short, 'change efforts' should be presented in ways that are consistent with, and not threatening to, the target population's value orientations towards change.

In a study of a small village in the Philippines, Sibley (1961) found that efforts to encourage competition in village improvement activities have failed to bring about desired results.

The author concludes that:

"for planned changes to be successful, they must be congruous with existing cultural beliefs (or at least not be in direct conflict with them) and must be presented in a manner which makes full use of existing social structural arrangements." (Sibley, 1961. p. 510).

But before decisions on the appropriate methods of presentation could be made, the policy makers and administrators must have a prior knowledge of how the rural people conceive of both the means and the end of change. It is in the framework of this argument that the study has been recommended.

2.5 Kahl (1970, p.7) indicates that the study of values has importance for two different types of problems, one of which is the transformation of society. Under this, we find some scholars who are interested in seeking answers to the question of why is it that a few people have the drive of entrepreneurship? Other scholars, on the other hand, are interested in seeking knowledge as to the conservative values that inhibit development even when the objective circumstances seem promising. The latter, namely the investigation into factors that inhibit progress or change, despite favourable circumstances, is the type of question that prompted MCDS to initiate the present study.

Two perspectives are prevalent when we attempt to understand why people of a certain category behave the way they do. The first perspective says that no matter where they are, people's behaviours are influenced by their institutionalised objectives and interests. This explains why bureaucrats in Moscow and Washington have striking similarities. The second perspective says that in the short run, most men behave in the way they have been conditioned by their culture, and it is through these cultural lenses that they perceive the relative importance of the alternatives available to them. (Kahl. 1970. p.7).

2.6 Applied to the situation in rural Malaysia, there are two ways of interpreting why generally the farmers and the fishermen do not take full advantage of the favourable circumstances for change provided for them by the government. One possible interpretation is that to be able to adopt change, the farmers and the fishermen must possess a minimal level of capital. How can we expect a farmer to use a tractor when he does not even own a piece of land? Those with capital will find it feasible to adopt change. Those without it will find change unattainable.

Another possible interpretation is that, mere possession of capital does not necessarily guarantee adoption of change. If to the farmers moderation is much more valued than the maximisation of gain or profit, then the change towards maximisation of output will be viewed as irrelevant.

In the present study, both of these possible interpretations have been taken cognizance of. The design of the present study permits comparison of value orientations of farmers from a more successful area and those from a less successful area. It also permits comparison between the more successful and the less successful individuals within each of the areas.

2.7 Change will not happen if (a) the values held by the people are opposed to the idea of "change", and (b) the environment remains unchanged. Corollary to this is that change will be very rapid if (a) the values held by the people support "change", and (b) the environment changes to a more favourable state. In the case of the rural development projects of peninsular Malaysia, the environment is indeed undergoing tremendous change conducive to modernisation of farming and fishing methods. The resultant changes as defined by (a) people's adoption of modern techniques and facilities, and (b) rate of increase in people's output, have been below expectation. Since the environment has been made favourable, the explanation to the unhappy state of affairs must rest with the value orientations of the people towards change.

However, not all farmers and fishermen refrain from responding well to change. There are some who made it. It is possible then to argue that perhaps those that are successful (those that utilise facilities offered them and have increased output as a result) must have possessed value orientations towards change that are different from those that are unsuccessful. It is hoped that the present study will throw some light on this calculated speculation.

3. Organization of this Report

3.1 This is essentially a report of Phase I of the study. It may be looked at as a progress report of the whole study. The Final Report will incorporate Phase I report and report of Phase II of the study.

3.2 The report is divided into five Chapters. Chapter I deals with the overview of the study, which includes a brief origin of the study, the justification of the study, and the concept of value orientation towards change.

3.3 Chapter II deals with information obtained in the course of our preliminary field enquiry. The chapter is aptly labelled field impressions. The information contained therein are necessarily qualitative in nature. Various projects are described and problems faced by these projects highlighted. Model used in the past to understand the phenomenon of poverty is shown. This model is considered simplistic in its approach. A new model called Interactive Vicious Circle Model (IVCM) is proposed.

3.4 Chapter III discusses the conceptualisation of the problem and formulation of the interview schedule. It describes the research design and discusses the organisation of the questionnaire.

3.5 Chapter IV attempts an analysis of the data. This analysis is selective and not meant to be exhaustive, for a detailed analysis is meaningful only when viewed together with data from the second phase. A final section deals with some of the implications elicited from the analysis.

3.6 Chapter V puts together some recommendations arising from discussions on previous chapters. Some of these recommendations are specifically meant for adoption in Phase II Study.

Chapter Two

FIELD IMPRESSIONS

1. Introduction

1.1 A number of field trips were made before the implementation of the plans of the research project. The field trips had several purposes, namely,

- (a) understanding of the broad problems faced by the fishing industry and fishermen in Trengganu;
- (b) understanding of the organizational structure of the fishing industry in Trengganu;
- (c) understanding of the strategies presently used by government agencies in development in the fishing industry in Trengganu;
- (d) establishing contacts with government officers and people at the grass-roots. This is to ensure that in the subsequent stages of the research project, the research workers have reliable and accurate information about the places and people they are to research.

1.2 The techniques used are informal. They are mainly,

- (a) unstructured interviews. In these interviews the emphasis is on seeking any information that might throw light on the problems faced by the fishing industry and the fishermen;
- (b) examination of files and printed matter made available to us.

1.3 The following classes of subjects were interviewed:

- (a) Government officers from the Kementerian Pertanian dan Pembangunan Luar Bandar (including Perikanan) both at the Federal and State levels;
- (b) Persatuan Nelayan Officers;
- (c) Majuikan Officers;
- (d) Syarikat Kerjasama Officers;
- (e) Ketua Kampong;
- (f) Fishermen;
- (g) State Development Officers.

2. Background information

2.1 There are about 11,500 fishermen in Trengganu. This has been considered as over-populated by the Fisheries Department.

There is also a perceptible drift of the unemployed relatives and friends of the fishermen into the fishing industry.

2.2 It is reported that the income levels vary from \$60 per month to about \$200 per month. The fishermen working for Majuikan and other big private concerns generally earn around \$150 - \$200 per month. The inshore fishermen and the other small-scale fishermen earn around \$60 - \$150 per month. The family sizes of the fishermen vary on the average from 6 - 10. The low income levels coupled with the large family sizes give a picture of widespread poverty.

2.3 Though the fishermen are distributed all along coastal Trengganu, concentrations around towns and villages are discernible. The big concentrations are around Besut, Kuala Trengganu, Dungun and Kemaman. Along the coastal areas, they are found along a narrow belt fringing the coast.

2.4 The physical environment is a harsh one. The coastal soils are infertile. The main soil type is the bris. This is a badly leached soil. Few plants grow well in this type of soil. This type of soil needs intensive soil treatment and use of fertilisers before it can support crops successfully. As a result of this factor very few fishermen are engaged in part-time agricultural activities which are profitable.

The climate also adds to the harshness of the physical environment. As a result of the lack of land shelter, the coastal areas are exposed to the full force of the North-east monsoon. During that season, rainfall is torrential, floods are common, and storms dangerous. Fishing during this season is hazardous and difficult. Income levels drop and in many areas like Pulau Pinang, off Trengganu, the Government has to help the fishermen with food supplies. Agricultural and most other economic activities are also affected to varying extents during this season.

Development efforts or plans to evaluate development efforts and the human response have to take into account the harshness of the physical environment.

2.5 The fishing industry and the plight of the fishermen have drawn the attention of the Government for many years. Government has pumped in a variety of aids in various forms. Some of the schemes and aids provided in the past are:

- (a) Subsidies (engines, nets, boats);
- (b) Credit for equipment;
- (c) Facilities (jetties, petrol, ice);
- (d) Marketing complexes;
- (e) Expertise and various types of technical help;
- (f) Organization of co-operatives and aids to these bodies.

2.6 The officials of the Fisheries Department have evaluated these efforts. They reported a history of lack of success and poor response. The variety of Government inputs have generally not met with success because of a number of reasons, namely,

- (a) lack of co-operation among the fishermen. This is seen in rivalries which hamper the smooth running of Government-sponsored schemes;
- (b) lack of commitment of the fishermen to the schemes. This lack of commitment is often seen in lack of investment of efforts to ensure success of these schemes. Deliberate attempts to circumvent loan collection are manifestations of this lack of commitment. It is reported that some fishermen sell their catches at rendezvous points out in the sea to escape loan repayment to Government officials or Co-operative officers. Widespread neglect of equipment provided by Government has also been reported. All these tend to undermine Government development efforts;
- (c) misuse of equipment and boats for purposes which do not ensure the success of the schemes;
- (d) the political situation in the past has also resulted in political rivalries. This has not contributed to the success of the schemes. Implementation of projects was difficult and obstacles severe. It was reported that many

Government officials, both at the Federal and State levels, have been discouraged, in the past, because of the complex political situation;

- (e) lack of personnel. The Government projects are often short of well-qualified personnel. This is often due to the difficulty of recruiting officers with suitable experience and qualifications. The incentives are not attractive. The isolation of Trengganu, in the past, from the main-stream of activities in the West Coast has deterred many from taking up appointments in Trengganu. The shortage of personnel has resulted in poor monitoring of the projects. Follow-up work often leaves much to be desired.

2.7 A variety of fishing methods are used in Trengganu. Some of these are:

- (a) Pukat Tunda,
- (b) Bubu,
- (c) Pukat Jerut,
- (d) Pukat Harimau,
- (e) Pukat Tangkul,
- (f) G. Gelang.

The methods employed are generally not advanced by international standards. They are considered small compared to those used in Japan, Taiwan, U.S.A., Korea and various European countries.

The boats are also small by international standards. Many use 5 - 10 h.p. engines. As a result, they have a limited range. The catch is consequently small.

The time spent at sea is also generally only 1 - 5 days. This is again short by international standards. As a result of the short span of time at sea, the catch is small. The returns are small after deductions of expenditure. The expenditure is especially high because of the high price of oil.

2.8 The competition faced by the Trengganu fishermen has also aggravated their problems. Trawlers from Thailand, Taiwan, Philippines, Japan and Kelantan provided severe competition. Besides the competition, it has been reported that foreign boats have damaged the equipment of the local fishermen. Among the local fishermen too, the competition is keen. The local trawlers often make the situation difficult for the inshore fishermen. The inshore fishermen have complained of declining catches.

It is generally felt that there should be more control by Government to reduce destructive and internecine rivalries. There is an urgent need for more patrol boats to arbitrate between local fishermen and to protect our fishermen from foreign fishermen.

3. Development Efforts - Present Thrusts

3.1 The present developmental efforts are multi-pronged. They form a concerted and integrated strategy to solve the complex problems of the fishermen. The development efforts are seen in the various projects to stimulate the fishing industry and alleviate the problems faced by the fishermen.

3.2 Projects.

(a) Rehabilitation Schemes

These are attempts to resettle fishermen in land schemes. These fishermen are taught new skills to equip them to fit into their new means of livelihood (Examples: Chalok, Belara). The schemes involve the fishermen in oil-palm, rubber and padi-growing.

(b) Resettlement Schemes

In these schemes, the fishermen are relocated in new areas. However, they are still fishermen. Government provides help in the building of houses and other facilities (Example: Besut). Some of the fishermen are very adventurous and have started such schemes by themselves (Example: Gong Kassim).

(c) Majuikan

This is a Government body that was formed to modernize the fishing industry. It is involved in fishing through its boats. It is also concerned with the sale and marketing of fish. Its present operations are small. There are plans to expand its activities all over Trengganu. At present, its activities are mainly in P. Kambing in Trengganu.

(d) Syarikat Pemasaran Ikan Malaysia (SPIM)

This is a body that is concerned with the development of the marketing infra-structure in Trengganu. Its operations are very limited at present.

(e) Jetties and Harbours Scheme

This is part of the Government strategy of providing an adequate infra-structure of facilities for the fishermen (Examples: Chenering, Besut).

(f) Subsidies and Credits

As a result of the poverty and indebtedness of the fishermen, subsidies and credits are provided to enable them to buy equipment, engines and boats (Example: 1974, \$100,000 subsidy scheme instituted by the Federal Government).

(g) Ice and Petrol

Cheaper ice and petrol are secured for fishermen through Persatuan Nelayan and Syarikat Kerjasama.

(h) Training School for Fishermen in Penang and Trengganu

The schools provide training in modern fishing technique. Training is also provided for engine operators.

(i) Meteorological Information

This is part of the facilities provided by the Government to ensure the safety and well-being of fishermen.

(j) Part-time employment scheme

One of the components of the strategy to raise the income level of the fishermen is to encourage them to engage in part-time activities which are profitable. Examples are in the cultivation of food crops and the rearing of animals (e.g. Padi land scheme; Lembu Pawah Scheme, Fresh-water Fish Scheme).

(k) **Land Alienation Scheme**

Many of the fishermen are landless. This scheme is aimed at providing them with land so that they can engage in agriculture and the rearing of animals.

4. Problems

The problems in the fishing industry in Trengganu are complex. The problems faced in the past outlined in 2.6 still plague the implementors of the current development schemes. In recent years attention has also been focussed on the following:

- (a) leadership problem in the organizations set up by Government. The problem of rapid turn-over of personnel is a constant problem. The problem is also one of finding the right kind of leaders of calibre and dedication from the fishing community;
- (b) rapport and communication between the fishing community, community leaders, development officers and decision makers;
- (c) community efforts to buttress and complement Government efforts. Government is interested in fostering self-reliance, community initiative and right attitudes to Government efforts to help the fishing community;
- (d) acceleration of the pace of development efforts to keep abreast with the rapidly rising aspirations and expectations of the fishermen;
- (e) provision of a stable political climate to minimize destructive and obstructive rivalries and maximize co-operation at all levels. An example is Tun Razak's efforts to dampen excessive politiking and focus attention on the high priority of co-operative efforts in development plans.

5. Model

5.1 Although this research project is concerned with the value orientation of the rural people, an attempt will be made to understand the place of values and attitudes in the whole matrix of development efforts. The emphasis will be on the understanding of the relationship of factors in development efforts.

5.2 In the past we have attempted to understand the problem of poverty using an overly simplistic model. This model is represented diagrammatically in the following way:

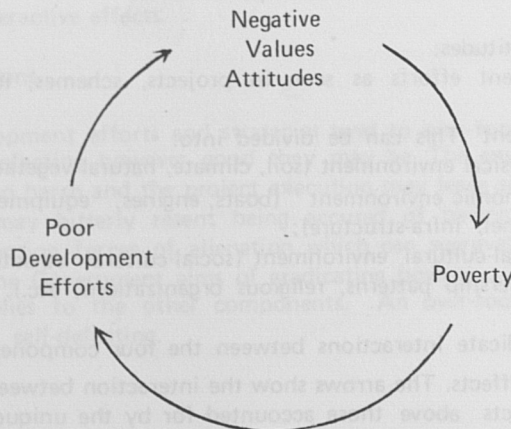


Fig. 1: The Vicious Cycle Model

This model is often called the Vicious Cycle Model. The basic assumption seems to be the sufficiency of focussing mainly (perhaps not solely) on one factor. If, for example, values and attitudes could be changed in directions conducive to development efforts, then poverty could be eradicated in due time. Briefly, the solution is breaking the vicious cycle at one point. Parallels of such thinking and logic can be found in the medical field. An example is the worm cycle. The Technical Committee of this Project feels this is too simplistic and misleading for the understanding of the complex problem of rural poverty. Though many may be aware of the pit-falls of this simplistic logic and strategy, the temptation to lapse into this type of thinking is real when one is planning a research project. The demands for rigour and focus in research lead many, for example, to just look at values and attitudes in development efforts. The built-in assumption, though never publicly owned, is that the key is in the values and attitudes of the subjects.

5.3 An attempt will be made to explain the Interactive Vicious Circle Model (IVCM). This model attempts to explain the relationship of factors in the problems of rural poverty.

Diagrammatic Representation of IVCM

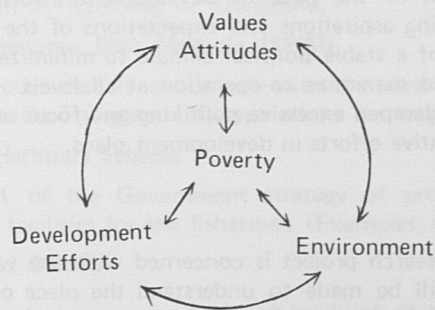


Fig. 2: The Interactive Vicious Circle Model

5.4 The focus in the IVCM is on poverty. This is the explicit target of Government development efforts. The other main components are:

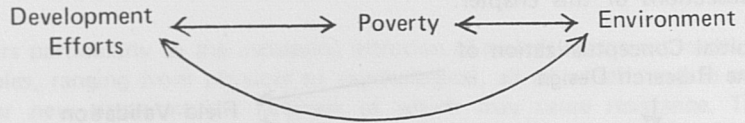
- (a) values, attitudes;
- (b) development efforts as seen in projects, schemes, infrastructure facilities, etc.;
- (c) environment This can be divided into:
 - (i) physical environment (soil, climate, natural vegetation, relief);
 - (ii) economic environment (boats, engines, equipment, competition, personnel, infra-structure);
 - (iii) social-cultural environment (social-cultural structure in the kampong, leadership patterns, religious organizations, etc.).

The arrows indicate interactions between the four components. Each component has its own unique effects. The arrows show the interaction between the components and their interactive effects above those accounted for by the unique effects of each component. Examples are:

- (a) Poverty could affect values and attitudes, and vice versa.
- (b) Development efforts could solve or not solve the problem of poverty. However, the severity and extent of poverty could affect the direction, outcome and nature of development efforts.
- (c) The environment could also contribute to poverty. Poverty in turn could affect the environment (Social-cultural, economic, etc.).
- (d) Values-attitudes, development efforts and the environment all interact to affect each other. All of them jointly and interactively could affect poverty in different ways.

5.5 Assumptions

- (a) Eradication of the problems associated with just one of the three peripheral components cannot eradicate poverty. For example, appropriate and modern values and attitudes alone cannot eradicate poverty. They may, however, set in motion a chain of effects on the other components. Nevertheless, the remaining components can perpetuate poverty. For example, collapsing values-attitudes in the IVCM, we still have the following:



Similarly, we could collapse development efforts and still have poor attitudes and a harsh environment perpetuating poverty. It is also possible that each of the 3 components by itself can perpetuate poverty. An example is poor attitudes and obstructive values contributing to poverty.

- (b) We need to understand how the components operate as a whole.
- (c) We need to understand the unique and interactive effects set in specific situations. The specificity of the situation often decides the nature of the unique and interactive effects.
- (d) Attempts to eradicate poverty must be intergrated. Strategies formulated to deal with the problems of poverty have to take into account the unique and interactive effects.

5.6 Implications

If development efforts and strategies tend to over-focus values-attitudes, they may be self-defeating however good they may be. The environment in its varied forms may be so harsh and the project execution may leave so much to be desired that the people may bitterly resent being accused of having poor attitudes. This may set in motion forces of alienation which can aggravate the situation seriously and defeat the Government aims of eradicating poverty. This similar line of argument also applies to the other components. An over-focus on any single component may be self-defeating.

Chapter Three

DESIGN AND INSTRUMENTATION

1. Introduction

This chapter discusses the conceptualization of the research problem, and the subsequent formulation and review of the Questionnaire in successive stages to match the purposes of the study.

In the field, the Questionnaire is used primarily as the Interview Schedule. It is the medium and means of communication with the target population (Fishermen, Padi and Rubber Farmers), who have been exposed directly or indirectly to "change" in terms of the Governmental socio-economic intervention programs. The standardized, structured interview is the main technique employed in seeking the information from the Respondents about their "value-orientation" to their perceived "change".

2. Stage in Questionnaire Development

The significant stages involved in the process of Questionnaire Development are summarised in figure 3. Each of these stages is discussed briefly in the following subsections of this chapter.

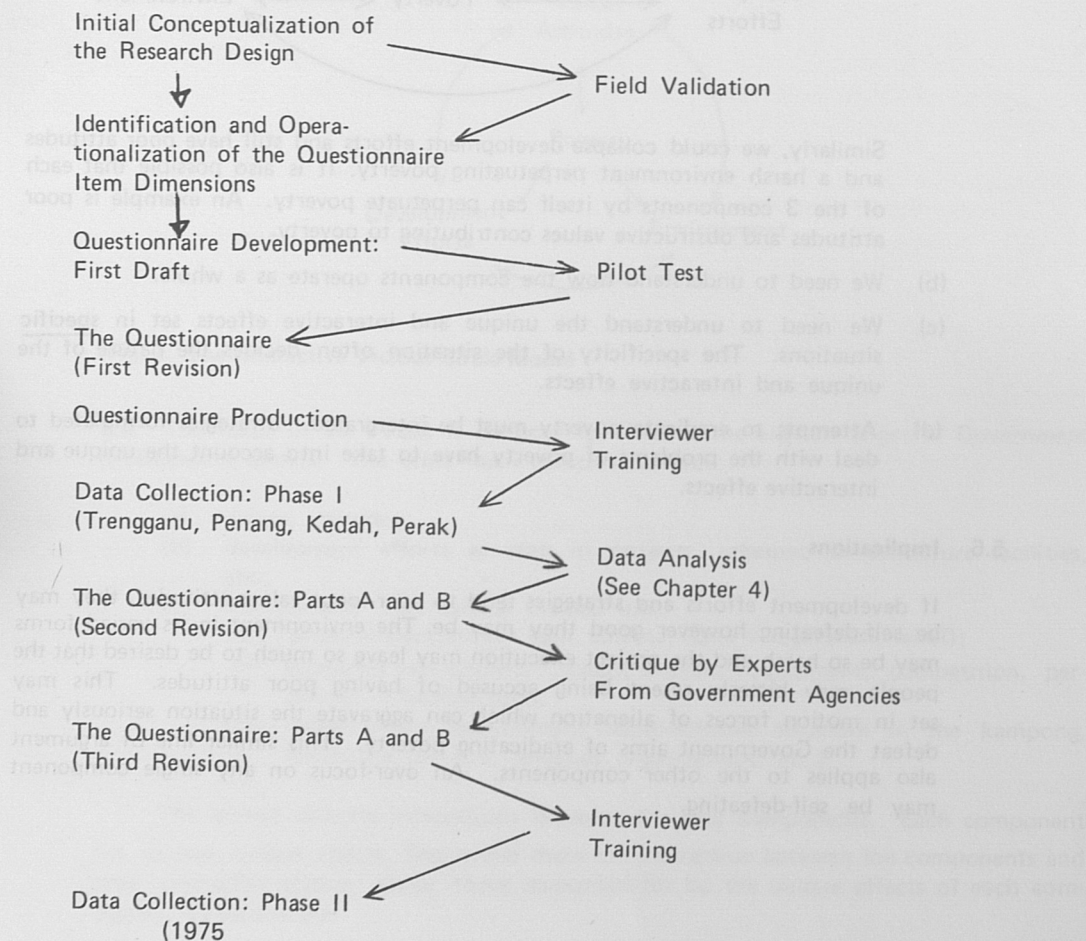


Figure 3. Stages in Questionnaire Development

3. Conceptualization of the Research Design

3.1 In the early part of 1974, extensive "brain storming" sessions were initiated among members of the Technical Committee with the view to (1) delineate the focus of the problem for investigation, (2) to operationalise the underlying major concepts, and (3) to formulate a research design that is a valid representation of the relationships among the variables.

3.2 The resulting research proposal thus provided the following directions and foci for purposes of the study. The key concepts underlying the problem were defined as follows:

(a) **Value-Orientation**

This refers to an individual's predisposition to hold a certain attitude towards an attitude-subject (the kinds of change) as indicated by the direction and intensity of the attitude, which is presumed to be influenced by a set of values held by the individual.

(b) **Change**

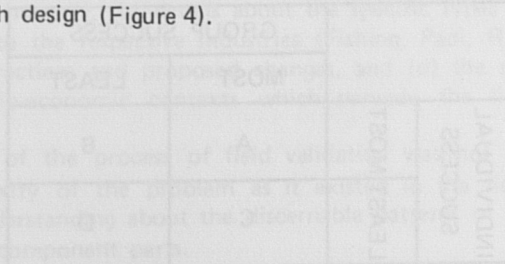
This refers particularly to the increasing intrusion of new development forces, factors or variables, ranging from physical to psychological, all of which tend to create an altogether new situation, the newness of which may cause resistance. The new situation implies perceived changes in "achievement", or "progress" or "development", or "modernization".

(c) **Intervention Programme**

Such a programme has the following qualities, namely,

- (a) it is imposed at a predetermined point of time, on a predetermined group of people.
- (b) it is manipulated (predetermined) by an extraneous force, extraneous because of imposition.
- (c) it provides a new situation experienced by the people concerned.

3.3 The operationalization of these key concepts as stated above thus prescribed the parameters for the types of measures that are required for the investigation of the "value-orientation" of the rural population to "change". The overall problem in terms of the kinds of possible relationships that might exist among the range of variables is summarised in the research design (Figure 4).



3.5 For purposes of classification, the following socio-economic criteria (1) were used to identify the "most" and "least" successful groups.

Namely:

- (1) Productivity in terms of output.
 - (2) Productivity in terms of increase in output over a period of time.
 - (3) Project participation in terms of economic programmes.
- and (4) Project participation in terms of social programmes. (community development)

Likewise, the criteria(1) used to identify the "most" and "least" successful individuals included,

- (1) Income
 - (2) Property ownership
 - (3) Civic participation
- and (4) Age.

3.6 The four categories A, B, C and D were used as one of the independent composite measures to assess whether or not differences existed among these categories on the following dependent measures, namely, level of schooling and media exposure. The direction of the hypotheses being tested implies that the category that is most successful on a group and on an individual basis should differ significantly from the other categories on one or more of the dependent measures.

3.7 Likewise, the background variables about the target population were also used as independent measures to investigate whether or not any significant associations might exist among the sample about their perceptions (value orientation) about the Projects (existing change), Quality of Life (existing and possible changes), and General Values (underlying locus of control and modernity).

The specific types of analyses adopted in the interpretation of the Phase I data are elaborated in Chapter 4.

4. Field Validation

4.1 Following the initial conceptualization of the research study, the proposed design was validated against what existed in "reality" at the grassroots level in the field.

For this purpose, extensive information was gathered in the field, about (a) the infrastructure of the Governmental Agencies directly involved in the intervention programmes ("change"), (b) details about the specific types of intervention programmes corresponding to the respective industries (Fishing, Padi, Rubber), (c) existing specific occupational practices and proposed changes, and (d) the nature of the complexity of the actual socio-economic contexts which pervade the lives of these rural people.

4.2 The aim of the process of field validation was not only to obtain an overview of the complexity of the problem as it existed in the field, but also, to seek some preliminary understanding about the discernable patterns of possible relationships among the myriad of component parts.

(1) Information required for all these criteria were not only built into the Questionnaire, but also in subsequent revisions, are refined to ensure that the data were valid and sufficiently detailed.

The summary of these "field impressions" have already been presented in Chapter II.

5. Identification of Item-dimensions for the Questionnaire

As a consequence of the information obtained in the "field impressions" and then guided by the research design, eight broad dimensions of information for inclusion in the Questionnaire were thus proposed. Details for each of these dimensions are reported in **Appendix A**, "Types of Data to be Collected".

6. Pilot Test of the Draft Questionnaire

6.1 Under a very tight time constraint, specific items for each of the eight dimensions were devised and included in the draft questionnaire. Every attempt was made to maintain both content validity and item specificity and clarity. For the measure on the Locus of Control, initially 19 items were selected from the Rotter's Scale (1969, 1971). Likewise, 22 items from the Modernity Scale were modified from the Scale designed by Inkeles (1969).

6.2 The draft Questionnaire was then pilot tested intensively with Fishermen in Trengganu. Feedback from this was used to modify drastically both the content and format of the Questionnaire. The major areas of modification at this stage include the following:

- (a) The vocabulary and terminology used in Bahasa Malaysia were closely scrutinised, especially for the measures of the Locus of Control and Modernism. As best possible, the language was "simplified" without sacrificing the meaning that was intended.
- (b) Both the structure, format and sequencing of the items were reviewed to permit ease in data collection during the interview process.
- (c) Where it could be anticipated, certain items were precoded and structured, so as to permit immediate transfer of the data onto computer cards.

The first revised Questionnaire was then mass produced for Phase I of the data collection.

7. Interviewer Training

7.1 To ensure that the Interviewers shared as much in common with the Respondents of the various States, especially in the dialect used, it was decided to recruit the University of Malaya and Universiti Sains Malaysia students who originated from the States of Trengganu, Penang, Kedah and Perak.

The Interviewers were trained on two separate occasions. The interviewers for Trengganu were trained by the Technical Committee at the University of Malaya. The "Interviewer Guide" (see **Appendix B**) was used for instruction and training purposes. The Interviewers for Kedah, Penang and Perak were trained by the Project Director assisted by research officers of Malaysian Centre for Development Studies.

7.2 During training, the trainees worked in groups. Each group participated in simulated interview conditions. While a pair of trainees in the group role-played the interviewer by using the interview schedule, the rest of the members in the group provided the follow-up

critique. Through the role-playing exercises, the groups of trainees were made progressively more familiar with the specific demands of the items in the interview schedule. Every effort was made to emphasise the need for maintaining a high degree of uniformity in the conduct of the interview over different occasions and across different interviewers.

On the second occasion when interviewers were trained for the States of Penang, Kedah and Perak, the training procedures already established were thus employed and replicated.

7.3 Altogether 110 interviewers were trained for Phase I of the field data collection. Over the period of 28 days of data collection, 1973 respondents were interviewed at their homes or villages. The report of the analysis of these data will be presented in Chapter 4.

8. The Second Revised Questionnaire

8.1 Feedback from the data analyses of the Questionnaire returns in Phase I provided the basis for further improvements of the Questionnaire in the following areas:

(a) Length of Questionnaire

Phase I already established that the Questionnaire was too long and required about 90 – 120 minutes to administer in the field. Also, the items were not coherently sequenced or clustered.

To overcome these two limitations, the entire structure of the questionnaire was revised in accordance with the specifications set out in figure 6 shown below.

Questionnaire	Background	Specific Values and Perceptions	General Values
Part A	Social (Items 8–24)	Projects (Items 25–79 for Fishing, Rubber or Rice)	Modernity (15 items)
Part B	Economic (Items 8–31)	Quality of Life (Items 32–77)	Locus of Control (15 items)

Figure 6: Specifications For reorganising The Structure and Dimensions of the Questionnaire. (Note: Item 1–7 not mentioned above refer to the seven computer columns assigned for purposes of identification)

The main innovative feature of the revised questionnaire is that it is now in two sections. Parts A and B respectively. For purposes of administering the two parts on separate occasions, the amount of time per session is thus reduced by half. In this way, there is no sacrifice on the total amount of

information that is obtained through the interview. A second feature of this two-part questionnaire is that each Part still maintained three common emphases, namely, the section on Background (social or economic), the Specific Values and Perceptions (about projects and quality of life), and the third section in terms of the respondent's General Values (modernity and locus of control). The third innovation is that the same Questionnaire could be administered to either Fishermen, Rubber or Padi Farmers.

It has been anticipated that in Phase II, when the two-part Questionnaire is administered (both Parts A & B are administered to the same Respondent but on separate occasions), the sequence of administering Part A and B is randomised. This would control for the possibility of sequence effect.

(b) Reduction of Items

On the evidence of the Factor Loadings, the Modernity Scale is reduced from 22 to 15 items. Similarly, the Locus of Control Scale is reduced from 19 to 15 items. Empirical evidence indicated that there would be no corresponding loss of useful information in terms of the clusters of attitudinal scales.

(c) Pre-coded Format

In the final revised questionnaire, the left side is confined to the item question or interviewer instructions, while the other half is devoted wholly to the entry of the structured or open-ended responses.

For both Parts A and B of the questionnaire, the question item number corresponds to the column number assigned for the computer card. This facilitates cross reference and coding of the data from the Questionnaire directly onto the card and vice versa.

Another improvement was concerned with the development of pre-coded, structured items wherever this was possible. Consequently, the interviewers need to be fully familiar with the coded categories of information to be entered in the questionnaire. Where there are items which are open-ended in nature, the unstructured response format was still retained.

(d) Language: Clarity and Specificity

In the second revision, Officers who are familiar with the local State dialects were asked to improve on wording of the items. As much as possible, statements and sentences were shortened or made more concise and precise. Photographs of the different types of houses that are characteristic of the different socio-economic levels are used to categorise the houses into 7 types.

(e) Sequencing of items

Within each "dimension", the items are sequenced so that, (a) the more crucial items are listed earlier, and (b) the need for the Interviewer to leap across items is minimised.

(f) **Item Improvement**

More detailed information was required specifically in the following areas of question-items, namely,

- (a) civic participation,
- (b) knowledge of projects,
- (c) participation in those projects that they knew of, and
- (d) more details about house ownership and home amenities.

9. **The Questionnaire**

The remaining sections present concisely a summary of the kinds of variables/items that are included in Part A and B of the revised Questionnaire.

9.1 **Value-Orientation Questionnaire: Part A**

Dimension and Sub-categories	Code No.	Item No.	Description
SOCIAL BACKGROUND			
Personal data	8	1	Age
	9	2	Sex
	10	3	Ethnicity
	11	4	Marital status.
.....			
Education	12	5	Type of school; highest standard or Form passed
	13	6	
.....			
Place of origin and residence	14-15	7	State/country of origin, Length of residence.
	16	8	
.....			
Training	17	9	Training received for present job. Type of Training.
	18	10	
.....			
Civic Participation	19-20	11-12	Position held in Association
	21	13	Position held in a specific project
	22	14	Position held in a political Party
	23-24	15-16	Position held in a social organization

**VALUES AND PERCEPTION
ABOUT PROJECTS:**

(Fisheries: 12 projects; Padi: 12 projects; Rubber: 12 projects)

Dimension and Sub-categories	Code No.	Item No.	Description
Knowledge of & Participation in.....	25-29	17	Project/program indentified by Respondent (R) under "ugama" "Sosio-Ekonomi", "Kesihatan", "Pelajaran".
	30	18	How beneficial these are.
.....			
Awareness of	31-42	19	From whom R learned of the project.
.....			
Projects: Why successful or failed.	43-44	20	Which is the most successful project?
	45	21	Why?
	46-47	22	Which is the least successful project?
	48	23	Why?
.....			
Reasons for success or failure	49-50	24	Do you speak to others about project?
		25	Why not?
	51-66	26	Name project (s) R knows, either well or just a little; Does R participates?
	67-68	27	Which project R likes most?
	69	28	Reasons for liking.
	70	29	Suggestions.
.....			
Channels of communication	71	30	Forwards suggestions to whom?
	72	31	How is suggestion conveyed?
	73	32	Are suggestions taken seriously?
	74	33	Why?
.....			
Specific personal problems.	75-78	34	Problems associated with Income, Work Conditions, Family and Living Conditions & Others.
	79	35	What else R wants to know?

MODERNITY SCALE Total of 15 items (Factor loading 0.43-0.77)

9.2 VALUE-ORIENTATION QUESTIONNAIRE: PART B

Dimension and sub-categories	Code No.	Item No.	Description
ECONOMIC BACKGROUND			
Main Occupation	8	1	Main occupation?
	9	2	For how long?
	10	3	With whom R works?
	11	4	Why R works with him?
.....			
Second Occupation	12	5	Second Occupation?
	13	6	Previous Occupation?
	14	7	Reasons for change in occupation.
.....			
Income	15	8	Income/year from main occupation.
	16	9	Other sources income/year
	17	10	Total income for one year
.....			
Family	18	11	Family size
	19	12	Number of dependents
	20	13	Number of dependents working/earning in family
	21-22	14	Kinds of work
	23	15	Number in family who subsidise financially
.....			
House and ownership	24	16	Type of house?
	25	17	Who owns the house?
	26	18	How R comes to own the house?
	27	19	Own other houses? How many?
	28	20	Tap water/Electricity/Gas lamp/Toilet?
.....			
Land/transport/ Animal ownership	29	21	Own land? What kind?
	30	22	Possess transport? What type? Number?
	31	23	Possess domestic animal? Type? Number?

PERCEPTIONS AND VALUES ABOUT THE QUALITY OF LIFE

Consequences of modern techniques and materials	32	24	Benefits of modern techniques?
	33	25	Cause of unemployment?
	34	26	Forced to relearn?
	35	27	New technique more complex
	36	28	Does not require more effort
	37	29	Independent of seasonal changes
	38	30	Against religious teachings.

Dimension and sub-categories	Code No.	Item No.	Description
Awareness and participation	39	31	Name one modern method encouraged by government.
	40-41	32	Do you use it now? Yes/no
	42	33	Why?
Modern Practices: problems/promises	43	34	Any problems encountered in this change?
	44	35	Benefits arising from new technique?
Conventional practice	45	36	Name one "old" method often used
	46	37	Still used? Yes/no
	47-48	38	For how long, and why?
	49	39	Planting as advised?
Assistance	50	40	Obtain assistance most frequent from whom?
	51	41	Why seek middleman?
Living conditions	52	42	How are living conditions now?
	53	43	Reasons?
Self help	54	44	Employ gotong royong?
	55	45	Why?
	56	46	Steps to ensure success?
Newspapers/Magazines	57	47	Does R read the newspaper?
	58	48	Reading by whom?
	59	49	How frequent?
	60	50	What kinds of news does R read?
	61	51	Type of newspaper?
	62	52	Does R buy magazines?
	63	53	Reading magazine by whom?
	64	54	Types of magazines?
65	55	What kind of information R likes most?	
Radio	66	56	Posses radio?
	67	57	Listen to radio? How often?
	68	58	Kinds of programme?

Dimension and Sub-categories	Code No.	Item No.	Description
Television	69	59	Possess TV?
	70	60	View TV? Yes or no. How often?
	71	61	Kinds of TV program?
.....			
Influential people	72-77	62	Name three important persons? Who is the most influential?
	CARD 2	8	63
9		64	Official about marketing matters
10		65	Official about technical advice
11		66	Official for advice on training
Any other	12-13	67	Any other views about work?

LOCUS OF CONTROL SCALE

total of 15 Items
(factor loadings range from 0.41-0.74)

Chapter Four

DATA ANALYSIS

1. Methodology

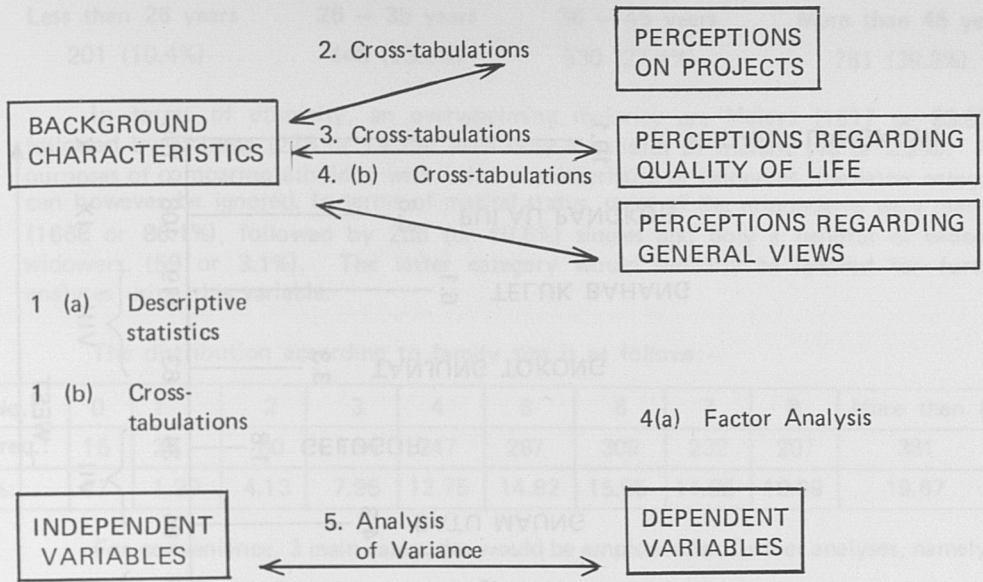
1.1 It is probably self-evident that the kinds of possible data analysis depend on the types of data collected by means of the questionnaire and that the quality of analysis is contingent upon the quality of the data so obtained. In the first phase of the project, no attempt was made to cross-validate the data, although it is apparent that the serious limitation lies in the duration of the interview, which ranged from between 1 to 2 hours. With a change in design for the next phase, in which respondents would be interviewed on two occasions, this shortcoming might hopefully be overcome, even though a possible problem of failing to contact respondents a second time can be anticipated. In any case, since the questionnaire had already undergone drastic reduction in its original draft form, it was decided that further reduction might result in the elimination of what we considered to be crucial questions in the study.

The existing questionnaire attempted to elicit responses pertaining to the following:—

1. Respondents' background characteristics,
2. Respondents' perceptions/values regarding aspects of government-sponsored projects,
3. Respondents' perceptions/values concerning the quality of life, and
4. Respondents' perceptions/values regarding general values, as depicted by items related to modernity and locus of control.

For this preliminary report, only a few of the more pertinent findings would be discussed. No attempt at comprehensive analysis would be made, for the detailed analysis would be most meaningful when comparative data become available from interviewing the farmers in the second phase. Accordingly, data analysis will be confined to the following, as depicted in Fig. 7:—

1. Descriptive statistics pertaining to the respondents' background characteristics, as well as a few cross-tabulations among them.
2. Pertinent cross-tabulations of some of the background characteristics with the respondents' perceptions/values regarding certain aspects of projects.
3. Pertinent cross-tabulations of some of the background characteristics with the respondents' perceptions/values regarding aspects of the quality of life.
4. Factor analysis of responses to items on modernity and locus of control.
5. One-way analysis of variance of the 4 success groupings, in respect of some more quantifiable variables.



1. **Success Grouping:**

A, B, C, D (see Fig. 5) based on the following Criteria for Success:—

- (a) Income
- (b) Property ownership
- (c) Civic Group involvement

- (a) Modernity
- (b) Locus of Control
- (c) Living Conditions
- (d) Level of Schooling
- (e) Media Exposure

2. **Age**

Fig. 7: Scheme for Data Analysis

2. **Background Characteristics**

The 1937 respondents interviewed were distributed among 15 geographical areas as shown in Fig. 8. Since there have been wide variations in the numbers interviewed across these areas, for purposes of further analysis, they can be collapsed into fewer categories. In the first instance the areas can be divided into 2 broad Regions, namely:—

- East (categories 1 – 7 inclusive) and
- West (categories 8 – 15 inclusive)

Also, by aggregating smaller categories, 10 new areas (I to X) can be formed.

Only a very small proportion of those interviewed (39 or 2.0%) are females, so that, for practical purposes, this variable is omitted from further analysis. In terms of age, there seems to be a fairly wide distribution, the majority being the older age groups:—

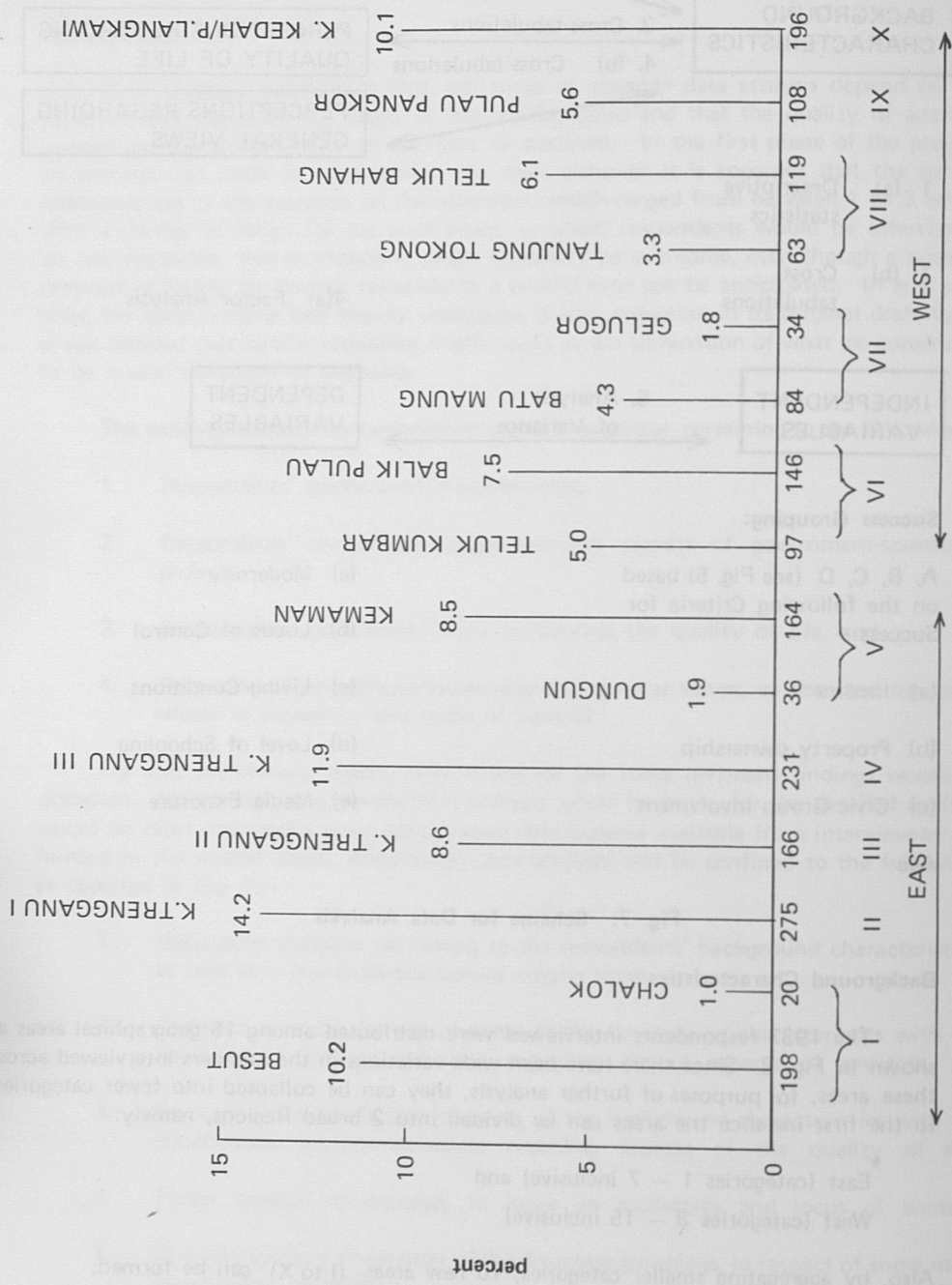


Fig. 8: Frequency Distribution by Areas.

Less than 26 years	26 – 35 years	36 – 45 years	More than 45 years
201 (10.4%)	445 (23.0%)	530 (27.4%)	761 (39.3%)

In terms of ethnicity, an overwhelming majority are Malays (1617 or 83.5%), followed by Chinese (275 or 14.2%) with only a handful of Indians (43 or 2.2%). For purposes of comparing ethnicity with other characteristics or responses, the latter category can however be ignored. In terms of marital status, most of the respondents were married (1668 or 86.1%), followed by 206 (or 10.6%) singles and only a handful of widows/widowers. (59 or 3.1%). The latter category would similarly be ignored for further analyses using this variable.

The distribution according to family size is as follows:—

No.:	0	1	2	3	4	5	6	7	8	More than 8
Freq.:	15	25	80	154	247	287	309	232	207	381
%:	77	1.29	4.13	7.95	12.75	14.82	15.95	11.95	10.69	19.67

For convenience, 3 main categories would be employed for further analyses, namely:—

Small : Less than 5

Medium : 5 – 7

Large : More than 7

The distribution by number of dependents is as follows:—

No.:	0	1	2	3	4	5	6	7	8	More than 8
Freq:	120	129	199	290	275	326	229	162	86	121
%:	6.20	6.66	10.27	14.97	14.20	16.83	11.82	8.36	4.44	6.25

Again, for further analyses, the 3 categories to be used are:—

Small : Less than 4

Medium : 4 – 5

Large : More than 5

In terms of the numbers of working family members and of assisting family members, a large majority (1043 or 53.85% and 1428 or 73.72% respectively) indicated that they do not have other working or assisting family members. It therefore suffices to use 2 broad categories, namely with or without working/assisting family members, in further analyses involving these variables.

In respect of the types of schooling, the following is the distribution of responses:—

Malay medium	=	922 (47.60%)
Nil	=	565 (29.17%)
Chinese medium	=	168 (8.07%)

More than 1 type	=	136 (7.02%)
English medium	=	39 (2.01%)
Religious school	=	38 (1.96%)
Other types	=	35 (1.81%)
Tamil medium	=	26 (1.34%)
No response	=	8 (0.41%)

Since only the first 3 categories are fairly clear-out, they would be used in further analyses involving types of schooling.

In the case of level of schooling, the responses are distributed as follows:-

Primary	=	1145 (59.11%)
None/other	=	611 (31-54%)
Lower secondary	=	78 (4.03%)
Upper secondary	=	36 (1.86%)
No response	=	67 (3.45%)

Leaving out the last category and combining Lower and Upper secondary would leave 3 broad categories, which would be employed in subsequent analyses involving this variable.

3. Cross-tabulations by Areas and Regions

Further characteristics of the respondents may be derived from various cross-tabulations by the 10 Areas and/or the 2 Regions. For easy interpretation, the results are displayed visually, with the levels of significance of the Chi-square analyses of cross-tabulations inserted. For example, Fig. 9 shows the distribution of age by Areas/Regions, where each graph indicates the percentage composition for the 4 age groups (less than 26, 26-35, 36-45 and more than 45). Differences among the distribution patterns by areas are significant at the .001 level, while the difference between regions is significant at the .01 level. While, in general there seems to be a greater range of ages among the fishermen sampled in the East Coast as compared with the West Coast, the distribution pattern for Area VII is very different from the rest, being characterised by a predominance of younger respondents. Subsequent discussions with fisheries officers revealed that this is probably due to the presence of a large proportion of migratory fishermen especially in the Batu Maung area, who are naturally younger, since the older ones are less inclined to travel.

While all the fishermen interviewed in the East Coast are Malays, one-third of those interviewed in the West Coast are non-Malays. This situation is shown clearly in Fig. 10. In terms of marital status, more fishermen in the East Coast are married than those in the West Coast. This situation (as shown in Fig. 11) is however, brought about principally

nsd for no significant differences,

* for .05 level of significant,

* * for .01 level, and

* * * for .001 level, of significant.

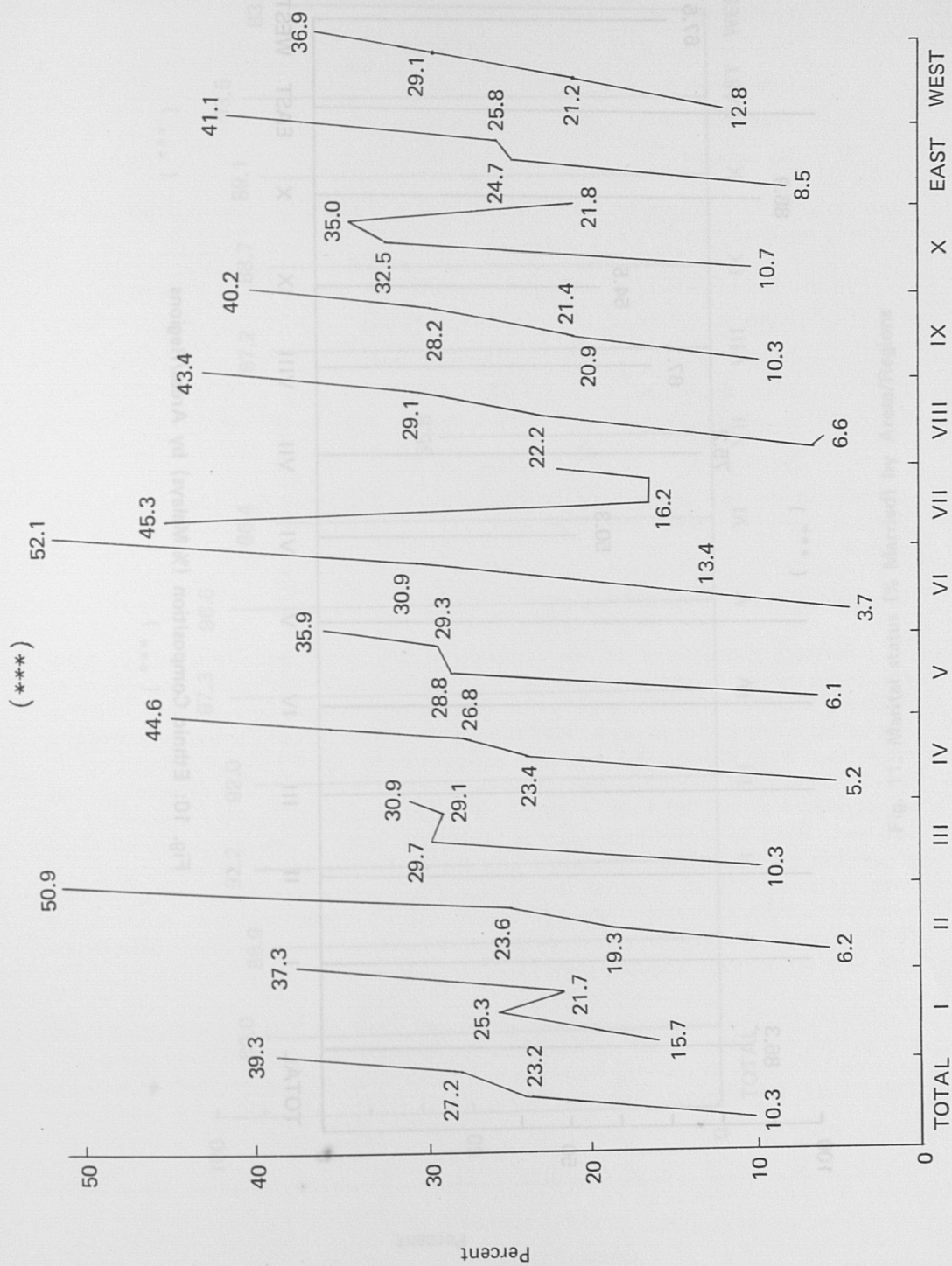


Fig. 9: Distribution of Age by Areas/Regions (For name of areas, please refer Fig. 8)

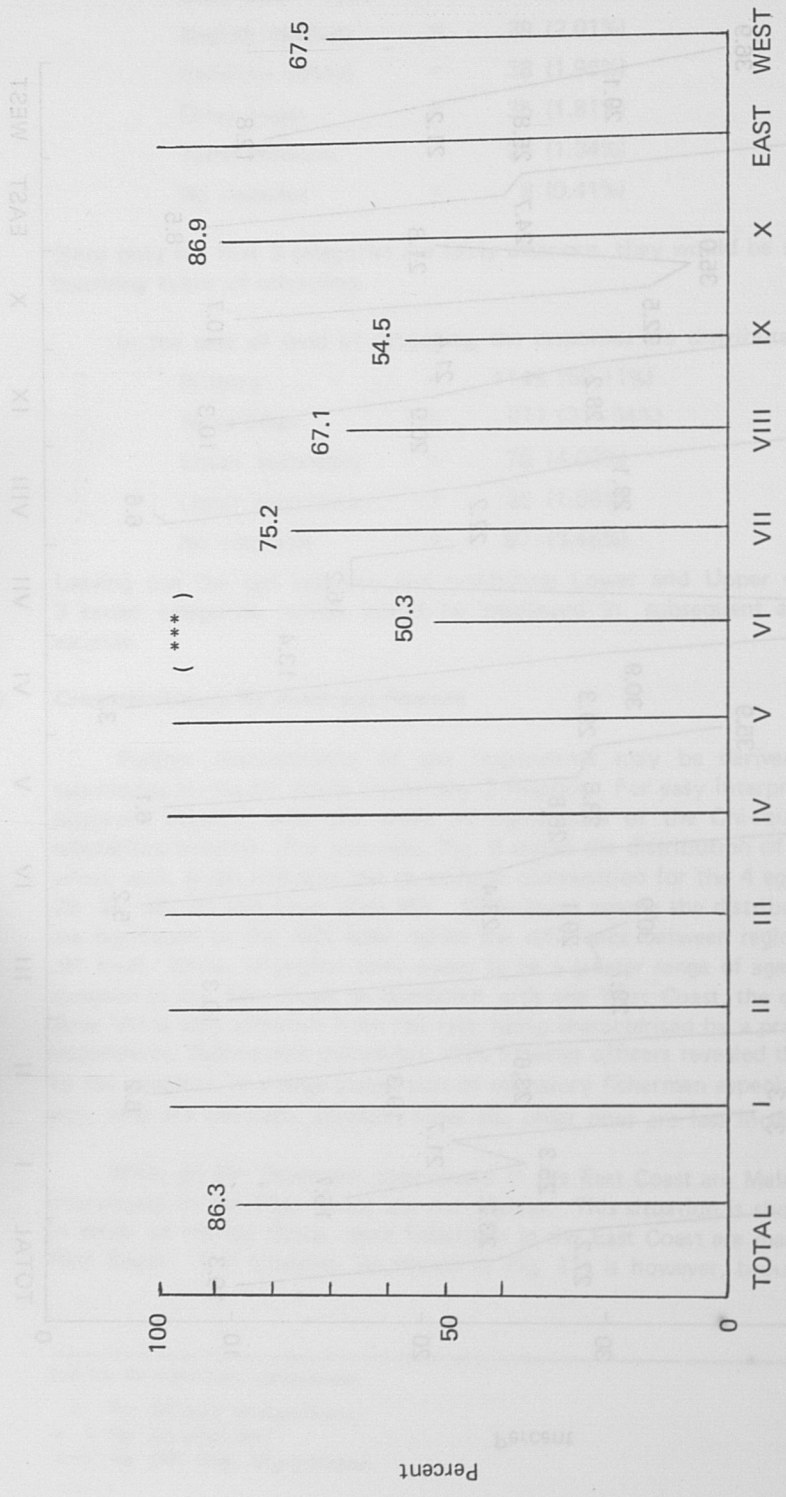


Fig. 10: Ethnic Composition (% Malays) by Areas/Regions

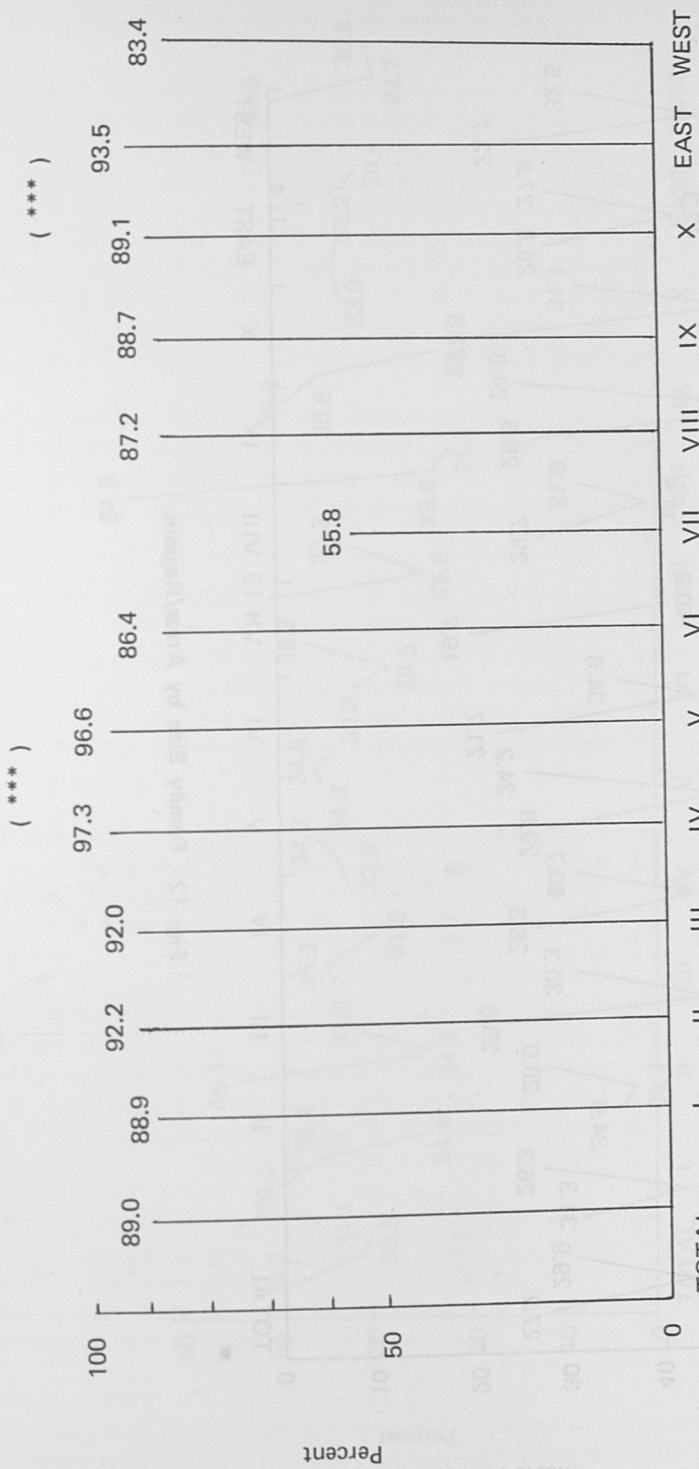


Fig. 11: Marital status (% Married) by Areas/Regions

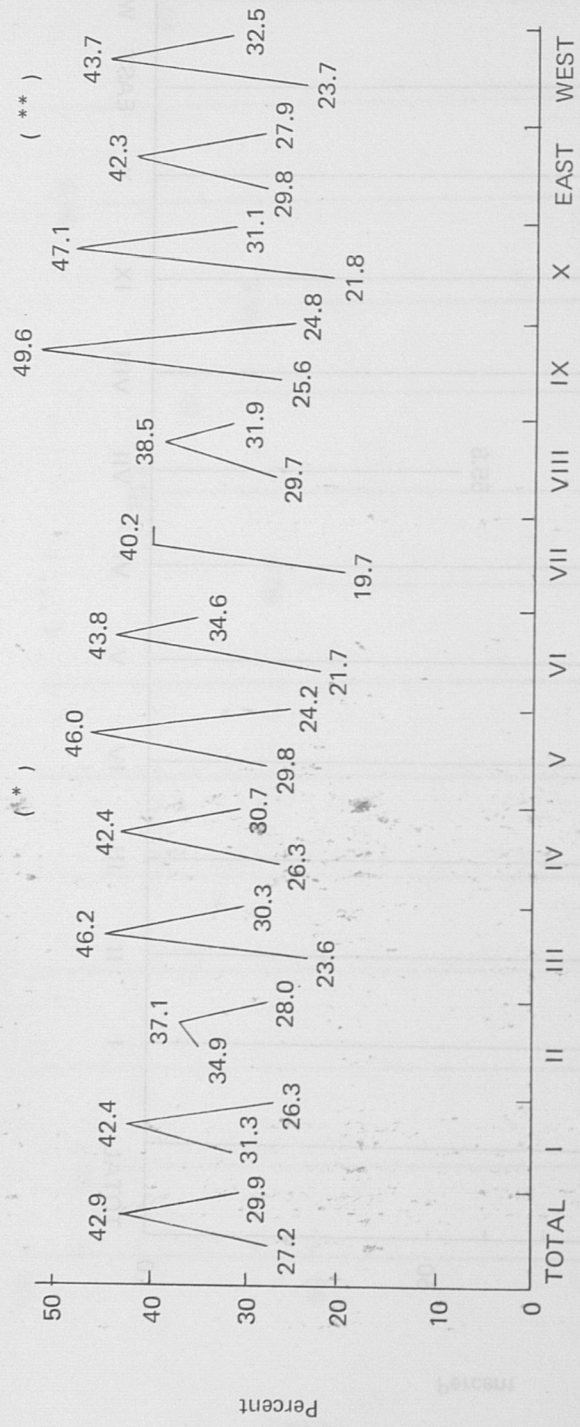


Fig. 12: Family Size by Areas/Regions

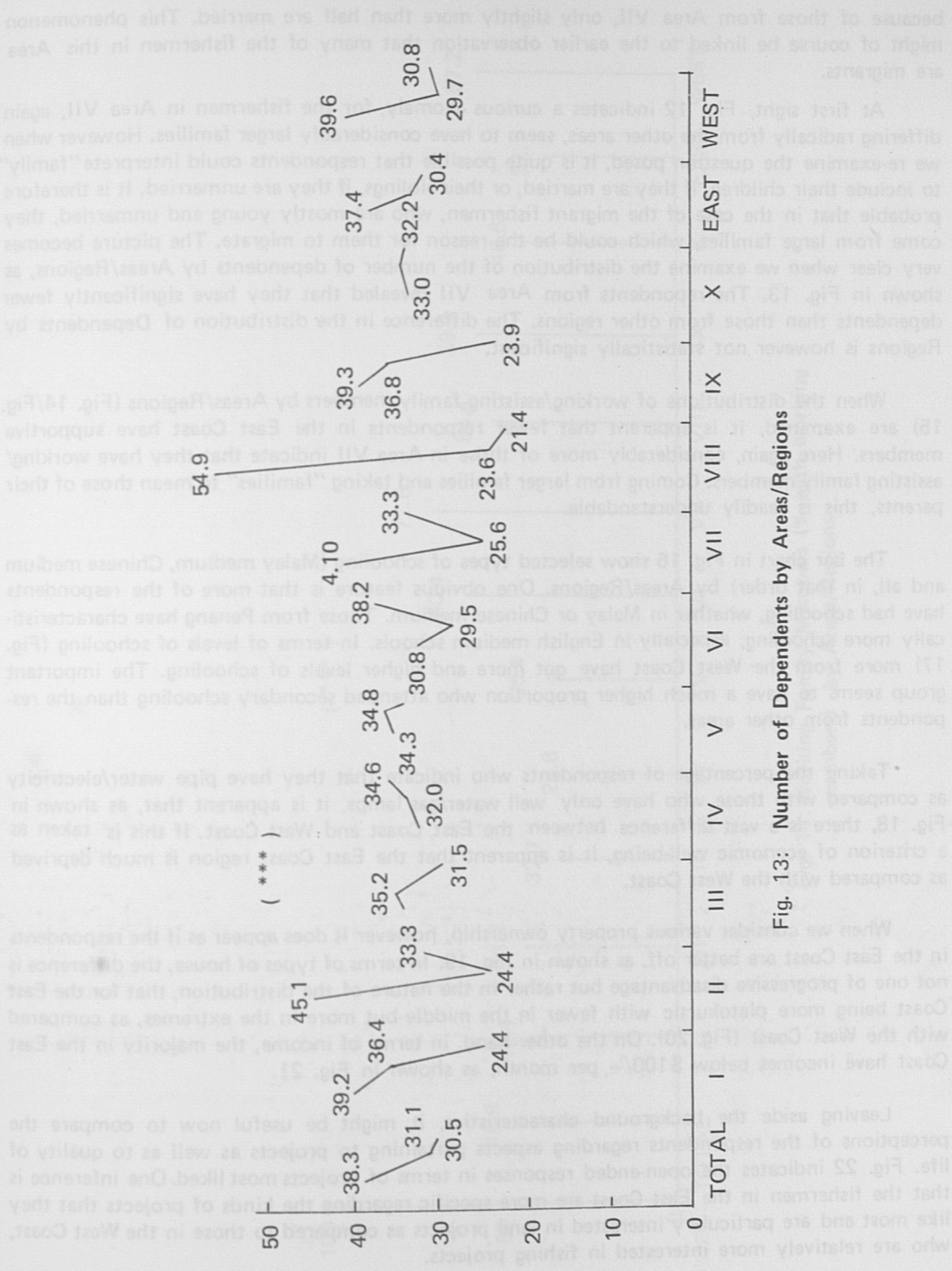


Fig. 13: Number of Dependents by Areas/Regions

because of those from Area VII, only slightly more than half are married. This phenomenon might of course be linked to the earlier observation that many of the fishermen in this Area are migrants.

At first sight, Fig. 12 indicates a curious anomaly, for the fishermen in Area VII, again differing radically from the other areas, seem to have considerably larger families. However when we re-examine the question posed, it is quite possible that respondents could interpret "family" to include their children, if they are married, or their siblings, if they are unmarried. It is therefore probable that in the case of the migrant fishermen, who are mostly young and unmarried, they come from large families, which could be the reason for them to migrate. The picture becomes very clear when we examine the distribution of the number of dependents by Areas/Regions, as shown in Fig. 13. The respondents from Area VII revealed that they have significantly fewer dependents than those from other regions. The difference in the distribution of Dependents by Regions is however not statistically significant.

When the distributions of working/assisting family members by Areas/Regions (Fig. 14/Fig. 15) are examined, it is apparent that fewer respondents in the East Coast have supportive members. Here again, considerably more of those in Area VII indicate that they have working/assisting family members. Coming from larger families and taking "families" to mean those of their parents, this is readily understandable.

The bar chart in Fig. 16 show selected types of schooling (Malay medium, Chinese medium and all, in that order) by Areas/Regions. One obvious feature is that more of the respondents have had schooling, whether in Malay or Chinese medium. Those from Penang have characteristically more schooling, especially in English medium schools. In terms of levels of schooling (Fig. 17) more from the West Coast have got more and higher levels of schooling. The important group seems to have a much higher proportion who attended secondary schooling than the respondents from other areas.

Taking the percentage of respondents who indicate that they have pipe water/electricity as compared with those who have only well water/gas lamps, it is apparent that, as shown in Fig. 18, there is a vast difference between the East Coast and West Coast. If this is taken as a criterion of economic well-being, it is apparent that the East Coast region is much deprived as compared with the West Coast.

When we consider various property ownership, however it does appear as if the respondents in the East Coast are better off, as shown in Fig. 19. In terms of types of house, the difference is not one of progressive disadvantage but rather in the nature of the distribution, that for the East Coast being more platokurtic with fewer in the middle but more in the extremes, as compared with the West Coast (Fig. 20). On the other hand, in terms of income, the majority in the East Coast have incomes below \$100/- per month, as shown in Fig. 21.

Leaving aside the background characteristics, it might be useful now to compare the perceptions of the respondents regarding aspects pertaining to projects as well as to quality of life. Fig. 22 indicates the open-ended responses in terms of projects most liked. One inference is that the fishermen in the East Coast are more specific regarding the kinds of projects that they like most and are particularly interested in land projects as compared to those in the West Coast, who are relatively more interested in fishing projects.

In terms of projects that they are participating in (see Fig. 23) the East Coast participants are mainly involved with Majuikan and aid programmes, while those in the West Coast are involved more evenly with land projects. The East Coast fishermen are however more interested to have information on almost all projects, as shown in Fig. 24.

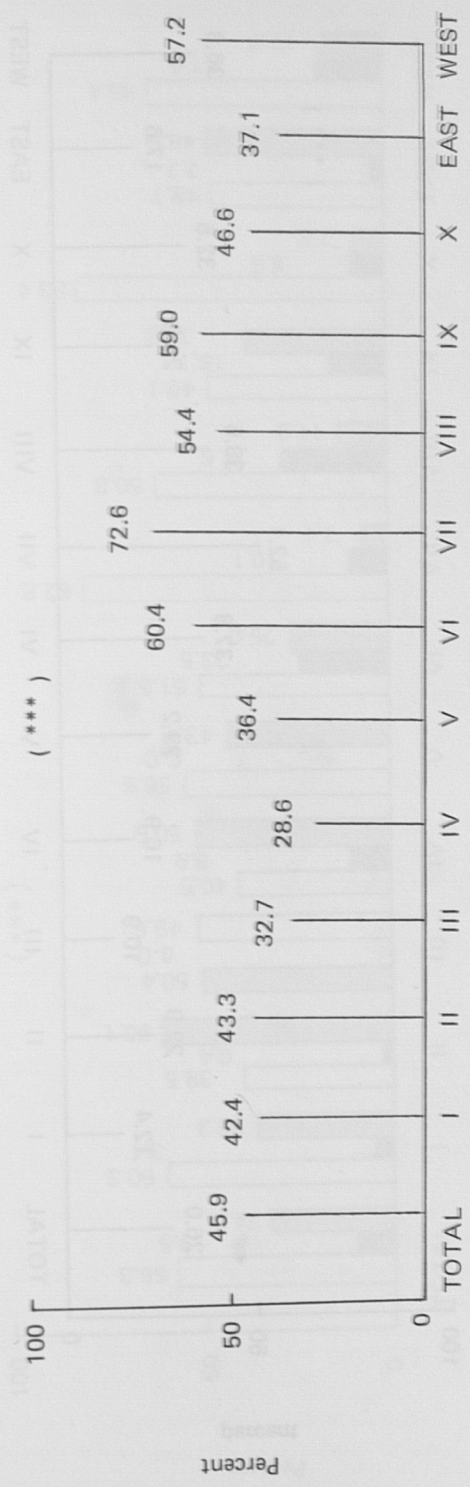


Fig. 14: Working Family Members (% with working members) by Areas/Regions

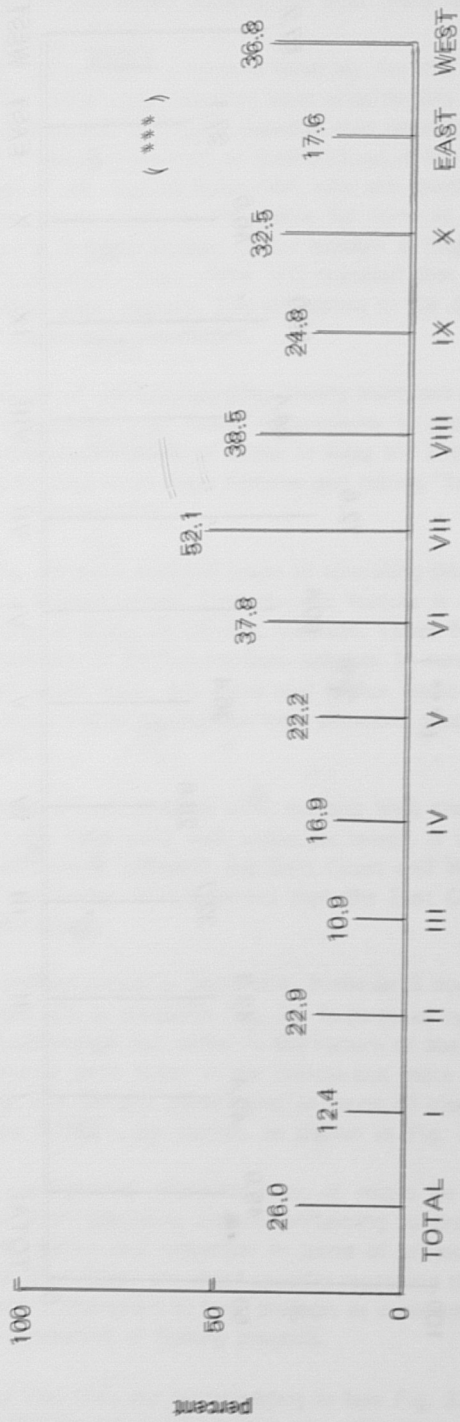


Fig. 15: Assisting Family Members (% with Assisting Members) by Areas/Regions

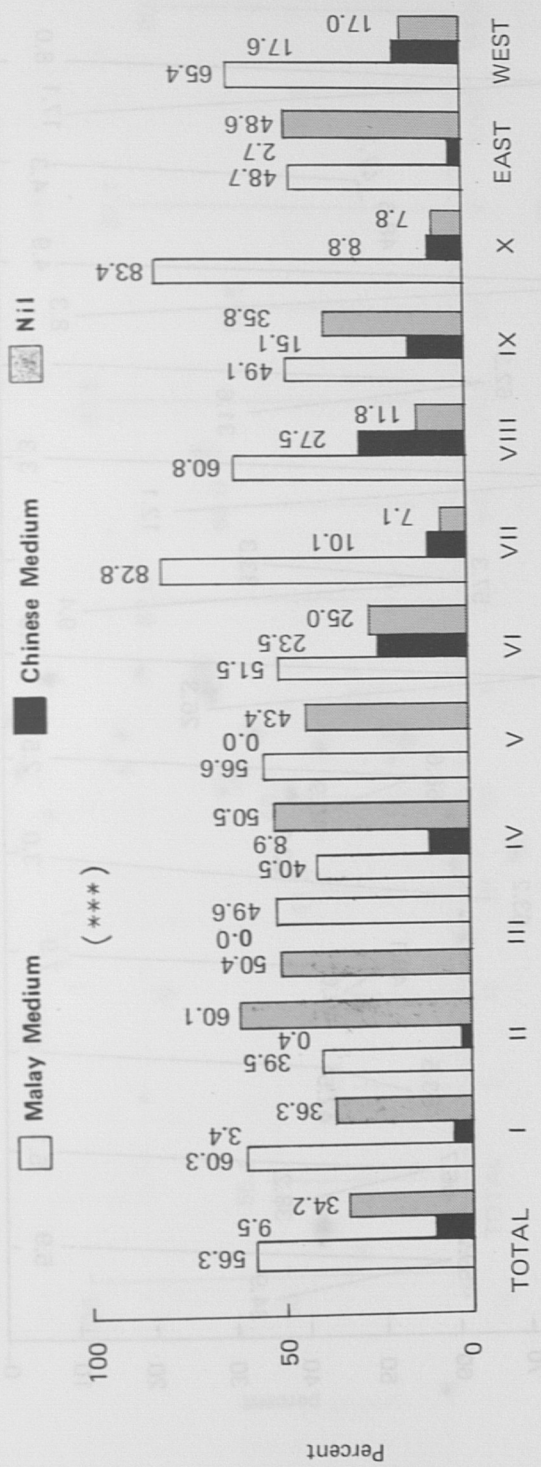


Fig. 16: Types of Schooling by Areas/Regions

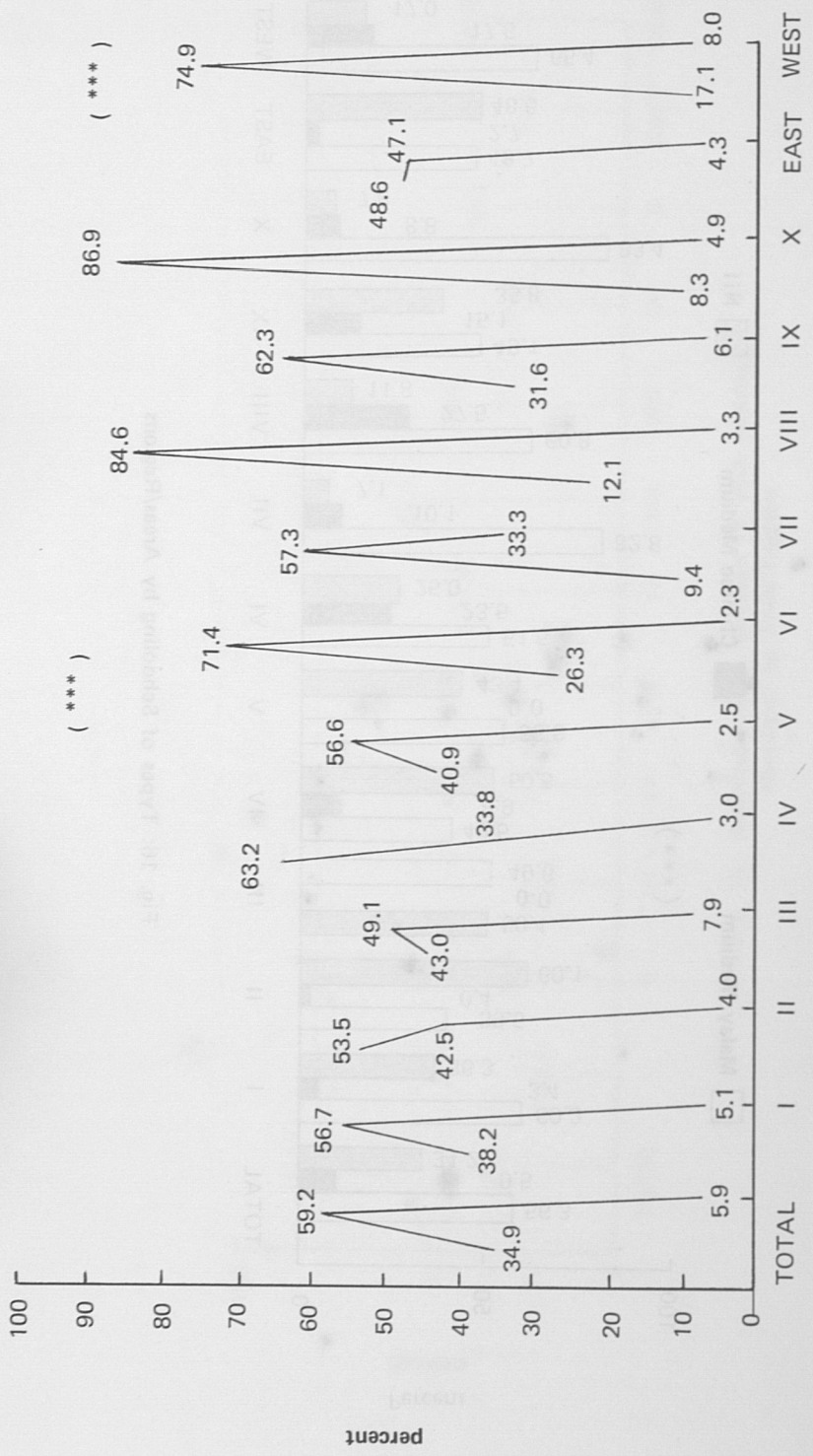


Fig. 17: Levels of Schooling by Areas/Regions

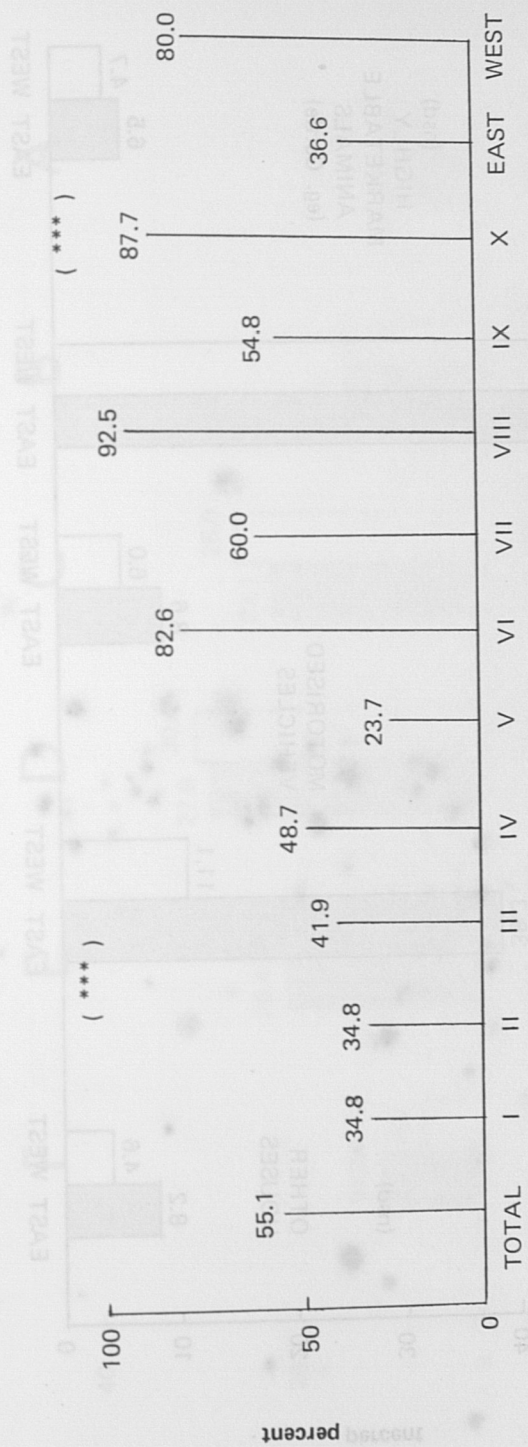


Fig. 18: Facilities (% with pipe water/electricity vs well water/gas lamp) by Areas/Regions

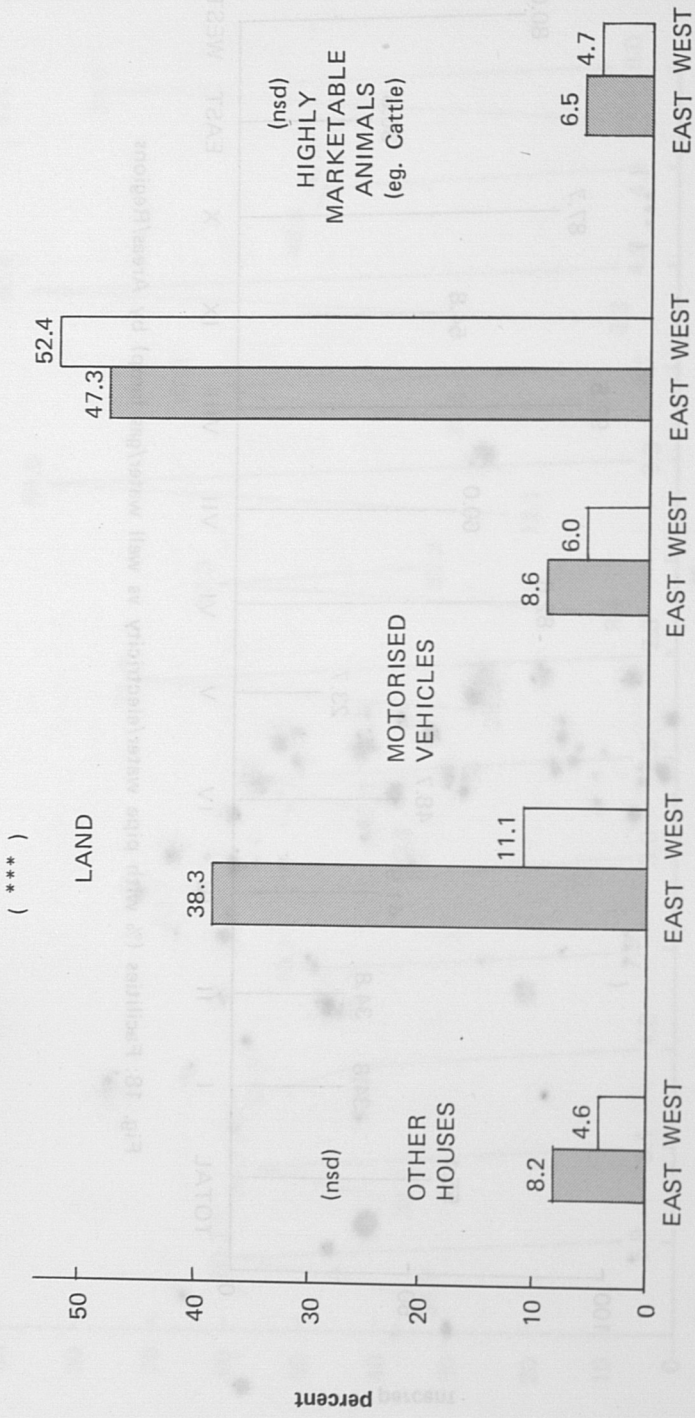


Fig. 19: Various Property Ownership by Regions

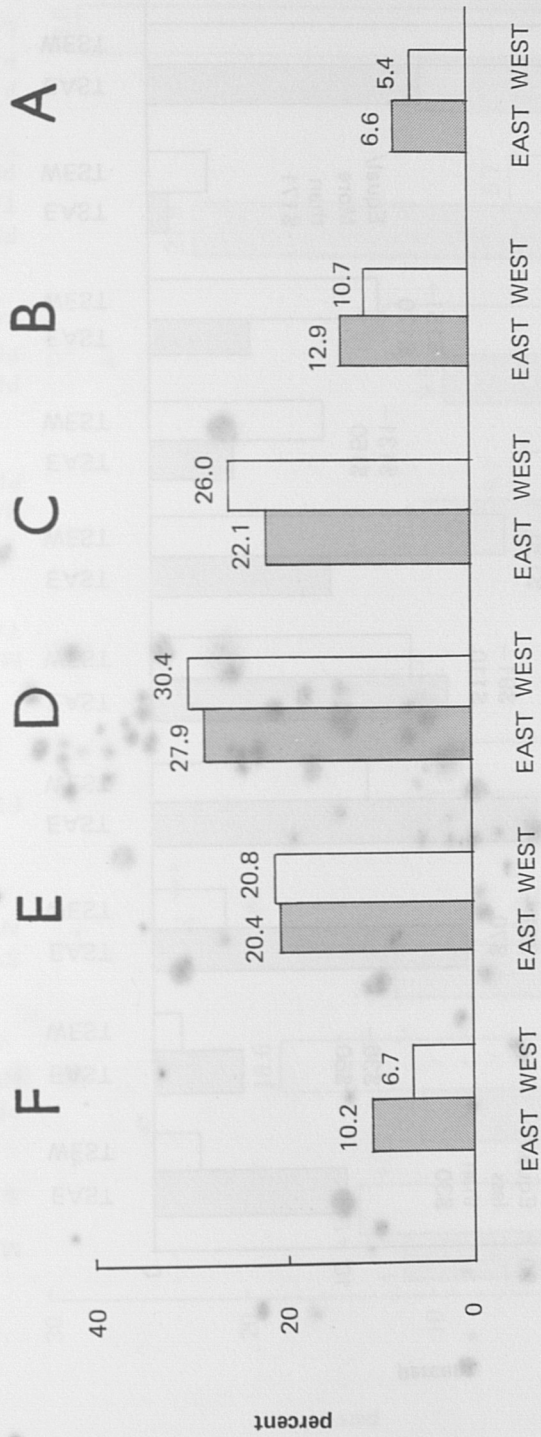


Fig. 20: Types of House by Regions

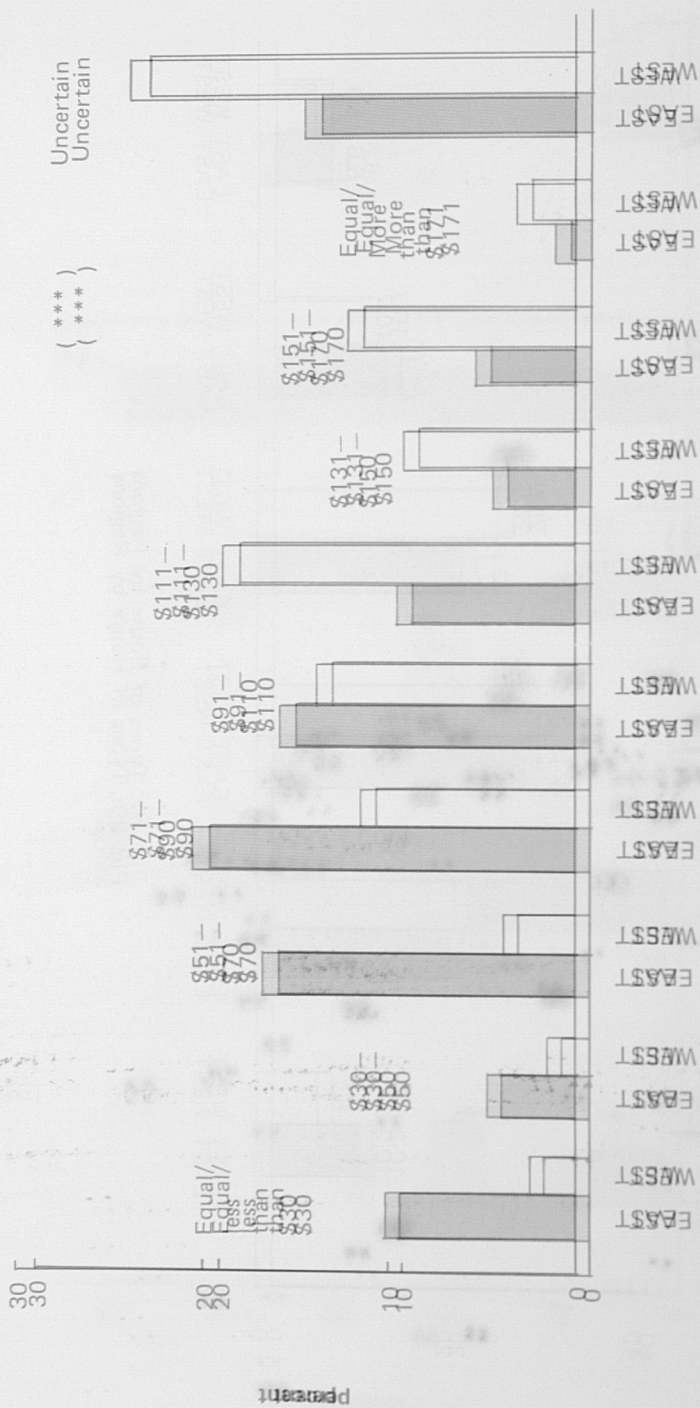


Fig. 21: Income (per month) by Regions

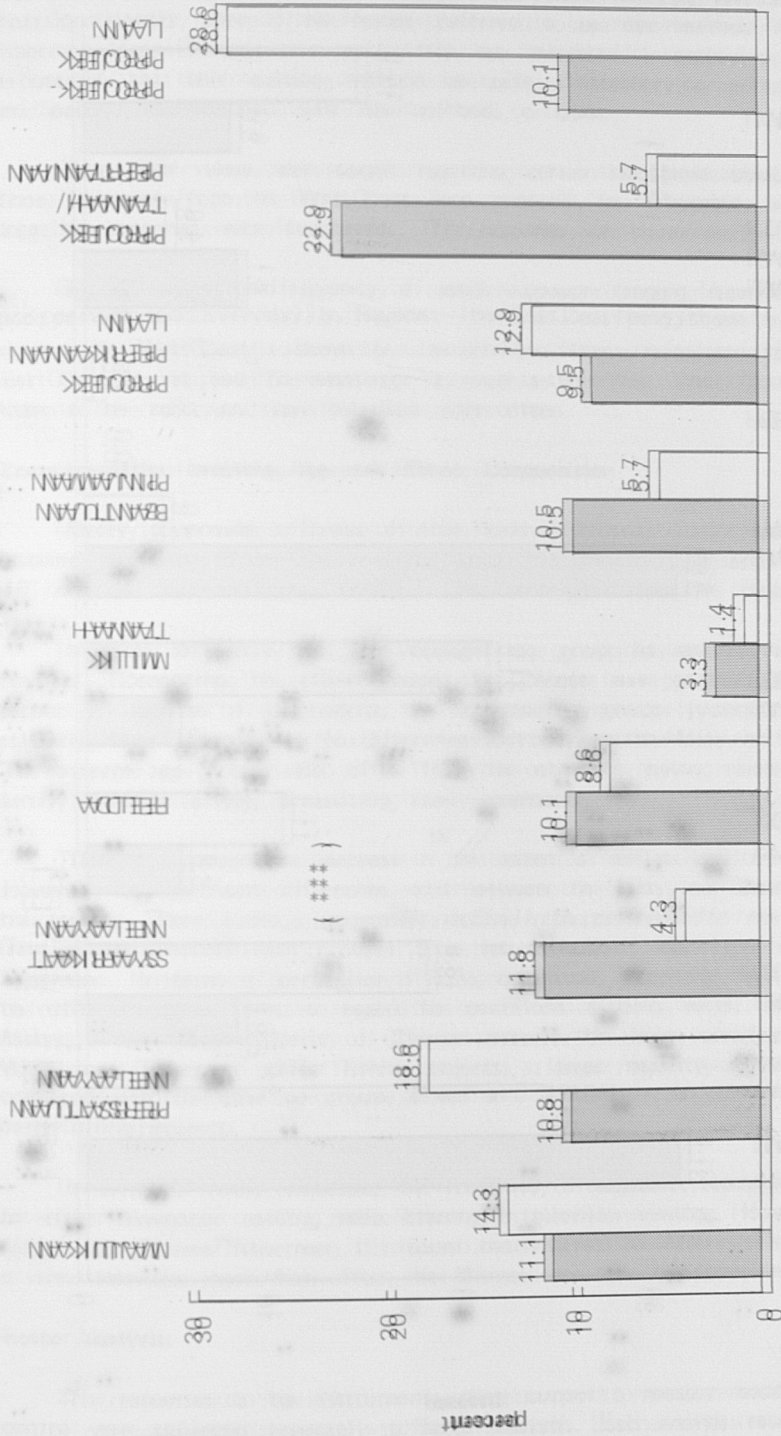


Fig. 22: Projects Most Liked by Regions

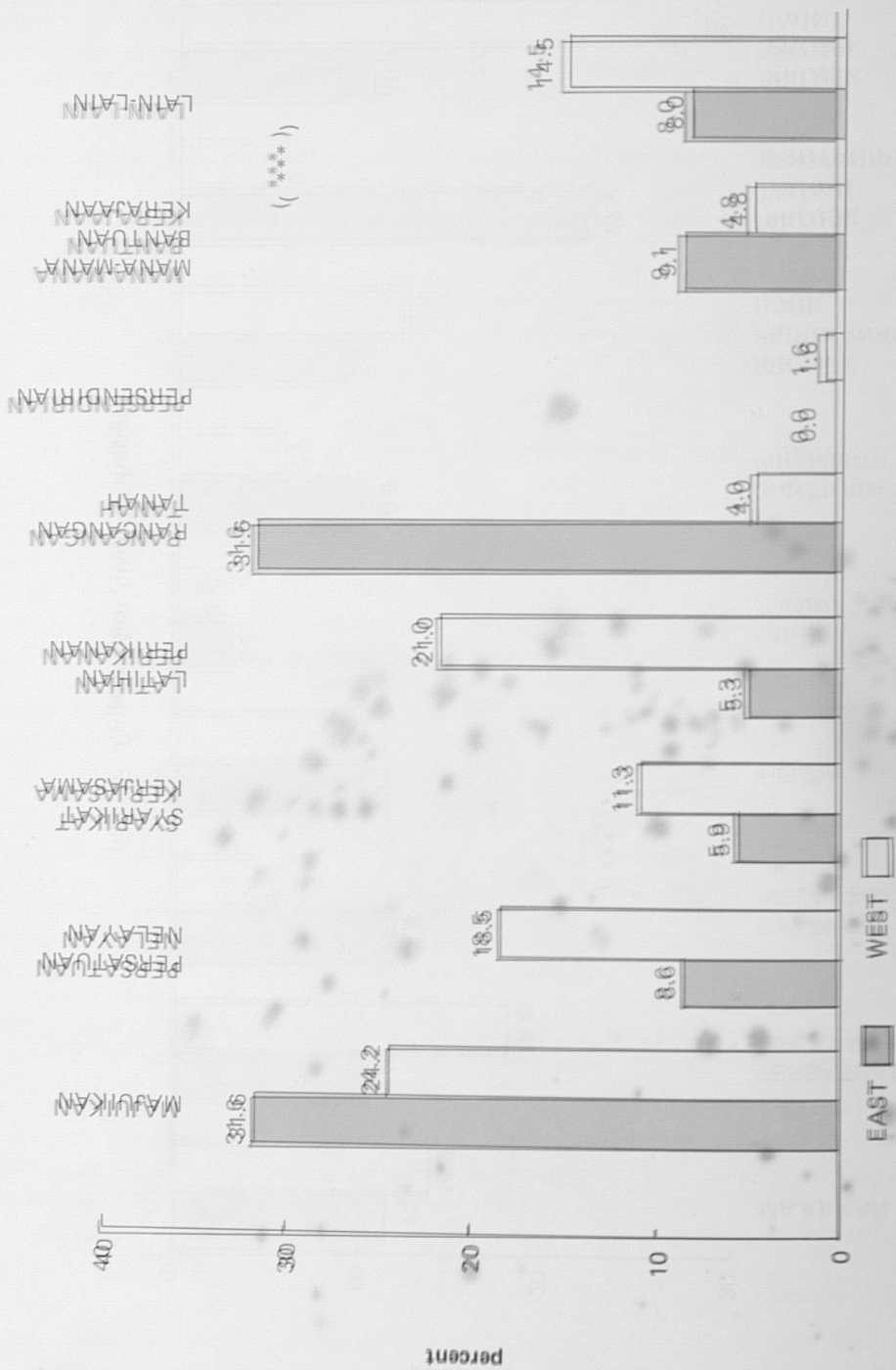


Fig. 23: Projects Participated in by Regions

When the fishermen were asked whether they preferred to employ new methods or to adhere to the existing methods, 70% indicated that they preferred new methods. When the East Coast respondents were compared with those from the West Coast, it turned out that significantly more of the former preferred to use new methods (see Fig. 25). The fishermen from Penang were particularly less interested in employing new methods. It is possible that their existing methods are quite satisfactory, or perhaps they have tried and become disenchanted with new methods, or both.

When their views were sought regarding certain statements about modern methods those fishermen from the West Coast were generally less favourable, even though by and large the responses were favourable. The responses are shown in Fig. 26.

Fig. 27 shows the frequency of media exposure (ranging from Nil, Seldom, At least once per week and Everyday) by Regions – the East Coast being shown by a continuous line, whereas the West Coast is shown by a broken line. It may be inferred that fishermen in the East Coast do not read the newspaper as much as their West Coast Counterparts; but they listen to the radio and view television more often.

4. Cross-tabulation involving Age and Ethnic Composition

Merely to provide a flavour of other kinds of cross-tabulation results that have been obtained from the Phase One analysis, some data involving age and ethnic composition will now be discussed very briefly. The cross-tabulations are displayed in Table 1.

In terms of family size, the youngest age group has understandably smaller sized families. Comparing the ethnic groups, the Chinese have generally larger families. In respect of number of dependents, the extreme age groups (youngest and oldest) have relatively fewer dependents. No differences exist between the Malay and Chinese fishermen. The extreme age groups also differ from the others in having relatively more working family members as well as assisting family members.

There is a progressive decrease in the extent as well as level of schooling with age. However, no significant differences exist between the Malay and Chinese respondents in this respect. There is also a progressive decline in the preference for new methods with age. The Chinese fishermen seem however to be less enthusiastic about new methods than Malay fishermen. In terms of perception of living conditions, except for the younger age group, the other fishermen tend to regard the conditions as being worse. In comparison with Malays, a very large majority of Chinese perceive the living conditions as being worse. While most fishermen prefer fishing projects, a larger majority of the younger ones as compared with the other age groups, as well as of the Chinese, as compared with the Malays, prefer fishing projects.

In terms of media exposure, the frequency of exposure seems to decrease with age for either newspaper reading, radio listening or television viewing. However, in comparing Malay with Chinese fishermen, it is found that whereas the Malays seem to listen to radio or view television more than often, the Chinese read the newspaper more often.

5. Factor Analysis

The responses to the instruments which purport to measure modernity and locus of control were subjected separately to factor analysis. Each analysis resulted in five factors each, accounting for 40.30% and 47.88% trace respectively. The items with significant loadings are shown in Tables 4.2 and 4.3.

When the fishermen were asked whether they preferred to employ new methods or to adhere to the existing methods, 70% indicated that they preferred new methods. When the East Coast respondents were compared with those from the West Coast, it turned out that significantly more fishermen from the West Coast use new methods (see Fig. 25). The fishermen from the East Coast were particularly less satisfied with their existing methods and become more satisfied with new methods, or both.

When the fishermen from the West Coast and the East Coast were asked to rate the response to the project information by region, the response was significantly higher in the West Coast than in the East Coast. This is shown in Fig. 27. The response to the project information was significantly higher in the West Coast than in the East Coast. This is shown in Fig. 27. The response to the project information was significantly higher in the West Coast than in the East Coast. This is shown in Fig. 27.

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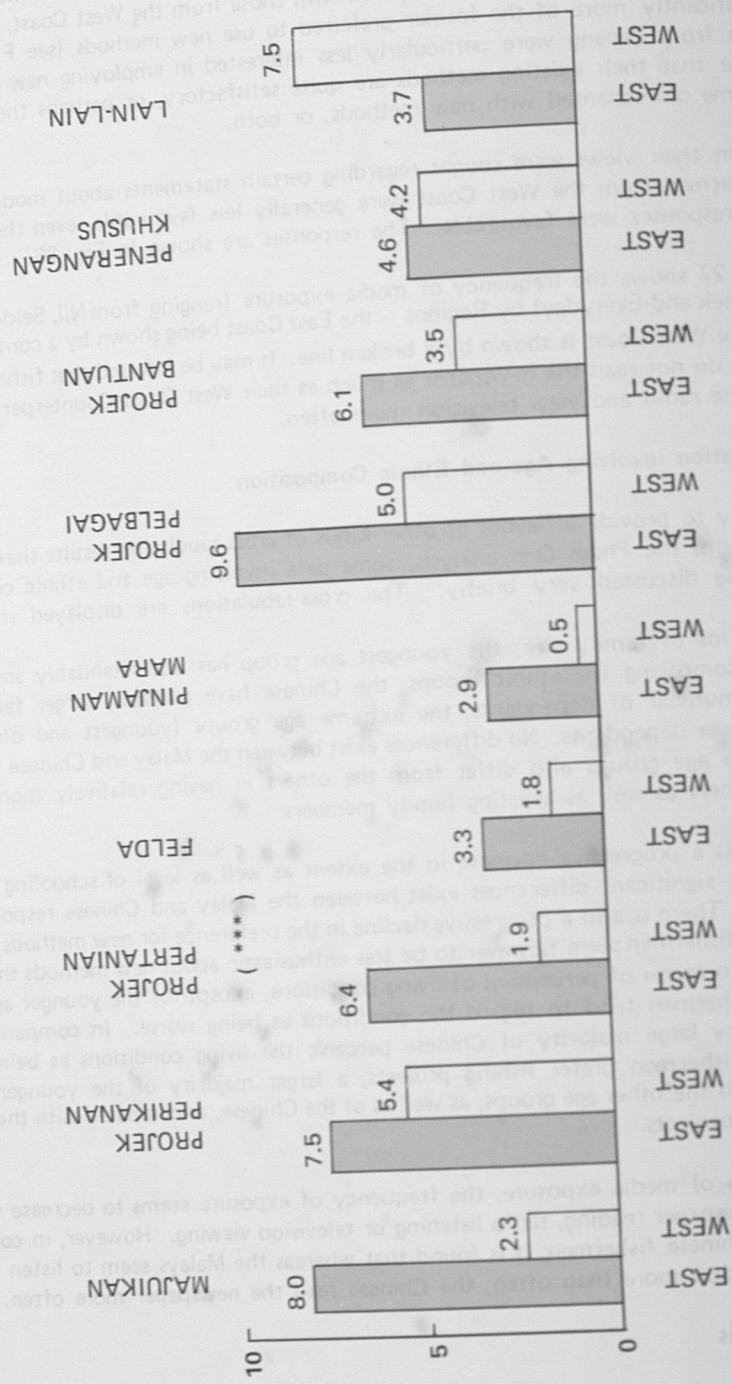


Fig. 24: Required Project Information by Regions

The response to the instrument which purport to measure modernity and locus of control were subjected separately to factor analysis. Each analysis resulted in five factors each, accounting for 40.30% and 47.88% trace respectively. The items with significant loadings are shown in Tables 4.2 and 4.3.

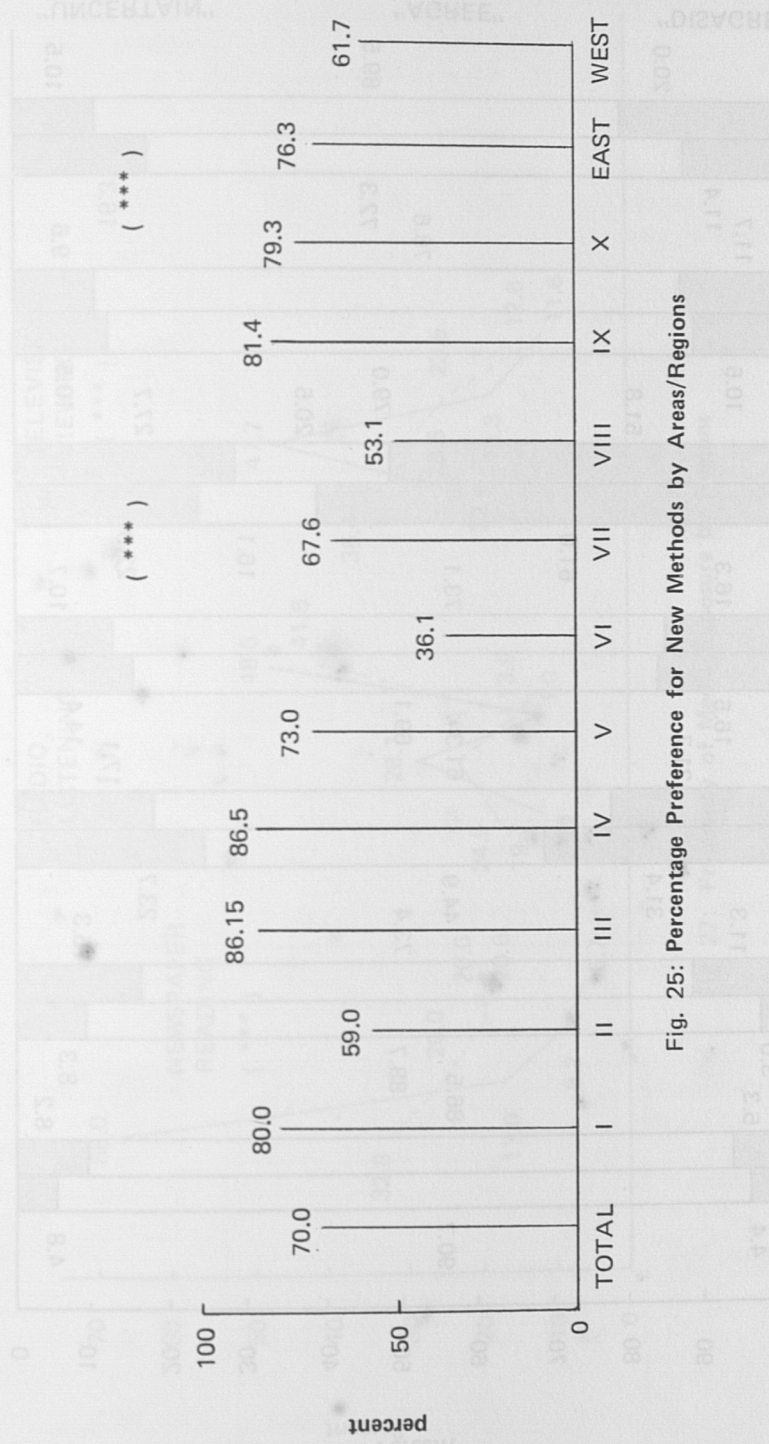


Fig. 25: Percentage Preference for New Methods by Areas/Regions

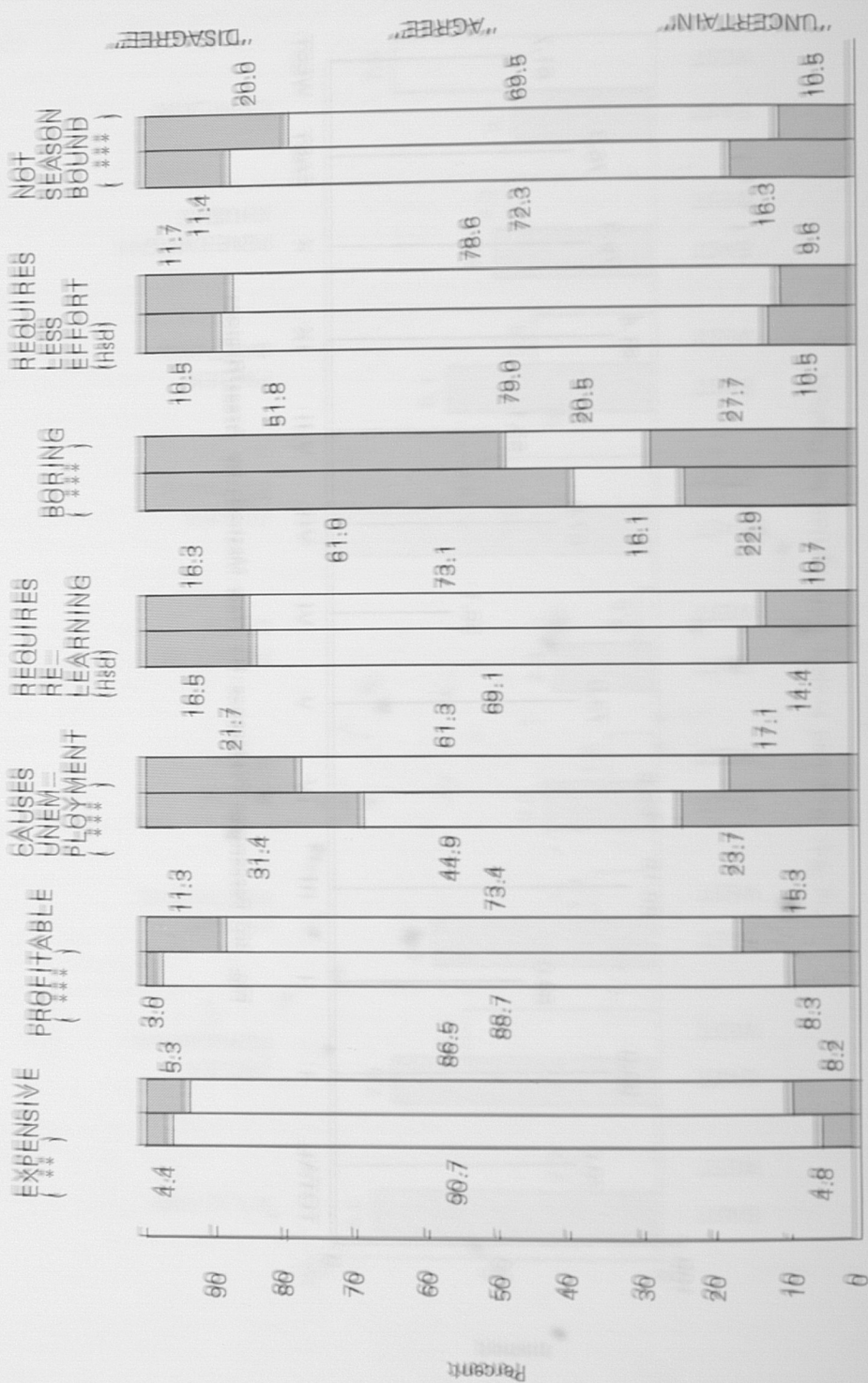


Fig. 26: Views on Madera Methods by Regions

TELEVISION
VIEWING
(***)

RADIO
LISTENING
(**)

NEWSPAPER
READING
(***)

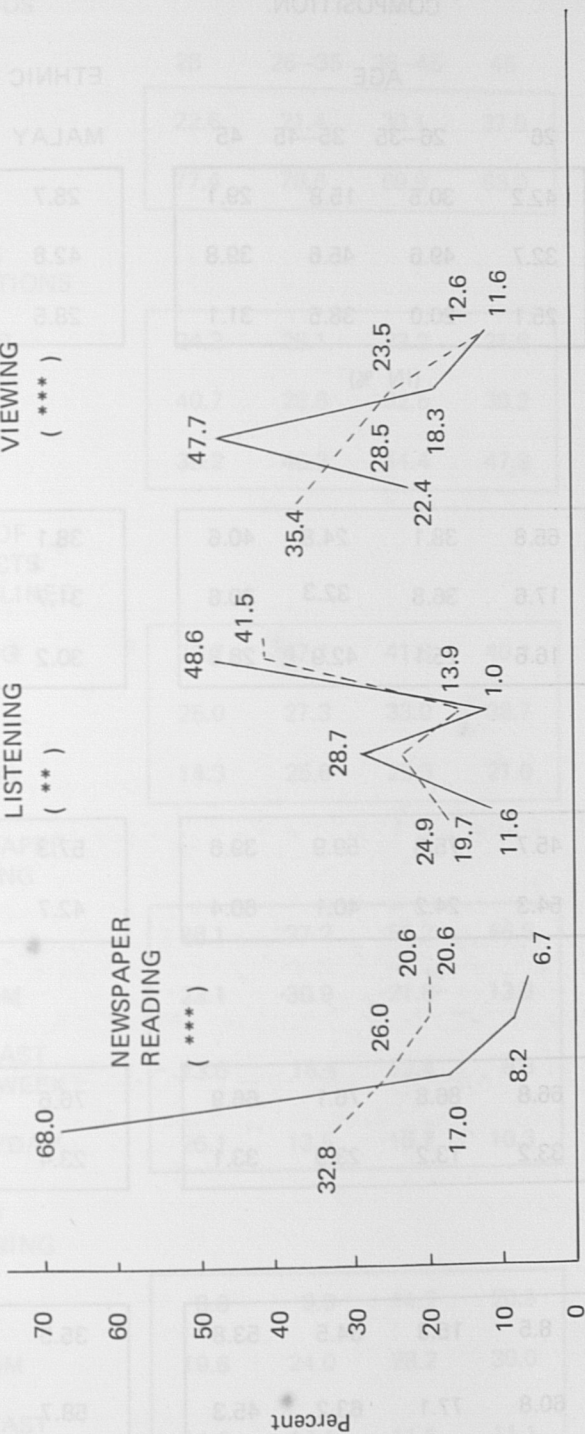


Fig. 27: Frequency of Media Exposure by Regions

TABLE 1

VARIOUS CROSS-TABULATIONS INVOLVING AGE AND ETHNIC COMPOSITION.

1. FAMILY SIZE	AGE				ETHNIC COMPOSITION	
	26	26-35	35-45	45	MALAY	CHINESE
5	42.2	30.5	15.8	29.1	28.7	17.4
5-7	32.7	49.6	45.6	39.8	42.8	41.9
7 or more	25.1	20.0	38.5	31.1	28.5	40.7
	(IN %)				(NSD)	
2. NO. OF DEPENDENTS						
4	65.8	38.1	24.8	40.6	38.1	39.1
4-5	17.6	36.8	32.3	30.6	31.7	27.1
5 or more	16.6	25.1	42.9	28.8	30.2	33.7
3. WORKING FAMILY MEMBERS						
NIL	45.7	75.8	59.9	39.6	57.3	38.0
1 or more	54.3	24.2	40.1	60.4	42.7	62.0
4. ASSISTING FAMILY MEMBERS						
NIL	66.8	86.8	76.1	66.9	76.6	57.4
1 or more	33.2	13.2	23.9	33.1	23.4	42.6
5. LEVEL OF SCHOOLING						
NIL/ OTHERS	8.5	15.3	34.5	53.8	35.5	34.1
PRIMARY	60.8	77.1	63.2	45.3	58.7	58.8
SECONDARY	30.7	7.6	2.3	0.9	5.8	7.1

Table 1 (Continued)

6. PREFERENCE FOR NEW/OLD METHODS	AGE				ETHNIC COMPOSITION (NSD)	
	26	26-35	36-45	45	MALAY	CHINESE
OLD	22.6	21.4	30.1	37.0	26.3	46.4
NEW	77.4	78.6	69.9	63.0	73.7	53.6
7. LIVING CONDITIONS						
BETTER	24.2	25.1	23.2	21.9	25.6	10.1
SAME	40.7	28.6	32.5	30.2	33.7	19.8
WORSE	35.2	46.3	44.4	47.9	40.7	70.0
8. TYPE OF PROJECTS MOST LIKED						
FISHING	70.7	47.1	41.8	40.4	43.9	63.7
LAND	25.0	27.3	33.0	38.7	32.6	27.3
OTHERS	14.3	25.6	25.3	21.0	23.4	9.1
9. NEWSPAPER READING						
NIL	28.1	37.2	55.2	66.5	54.3	43.8
SELDOM	23.1	30.9	21.8	13.9	21.6	19.0
AT LEAST ONCE/WEEK	23.6	18.4	13.4	9.3	13.2	11.2
EVERYDAY	26.1	13.5	10.7	10.3	10.8	26.0
10. RADIO LISTENING						
NIL	8.0	9.0	14.7	20.9	10.6	43.4
SELDOM	19.6	24.0	28.2	30.0	27.9	24.0
AT LEAST ONCE/WEEK	14.6	14.1	11.6	11.1	12.3	8.1
EVERYDAY	57.8	52.9	45.4	38.0	49.2	24.4

11. TELEVISION VIEWING

AGE

ETHNIC COMPOSITION (NSD)

26 26-35 36-45 45

MALAY CHINESE

NIL

8.0 17.9 25.6 41.0

31.3 67.8

SELDOM

32.7 44.2 43.5 35.3

43.8 16.3

AT LEAST ONCE/WEEK

30.2 26.2 21.2 14.3

21.7 10.1

EVERYDAY

29.1 11.7 9.7 9.4

13.2 5.8

The tentative labels for each factor are based on close inspection of the contributory items. Although the resulting factors promise to suggest interesting dimensions which might operate in differentiating between more successful and less successful fishermen. It would be desirable at this juncture to withhold further analyses using factor scores as criterion scores for comparing groups until the instruments have been empirically validated by applying them to farmers in Phase Two. In the meantime, it suffices to indicate that the results have been useful in decreasing the length of the instruments by including only the 3 most significant items for each factor.

6. Analysis of Variance of Success Groups

A number of measures of success were employed on the basis of responses to questions which appear indirectly to touch on aspects of productivity and participation. Using these success criteria (namely, income, property ownership and civic group involvement), all respondents as well as the areas were divided, using the median cut, into more successful and less successful and 4 groups of respondents (see Fig. 5) were then compared by means of one-way analysis of variance in respect of the more quantifiable variances (namely, total modernity score, total locus of control score, living conditions, level of schooling and media exposure). Some of the variables involved are composite ones. For example, property ownership comprises responses to items concerning facilities at home, ownership of other houses, land ownership, vehicle ownership, commercial animal ownership and of house, while media exposure comprise responses to the frequency of reading newspaper, listening to radio and watching television.

Fig. 28 shows that in terms of income, all the East Coast Areas have incomes below the mean while all the West Coast Areas are above the mean. In the case of property ownership (Fig. 29), the trend is similar, except for Area VII, which is of course readily explained because the fishermen concerned were mostly migrants who are unlikely to own much property. In terms of civic group involvement (Fig. 30), the picture is less clear, although one might conclude that there are no differences that are associated with the regions. Area VII, however, appear to be difference from most of the other areas, for being a migratory group. These fishermen are likely to be more inclined to play a fuller part in committee and other civic organisations in order that they would not be alienated.

Scrutiny of the analysis of variance results in comparing the success groups according to their responses to the modernity items as a whole, it is apparent that the most depressed group (D) is invariably less "modern" in outlook (see Fig. 31). Interestingly, the more successful respondents in less successful areas (B) are in general more "modern" than the more successful ones in more successful areas (A). The situation is slightly different in the case of locus of control (Fig. 32). Hence, it is the A group that is generally more internal in terms of locus of control, while the D group is not generally below C in performance, i.e. in having a more external locus of control.

When income is used as the criterion of success, only the A group perceives living conditions in a more favourable light (see Fig. 33). When the other criteria are used, A and B are not much different but are different from C and D.

In terms of level of schooling (Fig. 34), the D group is again invariably behind. And B is generally ahead when the criterion of success is in terms of income or property ownership. However, when civic group involvement is used as criterion only the B group

TABLE 2

 MODERNITY FACTOR ANALYSIS
 (WITH 40.30% TRACE)

Sig. Items	II FRATERNAL RESTRICTIONS		III PATTERNALISTIC RESTRICTIONS		III EXTENDED EXPERIENCES		IV DELAYED GRATIFICATIONS		V CONVENTIONAL RESTRICTIONS	
	Load- ding	Sig. Items	Load- ding	Sig. Items	Load- ding	Sig. Items	Load- ding	Sig. Items	Load- ding	Sig. Items
22	.777	221	.777	7	.635	110	.557	113	.668	
44	.744	222	.700	3	.552	11	.560	111	.469	
122	.559	119	.663	177	.448	114	.445	116	.446	
88	.444			210	.444	6	.443			
99	.441									

TABLE 3

 LOCUS OF CONTROL FACTOR ANALYSIS
 (WITH 47.88% TRACE)

Sig. Items	I SPIRITUAL DETERMINISM		II AUTHORITARIANISM		III SELF- ESTEEM		IV SOCIAL ESTEEM		V CORPORALISM	
	Load- ding	Sig. Items	Load- ding	Sig. Items	Load- ding	Sig. Items	Load- ding	Sig. Items	Load- ding	Sig. Items
122	.722	177	.744	118	.669	115	.722	66	.669	
113	.664	11	.566	4	.667	116	.664	33	.559	
	.664	88	.661	119	.441	77	.447	114	.447	
55	.662	114	.443					77	.444	
99	.558							77	.444	
100	.557									
111	.444									

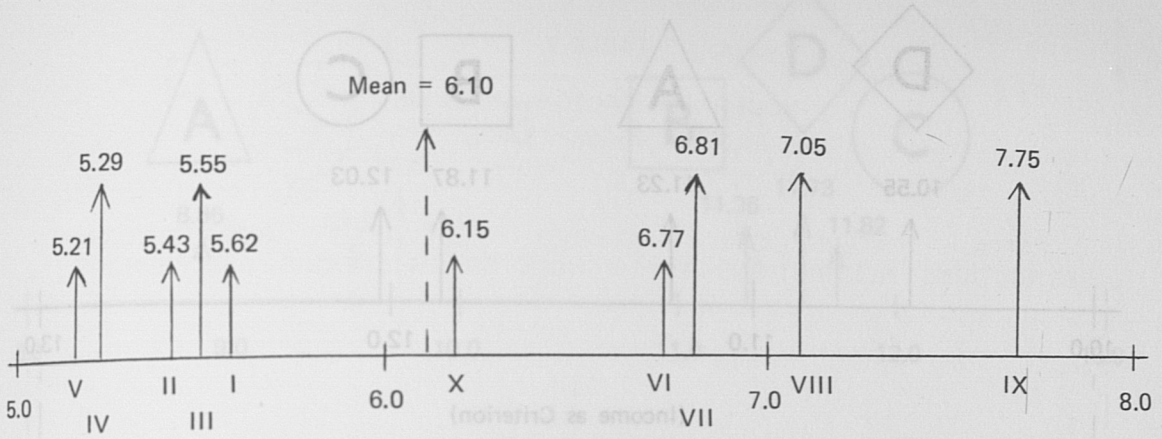


Fig. 28: Distribution of Areas by Income as Criteria of Success

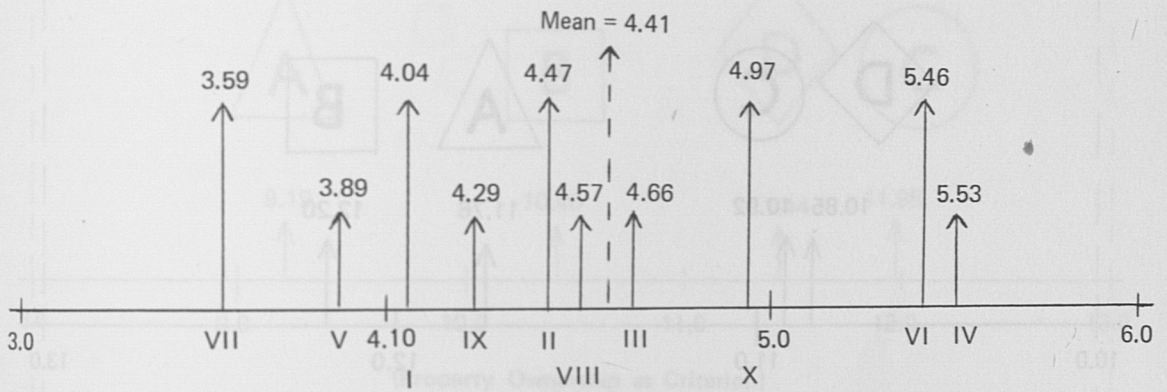


Fig. 29: Distribution of Areas by Property Ownership As Criterion of Success

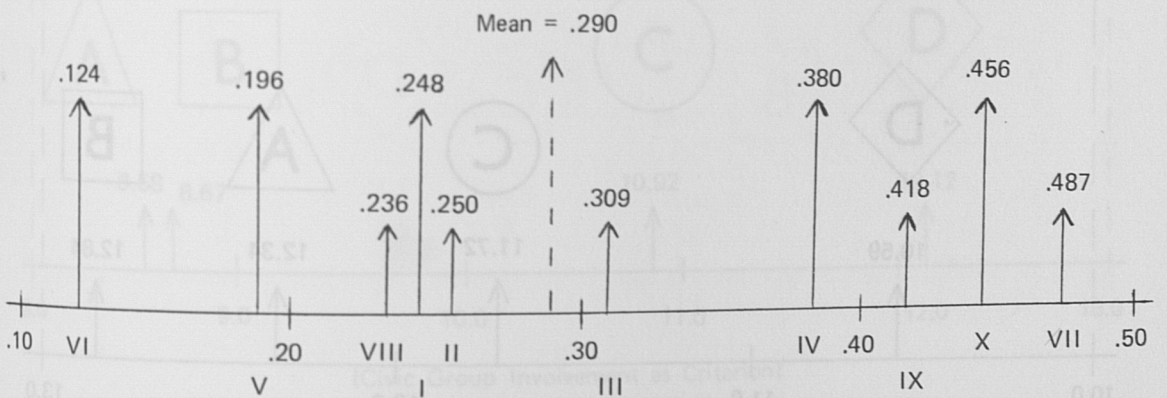


Fig. 30: Distribution of Areas by Civic Group Involvement as Criterion of Success

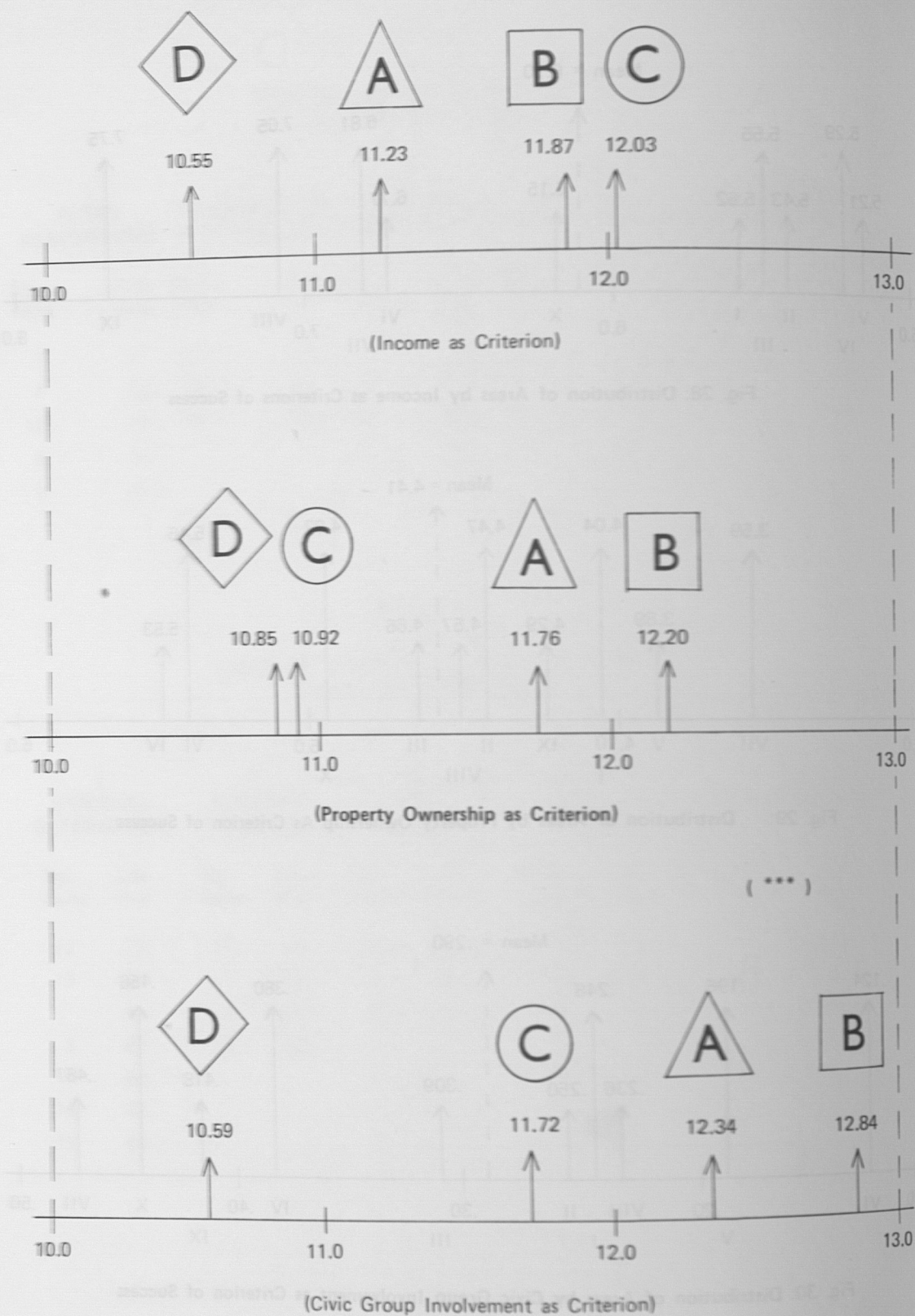
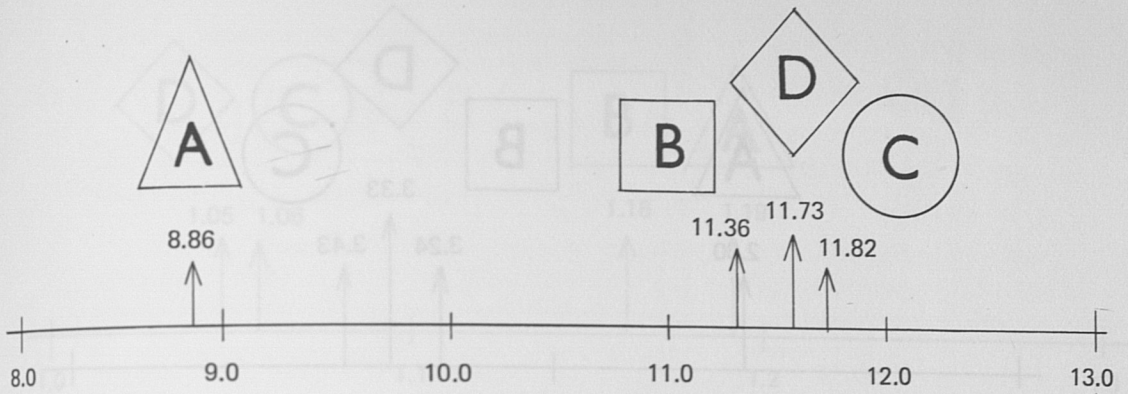
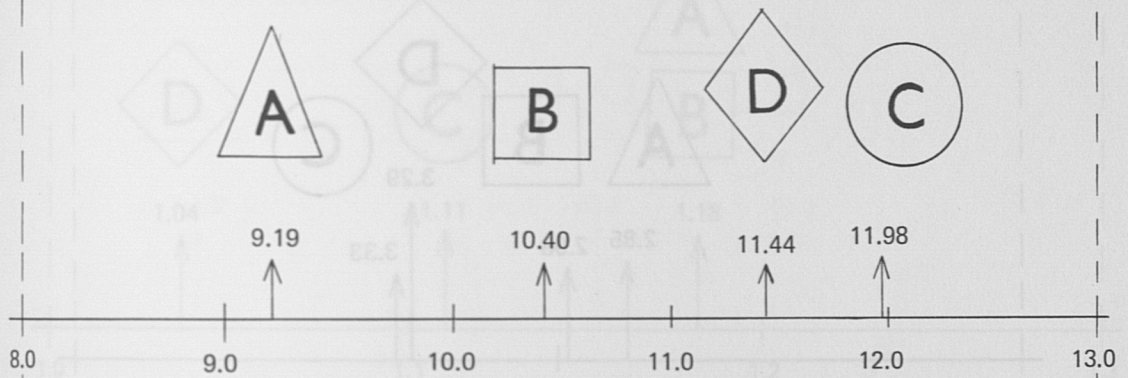


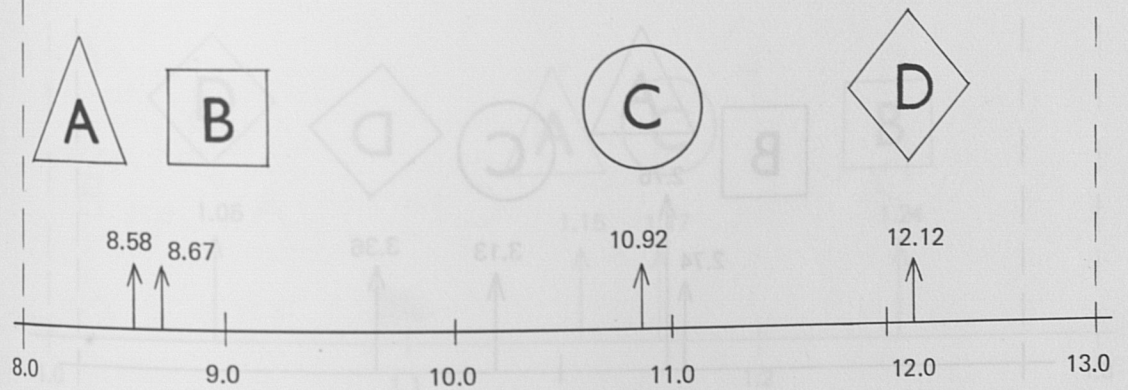
Fig. 31: Modernity as success Groups



(Income as Criterion)



(Property Ownership as Criterion)



(Civic Group Involvement as Criterion)

Fig. 32: Locus of Control by success Groups

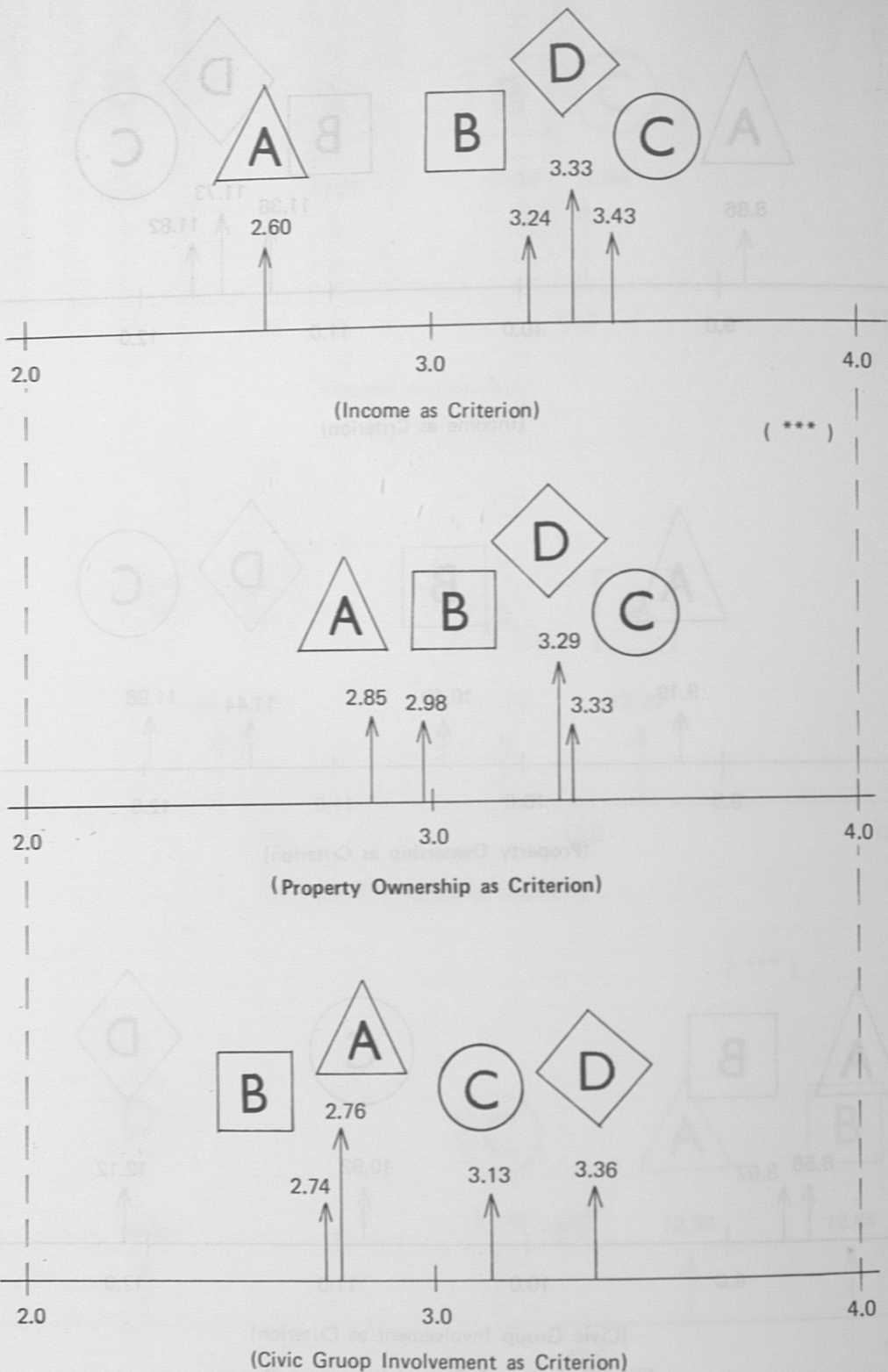


Fig. 33: Living Conditions by Success Groups

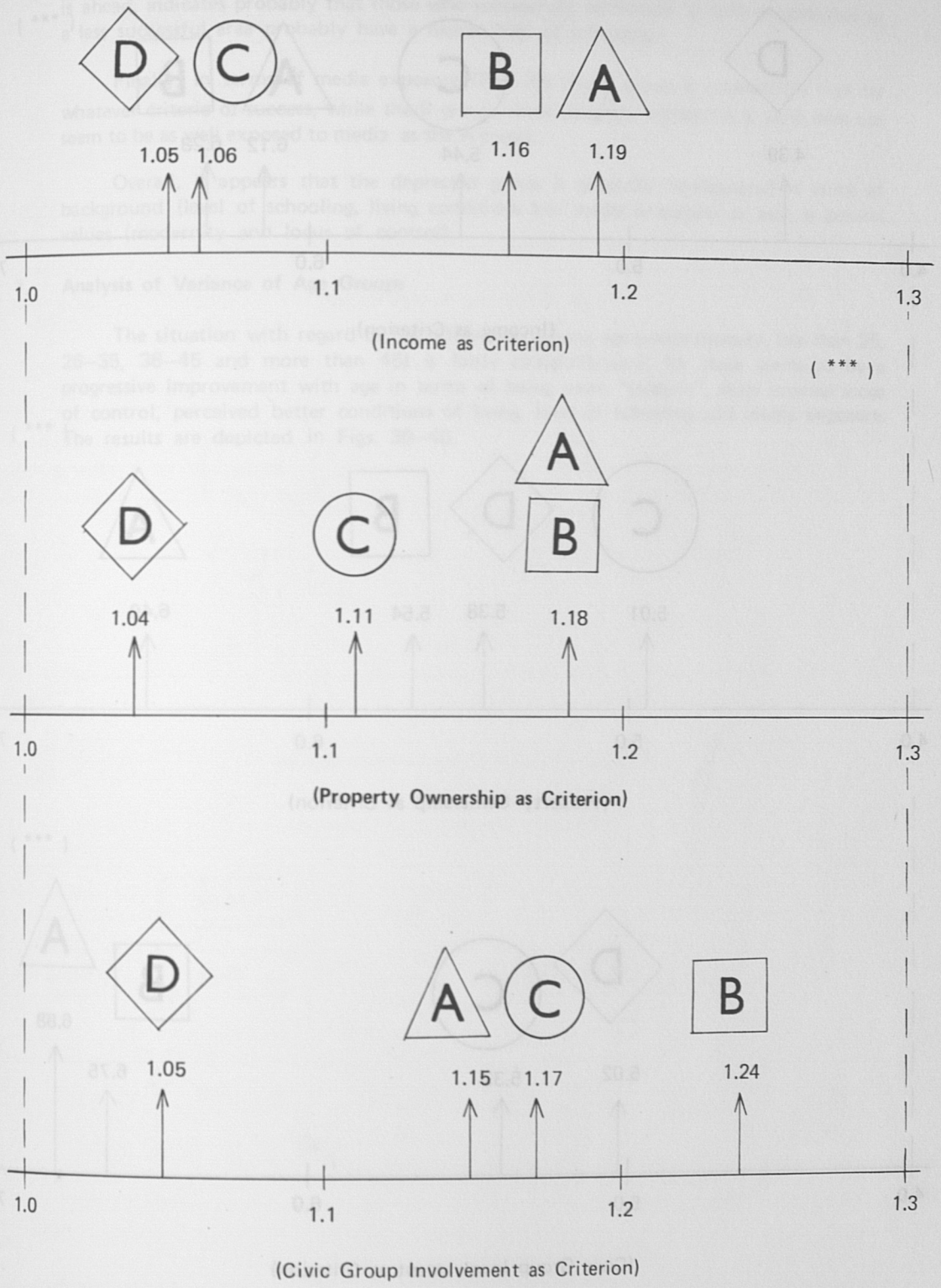


Fig. 34: Level of Schooling by Success Groups

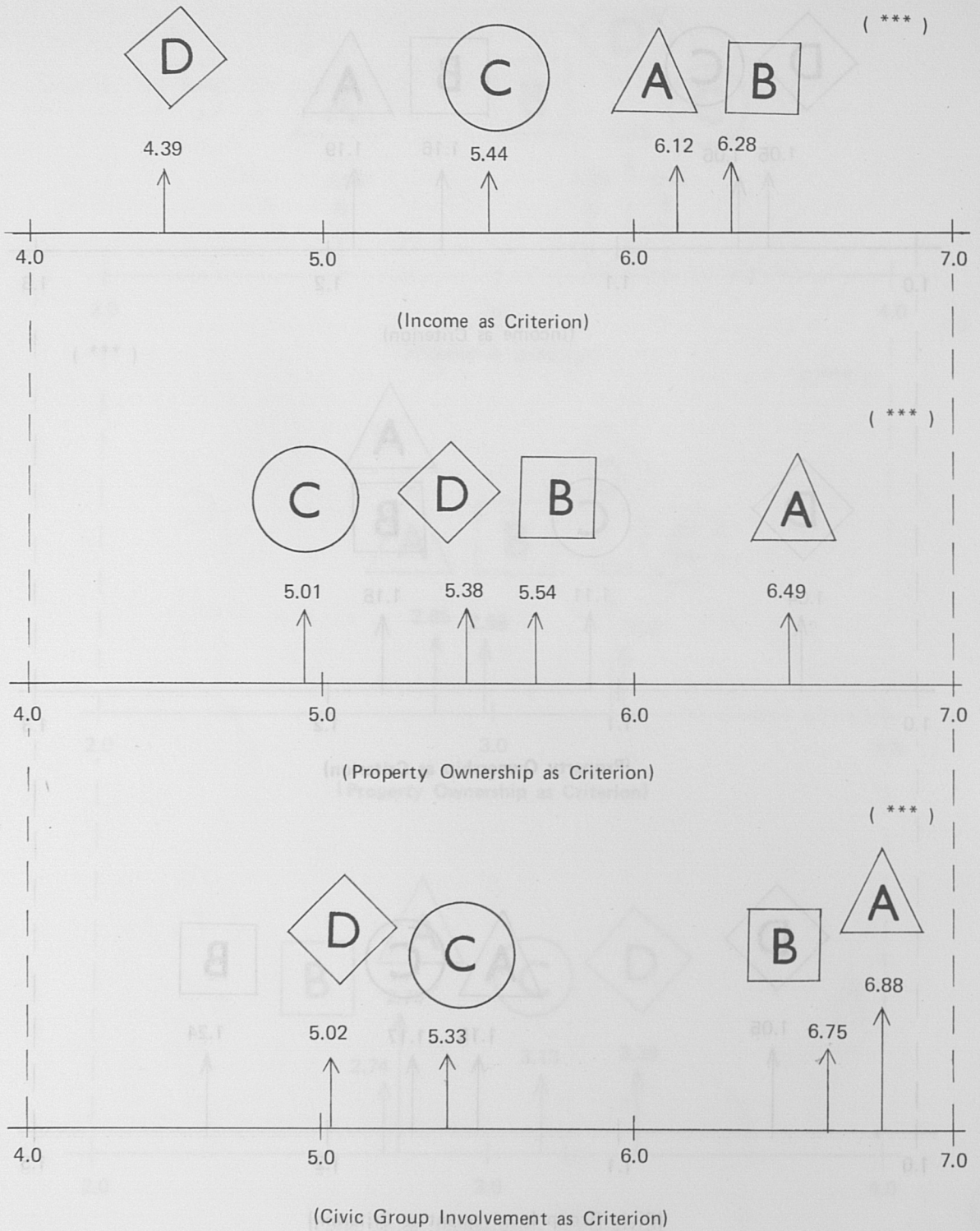


Fig. 35: Media Exposure by Success Groups

is ahead, indicates probably that those who successfully participate in civic organisation in a less successful area probably have a higher level of schooling.

Finally, in terms of media exposure (Fig. 35) the A group is consistently high by whatever criteria of success, while the B group, when property ownership is used, does not seem to be as well exposed to media as the A group.

Overall, it appears that the depressed group is generally handicapped in terms of background (level of schooling, living conditions and media exposure) as well as general values (modernity and locus of control).

7. Analysis of Variance of Age Groups

The situation with regard to the differences among age groups (namely, less than 26, 26-35, 36-45 and more than 45) is fairly straightforward, for there seems to be a progressive improvement with age in terms of being more "modern", more internal locus of control, perceived better conditions of living, level of schooling and media exposure. The results are depicted in Figs. 36-40.

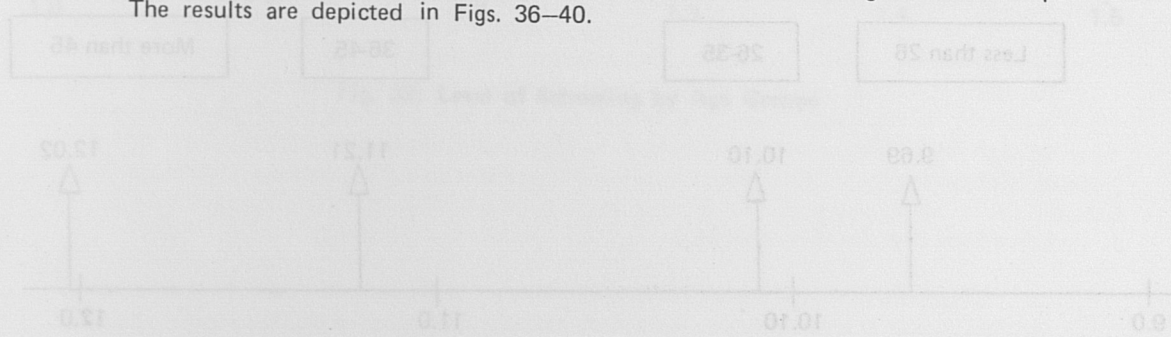


Fig. 37: Level of Control by Age Groups

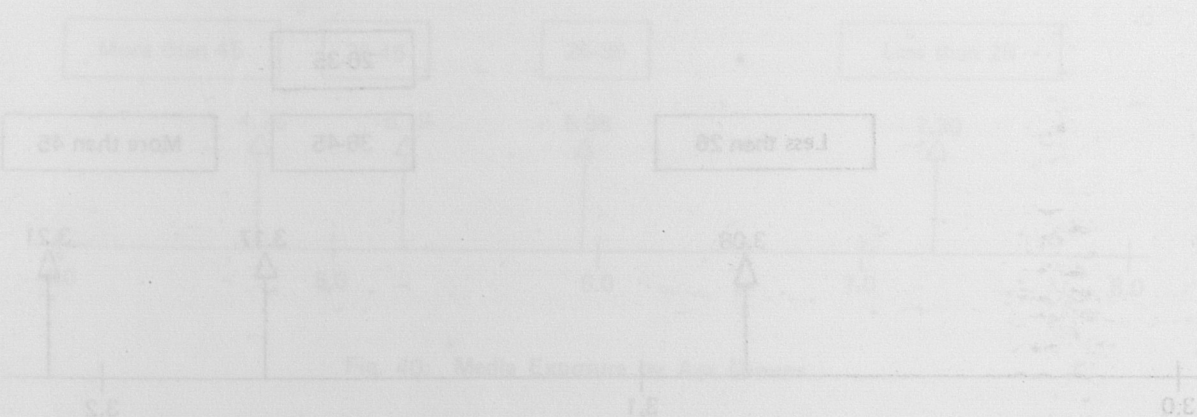


Fig. 38: Living Condition by Age Groups

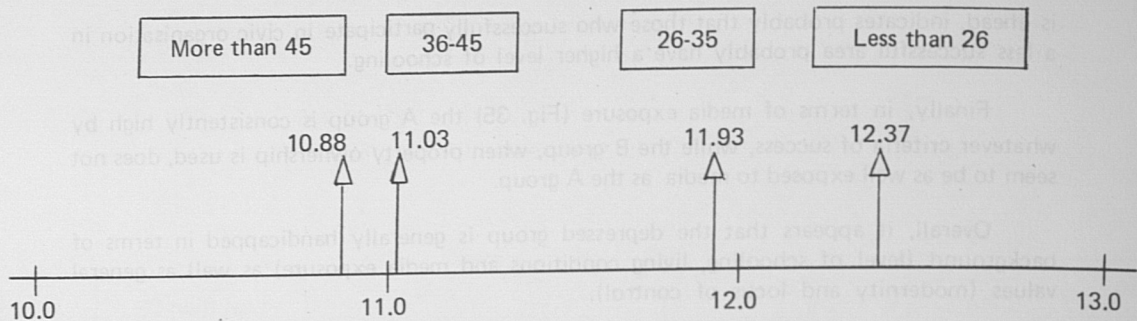


Fig. 36: Modernity by Age Groups

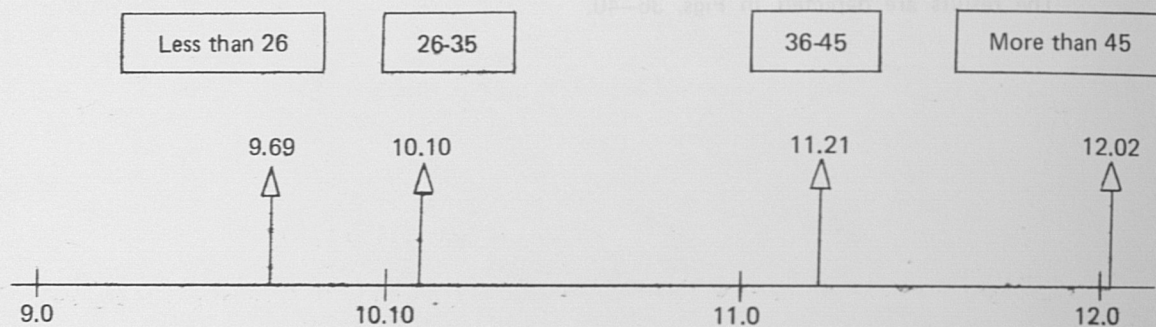


Fig. 37: Locus of Control by Age Groups

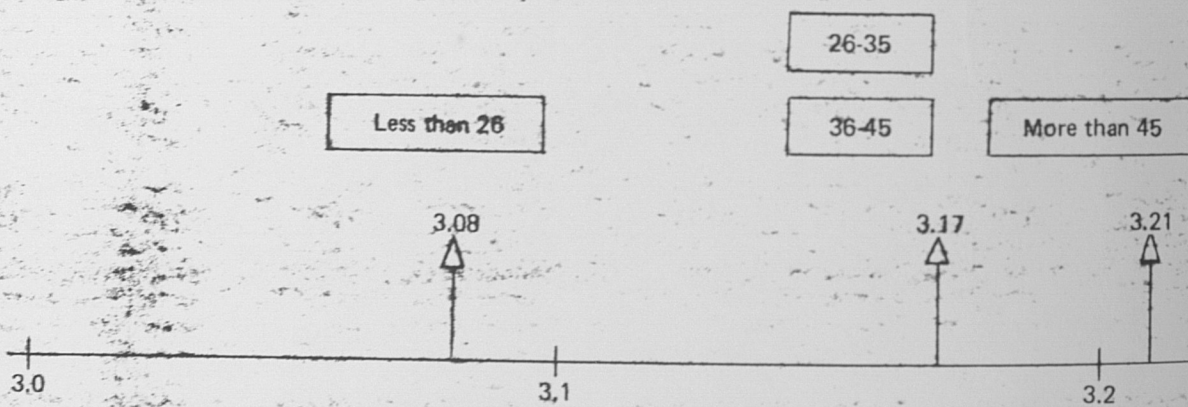


Fig. 38: Living Condition by Age Groups

Living Condition (age)

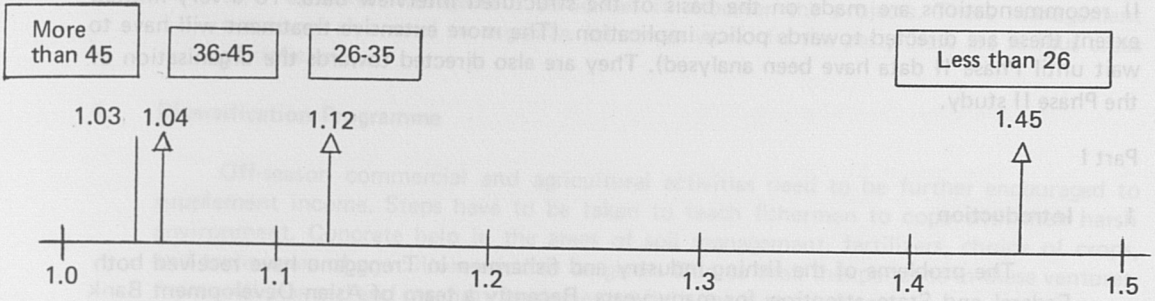


Fig. 39: Level of Schooling by Age Groups

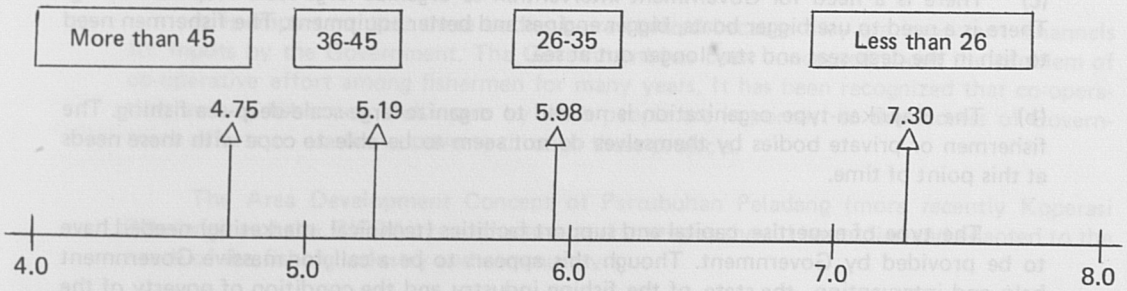


Fig. 40: Media Exposure by Age Groups

Chapter Five

RECOMMENDATIONS

In this Chapter recommendations will be attempted in two parts. In Part I recommendations are directed towards policy implementations. They are derived from the data presented in Chapter II obtained by way of open-ended interviews with fisheries officials and others. In Section II recommendations are made on the basis of the structured interview data. To a very limited extent these are directed towards policy implication. (The more extensive treatment will have to wait until Phase II data have been analysed). They are also directed towards the organisation of the Phase II study.

Part I

1. Introduction

The problems of the fishing industry and fishermen in Trengganu have received both Federal and State attention for many years. Recently a team of Asian Development Bank experts was commissioned to study this problem. The Menteri Besar of Trengganu has also formed a special state committee to plan, co-ordinate and implement projects aimed at these problems. At the Federal level, the Minister of Agriculture and Rural Development has given these problems his special attention. He has met with the fishermen and Government officials in Trengganu. As a result, plans to accelerate development projects are being carried out.

2. Large-Scale and Deep-Sea Fishing

(a) In general, the fishing methods employed are inadequate to result in a significant increase in catches and income levels to eradicate poverty in its present form.

(b) The operations are too small. The time invested and money spent on petrol and equipment are not giving maximal returns. Many are fishing too close to the shore because of small boats and engines.

(c) There is a need for Government intervention to organize large-scale-deep-sea fishing. There is a need to use bigger boats, bigger engines and better equipment. The fishermen need to fish in the deep seas and stay longer out at sea.

(b) The Majuikan-type organization is needed to organize large-scale-deep-sea fishing. The fishermen or private bodies by themselves do not seem to be able to cope with these needs at this point of time.

The type of expertise, capital and support facilities (technical, marketing) needed have to be provided by Government. Though this appears to be a call for massive Government help and intervention, the state of the fishing industry and the condition of poverty of the fishermen demand nothing less.

3. Personnel

There is an urgent need for more trained and qualified personnel to man the different offices and centres set up to help the fisherman. Some of the officers are too young and inexperienced for these heavy responsibilities. Persatuan Nelayan and the Syarikat Kerjasama, especially, need the infusion of these trained and qualified personnel.

There is a need for,

- (a) effective leadership (Government personnel and community leaders).
- (b) rapport between the community leaders and these Government personnel. Effective lines of communication should be set up to solicit information, transmit feedback to decision-makers, and facilitate implementation of plans.
- (c) effective management personnel to monitor the projects. These management personnel also need to organize follow-up work. In the past, these are serious areas of deficiency.

4. Diversification Programme

Off-season commercial and agricultural activities need to be further encouraged to supplement income. Steps have to be taken to teach fishermen to cope with their harsh environment. Concrete help in the areas of soil management, fertilizers, choice of crops, and techniques of agriculture need to be given. Due to their inexperience in these ventures, more well-planned and carefully implemented help needs to be given.

5. Marketing Facilities

There is an urgent need to extend and expand the present marketing facilities available in places like P. Kambing, Kuala Trengganu. Plans have been made by the Government to ensure fair prices for the fishermen. These plans need to be implemented. It was reported that Majuikan has begun to implement these plans. However, the implementation is only at the early stages.

6. Co-operative Efforts

It was reported that many of the Syarikat Kerjasama are not successful. There is also rivalry between Persatuan Nelayan and Syarikat Kerjasama. An example is in Kuala Trengganu. There is a need for more co-operative effort among these organizations. Probably some form of union between these two organizations would be desirable.

It is important that these bodies be revitalized because they are important channels for inputs by the Government. The Government has been concerned about the problem of co-operative effort among fishermen for many years. It has been recognized that co-operation among fishermen and inputs by these people are important to the success of Government efforts to eradicate poverty through these projects.

The Area Development Concept of Pertubuhan Peladang (more recently Koperasi Peladang) and the RISDA-type structure and strategies should be studied and adapted to the needs of the fishing industry and community.

Part II

1. It is common knowledge that the East Coast states of Peninsular Malaysia are economically poor relative to the states on the West Coast, but the extent of the economic gap is not very clear in the minds of many. The data from this study indicate that if facilities such as pipe water and electricity are used as a criteria of economic well being of the people, then as shown in Figure 18 only 36.6% of respondents in Trengganu have them, whereas in Kedah, Penang and Perak 80.0% of the fishermen enjoy these facilities. (The difference is significant at .001 level). The size of this gap is very big indeed.

2. The East Coast fishermen seem to listen to the radio and view television much more than reading the newspaper. The reverse is true of the West Coast fishermen. The difference is especially pronounced between the Malays and the Chinese. The former seem to listen to radio and view television more often the latter seem to read the newspaper more often. This fact certainly has implications on the choice of media to be used in order to reach these fisherman in our effort to modernise their techniques and methods of works.
3. Its has been shown in Chapters III and IV, that some items in the interviews schedule have been dropped, modified or retained. Items in the locus of control and the Modernity scales have been reduced in number as a result of the factor analysis data. To minimize interview time, the whole interview schedule has to be separated in two parts.
4. One reason for not discussing the analysis of responses to many other items in the questionnaire is that the proportion of non-responses for these questions is rather high. Whether it is a case of the respondent not giving an answer or the interviewer not recording the responses cannot be determined by mere inspection of the questionnaire returns. It is therefore crucial that for the next phase, the interviewers should be instructed to be more careful by trying to probe or to record more fully before proceeding to other questions.
5. An overall finding of this study seems to be that depressed groups tend to be handicapped on a variety of aspects so that future intervention would be ineffectual if it attempts to deal with any one aspect or a narrow spectrum of the milieu of fishermen or farmers. One saving grace is that the more depressed groups tend to be more favourable towards receiving new methods, whether they would be responding to and valuing these new methods, only time would tell. As a matter of fact, time seems to be on our side, since the younger generations seem to be more promising in outlook, finding by the responses according to age groups.

The use of differential modes of reaching the rural communities might also be explored. We have, for instance, found that whereas the newspaper media is more suitable to Chinese communities, radio and television seem to appeal more to the Malay communities. Perhaps the next phase should lay the groundwork for possible future aptitude-treatment interaction by examining carefully sub-group differences to critical question through follow-up interviews by a small selected sample.

6. More detailed data analysis of response pattern to specific items have not been presented here because such feedback have already been incorporated in the revision of the questionnaire as discussed in Chapter III. Perhaps it may be possible to include illustrations of how much specific information have been utilised for purposes of questionnaire revision in the final report towards the end of the project.

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APPENDIX A

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Types of data to be collected

1. Background.

1. Sex
2. Race
3. Age
4. Family background (marital status, number in family, etc.)
5. Education
6. Experience/former occupation
7. Occupational status
8. Income
9. Residence and Migration history
10. Property owned

APPENDIX A

TYPES OF DATA TO BE COLLECTED

2. Awareness and perception of Projects.

1. Names of projects
2. Levels of awareness.
 - (a) Actual need for the project.
 - (b) Value/esteem for the project.

3. Needs and expectations.

1. Type of help needed from the government (fishing gear, etc.) and reasons given for these needs.
2. Suggestion for the improvement of current projects to meet their needs.

4. Participation/Commitment/Motivation in Government Projects.

1. Willingness to sacrifice and invest time, money and leisure.
2. Willingness to leave residence for training elsewhere or to settle elsewhere.
3. Willingness to participate in Govt. sea fishing and other government ventures which may change their pattern of living.

Types of data to be collected

1. **Background.**
 1. Sex
 2. Race
 3. Age
 4. Family background (marital status, number in family, etc.)
 5. Education
 6. Experience/former occupation
 7. Occupational status
 8. Income
 9. Residence and Migration history
 10. Property owned
2. **Awareness and perception of Projects.**
 1. Names of various projects that they are aware of.
 2. Levels of awareness.
 - (a) Actual need for the project.
 - (b) Value/esteem for the project.
3. **Needs and expectations.**
 1. Type of help needed from the government (fishing gear, etc.) and reasons given for these needs.
 2. Suggestion for the improvement of current projects to meet their needs.
4. **Participation/Commitment/Motivation in Government Projects.**
 1. Willingness to sacrifice and invest time, money and leisure.
 2. Willingness to leave residence for training elsewhere or to settle elsewhere.
 3. Willingness to participate in deep-sea fishing and other government ventures which may change their pattern of living.

5. **Satisfaction of involvement.**
 1. The satisfaction and dissatisfaction level when involved in certain projects.
 2. Types of benefits derived and level of satisfaction.
 3. Types of problems and level of dissatisfaction.

6. **Problems faced by the fishermen.**
 1. Problems arising from adapting to change (both planned and unplanned).
 2. Personal problems arising from working conditions, e.g. sharing of income, settlement of debts.
 3. Problems with the administrative red tape.
 4. Marketing problems.
 5. Indebtedness.
 6. Others.

7. **Attitudes towards the organisational structure of Government Projects.**
 1. Attitude towards democratic organisations, e.g. gotong-royong and cooperatives.
 2. Attitude towards leaders in Government projects.
 - (a) Attitude towards leadership (by appointment/selection and election).
 - (b) Attitude towards different leadership roles.
 3. Attitude towards various methods of follow-up work in Government projects.

8. **Views and information from administrators and organisers of Government projects, i.e. Majuikan, Persatuan Nelayan, members of the Jawatankuasa Kemajuan Kampung, Officers of Kementerian Pembangunan Ekonomi Desa.**
 - a. What is the government policy?
 - b. The needs of the people as perceived by the administrators and organisers.
 - c. Functions and roles of the administrators and organisers in carrying out government policy and fulfilling the need of the people.
 - d. The type of help they can give to achieve the goals.
 - e. Views of the administrators of the problems faced by the fishermen.
 - f. Problems faced by the administrators in policy implementation.

- g. Their perception of the type of project/aid required to meet the needs of the fishermen.
- h. Their suggestions for improvements of the on-going projects.
- i. The motivational level of the fishermen as perceived by the administrators/organisers.
- j. Factors in motivation.
 - (i) Problems of lack of managerial expertise.
 - (ii) Communication problems.
 - (iii) The aspirations.
 - (iv) Steps taken by the government as a follow-up.

APPENDIX B

THE INTERVIEW GUIDE

GUIDELINES FOR THE INTERVIEW⁽¹⁾

1. The interview is a tool -- a way to get information from "experts"⁽²⁾. These guidelines include information about the planning of your interview, about the important relationship between you, the interviewer and the respondent (the person being interviewed), and about your duties as the interviewer.

The interviewer is just one of the many individuals (others include those who prepare the questionnaire) who must assure that the results of the survey provide reliable information (besides being valid) about the problem being studied. The interview thus demands careful planning and intelligent, sensitive administration.

2. Planning the interview.

- (a) The interviewer. Your main function is to get the desired information to meet the goals of the study. To help you do so, you will use the interview schedule or instrument.
- (b) The interview schedule. This consists of a carefully selected and scrupulously planned list of questions⁽³⁾ arranged in a definite order. For the purpose of this study (Value Orientation of Rural People to Change), we will use a number of interview schedules, namely,

APPENDIX B

- (a) A specific questionnaire on people's feeling to change; and
- (b) other general questionnaires, including measures of: (i) the locus of control, (ii) general value-orientation, (iii) modernism, and (iv) parent's aspiration.

THE INTERVIEW GUIDE

- (a) Standardizing the interview. Whenever and many other interviewers use any one of the interview schedules, you should not deviate from the schedule in getting the respondent's answers. In this way, every respondent is asked the same questions in the same order. This may insure that the information from every respondent is obtained under approximately the same conditions. When this is assured, we say that the interview is standardized⁽⁴⁾.
- (b) Types of Questions. Two basic types of questions are used in the interview schedules, namely, open-ended and closed-ended questions.
 - (a) Closed-ended or Fixed Alternative Question⁽⁵⁾. In this case, the respondent is read the question which is then followed by a set of possible alternative answers. The respondent is then asked to select his answer either from two, or more possible answers, or to rate (on a five-point scale) or to rank under the given alternative.
 - (b) Open-ended Question. This type of question permits the respondent to answer freely in their own words. Each response is therefore unique because the answer presumably reflects each respondent's own ideas and feelings.
- (c) Preview. Examine each interview schedule critically and carefully. Read the questions and try to interpret them from the point of view of the "Rural people". Take note of any possible doubts which you think may arise; anticipate the problems and difficulties that may arise. Practice reading each item aloud to yourself. If

GUIDELINES FOR THE INTERVIEW⁽¹⁾

1. The **Interview** is a tool — a way to get information from “experts”⁽²⁾ These guidelines include information about the planning of your interview, about the important relationship between you, the interviewer and the respondent (the person being interviewed), and about your duties as the interviewer.

The interviewer is just one of the many individuals (others include those who prepare the questionnaire) who must assure that the results of the survey provide reliable information (besides being valid) about the problem being studied. The interview thus demands careful **planning** and **intelligent, sensitive** administration.

2. **Planning the Interview.**

- (i) **The Interviewer.** Your main function is to get the desired information to meet the goals of the study. To help you do so, you will use the interview schedule or instrument.
- (ii) **The Interview Schedule.** This consists of a carefully selected and scrupulously planned list of questions⁽³⁾ arranged in a definite order. For the purpose of this study (Value Orientation of Rural People to Change), we will use a number of Interview Schedules, namely,
 - (a) A specific questionnaire about the people’s feeling to change; and
 - (b) other general questionnaires, including measures of (i) the locus of control, (ii) general value-orientation, (iii) modernism, and (iv) parent’s aspiration.
- (iii) **Standardizing the Interview.** When you and many other interviewers use any one of the interview schedules, you should **not deviate** from the schedule in getting the respondent’s answers. In this way, every respondent is asked the same questions in the same order. This may ensure that the information from every respondent is obtained under approximately the same conditions. When this is assured, we say that the interview is **standardized**⁽⁴⁾.
- (iv) **Types of Questions.** Two basic types of questions are used in the interview schedules, namely, **open-ended** and **closed-ended** questions.
 - (a) **Closed-ended or Fixed Alternative Question**⁽⁵⁾ In this case, the respondent is read the question which is then followed by a set of possible alternative answers. The respondent is then asked to **select** his answer either from two, or more possible answers, or **to rate** (on a five-point scale) or to rank order the given alternatives.
 - (b) **Open-ended Question.** This type of question permits the respondent to answer freely in their own words. Each response is therefore unique because the answer presumably reflects each respondent’s own ideas and feelings.
- (v) **Preview.** Examine each interview schedule critically and carefully. Read the questions and try to interpret them from the point of view of the “Rural people”. Take note of any possible doubts which you think may arise; anticipate the problems and difficulties that may arise. Practice reading each item aloud to yourself. If

you have the tape recorder, it may even be better to record your reading and listen to yourself again. How do you think it sounds to the respondent? Is your pronunciation correct and do you give the "appropriate" emphasis? Do you speak too fast?

3. Your Role as the Interviewer

(1) Selecting and/or Locating the Respondent.

When you are in the field, if the particular respondent has not yet been selected to be interviewed, then please refer to the "Procedure" (please refer to the set of notes) which tells you how to collect a random sample of respondents from the village/town.

Generally, the names of a list of randomly selected respondents will be given to you, before you leave for the interview. If this is the case, your first task then is to locate these individuals.

(2) Establishing Rapport.

Once the correct respondent is located, you must then begin to establish the kind of **friendly relationship** that will permit you to ask and get truthful answer to the questions on the interview schedule. Use the following suggestions as a guide:

(i) Local Manners and Mannerisms

The purpose of your visit is to get the interview. Hence you should not allow your personal appearance or manners to interfere with the interview.

(a) **Dress.** Wear clothings that do not make you too conspicuous (i.e. looking like the "city gent or hippie", or like the officious Government Officer, etc.). Strive to look "neutral" (clothings that are common to the neighbourhood).

(b) Do not look like a salesman (e.g. carrying the briefcase, etc.). Carry with you only the clipboard (or something like it) and the interview schedules. Be careful with the camera or tape recorder. Make sure that the respondent knows what they are and how they are to be used, if at all. These can be either threatening or distracting.

(c) Your manners should be casual (if possible, those conforming to the rural "style") and friendly, but businesslike. Speak as natural as possible; not too fast; use the local dialect of the people as much as possible. However, make certain that the exact meaning of the questions is not altered.

(ii) Introducing Yourself.

THIS IS THE FIRST AND MOST LASTING (for better or worse) IMPRESSION THAT YOU CREATE ON THE RESPONDENT. It may add to the success or failure of your interview. Remember that your behaviour should be polite and friendly. Know what the "local rural customs" are about the home and social group to which these people belong. A genuine respect and understanding

of their "life style" is very important. Introduce yourself to the respondent by telling him:

- (a) Who is sponsoring the survey,
- (b) The general purpose of the study and of your visit,
- (c) How the respondent was chosen by chance, and
- (d) That the interview is confidential (do not over-emphasise this unless necessary to assure the respondent).

(Details about (a) – (c) are specified on the front cover of the Interview Schedule.)

- (iii) **The Questions.** Above everything else, as the interviewer, you must be very certain that you are **not biased**. You should impress on the respondent that there are no "right" or "wrong".

Do not show by words, actions (facial expressions, etc.) that you agree or disagree with a response. Do not express your own opinion about the question in any way. If the respondent insists on you to take a position, you should avoid doing so as tactfully as possible. For example, say that your job at the moment is to **get** opinions, not to **have** them.

(3) Asking the Questions

The interview is standardised. You are therefore obliged to ask the questions exactly as they are worded on the Interview Schedule. To be able to do so, you must be thoroughly familiar with all the questions and their sequence in the Schedule before the interview.

- (i) **Should you explain the question?**

Questions should never be explained to respondents or reworded to make them clearer (unless the question in the Schedule instructs you to do so.) If the respondent does not understand the question, you can only **re-state** it exactly as it is written, slowly, and with emphasis. If the respondent still does not understand, you should ask him to answer it according to his best understanding. You on your part, make a note on the Schedule that the respondent claimed not to have understood it.

- (ii) **When should you probe?**

Sometimes, the respondent obviously has not answered your question. Then you may have to probe (ask for clarification or further information) for the following reasons:

- (a) When the response is irrelevant to the question asked.
- (b) When the answer is unclear. (Probe by saying, "What do you mean by?")

- (c) When the answer seems incomplete. (Probe by asking, e.g. "What do you mean by 'They'?", or "Whom do you mean by the 'Government'?", etc.).
- (d) When you suspect that the answer is untrue.

4. Recording the Responses

- (i) **Fixed Alternative Answers.** Make sure that you have recorded the answer to all the items accurately and in full.
- (ii) **Open-Ended Answers.** Try to record the respondent's answer verbatim. If it is not possible, then listen very carefully, and then paraphrase the respondent's answer. Even so, you should use the respondent's **own words** whenever possible, especially in the cases of nouns and verbs that figure prominently in the respondent's meaning. If you should use abbreviations, for example, Hse = house, Govt. = Government, etc., make sure that others who read your interview record can also interpret both what you recorded and your hand-writing.
- (iii) **After the Interview.** Immediately after the interview, before you talk to another respondent, you should read over the completed schedule. Check to ensure that any partially completed answers are finished by adding whatever information that you can still recall. (Be very careful not to distort the respondent's answer). **Remember that answers to probes should be set apart and indicated clearly by parenthesis, etc. Any unanswered questions should be fully explained by you.** For example, "Refused to answer because.....".

Explanatory Notes

- (1) Paraphrased from:
Collins, Andrew. The Interview: An Educational Research Tool. Occasional Paper. ERIC Clearinghouse on Educational Media, December, 1970.
Selltiz, C., M. Jahoda, M. Deutsch and S. Cook. **Research Methods in Social Relations.** New York: Holt, Rinehart & Winston, 1959.
- (2) "Expert" refers to the particular group of people, such as the populations of Fishermen, Farmers, etc., whom we have identified as the specific target population of "rural people" who are subjected to "change", through a number of Governmental intervention programs. Since we are interested about their "value-orientations" (beliefs, opinions, attitudes, feelings or needs) to "change", one of the best way to get the information is to ask them for it in a carefully planned and executed interview.
- (3) The list of questions you find in the Schedule has been specially selected because they are relevant to our research to our research problem. They are related directly to the particular needs of this study. This concerns the validity of the instrument.
- (4) **Standardised Interviews.** When the interview conditions are the same, you can be more certain that differences in people's answers are due to real differences in the people, and not to variations in the way the interview was conducted. On the other hand, some variations may be desirable for the sake of naturalness in the interview situation. A

disadvantage of the standardised is that the interviewer is not free to follow the respondents' natural flow of conversation.

However, if the interview was not standardised, the differences between the way one interview and another are conducted would wipe out the comparability of the respondents' answers.

- (5) **Closed-ended questions.** These have a disadvantage, especially for collecting opinions of feelings, in that the precoded answers may not carry the shades of meaning that the respondent wants to convey. Its advantage lies in the comparability of the responses. As regards the **open-ended questions**, in order to make the responses from different respondents comparable, these individual responses will have to be categorised (or coded) after the interview is over.

APPENDIX C

DEFINITION OF SOME TERMS AS USED IN THIS REPORT

Definition of Some Terms as Used in This Report

1. Introduction

The term "definition of terms" is used by the Ministry of Labour to refer to workers who work full-time and full-time part-time. The purpose of this study is to study the term a wide variety of these workers and their jobs. The study also includes working hours, a listing of all the workers in the state of Michigan, and a list of all the workers in the state of Michigan, and a listing of all the workers in the state of Michigan.

2. Michigan Department of Labor

The Michigan Department of Labor is a state agency that is responsible for the administration of the Michigan Department of Labor. The department is responsible for the administration of the Michigan Department of Labor. The department is responsible for the administration of the Michigan Department of Labor.

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Definition of Some Terms as Used in this Report

1. Fishermen

The term fishermen as defined by the Ministry of Labour includes workers who catch salt water and fresh water fish. For the purpose of this particular study the term is only confined to those who catch salt water fish. Their functions include: working alone on a fishing boat or as members of the crew on a fishing vessel to catch fish in deep sea or coastal waters; and performing other functions related to the foregoing.

2. Fishermen's Association (Persatuan Nelayan)

The equivalent in Bahasa Malaysia is "Persatuan Nelayan". It is a statutory body created under Act 44 of the Fishermen's Association, 1971. The objective of this association is to raise the standard of living of the fishermen in general. Some of the aims of the Fishermen's Associations are:

- (a) to restructure the fishing community and to overcome economic imbalance and to create commercial and industrial community therein;
- (b) to create industrial activities in major fishing centres in order to widen the scope of employment among them;
- (c) to provide and to coordinate various services, for example, catching facilities, marketing, credit, accounting, storage and processing of fish;
- (d) to create a sense of cooperation, thrift and saving and credit facilities among the members;
- (e) to manage the capital of the members and use for investment;
- (f) to develop education and training towards the adoption of new techniques in fishing;
- (g) to develop leadership, goodwill, solidarity and welfare among the members.

3. Cooperative Society (Syarikat Kerjasama)

The Society is founded on the principle of "One for all, and all for one". One of the major objectives of this society has been to help alleviate the problem of insufficient capital among the fishermen. This society has enabled the fishermen to pool their resources for the benefit of all. Syarikat Kerjasama has been able to lead in the development of agro-based industries, especially in the marketing and processing of fish.

4. Fish Development Board (Majuikan)

This Board better known as "Majuikan" is a recent institution established in November 1971. The objective of this corporation is to further accelerate the growth of the fishing industry. The scope of its operation includes the production, processing and marketing of fish on an integrated basis. Some of the projects carried out by Majuikan includes:

- (a) boat-owner participation scheme in Pulau Langkawi;

- (b) fish trading scheme in Kuantan, Kuala Pahang and Pulau Redang;
- (c) provision of multi-purpose boats, introduction of trawling and purse-seine techniques;
- (d) establishment of ice factories, fish and prawn processing factories, including fish-meal plants.

5. **Fish Marketing Associations (Syarikat Pemasaran Ikan Malaysian, SPIM).**

This is a subsidiary body to the Fish Development Board (Majuikan). It has been created as an additional avenue for the fishermen to market their catch. The setting up of this body also aims at stabilising prices and to compete with the existing marketing system. SPIM after purchasing the catch will market it directly to the wholesalers enabling them to obtain fair prices.

6. **Ministry for Rural Development** (Prior to September 1974) has now merged with the former Ministry for Agriculture and Fisheries, to form the Ministry of Agriculture and Rural Development. The Ministry has the responsibility towards raising the standard of living of rural people through the implementation of projects and programmes which will increase incomes. The Ministry embarks on research to gather additional information and feedback from the people. To further increase development efforts, steps have been taken to implement projects aimed specifically at changing the attitudes of the people. Some of the programmes of the Ministry have been aimed at strengthening the existing co-operative societies and other institutions in the rural areas.

7. **Government Projects.** This broad term includes all aids (credit and subsidies; fishing gear; boats; etc.) and programmes (Jayadiri, Gerakan Pembaharuan, etc.) which have been implemented and/or existing in the rural areas, through government efforts. In this particular study the government projects referred to are those that have direct benefits for the fishermen, for instance, fishing boats and gears as opposed to health services. In short, all help including advice given by the government for the benefit of the fishermen will be classified as government projects. Some of the commonly referred to government projects are:

- (a) Majuikan;
- (b) Fisheries Training School/Institute;
- (c) Persatuan Nelayan;
- (d) Resettlement;
- (e) Rehabilitation;
- (f) Credits and subsidies; and
- (g) Co-operatives.

8. **Rehabilitation.** The term implies a change in occupation for example, from a fisherman to a farmer. The Federal Land Development Schemes and the Fringe Alienation Schemes are two popular venues for the rehabilitation of fishermen.

9. **Resettlement.** The term resettlement does not imply a change in occupation but merely the removal from one fishing area to another. For instance, the resettling of fishermen from Pulau Pinang (an already congested area, with marked absence of sanitary conditions to Pulau Redang, a relatively uninhabited island.
10. **Surplus Fishermen.** The situation arises when the amounts of capital and fish resources available are not proportionate to the number of fishermen in the industry. The definition for surplus labour as used in this study is as follows "..... given the fish resources, and capital, the employment of additional fishermen into the fishing industry will increase up to an optimum point where the total revenue of the industry will be at a maximum any number of fishermen employed beyond this optimum point is redundant or surplus labour this surplus labour if removed from the boat (industry) will not result in a fall in output or income of the (industry), but instead will result in an increase in output and income per unit of labour employed on the boat as the optimum crew".

APPENDIX D

AREAS SAMPLED IN PHASE I

AREAS SAMPLED IN PHASE I

A. Tranggamu

1. Məpükən
 - (a) Seberang Takir
 - (b) Kuala Tranggamu
 - (c) Cendering
 - (d) Telak Bidara, Dungan
 - (e) Kuala Basut
2. Fishermen's Co-operative Society
 - (a) Seberang Takir
 - (b) Kuala Kemaman
 - (c) Kuala Tranggamu
 - (d) Marang
 - (e) Mercang
3. Re-education
 - (a) Mercang
 - (b) Pulau Pinang
4. Rehabilitation
 - (a) Chalok Serut
 - (b) Kuala Kemaman
5. Fisherman's Association
 - (a) Kuala Kemaman
 - (b) Seberang Takir
 - (c) Dungan
 - (d) Kuala Serut
6. Credit and subsidies
All over the district mentioned.
7. Fisheries Training School
 - (a) Seberang Takir
 - (b) Batu Pokir

8. Primary Education
 - (a) Batu Pokir
 - (b) Kemuning Tanjung
 - (c) Marang
 - (d) Cendering Marang
 - (e) Kuala Kemaman

B. Penang, Kuala Lumpur, and Johore

1. Fisherman's Association
 - (a) Pulau Pinang
 - (b) Kuala Lumpur, Kuala
 - (c) Pulau Perhentian
2. Chartered Schools
 - (a) Kuala Lumpur
 - (b) Pulau Pinang
3. Primary Education
 - (a) Pulau Pinang
 - (b) Batu Basah
 - (c) Tanjung Sepat
4. Primary Education
 - (a) Pulau Pinang
5. Fishery (Pukat Jeruti)
 - (a) Teluk Kumbar
6. Pukat Jeruti Pukat Jeruti, Lembaga Pendidikan Ikan
 - (a) Pagarot
 - (b) Lumut
7. Fisherman's Co-operative Society
 - (a) Pulau Perhentian

APPENDIX D

AREAS SAMPLED IN PHASE I

AREAS SAMPLED IN PHASE I

A. Trengganu

1. Majuikan
 - (a) Seberang Takir
 - (b) Kuala Trengganu
 - (c) Cendering
 - (d) Telok Bidara, Dungun
 - (e) Kuala Besut
2. Fishermen's Co-operative Society
 - (a) Seberang Takir
 - (b) Kuala Kemaman
 - (c) Kuala Trengganu
 - (d) Marang
 - (e) Mercang
3. Resettlement
 - (a) Mercang
 - (b) Pulau Pinang
4. Rehabilitation
 - (a) Chalok Besut
 - (b) Cukai Kemaman
5. Fishermen's Association
 - (a) Kuala Kemaman
 - (b) Seberang Takir
 - (c) Dungun
 - (d) Kuala Besut
6. Credits and Subsidies
All over the districts mentioned.
7. Fisheries Training School
 - (a) Seberang Takir
 - (b) Batu Rakit

8. Private Enterprises
 - (a) Batu Rakit
 - (b) Merabang Talipot
 - (c) Merang
 - (d) Seberang Marang
 - (e) Kuala Kemaman

B. Penang, Kedah dan Pangkor.

1. Fishermen's Association
 - (a) Penang (all areas)
 - (b) Pantai Remis, Kedah
 - (c) Pulau Pangkor
2. Credits and Subsidies.
Penang (all areas).
3. Fisheries Training School.
 - (a) Telok Bahang, Glugor
 - (b) Tanjung Bunga
 - (c) Batu Maung
 - (d) Tanjung Tokong.
4. Private Enterprise.
Pulau Betong
5. Fishing (Pukat Jerut)
Telok Kumbar
6. Projek Bot Pukat Jerut, Lembaga
Kemajuan Ikan
 - (a) Pangkor
 - (b) Lumut
7. Fishermen's Co-operative Society
Pulau Pangkor

APPENDIX E

BRIEF DESCRIPTIONS OF LOCUS OF CONTROL AND MODERNITY SCALES

- A. The Locus of Control Scale. The objective of this scale is to demonstrate that people differ as when
1. they view themselves to be controlled internally, or
 2. externally and that the perception of how they are "controlled" influences people's behaviour. Rotter (1911) has labelled those who are confident that they control themselves and their destiny as "Internal". These groups tend to have a more positive attitude about themselves. On the other hand, the 'External', those that think their fate is in the hands of nature, tend to be more docile and suspicious.
- B. The Modernity Scale. Seven main aspects of the modernity syndrome were used (See Inkeles, 1969). They are as follows:

1. openness to new experience
2. the assertion of increasing independence from the authority of traditional figures
3. belief in the efficacy of scientific thinking
4. ambition for oneself and one's children to achieve high occupational and educational goals
5. preference for people to be on-time and show an interest by carefully planning their affairs in advance
6. strong interest and active participation in civic and community affairs and local politics
7. striving conscientiously to keep up with the news.

APPENDIX E

BRIEF-DESCRIPTIONS OF LOCUS OF CONTROL AND MODERNITY SCALES

The statements were couched in terms of the positive end of the modernity scale, while the other half represented the opposite end. The respondents were asked to express their agreement or disagreement when the statements were read aloud to them.

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