DIAGNOSING THE PATTERNS OF PERSONALITY DEVELOPMENT: A FACTOR ANALYSIS

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This study focused on how the challenge of personality development is being comprehended in different segments of the society. Special attention was given to the issue of identification of determinants of pattern of personality development keeping the socio-economic status of the families under consideration. The work was done on a sample of 120 respondents. Systematic sampling technique was used for the selection of the sample. Factor Analysis, a modern analytical approach in which Kaiser Mayer Orkin (KMO) statistic is used, was operated to find out the patterns of personality development. Two patterns of personality development were identified by employing factor analysis. The first factor (conformity) consisted of the variables of independence, good manners and unselfishness while the second factor (self-centered achievement) consisted of hard work, obedience and determination. 63.3 percent of the respondents had traditional attitude and 36.7 percent had a more modern outlook towards the personality development of their children. It is deduced from this analysis that the personality of our young generation is not being developed in accordance with the modern lines because of traditional attitude of parents. This calls for a serious institutional campaign and policy initiatives.

Keywords: Personality development, factor analysis, traditional attitude

INTRODUCTION

The theorists have identified two patterns of personality development. The first was called 'conformity' while the second was called 'self-centered achievement'. The indicators of conformity are the traditionally emphasized values while the indicators of self-centered achievement are the values called modern. The term personality is derived from the Latin word 'persona' which means a mask worked by an actor during speaking for performing at the stage. The actor revealed the character he was depicting through his speech and actions (Elizabeth, 1973).

Personality is an interaction product, the result of heredity and environment. The environment puts certain pressures on the organisms, perception and learning operate to develop techniques for dealing with the environment, and these techniques become generalized as traits, values and persistent motives. Personality is made up of such characteristics as each person possesses which determine his or her cognitive, emotional and overt behaviour.

Quaid-i-Azam (1947) in one of his important speeches maintained that children are the pillar of nation. If we want to attain peace and revolution in the world so we can start from planning education and socialization of children at positive lines. If it is not possible we can not attain peace and progress in the world. In other words personality is the totality of behaviour of an individual with a given tendency system interacting with a sequence of situations (Yinger, 1964).

The personalities vary from person to person, from individual to individual, from one place to another place and from one period of time to another period of time. Sometimes same aspects are observed with variation. The personality of a child develops as he/she acquires stereotype pictures of herself and of his parents of significant figures, groups and institutions. At first, the family group is most important since it is the only group most infants have when they are most impressionable. All the authorities agree that the basic personality characteristics of the individual are formed during these first years within the family (Shaffer and Dunn, 1982).

Ladd and LeSieur (1995) stated that the family as an institute is the first fundamental group where the personality development of a child begins. Parents manage aspects of their children environment that influence their social development. They promote the social life and activities of the children by arranging social events and enrolling the child in activities such as sports, art, music and other social and skill enhancement programme.

The main objective of this research effort was to look into the likely impact of socio-economic condition of parents on the personality development of children. The study also aimed at identifying the determinants of patterns of personality development and highlighting the role of personality development of children.

MATERIALS AND METHODS

A comprehensive methodological procedure was followed to carry on the research on this issue. It is an

essential part of any research study as it provides a guide to future researchers to evaluate any study to verify its results (Matin, 1989). The universe of the present study was comprised of mothers of school going children. Two colonies were selected conveniently from Faisalabad city as a universe. Systematic sampling technique was employed from the selection of the sample. A total of sixty respondents from each of these localities were selected. At final stage, mother from selected household (who had at least one school going child) was interviewed. In case of joint families, one mother was randomly selected.

The data was collected with the help of interviewing schedule in a face to face situation with the respondent. The interviewing schedule consisted of structured and unstructured questions. In this technique, a number of questions were designed according to the requirements and relevance of research being conducted. Pre-testing of the schedule was also conducted on five respondents.

Factor Analysis

It is an appropriate method for scale development. The basic aim of this analysis is to examine whether on the basis of people's answers to questions, a smaller number of more general factors that underlie answers to individual questions can be identified. Correlation analysis was conducted as a first step in factor analysis. There are a number of ways of assessing whether a set of variables in a correlation matrix is suitable for factor analysis. Among these is a statistic called Kaiser Mayer Orkin (KMO) which ranges from 0 to 1. It should not be less than 0.5. KMO value falling below 0.5 means that factor analysis would be inappropriate for that set of variables. The variables which were not correlated with the majority of the other variables were dropped from the analysis. The KMO value was 0.502 after dropping some variables.

DeVaus (1995) suggest that 'verimax" is the most frequently used method that attempts to minimize the number of variables that have high loadings on a factor. The rotation phase also increases the interpretability of factors because the unrelated factor matrix is difficult to interpret. Many variables are correlated moderately with many factors. PCA produces the coefficients used to express standardized variables in terms of the factors. These coefficients are called loadings, since they indicate how much weight is given to each factor. Factors with larger coefficients for a variable are closely related to the factor. The identification of the factor is based on the value of factor loadings (coefficients). High value of factor loadings of the variables is an indication of their high correlation with the factor under which the variables

are identified. After identifying and calculating the coefficients produced by the PCA, the loading factors, a factor is estimated as a linear combination of the original variables. That is, for case K, the score of the J_{th} factor is estimated as;

$$F_{jk} = \sum A_{ji} X_{ik}$$

Where

X_{ik} = The original value of ith item for case k

A_{ji} = The standardized regression coefficients or loading for the jth factor and the ith item.

RESULTS AND DISCUSSION

The present survey revealed that social structure in Pakistan slightly deviates from the western pattern of personality development. The respondents were asked to choose five qualities from a given list containing indicators like good manners, independence, hard work, sense of responsibility, imagination, tolerance, thrift, determination, religious faith, unselfishness and obedience. The correlation analysis was conducted as a first step. In the factor analysis, some variables correlated with other, but not with all variables. The variables, which were not correlated with the majority of other variables, were dropped from the analysis. The KMO value was 0.502 after dropping these variables. This was sufficient to proceed further. There were two underlying factors out of the remaining six variables. One factor consisted of the variables of independence, good manners and unselfishness while other factor consisted of hard work, obedience and determination. The first factor was named self centered achievement while the second factor was called conformity. The indicators were the traditionally emphasized values while the indicators of self centered achievement were the values called modern. Determination is a modern value because modern people are determinant in adopting new ideas. They are independent in their thinking and do not depend on social system. But in this research effort, it is related to conformity due to small sample size. The classification of variables of self centered achievement and conformity into two main factors along with their loading values is presented in table 3.

The conformity factor is based on three items: hard work, determination and obedience. The score for conformity from these three items was estimated as:

Conformity = $a_1X_1 + a_2X_2 + a_3X_3$

a_1 (0.815), a_2 (0.620) and a_3 (0.744) are the loading values and X's are the original values. In a similar fashion the scores for both factors were calculated by

taking into account the responses of all respondents in the study. Once the score for both the factors were calculated, they were used for further analysis to observe their relationships with the socio-economic characteristics of the respondents. The respondents who scored higher for one factor were put under the factor. It was also assumed that those respondents who have high score for self-centered achievement factor prefer modern traits of personality development for the children while those with high score for conformity prefer traditional traits.

In this way, two patterns of personality development were identified. The indicators of conformity are the traditionally emphasized values while the indicators of self-centered achievement are the values called modern and considered central fro the individual in the modern age for the achievement of individual's goals. The first factor consisted of the variables of independence, good manners and unselfishness while the second factor consisted of hard work, obedience and determination. 63.3 percent of the respondents had traditional attitude and 36.7 percent had a more modern outlook towards the personality development of their children.

CONCLUSION

The study suggested that there are two patterns of personality development. It has been noted that in the families where traditional values are strictly observed, the parents emphasize on hard work, determination and obedience. The families cleaved to modern values assign importance to independence, unselfishness and good manners. It is considered that independence paves way to creativeness. In the light of these findings it is suggested that education should at all levels be declared compulsory which shall ensure higher occupational standards and good income. Without parental collaboration, the dream of personality development can hardly be materialized. Mothers for their natural characteristics can play a pivotal role in this regard. Moreover, instead of becoming over-ambitious for their children, parents should have free

discussion with them and set their goals in harmony with their intellectual endowment, capabilities, achievements and interests. Last but not the least, similar kind of diagnostic studies should also be conducted at the country level so that appropriate policy lessons could be drawn.

Table 1. Principal Components Analysis of Self-centered Achievement and Conformity

Factors	Item	Loading Value
Self-centered achievement	Unselfishness	0.793
	Good manners	0.733
	Independence	0.360
Conformity	Hard work	0.815
	Determination	0.744
	Obedience	0.620

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