Chapter-2

Concept of social change

Change is the law of life and changes in society are always taking place.changes may be slow .so slow that people maynot even perceive them.there are times when they are so rapid and drastic.

social change is comprise of two words:social and change.social change is meant the change in the situation of the society over a period of time.the change that occurs in the social organizations,social structure,manner of living in the society or social relationships,traditions and beliefs is called social change.
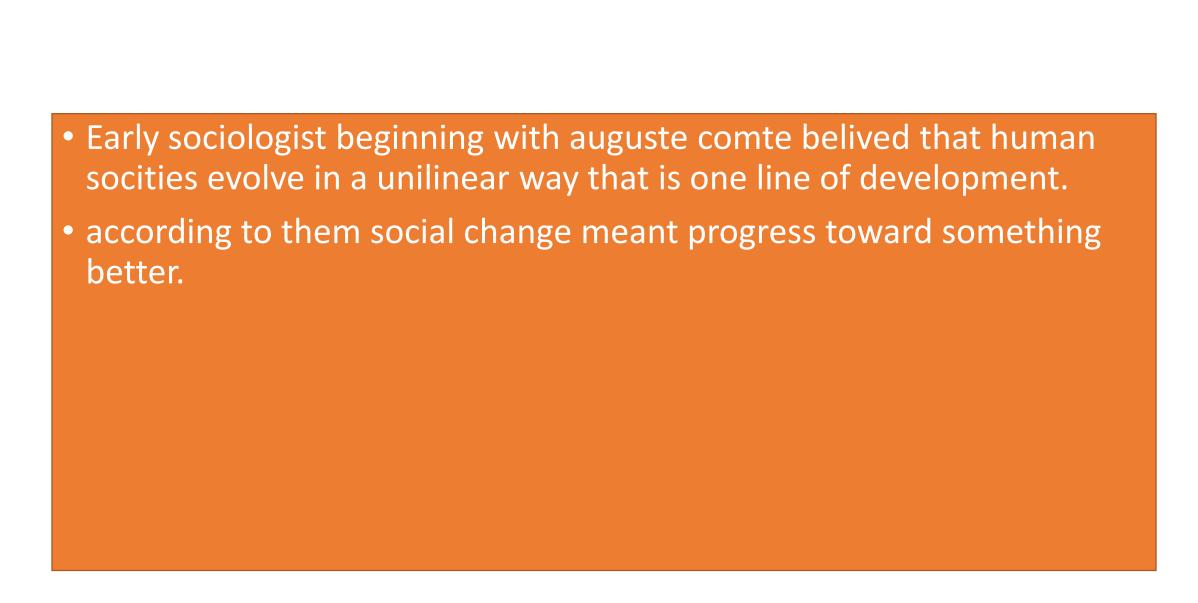
- Social change is the change in the society.
- Sociologist worked hard In order to make the term more specific and hence useful for social theory.
- At most basic level,social change refers to changes that are significant-that's changes which alters the underlying structure of an object or situation over a period of time.
- Thus , social change doesnot include any and all changes but only big onces ,changes which transform things fundamentally.
- The bigness of change is measured not only by how much change it brings about ,but also by the scale of the change.that's how large a section of society it affects.

- Examples
- The civil right movements
- LGBTQ + right movements
- Industrial revolution

Theory of social change

Evolution theory

- Evolution is the name given to a kind of change that take place slowly over a long period of time.

- Evolution means gradual development

- Sociologist said that in this, development takes place from simplicity to complexity.

- This term was made famous by the natural scientist Charles drawin,who purposed a theory of how living organism evolve or change slowly over several centuries or even million ,by adapting themselves to natural circumstances.

- Early sociologist beginning with auguste comte belived that human socities evolve in a unilinear way that is one line of development.
- according to them social change meant progress toward something better.

Conflict theory

- It was first purposed by karl max, is a theory that society is in a state of perpetual conflict because of competiton for limited resources.

- Conflict theory holds that social order is maintained by demonination and power,rather than by consensus and conformity.

- According to this theory,those with wealth and power try to hold on to it by any means possible,chiefly by suppressing the poor and powerless.

- A basic promise of conflict theory is that individual and groups within society will work to try to maximize their own wealth .

- Conflict theory has been used to explain a wide range of social phenomena ,including wars,revolutions,poverty ,discriminations and domestic violence.

functionalism

- This theory is based on the premise that all aspects of society – institution,language,custom,technologies,roles,norms etc serve a purpose and that all are indispensable for the long term survival of the society .

- It view society as a complex but orderly and stable system with interconnected structures and function or social patterns that operate to meet the needs of individual in a society.

- The approach gained promince in the works of 19th century sociologists particulry those who viewed societies as organsm.

Factors of social change

Demographic factor-it plays very imp role.increase or decrease in size of population ,makes social change probable.population of Nepal increased,which has brought down the standard of life of people.poverty,unemployment,crimes,pollution brings social change to a great extent.

Population fluctuations has both positive and negative changes in the society.high population growth accelerates the process of migration,thus,bringing not only economic benefits in terms of exchange and sharing of skills,knowledge and ideas that lead to innovation and discoveries and ultimately the social change occurs through a change in people's attitude,behaviour and way of life.these shows that with the change in population ,social change occurs.

- The population increase or decrease always brings social problems.when the birth-rate in a society exceeds death-rate population begins to rise.
- On the other hand,a low birth-rate means leads to decrease in the size of population.when population is low,there are fewer skilled hands available and the country cannot make full use of the natural resources.

Technology factor

- In contemporaty times,science and technology happes to be the most imp factor of social change.new scientific inventions and technologies always greatly influence the social life.

- Technological factor are very imp cause of social change .the modern age is that of technology.the invention of any new machine or tool has its effect in social life.

Natural factor

- A storm,ewarthquake ,flood,disease and similar natural events even today can disrupt the social systems.

- Natural calamities like floods,earthquake etc and other natural disasters always force changes in the social conditions and life of the affected people.

- The nature is the chief basis of change.the land surface doesnot remain static.several types of problems are faced due to flood,earthquake,diseases etc

Biological factors

- If the population is bearing weak offspring due to heredity then it would have its impact on social life also.on the other hand not only inter -caste,inter- religion marriages but also marriages with foreign nationals are occurring ,which effecting social change.

- The human elements is ever changing .each new generations is different from previous generation.

- Its different in form ideas and in many other ways from the one gone before.

Education factor

- Education is an imp instrument to bring social revolution among all the instruments .education is considered as the most powerful .education for all ,at all levels and at all ages of children is the only remedy to bring about the desired social change in nepelse society.

Role of media and communication in social and cultural change

Social media is a platform that has brought the world on the same platform. It is an interface that brought people closer to each other and removed the distances. Having a mass following to a great extent, it is supposed to be the part and parcel of our lives.

Today, we are living in a society where information is everything, it naturally shapes that we are living in an information society, where the media is the strapping tool of communication and connectivity.

- Media is playing an outstanding role in creating and shaping of public opinion and strengthing of society.

- The purpose of media is to give information about current news ,gossips ,fashion and the latest gadgets in the marketplace of the people.

- Society is influenced by media in so many ways.it is the media for the masses that helps them to get information about a lot of things and also from opinions and make a judgement regarding various issues.it is the media ,which keep people updated and informed about what is happening around them and the world that everyone draws something from it.

- The primary role of media is communication.it allows the relay of information from one person to another ,using mobile ,phones ,radio and television for news updates ,the newspaper ,the internet and email.

- Creation of awareness and sensitization:the local radio reaches out to the rural and vulnerable groups.creating awareness on different programs that can benefit them.it enlightens the public on their rights,the different policies and how they affect them either directly or indirectly.

- Socialization:televisions have shaped the attitude and behaviour of people.the portrayal of different characters in the movies and shows have greatly affected the behaviour and culture of people that affect family and societal relations.

Technological change and it's consequences

Science and technology are essential ingredients of modern life. They transcend local boundaries and touches lives of everyone. Evolution of mankind can be seen in terms of technological evolution as well. Invention of fire and wheel changed the face of mankind. Various historical epochs - hunter-gatherers, agrarian society and industrialist society are distinguished from each other in term of technological advancement. The technological factors represent the conditions created by men that have a profound influence on his life. Technology is product of civilization. According to Karl Marx even the formation of social relations and mental conceptions and attitudes are dependent upon technology.

Technology and Industrialization:

- Technology has contributed to the growth of industries or to the process of industrialization. Industrialization is a term covering in general terms the growth in a society hitherto mainly agrarian of modern industry with all its circumstances and problems, economic and social.

Technology lays an impact on society, including the potential for society to progress or decline, in both good and bad manner. Our society is shaped by technology, which has both beneficial and harmful consequences. Human societies and technology have grown inextricably linked since technical systems like mobile phones, computers, TV, etc. are produced by humans and reflect the very basis of a population's needs and lifestyle. Although technology improves the lifestyle of human being, it also a major concern for the future generations. Nowadays, people are excessively using technology which reduce their physical activities that directly effect their health. Also, due to the excessive use of technology there are so many cybercrimes happens everyday in which someone steals the identity or personal information of the victim, such as Unique ID number, PAN number, Debit Card, etc., and uses it to conduct a crime or perpetrate fraud without our permission. Some other cyber crimes are:

- **Hacking:** An effort to manipulate a computer system or a network within a computer is known as hacking. It is unauthorized control of computer systems with the intention of committing a crime.

- **Credit/Debit Card theft:** Credit card fraud refers to any type of fraud involving a payment card, such as a credit or debit card. The objective could be to obtain products or services, or to transfer the funds to a criminal-controlled account.

- **Malware installation:** Any program or file that is dangerous to a computer user is known as malware. Viruses, worms, Trojan horses, and spyware are all examples of malware.

- **E-mail threat:** The use of email to deceive another person for personal benefit or to harm another person.

- **Phishing:** Depending on the offender, phishing attempts can target a wide spectrum of people. It's possible that these are generic phishing emails aimed at anyone with a PayPal account. These are frequently identified as phishing attempts.

- **Spams:** An undesired, uninvited digital message that is sent in large quantities is known as spam. You can get spam via email, phone calls, text messages etc.

- **ATM cards theft:** ATM fraud refers to a crime in which the criminal make the payments for the criminal activities via some other person's ATM card using the PIN.

Diffusion of innovation theory

Everett rogers (1931-2004) well known for the book called "diffusion of innovation " in which he explains the theory of how innovations and ideas spread across the populations.

This theory analysis how the social members adopt the new innovative ideas and how they made the decision towards it. Both mass media and interpersonal communication channel is involved in the diffusion process.

Diffusion is a process by which an innovation is communicated through certain channels.
Innovation is an idea ,practice or object perceived as new by an individual or other.

According to the theory ,innovations should be widely adopted in order to attain development and sustainability.

Roges proposed four elements of diffusion of innovation they are:

1. Innovation:an idea,practice or object perceived as new by an individual .it can also be an impulse to do something new or bring some social change.

2. Communication channel:the communication channel takes message from one individual to another.it is through the channel of communication the innovations spreads across the people.it can take any form like word of mouth ,SMS,any sort of literary form etc.

3. Time:it refers to the length of time which takes from the people to get adopted to the innovations in a society.it is the time people take to get used to new ideas .for an example consider mobile phones it took a while to get spread among the people when it is introduced in the market.

4. Social system:interrelated network group joint together to solve the problems for a common goal.social system refers to all kinds of components which construt the society like religion ,institutions,group of people etc.

Rogers says that in a social system there are three ways the decision are taken .he suggested the three ways considering the ability of people to make decision of their own and their ability to implement it voluntarily ,the three ways are as follows.

1. Optional: individual made a decision about the innovations in the social system by themselves.
2. Collective : the decision made by all individuals in the social system.
3. Authority:few individuals made the decision for the entire social system.

Further roger identifies the mechanism of diffusion of innovation theory through five following stages .

- Knowledge: an individual can expose the new innovation but they are not showing any interest in it due to the lack information or knowledge about the innovation.

- Persuasion:an individual is showing more interest in the new innovation and they are always seeking to get details or information about the innovation

- Decision :in this stage,an individual analysis the positive and negative of the innovation and decide whether to accept/reject the innovations.it is difficult stage.

- Implementation :an individual takes some effort to identify the dependence of the innovation and collect more information about the usefulness of the innovation ,then its future also.

- Confirmation:an individual conforms or finalize their decision and continue to use the innovation with full potential

Factor resisting social change

- Fear of novelty:there are many people who are satisfied with their social condition,so they don't bring any change In the society.

- Cultural inertia:by cultural inertia is meant those values,beliefs and traditions gives up,in such a case,it is not possible to effect social change in any way.

- Vested interests:there are several people also who do only those things which are rooted in their vested interests and they don't want to do any such thing which may be an obstacle in their selfish interests.

- Isolation :there are such people in varity who want to isolate themselves from others and desires that their culture should be preserved ,so they don't want to come into contact with others.