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UNDERSTANDING URBANIZATION: AN ANALYSIS OF CAUSES AND CONSEQUENCES OF CULTURAL CHANGES IN ISLAMABAD

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ABSTRACT

Culture is a total way of life. Culture itself is not static, it is dynamic in nature. Urban areas are more prone towards cultural changes. This research study is investigating the causes behind cultural changes along with consequences of cultural changes in urban areas. It is a case study of Islamabad. The sample size of 300 respondents was targeted by purposive sampling technique. The data has been collected through a well-structured interview schedule. The tool was designed by a mix method. The findings of the research study shows that the major leading causes behind cultural changes are technology and materialistic approach as far as some influential causes are modernization, multiculturalism and tourism. The consequences of cultural changes are highly prevailed in urban areas. As our traditional values become demoralized as our education system is not equivalent to our traditional values. Nuclear family system gets prioritize as well parents have not enough time for their children in urban areas and the gap between them are increasing day by day. Technology has merged the Islamic values with the western values and makes people alienated internally. It is suggested that this type of study should be held in other mega cities of Pakistan and the participation of policy makers must be insured.

INTRODUCTION

Culture is a total way of life. As according to Sir Edward Taylor "culture is that complex whole that includes knowledge, belief, arts, morals, laws, customs and any other capabilities and habits acquired by a man as a member of a society." The elements of culture are change with the passage of time but the ratio of change among traditional and preindustrial societies is less than modern

industrialized societies. Modern societies experience rapid and uneven cultural change because of diverse population. (Masood, 2019) UNESCO's definition of culture in the **Preamble to the UNESCO Universal Declaration on Cultural Diversity** is "set of distinctive spiritual, material, intellectual, and emotional features of society or a social group... it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs." (Anheier, 2020)

"Cultural change" is a term used by sociologists to indicate about the changes or the transformations in one's culture. Society takes on new cultural traits, behavior patterns, and social norms, and creates new social structures as a result. (Stevenson, October 21, 2021) The phenomenon of cultural change affects the way that people think and see the way of life of other communities. The factors that lead to the change in culture are like social reasons, contact with other societies and evolution. (Bartleby, 2021)

Urban culture is defined as the culture of towns and cities which help us to understand the phenomena of urbanization. Urban living is having the facilities of modern social life. The ratio of social interaction is fast and formal in urban areas as well as the rate of social change is faster due to education, technology, industry, and urbanization. Social life is complex in which the people of different races, professions, castes, and religions live together. Anonymity is an important trait of urban areas. (Notes, 2022) Islamabad is the well-planned, well-organized, and capital of the Islamic republic of Pakistan. Islamabad has attracted people from all over the Pakistan and thus it becomes the one of the most global and urbanized cities of Pakistan. It is a home to many migrants from other regions of Pakistan and has a cultural and religious diversity of considerable ancient times. (Wikipedia, 2022)

Objectives of the Study

According to the topic, the research paper focuses on following objectives:

1. To explore the causes behind cultural changes in urban areas.
2. To investigate the consequences of cultural changes in urban areas.

Significance of the Study

As we got it from previous studies that Urban areas are more prone towards cultural change. This research paper deals with the causes behind the cultural changes in urban areas which help to identify the most affecting causes behind cultural change. Researchers try to find the magnitude of cultural changes in urban area through consequences of cultural changes in urban areas.

LITERATURE REVIEW

The phenomenon of cultural change enjoys a long and venerable history in sociological theory. It starts from the Comte's characterization of the evolution from theological culture to metaphysical culture to scientific culture. Here we examine the two theories on the behalf of cultural change as Cultural Adaptation Theory is seen cultural change as developmental or evolutionary

process that occurs in a sequence of analytically distinct stages in response to changing societal conditions. (Wuthnow, **Cultural Adaptation Theory, 1992**) Another theory is Class Legitimation Theory; in this approach cultural change comes as a result of the shifting position of social classes relative to one another. When a new social class becomes more powerful, it allows itself both in relation to be a part of the older ruling class and in relation to subordinate part of the population. This change is come more abruptly as in contrast with the other approach. (Wuthnow, **Class Legitimation Theory, 1992**) As societies modernize, the individual becomes increasingly important, gradually replacing the family, community, or occupational group as the basic unit of society. The society is governed according to abstract principles which are formulated for that purpose, instead of being governed by tradition or custom. Traditional religious beliefs often decline in importance, and distinctive cultural traits are often lost. (kumar K. , 2020) Globalization leads towards modernity and western culture. These have very strong impression on the lives of the people and this strong impression is higher in urban areas as compared to the rural areas. Westernization and modernity are gradually changing Pakistani culture and now more western values are penetrating in Pakistani society. (Khan, Anjum, & Noreen, March 15, 2021) A research study about globalization as a factor of Socio-Cultural transformation finds that it is institutional in nature and as a complex process brings changes in all the components of social life. Thus, new structures and elements of the social system are emerging and transformation in each area of social life contributes to significant sociocultural shifts. Globalization as a process makes traditional cultures the borrowing ones. (Yurevna, Nikolaevich, & Valentinovna, 2020) The transformation of a human society from a rural and agrarian condition to urban and industrial one is under the process of modernization. It is closely linked with industrialization. (kumar K. , 2020) An article analyzes the impact of urbanization by projected that in 2050, 68% of the world population will live in urban areas. The shift in population is driven by a variety of factors such as economic, political and social issues merge with circumstances of modernization to make people want to migrate from rural to urban areas. (Miranda, 2019) A longitudinal study based on data provided by World Values Survey and European Values Survey was conducted in which 13 countries were selected and found that some national cultures are more stable than others. (Matei & Abrudan, 2018) According to a research article globalization as whole enhanced the growth of urban centers. Due to cheap labor in developing countries, provide opportunities for skilled and unskilled which attracted them to the urban areas and thus urban areas become the grounds for the agglomeration of diverse population, culture, beliefs and values. (Nwauzor, 2017).

METHODOLOGY

The focus of this research study was to investigate the causes and consequences of cultural changes in urban areas. Islamabad was chosen for this purpose as a case study. As so, Islamabad city was the universe of this research study and people living in city (male/female) were considered study population upon which study findings were generalized. Researchers have chosen non-probability sampling approach and selected purposive sampling technique for current study. For data collection an interview schedule has been chosen to meet the requirements of this research study. And to get appropriate results for this

research study, they specified the variable of age. So that population ranging from 30 to onwards was the targeted population. Sample size of 300 respondents was taken in this research study.

Data Analysis & Interpretation

Out of the targeted sample size of 300, researchers were qualified to gather the data of 277 respondents with an average of **(92.33%)** response rate. The data was analyzed with the help of SPSS software. SPSS offers a variety of tests to better represent your results. Researchers analyze the data by applying descriptive statistics as mean, standard deviation and frequency tables, graphs as well as inferential statistics tests are also used as correlation and ANOVA.

The following graph shows the main causes behind cultural changes in urban areas.

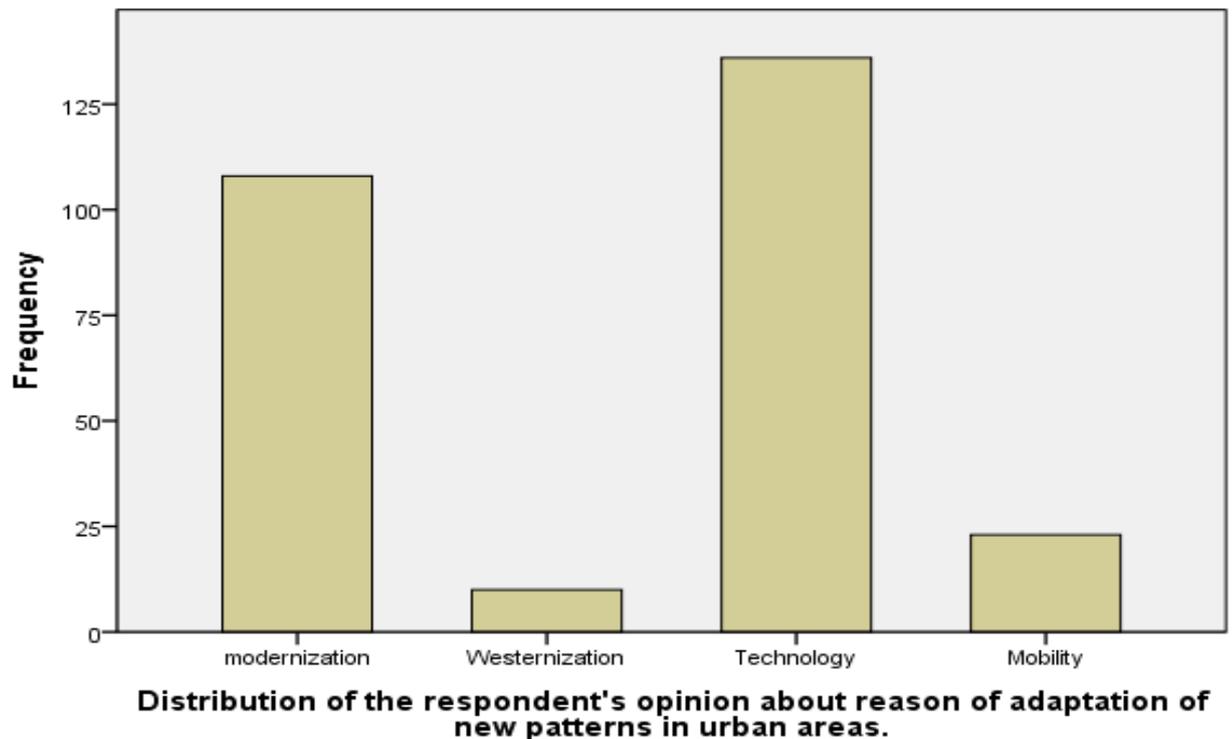


Fig no. 1

Mean and Standard Deviation:

A standard deviation close to zero means that the values in a statistical data set are close to the mean, whereas a high or low standard deviation indicates data points are respectively above or below the mean. **(Rumsey, 2021)**

Table no.1

Mean and Standard Deviation of Causes behind cultural changes.				
	N		Mean	Std. Deviation
	Valid	Missing		
Changes through technological spread.	277	0	2.9495	.35759
Modernization effect on cultural change.	277	0	2.9495	1.85653
Rapid diffusion of different cultural traits.	277	0	2.7617	.49736
Impact of industrialization.	277	0	2.7581	.51356
Effect of Multiculturalism	277	0	2.5632	.60835
Globalization (assimilate with other cultures).	277	0	2.4657	.74436

Table no.2

Mean and standard deviation of Consequences of cultural changes.				
	N		Mean	Std. Deviation
	Valid	Missing		
Priority of nuclear family system.	277	0	4.2780	.79308
Traditional way of eating is influenced by western style.	277	0	4.0505	.90348
People follow western trends and fashion blindly in urban areas.	277	0	4.2130	.83933
Modernization merges the Islamic values with the western values.	277	0	4.0758	.89969
Materialistic approach gets people far away from spirituality.	277	0	4.3755	.84903
People take their family and religion as their personal matter.	277	0	4.1191	.83638

Correlation

Correlation Analysis is a statistical method that is used to discover if there is a relationship between two variables/datasets, and how strong that relationship may be. A value of ± 1 indicates a perfect degree of association between the two variables. A + sign indicates a positive relationship and a – sign indicates a negative relationship.

Table no.3

According to the table result the variable of qualification has positive association with the urge to learn new languages and feel proud to be multilingual.

		Respondents by their education/qualification.	Respondents by their family type.	Preference towards new languages to be multilingual	Priority of nuclear family system in urban areas.	Gap between Parents and children are increasing.
Respondents by their education/qualification.	Pearson Correlation	1	.109	.018	-.118*	-.076
	Sig. (2-tailed)		.071	.770	.049	.210
	N	277	277	277	277	277
Respondents by their family type.	Pearson Correlation	.109	1	.017	-.254**	.120*
	Sig. (2-tailed)	.071		.783	.000	.046
	N	277	277	277	277	277
Preference towards new languages and to be multilingual.	Pearson Correlation	.018	.017	1	.185**	.014
	Sig. (2-tailed)	.770	.783		.002	.820
	N	277	277	277	277	277
Priority of nuclear family system in urban areas.	Pearson Correlation	-.118*	-.254**	.185**	1	.075
	Sig. (2-tailed)	.049	.000	.002		.215
	N	277	277	277	277	277
Gap between parents and children are increasing.	Pearson Correlation	-.076	.120*	.014	.075	1
	Sig. (2-tailed)	.210	.046	.820	.215	
	N	277	277	277	277	277

ANOVA

An ANOVA test is a statistical test used to determine if there is statistically significant difference between two or more categorical groups by testing for differences of means using a variance (Simkus, 2023)

Table no.4

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Demoralization of traditional values due to changes in culture.	Between Groups	8.519	2	4.260	7.583	.001
	Within Groups	153.914	274	.562		
	Total	162.433	276			
Modernization merges the Islamic	Between Groups	16.358	2	8.179	10.824	.000

values with the western values.	Within Groups	207.050	274	.756		
	Total	223.408	276			
Technology makes the people alienated internally.	Between Groups	6.975	2	3.488	6.117	.003
	Within Groups	156.223	274	.570		
	Total	163.199	276			
Technology changes the way of earning as E-commerce.	Between Groups	4.707	2	2.354	3.802	.024
	Within Groups	169.625	274	.619		
	Total	174.332	276			
Gap between parents and children are increasing.	Between Groups	7.293	2	3.647	3.811	.023
	Within Groups	262.216	274	.957		
	Total	269.509	276			

Researchers highlights some of the findings here that the variable of modernization and technology as a cause behind cultural change has a positive association with the various variables as about the demoralization of traditional values as per the gap between parents and children are increasing day by day, modernization merges the Islamic values with western values, technology makes the people alienated internally, technology changes the way of earning as E-commerce

SUMMARY, RECOMMENDATIONS AND CONCLUSION

The demographic information of respondents shows that respondents from all age groups are involved in this study; male respondent's ratio is higher than female. The higher ratio of qualification among all respondents is observed from bachelors to masters. A vast majority of respondents are related to the government sector. The income varies with other factors of qualification and occupation. Most of the respondents have been living in Islamabad for more than 15 years. The nuclear type family system is more influential than joint. The marital status of respondents has been observed as married with highest ratio of (77.6%). The findings show that the leading cause behind uneven cultural changes is due to drastic and rapid spreading of technology in form of electronic media. And after that modernization influences upon the adaptation of new patterns in urban areas (**fig.1**). Influence of western culture is highly causing factor towards cultural change. Materialistic approach and attraction towards urban lifestyle highly affect the culture and become the prominent causes behind the cultural change in urban areas. Urbanization, Multiculturalism, Tourism, and Industrialization are also found as very influential causes behind the cultural change. Acquisition of higher education, awareness of human rights and growing Participation of women into jobs and education moderately affects the culture. About consequences of cultural changes in urban areas, the findings show that our traditional values have become demoralized, and our education system is not equivalent to our traditional values. Nuclear family system gets priority in urban areas. To some extent parents have not enough time for their

children in urban areas and the gap between children is increasing day by day. The food patterns of different cultures are fused with each other in urban areas and the way of eating food is also influenced by western style. Due to unhealthy eating habits, health issues are increasing. Islamic values have merged with the western values and new types of relationships are forming which are prohibited by Islam. People of urban areas are prioritizing their secondary. Here are some recommendations for the future research held in this domain.

- The study should be held in other mega cities of Pakistan.
- The participation of policy makers who introduce, control, and disseminate such socio-cultural changes.
- A more in-depth qualitative analysis is needed so can come up with a more effective understanding of urbanization phenomena and other aspects related to it.

To conclude, it is stated that culture is an umbrella term which covers all aspects of life. The change in one aspect of culture directly or indirectly affects the other aspects of life. Change is necessary in terms of progress and development but if the change is uneven, it brings disorganization and distortion in society. This research study tried to find out the major causes, i.e. which are identified as technological spread and modernization and the consequences that are highly prevailed in Islamabad city.

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