

## **Preface**

In the report of research which follows we present some of the things we have learned about the meaning of modernization for rural Filipinos. In addition to schools, roads and factories, modernization involves people, human beings who may suffer or benefit as a result of change. Their reactions are important because people may accelerate or impede programs of change which elected representatives have chosen to pursue. Our psychological perspective is important, but it is by no means the only one, for there are also economic, political, and social aspects of modernization.

The design on the cover may cause a reader to conclude that psychologists tend to think of people as if they were pigeons. This is not true, any more than that psychologists think of pigeons as people. However, there are many principles of behavior which seem to be applicable to all species of animals. Principles derived from work with pigeons have been applied successfully in schools, hospitals, and university classrooms. We believe that they are applicable in the setting we have studied. Applying these principles is no more demeaning of human beings than is the use of serums and drugs which have also been developed in work with lower animals.

The four people whose assistance is acknowledged on the cover and the title page contributed at every stage of the research—from planning, through data collection, to the analyses and interpretation of the results. Through their sharp observations, we gained many insights into the day-to-day functioning of Philippine society.

The mayors of our four communities, the other municipal officials, and many of the citizens gave time and shared their understanding of their towns. We hope that this pooling and interpretation of their perspectives helps them in their attempts to move their communities toward the goals they have chosen.

This study is one of a series in the Ateneo-Penn State Basic Research Program. We want to express our gratitude to the Ateneo for sharing with us their magnificent facilities. Very Rev. James F. Donelan, S.J., then rector and president of the university, and now Very Rev. Pacifico Ortiz, S.J., and

their faculties have provided a superb setting for our research efforts. Rev. Frank Lynch, S.J., and his colleagues at the Institute of Philippine Culture of the Ateneo provided office accommodations and the numerous services a research project needs. More important, however, IPC shared with us their superb tradition of careful scholarship and profound understanding of the Philippines. Our association with them helped us to gain the confidence of many others who provided us with our data.

The Pennsylvania State University, and particularly the Department of Psychology, made it possible for us to be absent from teaching responsibilities. They also administered the fiscal phases of our contract with skill and understanding.

Finally, financial support was essential, though tradition dictates that we mention it last. This research was supported by the United States Department of Defense and administered through the Office of Naval Research. From the beginning, we have enjoyed the freedom to carry out this research as we and our Filipino colleagues chose, and we have accepted our responsibility to report our results in a form and through publications accessible to both Filipinos and Americans. Many people in the Department of Defense contributed, mainly through trusting us to do what we said we wanted to do. We want to thank by name Drs. Lee Huff, Cody Wilson, George Lawrence, Davis Bobrow, Bert King, and John Nagay in Washington; James Kennedy and Michael McCracken, ONR resident representatives in Pittsburgh; and Comdr. Richard Fuller, USN, in Manila.

My wife and children join me in saying thank you to many people in Manila and in the provinces who made our year in the Philippines a happy one.

*G. M. G.*

Manila, Philippines, and  
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