

## EDITOR'S PREFACE

### RICARDO G. ABAD

Social scientists who wish to understand Philippine social life must display a sensitivity to the "meanings" behind the thoughts, words and action of Filipinos. Manuel P. Diaz's stylish essay on ethnography and anthropological theory champions this cause, and receives strong support from Jaime B. Polo's excursion into the metaphors underlying the Binalayan fishcorral ritual in northernmost Leyte.

Many articles in this issue tackle a similar task: they look for cultural meanings in action programs and other social phenomena. Two articles show, for example, that socio-cultural realities deserve more attention in health-related programs. Luzviminda B. Valencia's paper advocates a socio-medical perspective as a basis for effective leprosy control programs, while Delia R. Barcelona's note shows how cultural values and beliefs hinder the success of family planning programs in developing countries.

The notion of cultural meanings also surfaces in two articles about indigenous organizations in lowland farms. Romana P. de los Reyes' paper documents how Camarines Sur farmers use management techniques compatible with lowland cultural practices to run a communal irrigation system. In turn, Jeanne Frances I. Illo's account shows how rural women emerged as effective administrators in two male-dominated irrigation associations located in Southern Luzon. A large part of the women's success, it appears, stems from their ability to demonstrate their effectiveness in positions traditionally held by male farmers.

These two articles document a set of administrative practices which fit the Philippine experience — an important set of management tools to have when one considers, as K. L. Sharma does, that the Filipinos, not the Chinese, now control the country's entrepreneurial scene. They also suggest that development projects like the National Irrigation's Authority's program on communal irrigation have started to benefit rural residents: the program has not only resulted in higher rice yields; it has also strengthened the farmers' ability to organize and maintain their own system. Promising results also emerge in Isaias S. Sealza's evaluation of the Antique Upland Development Program where "program cooperators" show higher net income gains compared to "program non-cooperators." Sealza's parade of t-tests go hand in hand with the procession of correlation coefficients which Ricardo M. Zarco and Ana Maria J. Badua interpret to isolate the social determinants of Filipino male sexuality. The critical determinants, it seems, lie in the frequency of exposure to particular kinds of persons during the formative years of the Filipino male's socialization process.

Ethnographers dedicated to the search for "meaning" in everyday life will find little comfort in statistical analysis. To paraphrase Burke, whom Diaz cites, empirical inquiries of this type parallel the kind of perception one attributes to animals just before they get run over on the highway. Burke exaggerates, of course, and statisticians can rebut—with similar exaggeration, naturally — that ethnographic inquiries call to mind the perception of animals who never get run over because they never cross the highway; they fly over it. Whatever the position, it behooves social scientists to devise more ingenious uses of their analytical tools. The sociological imagination does not have a preference for either qualitative or quantitative methods of empirical research. Any method will do as long as it has the best chance to obtain the evidence being sought, and is used to clarify the "meanings" operative in the situation being studied. In any case, the Filipino social scientists' primary concern remains the Filipino. This issue's articles, as others in the *PSR*, convey this message.

NEW IN 1986

# INTERNATIONAL SOCIOLOGY

JOURNAL OF THE INTERNATIONAL SOCIOLOGICAL ASSOCIATION  
ASSOCIATION INTERNATIONALE DE SOCIOLOGIE

Papers planned for 1986 include:-

---

**JEFFREY ALEXANDER**

**The Critical Role of 'Marxism' in the Evolution of Durkheim's Thought**

**NORBERT ELIAS**

**Community and State: A Developmental Approach**

**JOHAN GALTUNG**

**The Green Movement: A Socio-Historical Exploration**

**NIKOLAI GENOV**

**The Rationality of Social Action and Social Systems**

**ULF HIMMELSTRAND**

**Formalized Historical Materialism as a Research Tool**

**T.K. OOMMEN**

**Insiders and Outsiders in India: Primordial Collectivism and Cultural Pluralism in Nation-Building**

**EDWARD TIRYAKIAN**

**Sociology's Great Leap Forward: The Challenge of Internationalization**

**IMMANUEL WALLERSTEIN**

**Societal Development, or Development of the World-System?**

**WLODZIMIERZ WESOLOWSKI and BOGDAN MACH**

**Unfulfilled Systemic Functions of Social Mobility**

---

## **EDITORIAL BOARD OF INTERNATIONAL SOCIOLOGY**

The Publications Committee of the International Sociological Association and designated Associate Editors

**Editor:** Martin Albrow University College, P.O. Box 78, Cardiff CF1 1XL, U.K.

**Four issues a year - March, June, September, December**

**112 pages 230 x 153mm**

### **Subscription Information**

All subscriptions and enquiries should be sent to: University College Cardiff Press, University College, P.O. Box 78, Cardiff CF1 1XL, United Kingdom.

### **Subscription Rates:**

**Students US \$ 15.00 Individuals US \$ 25.00 Institutions US \$ 40.00**

Free to members of the ISA. National Associations: Special bulk rates are negotiable

**UNIVERSITY COLLEGE CARDIFF PRESS ISSN 0268-5809**