

ATTEMPTS AT MEASURING FAMILY PLANNING ATTITUDES IN INDIA: AN ASSESSMENT OF TRADITIONAL AND EMERGING TECHNIQUES*

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1. *Introduction*

HISTORICALLY speaking, the increasing recognition of social, psychological, cultural and economic factors in the field of population growth and more specifically in the field of fertility and fertility control, should have had the natural consequence of attracting, to these fields of research, the specialists in the behavioural disciplines. Unfortunately, however, the desired consequence has not been equally felt in all the behavioural disciplines. One of the most neglected disciplines in demographic research, till recently, was that of social psychology. To quote Freedman, who was unambiguously outspoken on this point while summarizing the proceedings of the Milbank Memorial Fund and the Population Council jointly sponsored Conference on Research in Family Planning, held in New York City in the year 1960, "The work on social-psychological factors affecting fertility and family planning has been done almost entirely by persons trained in demography, statistics, sociology and economics. I hold the view—perhaps biased—that these are in fact crucial disciplines for this problem area, because I believe that we cannot change motivations without changing the social situation in which the motivations are rooted. But we cannot really give the more psychological variables the adequate test they deserve unless we include in our collective efforts the wisdom and skill of our more psychologically oriented colleagues".¹

The above statements of Freedman can also be made equally

* This paper was prepared by the author while he was on the Staff of the International Institute of Population Studies, Deonar, Bombay-88. AS.

¹ Freedman, Ronald, "Next Steps in Research on Problems of Motivation and Communication in Relation to Family Planning", In Kiser, C. V. (ed.) *Research in Family Planning*, Princeton, N. J., Princeton University Press, 1962, p. 600.