

A Social Behavior Model for the Determination of Influences in Indigenous Peoples' Acculturation

Lorenzo B. Dinlayan, III
orcid.org/0000-0001-6950-1397
lorenzodinlayaniii@gmail.com
Bukidnon State University

Mariza P. Manlagaylay
orcid.org/0000-0002-7542-3679
marizamanlagaylay@yahoo.com
Bukidnon State University

Rosanna S. Generato
orcid.org/0000-0002-4845-7726
sambilerose@gmail.com
Bukidnon State University

Abstract

The study aimed to determine the parameters influencing the indigenous peoples' (IPs) acculturation using social behavior model. It demonstrates how another self is taken into account in one's acts, actions, or practices that affect acculturation. Using a 3-factorial design, the model suggests that acculturation is influenced by three aspects namely, the number of non-IPs in social contact with IPs, the length of social contact with non-IPs, and the length of time spent living in the IP community. Based on the results, it is most evident that having more number of social contacts with non-IPs, spending a longer time in social contact with non-IPs, and having lesser time living with IP community would result to high acculturation. On the other hand, having less number of social contacts with non-IPs, less time in social contact with non-IPs, and more time living with IP community indicate low acculturation. However, it revealed that more social contacts with non-IPs resulted to greater effect on acculturation. Further, the occurrence of acculturation lessened if IPs would live longer in their respective IP communities.

Keywords and phrases : Social behavior model, acculturation, Indigenous Peoples, cultural context, social contact

Introduction

Understanding social behavior is important as individuals widen their social interaction. It involves more than one person with the primary function of establishing, maintaining, or changing a relationship between individuals, or in a group. The continued interaction shared through direct or physical interaction or symbolic interaction eventually leads to the development of social behavior. According to Merrill (2014), social interaction is a general

process where two or more persons are in a meaningful contact, as a result of which their behavior is slightly modified. The change, however, depends on how individuals are affected by others, either by direct influences such as group decision making or by indirect influences such as visualizing how others may respond to a particular situation.

In a cultural context, studies showed that increased interaction affects acculturation.

Padilla (2003) defined acculturation as a process that results when groups of individuals with various cultures are constantly in contact, whereby subsequent changes will take place in the original cultural patterns of either or both groups. According to Berry (2005), acculturation is a dual process of cultural and psychological change that takes place as a result of contact between two or more cultural groups and their individual members. On the other hand, Leung (1996) identifies six factors that strongly influence acculturation such as time in the host culture, proximity to the traditional culture, gender such as females being more open to acculturation than males, and intermarriage.

Nowadays, the social interaction of indigenous peoples to non-indigenous peoples is more evident. This is revealed in several studies showing social networks between indigenous peoples and non-indigenous peoples that resulted to acculturation as indigenous peoples have slowly gained access to technology. In a study conducted by Tran (2013) through the convenience of the Internet, people can gain access and attain information about current issues and events that directly affect their daily lives and their communities. In this case, indigenous peoples can access and gain information from non-indigenous peoples through modern technology thus, resulting to acculturation. Other researches have also dealt with the impact of modernization on indigenous peoples and traditional groups. The study of Ola (2015) on traditional African family, revealed the impact of modernization on family relations and individualism. Accordingly, the extended family that is instrumental for social security in the community has given way to the nuclear family. It was further expressed that the values are breaking down very rapidly. Younger ones now find it difficult to greet elderly ones. On the other hand, its impact on individualism explains that people no longer communalize and nobody wants to be anybody's brother's keeper.

Meanwhile, recent researches have

been directed towards different strategies of acculturation and how variations in acculturation affect how individuals adapt to their society. Ward (2009) expressed that most of the research on acculturation focused on the process of change that begins at the individual level and centers on how acculturative strategies are developed through the choices concerning culture maintenance and participation in the wider society.

Objectives

This present study attempted to look into the factors and its extent of influence to indigenous peoples' acculturation and how acculturation has emerged. The study also developed a social behavior model as a conceptual and methodological approach.

Model

A social behavior model identifies how an individual's acting, feeling and thinking are changed, improved or modified through social contact or interaction with various groups of people. Specifically, the model determines the parameters influencing the Indigenous Peoples' (IPs) cultural modification of an individual, group or people by adapting to or borrowing traits from another culture, hence acculturation. The study is anchored on the Agent-based Model that simulates the actions and interactions of autonomous agents. In this particular study, it specifically used the AIDS model that simulates the spread of human immunodeficiency virus (HIV), via sexual transmission, through a small isolated human population. It illustrates the effects of certain sexual practices across a population. The AIDS model is comparable to the existing model, in this case the social behavior model that demonstrates how another self is taken into account in one's acts, actions, or practices affecting or influencing acculturation.

Social Behavior Model suggests that acculturation is affected by three aspects which is the scope of the study, namely: (a)

the number of non-IPs in social contact with IPs; b) the length of social contact with non-IPs; and (c) the length of time spent living in the IP community. Berry (2005) further stated that while acculturation is a process that continues for as long as there are culturally different groups in contact, some longer-term adaptation to living in culture-contact settings takes various forms usually resulting in some form of longer-term accommodation among the groups in contact. All of these variables are explored under controlled conditions and show how acculturation emerged.

Figure 1 shows the first variable which is the number of non-IPs in social contact with an IP. In this study, social contact involves the exchange of thoughts, feelings and experiences between and among individuals or groups. It is viewed that the IPs live along rivers and hinterlands and are communal in nature. They share similar characteristics, traditions, customs, language and goals in life as reflected in their culture. In this fast changing and modern society, individuals have the opportunities to expand their social contact or relations not only through face-to-face interaction but also with the use of technology such as mobile phones, the Internet, and many others.

The second variable is the length of social contact with non-IPs that refers to the period of social contact with the non-IPs in any forms. A social contact from a sociological perspective refers to an incidental social interaction between individuals. Constant social contact adds up to the different ideas and experiences shared by individuals that are either adapted or rejected. The more frequent the social interaction with others, the higher the influence on one's acculturation.

The last variable is the length of time living in the IP community. It is also a factor that influences acculturation. The time refers to the number of years living in the community that contributes to certain modification of cultural

behavior. The longer the time spent living in the community, the lesser the acculturation. However, the lesser the time spent living in the community, the greater the tendency for acculturation. Below is the diagram that reveals the interaction of the parameters affecting acculturation.

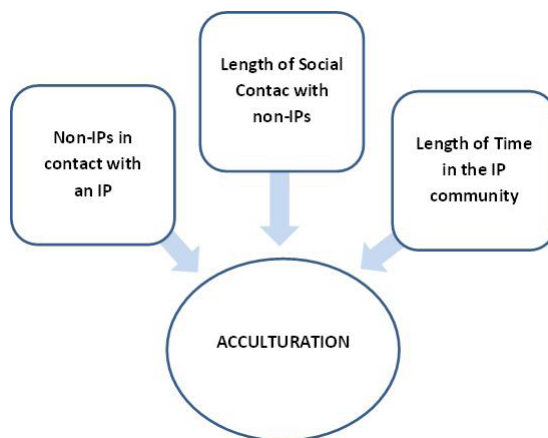


Figure 1 The parameters affecting IPs' acculturation.

Assumptions

This study presents the following assumptions:

1. The greater number of non-Indigenous Peoples in social contact with IPs, the greater the tendency for acculturation of Indigenous Peoples.
2. The longer the time spent in social contact of IPS with non-IPs, the greater the tendency for acculturation of IPs.
3. The longer the time spent living in the IP community, the lesser its tendency of acculturation of IPs. Conversely, the lesser time spent living in the IP community, the greater the tendency of acculturation of IPs.

Parameters

In this study, the parameters of the Social Behavior model are presented below which is derived from the AIDS model.

Matrix 1. Parameters Social Behavior Model

AIDS MODEL	SOCIAL BEHAVIOR MODEL
1) HIV (+) infected HIV (-) not infected HIV (?) undefined	1) Acculturated Non-acculturated Undetermined
2) Number of People	2) Number of IPs in an ICC (Indigenous Cultural Community)
3) Average Coupling Tendency	3) Average number of non-IPs in social contact with an IP
4) Average commitment (weeks)	4) Average length of social contact with non-IPs (in weeks)
5) Average Condom Use (100% Protection)	5) Average length of time living in the IP community (living in the IP community would have lesser acculturation thus, protecting the IPs from being acculturated by non-IPs)
6) Frequency of Testing	6) Frequency of advice from the Council of Elders (monitoring of behavior of IPS done by the elders)

Research Design

A three factorial design was utilized in the study. It is an experimental design consisting of multiple factors, namely; (1) Factor A which is the average number of social contact of IPS with non-IPs; (2) Factor B shows the average length of time in social contact with IPS, and (3) Factor C is the average length of time living in the IP community. It looks into whether these factors influence acculturation and how these variables become influential.

Results and Discussions

The three-factor interactions among the parameters are shown in Matrix 2.

Matrix 2. Three-Factor Interaction Model

		Factor A			
		Low		High	
Factor B		Low	High	Low	High
Factor C	Low	3.33, 4.00,	2.67, 4.00,	18.67, 22.67,	5.00, 5.00,
		4.33, 5.33,	4.33, 4.00,	24.67, 21.44,	4.00, 5.33,
		4.00, 3.67,	4.33, 3.33,	20.67, 23.67,	4.67, 5.00,
		3.00, 4.67,	3.67, 3.33,	20.00, 22.33,	4.67, 4.00,
	3.33, 5.67,	3.67, 4.33,	19.67, 27.33,	4.67, 5.00,	
	High	5.33, 4.00,	5.00, 4.00,	32.67, 27.00,	5.00, 4.33,
		3.67, 4.00,	3.67, 2.67,	31.00, 30.33,	5.00, 5.00,
		3.67, 4.67,	4.00, 4.00,	31.67, 43.33,	4.67, 5.33,
3.67, 5.33,		3.67, 3.33,	31.67, 31.67,	5.00, 5.33,	
		4.67, 4.67,	3.33, 3.33,	36.33, 32.00,	5.00, 4.33,

Legend:
 Factor A: Average number of social contacts with non-IPs
 Factor B: Average length of time in social contact with IPs
 Factor C: Average length of time living in the IP community

Based on the results, it is most evident that having more number of social contact with non-IPs, spending a longer time in social contact with non-IPs and having lesser time living with IP community would result to high acculturation. On the other hand, having less

number of social contact with non-IPs, less time in social contact with non-IPs and more time living with IP community indicate low acculturation.

Table 1 below shows the analysis of variance of acculturation, the average number of IPs in social contact with the non-IPs, and the length of social contact with non-IPs.

Table 1. Two-way ANOVA: Acculturation versus Non-IP with IP, Length of Social Contact

Source	DF	SS	MS	F	P
IP with Non-IP	1	2945.77	2945.77	273.03	0.000
Length of social	1	2677.41	2677.41	248.15	0.000
Interaction	1	2443.27	2443.27	226.45	0.000
Error	76	819.99	10.79		
Total	79	8886.44			

S = 3.285 R-Sq = 90.77% R-Sq(adj) = 90.41%

It revealed that acculturation is significantly influenced by the interaction between the variables with a P value of 0.000. Specifically, the number of non-IPs in social contact with the IPs has a greater effect on acculturation with an F value of 273.03. Another factor which is the length of social contact with non-IPs only moderately influences acculturation with an F value of 248.15.

In general, indigenous peoples are communal in nature. They share everything they have and own such as food, shelter (*tulugan*) and ancestral lands and domains. The IPs are protected by the Indigenous Peoples Rights Act (IPRA) or the Republic Act (RA) 8371 promulgated in 1997. This Act includes the right to self-governance through their oral laws and traditions. These laws assert that IP customary laws supersede above other laws that give them consent to govern themselves apart from the non-IPs.

Indigenous Peoples in the Philippines constitute about 14-17 million population (UNDP, 2013), and 61% of the IPs are living in Mindanao. Moreover, according to the National Anti-Poverty Commission (NAPC, 2015), five of the top ten poorest provinces in the country are located in Mindanao mostly inhabited by the moros and IPs. Hence, the concept of

poverty has been introduced to them by the non-IPs and led them to bring their children to schools, engage themselves in government jobs, establish partnerships with Non-Government Organizations/Peoples Organizations (NGOs/POs) and allowed the conduct of researches in their indigenous cultural communities. The IPs have become open to developing their ancestral lands and domains through the government-initiated program called the Ancestral Domain Sustainable Development Protection Plan (ADSDPP). With these initiatives, interactions become more frequent between IPs and non-IPs. The advent of modern technology through social media has even widened their opportunities for social interaction. In fact, Rice et al. (2016) claimed that modern technology has given the indigenous young people a sense of fearlessness and control in the use of technology. All these actions resulted in some degree of acculturation and IPs have become mainstreamed with the present society as they have engaged with non-IPs.

Conclusions

Social contact is a significant determinant of acculturation. Thus, the number of social contact and the length of time in social contact that an individual spends with other people in the community is considered as a major process and an outcome of acculturation. It is also concluded that acculturation is a product of holistic and phenomenological engagement with another individual or group. An individual remains less acculturated given that this engagement with another individual or group is limited only to the length of time living in the community.

Recommendations

1. It is recommended to explore other concrete factors both from the perspectives of the indigenous peoples and the non-indigenous peoples not highlighted in the study to strengthen the claims and further validate the findings.
2. It is further recommended that a different

study be conducted exploring the possible positive and negative effects of acculturation to individuals and their communities, thereby making the study a good input to improving the lives of the indigenous peoples without the necessary intruding mechanisms to uphold cultural sensitivity.

3. It is furthermore recommended to explore other more identical methods or models especially in determining levels of acculturation and social relationship to further validate claims.

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APPENDICES

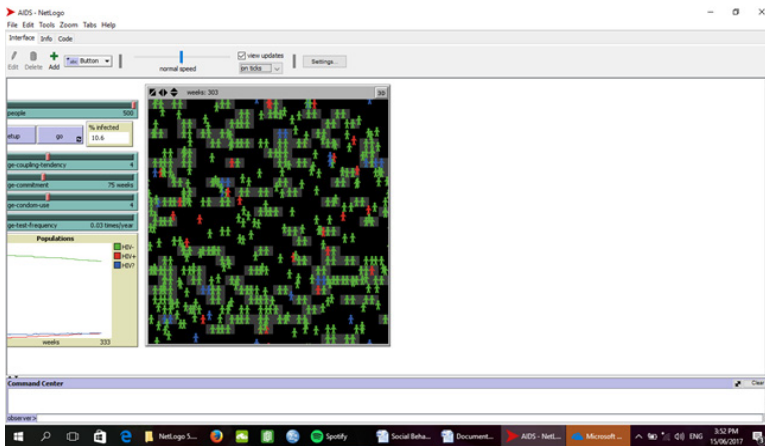


Figure 1. Result of Simulation of Social Behavior Model with Low Acculturation

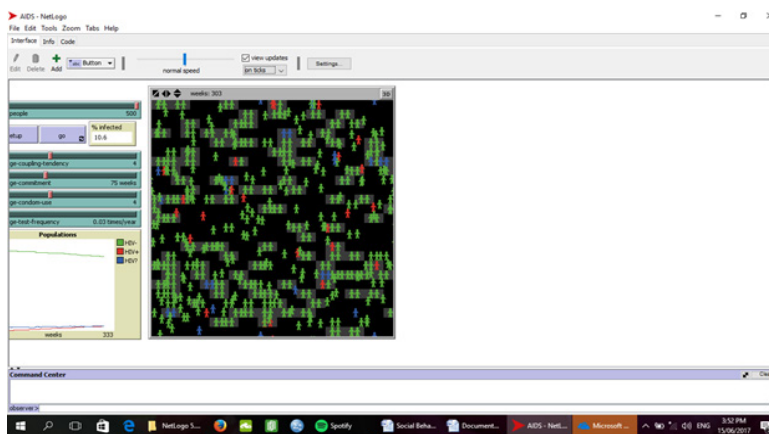


Figure 2. Result of Simulation of Social Behavior Model with High Acculturation