

4. Values, Goals, and Standards

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4.1 Introduction:

Values are the essential driving forces behind human behavior, influencing all motivational factors. These core elements inspire human actions and are rooted in our interests and desires. They shape the rationale behind our actions and the foundation for our goal-setting. Values emerge from the interaction between a person and their environment, including objects or situations. As we seek to address problems, values provide a measure of worth, playing a crucial role in our decision-making.

Our choices reflect our values, which can be likened to a stimulus-response reaction. Many of us find immense joy in activities such as watching a sunset, listening to music, attending a play or movie, visiting a fair, or spending time chatting with friends.

The term "value" denotes the worth or significance attributed to any object, condition, principle, or idea. Values represent meaningful actions undertaken by an individual in specific circumstances.

The concept of values is inherently complex and subjective, as they are deeply personal and significant to the individuals who hold them. Values represent what is desirable, meaningful, and satisfying in life, acting as guiding principles that influence behavior and decision-making.

They are intrinsic motivators that provide a sense of direction and purpose, shaping our actions and choices in various aspects of life, such as pursuing happiness, maintaining health, or valuing education. Values are not merely abstract ideals; they are integral to the practical aspects of daily living and social interaction.

For example, the value placed on health might drive someone to make lifestyle choices that promote well-being, such as exercising regularly and eating nutritious food. Similarly, valuing education can motivate individuals to seek knowledge, pursue academic achievements, and continuously engage in learning opportunities.

Values are durable and tend to endure over time, influencing consistent patterns of behavior and decision-making. They help individuals navigate through alternatives by providing a framework for evaluating options and making choices that align with their deeply held beliefs. This process underscores the subjective nature of values, as what is deemed important and worthwhile can vary greatly from one person to another based on their experiences, culture, and personal philosophy.

Moreover, values do not exist in isolation; they are intrinsically linked to the welfare and satisfaction of human beings. They manifest through actions and decisions that aim to enhance the quality of life, promote social welfare, and contribute to the greater good.

For instance, a value placed on kindness might lead someone to volunteer in their community or support charitable causes, thereby fostering social cohesion and well-being.

In essence, values are the foundational elements that give meaning and coherence to our lives. They are reflected in the goals we set, the relationships we build, and the priorities we establish. By shaping our perceptions and actions, values contribute to the development of a personal and societal ethos that guides us towards achieving fulfillment and satisfaction.

4.2 Definition of Value:

Gross and Crandall:

- Gross and Crandall define values as "the abstract concepts in the mind of individuals, which influence how they select goals and courses of action and which give their life meaning."

Milton Rokeach:

- Milton Rokeach, a prominent social psychologist, defines values as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence."

Gordon Allport:

- Gordon Allport, a well-known psychologist, describes values as "a belief upon which a man acts by preference."

4.2.1 Significance of Value:

The significance of values lies in their fundamental role in shaping human behavior, decision-making, and life direction. Values are deeply held beliefs that ascribe worth and importance to various objects, conditions, principles, or ideas, reflecting their perceived ability to fulfill human desires and needs. They serve as the basis for making choices, influencing how individuals prioritize their actions and goals.

- A. Meaning and Worth:** Values imbue life with meaning by defining what is considered worthwhile. They are the internal metrics by which individuals measure the significance of different aspects of life, guiding judgments about what is desirable or undesirable. This evaluation process is continuous, affecting both self-assessment and the assessment of others based on personal experiences and desires.
- B. Decision-Making Framework:** Values provide a crucial framework for decision-making. They help individuals resolve conflicts and make choices between competing alternatives by clarifying what is most important to them. For example, when faced with a career decision, someone who values education highly might choose a path that requires further study and leads to a professional role, such as becoming a doctor or engineer. Conversely, someone without clearly defined values may struggle to make purposeful choices, leading to less fulfilling outcomes.
- C. Direction and Purpose:** Values give direction to life by prioritizing certain objects, situations, and ways of doing things. They serve as a compass, guiding individuals towards goals that align with their values. This alignment between actions and values provides a sense of purpose and coherence in life, making it easier to navigate through different life stages and challenges.
- D. Effective Appraisal:** Without clearly defined values, it becomes challenging to appraise practices or decisions effectively. Ambiguity in values can lead to wasted time and resources, as there is no clear standard against which to measure success or progress. Explicitly articulated values, on the other hand, allow for meaningful examination and justification of actions, ensuring that decisions are aligned with what is truly important to the individual or group.
- E. Goal Setting and Priority:** Values play a critical role in setting goals and determining priorities. Both individuals and families can use a well-understood pattern of values to define their objectives and focus on what matters most to them. This can lead to more intentional and directed efforts towards achieving desired outcomes, enhancing overall life satisfaction.
- F. Societal Impact:** On a broader scale, values influence social norms and cultural practices, shaping the collective behavior of communities. Shared values create a sense of unity and common purpose, fostering social cohesion and cooperation.

In conclusion, values are foundational to human existence, guiding every aspect of life from personal decisions to societal norms. They provide meaning, direction, and purpose, enabling individuals to navigate life with clarity and intentionality. By being explicit about their values, individuals and groups can ensure that their actions are consistently aligned with their core beliefs, leading to more effective and fulfilling outcomes.

4.2.2 Characteristics of Value:

Values are foundational beliefs or principles that guide our behavior and decision-making. values are deeply personal and influential beliefs that shape our perceptions, decisions, and actions, contributing to a sense of purpose, fulfillment, and direction in life.

- a. Importance to the individual:** Values hold genuine significance to the person who embraces them. They provide a sense of purpose and direction in life, shaping decisions and actions based on what is meaningful to them.

- b. Desirability and satisfaction:** Values are inherently desirable to the individual, and adhering to them often leads to feelings of satisfaction and fulfillment. When actions align with one's values, it creates a sense of harmony and contentment.
- c. Necessity for a meaningful lifestyle:** Values are essential for crafting a meaningful and purposeful life. Individuals who live in accordance with their value systems tend to experience greater satisfaction and fulfillment.
- d. Ability to develop creatively:** Values have the capacity to evolve and develop in a self-creative manner. As individuals encounter new experiences and insights, their values may shift or expand to accommodate these changes.
- e. Relatively stable and enduring:** While values can evolve over time, they generally exhibit stability and endurance. They tend to change gradually and are less prone to frequent fluctuations. Values often endure throughout a person's lifetime, undergoing gradual refinement rather than sudden shifts.
- f. Absolute vs. relative nature:** Values may be absolute, meaning they are independent of external conditions, or relative, where their interpretation depends on context. Absolute values provide clear guidelines, while relative values offer flexibility in decision-making.
- g. Verbalization and consciousness:** Values can exist at both conscious and subconscious levels. Some values are explicitly recognized and articulated by individuals, while others operate at a subconscious level, influencing behavior without explicit awareness.
- h. Qualities guiding choice:** Values dictate what we perceive as desirable or worthy in ideas, objects, or actions. They shape our preferences and priorities, influencing the methods, modes, or goals of our actions.
- i. Reasons for action:** Values serve as the underlying motivations for our behavior, explaining why individuals behave in certain ways. They provide a framework for decision-making and guide actions toward achieving desired outcomes.
- j. Varying intensity:** The intensity of values varies among individuals, influencing behavior when faced with multiple choices. Some values may hold greater importance or influence over decision-making compared to others, depending on individual beliefs and priorities.

4.2.3 Classification of Values:

Values can be classified into various categories based on their nature and scope.

I. Intrinsic and Instrumental Values:

A. Intrinsic Values (Ends in Themselves):

- These are values that are desirable for their own sake. They are self-sufficient and considered valuable in and of themselves.
- Intrinsic values provide immediate satisfaction and are appreciated for the quality of the experience they offer.
- Examples: The happiness derived from watching a beautiful sunset or the joy felt when seeing a cute baby dance. Human dignity and love are also considered intrinsic values because they are important and desirable in themselves.

B. Instrumental Values (Means to an End):

- These values are used as a means to achieve another end. They are not sought after for their own sake but for the sake of attaining higher values.
- Instrumental values are tools or instruments for achieving other values.
- Examples: Efficiency is an instrumental value because it helps improve the quality of an activity. Other examples include comfort, art, knowledge, ambition, and religion, which can serve both intrinsic and instrumental purposes. For instance, sports can be intrinsically valuable for the satisfaction it provides and instrumentally valuable for promoting better health.

II. General-Specific Scope Values:

Values can also be categorized based on their scope, whether they are general or specific:

A. Specific Values:

- These are values that are satisfied through a single action.
- Example: Enjoying the beauty of a sunrise on the seashore.

B. General Values:

- These values require multiple actions over time to be fully satisfied. Each action contributes to the overall value but is insufficient on its own.
- Example: The pursuit of knowledge, which cannot be achieved through a single act but requires continuous learning and effort.

III. Factual and Normative Values:

Values can also be classified based on whether they are factual or normative:

A. Factual (Descriptive) Values:

- These values are based on observable preferences and desires of people. They are descriptive and lend themselves to research and empirical investigation.
- Example: The value placed on certain goods or services in a market economy can be observed and measured.

B. Normative Values:

- These values are based on social norms and ethical standards accepted by individuals or groups. They are prescriptive and concerned with what ought to be.
- Example: Honesty is a normative value, as it is based on societal expectations and ethical principles.

4.2.4 The Role of Family and Environment in Fostering Values:

- **Family's Role:** The family plays a crucial role in nurturing values. It has the primary responsibility for instilling values in individuals.
- **Development of Values:** Values are fundamental concepts that are important to individuals. They develop unconsciously and evolve slowly over time.
- **Influence of Environment:** Human interests and desires, as well as the surrounding environment, influence the development of values. The near and larger environment, including societal and cultural factors, shapes an individual's value system.
- **Lifelong Process:** The formation of value patterns is a lifelong process, continuing throughout an individual's life and not stopping at any particular age.

Values can be intrinsic or instrumental, general or specific, factual or normative. They are essential aspects of human experience, shaped by personal interests, societal norms, and the environment. Understanding these classifications helps in recognizing the diverse ways in which values influence behavior and decision-making.

Changing Values: Values are not static; they evolve in response to changing social, personal, and technological environments. While some values remain deeply ingrained and resistant to change, others shift gradually or rapidly, reflecting broader trends and progress in society. Understanding these changes helps in recognizing the dynamic nature of values and their impact on behavior and societal norms. Values are affecting how individuals and societies perceive and prioritize various aspects of life.

4.2.5 Factors Influencing the Change in Values:

A. Rate of Change and Resistance:

The pace at which changes occur plays a significant role in how values are accepted or resisted.

Gradual changes are typically seen as normal and are often welcomed as part of progress. People are more likely to adapt to and embrace slow and steady shifts in values.

In contrast, rapid changes can lead to societal unrest and feelings of uncertainty. Such abrupt shifts can disrupt the social fabric and create resistance among individuals who struggle to adapt quickly.

B. Mechanisms of Change:

Values, once established, tend to change unconsciously in the same manner they were initially formed.

However, conscious change can occur when individuals are made aware of inconsistencies within their value system. Such awareness can prompt a re-evaluation of values, aligning them more closely with self-esteem and logical consistency.

C. Influence of Science and Technology:

The advancement of science and technology introduces new values and alters existing ones.

The pervasive presence of technological devices in homes, for example, has shifted the emphasis away from non-material aspects of living to a focus on material and technological convenience.

4.2.6 Specific Changes in Values:

Over time, certain values have diminished in importance, while others have gained prominence:

A. Decreased Importance of Traditional Values:

Duty: The concept of duty, or the moral obligations one owes to others, has seen a decline in significance.

Social Conformity: There is less emphasis on adhering to symbols of correct behavior associated with particular social classes.

Sacrifice: The value placed on sacrifice as a moral good has diminished, replaced by more pragmatic criteria that assess when sacrifice is necessary or justified.

B. Increased Emphasis on Modern Values:

Expressiveness: There is a greater emphasis on individualism and personal choice, valuing the expression of one's unique inner nature.

Environment: Respecting and preserving nature have gained greater importance, reflecting a heightened awareness of environmental issues.

Technology: There is a stronger reliance on technological solutions to address a wide range of problems and challenges.

Family: While family life remains highly valued, the concept of family has expanded beyond traditional structures to include diverse forms.

Husband-Wife Relationships: There has been a significant shift from role-based obligations to shared responsibilities, reflecting changes in gender roles and equality.

Health: Greater importance is placed on personal responsibility for maintaining and enhancing health, both for individuals and families.

Women's Rights: There is an increased value on women achieving self-fulfillment through paths of their own choice, rather than conforming to societal roles dictated by gender.

4.2.7 Unchanged Values:

Certain values remain constant despite societal changes. These enduring values reflect fundamental principles that are integral to individual and collective well-being.

- **Freedom** - This value encompasses political liberty, freedom of speech, freedom of movement, and freedom of religious worship. It represents the absence of constraints on individuals' pursuit of personal happiness and autonomy.
- **Equality Before the Law** - A high value is placed on ensuring that the same rules of justice apply to everyone, regardless of socioeconomic status, race, or other differences. This principle underscores the importance of fairness and impartiality in the legal system.
- **Equality of Opportunity** - This value is the practical expression of freedom and individualism in the marketplace. It seeks to balance the values of freedom and equality by ensuring that everyone has the same opportunities to succeed based on their abilities and efforts.
- **Fairness** - Fairness involves valuing that people receive what they deserve as a result of their individual actions and efforts. It highlights the importance of justice and equity in recognizing and rewarding personal achievements.
- **Achievement** - This value underscores the belief in the efficacy of individual effort, emphasizing that education and hard work lead to success. It reflects a meritocratic view where personal diligence and perseverance are highly regarded.
- **Patriotism** - Patriotism involves loyalty to one's country and dedication to the values and way of life it represents. This value fosters a sense of national pride and commitment to the common good.
- **Democracy** - Democracy is valued as a system where the judgment of the majority forms the basis of governance. It underscores the importance of collective decision-making and the participation of all citizens in the political process.
- **Caring Beyond the Self** - This value emphasizes concern for others, including family, community, and broader societal groups. It includes neighborliness and a sense of responsibility for the well-being of others.
- **Religion** - Religion is valued for its reverence for transcendental meaning, extending beyond the secular and practical aspects of life. It provides a sense of purpose and connection to something greater than oneself.
- **Luck** - There is a belief that one's fortunes and circumstances are not permanent and that good fortune can happen to anyone at any time. This value reflects optimism and the unpredictability of life.
- **Success** -The concept of success has evolved over decades:
 - **1970s:** Success for women was seen as getting married, raising children, owning a house and an automobile, and supporting their husbands' social ascent.
 - **1980s:** A good education and hard work were dominant themes in achieving success.
 - **1990s:** Success encompassed a decent standard of living, good health, opportunities for one's children, a happy marriage, and homeownership.
 - **2000s:** Success became self-defined, varying from individual to individual. This evolution demonstrates how the meaning of values can change over time, even as the core value itself remains constant

These enduring values—freedom, equality before the law, equality of opportunity, fairness, achievement, patriotism, democracy, caring beyond the self, religion, luck, and success—remain integral to society. While the expression and interpretation of these values may evolve with time and societal changes, their foundational importance persists, reflecting their deep-rooted significance in human life. Understanding these stable values helps in recognizing the underlying principles that continue to shape individual actions and societal norms.

4.3 Goals:

Values serve as the foundational principles that give purpose and meaning to life, guiding individuals towards what they consider important and desirable. They represent abstract concepts that shape beliefs, attitudes, and behaviors. In contrast, goals are the tangible objectives set by individuals or families to achieve specific outcomes or results.

While values provide the overarching direction, goals offer a clear path towards fulfillment. Goals are more concrete, measurable, and actionable compared to values, as they represent the practical steps taken to realize desired outcomes.

They serve as the endpoint towards which efforts are directed, providing clarity and focus in decision-making and action.

For instance, if efficiency is valued, the goal could be to optimize productivity in tasks such as cooking by completing them in less time while maintaining quality.

Similarly, if good health is valued, the goal may involve consuming a balanced diet regularly to promote overall well-being. In essence, values provide the why behind our actions, while goals offer the how, serving as the means to fulfill our values and achieve maximum satisfaction.

Goals can be seen as the desired outcomes or objectives that individuals or families strive to achieve over time. They represent the targets or aspirations that guide actions and decision-making. In essence, goals provide a sense of direction and purpose, shaping the way individuals and families organize their efforts and resources.

Goal setting is an ongoing process that evolves throughout the lifespan of individuals and families. It involves continuously assessing priorities, values, and changing circumstances to refine and adjust goals accordingly.

As individuals progress and circumstances change, they may seek new methods or adapt existing strategies to pursue their established goals effectively.

Ultimately, the attainment of goals is closely linked to the realization of personal and familial values. By aligning actions with these values, individuals and families are motivated to pursue their goals with dedication and commitment. Thus, the pursuit of goals becomes integral to personal fulfillment and the overall well-being of individuals and families alike.

Definition of Goals:

Edwin A. Locke: "Goals are the objects or aim of an action. They can be defined as what an individual is trying to accomplish."

Gary P. Latham: "Goals are specific, measurable, and time-bound targets that are intended to provide direction and motivation for behavior."

Varghese et al. (1985): "Goals are objectives or purposes toward which programs are designed and implemented. They serve as a framework for developing strategies and policies aimed at achievement."

4.3.1 Classification of Goals:

The classification of goals into short-term, intermediate, and long-term or ultimate goals:

A. Short-term Goals:

Short-term goals are the immediate objectives or targets that individuals or families aim to achieve in the near future, typically within a short timeframe, ranging from days to a few months. These goals serve as stepping stones towards larger objectives and are often seen as the building blocks for success. Short-term goals are crucial for maintaining momentum, providing a sense of accomplishment, and keeping individuals motivated. Examples of short-term goals include completing daily tasks, acquiring specific skills, or achieving small milestones in a project.

B. Intermediate Goals:

Intermediate goals are the medium-term objectives that individuals or families set to accomplish within a more extended timeframe, usually spanning from months to a few years. These goals bridge the gap between short-term and long-term objectives, providing a sense of progression and continuity in the pursuit of larger aspirations. Intermediate goals often require more planning, effort, and resources than short-term goals but are essential for sustaining momentum and maintaining focus over an extended period.

Examples of intermediate goals include completing an educational degree, advancing in a career, or saving for a major purchase like a home or a car.

C. Long-term or Ultimate Goals:

Long-term or ultimate goals are the overarching aspirations or desired outcomes that individuals or families strive to achieve over an extended period, often spanning several years or even a lifetime. These goals represent the highest level of ambition and reflect individuals' deepest values, dreams, and aspirations. Long-term goals provide a sense of purpose and direction, guiding decision-making and shaping life choices. They may encompass various aspects of life, such as career achievements, personal development,

financial security, relationships, and contributions to society. Examples of long-term goals include starting a business, achieving financial independence, raising a family, or making significant contributions to a cause or community.

Overall, the classification of goals into short-term, intermediate, and long-term categories helps individuals or families organize their aspirations, prioritize their efforts, and chart a course of action that aligns with their values and vision for the future. By setting goals at different time horizons, individuals can create a balanced and comprehensive plan for personal and familial development and success.

4.3.2 Characteristics of successful goals:

- **Clear Goals:** Clearly defining your goals is crucial. When your goals are well-defined, it prevents you from getting stuck in a monotonous cycle of daily routines without progress.
- **Written Goals:** Putting your goals in writing significantly enhances your chances of success. It serves as a constant reminder of what you're striving for, helping you stay focused amidst the distractions of daily life.
- **Compelling Goals:** Your goals should inspire excitement and passion within you. If your goals don't ignite enthusiasm, consider revising them to align better with your passions and aspirations.
- **Immediate Action:** Taking immediate action after setting a goal helps build momentum and enthusiasm. Whether it's making a phone call or creating a plan, taking that first step is crucial to getting started on the path towards achieving your goals.
- **Action Plan:** Developing a detailed action plan is essential for success. This plan serves as a roadmap, outlining the steps you need to take to reach your goals effectively.
- **Specific Goals:** Your goals should be specific, answering questions like when, how much, and how long. Clarity about the desired outcomes and the steps needed to achieve them is vital.
- **Accountability:** Holding yourself accountable by committing your goals to writing and sharing them with others ensures that you stay committed and focused. Having someone to support and hold you accountable can also be incredibly beneficial.
- **Hard Work:** Achieving your goals requires dedication and effort. Hard work is essential, but the rewards of achieving your goals make the journey worthwhile.
- **CPR - Consistency, Persistence, and Resistance:** Consistently putting effort into your goals, persisting through challenges, and resisting the urge to give up or listen to naysayers are essential for success.
- **Celebration:** Celebrating your successes, no matter how small, reinforces your efforts and motivates you to keep pushing towards your next goals. It's a way to acknowledge your hard work and maintain momentum for future achievements.

4.3.3 Evolving Goals Throughout the Family Life Cycle:

Goals are closely tied to the different stages of the family life cycle. As families progress through these stages, their objectives and priorities shift based on the family's current needs, interests, abilities, and available resources.

A. Stage-Specific Goals:

- **Early Stages:** Initially, the primary focus might be on establishing a stable home and career. Goals often revolve around building a foundation for the future, such as buying a house or securing a steady job.
- **Growing Family:** As children come into the picture and grow, the focus shifts to their upbringing and education. Parents may prioritize saving for college, providing a nurturing environment, and ensuring their children's overall development.
- **Mature Family:** As the family matures and children become more independent, the emphasis might shift again towards long-term financial security, planning for retirement, or supporting the children's own ventures and aspirations.

B. Adaptation to Changing Circumstances:

In addition to the natural progression through life stages, unexpected events can also necessitate changes in family goals. Major life events such as accidents, illnesses, death, divorce, unemployment, or economic downturns can significantly alter a family's situation. These crises force families to reassess their resources, priorities, and goals.

- **Financial Impact:** An unexpected job loss or economic hardship can disrupt financial plans, requiring a family to focus on immediate financial stability rather than long-term investments.
- **Health Challenges:** A serious illness or accident may shift priorities towards healthcare and recovery, with significant impacts on both time and financial resources.
- **Personal Loss:** The death or departure of a family member can lead to a reevaluation of goals and priorities, focusing on emotional recovery and redefining family roles.

C. Reassessment and Realignment:

In these situations, families need to reassess their goals and adjust their values and priorities accordingly. This reappraisal may involve setting new goals that align better with the changed circumstances and ensuring that all family members' needs and aspirations are considered. Such adjustments might require significant changes in lifestyle, financial planning, and daily routines to accommodate the new reality. Overall, goals are dynamic and evolve over time, influenced by the family's progression through different life stages and unexpected life events. Adapting to these changes requires flexibility, ongoing evaluation, and a willingness to realign goals with the current situation to ensure the well-being and future stability of the family.

4.4 Understanding Standards:

Standards are specific criteria or benchmarks that emerge from a value system. They represent the measurable aspects of values, indicating the extent or degree to which a value is upheld. Standards vary in precision depending on how accurately they can be quantified, such as the exact length of an object or the tidiness of a workspace. They are more detailed and specific than values or goals but are derived from the overarching value system.

Definition of standard:

Gross et al. (1973): "Standards are a measure of quality and/or quantity which reflects reconciliation of resources with demands." This definition emphasizes the role of standards in balancing available resources with the needs or requirements.

Oxford English Dictionary: "A standard is an idea or thing used as a measure, norm, or model in comparative evaluations." This broad definition highlights the use of standards as benchmarks for comparison.

American Society for Quality (ASQ): "A standard is a document, established by consensus and approved by a recognized body, that provides for common and repeated use, rules, guidelines, or characteristics for activities or their results, aimed at the achievement of the optimum degree of order in a given context." This definition underlines the formal nature of standards and their role in establishing consistency.

David J. Pannell: "Standards are benchmarks or norms against which performance is measured. They are an expression of expectations regarding acceptable levels of quality or quantity." This definition emphasizes the role of standards in setting expectations for performance.

These definitions collectively highlight the role of standards in providing benchmarks for quality, consistency, and performance, whether established by formal bodies, consensus, or general practice.

4.4.1 Classification of Standards:

A. Quantitative Standards & Qualitative Standards:

Quantitative Standards: Quantitative standards are objective and can be measured using metrics like length, volume, and mass. They provide precise, numerical benchmarks and are often used to define the number of commodities and services. These standards are prominent when expressed in terms of measurable quantities.

Quantitative standards often rely on scientific research and data. For instance, nutritional standards specify exact amounts of nutrients necessary for health.

They involve specific, measurable quantities, ensuring clarity and objectivity. For example, dietary guidelines might state that an individual needs 50 grams of protein daily.

- Examples: The most recognized quantitative standard in a household, after money, is food. Food requirements are quantified in terms of calories from different foodstuffs or weights of dietary components, such as grams of protein. Needs 50 grams of protein daily.

Qualitative Standards: Qualitative standards assess the character or essence of something, usually evaluated subjectively and expressed in degrees or ranges. Qualitative standards often include a continuum of acceptability, with both extremes being undesirable. For instance, the standard for polite behavior might range from "very polite" to "rude," with acceptable behavior falling somewhere in between. These standards are intangible and cannot be easily quantified. They are often described in words rather than numbers.

Evaluation: Terms like "much," "somewhat," "little," "high," or "low" indicate the relative desirability or importance of a qualitative standard.

- Examples: Examples include the quality of service at an event or the behavior of students in a classroom. These standards focus on the satisfaction derived from meeting certain values or expectations.

B. Conventional and Non-Conventional Standards:

Conventional Standards: Conventional standards are traditional and widely accepted within a society or social group. They are established norms that are relatively fixed at a given time but can change as societal conditions evolve. While conventional standards are stable, they are not immune to change. Shifts in societal values or conditions can lead to changes in these standards.

These standards are deeply rooted in cultural and social practices.

- Examples: Respecting elders by bowing one's head or the expected behavior of a daughter-in-law towards her in-laws are conventional standards.

Non-Conventional Standards: Non-conventional standards are more flexible and adaptable to specific situations. They are not widely accepted by the community but are chosen for convenience or due to resource constraints.

These standards are adaptable and allow for adjustments based on current conditions. Flexible standards provide greater freedom of choice and can make life more relaxed. For example, adjusting housekeeping standards to suit a family's changing circumstances demonstrates the value of non-conventional standards.

- Examples: Changing dress patterns or the way food is served to family members illustrate non-conventional standards.

C. Choosing Between Conventional and Non-Conventional Standards:

- Factors to Consider:

Convenience and Resources: The availability of resources like money, time, and energy can influence the choice between conventional and non-conventional standards.

Fundamental Values and Goals: The relationship of a standard to the core values and goals of an individual or group is crucial in determining its suitability.

Impact on Individuals and Groups: The effects of adopting a particular standard on the well-being and relationships within a group are important considerations.

Cost and Knowledge: The cost in terms of available resources and the knowledge required to implement a standard are also key factors.

standards provide essential benchmarks that guide behavior, ensure consistency, and help in achieving goals. They can be classified into quantitative and qualitative standards based on their nature and measurability, as well as conventional and non-conventional standards based on their acceptance and flexibility.

Understanding and applying these standards effectively can lead to better decision-making and improved outcomes in various aspects of life.

4.4.2 Characteristics of Standards:

Standards are crucial for guiding actions and achieving objectives. Their characteristics—clarity, flexibility, reality, and complexity—determine their practicality and effectiveness. When choosing standards, it is essential to consider their resource cost, origin and purpose, impact on others, flexibility, and alignment with fundamental values. This thorough evaluation ensures that the standards adopted are both relevant and effective, promoting positive outcomes in various settings.

- A. Clarity** - Clarity in standards refers to the precise specification of quality or quantity related to materials or processes. Clear standards provide detailed guidelines that make it easier to manage resources and ensure the desired outcomes.
 - For example, a clear standard for a product might specify the exact dimensions, materials, and performance criteria, making it possible to consistently control inputs and outputs.
- B. Flexibility** - Flexibility in standards indicates the range of acceptable qualitative or quantitative factors for a given situation. This characteristic allows for less rigidity in standard setting, accommodating variations and unforeseen circumstances.
 - For example, a flexible standard in manufacturing might allow for slight variations in product dimensions within an acceptable range, ensuring that minor deviations do not result in product rejection.
- C. Reality** - Reality in standards refers to the feasibility of achieving the specified quality or quantity. Realistic standards are those that can be accomplished as planned, ensuring that the targets are practical and attainable.
 - For example, a realistic standard for employee performance would take into account the available resources and time, setting achievable targets that motivate rather than frustrate workers.
- D. Complexity** - Complexity in standards involves the interrelationship of people, tasks, and standards. It includes the qualitative and quantitative interactions within or between tasks involving one or more individuals.

- For example, the complexity of food safety standards might increase when resources are inadequate, requiring more intricate coordination among staff to maintain high standards.

When selecting any standard, it is important to consider several criteria to ensure its effectiveness and relevance:

A. Resource Cost:

- Evaluate what the standard will cost in terms of resources such as time, effort, and money.
- For example, a high-quality production standard might require significant investment in training and equipment, so it is essential to assess whether the benefits outweigh these costs.

B. Origin and Purpose:

- Consider how the standard originated and whether it still serves its intended purpose.
- For example, traditional food preparation standards might have originated from cultural or religious practices. Assessing their current relevance can help determine if they should be maintained or updated.

C. Impact on Others:

- Analyze the effect of maintaining the standard on other people, particularly in a family or team setting.
- For example, rigid housekeeping standards might lead to stress and conflict within a family, while more flexible standards can promote harmony and accommodate varying schedules and responsibilities.

D. Acceptance of Flexibility:

- Determine how flexible standards can be accepted and whether they still yield a "good" product.
- For example, a homemaker with dual roles might introduce more flexible table setting standards, and family members can adapt to this by accepting less formal but still functional arrangements.

E. Relation to Fundamental Values:

- Assess how the standard relates to fundamental values held by individuals or groups.
- For example, a family's value on health might influence their acceptance of new dietary standards that prioritize nutrition over traditional but less healthy food choices.

4.4.3 Factors Influencing Standard:

A person's or family's standard of living reflects their economic and social status. Generally, a high standard of living is associated with higher consumption levels of high-quality goods and services, while a lower standard of living corresponds to reduced consumption of such goods and services. A high standard of living indicates that individuals or families are economically, socially, and politically more advanced

The standard of living is influenced by several factors:

- **Income and Number of Dependents** - The standard of living is heavily influenced by a family's income and the number of dependents they have. Generally, if there are fewer dependents relying on the family's income, the standard of living is higher.
- **Social Class** - The social class to which an individual belongs significantly impacts their standard of living. It is challenging for families to deviate from the lifestyle norms and standards set by their class. Different social classes have distinct standards of living.
- **Education and Personal Preferences** - Education and individual tastes vary greatly from person to person and play a crucial role in determining a person's standard of living. These factors shape the lifestyle choices and consumption patterns of individuals.
- **Physical Environment** - The natural environment plays a role in determining living standards. Countries with abundant natural resources and favorable climates tend to have higher standards of living because these conditions support better living conditions and economic opportunities.
- **Economic System** - The type of economic system in place in a country also affects its citizens' standard of living. Industrialized economies typically offer higher living standards compared to agricultural economies due to greater access to advanced goods and services.

4.5 Interrelatedness of Values, Goals, and Standards:

Values, goals, and standards are distinct concepts, yet they are deeply interconnected and influence one another profoundly. Goals are often established based on the value patterns of individuals or family members.

Within a given culture, people tend to share similar fundamental values, which serve as criteria for making decisions. These shared values also shape and develop the standards that guide behavior and expectations.

For instance, if a homemaker places high value on cleanliness, she will set goals related to maintaining a tidy home. She will arrange items meticulously, dust and clean daily, and achieve high standards of cleanliness because her values dictate that maintaining an attractive and orderly home is important.

Similarly, if someone values health, their goals will include consuming nutritious food and engaging in regular physical exercise. These goals are guided by scientific standards of nutritional requirements, both quantitative and qualitative, and by medical guidelines for physical activity that are appropriate for their age and sex. Although values, goals, and

standards are separate entities, they are so closely intertwined that one cannot exist without the other. Each concept contributes uniquely to shaping an individual's behavior and decisions. Throughout life, the interplay of values, goals, and standards will continue to motivate, guide, and direct an individual's management of their personal and familial responsibilities, helping them to become a unique person. This interrelatedness underscores the dynamic nature of personal development and the continuous influence of these concepts on one's life.

The following charts Illustrates the examples of some possible combinations of Values, Goals and Standards in a family as given by Nickell et, al, 1976.

Table 4.1: Combinations of Values, Goals and Standards in a Family

Values that influence behavior: why?	Goals that demonstrate the value: What?	Standard that measures goal attainment: How well? How much? How?
Ambition	To advance professionally	-learning from others on the job -advancing within the company in the next two years -earnings Rs. _____ by age 40 - local recognition of my capabilities -professional reading
	To become an active community member	-serving on the local museum board -membership in the church choir -voting at all state and federal elections after gaining sufficient information to make a decision - feeling that I've made the community a little more pleasant to live in.
Health	to lose or gain weight	-losing (or gaining) 10 lbs by _____ -joining a community- sponsored exercise club -eating three, small but nutritious meals a day - snacking on low calorie food - getting 6 hours of sleep a night
	To keep my living unit clean	-picking up clutter at the end of each day -keeping the kitchen and bathroom spotless -reducing problems with allergies to dust -exercising while cleaning
Love	To retain close family ties	-frequent telephone or written contact with relatives outside the community -comfortable family communication -vacationing with extended family every two years

Values that influence behavior: why?	Goals that demonstrate the value: What?	Standard that measures goal attainment: How well? How much? How?
	To participate in community affairs	-see achievement- or -participating in town meetings - attending city government issues are being decided - registering to vote -taking people without transportation to the polling to the place -active party membership
Play or leisure	Improve skill in a favorite sport (Swimming, skiing or basketball)	-taking lessons from a professional -frequent practice -feeling comfortable with my form - daily practice - taking a reading course and improving reading speed by 200 words per minute - learning more from the reading
	To graduate from college	-by _____ (date) -in _____ (subject matter) -with _____ (grade point average) -keeping current in-home work --participating in professional student organization
	To learn more about my job	-participate in on-the-job training - learn from other employees - feel more confident with the work I do -ask questions when I don't understand an assignment

Standards play a crucial role in determining the standard of living for a family within society. It emphasizes the interconnectedness of values, goals, and standards throughout the various stages of family life. Standards, which are derived from a family's values, serve as benchmarks or criteria that guide the selection and clarification of goals.

Essentially, values are the core beliefs and principles that a family holds dear, goals are the specific objectives they strive to achieve based on these values, and standards are the measurable criteria used to evaluate progress towards these goals.

By adhering to these standards, families can assess and improve their quality of life. In summary, standards are essential for evaluating and enhancing the overall well-being and standard of living for individuals and families, as they provide a clear framework for setting and achieving meaningful goals based on their values.

4.6 Reference:

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