



MAH/MUL/03051/2012
ISSN-2319 9318

Issue-18, Vol-02, April to June 2017



Vidyawarta

International Multilingual Journal



Editor

Dr. Bapu G. Gholap



www.vidyawarta.com

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Yoga are: it improves flexibility and muscle joint mobility; strengthens, tones, and builds muscles; corrects posture; strengthens the spine; eases back pain; improves muscular-skeletal conditions such as bad knees, tight shoulders and neck, swayback and scoliosis; increases stamina; creates balance and grace; stimulates the glands of endocrine system; improves digestion and elimination; increases circulation; improves heart conditions; improves breathing disorders; boosts immune response; decreases cholesterol and blood sugar levels; and encourages weight loss.

Conclusion

As highlighted above, researcher find out that yoga in sports as important as other think it helps us in different ways and different levels in a sports men life. We have improved our performance by daily yoga practicing in order to perform a sporting action efficiently and effectively, a person needs to have a high degree of concentration and focus with a mind that is calm and controlled, Yoga can help a sportsperson to have evenness of mind and control of their thoughts even during stress and/or adversity. Yoga can play a key role in cultivating mind control and concentration which helps a sportsperson to perform at their peak leaves and yoga helps us a lot.

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NEUROTIC – STABLE TYPE OF PERSONALITY AND THINKING STYLES

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Abstract

This study aims at analysing the difference between thinking styles of students possessing neurotic and stable type of personality. The sample of the study consisted of 437 students studying in six institutions affiliated to Shivaji University. Thinking Styles Inventory (TSI-R2) developed by Sternberg, Wagner & Zhang, L. F was used to assess participants thinking styles. After analysing the data it is found that students possessing neurotic and stable type of personality seem to differ significantly on four thinking styles Legislative, Judicial, Monarchic and Oligarchic. Students possessing neurotic type of personality show more preference for the use of Legislative, Judicial, Monarchic and Oligarchic thinking styles. And in case of Executive, Global, Local, Liberal, Conservative, Hierarchic, Anarchic, Internal, and External thinking styles students possessing neurotic and stable type of personality do not differ significantly.

Key words: Thinking Styles, Neurotic, Stable, and Personality.

Intorduction

According to Strnberg (1997) "we need to take in account students thinking and learning style, students' success and failure depends on these thinking and learning style." STYLES refer to our preferred ways of using the abilities that we have (Sternberg, 1997). Styles refers "how

well" we can perform a particular task, it refers to habitual patterns or preferred ways of doing something that are consistent over long period of time and across many areas activity remain almost the same. In the past decade there has been renewed interest in the study of styles Evans and Waring (2012) identified 486 articles on cognitive styles; Evans (2013) subsequently updated this review to include a further analysis of an additional 221 articles from 2010 through 2013. Most of this research was conducted in the United States (29%), the United Kingdom (16%), Australia and China (11%; Evans & Waring, 2012). Evans (2013) noted an increasing representation of research reports from countries such as Australia and China (11%), Turkey (9%), Taiwan (7%), and the Netherlands, Greece, and Belgium (7%), which implies an increased interest in the concept of cognitive style around the world." (Kozhevnikov et al 2014).

Sternberg's (1988) Theory of Mental Self-Government

In 1988, Sternberg proposed a theory of thinking styles which is called as the Theory of Mental Self-Government. This theory holds that styles can be understood in terms of constructs from human notions of government. According to Sternberg as there are many ways of governing a society, there are many ways of governing or managing peoples own abilities. According to this theory, people can be understood in terms of the functions, forms, levels, scopes, and leanings of government. In this theory Sternberg proposed thirteen thinking styles that falls in to five category or dimensions. The functions dimension has legislative, executive and judicial styles. The forms dimension includes the hierarchic, oligarchic, monarchic and anarchic styles. The scope dimension included the internal and external styles. And the last dimension contains the internal and external styles. A brief description of theses thirteen styles.

Styles based on Function dimension.

Sternberg proposed three functions or styles of government in the theory: legislative, executive, and judicial.

Legislative : People with this style prefers to work on tasks that require creative strategies; they like to do things their own ways, they likes to decide what to do and how to do it, rather than to be told. Legislative people like to create their own rules and prefer problems that are not prestructured. People with this style are having creative nature and they prefer to use creative strategies for solving problems.

Executive: A person with an executive style of thinking is concerning with the implementation of tasks with given guidelines. They prefers to work on a task with clear instructions and structures, they prefers to implement tasks with established guidelines. People with this style likes to follow rules and prefer problems that are prestructured. They likely to prefer solving mathematical problems, applying rules to problems.

Judicial: A person with a judicial style of thinking concerns mainly on evaluating rules and procedures. Judicial people like to evaluate rules and procedures and evaluates existing things and ideas. These people likes activities such as writing critiques, giving opinions, judging people and their work and evaluating programs.

Styles based on Form dimension.

There are four different forms of mental self-government in the theory: monarchic, hierarchic, oligarchic, and anarchic.

Monarchic: People with a monarchic style prefer engaging in activities that require them to focus on only one thing at a time. The monarchic people has a preference for tasks, projects, and situations that allow focusing fully on one thing or aspect at a time and staying with that thing until it is complete.

Hierarchic: Hierarchic style prefer distributing their attention and energies over

several tasks that are prioritized. The hierarchic people has a liking for tasks, projects, and situations that allow creation of a hierarchy of goals to fulfil. This person tends to be more accepting of complexity than is the monarchic person and recognizes the need to view problems from a number of angles so as to get priorities correctly.

Oligarchic: Oligarchic style prefer working toward several objectives all at the same time without prioritizing the tasks. The oligarchic person is like the hierarchic person in having a desire to do more than one thing within the same time frame. But unlike, hierarchic people, oligarchic people tend to be motivated by several often competing goals of equal perceived importance. Often these people feel pressured in the face of competing demands on their time and other resources.

Anarchic: Individuals with an anarchic style prefer working on tasks that require no system at all, and, thus, allow for greater flexibility. The anarchic people has a preference for tasks, projects, and situations that offer themselves to great flexibility of approaches, and to trying anything when, where, and how he or she pleases. The anarchic style person seems to be motivated by a potpourri of needs and goals that can be difficult for him or her as well as for others to sort out. Person with anarchic style take what seems like a random approach to problems; they tend to reject systems, and especially rigid one and to fight back at whatever system they see as confining them.

Styles based on Level dimension.

There are two levels of mental self-government: local and global.

Local : The local style people prefers to work on tasks that require working with concrete details. The people with a local style has a predilection for tasks, projects, and situations that require engagement with specific, concrete details. They tend to be oriented toward the

pragmatics of a situation, and are down-to-earth. The danger is that they may lose the forest for the trees.

Global : The global style people prefers to pay more attention to the overall Level picture of an issue and to abstract ideas. The global people has a predilection for tasks, projects, and situations that require engagement with large, global, abstract ideas. This person likes to deal with big ideas, but sometimes can lose touch with the details.

Styles based on Scope dimension.

There are two scopes of mental self-government: internal and external.

Internal: the person with this style prefers to work on tasks that allow one to work Scope as an independent unit. The internal student has a predilection for tasks, projects, and situations that allow him or her to work independently of others. This individual is typically introverted and often uncomfortable in groups.

External. : The external person has a preference for tasks, projects, and situations that require activities that allow working with others in a group or interacting with others at different stages of progress. Indeed, this person might not enjoy working or even being alone.

Styles based on leaning dimension.

Liberal: The Person with this style prefers to work on tasks that involve novelty and ambiguity. The Person with a liberal style has a preference for tasks, projects, and situations that involve newness, going beyond existing rules or procedures, and maximization of change.

Conservative: One prefers to work on tasks that allow one to follow to the existing rules and procedures in performing tasks. The conservative person has a preference for tasks, projects, and situations that require adherence to and observance of existing rules and procedures. This individual likes to minimize change and avoid ambiguity.

STATEMENT OF THE PROBLEM

"To Study the difference between thinking styles of students possessing neurotic and stable type of personality."

HYPOTHESES

In fulfilment of the above problem of the study the following non-directional hypothesis was formulated for testing: -

There will be significant differences in thinking styles of students possessing neurotic and stable type of personality

SAMPLE

The sample of the study consisted of 437 PG students studying in six institutions affiliated to Shivaji University. These students were selected through random cluster sampling technique. However prior to it, selection of six institutions was done by simple random method. It included 274 males and 163 females.

TOOLS USED

THINKING STYLE INVENTORY (2007)

Revised II (TSI-R2) by Sternberg, R. J., Wagner, R. K., & Zhang, L. F.

Thinking Styles Inventory (TSI-R2) developed by Sternberg, Wagner & Zhang, L. F. was used to assess participants thinking styles. This is a short form, consisting 65 items. The inventory has 13 scales, with 5 items on each scale. On original TSI, the respondents are asked to rate themselves on a 7 point anchored by 1 - which indicates the statements does not characterize them at all, 7 - which indicates that the statements characterize them extremely well. These 13 scales correspond to the 13 thinking styles described in Sternberg's theory of mental self-government.

Sternberg and Wagner (1992) collected norms for various age groups on the long version of the TSI (which contains 104 items, 8 for each of the 13 scales) for their college sample, scale reliabilities ranged from .42 (monarchic) to .88 (External), with median of .78.

The thinking styles inventory has proved to reasonably reliable and valid for identifying thinking styles of university students in Hong

Kong. For example, while the alpha coefficients in Sternberg's (1994) study ranged .44 to .88, those in Zhang and Sachs's (1997) study ranged from .53 to .87 and in another study of Zhang between .46 and .89. This inventory has construct validity also. Validity data for TSI also have been obtained by investigating relationship between constructs underlying the thinking style inventory and those underlying instruments based on other theories of styles inventory and those underlying instruments based on other theories of styles (e.g. Myers-Briggs Type Indicator, Gregore Measure of Mind Styles, and Bigg's Learning Approaches).

MAUDSLEY PERSONALITY INVENTORY (MPI)(Hindi) by S.S Jalota and S.D. Kapoor

The Maudsley Personality Inventory (MPI) is designed for assessing Extraversion-Introversion and Neurotics-Stability dimensions of personality. It is suitable for normal and abnormal adults and also for adolescents. This test can be used as a group of an individual test, for persons of ages 15 to 16 years and above. The MPI has proved to reasonably reliable and valid for identifying Extraversion-Introversion and Neurotics-Stability dimensions of personality.

ANALYSIS AND INTERPRETATION OF DATA

Table : Showing Mean, SD., and 't' value of students possessing neurotic and stable type of personality on Thinking Style Inventory Revised II (TSI-R2).

S. No.	Thinking Styles	Neurotic Personality Type (N = 74)		Stable Personality Type (N = 94)		't'	Sig.
		Mean	SD	Mean	SD		
1	Legislative	26.47	5.722	24.18	6.792	2.325	*
2	Executive	25.30	7.030	23.59	7.198	1.546	NS
3	Judicial	24.45	5.789	22.14	5.667	2.595	**
4	Global	20.66	4.445	20.02	4.837	0.883	NS
5	Local	22.50	6.185	21.99	5.767	0.552	NS
6	Liberal	26.12	6.758	24.35	7.298	1.612	NS
7	Conservative	22.38	5.319	21.41	6.040	1.081	NS
8	Hierarchic	24.35	5.939	22.60	6.541	1.798	NS
9	Monarchic	24.15	6.241	22.05	7.052	2.010	*
10	Oligarchic	24.84	5.606	22.61	6.713	2.297	*
11	Anarchie	22.58	5.152	21.63	5.644	1.129	NS
12	Internal	22.30	4.625	20.91	5.732	1.687	NS
13	External	24.84	7.345	23.80	7.003	0.935	NS

NS = Non-Significant at 0.05 level

* * = Significant at 0.01 level

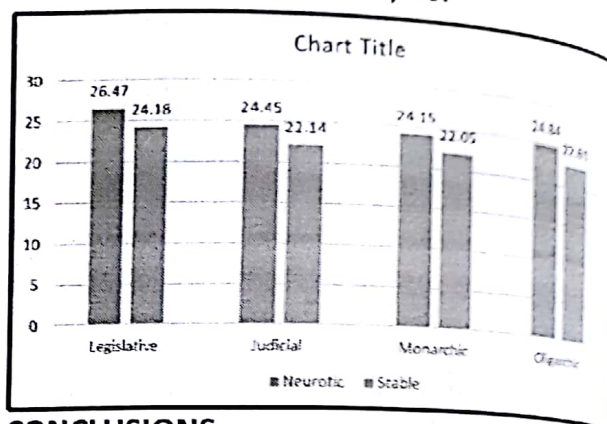
* = Significant at 0.05 level

The table shows that students possessing neurotic and stable type of personality seems to differ significantly on four thinking styles namely Legislative, Judicial, Monarchic and Oligarchic. The 't' ratios of Judicial thinking style was found significant at 0.01 level and the 't' ratios of Legislative, Monarchic and Oligarchic thinking style were found significant at 0.05 level of confidence respectively.

In case of Legislative Thinking Style, that students having neurotic type of personality had higher mean scores than stable type students ($26.47 > 24.18$) and in case of Judicial Thinking Style, neurotic type of personality had higher mean scores than stable type students ($24.45 > 22.14$) and in case of Monarchic and Oligarchic thinking style the mean scores of neurotic type of personality had higher mean scores ($24.15 > 22.05$ and $24.84 > 22.61$) than stable types of personality. It means student possessing neurotic type of personality had stronger leaning towards Legislative, Judicial, Monarchic and Oligarchic Thinking Styles. On other nine thinking styles, although there were slight differences in means but concerned 't' values were not found to be significant. Hence it may be said that apparent differences in mean scores of these nine thinking styles were due to chance factor.

From this it may be inferred that research hypothesis relating to differences in thinking styles of students possessing neurotic and stable type of personality. was accepted in case of four thinking styles namely (Legislative, Judicial, Monarchic and Oligarchic thinking styles) and in case of other nine thinking styles namely Executive, Global, Local, Liberal, Conservative, Hierarchic, Anarchic, Internal, and External thinking styles the research hypothesis relating to differences in thinking styles was not accepted.

Figure: Illustrates the significant differences in Legislative, Judicial, Monarchic and Oligarchic thinking styles.



CONCLUSIONS

It is found that students possessing neurotic and stable type of personality seem to differ significantly on four thinking styles Legislative, Judicial, Monarchic and Oligarchic. Students possessing neurotic type of personality show more preference for the use of Legislative, Judicial, Monarchic and Oligarchic thinking styles.

In case of Executive, Global, Local, Liberal, Conservative, Hierarchic, Anarchic, Internal, and External thinking styles students possessing neurotic and stable type of personality do not differ significantly.

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A Study on Consumer Perception towards Cosmetic Products with reference to Hyderabad City

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ABSTRACT

The Indian cosmetics and beauty products segment has been witnessing steady growth for some time now. According to the latest estimates, the industry is valued at around USD 950 million and is expected to nearly treble to approximately USD 2.68 billion by 2020.

Furthermore, industry estimates suggest that the annual rate of growth of retail sales for personal care products in India is in the range of 15-20% annually, putting the domestic Indian demand as one of the fastest growing the world over.

The demand for cosmetics products within the entire beauty and personal care segment is the dominant segment within the Indian personal care segment and has been growing at nearly 60% over the course of the past five years.

While, product segments, such as anti-wrinkle creams, cleansers, toners, make-up removal lotions, facial creams, etc. constitute a vital component of this segment, the market for whitening creams – a product segment almost entirely unique to the Indian subcontinent – has seen the largest growth rates in recent times.

Furthermore, the market for salon-based services has seen an average rate of growth of 35% over the course of the past five years. As might be expected, women account for nearly

