Textbook of
Applied
Sociology
for Nurses

(As per the INC Syllabus)

CBSPD
Dedicated to Education

Nursing Knowledge Tree
An Initiative by CBS Nursing Division

CBS Publishers & Distributors Pvt. Ltd.

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Culture

After the completion of the chapter, the readers will be able to:

- Define culture and understand its nature, characteristics, and evolution.
- Identify the key elements of culture, such as values, beliefs, norms, symbols, and language.
- Explain the factors that affect culture, such as globalization, technology, and social change.
- Discuss the diversity and uniformity of culture, and the difference between culture and civilization.
- Explain the concept of socialization and its role in shaping culture.
- Define a transcultural society and identify its characteristics, advantages, and disadvantages.
- Discuss ways to promote a thriving transcultural society.
- Explain the impact of culture and modernization on health and disease, including both beneficial and harmful cultural practices.
- Analyze the interconnection of culture and modernization, and provide examples of the modernization of Indian healthcare.

CHAPTER OUTLINE

- Introduction
- Definitions
- Nature, Characteristics and Evolution of Culture
- Elements of Culture
- Factors Affecting Culture
- Diversity and Uniformity of Culture
- Culture and Socialization
- Transcultural Society
- Culture, Modernization and its Impact on Health and Disease

KEY TERMS

Acculturation: Learning another culture.

Adaptive: Helps people meet their needs and survive in their environment.

Beliefs: Convictions about the truth or validity of something.

Civilization: Material aspects of culture, like technology, cities, and infrastructure.

Countercultures: Groups that reject some dominant cultural values.

Cultural diversity: Variation in cultural patterns across groups.

Cultural uniformity: Similarities in cultural patterns within a group.

Culture: Learned, shared, transmitted patterns of behavior, beliefs, and values of a particular group.

Dynamic: Changes over time through internal innovation and external contact.

Enculturation: Learning one's own culture.

Environment: Physical and social surroundings.

History: Shared past experiences and events.

Interconnection: Modernization can influence cultural practices, and culture can shape how people experience health and disease.

Language: System of communication used to convey meaning.

Material culture: Physical objects, technology, and creations.

Modernization: Process of social and economic change toward advanced technologies and practices.

Nonmaterial culture: Ideas, beliefs, values, knowledge, and behaviors.

Norms: Rules and expectations for behavior within a culture.

Shared: Learned and transmitted from one generation to the next.

Social institutions: Family, religion, education, government, and economy.

Socialization: Process of learning cultural norms and values.

Society: A group of people sharing a common life and territory.

Subcultures: Groups within a larger culture with distinct patterns.

Symbolic: Uses symbols (language, rituals, art) to communicate meaning.

Symbols: Objects, words or gestures that carry meaning beyond their literal form.

Technology: Tools and techniques used to solve problems and adapt to the environment.

Transcultural society: A society with diverse cultures existing and interacting peacefully.

Values: Culturally shared ideas about what is good, desirable, and important.

STATISTICAL DATA

- **Languages:** India has 22 official languages and countless dialects, showcasing its rich linguistic diversity *(Source: Constitution of India).*
- **Religions:** Hinduism is the dominant religion (79.8%), followed by Islam (14.2%), Christianity (2.3%), Sikhism (1.7%), and others (1.9%) *(Source: Pew Research Center, 2018).*
- **Family structure:** India has a traditionally patriarchal family structure, though nuclear families are becoming increasingly common in urban areas *(Source: National Sample Survey Organization, India).*
- India's life expectancy has increased significantly due to healthcare advancements. In 1951, it was 36 years, and in 2021, it was estimated to be 67.24 years *(Source: Statista).*
- In 2017–18, approximately 68.3% of healthcare expenditure in India was private, highlighting a growing private healthcare sector alongside the public system *(Source: Statista).*
- A 2021 survey found 79% of Indians believe western culture is influencing Indian culture, both positively and negatively.

INTRODUCTION

Culture refers to the shared beliefs, values, customs, behaviors, artifacts, and practices that are transmitted from generation to generation within a specific group or society. It shapes the way people perceive the world, interact with each other, and make sense of their experiences.

DEFINITIONS

"Culture is the way of life of a group of people, including their beliefs, values, and customs."   —*Edward T Hall*

"Culture is the sum total of the learned behavior patterns that are characteristic of a social group."   —*Ralph Linton*

"Culture is the system of shared meanings, beliefs, values, and norms that allow people to communicate with each other and to function in society."   —*Clifford Geertz*

NATURE, CHARACTERISTICS AND EVOLUTION OF CULTURE

Nature

- **Culture is learned:** Culture is not something that we are born with. It is something that we learn from the people around us, starting from the time we are born.
- **Culture is shared:** Culture is not something that we keep to ourselves. It is something that we share with other members of our society.
- **Culture is dynamic:** Culture is not static. It is constantly changing in response to new challenges and opportunities.
- **Culture is complex:** Culture is a complex phenomenon. It is made up of many different elements, including beliefs, values, norms, customs, and symbols.
- **Culture is relative:** Culture is relative. What is acceptable behavior in one culture may not be acceptable in another culture.
- **Culture is important:** Culture is important because it shapes the way we think, feel, and behave. It also helps us to define ourselves and to make sense of the world around us.
- **Culture is adaptive:** Cultures are constantly adapting to new circumstances. This is why cultures can vary so much from one place to another.
- **Culture is hierarchical:** Cultures are often hierarchical, with some groups having more power than others. This can lead to conflict and inequality.
- **Culture is contested:** Cultures are often contested, with different groups' competing for power and influence. This can lead to change and innovation.
- **Culture is globalized:** Cultures are increasingly interconnected in the globalized world. This can lead to cultural diffusion, as ideas and practices spread from one culture to another.

Characteristics

- **Shared:** Culture is shared by a group of people. It is not something that is unique to an individual.
- **Learned:** Culture is learned, not innate. We learn our culture from the people around us, starting from the time we are born.
- **Dynamic:** Culture is not static. It is constantly changing in response to new challenges and opportunities.

- **Adaptive:** Culture is adaptive. It allows people to survive and thrive in different environments.
- **Hierarchical:** Culture is often hierarchical, with some groups having more power than others. This can lead to conflict and inequality.
- **Contested:** Culture is often contested, with different groups vying for power and influence. This can lead to change and innovation.
- **Globalized:** Cultures are increasingly interconnected in the globalized world. This can lead to cultural diffusion, as ideas and practices spread from one culture to another.
- **Relative:** Culture is relative. What is acceptable behavior in one culture may not be acceptable in another culture.
- **Symbolic:** Culture is symbolic. It uses symbols to communicate meaning.
- **Expressive:** Culture is expressive. It allows people to express themselves and to make sense of the world around them.

Evolution of Culture

The evolution of culture is a complex and ongoing process that spans the entirety of human history. It involves the development, transformation, and transmission of shared beliefs, practices, and values across generations.

Here is an overview of the stages and factors that contribute to the evolution of culture:

- **Prehistoric and early human culture:**
  - Early humans developed rudimentary forms of culture through tools, language, and communal living.
  - Simple cultural practices emerged as ways to cope with environmental challenges and ensure survival.
- **Agricultural revolution:**
  - The shift from nomadic hunting and gathering to settle agriculture led to more complex societies.
  - Agriculture enabled surplus food production, which supported the growth of villages and specialization of labor.
- **Development of written language:**
  - The invention of writing systems allowed for the recording and transmission of knowledge, myths, and histories.
  - Written language enhanced cultural preservation and dissemination.

- **Trade and cultural exchange:**
  - Trade routes facilitated the exchange of goods, ideas, and cultural practices among different regions.
  - Cultural diffusion led to the blending and enrichment of diverse traditions.
- **Technological advances:** Technological innovations, such as the printing press, allowed for mass production of written materials, accelerating cultural dissemination.
- **Industrial revolution:**
  - Urbanization and industrialization transformed economic structures and social dynamics.
  - New technologies and modes of production influenced daily life and cultural norms.
- **Globalization:**
  - The modern era's interconnectedness through communication, travel, and trade has accelerated cultural exchange on a global scale.
  - Cultural elements from different regions mix and evolve through increased interactions.
- **Digital age and information technology:**
  - The rise of the internet and digital communication has further transformed the way culture is shared, accessed, and created.
  - Online platforms enable rapid dissemination of information, leading to the spread of new cultural trends.
- **Cultural hybridization:** Increased contact between diverse cultures has led to the blending of traditions, resulting in hybrid cultural practices.
- **Cultural preservation and revival:** Efforts to preserve and revitalize traditional cultures have emerged in response to the potential loss of cultural heritage.
- **Shifting values and norms:** Cultural evolution involves shifts in societal values and norms in response to changing social, political, and environmental contexts.
- **Cultural adaptation and innovation:** Cultures adapt to new challenges and opportunities, leading to the creation of new practices and traditions.
- **Intergenerational transmission:** Culture is passed down from one generation to the next through socialization, education, and storytelling.

The evolution of culture is a continuous and multifaceted process that reflects humanity's capacity to adapt, create, and communicate. It is shaped by historical events, technological advancements, and interactions

between different societies, ultimately influencing the way individuals perceive and see the world around them.

ELEMENTS OF CULTURE

- **Symbols:** These can be visuals (flags, emblems, clothing), auditory symbols (music, greetings), carrying deeper meanings and representing shared values or beliefs.
- **Language:** The spoken and written words form the backbone of communication, transmitting knowledge, stories, and traditions across generations.
- **Values:** These are the guiding principles that define what is considered good, desirable or important within a culture. They influence behavior, decision-making, and social interactions.
- **Beliefs:** These are the shared opinions about the world, often encompassing religious or spiritual aspects, mythology, and folklore.
- **Norms:** These are the unwritten rules and expectations that govern everyday behavior. They guide social custom, acceptable conduct, and how to interact with others within the community.
- **Customs:** These are the customs and traditions that represent specific events and festivals, maintaining cultural identity and transmitting values.
- **Arts:** Paintings, sculptures, music, dance, and other forms of creative expression reflect societal values, emotions, and historical narratives, serving as both entertainment and cultural heritage.
- **Literature:** Books, poems, stories, and myths preserve cultural knowledge, transmit wisdom, and offer insights into societal values and historical events.
- **Artifacts:** Clothing, tools, architecture, and everyday objects showcase a society's technological advancements, artistic tastes, and adaptations to their environment.
- **Cuisine:** Food and drink represent cultural identity, incorporating local ingredients, cooking techniques, and traditions passed down through generations.
- **Family structures:** Marriage customs, child-rearing practices, and kinship systems reflect societal values and influence roles within the family unit.
- **Institutions:** Educational systems, religious organizations, government structures, and economic systems shape everyday life, transmit cultural values, and maintain social order.

FACTORS AFFECTING CULTURE

The factors affecting culture (Fig. 3.1) are as follows:

- **Demographics:** Urbanization, immigration, age distribution, and population growth can all influence the cultural revolution. For example, a young, urban population may be more accepting of social changes and technology improvements than an older and rural group.
- **Belief systems:** Values, customs, and artistic expressions are greatly influenced by one's religious, spiritual, and philosophical beliefs. Cultural transitions can be caused by changes in these ideas, either through internal discussions or external forces.

Factors affecting culture

1. Demographics
2. Belief systems
3. Innovation and technology
4. Social movements and activism
5. Globalization
6. Historical events
7. Environmental changes
8. Intercultural contact and exchange

Fig. 3.1: Factors affecting culture

- **Innovation and technology:** New ideas, innovative practices, and changing communication patterns can all result from inventions and technologies, which may cause cultural shifts and adaptations.
- **Social movements and activism:** Collective action advocating for change can challenge existing norms, raise awareness of social issues, and influence cultural values and priorities.
- **Globalization:** It refers to the process of cultures becoming more interconnected through trade, travel, and communication. This exposure to new ideas, practices, and media can result in cultural mixing, borrowing or resistance.
- **Historical events:** Significant occurrences such as political revolutions, natural disasters or wars can have a lasting impact and cause cultural shifts in response to the changing circumstances.
- **Environmental changes:** Food production, migration patterns, and societal priorities can all be forced to change due to climate change, resource scarcity, and natural disasters.
- **Intercultural contact and exchange:** Cultural environments can be enhanced and shaped by interactions with other cultures through trade, diplomacy or migration. This can result in the hybridization of concepts, customs, and artistic signs.

Take Away 🎨

Culture refers to the shared beliefs, values, customs, behaviors, artifacts, and practices that are transmitted from generation to generation within a specific group or society.

Nature:

- Culture is learned
- Culture is shared
- Culture is dynamic
- Culture is complex
- Culture is relative
- Culture is important
- Culture is adaptive
- Culture is hierarchical
- Culture is contested
- Culture is globalized

Characteristics:

- Shared
- Learned
- Dynamic
- Adaptive
- Hierarchical
- Contested
- Globalized
- Relative
- Symbolic
- Expressive

Elements of culture:

- Symbols
- Language
- Values
- Beliefs
- Norms
- Customs
- Arts
- Literature
- Artifacts
- Cuisine

Factors affecting culture:

- Demographics
- Belief systems
- Innovation and technology
- Social movements and activism
- Globalization
- Historical events
- Environmental changes
- Intercultural contact and exchange

DIVERSITY AND UNIFORMITY OF CULTURE

Diversity of Culture

- **Cultural differences:** Different cultural groups coexist within a larger society, each with distinct traditions, languages, and practices.
- **Ethnic and racial diversity:** Various ethnic and racial backgrounds contribute to a rich tapestry of cultural traditions and values.
- **Religious variability:** Different religious beliefs and practices influence cultural norms, rituals, and behaviors.
- **Language diversity:** Diverse languages reflect unique cultural perspectives and are integral to preserving cultural heritage.

- **Cooking/foods traditions:** Varied cuisines reflect local resources, history, and regional preferences, showcasing cultural diversity.
- **Customs and traditions:** Unique customs, rituals, and celebrations demonstrate cultural differences and identities.
- **Artistic expression:** Diverse art forms, from music and dance to visual arts, are influenced by cultural experiences and perspectives.
- **Clothing and attire:** Clothing styles reflect cultural values, climate considerations, and historical influences.
- **Gender roles:** Different cultures have varying expectations and norms regarding gender roles and relationships.

Factors Responsible for Cultural Diversity

- **Landscapes and environments:** Mountains, oceans, deserts, and fertile plains impact societies' lifestyles, including food production, housing, and art.
- **Climate and resources:** Adapting to extreme environments results in various clothing, shelter, and cultural behaviors.
- **Isolation and accessibility:** Remote communities establish unique customs and traditions due to limited interaction, while business intersections promote cultural exchange.
- **Migration:** Migrations create or influence cultures by bringing languages, traditions, and beliefs across continents.
- **War and conflicts:** Historical events can shape identities, customs, and art through events and narrative.
- **Trade and movement:** Silk Road trade routes enriched societies and promoted diversity by facilitating the movement of goods, ideas, and cultural practices.
- **Family and kinship systems:** Social duties, rituals, and cultural values vary based on structures such as nuclear, extended or matrilineal families.
- **Religious beliefs and practices:** Faith influences values, rituals, and art, enriching human experiences.
- **Political systems** like monarchies, democracies, and various governments can impact social hierarchies, and cultural, and language use.
- **Technological advancements:** New inventions, artistic movements, and philosophical ideas can disrupt existing norms and traditions, leading to cultural evolution and diversification.
- **Local solutions to global difficulties:** Communities modify strategies to address local difficulties, resulting in unique solutions and cultural variations.
- **Individual expression and entrepreneurship:** Unique abilities and ideas strengthen human expression through cultural innovation.

Uniformity of Culture

- **Core values:** Shared fundamental values such as justice, fairness, and respect often go beyond cultural differences.
- **Human emotions:** Basic human emotions and experiences are universally understood and shared across cultures.
- **Family and relationships:** The importance of family bonds and relationships is prevalent in many cultures.
- **Social interaction:** Despite cultural variations, social interactions are characterized by communication, cooperation, and shared experiences.
- **Basic needs:** Essential needs like food, shelter, and safety are universally recognized across cultures.
- **Adaptation to environment:** Societies adapt their practices and traditions based on the local environment, demonstrating common adaptive tendencies.
- **Communication:** While languages differ, the need for communication to convey ideas and information is universal.
- **Use of symbols:** Cultures use symbols, gestures, and signs to communicate, although their meanings may vary.
- **Birth and death:** Cultural rituals around birth and death highlight shared human experiences and responses to life's milestones.
- **Social structure:** The concept of social structures, which include families, communities, and institutions, exists across cultures.

Cultural diversity celebrates the richness of human experience, while cultural uniformity underscores the fundamental humanity shared by people around the world. Both diversity and uniformity contribute to a deeper understanding of cultures and enhance intercultural interactions.

Take Away

Diversity and uniformity of culture

Diversity of culture	Uniformity of culture
• Cultural differences	• Core values
• Ethnic and racial diversity	• Human emotions
• Religious variability	• Family and relationships
• Language diversity	• Social interaction
• Cooking/foods traditions	• Basic needs
• Customs and traditions	• Adaptation to environment
• Artistic expression	• Communication
• Clothing and attire	• Use of symbols
• Gender roles	• Birth and death
	• Social structure

Contd...

Factors responsible for cultural diversity:

- Landscapes and environments
- Climate and resources
- Isolation and accessibility
- Migration
- War and conflicts
- Trade and movement
- Family and kinship systems
- Religious beliefs and practices
- Political systems
- Technological advancements
- Local solutions to global difficulties
- Individual expression and entrepreneurship

Differences between Culture and Civilization

Culture and civilization are two closely related terms that are often used interchangeably. However, there are some important distinctions between the two.

Culture is the way of life of a particular group of people, including their beliefs, values, and customs. It is a set of shared ideas, beliefs, and behaviors that are transmitted from one generation to the next. Civilization is a more complex term that refers to a highly developed society with advanced social, political, and technological systems. It is often associated with urban life and the presence of a written language.

Differences between culture and civilization are given in Table 3.1.

TABLE 3.1: Differences between culture and civilization

Characteristics	Culture	Civilization
Definition	Shared beliefs, values, practices, and traditions of a group or society.	Advanced stage of human development characterized by urbanization, technological advancements, and complex social structures.
Scope	Focuses on the intangible aspects of a society, including beliefs, values, norms, and customs.	Encompasses both intangible cultural elements and tangible material achievements like architecture, infrastructure, and governance systems.
Component	Includes language, religion, art, music, social norms, customs, traditions, and ways of life.	Encompasses all aspects of culture while adding elements like urban centers, technology, economic systems, and political organization.

Contd…

Characteristics	Culture	Civilization
Size	Can exist within smaller groups, communities or even subcultures.	Typically emerges on a larger scale, involving multiple groups and often spanning geographic regions.
Timeframe	Develops over a long period, evolving through generations.	Can develop relatively rapidly, often marked by notable historical periods or events.
Importance	Emphasizes the shared identity, practices, and traditions that shape a group's way of life.	Emphasizes complex societal structures, technological achievements, and governance systems.
Characteristics	Reflects the collective identity and values of a specific group.	Characterized by organized urban living, technological advancements, division of labor, and governance systems.
Cultural transmission	Passed down through generations via socialization and communication.	Can influence cultural transmission but also introduces through formal education and written records.
Impact on Identity	Contributes to a group's identity, shaping how individuals perceive themselves and relate to others.	Shapes the overall societal structure, influencing economic, political, and technological advancement.
Example	The cultural practices of a tribe, religious group or community.	Ancient civilizations like Mesopotamia, Ancient Egypt, Indus Valley civilization, and modern civilizations like Western Civilization.

CULTURE AND SOCIALIZATION

Culture and socialization are two important concepts in sociology. Culture is the shared way of life of a particular group of people, including

their beliefs, values, and customs. It is a set of shared ideas, beliefs, and behaviors that are transmitted from one generation to the next.

Socialization is the process by which people learn the norms, values, and behaviors of their culture. It is the process by which we become who we are. (Detail explanation of socialization is in Chapter 2)

Relationship between Culture and Socialization

The relationship between culture and socialization is complex, with each influencing the other in an ongoing process.

- **Society is shaped by culture:**
  - **Transferring values and norms:** Culture sets the rules for how people should act and what they should expect from others. Family interactions, schooling, and religious practices are some of the ways that cultural values, norms, and customs are passed from one generation to the next.
  - **Developing social identities:** Culture influences how individuals understand themselves and their place in the world. Socialization helps people adopt cultural roles, expectations, and identities, which changes how they see themselves and how they connect with others.
  - **Learning social skills:** To get around in different cultural settings, you need to know how to use certain social skills. People learn how to speak, make friends, resolve disagreements, and take part in cultural rituals within the limits of their culture's rules through socialization.
- **Culture is shaped by socialization:**
  - **Adaptation and modification:** As new generations experience socialization, they may adapt, modify or even reject certain cultural aspects. Cultures evolve and change because people and cultural norms are always interacting with each other.
  - **Emergence of subcultures:** Socialization within specific groups or communities can give rise to subcultures with unique norms, values, and practices. These subcultures contribute to the overall cultural diversity and activity.
  - **Social challenges and change:** Through socialization, individuals may identify and challenge existing cultural norms that create inequalities or injustices. This can lead to social movements and advocacy efforts focused on cultural transformation and reform.

Differences between culture and socialization are given in Table 3.2.

TABLE 3.2: Differences between culture and socialization

Characteristics	Culture	Socialization
Definition	The shared way of life of a particular group of people.	The process by which people learn the norms, values, and behaviors of their culture.
Focus	Shared ideas, beliefs, and behaviors.	Norms, values, and behaviors.
Medium	Learned through interaction with others.	Learned through interaction with others.
Purpose	To transmit culture from one generation to the next.	To help people function effectively in society.
Outcome	People become members of a culture.	People develop a sense of identity and belonging.
Examples	Cultural practices of different religious groups, ethnicities or communities.	A child learning to speak, sharing toys with friends, understanding societal norms, and adapting to school routines.

TRANSCULTURAL SOCIETY

Meaning

A transcultural society refers to a social environment where diverse cultural groups interact, exchange ideas, and coexist in ways that go beyond mere tolerance, leading to the creation of new cultural expressions and perspectives that transcend individual cultures.

Definitions

"A society that extends through all human cultures."

—Stephen Murphy-Shigematsu

"An ideal of freedom embracing all the peoples of the world."

—Fernando Ortiz

"A group of people living as a community where different cultures, religions, and languages work together with much understanding."

—Research Gate

Characteristics

- **Cultural exchange:** Multiple cultural groups actively engage and share traditions, values, and practices.
- **Hybridization:** Interactions lead to the emergence of hybrid cultural expressions and practices.
- **Inclusivity:** All individuals are valued and have equal opportunities, promoting diversity as strength.
- **Shared values:** While preserving identities, shared human values like respect and empathy are emphasized.
- **Cross-cultural communication:** Effective communication across cultural boundaries is prioritized.
- **Cultural competence:** People and institutions develop the ability to interact effectively with diverse cultures.
- **Education and awareness:** Education promotes understanding, tolerance, and appreciation of diversity.
- **Celebration of diversity:** Unique cultural characteristics are celebrated through events and initiatives.
- **Respect for differences:** Differences are acknowledged and respected, fostering an environment of mutual enrichment.
- **Challenges:** Overcoming misunderstandings and discrimination is an ongoing process.
- **Cultural enrichment:** Interaction leads to the creation of new cultural expressions and perspectives.
- **Global cultural flows:** Cultural influences and interactions extend beyond local boundaries.

A transcultural society represents a dynamic and evolving approach to cultural interaction, emphasizing mutual respect, learning, and the cocreation of a richer cultural landscape.

Advantages

- **Cultural enrichment:** Interaction between diverse cultures leads to the creation of new ideas, art, and perspectives, enriching the overall cultural landscape.
- **Reduced prejudice:** Increased exposure to different cultures promotes understanding, tolerance, and reduces prejudice and stereotypes.
- **Innovation:** The blending of different cultural practices and perspectives can lead to innovative solutions and approaches in various fields.
- **Economic growth:** Cultural diversity can attract tourism, international business, and investment, contributing to economic growth.

- **Cultural exchange:** People can experience and learn about different cultures without leaving their own communities.
- **Personal growth:** Individuals exposed to diverse cultures tend to develop greater adaptability, open-mindedness, and global awareness.
- **Enhanced communication skills:** Interaction with people from different cultural backgrounds improves cross-cultural communication skills.
- **Global perspective:** A transcultural society encourages a broader understanding of global issues and challenges.
- **Multilingualism:** Exposure to multiple languages fosters multilingualism, which can have cognitive and economic benefits.

Disadvantages

- **Cultural conflicts:** Differences in values, beliefs, and practices can lead to misunderstandings and conflicts.
- **Loss of cultural identity:** In some cases, cultural interactions might result in the dilution or loss of distinct cultural identities.
- **Resistance to change:** Some individuals may resist embracing new cultural practices, leading to cultural clashes.
- **Social fragmentation:** Rapid cultural change can lead to social fragmentation and divisions within communities.
- **Language barrier:** Language differences can hinder effective communication and lead to isolation for some individuals.
- **Cultural appropriation:** The borrowing of cultural elements without proper understanding or respect can be seen as disrespectful or offensive.
- **Homogenization:** There is a risk that certain dominant cultural elements might overshadow and homogenize others.
- **Loss of traditional knowledge:** Rapid cultural change might lead to the loss of traditional knowledge and practices.
- **Assimilation pressure:** Some individuals might feel pressure to conform to dominant cultural norms, leading to the erosion of their own cultural practices.

Promoting a Thriving Transcultural Society

- Implementing training programs and projects to help people learn about and understand other cultures.
- Making spaces where people from different cultures can talk to each other in an open and respectful way.

- Protecting the rights and identities of minority groups and encouraging them to show their culture.
- Addressing discriminatory practices and actively supporting respect and acceptance for all cultures.
- Encouraging people to share their practices, customs, and languages to help people from different cultures understand and appreciate each other.

A transcultural society embodies a dynamic and enriching approach to cultural interactions, where diverse cultural groups coexist, interact, and exchange ideas in ways that go beyond mere tolerance. This model promotes the creation of new cultural expressions, perspectives, and innovations while fostering understanding, empathy, and global awareness.

Take Away

Transcultural society: A society that extends through all human cultures.

Characteristics of a transcultural society:

- Cultural exchange
- Hybridization
- Inclusivity
- Shared values
- Cross-cultural communication
- Cultural competence
- Education and awareness
- Celebration of diversity
- Respect for differences
- Challenges
- Cultural enrichment
- Global cultural flows

Advantages and disadvantages of a transcultural society:

Advantages	Disadvantages
• Cultural enrichment	• Cultural conflicts
• Reduced prejudice	• Loss of cultural identity
• Innovation	• Resistance to change
• Economic growth	• Social fragmentation
• Cultural exchange	• Language barrier
• Personal growth	• Cultural appropriation
• Enhanced communication skills	• Homogenization
• Global perspective	• Loss of traditional knowledge
• Multilingualism	• Assimilation pressure

CULTURE, MODERNIZATION AND ITS IMPACT ON HEALTH AND DISEASE

Culture, modernization, and their impact on health and disease are interconnected factors that shape individuals' well-being and healthcare outcomes.

Culture

- Culture encompasses a society's shared beliefs, values, norms, practices, and traditions that are passed down from one generation to another.
- Cultural factors significantly influence perceptions of health, illness, and well-being. Different cultures have diverse interpretations of what constitutes good health and how to achieve it.
- Cultural practices can affect healthcare-seeking behaviors, treatment preferences, and adherence to medical advice. Some cultures emphasize holistic approaches to health, while others may prioritize medical interventions.

Modernization

- Modernization refers to the process of societal transformation, typically involving technological advancements, urbanization, and shifts in economic and social structures.
- As societies modernize, traditional cultural practices may be influenced or even replaced by new norms and values. This can impact health behaviors and healthcare systems.

Impact on Health and Disease

Culture's Direct Influence on Health

- **Health beliefs and practices:** How people in different cultures see illness, what causes it, and the best way to treat it has a direct effect on healthcare decisions. People may stick to traditional treatments or value family opinions over modern medicine, which can affect how well treatment works.
- **Patterns of eating:** Food preferences and cooking customs within a culture have a big impact on lifestyle choices. This directly affects how many nutrients you take in and how likely you are to get chronic diseases like diabetes, obesity, and heart problems.
- **Social support networks:** Cultural practices that build strong social ties within communities help people in both emotional and practical ways, reducing stress and encouraging healthy habits. On the other hand, weak social networks can make people feel alone while damaging their health.
- **Gender roles and expectations:** The way someone is expected to act based on their gender can be affected by cultural norms. These norms can affect their ability to get health care, make family decisions, and be exposed to health risks. These things can make health results different for men and women.

Modernization's Impact on Health

Positive Impacts

- Improved sanitation, advancements in medical technology and measures to prevent disease all contribute to an increase in life expectancy.
- Increased access to medical services and a wide range of more comprehensive treatment alternatives.
- Improvements in medical diagnosis and treatment; these advancements have led to increased survival rates for a variety of disorders.

Negative Impacts

- Increased stress in fast-paced surroundings, bad eating habits fueled by processed food availability and convenience, and sedentary lifestyles are all contributing factors to the rise in chronic diseases.
- A rise in the frequency of mental health conditions including anxiety and depression because of social isolation, peer pressure for belonging, and a lack of stress management techniques.
- Pollution and environmental deterioration brought on by industrial processes and the unsustainable use of resources, can lead to respiratory problems and exposure to toxic substances.

Beneficial and Harmful Cultural Practices

- **The role of family:**
  Beneficial:
  - **Strong support system:** Indian families are known for their close-knit nature, providing emotional and practical support throughout life. This can be especially beneficial for elderly individuals, children, and those facing challenges.
  - **Sense of belonging and identity:** Family traditions and shared experiences foster a strong sense of belonging and identity. This can contribute to self-esteem, stability, and cultural continuity.
  - **Values transmission:** Families play a pivotal role in transmitting cultural values, morals, and ethical principles to future generations.
  - **Collective responsibility:** The concept of extended family fosters a sense of collective responsibility, where members care for each other and share resources.

  Harmful:
  - **Strict hierarchies and gender roles:** Traditional family structures can sometimes enforce rigid hierarchies and gender roles, limiting

individual freedom and opportunities, particularly for women and younger members.

- **Pressure to obey:** Having close family connections can make you feel like you must follow family norms and expectations, which can make you less independent and unique.
- **Limited personal space:** Living in large multi-generational families can sometimes lead to a lack of personal space and privacy, impacting mental well-being.
- **Interference in personal choices:** In certain cases, families may exert excessive control over personal choices like careers, marriages, and relationships.

- **Food habits:**
  Beneficial:
  - **Focus on healthy ingredients:** Indian food usually uses a lot of fresh, natural ingredients like fruits, vegetables, lentils, and spices, which promotes a balanced diet.
  - **Variety and adaptation to local regions:** Indian food from different parts of the country has a lot of different tastes and nutritional values to satisfy people with different dietary needs and tastes.
  - **Social bonding:** Sharing food is a common way to bring people together and keep families close. It also helps people get to know each other better.
  - **Traditional knowledge of spices and herbs:** Indian culture has a lot of knowledge about how spices and herbs can be used as medicine. These herbs and spices are often added to food to make it healthier.

  Harmful:
  - **Unhealthy cooking practices:** Some traditional cooking methods, like deep-frying, can lead to excessive oil consumption and increased risk of certain health problems.
  - **Dietary restrictions:** Certain societal limitations on food choices based on caste or religious beliefs can lead to nutritional deficiencies and food insecurity for some groups.
  - **Hygiene concerns:** Street food, while widely popular, can sometimes pose hygiene risks if proper sanitation and food handling practices are not followed.
  - **Unbalanced diets:** Focusing primarily on carbohydrates and neglecting protein and healthy fats can lead to nutritional deficiencies and related health issues.

- **Personal hygiene:**
  Beneficial:
  - **Traditional practices:** Using natural cleaners or taking oil baths are examples of traditional practices that can be good for health and overall well-being.
  - **Focus on cleanliness:** Personal hygiene has always been important in Indian society. People are encouraged to take regular baths, wash their hands before meals, and keep their living spaces clean.
  - **Knowing about natural remedies:** Knowing about herbal remedies and natural cleaners can help with personal cleanliness in a different way, especially in rural areas.

  Harmful:
  - **Limited access to sanitation:** Not everyone in India has access to proper sanitation facilities, leading to hygiene challenges and health risks.
  - **Taboos and stigma:** Taboos surrounding menstruation and other bodily functions can hinder open communication about hygiene and access to necessary resources.
  - **Lack of awareness about modern hygiene practices:** In some communities, awareness about modern hygiene practices and their importance for preventing illness may be limited.
  - **Open defecation:** The practice of open defecation, still prevalent in some rural areas, poses serious health risks and environmental pollution.

Interconnection of Culture and Modernization

Culture and modernity are always changing and interacting with each other, creating a complicated environment:

- Cultures change and grow as times change, with progress being one example. This can help people start new habits while still holding on to old traditions and ideals.
- When traditional ways of doing things clash with new ways of doing things, it can cause worry and tension that can hurt health and well-being.
- Modernization can take parts of cultures and make them their own, leading to new cultural forms and health-related behaviors. This can be seen in how people eat, how they get medical care, and how gender roles change over time.

Consequences for Health of Modernization

- **Emerging diseases:** Modernization can make it easier for infectious diseases to appear and spread because it leads to more travel, more people living nearby, and changes in how people and animals interact with each other.
- **Lifestyle changes:** Modernization often causes changes in lifestyle, such as less physical activity, bad eating habits, and more exposure to outdoor toxins, which makes chronic diseases more common.
- **Stress and mental health:** The busy and competitive nature of modern life can make stress, anxiety, and other mental health problems worse, especially in people who are having a hard time adapting to new situations.

Promoting Health in a Modernizing World

- **Healthcare systems that are culturally sensitive:** Healthcare systems need to be culturally sensitive and accept different beliefs and practices. This means giving people services, knowledge, and ways to communicate that are appropriate for their culture.
- **Empowering communities:** Interventions that happen in the community can successfully meet specific health needs and encourage healthy behaviors that fit with cultural norms. Giving communities the power to manage their health programs builds ownership and makes it more likely that the programs will be successful in the long term.
- **Dealing with social determinants of health:** Poverty, inequality, and lack of access to resources are some of the social determinants of health that public health policies should handle. These factors have a big effect on the health of a wide range of people.
- **Preserving cultural heritage:** Understanding the worth of heritage and customs can boost overall health and make people stronger in the face of modernization. This means supporting traditional practices that encourage good behavior and help people get along with each other.

Examples of Effect of Culture and Modernization on Health and Disease

Culture

- In some cultures, there is a strong belief in the power of traditional medicine to cure illness. This belief may lead people to delay

seeking modern medical care, which can sometimes have serious consequences.

- In some cultures, there is a stigma associated with mental illness, which may prevent people from seeking help.
- In some cultures, there is a preference for male children, which can lead to neglect of female children and increased risk of health problems for girls and women.

Modernization

- The shift to a more sedentary lifestyle that is often associated with modernization can increase the risk of obesity and chronic diseases such as heart disease and diabetes.
- The increased exposure to environmental hazards that can occur with modernization, such as air pollution and lead poisoning, can also contribute to poor health.
- The social and economic inequality that can result from modernization can also impact health, as those with lower socioeconomic status may have less access to healthy food and healthcare.

Challenges and Solutions

- **Cultural competence:** Healthcare professionals need cultural competence to understand and respect diverse health beliefs and practices, fostering effective communication and patient care.
- **Cultural sensitivity:** Healthcare interventions should be culturally sensitive, acknowledging patients' cultural backgrounds and preferences.
- **Health education:** Health education programs should consider cultural factors to ensure messages resonate with diverse populations.
- **Integration of traditional and modern medicine:** In some cases, integrating traditional and modern medical approaches can provide holistic healthcare solutions.

The interplay between culture, modernization, and health is complex and multidimensional. Understanding and respecting cultural diversity while promoting access to modern healthcare services is essential for improving health outcomes and addressing the challenges of disease prevention and management in an increasingly interconnected world.

Modernization of Indian Healthcare

The Indian healthcare system has undergone significant modernization in recent years, with some notable advancement.

Technological Integration

- **Electronic health records (EHRs):** The Indian government's ambitious National Health Mission (NHM) has pushed for EHR adoption across the country. States like Andhra Pradesh and Tamil Nadu have achieved high penetration, improving data accessibility and patient care coordination.
- **Telemedicine:** The COVID-19 pandemic accelerated the adoption of telemedicine, especially in rural areas. Platforms like Aarogya Setu and eSanjeevani facilitated remote consultations, improving healthcare access for underserved communities.
- **Artificial intelligence (AI):** AI-powered tools are being explored for tasks like medical image analysis, diagnosis support, and drug discovery. Startups like HealthifyMe and Innovaccer are leading the way in AI-driven healthcare solutions.

Infrastructure Development

- **Ayushman Bharat Yojana (ABY):** Launched in 2018, ABY aims to provide universal health insurance coverage to over 100 million families. It has led to increased hospital admissions and utilization of healthcare services.
- **Public-private partnerships (PPPs):** PPPs are playing a crucial role in upgrading healthcare infrastructure, especially in rural areas. For example, the Apollo Telehealth PPP in Andhra Pradesh has expanded telemedicine reach significantly.
- **Medical education expansion:** The government has increased medical college seats and established new nursing colleges to address the healthcare workforce shortage. This will improve healthcare service delivery in the long run.

Take Away

Culture, modernization and its impact on health and disease:

Modernization of Indian healthcare:
- **Technological integration:**
  - Electronic health records (EHRs)
  - Telemedicine
  - Artificial intelligence (AI)
- **Infrastructure development:**
  - Ayushman Bharat Yojana (ABY)
  - Public-private partnerships (PPPs)
  - Medical education expansion:

Challenges

- **Digital divide:** Rural areas often lack the infrastructure and awareness necessary for effective technology utilization. Bridging the digital divide is crucial for equitable healthcare access.
- **Quality and affordability:** While access has improved, concerns persist about healthcare quality and affordability, especially for marginalized communities.
- **Data privacy and security:** Ensuring secure storage and ethical use of patient data collected through digital platforms is critical.

It has been significant progress in Indian healthcare modernization. Continued efforts in technology integration, infrastructure development, and addressing existing challenges are crucial to ensure equitable access to quality and affordable healthcare for all Indians.

Recent Advances

Changes in Indian culture has impacted people in following ways:
- **Digital culture:**
  - **Rise of social media:** Platforms like Facebook and Instagram are influencing communication, social movements, and cultural expression, particularly among youth.
  - **Digital art and music:** New avenues for artistic creation and dissemination are emerging through online platforms and digital tools.
  - **E-commerce and online education:** These are fostering cultural exchange and access to diverse goods, ideas, and educational opportunities.
- **Revival of indigenous practices:**
  - **Focus on traditional arts and crafts:** There's a growing interest in preserving and promoting indigenous art forms.
  - **Emphasis on local and sustainable practices:** Organic farming, traditional textiles, and Ayurvedic medicine are gaining popularity as awareness about sustainability grows.
  - **Reclaiming culinary heritage:** Regional cuisines and forgotten recipes are being revived, celebrating India's rich culinary diversity.
- **Intersection of culture and technology:**
  - Virtual reality (VR) and augmented reality (AR) for cultural heritage: These technologies are being used to showcase historical sites and artifacts in new and engaging ways.
  - **Online language learning and translation tools:** These tools are promoting accessibility to different Indian languages and fostering intercultural communication.
  - **Mobile apps for cultural events and festivals:** Apps are making it easier to discover and participate in cultural events across the country.

Contd…

- **Evolving gender roles:**
  - **Increased women's participation in the workforce:** This is leading to a redefinition of traditional gender roles and expectations.
  - **Discussions on LGBTQ+ Rights:** Growing awareness and activism are promoting inclusivity and challenging traditional gender norms.
- **Globalization and cultural exchange:**
  - **Indian diaspora and reverse migration:** The Indian diaspora is influencing global culture, while returning Indians are bringing back international influences.
  - **Multicultural cities:** Indian cities are becoming more diverse, with a blend of cultures reflected in food, fashion, and social interactions.

Managing diabetes despite cultural beliefs

Setting

Rural village in India

Patient

Maya, a 55-year-old woman diagnosed with type 2 diabetes.

Cultural context

Maya belongs to a community that prioritizes herbal remedies and traditional healers. They believe diabetes is caused by an imbalance of "humors" and treated with dietary restrictions and specific rituals.

Challenge

Maya struggles to adhere to the prescribed insulin regimen and dietary changes recommended by the nurse. She expresses concerns about potential side effects of insulin and believes traditional practices will be more effective.

Applied sociology in nursing practice

- **Cultural assessment:** The nurse uses active listening and open-ended questions to understand Maya's cultural beliefs and practices related to diabetes.
- **Cultural competence:** The nurse demonstrates respect for Maya's cultural background and avoids imposing Western values.
- **Collaboration:** The nurse partners with Maya and a traditional healer to create a culturally-sensitive care plan that incorporates both traditional and modern medical approaches.

Nursing skills required

- **Communication:** Effective communication, including active listening, empathy, and cultural sensitivity.

CASE DISCUSSION 3

Contd…

- **Education:** Ability to educate Maya about her condition and treatment options in culturally appropriate terms.
- **Collaboration:** Ability to work collaboratively with Maya and other healthcare providers.
- **Advocacy:** Advocating for culturally sensitive care and addressing any potential healthcare disparities.

Explanation

The nurse recognizes the importance of understanding Maya's cultural beliefs and avoids a solely biomedical approach. The collaboration with the traditional healer builds trust and increases Maya's adherence to the care plan. This case highlights the vital role nurses play in bridging cultural gaps and ensuring culturally competent healthcare.

Outcome

- Maya's blood sugar levels improve with the combined approach.
- Increased trust and communication between Maya and the healthcare team.
- Empowerment of Maya to manage her diabetes effectively.

Significance

This case demonstrates the impact of culturally competent nursing care on patient outcomes and satisfaction. It emphasizes the importance of incorporating cultural understanding into all aspects of nursing practice, especially in diverse societies like India. This approach can improve health equity and ensure quality care for all patients.

SUMMARY

- **Culture:** The shared, learned patterns of behavior, beliefs, and values of a particular group.
- **Characteristics of culture:**
  - **Dynamic:** Changes over time through internal innovation and external contact.
  - **Shared:** Learned and transmitted from generation to generation.
  - **Symbolic:** Uses symbols to communicate meaning.
  - **Adaptive:** Helps people meet their needs and survive.
- **Elements:**
  - **Material:** Physical objects, technology, and creations.
  - **Nonmaterial:** Ideas, beliefs, values, knowledge, and behaviors.
  - **Values:** Culturally shared ideas about what's good and important.
  - **Beliefs:** Convictions about something's truth or validity.
  - **Norms:** Rules and expectations for behavior.

- **Symbols:** Objects, words or gestures with deeper meaning.
- **Language:** System for communication.
- **Factors affecting culture:**
  - **Environment:** Physical and social surroundings.
  - **Technology:** Tools and techniques used to solve problems.
  - **History:** Shared past experiences and events.
  - **Contact with other cultures:** Diffusion, acculturation, and assimilation.
  - **Social institutions:** Family, religion, education, government, and economy.
- **Diversity and uniformity:**
  - **Cultural diversity:** Variation in cultural patterns across groups.
  - **Cultural uniformity:** Similarities in cultural patterns within a group.
  - **Subcultures:** Groups within a larger culture with distinct patterns.
  - **Countercultures:** Groups that reject some dominant cultural values.
- **Differences between culture and civilization:**
  - **Culture:** Broader term encompassing all aspects of life.
  - **Civilization:** Material aspects of culture, like technology, cities, and infrastructure.
- **Culture and socialization:**
  - **Socialization:** Process of learning cultural norms and values.
  - **Enculturation:** Learning one's own culture.
  - **Acculturation:** Learning another culture.
- **Transcultural society:**
  - A society with diverse cultures existing and interacting peacefully.
  - **Characteristics:** Openness, respect, tolerance, understanding, and communication.
  - **Advantages:** Innovation, diversity of thought, cultural exchange.
  - **Disadvantages:** Potential for conflict, misunderstanding, and lack of shared identity.
  - **Ways to promote:** Education, dialogue, cultural events, exchange programs.
- **Culture, modernization and its impact on health and disease:**
  - **Modernization:** Process of social and economic change toward advanced technologies and practices.
  - **Impact on health:** Positive (improved hygiene, healthcare) and negative (stress, unhealthy habits).
  - **Beneficial cultural practices:** Traditional medicine, healthy diets, community support.
  - **Harmful cultural practices:** FGM, smoking, lack of sanitation.
  - **Interconnection:** Modernization can influence cultural practices, and culture can shape people's experience of health and disease.
- **Modernization of Indian healthcare:**
  - Introduction of advanced medical technologies and practices.
  - Increased access to healthcare facilities.
  - **Challenges:** Affordability, accessibility in rural areas, cultural sensitivity.

LONG ANSWER QUESTIONS

1. Discuss the various factors that can affect the development and change of a culture. Use specific examples to illustrate your points.
2. Explain the concept of cultural, modernization and its impact on health and disease.
3. Explore the relationship between culture and health. Discuss both the positive and negative impacts of cultural practices on health outcomes.
4. Analyze the potential challenges and benefits of globalization on cultural diversity. How can we ensure cultural preservation in a globalized world?
5. Compare and contrast the concepts of culture and civilization. What are the limitations of each term in understanding human societies?

SHORT ANSWER QUESTIONS

1. What are the two main elements of culture?
2. Briefly write the differences between cultural diversity and cultural uniformity.
3. How does technology influence cultural evolution?
4. What is the role of socialization in shaping an individual's cultural identity?
5. Define the term "transcultural society" and write advantages of such a society.

MULTIPLE CHOICE QUESTIONS

1. **Which of the following is NOT considered a material element of culture?**
   a. Language
   b. Art
   c. Technology
   d. Values
2. **The process of learning and adapting to the norms and values of a new culture is called:**
   a. Acculturation
   b. Assimilation
   c. Enculturation
   d. Socialization

3. **Which of the following is NOT a characteristic of a transcultural society?**
   a. Openness to diverse cultures
   b. Tolerance and respect for different beliefs
   c. Limited cultural exchange
   d. Effective communication between groups

4. **The belief that one's own culture is superior to all others is known as:**
   a. Cultural relativism
   b. Cultural pluralism
   c. Cultural diffusion
   d. Cultural ethnocentrism

5. **The primary function of symbols in culture is to:**
   a. Define social roles and expectations
   b. Transmit knowledge and values
   c. Control individual behavior
   d. Provide physical comfort

ANSWER KEY

1. d   **2.** a   **3.** c   **4.** d   **5.** b

Textbook of **Applied**
Sociology for Nurses

Salient Features

- Explores both basic and in-depth sociological concepts designed specifically for those in the nursing field.
- Blends sociological theories with practical, real-world healthcare scenarios, including family systems and community interactions.
- Highlights the importance of cultural sensitivity, fairness, and ethical care across various healthcare environments.
- Provides readers with practical tools to tackle social challenges such as inequality, societal breakdown, abuse, and managing crises.
- Integrates sociological insights into nursing education, making the content meaningful and applicable to clinical settings.
- Features essential terminology, data insights, structured chapter overviews, and clear learning goals to support better comprehension and retention.

Important **Learning Objectives** are given to help readers understand the purpose of the chapter.

LEARNING OBJECTIVES

After the completion of the chapter, the readers will be able to:
- Explain sociology as a social science.
- Define sociology.
- Describe nature of sociology.

Chapter Outline is given to provide the readers a glimpse of entire chapter.

CHAPTER OUTLINE

- Introduction
- Definitions
- Different Perspectives of Sociology
- Sociology as Science
- Nature of Sociology

Important **Key Terms** are presented to familiarize the readers with the important terminologies.

KEY TERMS

Anthropology: The study of human societies and cultures, both past and present (e.g., kinship systems, rituals, economic practices).

A number of clinical **Case Discussions** have been added for better understanding of applied part of the sociology.

CASE DISCUSSION

Working with stigma and tradition: Lakshmi's Mental Health Journey

Setting
Urban slum community in Guwahati, India

Characters
- **Lakshmi:** A 25-year-old woman experiencing symptoms of anxiety and depression.

Studded with 200+ fully **Colored Tables, Figures and Illustrations** for easy grasp of the relevant topic.

TABLE 1.1: Differences between sociology and psychology

Features	Sociology	Psychology
Focus	Social structures, groups, cultures	Individuals, thoughts, emotions, behaviors

Factors affecting culture

↓

1. Demographics
2. Belief systems
3. Innovation and technology

Fig. 3.1: Factors affecting culture

Summary has been given for a quick glance over the chapter in one go.

SUMMARY

- **Definition:** Sociology investigates and analyzes human societies and social interaction. It delves into how individuals and groups shape and are shaped by their social surroundings.

Student Assignment section is given which contains frequently asked questions in exams and multiple choice questions to help students attain mastery over the subject.

STUDENT ASSIGNMENT

LONG ANSWER QUESTION
1. Explain sociology as a science.

SHORT ANSWER QUESTION
1. Define sociology in your own words.

MULTIPLE CHOICE QUESTION
1. Which of the following is NOT a key term in the definition of sociology?
   a. Society   b. Culture
   c. Biology   d. Social interactions

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