

Chapter-2

The Related Studies and Implication

In any scientific investigation and research a comprehensive review of relevant literature is very essential. Its main function apart from determining the work done before concerning the problem area i.e. area of investigation, it provides an insight into the methods and procedures and create a basis for interpretation of findings. As direct references of all the items are not in abundance, certain specific references along with some indirect references have been incorporated in this chapter for the purpose of meaningful use. In the present study, reviews of literature have been summarized among following heads.

1. Social Entropy and Thermodynamic Entropy;
2. Discontinuance;
3. Conflict;
4. Rejection;
5. Disagreement;
6. Adoption;
7. Reinvention;
8. Confusion;
9. Technology Socialization;
10. Cognitive Dissonance.

Social Entropy and Thermodynamic Entropy			
Year	Author	Source	Focus
2011	Roy, Ankita.	Estimating Social Entropy and Social Chaos in Technology Socialization Process. Unpublished MSc. (Ag) Thesis, BCKV Mohanpur, West Bengal.	It has drawn up that the higher the independency, the individuality gets unleashed and the person will start behaving like a free particle in zigzag movements as has been observed by Albert Einstein's in a typical Brownian movement. The education in a person acts as a propeller and drives in out of the customized confinement or defined domain for an individual by tradition and norms. This kind of extraterrestrial behavior can be perceived as entropy per se for an apparently state and unmoved society. The educational pursuit in a family, non integrated, erratic, free flying, non committal, may add a kind of negentropy which is happening in a mundane and depletive farming system. Cropping intensity and distance matrix may experience a marital closeness and proximity through Eigen Roots and can contribute to a new factor called System Factor to substantially characterize the social entropy.
2011	Wang-Xing; Zhang-HongJiang; Cheng-JinHua; Li-JianQiang; LuWenXing-	Journal-of-Northwest-A-and-F-University-Natural-Science-Edition. 2011; 39(5): 59-64	Information entropy theory was applied to define the importance of every index based on calculating fifteen index values which reflected soil physical properties, soil fertility, root system and soil and water conservation properties, and entropy weight decision-making method was used to study the difference in soil improvement function of six hedgerow intercropping systems by comparing the closing degree of each hedgerow to ideal hedgerow. Result: The study on the difference of soil improvement function about various hedgerows can take the indicators with big entropy weight. Among the fifteen indexes, the saturated hydraulic conductivity had the largest entropy weight which was 0.123, followed by available nitrogen (0.097) and >0.25 mm soil water stable aggregate content (0.091), while the cation exchange capacity, 0.046 was the smallest one. The soil improvement function of Vitex negundo (0.652) hedgerow was superior to the other five kinds, followed by Pyrus pyrifolia (0.690), Citrus reticulata (0.769), Morus alba (0.778), Begonia fimbriatipula (0.782) and Zanthoxylum bungeanum (0.817). Conclusion: The indexes of soil physical properties are more important in comparing soil improvement function of different hedgerows than the other eleven indexes. As V. negundo is thick in leaves and branches, and has well developed root system, its soil improvement function is the highest one among the six hedgerows. The results are in line with the actual facts.

2010	Dutta, Tanushree.	Social System theory and Social Entropy: The Post Modern Approach to Analyze Extension System Function Unpublished MSc (Ag.) Thesis, BCKV, Mohanpur, West Bengal.	Concluded that every chaos and entropy has got a framework to act and make the system somehow operational. They also found that concept of Social entropy would help calculation of residual energy or motivation, estimation of motivation flow mechanism to formulate better scientific and effective training, motivation, leadership, project monitoring, teaching learning program, organizational behavior and objective evaluation mechanism. It would help measure and adopt remedial measure to fight stress, morbidity, neuro-psychosis and psycho-somatic disorder. The concept of entropy would help in combat and redress conflict, intra-group rivalry, leadership, intimidation, shift stress etc.
2010	Gan-Hong; Zhu-QiLin; You-JinJun; Wang-Lin; Gan-ZhiGuo; Wang-Lin	Journal-of-Food,- Agriculture-and- Environment. 2010; 8(2 part 2): 1062-1066	On this basis, information entropy theory is applied to establish the function of order degree entropy of the water cycle system, which shows the evolution direction. According to this function and the concept of entropy, a lower value of order degree entropy indicates that the system has a greater order degree and will evolve toward order, and the lower the value, the better the corresponding subsystem, the more harmonious and organized the whole water cycle system, and the more optimal the corresponding alternative. The alternatives can be evaluated and selected by comparing the values of the entropy. The application of the proposed methodology is discussed and illustrated in a case study of the Haihe River basin.
2009	Azadeh, A; Fam, I, M.	The evaluation of Importance of safety behaviors in steel manufacturer by entropy. Journal of research in health science.	41.8 per cent of the workers behaviors were unsafe. The most frequent unsafe behaviors were inappropriate use of personal protective equipments (PPEs) with 32 per cent of total unsafe behaviors. The results also notified a significant relationship between age, job experience and educational level on unsafe behaviors ($p < 0.05$). The highest weight, which is obtained by entropy, belongs to using inappropriate tools with weight of 0.1425. The ultimate findings of the study showed that a considerable number of workers' behaviors were unsafe, which is one of the main antecedents of industrial accidents. Conclusion: Considering catastrophic consequences of accidents in steel manufacturing industry, the results emphasize on diminishing unsafe behaviors and recommends applying behavior based safety principles.
2009	Xin-GuiXin; Yang-Qing Yuan; Yang-Huajun; Yang-Chao Xian; Xie-Jin Ning.	Impact Assessment of Land Consolidation Post-project. Transaction of the Chinese Society of Agricultural Engineering.	Taking 19 land consolidation projects implemented as cases, this paper analyzed the social impact of land consolidation post-project by the analytic hierarchy process, entropy method and fuzzy comprehensive evaluation based on field investigation and data processing. The results showed that social impact in chngqing (Sichuan, china) was positive after implementation of land consolidation project.
2009	O' Hara, P. A.	The Political Economy of Climate Change, Ecological Destruction and Uneven development. Ecological Economics.	Various wave of climate change through successive cooler and warmer periods on planet Earth, including the most recent climate change escalation through the open circuit associated with the disembedded economy, social costs, entropy and destructive creation, Climate change and ecological destruction are impacting on most areas especially the periphery, earlier and more intensely than previously thought likely.
2009	Zheng, H.	Rising U.S. Income Inequality, Gender and Individual self-rated health, 1972-2004. Social Science and Medicine. 2009; 69(9): 1333-1342.	Rising income inequality affects individual self-rated health in the U.S. from 1972-2004. Analyzed data suggests a significant association between income inequality and individual self-rated health. The dramatic increase in income inequality from 1972-2004 increases the odds of worse self-rated health by 9.4 per cent. These findings hold for three measures of income inequality; The Gini coefficient, the Atkinson Index, and the Theil entropy index, and the Theil entropy Index. The results also suggest that overall income inequality and gender-specific income inequality harm men but not women's self-rated health.
2009	Barboza-Carrasco. I; Vazquez-Alvarado-J-M-P; Matus-Gardea,-J-A.	Mexico's Social accounting Matrix 2004. Agrociencia Montecillo. 2009; 43(5): 551-558.	The social accounting matrix is a fundamental base to analyze economic policies measure the impact of external clashes and study the dynamics of markets and the structure of institutions. A recent matrix named social Accounting Matrix for Mexico 2004 was built and put at the disposal of experts, through the cross entropy method. The matrix obtained is consistent with the principles of national accounting.

2009	Thorn, -J.S; Nijman, V; Smith, D; Nekaris, K-A-I	Ecological Niche Modeling as a Technique for Assessing Threats and Setting Conservation Priorities For Asian Slow Lories (Primates: Nycticebus). Diversity and Distribution. 2009; 15(2): 289-298.	Data on geographical ranges are essential when defining the conservation status of a species and in evaluating levels of human disturbance. Where locality data are deficient, presence-only ecological niche modeling (ENM) can provide insights into a species potential distribution. And can aid in conservation planning. Here we applied ENM to carry out an anthropogenic risk assessment and set conservation priorities for three threatened species of Asian slow loris. Distribution models were built using maximum entropy (Maxent) ENM. We input 20 environmental variables comprising temperature, precipitation and altitude, along with species locality data.
2008	Li-DongMei; Pu LiJie; Han-shu cheng; Zhou-Quiang	Journal of Fujain Agriculture and Forestry University Natural Science. 2008: 37(4): 415-419.	The decrease of crop and garden land and the increase of resident, industry, mine and transportation land caused the change in information entropy of Weijiang land use structure. Socioeconomic level of whole region is the main factor that induces change in information entropy. Finally, the social, economical and environmental benefits for use and distribution of lands are given.
2008	Wu-YunQing; Shao-Deng Guo; Xiao-Yi	A Comprehensive Benefit Evaluation for the Xiangjiang River Basin Rehabilitation Project. Hydrological Science for Managing Water Resources in the Asian Developing World, 2008; 289-295.	To quantify the benefits and impacts of the project and to also evaluate its advantages and weakness, hierarchical assessment index system considers flood-control, the social economy and ecological environment. Each index of the different categories within the index system was normalized and its weight was determined through an information entropy based assessment method, including both the subjective and the objective assessments; The basin treatment project enhanced the flood control capability, boosted socio-economic development of the region and improved the ecological environment of the basin.
2008	Wu-kai Ya	Comprehensive Evaluation On Development of Agricultural Recycling in Chaohu Basin. China Population Resorces and Environment. 2008; 18(1): 94-98.	By establishing the index system for evaluating agricultural recycling economy and assigning weight of each index with entropy method shows that the recycling development degree of chaohu basin's economy is improving gradually; the primary obstacle is embodied in the index of economic and social development; in addition, there is an increasing effect of obstacle by the recycling usage of resources and reduction of resource input.
2007	Zhou-Hui Cheng; Peng-Hui. Zhong. Chi; Xio-JlanMin.	Optimization and Evaluation of Multi-Objective Crop Pattern Based on Irrigation Water Resources Allocation. Transactions of the Chinese Society of Agricultural Engineering. 2007; 23(9): 45-49.	An interactive fuzzy approach is applied to develop sustainable crop pattern for solving multi objective programming involving vague information related to data, model, formulation, and decision maker's preferences. Furthermore, a model of relative order degree entropy is formulated to evaluate the responsibility of crop pattern alternatives. The case shows that the optimization and evaluation models for multi-objective crop pattern are suitable and can supply theoretical references for a sustainable crop pattern and irrigation water resources allocation.
2005	J. Stephanic.; Sabol, G.; Zebec, M.S.		Revealed that social free energy and social entropy is on the one hand a set of quantities easily determinable from available data, and on the other hand a set of indicators intuitively connected with social system states. We relate the system social free energy and levels of organization and adaptation. From these measures we derive the measure of social system adaptation.
2003	Girish Mahajan and Prakash Mehta	Asia-Pacific-Journal-of-Rural-Development; 13(2): 1-18.	Revealed that there was higher level of agricultural diversification in developed villages as compared to the backwards ones. In developed villages, both economic factors; farm size, tractors, bullocks, extent of tenancy. Farm income, and non-farm income and social factors; family size, age, education of the head of the family and distance were important determinants in explaining the variation in the Herfindal and entropy indices.
1994	Bailey, K.	Social Entropy Theory. State University of New York press Albeny.	Presents the concept of entropy theory not as merely a thermodynamic concept whose utility is primarily limited to the study of heat and temperature change, but rather as a generic concept that is inversely related to the amount of work done. Thus, it is potentially applicable to any system where energy exists in quantities sufficient to permit work. Entropy has the potential to be one of the most important generic concepts available for linking theory and research on all life support systems. All life support systems, in order to be sustainable, must possess sufficient levels of energy. And information. However, merely having available energy and information is not enough for sustainable life support. This energy must be used effectively to do work; with the end result that the entropy is not permitted to rise to uncomfortable levels.

1991	Ozilgen, M; Durkan, A; Ulgen, N	Enthalpy-Entropy and Frequency Factor Activation Energy Compensation Relations for microbial death in fruit juices. <i>Lebensmittel Wissenschaft and Technology</i> . 24 (4): 378-381.	Thermal death kinetics of <i>Leuconstoc mesenteroides</i> and <i>Basillus coagulans</i> were studied experimentally in pH adjusted orange juice and glucose or sucrose added apple juice, respectively. The frequency factor and activation energy of these processes were calculated by using the Arrhenius expression. The activation entropy and the activation enthalpy were calculated with analogy between the unimolecular chemical reactions and the microbial death kinetics by using Eyring's theory.
1991	Jowitt,-P-W	A Maximum Entropy View of Probability Distributed Catchment Model. <i>Hydrological Sciences Journal</i> , 36(2): 123-134.	The probability-distributed catchment model, as originally proposed by Moore & Clarke (1981), is re-examined from a maximum statistical entropy viewpoint. The distribution of water within a catchment is treated as a problem of statistical inference and resolved using an entropy maximization technique. A simple runoff generating mechanism is employed, which, together with the catchment mass balance equation, yields a catchment model involving just one dynamic parameter, y , and two constants, k and γ . The parameter y determines the temporal variation of catchment storage V and runoff q .
1982	Travellion-S.	Welfare, Society and the Social Worker TREVILLION Br J Soc Work. 12: 23-33.	Encompasses the situation where the focus is given to the clients' treatment during the moment of transition between social categories and thereby denied a place in society. An opposition is accordingly presumed to exist between Welfare and Society, to intrude on the relationship between social worker and client, constituting a pressure to resolve the tensions produced by anomaly through the imposition of a welfare identity on the client. In conclusion, it is suggested that behind the apparent 'crisis' in social work lies a crisis in the management of social entropy.
1850	Rudolf Clausius	On the motive power of heat and on the law which can be deduced from it for the theory of heat. <i>Poggendorffs Annalen Physick</i> , LXXIX (Dover Reprint).	In nineteenth-century thermodynamics, and is the subject of the Second Law of Thermodynamics, which states that in an isolated thermodynamic system, entropy will either remain constant or increase toward its maximum, but cannot decrease. This means that in an isolated system, the system will gradually become more and more disordered, until it reaches maximum entropy. This is a complete state of rest or dissolution, with an absence of available energy for doing work.
1947	Danial Katz	The Social Psychology of Organisations, 2 (4): 3-7.	Revealed that open-systems theory seems to us to permit assumption of entropy, the necessary dependence of any organization upon its environment. The open-system concepts of energy, input and maintenance point to the motives and behaviour of the individuals who are the carriers of energies input for human organizations; the concept of output and its necessary absorption by the larger environment also links the micro- and macro levels of discourse.
Discontinuance:			
2011	Johnson, B; K. Vijayaraghavan	Diffusion of System of Rice Intensification (SRI) Across Tamil Nadu and Andhra Pradesh in India. <i>Indian Research Journal of Extension Education</i> . 11(3), September, 2011.	In due course of adoption of SRI practices, few farmers discontinued (which is more of disenchantment) due to more of labor and institutional constraints and less of technical reasons. It was observed that very few farmers in Tamil Nadu (6%) and Andhra Pradesh (10%) discontinued SRI practices after one to two years of adoption. Overall, eight per cent of farmers discontinued SRI practices in both states combined together.
2009	Miller, M. And Mariaola, M.	The discontinuance of environmental technologies in humid tropics of Costa Rica: Results from a qualitative survey. <i>Journal of International Agricultural and Extension Education</i> . 2009; 16 (1): 31- 42.	Revealed that high rate of discontinuance by one time adopters of a suite of conservation farm technologies currently promoted by Earth University. While studying to investigate why some farmers discontinue previously adopted environmental technologies while others continue to use them. It was found that factors springing from the wider socioeconomic context such as change in farming practices or the devolution of responsibility for maintenance to a sole individual.

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2007	Nanadi,-F.N; Akwiwu,-C-D	Farmers' discontinuance decision behavior of yam minisett technology in Imo State, Nigeria. International Journal of Agriculture and Rural Development.2007; 9: 80-85.	This study examines the rate of discontinuance of yam minisett technology reason for discontinuance and the socio-economic determinants of the discontinuance decision behaviors by farmers in Imo State, Nigeria. It was revealed that 63 per cent discontinuance of the use of the technology since yam minisett technology does not yield consumptive yam sizes; yam production is expensive and laborious; poor access to credit and lack of extension and information back up. The discontinuance decision is related to the farmers' age education farm size, farming experience marital status and credit opportunities.
2006	Oladele, O.I. and A.E. Adekoya	Implication of Farmer's Propensity to discontinue Adoption of Downy Mildew Resistant Maize and Improved Cowpea Varieties for Extension Education in Southwestern Nigeria. The Journal of Agricultural Education and Extension. 12 (3): 195-200.	Found that the variables significant in farmer's discontinuance behavior are attitude, extension visit, Feedback provision, marketability and input availability from estimation foremost among the significant variables leading to discontinuance of improved maize and cowpea varieties is extension visits.
2006	Acharya,-S-K; Pradhan,-K; Biswas,-S	Environment-and-Ecology. 2006; 24(3): 689-696	This study was conducted to predict the discontinuance phenomena in the process of technology transfer based on agro-economic and psychosocial factors. The data were gathered from 200 farmers in villages of West Bengal, India. Results revealed that discontinuance phenomenon is a critical eventuality, which would introduce lot of factors for analyzing socialization behaviour of a performing farmer. It was found that farm size, educational attainment, scientific orientation, attitude towards discontinuance contributed predominantly in characterizing the technology socialization process in the form of discontinuance vis.-a-vis. selective elimination. Also, the process of discontinuance has emerged as an integral character of high value farmers who could benefit at the innovative technologies against a better social opportunity.
2005	Oladele, O. I.	A tobit analysis of propensity of discontinuance adoption of agricultural technology among farmers in Southwestern Nigeria. Journal of Central European Agriculture. 2005; 6 (3): 249-254.	After following a survey of arable crop farmers in two states of south-western Nigeria, economic analysis was conducted to identify variable significant in farmers' discontinuance behavior. The variables included in the study are attitude, extension visit, feedback provision, marketability and input availability. From the estimation, significant variables leading to the discontinuance of improved maize and cowpea varieties were identified and foremost among them is extension visits.
2003	Van, T. D.	Assessing Agricultural Development Interventions in the Western Highlands of Guatemala: A Farmer Centered Approach. Unpublished Masters' Thesis Department of Resource Development. Michigan State University.	Found that end of subsidies and educational programming explained the majority of discontinuance. Additional social and economic factors that played a lesser role included that time demands of new technologies compared to traditional farming technique and barriers faced by farmers in obtaining the supplies needed to continue to use the technologies. Also found that when farmers were able to see clear economic benefits they tended to continue using the technologies even after subsidies were unavailable.
2003	Kielmeyer, G.	Discontinuance of Innovation: Social Network Characteristics' Product Attributes and Adopter Traits Related to Post Adoption Behaviour. Unpublished Dissertation. Department of Speech communication. University of Illinois at Urbana-Campaign.	Refers to as completion discontinuance which occurs when an innovation has served its purpose and is no longer needed and also identified what he terms the "hassle factor" a "more than petty annoyance" that single handedly causes individuals to discontinue the use of an innovation. The hassel factors occurs when technical problems associated with the innovation are not adequately addressed, when installation is difficult and when help is unavailable or offered by unhelpful staff members.

2003	Koalwole et al.	Other Side of Farmers' Adoption Behaviour Forms of Discontinuance. Journal of Extension System. 19 (1): 70-80.	Found that the majority (55.3 per cent) of the farmers in the study area had low level of discontinuance were identified. Immediate; Gradual; and rapid based on the nature of innovation and farmers situation. Natural hazards, uncertainty in weather conditions economic constraints senility, and ill health were five major causes of discontinuance. Significant and positive regression relationship between sex and fatalism with discontinuance while significant and negative relationship was found between family size and availability of the innovation with discontinuance.
2003	Oladele, O.I. and Kareem. A.I.	Adoption rate and continued use of selected arable crop technologies. Among farmers in Oyo State Nigeria 1 (3&4): 291 - 294.	Found that the 60 per cent of arable farmers in Oyo State, Nigeria had stopped using fertilizer due to the unavailability, and the ultimately and high cost of the input.
2003	Rogers, E.M.	Diffusion of Innovations Fifth Edition. Free Press. New York.	An important component of the innovation-decision making process which has received little recent research attention is the discontinued adoption behaviour which is the decision to reject an innovation after having previously adopted it.
2002	Alexander et al.	Determinants of genetically modified Organism (GMO) Use: A survey of Iowa Corn-soybean Farmers' Acreage Allocation. In V Santaniello, R.E. Evenson and D Zilberman, eds. Market Development for genetically Modified Foods. Trosobridge, UK: CABI Publishing.	Described discontinuance among farmers who previously adopted genetically modified crops by farmers as disadopters/Non adopters.
2002	Darr et al.	Analysis of Genetically Modified Organism Adoption by Ohio grain Farmers. Proceedings of the 6th International Conference on Agricultural biotechnology. New Arenures for production, Consumption and Technology Transfer. Pavello Italy July 11-14.	Described discontinuance among farmers who previously adopted Genetically Modified crops by Ohio farmers as disadopters/Non adopters.
2002	Ifenkwe, G.E.	Innovation Discontinuance behaviour and its implication for agro technology transfer: Case of household consumption of soybean. Journal of Sustainable Agriculture and the environment 4(1): 133-138.	Results indicate a high level of awareness for most utilization forms, as well as high rate of discontinuance. Adoption constraints were found to include availability of alternatives and disenchantment with the performance of the innovation.
2002	Miiro, R.; Esilaba, A.; Soniia, D.	Integration and dissemination of green manure cover crops in small scale farming system: Success and constraints in eastern Uganda. Maurik Bulletin 2002; 5: 59-68.	The use of Crotalaria dropped from 34 per cent in the first season to 10 per cent in the last season. Constraints to the integration included drought, labor bottlenecks and storage difficulties particularly lablab and Crotalaria seed. Aspects of non-adoption and discontinuance of the crops were traced to poor farmer group management and lack of information.

The Related Studies and Implication

2001	Gowda, M.J.C.; Varadaraju, G.M.	Adoption of soil and water conservation practices- a psychological perspective. Indian Journal of Dryland Agricultural Resaearch and Development. 2001; 16 (1): 25-33.	Discontinuance of soil and water conservation practices is a serious malady in improving dry land farming. The elderly farmers, farm youth and farm women, who were the decision makers in their respective families practicing only dry farming. Significant association between adoption and attitude was noticed for three practices. Lack of favorable attitude could be one of the reasons for non adoption or discontinuance of soil and water conservation practices. The theory of mindlessness explains the lack of association between the attitude and adoption.
2001	Hostalot. Abas, A.M.; Sorni Hubrecht, A.; Jovani Roda, L.; Rosal. Roig, J; MerceGratacos, J.; et al.	Breast feeding in Southern Catalonia. Epidemiological analysis of sociocultural and health factors influencing choice and duration. Anales Espanoles de Pedeutria. 2001; 54 (3); 297 -302.	While studying the incidence and prevalence of breast feeding and to determine the factors that influence the mother's decision to breast feed or to use adapted milk, it was revealed that on leaving 78 per cent of the neonates were receiving breast milk only. After 15 days, 89.7 per cent of the neonates continued to receive breast milk and at 6 months this figure was 39 per cent Breast feeding was discontinued after a mean of 2.5 months. The mean age of mothers who breast feed was 30.2 years and that of mothers using adapted milk was 27.9 years. The mothers' level of education did not influence the decision to breast feed. Being in paid employment did not influence the decision to breast feed. The main reasons for discontinuance were hypogalactia, "feeling hungry" and work.
2001	Kremer, K.et al.	Evaluation of an agricultural innovation: the N-Trak soil nitrogen test- adopted and discontinues or reject. Technology in Society: 23: 93-108.	Studied the diffusion adoption and discontinuance of soil nitrogen test kits in Iowa. Most users tried the kits primarily from an economic rather than an environmental motivation and farmers found them to be incompatible with their needs for three primary reasons: 1) They required labor and capital expenditures that the farmers were not able or willing to commit in the spring season; 2) They were not compatible with their other farming practices; 3) Those who did want to test for nitrogen levels found that other testing options met their needs better than the kits.
2000	Ezatollah, K. and H.R. Ebrahimi	Over fertilization with Phosphorus in Iran: A sustainability Problem. Journal of Extension Systems. 16 (2): 100-120.	Found that there were different groups of farmers with regard to over fertilization behavior which leads to discontinuance.
1995	Parthasarthy, M.	The impact of discontinuance of the subsequent adoption of an Innovation: Theoretical foundation and empirical analysis. Unpublished doctoral dissertation. University of Nebraska, Interdepartmental Area of Business marketing.	Another elaborated further on the idea of disenchantment when he discusses underutilization discontinuance. This type occur when adopters gradually lose interest in or motivation to use an innovation. Under utilization is closely related to unpleasant consequences of using the innovation. Many innovations are used directly after adoption but when fade from use as other technologies are adopted or the individuals' priorities shift Fashions, fads and impulse buys are likely to suffer from underutilization discontinuance.
1995	Greve H.R.	Jumping ship: The diffusion of strategy abandonment. Administrative Science Quarterly. 40: 444:473.	Reported the discontinuance of the easy listening format by radio station in USA.
1993	Ogunfeditimi. T.	Abandoned adoption: Why adopters discontinued use of previously adopted innovations, Journal of Extension Systems. 1993, 9: 1-2	It has been observed that many adopters of new innovations, especially in developing countries, either temporarily set aside or completely abandon such innovations over a period of time. In an outreach project for maize and cassava in Oyo state and cocoa in Ondo state in Nigeria, the reasons for abandoned adoption were identified. The most important of these were lack of stable back-up support services and untimely supply of inputs.
1992	Reinemeyer et al.	A survey of ovine parasite control practices in Tennessee. Veterinay Parasitology. 42(1/2): 111-122.	The most common reasons for discontinuance were dissatisfaction with the clinical response after treatment and inconvenience of administration.

1991	Buckman,-S-J	An investigation of the relationship between activity to loyalty and perceived constraints. Journal of Leisure Research, 1991, 23 (4): 332-344.	Very little is known about the constraints that influence individuals to discontinue their participation in leisure activities. The purpose of this study is to examine the relationship between loyalty and the perception of constraints among golfers. Based on combining a measure of affective attachment with one of frequency of participation loyalty was classified as high spurious, latent or low. Result of analysis revealed that these were significant difference between types of loyalty and the perception of individual, social and pricing/distribution constraints.
1991	Ikpi et al.	House hold time allocation- the ultimate determinant of improved agricultural technology adoption in Nigeria: an empirical activity inter phase impact model. Proceeding of the 21st international conference of Agricultural economists, Japan. 22nd - 29 August 1991 pp 481-501.	Shows that where farmers have to adopt a new crop technology that shifts time from their farming to home production activity sector, the probability and rate of adoption of such technology are higher. Also as family time is shifted away from the farming sector to home production sector, the economic impact index increases.
1991	Mascarenhas, B.	Adoption, discontinuance and retention of a capital goods innovation Journal Management Studies. 23: 92-101.	Innovation discontinuance is conceptually very different from that of innovation adoption because adoption is concerned with the initial decision, whereas continuation or discontinuation refers to ongoing commitment and the availability of the resources necessary to sustain use.
1991	Lansing, Stephen.	Balinese Water Temples and the Management of Irrigation. American Anthropologist 89: 326-341. A (E).	When the IRRI miracle rice varieties were introduced at Bali island in Indonesia by Indonesian extension workers, they ignored the indigenous irrigation system. The miracle rice had as shorter growing session than his existing varieties on Bali, and was incompatible with the irrigation schedule of the Hindu Priests of a series of Hindu water temples. The eventual results were lower, instead of higher, yields from the new rice, and then it's discontinuance by Balinese farmers. These problems could have been avoided if the extension workers had not ignored the indigenous knowledge system for rice irrigation.
1991	Mohapatra-B.P.; Kanuugo- A.P.; Sangram Sing – S.P.	A study on the adoption behavior of farmers in respect of improved agricultural practices, Orissa Journal of Agricultural Research. 1991, 4: 3 - 4, 181-186.	Partial adoption was noted for plant protection measures and fertilizer use. The reasons for non-adoption of inputs water; time, high costs, labor shortages and lack of knowledge. Friends and neighbors seem to be the best sources for learning about new ideas.
1991	Uli, J.	Adoption of vegetable market gardening as cash raising activity among the Baidayuh farmers in Siburan, Sarawak Museum Journal. (1991). 42 (63):177-192.	Bidayuh farmers adopted VMG (Vegetable market gardening) through emulating Chinese vegetable gardeners. Discontinuance of VMG was caused either by replacement or disenchantment.
1990	Amtmann, C.A.; Olivares, L.	Technological behaviour of dairy farmers in a rural area of southern Chile. Archivos de Medicina Veterinaria. (1990); 22 (1); 35-44.	The technological behavior of commercial and dairy farmers living in a rural area in S. Chile was analyzed using a social survey. The results indicate that these were a slight increase in the adoption rates of new technology in comparison with previous studies. Discontinuance of techniques, mainly because of the instability of agrarian policies or assistance services were pointed out as the major barriers in the dissemination of technological improvements.
1990	Nji, A; Daouda.	Technical factors related to the rejection of inland fish farming in the west and North-West provinces of Cameroon. Tropiculture (1990); 8(4): 189-192.	A basic assumption of adoption diffusion theory is that once a farmer accepts a new idea, he will continue to use the innovation on a continuous basis. However, results obtained from data on inland fish culture in the North West and Western provinces of Cameroon, Contest the tenability of this assumption and revealed that inland fish culture, on innovation, was abandoned after initial adoption by farmers. Reasons given for discontinuance included unprofitability of the activity, ignorance of pond maintenance techniques, lack of time to care for the fish, and inadequate access to reliable extension services.

1988	Backman, S.J.	An investigation of the relationship between activity to loyalty and perceived constraints. Journal of Leisure Research, 1991, 23 (4): 332-344.	Consumers' level of attachment to recreation services may influence some individuals consistently to participate and others to discontinue participation in recreation services. Those consumers who transmitted negative information. Three personal characteristics (Side-bets and perceived skill level) were found to discriminate between active and passive discontinuers of golf and tennis.
1967	Leuthold, F.O.	Discontinuance of Improved Farm Innovation by Wisconsin farm Operators. PhD Dissertation. University of Wisconsin Madison.	Concluded that the rate of discontinuance was as important as the rate of adoption in determining the level of adoption of an innovation at any particular time and reported that the per centage of discontinuance among Canadian farmers ranged from 18 per cent for innovators and early adopters, to 24 per cent for early majority to 26 per cent for late majority, to 37 per cent for laggards.
1966	Coleman, James S., Elihu Katz., and Herbert Menzel	Medical Innovation. A diffusion Study, New York, Bobbs-Merill, pp. 25, 30-32, 52-59, PH(E).	There are two types of discontinuance: (1) replacement and (2) disenchantment. Replacement discontinuance is a decision to reject an idea in order to adopt a better idea that supersedes it. In many field there are constant waves of innovation. Each new idea replaces an existing practice that was an innovations in it's day. The adoption of "gammanym" (tetracycline) led to discontinuance of two other antibiotic drugs of Columbia.
1964	Bishop, R and C.M. Coghenuor.	Discontinuance of Farm Innovations. Memeo Bulletin. A.E 361. Department of agricultural Economics and Rural Sociology. Ohio State University, Columbus.	Reported that the percentage of discontinuance among Ohio farmers ranged from 14 per cent for innovators and early adopters, to 27 percent for early majority, to 34 per cent for late majority to 40 per cent for laggards.
Conflict:			
2012	Nneoyi,-I-O; Ndifon,-H-M; Angba,-A-O; Effiong,-J-B; Akinmosin,-O-C	Journal-of-Food,-Agriculture-and-Environment. 2012; 10(1 part 1): 445-449.	The study determined the impact of conflicts on agricultural production in the Niger Delta of Nigeria with specific evidence from Cross River State. The state was purposively selected because of its high rate of communal conflict. A multi-staged sampling procedure was employed and respondents were randomly sampled from two different communities where conflicts have occurred over time. A total of 60 respondents were used for the study. Data were collected from respondents using personal interviews, with the aid of structured questionnaire. Descriptive statistics as well as inferential statistics (ordered probit regression) were used to analyze data. Results from the descriptive analysis revealed that a greater percentage of the respondents (63.33%) were farmers, 41.67% were youths between the ages of 21 and 40 years, majority (56.67%) had low educational attainments and there was a high level of unemployment (90%) in the area, while 25 percent of the respondents earned as low as N30,000 or less per-annum. The results of the hypotheses tested revealed that there is a significant relationship between conflicts and respondents' socio-economic characteristics such as age, occupation, marital status, family size, education and employment status while gender, income and infrastructure were not significant. The result also showed a significant but negative relationship between agricultural GDP and conflict. Therefore, the study noted that strategies and programmes aimed at addressing the socio-economic needs of the people and investments in agriculture were required to stem the spate of conflicts in the Niger-Delta region of Nigeria.
2010	Herrera, A.; Gonzalez, de. Molina, M; Soto, D.	The Andalusion Alliance for nature (1985). Confluence of rural and environmental movements. Historia Agraria, 2010; (50): 121-147.	Specific social movements like the Andalusian Agreement for nature (Pacto Andaluz por la Naturaleza, 1958/1986)., is the first expressions of the Spanish green movement. This green movement, claiming for a new sustainable use of forests arose from the confluence of several environmentalist organizations and the traditional peasant Union (Sindicato de Oreres del Campo). The struggles achieved a new forest policy (1989) adopted by the regional government, introducing new ecological values in the population beyond the traditional conservationist conception of environmentalism. This is the history of the confluence of an old social Movement, the peasant movement, and a new social movement, the green one. We consider this to be good example of understanding the complexity and the auto transformation capacity of the social conflict.

2010	William, A.; Marcelin, L. H.	“If they could make us disappear, they would!”. Youth and violence in Haiti.	This study explores community level risk and protective factors for youth violence in Cite Sokil, Port-au-Princes’ most. Violent Slum. The youth of Cite Soleil have often been mobilized to violence by powerful actors as tools for achieving political or financial gain. Youth frame their experiences in terms of broader social conflict between the included and the excluded and view violence as an effective means of obtaining what is denied to them by society opportunity, respect and material benefits.
2006	Caruso, R.	Conflict and Conflict Management with Interdependent Instruments and Asymmetric Stakes. University Library of Munich, Germany, MPRA Paper 214.	In a model of conflict where two asymmetric, rational and risk-neutral opponents clash in order to redistribute a divisible prize in their favor. A Potential Settlement Region (PSR) is presented as the set of all possible settlement points. The agent with the lower evaluation will expend efforts in conflict management only when the asymmetry is extremely large. When agents are asymmetrical both in evaluation of the state and fighting abilities, there is also a smaller PSR. Finally, the concept of entropy has been applied as a tool for the measurement and evaluation of conflict and conflict management.
1999	Jehn-K-K.; A., Gregory, - B. Northcraft Margaret A. Neale;	Why Differences Make a Difference; A field Study of Diversity, Conflict and Performance in Workgroups; Administrative Science Quarterly, Vol. 44.	A multimethod field study of 92 workgroups explored the influence of three types of workgroup diversity (social category diversity) and two moderators (task interdependence) on workgroup outcomes. While groups have become central to organizations, they present their own intrinsic problems of coordination, motivation and conflict management (Gladstein 1984; Jehn 1995).
1998	Barber, C.V.	Forest resources scarcity in Indonesia Environment Washington. 1998; 40 (4): 4-9, 28-37.	The causes of the increasing scarcity of forest resources in Indonesia are examined, and the ways in which that scarcity is leading to growing levels of social conflict are analyzed. After brief overviews of Indonesia’s forests resources and forest policies in historical and political context, the various processes contributing to forest scarcity are discussed with particular references to environmental degradation. Increased demand for resources, and unequal resources distribution. Several case studies outline local conflicts over forest resources access.
1997	Jehn-K.-A,	A Quantitative Analysis of Conflict Types and Dimensions in Organizational groups; Administrative Science Quarterly, Vol 42.	In much of the previous literature, conflict is generally deemed detrimental to performance and satisfaction (March and Simon, 1958; Pondy, 1967; Blake and Mouton, 1984). Thus it is no surprise that today’s managers and employees still overwhelmingly view conflict as negative and something to be avoided or immediately resolved (Losey, 1994; Store, 1995). Recent studies however, have examined the benefits of organizational conflict and methods for stimulating productive conflict and (Tjosvold, 1991; Amason and Schweger, 1994, Jehn 1994, 1995, Vand de Vliert and Dreu, 1994; Pelled, 1996). For example, task related management team conflict can improve organizational performance and growth through enhanced understanding of various viewpoints and creative options (Bourgeois, 1985; Eisenhardt and Schoonhoven, 1990).
1996	Floyd, D.W; Germain, R.H; Horst, K- ter.	A model for assessing negotiation and mediation in forest resources conflicts. Journal of Forestry. 1996: 94(5): 29-33.	Social conflict over forest resources has led to arguments for a more accessible participatory decision-making and planning system in forest management. This evaluates the use of such alternative dispute resolution (ADR) techniques in 12 forest management disputes across a variety of issues, region and agencies in the USA. It identifies variables associated with successful use of ADR in forest resource management and the attitude of the participants in the process.
1995	Ospina, Restrepo, J.M.	Beyond subsistence parcels. Revista Nacional de Agricultura Bogota, 1995; 912: 11-15.	In the past land was considered to be part of family’s inheritance and productivity was often discounted. Previous attempts at agrarian reforms therefore often led to social conflict and unrest between landowners and peasants. However, the current reforms aim to overcome this problem through its legislative structure and monitored negotiation between landowner and peasants. Subsidies are available for land purchase as a credit for production inputs and community enterprises are being encouraged.
1994	Cholchester, M	Sustaining the forests the community based approach in South and South-East Asia. Development and Change 1994; 25 (1): 69-100.	The concept of sustainability emphasizes four basic principles, were applied to rural communities; that basic needs must be met; that resources would be subject to local control; that local communities must have a decisive voice in planning; and that they should represent themselves through their own in institutions. These principles have been notionally accepted by development planners and conservationists at all levels. International and national policies and development program increased poverty, social conflict and rapid deforestation. Traditional knowledge and system of land use have proved far more environmentally appropriate, resilient and complex than initially supposed by outsiders.

1994	Couch, S.R; Kroll, Smith, S.	Environmental controversies, international resources and rural communities: Siting versus Exposure disputes. Rural Sociology, 1994; 59(1) 25 - 44.	Differences in the types of social conflict occurring in facility seating disputes and toxic contamination cases in the USA are compared. An ecological-Symbolic perspective and weak ties are used to interpret the nature of social conflict in two rural Pennsylvania communities and in case in the literature. Overall, community solidarity appears likely to be enhanced in seating disputes undermine in exposure situations. To explain this two conflict paths were developed that move from the presence or absence of the hazard agent to individual perceptions. The generation to collective threads beliefs and the formation of strong ties, the emergence of alternative leadership and its relationship to official authorities and finally the formation of weak ties. In each cases the type of community conflict results from the nature of the perceived environmental threat and social process that threat set in motion.
1994	Chiang, C.C.	A Study of Social Conflict in rural Mainland China. Issue and Studies. 1994; 30(3): 35-50.	The incidents of unrest that have occurred in rural areas of mainland china over past few years have usually involved conflicts between rural cadres and ordinary farmers. Stripped of their traditional sources of political and economic power by the economic power by the economic reforms, cadres have resorted to exploitation of the farmers, many of whom are suffering from the effects of a wider agricultural malaise, including low grain prices and rising production costs.
1993	Ayuwat, D.	Effects of migration patterns on forest use and forestry projects in a Thai village. Society and Natural- Resources, 1993; 6(2): 195-202.	Patterns of forest clearance, land acquisition, and forest use in national reserved forest in Thailand are related patterns of migration and settlement. Migration pattern also influence social conflict and community cohesions. In particular migration pattern have created inequitable acquisition of forest land and this is the basis for the present conflicts between different groups of migrants. Information learned from this study provides answers to important question about forest use and land allocation in terms of the best implementation strategies for a social forestry project.
1992	Pace, R.	Social Conflict and political activism in the Brazilian Amazon: A case study of Gurupa. American-Ethnologist. 1992; 19(4): 710-732.	Economic and Political conditions leading to social conflict and to political activism by small farmers and rubber/timber extractors in the rural Amazonian community of Gurupa, Para, Brazil, Burupa's case compared with a general frontier scenario in which activism is generated by severe dislocations affecting land tenure and social relations of production, as well as by violence. Social dislocations here stem largely from market-based tensions, including past depression, inflation and an extraction boom that is depleting resources and threatening the farmer's/extractors means livelihood.
1992	Pausewang, S.	The responsibility must remain in the village. Hunger,-eing-Report-herausgeben-von-der-Deutschen-Welthungerhilfe. 1992; 97-108.	Recent political and social conflict in Ethiopia outlined that a government symposium is 1992 recognized that with some 80 per cent of population being peasant farmers, and no capital available for development, the urban elite must cease to exploit the peasants and current policies of adjustment, privatization and liberalization, have taken little account of their interests. The recurring danger of Civil war and the lack of resources mean that policies to deal with food supply, health and education can only be operated effectively through local self-help.
1991	Dahl, G.	The Beja of Sudan and the famin of 1984-1986. Ambio, 1991; 20 (5): 189-191.	To understand the relationship between natural disaster and conflict, it is necessary to examine how resources decline and competition are explained locally. Famine was considered neither to have resulted from their own action nor to be amenable to alleviation by them, both being function of God, perhaps acting through the central government.
1991	Finn, G.P.T.	Racism, religion and social prejudice: Irish Catholic clubs, soccer and Scottish society-11. Social Identities and conspiracy theories. International Journal of the History of sport 1991: 8(3): 370-397.	The admixture of anti-Irish racism and religious and social prejudices which fuelled the antagonism directed against Irish Catholics in the past in Scotland is now recycled in a form more acceptable to contemporary social values. The setting up of the clubs reveals the complex collective social identity of a community. Which believed itself to be Scottish but wished to retain pride in its Irish ancestry. It examined inter group conflict, social identity and perceptions of disloyalty as well as perception of provocation and disloyalty.
1991	Shiva, V.	The political and cultural costs of the green revolution. The violence of the green revoelution: Third world agriculture, ecology and politics, 1991: 171-193.	The green revolution in the third world was based on the replacement of cropping systems based on diversity and internal inputs with systems based on uniformity and external inputs. The cultural and political costs of the strategy are believed to be substantial in the case of the Indian Punjab where the technology displayed considerable success. These consequences focussing on the political, economic and social conflict that characterizes the Indian Punjab today.

1991	Mehta, M.	Gender development and culture changing-perception writings on gender and development 1991: 286-288.	Gender inequalities are seen as a deterrent to rural development. The work of OXFAM, a UK non-governmental, non-profit organization(NGO) and its approach towards solving the gender problem in rural developing societies argued that sex determination in India is acknowledged among traditional societies but it is never dealt with for fear that it may fuel social conflict and change.
1991	Mahendrarajah, S.; Warr, P.G.	Water management and technology change: Village dams in Sri Lanka. Journal of Agriculture Economics. 1991: 42 (3): 309-324.	The traditional water management practices observed in the villages is based on common property access and serves to minimize social conflict over water rights. They are also acceptably efficient in economic terms, given the water demands of the traditional rice production technology. Adoption of high yielding variety rice technology produces a dramatic increase in rice output, but the traditional water management practices then become less efficient.
1990	Jalali, R.	The state and the political mobilization of a disadvantaged. The case of the scheduled Castes in India. Dissertation Abstracts International A. Humanities and Social Sciences. 1990; 51(1): p 302.	The study focus on India's preferential policies for the scheduled Caste community how the government policies shape the ways in which groups organize and demands they make, the manner in which such policies influence the nature of social conflict. It is shown that in demographic systems government policies in favor of disadvantaged groups can transform a passive inarticulate section of society into a politically active group. Once mobilized this group is not necessarily co-opted by the state but remains vigilant in protecting and advancing its interest.
1990	Mitsov, M.	Effect of ownership on social relations in the village. Sleskoslopanka-Nauka, 1990; 28(5): 51-54.	The type of land ownership in operation determines the relationship between individuals and groups of people. Long term state ownership in Bulgaria created problems with regard to material incentives for farm workers and led to many production units operating at a loss or near bankruptcy. This had a corresponding negative effect on the living standards of people in both the towns and villages. To avoid social conflict and encourage more efficient agricultural land use, all forms of land ownership (Socialist and Private) need to be recognized.
1990	Toppo, S.	Aging and aged in the tribal cultural variances. Journal of Social Research, Ranchi. 1990; 33 (1/2): 123-130.	While over viewing gender differentiation on in ageing; Social differentiation and ageing; the status of the aged in the community; health and mental health, it was concluded that security for the aged lies in seeing their children married and reproducing; it is their reincarnation. They may also in clinging to old customs and practices cause social conflict. Old people need the same devotion and service those children, from both their community and the authorities.
Rejection:			
2010	Dodge, K.A.; McCourt, S.N.	Translating models of antisocial behavioural development into efficacious interventions policy to prevent adolescent violence. Developmental Psychology, 2010; 52 (3): 277-285.	Adolescent chronic antisocial behavior is costly but concentrated in a relatively small number of individuals. The search for effective preventive interventions draws from empirical findings of three kinds of gene by environmental interactions is 1. Parenting behaviors mute the impact of gene; 2. Genes alter the impact of traumatic environmental experiences such as physical abuse and peer social rejection; and 3. Individuals and environments influence each other in a dynamic development cascade.
2009	Chan-Kityee; Rungpueng, A; Reidpath, D.D.	AIDS and the stigma of sexual promiscuity; Thai nurses' risk perceptions of occupational exposure to HIV. Culture, Health and Sexuality, 2009; 11 (4); 353-368.	The perceived certainty of social ostracism was reinforced by participants' observation of the social rejection experienced by people living with HIV/AIDS both within and outside clinical settings. For female nurses, the dominant social perception that women living with HIV/AIDS were violators of gender norms and thus 'guilty' victims was an issue central to their self-identities. Ways of improving care for people living with HIV in the light of the nurses concerns and future research are discussed.
2009	Uzochukwu, B.S.C.; Onwujekwe, O.E.; Onoka, A.C.; Okoli, C.; Uguru, N.P.; Chukwuogo, O.I.	Determinants of non-adherence to subsidized anti-retroviral treatment in southeast Nigeria. Health-Policy and Planning, 2009; 24 (3): 189-196.	While studying the factors responsible for non-adherence to free/Subsidized ARV treatment in south-east Nigeria, it was found that reasons for non-adherence included; physical discomfort (side effects); non availability of drugs at treatment site; forgetting to carry drugs during the day; fear of social rejection; treatment being a reminder of HIV Status; and selling of own drugs to those unable to enroll in the projects. Being female, under 35 years, single and having higher educational status were significantly associated with non-adherence.

2005	Castle, D.; Dalglish, J.	Cultivating fertile ground for the introduction of plant-derived vaccines in developing countries. <i>Vaccine</i> , 2005; 23 (15): 1881-1885.	To realize the potential benefits of plant-derived vaccines, especially for developing countries in which health inequalities are most acute social challenges must be anticipated and addressed in a way that will foster concrete policy alternatives. The ultimate aim is to minimize the risk of premature social rejection of plant derived vaccine.
2005	Poku, K.A.; Linn, J.G.; Fije, B.L.; Agar, S.; Kendrick, L.	A comparative analysis of perceived stigma among HIV-positive Ghanaians and African American males; <i>Sahara J: Journal of Social Aspects of HIV/AIDS</i> . 2005; 2(3): 344-351.	In a quantitative method to address two questions like; 1). Do Canadian and African American males with HIV/AIDS experience different types and degrees of stigma? And (2) Is the impact of stigma associated with HIV/AIDS on the self different for Ghanaians and African American males; four dimension of stigma (Social rejection, financial insecurity, internalized shame, and social interaction) were identified and measured.
2003	Hayaki, J.; Friedman, M.A.; Delensky, S.S.; Brownwell, K.D.	Sociotropy and bulimic symptoms in clinical and non clinical samples. <i>International journal of Eating Disorders</i> . 2003; 34 (1): 172-176.	Studies of interpersonal functioning among individuals with bulimia nervosa consistently reveal issues of social dependency, need for approval, and fear of rejection. These themes are conceptually related sociotropy, a cognitive-personality factor that has been implicated in the development and maintenance of depression. Individuals high in sociotropy are keenly invested in attaining others approval and avoiding social rejection.
2002	Harvinder-Kaur; Barkel, W. Van.	Is begging a chosen profession among people living in a "leprosy colony". <i>Leprosy Review</i> , 2002. 73 (4): 334-345.	Leprosy is highly stigmatized disease that apart from the physical ailments and deformities causes psycho-socio-economic problems to the people affected. As a result of social rejection, leprosy colonies were formed inhabited by the leprosy-affected families. With inadequate socioeconomic support and help, these people often have resorted to beggary as a way to earn their living.
1999	Hayman-PT; Alston-CL	A survey of farmer's practices and attitude to nitrogen management in the northern New South Wales grains belt, <i>Australian Journal of Experimental Agriculture</i> . 1999, 39; 1, 51-63.	A survey of 400 wheat farmers in northern New South Wales in April 1997 revealed that many have recently changed their fertilizer practices. The study found a disparity between the level of measurement and precision suggested by the majority of research, development and extension programs compared with the methods used by farmers. In general, the respondents have rejected, regular soil testing, the use of climate forecast and decision support program.
1997	Sherpa-HGL; Ojha-PR; Sharma-A.R.	Why farmers adapt or reject agricultural technologies? (A case study of improved maize and wheat varieties in the ex-local target area of Pakribas Agricultural centre at Dhankuta district of eastern Nepal).	The socio-economic characteristics of the adopters and rejecters are assessed together with the reason for household choice. Of the variables used in the analysis, ethnicity, family size, education of household heads, and food availability were found to have a significant effect on adoption of improved wheat varieties but none of these areas significant with regard to maize. Storage losses due to the weevil damage and the yellow color of the grain were the major reasons for the rejection of improved maize varieties.
1994	Moberg, M. C.L. Dyer.	Conservation and forced innovation; responses to Turtle Excluder Devices among gulf of Mexico. <i>Human Organization</i> . 53(2): 160-166.	Examined the responses of fishermen towards Turtle Excluder Device (TED) as a forced innovation in Alabama, USA. The policy makers relied upon the diffusion of innovation model to promote TED among fisherman and the research indicated that such models were at best of limited relevance to situation of forced innovation. The rejection of TED followed from the perception that they posed a potentially fatal threat to livelihood.
1995	Rogers	The Innovation- Decision Process. In <i>Diffusion of innovations</i> . The Free Press. New York. pp. 171	Rejection is a consequence of innovation-decision process. Rejection is a decision not to adopt an innovation. This phenomenon is intra-decisive and cognitive in nature. The innovation decision process can just as logically lead to a rejection decision as to adoption. In fact each stage in the innovation decision process is a potential rejection point. For Instance it is possible to reject an innovation at the knowledge stage by simply forgetting about it after gaining initial awareness and knowledge.

1991	Hudson-C	Mechanisation of sugarcane production for animal feed. Proceedings of the 24th West Indies Sugar Technologists Conferences, Kingston, Jamaica, 8-12 Apr. 1991. 161-171.	The possibility and advisability of growing sugarcane specifically as animal feed is examined. It is noted that variety that have been rejected as unsuitable for sugar production could give good animal feed.
1986	Eveland, J.D.	Diffusion technology transfer and implication; Thinking and talking about change knowledge. 8 (2): 303-322.	Noticed the two different types of rejection in innovation decision process. These were active rejection and passive rejection.
1980	Rice, R.E. and E.M. Rogers	Reinvention in the innovation process Knowledge. 1: 499-514.	Opined that adopter generally thought reinvention was a desirable quality. They emphasized or even over emphasized the amount of reinvention that they had accomplished. The choices available to a potential adopter were not just adoption or rejection; modification of the innovation or selective rejection of some component of innovation might also be options.
1962	Mason, R.G.	An Ordinal Scale for Measuring the Adoption Process in Wilbur Schramm (ed), Studies of Innovation and Communication to the Public. Stanford, CA, Stanford University, Institute for Communication Research C (E).	Opined that a decision to adopt or reject was often not the terminal stage in the innovation decision process. Mason found that Oregon farmers sought for information after they had decided to adopt, as well as before. At the confirmation stage the individual (or) some other decision making unit) sought reinforcement of the innovation decision to adopt or to reject the innovation if exposed to conflicting messages about the innovations. At the confirmation stage, the individual sought to avoid a state of dissonance of reduce it, if it occurred.
Disagreement			
2010	Cocia, R.I; Russu, A.S.	Attitude of Romanian pet Caretakers towards sterilization of their animal gender conflict over male, but not female, companion animals. Anthrozoos, 2010; 23 (2): 185-191.	Sterilization of companion animals is in most cases an expression of caretaker's will. Romanian pet owners showed an overall level of slight disagreement toward the sterilization of companion animals. Gender biased attitudes of the Romanian caretakers towards the sterilization of their own pets emerged only when the sex of animals was taken into consideration regardless of the type of pet. Romanian men disgraced with neutering male pets while Romanian women were more likely to agree with neutering male pets. No gender difference was detected regarding the spaying of female pets, with both genders showing a slight level of disagreement.
2006	You, L.; Wood, S.	An Entropy approach to special disagreement of Agricultural production; International Food Policy Research Institute. Agricultural Systems October 2006; 90 (1-3): 329-347.	While agricultural production statistics are reported on a geopolitical-often national basis, we often need to know the status of production or productivity within specific sub-regions, watersheds, or agro ecological zones. We describe a new entropy based approach to making spatially disaggregated assessments of distribution of crop production.
2001	Einarsson, N.P.	The Disagreement on Agriculture; Seedling, The Quaterly Newsletter of genetic Resources Action International.	The world trade organization (WTO) agriculture agreement is coming up for its renegotiation. Whether or not the new round of The WTO becomes. Reality members have committed themselves to revisit the agriculture rules. In an article based on a longer study, Peter Einarsson gives overviews of the agreement and reviews the options available to governments. His conclusion based on work by a number of NGOs, is that governments really want to make progress, they must dare to question the absolute priority of the trade liberalization agenda More important agricultural policy objectives like food security and sustainability must be put first and trade rules made subject to them, not the other way around.

1998	Stonehouse, D.P.	Evaluating the effectiveness of reducing non-point source pollution from agriculture: A case study of a North American (Great Lakes) watershed. Headwaters: water proceedings of headwater, 98; Fourth International Conference on Headwater Control, Merano, Italy, April, 1998: 345-355.	This great lakes case study demonstrated a basis for monetary assessment of private (on farm) and public welfare (off-farm) impacts of non-point source pollution control. It employed a net social welfare thinking and scalar index of water quality and evaluated three conservation strategies: (1) Crop rotation, (2) Tillage, (3) Riparian Buffers. Combination of conservation measure outperformed individual practices used in isolation. However, whilst conservation tillage was the best practice for both the farming and non-farming communities, conservation cropping and riparian buffers had environmental impacts but negative net social welfare outcomes, heightening one cause of disagreement between those who use environmental and those who employ economic criteria for environmental management.
1997	Egan, A.F.; Row, J.; Peterson, D.; Philippi, G.	West Virginia Tree Farmers and consulting foresters: A comparison of views on timber harvesting.	The intent was to examine the attitudinal similarities and differences between citizens who own forestland and are predisposed to forest management and forestry professional often charged with asserting with the management of these resources. Results of contingency table analysis indicated agreement between landowners and foresters on general harvesting philosophies and objectives. But disagreement on specific logging outcomes and environmental effects. The possibility of significant differences between landowners and foresters on issues such as banning clear cutting and the effects of logging on the forest environment indicates a need for effort to educate not only landowners about forest practices, but also foresters about landowner objectives and attitudes.
1995	Acharya, S; Papanek, G.F.	Explaining Agricultural Wage Trends in India. Development Policies Review, 1995; 13(1): 23-39.	Extension literature on the relationship between rates of economic growth and incomes have questioned whether the poor benefit from rising agricultural output. A definitive answer has been Handicapped by the paucity of consistent long term series. There is also disagreement on the causal linkages between growth in output and changes in the income of the poor.
1993	Popat, M.N.; Patel, H.L.; Prajapati, M.R.	A Sale To Measure Farmers Attitude Towards Sprinkler Irrigation System. Gujarat Agricultural University–Research Journal. 1993: 18(2): 80-83.	A scale to measure the attitude of farmers towards Sprinkler Irrigation System (SIS) was developed using the scale product method. Twenty attitude statements were selected from a total of 52 on the basis of agreement by 45 judges as to the favorability or unfavorability of statement. Against each of the 20 statements, there are five columns representing a five point continuum of agreement and disagreement.
1992	Dunlap, R.E.; Beus, C.E.; Howell, R.E; Waud, J.	What is Sustainable Agriculture? An Empirical Examination of faculty and farmer definition Journal of Sustainable Agriculture, 1992; 3(1): 5-39.	To overcome the ambiguity of the concept of sustainable agriculture in surveys of personal definition of this phenomenon, a semi-structured approach allowing respondents to provide their own definition was employed. Farmers’ responses to each component of sustainable agriculture highlighted points of agreement and disagreement between the samples.
1991	Goldberg, A.D.; Chandler, T.J.L.	Athletics in the Social Value System of high School Girls. Abstracts of Research Papers presented at the San Francisco, California, Convention of American alliance for Health Physical Education, Recreation and Dance in the Research, Consortium Meetings, 1991; p 112.	There continues to be disagreement about the potential role conflict experienced by women who, having chosen to participate in the traditionally defined male domain of competitive athletics, must balance the roles of female and athlete. 85.3 per cent of sample saw little importance in being remembered as outstanding athlete participants and non-participants believed that their parents attached significantly different degree of importance to athletics and leadership in activity.
1989	Al Odaibi, A.I.	Job Satisfaction among Agricultural Extension workers in the central region of Saudi Arabia. Bulletins of Faculty of Agriculture University of Cairo, 1989 40(1): 49-60.	The study identifies the level and determinants of Job Satisfaction among extension workers in the central region of Saudi Arabia. The Baryfield and Bathers index of job satisfaction was applied to a sample of 57 extension workers. The index includes 24 items ranging from positive to negative attitude towards extension work, The response to each item ranges from strong agreement to strong disagreement on five point scale.
Adoption			

1999	Balasubramania n-V; Balasubramania n-V.(ed); Ladha-JK (ed); Denning-GL	Farmer adoption of improved nitrogen management technologies in rice farming; technical constraints and opportunities for improvement, Resource management in rice system; nutrients, Nutrient Cycling in Agroecosystems. 1999, 53: 1, 93-101.	Many technical factors and management practices constraints the adoption of improved technologies including efficient N-management techniques; (a) poor water control; (b) low plant population; (c) partial nutrient application; (d) insufficient weed control; (e) untimely sowing, transplanting, weeding, and/or harvesting; and (f) poor post-harvest processing.
1999	Borah-BC; Bhagowati	Adoption behavior of rural farmers of Assam towards different aquaculture technologies, Indian Journal of Hill Farming, 1999, 12: 1-2, 52-57.	The paper analyzed the recommended technology adoption behaviors of fish farmers in five villages within a 40 km. Radius of Assam Agricultural University, India. Reasons for non adoption/partial adoption of aquaculture technologies were high investment followed by inadequate availability of finance and of inputs.
1999	Yadav-YP; Bikram-Singh; Anil Kumar; Singh-B; Kumar -A.	Evaluation of frontline demonstration trial, on mustard in South-Western Region of Haryana Agricultural University, Journal of Research. (1999), 24: 1-2, 39-42.	It was observed that, there was a wide gap between potential yield and demonstration plot yields of mustard due to factors including soil fertility, site specific management problems, and rainfed conditions in some demonstrations. The extension gap was lower than the technology gap, but there was still a need to educate farmers in adoption of improved technologies.
1999	Satyanarayan-Soni; Kurmavanshi-SM; Soni- SN.	Technological status (adoption pattern) of soyabean cultivation in district Sagar of Madaya Pradesh. Crop Research Hiasr. 1999, 18: 1, 150-154.	The finding related to non –adoption of modern agricultural technologies indicated that lack of awareness was the prominent constraints followed by high cost of inputs. Other constraints were; Lack of credit facilities, lack of capital and non-availability of inputs at times.
1990	Satyanarayana-M; Kiresiur-VR.	An investigation into partial adoption of HYVs of Kharif rice in India, Agricultural situation in India. 1990, 45: 5, 339-344.	Partial adoption of technologies seems to increase with farm size which implied greater access to farm inputs. It is concluded that the adoption of HYV is proportional to the availability of complementary inputs, the taste of the produce and suitability.
1990	Szmedra-PI; Wiezstein-ME; Meclendon -RW	Partial adoption of divisible technologies in agriculture. Journal of Agricultural Economics Research. (1990), 42: 3, 20-26; BLDS.	Based on a dynamics theoretical model, an empirical application is used to assess the adoption of integrated pest management (IPM) with and without irrigation. Results indicate that the degree of new technology adoption may depend on the extent of the risk. For example, strongly risk-averse producers who use dry land technology may only partially adopt IPM, and producers who irrigate to significantly decrease variation in yield and returns may also only partially adopt IPM.
1989	Ahmad-SM.; Gill-S.S.	Constraints leading to non-adoption and partial adoption of weedicides for rice crop in Jammu & Kashmir.	From a survey carried out in Baramulla, Jammu and Kashmir, the major constraints to the use of herbicides in rice farming were lack of finance, labor and technical help and the high cost of herbicides.
1988	Wearing, C.H.	Evaluating the IPM implementation Process, Annual Reviews of Entomology, 33: 17-38, O (E).	IPM is a difficult innovation in terms of its complexity. Certainly, if IPM is to achieve a faster rate of adoption it is essential that the IPM methods be simplified as much as possible, particularly the use of monitoring and action thresholds (that is when to spray).
1975	Kaufman, Harold F. Avatar Singh, and Satadal Dasgupta.	Villages upword Bound; A Study of Technological Change in the six Punjab Villages, Calcutta: Editions Indian.	A comparative study in six Punjab villages, has shown that the more distinct the leadership structure in a community the higher the level of its adoption of agricultural innovations. According to study high adoption villages had a well-recognized leadership structure based on a high degree of consensus among villagers, the low-adoption villages had a rather diffused leadership structure based on a low level of consensus among villages.

1968	Merton, Robert K.	Social Training and Social Structure, New York, Free Press.	Whether an individual should or should not adopt an innovation is often difficult to determine. The classification as to whether or not adoption is rational or not can sometimes be made by an expert on the innovation under study. Through lack of knowledge or through inaccurate perceptions, the individual evaluation of an innovation may not agree with an expert.
1966	Pareek, Uday and S.N. Chattopadhyay.	Adoption Quotient: A measure of Multipractice Adoption Behaviour, Journal of Applied Behavioural Science, 2: 95-108.	The idea of one hundred percent adoption is impracticable, especially in the case of Indian farmers. An innovation frequently undergoes significant modifications to suit the local conditions and other constraints sometime stand in the way of the farmer being able to use an innovation to its fullest extent.
1962	Mason, Robert G.	An Ordinal Scale for Measuring the Adoption Process in Wilbur Schramm (ed), Studies of Innovation and Communication to the Public. Stanford, CA, Stanford University, Institute for Communication Research C (E).	A decision to adopt or reject is often not the terminal stage in the innovation decision process. It was found that Oregon farmers sought information after they had decided to adopt, as well as before. At the confirmation stage the individual (or some other decision making unit) seeks reinforcement of the innovation decision adopt or reject the innovation if exposed to conflicting messages about the innovation. At the confirmation stage, the individual seeks to avoid a state of dissonance or to reduce it if it occurs.
Reinvention:			
2012	Moosekian,-S-R; Jeong,-S-H; Marks,-B-P; Ryser,-E-T	Annual-Review-of-Food-Science-and-Technology. 2012; 3: 493-510	First recognized in 1895, X-ray irradiation soon became a breakthrough diagnostic tool for the dental and medical professions. However, the food industry remained slow to adopt X-ray irradiation as a means for controlling insects and microbial contaminants in food, instead using gamma and electron beam (E-beam) irradiation. However, the reinvention of X-ray machines with increased efficiency, combined with recent developments in legislation and engineering, is now allowing X-ray to actively compete with gamma irradiation and E-beam as a microbial reduction strategy for foods. This review summarizes the historical developments of X-rays and discusses the key technological advances over the past two decades that now have led to the development of several different X-ray irradiators capable of enhancing the safety and shelf life of many heat-sensitive products, including lettuce, spinach, tomatoes, and raw almonds, all of which have been linked to high profile outbreaks of food borne illness.
2012	Mak,-A-H-N; Lumbers,-M; Eves,-A	Annals-of-Tourism-Research. 2012; 39(1): 171-196	The common perception of globalization as a threat to local gastronomic identities is contrasted by its other facet, as an impetus that opens up new opportunities for reinvention of local gastronomic products and identities. Relevant perspectives and theories of globalization are reviewed to provide a theoretical framework for the study. Key dimensions underlying food consumption in tourism are elucidated, and the impacts of globalization on the culinary supply and tourist food consumption are discussed. A conceptual model is developed in an attempt to illustrate the influence of globalization on food consumption in tourism. This study concludes that from the world culture theory perspective, globalization can be an impetus to reconstruct or reinvent local gastronomic traditions and particularities.
2011	Grasseni,-C	Anthropology-of-Food. 2011; (8): 6819	This article, based mainly on ethnographic examples of the transformation of traditional Alpine cheese-making systems, argues that a certain amount of standardization of traditional food systems is required in order to offer local products on a wider market basis. Nevertheless, this introduces important changes in the whole socio-technical system that underlies typical products: from raw material to product marketing. This also implies momentous changes about the ways in which local foods are produced, distributed and consumed, as well as in the ways they are socially and symbolically appropriated. Such reinvention of food can further mobilize local strategies for re-valuing intangible patrimony: local histories, material culture and landscapes. This is a complex and interconnected process, as highlighted by ethnographic examples provided - both from my own fieldwork and from current ethnographic literature. When food is reinvented as heritage, historical, juridical and logistical details count. This is particularly apparent in my ethnography of an Alpine valley of Northern Italy, which I interpret against the backdrop of a focused literature review providing an underlying theoretical perspective about the role of food in the age of global heritage.

2003	Panelli,-R; Stolte,-O; Bedford,-R	Sociologia-Ruralis. 2003; 43(4): 379-400	Recent attention to rural revivals and place-specific economic activity has supported studies of 'culture economies' and local identity formation in different western settings. This paper builds on these analyses of rural change to extend debate and present a New Zealand case, within the wider context of economic and social transformation during the 1986-96 period. It is argued that additional attention to landscape provides an added level of analysis. Landscape studies can trace and analyse both the material and 'symbolic' ways in which social, cultural and economic processes (and tensions) evolve in a changing rural location. In addition, landscape analysis reiterates the importance of the specificity of place and the embeddedness of economic and cultural discourses and practices. Using the case of Tirau, a small centre in the North Island of New Zealand, we read the townscape as a portrayal of how a traditional service centre has reinvented itself around a consumption culture and a tourism-related identity.
2002	Webster,-K	Wool-Technology-and-Sheep-Breeding. 2002; 50(3): 302-311	To assess the future of wool and the opportunities that exist, it is important to address "big picture" shifts within our cultural landscape and then apply the pertinent information. There is no cultural trend that specifically translates into significant demand for wool product. Cultural patterns will emerge, however, that can be interpreted to understand the market mechanisms and what opportunities exist for wool apparel. Due to the need for constant reinvention and discovery, we in the fashion industry are great 'sniffer dogs', we pick up on cultural movements and interpret them into viable concepts at a rate that doesn't compare with other industries. To overcome the dilemma of "branding", we are fortunately evolving into an era where once again the product is the "hero". Creativity is returning to the domain of independent designers, and the focus is moving away from the big brands that have dominated the scene for the past few years. Consumers are responding with a move towards individualism, which is having a major impact on how we produce, market, and distribute fashion. It is vital within this current climate that we address the needs of the consumer. Some of the practices employed within the past 10 years have not been conducive to gaining customer confidence, and it is vital that those in the industry adapt to win back consumer trust. In the wake of recent world events, the consumer needs to feel comfortable with the product that is being offered. This will be reflected in a number of potential trends, including: the search for structure in our lives; fashion with a sense of humour and lightheartedness; the urge to dress up; fashion that is sustainable, having integrity and providing a sense of fulfillment; the revival of quality in influencing purchasing decisions; and product categories, including basics, classics and unique pieces, will thrive
2002	Ateljevic,-I	Tourism-Zagreb. 2002; 50(4): 383-394	Discusses the successful reinvention of Rotorua region, one of the most popular international tourist destinations in New Zealand. Rotorua's volcanic landscape established its historical image of "Thermal Wonderland" in the 19th century, and tourism continued to maintain the economic life of the city for 150 years. The late 1980s, however brought a time of crisis in Rotorua's tourism industry and the local government decided to take a proactive role in the rejuvenation of the city. Investing significant public funding into the beautification of the city and destination branding, the local Council, through its regional tourism organization, has managed to make Rotorua into a place that is "Full of Surprises". It is shown that the process of Rotorua's reinvention has been a reflection of global trends towards the proactive role of local governments and the alliances between the public and private sectors of the tourism industry..
2002	King,-J	Journal-of-Vacation-Marketing. 2002; 8(2): 105-108	Suggests a reinvention of destination marketing organizations to ensure that they are able to keep abreast of and capitalize upon the new realities of the tourism and travel market. Such a major reinvention will require a dramatic change in strategies, the structures and skills that underpin them, the scope of their operations and even their direction and the rules by which they have previously played.
2001	Mies,-M; Bennholdt-Thomsen,-V	Canadian-Journal-of-Development-Studies. 2001; 22(Special Issue): 997-1023	Illustrates the destruction of the commons and its reinvention in industrial countries, and the protection of the commons in developing countries, through two subsistence stories, one from Germany and the other from Papua New Guinea. The paper argues that there can be no reinvention of the commons in the industrialized North without a defence of the commons in the largely subsistence-based South. It is concluded that the commons cannot exist without a community but equally the community cannot exist without economy. Hence, reinventing the commons is linked to the reinvention of the communal or commons-linked economy.

1999	Harris,-C-K	Reinventing-fisheries-management. 1999; 261-276	Recent developments in the fisheries of Lake Victoria in East Africa provide a paradigmatic case study of an emerging pattern in the management of fisheries in developing countries. Not only does the history of the Lake Victoria fishery exemplify changes that have occurred in fisheries management more generally; it is those changes that have brought actors in the Lake Victoria fishery system to the point where they feel that fisheries management needs to be reinvented. Current developments in the management of the Lake Victoria fisheries illustrate more general themes in the reinvention of fisheries management: ecosystem-based management, adaptive management, multilevel multiparty management, stakeholder participation, individual quotas, environmental and economic and social sustainability, regime formation, chaotic systems, and the precautionary principle. The immediate tasks of fishery management are to define the resource, to identify which groups speak for the resource, and to determine what is in the interest of the resource. The social sciences can contribute significantly to each of these tasks.
1996	Mooney,-P-H; Roahrig,-J; Gray,-T-W	Rural-Sociology. 1996; 61(4): 559-576	In recent years, several US agricultural cooperatives have undergone significant restructuring. Some have been taken through a conversion process and have been reorganized as 'investor-oriented firms' (IOFs). This phenomenon has attracted the interest of agricultural economists, but it has not been analyzed by sociologists. An argument is made that a re-privatization discourse of neoclassical economics has effectively depoliticized discussion about the future of cooperative enterprise. It is further argued that a re-politicization of cooperation is necessary in order to assure the protection of extra-economic values and oppositional discourse that is embedded in the historical development of cooperative practices and institutions. The focus is on the role of expert discourse as it relates to the reinvention of cooperative institutions in the agricultural economy. It is argued that this discourse would be improved by greater attention to historical and sociological forces, rather than remaining narrowly focused on economism.
1993	Haan,-H-de	Sociologia-Ruralis. 1993; 33(2): 127-136	The Netherlands is an interesting example of how theoretical and empirical research is interrelated with changing directions in agricultural development and policy. This paper examines rural social research carried out in the Netherlands, and discusses the continual reinvention of rural sociology. Obstacles to political change are addressed, and social and cultural changes taking place in the farm family are discussed. The paper concludes by examining the overall situation for rural policy, applied research and theory in the Netherlands.
1976	Roling, Niels	The diffusion of innovations and the Issue of Equity in Rural Development Communication Research, 3: 155-170. C (E).	Adopters generally think that reinvention is a desirable quality. They emphasize or even over emphasize the amount of reinvention that they have accomplished. The choices available to a potential adopter are not just adoption or rejection; modification of the innovation or selective rejection of some component of innovation may also be options.

Confusion

2006	Noda,-K	Natural-Resource-Economics-Review,-Kyoto-University. 2006; (12): 51-71	Land reclamation was one of the biggest land issues of the postwar reform period in Japan. It can be classified into three periods and types. The first (before the Agricultural Land Reform) was characterized by force and illegal actions. The second (during the reform period) was characterized by the Agricultural Land Reform policy. The third (after the reform) was characterized by economic competition under the Agricultural Land Law. In this article, the second period/type is analyzed in terms of the following points: the management scale of the landowners; the reason for land reclamation; the management scale of tenants; and the rate of approval by the agricultural land committees for landowners' applications for land reclamation. Three conclusions emerge. First, it is incorrect to understand that the problem of land reclamation was caused by the political pressure of the anti-reform movement of landowners. The farmland committees were strict, and did not give permission easily. Often, land reclamation was caused by confusion and the economic distress of the small landowners. The farmland committees made fair decisions, taking into consideration the difficulties of the small landowners. Second, land reclamation occurred frequently in the previously mentioned cases. There were many landowners who lived in their own villages and cultivated a part of their own land. These people had many difficulties that were created by the economical-social confusion at that time. For example, city and industrial areas were destroyed by the war, and the repatriation that followed was also responsible for some of these troubles. Generally, this occurred in the west of Japan, in particular in the Chugoku and Kyushu districts. Third, there were remarkable differences in the approval rate of land reclamation from prefecture to prefecture. This means that the attitude of each prefectural farmland committee also had a great influence on the approval of land reclamation.
Technology Socialization:			
2011	Ding-Sheng; Liao-LangTao; Cai-ZhiJian	Journal-of-Nanjing-Forestry-University-Natural-Sciences-Edition. 2011; 35(5): 103-106	As forestry property reform deepened the construction of forestry social service system in China, the difference of regional economic and forestry development led the regional forestry socialization service system to different characteristics. According to the selected evaluation indexes about technology, education, finance and law of regional forestry socialization service system, the cluster analysis was used to compare the samples in 14 provinces and one municipality. The results showed that support level factors had greatest effect on forestry socialization service system in the samples, regional forestry socialization service system construction development was not balanced and had their unique advantages. They could provide the basis for improving the construction of the forestry socialization service system in China.
2011	Subiyakto-	Jurnal-Penelitian-dan-Pengembangan-Pertanian. 2011; 30(3): 81-86.	The cost of pest control on cotton crops is high, achieving 41% of the production costs, even before reaching 75%. The high cost is because pest control on cotton still relies on the use of chemical insecticides. Effort to reduce the cost of pest control, among other, is by applying ecologically-based pest control technology. The components of this technology include intercropping cotton with soybean, seed treatment, no soil tillage, using rice straw as mulch, and applying botanical pesticides. Implementation of this technology reduced the cost of pest control by 57%, increased cotton yield by 21% and soybeans 31%, and improved income by 57%. Development of ecologically-based pest control technology to support cotton development needs a direction and strategy. In the future, development of ecologically-based pest control technology is not entirely left to the farmers and managers as they have various limitations. Therefore, the government had an important role, particularly in socialization and technical assistance. The most effective strategy to perform a new paradigm shift in ecologically based pest control technology is through farmers' field schools supported by assistance.
2011	Hung-ChaoChia; Chiang-YiChen; Chang-HsingYi; Yen-LeeLan	Addictive-Behaviors. 2011; 36(8): 807-813.	This study demonstrated that alcohol-related socialization factors could directly influence adolescent drinking behavior and had indirect effects on alcohol use that were mediated by cognitive factors partially. Parents and peers play important roles in preventing adolescent alcohol use. Establishing appropriate alcohol expectations and strengthening alcohol refusal skills could aid in decreasing alcohol use in adolescents. Among the participants, 19.54% had used alcohol in the previous month. Path analysis demonstrated that father, mother and peer alcohol use directly influenced alcohol use in adolescents. Attitudes of mothers toward underage drinking, peer drinking and peer encouragement of drinking had indirect effects on adolescent alcohol use that were mediated by cognitive factors.

2011	Puri,-S; Adams,-V; Ivey,-S; Nachtigall,-R-D	Social-Science-and-Medicine. 2011; 72(7): 1169-1176	Women spoke of son preference and sex selection as separate though intimately related phenomena, and the major themes that arose during interviews included the socio-cultural roots of son preference; women's early socialization around the importance of sons; the different forms of pressure to have sons that women experienced from female in-laws and husbands; the spectrum of verbal and physical abuse that women faced when they did not have male children and/or when they found out they were carrying a female fetus; and the ambivalence with which women regarded their own experience of reproductive "choice." 40% of the women interviewed had terminated prior pregnancies with female fetuses and that 89% of women carrying female fetuses in their current pregnancy pursued an abortion. These narratives highlight the interaction between medical technology and the perpetuation of this specific form of violence against women in an immigrant context where women are both the assumed beneficiaries of reproductive choice while remaining highly vulnerable to family violence and reproductive coercion.
1997	Sutjahja,-G-I	Berita-Pusat-Penelitian-Perkebunan-Gula-Indonesia. 1997; (20): 1-2	Assesses the possibilities for development of palm sugar production in Indonesia. Palm sugar in Indonesia is mostly produced traditionally, consequently, quality and production are inconsistent. Sugar consumption in Indonesia has increased in parallel with population growth rate at 4.86% whereas the production rate has increased at 3.58%. Palm sugar could therefore, be cultivated for domestic consumption in order to reduce cane sugar consumption. This effort should be supported by the development of technology to improve palm sugar production, i.e. with regard to its quality, colour, form, odour and flavour to suit consumer demand.
1997	Goldey,-P; Breton,-S-Ie; Martin,-A; Marcus,-R	Agricultural-Systems. 1997; 55(2): 155-172	The socialization process which supports inequalities in practice, inside and outside the household, is protected by customary behavior and attitudes. In the political, technological and organizational spheres from grassroots to national levels, the same principle of gender stratification or hierarchy is maintained. As a result, decisions taken and implemented in these spheres reflect gender inequalities. Examining the process of technology development in relation to gender means understanding the complex socioeconomic context in which, technology is adapted, adopted or rejected, and the interactions between the technology with its characteristics and the resource users, owners and controllers. The paper identifies specific measures to improve the active incorporation of a gender sensitive approach in RNR research programs, and the integration of gender sensitive methodologies in the research and project process and concludes with a set of issues for discussion, from which recommendations for further research may emerge.
1995	Cai-YiRong	Research-of-Agricultural-Modernization. 1995; 16(3): 211-212, 198	The functions of peasant technicians in the Agricultural Socialization Service in China are described. Much of their work is concerned with the introduction of new scientific and technological methods to the small farmer and the improvement of farmers' technical skills. The technicians also have functions in providing contact between the farmer and the government and in spreading government policies within society.
1992	Poczta,-W	Agrarwirtschaft-. 1992; 41(8/9): 256-262	Various types of inter-farm cooperation have been characteristic of Polish farming for many generations and institutionalized forms of cooperation date from the early 19th century. Post-1945, the government tried unsuccessfully to use this experience as a basis for complete collectivization. By the late 1950s it dropped this goal, encouraging simpler forms of cooperation between groups of family farms. By the 1970s it was subsidizing these farm groups heavily in an attempt to accelerate socialization. This policy also failed and, when the subsidies were removed in the 1980s, nearly all groups disappeared. Under current conditions Poland urgently needs to modernize farming and discussions are proceeding on types of inter-farm cooperation which will allow the economic adoption of modern farming technology.

1994	Green,-C-G	Hospitality-and-Tourism-Educator. 1994; 6(1): 63-66	The US hospitality industry has witnessed a dramatic increase in computer use in the last ten years. The Council on Hotel, Restaurant Institutional Education (CHRIE) has added the use of management information systems, including computer technology, as a Hospitality Administration Curriculum Standard in the hospitality programme accreditation process. The human factors model of technology focuses on the relationship between the human factors, the academic organizations, and the introduction of computer technology. The human factors model is based on five intellectual processes that people use to determine the meaning and use of technology: socialization, commitment, reward allocation, sensing and redesigning, and diffusion. The article (i) describes the human factors model of technology, (ii) examines how existing hospitality education research in the introduction of computer technology fits the model, and (iii) makes recommendations for a more successful implementation of computer technology into the hospitality curriculum. The conceptual model is a user friendly, human factors guide for implementing computer information technology in hospitality curricula.
1991	Sperry,-S	Revista-AIBDA. 1991; 12(2): 47-56	The 'technicism' of librarianship during the past decade in Brazil, dedicated exclusively to the needs of the technical and scientific community, and disregarding the rest of Brazilian society. It analyses the reasons for librarians avoiding responsibility for poor communities. It focuses on the needs of a group which does not usually receive the benefits of library services, the rural population. It suggests actions that could be performed by professionals of agricultural research and rural extension institutions in order to promote the socialization of information services in the areas of education, culture, entertainment. It describes cooperative programs in which librarians can participate along with technology diffusers, rural extensionists, sociologists and agronomists. It proposes the organization of working groups to study the topic 'socialization of information in the rural environment' with the purpose of exchanging experiences and strengthening activities to be implemented.
Cognitive Dissonance			
2011	Cohen,-S-A; Higham,-J-E-S; Cavaliere,-C-T	Annals-of-Tourism-Research. 2011; 38(3): 1070-1089	Recent popular press suggests that 'binge flying' constitutes a new site of behavioural addiction. We theoretically appraise and empirically support this proposition through interviews with consumers in Norway and the United Kingdom conducted in 2009. Consistent findings from across two national contexts evidence a growing negative discourse towards frequent short-haul tourist air travel and illustrate strategies of guilt suppression and denial used to span a cognitive dissonance between the short-term personal benefits of tourism and the air travel's associated long-term consequences for climate change. Tensions between tourism consumption and changing social norms towards acceptable flying practice exemplify how this social group is beginning to (re)frame what constitutes 'excessive' holiday flying, despite concomitantly continuing their own frequent air travels.
2011	Ciao,-A-C; Latner,-J-D	Obesity-. 2011; 19(9): 1768-1774	Interventions attempting to reduce obesity stigma by targeting its origins have yielded mixed results. This randomized, controlled study examined the effectiveness of two interventions to reduce obesity stigma: cognitive dissonance and social consensus. Cognitive dissonance participants (N=21) were told that their AFAT scores were discrepant from their values (high core values of kindness and equality and high stigma), social consensus participants (N=22) were told their scores were discrepant from their peers' scores (stigma much higher than their peers), and control participants (N=21) were told their scores were consistent with both their peers' scores and their own values. Following the intervention, omnibus analyses revealed significant group differences on the AFAT Physical/Romantic Unattractiveness subscale (PRU; $F(2, 59)=4.43, P<0.05$). Planned contrasts revealed that cognitive dissonance group means were significantly lower than control means for AFAT total, AFAT PRU subscale, and AFAT social/character disparagement subscale (all $P<0.05$). No significant differences were found between social consensus and controls. Results from this study suggest that cognitive dissonance interventions may be a successful way to reduce obesity stigma, particularly by changing attitudes about the appearance and attractiveness of obese individuals.

The Related Studies and Implication

2011	Hjelmar,-U	Appetite- 2011; 56(2): 336-344	Evidence from 16 in-depth interviews with consumers in Denmark carried out in 2008-2009 and the analysis two broad concepts are suggested: convenience behaviours and reflexive practices. The analysis also showed that politically/ethically minded consumers have reflexive practices when purchasing organic food products: health considerations, ethical considerations (animal welfare), political considerations (environmentalism) and quality considerations (taste) play an important part for these consumers. Reflexive shopping practices can be sparked by life events (e.g. having children), "shocking" news about conventional food products and similar events, and news capable of creating a "cognitive dissonance" among consumers. The Danish case illustrates that the government needs to actively implement reforms and promote activities which make organic products a convenient choice for the pragmatic oriented consumer if their market share is to increase substantially.
1996	Orams,-M-B	Journal-of-Sustainable-Tourism. 1996; 4(2): 81-94	Arguments for interpretation-based management strategies are offered and several specific educational techniques are outlined. The paper concludes by identifying questions which are worthy of empirical research in the area of tourism management. There are, according to the theory, four basic situations which cause cognitive dissonance: disagreement with others, forced compliance, decision making, and exposure to dissonant information. It is exposure to dissonant information which may be useful in environmental interpretation. If an education programme is designed to deliver information which is counter to an individual's current belief system, cognitive dissonance will arise. The psychological tension that results will motivate the individual to change his/her beliefs so that they are consonant with the new information. However, as yet, interpretation has not been empirically tested in nature-based tourism situations, such that the advocacy of such an approach, is overly ambitious.