

## CHAPTER 1

### GENERAL ORIENTATION

#### 1. INTRODUCTION

Social development enjoys a very high priority on the transformation agenda in South Africa. According to Midgley (1995:5) social development is a process of planned social change to promote the well being of the population as a whole in conjunction with a dynamic process of economic development. This definition by Midgley is also complementary with the White Paper for Social Welfare (1997:7) which states that human development and economic development are two interdependent and mutually reinforcing processes. The White Paper for Social Welfare (1997:11) states that South Africans are called upon to participate in the development of an equitable, people-centred, democratic and appropriate social welfare system.

In South Africa, many of the areas, especially the rural areas are facing poverty. According to Chambers (1987:92) the rural poor have to struggle against interlocking disadvantages which trap them in deprivation; poverty, physical weaknesses, isolation, vulnerability and powerlessness. This situation calls for attempts to address poverty. Falk (1984:12) confirms that by implementing social development, social transformation with the potential to transcend the industrial state and its inherent dilemma and to create a new social order based on social justice, human dignity and equality should be promoted. By implementing community development as a strategy for social development, poverty can be addressed.

According to Lombard (1992:118), community development is a process, a method, a programme, and a movement aimed at enabling and encouraging communities to become involved with the necessary support from the private and

the government sectors, in improving and managing their own living conditions in all areas of development.

Community development calls for the mobilisation of community participation and involvement in development efforts. It also offers an effective means for promoting social development within the context of economic development (Midgley, 1995:117). It is important to note that applying social development, is not an easy task to accomplish. Atkinson & Heymans (1998:28-31) state that community development needs to consider various socio-economic and socio-cultural factors which may affect people's involvement in community projects. They mentioned *inter alia* the following factors: lack of cohesion, infrastructure, interaction, social factors, literacy and that people are busy. Another factor that needs attention is the development of local leadership as Lombard (1992; 55) states involvement of leaders will encourage the involvement and participation of members of the community in development efforts.

From the researcher's point of view, social development can play a vital role in addressing poverty in rural areas. Social development encourages community development, which calls for involvement and participation. This enables members of the community to be part of the development process. Community member's inputs are important because they know the community better than the external agent. Meaningful participation of community members in planning, implementation and evaluation of the community development projects can contribute to addressing of poverty.

Madinyane is the study area that can benefit from social development. Through a community development strategy, people of the area can be involved and develop their human capacity in order to change their situation. They can also gain more skills on how to deal with future problems. Through social development, the community will be empowered by gaining skills to meet their basic needs.

This chapter will focus on the following aspects: Motivation for the choice of the subject; formulation of the problem; aims and objectives of the study; a hypothesis statement; research methodology as well as an overview of the feasibility of the study. Further aspects to be discussed will include the description of the research population; the boundary of the sample and sampling methods; definition of key concepts; limitations of the study and contents of the research report.

## 2. MOTIVATION FOR THE CHOICE OF STUDY

There are various factors that motivated the researcher to pursue the study. Firstly, at Madinyane, a cost effective, yet affordable extension and veterinary care delivery system has been initiated. This system is based on active participation of resource-poor animal owners. During a visit to the area, the researcher observed that there was a lack of animal owners' involvement in the system. This might be due to various reasons that are not known by the organisers. According to Atkinson & Heymans (1998:28-31) community developers need to consider various socio-economic and socio-cultural factors that might have an influence on the community members' involvement and participation with regard to development efforts. According to Atkinson & Heymans (1988:28-31) community developers need to consider factors such as the *social factors* (the infrastructure of the community, interaction level of the community, cohesion or unity within the community, social affiliation, social stratification, literacy, and of people social engagement), *economic factors* (availability of money, the level of deprivation of the people concerned, and the level of vitality of the internal economic system), and the *cultural factors* (the place and role of traditional leaders, the role of women in society, and the norms and beliefs of the local society).

These factors mentioned above can influence people's involvement because if there is lack of cohesion and interaction in a community, it will be difficult for them

to work together in achieving common goals. Secondly if women are placed in a subservient position, participation will be low - therefore this means that there will be less inputs from the community members. Lastly, if the community is economically poor, it means that there will not be enough resources, including a lack of information. Thraen and Stephan (1989:21) also emphasise that there are factors which can influence people's involvement which include the following:

- The distance to the desirable site
- Lack of desire to participate more often
- Inadequacy of existing support
- Household size
- Age
- Time
- Past participation
- Satisfaction with existing projects.

Thraen and Stephan (1989:21) are also of the opinion that these factors need to be considered in order to ensure successful community projects. These factors motivated the researcher to pursue the study.

The researcher wanted to determine whether these factors are also relevant with regard to the Madinyane community. In addition, the researcher was motivated by literature that stresses the use of research in community development. The need for research is emphasised by Swanepoel (1992:39-41) who state that research defines precisely the needs of the people, establishes resources available for certain needs, and contributes by identifying factors, which may impede the progress of a project. According to Coetzee (1989:265) scientific research will create opportunities for interaction between the direction given by the community developer and the self-identification of need by community members.

This is true because imposing projects on people without determining their feeling on what they really need eventually leads to failure because people are unlikely to participate in such projects. Research contributes to community participation because people are able to voice their needs that have to be addressed by a particular project. By getting involved in the Madinyane community the researcher obtained information about the people's problems with regard to animal health services. This information will give direction to the system organisers with regard to their level of participation as well as the particular socio-economic and socio-cultural factors that impacts on their participation.

A further motivation stemmed from a personal experience in 1999. The researcher conducted a study with people with disabilities in Soshanguve. The aim of the study was to determine the availability of support for them in the area. This study resulted in the initiation of a project for the people with disabilities, called the Employment Awareness Project for the disabled. The project was successful because it was based on the needs identified by the people.

In summary, the researcher had a keen interest in this area of practice and was eager to determine what impacts on the participation of the community in the Animal Health Service delivery in Madinyane.

### **3. FORMULATION OF THE PROBLEM**

Madinyane is a rural community experiencing poverty. According to Chambers (1987:112) poverty contributes to various problems such as physical weaknesses, isolation, vulnerability, and powerlessness. These problems affect the people of Madinyane. They are unemployed, have no source of income, and depend on subsistence farming to survive. Because of this poverty situation it is difficult for them to manage their livestock. This led to the Department of

Veterinary Science, University of Pretoria, initiating an affordable veterinary care delivery system called Animal Health Service in the area.

The aim of the project was to build the people's capacity in order for them to be able to manage and make profit through their livestock and to bring cost effective and affordable veterinary services to the farmers of Madinyane. This means that the people will be educated or provided with information on strategies to manage their livestock as well as on how to make profit out of their livestock so that they can improve their life situation.

In order for the service to be successful, it requires the involvement of community members. So far, due to unknown reasons, there is limited involvement in the implementation of the service. This research study was planned in order to determine these unknown reasons causing the lack of involvement. This problem raises questions such as the following:

- What are the community members' perceptions towards the system?
- Are they in need of resources?
- Are the people motivated to take part in the programme?
- Is there any leadership within the community?
- Is there any cohesion within the community?

According to Neuman (1997:11) when formulating a problem, the researcher narrows down the topic into a specific research question that he or she can address in the study. In this study the researcher narrowed down the topic in the following question:

Do socio-economic and socio-cultural factors have an influence on the community's involvement in Animal Health Service delivery at Madinyane?

## **4. AIM AND OBJECTIVES OF THE STUDY**

### **4.1 Aim**

The aim of this research study was to study the socio-economic and socio-cultural factors influencing people's involvement and participation in Animal Health Service delivery in Madinyane.

### **4.2 Objectives**

- To establish a knowledge base of social development and animal health services in a rural community context.
- To determine the community members' needs and problems with regard to the Animal Health Service in Madinyane.
- To identify the strengths, capacities, and resources within the community which could facilitate participation and development.
- To identify guidelines to encourage involvement in the Animal Health Service in Madinyane.

## **5. HYPOTHESIS FORMULATION**

According to Royce (1991: 17) a hypothesis is an assumption that is expressed as a statement. It is a premise that can be used as a basis for investigation. Bloom (1992:40) affirms that a hypothesis "...advanced from logical chains of inferences arising from the evaluation of the interrelationship of data regarding factors thought to be contributing to the problem, and from recommendations proposed for methods to counter act the factors towards controlling the problem". From the researcher's point of view a hypothesis is what the researcher take as a point of departure to conduct a research study.

The hypothesis in this study was as follows:

Socio-economic and socio-cultural factors have an influence on people's involvement and participation in the Animal Health Service in Madinyane.

## **6. RESEARCH METHODOLOGY**

### **6.1 Research approach**

There are various research approaches that a researcher can use in conducting a research study. De Vos (1998:71) mentions two different approaches, namely the qualitative and quantitative approach. It is the responsibility of the researcher to decide which approach is appropriate depending on the topic of research. For this study, the researcher utilised the qualitative approach.

According to De Vos (1998:240) the qualitative approach refers to a multi perspective approach (utilising different qualitative techniques and data collection methods) to social interaction aimed at describing and making sense of and interpreting or reconstructing this interaction in terms of the meaning that the subject attach to it. For this research the aim was to determine socio-economic and socio cultural factors influencing the community's involvement in the Animal Health Service in Madinyane.

### **6.2 Type of research**

In this study the researcher used applied research. Baker (1994: 473) defines applied research as research for which one of the primary rationales is that the study may have some practical use. The New Dictionary of Social Work (1995:4) defines applied research as a research directed at the solution of some problems in social work. The information to be gathered in this research will be of practical use because it will be utilised to facilitate community participation to ensure



effective Animal Health Services at Madinyane. It will further provide the community developers with guidelines with regard to community participation and development.

### **6.3 Research design**

De Vos (1998: 72) defines “research design” as a blue print or detailed plan for how a research study is to be conducted. Bless and Higson-Smith (1995: 63) defines a research design in almost the same way as a program to guide the researcher in collecting, analysing and interpreting observed facts.

In this study, the researcher used the descriptive research design. According to Royce (1991: 41) descriptive studies can provide precise information on the characteristics of a group of respondents.

Herbert (1990: 40) adds that descriptive research seeks relationships between variables to determine whether there is any significant correlation between them.

In this study the descriptive research revealed the potential relationship between socio-economic and socio-cultural factors and the involvement of people in the Animal Health Service program in Madinyane.

### **6.4 Research procedure and strategy**

The procedure that the researcher used was the focus group. According to De Vos (1998:314) a focus group implies a purposive discussion of a specific topic or a related topic, taking place between eight to ten individuals with a similar background and common interests. The researcher studied the socio-economic and socio-cultural factors influencing the community’s involvement in the Animal Health Services in Madinyane by using a focus group.

The strategy that the researcher used was the semi-structured interview. According to Bless and Higson Smith (1995: 106), a semi-structured interview is a method of getting people to express their view broadly on a certain issue or topic by using an interview guide that is a written list of questions and topics that needs to be covered in a particular order. In this study, a group of respondents were given a chance to share their views towards the Animal Health Service at Madinyane.

## **6.5 Pilot study**

A pilot study is defined in the New Dictionary for Social Work (1995:45) as the process whereby the research design for a prospective survey is tested. The utilisation of the pilot study is very important because it helps to discover some difficulties and deficiencies that might disturb the investigation (Herbert 1990: 147). In this study the researcher did the pilot study by doing a study of strategic units and testing the questionnaire.

### **6.5.1 Literature study**

The researcher conducted a thorough literature study. Both local and international books, journals, reports and articles were used to obtain more information about the topic.

### **6.5.2 Consultation with experts**

The researcher consulted Prof.C.Stewart from the Faculty of Veterinary Science and the Community Animal Health Worker appointed at Madinyane. These experts provided the researcher with information about the situation at Madinyane and about the Animal Health Service that has been started at Madinyane.

### **6.5.3 Overview of the feasibility of the study**

Rubin and Babbie (1989: 81) refers to certain issues to determine the feasibility of the study, such as its scope, the amount of time it will require, the cost, ethical considerations and the co-operation with other people.

From the researcher's point of view, the study was feasible because literature was available at the information centre as well as information from both the Department of Veterinary Tropical Diseases and the Department of Social Work, University of Pretoria.

### **6.5.4 Study of specific entities /strategic units**

In order to enhance knowledge about the topic, it is important for a researcher to do a study of strategic units (De Vos 1998: 82). In this study the researcher did a pre-test study in order to determine content validity and reliability.

This helped the researcher to determine whether the questions were clear to the respondents.

## **6.6 Description of the research population, delimitation of samples and sampling methods**

### **6.6.1 Description of research population**

De Vos (1998:90) defines population as "individuals in the universe who possesses specific characteristics". In this study the population referred to all animal owners in Madinyane.

### **6.6.2 Sampling**

According to Neuman (1997:20) sampling is a process of systematically selecting cases for inclusion in a research study. There are two types of sampling. The first one is the probability sampling. According to De Vos (1998:195) probability sampling is the one in which each person in the population has the same known probability of being selected. The other type is the non-probability sampling which refers to the case where the probability of including each element of the population in a sample is unknown (Neuman, 1997:88).

In this study the researcher used the non-probability sampling. This is because it was not possible to include all the community members of Madinyane, so a certain number of people at Madinyane Village, that is the animal owners, which were available during the time of the research, were included.

### **6.6.3 Method of Sampling**

In this study the researcher used the purposive sampling method. According to Babbie (1992:230) the purposive method of sampling implies that the sample is selected on the basis of the researcher's knowledge of the population elements and the nature of the research aims. In this study the researcher included the farmers staying at Madinyane. Madinyane consists of about forty farmers' families. In this study the researcher included the animal owners staying in Madinyane area.

## **7. DEFINITION OF KEY CONCEPTS**

Concepts serve the function of communication, sensitisation of experience, generalisation and theory construction (Royce 1991:129), as such concepts have to be clear, precise and agreed upon. The following key concepts were defined:

**Social development** is a process of planned social changes to promote the well being of the population as a whole in conjunction with a dynamic process of economic development (Midgley, 1998:5). According to Bell (1992:12), social development can be defined as the greater capacity of the social system to utilise resources to generate favourable changes in the level of living, interpreted in the broad sense as related to accepted social values and a better distribution of income, wealth and chances.

In the context of Madinyane context social development can be regarded as the process of empowering people to improve their own life by concentrating largely on economic development. However, economic development can only be successful if integrated with people (human development).

**Community development** according to Wade (2001:3) is the purposeful effort by community people to learn and work together to guide the future development of their communities making full use of their own resources as well as external resources. The authors continue to say that community development is a process through which people and communities learn how they can help themselves. Hugo (1984:210) confirms that community development is a process wherein joint efforts is taken by the community itself with the help from government and the private sector to improve economic, social, cultural, and physical conditions in the community in order to improve their quality of life.

For the purpose of this study community development can be regarded as a process whereby community members (farmers), with the help of an external agent, (community developer) can become actively involved and participate in the efforts of improving their own life.

The researcher could not find specific definitions of the concepts *socio-economic* and *socio-cultural* in the literature. Thraen and Stephan (1989:21) however, indicate relevant factors linked to these concepts, namely:

**Socio-economic factors** refer to the combination of social factors such as cohesion, infrastructure, availability of resources and the interaction level of the community whilst economic factors include availability of money, the level of deprivation of the people as well as the vitality of the internal economic system of the community which influences the community member's life.

**Socio-cultural factors** imply the combination of various social factors (e.g.cohesion, infrastructure, availability of resources and the interaction level of the community) and cultural factors (i.e. norms and beliefs, gender status and the role of traditional leaders which influences the community member's life).

**Madinyane** is a poor, rural community, which consists of about fifty farmers. It is situated close to Pretoria, near Jericho. Of the farmers who are staying in the area, most of them are not working and are depending on their livestock to survive.

## 8. LIMITATIONS OF THE STUDY

The researcher did not encounter major problems whilst doing the study. The only limitation for the study is that the results can not be generalised for all rural areas. However since most of the farmers in Madinyane were involved in the study, the results can be generalised for this specific area.

## 9. DIVISION OF RESEARCH REPORT

Chapter 1 as noted, consisted of the general orientation of the study. The focus was on the motivation for the choice of the study, problem formulation, goals and objectives for the study, hypotheses, the research methodology and the definition of the relevant concepts.

The focus for Chapter 2 is on social development as a theoretical framework for community development. It includes the need for social development, theories underlying social development and the strategies of social development.

In Chapter 3 Animal Health Service as a strategy for alleviating poverty is discussed. It entails the nature of poverty, rural development, strategies of Animal Health Services, participation and agricultural development, the human dimension of livestock disease control and the conceptual model of human behaviour and animal disease control.

Chapter 4 focuses on the presentation and the interpretation of data.

Chapter 5 includes the conclusions, and the guidelines and recommendations concerning the Animal Health Service in Madinyane.