



AN ANTHROPOLOGICAL STUDY ON PERSONALITY CHANGES DUE TO SOCIO-CULTURAL IMPACTS IN WANATHAWILLUWA, PUTTALLAM DISTRICT

Sandunika N.L.K.^{1*} and Jayarathne S.D.Y.^{1,2}

¹Department of Anthropology, Faculty of Humanities and Social Sciences, University of Sri Jayewardenepura, Sri Lanka

²Faculty of Graduate Studies, University of Sri Jayewardenepura, Sri Lanka
kalaliyanage@gmail.com

Abstract

The study of human society immediately leads to study of its culture. Culture and society go together, and they are inseparable. Differences in characteristic patterns of thinking, feeling and behaving related to cultural and social pressures are controlled by personality. The main objective of this research was to find out the effect of socio-cultural aspects on the personality of a fishery sub-cultural society. This study was conducted based on three fishery villages; “Gangewadiya”, “Serakkuliya” and “Karative” which are located in Wanathawilluwa in the Puttalam district of North Western Province, Sri Lanka. As a primary data collection method, an interview method was used with a structured questionnaire guide with open-ended and close-ended questions to collect data from a randomly selected sample of 15 households from the three villages. Mainly non-material, socio-cultural aspects such as family, kinship and social network, livelihood, religion and customs, language patterns, characteristic patterns of thinking and behaving related to socio-cultural pressures which controlled by personality were studied. This Kinship based society has cultural and spiritual relationships with the religion and cultural rituals like, ‘rites of passage’ customs define how culture has affected on social well-being of people which leads to their personality changes. Further, material cultural aspects; owning a house, land and fishing crafts have given social status and dignity within the society. The personality changes were measured based on the changing level of material and non-material cultural aspects of a particular person. Comparatively, their personality level has not reached to the level where the main society has reached since they still stuck with some facts like, poor knowledge in financial management which leads to poverty. In a society where the personality characteristics changed, and the cultural characteristics still remained unchanged; it cannot experience the maximum impacts of the changes of personality characteristics. Thus, this qualitative analysis has given information on how socio-cultural aspects have affected personality changes of people.

Keywords: Sub-culture, Material culture, Non-material culture, Human behaviours, Thinking patterns