

Influence of Cultural Values on Modernization in the Context of Educational and National Development

DOI: 10.5281/zenodo.14622216

Cyril V. Padar

Biliran Province State University

ORCID ID: 0000-0001-7719-8658 | cyril.padar@bipsu.edu.ph

Regina P. Galigao

Cebu Technological University

Abstract

This study investigates the intricate relationship between cultural values and modernization, particularly focusing on their implications for education and national development. Modernization is often perceived as a transition from traditional to industrialized societies, yet it encompasses significant psychological and sociocultural transformations that can reshape cultural identities. The research employs data mining techniques to analyze large datasets capturing various dimensions of cultural values, educational practices, and national development indicators. By clustering and classifying countries based on their cultural traits and educational outcomes, the study identifies key patterns that elucidate how cultural values influence the adoption of modernization processes. Findings indicate that cultural values serve as foundational beliefs that guide societal behaviors and attitudes towards modernization. In regions where individualistic cultures prevail, there is a greater propensity to embrace change, whereas collectivist cultures exhibit resistance despite potentially higher effectiveness in addressing collective action challenges. The analysis reveals that successful educational reforms are closely correlated with specific cultural values, providing actionable insights for policymakers aiming to foster national development through education. Moreover, the research highlights the dual role of education as both a facilitator of modernization and a reflection of existing cultural values. As societies navigate the complexities of modernization, the preservation of local cultural identities becomes crucial to mitigate negative impacts while promoting inclusive growth. This study contributes to the understanding of how cultural dynamics shape modernization efforts and emphasizes the need for integrating local values within educational frameworks to ensure relevance and inclusivity in the face of globalization.

Keywords: cultural values, modernization, educational and national development

Introduction

Studies have consistently viewed value transformation as a core component of modernization. Considerable emphasis has been placed on examining the relationship between societal modernization and the embracing of individualistic values (Sun & Ryder, 2016). When change results in dysfunctional outcomes alongside positive advancements, individuals are likely to resist the change and may even call for a return to previous practices. Although many changes associated with modernization are supported by certain individuals, a considerable number remain committed to traditional ways. These individuals share their beliefs with other people and tend to emulate one another (Feinberg, 2023).

Modernization provides various changes in the fields of education, economy, society, and culture (Magistra, et.al., 2023) and focused more on the direction of change, from "this" to "that," than on the scope, timing, methods, and rate of change (Huntington, 2017). It is especially important to note that modernization always had something to do with technology and thus eventually with progress (Gavrov & Klyukanov, 2015). Meanwhile, modernization drives the development of culture and innovation and helps to improve the potential of individuals while preserving the local culture.

Humans are inherently cultural beings and are fundamentally the architects of their own culture. Culture evolves in tandem with the increasing capabilities of individuals as creators. Swift modernization holds little significance unless it is complemented by social well-being, spiritual growth, resilience, and overall wellness (Murad, et.al., 2020). Maintaining a strong cultural identity while engaging and achieving is a challenge for many (Hunter, et. al., 2016) and values are organized in personal hierarchies of importance, so that different people consider some values as more important than others (Parks-Leduc, et. al., 2015). Despite encountering potentially greater challenges related to collective action, countries with individualistic cultures are more inclined to adopt to change earlier than those with collectivist cultures (Gorodnichenko & Roland, 2021).

Objective

The interplay between cultural values and modernization is a critical area of this study, particularly in the context of education and national development. As societies evolve, understanding how deeply ingrained cultural beliefs shape educational practices and influence broader developmental outcomes becomes increasingly important.

This study aims to provide valuable insights into the dynamics of cultural values and modernization and their role in shaping educational systems and national progress. Consequently, this study seeks to explore how cultural values shape the processes of modernization, and what impact do these processes have on educational and national development outcomes.

Literature Review

Modernization is viewed as an objective process with its positive and negative impact on the development of national culture. But the general rule of law is that a nation that expresses its own national culture should not lose its identity in the reflection of the characteristics of the spiritual heritage of these peoples in the national traditions inherent and corresponding to that of that nation. On the contrary, it is important to develop, become rich and modern for it serves both national and universal development. This is due to the natural need for national culture not to lag behind the modern demands, because a nation that understands its national identity seeks to raise its cultural values (Ergashev & Farxodjonova, 2020).

It is important to note that where substantial value shifts have been documented, they are in response to large-scale change, and modernization is credited with being a significant driver of these value shifts. Values exist at all levels of social structure and they evolve over time, serve to adapt humans to their surroundings. Change is slow, path dependent, and occurs in response to other changes. Whether modernization involve new technology, new behaviors, or new ways of thinking, change begins at the individual level and moves up through the multiple layers of society. Values are likely to play an important role in the adoption of modernization, yet this remains largely unexplored (Manfredo, et. al., 2016).

Cultural values encompass not only the meanings, ideas, and attitudes that reside in individuals' minds but also the cultural products, institutional practices, systems, and interpersonal interactions that manifest 'in the world'. Change is best understood from a mutual constitution perspective. Modernization includes change. Not only do these changes influence individual people's thoughts, behaviors, and so on, widespread changes shape the meanings and practices of the larger society. While modernization is described as the process of transitioning from a traditional or less economically developed society to a modern, industrialized one, questions persist about the ongoing process of modernization in the context of psychological changes and sociocultural consequences (Sun & Ryder, 2016). Modernization provides a strong awareness of change, giving rise to innovations related to the idea that human society is progressing. The hallmark of modernization is the existence of competition between humans to create new things, more rational thinking, starting to view education as an important aspect, and various kinds of innovations that help humans meet their needs. Changes in their life will affect people's habits so that the culture that lives in society also experiences changes (Magistra, et.al., 2023).

In the process of modernization, the identity of modernized people goes beyond national borders, taking on a transnational form of self-identification. This increases the level of freedom, transforming the national community and cultural traditions. Forms of social prestige, referential models of behavior, along with norms and values, are all modeled and translated within a framework of emerging global information and cultural space. In a way, modernization is always 'on the move'. What sets this discourse apart, among other things, is the realization that modernity can only gain access to itself by a series of partial and conflicting descriptions (Gavrov & Klyukanov, 2015).

Traits and values are important psychological characteristics, serving as important predictors of many outcomes. Yet, they are frequently studied separately, leaving the field with a limited understanding of their relationships (Parks-Leduc, et. al., 2015), but how does shift in values occur and can modernization affect it? Given the profound implications associated with this question, it is critical to address it directly (Manfredo, et. al., 2016). Recognizing advances in information and communication technologies, modernization can foster the development of local culture will help individuals benefit from it. Modernization has a profound effect on the development of local culture today and seeks information with assistance to bring out new changes in society (Murad, et.al., 2020).

Humanity is influenced by modernization, with global changes and advancements impacting all aspects of societal life. Concurrently, the realm of culture and national identity is undergoing significant transformations as well. The process of modernization imposes new demands on cultural values. Consequently, it is essential for these values to adapt to ongoing changes and developments, ensuring their own enrichment and mitigating any potential negative effects (Ergashev & Farxodjonova, 2020). If we assume that a collectivist culture exhibits a greater preference for conformity and a stronger resistance to modernization—despite potentially being more effective at addressing collective action problems—questions arise regarding which cultures are more likely to successfully adapt to

modernization (Gorodnichenko & Roland, 2021). For modernization to be successfully achieved with minimal opposition, stress, and strain, efforts must be transparent, trustworthy, and accompanied by clear examples of success.

Additionally, there should be tangible rewards for those who sacrifice aspects of their identity. The change must also be perceived as originating from a credible and highly respected authority, with those responsible for implementing it fully embracing the new vision and believing in its effectiveness, appropriateness, and timeliness. Furthermore, it is essential to address concerns regarding how modernization may alter cultural identity (Feinberg, 2023).

The analysis of cultural values reveals that they encompass both internal meanings and external manifestations, influencing individual behaviors and broader societal practices. Modernization, defined as the transition from traditional societies to industrialized ones, raises critical questions about its psychological impacts and sociocultural consequences, particularly regarding how these changes affect cultural identity. While existing literature highlights the interplay between modernization and cultural values, gaps remain in understanding the specific mechanisms through which values shift during this process. For instance, there is limited exploration of how individual traits and collective cultural norms interact during modernization, as well as insufficient empirical evidence on the psychological effects of these shifts. Furthermore, while modernization is often viewed as a linear progression, the potential for conflicting value systems and the role of authority in facilitating or resisting change warrant deeper investigation. Addressing these gaps is essential for a comprehensive understanding of how societal dynamics and cultural values influence modernization.

Methodology

In this study, the data mining method is employed to analyze large datasets that capture various dimensions of cultural values, modernization, educational practices, and national development indicators. By utilizing techniques such as clustering, classification, and association rule mining, the researcher was able to identify patterns and relationships within the data that elucidate how cultural values influence educational adoption and national development in modernizing societies. By clustering and grouping countries or regions based on similar cultural traits and educational outcomes, allowing for a comparative analysis of how these factors interact, the researcher was able to identify which cultural values are most likely to correlate with successful educational reforms, providing actionable insights for policymakers and educators.

Furthermore, data mining facilitated the exploration of relationships between cultural values and key national development metrics. This approach not only highlighted the impact of cultural values on national development but also reveal how shifts in these values can affect public perceptions of modernization across different groups. Ultimately, the application of data mining method in this research enabled a comprehensive understanding of the complex dynamics at play, offering valuable contributions to both academic discourse and practical applications in education and national policy development.

Findings and Discussion

In examining the intricate relationships between cultural values, modernization, education, and national development, it is essential to understand how these variables interact and influence one another within a societal context. Cultural values serve as the bedrock of societal behavior, shaping individuals' beliefs and attitudes toward various aspects of life, including modernization. As societies evolve from traditional frameworks to more modernized structures, the process of modernization brings about significant changes in technology, economy, and social organization, which in turn affect educational practices and outcomes.

Education plays a pivotal role in this transformation, acting as both a facilitator of modernization and a reflection of prevailing cultural values. Finally, national development encapsulates the broader progress of a society, encompassing economic growth, social well-being, and political stability. By exploring these interconnected variables, we can gain valuable insights into how cultural values influence modernization efforts and the implications for education and national development.

Cultural Values

Cultural values are fundamental beliefs and principles that shape the behaviors, attitudes, and social norms of individuals within a society. They serve as the underlying framework that guides individuals in their daily lives and interactions, influencing their perceptions of reality and social behavior models. These values are not only shaped by the historical and cultural context of a nation but are also transmitted across generations, functioning as "social genes" that define the structure and operation of social groups (Koudelková et. al., 2015).

In the studies conducted in the Asian continent, cultural values are viewed as dynamic and influential factors that interact with modernization and globalization. For instance, in "The Chinese Experience of Rapid Modernization,"

traditional Confucian values coexist with emerging individualistic tendencies, reflecting a complex relationship between historical collectivism and contemporary societal changes. Similarly, these studies in Asia emphasize the necessity of integrating local cultural values within educational practices to ensure that modernization efforts remain relevant and inclusive, particularly in Malaysia. These studies highlight how modernization can challenge democratic principles by prioritizing efficiency over collective decision-making, thereby necessitating a balance that promotes cultural values fostering tolerance and empathy. Lastly, Asian studies also discuss the preservation and adaptation of local cultural values amidst global influences, arguing for a harmonious blend that allows national identities to thrive while engaging with broader global trends. Collectively, these studies underscore the critical role cultural values play in shaping responses to modernization and globalization across diverse Asian contexts.

In the studies conducted in the European continent, cultural values are viewed as critical determinants that shape societal dynamics and political processes. In "Modernization, Sociological Theories," Gavrov & Klyukanov (2015) examine how traditional cultural values adapt or resist change during modernization, particularly in Russia, highlighting the complex interplay between historical legacies and contemporary challenges. Similarly, European studies emphasize the role of individualistic versus collectivist cultural values in facilitating or hindering democratic transitions, suggesting that societies with individualistic cultures are more likely to embrace democracy. It is also discussed how entrenched cultural attitudes towards authority contribute to the persistence of corruption, indicating that cultural values can undermine institutional reforms aimed at promoting transparency. These studies illustrate that cultural values not only influence individual behaviors and institutional frameworks but also play a significant role in shaping political developments and social cohesion within European contexts.

In the studies conducted in the North American continent, cultural values are examined as pivotal elements influencing individual behaviors and societal dynamics. Cultural values are portrayed as critical in shaping responses to modernization and human rights frameworks, emphasizing the tension between global human rights norms and local cultural identities. This highlights the need for an approach that respects and integrates these values to mitigate resistance to modernization. There are arguments that deeply entrenched social values significantly affect conservation efforts, often leading to conflicts when conservation initiatives do not align with community beliefs. They advocate for strategies that incorporate local cultural values to foster genuine engagement in conservation practices. Together, these studies underscore the complexity of cultural values in navigating modernization and environmental conservation, illustrating their profound impact on societal engagement and policy effectiveness in North America.

Modernization

Modernization is a transformative process characterized by significant changes in economic structures, driven by advancements in technology and education. It emphasizes the development of human capital, where education plays a vital role in promoting economic growth and social progress. This process involves not only the adoption of new technologies but also the enhancement of cognitive and social skills necessary to address contemporary societal needs. Ultimately, modernization positions human capital as a crucial driver of successful change in society (Babich, et. al., 2021).

In the studies conducted in the Asian continent, modernization is viewed as a multifaceted process that significantly impacts cultural, educational, and democratic frameworks within societies. These studies emphasize the necessity of balancing global influences with national cultural identities during modernization, suggesting that this integration is vital for preserving local traditions. Similarly, they highlight how modernization can enhance efficiency but may also threaten democratic values if cultural contexts are overlooked, advocating for early democratic education to mitigate these risks. There is also an argument that educational reforms must align with cultural values to foster innovation while maintaining social cohesion. Lastly, Asian studies explore the profound sociocultural shifts resulting from rapid modernization, particularly in China, detailing both positive changes and psychological challenges faced by individuals. Together, these studies illustrate that modernization in Asia is not a linear progression but a complex interplay of cultural preservation, educational advancement, and democratic development.

In the studies conducted in the European continent, modernization is viewed as a complex and multifaceted process that significantly influences societal structures, political institutions, and cultural dynamics. They explore how traditional cultural values interact with sociological theories, emphasizing that modernization can lead to both adaptation and resistance within societies. Their analysis highlights the importance of understanding these cultural contexts to grasp the implications of modernization on social cohesion and institutional integrity. However, there are arguments that individualistic cultures tend to facilitate quicker transitions to democracy compared to collectivist cultures, suggesting that modernization fosters values of self-expression and individual liberty that support democratic governance. Similarly, these studies examine how entrenched cultural attitudes towards authority can impede effective modernization efforts aimed at reducing corruption, indicating that cultural values play a critical role in shaping institutional reforms. Collectively, these studies illustrate that modernization in Europe is not merely an economic transformation but a profound shift in cultural and political landscapes that requires careful consideration of local contexts and values for successful implementation.

In the studies conducted in the North American continent, modernization is viewed as a complex process that significantly influences social values, conservation efforts, and the implementation of human rights. These studies discuss how modernization can challenge traditional cultural norms while promoting universal human rights, highlighting the tension between global frameworks and local identities. These studies argue that deeply rooted social values are resistant to change, particularly when conservation initiatives conflict with established beliefs, suggesting that effective conservation strategies must align with local cultural values to foster genuine engagement. Together, these studies illustrate that modernization is not merely an economic or technological shift but a profound transformation that requires careful consideration of cultural contexts and social dynamics to achieve sustainable development and effective policy implementation.

Educational Development

Educational development is a dynamic process that encompasses the improvement and transformation of educational systems to meet the changing needs of society. Educational modernization is essential for fostering innovation and cultural development within societies. Effective educational practices must integrate modern learning approaches, such as mobile learning, to enhance engagement and adapt to contemporary challenges (Murad, et. al., 2020).

The studies conducted in Asia provide insightful perspectives on educational development through various lenses. They explore how national culture integrates into globalization, emphasizing the importance of cultural identity in educational practices amidst global influences. These studies also investigate the impact of modernization across educational, economic, and cultural sectors, linking these changes to the strengthening of democratic values. There are arguments that educational modernization not only fosters cultural development but also drives innovation, suggesting a symbiotic relationship between education and societal progress. Lastly, they examine the sociocultural changes resulting from rapid modernization in China, highlighting psychological consequences that affect educational frameworks. Collectively, these studies underscore the dynamic interplay between education and broader societal transformations in the Asian context.

The studies conducted in Europe provide a multifaceted analysis of educational development, emphasizing the interplay between modernization, culture, and institutional frameworks. They discuss how sociological theories can elucidate the impacts of modernization on education systems, suggesting that educational reforms must align with societal changes to be effective. They also explore the relationship between culture and institutions in the context of democratization, highlighting how educational practices can influence democratic values and social cohesion. Meanwhile, Moreover, studies also examine corruption's effects on educational institutions in the Czech Republic, revealing how systemic challenges can undermine educational progress and necessitate reform. Collectively, these studies underscore the critical role of education in fostering social change and institutional integrity across the European continent.

The studies conducted in North America provide a critical examination of educational development, focusing on the intersections of modernization, social values, and human rights. They discuss how socio-cultural changes and human rights covenants can be leveraged to defend against adverse effects of modernization, highlighting the need for educational frameworks that promote human rights awareness and social justice. However, there are arguments that social values are deeply ingrained and resistant to change, suggesting that educational initiatives must be sensitive to these values while striving for conservation and sustainability. Together, these studies underscore the necessity of aligning educational practices with socio-cultural contexts and human rights principles to foster meaningful development in North American societies.

National Development

The studies conducted in Asia highlight various dimensions of national development, emphasizing the interplay between culture, education, and modernization. They explore how integrating national culture within the globalization process is crucial for maintaining cultural identity while pursuing development, suggesting that a strong cultural foundation can enhance national resilience. They also analyze the impact of modernization across educational, economic, and cultural sectors, linking these changes to the strengthening of democratic values and social cohesion, which are essential for sustainable national development. There are also that educational modernization not only drives cultural development but also fosters innovation, indicating that education is a pivotal element in achieving broader developmental goals. Lastly, these studies examine the sociocultural changes resulting from rapid modernization in China, highlighting psychological consequences that affect educational frameworks and societal structures. Collectively, these studies illustrate that national development in Asia is a complex process influenced by cultural integration, educational advancement, and the challenges posed by modernization.

The studies conducted in Europe provide a nuanced understanding of national development, focusing on the interplay between modernization, culture, and institutional integrity. They examine the sociological theories related to modernization, suggesting that effective national development requires a comprehensive understanding of societal

dynamics and cultural contexts. They also explore how cultural institutions influence democratization processes, emphasizing that strong educational frameworks are essential for fostering democratic values and social cohesion, which are vital for sustainable national development. Meanwhile, studies analyze the impact of corruption on systemic change in the Czech Republic, revealing that corruption undermines developmental efforts and highlights the need for transparency and accountability in governance. Together, these studies illustrate that national development in Europe is a complex process shaped by cultural integration, institutional effectiveness, and the challenges posed by modernization and corruption.

The studies conducted in North America present a multifaceted view of national development, emphasizing the roles of modernization, social values, and human rights. They discuss how socio-cultural changes and the harnessing of human rights covenants can serve as tools to navigate the challenges posed by modernization, suggesting that a robust framework for human rights is essential for sustainable national development. In contrast, there are arguments that social values are deeply rooted and resistant to change, indicating that efforts to promote conservation must align with these values to be effective. They highlight a cultural shift towards mutualism in wildlife conservation, reflecting broader societal changes that impact national development. Together, these studies illustrate that national development in North America is not only about economic growth but also involves addressing social dynamics and cultural contexts to foster inclusive and sustainable progress.

Cultural values significantly shape societal responses to modernization and globalization across Asia, Europe, and North America, influencing educational practices, political processes, and conservation efforts, thereby underscoring their critical role in national development. Conversely, modernization is a complex and transformative process that significantly influences economic structures, cultural identities, and social dynamics across Asia, Europe, and North America, highlighting the need for alignment between technological advancements, educational reforms, and local cultural values to achieve sustainable development and effective policy implementation. Educational development is a dynamic process that requires the integration of modern learning approaches and cultural values to effectively address societal needs, foster innovation, and promote democratic values across diverse contexts in Asia, Europe, and North America. The studies conducted across Asia, Europe, and North America reveal that national development is a complex interplay of cultural integration, educational advancement, and modernization, emphasizing the need for strong cultural foundations, effective educational frameworks, and alignment with social values and human rights to achieve sustainable progress.

Conclusion

In conclusion, the findings underscore that cultural values are integral to shaping societal responses to modernization and globalization, influencing educational practices, political processes, and conservation efforts across Asia, Europe, and North America; thus, achieving sustainable national development requires a nuanced understanding and integration of these values with technological advancements and educational reforms.

References

- Babich, L., Shabunova, A., & Belekova, G. (2017). Economic modernization, human capital, and smart-learning technology. *Journal of Economic Studies*, 51(1), 1–15. <https://doi.org/10.1016/j.jes.2017.01.001>
- Ergashev, I., & Farxodjonova, N. (2020). Integration of national culture in the process of globalization. *Journal of Critical Reviews*, 7(2), Article 90. <https://doi.org/10.31838/jcr.07.02.90>
- Feinberg, G. (2023). Modernization, socio-cultural change, and the harnessing of human rights covenants in defending against modernization. *Journal of Multidisciplinary Research*, 15(1), 9–21. <https://doi.org/10.1515/danb-2015-0002>
- Gavrov, S., & Klyukanov, I. (2015). Modernization, sociological theories of. In *International Encyclopedia of the Social & Behavioral Sciences* (2nd ed., Vol. 15, pp. 707–713). Elsevier Ltd. <http://dx.doi.org/10.1016/B978-0-08-097086-8.32094-3>
- Gorodnichenko, Y., & Roland, G. (2021). Culture, institutions and democratization. *Public Choice*, 187, 165–195. <https://doi.org/10.1007/s11127-020-00811-8>
- Hunter, J., Hunter, R., Bills, T., Cheung, I., Hannant, B., Kritesh, K., & Lachaiya, R. (2016). Developing equity for Pasifika learners within a New Zealand context: Attending to culture and values. *NZ Journal of Educational Studies*, 51(1), 197–209. <https://doi.org/10.1007/s40841-016-0059-7>
- Koudelková, P., Strielkowski, W., & Hejlová, D. (2021). Corruption and system change in the Czech Republic: Firm-level evidence. *DANUBE: Law and Economics Review*, 6(1), 25–46. <https://doi.org/10.1515/danb-2015-0002>



Manfredo, M. J., Bruskotter, J. T., Teel, T. L., Fulton, D., Schwartz, S. H., Arlinghaus, R., Oishi, S., Uskul, A. K., Redford, K., Kitayama, S., & Sullivan, L. (2016). Why social values cannot be changed for the sake of conservation. *Conservation Biology*, 31(4), 772–780. <https://doi.org/10.1111/cobi.12855>

Magistra, A. R., Firdaus, S. U., & Raharjo, P. S. (2023). The impact of modernization in education, economics, social and cultural sectors on the existence of democracy. In G. D. Suprobawati et al. (Eds.), *Proceedings of the International Conference for Democracy and National Resilience 2022 (ICDNR 2022)* (pp. 122–128). Atlantis Press. https://doi.org/10.2991/978-2-494069-75-6_18

Murad, R., Hussin, S., & Yusof, R. (2020). Educational modernization drives the development of culture and innovation. *International Journal of Academic Research in Business and Social Sciences*, 10(11), 1016–1031. <http://doi.org/10.6007/IJARBS/v10-i11/8054>

Parks-Leduc, L., Feldman, G., & Bardi, A. (2015). Personality traits and personal values: A meta-analysis. *Personality and Social Psychology Review*, 19(1), 1–27. <https://doi.org/10.1177/1088868314538548>

Sun, J., & Ryder, A. G. (2016). The Chinese experience of rapid modernization: Sociocultural changes, psychological consequences? *Frontiers in Psychology*, 7, Article 477. <https://doi.org/10.3389/fpsyg.2016.00477>