

Cognitive Styles of Brown Collar Workers.

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The present study has tried to explore Cognitive Styles of Brown Collar Workers. For this, the data was collected on 100 Brown Collar Workers equally divided into JCOs = 50 & other rank = 50. Cognitive styles of the respondents were measured by using Cognitive Style Scale of Parveen (2011) which measures five types of cognitive styles. They are Systematic Style, Intuitive Style, Integrated Style, Undifferentiated Style and Split Style. The obtained data was analyzed using Mean, S.D. and t-test. The results had revealed that JCOs were significantly found to use more Systematic and Intuitive Styles as compared to the respondents of other ranks

Keywords: Cognitive Styles, Brown-Collar Workers.

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Cognitive styles refer to the individual differences in ways of perceiving, remembering and thinking. A cognitive style is based on the way to process information and to use own, such as perception, thought, memory and that are related to the individual personality cognitive resources, (Santrock, 2011). Cognitive style or thinking style is a concept used in cognitive psychology to describe the way individuals think, perceive and remember information. Cognitive style differs from cognitive ability (or level), the latter being measured by aptitude tests or so-called intelligence tests. Psychologists believe that individual biological and psychological differences affect the ways in which people perceive events, objects, sights, sounds, and feelings. Thus, when several people encounter an identical object or event, each might experience a different perception of that object or event. There is no question that the exposure of infants and children to different experiences shapes their personalities and influences who they are and how they interpret things. Cognitive style is the manner by which individuals perceive information in the environment and the patterns of thought that they use to develop a knowledge base about the world around them. Encyclopedia (2011).

It is acknowledged that there is a significance difference between life style and personality of Brown Collar Workers and Red Collar workers. Army personnel and civilians have different life style because each service has its own distinctive culture based on field of work and traditional (Gupta & Sethi, 2009).

The rank structure of soldiers consists of JCOs and other ranks. JCOs are the class – II gazetted officers. The other rank soldiers include soldiers and non-commissioned officers. The present study has tried to explore the cognitive styles of Brown Collar Workers since they have entirely different work environment and different work culture as compared to Red Collar workers. So it would be interesting to explore the thinking patterns of Brown Collar workers holding different positions in their work setting.

I. METHODOLOGY

Objectives:

1. To explore Cognitive-Styles of the Brown-Collar Workers.

Hypothesis:

1. There would be significant differences on Cognitive –Styles of the JCOs and respondents of different ranks in Army i.e. (Brown-Collar Workers).

Design: The design which is used to conceptualize the study and analyze the data is simple IV-DV testing design in which respondents are divided into two groups high and low and then comparison is made of Means.

Tools-

Cognitive Style Inventory by Praveen (2011) was used to measure Cognitive Styles of the respondents. This scale measures Cognitive Styles through 40 questions. Each question has 5 points rating scale ranging from Strongly-Agree to Strongly-Disagree. The scale measures 5 types of Cognitive Styles. They are; Systematic Style, Intuitive Style, Integrated Style, Undifferentiated Style and Split Style.

Population and Sample:

The participants consisted of 100 Brown Collar Workers. They were equally divided into two groups on the basis of their ranks in the army. Each rank consisted equal numbers of soldiers on the basis of their designation i.e. JCOs (50) and other ranks (50).

Theoretical Framework: Variables of the study contains dependent and independent variables. The independent variable is Nature of Work (Brown Collar Workers) and dependent variable being Cognitive-Styles.

Procedure-The data was selected using quota sampling method.The respondents were contacted personally and the data was collected through Questionnaire method.The questionnaire required approximately 10-15 minutes to complete.The obtained data was analyzed using Mean, S.D. and t-test.

Statistical-Tools:-The data was analyzed using Mean,S.D. and t-test.

II. RESULTS AND DISCUSSION

The results obtained are as under:

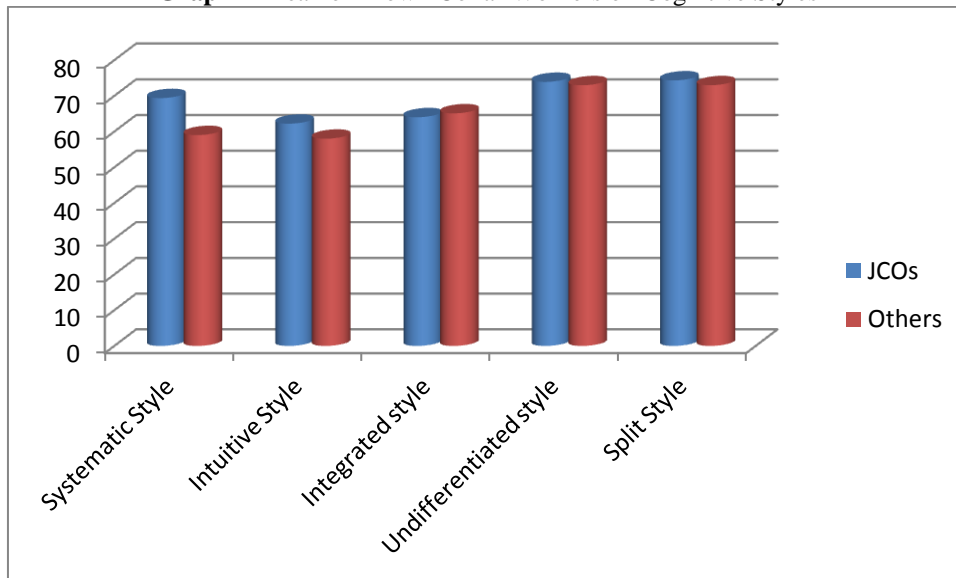
Table-1: Mean of Brown Collar workers on Dimensions of Cognitive Style

Dimensions of Cognitive Style Scale		Brown Collar workers		t-values
		JCOs Mean	Other Ranks Mean	
1.	Systematic Style	69.38	59.02	2.92*
2.	Intuitive Style	62.22	58.01	3.99**
3.	Integrated Style	64.02	65.11	1.01
4.	Undifferentiated Style	73.92	72.98	0.99
5.	Split Style.	74.33	72.99	1.14

**=Significant at .01 level

*= Significant at .05 level

Graph-1 Mean of Brown Collar Workers on Cognitive Styles



As it is evident from the inspection of Table-1and Graph-1 that few dimensions of cognitive styles were found to be significant. The result partially support the first hypothesis stating that there would be significant differences on Cognitive –Styles of the JCOs and respondents of different ranks in Army i.e. (Brown-Collar Workers). Systematic Style and Intuitive style was found to be used more by JCOs as compared to other rank holders. No other significant differences were found on the use of other dimensions of Cognitive Styles.

The systematic style is associated with logical, rational behavior that uses a well defined step by step approach to thinking, learning and overall plan. While the intuitive style supposes a reliance on fast, automatic answers. As compared to non-commissioned officers, commissioned officers have more pressures and responsibilities. They are on the decision making post which needs quick reflexes. So they think and behave according to their posts. So, on the basis of the results of the present study it can be concluded that non

commissioned officers were found to report less systematic and intuitive thinking style than junior commissioned officer because JCOs respond spontaneously and need not to plan each and every aspect before implementing them in action.

III. CONCLUSION

The results show light on how Brown Collar Workers perceive and interpret the situations and they differ in their ways of perceiving, thinking and interpreting things. So when coming to the implementation of social programs better cognitive styles should be cultivated in the personalities of the future generation to make them more rational and logical rather than accepting all the things and rituals blindly.

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