

DECEPTION AS A REASON FOR SOCIAL UNDERDEVELOPMENT

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ABSTRACT

The present study has explored new dimensions of social deception and its relationship with underdevelopment. The prime aim of the study was to delineate, as clearly as possible, the process of deception in various institutions like family, education and media and how these institutions promote deception and create a particular mind set of people. Deception creates mistrust and complexities in human relationships resulting in the fragmentation of society. Social institutions do not work cohesively leading to social underdevelopment. The present study was limited to students and professionals from different institutions of Faisalabad. A total of twenty four respondents (twelve females and twelve males) were taken for this study. Focus Group Discussion (FGD) and in-depth interviews were tools to collect data. Qualitative research design was used to conduct this research. Purpose oriented sampling was adopted for data collection. Data analysis was done to produce new themes and ideas according to respondents. According to the findings of present study, deception creates mistrust in society which breaks national unity. As a result, a society becomes a victim of social underdevelopment. Social institutions like family, education and mass media act as agents of deception.

KEY WORDS: Social Deception, Development, Pakistan