Applied Social Psychology


Examines the life satisfaction of the rural elderly in three randomly selected villages of north coastal Andhra Pradesh, by using a scale developed by Neugarten et al., (1961). The study covered a total of 226 elderly, consisting of 120 men and 106 women. The results indicate that the rural elderly, on the whole, had less extent of life satisfaction and further men, married, literate, the elderly living with families, and non-abused elderly had more life satisfaction as compared to women, widowed, illiterate, staying alone and the abused the elderly. Further, family income of the elderly appears to be significantly associated with life satisfaction of the elderly. Hence, it is recommended that programmes should be designed to enhance the income of the elderly and that of their families, to increase the life satisfaction levels of the rural elderly.


Attempts see the repercussions of the turmoil as experienced and recounted after 21 years and their impact on subsequent generations. Narratives from 30 respondents varying in age and gender, yielded insight into the role of intervention in determining ‘construal’ of ‘Help’. Living in zeitgeist of conflict, the study attempted to glean insight into how such help, not only saves life and property, but affects the very psychological construal of a ‘conflict’.