CULTURE TREASON THEORY(CTT) Conceptualization/Behavior Freezing theory.

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Abstract:

The culture treason theory (CTT) is a cultural and behavior changes theory that explains all negative conscious and unconscious barriers, resistance, frustrations, moral pains felt by the person when he/she might adopt new culture (in a broad sense) or behavior. The conflict of new and existing behavior (in a narrow sense) in the mind of the person creates doubt and confusion.

This theory development used the grounded theory process through ontological constructionism and epistemological interpretivism. The right appraisal of the CTT determines reasons for barriers, health-related issues' root causes, and the right strategies to use. Hence, it can help to predict the behavior adoption time.

Key words: Culture, treason, theory, behavior change, community, ontology, epistemology

Introduction

Culture treason theory is important for the understanding of behavior molding as other behavioral theories such as Social Cognitive Theory (SCT), Health belief model (HBM), theory of reasoned action/Theory of planned action (TRA/TPA), and Trans-theoretical model (TTT) (Karen, 2016). It has been created after the evaluation of cardiovascular disease preventive measures to facilitate the understanding of why and to which extent people resist the new health promotion intervention (Nsanzabera, 2020).

Theories existed before human nature existed. As you cannot situate the starting point of the universe and knowledge, you can't trace the starting point of the theory. Even the theory of relativity did not point it. It is not only by the imagination that theories were discovered but also by the contemplation of knowledge and environmental components relationship. Therefore, the concretization of the theory abstract creates an ontological framework useful in real life and capable to generate decision platforms and important solutions.

Every person is born uniquely, his uniqueness is unquestionable because everyone has his way of looking, deciding, his pain, and his/her perspective and this makes him or her very personal. However, with his or her uniqueness in mind, a person is born in one family in a certain community. This has the strong task to mold her/his temper, her/his character toward a certain level of acceptable standard within the community that will be culturally known and admissible to the certain environmental world demarcation.

General Theory components related to the culture treason theory (CTT)

Concept is defined as: “a symbolic representation of an actual thing: stone, table, house, tree” (Moore, 1991).

Construct it is “the word for concepts with no physical referent - democracy, learning, freedom, etc. Language enables conceptualization.” (Moore, 1991).

Principle is “the interaction or the relationship that lie between variables which may be the construct or concepts” (Moore, 1991).

Culture Treason Theory concept definitions

Culture

Culture was anciently regarded as the paradigm of uniformity of values, behaviors, decisions, eating patterns with shared thinking, actions, and desideratum in a certain environmental society. It was also defined by Herder as the spirit of the people or soul of the folk as a unifying principle, which cultivates cultural social unity. In 1984, Hofstede showed that the culture was a communal mind programming. The ancient culture definition included some elements of four perspectives, which may explain the interconnected cultural impact on the culture of collective, plural, and individual perspectives. Hence, this interconnection and coherence is the foundation of cultural sustainability (Rathje, 2009). Tylor in 1871, stated that the broad sense of culture encompasses knowledge, belief, moral, custom, art, law including more different capacities, behaviors that a person obtained as an affiliate of the society (Bennet, 2015).

Three important elements found in culture definition are: “interpretation of culture as a whole pattern or configuration of values and meaning in a society”; “inclusion of all forms of culture, whether high, popular or low”; “integration of all forms of the culture in social life”, made this definition to be endorsed by many researchers including Williams cit. CCCS 2013, p. 883-4 in The Long Revolution, of ‘the theory of culture as the study of relationships between elements in a whole way of life’ (Bennet, 2015).

This definition was also discussed, and emphasis was put on the word “enculturation: the process of learning culture” by Boas and his students. Moreover, researchers such as Mead, Benedict added that it is through enculturation that “culture shapes individual identity, self-awareness, and emotions in fundamental ways” (James, 2004), (Brown, 2020).

Boasian culture concept

The transmission of habitual behavior patterns through all men was executed without basing on their race or cultural stage. Franz Boaz, in his writings, highlighted that this was called enculturative processes with the secondary rationalization ethics (Stocking, 1966). The study of understanding of humanity was the core of Boasian anthropology, where according to him, races and ethnicities were different due to different cultural possession. This Boasian anthropology has totally changed the idea of culture from what a person, "ate, drank, religious views and their music tastes," to the complete "mental and physical reactions and activities that characterize the individuals of a social group" (Parker, 2021).

Cultural Relativism

It is when "The person's activities or beliefs should be understood in the terms and values of their own culture, not someone else's" (Parker, 2021).

Historical Particularism

The term historical particularism refers to "the idea that each culture has its own particular and unique history that is not governed by universal laws" (Parker, 2021).

Treason

Treason is "essentially a violation of allegiance to the community". This brings the issue of betraying a community. In the broad sense of culture, this is at a certain level different from political treason, but with some similarities when it is done to the community culture. In the ancient Roman view of treason, "Perduellio, the earliest Roman concept of treason, was literally the act of a base or evil enemy who assumed a state of war toward his community" (Maurer School of Law, 1959).

Theory

Nixon in 2004 explained that the word theory derived from the ancient Greek word *theoria* "look at", "contemplation" or the word denoted: "mental scheme or something to be done." According to the online etymology dictionary, the word theory was conceived in 1592. Moreover, in 1613 the word was taken as "principles or methods of a science or art (rather than its practice)". Furthermore, its definition was then recorded as "an explanation based on observation and reasoning" in 1638.

The simple term that defines theory is an "idea". It is, hence, the interconnection of ideas that explain the known reality in society for a particular aspect of life (Bey-Ling, 2018). The theory was also defined as a structured explanation of the phenomena by interconnected and interrelated concepts within the community (Wimmer, 2014).

The word theory encompasses the various virtues and power of ideas, which may be observational or theoretical. This may divide theories into two parts: laws and moral related theories. The laws theories were explained to be empirically grounded and with three virtues, which are explanatory, integrative, and heuristic. While the remaining part of the theory has a moral dimension (Newton,

2008). This was also emphasized by Reynolds (2007), where he classified theories into two forms 1. “Law theory as”: “a set of well-supported empirical generalizations” and 2. “axiomatic theory as”: “an interrelated set of definitions, axioms, and proposition.”(Bey-Ling, 2018).

In his paper, Charles Kivunja outlined the theory definition made by Kerlinger and Lee (2000.p.11): “A theory is a set of interrelated constructs (concepts), definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting the phenomena.”(Kivunja, 2018).

According to Kivunja (2018) writings, three crucial elements were outlined in theory definition: a)“a theory is a set of propositions consisting of defined and interrelated constructs”, b)” a theory sets out the interrelations among a set of variables (constructs), and in so doing, presents a systematic view of the phenomena described by the variables, and” c) “a theory explains phenomena; it does so by specifying which variables are related to which variables and how they are related, thus enabling the researcher to predict from certain variables to certain other variables.”(Kivunja, 2018).

These definitions explained well that the Culture treason theory is axiomatic. It encompasses all the three relevant parts of the Kerlinger and Lee definition through all constructs and is able to predict beyond the internal conflict, resistance, and or freezing level toward the unfreezing state.

Bei-ling in his writing showed that there is no research method that has the monopoly of theory development. He went on and provided four ways of building theory: Create, test, expand, refine. He explained that this required connecting concepts which were never connected before and then applying them in a certain industry or community, and then digging deep with in-depth research to find out more to support and refine the theory (Bey-Ling, 2018).

This showed that there is a similarity to some extent with the grounded theory development methodology, which devised three steps of theory-making. Open coding: key phrases and concept identification from subcategories to categories; axial coding: concept relationship and connection; and selective coding: authenticated relationship and categories refined (Glaser, 1967), (Strauss, 1990), (Helen, 2016), (Qureshi, 2020).

Other psycho-anthropology concepts associated with CTT.

Taboo

It has its root origin from Polynesian word tapu, Tabu which means prohibition or forbidden. It is a banned or prohibited attitudinal and behavioral act, within a society that is motivated by cultural beliefs and teachings. It is hence believed that doing this banned or sacred action could attract the curse (Chaim, 2011).

Theory syntactic view

It stated that a “theory is an axiomatized collection of sentences: syntax concerns grammar and abstract structures” (Savage, 1990).

Theory semantic view

It stated that a “theory is a collection of nonlinguistic models (investigates meaning and representation)” (Savage, 1990).

Theory pragmatic view

It stated that a “theory is an amorphous entity consisting perhaps of sentences and models, but just as importantly of exemplars, problems, standards, skills, practices and tendencies” (Savage, 1990).

Semantic memory

This This kind of memory was perceived as amodal by Tulving, 1972. Yet it was found to be multimodality and more integrated within the brain. Together with episodic memory made the declarative (facts) memory. Which also with procedural memory (skills memory) forms long-term memory. Currently, semantic memory refers to the everyday knowledge use that is linked to our experience and has a remarkable ground to the culture (McRae, 2013). One study stated that semantic memory is distributed across all regions of the brain. However, the damage of the hippocampus could critically hamper the acquisition of new semantic and episodic memory (Duff. MC., 2020). Semantic memory plays a crucial role in the culture treason theory as it holds more memory linked to the culture and experience. This could influence the collective and individual decisions in certain circumstances within society.

Thinking

The APA Dictionary of Psychology (2021) defines thinking as “cognitive behavior in which ideas, images, mental representations and other such hypothetical elements of thought are experienced or manipulated.” Thinking creates the models and certain platforms to get a deep understanding of the world. Therefore, this hidden psychological platform uses a symbolic process to link important nodes for devising plans, strategies and have a full picture that permits us to understand and operate with the world.

Heuristic

It is an important word in theories discovery and explanation. It is itself means “discovery” as it was defined from Greek origin. It put an accent on the personal experience when we are solving problems. It creates a devised platform for decision-making by examining and finding out alternative choices in few available information. Therefore, Heuristic helps to speed the “problem-solving”, “decision-making” and explain the presence of bias judgment and errors. In addition, personal experience plays an important part in culture treason theory (Steve, 2015).

Explanatory

Explanatory is one of the features of the theory that convey the meaning of combining components, constructs for forming a framework(model) that transfers a new meaning for complex phenomena (Davidoff, 2019). It is mostly harboring the explanations of many variables into a new platform that germinates new solutions. Moreover, the new platform must contain two crucial elements: Requirement and solution (Baskerville, 2010).

Integrative:

According to the APA psychology dictionary (2022), integration or integrative concept means “the combination of different concepts to make a meaningful frame that can help to explain complex dynamic functioning of an individual when one concept fails to explain behavioral appropriateness.” It is therefore an integration, a combination of more elements to create a well-informed, effective, and productive system.

Anthropology

Anthropology was defined by Andrew (2021) as “the study of all human cultures, past and present, and how they’ve changed over the passage of time.” It is hence the study of humankind that tackles the cultural, social, physical, and emotional dimensions complexity. Its core learning is the human’s culture, in other words, the study of the man (Anthropos logs) (Zaenuddin, 2013).

Psychological anthropology

It is “the study of psychological topics using anthropological concepts and methods. Among the areas of interest are personal identity, selfhood, subjectivity, memory, consciousness, emotion, motivation, cognition, madness, and mental health.” (Andrew, 2021).

Strauss (2015) in his writings defined psycho anthropology as “a subfield of anthropology devoted to the way cognition, emotion, and motivation are shaped in sociocultural settings and to the psychological factors that are important in culture learning and expression” (Strauss C. , 2015).

Folk psychology

Stich (1993) criticized folk psychology as a seriously mistaken theory and highlighted 4 elements (processes of behavior rise; belief and desire are common sense theory of the mind; a mature science that shows how the brain works; the existence of the intentional state of common-sense psychology) which showed that it was not true (Stich, 1993). Folk psychology was defined as: “the basis-whatever it is-of our ability to describe, interpret, and predict each other by attributing beliefs, desires, hopes, feelings, and other familiar mental states.” (Godfrey-Smith, 2005).

It is described as “our commonsense conception of psychological phenomena with behavioral explanation, coordination, and prediction” (Andrews, 2006). It is “the study of the development of belief structures in various societies and the stages that particular doctrines move through over millennia.” (Andrew, 2021).

Psychology

Psychology was defined in writing of Gregg (2011), as “the science of mental behavior and the human mind, and the professional application of such knowledge toward the greater good” (Gregg, 2011). In addition, two dimensions (emotional and motivational thought processes) were stated by Andrews (Andrew, 2021) Moreover, psychology was found to be a very wide human science and its definition was proposed to be reformed as “a science of subject and comportment in the framework of a contextual hermeneutics, social, human behavioral science, including quantitative

inquiry, introspection and pre-reflective self-awareness with a link to marginalized traditions from mainstream” (Pérez-Álvarez, 2018).

Ethnography

The definition of ethnography was defined by Naidoo, 2012, as: “*a qualitative methodology that lends itself to the study of the beliefs, social interactions, and behaviors of small societies, involving participation and observation over a period of time, and the interpretation of the data collected*”. This concept definition in practice in sociology but was first developed from the anthropology field (Naidoo, 2012).

Ontological and epistemological Culture treason theory conceptual integration

Ontology: nature of reality

It is the study of the existence in the real-world (Crotty, 2003). My existence within the world around me, my belief, actions, perception, thinking, and its interaction with nature. Ontology was also defined by the social research online dictionary (2011) as “a concept concerned with the existence of, and the relationship between, different aspects of society such as social actors, cultural norms and social structures. Ontology is a philosophical way to approach the nature of reality in the social world. According to Guba and Lincoln, 1989, ontology is being able to respond to those two questions “what is there to be known?” “What is the nature of reality?”. CTT is viewed in this philosophy as a way of interaction with the physical and psychological world which has an impact on personal or collective influence in social actors. This is viewed when we approach the world with constructivism (approaching the social phenomena through the appraisal of freedom, choices, individual responsibility, and human inner experiences). On the other hand, the whole phenomena of Culture treason theory could be directly observed through Objectivism (direct and accurate reality observation), such as observing the event of decision making of a person molded by a certain culture, life experience against new behavior to adopt (Hashil, 2014).

Epistemology: nature of knowledge

In 2003, Crotty defined epistemology as “a way of understanding and explaining how we know what we know”. Manion and Morrison in 2007 showed that epistemology is regarded one’s assumptions about “the very bases of knowledge: its nature and form, how it can be acquired and how communicated to other human beings”. It is, therefore, the explanation of the nature, the origin, the form, the scope, measurement (Objectivity, Subjectivity) of the knowledge and its acceptability and applicability in certain disciplines (Hashil, 2014). Through the lens of interpretivism (“knowledge is produced by exploring and understanding the social world of the people being studied”). Culture treason theory (CTT) conceptualization is also anchored within interpretivism philosophy due to the social world and its behavioral understanding until its empirical and scientific evaluation toward positivist (unambiguous and accurate knowledge) philosophy (Hashil, 2014), (Mukhles, 2020).

Culture treason theory Construct's outline

Culture is the intersection of personalities in a community, intersection of written and unwritten of commune moral norms over time.

Personal psychological immunity

Every person has his own psychological capacity and resilience for every stressor and various challenges encountered in every aspect of life. Oláh (2000) had first introduced the term Psychological immunity that he defined as: “a system of adaptive resources and positive personality characteristics that acts as psychological antibodies at the time of stress.” (Gupta, 2020). The psychological immunity model was formed by three interconnected and parallel units based on: Approach-belief subsystem, Monitoring-creating-executing subsystem, Self-regulating subsystem. And these were also formed with 16 constructs to protect and safeguard the person against external environmental stressors (Kaur, 2020).

Personality

Personality was defined as “a person’s characteristic pattern of behaviors in the broad sense (including thoughts, feelings, and motivation)”. When patterns in cognition, emotion, and motivation form inherent parts of someone’s personality, they cannot also serve as explanations (Uher, 2017).

Behavior

Behavior was defined as “everything an organism does” which fails to exclude doings not commonly considered behaviors, such as organisms’ metabolism and growth (Millikan, 1993). Including “observable actions, covert actions, cognitions, motivations, and emotions.”(Uher, 2017).

Attitude: Belief and doubt

In their influential book *The Psychology of Attitudes*, Eagly and Chaiken (1993, p. 1) define an attitude as ‘a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor’. Inherent in this definition is the idea that reporting an attitude involves the expression of an evaluative judgment about a stimulus object. The term “attitude” is a French term, originated from the Italian word “attitudine” and originally from the late Latin “aptitudinis” and “aptitude” (Eagly, 1993).

The definitions of attitude are (1) the position or posture assumed by the body in connection with an action, feeling, mood, and so forth (to kneel in the attitude of prayer); (2) a manner of acting, feeling, or thinking that shows one’s disposition, opinion, and so forth (a friendly attitude); (3) one’s disposition, opinion, mental set, and so forth (Nop, 2013).

It is often described and measured in research under various terms or concepts such as belief, feeling/desire, opinion, concern, and acceptance. However, the reviewed articles showed one common theme of referring to attitude with the spectrum from positive to negative (Nop, 2013).

The Miriam Webster definition of “attitude” is “a mental position with respect to (or a feeling or an emotion toward) a fact or state.” I guess I’d translate this definition a bit to characterize our attitudes as our beliefs and the feelings that accompany those beliefs (Oldham, 2012).

Belief

Belief can be defined as the mental acceptance or conviction in the truth or actuality of some idea (Schwitzgebel, 2010). According to many analytic philosophers, a belief is a “propositional attitude”: as a proposition, it has a specific meaning that can be expressed in the form of a sentence; as an attitude, it involves a mental stance on the validity of the proposition (Schwitzgebel, 2010).

Beliefs, or perhaps more realistically belief systems, provide the ‘mental scaffolding’ for appraising the environment, explaining new observations, and constructing a shared meaning of the world (Halligan, 2007).

In a more immediate sense, beliefs allow us to interpret and appraise our ongoing experience, and to place our experience within a wider meaningful context involving the past and future. As such, beliefs can have significant emotional consequences. Beliefs also provide a basis for action by providing both a representation of the environment and a framework of goals and actions (Tullett, 2011).

Pechey and halligan (2012), in their writing, showed that many people responded that the strong conviction which makes people be resistant to change was identified as the characteristic of belief. Hence, this formed a true model of how feelings, thoughts, attitudes, behavior, and decisions are or should be influenced by certain things (Connors, 2014).

Doubt

As defined by Van de Calseyde (2018, p.98) in his writings, Doubt is “the subjective uncertainty that people experience when assessing the correctness of their decisions, beliefs, or opinions”. Doubt is the lack of belief and confidence when one’s deciding. According to Van de Ven (2010), several researchers tried to find out the individual doubtful feeling and their consequences when are unsure of their choices. Obviously, doubt as opposed to confidence can influence people to take an unreal decision, which will eventually cause strong regret (Evans, 2021).

Knowledge

According to Nonaka (1994), Knowledge was defined as” a dynamic human resource of justification of the personal beliefs to obtain the truth.” It is hence, taken as an invisible and intangible asset. In addition, cognitive capacities such as Reasoning, learning perception, communication, the association must interplay to obtain this asset (Gao, 2018). Soltani and Navimpour, 2016 stated that “knowledge is the concept, skill, experience, and vision that provides a framework for creating, evaluating and using the information”. The two types of knowledge were explained as Tacit (The personal knowledge that rests in his/her mind, perception, and behavior regarding the specific context) and explicit (tangible form information), (Gao, 2018).

Cognition

It is divided into two parts, where Cognitive psychology is based on information processing and functional-cognitive psychology which is focused on behavior and decision-making influence and it is more useful in psychotherapy.

Cognitive psychology versus functional-cognitive psychology

Nothing a human can do without cognition; no psychological phenomenon is possible without human cognition, even the image treatment or hallucinatory processes, and all non-tangible things without relevant stimulus. According to Neisser (1967, p. 4) Cognition was defined as: “All processes by which the sensory input is transformed, reduced, elaborated, stored, recovered, and used.” He then explained that the work to discover how the computer is programmed is similar to the task of understanding human cognition (Neisser, 1976), (DeHouwer, 2016).

The outline of Neisser (1967) definition has three features that may explain the complexity of Cognition, the first feature was to operate with all mental processes, the second feature was the dynamicity mechanism which implies the contiguous activity, where for instance for physical mechanism one cogwheel puts in motion the next cogwheel. However, cognition treats ideas and information and provides the meaning of the physical environment. It was also demonstrated with different reactions of what has been experienced at the first time and at the second time which was termed latent learning (Bechtel, 2008). The second feature which is very complicated, and which is associated with the culture treason theory is that people may operate in daily life unconsciously. Their unconscious cognition may drive their daily behavior unknowingly. Every cultural, value-related information inaccessible to the conscious introspection that was processed and stored may be retrieved and used unconsciously. Hence, this may be the source of the decision making which is different for people with different cultures (DeHouwer, 2016).

Cognitive psychology aims “to explain environment-behavior relations(behavior-effect) in terms of mental mechanisms” in other words “explanation of the phenomenon (classical conditioning) in mental processing way” while functional psychology relies on “understanding of behavior in terms of its dynamic interaction with the environment.” In other words, “having the knowledge about environment-behavior relations suffices to predict-and-influence behavior in an observed way.” However, functional, and cognitive psychology are mutually supported (Vahey, 2016), (DeHouwer, 2016).

Background

According to the IG global dictionary,2021, the cultural background is defined as “The context of one’s life experience as shaped by membership in groups based on ethnicity, race, socioeconomic status, gender, exceptionalities, languages, religion, sexual orientation, and geographical area”. The cultural background is also defined as “Incorporation of all beliefs, values, stereotypes, and rules, characterizing the members of a society and differentiating it from other societies”. Or “The totality of socially transmitted behavior patterns, arts, beliefs, institutions, and all other products of human work and thought that a person has grown up in and belongs to”.

Values

Value is an important thing in the life of a person, it has a great impact on the human's behavior regarding the quality of how human is operating. In the writings of Vanfossen as explained by Mead (1976), the value was defined as: "All those beliefs and expressive idea forms to which some positive or negative (valuational) meaning is attached". Although some definitions depict "value" as associated with the non-object quality which implies the "good", the "value" is very wide from what we see to what we don't see. In addition, some researchers took "value" as associated with the truth or fact while others include both the factual and non-factual (Mead, 1976).

Vanfossen explanation highlighted "value" as having four features in their types which can also be mixed: the first feature is that "value" is "existing in the mind of God as eternal ideas, independent validities"; the second feature is that "values" are "values are considered as being in the object, material or non-material."; the third feature is that "values are seen as located in man, originating in his biological needs or in his mind. A man by himself or man in the aggregate, variously referred to as a group, society, culture, state, class, is seen as 'holding' values." The fourth feature is that "values are equated with action." (Adler, 1960).

The "values" are classified into five basic types and are also divided into two types: "specific and diffuse types". The specific types are: "norms, beliefs and ideals" while the diffuse types are: "systems, and complexes". The diffuse values are huge than specific, and complexes include more societal value than systems. Values are critically important because are somehow linked to myths, norms, and ideology. Hence, no myth no value, and no ideology (Mead, 1976).

Norms

According to Mead, 1976, norms were defined as: "situationally specific prescriptions or proscriptions for behavior." According to the Vanfossen writings, as explained by Mead in 1976, it was seen that in the three types of norms "customary, moral and legal norms", the customary norm was the one that orders the social conformity and adequacy, behavior boundaries as acceptable standards within the society. The moral norms touch the moral depth where the violation may cause a deep sorrow of evil doing (behavior) than simple incorrectness while the violation of customary norms seems to be curious amusement and ridiculous view.

The moral norms are strong and less violated while the customary norms are frequently violated and have an impact on the future of the individual in the society. Therefore, the moral and customary norms are a barrier to the adoption of a new behavior which implies the culture treason theory to be of great importance for understanding the behavior of culture dynamicity (Mead, 1976).

Benefit

According to the Oxford Language Online Dictionary (2021), Benefit was defined as "an advantage or profit gained from something". Benefits have powerful meaning human motivation to adopt a certain behavior whether in the community or at the workplace. Benefits have an enormous psychological impact on the adaptation of employees to new environments and the improvement of productivity (Shkoler, 2020).

Alternative

The Oxford language online dictionary (2021) defined the alternative as “(of one or more things) available as another possibility or choice”. The alternative is the crucial element in behavior change to foster a starting point platform for facilitating the Concentration gradient toward the desired change. The alternative way may be seen as a benefit in some cases where the assistance incentivizes their clients to adopt a certain behavior.

Constructs of the Culture treason theory

1. Cognition/ epistemology.
2. Attitude (Belief or doubt).
3. Behavior (Practice).
4. Background (Situation& Environmental experience) what happened before adopting bad behavior.
5. Values (Core values) accumulated over time/taboos.
6. Norms (Written and Unwritten norms)/ unwritten psychological sanction.
7. Personality.
8. Culture dynamism (change articulated to the development), people movement (culture exchange, politics).
9. Benefit alternative.

Model of application:

Culture treason weight equal the resistance of the population to adopt the new behavior brought by behavior change mechanism or health promotion program.

- ❖ Freezing level to adopt a behavior.
  - latency time
  - motivation
  - Negative versus positive influencer toward ownership and participation (Consequences, Force, punishment effect and rebound)
- ❖ Alternative power
  - Changing behavior without alternative is like pulling the vehicle without tire or pushing the train without sliding wires. Alternative plays a big role.

Conceptual framework of Culture treason theory

CTT: CULTURE TREASON THEORY/FREEZING BEHAVIOR THEORY

PERSONAL MODEL THEORY

Changing behavior of an individual or changing culture of a community is equal to finding internal conflict solution caused by two opposed behavior or culture to change and search a way to create concentration gradient to facilitate the sliding of a person or a community to the planned position

Origin and importance of the Culture treason theory (CTT)

CTT was originated from the discourse of, and analysis of data of people who had the high risk of developing cardiovascular diseases during my PhD thesis. The reason of resistance for adopting new protective and preventive behaviors was related to the culture which many people refused consciously and unconsciously to betray (Nsanjabera, 2020).

A part of the pathological behaviors such as addiction, some people were convicted and strongly believed until today that being big (obese) and having big abdomen (central obesity) were associated of having good health. Some people highlighted that they smoke because even their great grandparents didn't have any consequence from smoking and they in fact lived long. During the time we highlighted that a person developed an elevated blood sugar, some people failed to reduce drinking alcohol and even change their food patterns. They were always nodding their head, during the counselling period, expressing a positive sense of understanding and accepting the new way of lifestyle. However, the incoming behavior power was outweighed by their inner behavior power.

The conflict of those two different cultural aspects creates the confusion and doubt inside the person, which may also lead to the fluctuation and instability between those two behaviors. Moreover, this instability creates an attitude flow and a tendency to remain in status quo or to move to new protective behavior. Therefore, the level of resistance toward the positive sense or the

acceptance of the new behavior is equal to the CTT. Furthermore, all conscious and unconscious negative thinking, barriers and justification, moral pain, frustration, and frozen status behaviors are associated to the CTT when you are told to currently start a new behavior or adopt a new culture. The duration of this resistance will depend to the duration of previous culture and the power of its associated moral norms within the society.

Every culture may have many subcultures (Williams, 2018). The core values, norms, beliefs, and barriers of those subcultures may block the people development and prevent a new understanding of the current world. The act of crossing those barriers by acculturation, assimilation, and enculturation or by any other form of education, integration, awareness; requires to really understand the culture treason theory.

Hence, a proposition of a new solution coupled with alternatives would be better, not necessarily using coercion. (Eg: “The Batwa (Twa), (Lewis, 2000) one of the ethnic groups that form the Rwandan culture, has their own subculture.” (The ethnicity is, at the time of writing this paper, officially abolished in Rwanda.) This subculture makes them understand and grasp the world in their own way. Therefore, this has historically hampered their development, despite several trials of developmental projects that they were offered. Albeit some researchers attributed their chronic poverty to landlessness (Lewis J. , 2006).). It is in this scope that a deep understanding of culture treason theory will aid to outline the bottom-up global health-related issues’ root causes. In addition, it will help more people to traverse through the tunnel of culture-related poverty, certain diseases, mental and physical conditions.

Discussion

The discussion and the critique of the CTT are founded on the theory definition operationalization parameters in combination with the virtues of the theory. The CTT explains why people act or refuse to act in certain situation. Culture treason theory ensures the evaluation of underlying factors that prevent people to make decisions and the level of resistance. Moreover, it may help the justification of behavior change management. Therefore, this is in line with the Nixon writings, (2004) where he suggested three professionalism requirement aspects for a theory which are: “Analytical interpretation, speculative evaluation, and explanatory justification.”

The four parameters of theory definition are the definition of variables, limitation of the domain, relationship (model) building, theory prediction, and empirical support. These parameters are coupled with common questions that are asked to understand the usefulness of a theory. Who? and what? questions are associated with the definition of theory variables; when? and where? questions are associated with the limitation of the domain; why? and how? questions are associated with the relationship building (model interconnection); would the event occur? Could the event occur? Should the event occur? questions are also associated with the predictive ability of the theory (Wacker, 1998).

These parameters together with the common questions are also linked with the virtues of a good theory: The first parameter is linked with two virtues which are uniqueness and conservation. The second parameter is linked with one virtue which is Generalizability (Quine, 1980).

The third parameter is linked with four virtues which are Parsimony, fecundity, internal consistency, abstractedness. And lastly, the four-parameter is linked with two virtues which are Empirical tests, refutability (Wacker, 1998).

The Culture treason theory terms connections are unique and convey its message to estimate the level of resistance for an individual to act or not. The model concept can be measured for future researchers. There is currently no identical theory that contradicts or does not this theory. Hence, this confirms its conservatism(Wacker, 1998).

The culture treason theory domain is articulated in behavior change and intent of actions and related cultural underlying factors. This is very important in health-related behavior change and the adoption of protective behaviors. Its behavior changes utility, and resistance to action can transcend the medical field towards other socio-economical fields where cultural values and experience are critically important for positive change. Therefore, this theory result could be generalized for the best of behavior change professionalism (Wacker, 1998).

The model interconnection of variables showed a good relationship with 8 constructs which are reduced to seven constructs due to the variable norm which is a part of the value. The remaining seven constructs (cognition, attitude, time, behavior, personality, value, background) interact to create the sustainability of a culture and to create the resistance to adopt another culture in abroad sense. The internal conflict of the existing culture against the incoming culture or behavior creates positive or negative attendance. This may suggest the course of actions to undertake with a future predicted individual or collective adoption status(Wacker, 1998).

The simplicity of the model is based on the seven constructs which are currently necessary to form the CTT model. The “norm construct” is subjected to be reduced as it is a part of the value for respecting the theory parsimony virtue. Moreover, the remaining seven variables are enough to highlight the theory's abstractness which is not dependent on time and space. The logic relationship was explained but not measured in this conceptualization stage. Therefore, the internal consistency is still evaluated throughout this conceptualization and continuous appraisal of the CTT. The variables interaction of the CTT can generate new models and hypothesis which explains his expansion, which may explain its fecundity in many different areas (Wacker, 1998).

The theory predictive abilities of the CTT are regarded as the forecast of decision making, or initial or final behavior change event which must be due to molding course of activities that facilitate the solution finding of internal conflict. Therefore, finding a solution to this internal conflict will prevent some disease-related events to happen and ease the resistance for preventive and protective behavior adoption. The mathematical symbolic attribution to the variables of CTT is still under study to ensure empirical riskiness and internal consistency(Wacker, 1998). However, a theory is not a prediction, it can only help to predict the event to happen or not. It thus “enables us to make predictions about that behavior.”(Moore, 1991).

Conclusion

The culture treason theory is the psychological and social platform toward the understanding of acculturation. It is deeply impregnated in every society to the subconscious level. It is very important to consider the level of CTT when any process of behavior change is planned regarding behavior change. In a broad sense, the conflict of the culture to adopt with the existing culture might be studied and appraised before engineering a process of change.

Human relations understanding enables professionals to find effective solutions to everyday problems and eventually helps people sustainably improve their individual and social health in their community.

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