

## Abstract

Culture is an important psychological construct which provides a set of norms, values and beliefs that guide peoples' thoughts, feelings and behaviors. When culture of any society changes, it brings social as well as psychological impacts on its people. The research aimed to explore the nature and psychosocial impacts of cultural change on people. The objectives of this research project were achieved in two studies. A sample of social scientists (N=7) in study I and general population (N=24) from three age cohorts (i.e., older, middle, young adults) in study II were interviewed via semi-structured interview schedules. The data of study I and study II were analyzed through thematic analysis and grounded theory methods respectively. Three master themes were extracted from study I (i.e., positive changes, negatives changes and perceived contributory factors of negative cultural changes). The results of grounded theory concluded that perception of cultural change and culture were negative and in turn were causing psychological distress. People appeared to use coping strategy of interaction avoidance leading to inter/ intra-generational conflicts. Furthermore, a reciprocal and multidimensional relationship between inter/intra-generational conflict, psychological distress and negative cultural changes have been found.