Examining the Cross-National Equivalence of the Question Items in the AsiaBarometer Survey: Focusing on Question Items on “Well-Being” and “Trust”

Kazufumi MANABE

ABSTRACT

This paper addresses a methodological issue in the social researches by looking at the 5th AsiaBarometer (AB) Survey. This survey was conducted from June to July 2007 in seven countries: Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, and Thailand.

The methodological issue examined in this paper relates to the cross-national equivalence of the question items on the AsiaBarometer Survey. How can this issue be examined? Smallest Space Analysis (SSA), a method of Facet Analysis developed by L. Guttman, provides useful clues for examining the “equivalence of measurement” of question items in cross-national comparative surveys. In this paper, I attempted to perform Smallest Space Analysis on question items on well-being and trust using survey data from the 5th AsiaBarometer Survey. The goal was to examine the cross-national equivalence of the question items contained in the AsiaBarometer Survey. The methodological premise behind the examination was as follows. If the SSA maps depicting the structures of the relationships between question items in each of the seven countries examined reveal the same patterns, it is highly likely that “uniformity of meaning” has been achieved in those countries, and it is thus also highly likely that “equivalence of measurement” has been achieved.

The results showed that the SSA maps for each country generally revealed the same patterns for the question items on well-being and trust. This case study shows that it is highly likely that the cross-national “uniformity of meaning” (equivalence of measurement) has been achieved for the question items on well-being and trust. Given the generalization of the notion of “Asian diversity” that has developed in recent years, focus has had to be placed on examining the “uniformity of spaces and linkages of meaning” in Asia.

Key Words: cross-national equivalence, well-being, trust, Smallest Space Analysis (SSA)
Measurement of place attachment using the Photo Projective Method.

Yoshifumi HAYASHI
Takuya OKAMOTO
Takehiro FUJIHARA

**ABSTRACT**

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The methodological issue examined in this paper relates to the cross-national equivalence of the question items on the AsiaBarometer Survey. How can this issue be examined? Smallest Space Analysis (SSA), a method of Facet Analysis developed by L. Guttman, provides useful clues for examining the “equivalence of measurement” of question items in cross-national comparative surveys. In this paper, I attempted to perform Smallest Space Analysis on question items on well-being and trust using survey data from the 5th AsiaBarometer Survey. The goal was to examine the cross-national equivalence of the question items contained in the AsiaBarometer Survey. The methodological premise behind the examination was as follows. If the SSA maps depicting the structures of the relationships between question items in each of the seven countries examined reveal the same patterns, it is highly likely that “uniformity of meaning” has been achieved in those countries, and it is thus also highly likely that “equivalence of measurement” has been achieved.

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**Key Words:** cross-national equivalence, well-being, trust, Smallest Space Analysis (SSA)
The Conception of Social Aesthetics—A Theoretical Exploration

Kojiro MIYAHARA

ABSTRACT

In this paper, I explore the aesthetic approach to the study of social phenomena. I begin with an examination of recent articles on ‘social aesthetics’ which appeared in a number of social and human science journals around the world. The examination shows that Social Aesthetics attempts to grasp society’s aesthetic qualities, and does so by initially describing situations of face-to-face social interactions. Social Aesthetics then moves on to examine larger societies, and entails certain normative, ethical or utopian orientations.

With these characteristics in mind, I turn to the intellectual forerunners of Social Aesthetics such as G. Simmel, W. Morris and S. Ishikawa, and its postmodern companions such as ‘Organization Aesthetics’ (A. Strati), ‘Aesthetics of Atmosphere’ (G. Böhme) and ‘Aisthetik’ (W. Welsch). Through this theoretical analysis, I try to show the depth and width of the intellectual background of Social Aesthetics, and point to the theoretical directions for its development.

Key Words: social aesthetics, society’s aesthetic qualities, social interaction
An Integrated Content and Language University Sociology Study

Alan BRADY

ABSTRACT

Language programs still continue to struggle to define appropriate frameworks (content and thinking areas) in which students can develop understanding and the use of English language, as Mohan (1986, 1991) contends. There may still be, as Mohan argues, little if any attempt on the part of language educators to view or practice language learning other than as a focus on the language itself as a content area, and/or an unspecified general language learning communicative approach, neither of which clearly spells out what will be communicated, and/or how language study contributes to knowledge engagement and interrogation.

Formal education may also intentionally adopt practices and assumptions which separate language teaching from content teaching. The language question is, but should not merely be, the domain of only those directly involved in its design and delivery/provision. Bruen (2005) argues that this is an issue strategically related to the broader educational goals of the institution in the context in which that institution operates.

A re-conceptualized, differently practiced integrated LWUC English study at university is necessary so as to re-emphasize language learning not as a self-contained goal, or as a separate(d), disconnected, or isolated school subject, but as an important additional means and medium of life content learning. Student growth is focused on a re-conceptualization of cognitive and affective development beyond knowledge-giving and/or skills-training.

Such a focus requires commitment to an integrated higher educational content-knowledge and language-communication learning, and the collaboration of language and content study faculty to define and implement an English LWUC content study mission that can modestly support and enhance the mainstream content curriculum. But, as both Holliday (1994) and Bernstein (1971) recognize, this collaboration depends on both the willingness and ability of university socio-culture and its practitioners to embrace whole integrated structures of learning as opposed to discrete collection-oriented structures.

**Key Words:** integrated, content and language, university study

Hans Peter LIEDERBACH

ABSTRACT

In this paper I offer a discussion of how Japanese conservative elites are responding to the challenges of globalization. My focus lies on the field of education. In particular, I give an analysis of the New Fundamental Law of Education (enacted in 2007). As a result, it is shown how the new law is rooted in a strand of cultural nationalism which can be traced back to the Meiji and early Shôwa era.

However, my hypothesis is that the nationalistic attitude the new law displays is grounded in a robust Japanese sense of self of which the center is the notion of harmony. As shown in this paper, this notion lies at the core of the cultural nationalism of an eminent scholar like Watsuji Tetsurô as well as in official documents like the Imperial Edict on Education and the new education law, and, moreover, in the everyday practice of schooling.

Thus, so my conclusion, the new education law should be understood not as a document of indoctrination that serves the purpose of the ruling elite, but as an expression of the abovementioned Japanese sense of self, that is a normative understanding of how interpersonal relations and social practice should be. This understanding usually is not explicit, but in the background of everyday practice. Thus, it can be called a “modern Japanese social imaginary”. Further inquiries into this imaginary should be a rewarding and fruitful task.

Key Words: Globalization, Nihonjinron, Japanese nationalism, Fundamental Law of Education.
“DiY Culture” on the Internet

Kaname TANIMURA

ABSTRACT

Rich contents can be treated by users on the Internet with the spread of video sharing websites. As a result of the spread, expression activities by the individual on the Internet are increasing in number as well as in diversity. Conventionally, characteristic culture existed in the expression activities using a computer and an electronic network. The culture “hacker ethic” and “free software” are examples of this. The culture is diffused by the spread of the Internet in recent years.

In the paper entitled, "The Cathedral and the Bazaar" which was first made public in 1997, Eric Steven Raymond advocated the use of “bazaar style” as a method suitable for production of the computer software on the Internet. This “bazaar style” is not limited to the production style of computer software, but is a production style that is now viewed by various expressive forms on the Internet. Such a production style was connected with what is known as “DiY culture” (McKay 1998) in Japan. Various expression activities which have been influenced by the “bazaar style” have appeared on the Internet.

Key Words: bazaar style, DiY culture, Internet
The History of the Space Between Nation and Tribe
—Chaoxianzu farmers of Northeast China—

LIN Mei

ABSTRACT

The aim of this paper is to consider community formation and the resulting transformation process which arises as a result of people making a living and being against the rule of law. Such a community formation and transformation process can be seen in the history of a Chinese chaoxianzu, a Chinese-Korean tribe’s name. In this paper I will explore historical materials and relate these to an interview of import and with an established Chaoxianzu farmer. I focus on the conversion period from the 18th century, particularly the 1860s, to the 1970s, when there occurred great fluctuations in each and every area of society and culture and politics in order to confirm the minority identity and status of the Chaoxianzu farmer. I will conclude by discussing the recognition and reality of community formation and the transformation process as they relate to the Chaoxianzu farmer who lives in the space between “Nation” and “Race”. I will also discuss how this living between “Nation” and “Race” has been reflected in the process of formation and transformation of the community according to life practice processes against the politics and policies of the land in China for approximately one hundred years.

Key Words: community formation, transformation process, Chaoxianzu farmers
Essay on ‘J-turn’: Transformations of foreign youth-subcultures in Japan

Koji NAMBA

ABSTRACT

In this paper I suggest that transformations of foreign youth-subcultures in Japan can be classified into three types. The first type can be called as J-turn and implies that youth-subcultures are imported into Japan without noticeable transformations. The second type can be named J-turn. In this type of transformation, youth subcultures are eclectically transformed. The third type can be named U-turn which refers to a condition where youth-subcultures are internationally communicated and exchanged. As concerns youth subcultures in postwar Japan, the three types mentioned above have coexisted and at times one was dominant over the other two types. I attempt to present a rough sketch and give an overview of the transition of relationships between foreign youth-subcultures outside Japan and those within Japan. I conclude that the tendency in recent years has been toward J-turn, and that Japan-oriented elements among youth-subcultures have been increasing. Nevertheless, this tendency does not mean that Japanese youth have become ethnocentric or conservative, but rather that Japanese youth in general have preferences for what can be called traditional Japanese cultural taste, and that this is due to the fact that Japanese youth consider these traditional tastes novel and cool.

Key Words: youth-subcultures, acculturation, Japanization
Data Analysis of the Evaluation Surveys of the Japan Foundation Performance in Germany

Kazufumi MANABE
Masako OKAMOTO
Hidetaro CHOKKI

ABSTRACT

This paper reports on the results of the evaluation surveys implemented in Germany by the Japan Foundation in 2007. The Japan Foundation was established in 1972 as a specialized agency to promote international cultural exchange, and became an independent administrative institution in 2003. From that time on, the systematic implementation of an evaluation process has become mandatory. The evaluation surveys in Germany are an important/integral part of this effort.

One more important meaning that can be attached to these evaluation surveys is that they act as the proposals for new methodology used in this area of applied research.

The data analysis in the present study examines the simple-tabulations = marginal frequency distributions of all the question items used in the questionnaire surveys (Survey I and Survey II) conducted in Germany.

The survey outlines are as follows:

<Survey I>
A survey company (Marplan) was entrusted to conduct the sampling and implementation of the survey. The sample was obtained from German-speaking men and women aged 18 and older living in the urban areas of Cologne, Bonn and Dusseldorf using the ADM (Arbeitskreis Deutscher Markt-und-Meinungsforschunginstitute) sample system. The personal interview survey was conducted in March–April 2007. Valid responses were collected from 506 respondents, yielding a response rate of 70.9%.

<Survey II>
A collective survey based on the self-administered method was conducted in June–July 2007. The sample was obtained from the people who were enrolled in the Japanese language classes (11 classes from the junior level to the advanced level) of the Japan Foundation Japan Cultural Institute in Cologne. Valid responses were collected from 124 respondents, yielding a response rate of 80.0%.

In examining the survey results, we proposed the idea of applying concepts, hypotheses, theories, and methodology already developed in the area of social sciences, which include, for example, “diffusion of innovation,” “AIDMA,” “selective exposure,” “Facet,” “experimental design,” and “time series analysis.”

Key Words: Japan Foundation, performance evaluation, questionnaire survey, simple tabulation, descriptive analysis