

Chapter 2

CULTURAL ISSUES IN RESEARCH STUDIES

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1. THE WAY OF DATA COLLECTION IN INTERCULTURAL RESEARCH STUDIES

As Spencer-Oatey and Franklin (2009) state, for intercultural research studies, the data collection procedure is achieved by three principal kinds of data: authentic interaction data; self report/survey data; and (semi) experimental data.

1.1 Collecting Authentic Interaction Data

The selection of authentic interaction data covers (though is not restricted to) (1) video-audio recording and (2) non-participant observation of the contexts in which the real interactions occur and these mentioned types of data can supply detailed, abundant understandings into particular interactions as well as their contexts, and are essential for any analyses that demand precise information of specific kinds of interaction and data about the language, behaviour and context as well. We should not forget, though, it is sometimes hard to get permission to obtain such data, particularly when getting permission to store possibly sensitive interactions. Furthermore, dealing with the data can be a real threat: the selection or build-up of a transcription method which produces the proper amount and the extent of time required to transcribe the data which should not be deprecated.

1.2. Collecting self-report data: generic issues

Self-report methods are employed to gather data on a large spectrum of subjects and matters and they range highly in strategy or procedure, and cover (though not restricted to) questionnaires, interviews, diaries and psychometric tests.

1.2.1. Self-reports of authentic incidents

Some kinds of self-report data are to some extent related to real interaction data in which real life events that the participants involved in are handled. A practical technique, especially for examining the success of comprehension and agreement, is to relate the compilation of self-report data with the recorded real life interaction data, through interviewing respondents only after a specific inci-

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CONCLUSION

In the global market, each sector is now required to work in multicultural settings, whether in dealing with other companies or within their own company. Global market means the foundation of collaborative partnerships for the delivery of services. Workers are highly required to work in a way which refers to the ability in dealing with others from different cultural backgrounds. The INCA project, invested by the European Commission, formed a framework and designed several assessment tools for intercultural competence. Though, the project ended in 2004, it still affects the sector in terms of the mentioned issues.

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