

# Culture Changes and Personality Types Relationship among UTM International Academic Staff

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## Abstract

This study is conducted to identify the relationship between the level of culture change as independent variable and type of personality among the international lecturers at UTM Skudai as the dependent variable. A survey using questionnaire was carried out on 85 international lecturers at UTM Skudai. This questionnaire was adapted from Joshua (2009) and Kristin and Sarah (2010). Two dimensions measured in level of culture change consist of 1.lecture process and 2.social interaction. Meanwhile the personality type measured which is introvert and extrovert. The descriptive statistical analysis of mean range was used to identify the level of culture change and personality type among the international lectures at UTM Skudai. Furthermore, correlation test using the Spearman (R) was used to identify the relationship between independent and dependent variables. Meanwhile, the finding also show that the level of culture changed was high (3.97) and 63.5 percent of respondents had extrovert type of personality. There was also have a significant correlation between the level of culture change and type of personality among the international lectures at UTM Skudai (0.726\*\*). Data was analyzed using (SPSS) version 16.0. Researcher proposed that the organization of UTM Skudai have to conduct a social event for giving an opportunity between the international lectures and local lecturers to know and communicate for each other. Future research also suggested by researcher which is a research about the level of acceptance among local lecturers to the international lecturers.

**Keywords:** culture change, personality type, academic staff

## 1. Introduction

Malaysia's global excellence requires a system of higher education which relevant, competitive and able to contribute to global development. System recognized internationally will produce competence graduates and could attract more international academicians hence generate innovation through research and development activities in accordance with the motto of University Technology of Malaysia (UTM). Strengthening networking and internationalization is an approach that can improve the competency and strength of higher education in Malaysia to be on part with the best higher education system in the world. These approach can be achieved through research collaboration, supply of relevant studies and the establishment of various courses of study in higher education institutions outside the country in an effort to build an international reputation. In other to do so the government has begun to allow local universities (IPTA) to take international lecturers based on a service contract that allows them to be considered without linking payments to public sector pay schemes. By this means, the IPTA is allowed to pay the amount of salary agreed to by both parties. Consultancy to facilitate visa applications for international lecturers also worked to attract more international lecturers to Malaysia (Ministry of Higher Education, 2007). The implications of this study were conducted to increase the number of studies dealing with international lecturer which is very few, especially those working in Malaysia. Results from this study can also add general reading materials in the form of articles or journals. This study may help to provide practical contributions to international lecturers who teach adult students to know their current competencies. Thus international lecturers can take the initiative to improve their competency gaps to better level. This study also helps UTM in viewing the importance of the impact of cultural change on an international lecturer who worked at UTM and can serve as a guide in the selection of international academic staff in future. The research framework concludes the hypotheses stated which there is no relationship between the levels of cultural change

with the type of personality of international lecturers. However all this life, people constantly learn and make the changes to the cultural needs and environmental conditions, as well as international lecturers. International lecturers also changed culture. However, they have only a change in the sociol-cultural academic where they experience changes based on changes purely academicians factors rather than factors of immigration, wars, epidemics, and so on. Culture changes is due to cultural dimensions. One of the dimensions, which is uncertainty avoidance (Anna, 2005), explains culture change in the aspects of 1) teaching processes and 2) social interaction faces by international lecturer here. Teaching process in this study defined the process by individuals how teaching as lecturers is to use the skills, tools, opportunity and so on to meet the needs of students, colleague, and a course itself in compatible with the culture of the place and the culture around the workplace. Meanwhile, social interactions occur using a variety of tools such as language, body language, writing and others. However in this study the focus only lead to the effect of cultural change of social interaction using language. The perception of international academic staff against self-throughout in Malaysia with different cultures from their country of origin was also studied under this social interaction. Hofstede in Han, stated this type of cultural dimensions basically trying to explain cultural similarities and differences in general around the world (Han, 2006). In the same time researcher eager to know whether the differences in culture in general worldwide influence individual personality of a person in their ease of adapting to cultural changes experienced in new or different culture from their native places. Due having this changing in two aspects, the attitudes also being affected. While attitudes evolved, it is influenced by two different types of attitudes and behavior of both is present in all individuals (Jeffreys, 2011; Okimoto, 1998). Eysenck Model in Jeffreys said, being belongs this personality is based on the type of attitude that is more dominant over him (Jeffreys, 2011). Two types of behavior that is intended: 1) Extrovert-personality, (sociability, open and friendly), 2) Introvert-personality, (shy personality, not a lot of talk, alone and like to think of their own personal things subjectively) (J. Feist & G. Feist, 2006).

## 2. Method

This research design of this study, is a quantitative (survey). The questionnaire was the main instrument in gathering information. By this method, researchers can see the effect of changing the culture of teaching and social interaction among international lecturer at UTM Skudai and how these changes relate to the personality of international lecturers. Researchers have developed a research framework for a study of the relationship between the level of cultural change on the process of teaching and social interaction among international lecturers in UTM Skudai with the type of personality they own. This study designs' involves two variables which independent variable was the level of cultural change while the dependent variable was the type of personality that is owned by the international lecturers. As researchers have gained back 85 questionnaires from a total of 100 questionnaires distributed the study using 85 international lecturers as samples. The respondent is randomly selected. Researchers refer to the table given the sample size determination by Krejcie and Morgan. According to the schedule of a population of 100 people will be involved 80 respondents or more. The selected sample is seen appropriate because the sample was more than eighty percent (80%) as according to the schedule presented by Morgan, it is appropriate to ensure that the results of this study may represent a population study (Krejcie & Morgan, 1970). The instrument that being used is a questionnaire that contains 37 items in three main questions, namely part A of respondent demographic information, while part B includes the cultural change in the context of the overall perception on cultural changes experienced in teaching and social interaction and the last which is part C noted about personality characteristics introvert / extrovert personality type belonging to international lecturer at UTM Skudai. The pilot test results were analyzed using Cronbach Alpha which a measurement commonly used to test the reliability of the questionnaire. Usually the results of the analysis must have an alpha value of at least 0.7-0.9 to prove that a survey can be trusted (Mohamed, 2003). A pilot study of cultural change shows the coefficient Alpha 0.893, while the personality (0.900) and Alpha coefficient for the entire items is 0.789. This means that questionnaires designed is to have high validity and reliability, as has been in the range of 0.7 to 0.9. Hence, all the items in the questionnaire received and no questions were dropped. All questions answered in the form of structured and closed. Respondents simply answered by choosing the answer in the form of 'Likert Scale' to suit themselves. In each section the researchers will use the mean frequency and percent for respondents agreed level indicators. Min and a high percentage are considered indicators that the high level of agreement for each dimension of cultural change and its effects, and vice versa. Calculation of mean scores performed to determine the level of cultural change on the overall perception in teaching and social interaction with existing international lecturer, as stated in the objectives of the study. In this study, researchers have set the desired range in scores through three stages. Level will reflect the perception shown by the respondents based on the consent of the items submitted. The range of level used based on 'Likert Scale' numbering  $(5-1)/(3) = +1.33$  (UTM, 2007).

Table 1. Range of mean score in analyzing data

Level of cultural change	Personality type	Range of min score
low	introvert	1.00-2.33
moderate		2.34-3.67
high	extrovert	3.68-5.00

Description: This table shown the range of mean score in analyzing the data by plus added +1.33 in indicated each level belonging and fall under which personality. This questionnaire was adapted from Joshua (2009) and Kristin and Sarah (2010).

### 3. Results

In identifying the relationship between the level of culture changes and type of personality among the international lecturers at UTM Skudai two dimensions were measured. The level of culture changed was measured into two aspects which consist of 1.lecture process and 2.social interaction. The international lecturers' personality type measured introvert and extrovert type only. The descriptive statistical analysis of mean range was used to identify the level of culture change and personality type among the international academic staff at UTM Skudai. Furthermore, correlation test using the Spearman (R) was used to identify the relationship between independent and dependent variables. Finding showed that the level of culture changed was high (3.97) and 63.5 percent of respondents had extrovert type of personality. A significant correlation between the level of culture change and type of personality among the international lectures at UTM Skudai (0.726\*\*) was obtained.

Table 2. Relationship analysis between culture changes and types of personalities

	Spearman correlation	Significant value (2-tailed)
Relationship analysis between culture change and type of personalities	0.726**	0.000
	Level	Percentages
Level of culture change in two aspects (teaching process and social interaction)	High	89.4%
	Major Personality Indicate	Percentages
Type of personality affected	Extrovert	63.5%
Demographic analysis	Working duration at UTM and residential at Johor above two years	Majority respondents

Description: The table describe the result of each variable studied and demographic analysis of international lecturers.

### 4. Discussion

The results of the data analysis showed that, there is a significant relationship between the levels of cultural change with the type of personality that is owned by an international academic staff at UTM Skudai. It is parallel with the interpretation given by Borg and Gall in Wright et al. (2000). They suggest that cultural change occurs in an individual is able to influence the personality of the individual. Level of culture change for an international lecturer measured in two criteria; (the process of teaching and social interaction) is high, which is compatible with demographic result analysis explanation. Majority of respondents have been working here for two years and above hence this could providing more validity facts of studies, which how actually the cultural changes experienced during years while the international academic staffs worked at UTM Skudai. As mentioned in Hofstede's (1980, 1983) model, culture experienced by workers around the world is different, depending on where the employee is working. These differences are reflected in the analysis of the countries of origin and country being residential during working, where the culture, values and attitude are used and believed by a community or country is partially different. Congruently with one of the dimensions in Hofstede's model (Hofstede, 1984, 2001) being used in this study (uncertainty avoidance), the results of the study explains how

international lecturers adapting to the changes around especially in the contacts of teaching and interaction. These concluded that international lecturers have positive cultural change while working at UTM Skudai and having highly cultural change in overall perception of international academic staffs. The Adult Learning Theory and Social Learning Theory explaining and supported why the international lecturers possess extroversion as appropriate to the characteristics of personality affected. It is because those international lecturers will undergo a process of learning and a lot of these activities will assist adults in finding consideration of control in their lives, in their interpersonal relations and taking into account the environmental conditions, events, social structures and forms in an area where they live (Cruikshank, 1999; Hofstede, 1998; Brookfield, 1985). Through the findings, the items in the influence of personality characteristics introversion / extroversion, such as “self-reliance”, “openness to new experience” and “responsibility to yourself” is an example of the extrovert personality traits are heavily influenced by the perception of the international lecturers during their work in Malaysia. This is because they must dare to be independent, optimistic and open in facing changes and new situations in a different culture from their country of origin. In future helping to UTM researchers proposed that the organization of UTM Skudai have to conduct a social event for giving an opportunity between the international lectures and local lecturers to know and communicate for each other. Future research also suggested by researcher which is a research about the level of acceptance among local lecturers to the international lecturers.

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