

Title	カルチャー・マップを基礎とした異文化学習に関する研究ー日本人と中国人を対象とした検討ー
Author(s)	王, 佳琪
Citation	
Issue Date	2020-03
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/16352
Rights	
Description	Supervisor：由井園 隆也，先端科学技術研究科，修士（知識科学）

Research on Intercultural Learning Based on Culture Map

—Between Japanese and Chinese—

1710409 Jiaqi Wang

Globalization is a trend to connect the human and natural resources from different countries and regions, which greatly improves the development of industry and economy of the world. In this process, communications between people with different cultures have become more and more frequently. No matter in business activities or travels to the foreign countries, the ability of intercultural communication with people in different nations becomes indispensable. Strong ability of intercultural communication can promote the efficiency in the cooperation between people having different cultures and reduce the misunderstandings which may cause troubles because of the manner of actions.

To promote the intercultural communication, the most important issue to make people understand the different cultures. Most effort in this topic is guided by the culture map, which is proposed by Erin Meyer according to her research in different cultures all over the world. Based on deep interviews and inspections, she quantifies the cultures in eight dimensions, and locate each culture to finally build a culture map. The culture map becomes an authoritative guidance to describe different culture in different countries.

Although there are many solutions to promote the intercultural communication with the culture map, they all tend to hold long term training for the specific populations. Among all the current research, they ignored an important issue that how to promote the intercultural communication with higher efficiency. We can promote the intercultural communication in many aspects, however, which aspects that need to be paid more attention is still unclear to the researchers. Thus, we focus on this topic to explore the key aspects in the promotion of intercultural communication in this dissertation.

Particularly, the communications between Chinese and Japanese is very representative. As the world's second and third largest economies, the collaboration between China and Japan has penetrated into every aspect. As neighboring countries, China and Japan have several similar cultures. While the differences exist between Chinese and Japanese are distinct at the same time. So, we take the communications between Chinese and Japanese as an entry point to figure out the influence of the similar parts and the different parts in promotion of intercultural communication.

To judge the ability of intercultural communication, researchers have proposed several indexes. Among them, Earley and Mosakowski proposed cultural intelligence called CQ for short to reflect the ability of collecting information, handling information, making decisions and taking measures accordingly to adapt the situation in the new culture environments. And CQ is widely used as an effective index to measure the ability of intercultural communication. In addition, a questionnaire is also provided to test the CQ in mainly three aspects: cognitive CQ, physical CQ, and emotional CQ. We utilize this questionnaire as the weight in the experiments.

In the experiments, we ask volunteers from China and Japan to learn the pamphlet about the culture map, to test which aspect can better promote the intercultural communication. The culture map is divided in two parts: similar parts and different parts. And the volunteers are also divided in two groups: similar cultural group and intercultural group. Volunteers in similar cultural group are required to learn the similar parts of culture map and discuss with each other to learn the opponent's culture in the similar parts. Volunteers in the intercultural group are required to do so in the different parts. The similar cultural group learns the similar part of each other's culture, so it may bring the closeness to each other and better to accept opponent's culture. On the other hand, the intercultural group learns directly the different part of each other's culture, thus it may be more effective to understand the opponent's culture. After the discussion, we ask the volunteers to fill the questionnaires to make sure which group can do better in the promotion of intercultural communication.

According to result of experiments, we can draw several conclusions. Firstly, based on the degree of completion of culture map, the intercultural group gets higher points than the similar culture group. That is to say, the intercultural group can better promote the intercultural communication. Secondly, according to the results of similar parts and different parts of China and Japan after the discussion, the similar parts in the similar cultural group are less than the different parts in the intercultural group. In addition, the intercultural group can better understand the similar parts and different parts in the native culture and different culture. Last but not the least, we find that the intercultural group achieves higher physical CQ after the experiments. So that the intercultural group can better promote the intercultural communication.

In the future work, we would like explore the relation between action intention and cultural intelligence. And the target of current work mainly focus on the business culture, however, more different area cultures are also important in intercultural communication. What's more, this work only focus on the culture of China and Japan. In the future, we would like to conduct this research in more different cultures.