

2014

# Social Sciences Abstracts

Annual International Conference  
on Social Sciences, 4-7 August  
2014, Athens, Greece  
Edited by Gregory T. Papanikos

THE ATHENS INSTITUTE FOR EDUCATION AND RESEARCH





Social Sciences Abstracts  
Annual International  
Conference on Social Sciences,  
4-7 August 2014, Athens,  
Greece  
Edited by Gregory T. Papanikos

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## Preface

This abstract book includes all the summaries of the papers presented at the Annual International Conference on Social Sciences, 4-7 August 2014, Athens, Greece, organized by the Management Research Unit of the Athens Institute for Education and Research. In total there were 42 papers, coming from 23 different countries (Albania, Australia, Brazil, Canada, Chile, China, Colombia, Germany, Italy, Japan, Jordan, Kingdom of Bahrain, Malaysia, Mexico, Nigeria, Oman, Philippines, South Africa, South Korea, Taiwan, The Netherlands, Turkey, UAE). The conference was organized into 11 sessions that included areas of social sciences and other related fields. As it is the publication policy of the Institute, the papers presented in this conference will be considered for publication in one of the books of ATINER.

The Institute was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Our mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books. Academically, the Institute is organized into four research divisions and nineteen research units. Each research unit organizes at least one annual conference and undertakes various small and large research projects.

I would like to thank all the participants, the members of the organizing and academic committee and most importantly the administration staff of ATINER for putting this conference together.

**Gregory T. Papanikos**  
**President**



**Athens Institute for Education and Research**  
**Human Development Research Division**  
**Research Unit of Health**



**C O N F E R E N C E P R O G R A M**  
**(The time for each session includes at least 10 minutes coffee break)**

**Organization and Scientific Committee**

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10. Dr. Thanos Patelis, Head, Psychology Research Unit, ATINER & Vice President of Research and Analysis, The College Board, USA.
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**CONFERENCE PROGRAM**

(The time for each session includes at least 10 minutes coffee break)

**Monday 4 August 2014**

**08:00-08:30 Registration**

**08:30-09:00 Welcome and Opening Remarks**

- Dr. Gregory T. Papanikos, President, ATINER.
- Dr. George Poulos, Vice-President of Research, ATINER & Emeritus Professor, University of South Africa, South Africa.
- Dr. Gregory A. Katsas, Head, Sociology Research Unit, ATINER & Associate Professor of Sociology, The American College of Greece-Deree College, Greece.
- Dr. Sharon Claire Bolton, Head, Management Research Unit, ATINER & Professor of Organizational Analysis - Head of School, The Management School, University of Stirling, Scotland.

**09:00-11:00 Session I: Education/Teaching and Learning I**

**Chair:** Sharon Claire Bolton, Head, Management Research Unit, ATINER & Professor of Organizational Analysis - Head of School, The Management School, University of Stirling, Scotland.

1. Hans Brits, Director, Vaal University of Technology, South Africa. Determining the Impact of Customer Satisfaction Surveys Over Time at an Institution of Higher Learning: Does Quality Assurance Activities Ensure Quality Enhancement?
2. Ghanem Al Bustami, Associate Professor, Abu Dhabi University, UAE. The Teachers' Evaluation Methods and Tools in Abu Dhabi Schools.
3. Ibrahim Azem, Associate Professor, Sultan Qaboos University, Oman. The Attitudes of Regular Teachers, Special Education Teachers, Principals, Social Workers, and Parents of Students with Disabilities and Without Disabilities in Sultanate Oman towards Inclusion.
4. Fatima Wali, Programme Manager, Bahrain Polytechnic, Kingdom of Bahrain. Bahrainipreneur: The Effectiveness of Problem Based Entrepreneurship Education for Bahraini Perspectives' Students. (Monday, 4 of August, Morning).
5. Aysegul Oguz, Teaching Assistant, Rteu, Turkey. Creative Drama Leader Images: An Example of Prospective Classroom Teachers.
6. Zenaida Reyes, Professor and Dean of College of Graduate Studies and Teacher Education Research, Philippine Normal University, Philippines. Competitive Edge of Migrant Filipino Teachers in Selected Countries.

**11:00-12:30 Session II: Development and Power Structures I**

**Chair:** Ghanem Al Bustami, Associate Professor, Abu Dhabi University, UAE.

1. Ana Paula Mauriel, Professor, Federal University, Brazil. Development, Poverty and Social Policies in Contemporary Social International Agenda.
2. Cecilia Ramos-Estrada, Professor, University of Guanajuato, Mexico & Maria Teresa De la Garza Carranza, Professor, Technologic Institute of Celaya, Mexico. Contributions and Challenges of the Third Sector in

**11:00-12:30 Session III: Culture**

**Chair:** Hans Brits, Director, Vaal University of Technology, South Africa

1. Noelia Carrasco, Associate Professor, University of Concepcion, Chile. Culture and Capitalism. New Challenges for Anthropology in Chile.
2. Salas Ricardo, Associate Professor, Catholic University of Temuco, Chile. From Intersubjectivity to Recognition, and from Recognition to Multiculturalism. New Perspectives in Latin American Thought.
3. David Makofsky, Research

<p>Mexico.</p> <p>3. Mark Peacock, Associate Professor, York University, Canada. New Monetary Forms and Their Role in Reinvigorating the Local Economy.</p> <p>4. Hakan Ozkan, Assistant Professor, Karabuk University, Turkey. The Growing Economy of Turkey under Governance of Ak-Party. (Monday 4<sup>th</sup> of August 2014)</p>	<p>Anthropologist, Ethnic Minorities Studies Center Minzu University of China, China. The Impact of Economic-Cultural Change on the Usta, the Hand Craft Producer in Chinese Central Asia: A Case Study in the Xinjiang Uyghur Region.</p> <p>4. Minda Valencia, Associate Professor, Philippine Normal University, Philippines. Dynamics of Filipina Marriage Migration.</p>
<p><b>12:30-14:00 Session IV: Identities: Ethnic, Gender, Religious</b> <b>Chair:</b> Raymond Leblanc, Vice-Dean of Research, University of Ottawa, Canada.</p>	<p><b>12:30-14:00 Session V: Technology</b> <b>Chair:</b> Ana Paula Mauriel, Professor, Federal University, Brazil.</p>
<p>1. Chun-Chih Chen, Professor, National Kaohsiung Normal University, Taiwan. Exploring the Attractive Design Attributes of Gender-Neutralized Style - A Scooter Design Case.</p> <p>2. Makondelele Makatu, Senior Lecturer, Venda University, South Africa. Perceptions of Tshivenda-Speaking Adolescents Regarding Parental Support after Pregnancy: An Exploratory Study.</p> <p>3. Etienne Girouard, Ph.D. Student, University of Quebec, Canada. Towards a New Conceptual Framework: National Genetics Theory and the Unraveling of Korea's Imagined Communities Theoretical Maelstrom.</p> <p>4. <u>*Angelica Cristina Betioli</u>, Psychologist, Estadual University of Londrina, Brazil &amp; Marcia Pastor, Professor, Estadual University of Londrina, Brazil. Bolsa Familia Program and Its Implementation in Brazilian Municipalities.</p>	<p>1. Sylvia Peacock, Instructor, York University, Canada. What Is King Midas Doing Online? User Agency in the Age of Big Data.</p> <p>2. Swen Korner, Head/Full Professor, Germany. Doping of the Next Society - Technology Assessment of Elite Sport. (Monday 4<sup>th</sup> of August, 2014, morning)</p>

**14:00-15:00 Lunch**

**15:00-17:00 Session VI: Health**

**Chair:** \*Alexandros Karakostas, Postdoctoral Research Fellow, University of Erlangen-Nuremberg, Germany.

1. Kwabena A. Kyei, Head, Department of Statistics, University of Venda, South Africa. Health Care Practices by Mothers in the Limpopo Province of South Africa: Modelling the Case of the Mopani District in South Africa.
2. Alveiro Sanchez Jimenez, Professor, Santo Tomas University, Colombia. Development of Sport for Disabled People in Colombia, Mainly in the Midwest: Bogota, Cundinamarca and the Military (Armed Forces).
3. Eda Purutcuoglu, Associate Professor, Ankara University, Turkey. The Attitudes of Relatives of Patients Towards Organ Donation and Transplantation.
4. Erin B. Comartin, Assistant Professor, Oakland University, USA. Longitudinal Outcomes of Mental Health Court Participants: Does Mental Health Diagnosis Matter?
5. \*Laura Faraci, Ph.D. Student, University of Florence, Italy. The Quality of Health Services' Performance. Crucial Problems of the Italian Health Care System and Suggestions for Quality Indicators.
6. \*Joanna Katsanis, Associate Professor, University of Arizona, USA & Katharine C. Newman-Smith, Doctoral Candidate, Katharine C. Newman-Smith, Doctoral Candidate, USA. Sleepless No More: Techniques and Interventions for Sleep Disorders.

**17:00-19:00 Session VII: Constructed Realities I**

**Chair:**

1. Raymond Leblanc, Vice-Dean of Research, University of Ottawa, Canada & Ducharme Daphne, Vice-Dean of Research, University of Ottawa, Canada. Responsible Conduct of Research.
2. Shanta B Singh, Professor, University of KwaZulu-Natal, South Africa & Sultan Khan, Professor, University of KwaZulu-Natal, South Africa. An Exploratory study of Maritime Challenges in South Africa and Africa.
3. James Hein, Assistant Professor, Erasmus University Rotterdam, The Netherlands. Getting Global Warming Onto the Agenda.
4. \*Alexandros Karakostas, Postdoctoral Research Fellow, University of Erlangen-Nuremberg, Germany. Obedience.
5. Mohammad Al Khasawneh, Assistant Professor, Princess Sumaya University, Jordan. An Empirical Examination of Consumer Adoption of Mobile Banking (M-Banking) in Jordan. (Monday 4<sup>th</sup> of August, 2014)

**21:00-23:00 Greek Night and Dinner (Details during registration)**

**Tuesday 5 August 2014**

**08:00-09:30 Session VIII: Constructed Realities II**

**Chair:** \*Joanna Katsanis, Associate Professor, University of Arizona, USA.

1. Iulia Mihalache, Professor, Quebec University of Outaouais, Canada. Society and Translation Technology Trends. (Tuesday 5<sup>th</sup> of August 2014)
2. Zhaohui Hong, Professor, Purdue University Calumet, USA. Mapping Chinese Protestant Market since 1949. (Tuesday 5<sup>th</sup> of August, 2014).
3. Joohyun Oh, Ph.D. Student, Department of Sociology, Yonsei University, South Korea & Jeong-han Kang, Associate Professor, Department of Sociology, Yonsei University, South Korea. The Effect of Heterogeneous Social Capital and the Use of SNS on Interest in Social Integration.

4. Aslı Sezgin, Assistant Professor, Osmaniye Korkut Ata University, Turkey. The First Impression of "Best Selling" Agenda Books: Semiotic Analysis of Book Covers.

**09:30-11:00 Session IX: Politics and Government**

**Chair:** Iulia Mihalache, Professor, Quebec University of Outaouais, Canada.

1. Raket Mucaj, Assistant Lawyer, Albanian National Bar Association, Albania. The Democracy as a Regime that Promotes the Human Rights!
2. Wendy Bastalich, Lecturer, South Australia University, Australia. Governmentality and Social Research.

**11:00-12:30 Session X: Development and Power Structures II**

**Chair:** Minda Valencia, Associate Professor, Philippine Normal University, Philippines.

1. Simone Rocha da Rocha Pires Monteiro, Associate Professor, Federal University, Brazil. Trends in Social Protection in the Brazilian Context: an Analysis of the Project new Developmentism Governments Lula of Silva and Dilma Rousseff.
2. İkiz Ahmet Salih, Faculty Member, Muğla Sıtkı Kocman University, Turkey. Turkey Since 1950.
3. Takuya Urakami, Professor, Kinki University, Japan. Study on the Current Situation and Prospects of the Japanese Water Industry.

**12:30-13:30 Lunch**

**13:30-15:00 Session XI: Volunteerism**

**Chair:** Takuya Urakami, Professor, Kinki University, Japan.

1. Jasmin Arif Shah, Reseacher, Putra Malaysia University, Malaysia, Turiman Suandi, Lecturer, Putra Malaysia University, Malaysia, Siti Raba'ah Hamzah, Youth and Sport Officer, Putra Malaysia University, Malaysia & Ismi Arif Ismail, Lecturer, Putra Malaysia University, Malaysia. Why Do Youth To Become Volunteer? A Study on Youth Belief in Volunteerism. (Tuesday 5<sup>th</sup> of August, 2014)
2. Siti Raba' ah Hamzah, Youth and Sport Officer, University Putra Malaysia, Malaysia, Turiman Suandi, Lecturer, Malaysia, Ismi Arif Ismail, Lecturer, Malaysia, Nur Aishah Hamizah, Malaysia & Abdullah Sahimi, Malaysia. Understanding the Reasons for Malaysian Youth Participation in Volunteering Activities. (Tuesday 5<sup>th</sup> of August, 2014)

**17:30-20:30 Urban Walk (Details during registration)**

**21:00-22:00 Dinner (Details during registration)**

**Wednesday 6 August 2014**

Cruise: (Details during registration)

**Thursday 7 August 2014**

Delphi Visit: (Details during registration)

**Ghanem Al Bustami**

Associate Professor, Abu Dhabi University, UAE

## **The Teachers' Evaluation Methods and Tools in Abu Dhabi Schools**

**Introduction:** The evaluation and the professional development of teachers and administrators are two important areas to improve learning and teaching. Both are the essential currency all schools have to improve, they are the teachers' practice and performance as well as the students' learning, but schools often spend this currency unwisely. Too often, evaluations are a source of tension and conflict especially when teachers' performance is evaluated only in terms of students' achievements and scores, with ignorance to the fact that teachers' evaluation is a mean of teachers' professional development towards better learning environment and thus better student achievement.

Teacher evaluation is a common and mandatory practice in schools. The traditional programs and practices of teacher evaluation, however, are based on limited or competing conceptions of teaching, and are often characterized by inaccuracy, lack of support and insufficient training. Traditional teacher evaluation practices tend to preserve the loose coupling between administration and instructional practices, consequently limiting the ability of principals and supervisors to foster improvements in teaching and learning. The evaluation process should be directly tied to both the individual goals of teachers and the school's goals. That's why there is a need to have another look to the current teacher evaluation systems, tools and methods. There is a must to create new evaluation tools and methods that help teachers address the angles of their weakness in the educational practices and performance so as to help in improving and developing their professional skills in order to be able to meet the educational goals, school goals and teachers' own goals of improving themselves.

The purpose of this study is to find and investigate new tools and methods to evaluate teachers' performance rather than the traditional tools and methods that may not be so fair to the teachers' teaching efforts. The idea of this study was gained as a respond to many complaints from teachers about not being fairly evaluated in despite of the big efforts and load of teaching activities they are in charge of.

**Methodology:** A qualitative method as long as conducting several workshops with the meant persons and individuals was used in this study to collect and analyze data. The study comprised a sample of 10 supervisors and 10 principals and 10 teachers working in Abu Dhabi

schools. The collected qualitative data, which were obtained from teachers' interviews and workshops done with the supervisors and principals, were analyzed by the researcher in the purpose of trying to find a better fair tools and methods of teachers' evaluation that would play a vital role in turn to guarantee better teacher performance and therefore high student academic achievements.

Results and discussion: To gain an in depth understanding of current teacher evaluation system followed in Abu Dhabi schools in order to be able to answer all the research questions, and then to justify the tray of finding or designing new teacher evaluation tools and methods, the researcher organize and plan to collect data in the different methods based on specific themes on the basis of the research questions. And then analyze and discuss these results as in qualitative method principles.

**Mohammad Al Khasawneh**

Assistant Professor, Princess Sumaya University, Jordan

## **An Empirical Examination of Consumer Adoption of Mobile Banking (M-Banking) in Jordan**

Advancements in information technology have a vast influence on the banking sector, generating persistently more flexible user-friendly banking services such as mobile banking. In particular, mobile banking is an emerging facet of electronic banking (Wessels et al., 2010) and a new retail channel for banks (Goswami and Raghavendran, 2009). Banks, through mobile banking application, which is a rich platform for automated banking and other financial services (Wessels et al., 2010), provides a combination of payments, banking, real-time two-way data transmission, and ubiquitous access to financial information and services (Jacob, 2007) via Internet-enabled mobile devices such as smartphones (Gupta et al., 2013).

Consumers' adoption of mobile banking is an area worthy of further investigation as mobile banking penetration has been fairly low in several countries such as Jordan (Kim et al., 2009; Laukkanen, 2007), despite the wide popularity of smartphone usage in Jordan and several other countries around the world (Ghazal, 2014; Kwiatkowski, 2010). This supports the notion that technological advances and service availability do not automatically lead to widespread adoption and use (Wang et al., 2008).

Interestingly, scant research attention has been given to how Jordanian consumers' perceive and respond to mobile banking applications, and more specifically, the particular factors that drive consumers to accept and adopt mobile banking services (Zarifopoulos and Economides, 2009). This lack of knowledge and due to limited previous research, particularly in Jordan, has highlighted the need for further and more extensive research. As such, the primary focus of this research is to advance our current understanding of mobile banking from the consumers' perspective.

Based on examination of the extant literature, a model of consumers' adoption of mobile banking is presented. This model is developed by integrating TAM and incorporating other relevant variables such as perceived ease of use, perceived usefulness, perceived risk, trust, social influence, compatibility with life style, the need for interaction with personnel along with consumers' attitude towards using mobile banking and intention to use mobile banking. A

quantitative research methodology approach, with online surveying method, is used in the current study in order to examine the major factors that influence consumer acceptance and adoption of m-banking services in Jordan.

The findings provide a number of theoretical and practical implications for research. From a theoretical perspective, the current study is among the first studies to provide a comprehensive model of the major factors that influence consumers' attitude and intention to use M-banking service in Jordan. Practically, the results of this study may provide marketers with information that could be useful in attracting and convincing customers to accept and use M-banking.

**Jasmin Arif Shah**

Researcher, Putra Malaysia University, Malaysia

**Turiman Suandi**

Lecturer, Putra Malaysia University, Malaysia

**Siti Raba'ah Hamzah**

Youth and Sport Officer, Putra Malaysia University, Malaysia

&

**Ismi Arif Ismail**

Lecturer, Putra Malaysia University, Malaysia

## **Why do Youth To Become Volunteer? A Study on Youth Belief in Volunteerism**

Volunteerism generally can be described as the act of giving without expecting anything in return. Volunteering can be categorized in four ways, namely: mutual aid or self-help, philanthropy or service to others, civic participation, and advocacy or campaigning (United Nations Volunteer, 2011). People often join an organization because it meets their needs. That need may be for business, for friendship, for belonging or many other self-serving needs. For example, study has shown that people may give their helping hand because of empathy. The theory of planned behavior cites beliefs as underpinning the constructs of attitude, subjective norm and perceived behavioral control. Data were collected from the subjects using personally administered questionnaires. A verbal consent was obtained from the participant prior to distributing the questionnaire. Level of youth belief engaging in volunteering is high. The result indicates 69.9% (M=2.6930, SD=.47446) youth understanding the belief factors for volunteerism can help in to encourage and manage volunteer participation and activities. However, it should be noted that the factors may vary according to the needs of each individual. While only 0.6% youth belief is low. The findings of the present study may be of use for volunteer organizations as they can be translated into interventions designed to increase rates of volunteerism.

**Ibrahim Azem**

Associate Professor, Sultan Qaboos University, Oman

## **The Attitudes of Regular Teachers, Special Education Teachers, Principals, Social Workers, and Parents of Students with Disabilities and Without Disabilities in Sultanate Oman towards Inclusion**

The purpose of the present study was to investigate the attitudes of regular classroom teachers, special education teachers, principals, social workers, parents of students without disabilities and parents of students with disabilities, in Sultanate Oman towards inclusion of students with disabilities in the general school setting.

Participants' Four hundred fifty schools were selected randomly from all public schools in Sultanate Oman. From these schools 2,025 individuals volunteered to participate in this study.

The Attitude Scale toward inclusion was used to measure adults' attitudes toward teaching students with disabilities with their peers in an inclusive classroom. The scale was developed based on the conceptualization of attitude as a tri component evaluation consisting of cognitive, affective, and behavioral intention. To investigate the validity and the reliability of the scale, it shows that it has valid appropriate connotations and reliability.

The results of the study showed that the adult's role had significant effect ( $p < .05$ ) on the participants' attitudes toward inclusion. Moreover, the results indicated significant ( $p < .05$ ) gender differences in the attitudes toward inclusion, males scored significantly ( $p < .05$ ) higher than females. The result of the study also showed that the special education teachers had positives attitudes more than the other type of stakeholders.

**Wendy Bastalich**

Lecturer, South Australia University, Australia

## **Governmentality and Social Research**

The antagonistic action of neo-liberalism upon critical social research is a frequent theme within higher education, often seen to suppress the role of social research in representing the public good. While Foucault's work has been widely taken up within higher education thought, the full implications of the governmentality lectures for social research have not. Foucault argued, consistent with his more general conceptualisation of knowledge/power, that liberalism empowers social expertise by electing to anchor its security in claims to govern in the name of disinterested truth about the social good. The first part of this paper argues that neo-liberal government policy does not simply work against critical social research by producing more efficient, productive and economically accountable subjects, or by reducing problem framings to economic outcomes and utilities. The paper argues that liberalism does not diminish the power of critical research and scholarship, but has seen a spreading or intensification of its governmental operation; what might be termed a 'bureaucratisation of social research', entailing not only a preference for specific neo-liberal economic problematisations of the social over previous welfare rationalities, but also a specific research rationale. Liberalism, including neo-liberal and welfare versions which emphasise social solidarity and security, prefer methodological approaches which claim to capture and represent the social to government in the name of its redemption. This supports an expansion of representative modes of scholarship, and perhaps a technicist research culture in social research, as well as obscuring reflective, analytical and deconstructive modes of thought in social research.

**Angelica Cristina Betioli**

Psychologist, Estadual University of Londrina, Brazil

&

**Marcia Pastor**

Professor, Estadual University of Londrina, Brazil

## **Bolsa Familia Program and its Implementation in Brazilian Municipalities**

In the period 1960-1970 , Brazil had significant economic growth from a diversified urban- industrial economy . This growth , however, did not promote positive impact on levels of poverty , but rather intensified further the precarious life of a large part of the population . The great changes in the world economy , from the 1980s , brought as a consequence the expansion of poverty . In 2003 , during the government of President Lula 's Bolsa Família Program ( BFP ) , which is the largest initiative to transfer conditioned on income families in poverty was created . In 2013 , served more than 13 million families . The monitoring and management tool used by the PBF is the Single Registry , which aims to identify and characterize low-income families that have incomes up to half the minimum wage per person or monthly income of up to three minimum wages . Are the municipalities that operate single register that , besides being used in the selection of beneficiaries for other social programs , provides information on the socioeconomic status of the families , the characteristics of the household , the means of access to social services , etc. . The operationalization of this program , one of the main challenges is the management capacity of small municipalities with less than 5,000 inhabitants which concentrate high poverty have peculiar organizational issues , which implies specific to the management of BFP and other social policies . Even so , in 2013 , the Bolsa Família Program received an international award from one of organizations dedicated to the promotion of social security in the world : the International Social Security Association . Was considered " an exceptional and pioneering experience in poverty reduction and the promotion of social welfare ."

**Hans Brits**

Director, Vaal University of Technology, South Africa

## **Determining the Impact of Customer Satisfaction Surveys Over Time at an Institution of Higher Learning: Does Quality Assurance Activities Ensure Quality Enhancement?**

“All customer satisfaction measurement is for naught if no actions occur as a result” (Massnick 1997, 166).

Satisfaction survey data over time, viewed in this study as “historical data”, can be helpful for institutions of higher learning to determine the impact of the implementation of quality enhancement initiatives over time, as well as a basis for benchmarking exercises on national as well as international levels. This presentation reflects on a study that suggests recommendations for the utilisation of satisfaction survey results for remedial action purposes, and the measurement of progress with regard to the implementation of institutional improvement initiatives by means of historical data comparison and analysis. It reflects on the outcomes of student satisfaction surveys, which were conducted over time at an institution of higher learning in South Africa. The study is based on the Total Quality Management principle of continuous improvement with special reference to the Plan-Do-Check-Act model.

**Noelia Carrasco**

Associate Professor, University of Concepcion, Chile

## **Culture and Capitalism. New Challenges for Anthropology in Chile**

The new versions of culture, demand to understand it, not only as the central object of the anthropological study, but also as an economic and social category, circulating in a variety of public and private settings. In the current neoliberal Chile, these new versions of culture are expressed at the political and economic levels creating as a challenge to anthropology the comprehension of how this category is defined and managed. In this contribution, we examine these uses, identifying the main challenges that are presented to methodological and applied debates of anthropology.

Out of the ethnographic perspective, we intend to offer a description and analysis of the uses of culture by the cultural policies and by the deployments of corporate responsibility, in present Chile, including the manner in which the principles of capitalism have been installed within the common sense of the population, in a transverse way. From the methodological reflection, results will be exposed as challenges that these uses of culture have for anthropology, currently in Chile: relieve and socialize the debate on the role of the discipline in the social life, understand the conditions of making anthropology in context of neoliberal capitalism and rethink the bonds between development, economy and culture.

**Chun-Chih Chen**

Professor, National Kaohsiung Normal University, Taiwan

## **Exploring the Attractive Design Attributes of Gender-Neutralized Style - A Scooter Design Case**

Because of the influence of sweeping social, economics, and technical changes, sex roles and sex stereotype have changed dramatically. Relationship between gender orientation of product and consumer's gender becomes indefinite. The style of gender-neutralized design is regarded as the symbol of fashion, it also creates the new opportunity for product market successfully. To help the company and designers to build the product image of gender-neutralized effectively, the cognition and preference of consumer for gender-neutralized design were discussed using the scooter design as an example in this study. The two-dimensional Kano model is also used to explore the different effects of design attributes on consumer satisfaction with gender-neutralized style. According to the results, the definition and the prototype of gender-neutralized style were recognized, and the attractive design attributes were identified. By applying the Kano quality classifications, these design attributes of gender-neutralized style were classified into different quality categories, including attractive, one-dimensional, must-be and indifferent qualities. The attractive and important design attributes can be identified. These can provide useful insights for company and designers to design product of gender-neutralized style for enhancing consumer satisfaction.

**Erin B. Comartin**

Assistant Professor, Oakland University, USA

## **Longitudinal Outcomes of Mental Health Court Participants: Does Mental Health Diagnosis Matter?**

Mental Health Courts (MHC) are diversion programs that use theories of therapeutic jurisprudence and collaboration with community agencies to meet the objectives of decreasing incarceration and increasing mental health treatment for mentally ill offenders. Although previous research has found successful outcomes, there are questions about whom does MHC work best for? To date, there has been no analysis assessing potential differences by type of mental health diagnosis. The purpose of this study was to determine if there are differences in program outcomes by diagnosis and if diagnosis is a predictor of positive MHC outcomes.

This study is a cross site evaluation of eight MHCs in one U.S. state. Demographic and recidivism data were collected from multiple state administrative agencies. Data was collected for each individual for three time periods: year prior to MHC; during MHC; and year after MHC. Of the 659 cases, only 234 were used for this analysis because these individuals had been discharged from the court for at least one year.

The sample was predominantly male (64%) and white (63%), averaged 36 years old at admission and 41% were charged with a felony offense. The most common diagnosis was bipolar (40%), followed by major depression (28%), schizophrenia (23%) and other (10%). Individuals diagnosed with schizophrenia had significant decreases in high-intensity mental health treatment from pre to post MHC participation ( $t(214)=2.998, p<.01$ ). The time spent in jail post MHC, declined significantly from the time spent pre-MHC overall, even though paired samples t-tests concluded that there were no significant differences by diagnosis. Survival analysis showed that the median number of days to first incarceration post-MHC was longest for those diagnosed as 'other' at 150 days compared to depression (120 days), bipolar (50 days) and schizophrenia (24 days).

MHC participation demonstrated significant declines in incarceration post MHC as compared to pre-MHC; however, there were no differences by diagnosis. There were significant decreases in high-intensity MH treatment engagement for individuals diagnosed with schizophrenia. These findings support inclusive eligibility for MHC

participation across diagnostic categories; informing policy and practice around MHC development and operation. Future research should examine other key characteristics to determine how resources can be best utilized.

**Laura Faraci**

PhD Student, University of Florence, Italy

## **The Quality of Health Services' Performance. Crucial Problems of the Italian Health Care System and Suggestions for Quality Indicators**

Italian government implemented international directives on humanization of health services, to let cure structures and medical-assistance actions be safer, painless and accessible. In this way admission policies, information and comfort will support citizens-patients participated assistance plans. Health Care National System would adopt a patient centred perspective to satisfy (both merely medical and social) health needs, using organization participation and change process to enact health policies.

The Italian Law Decree n.150/2009, article 3, declares "performance measurement and evaluation aim for improve Public Administration's services quality", so Health Ministry aims at a multidimensional evaluative perspective to join patient orientation, process management, organization development and economic-financial objectives.

Like Mengozzi says, citizens address to public health system cause it is scientifically and technically advanced, but not organizationally and politically. People ask health care system a "responsiveness-réactivité", that is the capability to answer in a integrated way to social and health needs. WHO in 2000 affirmed that if citizens' expectations are satisfied, it can reach a higher general health level, cause patients are more satisfied if they know they are treated in a good way.

However, Italian official guide lines are not yet declared, so there are not indicators to observe and measure efficacy and quality of health care services (from a patient's, medical, doctor's or structural point of view). So it is more difficult to individuate the way to converge health, social and economic-management interests.

For these reasons, Tuscany health care system is promoted and spread over the Italian territory like the most advanced despite his limits, for example patients participation limited in a customer satisfaction dimension and excluded from other process phases. Moreover, this system uses a "dartboard" model (Istituto Superiore Sant'Anna's license), quite all made up from quantitative indicators linked to the economic performance.

The objective of this proposal is to individuate crucial problems of Tuscany Health system's evaluative model and to reflect on hypothetic multidimensional indicators of health services quality.

**Etienne Girouard**

PhD Student, University of Quebec, Canada

## **Towards a New Conceptual Framework: National Genetics Theory and the Unraveling of Korea's Imagined Communities Theoretical Maelstrom**

This article proposes a theory on national genetics to solve the theoretical maelstrom engulfing the study of nations in Korea. National genetics theory is first presented with the concepts of national genotype, national genotypic heritage, national chromosomes, national genes and national phenotypes being defined. National genetics is then applied to the heterodox case of Korea, where three different nations are often confused due to the striking resemblance between them. The themes of imperialism and political legitimacy are seen as sociopolitical chromosomes structuring Korea's national genotype. It will be shown that these chromosomes are part of a national genotypic heritage that have framed all three national phenotypes of Korean modern history: the republican nation, the revolutionary nation and the developmental nation. Finally, this article will demonstrate how national genetics helps resolve previous antagonistic claims made about nations, nationalism and ethnicity in Korea.

**Siti Raba' Ah Hamzah**

Youth and Sport Officer, University Putra Malaysia, Malaysia

**Turiman Suandi**

Lecturer, Malaysia

**Ismi Arif Ismail**

Lecturer, Malaysia

**Nur Aishah Hamizah**

Malaysia

&

**Abdullah Sahimi,**

Malaysia

## **Understanding the Reasons for Malaysian Youth Participation in Volunteering Activities**

This paper examines what we know about youth participation and the reason why youth get involve in volunteering activities. In this context, we outline youth participation as process of involving young people in the institutions and decisions that affect their lives. Using a sample of youth from 15 - 25 of 251 respondents (M age = 20.2, SD = .45). The findings show that the participation in volunteering activities among youth in Malaysia linked of three dimensions of participation; the benefits getting from volunteering activities, their needs to volunteer and their reason to get involve in volunteering activities. Additionally, result indicated that the benefits acquaintance with responsibility, interest, relationship, teamwork spirit and socialize within community setting; needs to volunteers associated with unleashing leadership potential and improve proficiency; and reason to volunteers based on leisure times, getting new experience, increase the confident level, self-respect, emotionally stable and develop and understanding the reality of life. Finally, this research provided evidence that youth participation influences by benefits, needs and reason.

**James Hein**

Assistant Professor, Erasmus University Rotterdam, The  
Netherlands

## **Getting Global Warming Onto the Agenda**

The sequence by which social problems emerge onto agendas is disputed. Some agendas scholars believe that social problems first gain access to the media agenda then move to government agendas (McCarthy et al 1996), while others believe that social problems progress from the government agenda to the media agenda (Kingdon 1995). Furthermore, the scholarship on agenda setting lacks specific criteria for what qualifies as actual agenda access. Using first mention to establish agenda access, a content analysis of anthropogenic climate change articles in three major U.S. newspapers and Congressional hearings show that the global warming issue was on American agendas long before 1988. This is compelling because most of the literature inaccurately anoints 1988 as the year that global warming arrived on the agenda. In terms of the agendas sequence, I find that global warming media agenda access preceded Congressional agenda access. Most of the early news articles were not about government policy at all and this sequence is likely the result of policy agenda access being much more restricted than media agenda access, therefore global warming appeared on the media agenda before reaching the policy agenda. I also find support for Schattschneider (1960) and Sanders (1961) notion that social problems reach agendas through a process of being redefined.

**Zhaohui Hong**

Professor, Purdue University Calumet, USA

## **Mapping Chinese Protestant Market since 1949**

As a quantitative study using statistical and spatial methods, the article addresses the changing Protestant churches (supply-side) and Protestants (demand-side) of the Protestant market in China since 1949. After introducing the data, methods, and literature review, the article discusses the three provincial capital cities in China, that represent three major regions of China as case studies designed to examine the different growth rates of the Protestant members and the Protestant church numbers since 1949. Relying on the similar research methods, the article expands its research areas to all 31 provincial capital cities and 31 provinces among the east, central and west regions of China. Furthermore, the article summarizes the national characteristics of Chinese Protestant market aimed at mapping the supply of Protestant churches and the demand of Protestant population. Finally, the article integrates relevant data, such as population growth and other three major religions in China, as supplemental references in understanding the church supply and the Protestant demand.

**Alexandros Karakostas**

Postdoctoral Research Fellow, University of Erlangen-Nuremberg,  
Germany

## **Obedience**

Obedience to authority is an integral part of how organizations operate. Kenneth Arrow (1974) and Herbert Simon (1979) argued that the most prevalent characteristic of organizations of any size is authoritative allocation and that this, along with compliance to authority, is an integral part of the mechanism by which organizations operate. In economics, authority has been examined in terms of decision rights and asymmetric information (Grossman and Hart, 1986; Hart and Moore, 1990; Aghion and Tirole, 1998, Fehr et al., 2013). Yet, the psychological effect of authority has been mostly neglected. We use an experiment to show that compliance to a cue by an authority is a powerful motivating mechanism. We do this in an experiment where obedience to the authority implies the destruction of half of another participant's earnings at a cost to one's own earnings. We find that when there is a direct cue to destroy, 40% of participants decide to obey, and 60% do so when more pressure is provided at specific intervals in time. Providing a justification for obedience does not alter our results, neither removing the possibility for the partner to reciprocate.

**Joanna Katsanis**

Associate Professor, University of Arizona, USA

&

**Katharine C. Newman-Smith**

Doctoral Candidate, USA

## **Sleepless No More: Techniques and Interventions for Sleep Disorders**

Disturbed sleep has a significant impact on daytime functioning, mood and quality of life. Sleep disorders are among the most common conditions that affect the general population. Sleep initiation and maintenance difficulties have been associated with mood disturbance, fatigue, occupational impairment, higher morbidity and higher health care costs.<sup>1,2</sup> Individuals with insomnia often do not seek treatment and when they do they typically initiate over-the-counter sleep medications or alcohol. Furthermore, when they reach out to the medical profession they are most commonly prescribed hypnotic medication. There has been increase recognition of the role of psychological and behavioral factors in etiology, assessment and treatment of certain sleep disorders.<sup>3,4</sup> However despite this, many mental health professionals are unaware of non-pharmacological treatments for sleep disorders and/or lack the knowledge to recognize and identify sleep problems and implement specific interventions. Sleep disturbance has seldom been the focus of general psychotherapy and empirically validated non pharmacological treatments are rarely used outside sleep disorder centers. The purpose of my presentation is to provide psychologists with a practical framework for the assessment and management of common sleep disorders seen in clinical practice. Evidence based practice parameters and consensus-based recommendations will be reviewed. Non pharmacological therapies including stimulus control, progressive muscle relaxation, light therapy, paradoxical intention, sleep restriction, cognitive-behavior therapy, CPAP desensitization will be presented. Their efficacy when used in clinical practice by non-sleep specialists is well documented.<sup>5-8</sup> Use of behavioral and psychological treatments for sleep disorders has been found to lead to improvements in sleep quality that are sustained long term and long after treatment completion. Reduction in sleep difficulties improve quality of life and lead to a reduction in hypnotic medication use and dependence.

**Swen Korner**

Head/Full Professor, Germany

## **Doping of the Next Society - Technology Assessment of Elite Sport**

In hardly any other part of modern society the idea of „pushing the boundaries“ is as obvious and concrete as in modern elite sports: in competitive sports the boundaries of today regularly turn into the mediocrity of tomorrow. In some disciplines like cycling, 100 meter sprint or pole vault we can observe rates of performance enhancement between 24 and 221 percent since the first modern Olympic Games in Athens 1896 (Nature Materials, 2012, S. 651). As such, performance enhancement is a well-known phenomenon in elite sports, and not at least a question of technology (Fuss, Subic & Mehta, 2010). However, some technologies and methods are prohibited and sanctioned as doping.

Doping is currently negotiated as the crisis of modern sports - by developing a dynamic of communication that is typical for crisis. In theoretical distance to moral judgement and public scandalization the contribution questions the doping of the next society. It is argued that doping in elite sports is highly functional and as such structurally expectable. After giving a brief description of main structural features of modern elite sports, doping will be illustrated as „functional illegality“ (Luhmann, 1976). By addressing molecular target points, especially gene doping is associated with serious consequences for modern sports and society. Focussing on the future of doping the role of an another risky technology has to be considered: the internet.

**Kwabena A. Kyei**

Head, Department of Statistics, University of Venda, South Africa

## **Health Care Practices by Mothers in the Limpopo Province of South Africa: Modelling the Case of the Mopani District in South Africa**

**Background:** Child morbidity is high in some parts of the country though there are a lot of interventions available to improve child health and reduce childhood mortality. Some mothers lack knowledge about these interventions and that increases the risk of death of their children and themselves.

**Objective:** This study seeks to find the level of knowledge women, especially mothers in Mopani, have about child health care practices, the kinds of health care practices that they do well, and tries to model the determinants.

**Method:** A 3- stage sample survey was conducted covering all the municipalities in the district. About 1820 women in the child-bearing age (i.e. 13 – 49 years) were sampled and interviewed. Structured questionnaire was used to capture information from these women. Four dependent variables including two categorical variables namely; the time for starting prenatal medical check-up during pregnancy, knowledge of oral rehydration therapy (ORT), the duration of breastfeeding, and consultations at clinic/hospital when child is sick; and five independent variables namely; age, level of education, employment status, the number of children, and the marital status of the woman were considered in the analysis. Logistic and Multiple regression (ordinary least squares) analyses were done.

**Results:** From statistical analyses, this study concludes that the following variables correlate with practices of health care in the district: age, education, employment and the number of children a woman has.

**Recommendation:** The study recommends primary health care, immunization, oral rehydration therapy and pre-natal medical check-ups during pregnancy for the improvement of child health and survival.

**Raymond Leblanc**

Vice-Dean of Research, University of Ottawa, Canada  
&

**Ducharme Daphne**

Vice-Dean of Research, University of Ottawa, Canada

## **Responsible Conduct of Research**

This presentation aims to showcase the shared values in scientific research by way of a document analysis of key literature on responsible conduct of research and research integrity for researchers. Questions we will address are: Why does research integrity matter and what can be done to promote research integrity? We will first define responsible conduct of research, research ethics and research integrity, scientific error and fraud and finally conflict of interest.

The key documents that have been analyzed are the Belmont Report (1979), the Research Integrity Policy of the National Institutes of Health of the U.S. (2013), the Canadian Tri-Agency Framework (2011), the Integrity Framework of the Swiss Academy of Sciences (2008), The Singapore Statement on Research Integrity (2010) and the Montreal Statement on Research Integrity in Cross-Boundary Research Collaboration (2013).

Categories analysed and discussed are the factors which influence research integrity, the responsibility of researchers, breaches of Integrity policies, deliberate misconduct, and questionable research practices. The following themes will be examined: fabrication, falsification, destruction of research records, plagiarism, redundant publications, invalid authorship, inadequate acknowledgment, mismanagement of conflict of interest, and mismanagement of grants and awards grants.

Discussion will revolve around four values: honesty, that is, to convey information truthfully and honoring commitments, accuracy, that is to report findings precisely and take care to avoid errors, efficiency, that is, use resources wisely and avoid waste and finally objectivity that is let the facts speak for themselves and avoid improper bias (Stenack, 2007). We will conclude with an outline of general collaborative responsibilities and responsibility in managing collaboration, in relationships within collaboration and for the outcomes of the research. In collaborative research we should have procedures in place for responding to allegations of misconduct or the irresponsible research practice by any of its members.

**Makondelele Makatu**  
Senior Lecturer, Venda University, South Africa

## **Perceptions of Tshivenda-Speaking Adolescents Regarding Parental Support after Pregnancy: An Exploratory Study**

The Purpose of the study was to explore the perceptions of Tshivenda speaking adolescence regarding the support they received from their parents after their pregnancy. The study adopted qualitative approach and exploratory design to access in-depth data regarding the phenomenon under investigation. In order to select Seven (7) adolescents who were already mothers by the time of interviews, purposive sampling was adopted. In order to collect data, unstructured face to face interviews were used to allow participants freedom to express themselves around the study phenomenon. Interpretive phenomenological analysis was adopted to analyse data. The following are some of the themes that emerged from the data: Personal need for their parents, Financial support, Social support, Emotional support, medical support. The study concluded that even though parents show positive support towards adolescence pregnancy, such support is mostly accompanied by emotions such as anger, embarrassment, fear of the unknown. The study also concludes that economic background plays a role in the value that adolescents attach to parental support. The study recommended that when parents discover that their adolescent children are pregnant it is imperative that they give them full support throughout the pregnancy in order to reduce the stress level that would be brought by pregnancy.

**David Makofsky**

Research Anthropologist, Ethnic Minorities Studies Center Minzu  
University of China, China

## **The Impact of Economic-Cultural Change on the Usta, the Hand Craft Producer in Chinese Central Asia: A Case Study in the Xinjiang Uyghur Region**

The great engines of change that swept through Europe in the Nineteenth century were industrial development and mass popular support for national identity. These same social forces are now at work in Islamic Central Asia. This article examines the impact of these changes on one Turkic Muslim area of Western China: the Uyghur Autonomous region of Xinjiang, the home of the Uyghur people. A study was made of a small sample of Uyghur handcraft artisans, then an examination of the role of artisans in the works of contemporary Uyghur painters. The artisan played a critical role in the culture and economy of “pre-modern” society, and plays an ambiguous role in the current developing economy. The role of the artisan is evident as Uyghurs look at paintings by well-known Uyghur artists. To the Uyghur viewer, the artisan products illustrate the fact that these are Uyghur art. The role that the artisan plays as seen in Uyghur art, illustrates the loss that might be felt if these craftsmen disappear due to the critical consequences of economic change.

**Ana Paula Mauriel**  
Professor, Federal University, Brazil

## **Development, Poverty and Social Policies in Contemporary Social International Agenda**

This article talks about how and with which sense poverty issue has been incorporated in social development agenda of capitalist periphery. Characterizes, in first instance, social policy in first generation of neoliberal adjustments to cope with the crisis, whose main feature was the social policy and poverty alleviation focus more urgent. Then, show evidences of a second generation of adjustments, self-titled with human face, which brought development theme linked with poverty combat to the center of the official discourse of social policy, expanding the scope of government actions in the social area, trying to reconcile the focus with a new kind of universalism basic under a new ideological guise: the discourse of equity and justice.

The paper brings an analysis about theoretical foundations which guide social policies, observing, particularly, the meaning of poverty combat centrality on the conduction of priorities in contemporary social international agenda, signaling which symbolic and material conditions instruct the transformation of social question theoretical status and its opposition forms, affirming an inflexion on analysis sense which start to privilege theoretical and methodologically a individualistic way of thinking social reality.

Social policies recent transformations and social protection reforms is faced as part of a larger movement in social reality located through a new global economic order and new post Cold War international relations pattern, which presents a renewed economic determination with globalization naturalization in front of political actors new positions (states, international organisms, financial corporations, etc.) who adopted new forms to play the part of an dialogue in international arena.

World Bank, International Monetary Fund and World Trade Organization shows up as a nuclear reference to demonstrate how economic and social development theories spread through international institutionality, emphasizing its intellectual and symbolic activities, especially about structural adjustment and poverty combat.

**Iulia Mihalache**

Professor, Quebec University of Outaouais, Canada

## **Society and Translation Technology Trends**

Translation Studies has been highly influenced by sociology over the past decade (such as Pierre Bourdieu and his concepts of field, habitus, capital and *illusio* and Bruno Latour's theories) and has established a clear focus on translators as active agents who can change social relationships and social practices. The rise of information technologies, the evolution of the translation markets and industries and the emergence of innovative translation environments and of new translation practices (crowdsourcing, cloud translation, crowd-in-the-cloud translation) revealed that the use of translation tools is always context-situated: in a specific social and cultural environment, people react differently to the meanings of things, based on their beliefs, values, intentions or expectations and construct various "artefacts". Translation technologies are "products of social and cognitive developments" and they "embody aspects of the actual context or setting" (Risku 2007:91). Translation technologies are not just tools that automatize translation processes; they also play a role in promoting social interaction, in defining professional and cultural norms and expectations, in creating social augmentation and in generating an extension of translation skills.

Approaching translation technologies from a sociological and organizational perspective, our presentation will focus on the new trends in the translation industry (cloud, crowd, mobile, metadata, convergence and social) and the motivations that underlie the emergence of new forms of translation and new translation practices.

**Rakel Mucaj**

Assistant lawyer, Albanian National Bar Association, Albania

## **The Democracy as a Regime that Promotes the Human Rights!**

Political systems and policies of one country are considered functional in the cases when their activities, purposes and objectives are beneficial for the society and create justice. There are numerous factors that impact the system and promotion of democracy, as well as the relationship between democracy and human rights. Factors that are worth mentioning would be: the previous regime, especially in the Eastern bloc, the economy, the involvement in the political life, etc. Human rights are fundamental and undisputable rights, which should form the foundation for the functioning of a democratic state. Despite the human rights concept being discussed for centuries, there is always room for debate. A democratic state has the duty and legal obligation to include civil, political, social and economic rights in its policies. All rights herein are affirming the declaration of human rights, which is officially accepted by many countries. The state cannot identify its democratic system without acknowledging and affirming these rights, which have been expressed in the constitution, regarded as the highest law of a country, other laws and acts with the sole purpose of protecting them against any infringement.

This paper will address the impact of globalization on democracy and human rights, as a process that is widely spread over many countries, to achieve a goal in itself in promoting, protecting and consolidating human rights and democracy. The main factors of globalization are also going to be treated as a concept and phenomenon supported by theories that protect and oppose it, as well as the relationship between democracy and globalization.

**Aysegul Oguz**  
Teaching Assistant, Rteu, Turkey

## **Creative Drama Leader Images: An Example of Prospective Classroom Teachers**

One of the most important elements of a creative drama process is the creative drama leader. The process of creative drama is conducted with a leader. The purpose of this study is to determine the images of the creative drama leader according to prospective classroom teachers. For this purpose, an open-ended questionnaire was used to collect the study's data. The questionnaire is consisted of three questions. The first question is about the prospective classroom teachers' opinions about the qualifications of a creative drama leader, the second is about the drawings of a creative drama leader and the last question is about those teachers' metaphors of what creative drama leader looks like and why. The study group is comprised of 41 prospective classroom teachers who took Drama course at the Department of Primary Education at the Faculty of Education, Recep Tayyip Erdoğan University at 2013-2014 Academic Year Fall Semester. The data was analyzed according to content analysis and descriptive analyses. According to the data, prospective classroom teachers stated that a creative drama leader should have some qualifications. Some of them are being creative, social, good at communication, and smiling person. In addition to this, they emphasized that a creative drama leader should have high empathy skills. According to drawings, it is obvious that prospective classroom teachers drew the creative drama leader as a woman. The most noticeable detail from the drawings is smiling. At the end of the paper, the results are discussed and some suggestions for teacher education and future results were provided.

**Joohyun Oh**

Graduate Student, Yonsei University, South Korea

&

**Jeong-han Kang**

Associate Professor, Department of Sociology, Yonsei University,  
South Korea

## **The Effect of Heterogeneous Social Capital and the Use of SNS on Social Interests**

This paper examines heterogeneous social capital and the use of SNS for social interests in South Korea. Social interests are a key point to increase social engagements. However, social engaging itself doesn't mean social integration. That's why I focus on heterogeneous social capital which enable people to increase social interests and respect the various views by communicating each other.

To do this, I used 2012 Korean General Social Survey (KGSS) data. It provides personality traits, social capital and online networking activities and so on. In this paper, heterogeneous social capital is defined by the existence of acquaintances who have different jobs and friends who live or come from other countries respectively. I consider heterogeneous social capital as a mediating variable for social interests, which makes online space not making conflict but arousing sympathy and understanding each other. At this point, SNS can be a useful tool to keep in touch with friends and make new friends as well as expand social interests.

The result shows that the use of SNS positively effects on social interests. Also, it increases heterogeneous social capital based on jobs and foreign backgrounds as well. When personality traits are controlled, it is still significant. Furthermore, people who use SNS, and the more they have heterogeneous social capital both based on jobs and foreign backgrounds, the more they have political interests. On the other hands, the more they have heterogeneous social capital based on jobs, the more they have interests in neighbors, but the more they have heterogeneous social capital based on foreign backgrounds, the less they have interests in neighbors.

In summary, this paper finds that the more people have heterogeneous social capital, especially in case they use SNS, the more they have social interests. It means that people can expand social interests with a better understanding of others because they are their social capital.

**Hakan Ozkan**

Assistant Professor, Karabuk University, Turkey

## **The Growing Economy of Turkey under Governance of Ak-Party**

Comprehensive economical reforms have been carried out since AK- Party came to power and the reform program accepted especially in 2002 year has given a new acceleration to existing policy of Turkey for opening to foreign countries. It has been possible in the previous period of AK- Party, to restructure the Turkish economy most successfully. Both the absolute and the relative growth rates suggest that a turnaround has succeeded to an economy nation of western character. Contrary to the almost traditional instability, from which the Turkish society was characterized in recent decades, seems to indicate to normalize at the social level under the AK- Party government. AK-Party relies on the Customs Union with EU enforced in 1996 as an important condition for a successful exportation strategy. Within the framework of government's studies, visible changes have occurred in economy. In 2003 May, inflation was regressed and economical growth in rate of 5.9% was realized. AK-Party continued this slight elevation with the IMF program with which the inflation was regressed continuously. Turkey has millions of consumers and the economy continues to grow each year, whereas in Europe the fight takes place out of the crisis. The booming economic sector of tourism contributes its share to the positive economic development of Turkey. How sustainable this growth is, will not least show the coming years.

**Mark Peacock**

Associate Professor, York University, Canada

## **New Monetary Forms and Their Role in Reinvigorating the Local Economy**

“Alternative” or “parallel” currencies proliferated after the Great Depression in Europe and the U.S. as a response to economic hardship. In today’s post-financial-crisis world of “austerity”, alternative currency projects are, once again, being discussed and implemented as a way to rebuild the local economy and relieve hardship. In this paper, I discuss – theoretically and empirically – parallel currencies as a “new economic model”, and I assess their prospects for improving the well-being of people who are increasingly ill-served by, or excluded from, the “formal” sectors of the economy.

**Sylvia Peacock**  
Instructor, York University, Canada

## **What Is King Midas Doing Online? User Agency in the Age of Big Data**

The current paper explores the unauthorised assemblage, swapping, selling, and buying of personal information of private Internet users. Most people access the Internet for communication purposes, not market exchanges. A prevailing notion amongst users is that the Internet is something akin an online town hall rather than an incorporated mall. The main questions I focus on are twofold. First, in a historical analysis of blogs on the introduction of cookies on the Internet I show the turning point when the Internet Society abandoned individual user security in a turning point during the late 1990s with the predicted unfolding effects today. Secondly, I show what motivates online agents to use and abuse private data, including a closer look at private citizens, profit oriented online corporations, and regulatory level, namely the glaring lack of will to rein in the collection of private data, despite the explicit wishes of citizenry. Theoretically, the current situation includes the possibility of eternal data storage to learn, simulate, and exploit people's behaviour for generations to come. Survey results underline a need for immediate and strong regulations. Hedged with some caveats, the author concludes that the current wilful political neglect may be connected to governmental data requests which in turn may be driving the commercial collection of online data.

**Eda Purutcuoglu**

Associate Professor, Ankara University, Turkey

## **The Attitudes of Relatives of Patients towards Organ Donation and Transplantation**

The developments in medicine and technology allow people to live longer and high quality life. One of the health issues that are affected by these developments is organ transplantation. The aim of organ and texture transplantation is to try to save a patient's life coming to the end due to the end-stage organ failure and to increase the life span and quality of life.

Today such transplantations can be performed like heart, lung, liver, kidney, pancreas, small intestine, bone marrow, blood, skin, cornea which is vital to many organs and tissue. Despite the advances in medicine, one of the most important problem is the lack of sufficient number of organs that can be transferred. To increase insufficient organ and tissue donation in the public should be encouraged by eliminating the lack of information on this issue and developing awareness of organ donation. Therefore, the attitude of society on this issue is very important and necessary to increase organ transplantation.

That's why; this research was planned and conducted to determine the attitudes of relatives of patients towards organ donation and transplantation. A total sample of 109 voluntary respondents (63 female, 46 male) were selected by a simple random sampling method from Turkey Training and Research Hospital and Ankara Medica International Hospital for waiting transplants in the section of transplantation. For all variables frequencies and descriptive statistics are first computed. Gender and the degree of closeness to patient is chosen as predictor variables. The t-test and one-way (ANOVA) analysis is performed. It is found that female relatives of patients support organ transplantation ( $p < 0.05$ ). Fathers state that other people's lives does not concern themselves ( $p < 0.05$ ). As a source of information about organ transplantation, while the most response is television, the lowest response has been non-governmental organizations and religious institutions. In addition, the majority of the relatives of patients have not any donor card (%88, 1).

**Cecilia Ramos-Estrada**

Professor, University of Guanajuato, Mexico

&

**Maria Teresa De la Garza Carranza**

Professor, Technologic Institute of Celaya, Mexico

## **Contributions and Challenges of the Third Sector in Mexico**

The third sector is the fraction of the regular economy that shares activities with the public sector (public administration, political parties) and the private sector (mercantile entities) which goal is to compensate social deficits. In general, this economical sector is composed by non-profitable organizations and attends local social problems disregarded by the governmental organizations because such problems affect smalls population groups. Mexico, with a growing international trade and a relatively large economy, has experimented an increment of the poverty: recent studies shown that the 45.5% (53.3 millions) of Mexicans are poor. Other numbers of such an inequality of the Mexicans are the number of them without access to social security (61.2%), the number of people living below the food poverty (24.6%), and the number of people with house's services deficiencies (21.2%). Those numbers demonstrated the importance of the third sector functions in countries, which as Mexico, are in process of development. Historically, the third sector in Mexico has been associated with a sense of charity and assistance. The important help that such a sector provides to unprotected groups is in risk because its situation: the Institute for the Geography, Statistics and Information (INEGI, Mexico) reported that such a sector is conformed by only the 9.6% of the organizations and such organizations mainly depends on about 0.56 millions of volunteers. In this work we presents a review of the sector, its contributions and challenges. The analysis of the case of study can be applied to other countries that, as Mexico, have seen an increment of its macroeconomic indicators but require of a social politics to improve the life conditions of the people in poverty.

**Zenaida Reyes**

Professor and Dean of College of Graduate Studies and Teacher  
Education Research, Philippine Normal University, Philippines

## **Competitive Edge of Migrant Filipino Teachers in Selected Countries**

The Philippines' interest on international migration is anchored on the fact that the overseas Filipino population is growing significantly. In the Philippines, official stock estimates show that as of December 2010, there were about 9.4 million Filipinos living outside the Philippines on a temporary, permanent or irregular status. True to the term "global", Filipinos can be found in over 200 countries and territories.

From 2003-2010, the Philippines deployed over 3,500 teachers to the United States of America alone (POEA, 2010), mostly to teach Science and Math subjects. This figure accounts for almost three quarters of total deployment of Filipino teachers to different countries. Clearly, the exodus of Filipino teachers is an indication of the marketability of Filipino teachers in various educational institutions abroad.

There were four important migration phenomena about Filipino teachers that were explored in this paper. First, it surveyed the migration and employment profile of teachers who usually worked in abroad as teachers. Demographic and socio-economic profiles were also dealt with in this paper. Second, it analyzed the experiences of teachers as regards their motivations in working abroad, finding and applying for teaching jobs, teaching experiences, and adaptation and adjustments in a foreign country. This part was highlighted by competitiveness level of teachers and their perceived loses and gains while teaching abroad. Teacher's competitiveness was indicated by their salaries, promotions, incentives and other benefits received due to their services to the host institutions. Third, the standards and required competencies among teachers from home country and receiving country were analyzed. Lastly, this paper examined as well the competitiveness of Filipino teachers using gender lens.

**Salas Ricardo**

Associate Professor, Catholic University of Temuco, Chile

## **From Intersubjectivity to Recognition, and from Recognition to Multiculturalism. New Perspectives in Latin American Thought**

Our position paper begins with the stance of three philosophers: A. Honneth, J. M. Ferry and C. Taylor, as a starting point in developing the theory of recognition of philosophical and social sciences. Although the three published works date from year 92, it allows us to understand the perspective of northern countries widely, and leads us to define gaps and edges that would need a critical theory about a truly global character recognition, which can answer to the problems of recognition that have historically lived in Latin America.

We assume then that these works are part of the most important debates about justice and multiculturalism related to policies of differences in the Anglo-Saxon and French areas, which seems inappropriate and unproductive to be confronted in a sterile debate between European and Latin American positions. We assume that it does not offer theoretical outputs, and does not allow progress in the development of a theory of global character recognition that responds to different contexts.

The presentation starts placing these works that deal with the "Anerkennung" where different levels of discussion are exposed, and they are placed in the context of a revision of the Latin American tradition mainly exposed by Roig and Fernet-Betancourt. The main conclusion is that the Hegelian tradition is relevant to the current developments in the social sciences, and especially for the development of a contextualized thinking that responds to contemporary ethnic-linguistic conflicts.

**Simone Rocha da Rocha Pires Monteiro**  
Associate Professor, Federal University, Brazil

## **Trends in Social Protection in the Brazilian Context: an Analysis of the Project new Developmentism Governments Lula of Silva and Dilma Rousseff**

The debate comes as a response to the new developmentism neoliberal post- crisis setting , particularly in countries with economies in development. This debate is reframed assuming new forms. In Brazilian context, occurs from the Lula da Silva government, consolidating from different actions and strategies. Its design is sedimented in the linkages between economic growth and social development, focusing on new configuration of social protection. In this sense, it highlights a distancing of the guidelines outlined in the Constitution of 1988, in what refers to the consolidation of social protection in a logic of social security and expansion of direitos. Perceives is that social policies will incorporate these guidelines new developmentism, assuming new contours , providing a centrality in social protection, with a strong tendency to addressing poverty. Therefore, this analysis assumes understand the role of state regulation in this process is functionalize. It is in this context that the social dimension becomes as a condition for economic development. This happens as opposed to what was argued earlier, where the social dimension was seen apart from the political dimension. Lula da Silva and Dilma Rousseff governments were characterized by a dualistic tendency in the field of social protection. From one side, some effort to regulate and implement the constitutional and a strong call to confront poverty and actions that contribute to the economic development achievements .

**Ikiz Ahmet Salih**

Faculty Member, Mugla Sıtkı Kocman University, Turkey

## **Turkey Since 1950**

Turkey has started multiparty system and functioning democratic governance after 1950 elections. That new era was the turning point for parliamentary system that based on one party for each election for years. The democratic reemergence was also accompanied by transformation in economics and cultural life in country. Turkey turned to more liberal country in economic structure and the share of industrial production increased in GDP. The democratic governance has few splits with some military coups and interventions in following years. The democratization process and economic growth has flourished after the start of European Union membership negotiations after 2000. In this paper I will first briefly summarize the short history of Turkey after 1950's. Then I will evaluate recent developments in Turkish society and economic structure regarding to current developments in country.

**Alveiro Sanchez Jimenez**  
Professor, Santo Tomas University, Colombia

## **Development of Sport for Disabled People in Colombia, Mainly in the Midwest: Bogota, Cundinamarca and the Military (Armed Forces)**

This research to describe the dynamics and resistances in the development of sport for disabled people in Colombia, mainly in the Midwest: Bogota, Cundinamarca and the military (armed forces). We are questioned the dynamics that allow the operation of sports projects for disabled persons in Colombia, also the most frequent resistance hindering the practice for this population. Thirty one National Paralympic sports players have been questioned: fourteen leaders and seventeen Colombian athletes with disabilities. They have shown that the main dynamics of the development of sport for disabled people in Colombia are the economic, sporting facilities and interdisciplinary. Resistances: it's evident that the condition of life for disabled athletes is not the correct: social security, the level of academic training, contract conditions, and training and competition conditions. Similarly, there have been some needs emerge, which are not considered as resistors, but the future may become an obstacle to the development of sport in this population.

**Aslı Sezgin**

Assistant Professor, Osmaniye Korkut Ata University, Turkey

## **The First Impression of "Best Selling" Agenda Books: Semiotic Analysis of Book Covers**

Nowadays habit of reading book has won a different dimension through e-books. Besides this change, virtual environment was accelerated flow of information and has been awarded priority. Virtual world, visually rich, and has a dynamic content. Today, everyday printed publications remain in the background. Publishers make different designs about "covers" which is the first noticeable aspect of books. The aim of this study is examine the semiotic terms of books, which are in the "bestseller" list on the most visited online book selling websites. In selling books, "politic books" and "most widely read books" in the category is selected. This is the scope of the study. In this study, the agenda setting model assumptions were utilized.

**Shanta B Singh**

Professor, University of KwaZulu-Natal, South Africa

&

**Sultan Khan**

Professor, University of KwaZulu-Natal, South Africa

## **An Exploratory study of Maritime Challenges in South Africa and Africa**

The sea is the lifeblood of any country. Nations that trade get rich – and the more they trade, the wealthier they get. Most of the fifty-four countries of Africa are either coastal states or islands; hence it is expected that the continent and its citizens should be acutely cognisant of the impact of the maritime domain. In 2008-2009 almost 91 per cent of continental trade by volume went by sea. There is no alternative given the landscape of import and export and the inadequate overland infrastructure (Brenthurst Foundation 2010:3). Apart from being the provider of trade routes, the sea provides food, commodities, and income from tourism. However, these very attributes result in exploitation and illegal activities in the absence of control. The main aim of this research is to explore the challenges faced by the maritime sector and to design appropriate responses in building and strengthening sustainable structures in policy recommendations, law enforcement, healthcare and criminal justice systems that will enable the various institutions to more effectively examine and prevent these in the future. It will raise awareness of maritime challenges faced by South Africa/Africa and their consequences in order to mobilize the international community to prevent and combat the challenges experienced in the maritime industry. Progress is needed in the areas of research, documentation, monitoring and evaluation of the challenges discussed above. The data/research thus far remains very weak, at times anecdotal. Thus, this study will make a vital contribution in addressing these gaps for coherent maritime policy to be developed especially when considering that adequate research is deficient in this field. Thus this research will facilitate the creation of new knowledge and promote active interaction between researchers within and across disciplines and knowledge fields.

**Takuya Urakami**  
Professor, Kinki University, Japan

## **Study on the Current Situation and Prospects of the Japanese Water Industry**

The aim of the present study is to examine the current situation of the Japanese water supply industry and provide its future prospects. Most of the water utilities in Japan are owned and operated by local governments; such as prefecture, city, town and village. Only nine water utilities in 2013 are owned by private companies and small number of water utility are owned by water supply authorities, which are cooperatives set up by neighboring local governments. Local government ownership leads to highly fragmented structure of the Japanese water industry; and this is thought as the main reason of an inefficient operation. However, the situation was changed due to the Great Heisei Era Consolidation, which has been promoted by Japanese Government since 1999. Many local governments have been consolidated; subsequently water utilities were merged into relatively larger entities. Most of the water utility merger were occurred in 2004 and 2005; almost ten years has past since then. Therefore, we think we can examine the impacts of the water utility merger and provide future prospects of the Japanese water industry.

**Minda Valencia**

Associate Professor, Philippine Normal University, Philippines

## **Dynamics of Filipina Marriage Migration**

Marriage migration has unpredictable outcomes. Filipina marriage migration, however, is resilient even in the face of global and regional crises. According to the Commission on Filipinos Overseas (2013), the number of Filipina emigrants increased more than two-fold from 7.8 thousand in 1989 to 20.2 thousand by 2011, with the United States of America as their top destination country. The marriage migration is undeniably important in the migration of Filipinos.

This paper aims to examine the dynamics and phenomenon of Filipina marriage migration. The first part of the paper will look at the characteristics and trends in Filipina marriage migration. It will analyze the socio-demographic profiles of these Filipinas as well as their reasons for migration, choice of life partners, and their manner of meeting their partners, among others.

The second part of the paper will examine the conditions and experiences of Filipinas in intermarriages. It shall deal with their issues, problems and adjustment on account of their stint abroad. An attempt shall also be made to look at the consequences of institutional mechanism/control and different culture over these Filipinas in intermarriages. The paper shall analyze the ways in which these Filipinas cope with any restrictions on immigration laws and/or culture of their destination countries.

The paper will also look at the policies and strategies and policies undertaken by various agencies and groups in addressing the issues of marriage migration. In particular, it shall examine the migration management policy of the Philippine government concerning its nationals migrating for the purpose of marriage.

Data for this paper will be based on the information provided by Filipino spouses/partners of foreign nationals coming to the Commission on Filipinos for the mandatory counseling program of the Philippine government. Other data will be taken from government records, literature review, and interview with concerned entities.

**Fatima Wali**

Programme Manager, Bahrain Polytechnic, Kingdom of Bahrain

## **Bahrainipreneur: The Effectiveness of Problem Based Entrepreneurship Education for Bahraini Perspectives' Students**

**Purpose:** This paper reports on an evaluation of a course called Bahraini Perspectives at Bahrain Polytechnic. The course aims at evaluating the culture and wellbeing of Bahrain through Problem Based Educational Entrepreneurship. This was implemented in Semester 1, 2013, and this paper will report on the evaluation of its first iteration. It will therefore test some of the significant assumptions about what Problem Based Educational Entrepreneurship is said to be able to deliver.

**Methodology:** The methodology will be a combination of literature review, semi-structured focus group interviews, and course feedback surveys, the data of which will be cross-referenced with student results in the course.

**Results:** The results will be presented in the form of an analysis of the qualitative data, which will be cross-referenced with student results in the course, as compared to earlier iterations of the course.

**Discussions/Conclusions:** This course has faced a number of challenges in the past, as it aims to develop an understanding amongst all of the Polytechnic's students of their heritage, as well as about Bahrain's contemporary position in a global context. Many methods such as Problem Based Learning and Interdisciplinary Education have been implemented to pitch the course at the right level for students with different levels of knowledge about Bahrain. Students' feedback stressed the point that much of the material needs to be relevant to the professional world and the Market. Furthermore, Bahrain's 2030 Economic Vision aims at shifting the economy from an oil-built economy to a productive, worldwide competitive one led by entrepreneurs in the private sector. With these in mind, a decision has been taken to develop the course in a Problem Based Educational Entrepreneurship mode. The expectation is that this will not only make it more relevant for students, but that it will also assist students start their own enterprises, and this paper reports on how successful this has been.