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Academic International Conference on Multi-Disciplinary Studies and Education - AICMSE 2016 (Oxford)

Conference Venue: University of Oxford, The Queen's College, Oxford, United Kingdom

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Academic International Conference on Social Sciences and Humanities- AICSSH 2016

&

Academic International Conference on Multi-Disciplinary Studies and Education- AICMSE 2016

18-20 August 2016

Conference Abstracts e-Handbook

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1-AC17-4140

STATUS OF EDUCATIONAL ATTAINMENTS AMONG FEMALE POPULATION IN HARYANA (INDIA)

Prof. Mohammad Ishtiaque¹; Dr. Anita, Research Scholar, Dept. of Geography; and Jamia Millia Islamia, New Delhi (India)

Social indicators like religion, caste and creed become stronger indices when these are coupled with literacy and education to distinguish between inter and intra social groups. A social group with higher level of educational attainment is considered more active, productive and dynamic than those having low level of education. Higher education is regarded as an important factor to bring about socio-economic changes. Studies show that there exists a significant gap between male and female with regard to the level of education in the developing countries in which female literacy is found very low. The present case study of Haryana, a State adjacent to Delhi confirms the above statement.

As per the census of India 1981, female literacy was 22% against 48% for male population. The share of female literacy increased to 33% in 1991, 55% in 2001 and 67% in 2011; still lagging behind by 20% against the male population. It is also to be noted that Mewat District of Haryana registered only 38% female literacy against 73% among males. A general view about low literacy among female population in Haryana is due to cultural taboos. The society is divided into many KHAPS – small cultural groups, which control social and cultural activities of the society. The KHAPS do not allow much freedom to women acquire modern education and participate in development programmes.

The paper highlights the status of educational attainment among women population in Haryana. In spite of the economically progressive State, the level of higher education among the female population is far behind the expectations or national average. Thus the objective of the paper is to investigate the reasons behind such a low level of educational attainments among female population in Haryana.

The study is based on secondary data derived from the census of India ranging from 1971 to 2011. Education index has been found out for each district separately to understand the district wise differences in educational level among the female population and to highlight the main reasons behind low level of education among them. The study may go a long way to the upliftment of higher education among Haryanavi women and help planners to achieve their goal in educational planning in the state.

2-AE15-4206

IN/VISIBILITY: DYSLEXIC STUDENTS IN UK HIGHER EDUCATION

Dr. Inderjit Grewal²

According to Chanock et. al. (2010), understanding dyslexia 'is a work in progress' and this is especially the case within the context of the UK Higher Education system. There is evidence to support the argument that inequality is present in the communicative strategies that universities employ to promote services to dyslexic students as well as the provisions that are designed to support them in their studies. In fact, for a significant number of these students the first hurdle to overcome is the part payment that they are expected to make before their assessment for dyslexia can begin; it is then a financial penalty of sorts. Furthermore, the assessment leads to a psychologist's report that will stipulate a reading age for the student, and whilst it is intended as guidance for support it can also become a source of humiliation (ibid: 37). The arguments and perspectives that have been presented in numerous studies on this issue legitimise the need to investigate what measures need to be taken so that across the board dyslexic students are afforded equality.

In this paper there will be an examination of how within HE institutions dyslexic students encounter lexisim (Collinson et. al., 2012: 864) that is akin to sexism, racism or ageism. Evidence of such instances adds weight to the emerging discourse of inequality in education since there is a binary that positions independent learners against dependent ones. This line of division is solidified with the information related to disability needs on university websites being sectioned off. This is perhaps

¹ Prof. Mohammad Ishtiaque, Vice-Chancellor, Magadh University.

² Dr. Inderjit Grewal, Lecturer, Middlesex University.

an indication of segregating practices in HE and shall be considered in relation to the overarching debate of disability as in/visibility. At the same time, there is the suggestion that some academics assume a paternalistic (ibid: 861) stance which positions them as gatekeepers; they oppose the alternative assessment methods offered to dyslexic students as being compensatory in nature (Earle and Sharp, 2000: 542) and, therefore, not fit for purpose. Members of staff that have imbibed this thought process give value to traditional forms of assessments, asserting that only these are demonstrable of 'graduateness' (Mortimore, 2006: 237). This also gives rise to a legitimate debate about the training needs of academic staff in terms of their regular engagement with dyslexic students.

Alongside the discourse that suggests inequality in education there is also evidence of effective strategies that have been implemented by UK universities to empower dyslexic students. Therefore, the paper will draw attention to examples of practice that have disregarded the 'deficit-diagnosis-remediation model' in favour of one that promotes 'personal empowerment' (ibid: 237). The Universities of Leicester, Nottingham, and Wolverhampton are leading the way by changing the dynamics of the student-staff/dyslexic-lexic relationship having united to form a supportive network that is based on a 'Respect, Recognition and Response ethos' (French and Herrington, 2008: 522). As co-investigators they have sought and created new practices that are effective precisely because they are inclusive (ibid: 517).

3-AE14-4189

THE IMPLICATION OF ONLINE TEACHING METHODS FOR HUMANITIES PUBLIC COURSES AT XJTLU

Dr. Jingqiu Zhan³, Jie Yang and Kai Liu

Nowadays online teaching appears increasingly prominent in the tide of overwhelming pedagogical reform and innovation (Allen & Seaman, 2010). It makes teaching and learning more interactive, facilitates knowledge delivery and acquisition, and thus triggers many transformative practices in higher education (Shearer, 2007). Xi'an Jiaotong-Liverpool University (XJTLU), as a unique international university in China, largely promotes the internetization and platformization of teaching. It particularly emphasizes to build up students' core value, rational philosophizing and capability system which are reflected in their knowledge of width, depth and height. To realize the objectives of Five Star Education Mode (FSEM) (The teaching goal of XJTLU is developing global citizens by building knowledge system, philosophy and value system, capability system, comprehensive education strategy and support systems of implementation) of XJTLU, Chinese Culture Teaching Center (CCTC) developed a distinctive online teaching and learning platform (U-talk) as an important complementary method for traditional large-scale classroom teaching for Year 1 humanities public courses at XJTLU.

CCTC is responsible for Year I course teaching at XJTLU. These courses consist of four compulsory modules covering the basic elements of Chinese literature, philosophy, history, management, law and national conditions with some comparison to western culture. These courses are taught not only through lectures in class, but also a distinctive online teaching and learning platform (U-talk) established by CCTC. Currently, the actively used online teaching methods in CCTC include pre-reading material delivery, internet posting communication, course video interaction as well as quiz and assignment assessment through mobile devices. These methods break the traditional lecturer-centered teaching mode, and jointly inspire students' learning initiative, supervise students' learning process, build students' moral character and facilitate students' future career.

This technology-enhanced teaching method is employed to promote students' learning initiative and faculty's teaching responsibilities, encourage contact between students and faculty, and develop cooperation and reciprocity among students in order to realize the ultimate value of humanities public courses. Based on the statistics and analysis of collected massive questionnaires and targeted face-to-face interview transcripts from students, this paper endeavors to examine into the application of CCTC's current online teaching methods for Year 1 humanities public courses and pinpoint the problems. And, it proposes optimized suggestions for their potential development in terms of their impacts on students' academic performance and faculty role and workload. Besides, this paper also explores cooperative teaching and personalized teaching at XJTLU since they are now paid a close attention to by educators, and could be the future development trend in higher education.

³ Dr. Jingqiu Zhan, Lecturer, Xi'an Jiaotong Liverpool University.

CHALLENGES OF FINANCING ELEMENTARY EDUCATION IN INDIA - PAST TRENDS AND FUTURE POTENTIAL

Prof. Mona Khare⁴

Public investment in education is considered important not just for building human capital and thereby higher economic growth but also because education is considered a public or a merit good. Nineties saw a worldwide movement towards universalisation of elementary education (UEE) by including it in the Millennium Development Goals (MDGs). Most States across the world therefore pledged themselves to increase funding to the sector in order to improve access, infrastructure and outcomes by 2015. Turn of the millennium now shifts its focus to improving learning capabilities and quality as part of the Sustainable development goals for the 2030. This necessitates to not just sustain enough funding for EE but also to restructure the funding pattern to subserve the stated purpose.

Education in India has always been accorded high priority. India paid special attention to education by adopting a sectoral approach right from the initial years of planning (First Five year Plan, 1951-55). However, its approach kept changing to suit the changing needs and demands of the domestic as well as global environment. Opening up of the economy under financial constraints in the nineties was a landmark shift in India's ideology of 'Protectionism' to 'Liberalism' and can be seen to get reflected in its approach towards educational development financing.

Over the last decade, India has made great strides in improving its primary education system. As per records, 95% of India's rural population is within one kilometer of primary schools. With enrolments at Elementary level of schooling reaching almost universalisation in all Indian States, the priority now moves to equity and inclusion; quality and learning, that continue to remain grave concerns.

The current paper traces the changing pattern and structure of elementary education financing in India and the associated challenges in the light of sustainable education Goals.

ROLE OF EXPERIENTIAL LEARNING IN WRITING APPROPRIATE AND EFFECTIVE PROFESSIONAL EMAIL MESSAGES

Dr. Tharwat EL-Sakran⁵

This study presents a pragmatic approach for teaching the how of writing appropriate and effective professional email messages. Comparisons between pre-and post-teaching written email messages point to significant improvements in length, accuracy, appropriateness and communicative function of post teaching written email messages. The NAPKIN methodology has helped the students internalize the moves/steps involved in writing efficient and professional email messages.

⁴ Prof. Mona Khare, Professor, National University of Educational Planning and Administration.

⁵ Dr. Tharwat EL-Sakran, Professor of Linguistics, American University of Sharjah.

THE CONCEPT AND METHODS OF KNOWLEDGE FROM ISLAMIC EPISTEMOLOGICAL PERSPECTIVE

Dr. Rahimah Embong⁶ ; Dr. Nadhirah Nordin, Senior Lecturer; Dr. Fadzli Adam, Professor; Dr. Abdul Hakim Abdullah, Senior Lecturer; Dr. Syed Hadzrullathfi Syed Omar, Associate Professor Nor Afizan Che Omar, Graduate Research Assistant; and Siti Fatimah Mohd, Graduate Research A

The paper aims to examine the nature of knowledge from Islamic epistemological perspective. It highlights the significance of thinking as illuminated in various Qur'anic messages which are alluring to the use of reason. The ultimate source of all knowledge is the God, the best teacher for mankind who has granted two references, namely Divine revelation (al-wahy) and the law of nature (al-kawn). Islam considers both references as equally important for human progress. Thus, it explores two major methods of obtaining knowledge namely contemplation (tadabbur) and thinking (tafakkur). The former is a method of studying readable signs of God (Āyāt Allah al-Maqrū'ah) meanwhile the latter is a scientific method of investigating visible signs of God (Āyāt Allah al-Manzūrah). This leads to identifying the levels of human perceptual faculties which are basic instinct, five physical senses, intellect and intuition, and the highest level is the Divine revelation. This study also found that Islamic epistemology denies division between knowledge of Supreme Being and that of physical world and promotes the unity between them. This resulted in the application of unification (Tawhidic) principle to all domains of human intellectual faculties and educational activities. This study gives some implications on the unity, enumeration and hierarchy of Knowledge. It is suggested that an integrated curriculum and a holistic education should be derived from the Islamic epistemological foundation as a manifestation of harmonious integration of Divine revealed knowledge and human acquired knowledge. The Islamization of modern sciences also should be seen as a significant attempt to harmonize their relationships with the ultimate source of all knowledge.

Keywords: knowledge, Islamic epistemology, Islamic integrated curriculum, holistic education

CHALLENGES TO THE REALIZATION OF THE HUMAN RIGHT TO EDUCATION IN COSTA RICA

Ms. Andrea Romero Brown⁷

The Agenda Joven Program of the Universidad Estatal a Distancia (UNED), Costa Rica, is dedicated to promoting youth, and seeks to strengthen the exercise of rights of young people through its research and proposals.

The Program investigates the human right to education, and as part of this process, analyzes the performance of the "Education for All movement (EFA)" - which is a global commitment to provide basic quality education to all children, youth and adults (Dakar, 2000) - developing a report on the current situation of the country based on the six objectives below, which according to this initiative, should have been reached by 2015:

- To expand the program of care and education to early childhood
- To achieve universal primary education
- Learning needs of young people and adults met through equitable access
- Improvement in levels of adult literacy
- Gender parity and equality in education
- Quality of education and ensuring excellence for all

⁶ Dr. Rahimah Embong, Research Fellow/ Senior Lecturer, Universiti Sultan Zainal Abidin.

⁷ Ms. Andrea Romero Brown, Teacher- Researcher, Universidad Estatal a Distancia.

To complete the research, which has a descriptive scope, a comprehensive literature review of national and international research was carried out, using databases of public universities, government institutions, non-governmental organizations (NGOs), and international organizations, among other sources of information.

Upon completion of relevant research data, we obtain results to determine if goals are met of EFA in Costa Rica, which covers the efforts that the Costa Rican government has made to provide education as a right for its citizens: it identifies obstacles and constraints as well as the main challenges for the realization of the right to education in Costa Rica.

According to the analysis of each objective, in terms of coverage, it improved in primary education, but has not managed to address adequately half the population that has the age to attend diversified education (16 and 17 years old). On the other hand, basic skills and abilities that may allow them a proper insertion into the labor market have not been promoted. In addition, infrastructure glitches in schools continue to be a problem and academic offer is not as attractive to be able to achieve permanence of students in the classroom, being a major challenge for the system as well as educational exclusion that the State has failed to solve.

Keywords: Education, Human Right, Compliance, Access, Learning

8-AC20-4227

THE IMPACT OF EMPLOYMENT ON DEPRESSION MEDIATED BY SELF-ESTEEM AMONG KOREAN OLDER ADULTS: DIFFERENCES BETWEEN POOR AND NON-POOR ELDERLY

Ms. Sookyung Yoon⁸

Using the data from a 2015 Korean welfare panel study(KWPS), this study first examined the effect of employment on depression among Korean older adults, aged 65 and above. Secondly, the mediating effect of self-esteem on the relationship between employment and depression was investigated. Lastly, this study investigated how these effects were influenced by the differences in the structural relationships between poor and non-poor elderly.

Research questions were answered utilizing the SEM(structural equation mode) and multiple-group path analysis. Employment was measured by paid employment status and depression was assessed using CES-D-11 scale. The Rosenberg self-esteem scale was used to measure self-esteem. 'Poor elderly' meant old adults falling below 60% of median income equalized by number of family member. The main socioeconomic status variables were controlled(e.g., gender, education).

The results showed that among the poor elderly group, employment was negatively associated with depression, with self-esteem perfectly mediating the relationship between employment and depression. This means that employment has an indirect effect on depression of poor elderly through self-esteem. In the non-poor elderly group, however, an association between employment and depression was not found. The finding suggests that in Korea, a poverty level of the old adults is a significant factor in the relationship employment and depression through self-esteem.

Such findings underscore that specific policy support is required for poor elderly to extend chance of employment which enhancing self-esteem, thus to lower the level of depression. At the same time, different intervention approaches will be needed to reduce the level of depression for the non-poor elderly population in Korea.

9-AC10-2891

⁸ Ms. Sookyung Yoon, Doctoral Student, Seoul National University.

THE IMPACTS OF HUMAN RESOURCE MANAGEMENT PRACTICES ON EMPLOYEE'S JOB PERFORMANCE

Dr. Waiphot Kulachai⁹ and Dr. Teera Kulsawat, Assistant Professor

Local government in Thailand recently has very important roles for local development. It is expected to provide efficient public goods and services which meet the needs of local residents. To achieve this goal, state officials working for the local government should perform high level of job performance. However, there are various factors affecting their performances. Human resource management practice is one of the most important factors. This study, therefore, would like to examine the impacts of human resource management practices on employees' job performance. Questionnaire was employed to collect the data and 464 state officials from 10 city municipalities in Chonburi, Thailand, participated in this survey. The data were analyzed using structural equation modeling (SEM). Findings showed that: (1) recruitment and selection, and internal communication had positive direct impact on employees' job performance, (2) job satisfaction proved a possible mediator between internal communication, wage and benefits, performance appraisal and the performance of state officials, and (3) participation in HRM policy showed no impact on the employees' job performance. Several theoretical and practical implications of the findings that may extend our knowledge on various impacts of human resource management practice on employee's job performance are noted.

10-AC2-2922

BOLLYWOOD: A UNIFIER OF DIVERSE VISUAL CULTURES AND LANGUAGES OF INDIA

Dr. Mahuya Bhaumik¹⁰

Indian visual culture is a harmonious blending of multiplicity, plurality and diversity. Invasions by different races and the colonial regime have left considerable impact upon the cultures of the country and got mingled with the Dravidian, Aryan and folk cultures. The architectural splendours of the religious monuments and buildings, the 'pat' paintings, puppetry are a few examples which bear testimony to the visual culture of India. The same diversity is true about the various languages spoken by the people of the country.

Bollywood, the biggest cinema industry of India, can be studied as a curious and interesting platform to provide an integrative quality to hold these multiplicities and diversities of both Indian visual culture and languages together. Both the promotional advertisements of movies and the movies themselves are brilliant portrayals of the cultural differences based on diverse economic strata, acculturation of Western culture by today's Indian youth, different regional cultural specificities, cultural differences between the sophisticated and uncouth classes of the Indian society, faith in humanity despite religious differences and many more.

Again, there are palpable influences of different regional languages (based on location, character portrayals, story line and various cultural components) on the chosen language of Bollywood movies, that is, Hindi. This Bollywood Hindi has a flexibility of its own and incorporates different influences from diverse socio-cultural milieus.

Quite interestingly enough, a linguistic and cultural continuum can be traced in the study of Bollywood cinema. This paper would be an attempt to locate this continuum through an analysis of certain new Bollywood releases as Bajrangi Bhaijaan (2015), Highway(2014), Yeh Jawani Hai Deewani (2013), Chennai Express (2013) to name a few and try to perceive Bollywood as a unifying link connecting the multifarious visual cultures and languages of India thus realizing Swami Vivekananda's dream of India being a country of 'Unity in Diversity' ("Life and Teachings of Swami Vivekananda: Part 7 The Soul Wanted to Soar High". International Forum for NeoVedantins <<http://www.oocities.org/neovedanta/sv8.html>>).

11-AE18-4287

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¹⁰ Dr. Mahuya Bhaumik, Assistant Professor, Derozio Memorial College.

TEACHING BUSINESS ENGLISH AND INTERCULTURAL COMMUNICATION SKILLS TO JAPANESE AND INTERNATIONAL STUDENTS IN A JAPANESE LEARNING ENVIRONMENT.

Mr. Rodolfo Delgado¹¹

This paper aims to present practical Business English learning strategies, Intercultural Communication skills, and how to facilitate education to Japanese and international students in a Japanese university learning environment. It will provide the necessary skills needed for Japanese and International students to adapt, improve, and be successful in an international learning environment.

One of the challenges for Japanese Universities is attracting international students and prepare them to adapt to the international environment where their professional careers will successfully evolve. On the other hand, one of the challenges that professors and teachers face in the classroom is the students' resistance to learn and how professionals in the pedagogy industry need to deal with, negotiate and provide solutions to better engage students in the classroom.

Diversity of activities in the classroom are some of the learning strategies that will be discussed to examine the effectiveness in improving university students' Business English and Intercultural communication skills that contribute to the internationalization of students and learning environment. Proving different perspectives and points of view seem to be one of the most effective approach that contribute to maintaining students engaged in the classroom and help them to get them motivated to continue learning.

Intercultural communication is important because it contributes to the understanding of cultural behavior, patterns, and traditions of the host country. It also helps students to improve second language acquisition by imitation of those behavior patterns (Delgado, 2015),

This paper will discuss how a large number of Japanese and international students learned business strategies and intercultural communication skills and how their learning competence improved by creating cultural synergies among themselves in their Japanese learning environment which was rapidly evolving into an international one.

Key words: Business, strategies, intercultural, communication, skills, learning, environment.

12-AC9-3052

MIDDLE SCHOOL TEACHERS' PERCEPTIONS ABOUT FACTORS AFFECT THEIR ROLE IN PROMOTING PUPILS' MENTAL HEALTH

Mrs. Dalal Alradaan¹²

This study explores the complexity of teachers' perceptions regarding factors could affect their understanding of mental health concept and their role in promoting their pupils' mental health in Kuwait middle schools. In fact, the study sheds the light on the contextual factors that shaped teachers' perceptions and the barriers they identify that might hinder the implementation of the promotion process, and changes required to put such a promotion process into practice in the Kuwaiti educational context. A mixed-methodological research approach has been adopted within a complementary research design, consisting of two stages. A total of 497 Kuwaiti middle school teachers completed a systematic survey and other twelve teachers were chosen purposely to take part in semi-structured interviews. The findings from the study showed that teachers' perceptions were markedly embedded within the socio-cultural and religious context of the study. A variety of personal, interpersonal, socio-cultural, and structural-organizational barriers were perceived by teachers, which could undermine their positive attitudes and impact on moving towards the implementation of the promoting pupils' mental health. The study also showed that perceptions were markedly embedded within the socio-cultural and religious context of the study.

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¹² Mrs. Dalal Alradaan, Professor Assistant, Public Authority and Applied Education and Training.

13-AC19-4207

EXPLORING CONSTRUCTED RELATIONSHIPS INSIDE ORGANIZATION. A PERSPECTIVE OF ORGANIZATIONAL IDENTITY

Ms. Alexandra Galbin¹³

The aim of this paper is to explore the relationships constructed inside organization and how they contribute to the organizational identity. The perspectives related are part from the interviews collected in May – June 2016, with four social workers, members of different private organizations from Iasi County - Romania who provide social services. The strategy of the research is based on grounded theory and the data collected empathizes that relationships created contribute to the identity of organization, the behavior of individuals being influenced through various interactions. The participants identify themselves with the organization through their beliefs and values that represent the primordial motivation to get involved and to act. In this process the leader of organization plays a defining role, the members becoming or not followers of organization. Finally the paper concludes with some remarks regarding the significance of exploring the perspectives of leaders, the paper being emphasized only by the members 'narratives.

14-AC13-4111

EU COOPERATION WITH CIVIL SOCIETY IN EGYPT: ASSESSING THE NEW NEIGHBOURHOOD CIVIL SOCIETY FACILITY

Ms. Bassant Hassib¹⁴

As a response to the Arab uprisings, the EU came to the realization that it needs to change its old approach with the Southern Mediterranean Partners. Accordingly, the European External Action Service (EEAS) announced a revision of the European Neighbourhood Policy (ENP), to reflect on the new challenges and variables that emerged in the genesis of the so-called Arab Spring. In this regard, the commission created a new financial instrument: the Civil Society Facility (CSF). The CSF focuses on direct cooperation with civil society, and also targets the regimes to have a legal framework for and build capacities of civil society organizations. Despite these ambitious aims, challenges imposed by the complicated political environment in Egypt with its new variables including the crisis of foreign funding to non-governmental organisations (NGOs), in addition to the weak capacities of NGOs and the EU conflicting foreign policy dynamics and bureaucracy, placed the effectiveness of such facility into questioning. This paper argues that there is a gap between the stated objectives of the facility and its implementation in Egypt, and thus it did not bring an added value yet and its effectiveness was rather restricted. Two obstacles, namely shortcomings within the EU framework and shortcomings within the Egyptian partner institutions and political environment, reinforce this gap. This research assesses the new CSF in Egypt in terms of funding levels, degree of complementarity with other EU instruments, areas of focus and implementation of the CSF funded projects, and how it fits within the new political and security environment in post-Mubarak Egypt.

15-AE17-4205

AN ASSESSMENT OF FACTORS CONTRIBUTING TO INDISCRIMINATE DUMPING OF DOMESTIC SOLID WASTE IN BULAWAYO CITY AND PLUMTREE TOWN

Mr. Oliver Dube¹⁵ , Tichaona Munyanyi and Khalipani Tshuma

Solid waste indiscriminate dumping in urban areas has become a major environmental threat and human health. For instance, in 2014 to 2015 Great Britain experienced a 27% increase in reported fly tipping of household goods. This is even

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more pronounced in developing countries' urban areas. In Zimbabwe cities and towns, the problem is explicit in high density suburbs. This study investigates factors contributing to the indiscriminate dumping of solid waste in two high density suburbs, Cowdry park and Dingumuzi in Bulawayo and Plumtree respectively. The study used a descriptive survey employing a combination of GIS and surveying tools to map the solid waste dumpsites, assess residents domestic solid waste handling, knowledge and its associated problems. The study found out that the solid waste streams generated were plastic, paper, food leftovers, old furniture, glass and metallic waste. Of the glass waste some fluorescent light bulbs were found which are known to contain mercury, a neurotoxin hazardous substance. An association was established between dumpsite location and features like open space, road sides and streams. Further a nearest neighbour analysis showed a tendency towards regularity of the location of dumpsites indicating a rather calculated behaviour by illegal dumpers. The main factors driving the behaviour were assessed to be related to shortage of standard solid waste receptacles or alternative waste bags especially in Plumtree town. In addition, both in Bulawayo and Plumtree, the infrequent solid waste collection was found to be associated with increased dumpsites but there was no association between number of housing units and dumpsites. The consequence of uncollected solid waste was perceived to be associated with problems of vermin and increased injuries of children whilst out playing. The knowledge level of solid waste handling by resident was found to be poor and this coupled with unreliability on the part of the local authority in collecting waste seemed to entrench a 'litter bug' sub-culture. The study recommends that local authorities should avail receptacles to resident at subsidised cost, provide all the required solid waste management services on time, enforce the by-laws in the cities and towns and educate residents on effects of waste on human health and the ecosystem. Further and based on waste streams in particularly packaging plastic paper or material, a cradle to cradle approach could be adopted by the cities and towns to enable application of technical and biological metabolism of waste making waste a source of entrepreneurship opportunity.

16-AC15-2990

THE DIFFERENCE EFFECT OF DECISION-MAKING STYLE TOWARD THE QUALITY OF DECISIONS BETWEEN EARLY ADOLESCENT AND YOUNG ADULTS IN INDONESIA WHEN FACED WITH HOAX

Ms. Cania Mutia¹⁶ and Ms. Puspita Alwi

Internet and social media has facilitated to spread the information quickly, but at the same time providing to disseminate the hoax (Tambuscio et al, 2015). Hoax seemed to find a medium to spread more widely with this condition. Media literacy is helpful to avoid hoax, but the lack of media literacy in Indonesia makes people easily trust with all kinds of news even it is hoax. This study has two main variables, Decision-Making Style and the Quality of Decisions. Scott & Bruce (1995), developed decision-making styles into 5 (five) types, which are Dependent, Rational, Intuitive, Avoidant and Spontaneous that will be measure using the General Decision Making Style (GDMS) with 25 items. In developing the quality of decision theory, Parker and Fischhoff (2005) identifies 3 (three) parts of a good decision, which are identify of relevant information, benefits to one's values and the combinations between the input parts. In this study, the quality of decision will be decided by expert judgment regarding to the 3 (three) parts of a good decision. We are interested to know whether there are differences in the style of Decision-Making toward the Quality of Decision between early adolescent and young adults after facing hoax. This research stepped from a fact that the increasing of human age related with cognitive maturity. we were interested to see if indeed the person who is in the young adult age better able to take the right decisions related hoaxes than individuals in the early stages of their teens or early adolescents are more capable of doing so. Conducting this study in Indonesia is interesting since Indonesia consists of many ethnic groups which will get the difference in decision among the ethnic groups. This study is using experimental methodology that will use the hoax as a medium to see the Decision-Making Style and the Quality of the Decisions.

Keywords: Hoax, Decision Making, Decision Quality.

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ANALYSIS OF HOLISTIC INTEGRATED CURRICULUM ON CONTEMPORARY MODELS OF HIGHER EDUCATION INSTITUTIONS IN MALAYSIA

Dr. Rahimah Embong¹⁸ Dr. Nahirah Nordin, Senior Lecturer; Dr. Fadzli Adam, Professor; Dr. Abdul Hakim Abdullah, Senior Lecturer; Dr. Syed Hadzrullathfi Syed Omar, Associate Professor Nor Afizan Che Omar, Graduate Research Assistant; and Siti Fatimah Mohd, Graduate Research A

This paper aims to analyze the concept and theoretical framework of Holistic Integrated Curriculum, and what would they demand from Higher Education Institutions in the case of Malaysia. The method of the study is 'grounded theory' that is a qualitative approach that generates theory from observation. The methods of curriculum criticism, historical and philosophical analysis and contemporary approach are also employed. It is found that the malaise of the Muslim society is rooted from educational dualism, co-existence of 'secular' and religious sciences. Consequently, the integration of both sciences into a holistic integrated curriculum is viewed as the best solution to solve this problem. Therefore, the Islamic heritage of higher education should be explored by comparing it with the contemporary models of so-called integration made possible, as in the case of International Islamic University Malaysia (IIUM) and Islamic Science University Malaysia (USIM). However, there is a great diversity in their curricula, objectives and contents that their claims that their educational systems are fully integrated bring out more confusion. Is it possible to have different means of integration? How flexibility can be adopted while many other Higher education institutions do follow different paths of integration? If it is flexible how do they imply upon higher education? How does it differentiate between models of higher education imported from the West and those designed by the enlightened Islamic resurgence? This leads to the next discussion on holistic integrated curriculum and its theoretical framework. The paper would argue for a renewed concept of 'Holistic Integrated Curriculum'

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(HIC) and its theoretical framework, which would be helpful to avoid superficial and artificial integration of the curriculum, rather showing a way for accommodation of different models. This study recommends some implications to the reformulation of educational aims, the selection of curricular contents as well as the application of pedagogical methods and mode of evaluation of Higher Education institutions in the Muslim world.

Keywords: Islamic universities, Islamic integrated curriculum, holistic education, models of education

19-AE16-4205

AN ASSESSMENT OF WASTE HANDLING OF COMPACT FLUORESCENT LAMPS (CFLS) AT HOUSEHOLD LEVEL IN BULAWAYO, ZIMBABWE

Mr. Oliver Dube¹⁹, Nyasha Leslie Dube and Wilfred Njabulo Nunu

Compact Fluorescent Light bulbs (CFLs) save energy and contribute to the reduction of carbon emissions into the environment arising from electricity generation. Energy companies and governments are encouraging the use of these bulbs. In Zimbabwe, the Zimbabwe Electricity Transmission and Development company (ZETDC) rolled out a distribution programme of these bulbs at household level between 2012 and 2013. CFLs contain 5mg of mercury, a neurotoxin and a hazardous substance. Although if protective measures are observed after accidental breakage of CFLs, acute adverse health effects resulting from exposure to mercury (Hg) content are regarded as minimal. The main aim of the study was to assess waste handling of CFLs at household level in Nkulumane 2 suburb, Bulawayo under a backdrop of wide use chosen for energy saving and emission reduction reasons. The study was a cross sectional survey which considered a population of 983 households. A systematic sampling technique was used to select 98 households. The study estimates that the availability of mercury content, as a result of CFL use, at households and in Nkulumane 2 suburb was 20mg and 19660mg respectively. This was generalized to be around a quarter of a tone across eleven high density suburbs in Bulawayo city. All the CFL waste was disposed as general waste by residents ending up in the landfill and illegal dumpsites potentially leaching into the soil and water bodies. The study found that 62% of residents were the pregnant and children and a breakage average of 10mg a month thereby subjecting foetus and children to inhalation exposure route. In the absence of scientific knowledge of other mercury exposure routes at household level in the city, the risk of a health effect is compounded. The behavioral analysis of householders revealed that there was poor knowledge at household level regarding the content of CFLs and handling of its waste. This showed a lack of strategy to educate consumers and comply with regulation requirement for handling a potentially hazardous waste by both the local authority and distributing company. It is therefore, recommended that ZETDC ensure information dissemination to consumers and embrace the cradle to cradle technical metabolism concept to protect the vulnerable at household level in Bulawayo city at large. The Bulawayo city council also, to introduce segregation of CFLs waste at household level.

20-AE10-4165

LEGAL EDUCATION IN NIGERIA AND THE POTENTIAL ROLE OF UNIVERSITY LAW CLINICS IN FACILITATING ACCESS TO JUSTICE AND THE REALISATION OF HUMAN RIGHTS IN NIGERIA

Dr. Rofiah Sarumi²⁰

Lawyers act as the harbingers of justice in any society and thus their training should equip them with the power to facilitate access to justice in their society.

Nigeria's current legal education curriculum, at the undergraduate level, focuses on ensuring that students gain the understanding of the basic principles of the law. This curriculum concentrates mainly on the theoretical aspects of the law. After graduating with a Bachelor of Laws (LLB), students have a compulsory yearlong training at the Nigerian Law School where they focus mainly on learning the practical aspects of the law before they are allowed to practice as solicitors and advocates of the Nigerian Supreme Court.

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The undergraduate curriculum does not focus on the teaching of practical human rights principles at the undergraduate level. This denies students the opportunity of getting accustomed to the practical roles which lawyers play. It is believed that when law students are given adequate exposure to practical issues, they are better empowered to deal with real life cases when they come across them.

A university law clinic serves as a laboratory of some sort for law students and it plays a huge role in facilitating access to justice. Through the law clinics, students develop the capacity to apply their knowledge of legal theories which they have learnt by providing legal aid or assistance within their communities. Students are also able to provide pro bono legal assistance to the less privileged members of their communities and in this way they facilitate justice for community members who would normally have had no access to justice. Through the law clinics students are able to render quasi-judicial services which are connected to the rights of the people in their communities.

The paper suggests theoretical and practical modules which will be beneficial to students on practical human rights and access to justice. These include topics such as rights of accused persons and prisoners, rights of other vulnerable groups and gender related issues.

21-AC6-4045

MOBILITY, DIFFERENTIATION AND IDENTITY FORMATION: A STUDY OF DEMAND FOR SUB-CATEGORIZATION OF SCHEDULED CASTES.

Ms. Bhawna Shivan²¹

The paper will enquire into the history and context of differentiation and sub-categorization that emerged as a new phenomenon in few Indian states in the last two decades demanding redistribution of reservations among Scheduled Castes. Caste based reservations are being implemented across India, however, the demand for sub-classification of Scheduled Castes arose only in states like Punjab, Haryana, Andhra Pradesh, Uttar Pradesh, and Karnataka, Uttar Pradesh, Bihar, and Tamil Nadu. In few states, this demand resulted in setting up of commissions of enquiry and policies to rationalize reservations.

Scheduled Castes are an administrative category consisting of various touchable and untouchable castes grouped together for the purpose of reservation policy in 1935. Such grouping places all of them under one umbrella category without taking into account the internal distinctions among them. However, reservations could not remove the prior existing internal differentiations between all the castes listed in Scheduled Castes. Sub-caste differentiation among Scheduled Castes arises for three main reasons 1) disproportionate share in educational and employment opportunities and 2) social ranking and hierarchy practiced within SCs and 3) differential degree of social mobility attained by them.

The factors responsible for social transformation of Scheduled Castes include social processes such as (Sanskritization, Westernization, and Industrialization) and reservation of seats in government jobs, higher educational institutions and in legislative assembly. The acquisition of political power, educational improvement and occupational change became the major assets for upward mobility of Scheduled Castes. The degree of socioeconomic mobility achieved at sub-caste level among Scheduled Castes is perceptible at their receiving ends. This varying degree of upward movement directed towards division of social groups into: Mobile and Immobile groups; further differentiating them and generating a sense of competition. In every region; there will be one sub-caste group among SCs turned out to be dominant in contrast to its other counter-parts for e.g. Mahars in Maharashtra, Malas in Andhra, and Pariahs in Tamil Nadu, Pulayas in Kerala and Chamars in North India. The inconsistency in diffusing reservations for Scheduled Castes impedes the progress of community as a 'whole' and act as a major factor for demand of sub-categorization.

Thirdly, discourses of 'assertion' and process of 'identity formation' among Scheduled Castes surfaced during nineteenth century in forms of protests and social movements at grass root level. The collective mobilizations among Scheduled Castes instigated during their active participation in Bhakti movement (Chokhamela, Kabir, Ravidas etc) in nineteenth century and socio-religious reform movements like Ad-Dharam movement in Uttar Pradesh and Punjab. The main aim of Scheduled Castes assertion was to re-define and re-establish their polluted social identity in the society. In parts of Uttar Pradesh; there are instances where Chamars groups of SCs re-writing their own history via introducing new genealogies of myths and

²¹ Ms. Bhawna Shivan, Research Scholar, Jawaharlal Nehru University.

substantiating their new identity that is 'respectable and dignified' in public discourse. The process of politicization of Scheduled Castes is beneficial for selected number of sub-caste groups consciously participating in identity struggle.

Due to these above stated factors there are contradictory and contrasting identities emerging among the dominant and the small and marginal groups of Scheduled Castes with regard to reservations, representation in legislative assemblies and identity based movements give rise to a phenomenon named 'Sub-Categorization' that require a systematic analysis.

Key Words: Scheduled Castes, Reservations, Mobility and Identity Formation.

22-AC7-4030

SOCIAL EXCLUSION AND RELIGIOUS IDENTITY: A STUDY OF MUSLIMS IN INDIA

Ms. Sabah Khan²²

The presence of Muslims in India dates long back and today they form the largest minority of the country, yet they are seen as the 'other' and concerns are raised if they should be Indianised. Their present condition owes much to their troubled past of following a non-native religion where distinctions of pitrbhoomi and puniyabhoomi are invoked. Followed by the Partition which led to the elite Muslims moving to Pakistan and the ones who stayed in India were not only socio-economically weak but also burdened with the suspicion on their loyalty towards the nation.

Muslims in India have been fighting a battle for inclusion since pre-partition, first it was in terms of equal opportunities in jobs during the British, followed by proving their patriotism in the aftermath of partition and even today they stand on the periphery of society lacking basic amenities, residential segregation, facing violence, etc.

Indian Muslims have for decades been put under the lens of suspicion. They have been considered as an unreliable fifth column, who threatened the unity and strength of Hindu nation. They continue to bear the brunt of partition and face exclusion at social, political and economic levels. The denial of housing accommodation to Muslims, harassment, incarceration, violence and programme of 'gharwapsi' all point to the problems faced by people on the account of their religious identity.

The main objective of this paper is to study the complexities and nuances of exclusion of Muslims, a dominant minority group in India. It would explore the different dimensions in which Muslims are excluded. Secondly, to explore how exclusion is directly associated with religion in face of a stigmatised religious identity. Thirdly, to study the nature and dynamics of the process of social exclusion and different indicators which manifest the process of exclusion. Fourthly, this study would reflect on the role of the State in terms of intervention to address the issue of exclusion.

23-AC21-4145

GLOBALIZATION AND SOCIAL NETWORK SYSTEMS (FACEBOOK) IMPACT ON LANGUAGE OUTCOMES OF UNIVERSITY STUDENTS OF PAKISTAN

Dr. Sabiha Mansoor²³ and Shanzay Kamran

This article relates to the impact of globalization and social networking sites on language outcomes of university students and its implications for language policy and practice in Pakistan in general; and their language use on Facebook on the official websites of HEC approved universities in particular. The study is mainly focused upon the impact of the internet, and social media on language(s) use and identity of university students in the light of language ideology, politics, and linguistic capital. The study used a combined quantitative and qualitative approach. A two stage cluster sampling was used to get a reliable representation of Pakistan university students. A corpus of comments was collected and analyzed for the purpose of study. The findings of the study displayed the differences of Facebook users of university students from public and private sector; regional variations; and gender. The place of English in international education needs to be examined in the light of its dominant role in education. Moreover, the positive attitudes of the students towards learning English and their high

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motivation, regardless of their socioeconomic backgrounds, have resulted in the spread of English. Thus, with technology and new social media, the impact of English on local languages has increased more than ever. Results show that negligible Facebook users of regional languages; Pushto was used by some students from Baluchistan. The use of Urdu what is the national language was used by students but encrypted in Roman English. The findings displayed gender disparity on university Facebook sites in all of the provinces in Pakistan. Males are dominating women as active Facebook users especially in Baluchistan and Khyber Pakhtunwah, due to conservative societal attitudes. Prior research indicates that 'education and language play a vital role in the construction and perpetuation of certain stereotypes against women and girls in public platforms.' These differences raise the issue of access and equity in the current language policy in education. Keeping in view the impact of globalization, and the large population of youth in Pakistan who are active users of Facebook; the results of the study hold significance for language planners, educationists, and teaching faculty. (350 words)

Keywords: Pakistan, Facebook, English, language use, language change, identity, gender, language policy, language ideology, linguistic capital, universities.

24-AC14-4178

THE ROLE OF THE EGYPTIAN GOVERNMENT IN THE GROWTH AND DEVELOPMENT OF SMES SECTOR: A POST REVOLUTION ASSESSMENT

Mrs. Noheir Seddik²⁴

The recent Arab spring has created a situation in which the political and economic situation in Egypt and the Middle East became extremely volatile. Traditionally in economies, SMEs have the ability to drive and create significant economic growth. The literature showed that for this to occur it is necessary for the political support to be in place in terms of providing access to finance and development schemes. It was also shown that there is a necessity for a number of different institutions to be in place to allow SMEs to develop, for example it is important that financial institutions are able to provide access to both private investors, foreign investors and SMEs.

A number of experts and scholars have written about the current situation in Egypt, where some believed that the current government after the revolution would be making every effort to support SMEs, while others noted that the situation has actually been made worse.

This paper is seeking to discover the extent to which SMEs will be capable of driving growth in Egypt under the current conditions. In order to answer this important question a number of SME owners and financial professionals located in Egypt were interviewed for the data collection and get better insight about the situation of SMEs in the genesis of the uprisings.

Ultimately it is difficult to conclude that SMEs are likely to drive growth in Egypt. The current situation with regards to political, economic and financial circumstances shows that none of the necessary conditions to drive economic growth, based on the consulted literature and interviews, are present. Furthermore, this research anticipates that the situation is likely to worsen in the near future as the political challenges and economic volatility are deterring both consumption and investments.

25-AC1-2935

THE INFLUENCES OF ORGANISATIONAL CULTURE AND TRUST MANAGEMENT IN BUILDING HEALTHY RELATIONSHIPS

Dr. Ismail Sualman²⁵

This qualitative research focuses on the internal communication processes within an organization and the effects of organisational culture in building relationships within the particular organisation. This research will be guided by the assumption that the organizational culture plays a large role in building internal communication strategies in order to build

²⁴ Mrs. Noheir Seddik, Graduate Student, Regents University London.

²⁵ Dr. Ismail Sualman, Associate Professor, Universiti Teknologi MARA.

stable and trustworthy relationships throughout the organisation. This research is addressed through three main objectives which are - 1) to understand importance of understanding organisational culture and its influences within an organisation, 2) To understand the components that are important in building relationships and 3) To understand the internal communication practices within the organisation and understanding the effects of the culture in building the communication strategies at all levels of the organisation. The data collection method for this study would be in-depth interviews with AmBank Group's Corporate Communication and Marketing department officers as well as members of the Group's Sports Club, Kelab AmBank Group Malaysia. There are nine participants in general and the questions were answered based on their experience and opinions and guided by three main themes which reflect the objectives of the whole research. The results show that organisational culture is important in building relationships. As an internal communication practitioner, it is wise to understand and analyse the culture of the employees. This would also contribute to further understanding of the behavioural patterns of members of an organisation. Culture could be the personal values and goals as well as the organisational values and goals. Therefore, the Public Relations Officer in charge of developing the internal communication strategies needs to understand that culture has a profound effect on the type of relationships that are built.

26-AE9-4138

POSTMODERN JAPANESE MODEL: STRUGGLING FATHER

Ms. Tingting TAN²⁶

The Second World War is considered as a turning point for the decline in patriarchy and the increase in gender equality in Japan. Since then, the traditional image of Japanese Confucian authoritative father has been undergoing a drastic ambivalence with that of a new 21 century democratic father. Furthermore, the stereotyped Japanese father's dominant breadwinner role in "economic miracle" era has been challenged by a more supportive and involved father's role in "Nuclear family era" and "Neo-liberal Japanese-type welfare era". It is essential to identify more clearly about the trajectory trends of shifting Japanese fatherhood in the past half century. Which path is Japanese dynamic and multi-dimension paternal role moving towards in the postmodern society? What kinds of factors has reconstructed or intensified the new attitudes about paternal role? In addition, what impede new ideology of fatherhood into practice? Through critical review of the increasing extensive Japanese fatherhood literature from 1970s, this article proposes a Postmodern Japanese Model: Struggling Father, aiming to show Japanese father's depressed status of swinging between work and family. On one hand, keeping a harmonious balance between cash and care is being paid an increasing value among young fathers. On the other hand, the new paternal attitudes does not necessarily lead to changes in their own paternal practice. This article also examines three primary factors which accelerate the pace of Japanese involved father: social policy of family-friendly, transformational de-patriarchy family and increasing individualistic oriented socio-culture. The findings also highlight three main barriers toward a Japanese father-friendly oriented society: hierarchical Japanese corporate culture, "male vested interests of power-bloc" in public area and powerful/dominant Japanese "housewife keeping" in private area. To conclude, the article further discusses the possible images of future families as the postmodern Japanese model and transitional Japanese father's role evolve? A new life style of fatherhood, a return to the traditional, or another path for Japanese struggling father with the increasing emphasis on Nordic dual-earner and dual-career crystallizing in Japan – diminishing devoted wife and caring mother (良妻賢母) and enhancing democratic and involved father (良夫賢父).

27-AE8-4147

TELEOLOGICAL IMPLICATIONS OF THE ASSUMPTIONS PROPOSED BY DOGMATIC PHILOSOPHY OF RUSSIAN COSMISM AND WESTERN TRANSHUMANIST EXTROPISM

Mr. Ignacy Sitnicki²⁷

Like the common values advocated by cosmism and transhumanism, the thesis of the presented Abstract underlines positive eschatology of cosmism and optimistic technocentrism of transhumanism, both ideas leading to possible radical life extension, exploration of cosmos and resurrection of dead ancestors. This common tasks make cosmism the exceptional philosophical source code of transhumanism. Both philosophies strongly advocate human enhancement and colonization of

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²⁷ Mr. Ignacy Sitnicki, Advocate and legal counsel, The Warsaw Bar.

outer space, which shall be transformed in some kind of metacosmos, the future environment of posthuman civilization. This process shall be controlled and developed according to the commonly accepted positive ethical values, open society principles and principles of extropy. The future posthuman being, the homo futurus, will be the ultimate intelligent observer, fine-tuned with the cosmos. Maybe the Universe as the concept of multiverse is beyond human or posthuman perception, but this specific question is currently far beyond reasonable calculation and we may call it all in all just a cosmological singularity. This make cosmism revival and transhumanism movement still open and developing intellectual and philosophical systems within contemporary philosophy. The next step is still a possibility of realization of the final ideal of humankind, but not necessity of it. More or less, we are only the beginners in race towards the stars.

These specific issues may arise from cosmism and transhumanism theories as well as the ideas that “God does not play dice with the Universe” and that human being should not play God with the nature. The first implication derives from the famous quotation pronounced once by Albert Einstein, the second reflects awareness about too radical involvement inside human nature and terrestrial environment, which may cause disasters and unwished side effects. This leads to the conception of technological singularity and cosmological singularity horizon. The latter suggests that humankind will never discover the laws of cosmological singularity, initial and final. Otherwise, humankind will never be able play God. But if “God does not play dice”, so maybe humankind will achieve posthuman level and technological singularity which theoretically may pave the way towards a radical life extension, immortality and possible resurrection of the Dead by scientific means, especially by emulation of the past realities with help of advanced computer technologies. According to the some specific theories, e.g. these presented by Nikolai Kardashev, Carl Sagan or Michio Kaku, our current civilization is still on the very first level of possible advanced civilization. We just have made only one and first tiny step in our way to the stars.

28-AE5-4057

RESILIENCE AND CAREGIVER BURDEN IN PRIMARY CAREGIVERS OF PEOPLE WITH ALZHEIMER’S DISEASE.

Ms. Monica Parameshwari²⁸

The aim of the study is to find out the gender differences in primary caregivers of people with Alzheimer’s disease, living in Bangalore, India. The progression of Alzheimer’s disease and the duration of each stage varies from individual to individual. Taking care of individuals with Alzheimer's disease is very challenging and this can lead to caregiver burden. The sample for this study consisted of 30 individuals who are primary caregivers of people with Alzheimer’s disease. The method of sampling employed was purposive sampling and snowball sampling due to the rarity of the sample characteristics. There were three null hypotheses formed for the study. The tools used were the Bharathiar University Resilience Scale – Form B & Caregiver Burden Inventory by Norvak and Guest (1988). Data was collected through questionnaires which were then scored and analysed. Independent ‘t’ tests was used to analyse the results. Results of the study show that there is no significant relationship between Resilience and Caregiver Burden in primary caregivers of people with Alzheimer’s disease. Limitations and implications of the study are discussed.

Keywords: Resilience, Caregiver Burden, Alzheimer’s Disease

29-AE11-4097

EFFECT OF SIMULATION – GAME CARDS ON THE TEACHING AND LEARNING OF SIMPLE INTEREST, PROFIT AND LOSS IN ENUGU STATE JUNIOR SECONDARY SCHOOLS, NIGERIA – WEST AFRICA

Prof. Mellitus Nnadi Ezeamenyi²⁹

This paper examines the effect of Simulation – Game Cards (SGC) on the teaching and learning of simple interest, profit and loss in Enugu State junior secondary schools. Two research questions were formulated and answered using the mean. Mathematics Achievement Test (MAT) developed by the researchers was used to collect the relevant data for this study. The two hypotheses raised were tested using Analysis of Covariance (ANCOVA) at $P < 0.05$ level of significance. The results indicate

²⁸ Ms. Monica Parameshwari, Student, Jain University.

²⁹ Prof. Mellitus Nnadi Ezeamenyi, Professor, Enugu State University of Science and Technology.

that the researchers' developed simulation-game cards improved students' achievement in simple interest, profit and loss. Equally, female students benefited more than male students under the SGC. The researcher recommended among others that SGC should be adopted as one of the teaching method in mathematics for effective enhancement of simple interest, profit and loss instructions in junior secondary schools.

KEY WORDS: Simulation, Game Cards, Simple Interest, Profit And Loss

30-AC22-4188

PERCEPTIONS ABOUT BODY WEIGHT AND WEIGHT MANAGEMENT STRATEGIES AMONG MALAYSIAN CHINESE WOMEN OF CHILD BEARING AGE

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This paper reports on a qualitative study of Malaysian Chinese women's weight perceptions and weight management strategies. Overweight and underweight commonly co-exist in economically developing countries such as Malaysia. Secondary analyses of the Malaysia National Health and Morbidity Surveys (1996, 2006) identified significant ethnic differences in body weight among women of child-bearing age. Malaysian Chinese had a lower mean body weight than women from the three other main ethnic groups and were more likely to have a healthy weight. Information on women's perceptions about their weight, factors that influence their weight, and strategies they use to maintain, lose or gain weight offers valuable insights that are key to the development of programmes that aim to promote healthy weight. Currently, there is no research to guide the development of such programmes.

Method:

18 non-obese Malaysian Chinese women (18-49 years old), participated in face-to-face semi-structured interviews. Key topics were weight perceptions, views about their own bodies and weight, factors influencing their weight and strategies they used to lose, gain or maintain their body weight. All interviews were audio recorded and transcribed. Thematic analysis was adopted to identify main themes.

Results:

Although most participants had a healthy weight they perceived themselves as big, heavy or fat. Few were happy with their current weight. For many participants, thinness was a positive attribute associated with physical attractiveness, happy marriages and choice in clothes. Views about body weight were constructed by comparing their own bodies to those of other women. Participants described how they felt their body weight had changed as they became wives and how juggling with motherhood, family commitments and employment shaped their weight management strategies.

Conclusions:

Understanding women's perceptions about weight and weight management strategies can help health professionals design weight management information and programmes that fit with women's daily lives.

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