

## Bijlage bij scriptie

	Toelichting
TITEL	<p>Westerlingen over Twentenaren</p> <p>Individualisme en collectivisme binnen Nederland en interculturele emoties</p>
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ABSTRACT	<p>In The Netherlands there are culture differences within regions. In the region Twente there is a more collectivistic culture, and in the west of The Netherlands there are mainly regions with more individualistic cultures.</p> <p>Students leave the region Twente (The Netherlands). Positive emotions from the students about the inhabitants from this region, namely the 'Twentenaren', make the students stay in the region. Researchers found positive emotions from students about the Twentenaren. This means that they will not leave the region because of this. The researchers did research mainly with students who have also a collectivistic culture: they didn't count in the possibility that culture differences may influence the emotions. According to the theory: culture differences can cause negative emotions.</p> <p>The experiences and the emotions from students concerning these differences are collected in this research.</p>

	<p>Quantity, this is the amount of interactions, can influence the intensity of negative emotions from the students about the Twentenaren. Preparatory research pointed out that there are differences between the emotions from students who live relative long in Twente, and students who live short in Twente. The persons who live recently in Twente, they are more negative about the Twentenaren. The persons who live relative long are more positive. First-year and second-year students are asked to participate with this research. They live one or two year in Twente. The length of living is used as measure for the quantity of the interactions they had. The respondents are in the beginning of their study. If the results say that students are negative about Twentenaren, the emotions can be corrected before they finish their study and possibly leave the region.</p> <p><u>Research question:</u></p> <p>'Which experiences of individualistic versus collectivistic behaviour lead to negative emotions by first- and second-year students in front of Twentenaren?'</p> <p><u>Hypothesis:</u></p> <p>'First- and second-year students experience negative emotions about Twentenaren, because of the individualistic versus collectivistic behaviour.'</p>
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	<p>In the main-research, students are interviewed with half-structured interviews. First there was a 'main-emotion list' for students to fill in at the beginning of the interview. Then 20 statements with 'differences in individualistic-collectivistic behaviour' are submitted. Students are asked to react and give their emotions about these 'individualistic-collectivistic differences'. At the end students are asked about their background. In all, 22 students are interviewed. A selection is made on base of background: at the end 11 interviews were useful.</p> <p>The results of the two emotion-measures are compared during the analyses. Emotion can change during an interview. The 'main-emotion-list' which is submitted at the beginning of the interview, was a check-up for the emotions which are found with the statements. The check-up was to see or both emotion-measures are equal.</p> <p><u>Results</u></p> <p>The most 'individualistic-collectivistic differences' in the statements are not experienced by the students. A few are experienced by the students, but lead not to one kind of emotion about Twentenaren. Three individualistic-collectivistic differences lead to positive emotions. This also applies for two additions at the interviews:</p> <ul style="list-style-type: none"> <li>- Group concern is more important than their own</li> </ul>
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	<p>interests for Twentenaren</p> <ul style="list-style-type: none"> <li>- Twentenaren are loyal</li> <li>- Twentenaren are not pleased to be unique</li> </ul> <p><u>Additions at the interviews:</u></p> <ul style="list-style-type: none"> <li>- There a less fights in Twente</li> <li>- Twentenaren show interest</li> </ul> <p>A lot of students said: 'Twentenaren show interest'. The behaviour 'Pretend you are interested', is collectivistic behaviour according to theory. The question is that the statement 'Twentenaren show interest', belongs to 'Pretend you are interested'. Is the perception 'Twentenaren show interest' a individualistic-collectivistic difference? Future research is needed.</p> <p>No perceptions of individualistic-collectivistic differences lead to negative emotions. This is unexpected.</p> <p><u>Comparison of the two emotion-measures</u></p> <p>The results of the two emotion-measures are equal. This makes that there's more reliability concerning the results of the emotions which belongs to the individualistic-collectivistic differences.</p> <p><u>Extra results</u></p>
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	<p>A few extra results with the interviews are found:</p> <ul style="list-style-type: none"> <li>- Two respondents said during their interviews that they experience differences between the behaviours of older and younger people.</li> <li>- Five respondents said about the behaviour 'Twentenaren are reciprocal solid', that it doesn't lead to negative emotions, because they find 'their own friends'. In future research it may be interesting to take this variable into account.</li> </ul> <p><u>More bond</u></p> <p>Students experience positive emotions about Twentenaren. This is unexpected. It is expected that students have negative emotions about Twentenaren, because of the individualistic-collectivistic differences. Positive emotions about Twentenaren, make the students feel that they have a bond with the region. It makes the student stay more quick I the region. Positive emotions from students are found at a few behaviours of Twentenaren. These behaviours make them probably stay in de region. Students probably won't leave because of these differences.</p> <p><u>Suggestion for future research</u></p> <p>The positive emotions from students about Twentenaren which are found, are interesting to expand on. The results of that research can be used for example in a campaign to maintain students in the region. The behaviours which lead</p>
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	tot positive emotions, can be accentuate in the campaign.
PROGRAMMA	CS
NIVEAU	Master
AFSTUDEERDATUM	17-10-2011
Naam instelling	Universiteit Twente, Enschede
FACULTEIT	GW
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DOMEIN	--
TREFWOORDEN	--
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