

# WITH THE FRENCH INTERNATIONAL SCHOOL OF KUALA LUMPUR

**ACTIVITY:** French Form 5 students from the Lycée Français Henri Fauconnier of Kuala Lumpur wish to present to the outcome of their semester project to KITA fellows and graduate students on:

**Date :** 10<sup>th</sup> June 2022 (Friday)

**Time :** 10.00 am to 12.00pm

**Venue :** Bilik Majlis, Aras 5,  
Bangunan Canselori, UKM



## ITINERARY:

**9.30am - 10.00am:** Welcome Coffee

**10.00am - 10.15am:** Welcome addresses

**10.15am - 11.45am:** Presentation by students

**11.45am:** Handover of Certificates & Group photograph

**12.15pm:** Lunch at Chancellery Café

CONCEPTUAL FRAMEWORK  
&  
RESEARCH METHODOLOGY



Project LFKL - UNESCO - UKM.

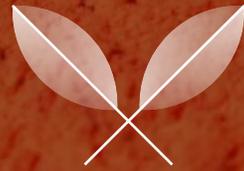
10 June 2022



UNESCO Chair on Social Practices  
In Intercultural Communication & Social Cohesion  
Institute of Ethnic Studies  
The National University of Malaysia

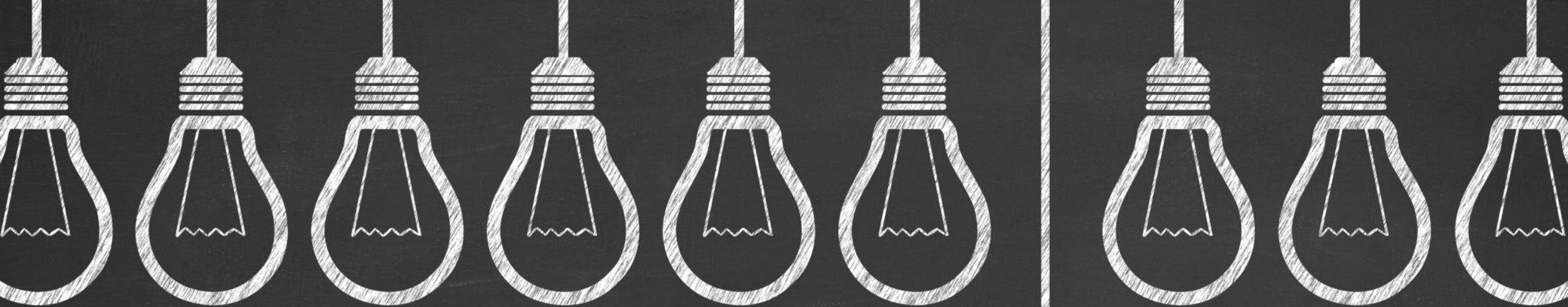


# What field of Studies?

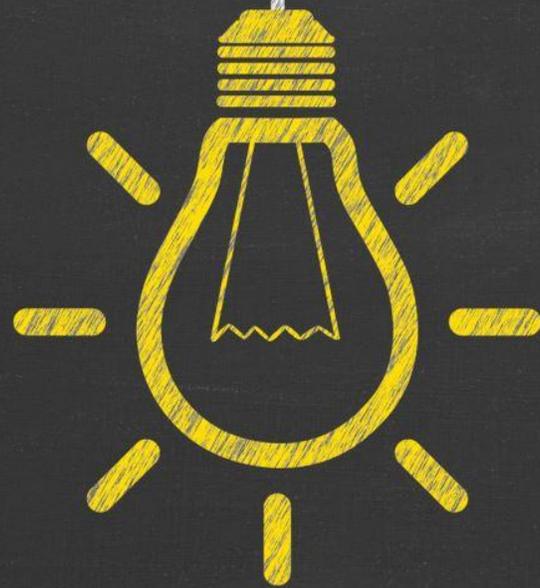


Social Science

Sociology, Anthropology



EMPIRICAL FIELD  
(SOCIAL MILIEU)



# FEDERATION OF MALAYSIA

MULTIETHNIC COUNTRY



NON-SECULAR STATE



# CARACTERISING PEOPLE IN PENINSULAR MALAYSIA

- MALAYSIAN



- MALAY
- MALAYSIAN-CHINESE
- MALAYSIAN-INDIAN

**NATIONALITY**

**ETHNICITY**

# RESEARCH METHODOLOGY



FOCUS ON QUALITATIVE RESEARCH

# The Project : Measuring social cohesion in Malaysia

EXPATRIATE VIEWPOINT

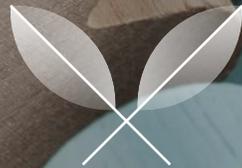


MALAYSIAN VIEWPOINT





# SOCIAL COHESION



AS MAIN PARADIGM

# PARADIGM

FIELD

## THEORY

STATE OF  
RESEARCH

## CONCEPTS

Operational

Measurables

SCHOOL

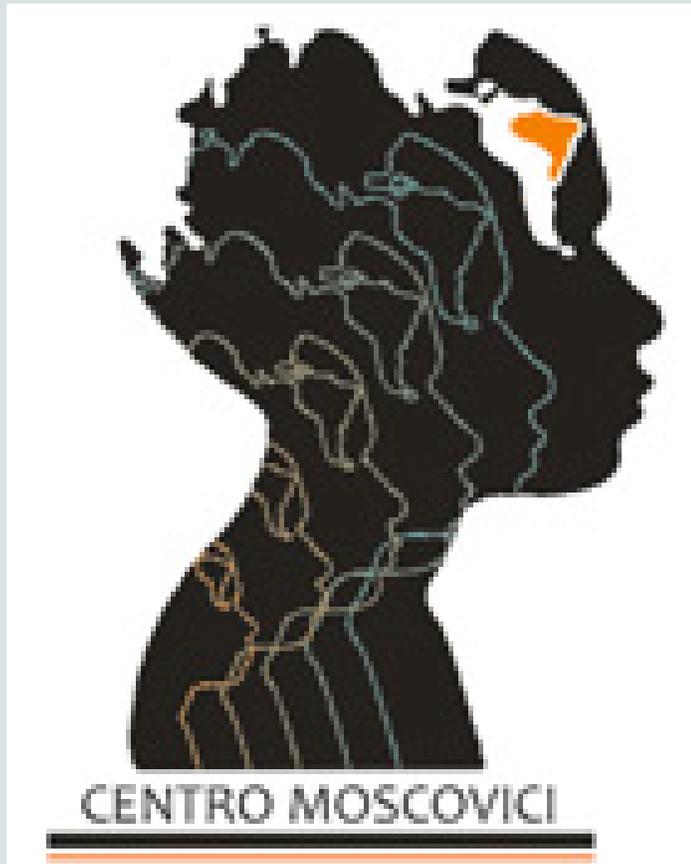
CONCEPTUAL  
FRAMEWORK

# Social Representation Theory (SRT)

- WHAT KEY-TAKE AWAYS?

Social representations are a system of values, ideas, metaphors, beliefs, and practices that serve to establish social order, orient participants and enable communication among the members of groups and communities.

(Moscovici, 1961).



Serge Moscovici, 1925-2014  
French social psychologist



METHODOLOGICAL QUESTION

# HOW TO ANALYSE INTERVIEWS?

OUR QUALITATIVE DATA ANALYSIS

# OUR SAMPLE

## ORGANISATION OF DATA COLLECTION

23 students > 7 teams

Each team must interview 4 pax  
(minimum): Expats/Malaysian  
respondents

All interviewed were transcribed  
in French or English language.



FROM AUDIO

TO

TEXT



# TRANSCRIPTIONS

# THEMATIC ANALYSIS



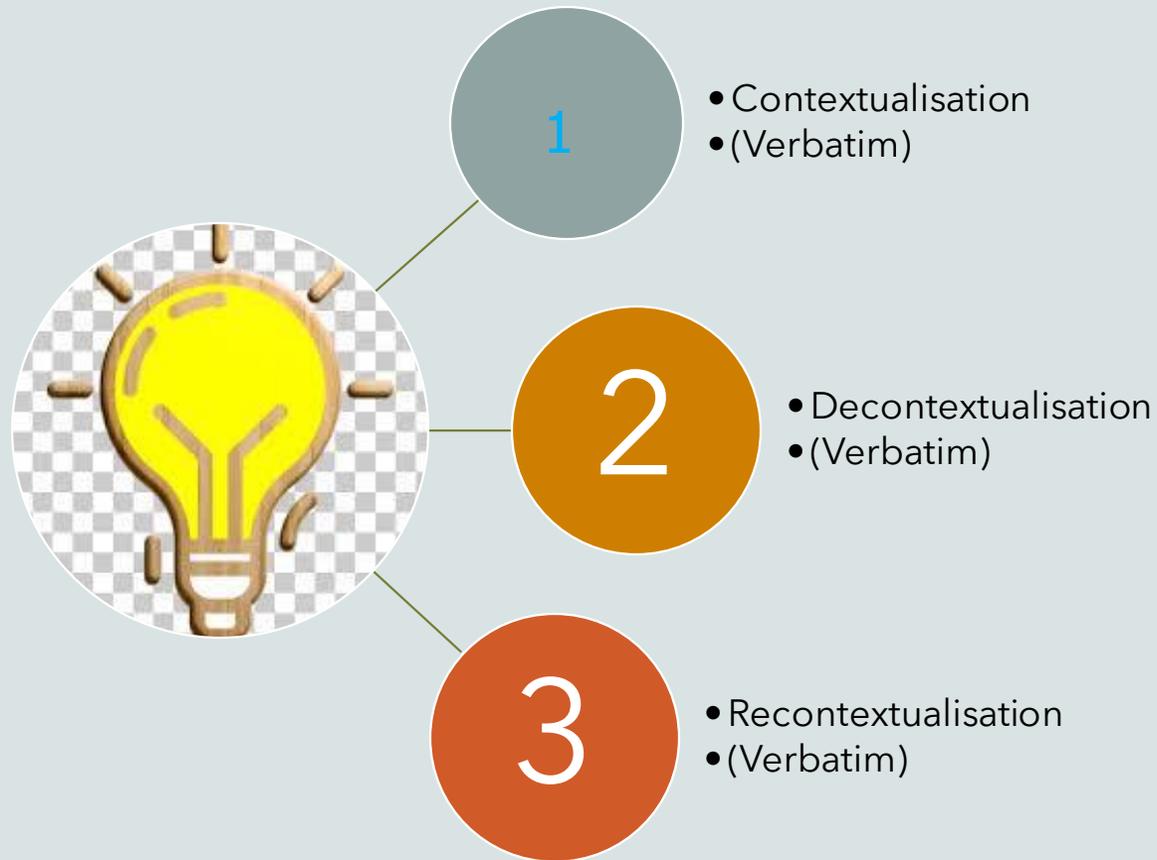
# THEMATIC ANALYSIS: WHAT THEME?

**SOCIAL COHESION**

# WHAT THEORY DID WE CALL UPON?

SOCIAL REPRESENTATION THEORY

# WHAT DID WE LOOK FOR IN OUR INTERVIEWS' TRANSCRIPTIONS?



LIVING  
TOGETHERNESS

EXAMPLE

# REVIEWING VERBATIM

Y: And since we're talking about your family can you tell me about **your hometown**?

N: I live in... my family. Live in **Johor** from the beginning from I was born it's been in Johor but for me I have a move to from Johor when I start to pursue my career in nursing which mean around, I would say about 10 12 years ago I had to live **in Kuala Lumpur**.

Y: um even though I kind of know this, what do you do for a living?

N: I'm, working as a nurse, all since the past for the past 10 years yeah.

Y: so, for the past 10 years, you've been a nurse. Only at the school or somewhere else?

N: well, if it's school this is my first time but all the way I've been in the hospital, ya.

Y: so, may I know which hospital?

N: well for the beginning after I graduated, I work in Thomson hospital, last time it was formally known as Tropicana, it's located in PJ. For 5 years, I was in critical care units and emergency department... yes, so, after 5 years I finished my contract, **I moved to Saudi Arabia the middle** east but, unfortunately I couldn't finish. I couldn't stay longer because I had some personal issues so **I have to come back the**, 6 months, so after then, come back. come...

Y: So back to Johor?

N: Uh yes Johor... uh... **back** to sorry sorry, mistaken yeah **Kuala Lumpur** yeah and, then, after, some, time, I, stopped, and, I, joined, working, as, a... privately, for, one, billionaire, in, what, is, it, ya, about, taking care of them for a 6 month contract. So, once I finish the contract it was in Kuala during that time in a time that I got engaged so I worked for a while in Assunta hospital in E R for some couple of months **before I moved to South Korea** because my husband is working there for, he's, working, there 2 years, but **I go there every 6 months**.

Y: So you go there every six months?

N: Like, yeah, every, 6 months, yeah, yeah, not, every, 6 months, during, that, time, I, went, there, 6 months, and, then, I, came, back, because I need to work so I came back and then I started with I think I had a, with, my family for a while. Then, after, that I start looking, for, a job, that time I got pregnant so I

TRAJECTORIES  
BREAKS



ONE BY ONE

SCRUTINISING  
VERBATIM



# VERTICAL ANALYSIS

# INTERVIEWS

## VERTICAL ANALYSIS

	VERBATIM	REFLECTIVITY
REPRESENTING SELF	<ul style="list-style-type: none"><li>- "My mom was a homemaker and my dad worked for the government".</li><li>- "I am pure Chinese, from Kuching, Sarawak."</li><li>- "I speak Hokkien, English and Malay"</li><li>- "We're very Catholic"</li><li>- "I let now the children decide their religion for themselves..."</li></ul>	Middle-class  Cross-ethnic socialisation
REPRESENTING OTHERS	<ul style="list-style-type: none"><li>- "My best friends from Kindergarten and I stick together until today..."</li><li>- "Since my separation (...), I am helping a friend to run her business..."</li><li>- "Ideal neighbour? Does not matter as long as they are nice..."</li></ul>	Recontextualisation without disaffiliation  No value judgement
LIVING TOGETHERNESS	<ul style="list-style-type: none"><li>- I don't mind any neighbours, as long as they are friendly.</li></ul>	Propensity for social mixity



Similarities  
Differences

PATTERNS



# Horizontal Analysis

# SPOTTING OCCURENCES & RECURRENCES

HORIZONTAL ANALYSIS

	I1	I2	I3	PATTERNS ( <i>Pattern</i> )
RECURRENCES (SIMILARITIES)				
OCCURENCES (DISTINCTIONS)				

THEY ALL SAY THE SAME  
THING...

THIS ONE IS REALLY A  
UNIQUE INSIGHT...

# SPOTTING OCCURENCES & RECURRENCES ACROSS

HORIZONTAL ANALYSIS

	I1	I2	I3	PATTERN
RECURRENCES (SIMILARITIES)	<ul style="list-style-type: none"> <li>- MIDDLE CLASS</li> <li>- DECONTEXTUALISATION</li> <li>- SOCIAL MOBILITY</li> </ul>	<p>MIDDLE CLASS</p> <ul style="list-style-type: none"> <li>- DECONTEXTUALISATION</li> <li>- SOCIAL MOBILITY</li> </ul>	<p>MIDDLE CLASS</p> <ul style="list-style-type: none"> <li>- DECONTEXTUALISATION</li> <li>- SOCIAL MOBILITY</li> </ul>	<p>CORRELATION OF DE-CONTEXTUALISATION WITH UPWARD SOCIAL MOBILITY</p>
OCCURENCES (DISTINCTIONS)	<ul style="list-style-type: none"> <li>- DISAFFILIATION</li> <li>- VALORISATION OF RELIGION</li> <li>- LIMITED SOCIABILITY</li> </ul>	<p>DISAFFILIATION LIMITED SOCIABILITY</p>	<p>RECONTEXTUALISATION VALORISATION OF RELIGION</p>	<p>Depends on couple typology</p>



THANK YOU FOR YOUR ATTENTION



# TEAMS PRESENTATIONS

# TEAM 3

GET READY

# TEAM 6

GET READY

# TEAM 7

GET READY

# TEAM 5

GET READY

# TEAM 1

GET READY

# TEAM 4

GET READY

# TEAM 2

GET READY

# OUR OWN CONCLUSIONS



From a French expatriate viewpoint

# SENSE- MAKING



THE PROBLEM:  
THE CULTURAL FRAME  
OF REFERENCE





# Measuring social difference

*Social class marker*

*Vs.*

*Ethnic marker*

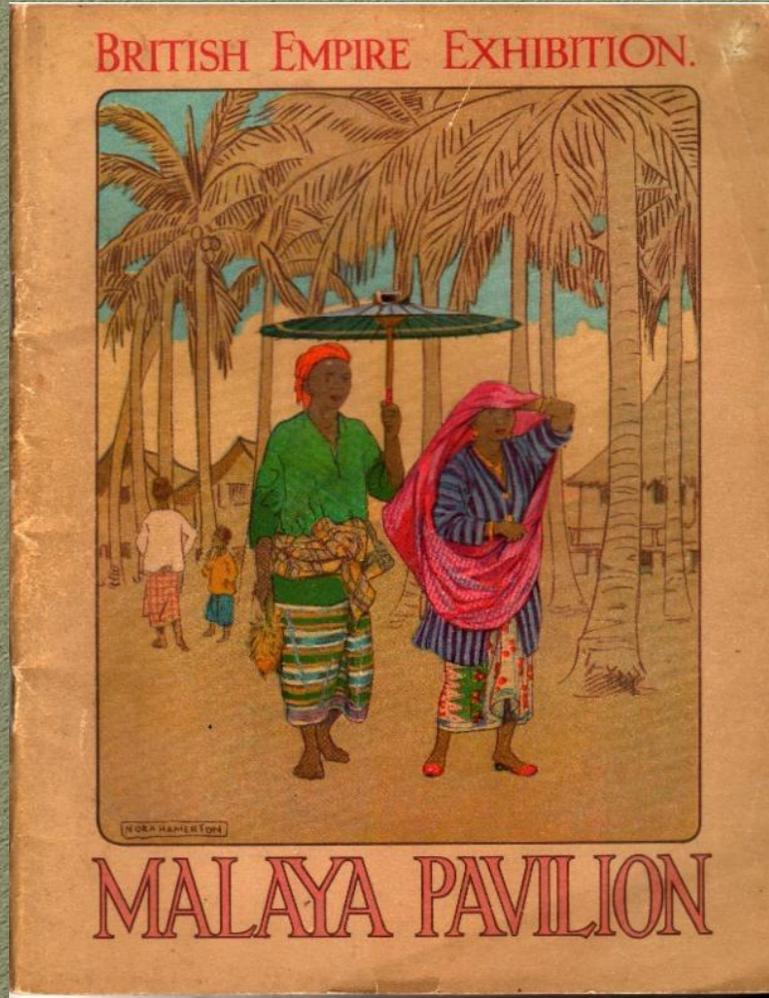
# ETHNIC MARKER: COLONIAL ORIGINS

TABLE 1  
*Total Estimated Death Rates from 1918 Influenza in British Malaya*

State	Estimated Deaths from influenza in 1918	Total Population (according to the 1921 census)
Straits Settlements (Singapore, Malacca Penang)	6,344	883,769
Selangor	5,285	401,009
Pahang	2,129	146,064
Negri Sembilan	5,114	178,762
Perak	6,056	599,055
Kedah & Perlis	5,028	378,645
Kelantan	Not Available	309,300
Trengganu	Not Available	153,765
Johore	2,758	282,234
British North Borneo	1,930	226,677
Brunei	Not Available <sup>29</sup>	25,451
Total deaths from Influenza	34,644	3,584,761

Author's compilation of data from the Annual Reports of the Straits Settlements, Federated Malay States, Unfederated Malay States and British North Borneo.

# COLONIAL CENSUS



Racial Group.	Percentage of Total Population.	Percentage increase on 1921.
Europeans	.41	18.81
Eurasians	.37	28.54
Malay Races	44.71	18.72
Chinese	39.03	44.57
Indians	14.33	33.09
Others	1.15	53.35

British Malaya Census 1931



FRANCE:  
ETHNIC CENSUS IS PROHIBITED  
SINCE WORLD WAR II



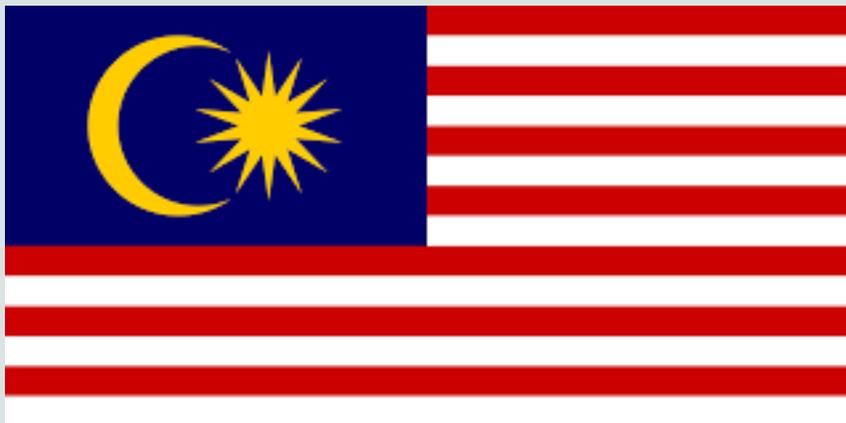
# CONTRASTING VIEWS ABOUT SOCIAL COHESION

CONCLUSION

# SOCIAL COHESION IS NOT A CROSS-CULTURAL PARADIGM

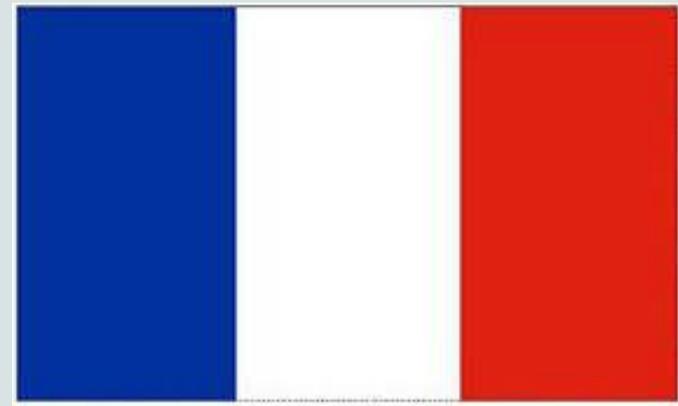
## MALAYSIA

- LIVING TOGETHERNESS BEYOND  
CULTURAL DIFFERENCES

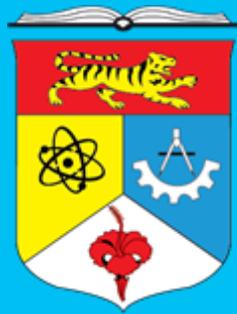


## FRANCE

- OPPOSITE OF SOCIAL UNREST



THANK YOU FOR YOUR  
KIND ATTENTION



UNIVERSITI  
KEBANGSAAN  
MALAYSIA  
*National University  
of Malaysia*

