Transcultural Research for Innovation

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23 October 2014, Bangkok, Thailand
Why transcultural?

Does the issue have relevance by itself?

Or is it just another (new) direction for university development?

Is transcultural really a problem that we have to deal with?

As a university, what should we do with it?
Six Fundamental Patterns of Cultural Differences

What’s different?
1. Communication styles
2. Attitudes towards conflict
3. Approaches to completing tasks
4. Decision-making styles
5. Attitudes towards disclosure
6. Approaches to knowing

What’s hidden below surface?
1. Beliefs
2. Values
3. Perceptions
4. Expectations
5. Attitudes
6. Assumptions

Visible cultural differences
Invisible cultural roots
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Global Cultural Diffusion

“The Silk Roads formed a king of spinal column and rib cage of the world system for over 2000 years”
Transcultural

- Extending through all human cultures
- Involving, encompassing, or combining elements of more than one culture

Transculturalism

- Seeing oneself in the other
- Thinking outside the box of one’s motherland

Transculturation

- merging and converging cultures
The transcultural

Assuming that cultures – as well as individuals – are open and mutually transforming organisms rather than monolithic, self-sufficient entities.

Cultures are conceived in constant relation to each other, fluctuating in an ongoing flux of confluences.

The transcultural is not a normative system; it mostly acts at the level of the individual, though it can foster communities of thought among those who share its fundamental assumptions

Present Day: Transculturalism in increased speed

The world today:
• Increasing interconnectedness
• Blurred political borders and cultural edges tend to blur
• People ‘on the move’ across the planet
• Dislocation
• Deterritorialisation
• Cross-cultural acculturation

Hence the growing influence of views and approaches related to
1. Transnationalism,
2. Neocosmopolitanism
   its rooted/situated/vernacular variants,
3. Flexible citizenship,
4. Neonomadism,
5. Dynamic nature of global modernity
Transculturation

war, colonialism, religious extension, ethnic conflict, racism, multiculturalism, cross-culturalism, interracial marriage, other contexts that deal with more than one culture.

In the other general sense, transculturation is one aspect of global phenomena and human events.
Transcultural propagation of World’s religions
Siam-France Transcultural Encounter, 1685-1686
Louis 14 of France and King Narai Maharat of Ayutthya
Transcultural diffusion
the spread of cultural items
<<such as ideas, styles, religions, technologies, languages etc. >>
between individuals, whether within a single culture or from one culture to another.

practice of agriculture
diffused from the Middle East to all of Eurasia, less than 10,000 years ago, and adopted by many pre-existing cultures.

the war chariot and
iron smelting in ancient times,
and the use of cars
and Western business suits in the 20th century.
There are five major types of cultural diffusion:

- Expansion diffusion
- Relocation diffusion
- Hierarchical diffusion
- Contagious diffusion
- Stimulus diffusion
Factors affecting transcultural diffusion

- Technological Factors
- Religious and Philosophical Factors
- Kinship and Social Factors
- Cultural Values, Beliefs and Ways of Living
- Political and Legal Factors
- Economic Factors
- Educational Factors
- Environmental Context
- Language
- Ethnohistory
Inter-cultural diffusion can happen in many ways.

- **Migrating populations**
- **Trans-cultural visitors**
  such as merchants, explorers, soldiers, diplomats, slaves, and hired artisans.
- **Technology diffusion**
- **Trans-cultural marriages**
- **Letters or books**
- **Other media**
  Newspaper, Radio, Television, Internet, Cellphone, New media
Diffusion mechanisms:

• Direct diffusion
• Forced diffusion
• Indirect diffusion
Models for inter-cultural diffusion:

- Hyperdiffusionism
- Culture circles diffusionism
- Evolutionary diffusionism
- Mallory's "Kulturkugel"

(a German compound meaning "culture bullet", coined by Mallory himself), invasion vs. gradual migration vs. diffusion
Hyperdiffusionism

All major inventions and all cultures can be traced back to a single culture

- the Garden of Eden and the creation of man had occurred in Bolivia, the rest of the world was populated by migrations from there.

- Aymara was the original language of mankind and that humanity, originated in Sorata in the Bolivian Andes.

- All major inventions had been made by the ancient Egyptians and were carried to the rest of the world by migrants and voyagers. "Egyptocentric-Hyperdiffusionism"

- Mesopotamia, as alternative origin to Egypt
Map 2.—An attempt to represent roughly the areas more directly affected by the "heliholic" culture-complex, with arrows to indicate the hypothetical routes taken in the migrations of the culture-bearers who were responsible for its diffusion.

Egyptocentric-Hyperdiffusionism
Technology Diffusion: forth-and-back

- In Medieval Europe, massive infusion of technology into Europe between 1000 and 1700 CE. from Middle Ages, Byzantine and Asian

- Pre-Industrial Age: Era beginning in the High Middle Ages reversed that balance and resulted in a Europe which surpassed Asian, Byzantine and Muslim cultures in pre-industrial technology.

- Many important basic inventions had their roots elsewhere, notably gunpowder, clock mechanisms, shipbuilding, paper and the windmill, IMPROVEMENT

- Late eighteenth century, European fleets, armed with advanced cannon, decimated Arab and Chinese fleets, paving the way for unfettered domination of the seas that led to the colonial era.
<table>
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<tr>
<th>Rank</th>
<th>Country</th>
<th>Combined GT</th>
<th>%</th>
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<tr>
<td>1</td>
<td>China</td>
<td>67,000,000</td>
<td>45%</td>
</tr>
<tr>
<td>2</td>
<td>South Korea</td>
<td>53,000,000</td>
<td>29%</td>
</tr>
<tr>
<td>3</td>
<td>Japan</td>
<td>28,000,000</td>
<td>18%</td>
</tr>
<tr>
<td>4</td>
<td>European Union</td>
<td>4,500,000</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Rest of the world</td>
<td>11,000,000</td>
<td>7%</td>
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Transcultural
Transculturalism
Transculturation
Cross Cultural
Cosmopolitan
Neoculturalism
Globalization
Hybridization
Homogenization
Multicultural
Cultural Diversity
Transculturation

Acculturation
Acquiring another culture

Deculturation
Losing or uprooting a previous culture

Neoculturation
consequent creation of new cultural phenomena

Example: Creation of America
New Culture

- Cultural icon
- Fads
- High culture
- Low culture
- MTV Generation
- Culture industry
- Bread and circuses
- Pop art
- Pop icon
- Popular culture studies
- Trash culture
Human – Culture – Discipline (Knowledge)

The confluential nature of knowledge

*Cultures are what make us humans.*
*Disciplines are what make us humans “knowledgeable”.*

Cultures grow and develop through *reciprocal osmosis, contamination, and amalgamation*, and so do disciplines.

If we interrupt the conversation between cultures and their mutual permeation, or deny the importance, role, and value of certain cultures, we end up stifling our humanity.

If we interrupt the conversation and the confluential processes between disciplines, or deny the importance, role, and value of certain disciplines, we end up stifling knowledge.
I do not want my house to be walled in on all sides and my windows to be stuffed. I want the cultures of all the lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any.

Mahatma Gandhi
Culture changes, human changes
Transculturalism towards a new HUMANISM

By rejecting the compartmentalization of knowledge into self-sufficient and mutually exclusive disciplines, the transcultural perspective paves the way towards a new humanism.

As humanity develops ever more complex technological and social configurations – changing the definition of itself, its significance and its role on this earth – it becomes apparent that partitions and dichotomies in the realm of knowledge are neither justifiable nor desirable.
Transcultural Research can extend to all disciplinary areas

Transcultural may not be seen as relevant, as sciences are universal. However, adoption of ethnic wisdom that is further developed by science can lead to innovation.

With migration of people, transcultural aspects of medicine and sub-disciplines are important, e.g. epidemiology, psychiatry, nursing

Seen as more relevant, as futuristic issues such as Neoculturation, New Humanism, can be addressed
Humanity and Social Sciences
• Ample opportunity, rich in issues for research
• Research on transculturalism itself
• New society, New culture, Neoculturation
• Conflict resolution
• New democracy
• Human settlement
• Transcultural psychology
• Minority and marginal groups
• Economics
• Transcultural business administration and marketing
• Ethnomusicology
• Etc.
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<tbody>
<tr>
<td>Hakka Dialect</td>
<td>Lion Dance</td>
<td>Che Kung</td>
<td>Traditional Medicine</td>
<td>Fermented Black Soybean</td>
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<td>Wai Tau Dialect</td>
<td>Dragon Dance</td>
<td>Tai Wong Yeh</td>
<td>Herbal Tea</td>
<td>Bean Curd</td>
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<td>Cantonese</td>
<td>Pixiu Dance</td>
<td>Kwan Tai</td>
<td>Snake Wine</td>
<td>Seafood Sauce</td>
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<td>Fugian Dialect</td>
<td>Unicorn Dance</td>
<td>Tai Shing Pek Kwar Moon Style</td>
<td>Fishermen’s Knowledge (universe &amp; nature)</td>
<td>Preserved Fruits</td>
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<tr>
<td>Chiu Chow Dialect</td>
<td>Cantonese Opera</td>
<td>Tai Chi Chuan</td>
<td>Traditional Jade Stone</td>
<td>Soy Sauce</td>
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<tr>
<td>Hoklo Dialect</td>
<td>Fugian Opera</td>
<td>Weng Chun Fist</td>
<td>Traditional Chinese Almanac</td>
<td>Preserved Meat</td>
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<tr>
<td>Riddles</td>
<td>Puppetry</td>
<td>Lantern Lighting Ritual</td>
<td></td>
<td>Moon Cake</td>
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<tr>
<td>Cantonese Chanting</td>
<td>Ritual Music</td>
<td>Hung Shing</td>
<td></td>
<td>Hakka Cuisine</td>
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Science and Technology

• On one hand science is universal, irrespective with locality
• However, blending of ethnic wisdom with ‘science’ can lead to innovation
e.g. development of medicine and useful chemicals from ethno botanical sources
• Environmental issues
• Global changes
• Climate changes, global warming
• Material science, from local contents
• Marine science, aquatic science
• Animal kingdom
• Etc.
Six main traditions that impacted diffusion research: anthropology, early sociology, rural sociology, education, industrial sociology and medical sociology.

Four Elements

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<thead>
<tr>
<th>Element</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Innovation</td>
<td>&quot;an idea, practice, or object that is perceived as new by an individual or other unit of adoption&quot;</td>
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<tr>
<td>Communication channels</td>
<td>&quot;the means by which messages get from one individual to another&quot;</td>
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<tr>
<td>Time</td>
<td>&quot;The innovation-decision period is the length of time required to pass through the innovation-decision process“. &quot;Rate of adoption is the relative speed with which an innovation is adopted by members of a social system&quot;.</td>
</tr>
<tr>
<td>Social system</td>
<td>&quot;a set of interrelated units that are engaged in joint problem solving to accomplish a common goal&quot;</td>
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Medicine and Health Science

• Epidemiology
• Infectious diseases and immunology
• Transcultural psychiatry
• Transcultural nursing
• Etc.
Leininger’s Sunrise Model for Transcultural Nursing Care