Ethnocentrism and Intercultural Willingness to Communicate: A study of Malaysian Private University

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ABSTRACT

Universities are seen as the place to establish a Malaysian culture and shared values among different races, as they learn to interact with each other on a deeper level than school. However, there are some critics said that interethnic interactions among university students are still limited; students are not willing to engage in intercultural communication beyond the classroom settings due to ethnocentrism. This study investigated the relationship between ethnocentrism and intercultural willingness to communicate among Chinese and Indian undergraduates from a private university in Malaysia. A total of 75 Chinese and 75 Indian respondents (N = 150) were recruited to participate in this study. The 22-item Generalized Ethnocentrism (GENE) scale and Kassing's (1997) 12-item Intercultural Willingness to Communicate (IWTC) scale were adopted and modified to assess respondents' level of ethnocentrism and level of intercultural willingness to communicate respectively. Data were coded, entered, and analysed using the IBM SPSS Statistics 21. Pearson's correlation analysis revealed a moderate significant negative correlation between ethnocentrism and intercultural willingness to communicate. An extra effort from the university is needed to reduce ethnocentrism and increase intercultural willingness to communicate among multiracial students in the campus.