

HOKKAIDO, JAPAN



Conference Proceedings January 19-21, 2017

ISSSM

International Symposium on Social Sciences and Management

ICEEPS

International Conference on Education, Psychology and Society

Conference Proceedings

January 19-21, 2017

Hokkaido, Japan

ISSSM

International Symposium on Social Sciences and
Management

ICEEPS

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and Society

ISSSM

International Symposium on Social Sciences and Management

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Welcome Message



Local Host

Kurt Ackermann

Associate Professor
English department Hokusei Gakuen University's
Junior College Sapporo, Japan

Dear Conference Delegates,

As Hokkaido's first people the Ainu would say, "Irankarapte!"

Please accept a warm welcome to cool Hokkaido from me, Kurt Ackermann, and Higher Education Forum (HEF), the organizers of the 2017 Sapporo conferences.

As the transportation and financial hub of Hokkaido, Sapporo attracts a wide variety of visitors, coming for tourism or business. It has a well-established transportation infrastructure adapted to its unique winter situation, as well as a history of hosting large winter sports events, in particular the 1972 Winter Olympics. In fact, Sapporo will host the 8th Asian Winter Games soon after these conferences, from the 19th to the 26th of February 2017. This event is a prelude to the 23rd Olympic Winter Games, to be held in February 2018 in Pyeongchang in neighbouring South Korea.

Sapporo's winters, while often feeling cold to those from warmer climes, are actually quite mild by the standards of many cities that receive large amounts of snow.

The combination of plentiful snow, modern infrastructure, and (relatively!) mild temperatures makes the city and its environs a true winter playground. For visitors wishing to try their hand at some of these, there are free or reasonably-priced opportunities to try cross-country skiing (Nakajima Park), snowshoeing (Sapporo Art Park) and ice-skating. More ambitious visitors may even wish to try downhill skiing or snowboarding. In Sapporo, the possibilities for winter sports are almost limitless.

Although the image of northern winters is blustery and cold snowy days, there are actually many days when the crisp cold air is crowned with a brilliant clear blue sky and if you are at the observation deck of Sapporo's Mt. Moiwa you may experience beautiful vistas of the snow-blanketed city and its suburbs, with snow-covered mountains just to the south and also further to the north beyond the steel blue waters of Ishikari Bay. Just don't forget your gloves and hat!

As Hokkaido is famous throughout Japan for the quality of its seafood and wide variety of food in general, you can restore the energy you use on a chilly winter day with a hearty Hokkaido meal.

The core of Sapporo's transportation system is the subway, developed to coincide with its hosting of the 1972 Winter Olympics and which facilitates the movement of people during the snowy winters. Nevertheless, the recently extended streetcar line also continues to be an important component of the city's transit network. If you are lucky you may see the 'sasara densha' - a specially modified streetcar that sweeps the tram rails of new snow with its rotating bamboo brushes, starting at 4 a.m. every winter morning and then whenever it starts to snow.

Sapporo is a city developed with the input of people from all across Japan, who gathered in Hokkaido for various reasons. One of the things I like so much about Higher Education Forum organized conferences is the diversity, both of the fields represented in the presentations and of the participants themselves. It can be very refreshing to attend a presentation from another field to allow us to reconsider our perspectives and have the opportunity to be exposed to different ideas and ways of thinking. I strongly recommend all participants to attend at least one seemingly unrelated presentation, you might be surprised at what you learn and the new contacts that you make.

Enjoy this opportunity to both share your research and experience Hokkaido.

General Information for Participants

■ Registration

The registration desk will be situated on the **1st Floor** at the **Sapporo Convention Center** during the following time:

13:00-16:00 Thursday, January 19, 2017

08:30-16:00 Friday, January 20, 2017

08:30-14:00 Saturday, January 21, 2017

■ Organizer



Higher Education Forum (HEF)

Tel: + 886 2 2740 1498 | www.prohef.org



■ A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses. Presenters are reminded that the time slots should be divided fairly and equally by the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role and to summarize key issues in each topic.



■ Certificate

Certificate of Presenta Sandals or Slippers

Tank Top

Shorts

A certificate of attendance includes participant's name and affiliation, certifying the participation in the conference. A certificate of presentation indicates a presenter's name, affiliation and the paper title that is presented in the scheduled session.

Certificate Distribution

Oral presenters will receive a certificate of presentation from the session chair after their presentations or at the end of the session. Poster presenters will receive a certificate of presentation from the conference staff at the end of their poster session.

The certificate of presentation will not be issued, either at or after the conference, to authors whose papers are registered but not presented. Instead, the certificate of attendance will be provided after the conference.

■ **Preparation for Oral Presentations**

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with Microsoft PowerPoint. You will be able to insert your USB flash drive into the computer and double check your file in PowerPoint. We recommend you to bring two copies of the file in case that one fails. You may also connect your own laptop to the provided projector; however please ensure you have the requisite connector.

Preparation for Poster Presentation

Materials Provided by the Conference Organizer:

1. X-frame display & base fabric canvases (60cm×160cm)
2. Adhesive tapes or binder clips

Materials Prepared by the Presenters:

3. Home-made poster(s)
4. Material: not limited, can be posted on the canvases
5. Recommended poster size: 60cm*160cm



<p>A 60cm*160cm poster illustrates the research findings.</p>	<ol style="list-style-type: none"> 1. Wider than 60cm (left) 2. Copy of PowerPoint slides in A4 papers (right)

International Committees

International Committee of Social Sciences

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Ronald Griffin	Florida Agricultural & Mechanical University	USA
Rotaru Ioan-Gheorghe	Timotheus Brethren Theological Insitute of Bucharest	Romania
Ruby Ann L. Ayo	Bicol University	Philippines
Sadiq Abdulwahed Ahmed Ismail	United Arab Emirates University	UAE
Sally dhruva' Stephenson	Frosterburg State University	USA
Seonjeong Ally Lee	Kent State University	USA
Shaik. Feroz	Caledonian College of Engineering	Oman
SHANG Songmin	The Hong Kong Polytechnic University	Hong Kong
Shujen Lee Chang	Asia University	Taiwan
Soon SONG	Wonkwang University	South Korea

Suzanne Beasterfield	Idaho State University	USA
Szu-Wei (Chris) Chen	I-Shou University	Taiwan
T.S.Devaraja	University of Mysore, Hemagangothri Campus	India
Tan Khay Boon	SIM Global Education	Singapore
Theeraphab Phetmalaikul	Srinakharinwirot University	Thailand
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Vijayaletchumy Subramaniam	Universitas Putra Malaysia	Malaysia
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Warren Matthews	Belhaven University	USA
Wei-Cheng(Joseph) Mau	Wichita State University	USA
Wen-Pei Sung	National Chin-Yi University of Technology	Taiwan
William Richeson	University of Kentucky	USA
Ye PeiShi	Family Justice Courts Singapore	Singapore
Ying Zhang	Southeast University	China
Yong-Ho Kim	Pukyong National University	South Korea
Yuki Yokohama	Kanto Gakuin University	Japan
Zabihollah Rezaee	The University of Memphis	USA
Zhou Xiao	Fudan University	China

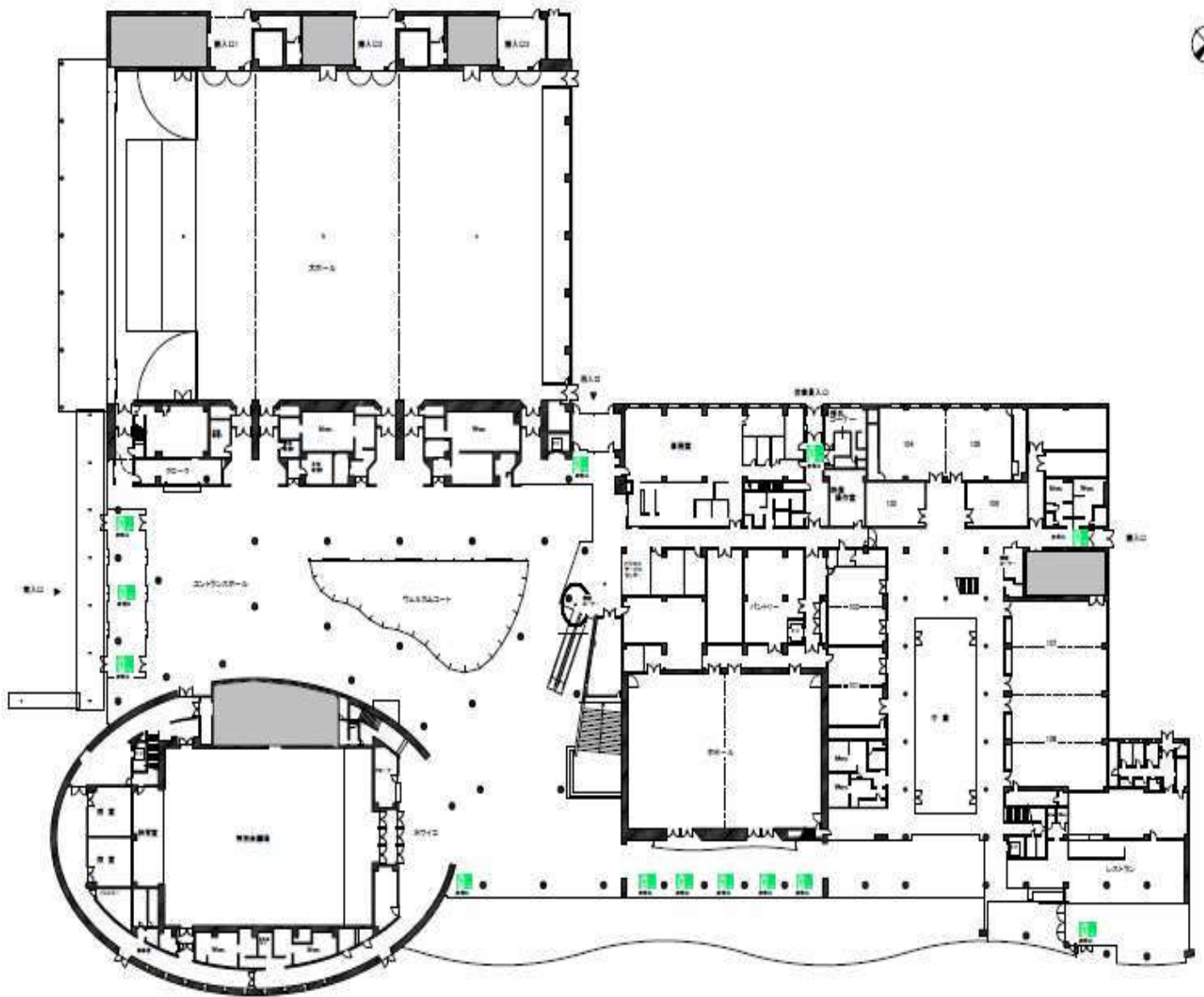
Conference Venue Information

Sapporo Convention Center

1-1-1 Higashi-Sapporo 6-jo, Shiroishi-ku, Sapporo, 003-0006, Japan

TEL: +81-11-817-1010

FAX: +81-11-820-4300



Transportation to Sapporo Convention Center

Sapporo Convention Center is located approximately 10 min by taxi from Sapporo city center.

Visitors travelling with subway from Sapporo Station or from the Odori area

About 23 minutes from Sapporo Subway Station

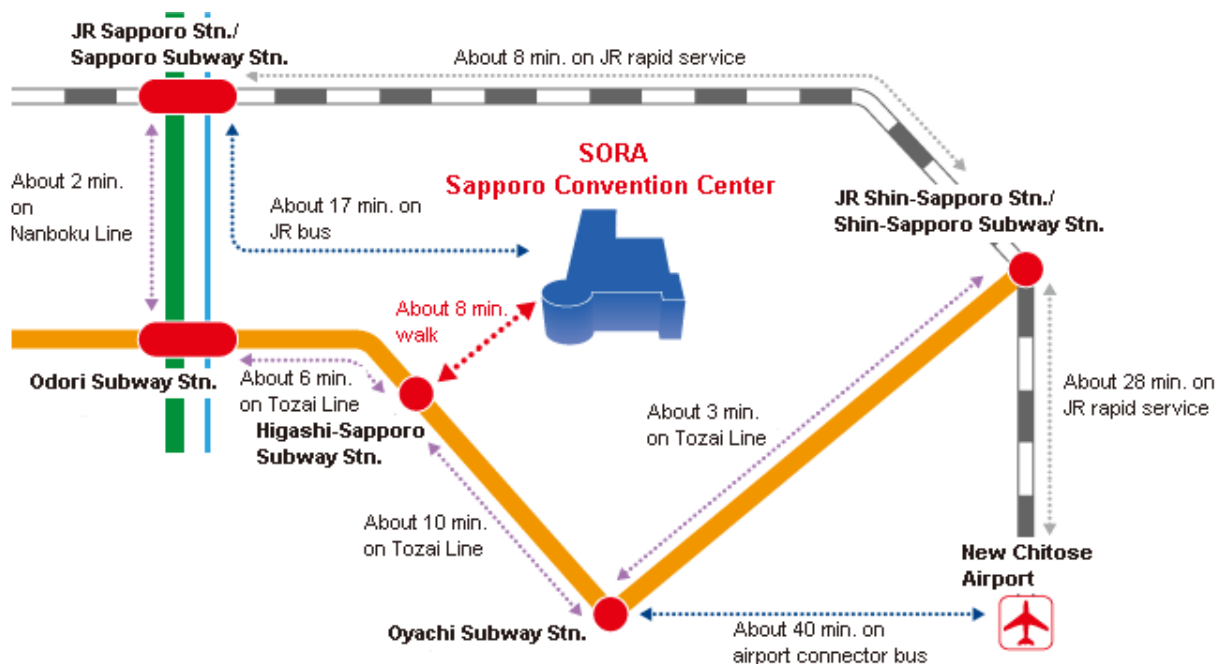
About 21 minutes from Odori Subway Station

From Sapporo Subway Station, take Nanboku Line to Odori Station. Change to the subway Tozai Line, and get off at Higashi-Sapporo Station. Exit from Exit 1, and head to your right. Turn right at the second traffic light (look for the Hokkaido Energetic car park), and head straight along the road. You will find the Convention Center in front of you within an 8-min. walk.

Visitors travelling via subway from the Shin-Sapporo area

About 21 minutes from Shin-Sapporo

From Shin-Sapporo Subway Station, take Tozai Line, and get off at Higashi-Sapporo Station. Exit from Exit 2, and head to your left. Cross the street at the second traffic light (look for the large Nippon Express billboard), and head straight along the road. You will find the Convention Center in front of you within an 8-min. walk.



Conference Schedule

Thursday, January 19, 2017		
Oral Presentation		
1st Floor, Sapporo Convention Center		
Time	Schedule	Venue
13:00-16:00	Registration	Pre Function Area
13:30-15:00	Social Studies (1)	107A
	Education (1)	107B
15:00-15:15	Tea Break & Networking	Pre Function Area
15:15-16:30	Law	107B

Thursday, January 19, 2017	
Poster Presentation	
1st Floor, Poster Room 101, Sapporo Convention Center	
Time	Schedule
15:00-16:00	Poster Sessions (2) Education (1) / Society (1) / Social Studies

Friday, January 20, 2017

Oral Presentation

1st Floor, Sapporo Convention Center

Time	Schedule	Venue
08:30-16:00	Registration	Pre Function Area
09:00-10:30	Business & Management (1)	107A
	Education (2)	107B
	Finance & Accounting & Banking	108A
	Humanities and Culture Studies	108B
10:30-10:45	Tea Break & Networking	Pre Function Area
10:45-12:15	<p><u>Social Science Keynote Speech</u> Professor Sally dhruva' Stephenson Frostburg State University <u>Topic: Cultural Explorations through Virtual Simulations</u></p>	102
12:15-13:15	Lunch Time	Mid-Sized Hall
13:15-14:45	Communication / Art & Design	102
	Business & Management (2)	107A
	Education(3)	107B
14:45-15:00	Tea Break & Networking	Pre Function Area
15:00-16:30	Social Studies (2)/ Society	102
	Business & Management (3)	107A
15:00-16:30	Education (4)	107B

Friday, January 20, 2017

Poster Presentation

1st Floor, Poster Room 101, Sapporo Convention Center

Time	Schedule
11:00-12:00	Poster Sessions (4) Business & Management / Finance & Accounting & Banking / Education (2) / Literature and Linguistics
13:30-14:30	Poster Sessions (5) Society (2)

Saturday, January 21, 2017		
Oral Presentation		
1st Floor, Sapporo Convention Center		
Time	Schedule	Venue
08:30-14:00	Registration	Pre Function Area
08:45-10:15	Social Studies (3)	107A
	Education (5)	107B
10:15-10:30	Tea Break & Networking	Pre Function Area
10:30-12:00	Business & Management (4)	107A
	Education (6)	107B
12:00-13:00	Lunch Time	Mid-Sized Hall
13:00-14:30	Psychology	107A

Saturday, January 21, 2017	
Poster Presentation	
1st Floor, Poster Room 101, Sapporo Convention Center	
Time	Schedule
11:00-12:00	Poster Sessions (8) Psychology / Communication

Social Sciences Keynote Speech

10:45 - 12:15, Friday, January 20, 2017, Room 102, 1st Floor

Topic:

Cultural Explorations through Virtual Simulations

Prof. Sally dhruva' Stephenson

Professor, Department of Educational Professions
Frostburg State University
Frostburg, Maryland USA



Abstract

Since technology has made global communication nearly instantaneous and as the barrier between man and machine grows ever thinner, creative minds expand our ways of knowing, learning and relating to one another through continually evolving systems. Hundreds of “virtual worlds” now simulate three-dimensional locations where participants can design and build their environments and interact in the form of animated characters called avatars. Soon to become mainstream is the use of VR (“virtual reality”) accessories which intensify the sensory experience to make it seem even more real. Considering these developing platforms and technologies, the research question was asked, “How can virtual world simulations provide opportunities to explore different cultures?”

The most well-known and frequently visited such world is Second Life (SL) which was released to the public in 2003 and has approximately 30,000 – 50,000 users logged in at any given time. To participate in a virtual world, one registers for a free account, selects a basic avatar form, downloads a viewer and logs in with a password. He must then to learn to maneuver his avatar (which can walk, run, fly and “teleport” between locations), communicate in private and open text-based chat, manipulate objects, and use search functions to look for places or events of interest. Participation is limited to adults 18 years of age and older except under strictly monitored conditions. Getting started in Second Life is not easy for many users; multiple research studies report technical difficulties both with technology issues and with gaining facility in basic Second Life skills (Coban, Karakus, Karaman, Gunay & Goktas, 2015; Gregory et al., 2015; Dickey, 2011; Jee, 2014; Reinsmith-Jones, Kibbe, Crayton & Campbell, 2015). A study by Aldosemani, Raddaoui, Shepherd and Thompson (2016), however, recognized the technical challenges but did not observe the “steep learning curve” (p. 38); this study brought Saudis and Americans together in a virtual traditional Saudi tearoom for conversations and concluded that “virtual environments may facilitate global third places as users gain access to cultures and communities throughout the world” (p. 39).

This researcher's qualitative study utilized purposive sampling to identify participants in specifically-designed cultural simulations ("sims") in Second Life and interview them about their experiences. Both owners/administrators and group participants were interviewed in text-based interviews which were then analyzed through open coding and thematic analysis. Examples of sims which were studied were "1920s Berlin" and "Little Yoshiwara" which depicts the Bakumatsu era of pre-modern Japan. Several themes emerged during the study. One theme was that participation in these sites gave users a meaningful connection with the culture and time period. A member of the 1920s Berlin group said, "It gives us a way to learn over borders, to look deeper into history." A visitor to Little Yoshiwara said that she likes to "worship at the shrine, attend a tea ceremony." Another theme is that certain sims were found to have been created with a particular purpose in mind: recreating a school under construction in Kenya and collecting donations to feed the children through benefit concerts or providing a Mexican atmosphere for Spanish language learning. In conclusion, reflecting on the sharing of cultures through the interactive environment of a virtual world, the words of the creator of 1920s Berlin resonate with possibility: "My goal has been met and exceeded a million times. . . . I never expected for it to turn into a vibrant, educational, active global community."

Brief Introduction of Prof. Sally dhruva' Stephenson

Dr. Sally dhruva Stephenson is a Professor in the Department of Educational Professions at Frostburg State University in Maryland, USA. Prior to entering higher education, she taught elementary gifted education in public schools. She has taught as a visiting professor in the Graduate Studies College of Hunan Normal University in Changsha, Hunan Province, China, and will be spending the upcoming semester as a guest lecturer at several Chinese universities. She is also a performing musician with several CDs of original music and streams live music performances in virtual worlds.

Oral Sessions

Social Studies (1)

Thursday, January 19, 2017 13:30-15:00 Room 107A

Session Chair: Prof. Ling Chun Hung

ISSSM-3202

Political Business Cycle in Asian Countries

Ling Chun Hung | *Shih Hsin Univeristy*

Yu Tou Hsien | *Shih Hsin Univeristy*

ISSSM-3478

Towards A Brighter Future: The Risks and Rewards of New Ceramic Print Technology

Peter Oakley | *Royal College of Art*

ISSSM-3482

An Analysis of Crime Hotspots with Improvised Explosive Devices in Narathiwat Province, Thailand

Ratthawich Ananbhornsiri | *Srinakharinwirot University*

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Factors Associated with Development of Pre-School Children in Day Care

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A Statistical Evaluation and Modeling on the Social Transitivity Behavior

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Volunteering for Animals: Understanding Interactions between Volunteer Vacationers and Hosts

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Background

Volunteer tourism is one of the fastest-growing forms of tourism. The concept of volunteer tourism has caught the interest of researchers and practitioners (Guttentag, 2009; Wearing, 2001). The concept of volunteer tourism is the combination of holiday and volunteerism (Raymond and Hall, 2008). It is also viewed as a more sustainable form of tourism (McGehee and Andereck, 2009) which provides mutually beneficial experiences for the tourist as well as the host community (Broad, 2003; Lepp, 2009; McGehee and Santos, 2005; Wearing, 2001). Undertaking a volunteer vacation in poor and developing countries, including Thailand, has become a growing trend among Western people. Although this topic is well researched, the literature on volunteer tourism is currently fairly limited, especially in Thailand where the volunteer tourism study is still in its infancy stage. The researcher believes that Thailand has a great potential for the development and promotion of volunteer tourism. Aside from its natural beauty and unique culture, a wide range of activities for volunteers is available in many areas. With the aim to fill the gap in the literature on volunteer tourism, especially in the case of Thailand, this research will study the phenomenon of volunteer tourism at the Elephant Worlds, Kanchanaburi province by focusing on interactions between volunteer tourist and their hosts.

Methods

This study employed an interpretive paradigm utilizing qualitative research. This approach was utilized because the main aim of the study was to gain a rich and in-depth understanding of the nature of interactions and between volunteer tourists and the staff members of the Elephants World, who were their hosts. This study collected data from 28 volunteer tourists nine staff members of the Elephant World. Both groups of respondents were selected by using purposive sampling. The context of the volunteer tourism activity offered by the Elephant Worlds is interesting in their own right. First, it is related to taking care of animals which is one of the most popular activities for foreign tourists in Thailand. Second, to participate in such activity, tourists are required to stay at the site which is an enclosed area. Through the use of a case study approach, the researcher was able to delve into the issues being studied in great detail. The respondents were interviewed individually by the researcher using semi-structured interviews. Each interview was tape recorded and later transcribed. In addition, participant observation by the researcher was also conducted with the aim to gain more complete findings.

The interview transcriptions and the field notes taken from participant observation were analyzed using thematic analysis.

Results

The analysis of the data revealed that the interactions and relationships between the volunteer tourists and the hosts were reciprocal and rewarding, which brought benefits to both groups and was sufficient for them to decide to be involved in or participate in volunteer tourism in the future. For the volunteer tourists, they had gained expected experience which could fulfil their motivations. These beneficial experiences include personal development and growth, cross-cultural exchanges and learnt local culture, whereas the hosts had an opportunity to learn English and skills in taking care of the children from the volunteer tourists. Although both the volunteer tourists and the hosts had a perception that there was inequality between them in terms of their socio-economic background, this perception did not cause unbalanced interactions between them. On the contrary, both felt that they could benefit from this inequality: the volunteer tourists had learnt a lot of things from the lives of the local people, whereas the hosts had gained benefits from the skills, knowledge and wealth of the volunteer tourists.

Keywords: volunteer tourism, interactions, volunteer tourists, hosts

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