

Threatened From Outside: A Response from Cultural Resilience

Syed Arabi Idid

Department of Communication, KIRKHS
International Islamic University Malaysia

Prepared for

Cultural Intelligence Towards Promoting
Institutional Excellence

14 June 2021

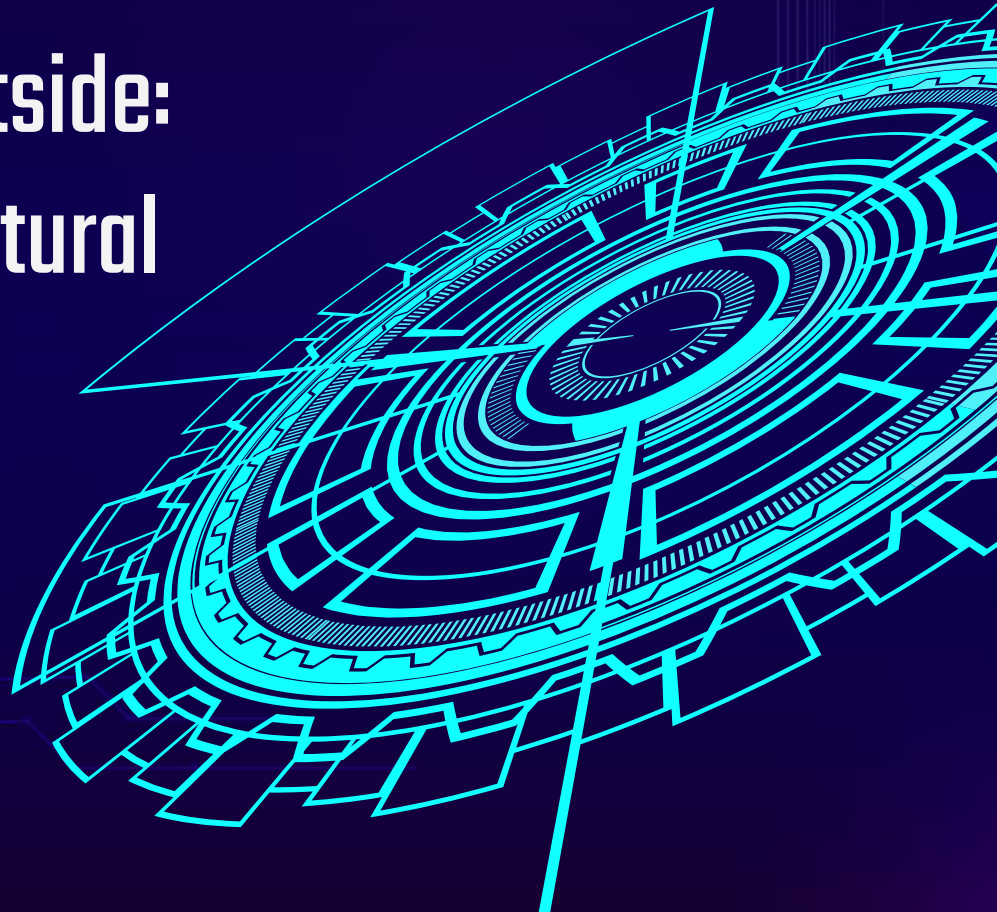


TABLE OF CONTENTS



01

CULTURAL INTELLIGENCE

02

CULTURAL RESILIENCE

03

EXTERNAL THREATS: RESULTS
FROM POLLING

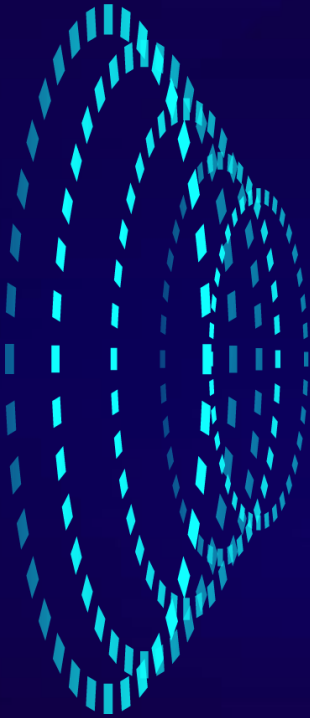
04

RESILIENCE IN MALAYSIA



INTRODUCTION

- Cultural Intelligence is a measurement to place the cultural sensitivity of a person. It is akin to the Intelligence Quotient Test (IQ) or Emotional Quotient (EQ), but **CQ measures the cultural sensitivity of a person or a group.**
 - Cultural Intelligence developed by Earley and Ang (2003) covering four dimensions: **strategy, knowledge, motivation and behaviour.**
- Useful in studies related to leadership and institutions within a diverse cultural setting.



What is CI?

- **Ability to deal** with people of different culture in different cultural settings.
- Natural ability of an individual to interpret and understand behaviour of entities and institutions of individuals from cultures different from their own (Xixie Zhang, 2010).

- What happens when society is in the grip of uncertainty?
- What would be the response?



EXTERNAL THREATS

- When societies are faced with an external threat, citizens of different background would normally come together by pulling their resources and efforts to guard against the external enemy.
- What we are seeing is a cultural resilience happening at the global level and cultural resilience in nations to protect the citizens in society.



EXTERNAL THREATS



CULTURAL RESILIENCE

- The community is able to adapt itself and cope with negative events.
- Under external threat, community will respond.
- Dimensions of cultural resilience: institutional trust, community trust and co-operation.
- Collectivity override individual concerns.
- Cultural Resilience requires community bonding and social cohesion.

DIMENSIONS OF CULTURAL RESILIENCE



**Institutional
Trust**

**Community
Trust**

Co-operation



CULTURAL RESILIENCE

In cultural resilience the community must be closely-knit. There must friendship bond, willingness to help one another. Members of society were happy that they could rely on friends and families during this hardship.

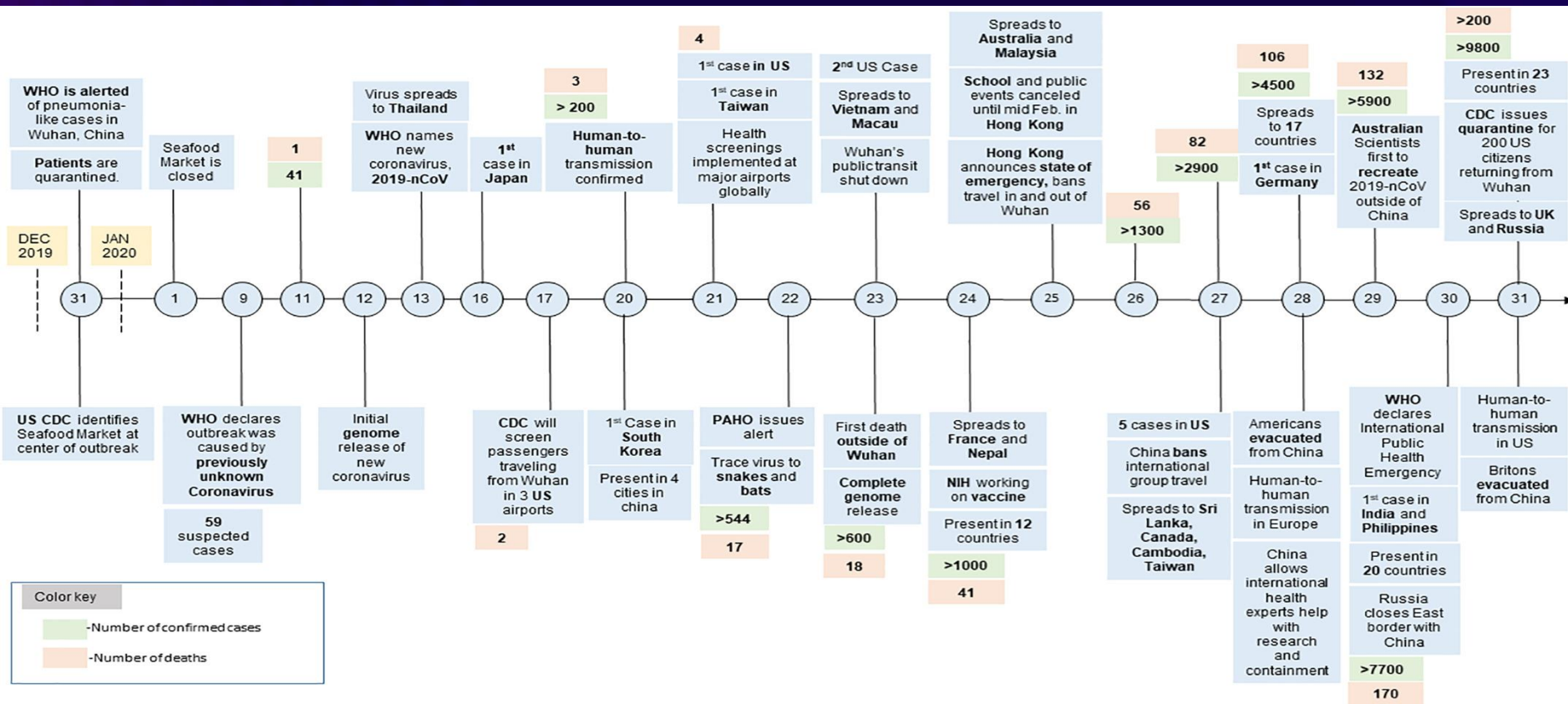
We asked in our study the following questions:

1. During the crisis I can depend on my community for assistance,
2. Malaysians are willing to volunteer themselves to help those in need,
3. The relations among the various groups in this community during the crisis is very good,
4. During the crisis, the Malaysian community is very close to one another.

EXTERNAL THREATS



SPREAD OF COVID-19



First appeared in Wuhan, December 2019 but has spread to 192 countries.

source: <https://doi.org/10.1016/j.onehlt.2020.100124>

11 JUNE 2021

	Confirmed Cases	Deaths
USA	33,426,310	598,744
INDIA	29,274,823	363,079
BRAZIL	17,210,969	482,019
JAPAN	770,357	13,872
MALAYSIA	639,562	3, 684

<https://coronavirus.jhu.edu/region/>

JOHNS HOPKINS
UNIVERSITY & MEDICINE

Coronavirus
Resource Center

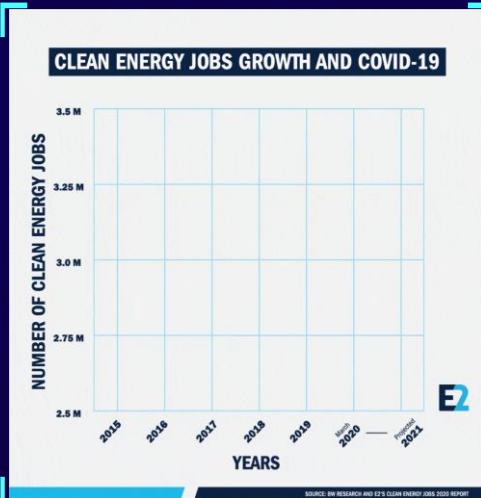


ECONOMIC IMPACT

Unemployment Rates During the COVID-19 Pandemic

- Unemployment reached **14.8%**, the highest since 1948.
 - Hurting most the minorities and women.

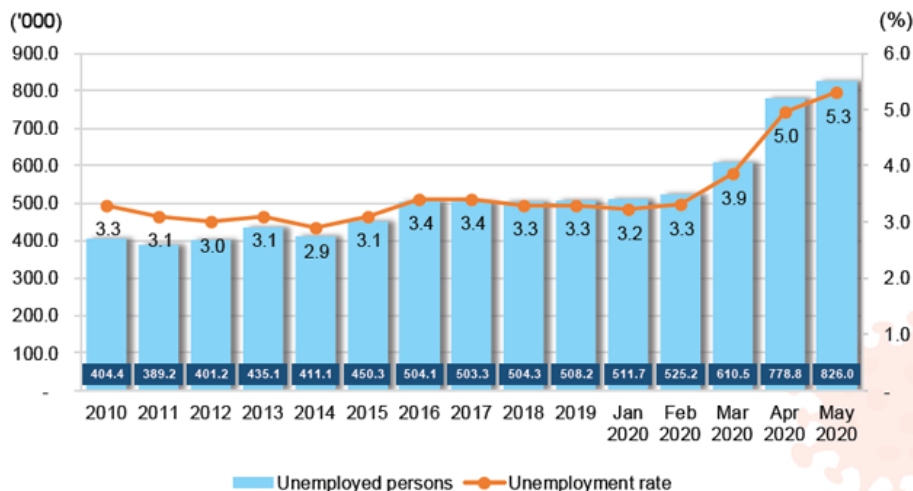
USA



ECONOMIC IMPACT

Unemployment Rates During the COVID-19 Pandemic

UNEMPLOYED PERSONS AND UNEMPLOYMENT RATE,
2010-2019 AND JANUARY-MAY 2020



MALAYSIA

- May 2020, **5.3%** unemployed, the highest in more than three decades.
- Highest hit in services industry (tourism, hospitality and aviation).
- Pandemic has caused more families into poverty.

Key Statistics of Labour Force in Malaysia, May 2020

COVID-19: PUBLIC OPINION WORLDWIDE & MALAYSIA

Worldwide



- Various surveys conducted by Gallup worldwide showed the concerns of the people that an increasing number gradually accepted the threat as real.
- People were worried their family members would be infected, being 57% in April and 56% in October 2020.
- In Malaysia, the percentage was 93% in June 2020 and 96% of the people were willing to sacrifice their personal liberties to fight the spread of COVID-19.

COVID-19: PUBLIC OPINION IN MALAYSIA

Concerned over the threat of COVID-19



93%

I am worried that my family or
I would be affected by
COVID-19

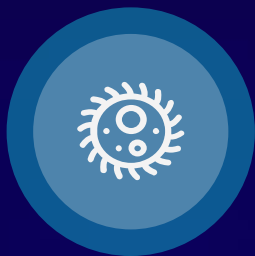


96%

I am prepared to sacrifice some
of my liberties to help fight the
spread of COVID-19

COVID-19: PUBLIC OPINION IN MALAYSIA

Fear



95%

I know that COVID-19 can easily spread in Malaysia



55%

I think more old people and children will be affected by COVID-19 in the coming months



98%

I agree on the way the campaign on COVID-19 has been conducted in Malaysia

**June 2020*

**slightly agree/agree/strongly agree*



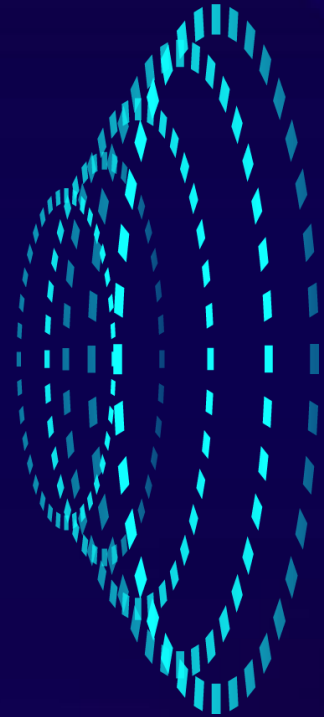
Trust in Institutions



Community trust



Community Co-operation



COVID-19: PUBLIC OPINION IN MALAYSIA

Trust in government & medical services



99%

The actions taken by the government have made a big difference in preventing the spread of COVID-19

**June 2020*



100%

The Malaysian medical team has made a big difference in preventing the spread of COVID-19

**slightly agree/agree/strongly agree*



Trust in Institutions

Community trust

Community Co-operation

COVID-19: PUBLIC OPINION IN MALAYSIA

Faith in community



73%

Neighbourhood friends



83%

Friends



94%

Family members



84%

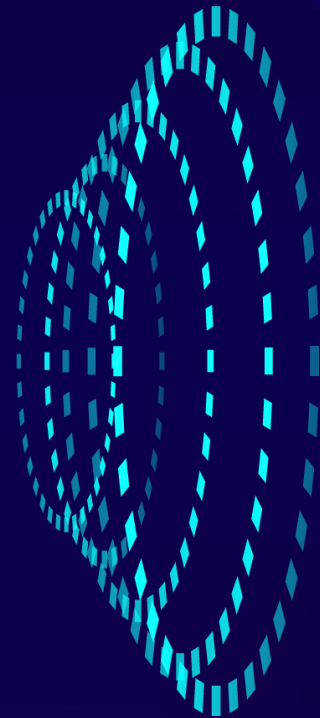
Religious teachers



Trust in Institutions

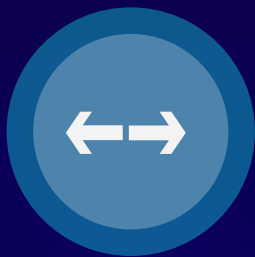
Community trust

Community Co-operation



COVID-19: PUBLIC OPINION IN MALAYSIA

#KitaJagaKita



100%

I do maintain social distancing



99%

I clean my hands regularly



98%

I do wear mask when appearing in public places

**June 2020*

**slightly agree/agree/strongly agree*



COVID-19: PUBLIC OPINION IN MALAYSIA

Impact on self

92%

I begin to know the new way of online learning and working

88%

I learnt something new (like cooking, singing, etc)

88%

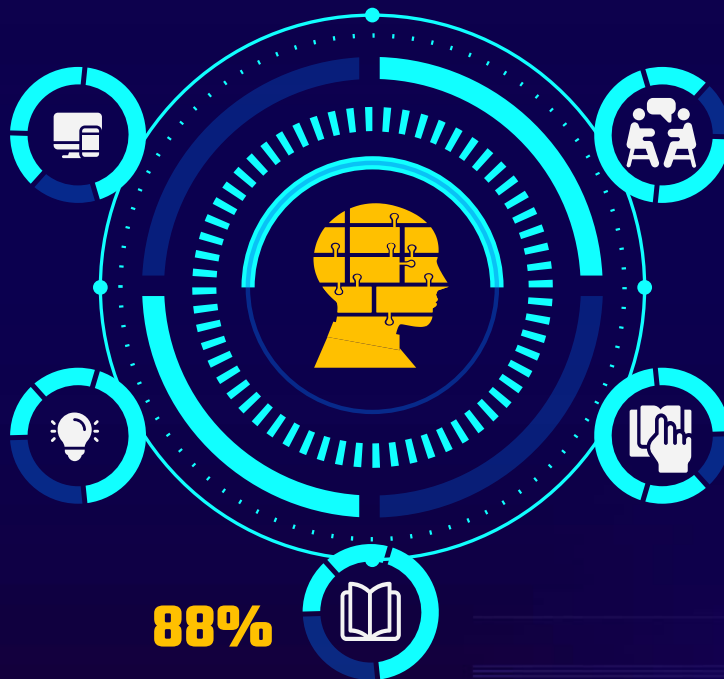
I read more

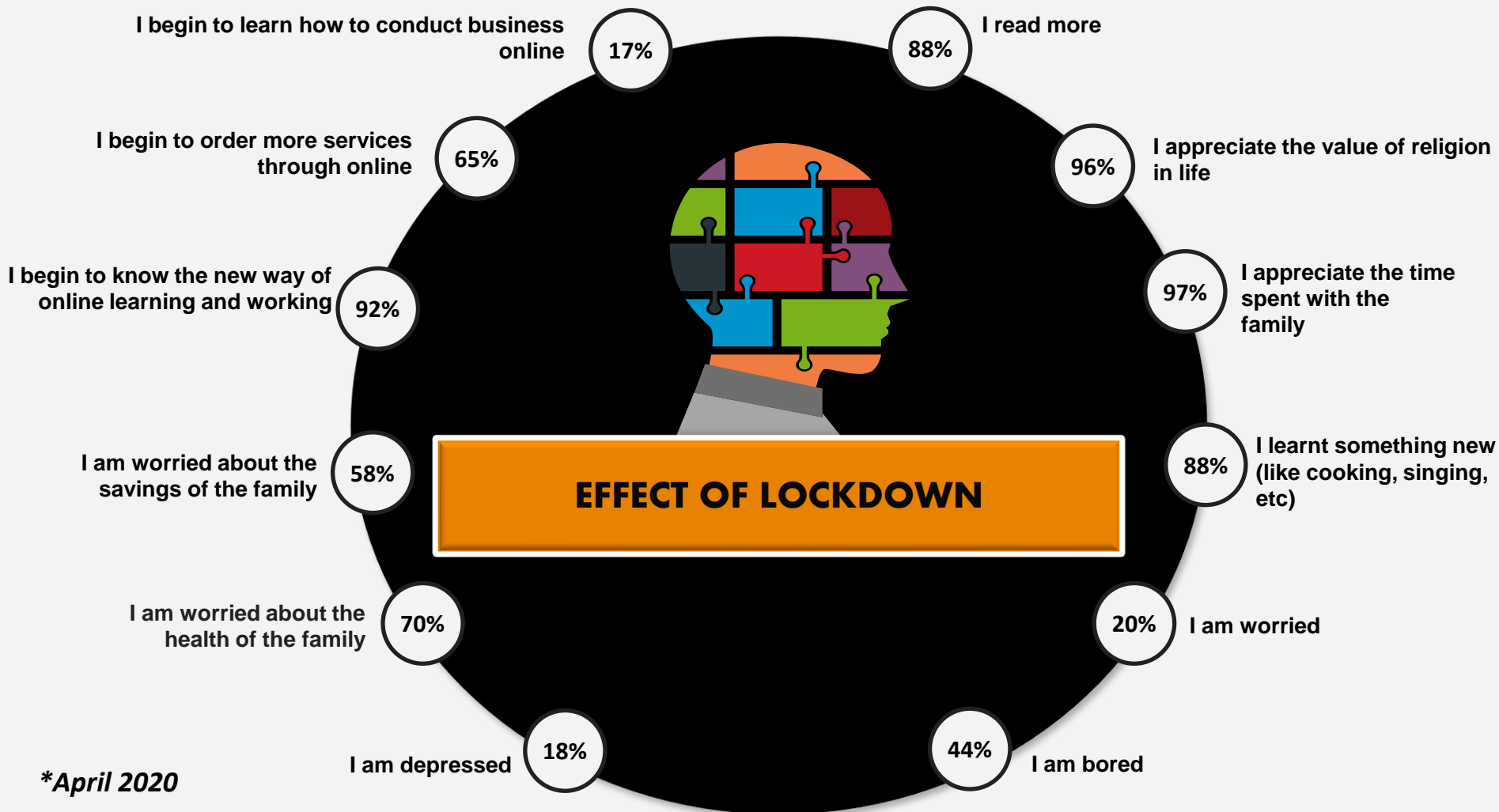
97%

I appreciate the time spent with the family

96%

I appreciate the value of religion in life





CULTURAL RESILIENCE

Sees the collectivity
Mobilises society
Trusts the institutions



THANK YOU

Does anyone have any
questions? ▶

sarabidid@iium.edu.my