Analysis of Perceptions on School Mottos as Proverbs Between Japanese and Indonesian

Rieko Fujita, International Institute of Applied Informatics, Tokyo, Japan

Tokuro Matsuo, Advanced Institute of Industrial Technology, Tokyo, Japan

Teruhisa Hochin, Kyoto Institute of Technology, Kyoto, Japan

ABSTRACT

Personalization technique is one of important methods to provide appropriate information to people. However, it is difficult to prove people's preferences. Basic materials of personalization are provided from analyzing culture, customs, religion, and several general information. In this article, the authors survey and analyze how sentences are difference of perceptions between people who are living in different culture. They handle school mottos as a case of study and clarify the difference of perception of people. The authors find backgrounds make people divide into groups and compare between them.

KEYWORDS

Data Analysis, Organizational Mottos, Perception Analysis, Socio Psychology

1. INTRODUCTION

In recent years, a lot of types of researches are proposed in searching appropriate words from users' queries and they are in popular domain of computer science. For example, methods to search and detect reasonable answers from question of Q&A website are proposed (Yokoyama, et al, 2016). Purpose of these research is to aid and support users who use the Internet and computers. Interest of study is to show the appropriate information needed by users. It is important to know how each member of society feels and what they like. Personalization technique is one of important study items in current computer science. These kinds of researches sometime difficulty in evaluation because each user has different perceptions in each word. To presume each of one's preference or feeling, computer needs to a lot of learning and data to learn.

Contributions in human and social science, sometimes propose a lot of useful knowledge to design support methods of information systems. These contributions sometimes relate to the business management and marketing. If the system can collect words from users such as social network service, the system can presume user's preference and thought using meaning of words, time of post, and forms of networking. However, it is impossible to estimate individual preference in the society where neither push or pull, or unspecified majority. Under such a condition, we can find the constant trend by presume certain preferences and feelings. At least, if the cultures or habits are different, each

group has each sense. In this paper, we analyze people's perceptions about words taking into such consideration. Concretely, we use a school motto as a case of study. Motto is used to make a purpose, such as motivation, collaboration, communication, cooperation, and so on (Pine, 1983). In our research, we surveyed the difference of perception between Japanese and Indonesian. All of answerers have similar careers who graduated university and work as researcher or engineer. Using school mottos, we analyzed what kind of words are associated and connected from our prepared sets of words.

We describe the analysis of slogans and school mottos in the private educational organization and schools in this paper. Each educational organization and school has member of organization including students, teachers and staffs. They have each different perception to the school motto (Bryan & Henry, 2008; Guskey, 2014). People who do not belong in the organization have a certain perception to the school motto as well. Especially, some children's parents may make a decision to choose the candidate of schools for their children on school motto. Concretely, this paper shows the result of analysis in perception of general people about school mottos. Perception analysis is based on the approach relating with social psychology.

The school members, such as students and staffs, sometimes look or hear the meaning of school motto. School mottos are sometimes taught, looked, and heard at the entrance ceremony and school meetings. And, a lot of schools, in Japan, show their school mottos at the entrance gate, lobby, foyer, and classrooms. Students can find mottos without any conscious. The school motto has the cultural background reflecting properties and characteristics of the educational organization. The reality of schools cannot be known by students and parents unless the students want to be members of the school and are allowed to enter to the school. It is most simple and easiest way for people to understand about schools that they go the web and study the school mottos of them, because people cannot understand the school without being a school student. School motto is one of the easiest impression we can imagine about the management and educational policies of the school (Synott, & Symes, 1995; Nor & Roslan, 2009). In existing researches, perception of people to school motto has not been analyzed. This paper clarifies how school mottos in secondary education are perceived by people. Analyses through comparison between school motto, educational contents in existing work in pedagogy and educational science, and their effects are shown (Rossiter, 2013; Murdy, 1996). In this paper, we show how Japanese school mottos are recognized and understood by Japanese and Indonesian people. Concretely, this paper clarifies the feature of school mottos in social psychological effects for both Japanese and Indonesian. The contributions of this paper include these three points; we clarify the perception to school mottos in differences of job in Japan; we clarify the differences of perceptions about school mottos in married experience; and We clarify the differences of perceptions about school mottos between culture and country.

In this paper, in Section 2 we describe about background and existing work and explain proverbs and their effects. Section 3 explains our questionnaire survey about school mottos in Japan. Then, Section 4 shows the result of our survey of Indonesian. In section 5, we show the differences of perceptions between Japanese and Indonesian. Finally, the paper concludes in Section 6.

2. PROVERBS

2.1. Existing Work

School mottos are generally described about norms and way of students in a few sentences (Meadmore & Symes, 1996; Komisar & McClellan, 1961). Existing work of proverbs are referred to understand the approach of the study on the school motto in this paper. Proverbs studying has been done about meaning of the word in themselves (Okazaki, 2000). Researches on proverbs have been studied about linguistic component and structure of words and sentences. Words of proverbs are analyzed the relationships of the usage of proverbs with effects to people. They find out that proverbs make rule and thought to the local people who have the proverbs in folklore and anthropology as well (KhatriI, & Laishram, 2013; Benedict, 1946; Fujita, 2013).

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