ASIA PACIFIC UNIVERSITY COLLEGE

ACADEMIC RESEARCH SKILLS

(DIPLOMA)

GROUP ASSESSMENT (30%)

CLASS & CODE: BM013-4-0-ARS

UCDF1310 BSA/ICT{SE}/BIT/ACC

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Introduction:

The following is a research's findings derived from a survey that was conducted by our group talking about Communication Barriers in Asia Pacific University. A selection of four variables was appointed namely, Language Barriers, Physical Barriers, Cultural Barriers and Psychological Barriers. With the help of 30 people involved in our research both Lecturers and Students, we were able to retrieve vivid information from their responses to help justify our topic. This research was conducted through a questionnaire created with Google Drive.

Research Design

This study used a questionnaire-based approach to obtain data on Communication Barriers in Asia Pacific University. The questionnaire was administered to both Students and Lectures of all levels of education from Foundation-PHD. The survey questionnaire was prepared in one language, *English.* This study evaluates 30 valid responses from students and lecturers of Asia Pacific University. The questionnaire was designed to ascertain only two profiles:

1. Demographic profile.
2. Variables.

This study, which is exploratory in nature, has some limitations. First, the sample consists of only 30 students and lecturers; hence, the findings do not represent the entire APU population. The use of a questionnaire as the survey instrument in this study also gives rise to some problems. The respondents' evaluation of questions in the questionnaire may not be accurate due to students' lack of comprehension of the questions asked. Honesty of respondents in answering the questions during the survey is also difficult to ascertain. All questions asked in the survey questionnaire were close ended in order to make it easy to interpret and analyse the results. Different types of questionnaire structures were used depending on the need of the question itself example, Scale- Likert Scale for questions that required a range answer like 1 (Strongly Agree) – 5 (Strongly Disagree), Multiple choice question for those that required to choose on specific answer, example, area of study, Business, Engineering etc. and finally Drop down lists which also required one answer, example gender, Female or Male. The following images illustrate the explanations above:

1. Likert Scale:

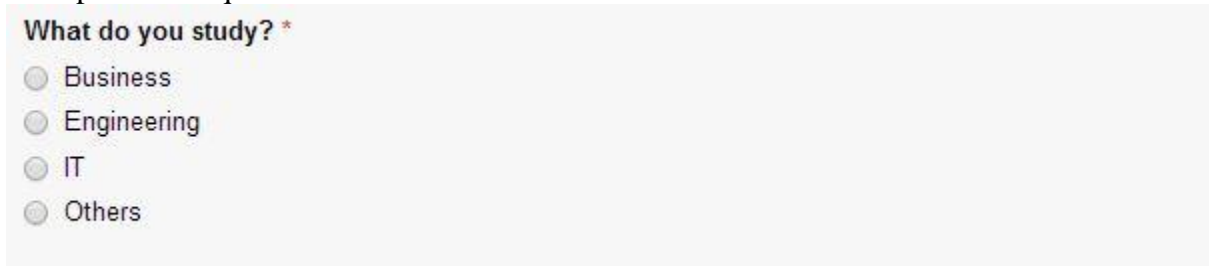**Figure 1: Likert Scale.**

2. Multiple choice questions:

Figure 2: Multiple choice question.
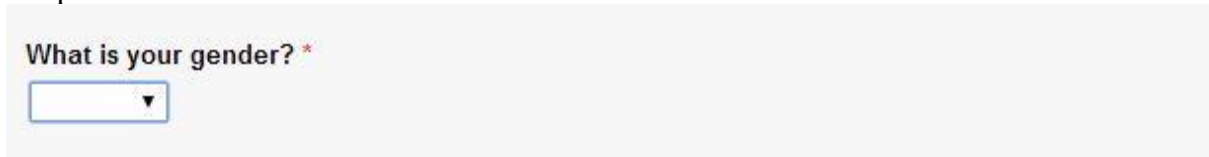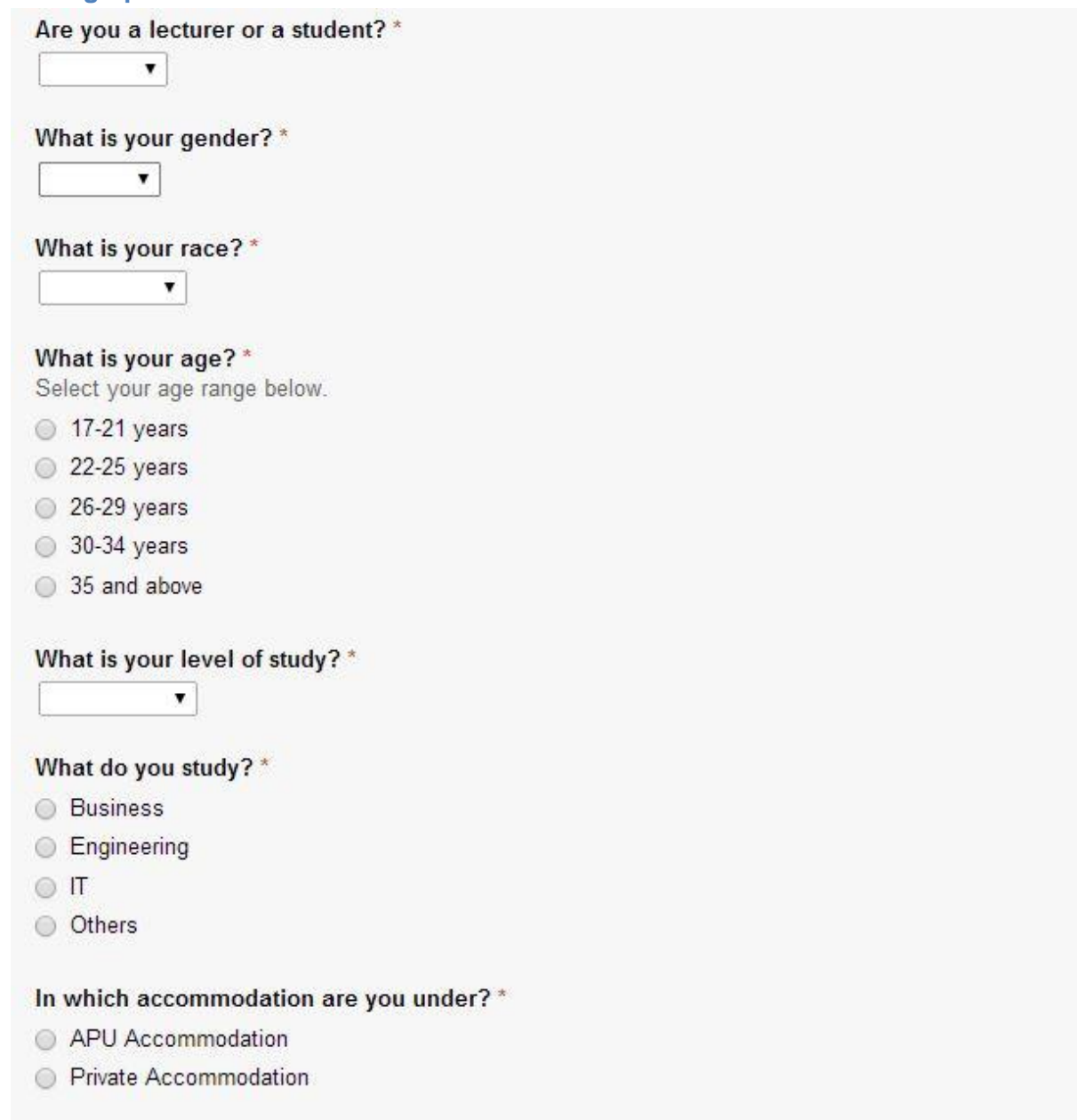
3. Drop down list:

Figure 3: Drop down list.

The following is the Questionnaire that was used and the structure of questions asked together with its results from the findings:

Demographic Profile:

Are you a lecturer or a student? *

[▼]

What is your gender? *

[▼]

What is your race? *

[▼]

What is your age? *
Select your age range below.

○ 17-21 years
○ 22-25 years
○ 26-29 years
○ 30-34 years
○ 35 and above

What is your level of study? *

[▼]

What do you study? *
○ Business
○ Engineering
○ IT
○ Others

In which accommodation are you under? *
○ APU Accommodation
○ Private Accommodation

Figure 4: Demographic profile.

Variables:

Do you think that physical appearance affects your decisions when communicating with other? *

1 2 3 4 5

Strongly Agree ● ○ ○ ○ ○ Strongly Disagree

Figure 5: Physical appearance.

Do you think that non-verbal communication makes a difference in effective communication? *
Non-verbal communication like gestures and body movements.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 6: Non-verbal communication.

Is having a conversation in a non-conducive environment affect the effectiveness of communication? *
Non-conducive environments like noise polluted areas.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 7: Conducive environment.

Do you think that starting a conversation without considering your audience can be a barrier of effective communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 8: Considering audience.

Do you think making eye to eye contact is good while communicating with others? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 9: Eye-to-eye contact.

Do you think that communication can be very effective when talking in person or through a medium? *
Mediums like phones, internet, mail etc.

○ In person
○ Through a medium

Figure 10: In person or through medium.

Do you think talking to someone who is older or younger than you can be a barrier of effective communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 11: Age differences.

Do you think perceiving people due to their first impressions is a communication barrier? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 12: Perceive.

Do you think verbal communication can affect the effectiveness of communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 13: Verbal communication.

Do you think talking to people with accents is a barrier of communication? *
Accent- Different ways of pronouncing the same language.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 14: Accents.

Do you think the use of jargon can hinder effective communication? *
Jargon- Technical vocabulary used among specific groups/professions.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 15: Jargon.

Do you think the use of slang can affect the effectiveness of communication? *
Slang- vocabulary which is informal.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 16: Slang.

Do you think dialects are barriers of effective communication? *

Dialect- Varieties of languages in culture.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 17: Dialect.

Do you think feeling uncomfortable talking to people you just met is a barrier of effective communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 18: Being comfortable.

Do you think the choice of words makes a difference while communicating with others? *

Example: Chick to mean a Girl.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 19: Choice of words.

Do you think that confirming what you are told is a good thing in effective communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 20: Confirmation.

Do you find it hard to communicate with the locals or other foreigners? *

1 2 3 4 5

Strongly Agrree ○ ○ ○ ○ ○ Strongly Disagree

Figure 21: Difficulty.

Do you think talking to a person of a different race or belief can affect your decisions in communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 22: Races and beliefs.

Do you think talking to your opposite gender can affect your decisions in communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 23: Opposite gender.

Do you think your emotions towards other people can alter your decisions when communicating with them? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 24: Emotions.

How effective do you think ethnocentrism is when it comes to effective communication? *
Ethnocentrism- the tendency to see the world from a point of a view of only one culture.

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 25: Ethnocentrism.

Did you think it is hard to adjust to the cultures in Malaysia? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 26: Adjusting to cultures.

Do you think that APU has good ideas on how they prepare their events? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 27: APU.

Do you think telling the receiver when you are not agreeing with them is a barrier of communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 28: Agreement.

Do you think asking your friends to repeat what they said is good thing in effective communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 29: Asking for repetition.

Do you think creating conversational goals before you start a conversation is a good thing in effective communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 30: Conversational goals.

Do you think talking to someone you like changes your judgments in communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 31: Someone you like.

Do you think having fears while talking to people can affect the way you communicate? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 32: Fears.

Do you think filtering of information can be a barrier to effective communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 33: Filtering.

Do you think settling any disputes with your receiver before communicating is an effective way of communication? *

1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 34: Settling disputes.

Do you think talking to a person with a lower intellectual level than you is a barrier of effective communication? *

    1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 35: Intellectual levels.

Do you think the level of education should be a factor in effective communication? *

    1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 36: Education.

Do you think that being deceitful or dishonest can cause a problem to effective communication? *

    1 2 3 4 5

Strongly Agree ○ ○ ○ ○ ○ Strongly Disagree

Figure 37: Deceitfulness and dishonesty.

Results and Findings:

The following are all the results that were received from the 30 respondents in graphs and charts as per Google Drives' Analysis.

Are you a lecturer or a student?
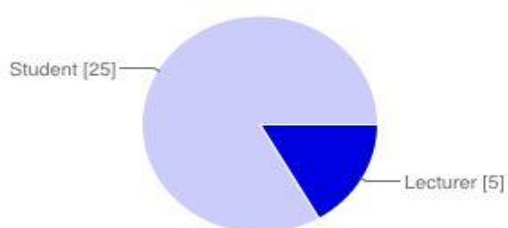
Lecturer	5	17%
Student	25	83%

Student [25]

Lecturer [5]

Figure 38: Lecturer or student.

What is your gender?
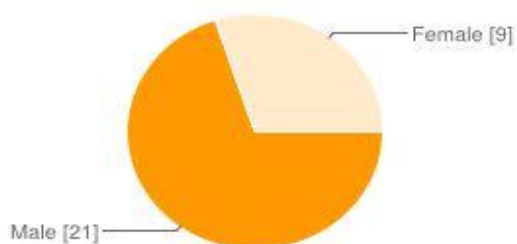
Male	21	70%
Female	9	30%

Female [9]

Male [21]

Figure 39: Gender.

What is your race?
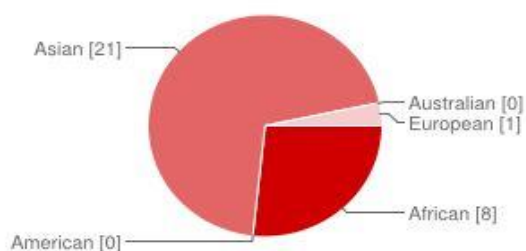
African	8	27%
American	0	0%
Asian	21	70%
Australian	0	0%
European	1	3%

Asian [21]

Australian [0]
European [1]

African [8]

American [0]

Figure 40: Race.

What is your age?
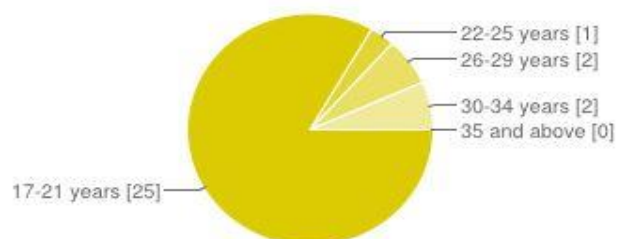
17-21 years	25	83%
22-25 years	1	3%
26-29 years	2	7%
30-34 years	2	7%
35 and above	0	0%

22-25 years [1]
26-29 years [2]

30-34 years [2]
35 and above [0]

17-21 years [25]

Figure 41: Age.

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What is your level of study?
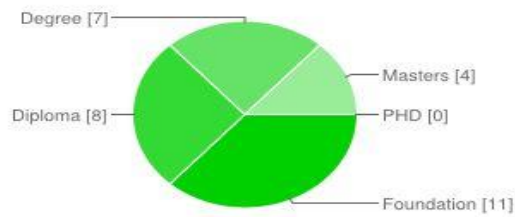
Foundation	11	37%
Diploma	8	27%
Degree	7	23%
Masters	4	13%
PHD	0	0%

Figure 42: Level of study.

What do you study?
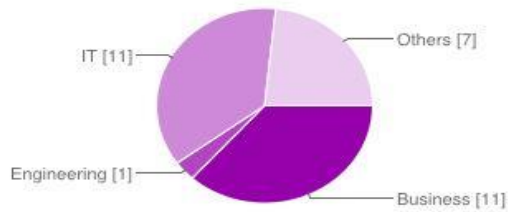
Business	11	37%
Engineering	1	3%
IT	11	37%
Others	7	23%

Figure 43: What do you study.

Do you think that physical appearance affects your decisions when communicating with other?
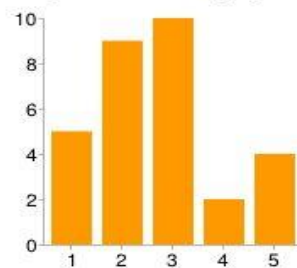
1	5	17%
2	9	30%
3	10	33%
4	2	7%
5	4	13%

Figure 44: Physical appearance.

Do you think that non-verbal communication makes a difference in effective communication?
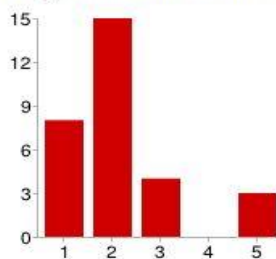
1	8	27%
2	15	50%
3	4	13%
4	0	0%
5	3	10%

Figure 45: Non-verbal communication.

Is having a conversation in a non-conducive environment affect the effectiveness of communication?
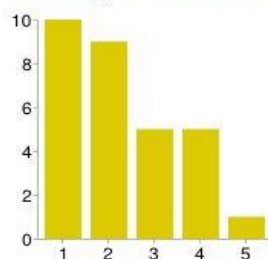
1	10	33%
2	9	30%
3	5	17%
4	5	17%
5	1	3%

Figure 46: Non-conducive environment.

Do you think that starting a conversation without considering your audience can be a barrier of effective communication?

1	7	23%
2	9	30%
3	7	23%
4	5	17%
5	2	7%

Figure 47: Audience.

Do you think making eye to eye contact is good while communicating with others?

1	13	43%
2	9	30%
3	4	13%
4	1	3%
5	3	10%

Figure 48: Eye-to-eye contact.

Do you think that communication can be very effective when talking in person or through a medium?

In person	23	77%
Through a medium	7	23%

Through a med [7]

In person [23]

Figure 49: Way of communication.

Do you think talking to someone who is older or younger than you can be a barrier of effective communication?

1	2	7%
2	12	40%
3	10	33%
4	3	10%
5	3	10%

Figure 50: Age difference.

Do you think perceiving people due to their first impressions is a communication barrier?

1	6	20%
2	12	40%
3	5	17%
4	6	20%
5	1	3%

Figure 51: Perceive people.

Do you think verbal communication can affect the effectiveness of communication?

1	10	33%
2	7	23%
3	8	27%
4	2	7%
5	3	10%

Figure 52: Verbal communication.

Do you think talking to people with accents is a barrier of communication?

1	4	13%
2	9	30%
3	12	40%
4	5	17%
5	0	0%

Figure 53: Accents.

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Do you think the use of jargon can hinder effective communication?

1	6	20%
2	11	37%
3	11	37%
4	2	7%
5	0	0%
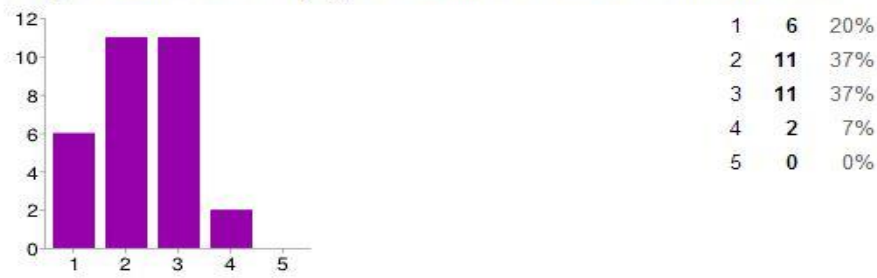
Figure 54: Jargon.

Do you think the use of slang can affect the effectiveness of communication?

1	6	20%
2	11	37%
3	6	20%
4	3	10%
5	4	13%

Figure 55: Slang.

Do you think dialects are barriers of effective communication?

1	5	17%
2	9	30%
3	8	27%
4	4	13%
5	4	13%

Figure 56: Dialect.

Do you think feeling uncomfortable talking to people you just met is a barrier of effective communication?

1	9	30%
2	5	17%
3	5	17%
4	7	23%
5	4	13%

Figure 57: Comfort of speaking.

Do you think the choice of words makes a difference while communicating with others?

1	10	33%
2	13	43%
3	3	10%
4	3	10%
5	1	3%

Figure 58: Choice of words.

Do you think that confirming what you are told is a good thing in effective communication?

1	15	50%
2	9	30%
3	5	17%
4	1	3%
5	0	0%

Figure 59: Confirmation.

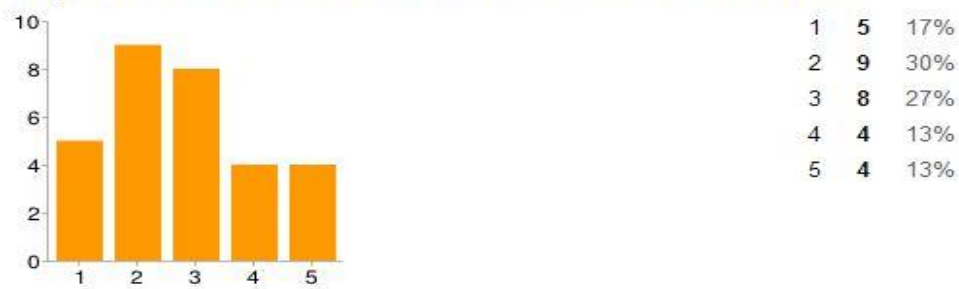**Do you find it hard to communicate with the locals or other foreigners?**

1	6	21%
2	5	17%
3	10	34%
4	1	3%
5	7	24%

Figure 60: Communicating.

Do you think talking to a person of a different race or belief can affect your decisions in communication?

1	1	3%
2	9	30%
3	10	33%
4	6	20%
5	4	13%

Figure 61: Different race and belief.

Do you think talking to your opposite gender can affect your decisions in communication?

1	4	13%
2	8	27%
3	9	30%
4	1	3%
5	8	27%

Figure 62: Different gender.

Do you think your emotions towards other people can alter your decisions when communicating with them?

1	7	23%
2	9	30%
3	7	23%
4	6	20%
5	1	3%

Figure 63: Emotions.

How effective do you think ethnocentrism is when it comes to effective communication?

1	3	10%
2	5	17%
3	9	30%
4	8	27%
5	5	17%

Figure 64: Ethnocentrism

Did you think it is hard to adjust to the cultures in Malaysia?

1	13	39%
2	5	15%
3	7	21%
4	0	0%
5	8	24%

Figure 65: Adjusting to other cultures.

Do you use translations when you do not understand the other language of other people?
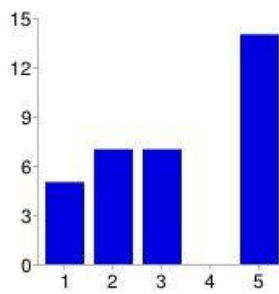
1	5	15%
2	7	21%
3	7	21%
4	0	0%
5	14	42%

Figure 66: Translations.

Do you think that APU has good ideas on how they prepare their events?
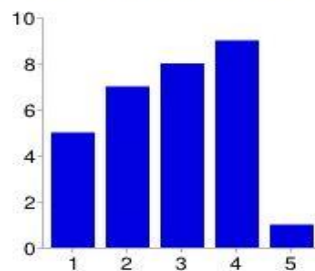
1	5	17%
2	7	23%
3	8	27%
4	9	30%
5	1	3%

Figure 67: APU events.

Do you think telling the receiver when you are not agreeing with them is a barrier of communication?
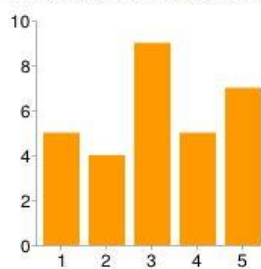
1	5	17%
2	4	13%
3	9	30%
4	5	17%
5	7	23%

Figure 68: Agreement.

Do you think asking your friends to repeat what they said is good thing in effective communication?
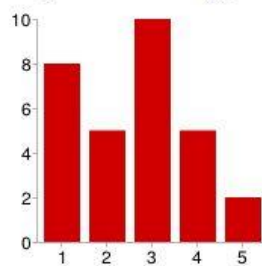
1	8	27%
2	5	17%
3	10	33%
4	5	17%
5	2	7%

Figure 69: Asking for repetition.

Do you think creating conversational goals before you start a conversation is a good thing in effective communication?

1	8	27%
2	11	37%
3	7	23%
4	1	3%
5	3	10%

Figure 70: Conversational goals.

Do you think talking to someone you like changes your judgments in communication?

1	10	33%
2	5	17%
3	7	23%
4	5	17%
5	3	10%

Figure 71: People you like.

Do you think having fears while talking to people can affect the way you communicate?

1	12	40%
2	7	23%
3	4	13%
4	2	7%
5	5	17%

Figure 72: Fears.

Do you think filtering of information can be a barrier to effective communication?

1	1	3%
2	16	53%
3	8	27%
4	5	17%
5	0	0%

Figure 73: Filtering of information.

Do you think settling any disputes with your receiver before communicating is an effective way of communication?

1	7	23%
2	11	37%
3	9	30%
4	2	7%
5	1	3%

Figure 74: Settling disputes.

Do you think talking to a person with a lower intellectual level than you is a barrier of effective communication?

1	7	23%
2	7	23%
3	6	20%
4	8	27%
5	2	7%

Figure 75: Intellectual levels.

Do you think the level of education should be a factor in effective communication?

1	7	23%
2	9	30%
3	9	30%
4	3	10%
5	2	7%

Figure 76: Level of education.

Do you think that being deceitful or dishonest can cause a problem to effective communication?

1	12	40%
2	7	23%
3	4	13%
4	6	20%
5	1	3%

Figure 77: Deceitfulness and dishonesty.

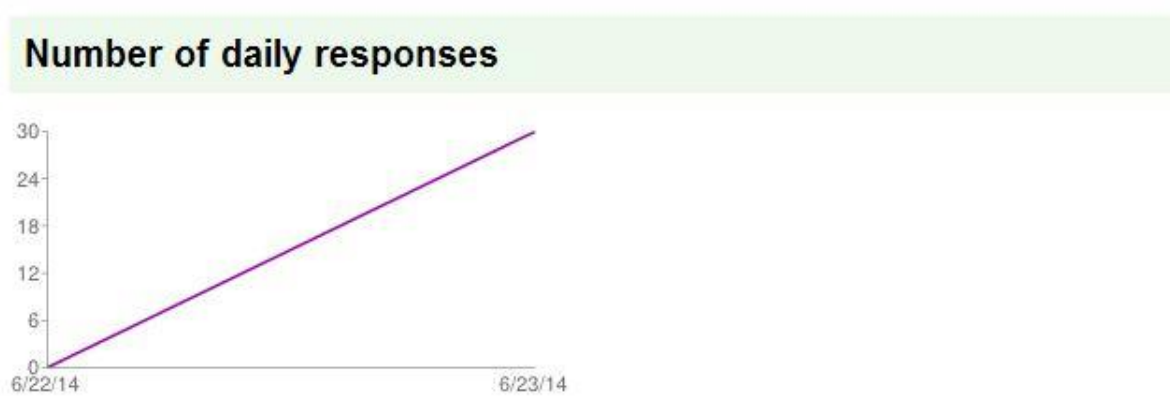The number of daily responses:

Figure 78: Responses.

References:

- Lecture notes.
- LTDI. (1999). *Questionnaire: Advantages and Disadvantages.* Available: http://www.icbl.hw.ac.uk/ltdi/cookbook/info_questionnaires/. Last accessed: 24/06/2014.