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The ten principles of the
United Nations Academic Impact Initiative (UNAI):

Can Personal Endorsement be predicted from Value
Orientations and Globalization?

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Overview

- Motivation and Introduction
- Basics
- Study
- Results
- Outlook

Motivation



- ➔ Promotion of a worldwide initiative and mission
- ➔ Cooperation of Higher education institutes to play a more active role in globalization



Can Personal Endorsement be predicted from Value Orientation and Globalization?

- ➔ study aimed at predicting the scores (attitudes) on UNAI ten principles
- ➔ Globalization and culture-sensitive approach
- ➔ Moral foundations theory – differences across cultures

Participants

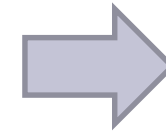
976 Students from universities or post-graduate educational institutes

Austria | China | Cyprus | India | Nigeria | Slovak Republic

Study | Questionnaires

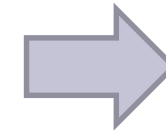


**UNAI principles
education**



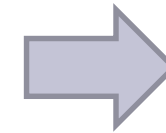
UNAI 10 scales
self-report questionnaire

Moral foundations



MFQ
Graham, Haidt & Nosek

Globalization



**Globalization/
Westernization**
Redfern & Crawford

Study | Questions regarding UNAI principles

- ➔ Do moral attitudes and the personal degree of globalization predict the endorsement?
- ➔ Does a higher degree of personal globalization predict a higher endorsement?

Study Results | Descriptive Statistics



Descriptive Statistics of Results¶

¶

	UNAI		Globalization		MFQ·Relevance		MFQ·Judgment	
Country	M	SD	M	SD	M	SD	M	SD
Austria	4.01	0.57	4.38	0.99	2.87	0.54	2.97	0.62
China	4.10	0.77	3.36	0.85	3.00	0.65	3.30	0.60
Cyprus	4.24	0.42	4.60	0.97	3.46	0.65	3.53	0.66
India	4.03	0.42	2.55	0.92	2.77	0.72	3.73	0.73
Nigeria	4.10	0.53	3.12	0.99	3.59	0.85	3.98	0.61
Slovakia	3.72	0.54	4.04	0.82	3.30	0.71	3.59	0.61

¶

Study | Results of Austria



	Non-Standardized Coefficients		Standardized Coefficients		Sig.
	B	Standard Error	Beta	t	
(Constant)	3.783	.178		21.203	.000
Gender	-.046	.070	-.036	-.654	.514
Age	.010	.004	.141	2.479	.014
Experience	.089	.033	.155	2.718	.007
Interest	.055	.032	.096	1.741	.083
English	-.051	.031	-.088	-1.629	.105
<u>Conservatism</u>	-.058	.036	-.099	-1.602	.111
<u>Empathy</u>	.081	.035	.139	2.298	.022
Group welfare	.003	.033	.005	.090	.929
<u>Traditionalism</u>	-.104	.038	-.178	-2.706	.007
<u>Liberalism</u>	.203	.034	.350	6.070	.000

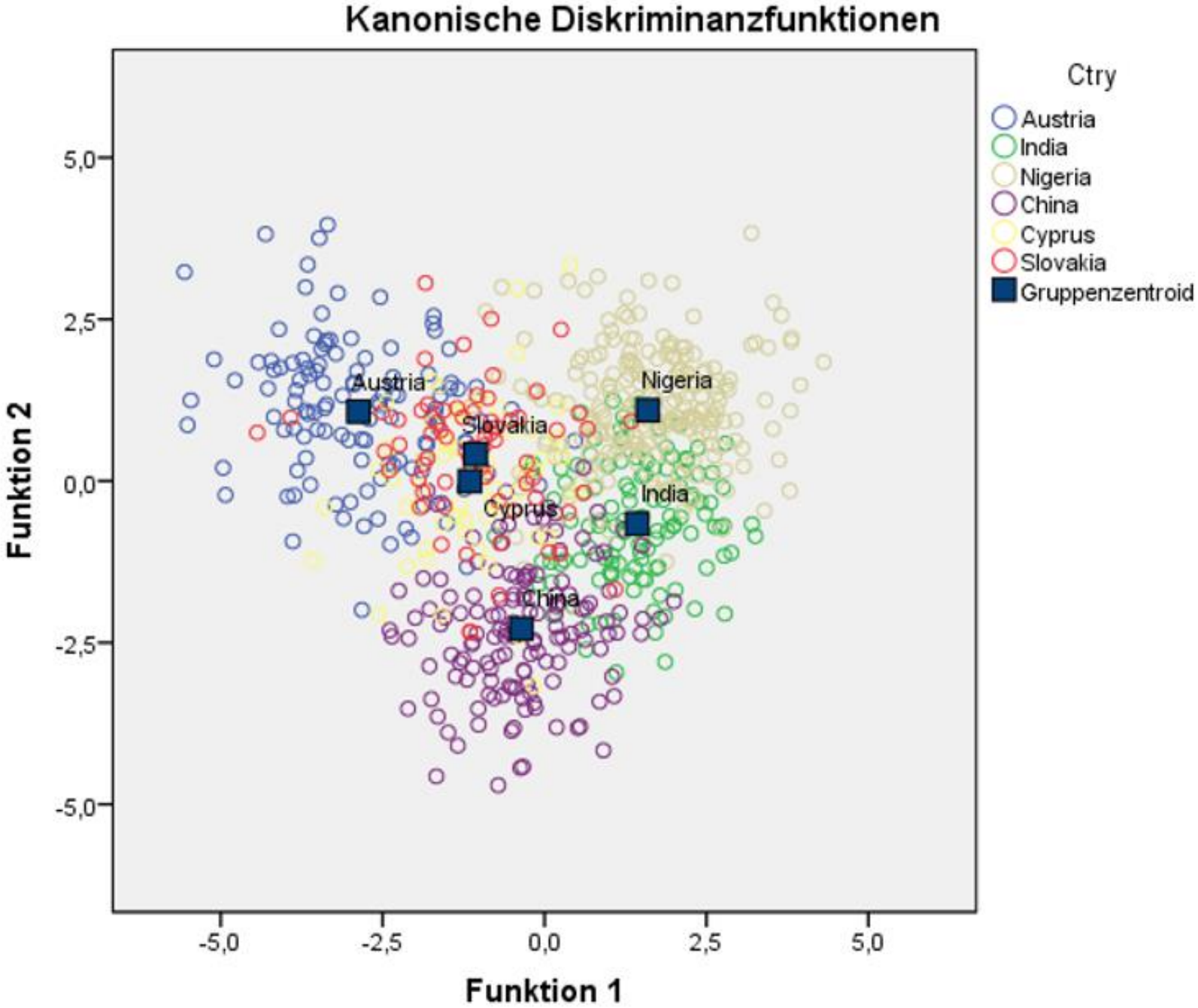
Table 3 Linear Regression Model Predicting the Score on the UNAI-Scale (Austria)

Total R² = .34

Study Results | Discriminant Functions



Scatterplot of Discriminant Functions 1 and 2: Group Differences



Conclusion



- scores on UNAI can be predicted by the personal degree of globalization (Austria, Nigeria), but only partially (Cyprus, India), not for Slovak Republic and China
- „Globalization degree“: global experience, global interest and English knowledge
- “Liberalism” predict higher scores on UNAI scales
- “Global experience” predict UNAI scores

Conclusion / Limitations



- Differentiation of possible predictors in individualistic or collectivistic cultures (moral attitudes/personal values)
- Limitation - restricted number of cultures included
- Limitation - educational values – teachers and parents not included

Outlook

- UNAI Policy, cultural specificities should be taken into consideration
- Sensibility for cultural aspects / globalization
- local experts should communicate UNAI standards



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