

Intercultural Relations in a Prairie City

Robert C. Annis

Research Affiliate, Rural Development Institute, Brandon University, Canada

Ryan Gibson

Doctoral Candidate, Department of Geography, Memorial University, Canada

John Berry

Professor Emeritus, Department of Psychology, Queen's University, Canada

Presented at Canadian Psychology Association
Annual Convention
Toronto, Ontario | June 2011



- Welcoming Communities
 - Immigration and Rural Development
 - Welcoming Community Hallmarks
 - Case study of Brandon, Canada
- Mutual Intercultural Relations in Plural Societies (MIRIPS)
 - Main Variables
 - Means of Main Variables
 - Hypotheses
 - Findings
- Conclusions



Immigration: A Component of Rural Development Strategies

- Immigration serves as a community economic development strategy:
 - To address declining populations
 - To revitalize and diversify rural communities
 - To attract higher skilled workers and workers to fill labour demands
- Rural lifestyle can be attractive to newcomers, but attraction, settlement and retention efforts are required.



Brandon, Manitoba Population 41,511

- 1999: Maple Leaf Foods (MLF) pork processing plant opened
- 2001: MLF began foreign recruitment in Mexico; later in China
- 2007: Highest rate of immigration growth in Manitoba
- 2009: Approximately 1,500 international recruits employed at MLF
 - 70% of employees are international recruits
 - From Mexico, El Salvador, Colombia, China, Mauritius and Ukraine



Hallmarks of a Welcoming Community

- Respects diversity
- Has accessible public services
- Has a range of educational opportunities
- Promotes health and wellness for all
- Is safe and talks about it
- Invites newcomers to share leisure time activities
- Acknowledges faith and spirituality

National Working Group on Small Centre Strategies. 2007: p. 75



Brandon Survey Overview: Welcoming Community and MIRIPS Project

- Interviews with recent immigrants and long-term residents concerning the characteristics of a welcoming community and intercultural relations
- Themes include:
 - Housing and Neighbourhoods
 - Service provision
 - Education and Employment
 - Multicultural Ideology
 - Tolerance/Prejudice
 - Attitudes Towards Immigration



Brandon Sample Description

Variable	Canadian Long Term Residents	Latin American New Residents	Chinese New Residents
N	138	93	96
% Male	30	76	60
% Female	70	24	40
Mean Age	49.4	33.5	32.5
Average length of residency in Brandon	27.9 years	1.8 years	2.3 years

Although a gender imbalance was recorded in each sample the means of variables by gender among each sub-sample did not vary.



Is Brandon Welcoming?

Brandon is...

- A welcoming community:
 - Over 80% of Canadian long-term residents agree
 - Over 90% of Chinese and Latin American new residents agree
- A good place to live:
 - 99% of Canadian long-term residents agree
 - 100% all Latin American new residents agree
 - 71% of Chinese new residents agree
- A good place to raise a family:
 - 97% of Canadian long-term and Latin American residents agree
 - 43% of Chinese new residents agree

However....



Selected Difficulties Experienced in Brandon

	Canadian Long Term Residents	Latin American New Residents	Chinese New Residents
Obtaining housing	4%	17%	35%
Finding foods you enjoy	4%	14%	25%
Communicating with people of different ethnic groups	6%	11%	31%
Dealing with climate	12%	18%	23%
Understanding ethnic and cultural differences	1%	7%	35%



**BRANDON
UNIVERSITY**
Founded 1859



**RURAL
DEVELOPMENT
INSTITUTE**

Mutual Intercultural Relations in Plural Societies



**BRANDON
UNIVERSITY**

Founded 1899



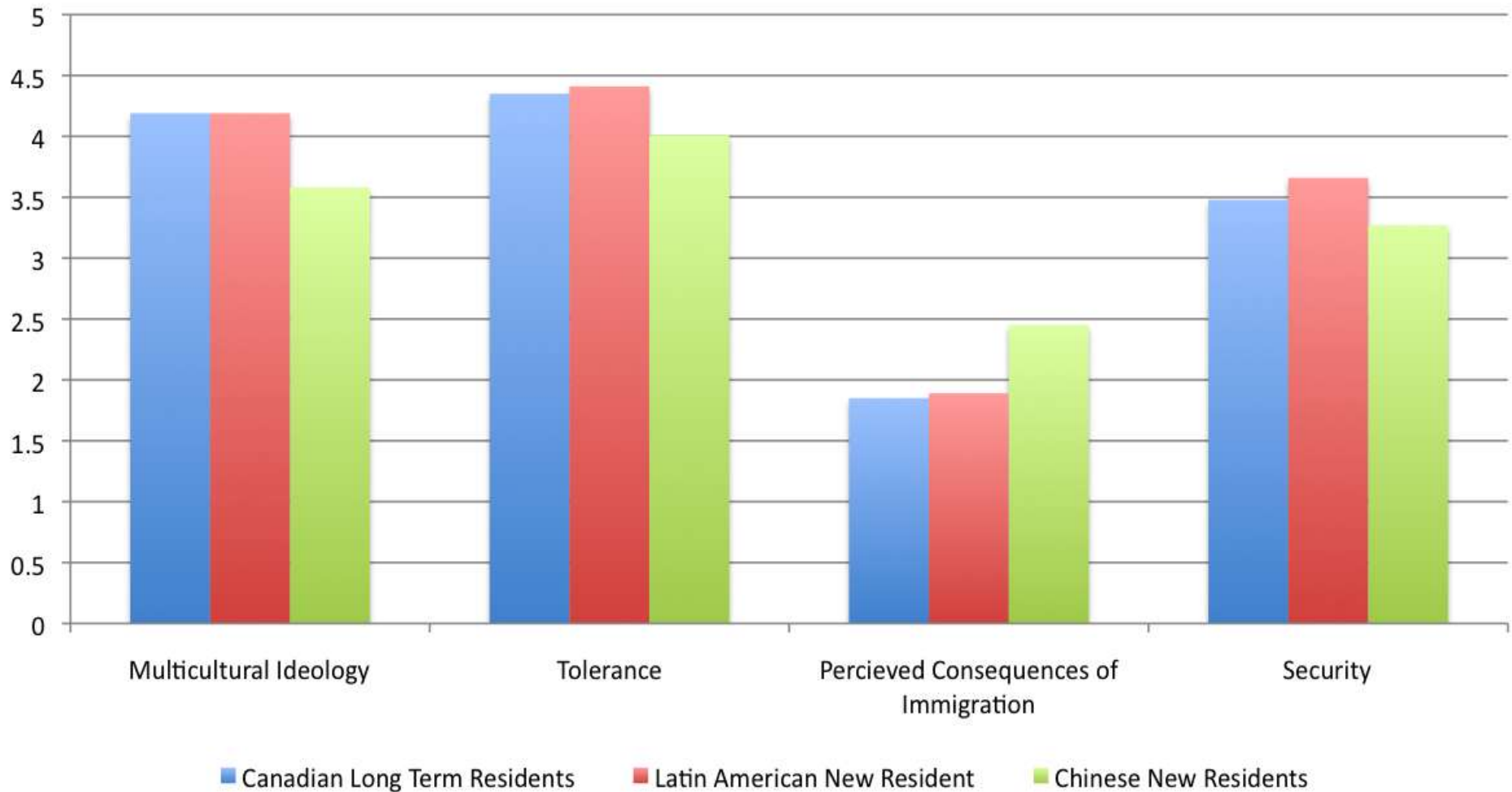
**RURAL
DEVELOPMENT
INSTITUTE**

Main Variables in the MIRIPS Project

1. **Multicultural Ideology (MCI)**: the degree to which people value cultural diversity and intercultural contact
2. **Tolerance (TOL)**: the degree of acceptance of 'others'
3. **Perceived Consequences of Immigration (PCI)**: the perceived negative consequences of immigration (Negative)
4. **Security (SEC)**: the degree to which individuals feel secure in their cultural identity, and in their economic and personal situations
5. **Self Esteem (SE)**: the degree that individuals value themselves
6. **Life satisfaction (LS)**: the degree to which individuals are satisfied with their lives
7. **Psychological Problems (PP)**: the extent to which individuals experience problems such as anxiety, sadness (Negative)
8. **Sociocultural Competence (SC)**: the degree to which individuals are able to master situations in their daily lives
9. **Integration (INT)**: the degree to which individuals believe that people should be allowed to maintain their heritage cultures and to participate in the larger society
10. **Assimilation (ASM)**: the degree to which individuals believe that people should give up their heritage cultures and become incorporated into the larger society
11. **Separation (SEP)**: the degree to which individuals believe that people should maintain their heritage cultures, and do so with little involvement with the larger society
12. **Perceived Discrimination (PD)**: the degree to which individuals experience discrimination against themselves or their groups



Means of *Acceptance of Others* Variables by Subsample



Variations in *Acceptance of Others*

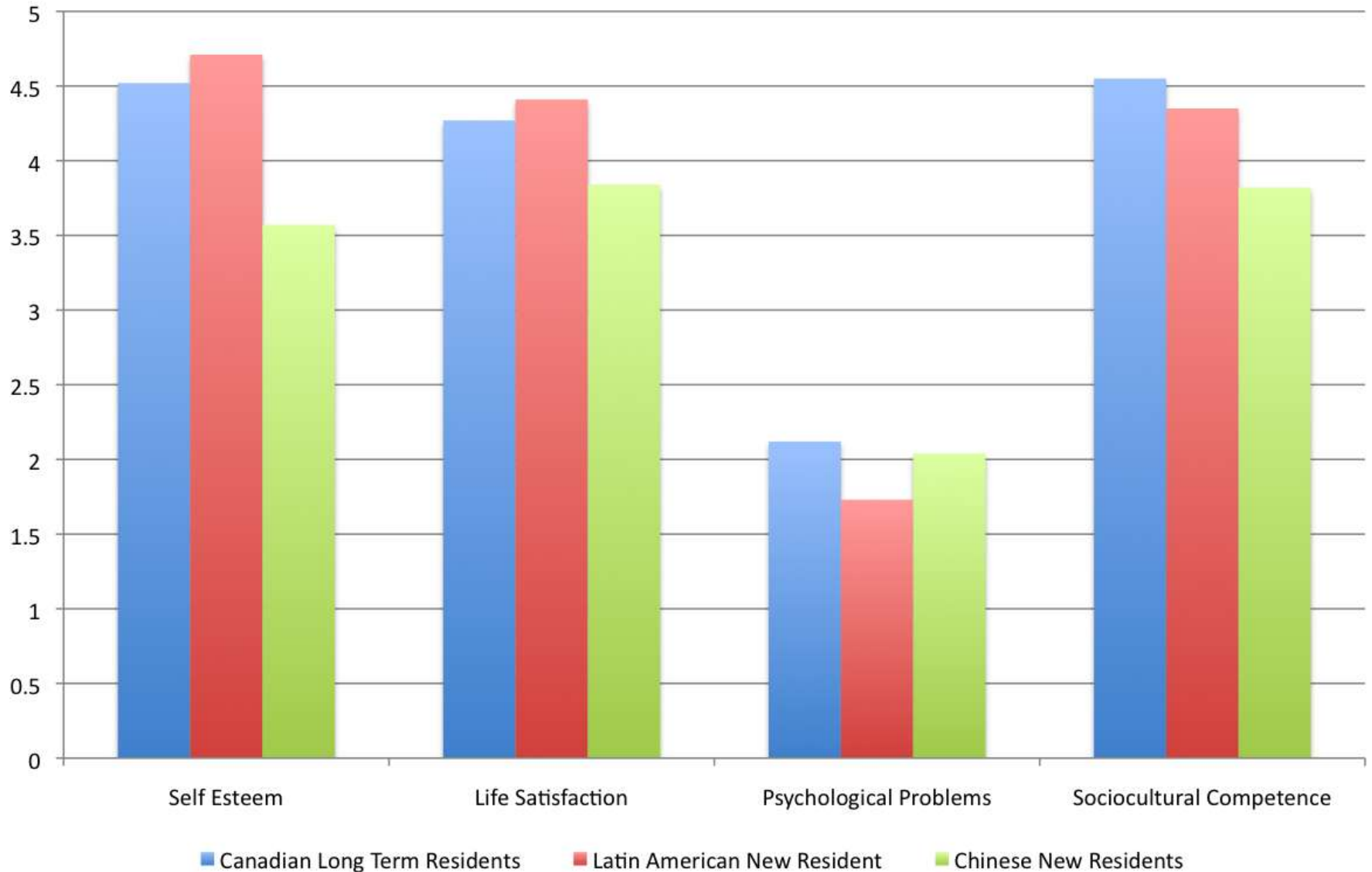
There are no significant variations across the three samples in the group of four variables that indicate *Acceptance of Others*:

- *Multicultural ideology*
- *Tolerance*
- *Perceived Consequences of Immigration*
- *Security*

However, there is a tendency for the Chinese sample to be less in favour of Multiculturalism, less Tolerant, and to perceive more negative Consequences for Immigration.



Means of *Wellbeing* Variables by Subsample



Variations in *Wellbeing*

There are also no significant variations across the three samples in the group of four variables that indicate *Wellbeing*:

- *Self esteem*
- *Life Satisfaction*
- *Psychological problems*
- *Sociocultural Competence*

However, there is a tendency for the Chinese sample to have lower Self Esteem, Life Satisfaction, and Sociocultural Competence

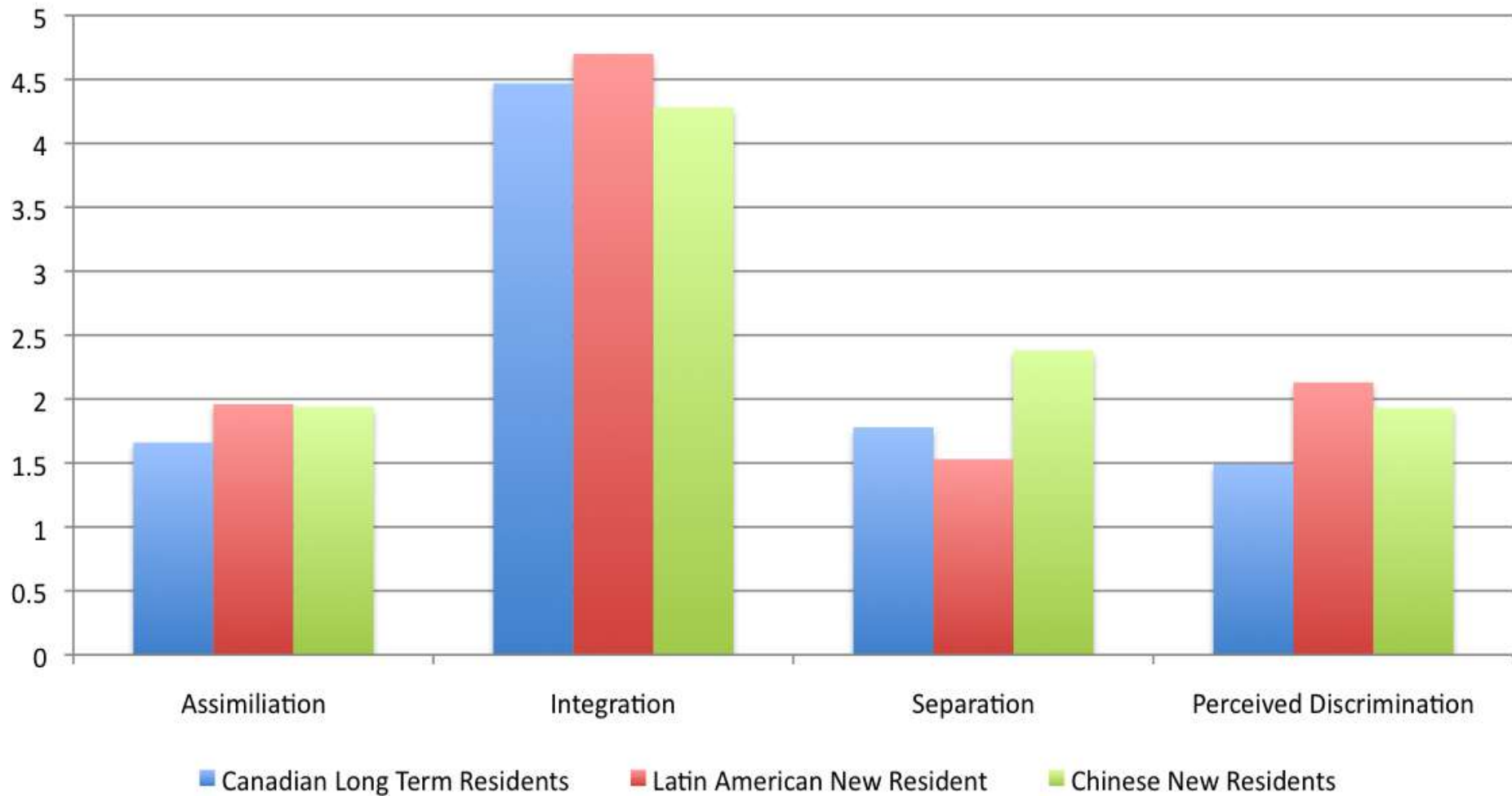


**BRANDON
UNIVERSITY**
Founded 1899



RURAL
DEVELOPMENT
INSTITUTE

Means of *Acculturation Variables* by Subsample



Variations in Acculturation Expectations and Attitudes

- There are no significant variations across the three samples in the variables that indicate acculturation expectations (for the Canadian LTR) and acculturation attitudes (for the Latin American and Chinese samples)
- The usual finding with LTR expectations and immigrants' attitudes is replicated: the mean preferences for Integration are higher than for Assimilation or Separation
- There is a tendency for the Chinese sample to prefer Separation, compared to the other two samples
- There is a tendency for Perceived Discrimination to be higher in the two immigrant samples



In MIRIPS, two hypotheses are examined:

1. Multiculturalism Hypothesis :

When people feel secure in their cultural identities and in their economic and personal situations, they will accept others. That is, Acceptance of Others (high MCI, and TOL and low PCI) will be associated with Security.

2. Integration Hypothesis:

People will have a high degree of Wellbeing when they prefer Integration rather than Assimilation or Separation. That is, Wellbeing (high SE, LS and SC, and low PP) will be associated with a preference for Integration



FACTOR ANALYSES

- Data from each sample was subjected to Principal Component Factor Analysis
- For each sample, a two factor solution was indicated
- Percentage variance accounted for is:

	Factor		Total
	I	II	
Canadian Long Term	24.3	17.7	42.0
Latin American	22.9	14.9	37.8
Chinese	26.9	10.9	37.9

FACTOR ANALYSIS: Canadian LTR Sample

Variables	Factors	
	I	II
SE	.80	
LS	.80	
PP	-.75	
SC	.68	
PD	-.40	
MCI		.86
TP		.79
PCI		-.79
SEC		.62
INT	.46	
ASS		-.56
SEP	-.43	
ID-E	.13	
ID-N	.33	



**BRANDON
UNIVERSITY**
Founded 1899



RURAL
DEVELOPMENT
INSTITUTE

FACTOR ANALYSIS: Latin American Sample

Variables	Factors	
	I	II
SE	.40	
LS	.76	
PP	-.63	
SC	.63	
PD		.24
MCI		-.66
TP		-.48
PCI	-.59	
SEC	.43	.42
INT	.53	
ASS		.71
SEP	-.59	
ID-E	-.31	-.54
ID-N	.54	.47



**BRANDON
UNIVERSITY**
Founded 1899



RURAL
DEVELOPMENT
INSTITUTE

FACTOR ANALYSIS: Chinese Sample

Variables	Factors	
	I	II
SE		.59
LS		.59
PP		-.68
SC		.79
PD	-.66	
MCI	.55	
TP	.79	
PCI	-.74	
SEC	.42	
INT	.62	
ASS	-.17	
SEP	-.33	
ID-E	-.30	.17
ID-N	.20	-.38



**BRANDON
UNIVERSITY**
Founded 1899



RURAL
DEVELOPMENT
INSTITUTE

Multiculturalism Hypotheses: Factor Analysis

- In two of the three samples, the three variables of MCI, TOL, and PCI come together to form a factor, which we call *Acceptance of Others*. (In the Latin American sample, PCI does not load)
- In all three samples, this factor is related to Security
- That is, feeling Secure is related to the Acceptance of Others
- This pattern supports the Multiculturalism Hypothesis



Integration Hypothesis: Factor Analysis

- All four Wellbeing variables (SE, LS, PP, SC) come together in all three samples to support the existence of a Wellbeing factor
- This factor is generally associated positively with Integration, and negatively with Separation. (But in the Chinese sample, Wellbeing is not associated with Integration)
- That is, Integration (but not Separation or Assimilation) is associated with greater Wellbeing
- This pattern supports the Integration Hypothesis



Role of Perceived Discrimination

- In most intercultural research, perceived discrimination plays an important role in the *Acceptance of Others* and *the Wellbeing* domains
- In the present study, PD is related to both sets of variables, but in different ways across the three samples.
- In the Canadian LTR sample, PD is related positively to Wellbeing: being treated well is associated with feeling well.
- In the two migrant samples, PD is related negatively to Acceptance of Others, supporting the Reciprocity Hypothesis: When individuals are treated negatively, they in turn treat others negatively.



- These two migrant samples represent a departure from the usual research with immigrants who have come to settle permanently in a new society
- Despite this novelty, the usual pattern of means, and correlations among the core variables is largely replicated
- Continuing analyses are being carried out in an attempt to better understand the dynamics of intercultural relations in this unique setting



Conclusions

- Canadian immigration policy for small communities requires continued attention from researchers and policy makers.
- We can not generalize urban immigration research to rural communities, however, the multiculturalism and integration hypotheses generated in urban settings seem to be substantially confirmed in this rural area



Contact Information



- Robert C. Annis
annis@brandonu.ca
- Ryan Gibson
r.gibson@mun.ca
- John Berry
berrymj@kos.net

Rural Development Institute

www.brandonu.ca/rdi



Appendix to Presentation



**BRANDON
UNIVERSITY**

Founded 1899



**RURAL
DEVELOPMENT
INSTITUTE**

Multicultural Hypothesis Correlations

1. Multiculturalism Hypothesis :

When people feel secure in their cultural identities and in their economic and personal situations, they will accept others. That is, Acceptance of Others (high MCI, and TOL and low PCI) will be associated with Security.

Variables	Canadian Long Term Residents	Latin American New Residents	Chinese New Residents
MCI x TOL	.56**	.23*	.36**
MCI x PCI	-.55**	-.13	-.24*
TOL x PCI	-.63**	-.28**	-.48**
SEC x MCI	.46**	.05	.21*
SEC x TOL	.42**	-.18	.23*
SEC x PCI	-.54**	-.26	-.42**

* Correlations significant at the 0.05 level (2-tailed)

** Correlations significant at the 0.01 level (2-tailed)



BRANDON
UNIVERSITY
Founded 1899



RURAL
DEVELOPMENT
INSTITUTE

Multiculturalism Hypothesis: Correlations

- An important first issue is whether the main Acceptance variables cohere in all three samples.
- As expected, in all three samples: MCI and TOL correlate positively; MCI and PCI correlate negatively; and TOL and PCI correlate negatively.
- This pattern provides a degree of convergent validity across the Acceptance variables.
- Our main interest is whether the multiculturalism hypothesis is supported in all samples.
- Correlations between Security and MCI are positive, and between Security and PCI are negative, in all three samples.
- While there is a positive correlation between Security and TOL in two of the samples, there is a negative correlation (but ns) in the Latin American sample.



Integration Hypothesis: Correlations with Perceived Discrimination

Variables	Canadian Long Term Residents	Latin American New Residents	Chinese New Residents
PD x SE	-.08	-.19	-.27*
PD x LS	-.14	-.23*	-.48**
PD x PP	.24*	.22*	.30**
PD x SC	-.42**	-.18	-.28**

* Correlation significant at the 0.05 level (2-tailed)

** Correlation significant at the 0.01 level (2-tailed)



Integration Hypothesis: Correlations

Variables	Canadian Long Term Residents		
	Integration	Assimilation	Separation
SE	.20*	-.18*	-.15
LS	.15	-.02	-.10
PP	-.05	.03	.12
SC	.05	-.02	-.15

Variables	Latin American New Residents		
	Integration	Assimilation	Separation
SE	.23*	-.15	-.03
LS	.38**	.10	-.06
PP	.03	.18	-.01
SC	.13	-.07	.15

Variables	Chinese New Residents		
	Integration	Assimilation	Separation
SE	.23*	-.06	-.08
LS	.32**	.01	-.09
PP	-.22*	-.11	.30**
SC	.27	-.09	-.28**

* Correlations significant at the 0.05 level (2-tailed)*

** Correlations significant the 0.01 level (2-tailed)



**BRANDON
UNIVERSITY**
Founded 1899



**RURAL
DEVELOPMENT
INSTITUTE**

Integration Hypothesis: Correlations with Perceived Discrimination

- The correlations between Perceived Discrimination and Wellbeing (and Security) highlight the importance of the experience of Discrimination in achieving Wellbeing and a sense of Security.
- Discrimination lowers Self Esteem, Life satisfaction, Sociocultural Competence and Security, while increasing the likelihood of experiencing Psychological Problems.
- This pattern is particularly strong on the Chinese sample, but is also present for the Latin American, and Canadian samples.



Integration Hypothesis: Correlations

- In all three samples, Integration is associated with the Wellbeing variables in the direction predicted by the hypothesis.
 - This association is particularly evident for Self Esteem and Life Satisfaction.
 - That is, those who seek to integrate have higher level of Wellbeing
- In all three samples, Perceived Discrimination is correlated with Psychological Problems and Sociocultural Competence.
 - That is, the more the discrimination, the lower the Wellbeing.



Means of Variables by Gender – Canadian Sample

Variable	Canadian Long Term Residents				
	All	Male	Female	F Value	Sig
MCI	4.19	4.01	4.27	3.808	.029
TOL	4.35	4.14	4.43	1.857	.008
PD	1.49	1.45	1.50	0.695	.682
PCI	1.85	1.98	1.80	4.617	.134
SEC	3.48	3.58	3.44	3.217	.154
SE	4.52	4.52	4.51	0.033	.946
LS	4.27	4.36	4.23	0.021	.332
PP	2.12	2.04	2.15	0.488	.216
SC	4.55	4.58	4.54	0.940	.529
Assim	1.66	1.82	1.59	0.019	.016
Integ	4.47	4.45	4.48	0.001	.746
Separ	1.78	1.74	1.79	2.710	.583

Means of Variables by Gender – Latin American Sample

Variable	Latin American New Residents				
	All	Male	Female	F Value	Sig
MCI	4.19	4.17	4.25	3.226	.615
TOL	4.41	4.43	4.29	1.199	.221
PD	2.13	2.19	1.92	3.654	.214
PCI	1.89	1.88	1.92	0.489	.749
SEC	3.66	3.64	3.42	0.956	.772
SE	4.71	4.67	4.74	0.859	.634
LS	4.41	4.37	4.52	2.415	.427
PP	1.73	1.69	1.89	3.902	.066
SC	4.35	4.35	4.34	0.790	.895
Assim	1.96	1.97	1.92	0.0554	.774
Integ	4.70	4.70	4.69	0.181	.955
Separ	1.53	1.54	1.67	0.767	.731

Means of Variables by Gender – Chinese Sample

Variable	Chinese New Residents				
	All	Male	Female	F Value	Sig
MCI	3.58	3.60	3.54	0.202	.888
TOL	4.01	3.97	4.01	0.592	.363
PD	1.93	1.96	1.89	1.102	.594
PCI	2.45	2.45	2.44	0.052	.877
SEC	3.27	3.13	3.20	0.544	.263
SE	3.57	3.56	3.58	0.291	.784
LS	3.84	3.79	3.93	0.241	.406
PP	2.04	2.06	2.01	0.401	.646
SC	3.82	3.79	3.86	1.599	.585
Assim	1.94	2.00	1.85	0.645	.184
Integ	4.28	4.25	4.32	1.209	.641
Separ	2.38	2.32	2.45	0.166	.216

Means of Main Variables by Subsample and Gender

Variable	Canadian Long Term Residents			Latin American New Residents			Chinese New Residents			F Value	Sig
	All	Male	Female	All	Male	Female	All	Male	Female		
MCI	4.19	4.01	4.27	4.19	4.17	4.25	3.58	3.60	3.54	43.462	.000
TOL	4.35	4.14	4.43	4.41	4.43	4.29	4.01	3.97	4.01	18.875	.000
PD	1.49	1.45	1.50	2.13	2.19	1.92	1.93	1.96	1.89	20.05	.000
PCI	1.85	1.98	1.80	1.89	1.88	1.92	2.45	2.45	2.44	36.189	.000
SEC	3.48	3.58	3.44	3.66	3.64	3.42	3.27	3.13	3.20	7.734	.001
SE	4.52	4.52	4.51	4.71	4.67	4.74	3.57	3.56	3.58	191.468	.000
LS	4.27	4.36	4.23	4.41	4.37	4.52	3.84	3.79	3.93	14.638	.000
PP	2.12	2.04	2.15	1.73	1.69	1.89	2.04	2.06	2.01	18.645	.000
SC	4.55	4.58	4.54	4.35	4.35	4.34	3.82	3.79	3.86	76.815	.000
Assim	1.66	1.82	1.59	1.96	1.97	1.92	1.94	2.00	1.85	9.336	.000
Integ	4.47	4.45	4.48	4.70	4.70	4.69	4.28	4.25	4.32	11.861	.000
Separ	1.78	1.74	1.79	1.53	1.54	1.67	2.38	2.32	2.45	66.884	.000

Detailed Description of Variables



**BRANDON
UNIVERSITY**

Founded 1899



**RURAL
DEVELOPMENT
INSTITUTE**

Multicultural Ideology (MCI)

- **Definition:** the degree to which people value cultural diversity and intercultural contact.
- **Items in Scale:** 9
- **Sample questions:**
 - A society that has a variety of ethnic and cultural groups is more able to tackle new problems as they occur.
 - A society that has a variety of ethnic or cultural groups has more problems with national unity than societies with one or two basic cultural groups.



- **Definition:** the degree of acceptance of 'others'
- **Items in Scale:** 11
- **Sample questions:**
 - It is a bad idea for people of different races/ethnicities to marry one another.
 - It is good to have people from different ethnic and racial groups living in the same country.



Perceived Consequences of Immigration (PCI)

- **Definition:** the perceived negative consequences of immigration
- **Items in Scale:** 11
- **Sample questions:**
 - With more immigration [national/regional] people would lose their identity
 - Immigration tends to threaten Canadian culture.



- **Definition:** the degree to which individuals feel secure in their cultural identity, and in their economic and personal situations.
- **Items in Scale:** 11
- **Sample questions:**
 - There is room for a variety of languages and cultures in this country.
 - This country is prosperous and wealthy enough for everyone to feel secure.



- **Definition:** the degree that individuals value themselves
- **Items in Scale:** 10
- **Sample questions:**
 - On the whole, I am satisfied with myself.
 - I feel I have not much to be proud of.



- **Definition:** the degree to which individuals are satisfied with their lives
- **Items in Scale: 5**
- **Sample questions:**
 - In most ways my life is close to my ideal.
 - So far I have got the important things I want in life.



Psychological Problems (PP)

- **Definition:** the extent to which individuals experience problems such as anxiety and sadness
- **Items in Scale:** 15
- **Sample questions:**
 - I feel tired
 - I feel short of breath even when not exerting myself.
 - I am worried about something bad happening to me.



Sociocultural Competence (SC)

- **Definition:** the degree to which individuals are able to master situations in their daily lives
- **Items in Scale:** 20
- **Sample questions:**
 - Please indicate how much difficulty you experience living here in the community in each of these areas:
 - Making friends
 - Using the transport system
 - Understanding jokes and humour



- **Definition:** the degree to which individuals believe that people should be allowed to maintain their cultures and to participate in the larger society.
- **Items in Scale:** 4
- **Sample questions:**
 - It is important to me to be fluent in both [national language] and in [ethnic language]
 - I feel that [ethnic group] should maintain our own cultural traditions but also adopt those of [national]

- **Definition:** the degree to which individuals believe that people should give up their cultures and become incorporated into the larger society.
- **Items in Scale:** 4
- **Sample questions:**
 - I prefer social activities which involve Canadians only
 - I feel that [ethnic group] should adopt the Canadian cultural traditions and not maintain those of our own

- **Definition:** the degree to which individuals believe that people should maintain their cultures, and do so with little involvement with the larger society.
- **Items in Scale:** 4
- **Sample questions:**
 - I feel that [ethnic group] should maintain our own cultural traditions and not adapt to those of Canada.
 - I prefer social activities which involve [ethnic group] members only

Perceived Discrimination (PD)

- **Definition:** the degree to which individuals experience discrimination against themselves or groups
- **Items in Scale:** 4
- **Sample questions:**
 - I think that others have behaved in an unfair or negative way towards my [ethnic/national] group
 - I don't feel accepted by [ethnic/national] group



6. Intercultural Relations Issues

Within this domain are a number of inter-related phenomena:

1. Attitudes towards specific groups (ingroup, outgroup and positive reference group),
2. General attitudes towards ethnocultural and immigrant groups: prejudice and tolerance,
3. General attitudes towards diversity and multiculturalism.

In many studies, while these three variables are conceptually distinct, they are empirically entwined.

These three domains have been examined in relation to the :

- *Integration Hypothesis,*
- *Multiculturalism Hypothesis,*
- *Contact Hypothesis.*



6. Intercultural Hypothesis 1.

Integration Hypothesis

- As noted above, in relation to acculturation issue 1, Integration is often the strategy that leads to better adaptation.
- A possible explanation is that those who are ‘doubly engaged’ with their cultures, receive support and resources from both, and are competent in dealing with both cultures.



**BRANDON
UNIVERSITY**
Founded 1899



**RURAL
DEVELOPMENT
INSTITUTE**

6. Intercultural Hypothesis 2

Multiculturalism Hypothesis

The Canadian Multiculturalism Policy (1971, 1988) contained a core proposal, which we called the *multiculturalism hypothesis*.

In the words of the policy, freedom from discrimination “must be founded on confidence in one’s own individual identity”.



**BRANDON
UNIVERSITY**
Founded 1859



**RURAL
DEVELOPMENT
INSTITUTE**