Service-Learning as an Outcome Based Education in Establishing Credibility and Peace Building in Globalization

Kano Yamamoto
International Christian University
June 9, 2011

3rd Asia-Pacific Regional Conference on Service-Learning
Lingnan University, Hong Kong
Analytical Framework for Globalization

Two Streams of Globalization

In order to provide a useful analytical framework for globalization, it is important to understand globalization as two main streams: Market value globalization and human value globalization.

The conceptual framework for establishing credibility and trust under globalization is illustrated in figure 1.
Figure 1: Conceptualization
Establishing Credibility and Trust under Globalization

Globalization of Market Values → Economic Efficiency and Growth → Restoring Business Ethics, Corporate Governance, Responsibility

Problems of Globalization:
- Market Failure
- Volatility
- Identity Crisis
- Inequity
- Mistrust

Globalization of Human Values → Human Security, Equity, Justice, Environment

Restoring Sense of Service, Mission, Justice, Human Dignity, Effectiveness

Background of Globalization:
- Deregulation & Liberalization
- Innovation in IT
- End of Cold War

Tension

Restoring Education System:
- Holistic View
- Human Ethics
- Efficiency
- Justice
- Trust

Liberal Arts Education → Service-Learning

©Kano Yamamoto
Market Value Globalization

• Market value globalization is the economic and financial globalization of all kinds of market transactions that take place around the world.

• Liberalization and deregulation of economic transactions encouraged economic growth and efficiency in such a way that now only competitive goods and services can succeed in the world market.

• Market value globalization often result in overshooting targets or in volatility, which is regarded as “market failure”.
Second type of globalization is human value globalization. It is a globalization of the way people think and behave throughout the world. It has also become evident with the liberalization of information flow and with technological innovations.

The United Nations, the international community, civil society and world media have promoted human value norms for human rights, human security, environmental protection, sustainable development, gender equity and poverty alleviation.

It promotes human security, justice, equity, and environment.
Risks and Problems of Globalization

• Both market value and human value globalizations can lead to major problems. First both type of globalization bring volatility. Under globalization, there are risks that superficial, simplified value or behavior patterns will form trends, and that trends will cross national and cultural boundaries to spread rapidly throughout the world.

• This quickly changing information about new values and behavior affects the expectations of people around the world, and these people act in accordance with their understanding of the information.
Risks and Problems of Globalization (2)

• A second problem is that both market value globalization and human value globalization can bring about human identity crises.

• Since globalization is defined as a situation in which common economic or human values spread beyond national and cultural borders, traditional values (culture, way of life, and economic system) are forced to change rapidly, and such a change can cause a crisis of identity for people and the community in question.

• Such an identity crisis might be regarded as hindering the development of peace and security.
Establishing Credibility under Globalization

• In order to reduce the problems and risks of globalization, we need to establish trust and credibility among individuals, companies, and nonprofit organizations.

• In other words, it is critically important to establish interrelated value norms (such as trust, credibility, ethics, and justice) among people in the global community. In a closed traditional society, such a value system is normally established according to local culture and tradition, but in order to establish credibility in a global community, we must identify common value or norms that can be applied to different cultures and nations.
Going Back to Basics

• We can establish credibility under globalization by returning to basics – that is, to those social values that can be used to establish trust and credibility—such as keeping promises, being honest, having a sense of justice, being conscious of human security, avoiding discrimination, protecting the environment, and respecting human security.

• These values should also include service to community, social responsibility, and a sense of grasp of costs and efficiency.

• These basic values are normally found in any community in any time and place of human society.
Basics for Establishing Credibility for Individuals

1. Are they honest?
2. Do they keep their promises?
3. Do they have sense of justice?
4. Do they have a warm heart?
5. Do they have sense of self and a social identity?
6. Do they have sense of social responsibility?
7. Are they conscious of human security and preserving environment?
8. Are they committed to community?
9. Are they economically and socially capable?
Figure 2: Establishing Credibility under Globalization
Market Values, Human Values, Transparency, Accountability

CREDIBILITY
Worldwide Trust

ACCOUNTABILITY
Increased Objectives Attained through Accountability

MARKET VALUES
Deregulation
Market Efficiency
Support from Market

TRANSPARENCY
Clear Mission Goals
Disclosure
Easy to Understand
Timeliness of Policy

HUMAN VALUES
Equity
Human Concerns
Support from People

Conditions for Accountability

©KanoYamamoto
Basics for Establishing Credibility in the Nonprofit Sector

1. Is the organization trusted?
2. Is the mission clearly stated?
3. Are organizational priorities clearly set in relation to the mission?
4. Is the organization conscious of both market values and human values?
5. Is the organization conscious of the need for accountability and transparency in its operation?
6. Is the organization cost conscious and efficiently managed?
7. Are the resources entrusted to the organization used for the purpose intended?
Basics for Establishing Credibility for Corporations

1. Is the company making a profit?
2. Does the company have a sense of mission and a sense of corporate social responsibility?
3. Is the company serving its stakeholders (such as consumers, suppliers, and employees), not just its stockholders?
4. Is the company conscious of human values, not just market values?
5. Does the company have a culture of business ethics?
6. Does the company support the idea of the global compact?
Basic Capacity to Establish Credibility and Leadership under Globalization (what need to be taught)

1. We must realize the nature of globalization.
2. We must respect dignity of others and accept their separate identities.
3. We must be able to communicate in a clear and transparent way, using universally accepted principles or logic.
4. We must act promptly.
5. We must be sensitive to human values and diversity.
6. We must be sensitive to market values as well.
7. We must be able to take a holistic view and make holistic judgment.
1. Theoretical Understanding of Knowledge and Preparation for Its Application

KNOWLEDGE

2. Actual Service Experience

ACTION

3. Reflection of Experience on Knowledge

REFLECTION

4. New Thinking and Theorization

CONCEPTUALIZATION

“Redeeming Knowledge” *

“Educating the Heart” **

* “Service-Learning” can be interpreted as a process of “Redeeming Knowledge” (Richard Wood) through the actual experience of the real world.

** “Service-Learning” can be considered as a process of “Educating the Heart” (Florence E. McCarthy) through actual experience to serve others.

©Kano Yamamoto
The Role of Service-Learning and Liberal Arts Education

• Today, in order to foster credibility and leadership through the educational system, both service-learning programs and liberal arts programs should play a major role in higher education (figure 3).

• Through service-learning, students can learn about the world and acquire real-life knowledge through reflective process.

• Through service-learning, students develop a better understanding of the reality of the world, are motivated to solve problems, understand and consider what they can do for the community, learn how they can serve others, consider the purpose of their lives, become confident and combine leadership potential with heart.
Figure 4. Factors of Program Quality in Service-Learning

1 Willingness and preparation
2 Understanding of mission and purpose of service
3 Participation & reflection joined by local students, faculty and NPO
4 Opportunity to make a group presentation at program location
5 Written report shared by all participants
6 Ensuring security
Factors of program quality (1)

1) Students must be interested in the service activities in which they are engaged. Prior preparation and knowledge about the local situation of the program sites are important.

2) Students must fully understand the mission of the institutions where they are doing service. It is important to motivate students in finding solutions.
3) Participation by local students, faculty members and service agencies is imperative for a quality program. Well-planned reflection process with their involvement is essential.

4) In order to deepen the understanding of students, it is strongly recommended to make a presentation while they are staying in the local community. Efforts towards making group recommendation/presentation allow students to think of their contribution.
Factors of program quality (3)

5) It is strongly recommended for all participating students to write a written report and share it among all program participants. Written reports by involved faculty members and/or agency staff are also encouraged. The research outcome should be shared at relevant conferences or workshops.

6) Security consideration is also a very important issue in managing S-L programs.
Figure 5. Service-Learning is effective in building peace and security

- Serving Together for Shared Goals
- Going Back to “Basics” = Basic Human Values
- Establishing Mutual Trust and Credibility
- Overcoming Cultural Difference
- Building Peace, Security & Kyosei
Service-Learning is effective in building peace and security

• Working together to attain common goals, that is to work for certain human values, itself would give students opportunities to think from the “Basics”, the basic human values for common goods.

• This will allow students to overcome cultural differences and establish mutual trust.

• This whole process should form the basis for action to work together for peace, security and kyosei (=living together in diversity).
Figure 6. Service-Learning Student Exchange Network
ICU and Partner Institutions: 2003–2011

International Christian University

AFRICA
Malawi

Washington State Univ.
(United States)

Chung Chi College,
Lingnan University
(Hong Kong)

Payap Univ.
(Thailand)

Seoul Women’s Univ.
(Korea)

Silliman Univ.
(Philippines)

Soochow Univ.
(Taiwan)

Petra Christian Univ.
(Indonesia)

CHINA
Nanjing

Lady Doak College
(India)

American College Union Christian College
(India)

Students Going Two Ways

Students Going One Way
As of 2010
BUILDING NEW PATHWAYS TO PEACE