IMPLEMENTATION PEOPLE-TO-PEOPLE CONNECTIVITY THROUGH SHARE SCHOLARSHIP TO STRENGTHENING ASEAN IDENTITY

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INTRODUCTION

- Connectivity as a joint response against global challenges
- ASEAN - the need to strengthen the "we-feeling," - ASEAN Identity
- ASEAN Socio-Cultural Community (ASCC) Pillar as departure points
- Support to Higher Education in ASEAN Region (SHARE)
  Components: a. 'Policy-Dialogue,'
               b. 'Quality Assurance and Framework'
               c. 'Student Mobility and Credit Transfer System' (CTS).
- 2015 to 2019 - 10 million Euros - 33 ASEAN universities in the SHARE Program - 400 university students Intra-ASEAN
RESEARCH AIMS

1. *How the implementation of people to people connectivity through the SHARE scholarship program can build ASEAN identity*

2. *Can social contact with local students or communities during the SHARE exchange period can act as a mechanism to explain changes regarding identification patterns?*
THEORETICAL FRAMEWORK

- Desire to communicate
- Positive contact experience
- Interpersonal relationship
- More positive contact experience
- Cognitive Shift – The Common Ingroup Identity categorization
METHODOLOGY

• Qualitative approach with the common ingroup identity model

• Interpretivism paradigm

• A case study focused on the implementation of the SHARE Scholarship Program

• Data collection:
  Analysis unit: Individual
  Semi-structured interviews
RESULTS

• ASEAN Identity = Regional Identity
• ASEAN Identity = Dual *Identity*
• ASEAN Identity = Shared *Identity*
DISCUSSION

• ASEAN Identity?

• Essential?

• What did awardees say?

• SHARE builds the ASEAN Identity?

• How?

• The Common Ingroup Identity Categorization?
CONCLUSION

• SHARE plays a role in strengthening people-to-people connectivity

• Awardees' exploratory nature

• To see, know, and interact directly

• To foster a sense of care - The second condition of Common Ingroup Identity categorization: dual-identity