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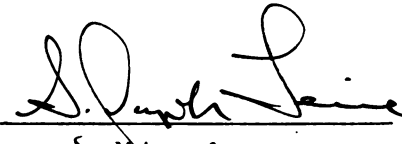
CHARACTERISTICS OF AMERICAN CORPORATE WIVES IN TAIPEI
AS RELATED TO SATISFACTION

presented by

Mary Ann Donahue

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AS RELATED TO SATISFACTION

By

Mary Ann Donahue

A DISSERTATION

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ABSTRACT

CHARACTERISTICS OF AMERICAN CORPORATE WIVES IN TAIPEI AS RELATED TO SATISFACTION

By

Mary Ann Donahue

The purpose of this study was to describe characteristics of American corporate wives in Taipei as related to their satisfaction. Specifically, the study was designed to explore key aspects of expatriate life, corporate supports and expectations, family life, and personal background which affected the satisfaction of American women who were married to American corporate managers in Taipei. In view of the high cost, in both economic and human terms, of sending and maintaining an expatriate executive force, it was felt that a study of this kind would help to provide a basis for realistic orientation and training programs for spouses going abroad.

The population was limited to American-born spouses in order to provide as much cultural and linguistic homogeneity as possible. The setting for the study was the expatriate community in Taipei, a relatively small, identifiable foreign community in which Americans and other expatriates generally share a common geographic location, participate in many of the same activities and organizations, and generally share English as a common language.

Questionnaires were sent to 66 American wives of American managers in Taipei during the spring of 1980. These women included, as far as was possible, the total population available. The questionnaires included a measure of satisfaction, the Affect-Balance Scale developed by Norman Bradburn at the National Opinion Research Center, and measured various aspects of expatriate, corporate, and family life and personal background. The data were analyzed using computer programs within the Statistical Package for the Social Sciences (SPSS). Relations between level of satisfaction, as measured by the Affect Balance Scale, and variables dealing with aspects of expatriate, corporate, and family life and personal background were tested using a liberal test of significance (Analysis of Variance) and a conservative test of significance (Chi-Square).

The results demonstrated that the satisfaction of American corporate wives in Taipei was dependent primarily on expatriate living and family factors, rather than on personal background or corporate influences. Other conclusions were:

1. Satisfaction was related to previous mobility. Those who had made a greater number of moves were less likely to be satisfied in Taipei.
2. Satisfaction was related to affiliation needs. Those who were able to meet these needs through participation in activities which were seen as worthwhile and were able to find friends among both expatriates and Chinese were most likely to be highly satisfied.
3. Satisfaction was related in some degree to the adequacy of corporate supports and satisfaction with company expectations.

Adequate preparation for Taipei had a positive effect on the satisfaction of American corporate wives in Taipei.

4. Satisfaction among the wives in the study was highest if their husbands were satisfied and if they were able to maintain a satisfactory relationship with their husbands in Taipei.

5. Satisfaction was highest among wives who were able to maintain a satisfactory quality of family life, regardless of influences from the environment, such as husband's long working hours, outside activities, and Chinese lifestyle.

Factors such as age, academic background, work experience, fluency in the local language, and worries about the children's development had no effect on the satisfaction of the corporate wives in the study.

The major implications for corporations are in the area of selection and preparation of corporate wives for overseas posts such as Taipei. Wives should be encouraged to take an active part in the decision to accept an overseas post and should assess locations in terms of their personal goals, including the availability of worthwhile activities, opportunities available to make meaningful friendships with both Americans and non-Americans, and the effect the environment may have on marital and family life. Training time spent on language instruction may be less valuable than time spent setting personal goals with regard to activities, friendships, and family life in the overseas post.

To Tom,
who understands

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CHAPTER I

INTRODUCTION

The changing economic realities of the late 1970s have challenged many of the previous assumptions concerning the role of the American corporation abroad. In a recent report to President Carter, Senator Lloyd Bentsen stated that domestic inflation and revised tax laws have made it very expensive for companies to maintain the executive force abroad necessary to carry on multinational operations (U.S. Congress, 1980). In testimony given to the Joint Congressional Economic Committee during their study trip to Hong Kong, Korea, the Philippines, and Taiwan early this year, expatriate executives gave voice to the waning attractions of taking an overseas post (U.S. Congress, 1980).

At the same time, projections for the 1980s show that creativity in dealing with international markets is necessary for continued economic growth (McClenahan, 1980). Peter Drucker, the noted management theorist, feels that the coming decade will continue to underscore the global interdependence of business enterprises in both developed and developing countries (Drucker, 1980). The success of this global enterprise, Drucker feels, is dependent on the development of a force of "transnationals" (p. 66) who are able to cross national economic and cultural barriers. Transnational companies

will need a force of managers who can orchestrate a confederation of marketing and design enterprises, rather than concentrating on total production in a foreign subsidiary where the "center of gravity" rests in the home headquarters (Drucker, 1980). Regardless of the exact form of the multinational enterprise in the coming decade, the evidence indicates that the need for such an enterprise will continue and probably intensify.

The people who implement this enterprise in foreign countries are drawn from a highly skilled segment of technicians and managers who are either based in the U.S. or are members of the highly mobile international division of the corporation. Executives at this level are most often accompanied by their families, which brings a number of added factors into the willingness to serve and remain in the transnational force. Given the current emphasis on quality of life, the growing number of dual-career families, and the change in traditional family roles, there seems to be growing agreement with Senator Bentsen's conclusion that "the glamor of life abroad" (p. 762) is no longer enough to recruit the force necessary to manage the multinational enterprise.

The factors which influence the reluctance to accept an overseas post may be many. This chapter outlines a study which concentrates on one of these factors, the perceptions of the spouse regarding life abroad. The few studies which are available show that the wife's attitude toward acceptance of the overseas post has an important impact on the husband's satisfaction and job performance overseas (Edstrom & Galbraith, 1977; Stoner, 1972; Shetty, 1971; Labovitz,

1977). There is little research, however, to indicate specific factors which have an influence on the wife's attitude toward living abroad.

In a recent survey of Fortune 500 corporate executive officers and their wives, Maryanne Vandervelde (1979) found that expectations for corporate wives continue to stress the importance of adaptability and graciousness, while concern about her own identity is seen as the least desirable characteristic of the corporate wife. Vandervelde also indicates, however, that the increasing number of executive women and changing values about the role of women in society are slowly beginning to have an impact on the role of the corporate wife. Both Vandervelde and Kanter (1977) have observed that so-called traditional expectations of the corporate wife remain high in highly visible and relatively small business communities, such as those found overseas.

Specific factors which affect the attitude of the wife toward an overseas posting may be related to these corporate role expectations, to aspects of the particular expatriate situation to which she goes, to concerns about her children's adjustment, and a number of other elements involved in agreeing to make an overseas move. Studies of factors which influence the satisfaction of corporate wives in particular expatriate settings could form a data base from which to assist corporate families to make a more confident decision about going abroad. It is the intention of this study to add to that data base by investigating satisfaction factors among a group of American corporate wives in Taiwan, a portion of the East Asian

market which offers expanding business opportunities for American corporations. The Bentsen Report (U.S. Congress, 1980) indicates that East Asia requires an increasing number of expatriate executives in the coming decade.

The spouses of corporate executives are, of course, not always women. Increasingly, there are "corporate husbands" as well as "corporate wives," although the label may not be applied as frequently. In the Asian setting of this study, the primary corporate representatives sent abroad are male, accompanied by their wives and children. The reason that female executives are not usually sent to this area may be simply a problem of numbers, as there may not be enough females occupying the necessary positions, or it may be related to the particulars of the Asian culture and its potential nonacceptance of female managers. In any case, given the actual reality of the population sampled, the spouse will be referred to as the corporate wife.

Need for the Study

There is a paucity of research on what William Whyte called "the wife problem" (Kanter, 1977), and yet the factor of the wife's satisfaction continues to be mentioned as particularly important in studies dealing with expatriate executives and their performance in the overseas business environment.

Surveys of companies having substantial overseas operations (Teague, 1976; Desatnick & Bennett, 1977) indicate that some wives are being included, on at least an optional basis, in orientation programs for executives going abroad and on preview trips to the overseas



post. Mention of the wife's role in the success of the total mission is made in many discussions of expatriate executive performance, and yet the specific aspects of this role which make a difference in success rates remain unsubstantiated by research.

The need for a body of research dealing with factors which influence the satisfaction of expatriate corporate wives can be traced to several directions of concern in the social and industrial climate today:

1. The high cost of sending and maintaining expatriate families.

This is a matter of concern for most companies. Latest reports are that it costs an American firm about \$100,000 per year to send an executive with a base salary of \$32,000 to East Asia (U.S. Congress, 1980). This yearly cost often includes transportation, shipping and reimbursement for housing, tuition, servants, club membership, entertainment, and other benefits designed to make the expatriate living experience a comfortable one. Benefits are often extensive in "hardship" posts where Western amenities are unavailable or very expensive.

Such benefits are often cited as attractions for going abroad, although they may not be enough to sustain satisfaction once families are established in the overseas post. Indeed, some expatriates have stated that attractive benefits may exert an "unfair pull" for some who, once in the overseas situation, may be unable to cope with living there. Dissatisfaction of the spouse and family may result in early termination of the overseas tour. The costs of such an experience are high in human terms as well as in dollars.

2. The need for a stable, experienced overseas executive force.

A cadre of international managers who can be transferred from one country to another is the basic component of a company's international division. It is generally believed that those who have weathered the adjustment to one expatriate post and have had a successful tour there will adjust more easily to a second or third foreign post than those who come from the States with no prior overseas experience.

This belief should be tested empirically, particularly in respect to the spouse and family. Additionally, factors which influence the satisfaction of experienced expatriates and their spouses could be isolated to improve and ease the adjustment of first-time expatriates. The result could be an increased number of seasoned expatriates who wish to remain in the overseas force.

3. The need to study the effects of current social concerns on willingness to go and remain abroad.

Current concerns about quality of life and the balance of work and leisure-time activities could be a vital factor influencing the reluctance to go abroad. An investigation of activities in which corporate wives abroad are involved could provide an attraction for wives who enjoy and wish to participate in such activities abroad. Many women in the States are involved in study or other personal-growth activities and may be reluctant to leave them.

In addition, there is a need to investigate questions relating to the quality of family life in the overseas situation which

could influence the wife's satisfaction. The amount of time which will be available for family activities, particular concerns about the satisfaction and development of the children, and factors which are perceived to have a positive effect on marriage and family relationships are worthy of investigation.

4. The need to have training programs for expatriate wives based on assessment of the real situations they are about to encounter.

Current evidence (Teague, 1976) suggests that less than half of the major companies with overseas operations include the wife in expatriate training programs. There is little data available about the nature of on-site orientation programs for the expatriate wife, but experience indicates that they are often cursory or nonexistent.

An exploration of the effect of training programs on satisfaction would indicate the degree to which they are needed. In addition, descriptive data about the needs particular to the local situation could go a long way to improve and expand the reach of existing programs.

5. The need to explore work desires and work patterns among expatriate wives.

Restricted work opportunities for expatriate women are a factor sometimes mentioned as a disadvantage of going abroad. As the number of women in the United States who are actively pursuing careers increases, this could be an important consideration indeed.

An investigation of the work history and work expectations of expatriate wives in a particular situation could contribute to an understanding of the impact of the work factor on their satisfaction.

In addition, description of work positions which are held by wives in an overseas situation and the influence of this work role on their overall satisfaction would provide useful data for assessing the range and effects of work opportunities for women abroad.

6. The need to explore current role expectations of the expatriate corporate wife.

As a result of the women's movement, women are making choices about the acceptance of the so-called "traditional" role expectations in business or in society in general. The traditional expectation that the wife would function as an adjunct to her husband's career is being called into question by many (Vandervelde, 1979). The traditional pattern of what Hanna Papenek (1972) called the Two-Person Single Career, in which both formal and informal demands are placed on both partners by the husband's employing institution, is often evident in the overseas situation.

It is important for the recruiting, selection, and screening of potential expatriates to know what the present attitudes are of corporate wives toward corporate role expectations abroad. If corporate wives abroad perceive a number of expectations which are a source of dissatisfaction, this would be important to know. If, on the other hand, the expectations of the corporation are not dissatisfying, this is also important to know for recruiting.

Additionally, the extent to which traditional patterns and traditional attitudes toward them exist overseas and the extent to which this affects the overall satisfaction of the wife are worthy additions to the knowledge base concerned with corporate life abroad.



Purpose of the Study

The purpose of this study is to explore and describe the characteristics of American expatriate corporate wives in Taipei as related to their expressed satisfaction.

More specifically, this study was designed for the following purposes:

1. To determine if the wife's past experiences, such as family background, mobility, previous overseas experience, and work background, may influence her satisfaction abroad.
2. To explore specific aspects of everyday living in Taiwan as they relate to the wife's satisfaction.
3. To explore perceptions of corporate expectations and supports which relate to the wife's satisfaction abroad.
4. To explore and describe the wife's perceptions of satisfaction among family members and other family factors which relate to her satisfaction abroad.

Major Research Questions

In this study, answers for four major research questions are sought. These questions are exploratory in nature:

1. Which of the aspects of expatriate living in Taipei, as defined in this study, are significantly related to the expressed satisfaction level of American corporate wives?
2. Which of the aspects of corporate expectations and supports, as defined in this study, are significantly related to the expressed satisfaction level of American corporate wives in Taipei?



3. Which of the aspects of present family life, as defined in this study, are significantly related to the expressed satisfaction level of American corporate wives in Taipei?

4. Which of the personal and work background aspects, as defined in this study, are significantly related to the expressed satisfaction level of American corporate wives in Taipei?

Limitations of the Study

Not all factors related to the satisfaction of American corporate wives abroad can be explored in a single study. This study is limited to both a specific geographical area and a specific set of variables at a particular time. Generalizations to other groups are contingent on their similarity to the population and setting described in this study. A description of the population and the setting can be found in Chapter III. Additionally, the values and concerns which are expressed in this study may change significantly as years pass.

This study is limited to Americans by birth who are married to Americans working for corporations which have their parent offices in the United States. Results may not be generalizable to other national groups. This limitation keeps the population under study as culturally homogeneous as possible, eliminating such intervening variables as language and cultural values, which would be difficult to control.

The usual limitations of studies which use the questionnaire method regarding validity, reliability of the instrument, and veracity of the respondents apply to this study as well.



Assumptions

The principal assumption which underlies this study is that the satisfaction of the expatriate wife affects the satisfaction of her husband and is related to the ultimate duration of his tenure overseas and job performance while there. This assumption is substantiated by some of the literature cited in Chapter II, but such a broad generalization is always difficult to prove empirically.

A second assumption is that it is possible to develop instrumentation to adequately measure the satisfaction levels of expatriate corporate wives. The questionnaire was developed by the writer in an effort to measure this satisfaction and the pertinent component variables of expatriate corporate life.

A third assumption is that the results of this study can be used meaningfully to develop training programs which will ease the adjustment to this particular expatriate situation. It is not possible to guarantee that any training program will create satisfaction. It may be, however, that creation of a data base which incorporates the realities of overseas environments will aid in the improvement of training programs which aid expatriate wives in preparing to cope with these environments.

Definitions

Because most of the elements to be studied cannot be defined on more than a nominal scale, careful definition of terms is necessary. The following terms are defined only as they will be used in the study:



1. Expatriate. Webster defines "expatriate" as "one who is expatriated" or "gone out of his country." This sense of the definition was used in the study, rather than the connotation popular after World War I, when such famous expatriates as Ernest Hemingway and Henry Miller lived outside of the United States as a rejection of their country's political policies.

Erik Cohen (1977) defines an expatriate as a "voluntary, temporary migrant . . . who resides abroad," underscoring the idea that the expatriate is not a permanent resident of the host country, but rather resides there for a particular purpose and eventually intends to return to his homeland.

Cohen's research also discusses the fact that outside of the work environment, the expatriate's primary association is most often with other expatriates rather than with host nationals. The other expatriates may be from a common homeland or may be a multinational mix of foreigners from many lands who reside in the particular host country. This multinational "elite" form an "expatriate community" (Cohen, 1977) within the larger host culture. The degree of the corporate wife's participation in the expatriate community in Taipei was also included in the sense of the definition of expatriate.

For purposes of this study, then, an expatriate is a temporary, voluntary migrant who resides abroad and whose primary focus of association is with the multinational rather than the local national community.

2. Corporate wife. For purposes of this study, a corporate wife will be defined as the spouse of an expatriate executive who is



in Taipei under the sponsorship of the corporation which employs her husband. The word "sponsorship" implies that there is a dependent relationship with the corporation. Indeed, in most countries, having a sponsor is necessary to obtain a residence visa. In addition, there is a dependence on the corporation for travel allowances to leave the country and it may be necessary to have corporate support to drive a car, rent a house, send children to school, and other functions of daily living which are decided independently in the United States.

Cohen (1977) and Useem (1963) tell us that in return, corporate sponsorship abroad brings a "representative function"; that is, the wife may be responsible for a number of functions such as entertainment of clients and visitors, helping other company wives, and participation in social and volunteer activities.

Vandervelde (1979), Kanter (1977), and Papanek (1972) define the traditional corporate wife as one who accepts this representative function and receives a sense of accomplishment from participating in activities related to her husband's job. She accepts mobility, husband's long working hours, and the necessity to forgo a career for herself in order to assist her husband in the achievement of his career goals. The extent to which the subjects in Taipei conform to this model and the effects of these corporate expectations on overall satisfaction were explored in the study.

4. Satisfaction. For purposes of this study, satisfaction is the Affect-Balance score of the individual, developed by Norman Bradburn (1969) at the National Opinion Research Center. Affect



balance implies a state of equilibrium between negative and positive feeling about one's present state of affairs. When the scale is tipped toward the positive, the individual feels that things are "going well." Expectations are being met and life is proceeding in a positive direction. Individuals whose ABS is on the positive side will be described as satisfied. Those with neutral scores will be described as moderately satisfied, and those with negative scores will be described as dissatisfied.

5. Mean satisfaction score. The mean satisfaction score refers to the average Affect-Balance score obtained by participants in each response category for questions 1-73 on the questionnaire.

Summary

Some corporate wives find life overseas very satisfying, and others do not. The cost of dissatisfaction is high in human as well as in economic terms. This exploratory study will describe the characteristics of American corporate wives in Taipei in terms of their expressed satisfaction and attempt to determine which variables may be significantly related to satisfaction.

Data collected through use of a written questionnaire and satisfaction instrument will be described in this study. The level of satisfaction of each individual in the population, as measured by the Affect-Balance Scale (ABS) will be related to aspects of expatriate life in Taipei, corporate expectations and supports, family life, and personal background.

Although the study is limited to American wives of American executives working for American corporations in Taipei during the spring of 1980, it is hoped that this study will contribute to the data base necessary to prepare and maintain corporate families in other locations abroad.

Overview of the Remainder of the Study

Chapter II contains a review of literature concerned with expatriate adjustment and the expatriate environment, particularly as they relate to the satisfaction of the wife. Studies of expatriate executive selection and family adjustment overseas are reviewed, as well as studies of corporate wives in the United States.

Chapter III contains an explanation of the methodology used in the study and a description of how the questionnaire was developed and the satisfaction instrument selected. Included in Chapter IV are a presentation of the data and summary of major significant findings. A summary of the findings, discussion of the data, conclusions, and recommendations for further study are found in Chapter V.



CHAPTER II

A REVIEW OF THE LITERATURE

Introduction

Although international trade has been known since the time of the Phoenicians, the scale on which we now conduct the business of our global community has grown proportionately with our ability for instantaneous communication and jet travel. In the forefront of the international trade process are a group of executives who manage the network of multinational corporate operations around the world. The multinational network includes production facilities, marketing operations, banking facilities, construction contractors, and consultants in many fields. These managers often take their wives and families abroad with them and settle temporarily in the assigned foreign country.

Unlike the colonial settlers of the eighteenth and nineteenth centuries, today's expatriates are not usually permanent settlers. They do not invest in property in the foreign post, nor do they formally participate in the governance of the host country. They are mobile representatives of their parent company, sent to perform a particular function and then move on to another foreign post or back to their home country.

It is the purpose of this chapter to review literature relevant to the adjustment which these expatriates must make, particularly



as it affects their spouses. There is almost no literature available, or at least none which has been uncovered by the writer, which deals with the expatriate spouse exclusively. Therefore, adjustment and expectations placed on the expatriate wife must be inferred from research which refers primarily to the managers and to expatriates in general. Reference will also be made to results of studies of corporate wives in the United States which could be extended to expatriate corporate wives as well.

This chapter begins with a review of the role of the expatriate and theories of expatriate adjustment. Characteristics of expatriate communities will then be outlined and studies of expatriate families and corporate wives in the United States will be reviewed. Last, criteria for measuring the adjustment and satisfaction of expatriate corporate wives will be summarized as they manifest themselves in the literature which has been reviewed.

The Role of the Expatriate

As international mobility increased following World War II, researchers became interested in the phenomenon of "the expatriate." These modern-day world travelers were no longer expatriates in the old sense of the word--they were not leaving their country permanently to settle and cast their lot on foreign soil, as had the colonials; they were not leaving their country out of any sense of rejection, as had the expatriates of the "lost generation" (Hemingway, 1926) following the First World War. These were, rather, what the Useems (1963) have called "men in the middle," transient mediators of

technical know-how, representatives of the parent company sent to do a particular job or to accomplish particular goals. Their futures were bound, not to the host country, but to the organizations by which they were sent.

Erik Cohen (1977) defines an expatriate as "a voluntary, temporary migrant who resides abroad for purposes of business, mission, teaching or leisure" (p. 6). He states that a large portion of expatriates at present are "organization men" who are representatives of multinational organizations; hence they receive external supports which "enable them to preserve a mental as well as . . . material independence from the host country" (p. 9).

The primary feature of the expatriate role, then, is its representational quality. Whether the executive is sent to the host country as sales manager, construction manager, or general manager, he is seen as a representative of the parent company, whose "center of gravity" (Drucker, 1980) is outside of the host country. Outside of the work arena, this representative function extends into other areas and may include his spouse as well. Gonzalez and Neganghi (1967) say of the U.S. expatriate executive that "he is viewed not only as a representative of the parent company, but also as an ambassador without portfolio. He bears triple responsibility; to his company as an employee, to his country as an ambassador and to the host country as a temporary citizen" (pp. 2-3).

This representative function may also confer a privileged status. Cleveland (1960), Torre (1957), and others point out that the representative function may bring the expatriate into contact

with the ruling elite of the host country and, particularly in developing countries, enable them to occupy housing which is far above the level of the general population.

While the representational role increases prestige, it also increases responsibilities and may put some constraints on behavior, life style, and influence choice of associates. "The style of life and level of living become, not so much an expression of the personal choice of the individual as . . . an expression of the power, prestige, resources and aims of the collectivity" (Useem, 1963, p. 175). For those expatriates who are not used to leading such a public lifestyle at home, Cohen believes there may be difficulties in adjustment to the situation abroad. But, he writes, their high status and the external support of the organization also put the means at their disposal to reduce the tension caused by the strain of their role and status in the host society by transforming their surroundings to their tastes and needs.

In recent testimony given to a Joint Congressional Economic Committee (U.S. Congress, 1980), executives in Asia reported that while this representative function is still primary, such a privileged lifestyle is becoming increasingly more expensive to maintain. While housing and entertainment benefits have increased the cost to the company, the individual financial burden of maintaining such a lifestyle has been added to the adjustment to a very public life for the expatriate.



Theories of Expatriate Adjustment

During the early 1960s, psychologists and social anthropologists became concerned with the adjustment and communication problems which arose as people tried to transmit information and understanding across cultural barriers. Because the expatriate role function is so concerned with the transmission and sharing of information, not only in the work role, but in the functions of everyday living for both the executive and his spouse, it is necessary to examine some of the research concerned with cross-cultural communication and adjustment.

Many of the studies concerned with expatriate adjustment grew out of the Peace Corps experience (Dicken, 1969; Fisher, Epstein, & Harris, 1967; Mischel, 1965; Smith et al., 1963). Others included studies of American students abroad (Gullahorn & Gullahorn, 1963), military personnel (Mumford, 1975; Yellen & Hoover, 1973), and some were concerned with the adjustment of American businessmen (Megginson, 1967; Shetty, 1971).

Theoretical approaches to studying adjustment to overseas living can be classified in four major categories, each of which will be discussed in detail. These are:

1. Intercultural adjustment theories (Oberg, 1960; Gullahorn & Gullahorn, 1963). These describe sequential steps in adjustment to the overseas environment.

2. Intercultural communication theories (Brein & David, 1971; Hall, 1959; Barrett & Bass, 1976; Triandis & Vassiliou, 1967).



These stress the role of verbal and nonverbal cues and the role of stereotyping.

3. Personality theories (Basu & Ames, 1970; Zeleznik, 1957; Morris, 1956; Useem, 1966). These center on describing personalities best suited to overseas living.

4. Behavioral or reinforcement theories (David, 1972; Tucker, 1974). These seek to identify reinforcing experiences in the overseas setting which assist adjustment.

Intercultural Adjustment Theories

Studies of intercultural adjustment patterns are perhaps the most well-known of the approaches to overseas adjustment. Oberg, in 1960, coined the term "culture shock" as an "occupational disease" of those who find themselves in a different culture. E. T. Hall (1959) defined this phenomenon as a "removal or distortion of many of the familiar cues one encounters at home and the substitution for them of other cues which are strange" (p. 156).

Oberg (1960) described the stages of culture shock as:

1. A period of elation, in which the expatriate may be very delighted and positive about the foreign culture in which he finds himself.

2. A period of crisis, as the expatriate encounters aspects of the culture which are very different from his own. Activities of daily living become very difficulty, and the person may become angry and critical of the host culture.



3. A period of recovery, as the expatriate begins to understand some of the cues of the host culture.

4. A stage of nearly complete recovery in which the expatriate accepts the host culture. This may take the form of active acceptance of some of the aspects of the host culture, as the expatriate takes on some of the behavior or customs of the host or a more passive acceptance of "that's just the way things are here."

5. A period of re-entry when the expatriate returns to his home culture. He may experience culture shock in reverse, as he again adjusts to the cues of the home culture.

Gullahorn and Gullahorn (1963) likened culture shock to Festinger's (1957) theory of cognitive dissonance, as it results from the discrepancy between the expatriate's expectations of what the host culture will be like and the realities of the expatriate experiences while actually living there. The Gullahorns also described a "U-Curve" hypothesis, later extended to a "W-Curve" as a graphic depiction of the culture shock phenomenon. The expatriate begins at the upper-left corner of the U, in the period of elation with the new culture, proceeds on a downward track of disillusionment, bottoms out in the early acceptance stage, and gradually progresses to acceptance of the host culture. The second U of the "W-Curve" represents the re-entry culture shock as the expatriate returns home.

The culture shock phenomenon has been described in the popular literature and can be found printed in publications aimed at expatriates or those who are about to go abroad (Craig, 1979; South China Morning Post, 1979). Many feel that the culture shock model



is useful for explaining that time is required for adjustment to a new culture, and while tourists who are in the foreign country for only a short time may not get past the first phase of culture shock, expatriates will probably go through all of the stages. Foster (1965) states that it may take six months to one year to recover from the experience, although some resilient types may recover in three months.

Cross-Cultural Communication Theories

There is a relatively large body of literature which deals with problems in cross-cultural communication. Since this is often a matter of concern for expatriates in adjusting to a new country, it merits some consideration here.

Problems in communicating across cultures may result from variations in what Triandis (1972) calls "subjective culture," or reality as it is characteristically perceived by a cultural group (Stening, 1979). In one culture, the values, attitudes, and beliefs of that culture lead to expectations of what certain actions, words, gestures, etc., will mean in given situations. When one encounters another culture, misunderstanding may result when these same actions or words are used, but have a different meaning in that culture. In the Asian culture, for instance, it is common to giggle when one is embarrassed or unsure. It has been the writer's experience that Americans are often taken aback when this behavior is exhibited at seemingly inappropriate times and may lead the Americans to believe they are being laughed at or taken lightly. Cognitive knowledge that



this is not the case may not erase the uneasiness one feels. Differences in perception with respect to roles and institutions (Foa & Foa, 1974), with respect to causes and intentions of others' behavior (Triandis, 1977), and with respect to nonverbal means of communication (Hall, 1966; Yousef & Briggs, 1975) can produce adverse effects on the level of understanding necessary for communication and business relationships across cultures.

There is also considerable evidence to suggest that many of the misunderstandings which develop across cultures result from the stereotypes, prejudice, and ethnocentric orientation of the parties involved. Several studies (Bochner & Berks, 1971; Bruner & Perlmutter, 1957; Morris, 1956; Perlmutter & Shapiro, 1957) have shown that nationality is an important basis for the formation of stereotypes. Referring to the expatriate executive, Hays (1972) has stated that if he is to be effective with the local nationals with whom he must communicate, he should be at least aware of some of the stereotypes he has of them.

Personality Theories

The impact of personality factors on adjusting to the overseas situation has been investigated to some extent, particularly as they relate to the formation of stereotypes and ethnocentrism. Empirical evidence, however, is not clear on this point. Basu and Ames (1970) showed that expatriates with authoritarian personalities were more likely to experience unpleasantness overseas. At the same time, Smith (1966) suggests no relationship between authoritarianism and overseas adjustment.



Much of the attention of the personality-centered approach has centered on looking for particular personality types who will adjust satisfactorily in an expatriate situation. Studies of various foreign student groups in the United States (Bennet, Passin, & McKnight, 1956; Sewell & Davidsen, 1956) have classified various personalities typifying levels of adjustment. Ruth Hill Useem (1966), in her study of the American family in India, also indicated that there may be a classification of personality types (Copers, the Cautious, Supporters, Fumblers) which are indicative of adjustment. Current thinking seems to be that the degree of adjustment achieved by the expatriate is likely to depend on the particular environment in which he is placed and on the nature of his role, as well as on his personality (Guthrie, 1975; David, 1972).

Behavioral or Reinforcement Theories

Another approach to cross-cultural adjustment is to focus on specific experiences which the expatriate has in the host country which may be reinforcing for him or her (David, 1972). In this view, according to Benson (1978), poor overseas adjustment can then be seen either as the removal of situations which are reinforcing or as the presentation of adverse situations. Benson goes on to state that

This framework would seem appropriate to discussion of behavior modification techniques in training an individual for cross-cultural contact, based on transferring old reinforcers to the new cultural environment and learning to avoid or neutralize aversive situations in the new culture (p. 28).

For instance, a woman who enjoys art in her own culture may readily learn to enjoy the art forms in the new culture.



Tucker (1974) suggests that identifying reinforcers in the new culture would aid in "matching" individuals with environments rather than seeking global criteria for overseas adjustment. In other words, not everyone is going to adjust easily to all expatriate environments. Expatriates who may have adjusted easily in Europe or South America may not find as many reinforcers for them in Asia or Africa. Those who bill themselves as "Asia hands" may not find as many reinforcing situations in Europe.

In a study of Peace Corps volunteers in Brazil (Center for Research and Education, 1973), researchers found that the most well-adapted volunteers were those who participated in a wide variety of reinforcing activities. This seems to add support to the position of others (Sewell & Davidsen, 1961; Gullahorn & Gullahorn, 1963; Brein & David, 1973) that degree of interaction with host nationals in activities increases the chances of adjustment. Leon (1963) suggests that women expatriates may have a harder time adjusting to a foreign country because they have less chance for interaction with host nationals.

Characteristics of Expatriate Communities

The nature of particular expatriate environments has been investigated by several sociologists and anthropologists (Useem & Useem, 1966; Nash, 1970; Ball, 1971; Hart, 1972). Erik Cohen (1977) in his Expatriate Communities summarized much of this research and provides a conceptual framework for understanding the structure of these communities.



According to Cohen, the expatriate community is not always identifiable as a geographic entity, and may be merely a network of relationships between foreigners in the host country who participate in activities and organizations which have a large number of expatriates as participants. In developing countries, however, where the way of life among host nationals differs considerably from that of the expatriates, the "foreign section" or expatriate community is often identifiable geographically. This is the case in Taipei, where the study was conducted.

Cohen states that organizational supports, such as housing benefits and reimbursement for servants, transportation, etc., enable expatriates to transform their surroundings to their own tastes and needs. This may be done for very practical reasons, such as the limited availability of consumer goods or adequate housing, or it may be done to reduce the strain of the representative role which many have in the host society. In any case, the transformation of surroundings often takes the form of creating a number of stores, clubs, schools, churches, and other institutions with which the expatriates are familiar. These form a culturally comfortable environment in which to live and spend out-of-work time. Cohen calls this creation the "environmental bubble" (p. 20).

Cohen discusses several characteristics of expatriate communities in general which are germane to the descriptive variables investigated in the Taipei community:

1. Transiency. Although expatriate communities may exist as entities for a long period of time, the membership of the community



is in a constant state of flux (p. 18). Members come into the community, settle, make friends, and leave again within a period of every one to three years. This may create a state of "permanent impermanence" among the members of the community. Cohen believes that this transiency produces a reduction in "the readiness and even the opportunity of adaptation to and integration into the host environment" (p. 19).

2. Privileged status. In contrast to other minorities, Cohen describes expatriates as a "privileged minority," owing to their representative role in the host country (p. 19). As has already been mentioned, this privileged status may influence social interactions with host nationals and the quality and location of expatriate housing areas.

3. Size. Some expatriates, missionaries for instance, may live in isolation from other expatriates, but most live in small or large expatriate enclaves (Cleveland et al., 1960). The larger these communities, the more they are likely to achieve institutional and social self-sufficiency from the host environment (Wolf, 1969).

4. Homo-heterogeneity. Some expatriate communities are composed of individuals of differing institutional sponsorship and functions in the host society, while others, such as military or diplomatic communities, are relatively homogeneous. Expatriates of varying national backgrounds (European, American, etc.) may also be present. Such is the case in the Taipei community, where Americans form a shrinking majority of the expatriate community members and are being joined by Germans, Dutch, Australians, British, and



Israelis. Institutional sponsorship, however, is relatively homogeneous in that most are businesspersons, with a small number of diplomats and missionaries. Cohen states that the degree of homogeneity will influence the cohesiveness and solidarity of the community.

5. Natural versus planted communities. Cohen (p. 25) draws an important distinction between "planted" communities which arise under the sponsorship of a single organization, such as a military base or "company town," and "natural communities" which are "mere ecological aggregates of individuals who came to live in a locality of the host society on their own or under a variety of organizational auspices, for different purposes and at different times" (p. 25). Natural expatriate communities often develop as clusters of expatriates living in one or several designated areas of the city and sharing these areas with parts of the emergent Westernized local nationals (p. 29). Such is the case in Taipei, where a "natural" expatriate community grew up around the former U.S. military housing area and the Taipei American School. This area is also a popular living area for the wealthier Chinese nationals, many of whom also speak English.

The isolation generated by living, working, and shopping in areas which cater primarily to expatriates may encourage a sense that there is danger and hostility in the rest of the host environment and creates a hesitancy to participate in and explore the rest of the city (Nash, 1970). In a community in Spain, for example, where expatriates lived in a "natural" community in proximity to local



nationals, one American described a visit to a friend a half a block away as "traveling through enemy territory" (Wolf, p. 122).

The institutional structure of the expatriate community, then, serves to protect its members against unpleasant effects of the host environment (Cohen, 1977). It allows expatriates to go about activities of everyday living in a relatively familiar environment, and forays into the host environment can become outings. In Taipei, for instance, the YWCA sponsors monthly activities to familiarize expatriates with their environment, called "Journeys Into Chinese Culture" (YWCA, 1980).

Not all expatriates participate to an equal degree in the expatriate community. Some prefer to live among local nationals, particularly if they speak the local language or have a mission directly related to intermingling with the local culture. Missionaries, students, and visiting professors often fall into this group. Some cannot afford to participate fully in the expatriate community, particularly if it is located in the wealthier section of the city and club dues or tuition rates are high (Nash, 1970).

Some who wish to establish ties with local nationals as well as with other expatriates choose to live on the borders of the expatriate community. Useem and Useem (1963) state that this is particularly true of "first-time-outers" who are having their first overseas experience. But even individualists make occasional excursions into the expatriate community to relieve the tensions created by contact with the local environment (Cohen, p. 17). The degree of exclusiveness of the expatriate community and the degree of contacts expatriates



wish to have with it are related to the degree of "strangeness" of the host culture (Cohen, p. 15). In Europe, for instance, the expatriate community or "environmental bubble" may be more loosely defined than in environments which have a higher degree of "strangeness," such as Asia or Africa. Of the subjects in the present study, only three lived outside the foreign suburbs of Tien Mou, Yangmingshan, and Peitou. All of the subjects interviewed reported conducting most of their everyday activities within the "environmental bubble" in Taipei.

Corporate Selection of Expatriates

Some researchers (Benson, 1978; Barret & Bass, 1976; Tucker, 1974) feel that efforts to predict the successful adaptation of overseas personnel have met with only marginal success. Part of the problem may be the lack of adequate criteria to determine exactly what constitutes overseas adjustment (Beinson, 1978; Edstrom et al., 1977). Another part of the problem may be that qualities which the research indicates may be important for overseas adjustment are often overshadowed by corporate priorities (Miller, 1972). In a study of the decision-making process for overseas selection, Miller (1972) reported that the technical and managerial skill of the executives selected was of prime importance and that there was relative depreciation of those criteria relating to the individual's ability to adapt to a foreign environment and culture.



The Role of the Wife in the Selection Process

There are several studies which deal with various aspects of overseas selection (Haner, 1973; Shetty, 1971; Ivancevich, 1969; Fayerweather, 1959; Stoner, 1972; Teague, 1976; Steiglitz, 1963; Cleveland et al., 1960), many of which mention the wife as an important consideration. In a report based on responses from 33 major international companies, Teague (1976) lists the traits most often mentioned as being important to the expatriate executive selection process. These include technical ability as primary, along with supervisory and training ability, organizing ability, and adaptability. A series of evaluative and interview procedures were the norm among these companies, with interviews of wives being mentioned by some.

Although no specific criteria for selection interviews with wives are given in any of the literature, the principle that the wife's adjustment is a primary factor in predicting success overseas seems widely accepted. Orr (1980) cites a report by Business International (1970) which states that "there is a reason to think that a wife's hostile attitude to a foreign environment is a determined factor that must be included in the appraisal report on any executive who is to be groomed for international management" (pp. 56-58). Ivancevich, cited in Baker (1976), found that the "inability of the wife to adapt was among six major causes of job failure of overseas managers" (p. 343), and Labovitz (1977) found that nearly all of the expatriate executives he interviewed reported that either through

their own personal experience or that of colleagues there had been many "failures" of overseas assignments because of unhappiness on the part of the wife.

In a textbook on multinational management, Haner (1973) states that in the selection interview,

women are frequently successful in covering their true feelings in a sincere attempt to go along with the assignment to help their husbands. However, when the change occurs and newness is everywhere, the brave front often disappears. Wives, under these circumstances, have gotten their husbands transferred back home in disgrace or have been the major reason for poor performance on the job (p. 141).

An American Management Association report (Beeth, 1973) sums up the feeling given in much of the literature that the wife's role in the overseas adjustment process is reactive rather than proactive. That is, she is expected to adjust to the situation presented and her failure to do so results in the failure of her husband. Beeth states, "Many expatriate businessmen or technical experts sent out by American companies fail because their wives cannot adjust to or do not make an honest effort to enjoy, their new life and their different surroundings" (p. 75).

On the other hand, a study of overseas couples by Stoner (1972) suggests that if the wife has an active part in the decision to go overseas and encourages her husband to take the position, the husband is likely to exhibit a higher degree of performance abroad than single men or those whose wives play a neutral role in the decision.

Labovitz (1977) indicates that active community involvement, adequate schooling for children, and regular work hours and vacations



on the part of the husband were common experiences among expatriate wives who reported having had a positive experience abroad.

A general feeling seems to be that the wife is an added "complication" in the overseas picture (Labovitz, 1977). One executive who had just returned from overseas put it this way:

The ideal man for a foreign assignment is a Jesuit who has no mother, father, brothers or sisters and who is willing to travel. Since there are few of those, it would be better to choose . . . a man who was a bachelor. If you can't get that, then you should get a man with a wife but no children. If that is impossible, you should take the couple with the fewest number of children (Labovitz, p. 26).

Orientation and Training of Expatriate Corporate Wives

A recent survey of major multinational companies (Maddison, 1977) showed that 37% provided training for overseas posts on an occasional basis only, while 23% provided no organized training program at all. Of those which did provide training, only 30% automatically included the spouse. In Teague's (1976) survey of 33 major multinational companies, less than half had formal orientation for expatriate executives and no listing was given of the wife's participation.

Teague (1976) recommends an orientation program as part of the selection process, rather than its being presented after a definite decision to go has been reached. In this way, "if, in the course of the discussions, insurmountable problems surface not previously anticipated, the transfer may be aborted" (p. 14). There is little evidence that orientation programs are used this way, however. Most are given after the decision to go has been made. The "look-see" trip may be the one exception. About one in three of the companies

surveyed by Teague sponsor a trip for the executive, and sometimes for his wife as well, to the host country. The purpose is to appraise the situation before the actual decision to go is made. There is no documentation on what level of executive receives such a trip (general manager, technical consultant, etc.), on how many accept or turn down the assignment on the basis of the trip, or on whether people feel free to reject the assignment at this stage.

The content of orientation programs seems to differ among companies. Desatnik and Bennet's survey (1977) indicated that training programs consisted of an average of 120 hours on cultural background, company objectives, and language training. Sometimes covered were living conditions, personal security, evaluation of housing and schools, and "behavior of the spouse" (Desatnik & Bennet, 1977, pp. 159-69). About one-third of the companies surveyed by Teague (1977) used outside consultants to offer training. Some of these utilize services such as those offered by a firm in Hawaii, which offers a week-long program for the entire family en-route to the overseas post (Marsh, 1980). Others offer in-house programs with in-house trainers. Documented evaluation of such training programs was unavailable to the researcher.

Once in the host country, assistance for expatriate families appears to be slight. Desatnik & Bennet (1977) found that only 12% of the companies surveyed had a formal process of orientation in the host country. Some 42% assigned someone to look after the new expatriates on an informal basis, but the effectiveness of such a method is undocumented and, according to Desatnik and Bennet, would



seem to depend on the conscientiousness of the individual assigned to do the "looking after."

Corporate Wives and Families Abroad

There have been several studies already cited which relate to the expatriate executive's work roles and adjustment to working in a cross-cultural setting. Additionally, there are several studies of the multinational corporation itself and the types of employees who are required to function within the corporation (Aitken, 1973; Byrnes, 1966; Perlmutter, 1974; Harari & Ziera, 1974; Shetty, 1971; Schrollhammer, 1973; Teague, 1968). Studies of expatriate corporate wives per se are difficult to find, except as peripherally mentioned in "what went wrong" analyses of expatriate failures, interviews with returning executives, or a few on-site studies of expatriate satisfaction.

As already stated, "problem wives" (Stoner, 1972) are often cited in the failure analyses. Baker (1976) found that

almost half of the respondents stated that their firm had been forced to send one or more families home early because of the wife's inability to adapt to the foreign post. . . . Management does not like to admit such failures. . . . An unfinished assignment is expensive (p. 347).

George Labovitz of Boston University conducted a series of interviews with returning expatriate executives which give some insights on the problems they and their families experienced. Many wives listed the lack of on-site orientation as an initial problem and felt like they were "dumped in a hotel" while the husband went off to work (p. 32).



Respondents in the Labovitz study mentioned the need to be independent and active as part of the formula for success on the part of the wife: "To be successful, one needs a wife who is equipped to adapt and who can build her own social life" and "The wife is the one who has time on her hands; she needs to find some useful or entertaining way to use that time" (p. 31). In all instances, Labovitz found that executives who described their overseas experience as an enjoyable and broadening one shared the following experiences:

1. The wife was actively involved in the local community;
2. The children were housed in schools that met the family's expectations of quality;
3. The husband maintained a regular work schedule and participated in regular family vacations, outings and other experiences (p. 32).

There is some evidence that the role changes for the corporate wife may be a considerable source of dissatisfaction and stress (Labovitz, 1977). Vandervelde (1979) indicates that roles which are normally expected of the corporate wife become intensified overseas. Included in these role expectations are social entertaining (Vandervelde, 1979), and Roote and Heenan (1972) list "social obligations" as one of the eight causes of distress among American managers abroad. Other sources of distress which they list include: isolation from opportunities, language problems, overall dependence on the company, professional staleness, family separation, and legal/political problems (Orr, 1980).

Dependency, not only on the husband but on the company as well, was mentioned by subjects in the Labovitz study. Labovitz concluded that "overall satisfaction index of the experience of each



did not seem to be related to location or length of stay as it did to the individual's perceived sense of company support and family integration or lack of them" (p. 29).

In many companies, support takes primarily a financial form. There are many benefits which are given to expatriate families, necessitated by conditions in the overseas environment (Teague, 1976). These may include housing compensation, travel and shipping allowances, tax compensation, and, in some cases, servant and entertainment allowances. There is some debate about whether the financial benefits compensate for the stresses on family and daily living conditions or whether they may constitute a false hold on expatriates who stay abroad partially because of these financial benefits. As one of the wives in Labovitz' study put it: "It was a long, difficult period, and quite frankly, we had to sit down and have a drink and remind ourselves how much money we were making and that that money was going to put our boys through college" (p. 34).

One problem for expatriate wives implied, though not specifically mentioned, is the lack of work opportunities, part of the "isolation from opportunities" mentioned as a stress factor by Root and Heenan (1972). While evidence is disputable that working women generally are more satisfied (Wright, 1978), it is probable that many expatriate wives were working before going overseas. Handy (Berger & Handy, 1974) indicates that working-couple patterns often change temporarily during the life-cycle to accommodate the raising of children or to take advantage of an excellent opportunity in one of the partner's careers. There appears to be no evidence available on how



the wife's career hiatus as necessitated by an overseas move affects her satisfaction in the overseas environment. A recent survey conducted by the American Chamber of Commerce in Hong Kong (South China Morning Post, 1980) indicated that 35% of the wives surveyed had actively sought jobs in the overseas environment, most of them without success. Authors of the survey concluded that most spouses suffered from "the bored spouse syndrome" and were "generally unhappy about their pace of life here."

Ziera (1976) interviewed expatriate managers on the subject of transfer policies and learned that the adaptation process "is hard on their families, who have to adapt repeatedly to different political, social, cultural and economic environments" (p. 41). Their inability to develop long-lasting friendships was difficult, particularly in the case of teen-age children.

Although peripheral to the adjustment of the wife per se, the satisfaction of the children overseas can have an influence on the satisfaction of both parents. Several studies have been done on the adjustment of children to the overseas environment (Useem, 1972; Downie, 1976; Wright, 1979; Werkman, 1977, 1979). Concerns of parents revolve primarily around adequate schooling and social adjustment. A very recent study by Paul Orr (1980) indicated that inadequate schooling was listed as a great cause of distress among 33% of the 218 expatriate spouses surveyed and as a considerable cause of distress by 28.8% more. Other concerns about children include absence of related family members, adjustment to servants, health, and development of friendships (Werkman, 1977).



Corporate Wives in the United States

The paucity of literature concerning the expatriate wife is difficult to explain unless one extends the premise put forth by Teague (1976) that selection for assignments overseas varies little from selection for transfer within the United States. It could be that the expatriate wife is expected by the corporation to adjust overseas much as she would adjust to a move within the United States. It would, therefore, be worthwhile to highlight some of the studies done of the corporate wives here to get a better idea of what "adjustment" or "failure to adjust" might mean in the eyes of the corporation.

The role of the corporate wife was brought to the forefront in the early 1950s by William H. Whyte, Jr. (1952). Following Whyte's philosophy, rules of conduct for women who expected their husbands to get to the top were outlined and the corporate wife was consigned to the role of "outsider" (Kanter, 1977). She was expected to be supportive, responsible for household responsibilities, and generally to fulfill the role of helpmate to her husband. In this role perspective, she would allow the company to "get two employees for the price of one" (Vandervelde, 1979).

A description of this two-for-the-price-of-one perspective is given by Hanna Papanek (1972) in what she calls "the two-person single career." In this arrangement, the wife receives "vicarious achievement" (p. 852) from her husband's career advancement and performs certain support activities which will enhance that advancement. These include:



1. Activities which focus on the status and rank aspects of the husband's job, such as housing, friendship circles, club memberships, etc.

2. Activities which may provide direct contribution to the husband's work; such as editing reports, attending and taking notes at meetings, typing, etc.

3. Activities which may enhance the man's public image, such as entertaining, attendance at public functions, etc.

Papanek states that the status-enhancing activities are prevalent in situations where the employing institution operates social enclaves, such as army posts, college towns, and company towns.

Rosabeth Moss Kanter (1977) conducted an in-depth study of a major American corporation, which she called "Indsco," and concluded that the role expectations for the corporate wife differed according to the husband's position in the corporation. She outlined three phases of the husband's career which influenced the nature of the wife's role in the two-person single career. Interestingly, she states that the closer the husband comes to the top position, the more "traditional" and more defined the role expectations for the wife become. Kanter concludes that:

1. Wives of men in technical, sales, or other pre-management positions faced the problem of exclusion from their husbands' jobs. These women faced "a system that shut them out officially of their husband's job worlds, at the same time that job conditions limited their husband's availability" (p. 113). The husband was traveling



or working long hours at a job in which the wife was not expected to have a role, but she was expected to "accept" the demands of the husband's job.

2. Wives of men moving up the managerial ladder were expected to play a more important role. At this point in the husband's career, "wife scrutiny" (Kanter, p. 116) came into play, as the behavior of the wife was considered in an informal evaluation of the husband's possibilities. The instrumentality of social relationships was emphasized, and wives were expected to spend more time in company-related entertainment. Many wives in the study indicated a pull between the seemingly "superficial" relationships demanded by such a role function and the establishment of deep friendships and loyalties, regardless of the company's view.

3. Wives of top company executives had to deal more and more with the "public" nature of their involvement with the husband's job. The private sector of life was reduced as involvement in community activities, entertainment, attendance at social functions, and establishment of friendships all became useful to "doing business." The expression of personal and political beliefs could have a detrimental effect. At this phase of the husband's career, "the importance of the wife stems not only from her own skills and activities (which could be, and are, performed by paid employees) but also from the testimony her behavior provides, its clue to the character and personal side of her husband" (p. 120). In other words, the "representational" role of the wife is important at this stage.



Viewing this study in light of the literature dealing with corporate expatriates may reveal something of the unexpressed criteria used to determine adjustment on the part of the wife. Because of the nature of the jobs overseas, many, if not most, expatriate executives are at the upper levels of management. As the representational role is emphasized overseas, the demands for instrumental and public relationships on the part of the wife can be underscored. In fact, Kanter also states that demands "seemed more important in field locations in smaller towns, where the corporate network might in fact become a closed social community" (p. 117).

The two-person single career idea has been prevalent through the early 1970s and can be seen as the "traditional" view of the corporate wife. Whether or not this view has changed in light of the changing attitudes of and toward women and their roles in our society could give an indication of the present corporate attitudes toward the wives of domestic and overseas executives.

Marianne Vandervelde (1979) recently conducted a survey of the Fortune 500 corporate executive officers and their wives regarding their perceptions of valuable attributes of the corporate wife.

Responses indicate:

1. Concern about her own identity is the least desirable characteristic of a corporate wife. Vandervelde states that 72% of the women in the survey placed identity last on the list of desirable characteristics (p. 8).

2. Adaptability and graciousness were the most valued characteristics among the wives surveyed, while "sense of humor" was



indicated by the men as the most desirable characteristic for a corporate wife.

3. While intelligence was highly valued, independence was placed near the bottom of the list.

4. Attitudes about corporate wives have not changed in the past few years according to 85% of the men and 70% of the women (p. 8).

The nature of the response in the Vandervelde study may have been influenced by the age of the respondents, who were aged 50 and over, but the fact that the respondents were all at the level of corporate executive officer is notable in that these are the men who exert influence on corporate attitudes and policies. Several stated that their corporations did not consider the wife in any way an employee and that promotion did not depend on the performance of the wife, but Vandervelde states that such attitudes were the exception rather than the rule (p. 99).

The personal effects of the "vicarious achievement" aspects of the two-person single career are cited by Robert Seidenberg (1973), who is concerned with psychological counseling of corporate wives. Lack of independence was seen as a cause of depression, and the constant transfers and constraints perceived to be part of the role of the corporate wife prevented pursuit of independent sources of achievement. Kanter (1977) notes that the actual casualty rate among wives is unknown, and "at every wave of criticism and protest there was also a chorus of apparently contented wives waiting in the wings to insist that the advantages outweighed the disadvantages" (p. 110).



In spite of what Vandervelde calls the "schizophrenic" prescription given to the wife by both the husband and the company-- "Be yourself, but cater to me first" (p. 13), she maintains that many women are beginning to search for their own identity and at the same time live with some of the constraints placed upon them by the corporation. The key, according to Vandervelde, is to sort out "the healthy parts of the corporate role from the sick ones" (p. 31).

Summary

Although literature concerning the corporate wife abroad is sparse, it is possible to support the contention that her adjustment is of some concern to the corporation and is seen as a primary factor in the adjustment and success of her husband. Since the wife is usually mentioned briefly in the literature concerned with the selection and adjustment of the corporate executive, it has been the purpose of this chapter to review studies of expatriate adjustment and the expatriate environment in general, with particular emphasis on how these may affect the wife. Studies of expatriate executive selection and family adjustment overseas were reviewed, as well as studies of corporate wives in the United States, as they may impact perceptions of the corporate wife abroad.

Conclusions can be summarized as follows:

1. The role of the expatriate is often of a representational nature. The expatriate is viewed, not only as a representative of the sponsoring corporation, but of his or her country as well. This representative role often confers a privileged status in the host



country, resulting in a more "public" lifestyle than the individual might have had in the United States.

2. Theories of expatriate adjustment may be grouped into four categories:

a. Intercultural adjustment theories, which stress sequential steps of adjustment. The "culture shock" theory is the most well-known of these.

b. Intercultural communication theories, which stress the role of verbal and nonverbal cues and the influence of stereotyping on adjustment.

c. Personality theories, which center on describing personalities most suited to overseas living.

d. Behavioral theories, which seek to identify reinforcing experiences in the overseas situation which assist adjustment.

3. Expatriate communities may be more or less identifiable geographically depending on the perceived "strangeness" of the host environment. These communities serve to filter out the more unpleasant aspects of the host culture and offer a respite from the representational role. They may include schools, churches, clubs, and other institutions which are "like home."

4. The attitude of the wife is considered by some companies in the selection of expatriate executives, and emphasis is usually on her acceptance of the post. Orientation programs of about one-third of the companies surveyed in two studies also include the wife.

5. Interviews with returning expatriate executives emphasize the importance of the wife's adjustment. Executives who found their overseas experience to be a positive one all indicated that their wives had been actively involved in activities overseas, that they had been satisfied with the children's schooling, and that the husband had participated in vacations and out-of-work family activities.

6. Studies of corporate wives in the U.S. indicated that the higher the husband's position in the corporation, the more the wife was expected to play a role in her husband's career. Her role was found to be representational or status-enhancing in nature, with social involvement increasing as the husband advanced. A recent survey of the Fortune 500 CEO's indicated they believe that these expectations have not changed in recent years.



CHAPTER III

METHODOLOGY

Introduction

The principal purpose of this study, as outlined in Chapter I, is to describe the characteristics of American expatriate corporate wives in Taipei that may influence their expressed levels of satisfaction. A questionnaire, which included an instrument to measure satisfaction and an instrument which was developed to measure expatriate, corporate, and family factors affecting satisfaction in Taipei, served as the primary source of data.

The purpose of this chapter is to present detailed information pertaining to the population sampled in the study, the setting of the study, the development of the questionnaire, and the procedures and techniques used in the collection and analysis of the data.

The Population

The population for the study consisted of all American-born women who are married to American employees of American corporations registered with the American Chamber of Commerce and who were present in Taipei during the spring of 1980.

Participants were selected from the membership list of the American Club in China, a social-recreational club for expatriates and their families in Taipei. While membership in the ACC is not



limited to Americans, most American corporations in Taipei maintain a number of membership subscriptions as a benefit for their employees. The ACC roster provides the most comprehensive list available of American corporate families in Taipei. Members span a considerable age range and include those with non-school-age children or no children, as well as those with children in school.

The list of potential participants was cross-checked with the roster of the American Chamber of Commerce and with the enrollment roster of the Taipei American School. For the most part, those who met the selection criteria duplicated the list of names selected from the ACC roster.

Because the number of Americans in Taipei is relatively small for research purposes, an attempt was made to sample the total population as far as possible. In the early planning stages, consideration had been given to including other expatriates in the study. There are several national groups represented in Taipei, including Germans, Dutch, British, Australians, Canadians, Japanese, and others. Consultation with a researcher in Hong Kong, Dr. Mildred McCoy, who is conducting a study of culture shock among expatriate wives from several national groups, indicated that language and cultural value variables were many. It was decided to use only American subjects in the Taipei study, and although this would reduce the number of available subjects, it would assure a greater confidence in cultural homogeneity.

An original total of 86 participants were selected, and upon further investigation, 13 participants were found to have citizenship



other than American and were eliminated from the study. Additionally, five possible participants were to be out of the country at the time of data collection, leaving a final sample of 66 subjects. A total of 63 participants returned the questionnaire.

The Setting

A brief description of the setting in which the study was conducted is meant to provide a background for the reader in further evaluating the data which will be presented in Chapter IV. It can also provide a basis for generalizing the findings in this study to other locations. If setting characteristics in another location are similar, there is a stronger case to be made for generalization to that location.

The Taipei expatriate community can be described as a "natural" community, using Cohen's (1977) definition cited in Chapter II. It has grown over the years to encompass several sections in the northern part of the city and specifically refers to the suburbs of Tien Mou, Yangmingshan, Shih Lin, Shih Pai, and parts of Peitou. All but three of the subjects in this study lived in one of these areas, which are located within about a five-mile radius of the Taipei American School, located in Shih Lin.

Many of the stores which cater to foreigners are located in Tien Mou and grew up around what was formerly the U.S. military housing area. Owners of these stores speak English and offer several services, including beauty shops, clothing and tailoring shops, pharmacies, electrical appliance and repair shops, furniture stores,

drapery shops, and a number of grocery stores which stock American and European foods. An increasing number of products are being imported from abroad and many western foods are now available, although they may be two to three times as expensive as they are in the home country. Hygienic conditions are generally not comparable with U.S. or European standards.

The weather in Taiwan is subtropical and has been compared to that of Florida. Summers are hot and muggy and winters are short, damp, and rainy. Temperatures in the winter can go as low as 40°F, but usually remain around 55°.

The terrain in the northern suburbs is mountainous, and houses are often connected by small, winding roads or a few main thoroughfares which are most often crowded with taxis, cars, and busses. Houses are either "nested" in groups or isolated to some degree from one another. Most often, houses are surrounded by a large wall, for security purposes.

Most of the expatriates in Taipei employ one or more servants, at least on a part-time basis. These include an amah (maid) who may live in the house or come in on a daily basis; a yard-man who may come in weekly to do the gardening and heavy housework, such as cleaning windows and floors; and a driver who is usually employed to drive the husband to and from work. The driver may also be available to the wife and family.

There are several expatriate institutions in the community which provide unity, services which are "like home," and provide an opportunity for communication with co-patriots and non-American

expatriates. These are the American Club, other social-recreational clubs, various church groups, the Taipei American School, and Bethany School. Participation in these organizations is almost exclusively expatriate. Institutions such as these are typical of what Cohen (1977) described for communities which are surrounded by a local environment with a high degree of "strangeness."

The common language among expatriates is English, even though approximately half of the expatriates are non-Americans. Since English is the most common second language among the Chinese, most of the expatriates communicate with the Chinese in English. This limits, to a large extent, the social contacts between expatriates and Chinese, as conversations are conducted in a language which may be a second language for both parties.

Many expatriates have learned some Chinese, although this may be limited to functional vocabulary, such as that used in ordering food, asking the cost of various items, or asking directions. The complexity of written Chinese prevents literacy for most expatriates. The extent to which the local language is known and used by expatriates in Taipei is far less than it might be in locations where the local language has roots similar to those of English.

In summary, Taipei has an expatriate community which is relatively small (about 1,500) and readily identifiable. It is united by a common geographical location, common institutions, and a common language. Members often participate in common social activities, shop at the same stores, and are generally known to one another. Expatriates consider themselves members of a foreign community, and

this idea is supported by the Chinese, who often refer to foreigners as a common group, regardless of their nationality.

Instrumentation

The instrument used in this research can be seen in Appendix B and consisted of two parts: (1) both forced-choice and open-ended responses to questions related to aspects of expatriate, corporate, and family living in Taipei; and (2) responses to questions related to expressed satisfaction (Questions 34a-34j and Questions 35-38).

The following sections of this chapter will outline the selection and development of instruments designed to measure satisfaction and aspects of expatriate corporate life in Taipei.

Selection of the Satisfaction Instrument

The search for an existing instrument to measure satisfaction was predicated on several criteria:

First, the purpose of the instrument had to be the measurement of general satisfaction. General satisfaction was defined by the researcher according to Brophy's definition (1959) that it is "one's usual degree of happiness with life as a whole" (p. 279). Since the purpose of this study was not to diagnose degree of mental health or therapy needs, the instrument selected would have to be general in nature and present a momentary picture of the subjects' feeling of satisfaction at the time of the study.

Second, the instrument had to be nonthreatening. Edwards (1957) suggests that direct questioning about attitudes is effective



only when "the social atmosphere is free from actual or felt pressures toward conformity" (p. 3). As already indicated in Chapter II, the expatriate environment in Taipei is "public" and representational in nature and is not conducive to self-disclosure. Possible felt pressures toward conformity were another reason for excluding more complex psychological measures from an exploratory, descriptive study.

Third, the instrument had to be short. The questionnaire sections covering aspects of expatriate life were projected to be rather long and plenty of time and space was to be allowed for open-ended responses to allow for the exploratory nature of the study. The satisfaction measure was to be inserted into the body of the questionnaire to reduce the threat and not interrupt the flow of response.

Fourth, the instrument had to be easily scored. With a sometimes undependable postal system and lack of computer facilities, the satisfaction instrument had to be scored on site.

Of many potential instruments carefully considered, the Bradburn Affect-Balance Scale was selected. The Affect-Balance Scale, or ABS, was developed by Norman Bradburn and his associates (Bradburn, 1968) at the National Opinion Research Center in Chicago and has been used in several studies of psychological well-being around the country (Bradburn, 1969, 1965; Phillips, 1967).

The ABS (Appendix B, Questions 34a-34j) consists of a series of ten statements which refer to five positive and five negative feelings, and subjects are asked to indicate whether they have experienced these feelings within the past few weeks. The ABS conforms to Edwards' (1957) criteria for the construction of attitude scales and

is similar to the scale developed by Brophy (1959) to measure general satisfaction as a function of interaction of the individual and the environment.

Bradburn (1969) argues that happiness, or general satisfaction as it has been defined by the researcher, can be conceptualized as a function of the relationship between negative and positive feelings or affect. His studies indicate that negative and positive affect vary independently of one another, rather than as polar opposites on a single dimension. His findings indicate that the greater the strength of positive over negative feelings, the more likely the individual is to report being "very happy" and conversely, the greater the strength of negative over positive feelings, the more likely the individual is to report him or herself as "not too happy." Bradburn and his associates conclude that "the best predictor of the overall self-rating was the discrepancy between the two scores: the greater the excess of positive over negative affect, the higher the overall rating of psychological well-being" (pp. 9-10).

Scoring the Affect-Balance Scale (ABS)

As seen in Appendix B, the ABS consists of items 34a-34j on the questionnaire. Respondents were asked to respond to the ten statements on a Thurstone-type interval scale in which each scale value indicates strength of an agreement response to the item (Isacc & Michael, 1979). In this case, subjects were asked how often in the past few weeks they had experienced the five negative and five positive feelings.



The ABS, as developed and used by Bradburn (1965, 1969), used only "yes" and "no" responses. The scale was modified for this study to include four possible responses: often, occasionally, seldom, and never. The purpose of the modification was to elicit a broader base from which to assess strength of response for later data analysis. For purposes of scoring, an "often" or "occasionally" response counted as a "yes," and a "seldom" or "never" response counted as a "no."

In ABS items 34a-34j, even statements are those on the negative scale and odd statements are those on the positive scale. The number of "yes" responses on the negative scale was subtracted from the number of "yes" responses on the positive scale to yield the satisfaction score. A positive score would indicate satisfaction and a negative score would indicate dissatisfaction.

Reliability and Validity

As the Bradburn Affect-Balance Scale is based on self-reported endorsement of positive and negative statements, common concerns about the reliability and validity of self-report measures and the way they were dealt with in the study will be discussed.

One concern with self-report measures is their reliability or consistency (Isacc & Michael, 1979). In his 1968 study, Bradburn tested the stability of the ABS using the test-retest method with 179 subjects. The Cochran Q values were uniformly high for all items, with all but one being over .90. The item "excited or interested in something" had a Q-value of .86 (Bradburn, 1969, p. 77). However, as a modest check of the validity of the ABS scores, it was decided to



ask four further questions which seem to reflect happiness and which Bradburn states correlate highly with the ABS score. These are Questions 35-37 in Appendix B. Data that will be presented in Chapter IV suggest there is a strong positive correlation between scores on the Bradburn scale and responses for these four items.

Validity in self-reported attitude measurements has been a matter of critical debate (Cronbach, 1960). But part of the problem, as Cronbach states, is that

attitude tests were designed, not to replace less convenient ways of measuring attitudes, but to fill the need for any sort of measuring device. We know little about a man's attitude except what he tells us, so that there is no sure way of comparing his self-report, his "public" attitude, with his true private beliefs (p. 375).

As noted earlier, Edwards (1957) cautions that self-report measures are only effective when there is no felt pressure toward conformity. The fact that the ABS in Taipei was administered in a paper-and-pencil format, with guarantees of confidentiality, hopefully took away some of the pressure toward conformity. Nevertheless, Cronbach's conclusion that such tests can only be seen as valid when they are taken as opinions which would be publicly verbalized (p. 375) is true of this study.

Development of the Instrument Dealing With Expatriate Life

Since no existing instrument was available to assess aspects of expatriate life, one was developed by the researcher. The major portion of the questionnaire (Appendix B) was developed around four categories of inquiry derived from the review of the literature

outlined in Chapter II. A discussion of these four categories and relevant questions follows.

1. Expatriate Life. Questions in this section deal with important aspects of expatriate living as suggested by Cohen (1977), Useem (1966), and the studies on intercultural adjustment in Chapter II. Important categories include:

- a. Transiency: Questions 10-19
- b. Activities: Questions 20-21 and 31-33
- c. Language Proficiency: Questions 22-24
- d. Intercultural Contacts: Questions 25-29

2. Corporate Life. Questions in this section deal with aspects of corporate life as suggested by Kanter (1977), Vandervelde (1979), Papanek (1966), and others cited in Chapter II. Categories include:

- a. Position of husband: Questions 39-41
- b. Corporate expectations: Questions 42-49
- c. Training and orientation: Questions 50-51

3. Family Life. Questions in this section deal with aspects of family life suggested by Labovitz (1977) and others cited in Chapter II. Categories include:

- a. Length of marriage: Questions 52-53
- b. Children: Questions 54-58
- c. Husband's work hours: Questions 59-60
- d. Husband's satisfaction: Questions 61-63
- e. Quality of family life: Questions 64-70

4. Personal Background. Questions in this section include aspects of personal background suggested in Chapter II and demographic data. Categories include:

- a. Employment and work background: Questions 71-73 and 9
- b. Educational background: Question 5
- c. Family background and mobility: Questions 6-8
- d. Age: Question 4

In determining the questions to be asked in the various categories, the researcher selected and held discussions with several expatriate corporate wives with varying degrees of overseas experience. The researcher also relied on her own experience in three overseas posts to evaluate the content of the questionnaire.

Pilot Studies and Revisions

The questionnaire was piloted three times, using subjects who were similar to the subject pool. These included Canadians and three Americans whose husbands held managerial, but non-corporate-sponsored positions in Taipei. Because of the small size of the subject pool, it was decided to use pilot subjects who were similar to rather than part of the subject pool.

The first draft of the questionnaire was given to three pilot subjects, and a critique interview was held. Suggestions were given for additional questions in the "family" area, and general suggestions regarding open-ended questions and format were given.

The second draft was piloted and a sample questionnaire was sent to the doctoral committee for review and comment. Following the

suggestions of the doctoral committee, some changes were made in the format of multi-response questions, such as #20. Questions regarding the husband's satisfaction were also added.

The finalized draft of the questionnaire was then administered to three pilot subjects. No changes were suggested, and all indicated satisfaction with the content and format.

Procedure for Collecting the Data

After the names of potential subjects were identified, using the membership roster of the ACC as a primary source, each subject was contacted by telephone. Subjects were told that the study was part of a graduate research project for Michigan State University and that its primary purpose was to assist in the development of training directions for corporate wives who might be coming overseas. As a basis for suggesting such directions, the study was meant to explore the ideas and feelings of corporate wives presently living in the Taipei community. Subjects were assured that neither their names nor those of their sponsoring corporations would be used and that all data which could identify individuals would be held in confidence. With the exception of two who did not wish to participate, all agreed with enthusiasm.

Questionnaires were mailed to the subjects' home addresses, along with a cover letter, confidentiality statement (Appendix A), and a stamped return envelope. Each subject was assigned an identification number which was written on the questionnaire and on the return envelope. The name, address, phone number, and company of

each subject was written on an index card, with the ID number in the upper right-hand corner. These cards were kept in a file and as the return envelopes came in, the cards were removed from the file.

After two weeks, those who had not yet returned the questionnaire were contacted by phone. It was found that four questionnaires had not been received, due to errors in the Chinese address. These four were then mailed a second questionnaire by registered mail. After four weeks, 63 out of the 66 questionnaires had been returned.

Data Analysis

Responses to the questionnaire were coded and analyzed, using computer programs from the Statistical Package for the Social Sciences (SPSS). Two statistical methods were used to analyze the data: the Chi-Square and One-Way Analysis of Variance (ANOVA).

In the Chi-Square analysis, subjects were assigned to high, moderate, and low satisfaction groups, based on their ABS scores. This was done because scores which are based on an interval scale (such as the ABS) must be categorized into frequency form, for example high, moderate, and low scoring ranges, before the Chi-Square statistic can be applied (Isacc & Michael, 1971). Subjects who had ABS scores of +4 were classified in the high satisfaction group. Those whose scores ranged from +3 to +1 were placed in the moderate satisfaction group. Those having scores of 0 or less were placed in the low satisfaction group.

The responses to each questionnaire item for those in each satisfaction group were analyzed using a contingency table analysis



(Cross-Tabulation). Given the exploratory nature of the study, it was felt that contingency table analysis would provide a "picture" of the data, i.e., an examination of the pattern of response to each question across the high, moderate, and low satisfaction groups.

Responses to each question were analyzed using both a Chi-Square and an Analysis of Variance test. As noted earlier, the Chi-Square test has the advantage of providing a "picture" of the response patterns for each group of respondents. It is also appropriate for analyzing nominal or ordinal data. However, the power of this statistic is relatively low; that is, the likelihood of rejecting the null hypothesis may be comparatively small, even when the hypothesis should be rejected. Because the assumption that one is analyzing nominal or ordinal data is relatively easy to satisfy and because this test has comparatively weak power, the Chi-Square test provides a "conservative" test of significance.

The Analysis of Variance test, on the other hand, poses a more demanding set of assumptions, but is considerably more powerful than the Chi-Square test. This test assumes, for example, that one is analyzing interval rather than nominal or ordinal data. Because responses to questionnaire items may fail to satisfy these conditions, use of the ANOVA represents a "liberal" test of significance in this study.

Use of both a conservative and a liberal test is appropriate in an exploratory study of this type. When both tests point to the same conclusions, one may rest assured that the statistical test has not been unduly influenced by violations in assumptions or level of



power. Thus differences in response patterns that are statistically significant according to both tests may be viewed as "promising"; differences that are not significant on either test may be viewed as "not promising"; and those that are significant on the liberal test but not on the conservative test are "inconclusive" and should be examined again in future studies of this type.

A significance level of .05 was set for both tests. Given the exploratory and sociological nature of the study, variables which were significant at the .10 level will be noted and considered in drawing conclusions.

Data that will be summarized in Chapter IV will be presented in a format which allows examination of both the Chi-Square analysis and ANOVA (Figure 3-1). Variables which are not statistically significant on either test will be presented as indicated below, with responses for the total population, the mean satisfaction score for each response category, Chi-Square, and F-values. The column labeled "M Sat." stands for the mean satisfaction score, which varies from a high of +4 to a low of -3.

Variable	N	% Total	<u>M</u> Sat.	χ^2	<u>F</u>
Response Categories					
a.					
b.					
c.					

Figure 3-1.--Format for data tables.



Variables which are significant on either or both of the tests, or were of particular interest in relation to other variables, will be presented in a manner which allows for closer examination of the response frequencies in the high, moderate, and low satisfaction groups. An example of this type of table is shown in Figure 3-2.

Variable	N	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
Response Categories								
a.								
b.								
c.								

Figure 3-2.--Format for statistically significant data tables.

Early in the data-analysis process, it was tentatively decided to use two "naive" raters to analyze the open-ended responses on the questionnaire and assign a satisfaction score to each individual based on their analysis. It was felt that this might provide a further validity check on the satisfaction scores obtained from the ABS. There was some agreement among the raters on which individuals could be considered highly satisfied, moderately satisfied, or not satisfied. However, there was not agreement on the criteria which were used to reach these conclusions. Since the open-ended response questions were not originally designed as a parallel form of the ABS and since it was not clear that the raters' judgments of satisfaction

were based on the same criteria, it was decided to base analysis of the data on the ABS scores alone.

Summary

This study is an attempt to describe characteristics of American expatriate corporate wives in Taipei who express high, moderate, and low degrees of satisfaction with their present situation. The population for the sample consisted of all American-born women who are married to American employees of American corporations who were present in Taipei during the spring of 1980. Because of the small size of the potential subject pool, the entire population was sampled.

The setting for the study was the expatriate community in Taipei, a relatively small, readily identifiable group of expatriates. These expatriates are united by a common geographical location, common institutions, a common language, and are identified as a common body by the Chinese.

The instrument selected to measure satisfaction was the Affect-Balance Scale, developed by Norman Bradburn and his associates at the National Opinion Research Center. The scale is short enough to be accommodated in the body of a long questionnaire and is non-threatening in nature. Reliability and validity of the instrument were discussed in this chapter.

The instrument to measure various aspects of the expatriate, corporate life of the subjects was developed by the researcher and piloted on subjects who were similar to those in the subject pool.



Questions fall into four major categories: expatriate life, corporate life, family life, and personal background. Questions which relate to each category were identified.

The data were analyzed using the SPSS computer program. Both a liberal test for significance (ANOVA) and a conservative test (Chi-Square) were applied to the data. A significance level of .05 was set for both tests, although variables which were significant at the .10 level or below will be considered in drawing conclusions. Data are presented in a manner which displays both methods of analysis.



CHAPTER IV

ANALYSIS OF THE DATA

Introduction

In this chapter, analyses of the data are presented. As stated in Chapter I, the purpose of this study was to explore and describe the characteristics of American expatriate corporate wives in Taipei as they relate to satisfaction level. More specifically, these characteristics were described in four major categories:

1. Personal and family background, including age, parents' education and occupations, mobility, previous overseas experience, and work experience.
2. Expatriate factors, including length of time in Taipei, mobility since marriage, and activities of everyday living in Taipei.
3. Corporate factors, including corporate expectations and supports.
4. Family factors, including perceived effects of life in Taipei on husband and children and quality of family life.

Sixty-six American corporate wives in Taipei were asked to respond to a questionnaire designed to generate data in each of the four categories. The questionnaire included the Bradburn Affect Balance Scale, an instrument designed to assess satisfaction. Questionnaire data were coded and analyzed, using both the Chi-Square Statistic and One Way Analysis of Variance.

The data and analysis procedures used are reviewed here in six sections: (1) Description of the Population, (2) Personal



Background Factors; (3) Expatriate Factors; (4) Corporate Factors; (5) Family Factors; and (6) Summary. In each section, data relevant to that section will be presented. Response categories, frequency of responses, the mean satisfaction score, Chi-Square Values, and F-Ratio will be presented for each variable in the section. Where a variable proved to be statistically significant at at least the .05 level on either the liberal test for significance (ANOVA) or the conservative test for significance (Chi-Square), frequency of responses for high, moderate, and low satisfaction categories will be presented. At the end of this chapter, samples of responses to the open-ended questions from the questionnaire will be presented.

Description of the Population

The actual population consisted of 66 American women in Taipei whose husbands were there under the sponsorship of 31 American corporations. The corporations included seven banks, eight electronics firms, three chemical companies, two shipping companies, two trading companies, one construction firm, and nine other companies concerned with the manufacture and distribution of other products. All participants were American-born or born overseas of American parents, and all have husbands who are American citizens.

Most of the subjects were between 31 and 40 years of age, with the average age being 37.8. Table 4-3 provides additional descriptive data about the subjects.

Of the 66 subjects, 63 returned the questionnaires. All of these had completed the questionnaires in such a way that they could

be used for the tests. Occasionally, a question was overlooked or not answered, and these were coded as missing data.

The Affect Balance Scale

The subjects' raw scores on the Affect Balance Scale are depicted in Table 4-1. For purposes of analysis, raw scores were grouped into high, moderate, and low satisfaction categories according to the following schedule:

High satisfaction = +4

Moderate satisfaction = +3 through +1

Low satisfaction = 0 and below

These categories were converted to percentages, and the resulting frequency distribution is represented in Figure 4-1. The distribution is skewed toward the positive, indicating a high level of satisfaction as measured by the ABS among the population surveyed.

Table 4-1.--Frequency distribution of scores on the Affect Balance Scale.

	+4	+3	+2	+1	0	-1	-2	-3
Frequency	21							
18								
15								
12								
9								
6								
3								



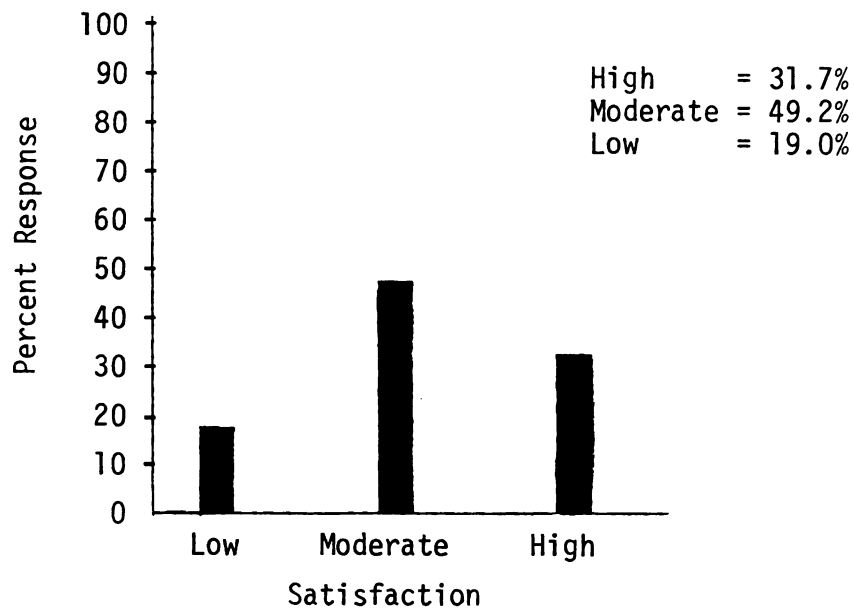


Figure 4-1.--Distribution of satisfaction categories.

Table 4-2 represents answers to four questions which were used by Bradburn and his associates to further establish the validity of the ABS test instrument. All four were highly significant for the population of this study.

Personal and Family Background Factors

Several items on the questionnaire asked participants to describe various aspects of their personal or family background. Variables of this type include:

- a. educational and occupational backgrounds of parents
- b. age of subjects
- c. subjects' academic background
- d. mobility (# moves) during childhood



Table 4-2.--Questions used to further establish ABS validity.

Response	N	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
Taken all together, how would you say you are? Are you . . .								
Very happy	17	27.0	3.41	57.1	13.3	8.3		
Pretty happy	36	57.1	2.39	42.9	73.3	41.7	27.82**	14.99**
Not too happy	7	11.1	-1.00	0	6.7	41.7	df=6	df=3/59
No response	3	4.8	1.66	..	6.7	8.3		
Compared with your life today, how were things 4-5 years ago?								
Happier then	22	34.9	.95	14.3	36.7	66.7		
Not as happy then	13	20.6	2.46	28.6	13.3	25.0	13.115*	7.29**
About the same	27	42.9	3.18	57.1	46.7	8.3	df=6	df=3/59
No response	1	..	3.0	..	3.3	..		
Think of how life is going now. Do you want to . . .								
Continue the same	11	17.5	2.72	19.0	20.0	8.3		
Change some parts	41	65.1	2.73	76.2	66.7	41.7	14.32*	8.50**
Change many parts	10	15.9	-.10	4.8	10.0	50.0	df=6	df=3/59
No response	1	1.6	1.00	..	3.3	..		
When you think of what you want from life, would you say you're								
Doing very well	12	19.0	2.91	33.3	10.0	16.7		
Doing pretty well	44	69.8	2.54	66.7	80.0	50.0	12.42**	13.48**
Not doing too well	7	11.1	-.71	0	10.0	33.3	df=4	df=2/60

*p < .05.

**p < .01.



- e. present and past employment of subjects
- f. subjects' intention to seek employment

Chi-Square and ANOVA tests were computed for each item in this set. These tests represent an attempt to determine whether the pattern of responses to each question varies significantly among individuals in the high, moderate, and low satisfaction groups. The results of these tests are summarized in Table 4-3.

Neither the conservative nor the liberal test suggested that there were statistically significant relationships between level of satisfaction and any of the personal or family background factors listed above. It may be of some interest, however, to examine the overall responses to each question in this set. The data are summarized in Table 4-3. In this table, as in all the tables in this chapter, some of the response categories have been collapsed for clarity, and the degrees of freedom shown are those for the original categories. "No response" categories have been omitted where they show little or no effect on response patterns.

The data portrayed in Table 4-3 provide the following summary of descriptors regarding personal background of the subjects:

- a. Educational backgrounds and occupations of parents: A majority of the respondents came from families where both parents finished high school. Nearly 40% of the subjects' mothers and 49% of their fathers had some college. Parent backgrounds did not vary significantly among those in the high, moderate, and low satisfaction groups.

Table 4-3.--Personal and family background factors as related to satisfaction.

Personal and Family Background	N	% Total	M Sat.	χ^2	F
<u>Mother's education</u>					
>high school	13	20.6	2.31	12.07 df=10	.23 df=5/57
high school	24	38.1	2.17		
college work	24	39.7	2.36		
<u>Mother's occupation</u>					
housewife	31	49.2	2.03	14.06 df=10	.22 df=5/57
clerical	7	11.1	2.00		
skilled, nonclerical	7	11.1	2.57		
manager	4	6.3	2.29		
professional	11	17.5	2.64		
<u>Father's education</u>					
>high school	16	25.4	1.81	7.42 df=10	1.96 df=5/57
high school	14	22.2	1.64		
college work	30	49.2	2.65		
<u>Father's occupation</u>					
unskilled	8	12.7	1.25	11.34 df=12	1.10 df=5/56
skilled labor	10	15.9	1.13		
white-collar	12	19.0	2.60		
manager	18	28.6	2.67		
professional	10	15.9	2.61		
other	5	7.9	4.00		
<u># moves as child</u>					
a. in-state					
none	26	41.3	1.89	21.87 df=16	1.41 df=8/56
1-3	28	44.5	3.36		
4 or more	9	14.4	2.22		
b. out-state					
none	33	52.4	2.30	13.43 df=16	.78 df=8/56
1-3	21	33.3	2.67		
4 or more	9	14.4	1.11		
<u># overseas posts as a child</u>					
none	51	81.0	2.37	3.22 df=4	1.73 df=3/56
1	8	12.6	1.13		
2	1	1.6	1.00		
3	3	4.8	3.67		



Table 4-3.--Continued.

Personal and Family Background	N	% Total	M Sat.	χ^2	F
<u>Subject's age</u>					
30 or less	10	15.9	2.0	8.39 df=6	.94 df=3/59
31-40	37	58.7	2.32		
41-50	11	17.5	1.72		
51 or over	5	7.9	3.40		
<u>Subject's academic background</u>					
high school	10	15.9	2.20	17.31 df=14	.67 df=7/55
vocational school	11	17.5	3.00		
some college	17	27.0	1.82		
Bachelor's degree	18	28.6	2.56		
graduate work	7	9.5	1.43		
<u>Present employment</u>					
no	49	77.8	2.14	2.88 df=4	.10 df=2/60
yes	14	22.2	2.27		
<u>Hours of employment</u>					
full-time	6	8.0	2.50	10.41 df=8	1.17 df=4/58
part-time	8	12.7	1.80		
not applicable	49	79.4	2.28		
<u>Present occupation</u>					
clerical	7	11.0	.33	17.29 df=8	1.23 df=1/61
self-employed	3	4.8	3.33		
teacher	2	2.5	1.33		
other	1	1.6	0		
not applicable	50	79.4	2.34		
<u>Intend to seek employment</u>					
yes	20	31.7	2.25	4.73 df=6	1.01 df=3/59
no	13	20.6	3.00		
not sure	20	31.7	2.05		



b. Age of the subjects: The distribution of ages of participants is negatively skewed, with a majority of the subjects falling in the 31-40 age category. The mean age was 37.48. Although the relation between age and level of satisfaction was not statistically significant, it is interesting to note that the majority of individuals in the high and moderate satisfaction groups were in the 31-40 age category; the corresponding percent for members of the low satisfaction group was less than 20%. Approximately 40% of the individuals in the low satisfaction group were 41-50 years of age.

c. Academic background of participants: A majority of the subjects have had some college or have received a bachelor's degree. Level of education does not vary significantly among members of the three satisfaction groups.

d. Mobility (# moves) during childhood: Forty-one percent of the subjects reported no in-state moves as a child, and 52% reported no out-of-state moves. Nineteen percent of the subjects had lived overseas as children. The degree of mobility as a child did not differ significantly among high, moderate, and low satisfaction groups.

e. Present employment of subjects: Over 75% of the subjects were not employed at the time of the study. Of those who were employed, more were working part-time than full-time. Eleven percent of the subjects were working at clerical occupations, 4% were self-employed, and 3% were teachers.

f. Intention to seek employment in the next few years: At the time of the study, 20% did not intend to seek employment, 31% did intend to look for jobs, and 31% were not sure. Neither the patterns



of employment nor the intention to seek work varied significantly among members of the three satisfaction groups.

Table 4-4 presents data representative of the subjects' employment background over the past ten years, as related to satisfaction. Neither the number of jobs held nor the total length of time worked nor the type of jobs held was statistically significant as related to satisfaction.

Table 4-4.--Employment background as related to satisfaction.

Employment Background	N	Satisfaction			χ^2	F
		High (%)	Mod. (%)	Low (%)		
<u>No. of jobs</u>						
none	16	30.0	25.8	18.2	18.79157 df=15 p<.22	.498 df=2/59
1	19	25.0	32.3	36.4		
2-3	15	20.0	28.0	9.1		
4-5	19	25.0	12.0	36.4		
<u>M # of jobs</u>		2.09	1.55	1.75		
<u>Length of time worked</u>						
none	16	30.0	25.8	18.2	7.70795 df=15	.499 df=2/59
<1 yr.	7	5.0	16.1	9.1		
1-3 yrs.	6	5.0	12.9	9.1		
4-7 yrs.	16	20.0	22.6	36.4		
>7 yrs.	18	40.0	22.6	27.3		
<u>M time worked (yrs.)</u>		4.1818	3.3226	4.1818		
<u>Type of job</u>						
clerical	16	20.0	22.0	36.4	11.07249 df=21
self-employed	1	5.0	0	0		
medical	8	20.0	9.7	9.1		
teacher	8	10.0	16.1	9.1		
managerial	3	5.0	3.2	9.1		
other non-professional	9	10.0	16.1	18.2		
other professional	3	0	6.2	0		



In the high satisfaction group, 30% of the subjects had not worked during the past 10 years and 40% had worked more than 7 years of the past 10 years. The mean number of jobs held was 2.0, and the mean number of years worked was 4.2. The larger percentage of this group had held clerical or medical jobs.

In the moderate satisfaction group, 25% had not worked during the past 10 years and 22% had worked for more than 7 of the past 10 years. The mean number of jobs held was 1.5, and the mean number of years worked was 3.3. The larger percentages of this group held clerical, other nonprofessional, and teaching positions.

In the low satisfaction group, 18% had not worked during the past 10 years and 27% had worked for more than 7 of the past 10 years. The mean number of jobs held was 1.75. The mean number of years worked was 4.2. The largest percentages of this group held clerical and other nonprofessional jobs.

Table 4-5 provides a summary of all personal background variables investigated. None of these varied significantly on either the Chi-Square or ANOVA tests.

Expatriate Factors

Several items on the questionnaire asked participants to describe various items related to expatriate life in Taiwan. The variables that were considered include:

- a. Variables relating to temporariness, including length of time in Taipei, length of time expect to stay, number of moves since marriage, number of previous overseas posts, desire for another

Table 4-5.--Summary of personal and family background as related to satisfaction.

Personal and Family Background	Significant χ^2	Significant F
Mother's education	no	no
Mother's occupation	no	no
Father's education	no	no
Father's occupation	no	no
Number of moves as a child		
a. in-state	no	no
b. out-of-state	no	no
Number of overseas posts as a child	no	no
Age	no	no
Academic background	no	no
Past and present employment	no	no

overseas post, expected permanence of next post, and level of participation in the decision to come to Taipei;

- b. Time spent in various individual and group activities;
- c. Degree of participation in various activities;
- d. Chinese and foreign language ability;
- e. Nationality mix of friends;
- f. Feelings about activity participation;
- g. Finding sufficient number of friends with whom can be yourself.

Chi-Square and ANOVA tests were computed for each item in this set. These tests represent an attempt to determine whether the pattern



of responses to each question varies significantly among individuals in the high, moderate, and low satisfaction groups.

Those variables that showed a significant relationship to satisfaction on the liberal test only were:

- a. Number of moves since marriage
- b. Length of time in Taipei
- c. Time spent entertaining
- d. Participation in the YWCA and church activities
- e. Desire for more involvement with Chinese and non-Americans
- f. Finding sufficient people with whom can be yourself

Both the liberal and conservative tests suggested that there were statistically significant relationships between satisfaction and the following variables:

- a. Taipei considered home
- b. Rather not be living somewhere else
- c. Positive feeling about activities
- d. Expatriate/Chinese mix of friends

Data summarizing the relationship between satisfaction and all of the variables related to aspects of expatriate life will be presented in this section of Chapter IV. Some of the response categories have been collapsed for clarity, and degrees of freedom shown on the tables represent those for the original categories. "No response" categories are omitted where they show little or no effect on response patterns.

Table 4-6 illustrates some factors related to the "temporari-ness" of expatriates noted by Cohen (1977) and others and outlined in



Chapter II. American corporate wives in Taipei gave responses consistent with Cohen's theory, with a majority expecting to stay from one to three years and indicating that their next post is likely to be a temporary one as well. Most indicated that they go to the U.S. for home leave every year, with 23% stating that they had not yet been back to the States, possibly because they were completing their first year in Taipei. Forty-one percent are in their first overseas post, and 66% would like another post overseas. None of these factors varied significantly on either the liberal or conservative tests.

Table 4-7 summarizes data relating to temporariness which varied significantly on either or both the conservative and liberal tests:

a. The length of time subjects have been in Taipei as related to their satisfaction score. This variable was statistically significant at the .05 level on the liberal test. Fifty percent of those who were in the low satisfaction category have been in Taipei for less than one year. The corresponding figures for the high and moderate satisfaction groups were less than 25%.

b. "Do you consider Taipei home?" This variable was statistically significant at the .05 level on both the liberal and conservative tests for significance. Forty-seven percent of those in the high satisfaction group responded "yes," and the other 52% responded "temporarily." Of those in the low satisfaction group, 41% responded "yes," 33% responded "temporarily," and 25% responded "no." Compared to the other two groups, a majority of those in the moderate satisfaction group consider Taipei to be home temporarily.



Table 4-6.--Nonsignificant "temporariness" variables as related to satisfaction.

Temporariness Variable	N	% Total	M Sat.	χ^2	F
<u>Length of time expect to stay</u>					
1 yr. or less	19	30.2	2.79	5.44 df=8	1.19 df=4/59
1-3 yrs.	34	54.0	2.18		
more than 3 yrs.	7	13.3	1.00		
no response	1	1.5	3.00		
<u>Past opportunity for home leave</u>					
none so far	15	23.8	1.73	5.36 df=6	1.20 df=3/59
every two years	6	9.5	2.00		
every year	37	58.7	2.62		
other	5	7.9	1.40		
<u>Number of previous overseas posts</u>					
none	26	41.3	2.50	5.90 df=6	2.44 df=3/59
one	19	30.2	2.42		
2 or more	18	28.6	1.72		
<u>Would like another overseas post</u>					
yes	42	66.7	2.67	10.21 df=6	2.22 df=3/59
maybe	16	25.4	1.31		
no	4	6.3	2.00		
no response	1	..	1.00		
<u>Expected permanence of next post</u>					
1-3 years	18	28.6	1.56	2.40 df=6	1.53 df=3/59
3-5 years	37	58.7	2.43		
7 or more years	4	6.3	2.50		
no response	4	6.3	3.50		



Table 4-7.--Significant "temporariness" variables as related to satisfaction.

Temporariness Variable	N	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
<u>Length of time in Taiwan</u>								
<1 yr.	17	27.0	1.41	19.0	23.3	50.0	8.02 df=8	2.48*
1-1.5 yrs.	17	27.0	1.88	19.0	33.3	25.0		
2-3 yrs.	20	31.7	2.80	38.1	33.3	16.7		
>3 yrs.	9	14.2	3.33	23.8	10.0	8.3		
<u>Taipei consid- ered home</u>								
yes	23	36.5	2.43	47.6	26.7	41.0	9.49* df=4	4.13* df=2/60
temporarily	35	55.6	2.45	52.4	67.7	33.3		
no	5	7.9	0.00	0	6.7	25.0		
<u>Would rather be living somewhere else</u>								
yes	36	57.1	1.69	33.3	70.0	66.7	15.50** df=4	6.06** df=2/60
no	13	20.6	3.69	47.6	10.0	0		
not sure	14	22.2	2.36	19.0	20.0	33.3		

* $p < .05$.** $p < .01$.

c. "Would you rather be living somewhere else?" This variable was statistically significant at the .01 level on both the conservative and liberal tests. Forty-seven percent of those in the high satisfaction group answered "no," while 70% of the moderate group and 66.7% of the low group answered "yes."

Table 4-8 summarizes the total number of moves the subjects have made since marriage. This variable was statistically significant



at the .05 level on the liberal test. Nearly 67% of those in the low satisfaction category had made 4 to 8 moves, and 25% had made 9 or more moves, while those in the high and moderate satisfaction categories indicated that they had not been as mobile as the low satisfaction group.

Table 4-8.--Number of moves since marriage as related to satisfaction.

Number of Moves	N	% Total	\bar{M} Sat.	% High	% Mod.	% Low	χ^2	F
3 or less	22	34.9	2.77	42.0	40.0	8.3	8.77 df=4	3.40* df=2/60
4-8	36	57.1	2.19	52.4	56.7	66.7		
9 or more	5	7.9	.40	4.8	3.3	25.0		

* $p < .05$.

Table 4-9 summarizes responses regarding who made the decision to come to Taipei. Although differences in responses to this question were not statistically significant, some differences in the pattern of responses can be seen among the high, moderate, and low satisfaction groups. The larger percentage of those whose husbands made the decision alone were in the low satisfaction group. Mean satisfaction scores were somewhat higher for those who said that they made the decision together with their husbands.

Table 4-10 represents the amount of time spent during the two weeks prior to filling out the questionnaire engaging in various activities. Thirty-one percent of the subjects indicated that they had spent more than three hours in study and activity groups, cooking,



mahjong (a Chinese game), and bridge, which were frequently cited as leisure activities. Almost 29% indicated that they had spent more than three hours in sports activities. The pattern of responses in this series of questions did not vary significantly.

Table 4-9.--Decision to come to Taipei as related to satisfaction.

Who Made Decision?	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
Made by me	1	1.6	3.00	0	3.3	0		
Made together with husband	50	79.4	2.44	90.5	76.7	66.7	4.0 df=4	1.47 df=2/60
Made by husband only	12	19.0	1.42	9.5	20.0	33.3		

Table 4-11 represents the time subjects spent entertaining friends or business associates. This variable was significant at the .01 level on the liberal test. Individuals in the high and moderate satisfaction groups indicated that they had spent more than three hours during the previous two weeks entertaining. Only 25% of the low satisfaction group had spent that much time entertaining.

Table 4-12 summarizes the degree of participation in various group and community activities as related to satisfaction. Although mean satisfaction scores were generally higher for those who indicated some degree of participation in these activities, compared to those who did not participate, none of the differences were statistically significant.



Table 4-10.---Recent time spent in activities as related to satisfaction.

Activity	Time Spent															χ^2	F
	0 hrs.			.5 hr.			.5-1 hr.			1-3 hrs.			>3 hrs.				
	N	%	M Sat.	N	%	M Sat.	N	%	M Sat.	N	%	M Sat.	N	%	M Sat.		
Visiting friends	3	4.8	-1.00	14	22.2	2.14	14	22.2	2.36	18	28.6	2.66	12	19.0	2.42	8.42715	1.40
Shopping	2	3.2	.50	21	33.3	2.28	13	20.6	3.31	13	20.6	2.62	13	20.6	2.61	9.43182	2.30
Study/activity groups	12	19.0	1.66	6	9.5	2.83	9	14.3	2.44	15	23.8	1.40	20	31.7	2.90	11.49430	1.65
Volunteer activities	24	38.1	1.75	4	6.3	2.00	12	19.0	2.66	12	19.0	2.75	8	12.7	3.13	11.41734	1.40
Sports activities	15	23.8	2.33	8	12.7	3.25	10	15.9	1.80	10	15.9	2.5	18	28.6	1.94	9.04129	.75
Running errands	4	6.3	.67	12	19.0	1.00	17	27.0	2.25	12	19.0	2.76	15	23.8	2.83	8.90561	1.38
																df=10	df=5/57



Table 4-11.--Recent time spent entertaining as related to satisfaction.

Time Spent Entertaining	<u>N</u>	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
0 hr.	4	6.3	-1.50	0	3.3	25.0		
.5 hr.	14	22.2	1.86	28.6	13.3	33.3		
.5-1 hr.	9	14.3	3.33	19.0	16.7	0	15.60 df=10	5.46** df=5/57
1-3 hrs.	11	17.5	2.27	14.3	20.0	16.7		
>3 hrs.	23	36.5	2.65	38.1	40.0	25.0		
No response	2	3.2	3.00	0	6.7			

** $p < .01$.

Table 4-13 summarizes the degree of participation in three activities, the YWCA, church services and activities, and the American Club. Participation in the YWCA and church were significant on the liberal test at the .05 level, but not on the conservative test. While participation in the American Club only approached significance, patterns between groups are discernible. In the case of the YWCA and church, mean satisfaction scores were higher for those who participated compared with those who did not. In the case of the American Club, scores were higher for those who had some involvement, but lower for those with the most involvement.

Finally, subjects were asked to describe how they feel about the activities in which they are involved. Table 4-14 shows their responses, which were significant at the .01 level on both statistical tests. A majority of the high satisfaction group said that they really enjoyed what they do. A majority of the moderate satisfaction group said they enjoyed most, but some things were a waste of time. The



Table 4-12.--Degree of participation in group and community activities as related to satisfaction.

Degree of Participation	None		Some		Often		Regular		χ^2	F
	%	M Sat.	%	M Sat.	%	M Sat.	%	M Sat.		
International women's club	39.7	1.80	34.9	3.13	12.7	2.38	12.7	2.41	4.34	1.08
Other clubs (besides ACC)	60.3	1.79	27.0	3.40	4.8	3.33	7.9	2.76	7.03	2.17
Private study/activity	14.3	1.22	19.0	2.33	34.9	2.64	31.7	2.35	2.69	1.18
School activities	47.6	2.03	19.0	1.91	15.9	2.60	17.5	2.83	7.84	.71
Formal learning activities	63.5	2.65	7.9	1.60	1.6	3.00	27.0	1.47	7.82	1.83
Individual interests (nongroup)	0	1.20	7.9	2.34	41.3	2.34	50.8	2.27	2.29	.7805
										df=3/59



Table 4-13.--Participation in YWCA, church activities, and American Club as related to satisfaction.

Participation	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
<u>YWCA</u>								
none	22	34.9	1.36	14.3	46.7	41.0	9.17 df=6	2.76* df=3/59
some	29	42.9	2.66	47.6	43.3	33.3		
often	8	12.7	2.62	19.0	6.7	16.7		
regular	6	9.5	3.16	19.0	3.3	8.3		
<u>Church</u>								
none	29	46.0	1.52	38.1	40.0	75.0	7.29 df=6	3.34* df=3/59
some	7	11.1	3.29	38.1	40.0	25.0		
often	4	6.3	3.50	4.8	10.0	0		
regular	23	36.5	2.65	19.0	10.0	0		
<u>American Club</u>								
none	1	1.0	0	0	0	8.3	10.20 df=6	2.16 df=3/59
some	15	23.8	2.87	28.6	26.7	58.3		
often	27	42.9	2.52	47.6	46.7	25.0		
regular	20	31.7	1.55	23.8	26.7	8.3		

* $p < .05$.

largest percentage (25%) of the low satisfaction group said that most things were a waste of time. Mean satisfaction scores showed a corresponding pattern. Those who indicated that most of their activities were a waste of time had the lowest satisfaction scores.

Table 4-15 summarizes subjects' responses in the area of language learning and language ability. While none of the differences in response to these questions were statistically significant, some comparison can be made between the high, moderate, and low satisfaction groups. At least 60% of all groups indicated that they had taken



Table 4-14.--Enjoyment of activities as related to satisfaction.

Enjoyment of Activities	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
Really enjoy	32	50.8	2.91	76.2	40.0	33.3		
Enjoy most, but some are a waste of time	26	41.3	1.92	19.0	56.7	41.7	13.78** df=4	7.70** df=2/60
Enjoy a few, but most are a waste of time	5	7.9	- .20	4.8	3.3	25.0		

**p < .01.

Table 4-15.--Language learning and speaking ability as related to satisfaction.

Lang. Learning/ Speaking Ability	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
<u>Chinese lessons</u>								
yes	40	63.5	2.13	60.0	64.0	66.7		
no	19	30.2	2.74	30.0	35.5	16.7	5.48 df=4	1.25 df=2/60
intend to	4	6.3	1.25	10.0	0	16.7		
<u>Chinese speaking ability</u>								
<25 words	22	34.9	1.95	33.3	33.3	41.7		
<25 words, no conversation	22	34.9	2.77	42.9	36.7	16.7	3.77 df=6	.92 df=3/59
simple conversation	19	28.6	1.94	23.8	26.7	41.7		
rel. fluent	1	1.6	3.00	0	3.3	0		
<u>Other foreign language</u>								
yes	33	52.4	2.15	47.6	56.7	50.0	.44 df=2	.20 df=1/61
no	30	47.6	2.37	52.4	43.3	50.0		



Chinese language lessons. In the area of Chinese language speaking ability, however, 41% of those in the low satisfaction group indicated that they were able to carry on simple conversations in Chinese. In comparison, only about 25% of those in the high and moderate groups indicated this level of speaking ability.

The next four tables explore friendship patterns of the subjects within the Chinese and expatriate communities. Table 4-16 represents the expatriate/Chinese mix of both subjects and their husbands. In the case of casual acquaintances and friends of both subjects and their husbands, a majority of subjects indicated that these were "mostly expatriates with some Chinese." Although neither of these friendship patterns was statistically significant when related to satisfaction, mean satisfaction scores were lower for those who gave the "all expatriate" response.

Differences in response patterns for the category of friendship labeled "friends of mine" was statistically significant at the .05 level on the conservative test and at the .01 level on the liberal test. Eighty-five percent of those in the high satisfaction group listed friends of theirs as being "mostly expatriate with some Chinese," and only 14% listed them as "all expatriate." Half of both the moderate and low satisfaction groups listed their friends as "all expatriate." Mean satisfaction scores were highest for those who had at least some Chinese friends.

Table 4-17 represents the subjects' expatriate friends described in terms of their native language. There were no significant differences between the high, moderate, and low satisfaction groups. A



majority of subjects in all but the moderate satisfaction group indicated that their expatriate friends were a "mixture of Americans and non-Americans, both native and non-native speakers."

Table 4-16.--Characteristics of friends as related to satisfaction--nationality.

Nationality of Friends	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
<u>Casual acquaintances</u>								
all expatriates	3	4.8	.33	5.0	0	16.2	9.35 df=4	1.07 df=3/59
most expat./ some Chinese	56	88.9	2.33	95.0	87.1	83.3		
most Chinese/ some expat.	2	3.2	2.50	0	6.5	0		
all Chinese	0	0	0	0	0	0		
<u>Friends of ours</u>								
all expatriates	11	17.5	1.91	5.0	22.6	25.0	4.38 df=4	.45 df=2/60
most expat./ some Chinese	51	81.0	2.35	95.0	74.2	75.0		
most Chinese/ some expat.	0	0	0	0	0	0		
all Chinese	0	0	0	0	0	0		
<u>Friends of mine</u>								
all expatriates	24	38.1	1.66	14.3	50.0	50.0	13.98* df=4	5.38** df=3/59
most expat./ some Chinese	37	58.7	2.81	85.7	46.7	41.7		
most Chinese/ some expat.	0	0	0	0	0	0		
all Chinese	1	1.6	-3.00	0	0	8.3		

* $p < .05$.

** $p < .01$.



Table 4-17.--Characteristics of friends as related to satisfaction--language.

Language of Friends	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
Mainly Americans	14	22.2	2.07	19.0	23.3	25.0		
Americans/other native English speakers	18	28.6	2.39	28.6	30.0	25.0	.31 df=4	.11 df=2/60
Americans/native and non-native English speakers	31	49.2	2.26	52.4	46.7	50.0		

Table 4-18 represents the subjects' desire to be more involved with both non-American expatriates and with Chinese. Responses to both of these questions varied significantly on the liberal test. In both cases, those in the low satisfaction group expressed a greater desire for involvement with non-Americans and with Chinese than did those in the other two groups. A majority of both the high satisfaction group and the moderate satisfaction group indicated that they were satisfied with their present level of involvement with these groups of friends.

Table 4-19 represents subjects' responses to the question, "Do you find enough people here with whom you can be yourself?" Responses to this question varied significantly on the liberal test. Ninety percent of those in the high satisfaction group indicated "yes." While a majority of those in both the moderate and low satisfaction groups answered "yes," those in the low category had the highest number of "no" responses. Mean satisfaction scores were low for those who answered "no."



Table 4-18.--Desire for involvement with non-Americans and Chinese as related to satisfaction.

Desired Involvement	N	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
<u>Desired involve-</u> <u>ment with non-</u> <u>American expat.</u>								
more	22	34.9	1.95	23.8	40.0	41.7	6.31 df=4	5.09** df=2/60
as is	40	63.5	2.55	76.2	60.0	50.0		
less	0	0	0	0	0	0		
<u>Desired involve-</u> <u>ment with</u> <u>Chinese</u>								
more	21	33.3	2.05	28.6	33.3	41.7	5.10 df=4	4.68** df=2/60
as is	41	65.1	2.49	71.4	66.7	50.0		
less	0	0	0	0	0	0		

**p < .01.

Table 4-19.--Perceived sufficiency of those with whom you can be yourself as related to satisfaction.

Perceived Sufficiency	N	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
Yes	48	76.2	2.67	90.5	70.0	66.7	6.89 df=4	7.26** df=2/60
No	14	22.2	.71	4.8	30.0	33.3		

Table 4-20 summarizes the variables considered within the expatriate section of the questionnaire. Significant differences on the conservative Chi-Square test and the liberal ANOVA test are indicated.



Table 4-20.--Summary of expatriate factors as related to satisfaction.

Expatriate Factors	Significant χ^2	Significant F
Length of time expect to stay	no	no
Home leave	no	no
Number of overseas posts	no	no
Would like another overseas post	no	no
Expected permanence of next post	no	no
Decision to come to Taipei	no	no
Time spent		
a. visiting friends	no	no
b. shopping	no	no
c. in study/activity groups	no	no
d. in volunteer activities	no	no
e. in sports activities	no	no
Degree of participation in		
a. International women's club	no	no
b. American Club	no	no
c. Other clubs	no	no
d. Formal learning	no	no
e. School activities	no	no
f. Private study/activity groups	no	no
g. Individual interests	no	no
Chinese language lessons	no	no
Chinese language ability	no	no
Other foreign language	no	no
Nationality mix of		
a. casual acquaintances	no	no
b. business and friends of ours	no	no
Number of moves since marriage	no	yes
Length of time in Taipei	no	yes
Time spent entertaining	no	yes
Participation in YWCA	no	yes
Participation in church	no	yes
Desire for more Chinese and non-American involvement	no	yes



Table 4-20.--Continued.

Expatriate Factors	Significant χ^2	Significant F
Sufficient people with whom can be self	no	yes
Taipei considered home	yes	yes
Rather be not living somewhere else	yes	yes
Positive feeling about activities	yes	yes
Expatriate/Chinese mix of friends of mine	yes	yes

Corporate Factors

Several items on the questionnaire asked participants to describe various items related to corporate expectations and supports. The variables that were considered include:

- a. Husband's position in company now, as compared with last post, and position changes in Taipei;
- b. Selected corporate expectations, including attendance at company parties, orientation of new wives to Taipei, entertainment of local clients, entertainment of U.S. visitors, community participation, and volunteer activities;
- c. General effect on company expectations;
- d. Company expectations compared to U.S.;
- e. Making a difference in husband's job;
- f. Training and information received and adequacy of preparation;
- g. Feelings about benefits;
- h. Satisfaction with company expectations.



Chi-Square and ANOVA tests were computed for each item in this set. These tests represent an attempt to determine whether the pattern of responses to each question varies significantly among individuals in the high, moderate, and low satisfaction groups. As indicated in Chapter III, because of the exploratory nature of the study, variables which were not significant at the .05 level set for the study, but which were below the .10 level of significance, will be noted.

The liberal test suggested that there were statistically significant relationships between satisfaction and the following variables:

a. Company expectation to entertain U.S. visitors. While not significant at the .05 level, the pattern of responses to this question suggests that there is a positive relationship between satisfaction and the expectation to entertain U.S. visitors often.

b. Adequacy of training and information received. Significance level for this variable was .06. The pattern of responses suggests that those who received adequate training before coming to Taiwan had a higher level of satisfaction.

c. Satisfaction with company expectations. The pattern of responses suggests that those who are satisfied with what the company expects have a higher level of satisfaction.

Data summarizing the relationship between satisfaction and all of the variables related to corporate supports and expectations will be summarized in this section of Chapter IV. Some of the response categories have been collapsed for clarity. Degrees of freedom shown on the tables represent those for the original categories. "No



response" categories are omitted where they show little or no influence on the response patterns.

Table 4-21 summarizes responses regarding the husband's position in Taipei as related to the wife's satisfaction. None of the responses in Table 4-21 varied significantly on either the conservative or the liberal test. A majority of the subjects indicated that their husbands held positions other than general manager. These included financial positions, production manager, etc. Eighty-five percent of the population indicated that his position is now higher than in the last post. Twenty-five indicated that their husbands had changed positions while in Taipei, but 20% of these had been a role rather than a level change.

Table 4-21.--Husband's position in Taipei as related to satisfaction.

Husband's Position	N	% Total	<u>M</u> Sat.	χ^2	<u>F</u>
<u>Husband's position</u>					
general manager	24	37.5	2.13	9.85 df=10	1.44 df=5/57
other management	38	58.7	2.32		
other	1	1.6	3.00		
<u>Position level now compared with last post</u>					
higher	54	85.7	2.15	3.24 df=6	.46 df=3/59
same	8	13.7	2.88		
lower	1	1.6	3.00		
<u>Position change in Taipei</u>					
yes	3	4.8	2.67	5.18 df=6	.49 df=3/59
no	46	73.0	2.24		
same level, different role	14	20.6	2.38		



The next two tables represent responses regarding the company's expectations of the wife as perceived by the subjects.

Table 4-22 represents the degree to which certain activities are expected of the wife as related to her satisfaction. In the case of the first four activities, attendance at company parties, orientation of new company wives, entertainment of local clients, and entertainment of company employees, a majority of the respondents indicated that these were expected "sometimes" rather than "often." In the case of participation in volunteer and community activities, a majority indicated that this was not expected by the company. None of the expectations represented varied significantly on either the conservative or the liberal test.

Responses indicating the degree of the company's expectation for entertaining U.S. visitors varied at the .07 level of significance on the conservative test. As stated in Chapter III, this is greater than the .05 level set for significance, but is still below the .10 level and may be seen as indicative of some significance and will therefore be considered in the discussion of findings. Mean satisfaction scores were higher for participants who indicated they were expected to entertain U.S. visitors more often.

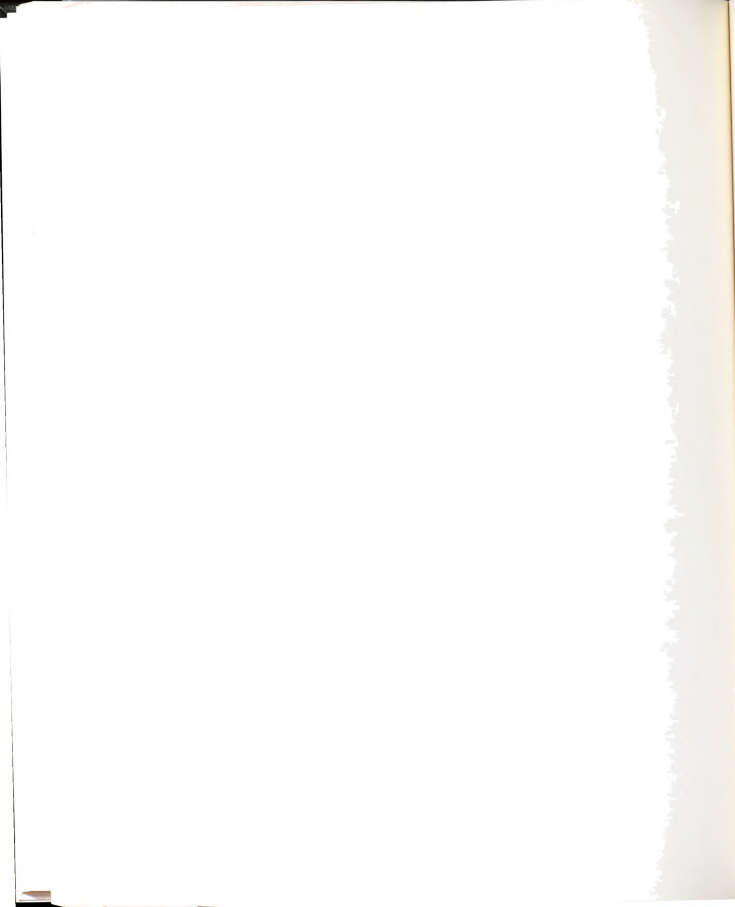
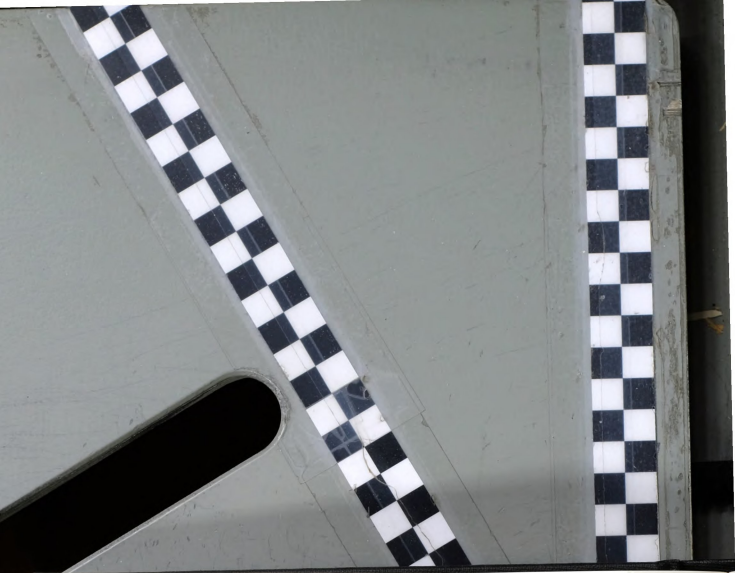
Table 4-23 summarizes data relating to feelings of the subjects toward company expectations. When comparing company expectations with the U.S., 68% stated that the expectations were greater than in the U.S. In answer to the question, "To what extent do the company's expectations have an effect on your life here?" a larger percentage of the high and moderate groups indicated that company



Table 4-22.--Company expectations as related to satisfaction.

Company Expectations	Often		Sometimes		Never		χ^2	F
	N	%	N	%	N	%		
Attend company parties	26	41.3	35	55.6	2	3.2	3.71	.78
Orient new wives	15	23.8	29	46.0	18	28.6	2.70	.08
Entertain local clients	15	23.8	25	39.7	23	36.5	2.32	.99
Entertain employees	7	11.1	45	71.4	10	15.9	5.63	.14
*Entertain U.S. visitors	27	42.9	31	49.2	5	7.9	8.61	2.21
Volunteer activities	3	4.8	15	23.8	43	68.3	3.11	1.47
Participate in community activities	6	9.5	24	38.1	32	50.8	6.18	2.45
							df=4	df=2/60

*p = .07 on the conservative Chi-Square test.



expectations had a significant effect or some effect on their lives than did those in the low satisfaction group. Responses to neither question varied significantly on either the conservative or the liberal test.

Table 4-23.--Feelings about company expectations as related to satisfaction.

Feelings About Expectations	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
<u>Company expects more than in U.S.</u>								
yes	43	68.3	2.33	61.9	80.0	50.0	5.39 df=6	.11 df=3/59
same	10	7.9	2.20	19.0	10.0	25.0		
no	5	15.9	1.80	9.5	3.3	16.7		
n.a.	5	7.9	2.20	9.5	6.7	8.3		
<u>Effect of company expectations on your life</u>								
significant	15	23.8	2.33	15.0	32.3	16.7	4.34 df=4	.87 df=2/60
some	28	44.4	2.53	55.0	41.9	33.3		
little	20	31.7	1.80	30.0	25.8	50.0		
<u>Satisfaction with what company expects</u>								
yes	59	93.7	2.37	100.0	90.3	91.7	2.01 df=2	3.73* df=1/61
no	4	6.3	.50	0	10.0	8.3		

* $p < .05$.

Responses indicating satisfaction with company expectations varied significantly at the .05 level on the liberal ANOVA test. Although a majority indicated that they were satisfied with what the



company expects, mean satisfaction scores were significantly higher for those who were satisfied than those who were not.

Table 4-24 summarizes responses to the question, "Does who you are make a difference in your husband's job?" The majority of the respondents answered "yes." Although this factor was not statistically significant, the mean satisfaction score was higher for those who answered "yes" to this question.

Table 4-24.--Making a difference in husband's job as related to satisfaction.

Does who <u>you</u> are make a difference in husband's job?	N	% Total	M Sat.	χ^2	F
Yes	37	58.7	2.59	.97 df=2	1.63 df=1/61
No	26	41.3	1.97		

Tables 4-25 and 4-26 refer to the preparation which subjects said they had before coming to Taipei. Table 4-25 summarizes answers to the question, "Did you receive adequate preparation for Taipei?" While significant variance among responses was slightly greater than the .05 level but less than .10 on the liberal test, it will be considered in the conclusions. A majority of subjects in the high satisfaction group stated that they had received adequate preparation. A majority of both the moderate and low satisfaction groups stated that they had not. The low satisfaction group had the highest percentage (66.7%) who stated that they had not received adequate preparation.



Table 4-25.--Adequacy of preparation for Taipei as related to satisfaction.

Adequate Preparation	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
Yes	28	44.4	2.75	57.1	40.0	33.3		
No	32	50.8	1.71	33.3	56.7	66.7	4.98 df=4	2.81 df=2/60
Not sure	3	4.8	3.33	9.5	3.2	0	p = .06	

Table 4-26 represents a summary of training and information which subjects received in preparation for Taipei. If the subject had received the training or information, she was asked to designate whether she thought it was helpful or not. A majority of the subjects indicated that they had not received the training in all categories except "written and verbal information." In all cases except "personal interview," mean satisfaction scores were slightly higher for subjects who received the training, whether they thought it was helpful or not. Variance among responses was not statistically significant.

Table 4-27 summarizes responses related to feelings about company benefits. Although responses did not vary significantly on either the conservative or liberal test, mean satisfaction scores were higher for those who responded that benefits were adequate, that benefits were an attraction for coming to Taipei, and that benefits were an incentive to stay.

Table 4-26.--Training and information received as related to satisfaction.

Training and Information Received	Perceived Helpfulness				χ^2	F
	Not Received		Received, Not So Helpful			
	Received, Helpful					
	%	M Sat.	%	M Sat.		
Personal interview	69.0	2.09	15.9	1.75	6.14	.71
"Look-see"	55.0	2.14	6.3	2.75	3.67	.21
Written & verbal info.	15.9	1.30	38.1	2.13	9.16	1.46
Formal training	93.7	2.18	3.2	3.00	1.26	.60
Orientation	68.3	2.09	20.6	2.00	4.90	.66
					df=6	df=3/59



Table 4-27.--Feelings about benefits as related to satisfaction.

Feelings About Benefits	N	% Total	M Sat.	χ^2	F
<u>Adequate</u>					
yes	50	79.4	2.44	2.63	2.33
no	13	20.6	1.54	df=2	df=2/60
<u>Attraction for coming to Taipei</u>					
yes	37	58.7	2.49	2.50	1.33
no	26	41.3	1.92	df=2	df=2/60
<u>Incentive to stay</u>					
yes	21	33.3	2.81	2.99	1.34
no	41	65.1	1.80	df=2	df=2/60

Table 4-28 summarizes the variables considered within the corporate section of the questionnaire. Significant differences on the conservative Chi-Square test and the liberal ANOVA test are indicated.

Family Factors

Several items on the questionnaire asked participants to describe various items related to family life for the subjects in Taipei. The variables considered were:

- a. Number of years of marriage and previous marriage;
- b. Satisfaction of children and worries about children's development;
- c. Husband's work hours compared to U.S.;
- d. Expected location of husband's next post;



Table 4-28.--Summary of corporate factors as related to satisfaction.

Corporate Factors	Significant χ^2	Significant F
Husband's position in company	no	no
Husband's position level compared with last post	no	no
Position change in Taipei	no	no
Selected corporate expectations	no	no
a. attendance at company parties	no	no
b. orientation of new wives	no	no
c. entertainment of local clients	no	no
d. entertainment of U.S. visitors	no	no ^a
e. community participation	no	no
f. volunteer activities	no	no
Effect of company expectations on life	no	no
Expectations of company compared to U.S.	no	no
Making a difference in husband's job	no	no
Training and information received	no	no
Adequacy of preparation	no	no ^b
Feelings about benefits	no	no
Satisfaction with company expectations	no	yes

^a $p = .07$ on liberal ANOVA test.

^b $p = .06$ on liberal ANOVA test.



e. Factors affecting quality of family life, including absence of extended family, the amah (maid), expatriate lifestyle, social demands, husband's working hours, activity participation, and Chinese lifestyle;

- f. Time spent with husband and family compared to U.S.;
- g. Number of children;
- h. Number of husband's work hours per week;
- i. Husband's satisfaction;
- j. Effect of life in Taipei on relationship with husband;
- k. Benefit for family to be in Taipei.

Chi-Square and ANOVA tests were computed for each item in this set. These tests represent an attempt to determine whether the pattern of responses to each question varied significantly among individuals in the high, moderate, and low satisfaction groups.

Those variables that showed a significant relationship to satisfaction on the liberal test only were:

a. Activity participation. The pattern of responses indicated that where activity participation does not affect quality of family life, satisfaction is higher.

b. Chinese lifestyle. The pattern of responses suggests that where Chinese lifestyle is perceived to have a negative effect on quality of family life, satisfaction is lower. Where it has no effect on quality of family life, satisfaction is higher.

c. Husband's work hours per week. The pattern of responses on this variable is unclear as related to satisfaction. Significant variance may be due to the effect of one individual outlier.



d. Number of children. Again, the pattern of responses has an unclear relationship to satisfaction. Significance may be due to the effect of an outlier. This variable should be investigated further.

Both the liberal and the conservative tests suggest a significant relationship between satisfaction and the following variables:

a. Husband's satisfaction. The pattern of responses indicates that the level of satisfaction is higher for the wife if the husband is satisfied in Taipei.

b. Effect of life in Taipei on relationship with husband. The pattern of responses indicates that the level of satisfaction is higher if life in Taipei is perceived to have a positive effect on the wife's relationship with her husband.

c. Benefit for family to be in Taipei. The pattern of responses indicates that level of satisfaction is higher if the wife feels that it is good for her family to be in Taipei.

On one variable, the effect of husband's working hours on quality of family life, the conservative test suggested significance at the .05 level, while the liberal test was significant at the .09 level. The pattern of responses indicated that level of satisfaction was higher for those who said that husband's working hours had no effect on quality of family life.

Data summarizing the relationship between satisfaction and all of the variables related to family life will be summarized in this section of Chapter IV. Some of the response categories have been



collapsed for clarity, and degrees of freedom shown on the tables represent those for the original categories. "No response" categories have been omitted where they show little or no influence on the response patterns.

Table 4-29 summarizes the responses to questions concerning the number of years of marriage and previous marriage as related to satisfaction. Responses to these questions did not vary significantly on either test. A majority of the respondents have been married from 6 to 15 years, and this is the first marriage for most.

Table 4-29.--Years of marriage and previous marriage as related to satisfaction.

Years of Marriage and Previous Marriage	N	% Total	M Sat.	χ^2	F
<u>Years of marriage</u>					
1-5	4	6.3	0	7.49 df=6	2.14
6-15	33	52.4	2.48		
16-25	17	27.0	2.24		
<25	9	14.3	2.44		
<u>Have you been married before?</u>					
yes	7	11.1	2.29	.46	.00
no	56	88.9	2.25	df=2	df=1/61

Table 4-30 summarizes the subjects' number of children and the number of children living with them as related to satisfaction. Responses concerning the number of children varied significantly on the liberal test. Twenty-eight percent of those in the high



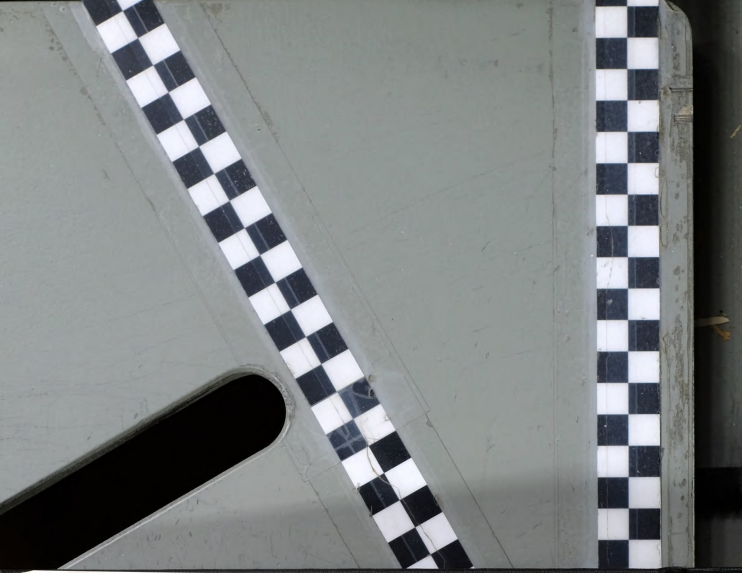
satisfaction group have more than four children, compared to 6.7% in the moderate group and none in the low group. A majority of respondents have between one and three children and have one to three children living with them.

Table 4-30.--Number of children as related to satisfaction.

Number of Children	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
<hr/>								
<u>Number of children</u>								
0	3	4.8	1.66	4.8	3.2	8.3	12.09 df=6	4.34**
1-3	51	81.0	2.20	66.7	90.0	83.3		
4-6	8	12.7	3.50	28.6	6.7	0		
7+	1	1.6	-3.00	0	0	8.3		
<u>Number of children living with you</u>								
0	9	14.3	2.78	15.0	16.0	8.3	6.48 df=8	3.83
1	16	25.4	1.75	35.0	12.9	41.7		
2	19	30.2	2.53	25.0	35.5	25.0		
3	16	25.4	2.25	20.0	32.3	16.7		
4	3	4.8	1.67	5.0	3.2	8.3		

**p < .01.

Table 4-31 summarizes subjects' perceptions of their children's satisfaction and worries about children's development in Taipei as related to satisfaction. Responses on these factors did not vary significantly on either test. A majority (79%) of the respondents indicated that their children were satisfied. Forty-one percent of



the respondents indicated that they had some worries about their children's development, and 44% indicated that they did not.

Table 4-31.--Children's satisfaction and worries about children's development as related to satisfaction.

Children's Satisfaction and Worries About Children's Development	N	% Total	M Sat.	χ^2	F
<u>General satisfaction</u> <u>of children</u>					
satisfied	50	79.4	2.24	.81	.05
not satisfied	3	4.8	2.00	df=4	df=2/60
no response	10				
<u>Worries about chil-</u> <u>dren's development</u>					
yes	27	41.9	2.22	1.82	.31
no	28	44.4	2.14	df=4	df=2/60
no response	8				

Table 4-32 summarizes subjects' responses to the question, "Is your husband satisfied here?" and the number of hours worked by the husband. Responses concerning the husband's satisfaction varied significantly on both the liberal and conservative tests. Eighty-one percent of those in the high satisfaction category answered "yes" compared to 76% in the moderate group and 50% in the low group. Mean satisfaction scores were significantly higher for those whose husbands were satisfied.

Responses concerning the husband's work hours varied significantly on the liberal ANOVA test. At least half of the respondents



indicated that their husbands work 50 hours per week. Mean satisfaction scores were slightly lower for those whose husbands work longer. One individual with a low satisfaction score may have unduly affected the variance.

Table 4-32.--Husband's satisfaction and work hours as related to satisfaction of wife.

Husband's Satis. & Work Hours	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
<u>Is husband satisfied?</u>								
yes	46	73.0	2.61	81.0	76.7	50.0		
no	12	19.0	1.67	14.3	23.3	16.7	14.49*	2.68*
not sure	4	6.3	.50	4.8	0	25.0	df=6	df=3/59
no response	1							
<u>Husband's work hours/week</u>								
<30	1	1.6	-3.0	0	0	8.3	4.33	4.73**
30-50	33	52.4	2.55	52.4	53.3	50.0	df=4	
>50	29	46.0	2.10	47.6	46.7	41.7		

* $p < .05$.

** $p < .01$.

Table 4-33 summarizes additional responses to questions concerning the husband's work. None of these varied significantly on either test. Seventy-one percent of the subjects said that their husbands' work hours were longer in Taipei than in the U.S. Sixty percent of the respondents said that their husbands wanted another overseas post, and 33% were not sure. The mean satisfaction score was lower for those who were not sure. Forty-four percent of the



subjects expected their husband's next post to be in the U.S., while 33% expected it to be overseas and 20% had "no idea."

Table 4-33.--Additional factors relating to husband's work as related to wife's satisfaction.

Additional Factors: Husband's Work	N	% Total	M Sat.	χ^2	F
<u>Husband's work hours compared to U.S.</u>					
same	9	14.3	2.67		
longer	45	71.4	2.40	6.68	1.32
shorter	4	6.3	1.25	df=6	df=3/59
n.a.	5	7.9	1.00		
<u>Does husband want another overseas post?</u>					
yes	38	60.0	2.63		
maybe	21	33.3	1.38	8.43	2.55
no	3	4.8	3.00	df=6	df=3/59
no response	1				
<u>Husband's next post</u>					
U.S.	28	44.4	2.78		
overseas	21	33.3	2.29	3.32	.28
no idea	13	20.6	2.23	df=6	df=3/59
no response	1				

The following four tables summarize responses on the effect of several factors on the quality of family life in Taipei as related to the subjects' satisfaction. Table 4-34 summarizes the perceived effect of several factors on quality of family life. None of the factors in Table 4-33 was statistically significant, although "expatriate lifestyle" approached significance on the liberal test. A majority of respondents (66%) indicated that absence of grandparents



Table 4-34.--Factors affecting quality of family life as related to satisfaction.

Factors Affecting Quality of Family Life	N	% Total	M Sat.	χ^2	F
<u>Absence of family</u>					
positive	7	11.1	2.57	3.39 df=6	.12 df=2/60
negative	42	66.7	2.19		
no effect	14	22.2	2.29		
<u>Amah (maid)</u>					
positive	32	50.8	2.31	1.99	.20 df=3/59
negative	13	20.6	1.92		
no effect	11	17.5	2.27		
no response	7	11.1	2.57		
<u>Expatriate lifestyle</u>					
positive	24	38.1	2.33	5.28	2.33 df=3/59
negative	18	28.6	1.44		
no effect	18	28.6	2.67		
no response	3				
<u>Social demands</u>					
positive	16	25.4	2.56	5.36	1.04 df=3/59
negative	17	27.0	1.65		
no effect	27	42.9	2.33		
no response	3				

and other family had a negative effect on the quality of their family life, although 11% said it had a positive effect and 22% said no effect. Fifty percent indicated that the amah or maid had a positive effect on quality of family life, 20% said the effect was negative, and 17% said she had no effect. Thirty-eight percent indicated that expatriate lifestyle had a positive effect on family life, 28% said it had a negative effect, and 28% said no effect. Forty-two percent of the respondents stated that social demands had no effect



on quality of family life, while 25% said the effect was positive and 27% said it was negative.

Table 4-35 summarizes responses relating to perceived effect of husband's working hours on quality of family life. Responses on this variable were significant at the .05 level on the conservative test. A majority of all groups indicated that husband's working hours have a negative effect on family life, but a larger percentage of the low satisfaction group (33%) stated that they had a positive effect. Twenty-eight percent of the high satisfaction group and 26% of the moderate satisfaction group indicated they had no effect.

Table 4-35.--Effect of husband's working hours on quality of family life as related to satisfaction.

Effect of Husband's Working Hours	N	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
Positive	6	9.5	.67	4.8	3.3	33.3	13.27* df=6	2.26 <u>p</u> =.09
Negative	42	66.7	2.2	66.7	66.7	66.7		
No effect	14	22.2	3.00	28.6	26.7	0		

*p < .05.

Table 4-36 represents the effect of the activities in which the wife participates on the quality of family life. Responses on this factor were significant at the .01 level on the liberal test. Mean satisfaction scores were higher for those who said activities had no effect on quality of family life.



Table 4-36.--Effect of activity participation on quality of family life as related to satisfaction.

Effect of Activities	N	% Total	<u>M</u> Sat.	% High	% Mod.	% Low	χ^2	<u>F</u>
Positive	31	49.2	2.29	38.1	56.7	50.0	11.41 df=6	7.05** df=3/59
Negative	4	6.3	-.25	0	6.7	16.7		
No effect	27	42.9	2.78	61.9	36.7	25.0		

**p < .01.

Table 4-37 summarizes data indicating the effect of Chinese lifestyle on the quality of family life as related to satisfaction. This factor was significant at the .01 level on the liberal test. In the high satisfaction group, 23% said Chinese lifestyle had a positive effect, while 14% said the effect was negative and 57% said no effect. In the moderate satisfaction group, 33% said the effect was positive, 16% said negative, and 46% said no effect. In the low satisfaction group, 25% said the effect of Chinese lifestyle was positive, 50% said negative, and 25% said no effect. Mean satisfaction scores were significantly lower for those who said Chinese lifestyle had a negative effect on family life.

Table 4-38 summarizes responses relating to time spent together by the family as compared to the U.S. and time spent together with the husband as compared to the U.S. Neither of these factors varied significantly on either the conservative or liberal test. Thirty-eight percent of the respondents indicated that the family does not spend more time together than in the States, 27% said they



Table 4-37.--Effect of Chinese lifestyle on quality of family life as related to satisfaction.

Effect of Chinese Lifestyle	N	% Total	M Sat.	% High	% Mod.	% Low	X ²	F
Positive	18	28.6	2.61	23.8	33.3	25.0	7.91 df=6	4.22** df=3/59
Negative	14	22.2	.79	14.3	16.7	50.0		
No effect	29	46.0	2.66	57.1	46.7	25.0		

**p < .01.

spend the same amount of time together, and 17% said they spend more time together. Thirty-six percent said they do not spend more time with their husband, 33% said it was the same, and 20% said they spend more time together with their husband.

Table 4-38.--Time spent with family and husband as compared to U.S. as related to satisfaction.

Time Spent With Family and Husband Compared to U.S.	N	% Total	M Sat.	χ^2	F
<hr/>					
<u>Does your family spend more time together than in U.S.?</u>					
yes	11	17.5	2.54	2.93 df=6	.13 df=3/59
no	24	38.1	2.25		
same	17	27.0	2.05		
n.a.	11	17.5	2.27		
 <u>Do you and your husband spend more time together than in U.S.?</u>					
yes	13	20.6	2.07	6.62 df=6	.28 df=3/59
no	23	36.5	2.13		
same	21	33.3	2.57		
n.a.	6	9.5	2.00		



Table 4-39 summarizes responses to the question, "How does life in Taipei affect your relationship with your husband?" This factor varied significantly on both the conservative and liberal tests. In the high satisfaction group, 57% indicated that the relationship with the husband was positively affected, 5% said the effect was negative, and 33% said there was no difference between the relationship in Taipei and elsewhere. In the moderate group, 47% said the relationship was positively affected, 13% said the effect was negative, and 40% said there was no difference between Taipei and elsewhere. In the low satisfaction group, 8% said the relationship with the husband was positively affected, 66% said it was negatively affected, and 16% said there was no difference.

Table 4-39.--Effect of life in Taipei on relationship with husband as related to satisfaction.

Effect on Rel. With Husband	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
Positive	27	42.9	3.04	57.1	46.7	8.3	23.62** df=6	11.98** df=3/59
Negative	13	20.6	0.00	4.8	13.3	66.7		
No difference	21	33.3	2.67	33.3	40.0	16.7		

**p < .01.

Table 40-4 summarizes responses to the question, "Do you think it is good for your family to be in Taipei?" This factor varied significantly on both the liberal and conservative tests. In the high satisfaction category, 61% said it was good for their family, 28% were



not sure, and 5% said it was not good. In the moderate category, 53% said it was good, 36% were not sure, and almost 7% said it was not good. In the low satisfaction category, 8% said it was good, 41% were not sure, and 50% said it was not good.

Table 4-40.--Benefit for family to be in Taipei as related to satisfaction.

Benefit to Family?	N	% Total	M Sat.	% High	% Mod.	% Low	χ^2	F
Yes	30	47.6	3.10	61.9	53.3	8.3		
No	9	14.3	.11	4.8	6.7	50.0	19.23** df=6	8.58** df=3/59
Not sure	22	34.9	1.86	28.6	36.7	41.7		

**p < .01.

Table 4-41 summarizes factors relating to family life and indicates their significance on both the conservative and liberal tests for significance.

Open-Ended Responses From Questionnaire

Introduction

Participants were asked to respond to several open-ended questions on the questionnaire. These included two questions each in the expatriate, corporate, and family sections and two general questions at the end of the questionnaire. The general questions included one which asked participants to list the three "best" and the three "worst" things about being in Taipei and one question asking



Table 4-41.--Summary of family factors as related to satisfaction.

Family Factors	Significant χ^2	Significant F
Number of years of marriage	no	no
Previous marriage	no	no
Satisfaction of children	no	no
Worries about children's development	no	no
Husband's work hours compared to U.S.	no	no
Expected location of husband's next post	no	no
Factors affecting quality of family life		
a. Absence of family	no	no
b. Amah (maid)	no	no
c. Expatriate lifestyle	no	no
d. Social demands	no	no
e. Husband's working hours	yes	no
f. Activity participation	no	yes
g. Chinese lifestyle	no	yes
Time spent with husband compared to U.S.	no	no
Time spent with family compared to U.S.	no	no
Number of children living with you	no	no
Husband's work hours (total number/week)	no	yes ^a
Number of children (total)	no	yes ^a
Husband's satisfaction	yes	yes
Effect of life in Taipei on relationship with husband	yes	yes
Benefit for family to be in Taipei	yes	yes

^aSignificance of variance is unclear and may be due to effect of an individual outlier.



for additional comments. Although responses to these open-ended questions were not coded for computer analysis, a summary of responses is included in this section to provide additional information for the reader.

Expatriate Factors

There were two open-ended-response questions in the expatriate section of the questionnaire. The first asked for additional activities in which the subjects were involved and which were not listed on the questionnaire. The second asked, "How would you say that your life in Taipei is most different for you than it would be in the U.S. right now?"

The most frequently mentioned additional activities were: (1) entertaining visitors from the U.S. These included both business visitors and relatives or friends who were visiting; (2) involvement in the Girl Scouts or Boy Scouts; (3) coaching ball teams for the Taipei Youth Activities organization; and (4) spending time with children.

The most frequently mentioned difference from the U.S. was "presence of household help." In a majority of cases, this factor was mentioned in connection with having more free time after being freed of household tasks. One subject's response was typical in this respect: "I've had to change my whole life style as my main activities in the U.S. centered around the household." Several subjects described themselves as being "pampered." Two subjects indicated



that they were "uncomfortable" with having someone to do the house-work for them.

The second most frequently mentioned difference was "not working outside the home." In two cases, subjects stated that this was a positive factor. One of these indicated, "In the U.S., I would probably be working. Here, I treasure the time I have to spend with my son." The majority of those who mentioned work, however, reflected the feelings of the subject who stated, "I long for work of my own, and anywhere we lived in the U.S., I could continue my own career or pursue advanced studies." "Lack of educational opportunities," "lack of satisfying work," and "lack of professional challenge" were mentioned frequently.

The "opportunity to meet interesting people" and have a "variety of cultural experiences" were mentioned by several. One woman stated that in the U.S., her acquaintances would be "narrower."

Other differences mentioned were: (1) not being able to drive; (2) travel opportunities; (3) not being able to visit relatives; (4) lack of western cultural events, movies, plays, concerts, etc.; (5) frustration with traffic and language barriers; (6) more time spent in social activities; and (7) "being dependent on others."

Corporate Factors

There were two open-ended-response questions in the corporate section of the questionnaire. One asked if there were any "additional benefits which would make it more attractive to stay in Taiwan." The other was connected with the question, "Do you feel that, generally,



who you are and what you do makes a significant difference in your husband's job? If yes, how?" In both questions, most of the respondents left the space blank. Three of the respondents indicated that they felt uncomfortable answering any questions having to do with their husband's job and sponsoring corporation, as they were "not sure how the corporation would feel about that." If other subjects felt the same way, they did not indicate this.

In the area of additional benefits, those who did respond cited the "need for a driver" most frequently. These women indicated that transportation is a problem for them, as the automobile is owned by the company and they "do not have access to it" or "prefer not to drive in Taipei." As the traffic situation is rather problematic in Taipei, this is a common situation for many women.

Other additional benefits cited included additional housing allowances or, where the company does not furnish them, the provision of housing allowances. One respondent stated a "five-day work week" as a desirable benefit (most expatriate managers work a six-day week in Taipei).

In describing how they make a difference in their husband's job, most subjects who answered the question indicated that they did this by supporting the husband and "keeping myself from being too unhappy." Two indicated that they "did not want my actions to be viewed as negative in the company's eyes."



Family Factors

In the family section of the questionnaire, there were two open-ended-response questions. The first asked, "What would you say is the greatest positive effect, for your family, of being in Taipei?" and the second asked, "What would you say is the greatest negative effect, for your family, of being in Taipei?" Both questions were answered by all of the subjects.

In the area of positive effects, the most frequent response was that the family was exposed to another culture and was learning to live in that culture. Other responses which were frequent included, "Tolerance for others," "We've learned to appreciate the U.S.," "The variety of different and interesting people we've met," and "Valuable family discussions of experiences." One respondent stated, "If you can arrange your lifestyle around your husband's work hours and make time, this can be a broadening experience if the wife is happy."

In terms of negative effects, the most frequent response dealt with the absence of extended family, "especially on holidays." Lack of family time together was frequently cited, as was lack of adequate recreational facilities and family activities. Health-care problems were cited by many. The lack of space for children to play and the absence of "neighborhoods" were also frequent responses. Several subjects commented that there were not enough activities for teenagers.



General Comments

There were three general-comment questions at the end of the questionnaire. The first two asked respondents to list the three best things and the three worst things for them about being in Taipei. All of the respondents answered these first two questions.

Under "the best things," the most frequent responses centered around "learning to live in another culture" and "meeting different people." The availability of household help was the second most frequent response, although this was also mentioned under "worst things" by many. Typical responses in this category were "not having to do housework," "being pampered," and "my amah (maid)."

Other responses included: "increasing our savings account," "the positive effect on my husband's career," "opportunity to travel," "being away from certain relatives," "my husband not traveling," "more free time," and "Does getting to leave count?"

Responses dealing with the three worst things were more numerous and varied. The most frequent response was "lack of independence" or "dependence on others." "Lack of work opportunities" or "meaningful activities" was the second most frequent response.

Transportation problems were cited by many. Typical responses were "no car," "having to use public transportation and taxis." Environmental factors such as pollution, traffic, and weather were mentioned by many.

A feeling of isolation was mentioned by many. Typical responses included: "island fever," "nowhere to get away from it all," "isolation and loneliness," and "confined atmosphere."



"Limited entertainment facilities" and "keeping myself busy with meaningful activities" were also frequent responses.

Several respondents expressed a "fear of robbery" and "dishonesty" as the worst things about being there. This was often combined with the perceived dislike of Americans.

The last open-ended-response question simply asked for additional comments. This question was answered by most of the respondents, often eloquently and at length. Although it is difficult to summarize these responses, most dealt with the theme of adjustment and the adjustment process the respondents had gone through. Several typical responses will be quoted in part to provide the "flavor" of responses to this question:

Being my first overseas assignment, this has been an experience I'll never forget. The Chinese people I find are very warm and friendly . . . there are some foreign people that are hard for me to accept. . . . If you are a woman who likes your kitchen and house, this must be worked out with your live-in amah or you can be miserable if not at ease in your own home.

In our assignments outside the U.S., I find this the least enjoyable. . . . I was, for the most part, left on my own when first arriving. In the first year and half, I pushed myself to become "involved" and seemed to be running myself into the ground by keeping busy at things I was getting very little enjoyment from.

I find I have excess time on my hands, and do not enjoy running to and from one place to another such as classes or shopping or tours.

On the whole, I am quite enjoying my stay in Taiwan. My husband and I do more things together here than in the States. Yes, he is more tired and works harder here, but we generally make more time for each other here.

Every emotion I have ever felt and some I didn't know existed have been experienced in Taiwan. Possibly this would have happened anyplace overseas, I'm not sure.



There are more opportunities for social and educational activities here than at any other foreign assignment we've had. However, because there is less time to be together and more difficulty in "getting away from it all" there is also more strain to living here.

Because of getting caught up in such a free life style, it will be difficult for us to readjust to the States, to go back to the real world. . . . Having lived overseas, and enjoyed it, we are open to another assignment one day. I think there are two groups of people for life like this; those who make it and those who don't. There are no middle road travelers..

Taipei, like every other city, presents some problems. However, living here has been a fantastic experience which I would not trade for all the comforts of home.

I have tried very hard to like it here, but I just don't like this place!

A Summary and Discussion of Findings

Four aspects of the corporate wife's life in Taipei were studied in relation to her satisfaction. Findings indicate that general satisfaction is closely related to the family and expatriate aspects of the corporate wife's life in Taipei and apparently not closely related to her personal background or the corporate aspects of her life.

In this section, a summary of significant findings in the personal background, expatriate, corporate, and family sections will be presented. Following the presentation in each section, a discussion of the findings for that section will be presented.

Personal and Family Background Findings

There were no findings in this section which were statistically significant as related to satisfaction.



Discussion.--The lack of statistically significant findings in this section was surprising, particularly as related to academic background and work experience. While a majority of the subjects had had education beyond high school, with 40% having reached a bachelor's level or beyond, only 20% of those who are not presently employed had plans to seek employment during the next few years. The fact that nearly 78% are not working in Taipei was not surprising, as work opportunities for foreign women are limited, but the fact that nonemployment did not affect satisfaction was surprising. Acceptance of the difficulty of obtaining a job overseas may be one part of the explanation, and acceptance of traditional roles may be another.

One can surmise that "traditional" expectations regarding employment are still widely accepted among corporate wives in Taipei. This goes along with Vandervelde's (1979) research and supports the notion that while "intelligence" is a valued characteristic among corporate wives, pursual of an independent career is not an accepted trend. While pressures in U.S. society for independence and dual-career families are on the increase, the group of corporate wives in Taipei appears to represent the traditional viewpoint. They are women in their mid-thirties, generally, who come from a relatively high socioeconomic background, as indicated by parents' education and occupation, and have had a relatively high level of education. They have a limited amount of previous work experience and, for the most part, do not intend to seek employment or are unsure about future employment.



While not statistically significant, satisfaction levels were higher for those who had not been employed at all during the past 10 years. This may suggest some ambivalence among those who held jobs before coming to Taipei.

While these findings, or lack of them, are discouraging for advocates of feminism, they do suggest that women who hold traditional values regarding work may be more satisfied overseas spouses. In generalizing to other overseas locations where work opportunities are also limited, employers may want to consider corporate wives who hold more traditional values regarding work as being more adaptable to overseas life, where work opportunities are limited.

Certainly, further research should be done regarding personal background factors among corporate wives. If questions could be structured more around feelings about work, or lack of it, in the overseas setting, a more complete picture of the effect on satisfaction might emerge.

Expatriate Findings

The following represent the significant findings for questionnaire items that focused on expatriate lifestyle:

1. All of the American corporate wives in Taipei who are highly satisfied, as measured by their scores on the Affect-Balance scale, consider Taipei to be home. A greater percentage of those in the moderate and low satisfaction categories consider Taipei to be home temporarily or not at all.

2. A majority of those in the moderate and low satisfaction groups indicated that they would rather be living somewhere besides



Taipei, while a majority of those in the high satisfaction group said they did not want to be living anywhere else.

3. The length of time subjects had lived in Taipei was statistically significant on the liberal test. Those who had been in Taipei for the longest time (more than three years) had the highest satisfaction scores.

4. Those in the low satisfaction group had made more moves since marriage than the other two groups.

5. Those in the high satisfaction group had spent more time entertaining and had a higher degree of involvement in the YWCA and church activities than those in the other two groups. Satisfaction scores generally were higher for those who had some degree of participation in the American Club, the International Women's Club, other clubs, private study or interest groups, school or church activities than for those who did not participate in these activities.

6. A large majority of those in the highly satisfied group indicated that they really enjoyed the activities in which they were involved in Taipei. The majority of those in the moderate and low satisfaction groups indicated that they found some of the activities a waste of time, with the largest percentage of those in the low satisfaction group indicating that most were a waste of time.

7. Satisfaction scores were higher for those who had spent some time entertaining during the previous few weeks, compared to those who had spent little or no time entertaining.

8. A large majority of those in the high satisfaction group indicated that their friends were a mixture of expatriates and Chinese.



Half of both the moderate and low satisfaction groups indicated that their friends were exclusively expatriates.

9. Larger percentages of those in the moderate and low satisfaction groups indicated that they wished to have more involvement with Chinese and non-American expatriates than they presently had. A large majority of those in the high satisfaction group were content with their present level of involvement with Chinese and non-Americans.

10. Most of those in the high satisfaction group indicated that they found enough people in Taipei with whom they could be themselves. Greater percentages of those in the moderate and low satisfaction groups indicated that they did not.

Discussion.--Individuals in the high satisfaction group considered Taipei their home and generally indicated that they did not want to live somewhere else. These findings provide additional face validity to the Affect-Balance score for satisfaction. It was expected that there should be a relationship between these variables and satisfaction.

The mobility variable provided interesting results. It is often held in common belief that those who have moved frequently will find it easiest to adjust and be happiest making an overseas move. This is held to be true particularly if the individuals have had previous overseas posts. Results of this study are contrary to this popular belief, since satisfaction scores were lowest for those who had had more moves during their married life. Additionally, those who had been overseas before had lower satisfaction scores, with those who had had two or more overseas posts having the lowest



satisfaction scores. It could be that this is peculiar to the Taipei situation or may be related to the location of the other overseas posts versus Taipei. Although no definite conclusions can be drawn from these data, this factor should be examined in comparable studies in other overseas locations.

Those with the highest satisfaction scores had lived in Taipei for more than three years, while those with the lowest scores had been there for less than a year. Some of this difference may be accounted for by the culture-shock phenomenon (Oberg, 1960), or it may be that those who remain are those who like it, while the others move on or urge their husbands to leave.

Involvement in the YWCA and in church activities was significantly related to satisfaction, and trends in the data also indicated that satisfaction scores were higher for those with some involvement in the American Club and other groups than those who were not. This finding is consistent with Wright's (1979) study of youngsters in Asian overseas schools. He found that those who were more involved in extracurricular activities were more satisfied and had a more culturally mixed group of friends than those who were not involved in these activities.

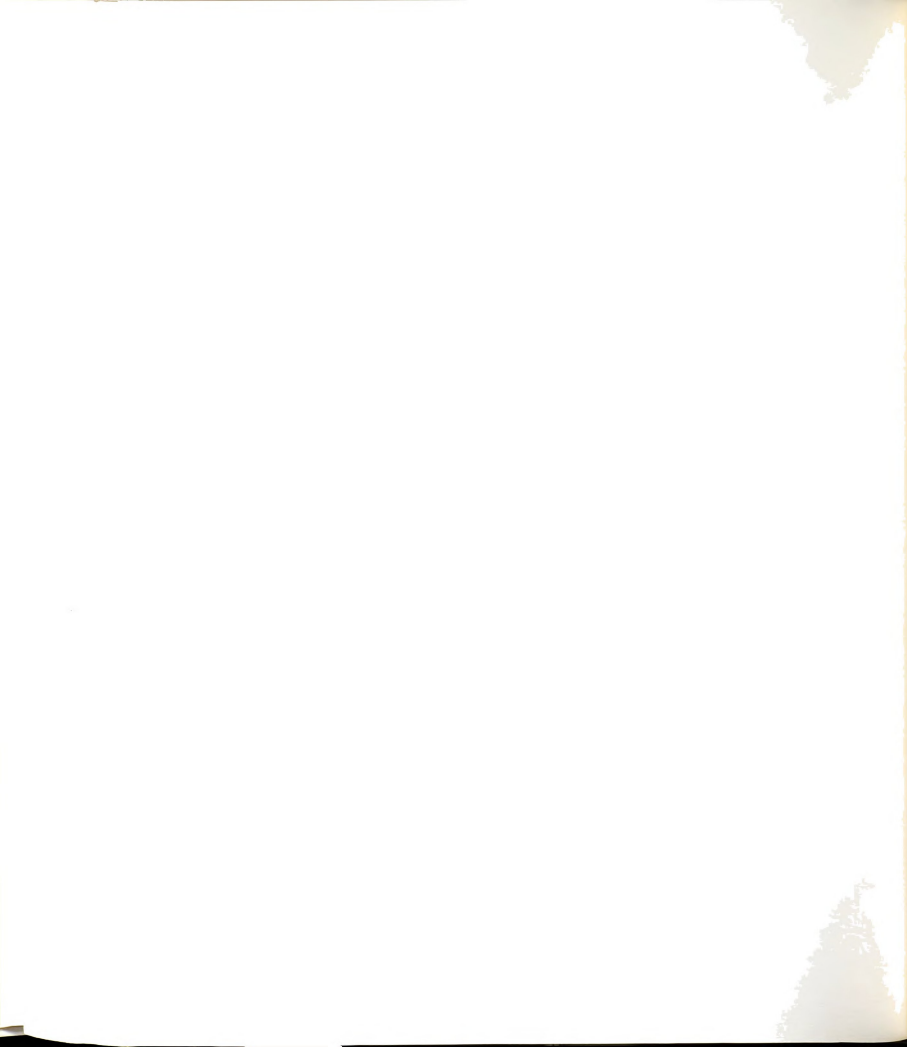
Individuals with high satisfaction scores engaged in a large number of activities and felt that the activities were worthwhile. Individuals with low satisfaction scores participated in fewer activities and generally were more likely to feel that the activities were not worthwhile. Frequent comments in the open-ended questions indicated many wives had difficulty finding worthwhile activities.



It is unclear from the data whether the specific activities in which the highly satisfied women participate are deemed the most worthwhile in and of themselves or whether they are a function of group norms. One explanation may be that these activities satisfy affiliation needs. The significance of time spent entertaining and the significant variables dealing with friendship seem to support this conjecture. Church affiliation and activities may form strong support groups, particularly in the absence of extended family and long-time friends. The YWCA offers a number of activities, the most popular being a monthly tour to areas of cultural interest or shopping opportunities, and, again, may meet needs for affiliation.

Three significant findings relate to friendship. The highly satisfied group indicated that they find enough people with whom they can be themselves and that these people are more likely to be a mixture of expatriates and Chinese than all expatriates. Those in the low and moderate satisfaction groups show more evidence of reaching out for more friendships among Chinese and non-Americans and indicate that they do not find enough people with whom they can be themselves.

In future studies, it may prove worthwhile to investigate the relationship between friendship and activities. It may also be worthwhile to look at the relative importance of friendship and activities in a number of overseas locations. The Taipei expatriate community is relatively well-defined and fits Cohen's (1972) description of expatriate communities which arise in environments with a high degree



of "strangeness." Whether the friendship and activity patterns would be the same in other locations remains as a subject for further study.

It is interesting to note that Chinese language ability and language lessons were not related to satisfaction. Indeed, mean satisfaction scores were slightly higher, although not significantly higher, for those who had not taken language lessons and could not carry on a conversation in Chinese. This finding is contrary to common belief and may be peculiar to the Taipei situation.

Corporate Findings

1. Mean satisfaction scores were highest for those who stated that they were satisfied with company expectations.

2. A relationship exists between satisfaction and the adequacy of preparation for coming to Taipei.

Discussion.--The paucity of findings in the corporate area was surprising. Indications appear to be that affiliation and family life have a much larger impact on the satisfaction of the wife than do company policies. It may be that some were hesitant in their answers regarding the sponsoring corporation. Comments regarding the open-ended questions support this conjecture.

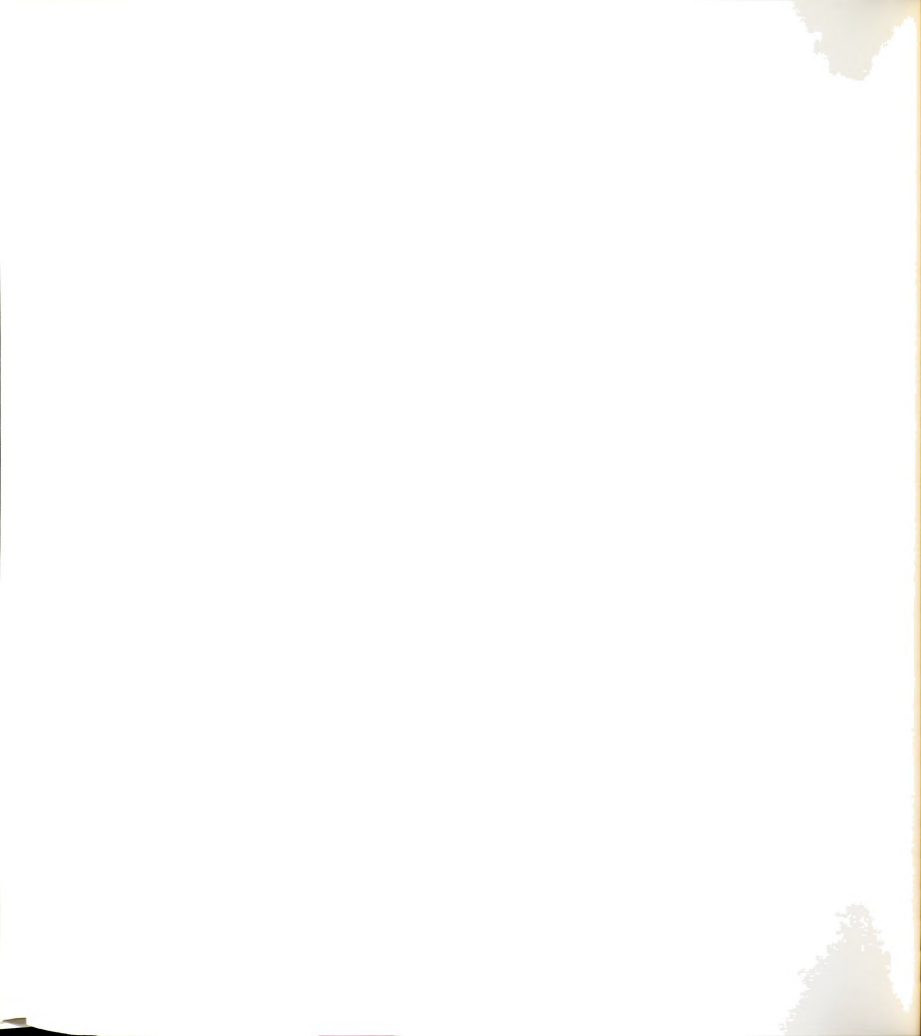
Findings do indicate that some level of corporate support is necessary for the wife's satisfaction. Satisfaction scores were higher for those who were satisfied with company benefits and with company expectations. Scores were generally higher for those who indicated



that they were expected to participate to some degree in entertaining and social functions than for those who were not. Entertainment of U.S. visitors and participation in community activities were the most influential on satisfaction. Additional feelings of worth may be given to wives who are expected to participate in their husband's career. A majority of the subjects indicated that they feel they do make a difference in their husbands' jobs, and satisfaction scores were higher for those who felt they made a difference. This is consistent with Hanna Papanek's (1966) theory of the Two-Person Single Career, in which one partner receives a degree of "vicarious achievement" through participation in the other partner's career.

Adequacy of preparation for Taipei approached significance and lends support to the idea that wives should be included in the orientation and training process. Satisfaction scores were generally highest for those who had received information or training which was helpful. They were also higher for those who had received training which was not too helpful than for those who had received no information or training. This indicates that the training programs for wives should be as helpful as possible, but may also say that some information is better than none. Inclusion in the training process may also convey a feeling of worth.

It was surprising that the "look-see" trip appeared to have little effect on satisfaction. Since the trip is expensive for companies to provide, this area deserves further investigation. Evaluating and improving the effectiveness of the trip may improve satisfaction.



Findings in this section support those in the personal background section--that the corporate wives in Taipei follow the "traditional" model of the corporate wife. Entertainment and social activities form an important part of the wife's role, and there is some indication that satisfaction increases when these are expected "often." Participation in the husband's career follows the lines of the Two-Person Single Career (Papanek, 1966). Autonomous pursuit of her own career is not common for the corporate wife in Taipei.

Family Findings

The following represent statistically significant findings from the section of the questionnaire dealing with family:

1. Mean satisfaction scores were significantly higher for those who indicated that their husbands were satisfied in Taipei. Half of those in the low satisfaction group indicated that their husbands were not satisfied or were not sure whether they were satisfied.
2. A majority of those in the low satisfaction group indicated that life in Taipei had a negative effect on their relationship with their husband. Majorities of both the high and moderate groups indicated that the relationship was positively affected or that there was no difference in the relationship between Taipei and elsewhere.
3. Mean satisfaction scores were highest for those who stated that their husband's working hours had no effect on the quality of family life, although a majority of all respondents stated their husband's working hours had a negative effect on family life.



4. Mean satisfaction scores were higher for those who indicated that their activity participation had no effect on their family life.

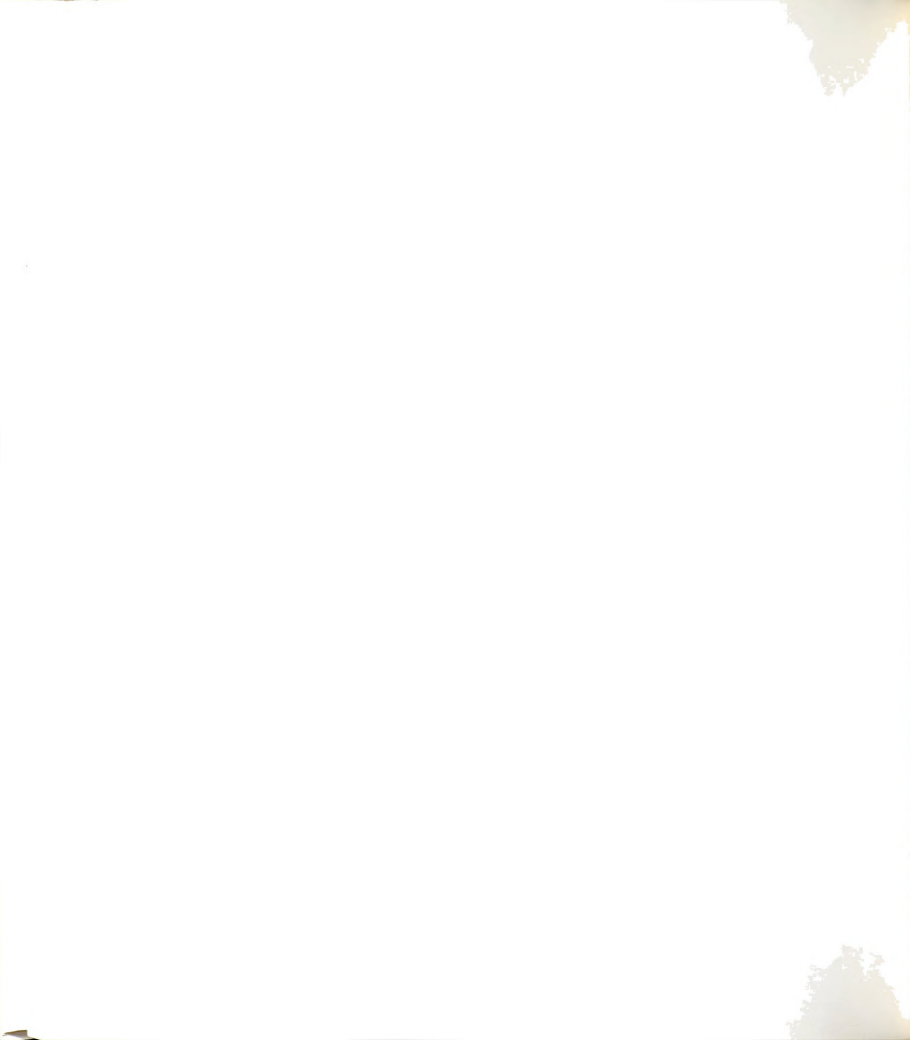
5. Mean satisfaction scores were higher for those who indicated that Chinese lifestyle had no effect on their family. Half of those in the low satisfaction group indicated that Chinese lifestyle had a negative effect. Majorities in both of the other satisfaction groups indicated that Chinese lifestyle had no effect.

6. Mean satisfaction scores were higher for those who indicated that it was generally good for their family to be in Taipei.

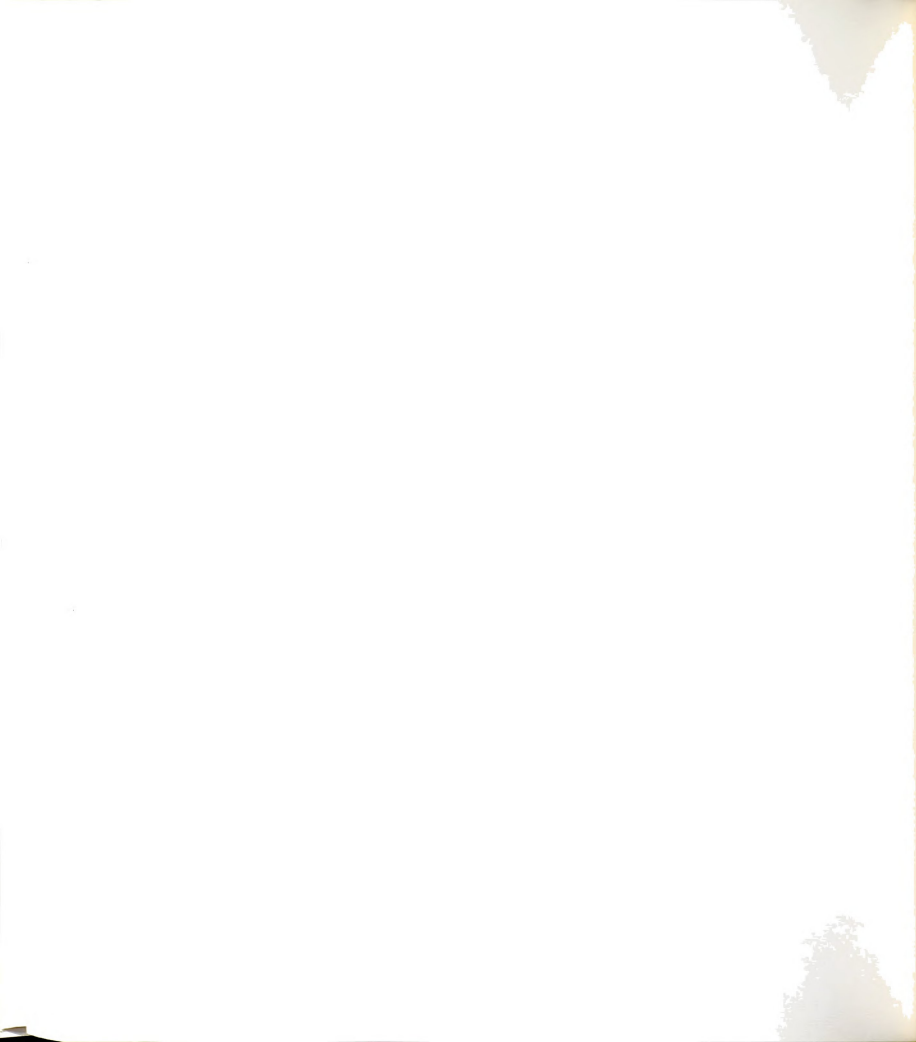
Discussion.--The husband's satisfaction and the wife's perception of her relationship with her husband were highly significant as related to the wife's satisfaction. These findings are consistent with the common belief that satisfaction of one partner affects that of the other.

One surprising finding was, however, that satisfaction of the children and worries about their development were not significant as related to the satisfaction of the corporate wives. This finding is contrary to common belief and deserves further investigation.

Although it is difficult to draw specific conclusions from the data regarding quality of family life, it appears that those who are most satisfied seek to maintain family life separate from influences in the environment such as husband's work hours, activities, social demands, and Chinese lifestyle. Those who were most satisfied felt it was good for their family to be in Taipei.



It is difficult to draw conclusions from the data regarding the significance of number of children and husband's work hours. The influence of an outlier offers some explanation, since there was one individual in the study with an extreme satisfaction score whose husband's working hours and whose number of children were atypical. Consequently, this single subject can be seen as unduly influencing the outcomes in these two areas.



CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

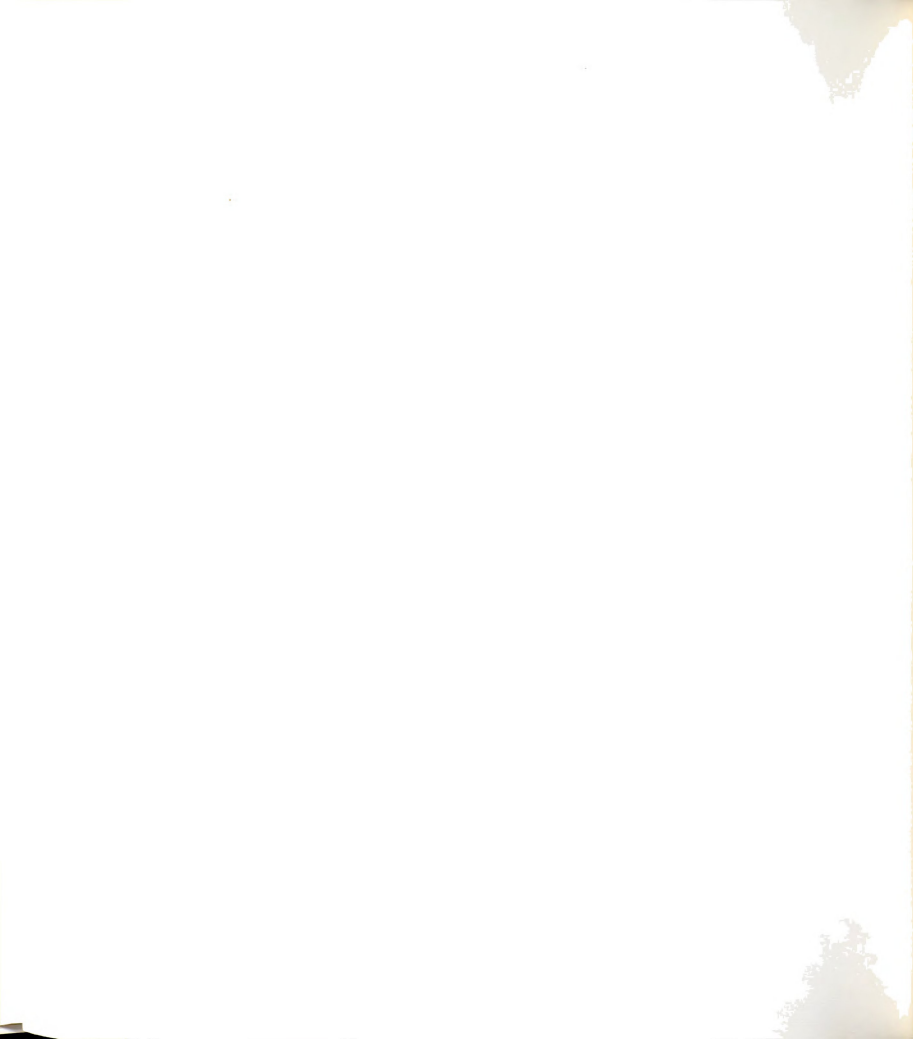
The Purpose

The purpose of this study was to describe characteristics of American expatriate corporate wives in Taipei as related to their expressed level of satisfaction. More specifically, the study was designed for the following purposes:

1. To explore specific areas of the corporate wife's satisfaction with aspects of everyday living in Taipei.
2. To explore perceptions of corporate expectations and supports which relate to the wife's satisfaction.
3. To explore and describe the wife's perceptions of satisfaction among family members which, from her point of view, influence her overall satisfaction with the present situation.
4. To describe the wife's past experiences, such as family background, mobility, previous overseas experience, and work background, which may influence satisfaction.

The Need

In addition to a lack of information on the corporate wife overseas and factors which influence her satisfaction, the need for a study of this kind can be traced to:



1. The high cost in both human and economic terms of sending and maintaining expatriate families and the high cost of early termination of an overseas tour because of dissatisfaction.

2. The need for a stable, experienced overseas executive force. Positive overseas experiences for the spouse may encourage families to accept further overseas postings and consequently create a larger pool of executives with overseas experience.

3. The need to base orientation and training programs for spouses and families going abroad on a realistic needs assessment in specific locations.

4. The need to explore current role expectations of the expatriate corporate wife.

The Methodology

The instrument selected to measure satisfaction was the Affect-Balance Scale, developed by Norman Bradburn and his associates at the National Opinion Research Center. The scale was short enough to be accommodated in the body of a long questionnaire and was relatively nonthreatening in nature.

The instrument to measure various aspects of the expatriate, corporate life of the subjects was developed by the researcher and piloted on subjects who were similar to those in the subject pool. Prior to the analysis, questions were grouped into four major categories: expatriate life, corporate life, family life, and personal background.



Questionnaires were sent to 66 American corporate wives in Taipei, representing the total identifiable population of American-born women who were married to Americans working for American corporations during the spring of 1980.

The information was analyzed using computer programs within the Statistical Package for the Social Sciences (SPSS). Relations between level of satisfaction and variables dealing with aspects of expatriate life, corporate life, family life, and personal background were tested using a liberal test of significance (ANOVA) and a conservative test of significance (Chi-Square).

In Chapter IV, results of these analyses were summarized in four sections: expatriate factors, family factors, corporate factors, and personal background factors. A summary and discussion of the findings was provided. A summary of responses to the open-ended questions on the questionnaire was also presented at the end of Chapter IV.

Table 5-1 summarizes the statistically significant findings relating expressed satisfaction of American corporate wives in Taipei to aspects of expatriate life, corporate supports and expectations, and family life. There were no significant relationships between personal background and expressed satisfaction. A full discussion of findings can be found at the end of Chapter IV.

Conclusions

Based on findings previously outlined and discussed in Chapter IV, the following conclusions can be made:



Table 5-1.--Summary of statistically significant findings.

Variable	Significant χ^2	Significant <u>F</u>
<u>Expatriate variable</u>		
Taipei considered home	yes	yes
Rather be not living somewhere else	yes	yes
Positive feeling about activities	yes	yes
Expatriate/Chinese friends	yes	yes
Number of moves since marriage	no	yes
Length of time in Taiwan	no	yes
Recent time spent entertaining	no	yes
Participation in YWCA	no	yes
Participation in church activities	no	yes
Desire for more involvement with non-Americans	no	yes
Desire for more involvement with Chinese	no	yes
Sufficient people with whom can be self	no	yes
<u>Corporate variable</u>		
Satisfied with what company expects	no	yes
Adequate preparation for Taipei	no	yes ^a
<u>Family variable</u>		
Husband's satisfaction	yes	yes
Life in Taipei related to positive relationship with husband	yes	yes
Benefit for family to be in Taipei	yes	yes
Number of children	no	yes ^b
Husband's work hours (# per week)	no	yes ^b
Effect of activities on family life	no	yes
Effect of Chinese life on family life	no	yes
Effect of husband's working hours on family life	yes	no

^a $p = .06$.

^bRelationship to satisfaction unclear.



1. The expressed satisfaction of American corporate wives in Taipei is dependent primarily on expatriate and family-living factors rather than on personal background or corporate influences.

2. Satisfaction among American corporate wives in Taipei is related to previous mobility patterns. Those who have had a greater number of previous moves may be less likely to be satisfied in Taipei.

3. Satisfaction among American corporate wives in Taipei is related to affiliation needs. Those who are able to meet these needs through participation in activities seen as worthwhile and are able to find friends among both expatriates and Chinese are most likely to be highly satisfied.

4. Satisfaction among American corporate wives in Taipei is related in some degree to the adequacy of corporate supports. Companies can affect the satisfaction of corporate wives through preparatory training and orientation programs.

5. Corporate wives whose husbands are satisfied in Taipei and who are able to maintain a satisfactory relationship with their husbands are most likely to be satisfied.

6. Corporate wives who feel it is good for their family to be in Taipei and who seek to maintain a satisfactory quality of family life, regardless of influences from the environment, are most likely to be highly satisfied.

Recommendations for Further Study

The conclusions of this study represent a first step in exploring specific factors which influence the satisfaction of

corporate wives abroad. The general directions for future research are suggested by the major finding that expatriate and family factors appear to have the most effect on satisfaction. Specific recommendations for further research follow:

1. Factors which were important influences on satisfaction among corporate wives in Taipei should be investigated in other locations abroad. Particular attention should be paid to affiliation patterns and group norms in specific areas. These should include expatriate communities which are both open and closed in regard to influences from the local environment.

2. Findings in this study which run contrary to common belief, such as the influence of children's satisfaction and ability to communicate in the local language, should be investigated in other locations.

3. Efforts should be made to isolate the specific dimensions of such factors as mobility, affiliation, husband's satisfaction, and family life which influence satisfaction. A more in-depth study of these factors could point out specific criteria for predicting satisfaction.

4. Corporations should further investigate the effects of selection, preparation, and orientation given to wives. Whether selection and training programs which focus on the affiliation and maintenance of a quality family life abroad would increase satisfaction remains a question to be answered in further research.

5. Further research should be done regarding feelings about limited work opportunities for spouses in the overseas setting.



Questions remain whether lack of work opportunities is simply an accepted "fact" of overseas living and does not affect general satisfaction for most, and whether women who espouse "traditional" values regarding work are more satisfied overseas.

Implications of the Study for Corporations

The major implications of this study for corporations are in the area of selection and preparation of corporate wives for overseas posts. Posts which resemble Taipei in that they provide a relatively distinct foreign community in which expatriates live, share familiar institutions and facilities, and maintain a lifestyle which differs considerably from that of the local nationals may present similar adjustment problems for American corporate wives. This may include other posts in Asia and around the world, with the possible exception of Europe.

The findings of this study indicate that corporate wives who have gone through several moves and have had a number of overseas posts are less likely to be satisfied in Taipei. It may be that the level of satisfaction is higher among those serving in their first overseas post, due to the novelty and excitement of living in another culture, or it may be that those who have been in other overseas locations find it difficult to adjust to a setting like that of Taipei. The relationship of previous mobility to satisfaction overseas should be investigated in other locations to further define the relationship. Previous mobility and factors which the wife found desirable or undesirable in other posts should be discussed in the selection interview. In terms of the wife's satisfaction, it may be

better to select individuals with no previous experience for posts such as Taipei.

The need for affiliation and worthwhile activities were strongly related to satisfaction for individuals in this study. Since the Taipei setting provides an opportunity for most families to employ servants, there may be more time for women to find satisfying activities outside the home. In areas where work opportunities are limited, as they are in many places overseas, this means that an effort should be made to determine what activities are available for wives and if they are perceived as worthwhile by individuals considering a post such as Taipei.

The findings of this study indicate that while corporate supports, such as benefits, may be helpful in attracting people to overseas posts, they do not, of themselves, guarantee satisfaction. While a certain level of benefits may be necessary to prevent dissatisfaction, much as they do in Herzberg's theory, factors such as worthwhile activity and desirable friendships are more important determinants of the wife's satisfaction.

The husband's satisfaction was an important influence on the satisfaction of the wife, as was the ability to maintain quality of family and marriage relationships independent of environmental influences such as long work hours, social obligations, and influences of the local lifestyle. Discussions of values concerning family life and how family life can be maintained would be helpful in selection interviews and preparation sessions for corporate families going



overseas. Setting realistic goals for family life beforehand might facilitate the adjustment process.

The adequacy of preparation for going overseas was related to the satisfaction of the wives in the study. Just as wives indicated they were more satisfied if they had had some part in the decision to go to Taipei, they were also more satisfied if they had received adequate preparation. Many of the women indicated they had received little or no preparation. Both the selection interview and training and orientation process could be structured to provide information about and assess needs of individuals which relate to affiliation, family life, and friendship, as well as the survival needs such as what to pack. Since local language fluency was not related to satisfaction for the wives in this study, time spent in goal setting for family needs, making friends, and becoming involved in worthwhile activities might prove more fruitful than language lessons. On-site programs, such as orientation and the look-see trip, might be better focused on activities, friendships, and family life as well.

Last, the overall implication for corporations appears to be that corporate wives need to be involved and considered by corporations in many aspects of the overseas assignment--in selection, training, and orientation; in social and entertainment functions; and in maintenance of a high quality of family life. The importance of the wife in the success of the overseas assignment should be stressed and recognized by the corporation. Wives should be encouraged to assess the location in terms of their personal goals, including work and the availability of worthwhile activities and meaningful friendships with

both Americans and non-Americans. Realistic assessment and goal setting beforehand are important from both the wife's and the corporation's perspective.

Implications of the Study for Corporate Wives

Making the decision to accept an overseas post may not be easy for either the husband or the wife. From the wife's perspective, there are several factors which this study indicates would be helpful to consider. Most of these factors relate to the "match" between individual needs and goals and the opportunity for meeting these goals in the particular overseas post one is considering. The wife should take an active role in making the decision to accept the post. She should ask herself not only "Can I survive there?" but "Can I grow there?" "Can I find opportunities there which I think are important for my own growth and that of my family?"

Findings of this study indicate that women who had not been overseas before and who had not moved a great deal since marriage were most likely to be satisfied in Taipei. This may mean that the novelty and excitement of a first overseas post can overcome some of the drawbacks. Many moves, wherever they are, may lead to one becoming weary of "temporariness." It may also be that some have had opportunities and experiences in other overseas posts that they cannot find in Taipei. It is a matter of individual needs, and the advantages and disadvantages of a particular post deserve a long, close look before making the decision to go there.

The women in this study indicated that they were more satisfied if they had received adequate preparation for going to Taipei.

Those who are in the process of making the decision to go should seek out as much information as they can from the company, the library, friends, etc. It is very helpful to find and ask Americans who have lived in that post what it is like. While conversations with local nationals are very helpful, it is often difficult for anyone to give a foreigner an accurate picture of what it is like to live in his or her own country. It is important to get both the perspective of the local nationals and foreigners who may have lived in the particular country.

Women in the study indicated that learning the local language was not important for their satisfaction. Since Chinese is a difficult language to learn, this may be less true in other posts. Nevertheless, results of this study indicate that before taking a foreign assignment it may be more important to ask: (1) "What opportunities will I find there for worthwhile and meaningful activity?"; (2) "What kinds of friends do I want to make there, and what will I do to make friends?"; (3) "What will the company expect of me there, and how do I feel about that?"; and (4) "What will be the effects of life there on my family, and how can we maintain the kind of family life that we want to have?"

Most of the women in this study were not employed outside of the home, and opportunities for employment are often limited for spouses overseas. Since Taipei is a post where servants are available, many women who spent time in the States in homemaking activities had free time for activities outside the home. Women contemplating an overseas move should make an effort to find out what activities

are available and consider whether they find them adequate and meaningful. Setting goals beforehand about what one wants to learn and become involved in will provide a helpful basis for adjustment.

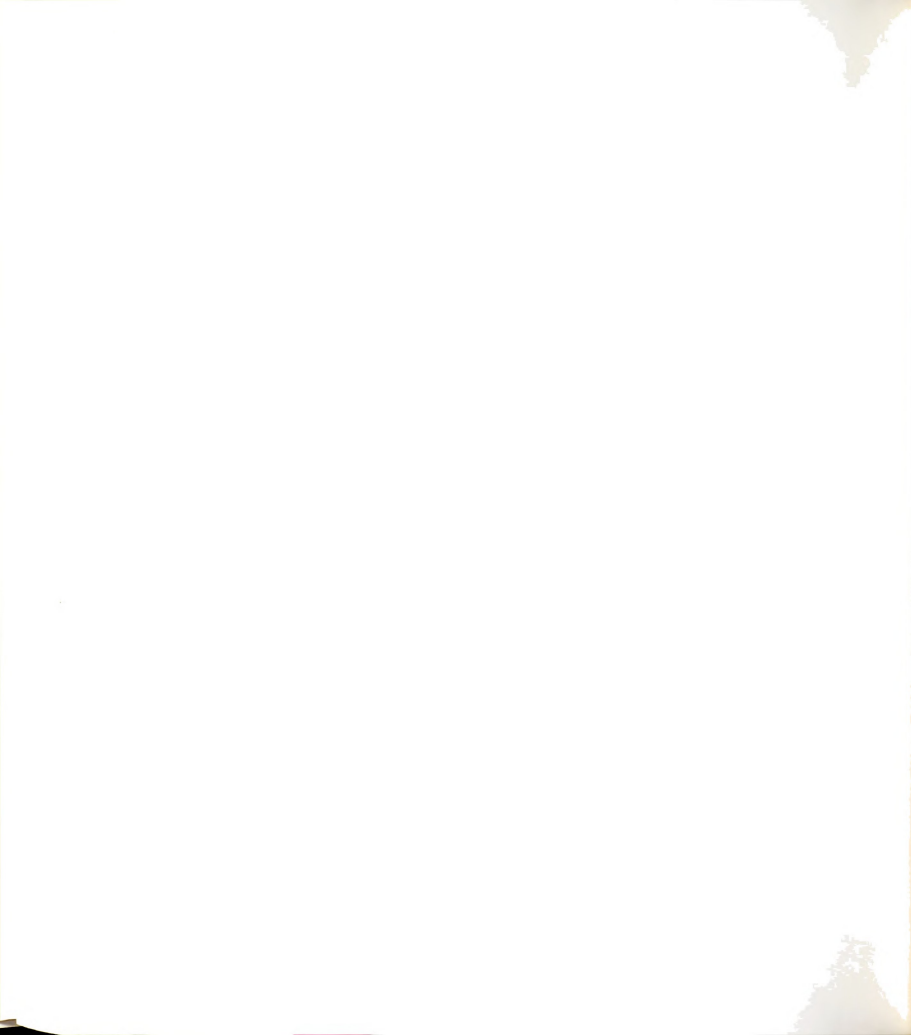
Women in this study indicated that friendships were important for satisfaction. Those who were most satisfied had friends who were mostly expatriates, but also included some Chinese. Their expatriate friends were both Americans and non-Americans. Becoming involved in activities is a way to make friends who share your interests and who may be from many nations. Making local national friends may be difficult at first and requires a sustained effort, but is really worth it. Most important, women abroad should make an effort to find friends with whom they can relax and be themselves. In the absence of family and old friends in the U.S., this is especially important, but may be difficult at first in a community where so many people are also there temporarily.

The corporate wives in Taipei indicated that companies expected more of them there than in the U.S. Entertainment activities, especially entertaining visitors from the U.S., were important. Those who were the most satisfied indicated that they were expected to entertain U.S. visitors often and that the company affected their lives in Taipei. The most satisfied women indicated that who they were and what they did made a difference in their husband's job. They were satisfied with what the company expected of them. Women who do not enjoy or desire this level of involvement with their husband's company may be less satisfied in a post such as Taipei.

Those women who were most satisfied in Taipei indicated that they were able to maintain a high quality of family life, in spite of influences from the environment, such as husband's long work hours and social demands. This indicates that planning for "family time" and developing strategies for maintaining family life would be helpful before going overseas. Women should make an effort to find out what the influences on family life will be and weigh the effects they will have carefully. Activities for children and the whole family should be investigated.

While factors such as the husband's position, pay, benefits, etc., are important considerations in making the decision to go overseas, they may not be enough to make the experience satisfying and growth-producing. A wife should attempt to obtain as much information as she can about those factors which will be important for her own satisfaction. While factors such as weather, housing, availability of American foods, and the like often come to mind first, the most important considerations for the wife may be in the areas of meaningful activity, friendships, and the effects life in the particular overseas post will have on her family. Whether the overseas experience is a positive or negative one may depend on individual needs and the opportunities one finds to fulfill them in a particular place. Women going abroad should seek to obtain as much information as they possibly can before making the decision.

APPENDICES



APPENDIX A

LETTER SENT TO SUBJECTS
CONFIDENTIALITY STATEMENT



APPENDIX A

MARY ANN DONAHUE

#34, Road 7
Wellington Heights
Old Peitou

TEL: 835-0049

Dear

Thank you for agreeing to participate in this study of American Expatriate Spouses in Taipei. As you know, the purpose of the study is to obtain research data which may be helpful in preparing people to come abroad. Your responses will assist many others who may be planning to come to Taipei or other countries in Asia.

This study is being conducted in partial fulfillment of requirements for a Ph.D. from Michigan State University and, therefore, all information obtained will be used for research purposes only. Information you give will be held strictly in confidence, and no names or names of companies will be used.

Please complete the enclosed forms by yourself and place them in the brown envelope. In order to assure accurate analysis, I would ask that you hold the content of the questionnaire in confidence until June, 1980. Please return both the confidentiality statement and the questionnaire to me.

The questionnaire will take 30-45 minutes to complete, and it would be best to do it as soon as possible. After all questionnaires are mailed back to me, about 20 randomly selected participants will be asked to engage in a follow-up interview. The interview will be meant to get feedback on the questionnaire and supplement information which was not included in the written response.

Thank you so much for your time and for sharing information which may eventually prove to be of value to many others in adjusting to overseas life.

Sincerely,

Mary Ann Donahue



CONFIDENTIALITY STATEMENT

I understand that information in the enclosed questionnaire and satisfaction scale will be used for research purposes only as partial fulfillment of requirements for a Ph.D. at Michigan State University.

I further understand that all names, names of companies and any information which could identify individuals will be held in strictest confidence and will be known to no one in Taipei except the researcher, Mary Ann Donahue.

I give permission for the information I give to be incorporated into the data base for the study, provided that the above conditions of confidentiality are respected.

Signature

Date

After the study is completed, it will be possible to obtain an abstract of the major results of the research. If you wish to have a copy of this abstract, please indicate below.

_____ I wish to obtain an abstract of the study when it is completed.

Mailing address: _____



APPENDIX B

QUESTIONNAIRE



APPENDIX B

QUESTIONNAIRE

The following questions deal with various aspects of your life in Taipei. Please answer all questions as completely and as honestly as you can.

1. Country of citizenship _____
2. Husband's country of citizenship _____
3. Place of birth _____
4. Date of birth _____
5. Number of years of schooling completed:
High School _____ Vocational School _____ College _____
Graduate School _____
Degrees held _____ Major field _____

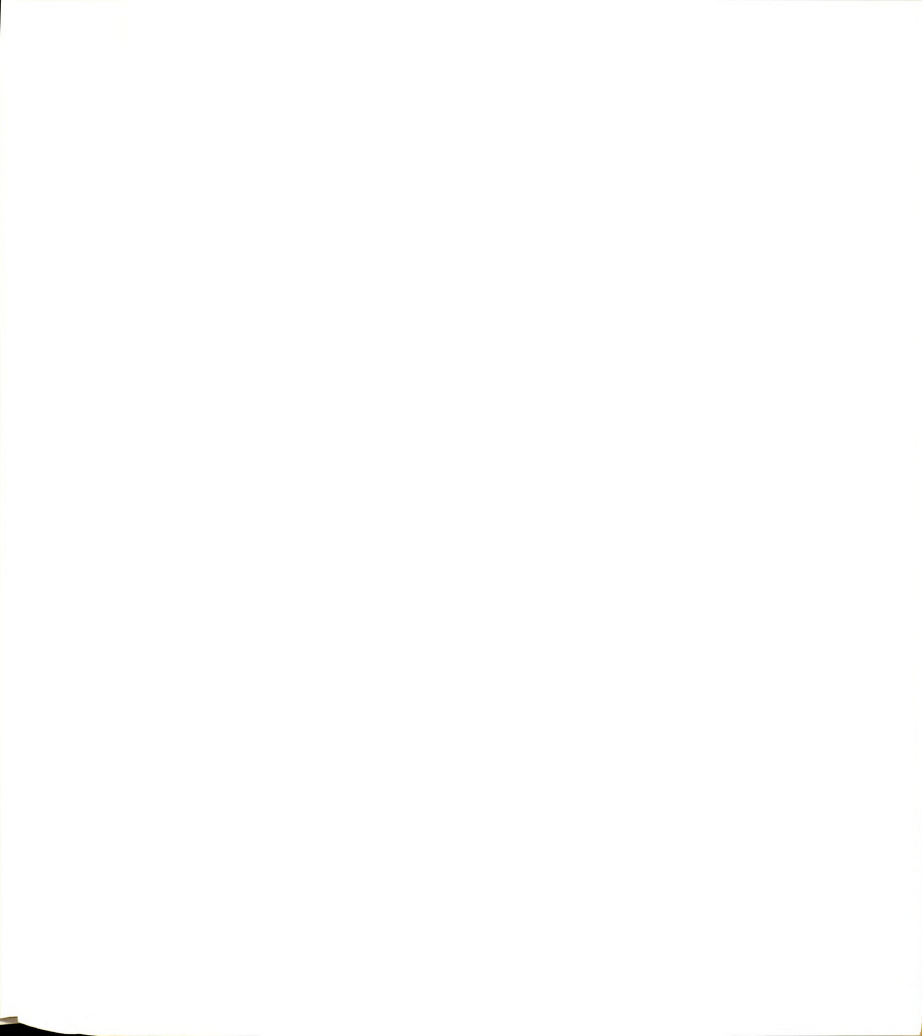
Other licenses or credentials held _____

6. Mother (if retired or deceased, indicate former occupation)
Number of years of school completed _____
Occupation(s) _____
7. Father (if retired or deceased, indicate former occupation)
Number of years of school completed _____
Occupation(s) _____
8. Number of times you moved before marriage (from childhood):
Within state of birth _____
Outside state of birth _____



9. Your employment:
 Presently employed _____ Not presently employed _____
 Position _____
 Number of hours per week _____
10. How long have you lived in Taipei? _____
11. How long do you expect to remain here?
 1 yr. or less _____ 1-3 yrs. _____ 3-5 yrs. _____ 5 yrs. or more _____
12. Do you consider Taipei to be home?
 Yes _____ Temporarily _____ No _____
13. How many times have you been back to the U.S. since coming to Taipei?
 Never _____ Every two years _____ Once a year _____
 More than once a year _____
14. When the decision was made to come to Taiwan, did you feel the primary choice was
 Yours mostly _____ Yours and your husband's _____
 Your husband's mostly _____
15. Would you rather be living somewhere else right now?
 Yes _____ No _____ Not sure _____
16. Please list the places where you have lived during your marriage. Start with the last place you lived before coming to Taipei. Continue on the back of this sheet if you need more room.

	<u>Place</u>	<u>Length of Stay</u>	<u>Reason for Moving</u>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			



17. Did you live overseas before age 21, and if so, where?

Yes _____ No _____

	<u>Post</u>	<u>Length of stay</u>	<u>Age at the time</u>
1.			
2.			
3.			

18. Would you ever like to have another post outside the U.S.?

Yes _____ Maybe _____ No _____

If yes, when? Right away _____ After returning to the U.S.
 Much later _____ for a while _____

19. Do you expect your next post to be

Temporary _____ Moderately permanent _____ Long-term _____
 (1-3 yrs.) (3-5 yrs.) (7 or more yrs.)

20. During the past two weeks, approximately how much time each day (8 a.m.-10 p.m.) did you spend...

	no time at all	$\frac{1}{2}$ hr. or less	$\frac{1}{2}$ -1 hr.	1-3 hrs.	3 hrs. or more
visiting friends					
shopping					
at the club					
in study or activity groups					
in volunteer activities					
in sports activities					
running errands or transporting others					
entertaining friends or business associates					

21. How many hours during a day did you spend...

At home _____

At work _____

22. Have you taken Chinese language lessons here?

Yes _____ No _____ No, but intend to _____

23. a. Please describe your Chinese language ability:

Know less than 25 words _____

Know more than 25 words, but cannot carry on a conversation _____

Can carry on simple conversations _____

Relatively fluent _____

Fluent _____



24. Do you speak another foreign language (besides Chinese)?

Yes ____ No ____ If yes, which ones and where did you learn?

25. In each of the following groups, please check the one which best fits your particular circumstances?

	exclusively expatriate	mainly expatriate, some Chinese	mainly Chinese, some expatriates	exclusively Chinese
casual acquaintances				
friends of ours (incl. my husband)				
friends of mind				
business associates				

26. Please check the one phrase which best describes the expatriates with whom you associate frequently:

Mainly Americans ____

Mostly Americans, with some other native English speakers ____

A mixture of Americans and non-Americans ____
(both native and non-native English speakers)

27. Would you like to be involved with non-American expatriates?

More ____ Less ____ As is ____

28. Would you like to be involved with Chinese?

More ____ Less ____ As is ____

29. Do you find an adequate number of people here with whom you can be yourself?

Yes ____ No ____

30. How would you say that your life in Taipei is most different for you than it would be in the U.S. right now? (Use other side if more space required.)



31. Please check the following activities in which you participate and indicate the level of participation.

	Regularly	Often	Sometimes
<u>YMCA</u>			
Board of Directors			
Meetings			
Classes			
Journeys Into Chinese Culture			
<u>TIWC</u>			
Board of Directors			
Meetings			
Interest Groups			
Tours			
<u>American Club</u>			
General Meetings			
Sports Activities			
Social Activities			
Restaurant & Bar			
<u>Other Clubs</u>			
FASD			
VFW			
International Businessman's			
Other (specify) _____			
<u>Private Interest Groups</u>			
Cooking			
Art Study			
Brush Painting			
Exercise			
Bridge			
Other (specify) _____			
<u>School Activities (TAS, Dominican, etc.)</u>			
Board of Directors			
Parent Volunteer			
Room Mother			
Other (specify) _____			
<u>Church Activities (Jewish, Christian, etc.)</u>			
Board of Directors			
Auxiliary Group			
Study Group			
Sabbath or Sunday Services			
Other (specify) _____			
<u>School or College Courses</u>			
Language School			
University of Maryland			
Michigan State University			
Other (specify) _____			
<u>Personal and Social Activities</u>			
Reading			
Sewing and handiwork			
Running			
Tennis			
Writing Letters			



32. In addition to the activities already mentioned, what are other ways in which you have spent your time during the past few weeks?

33. Which of the following phrases best describes how you feel about the things you are doing in Taipei?

I really enjoy what I do here. _____

I enjoy some of the things I do, but some things are a waste of time. _____

I enjoy a few of the things I do, but most things seem to be a waste of time. _____

Questions 34-38 are a general scale of how people feel. Please check the best answers for you.

34. During the past few weeks, how often have you felt...

	often	occasionally	seldom	never
a. Particularly interested in something?				
b. So restless that you couldn't sit in a chair?				
c. Proud because someone complimented you on something?				
d. Very lonely or remote from other people?				
e. Pleased about having accomplished something?				
f. Bored?				
g. On top of the world?				
h. Depressed or very lonely?				
i. That things were going your way?				
j. Upset because someone criticized you?				

35. Taken all together, how would you say things are these days--
Would you say that you are...

Very happy _____ Pretty happy _____ Not too happy _____

36. Compared with your life today, how were things four or five years ago?

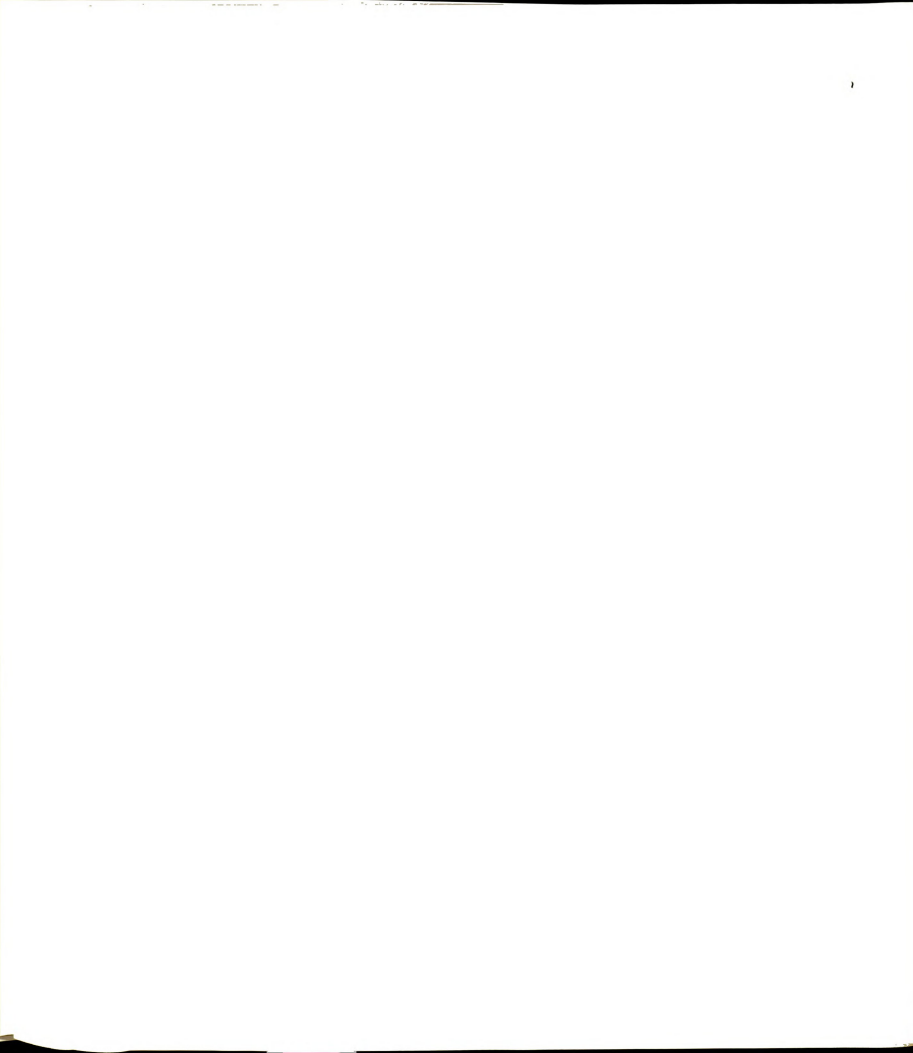
Happier then _____ Not as happy then _____ About the same _____



37. Think of how your life is going now. Do you want it to...
Continue much the same way ____ Change some parts ____
Change many parts ____
38. When you think of the things you want from life, would you say that you're...
Doing very well now ____ Doing pretty well now ____
Not doing too well now ____
39. What is your husband's present job here in Taipei?
(Please provide job title and a brief description of his work.)
40. Is his position higher or lower than in your last post?
Higher ____ Lower ____ Same level, different role ____
Same level, same basic role ____
41. Has his position changed since you have been in Taipei?
Yes ____ No ____ If yes, is it higher ____ Lower ____
Same, but different company ____
42. Please indicate to what extent you feel the following are expected of you as a result of your husband's job:

	often	sometimes	never
Attendance at company-sponsored parties			
Orientation of other company wives			
Entertainment of local clients			
Entertainment of company employees and spouses			
Entertainment of visitors from U.S. or other			
Participation in community social activities			
Participation in volunteer activities			
Club membership			
Other (Please specify) _____			

43. In general, to what extent do the company's expectations have an effect on your life here?
Significant effect ____ Some effect ____ Little effect ____



44. Does the company expect more of you here than in the States?
Yes ____ No ____ Same ____ Not applicable ____
45. Does the company expect more of you than in other overseas posts?
Yes ____ No ____ Same ____ Not applicable ____
46. Please answer the following questions about company benefits:
Are the benefits adequate to maintain your desired lifestyle?
Yes ____ No ____
Were the overseas benefits an attraction for coming here?
Yes ____ No ____
Are benefits an incentive to stay in Taiwan?
Yes ____ No ____
47. Are there benefits which could be added to make it more attractive to stay here? If so, what would they be?
48. Do you feel that, generally, who you are and what you do makes a significant difference in your husband's job? If yes, how?
Yes ____ No ____
- Is this different than in the States? Yes ____ No ____ NA ____
Is this different than in other overseas posts? Yes ____ No ____ NA ____
49. Are you generally satisfied with what the company expects of you?
Yes ____ No ____
50. Did you receive adequate preparation for coming to Taipei?
Yes ____ No ____ Not sure ____



51. Please check any of the following which you received before coming to Taipei and indicate how helpful it was for you. (0=no help, 1=some help, 2=pretty helpful, and 3=very helpful)

- ☐ personal interview
☐ "look-see" trip
☐ information about Taipei and ROC (written__ verbal__)
☐ formal training sessions
☐ orientation when you arrived By whom? _____
☐ other (please specify) _____

Helpfulness

0	1	2	3

52. How many years have you been married? ____
53. Have you ever been married before?
 Yes ____ No ____
54. How many children do you have? ____
55. Please list the number of children living with you and their ages.
 Number ____ Ages __, __, __, __, __, __, __
56. If you have children who are not on Taiwan, are they ...?
 Away at school ____
 Working ____
 With former spouse ____
 Married with own family ____
 Other (specify) _____
57. Would you say that your children are generally satisfied here?
 Yes ____ No ____
58. Do you have any worries about your children's development here?
 Yes ____ No ____ Please specify: _____
59. How many hours per week does your husband work here (incl. evenings)?
 Less than 30 ____
 30-50 ____
 60 or more ____



60. Are his work hours different than in the States?
 No difference ____ Longer ____ Shorter ____ Not applicable ____

Are his work hours different than in other overseas posts?
 No difference ____ Longer ____ Shorter ____ Not applicable ____

61. Would you say that your husband is generally satisfied here?
 Yes ____ No ____ Not sure ____

62. Would your husband like to have a post outside the U.S. again?
 Yes ____ Maybe ____ No ____

63. Where do you expect your husband's next post to be?
 Probably in U.S. ____ Probably overseas ____ Have no idea ____

64. How would you say that the following affect the quality of your family life in Taipei?

	Positive	Negative	No effect
Absence of grandparents & family			
Amah			
Expatriate lifestyle & values			
Social demands			
Husband's working hours			
Number of activities in which you participate			
Chinese lifestyle & values			

65. How does your life in Taipei affect your relationship with your husband?
 Mostly positive ____ Mostly negative ____ No difference ____
66. In general, does your family spend more time together here than in the States?
 Yes ____ No ____ About the same ____ Not applicable ____

67. In general, do you and your husband spend more time together here than in the States?
 Yes ____ No ____ About the same ____ Not applicable ____

68. Do you think it is good for your family to be here?
 Yes ____ No ____ Not sure ____

69. What would you say is the greatest positive effect, for your family, of being in Taipei?

70. What would you say is the greatest negative effect, for your family, of being in Taipei?

71. If you have been employed during the past 10 years, please list the positions you have held, the place of employment, and the length of time employed, starting with the most recent job.

	<u>Position</u>	<u>Place</u>	<u>Length of employment</u>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

72. If you are presently employed, please rate the following descriptions of your job:

	<u>yes</u>	<u>sometimes</u>	<u>no</u>
It offers a lot of challenge.	___	___	___
It offers a chance for meaningful achievement.	___	___	___
It is well-paid.	___	___	___
It is a stepping-stone for future career.	___	___	___
It is mostly a time-killer.	___	___	___
It is worth what I put into it.	___	___	___

73. If you are not now employed, do you plan to seek employment within the next few years?

Yes ___ No ___ Not sure ___

If yes, what kind of a job do you hope to find? _____

74. What, for you, are the three best things about being in Taipei, and what are the three worst things?

For me, the three best things about being here are:

For me, the three worst things about being here are:

75. Please add any additional comments you would like to make.

THANK YOU for your help!

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