

## MK7227 Postgraduate Dissertation

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<b>Introduction</b>  <i>Identification of a valid topic, research question and objectives framed to Masters Level standard with academic rationale developed, clear industry contextualisation of the research topic</i>	Supervisor Comments:	10%	
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# **MANAGING CULTURE SHOCK AMONG NIGERIAN SELF-INITIATED EXPATRIATES IN THE UNITED KINGDOM**

A dissertation submitted in partial fulfilment of the requirements of the School of Business and Law, University of East London for the degree of **MA International Human Resource Management**

**APRIL, 2015**

**[Word count 15,073]**

I declare that no material contained in the thesis has been used in any other submission for an academic award

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**UNIVERSITY OF EAST LONDON**

**SCHOOL OF BUSINESS AND LAW**

**MANAGING CULTURE SHOCK AMONG  
NIGERIAN SELF-INITIATED EXPATRIATES IN  
THE UNITED KINGDOM**

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## Abstract

**Purpose:** A great number of people in the world today, live and work outside the shores of their nations of origin. The number includes skilled labour and not all of them are just unskilled asylum seekers. It is imperative to investigate how they are faring in the face of divergent cultural environment of their sojourn in order to correctly harness their inter-cultural usefulness across the globe. The purpose of this research is to investigate the factors that influence the relocation of Nigerians to the United Kingdom and sustain them there, in spite of their culture shock experiences.

**Methodology/Approach:** This research has employed methodology triangulation of both questionnaire survey on seventy-six participants and six in-depth interviews. Reflexivity, thick description and grounded theory were the approaches engaged in the data analysis and discussion.

**Findings:** The findings show that multiple reasons like education, economic, socio-political and personal, are ‘pushing’ Nigerians from home and ‘pulling’ them to the United Kingdom. It was also discovered that the Nigerians in the United Kingdom, are experiencing different forms of culture but for some salient reasons, they adjust fairly well to the environment. Some of the reasons are educational, economic, infrastructural and family influence.

**Keywords:** Self-initiated expatriates, culture shock, socio-cultural and psychological adjustment

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I also appreciate families and relations, pastors and brethren, friends and colleagues, who had played one role or the other in my attaining this height, and will do more towards attaining the remaining heights.

## **Dedication**

**.....to Jesus Christ and everyone that loves Him**

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## Chapter 1: Introduction

### 1.1. Introduction

Human resource management has internationalized its scope to accommodate the trend of businesses going global (Briscoe *et al.*, 2009 and Harzing & Pinnington, 2011). The growing demand for highly skilled migrants has led to a steady rise in their movement across the world (Gurri'a, 2011). Getting necessary and capable talents from local labour markets, is difficult if not impossible, hence the increase demand for talents from the global labour market. De Haas (2005) argued that the trend does not benefit only the organisations as employers of these emigrants but both governments and organisations at various levels and nations are maximising these opportunities.

Subsequently, the need for expatriation became prominent but researches (Forster, 1997, Martinko & Douglas, 1999 and Harzing & Pinnington, 2011) are indicating that the process is quite costly and the rate, at which foreign assignments fail, is quite disturbing. Selmer (2001) estimated foreign assignment's cost to be between three and five times the assignee's home salary. Summarily, expatriation is expensive. Scholars like Welch *et al.*, (2007), Collings *et al.*, (2007) and Harzing & Pinnington (2011), have suggested copious measures toward reducing the cost of expatriation and curbing its failure. In the words of Suutari & Brewster (2001), Welch *et al.*, (2007) Collings *et al.*, (2007), Al Ariss (2010) and Harzing & Pinnington (2011), using the self-initiated expatriates (SIEs) on foreign assignments, is a good option in resolving the problems of expatriation. The SIEs are a very viable human resource around the world but they are unfortunately being neglected (Welch *et al.*, 2007). So many successful professionals like lawyers, teachers, medical doctors, engineers and information technologists are living and working in nations other than their nations of origin (Zucker & Darby, 2007 and Gagliardi, 2014). Among these are Nigerians who travel to the United Kingdom, to live, study and work (Al Ariss & Özbilgin, 2010). The Organisation for Economic Co-operation and Development (OECD) in 2013, puts the inflow of Nigerians to the UK at 10,000 on the average between 2006 and 2011 and the stock of Nigerian population in the UK by 2011 is

114,000. In spite of the divergent socio-cultural situations of the two nations, Nigerians in the United Kingdom are successful in their chosen careers and economic endeavours. This study therefore aims at examining how these self-initiated expatriates are managing the two divergent socio-cultural environments.

## **1.2. Study Background**

Leaving one's home country on a trip to another country may be an exciting adventure if it is for sight-seeing or fun-catching purpose and for a short period of time. However, leaving one's country on a mission to relocate for a period of two or more years will surely incite some home sickness and the likes. Such expatriation exercise which moves one from a familiar environment and country of nativity and takes him/her to a completely strange land, will definitely cause him/her a reaction to the new environment. Expressing such reactions in relationship to the goal before him/her bearing in mind his/her personal and family wellbeing also, is a task worth investigating. Recognising Aycan's (1997) definition, an expatriate is "an employee who is sent by an MNC's parent company on a work assignment to a foreign nation". Peltokorpi & Jintae (2009) however describes the self-initiated expatriate as someone who decides and relocates to a foreign nation on his/her own volition. Related to both categories is the fact that such a person leaves his/her own country and relocates to another country for some personal and/or organisational purposes. The reason or preparation one may have or make for migration notwithstanding, exposure to a new culture would usually have some effects on him/her (Oberg, 2006).

Hofstede (2005:4) defined culture as "the collective programming of the mind that distinguishes the members of one group or category of people from another". It is seen by Tayeb (2003:21) as "historically evolved values, attitudes and meanings that are learned and shared by the members of a community and which influence their material and non-material way of life". The scores of the UK and Nigeria according to Hofstede (2001) show that the two are far from each other in terms of cultural ways of life. Schneider & Barsoux (2003: 44-45) citing Hall & Hall (1990), has categorised countries by culture into two: 'High Context' and 'Low Context'. Going by this

categorisation, the UK is among the 'Low Context' countries and Nigeria as well as other West African countries, is among the 'High Context' countries. This shows that the two countries are far from each other in terms of how they view virtually everything about life. The high context culture appreciates relationship as a necessity to establish an enduring business transaction while the low context culture would prefer to do business first before building relationship. Facial expression, gesticulation and body language are of great concern to the people of the high context cultural background, whereas the low context people can do without such. While Nigerians would prefer collective ways of taking and executing decisions, the British would appreciate individualism in action planning, executing and accepting the praise or blame. Despite these differences, Nigerians in the UK are doing very well either as gainfully employed or as entrepreneurs. Unfortunately, researchers have not really addressed how these self-initiated expatriates are managing the two different cultures successfully. This research wants to explore the factors influencing their ability to manage the two highly divergent cultures. The study will also determine how adjusted the Nigerians are to the socio-cultural environment of the UK.

### **1.3. Research Questions**

The main questions of this research are as follows:

- Do Nigerians in the UK experience culture shock? If so, what form does it take?
- What factors influence the SIEs' decision to stay in the UK in spite of the possible culture shock experience?

### **1.4. Research Objectives**

The objectives of this study therefore, are to:

- Examine the factors that influenced the Nigerian self-initiated expatriates to leave Nigeria for the UK.
- Determine the forms of culture shock they experience in the UK.
- Examine the factors that influence them to stay in the UK in spite of the culture shock experience.



- Use the socio-cultural and psychological adjustment model, to test how adjusted they are to the UK environment.

### 1.5. Justification of the Research

Researchers such as Suutari & Brewster (2001), Welch *et al.*, (2007) Collings *et al.*, (2007) Al-Ariss (2010) and Harzing & Pinnington (2011) have suggested that MNCs should begin to look into the feasibility of engaging the self-initiated expatriates (SIEs) on their expatriation teams. It is worth examining how Nigerians are adjusting to the foreign socio-cultural environment since it has been confirmed that the factors that influence the Organisational Expatriates (OEs)' adjustment, are not necessarily the same with the Self-Initiated Expatriates (SIEs). Nigeria as a West African country, has little or nothing in common with the UK. As such, the average Nigerian will experience one form of culture shock or the other while sojourning in the UK (Healy & Oikelome, 2007). Though much has been empirically researched about the culture shock phenomenon and the rate at which it impairs foreign assignment among organisational expatriates (OEs), close to nothing has been done on the aspect of the self-initiated expatriates (SIEs) and most especially, about the Nigerians in the UK. The cultural differences between the two nations and the influence of such on Nigerian nationals in UK will be the basis for this research.

### 1.6. Research Breakdown

This study will be in six main chapters. In **Chapter 1**, the researcher sets the scene for the thesis by introducing the topic of the study and revealing the background to the study. The research questions and research objectives are also introduced and the justification for the study is discussed. **Chapter 2** critically evaluates academic scholarship in the research topic and its related areas. **Chapter 3** restates the research questions and objectives and explains the research methodology for the study. The chapter also explains the paradigm for the research approach and justify the choice. **Chapter 4** shows the findings (data) and the presentation of the data in relation to the research questions and objectives. **Chapter 5** reveals analysis of the findings in

relation to the existing theories and propositions in the area of the study. **Chapter 6** draws a general conclusion on the study.

## **1.7. Conclusion**

This chapter focused on providing the introduction to the study. The topic is 'Managing culture shock among Nigerian self-initiated expatriates in the United Kingdom'. The background of the study was also revealed which shows that the factors influencing the Nigerian SIEs' relocation and stay in the UK are worth being studied. The research questions and objectives as well as the justification for the study were also discussed. Finally, the chapter sets out in detail, what each chapter of the thesis will entail.

## Chapter 2: Critical Literature Review

### 2.1. Introduction

According to scholars of anthropology in migration (Castles & Mark, 2009 and Foner & Alba, 2010), globalization which encompasses movement of individuals from one geographical location to another around the world, can be dated back to the fifteenth century or prior (O'Rourke and Williamson, 2002 and Briscoe *et al.*, 2009). However, there is an unprecedented rise in the rate of international movement of people lately and a majority of these migrants are not just tourists or fun seekers but among them are seekers of *green pastures*. They are individuals in search of professional advancement and enhanced expectation for everyday life. Baruch *et al.*, (2007) indicated that the incessant global migration encompasses diverse kind of people that are difficult for international human resource management scholars to clearly categorise. Peltokorpi & Froese (2009), Briscoe *et al.*, (2009) and Selmer & Lauring (2011) disclosed that these migrants are not altogether frustrated political asylum seekers but the number includes highly skilled labour. The Organisation for Economic Co-operation and Development (OECD) revealed that there are about 25 percent of foreign-born population in the OECD regions alone (OECD, 2013). The United Nations' (2013) indicated that the number of international migrants worldwide had reached 232 million, indicating an increase of 57 million, or 33%, compared to the statistics in the year 2000. The report further indicated that most international migrants reside in the developed regions of Europe, Asia and Northern America and most of them are of working age. 171 million, 74% international migrants, of the global migrant stock, were between the ages of 20 and 64. Among this set of people are expatriates (Suutari & Brewster, 2001, Biemann & Andresen 2010 and Al-Ariss 2010).

### 2.2. Solving Expatriation Problems with SIEs

Some expatriation alternatives like *short-term assignment*, *international business travels*, *commuter assignment* and *virtual working* methods, (Welch *et al.*, 2007, Collings *et al.*, 2007 and Harzing & Pinnington, 2011) contribute toward reducing the cost of expatriation and curbing its failure. The problem

of coping with the cultural differences (culture shock) among the home and host countries of the expatriates has been identified as the major source of the failure (Suutari & Brewster, 2001). Some researchers such as Welch *et al.*, (2007), Collings *et al.*, (2007), Al-Ariss (2010), Harzing and Pinnington (2011) have separately suggested the use of self-initiated expatriates (SIEs) as an option. Welch *et al.*, (2007) described the SIEs as a neglected but viable resource for IHRM as against the popular traditional expatriates (TEs). Zucker & Darby (2007) and Gagliardi (2014) have separately reported that many successful professionals like lawyers, teachers, medical doctors, engineers and information technologists around the world are non-native of their country of residence. Do these SIEs face any difficulty in relating with their host nations' sociocultural environment?

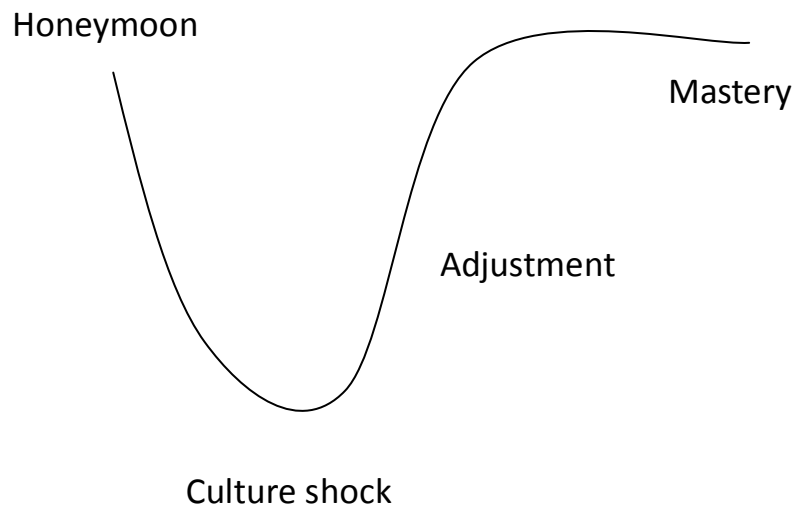
### 2.3. Culture Shock

Befus (1988) cited in Edwards & Rees (2011:175) describes culture shock as: *“an adjustment reaction syndrome caused by cumulative, multiple, and interactive stress in the intellectual, behavioural, emotional and physiological levels of a person recently relocated to an unfamiliar culture, and is characterised by a variety of symptoms of psychological shock”*. The concept of culture shock can be better understood in its components as spelt out by Oberg (1960) cited in Furnham (2004:17). The components include:

- strain due to the effort required to make necessary psychological adaptations
- a sense of loss and feelings of deprivation in regard to friends, status, profession and possessions
- being rejected by, or rejecting, members of the new culture
- confusion in role, role expectations, values
- surprise, anxiety, even disgust and indignation after becoming aware of cultural differences
- feelings of impotence due to not being able to cope with the new environment

Culture shock, according to Edwards & Rees (2011), is precipitated by the anxiety one expresses when he/she is losing the life experiences which he/she is conversant and familiar with, for another type which is strange to him/her. Such cues and symbols of social interaction include when and how to shake hands; what to say and how to say it; when and how to give tips or give orders to servants; when, where and how to shop; when, how and why accept or reject invitations; when to take situation or comment serious or not. Oberg (1960) also indicated that such cues may come by word, facial expressions, body language and gestures. No matter how broadminded or prepared a person may be, exposure to a new culture would usually have some effects on him/her which can generate a feeling of frustration and anxiety (Briscoe *et al.*, 2012). Oberg (2006:142) lists some symptoms of culture shock to include: excessive washing of hands; excessive concern over drinking water, food, dishes, and beddings; fear of physical contact with attendants or servants; absent-mindedness; far-away stare; feeling of helplessness and desire for independence on long-term residents of one's own nationality; fits of anger over delays; excessive fear of being cheated, robbed or injured; outright refusal to learn the host nation's language; excessive concern over minor body or skin pain or change; terrible longing for home and so on.

According to Oberg (1960) reiterated by Ward and Kennedy (1992), there are four stages of emotional and behavioural reactions/adaptation to the host nation's environment (See *Figure 1*). First is the *honeymoon* stage which describes the expat's short visit or early days of his/her stay. At this stage, he/she may not evidently express any anxiety as a result of culture shock just because the visit and interaction with the foreign nation and culture is still short.



**Figure 2.1: The U-Curve of Cross-cultural Adjustment. Adapted from Black & Mendenhall, (1991:227).**

To a migrant whose stay in the host nation is considerably longer, his/her days of being pampered and petted would soon be over (Sims & Schraeder, 2004). Ward & Kennedy (1999) and Haslberger (2008) had criticised the description of this stage as 'The honeymoon' stage. In their separate views, they submitted that the early period of the expatriate's foreign assignment, is actually the most stressful period. Ward *et al.*, (1998) also argued that the expatriate's ordeal with culture shock really begins after the first four to six months of the assignment and not as early as Oberg (1960) reported. The second stage according to Oberg (2006), is the *culture shock* stage. At this stage, the expatriate begins to face with maid trouble, school trouble, language trouble, transport trouble, house trouble, shopping trouble and the fact that the host nationals are just indifferent to these troubles, will add to his/her pain (Black & Stephen, 1989 and Lazarus & Folkman, 1987). He/she therefore gets more aggressive with the view that the people are insensitive and unsympathetic (Dowling *et al.*, 2008). While reacting to the frustration, he/she begins stereotyping by taking refuge in the colony of his/her home country and begins to tag and name the host nationals derogatorily. This is a very crucial stage that can send the expatriate back home if he/she is not able to overcome the anxiety because it is the stage where verbal and physical clashes with the host nationals and institutional system, are apparent.

The third stage, *adjustment*, is the stage at which the expatriate begins to gain some knowledge of the host national's language and begins to fumble with it; joke with the host nationals and grow more humorous and make more friends among the host nationals; and is open to learn new things about the culture. At this adjustment stage, the migrant is on the way to recovery. This is the stage where he/she forms or identifies some 'buddy' or 'buddies' from among the host nationals or other foreigners who have been on ground before him/her. Through the buddy, he/she initiates interactions with the wider society and also interprets their actions, reactions and inactions (Black & Stephen, 1989). However, Nankervis *et al.*, (1993) and Marecek *et al.*, (1997) separately argued that other extrinsic factors like the relationship of the spouse and dependants with the local nationals may facilitate adjustment to the new reality. Black & Mendenhall (1991) and Torbiorn (1994) also argued that the rate of adjustment is a product of the expatriate's interaction with some intrinsic and extrinsic variables like comfort, satisfaction, attitudes and contact with host nationals/environment.

At the fourth, *mastery* or *mastering* stage, the migrant now accepts the customs of the host nation as just another way of life that is of a great value to the people the same way his/her home nation's culture is to his/her own people too. He/she starts to enjoy what they enjoy and dislike what they dislike. He/she gets familiar and comfortable with the host nation's foods, drinks, habits and attitudes to the extent that when he/she returns home, he/she is proud to take such along with him/her and his/her return home will even make him/her generally miss the people and the custom which he/she has eventually been accustomed to. Black & Stephen, (1989) and Lazarus & Folkman (1987) argued that adjustment rate and manner vary from person to person and over time, against the straight jacketed adjustment stages propounded by Oberg (1960). Bhaskar-Shrinivas *et al.*, (2005) in their research relating the effect of other factors around the expatriates and the length of his/her stay in the foreign nation, affirmed the U-Curve adjustment but with slight modification that makes it appear like a sideways "S". In Black & Stephen (1989)'s expatriate adjustment conceptualisation, three facts of

adjustment were identified: *interaction, general and work adjustments*. **Interaction adjustment** refers to the ability of the expatriate in effectively speaking, interacting and socialising with the host nationals both at work and outside work with relative ease. The **general adjustment** involves the relative ease and stability of mind with which the expatriate lives and copes with the general way of life in the host nation which includes the housing, weather, food, shopping, recreational, entertainment and cost of living. **Work adjustment** denotes the rate of ease with which the expatriate interact with the work system and partners effectively and his/her utmost work performance is not hampered in any way by the new work environment (Brewster & Pickard 1994 and Berry 1997).

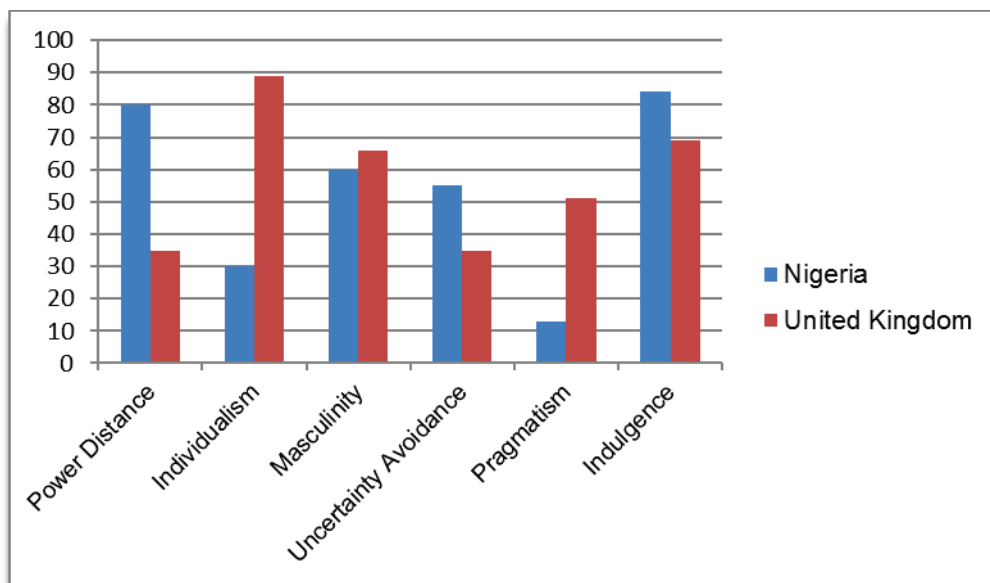
#### 2.4. Comparing the Socio-cultural Values of Nigeria and the United Kingdom

Some Nigerians travel to the UK to settle and work while some came originally to study but eventually extend their stay after securing employment (Al-Ariss & Özbilgin, 2010). In fact, some are now UK citizens. OECD (2013) puts the inflow of Nigerians to UK at 10,000 on the average between 2006 and 2011 and the stock of Nigerian population in UK by 2011 is 114,000. Going by the OECD's (2013) migration data, one could assume that Nigeria and the UK might have some socio-cultural elements in common. Schneider & Barsoux (2003: 44-45) citing Hall & Hall (1990) categorised countries by culture into two: 'High Context' and 'Low Context'. By this categorisation, the UK is among the 'Low Context' countries while Nigeria, is among the 'High Context' countries. This shows that the two countries are far from each other in terms of how they view virtually everything about life. The high context culture appreciates relationship as a necessity to establish an enduring business relationship while the low context culture would prefer to do business first before building relationship. Facial expression, gesticulation and body language are of great concern to the people of the high context cultural background whereas the low context people can do without such (Child, 2002 and Schneider & Barsoux, 2003). Trompenaars (1993), Tayeb (2003) and Trompenaars & Hampden-Turner (2012) criticised Hall & Hall (1990), claiming that prevailing national culture may change in its



nationals by their new environment and time. Thompson & McHugh (2002) also argued that even national culture can be influenced to change by time.

The scores of the United Kingdom and Nigeria according to Hofstede (2001) also show that the two are far from each other in terms of cultural ways of life (see *Figure 2*). McSweeney (2002) and Gerhart & Fang (2005) had however criticised the statistical method and assumptions used by Hofstede's survey. They claimed that there were some overlapping assumptions that national culture is regionally unique and that every inhabitant inculcates it. McSweeney (2002) further argued that using IBM expatriates who were mostly Americans, to survey the cultural disposition of their foreign work environment, cannot appropriately measure the different nations' cultures. According to *Figure 2*, **Power Distance** reveals the society's regard for social stratification or otherwise.



**Figure 2.2: Cultural comparison of Nigeria and the UK.** Excerpted and adapted from the expanded Hofstede (2001) *Culture's Consequences* (2nd edn): 500-501. At: <http://geert-hofstede.com/nigeria.html>.

It shows the stance that all people in the society are not equal in hierarchy. Nigeria scores 80 while the UK scores 35 which indicates that the two nations do not have anything in common in this regard. In reference to Furnham (2004) and Briscoe *et al.*, (2012), interacting with the UK nationals where less regard is accorded age or seniority may pose some culture shock to an

average Nigerian migrant. ***Individualism/Collectivism***'s measurement shows the rate at which a society values social interaction and association among its individuals. It has to do with whether individuals' mental self-view is characterized as "I" or "We". In Individualist society, individuals should care for themselves and their direct family. In Collectivist society, individuals have a place with 'in groups' that deal with them in return for loyalty. Nigeria, with a score of 30 is viewed as a collectivist society. This is reflected in the way Nigerians value the link with the extended family and other social associations before taking decisions on so many matters (Kasinitz *et al.*, 2008, Foner & Alba, 2010 and Imoagene, 2012). Nigerian public encourages solid connections where everybody assumes liability for individuals from their group. UK's score of 89 on this measurement is evidence that it is an individualist society as against the collectivism of the Nigerian society.

A high score on ***Masculinity/Femininity*** measurement would mean that such society is driven by competition, achievement and success. A low score on the other hand implies that the prevailing values in the society tend to others and quality of life. The essential issue here is the thing that propels individuals: needing to be the best (masculine) or enjoying what you do (feminine). Nigeria scores 60 and the UK scores 66 on this measurement. This yardstick sees the two nations coming very close as two masculine societies whose femininity is similarly low. Could this be a pull factor for Nigerians in the UK? Hammar *et al.*, (1997) and Vujicic *et al.*, (2004) revealed that socioeconomic factors like better wages at the destination is an important pull factor for the migrants. They also reported that family influence is another pull factor through which they are encouraged to wait optimistically for the deferred gratifications. The overconcentration of the Hammar *et al.*, (1997) on spatial-economic framework, was however criticised by Bjerén (1997) who argued that other demographic factors like gender, age, dependants and social affiliation with the source nation can influence migration than economic factor.

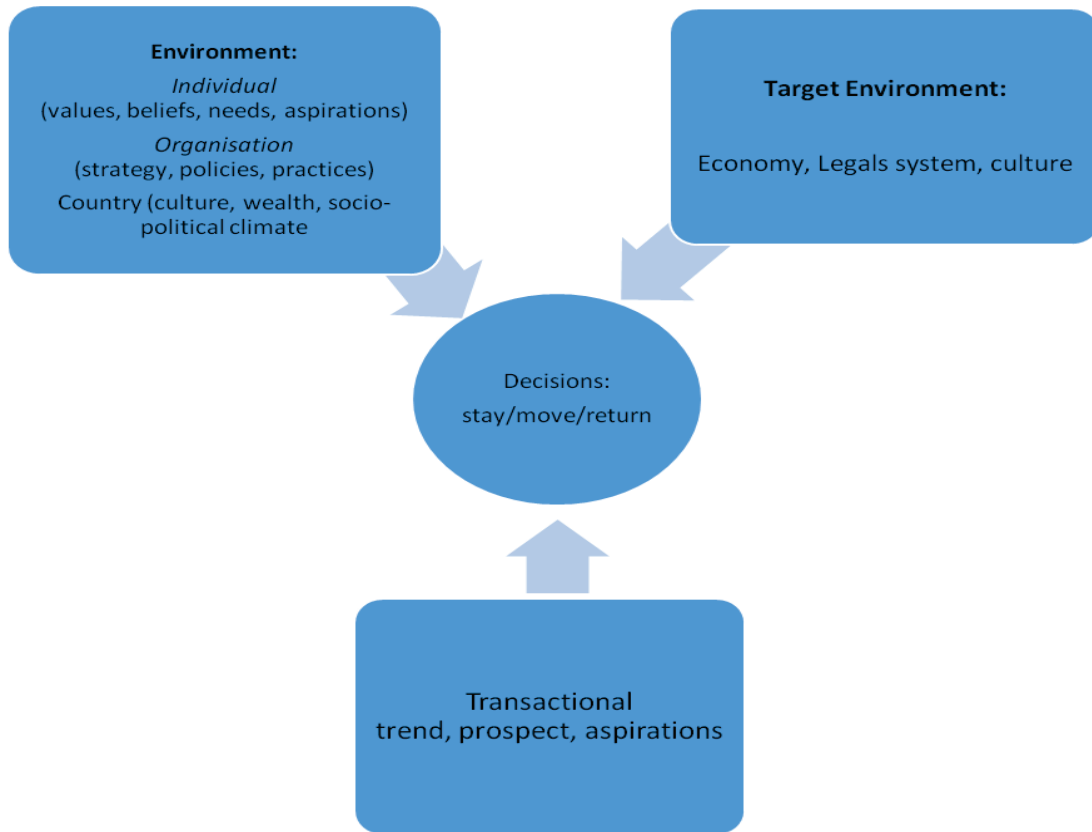
***Uncertainty Avoidance***'s measurement has to do with how the general public manages the way they view and expect the future: would it be

advisable for us to attempt to control the future or simply give it a chance to happen? Nigeria gets a halfway score of 55 on this measurement, which does not demonstrate an acceptable inclination. The UK however scores 35 here to show that it is a society that appreciates risk taking and surprises. **Pragmatism** is another cultural yardstick which portrays how every society needs to keep up a few connections with its own particular past while managing the difficulties of the present and future. Any society that scores low on this measurement, for instance, likes to be tied to tradition and conventions while seeing societal change with suspicion. Nigeria scores very low (13) on this measurement and this implies that its way of life is normative rather than pragmatic. The individual Nigerian has much concern and regard for traditions. To confirm this, Imoagene (2012) has argued that both national identity and legacies of the past are factors that affect the incorporation of Nigerian migrants in the UK. Though UK's score of 51 does not show it as a highly pragmatic society, it still tends towards pragmatism than Nigeria. **Indulgence** is another yardstick which measures the degree to which individuals attempt to control their yearnings and driving forces, taking into account the way they were raised. Any society with generally, weak control is called 'indulgent' and the one with moderately firm control is called 'restrained'. With a high score of 84, Nigerian society is an indulgent society proving that Nigerians possess a positive and optimistic attitude even when their gratification or benefits are being deferred (Healy & Oikelome, 2007). The UK scores 69 to indicate that the British society is also an indulgent one though not as high as the Nigerian. Imoagene (2012) revealed that Nigerians feel at home in the USA than they are in the UK in spite of the multicultural policy of the UK. The report further revealed that many Nigerian migrants who had acquired UK's citizenship, prefer to cling to their Nigerian national origin than their counterparts in the USA in spite of the anthropological link Nigeria has with the UK as a former colony as opined by anthropologists (Vertovec, 2003). Kasinitz *et al.*, (2008) and Foner & Alba (2010) had separately argued that government policies and structures can engender migrant's easy incorporation into the host country environment. Imoagene (2012: 2171) argued against this by stating that "*the historical fact that Nigeria was once a British colony does not serve as a unifying myth ...*

*Britain's national identity does not facilitate immigrant integration in the same way that American national identity does".* Either overtly or covertly, there is still much racial discrimination against the black people in the UK which have been conflated with poverty and criminality (Gilroy, 2004, Lacy, 2007 and Foner & Alba, 2010). Could this nauseate the Nigerian migrants in the UK and trigger homesickness in them?

## **2.5. Motivating Nigerian SIEs in the United Kingdom**

The factors that motivate migrants to relocate and keep them through the whole process through repatriation, vary from the OEs to the SIEs (Stroh, *et al.*, 1998, Black & Gregersen, 1999 and Al-Ariss & Özbilgin, 2010). Lewin (1951)'s 'push-pull' theory is a very relevant model in looking into the factors that propel migration to foreign nations. Lewin (1951)'s 'push-pull' theory according to Baruch (1995), was propounded to reflect how people are faced with conflicting factors while considering relocation from their home countries to a foreign one. These factors were categorised into two: 'push' and 'pull'. This theory was expanded and adopted by Baruch *et al.*, (2007) to investigate the 'pushing' and 'pulling' factors responsible for the brain drain syndrome.



**Figure 2.3: Expanded Push/Pull Model (Adapted by Altman & Baruch, 2013:24)**

Mirroring the Nigerians in the UK by the expanded push/pull model by Altman & Baruch (2013) in *Figure 3*, there are both intrinsic and extrinsic factors that could have pushed them from Nigeria to the UK. Baruch *et al.*, (2007) and Altman & Baruch (2013) however argued that the decision to migrate lies mainly within the person. This 'individual's values, beliefs, needs and aspirations, according to Baruch (2007) and Black & Gregersen (1999), push the students and the skilled labour out of Nigeria. Working conditions (organisational strategy, policies and practices) especially for those who were working in Nigeria before relocating, are pushing factors also (Healy & Oikelome, 2007). The historical and contemporary context of political unrest, organizational inequity, social insecurity and injustice are identified as some major environmental pushing factors in Nigeria (Stilwell *et al.*, 2004 and Healy & Oikelome, 2007).

The socio-economic factors of the target environment (UK) are the pulling factors. However, the economy, culture, infrastructure, legal system and socio-political climate which pull the migrants, do not seem to sustain their

interest (Healy & Oikelome, 2007). Vujicic *et al.*, (2004), Healy & Oikelome, (2007) and Imoagene (2012) have submitted separately that Nigerians skilled migrants get nauseated by the covert glass-ceiling, racial inequality, red-tapism, and nepotism in the UK and the pulling factors lose their grips on them. Since the socio-cultural adjustment rate and level of expatriates to the foreign environment, vary from one to another, some Nigerians are getting tired of some cultural disposition in the UK nation and would prefer the home country form (Kauzya, 2001 and Imoagene, 2012). Culture therefore can 'push' or 'pull' any SIE to leave or return home. Tung & Miller (1990), Saxenian (2007), Mäkelä & Suutari (2013) and Schütter & Boerner (2013) had separately submitted that some SIEs are actually homesick and some love to trip home regularly. Why are the Nigerian migrants not returning to their home country if the UK sociocultural environment is that unfriendly? There could be some factors that influence their staying in the host country in spite of the unfriendly sociocultural environment. The third field encompasses the influence of personal aspiration, ambition and desire of the SIEs in their career in relation to how living and working in the foreign land, can assist in actualising them. These factors in the context of this study, can reveal how the SIEs' career, personal and social aspiration or ambition, influence their stay in the UK in spite of the culture shock experience.

## 2.6. Conclusion

The literature review has shown that migration is an unavoidable part of globalisation and the phenomenon, culture shock, is inevitable for any migrant (Inkson & Myers, 2003 and Doherty *et al.*, 2011). It also looked into the types of adjustment around the SIEs and OEs, to the host nation's culture. The socio-cultural situations in Nigeria and UK were also compared to review their similarities and differences. Why Nigerian SIEs came to the UK and how they are coping with the culture shock experience, was also explored. This chapter concludes with the fact that this set of mobile skilled and semi-skilled labour (SIEs) should not be ignored any further but empirically explored according to Welch *et al.*, (2007).

## **Chapter 3: Research Methodology**

### **3.1. Introduction**

Research methodology describes the scientific methods, styles and techniques with which a research is being systematically carried out (Lancaster, 2005 and Jha, 2008). It is a comprehensive record which provides the guidelines for solving any research problem and achieving the research aims and objectives (Silverman, 2011 and Kumar, 2011). Research methodology is a very important part of any research because it is the part which describes and illustrates the techniques employed by the researcher. The choice of research methodology also determines to a large extent, the successful completion of any empirical study (Silverman, 2011). It is expedient for a researcher to be well acquainted with the research terrain, aims and population before deciding on the methods to be adopted. Proper knowledge of the different research methods and their uniqueness therefore become very germane for the researcher. The knowledge of the aims of the study and the knowledge of the available research methods will enable the research to choose the most appropriate methods for his/her study (Gill & Johnson 2010). This is the only way a researcher could be essentially certain in achieving the aims of his/her study. By the nature of this study and its aims, a mixed method of the qualitative and quantitative approaches, had been adopted.

### **3.2. Research Approach**

In the empirical world of study, there are a handful of approaches that can be employed. According to Silverman (2011), each approach is uniquely different from the other in its entirety and no one is superior to the other. The appropriateness of an approach in carrying out a certain study does not necessarily presuppose it would be likewise appropriate for another research. Collis & Hussey (2003) mentioned some research approaches from which a researcher can select. They are: the pragmatic, participatory, quantitative, positivist, constructivist and qualitative approaches. Jha (2008) however submitted that there are only two major approaches to research, namely: the quantitative and qualitative approaches. He concluded that the research

question determines the appropriate approach for such research. Kothari (2011) also presents the quantitative and qualitative approaches as the two basic research approaches.

The quantitative approach involves data generation from the targeted population by quantitative means. Its data which are collected generally through structured demographic questionnaires, are then subjected to a rigorous statistical analysis. This approach can be subdivided to inferential, experimental or simulation approaches (Kothari, 2011). The inferential approach resolves that from the database of the research, the characteristics and relationships of the population and the sample, are being inferred. In the experimental approach, the variables within the well-controlled research environment are being manipulated for their effects on other variables to be sufficiently observed (Silverman, 2011, Kothari, 2011 and Jha, 2008). The simulation approach involves the introduction of some predetermined conditions to generate a dynamic behaviour from the objects being observed. Quantitative approach is closely linked to the positivist paradigm which sees the researcher as an external and objective observer (Saunders, Lewis and Thornhill, 2009). The two views also agreed that with the use of highly structured technique and large samples, observable phenomena can provide credible data and facts. The positivists also believe in cause and effect of the social situation on the population and the use of generalisation to simplify the data and its interpretation.

The qualitative approach involves in-depth probe into the population's attitudes, opinions and behaviour through the selected sample. The samples are always fewer in number to that of the quantitative approach but the data collected is usually huger and its interpretation and analysis is more time consuming and energy sapping (Saunders *et al.*, 2009 and Kothari, 2011). Its data are collected in a non-quantitative form like in-depth interviews, focus group interviews, observation and projective interview techniques. Qualitative and constructivist approaches are also well associated (Saunders *et al.*, 2009 and Silverman, 2011). This approach is majorly employed by researchers whose focus is in the social and emotional behaviour with elements of situational and attitudinal changes. The pragmatist approach is not far from



the quantitative too (Saunders *et al.*, 2009 and Kothari, 2011). They focus on practical and applied research which is capable of drawing inferences and integrating various perspectives to compare responses and behavioural imputes. The constructivists however submitted that value is very important in interpreting the data as the researcher adopts both objective and subjective points of view in interpreting the participants' responses. The constructivists approach therefore hail the use of the qualitative approach (Wilkinson & Birmingham, 2003). The participatory approach is a method which involves the researcher as an actor who actively joins the research population in the process of collecting the necessary data. This view is of the opinion that none of the existing methods can holistically generate the appropriate attitude and characteristics for any social -based research. It therefore proposed the actual implant of the researcher among the population to participate in the process so as to interpret the responses more appropriately. According to the pragmatists, the use of multiple techniques is laudable in research data collection because it creates the room for acceptable comparison of both observable and subjective phenomena. This is why Silverman (2011) concluded that the pragmatic approach is linked with both quantitative and qualitative methods. Researchers with pragmatic mind-set can use mixed method of both the quantitative and qualitative approaches for his/her study (Silverman, 2011 and Kumar, 2011).

### **3.2.1. Questionnaire Survey**

The use of questionnaire survey is common among researchers who employ the quantitative approach in their study. It is a widely used data collection tool which enables the researcher to present the research hypothesis to the sample in form of demographic questions (Silverman, 2011, Kumar, 2011 and Collins & Hussey, 2014). The questionnaires may include the use of multiple choice, question group, rating scale, Yes/No, True/False and the likes, to collect the needed data. This method is used to access wider range and large number of samples simultaneously. With the advent of technology advancement and different online survey providers, this technique gets to yet a wider range of audience with relative ease. The data collection process and the statistical analysis are also easier done through the well programmed

computation system (Saunders *et al.*, 2009 and Collins & Hussey (2014). The process is less expensive and consume less time. Critics of this method (Silverman, 2011, Kumar, 2011 and Collins & Hussey, 2014) however mentioned that the method does not give room for the respondents 'other' opinions which may not be captured in the questionnaires. They also submitted that responses to the questionnaires may be delayed by any human or technological factor. The use of questionnaires is also condemned as an unreliable tool in collecting rich and dynamic data. The possibility of questions been misinterpreted is another limitation pointed to in the use of this method.

### **3.2.2. In-depth Interview**

In-depth interview is a widely used technique to collect data in a qualitative research with which the researcher is able to gain insight into the motivation, beliefs, and attitudes of the respondents (Silverman, 2003). It is a flexible verbal data collection method which usually involves small samples. It is a formal and purposeful one-on-one conversation that involves the use of probing questions between an interviewer and interviewee on any subject towards the achievement of the research aims and objectives (Silverman, 2003 and Saunders *et al.*, 2009). In-depth interview enables the researcher to probe and prompt beyond a mere response from the respondent, into what he/she thinks about the particular situation/topic or the reason behind his/her certain behaviour. This method also helps in unravelling emotional and sensitive issues that questionnaires may not access. Further probing enabled by this method, has been described as a very useful tool that can open completely new pathways which may not have been originally incorporated by the research questions, but are helpful in achieving the research objectives (Ibert *et al.*, 2000 and Gray, 2004). Another advantage of the in-depth interview method is that it harnesses the non-verbal cues which can be helpful in understanding and interpreting the verbal responses. According to Silverman (2003), in-depth interview offers the researcher an access to the mind of the researched and thus engenders mutual understanding between them within the context of the research aims and objectives. Critics of this stance (Fielding & Thomas, 2003, Silverman, 2011

and Collins & Hussey, 2014) however pointed out that the method can induce the incidence of face intimidation and guided response on the interviewees. The interviewer could also be biased while collecting and or interpreting the data and the respondents also may not be ready to give realistic responses. The method is also money, time and efforts consuming (Kumar, 2011).

Considering the nature of this particular study and its specific objectives, the research went in line with the pragmatic stance and made use of a mixed method of both the quantitative and qualitative techniques. The quantitative method through the use of demographic questionnaires, was employed in this research. The questionnaires were administered among the samples that could not have been physically accessed for interview. Also, the method was chosen for its feature of helping to reduce the incidence of intimidation or guided response during interview. It also helped in validating the interview outcomes through proper comparison (Silverman, 2011, Kumar, 2011 and Collins & Hussey, 2014). The method helped in accessing the resemblance between the responses of the interviewees and those that came in through the questionnaires. The easy and seemingly effortless access to the internet by both the researcher and the respondents also informed the use of questionnaires. The questionnaires were designed on *Typeform*™ online survey platform and the universal resource locator (url), was sent to the respondents' e-mail addresses and *facebook* pages. Some printed copies were also administered on some respondents who preferred such to the online format. Their responses were later entered meticulously into the online database for uniform automatic analysis. The qualitative method was also employed in form of in-depth interviews with some selected samples of the population that could be accessed for such purpose. This method was appropriate because it enabled the researcher to find out directly how they were faring in the face of the divergent cultures of their home and host countries. Coming from a 'high context' country, the interviewees' body language and other non-verbal expression were also easily captured by this method. The method also gave room for possible options or factors that the researcher had not originally incorporated in the research questions and the questionnaires according to Collins & Hussey (2014). Using this mixed

method had actually helped the study because one method really catered for the limitations and shortcomings of the other.

### **3.3. Methods of Data Collection and Analysis**

The data collection methods are the channels and ways through which a researcher collects the needed data to generate the results for the achievement of the study aims and objectives (Saunders *et al.*, 2009 and Collins & Hussey (2014). Researchers (Lancaster, 2005, Jha, 2008, Silverman, 2011 and Kumar, 2011) had identified primary and secondary as the two major sources from which research data can be collected. The primary source involves the process of collecting data from the population who are directly concerned in the focus of the research. This source provides the direct access for the researcher to obtain fresh responses from the affected population. The secondary data source on the other hand, describes the use of some reports, records or database which are products of another efforts, to determine a study aims and objectives. As the name implies, using the secondary data source enables the researcher to access the responses from the population indirectly, through some responses which had earlier been obtained and for different research or mere record-keeping purposes (Silverman, 2003, Saunders *et al.*, 2009 and Kumar, 2011). This particular research has collected fresh data from the primary source. Ten (10) selected samples among the Nigerian migrants in the UK, were engaged in in-depth interviews. Demographic questionnaires were also administered among one hundred (100) respondents. Forty (40) were handed the paper copy while the remaining sixty (60) were sent to the respondent's e-mail addresses. The study however used the secondary source as published articles and books to review the literature on the culture shock situation among the Nigerians SIEs in the UK.

Data collection in this study was done with the triangulation method. This method refers to the application of different approaches in carrying out a research. This term describes a situation whereby the research questions are investigated with the use of more than one approaches in order to ensure the data richness and ascertain the validity and transferability of the findings

(Deacon et al., 1998, Bryman, 2006, Curtin and Fossey, 2007). From its origin, it refers to the multi-method or mixed-method survey approach by which series of triangles are used to map out the particular research point and the area is being viewed and described from the different angles. This practice has been well embraced amongst social and behavioural researchers because it helps in gathering rich data and in reducing the uncertainty of the data interpretation. There are different types of triangulation: data triangulation, investigator triangulation, theoretical triangulation and methodological triangulation. This study has employed the methodological triangulation in which the quantitative survey (structured questionnaires) and qualitative (in-depth interview) methods are employed in gathering the needed data. This stance is taken in order to secure an in-depth, beyond-the-surface understanding of the culture shock phenomenon and to increase the richness of the data, the credibility and persuasiveness of the study (Deacon et al., 1998 and Bryman, 2006).

The researcher also used thick description method (Geertz, 1973) in providing a detailed description of the research context at the level of the data analysis. This research term which was introduced by Geertz (1973) as reiterated by Curtin and Fossey (2007), is used to provide deep context and circumstances surrounding the research phenomenon in any social or behavioural study. The researcher has employed this data representation and interpretation stance in order to provide the non-verbal socio-cultural expressions of the Nigerians in responding to the research phenomenon, culture shock. The researcher who is also a Nigerian, was privileged in that information provided to him may not have otherwise been provided to other researcher, especially a non-Nigerian. The issue of reflexivity has therefore influenced the quality of data provided as there was a level of embedded trust between the researcher and the participants who belong to the same socio-cultural context in forms of nationality and ethnicity (Saunders *et al.*, 2009 and Collins & Hussey (2014). To avoid any unwarranted bias of the researcher that may question the trustworthiness of the process of the qualitative data gathering and interpretation, the quantitative method was fully computerised. The quantitative data were collected and analysed automatically through the *Typeform*™ online survey platform which could

not be influenced in any way, by the researcher (Saunders *et al.*, 2009 and Collins & Hussey (2014). The researcher's efforts at decoding some Nigerian cultural word usage, typology and connotations in the data analysis can also be likened to the use of grounded theory method. Grounded theory method as propounded by the two sociologists, Barney Glaser and Anselm Strauss, helps in legitimating qualitative research (Creswell, 2014, Kumar, 2011, Glaser and Strauss, 2009).

### **3.3.1. Sample Size and Sampling Techniques**

In carrying out research, it is important to have an appropriate sample size from the research population. The objectives of the study, the nature of the population and the validity of the result should be well considered in selecting the sample so that the concerned population is judiciously covered by the sample (Kumar, 2011 and Collins & Hussey, 2014). Accordingly, this study employed non-probability techniques of quota and opportunity sampling according to Wilkinson & Birmingham (2003) and Silverman (2011). By quota sampling, the sample includes one hundred and ten (110) Nigerian migrants who are in the UK for study, work or business, but not on short visit. They are men and women within the working class age of 21 and 65. This category of SIEs are not employees of any MNC who occasioned their expatriation within their organisation according to (Altman & Baruch, 2013). By opportunity sampling, they are those that the researcher and his gate keepers can easily access within the London metropolis.

### **3.4. Research Problems and Limitations**

There were a few problems encountered in carrying out the research which occasioned the limitations therein according to Silverman (2011), Kumar (2011) and Collins & Hussey (2014). The problems include the incidence of insincere responses from the interviewee during the in-depth interviews. Also, only 76 out of the 100 questionnaires were returned and only 6 out of the 10 targeted interviewees were eventually available for the in-depth interviews. Lack of enough time and funds to carry out the research was another problem which limits the scope of the research to the easily accessible samples within London.

### **3.5. Ethical Issues**

Ethics are very important in carrying out primary research because total adherence to this increases the credibility and validity of the research (Silverman, 2011 and Kumar, 2011). The onus rests on the researcher to respect the personality of the participants by obtaining their consent to participate and ensure their anonymity throughout the research process in accordance to the ethical rules (Saunders *et al.*, 2009). This stance was firmly adhered in the course of this study.

### **3.6. Conclusion**

This chapter has discussed the methodology employed in this study. The researcher succinctly discussed the different research approaches and their relevance to the success of the study. The approaches were described and differentiated as quantitative, qualitative, pragmatic, constructive, positivist and participatory approaches. The chapter also discussed the questionnaire survey and in-depth interviews as tools for quantitative and qualitative data collection tools respectively. This chapter further discussed the data collection methods, the sample size and sampling techniques. The problems and limitations of this study and the ethical issues involved were also discussed in this chapter which clearly revealed each of the approaches, tools and techniques that were employed in the study. The chapter summarily revealed that the study has employed the questionnaires and in-depth interview techniques to collect the study data from the 110 non-random samples.

## **Chapter 4: Data Analysis and Findings**

### **4.1. Introduction**

In this chapter of the dissertation, the data collected in the process of the study and the findings are presented. In the bid to execute this research judiciously, the researcher has employed the methodology triangulation approach through which the quantitative and qualitative methods are employed in the data collection. The researcher has interacted with the selected samples either through the structured questionnaires or the in-depth interviews, to collect the needed information. The questionnaire survey was administered to one hundred (100) participants while ten (10) participants were targeted for the in-depth interview. The one hundred and ten (110) participants were non-randomly selected Nigerians who were living in the United Kingdom as immigrants on long or permanent stay and not as visitors.

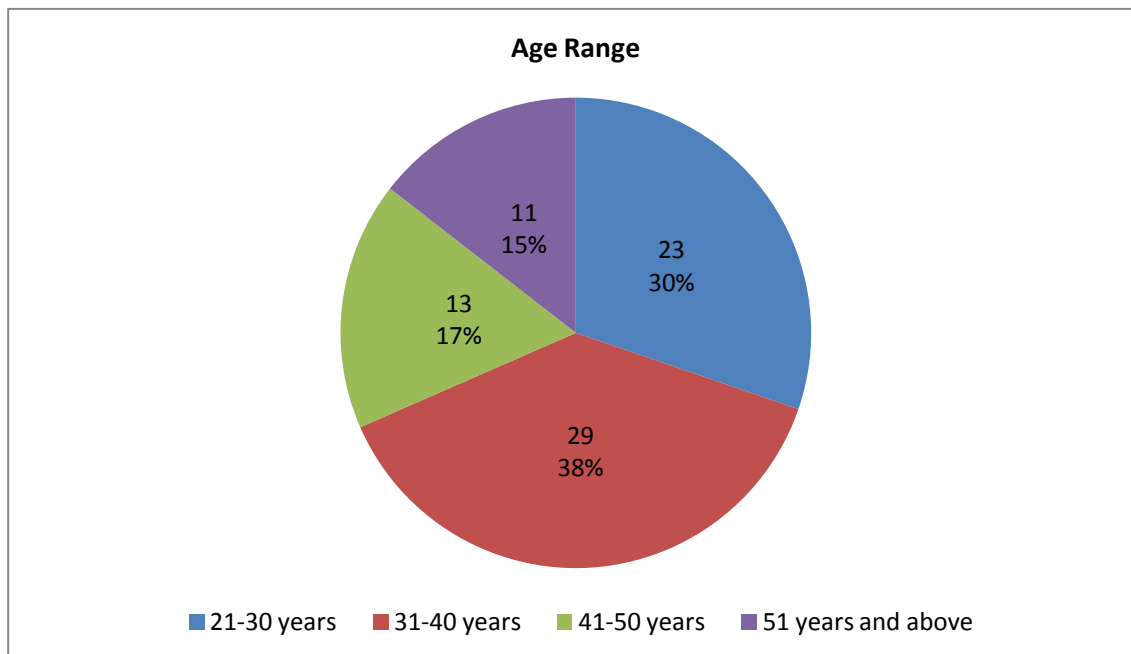
### **4.2. Analysis of the Questionnaire Survey**

The one hundred participants so selected for the survey were those living within London and could be accessed by the researcher and his gate keepers either physically, via telephones, electronic mails or on the social media. After being contacted and their consent were obtained, sixty (60) of the participants were sent the universal resource locator (url) to the *Typeform*™ online survey platform where they were able to complete the survey in approximately ten (10) minutes. The remaining forty (40) opted for the paper copy. After a couple of reminder within the eight weeks with which the survey was out, only 32 out of the 40 paper copies of the questionnaires were returned and 44 responses came in through the online means. The responses in the paper copies were carefully uploaded to the online platform so that the analysis could be done automatically by the computer system. Due to the limited time available for the study, the researcher had to close the online platform and make use of the seventy-six (76) responses which were available on the platform at the time of doing this analysis. However, some of the participants did not answer all the questions. The information accessed by this study through the survey, has helped the researcher to obtain first



hand responses which are essential in viewing the experiences of the Nigerian self-initiated expatriates in the UK to their host nation's socio-cultural environment. The data is analysed in details and presented in charts and tables, to clearly reveal the situation towards answering the research questions.

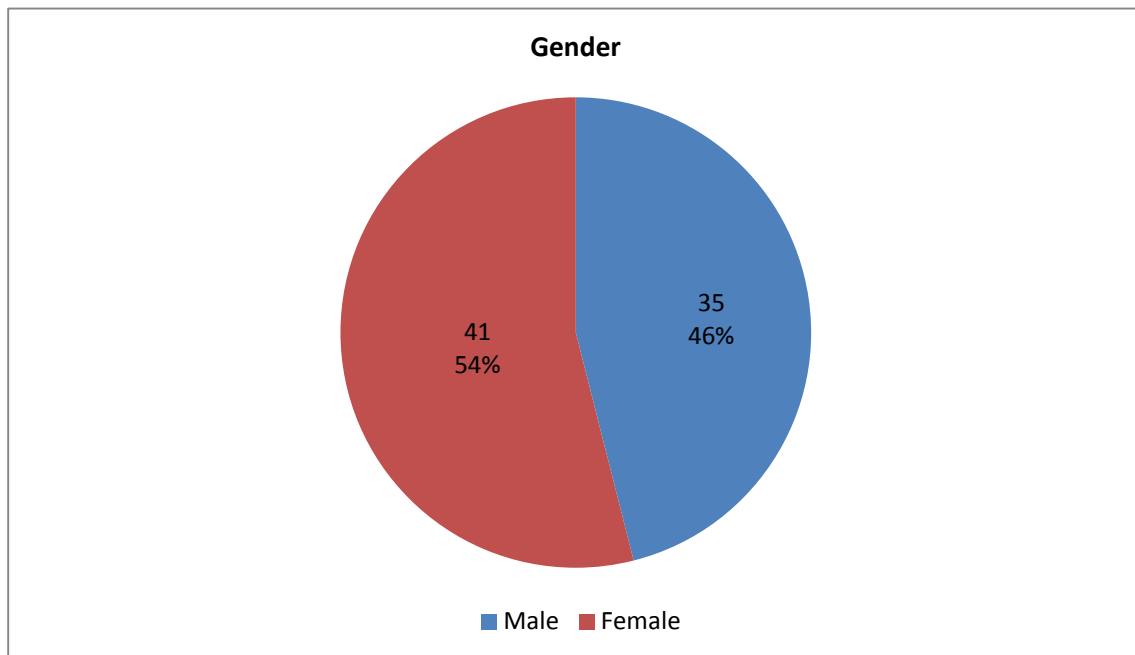
The research focuses on the Nigerians SIEs in the UK who were from the age of 21 and above. The reason for this was to avoid accessing information from the minor who could not provide valid responses towards achieving the research objectives. So, the first question of the survey was on the age range of the participants and the result is shown in *Figure 4.1* below. 23(30%) of the respondents were between ages 21 and 30, 29(38%) were of the range of 31 to 40 while ages 41 to 50 and 50 and above had 13(17%) and 11(15%) respondents respectively.



**Figure 4.1.**

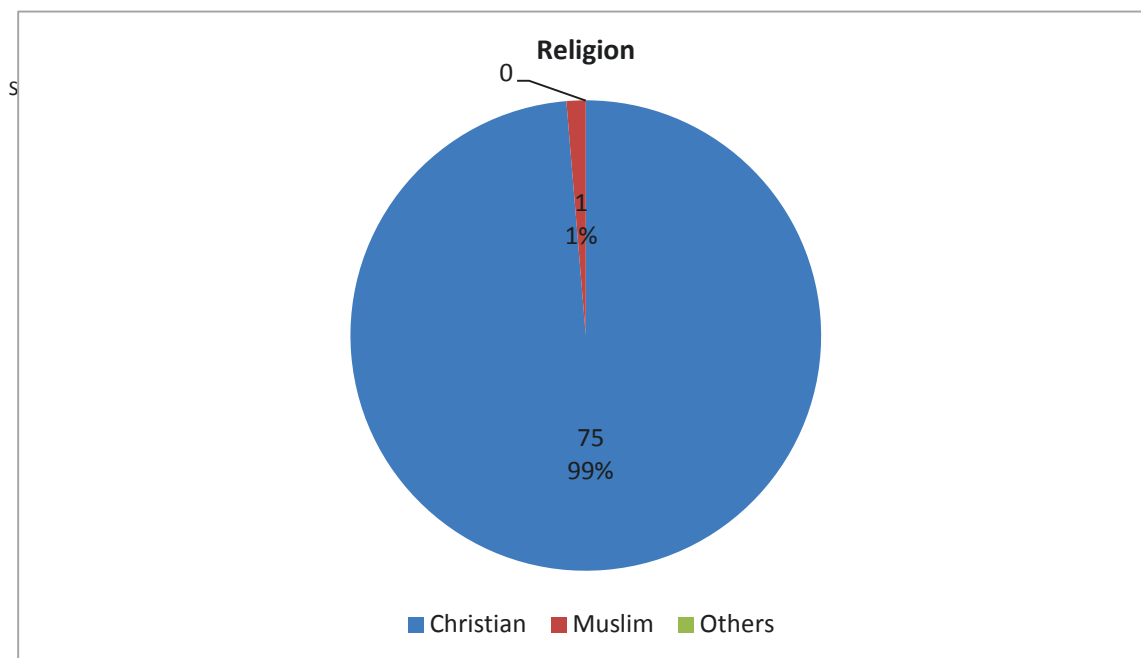
The researcher made frantic efforts within his level best, to have a gender balanced amongst the participants but the responses to the second question of the survey which was on gender, revealed that the female respondents are slightly more than the male. *Figure 4.2* shows that 41(54%) were female while

the remaining 35(46%) were male. Nigerians being very religious, the researcher desired to examine if there could be any religious factor in their management of culture shock in the UK. For this purpose the religion inclination formed the third question and the responses are shown in *Figure 4.3* below.

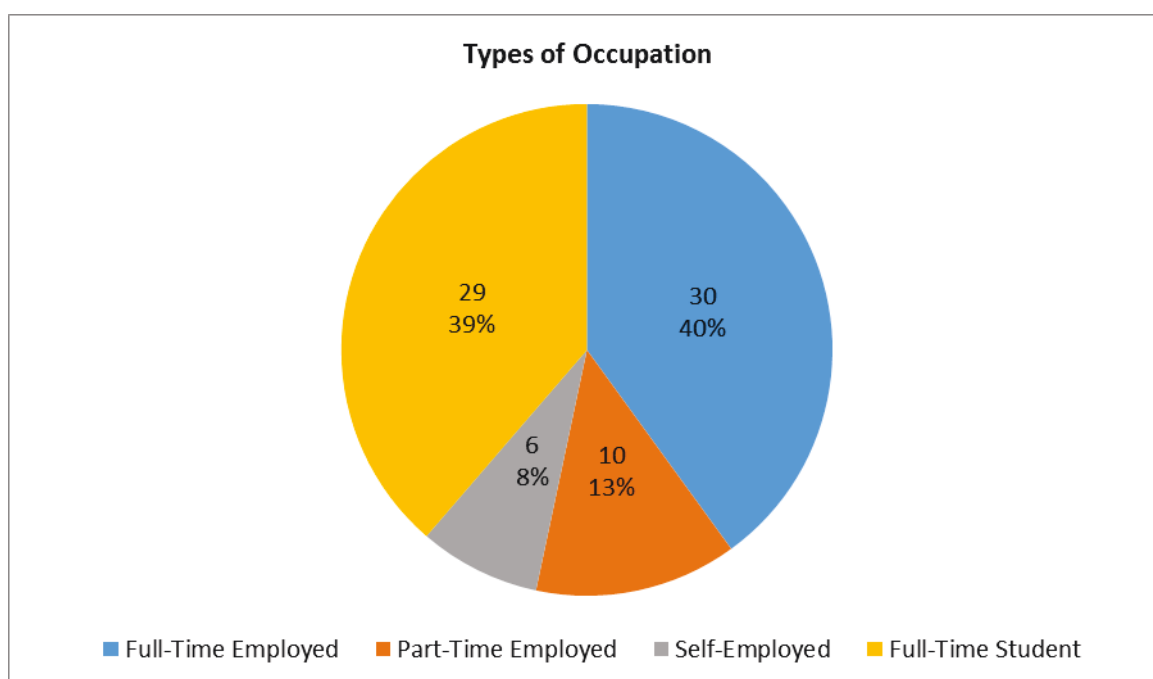


***Figure 4.2.***

75 (99%) were Christians, only one (1%) was a Muslim and none chose 'other' religion option. *Figure 4.4* analysed the types of occupation of the respondents. Full-time employment and full-time students were prominent with 30(40%) and 29(39%) respondents respectively. Only 10(13%) were on part-time employment and 6(8%) were self-employed.



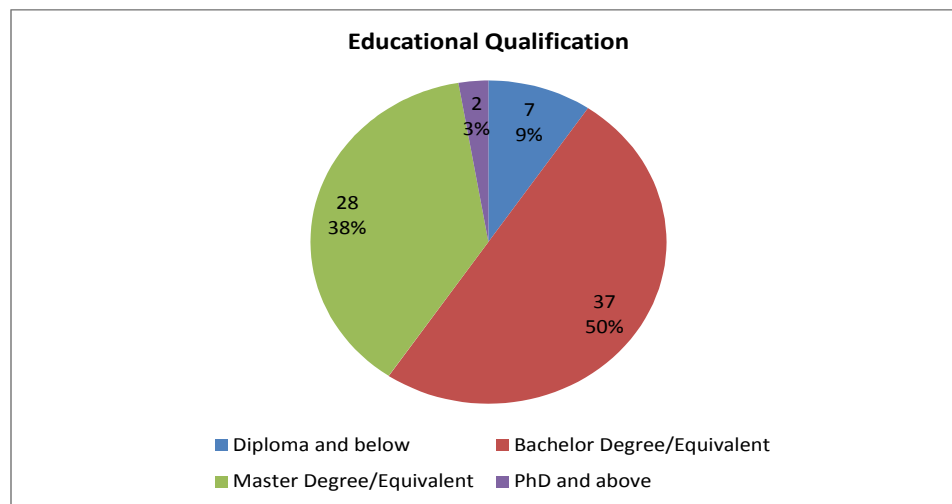
**Figure 4.3.**



**Figure 4.4.**

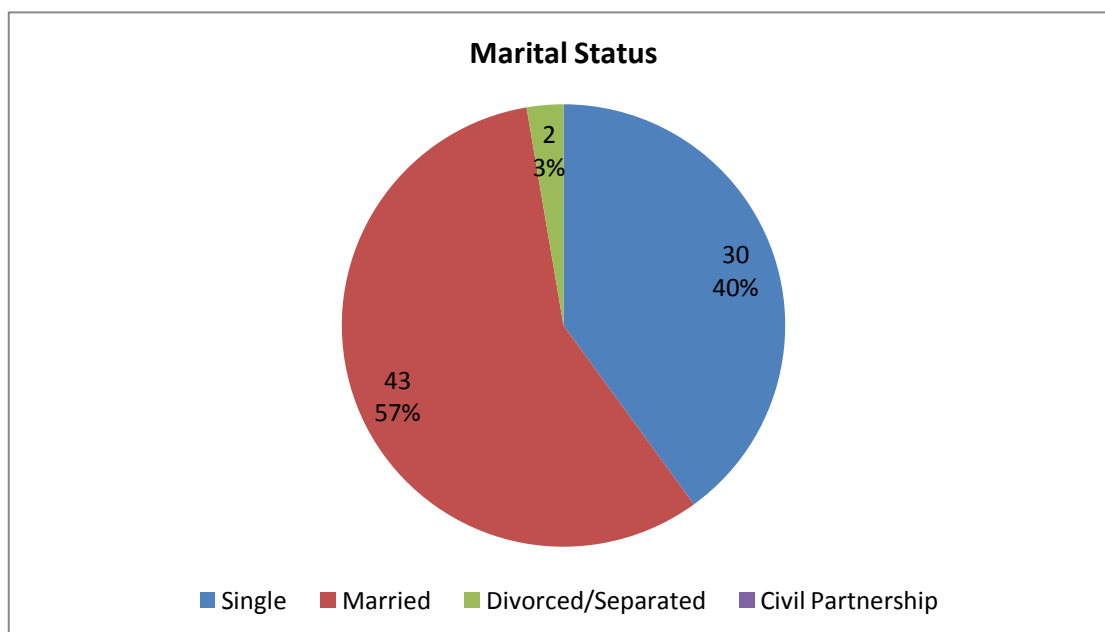
Question five of the survey was aimed at accessing the educational qualifications of the participants. In order to examine this, the question categorized the participants into four – those who had Diploma and other qualifications below it; those who possessed Bachelor degree and its equivalents; those who had Masters degree and its equivalents and those who were PhD holders and beyond. As revealed in *Figure 4.5*. Half of them were in the category of Bachelor degree holders, 28(38%) had Masters degree

and its equivalent while 7(9) were at Diploma and lesser level, only 2(3%) were PhD holders.



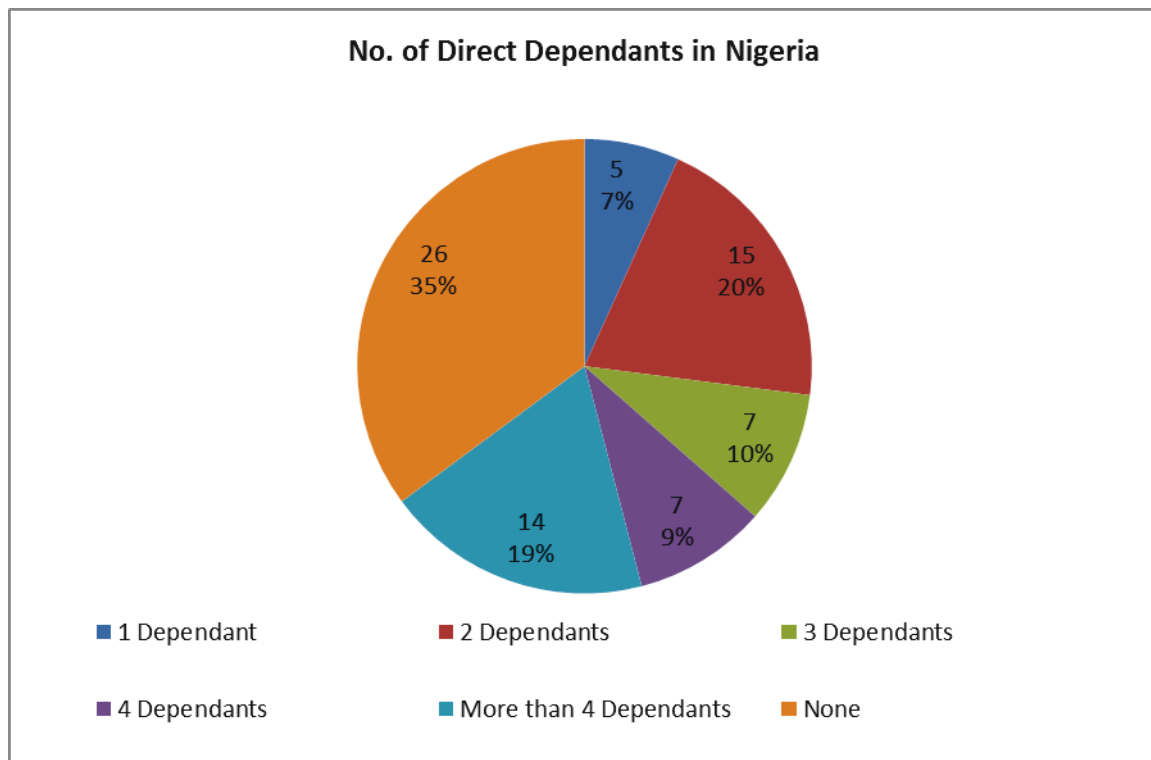
**Figure 4.5.**

The marital status of the participants was of significance to the achievement of the research objectives and the sixth question of the survey addressed that. As the situation was, 43(57%) were married, 30(40%) were single while only 2(3%) were either divorced or separated. None of the respondents belonged to any civil partnership (See Figure 4.6).

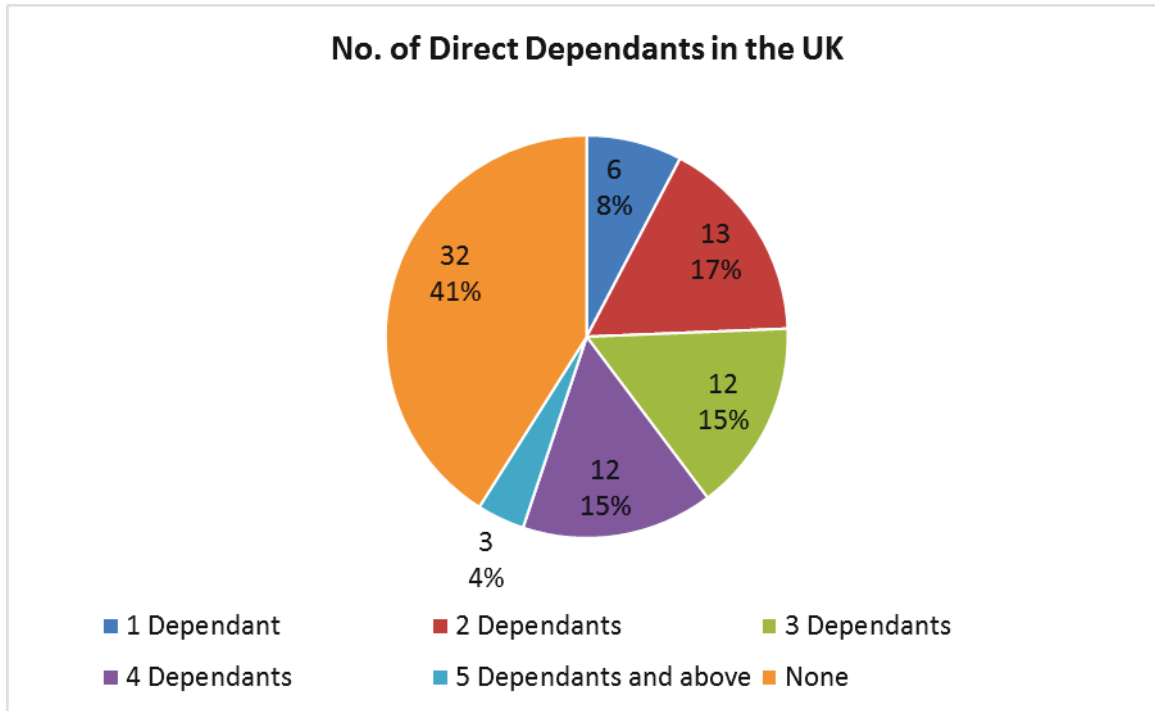


**Figure 4.6.**

Looking into the possible influence of the dependants on the expatriate's adjustment in foreign nations, the survey through its questions seven and eight, requested the participants to indicate the numbers of their direct dependants both in Nigeria and in the UK respectively. *Figure 4.7* and *Figure 4.8* show the analysis that 5(7%) of the 74 respondents to question seven, had only one direct dependant each in Nigeria, 15(20%) had two each while 7(9%) each had either three or four dependants. Those whose dependants were five and more amounted to 14(19%) and 26(35%) had no direct dependants in Nigeria. The situation changed in question eight however, with 6(8%) of the 76 respondents, having one dependant each in the UK, 13(17%) had two dependants each while 12(16%) had three. Respondents with four dependants each, were 10(13%), 3(4%) had 5 and more dependants while 32 (42%) lived in the UK alone without any direct dependant.

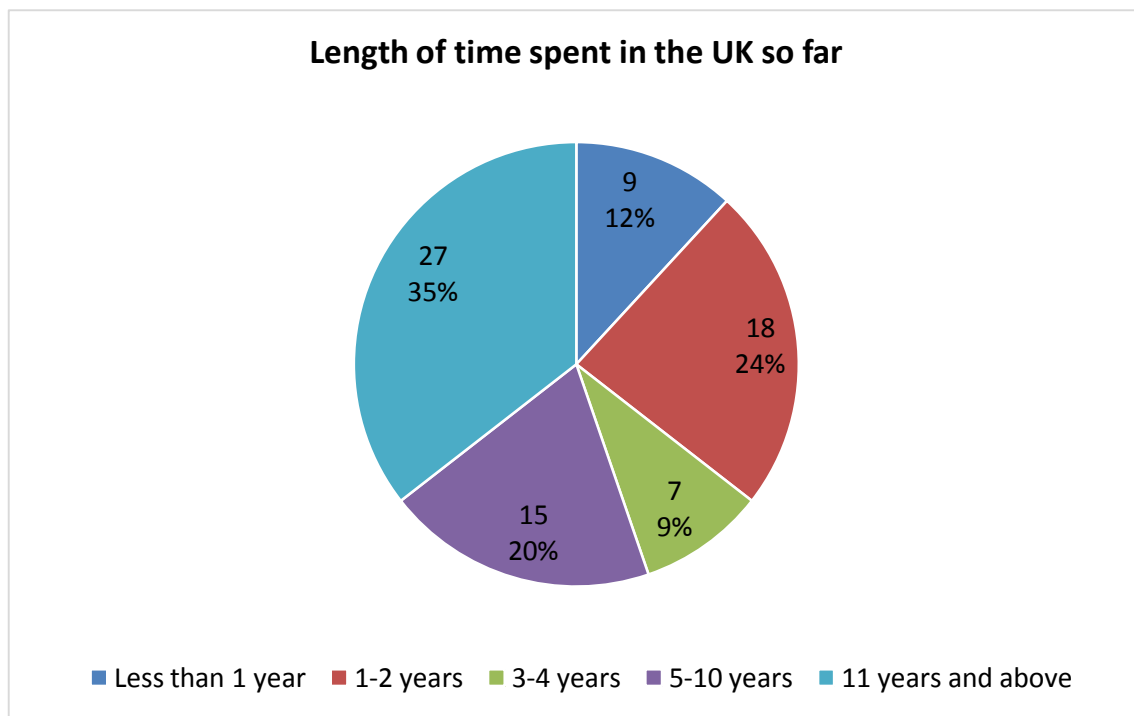


**Figure 4.7.**



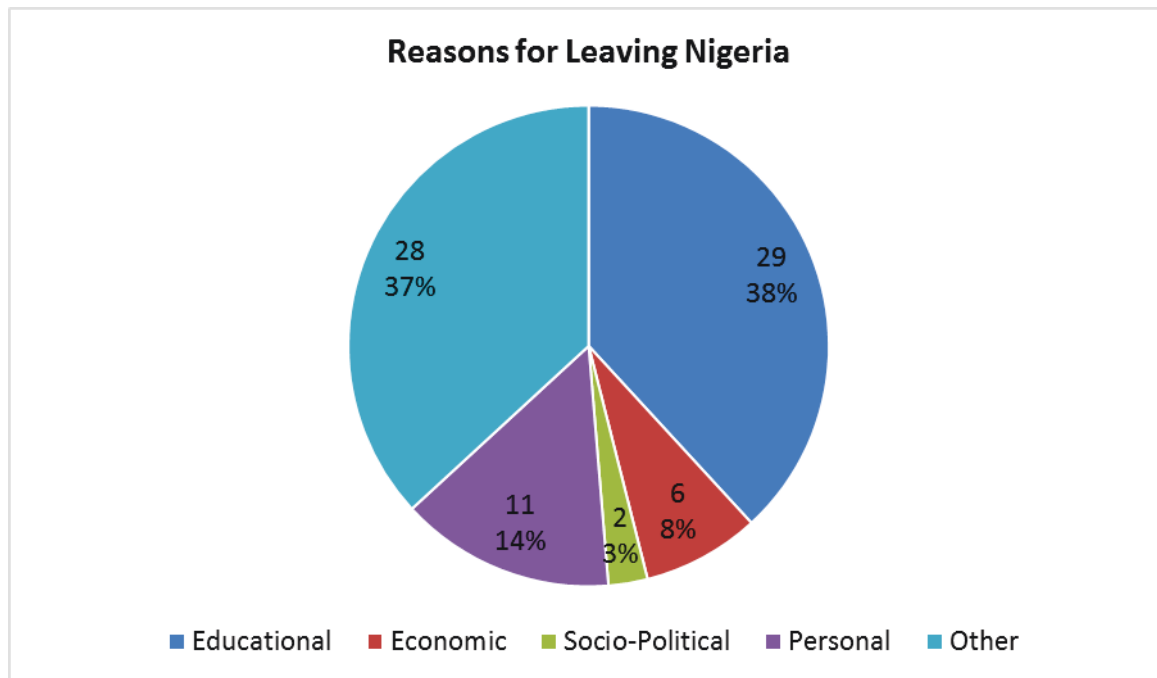
**Figure 4.8.**

With the knowledge from literatures on the culture shock phenomenon, the length of stay of the SIEs in the UK became essential to the successful achievement of the research objectives. The survey was aimed at collecting the necessary information on the length of the participants' stay in the UK through its ninth question. By the result as shown in *Figure 4.9*, 9(12%) were staying less than one year in the UK at the time the survey was administered. 18(24%) had spent between one and two years while 7(9%) were already 3 to 4 years old in the UK as at that time. Those who had spent between 5 and 10 years were 15(20%) and up to 27(35%) of the respondents, had been in the UK for 11 years and more.



**Figure 4.9.**

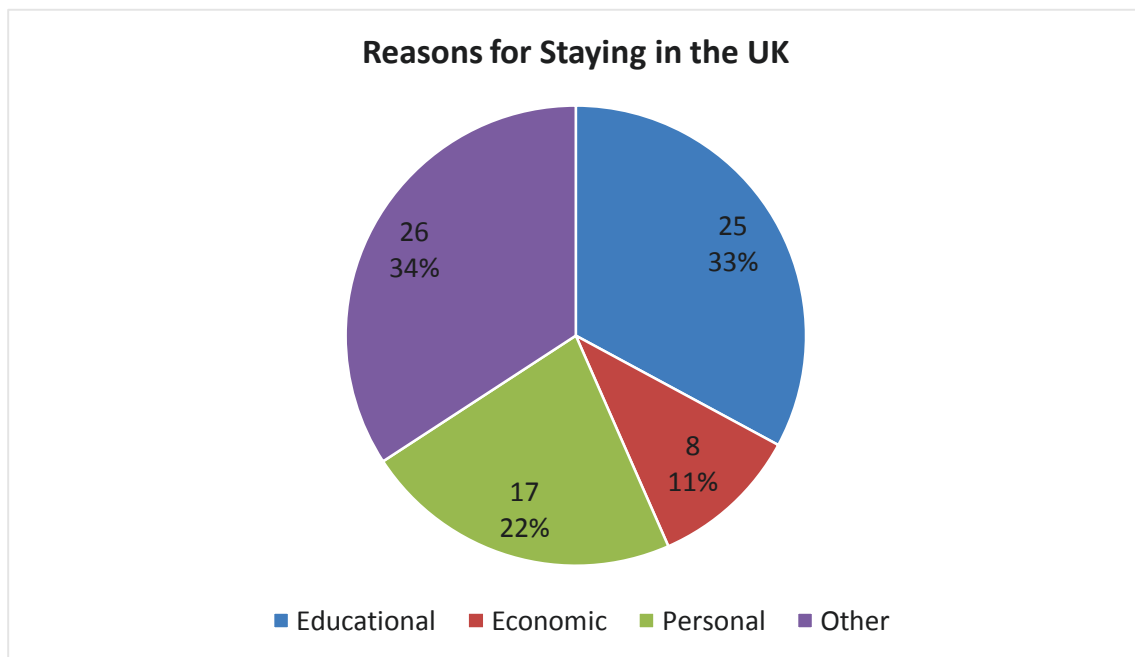
The expatriates in focus in this study are those who migrated on their own volition and it is essential to investigate the factors that ‘pushed’ them out of their country of origin because such factors could as well influence their adjustment rate. Question 10 of the survey was aimed at revealing the reason for the emigration of the participants and those who had more than one factors were encouraged to indicate them in order of priority. *Figure 4.10* shows that 29(38%) relocated to the UK for educational reasons (to study or further their studies) while 6(8%) came on economic ground (to seek better income and life standard). Family influence and other personal reasons pushed 11(14%) of them out of Nigeria while 28(37%) had more than one reasons for relocating. To this last category, 23 out of the 28 that indicated ‘other’ (more than one reason), actually indicated the reasons in order of priority. As shown in *Figure 4.12*, educational, economic and personal reasons were paramount to 13(57%), 7(30%) and 3(13%) of them in that order.



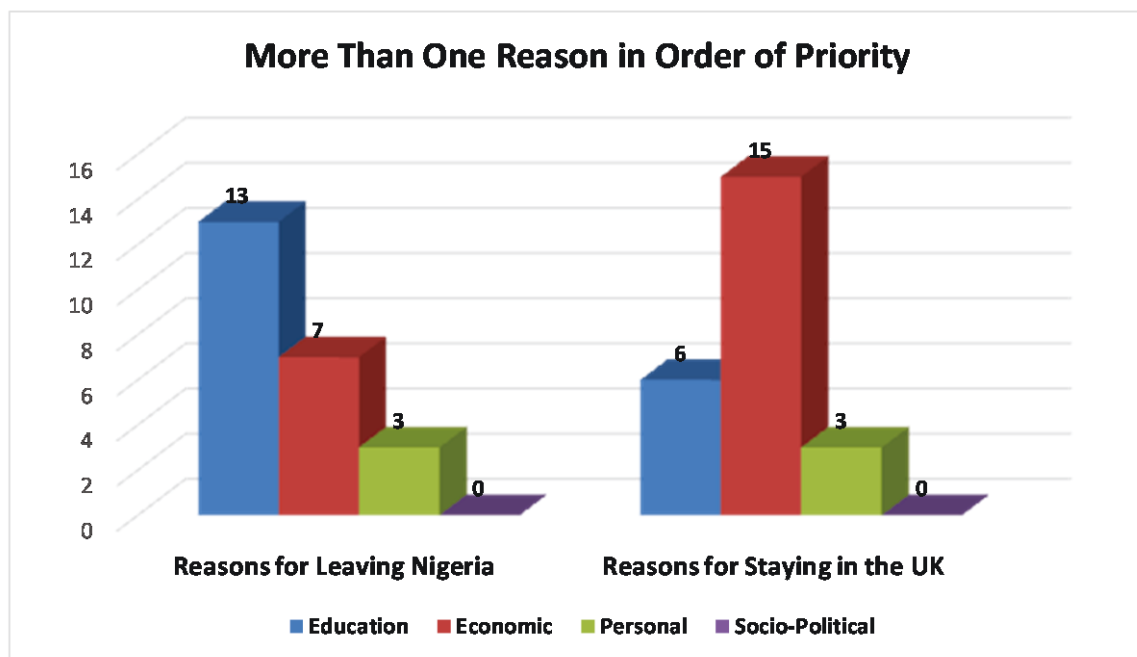
**Figure 4.10.**

The researcher went further to investigate the factors that pulled the SIEs to the UK among other nations of the world through the eleventh question of the survey. *Figure 4.11* shows that 25(33%) of them stayed in the UK for educational reasons, 8(11%) for economic reasons and 17(22%) for personal reasons. The remaining 26(34%) indicated that they stayed in the UK for more than one reason and *Figure 4.12* also reveals that economic, education and personal reasons were paramount to 15(58%), 6(23%) and 3(12%) of them in that order. The remaining 2 did not indicate the order of priority in their responses.





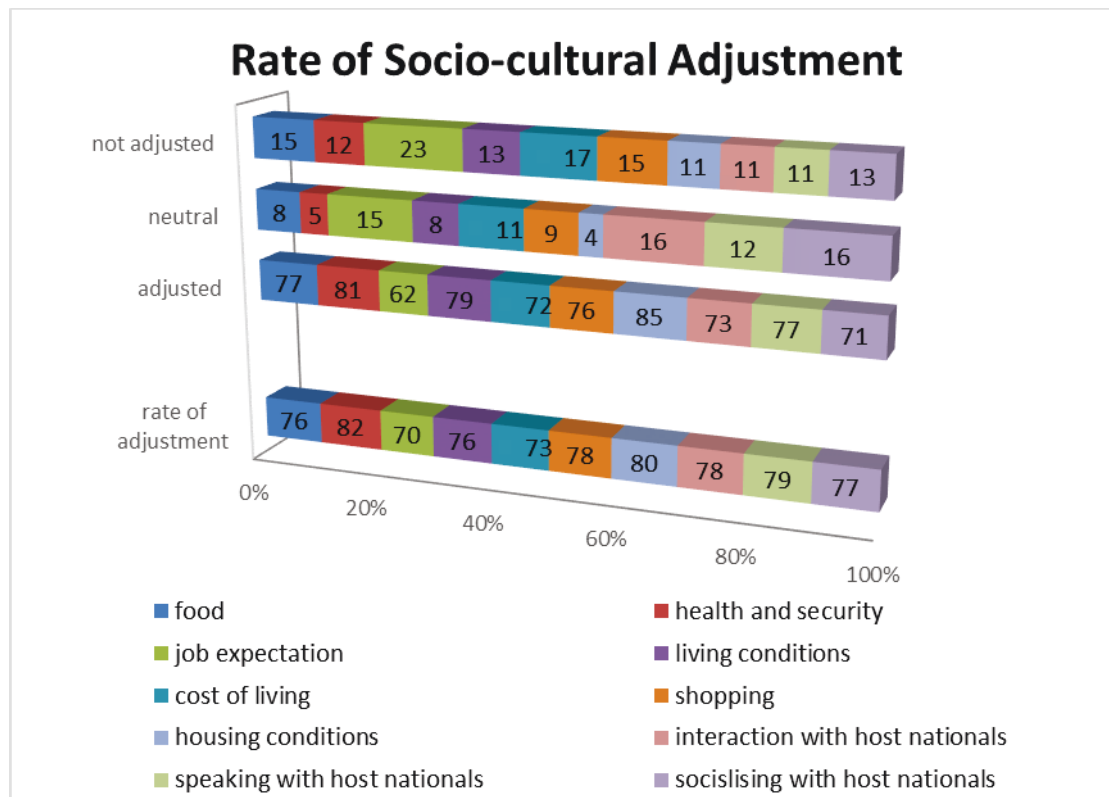
**Figure 4.11.**



**Figure 4.12.**

Using the Socio-cultural and adjustment model of (Black, 1988 and Black & Stephens, 1989) and the psychological adjustment model of (Goldberg, 1972) as applied by Selmer, (1999) the researcher used questions 12 and 13 of the survey to obtain information on the degree of adjustment of the participants both socio-culturally and psychologically. The relevant areas of

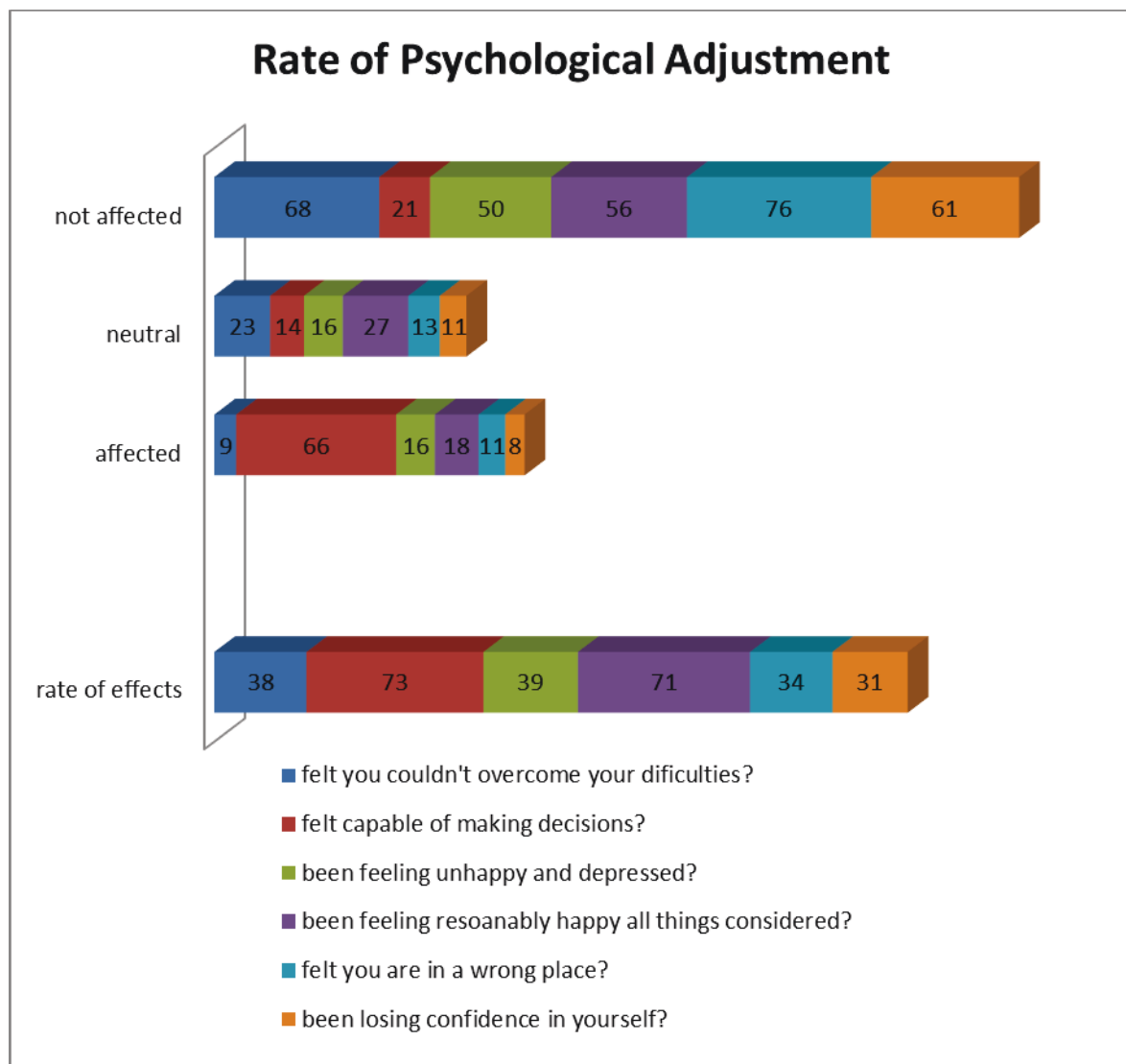
the model as applicable to the context of this study and the analysis of the responses are shown in *Figures 4.13* and *4.14*.



**Figure 4.13.**

On the issue of food, the result shows that 57(77%) of the respondents had conveniently adjusted, 6(8%) remained neutral while 11(15%) indicated unadjusted. The average rate of the adjustment was 5.30 on the scale of 7(76%). In response to the health and security system, 58(81%) had adjusted, 5(7%) were indifference and 9(11%) were unadjusted. The average rate of adjustment on the scale of 7, was 5.76(82%). The job expectation aspect had 45(62%) adjusted, 11(15%) neutral and 17(23%) unadjusted and the rate of adjustment was 4.92(70%). The rate of adjustment to the general living conditions was 5.34(76%) with 57(79%) adjusted, 6(8%) neutral and 10(13%) unadjusted. 54(72%) had adjusted to the cost of living but 13(17%) were unadjusted while 8(11%) were neutral and the rate on the scale of 7, was 5.09(73%). Looking at the result on the shopping system of the UK, 57(76%) had adjusted and 11(15%) were unadjusted. The rate of adjustment was 5.45 on the scale of 7 (78%) because 7(9%) maintained neutral position. The housing conditions indicated 62(85%) as adjusted, 3(4%) were indifferent and

8(11%) were unadjusted. The adjustment rate shows 5.60(80%). Interaction with the host nationals recorded 5.46(78%) as the rate of adjustment. 54(73%), 12(16%) and 8(11%) were adjusted, neutral and unadjusted respectively. Responses to the aspect of speaking with the host nationals, produced adjustment rate of 5.55 on the scale of 7(79%). The situation indicated that 58(77%) had adjusted but 8(11%) remained unadjusted and 9(12%) were neutral. The rate at which the respondents had adjusted in socializing with the host nationals was 5.36(77%) because 53(71%) of them had adjusted and 12(16%) maintained neutrality but the remaining 10(13%) were adjusted.



**Figure 4.14.**

The last question of the survey, requested the participants to indicate how psychologically affected they were by the UK environment in the few weeks to the time of the survey. As shown in *Figure 4.14*, the responses revealed that on the feelings of not been able to overcome difficulties. 50(68%) respondents were not affected while 7(9%) were affected and 17(23%) remained neutral. The rate of the effect was 1.89 on the scale of 5 (**38%**). On the respondents' capability to make decisions, 15(21%) were not affected, 10(14%) stood neutral while 48 (66%) were affected to produce 3.66 rate of effect on the scale of 5 (**73%**). The question on unhappiness and depression had 50(67%) not affected, 12(16%) were either affected or neutral and the rate of the effect was 1.95 over 5(**39%**). Those who didn't feel reasonably happy all things considered, were 42(56%). 20(27%) were neutral and 13(18%) were affected to produce a rate of 3.53(**71%**). The scale of effect for the feeling of being in a wrong place, was 1.68 on the scale of 5(**34%**). This is the product of the responses which shows 57(76%), 10(13%) and 8(11%) as not affected, neutral and affected respectively. Finally, to the feelings of losing confidence in oneself, 61(81%) were not affected, 8(11%) were neutral and 6(8%) were affected to produce the rate of 1.56 on the scale of 5(**31%**).

### **4.3. Analysis of the In-depth Interviews**

The researcher decided to use methodological triangulation in which the qualitative method through the use of in-depth interviews were employed in order to examine the culture shock phenomenon more clearly and have robust answers to the research questions. Ten participants were contacted for the in-depth interview but after series of efforts to secure comfortable meeting time, only six were eventually interviewed within the available time frame for the research. The audio interviews which took about 18 minutes each, were transcribed and the information obtained had really shed light on the culture shock phenomenon among the participants. It also took care of the shortcomings of the survey in answering the research questions. The information gathered through the in-depth interviews with the 6 participants, is hereby analysed in *Table 4.1* and in different themes below. Demographically, there were two males and four females, ages between 23

and 39 and they were all Christians. Four were bachelor degree holders while one had HND and the other had Masters degree. Five were married and one was single. One respondent was self-employed, two were full-time students and the remaining three were in full-time employment. Two had one dependant each in Nigeria, one had up to twenty dependants while the other three had none. In the UK, three had 2 dependants (children) each, while the remaining three had none. Each of the respondents had spent between one and twelve years in the UK as at the time of the research.

DEMOGRAPHIC QUESTIONS	INTERVIEWS AND THEIR RESPONSES					
	<i>Tayo</i>	<i>Amos</i>	<i>Deola</i>	<i>Mary</i>	<i>Tolu</i>	<i>Ope</i>
<b>Gender</b>	Male	Male	Female	Female	Female	Female
<b>Age</b>	30-39	38	32	28	34	23
<b>Religion</b>	Christian	Christian	Christian	Christian	Christian	Christian
<b>Type of Occupation</b>	F/T Employment	Self-employment	F/T Student	F/T Employment	F/T Employment	F/T Student
<b>Educational Qualification</b>	BSc	MSc	HND	BA	BSc	BSc
<b>Marital Status</b>	Married	Married	Married	Married	Married	Single
<b>Dependants in Nigeria</b>	20	1	Nil	Nil	1	Nil
<b>Dependants in the UK</b>	Nil	2	2	2	Nil	Nil
<b>Length of Stay in the UK so far</b>	6 years	12 years	6 years	12 years	6 ½ years	1 ½ years

**Table 4.1: Interview Responses to Demographic Questions**

#### 4.3.1. Theme 1: Reasons for Leaving Nigeria

While giving the reasons for their emigration from Nigeria, the responses were educational, economical or family influence. The educational and economic reasons were however, more prominent.

**Amos:** “...Primary reason was more or less educational reason which I believe it led to the secondary reason...economic.”

**Mary:** “It was mainly...errr I migrated with the whole family, to study but for my parents, it was to work”.

#### 4.3.2. Theme 2: Reasons for Staying in the UK

The reasons for the choice of the UK as their destination revealed that the type of information that was made available to them through family and acquaintances actually attracted them to the UK.

**Deola:** *"It is still my marriage".*

#### 4.3.3. Theme 3: Forms of Culture Shock Experience

The interviewees also mentioned that they had different forms of culture shock experience as they came into the UK. They were taken aback with the food, the housing system, the weather and human relationship which were of variance to their experience in Nigeria.

**Tayo:** *"The way children and parents tend to part ways so easily....Some don't see their parents for long time. The fact that children don't oblige to be of assistance to their parents. ...the food are just too light for me ah ah ah ah (laughter)".*

**Deola:** *"...the weather.....I came in November and it was really cold ...the snow. You kind have to adjust to wearing many clothes. ...I couldn't pick anything except rice and even the taste of the rice put me off".*

#### 4.3.4. Theme 4: Job Expectation

The interviewees were also requested to describe their experiences in the area of job expectation in the UK and their responses showed that what they met were different from what they were expecting. The similarity in the educational systems of the two nations notwithstanding, employers in the UK always requested for the UK based work experience. Because of this, all the interviewees started jobs that were far below their expected type of jobs and educational qualifications.

**Tayo:** *"You could be a graduate or even a manager of a bank (in Nigeria) ... can't even get a customer service job in a bank (in the UK). That was a bit*

*shocking. Considering that Nigeria and the UK have a similar system of education and being one of their former colonies, we have a lot of similarities in our business formation. ... I would say almost 99.9% of the people (Nigerians) I know are not doing what they are qualified to do. Most of them ... have BSc ..... BSc studied in the United Kingdom and errr they still do that type of jobs. They (UK employers) always ask for their skill".*

#### **4.3.5. Theme 5: Socio-cultural Adjustment**

In order to investigate how adjusted the participants were, to the socio-cultural environment of the UK, the researcher also asked them accordingly. The responses show that though they still felt homesick from time to time, they had adjusted pretty well but **Deola** insisted she had not really adjusted owing to her love for Nigeria where she was certain to return later. She said, *"Errrrrm, not really adjusted. Partially adjusted... As I said earlier, I am giving myself a time frame. My children are still kind of young so I am looking at 8 to 10 years from now and I will have to go back home. So, am encouraging myself to adapt to whatever am facing here for that period of time".*

#### **4.3.6. Theme 6: Factors Influencing the Adjustment**

The factors that were instrumental to their adjustment could be seen in their responses as their family and friends; the intrinsic self determination to survive in the host nation; the deferred gratification; the drive to satisfy the original reasons for relocation, continuous interaction with the UK environment and the value of life generally in the UK.

**Mary:** *"I have got used to it now. I have seen it as the normal way of life here so I have got used to it and accepted it. If you don't, then you go back. They are not holding you down, it is up to you to adjust. Work harder and get a bigger house or build your own or you go back home".*

**Ope:** *"Yes I have fully adjusted. There are some food I wouldn't eat on a normal day but now I have no choice. When I was coming, people were like....if I should eat some food here, I would get fat...but I had tasted them and they are not bad. I just have to adjust... Then, the experience in the part-time job*



*that I got made it easy for me to adjust". She also pointed to the fact that appropriate pre-departure information could help in adjusting. "...this affected me too so I can advise anybody to get enough and correct information about the situation here before coming".*

**Amos, Deola** and **Mary** had separately attained UK citizenship by marriage but while **Amos** and **Mary** were seeing UK as 'home', **Deola** described it as 'second home' "...UK is my home I mean second home" with a strong interest in returning to Nigeria.

#### 4.3.7. Theme 7: issue of Racial Discrimination

On the issue of racial discrimination against the Nigerians in the UK, the interviewees all agreed that though not well pronounced, there were some subtle manifestations of discrimination.

**Tayo:** *"Here, there is a bit of racism. Government is doing a lot to curb it but it is here. I don't really experience it but it is out there in the news. I only experienced it when we needed an accommodation and we called the landlord and once they know where you are from..... that you are African, they just stopped talking to you".*

**Amos:** *"...it is subtle in a way....errrr discrimination is subtle. I remember a gentleman telling me 'you know what?, you earn pounds and not pebbles.. ...liking Naira (the Nigerian currency) to pebbles.' And I felt insulted. I was really offended".*

#### 4.3.8. Theme 8: Psychological Adjustment

The researcher also asked questions on the feelings of the interviewees, using the psychological adjustment model of (Goldberg, 1972 used by Selmer, 1999). The responses also overwhelmingly showed that none of the respondents was suffering from any psychological shock. There were no feelings of unhappiness, depression or inability to overcome difficulties. On the whole, all the interviewees except **Deola**, were ready to stay long in the

UK. **Tolu** also submitted that culture shock experience could still occur at any point in the migrant's sojourn in the foreign nation. "...*people still experience shock at various stages no matter how long you have stayed here*".

## Chapter 5: Discussion of Data Analysis and Research Findings

### 5.1. Introduction

In this chapter of the study, the findings of the research are discussed by relating the data analysis with the existing theories and propositions in the area of the study. The structured questionnaires had generated 76 responses and 6 other participants had also been engaged in semi-structured in-depth interviews. This chapter comprises the interpretation of the findings from the methodology triangulation, to answer the research questions and achieve its aims as well as relating such with the existing theories and literatures on the culture shock phenomenon. Using the methodological triangulation approach along the researcher's reflexive participation in the data collection and transcription process as well as thick description (Curtin & Fossey, 2007), will really help in understanding the connotations in the in-depth interviews. Comparing and contrasting the findings from the two angles with previous studies will also project a clearer understanding of the findings (Saunders *et al.*, 2009 and Collins & Hussey (2014). Another close look at the research questions and objectives as the findings are presented, will be of help in getting the points along each theme of the data analysis.

### 5.2. Factors that Influence Migration

With the research objective in focus, **examine the factors that influenced the Nigerian self-initiated expatriates to leave Nigeria for the UK**, the findings from both approaches have identified that educational and economic factors are paramount (See *Figures 4.9, 4.10 and 4.11*). Many Nigerian SIEs left Nigeria in search of a better place to study or further their study which is invariably, expected to lead to better life standard (Baruch, 2007 and Black & Gregersen, 1999). Personal reasons which include family influence are also important factors that are 'pushing' Nigerians out of their nation of origin. The socio-political reasons as submitted by (Stilwell *et al.*, 2004 and Healy & Oikelome, 2007), are also confirmed by this research as factors that 'push' Nigerians into migration, but it is not as prominent as the other factors (Altman & Baruch, 2013). The findings also revealed that many Nigerians

originally came to the UK to study but eventually stayed for economic reasons after securing employment (Al-Ariss & Özbilgin, 2010) (**Amos**: “...Primary reason was more or less educational reason which I believe it led to the secondary reason...economic.” See also *Figure 4.12*). The findings show clearly that most Nigerians have more than one reasons for leaving their home country according to the expanded ‘push/pull’ model of (Altman & Baruch, 2013; See *Figure 2.3*). This could be seen as a product of collectivist culture of Nigeria against the individualism of the UK (Hofstede, 2001; See *Figure 2.2*). The influence of family can be included in an emigrant’s educational or economic reasons to relocate (Kasinitz *et al.*, 2008, Foner & Alba, 2010 and Imoagene, 2012). The findings on the reasons for choosing the UK as their destination, do more in substantiating the fact that Nigerians are very collective in virtually every area of their lives. The information from family and friends about the prospects that UK holds for them, are paramount among the reasons for choosing the UK as a destination (**Mary**: “It was mainly...errrr I migrated with the whole family, to study but for my parents, it was to work”).

### 5.3. Forms of Culture Shock Experience

To answer the research question, ‘**Do Nigerians in the UK experience culture shock? If so, what form does it take?**’, the findings show tremendously, that the Nigerians really experience culture shock in the UK. Oberg, (1960) and Briscoe *et al.*,(2012) had submitted that it is quite certain that any exposure to a new socio-cultural environment will provoke some culture shock, notwithstanding the person’s broadmindedness. The findings of this research uphold this stance because all the respondents submitted that they experienced culture shock in the UK. The findings also show that the Nigerian SIEs experience culture shock in all the areas suggested in the questionnaires and the interviews also confirmed culture shock with additional information. (**Amos**: “... You don’t really know your next door neighbour.... The food was so strange”. **Ope**: “...the living expenses. It is quite high. The mode of dressing..... Sometimes, you cannot even tell who is a boy from who is a girl”).

The forms suggested by the study are: food, health and security, job expectation, living conditions, cost of living, housing conditions, speaking, interacting and socializing with the nationals (Black, 1988 and Black & Stephens, 1989). All the responses from the in-depth interview, point to the individualism of the UK environment as a major form of culture shock to the respondents. The findings reveal that the isolated and individualistic way of life among the British is of great shock to the Nigerians. Close to this according to the data, is the absence of the power distance situation the Nigerians are used to back home (see *Figure 2.2*). The Nigerian SIEs are taken aback with the way the young British nationals relate with the elders as if they are of the same age (Furnham, 2004 and Briscoe *et al.*, 2012). **Tayo:** *“The fact that children don’t oblige to be of assistance to their parents. We don’t do that in Africa”.*

Another prominent form of culture shock as the gathered information has revealed, is in the area of job expectation. The findings confirmed the argument of Vujicic *et al.*, (2004), Healy & Oikelome, (2007) and Imoagene (2012), that the enthusiasm with which Nigerian skilled migrants come to the UK, in terms of the job expectation, are not met most of the time. The similarity in the educational systems of the two nations does not translate to commensurate qualification-employment placement. Most Nigerians in the UK started out with odd and menial jobs to survive because their educational qualifications are secondary to their acquisition of the UK based work experience. It is a fact that the system of education in Nigeria is a product of the decades of the British colonial rule of the nation, Nigeria. Nigerians who are products of the system are taken aback when they discovered that their educational qualifications are not reckoned with in the UK as expected. This discrimination in the argument of (Noon, 1993, Healy and Oikelome, 2007), was a great shock to the Nigerians in the UK. Imoagene (2012) also argued that the situation could affect the self-esteem and value of the migrants in the UK which could result to vengeful social behaviour.

**Tayo:** *“... Considering that Nigeria and the UK have a similar system of education and being one of their former colonies, we have a lot of similarities*

*in our business formation. We have a lot of British companies in Nigeria but getting here you can't even get such job you expect by your qualifications. That was a great shock!"*

Closely linked with the non-recognition of the Nigerian's educational qualification, is the question of racial discrimination and the findings show that despite the official rule against racial intolerance in the UK, there are still some subtle forms of it. This manifests in forms of career glass-ceiling, house rent and verbal attacks (Noon, 1993). Even Nigerians who have attained British citizenship, still experience discrimination because of their colour (Gilroy, 2004, Lacy, 2007 and Foner & Alba, 2010). The racial discrimination is actually killing the potentials of the Nigerian migrants in the UK. The information provided by the interviewees revealed that their inability to provide UK-based work experience was responsible for the employers' refusal to employ them on the pedestal of their qualification and skill (Noon, 1993).

**Amos:** *"...applying for job, job expectation, asking for UK experience when your experience in Nigeria is not recognised. ...whereas I have experience in insurance and in the financial sector in Nigeria but I had to start from the scratch here in the UK"*

A thorough look at the situation along with the status of the respondents, revealed that the discrimination is actually against the race and not the qualification because even the educational qualification obtained within the UK could still not afford the Nigerians, access to real professional career in the UK.

**Tayo:** *"I would say almost 99.9% of the people I know are not doing what they are qualified to do. Most of them are currently doing what you would expect somebody with an NVQ to be doing and some have BSc ..... BSc studied in the United Kingdom and they still do that type of jobs"*

#### **5.4. Factors Influencing the SIEs' Continuous Stay in the UK**

The research objectives also includes '**...examines the factors that influence them to stay in the UK in spite of the culture shock experience**'. The

findings of this study reveal the factors that keep the Nigerian SIEs going in the UK, in spite of the various forms of culture shock they experience. The factors include the influence of family (mostly direct dependants) and friends. The strong and tenacious nature of Nigerians to survive in the host nation; and the deferred gratification (**Mary:** “...*Work harder and get a bigger house or build your own or you go back home...*”). Some are encouraged to remain in the UK because the original reasons for relocation have not really improved (Healy & Oikelome, 2007). Many Nigerians are ready to weather the storm in the UK for the sake of their family whose access to standard education and life, depend on their continuous stay in the UK (Bjeren, 1997). (**Deola:** “*My children are still kind of young so ... I am encouraging myself to adapt to whatever am facing here for that period of time*”). The fact that one can still achieve his/her economic aspiration, is another factor that keeps the Nigerian SIEs in the UK (Hammar *et al.*, 1997 and Vujicic *et al.*, 2004). The researcher also found in his reflexive involvement in the study, that most of the respondents encouraged themselves to overlook the issue of racial discrimination because they were still able to achieve economic aspiration. This situation is actually depriving them of their original career ambitions. Further analysis of the data revealed that the average age of the interviewees as 32 (see *Table 4.3*) and that 53 out of the 76 survey respondents are age 31 and above (see *Figure 4.1*). The possibility that these respondents would ever attain the peak of their original career before the mandatory retirement age of 65, if they are ever able to pursue it at all, is very slim. The likes of the respondents in this study may never be found in management positions in the UK though they may be better qualified than their British counterparts in such positions (Noon, 1993). The economic situation of Nigeria in which its currency continues to dwindle while the UK currency remains strong, is responsible for this. The obtained data revealed that the respondents accepted to do odd and menial jobs in the UK rather than returning to Nigeria because the seemingly meagre earnings in the Great Britain Pounds are translating to huge amount of Nigerian Naira. (**Deola:** “...*exchange rate as it is back in Nigeria. Even cleaning or any kind of job here the peanut you think you get if you convert it to Naira you are kind of better than some bankers back home*”). This revelation substantiates the argument of Saxenian (2007) and Iredale *et al.* (2003) that many African migrants are of

great economic benefits to their relations back home. The international remittance report according to Obadina (2003), reveals that the officially registered remittances to developing and former communist countries in 1999, was over \$65 billion and \$80 billion in 2002. The report further stated that the total of officially transferred remittances was 40% higher than all official development aid such developing region (Obadina 2003). To make this financial remittance possible, the respondents in this study were ready to trade their career ambition for economic aspiration. This strange resolution of the respondents to sacrifice their self-esteem and career aspiration on the platter of economic gain, is another important findings of this study.

Additional information from the in-depth interview reveals that access to adequate pre-departure information and intrinsic preparedness to adopt to the host nation's environment, are among the factors that keep the Nigerian SIEs going in the UK (*Ope*: “....*this affected me too so I can advise anybody to get enough and correct information about the situation here before coming*”).



## 5.5. Socio-cultural and Psychological Adjustment

Finally, the objectives include “...use the socio-cultural and psychological adjustment model, to test how adjusted they are to the UK environment”. Findings reveal that the Nigerian SIEs in the UK are pretty well adjusted to the host nation’s environment. The result of testing the socio-cultural adjustment model of Selmer, (1999), in this study reveals that on the scale of 7 the rate of adjustment is between 5.30 and 5.76 in all the forms of the culture shock except in the job expectation which is 4.92. Though this rate on job expectation, is lower than others, it still shows that the SIEs are adjusted. It is evidence however, that many Nigerian SIEs in the UK would prefer a situation where their professional and career aspirations could be achieved (Saxenian, 2007). The negative effects of the UK environment on the SIEs psychologically, range from 1.56 to 1.95 on the scale of 5 to reveal that they are surviving well. Bringing the findings that the participants in this study really experienced culture shock and the rate of their adjustment in graph, the cross-cultural adjustment U-Curve of (Black & Mendenhall, 1991:227) would be confirmed (See *Figure 2.1*). The inclusion of other findings from the in-depth interview in this study, in such graph plotting will also confirm the ‘S’ shape graph argued by Bhaskar-Shrinivas *et al.*, (2005). This is because some of the interviewees still feel homesick from time to time. (**Tayo:** “...Though from time to time you could still wish to have people to relate with here where everyone is actually on his own”. **Tolu:** “people still experience shock at various stages no matter how long you have stayed here”. “Issues of homosexuality and the definition of marriage generally, I find it difficult to adjust to it”).

## 5.6. Conclusion

In this chapter, the findings of the research were discussed in relation to the existing theories and propositions in the area of the study. It was revealed that Nigerian SIEs migrated to the UK for educational, economic, socio-political and personal reasons. This chapter also discussed the various forms of culture shock experience of the SIEs in the UK and how adjusted they were

to the environment. It was discussed that almost every facet of life in the UK gave the SIEs some sorts of shock but the rate at which they were adjusting to the environment, was commendable. Influence from family, serene and infrastructural situation in the UK and the deferred gratification, among others, were identified as the factors that helped the respondents' adjustment. The effects of the subtle racial and job discrimination, on the respondents, were also discussed in this chapter.

## Chapter 6: Conclusion

### 6.1. Overview

This chapter draws the curtain on this study by bringing to limelight, all the segments of the study. The primary aim of this study is to examine the necessary factors, experiences and situations around the Nigerian self-initiated expatriates in the UK. This is summarily presented in the topic of the research, 'Managing Culture Shock among Nigerian Self-initiated Expatriates in the United Kingdom'. The research questions were succinctly set out to be: (1). Do Nigerians in the UK experience culture shock? If so, what form does it take?; and (2). What factors influence the SIEs' decision to stay in the UK in spite of the possible culture shock experience? The research objectives also include to: (1). Examine the factors that influenced the Nigerian self-initiated expatriates to leave Nigeria for the UK; (2). Determine the forms of culture shock they experience in the UK; (3). Examine the factors that influence them to stay in the UK in spite of the culture shock experience; and (4). Use the socio-cultural and psychological adjustment model, to test how adjusted they are to the UK environment. In the bid to clearly and successfully carry out this research as expected of its kind, the researcher reviewed the critical propositions and theories from earlier empirical works in the context of this study. One hundred and ten Nigerian migrants residing in the UK, were selected as the primary source to collect the necessary data. Methodological triangulation approach of structured questionnaires and semi-structured in-depth interview were administered on the sample. Seventy-six responses were received from the one hundred samples who were contacted for the survey while six of the ten earmarked for the interview were eventually accessed. The collected data was analysed and the findings discussed.

From the findings, the following discoveries were made:

- Factors like educational, economic, personal and socio-political were responsible for the incessant migration of the Nigerians to the UK. Some Nigerian SIEs migrated mainly because of any one of these factors while some responded to a combination of the factors, to

migrate (Altman & Baruch, 2013). Apart from the educational, economic and personal factors tested by the survey, findings from the in-depth interview revealed that a combination of these factors and family influence also determine the foreign destination of the migrants.

- The findings also revealed that the Nigerian SIEs experienced culture shock in virtually, every sphere of their interaction with the host nationals and the environment. The food types and system, the social interaction system, dressing, weather, types of job/job expectation, housing system, shopping system, health and security facilities and many more were shocking to the participants (Selmer, 1999). The social and legal stance of the host nation on some matters like marriage and human right, were found strange by some of the participants too.
- Some factors were also revealed by the findings as the reasons behind the Nigerian SIEs' resilient ways of continuing their stay in the UK in spite of the culture shock experiences. The 'pulling' factors mentioned in (Altman & Baruch, 2013)'s expanded 'push/pull' model were revealed as very paramount in keeping them in the UK. The fact also emerged that the original 'push' factors back home in Nigeria are continuously 'pushing' the SIEs (Hammar *et al.*, 1997 and Vujicic *et al.*, 2004).
- Finally, the findings revealed that the SIEs adjust well both socio-culturally and psychologically, to the host nation's environment. However, the submission of (Saxenian, 2007, Mäkelä and Suutari, 2013), that some SIEs regularly trip to their home countries, was confirmed by the findings of this study. It was also revealed that against the straight jacketed adjustment stages of Oberg (1960), culture shock is a continuous occurrence as long as the SIE remains in the foreign nation (Black & Stephen, 1989, Lazarus and Folkman, 1987).

## **6.2. Implications and Recommendations**

Some existing theories and propositions have been affirmed by the findings of this study while some were contradicted. This shows that findings on the phenomenon, culture shock, which is a matter of social and psychological study, may not be over generalised and transferred without proper respect to the contextual differences of the persons involved. The factors that influence the migration of Organisational Expatriates (OEs) and even the SIEs within the multinational companies may not necessarily influence the types of SIEs in the context of this study. This research has therefore successfully broadened the academic spectrum in the fields of self-initiated expatriates, international labour mobility and migration generally. This study, through its findings, is arguably revealing some managerial and academic implications now that there are calls for a proper utilisation of the SIEs on MNCs' foreign assignments. Therefore, it is recommended that, in the scheme of further study on the utilisation of SIEs on foreign assignments, adequate attempt should be made to integrate this particular type of SIEs, in the context of this study. Having proved that they can survive the diverse cultures, MNCs' managers should also begin to harness the SIEs in this study, on foreign assignment both at their home and host nations.

## **6.3. Areas for Further Study**

From the findings and conclusion drawn above, it is clear that there are empirical gaps to fill in the scheme of study around the context of this research. First, both the socio-cultural and psychological adjustment models being established by this study, should be empirically tested among Nigerian SIEs who are supervisors and managers across the UK in order to establish its applicability among such skilled migrants. Also, the expanded 'push/pull' theory should be expanded further with the findings of this study, and be applied among the skilled Nigerian SIEs in the UK. This may substantiate their usefulness on foreign assignment not only to their home country but also across the world. The issue of racial discrimination against the SIEs in terms

of job expectation, should be empirically studied too. To close this chapter, it is expedient to mention that both data and methodology triangulation approaches should be applied while carrying out the recommended further studies, in order to garner more robust and valid results.

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## APPENDIXES

### Appendix I

#### COPY OF THE SURVEY QUESTIONNAIRES

#### Dear Respondent,

I am carrying out a study on Managing Culture Shock among the Nigerian Self-initiated Expatriates in the United Kingdom. Please note that your participation in this survey is absolutely voluntary, the information given by you will be used ONLY for research purposes and your anonymity is guaranteed. There is no right or wrong answer to the questions. Please read each question carefully before responding as applicable.

#### SECTION A: DEMOGRAPHIC DATA

Please tick/select as appropriate

1. **Age:** 21 - 30years( ) 31 – 40years( ) 41 – 50years( ) 50years and above( )
2. **Gender:** Male( ) Female( )
3. **Religion:** Christian( ) Muslim( ) others( ) please indicate (.....)
4. **Type of Occupation:** Full-time employment( ) Part-time employment( ) Self-employment( ) Student( )
5. **Education Level:** Diploma and below( ) Bachelor Degree and its equivalent( ) Master Degree and its equivalent( ) PhD and above( )
6. **Marital Status:** Single( ) Married( ) Divorced/Separated( ) Widowed( ) Civil Partnership( )
7. **Number of Direct Dependants in Nigeria:** 1( ) 2( ) 3( ) 4( ) 5 and above( ) none( )
8. **Number of Direct Dependants in the UK:** 1( ) 2( ) 3( ) 4( ) 5 and above( ) none( )
9. **Length of Time in the UK:** Less than 1 year( ) 1-2 years( ) 3-4 years( ) 5-10years( ) 11 years and above( )

#### SECTION B: REASONS FOR MIGRATION

It is completely normal for an individual to have reasons for his/her migration from the home country, and to a particular foreign country.

- a. What was your original reason for leaving Nigeria? Please choose one or more answers.  
If more than one, please, prioritise your choices as 1, 2, 3, etc.

S/ N	CHOICE BOXES	REASONS FOR LEAVING NIGERIA	SELECT PRIORITY			
			(1)	(2)	(3)	(4)
10.	( )	Educational: to study/further my education				
11.	( )	Economic: to seek better income and life standard				
12.	( )	Socio-political: to avoid the socio-political insecurity in				

		Nigeria				
13.	( )	Personal: for family or other personal reasons				

b. What informed your decision to stay in the UK? Please choose one or more answers.

If more than one, please, prioritise your choices as 1, 2, 3, etc.

S/ N	CHOICE BOXES	REASONS FOR STAYING IN THE UK	SELECT PRIORITY		
			(1)	(2)	(3)
14.	( )	Educational: to carry on with my study/research			
15.	( )	Economic: to seek better income and life standard			
16.	( )	Personal: for family or other personal reasons			

### SECTION C: SOCIOCULTURAL ADJUSTMENT

It is completely normal for an individual to have difficulty adjusting to living or working in a foreign country. Please indicate the degree to which you are adjusted or not adjusted to the following items living in the UK. Please tick the appropriate box. The numbers stand for: **1 = Very unadjusted**, **2 = Unadjusted**, **3 = Somewhat unadjusted**, **4 = Neutral**, **5 = Somewhat adjusted**, **6 = Adjusted** and **7 = Completely adjusted**.

S/ N	DESCRIPTION	OPTIONS						
		(1) Very Unadjusted	(2) Unadjusted	(3) Somewhat unadjusted	(4) Neutra l	(5) Somewh at adjusted	(6) Adjusted	(7) Completely adjusted
General Adjustment								
17.	Food							
18.	Health and security facilities							
19.	Job expectation							
20.	Living conditions in general							
21.	Cost of living							
22.	Shopping							
23.	Housing conditions							
Interaction Adjustment								
24.	Interaction with host nationals							
25.	Speaking with host nationals							
26.	Socializing with host nationals							

### Psychological Adjustment

Please think about how you have been feeling over the past few weeks and tick the appropriate box. The numbers stand for: **1 = Not at all**, **2 = Not more than usual**, **3 = Neutral**, **4 = Rather more than usual** and **5 = Much more than usual**.

S/ N	DESCRIPTION	OPTIONS				
		(1) Not at All	(2) Not more than usual	(3) Neutra l	(4) Rather more than usual	(5) Much more than usual
	<b><i>Have you recently:</i></b>					
<b>27.</b>	felt you couldn't overcome your difficulties?					
<b>28.</b>	felt capable of making decisions?					
<b>29.</b>	been feeling unhappy and repressed?					
<b>30.</b>	been feeling reasonably happy all things considered?					
<b>31.</b>	felt that you are in a wrong place?					
<b>32.</b>	been losing confidence in yourself?					

Thank you for your time.

## APPENDIX II

### COPY OF THE INTERVIEW QUESTIONS

**Dear Respondent,**

I am carrying out a study on **Managing Culture Shock among the Nigerian Self-initiated Expatriates in the United Kingdom**. Please note that your participation in this interview is absolutely voluntary, the information given by you will be used **ONLY** for research purposes and your anonymity is guaranteed. There is no right or wrong answer to the questions. Please respond to each question as applicable.

#### SECTION A: DEMOGRAPHIC DATA

1. Age.....
2. Religion.....
3. Are you on full-time employment, part-time employment, self-employment or full-time student?
4. Highest educational qualification.....
5. Are you single, married, divorced, separated, widowed, civil partnership
6. Do you have any direct dependants in Nigeria? How many are they?  
Yes/No.....
7. Do you have any direct dependants in the UK? How many are they?  
Yes/No.....
8. How long have you been in the UK?.....

#### SECTION B: REASONS FOR MIGRATION

It is completely normal for an individual to have reasons for his/her migration from the home country, and to a particular foreign country.

9. What were your original reasons for leaving Nigeria?

.....,

10. What were the reasons for choosing UK as your host nation?

.....,

#### SECTION C: SOCIOCULTURAL ADJUSTMENT

11. It is completely normal for an individual to have difficulty adjusting to living or working in a foreign country. Please what are the forms of culture experience you have as you began to interact with the UK environment? (food, health and safety, job expectation, living conditions generally, cost of living, housing conditions).

.....

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.....

.....

How adjusted are you to these situations?

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.....

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.....

What is your working experience/job expectation in the UK like?

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.....

- 12.** In spite of your experiences in the UK's socio-cultural environment, what are the factors that helped you to adjust to the environment?

.....

.....

.....

.....

### **Psychological Adjustment**

- 13.** While reflecting on your sojourn in the UK, in the past few weeks, do you feel unhappy and depressed or homesick?

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**Interviewee's questions and additional comments**

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## APPENDIX III

### IN-DEPTH INTERVIEW TRANSCRIPTION

#### INTERVIEW 1

Interviewee: Mr. Tayo

**What is your age range?**

Answer: 30 – 39.

**What is your religion or faith inclination?**

Christian.

**Are you on full-time employment, part-time employment, self-employment or full-time student?**

Full-Time employment.

**What is your highest educational qualification?**

Bachelor of Science.

**Are you single or married?**

Married.

**Do you have any direct dependants in Nigeria? If you have, how many are they?**

Well, if you talk about full dependants, I actually don't have full dependant that without me, they won't survive but I have dependants that depend on my support to some extent. As an African, we believe in extended family. Errr, we appreciate extended family. Someone can call you and ask you for support that you have to oblige.

**So we might not be able pin it down to any number?**

Well, I can say, twenty.

**In the UK, Do you have any direct dependants? If you have, how many are they?**

Well, if you can count my wife as one. Errrr, No, I don't think wife should count as dependant.....No, No dependant.

**Thank you sir. How long have you been in the UK, Sir?**

Sssss aaahhhh can we say six years? Six.

**What were your original reasons for leaving Nigeria?**

One of it is economic reason and errr secondly.... I would say.....primarily, I would say economic reason. I have come around to work in a better environment. Second will be career.... career advancement and exposure.

**Thank you sir. Why the choice of UK among other nations of the world? Was there anything that pulled you to the UK?**

Not exactly, the opportunity was there, we heard of the point base programme of UK then and we applied. At that time, Canada and Australia were also doing it and even they are still doing it now but that of the UK was the information that was available to us.

**Certainly, there are similarities and differences between the UK and Nigeria like you mentioned earlier on the issue of dependants. That is, the extended family. Are there some or any areas where you had shock when you were facing the UK's socio-cultural environment?**

Definitely. The way children and parents tend to part ways so easily....we don't do that in Africa. Some don't see their parents for long time. The fact that children don't oblige to be of assistance to their parents. We don't do that in Africa.

**Thank you sir. What of other areas like food, housing conditions, cost of living.....?**

As per food, yes. But we have a saving grace of Asian stores and African stores where you can get food close to that of Africa but the food are just too light for me ah ah ah ah (laughter). As per housing, it is pretty much the same, you rent a flat or house here in the same way you rent in Nigeria. The only difference is that in Nigeria, you pay yearly while you pay monthly here. The rent may be high here but it is in proportion to what you earn.

**Ok. Let's go by the original reason for coming.... about job expectation? Would you say that your expectations, with which you came here, were met?**

No. Far far from it because eeerrmmm even from the experience of the people we met on ground. You could be a graduate or even a manger in Nigeria where you are coming from. We have a manager of a bank, doing that for more than ten years. Getting here, he can't even get a customer service job in a bank. That was a bit shocking. Considering that Nigeria and the UK have a similar system of education and being one of their former colonies, we have a lot of similarities in our business formation. We have a lot of British companies in Nigeria but getting here you can't even get such job you expect by your qualifications. That was a great shock!

**You mentioned now that not only you but also those you met on ground. Do you want to recall how job expectation shock affected them?**

Well, generally I would say almost 99.9% of the people I know are not doing what they are qualified to do. Most of them are currently doing what you would expect somebody with an NVQ to be doing and some have Bsc ..... BSc studied in the United Kingdom and errr they still do that type of jobs. They (UK employers) always ask for their skill. Well I don't blame the system, because we may not have the skill required but three, four, five, six years down the line, we should be able to retrain and then get a job that better pay and matches your qualification but in the first one, two years you don't have the choice.



**Can we now say that the deferred benefit is one of the factors that help the Nigerians here to persevere...that someday, I will get a good job?**

Well, it depends on individual differences and the kind of counsel you get. Some people are just after the money and not minding the kind of job. To them the bottom line is the money. How much am I able to make .... job security regardless of what kind of job they do. That is why you see a lot of Africans working as care worker because it is secured and if you are hardworking, you can make a lot of money. If you talk about career as engineer in a car assembly plant or as IT specialist of a company, you might need to retrain. So it depends on the kind of advice you get.

**Sir, when you started speaking and interacting with the nationals in the UK like your neighbours, colleagues and others, would you say you have some shock and how adjusted are you to them now?**

If you talk about neighbours, up till now I never knew my neighbours where I first lived. Even now, I don't know who my neighbours are. We only cross parts on the stair cases. I actually don't even know whether they are visitors or neighbours ah ah ah ah (laughter). This is different from Africa where you relate with everyone on the street, you can knock on anybody's door.

**Have you adjusted to the situation, sir?**

Definitely. You have to.

**What are the factors that helped you in adjusting?**

I have come to understand the environment and respect the people's privacy and live by that.

**Do you feel like going back home to Nigeria?**

Not really. Though from time to time you could still wish to have people to relate with here where everyone is actually on his own. Going back? Well if the economic situation back home which brought me here has not improved, no thinking of going back there now.

**Apart from the economic factor, could there be any other factor back home that may attract you to return?**

Yeah. errrr.. security, infrastructure. They are two major factors one has to think of. Even if you are called for a high paying job, you need to consider it so that you don't just get there and begin to spend all the money trying to get generator because there is no power supply, fix your car because the roads are not good, fix security fence because someone is after your property. One may just find himself back at the zero point.

**You just mentioned property. Can property ownership be a factor to attract one back home?**

No. if I have ten houses in Nigeria today it won't take me back. Looking at the value of .....Those houses will become rental property for me so I don't need to go home because of that.

**While reflecting on your sojourn in the UK in the past few weeks, do your feelings show that you couldn't overcome your difficulties or you are depressed, unhappy.....?**

Not at all. I have realised that whatever you determine to do and with God helping you, you can be what you want to be. Do you have racism among your questions?

**Oh, well there is a portion where you can make your own comment later but you can go on and speak about it sir**

Racism is one of those things that make one feel like being in your country because in your country everyone is the same though your father may be richer than my father you could slap me and get away with it. Here there is a bit of racism. Government is doing a lot to curb it but it is here. I don't really experience it but it is out there in the news. I only experienced it when we needed an accommodation and we called the landlord and once they know where are from..... that you are African, they just stopped talking to you. They will tell you the house is gone. You see the house is still placed for rent but they will say it has been booked the previous day.

**Thank you sir. As I said earlier, it is now time for your questions and additional comments**

Yeah, I would say there is culture shock in almost every aspect of life. How young people relate with the elders, parent/children relationship, the way we relate as neighbours, in the area of food, in work relationship. Someone can just walk in and go to his seat without greetings meanwhile back home everyone wants to know how you are doing.

## **INTERVIEW 2**

Interviewee: Mr. Amos

**What is your age sir?**

Answer: 38.

**What is your religion or faith inclination?**

Christian.

**Are you on full-time employment, part-time employment, self-employment or full-time student?**

At the moment, am self-employed.

**What is your highest educational qualification?**

I have my Master degree in Human Resource Management.

**Are you single or married?**

I am married.

**Do you have any direct dependants in Nigeria? If you have, how many are they?**

Well, I used to have up to 5, 6 dependants but in the recent time, I have only 1 in Nigeria. Around the time I came I was having like 6, 7 dependants but now, one.

**In the UK, Do you have any direct dependants? If you have, how many are they?**

Yes, am married with two kids. I have two lovely girls.

**Thank you. So, how long have you been in the UK, Sir?**

About 12 years now.

**What were your original reasons for leaving Nigeria?**

Well, I would say about two or three reasons. Primary reason was more or less educational reason which I believe it led to the secondary reason...economic. I believe if am able to further my study I would get better job.

**What are the reasons for choosing UK and not US, Canada or any other?**

In my family, actually I had an uncle who lives here. I have my dad who came here and studied. I have relatives who lived here at that point in time. So it was more or less a natural family matter.

**So it was a family matter and not that you prefer the educational standard in the UK?**

Well that was more or less the secondary or tertiary reason but in my family we already have a history.... coming to the UK was like in line with my family history. Yes, Nigerian educational system is very close to that of UK and it was very easy for me to adapt.

**Certainly, when one leaves a socio-cultural environment for another one, there would be some situations that he/she would find strange in the new environment. We call such experience culture shock. When you came to the UK can you identify some of such shock and of what form were they?**

Yeah, when I came, the first thing I noticed was that of isolation. You don't really know your next door neighbour. Nobody knows what your problems are. Nobody really knows you. You don't know who your next-door neighbour is. And when you try to say hi, it is like you are intruding to their private affairs. I found that shocking. And the cost of living was a big shock. Before I left Nigeria, the amount I was paying per annum for my accommodation was a peanut compare to what I started paying here. I first thought wow, am I not wasting money here but I later discovered from currency valuation that what I was paying for a room in one month was like what I was paying for a year back home. The food was so strange but with the people around me I got the Nigerian food. Studies, looking for job, applying for job, job expectation, asking for UK experience when your experience in Nigeria is not recognised. It is like you are starting afresh. For you to gain experience you just start from the kitchen. I started as kitchen assistant, a litter-picker in the stadium. I was doing all these odd jobs whereas I have experience in insurance and in the financial sector in Nigeria but I had to start from the scratch here in the UK.

**Do you still find these situations shocking or you have adjusted and how adjusted are you?**

I am well-adjusted because I was able to pay the price. I asked questions, did research on what I had to do to make sure that I moved from the level I was to where I wanted to be. So it was like retraining myself from what I had to what was expected of me if I should get the type of job I wanted.

**You mentioned that your coming to the UK was like a family matter. Did the family members you had here have any input to your adjustment?**

Yes. They did their best. I was surrounded by ladies who were mostly in the health sector so they wanted me to come over to the health sector but I just couldn't bring myself to that level. They advised in the way they saw the world at that time but I was able to create my own path.

**In relation to your job expectation, can you now say that you have overcome the shock in terms of job expectation?**

Errrrrm, yes in a way, though there are still some hiccups but there is some barrier sort of. Errrrr, the glass ceiling. If you are an immigrant, for you to get some certain jobs is difficult because there are like 200 or 300 people that must be considered ahead of you. I remember at a point in time, the job must go for either British or European citizen. Now I can apply because there is no more restriction but yet it is still few.

**You mean there is no more restriction? Are you a citizen?**

Yes by virtue of my status now I am now home. There is no more issue of visa expiration, you don't have work permit.....

**That is very interesting. Now, you are a citizen but as a black man, before anybody sees your paper as citizen, he sees you as a black man. Have you ever met any discrimination in regards to your skin?**

Definitely. It is subtle in a way....errrr discrimination is subtle. I remember a gentleman telling me 'you know what, you earn pounds and not pebbles.' And I felt insulted. I was really offended.

**What could that expression mean?**

He was referring to the value of my country's currency. Meaning that am here to earn pound and not naira...liking naira to pebbles. Meaning you really have to work to earn pound. I actually made him know that the exchange rate notwithstanding, the purchasing power of naira is still worth it.

**If the purchasing power of naira is equivalent to that of the pound as you mentioned, what then are the factors that have kept you here that you are not eager to return home?**

Ahhhhhh. One major reason that am hanging around here is number one, am married and errr my wife is British as well. Through my wife ... all her families, relatives are based here in the UK. Though she is a Nigerian descent, she left Nigeria when she was young. Yes, I said the naira

is strong.... yeah to buy a loaf of bread with naira is in exchange equivalent to what pound can buy. But to refer to naira in a demeaning way is what got me upset with that young man.

**While reflecting on your sojourn in the UK in the past few weeks, do your feelings show that you are depressed, unhappy or homesick? Are there some socio-cultural situation in Nigeria that you can say, oh I wish to have it again?**

Ahhhhhhh. The only thing I miss about Nigeria is more or less on religion inclination. The way you practise your religion. Here, everyone is on his own, you can skip church for shifts to make money. Back home you have weekly activities in the church and you must be in the church on Sundays but here you practise religion your own way. This make me homesick. Also there is no real African food here. I mean real African vegetables. Ah ah ah ah ah (laughter)! Back home in Africa, you are closer to the nature than you are here in the UK. At my backyard here I have garden of just grass but back home you have fruits. If you want to eat fruits you can plug fruits straight from the source but here it is not so even when they say the fruit is fresh, it has spent two to three weeks all the way from South America or Africa or wherever.

**Thank you sir. We are at the end of the interview, it is now time for your questions and additional comments**

Well, I will only advise you to continue strong in this course and do as many professional programme as you can. It is a good course.

### **INTERVIEW 3**

Interviewee: Mrs Deola

**What is your age?**

Answer: 32.

**What is your religion or faith inclination?**

Christian.

**Are you on full-time employment, part-time employment, self-employment or full-time student?**

Full-Time student.

**What is your highest educational qualification?**

HND.

**Are you single or married?**

I am married.

**Do you have any direct dependants in Nigeria? If you have, how many are they?**

None. Well, I have a maternal grandma who is not directly depending on me but I still send her things once in a while..... I will say, none.

**In the UK, Do you have any direct dependants? If you have, how many are they?**

Two children

**Thank you. So, how long have you been in the UK, Sir?**

6 years now.

**What were your original reasons for leaving Nigeria?**

The main reason was marriage. The other ones are not major reasons. It is just marriage.

**What are the reasons for choosing UK?**

It is still my marriage. I am married to a British. If not for my marriage I would have preferred US. Errrr, not to stay because I am a Nigerian and I love Nigeria. So, I would have been coming and going. Major percentage of my family is in the UK....my uncles, my aunties, grandmas but my dad was in US before so I would have loved somewhere like US so that I could be away from where everyone knows me. Well, I never have the intention to stay long anywhere other than Nigeria.

**Certainly, when one leaves a socio-cultural environment for another one, there would be some experience that will be strange to him/her. When you came to the UK can you identify some of such strange experience and of what form were they?**

Yeeees. It was .....first, the weather.....I came in November and it was really cold and I got married in December ....in the snow. Honestly, ....my pictures....I was kind of ...you know. You kind have to adjust to wearing many clothes unlike Nigeria where you can even go naked because of the weather. Another thing was errrrr .....I can't say I have problem with communication because I had this cousin of mine while I was growing up who spoke English with me regularly, watching American film together and all that..... The colour of the people around also tells you that you are not at home. The food ....yes...it was another issue. I remember when I arrived and at the hotel where we lodged and at the restaurant, I couldn't pick anything except rice and even the taste of the rice put me off. I was like, is this what am going to put up with for the rest of my life? But as soon as I settled and mixed with Nigerians who could help me about where to get Nigerian food, I blended. Now, I can eat anything here. Major one again is the job search. You are kind of being a second class citizen. Even if you are a doctor from home you just have to still do some trainings and exams before you can practice. But for my own profession as a journalist though I was practising back home. When I came I was like I didn't even know where to start from. I wouldn't fit in ... I had to start with retail jobs. In fact, I have to make effort to adapt at least for the time being since I still have a part of my life here....my children until they grow up to a level before I leave.

**You mean you are longing to go back to Nigeria?**

Yeah, certainly, I said it. Am a Nigerian and I will be a Nigerian. I like other nations but "*ajo ko le da bi ile.*" (There is no place like home). There is no how you will still be like you want to be home. I was born and bred in Nigeria and I like the place.

**That is very interesting. There are UK citizens who are black as you are. Do they or do you still experience discrimination in regard to your colour?**

Errrrrrmmm not really but you know they claim there is no discrimination. It is not everything they say that they do. If you go for interview, they will tell you 'we are equal'....equal right and all that.....like in accommodation. It's not only about job but in housing. Once they know you are black they will just tell you they will get back to you but they won't. It is not pronounced because of the legal whatever but it is there. While the young British would not really aspire for high university qualifications, they get low paying jobs but you know Nigerians are kind of learned. They errrr love to get to the peak of their career so they would opt for those high jobs but for lack of the skill or UK experience, they are discriminated against.

**In all these, how adjusted are you?**

Errrrrm, not really adjusted. Partially adjusted.

**With all these experiences why are you still here? Why don't you return home?**

Well, like I said marriage is why am here. Now UK is my home I mean second home but I must really commend something here. In the course of my living in the UK, I see that if you are ready to achieve, this is the place you can be. All you need is to be persistent and you will be motivated. The children education is taken care of by the government unlike Nigeria where your parents have to pay..... and the issue of strike and all that. See me now schooling there is no strike and they paid for me to keep going, students loan and .... you know.

**What would you say about the currency exchange rate? Does it make people want to stay here?**

Yes. Well, exchange rate as it is back in Nigeria. Even cleaning or any kind of job here the peanut you think you get if you convert it to Naira you are kind of better than some bankers back home.

**Psychologically now, are you adjusted or do you feel depressed and feel like being home?**

As I said earlier, am giving myself a time frame. My children are still kind of young so am looking at 8 to 10 years from now and I will have to go back home. So, am encouraging myself to adapt to whatever am facing here for that period of time.

**Thank you ma. We are at the end of the interview. Do you have any questions or additional comments?**

No questions ah ah ah (laughter).

#### **INTERVIEW 4**

Interviewee: Mrs Mary

**What is your age?**

Answer: 28.

**Your religion or faith inclination?**

Christian.

**Are you on full-time employment, part-time employment, self-employment or full-time student?**

Full-Time employment.

**What is your highest educational qualification?**

BA (hons)

**Are you single or married?**

I am married.

**Do you have any direct dependants in Nigeria? If you have, how many are they?**

No, I don't have.

**In the UK, Do you have any direct dependants? If you have, how many are they?**

Two children

**Thank you. So, how long have you been in the UK?**

12 years now.

**What were your original reasons for leaving Nigeria?**

It was mainly...errr I migrated with the whole family, to study but for my parents, it was to work.

**What are the reasons for the choice of UK and not anywhere else in the world?**

The family decided because I was still young then. My dad had been here working for about ten years then he decided to bring the whole family.

**Certainly, when one leaves a socio-cultural environment for another one, there would be some experience that will be strange to him/her. When you came to the UK were there such experiences and of what form were they?**

Oh Yeeees. Ah ah ah (laughter) everything was strange. First of all, starting school over here.....the system am used to back home is like you make friends and studied together, played together and attended social functions together but over here, there was nothing like that. Everybody was like kept to themselves. They were so introverted. They were not ready to open up to you as a new person. I was like oh my God, what kind of school system is this? Also



when we moved here, the houses were too tiny.....it was like living in boxes unlike back home where rooms are like football field ...very big, the bathroom and all that. And getting here you are shown a cubicle and they called it a big bathroom. I said what! Oh my God! It was a bit of a shock. Also when we came, it was almost winter. We had to change our dresses, change the shoes. We had to wear big clothes and jackets always. About food, the food was ok, we got a lot of African stuff since my father had been on ground.

**There is this crucial aspect of job expectation. Can you say that you had any type of shock in this aspect?**

Errrrrr when we came here, things were better. There was no economic crash. Then, you could pay for your bus travel about 65p or so but now everything is upside down. Eeeeeem, about job prospect, I would say it still easier to find a job in the UK compare to Nigeria where you have a lot of graduate and there was no job for them. In UK, there are jobs although you don't get a kind job about what you studied but you can still get a job and still earn a means of living and the government will still give you some benefits to sustain yourself. So, that is something I like about the UK but in Nigeria, there is nothing like that.

**You mentioned that one may not get a job on what he/she studied. Is there any element of discrimination there?**

Errrrrrrr for example, when you graduated and you search for job, they ask, 'have you got work experience?' Work experience, work experience, work experience everywhere.... have you got this or that and you have just graduated how would you get the work experience? I always ask the question 'why don't they employ you so that you get the experience instead of asking you for work experience. I think that is what holds people back from actually getting work as what they studied.

**Since you have your own first degree in the UK, is there any discrimination against a first degree that is acquired in Nigeria compare to the one acquired here in the UK?**

Errrr, personally I don't discriminate because to get first degree in Nigeria is a lot of work though it is also hard here. I don't think they should discriminate. I don't have any experience of discrimination.

**From your culture shock experience, can you say you have adjusted now or how adjusted are you?**

Well, ah ah ah (laughter) I have got used to it now. I have seen it as the normal way of life here so I have got used to it and accepted it. If you don't then you go back. They are not holding you down, it is up to you to adjust. Work harder and get a bigger house or build your own or you go back home ah ah ah (laughter).

**What are the factors that kept you going and helped you to adjust?**

Ahhhhhhh, the basic thing is that I've got my family here. I got the support I needed. When the school was boring then, I would get home and I had people to speak with so I was getting on and can relax.

**You mentioned earlier that if you work hard you can get bigger house and all that. Does it mean that there a kind of hope that keeps one going?**

Yes, yes.

**Psychologically now, are you adjusted or do you feel depressed and feel like being home?**

Depressed? I don't feel depressed. My family is here, my husband, my children, my siblings. I don't feel depressed. This is my home so any homesickness will be towards UK and not Nigeria.

**Thank you, ma. We have come to the end of the interview. Do you any questions or additional comments?**

No. I don't have questions.

## **INTERVIEW 5**

Interviewee: Mrs Tolu

**What is your age?**

Answer: 34

**What is your religion or faith inclination?**

Christian.

**Are you on full-time employment, part-time employment, self-employment or full-time student?**

Full-Time employment.

**What is your highest educational qualification?**

BSc.

**Are you single or married?**

I am married.

**Do you have any direct dependants in Nigeria? If you have, how many are they?**

Arrrrhhh I would say, one.

**In the UK, Do you have any direct dependants?**

No

**Thank you. So, how long have you been in the UK?**

6 ½ years.

**What were your original reasons for leaving Nigeria?**

Actually it started out as educational. I came to further my study here in the UK. Then I settled in to work.

**What are the reasons for choosing UK?**

I actually came with the skilled migration programme of the UK. They had that scheme that time for the young Nigerians who were already working, to come in to the UK.

**It is certain that when one leaves a socio-cultural environment for another one, there would be some experience that will be strange to him/her. When you came to the UK can you identify some of such strange experience and of what form were they?**

I can start with the relation between people. You come to a society where everybody is living a kind of isolated life. Even if you are living in a block of flats you may not even know your neighbours unlike in Nigeria where you know your neighbours even down, down the street. Then this Do-it-yourself mentality. Errrrr, you couldn't really call anyone to come and do anything for you. They kind of ....making you a lonely individual and not really to integrate. These were the things I really found shocking.

**What can you say about the cost of living, housing conditions, the food and others?**

Arrrrrh, the terms of the food I didn't understand. Porridge for instance is different from what I knew as porridge back home. Porridge here is a kind of mixture while back home, it is something you have to cook. You know in care job, someone said, 'can you make me porridge and I was like '.... I don't even have the ingredients, how would I get it done? All of these were shocking.

**Do you mean you did care job with your BSc?**

Yes, actually I started out with care job. The very first words we were told that time were 'you didn't have the UK experience'. In the very first three months or so, we couldn't get any good job because we hadn't worked in the UK before. Despite the fact that the education system of Nigeria is pretty much similar to that of the UK, you still have to do some trial-and-error. I worked in the kitchen, customer care service, worked in care homes to get some UK experience which led me to the kind of full time office job that am doing right now. Because the education systems are similar one would expect to get the kind of job that matches the qualification but errr well, they do recognise our degree but they want the UK work experience. They expect you to understand the culture of working in the UK. Though, I could speak English, I still needed to understand how to speak in their own context.

**With the job you are doing now, can you say the BSc counts?**

Errrr. Not really, that is another thing because as part of my UK experience, I then retrained in Project Management. I got my BSc in Economics but I got retrained in Project Management in the UK, to get myself what I need to get the type of job I need. With that, am recognised as graduate in the job am doing now.

**Now in the context of current work environment, do you see elements of racial discrimination?**

Eeerrr, I would say No. This is probably because the organisation where am working is a multinational organisation with people from different nations and races. Then it also depends on the kind of people you are working with. But then there are kind of discussion that errrr people don't expect your involvement or would not seek your opinion in some things just because you don't belong to this place. You can say there is subtle and indirect way of discriminating.

**In all these and having spent over six years here. Can you now say you have adjusted to the UK socio-cultural environment and how adjusted are you?**

Errrrrm, in a way, I have adjusted. Anyway, there are still some things that have to do with my belief which I have not adjusted to and these are things that are core to me as a person. Errrm as a person of faith, there are things that the government are putting into the law like the matter of marriage which are not in line with my faith and my culture and am finding it kind of difficult to accept. Issues of homosexuality and the definition of marriage generally, I find it difficult to adjust to it. About food, accommodation and all that, I have lived in London and outside London and saw that living outside London is cheaper so it is still a bit difficult to adjust to the cost of living in London.

**With all these experiences, what are the factors that still keep you going here that you are not thinking of returning home?**

I, ..... well, I think the errrrr, there is a sort of peace and serenity you have in a place like here. Almost everything seems to be working seamlessly. It makes you want to stay here compare to Africa where you kind of pay for everything without even getting it. Here, you have access to information so readily available. These are things that keep me stay here and keep me going.

**Psychologically now, are you adjusted or do you feel depressed and feel like being home?**

In the recent time, No. When I first came and as a newly married woman in the UK and my husband was in Nigeria, I really felt lonely but with my husband here with me, this place is actually a home.

**Thank you ma. We are at the end of the interview. Do you have any questions or additional comments?**

Errrrrr aammmm. Not a question but to say that people still experience shock at various stages no matter how long you have stayed here. And various things could bring about such experience. It could be loss. It could be tax and financial issues. Here, you can access loans easily and it was a kind of shock to me. You now need to consciously caution yourself because going beyond your capacity could bring in shock and depression. Summarily, you can't outgrow culture shock.

## **INTERVIEW 6**

Interviewee: Miss Ope

**What is your age?**

Answer: 23.

**What is your religion or faith inclination?**

Christian.

**Are you on full-time employment, part-time employment, self-employment or full-time student?**

Full-Time student.

**What is your highest educational qualification?**

BSc.

**Are you single or married?**

I am single.

**Do you have any direct dependants in Nigeria?**

No.

**In the UK, Do you have any direct dependants?**

No.

**How long have you been in the UK?**

More than one year.

**What were your original reasons for leaving Nigeria?**

Education

**What are the reasons for choosing UK?**

Because one even online, UK is one of the best in terms of education and the length of term is short. Some people have come to UK to study and I got encouraged by their testimonies.

**When one leaves a socio-cultural environment for another one, there would be some experience that will be strange and shocking to him/her. When you came to the UK can you identify some of such strange experience and of what form were they?**

Errrm. One is the living expenses. It is quite high. Even though I heard about it before coming but I never knew it was this high. Also, the culture is so different. The mode of dressing..... Sometimes, you cannot even tell who is a boy from who is a girl. Ah ah ah ah (laughter) you know. All things shocked me.....the transportation. In Nigeria, you can still get a taxi cheap but

here, you have to enter the bus, you have to enter the train. Even, the weather changed. My mode of dressing changed. Even the apartment.... ah ah ah ah (laughter) .....the housing. It is so big in Nigeria and you even roll over but here you can roll over ahahah (laughter). Even, the food is shocking. So many things are shocking ahaahahh (laughter). In fact, everything....

**As you are now, have you adjusted and how adjusted are you?**

Yes I have fully adjusted. There are some food I wouldn't eat on a normal day but now I have no choice.

**You said you have no choice. What are the reasons behind 'I have no choice.'?**

Ah. Ok. Like in Nigeria, there are many choices. You could get the *booli* (roasted plantain), you could get the *mama put* (roadside food hawkers) but here where is *mama put* here? It is even more expensive. It is like their food is cheaper and you know I never got to try some things in Nigeria. When I was coming, people were like....if I should eat some food here, I would get fat...but I had tasted them and they are not bad. I just have to adjust...even the ascent in the way they speak English. It is different from the way they speak in Nigeria. That is why I adjust. Then, the experience in the part-time job that I got made it easy for me to adjust.

**Oh, you got a job?**

Yes

**Is it a kind of job you think you could have got back home by virtue of you qualification?**

No. It is just a part-time job. You know in this country and their 'work experience' thing, I just checked it since I had spared time, I took the job and it has really made me able to adjust. You know, it gave me the experience that I can use in my own field when I eventually get there. .... how to respect people....how to smile to people even though you are hurting inside. It gave me the inner strength that I can do it.... ah ah ah (laughter).

**With all these experiences, what are the factors that still keep you going here that you are not thinking of returning home apart from your job?**

Basically, I could say God helped me going. My job gets me going. Then, I have friends who had come to UK to study....they speak to me often and their words kept me going. I have friends here too that keep me going.

**Psychologically have you adjusted or do you feel depressed and feel like 'I have to get out of here'?**

No. Ah ah ah (laughter).

**Does it mean you have taken UK as a home?**

Yes. Like I have adjusted so much that I can imagine myself going back and readjusting.

**Does it mean you want to stay back in the UK?**

I don't mind.

**Thank you very much. We have come to the end of the interview. Do you any questions or additional comments?**

Any comment I want to pass is that any time you want to come to this kind of country, you should be prepared for it. Many times people get shocked because they are not really prepared for it. I got prior information before coming. The right information anyway! Some information will make you see UK as a land flowing with milk and honey and they get excited but when they get here, they get shocked. This affected me too so I can advise anybody to get enough information about the situation here before coming.

## APPENDIX IV ETHIC APPROVAL



Date: 6<sup>th</sup> March 2015

Dear Sunday,

<b>Student Name:</b>	Sunday Victor Oluwadare
<b>Student ID Number</b>	1300211
<b>Project Title:</b>	Managing Culture Shock Among Nigerian Self-Initiated Expatriates in the United Kingdom
<b>Project/Dissertation Module Code:</b>	MK7227
<b>Supervisor Name:</b>	Gil Robinson

I am writing to confirm the outcome of your application to the University Research Ethics Committee (UREC), which was considered at the meeting on Friday 27<sup>th</sup> February 2015.

The decision made by members of the Committee is **Approved**. The Committee's response is based on the protocol described in the application form and supporting documentation. Your study has received ethical approval from the date of this letter.

Should any significant adverse events or considerable changes occur in connection with this research project that may consequently alter relevant ethical considerations, this must be reported immediately to SREC. Subsequent to such changes a revised research ethics application form should be completed and submitted to SREC.

### Approved Research Site

I am pleased to confirm that the approval of the proposed research applies to the following research site.

Research Site	Student Name/Local Collaborator
University of East London	Sunday Victor Oluwadare





### Approved Documents

The final list of documents reviewed and approved by the Committee is as follows:

<i>Document</i>	<i>Tick where included</i>
SREC Application Form	✓
Participant Information Sheet	✓
Consent Form	✓
Questionnaire/Interview guide	✓
Letter of Consent (Organisation or Company)	

Approval is given on the understanding that the [UEL Code of Good Practice in Research](#) is adhered to.

Please ensure you retain this letter for your records.

With the Committee's best wishes for the success of this project.

Yours sincerely,

A handwritten signature in black ink, appearing to read "R. Bianchi", written over a horizontal line.

Dr Raoul Bianchi  
Reader in International Tourism and Chair, SREC  
School of Business and Law  
University of East London  
Docklands Campus, University Way  
London  
E16 2RD

Tel: 020 8223 2250

Email: [r.bianchi@uel.ac.uk](mailto:r.bianchi@uel.ac.uk)



## APPENDIX V

### APPLICATION FOR ETHIC APPROVAL

### SCHOOL OF BUSINESS & LAW

## Ethical Application for Undergraduate Projects and Postgraduate Dissertations

- **Submission process:**
  - All applications should be submitted online through the Moodle site – **School Research Ethics Committee** (if you find that you do not have access to this site immediately contact the SREC administrator, Mayuri Jobanputra at: [m.jobanputra@uel.ac.uk](mailto:m.jobanputra@uel.ac.uk)).
  - All applications should be uploaded to the SREC POST Moodle Site whether they have been given prior approval by your supervisor or need further approval by SREC.
  - All applications for ethical approval must include the following:
    - A completed **Application Form**. This form includes five sections (A-E). Please ensure that you answer all relevant questions and include the relevant paperwork as requested.
    - **Participant Information Letter** (Appendix 1)
    - Relevant **Consent/Assent Forms** where appropriate (Appendix 2)

- Where relevant, a **Letter of Permission** from the **Host Organisation/Business** (this must be signed and/or in an email with a verifiable email address). In the case of research in the NHS you must first have clearance for the NHS research and development office: <http://www.rdforum.nhs.uk/044.asp>
- If your project involves overseas travel it is also subject to **‘Overseas Travel Approval’** and must be approved by the Dean. Details of this can be found at: <http://www.uel.ac.uk/ga/research/fieldwork/>
- Further details on UEL Research Ethics procedures can be found at: <http://www.uel.ac.uk/ga/research/>

**NB:** Please ensure that you have read the **School Research Ethics Guidelines 2013-14** notes before completing the form.

## **Application for School Research Ethics Approval**

Before completing this form, applicants should read the School Research Ethics Committee Guidance Notes. Sections A to F of this form should not exceed 3 pages using 11pt font size.

### **1. Applicant Details**

**Student Name: Sunday Victor OLUWADARE**

**Student ID No: 1300211**

**Title of Course: POSTGRADUATE DISSERTATION**

**Dissertation/Project Module Code: MK7227**

**Supervisor: DR. Gil ROBINSON**

**UEL Email address: u1300211@uel.ac.uk**

### **2. Project Details**

**Dissertation/Project Title: Managing Culture Shock among Nigerian Self-Initiated Expatriates in the United Kingdom**

**Duration of Dissertation/Project: FOUR MONTHS**

**From: FEBRUARY, 2015**

**to: MAY, 2015**

**Project Rationale:** (Please provide a brief description of the project, including aims and objectives, rationale, and potential contribution to knowledge) **(Max. 200 words)**

Though much has been empirically researched about the culture shock phenomenon and the rate at which it impairs foreign assignment among organisational expatriates, close to nothing has been done on the aspect of the self-initiated expatriates and their culture shock experience. The cultural differences between the two nations and the influence of such on the Nigerian nationals in UK will be the basis for this research.

The main aim of this study is to (1) examine the factors that influence the Nigerian self-initiated expatriates to leave Nigeria for the UK (2) determine the forms of culture shock the Nigerian self-initiated expatriates experience in the UK; (3) examine the factors that influence them to stay in the UK in spite of the culture shock experience (4) decide how socio-culturally and psychologically adjusted they are to the UK environment.

The study would add to the body of literature on the recent trend of SIEs in the fields of globalisation and global labour mobility, International Human Resource Management, migration and employee motivation.

**Methodology:** (Please provide a brief outline of the methodology and research methods to be used, attaching any interview schedules or questionnaires that are to be used. This must include a description of the expected sample/main participants and how this sample will be identified/participants will be selected. Also, you should include information about the precise location where the work will be carried out.) **(Max 150 words)**

*I will make use of both quantitative and qualitative methods in getting the needed data from the sample. The sample for the research will be 110 Nigerian emigrants who are in the UK for study, work or business but not on short visit. The sample will include men and women within the working class age of 18 and 60 and living within London. The quantitative will be a set questionnaire to be*

*administered among 100 participants in the sample. This qualitative method will be in form of interview with about ten (10) of the selected samples that could be accessed.*

*The questions will reflect the following:*

- 1. What factors influence the Nigerian's decision to leave Nigeria for the UK?*
- 2. What forms of culture shock experience do the SIEs have in their host nation?*
- 3. What factors influence the SIEs' decision to stay in the UK in spite of the culture shock experience?*
- 4. How adjusted are the participants to the UK environment?*

*I am already contacting the proposed sample one-on-one and through some gatekeepers.*

### 3. Ethical Considerations:

**3.1 Informed Consent and Anonymity** (Please provide details of how informed consent is to be obtained and anonymity of participants is to be protected).

*The sample will be contacted one-on-one among my acquaintances within London to seek their consent and through their e-mail addresses which would also be needed to get the questionnaires across to them. Their anonymity will be protected by coding and recording all their responses anonymously throughout the period of the research, to avoid any of them being identified through his/her responses. Their email addresses would also be kept highly confidential.*

**3.2 Participant Confidentiality** (In order to comply with the Data Protection Act 1998, please provide details of how you will ensure the confidentiality of participants' data, particularly where audio and/or visual data is to be collected)

*I will ensure that all information about their email addresses and their responses to the questionnaires and interview are stored in a secure way so that only I and my supervisor can access it. (e.g. on the UEL server or my laptop and iPad which are always locked with password).*

*Any item that can identify each or any of them in their responses, will be appropriately anonymised while analysing and reporting the data.*

**3.3 Will the project/dissertation involve minors (participants under 18 years old) or other ethically-sensitive methods/issues.**

**NO**

If carrying out research with minors (although it is strongly advised that you do not) you must obtain parental consent and, where necessary, attach a DRB certificate (previously CRB). For further guidance please see <http://www.uel.ac.uk/ga/research/involving-children/>, and, <https://www.gov.uk/disclosure-barring-service-check/arranging-checks-as-an-employer>).

**3.4 Participant Withdrawal/De-Briefing protocol.** Please describe briefly the protocol for participant withdrawal from the research and de-briefing of participants once the research is completed. (will participants/participant organisations be given an opportunity to ask questions at the end of the interview and/or request a copy of the final report?)

**YES**

**3.5 Researcher/Participant Welfare.** Will either the researcher or participants themselves be exposed to any risks or distress as a consequence of this research?

**NO**

If YES please provide details and complete a risk assessment form (see Appendices) (<http://www.uel.ac.uk/hrservices/hs/generaliskassessments/>)

**3.6 Will any inducement (eg. monetary or 'in kind') be offered to participants?**

**NO**

If YES please provide details.

**3.7 Will the research involve access to ‘commercially-sensitive’ or ‘restricted’ databases?** (You must ensure that you have the consent of any business/organisation, to access and publish excerpts from any records or information that is not normally available to the public)

**NO**

If YES please provide details.

**3.8 Will the research involve travel away from UEL/overseas travel**

**NO**

If YES you will need to ensure that you have completed the Overseas Fieldwork Risk Assessment form: <http://www.uel.ac.uk/qa/research/fieldwork/>. This form must be approved signed by the Dean of RDBS.

#### **4. Data security and disposal**



In order that the research is conducted in an ethical manner and that all information remain confidential in line with the 1998 Data Protection Act, It is vital that participant confidentiality is respected and ensured. Assurances must be given to participants that personal details will securely stored and remain anonymous.

Please confirm by ticking the relevant boxes:-

- ☐ Research data, codes and all identifying information to be kept in separate locked filing cabinets.
- ☒ Access to computer files to be restricted to the research team (normally researcher and supervisor) and accessible by password only.
- ☒ There will be no transfer of data to or via a third party.
- ☒ All electronic data will undergo secure disposal.
- ☒ All hardcopy data will undergo secure disposal.
- ☒ In line with the Data Protection Act (1998), **personal data** shall not be kept for longer than is necessary for that purpose or those purposes for which it was collected. In the case of UG and PG dissertations this is usually **1-2 years**, unless otherwise specified.

Please state how long **personal data** will be retained for: **1 YEAR**.

#### 5. Other Documentation check-list:

**Please include the following documents with your application – please tick ☐.**

Participant invitation/information letter ✓

Relevant Consent form(s) ✓

Assent Forms ☐

Where applicable:

Permission letter from host business/organisation ☐

Overseas Travel/Fieldwork Risk Assessment ☐

Interview schedule/Copy of questionnaire(s) ✓ (interview schedule not ready yet)

Is ethical clearance required from any other ethics committee? **NO**

If YES, please state the name of the relevant committee(s)/organisation.

Declaration:

- I have read the School guidance notes about application for ethical approval. I am aware of my responsibilities and agree to abide by them.
- I agree to inform my project supervisor and the School Research Ethics Committee of any changes to the proposed programme.
- I undertake to abide by accepted ethical principles and appropriate code(s) of practice in carrying out this research.

**Student Name and ID No: Sunday Victor OLUWADARE**

**Student Signature: S. V. OLUWADARE**

**Date: 10/02/2015**

**Supervisor Name:...**Dr Gil Robinson.....

**Signature:...**Gil Robinson.....

**Date:...**10 February 2015.....

## **LIST OF APPENDICES**

**Please complete/delete forms as necessary. Please submit as one document with the application.**

**Appendix I**            Participant(s) Information Letter

**Appendix II** Consent Form

**Appendix III** Copy of Questionnaire

**(Sample) Participant Information Letter**

**Programme of Study: INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

**Dissertation Title:**

**MANAGING CULTURE SHOCK AMONG NIGERIAN SELF-INITIATED EXPATRIATES IN THE UNITED KINGDOM**

Dear Participant,

You are being invited to take part in a research study. Before you decide whether to participate, it is important for you to understand why the research is being done and what it will involve. Please take time to read the following information carefully and ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part.

**What is the purpose of the study?**

- To access how Nigerian self-initiated expatriates in the UK are managing culture shock experience
- The participants are Nigerians from the age of 18 and 65 who lives in the UK for study, work or business and not on a short visit. This is the category of Nigerians in the UK that can be referred to as self-initiated expatriates.
- Personal data like age, gender, religion, occupation, number of dependants, length of stay in the UK, education and marital status are to be collected as part of the research.

**What will I have to do if I take part?**

- You are expected to read through the questions and tick the appropriate box in response to the questions, as applicable to you. It will take only about 10 minutes to complete the questionnaires and it is either online through surveymonkey's url or on the hardcopy form. The interview as the case may be, will not take more than 30 minutes and it will involve only audio and no visual recording. The questions will also follow from the questionnaires but it will be take care of additional inferences and explanations.

**What are the possible disadvantages or risks of taking part?**

- No anticipated discomfort, disadvantage or risk.

**Do I have to take part?**

You are under no obligation to participate in this study. If you do decide to take part, you are free to withdraw at any time without giving a reason. If you do not take part or withdraw from the study at a later date, it will not disadvantage you. Except in the case of partially completed, anonymous on-line questionnaires, all data related to your responses will also be safely destroyed unless you state otherwise. Submission of a partially completed or fully completed questionnaire implies consent to participate in the study and you will be unable to withdraw your data.

**What will happen to the information?**

Your participation in this study and all information collected will be kept strictly confidential in accordance with the Data Protection Act (1998). Unless otherwise indicated, all personal information and data collected will be coded and anonymised so that you cannot be recognised from it. The collected data will be securely stored on a password protected computer in the University of East London Library and safely disposed of once the project/dissertation has been completed.

The results of this study will be reported as part of my postgraduate programme and may be further disseminated for scientific benefit. The results will be available to you on request.

**Who should I contact for further information or if I have any problems/concerns?**

Sunday Oluwadare [u1300211@uel.ac.uk](mailto:u1300211@uel.ac.uk) and Gil Robinson [g.robinson@uel.ac.uk](mailto:g.robinson@uel.ac.uk)

If you have any queries regarding the conduct of the programme in which you are being asked to participate, please contact:

**Catherine Fieulleateau**, Ethics Integrity Manager, Graduate School, EB 1.43

University of East London, Docklands Campus, London E16 2RD

(Telephone: 020 8223 6683, Email: [researchethics@uel.ac.uk](mailto:researchethics@uel.ac.uk))

## **APPENDIX 2**

### **CONSENT FORM**

**(To be used if participants are 18 or over)**



**Programme of Study: International Human Resource Management**

**Dissertation Title: Managing Culture Shock Among Nigerian Self-Initiated Expatriates in the United Kingdom**

Please tick to agree

- |       |  |  |
|-------|--|--|
| i.    | I consent to the processing of my personal information for the purposes explained to me. I understand that such information will be treated in accordance with the terms of the Data Protection Act 1998'. <i>(Please tick in the case of questionnaires/interviews involving the collection of data falling under the Data Protection Act 1998 definition of 'sensitive personal data')</i> | <input checked="" type="checkbox"/>  |
| ii.   | <i>(Please tick where <b>anonymous questionnaires</b> are used)</i> By taking part in this study I fully understand that 'Submission of a partially completed or fully completed questionnaire implies consent to participate in the study and that I will be unable to withdraw my data'.   | <input checked="" type="checkbox"/>  |
| iii.  | I confirm that I have read the participant information sheet for the above study and I have been given a copy to keep.   | <input checked="" type="checkbox"/>  |
| iv.   | I understand what the study is about and I have had the opportunity to discuss with the researcher and ask questions about the study.  | <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> |
| v.    | The procedures involved have been explained to me. I know what my part will be in the study and how the study may affect me.   | <input checked="" type="checkbox"/>  |
| vi.   | I understand that my involvement in this study and particular data from this research will remain strictly confidential. Only researchers involved in the study will have access to the data.  | <input checked="" type="checkbox"/><br><input checked="" type="checkbox"/> |
| vii.  | It has been explained to me what will happen to the data once the study has been completed.  | <input checked="" type="checkbox"/>  |
| viii. | I understand that I have the right to stop taking part in the study at any time without reason or prejudice to myself.   | <input checked="" type="checkbox"/>  |

**Supervisor: Dr Gil Robinson**

**Participant's name:**.....MR TAYO OLATIMILEHIN.....

**Participant's signature:**.....

**Date:**...08/02/15.....



**Researcher's Name:**.....SUNDAY OLUWADARE.....

**Researcher's Signature:**.....

**Date:**...08/02/15.....

## **APPENDIX 3**

### **COPY OF THE QUESTIONNAIRES**

**Dear Respondent,**

I am carrying out a study on Managing Culture Shock among the Nigerian Self-initiated Expatriates in the United Kingdom. Please note that your participation in this survey is absolutely voluntary, the information given by you will be used ONLY for research purposes and your anonymity is guaranteed. There is no right or wrong answer to the questions. Please read each question carefully before responding as applicable.

#### **SECTION A: DEMOGRAPHIC DATA**

Please tick/select as appropriate

**10. Age:** 21 - 30years( ) 31 – 40years( ) 41 – 50years( ) 50years and above( )

**11. Gender:** Male( ) Female( )

**12. Religion:** Christian( ) Muslim( ) others( ) please indicate  
(.....)

**13. Type of Occupation:** Full-time employment( ) Part-time employment( ) Self-employment( )  
Student( )

**14. Education Level:** Diploma and below( ) Bachelor Degree and its equivalent( ) Master Degree  
and its equivalent( ) PhD and above( )

**15. Marital Status:** Single( ) Married( ) Divorced/Separated( ) Widowed( ) Civil Partnership( )

**16. Number of Direct Dependants in Nigeria:** 1( ) 2( ) 3( ) 4( ) 5 and above( ) none( )

**17. Number of Direct Dependants in the UK:** 1( ) 2( ) 3( ) 4( ) 5 and above( ) none( )

**18. Length of Time in the UK:** Less than 1 year( ) 1-2 years( ) 3-4 years( ) 5-10years( ) 11 years  
and above( )

## SECTION B: REASONS FOR MIGRATION

It is completely normal for an individual to have reasons for his/her migration from the home country, and to a particular foreign country.

- c. What was your original reason for leaving Nigeria? Please choose one or more answers.  
If more than one, please, prioritise your choices as 1, 2, 3, etc.

S/ N	CHOICE BOXES	REASONS FOR LEAVING NIGERIA	SELECT PRIORITY			
			(1)	(2)	(3)	(4)
10.	( )	Educational: to study/further my education				
11.	( )	Economic: to seek better income and life standard				
12.	( )	Socio-political: to avoid the socio-political insecurity in Nigeria				
13.	( )	Personal: for family or other personal reasons				

- d. What informed your decision to stay in the UK? Please choose one or more answers.  
If more than one, please, prioritise your choices as 1, 2, 3, etc.

S/ N	CHOICE BOXES	REASONS FOR STAYING IN THE UK	SELECT PRIORITY		
			(1)	(2)	(3)
14.	( )	Educational: to carry on with my study/research			
15.	( )	Economic: to seek better income and life standard			
16.	( )	Personal: for family or other personal reasons			

## SECTION C: SOCIOCULTURAL ADJUSTMENT

It is completely normal for an individual to have difficulty adjusting to living or working in a foreign country. Please indicate the degree to which you are adjusted or not adjusted to the following items living in the UK. Please tick the appropriate box. The numbers stand for: **1 = Very unadjusted**, **2 = Unadjusted**, **3 = Somewhat unadjusted**, **4 = Neutral**, **5 = Somewhat adjusted**, **6 = Adjusted** and **7 = Completely adjusted**.

S/ N	DESCRIPTION	OPTIONS						
		(1) Very unadjusted	(2) Unadjusted	(3) Somewhat unadjusted	(4) Neutra l	(5) Somewh at adjusted	(6) Adjusted	(7) Completely adjusted
<b>General Adjustment</b>								
17.	Food							
18.	Health and security facilities							
19.	Job expectation							
20.	Living conditions in general							
21.	Cost of living							
22.	Shopping							
23.	Housing conditions							
<b>Interaction Adjustment</b>								
24.	Interaction with host nationals							
25.	Speaking with host nationals							
26.	Socializing with host nationals							

### Psychological Adjustment

Please think about how you have been feeling over the past few weeks and tick the appropriate box. The numbers stand for: **1 = Not at all**, **2 = Not more than usual**, **3 = Neutral**, **4 = Rather more than usual** and **5 = Much more than usual**.

S/ N	DESCRIPTION	OPTIONS				
		(1) Not at all	(2) Not more than usual	(3) Neutra l	(4) Rather more than usual	(5) Much more than usual
	<b><i>Have you recently:</i></b>					
<b>27.</b>	felt you couldn't overcome your difficulties?					
<b>28.</b>	felt capable of making decisions?					
<b>29.</b>	been feeling unhappy and repressed?					
<b>30.</b>	been feeling reasonably happy all things considered?					
<b>31.</b>	felt that you are in a wrong place?					
<b>32.</b>	been losing confidence in yourself?					

Thank you for your time.

## **APPENDIX 4**

### **COPY OF THE INTERVIEW QUESTIONS**

**Dear Respondent,**

I am carrying out a study on **Managing Culture Shock among the Nigerian Self-initiated Expatriates in the United Kingdom**. Please note that your participation in this interview is absolutely voluntary, the information given by you will be used ONLY for research purposes and your anonymity is guaranteed. There is no right or wrong answer to the questions. Please respond to each question as applicable.

#### **SECTION A: DEMOGRAPHIC DATA**

14. What is your age range?
15. What is your religion or faith inclination?
16. Are you on full-time employment, part-time employment, self-employment or full-time student?
17. What is your highest educational qualification?
18. Are you single, married, divorced, separated, widowed, civil partnership
19. Do you have any direct dependants in Nigeria? How many are they?
20. Do you have any direct dependants in the UK? How many are they?
21. How long have you been in the UK?

#### **SECTION B: REASONS FOR MIGRATION**

It is completely normal for an individual to have reasons for his/her migration from the home country, and to a particular foreign country.

22. What were your original reasons for leaving Nigeria?
23. What were the reasons for choosing UK as your host nation?

#### **SECTION C: SOCIOCULTURAL ADJUSTMENT**

24. It is completely normal for an individual to have difficulty adjusting to living or working in a foreign country.
1. Please what was your reaction like to the following items in the UK, as you started interacting with them and as you are now, how adjusted are you to them:

Food

Health and security facilities

Job expectation

Living conditions generally

Cost of leaving

Housing conditions

**25.** Can you please describe your feelings when you started interacting, speaking and socialising with the host nationals, and how adjusted are you to them now?

1. What are the factors that helped you to adjust to the UK environment?
2. Kindly give instances in which such factors informed your actions or reactions.

### **Psychological Adjustment**

**26.** While reflecting on your sojourn in the UK, how have you been feeling in the past few weeks?

- a. Does your feelings show that you couldn't overcome your difficulties?
- b. Does your feelings show that you are capable of making decisions?
- c. Do you feel unhappy and repressed?
- d. Do you have the feeling that you are in the wrong place?
- e. Do you feel like you are losing confidence in yourself?

### **Interviewee's questions and additional comments**

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