

Love Is Color-Blind: Perceptions among Sunway University Students toward Interracial Relationship

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Abstract : As the advancement of technology has tremendously changed the way people communicate with each other, it has opened up opportunities for interracial relationships. Interracial relationship is also known as intercultural or interethnic relationships. This research topic aims to study on students' perceptions toward interracial relationship in terms of their level of acceptance and approval. In addition, the study also focuses on determining and ranking the factors that affects students' perceptions towards interracial relationship. This study also targets to determine the differences in students' perceptions from business and communication major. This study uses a sample of university students from Sunway University, particularly on students in business and communication major. The study was conducted through online survey questionnaires. Results revealed that students' level of acceptance towards interracial relationship was high. In addition, results also further indicated that family members' support was one of the most important factors in influencing students' perception towards interracial relationship. No diverse differences of perceptions among students in business and communication major towards interracial relationship were shown in the findings. Most of the result showed that both majors turned out to have similar perceptions towards interracial relationship. It can be said that the students' perception towards interracial relationship did not differ from which major the students was in but their family background that would shape their perceptions.

Keywords : interracial relationship, racial, relationship, perceptions

Conference Title : ICICC 2015 : International Conference on Identity, Culture and Communication

Conference Location : Rome, Italy

Conference Dates : December 03-04, 2015