

MANAGEMENT OF CHANGE AND  
CONFLICT RESOLUTION WITHIN  
STUDENT AFFAIRS  
AT HISTORICALLY  
WHITE UNIVERSITIES

by

RALETSATSI EZEKIEL MORAKA  
PHILOSOPHIAE DOCTOR (PhD) UP 2001

**MANAGEMENT OF CHANGE AND  
CONFLICT RESOLUTION WITHIN  
STUDENT AFFAIRS AT HISTORICALLY  
WHITE UNIVERSITIES**

by

**RALETSATSI EZEKIEL MORAKA**  
BTh, BAHons, Bed, UED Diploma in Theology,  
Further Diploma in Education-Education Management,  
Med-Education Management

Submitted in the fulfillment of the requirements  
for the degree

PHILOSOPHIAE DOCTOR (PhD)

In the department  
EDUCATION MANAGEMENT

in the

FACULTY OF EDUCATION  
UNIVERSITY OF PRETORIA

SUPERVISOR: DR J HEYSTEK

UNIVERSITEIT VAN PRETORIA



2191464

## DECLARATION OF ORIGINALITY

I Raletsatsi Ezekiel Moraka, declare that the thesis which I am submitting to the University of Pretoria for the degree Philosophiae Doctor (PhD) has not been submitted by me to any other university. It is my own work and information from other sources have been acknowledged.

  
R E Moraka

## **TO WHOM IT MAY CONCERN**

This thesis has been language edited and alterations have been made where necessary. However, the ideas of the researcher remain.

Johann Muller  
13 December 2000

## ACKNOWLEDGEMENT

*I could not have completed this research project had it not been for the support of others. It is therefore essential to express appreciation to the following for the untiring support they provided throughout the research period:*

- *God the Almighty, for His continued sustenance.*
- *My dearest and beloved wife Tebogo and children, Dipuo, Thuso, Obakeng and Keabetswe, who continued to support me.*
- *My parents for having exposed me to the Christian upbringing.*
- *My promoter Dr Jan Heystek for his support and guidance throughout the period of research and writing.*
- *Mrs M J C Paul for the positive support she rendered in typing, making figures and tables and finally arranging the thesis for submission.*
- *Mr Johann Muller for editing the thesis.*
- *Lastly to friends who motivated me to complete the research.*

## SUMMARY

Life is characterised by change, and most of the time there is some conflict. The two variables cannot be separated because there are different perceptions of change which bring about the emergence of different attitudes of people towards change. Some people will want change, some will not while others accept whatever comes their way. As a result, evolutionary and revolutionary types of change are experienced. Thus, as long as there is life, change and conflict will always be experienced.

Even in the non-democratic South Africa change was experienced through pain and suffering. Conflict which was characterised by hatred and violence became the order of the day. Finally, political change from a non-democratic to a democratic South Africa engulfed South Africa with the advent of justice and equality through the democratic, all-inclusive elections of 27 April 1994.

The process of break-and-make started. Change became intensified in all the spheres of life in order to redress the past. The transformation process affected all institutions.

Universities were no exceptions. They had to change. The first step in the direction of change was to open them to all races. Thus, the composition of student communities drastically changed. That implies that adjustments in cultures and traditions are unavoidable. New structures which are relevant to new student compositions have to be put in place. Students who own cultures and traditions at these universities and are still comfortable with them, will most likely resist change. On the other hand, those students whose cultures and traditions are not accommodated will push for revolutionary change. Consequently, the two opposing perceptions bring about conflict.

It is therefore essential to seek ways that could facilitate change and the effective management of conflict within student life. That becomes the challenge to the student affairs division since it has been established to create an environment conducive to learning despite transformational processes which often meet with vehement resistance.

This study is geared to outline in detail what change entails, changes that are experienced within student communities in universities, pitfalls experienced in change processes and how change can be effectively managed. Furthermore, since conflict can result from change processes, it will be addressed by way of establishing the causes thereof and detailing how it can be best managed.

## OPSOMMING

Die lewe word gekenmerk deur verandering en meestal is daar 'n mate van konflik. Hierdie twee veranderlikes kan nie geskei word nie, want daar is verskillende persepsies oor verandering wat verskillende houdings daaroor by mense laat ontstaan. Sommige mense is ten gunste van verandering, ander nie en nog ander aanvaar enigiets waarmee hul gekonfronteer word. Die resultaat is dat evolusionêre en revolusionêre tipes verandering ervaar word. So lank as wat daar lewe is, so lank sal verandering en konflik dus ervaar word.

Selfs in die voor-demokratiese Suid-Afrika was verandering ervaar deur pyn en lyding. Konflik wat gekenmerk is deur haat en geweld het die norm geword. Uiteindelik is Suid-Afrika oorspoel deur politieke verandering van 'n ondemokratiese na 'n demokratiese bestel met die aanbreek van geregtigheid en gelykheid deur die demokratiese inklusiewe verkiesing op 27 April 1994.

Die proses van maak of breek het begin. Verandering is versnel op alle lewensterreine om die verlede reg te stel. Hierdie transformasieproses het alle instellings geraak.

Universiteite was nie 'n uitsondering nie. Hulle moes verander. Die eerste stap in daardie rigting was om universiteite oop te stel vir alle rasse. Derhalwe het die samestelling van die studentegemeenskap drasties verander. Dit impliseer dat onvermydelike aanpassings in kultuur en tradisies gemaak moet word. Nuwe strukture wat relevant is met betrekking tot die nuwe studente samestelling moet in plek gestel word. Studente wat kultuur en tradisies by sekere universiteite "besit", sal waarskynlik verandering teenstaan. Daarenteen sal studente wie se kultuur en tradisies nie geakkommodeer word nie druk toepas vir revolusionêre verandering. Gevolglik sal hierdie opponerende persepsies konflik teweegbring.



Dit is daarom essensieel om maniere te vind aan die hand waarvan verandering gefasiliteer en konflik effektief bestuur kan word binne die studentelewe. Dit is die uitdaging aan studentesake afdelings, want laasgenoemde is gestig om 'n omgewing te skep wat bevorderlik is vir studie ten spyte van transformasieprosesse wat dikwels teenkanting ervaar.

Hierdie studie is gerig daarop om in detail te beskryf wat verandering behels, watter veranderings ervaar word deur uiniversiteitstudente, probleemareas wat ontstaan tydens veranderingsprosesse en hoe verandering effektief bestuur kan word. Omdat konflik kan ontstaan in veranderingsprosesse sal dit aangespreek word deur die oorsake daarvan vas te stel en deur te beskryf hoe dit ten beste bestuur kan word.

# TABLE OF CONTENTS

## CHAPTER 1

### NATURE AND SCOPE OF THE STUDY

|        | Page                                  |
|--------|---------------------------------------|
| 1.1    | Orientation..... 1                    |
| 1.2    | Demarcation of the study area ..... 7 |
| 1.3    | Problem statement ..... 9             |
| 1.4    | Hypothesis..... 10                    |
| 1.5    | Aim ..... 10                          |
| 1.6    | Research methods ..... 11             |
| 1.6.1  | Literature survey..... 11             |
| 1.6.2  | Empirical research method..... 12     |
| 1.7    | Research program..... 12              |
| 1.8    | Explication of concepts..... 15       |
| 1.8.1  | Change..... 15                        |
| 1.8.2  | Conflict ..... 16                     |
| 1.8.3  | Communication ..... 17                |
| 1.8.4  | Culture..... 18                       |
| 1.8.5  | Diversity..... 20                     |
| 1.8.6  | Student affairs ..... 22              |
| 1.8.7  | Student affairs management ..... 24   |
| 1.8.8  | Multiculturalism..... 27              |
| 1.8.9  | University..... 28                    |
| 1.8.10 | Multicultural university ..... 30     |
| 1.9    | Summary ..... 32                      |

## CHAPTER 2

### MANAGING CHANGE

|       | Page  |
|-------|---|
| 2.1   | Introduction..... 33                                      |
| 2.2   | Communication ..... 37                                    |
| 2.2.1 | The importance of communication ..... 37                  |
| 2.2.2 | Forms of communication ..... 39                           |
| 2.2.3 | Ensuring successful communication ..... 40                |
| 2.2.4 | Intercultural communication..... 42                       |
| 2.3   | Sources of change ..... 43                                |
| 2.3.1 | Political change as an external source of change ..... 43 |
| 2.3.2 | Students as internal sources of change..... 44            |
| 2.4   | People and change ..... 44                                |
| 2.4.1 | Types of people..... 44                                   |
| 2.4.2 | Changing people ..... 45                                  |
| 2.4.3 | How people are affected by change ..... 48                |
| 2.5   | Factors for successful management of change ..... 50      |
| 2.5.1 | Approaches to change management..... 50                   |
| 2.5.2 | Power tools for change..... 55                            |
| 2.5.3 | Forces of change..... 57                                  |
| 2.5.4 | Life cycle of change..... 59                              |
| 2.6   | The change process ..... 61                               |
| 2.6.1 | Stage 1: Involving key players ..... 61                   |
| 2.6.2 | Stage 2: Identify the need for change..... 63             |
| 2.6.3 | Stage 3: Determine the “as is” and the “to be” ..... 66   |
| 2.6.4 | Stage 4: Barrier assessment ..... 67                      |
| 2.6.5 | Stage 5: Empowering key players ..... 68                  |
| 2.6.6 | Stage 6: Change action ..... 68                           |
| 2.7   | Resistance to change ..... 71                             |

|       |   | Page |
|-------|---|------|
| 2.7.1 | Factors that may cause resistance to change ..... | 73   |
| 2.7.2 | Minimizing resistance to change .....             | 76   |
| 2.8   | Summary .....                                     | 86   |

## CHAPTER 3

### MANAGING CONFLICT

|       |  |     |
|-------|--|-----|
| 3.1   | Introduction.....                            | 87  |
| 3.2   | Resolution of conflict .....                 | 91  |
| 3.2.1 | Identification and tracking of conflict..... | 92  |
| 3.2.2 | Identification of solution .....             | 95  |
| 3.2.3 | Implement solution .....                     | 97  |
| 3.3   | Negotiation/Arbitration/Mediation .....      | 99  |
| 3.3.1 | Negotiation .....                            | 99  |
| 3.3.2 | Arbitration .....                            | 105 |
| 3.3.3 | Mediation.....                               | 107 |
| 3.4   | Results and types of conflict.....           | 112 |
| 3.4.1 | Results of conflict .....                    | 112 |
| 3.4.2 | Types of conflict .....                      | 114 |
| 3.5   | Causes of conflict .....                     | 117 |
| 3.5.1 | Power struggle .....                         | 118 |
| 3.5.2 | Norms and values (traditions).....           | 118 |
| 3.5.3 | Barriers.....                                | 119 |
| 3.6   | Elements of conflict .....                   | 121 |
| 3.7   | Approaches and framing a strategy.....       | 122 |
| 3.7.1 | Approaches .....                             | 122 |
| 3.7.2 | Framing a strategy .....                     | 124 |
| 3.8   | Stages of conflict .....                     | 127 |
| 3.8.1 | Antecedent conditions .....                  | 128 |

|         | Page   |
|---------|--|
| 3.8.2   | Perceived or felt conflict ..... 128   |
| 3.8.3   | Action or manifest behavior ..... 129  |
| 3.9     | Levels of conflict..... 129  |
| 3.9.1   | No conflict/ Pseudo-conflict ..... 130                                       |
| 3.9.2   | Latent conflict ..... 131  |
| 3.9.3   | Role conflict..... 132   |
| 3.9.4   | Problem to solve..... 132  |
| 3.9.5   | Dispute ..... 132  |
| 3.9.6   | Help ..... 133   |
| 3.9.7   | Fight or flight..... 133   |
| 3.9.8   | Intractable..... 133   |
| 3.10    | Other aspects for constructive management of conflict..... 133               |
| 3.10.1  | Understanding conflict..... 134  |
| 3.10.2  | Conflict-positive student affairs..... 134                                   |
| 3.10.3  | Developing a positive shared conviction about positive<br>conflict ..... 136 |
| 3.10.4  | Acquiring a common knowledge base about managing<br>conflict ..... 136       |
| 3.10.5  | Working together for maximizing acceptance of diversity..... 136             |
| 3.10.6  | Managing anger ..... 136   |
| 3.10.7  | Pitfalls to avoid ..... 137  |
| 3.10.8  | Inclusiveness, transparency and honesty..... 137                             |
| 3.10.9  | Productive and healthy relationships ..... 137                               |
| 3.10.10 | Positive attitude ..... 138  |
| 3.11    | Summary ..... 140  |

## CHAPTER 4

### RESEARCH DESIGN

|       | Page                                |
|-------|-------------------------------------|
| 4.1   | Introduction..... 141               |
| 4.2   | Literature review ..... 142         |
| 4.3   | The empirical study ..... 144       |
| 4.3.1 | Orientation ..... 144               |
| 4.3.2 | Population and sample size..... 147 |
| 4.3.3 | Pilot study ..... 152               |
| 4.3.4 | Preliminary survey ..... 157        |
| 4.3.5 | The final questionnaire ..... 162   |
| 4.4   | Summary ..... 168                   |

## CHAPTER 5

### ANALYSIS AND INTERPRETATION OF DATA

|       |   |
|-------|---|
| 5.1   | Introduction..... 169                             |
| 5.2   | Description of data..... 169                      |
| 5.2.1 | Introduction..... 169                             |
| 5.2.2 | Details of respondents ..... 170                  |
| 5.2.3 | Racial representation in student affairs..... 171 |
| 5.2.4 | Change management ..... 172                       |
| 5.2.5 | Conflict resolution ..... 181                     |
| 5.3   | Interpretation of data ..... 191                  |
| 5.3.1 | Introduction..... 191                             |
| 5.3.2 | Changes in student affairs ..... 192              |
| 5.3.3 | Racial representation in student affairs..... 196 |

|       | Page   |
|-------|--|
| 5.3.4 | Communication.....202  |
| 5.3.5 | Role of student structures in processes of change<br>management and conflict resolution .....206 |
| 5.3.6 | Attitude .....209  |
| 5.3.7 | Resistance to change .....213  |
| 5.3.8 | What could facilitate change successfully?.....222   |
| 5.3.9 | Conflict resolution .....226   |
| 5.4   | Summary .....239   |

## CHAPTER 6

### EFFICIENT AND EFFECTIVE MANAGEMENT OF CHANGE AND CONFLICT RESOLUTION IN STUDENT AFFAIRS.

|       |   |
|-------|---|
| 6.1   | Introduction.....241                                    |
| 6.2   | Communication.....244                                   |
| 6.2.1 | Introduction.....244                                    |
| 6.2.2 | Language .....245                                       |
| 6.2.3 | Effective communication across culture .....246         |
| 6.2.4 | Communication model.....249                             |
| 6.3   | Change management .....254                              |
| 6.3.1 | Introduction.....254                                    |
| 6.3.2 | Managing resistance to change .....254                  |
| 6.3.3 | Cyclic change management model.....256                  |
| 6.4   | Conflict resolution .....264                            |
| 6.4.1 | Stage 1: Involving affected parties.....265             |
| 6.4.2 | Stage 2: Determining ground rules of operation .....267 |
| 6.4.3 | Stage 3: Identification of conflict .....267            |

|       | Page  |
|-------|---|
| 6.4.4 | Stage 4: Identifying a solution.....268     |
| 6.4.5 | Stage 5: Implementing the solution .....269 |
| 6.5   | Summary .....270                            |

## CHAPTER 7

### SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS

|       |  |
|-------|--|
| 7.1   | Introduction.....271   |
| 7.2   | Summary .....273   |
| 7.2.1 | Chapter 1.....273  |
| 7.2.2 | Chapter 2.....274  |
| 7.2.3 | Chapter 3.....276  |
| 7.2.4 | Chapter 4.....278  |
| 7.2.5 | Chapter 5.....279  |
| 7.2.6 | Chapter 6.....282  |
| 7.2.7 | Chapter 7.....282  |
| 7.3   | Conclusion.....282   |
| 7.4   | Recommendations .....287   |
| 7.4.1 | Development of an efficient and effective communication<br>system .....287   |
| 7.4.2 | There must be racial representation in the student affairs<br>division and the entire personnel corps of the university .....288 |
| 7.4.3 | Racial representation in all official aspects of student life.....289  |
| 7.4.4 | Dealing with attitudes .....289  |
| 7.4.5 | Multiculturalism awareness training.....290  |
| 7.4.6 | The adoption of change and conflict management<br>strategies.....291   |



|   | Page    |
|---|---------|
| 7.4.7 Empowerment of student leadership in terms of change management, conflict resolution, multiculturalism and other diversity issues ..... | 291     |
| 7.4.8 Empowerment of student officers in terms of change management, conflict resolution, multiculturalism and diversity issues .....         | 292     |
| 7.4.9 Institutional policy .....  | 296     |
| 7.5 Summary .....   | 296     |
| <br><b>Bibliography</b> .....   | <br>297 |

## LIST OF FIGURES

|  | Page |
|--|------|
| Figure 1.1: Study programme .....  | 14   |
| Figure 2.1: Matrix for change.....   | 50   |
| Figure 2.2: Warner's change cycle model .....  | 62   |
| Figure 2.3: Change model by Harvey and Brown.....  | 75   |
| Figure 3.1: Gultung's conflict triangle .....  | 118  |
| Figure 3.2: A two dimensional model of five interpersonal conflict<br>management styles (Avruch, Black & Scimecca) ..... | 125  |
| Figure 6.1: Hierarchical co-operation.....   | 252  |
| Figure 6.2: Integrated co-operation .....  | 253  |
| Figure 6.3: Cyclic change management model.....  | 257  |
| Figure 6.4: Conflict management model.....   | 266  |

## LIST OF TABLES

|             |  | Page |
|-------------|--|------|
| Table 4.1:  | Categories of respondents as reflected in the final questionnaire .....                                    | 150  |
| Table 4.2:  | Racial categories of respondents .....   | 151  |
| Table 4.3:  | Categories of respondents .....  | 153  |
| Table 4.4:  | When were Black, Coloured, and Indian students admitted for the first time? .....                          | 158  |
| Table 4.5:  | Total numbers of students per race .....   | 159  |
| Table 4.6:  | Racial representation in the Student Representative Council .....  | 160  |
| Table 4.7:  | Do resident student leadership structures reflect the racial composition of students? .....                | 161  |
| Table 4.8:  | Are student affairs officers racially representative? .....  | 161  |
| Table 4.9:  | Final response rate .....  | 167  |
| Table 5.1:  | Number of respondent per category .....  | 170  |
| Table 5.2:  | Racial composition .....   | 171  |
| Table 5.3:  | Racial diversity within student affairs personnel corps ...  | 171  |
| Table 5.4:  | Reasons for racial diversity within student affairs personnel corps .....                                  | 172  |
| Table 5.5:  | Basic aspects which had to be changed / adjusted immediately as a result of the diversity in culture ..... | 173  |
| Table 5.6:  | Changes within student affairs .....   | 173  |
| Table 5.7:  | Factors that may facilitate successful change programs   | 174  |
| Table 5.8:  | Aspects that could effectively facilitate communication across cultures .....                              | 175  |
| Table 5.9:  | The attitude of White students towards change .....  | 175  |
| Table 5.10: | The attitude of Black students towards change .....  | 176  |
| Table 5.11: | The attitude of Coloured students towards change .....   | 176  |

|  | Page |
|--|------|
| Table 5.12: The attitude of Indian students towards change .....   | 177  |
| Table 5.13: Causes of resistance to change .....   | 177  |
| Table 5.14: Minimizing resistance to change .....  | 178  |
| Table 5.15: Are student leadership structures in the residences<br>empowered/trained to facilitate change? .....                                       | 178  |
| Table 5.16: How functional are student leadership structures in<br>implementing change? .....  | 179  |
| Table 5.17: Factors contributing towards the efficiency and<br>effectiveness of student leadership structures.....                                     | 179  |
| Table 5.18: Causes of inefficiency and ineffectiveness of student<br>leadership.....   | 180  |
| Table 5.19(a): Occurrence of racial conflict in residences .....   | 181  |
| Table 5.19(b): Resident and day students' responses to the<br>occurrence of racial conflict in the residences .....                                    | 181  |
| Table 5.20 (a): Causes of racial conflict in residences .....  | 182  |
| Table 5.20 (b): Causes of racial conflict in residences according<br>to resident and day students .....  | 183  |
| Table 5.21: How often is racial conflict experienced on campus? .....  | 184  |
| Table 5.22 (a): Causes of racial conflict on campus .....  | 184  |
| Table 5.22 (b): Causes of racial conflict on campus according<br>to resident and day students respectively .....                                       | 185  |
| Table 5.23 (a) Aspects that can be used to minimize conflict in<br>the residences .....  | 186  |
| Table 5.23 (b): Aspects that can be utilized for minimizing conflict<br>in the residences according to resident and day<br>students respectively ..... | 187  |
| Table 5.24: Strategies to minimize conflict on campus.....   | 188  |
| Table 5.25: Prevalent forms of conflict .....  | 189  |

|             | Page   |
|-------------|--|
| Table 5.26: | The role of student affairs officers in conflict resolution .. 189   |
| Table 5.27: | Is the SRC trained to resolve conflict? ..... 190  |
| Table 5.28: | Are the House Committees in the residences trained to<br>resolve conflict?..... 190  |
| Table 5.29: | Changes effected as a result of cultural diversity<br>within student affairs..... 193  |
| Table 5.30: | Racial responses as to whether the student affairs<br>personnel corps should be racially representative..... 196                 |
| Table 5.31: | Reasons as to why racial diversity is essential within<br>the student affairs personnel corps ..... 197                          |
| Table 5.32: | Inclusive participation in student activities as a factor<br>that would facilitate change ..... 198                              |
| Table 5.33: | Involvement of existing cultural groups as a means<br>to facilitate communication ..... 199                                      |
| Table 5.34: | Representation as a factor that contributes towards<br>efficiency and effectiveness of student leadership<br>structures..... 199 |
| Table 5.35: | Cultural representation in corridors in residences ..... 200   |
| Table 5.36: | Not being culturally representative renders student<br>leadership structures inefficient and ineffective ..... 200               |
| Table 5.37: | Exclusion of other racial groups in residence activities<br>could cause racial conflict..... 201                                 |
| Table 5.38: | Creation of a consultative body for the purpose<br>of minimizing conflict..... 201   |
| Table 5.39: | Diversity in student affairs will facilitate effective<br>communication..... 202   |

|             |   |     |
|-------------|---|-----|
| Table 5.40: | Medium of communication is one of the basic aspects that had to be changed immediately as a result of the diversity in culture..... | 203 |
| Table 5.41: | Effective communication as a principal factor which would facilitate successful change programs .....                               | 203 |
| Table 5.42: | Racial responses to the use of an appropriate medium of communication .....   | 204 |
| Table 5.43: | Racial responses to factors that could facilitate effective communication across cultures .....                                     | 205 |
| Table 5.44: | Racial perceptions regarding the involvement of stakeholders in processes of change management and conflict resolution .....        | 207 |
| Table 5.45: | Racial perceptions regarding attitudinal aspects in relation to resistance to change and inefficiency of student leaders .....      | 211 |
| Table 5.46: | Racial perception regarding attitudinal aspects in relation to conflict management.....   | 212 |
| Table 5.47: | Racial responses to causes of resistance to change .....  | 214 |
| Table 5.48: | Minimizing resistance to change .....   | 218 |
| Table 5.49: | Factors facilitating change.....  | 223 |
| Table 5.50: | Racial responses as to whether social activities and traditions within student affairs have been changed .....                      | 226 |
| Table 5.51: | Causes of racial conflict in the residences.....  | 227 |
| Table 5.52: | Medium of communication as an aspect that can be used for minimizing conflict .....   | 234 |
| Table 5.53: | Factors for minimizing conflict .....   | 235 |