How Thai People Cope with Shyness:

A Multimethod Replication & Cultural Extension

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Introduction

Shyness affects individuals across the world. Though in Thailand, the culture may favor shyness, the growing globalization in the cities of Thailand have changed the social expectation of Thai people.

This study examined the prevalence and characteristics of shyness among Thai adults and investigated the common themes of strategies used to cope with shyness.

Methods

173 Thai adults completed an online survey of the Thai Revised Cheek and Buss Shyness Scale (T-RCBS) and 158 completed the open-ended questions on the Thai Shyness Survey (T-SS). These measures got back and front translated. Principal Component Analysis (PCA) and Content Analysis were used to analyze the mixed-methods results.
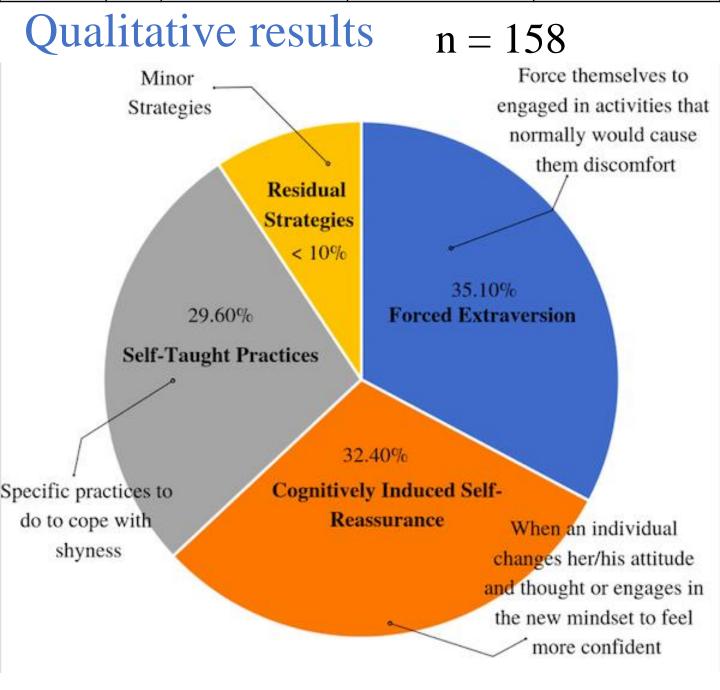
Result discussion

78.2% of the participants are classified as shy. The PCA of the T-RCBS yielded a three-factor model. Internal consistency for the TSS was strong and comparable with the Cronbach's alpha ranging from 0.66 to 0.83.

The qualitative content analysis findings revealed three major strategies (i.e., forced extraversion, cognitively induced self-assurance, and self-taught practices) and five minor strategies of coping with shyness.

Quantitative results N = 173

		Assertive Difficulty Q4, Q10, Q16, Q19	Stranger Shyness/ Fear of High Status Q1, Q3, Q5, Q6, Q11	General Social Distress Q8, Q12, Q18, Q20
r Value		0.40-0.64	0.43-0.72	0.52-0.53
Factor	F1	.699 -.825		
	F2		.510-.818	
	F3			.652-.756

Qualitative results n = 158

Minor Strategies

Force themselves to engaged in activities that normally would cause them discomfort

Residual Strategies < 10%

35.10% Forced Extraversion

29.60% Self-Taught Practices

Specific practices to do to cope with shyness

32.40% Cognitively Induced Self-Reassurance

When an individual changes her/his attitude and thought or engages in the new mindset to feel more confident

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