

# Exorcising Dust

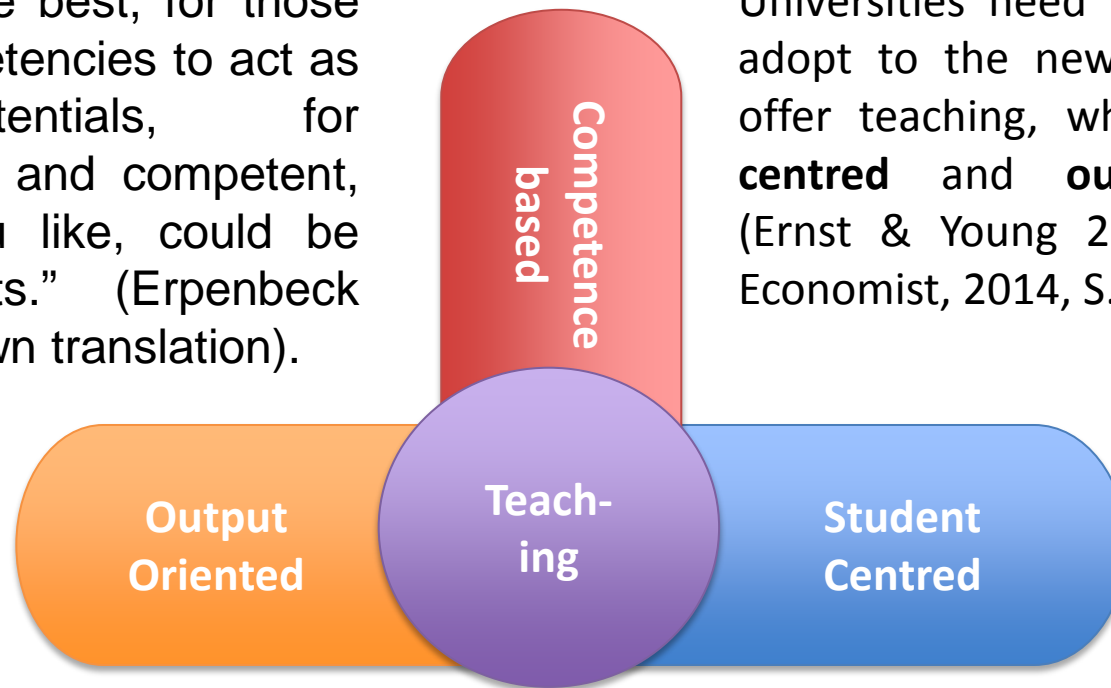
CCBC Steyr 2016

Rupert Beinhauer, Hildegard Liebl (FH JOANNEUM)

# War for Talents?

“A war for the best, for those having competencies to act as high potentials, for competences and competent, which, if you like, could be called talents.” (Erpenbeck 2008, S. 1, own translation).

Universities need to find ways to adopt to the new trends and to offer teaching, which is **student-centred** and **output oriented**. (Ernst & Young 2012, S. 4;. The Economist, 2014, S. 20-22.).



# Making cultural differences visible?

“Culture hides more than it reveals, and strangely enough what it hides, it hides most effectively from its own participants.” (Hall, 1976)

Making cultural differences visible and tangible is a central part of learning about intercultural interaction and communication.

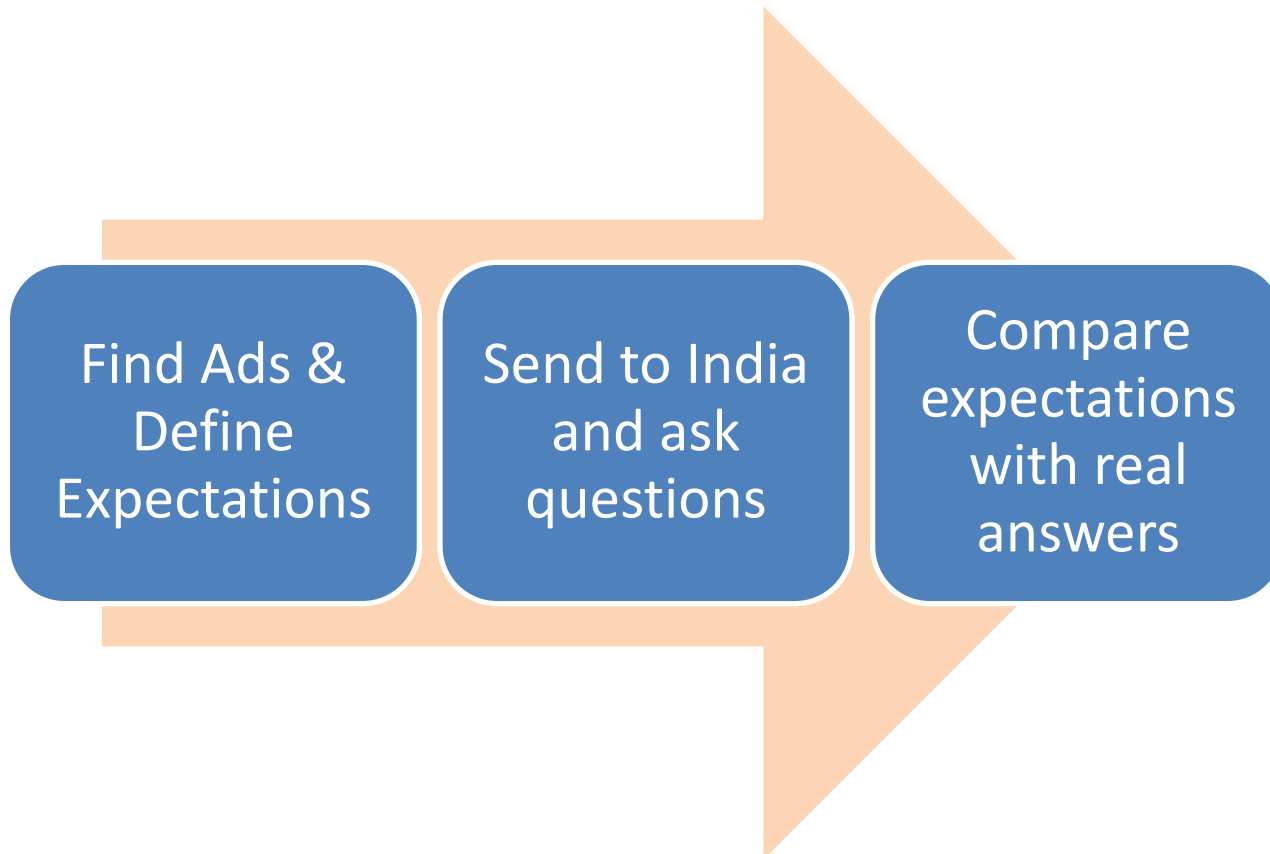
It is essential to demonstrate that:

- a) Culture has a huge impact on perceptions
- b) No matter how much we train, we cannot fully predict the behaviour or the perceptions of individuals.
- c) Expectations are often based on (sophisticated) stereotypes.

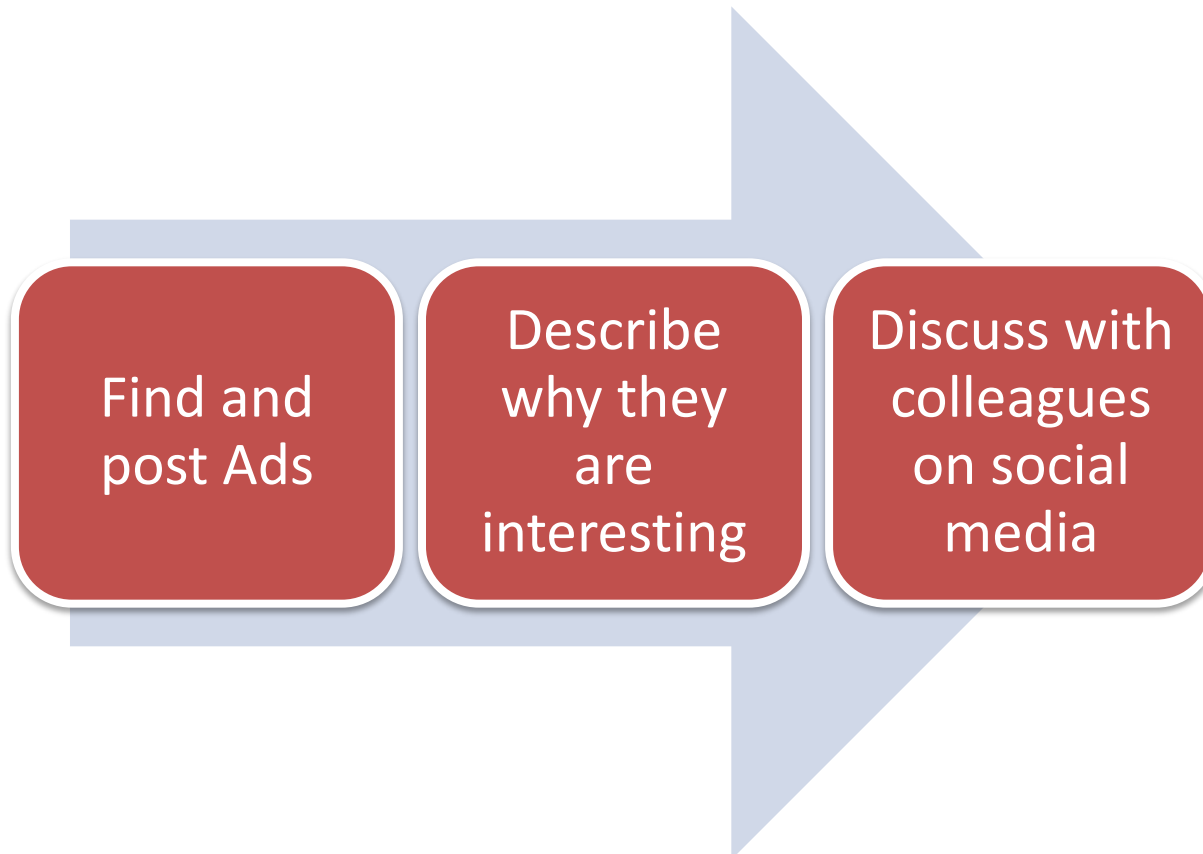


# Bachelor Level Exercise

(65 students in AT, 100 in India)



# MOOC exercise



**MOOC**  
**537** 34 Länder  
**460** 32 Länder

65% active, 27% Badges

INTERKULTURELLE KOMMUNIKATION

**Cope 14&15**

**CONNECTIVISM**

xMOOC vs. cMOOC

**PARADIGMENWECHSEL**

**6 Weeks –**

**6 Topics**

Student centreed

**eMODERATION**

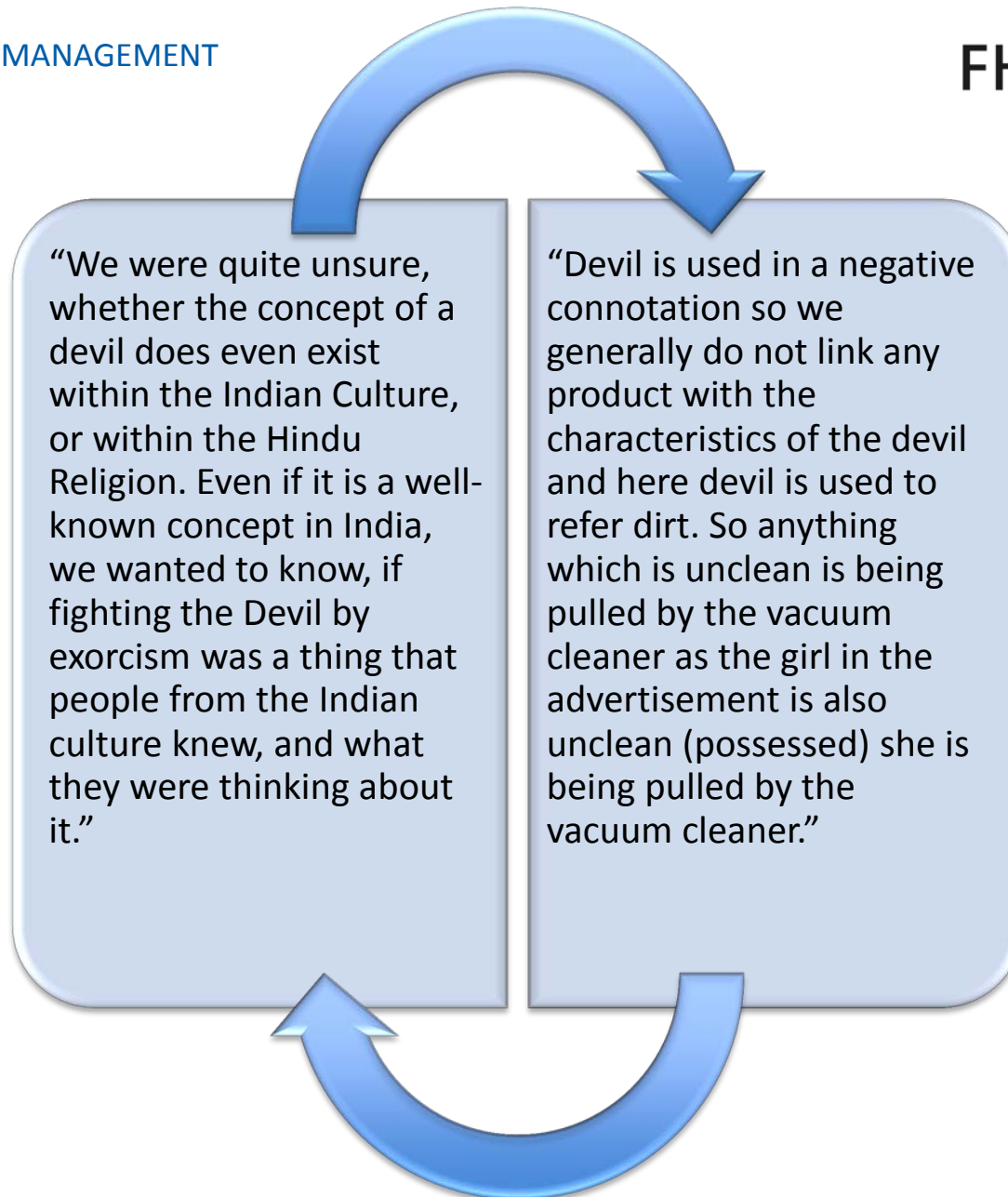
ASSIGNMENTS



# Example 1: Dirt Devil







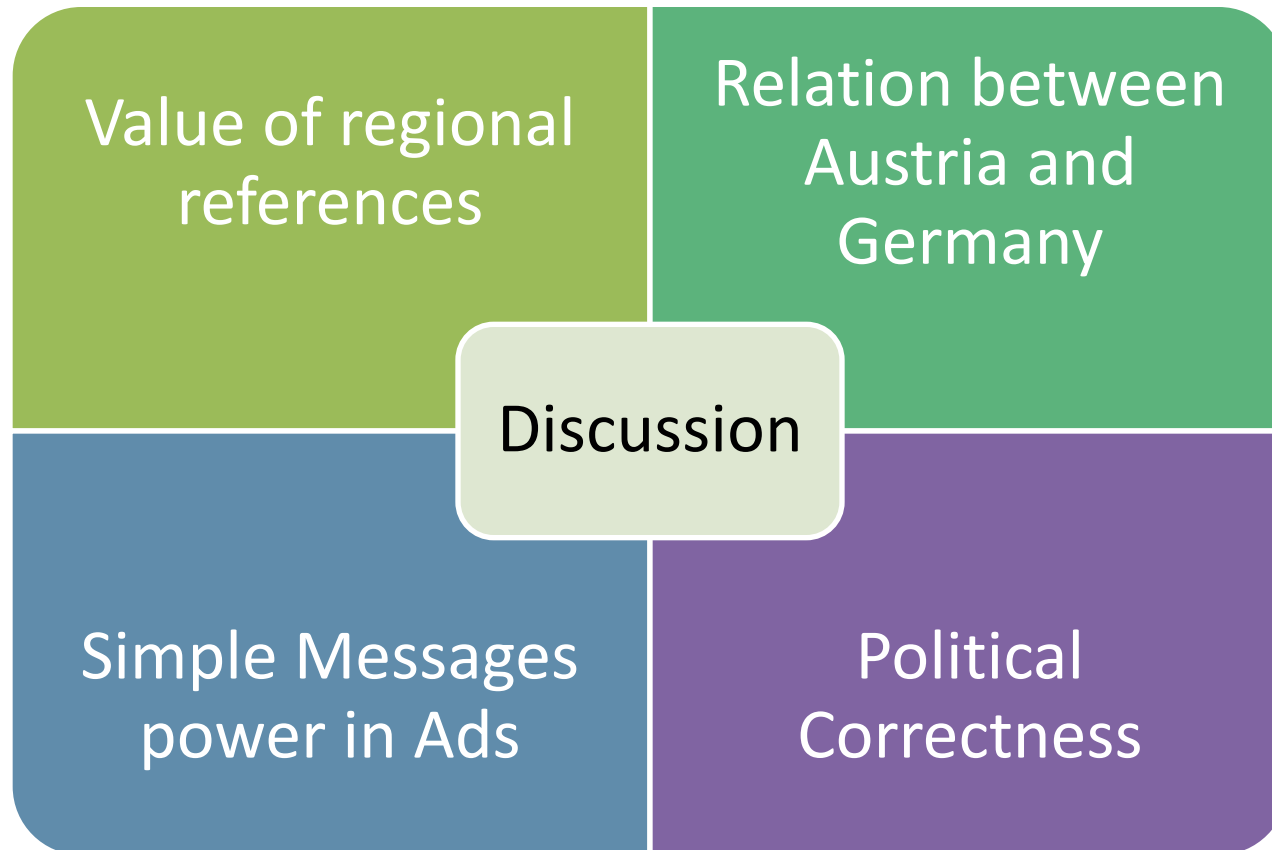
# Example 2: Palmers



“Finally, it needs to be mentioned that our initial second advertisement was a poster of the underwear company, Palmers, which exposed five women half naked, lying on their bellies. It was an add about see-through tights which has been displayed for many weeks in several Austrian cities and suburbs. Our Indian colleagues refused to even comment on this ad, thus we decided to offer another commercial. This was probably the most significant cultural differences we got to experience through this valuable project.”

## Example 3: Almdudler (2012)





# Discussion

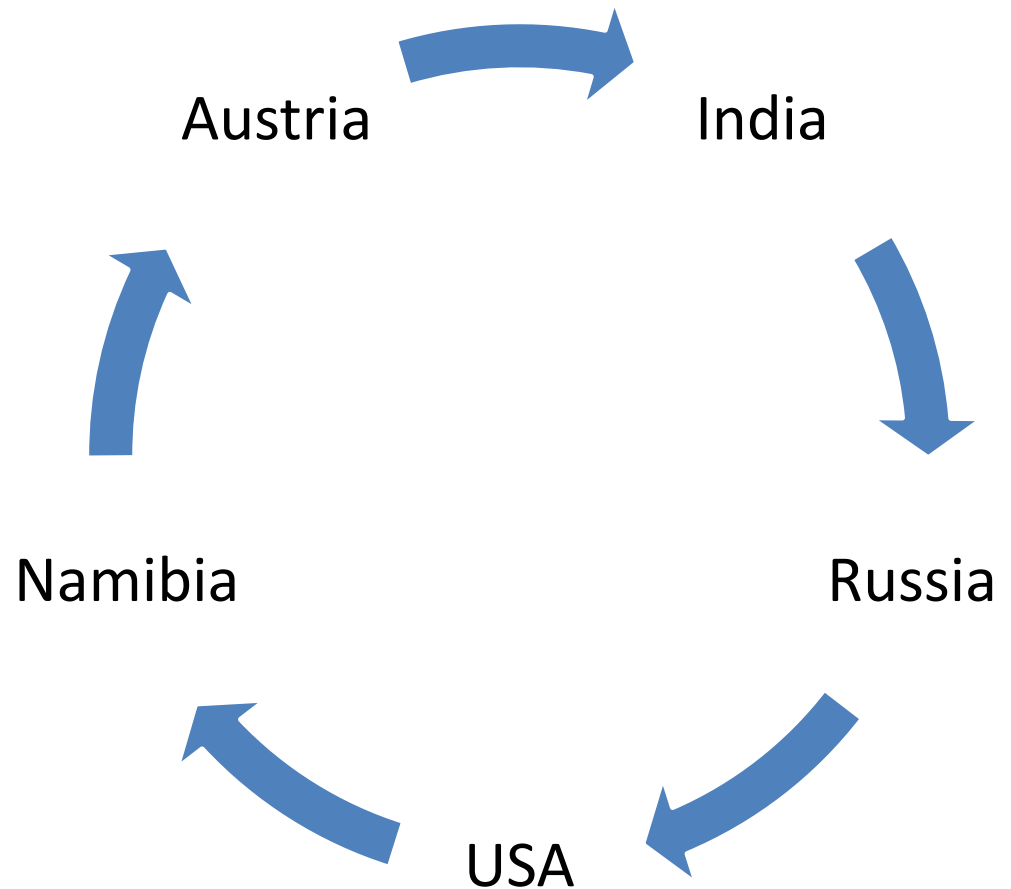
- Perception is filtered by our own culture.
- It is difficult to try to apply schemata or typologies on a foreign, unknown culture.
- We depend on our own cultural filters.

The results demonstrate clearly that learning about cultural dimensions (e.g. Hofstede, Trompenaars) alone to understand foreign cultures cannot be sufficient.

In the current globalized world with “multicollective persons and polycollective cultures” (Hansen, 2009) it is imperative to look at the topic culture in a new open minded way.

## Next steps

- Extention of the exercise to multiple cultures.
- Collection of answers on a global platform.
- Analysis of most common gaps between perception and expectation.



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