

Exorcising Dust

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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).

Competence based

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.).

Output Oriented Teaching

Student Centred



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)

Find Ads & Define Expectations

Send to India and ask questions Compare expectations with real answers



MOOC exercise

Find and post Ads

Describe why they are interesting

Discuss with colleagues on social media



ASSIGNMENTS



CONNECTIVISM

xMOOC vs. cMOOC

PARADIGMENWECHSEL

6 Weeks –6 Topics

Student centreed

eMODERATION







Example 1: Dirt Devil





"We were quite unsure, whether the concept of a devil does even exist within the Indian Culture, or within the Hindu Religion. Even if it is a well-known concept in India, we wanted to know, if fighting the Devil by exorcism was a thing that people from the Indian culture knew, and what they were thinking about it."

"Devil is used in a negative connotation so we generally do not link any product with the characteristics of the devil and here devil is used to refer dirt. So anything which is unclean is being pulled by the vacuum cleaner as the girl in the advertisement is also unclean (possessed) she is being pulled by the vacuum cleaner."



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)





Relation between Value of regional Austria and references Germany Discussion **Political** Simple Messages power in Ads Correctness



Discussion

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

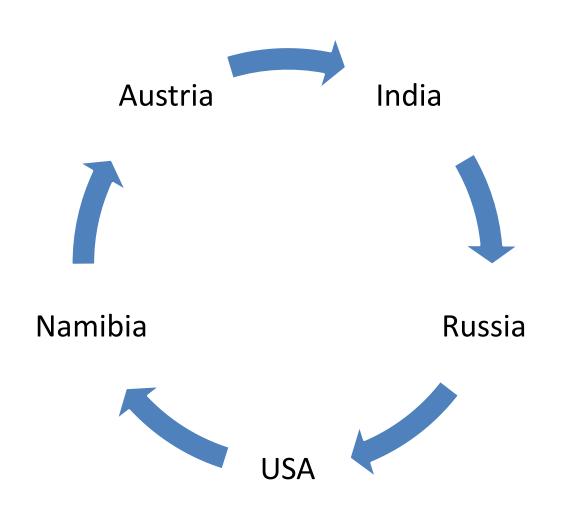
The results demonstrate clearly that learning about cultural dimensions (e.g. Hofstede, Trompenaars) alone to understand foreign cultures cannot be sufficient.

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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