



# **AN ANALYSIS OF DIFFERENT CULTURES AND THEIR IMPACT ON EXCHANGE STUDENTS**

A Comparative Study of Austria and Sweden

Victoria Rammer, BA

# AGENDA

- Initial situation
- Cultural dimensions
- Acculturation process
- Research questions and design
- First results

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- INITIAL SITUATION
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# INITIAL SITUATION

Different cultural dimensions and standards

Perception and awareness of the culture is different from person to person

Impact and consequences

... of the cultural differences on exchange students (acculturation process)

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# UNDERSTANDING THE CULTURE



*„ Culture consists in patterned ways of thinking, feeling and reacting, acquired and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e. historically derived and selected) ideas and especially their attached values.“*

(Kroeber & Kluckhohn, 1952, p.357)

# CULTURAL DIMENSION

- Hofstede (2010)

Austria	Sweden
Low Power Distance	Low Power Distance
High Uncertainty Avoidance	Low Uncertainty Avoidance
Individualism / Collectivism	Individualism
Masculinity	Femininity
Long-Term Orientation	Long-/Short-Term Orientation

# CULTURAL DIMENSION

- Trompenaars & Hampden-Turner (1996, 2012)

Austria	Sweden
Universalism	Universalism
Individualism	Individualism
Neutral	Affective / Neutral
Specific	Specific / Diffuse
Achievement	Achievement
Sequential Time	Sequential Time
Internal direction / control	Internal direction / control



# CULTURAL DIMENSION

- Hall (1990)

Austria	Sweden
Low Context Communication	Low Context Communication
Monochronic Time	Monochronic Time
High Territoriality	High Territoriality
Slow Information Flow	Slow Information Flow

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- **ACCULTURATION PROCESS**
- Research questions and design
- First results

# ACCULTURATION PROCESS



- Process of cultural and social change
- Result of an intensive exchange between two cultures
- Impact on the perception and conception of other cultures
- Progress of development within several phases

# ACCULTURATION PROCESS



## Intercultural Sensitivity

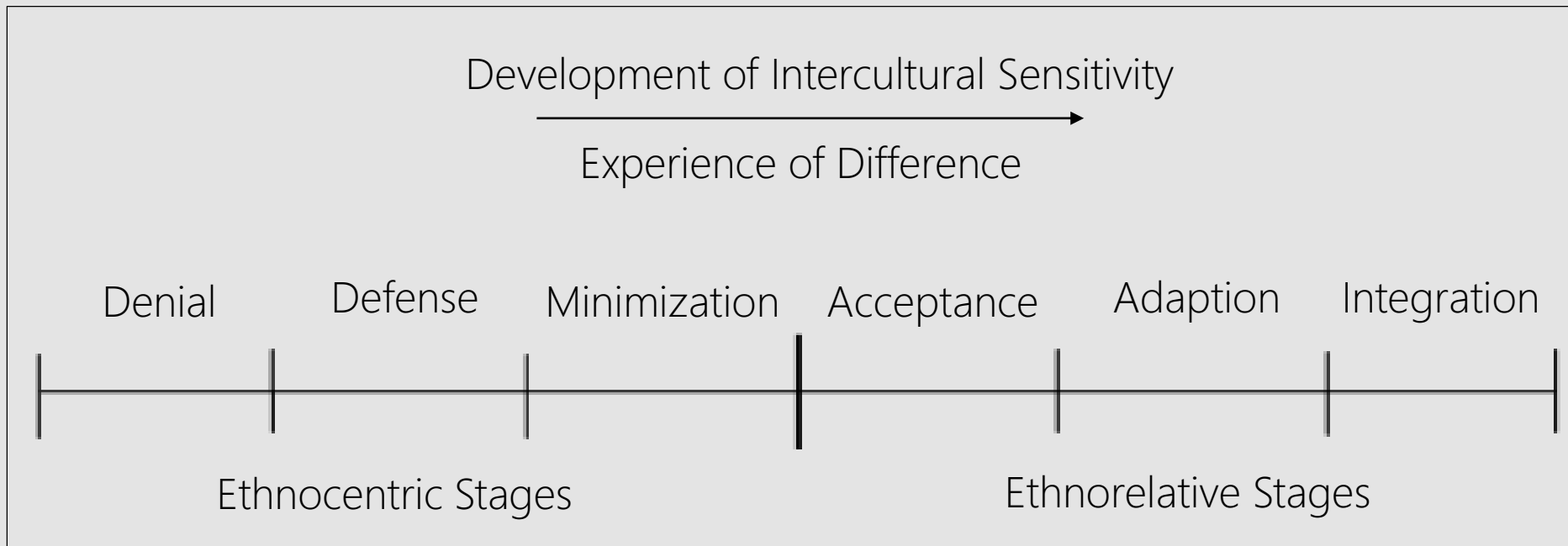
*„The key to the development of the sensitivity and the skills necessary for intercultural communication resides first in the vision [or perception] that each person has when faced with cultural difference.“*

*(Bennett, 1986)*

# ACCULTURATION PROCESS

## DMIS – Developmental Model of Intercultural Sensitivity

(Bennett, 1986, 1993; Bennett & Bennett, 2003, 2004)



# AGENDA

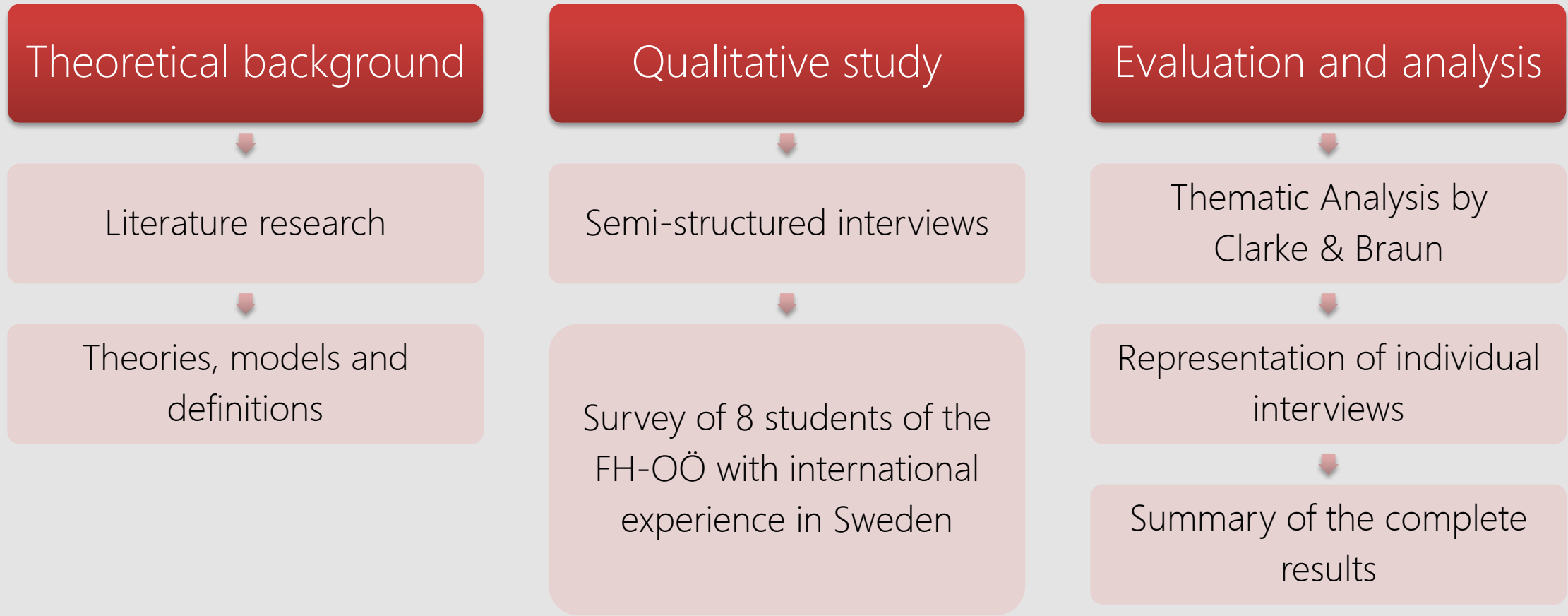
- Initial situation
- Cultural dimensions
- Acculturation process
- **RESEARCH QUESTIONS AND DESIGN**
- First results

# RESEARCH QUESTIONS



- What are the effects of the differences in cultures on the acculturation process of students abroad?
- To what extent is the development within the acculturation process possible for students abroad?

# RESEARCH DESIGN





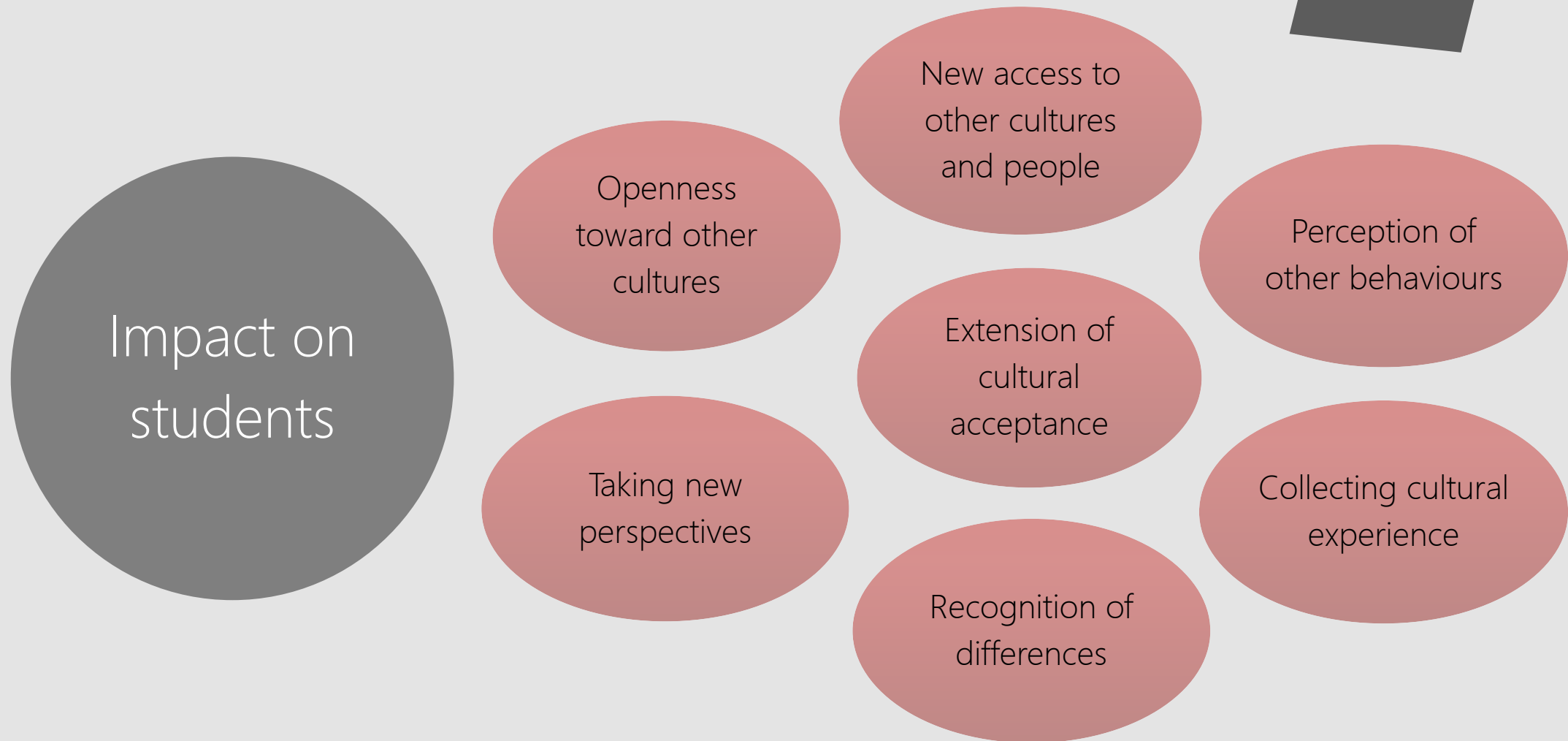
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- Initial situation
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- Research questions and design
- **FIRST RESULTS**

# FIRST RESULTS

- Development within the acculturation process
  - Different stages of development of the participants
- Different access to the culture of the country
  - Big City, Town, Country
  - Internship, studies
- Culture of the country vs. Erasmus-Culture

# FIRST RESULTS



# FIRST RESULTS- INTERVIEW QUOTES



„The Swedish culture is subtly different, but already different“  
(Participant A)

„I didn't know how different cultures can be.“ (Participant F)

„Prejudices are often taken too quickly, which can block oneself“  
(Participant E)

„I believe that no culture is inferior or superior“ (Participant C)

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**QUESTIONS?**





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