

Intercultural Perspective in Blended Mobility

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Content

■ Introduction

- Blended Learning
- Culture

■ Intercultural Perspective in Blended Mobility

- Mobility and Blended Mobility
- blended-AIM Project

■ Conclusion



Introduction

■ Blended learning

- Combination of everything
 - Face-to-face activities
 - Working in virtual environments
 - Tools and platforms
 - Support by technology (Skype, Moodle, Slack, Trello, Mooc)
- Lingual differences
- Cultural differences ?

Introduction

■ Blended learning

- Different professional areas ?
- Intercultural Perspective - challenges
 - Different national and/or cultural background
 - Different professional background
 - Communication challenges
 - Working in virtual environments

Introduction

■ Culture

- Not something that we absorb; something that we have to learn and absorb
- Set of knowledge acquired over time
- Set of customs, traditions and values of society

■ Intercultural perspective

- How we may perceive something based on the cultural and social norms
- Communities in which there is a deep understanding and respect for all cultures

Introduction

■ Cultural awareness

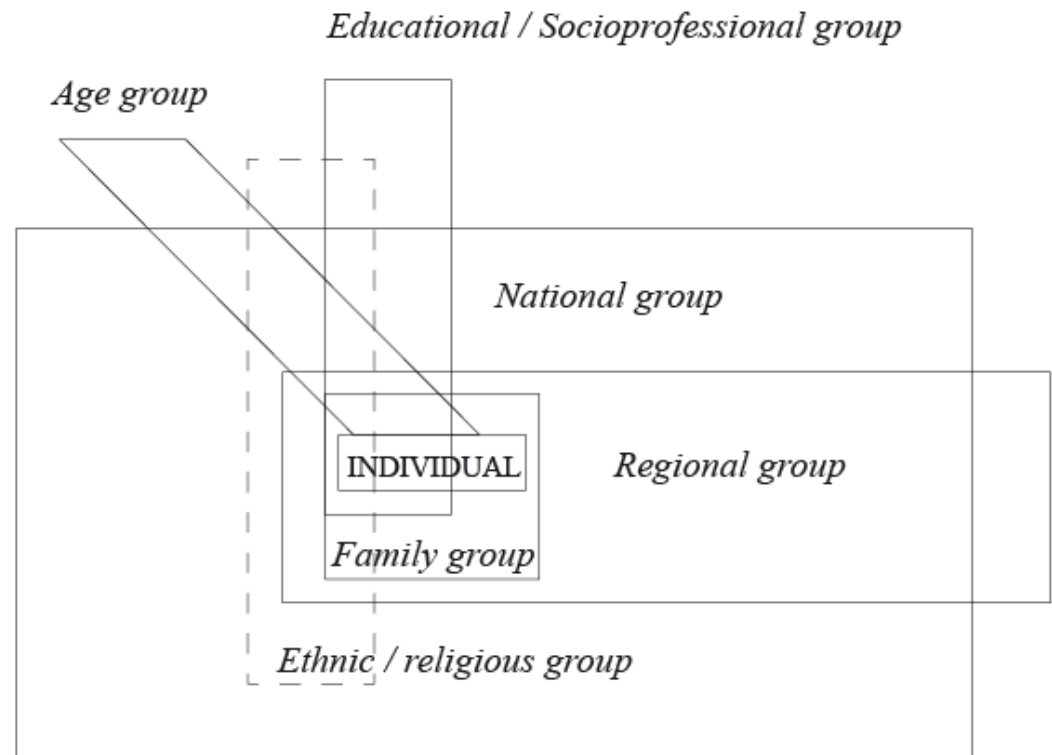
- Ability of observing culture from outside
- Foundation of communication that involves the capability of standing back from ourselves and becoming aware of different cultures, beliefs and perceptions
- Cultural awareness is based on knowledge of the foreign culture and own culture

Introduction

■ Cultural models

- Cultural Matrix, Hofstede Model, Lewis Model of Culture

■ Cultural Matrix

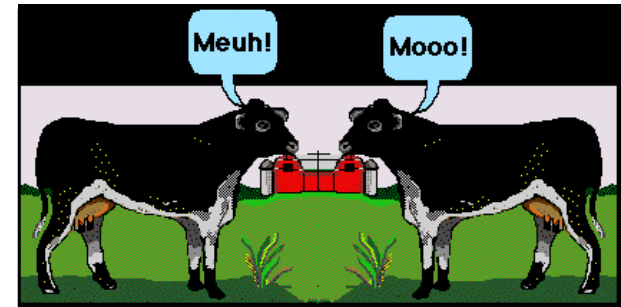


Hofstede Model (<http://geert-hofstede.com/>)

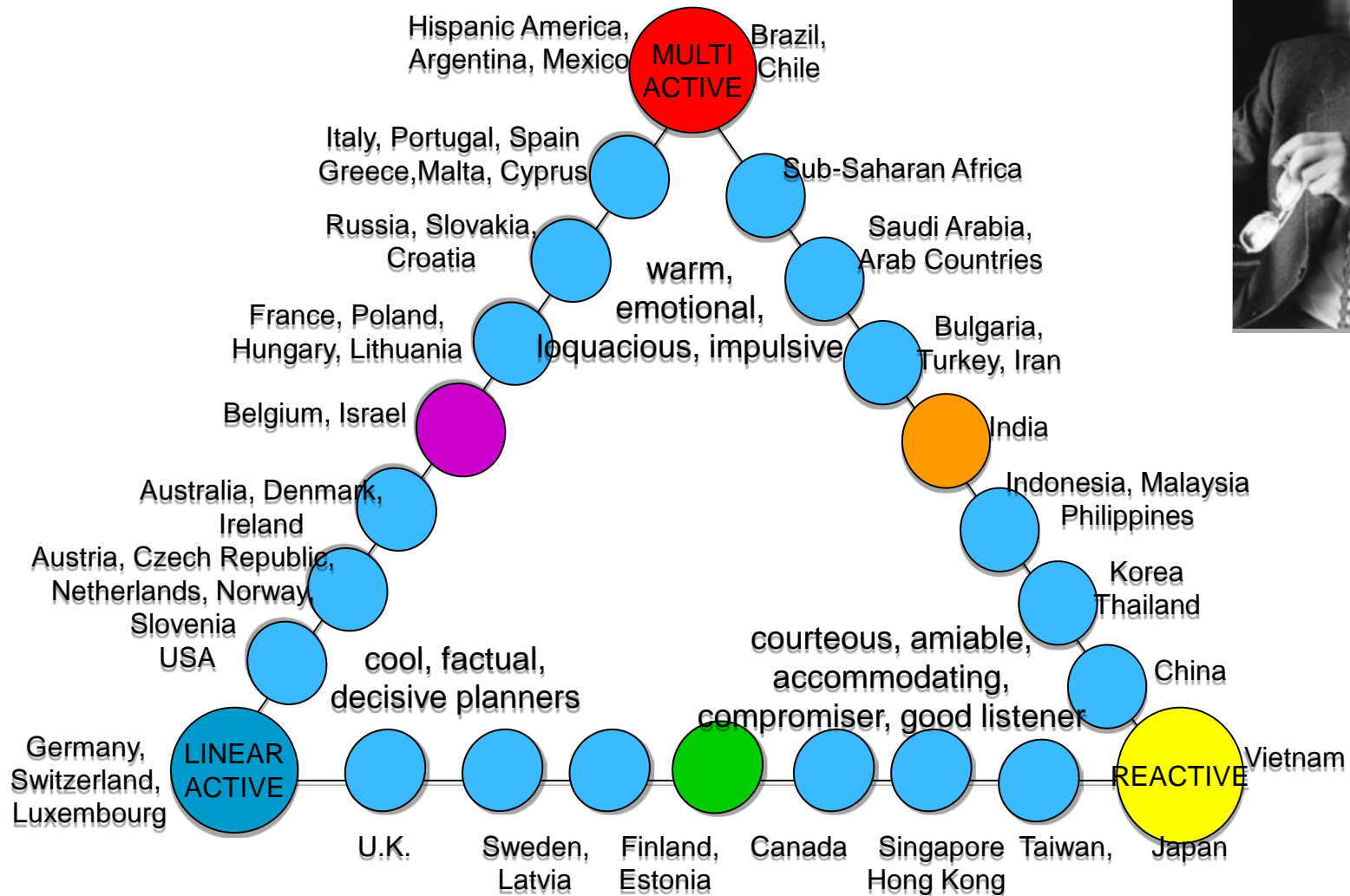


- A Dutch social psychologist who studied national and organizational cultures.
- Originally based on IBM's unique data base,
 - employee survey from 40 different countries
- Supplementing data from other sources
- Hofstede noticed systematic differences between nations in values, four dimensions

- Power Distance (PDI)
- Individualism versus Collectivism (IDV)
- Masculinity versus Femininity (MAS)
- Uncertainty Avoidance (UAI)
- New dimensions
 - Long-Term Orientation (LTO)
 - Indulgence / Restraint (IVR):



Lewis Model of Culture



Intercultural Perspective in Blended Mobility

■ Mobility

- Erasmus+ 30 anniversary
- Student Challenge
 - Do it!
 - New knowledge
 - Networks
 - Employment
 - Not do it!
 - Finances
 - Employment
 - Personal reasons



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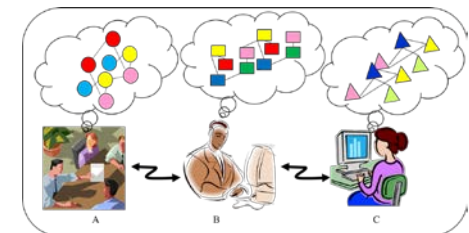
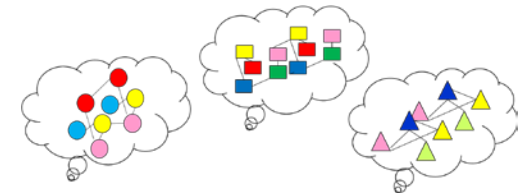
■ Mobility

- Cooperation in international projects
 - Blended learning situations
 - Face-to-face meetings
 - Distance communication
 - Tools
 - Technology support
 - Blended mobility
 - Mobility possibilities
 - Most of the time at home

Intercultural Perspective in Blended Mobility

■ Blended Mobility and Challenges

- Behavioral patterns
- Differences in languages
 - Tried to solve by models and icons; success?
- Formulation of concepts
- Misunderstandings caused by communication
- Transformations (transmission of concepts between individuals; communication)



Intercultural Perspective in Blended Mobility



■ blended-AIM project

- 2015-2018 – Erasmus KA2
- 10 partners (P, B, D, A, UK, GR, CY, I)
- 3 associate partners (IQ, P, SI)
- Students on real environment projects
 - Problems introduced by companies
 - 2 weeks face-to-face meetings (2x1 week)
 - Using virtual environments and other tools
 - Mobility at home

Intercultural Perspective in Blended Mobility



■ blended-AIM project

- Interdisciplinarity
 - Different areas of study – from Computer Science to Marketing
- Intercultural team
 - Partners from different countries
 - Students from different countries
 - Students are not studying in the home country
 - Communication problems

Intercultural Perspective in Blended Mobility



■ blended-AIM project

- Cultural preparation
 - Start before the first face-to face meeting
 - Cultural Awareness and Cooperation
 - Homework
 - Stereotypes of assign countries (positive)
 - Student presentations face-to-face
 - Discussion (students and teachers)
 - Summary
 - Working in Cultural Different Teams

Intercultural Perspective in Blended Mobility



■ blended-AIM project

- Cultural feedback
 - Homework
 - Stereotypes and reality (positive)
 - Student reports and experiences face-to-face
 - Discussion (students and teachers)
 - Summary
 - Questionnaire

Conclusion

- Intercultural Communication is an essential competence
- Different users, different cultures, languages...
 - We are shaped by our cultural and language background, which influences how we interpret the world around us, perceive ourselves and relate to other people
- Preparations are needed
 - Different levels
 - All participants

DIFFERENCES

