Intercultural Perspective in Blended Mobility

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Content

- Introduction
  - Blended Learning
  - Culture

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  - Mobility and Blended Mobility
  - blended-AIM Project

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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

LINEAR ACTIVE

- U.K.
- Sweden
- Latvia
- Finland
- Estonia
- Canada
- Singapore
- Hong Kong
- Taiwan
- Japan
- Vietnam

MULTI ACTIVE

- Brazil
- Chile
- Sub-Saharan Africa
- Saudi Arabia
- Arab Countries
- Bulgaria
- Turkey
- Iran

- Hispanic America
- Argentina
- Mexico
- Brazil
- Chile

- Italy
- Portugal
- Spain
- Greece
- Malta
- Cyprus

- Russia
- Slovakia
- Croatia

- France
- Poland
- Spain
- Hungary
- Lithuania

- Belgium
- Israel

- Australia
- Denmark
- Ireland
- Austria
- Czech Republic
- Netherlands
- Norway
- Slovenia
- USA

cool, factual, decisive planners

- Lewis Model of Culture

- warm, emotional, loquacious, impulsive

- courteous, amiable, accommodating, compromiser, good listener

factual, decisive planners

- Courteous, amiable, accommodating, compromiser, good listener
Intercultural Perspective in Blemded Mobility

Mobility

- Erasmus+ 30 anniversary
- Student Challenge
  - Do it!
    - New knowledge
    - Networks
    - Employment
  - Not do it!
    - Finances
    - Employment
    - Personal reasons
Intercultural Perspective in Blended Mobility

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

Just because you are right, does not mean, I am wrong. You just haven't seen life from my side.