

**Cultural differences
between learners and
its impact on the
development of
blended learnings**

Doris Kogler

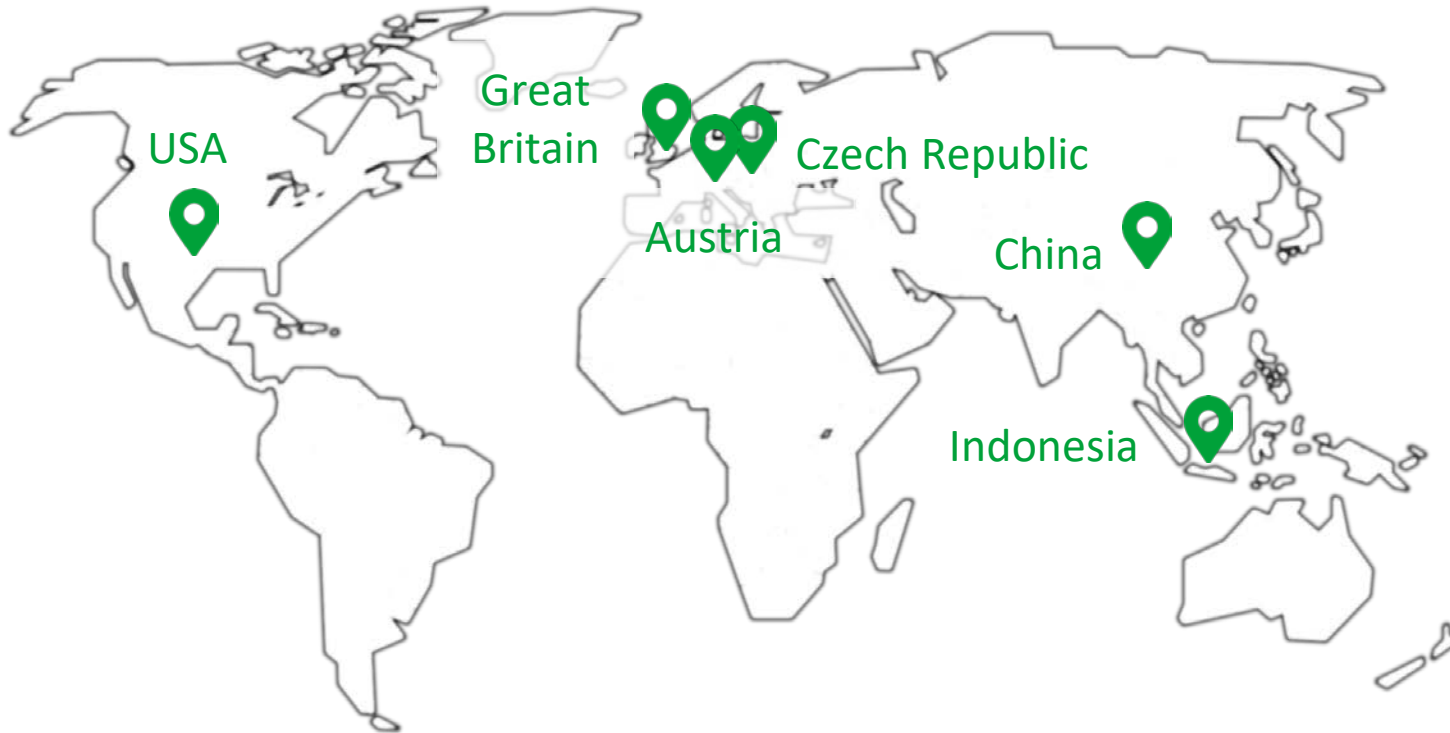
University of Applied Sciences

Upper Austria Campus Hagenberg

Cross Cultural Business Conference

18th May 2018

Countries



Research Question

What **intercultural challenges** does the conception and implementation of behavior-changing **blended learnings** bring for **shift supervisors** in Austria, China, the Czech Republic, Great Britain, Indonesia and the USA?

Methodology



literature review

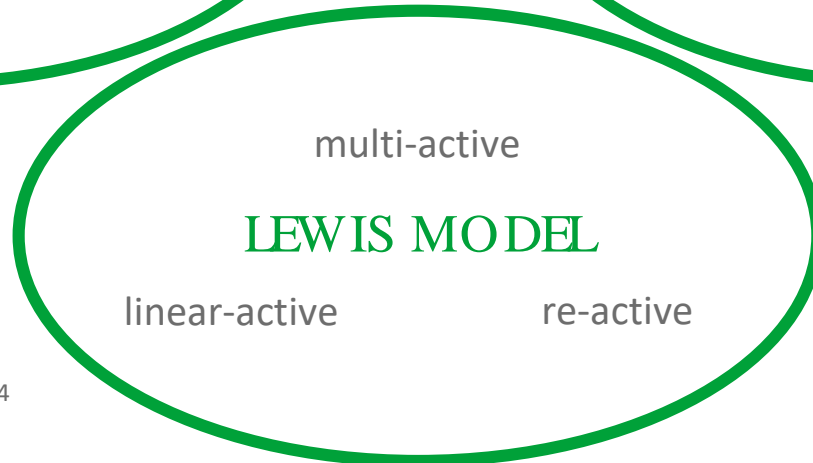
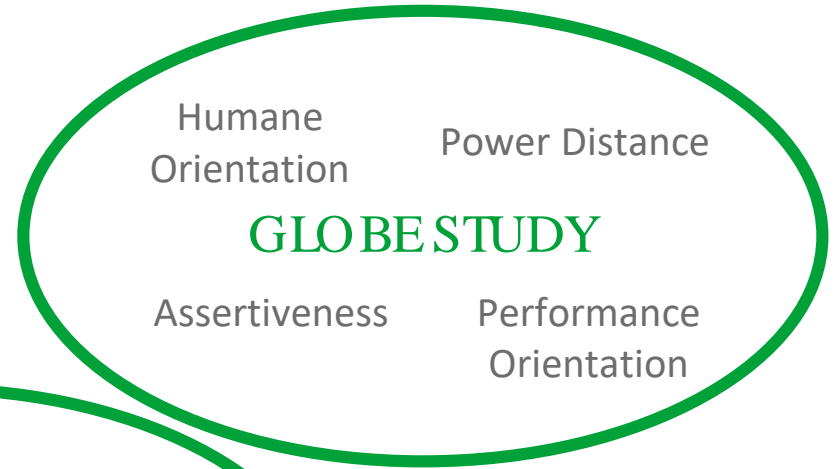
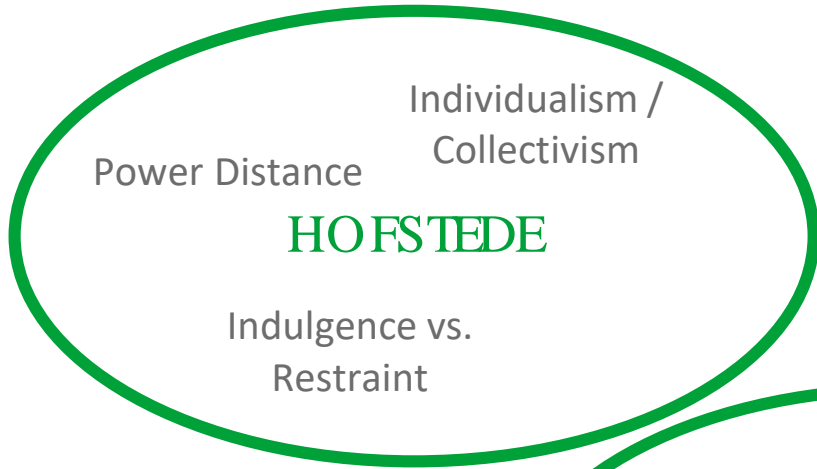


expert interviews



data analysis

Culture

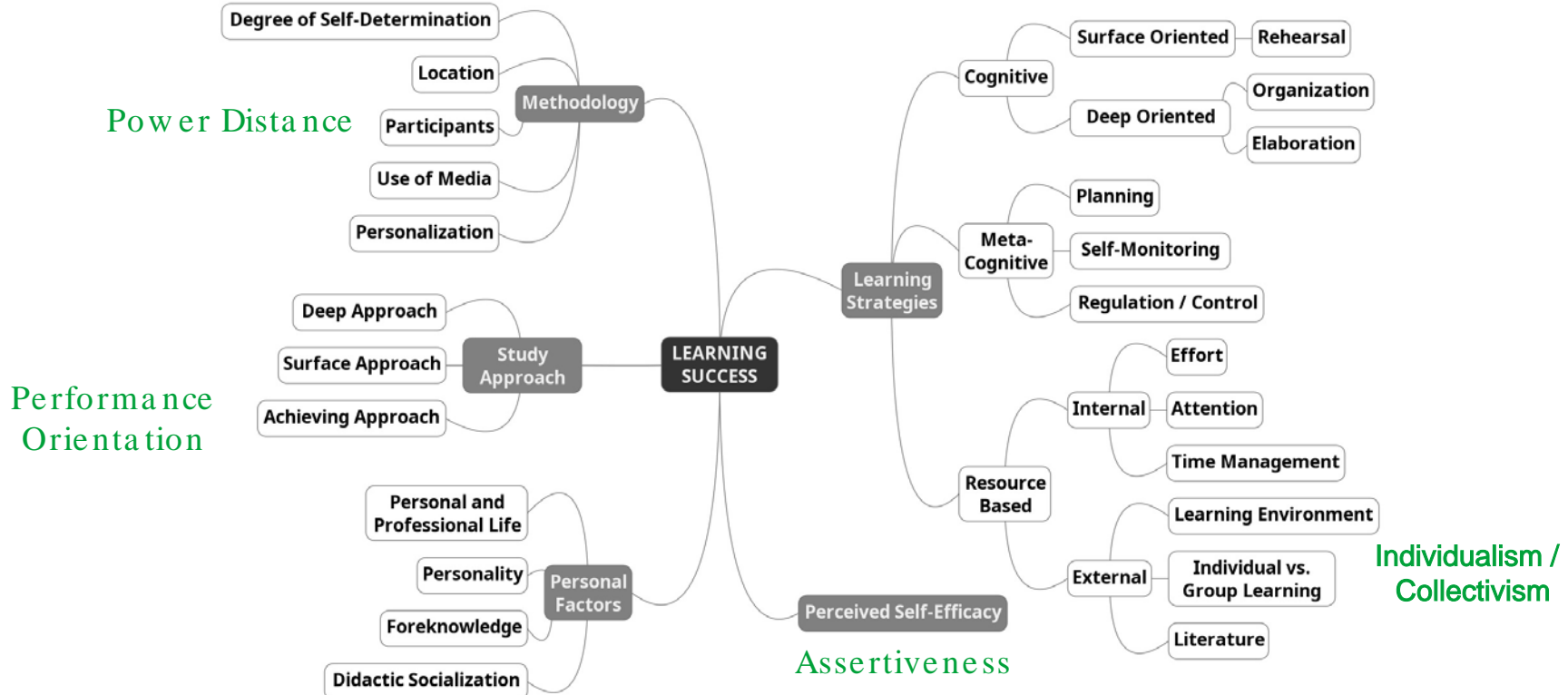


House, Hanges, Javidan, Dorfman & Gupta, 2004

Hofstede, 2011

Lewis, 2006

Learning



Own presentation based on Alonso, Blumentritt, Olderog & Schwesig (2017), Baumgartner (2014), Creß (2000), Creß (2006), Wild & Schiefele (1994), Wild (2005) and Haller (1996).

Methodology



literature review



expert interviews



data analysis

16

guided
interviews



2 x Austria

2 x China

2 x Czech Republic

2 x Great Britain

2 x Indonesia

2 x USA

4 external trainer



8 women



8 men

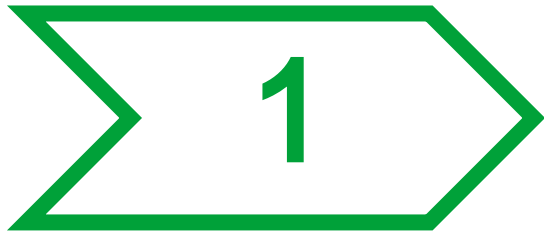


min. 20 minutes

max. 102 minutes

Ø 52,5 minutes

Methodology



literature review



expert interviews



data analysis

individual /
situational

perceived self-efficacy
desire for advanced information
desire for structures
group vs. individual learning
attitude towards eLearning

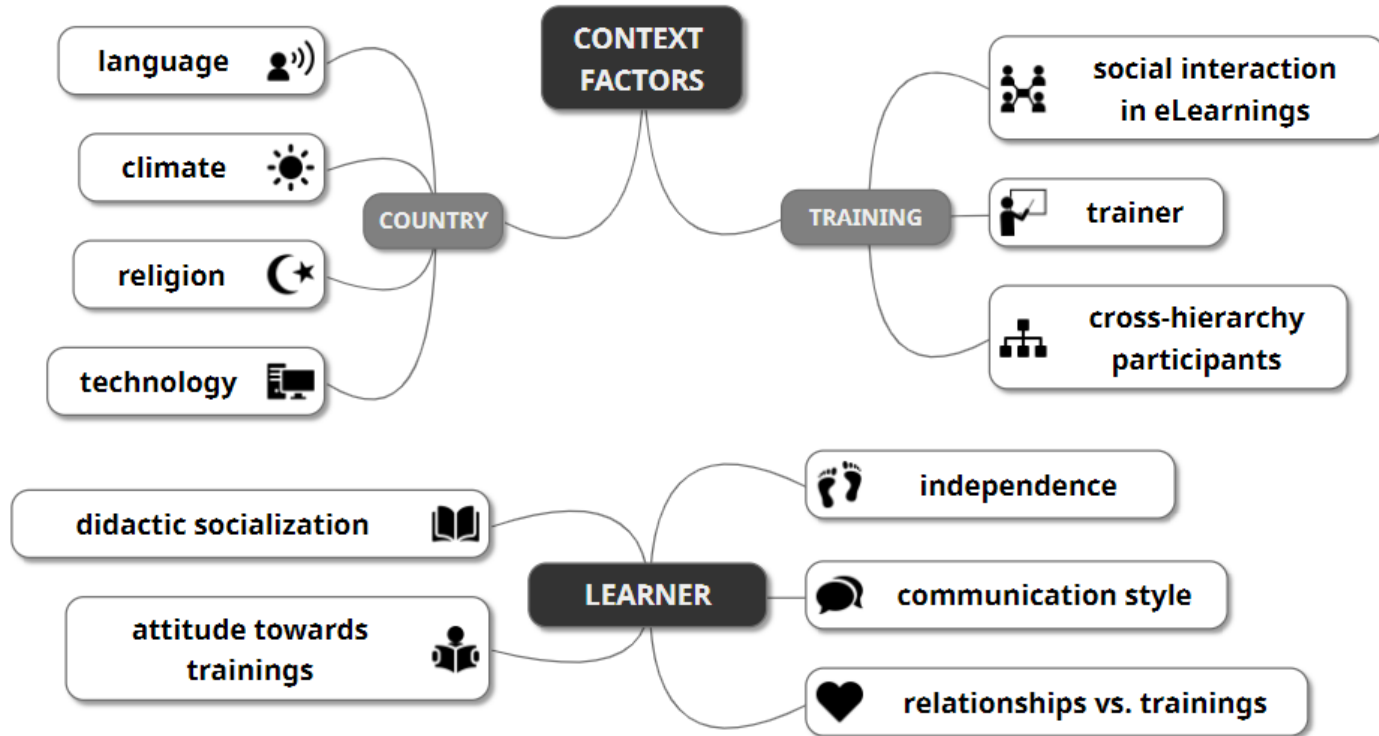
cultural

desire for personal relationships
technical barriers
religious factors
language barriers
attitude towards trainers
restrained vs. open communication

global /
company specific

concentration
desire for high practical relevance
distraction
stress
involvement motivates

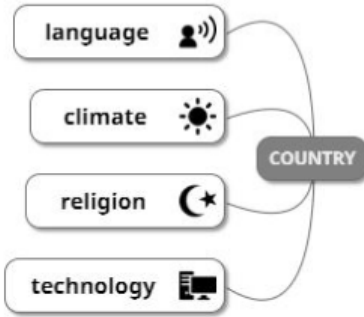
Intercultural Challenges



Intercultural Challenges





Cultural Dimensions



Assertiveness &
Performance Orientation


Indulgence vs. Restraint


 attitude towards
trainings


 cross-hierarchy
participants

Power Distance

Humane Orientation &
Individualism / Collectivism


 social interaction
in eLearnings

 relationships
vs. trainings

 didactic
socialization

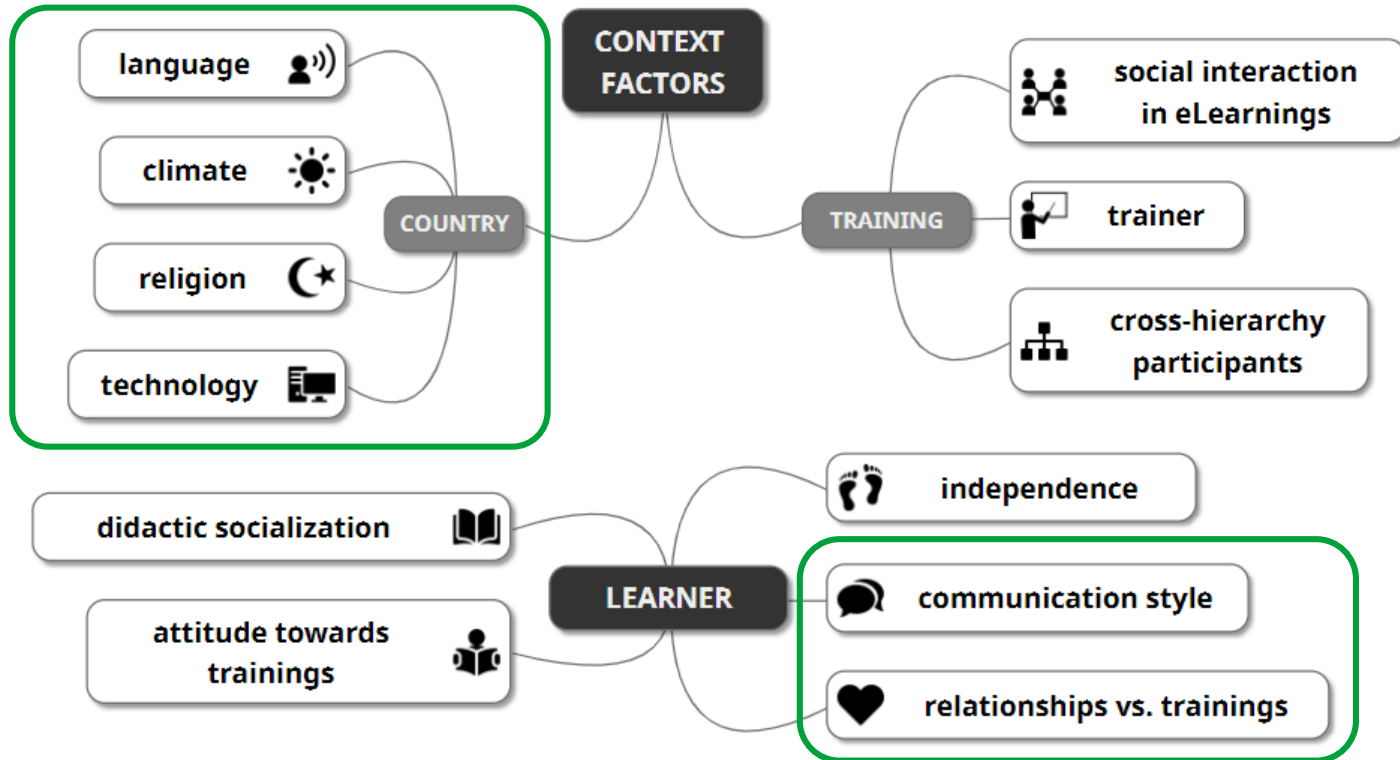
Linear-active vs. Re-active

 communication style

 trainer

 independence

Intercultural Challenges



External Factors - Country

Indonesia – Great Britain - Austria



Relationships vs. Trainings

Indonesia – Great Britain - Austria



Communication Style

Indonesia – Great Britain - Austria



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References

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