


**It Ain't What You Do, It's the Way
that You Do it:**
**Cross-Cultural Impacts and Interactions
with International Students**



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Communication Styles Across Cultures

Linear - Circular

Direct - Indirect

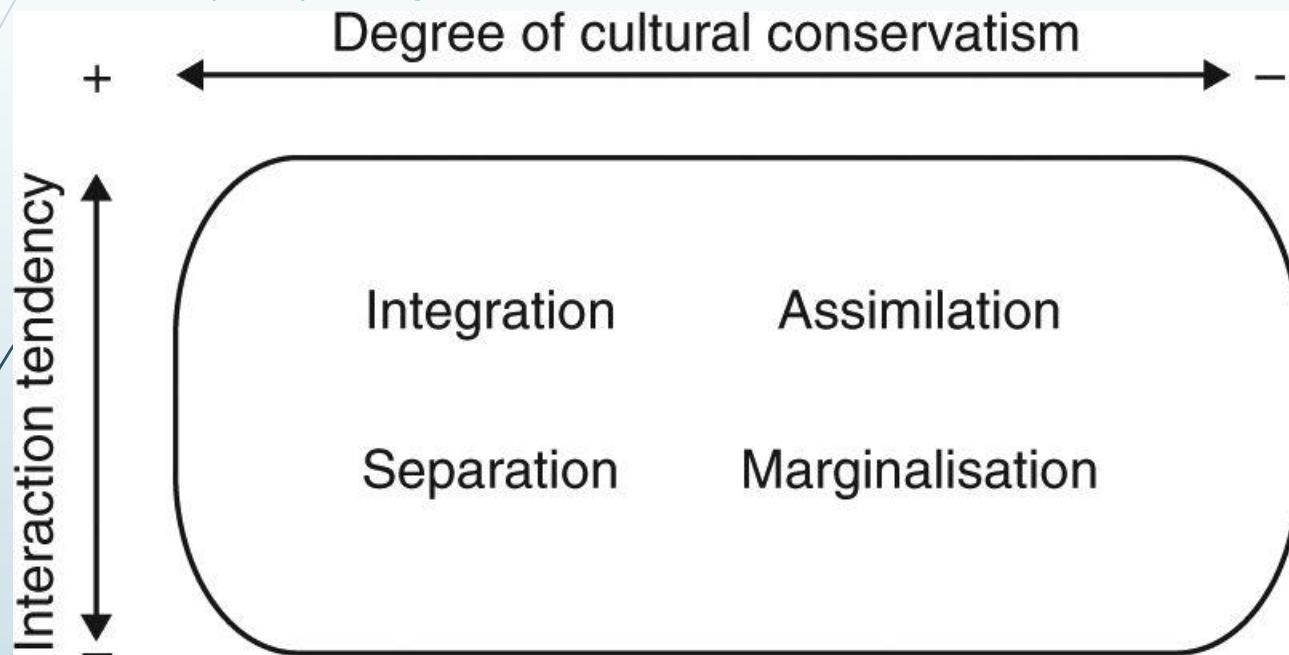
Intellectual - Relational

Restrained - Expressive



Advice from Berry (1997)

Berry, J. W. (1997) Immigration, acculturation, and adaptation. *Appl. Psychol.* **46**, 5–34





Some Statements from My Experience

- ▶ “I am not going to treat the international students any different because I am not racist – I will treat them all the same”
- ▶ “International Students are here to learn from our education systems, why would you change it and dilute it for them?”
- ▶ “At the end of the day, the students are just likes us, we just have to treat them how we want to be treated. Everybody can enjoy a good joke.”
- ▶ “Where does it stop? There are more than 130 cultures on campus!”



People differ from each other along the following dimensions/values:

- High Context - Low Context
- Hierarchical – Equal (Power Distance)
- High Uncertainty Avoidance (UA) – Low UA
- Individualism - Collectivism
- Clock – Event Orientation
- Confrontation – Avoidance
- Task – Relationship Orientation

Dimensions of Culture

High and Low Context

The extent to which communication is implicit and embedded in the context (high) or the extent to which communication is explicit (low).

What does this mean for online interactions?

Dimensions of Culture

Power Distance

Relationship to authority and the extent to which people accept the unequal distribution of power. A lower power distance means lower tolerance of inequality in distribution of power.

What does this mean for online interactions?

Dimensions of Culture

Individualism / Collectivism

Reflects the extent to which people prefer to take care of themselves and their immediate families, remaining emotionally independent from groups etc. Focus of attention differs.

What does this mean for online interactions?

Dimensions of Culture

Uncertainty Avoidance

The level to which people prefer predictability and stability. Please note that uncertainty is different to risk. Risk is usually controllable and confined to particular areas. Uncertainty is more generic and unfocused.

What does this mean for online interactions?

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Golden Rule

- Treat others how you want to be treated

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Platinum Rule of cross-cultural interactions

- Treat others how **THEY** want to be treated



Titanium Rule for intercultural education

- Understand what are the **core** non-negotiable values of the Institutions – everything else can be made culturally appropriate



Titanium Rule Exercise

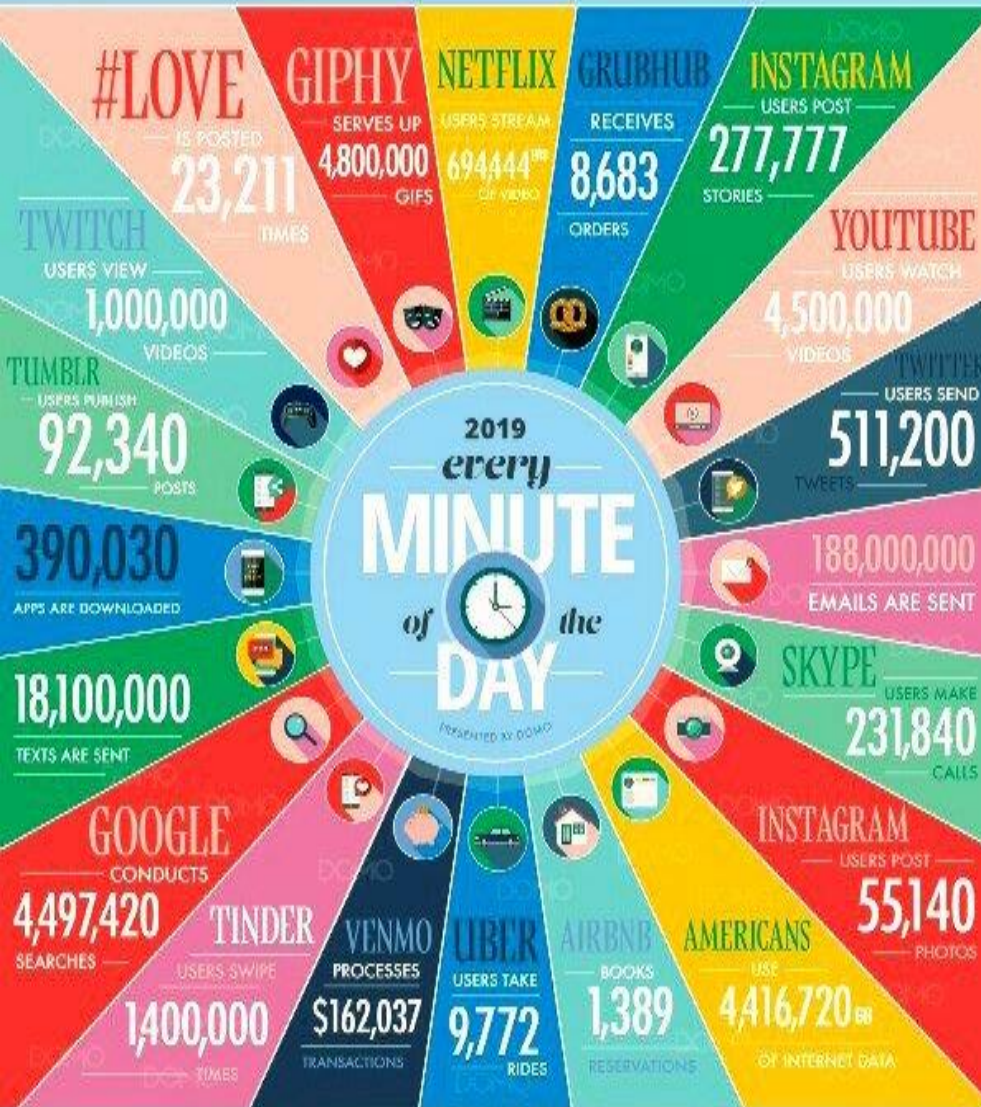
- ▶ What are the CORE values in terms of:
 - ▶ Assessment and Plagiarism
 - ▶ Respect of Staff and Students
 - ▶ Staff – Student Engagement
 - ▶ Timelines and Deadlines



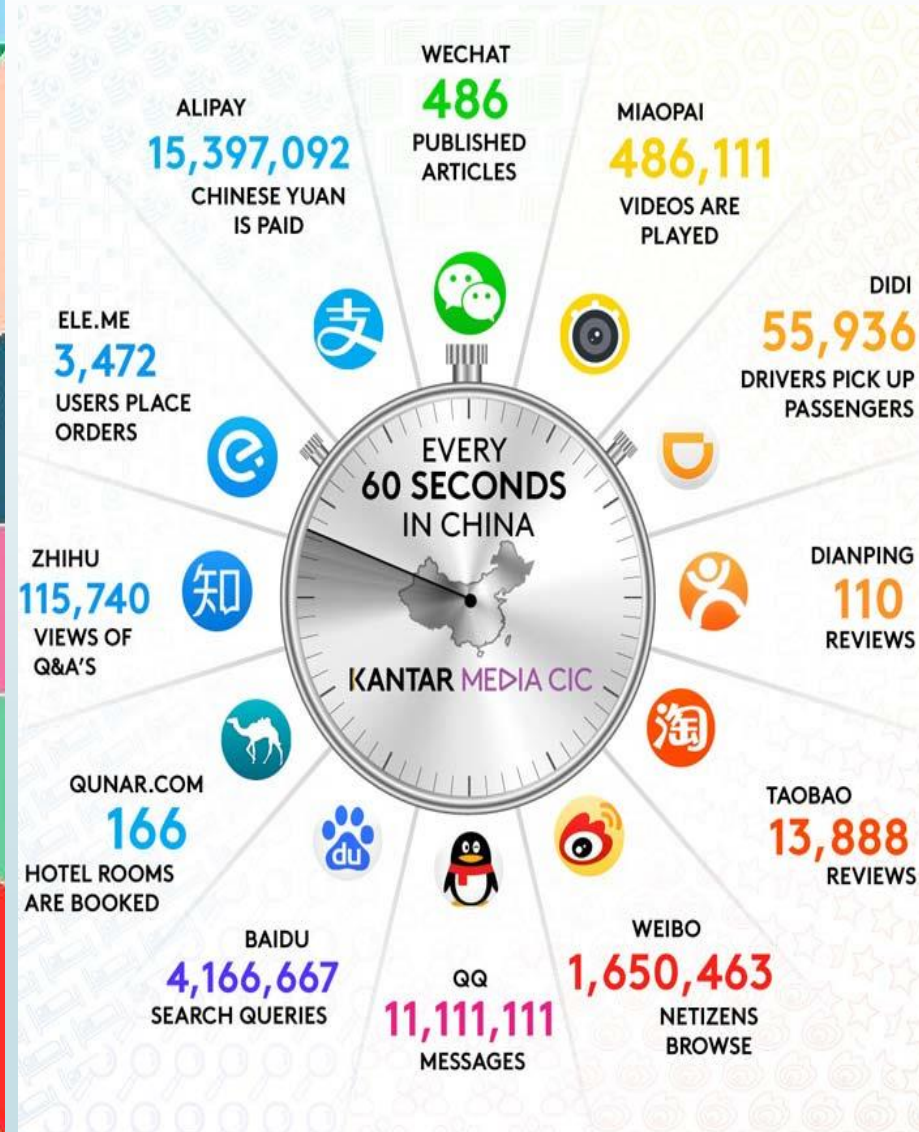
DATA NEVER SLEEPS 7.0

How much data is generated every minute?

There's no way around it: big data just keeps getting bigger. The numbers are staggering, and they're not slowing down. By 2020, there will be 44x more bytes of data than there are stars in the observable universe. In our 7th edition of Data Never Sleeps, we bring you the latest stats on how much data is being created in every digital minute.



How is the World Changing?



If there is so much information out there, why aren't we more educated or informed as a society?

Recognised and Demanded Information Needs	Recognised and Undemanded Information Needs
Unrecognised and Demanded Information Needs	Unrecognised and Undemanded Information Needs

Alzougool, Chang and Gray (2013)

Differences in Digital Environments between Home and Host Country

The image displays a collage of digital interfaces from three different countries, illustrating differences in digital environments:

- Japan (Top Left):** Shows the ICHIBAN (楽R天) website with a navigation bar in Japanese, a search bar, and various product categories like 'ランキング' (Ranking) and 'おすすめ' (Recommended).
- China (Middle):** Shows the Taobao.com Australia website. The main banner features a woman and the text '女装会场 潮流尖货低至5折' (Women's Fashion Event, Trendy Goods up to 50% off). Navigation includes '商品分类' (Product Categories), '天猫' (Tmall), '聚划算' (Juhuasuan), and '淘宝头条' (Taobao Headlines).
- South Korea (Right):** Shows a user profile page for '마이심블' (My Simble) with a navigation menu including 'Home', 'Profile', 'Diary', 'Jukebox', 'Photo', 'Board', 'Video', 'Visitor', and 'Setting'. The page also displays a 'XX twenty-six' advertisement and a '运费收得' (Shipping Fee) section.

