Research findings — cultural issues

Our research indicates the main cultural issues in TNE as:

- differences in communication style
- differences in learning styles
- differences in attitudes towards plagiarism
- need for more cultural awareness
Evaluate your team

- Does your teaching team have a shared set of principles and understandings?
- Do you share knowledge within the team?
- Do you engage in ongoing dialogue?
- Do you engage in collaboration?
- Do you provide opportunities for interaction?
If you answered “No” to the evaluation

- Cultural issues could be affecting your teaching team
- Culture affects
  - Communication
  - Interaction
  - Pedagogy
  - Assessment

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What is culture?

- Way of doing things
- Distinguishes one group from another
- Taught to new members
- Explicit and implicit
- Common values
- Shared basic assumptions
- National, organisational, group
Cultural issues in communication

- Language difference
- Non-verbal communication
- Ethnocentrism
- Stereotypes
What is Interaction?

- Ability to anticipate the other person
- Ability to predict the other person
- Ability to behave according to your needs and the needs of the other person
- Communication with a shared frame of reference
Cultural issues in interaction

- Culture and values create shared frame of reference

- Differences among cultures
  - Individualism vs Collectivism
  - Power distance
Cultural issues in pedagogy

- Role of teacher
- Teaching techniques
- Learning approaches
- Role of student

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Cultural issues in assessment

- Emphasis on performance
- Consideration of other factors
- Attitudes towards plagiarism
What can you do?

- Contextualise pedagogy and assessment
- Establish supportive mutual relationships
- Provide opportunities for interaction
- Use technology to support communication e.g. Skype
- Take cultural issues into account in procedures and regulations
Conclusions

- Transnational teaching across national and organisational cultural boundaries
- Need to manage cultural diversity
- Need to foster supportive mutual relationships

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Please be involved

- This project is funded by the Australian Learning and Teaching Council Ltd. The views expressed in this activity do not necessarily reflect the views of the Australian Learning and Teaching Council Ltd.
Project team members

Associate Professor Gavin Sanderson (UniSA)
Professor Shelley Yeo (Curtin)
Dr. Saadia Mahmud (UniSA)
Associate Professor Carmela Briguglio (Curtin)
Associate Professor Michelle Wallace (SCU)
Mrs Parvinder Hukam-Singh (TUC)
Mrs Thavamalar Thuraisingham (TUC)