

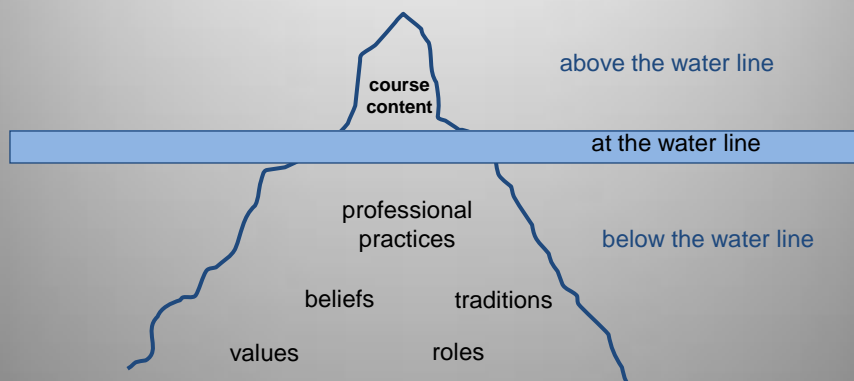
Cultural Adaptation of Learning Content

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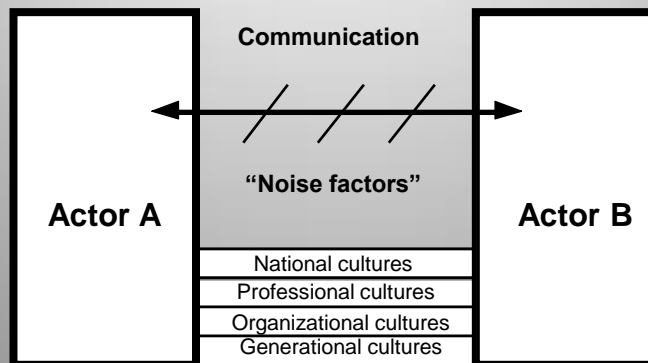
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The iceberg metaphor



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Cultural differences and their domains



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Differences in (national) cultures

Geert Hofstede has recognised different national value systems in the following areas:

- 1 Social inequality, including the relationship with authority
- 2 The relationship between the individual and the group
- 3 Concepts of masculinity and femininity
- 4 Ways of dealing with uncertainty, relating to the control of aggression and the expression of emotions
- 5 Time orientation: short-term orientation vs .long-term orientation

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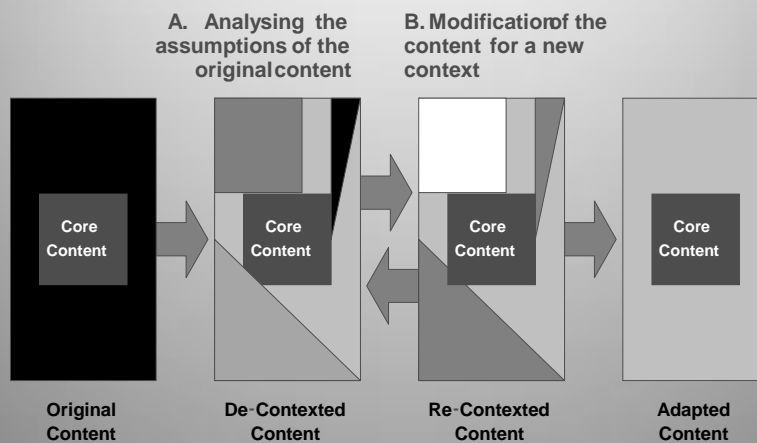
Differences in national cultures

	Power distance	Individualism	Masculinity	Uncertainty avoidance	Long-term orientation
Finland	33	63	26	59	n.a.
France	68	71	43	86	n.a.
Germany	35	67	66	65	31
Great Britain	35	89	66	35	25
Greece	60	35	57	112	n.a.
Hungary	46	80	88	82	n.a.
Italy	50	76	70	75	n.a.
Netherlands	38	80	14	53	44
Portugal	63	27	31	104	n.a.
Spain	57	51	42	86	n.a.

source: Hofstede 2004 and
<http://www.kwintessential.co.uk/intercultural/dimensions.html>

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Process of learning material adaptation (I)



based of joint work with Walt Winkler

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Process of learning material adaptation (II) - De-contextualization

- **A INPUT ANALYSIS**
 - determine the types of knowledge (both implicit and explicit) assumed in the original content
- **B CONTEXT ANALYSIS**
 - identify the cultural symbols (national, professional, organizational culture) used in original content
- **C PROPOSED ACTIONS**
 - evaluate and document the critical issues in the adaptation of the learning content to the respective country

Process of learning material adaptation (III) - Re-contextualization

- **A INPUT RE-EVALUATION**
 - determine the key areas of cultural differences between the original content and their own operating environment
- **B CONTEXT MODIFICATION**
 - define the cultural changes and alterations required to the culturally adapted version of the original content
 - author guidelines for cultural adaptation and define important cultural approaches for localized content
- **C TRANSFER ACTIONS**
 - determine and undertake the actual cultural adaptation procedures

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