



# Interactive Training Tool on Austrian Culture

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# Typology of Intercultural Trainings

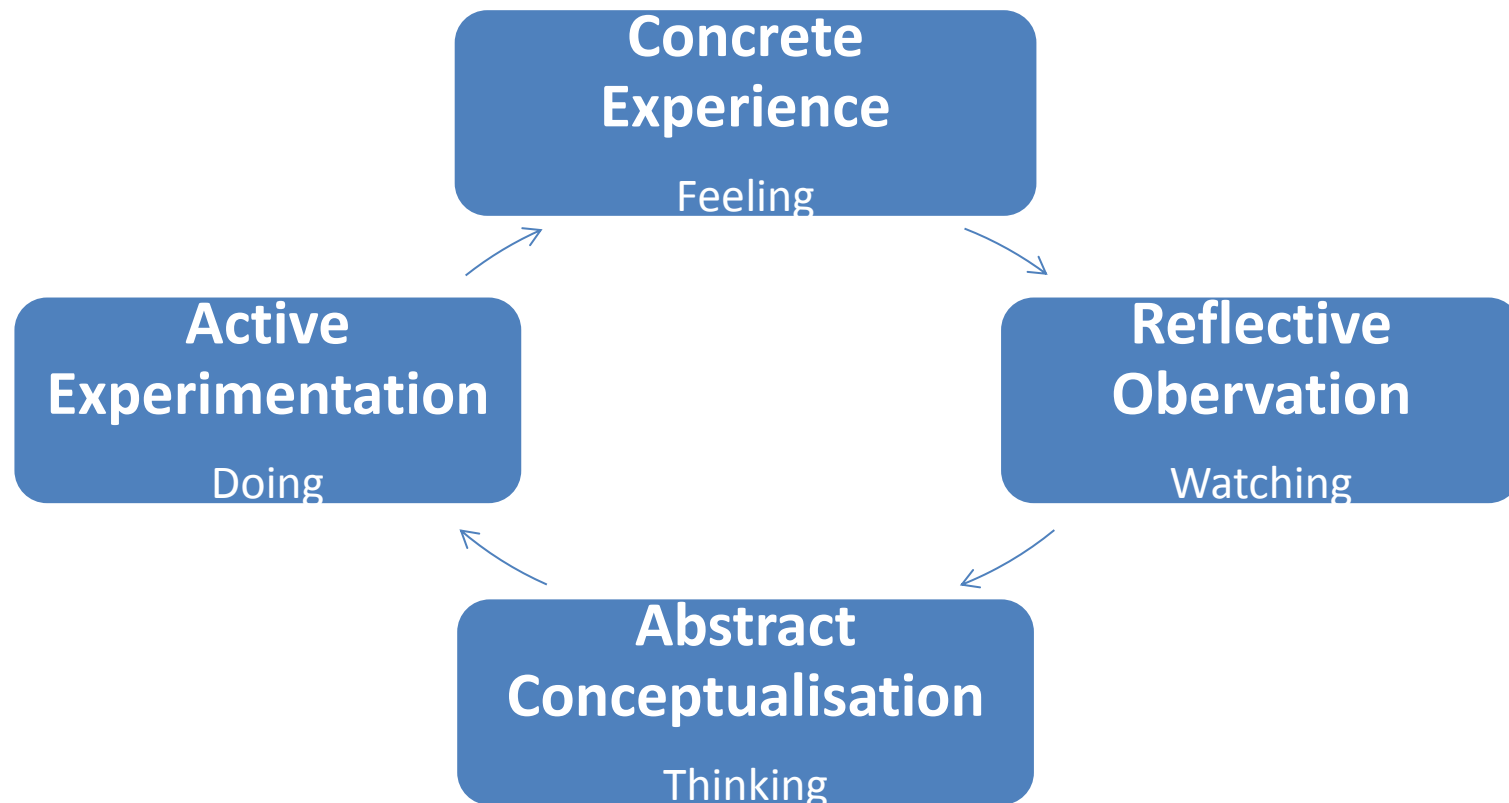
Gudykunst/Hammer classification of intercultural trainings

	Didactic	Experiential
Culture-general	Didactic culture-general	Experiential culture-general
Culture-specific	Didactic culture-specific	Experiential culture-specific

# Learning process

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- Addresses cognitive und affective learning
- Kolb's learning preference cycle



# Characteristics of Interactive Tools

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- Experiential, applied and situational learning
- Player-generated content
- Multiple perspectives



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**Let's start !!!**

# diversophy<sup>®</sup> instructions

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1. The person with the deck starts the game.
2. Read out the top card & respond as instructed.
3. The person to your left has the next turn.
4. If you do not respond, another may.  
Turn taking continues.
5. The facilitator will end the game.

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**Game over!!!**

# Zeigarnik effect

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Trainers & designers often have a need to package everything neatly

- but...
- Research (e.g. Heckhausen 2010) shows people remember interrupted, open-ended experiences better



# Feedback

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- 1. What insights did you have playing the game?**
- 2. Do you already use similar tools in your trainings/teaching?**
- 3. In which settings would you apply this method?**
- 4. Which advantages and challenges do you see?**

# Debriefing questions

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1. What insights did you have playing the game?
2. Which could you apply now in some way?
3. What did you learn about each other's values?
4. What would you like to know more about?

*You have \_ minutes for this discussion. Choose someone to summarize your team's experience.*

# Advantages

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- Culture-specific information
- Self-reflection
- Interactive – group members are invited to share; the extent is up to the individual
- Flexible – can be modified by instructor
- ....

# Advantages

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- Different levels: you will find that the information conveyed or topics covered are reaching different levels of prior knowledge – flexibility for the trainer to adapt to different target groups: students, business, family, etc.

# Gamification

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- “Gamification” as a term that originated in the digital media industry. (Deterding 2011, 1)
- Idea of using game design elements in non-game contexts to motivate
- Directly affects engagement and motivation
- Indirectly leads to acquiring knowledge and skills

# Status quo/Road ahead

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Gamification currently attracts attention of:

- Marketing and customer engagement
- Interaction design and digital marketing

Digital tools in Intercultural Training?

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*Learning is a process of creating knowledge.*  
(Kolb, 1984,p. 36)

# Literature

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