

The logo features a stylized 'C' composed of concentric green and blue circles, with a vertical green bar to its left.

ICIC 2010

International Conference
on Intercultural Collaboration



18 - 20 August 2010
Copenhagen Business School

Conference Program

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Welcome

It is our great pleasure to welcome you to the 3rd Association for Computing Machinery's International Conference on Intercultural Collaboration – ICIC 2010. This conference is a continuation of IWIC'07, which was held in Kyoto, and IWIC'09 which was held at Stanford University in Palo Alto, USA. The latter was formalized as an ACM workshop, and this is also the format of this year's conference. The mission of the conference is to bring together researchers from a variety of disciplines and provide a forum to discuss research related to intercultural collaboration, from technical, linguistic and socio-cultural perspectives. We hope that the conference proceedings will serve as a valuable reference for researchers interested in various theoretical and methodological approaches to intercultural collaboration.

Putting together ICIC 2010 was a team effort. We would like to thank the authors and panelists for providing the content of the program. We would also like to express our gratitude to the program committee and external reviewers, who worked hard in reviewing papers and providing suggestions for their improvement, and the entire conference committee for all of their efforts over the last months. Thanks to staff members at Center for Applied ICT and Department of Intercultural Communication and Management, Copenhagen Business School, who assisted with various aspects of conference planning. Finally, we would like to thank our sponsor, ACM SIGCHI, for support of this conference, and the organizations and foundations whose generous donations made this conference possible. The success of a conference depends on the financial support received. Cisco supported ICIC 2010 as a Benefactor and Intel supported ICIC 2010 as a Friend of ICIC. The conference also received grants from the Danish Council for Independent Research and the Ministry of Science, Technology, and Innovation in Denmark, as well as from four Danish foundations – FUHU, the Hedorf Foundation, the Knud Højgaard Foundation, and the Otto Mønsted Foundation. A grant from the US National Science Foundation made it possible for us to carry out a special doctoral workshop.

As you will see from looking through the program, the conference offers many opportunities for coming into contact with a variety of researchers from different walks of life and to network with those who have shared interests. We encourage you to engage with all of these to enjoy the full richness of the conference.

We hope that you will find this program interesting and thought-provoking and that the conference will provide you with a valuable opportunity to share ideas with other researchers and practitioners from institutions around the world.

Pamela Hinds

ICIC 2010 General Co-Chair
Stanford University

Anne-Marie Søderberg

ICIC 2010 General Co-Chair
Copenhagen Business School

Ravi Vatrapsu

ICIC 2010 General Co-Chair
Copenhagen Business School

Introduction

We are delighted to present the technical program for the International Conference on Intercultural Collaboration, ICIC 2010. As noted elsewhere, this is the third conference in a series. The call for papers attracted 39 regular submissions and 38 late-breaking submissions from Asia, Europe, North America, the Middle East and Latin America. The program committees accepted 18 regular papers and 29 late-breaking papers. In addition to these papers, the conference also included two keynote speakers and one panel. Bjørn Z. Ekelund (Human Factors Norway) is the keynote speaker on the first day, and Jemilah Mahmood (United Nations, Mercy Malaysia) is the second day's keynote speaker.

The members of the Program Committee and all of the reviewers are listed elsewhere in these proceedings. We are grateful for the careful attention all of these people gave to the submissions. This is still an emerging community, and we are delighted that so many people are willing to help it along.

We expect that these proceedings, along with those from the previous two conferences, will constitute a rich resource for those interested in intercultural collaboration. The diversity of topics revealed across the three conferences shows what a lively and growing area this is. We hope you find the program useful and inspirational as you try to grapple with the complex issues involved in intercultural collaboration. We hope that you will find this program interesting and thought-provoking and that the symposium will provide you with a valuable opportunity to share ideas with other researchers and practitioners from institutions around the world.

Toru Ishida

ICIC 2010 Program Co-Chair
Kyoto University

Martha Maznevski

ICIC 2010 Program Co-Chair
International Institute for Management Development

Gary Olson

ICIC 2010 Program Co-Chair
University of California-Irvine

Sponsors & Donors

Sponsors



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Gary Olson (University of California-Irvine, USA)

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Vanessa Evers (University of Amsterdam, The Netherlands)

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Additional reviewers: (In alphabetical order : By Last Name)

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Ban Al-Ani	Nancy Ide	Lilach Sagiv
Nicholas Athanassiou	Lilly Irani	Till Schuemmer
Zeynep Aycan	Toru Ishida	Virach Sornlertlamvanich
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Colette Frayne	Judy Olson	Lena Zander
Nori Furuya	Joyce Osland	Mary Zellmer-Bruhn
Susan Fussell	Mauray Peiperl	Qiping Zhang
Sharon Glazer	Ujvala Rajadhyaksha	Chen Zhao
Julia Gluesing	Alakaa Rao	

Conference Venue

Venue: Copenhagen Business School
Kilen, Kilevej 14A
Frederiksberg, DK-2000 Denmark

Travel Information

By train: At the end of Terminal 3 at Copenhagen International Airport there is direct access to a train station. From the train station you have a twelve-minute train ride to the Central Station in Copenhagen - in Danish called Hovedbanegården. During the day trains run regularly every ten minutes. For planning your trip by train, visit www.dsb.dk.

By metro: The Metro station is located at the end of Terminal 3 and is covered by the roof of the terminal. The travel time from the airport to Copenhagen Business School – stops at Frederiksberg and Fasanvej(Solberg)-- is approximately 25 minutes.

Tickets for the Metro are available at the Metro station and at the DSB ticket sales counter in Terminal 3. Please note that the ticket machines do not accept notes, only coins and cards such as the Dankort, VISA, etc. A single ride ticket from Copenhagen Airport to the city centre costs DKK 31.50 – approximately € 4.25 – and the ticket is valid for 1 hour. A three-zone multi-ride ticket with ten clips (rides) costs DKK 170. Lufthavnen is the airport in Danish

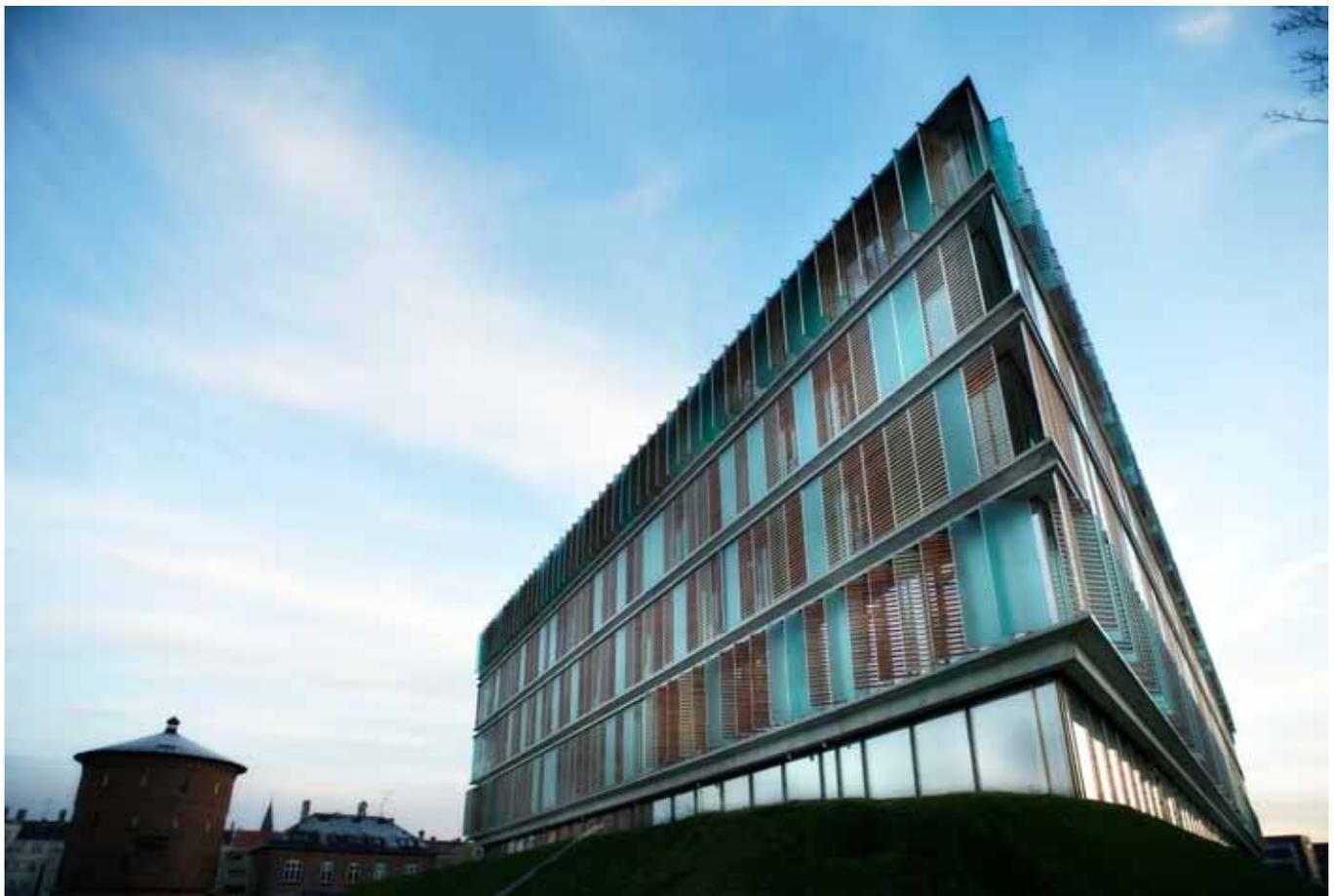
Getting to Copenhagen Business School

CBS is a campus university with five main buildings in Frederiksberg, a municipality encapsulated by Copenhagen. It is unique in that it has three metro stations connecting all the buildings and allowing fast and easy access to downtown Copenhagen (6 minutes) and the airport (21 minutes). You can also get to CBS by bus: number 18 (Falkoner Alle), 29 (Nylandsvej), 39 og 100S (Nordre Fasanvej).

Tickets

A single-ride (two-zone) ticket costs DKK 21 while a two-zone multi-ride ticket with ten clips (rides) costs DKK 130 (as of May 2008). The two-zone ticket allows you to ride unlimited on busses and/or metro for one hour - Cash tickets can be bought on busses (do not bring large notes) and inside all train and Metro stations.

The multi-ride tickets are also available in most kiosks/newspaper stands and supermarkets. You may choose to purchase a Copenhagen Card that allows you to ride all public transportation as much as you like at no extra charge.

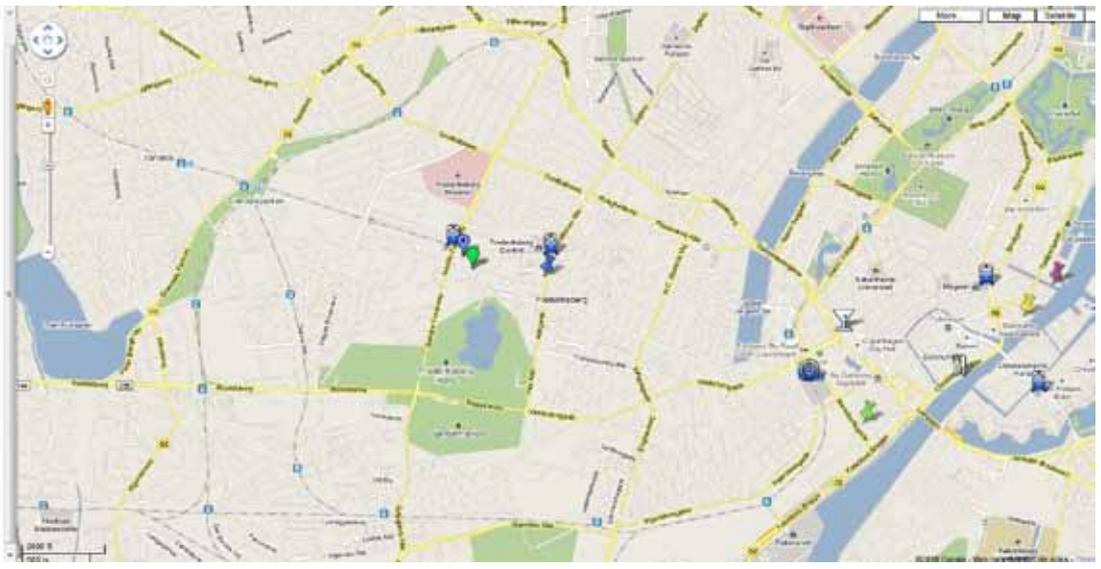


Maps



ICIC 2010 in Copenhagen, Denmark
 This is a Google Map of the Conference, Hotel and Gala Dinner locations for the 3rd ACM International Conference on Internet-Collaboration (ICIC 2010).

- <http://maps.google.com/maps?hl=da&ll=59.402219,12.581111>
 Created on Jul 27 - Updated 10 hours ago
 By Sae
- ★ ★ ★ ★ ★ **Hotels - Accommodations**
 - ✈️ **CPH Copenhagen Airport**
Kastrup International Airport
 - 🚉 **Frederiksberg Metro Station**
(Railroad S73 Frederiksberg)
 - 🚉 **Copenhagen Central Station**
(Railroad C1000 City)
 - 🚉 **Copenhagen Metro Station**
(Metro M1 Nyhavn & Copenhagen Strand)
 - 🚉 **Frederiksberg Metro Station**
(Metro M2 Conference and Doctoral Workshops)
 - 🚉 **Christianshavn Metro Station**
(Railroad T1 and Gala Dinner)
 - 🚉 **Ballerup S73 Frederiksberg Hotel**
Mink Conference Hotel
 - 🏠 **GRIN Hotel City**
Doctoral Workshops & Student Volunteer Hotel
 - 🏠 **21 Nyhavn Hotel**
Conference Hotel
 - 🏠 **Hotel Copenhagen Strand**
Conference Hotel
 - 🏠 **Conference Venue**
Køln, Nørre Tjørnsvej Copenhagen Business School
 - 🏠 **Doctoral Workshops**
Frederiksvej 12, 5 floor, Copenhagen Business School
 - 🏠 **City Hall Building for Gala Dinner**
Conference Reception, 11:00 on 11-Aug-2010
 - 🏠 **Gala Dinner**
Restaurant Green K, Søren Hørlingsgade Plads 1



At a Glance: Day 1 Thursday 19 August

Morning

8.30 – 9:30

Registration

9:00 – 9:10

Welcome: Johan Roos, president of Copenhagen Business School

9:10 – 9:15

Opening: Program Chairs

9:15 – 10:30

Keynote #1: Bjørn Z. Ekelund

10:30 – 10:50

Break

10:50 – 11:50

Paper Session #1: Diversity Management and Globally Distributed Teams

Noon

11.50 – 13.20

Lunch, Late Breaking Papers, Demos & Doctoral Workshop Posters Session #1
Intercultural Communication, Virtual Teams, and Technology

Afternoon

13.20 – 14:20

Paper Session #2: Media and Design for Intercultural Collaboration

14:20 – 14:30

Break

14:30 – 15:30

Paper Session #3: Machine Translation Mediated Communication

15:30 – 15:50

Break

15:50 – 16:30

Town Hall Meeting and Closing for Day 1

Evening

18:00 – 23:00

Canal Cruise and Gala Dinner

At a Glance: Day 2 Friday 20 August

Morning

8.30 – 9:30

Registration

9:00 – 9:15

Opening

9:15 – 10:30

Keynote #2: Jemilah Mahmood

10:30 – 10:50

Break

10:50 – 11:50

Paper Session #4: Intercultural Communication

Noon

11.50 – 13.20

Lunch, Late Breaking Papers, Demos & Doctoral Workshop Posters Session #2
Exploring Culture and Cross-Cultural Interactions

Afternoon

13.20 – 14:20

Paper Session #5: Socio-Technical Interactions

14:20 – 14:30

Break

14:30 – 16:00

Panel: The Tension between Local and Global Practices: Evidence from the Field

16:00 – 16:20

Break

16:20 – 17:20

Paper Session #6: Machine Translation Mediated Communication

17:20 – 18:30

Conference Closing & Wine Reception

At a Glance: Full Papers

Thursday 19 August

Friday 20 August

10:50-11:50 | Full Papers Session #1: Diversity Management and Globally Distributed Teams

Chair: Judy Olson

Diversity management in practice the case of diversity work in a Swedish municipality

Annette Risberg

Using Virtual Interactions to Explore Leadership and Collaboration in Globally Distributed Teams

Sheena Lewis, Jason Ellis & Wendy Kellogg

Chair:

Intercultural encounters in off shoring - liaison roles of Host Country Nationals in knowledge sharing, examples from a Danish MNC in Malaysia

Torben Andersen & Vlad Vaiman

13:20-14:20 | Full Papers Session #2: Media and Design for Intercultural Collaboration

Chair: Vanessa Evers

Blogging through Conflict: Sojourners in the Age of Social Media

Ban Al-Ani, Gloria Mark & Bryan Semaan

Shopping for Sharpies in Seattle: Mundane Infrastructures of Transnational Design

Lilly Irani, Paul Dourish & Melissa Mazmanian

Using the Web to Develop Intercultural Understanding: A Dynamic Methodology

Gilberte Furstenberg

14:30-15:30 | Full Papers Session #3: Machine Translation Mediated Communication

Chair: Naomi Yamashita

Influence of Detecting Inaccurate Messages in Real-time Remote Text-based Communication via Machine Translation

Mai Miyabe & Takashi Yoshino

Machine Translation Effects on Group Interaction: An Intercultural Collaboration Experiment

Ari Hautasaari

Automatically Generated Captions: Will it Help Foreigners Communicate in English?

Nobuhiro Shimogori, Tomoo Ikeda & Sougo Tsuboi

10:50-11:50 | Full Papers Session #4: Intercultural Communication

Chair: Lisbeth Clausen

Culture as Communication: a theory of perception and dissonance in intercultural interaction

Olivier Irrmann

"All of a sudden we had this dialogue": Intercultural computer clubs' contribution to sustainable integration

Anne Weibert & Volker Wulf

Borneo Children in an International Digital Playground: Intercultural issues and idiosyncrasies

Fitri Mohamad, Alvin Yeo, Norazila Abdul Aziz & Sou-bakeavathi Rethinasamy

13:20-14:20 | Full Papers Session #5: Socio-Technical Interactions

Chair: Gloria Mark

Explaining Culture: An Outline of a Theory of Socio-Technical Interactions

Ravi Vatrapu

A Socio-Technical Approach to Making Explicit Interculturality in Collaborative Multi-disciplinary Settings

Souleymane Boundaouda Camara & Jose Abdelnour-Nocera

Technology-Supported Cross Cultural Collaborative Learning in the Developing World

Christopher Hoadley, Sameer Honwad & Kenneth Tamminga

16:20-17:20 | Full Papers Session #6: Cross-Cultural Study

Chair: Markus Vodosek

Comparing Privacy Attitudes of Knowledge Workers in the U.S. and India

Sameer Patil, Alfred Kobsa, Ajita John & Doree Seligmann

The Cultural Determinants of Strategic Bias: A Study of Conflict Resolution in an Interactive Computer Game

Jolie Martin & Cleotilde Gonzalez

Cultural Influences in Collaborative Information Sharing and Organization

Ravi Vatrapu & Daniel Suthers

At a Glance: Late Breaking Papers

Thursday 19 August

Friday 20 August

11:50-13:20 | Late Breaking Papers Session #1: Intercultural Communication, Virtual Teams, and Technology

Intercultural Interaction and Collaboration in a Virtual World
Jean Miller

Translating Politeness: Case of Hindi and English
Ritesh Kumar & Girish Jha

Evaluating the Usability of Intercultural Collaboration Platforms: Grid Computing Applications
Cristian Rusu, Silvana Roncagliolo, Gonzalo Tapia, Danae Hayvar, Virginica Rusu & Dorian Gorgan

Culturally adaptive Mobile Agent dialogue to communicate with people in crisis recovery
Vanessa Evers, Andi Winterboer, Gregor Pavlin & Frans Groen

Intercultural Communication in University Teachings
Miriam Hansen, Lisette Scholz & Regina Jucks

Emergent Psychological States in Global Virtual Teams: A mediating role of task-related information and perspective elaboration
Kwanghyun Kim

Development of Multilingual Medical Reception Support System with Text-to-speech Function to Combine Utterance Data with Voice Synthesis
Mai Miyabe & Takashi Yoshino

Culture, Profession, and Attitudes towards Educational Technology. A Large-Scale, German-Romanian Study
Armin Weinberger & Nicolae Nistor

Intercultural Human-Photo Encounters: How Cultural Similarity Affects Perceiving and Tagging Photographs
S. Tejaswi Peesapati, Hao-Chuan Wang & Dan Cosley

The role of language(s) in business: three Danish cases and their corporate language policies
Nina Bellak

Retrospective Analysis of Cross-culture Communication
Duyen Nguyen & Susan Fussell

Cultural Influence on User Preference on Groupware Application for Intercultural Collaboration
Rein Suadamara, Stefan Werner & Axel Hunger

Regional Styles of Human-Computer Interaction
Torkil Clemmensen

Net Intergroup Contact
Yair Amichai-Hamburger

11:50-13:20 | Late Breaking Papers Session #2: Exploring Culture and Cross-Cultural Interactions

From Cultural Stereotypes to Cross-Cultural Analysis: a Case of France
Mariya Bobina, Stephanie Vergnaud, Mikhail Grachev & Richard Soparnot

Japanese views on superior-subordinate relationship in Swedish-Japanese collaboration,
Laurence Romani

Is an open organizational culture an important factor in the hospital-in-the-home?
Juan-Gabriel Cegarra-Navarro & Maria-Teresa Sanchez-Polo

Corporate Cross-cultural collaboration: Contextual Challenges in China and Japan
Lisbeth Clausen & Verner Vorm

The Intercultural Momentum,
Ignace Pollet

Ethnocentrism, Materialism, Social Influence, and Collectivism: An inter-and-Intra National Analysis of the Thais, Chinese, and Indians
Kritika Kongsompong, Rochelle Powtong & Sankar Sen

Characterizing Global Participation in an Enterprise SNS
Jennifer Thom-Santelli, David Millen & Joan DiMicco

Coping with Cultural Dominance in Cross Cultural Interaction
Sampo Tukiainen

Innovating from the Global South: Practices to connect local and global networks of innovation
Ruy Cervantes & Bonnie Nardi

Onshore-Offshore Competition: A Stage Model
Suling Zhang

Global Campus Program in Peace and Conflict Studies,
Aya Fukuda

Culture and (i)literacy as challenges to Scandinavian cooperative design
Janni Nielsen, Mads Bodker & Ravi Vatrapu

Plea against cultural stereotypes
Tatiana Segal & Simona Vasilache

Relational Models in Cross-Cultural Collaboration
Markus Vodosek

Inter-cultural Management and Organizational Culture; A case study of service sector firm
Noreen Saher & Astrid Podsiadlowski

At a Glance: Doctoral Workshop Posters, Demos & Panels

Thursday 19 August

11:50-13:20 | Doctoral Workshop Posters

A pursuit of websites information architecture in a cultural context

Ather Nawaz (Copenhagen Business School)

The antecedents of digital product acquisition

Rob Veitch (Copenhagen Business School)

Social Software in Global Software Development

Rosalba Giuffrida (IT University Copenhagen)

Knowledge Management for Professional Translators: Increased Network Synergies through Collaborative

Actions in a web-based environment

Marie-Luise Gross (University of Vienna)

11:50-13:20 | Demonstrations

CoSMOS: Intercultural Collaboration Support System Using Disaster Safety Map and Machine Translation

Yoshiyasu Ikeda, Yosuke Yoshioka & Yasuhiko Kitamura

Language Grid: Supporting Intercultural Collaboration with Machine Translation

Mika Yasuoka & Ari Hautassari

Friday 20 August

11:50-13:20 | Doctoral Workshop Posters

Mediated Intercultural Impositions

Leslie Setlock (Cornell University)

Language use and creativity in a multicultural setting

Anders Klitmoller (Aarhus University)

Doing design globally: Constructing design problems

Lilly Irani (University of California, Irvine)

Social capital in multilingual communication

Ari Hautasaari (Kyoto University)

11:50-13:20 | Demonstrations

CoSMOS: Intercultural Collaboration Support System

Using Disaster Safety Map and Machine Translation

Yoshiyasu Ikeda, Yosuke Yoshioka & Yasuhiko Kitamura

Language Grid: Supporting Intercultural Collaboration

with Machine Translation

Mika Yasuoka & Ari Hautassari

14:30-16:00 | Panel

Chair: Pamela Hinds

The Tension between Local and Global Practices: Evidence from the Field

Felicia Brych, Andrea Carugati, Simon Jones, Martha

Maznevski & Pauline Middleton

DAY 1 Thursday 19 August 2010

Thursday 8:30 - 9:00 Registration (Atrium)

Thursday 9:00 - 9:10 Welcome (Atrium)

Thursday 9:10 - 9:15 Opening (Atrium)

Thursday 9:15 - 10:30 (Room KS.54)

Keynote #1: Diversity Icebreaker Workshop: Empowering and Unleashing Diverse Perspectives,
Bjørn Z. Ekelund

Thursday 10:30 - 10:50 Break and Registration

Thursday 10:50 - 11:50 (Room KS.43)

Paper Session #1: Diversity Management and Globally Distributed Teams

Chair: Judy Olson

Diversity management in practice – the case of diversity work in a Swedish municipality

Annette Risberg

What does it mean to practice diversity management and how do people experience working in a so called diverse organisation? These are the questions explored in an ongoing case study of a diversity management in practice in a Swedish municipality. Early findings of the study point to that diversity as ambiguously experienced by the employees, as it is not clearly positively or negatively experienced. Diversity is also found to be a complex matter to manage and to live your every day life in. Further, the findings point to that diversity is managed at two different levels; a micro level, where it is a matter of management that does not differ that much from management with out diversity as a prefix, and at a meso level where the focus is on changing the employees attitudes towards diversity and behaviours. This is done through the measures of diversity lectures and diversity training. Using Virtual Interactions to Explore Leadership and Collaboration in Globally Distributed Teams.

Data Mining the Cross-Cultural Communication Gap.

Sheena Lewis, Jason Ellis & Wendy Kellogg

Despite advances in collaboration software, globally distributed teams face significant challenges, includ-

ing variations in communication style, work behaviors, expectations and establishing common ground. Virtual worlds allow distributed team members to inhabit a shared space and to engage in cooperative activities. We report an exploratory study where newly formed cross-national teams engage in a cooperative game in which one team member has a leadership role. We describe behaviors observed supplemented by survey and interview data in terms of leadership, conflict management, social gaffes, and awareness of diversity. We suggest that cooperative activities under time pressure in a low stakes virtual environment may stimulate discussion that can foster greater understanding and effective interaction in real world collaborations.

Intercultural encounters in off shoring - liaison roles of Host Country Nationals in knowledge sharing, examples from a Danish MNC in Malaysia

Torben Andersen & Vlad Vaiman

This paper broadens the conceptualization of MNC knowledge management to include the importance of active involvement in a liaison role by host country nationals (HCNs), particularly those working directly to with expatriates. Based on our field research and work experience in international settings as well as current research literature, we identify and consider several beneficial components of this liaison role in local knowledge management, including cultural interpreter, communication facilitator, information resource broker, talent developer, and change partner. In addition we try to look into some of these roles in a specific contextual situation, Malaysia.

Thursday 11:50 - 13:20 (Room KS.48)

Lunch, Registration, Late Breaking Papers, Demos, & Doctoral Workshop Posters Session #1:

Intercultural Communication, Virtual Teams, and Technology

Intercultural Interaction and Collaboration in a Virtual World

Jean Miller

This is preliminary research as to whether cross-cultural interactions or collaboration within a virtual

world hinders or promotes cultural understanding or interest.

Translating Politeness: Case of Hindi and English

Ritesh Kumar & Girish Jha

In this paper, we present a corpus based study of politeness across two languages-English and Hindi. It studies the politeness in a translated parallel corpus of Hindi and English and sees how politeness in a Hindi text is translated into English. We provide a detailed theoretical background in which the comparison is carried out, followed by a brief description of the translated data within this theoretical model. Since politeness may become one of the major reasons of conflict and misunderstanding, it is a very important phenomenon to be studied and understood cross-culturally, particularly for such purposes as machine translation.

Evaluating the Usability of Intercultural Collaboration Platforms: Grid Computing Applications

Cristian Rusu, Silvana Roncagliolo, Gonzalo Tapia, Danae Hayvar, Virginica Rusu & Dorian Gorgan

Grid Computing is a relatively new, distributed computing technology, based on sharing different types of computational resources, located in various geographic locations. Technical knowledge of grid users is expected to decrease in the future; that is why the usability of Grid Computing applications will become a main issue. Grid Computing applications are usually intercultural collaboration platforms. Moreover, Grid Computing applications development is usually an intercultural challenge. A methodology for evaluating the usability of Grid Computing based applications has to be established. A set of heuristics is proposed, in order to help the heuristic evaluations of such applications.

Culturally adaptive Mobile Agent dialogue to communicate with people in crisis recovery

Vanessa Evers, Andi Winterboer, Gregor Pavlin & Frans Groen

We present ongoing research concerning the interaction between users and environmental agencies through autonomous mobile agents in the environmental monitoring domain. The overarching EU FP7

project DIADEM, concerns the development of a system that detects potentially hazardous situations in populated areas using input from both a distributed sensor network and humans through their mobile devices. We propose a model of interaction with a system where concerned citizens communicate with a social virtual agent through their mobile phone to inform the environmental monitoring agency about unusual smells. In case of an emergency, people will receive instructions or directions for evacuation from the agent. In this paper, we review relevant literature and describe the development of a dynamic dialogue agent that supports international collaboration by adapting its social interaction to the cultural background of the humans it interacts with.

Intercultural Communication in University Teachings

Miriam Hansen, Lisette Scholz & Regina Jucks

In this paper, we report results of an online-study with 186 university lecturers teaching Psychology courses at German universities. The task was to respond to an email request of a student. The nationality of the requesting student (German vs. Chinese), the communication style of the request (Western vs. Asian), as well as the use of certain words (two synonymous versions to test for lexical alignment effect) was varied in a 3x2-factorial design. Results showed that the nationality did have an effect on the lexical alignment, with more alignment in German nationality conditions, whereas the communication style influenced cultural adaptation and perspective taking, both higher in Asian style conditions.

Emergent Psychological States in Global Virtual Teams: A mediating role of task-related information and perspective elaboration

Kwanghyun Kim

This research explores the effectiveness of global virtual teams, whereby geographically and temporally dispersed team members connect through various communication media, to achieve their common goals. The study proposes some emergent psychological states (i.e., psychological safety, team identification, team empowerment) as important predictors of global virtual team effectiveness. In exploring the

relationships, it also considers task-relevant information and perspectives elaboration as an underlying mechanism. Additionally, boundary conditions, such as richness of communication media, language diversity, and task interdependence, are moderators in the model.

Development of Multilingual Medical Reception Support System with Text-to-speech Function to Combine Utterance Data with Voice Synthesis

Mai Miyabe & Takashi Yoshino

The need for multilingual communication in Japan has increased. In the medical field, there exists a serious problem when it comes to communications between hospital staff and foreign patients. Currently, medical translators accompany patients to medical care facilities, and the number of requests for medical translators is increasing. However, medical translators cannot provide support at all times, especially in cases where round-the-clock support is required or in the case of an emergency. The medical field has high expectations of information technology. We have developed a support system for multilingual medical reception called "M3." M3 provides support functions that aid foreign patients in the following respects: conversation, questionnaires, reception procedures, and hospital navigation; it also has a questions and answers function. M3 uses accurate translation tools called parallel texts to facilitate reliable communication through conversations between hospital staff and the patient. However, M3 provides text-based support, and does not provide support using voice data. We received feedback from medical interpreters that the system should provide support using voice data. Therefore, in this study, we considered the support for multilingual communication by voice data in the medical field. In this study, we propose the support system with text-to-speech function using the utterance data in combination with voice synthesis.

Culture, Profession, and Attitudes towards Educational Technology. A Large-Scale, German-Romanian Study

Armin Weinberger & Nicolae Nistor

Cultural dimensions and attitudes towards educational technology may differ between countries and eth-

nicities, but also between professional groups. This study examines a bicultural, German and Romanian sample (N = 2834) that includes both participants with technical and with non-technical professions. Results show large differences between Germans and Romanians as well as small differences between participants of technical and non-technical professions regarding Hofstede's cultural dimensions and regarding attitudes towards technology. The results will be discussed with respect to expanding Hofstede's framework towards differentiating between cultural sub-samples.

Intercultural Human-Photo Encounters: How Cultural Similarity Affects Perceiving and Tagging Photographs

S. Tejaswi Peesapati, Hao-Chuan Wang & Dan Cosley

The increasing popularity of online photo sharing makes encountering photos from other cultures an increasingly common event online. We present an online study investigating how photos' cultural origins interact with people's cultural backgrounds to influence their feelings about and tagging of online photos. People tend to feel closer to photos from their own cultural background than to photos from other cultural backgrounds; however, they apply the same number of tags regardless of the photo's culture. This suggests that culture has different effects on emotional and cognitive processes around picture perception, and also suggests that culture is a salient factor to be accounted for in designing online photo sharing and tagging systems.

The role of language(s) in business: three Danish cases and their corporate language policies

Nina Bellak

This paper examines corporate and individual solutions to overcome language barriers in international business contexts. Specifically, attention is focused on decisions that go beyond English only; in which context and why do languages other than English come into play? Qualitative interview data, collected from three Danish multinational corporations (MNCs), provides evidence that languages other than English are used and needed for several reasons, such as lacking English

skills of interlocutors. A formalized language policy might help multinationals overcome the language barrier more efficiently and manage language effectively in the future.

Retrospective Analysis of Cross-culture Communication

Duyen Nguyen & Susan Fussell

We report a study using retrospective analysis to understand American and Chinese participants' feelings and reactions on a moment-by-moment basis during an interaction. Participants talked about a fictional crime story together and then individually watched and reflected on an audio-video recording of the interaction. A grounded theory analysis of participants' reflections suggested five key themes: fluency, non-verbal behavioral cues, time pressure, conversational dominance, and attributions for team performance.

Cultural Influence on User Preference on Groupware Application for Intercultural Collaboration

Rein Suadamara, Stefan Werner & Axel Hunger

This paper discusses an ongoing research on how cultural dimensions affect users' preference in intercultural collaboration using a groupware application as a remote collaboration tool. This research will try to analyze how culture influences the way users prefer to interact using a computer application as the media by applying the Technology Acceptance Model that was introduced by Davis (1989) and utilizing four cultural dimensions, which are Collectivist-Individualist, Power Distance Index, Uncertainty Avoidance, and Low- and High Context communication from Hofstede, Gudykunst, Triandis, and Edward T. Hall. This paper will propose how cultural dimensions should be applied when designing a synchronous groupware application as a remote collaboration tool aimed for multicultural users.

Regional Styles of Human-Computer Interaction

Torkil Clemmensen

This paper draws from Frederic Bartlett's notion that aspects of culture may influence the development of science and technology. Combining additional works from Bloor and research from cultural psychology, we discuss several cases (historical and contemporary)

studies that illustrate how culture and human-computer interaction are interrelated. These results illustrate how usability problems are tied with global cultures.

Net Intergroup Contact

Yair Amichai-Hamburger

The Net Intergroup Contact (NIC) platform is an Internet website located at <http://www.intergroupconflict.com>. It has been created out of the scholarship and experience acquired both from traditional Face to Face intergroup contact (F2F) and on online group interaction. NIC is an open invitation to people from different communities around the world to put an end to intergroup conflicts, through the use of online meetings that are conducted under the guidance of social psychologists.

Thursday 11:50 – 13:20 (Room KS.48)

Doctoral Workshop Posters

A pursuit of websites information architecture in a cultural context

Ather Nawaz (Copenhagen Business School)

The antecedents of digital product acquisition

Rob Veitch (Copenhagen Business School)

Social Software in Global Software Development

Rosalba Giuffrida (IT University Copenhagen)

Knowledge Management for Professional Translators: Increased Network Synergies through Collaborative Actions in a web-based environment

Marie-Luise Gross (University of Vienna)

Thursday 11:50 – 13:20 (Room KS.48)

Demonstrations

CoSMOS: Intercultural Collaboration Support System Using Disaster Safety Map and Machine Translation

Yoshiyasu Ikeda, Yosuke Yoshioka & Yasuhiko Kitamura

Language Grid: Supporting Intercultural Collaboration with Machine Translation

Mika Yasuoka & Ari Hautassari

DAY 1 Thursday 19 August 2010

Thursday 13:20 – 14:20 (Room KS.43)

Paper Session #2: Media and Design for Intercultural Collaboration

Chair: Vanessa Evers

Blogging through Conflict: Sojourners in the Age of Social Media

Ban Al-Ani, Gloria Mark & Bryan Semaan

Social media enables the creation of online communities across physical boundaries. Blogs, or weblogs, enable bloggers to interact with a range of followers. We sought to conduct a qualitative study of the nature of the interactions that emerge in a blog community whose members are experiencing the impacts of ongoing conflict. We chose the Iraqi blogging community as a case study and focused on investigating the role of intercultural interactions in shaping people's experiences during conflict. We found that intercultural interactions aided people by providing support, finding commonality, building a knowledge base, and in giving advice on restoring infrastructure. The intercultural interactions provided alternative views of an event constructed from diverse cultural perspectives. We found that the intercultural interactions we observed suggest a degree of intercultural competency within the blogosphere.

Shopping for Sharpies in Seattle: Mundane Infrastructures of Transnational Design

Lilly Irani

In this paper, we describe the importance of mundane tools for design practitioners in India working with Euro-American clients. Our findings are based on a 7-week ethnographic study of a design firm based in Delhi, India. We analyze some highly-valued tools and software, such as post-its, as infrastructures with both practical and symbolic functions. These infrastructures are made meaningful in the shared practices of a transnational but primarily Euro-American design community. Designers in India employ a number of strategies we call infrastructure work to be able to participate as designers in this mold.

A Dynamic, Web-based Methodology for Developing Intercultural Understanding

Gilberte Furstenberg

This paper describes a pedagogical project that was designed at MIT in 1997 and that has been taking place every year since then, connecting American and French language students for the purpose of helping them develop intercultural understanding. It centers on the dynamic process that allows students to gradually and collaboratively construct, through a series of stages, an in-depth understanding of each other's cultures. It ends with some reflections on the challenges brought by the use of web-based communication tools as well as the pedagogical impact they inherently have on the ways students develop intercultural understanding.

Thursday 14:20 – 14:30 Break

Thursday 14:30 – 15:30 (Room KS.43)

Paper Session #3: Machine Translation Mediated Communication

Chair: Naomi Yamashita

Influence of Detecting Inaccurate Messages in Real-time Remote Text-based Communication via Machine Translation

Mai Miyabe & Takashi Yoshino

In multilingual communication using machine translation, translation correction based on back translation plays an important role. If users are unable to identify inaccurate translations, they will not attempt to correct them. This is an important issue because a considerable proportion of inaccurate machine translations go undetected, which prevents smooth communication. Therefore, it is necessary to develop a method for preventing users from transmitting inaccurate messages. This method can ensure that only accurate messages are exchanged between users. However, some problems may occur with the use of this method, because it rejects the user's judgment. It is important to verify the effectiveness of this method. We propose a method that reduces the transmission of inaccurate messages. If the method identifies a message as inaccurate, the chat server does not send the message to the receiver; it will

instead encourage the sender to correct the message. We verified the effectiveness of the proposed method in chat communication using the Wizard of Oz method. The following conclusions were drawn from experimental results: (1) The chat communication progressed even when a user occasionally sent an inaccurate message. However, inaccurate messages did disrupt communication to some extent. When the proposed method was applied, users were able to communicate with each other more accurately. We observed that there were no significant differences in the effectiveness of communication with or without the proposed method. This suggests that our method is best applied to communication situations that require high degrees of accuracy. (2) The use of the proposed method caused users some discomfort because it rejected their judgment; thus, they did not know how to repair the messages. Based on this, it would seem that it is not easy to apply the proposed method to chat communication.

Machine Translation Effects on Group Interaction: An Intercultural Collaboration Experiment

Ari Hautasaari

Even with the increasing use of machine translation to overcome language barriers it is still unclear how machine translation affects communication and interaction in intercultural groups. In this paper, we present the results of a laboratory experiment on intercultural distributed groups using machine translation-mediated chat as a communication tool. English-speaking participants from Finland and Japan worked with Japanese-speaking participants in a trading game scenario using machine translation-mediated chat as their main communication tool. Based on previous research we predicted that machine translation will help overcome the language barrier, but furthermore we predicted that machine translation would have a positive effect on social and relational communication as well as on overall group performance. In a controlled laboratory setting, machine translation proved to increase the amount of positive socioemotional messages and overall group performance in intercultural distributed groups with disparate language abilities.

Automatically Generated Captions: Will it Help Foreigners Communicate in English?

Nobuhiro Shimogori, Tomoo Ikeda & Sougo Tsuboi

Many people find it difficult to communicate in a foreign language. In order to help these people, one approach being studied is the use of captions generated by automatic speech recognition (ASR). Captions are known to facilitate comprehension of foreign languages, but ASR-generated captions may be subject to problems attributable to recognition errors and recognition time. We conducted two experiments using subjects who are native Japanese speakers to determine how these differences caused by ASR affect understanding when listening to English. We found that captions with 80% accuracy will increase the understanding of the subjects with intermediate English skills, which would apply to about half of native Japanese users. Additionally, changing the display timing of the caption from after speech to before speech would contribute to improving the understanding more than increasing accuracy from 80% to 100%. These findings suggest that captions generated with today's ASR can help non-native speakers communicate in English when used carefully.

Thursday 15:30 – 15:50 Break

Thursday 15:50 – 16:30 (Room KS.43)

Town Hall Meeting and Closing for Day 1

Thursday 18:00 – 23:00 Canal Cruise & Gala Dinner

18:15-19:15 Copenhagen Canal and Harbor Tour

Boats departing from the canal next to the square named Christianshavns Torv. Take the metro from the metro stations "Fasanvej" or "Frederiksberg" (close to CBS and hotel SAS Radisson Falconer) to the metro stop "Christianshavn". The boat will bring you to the restaurant Søren K.

19:15-22:30 Gala Dinner in Restaurant Søren K at the Royal Library

Drinks, three-course-dinner, coffee/tea
<http://www.soerenk.dk/>

22:30 – 23:00 Bus transport to all Conference Hotels

DAY 2 Friday 20 August 2010

Friday 8:30 - 9:00 Registration (Atrium)

Friday 9:00 -- 9:15 Opening (Room KS.43)

Friday 9:15 – 10:30 (Room KS.43)

Keynote #2:

Empowering the local in global humanitarian work: Experiences from Mercy Malaysia and the United Nations,

Jemilah Mahmood

Friday 10:30 –10:50 Break and Registration

Friday 10:50 – 11:50 (Room KS.43)

Paper Session #4: Intercultural Communication

Chair: Lisbeth Clausen

Culture as Communication: a theory of perception and dissonance in intercultural interaction

Olivier Irrmann

We posit that cultural interactions are composed primarily of communication and interpretation of communicative events. A model of communication dissonance is introduced, putting perceptions and communication processes at centre stage. We analyze how the attempts by one side of an intercultural encounter to communicate content and relations can be culturally interpreted by the other side, what consequences these interpretations can have and the subsequent resistance or cooperation dynamics they could trigger. We argue that looking at communication dissonance could be more fruitful for intercultural business process research than the notion of cultural differences.

“All of a sudden we had this dialogue...”: Intercultural computer clubs’ contribution to sustainable integration

Anne Weibert & Volker Wulf

A sustainable integration of migrants is an important societal task, touching numerous parts of everyday life. Developed as a socio-technical concept, intercultural computer clubs following the come_IN approach are apt to provide a major contribution here. The aim is twofold: via collaboration in computer-based project work in the clubs, its participants a)

establish and strengthen relationships in the intercultural neighborhood they now live in, and b) acquire computer skills that may broaden and ease their access to the job market as well as help them to keep up a remote relationship with their respective home countries. A qualitative evaluation study reveals the chances and limitations of this concept.

Borneo Children in an International Digital Playground: Intercultural issues and idiosyncrasies

Fitri Mohamad, Alvin Yeo, Norazila Abdul Aziz & Sou-bakeavathi Rethinasamy

It is often argued that there is a great tendency for communities to be deprived of the benefits that ICT offers particularly due to geographical locations, socioeconomic status, gender and age. This paper describes an initiative to provide greater opportunities to the children of a remote rural community in Bario on the island of Borneo which had been previously equipped with basic ICT facilities. Twenty children, aged between seven to fifteen years, were invited to participate in an international digital playground called the Pangaea programme. The programme is designed to enable children to develop friendships and intercultural awareness with other children from Japan, South Korea, Kenya, and Austria. The paper highlights the initial perception and views of the Bario children during the early stage of the Pangaea programme.

Friday 11:50 – 13:20 (Room KS.48)

Lunch, Late Breaking Papers, Demos, Doctoral Workshop Posters & Panels Session #2: Exploring Culture and Cross-Cultural Interactions

From Cultural Stereotypes to Cross-Cultural Analysis: a Case of France

Mariya Bobina, Stephanie Vergnaud, Mikhail Grachev & Richard Soparnot

This paper reviews the cultural profile of France and shifts focus in discussion about French culture from traditional stereotypes to measurements available from the 62-societies study of cultures, organizations, and leadership (GLOBE) and its most recent extensions. The study advances measurements of cultural

distance and positions French management behaviors in cross-cultural space.

Japanese views on superior-subordinate relationship in Swedish-Japanese collaboration

Laurence Romani

This is preliminary research as to whether cross-cultural interactions or collaboration within a virtual world hinders or promotes cultural understanding or interest.

Is an open organizational culture an important factor in the hospital-in-the-home?

Juan-Gabriel Cegarra-Navarro & Maria-Teresa Sanchez-Polo

This paper shows some of the tools and methods that Hospital-in-the-Home Units (HHU) have used to update organizational memory. Thus, the purpose of this paper is to highlight the links among the extent to which a HHU possesses some unlearning practices and some memories and the strengths of its outcomes from the practitioners' point of view (human capital).

Corporate Cross-cultural collaboration: Contextual Challenges in China and Japan

Lisbeth Clausen & Verner Worm

The purpose of this paper is to discuss the notion of context and in a context sensitive way to describe the challenges of multicultural teams in cross-cultural and cross-institutional cooperation between a Danish shoe company and their subsidiaries in Japan and China.

The Intercultural Momentum

Ignace Pollet

Most sociologists and economists view North-South relationships in terms of either financial interests, or (whether conflicting or not) different systems of values. They tend to use a macro-approach, which often takes place on the basis of either purely deductive grounds or very broad empirical databases. Only rarely is the intercultural momentum examined: what happens when people from North and South come across each other at a meeting, e.g. for establishing a project together. By deploying an explorative survey,

we let people from the South give an interpretation as to what happens during an intercultural meeting. One striking result is that such intercultural momentum is often grossly underestimated by the Northern partners.

Ethnocentrism, Materialism, Social Influence, and Collectivism: An inter-and-Intra National Analysis of the Thais, Chinese, and Indians

Kritika Kongsompong, Rochelle Powtong & Sankar Sen

This paper presents empirical results of ethnocentrism, materialism, and social influence in purchasing behavior as related to the degree of collectivism among subjects in three countries: Thailand, China and India. The inter-national analysis of the subjects attempts to diagnose and contrast the cultural diversity among the people of the three countries. As for the intra-national analysis, the men and women within each of the countries were separately examined to analyze the cultural differences. Results show that Thais, Chinese, and Indians are significantly diverse with regard to collectivist, ethnocentric, materialistic, and social influence. Regardless of nationality, those who are more collectivist show a tendency to be more ethnocentric, less materialistic and more susceptible to social influence in their consumption behavior. Contrary to the predictions gleaned from the literature review, however, the intra-national results for subjects of the three countries show that men are generally more collectivist than women. Therefore, Thai, Chinese, and Indian men are likely to be more ethnocentric, less materialistic and more susceptible to social influence in their purchase endeavors than their female counterparts.

Characterizing Global Participation in an Enterprise SNS

Jennifer Thom-Santelli, David Millen & Joan DiMicco

Social networking sites have been deployed within global enterprises to encourage informal communication and build social capital between its globally distributed members. Such interactions can potentially contribute to intercultural learning opportunities; however, it is unclear whether cross-geographical social contact consistently occurs. We present initial results from a quantitative analysis of user activity

from a global enterprise SNS, observe asymmetries in directionality and reciprocity in connections in various geographic regions as well as a strong tendency towards geographic homophily. Finally, we suggest that language proficiency may play a role in differences in regional adoption of the system.

Coping with Cultural Dominance in Cross Cultural Interaction

Sampo Tukiainen

This paper examines how Finnish project managers engaged in highly complex, international engineering projects cope with and respond to the cultural dominance expressed by their project partners. The paper highlights that the managers not merely descend to their subjugated positions, but also use various tactics as countermoves against the perceived dominance. Based on these findings, the paper then extends the idea of cultural determinism present in many an essentialist cultural study. That is, instead of portraying the project managers solely as dopes of the cultures, the paper advocates individual volition and cultural agency, where the managers are seen to be capable of using different kinds of tactics to counteract the cultural forces at play. Concomitantly, this notion suggests caution in utilizing the ever popular cultural stereotypes in predicting and advising on cultural implications in cross cultural interaction and interfaces. Practical implications are discussed.

Innovating from the Global South: Practices to connect local and global networks of innovation

Ruy Cervantes & Bonnie Nardi

High-tech industries across the Global South (emerging countries such as China, India, and Mexico) are making great efforts to become innovators that create their own products for global markets. Cities such as Guadalajara and Bangalore, which traditionally have been used by multinational corporations as manufacturing or service delivery centers, are now emerging as centers of innovation. The transition is part of a global transition connecting emerging centers of innovation with those in advanced economies. However, this phenomenon has not been studied at the practical level: we do not know how people materially make the social connections that enable

them to move forward as innovators. We propose a comparative study of the practices used in the embedded systems industry to connect to local and global networks in Mexico and India. We chose the embedded systems industry because it is dynamic, globally distributed, knowledge intensive, and highly interdependent with other sectors. The research has two aims (1) to understand how social connections are created and sustained across global markets in emerging and established centers of innovation, and (2) an empirical basis for proposing new digital media technologies and organizational designs to support the development of centers of innovation in the Global South. Digital media tools will have an instrumental role in helping develop the work relationships and coordination needed to drive innovation in these emerging centers.

Onshore-Offshore Competition: A Stage Model

Suling Zhang

The increased IT offshoring presents many benefits as well as challenges to today's organizations. One major challenge is the competition between onshore employees and offshore employees for job security, challenging projects, status and resources. The onshore-offshore competition is complex and dynamic. Unmanaged or inappropriately managed competition seriously undermines IT offshoring efforts. However, very little research has been conducted in this important area. Organizations and managers are in urgent need for guidance on managing the onshore-offshore competition. This paper investigates into the reasons and affects of onshore-offshore competition and proposes a three-stage model on the evolution of the ompetition. It is proposed that onshore-offshore competition may evolve in three stages: individual competition, territorial competition and resource competition. At each stage the competition varies in intensity, focus and consequences. This model provides for managers a systematic means to analyze the state of competition in their organization and also guidelines on coping with the competition.

Global Campus Program in Peace and Conflict Studies

Aya Fukuda

In this paper, I introduce the intercultural collaboration through multinational synchronous online lecture in the area of Peace and Conflict Studies (PCS) held among conflict affected four countries, Afghanistan, Cambodia, Indonesia, Sri Lanka, and Japan.

Culture and (i)literacy as challenges to Scandinavian cooperative design

Janni Nielsen, Mads Bodker & Ravi Vatrapu

With the development in the global market collaborative user centred design becomes a competitive factor since successful diffusion and up-take of systems lie with the users. But users have different IT competences and are culturally different. These are challenges that collaborative design methodologies need to address. We describe the development within HCI through a general introduction to User Centered Design then focusing on the Scandinavian Approach. We argue that the Scandinavian tradition too is embedded in its specific cultural understanding and we discuss this by introducing the concepts of conflict and culture. In a final paragraph we return to the networked society, and reflect on the role of collaborative design.

Plea against cultural stereotypes

Tatiana Segal & Simona Vasilache

The paper discusses, critically, the vogue of Hofstede's system in cross-cultural research, and reveals the traps of classifying cultures, generating, thus, neo-stereotypes. Starting from a content analysis of last years' scientific production in the field of cultural encounters, with a special emphasis on the European East - Asian East (People's Republic of China and Japan, in particular) relationships, the paper develops a review by exception, as the authors present ""a-typical"" case studies of cultural interactions, dismissing the cultural dimensions paradigm. Historical and political circumstances of the relationships between the two aforementioned regions, corroborated with cultural stereotypes, create a certain horizon of expectation, which is contradicted by the way things really happen. Concise and informative explanations

are provided for each of the ""a-typical"" situations, based on the authors' cultural understanding, and especially on one of the authors' valuable expertise in the field of Chinese culture. The multiple embedded case studies analyzed articulate into a discourse against simplification and narrow classification of cultures, whose patterns of overlapping are far more subtle. Lessons learned, and insights from literature are brought together in a discussions and conclusions section, which creates awareness of ""a-typical"" behaviors, linked to ""a-typical"" situations, or relational backgrounds. The quasi-dogmatic framework of cultural dimension is, thus, challenged by a more fluid, exception-inclusive manner of approaching and understanding cross-cultural dialogue.

Relational Models in Cross-Cultural Collaboration

Markus Vodosek

In this paper, I propose that mental models of social interaction affect the internal processes and outcomes of cross-cultural collaborations. Drawing on Fiske's relational models theory, I suggest that the use of dissimilar relational models can be detrimental to collaborators when they use dissimilar models within a given situation. However, relational models dissimilarity can be desirable when collaborators use different models across different situations as long as collaborators use the same relational model within each given situation.

Inter-cultural Management and Organizational Culture; A case study of service sector firm

Noreen Saheer & Astrid Podsiadlowski

The aim of this paper is to unravel the key characteristics of the organizational culture of local firms in Pakistan, which are continuously growing in the recently liberalized market. This article is based on a qualitative research approach. Field work was conducted in a medical corporation working in the capital city of Pakistan for two years and four months. The results show that the firm has a hybrid organizational culture reflecting both local as well as foreign (western) traits. The flexible workplace environment facilitates workers to satisfy the changing demands of professional modesty without denying the indigenous moralities. This paper contributes to the debate of how national

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culture influence organizational culture.

Friday 11:50 – 13:20 (Room KS.48)

Doctoral Workshop Posters

Mediated Intercultural Impositions

Leslie Setlock (Cornell University)

Language use and creativity in a multicultural setting

Anders Klitmoller (Aarhus University)

Doing design globally: Constructing design problems

Lilly Irani (University of California, Irvine)

Social capital in multilingual communication

Ari Hautasaari (Kyoto University)

Friday 11:50 – 13:20 (Room KS.48)

Demonstrations

CoSMOS: Intercultural Collaboration Support System Using Disaster Safety Map and Machine Translation

Yoshiyasu Ikeda, Yosuke Yoshioka & Yasuhiko Kitamura

Language Grid: Supporting Intercultural Collaboration with Machine Translation

Mika Yasuoka & Ari Hautassari

Friday 13:20 – 14:20 (Room KS.43)

Paper Session #5: Socio-Technical Interactions

Chair: Gloria Mark

Explaining Culture: An Outline of a Theory of Socio-Technical Interactions

Ravi Vatrapu

This paper presents four criticisms of positivistic research in cross-cultural human-computer interactions. An outline of a theory of cultural influences in socio-technical systems is then presented. Based on the ecological approach to perception and action and the philosophical approach to intersubjectivity, the dual aspects of interaction in socio-technical systems- (a) interacting with technologies and (b)

interacting with social others using technologies are respectively theorized as (a) perception and appropriation of affordances and (b) structures and functions of intersubjectivity. Affordances are action-taking possibilities and meaning-making opportunities in a socio-technical system relative to actor competencies and system capabilities. Technological intersubjectivity refers to the production, projection and performance of identities and subjectivities in technology supported social relationships. The comparative informatics methodological framework is then presented followed by a brief description of the experimental evaluation of the theoretical framework. Implications for design of computer supported intercultural collaboration systems and a set of open research questions are discussed.

A Socio-Technical Approach to Making Explicit Interculturality in Collaborative Multi-disciplinary Settings

Souleymane Boundaouda Camara & Jose Abdelnour-Nocera

This paper proposes a socio-technical approach to making explicit cultural issues in collaborative and multidisciplinary teams in information system design. Requirements and design processes of international, multicultural and multidisciplinary partners are put through a series of socio-technical experiments and evaluated to develop and refine a conceptual tool: socio-technical evaluation matrices (STEM). STEM has provided a platform to effectively explore, explicate and reflect on cultural and contextual implications in design processes among stakeholders (including end users).

Technology-Supported Cross Cultural Collaborative Learning in the Developing World

Christopher Hoadley, Sameer Honwad & Kenneth Tamminga

Technology (especially the Internet) has been touted as an important tool for cross-cultural exchange. In this paper we report on some of the challenges and successes of using a cross-cultural collaborative learning intervention design in rural Himalayan villages

using participatory video. We describe some of the unique constraints of designing appropriate educational technology for the developing world, and we propose a fourfold framework to help identify local constraints for the design of such technologies.

Friday 14:20 – 14:30 Break

Friday 14:30 – 16:00 (Room KS.43)

Panel: The Tension between Local and Global Practices: Evidence from the Field

Chair: Pamela Hinds

Felicia Brych, Andrea Carugati, Simon Jones, Martha Maznevski & Pauline Middleton

Technological advances and economic changes have increasingly motivated and enabled distributed collaboration across the globe (Hinds and Kiesler, 2002). Offshoring of professional services (software development, financial services, radiology reads, R&D) to emerging countries provides a renowned example of this trend (Venkatraman, 2004; Levy, 2005; Friedman, 2005). The literature on distributed work explores the challenges of distant collaboration between geographically and culturally distant members, such as the compatibility with existing hierarchical structures (Mohrman, 1998), increased coordination costs (Boh, Ren, Kiesler, Bussjaeger, 2009), awareness of other team members' activities (Dourish and Bellotti, 1992), trust (Paul and Mac Daniel, 2004), socialization processes (Ahuja and Galvin, 2003), and leadership (Weisband, 2007). On top of that, the cultural distance between the countries involved in global collaboration projects influences team and organizational processes as well as members' perceptions (Lau and Murnighan, 1998; Earley and Mosakowski, 2000). While distributed work literature recognizes the challenges of global collaboration, fewer works have concentrated on the interplay between global practices, developed by individuals, organizations, and teams to work at a distance, and local practices, developed to deal with the proximal context. However, the tensions between global practices and local practices are of relevance for a number of reasons. First, individuals in global settings typically work on multiple projects. This means that they may be simultaneously engaged

in projects with co-localized colleagues only, distant colleagues only, and a mix of the two (Mortensen et al., 2008). Second, global workers experience multiple workplaces. They work from their own office, from the client site, from other company offices, from home, from hotels. In other words, they experience what Halford (2005) calls hybrid workspaces. Third, not only individuals working in global settings have different national cultures, but they also develop different perceptions of their organizational culture, their team culture, and their subgroups or local units cultures (Connaughton and Shuffler, 2007). Finally, in globally distributed teams individuals may develop 'glocalized work practices', i.e. practices that are used by an individual both with distributed and co-localized colleagues and that simultaneously characterize a globally distributed team (i.e., they are global), and reflect some of the local needs and peculiarities (Matarelli and Tagliaventi, 2010).

The aim of this panel is to explore the tensions between global and local practices in different contexts and with different theoretical and practical perspectives.

Panel contributions

The panel, chaired by Pamela Hinds, will contain the following contributions.

Martha Maznevski will discuss how many multinational companies are struggling with the tension between globalization and localization with respect to their own organizational culture. Should we get the benefits from one strong culture? Or should we go for the benefits of many different local cultures? In fact, the best response is quite simple: yes, you should have both. Implementing this requires discipline; but, if you get it right, you can also have benefits of innovation from the diversity of sub-cultures within a strong organizational culture. Based on field research and case studies, she will provide several examples of different ways multinational organizations are addressing this dilemma.

Andrea Carugati will present the experience from two studies in healthcare facilities in Italy and Pal-

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estine. Both facilities at the beginning of the 2000 started the management modernization program aimed to pass from a familiar, paternalistic, management to a professional form based on quantitative and systematic data collection. The talk will focus on the transformation process lived by the two organizations addressing the cultural and contextual issues that characterize the adoption of the new managerial systems by the employees in the two organizations. The tensions described here pertain to the application of generic information management systems in contexts with local specificities.

Simon Jones will bring to the fore his experience in a University in the Gulf. When operating in the Gulf, a region where there are more expatriates than nationals, and running an educational institution with 54 different nationalities on the Faculty, it is fundamental to resolve the tensions between local and global practices on a daily basis. This presentation looks at what they key issues are in the Gulf, the techniques University members use to address them, the many benefits that arise from this interplay and the ongoing issues.

Pauline Middleton, from Crossroads Copenhagen will present her one year experience as a Danish expatriate manager of a Danish company in Hong Kong and mainland China, highlighting the role of different cultural practices.

Felicia Brych, from Cisco Systems, will describe the cultural transformation of her company, share research on intercultural collaboration, and provide an overview of their collaborative management model and collaboration framework that focus on process, culture and technology.

Friday 16:00 – 16:20 Break

Friday 16:20 – 17:20 (Room KS.43)

Paper Session #6: Cross-Cultural Study

Chair: Markus Vodosek

Comparing Privacy Attitudes of Knowledge Workers in the U.S. and India

Sameer Patil, Alfred Kobsa, Ajita John & Doree Seligmann

We compared privacy attitudes of knowledge workers from the U.S. and India who were involved in a collaborative software development project distributed across five sites of a multinational corporation. Prior studies on consumer privacy suggest that privacy concerns in India are lower than those in the U.S. While our work largely confirmed these findings, we found unexpectedly that knowledge workers in India expressed higher interpersonal privacy concerns compared with their U.S. colleagues. Our study points to a number of explanatory factors for the elevated privacy concerns in the Indian knowledge workplace: nature of interpersonal relationships, associations with privacy, competition among team members, management style and hierarchy, and differences in the physical characteristics of the workplace. Our findings highlight the challenges in satisfying privacy needs when individuals and teams collaborate with knowledge workers in India. An understanding of these issues is important for building and deploying systems for intercultural collaboration that can accommodate differences in privacy concerns.

The Cultural Determinants of Strategic Bias: A Study of Conflict Resolution in an Interactive Computer Game

Jolie Martin & Cleotilde Gonzalez

We examine the impact of individuals' religious and political affiliations on the conflict resolution strategies they employ. Participants in the U.S., Israel, and Qatar played the interactive computer game, Peace-Maker [15], with the objective of satisfying constituents on both sides of the Israel-Palestine conflict. In the role of the Palestinian President, we find that participants tended to take actions favoring those constituents with whom they shared cultural affiliation. Oppositely, when playing the role of the Israeli

Prime Minister, participants exhibited comparatively greater bias toward constituents with whom they did not share cultural affiliation. We interpret this difference in light of minority-majority group membership, and the assertion of in-group interests versus perspective-taking of out-group interests. Finally, we discuss the potential of interactive computer games to study cross-cultural interaction in other dynamic environments characterized by uncertainty and complex interdependencies.

Cultural Influences in Collaborative Information Sharing and Organization

Ravi Vatrapu & Daniel Suthers

This paper provides an extended analysis of cultural influences on information sharing and organization first reported in [44, 47]. The basic premise of the research reported in this paper is that appropriation of socio-technical affordances and technological intersubjectivity vary along cultural dimensions. To empirically evaluate this premise, an experimental study was conducted with three independent groups of dyads from similar or different cultures (American-American, American-Chinese, and Chinese-Chinese) doing collaborative problem-solving in a knowledge-mapping environment. Participants interacted through an asynchronous computer interface providing multiple tools for interaction (diagrammatic workspace, embedded notes, threaded discussion). Results showed that American participants in the American-American intra-cultural computer supported collaboration condition were more likely to discuss strategies for information sharing and information organization than participants in the Chinese-Chinese intra-cultural condition. Implications for research and practice of computer supported intercultural collaboration are discussed.

Friday 17:20 – 17:40 Closing (Room KS.43)

Friday 17:40 – 18:30 Wine Reception (Atrium)