

Teaching Culture!

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Get Culture as the software of the mind – exploring the metaphor

Time	What	How	Who	With what
0'	Brainstorm	What models of culture have we heard about – how useful are they? What is their function: Do they <u>explain culture</u> or do they <u>stimulate thinking about culture</u> ?	whole group	Pictures of different models for culture (e.g. icebergs, onions, trees, etc.)
5'	Workshop	What other metaphors can we think of?	Whole group	Large sheet Several pens
10'	Context	Explaining the background of Hofstede's metaphor for culture	Teacher input	Hofstede's book or quotations from it
15'	Group exploration	Taking the metaphor seriously: If culture is the software, what is the hardware? Name some typical phenomena of computer work? E.g.: Crashes with loss of data, updates, incompatibility, inaccessibility for certain groups	Groups of three	Cards pens
20'	Application to culture	Apply typical phenomena connected to computer work to "culture". What are the equivalents of crashes, what was the most recent major update in your culture, where do we notice signs of incompatibility between two culture	discussion	

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		systems?		
30'	Demonstration of incompatibility	Participants receive 5-10 different storage systems for music (e.g. tapes, hard drive, cassettes, Zip-Diskette, records, USB-Stick, CDs, mp3-player) and work out how they can transfer music from the first to the last medium	Puzzle/domino	Different kinds of storage systems for music (careful: needs advance planning!)
40'	Looking at the consequences	Participants formulate sentences starting with: "If culture is the software of the mind ..." (e.g. If culture is the software of the mind we must make sure that "version updates" are available to everybody to avoid conflicts)	Competition for good slogans	Imagination Blackboard for results
45'	Short feed-back	Short feed-back session on whether the metaphor "culture as the software of the mind" makes more sense now and whether it is productive and stimulating	moderated talk whole group	

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