

Chapter 5 – Intercultural Communication in the digital world

Introduction

With the evolution of technologies, working online, whether from home or other appropriate locations, has become something common and appreciated by many people. There are many advantages that can be gained when working from home.

To understand the pros and cons of working online, we decided to create a table that represents, based on three criteria, the effects of working online with people from the same or different cultures.

1.0 Virtual Work

	COLLEAGUES FROM OTHER CULTURES	COLLEAGUES FROM OWN CULTURAL BACKGROUND
SPEED OF MAKING DECISIONS	Slower due to language barriers, diverse perspectives, and cultural nuances	Faster due to shared language, cultural understanding, and similar values
FEELING COMFORTABLE IN THE MEETINGS	Less comfortable due to cultural differences, potential misunderstandings	Fully comfortable due to shared cultural norms, mutual understanding
QUALITY OF OUTPUT	Good quality, influenced by individual work ethics and collaboration skills	Better quality, enhanced by shared work ethics, cultural alignment

When working online the speed of making decisions is faster compared when working with colleagues from our own cultural background. This happens because we can communicate more efficiently since we have the same language of communication. Also we are more comfortable working with colleagues from our own cultural background because we have similar values and don't have to think about cultural differences. When cultural differences come into play, it becomes more difficult to communicate with people because differences in language and the cultural personality of each person make working together online more complicated.

About the quality of work, we think that it is not affected that much by cultural differences, but by the type of persons that are working in the team. Of course, because we live in a place where most people have a certain personality, we have the "temptation" to acquire these traits, but for the most part, what

influences the quality of a person's work is their own personality. If someone has a lazy personality and prefers resting to working, even if their culture does not follow these examples, it will most likely continue to be as it always was. Lazy. Therefore, the quality of work is good in both scenarios but still we believe that the quality of output is better in team with colleagues with same cultural background.

2.0 Why these differences exist

Difficulties in virtual work are often caused by each person's cultural traits, which makes it difficult to work together. But why are there differences between working with people from the same culture and working with people from different cultures? Mostly it is related to the lack of contact between people who belong to the work group. It is through personal contact that people get to know each other and begin to understand each person's way of working and being. By getting to know each other better, we can come up with more practical and interesting ways of working together, especially in a virtual world.

3.0 Suggestions

To overcome these barriers, it is necessary to find solutions that enable improvements in working with people from different cultures. One of the suggestions that we believe to be great is the increase in personal contact through extra-work activities that allow for more inter-cultural contact. During activities in spare time people are more chill and usually more friendly. Activities like drinking coffee, going out to eat, playing sports or going to the different types of trips are good activities for team building and building comfort. Another suggestion is the existence of virtual tools that make working in a virtual environment more appealing and practical. Tools like VR set, software like Microsoft Teams or Zoom. Applications that enable the creation of virtual worlds to communicate and work online.

4.0 Conclusion

Cultural barriers also influence quality in relation to virtual work. During our discussion we realized the difficulties that different cultures can cause when we do not have personal contact with people. However, based on the suggestions we presented, we believe it is possible to improve and even make the possibility of working full time virtually even more viable.

Work done by: Group 1