Gender, Cultures, and Communication

There exists a spectrum of gender identities in this world. Fostering gender-biased communication, regardless of setting, can ingrain unconscious biases. Technological advancements have engendered more diverse workforces than ever before. Individuals navigate geographical, cultural, and language boundaries to merge into a corporate setting for achieving common goals. Communication is an essential part of cultural integration for such diverse workforces. Communication gap which arises due cultural difference can lead to misinterpretations or even offense among members from different cultures. An international workforce needs to embrace a range of cultural ideologies, accents, idioms, terminologies, and gestures so that individuals can appropriately address misinterpretations or offenses. Therefore, it is crucial to communicate clearly and effectively, including being conscious of the impact of every word used. One essential component of such cross-culture communication is one of the core components of an individual's identity: gender.

Gender-biased communication highlights an individual's uneven, unbalanced, unfair representation by disregarding parts of an individual's identity. Biases can impact an individual's behavior, actions, and feelings towards a particular group or individual. Another aspect of gender biases is related to culture. For example, for foreign individuals navigating the culture of the United States, using specific personal pronouns might be challenging to incorporate into their existing knowledge of English. Gender-Inclusive Language (GIL) is a good social practice to promote healthy social and cultural shifts. Effective communication is vital for transferring information and for a thriving social life.

The first step towards adopting effective GIL is simply bringing awareness around this topic and getting familiar with pronouns [1]. For example, using singular "they" should be preferred over "he" and "she" if the gender identity of the person is unknown. Large organizations have begun making small but measurable efforts to recognize the gender of employees and consumers — instituting GIL — by advocating mandatory seminars, workshops, videos, animations, etc. The pandemic fostered virtual work environments and suppressed socializing components - limiting the communication to transferring information only. This mode of virtual communication has significantly erased the boundaries of professional settings.The use of gender-inclusive personal nouns is guided by explicitly favorable intentions as well as habitual processes involving the past use of such language [2]. For effective implementation of GIL - individuals need to experiment actively. Therefore, this underscores the need for a solution that encourages individuals to learn and practice GIL holistically. We intend to amplify the discussion within the HCI community towards **more creative and computationally advanced solutions that address the gap between** institutionalization and the practical implementation of GIL. One way forward is to use gaming platforms with clear goals, well-defined rules, and a feedback mechanism to help

voluntary players learn implicitly [3]. Furthermore, incorporating sophisticated computational linguistics with interactive gaming platforms could help recognize how players explore gender identities. Finally, encouraging learning with entertainment via gaming platforms could enable GIL to foster inclusive environments.

References: -

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