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Assessment Task 2: Group Project Case Study (30%)

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TITLE	Case 3: Colorful Collaboration?
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[Sujal Ratna Tuladhar] (Leader)	Culture Theory and Dimension Identification + Everything
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[Samikshya Shrestha]	Environmental Context and Settings
[Puspa Kutu]	Central Issue and Conflict
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Main Characters and their background

<u>Main Characters;</u>

Two central figures in this case study are;

i. Mayor of Green Community (Greenies) Kacie Wilson and

ii. Chief Innovation and Finance Officer of Red Community (Redlets) Brianna

<u>Background;</u>

all their beliefs, values, and rules, which helps in characterizing the members of a society and differentiating it from other societies

Mayor thinks time is cyclically and flexible where as chief is that who emphasizes the boundaries impose by time like start and end of event highlight.

Mayor Wilson's culture prefers Particularism (search for difference, uniqueness or exceptions to create something of special quality), while as Chief Brianna's prefers Universalism (searching for systematic trying to impose the rules, laws, and norms on citizens like efficient well-oiled machine).

Individualism is seen within the Greenies as they are holders of personal freedom, autonomy and self-reliance in higher regards, advocating those individual rights and freedom are paramount and shouldn't be sacrificed for the community. While Redlets value community and social cohesion, shared norms and values, well-being of community over individual precedence and responsibilities.

Greenie tend to keep their personal and professional lives completely separate, with clearly defined relationship and seem to have minimal emotional expressiveness to preserve dignity. Redlets have relations that intermingled, lives are mixed and will openly express feelings.

Achievement culture like redlets give status to people on how they perform on their functions. While, ascription culture like greenie base status on who or what a person is. Greenies will act out their beliefs with their behaviors then redlets would subconsciously underlie behaviors

Environmental, Context, Settings & Background

Environmental Context;
is describe by the overall conditions or surroundings in which something exists, in the story we can analyze them on basis of

Here the Green Community is visualized as a failing society, whereas the Red Community is a thriving society. Even though both are equally developed in infrastructures. both cities were thousands of miles apart, across the zenith but mirrored each other.

Settings;
describes the specific places or time in which something occurs, it is to create a sense of atmosphere and mood in a story and enhances the reader's experience

both communities had perfectly manicured yards/lawns, 2 story tall and white houses, freshly painted fences surrounding the property and tinted windows with respected color accents with highlights

Background;
to provide context and depth to a story. Explain a character's behavior or motivations

in the Green Community which was once lively, now slowly in process of being abandoned due to it being in financial crisis. But they are still proud in their own individual abilities. Even in others struggle is not their business to interfere, or to reach out for other help.

over at the Red Community they take pride in helping other which somethings becomes a fierce competition. Fostering strong connections and willing desire to help while being open and honest towards themselves and others.

Central Issue/Conflict

Central Issue;

Are to describe a problem or matter that needs to be resolved and to describe challenges that need to be overcome.

- ➤ running out of ideas for fundraising tactics due to financial crisis
- ➤ others dilemma was not their headache
- ➤ reluctant to lend a helping hand
- ➤ be deprived of tenant
- ➤ barrier, stuck-up ideology, pride-nerves

Conflict;

to describe a disagreement or clash between two or more parties. in negative contexts and can be used to describe both minor and major disagreements

- ➤ keep-to-themselves
- ➤ participation and approval
- ➤ repulsive to others

Cultural Theories and Dimensions Identified

S.No.	Cultural Dimension	Based on the theory of	Explanation
1.	Power Distance ≡ Index	GLOBE Hofstede	Greenies have high-large PD as no one was willing to help each othereven in dire situations, wants to keep the resources for themselves. Redlets have low-small PD as they are open on building strongconnections and want help others in need.
2.	Uncertainty Avoidance/ Tolerance≡ Truth	GLOBE Hofstede	Greenies have high UA as they have strong resistance to change andany outsiders in their business. Redlets have low UA as they pride themselves so much that it becomescompetitive and authoritative making them less orderly and informal
3.	Institutional Collectivism ≡ Identity	GLOBE Hofstede	Greenies have highlighted the fact they are on the lower spectrum relating to IC with more independence and individuality prevails even if group is struggling Redlets are on the other end of spectrum with interdependence andgroup togetherness.
4.	In-Group Collectivism	GLOBE	Greenies Council have strong distinction made between in-out groups, and couldn't relate with redlets opinion without feeling imposed upon. Redlets Chief feels that her idea is great and rational and bringing the barrier would elevate the greenie

5.	Gender Egalitarianism ≡ Orientation	GLOBE Hofstede	Greenies and Redlets are highly gender egalitarian society as in both women are in higher position as they are also involved in decision making in community affairs.
6.	Assertiveness	GLOBE	Mayor of Greenies put on a brave face with her pride hid behind a smile to save face of the community but failed by citizens lack of loyalty Chief of Redlets had fail safe plan and with her experience, she tried to control her environment and expected the greens to take initiative with directness.
7.	Future Orientation ≡ Virtue	GLOBE Hofstede	Greenies are materialistic, would spend their money fast for gratification Redlets Community emphasized for long term success, they were flexible and adaptive
8.	Performance Orientation ≡ Indulgence	GLOBE Hofstede	Greenie's view feedbacks as judgmental and especially coming from outside, subtle and indirect communications by mayor Chief of Redlets prefers feedback directly with explicit communication as it could help in performance improvement toward her plans
9.	Humane Orientation	GLOBE	Greenies lies on extreme lower end with selfishness, and preferring self-interests. Redlets lies on the higher end as they are interested in helping others, societal members promote well-being and togetherness for affiliation

Summary

Mayor Wilson of green community is in financial trouble, but the self-sufficient Greenies who are known for not accepting or giving assistance. She turns to the Red Community's Redlets, who are renowned for their sense of community, for help in dealing with this. Mayor Wilson eventually agrees to ask Brianna, the Redlet Chief Innovation and Finance Officer, for assistance. However, Brianna's suggestions for collaboration are rejected by the Green Community council. Later, Mayor Wilson sees their importance but is unwilling to help her, which causes Brianna to feel not respected and leave. The community is still split, and it is up to the mayor to save the town.

The case study shows the difficulty of overcoming preconceived biases and the opposition to change in a community dealing with a crisis. It also emphasizes the necessity of working together and being open-minded in order to discover answers to challenging issues.

Key Studies

1. How do stereotypes and community biases impact the task beforeBrianna even arrives in the Green Community?

Stereotype and Community Bias	How it Affected Brianna
competitive, authoritative	greens felt like reds were virtue signaling, wantsdictatorship
keep-to-themselves, selfish	reds thought greens prefer solitude and were a "lone wolf"
stuck-up, cold	reds think greens likes to be superior, are condescending
overly proud, elitist	reds are high and mighty, pompous snob
inbred, righteous	congenital, incurable, irredeemable, irreproachable, pious
repulsive, scornful	loathsome, dreadful, grotesque, mocking
backhanded, snarky	

2. What could have been done to prevent the abrupt and unpleasant welcome Brianna received when she arrived?

- ☐ If the mayor speak her mind about Brianne plan which could end up saving the community from facing huge losses
- ☐ if mayor could control the council-citizens attack towards the Redlets chief
- ☐ if mayor backed Brianne in the meeting, as in standing up for her
- ☐ mayor let her pride go away and not letting the council participants behave rudely to someone who is trying to help for the betterment of the community
- ☐ mayor spoke to Brianna during lunch when she was alone

3. Discuss other instances of stereotyping, ethnocentrism, and prejudicetoward outgroups based on identity you've seen and noticed in your environment

❖   Stereotyping;

Kind of generalizations of traits, motives of strong emotional behaviors for a whole group of people. An image of a group/community in our head of our own or foreign group

> impersonation of minority, speaking in exaggeration indigenous accents, mockery of issues in marginalized community

> blackface on national television, using cultural identity reduced to fill comedy relief, minority views from dominant

> segregation in events or sports related, not following the crowd making those different doubt themselves

❖   Ethnocentrism;

Making negative judgements about foreign culture by referring to the standards of the culture one comes from and interpreting others behavior according to standards of ones own.

> being threatened online for being different, children's groups being exclusive and treating different kid as alien, disassociation

> Hindu patriarchy ideology system, gender-based violence, dressing modest, swearing, caste hierarchy

> specific ethnic channels, glorify their culture, racism and xenophobia, geography distance, loyalty, conservatism,

❖   Prejudice;

Hostile negative attitudes based on generalization resulting from false incomplete information; like cognitive, emotions, behaviors. due to fear of the unknown and ignorance to strangers

> hero should be tall, white, with broad shoulders, good facial structure from higher caste with villains or sidekicks being from indigenous culture, being feed hyper-nationalist ideas

> children's love junk food, millennials are narcissistic, politicians are corrupt, old-fashion concepts

> elderly pushing gender roles, girls have parents and will have husband to provide them, city boys have inheritance and village boys need to work hard