
Cross Culture

Group Assignment

Culture Conflict

Swiss Asian MBA

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1. Introduction

5G Internet Hospital + Elderly Nursing Home

1.1 Background:

The Fourth Plenary Session of the 19th CPC proposed to "accelerate the construction of an elderly care service system with the coordination of home-based community institutions and the combination of medical care and health care". The combination of medical care and nursing care is the focus of developing the elderly care service system in Shanghai. Then a special investigation was conducted in a municipal hospital, and the pilot work of Internet hospital service for rural elderly care institutions was carried out in Songjiang District, Shanghai.

Due to the rapid development of 5G technology in China, Shanghai Municipal Bureau of Civil Affairs has decided to make elderly nursing homes as the main part, hospitals as the support and 5G technology as the bridge, and introduce the Internet hospital into the elderly care center. All the purposes are to improve the medical environment of the elderly living in nursing homes.

1.2 Situation:

-From the nursing home customer side

Internet hospital + nursing home is a new thing. In the early stage of publicity and promotion, some elderly people and their families hold a wait-and-see attitude, so they can not complete all the elderly filing work. Generally speaking, the elderly with higher education level are more likely to accept Internet hospitals. The age of elderly living in our nursing home are more than 80 years old, 30% of them are more than 90 years old. Most of them have no education background. The 5G technology, smart phone, online payment, and the other related technologies are too hard for them to understand and accept. Thus from the customer side, the resistance is easy to see.

From the nursing home operation side

Due to the limitation of China's medical insurance settlement, the elderly society and persons have to apply for a real name mobile phone number to enjoy the online prescription and payment services of Internet hospitals. They can only activate their own electronic medical insurance voucher through mobile phones and bind their own real name telephone card and real name bank card. However, the elderly in China's nursing homes are generally older and in poor health, The ownership rate of smart phones is very low (less than 8%), which makes it difficult to promote the application. Then from the operation side it will be a big burden if they shall do all that for customers.

2. Culture conflict:

The expectation of the both two sides exist big divergence. On the role of the nursing home, the service shall provide and the responsibility of each side.

As the customer, if I pay the fee, then I shall accordingly get the good service from all the aspects. So, I shall enjoy the good environment in the nursing home, and do nothing with the help of the nursing home staff that coordinate all the rest of work. And for the new thing like the technology and others, I don't want to know and I don't need to know. You are the staff of the nursing home; you shall do it and let me just use.

While on the other side, the nursing home: we are public nursing home which provide basic service to cover as much people scale as possible. Just as the social security to cover the primary need for the public welfare, not going to meet all the customize requirement.

3. Analysis

The two side why we have the culture conflicts, to analyze this we shall see from the following aspects.

3.1 The nursing home customer side

Generation

The customer in the nursing home ages mostly from 70 to 90 even more, that means most of them were born before this country was founded. The mindset of these elderly people were impacted by the imprint of times.

In a traditional thinking, they tend to believe the children shall be filial to the parents, and one of the aspects is as the elderly the only thing shall do is live a peaceful life, the children will take care the rest of issue. Thus, the elderly people in nursing home, the real customer, they will have no motive to participate in the new technology and application that even is good and helpful to their life.

And they used to live in an era of planned economy, while during that time, the country, the government provide everything to the people. From the cloth to wear, the rice and meat to eat, to the school education and other public service, and even the entertainment like the movie. That makes the generations are so familiar with the well taken care lives, and no need to consider other to do. And deep in mind the public service shall follow the way that need not to worry the supportive work, and as customer shall take no duty or necessity on doing anything, just enjoy what was provided.

And the family of the real customer living in nursing home, as they are sometimes the sponsor or the payer of the nursing home service, they will have the requirements base on the standing point of service buyer. They are the generation who experiences the

time of significant change from the era of planned economy to the time of market-oriented economy, some of them are benefited from this and share the good of the reform and opening-up policy. They somehow regard the economic power weighs more and service are granted to be follow and meet the requirements. Most of the thing can buy, but how much shall spend? The less the better, but how to define that, that will leave to discuss. Thus, the expectation and the fee to pay might lead to an unbalance.

Education background

For the elderly people, the real customer, they went through a very tough time in the country's history, the education system and condition at that time could not let most of the people can acquire sufficient educating opportunity. And in now the rapid changing time, even the young man sometimes have problem with the new technology, let alone the elderly using the new pattern with new thinking way through new means, like smart phone and new communication system.

The customer's children, who is younger than the customer, but also is considered old age now, their education background also not so complete, the social reform in their younger age is also great, only very few of them had the higher education. This also part of the reason that leads to a reluctant accept of the new technology and system or the application in new style which in a totally different thinking mode.

Family structure

The family structure of the customer usually consisted with customer self and several children in the next generation, but if happen to be the time of family planning policy, the second generation will have less members. But usually they live together or not far away from each other. So that makes the operation of the whole family easier, members of the family can work collaboratively, with different of the people in various position to fulfill the daily function. That means, one shall not do everything in the family, especially the elderly, can just wait and do nothing. That makes it no motivation to do

something even for his own good, but wait others to do it. And in here we might apply the idea of the power distance and the masculinity to let you have more easy overview, in China, these two feature scores very high. And we can easy to imagine elderly especially elder man shall take little effort to do such things.

Social age

The social age definition for the old is loose now, due to the development of the society and the improvement of technology, the age of middle age getting higher. Many people now doing some more other things after retirement.

Thus, in here the nursing home customer family, the real customer who is mostly over 80, they are considered to be old, some are able to do something, some are not easy to do due to the physical or mental reason. Yet their children, who is now 60-70 years old, people tend to regard them as not so old or still middle age, while sometimes they consider themselves old enough to do something for others even to their family.

3.2 The nursing home operation side

Generation

The nursing home operation side consisted 3 main part: 20s, 30s, 50s. The staff of the operational and management team are 20s and 30s, and the senior management have some 50s. The 20s and 30s play a main part in here.

They are new generations, the 30s grows together with the country's developing, they see the old-time thing and experience the time of changing, have a good faith of the new thing and also try to mature with the world improving. They accept new things and try to apply to make it better.

The 20s live in a good condition, heard about the old time, and try to change the life and time through their effort. They are eager to learn trying to change, motivated to create more.

The 50s are happy to see the new thing can change something, they also don't want to be lag behind in the new age.

Education background

All of them have a better opportunity to educate, even the 50s they are also in the time that the education system is recovering from a time of stagnation.

The education environment is well connected with the recent situation, even the developing is rapid but the base is similar and mutual. The new things can easy to be accepted.

Family structure

The family in this time is smaller structure compare with the former generation and before people. Then all family member shall not escape from doing things for others and always need to do everything in case sometimes cover other member's position. Thus also consider others supposed to think the same way, do something that is your own.

Social age

The 20s, 30s, 50s are all considered to be same like the nature age, and also young enough to be energetic and full committed to the work. And all are well considered to be easy to accept new thing and application. While they tend to think the new thing is deem to be learned and practice by oneself before it could freely and comfortable to apply. And with the using process to develop together is an acceptable mindset.

4. Reflection

In the Laray Barna's theory the sources of mmiscommunication in cross ccultural eexchanges.

Assumption of similarities : This refers to our tendency to think how we behave and act is the universally accepted rule of behavior. When someone differs, we have a negative view of them

Preconceptions and Stereotypes: Stereotypes involves putting people into pre-defined slots based on our image of how we think they are or should be. It may consist of a set of characteristics that we assume that all members of a group share. This may be true or may be false. But stereotypes may lead to wrongful expectations and notions. A preconceived opinion of another can lead to bias and discrimination

Tendency to evaluate: Humans tend to make sense of the behavior and communication of others by analyzing them from one's own cultural point of view without taking into consideration why the other person is behaving or communicating a certain way.(in Cultural Communication & Intercultural Communication, 2014)

In our case, we can see that, from the customer side, the real customer is not the cross-culture conflict key point, the customer family or we can say their children supposed to be the party that will have conflict with the nursing home side. We cannot count on the custom himself to do the thing, accept and learn the new skill to use the new technology. But the 60-70 years old children of theirs can be the solution of the conflicts? As the nursing home side, what should be done?

Can we change their mind that, the nursing home is just the public nursing home which provide basic service to cover as much people scale as possible. If further service needs extra cost to cover. Can we let them know that the nursing home is not a place they just depend on to take care of the elderly, they still need to work together to make the elderly physical and mental health. Can we manage to communicate and work together with the family to promote and develop the system at the beginning and also improve the whole thing that can make even the system can be as easy as the elderly themselves can use after some introduction and practice by both sides' effort. That

means we solve the cross-culture conflicts and make a great progress in the nursing home mode.

5. References:

in Cultural Communication & Intercultural Communication. (2014, September 25).

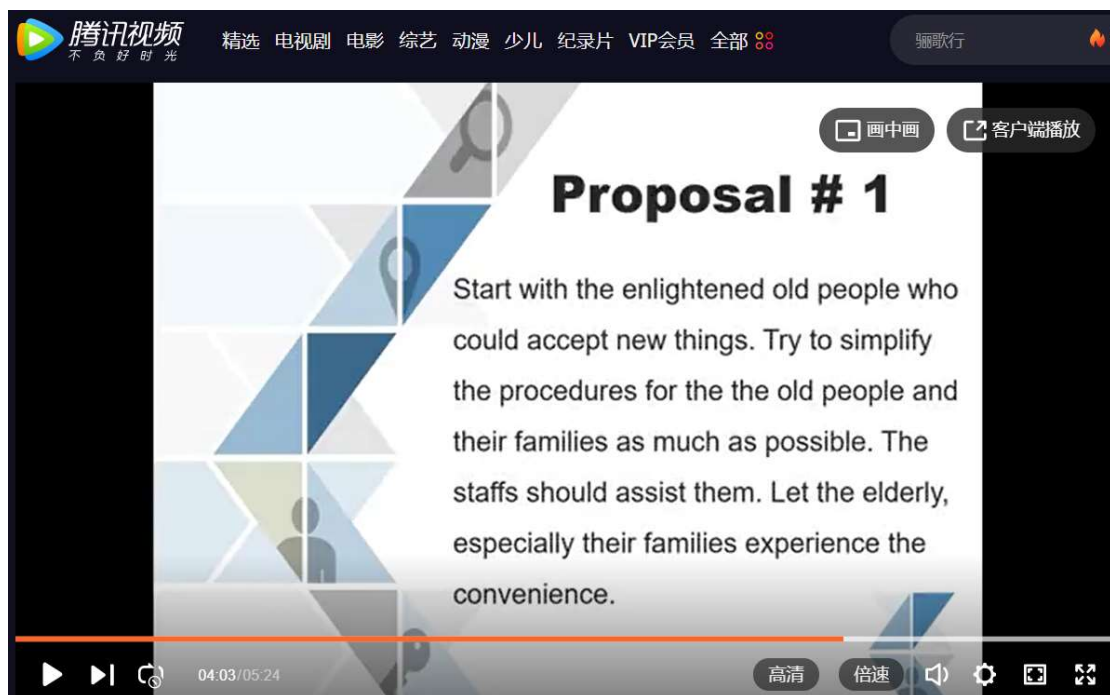
Cross Cultural Communication. Communication Theory.

<https://www.communicationtheory.org/cross-cultural-communication/>

6. Links:

Video of Proposals: <https://v.qq.com/x/page/y3246tpiw7c.html>

Proposal No:1



腾讯视频 不负好时光 精选 电视剧 电影 综艺 动漫 少儿 纪录片 VIP会员 全部 骊歌行

画中画 客户端播放

Proposal # 2

Arrange more propaganda and education activities of modern information and intelligent products. This activity needs to face more family members than the elderly. It is more important to get the recognition of the family members.

04:24/05:24 高清 倍速

腾讯视频 不负好时光 精选 电视剧 电影 综艺 动漫 少儿 纪录片 VIP会员 全部 骊歌行

画中画 客户端播放

Proposal # 3

Let different old people especially those who are resistant, and their families to have more experience. They can register with the staff's accounts to let them experience.

04:54/05:24 高清 倍速

Extra video: <https://www.youtube-nocookie.com/embed/c5m6N7Pvm-s>

For the Interview Part:

Uploaded on YouTube however only in German. The key statements were translated in English and listed here: <https://www.youtube-nocookie.com/embed/c5m6N7Pvm-s>

Senioren- und Betreuungsmanagement

Ein Manager aus Regensburg, Bayern, aus dem sozialengesellschaftlichen Bereich der Pflegeeinrichtungsorganisation, zeigt seine Wahrnehmung auf die veränderte demographische Gesellschaft und zeigt die Nutzungsmöglichkeiten auf die er bei dieser Streaming Plattform sieht. Ein spannendes Interview geführt von Ludwig S. Sahesch-Pur, mit Herr Alexander Trapp.



Source: Interview Video: nursing director in Germany, Regensburg

Answers of Interview Nursing:

POSSIBLE INTERVIEW QUESTION Family related:

- 1) **What are you caring most for your family members ? and how do you actively work on support activities ?** *You should Always be well looked after around the clock and feel comfortable and safe in care facilities / old people's homes. Of course, I provide support through frequent visits and try to relieve the nursing staff as much as possible.*
- 2) **What expectations you have on yourself and to the nursing industry / own government for getting an actively support for your family member, in that terms of technology application ?** *You should always be well looked after around the clock and feel comfortable and safe in care facilities / old people's homes. Of course, I provide support through frequent visits and try to relieve the nursing staff as much as possible.*
- 3) **Do you think the government does a lot for the society ? if yes why ? if no, why ?**

No. I think they are stupid and lazy the assholes. I don't think enough. It is therefore lacking to be well trained. Only then can you continue to use and deal with new, intensive tasks.

4) **Under what circumstances, you would appreciate the nursing house management for a successful alignment of the “support function” tool?** An open day to see their inside facilities and innovation degree ! Being transparent gives feedback to future project perspectives. If this fulfils the purpose and it can be done in the long term / will continue to be carried out.

5) **What does stop you to try it?** Nothing to do at home so I am a believer ! This technology is not well known. Understanding information is hardly available.

6) **Do financial support activities your engagement for that cultural topic, and what should be the amount of the financial support ? can you give any numbers?**

Yes of course. You do not have to exceed your personal financially viable ability. € 20 per month. Oh hell yes it does !!!-actually a lot

7) **Are there any constraints which the family needs to raise before getting the alignment support, started ?** Just do it and don't wait for anybody. At most of a technical and organizational nature.

8) **Do you think your whole family members, understood their own culture already good enough to perform the transformation gap, to close ? if yes , why ? if not, why ?** I do not think so. It's a previous loophole that remains if the transformation isn't done in public. No because it takes resources to think and to thrive the project till it worked for family members. So, it must be an easy way to do so

9) **Do you have the capabilities to thrive the cultural change from outside the family would help to move forward, in that terms ? (closing the gap). please,**

if yes, if no, why?) Everyone containing, the dependent / dependent's own hat, will be closed to their rights. Everyone will be in need of care at any time or later.