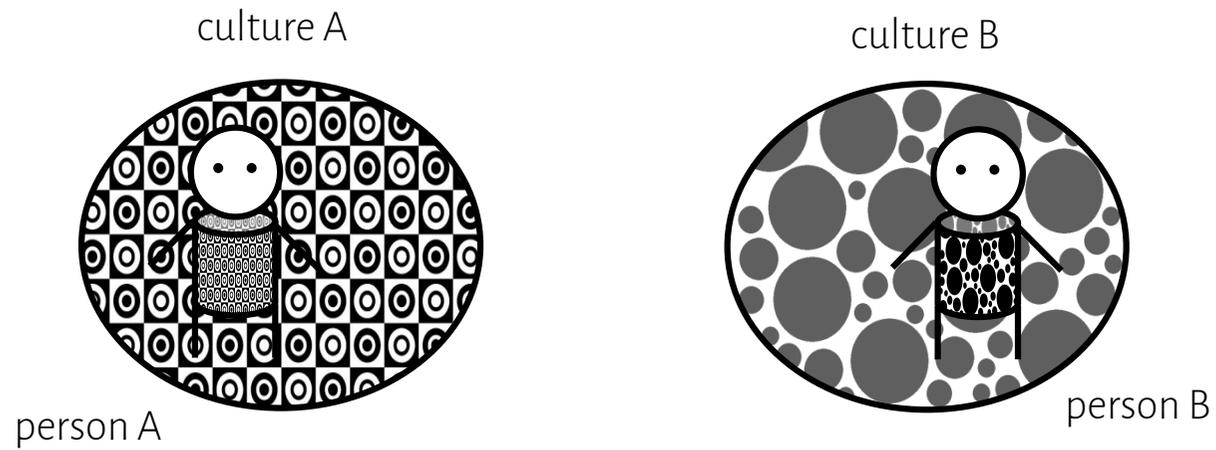


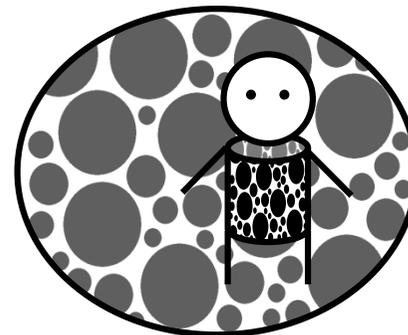
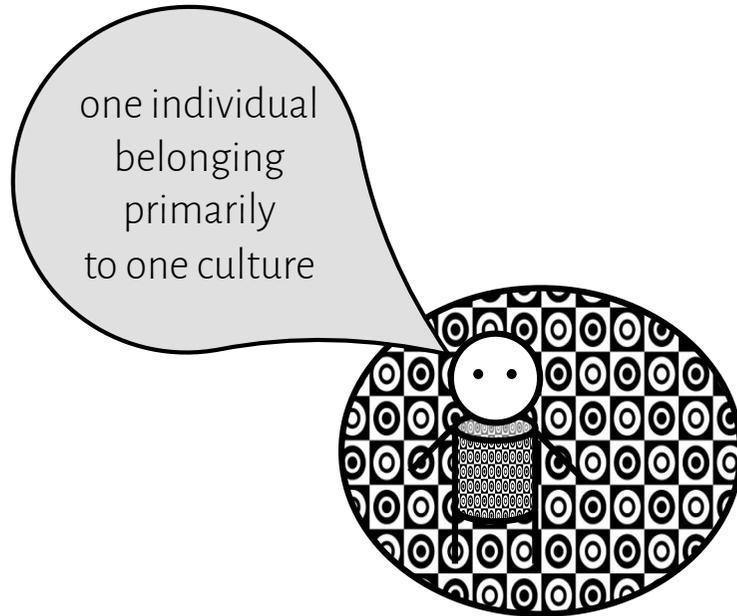
# multicollectivity

it changes everything!

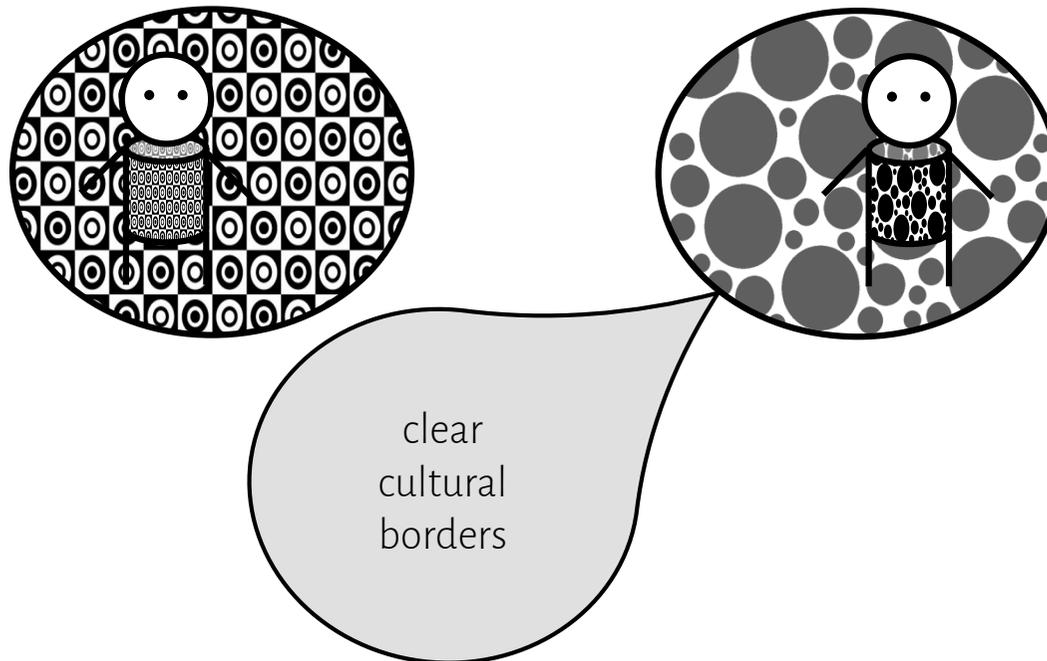
# our old cultural paradigm: people belonging primarily to one culture



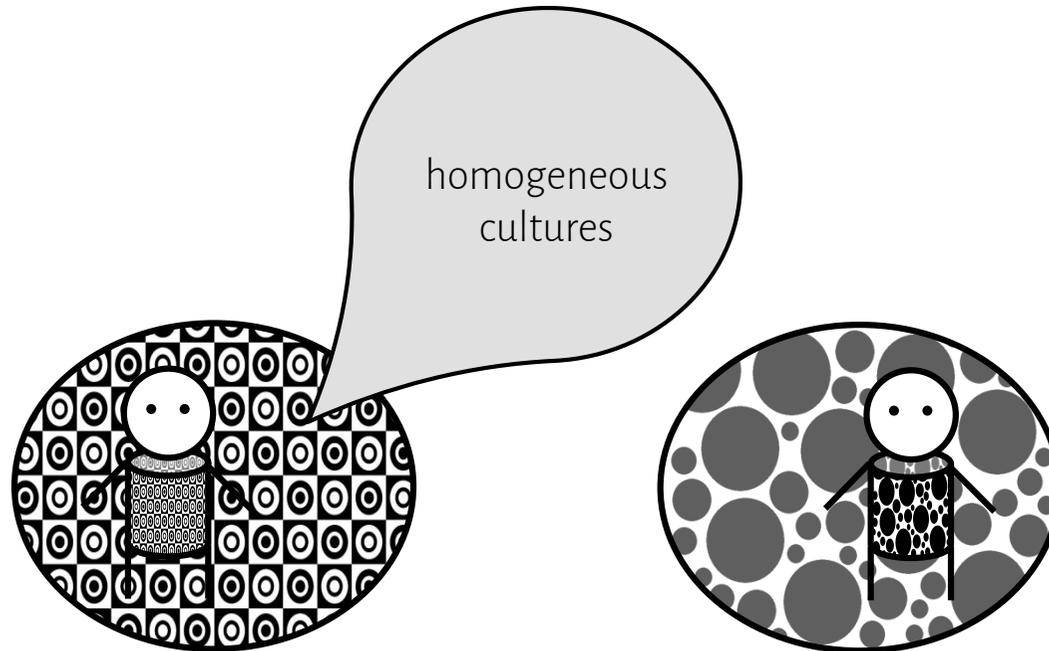
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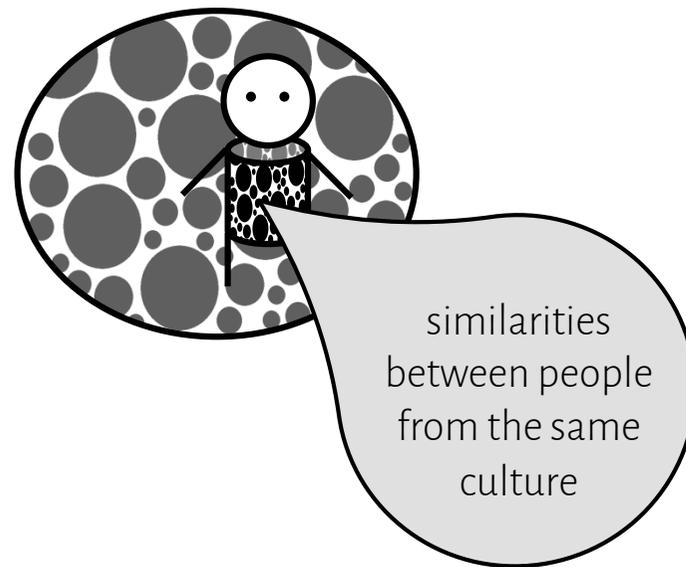
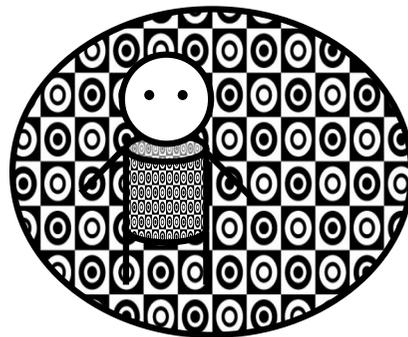
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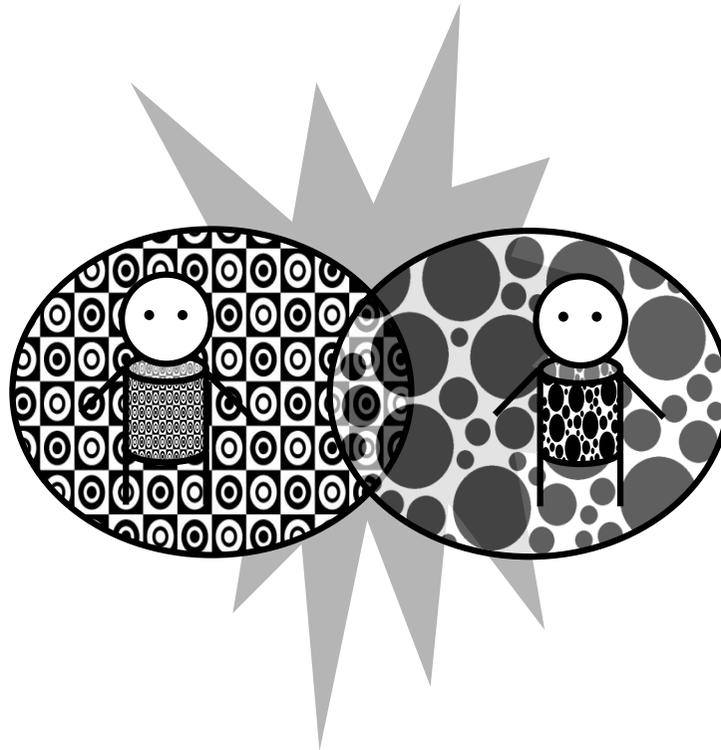
# our old cultural paradigm: people belonging primarily to one culture



# our old cultural paradigm: people belonging primarily to one culture



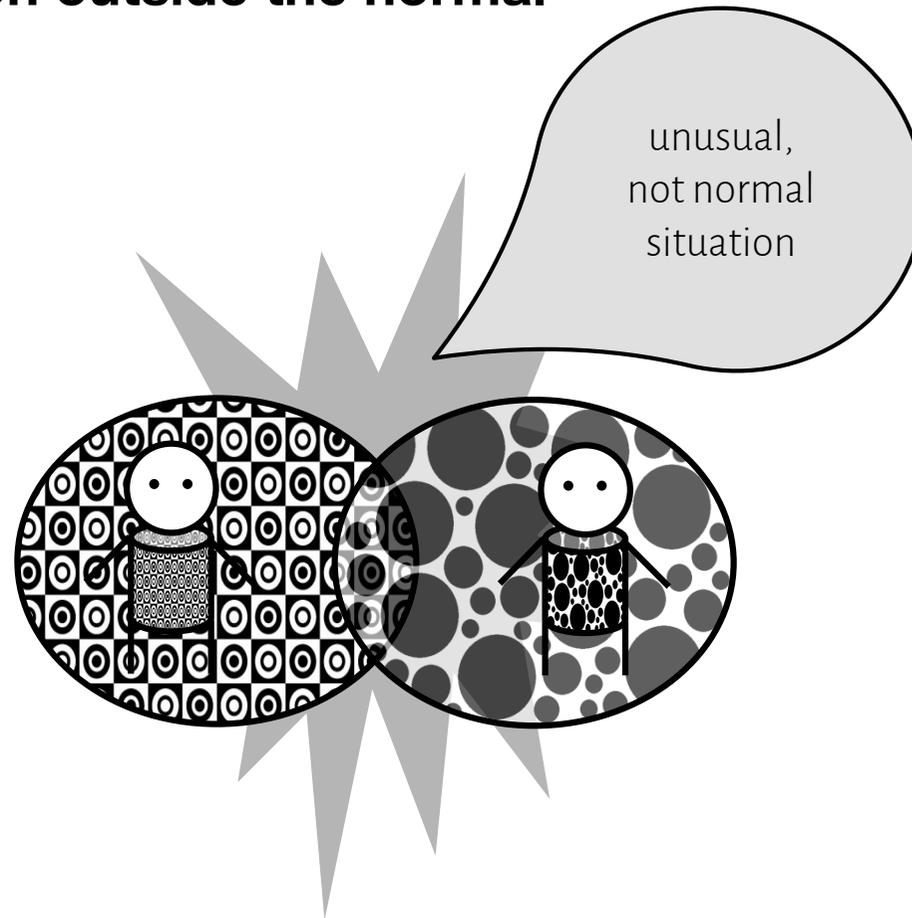
# the traditional concept of interculturality: an objective situation outside the normal



interculturality = collision of two worlds



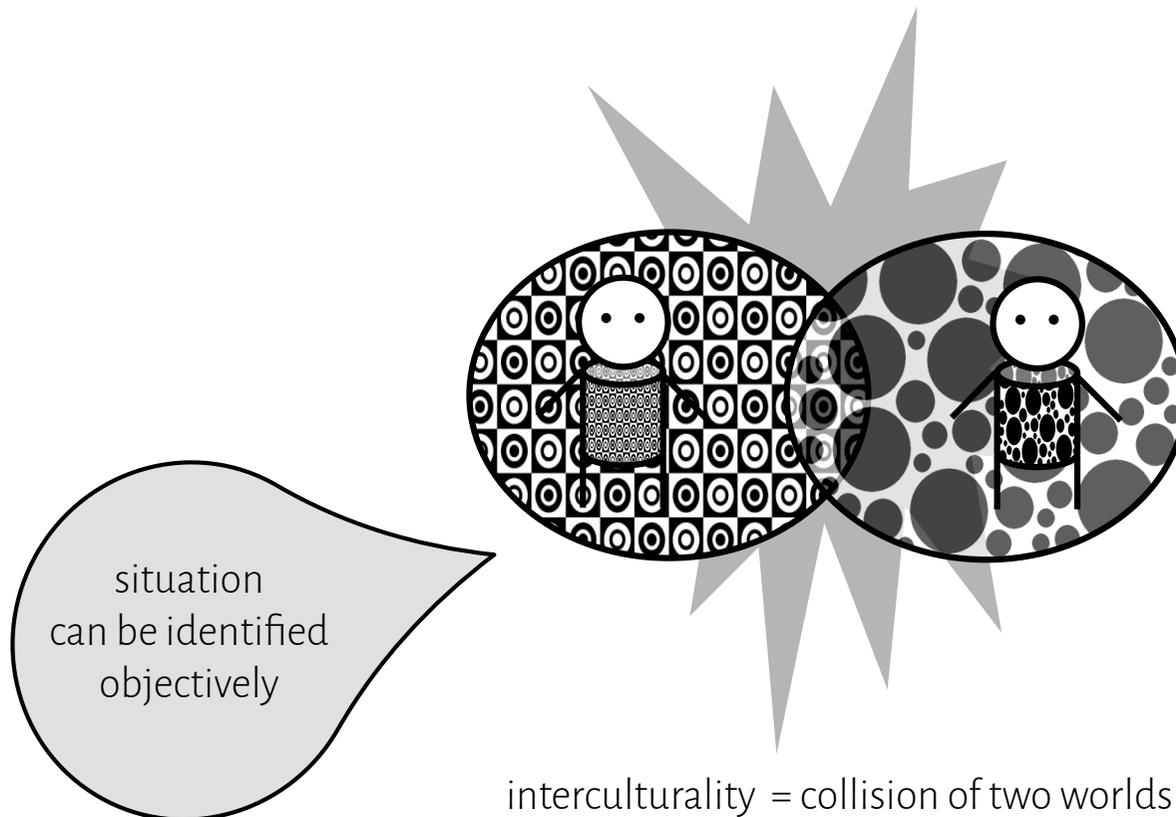
# the traditional concept of interculturality: an objective situation outside the normal



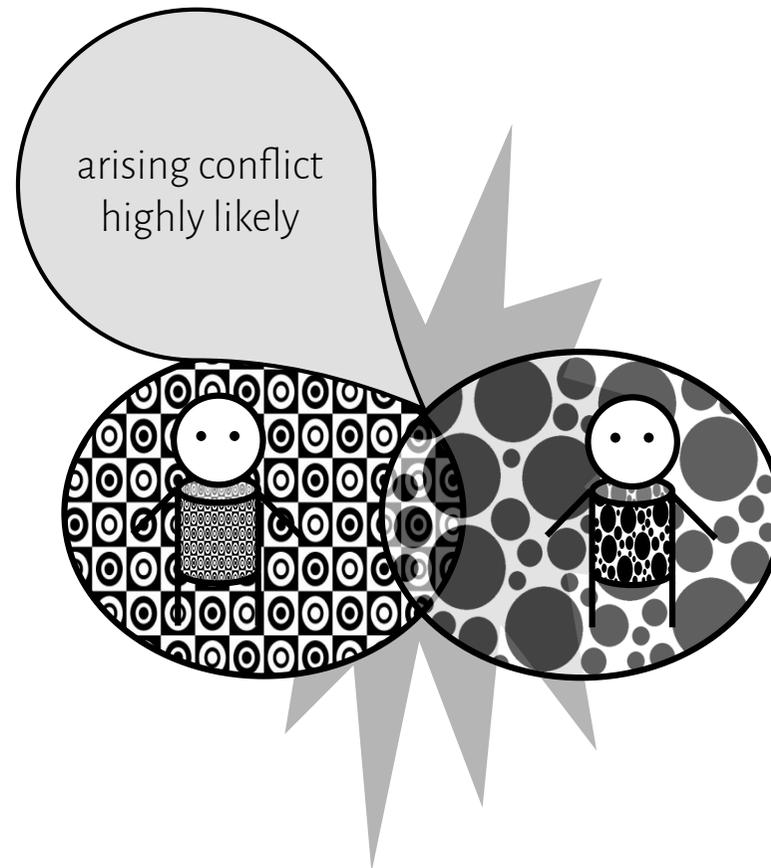
interculturality = collision of two worlds



# the traditional concept of interculturality: an objective situation outside the normal



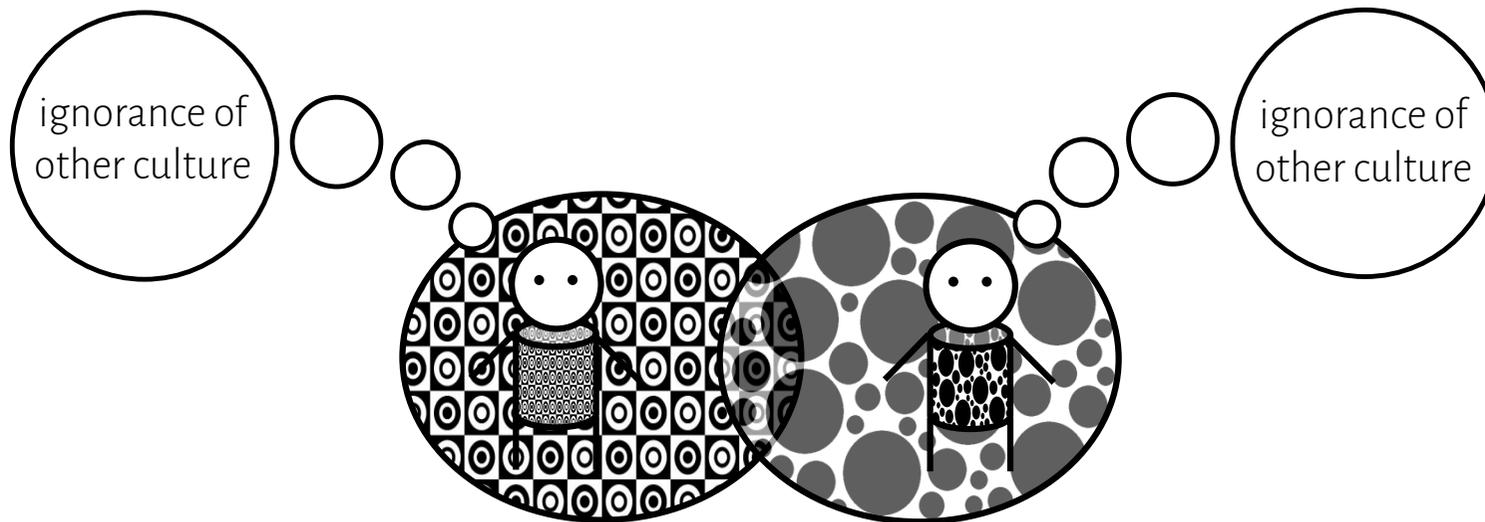
# the traditional concept of interculturality: an objective situation outside the normal



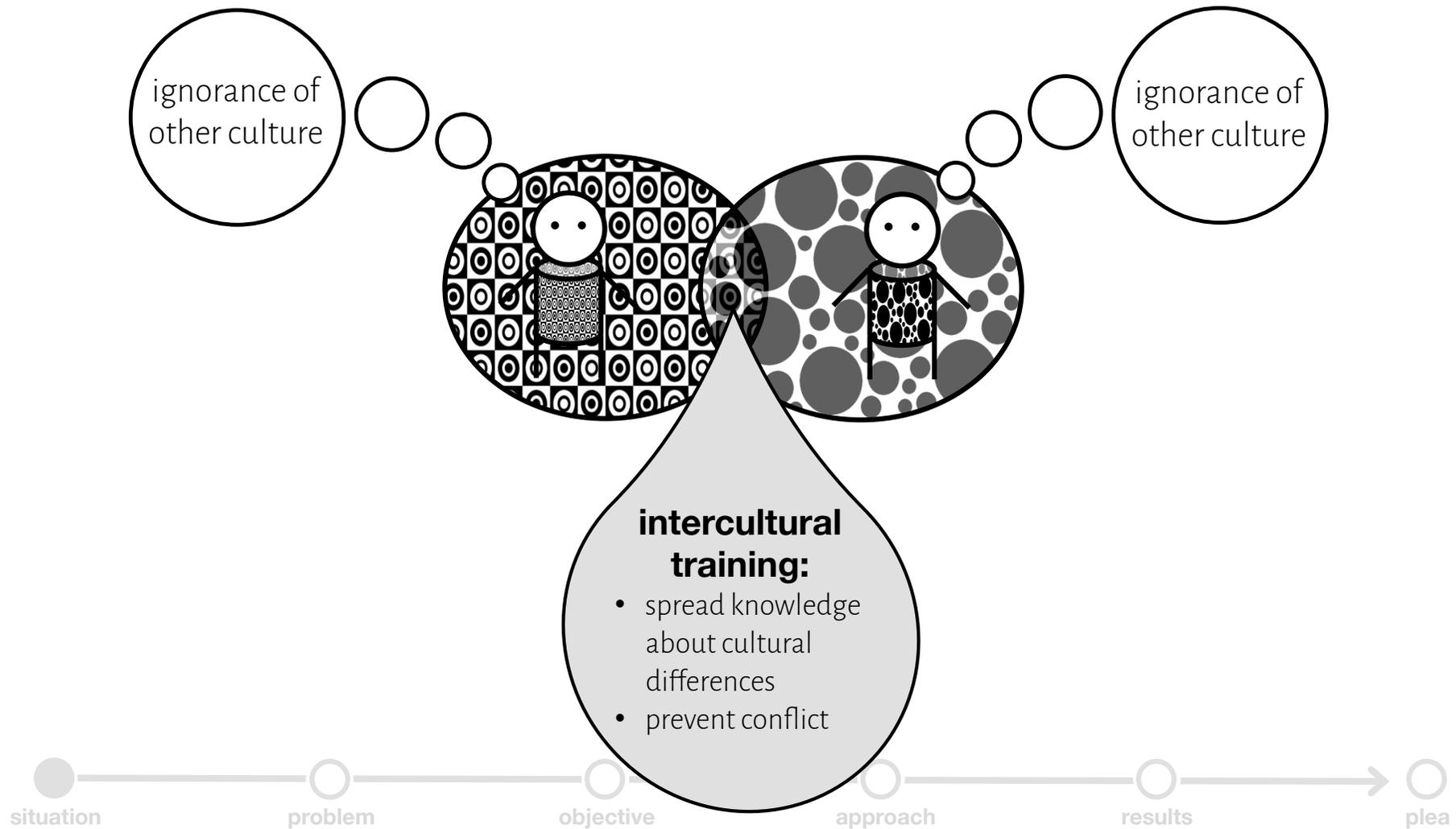
interculturality = collision of two worlds



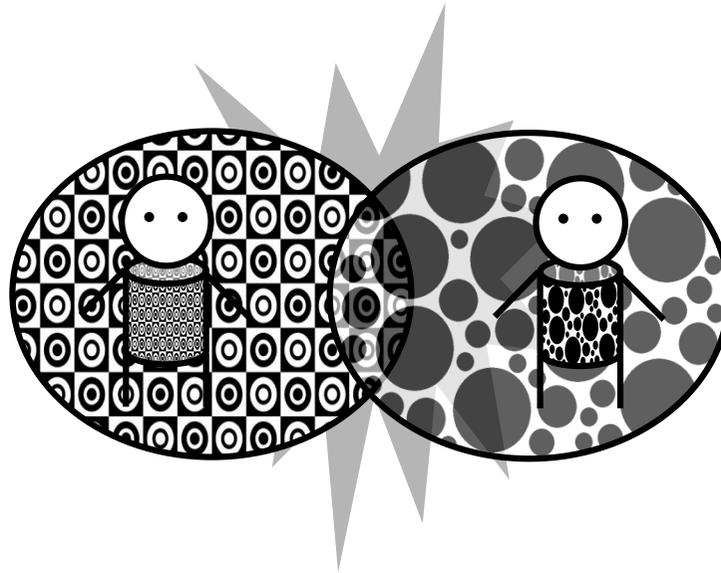
# traditional intercultural trainings: explain cultural differences between those “primary“ cultures



# traditional intercultural trainings: explain cultural differences between those “primary“ cultures



# traditional intercultural trainings lead to four major problems that question their effectiveness

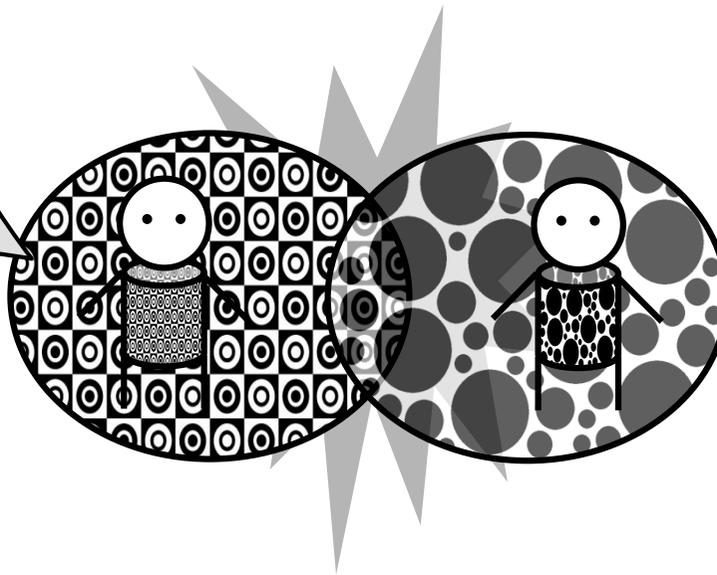


# traditional intercultural trainings lead to four major problems that question their effectiveness

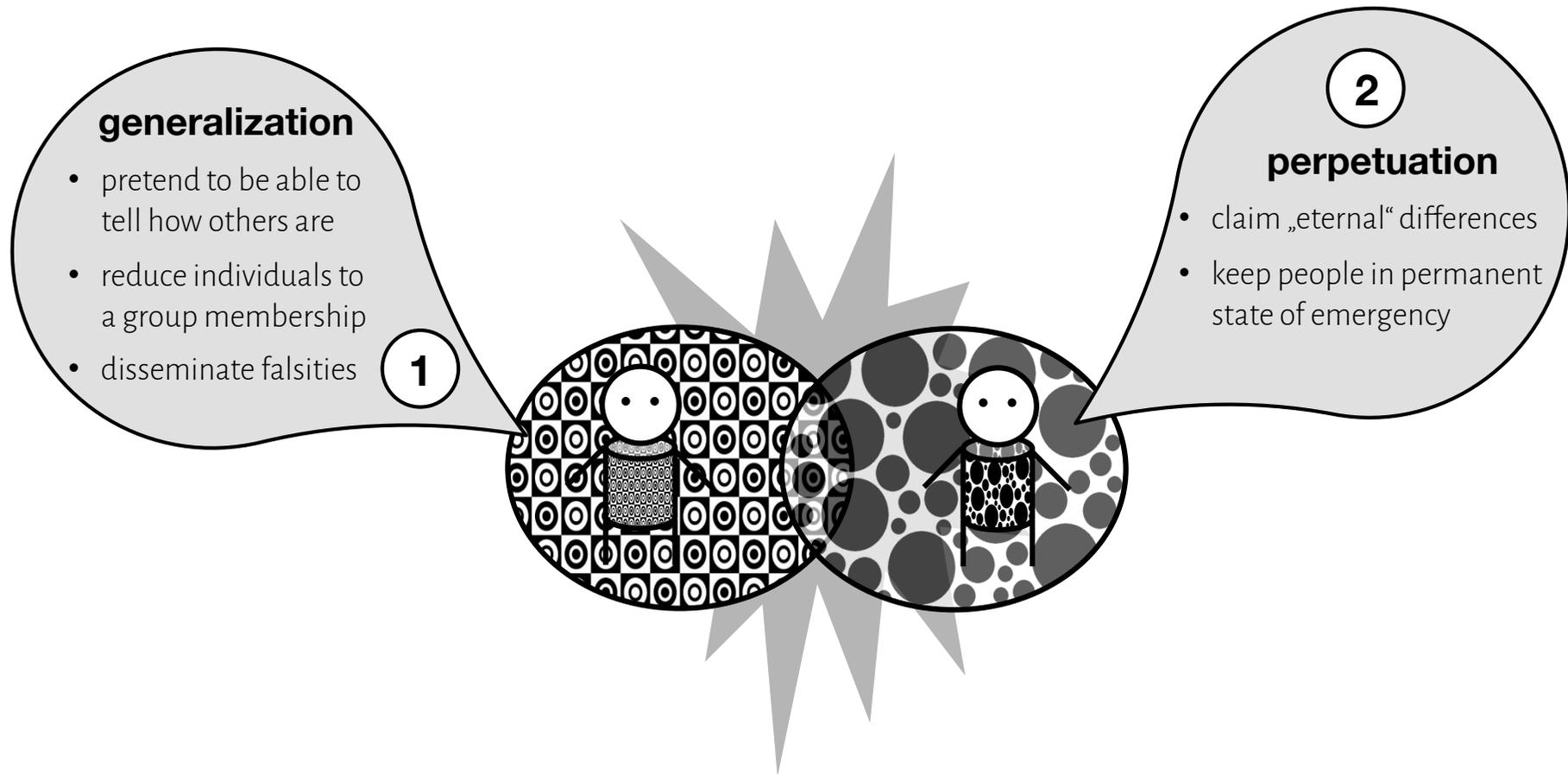
## generalization

- pretend to be able to tell how others are
- reduce individuals to a group membership
- disseminate falsities

1



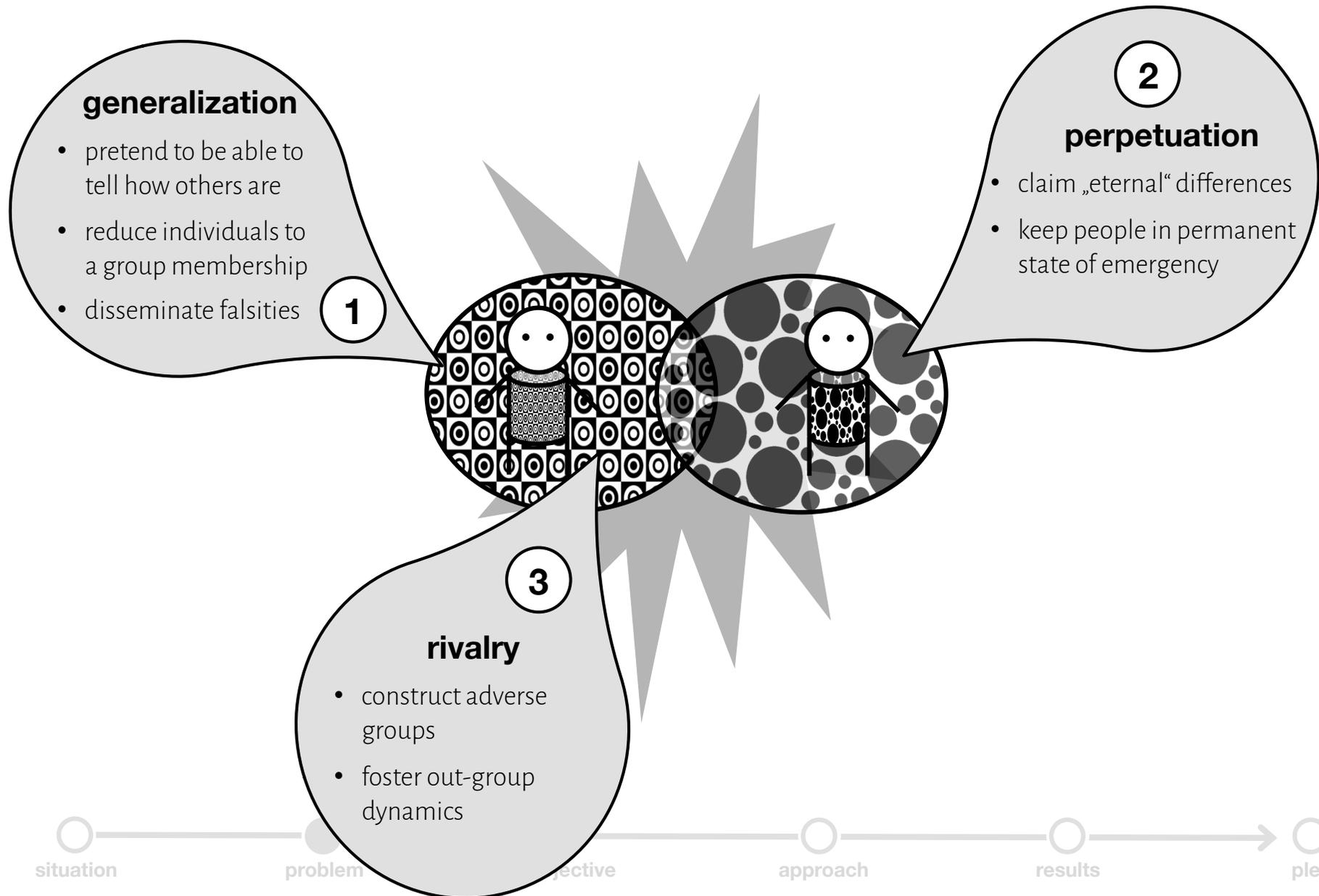
# traditional intercultural trainings lead to four major problems that question their effectiveness



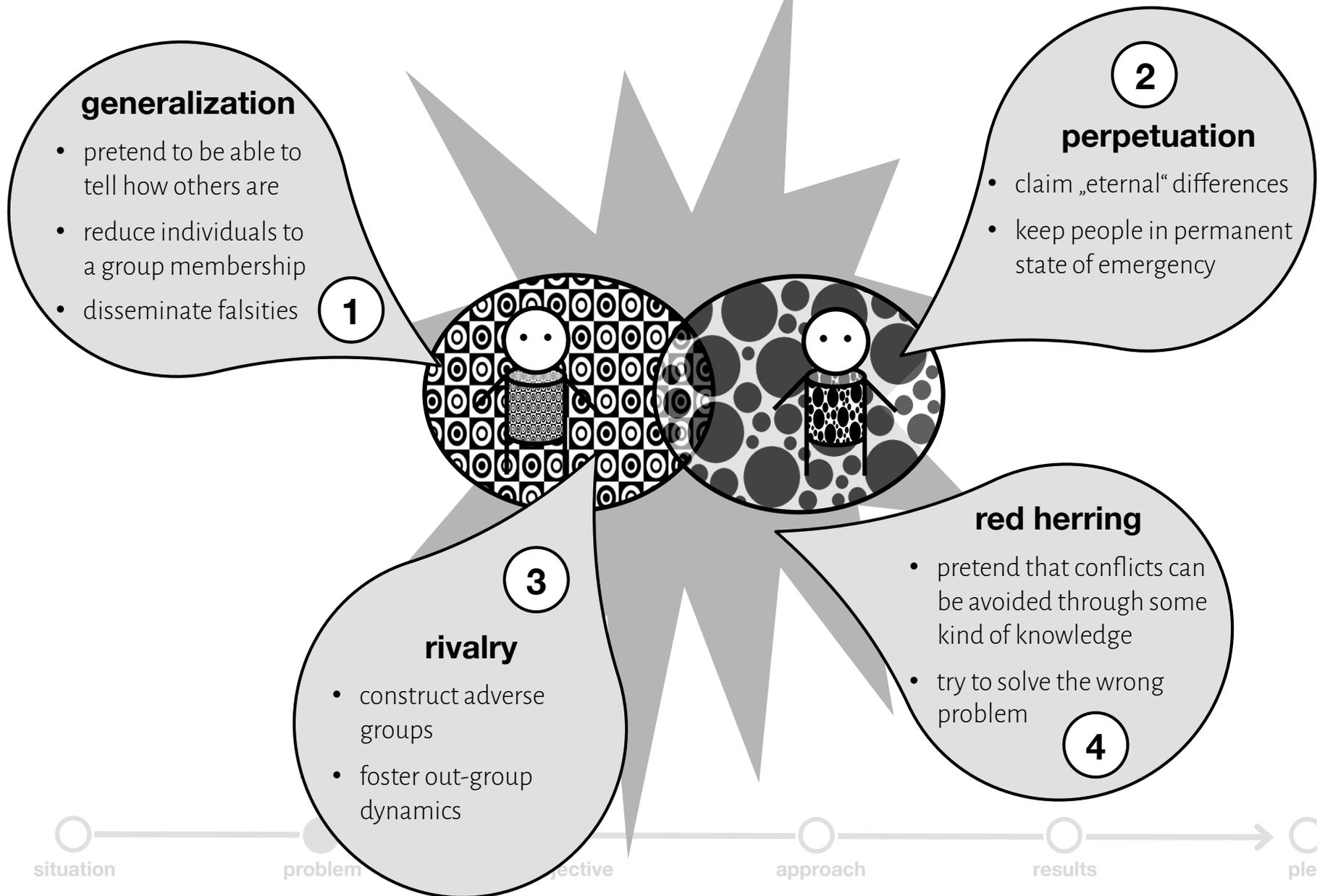
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# traditional intercultural trainings lead to four major problems that question their effectiveness



# traditional intercultural trainings lead to four major problems that question their effectiveness

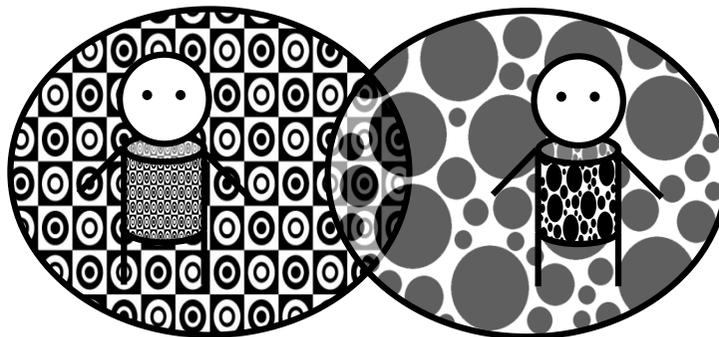


**if we want to solve these problems  
we need new trainings  
based on a different cultural paradigm**



# let's start from scratch

What's wrong with this picture?



# we are all michelin men

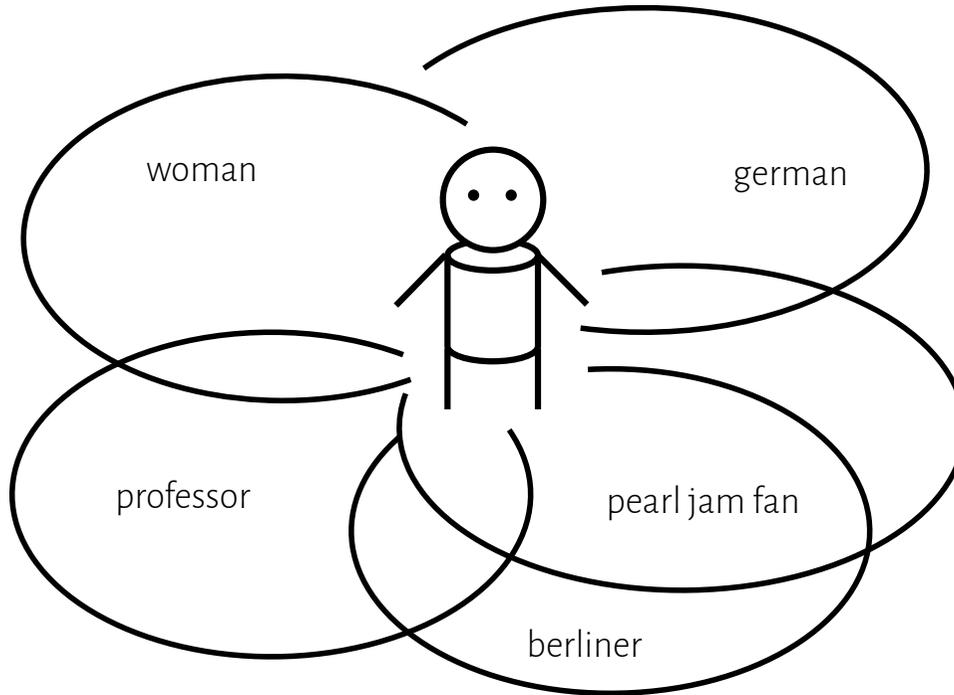


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# the concept of multicollectivity can help reshape our cultural paradigm

**multi-  
collectivity**

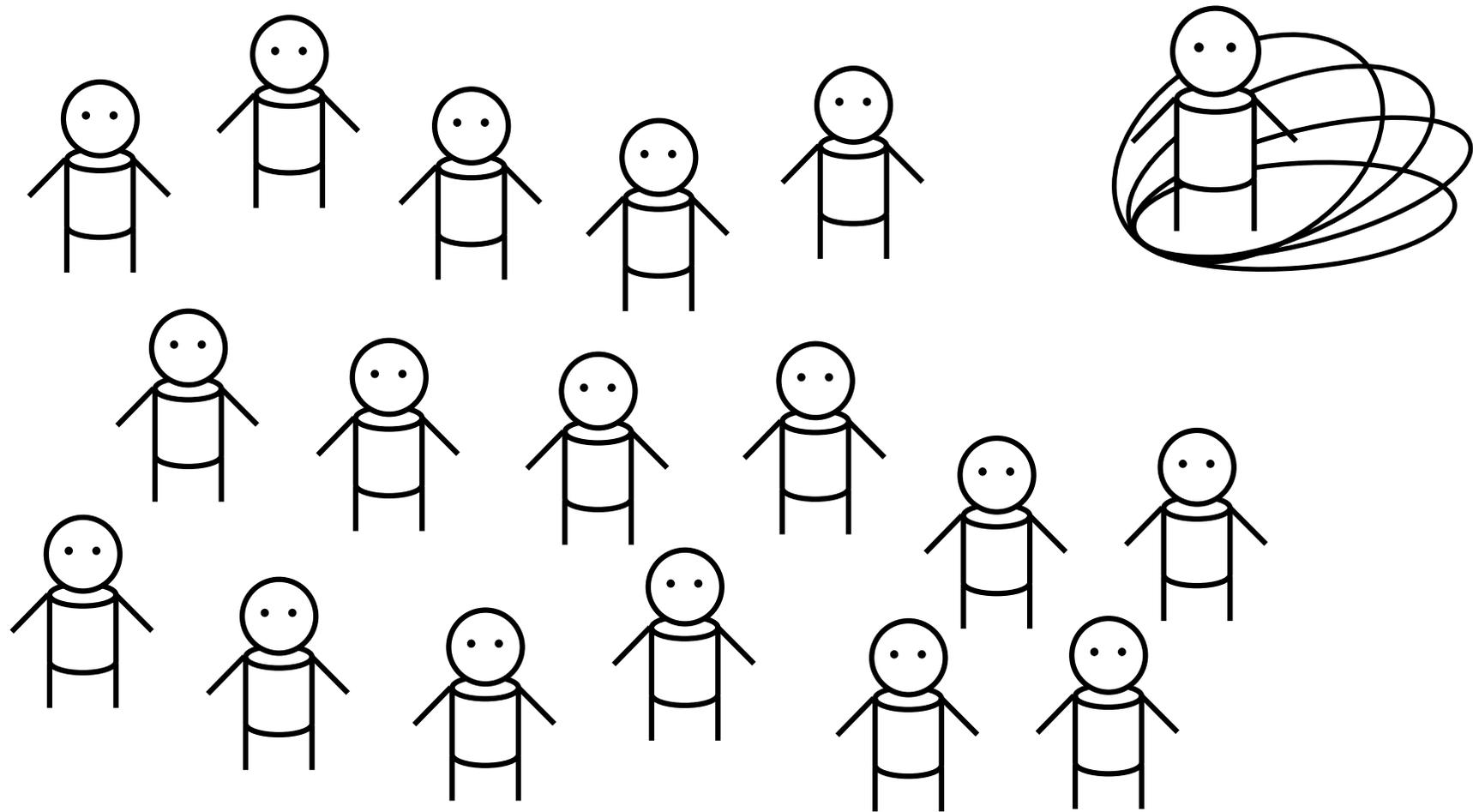


- scientist
- heterosexual
- sister
- civil servant
- schleswig-holsteiner
- choir member
- daughter
- couch potatoe
- european
- owner of a convertible
- godmother
- forty-something
- mba
- ukulele player
- schöneberger
- church member
- anti-smoking
- entj personality type
- apple aficionada
- star trek fan
- early bird
- ...

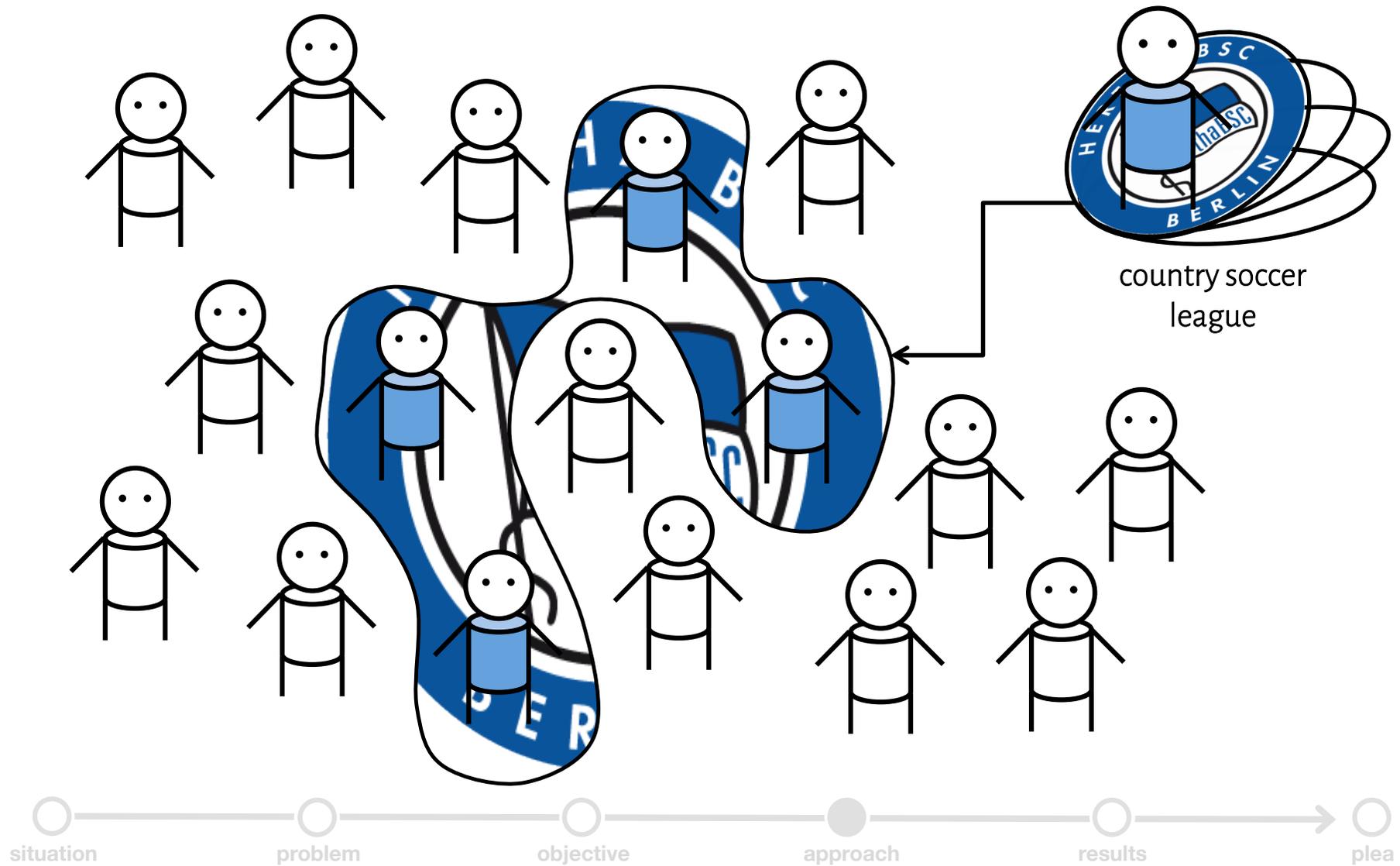
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**multicollectivity:**  
people navigate between memberships depending on context



**multicollectivity:  
people navigate between memberships depending on context**



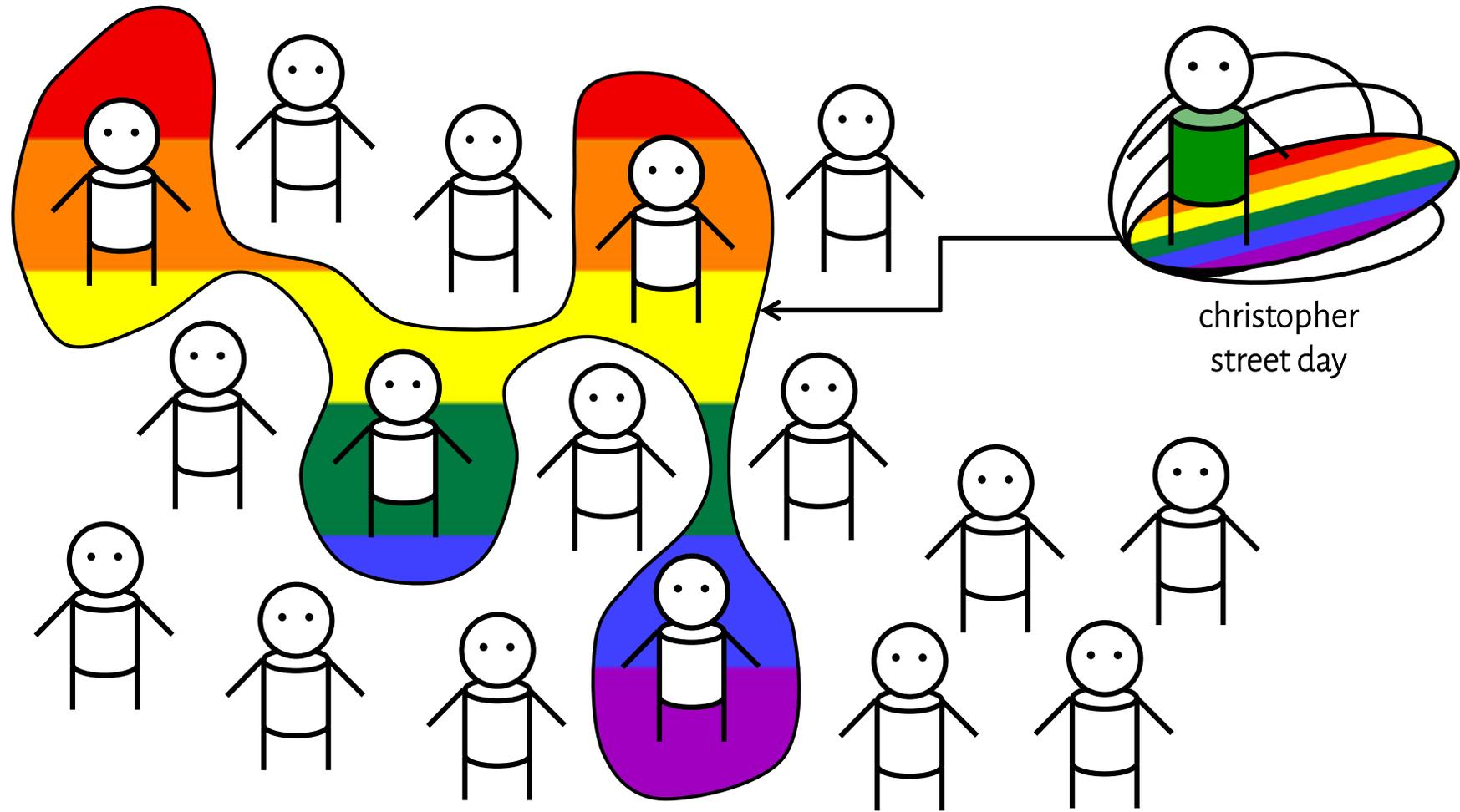
**multicollectivity:  
people navigate between memberships depending on context**



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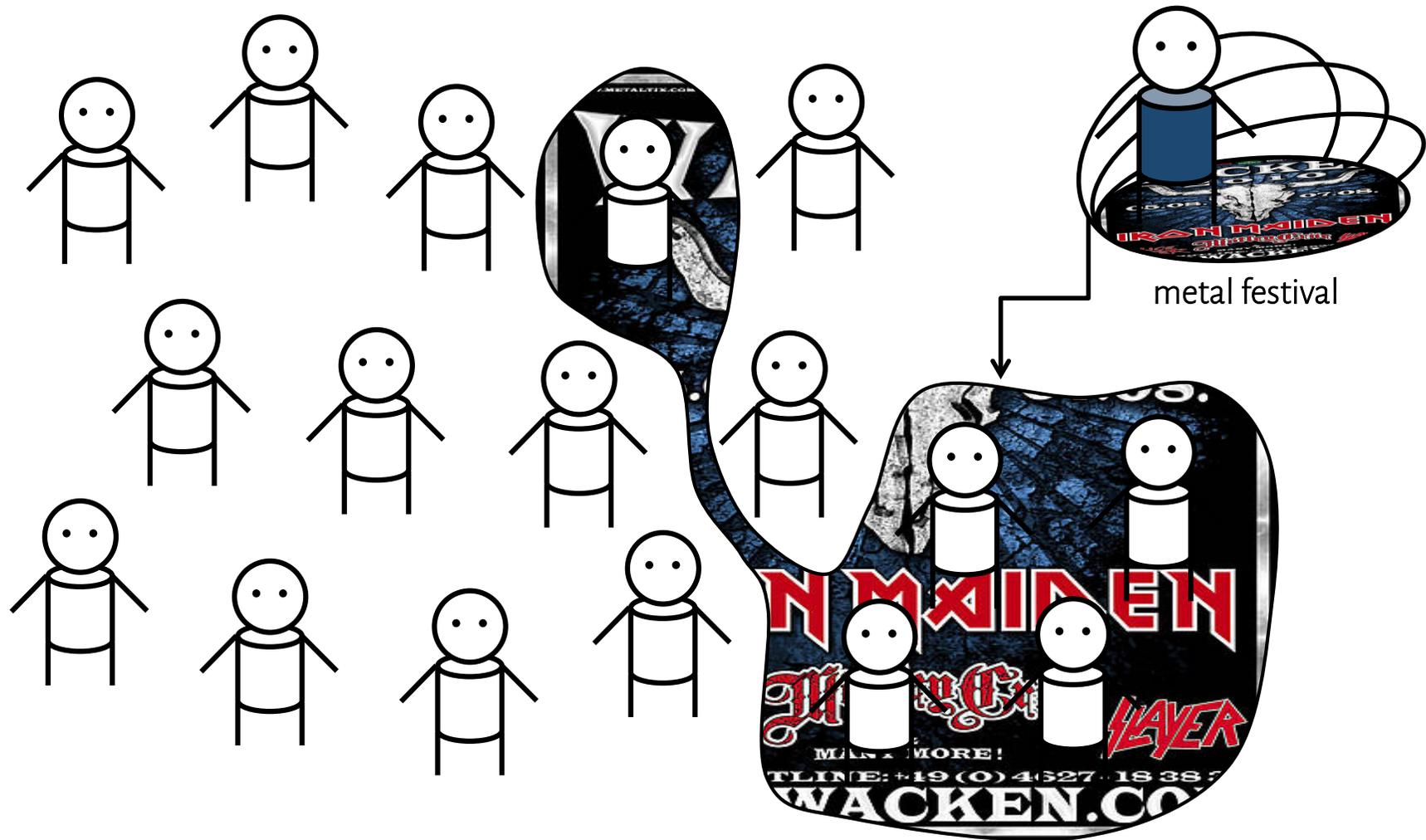
**multicollectivity:  
people navigate between memberships depending on context**



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**multicollectivity:**  
people navigate between memberships depending on context



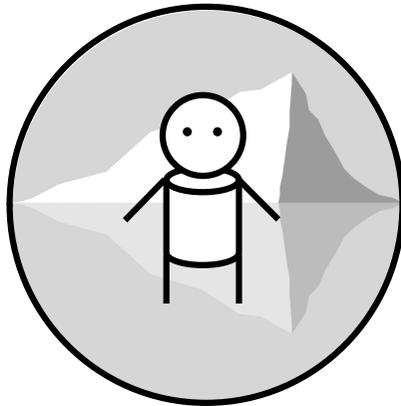
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# multicollectivity: we are not icebergs nor are we in constant flux

## iceberg

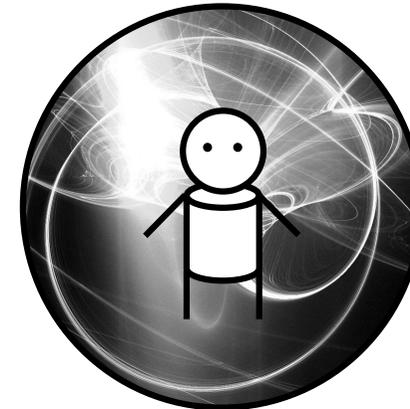
identity concept



- static
- claims homogeneity and coherence of identity
- implies cultural determinism
- no connection to modern reality

## flux

identity concept

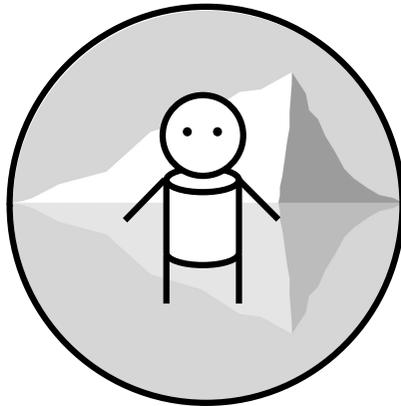


- fluent / undefined / arbitrary
- implies randomness of identity
- fails to explain relative stability of identity
- fails to explain strong human identifications

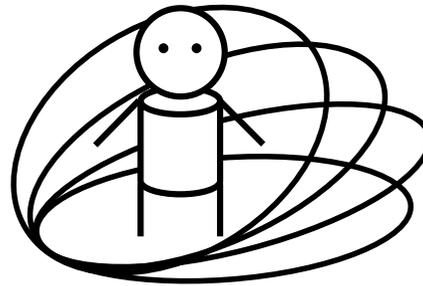


# the concept of multicollectivity can help reshape our understanding of human identity

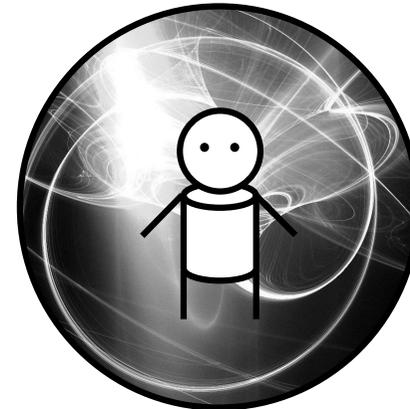
**iceberg**  
identity concept



**multicollectivity**  
concept



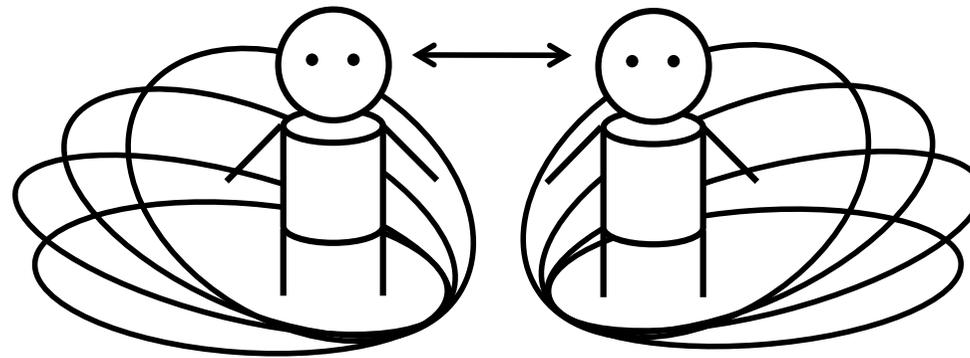
**flux**  
identity concept



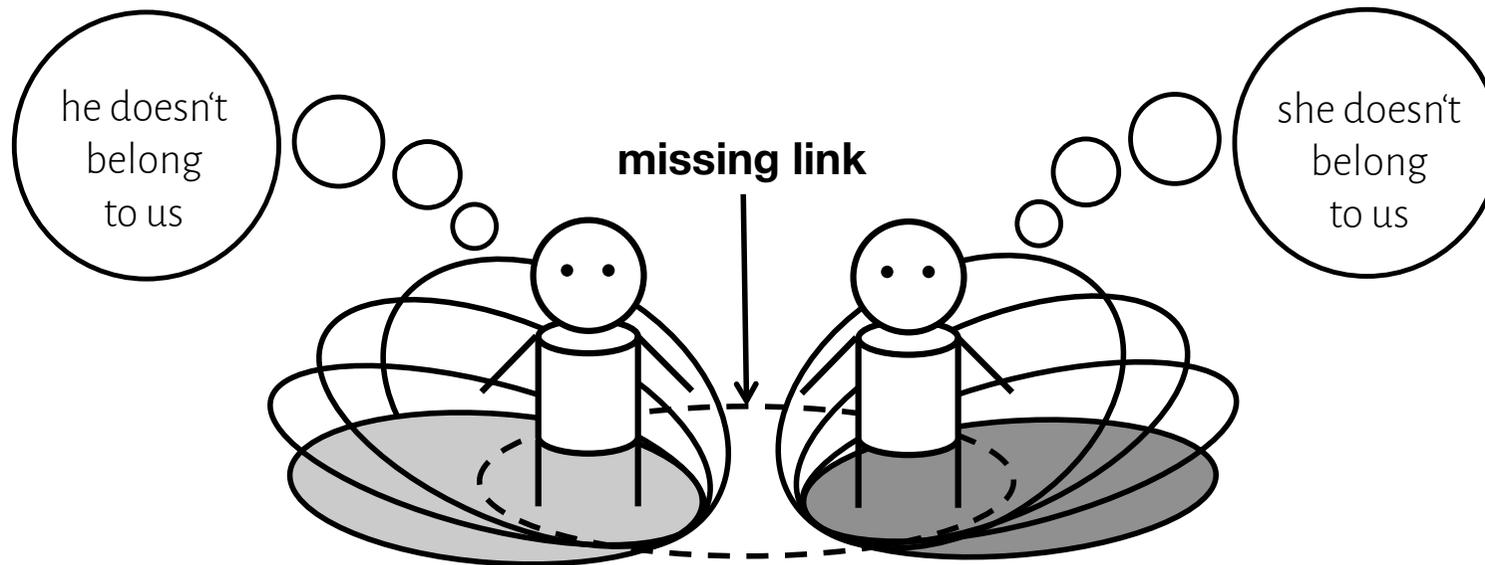
- **relative stability**  
collective memberships marked by clear boundaries
- **flexibility**  
individuals add and end group memberships
- **relevance of context**  
navigation through memberships depending on context (virulence)
- **radical individuality**  
unique combination of memberships and cultural influences



**multicollectivity:**  
**whenever individuals interact a multitude of cultures are involved**



# multicollectivity: interculturality depends on the perception of the involved

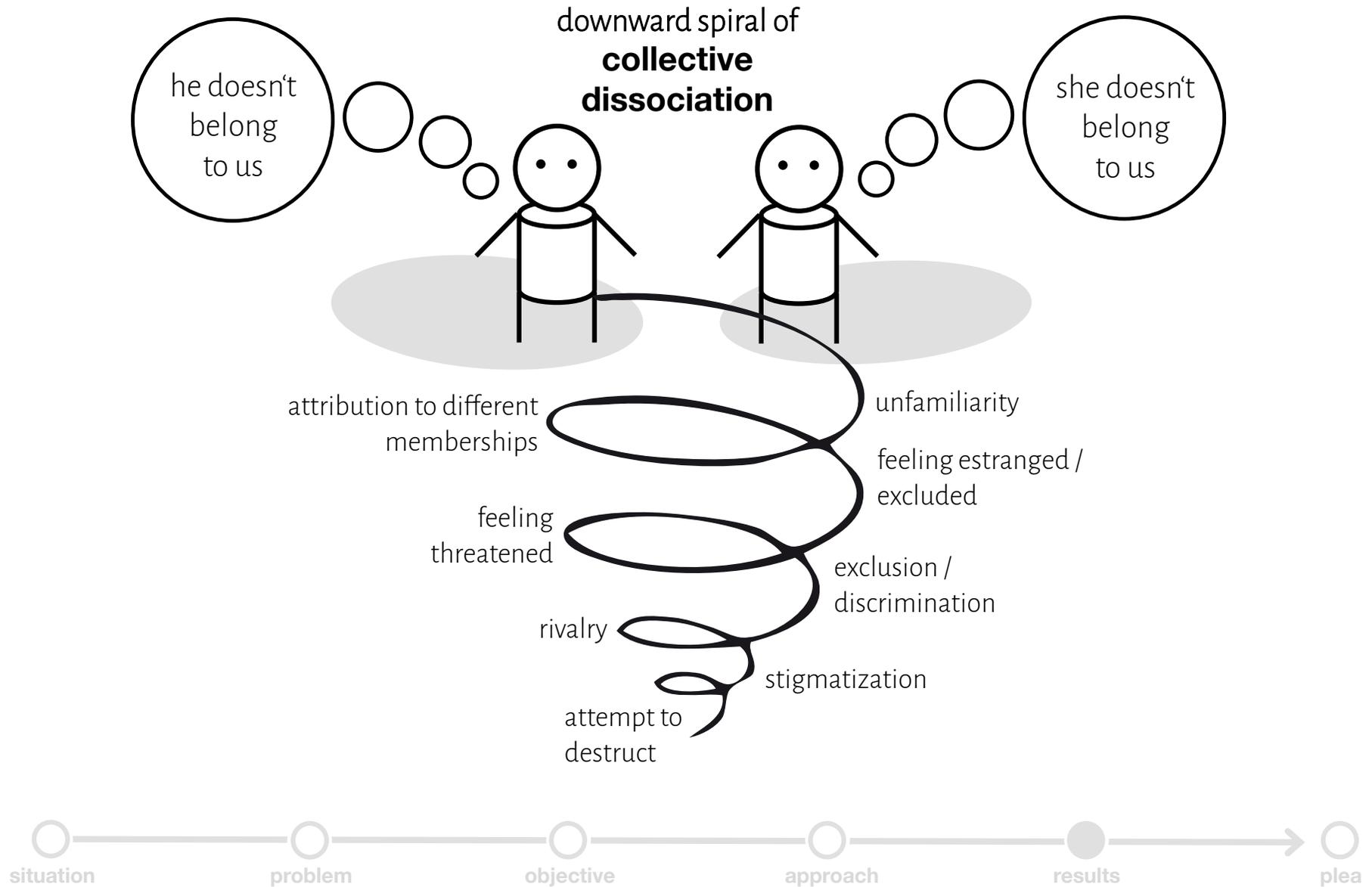


## interculturality

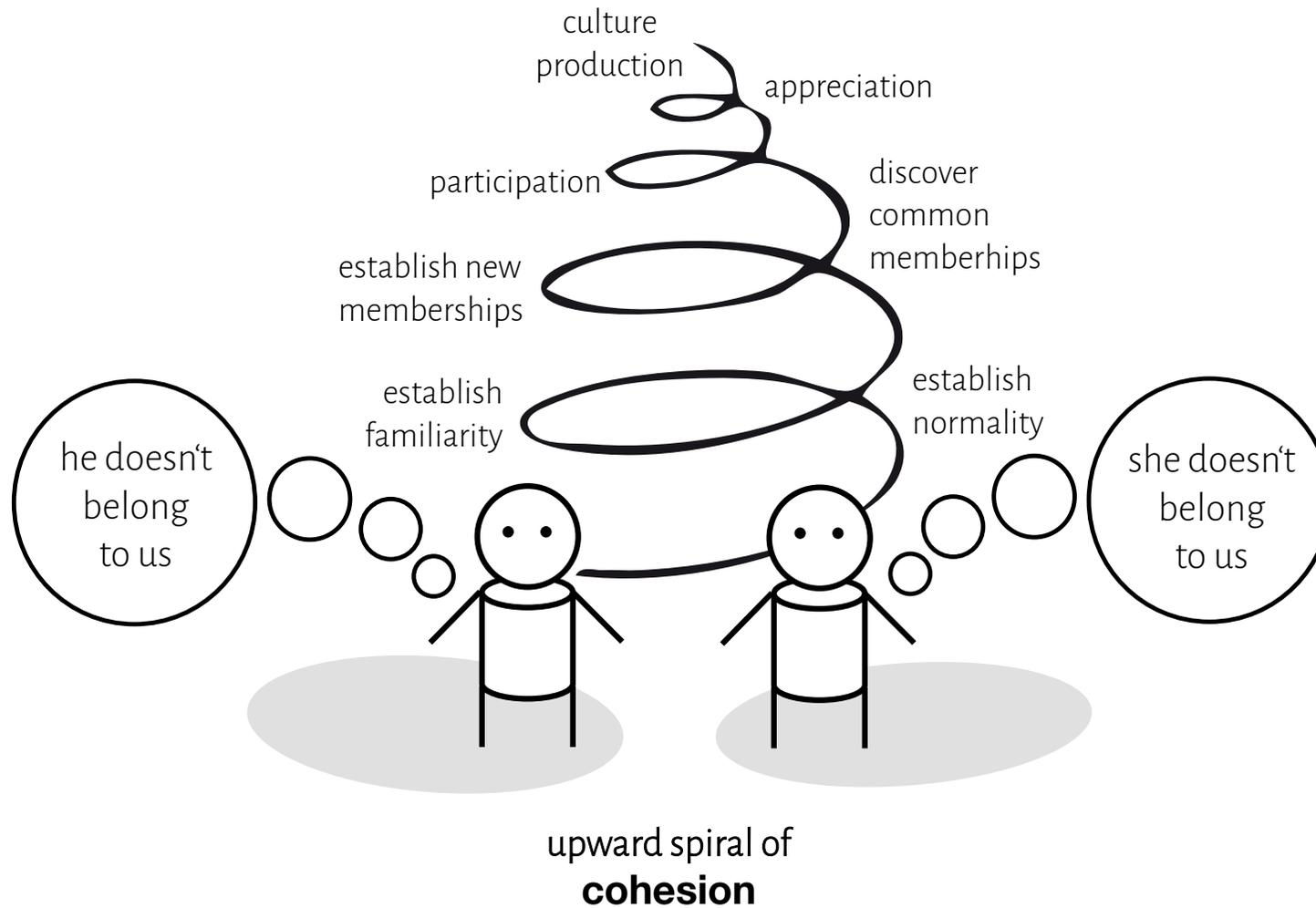
- when people have something to do with each other and perceive the other as not belonging to them
- when those memberships become virulent that we don't share with the involved



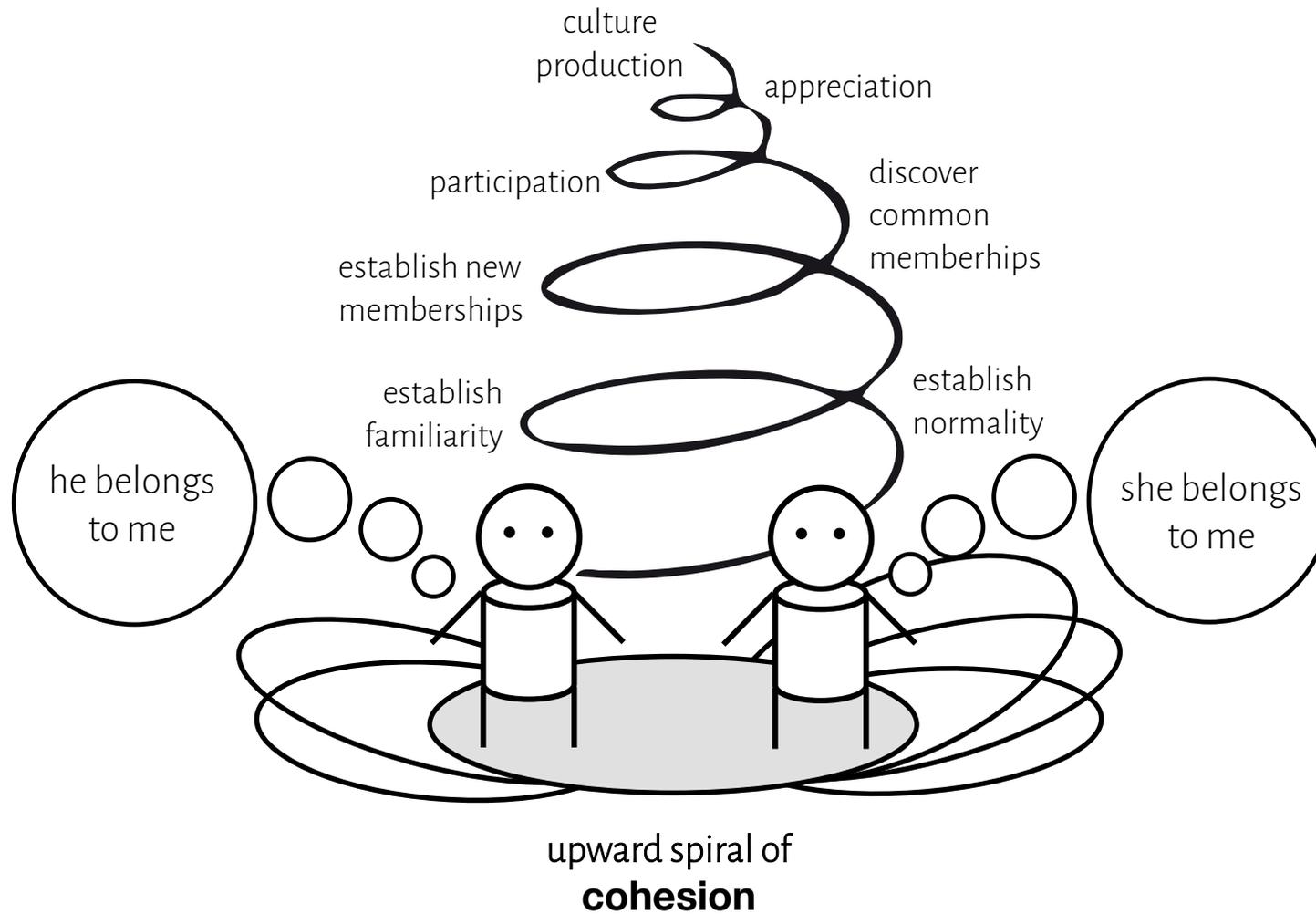
# intercultural training based on a new cultural paradigm: help people deal with dynamics of collective dissociation



# intercultural training based on a new cultural paradigm: help people initiate cohesive dynamics



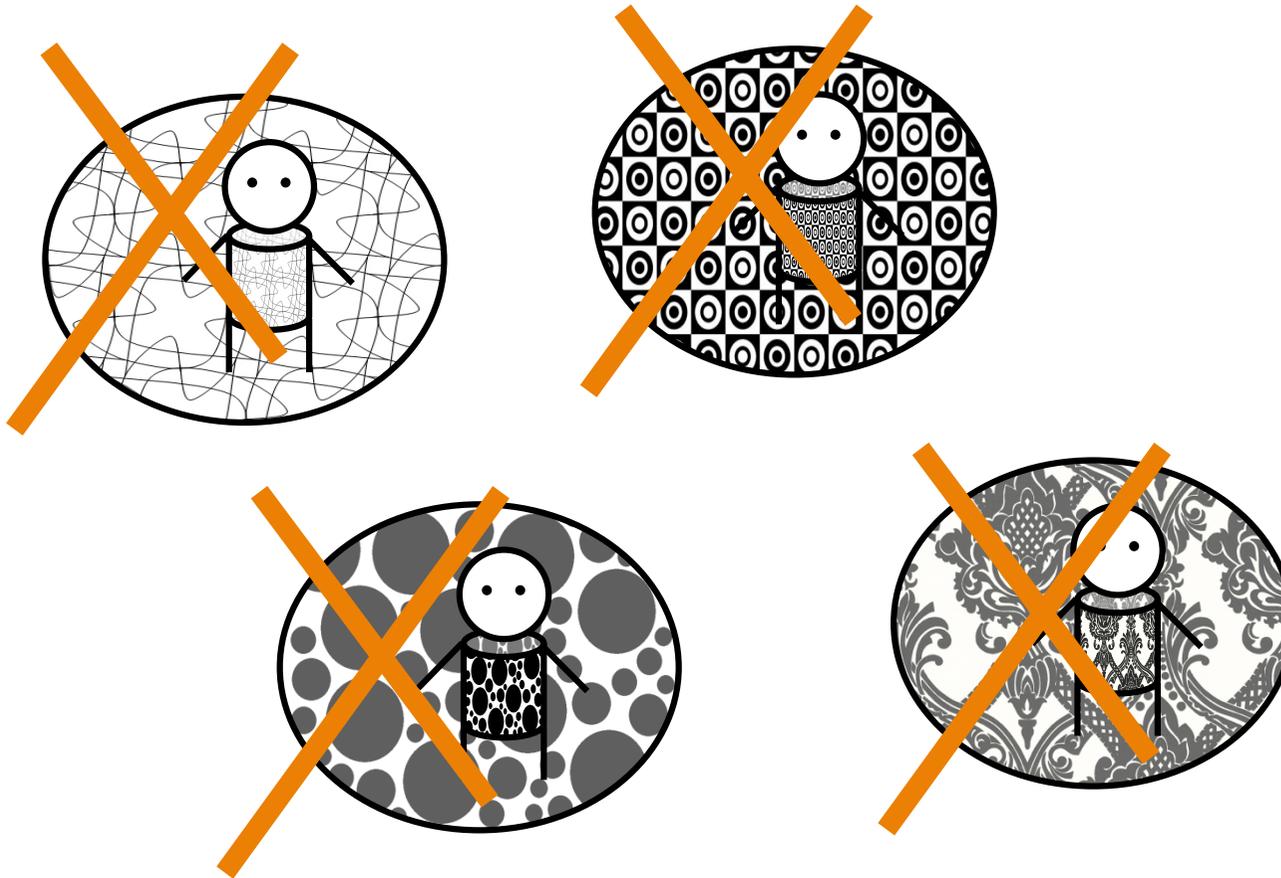
# intercultural training based on a new cultural paradigm: help people initiate cohesive dynamics



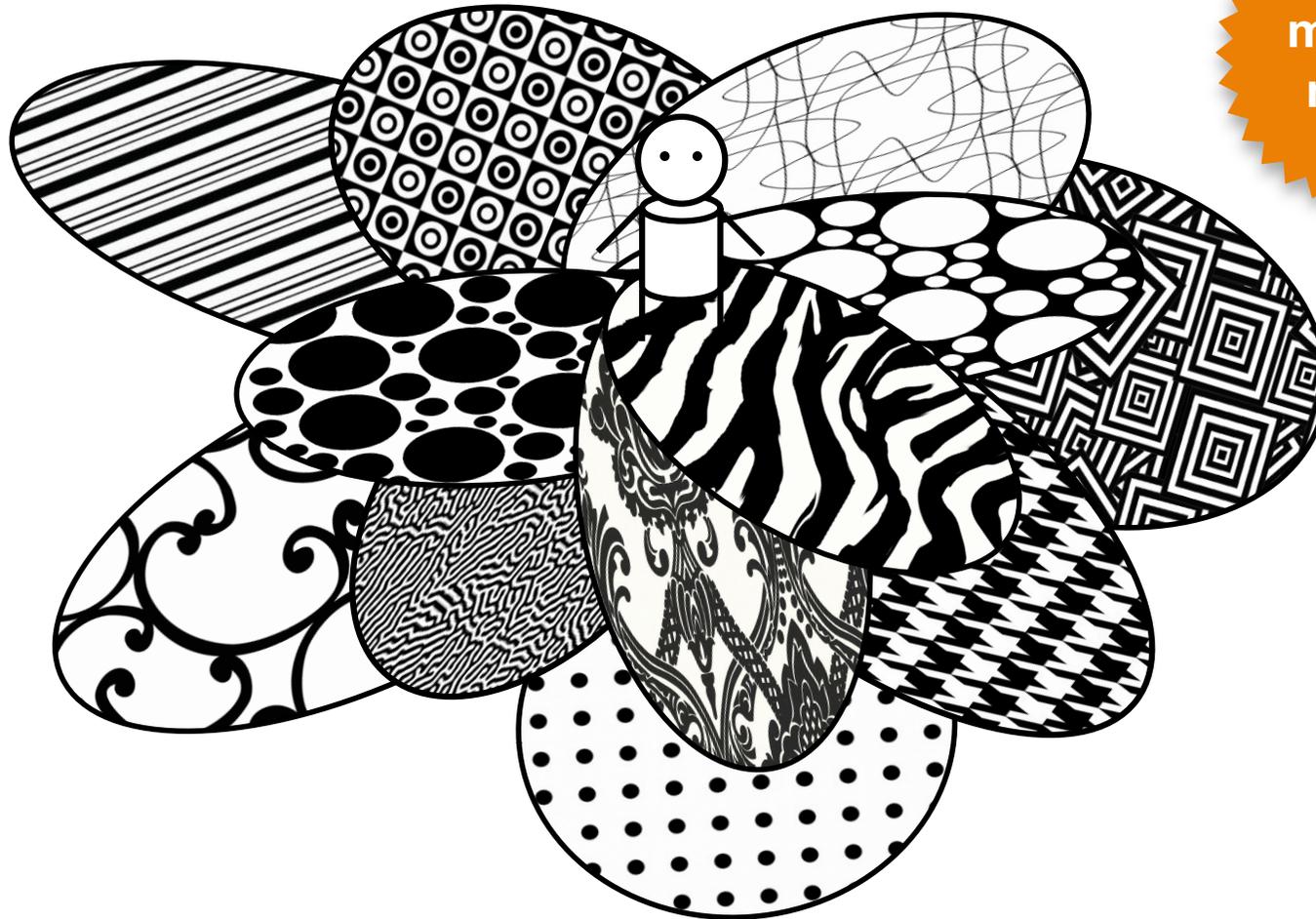
**work on developing  
these new forms of intercultural training  
and help save the world!**



# let's stop telling people they're like this



let's show them that they're like this



more is more!

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