Symposium 3: Culture and eLearning Design:

Insights from the *eChina~UK* Programme

Organised by: Helen Spencer-Oatey

University of Cambridge

h343@cam.ac.uk

SYMPOSIUM INTRODUCTION

The aim of this symposium is to explore the question *How,and to what extent, may culture impact upon effective eLearning Design?* The presenters are all members of the *eChina~UK* Programme, an initiative established by the Higher Education Funding Council for England (HEFCE) and the Chinese Ministry of Education (MoE). The programme comprises a number of Sino–UK collaborative eLearning development projects, along with an overarching research project (see http://www.echinaprogramme.org). In this symposium, culture is defined broadly, to include not only national cultures (Chinese and British), but also professional cultures (e.g. academic and technical) and different communities of practice. The first session of the symposium focuses on Chinese–UK perspectives on pedagogy in relation to eLearning design; the second session takes a project management perspective on the impact of culture on collaboration and eLearning design.