



UNIWERSYTET JAGIELLOŃSKI  
W KRAKOWIE



POLSKIE  
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# **The need of intercultural evaluation**

**Leszek Korporowicz**

Conference of the Czech Evaluation Society 2021

Approach to People and Data

8-10 June 2021

## **Macrostructural factors forming the age of international relations and internationalization of evaluation processes**

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„The world today is characterized by an ever growing number of contacts resulting in communication between people with different linguistic and cultural backgrounds. This communication takes place because of contacts within the areas of business, military cooperation, science, education, mass media, entertainment, tourism but also because of immigration ...” *Journal of Intercultural Communication* (Policy statement)

- Great **mobility** of products, information, people, technologies, and **evaluation projects**
- **Deterritorialization** of cultures and traditional space of research
- **Medialization** of information culture and knowledge
- **Virtualization** of international and organisational relations
- **Internationalization of evaluation research**



## The consequences of the internationalization of the evaluation processes

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- **an awareness of cultural difference** in both the international and domestic arenas: the culture „has a meaning”
- evaluation as a valuating (valuing) should recall to a **different system of values** in particular communities and cultural context
- unification of evaluative questions and evaluation criteria in international evaluation projects leads to **disfunctions in evaluation**
- we should define the **social responsibility of evaluation** in reference to the cultural adequacy of the evaluation strategy
- bureaucratic features of the international evaluation projects reduce **axiological sensitivity of the evaluation practice**
- technocratic evaluation reduces **participatory functions of evaluation process** that stimulates democratization in organizational culture and decision making process.



# What kinds of solutions?

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In micro-scale: **cultural sensitive evaluation with contextual adequacy**

with discovering developmental functions of the evaluation proces

including: \* *participation* in designing evaluation purposes, questions, criterias, indicators and principles of methodology,

- \* with *respect to cultural rights and cultural security* of the evaluation participants in designing and conducting evaluation

In macro and international-scale: **inter-cultural evaluation**

as significantly more then cultural adaptation strategy because of:

- \* developing *interactive processes* and features like > mutuality, interrelationship, coexistence, exchange of cultural contents,
- \* a chance for *cultural dialogue* between evaluation participants,
- \* a chance for *communication* between different stakeholders in evaluation process,
- \* a chance for *learning dinamisms* stimulated by evaluation process



## Wyzwania współczesności po raz drugi: Sens zadziwiających analogii

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- **Renans** zainteresowania człowiekiem i człowieczeństwem w pełnym wymiarze różnorodności form jego życia już od końca XIV wieku
- Otwieranie i innowacyjność **przestrzeni między-kulturowej** w dobie narastania inter-akcji kultur
- Nowe formy i nowa skala zjawisk **mobilności** etnicznej i kulturowej
- Narastająca **wielokulturowość i jej interakcyjne konsekwencje** w postaci uczenia się różnorodności kulturowej oraz transgresyjnych form kompetencji międzykulturowych
- **Tolerancja religijna** i otwarcie na mniejszości kulturowe
- **Dopełnianie** unikalnego, lokalnego i uniwersalnego spojrzenia na problematykę dziedzictwa kulturowego oraz jej znaczenia i wartości (sensu) w rozwoju wspólnot ludzkich i ich instytucji
- Odkrywanie kreatywnego potencjału **synergii kulturowych**



Thank you for attention

Leszek Korporowicz  
leszek.korporowicz@uj.edu.pl