Perspectives interdisciplinaires sur la diversité
Interdisciplinary Perspectives on Diversity

Ordre du Jour/Agenda

1:00-1:05pm   **Introduction/Introduction**
Drs. Rukhsana Ahmed & Luisa Veronis

1:05-1:15pm   **Mot de Bienvenue/Welcome Address:**
Dr. Martine Lagacé

1:15-2:30pm   **Sessions de papiers/Paper Sessions**

Atelier 1/Panel 1: Diversity and Gender in Multiple contexts

Modératrice/Moderator: Dr. Peruvemba Jaya

Gender Bender: The Performativity and Social Construction of Femininity and Masculinity	Taylor Lay, MA Student in Communication, University of Ottawa
Afghan Women's Representations in the West: An Analysis of the Western Media	Hosai Qasmi, PhD Candidate, Institute of Feminist and Gender Studies, University of Ottawa
An Intersectional Analysis of Arts, Women and the 2011 Egyptian Uprising	Radamis Zaky, PhD Student, Institute of Feminist and Gender Studies, University of Ottawa

2:30-2:35pm   **Pause/Break**

2:35-3:25pm   **Atelier 2/Panel 2: Diversity, Culture and Work**

Modératrice/Moderator: Dr. Luisa Veronis

Transculturality and Cultural Hybridity as Framework to Understand Identity and Belonging within the Narrative Immigrant Experience in Canada	Zac Tabler, MA Student in World Literatures and Cultures, University of Ottawa
Millennials and the Changing Workplace: The Process of Organizational Learning	Mackenzie Rae Messenger, MA Candidate in Communication, University of Ottawa

3:25-3:35pm   **Pause/Break**

3:35-4:35pm   **Session d'affiches/Poster Session**

Modératrice/Moderator: Dr. Rukhsana Ahmed

The Role of Facebook in Sexualization and Expression of Sexual Desire in Everyday Life of Afghan Women?	Roya Gharji, PhD Student, Institute of Feminist and Gender Studies, University of Ottawa
Workplace Discrimination toward Individuals with Physical Disabilities	Jennifer Ho, M.Sc. in Management, University of Ottawa
The Influence of Culture in Saudi Online Learning Delivery	Eman Walabe, E-Business PhD Candidate, University of Ottawa
Gender Stereotypes, Leadership Style, and Strategies for Improvement: An Exploration of Gender and Organizational Leadership	Emma Labelle, MA Student in Communication, University of Ottawa
Tangled Identity, Acculturation, and Saudi Women Sojourners in Canada	Honaida A. O. Shahbar, PhD Student, Institute of Feminist and Gender Studies, University of Ottawa
Cultural Competence in Healthcare Organizations: Towards Better Management	Idris Alghazali, PhD Student in Electronic Business, University of Ottawa

4:35-4:45pm   **Pause/Break**

4:50-5:00pm   **Annonce des prix/Award Announcement**
                                       Remarques de conclusion/Closing Remarks:
                                       Drs. Rukhsana Ahmed & Luisa Veronis

Perspectives interdisciplinaires sur la diversité

Interdisciplinary Perspectives on Diversity

Programme des communications/Presentation Program
Session de papiers/Paper Session

Atelier 1/Panel 1: Diversity and Gender in Multiple contexts

1:15-1:40pm

Gender Bender: The Performativity and Social Construction of Femininity and Masculinity

Taylor Lay, MA Student in Communication, University of Ottawa

Abstract

The presentation will seek to explore societies' historical understanding and acceptance of gender constructs and the implications it has for gender identity. This presentation will incorporate literature from gender theorist Judith Butler and her concept of 'gender performativity', which will be used to discuss and critique out-dated perceptions of gender and the societal constraints that continue to reproduce gender as a binary concept. The aim of this presentation will be to investigate and further the academic discussion regarding the social conventions and stereotypes that pervade gender roles. Through this discussion, I hope to offer reasons to welcome a more diversified, fluid, and inclusive understanding of gender that is not as traditionally binary.

1:40-2:05pm

Afghan Women's Representations in the West: An Analysis of the Western Media

Hosai Qasmi, PhD Candidate, Institute of Feminist and Gender Studies, University of Ottawa

Abstract

Media play an influential role in our lives. Media have the power to influence us, our beliefs, and our attitude towards others and ourselves. As Lind (2013) states, we have a "mediated society" and what we know, care, talk about, and consider important is, mostly, what we see in the media. Media and their content have substantial influence (Perse, 2003) on viewers. Not surprisingly, media have played a vital role in advancing certain representations of Afghan women. In this presentation, I will draw upon popular discourses circulated in the Western media in the period following 9/11, with a view to analyze the construction of Afghan women's identity as quintessential, oppressed, and singular monolithic subjects in need of rescue. Specifically, I will present results from content analysis of 'The Washington Post' online news on Afghanistan and Afghan women utilizing post-colonial feminist theory and framing theory. More specifically, I will discuss the positioning of Afghan women's monolithic passive representations in the Western news and the use of Burqa as a mechanism to justify and legitimize U.S. military intervention in Afghanistan. Afghan women's history is ignored throughout their representations in Western media in the period following 9/11. Afghan women are represented as a homogenous group; their diversity and differences are eliminated. In this presentation, I will problematize this portrayal of a truth of the group as the truth.

2:05-2:30pm

An Intersectional Analysis of Arts, Women and the 2011 Egyptian Uprising

Radamis Zaky, PhD student, Institute of Feminist and Gender Studies, University of Ottawa

Abstract

In January 2011, Egyptian women and men went out to the streets to protest against Mubarak's autocratic regime that lasted for three decades. Despite the fact that gender was not the cause or even the motivation for the outbreak of the mass protests, female protesters were protesting against an oppressive social and political power and not against the president only. Female artists/ writers/ filmmakers produced a tremendous amount of visual art and literary work to depict this moment and to celebrate female participation in the uprising. In this paper, I argue that women were able to constitute a new identity through developing a new type of representation through various forms of art. Hull (1996) asserts that identity is constructed within representation and not outside it. Therefore, this paper aims to analyze various artistic representations of female identity and compare them with the identity developed by the three dominant discourses on Egyptian women: the Orientalist discourse, the Islamist discourse, and the State-Feminism discourse. My critique goes beyond gender in order to develop an intersectional analysis of the various types of Art including graffiti, literary books and films.

Atelier 2/Panel 2: Diversity, Culture and Work

2:35-3:00pm

Transculturality and Cultural Hybridity as Framework to Understand Identity and Belonging within the Narrative Immigrant Experience in Canada

Zac Tabler, MA Student in World Literatures and Cultures, University of Ottawa

Abstract

The concepts of transculturality and cultural hybridity describe the process of two or more cultures coinciding in a space, whether that be an individual's psyche, a city, or an entire nation. These concepts explain how, when cultures encounter one another, a cultural genesis occurs, what Homi Bhabha famously called 'Third Space.' Within North American literature (USA, Canada, Quebec), numerous novels depict the immigrant or refugee experience, showing their characters grappling with the challenges of learning a new culture and creating a sense of home. This paper employs the lens of transculturality and cultural hybridity to better understand how the characters in the narratives come to represent (or not) transcultural individuals as they integrate into their new environment. The results of this literary analysis will serve to develop a conceptual framework to understand the narratives from immigrants working in the settlement sector, which will be collected through qualitative in-depth personal interviews. This specific group was selected because of their unique positionality as immigrants themselves, who also help other newcomers in their role as 'cultural translators' in the process of adapting and negotiating their transition between cultures. This paper will elucidate how transculturality and cultural hybridity manifest in the narrative experience, taking the theories out of the pages of academia and applying their frameworks to real life examples. The conclusions of the research will highlight potential challenges of the socio-cultural transition of migrants as well as propose policy and/or practical solutions to the often arduous transition process for migrants into Canadian society.

3:00-3:25pm

Millennials and the Changing Workplace: The Process of Organizational Learning

Mackenzie Rae Messenger, MA Candidate in Communication, University of Ottawa

Abstract

This presentation will explore the role of intergenerational communication in the workplace by investigating the distinguishing characteristics of the Millennial generation and how their relationship with other generations influences their experience with various organizational practices, specifically learning. Organizations are composed of a variety of generations including Baby Boomers (1943 – 1960), Generation X (1961-1980) and Millennials, also known as Generation Y (1981- 2000). Each comes with their own distinct traits that influence how they interact with individuals of the same age group and those of beyond their bounding years. With elder generations retiring later in life and the stark contrast of work ethics amongst generations, there has been an increasing need in research on how the interactions between these age groups affects key organizational practices. Through the use of qualitative, semi-structured interviews with twelve Millennial respondents, this research aims to contribute to the gap in the literature. It will do so by examining the role of communication amongst generations in the organizational learning process from the standpoint of Millennials.

Session d'affiches/Poster Session
3:30-4:30 pm

The Role of Facebook in Sexualization and Expression of Sexual Desire in Everyday Life of Afghan Women

Roya Gharji, PhD Student, Institute of Feminist and Gender Studies, University of Ottawa

Abstract

Afghan society is consistent in its attitudes toward the underlying principles of sexualization of gender. There is a broad range of standards set for accepted female behavior, especially sexual aspect. Contradictions arise between traditional customary practices and modern values recently in Afghan society. Despite the profoundly increased attention paid to the issues of Afghan women since the fall of the Taliban, however, due to the old social, cultural taboos on women's sexual desire, the resistance toward an open expression of sexual desires for women are considered immoral. While the Afghan society silence open talk about women sexuality, the social media namely Facebook has created a perfect platform for the girl's generation, through which they have broken some of those taboos and make space for their sharing their sexual desires. Globally, Facebook dominates over 800 million users worldwide, of which 50% log in daily. Facebook helped Afghan women to create an unknown profile, exchange messages, post status updates and photos, share videos and receive notifications when others update their profiles, even without unveiling their real name. Most of them use fake profile picture and personal information, which protect them from being harmed by society. This is due to the Islamic value and restriction for Afghan women's social presences. Although, this is considered to unethical act, however for Afghan women to practice their sexual desire openly in the cyberspace through pictures, poem, and narratives, the reveal of their identity may be risky. This paper argues that sexual desire is a natural human need thus Afghan society's rule and restriction cannot stop women from expression their sexual desire show off their body. The "culture of denial and silence" around sexual silence of Afghan women must be broken, and Facebook has built that opportunity for many Afghan women to practice their sexuality and experience sexual desire in their everyday life.

Workplace Discrimination toward Individuals with Physical Disabilities

Jennifer Ho, M.Sc. in Management, University of Ottawa

Abstract

Despite the passage of legislation promoting equal rights for individuals with disabilities in Canada, the United States and around the world, individuals with disabilities continue to face employment inequity and lack opportunities to develop their careers (Feldman, 2004). Labour statistics reveal individuals with disabilities have lower employment rates despite being qualified, wanting to work and having the ability to work (Stone & Colella, 2011). Furthermore, when employed, individuals with disabilities are more likely to be underemployed and face more career advancement barriers compared to those without disabilities (Kulkarni & Lengnick-Hall, 2014). Employers and supervisors' subtle discrimination during the selection, development and integration of individuals with disabilities into the workforce is relevant to explaining this employment inequity. The objective of the present work is to review the research relevant to the subtle discrimination individuals with physical disabilities face during the selection process and the performance evaluation process. The literature around stereotypes, performance expectations and perceptions of job fit will be examined. It is critical for organizations, specifically employers and supervisors, to break their prejudices and misconceptions about individuals with physical disabilities to create a more inclusive and diverse workforce.

The Influence of Culture in Saudi Online Learning Delivery

Eman Walabe, E-Business PhD Candidate, University of Ottawa

Abstract

The purpose of this qualitative research was to explore the state of distance education in Saudi universities with a focus on teaching and learning. By using a multiple case studies approach, this study was designed to understand and describe the opportunities for enhancing the environment of online collaborative learning, while taking into consideration the Saudi's cultural values, at Saudi universities from the perspectives of the universities' instructors and expert designers from the Ministry of Education who were engaged in distance learning. Hofstede's (1980) 'cultural dimensions' was a useful theory to explicate the Saudi cultural values and behaviors of the universities' instructors and the Ministry of Education expert designers. The preliminary findings showed that there was a significant presence of Saudi Arabian e-learning delivery in the Kingdom, which subsequently warrants more in-depth investigations. Using in-depth, one-on-one interviews and supporting documentation in universities' strategies to deliver e-learning with respect to cultural values, future research will contribute knowledge to the domain of online collaborative learning in Saudi higher education, and will provide lessons learned, best practices and recommendations that can be used to enhance Saudi distance education.

Gender Stereotypes, Leadership Style, and Strategies for Improvement: An Exploration of Gender and Organizational Leadership

Emma Labelle, MA Student in Communication, University of Ottawa

Abstract

This presentation explores the lack of gender diversity in leadership. Specifically, it uses leader and gender stereotypes as well as scholarship on leadership style to examine the ubiquitously low participation rate of women in senior management positions. It also explores proposed strategies for improving the gender diversity of organizational leadership. These approaches build on theories and empirical studies that attempt to determine the causes of this gender disparity. This presentation attempts to answer the following questions: What specific gender and leader stereotypes affect the evaluation of female leaders? How does gender influence leadership style? What strategies can be implemented to promote the gender diversity of leadership?

Tangled Identity, Acculturation, and Saudi Women Sojourners in Canada

Honaida A. O. Shahbar, PhD Student, Institute of Feminist and Gender Studies, University of Ottawa

Abstract

An increasing number of Saudi women are studying internationally, in particular at Canadian academic institutions. This doctoral study explores the adjustment challenges of Saudi Women Sojourners in Canada (SWSC) in the settings of a new cultural environment at several selected Canadian universities and colleges. The study entails a qualitative, case-study approach utilizing focus group discussions involving SWSC studying at Canadian institutions in five urban centers, their experiences as sojourners and the subsequent adjustment challenges. Models, theories and concepts, including Lysgaard's U-curve model, serve as tools to better understand sojourners' adaptation and acculturation challenges. The research investigates factors affecting the process of cross-cultural adjustment in relation to how they specifically impact the SWSC process of acculturation. The specific objectives of this research are to both identify the differences in terms of demographic factors while examining the relationship between adjustment challenges and the overall cross-cultural adjustment of SWSC.

Cultural Competence in Healthcare Organizations: Towards Better Management

Idris Alghazali, PhD Student in Electronic Business, University of Ottawa

Abstract

The rapid influx of immigrant populations over the past two decades in European and North American countries has increased demand to adopt cultural competence strategies that help provide better care to patients from various cultural backgrounds. Accordingly, the increased number of patients with diverse values, beliefs and behaviors has led healthcare organizations to prioritize cultural competence when delivering healthcare (Isaacs, Valaitis, Newbold, Black, & Sargeant, 2013). In so doing, health care organizations should be focusing not only on strategies and programs that work on ensuring and meeting the patients' needs, but also focusing on improving and managing their diverse workforce (Dreachslin, 2007). Recruiting a culturally competent staff brings with it many different orientations and assumptions about role expectations (Hunt, 2007). Through a systematic literature review, this poster presentation will examine cultural competence strategies that healthcare leaders adopt to improve management and employee performance, and thereby provide an effective care to their patients. It will offer insights into strategies that can help managers to develop and improve cultural diversity management.
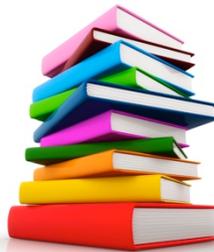
UN GRAND MERCI À/MANY THANKS TO:

Dr. Rukhsana Ahmed and Dr. Luisa Veronis, Co-directors, DERG
Associate Professors, Department of Communication and
Department of Geography, Environment and Geomatics
University of Ottawa

Dr. Peruvemba Jaya, Core Member, DERG Associate Professor,
Department of Communication, University of Ottawa

Dr. Martine Lagacé, Associate Member, DERG
Associate Professor, Department of Communication,
Vice-dean governance and secretary in the Faculty of Arts
University of Ottawa

Dr. Brian Ray, Associate Member, DERG
Associate Professor, Department of Geography, Environment
and Geomatics University of Ottawa

Ms. Hosai Qasmi, PhD Candidate, Institute of Feminist and
Gender Studies, University of Ottawa

Ms. Gabriela Perdomo, PhD Student in Communication
Coordinator, Digital Journalism program, University of Ottawa

Ms. Inma Aleixos Borrás, PhD Candidate in Communication
and Cultural Industries, Universidad Politécnica de Valencia
(Spain) and Nova Domus Erasmus Mundus Scholarship Fellow,
University of Ottawa