

I. LESCANT Story Map

In this project, each group member will create an individual private map and tag the pictures or stories. The stories for the entire group can be viewed by choosing the group map and selecting the tags that should be displayed, dynamically creating a public group map to display tagged results.

I. Obtaining an Account at ArcGIS

1. Go to <https://arcgis.com>
2. Click the "Sign In" button.
3. Click the "Your ArcGIS organization's URL" button, and then enter "sdsugeo" in the space provided and click continue.
4. Click on "San Diego State University" and sign in using your SDSU ID username and password.

II. Registration on Larcmapping

1. Go to <https://larcmapping.sdsu.edu>
2. Create an account by clicking "New User? Registration". Write down your StudentID number.

III. ARCGIS Instructions to Create a Story Map

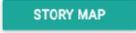
1. Go back to <https://sdsugeo.maps.arcgis.com> and log in with your SDSU ID if you were logged out.
2. Click on Content, then under the dropdown menu Create, click on Map
3. Give a suitable Title and Tag to your base map.
 - After clicking OK, you will be navigated to Map Viewer page, which involves multiple changes.
4. Click "Add" in the top left, then "Add Layer from Web". Select "Add a CSV file" from the dropdown menu below.
5. Then in the text box named URL (after clicking on A CSV File), paste the following line:
`larcmapping.sdsu.edu/uploads/studentID/studentID.csv`
6. Replace "studentID" in the URL above with your ID number on larcmapping.sdsu.edu – on the top right of the screen.
7. Next, click ADD LAYER, and then click on DONE, given on the bottom left side of the page
8. Your CSV file is retrieved from the web located on LARC server, which can be seen after you click DONE
9. Optional: by clicking Basemap you can change how your underlying map will look on the story map web application.
10. Changing the location of base map: This option is used to view the location on the map. For example, if you want to show the country "India", then type India in the text box provided in the upper right corner.
 - Extent of this map: The extent you choose during this process will be shown on your story map application by default. You may minimize and maximize this extent on your application, by clicking on the "+" and "-" symbols on it. Note that if you input a different location for your first image or video that location tag will be your default.
11. This is the most IMPORTANT step in creating the story map: SAVE your work on underlying map, before we create the story map application. Click on the drop down menu, and select "Save"
12. After the map is saved, click on Share, next to the Save button.
13. Click on the checkboxes with whom you want to share your map, and click on CREATE A WEB APP.
14. Click on Build a Story Map and under it, select the last option named as Story Map Tour
15. Next click on CREATE WEB APP on the bottom right and click on DONE.
16. You will be directed towards your final Story Map Web Application. Here, click on the "chain-like" symbol given on the upper right corner, which shows the short URL of your Story Map. Copy this URL.
17. Login to your Story Mapping Account, on <https://larcmapping.sdsu.edu>
18. On the HOME page, click on ASSIGN MY MAP
19. Paste your story map short URL in the text box, and click SUBMIT
20. To view your Story Map, go to HOME page and click on the Story Map Button (in Green) anytime, after you upload any new story or edit the existing stories.
 - (Clicking on this button, STORY MAP, actually updates your map.)
 - Note: To check your map, open it on incognito mode on a separate browser in order to view updates. The browser you use may not refresh to show new images/videos you have added.

IV. Adding Map and Posting Picture in Larc Mapping Account.

1. Choose a picture, audio file or video file that you wish to describe, as well as a title and text to accompany it.
2. Click on *New Story Upload / New Story*.
3. Upload the file, type up the title and descriptive text, and select the LESCANT tag.
4. If the picture did not have latitude and longitude, you will be asked to enter this manually. See below.
5. Go to the Home page and click on the Story Map Button see your new map.

V. Editing your Stories

1. If your picture does not have latitude and longitude of the location, you need to enter it manually, either by clicking on the link after you submit the story, or by going to the *Past Uploaded Stories* tab on the Home page and editing the latitude longitude fields.
2. To get the latitude and longitude, go to Google Maps, search for the location or place of interest, right click on the spot and click on 'What's here'. Copy the latitude (first number) and longitude (second number). The latitude and longitude should be entered as it is here, as decimal data and not with degrees and directions (N, 1111°).
3. If you activate the geo-coordinates GPS settings in your smart phone camera, the picture you take will include the latitude and longitude and will be entered automatically.
4. You can edit your stories at any time, rewrite the title and description, change the latitude and longitude, and change the LESCANT tag, by going to the Past Uploaded Stories tab on the Home page.
5. Please choose a maximum of four pictures to display in the class map -- all other stories should be marked as private. These will display on your individual map but not the class map.

Click on the *Story Map Button*  on the Home page to see your revised map. You can always navigate around the map and zoom in and out of locations.

VI. Viewing Class Maps

As the stories are created, you can view the class maps, by clicking on LESCANT MAPS on the Home page and choosing the tags you want. A new map is created instantly and can be shared.

Some notes on uploading images to the Story Map.

The recommended orientation for a Story Map Tour is landscape, with an aspect ratio of 4:3. However, you can adjust either of these as needed.

Avoid uploading an image that is larger than 400 KB. Images beyond this size can slow down performance.

Whenever possible, it is easier to upload an image as a JPEG or similar file type as opposed to using a web URL. If you are using URLs, make sure that they start with HTTPS not HTTP.

Note that if you are using videos in a Map Tour using the Side Panel layout, you cannot play videos within the builder. The videos can be played in preview or when you open your tour. Videos can't be used as the media for the cover page in the Side Panel layout. The Map Tour Builder will let you save a Side Panel Map Tour with a video as the cover media, but that video won't appear in the cover page when you preview or share your tour.

II. Tagging Pictures for the LESCANT Model

The LESCANT model for tagging experiences interacting with another culture was developed by David A. Victor in the book *International Business Communication*. The letters in the acronym stand for the categories: Language, Environment, Social organization, Context, Authority, Nonverbal communication and Time. Examples of photos with descriptions using this tagging system can be found at <http://laits.utexas.edu/lescant/page/about-lescant/index.html>

Categorizing and articulating your experiences with this tagging system should help in raising cultural awareness, also about subtle societal aspects. Keep in mind that there is overlapping among these categories and that what matters most is your explanation as to why you chose a particular tag.

Here are some examples. You can probably find many of your own through introspection.

Language: “sometimes cultures differ because of language differences. These include attitudes about your own language, insider relationships for those who speak a foreign language, decisions related to which language is used, and how to speak in ways that others will understand you.”

Here is an example of a marketing strategy by a Swedish firm for a vacuum cleaner in Great Britain that tripped over language:



Environment includes physical characteristics, such as a climate, topography, population size and density, and natural resources.

Dixon tells the story of an American who went to Poland on business. An important meeting needed to be scheduled, but the American wasn't sure about timing so he asked the Poles to call him in the morning to set a time. They never called and the meeting didn't happen. "It was a big deal for him; he was very disappointed. He assumed the Poles weren't interested. The Poles, on the other hand, assumed everyone knew the phones in Poland are not always reliable – on a bad day, it can take two hours to get a call put through, if you can get a working line."

In discussing **Social Organization**, Victor contrasts family ties in the US with those of Mexico, where, according to author John Condon, "one is more likely to hear of a person's connections or influence, which is frequently through the family system." In Arab society, most have "over a hundred 'fairly close' relatives." For Victor, this category also includes nature and distribution of education, religion, class systems, and gender roles, individualism, workplace, political and judicial system and mobility. This then is a very broad category indeed!

Context might be viewed as a kind of personal interaction from very focused, transparent and explicit (which Victor calls low context) to more personal, rapport-building and implicit (high-context). Types of verbal communication play a role here. The following example concerning negotiations between a US company and Japanese corporation. Victor uses it as an example of *haragei* (intuitive knowledge, experiences and feeling):

At the point where the U.S. contingent laid out a series of proposed prices for the goods in question, the Japanese, as is culturally appropriate, were silent for some time. The Americans, uncomfortable with the silence, interpreted this to mean the Japanese were unhappy with the prices quoted and immediately made a number of pricing concessions. The Japanese negotiators were both surprised and amused, since they really had no problem with the original prices.

Authority "deals with the role of authority figures and how power and decision making is accomplished. Authority also looks at leadership style and the relationship between bosses and their subordinates."

Italy has a very large percentage of small and medium-sized family-owned enterprises (SMEs), and even some of the largest corporations are still controlled by single families (for example Fiat, Ferrero, Benetton, Mediaset, etc.). Because of the strong family presence in the Italian society and likewise in business, the management structures are often weak and

very hierarchical. Most, if not all, of the decisions are made by the owner of the business, by the family or by the very few key decision makers in a company. The decision making process often takes place outside company meetings and board rooms, with the management often notified about critical decisions without having had opportunity to offer input. <http://www.lagazzettaitaliana.com/italy-business.aspx>

Nonverbal Communication includes gestures, dress codes and adornment, colors, people's expected proximity to each other, quality of voice, eye contact, touch, smell and even odor. Of course, Italian is known for its non-verbal, gestural communication.

You can see a cinematic example of this available in the LARC materials resources page:

<https://larcmaterials.sdsu.edu/resources/Italian/ItalianMimi/ItalianMimi.html>

Or dig a little deeper and watch the wonderful presentation last year by an Italian film maker on gestures in film and politics:

- Part 1: <https://www.youtube.com/watch?v=L7LAI3XxN18>
- Part 2: https://www.youtube.com/watch?v=Q_7SnjDXeDM
- Part 3: <https://www.youtube.com/watch?v=jhGtahafn68>

Time “refers to how people divide time, how they schedule their activities, and how they organize their day.”

Communication style during meetings is dissimilar between Italian and American companies. Italians have a different concept of punctuality, and would tolerate a delay of 15 minutes (or more) in the start of a meeting. Additionally, agendas, when they exist, are very flexible.

Further, all meeting participants will contribute to the conversations but may do so by interrupting others, holding side conversations, coming and going from the meeting while it's in session, or speaking on the mobile phone without excusing themselves. <http://www.lagazzettaitaliana.com/italy-business.aspx>