

<p>Title of Session</p> <p><b>SESSION 33</b></p>	<p><b>Effecting Cultural Change (2)</b></p> <p>Please note that this session is a follow-on session from “Effecting cultural change (1)” at 12.00pm</p>
<p>Presenter(s) and contact details</p>	<p>John Webb  Consultant  Bridge House,  Horn Street,  Nunney,  Somerset BA11 4NP  Tel: 01373 836963  Mobile: 0794 107 5053  eMail: <a href="mailto:johnwebb2@btopenworld.com">johnwebb2@btopenworld.com</a></p>
<p>Key words</p>	<p>effecting cultural change, Influence, Behaviour</p>
<p>Aims and objectives</p>	<ul style="list-style-type: none"> <li>• To consider ways that cultural factors may support or obstruct take-up or embedding of ICT-based projects and services in HE and FE communities;</li> <li>• To generate some ideas for practical steps that could be built into JISC programmes and individual projects to increase receptivity and overcome cultural obstacles to their take-up.</li> </ul>
<p>Audience</p>	<p>General</p>
<p>Style of session</p>	<p>Presentation and Discussion</p>