KuPraMex
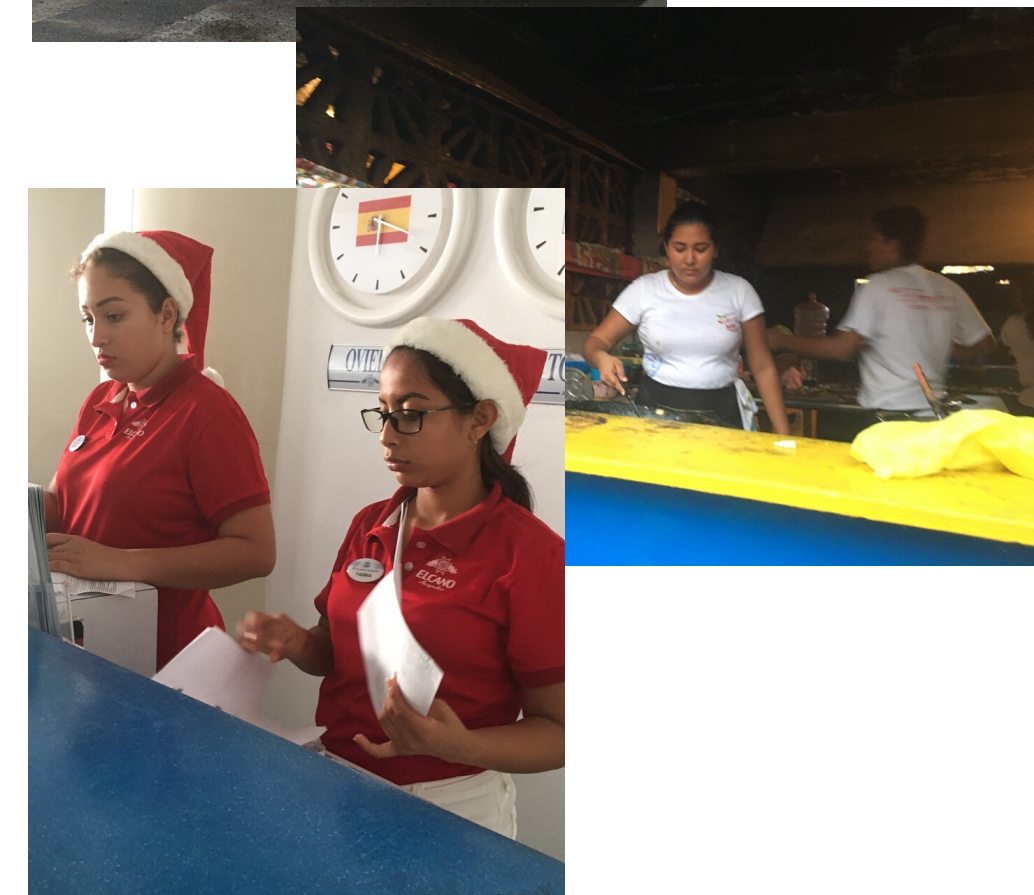# Cultural Practice of Non-Academic Work in Mexico

Description of the Project

Problem Statement:

Actors in vocational training cooperation often report that the success of their projects is hampered by an unfavourable image or problematic attitudes towards vocational training. In Mexico, too, the orientation of training demanders, training institutions and companies towards academic training is an obstacle to the implementation of dual vocational training. This phenomenon, which has so far been described somewhat vaguely in terms of the white-collar syndrome, will be analysed for Mexico.

More specifically, subjective constructions of meaning (such as horizons of expectation, social representations, or stereotypes of work) are surveyed, and are then related to collective forms of institutionalization of work and employment relationships.Thus, the project aims at developing an understanding of the cultural practices and institutional frameworks that shape, for example, career choices.

Actors in the Mexican dual vocational training (Modelo Mexicano de Formación Dual, MMFD) can use the insights gained from the project, for example for the purpose of personnel acquisition, reputational gains, or the design of pedagogical settings.

Objective

The project strives for developing and testing a set of tools for analysing practices related to cultures of work, which will contribute to vocational pedagogical theory building. The toolset can also be used in the realm of vocational training cooperation for the purpose of comparative country studies or country analyses.
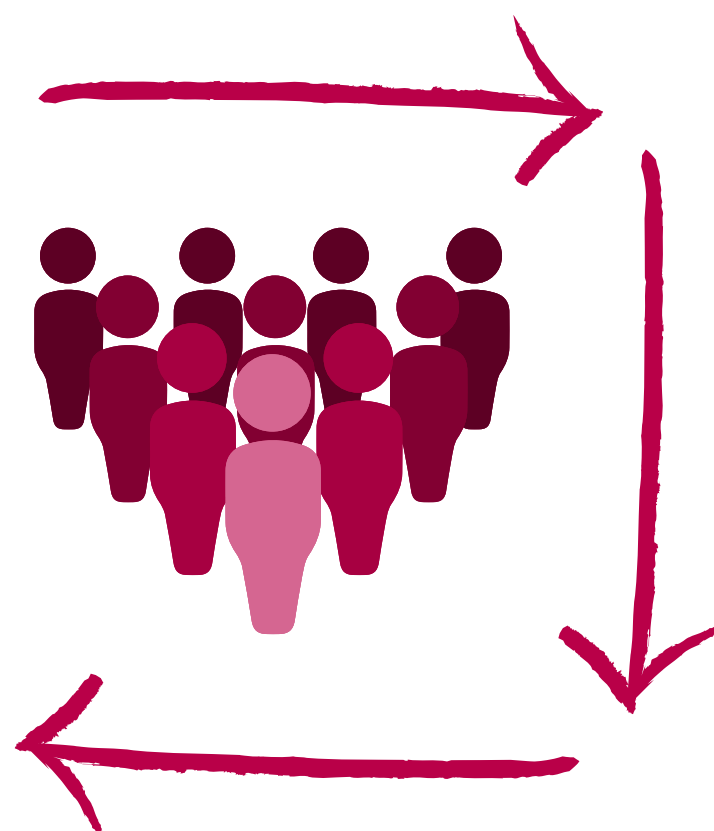
Methods

1

Analysis of sector specific data and analysis of artefacts (e.g., images, films, novels, school books etc.) using the documentary method, from which hypotheses are derived regarding social representations of non-academic work

2

Conducting biographical and expert interviews, evaluating interviews and developing situation maps

3

Validation of preliminary results through critical discussions with experts in the frame of focus groups

4

Systematic comparative analysis of cases

5

Synthetic summary of overall project results as well as elaboration of publications and final project report

Main Sources

Assmann (1988, 2008)
  ○ Collective Memory

Abric (1993)
  ○ Social Representations

Cáceres-Reebs (2013)
  ○ MMFD

Clarke (2018)
  ○ Situational Analysis

Bohnsack (2015, 2019)
  ○ Documentary Method

Moscovici (1984)
  ○ Social Representations

Pries (2019)
  ○ Employment Regulation

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